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Public Opinion Survey Evaluation Report

Billboard graphic used to promote the project and survey.

FRANKLIN
ASSOCIATES

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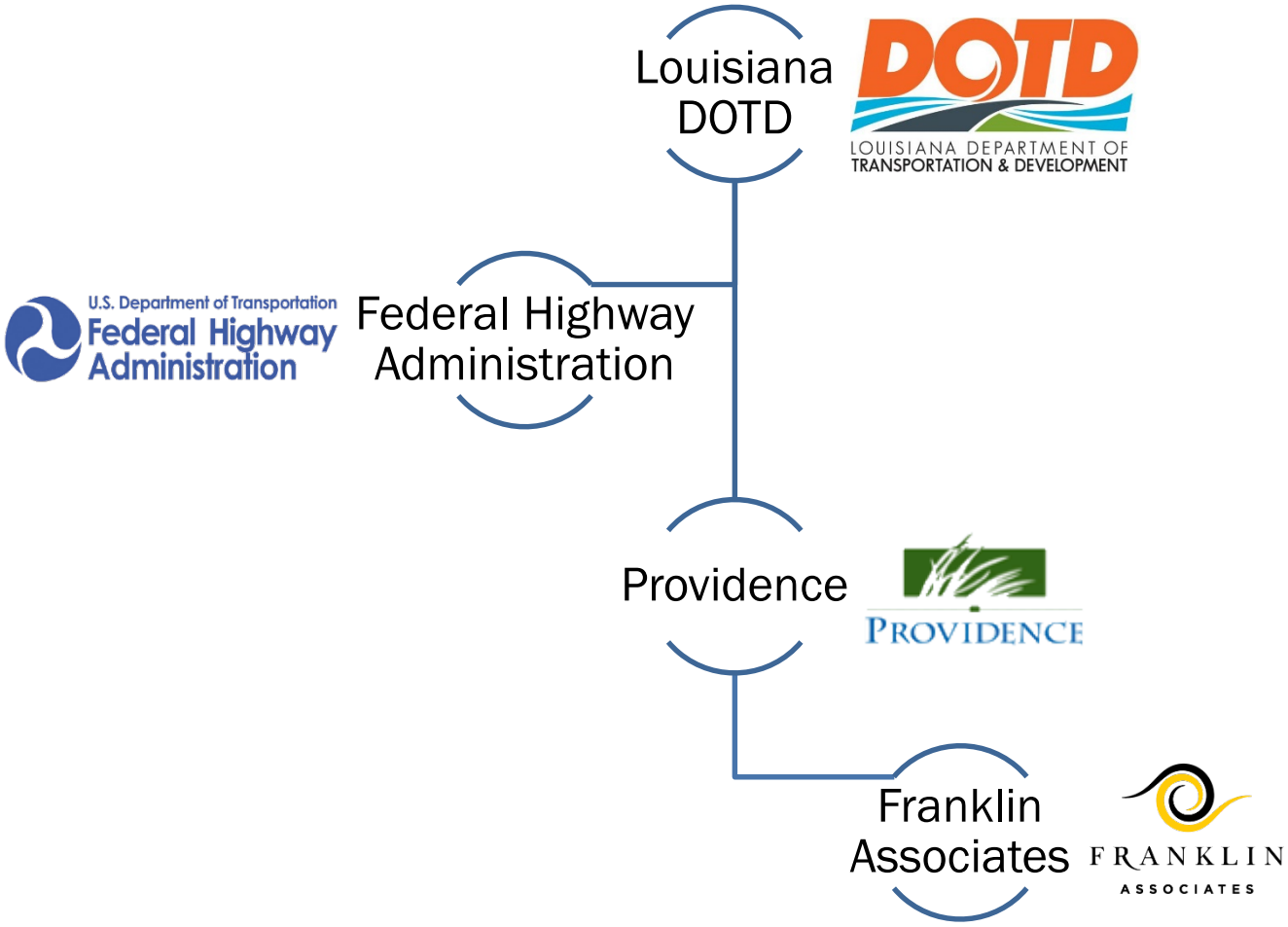
Credits

This publication was produced at the request of the Louisiana Department of Transportation and Development (DOTD) and was developed in conjunction with Providence as the Prime Contractor for the Stage 0 Feasibility Analysis.



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Introduction

As a key component of Baton Rouge's mobility, I-10 serves large volumes of daily commuting trips, provides access for the area's port, airport and industries, and accommodates a number of the region's emergency response services. I-10 is also a major access route for students and employees of LSU. Additionally, the facility is a vital link for commercial truck traffic for both local trips and interstate freight transport. When I-10 experiences problems, much of Baton Rouge traffic is adversely affected. Addressing traffic flow and safety issues is the goal of the Louisiana Department of Transportation and Development (DOTD), as the congestion that regularly occurs on this corridor impacts tens of thousands of people daily. Studying how to address traffic issues while making enhancements to the corridor is the first step.

This Stage 0 Feasibility Study originated in October 2011 when DOTD commissioned Providence to lead a project team in defining and determining the feasibility of I-10 improvements. Providence recruited a study team with various subject-matter expertise, and re-initiated the study process in February 2015. Franklin Associates is a member of the study team and is the firm leading the public involvement and engagement on the effort including the execution and analysis of this public survey.

SURVEY PURPOSE AND EVALUATION QUESTIONS

The overarching purpose of the survey defined and summarized in this document, is to gather public input and offer all key Stakeholders and citizens the opportunity to assess the need for improvements, the purpose of identified improvements, and potential means for improving the I-10 corridor in East and West Baton Rouge Parishes.

The findings of this survey are expected to be used to inform project decision-makers of the public's general opinion. The Evaluation Questions used a mixed-method approach of data gathering, with a survey that provided:

- Clear instructions
- Study area
- Rank-order evaluation questions
- Likert-type scale survey inquiries
- Open-ended questions providing opportunity for reflection, input, and sharing of concepts and ideas

The target survey population for the study included residents, business owners, commuters, and citizens who live in Baton Rouge and strategically identified

surrounding communities impacted by I-10 and access I-10 in the specified corridor study area. The key audiences were not limited or constrained in any way.

In addition to the online survey, hard copies of the survey were available at public libraries in the following parishes: East Baton Rouge, West Baton Rouge, Livingston, and Ascension Parishes.

PROJECT BACKGROUND

The Geographic Scope of the I-10 Corridor Improvement Study is from Lobdell Highway (LA 415) in West Baton Rouge Parish to the Essen Lane Interchanges of I-10 and I-12 (just east of "the split") and is a distance of approximately 9-1/2 miles.

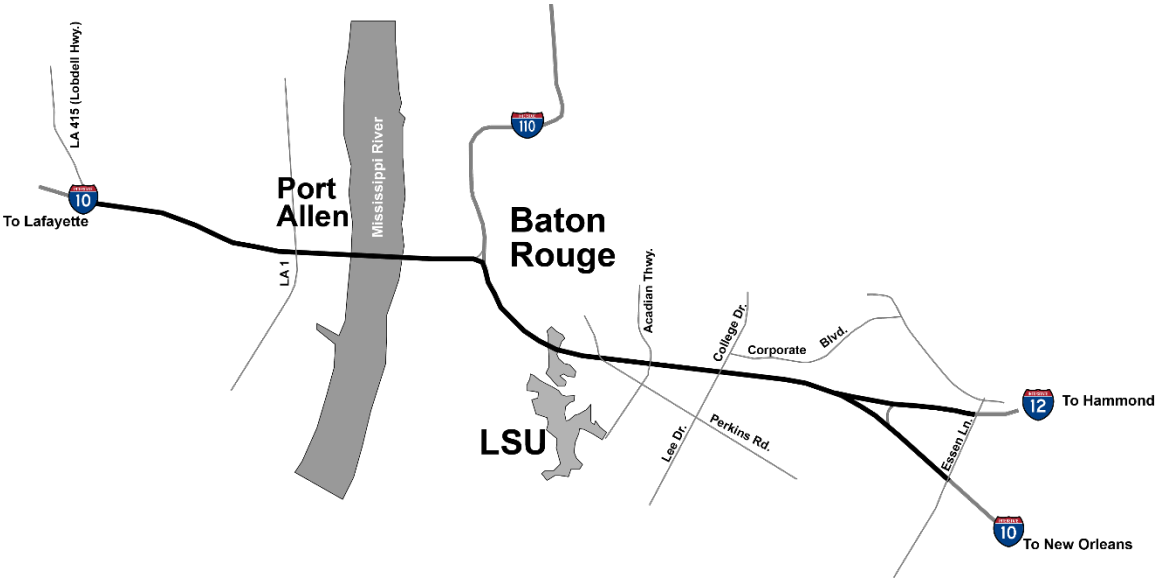


Figure A: I-10 from Louisiana Highway 415 to Essen Lane

EVALUATION QUESTIONS, DESIGN, METHODS AND LIMITATIONS

The overall design, specific data collection, and analysis methods linked to the survey questions were designed to gather useful information relative to the target population. The limitations of the data, methods, or other issues that affected the findings will be addressed in the conclusions section of this report.

FINDINGS AND CONCLUSIONS

Based on evidence generated by the evaluation data collection and analysis methods, the study team used a fact-based approach to report findings; no reliance on opinion was included in the data analysis report or related inferences resulting from survey data collection and interpretation. Conclusions were drawn directly from findings and help summarize the implications of the findings. While several findings can lead to one or more conclusions, to the best extent possible, the study team demonstrated the evidence that supports conclusions and recommendations.

KEY FINDINGS:

- 76 percent of respondents use I-10 every day
- Virtually all survey respondents (99 percent) have concerns with the traffic flow along I-10 in the Baton Rouge area
- 90 percent of survey respondents believe their commute will become worse in the next 5 years
- When asked which segment of I-10 experiences the most congestion, almost 45 percent said the Mississippi River Bridge (or "new bridge"), more than 20 percent said the Washington Street and I-10/I-110 junction, followed by the West Baton Rouge side of I-10, the I-10/I-12 split, the College Drive vicinity and the Acadian Thruway vicinity.
- The most frequently recommended solutions are building a loop or bypass, building a new bridge and adding more lanes on I-10

ABOUT THE SURVEY

Pursuant to the requirements of the National Environmental Policy Act of 1969 (NEPA), the study team developed a public involvement plan designed to solicit input and public opinion from area stakeholders and the broader community. An unbiased survey was designed to collect data on the public's use and perception of I-10 in the Baton Rouge area.

From a high-level standpoint, the public involvement portion of the feasibility study employs three primary public involvement techniques to be utilized at incremental stages of the process. The stages included:

1. Face-to-face interviews and briefings with key stakeholders
2. Public and Business Survey

3. Public Meetings held at designated community locales and planned in phases

An online public survey was developed within web-based Survey Monkey service and contained twenty-one (21) questions, five (5) of which were qualitative in nature or provided a fill-in-the-blank type response. The quantitative portions of the survey offered survey design techniques that included rankings, response selection, and Likert-type scale responses.

To maximize public participation, the online survey employed varying marketing strategies, for example:

- The online survey was linked from the project's website as well as the I-10 Corridor Study Facebook page
- E-mail marketing campaigns (see Appendix C)
- Various municipalities within the project scope posted the survey web-link on their respective websites
- Space was purchase on several large Lamar billboards along the corridor soliciting the public to take the survey (see Appendix D)

To reach a wide audience of local residents, the study team collaborated with DOTD to employ varying methods of outreach. The I-10 Corridor Improvement website, www.i10br.com, provided helpful material to the public such as an overview and informational video about the study, a timeline of events, a map depicting the geographic scope of the project, and a web link to the online survey. Email marketing campaigns were scheduled regularly for mass distribution and sent to all e-mail addresses within the community database housed and managed by Franklin Associates. Promotional billboards along the I-10 corridor were strategically placed to boost survey participation and website visibility. The online survey was also linked through the webpages for various municipalities located within the impacted area and the I-10 Corridor Facebook page.

The official launch of the entire survey data collection campaign for the I-10 Corridor Improvement Study was April 22, 2015 and was made available to the public through June 15, 2015 online. For online survey options, an extension on the original close date of May 31, 2015 was granted by DOTD for additional public participation opportunities and access. Public participation and input continued at a steady pace right up to the closing of survey availability at midnight on June 15, 2015.

In addition to the electronic media, 700 hard copy surveys were printed and distributed at 24 libraries throughout East Baton Rouge, West Baton Rouge, Ascension, and Livingston Parishes. Each Public Library was provided 25 hard copy surveys and an envelope for the collection of completed surveys submitted by patrons or library staff. An additional survey collection site was located at the corporate headquarters of Providence to collect the survey responses received via U.S. mail or drop off.

The deadline to submit hard copy surveys was May 31, 2015. Upon close of the hard copy portion of data collection, the study team physically collected survey results, maintaining a detailed log of dates and counts for each location. From there, using the online survey tool, data entry ensued for each response received.

The paper survey data was incorporated into the overall data for the results termed "online public survey."

Responses for the I-10 Corridor Public Survey totaled 13,830. Of these, fully complete survey responses totaled 10,966, which include responses to open-ended questions. Therefore, the completed response rate of the data submitted where every respondent answered all questions and provided comments to the three (3) open-ended questions is 79%, and is possibly generalizable to individuals who have travelled the I-10 Corridor in East and West Baton Rouge Parishes. Moreover, for close-ended questions with options of multiple-choice and/or Likert-type response options, 11,509 respondents completed the entire survey, yielding a completed questionnaire response rate of 83%.

The survey results are provided along with the actual survey in the survey section that follows the acronym listing.

Acronyms

DOTD	Louisiana Department of Transportation and Development
FHWA	U.S. Department of Transportation Federal Highway Administration
FY	Fiscal Year
MPO	Metropolitan Planning Organization (Capital Region Planning Commission)
SOW	Statement of Work

I-10 CORRIDOR PUBLIC SURVEY EVALUATION

FINDINGS OF THE PUBLIC SURVEY RELATIVE TO I-10 CORRIDOR IMPROVEMENT STUDY PROJECT FOR STAGE 0 FEASIBILITY ANALYSIS AND PUBLIC MEETING CONTENT DEVELOPMENT.

Preliminary Survey Data Results

For the purposes of data reporting, all charts depicted are reported as percentages. Tables are utilized to summarize reported numbers from the I-10 Corridor Public Survey.

Survey questionnaire and outcomes included several emerging themes corresponding with survey questions. Over half of the commuters use I-10 every day. Conversely, the study found that only one percent (1%) of respondents reported that they rarely use I-10. The survey addressed several main areas for input. The determined categories and the questions that addressed each included:

Interstate Use – Q1, Q3, Q7, Q13, Q18, Q21

Traffic Flow – Q2, Q8, Q14,

Speed of Travel and Route Availability – Q5, Q6, Q9,

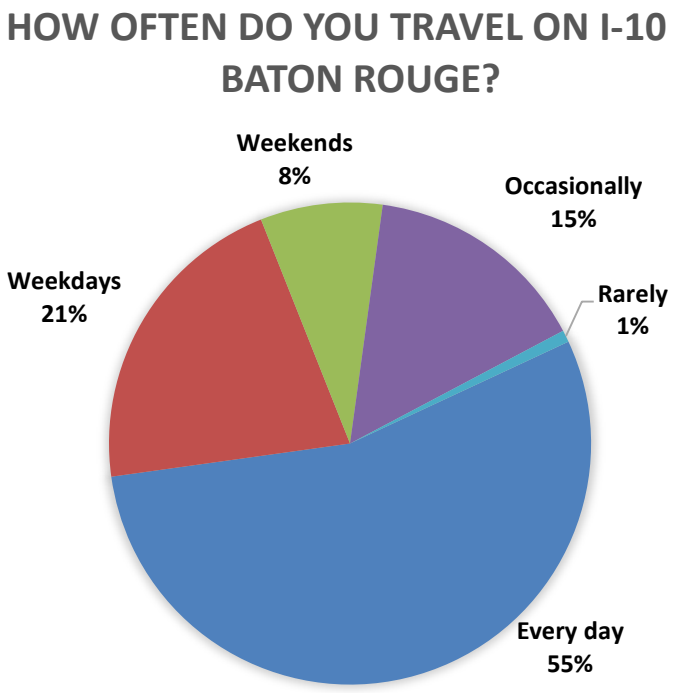
Public Perception – Q4, Q10, Q11, Q12,

Demographics – Q15, Q16, Q17, Q19, Q20

Despite the themed groupings described above, the survey results in this report will be presented in numerical order as listed on the survey instrument for simplicity. A hard copy representation of the online public survey is provided in Appendix B of this report.

Q 1 – How often do you travel on I-10 in Baton Rouge?

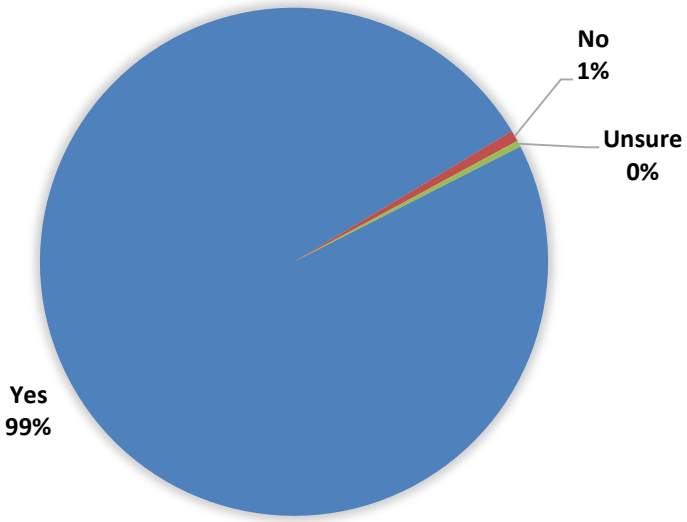
For Question 1 (Q1), over half (54.8%) of the residents of the Baton Rouge area (defined in this report as residents of East Baton Rouge, Ascension, Iberville, Livingston, and West Baton Rouge Parishes) use I-10 in Baton Rouge every day or on weekdays (see Figure 1). Another 23% of respondents report traveling on this section of I-10 on the weekends or at least occasionally. Only 1% report using I-10 in Baton Rouge rarely.



Answer Options	Response Percent	Response Count
Every day	54.8%	7567
Weekdays	21.2%	2933
Weekends	8.2%	1129
Occasionally	15.1%	2079
Rarely	0.8%	105
answered question		**13813**
skipped question		**17**

Q 2 –Do you have concerns with traffic flow along I-10 in the Baton Rouge area?

Nearly all (99%) of the survey respondents have concerns with the traffic flow along this section of I-10. A negligible number of the public that participated in the study were "unsure" about their traffic flow concerns relative to I-10.

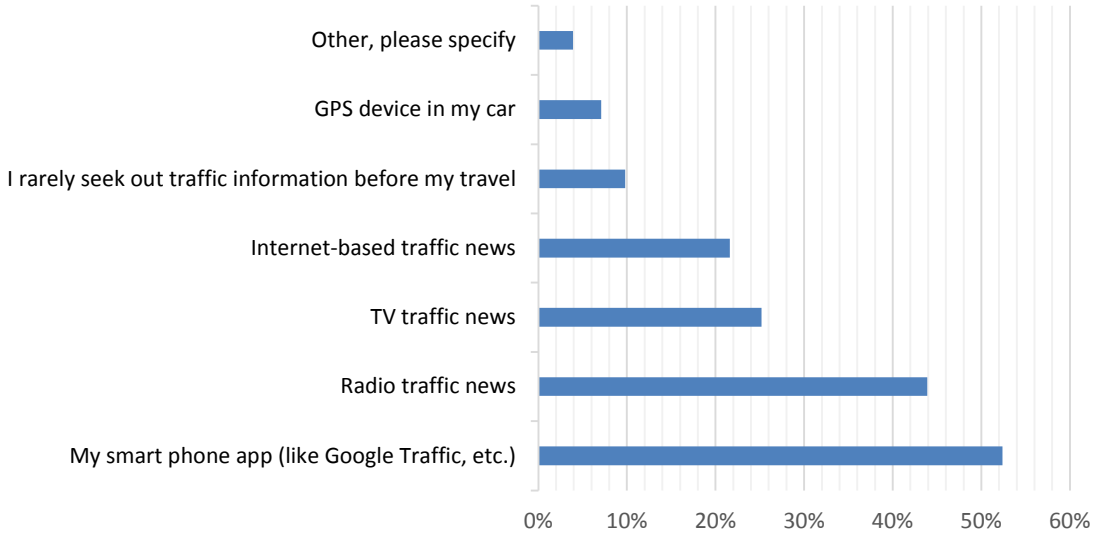


Answer Options	Response Percent	Response Count
Yes	98.9%	13664
No	0.7%	92
Unsure	0.4%	57
answered question		**13813**
skipped question		**17**

Q 3 – How do you get your traffic information?

(Select up to two most frequently used)

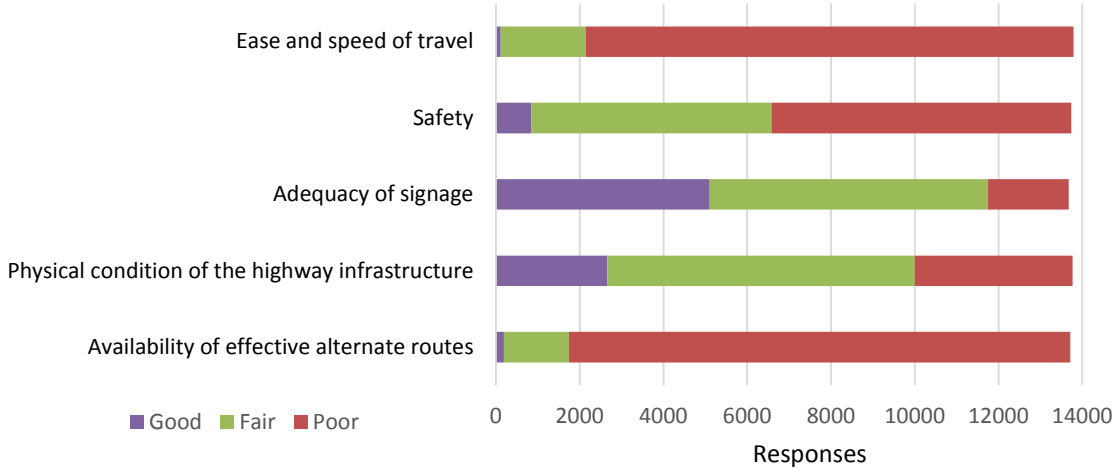
Question 3 highlights how respondents get their traffic information. The survey requested that up to two (2) most frequently used options were selected. Residents of the area tend to obtain most of their data from either a smart phone app, or Radio traffic news. Residents also use TV traffic news and internet-based traffic news as a means to obtain traffic information.



Answer Options	Response Percent	Response Count
My smart phone app (like Google Traffic, etc.)	52.4%	7226
Radio traffic news	43.9%	6060
TV traffic news	25.2%	3473
Internet-based traffic news	21.6%	2979
I rarely seek out traffic information before my travel	9.8%	1346
GPS device in my car	7.1%	986
Other, please specify	3.9%	538
answered question		**13801**
skipped question		**29**

Q 4 – Presently, how do you perceive I-10 in Baton Rouge?

As with any project, public perception is a major component of success. For the I-10 Corridor Public Survey, a majority of residents who use this section of I-10 avoid traveling on I-10 in Baton Rouge during weekday morning rush hour (55%) and during the weekday evening rush hour (76%), see Figure 4. Q4 asked survey participants to rank their perceptions of I-10 in Baton Rouge based on five (5) areas.

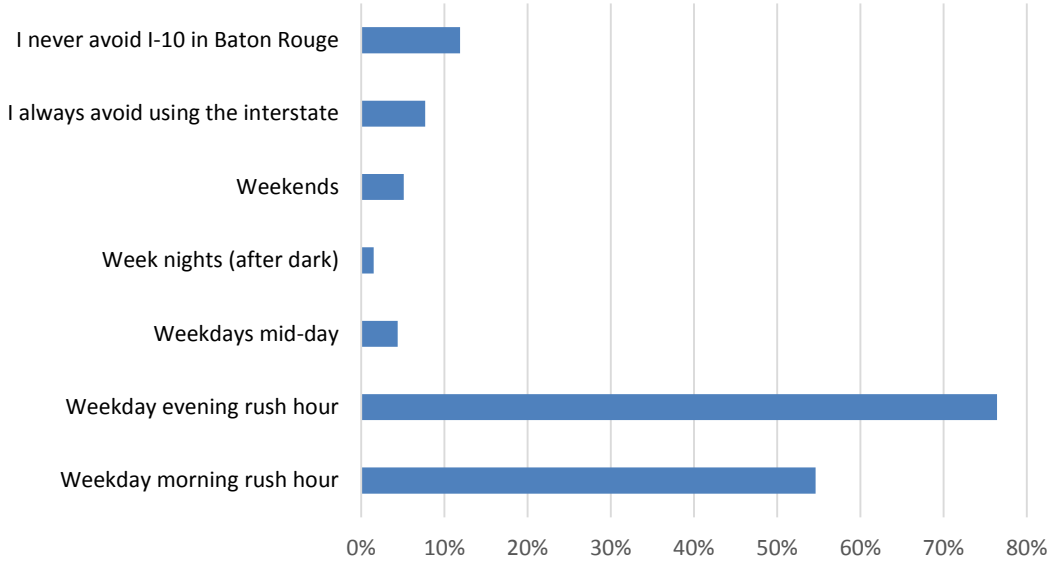


Answer Options	Good	Fair	Poor	No Opinion	Rating Average	Response Count
Ease and speed of travel	114	2032	11645	22	2.84	13813
Safety	848	5731	7162	72	2.47	13813
Adequacy of signage	5105	6644	1928	136	1.79	13813
Physical condition of the highway infrastructure	2655	7350	3764	44	2.09	13813
Availability of effective alternate routes	191	1548	11978	96	2.87	13813
answered question						**13813**
skipped question						**17**

Q 5 – Do you avoid traveling on I-10 in Baton Rouge? If so, when?

(Select up to two)

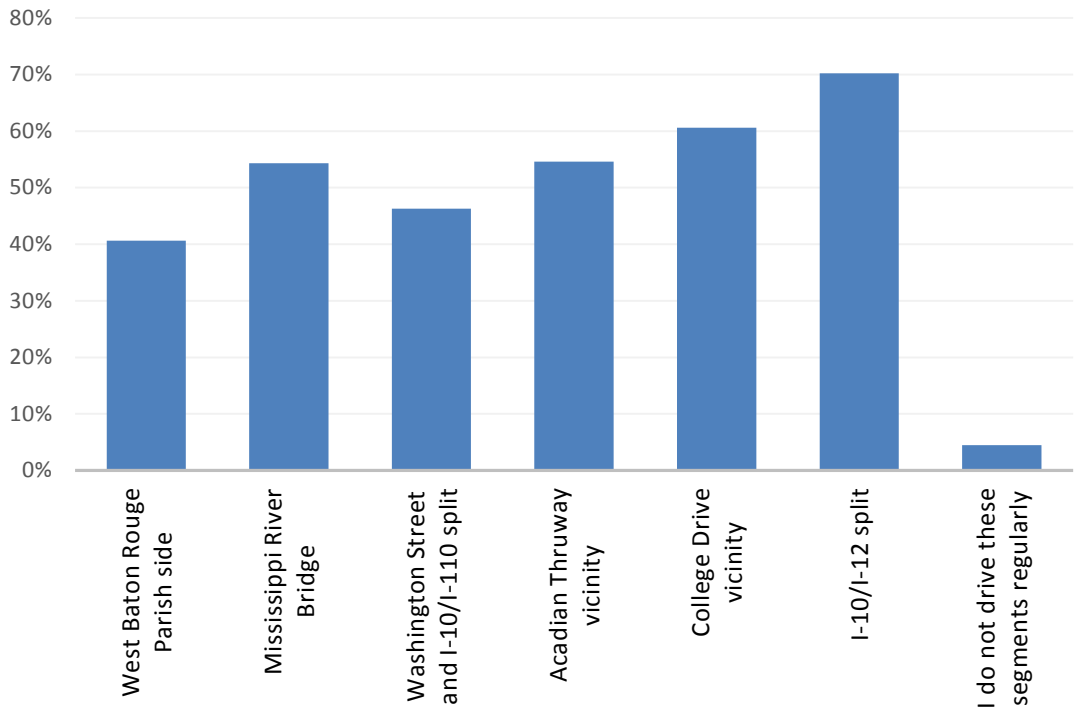
A majority of residents who use this section of I-10 avoid traveling on I-10 in Baton Rouge during weekday morning rush hour (55%) and during the weekday evening rush hour (76%), see Figure 5. Use is more occasional during off-peak hours of the weekdays and on the weekends.



Answer Options	Response Percent	Response Count
Weekday morning rush hour	54.6%	7487
Weekday evening rush hour	76.4%	10467
Weekdays mid-day	4.4%	602
Week nights (after dark)	1.5%	204
Weekends	5.1%	697
I always avoid using the interstate	7.7%	1056
I never avoid I-10 in Baton Rouge	11.9%	1633
answered question		**13708**
skipped question		**122**

Q 6 – Which segments of I-10 do you regularly drive?

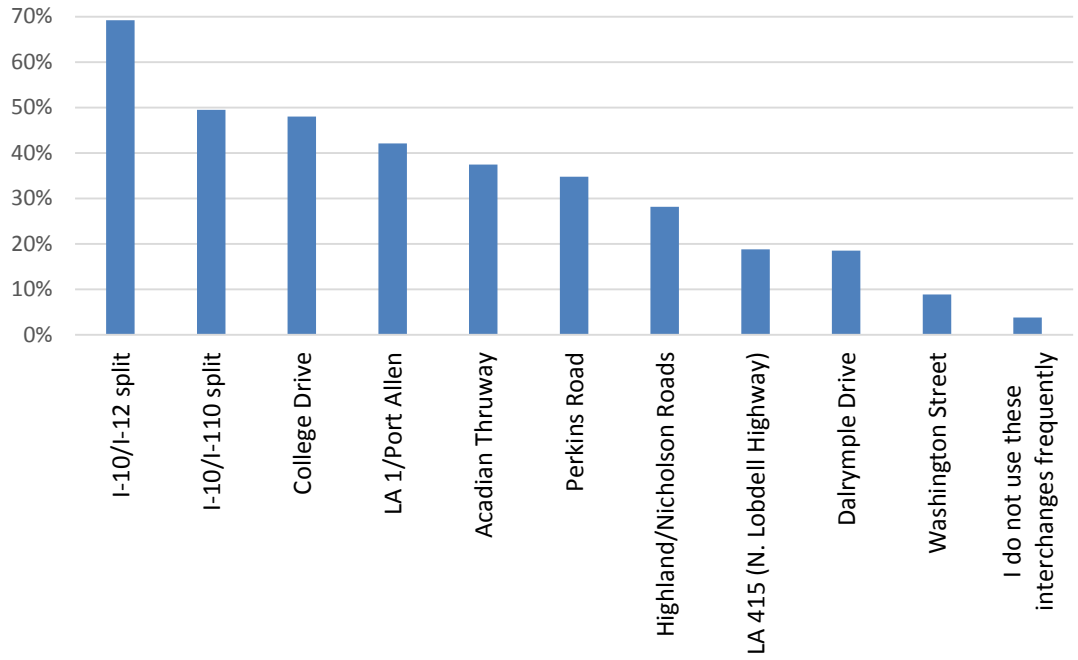
Residents of the area report regular travel along the I-10/I-12 split (70.2%). Another 60% report driving regularly around the College Drive vicinity, with 54% of respondent's reporting that they regularly drive on the Mississippi River Bridge and around the Acadian Thruway vicinity.



Answer Options	Response Percent	Response Count
West Baton Rouge Parish side	40.6%	5604
Mississippi River Bridge	54.3%	7483
Washington Street and I-10/I-110 split	46.3%	6387
Acadian Thruway vicinity	54.6%	7531
College Drive vicinity	60.6%	8361
I-10/I-12 split	70.2%	9675
I do not drive these segments regularly	4.5%	621
answered question		**13790**
skipped question		**40**

Q 7 – Which interchanges do you use frequently?

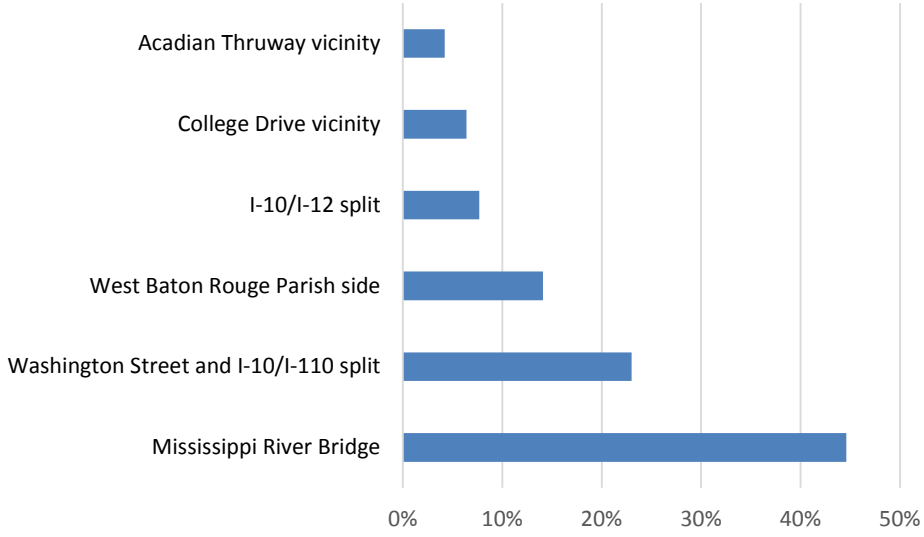
The frequency of use is also highest along the I-10/I-12 split, with 69% of residents responding that this interchange is the most frequently used. Half of respondents (50%) frequently used the I-10/I-110 split interchange, while 48% used the College Drive interchange. It also should be noted that only 9% of residents use the Washington Street exit.



Answer Options	Response Percent	Response Count
I-10/I-12 split	69.2%	9548
I-10/I-110 split	49.5%	6823
College Drive	48.0%	6617
LA 1/Port Allen	42.1%	5805
Acadian Thruway	37.5%	5175
Perkins Road	34.8%	4795
Highland/Nicholson Roads	28.2%	3892
LA 415 (N. Lobdell Highway)	18.8%	2597
Dalrymple Drive	18.5%	2557
Washington Street	8.9%	1229
I do not use these interchanges frequently	3.8%	529
answered question		**13792**
skipped question		**38**

Q 8 – In your opinion, which segment of I-10 experiences the most congestion?

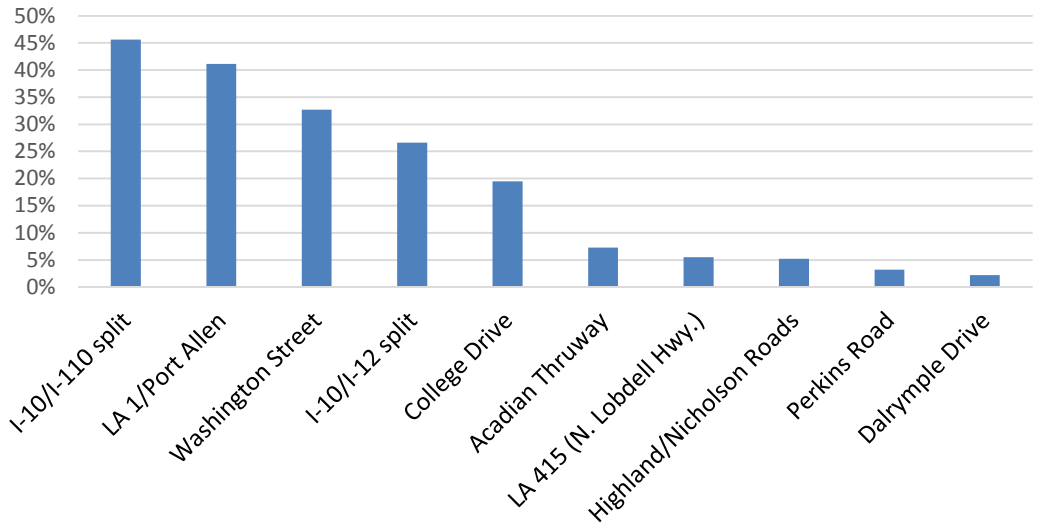
When asked opinions about "which segment of I-10 experiences the most congestion?", the majority of residents of the Baton Rouge area (45%) believe that the Mississippi River Bridge segment of I-10 experiences the most congestion. Another 23% report that the Washington Street and I-10/I-110 split segment experience the most congestion. Only 4.2% report experiencing congestion in the Acadian Thruway vicinity.



Answer Options	Response Percent	Response Count
Mississippi River Bridge	44.6%	6165
Washington Street and I-10/I-110 split	23.0%	3177
West Baton Rouge Parish side	14.1%	1941
I-10/I-12 split	7.7%	1069
College Drive vicinity	6.4%	881
Acadian Thruway vicinity	4.2%	580
answered question		**13813**
skipped question		**17**

Q 9 – In your opinion, which two of the following interchanges are most problematic?

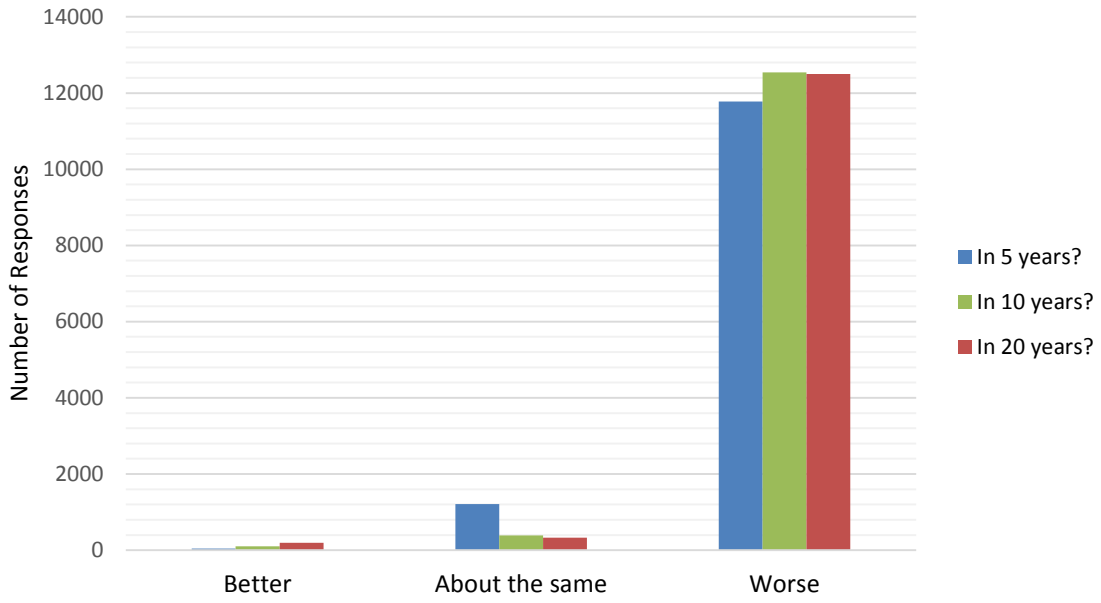
The majority of residents of the Baton Rouge area (46%) believe that the I-10/I-110 split interchange is the most problematic, with 41% reporting that the LA 1/Port Allen interchange is problematic, followed by 32.7% of residents responding that the Washington Street interchange is problematic. Only 3% perceived the Dalrymple and Perkins Road interchanges as being problematic.



Answer Options	Response Percent	Response Count
I-10/I-110 split	45.6%	6282
LA 1/Port Allen	41.1%	5666
Washington Street	32.7%	4504
I-10/I-12 split	26.6%	3667
College Drive	19.5%	2689
Acadian Thruway	7.3%	1004
LA 415 (N. Lobdell Hwy.)	5.5%	761
Highland/Nicholson Roads	5.2%	717
Perkins Road	3.2%	435
Dalrymple Drive	2.2%	309
answered question	***13777***	**13777**
skipped question	***53***	**53**

Q 10 – If no changes are made, how do you anticipate your future I-10 commute experience in Baton Rouge will be?

The majority of residents of the Baton Rouge area do not have confidence that their future I-10 commute experience will improve. In fact, 90% of residents believe that the commute will become worse in the next 5 years96% of residents believe that their future commute experience will worsen in Baton Rouge over the next 10 into the next 20 years, see Figure 10.



Answer Options	Better	About the same	Worse	Rating Average	Response Count
In 5 years?	44	1207	11778	2.90	13029
In 10 years?	99	385	12545	2.96	13029
In 20 years?	196	329	12504	2.94	13029
answered question				***13029***	**13029**
skipped question				***801***	**801**

Q 11 – Please explain why you feel this way.

(A follow-up to Question 10: "If no changes are made, how do you anticipate your future I-10 commute experience in Baton Rouge will be?")

The general themes that were identified for Question 11 are listed below along with the corresponding key words and phrases and the numerical codes for the theme. Five (5) data sets were significantly notable based on survey responses:

1. increase in population
2. continual traffic accidents
3. increase in businesses and jobs
4. transportation infrastructure
5. transportation funding

For those general themes that had differing key words or phrases, an asterisk was placed by the key words/phrases used most frequently to serve as a clearer subjective measure of the respondents opinions.

Question 10 was a precursor to Question 11, in which respondents were asked their opinion on future traffic in East Baton Rouge Parish (EBRP) if no changes were made, and **roughly 91% believed traffic conditions would get worse within the next five years**. In Question 11, which served as a follow up, respondents were asked to state why they answered in the manner they did on the preceding question, and 44% of respondents believed the traffic would get worse due to population increase in East Baton Rouge Parish, which was the general theme. In addition 28% of respondents believe that traffic would get progressively worse due to the current transportation infrastructure, which is not equipped to handle the current or increased volume of vehicles. Needless to say, respondents unequivocally feel that the traffic will get worse, and a total of 72% firmly believe that it is due to a continual influx of people in Baton Rouge and an antiquated transportation infrastructure that was equipped only to handle populations of previous decades and not today's increasing population. A summary of numerical codes, themes, and frequency analysis is displayed in a table on the following pages.

QUALITATIVE METHODOLOGY FOR OPEN-ENDED QUESTIONS 11, 12 & 14

The strategy for open-ended survey inquiries was designed to aid in the decision-making process in terms of assessing current travel demand models and developing concepts based on public input as well as traffic analysis and conditions. One of the goals of offering open-ended survey responses was to allow for adequate input from the general population and simultaneously design public meetings that facilitate realistic discussions regarding current considerations and concepts. The methodology used was the creation of a numerical coding system made up of general themes that served as an umbrella, which will encompassed several key words and or phrases and different variations of those key words and phrases. The key words and phrases were derived from a review of the qualitative responses from survey respondents. The qualitative responses were then converted to their corresponding numerical code based on their assigned general theme for ease of analysis. After the numerical coding system was created with the corresponding key words and phrases, the analysis was conducted using the "CountIf" function in Microsoft Excel, which is a statistical algorithm that quantified the number of times the numerical code was repeated within a specified cell or data range.

Continued…

GENERAL THEME: INCREASE IN POPULATION (Code: 1)

- Population Increase
- Population Growth
- Increase in new drivers
- Increase in the number of vehicles on the road

GENERAL THEME: CONTINUAL TRAFFIC ACCIDENTS (Code: 2)

- Traffic accidents
- Car wrecks
- Automobile accidents

GENERAL THEME: INCREASE IN JOBS AND THE NUMBER OF BUSINESSES COMING TO EAST BATON ROUGE PARISH (Code: 3)

- New Businesses
- Industry growth
- Economic Growth
- More jobs
- New companies

GENERAL THEME: THE TRANSPORTATION INFRASTRUCTURE (Code: 4)

- One interstate**
- Bottlenecks*
- No Alternate Routes
- Mississippi River Bridge
- I-10/110 Split
- I-10/1-12

GENERAL THEME: FUNDING FOR TRANSPORATION (Code: 5)

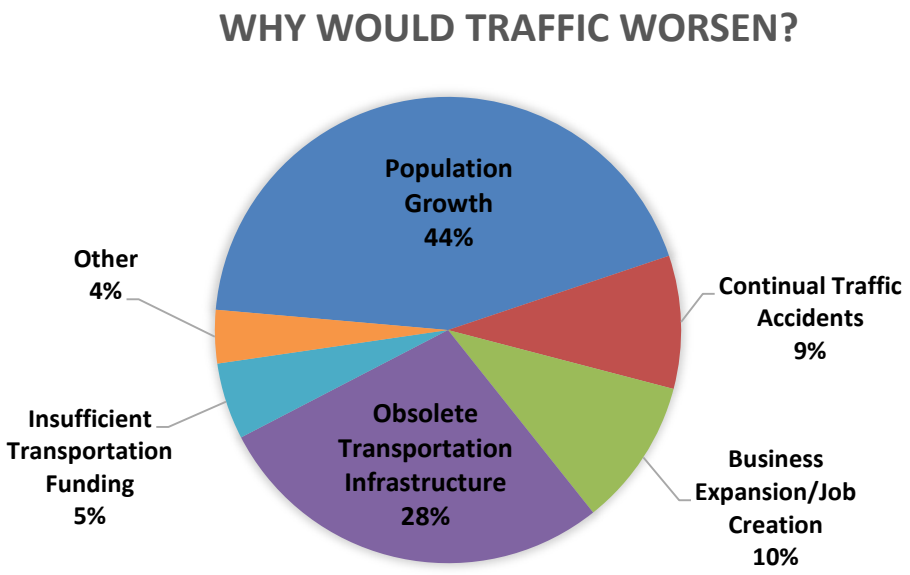
- Lack of funding
- Transportation funding
- Money
- Minimal funding
- Transportation

GENERAL THEME: BLANK RESPONSES/IRRELELVANT FEEDBACK (Code: 0)

METHODOLOGY
Continued…

The function was performed for each numerical code, which ultimately corresponded with and was tied back to the general theme. Results were then displayed in a frequency distribution table. The percent frequency distribution will enable readers to easily depict the number of times and or percent in which certain key words and phrases were used from the corresponding numerical codes, and aggregate totals were tied back to the general theme.

Code	Corresponding Theme	Whole # Frequency	Percent Frequency
1	Increased Population	1,201	44%
2	Continual Traffic Accidents	255	9%
3	Business Expansion/Job Creation	283	10%
4	Transportation Infrastructure	776	28%
5	Transportation Funding	147	5%
0	Other	102	4%
Total		2,764	100%



Question 11 was answered by 11,439 persons which is 83% of survey respondents. In addition to the above summary, other themes emerged in the written responses. Numerous persons wrote to suggest what they feel are the major causes of traffic congestion – a response more appropriate in Question 12 – but nevertheless provided as a response to 11. For example, "Washington", in reference to the I-10 eastbound Washington Street exit, was mentioned 320 times. Most endorsed its closure; or at lease suggested that current eastbound congestion is at least partially due to it being open.

Similarly, word search revealed that "lane" occurred 1,386 times. Respondents used it to describe capacities of various segments of the interstate system through Baton Rouge. Of comments containing the word "lane" or "lanes", many were suggesting the need to add a lane or lanes to the current system. Modifying the current I-10 eastbound at the juncture with I-110 to maintain at least two (2) through lanes was frequently described.

Selected Responses:

I 10 @ Baton Rouge La is the only place along i10 where traffic bottlenecks to one lane of traffic. In a city of nearly 230,000 people this is absolutely unacceptable.

Where else does an interstate bottleneck to one lane?

The interchange coming and going into Baton Rouge needs to be more than 2 lanes it should be 3 to 4 lanes on each side. Get rid of the Washington exit…

Not enough travel lanes by the bridge.

Baton Rouge is the only place in the COUNTRY where it bottlenecks an entire major interstate into one lane (at the Washington Street exit). It is worsened by the fact that it is in a curve and at the convergence with another interstate (I-110).

Q 12 – Briefly, what do you feel is the best solution for improving travel on I-10?

[See methodology description sidebar, Question 11]

The general themes that were identified for Question 12 are listed below along with the corresponding key words and phrases and the numerical codes for the theme. There were three themes identified: improve and update infrastructure, short term solutions, and greater transportation funding. Code 0 was established for the responses that were left blank or were deemed irrelevant to the question. For those general themes that had differing key words or phrases, an asterisk was placed by the key words/phrases used most frequently to serve as a clearer subjective measure of the respondents opinions. When asked their opinion of the best solution for improving travel on the I-10 corridor, respondents overwhelming responded with improving the infrastructure using key words and phrases such as "building a new bridge across the Mississippi River, building a loop, and adding additional lanes". Approximately 70% of the respondents believed that the improving and updating the infrastructure is the key, and building a new bridge across the Mississippi River dominated most responses under the general theme of "Improve and Update the Infrastructure," followed by building a loop. Thirteen percent (13%) of the respondents offered more short term solutions, in which the most common key word and or phrase dealt with the recommended adjustment of the Washington Street exit. Other recommendations or key words and phrases under the "Short Term Solutions" general theme suggested the expeditious clearing of traffic accidents. A complete summary of numerical codes, themes, and frequency analysis is displayed in the table on the following page.

IMPROVE AND UPDATE INFRASTRUCTURE: (Code: 1)
- New bridge across the Mississippi River**
- Loop*
- New Interstate
- Additional Lanes
- New Highway

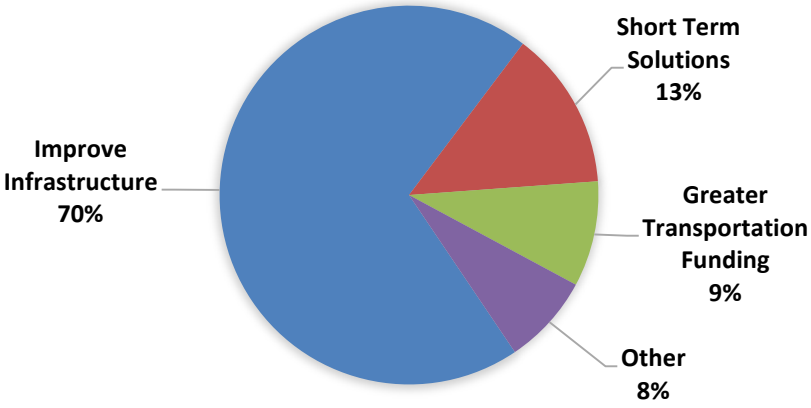
SHORT TERM SOLUTIONS: (Code: 2)
- Close Washington Street exit**
- Washington exit, Washington Street, clear wrecks quickly

GREATER TRANSPORTATION FUNDING: (Code: 3)
- More transportation funding
- More money

GENERAL THEME: BLANK RESPONSES/IRRELEVANT FEEDBACK (Code: 0)

Code	Corresponding Theme	Whole # Frequency	Percent Frequency
1	Improve Infrastructure	1,927	70%
2	Short Term Solutions	375	13%
3	Greater Transportation Funding	249	9%
0	Other	213	8%
Total		2,764	100%

BEST SOLUTIONS FOR I-10?



Building upon many of their specific recommendations offered in Question 11, respondents to Question 12 provided many ideas for improving the current interstate network in Baton Rouge. Question 12 had a slightly higher response rate at 85% than did Question 11.

Recurring words and phrases provide insight into the respondent's feedback. "Loop" was mentioned over 4,000 times and "new bridge" occurred 1,258 times. Most of these suggest positive support of a loop and/or new bridge concept. This also points to the conclusion that many survey respondents understand that improvements to I-10 alone will not sufficiently alleviate the city's rush hour traffic congestion.

Like Question 11, the word "Washington" was frequently used occurring 2,281 times in Q12 responses. As before, most of these reference a desire to close the Washington Street exit in order to provide at least two lanes of eastbound I-10 through traffic at the merge with I-110. "Lane" or "lanes" was used 5,906 times in the narrative responses.

Selected responses:

For the 10/110 merge, where 240,000+ cars each have ONE LANE to merge, widen it somehow. One lane causes the greatest of problems.

Open existing lanes on1-12 &1-10 that are presently collecting debris. Put signs up in case of accidents to warn of break downs. Add more lanes on over pass between 1-12&1-10 going to Essen Ln. Add more lanes getting off the main bridge going east since it goes down to one lane in a major city and bottle necks.

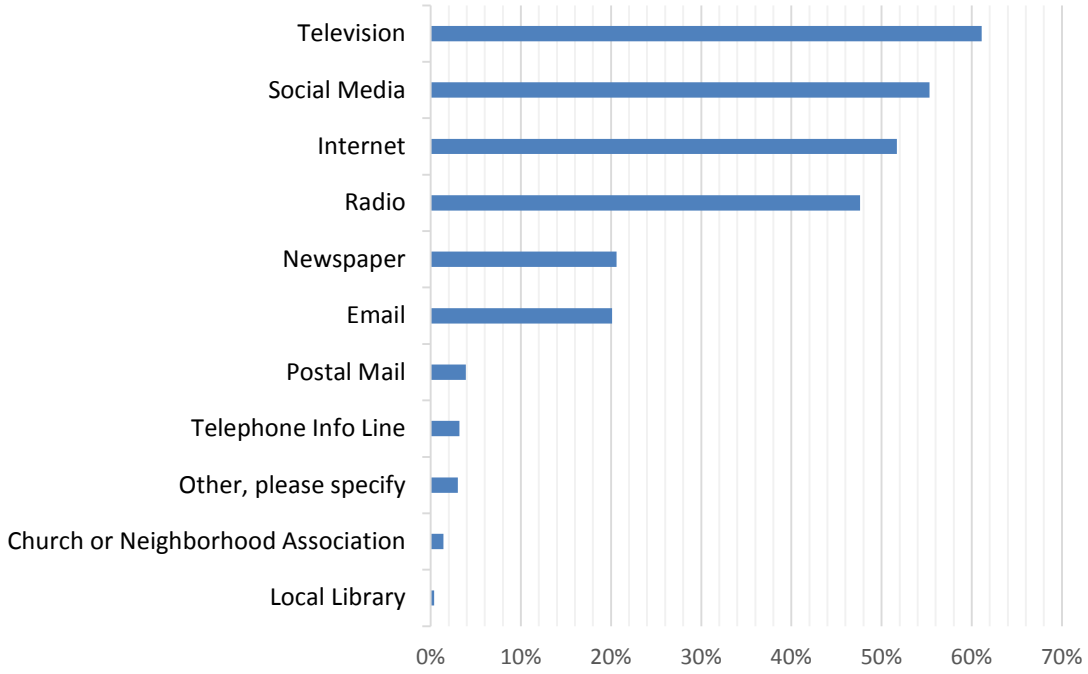
Loop? Add lane? None of these pretty, but mandatory.

A loop around the city for big trucks. They HAVE to fix the way everyone merges to one lane on the bridge because the Washington Street exit. It is the craziest thing ever!

Baton Rouge needs more connector streets and alternative routes. The rate of street connectivity is abysmal.

Q 13 – What do you feel are the best ways to keep yourself and members of your social network informed? (Pick up to three)

The majority of residents of the Baton Rouge area (61%) prefer to be kept informed by television. 55% report that they prefer to be informed by social media, and 52% prefer to stay informed by the internet.



Answer Options	Response Percent	Response Count
Television	61.1%	7863
Radio	47.6%	6121
Newspaper	20.6%	2651
Telephone Info Line	3.2%	410
Internet	51.7%	6648
Social Media	55.3%	7115
Email	20.1%	2591
Postal Mail	3.9%	503
Local Library	0.4%	52
Church or Neighborhood Association	1.4%	177
Other, please specify	3.0%	384
answered question	***12863***	**12863**
skipped question	***967***	**967**

Q 14 – If traffic flow of I-10 in Baton Rouge was improved, how do you feel it would impact adjacent communities?

(ex. quality of life, local business volume, regional business volume, health, noise level, accessibility, etc.)

[See methodology description sidebar, Question 11]

Question 14 faired more poorly in response rate than the previous two open response questions at 79%. The general themes that were identified for Question 14 are listed below along with the corresponding key words and phrases and the numerical codes for the theme. There were three themes identified: improve and update infrastructure, short term solutions, and greater transportation funding. Code 0 was established for the responses that were left blank or were deemed irrelevant to the question. For those general themes that had differing key words or phrases, an asterisk was placed by the key words/phrases used most frequently to serve as a clearer subjective measure of the respondent's opinions. When asked about how improvement of traffic flow on the I-10 would impact adjacent communities, precisely 38% responded with a greater quality of life, which was the general theme, and with key words and phrases including, quality of life, improved life, and greater quality of life. Approximately 28% of the respondents expressed that commutes to and from Baton Rouge would be much quicker with much less stress. The general theme was easier and faster commutes to and from Baton Rouge, with key words and phrases such as ease of travel, faster commute times, and accessibility. Lastly, 22% of respondents believed that there would be greater economic growth in East Baton Rouge Parish, as the general theme, however additional key words and phrases included business growth, business volume, job creation, and increased shoppers to Baton Rouge.

Emerging comments based on the functions exercised include quality of life, local business volume, regional business volume, health, noise level, accessibility, etc., amongst others. Frequently occurring key works in responses included the word "business" which occurred 3,378 times; most in the context that business and industry would experience a benefit if improvements were made to I-10. "Improve" occurred 3,467 times, "better" had 1,344 hits, and "grow" or "growth" was used 986 times. "Easier" occurred 493 times and "safer" occurred 131 times.

Selected responses include:

Better quality of life. Less time in traffic means more time at home.

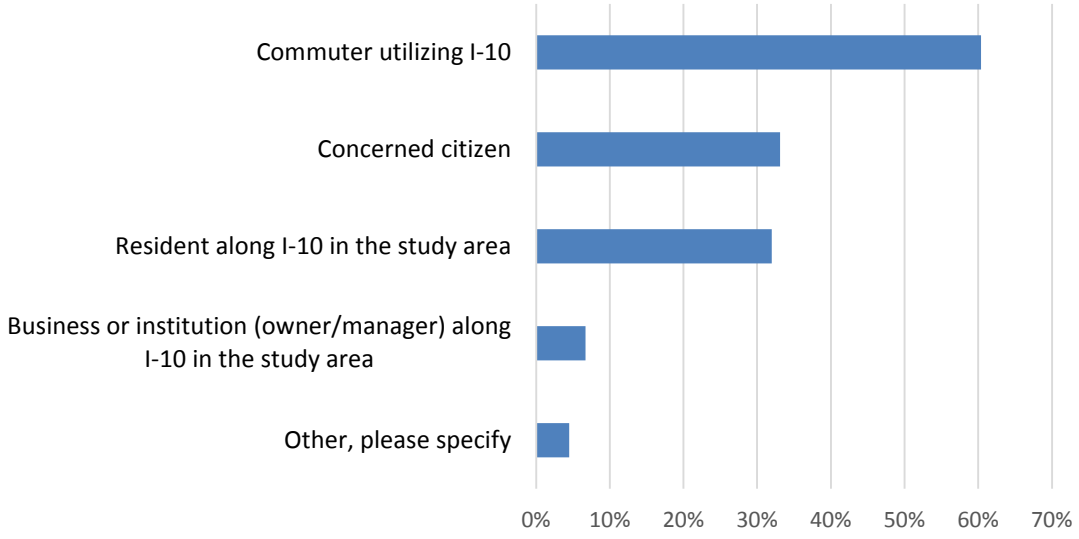
Less stress, quicker commutes, more time with families, easier to get in/out of town results in shoppers, diners who spend more money, Increase in taxes and more growth for the city.

I definitely feel as though the West Baton Rouge parish would see a boost in developing businesses, as well as more people moving to those western parishes. People are hesitant to go to these parishes because they don't want to get stuck in traffic.

Growth in business, safety in travel, less congestion on surface streets, less road rage and accidents which would subsequently lower insurance rates over the long run.

Q 15 – Which category best describes your interest in the project?

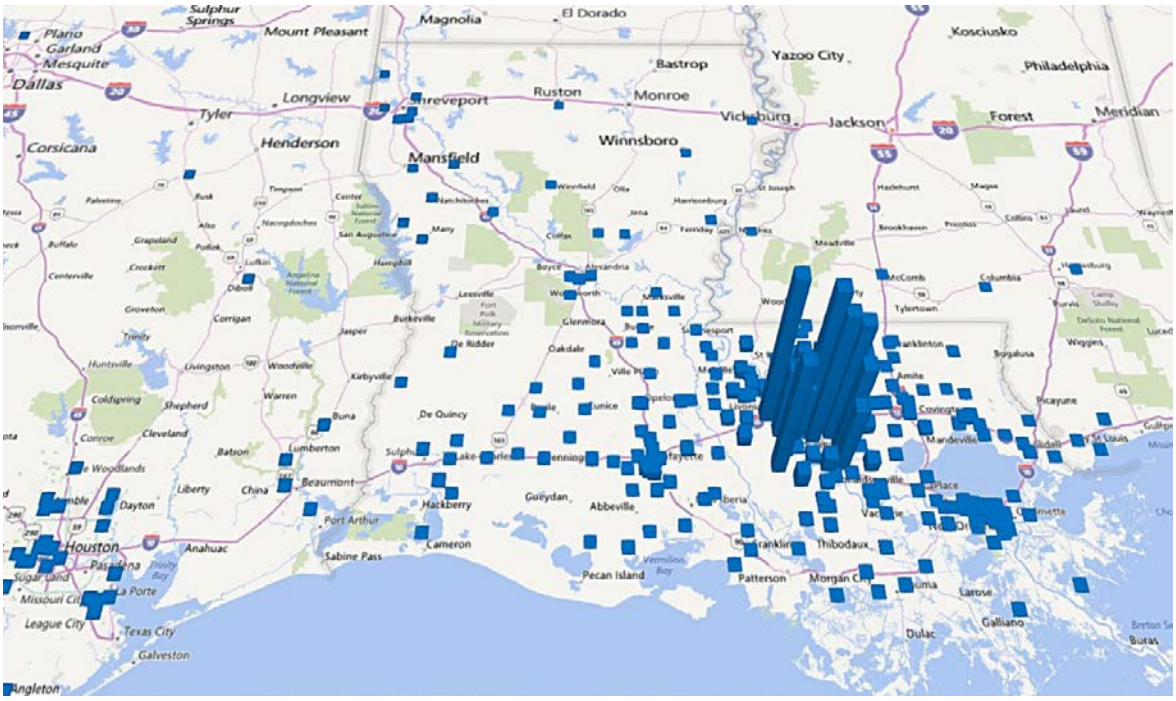
When asked to select the category that best describes project interest, 60% of survey participants expressed commuter interests in the study.



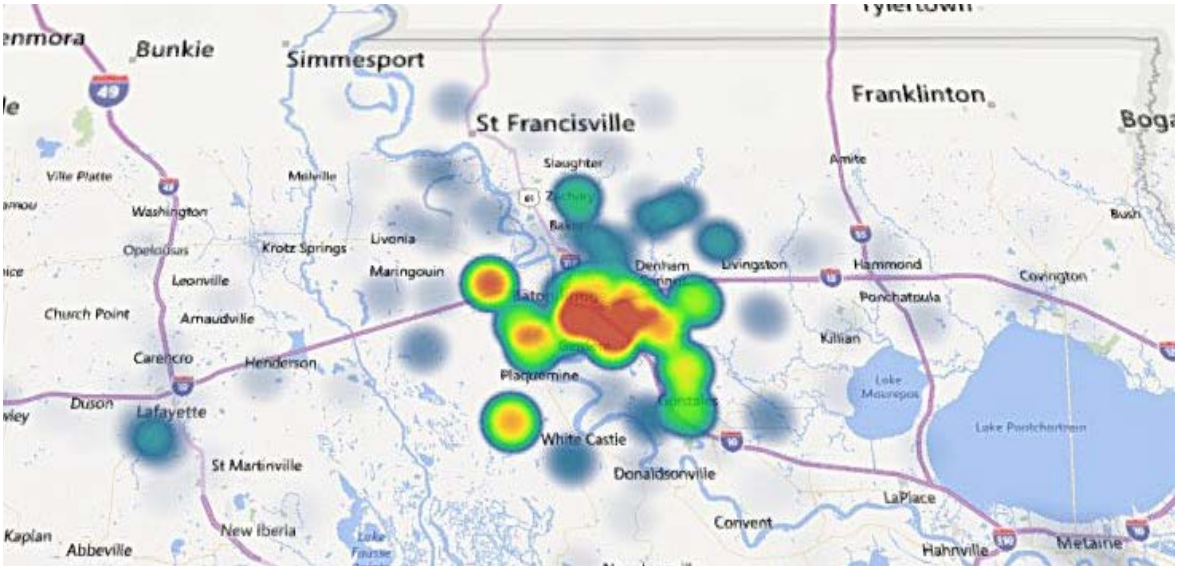
Answer Options	Response Percent	Response Count
Commuter utilizing I-10	60.4%	7631
Concerned citizen	33.1%	4179
Resident along I-10 in the study area	32.0%	4039
Business or institution (owner/manager) along I-10 in the study area	6.7%	849
Other, please specify	4.5%	565
answered question	***12625***	12625
skipped question	***1205***	1205

Q 16 –In what Zip Code do you live?

As evidenced by the map below, a majority of respondents live in or around the Baton Rouge metro area. Of 12,523 responses, 12,490 entered valid seven digit zip codes. An additional twenty were able to be corrected either by removing an obvious typo or by looking up the zip code for the city or place name entered. Fourteen entries were unintelligible or so incomplete as to be deemed nonresponsive. An additional 1,307 survey takers skipped the question.



Count Distribution Map of Survey Respondent's Residential Zip Codes



Heat Map of Respondent's Residential Zip Codes

Most Frequently Entered Residential Zip Codes

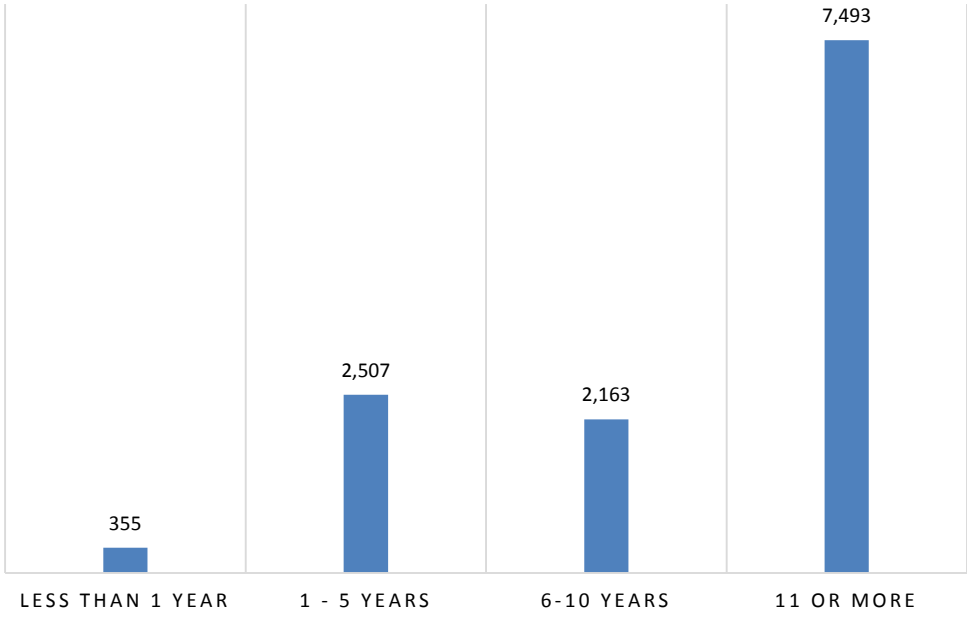
Zip Code	Count	% of total
70808 Count	928	7%
70767 Count	921	7%
70810 Count	845	7%
70817 Count	765	6%
70764 Count	756	6%
70809 Count	726	6%
70769 Count	595	5%
70816 Count	584	5%
70710 Count	535	4%
70726 Count	499	4%
70806 Count	490	4%
70719 Count	476	4%
70737 Count	424	3%
70820 Count	368	3%
70815 Count	301	2%
70791 Count	262	2%
70802 Count	194	2%
70785 Count	151	1%
70706 Count	124	1%
70739 Count	113	1%
70734 Count	99	1%
70788 Count	99	1%
70818 Count	93	1%
70714 Count	88	1%
70740 Count	70	1%
70774 Count	69	1%
70508 Count	67	1%
70754 Count	59	0%
70503 Count	55	0%
70506 Count	52	0%
70814 Count	51	0%
70760 Count	50	0%

Out of State Zip Codes

A cursory inspection revealed ninety (90) out-of-state zip codes entered as “zip code of residence”. Most were in Texas. Out-of-state respondents represent less than 1% of total survey respondents.

Q 17 – How long have you lived there?

Nearly 60 percent of residents in Baton Rouge and surrounding areas have lived in their current place of residence for more than a decade. Figure 17 below demonstrates how long survey participants have lived in their existing zip code.



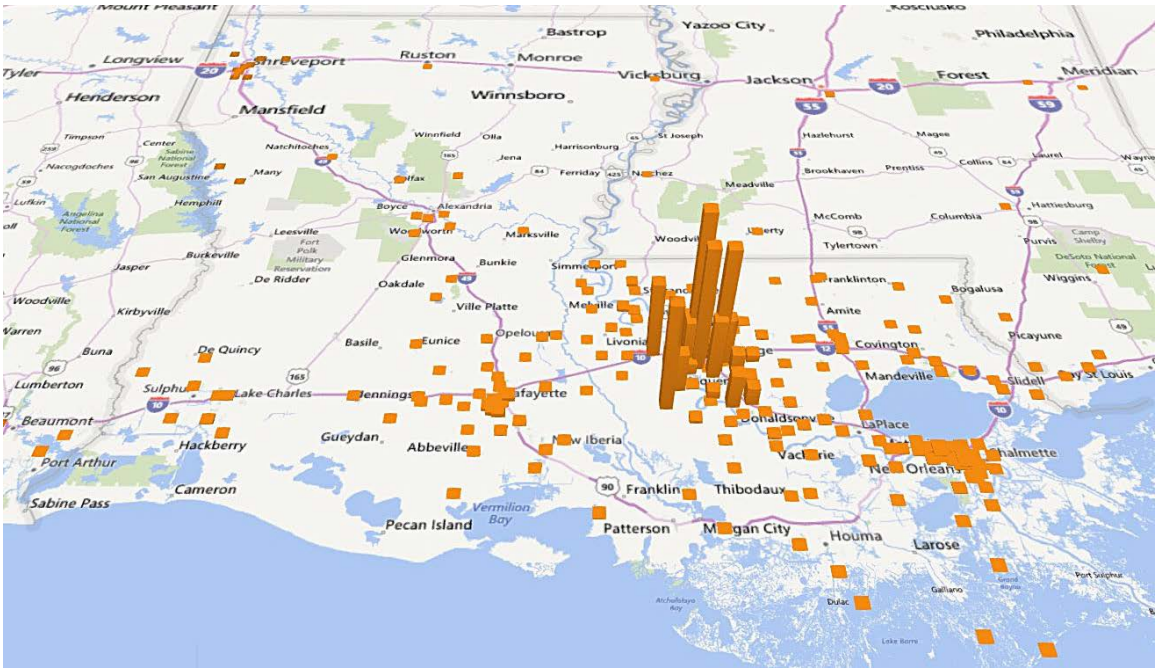
Residency at Zip Code

	less than 1 year	1 - 5 years	6-10 years	11 or more
Count	355	2507	2163	7493
Percent	2.8%	20.0%	17.3%	59.8%
			answered question	***12518***
			skipped question	***1312***

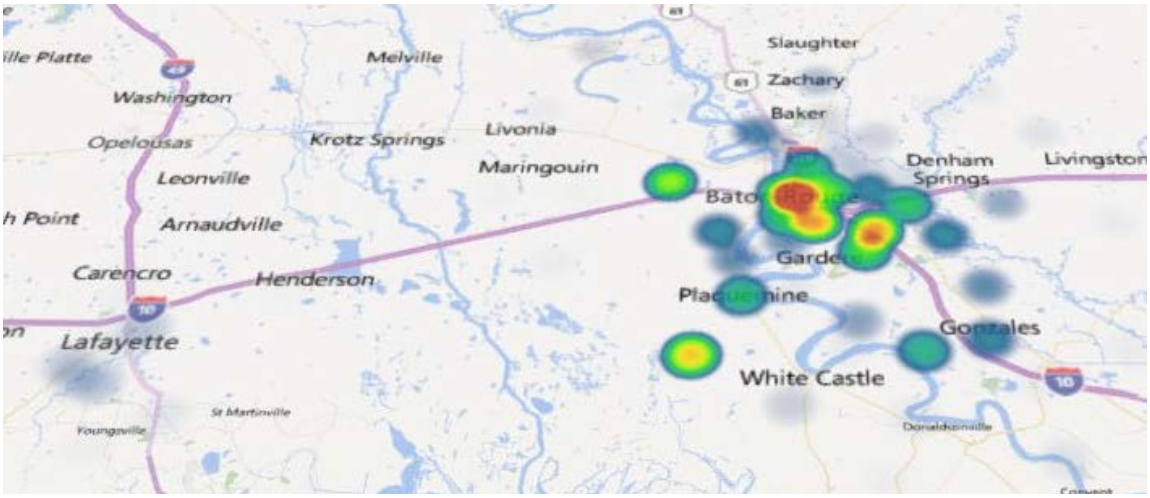
Q 18 – To what zip code do you regularly commute?

(i.e. your place of work or school)

As evidenced by the map below, a majority of respondents work, attend school, or regularly travel to destinations in or around the Baton Rouge metro area. Of 11,509 responses, 11,100 entered valid seven digit zip codes. An additional 164 were able to be corrected either by removing an obvious typo or by looking up the zip code for the city or place name entered. 240 entries were unintelligible, incomplete or so general as to be deemed nonresponsive (many of these simply entered "Baton Rouge" or "all over…" and could logically be assumed to travel the length of the I-10 corridor regularly). An additional 2,321 survey takers skipped the question.



Count Distribution Map of Survey Respondent's Destination Zip Codes



Heat Map of Respondent's Destination Zip Codes

Most Frequently Entered Destination Zip Codes

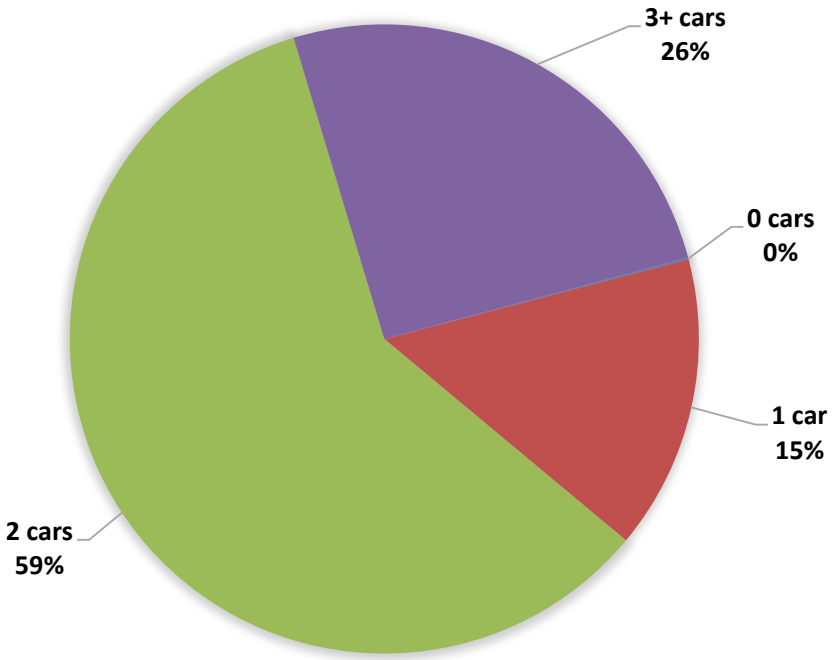
zip codes	count	%
70802 Count	1284	12%
70809 Count	1083	10%
70808 Count	1071	10%
70764 Count	934	8%
70767 Count	658	6%
70806 Count	595	5%
70810 Count	529	5%
70803 Count	408	4%
70816 Count	404	4%
70801 Count	402	4%
70805 Count	360	3%
70765 Count	348	3%
70734 Count	313	3%
70719 Count	179	2%
70817 Count	175	2%
70815 Count	162	1%
70737 Count	149	1%
70804 Count	118	1%
70807 Count	110	1%
70769 Count	101	1%
70710 Count	98	1%
70820 Count	95	1%
70821 Count	92	1%
70776 Count	72	1%
70726 Count	65	1%
70791 Count	49	0%
70508 Count	41	0%
70813 Count	40	0%
70708 Count	34	0%
70503 Count	32	0%
70506 Count	32	0%
70788 Count	30	0%

Out of State Destinations

Of 11,264 zip codes entered, 84 were to out-of-state locations. Most were in Texas or Mississippi.

Q 19 – How many cars are used by your household?

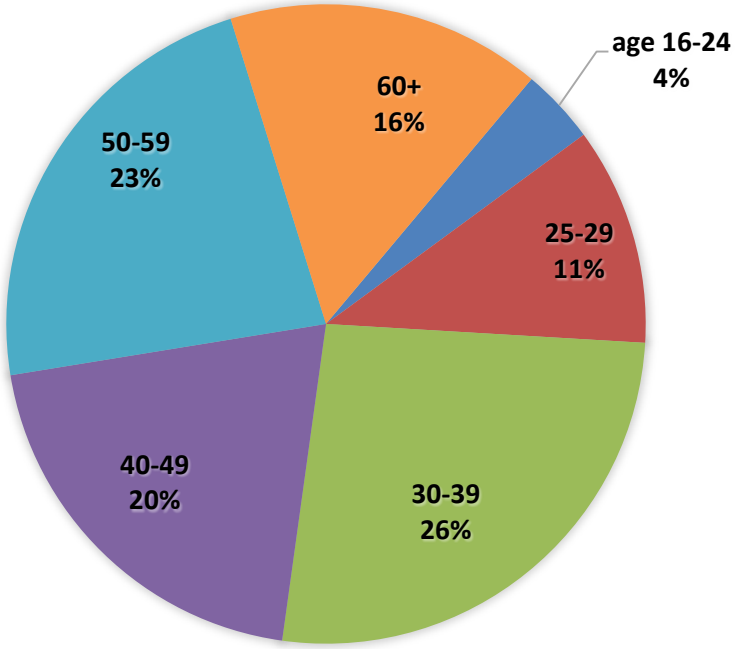
The majority of respondents (59%) use 2 cars in their household. Another 26% of respondents use 3 or more cars in their household, and 15% of respondents use 1 car in their household. Only eleven (out of 12,545 respondents) indicated zero cars in their household.



0 cars	1 car	2 cars	3+ cars
11	1899	7437	3198

Q 20 – What is your age?

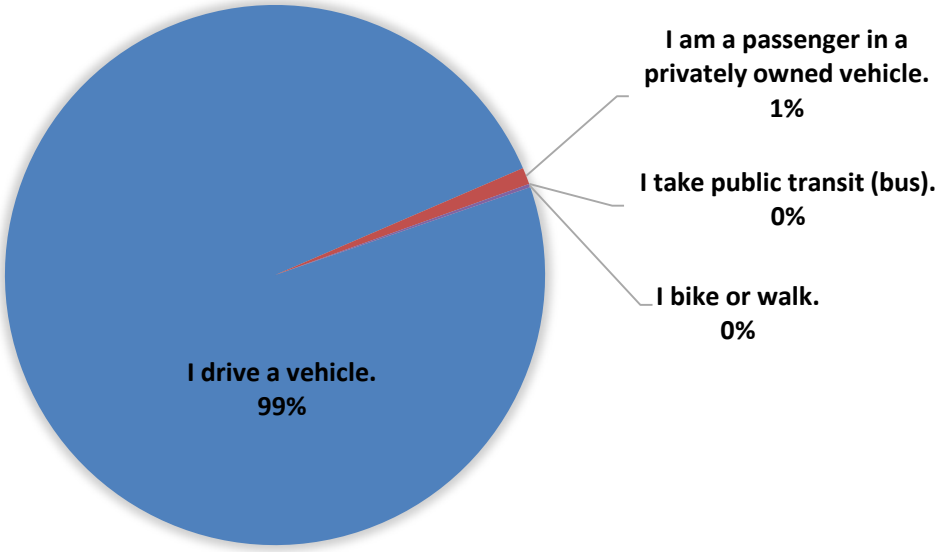
Of the 12,593 people who answered this question, a diverse range of age groups responded. The chart below displays the various age groups of the responses submitted. For the purposes of this study, 3,304 respondents (26.2%) reported that they were between ages 30-39, followed by 2,546 people (20.2%) who completed the survey were between 40-49 years of age.



Answer Options	Response Percent	Response Count
16-24 age group	3.8%	483
25-29	11.0%	1389
30-39	26.2%	3304
40-49	20.2%	2546
50-59	22.7%	2864
60+	15.9%	2007
answered question		**12593**
skipped question		**1237**

Q 21 – Which of the following best describes how you travel most of the time?

Clearly, this online survey was overwhelmingly a poll of drivers as illustrated by the chart and figures below. However, 30 respondents who bike or walk provided their input, as did five transit riders and 127 vehicle passengers (presumably not licensed.)



Answer Options	Response Percent	Response Count
I drive a vehicle.	98.7%	12488
I am a passenger in a privately owned vehicle.	1.0%	127
I take public transit (bus).	0.0%	5
I bike or walk.	0.2%	30
answered question		**12650**
skipped question		**1180**

Evaluation Methods & Limitations

As with most research studies, there were some limitations with the qualitative analysis provided in this study. There is a certain degree of subjectivity involved with the analysis due to the inability to use qualitative analysis software because of the way the survey and open-ended questions were formatted. Although a statistical algorithm was employed using the "CountIf" function in Microsoft Excel, there was still the human element involved with performing a qualitative review of the responses and subjectively identifying the trends using certain key words and phrases that appeared to be used with high frequency.

Study Comparison Report

The I-10 Corridor Improvement Study included two separate scientific surveys which were conducted by the Public Policy Research Lab at Louisiana State University (LSU). A general population telephone survey was conducted from April 15, 2015 to May 6, 2015. This study randomly selected 655 adults from a specified geographic region along the corridor.

The online and paper-based survey employed multiple data collection approaches, providing a more comprehensive range of options for public input during the months of April, May, and June 2015. Input was gathered online using a customized questionnaire that offered rankings and an open-ended question format. The LSU Business Survey randomly selected 325 businesses within a five-mile radius of I-10 from Lake Charles to Slidell. The findings from the scientifically designed LSU General Population Survey and the Business Survey, for the purposes of this section, are compared with the results of the I-10 Corridor Public Survey.

SUMMARY OF KEY FINDINGS

To fully analyze the results of the I-10 Corridor Public Survey versus the LSU General Population and Business Surveys, one must consider the difference in contributing factors. The survey design, questions, and information gathered differed in many ways. For instance:

- Sample size for the three reports are dramatically different.
    - The LSU General Population Survey's sample size was 655 residents, the Business Survey was 325 businesses vs. 13,850 respondents for the I-10 Corridor Public Survey
- Specific questions for the surveys were not exactly the same
- While the LSU surveys used randomization as a method of data collection, the I-10 Corridor Public Survey was created as an opportunity for input from residents who chose to take the survey
- The LSU General Population Survey collected its data via cell phone and telephone, the LSU Business Survey through mail, online and phone collection, while the I-10 Corridor Public Survey was online and paper-based

- The I-10 Corridor Public Survey had more of a focus on specific areas that are the most congested, and specific desires for improvement, while the LSU surveys asked more overarching questions

Although the three surveys had differences, they had similar findings in the following areas:

- **The overarching theme on all surveys is that reducing congestion on I-10 in Baton Rouge is a top priority.**
- All studies conclude that if no changes are made to improve the traffic flow on I-10 in Baton Rouge, there will be a negative impact on the community and that the traffic will only continue get worse.

Appendices

APPENDIX A: SURVEY QUESTIONS AND PERCENTAGES

Q1. How often do you travel on I-10 in Baton Rouge?

Every day	55 %
Weekdays	21 %
Weekends	8 %
Occasionally	15 %
Rarely	1 %

Q2. Do you have concerns with traffic flow along I-10 in the Baton Rouge area?

Yes	99 %
No	1 %
Unsure	-

Q3. How do you get your traffic information? (select up to two most frequently used)

Other	4 %
No information	10%
GPS device	7 %
Smart phone	52%
Internet	22%
Radio	44%
TV	25%

Q4. Presently, how do you perceive I-10 in Baton Rouge?

Answer Options	Good	Fair	Poor
Ease and speed of travel	1%	15%	84%
Safety	6%	41%	52%
Signage	37%	48%	14%
Infrastructure	19%	53%	27%
Alternate routes	1%	11%	87%

Q5. Do you avoid traveling on I-10 in Baton Rouge? If so, when? (select up to two)

Weekday morning rush hour	55%
Weekday evening rush hour	76%
Weekdays mid-day	4%
Week nights (after dark)	2%
Weekends	5%
Always	8%
Never	12%

Q6. Which segments of I-10 do you regularly drive?

Not Regular	5%
Miss. River Bridge	54%
WA St. and I-10/I-110 split	46%
Acadian Thruway	55%
College Drive	61%
I-10/I-12 split	70%
W. Baton Rouge	41%

Q7. Which interchanges do you use frequently?

LA 415 (N. Lobdell)	19%
LA 1/Port Allen	42%
Highland/Nicholson	28%
I-10/I-110 split	50%
Washington Street	9%
Dalrymple Drive	19%
Perkins Road	35%
Acadian Thruway	38%
College Drive	48%
I-10/I-12 split	69%
Not frequent	4%

Q8. In your opinion, which segment of I-10 experiences the most congestion?

W. Baton Rouge	14%
Miss. River Bridge	45%
WA St.& I-10/I-110 split	23%
Acadian Thruway	4%
College Drive	6%
I-10/I-12 split	8%

Q9. In your opinion, which two of the following interchanges are most problematic?

LA 415 (N. Lobdell)	6%
LA 1/Port Allen	41%
Highland/Nicholson	5%
I-10/I-110 split	46%
Washington Street	33%
Dalrymple Drive	2%
Perkins Road	3%
Acadian Thruway	7%
College Drive	20%
I-10/I-12 split	27%

Q10. If no changes are made, how do you anticipate your future I-10 commute experience in Baton Rouge will be?

Answer Options	Better	About the same	Worse
In 5 years?	-	9%	90%
In 10 years?	1%	3%	96%
In 20 years?	1%	3%	96%

Q13. What do you feel are the best ways to keep yourself and members of your social network informed? (Pick up to three)

Television	61%
Social Media	55%
Internet	52%
Radio	48%
Newspaper	21%
Email	20%
Postal Mail	4%
Telephone Info Line	3%
Other	3%
Civic Group	1%
Local Library	0

Q15. Which category best describes your interest in this project?

Resident	32%
Business owner	7%
Commuter	60%
Concerned citizen	33%
Other	5%

Q17. How long have you lived there?

11 or more	60%
1 - 5 years	20%
6-10 years	17%
less than 1 year	3%

Q19. How many cars are used by your household?

1	15%
2	59%
3+	25%

Q20. What is your age?

60+	16%
50-59	23%
40-49	20%
30-39	26%
25-29	11%
16-24	4%

Q21. Which of the following best describes how you travel most of the time?

Drive a vehicle.	99%
Vehicle passenger	1 %
Bus	0
Bike or walk	0

APPENDIX B: THE SURVEY INSTRUMENT

I-10 Corridor Public Survey

I-10 Corridor Improvement Study
(West of Mississippi River Bridge to 10/12 Split)
State Project No. H.004100.1
East and West Baton Rouge Parishes

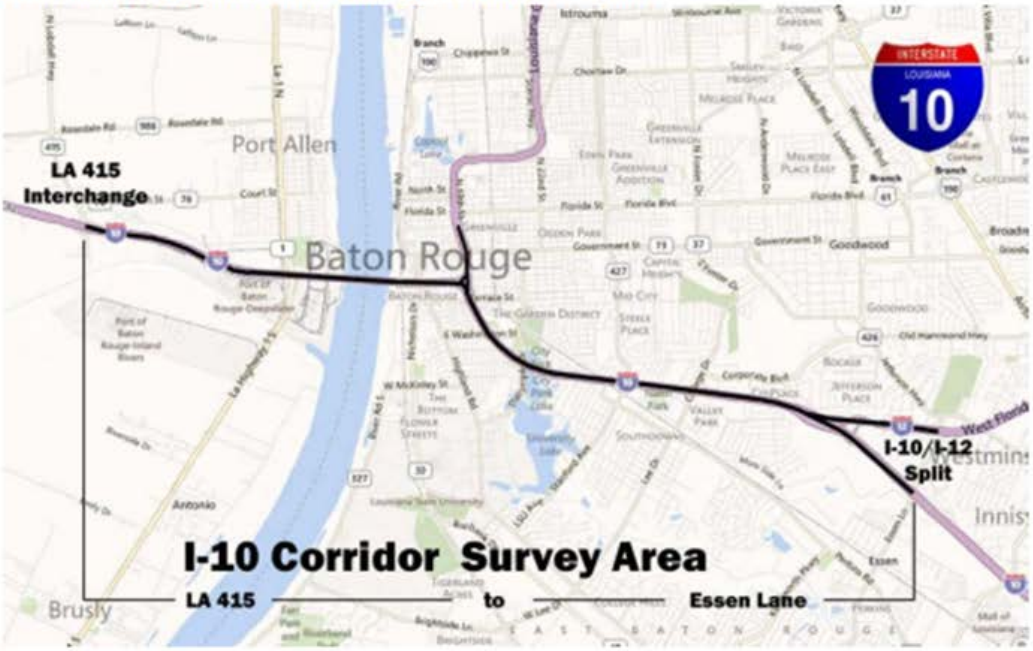
INSTRUCTIONS

This short survey of 21 questions asks about your use and opinions of Interstate 10 (I-10) in Baton Rouge. Please take a moment to complete this survey and leave it in the drop box at this location or you can mail it in to the address provided on the back of the survey. If you choose to submit the survey via mail please make sure to fold it in half, staple closed, and attach postage ($0.48). An online version of the survey is also available through the project's website (www.i10br.com). This survey will be available until May 31, 2015.

For multiple choice questions please select only one answer unless the question states otherwise. Questions marked with an asterisk (*) are mandatory. The results of the survey will be presented at the first round of public meetings, which are anticipated to be held in August, 2015. Also, if you would like to receive emails with information about this project, please visit the project website and register your email address at the "Stay Informed" block.

STUDY AREA

The study area is I-10 from LA 415 (Lobdell Highway) in West Baton Rouge Parish to the Essen Lane Interchanges of I-10 and I-12 (just east of "the split").



PLEASE PROVIDE YOUR INPUT REGARDING I-10 IN BATON ROUGE

Welcome to the I-10 Corridor Improvement Project Public Survey. As traffic issues continue to rise along the I-10 corridor in the Baton Rouge area, the Louisiana Department of Transportation and Development has opted to re-open discussions within the community regarding finding appropriate solutions to those issues. The current Stage 0 study is the first step in determining the feasibility of any improvements to the area of I-10 west of the Mississippi River Bridge to the 10/12 split.

1. How often do you travel on I-10 in Baton Rouge? *

- ❍ Every day
- ❍ Weekdays
- ❍ Weekends
- ❍ Occasionally
- ❍ Rarely

2. Do you have concerns with traffic flow along I-10 in the Baton Rouge area? *

- ❍ Yes
- ❍ No
- ❍ Unsure

3. How do you get your traffic information? *(select up to two most frequently used)* *

- ❍ TV traffic news
- ❍ Radio traffic news
- ❍ Internet-based traffic news
- ❍ My smart phone app (like Google Traffic, etc.)
- ❍ GPS device in my car
- ❍ I rarely seek out traffic information before my travel
- ❍ Other, please specify _____

4. Presently, how do you perceive I-10 in Baton Rouge? *

	Good	Fair	Poor	No Opinion
Ease and speed of travel	❍	❍	❍	❍
Safety	❍	❍	❍	❍
Adequacy of signage	❍	❍	❍	❍
Physical condition of the highway infrastructure	❍	❍	❍	❍
Availability of effective alternate routes	❍	❍	❍	❍

5. Do you avoid traveling on I-10 in Baton Rouge? If so, when? *(select up to two)* *

- ❍ Weekday morning rush hour
- ❍ Weekday evening rush hour
- ❍ Weekdays mid-day
- ❍ Week nights (after dark)
- ❍ Weekends
- ❍ I always avoid using the interstate
- ❍ I never avoid I-10 in Baton Rouge

6. Which segments of I-10 do you regularly drive? *(select all that apply)* *

- ❍ West Baton Rouge Parish side
- ❍ Mississippi River Bridge
- ❍ Washington Street and I-10/I-110 split
- ❍ Acadian Thruway vicinity
- ❍ College Drive vicinity
- ❍ I-10/I-12 split
- ❍ I do not drive these segments regularly

7. Which interchanges do you use frequently? *(select all that apply)* *

- ❍ LA 415 (N. Lobdell Highway)
- ❍ LA 1/Port Allen
- ❍ Highland/Nicholson Roads
- ❍ I-10/I-110 split
- ❍ Washington Street
- ❍ Dalrymple Drive
- ❍ Perkins Road
- ❍ Acadian Thruway
- ❍ College Drive
- ❍ I-10/I-12 split
- ❍ I do not use these interchanges frequently

8. In your opinion, which segment of I-10 experiences the most congestion? *(select one)* *

- ❍ West Baton Rouge Parish side
- ❍ Mississippi River Bridge
- ❍ Washington Street and I-10/I-110 split
- ❍ Acadian Thruway vicinity
- ❍ College Drive vicinity
- ❍ I-10/I-12 split

9. In your opinion, which two of the following interchanges are most problematic? *(select up to two)* *

- ❍ LA 415 (N. Lobdell Hwy.)
- ❍ LA 1/Port Allen
- ❍ Highland/Nicholson Roads
- ❍ I-10/I-110 split
- ❍ Washington Street
- ❍ Dalrymple Drive
- ❍ Perkins Road
- ❍ Acadian Thruway
- ❍ College Drive
- ❍ I-10/I-12 split

THE FUTURE OF I-10 IN BATON ROUGE

10. If no changes are made, how do you anticipate your future I-10 travel experience in Baton Rouge will be? *

	Better	About the same	Worse
In 5 years?	❍	❍	❍
In 10 years?	❍	❍	❍
In 20 years?	❍	❍	❍

11. Please explain why you feel this way.

12. Briefly, what do you feel is the best solution for improving travel on I-10?

13. What do you feel are the best ways to keep yourself and members of your social network informed? (select up to two) *

- ❍ Television
- ❍ Radio
- ❍ Newspaper
- ❍ Telephone Info Line
- ❍ Internet
- ❍ Social Media
- ❍ Email
- ❍ Postal Mail
- ❍ Local Library
- ❍ Church or Neighborhood Association

Other, please specify _____

14. If traffic flow of I-10 in Baton Rouge was improved, how do you feel it would impact adjacent communities (ex. quality of life, local business volume, regional business volume, health, noise level, accessibility, etc.)?

_____

_____

_____

_____

_____

TELL US ABOUT YOURSELF

These demographic questions are optional. The project team is striving for a broad representation of respondents.

15. Which category best describes your interest in this project? *(select up to four)* *

- ❍ Resident along I-10 in the study area
- ❍ Business or institution (owner/manager) along I-10 in the study area
- ❍ Commuter utilizing I-10
- ❍ Concerned citizen
- ❍ Other, please specify

16. In what zip code do you live?

Zip Code _____.

17. How long have you lived there?

- ❍ Less than 1 year
- ❍ 1 to 5 years
- ❍ 6 to 10 years
- ❍ 11 years or more

18. To what zip code do you regularly commute (i.e. your place of work or school)?

Zip Code _____.

19. How many cars are used by your household?

0	1	2	3+
❍	❍	❍	❍

20. What is your age?

- ❍ 16-24
- ❍ 25-29
- ❍ 30-39
- ❍ 40-49
- ❍ 50-59
- ❍ 60+

21. Which of the following best describes how you travel most of the time?

- ❍ I drive a vehicle.
- ❍ I am a passenger in a privately owned vehicle.
- ❍ I take public transit (bus).
- ❍ I bike or walk.

Thank you for providing us with your input!

Please leave the completed survey in the collection box at this location or you can fold it in half, staple it closed and mail it to the address provided. Postage is not provided and will be $0.48.

Your feedback is vital as the project team investigates ways to improve travel on I-10 in Baton Rouge. We encourage you to visit the project website for updates and future public input opportunities. Please tell members of your community about this survey. They can access it on the project website or at one of the hard copy locations listed below.

Public Libraries
(EBR, WBR, Ascension & Livingston parishes)

www.i10br.com

I-10 Corridor Public Survey

State Project No. H.004100.1
Legacy Project No. 700-17-0209

place postage here

I-10 Corridor Improvement Study
c/o Providence
1201 Main Street
Baton Rouge, LA 70802

(Fold along dotted line and staple closed to mail in survey)

APPENDIX C: SAMPLE EMAIL MARKETING CAMPAIGN

I-10 Corridor Improvement Study

DOTD Requests Public Input

The Louisiana Department of Transportation & Development (DOTD) and the Providence Engineering Team will conduct two sets of surveys in coming weeks as part of an I-10 Corridor Improvement Study. The I-10 Corridor Improvement Study is designed to begin to address traffic issues along I-10 through the core of Baton Rouge, a prominent topic of interest in the area for well over a decade. The goal of the study is to develop solutions based on input from the broader community and other stakeholders in response to clearly defined traffic problems.

This study is the first step in determining the feasibility of any improvements to the area of I-10 between West Baton Rouge (LA 415 interchange) to the I-10/I-12 split (to Essen Lane interchange on both I-10 and I-12). DOTD will work with community residents, businesses, commuters, industries, and legislators to gather ideas for improving the corridor through an open dialogue for community input.

In the coming months, a series of public meetings will follow the surveys to collect ideas on the topic of corridor improvements along this section of I-10. Two versions of the survey will be offered:

- Open survey, accessed via web or libraries. The web-based survey will be available online at www.i10br.com through the end of May 2015. This survey is open to the public and all interested parties are invited and encouraged to participate. Hard copies of the web-based survey will be provided at nearby locations including libraries throughout East Baton Rouge, West Baton Rouge, Ascension, and Livingston Parishes and can be mailed to the project team.
- Telephone and mail survey via random polling of Baton Rouge residents.

The surveys will solicit input that is helpful to the planning team. Should participants have questions regarding the survey or require technical assistance when completing, they can call 225-389-6518.

APPENDIX D: BILLBOARDS

I-10 Corridor Improvement Study

c/o Providence Engineering
1201 Main Street
Baton Rouge, LA 70802