



# Strategy to improve demand of the Schriever Station

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# Overview of How to approach current/future demand

- ▶ Ridership demands assessment and forecasting strategies
  - ▶ Current demands
  - ▶ Future demands
- ▶ Current Demand - Assessment
  - ▶ Demographic Passenger Data
    - ▶ Who travels? Age?
    - ▶ Where are you traveling?
    - ▶ Why are you traveling? Purpose
      - ▶ Length of Stay, Gender, Origin, etc?



# Ridership demand Assessment assessment and forecasting Strategies

## Future Demand Strategies

- Use data from the Coastal Resilience Plan.
- Attracting displaced residents within the region.
- Study the availability of land for new developments.
- Study the effects of increase the population in Schriever, New Orleans, Thibodaux.

## Current Demand Strategies

- Collect data from users to dignify the needed services.
- Study the users needs and the existed conditions of the needed services.
- Improve the station and the around area to offer higher quality of users services.
- Cooperate with the local businesses in order to ensure well-operated and maintained station.

# Methods of Collecting Data

- ▶ Use existing Amtrak data
  - ▶ Age? Point of origin?
- ▶ Work with Amtrak to expand additional data - ticket survey
  - ▶ Why? What type of traveler?
  - ▶ Collect Student Data
- ▶ Passenger Feedback (survey for service feedback)
  - ▶ Additional online survey
  - ▶ Suggestions?

# Strategies to Implement to improve Experience based on Traveler Data

- ▶ Business Travelers
  - ▶ Wifi, better work stations, etc.
- ▶ Younger traveler
  - ▶ Wifi, Tourist group discounts, etc.
- ▶ Older traveler
  - ▶ Historical Attraction, Tourist group discounts, etc.
- ▶ All travelers
  - ▶ Minor Station improvements, cafe, plantation, connecting bus service, etc

The screenshot displays a train booking interface with the following elements:

- Navigation:** Buy Tickets | Modify/Cancel Trip | Check Train Status | Other Travel Options
- Payment:** Dollars (selected) | Points
- Trip Type:** One-Way (selected) | Round-Trip | Multi-City
- Special Notes:** Children 13-15 traveling alone
- Origin:** New Orleans, LA (NOL)
- Destination:** Los Angeles - Union Station, CA (LAX)
- Depart Date:** 04/10/2017
- Depart Time:** Anytime
- Passenger Count:** 1 Adult (13-61) | 0 Seniors (62+) | 0 Children (2-12) | 0 Infants (<2)
- Search:** FIND TRAINS
- Passenger 1 (Adult) Selection Menu:**
  - Select
  - ✓ Adult
  - Senior
  - Passenger with Disability (PWD)
  - Companion (Book with PWD)
  - AAA Adult
  - NARP
  - Military Adult (Active)
  - Veterans Advantage
  - Student

# Future demands

- ▶ Due to Coastal Land Loss there will be an influx of displaced residents
- ▶ Use data from the Coastal Resilience Plan [who, what, where?]

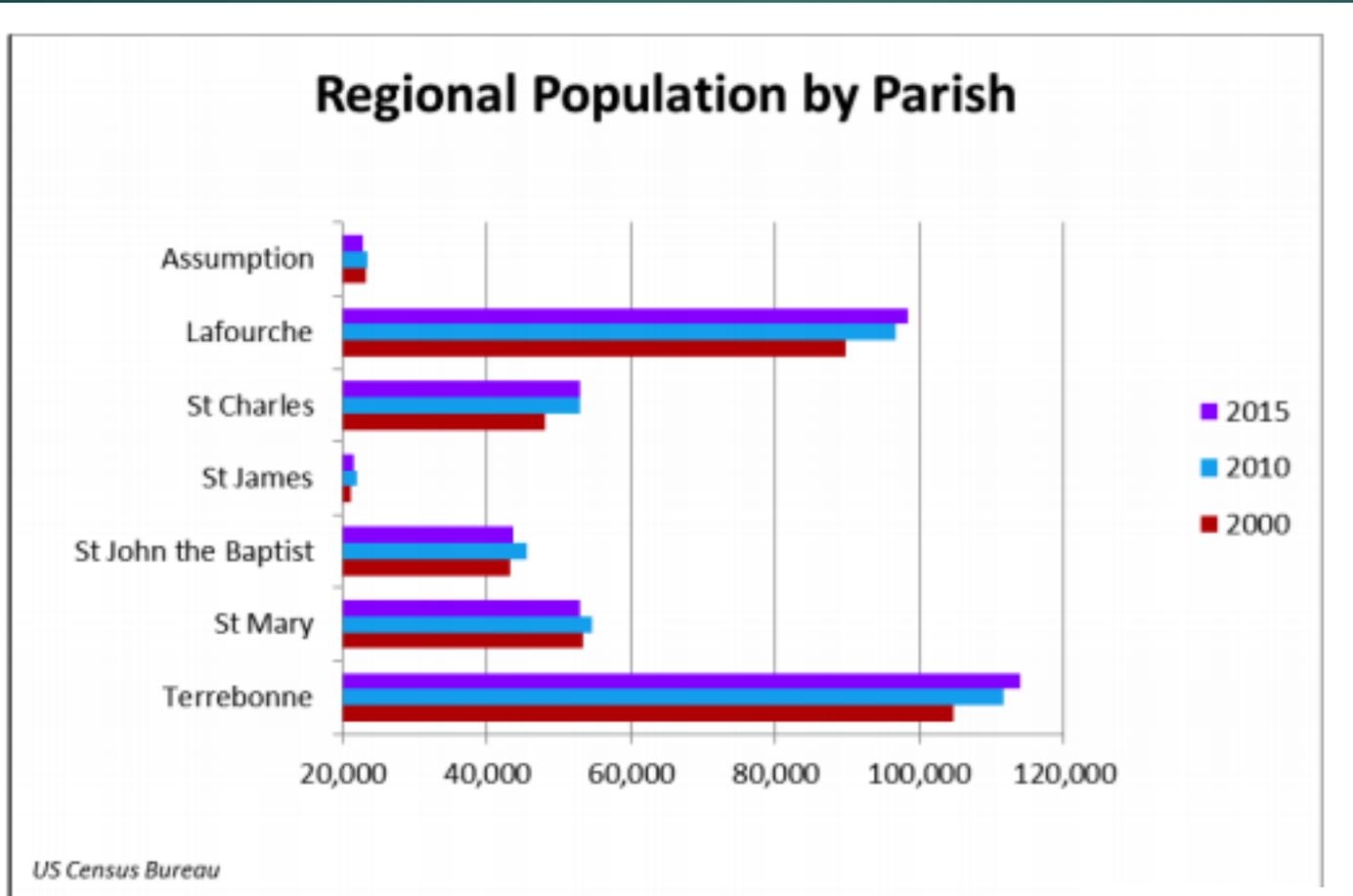


Figure 2 - Regional Population by Parish

# Attracting displaced residents within the region

- ▶ Secondary Education [Nicholls, Fletcher]
- ▶ Available land for development
  - ▶ Housing, school, businesses
- ▶ Schriever is already a part of the protection plan

# Effects of increase in Population in Schriever, New Orleans, Thibodaux

- ▶ Demand for travel for work, towards New Orleans
  - ▶ Improve service, Commuter Train/Pass, etc.
  - ▶ Bringing in more business

# Funding and Implementation

- ▶ Working with local business and future business to fund improvements on the station
- ▶ Amtrak will be fund the improvements within the service amenities

# Summary

- ▶ We abandoned the idea that an increase in service frequency would increase the demand. Instead we focused on the idea that improving the experience and increasing future population demand can increase ridership demand throughout the region.