

## FEASIBILITY STUDY

### Shreveport-Bossier Bike Sharing and Water Taxi Services

Prepared for:

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## EXECUTIVE SUMMARY

The Shreveport-Bossier Convention & Tourist Bureau wants to explore the feasibility of a bike sharing program and water taxi in the area. To examine the issues, over 600 people took a survey to measure their interest. The results indicate that a bike sharing program (with a station in Shreveport on Clyde Fant and a location in Bossier City at the Louisiana Boardwalk Outlets) should be implemented with a suggested price of \$5 for a day pass. The results also indicate that a water taxi should be implemented with service to and from Clyde Fant and the Boardwalk (allowing bicycles on the water taxi) with a suggested price of \$5 for a day pass.

## METHODOLOGY

A survey was created by this consultant and administered by this consultant and students at Centenary College. In May, a marketing class led by Dr. Elaine Labach surveyed friends and family to gauge their interest in a bike sharing program (See the entire survey in the Appendix). In June, a similar survey was created and distributed via the Shreveport-Bossier Convention & Tourist Bureau's social media pages. In this survey, some of the bike sharing questions were tweaked and questions about a possible water taxi were added (See the entire survey in the Appendix). All data were entered into a spreadsheet for analysis.

## SURVEY RESULTS

- A total of 639 respondents completed the survey (212 from the Centenary survey, 407 from the Bureau survey)
- 59% were female
- 79% were Caucasian (13% African American)
- 40% were between the ages of 25-44 (24% 18-24, 30% 45-64, 6% 65+)
- 84% reside in Shreveport or Bossier city
- 97% have access to a smart phone with mobile apps

### **Bike Sharing Results**

**75%** of the respondents indicated that they **would use a bike sharing program** to some extent with **"A few times a month"** being the most popular response.

**Price** was the #1 factor when considering a bike sharing program.

**Sightseeing** in downtown and **transportation between restaurants and attractions** were the top two things that people would use bike sharing for.

The **top locations** where people would like to see bike sharing stations were:

- Shreveport – Texas Street restaurants and attractions
- Shreveport – Clyde Fant Parkway
- Bossier City – Louisiana Boardwalk Outlets
- Bossier City – East Bank District & Plaza

**48% would definitely** (a 9 or 10 on a ten-point scale) **pay \$5** for a bike sharing day pass, which was the most popular payment option (versus a monthly or annual pass).

**Safety** and **street conditions** were the top concerns for those who would not use the bike sharing.

**63%** own or have access to a bike.

**35%** have used a bike sharing program in another city.

There were **no significant differences** in opinions between Shreveport-Bossier residents and non-residents.

The only difference between age groups was the use of bike sharing in another city; **27% of those 18-24 years old** have used a bike sharing program in another city compared to **43% of those 25-44 years old**.

### **Water Taxi Results**

**53% would definitely** (a 9 or 10 on a ten-point scale) **be interested in a water taxi** that went to and from Clyde Fant in Downtown Shreveport across the Red River to the Louisiana Boardwalk Outlets in Bossier City.

On average, people are **willing to pay \$5.37** to ride the water taxi.

The majority would use the water taxi on **weekends** during the day (83%) and at night (75%).

**72%** have taken a water taxi or ferry when traveling.

There were **no significant differences** in opinions between Shreveport-Bossier residents and non-residents.

There were **no significant differences** in opinions between age groups.

### **CONCLUSION**

Overall, survey respondents expressed a strong interest in bike sharing and a water taxi. Therefore, this consultant recommends that two bike sharing stations be installed. One would be in Shreveport on Clyde Fant and the other would be located in Bossier City at the Louisiana Boardwalk Outlets. A water taxi could also be located at Clyde Fant and go back and forth to the Boardwalk. Recommended pricing is \$5 for a day pass for a bike and \$5 for a day pass for the water taxi. The water taxi should allow bicycles so that cyclists can utilize the water taxi to go back and forth from Clyde Fant and the Boardwalk. Depending on its success, other bike sharing stations could be added in the future.

### **ABOUT THE CONSULTANT**

Scott Wysong, Ph.D. is President of Wysong Brand Solutions, LLC and an Associate Professor of Marketing at the University of Dallas. Dr. Wysong holds an MBA and a Ph.D. in Marketing from the University of Texas at Arlington and a BA in Economics from Vanderbilt University. He has published a number of research articles in academic outlets and conducted survey research for numerous firms including economic impact studies for the Walk-On's Independence Bowl, Taylor Swift '1989' Concert at CenturyLink Center, Garth Brooks Concerts at CenturyLink Center, Christmas on Caddo Fireworks Festival, Red River Revel Arts Festival, National Hot Rod Association (NHRA) Region 4 Qualifying, Texas Bass Champs Team Tournament Sponsored by Yamaha, Battle on the Border High School Football Showcase, Cirque du

Soleil's 'Toruk,' Louisiana High School Athletic Association (LHSAA) State Wrestling Tournament, Shreveport Mardi Gras Parades and the Red River State Fair Classic. He resides in Shreveport, Louisiana.

## APPENDIX