

LA SWIFT ACTION ALERT

SAVING THE BATON ROUGE TO NEW ORLEANS INTER-CITY BUS SERVICE

THE SITUATION

The State Department of Transportation and Development will end LA Swift bus service at the end of June. The LA Swift provides inter-city bus service between New Orleans and Baton Rouge. What started in 2006 as a post-Katrina recovery transportation service to help displaced residents rebuild their homes and lives has transformed into an essential transit connection carrying more than 12,000 riders monthly.

In April 2013, Ride New Orleans, AARP Louisiana and the Center for Planning Excellence surveyed more than 300 LA Swift riders to reveal what the human and economic impacts of the loss of this service would mean for our region. Here's what we learned.

WHY PEOPLE RIDE

- 51% ride to get to and from their jobs
- 44% ride to visit family and friends
- 14% ride to access health care

WILLING TO PAY MORE

- 53% are willing to pay more than \$5 to ride the LA Swift

REGULAR AND DEPENDENT RIDERSHIP

- 32% do not have access to a car
- 70% ride daily or weekly

RIDER CHARACTERISTICS

- 74% come from households with less than \$40,000 in income
- 81% identified as African-Americans

TAKE ACTION!

It would only take between \$500,000 and \$750,000 to continue LA Swift service. Unfortunately, our State officials are unwilling to dedicate funds to this critical service so it is now up to us to press our local and regional leaders for support. Here's how you can help.

1. Call & email your local elected officials

Call and email your City Council, Parish President and Mayor's office to let them know how important continued LA Swift service is to you. Be sure to also reach out to regional public officials at the New Orleans and Capital Area Regional Planning Commissions.

2. Sign the petition

LA Swift rider Melisa York started an online petition. Take a moment to [sign the petition](#) and recruit other riders, friends and family to sign on with their support for this critical service.

Ride New Orleans is an **independent** non-profit organization. We advocate for safe, convenient and affordable transportation for all New Orleanians. Learn more - 504.345.8360 / www.rideneworleans.org

