

2024 ANNUAL REPORT





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Message from the Chairman



To Our Riders, Partners, and Community,

After six years of serving on the RTA Board of Commissioners, I was honored to be elected Chair in 2024. As I step into this role, I do so at a time of significant change for the Board. I understand the importance of strong leadership, building consensus, and staying focused on our mission to provide reliable, accessible, and well-connected public transit for New Orleans.

As a daily rider of the RTA system, I experience firsthand how essential public transit is to our community. Whether commuting to work by bus, enjoying a streetcar ride through our historic corridors, or taking the ferry across the river, I rely on the same services that thousands depend on each day. This perspective shapes my leadership and fuels my passion for ensuring that RTA delivers the high-quality transit experience our riders deserve.

For RTA and the Board of Commissioners, 2024 was a year of transformation. In addition to welcoming new members, the Board remained committed to being stewards of public transit funding. Fiscal responsibility guided our

decisions, leading to key investments such as the modernization of the Algiers Ferry Terminal—an improvement that will enhance amenities and accessibility for ferry riders. We also advanced plans for the Downtown Transit Center, a project that will reimagine how riders connect across our city, creating a more efficient and centralized transportation hub.

Sustainability remains a top priority for the Board. We are laying the foundation for a greener future by investing in hybrid and zero-emission vehicles, reducing RTA's carbon footprint, and improving air quality for all New Orleanians. Additionally, we remain committed to workforce development, supporting training and career growth opportunities for our frontline employees—the dedicated individuals who keep our city moving every day.

As we look ahead to 2025, the Board remains committed to providing strategic leadership, financial oversight, and a vision for the future of public transit in New Orleans. Change brings challenges, but it also creates opportunities for innovation, progress, and better service for our riders. With the dedication of the hardworking team at RTA, I am confident we will continue building a transit system that is safe, efficient, equitable, and responsive to the needs of our community.

On behalf of the RTA Board of Commissioners, thank you for your continued trust and support. We encourage you to stay engaged, share your feedback, and join us in shaping a world-class transit system that benefits all New Orleanians.

Sincerely,

Fred A. Neal Jr.
Chairman, RTA Board of Commissioners

Board of Commissioners



Fred Neal, Jr.
Chairman



Arthur Walton
Vice-Chairman



Louis Colin, Sr.
Commissioner



Flozell Daniels, Jr.
Commissioner



Mitchell Guidry
Commissioner



* Mariah Moore
Commissioner



Timolynn Sams
Commissioner

The New Orleans Regional Transit Authority (RTA) strengthened its Board of Commissioners in 2024 with several key appointments.

Former Board Chair, Commissioner Flozell Daniels, rejoined the Board in April 2024. Daniels previously served for 11 years, including his most recent term as Chair, and now contributes his expertise as a member of the Finance Committee.

In November 2024, the Board welcomed two new commissioners: Commissioner Louis Colin, Sr., a Lower Ninth Ward native, retired as a Police Major after 26 years with the New Orleans Police Department and went on to become a McDonald's franchisee. He holds leadership roles with the Volunteers of America, the New Orleans Regional Black Chamber of Commerce, and the Silverbacks Society.

Commissioner Mitchell Guidry, Jr. brings decades of transit experience. Beginning his career in 1976 with New Orleans Public Service, Inc. (NOPSI), Guidry advanced through roles in accounting, budgeting, and scheduling. After retiring in 2018, he returned in 2022 to support RTA projects with a focus on community engagement and operational improvements.

Welcome Commissioner Daniels, Commissioner Colin, and Commissioner Guidry!

*In the first quarter of 2025, the Board became fully seated with the appointment of Commissioner Mariah Moore by Mayor LaToya Cantrell. Moore, who was sworn in during the February, 2025 board meeting, is the Executive Director of House of Tulip, a nonprofit that provides housing and support to transgender and gender-nonconforming individuals.

Message from the CEO



Reflecting on the past year, I am honored to share the progress and achievements that have shaped the New Orleans Regional Transit Authority (RTA) in 2024. Your trust and commitment to public transit fuel our mission to create a more reliable, accessible, and sustainable transportation network for our city.

This past year, we have made transformative strides in enhancing our services. We strengthened partnerships with those who provide services to the community by creating the Transit Access and Equity Committee and improving our fleet with modern, more efficient vehicles. By improving these critical services, we reaffirmed our commitment to ensuring mobility for all riders, especially those who depend on it the most.

Our dedication to innovation was reflected in the arrival of 29 new buses, including hybrid models that are helping to create a more environmentally friendly transit system. The introduction of these vehicles has improved service reliability, furthering our efforts towards a modernized fleet and bringing us one step closer to providing World-Class service.

Accessibility remained at the forefront of our priorities, as we secured \$5.5 million in federal funding to make historic streetcar stops fully accessible. Through strong partnerships and federal support, we also received \$700 thousand in federal funding to advance the Equitable Transit-Oriented Communities (ETOC) planning initiative, ensuring transit access is integrated into future housing and economic development projects.

Equity in transit was also reinforced through community initiatives such as “Roll to the Polls,” which provided free rides during early voting and on Election Day. By removing barriers to transportation, we helped empower civic participation and upheld our commitment to serving the people of New Orleans beyond just transit. In 2024 we launched a ridership campaign engaging the public to inform, educate, and position public transit and the RTA as a driving cultural and economic force in our city through the “How New Orleans Rolls” campaign.

Looking ahead to 2025, we are excited to begin focusing on the much-anticipated Algiers Ferry Terminal renovation and Algiers Barge Replacement projects. We will also begin the design phase of the new Downtown Transit Center and Transit Hubs. These projects will demonstrate our continued investment in amenities for the rider and our commitment to improving their overall transit experience. Riders can expect the agency to make progress on the long-discussed Bus Rapid Transit corridor that will improve daily commutes and elevate the overall transit experience.

Our progress wouldn't be possible without the dedication of our employees, the support of community partners, and—most importantly—the feedback and engagement of our riders. You help shape our growth, and we encourage you to stay connected by attending public meetings, following us on social media, visiting norta.com, or using the Le Pass app to stay informed.

As we step into 2025, let us continue working together to build a more connected, equitable, and sustainable transit system that reflects the vibrant spirit of New Orleans.

Thank you for being a part of this journey.

Sincerely,

Lona Edwards Hankins
CEO, New Orleans Regional Transit Authority



Employees of the Year

Congratulations to our Employees of the Year! First up, Myron Hughes, Bus Operator (Operations) . Myron, Operations Employee of the Year, consistently goes above and beyond to ensure that our riders experience safe, reliable, and high-quality service. Next is Emile Fisher, Switch Repair Technician (Maintenance). Emile, Maintenance Employee of the Year, is an exemplary employee in a team of the unsung heroes who keep our system moving, ensuring our vehicles are in top condition. And finally, there is Tyren Snyder, Senior Systems Analyst (Administration). Tyren Snyder, Administrative Employee of the Year, is a standout team member known for his responsiveness, innovative problem-solving, and commitment to exceptional customer service, all while fostering a positive, respectful, and collaborative work environment.

We appreciate these honorees as well as the employees of the month and quarter throughout 2024 for rising to the challenge of fulfilling our mission.



Myron Hughes
Bus Operator



Emile Fisher
Switch Repair Technician



Tyren Snyder Sr.
Senior Systems Analyst

By the Numbers

\$5.5 M FTA grant to add ADA accessible stops on the 12-St. Charles Streetcar line



14.3 M
Total annual rider trips in 2024

\$3 M Funding secured by the New Orleans City Council for Algiers ferry operations in city's 2024 budget

\$4.3 M
Awarded to DBE Firms



31% DBE Goal Federal and Non-Federal Contracts

\$950 K FTA grant to support planning for New Orleans' first Bus Rapid Transit (BRT) corridor



1,492 Improved bus stop signs (with many more to come in 2025)

4 K Items collected for Stuff Dat Holiday Bus Event



1.8 M AD IMPRESSIONS
reached nearly **42,000 people**, with an average frequency of **43 exposures per person**

Search ad campaign achieved **32.6% click-through rate**

9X INDUSTRY AVERAGE
(avg CTR for search ads is approximately 3.17%)
with strong performance in both local and tourist market

29 NEW BUSES
15 HYBRID | **14** DIESEL

13 RTA Lift
New paratransit vehicles entering service, with 12 more expected in 2025



12 New non-revenue and supervisor vehicles to improve work in the field



7 DAYS OF FREE RIDES provided through transit-equity efforts such as early voting Saturdays, election days, & birthdays celebrating Rosa Parks and Claudette Colvin



48.5% of pre-paid fares compared to in-vehicle paid fares. With the steady, year-over-year increase of 7%, the pre-paid fares will be higher than In-vehicle in 2025

\$2.5 M Funding secured from the City of New Orleans through the American Rescue Act to fund the Opportunity Pass pilot program to provide free transit for youth aged 16-24



3,000+ Riders aged 16-24 signed up for the Opportunity Pass pilot program in partnership with the City of New Orleans and RIDE New Orleans

Five Key Priorities

- 1 World Class Rider Experience
- 2 Innovation
- 3 Regional Connections
- 4 Equity
- 5 Workforce Development

New Orleans RTA Receives an AA-Positive Long-Term Rating by S&P Global Inc.

The RTA was awarded an AA-positive long-term rating by S&P Global Inc. This upgrade from A+ stable to AA-positive primarily reflected outstanding sales tax revenue bonds.

S&P Global expressed confidence that rebounded pledged revenues would remain steady, reinforcing robust coverage

and liquidity. The rating also mirrored RTA's strong economic fundamentals, supported by a thriving and diverse economy that serves as a dynamic engine for the state.

With historically low volatility in nationwide sales taxes, the agency maintained overall strong creditworthiness based on sales tax revenue bonds.

Advancing Paratransit Services for Enhanced Accessibility



Strengthening Leadership with New Appointments

The New Orleans Regional Transit Authority (RTA) enhanced its executive team by welcoming two distinguished professionals:

Tracy L. Tyler, a native New Orleanian with 18 years of public sector legal expertise, joined as Chief Legal Officer. Previously, as Chief Deputy City Attorney for New Orleans, she led a team ensuring legal compliance for all mayoral contracts.

Kelder Summers, who brings over 25 years of experience in communications, public relations, and community engagement, was appointed as Chief External Affairs Officer. Prior to joining RTA, she served as Press Secretary for the Sewerage and Water Board of New Orleans, where she led comprehensive public relations and marketing initiatives.

Welcome Tracy and Kelder!



Expanding accessibility and efficiency for riders with disabilities remained a top priority, leading the New Orleans Regional Transit Authority (RTA) to take significant steps to improve paratransit services.

The agency's continued refining of paratransit processes and services included the development of a Request for Proposal (RFP) to select a third-party contractor for managing ADA Eligibility Certification Evaluation Services. This RFP, which is expected to be released in 2025, aims to streamline the eligibility process, thereby ensuring convenience and accessible services for our differently abled riders. In addition, RTA approved a Cooperative Endeavor Agreement (CEA) with Jefferson Parish Transit (JT Transit) regarding how the two paratransit systems would operate within each of our respective agencies.

To further enhance the paratransit experience, RTA committed to upgrading its fleet with 13 new Ford paratransit vehicles that were put into active service in December 2024 and an additional 12 new Chevrolet Cutaway paratransit buses anticipated by the second quarter of 2025. These modern vehicles were designed to provide reliable and comfortable transportation for paratransit users.

Additionally, RTA introduced a convenient prepaid Paratransit Ticket Book, offering 10 rides for \$20. Riders can now purchase these ticket books online for home delivery or pick them up in person at the RTA Customer Service desk, at Canal Street Headquarters.

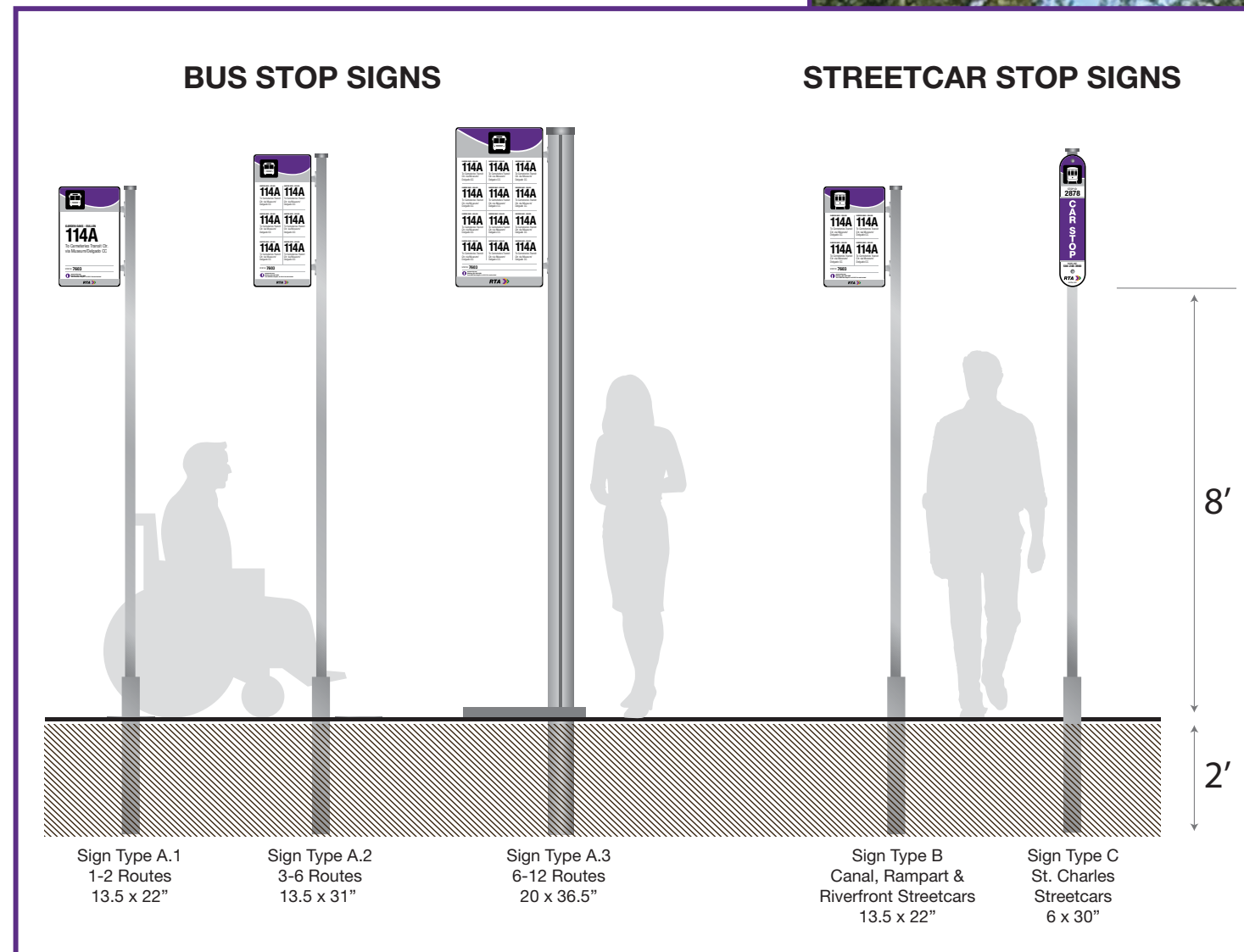
Enhancing Bus Stops and Signage for a Better Rider Experience

Significant steps were taken to improve our rider's experience through enhanced bus stops and updated signage which featured new typography, layout, and refreshed branding. This initiative also included a comprehensive look at bus stop signage practices, protocols and industry standards to pave the way for the blueprint of bus stops for the future.

Bringing this vision to life required a collaborative effort. A dedicated team of staff from marketing and design to maintenance and roadway crews worked diligently to improve bus stop signage, successfully completing the first phase of this massive project ahead of schedule. This phase included installing vinyl on approximately 1,400 existing permanent signs. Looking ahead, the next steps will focus on replacing missing poles, with additional new stop signs planned for installation in 2025.

RTA supported the Committee for a Better New Orleans (CBNO) in submitting a successful application for the Greater New Orleans Foundation's (GNOF) Next 100 Years Challenge. The funding received supported the development of an improved bus shelter design. The new design reflected the needs of RTA riders and mitigated the climate hazards present in New Orleans. By developing a shelter design that considered how to protect riders from climate issues such as extreme heat and heavy rains, the RTA ensured better transit access and safer waiting conditions for all riders.

Expanding on these efforts, RTA collaborated with CBNO, RIDE New Orleans, NOLA Grown, and Unchained Realities for "Block by Block," a free Bus Stop Design Contest in Minecraft, at Harriet Tubman Charter School in Algiers. This event allowed the agency to tap into the creativity of young riders to generate fresh ideas for a world-class transit experience.



RTA continues to prioritize innovation, accessibility, and community engagement to enhance the public transit experience. By improving bus stop signage, developing climate-resilient shelters, and involving the next generation in transit design, RTA is building a more efficient, inclusive, and forward-thinking system that meets the evolving needs of our community.



Bringing Transit Leaders to New Orleans



The city played host to two major transit conferences, welcoming industry professionals from across the nation.

The American Public Transportation Association (APTA) held its Marketing and Communications Customer Experience Workshop in New Orleans, an intensive and interactive event focused on all aspects of public transportation marketing, communications, customer engagement, and ridership strategies.

CEO Lona Edwards Hankins welcomed attendees by discussing RTA's Public Arts partnerships, including the beloved Art Buses featuring "Tribute to Freedom Riders" and a bus wrap inspired by young, local artist Dontay Allen, created by Brandan "BMIKE" Odums. Other artists such as Ceaux Young, Taylor Ashby, Cierra Johnson,

and Cam'ron Irving also contributed to these impactful projects. She also highlighted the "Pause, Breathe" mindfulness campaign featuring local poet and healer Sunni Patterson.

Additionally, RTA supported the Women's Transportation Seminar (WTS) Conference, which carried the theme "Connecting Cultures, Connecting Communities," with several RTA employees attending and volunteering at the conference. Women in transit from around the world gathered to network, explore exhibits, attend breakout sessions, and engage in professional development opportunities aimed at advancing women's participation in the transit industry. This event also provided an opportunity for RTA to highlight its strong representation of female leadership, with women making up half of its executive leadership team.



Securing Funding for Equitable Transit Growth

In collaboration with the City of New Orleans' Office of Resilience & Sustainability (ORS) and City Planning Commission (CPC), RTA secured a Federal Transit Administration (FTA) Transit-Oriented Development (TOD) Planning Program grant. The funding, part of a \$105 million investment by the Biden-Harris Administration, supported New Orleans' Equitable Transit-Oriented Communities (ETOC) project.

The ETOC planning study aligned with New Orleans' Climate Action Plan and aimed to revitalize underutilized land along the 15-mile East-West Bus Rapid Transit (BRT) corridor. The grant allowed for the procurement of professional consulting teams specializing in market analysis, community and economic development, engineering, and public

involvement. This initiative was key in expanding transit options and ensuring more accessible, sustainable transportation for the city.

The \$950,000 grant award to RTA will play a crucial role in aligning future development with New Orleans' first Bus Rapid Transit (BRT) corridor, a 15.1-mile route designed to enhance accessibility, reliability, and sustainability in public transit. It will also help establish a roadmap for equitable, transit-oriented development, encouraging increased ridership and the creation of walkable, mixed-use neighborhoods with diverse housing options. These efforts will contribute to reducing emissions and improving the overall quality of life in New Orleans. Collaboration with the City will remain a key priority in bringing this vision to fruition.

Empowering Youth Through the Opportunity Pass Pilot Program

In collaboration with RIDE New Orleans, the New Orleans Public Library (NOPL), and the New Orleans Children and Youth Planning Board (CYPB), RTA launched the Opportunity Pass Pilot Program. This initiative provides free transit passes to Orleans Parish residents aged 16 to 24, aiming to remove financial barriers to transportation and enhance access to education, employment, and community resources.

Enrollment for the 12-month pilot program began in September. Eligible participants sign up at any NOPL branch to participate in the program, and transit passes are then accessible through the RTA's Le Pass App. This collaborative effort is funded by a \$2.5 million allocation from the American Rescue Plan (ARP) funds, approved by the New Orleans City Council in 2023.

RTA supported the September launch of the Opportunity Pass pilot program with a tailored marketing campaign prompting the use of the pass that included shelter ads at targeted bus stops, car card ads inside the vehicles, digital ads on monitors inside the vehicles, social media posts, print ads, and printed take-away materials to support community outreach activities. RTA teams also assisted partners with the creation of information and an instructional video. In addition to this ongoing campaign, the RTA, in partnership with RIDE New Orleans Youth Ambassadors, will develop and execute a marketing campaign designed to increase Opportunity Youth Pass signups and activations set to launch in 2025.



Investing in our Greatest Assets and Building for the Future

The RTA introduced its second cohort of RTA LEAD in September with 24 participants selected from a variety of departments and facilitated by the Department of Workforce Development. RTA LEAD is an employee training program designed to enhance leadership skills through sessions covering a variety of learning modules including: Accountability, Leadership/Coaching, Change Management, Communication, DEI and Emotional Intelligence, Conflict Management, and Team Building just to name a few. The RTA LEAD Program culminates with the participants completing team capstone projects and presenting them to the Executive and Senior Leadership teams, giving them an opportunity to collaborate with their colleagues to identify solutions to agency-wide challenges.

RTA continued to build a future-ready workforce by strengthening partnerships with youth-serving organizations and skilled-worker training programs. Through collaborations with the New Orleans Career Center (NOCC) and STEM NOLA, the agency actively engaged young talent and introduced them to careers in transit. Staff participated in NOCC's Building Trades

Career Pathways Day, with the Chief of Asset Management sharing his own career journey, while Rail Technicians provided hands-on learning through classroom visits and streetcar barn tours. Additionally, the Workforce Development Department developed an immersive program for STEM NOLA, giving 15 high school students a behind-the-scenes look at RTA's operations, including streetcar maintenance and route planning.

RTA also served as an employer host for Youth Force NOLA Summer Interns, placing students in key departments such as Emergency Management, IT, Operations, and Marketing. The agency extended its workforce development efforts through partnerships with job training organizations such as the Louisiana Green Corps that trains young adults in construction, green infrastructure, and conservation, ensuring alignment with the future of hybrid and low-emission vehicles. As part of its commitment to second-chance employment, RTA collaborated with programs like The First 72+ and Goodwill Industries to support re-entry opportunities for returning citizens, reinforcing its role as a leader in workforce inclusion and career development.

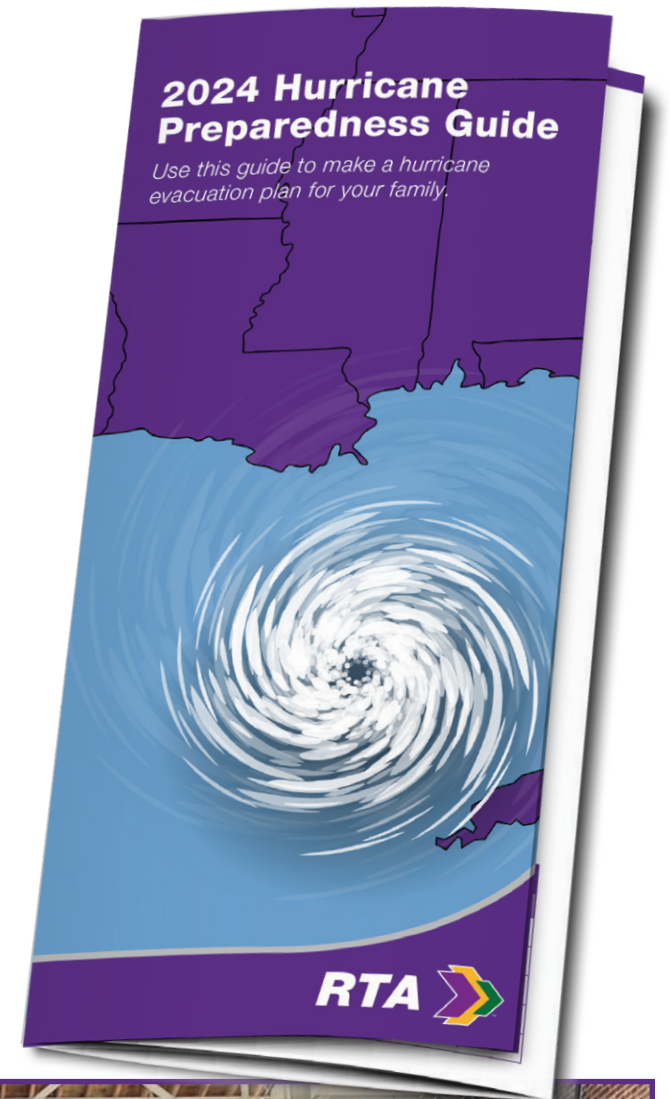




Strengthening Emergency Preparedness Efforts

Commitment to hurricane preparedness remained a priority, as demonstrated by the 16th Annual Hurricane Preparedness Meeting for Seniors and People with Disabilities. CEO Hankins, along with emergency management officials, and weatherman Damon Singleton provided an overview of the City-Assisted Evacuation Plan (CAEP) and emphasized RTA's role in supporting city-led evacuation efforts.

Residents were encouraged to register with NOLA Ready and familiarize themselves with hurricane preparedness measures, including transit evacuation procedures and permitted travel items. RTA also worked closely with local agencies to distribute multilingual hurricane preparedness guides, ensuring widespread accessibility.



Addressing Service Reliability and Frequency

With service reliability a top priority, strategic adjustments were implemented to improve transit performance. CEO Lona Edwards Hankins led significant steps to stabilize service delivery, particularly with an aging fleet. The agency reduced fixed-route bus service to provide more consistent, reliable service while maintaining workforce stability. The maintenance team also retired aging buses and temporarily removed non-operable vehicles, ensuring mechanics could prioritize repairs more effectively.

By the summer and fall, the arrival of 29 new fixed-route buses—15 of them hybrid—allowed RTA to restore service frequency, improving transit reliability by year-end.



Ensuring Voter Access on Election Days

Voter accessibility remained a priority, with free rides provided during early voting and on Election Day through RTA's successful campaign, dubbed Roll to the Polls. Riders were able to travel free of charge across all RTA buses, streetcars, and ferries, removing transportation barriers to voter participation.

This initiative was part of RTA's broader commitment to transit equity, complementing fare waivers provided on the birthdays of Civil Rights icons Rosa Parks and Claudette Colvin. The campaign included printed materials, print ads, social media, and outreach activities to ensure that riders were aware of how they could Roll to the Polls fare-free!



Service for Major Events: A Prelude to Super Bowl LIX



In anticipation of Super Bowl LIX in 2025, the New Orleans Regional Transit Authority (RTA) demonstrated its commitment to accommodating large-scale events by implementing special services during the Taylor Swift "Eras Tour" concerts in October 2024. Recognizing the influx of fans, RTA increased the frequency of the Algiers Point-Canal Street Ferry to every 15 minutes and added buses to the 202 Airport Express route, reducing wait times to 30 minutes. This proactive approach not only ensured seamless transportation for concertgoers but also led to the highest number of mobile ticket sales since the COVID-19 pandemic.



Spreading Holiday Cheer Through Community Giving

The once annual “Stuff Dat Bus” campaign, traditionally culminating in November for Thanksgiving, returned with a holiday twist. This year’s campaign titled, “Stuff Dat Holiday Bus,” featured a fully wrapped holiday-themed bus designed to delight riders of all ages and bring holiday cheer. In addition to this festive bus, RTA helped bring holiday joy to the community through a partnership with Covenant House New Orleans. Employees, partners, and sponsors donated thousands of essential items, including winter clothing and personal care products, to support young people experiencing homelessness.

Additionally, Covenant House Chief Executive Officer, Reneisha Robertson, expressed gratitude and appreciation for the donations and outpouring of support for their annual holiday program which supports providing both special gifts and necessity items to its program participants just in time for Christmas.

The campaign underscored RTA’s dedication not only to connecting the city through transit but also to fostering a compassionate, engaged community.



RTA Launches How New Orleans Rolls Campaign

The Regional Transit Authority (RTA) launched the “How New Orleans Rolls” campaign in June 2024 to reinforce its role in connecting people and communities while celebrating the city’s vibrant culture. Featuring notable culture bearers and homegrown celebrities, the campaign positions RTA as a modern, rider-focused transit system that prioritizes convenience, affordability, and sustainability. Using a mix of digital and traditional marketing, the campaign reached over one million people, with paid search achieving an industry-leading 24.2% click-through rate (CTR). Traditional media, including print, radio, and transit ads, further strengthened brand visibility across the city. These efforts successfully increased engagement, encouraged public transit adoption, and deepened RTA’s connection with the community.

In addition to “How New Orleans Rolls,” RTA placed a strong emphasis on promoting the use of our website and on the Le Pass app as a key tool for fare modernization. Le Pass was featured in every press release, several print and digital ads, and consistently pushed on social media, helping drive significant growth in digital pass sales. This is underscored by the increase in app downloads to an average of 42,130 per month in 2024, up from an average of 34,042 in 2022. This focus on digital fare solutions is positioning RTA for a more streamlined, modernized payment system that enhances rider convenience and efficiency.



Financial Summary

In 2024, the New Orleans Regional Transit Authority (RTA) experienced steady financial performance, driven by strong sales tax revenues, and increased mobile app/LePass sales. The year included several no-fare days and Hurricane Francine, but major events like the Taylor Swift concert, Essence Festival, and Mardi Gras contributed to strong ridership and tax collections. These factors helped sustain operations and support continued investment in transit infrastructure and fleet modernization.

Passenger Fare Revenue and Transit Operations

Passenger fare revenue for 2024 totaled \$10.29 million, reflecting a 4.6% decrease from \$10.79 million in 2023. Despite this, the agency saw significant growth in LePass sales and mobile app usage, reinforcing the shift toward digital payment and pass-based ridership. The RTA continued operating at 80-90% of peak service levels, ensuring reliable transit access for the community.

Operating Expenses and Sales Tax Revenues

Total transit operating expenses for 2024 were \$117.5 million, a 2.7% increase from \$114.4 million in 2023. The increase was driven by higher labor costs, fringe benefits, and insurance expenses, and inflationary pressures on materials, fuel, and supplies.

Sales tax revenue remained a critical funding source, reaching \$107.9 million, up 6.1% from \$101.7 million in 2023. General-use sales tax collections rose by 9.3%, offsetting declines in the state motor vehicle sales tax (-5.6%) which reflected shifts in tourism and consumer spending patterns.

Maritime Operations and Capital Projects

RTA's maritime operations (ferry services) generated \$14.65 million, a 57.8% increase over \$9.28 million in 2023. This was due to funding received to bridge gaps. Note that expenses also rose to \$13 million, compared to \$11.5 million the previous year, primarily due to required drydocking maintenance costs.

Capital investment remained a priority in 2024, with the Algiers Ferry Terminal Renovation Project advancing through critical planning, design, and outreach phases. This \$9.8 million project is set to enter procurement and construction in Spring 2025, delivering an updated terminal that enhances the experience for transit riders, ferry operators, and the Algiers community.

As part of this effort, a complementary project to replace the Algiers ferry barges will improve operational reliability, with both projects expected to conclude by the end of 2025. While some service disruptions may occur, extensive public engagement ensured community input at every stage. Outreach efforts included interactive white-boarding sessions in the spring, design refinements over the summer, and a final stakeholder review in the fall—held both in-person at the terminal and virtually to maximize participation.

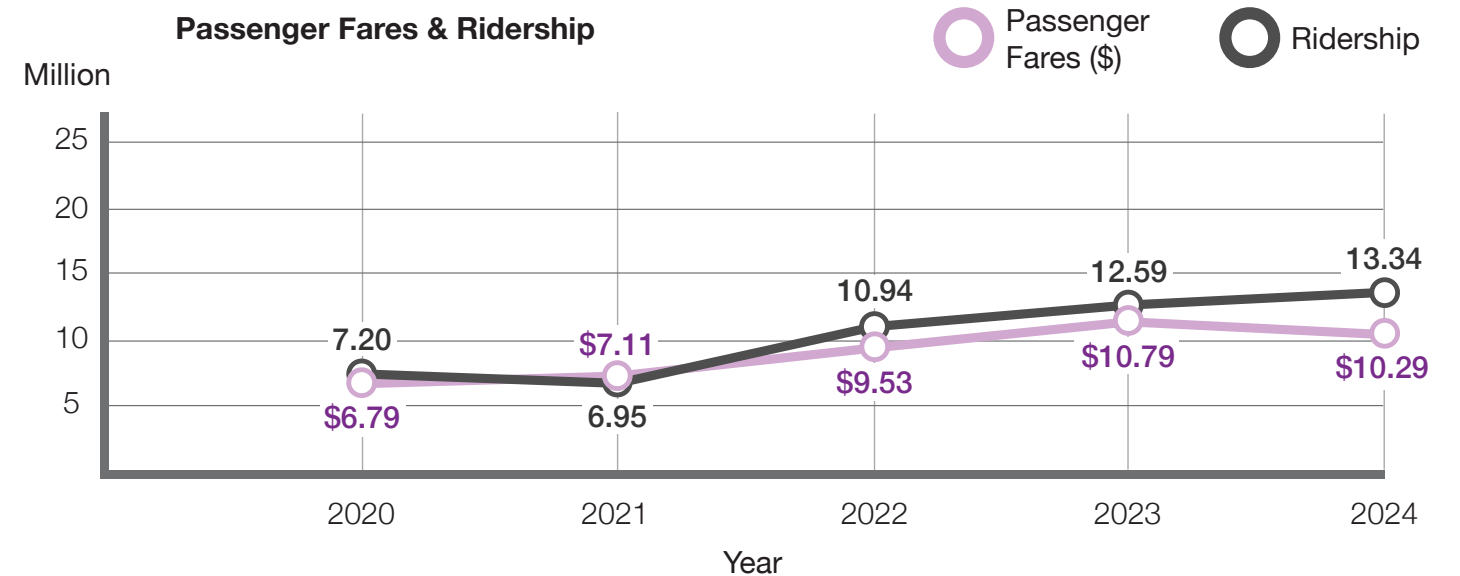
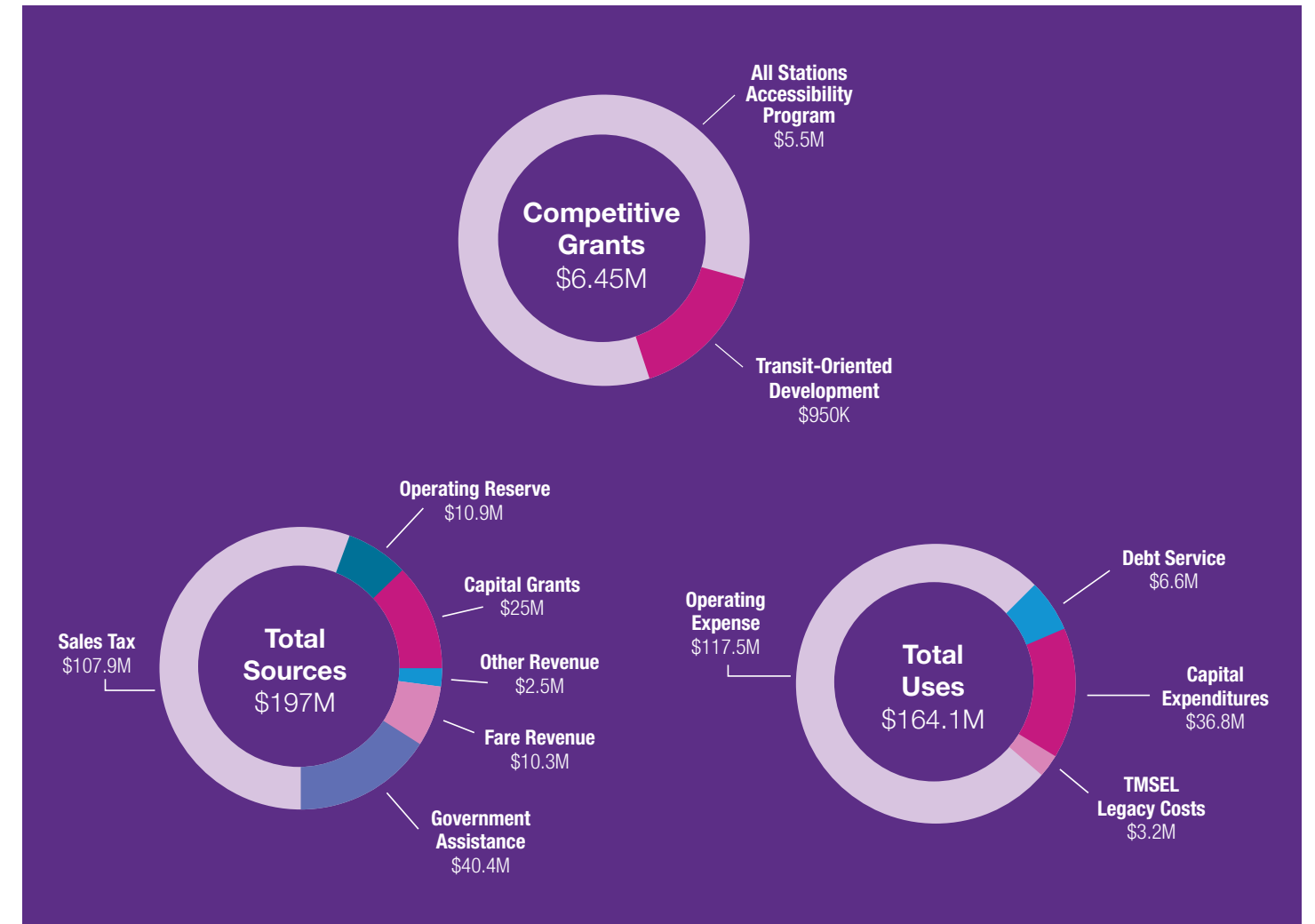
Net Income and Financial Position

Total operating revenue for 2024 was \$161.1 million, an 18% increase from \$136.7 million in 2023. Income from operations increased to \$41.99 million, more than double the \$17.15 million reported the previous year. This was due to a drawdown of American Rescue Plan Act (ARPA) funds. After factoring in non-operating revenues and expenses, RTA recorded a net gain before capital contributions of \$36.18 million, nearly tripling the \$13.33 million from 2023.

Looking Ahead

With a strong credit rating, affirmed by our rating agencies (S&P and Moody's) and no new debt issued in 2024, RTA remains well-positioned for future transit investments. The agency's focus on enhancing service reliability, expanding LePass sales, and leveraging digital technology will continue to improve the rider experience and operational efficiency. As RTA moves into 2025, strategic initiatives will center on fleet modernization, infrastructure improvements, and maintaining financial resilience to support the region's evolving transit needs.

In 2025, RTA will continue making significant strides in infrastructure and fleet improvements. The second phase of Interim Hubs at Main Library and N.O. East, with a \$750,000 budget, will see the completion of a downtown mural and punch list by March, while enhancements in N.O. East are set for the spring. The \$5 million renovation of RTA's administrative offices at Union Passenger Terminal (UPT) will progress as final lease agreements are secured, keeping the project on track for design completion by September. Additionally, RTA's Zero Emissions Vehicle Pilot, a \$6.3 million investment, will reach a key milestone in March with the procurement of three electric buses, paving the way for infrastructure design completion by August. These projects mark a continued commitment to enhancing transit facilities, sustainability, and operational efficiency.



OPERATING REVENUES

TAX REVENUES	2023	2024
Sales Tax - General Use	\$ 86,616,965	\$ 94,714,309
Sales Tax - State Motor Vehicle	\$ 6,163,954	\$ 5,819,987
Sales Tax - Hotel Motel	\$ 8,957,285	\$ 7,380,281
Total Sales Tax Revenues	\$ 101,738,204	\$ 107,914,577
TRANSIT REVENUES		
Fares	\$ 10,785,395	\$ 10,289,046
Other Revenues	\$ 2,070,208	\$ 2,494,994
Total Fare & Other Revenue	\$ 12,855,603	\$ 12,784,040
GOVERNMENT OPERATING GRANTS		
Preventive Maintenance	\$ 15,463,249	\$ 15,277,615
State Parish Transportation Fund	\$ 2,046,586	\$ 1,992,169
American Rescue Plan Act (ARPA) Funding		\$ 23,123,159
Total Government Operating Grants	\$ 17,509,835	\$ 40,392,943
Total Operating Revenues	\$ 136,659,127	\$ 161,091,560

OPERATING EXPENSES

TRANSIT EXPENSES	2023	2024
Labor & Fringe Benefits	\$ 81,217,598	\$ 83,843,686
Contract Services	\$ 10,656,235	\$ 9,941,735
Insurance & Self-insured costs	\$ 9,020,802	\$ 9,311,753
Materials, Fuel, & Supplies	\$ 10,917,313	\$ 11,379,851
Utilities	\$ 1,608,446	\$ 1,506,167
Taxes, Other Than Payroll	\$ 397,501	\$ 412,707
Miscellaneous	\$ 375,839	\$ 919,211
Leases	\$ 207,340	\$ 193,897
Total Transit Operating Expenses	\$ 114,401,074	\$ 117,509,007
TMSEL Legacy Costs	\$ 2,858,629	\$ 3,240,772
Maritime Operations - Revenue	\$ (9,277,388)	\$ (14,645,182)
Maritime Operations - Expenses	\$ 11,527,263	\$ 13,000,361
Income from Operations	\$ 17,149,549	\$ 41,986,602

NON-OPERATING REVENUE (EXPENSES)

Investment Income	\$ 1,549,760	\$ 793,663
Debt Service, Net	\$ (5,371,887)	\$ (6,601,872)
Total Non-Operating Revenues (Expenses)	\$ (3,822,127)	\$ (5,808,209)
Net Loss Before Capital Contributions	\$ 13,327,422	\$ 36,178,393

CAPITAL CONTRIBUTIONS

Total Federal Sources	\$ 13,262,366	\$ 28,070,405
Other Local Sources/Restricted Capital Res.	\$ 5,725,488	\$ 7,968,258
Capital Expenditures	\$ (21,383,321)	\$ (36,805,298)
Total Capital	\$ (2,395,467)	\$ (1,306,635)
Change in Operating Contributions	\$ 10,931,955	\$ 34,871,758





A. Philip Randolph Building
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