| GOAL | CATEGORY | # | MEAUSURE | TARGET | BASELINE | METHODOLOGY | SOURCE |
|---|---|---|---|---|---|---|---|
| | Performance | 1.1 | On-time performance | 85% | Bus - 75%<br>Streetcar - 80%<br>Paratransit - 82% | Clever Report<br>Paratransit | Planning / Operations |
| | Performance | 1.2 | Average overall system speed by mode | 15-20% increase by 2030 | Bus - 12.28 mph<br>Streetcar - 5.77mph | Clever Report | Planning |
| | Performance | 1.3 | % of trips scheduled that are delivered by mode | 100% | Baseline needed | Clever Report | Operations |
| | Equity | 1.4 | % of trips scheduled that are delivered for Title VI focus routes | 100% | Baseline needed | Clever Report | Planning |
| | Performance | 1.5 | Average dwell time at stops for each mode | Decrease per year | Baseline needed | Clever Report | Planning |
| | Performance | 1.6 | Total fixed route system ridership | Pre-pandemic levels or higher | 800,000 average monthly riders | RideCheck for Bus, GFI for streetcar | Planning |
| | Performance | 1.7 | Riders per revenue hour by mode | Pre-pandemic levels or higher | Baseline needed | RideCheck | Planning |
| | Rider Experience | 1.8 | Customer rating: Average overall customer satisfaction with RTA service | Increase per year | Baseline needed | Annual customer sastisfaction survey - Sum (number of respondents who rate RTA service overall as good or excellent)/# of responses | Customer Affairs |
| **World Class Rider Experience** | Rider Experience | 1.9 | Stops and Shelters: % of stops that have amenities in accordance with RTA service standards | 100% | Baseline needed | Stops database | Asset Management |
| | Rider Experience | 1.10 | Customer rating: Customer satisfaction with the provision of real-time information (via app or at stops) | Increase per year | Baseline needed | Annual customer sastisfaction survey - Sum (number of respondents who rate real time information provided as good or excellent)/# of responses | Customer Affairs |
| | Communication | 1.11 | Social Media - Engagement rate by reach | 3% | Baseline needed | Total number of engagements per post / reach per post * 100 | Customer Affairs |
| | Communication | 1.12 | Average attendance at outreach events for new capital projects | 20+ riders and community members | Baseline needed | Sign-in sheet at public meetings (# of people in attendance/# of public meetings held) | Customer Affairs |
| | Communication | 1.13 | Average # of people reached through RTA participation in community outreach events | 20+ riders and community members | Baseline needed | Sign-in sheet at community events (# of people reached/# of community events) | Customer Affairs |
| | Communication | 1.14 | % of prolonged (> 1 day) service disruptions communicated within 24 hours of notification:<br>- on the mobile app<br>- at affected stops | 100% | Baseline needed | App and communications tracking | Customer Affairs |

| GOAL | CATEGORY | # | MEAUSURE | TARGET | BASELINE | METHODOLOGY | SOURCE |
|---|---|---|---|---|---|---|---|
| | Communication | 1.15 | Average customer satisfaction rating for quality of information provided | Increase per year | Baseline needed | Annual customer sastisfaction survey - Sum (number of respondents who rate information quality provided as good or excellent)/# of responses | Customer Affairs |
| | Safety | 1.16 | # preventable events per 100,000 vehicle revenue miles by mode | Streetcar - 1.95 Fixed-Route Bus - 0.68 Paratransit - 0.88 | Streetcar – 2.3 Fixed-Route Bus – 1.5 Paratransit – 1.5 | Incident reports | Safety |
| **Equity** | Access | 2.1 | Percentage of jobs in Orleans and Jefferson parishes that the average **low-income household** within RTA's service area can reach within 60 minutes by transit during peak period* | Increase per year | Baseline needed | Conveyal | Planning |
| | | 2.2 | Percentage of low-income households in the service area within 1/2 mile of a high frequency (15 min or less) route | Increase per year | Baseline needed for pre/post NL | GIS analysis / Census data | Planning |
| | Equity | 2.3 | % DBE participation in FTA assisted contracts | 32% | 2022 % baseline needed | DBE department tracking | Finance |
| | | 2.4 | % of low-income households within 1/2 mile from a high frequency route (15 min or less) | Increase per year | 27% in 2022 | GIS analysis / Census data | Planning |
| | | 2.5 | % of transit stops that are ADA accessible by mode | 100% | Baseline needed | Stops database | Asset Management |
| | Trust | 2.6 | Average attendance at Riders Advisory Committee (RAC) meetings | 15 riders or more | ~5 riders | RAC sign-in sheet | Board Office |
| **Innovation** | Fare | 3.1 | Percentage of fare transactions made using pre-paid media (app, TVM, pass program, purchase from vendor) | 80% by 2030 | 20.7% in 2022 | Transaction records. Pre-paid includes mobile, online and TVM payment | Finance |
| | Fare | 3.2 | Participation in the bulk-pass program by: - Public high schools - Colleges and universities - Employers | Increase per year | - 12 highschools - 4 universities - Employers not tracked | Invoices from Marketing | Marketing |
| | Pilot programs | 3.3 | # of feasibility studies initiated or underway | One or more | 2: BRT Feasibility Study, Comprehensive Fare Modernization Initiative | Planning | Planning |
| | Pilot programs | 3.4 | # of pilot programs initiated or underway | One or more | 1: Battery Electric Buses | Planning | Planning |
| | Pilot programs | 3.5 | % of pilot programs targeting equity focus populations | >50% | Baseline needed | Planning | Planning |

**RTA** ❯❯ *New Orleans Regional Transit Authority*

**STRATEGIC MOBILITY PLAN 2023 UPDATE**

| GOAL | CATEGORY | # | MEAUSURE | TARGET | BASELINE | METHODOLOGY | SOURCE |
|---|---|---|---|---|---|---|---|
| | **Sustainability** | 3.6 | Share of work trips made by transit in New Orleans | 20% by 2030 | 6% in 2022 | Census data (ACS 5-year) based on RTA service area | Planning |
| | **Sustainability** | 3.7 | % of RTA bus stops served by bike facilities:<br>- separated bike lane<br>- bike parking | Target needed | Baseline needed | Stops database | Asset Management |
| | **Sustainability** | 3.8 | Percentage of RTA's fleet powered by low or no-emissions vehicles | 75% by 2030 | 3 in procurement | Fleet inventory | Asset Management |
| | **Sustainability** | 3.9 | TOC - % of all and new rental units within 1/2 mile of high frequency transit | Increase per year | Baseline needed | Census data/City of NOLA data | Planning |
| | **Sustainability** | 3.10 | TOC - # new local businesses located within 1/2 mile of high frequency transit | Increase per year | Baseline needed | Census data/City of NOLA data | Planning |
| | **Sustainability** | 3.11 | % reduction in RTA emissions<br>- from fleet<br>- from facilities | Decrease per year | Baseline needed | City of NOLA | Asset Management |

| GOAL | CATEGORY | # | MEAUSRE | TARGET | BASELINE | METHODOLOGY | SOURCE |
|---|---|---|---|---|---|---|---|
| **Regional Connections** | **Access** | 4.1 | Percentage of households in the service area within 30 minutes by transit of a major healthcare facility during typical office hours | Increase per year | 80% | Conveyal calculation uses 2020 census data and the pre-New Links bus network | Planning |
| | **Access** | 4.2 | Percentage of households in the service area within 30 minutes by transit of a community health center during typical office hours | Increase per year | 84% | Conveyal (calculation uses 2020 census data and the pre-New Links bus network) | Planning |
| | **Access** | 4.3 | Percentage of households in the service area within 30 minutes by transit of a major park or recreational facility during typical hours | Increase per year | 74% | Conveyal (calculation uses 2020 census data and the pre-New Links bus network) | Planning |
| | **Access** | 4.4 | Percentage of jobs in Orleans and Jefferson parishes that the average household within RTA's service area can reach within 60 minutes by transit during all time periods | Increase per year | Baseline needed | Conveyal | Planning |
| | **Access** | 4.5 | Percentage of the service area population within 1/2 mile of a high frequency (15 minutes or less) route | Increase per year | Baseline needed for pre/post NL | GIS analysis / Census data | Planning |
| **Workforce Development** | **Workforce** | 5.1 | # of participants in RTA apprenticeship and internship programs | Stable or increase per year | Baseline needed | HR tracking | HR |
| | **Workforce** | 5.2 | Workforce turnover rate (minus retirements) | Stable or decrease per year | Baseline needed | HR tracking | HR |
| | **Workforce** | 5.3 | Overall employee satisfaction | Stable or increase per year | Baseline needed | Employee satisfaction survey | HR |
| | **Safety** | 5.4 | # of work-related injuries per 100 full time workers per year as measured through: - DART (Days Away from work) - IR - Incident rate | DART – 4.7 IR – 6.5 | DART - 5.8 IR - 6.7 | Workplace injuries report | Safety |