

# NEW ORLEANS REGIONAL TRANSIT AUTHORITY STRATEGIC MOBILITY PLAN



MARCH 2018



# ACKNOWLEDGEMENTS

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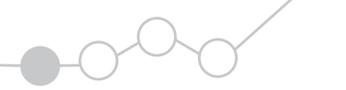
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## **SPECIAL THANKS**

The RTA Board of Commissioners gives special acknowledgement to its riders and to the Strategic Mobility Plan Advisory Committee that consisted of representatives from over 50 agencies, community groups, and other stakeholders throughout the region.



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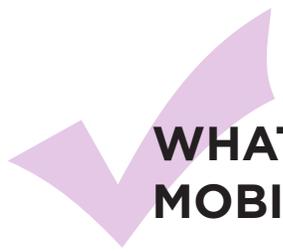
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# 1

# INTRODUCTION



# INTRODUCTION



## WHAT IS THE STRATEGIC MOBILITY PLAN?

- **A roadmap for improving public transportation** in the region over the next 20 years. Future decision-making and investments made by RTA will be driven by this Plan.
- **A new mission** that more clearly identifies the core purpose of RTA.
- **A new vision** for what RTA will be in the future based on what we heard from the community.
- **A set of goals** to achieve in order to meet the needs of the community and make the new vision a reality.
- **Identification of strategies and actions** necessary to accomplish the goals. This includes a phased action plan of major initiatives and projects, so everyone knows what RTA will focus on and when.
- **Measures of progress** to make sure RTA continues to improve and stays on track.



## WHAT IS IT NOT?

- In-depth planning, design, or engineering for projects
- Determination of what vehicle type or schedule is best suited for any given corridor
- Detailed cost estimates or funding plan



**STRATEGIC FRAMEWORK**



**MISSION**

Provide safe and dependable mobility services.

**VISION**

Become the preferred mobility provider in the region.

**GOALS**



**EARN TRUST**



**BE EQUITABLE**



**PRIORITIZE THE RIDER EXPERIENCE**



**BE RELIABLE**



**CONNECT TO OPPORTUNITIES**



**SUPPORT A SUSTAINABLE, HEALTHY REGION**



# INTRODUCTION

## MOBILITY OPTIONS IN THE PLAN

In addition to improving existing bus, streetcar, ferry, and paratransit service, the Plan introduces mobility options that may be unfamiliar to people in Greater New Orleans. Some of these new options build upon existing services while others are entirely new services using emerging technologies.

### HIGH-CAPACITY TRANSIT ROUTES

					
Available Modes (BRT, Streetcar, and LRT)	Every 10 min. (peak) Every 15 min. (off-peak)	20-24 hrs per day	Stops every 1/4 to 1/2 mile	Pay before boarding	Extensive use of dedicated roadway space and/or coordinated traffic signals

### SELECT SERVICE ROUTES

					
Available Modes (Existing Bus and Streetcar routes)	Every 15 min. (peak) Every 20 min. (off-peak)	18-24 hrs per day	Stops every 1/4 mile	Pay before boarding	Use of dedicated roadway space and/or coordinated traffic signals

### PLUS...

			
<b>Regional Express Connections</b>	<b>Water Transportation</b>	<b>Downtown Mobility Improvements</b>	<b>Pilot Programs</b>
<ul style="list-style-type: none"> <li>Commuter bus</li> <li>30 min (peak only)</li> <li>Limited stops</li> </ul>	<ul style="list-style-type: none"> <li>Modern and traditional ferries</li> <li>Every 15-30 min., 7 days/week</li> <li>Longer hours of operation</li> <li>Existing plus new terminals</li> </ul>	<ul style="list-style-type: none"> <li>Service type TBD</li> <li>Every 10-15 min., 24 hours/day</li> <li>Looping around high demand travel areas</li> </ul>	<ul style="list-style-type: none"> <li>Microtransit</li> <li>On-Demand/flexible services</li> <li>Autonomous vehicles</li> </ul>

## IMPLEMENTATION TIMELINE

### 5 YEARS

#### In the next five years... START A NEW FOUNDATION

- Redesign and simplify the entire transit system as needed
- Improve public information and customer service
- Provide real-time, vehicle tracking information to riders
- Start improving transit stops with more benches, shelters, art, and information
- Speed up travel times by reducing cash fares, excessive stopping, and conflicts with automobiles
- Encourage more affordable housing and community services along proposed High-Capacity Transit
- Introduce faster, modern ferries
- Begin incorporating low- or no-emission vehicles into the fleet
- Pilot emerging mobility options
- Begin measuring results of the Strategic Mobility Plan

### 10 YEARS

#### In the next 10 years... BUILD THE SYSTEM

- Begin introducing High-Capacity Transit, Select Service, Regional Express Service, and expanded water transportation options
- Speed up travel times and improve on-time performance by adding dedicated transit lanes, signal priority improvements, and other transit priority treatments
- Construct transit centers in Downtown, New Orleans East, and Algiers
- With improved services, expand the scope of partnerships with schools, major employers, and social service providers
- Identify and secure additional funding sources
- Study options for making mobility in the region a seamless experience for the rider

### 20 YEARS

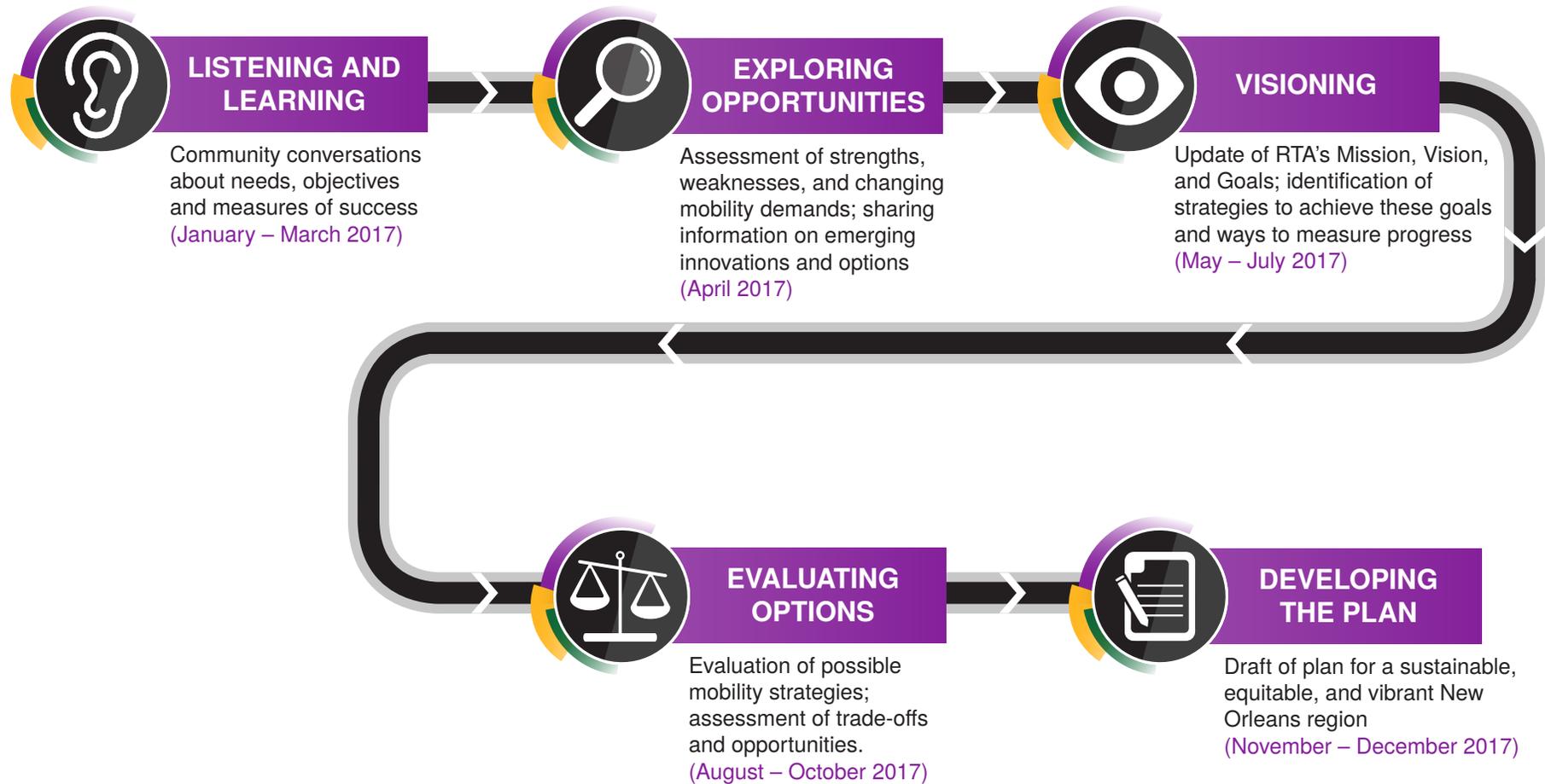
#### In the next 11 to 20 years... PROVIDE A COMPLETE MOBILITY SYSTEM FOR ALL

- Implement all remaining High-Capacity Transit routes and expanded water transportation options
- Coordinate with the State to implement the proposed Baton Rouge-New Orleans Passenger Rail project
- Complete the process of making all transit stops accessible for people with disabilities
- Establish smaller mobility hubs at targeted locations



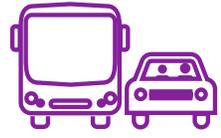
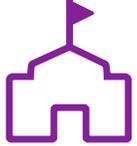
## THE PLANNING PROCESS

RTA worked with the public and stakeholders over the course of a year to develop the Plan. This process was broken into the five distinct phases below.



## HOW WE ENGAGED

The planning process included more than 4,500 engagements with people who attended meetings and workshops, listened to presentations, participated in interviews, or submitted surveys or comments. The Plan is the result of this collaborative effort that included stakeholders of all types, including:

	Riders and Non-Riders		Advocacy Groups		Government and Public Agencies		Other Mobility Providers
	RTA Operators and Administrative Staff		Schools and Universities		Major Employers and Economic Development Agencies		

# 4,500+ ENGAGEMENTS



<sup>1</sup>An engagement is a project meeting attendee, stakeholder interview, or submitted survey or comment card. Some individuals have engaged in the SMP more than once during the process.

# 2

## OVERVIEW

This section highlights how RTA will accomplish the goals presented in the previous section. The action plan for each goal is summarized here, along with an overview of key findings and input from the planning process.



# EARN TRUST

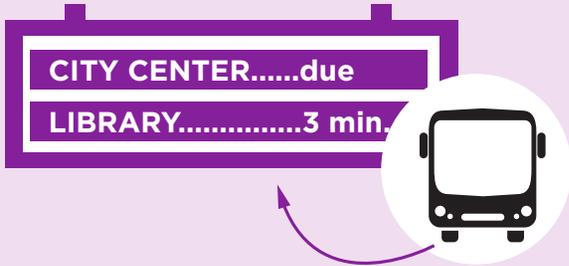
## BE TRANSPARENT IN DECISION-MAKING

### ● IMMEDIATE ACTIONS (2018-2019)

- Transition to evening Board meetings with public comments at beginning
- Provide monthly project updates
- Provide easily accessible public information and rider alerts
- Post online dashboard for up-to-date performance data
- Share easy-to-understand budget summaries
- Improve customer complaint and request responsiveness enable customer tracking
- Provide annual progress updates for the Plan

### ● SHORT-RANGE ACTIONS (2020-2022)

- Update the Plan at the 5-year mark



## RIDER INPUT

## WHAT WE FOUND

**Technology is changing expectations.** Through the internet, smartphone apps, and real time updates, information is now available 24/7. This new paradigm has changed how riders plan their trips and raised their expectations. When information is not immediately available, riders lose faith in their transit providers.

**Riders are a key part of the decision-making process.** When riders contribute to decisions, they truly own their transit systems. Several existing RTA practices, such as maintaining a Riders Advisory Committee, already help engage with riders. Other agencies have dedicated a Board position for a rider and have Board members attend public meetings to hear input directly from the community.

## WHAT WE HEARD

**Board meetings aren't accessible**

Riders and Non-Riders

**It's hard to get up-to-date information**

Riders and Non-Riders

**We don't understand RTA's budget**

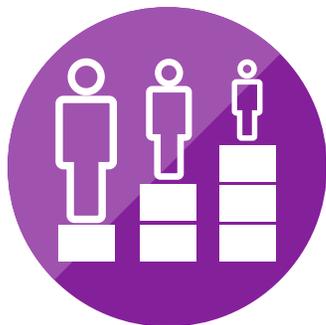
Stakeholders and Non-Riders

**RTA needs to track the progress of the plan**

Stakeholders

**Update the Plan on a regular basis**

Stakeholders



# BE EQUITABLE

## PROVIDE MOBILITY SERVICES IN A JUST AND FAIR MANNER

### ● IMMEDIATE ACTIONS (2018-2019)

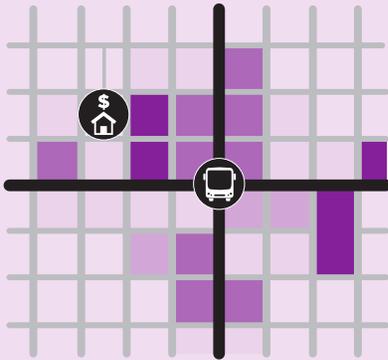
- Improve coordination with affordable housing groups
- Encourage affordable housing in new developments with good transit

### ● SHORT-RANGE ACTIONS (2020-2022)

- Plan for making all transit stops accessible for people with disabilities

### ● LONG-RANGE ACTIONS (2028-2040)

- Ensure all transit stops are accessible for people with disabilities by 2031



## WHAT WE FOUND

**It's becoming more expensive to live in areas with good transit.** The demand for walkable, urban living in New Orleans has increased housing costs in areas along frequent transit routes. This means that people who use transit the most, people with low incomes, are increasingly moving to suburban areas that are further from Downtown and have less frequent service. While increasing transit service in these areas is one solution, many regions have also begun to encourage more affordable housing in areas with good transit service.



**Access for All.** To provide transit services for everyone, all components of the trip must be accessible. New Orleans isn't there yet and has a big challenge to make transit accessible for all. Most transit stops are not currently accessible for people with disabilities because of sidewalks and crosswalks in poor condition. Improving this infrastructure and training drivers to know how to best assist riders with disabilities will be major improvements. New on-board announcement technology will also make riding transit easier for people with visual disabilities and people who are less familiar with the system.



**Information shouldn't depend on technology.** Mobile applications are a useful tool to plan trips, receive rider notifications, and track vehicles in real-time. However, many New Orleanians lack smartphones or have other barriers. For instance, nearly 40% of the region's residents read below a 5th-grade level and nearly 25% of residents live in poverty. For these reasons, RTA will continue to provide information in many ways, so everyone can get the information they need.

## WHAT WE HEARD

**Good transit is a key for a more equitable region**

Stakeholders

**Don't price people out of neighborhoods**

Non-Riders and Stakeholders

**Focus on low-income people, not tourists**

Riders and Non-Riders

**Stops are inaccessible to people with disabilities**

Riders and Non-Riders



# PRIORITIZE THE RIDER EXPERIENCE

## PROVIDE MOBILITY SERVICES THAT ARE SAFE, EASY TO USE, AND COMFORTABLE

### ● IMMEDIATE ACTIONS (2018-2019)

- Improve customer service training and surveying of customers
- Make payment with the mobile app easier and faster
- Begin improving access to stops and maintenance of stop areas
- Begin installing more benches, shelters, art, and rider information
- Improve safety practices

### ● SHORT-RANGE ACTIONS (2020-2022)

- Provide new fare and pass options and study smart card options
- Simplify schedules and brand routes by frequency

### ● MID-RANGE ACTIONS (2023-2027)

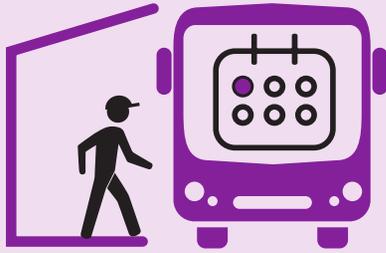
- Purchase buses with more amenities
- Build transit centers in Downtown, New Orleans East, and Algiers

### ● LONG-RANGE ACTIONS (2028-2040)

- Establish small mobility hubs at targeted locations
- Implement smart card program



## WHAT WE FOUND



**If you don't encourage ridership on Day 1, there is no Day 2.** People who are unfamiliar with transit need a system that's simple and easy to use. That includes information, easy payment options, and intuitive schedules. The Chicago Transit Authority found ridership increased on routes with their Bus Tracker system, and are expecting that increase to be compounded as more routes are upgraded. King County Metro (Seattle) riders ranked the system's ORCA regional farecard as their favorite element of the service.



**Multimodal hubs can make mobility easier.** Multimodal hubs provide a place to integrate all transportation options, making it easy to make trips using multiple modes. In Fairfax, VA, hubs are served by transit routes, bike share and car share stations, park-and-ride lots, taxis, and transportation network companies. This expands the reach of the transit network to provide mobility across the region.

## WHAT WE HEARD

Improve customer service training

Riders

Transit needs to be attractive and seamless

Non-Riders and Stakeholders

Make stops comfortable, clean, and safe

Riders and Non-Riders

Provide real-time info on apps and at stops

Riders and Non-Riders

The schedules are confusing

Non-Riders



# BE RELIABLE

## PROVIDE ON-TIME AND PREDICTABLE SERVICE

### ● IMMEDIATE ACTIONS (2018-2019)

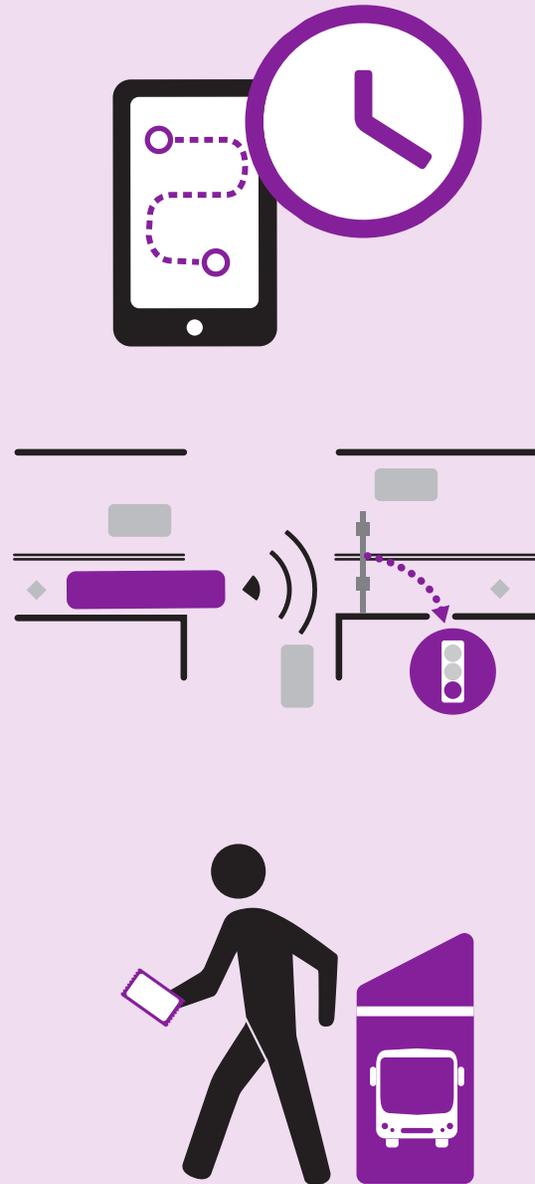
- Use new technology to improve dispatcher-driver communication
- Provide vehicle tracking and improve communication of service disruptions
- Increase GoMobile usage and deploy more Ticket Vending Machines
- Develop a Transit Asset Management plan
- Introduce faster, modern water transportation vehicles

### ● SHORT-RANGE ACTIONS (2020-2022)

- Provide real-time arrival information at high-traffic stops
- Reduce conflicts with automobiles and study special transit lanes
- Increase fares and innovative funding solutions, like private partnerships
- Overhaul the bus fleet and adjust routes where schedules are too tight
- Pilot autonomous vehicle service
- Create a career pathways program for employees

### ● MID-RANGE ACTIONS (2023-2027)

- Start building dedicated lanes, HOV lanes, and other priority treatments
- Seek additional dedicated funding sources



## WHAT WE FOUND

**Technology is influencing all areas of mobility.** Real-time transit information can be displayed at stops and on smartphone apps. This makes transit more convenient and can also help riders plan trips with multiple transportation modes.

**Many approaches to improving reliability.** Most of the delays for RTA's buses and streetcars come from operating in mixed traffic with cars. Transit priority treatments, like dedicated lanes and coordination with traffic signals, help transit routes operate more reliably. Furthermore, modern GPS equipment on vehicles, like those recently installed on RTA vehicles, enable drivers and dispatchers to quickly and effectively communicate problems and solutions when there are delays.

**Mobile ticketing makes boarding faster.** 87% of transit agencies either have or are planning to implement mobile ticketing to gain new ridership and reduce vehicle dwell time. People paying in cash slow down the boarding process at stops, especially at high-traffic stops.

## WHAT WE HEARD

**Be on-time and bring back the tracking app**

Riders and Non-Riders

**Vehicles are breaking down too much**

Riders and Drivers

**We need to retain good drivers**

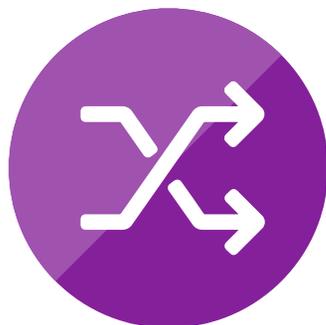
Drivers

**Schedules are too tight on some routes**

Drivers

**RTA is going to need more funding**

Stakeholders



# CONNECT TO OPPORTUNITIES

## PROVIDE GOOD ACCESS TO DESTINATIONS UTILIZING ALL TRANSPORTATION OPTIONS AVAILABLE

### ● IMMEDIATE ACTIONS (2018-2019)

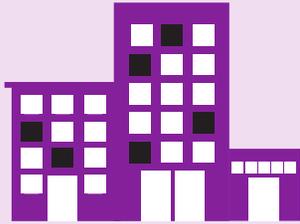
- Pilot CBD circulator options and on-demand/flexible services in areas TBD
- Begin quarterly coordination meetings with transportation-related agencies
- Create Transit-Oriented Development program

### ● SHORT-RANGE ACTIONS (2020-2022)

- Comprehensively evaluate all routes and redesign system as needed
- Study creating High-Capacity Transit routes within Orleans Parish
- Pilot more circulators and on-demand/flexible services
- Work with the State to re-introduce Baton Rouge commuter bus service
- Partner with schools, hospitals, and major employers to encourage ridership
- Coordinate with any expansions of bike share and car share programs
- Develop cost and revenue sharing agreements for regional routes



## WHAT WE FOUND



**New Orleans and the surrounding region are growing in ways that will increase the demand for public transportation.** The City of New Orleans and Greater New Orleans have consistently added jobs in recent years. From 2011 to 2016, New Orleans added over 18,000 jobs - nearly half of the region's overall growth. Much of that growth has happened in areas that are growing upward, such as the Central Business District, the Biomedical District, Veterans Boulevard, and Elmwood.



### HIGHER OFF-PEAK DEMAND

**Many new jobs are Downtown, in hospitality with less traditional schedules.** Hospitality workers ride transit to work more than any other industry in New Orleans. As this industry continues to grow and evolve, new challenges are arising for RTA. Due to the 24-hour nature of hospitality jobs and the somewhat unpredictable schedules from week to week, having mobility options at all times of the day is critical. However, many employees reside in areas where traditional, frequent transit service is difficult to support. Transit agencies across the country are looking at innovative options to address issues like these.



**Key destinations draw lots of trips.** Some land uses generate extremely high demand for transit service, particularly healthcare, education, and tourism-related land uses. These include hospitals, schools, universities, the airport, and special events/sports venues. Education and medical-related trips combined account for approximately 20% of all RTA trips.

## WHAT WE HEARD

**It's hard to get across town quickly**

Riders and Non-Riders

**More service during peak periods**

Everyone

**More late night service for hospitality workers**

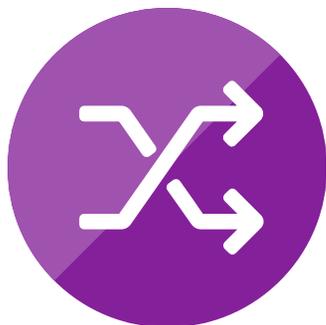
Riders and Stakeholders

**Transferring between RTA and JeT is difficult**

Riders and Non-Riders

**Carefully consider new mobility options!**

Everyone



# CONNECT TO OPPORTUNITIES

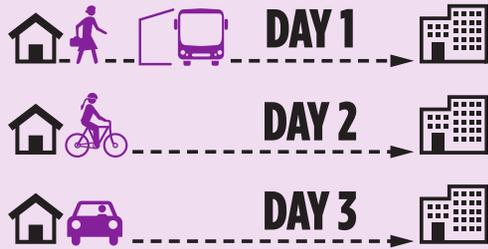
## PROVIDE GOOD ACCESS TO DESTINATIONS UTILIZING ALL TRANSPORTATION OPTIONS AVAILABLE

### ● MID-RANGE ACTIONS (2023-2027)

- Implement initial High-Capacity Transit routes and Gretna water transportation
- Establish Select Service and Regional Express routes
- Study creating High-Capacity Transit routes that cross parish lines
- Re-evaluate how RTA can incorporate emerging transportation options
- Build park-and-ride lots and car share stations near transit
- Study options for integrating all transportation services in the region

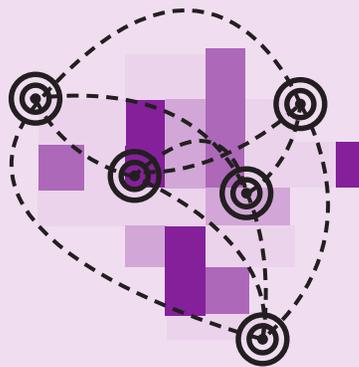
### ● LONG-RANGE ACTIONS (2028-2040)

- Support implementation of Baton Rouge-NOLA passenger rail project
- Implement remaining High-Capacity Transit and Bywater water transportation



## WHAT WE FOUND

**Transportation choices are changing.** People just want to get where they are going safely, reliably, and affordably. People will use multiple modes to complete a trip and different modes on different days. This has given rise to the concept of a “mobility ecosystem” – including traditional options (e.g., mass transit, walking, and bicycling) and new shared mobility options, such as ridehailing, carshare, bikeshare, and microtransit.



**Jobs are spread throughout the region.** RTA’s service area only covers a portion of the region’s jobs, with other transit agencies providing service in surrounding areas. This can be inconvenient for riders and add additional travel time to their commutes. Regions across the country have handled this issue differently, with some consolidating multiple agencies into one agency and others collaborating extensively to provide regional routes.

## WHAT WE HEARD

**We need a truly regional transit system**

Everyone

**Schools and big employers want to partner**

Stakeholders

**More housing and jobs near good transit**

Stakeholders and Non-Riders

**Build park-and-ride lots in outlying areas**

Non-Riders

**Coordinate with bike and car share programs**

Stakeholders and Non-Riders



# SUPPORT A SUSTAINABLE, HEALTHY REGION

## MITIGATE CLIMATE CHANGE AND IMPROVE PUBLIC HEALTH

### ● IMMEDIATE ACTIONS (2018-2019)

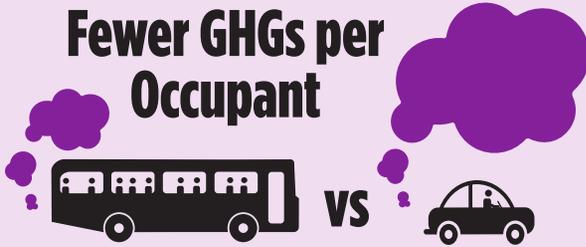
- Begin incorporating low- or no-emission vehicles into fleet
- Reduce redundant stops
- Work with the City to waive parking requirements for new developments near frequent transit service

### ● MID-RANGE ACTIONS (2023-2027)

- Generate more renewable energy on facilities
- Work with partners to make major corridors more pedestrian-friendly
- Work with the City to price parking according to demand in key areas

### ● LONG-RANGE ACTIONS (2028-2040)

- Provide fast, frequent service to most major healthcare facilities and most major parks and recreational facilities



## WHAT WE FOUND

**Transit has lots of options to improve the environment.** The transportation sector generates half of New Orleans' greenhouse gases. By carrying more people per vehicle, transit emits less per person than driving alone. New types of buses and administrative vehicles will emit even less.

**Transit can do a lot more.** Only 8% of the region's commute trips are via transit. That leaves lots of opportunity to grow.

## WHAT WE HEARD

**New buses should be more fuel-efficient**

Stakeholders

**Buses are loud and release too much exhaust**

Non-Riders

**Walking is not always easy, attractive, or safe**

Everyone

**Healthcare centers need better service**

Stakeholders

**It's hard to get to parks and recreational facilities**

Riders

# 3

## BENEFITS AND COSTS

Implementing the Strategic Mobility Plan will bring huge benefits to the region, such as increased ridership and better access to jobs by transit. However, achieving these benefits will require large investments and new funding sources.

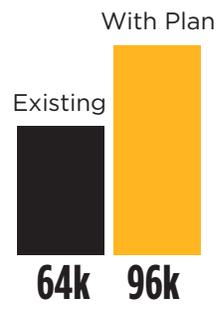


# BENEFITS AND COSTS

## BENEFITS



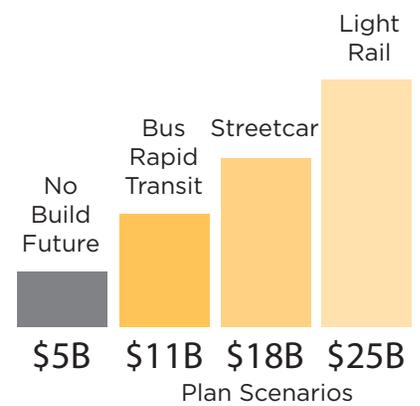
**AVERAGE WEEKDAY RIDERSHIP**



**REGION'S JOBS WITHIN 60 MIN. BY TRANSIT**



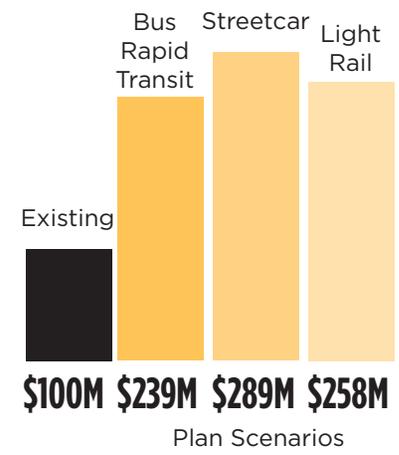
**ECONOMIC IMPACT OF RTA**



## COSTS\*



**OPERATING BUDGET (ANNUAL)**



**CAPITAL COSTS**



\*The Strategic Mobility Plan does not include detailed cost estimates for specific projects or a funding plan. Studying and designing projects and securing new funding sources are key elements of the Plan.

# 4 THE PLAN

The Strategic Mobility Plan includes approximately 130 specific actions that RTA and other stakeholders will undertake over the next 5, 10, and 20 years. These actions are organized by strategy for each goal area.

In order to monitor progress, performance measures and targets are also included for each goal.



# EARN TRUST

## BE TRANSPARENT IN DECISION-MAKING

**STRATEGY:**  
Improve public information and rider communication

ACTION ITEM	PHASE
<b>ET1.</b> By 2018, provide monthly project updates at board meetings and online	2018-2022
<b>ET2.</b> By 2018, provide updates for the SMP action items and measures at the annual State of Transit event	2018-2022
<b>ET3.</b> By 2018, post an easy-to-understand Annual Budget Report online with funding and expenses by major categories and a list of planned projects	2018-2022
<b>ET4.</b> By 2018, Board meeting summaries are posted online within one week of the meeting	2018-2022
<b>ET5.</b> By 2018, create online dashboard that shares up-to-date performance data, including plan metrics, on-time performance, and ridership by route	2018-2022
<b>ET6.</b> By 2018, provide all open-source data in a central location online and share with major data clearinghouses	2018-2022
<b>ET7.</b> By 2018, public information and rider alerts are easily accessible online, on the mobile app, and at impacted stops	2018-2022
<b>ET8.</b> By 2018, annually update the SMP as needed with minor revisions, in conjunction with the annual budget process	2018-2022
<b>ET9.</b> By 2018, consider adding a transit rider to serve as an ex-officio member of the RTA Board of Commissioners that will also serve as the chair of the Riders Advisory Committee	2018-2022

**STRATEGY:**  
Improve public information and rider communication

ACTION ITEM	PHASE
<b>ET10.</b> By 2019, Board meeting video recordings are posted online within one week of the meeting and run on the public access TV channel	2018-2022
<b>ET11.</b> By 2019, customer complaints and requests can be tracked online or by phone and receive responses within three days	2018-2022
<b>ET12.</b> By 2022, comprehensively update the SMP, preferably in coordination with the City's update of its Master Plan	2018-2022

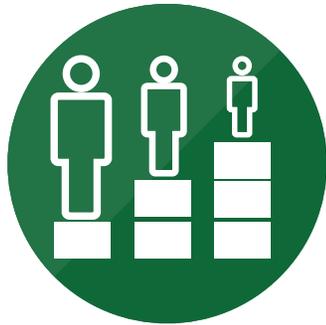
**STRATEGY:**  
Make providing input easier

ACTION ITEM	PHASE
<b>ET13.</b> By 2018, change the time of Board meetings to an evening time	2018-2022
<b>ET14.</b> By 2018, move public comment to the beginning of the agenda	2018-2022
<b>ET15.</b> By 2019, update Public Participation Plan to reflect emerging best practices and expand scope to provide guidance on public involvement in all activities	2018-2022
<b>ET16.</b> By 2019, create a customer service "one-stop shop" easily accessible by phone or internet. Integrate customer communications for all RTA services and maintain up-to-date information	2018-2022

## Measures and Targets



- Average number of riders providing input for each outreach effort.  
» *Target: +25% by 2022*
- Average customer satisfaction rating for the overall quality of information provided.  
» *Target: Good or better by 2018*
- Average attendance at Riders Advisory Committee (RAC) meetings.  
» *Target: 60% of RAC positions represented*
- Average number of Disadvantaged Business Enterprise (DBE) firms attending meetings and outreach events related to upcoming projects for bid.  
» *Target: TBD*
- Average number of comments and reactions to social media posts per month  
» *Target: TBD*



# BE EQUITABLE

## PROVIDE MOBILITY SERVICES IN A JUST AND FAIR MANNER

**STRATEGY:**  
Encourage more affordable housing and community services in areas along High Capacity Transit lines

ACTION ITEM	PHASE
<b>BE1.</b> By 2018, begin working with local governments and partners to increase affordable housing units and community services in areas along High-Capacity Transit lines	2018-2022
<b>BE2.</b> By 2018, adopt guidelines with local governments to create land use regulations that encourage more affordable housing in new development in areas along High-Capacity Transit lines and areas identified for Transit-Oriented Development	2018-2022

**STRATEGY:**  
Make transit accessible for people with disabilities

ACTION ITEM	PHASE
<b>BE3.</b> By 2019, develop a plan to introduce more low-floor vehicles with ADA accommodations for all people with disabilities and ensure the website and mobile app reflect best practices for ADA accommodations	2018-2022
<b>BE4.</b> By 2019, create an action plan to improve paratransit service	2018-2022
<b>BE5.</b> By 2022, in accordance with legal agreements, provide at least one fully-accessible streetcar on the St. Charles Streetcar Line	2018-2022
<b>BE6.</b> By 2022, in accordance with legal agreements, work with the City of New Orleans to inspect transit stops and develop a new ADA Transition Plan	2018-2022
<b>BE7.</b> In accordance with legal agreements, work with the City of New Orleans to ensure that all transit stops are ADA-compliant by 2031	2028-2040

## Measures and Targets

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.
  - » *Target: 65% by 2027*
2. Percentage of routes with a customer satisfaction rate of Good or better.
  - » *Target: 100% by 2022*
3. Average customer satisfaction rate for paratransit service.
  - » *Target: Good or better by 2022*





# PRIORITIZE THE RIDER EXPERIENCE

**PROVIDE MOBILITY SERVICES THAT ARE SAFE, EASY TO USE, AND COMFORTABLE**

**STRATEGY:**  
Provide easy payment options

ACTION ITEM	PHASE
<b>PR1.</b> By 2018, introduce improved mobile app and scanners for bus, streetcar, and ferries	2018-2022
<b>PR2.</b> By 2018, consider providing a regional pass between RTA and Jefferson Parish	2018-2022
<b>PR3.</b> By 2022, comprehensively update fare structure, pass options, and related policies to incorporate emerging best practices	2018-2022
<b>PR4.</b> By 2022, study and recommend smart card options for integrating fare passes for multiple transportation options and integrating transit passes into other payment cards, such as EBT cards, student IDs, and credit cards	2018-2022
<b>PR5.</b> Implement smart card program	2018-2022

**STRATEGY:**  
Make services and schedules easier to understand

ACTION ITEM	PHASE
<b>PR6.</b> By 2018, create a ridership and education marketing campaign	2018-2022
<b>PR7.</b> By 2018, develop a plan for replacing transit stop signs	2018-2022
<b>PR8.</b> By 2022, as part of network redesign, simplify schedules so they are more consistent throughout the day and predictable	2018-2022
<b>PR9.</b> By 2022, as part of network redesign, brand transit routes by frequency	2018-2022

**STRATEGY:**  
Improve customer service training and monitoring

ACTION ITEM	PHASE
<b>PR10.</b> By 2018, conduct customer satisfaction surveys every other year or more	2018-2022
<b>PR11.</b> By 2018, implement mystery traveller/shopper program	2018-2022
<b>PR12.</b> By 2019, implement a new customer service training program for operators, customer service employees, and all other employees	2018-2022

**STRATEGY:**  
Provide a more comfortable and pleasant rider experience

ACTION ITEM	PHASE
<b>PR13.</b> By 2018, begin working with local governments to improve sidewalks, crossings, and bike infrastructure near transit stops	2018-2022
<b>PR14.</b> By 2018, begin working with local governments to improve cleanliness and maintenance of stop facilities and surrounding areas, including garbage collection and removal, landscape and debris maintenance, and lighting	2018-2022
<b>PR15.</b> By 2018, begin working with the City of New Orleans to create an expedited shelter permitting process	2018-2022
<b>PR16.</b> By 2019, begin installing more shelters, seating, lighting, rider information, and other amenities at transit stops	2018-2022
<b>PR17.</b> By 2019, ensure sufficient transit information and accommodations at the new airport terminal, including potential placement of Ticket Vending Machine(s)	2018-2022
<b>PR18.</b> By 2022, complete studies for Downtown, New Orleans East, and Algiers transit centers and smaller mobility hubs, including evaluation in Comprehensive Operations Analysis (COA)	2018-2022
<b>PR19.</b> By 2022, create an Art in Transit program	2018-2022
<b>PR20.</b> Incorporate quieter, more comfortable vehicles with amenities such as bag storage and wi-fi in fleet replacement cycles, when feasible	2023-2027
<b>PR21.</b> Establish a Downtown Transit Center	2023-2027
<b>PR22.</b> Establish New Orleans East and Algiers Transit Centers	2023-2027
<b>PR23.</b> Establish smaller mobility hubs at targeted locations	2028-2040



## THE PLAN

**STRATEGY:**  
Improve safety  
awareness

ACTION ITEM	PHASE
<b>PR24.</b> By 2018, begin using Safety Management Systems to improve safety awareness for operators and other employees	2018-2022
<b>PR25.</b> By 2019, create a public safety campaign for motorists, pedestrians, and other travellers	2018-2022
<b>PR26.</b> By 2019, study top 10 locations for RTA-related crashes for site-specific improvements	2018-2022
<b>PR27.</b> By 2020, begin implementing site specific improvements to improve top RTA-related crash locations	2018-2022

## Measures and Targets

1. Average customer satisfaction rate for each mode.
  - » *Target: Good or better by 2022*
2. Average customer satisfaction rate for safety.
  - » *Target: Good or better by 2022*
3. Rate of safety incidents per 100,000 revenue miles for each fixed route mode.
  - » *Target: Below the national average by 2027*
4. Percentage of transit stops with 15 or more daily boardings (n=700) that have benches or shelters, unless prohibited by installation requirements.
  - » *Target: 90% by 2027*
5. Percentage of transit stops with 250 or more daily boardings (n=50) that have real-time information, wayfinding, and art/cultural references.
  - » *Target: 90% by 2027*
6. Percentage of missing transit stop signs that are replaced within 24 hours of notification to RTA.
  - » *Target: 90% by 2019*
7. The average dwell time at stops for each fixed route
  - » *Target: TBD*
8. The average time spent boarding at stops for each fixed route
  - » *Target: TBD*





# BE RELIABLE

## PROVIDE ON-TIME AND PREDICTABLE SERVICE

STRATEGY: Provide real-time information	ACTION ITEM	PHASE
	<b>BR1.</b> By 2018, utilize new technology systems to improve dispatcher-operator communications and feedback	2018-2022
	<b>BR2.</b> By 2018, implement bus and streetcar tracking for riders	2018-2022
	<b>BR3.</b> By 2018, all planned service disruptions are communicated online/mobile app and at the stop level at least 14 days in advance	2018-2022
	<b>BR4.</b> By 2019, 80% of unanticipated service disruptions resulting in a detour are communicated online/mobile app within 1 hour of RTA being notified and at the stop level within 2 hours	2018-2022
	<b>BR5.</b> By 2019, implement ferry tracking for riders	2018-2022
	<b>BR6.</b> By 2020, implement paratransit tracking for riders in addition to traditional communication	2018-2022
	<b>BR7.</b> By 2022, provide real-time arrival info at stops with more than 250 boardings a day	2018-2022



## THE PLAN

<b>STRATEGY:</b> Add transit priority treatments on roadways and reduce conflicts with automobiles	ACTION ITEM	PHASE
	<b>BR8.</b> By 2019, begin working with local governments to make bus stops highly visible in order to minimize illegal parking	2018-2022
	<b>BR9.</b> By 2020, study and identify potential solutions to reduce the delay from automobiles turning in front of transit vehicles in neutral grounds	2018-2022
	<b>BR10.</b> By 2020, identify stops to move from near-side locations (before an intersection) to far-side locations (after an intersection)	2018-2022
	<b>BR11.</b> By 2021, begin working with the City of New Orleans to reduce the number of turning conflicts between automobiles and transit vehicles in neutral grounds	2018-2022
	<b>BR12.</b> By 2022, identify potential dedicated lanes, High-Occupancy Vehicle (HOV) lanes, signal priority improvements, queue jumps, and other priority treatments for transit routes to minimize delay from areas with high congestion	2018-2022
	<b>BR13.</b> By 2022, coordinate with local governments to create policies in which roadway maintenance and construction projects include relocation of stops and bus pads to far-side locations, in accordance with Complete Streets policies	2018-2022
	<b>BR14.</b> By 2022, pilot transit priority treatments along one or more transit routes	2018-2022
<b>BR15.</b> Work with local governments, the Regional Planning Commission, and the State to begin implementing dedicated lanes, High-Occupancy Vehicle (HOV) lanes, signal priority improvements, queue jumps, and other priority treatments for transit routes	2023-2027	

<b>STRATEGY:</b> Retain and recruit good employees	ACTION ITEM	PHASE
	<b>BR16.</b> By 2022, create a Career Pathways program for employees and ensure competitive pay and benefits	2018-2022
<b>BR17.</b> Partner with Delgado and other colleges to create apprenticeship programs	2023-2027	

<b>STRATEGY:</b> Increase funding for services	ACTION ITEM	PHASE
	<b>BR18.</b> By 2020, study traditional and innovative options for increasing funding for services, such as value capture. Include consideration of impacts to low-income households	2018-2022
	<b>BR19.</b> By 2022, increase non-traditional funding sources, including private partnerships	2018-2022
	<b>BR20.</b> By 2022, consider increasing fares	2018-2022
<b>BR21.</b> Seek additional dedicated funding sources	2023-2027	

**STRATEGY:**  
Increase pre-boarding payments

ACTION ITEM	PHASE
<b>BR22.</b> By 2018, deploy a marketing campaign to increase GoMobile 2.0 users	2018-2022
<b>BR23.</b> By 2020, deploy Ticket Vending Machines at 25 high traffic stops	2018-2022
<b>BR24.</b> By 2020, as part of Comprehensive Operations Analysis (COA), develop a plan for increasing pre-boarding payments	2018-2022
<b>BR25.</b> By 2022, pilot Ticket Vending Machines and/or other pre-boarding payment options along the entirety of one or more transit routes with chronic boarding-related delay	2018-2022
<b>BR26.</b> Provide pre-boarding payment options for paratransit	2023-2027

**STRATEGY:**  
Reduce delays due to excessive stopping, operator fatigue, and vehicle breakdowns

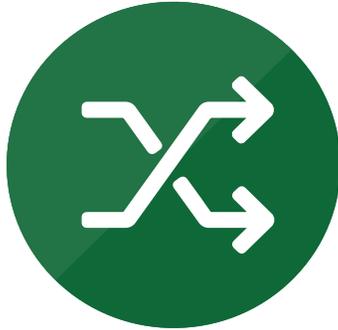
ACTION ITEM	PHASE
<b>BR27.</b> By 2018, develop a Transit Asset Management Plan	2018-2022
<b>BR28.</b> By 2021, begin overhauling the bus fleet, replacing the majority of aging vehicles and purchasing additional vehicles	2018-2022
<b>BR29.</b> By 2022, as part of a network redesign, adjust routes where schedules are too tight and implement stop-spacing guidelines to reduce redundant stops	2018-2022
<b>BR30.</b> By 2022, create autonomous vehicle pilot	2018-2022

## Measures and Targets



- On-time performance for fixed routes\*.
  - » *Target: 80% by 2020, 85% by 2022*
- On-time performance for paratransit trips.
  - » *Target: 90% by 2022*
- Percentage of customers using pre-paid fare media.
  - » *Target: 80% by 2022*
- Average overall system speed.
  - » *Target: 13 MPH by 2022, 15 MPH by 2027*

\*Consider headway adherence as the measure of on-time performance for high frequency routes



# CONNECT TO OPPORTUNITIES

**PROVIDE GOOD ACCESS TO DESTINATIONS  
UTILIZING ALL TRANSPORTATION OPTIONS  
AVAILABLE**

**STRATEGY:**

Create fast, frequent service on major corridors in the region (High Capacity Transit)

ACTION ITEM	PHASE
<p><b>CO1.</b> By 2022, complete feasibility studies for upgrading and extending existing transit routes in RTA’s service area into High-Capacity Transit corridors:</p> <ul style="list-style-type: none"> <li>• Broad/Gentilly/Chef</li> <li>• Canal Streetcar</li> <li>• Rampart/St. Claude</li> <li>• St. Charles Streetcar</li> <li>• Tulane</li> </ul>	2018-2022
<p><b>CO2.</b> Complete feasibility studies for creating regional High-Capacity Transit corridors:</p> <ul style="list-style-type: none"> <li>• Elmwood/Claiborne</li> <li>• Veterans/Airport</li> <li>• Westbank Expressway</li> </ul>	2023-2027
<p><b>CO3.</b> Implement the following High-Capacity Transit projects:</p> <ul style="list-style-type: none"> <li>• Broad/Gentilly/Chef</li> <li>• Canal Streetcar</li> <li>• St. Charles Streetcar</li> <li>• Tulane</li> </ul>	2023-2027
<p><b>CO4.</b> Implement the following High-Capacity Transit projects:</p> <ul style="list-style-type: none"> <li>• Rampart/St. Claude</li> <li>• Elmwood/Claiborne</li> <li>• Veterans/Airport</li> <li>• Westbank Expressway</li> </ul>	2028-2040

**STRATEGY:**  
Establish  
Select Service  
Routes

ACTION ITEM	PHASE
<b>CO5.</b> Upgrade existing transit routes to Select Service Routes: <ul style="list-style-type: none"> <li>• Elysian Fields</li> <li>• General De Gaulle</li> <li>• Magazine</li> <li>• Riverfront Streetcar</li> </ul>	2023-2027

**STRATEGY:**  
Improve local  
routes and  
crosstown service

ACTION ITEM	PHASE
<b>CO6.</b> By 2020, complete a new Comprehensive Operations Analysis (COA) with recommendations for a network redesign and capital needs for implementation. Consider equity impacts and impacts related to proposed High-Capacity Transit (HCT) lines and potential major developments in the region such as the "opportunity sites" identified in the City's Master Plan	2018-2022
<b>CO7.</b> By 2022, finalize implementation of network redesign	2018-2022
<b>CO8.</b> By 2022, adjust crosstown service to meet COA-assessed demand	2018-2022

**STRATEGY:**  
Improve mobility  
Downtown

ACTION ITEM	PHASE
<b>CO9.</b> By 2020, pilot circulator service options in the CBD using existing small vehicle fleet	2019-2020
<b>CO10.</b> By 2020, complete study for improved mobility options in the CBD and French Quarter as part of the Comprehensive Operations Analysis	2018-2022
<b>CO11.</b> Begin operating recommended French Quarter mobility improvements	2023-2027
<b>CO12.</b> Begin operating recommended CBD mobility improvements	2028-2040



## THE PLAN

<b>STRATEGY:</b> Provide quick connections between distant areas in the region	<b>ACTION ITEM</b>	<b>PHASE</b>
	<b>CO13.</b> By 2022, work with the State to re-introduce intercity bus service between Baton Rouge and New Orleans	2018-2022
	<b>CO14.</b> By 2022, coordinate with Jefferson Parish to provide regional express routes to CBD: <ul style="list-style-type: none"> <li>• Airport/Veterans/Canal St. corridor</li> <li>• Elmwood/Claiborne corridor</li> <li>• Westbank Expressway corridor</li> </ul>	2018-2022
	<b>CO15.</b> Coordinate with St. Bernard Parish and St. Tammany Parish to provide regional express routes to CBD: <ul style="list-style-type: none"> <li>• Chalmette</li> <li>• Mandeville/Covington</li> <li>• Slidell</li> </ul>	2023-2027
	<b>CO16.</b> Coordinate with the State to implement the proposed Baton Rouge-New Orleans Passenger Rail project	2028-2040
<b>STRATEGY:</b> Expand water transportation options	<b>ACTION ITEM</b>	<b>PHASE</b>
	<b>CO17.</b> By 2018, introduce faster, modern water transportation vehicles	2018-2022
	<b>CO18.</b> By 2022, evaluate making the hours of operation for the Canal St-Algiers ferry more consistent for all days of the week	2018-2022
	<b>CO19.</b> Add water transportation from Canal St. to Gretna	2023-2027
	<b>CO20.</b> Add water transportation from Canal St. to Poland Ave. in conjunction with plans for a cruise terminal and redevelopment of the Navy facility	2028-2040
<b>STRATEGY:</b> Coordinate schedules for transfers	<b>ACTION ITEM</b>	<b>PHASE</b>
	<b>CO21.</b> By 2022, as part of network redesign, fully integrate ferry schedule with fixed routes	2018-2022
	<b>CO22.</b> By 2022, as part of network redesign, fully integrate RTA schedules at transfer areas with surrounding transit agencies	2018-2022

**STRATEGY:**

Use on-demand services and flexible services for low-demand areas and times

ACTION ITEM	PHASE
<b>CO23.</b> By 2019, pilot first-mile, last-mile connections	2018-2022
<b>CO24.</b> By 2019, pilot neighborhood circulators using small vehicles in New Orleans East , Algiers, and other areas where feasible	2018-2022
<b>CO25.</b> By 2022, evaluate partnering with Transportation Network Companies (TNCs) for subsidized late-night, early morning, and weekend rides	2018-2022
<b>CO26.</b> Evaluate how RTA can incorporate emerging transit options	2023-2027

**STRATEGY:**

Encourage more housing, businesses, and community services in areas along High Capacity Transit lines

ACTION ITEM	PHASE
<b>CO27.</b> By 2018, create a Transit-Oriented Development (TOD) program and plan, including consideration of property owned privately and by other public agencies	2018-2022
<b>CO28.</b> By 2018, begin working with local governments to implement and encourage TOD with zoning overlays and other tools	2018-2022
<b>CO29.</b> By 2022, work with regional organizations to use grant funding and private resources to encourage developers to build TOD in preferred areas with affordable housing	2018-2022

**STRATEGY:**

Partner with schools major employers, and social service providers

ACTION ITEM	PHASE
<b>CO30.</b> By 2018, begin working with major employers, emerging industries, healthcare providers, and large social service providers to encourage transit use and purchase discounted passes in bulk for their employees and/or customers	2018-2022
<b>CO31.</b> By 2020, work with public high schools to encourage student ridership	2018-2022
<b>CO32.</b> Work with colleges and universities to provide passes for students, paid for by student fees	2023-2027
<b>CO33.</b> Solicit major employers to sponsor transit routes and amenities	2023-2027



## THE PLAN

### STRATEGY:

Expand the reach of High Capacity Transit and Select Service Routes

ACTION ITEM	PHASE
<b>CO34.</b> By 2022, work the City of New Orleans to expand their bike share system to include more locations near High-Capacity Transit and Select Routes	2018-2022
<b>CO35.</b> Provide Park-and-Ride lots near High-Capacity Transit and Select Routes	2023-2027
<b>CO36.</b> Work with partners to increase the number of car share stations near High-Capacity Transit and Select Routes	2023-2027
<b>CO37.</b> Coordinate with local governments to identify and address major barriers to pedestrian access at high demand stops	2023-2027

### STRATEGY:

Formalize coordination with other mobility providers in the region

ACTION ITEM	PHASE
<b>CO38.</b> By 2018, begin quarterly technical coordination meetings with mobility providers in the region and include representatives from the airport, Regional Planning Commission, local governments, and other agencies as needed	2018-2022
<b>CO39.</b> By 2022, develop cost and revenue sharing agreements to provide service across parish lines	2018-2022
<b>CO40.</b> Study options for making shared mobility in the region a seamless experience for the customer, including potential consolidation of services	2023-2027

## Measures and Targets

- 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.
  - » *Target: 60% by 202*
- Percentage of the service area population within one-quarter mile walking distance of a High-Capacity Transit line
- Number of passes sold to public high schools in the service area.
  - » *Target: 50% of student population by 2027*
- Number of passes sold to colleges and universities in the service area.
  - » *Target: 50% of the student population by 2027*
- Number of partnerships with major employers in the service area.
  - » *Target: 50% of employers with more than 500 employees by 2027*





# SUPPORT A SUSTAINABLE, HEALTHY REGION

## MITIGATE CLIMATE CHANGE AND IMPROVE PUBLIC HEALTH

### STRATEGY:

Reduce RTA's  
environmental  
impact

ACTION ITEM	PHASE
<b>SH1.</b> By 2020, begin incorporating low or no emission vehicles into new vehicle acquisitions and vehicle replacement cycles (2021-2023 and 2026-2027) for both service and administrative vehicles	2018-2022
<b>SH2.</b> Generate renewable energy, such as solar panels, on facilities	2023-2027

### STRATEGY:

Support walkable,  
livable transit  
corridors

ACTION ITEM	PHASE
<b>SH3.</b> Implement all action items in the "Provide a more comfortable and pleasant rider experience" strategy	All
<b>SH4.</b> By 2022, encourage transit-supportive development by working with local governments to waive parking requirements for development near frequent transit service	2018-2022
<b>SH5.</b> Work with regional organizations and business districts to use public and private funds to build enhancements to the pedestrian environment along major corridors	2023-2027
<b>SH6.</b> Incentivize transit by working with the City of New Orleans to implement market-based parking pricing	2023-2027



## THE PLAN

**STRATEGY:**  
Improve access  
to healthcare and  
recreation

ACTION ITEM	PHASE
<b>SH7.</b> Serve most major healthcare facilities with High-Capacity Transit or Select Routes	2028-2040
<b>SH8.</b> Serve most community health centers with High-Capacity Transit or Select Routes	2028-2040
<b>SH9.</b> Serve most major parks and recreational facilities with High-Capacity Transit or Select Routes	2028-2040

## Measures and Targets



1. Percentage of RTA's fleet powered by low or no-emissions vehicles.
  - » *Target: 75% by 2030*
2. Share of work trips made by transit in New Orleans.
  - » *Target: 20% by 2030*
3. Percentage of households in the service area within 30 minutes by transit of a major healthcare facility during typical office hours.
  - » *Target: 80% by 2022*
4. Percentage of households in the service area within 30 minutes by transit of a community health center during typical office hours.
  - » *Target: 80% by 2022*
5. Percentage of households in the service area within 30 minutes by transit of a major park or recreational facility during typical hours.
  - » *Target: 80% by 2022*
6. Average number of bikes on vehicles per day.
  - » *Target: 500 by 2030*

