

| GOAL | OBJECTIVE | STRATEGY | # | ACTION ITEM | TIMING |
|--------|--|--|------|---|-----------|
| Equity | Be transparent in decision-making | Make providing input easier | ET14 | Move public comments to the beginning of the agenda | 2023 |
| Equity | Be transparent in decision-making | | ET15 | Create Public Participation Plan to provide guidance on public involvement in all agency activities | 2023-2024 |
| Equity | Be transparent in decision-making | | ET16 | Keep RTA customer-facing resources and tools up-to-date and easy to use for riders, including reintroducing the chat feature on website for web users | 2023-2026 |
| Equity | Provide mobility services in a just and fair manner | Make transit accessible for people with disabilities | BE3 | Complete a comprehensive accessibility study to ensure that all agency activities and RTA service (bus, streetcar, ferry, stops, facilities, technology, information, communication, wheelchair safety)reflect best practice for access and ADA | 2023-2024 |
| Equity | Provide mobility services in a just and fair manner | | BE4 | Complete paratransit operations analysis and implement resulting recommendations | 2024-2025 |
| Equity | Provide mobility services in a just and fair manner | | BE6 | In accordance with legal agreements, work with the City of New Orleans to inspect transit stops and develop a new ADA Transition Plan | 2024 |
| Equity | Provide mobility services in a just and fair manner | | BE7 | In accordance with legal agreements, work with the City of New Orleans to ensure that all transit stops are ADA-compliant by 2031 | 2023-2031 |
| Equity | Provide good access to destinations utilizing all transportation options available | Partner with schools major employers, and social service providers | CO30 | Scale up bulk pass purchases through building partnerships with major employers, emerging industries, healthcare providers, and large social service providers | 2023-2025 |
| Equity | Provide good access to destinations utilizing all transportation options available | | CO31 | Increase number of public high schools using RTA as a transportaton option for students. | 2023-2025 |
| Equity | Provide good access to destinations utilizing all transportation options available | | CO32 | Complete pilot program with Delgado and build out formalized program for universities to support student passes. | 2023-2025 |
| Equity | Provide good access to destinations utilizing all transportation options available | | CO33 | Explore feasibility of working with employers to sponsor transit routes or transit passenger amenities | 2023-2026 |
| Equity | Mitigate climate change and improve public health | Improve access to healthcare and recreation | SH7 | Coordinate with healthcare facilities to improve access and transit passenger amenities to facilities. | 2023-2026 |
| Equity | Mitigate climate change and improve public health | | SH8 | Coordinate with community health centers to improve access and transit passenger amenities to facilities. | 2023-2026 |

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| Equity | Mitigate climate change and improve public health | | SH9 | Coordinate with NORD to improve access and transit passenger amenities to facilities. | 2023-2026 |
| Equity | Mitigate climate change and improve public health | Support walkable, livable transit corridors | SH3 | Increase ridership through marketing campaigns, TOC initiatives and regional coordination. | 2023-2028 |
| Equity | Mitigate climate change and improve public health | | SH4 | Encourage transit-supportive development by working with local governments to waive parking requirements or use parking maximums for development near frequent transit service | 2023-2026 |
| Equity | Mitigate climate change and improve public health | | SH5 | Work with regional organizations and business districts to use public and private funds to build enhancements to the pedestrian environment along major corridors | 202-2030 |
| Equity | Mitigate climate change and improve public health | | SH6 | Incentivize transit by working with the City of New Orleans to implement market-based parking pricing | 2023-2026 |
| Equity | Provide mobility services in a just and fair manner | | Encourage more housing, businesses, and community services in areas along High Capacity Transit lines | BE1 | Establish and maintain a Transit Oriented Communities working group with local governments and partners to develop tools that support an increase in affordable housing and ridership |
| Equity | Provide mobility services in a just and fair manner | BE2 | | Adopt an agency Transit Oriented Communities policy to guide joint development opportunities and local government land use regulations | 2023-2024 |
| Equity | Provide good access to destinations utilizing all transportation options available | CO27 | | Create a Transit-Oriented Communities (TOC) program and plan, including consideration of property owned privately and by other public agencies | 2023-2024 |
| Equity | Provide good access to destinations utilizing all transportation options available | CO28 | | Work with local governments to implement and encourage TOC with zoning overlays and other tools | 2023-2025 |
| Equity | Provide good access to destinations utilizing all transportation options available | CO29 | | Work with regional and state organizations to encourage developers to build TOC in preferred areas with affordable housing | 2023-2025 |
| World-Class Rider Experience | Provide good access to destinations utilizing all transportation options available | Coordinate schedules for transfers | CO21 | Continue to integrate ferry schedule with schedules for fixed bus routes serving the ferry terminals | 2023-2024 |
| World-Class Rider Experience | Provide good access to destinations utilizing all transportation options available | | CO22 | Fully integrate RTA schedules at transfer areas with surrounding transit agencies | 2023-2024 |
| World-Class Rider Experience | Provide good access to destinations utilizing all transportation options available | Expand the reach of High Capacity Transit and Select Routes | CO34 | Develop framework for first mile/last mile connections in New Orleans. Coordinate with Blue Bikes to co-locate bike share stations and transit stops where possible. | 2023-2030 |

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| World-Class Rider Experience | Provide good access to destinations utilizing all transportation options available | | CO35 | Complete a study to review where park-and-ride lots could support increased ridership. | 2024-2025 | |
| World-Class Rider Experience | Provide good access to destinations utilizing all transportation options available | | CO36 | Coordinate with any new mobility service providers that enter the New Orleans market to support improved multi-modal environment | Ongoing | |
| World-Class Rider Experience | Provide good access to destinations utilizing all transportation options available | | CO37 | Coordinate with local governments to identify and address major barriers to pedestrian access at high demand stops | 2024-2030 | |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | Improve customer service training and monitoring | PR10 | Conduct customer satisfaction surveys every other year or more | Ongoing | |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR12 | Implement a customer service training program for customer-facing employees to be taken when employees are hired and refreshed at regular intervals. | Ongoing | |
| World-Class Rider Experience | Be transparent in decision-making | Improve public information and rider communication | ET1 | Standardize project update template, present at Board meetings and post on website | 2023 | |
| World-Class Rider Experience | Be transparent in decision-making | | ET2 | Provide SMP update at the annual RTA State of Transit event | Annual | |
| World-Class Rider Experience | Be transparent in decision-making | | ET3 | Post an easy-to-understand Annual Budget Report online with funding and expenses by major categories and a list of planned projects | 2023 | |
| World-Class Rider Experience | Be transparent in decision-making | | ET5 | Create a publicly available dashboard that shares up-to-date performance data, including plan metrics, on-time performance data, and ridership by route | 2023 | |
| World-Class Rider Experience | Be transparent in decision-making | | ET7 | Provide public information and rider alerts in a timely matter online, on the mobile app and at impacted stops | 2023-2024 | |
| World-Class Rider Experience | Be transparent in decision-making | | ET8 | Update SMP annually as part of budget process and present prior to budget Board report | Annual | |
| World-Class Rider Experience | Be transparent in decision-making | | ET9 | Develop policy about board composition to guide future RTA Board appointments | 2023-2024 | |
| World-Class Rider Experience | Be transparent in decision-making | | ET11 | Enable customers to track the status of submitted complaints online | 2023-2025 | |
| World-Class Rider Experience | Be transparent in decision-making | | ET12 | Comprehensively review and update the SMP every 5 years | Every 5 years | |
| World-Class Rider Experience | Be transparent in decision-making | | UP10 | Create and implement plan to increase attendance at Riders Advisory Committee meeting | 2023-2024 | |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | Make services and schedules easier to understand | PR7 | As part of the network redesign, replace all transit stop signs | 2023-2024 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | | PR9 | Brand transit routes by frequency | 2023-2024 |

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| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | Improve safety awareness | PR24 | Continue to measure and report internally and externally on the maintenance and efforts of the SMS | Ongoing |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR25 | Launch a comprehensive public safety campaign | 2023-2024 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR26 | Provide quarterly reporting on RTA-related crashes, including location. | Ongoing |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR27 | Build and maintain priority list of crash locations for improvements to address internally and externally working with the City of New Orleans. | 2023-2025 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | Provide a more comfortable and pleasant rider experience | PR13 | Through the Surface Transporting Working Group, create implementation plan for improving sidewalks, crossings, and bike infrastructure near transit, prioritize by high frequency routes. | 2023-2024 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR14 | Develop a work process and guidance for the maintenance of stop facilities and the surrounding areas | 2023-2024 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR15 | Improve shelter placement and improvement permitting by improving process with DOTD for state roads and formalize CPC process for improving shelters and introducing new shelter designs through land use actions | 2023-2024 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR16 | Develop prioritized list of locations for shelter installation and shelter improvements. Report on progress annually. | 2023-2024 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR17 | Improve stop location, wayfinding and ticketing purchase options at the airport. | 2022-2023 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR18 | Complete studies for New Orleans East and Algiers transit centers and needs for mobility hubs. | 2023-2024 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR19 | Formalize an Art in Transit program to support the placement of art on shelters, rolling stock, and transit centers. | 2023-2026 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR20 | Develop vehicle standards for each route and service type, including vehicle amenities. | 2023 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR22 | Following the completion of studies for the New Orleans East and Algiers Transit Centers, design and construct these hubs. | 2025-2030 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR23 | Establish design and programming standards for mobility hubs. Construct 2-3 hubs by 2026, and the remaining by 2030. | 2026-2030 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | UP11 | Improve waiting experience for riders by providing appropriate stop level amenities based on stops standards | 2023-2030 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | UP12 | Create an updated stops database and system for keeping it up-to-date | 2023 |

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| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | Provide easy payment options | PR1 | Review new mobile app functionality (including accessibility) and make all upgrades necessary and possible | 2023 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR2 | Introduce new regional fare products that support easier transfers between transit agencies | 2023 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR4 | 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 | 2023 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR5 | Implement smart card program based on study recommendations | 2023-2025 |
| World-Class Rider Experience | Provide mobility services that are safe, easy to use, and comfortable | | PR3 | Complete update to fare structure, pass options, and related policies based on new smart card program | 2025 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | | Create fast, frequent service on major corridors in the region (High Capacity Transit) | CO1 | Review the originally proposed High Capacity Transit (HCT) corridors and definitions of HCT. Assess how to apply service standards to existing routes following the network redesign and where future service could be upgraded. |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | CO3 | | Implement the findings of the BRT study to offer BRT service connecting the Westbank to New Orleans East via CBD | 2024-2026 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | CO2 | | Complete feasibility study for serving Veterans Blvd and Airport route. Along with CO1, consider the appropriate service types for named corridors. | 2024-2026 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | CO4 | | Implement the findings of the BRT study to connect New Orleans East to Westbank via CBD | 2023-2028 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | | | | |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | Expand water transportation options | | CO19 | Complete water transportation expansion study to determine feasibility of retaining and expanding water transportation services |
| Regional Connections | Provide mobility services that are safe, easy to use, and comfortable | Develop facilities that support regional, integrated mobility | PR21 | Design and construct the Downtown Transit Center | 2023-2025 |
| Regional Connections | Provide mobility services that are safe, easy to use, and comfortable | | UP3 | Establish Union Passenger Terminal (UPT) as mobility center and RTA administration center | 2023 |
| Regional Connections | Provide mobility services that are safe, easy to use, and comfortable | | UP4 | Complete renovation of Algiers Point Ferry Terminal and replacement of Algiers barges | 2024-2026 |

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| Regional Connections | Provide good access to destinations utilizing all transportation options available | Formalize coordination with other mobility providers in the region | CO38 | Participate in 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 | Ongoing |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | | CO39 | Evaluate existing and potential opportunities for cost sharing within and across-parishes, including JP Transit, SBURT, and ferry funding | 2023-2025 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | | CO40 | Study options for making shared mobility in the region a seamless experience for the customer, including potential consolidation of services, and inclusion of fare products on the RTA mobile app | 2023-2025 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | Provide quick connections between distant areas in the region | CO13 | Complete a study on intercity bus service between Baton Rouge and New Orleans to establish the business case for the service | 2023-2024 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | | CO14 | Strengthen regional transit routing in coordination with Jefferson Parish. | 2023-2025 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | | CO15 | Strengthen regional transit routing in coordination with St. Bernard Parish. Where possible, explore regional connections with St. Tammany Parish | 2023-2025 |
| Regional Connections | Provide good access to destinations utilizing all transportation options available | | CO16 | Coordinate with the State to implement the proposed Baton Rouge New Orleans Passenger Rail project | 2023-2026 |
| Innovation | Provide on-time and predictable service | Increase funding for services | BR18 | Study traditional and innovative options for increasing funding for services, such as value capture. Include consideration of impacts to low-income households | 2023-2026 |
| Innovation | Provide on-time and predictable service | | BR19 | Explore feasibility of non-traditional funding sources | 2023-2026 |
| Innovation | Provide on-time and predictable service | | BR20 | Review fare structure at least every 2 years | Ongoing |
| Innovation | Provide on-time and predictable service | | BR21 | Study pathways for seeking additional dedicated funding sources | 2023-2026 |
| Innovation | Provide on-time and predictable service | Increase pre-boarding payments | BR22 | Deploy marketing and education campaign to increase mobile ticketing users | 2022-2025 |
| Innovation | Provide on-time and predictable service | | BR23 | As part of Comprehensive Fare Modernization Initiative (CFMI), identify TVM technology roadmap and asset plan | 2023-2026 |
| Innovation | Provide on-time and predictable service | | BR24 | As part of CFMI, complete analysis of dwell time and pre-boarding payment options | 2023-2025 |
| Innovation | Provide on-time and predictable service | | BR25 | Increase the use of pre-paid fares by increasing the ways riders can purchase fares, especially along high-frequency routes and the future BRT | 2023-2026 |

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| Innovation | Provide on-time and predictable service | | BR26 | Provide pre-boarding payment options for Paratransit | 2025-2028 |
| Innovation | Provide mobility services that are safe, easy to use, and comfortable | Introduce new ways to effectively manage and communicate services | UP1 | Pilot using headway management for high-frequency lines | 2023-2024 |
| Innovation | Provide mobility services that are safe, easy to use, and comfortable | | PR6 | Create a ridership campaign that supports current riders and reaches new potential riders to use the RTA | 2023-2024 |
| Innovation | Provide on-time and predictable service | Provide real-time information | BR1 | Complete and optimize the implementation of disruption manager. Upgrade technology systems to improve dispatcher-operator communications and feedback. | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR3 | Communicate planned service disruptions online and on the mobile app two weeks before disruption is to occur, or as soon as possible if notice time is shorter than two weeks. Provide information at stop level. | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR4 | Develop policy for service disruptions, including information to be communicated and standards for timeliness of communication | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR5 | Implement ferry tracking for riders | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR6 | Implement paratransit tracking for riders in addition to traditional communication | 2025-2027 |
| Innovation | Provide on-time and predictable service | | BR7 | Provide real-time information at stops with more than 250 boardings a day | 2025-2028 |
| Innovation | Provide good access to destinations utilizing all transportation options available | | Improve local routes and crosstown service | CO7 | Measure and analyze impact of the network redesign and use this to inform future service changes. |
| Innovation | | Establish Select Routes | CO5 | Determine the appropriate service definitions and levels for each route in the new network following the 2022 network redesign. | 2023-2024 |
| Innovation | Provide good access to destinations utilizing all transportation options available | | UP2 | Accelerate streetcar modernization to be safer, faster and fully accessible | 2023-2028 |
| Innovation | Provide on-time and predictable service | Add transit priority treatments on roadways and reduce conflicts with automobiles | BR8 | Minimize illegal parking in bus stops through highly visible bus stops and signage. | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR9 | Study and identify improvements to improve the safety of rail network. | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR10 | Complete a stop rebalancing plan to make service more efficient | 2023-2024 |

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| Innovation | Provide on-time and predictable service | | BR11 | Implement findings from safety study through Surface Transportation Working Group | 2024-2026 |
| Innovation | Provide on-time and predictable service | | BR12 | Complete feasibility studies for Transit Priority Treatments for all high frequency routes | 2023-2026 |
| Innovation | Provide on-time and predictable service | | BR13 | Along with stop rebalancing plan and ADA upgrades, work with City of New Orleans to optimize process for rebuilding or relocating transit stops during roadway maintenance and construction projects | 2022-2025 |
| Innovation | Provide on-time and predictable service | | BR14 | Pilot transit priority treatments for one or more non-BRT routes with City of New Orleans | 2025-2026 |
| Innovation | Provide on-time and predictable service | | BR15 | 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 | 2026-2028 |
| Innovation | Provide good access to destinations utilizing all transportation options available | Improve mobility Downtown | CO9 | Include the CBD and French Quarter in studies for use of smaller vehicles and micro-transit | 2023-2024 |
| Innovation | Provide good access to destinations utilizing all transportation options available | | CO10 | Complete study for improved mobility options in the CBD and French Quarter | 2023-2025 |
| Innovation | Provide good access to destinations utilizing all transportation options available | | CO11 | Begin operating recommended French Quarter mobility improvements | 2025-2027 |
| Innovation | Provide good access to destinations utilizing all transportation options available | | CO12 | Begin operating recommended CBD mobility improvements | 2025-2027 |
| Innovation | Provide on-time and predictable service | Reduce delays due to excessive stopping, operator fatigue, and vehicle breakdowns | BR27 | Update TAM annually | Ongoing |
| Innovation | Provide on-time and predictable service | | BR28 | Update fleet replacement plan to include transition plan to a low and no-emissions fleet. | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR29 | Following the network redesign, adjust routes where schedules are too tight and implement stop-spacing guidelines to reduce redundant stops | 2023-2024 |
| Innovation | Provide on-time and predictable service | | BR30 | Develop AV technology readiness assessment for New Orleans. | 2023-2024 |

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| Innovation | Mitigate climate change and improve public health | Reduce RTA's environmental impact | SH1 | Incorporate low or no emission vehicles into new vehicle acquisitions and vehicle replacement cycles for both service and administrative vehicles in accordance with the Fleet Transition Plan | 2023-2026 |
| Innovation | Mitigate climate change and improve public health | | SH2 | Complete study on possible resilience upgrades at RTA facilities to develop a resilient building strategy. | 2024-2026 |
| Innovation | Provide good access to destinations utilizing all transportation options available | Use on-demand services and flexible services for low-demand areas and times | CO23 | Conduct study on micro-mobility service for areas of need in New Orleans | 2023-2025 |
| Innovation | Provide good access to destinations utilizing all transportation options available | | CO24 | Pilot use of small vehicles to enhance flexibility of neighborhood circulators. | 2023-2024 |
| Innovation | Provide good access to destinations utilizing all transportation options available | | CO25 | Complete study considering fixed route alternatives for late-night and early morning service | 2023-2024 |
| Develop Our Workforce | Be an employer of choice | Retain and recruit good employees | BR16 | Maintain and grow a Career Pathways program for employees and ensure competitive pay and benefits | 2022-2024 |
| Develop Our Workforce | Be an employer of choice | | BR17 | Partner with local colleges, schools and job training programs to create RTA apprenticeship programs | 2023-2024 |
| Develop Our Workforce | Be an employer of choice | | UP5 | Establish design standards for operator comfort stops | 2023 |
| Develop Our Workforce | Be an employer of choice | | UP6 | Construct and install operator comfort stops at all end of route locations | 2024-2026 |
| Develop Our Workforce | Be an employer of choice | Invest in best-practices for effective administration (NEW) | UP7 | Deliver ERP system upgrades | 2023-2024 |
| Develop Our Workforce | Be an employer of choice | | UP8 | Study and develop roadmap for upgrading legacy IT systems and maximizing utilization and integration of existing IT systems | 2023 |
| Develop Our Workforce | Be an employer of choice | | UP9 | Deliver new IT improvements based on roadmap | 2023-2025 |
| Develop Our Workforce | Be an employer of choice | | UP19 | Improve administrative efficiency through institutionalizing SOPs | 2023-2025 |
| Develop Our Workforce | Be an employer of choice | | | | |