

NEW ORLEANS REGIONAL TRANSIT AUTHORITY  
**STRATEGIC MOBILITY PLAN**  
2023 UPDATE – FINAL



AUGUST 2023



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# 1 | INTRODUCTION

## WHAT IS THE STRATEGIC MOBILITY PLAN

The New Orleans Regional Transit Authority (RTA) developed and adopted the first Strategic Mobility Plan (SMP) in 2018, which set out:

- **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.

## WHY UPDATE THE PLAN

An essential aspect of any long-range plan is to periodically update the plan to reflect all the progress and changes that have occurred over the intervening years. The 2018 Strategic Mobility Plan (SMP) included an update process and called for one by 2022 (2018 Action ET12). In these past five years, a lot has happened at the RTA and in the Greater New Orleans region, the country and even the global community. A review of the last five years is discussed later in this Section. The timing of this update is both a requirement and a necessity to adjust course, for the next five years.

**This update is not a comprehensive re-plan, but rather a refresh that draws on previously collected data and community input from the original 2018 plan** and subsequent work done as part of the 2020 Comprehensive Operations Analysis (COA). The process undertaken with this update is discussed later in this Section, and a status update on the 2018 Actions is provided as an Appendix. A comprehensive update to the SMP will be initiated by 2026.



## COMMUNITY PRIORITIES FROM THE 2018 PLAN

This 2023 update remains steered by and in alignment with the community input provided for the original 2018 SMP. The planning process that resulted in the original 2018 SMP included a strong public engagement component, which was essential in establishing this first long-range vision and plan for the agency.

The 2018 SMP and this 2023 Update are built around the community priorities articulated through the planning process, shown at right. Top priorities are:

- **Improved access to destinations and reliability of existing transit service**
- **Fast, frequent service on major corridors**
- **Stronger regional connections**
- **Improved public perception of transit and better information sharing**
- **Greater accessibility, more late-night bus, and ferry service**

The values, objectives and strategies identified during this initial planning process, as described and listed below, remain the guide for all updates made.

**Values:** describe the core guiding principles for agency actions

- Plan with the public and plan for excellence
- Create a seamless high-quality regional transit system
- Make transit accessible for all
- Provide reliable access to destinations
- Provide easy and comfortable transit service

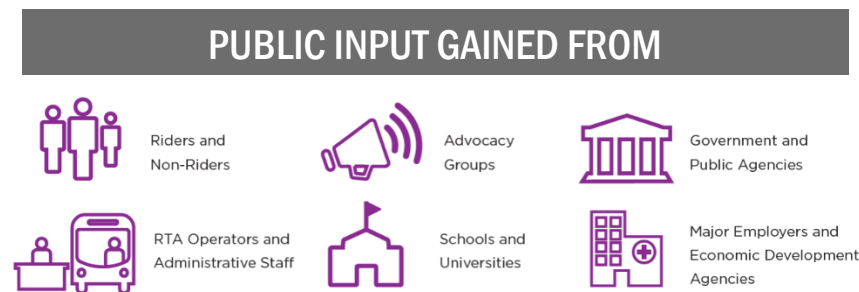
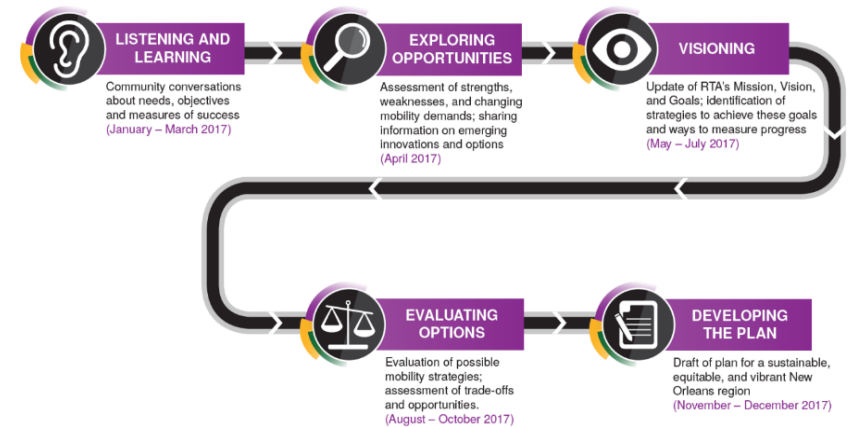
**Objectives:** describe the desired outcomes of agency actions

- Improved on-time performance
- Better real-time information sharing
- Improved seating, shelters, and other comforts
- Improved access to jobs and other destinations in the region

**Strategies:** describe the top-level actions to be taken by the agency

- Offer fast, frequent service
- Provide transit service options, including on nights and weekends
- Build improved stops and facilities
- Establish mechanisms to report implementation progress to public
- Weave equity into all goals

## 2018 SMP Planning Process





# WHAT HAS HAPPENED IN THE LAST 5 YEARS

## Summary of Accomplishments

- **Comprehensive Operations Analysis (COA) + Network Redesign**  
(2018 Actions CO6-8, CO21-22, BR29, PR8-9)  
Immediately following the adoption of the SMP in 2018, the New Orleans Regional Planning Commission (RPC) led the development of a regional first COA and bus network redesign in partnership with RTA, JP Transit and SBURT. That plan was adopted by RTA Board in early 2021 and implementation was completed in September 2022.
- **Initiation of New Hubs**  
Timed with the development and implementation of the bus network redesign, several new or reconfigured transit hubs were implemented for the first time in decades. New Orleans East and Downtown got new interim hubs and Algiers routes got better connected to the West Bank by using Gretna's existing Wilty Terminal.
- **New App “Le Pass”**  
In 2022 RTA replaced *GoMobile* with *Le Pass*, a new RTA-owned app that integrates trip planning, vehicle location and payment, The new platform provides greater opportunities to support transit pass programs for employers and future integration with Jefferson Parish Transit
- **Modernized Ferry Service**  
Ferry service on the Mississippi River took its next step as new pedestrian and bike passenger-only ferries RTA1 and RTA2 began operations in 2020. A new terminal at Canal Street is nearly complete and renovation of Algiers Point ferry is fully funded to start construction in early 2024.

## Transition to Fully Public Organization

In December 2020, RTA completed its transition from a fully delegated management model to 100% direct-employee public agency. In 2009 to stabilize services, the RTA hired a private contractor to fulfill nearly all agency functions. Following several reviews and reports, the agency began the transition with executive leadership in 2017 and then moving to directly employ all executive and administration functions in mid-2019. The new model provides more accountability and efficiencies to achieve the actions set forth in this update.



## Major Shocks

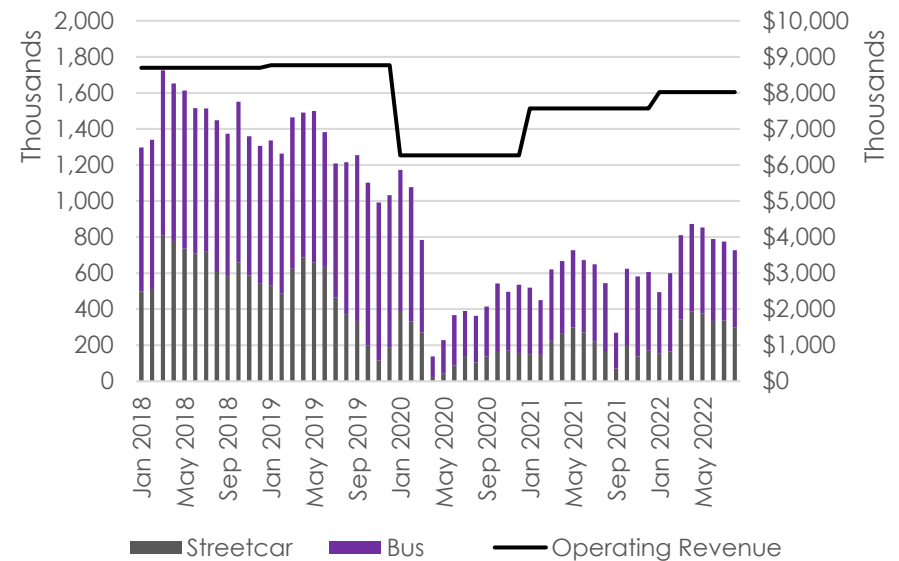
Shortly after organizational changes in October 2019, RTA was hit with a significant localized disruption to service with the collapse of the Hard Rock Hotel at Canal and Rampart Streets. **The building collapse severed the Rampart and Canal St streetcars lines and forced an emergency relocation of downtown operations** and major transfer area to Duncan Plaza.

RTA, the region, and the world continue to recover and adapt to post-pandemic reality. Since the outset of the global COVID-19 pandemic in March 2020, transit agencies around the world are struggling to rebuild service and especially ridership. In the US, federal recovery funds have allowed transit agencies, including RTA, to get through financial impacts and local sales taxes have now fully recovered to 2019 levels. However, ridership is still only at 65% of 2019 levels (as shown in chart at right). **RTA is expecting continued ridership growth in 2023 as a result of the bus network redesign with its better connected and more frequent routes.**

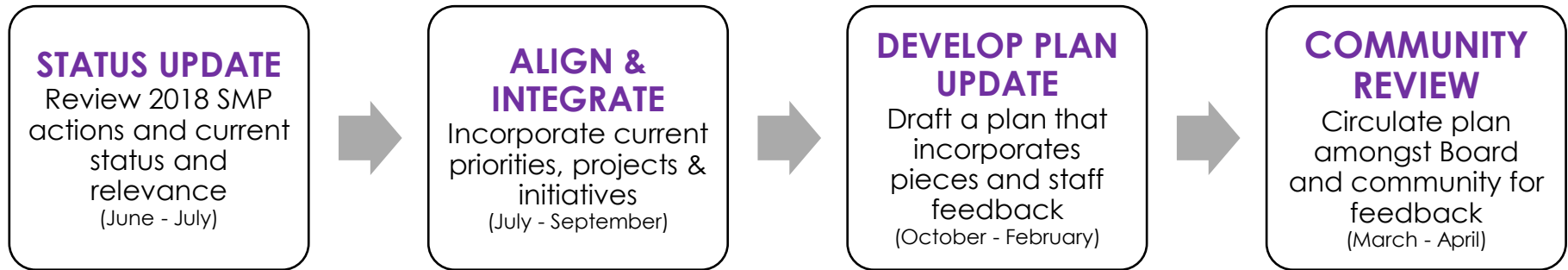
More work is needed in basic service but also in developing new, innovative mobility services (See Section 2) and in developing creative revenue streams.

In September 2021, a category 4 hurricane slammed into Louisiana coast just west of New Orleans. **Hurricane Ida inflicted severe damage to the region's power grid leaving hundreds of thousands of homes without power for as long 3 weeks.** RTA facilities and fleet were relatively unharmed and were able to provide emergency relief function as mobile "cooling stations" to provide relief to seniors and other vulnerable residents. The damage and long delay restoring power greatly affected business and jobs already struggling to recover post-pandemic.

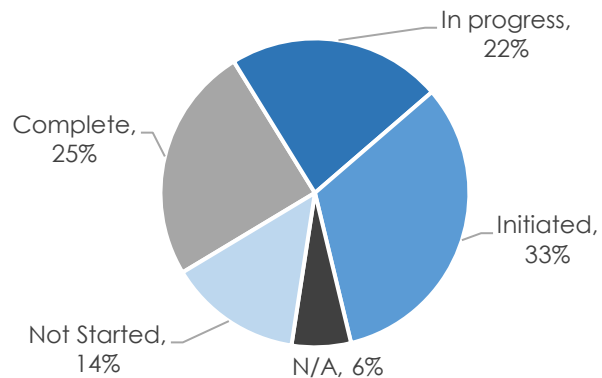
Ridership & Revenue by Month (2018 to present)



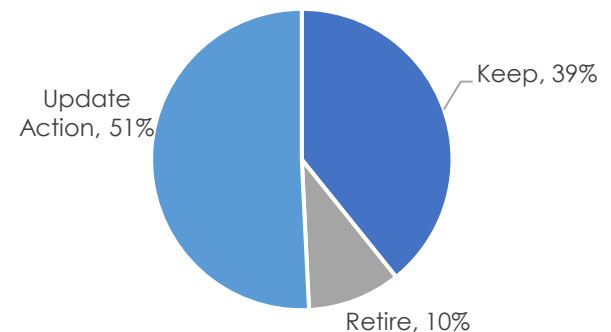
# THE PLAN UPDATE PROCESS



**Status of 2018 SMP Actions**



**Adjusting 2018 SMP Actions (Non-complete only)**



For details on how each action from the 2018 Plan was adjusted and why, see the 2018 Mobility Plan Actions Status Appendix.



## STRATEGIC FRAMEWORK



### MISSION

Provide safe and dependable mobility services.

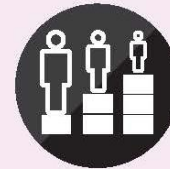
### VISION

Become the preferred mobility provider in the region.

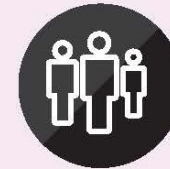
### GOALS



**INNOVATE**



**BE EQUITABLE**



**DELIVER A  
WORLD-CLASS  
RIDER EXPERIENCE**



**DEVELOP OUR  
WORKFORCE**



**CONNECT  
THE REGION**

## MAJOR ACTION AREAS

A summary of key initiatives and projects the RTA will be undertaking over the next several years. Specific actions (in parenthesis) are detailed in Section 3.

1. Develop **Bus Rapid Transit (BRT) corridor** from New Orleans East to Algiers (CO3, CO4) through downtown and plan next High Capacity corridor (CO1, CO2)
2. Complete the **Comprehensive Fare Modernization Initiative** to introduce pre-paid, contactless boarding to speed service, boost sales with employers and institutions, and introduce more equitable fare products. (PR3)
3. Create **"Select Transit" corridors** with transit priority treatments for high frequency bus and streetcar routes (BR12) and stop re-balancing. Study and deploy new express service to regional destinations (CO13, CO15)
4. **Design and build resilient & sustainable transit facilities**, including major transit centers to busy transfer points to basic shelters and accessible stops. Create comfort stops for operators at all route termini. (PR18, PR21, PR22, PR23)
5. **Develop a sustainable ferry service model and study potential expansion.** Evolve service based on study's findings (CO19 and CO20)
6. **Establish the RTA's Transit Oriented Communities (TOC) program** and convene a working group to support collaboration amongst stakeholders and initiate a joint development program. (BE1, BE2, CO27)
7. **Explore new Mobility Service (on-demand)** for areas of need in New Orleans and integrate with improved paratransit operations. (CO23)
8. Modernize aging fleet and transition to **Lo/No Emission vehicles and bring smaller vehicle** types into service. (SH1)
9. **Provide public information in a timely and accurate manner** and maintain up-to-date customer service resources (ET7, ET11, ET16)
10. **Accelerate streetcar modernization** to offer safer, faster, and fully accessible streetcar service (UP2)
11. **Complete ADA Accessibility upgrades** throughout the system (BE3, BE6, BE7)
12. **Implement safety improvement measures** system and operations wide (PR25, BR9, BR11)
13. **Maintain and grow Career Pathways programs**, apprenticeships and professional development to grow and retain a talented workforce (BR16, BR17) **and Small/Minority Business development programs**
14. Complete investment in a **more efficient and effective organization** with improved processes and updated, integrated IT infrastructure (UP6, UP7, UP8, UP9)

# IMPLEMENTATION TIMELINE

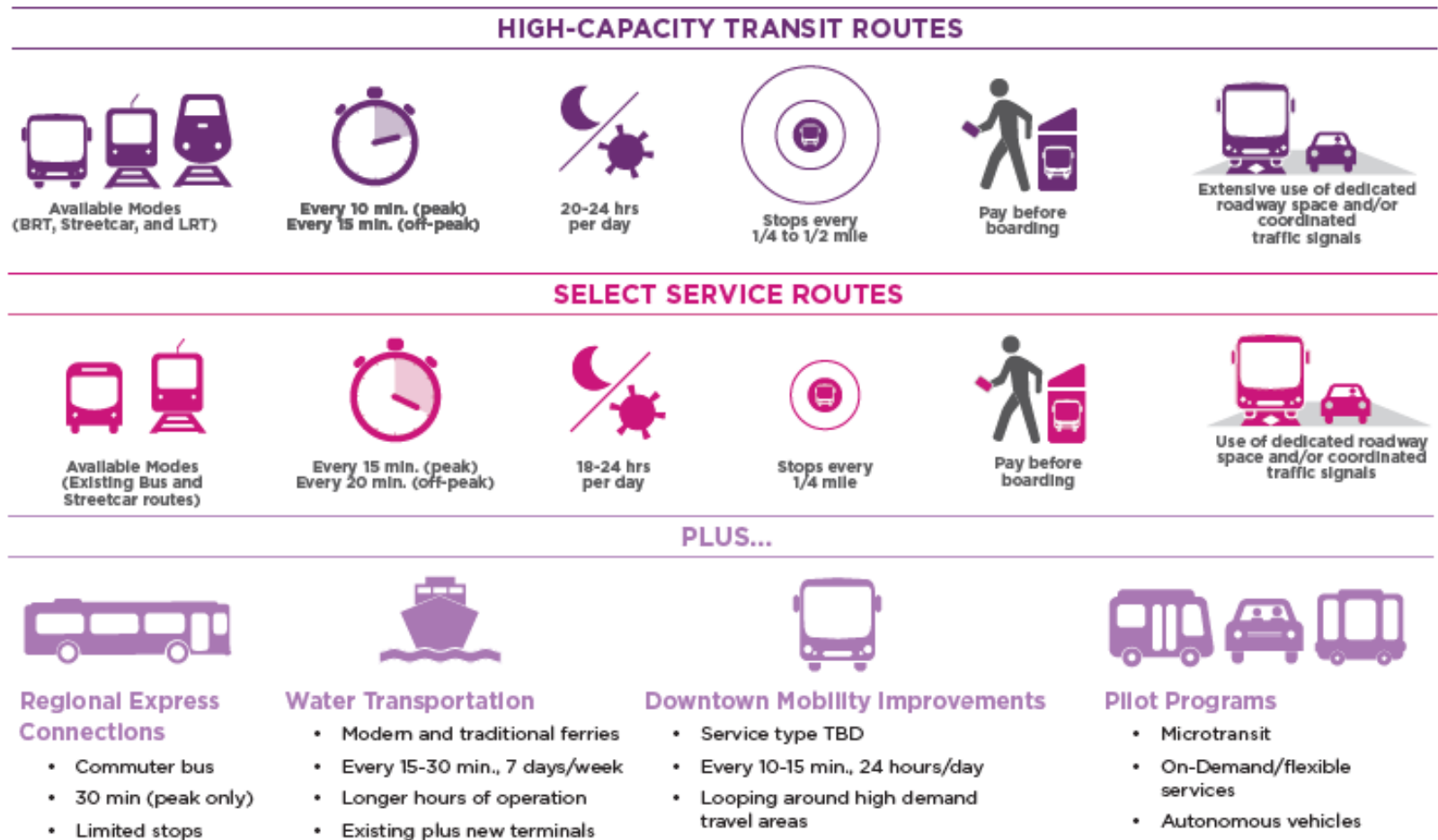


In the next 2 years...	In the next 2 to 5 years...	In the next 5 to 10 years...
<p><b>STRENGTHEN THE FOUNDATION</b></p> <ul style="list-style-type: none"> <li>• Improve public information and customer service</li> <li>• Improve transit stops through stop rebalancing and expanding stop amenities including benches, shelters, art, and information</li> <li>• Speed up travel times by offering more pay-before-boarding fare media options</li> <li>• Increase reliability with study and plan for transit priority elements, such as traffic signal priority, dedicated lanes</li> <li>• Adopt and implement Transit Oriented Community policies to better link housing and commercial development with transit</li> <li>• Introduce and expand low- or no-emission vehicles into the fleet</li> <li>• Complete the paratransit operations analysis and implementing resulting recommendations</li> <li>• Build partnerships with high schools and higher education institutions</li> <li>• Improve regional connections and create a seamless riding experience between parishes</li> <li>• Pilot emerging mobility options</li> </ul>	<p><b>BUILD THE SYSTEM</b></p> <ul style="list-style-type: none"> <li>• Construct Bus Rapid Transit corridor connecting New Orleans East to West Bank</li> <li>• Begin introducing new service types, including Bus Rapid Transit, High-Capacity Transit, Select Service, and regional express service</li> <li>• Speed up travel times and improve on-time performance by adding dedicated transit lanes, signal priority improvements, and other transit priority treatments</li> <li>• Construct transit centers in Downtown, New Orleans East, and Algiers and smaller hubs at major transfer points</li> <li>• Improve ADA accessibility of service, including making all transit stops ADA accessible by 2030</li> <li>• Identify and secure additional funding sources</li> <li>• Integrate with other forms of mobility to support a multi-modal environment</li> <li>• Formalize Art-in-transit program</li> <li>• Pilot streetcar modernization to enable safer and more accessible streetcar service</li> </ul>	<p><b>EXPAND THE SYSTEM</b></p> <ul style="list-style-type: none"> <li>• Complete expansion of BRT system along Veterans/Airport corridor. Begin expansion to the West Bank.</li> <li>• Expand build out of regional transit centers and mobility hubs</li> <li>• Fully integrate local and regional transit connections with Gulf South rail service connecting Baton Rouge and Mobile corridors</li> <li>• Complete build out of major TOC projects along BRT and Select Service corridors.</li> </ul>

# 2 | MOBILITY OPTIONS

## SUMMARY OF MOBILITY OPTIONS

The 2018 Plan introduced a full range of mobility options to explore and advance over the next 10 years. Some of these new options are improvements to existing transit services like buses, streetcars, and ferries. Others are new options that are just emerging or evolving rapidly as new technologies mature. The below table defines the main categories of mobility options. A more detailed description is in the 2018 *Mobility Options and Corridors* supplement to the Plan.





## HIGH-CAPACITY TRANSIT CORRIDORS

The high-capacity transit corridors defined in the 2018 Plan extend across Orleans and Jefferson Parish and primarily upgraded five existing bus routes (St Claude, Tulane, Broad and Veterans and West Bank) and two streetcar routes (St Charles and Canal). Four of these corridors were prioritized for developing by 2023.

Events during the last five years, discussed in the Introduction, have shifted the prioritization and sequence of corridors for high-capacity transit. Most significantly, is the **recognition that high-capacity transit is a major capital investment, with costs for fixed-guideway starting at \$15 million per mile and five times that for rail.**

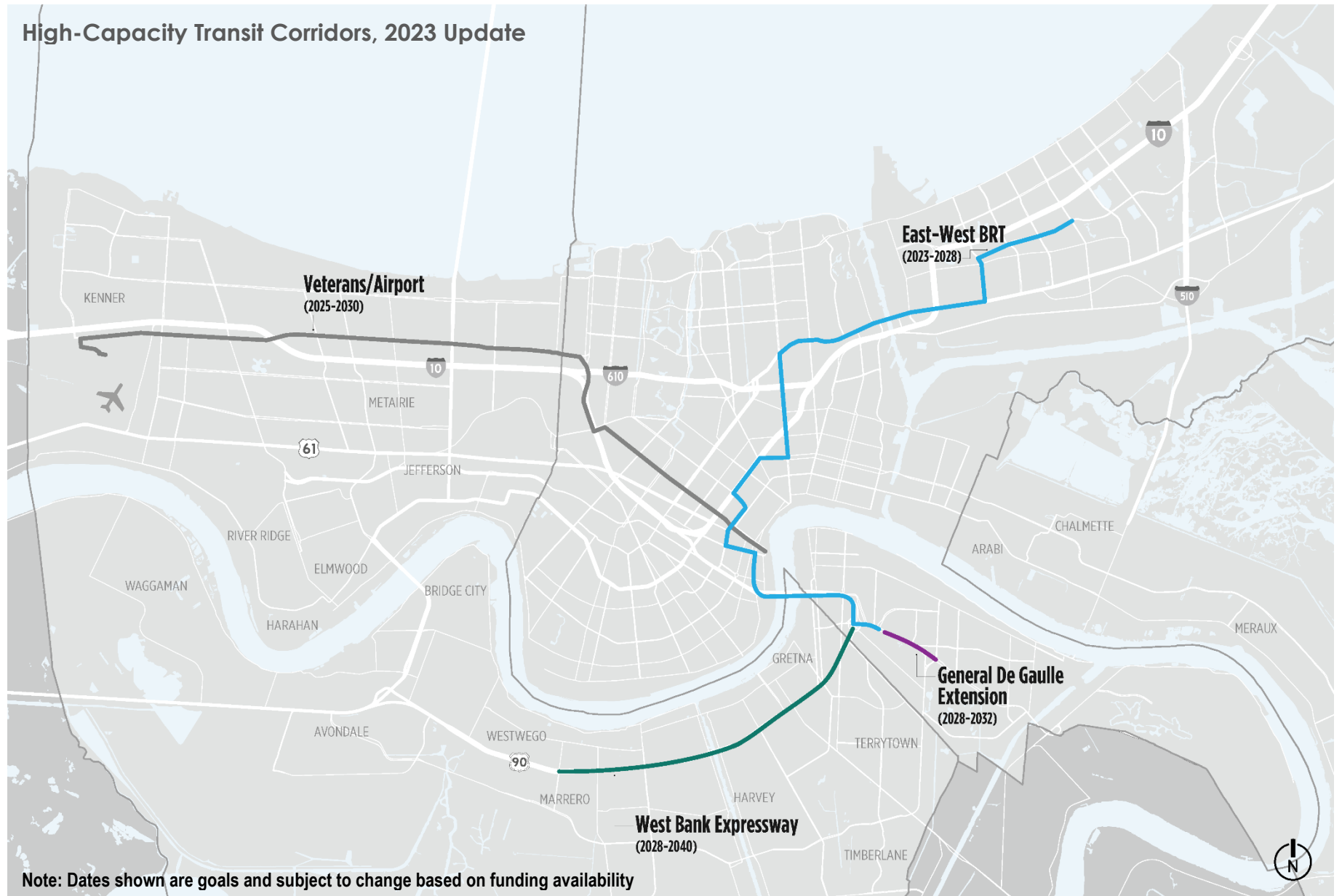
RTA's Bus Rapid Transit (BRT) Feasibility Study, estimated to be completed in early 2023, is the first major step in advancing high-capacity transit and will combine two of the initial corridors – parts of the Broad/Gentilly/Chef and West Bank Expressway – to form a single corridor connecting New Orleans East to Algiers via the downtown area.

The Veterans/Airport corridor is also a key regional corridor and has progressed as an opportunity due to the increasing collaboration in transit planning, including RPC's 2019 *New Links* Plan – a collaboration with RTA and JP Transit (formerly JeT).

The below map shows these two corridors as priorities for RTA to develop in partnership with local and state governments.

Due to funding constraints and timing, the other corridors have been moved to Select Service Routes, discussed in the next section, for prioritization in more incremental, but significant, investment as fast, safe, reliable, and comfortable transit.

# High-Capacity Transit Corridors, 2023 Update



## OTHER MAJOR TRANSIT CORRIDORS + OPTIONS

The upgrading of several key routes to "select service" routes is essential to RTA's mobility goals for connecting residents to destinations. The routes shifted from high-capacity transit to select service are also newly designated as RTA's "high frequency network" with buses now arriving around 15 minutes during the day and all providing overnight service. These improvements, as a result of the bus network redesign, meet service requirements for select service as defined in the SMP and RTA's *Fixed Route Service Standards*. **The missing components are changes in street / sidewalk design and are critical to achieving speed, reliability, and safety requirements.** These improvements include:

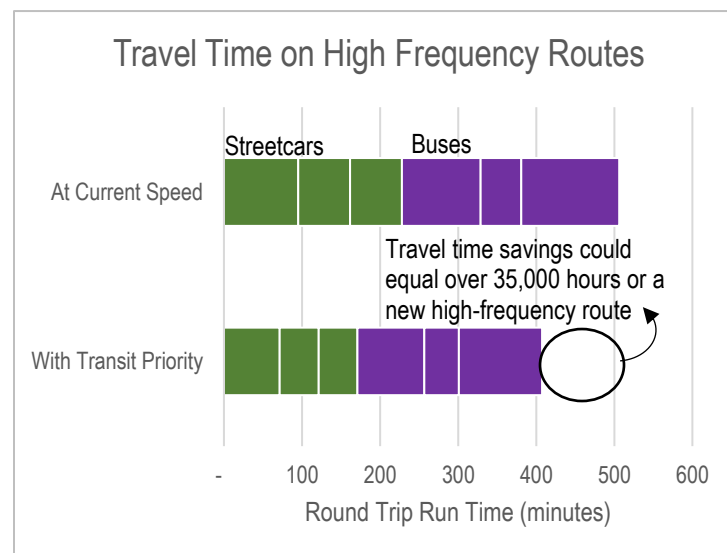
- stop rebalancing
- off-board payment
- traffic signal priority
- queue jump lanes and dedicated lane segments
- controlled crossings

**The bus and streetcar routes identified to advance from high-frequency service to true select service are shown in the map below. These five routes alone represent 34% of total system revenue hours.** Improving their speed, especially in the streetcar network which runs half the average speed of buses, would result in significant savings that could be used to expand bus frequencies in other areas, as shown in graph at right.

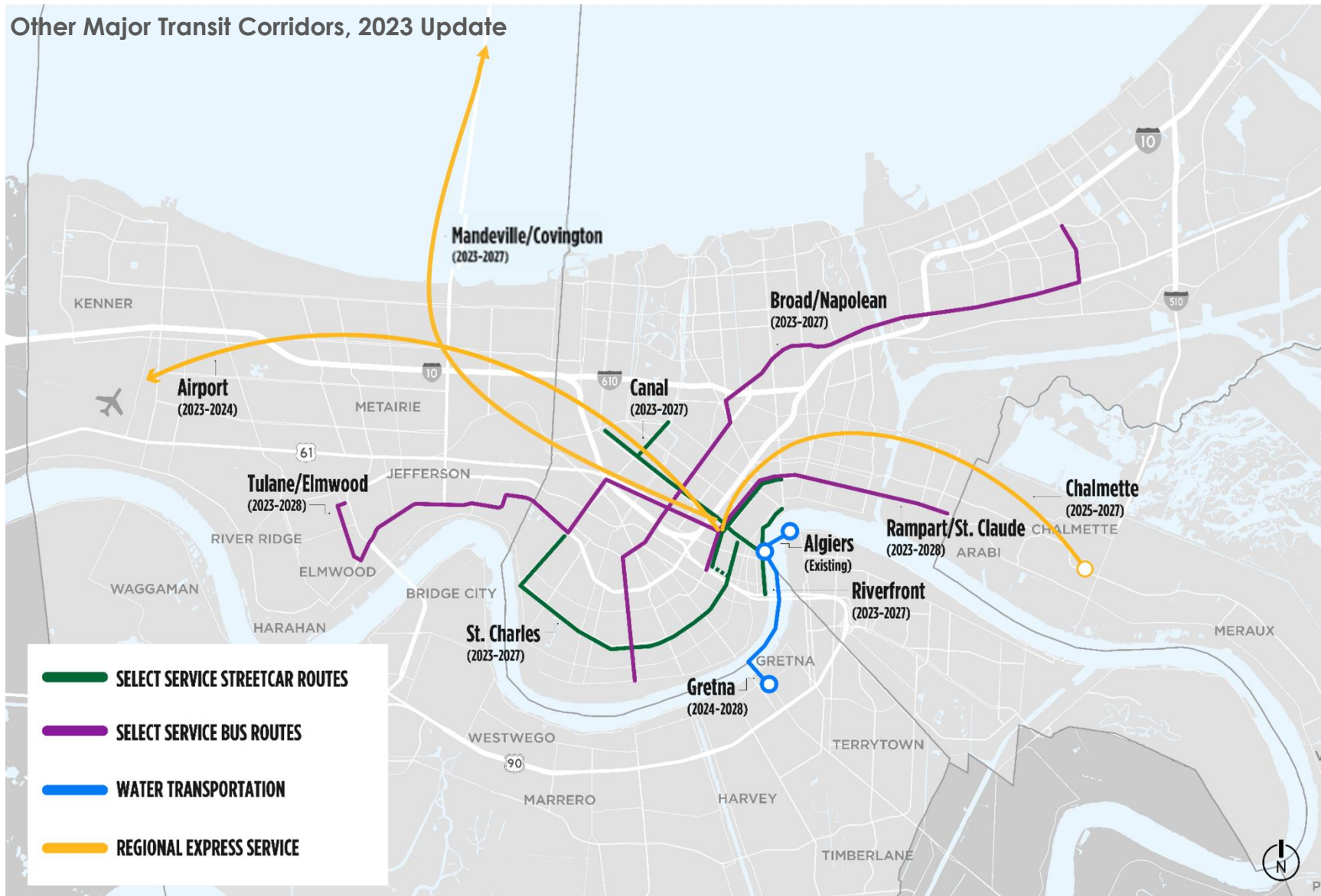
The development of the Downtown Transit Center (DTC) supported by transit priority treatments can enable the RTA to demonstrate the impact of these types of improvements. At the DTC, the RTA can also focus on providing a full suite of rider amenities, accessibility, and connectivity.

Water transport continues to be an exciting opportunity with new ferry terminal on Canal St near completion and Algiers renovation fully funded. Developing the capital needs and an operating cost model are priorities to expand service to Gretna.

Lastly, is the development of regional express service. The opening of the new airport terminal, strong passenger recovery and a clear market demand together demonstrate a more urgent need to develop express options there. Meanwhile, express options to St Tammany and St Bernard parishes will need more time to study and understand shifts in post-pandemic commute patterns.



## Other Major Transit Corridors, 2023 Update



Note: Dates shown are goals and subject to change based on funding availability



## NEW MOBILITY OPTIONS

In addition to traditional transit service, RTA is more fully integrating alternative mobility options into its service and considering other innovative options that are beginning to advance beyond pilot stage.

Bike share is an established “micromobility” option in central New Orleans that started in 2017, was shut down three years later, and re-launched as a local non-profit in 2021, retaining the original brand “Blue Bikes”. **With the new Blue Bikes and RTA’s new mobility app “Le Pass”, integrations are well underway.** As Blue Bikes begins to expand RTA will continue to work in close coordination to explore further integration in the apps, passes, and station planning. Other micromobility options include electric scooters which were just recently authorized for use in the New Orleans area.

Car sharing is another established mobility option that has yet to be established in New Orleans area. RTA will continue to work with the City of New Orleans and others to promote this option.

The newest frontier in new mobility options is “microtransit”. **Microtransit, or Mobility on Demand, is rapidly evolving to become a sustainable option to provide short trips in low ridership / low density areas connecting people to key destinations and high-quality transit routes.** This option has been rapidly evolving from the initial partnerships with transportation network companies (e.g. Uber and Lyft) which have been shown to be more expensive than low frequency transit. New technologies and pilot programs (e.g. LA Metro and RideKC) are pioneering the possibilities of ride-hailing technology integrating with existing fixed-route services.

**RTA will be prioritizing the introduction of microtransit services within the next few years.** With the implementation of RTA’s network redesign, some neighborhoods experienced a reduction in coverage due to low ridership making them ripe for piloting microtransit services. With a successful pilot, service could expand to replace fixed route service in areas that continue to have low performance at equal or lower operating costs.





# 3 | THE UPDATED PLAN



## BE EQUITABLE

### STRATEGY:

Make providing input easier

#	ACTION ITEM	TIMING
ET14	Move public comments to the beginning of the agenda	2023
ET15	Create Public Participation Plan to provide guidance on public involvement in all agency activities	2023-2024
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

### STRATEGY:

Make transit accessible for people with disabilities

#	ACTION ITEM	TIMING
BE3	Complete a comprehensive accessibility study to ensure that all agency activities and RTA services reflect best practice for universal accessibility	2023-2024
BE4	Complete paratransit operations analysis and implement resulting recommendations	2024-2025
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
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

### STRATEGY:

Partner with schools, major employers, and social service providers

#	ACTION ITEM	TIMING
CO30	Scale up bulk pass purchases through building partnerships with major employers, emerging industries, healthcare providers, and large social service providers	2023-2025

CO31	Increase number of public high schools using RTA as a transportation option for students.	2023-2025
CO32	Complete pilot program with Delgado and build out formalized program for University Pass Program	2023-2025
CO33	Explore feasibility of working with employers to sponsor transit routes or transit passenger amenities	2023-2026

**STRATEGY:**

Improve access to healthcare and recreation

#	ACTION ITEM	TIMING
SH7	Coordinate with healthcare facilities to improve access and transit passenger amenities to facilities.	2023-2026
SH8	Coordinate with community health centers to improve access and transit passenger amenities to facilities.	2023-2026
SH9	Coordinate with NORD to improve access and transit passenger amenities to facilities.	2023-2026

**STRATEGY:**

Support walkable, livable transit corridors

#	ACTION ITEM	TIMING
SH3	Increase ridership through marketing campaigns, Transit Oriented Communities (TOC) initiatives and regional coordination.	2023-2028
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
SH5	Work with regional organizations and business districts to use public and private funds to build enhancements to the pedestrian environment along major corridors	2023-2030
SH6	Incentivize transit by working with the City of New Orleans to implement market-based parking pricing	2023-2026

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

#	ACTION ITEM	TIMING
BE1	Establish and maintain a Transit Oriented Communities (TOC) working group with local governments and partners to develop tools that support an increase in affordable housing and ridership	Ongoing
BE2	Adopt an agency TOC policy to guide joint development opportunities and local government land use regulations	2023-2024
CO27	Create a TOC program and plan, including consideration of property owned privately and by other public agencies	2023-2024
CO28	Work with local governments to implement and encourage TOC with zoning overlays and other tools	2023-2025
CO29	Work with regional and state organizations to encourage developers to build TOC in preferred areas with affordable housing	2023-2025



## DELIVER A WORLD CLASS RIDER EXPERIENCE

STRATEGY:	#	ACTION ITEM	TIMING
Coordinate schedules for transfers	CO21	Continue to integrate the ferry schedules with schedules for fixed bus routes serving the ferry terminals	2023-2024
	CO22	Fully integrate RTA schedules at transfer areas with surrounding transit agencies	2023-2024
Expand the reach of High Capacity Transit and Select Routes	CO34	Develop a 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
	CO35	Complete a study to review where park-and-ride lots could support increased ridership.	2024-2025
	CO36	Coordinate with any new mobility service providers that enter the New Orleans market to support improved multi-modal environment	Ongoing
	CO37	Coordinate with local governments to identify and address major barriers to pedestrian access at high demand stops	2024-2030
Improve customer service training and monitoring	PR10	Conduct customer satisfaction surveys every other year or more	Ongoing



PR12	Implement a customer service training program for customer-facing employees to be taken when employees are hired and refreshed at regular intervals.	Ongoing
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**STRATEGY:**  
Improve public information  
and rider communication

#	ACTION ITEM	TIMING
ET1	Standardize project update template, present at Board meetings and post on website	2023
ET2	Provide an update on SMP at the annual RTA State of Transit event	Annual
ET3	Post an easy-to-understand Annual Budget Report online with funding and expenses by major categories and a list of planned projects	2023
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
ET7	Provide public information and rider alerts in a timely matter online, on the mobile app and at impacted stops	2023-2024
ET8	Update SMP annually as part of budget process and present prior to budget Board report	Annual
ET9	Develop policy about board composition to guide future RTA Board appointments	2023-2024
ET11	Enable customers to track the status of submitted complaints online	2023-2025
ET12	Comprehensively review and update the SMP every 5 years	Every 5 years
UP10	Create and implement plan to increase attendance at Riders Advisory Committee meeting	2023-2024

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Make services and schedules easier to understand	PR7	As part of the network redesign, replace all transit stop signs	2023-2024
	PR9	Brand transit routes by frequency	2023-2024

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Improve safety awareness	PR24	Continue to measure and report internally and externally on the maintenance and efforts of the SMS	Ongoing
	PR25	Launch a comprehensive public safety campaign	2023-2024
	PR26	Provide quarterly reporting on RTA-related crashes, including location.	Ongoing
	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

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
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
	PR14	Develop a work process and guidance for the maintenance of stop facilities and the surrounding areas	2023-2024
	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
	PR16	Develop prioritized list of locations for shelter installation and shelter improvements. Report on progress annually.	2023-2024
	PR17	Improve stop location, wayfinding, and ticketing purchase options at the airport.	2023-2024

PR18	Complete studies for New Orleans East and Algiers transit centers and needs for mobility hubs.	2023-2024
PR19	Formalize an Art in Transit program to support the placement of art on shelters, rolling stock, and transit centers.	2023-2026
PR20	Develop vehicle standards for each route and service type, including vehicle amenities.	2023-2023
PR22	Following the completion of studies for the New Orleans East and Algiers Transit Centers, design and construct these hubs.	2025-2030
PR23	Establish design and programming standards for mobility hubs. Construct 2-3 hubs by 2026, and the remaining by 2030.	2026-2030
UP11	Improve waiting experience for riders by providing appropriate stop level amenities based on stops standards	2023-2030
UP12	Create an updated stops database and system for keeping it up to date	2023

**STRATEGY:**

Provide easy payment options

#	ACTION ITEM	TIMING
PR1	Review new mobile app functionality (including accessibility) and make all upgrades necessary and possible	2023
PR2	Introduce new regional fare products that support easier transfers between transit agencies	2023
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
PR5	Implement smart card program based on study recommendations	2023-2025
PR3	Complete update to fare structure, pass options, and related policies based on new smart card program	2025



## CONNECT THE REGION

### STRATEGY:

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

#	ACTION ITEM	TIMING
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.	2023-2024
CO2	With NORPC and Jefferson Parish, complete feasibility study for Downtown-Metairie-Airport corridor. Consider the appropriate service types and selected Locally Preferred Alternative route and mode.	2024-2026
CO3	Implement the findings of the BRT study to offer BRT service connecting the Westbank to New Orleans East via CBD	2023-2028
CO4	Implement the findings of the BRT study to connect New Orleans East to Westbank via CBD	2023-2028

### STRATEGY:

Expand water transportation options

#	ACTION ITEM	TIMING
CO19	Complete water transportation expansion study to determine feasibility of retaining and expanding water transportation services.	2023-2024

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Develop facilities that support regional, integrated mobility (NEW)	PR21	Design and construct the Downtown Transit Center	2023-2025
	UP3	Establish Union Passenger Terminal (UPT) as mobility center and RTA administration center	2023
	UP4	Complete renovation of Algiers Point Ferry Terminal and replacement of Algiers barges	2024-2026

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
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
	CO39	Evaluate existing and potential opportunities for cost sharing within and across-parishes, including JP Transit, SBURT, and ferry funding	2023-2025
	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

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
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
	CO14	Strengthen regional transit routing in coordination with Jefferson Parish, including through joint planning and scheduling activities, internal and external coordination	2023-2025
	CO15	Strengthen regional transit routing in coordination with St. Bernard Parish. Where possible, explore regional connections with St. Tammany Parish	2023-2025

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CO16 Coordinate with the State to implement the proposed Baton  
Rouge New Orleans Passenger Rail project

2023-2026





# INNOVATE

**STRATEGY:**

Increase funding for services

#	ACTION ITEM	TIMING
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
BR19	Explore feasibility of non-traditional funding sources	2023-2026
BR20	Review fare structure at least every 2 years	Ongoing
BR21	Study pathways for seeking additional dedicated funding sources	2023-2026

**STRATEGY:**

Increase pre-boarding payments

#	ACTION ITEM	TIMING
BR22	Deploy marketing and education campaign to increase mobile ticketing users	2023-2025
BR23	As part of Comprehensive Fare Modernization Initiative (CFMI), identify TVM technology roadmap and asset plan	2023-2026
BR24	As part of CFMI, complete analysis of dwell time and pre-boarding payment options	2023-2025
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
BR26	Provide pre-boarding payment options for Paratransit	2025-2028

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Introduce new ways to effectively manage and communicate services	UP1	Pilot using headway management for high-frequency lines	2023-2024
	PR6	Create a ridership campaign that supports current riders and reaches new potential riders to use the RTA	2023-2024

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
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
	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
	BR4	Develop policy for service disruptions, including information to be communicated and standards for timeliness of communication	2023-2024
	BR5	Implement ferry tracking for riders	2023-2024
	BR6	Implement paratransit tracking for riders in addition to traditional communication	2025-2027
	BR7	Provide real-time information at stops with more than 250 boardings a day	2025-2028

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Improve local routes and crosstown service	CO7	Measure and analyze impact of the network redesign and use this to inform future service changes.	2023-2024

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
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
	UP2	Accelerate streetcar modernization to be safer, faster, and fully accessible	2023-2028

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Add transit priority treatments on roadways and reduce conflicts with automobiles	BR8	Minimize illegal parking in bus stops through highly visible bus stops.	2023-2024
	BR9	Study and identify improvements to improve the safety of rail network.	2023-2024
	BR10	Complete a stop rebalancing plan to make service more efficient	2023-2024
	BR11	Implement findings from safety study through Surface Transportation Working Group	2024-2026
	BR12	Complete feasibility studies for Transit Priority Treatments for all high frequency routes	2023-2026
	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	2023-2025
	BR14	Pilot transit priority treatments for one or more non-BRT routes with City of New Orleans	2024-2025
	BR15	Work with local governments, the RPC, 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	2025-2028

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Improve mobility Downtown	CO9	Include the CBD and French Quarter in studies for use of smaller vehicles and micro-transit	2023-2024
	CO10	Complete study for improved mobility options in the CBD and French Quarter	2023-2025
	CO11	Begin operating recommended French Quarter mobility improvements	2025-2027
	CO12	Begin operating recommended CBD mobility improvements	2025-2027

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Reduce delays due to excessive stopping, operator fatigue, and vehicle breakdowns	BR27	Update Transit Asset Management (TAM) Plan annually	Ongoing
	BR28	Update fleet replacement plan to include transition plan to a low and no-emissions fleet.	2023-2024
	BR29	Following the network redesign, adjust routes where schedules are too tight and implement stop-spacing guidelines to reduce redundant stops	2023-2024
	BR30	Develop AV technology readiness assessment for New Orleans.	2023-2024

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
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
	SH2	Complete study on possible resilience upgrades at RTA facilities to develop a resilient building strategy.	2024-2026

<b>STRATEGY:</b>	#	ACTION ITEM	TIMING
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	2023-2026
	CO24	Pilot use of small vehicles to enhance flexibility of neighborhood circulators.	2023-2024
	CO25	Complete study considering fixed route alternatives for late-night and early morning service	2023-2024



## DEVELOP OUR WORKFORCE

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Retain and recruit good employees	BR16	Maintain and grow a Career Pathways program for employees and ensure competitive pay and benefits	2023-2024
	BR17	Partner with local colleges, schools, and job training programs to create RTA apprenticeship programs	2023-2023
	UP5	Establish design standards for operator comfort stops	2023
	UP6	Construct and install operator comfort stops at all end of route locations	2024-2026

<b>STRATEGY:</b>	<b>#</b>	<b>ACTION ITEM</b>	<b>TIMING</b>
Invest in best practices for effective administration (NEW)	UP7	Deliver Enterprise Resource Planning (ERP) system upgrades	2023-2024
	UP8	Study and develop roadmap for upgrading legacy IT systems and maximizing utilization and integration of existing IT systems	2023
	UP9	Deliver new IT improvements based on roadmap	2023-2025
	UP10	Improve administrative efficiency through institutionalizing SOPs	2023-2024