WHAT IS THE STRATEGIC MOBILITY PLAN?

• 20-year forward looking strategy
• More than just traditional transit
• Goal is to improve access to serve the established plans of the region
• Near and long term action plan
KEY COMPONENTS

- Vision, Mission and Goals
- Market and trends analysis
- Strategic plan
- Implementation + phasing
- Measures of Progress
STUDY AREA

- General assessment of market and opportunity for increased integration and coordination
  - Orleans Parish
  - Jefferson Parish
  - St. Bernard Parish
  - St. Tammany Parish

- Specific mobility strategy
  - New Orleans
  - Kenner
MORE THAN TRANSIT…
MORE THAN TRANSIT...

- Premium services
- Emerging options
- Connecting networks
- Smart tools and information
- Supportive policies and development
**12-MONTH PROCESS**

**LISTENING AND LEARNING**
Community conversations about needs, objectives and measures of success (Jan – Mar 2017)

**EXPLORING OPPORTUNITIES**
Assessment of strengths, weaknesses, and changing mobility demands; sharing information on emerging innovations and options (Mar – Apr 2017)

**VISIONING**
Update of RTA’s Mission, Vision, and Goals; identify strategies to achieve these goals and ways to measure progress (Apr – Jul 2017)

**EVALUATING OPTIONS**

**DEVELOPING THE PLAN**
Draft of proposed plan for a sustainable, equitable and vibrant New Orleans region (Sept – Dec 2017)
ADVISORY COMMITTEE

• Guides development of the plan

• Meets at key milestones in the planning process

• 50+ people
  • RTA Board and leadership, stakeholders, elected officials, and community representatives
STAKEHOLDER ENGAGEMENT

- Understanding existing services, upcoming projects, complimentary efforts, and planning objectives and priorities
- Ongoing process
- Diverse perspectives
  - Authority leadership and personnel
  - Regional, parish and city leaderships
  - Partner service providers
  - Subject matter experts (e.g. housing, economic development, health, etc.)
  - Advocates
• Public Open Houses (January 17 and 18)

• Pop-Up Meetings (February 2 and 3)

• Online Tools

• Discussions at Standing Community Meetings (ongoing and recurring)

• Briefings with public boards and commissions (ongoing)
REPORTED NEEDS AND VALUES

Regional Access

On-time
Frequent
Transparent
Development

Mobility

Housing
Affordable
Dependable
24-hours
global

Coverage
everyday
live-work-play

Equity

Jobs

Safety

Usable
Inclusive
Growth

Health

Sustainable

Justice

Growth

Community

Freedom

Speed

Predictable
unified

Equity

Locals

Accessible-to-all
BIG IDEAS (EXAMPLES)

- Rapid transit to the airport
- 60 minute trip to every regional job center
- Designated transit priority corridors
- Mobility hubs (many services and modes from designated points)
- Complete and accessible streets
- Park and ride lots, including bicycle stations
- Partnerships with Uber, Lyft and others
- Traveler apps, easy pay system and other smart technologies
FEEDBACK AND LESSONS LEARNED

• Open format was good
• Open ended structure for comments was good
• Pop-ups meetings and “meeting people where they are at” is a good idea
• Participants want to hear directly from RTA leadership
• More specific and detailed information is needed
• Rapid feedback loop is important
NEXT STEPS

- Continued public and stakeholder input and partnership
- Definition of Vision and Goals
- Assessment of existing and projected market and conditions
- Public Open Houses Summer 2017

Stay Connected!
www.norta.com/StrategicPlan
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