STRATEGIC MOBILITY PLAN

ADVISORY COMMITTEE MEETING 2

MAY 16, 2017
AGENDA

1. Summary of public & stakeholder input
2. Review of market findings and forecast, trends and opportunities and threats
3. Work Sessions
   a) Refine Mission and Vision
   b) Refine Goals and Objectives
4. Next Steps
GROUND RULES

1. Be present: wait for provided technology breaks.
2. Actively participate, actively listen.
3. Respect that this is a safe space for open, candid discussion.
We are here
PUBLIC & STAKEHOLDER INPUT
• 870 survey responses
• ~2,000 people engaged
• In person and online
• All four parishes
• Diversity of respondents
Access to destinations
Reliability
Regional connectivity
Easy to use, safe & comfortable
### BIG IDEAS

<table>
<thead>
<tr>
<th>Improve existing services</th>
<th>Enhance Information</th>
<th>Add premium services</th>
<th>Improve access to transit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve existing services</td>
<td>Enhance information</td>
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</tr>
<tr>
<td>Enhance information</td>
<td>Add premium service</td>
<td>Improve access</td>
<td>Increase housing and jobs near transit</td>
</tr>
<tr>
<td>Add premium service</td>
<td>Improve access</td>
<td></td>
<td>Integrate ridesharing and taxis</td>
</tr>
<tr>
<td>Improve access to transit</td>
<td></td>
<td></td>
<td>Other</td>
</tr>
</tbody>
</table>

**LEAST IMPORTANT**

**IMPORTANT**

**MOST IMPORTANT**
TRENDS ANALYSIS
TRANSIT FARE
Comparative Base Transit Fare

Sacramento Regional Transit District (Sacramento, CA) - $2.75
Charlotte Area Transit System (Charlotte, NC) - $2.20
Niagara Frontier Transportation Authority (Buffalo, NY) - $2.00
Charleston Area Transportation Authority (Charleston, SC) - $2.00
New Orleans Regional Transit Authority (Inflation Adjusted Fare) - $1.83
Memphis Area Transit Authority (Memphis, TN) - $1.75
Transportation District Commission of Hampton Roads, VA - $1.75
Capital Area Transit System (Baton Rouge, LA) - $1.75

Current RTA Fare $1.25 (since 1999)
Operations and Funding

- Organization of providers
- Fare payment technology
- Fare policies
- Fare integration
- Funding initiatives
Transit-oriented development policies and zoning
Bicycle and pedestrian networks
Urban street design standards and policies
NEW MOBILITY

Bikeshare / eBikes
Carshare
Ridesharing
Ridehailing/aggregated ridehailing
Microtransit
Autonomous vehicles
Mobility hubs
Real time traveler information
Multimodal trip planning apps
Predictive trip planning
CHANGE IN HOME PRICES (2005 – 2016)

Average home sale price per square foot

- **$226 and above**
- **$176 - $225**
- **$126 - $175**
- **$76 - $125**
- **$62 - $75**

Source: New Orleans Metropolitan Association of Realtors
<table>
<thead>
<tr>
<th>Occupations (avg. annual wage)</th>
<th>Number of Jobs (2014)</th>
<th>2024 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Low wage</strong> (&lt;$30k) (Accommodation and food service, retail)</td>
<td>134,165</td>
<td>↑ 5.6%</td>
</tr>
<tr>
<td><strong>Moderate wage</strong> ($30k - $60k) (Administrative and waste services; Agriculture, fishing, forestry, and hunting; Real estate and rental and leasing; Arts, Entertainment and Recreation; Educational services; Health care and social assistance; Construction; Information; Government; Transportation and warehousing)</td>
<td>271,781</td>
<td>↑ 7.7%</td>
</tr>
<tr>
<td><strong>High wage</strong> (&gt;=$60k) (Wholesale trade; Professional, scientific, and technical services; Finance and insurance; Manufacturing; Utilities; Management of companies and enterprises; Mining, quarrying, and oil and gas extraction)</td>
<td>123,996</td>
<td>↑ 8.6%</td>
</tr>
</tbody>
</table>

Sources: Louisiana Workforce Commission; U.S. Department of Labor Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Q2-2016. MSA comprised of Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, & St. Tammany Parishes
MARKET ANALYSIS
FINDING TRANSIT DEMAND

1. Concentration of Jobs
2. Concentration of Housing
3. Key Trip Generators
FINDING TRANSIT DEMAND

POPULATION DENSITY

Legend:
- Higher population density
- Lower population density
- Low income population centers

Data Sources: Census TIGER, American Community Survey
FINDING TRANSIT DEMAND
EMPLOYMENT DENSITY
FINDING TRANSIT DEMAND
TRANSIT PROPENSITY ADJUSTMENT

Adjustment factors include:
• Race/Ethnicity
• Vehicle Ownership
• Disability
• Annual Income

Legend
Adjustment factor applied to population based on transit propensity by socioeconomic characteristics

Data Source: Census TIGER
FINDING
TRANSIT
DEMAND
SPECIAL
GENERATORS
FINDING TRANSIT DEMAND
REGIONAL TRAVEL FLOWS

Legend
(All Modes, All Trip Types)

- 5,000 - 15,000
- 15,000 - 30,000
- 30,000 - 50,000
- 50,000+

Regional Analysis Zone

Data Sources: Census TIGER, LEHD 2014, ACS 2011-2015
FINDING TRANSIT DEMAND
EXISTING PEAK FREQUENCY

Legend

- 30 - 60 minutes or more
- 15 - 30 minutes
- 15 minutes or fewer

JeT Routes
SBURT Route

Data Sources: Census TIGER, LEHD 2014, ACS 2011-2015, NORTA
GAP ANALYSIS
DEMAND VS. SUPPLY

DEMAND VS SUPPLY
EXISTING & FUTURE
GAP ANALYSIS
EXISTING PEAK FREQUENCY AND COMPOSITE DEMAND

Legend

Transit frequency supported by population and employment density

<table>
<thead>
<tr>
<th>Peak Frequency</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10 min</td>
<td>Yellow</td>
</tr>
<tr>
<td>15 min</td>
<td>Orange</td>
</tr>
<tr>
<td>30 min</td>
<td>Red</td>
</tr>
<tr>
<td>&gt;30 min</td>
<td>Dark red</td>
</tr>
</tbody>
</table>

Data Sources: Census TIGER, LEHD 2014, ACS 2011-2015, NORTA
FINDING TRANSIT DEMAND
ALTERNATIVE MOBILITY MARKET

Legend
Population likely to use alternative mobility options

*Composite score of white, college-educated, middle income (40-80k), and age 20-39
Data Sources: Census TIGER, LEHD 2014, ACS 2011-2015, NORTA
SWOT ANALYSIS

Strengths
Weaknesses
Opportunities
Threats
INTERNAL AND EXTERNAL

• INTERNAL ASSESSMENT (Strengths and Weaknesses)
  • Under the control of the agency
  • Independent ability to change or expand

• EXTERNAL ASSESSMENT (Opportunities and Threats)
  • Consequence of context or outside forces
  • Conditions the agency can leverage or must anticipate and mitigate
THEMES (TOP 5 THEMES PRIORITIZED IN BOLD)

1. Relationships and trust
2. Quality of service
3. Access, coverage, and span
4. Information and communication
5. Innovations in mobility
6. Land use and development
7. Equity, sustainability, resiliency
8. Funding and financing
KEY TAKEAWAYS FROM SWOT

• RTA staff are valuable human resources.

• Lack of control limits RTA’s effectiveness.

• External factors have pushed RTA to try new approaches.

• A history of inconsistent service has created a mixed reputation.
MISSION, VISION, AND GOALS
DRAFT MISSION

DELIVER SAFE, HIGH QUALITY MOBILITY SERVICES THAT MEET COMMUNITY NEEDS, CONNECT THE REGION, AND SUPPORT A VITAL FUTURE.
DRAFT VISION

MOBILITY THAT SERVES THE NEW ORLEANS REGION
CONNECTING PEOPLE, PLACES, AND OPPORTUNITIES TO HELP ENSURE A HEALTHY COMMUNITY AND STRONG ECONOMY.
DISCUSSION

MISSION

Why does RTA exist?

VISION

How do we know when RTA is successful?
DRAFT GOALS

• EARN TRUST
• BE RELIABLE
• CONNECT TO OPPORTUNITIES
• PRIORITIZE THE RIDER EXPERIENCE
• ENSURE AVAILABLE, ACCESSIBLE, AND AFFORDABLE MOBILITY
BEING “SMART”

**Specific**
- Who? What? Where?
- Clear definition of intent

**Measurable**
- How much? How many?
- Metrics to know when goal is attained

**Achievable**
- How?
- Ensure resources are in place to accomplish goal

**Realistic**
- Why?
- Ensure goal serves a real need

**Timely**
- When?
- Specific timeline or duration for action
GOAL/OBJECTIVE vs. STRATEGY/ACTION

Goal/Objective
• What and Why
• Higher level
• Outcome-oriented and descriptive

Strategy/Action
• Specifically “How”
• Strategy = programmatic approach
• Action = ground level

Strategies and Actions are a means to an end. Goals and Objectives are the desired end state.
DISCUSSION

GOALS
1. Earn Trust
2. Be Reliable
3. Connect
4. Prioritize the Rider Experience
5. Available, Accessible, Affordable

OBJECTIVES
Specific intended outcomes of goals
NEXT STEPS

- Public Open Houses
  June 6 – University Medical Center (New Orleans)

  June 7 – MLK Community Center (Kenner)

- Pop-up public meetings
  (June)

- Standing community meetings
  (June/July)

- Development of strategies
  (July/August)

- Online, phone, and text
  input (always!)

Stay Connected!
www.norta.com/StrategicPlan
504-228-2626 (voice or text)