



Strategic Mobility Plan

Summary Table

Adopted December 19, 2017

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

Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Earn Trust				
Be transparent in decision-making	Improve public information and rider communication	ET1: By 2018, provide monthly project updates at board meetings and online	2018-2022	<ul style="list-style-type: none"> • 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 • Average number of comments and reactions to social media posts per month
		ET2: By 2018, provide updates for the SMP action items and measures at the annual State of Transit event	2018-2022	
		ET3: 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	
		ET4: By 2018, Board meeting summaries are posted online within one week of the meeting	2018-2022	
		ET5: By 2018, create online dashboard that shares up-to-date performance data, including plan metrics, on-time performance, and ridership by route	2018-2022	
		ET6: By 2018, provide all open source data in a central location online and share with major data clearinghouses	2018-2022	
		ET7: By 2018, public information and rider alerts are easily accessible online, on the mobile app, and at impacted stops	2018-2022	
		ET8: By 2018, annually update the SMP as needed with minor revisions, in conjunction with the annual budget process	2018-2022	
		ET9: 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	
		ET10: 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	
		ET11: By 2019, customer complaints and requests can be tracked online or by phone and receive responses within three (3) days	2018-2022	
		ET12: By 2022, comprehensively update the SMP, preferably in coordination with the City's update of its Master Plan	2018-2022	
	Make providing input easier	ET13: By 2018, change the time of Board meetings to an evening time	2018-2022	
		ET14: By 2018, move public comment to the beginning of the agenda	2018-2022	
		ET15: 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	
		ET16: 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	

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Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Be Equitable				
Provide mobility services in a just and fair manner	Encourage more affordable housing and community services in areas along High Capacity Transit lines	BE1: 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	<ul style="list-style-type: none"> 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 Baseline: Approximately 30% in 2017 Percentage of routes with a customer satisfaction rate of Good or better Target: 100% by 2022 Baseline: 81% in 2016 Average customer satisfaction rate for paratransit service Target: Good or better by 2022 *See technical report for methodology notes
		BE2: 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	
	Make transit accessible for people with disabilities	BE3: 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	
		BE4: By 2019, create an action plan to improve paratransit service	2018-2022	
		BE5: By 2022, in accordance with legal agreements, provide at least one fully-accessible streetcar on the St. Charles Streetcar Line	2018-2022	
		BE6: 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	
		BE7: 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	

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Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Prioritize the Rider Experience				
Provide mobility services that are safe, easy to use, and comfortable	Provide easy payment options	PR1: By 2018, introduce improved mobile app and scanners for bus, streetcar, and ferries	2018-2022	<ul style="list-style-type: none"> Average customer satisfaction rate for each mode Target: Good or better by 2022 Baseline: Good or better for bus, ferry, and streetcar Average customer satisfaction rate for safety Target: Good or better by 2022 Rate of safety incidents per 100,000 revenue miles for each fixed route mode Target: Below the national average by 2027 Baseline: Below average for bus and ferry but above for streetcar
		PR2: By 2018, consider providing a regional pass between RTA and Jefferson Parish	2018-2022	
		PR3: By 2022, comprehensively update fare structure, pass options, and related policies to incorporate emerging best practices	2018-2022	
		PR4: 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	
		PR5: Implement smart card program	2028-2040	
	Make services and schedules easier to understand	PR6: By 2018, create a ridership and education marketing campaign	2018-2022	<ul style="list-style-type: none"> 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 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
		PR7: By 2018, develop a plan for replacing transit stop signs	2018-2022	
		PR8: By 2022, as part of network redesign, simplify schedules so they are more consistent throughout the day and predictable	2018-2022	
		PR9: By 2022, as part of network redesign, brand transit routes by frequency	2018-2022	
	Improve customer service training and monitoring	PR10: By 2018, conduct customer satisfaction surveys every other year or more	2018-2022	<ul style="list-style-type: none"> Percentage of missing transit stop signs that are replaced within 24 hours of notification to RTA Target: 90% by 2019
		PR11: By 2018, implement mystery traveller/shopper program	2018-2022	
		PR12: By 2019, implement a new customer service training program for operators, customer service employees, and all other employees	2018-2022	
	Provide a more comfortable and pleasant rider experience	PR13: By 2018, begin working with local governments to improve sidewalks, crossings, and bike infrastructure near transit stops	2018-2022	<ul style="list-style-type: none"> The average dwell time at stops for each fixed route The average time spent boarding at stops for each fixed route
		PR14: 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	
		PR15: By 2018, begin working with the City of New Orleans to create an expedited shelter permitting process	2018-2022	
		PR16: By 2019, begin installing more shelters, seating, lighting, rider information and other amenities at transit stops	2018-2022	
		PR17: By 2019, ensure sufficient transit information and accommodations at the new airport terminal, including potential placement of Ticket Vending Machine(s)	2018-2022	
		PR18: 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	
		PR19: By 2022, create an Art in Transit program	2018-2022	
		PR20: Incorporate quieter, more comfortable vehicles with amenities such as bag storage and wi-fi in fleet replacement cycles, when feasible	2023-2027	
		PR21: Establish a Downtown Transit Center	2023-2027	
		PR22: Establish New Orleans East and Algiers Transit Centers	2023-2027	
		PR23: Establish smaller mobility hubs at targeted locations	2028-2040	

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Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Prioritize the Rider Experience				
Provide mobility services that are safe, easy to use, and comfortable	Improve safety awareness	PR24: By 2018, begin using Safety Management Systems to improve safety awareness for operators and other employees	2018-2022	<i>See previous page</i>
		PR25: By 2019, create a public safety campaign for motorists, pedestrians, and other travellers	2018-2022	
		PR26: By 2019, study top 10 locations for RTA-related crashes for site-specific improvements	2018-2022	
		PR27: By 2020, begin implementing site specific improvements to improve top RTA-related crash locations	2018-2022	

Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Be Reliable				
Provide on-time and predictable service	Provide real-time information	BR1: By 2018, utilize new technology systems to improve dispatcher-operator communications and feedback	2018-2022	<ul style="list-style-type: none"> • <i>On-time performance for fixed routes*</i> Target: 80% by 2020, 85% by 2022 Baseline: Approximately 75% in 2017 • <i>On-time performance for paratransit trips</i> Target: 90% by 2022 Baseline: Approximately 87% in 2016 • <i>Percentage of customers using pre-paid fare media</i> Target: 80% by 2022 • <i>Average overall system speed</i> Target: 13 MPH by 2022, 15 MPH by 2027 Baseline: Approximately 10 MPH in 2016 <p><i>*Consider headway adherence as the measure of on-time performance for high frequency routes</i></p>
		BR2: By 2018, implement bus and streetcar tracking for riders	2018-2022	
		BR3: By 2018, all planned service disruptions are communicated online/mobile app and at the stop level at least 14 days in advance	2018-2022	
		BR4: 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	
		BR5: By 2019, implement ferry tracking for riders	2018-2022	
		BR6: By 2020, implement paratransit tracking for riders in addition to traditional communication	2018-2022	
		BR7: By 2022, provide real-time arrival info at stops with more than 250 boardings a day	2018-2022	
	Add transit priority treatments on roadways and reduce conflicts with automobiles	BR8: By 2019, begin working with local governments to make bus stops highly visible in order to minimize illegal parking	2018-2022	
		BR9: By 2020, study and identify potential solutions to reduce the delay from automobiles turning in front of transit vehicles in neutral grounds	2018-2022	
		BR10: By 2020, identify stops to move from near-side locations (before an intersection) to far-side locations (after an intersection)	2018-2022	
		BR11: 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	
		BR12: 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	
		BR13: 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	
		BR14: By 2022, pilot transit priority treatments along one or more transit routes	2018-2022	
		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	2023-2027	

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Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Be Reliable				
Provide on-time and predictable service	Retain and recruit good employees	BR16: By 2022, create a Career Pathways program for employees and ensure competitive pay and benefits	2018-2022	<ul style="list-style-type: none"> • <i>On-time performance for fixed routes*</i> Target: 80% by 2020, 85% by 2022 Baseline: Approximately 75% in 2017 • <i>On-time performance for paratransit trips</i> Target: 90% by 2022 Baseline: Approximately 87% in 2016 • <i>Percentage of customers using pre-paid fare media</i> Target: 80% by 2022 • <i>Average overall system speed</i> Target: 13 MPH by 2022, 15 MPH by 2027 Baseline: Approximately 10 MPH in 2016 <p><i>*Consider headway adherence as the measure of on-time performance for high frequency routes</i></p>
		BR17: Partner with Delgado and other colleges to create apprenticeship programs	2023-2027	
	Increase funding for services	BR18: 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	
		BR19: By 2022, increase non-traditional funding sources, including private partnerships	2018-2022	
		BR20: By 2022, consider increasing fares	2018-2022	
		BR21: Seek additional dedicated funding sources	2023-2027	
	Increase pre-boarding payments	BR22: By 2018, deploy a marketing campaign to increase GoMobile 2.0 users	2018-2022	
		BR23: By 2020, deploy Ticket Vending Machines at 25 high traffic stops	2018-2022	
		BR24: By 2020, as part of Comprehensive Operations Analysis (COA), develop a plan for increasing pre-boarding payments	2018-2022	
		BR25: 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	
		BR26: Provide pre-boarding payment options for Paratransit	2023-2027	
	Reduce delays due to excessive stopping, operator fatigue, and vehicle breakdowns	BR27: By 2018, develop a Transit Asset Management Plan	2018-2022	
		BR28: By 2021, begin overhauling the bus fleet, replacing the majority of aging vehicles and purchasing additional vehicles	2018-2022	
		BR29: 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	
BR30: By 2022, create autonomous vehicle pilot		2018-2022		

Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Connect to Opportunities				
Provide good access to destinations utilizing all transportation options available	Create fast, frequent service on major corridors in the region (High Capacity Transit)	CO1: By 2022, complete feasibility studies for upgrading and extending existing transit routes in RTA's service area into High Capacity Transit corridors: <ul style="list-style-type: none"> • Broad/Gentilly/Chef • Canal Streetcar • Rampart/St. Claude • St. Charles Streetcar • Tulane 	2018-2022	<ul style="list-style-type: none"> • 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 2027 Baseline: Approximately 30% in 2017 (peak times) • Percentage of the service area population within one-quarter mile walking distance of a High Capacity Transit (HCT) 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 <p>*See technical report for methodology notes</p>
		CO2: Complete feasibility studies for creating regional High Capacity Transit corridors: <ul style="list-style-type: none"> • Elmwood/Claiborne • Veterans/Airport • Westbank Expressway 	2023-2027	
		CO3: Implement the following High Capacity Transit projects: <ul style="list-style-type: none"> • Broad/Gentilly/Chef • Canal Streetcar • St. Charles Streetcar • Tulane 	2023-2027	
		CO4: Implement the following High Capacity Transit projects: <ul style="list-style-type: none"> • Rampart/St. Claude • Elmwood/Claiborne • Veterans/Airport • Westbank Expressway 	2028-2040	
	Establish Select Routes	CO5: Upgrade existing transit routes to Select Routes: <ul style="list-style-type: none"> • Elysian Fields • General De Gaulle • Magazine • Riverfront Streetcar 	2023-2027	
	Improve local routes and crosstown service	CO6: 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	
		CO7: By 2022, finalize implementation of network redesign	2018-2022	
		CO8: By 2022, adjust crosstown service to meet COA-assessed demand	2018-2022	

Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Connect to Opportunities				
Provide good access to destinations utilizing all transportation options available	Improve mobility Downtown	CO9: By 2019, pilot circulator service options in the CBD using existing small vehicle fleet	2018-2022	<ul style="list-style-type: none"> 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 2027 Baseline: Approximately 30% in 2017 (peak times) Percentage of the service area population within one-quarter mile walking distance of a High Capacity Transit (HCT) 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 <p>*See technical report for methodology notes</p>
		CO10: By 2020, complete study for improved mobility options in the CBD and French Quarter as part of the Comprehensive Operations Analysis	2018-2022	
		CO11: Begin operating recommended French Quarter mobility improvements	2023-2027	
		CO12: Begin operating recommended CBD mobility improvements	2028-2040	
	Provide quick connections between distant areas in the region	CO13: By 2022, work with the State to re-introduce intercity bus service between Baton Rouge and New Orleans	2018-2022	
		CO14: By 2022, coordinate with Jefferson Parish to provide regional express routes to CBD: <ul style="list-style-type: none"> Airport/Veterans/Canal St. corridor Elmwood/Claiborne corridor Westbank Expressway corridor 	2018-2022	
		CO15: Coordinate with St. Bernard Parish and St. Tammany Parish to provide regional express routes to CBD: <ul style="list-style-type: none"> Chalmette Mandeville/Covington Slidell 	2023-2027	
		CO16: Coordinate with the State to implement the proposed Baton Rouge-New Orleans Passenger Rail project	2028-2040	
	Expand water transportation options	CO17: By 2018, introduce faster, modern water transportation vehicles	2018-2022	
		CO18: By 2022, evaluate making the hours of operation for the Canal St-Algiers ferry more consistent for all days of the week	2018-2022	
		CO19: Add water transportation from Canal St. to Gretna	2023-2027	
		CO20: 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	
	Coordinate schedules for transfers	CO21: By 2022, as part of network redesign, fully integrate ferry schedule with fixed routes	2018-2022	
		CO22: By 2022, as part of network redesign, fully integrate RTA schedules at transfer areas with surrounding transit agencies	2018-2022	

Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Connect to Opportunities				
Provide good access to destinations utilizing all transportation options available	Use on-demand services and flexible services for low-demand areas and times	CO23: By 2019, pilot first-mile, last-mile connections	2018-2022	<ul style="list-style-type: none"> 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 2027 Baseline: Approximately 30% in 2017 (peak times) Percentage of the service area population within one-quarter mile walking distance of a High Capacity Transit (HCT) 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 <p>*See technical report for methodology notes</p>
		CO24: By 2020, pilot neighborhood circulators using small vehicles in New Orleans East , Algiers, and other areas where feasible	2018-2022	
		CO25: By 2022, evaluate partnering with Transportation Network Companies (TNCs) for subsidized late-night, early morning, and weekend rides	2018-2022	
		CO26: Evaluate how RTA can incorporate emerging transit options	2023-2027	
	Encourage more housing, businesses, and community services in areas along High Capacity Transit lines	CO27: By 2018, create a Transit-Oriented Development (TOD) program and plan, including consideration of property owned privately and by other public agencies	2018-2022	
		CO28: By 2018, begin working with local governments to implement and encourage TOD with zoning overlays and other tools	2018-2022	
		CO29: 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	
	Partner with schools major employers, and social service providers	CO30: 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	
		CO31: By 2020, work with public high schools to encourage student ridership	2018-2022	
		CO32: Work with colleges and universities to provide passes for students, paid for by student fees	2023-2027	
		CO33: Solicit major employers to sponsor transit routes and amenities	2023-2027	
	Expand the reach of High Capacity Transit and Select Routes	CO34: 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	
		CO35: Provide Park-and-Ride lots near High Capacity Transit and Select Routes	2023-2027	
		CO36: Work with partners to increase the number of car share stations near High Capacity Transit and Select Routes	2023-2027	
		CO37: Coordinate with local governments to identify and address major barriers to pedestrian access at high demand stops	2023-2027	
	Formalize coordination with other mobility providers in the region	CO38: 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	
CO39: By 2022, develop cost and revenue sharing agreements to provide service across parish lines		2018-2022		
CO40: Study options for making shared mobility in the region a seamless experience for the customer, including potential consolidation of services		2023-2027		

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Objective	Strategy	Action Item	Phase	Measures & Targets
Goal: Support a Sustainable, Healthy Region				
Mitigate climate change and improve public health	Reduce RTA's environmental impact	SH1: 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	<ul style="list-style-type: none"> • <i>Percentage of RTA's fleet powered by low or no-emissions vehicles</i> Target: 75% by 2030 Baseline: 20% in 2017 • <i>Share of work trips made by transit in New Orleans</i> Target: 20% by 2030 Baseline: 8% in 2016 • <i>Percentage of households in the service area within 30 minutes by transit of a major healthcare facility during typical office hours</i> Target: 80% by 2022 • <i>Percentage of households in the service area within 30 minutes by transit of a community health center during typical office hours</i> Target: 80% by 2022 • <i>Percentage of households in the service area within 30 minutes by transit of a major park or recreational facility during typical hours</i> Target: 80% by 2022 • <i>Average number of bikes on vehicles per day</i> Target: 500 by 2030 Baseline: Approximately 235 in 2016
		SH2: Generate renewable energy, such as solar panels, on facilities	2023-2027	
	Support walkable, livable transit corridors	SH3: Implement all action items in the "Provide a more comfortable and pleasant rider experience" strategy	All	
		SH4: By 2022, encourage transit-supportive development by working with local governments to waive parking requirements for development near frequent transit service	2018-2022	
		SH5: Work with regional organizations and business districts to use public and private funds to build enhancements to the pedestrian environment along major corridors	2023-2027	
		SH6: Incentivize transit by working with the City of New Orleans to implement market-based parking pricing	2023-2027	
	Improve access to healthcare and recreation	SH7: Serve most major healthcare facilities with High Capacity Transit or Select Routes	2028-2040	
		SH8: Serve most community health centers with High Capacity Transit or Select Routes	2028-2040	
		SH9: Serve most major parks and recreational facilities with High Capacity Transit or Select Routes	2028-2040	