

# CONNECTING COMMUNITIES

## NEW ORLEANS RTA BRT FEASIBILITY STUDY

### PROJECT OVERVIEW

The New Orleans Regional Transit Authority (RTA) is advancing planning for the region's first bus rapid transit (BRT) corridor to enhance the transit network with a faster, more frequent high-capacity premium bus transit service. The project will leverage previous and ongoing work including the "New Links" regional redesign study and the RTA's Strategic Mobility Plan and deliver a plan with conceptual operations, design characteristics, construction costs, and implementation and funding strategies for the corridor. BRT design standards will also be included to define BRT for future expansion within the region.

### PROJECT PURPOSE

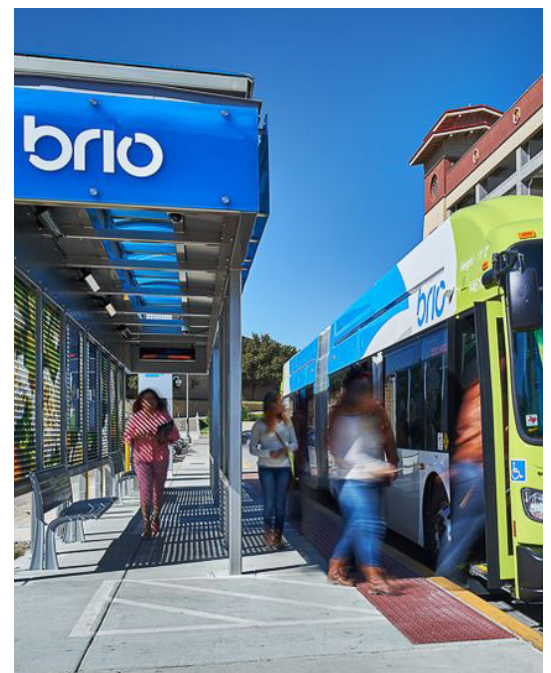
Disinvestment, high poverty rates, and the absence of large job centers in New Orleans East creates hardships that reliable and affordable access to jobs, healthcare, and education can help alleviate. It is the RTA's top priority to ensure that residents in areas of persistent poverty have access to opportunity and employment across the region through affordable, reliable, and accessible transportation. Jobs are spread throughout the region and there is a stark divide in total time between commutes via car and via public transit.

Today, a New Orleans East resident can only access 2% of the region's jobs - less than 8,000 - in 30 minutes. The proposed corridor will connect residents to jobs in the City's center.

### WHAT IS BUS RAPID TRANSIT?

BRT is a premium transit service that combines the fast, comfortable, and reliable benefits of fixed-rail transit with cost-effective, often quicker implementation. When combined with transit-oriented development strategies and accessibility improvements, bus rapid transit can have a transformational impact to a community. A few of the features of bus rapid transit include:

- **Dedicated or semi-dedicated guideways**  
(providing faster travel and minimizing delay)
- **Transit signal priority and pre-emption**  
(reducing bus delays at signalized intersections)
- **Fewer stops**  
(featuring premium amenities & level-boarding)
- **Off-board fare collection**  
(reducing dwell time)
- **Robust operating plan**  
(frequent service & extended hours)
- **Uniquely-branded vehicles**  
(identifiable premium service)



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### WHY BUS RAPID TRANSIT?

BRT is an increasingly popular approach to deliver enhanced public transportation services to improve mobility, increase transit ridership, reduce congestion and support economic development.

#### **Increased Transit Use**

BRT has been proven to increase transit use with reduced travel time and improved service frequencies and reliability.

#### **Improved Access**

BRT plays a vital role in a healthy, multimodal system that connects people to jobs, and businesses to their customers.

#### **Increased Development**

BRT supports and sparks millions of dollars in economic development and has led to transit oriented development in underdeveloped communities.

### PROJECT AREA/TIMELINE

The study will evaluate a corridor connecting New Orleans East to the Central Business District and on to the West Bank. The project is expected to be completed in August 2022, with several planned opportunities for input from the public and project stakeholders.



### CONTACT:

Dwight Norton  
Sr. Director of Strategic Planning  
New Orleans Regional Transit Authority  
[dnorton@rtaforward.org](mailto:dnorton@rtaforward.org)

