

Fare Equity Analysis

New Orleans Regional Transit Authority

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Executive Summary

New Orleans Regional Transit Authority (RTA) and Jefferson Parish Transit (JeT) collaborated on a new fare product, called the “Regional Ride”, that enables customers to transfer seamlessly between the two transit agencies using a single ticket. RTA and JeT conducted a six-month pilot of the Regional Ride from September 2018 through March 2019, and the agencies are planning to proceed with permanent implementation beginning April 1, 2019. In accordance with Federal Transit Administration Circular 4702.1B, the New Orleans Regional Transit Authority conducted a Title VI Fare Equity Analysis and Disparate Impact Analysis.

1. Introduction

1.1 Background

New Orleans Regional Transit Authority (NORTA or RTA) operates buses, streetcars, ferries and paratransit services within Orleans Parish. Jefferson Transit (JeT) serves the urbanized portion of Jefferson Parish, also providing service to New Orleans and the Louis Armstrong New Orleans International Airport. RTA and JeT bus lines can make connections in Kenner, Gretna and New Orleans.

Historically, riders would pay separate fares if transferring between RTA and JeT services. It is notable that between 1999 and 2004, RTA and JeT offered a regional day pass that could be used on both services. The regional day pass was discontinued by RTA and JeT through a mutual agreement.

In 2012, a transit study for the region identified the creation of a regional day pass as a key strategy to meet the goals of creating a seamless transit experience for riders and establishing a consistent fare price across parishes. RTA and JeT received approval from their respective boards to pilot a regional ticket and subsequently updated the software in their fare collection systems to accept a regional ticket.

The six-month Regional Ride pilot program was launched in September 2018. As the pilot nears its end, over 16,000 Regional Ride tickets have been sold and used over 63,000 times. Due to the encouraging success of the promotion, RTA and JeT are interested in making the Regional Ride a permanent fare option. To obtain input on the proposed changes from the public, including low-income and minority patrons, a public meeting was conducted and additional public input sought through each agency's website and various other social media outlets.

1.2 Title VI Equity Analysis Requirements

Federal Transit Administration (FTA) regulation Circular 4702.1B requires that all transit providers operating 50 or more fixed route vehicles in peak service and serving an urbanized area exceeding 200,000 population conduct a Title VI equity analysis before a fare change and/or major service change is enacted. Beyond the Title VI requirement to evaluate the impact on minority populations, FTA requires transit providers to also evaluate the effects on low-income populations. These analyses call for a disparate impact analysis for minority riders versus non-minority riders, and a disproportionate burden analysis for low-income riders versus non-low-income riders.

The equity analysis requirement applies to all fare changes, regardless of the amount of increase or decrease. Promotional fares for up to six months are excluded from the equity analysis requirement, but a fare equity analysis must be conducted for the promotional fare to continue beyond six months.

Impacts are determined based on whether the measured change between the existing fare and proposed fare is within the transit provider's defined policy standard or impact threshold.

1.3 Title VI and Environmental Justice Policies

RTA has addressed Title VI considerations in its *Title VI and Environmental Justice Policy Manual*, May 17, 2017. Its Title VI Program has been established in accordance with Title VI of the Civil Rights Act of 1964; 49 CFR Part 21; FTA Circular 4702.1B; and other related statutes and regulations to ensure compliance with Title VI. The intent of the Title VI Program is to ensure that no person is excluded from participation in or denied the benefits of services on the basis of race, color, or national origin.

The RTA's Environmental Justice (EJ) policy requires that the agency identify and address as appropriate, disproportionate high and adverse human health or environmental impacts of programs, policies and activities on low-income communities and communities of color.

Disproportionate High and Adverse Effect Definition: Disproportionate high and adverse effect on minority and low-income populations is defined as an adverse effect that:

- Is predominantly borne by a minority population and/or a low-income population; or
- Will be suffered by the minority population and/or low-income population and is appreciably more severe or greater in magnitude than the adverse effect that will be suffered by the non-minority and/or non-low-income population.

Low-Income Definition: Low income is defined as a person whose median household income is at or below the Department of Health and Human Services' poverty guidelines.

Minority Definition: Minority groups include Alaska Native; Asian; Black or African American populations; Hispanic or Latino populations; and Native Hawaiian and other Pacific Islanders.

Determination of Disproportionate Adverse Effects: In determining the potential for disproportionately high and adverse impacts, RTA will conduct a benefits and burdens analysis of the proposed project or plan. This analysis will consider the following factors:

- Whether a high or substantial impact exists which adversely affects an EJ population;
- Whether the effects on the EJ population exceeds those borne by non EJ populations;
- Whether cumulative or indirect effects would adversely affect an EJ population;
- Whether mitigation and/or enhancement measures should be taken; and
- Whether there are off-setting benefits to EJ populations.

If it is determined that the proposed project will have a disproportionate adverse effect, the RTA will then examine whether the project is in the best interest of the public and whether or not there are alternatives that would have less severe effects. If the analysis concludes a compelling public need

that cannot be satisfied by an alternative, the agency may proceed with the proposed project, even if disproportionate adverse effects have been identified.

JeT has addressed Title VI considerations in its *Title VI Report, 2017*. This document emphasizes JeT's commitment to procedures supporting Title VI considerations, and outlines systemwide standards, policies, and level of service monitoring.

2. RTA and JeT Existing Fare Structure

The RTA offers one-way fares and express fare as well as a variety of pass options. Fares and passes are only valid on the New Orleans RTA system, and they cannot be used in the Jefferson Transit (JeT) system.

2.1 RTA Standard One-Way Fares

Table 2-1 shows RTA's Standard One-Way Fares:

Table 2-1 RTA Standard One-Way Fares and Prices

Fare Product	Price
Streetcar	\$1.25
Bus	\$1.25
Express Bus	\$1.50
201 Kenner Loop	\$1.25
Ferry	\$2.00
Transfers	\$0.25

Note: Children 2 years and under are free. A full fare must be paid for any children 3 years of age and older.

2.2 RTA Senior Citizen, Disabled, and Paratransit One-Way Fares

RTA offers reduced fares to senior citizens and disabled persons. Senior citizens (65 Years and Over) must present a picture ID or passport as proof of age to pay reduced fares. Disabled persons must have and present an RTA-issued ID card to pay reduced fares.

RTA also provides a paratransit service for customers who have a temporary or permanent disability that prevents them from using the standard RTA system. Paratransit is a shared ride service which uses accessible buses and vans to meet the needs of eligible riders.

Table 2-2 shows RTA’s senior citizen, disabled, and paratransit one-way fares and prices:

Table 2-2 RTA Senior Citizen, Disabled, and Paratransit One-Way Fares and Prices

Fare Product	Price
Streetcar	\$0.40
Bus	\$0.40
Ferry	\$1.00
Transfers	Free
Paratransit Services (with RTA ADA-Certification)	\$2.00
<i>Notes:</i> <ul style="list-style-type: none"> • <i>Before being allowed to pay reduced fares or get free transfers, disabled riders and Medicare cardholders must apply with the RTA to receive a special ID card.</i> • <i>Paratransit customers can ride Streetcar, Bus, and Ferry for Free.</i> 	

2.3 RTA Jazzy Passes

RTA “Jazzy Passes” can be purchased in electronic format with the RTA GoMobile app or in a magnetic card format at RTA ticket vending machines, from select vendors, and online via the RTA website. They are only valid on RTA buses and Streetcars, and they are non-transferable. Jazzy Passes are activated with the first use and are valid for unlimited rides for the time purchased. Table 2-3 below shows the RTA Jazzy Passes and prices:

Table 2-3 RTA Jazzy Passes and Prices

Fare Product	Price
1-Day Jazzy Pass	\$3.00
3-Day Jazzy Pass	\$9.00
5-Day Jazzy Pass	\$15.00
31-Day Jazzy Pass	\$55.00

2.4 RTA Ferry Passes

RTA offers standard passes that are only valid for travel on the ferry. Additionally, integrated ferry, bus and streetcar passes are available via the RTA GoMobile app. Table 2-4 shows RTA's Ferry Passes and prices:

Table 2-4 RTA Ferry Passes and Prices

Fare Product	Price
Ferry Monthly Punchcard Pass	\$65.00
5-Day Ferry Pass (via GoMobile app only)	\$18.00
31-Day Ferry Pass (via GoMobile app only)	\$65.00
1-Day Integrated Ferry, Bus and Streetcar Pass (via GoMobile App only)	\$7.00
5-Day Integrated Ferry, Bus and Streetcar Pass (via GoMobile App only)	\$30.00
31-Day Integrated Ferry, Bus and Streetcar Pass (via GoMobile App only)	\$105.00

2.5 JeT Fare Products

JeT Fare products are only valid for travel on JeT services. Table 2-5 below shows the JeT fare products and prices:

Table 2-5 JeT Fare Products and Prices

Fare Product	Price
One-Way Fare	\$1.50
One-Way Fare (to cross river or travel to New Orleans CBD)	\$2.00
Transfers	\$0.50
1-Day Pass	\$4.00
Monthly Pass	\$60.00
Ten Tokens (Each token is valid for a single one-way fare)	\$15.00
Senior Citizen One-Way Fare	\$0.75
Senior Citizen One-Way Fare (to cross river/New Orleans CBD)	\$1.00

3. RTA and JeT Proposed Fare Structure Change

The proposed fare structure change maintains all current fares and fare types for both RTA and JeT. The only change is the addition of the Regional Ride Ticket, which was piloted as a promotional fare from September 2018 to March 2019.

The Regional Ride ticket costs \$6.00. It is valid for unlimited rides on RTA buses, RTA streetcars, and JeT buses for 24 hours from the date and time of first use. The ticket can be purchased at RTA and JeT bus fareboxes, at RTA streetcar fareboxes, at RTA ticket vending machines, and via the RTA GoMobile App.

The Regional Ride ticket provides a convenient option for riders who want to use RTA and JeT services on the same day. Under the existing fare structure, these riders have the following options:

- Purchase an RTA 1-Day Jazzy Pass (\$3.00) and a separate JeT Day Pass (\$4.00) for a total of \$7.00.
- Purchase One Way Fares from each agency. It should be noted that there are several situations where riders using both RTA and JeT systems would pay less using one-way fares as compared to purchasing a Regional Ride Pass:
 - A rider does not need to make a round trip within 24 hours. For example, a rider takes a single one-way trip on RTA and single one-way trip on JeT.
 - A rider only needs to make a round trip on one of the routes but not the other
 - A rider is making a round trip within a 24-hour period using one RTA route and one JeT route that does not cross the river or go into New Orleans (and therefore stays within the basic JeT fare). In this case the cash fare would be $(\$1.50 \times 2) + (\$1.25 \times 2) = \$5.50$.
 - A certain amount of transfers (\$0.25 for RTA and \$0.50 for JeT) can be absorbed in these scenarios.
 - A rider is in a discounted group such as senior or disabled
- Purchase an RTA 31-Day Jazzy Pass (\$55.00) and a JeT Monthly Pass (\$65.00) for a total of \$110.00. This is a more economical option for riders who need to utilize both services for nineteen or more days in a month since purchasing nineteen Regional Ride Tickets at \$6.00 each would cost \$114.00.

Beyond the cash fare and monthly pass situations highlighted above, the Regional Ride pass would be more economical than other existing options. An added benefit is the convenience of presenting a single pass rather than paying individual cash fares or presenting two separate passes.

It is significant to note that while the Regional Ride pass is not always the most economical method, none of the other fare options are proposed to be modified or eliminated. Riders are free to choose the convenience and potential savings associated with the Regional Ride, but they can also still pursue other existing options that may be more economical depending on each riders' individual circumstances.

4. Results from Promotional Period

The six-month Regional Ride pilot program was launched in September 2018 and ends March 31, 2019. As the pilot nears its end, during the promotional period:

- Over 16,000 Regional Ride tickets were sold.
- Regional Ride tickets were used over 63,000 times.
- On average, each Regional Ride ticket was used four times.
- Regional Ride sales are slightly higher at RTA (51%).
- Regional Ride usage is slightly higher at JeT (59%).
- Sales of the Regional Ride ticket were distributed as follows:
 - 78% purchased at RTA and JeT fareboxes;
 - 22% purchased via RTA GoMobile App; and
 - 0.1% purchased at RTA Ticket Vending Machines.

5. Fare Equity Analysis

5.1 Approach

The fare equity analysis was performed using data from two survey sources:

- JeT 2017 Transit Survey
- 2011 Regional Rider Survey

Since both of these surveys were conducted when no Regional Ride pass was offered, survey results were reviewed by isolating the riders who use both RTA and JeT services, compared to RTA only users and JeT only users.

The steps completed during this analysis were as follows:

1. Determine minority, low-income and overall riders for population using a single system, whether JeT or RTA;
2. Determine minority, low-income and overall riders for population using both JeT and RTA services;

3. Calculate the difference in percentage of minority, low-income and overall riders; and
4. Determine if the Regional Ride pass causes a disproportionate adverse effect on minority riders and/or low-income riders.

Where possible, data from the more recent JeT 2017 survey was used. This source allows for calculations for riders using JeT only and both systems (JeT/RTA). Calculations for riders using RTA only relies on the older 2011 survey.

The equity analysis approach uses guidance as provided in the RTA’s *Title VI and Environmental Justice Policy Manual*, and it is consistent with the intent of *JeT’s Title VI Report*. For the purposes of this analysis, Minority and Low-Income are defined as follows:

- **Minority Definition.** Minority riders are defined as anyone who self-identifies race and ethnicity as anything other than white. In both surveys, transit riders were provided with the following choices: *Black or African American; Asian; White/Caucasian; Caribbean, Central or South American; Mexican; American Indian or Alaska Native; Native Hawaiian or other Pacific Islander; and Other*. Minorities thus included all categories except *White/Caucasian*.
- **Low-Income Definition.** Low income riders are defined in RTA’s 2017 *Title VI and Environmental Justice Policy Manual* as those whose median household income is at or below the Department of Health and Human Services’ poverty guidelines or less. Federal poverty guidelines based on the two survey years are summarized below in Table 5-1:

Table 5-1 Federal Poverty Guidelines for Survey Years

Household Size	2011 Poverty Guidelines	2017 Poverty Guidelines
1	\$10,890	\$12,060
2	\$14,710	\$16,240
3	\$18,530	\$20,420
4	\$22,350	\$24,600
5	\$26,170	\$28,780
6	\$29,990	\$32,960
7	\$33,810	\$37,140
8	\$37,630	\$41,320
Over 8, add per person	\$3,820	\$4,180

Source: aspe.hhs.gov

The 2011 and 2017 surveys both include a question where respondents identify household income by defined brackets. Since the 2017 survey includes a question regarding household size, it was possible to estimate low-income ridership by assigning income brackets to each possible response regarding

household size. Table 5-2 summarizes how the federal poverty guidelines were translated into corresponding income cut-offs from the 2017 survey.

Table 5-2 Survey Results Identified as Low-Income

Household Size	2017 JeT Survey
1	\$0-\$14,999
2	\$0-\$24,999
3	\$0-\$24,999
4	\$0-\$24,999
5+	\$0-\$34,999

It was not possible to use this same approach with the 2011 survey, since that survey did not include a question regarding household size. Instead, low-income ridership was based on poverty thresholds as defined in the American Community Survey which is based on the respondent’s resident ZIP code. This approach is described further in Section 5.4.

5.2 On-Board Survey Use

As noted earlier in this section, the statistically valid JeT survey was conducted in 2017. This survey was conducted in advance of the Regional Ride pilot program and includes questions to gauge interest in a regional pass. Information utilized from this survey for the purposes of this equity analysis includes:

- Race/ethnicity for JeT only riders vs. riders that were using both systems as part of their current trip;
- Household income for JeT only riders vs. riders that were using both systems as part of their current trip; and
- Household size for purposes of determining riders that reside in low-income households.

The JeT survey was only conducted on JeT buses. Thus, RTA only riders are not included in this survey. The most recent statistically valid survey for RTA only rider information is from the 2011 regional rider survey. Since this survey was a regional survey, results for JeT only and JeT/RTA riders were also reviewed and compared to results from the 2017 survey. The 2011 survey did not ask household size. Thus, data from the U.S. Census Bureau (2007-2011 American Community Survey) was used to estimate household size for purposes of calculating low income riders.

5.3 Analysis of Minority Riders

The 2017 JeT survey includes 1,117 records, which represents 6, 820 riders when expanded. Of this total, 4,613 were using just JeT services and 2,207 were using both JeT and RTA services. Thus, 32 percent of JeT riders were also using RTA services.

The 2011 Regional Rider Survey includes 5,978 useable surveys, which represents 56,723 riders when expanded. Of this total, 85 percent were using just RTA services, 8 percent were using just JeT services, and 7 percent were using both JeT and RTA services.

Table 5-3 and Figure 5-1 present the proportion of minority riders using both systems, RTA only, and JeT only. Data is based on the 2017 survey for both system riders and JeT only riders, and the 2011 survey for RTA only riders. As shown in this table and figure, minority ridership was slightly higher for passengers using both systems as compared to those using only an individual system.

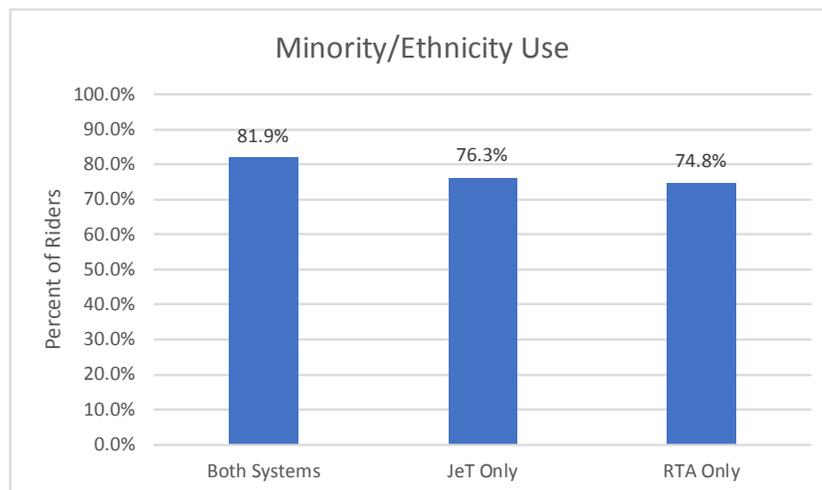
For comparison purposes, minority ridership from the 2011 regional rider survey was compared to results from the 2017 survey for the ‘JeT Only’ and ‘Both Systems’ rider categories. The 2011 survey identified 83 percent minority ridership for both system riders and 78 percent minority ridership for JeT only riders. These percentages are very similar to the 2017 survey results as reported for both system riders and JeT only riders in Table 5-1. The fact that both surveys indicate slightly higher minority ridership for passengers using both systems leads to a finding of no disproportionate high adverse effect (no disparate impact) to minority populations caused by the Regional Ride pass.

Table 5-3 Minority Ridership Characteristics

Race/Ethnicity	Both Systems Riders			JeT Only Riders			NORTA Only Riders		
	Records	Expanded	%age	Records	Expanded	%age	Records	Expanded	%age
Minority	248	1,777	81.9%	593	3,388	76.3%	4,073	36,032	74.8%
Non-Minority	50	393	18.1%	185	1,054	23.7%	1,025	12,164	25.2%
Total	298	2,170	100.0%	778	4,442	100.0%	5,098	48,196	100.0%

Note: Both Systems and JeT Only based on 2017 survey; NORTA Only based on 2011 survey.

Figure 5-1 Minority Ridership Percentages



Note: Both Systems and JeT Only based on 2017 survey; NORTA Only based on 2011 survey.

5.4 Analysis of Low-Income Riders

The 2017 JeT survey includes questions related to household income and household size. This information was used to determine ridership associated with low-income households for JeT only riders and for riders using both systems.

The 2011 Regional Rider Survey includes questions related to household income. There were 3,244 survey records from local residents that included information on household income. When expanded, this represents 29,272 riders. As previously noted, RTA's Title VI policy uses a low-income definition based on the United States Department of Health and Human Services' (DHHS) poverty guidelines, which provides poverty levels by household size. The 2011 Regional Rider Survey did not ask about household size. Therefore, the percent of households with income below poverty for each ZIP Code Tabulation Area (ZCTA) as reported in the 2007-2011 American Community Survey (ACS) was used to estimate the number of survey respondents in low-income households. ZCTAs are based on ZIP codes but have been generalized by the Census Bureau based on census blocks and will not line up exactly with ZIP codes in all instances and are representative of ZIP codes. ZCTA boundaries are based on the most recent census in 2010. These tabulation areas have not been adjusted since then, whereas ZIP codes may have been adjusted by the US Postal Service. The steps used to complete this process are as follows:

- The ACS defines poverty thresholds by ZCTA. Note that the poverty thresholds in the ACS can differ slightly from poverty guidelines used by DHHS, since DHHS guidelines are considered a simplification of the poverty threshold calculations (see <https://aspe.hhs.gov/2019-poverty-guidelines>).
- If a survey record identifies a household income of less than \$15,000, the expanded record was considered to represent low-income riders since that income bracket falls within the definition of low-income regardless of household size.
- For all other income brackets that were defined in the survey, low-income riders are based on the percentage of households defined as low-income for the recorded resident ZIP code and matching ZCTA in the 2007-2011 ACS. As an example, if a ZCTA defines 50 percent of all households in the ZCTA as low-income, and an expanded survey record represents 6 riders falling within the \$15,000-\$24,999 income bracket, then 3 of those riders are assumed to be low-income riders.

Table 5-4 and Figure 5-2 present the results of the proportion of low-income riders, using the 2017 survey for JeT only riders and both system riders, and the 2011 survey for RTA only riders. As shown in this table and figure, the survey data indicates that low-income percentages are similar between JeT only riders and both system riders, whereas it is higher for RTA only riders. However, it is important to note that this figure is from the 2011 survey which required use of a different methodology to determine low-income riders and may not be directly comparable with the other results.

For comparison purposes, low-income ridership from the 2011 regional rider survey for JeT only and both systems riders was compared to results from the 2017 survey. The 2011 survey identified 48 percent low income ridership for JeT only riders and 51.4 percent low income ridership for both systems users. Thus 2011 survey results are comparable to findings from the 2017 JeT survey.

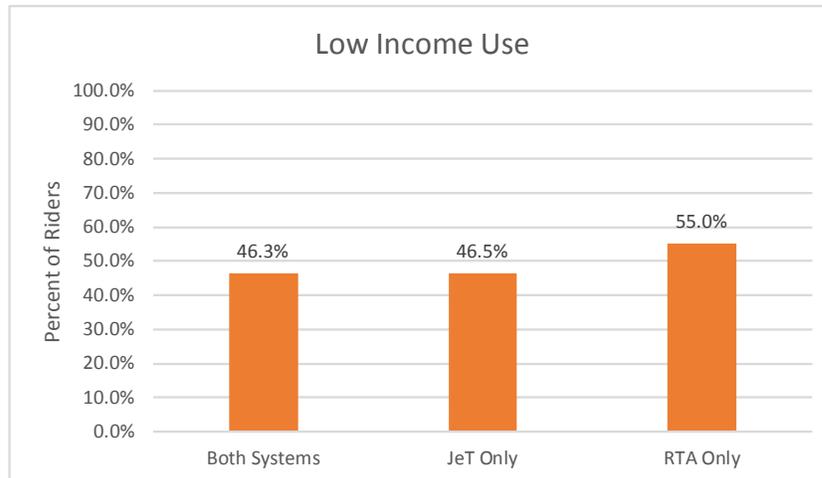
Since both surveys identify similar characteristics in low-income ridership for passengers using both systems versus JeT only, and minimal differences for RTA only low-income ridership, it is concluded that there is no disproportionate high adverse effect (no disproportionate burden) to low-income riders caused by the Regional Ride pass.

Table 5-4 Low-Income Ridership Characteristics

Income	Both Systems Riders			JeT Only Riders			NORTA Only Riders		
	Records	Expanded	%age	Records	Expanded	%age	Records	Expanded	%age
Low Income	134	988	46.3%	341	2,016	46.5%	1,543	13,509	55.0%
Non-Low Income	161	1,146	53.7%	421	2,319	53.5%	1,223	11,046	45.0%
Total	295	2,134	100.0%	762	4,335	100.0%	2,766	24,555	100.0%

Note: Both Systems and JeT Only based on 2017 survey; NORTA Only based on 2011 survey.

Figure 5-2 Low-Income Ridership Percentages



Note: Both Systems and JeT Only based on 2017 survey; NORTA Only based on 2011 survey.

5.5 Determination of Disproportionate High and Adverse Effects

RTA’s Title VI policy manual defines that a disproportionate high and adverse effect on minority and low-income populations is an adverse effect that:

- Is predominantly borne by a minority population and/or a low-income population; or
- Will be suffered by the minority population and/or low-income population and is appreciably more severe or greater in magnitude than the adverse effect that will be suffered by the non-minority and/or non-low-income population.

The equity analysis shows that riders using both JeT and RTA are more likely to be minorities compared to riders using only one or the other system. Therefore, there is no finding of disproportionate high and adverse effects (i.e., no disparate impact) to the minority population.

In terms of income level, there is about the same proportion of low-income riders using both JeT and RTA systems as there is for JeT only riders. However, the proportion of low-income riders using only RTA is estimated to be up to 8.7 percent higher than the proportion of low-income riders using both JeT and RTA (a much smaller percentage difference is calculated when solely using the 2011 survey). While this 8.7 percent difference does not necessarily trigger a finding of disproportionate high and adverse effects to the low-income population (i.e., disproportionate burden), it does indicate a need to review the proposed new fare media regarding whether there are methods to mitigate, avoid or minimize potential impacts. It is also important to note that the method used to estimate low-income household use of RTA only services differed from the approach used for estimating JeT only and both systems riders. Thus, differences in methodology for estimating low-income users could be skewing results when comparing RTA only low-income ridership to JeT only or both systems ridership.

5.6 Mitigation, Avoidance and Minimizing Impacts

There is no need to identify mitigations for the minority population, but discussion is offered regarding potential impacts to the low-income population.

In evaluating whether offering the Regional Ride pass tends to favor a market with a lower proportion of low-income riders, the following should be considered:

- The Regional Ride pass was not offered at the time the surveys were taken. Because it offers a lower price than purchasing individual JeT and RTA day passes, it may make travel using both systems more affordable and attractive to low-income riders, increasing the number of low-income riders using both systems.
- The Regional Ride pass facilitates seamless travel between the Jefferson and Orleans parishes, improving the convenience of access to jobs and services for low-income populations.

Efforts should be made to aggressively market the Regional Ride pass to low-income communities, emphasizing the potential fare savings compared to purchasing individual day passes for both systems, as well as the convenience of unlimited daily travel on both systems using a single pass. The Regional Ride has the potential to offer real savings to low-income riders making multiple trips on both RTA and JeT systems during a single day.

6. Conclusions

The equity analysis concludes that riders using both systems are more likely to be from minority populations than riders solely using RTA or JeT. Therefore, minority populations are more likely to benefit by the offering of the Regional Ride pass.

While the analysis suggests a slightly lower proportion of low-income riders using both systems as compared to RTA only riders, this may be due to the lack of convenient and affordable options in

traveling between the two systems. It is hoped that the offering of the Regional Ride pass will in fact create a more affordable option and more convenient access for low-income communities interested in using both systems.

Public response to the Regional Ride pass has been positive, and establishment of this fare media helps meet the strategic goals of creating a seamless transit experience for riders and establishing a consistent fare price across parishes.

Appendix A: Regional Ride Public Outreach

Regional Ride Public Outreach

1. Introduction

RTA and JeT conducted a six-month pilot of the Regional Ride ticket. Throughout the Regional Ride Pilot, RTA and JeT utilized multiple methods to inform the public of the new product, solicit feedback, and comply with federal mandates for public participation when changing fares or fare products. These public outreach methods included posting information on the agency websites, social media engagement, printed literature, and a public meeting.

2. Public Outreach Requirements

Per Title VI of the Civil Rights Act of 1964; 49 CFR Part 21; FTA Circular 4702.1B, Chap. IV-20-21, 7(b) Fare Equity Analysis, 3(b) Public Participation. The transit provider shall engage the public in the decision-making process to develop the disparate impact threshold; and 3(f)(i) The transit provider shall engage the public in the decision-making process to develop the disproportionate burden threshold.

3. RTA and JeT Public Outreach Efforts

During the pilot program, RTA and JeT distributed information about the Regional Ride via several marketing channels. These channels included rack cards, shelter ads, car cards, website postings, and social media. Rack cards were provided to the public by both the RTA and JeT staff, shelter ads were placed around the city of New Orleans, and car cards were placed in both RTA and JeT vehicles. Regional Ride pilot information was also posted on both RTA and JeT websites. Social media channels were used to promote the Regional Ride Pilot as well. Regional Ride comment cards and a public meeting were used to provide information to and gather feedback from the public. Questions like the ones on the comment cards were asked throughout the pilot at public outreach events and meetings. The public was also invited to provide feedback via social media, the RTA website, or by calling the RTA Rideline call center. During this time the RTA received one formal comment via the norta.com online comment form in which the rider stated they were happy to have the Regional Ride pass and wanted to make sure both RTA and JeT drivers were telling passengers about it.

Regional Ride Public Outreach

3.1 Regional Ride Rack Cards

During the pilot program, Regional Ride rack cards were provided to the public by both the RTA and JeT staff. The Regional Ride Rack Card is shown in Figure 1:

Figure 1: Regional Ride Rack Card



Regional Ride Public Outreach

3.2 Regional Ride Car Cards

RTA and JeT installed Regional Ride Car Cards in their vehicles to advertise the pilot program. The Regional Ride Car Card is shown in Figure 2:

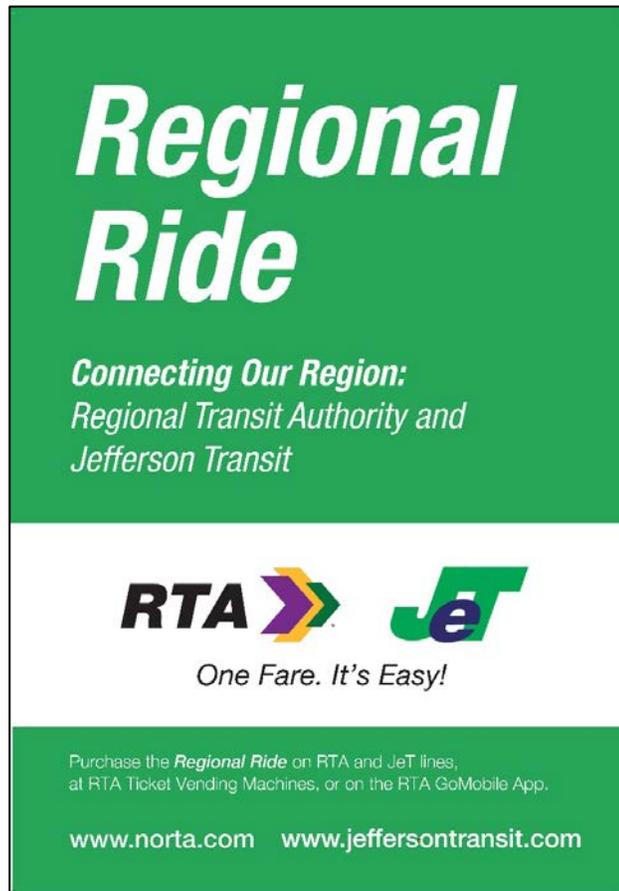
Figure 2: Regional Ride Car Card



3.3 Regional Ride Shelter Ads

Shelter Ads were installed at RTA bus and streetcar stops. JeT also installed shelter ads at its bus stops. The Regional Ride Shelter Ad is shown in Figure 3:

Figure 3: Regional Ride Shelter Ad



Regional Ride Public Outreach

3.4 Website and Social Media Presence

Regional Ride pilot information was posted on the RTA website, and the JeT website contained a brief description of the Regional Ride with a link to the RTA website. Social media channels were used to promote the Regional Ride Pilot and solicit feedback as well. Figure 4 is a snap shot of the information posted on the RTA website:

Figure 4: RTA Website Snapshot

The screenshot shows the RTA website's 'Fares & Passes' section for the 'RTA/JeT Regional Ride'. The main heading is 'RTA & JeT Regional Ride' with a sub-heading 'Easy Travel between Orleans and Jefferson Parishes!'. The text explains that the Regional Ride allows transfers between RTA and JeT vehicles for \$6. A 'Where to Get the Regional Ride' section mentions availability at RTA and JeT vehicles, and at RTA Ticketing Vending Machines. The 'Regional Transfer Points' section lists RTA bus routes and their corresponding JeT bus routes.

Regional Transit Authority	Jefferson Transit
10 - Thoupoutous	W-2, W-3, W-8, W-8L
11 - Magazine	W-2, W-3, W-8, W-8L
15 - Piret	W-2, W-3, W-8, W-8L
16 - S. Claiborne	W-2, W-3, W-8, W-8L
27 - Louisiana	E-1, E-2, E-4
28 - MLK	W-2, W-3, W-8, W-8L
39 - Tulane	E-2, E-3
57 - Franklin	W-2, W-3, W-8, W-8L
60 - Hayne	E-1, E-4
62 - Morrison Express	E-2
63 - New Orleans East OVL	E-2
64 - Lake Forest Express	E-2
65 - Reed/Crowder Express	E-2
80 - Desire/Louisia	E-2
84 - Galvez	E-2
88 - St. Claude	W-2, W-3, W-8, W-8L
90 - Carrollton	E-3

3.5 Public Engagement Meeting

On Monday, March 18th, from 4:00 pm to 7:00 pm the Transdev Regional Transit Authority (RTA) and Jefferson Transit (JeT) teams hosted a public engagement meeting at the Bulldog restaurant/tavern in Mid-City (New Orleans). This location was selected because it is a transfer hub for RTA and JeT vehicles and has the highest number of both RTA (2,209) and JeT (4,143) weekday Regional Ride boardings. An analysis of the Regional Ride usage data revealed that the highest Regional Ride usage was recorded between the hours 4:00 pm to 7:00 pm on weekdays.

Regional Ride Public Outreach

The objective of the meeting was to gain feedback from riders on the Regional Ride pilot and determine if there was an interest in making the Regional Ride a permanent fare product. During the meeting, Transdev RTA and JeT team members spoke with riders at a table inside the Bulldog restaurant/tavern. RTA and JeT team members distributed and collected Regional Ride Comment Cards (Figure 5), Regional Ride rack cards (Figure 2), and displayed a board showing connecting routes. Some team members also walked to the Cemeteries Transit Center and actively engaged riders who were transferring from RTA and JeT vehicles. In total, twenty-one (21) comment cards were collected. Figure 5 shows the Regional Ride Comment Card:

Figure 5: Regional Ride Comment Card

Front	Back
<div style="border: 1px solid black; padding: 10px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="display: flex; align-items: center;"> </div> 001 </div> <div style="text-align: center; margin-top: 10px;"> </div> <div style="background-color: #00a651; color: white; padding: 10px; text-align: center;"> <h2 style="margin: 0;">Regional Ride</h2> <p style="margin: 0; font-size: small;">Pilot Outcomes and Feedback Survey</p> </div> <div style="margin-top: 20px;"> <p>1. I purchase my Regional Ride pass:</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 70%;"> <input type="checkbox"/> On-board at the farebox <input type="checkbox"/> GoMobile App <input type="checkbox"/> Ticket Vending Machine </div> <div style="width: 25%;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </div> </div> <p>2. I would like RTA and JeT to keep offering the Regional Ride pass:</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 70%;"></div> <div style="width: 25%;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </div> </div> </div> <div style="text-align: right; font-size: small; margin-top: 10px;">001</div> </div>	<div style="border: 1px solid black; padding: 10px; background-color: #f9f9f9;"> <div style="background-color: #00a651; color: white; padding: 5px; font-weight: bold; font-size: small;">What is the Regional Ride?</div> <p style="font-size: x-small; margin-top: 5px;">The Regional Ride is an all day fare that allows riders to use RTA and JeT transit lines without having to pay separate fares. The Regional Ride can be used for unlimited rides for 24 hours.</p> <div style="background-color: #00a651; color: white; padding: 5px; font-weight: bold; font-size: small;">How long was the Regional Ride pilot program?</div> <p style="font-size: x-small; margin-top: 5px;">The Regional Ride pilot program began in September 2018. The pilot ends on March 31, 2019.</p> <div style="background-color: #00a651; color: white; padding: 5px; font-weight: bold; font-size: small;">How many Regional Ride passes were sold during the pilot?</div> <p style="font-size: x-small; margin-top: 5px;">There were more than 13,000 Regional Ride passes sold during the pilot program. The pass was used more than 52,000 times.</p> <div style="background-color: #00a651; color: white; padding: 5px; font-weight: bold; font-size: small;">Will Regional Ride continue to be offered?</div> <p style="font-size: x-small; margin-top: 5px;">Yes! The Regional Ride will continue to be offered after the pilot program ends on March 31, 2019.</p> <div style="background-color: #00a651; color: white; padding: 5px; font-weight: bold; font-size: small;">For More Information</div> <p style="font-size: x-small; margin-top: 5px;">To find out more about the Regional Ride and general RTA information, visit www.norta.com or call RTA Rideline at 504-248-3900.</p> <p style="font-size: x-small; margin-top: 5px;">For general JeT information, visit www.jeffersontransit.org or call 504-818-1077.</p> <div style="background-color: #00a651; color: white; padding: 5px; font-weight: bold; font-size: small; text-align: center;">Additional Comments</div> <div style="margin-top: 10px;"> <hr/><hr/><hr/><hr/><hr/><hr/><hr/><hr/> </div> <p style="font-size: x-small; margin-top: 10px;">Name: _____</p> <p style="font-size: x-small; margin-top: 5px;">Email: _____</p> <p style="font-size: x-small; margin-top: 5px;">Phone: _____</p> </div>

Regional Ride Public Outreach

The questions on the comment cards and responses collected are as follows:

- I would like RTA and Jet to keep offering the Regional Ride pass:

Yes	No	Other
20	0	1 (Rider would like a \$1 pass for seniors)

- I Purchase my Regional Ride pass:

On Board at the Farebox	Go Mobile App	Ticket Vending Machine	GoMobile App & Farebox	No Response
11	3	1	4	2

4. Summary

Throughout the Regional Ride pilot, the RTA and JeT team utilized multiple resources to engage the public and provide information about the program. The outreach efforts contributed to a successful pilot program by ensuring that RTA and JeT riders were aware of the Regional Ride and understood where it could be purchased and how it worked. The feedback received was positive, and indicates that riders are happy with Regional Ride and would like to have it permanently implemented as a fare product.

Appendix B: RTA Title VI Analysis Acceptance and Approval of Continuation of Regional Ride



REGIONAL TRANSIT AUTHORITY
PROPOSED AGENDA ITEM APPROVAL FORM

ITEM: Title VI Analysis and Approval of Continuation of Regional Ride
Regional Ride Fare Pilot Completion, Title VI Analysis Submission, and Permanent
FOR: Fare Recommendation

DATE SCHEDULED: Tuesday, March 26, 2019

SUBMITTED BY: Planning DIVISION

JUSTIFICATION OF MATTER: The Regional Ride fare pilot was successful and
staff recommends making the Regional Ride fare permanent. The Title VI analysis portion of the
presentation is required by the FTA to address any rider impact.

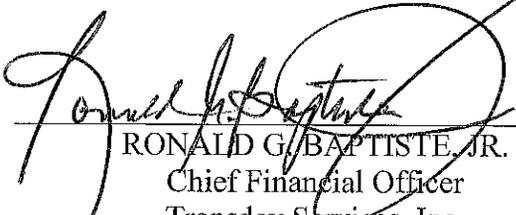
STAFF RECOMMENDATION: Make the Regional Ride a permanent fare.

RECOMMENDED BOARD ACTION APPROVE AS RECOMMENDED.

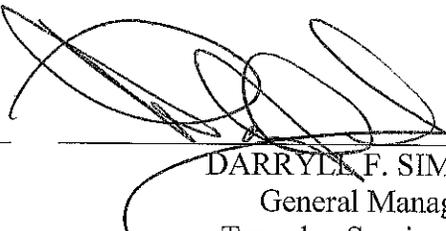
FINANCIAL IMPACT: Net Zero



JARED E. MUNSTER, Ph.D.
Interim Executive Director
Regional Transit Authority



RONALD G. BAPTISTE, JR.
Chief Financial Officer
Transdev Services, Inc.
In service to the Regional Transit Authority



DARRYLL F. SIMPSON
General Manager
Transdev Services, Inc.
In service to the Regional Transit Authority



Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119-6301

504.827.8300

www.norta.com

RESOLUTION NO. 19-025

STATE OF LOUISIANA

PARISH OF ORLEANS

**TITLE VI ANALYSIS ACCEPTANCE AND APPROVAL OF CONTINUATION OF
REGIONAL RIDE**

Introduced by Commissioner Wegner,
seconded by Commissioner Tillery

WHEREAS, the Regional Ride Fare Pilot program was deemed successful with significant sales and usage; and

WHEREAS, the Regional Ride provides a convenient fare option to riders; and

WHEREAS, the Title VI analysis shows no adverse rider impact; and

WHEREAS, the public has communicated that they want the fare to continue; and

WHEREAS, the Regional Ride fare has no net cost impact to the RTA; and

WHEREAS, staff recommends making the Regional Ride fare permanent;

NOW, THEREFORE, BE IT RESOLVED that the Board of Commissioners of the Regional Transit accepts the findings of the Title VI analysis, to approve the continuation of the Regional Ride.

THE FOREGOING WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:

YEAS:	<u>7</u>
NAYS:	<u>0</u>
ABSTAIN:	<u>0</u>
ABSENT:	<u>1</u>

AND THE RESOLUTION WAS ADOPTED ON THE 26th DAY OF MARCH, 2019.



FLOZELL DANIELS, JR.
CHAIRMAN
RTA BOARD OF COMMISSIONERS