



Streetcar Modernization Master Plan

Survey Summary Report | August 24, 2026

NORTA.COM

OUTREACH

- To kick off the Streetcar Modernization Master Plan, RTA distributed a survey to help understand how New Orleans feels about our Streetcar System.
- **Survey* promoted via:**
 - NORTA channels (*social, email, canvassing, earned media*)
 - Partner email lists
 - *Urban League, Convention Center, Clover, Louisiana Landmark Society, NORD, Neighborhood Associations (East New Orleans)*
 - Neighborhood Association presentations
 - *Lower Garden District, Delachaise*
- **Timeframe:** June 2 – June 30

**This survey used a convenience sample, meaning participation was based on ease of access and willingness to participate. The survey was not a representative sample of the population, and its results are not statistically significant. However, the results offer valuable insights into community preferences and a foundation of input from which to build.*

Regional Transit Authority
June 25 at 12:23 PM · 📍
Tell us your streetcar takes!
We want to improve our streetcars. Take the RTA Streetcar Survey to help us do it. Your input will help shape the RTA's plan to improve the streetcar experience for all riders!
📌 Take the survey before it closes on June 30th! 📌
👉 <https://hdrjotform.com/form/rt-streetcar>
OR 📌 link in bio See less



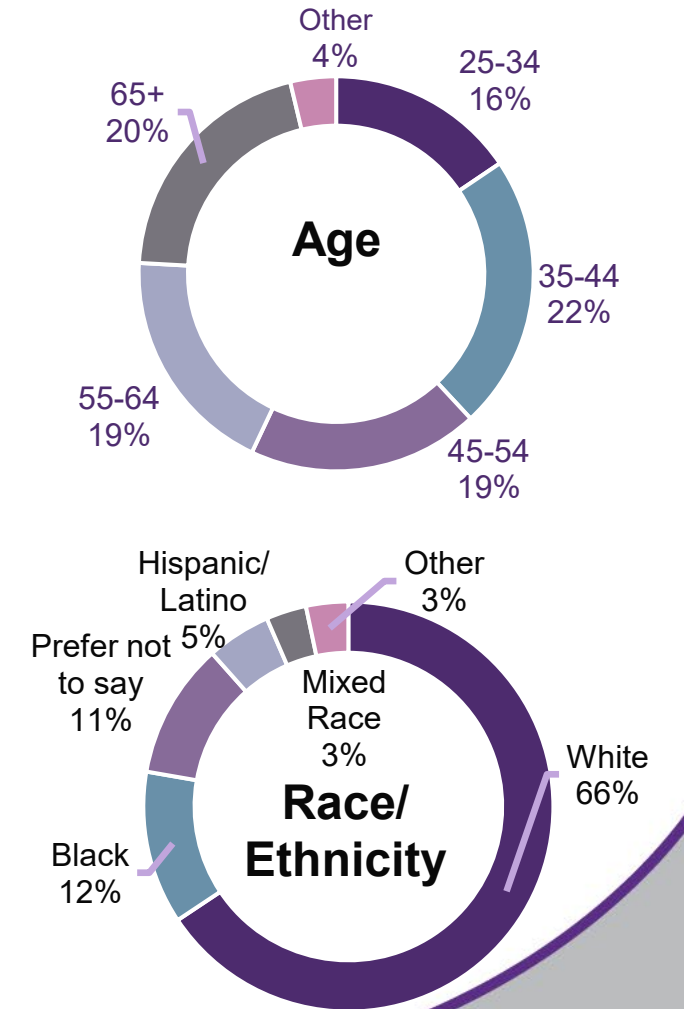
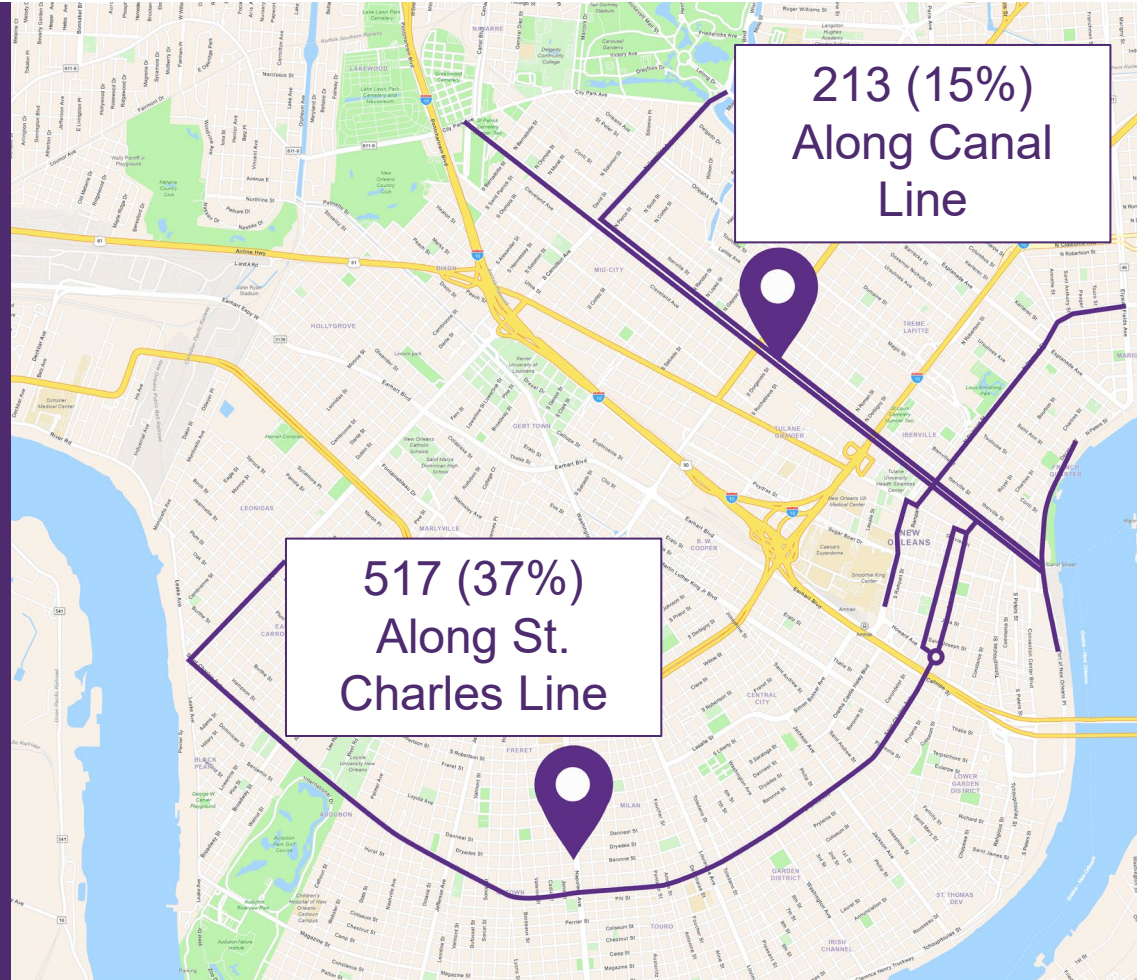
WHO PARTICIPATED

1404
responses

77%
Orleans resident/business
owner along a route

32%
Ride weekly or daily

13%
people living with
a disability



CATEGORIES OF SURVEY PARTICIPANTS EXAMINED

Evaluated data based on:

- All participants
- Weekly/Daily Riders
- Those living with disabilities
- Black/African American participants
- Non-White participants
- Zip Code
 - Uptown (70118, 70115, 70130, 70139)
 - Mid-City (70119, 70112)

SUMMARY OF KEY FINDINGS



Perception of safety (vehicle and personal) leaned from Medium-Safe to Very Safe across all groups.



Reliability, Speed/Efficiency, Frequency identified as priority areas for improvement.

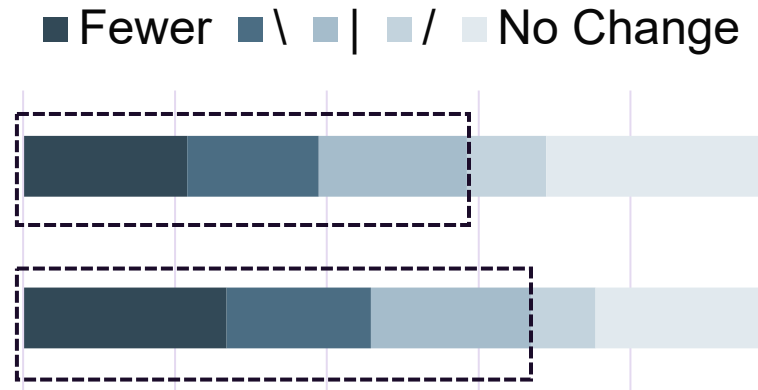


General support for reducing stops and number of crossovers.

Although those living with disabilities showed a preference for keeping the current number of stops/crossovers.

of Stops

of Crossovers

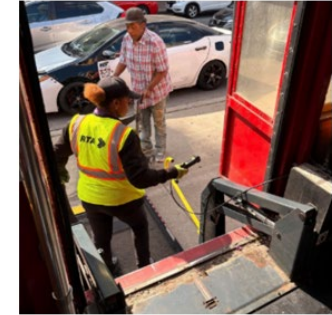


KEY FINDINGS



Boarding Style

Participants were open to low-floor / level boarding for improved and more efficient boarding experiences.



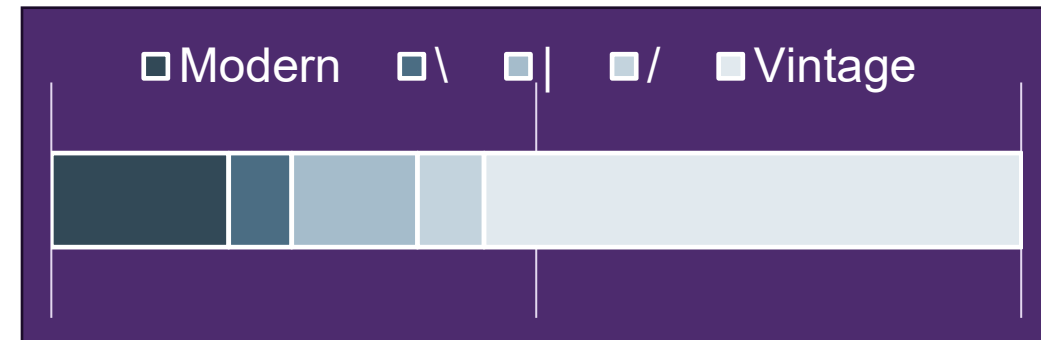
KEY FINDINGS



Look and Feel

The majority of participants want to keep the vintage look and feel across streetcar lines.

Riders want a system that works better—not a system that feels different.



DETAILED RESULTS

PERCEPTION OF PERFORMANCE

Participants were asked to rank their opinion of RTA's performance as it related to safety, accessibility, efficiency, and reliability.

Overall, safety (both personal and vehicle) had the highest ranking performance. Accessibility, efficiency, and reliability averaged at a ranking of 3 across all groups, identifying these areas as needing improvement.

Detailed results per group are available on the next page.

Master Plan Priorities

Based on your own personal experience or what you have heard, please **rate your opinion of the streetcar's performance in the following categories on a scale of 1 to 5** (with 1 being poor and 5 being excellent).

Personal Safety (how safe you feel as a rider) *	☐ 1 Poor	☐ 2	☐ 3 Neutral	☐ 4	☐ 5 Excellent
Vehicle Safety (frequency of vehicle/streetcar crashes) *	☐ 1 Poor	☐ 2	☐ 3 Neutral	☐ 4	☐ 5 Excellent
Accessibility (easy to use for those with accessibility/mobility needs) *	☐ 1 Poor	☐ 2	☐ 3 Neutral	☐ 4	☐ 5 Excellent
Speed/Efficiency (the ability to get to your destination in a reasonable timeframe) *	☐ 1 Poor	☐ 2	☐ 3 Neutral	☐ 4	☐ 5 Excellent
Reliability (does the streetcar come on-time, is it generally running on schedule) *	☐ 1 Poor	☐ 2	☐ 3 Neutral	☐ 4	☐ 5 Excellent

Next

PERCEPTION OF PERFORMANCE

Based on your own personal experience or what you have heard, please **rate your opinion of the streetcar's performance in the following categories on a scale of 1 to 5*** (with 1 being poor and 5 being excellent).

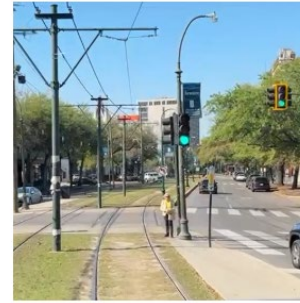
	All Participants	Black/African American	Non-White	Living with Disability	Weekly + Daily Riders	Mid-City	Uptown
Personal Safety	4 5	4 3	4 5	4 5	4 5	4 5	4 5
Vehicle Safety	4 5	4 3	4 5	4 5	4 5	4 5	4 5
Accessibility	3 3	3 3	3 3	3 3	3 3	3 3	3 3
Speed/ Efficiency	3 3	3 3	3 3	3 3	3 3	3 3	3 4
Reliability	3 3	3 3	3 3	3 3	2.5 2	3 3	3 3

**The first number shows the average ranking chosen. The second number shows the ranking selected most often.*

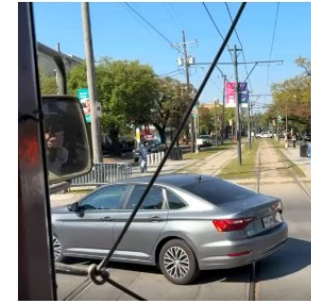
TRADE-OFF QUESTIONS

The next section of the survey presented people with possible changes to the streetcar system that could help improve speed and efficiency. However, those options come with trade-offs.

Using a sliding scale (see images to the right), RTA asked participants to share their preferences and willingness to see these changes.



Fewer vehicle and pedestrian crossovers—Safer and faster trip (could involve signalized intersections, no U-turns, or closed crossovers)

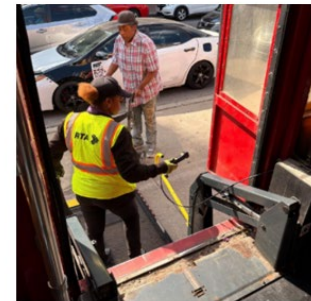


No change to vehicle and pedestrian crossovers—Current travel time, Current vehicle/streetcar crash rate (1 per week on avg)

← →



Introduce low-floor, level-boarding vehicles—Faster boarding



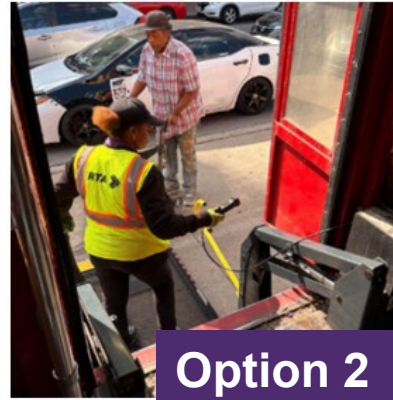
Maintain "step-up" and wheelchair lift boarding—Current boarding times

← →

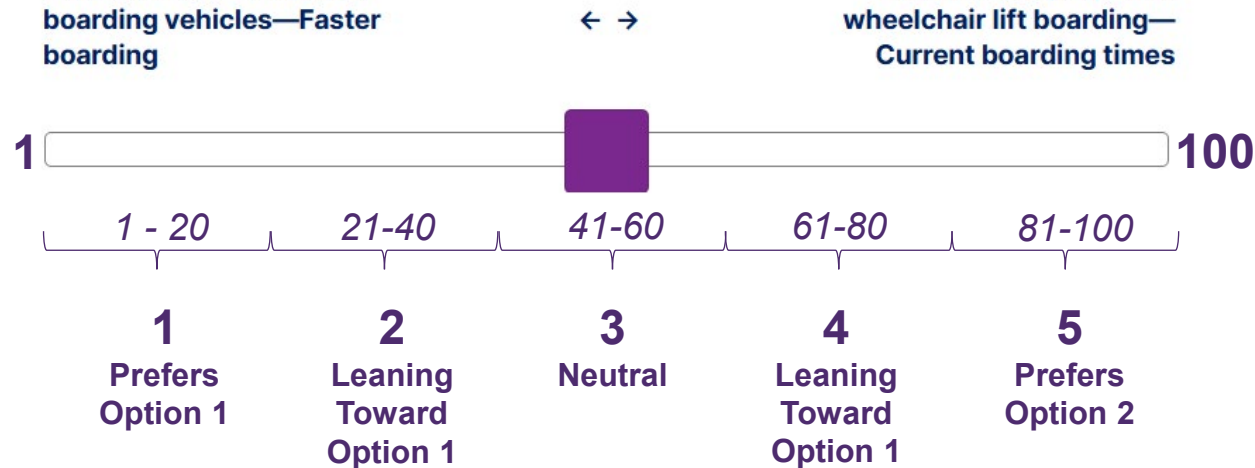
TRADE-OFF QUESTION ANALYSIS



Option 1
Introduce low-floor, level-boarding vehicles—Faster boarding



Option 2
Maintain "step-up" and wheelchair lift boarding—Current boarding times



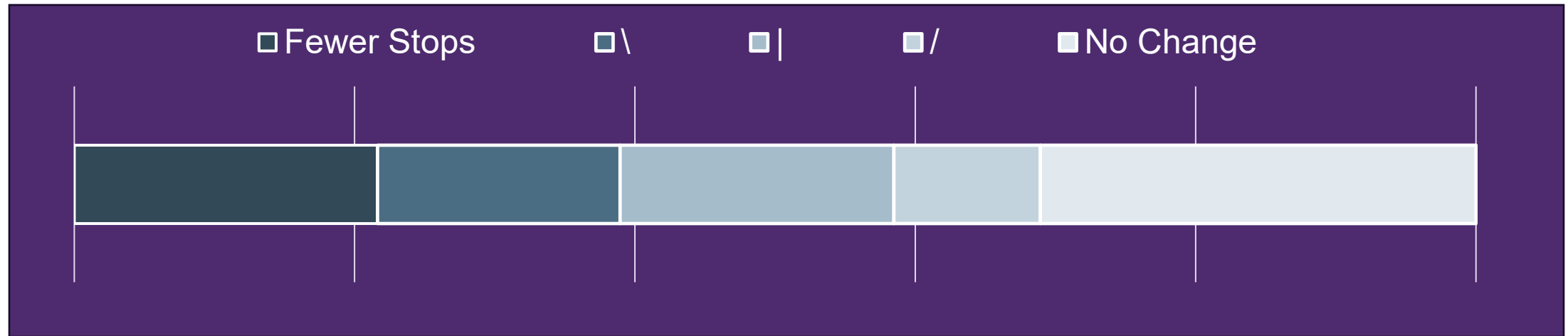
The survey asked how much the participant was leaning toward one option over the other.

The spot a participant places the slider populates a number between 1 – 100. Option 1 is considered 1, and Option 2 is considered 100.

To analyze the data, all numeric values were broken up in a scale of 1-5 (see left).

NUMBER OF STOPS: FEWER VS. NO CHANGE

All Responses



NUMBER OF STOPS: FEWER VS. NO CHANGE

Daily & Weekly Riders

Mid-City

Those Living with Disabilities



Non-White Identifying Responses

Uptown

Black-Identifying Responses



■ Fewer Stops

■ \

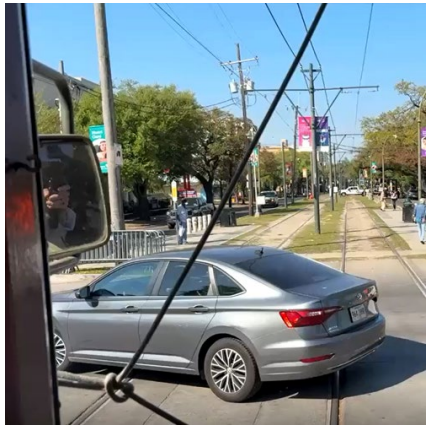
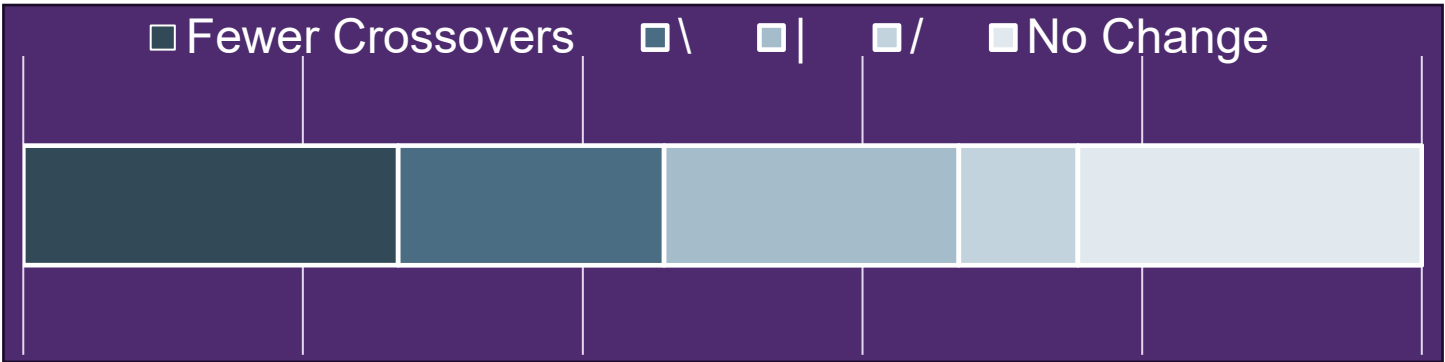
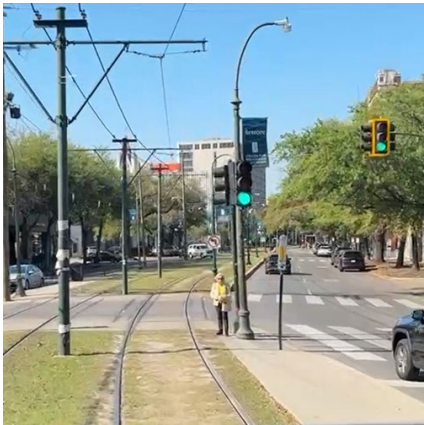
■ |

■ /

■ No Change

OF CROSSOVERS: FEWER VS. NO CHANGE

All Responses



OF CROSSOVERS: FEWER VS. NO CHANGE

Daily & Weekly Riders

Mid-City

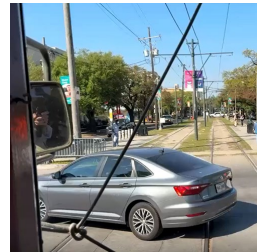
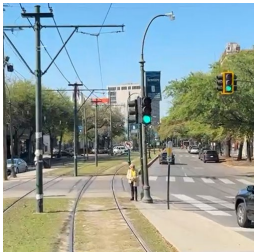
Those Living with Disabilities



Non-White Identifying Responses

Uptown

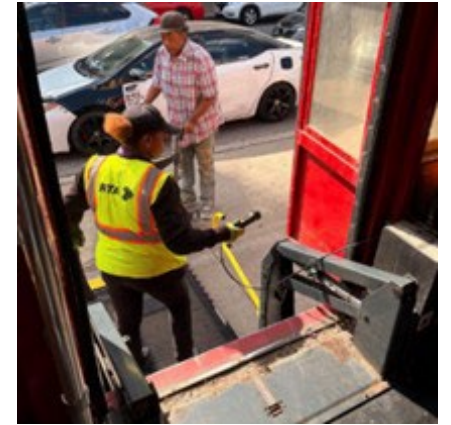
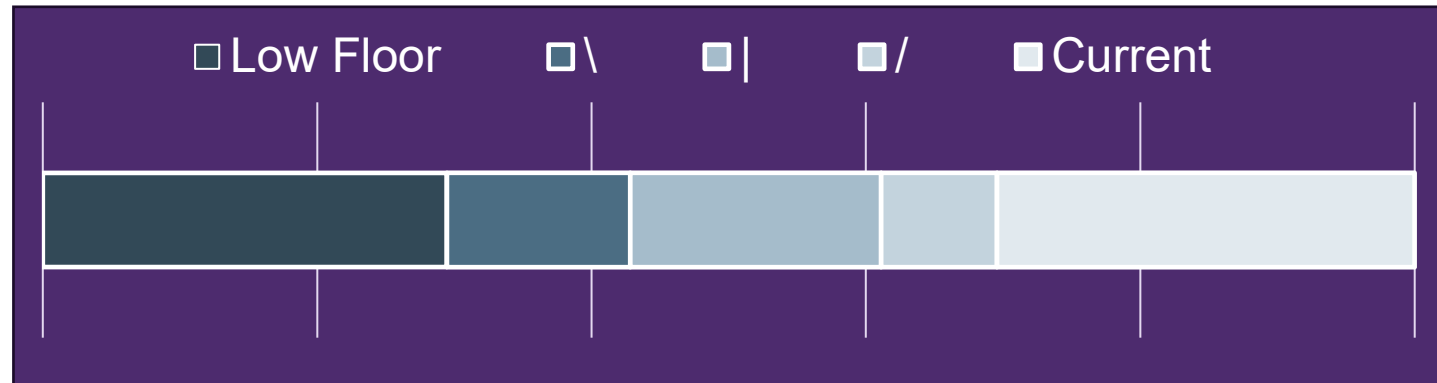
Black-Identifying Responses



Fewer Crossovers \ | / No Change

BOARDING STYLE: LOW FLOOR VS CURRENT

All Responses

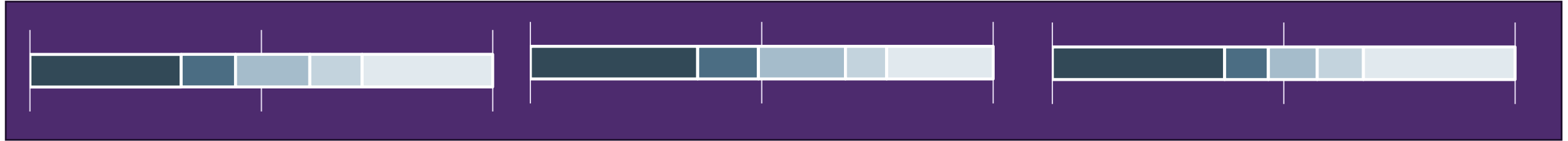


BOARDING STYLE: LOW FLOOR VS CURRENT

Daily & Weekly Riders

Mid-City

Those Living with Disabilities



Non-White Identifying Responses

Uptown

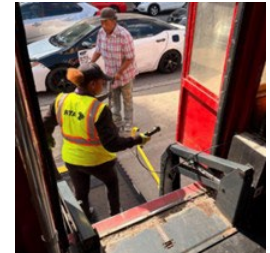
Black-Identifying Responses



Low Floor

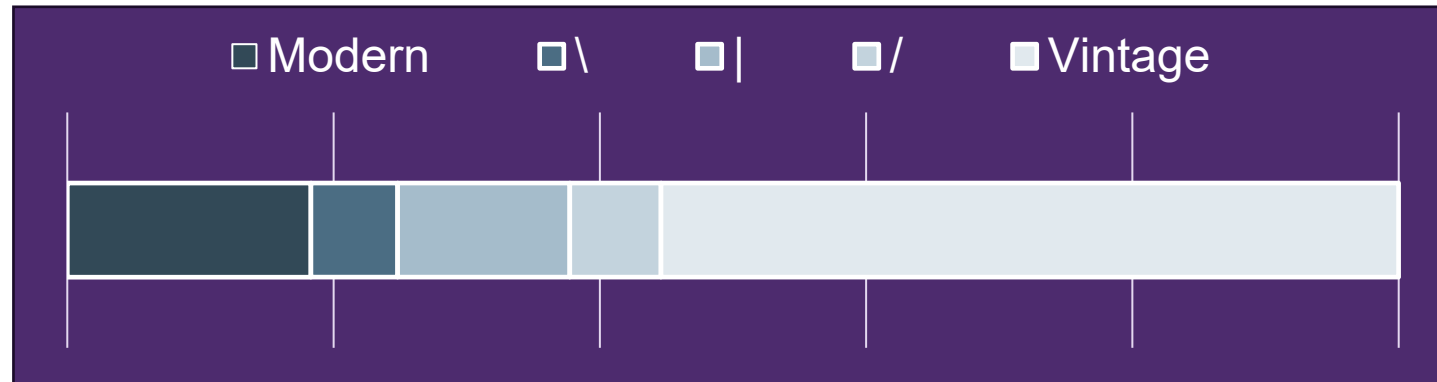


Current



LOOK & FEEL: MODERN VS VINTAGE

All Responses

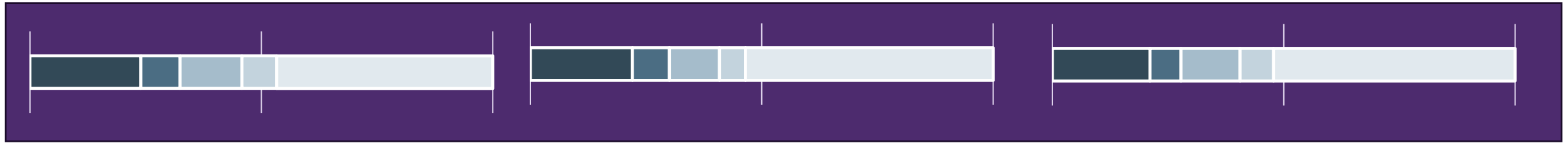


LOOK & FEEL: MODERN VS VINTAGE

Daily & Weekly Riders

Mid-City

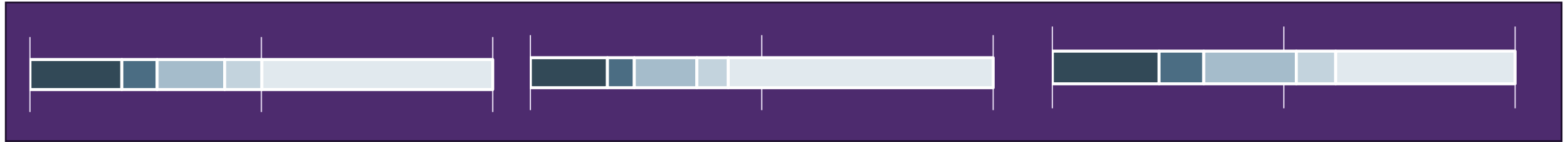
Those Living with Disabilities



Non-White Identifying Responses

Uptown

Black-Identifying Responses



Modern



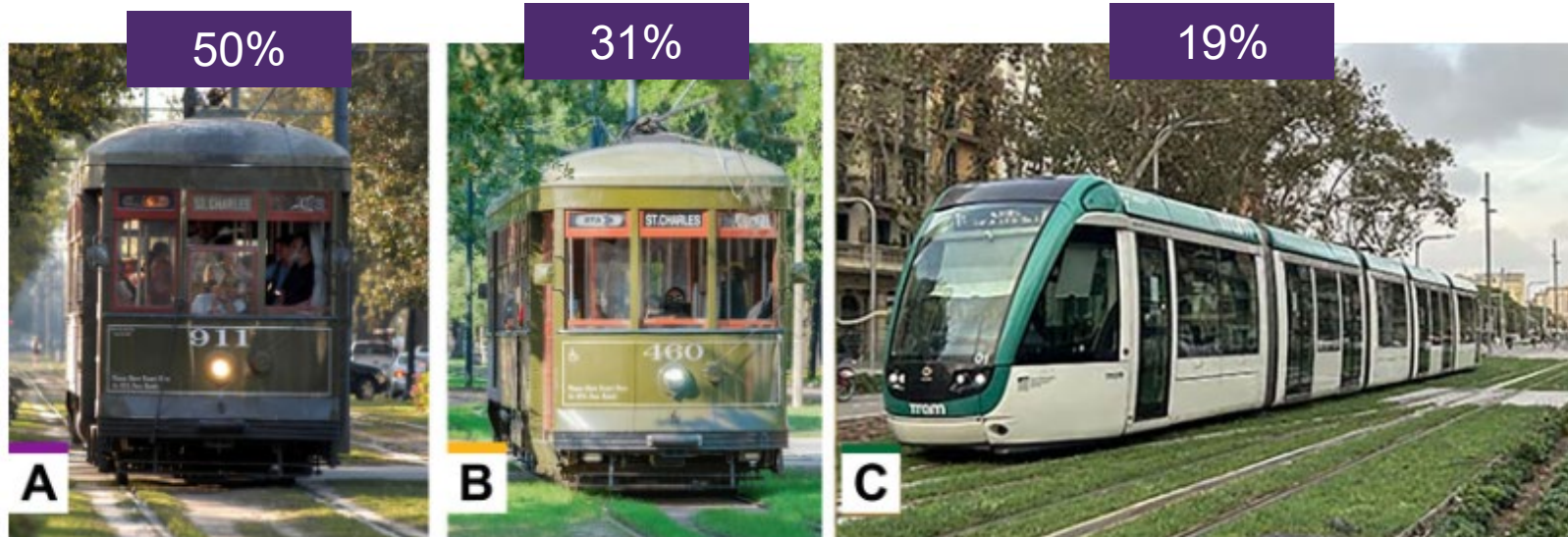
Vintage



RTA is federally required to make the St. Charles line more accessible to those living with disabilities or mobility needs.

(Note: Images to the right are representative examples only.)

On St. Charles specifically, what kind of streetcar would you prefer to see that meets ADA-Compliance requirements?

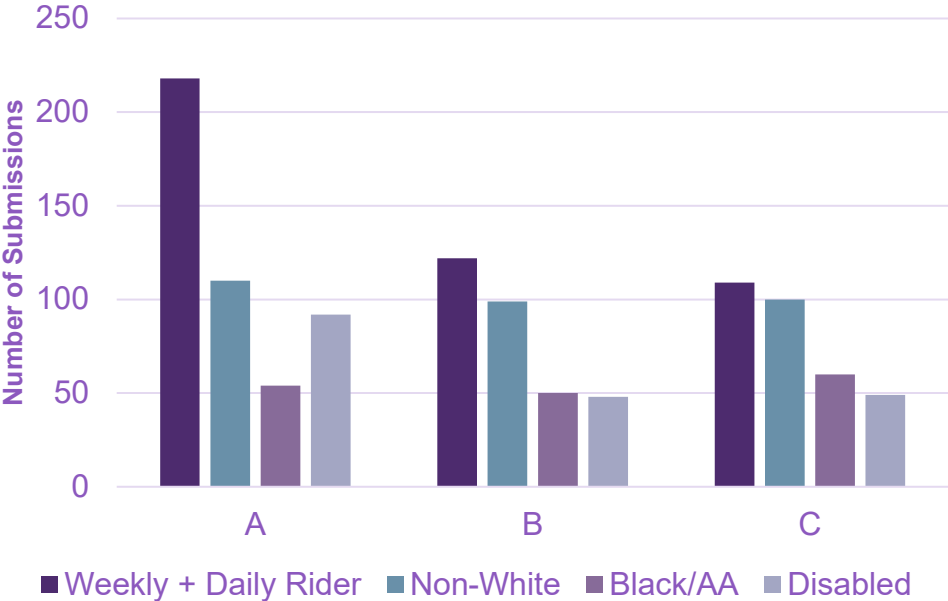


All Responses

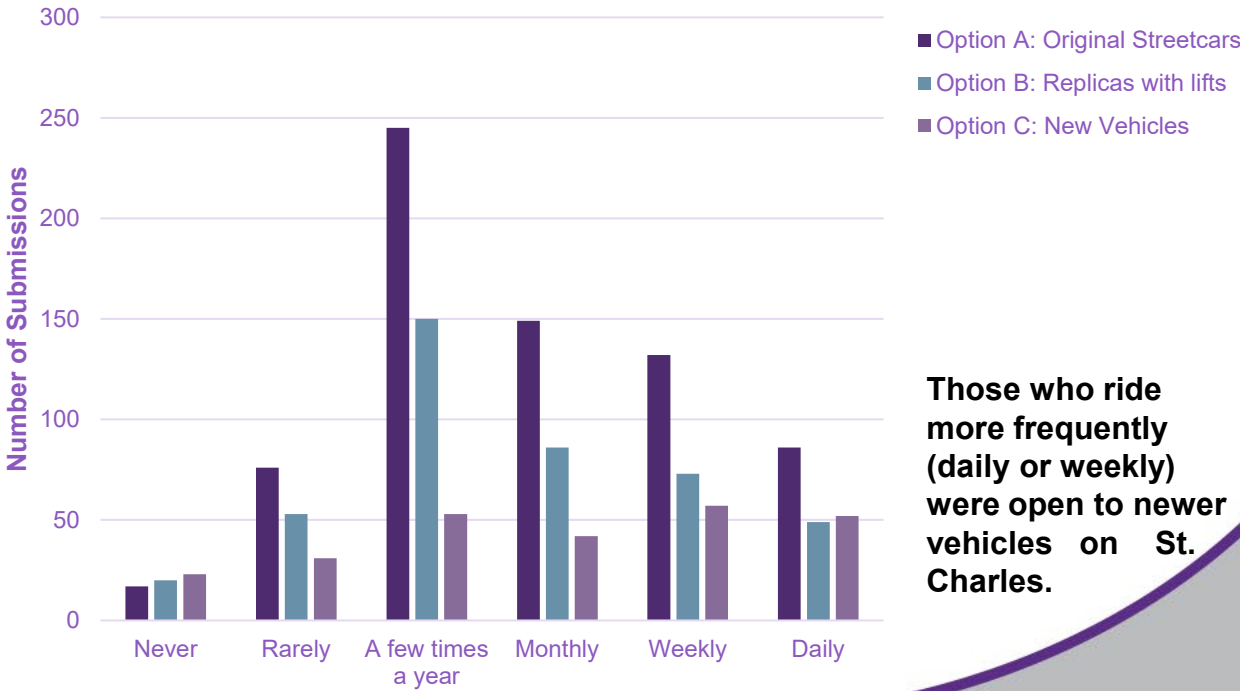
On St. Charles St. specifically, what kind of streetcar would you prefer to see that meets ADA-Compliance requirements?



St. Charles Streetcar Preference by Demographic



St. Charles Streetcar Preference by Ride Frequency



Those who ride more frequently (daily or weekly) were open to newer vehicles on St. Charles.

OPEN-ENDED RESPONSE ANALYSIS

Participants cared about:

- Reliability and on-time performance (dominant theme)
- Iconic nature of streetcar / preservation
- More frequent service and additional capacity
- Better real-time tracking, communication, and app functionality
- Improved accessibility (ADA and easier boarding)
- Expansion of lines and system connectivity
- Better stop amenities (shade, seating, shelter, safety)
- Faster service through operational improvements
- Payment and fare modernization
- Customer service and operator communication

APPENDICES

APPENDIX A: DETAILED OUTREACH ACTIVITIES

Date	Organization	Tactic
6/2/2026	NORTA	Website
6/2/2026	NORTA	Email to PAC Members
6/3/2026	NORTA	Press Release
6/4/2026	NORTA	Social Media (Instagram and Facebook)
6/4/2026	NORTA	Newsletter Mailing List
6/9/2026	HDR and TEG	Canvassing on St. Charles line
6/10/2026	Times Picayune/nola.com	Earned Media
6/11/2026	HDR and TEG	Canvassing on Canal line
6/11/2026	NORTA and HDR	Canvassing on Canal line
6/12/2026	NORTA	Social Media (Instagram and Facebook)
6/15/2026	Lower Garden District Neighborhood Association Meeting	Presentation at Meeting
6/15/2026	Urban League of Louisiana	Newsletter Mailing List
6/16/2026	Delachaise Neighborhood Meeting	Presentation at Meeting
6/16/2026	New Orleans Ernest N. Morial Convention Center	Staff Mailing List and Staff Text Blast
6/18/2026	East New Orleans Neighborhood Advisory Commission	Newsletter Mailing List
6/18/2026	Louisiana Landmarks Society	Newsletter Mailing List
6/22/2026	New Orleans Ernest N. Morial Convention Center	Staff Mailing List and Staff Text Blast
6/23/2026	NORTA	Canvassing Hotels on Canal and Poydras
6/23/2026	NORTA	Speaking at Streetcar Maintenance 6:30 am Meeting
6/24/2026	New Orleans Ernest N. Morial Convention Center	Staff Mailing List and Staff Text Blast
6/25/2026	NORTA	Social Media (Instagram, Facebook, LinkedIn)
6/26/2026	NORD	Newsletter Mailing List
6/22/2026	Clover New Orleans	Newsletter Mailing List
6/23/2026	NORTA	Canvassing Hotels on Canal and Poydras
6/23/2026	NORTA	Speaking at Streetcar Maintenance 6:30 am Meeting
6/24/2026	New Orleans Ernest N. Morial Convention Center	Staff Mailing List and Staff Text Blast
6/25/2026	NORTA	Social Media (Instagram, Facebook, LinkedIn)
6/26/2026	NORD	Newsletter Mailing List
6/29/2026	NORTA	Social Media (Instagram and Facebook)

APPENDIX B: SURVEY

🇺🇸 English (United States) ▾



🇪🇸 Español
🇻🇳 Tiếng Việt

Streetcar Master Plan Survey

New Orleans Regional Transit Authority

The New Orleans Regional Transit Authority (RTA) is creating a plan to upgrade and improve streetcars for all riders today and into the future. Our goal is to make the streetcar better for everyone, and we want your feedback to make sure we get it right.

Thank you for taking the time to share your input. The purpose of this survey is to:

1. Understand how you use the streetcar
2. Identify the community's priorities for improving the streetcar
3. Help establish a vision for the streetcar's future

Participation is voluntary. This survey should take roughly 5-8 minutes to complete. All responses will be kept confidential and used for planning purposes. No identifying information will be shared, and your responses will not be linked to your identity in any reports.

If you have any questions about the survey or how your responses will be used, please contact StreetcarModernization@RTAForward.org.

Your voice matters, and we thank you for participating!

Streetcar Use

How often do you use the streetcar? *

- ☐ Daily
☐ Weekly
☐ Monthly
☐ A few times a year
☐ Rarely
☐ Never

How often do you use the streetcar? *

- ☒ Daily
☐ Weekly
☐ Monthly
☐ A few times a year
☐ Rarely
☐ Never

Which of the following best describes how you use the streetcar? (Select all that apply.)

- ☐ Work commute
☐ School commute
☐ Errands/personal business
☐ Entertainment/leisure/tourism
☐ Seasonal user (Mardi Gras, Holidays, etc.)
☐ Other (please specify)

Which line(s) do you use regularly? (Select all that apply.)

- ☐ Canal St.
☐ St. Charles Avenue
☐ Rampart
☐ Riverfront

What changes would improve your streetcar experience? Select up to three.

- ☐ Increase frequency so more streetcars come more often
☐ Increase the speed and reliability of streetcars to get to destinations faster
☐ Eliminate the stairs to get on the streetcar
☐ Upgrade the stations for comfort (e.g., shelter, bench)
☐ Upgrade the surrounding area to make it easier and safer to get to/from the streetcar stations
☐ The streetcar will never be my main mode of transportation
☐ Other (please specify)

How often do you use the streetcar? *

- ☐ Daily
☐ Weekly
☐ Monthly
☐ A few times a year
☐ Rarely
☒ Never

If you do not currently ride the streetcar, please select the reason below that is most relevant to you.

- ☐ There aren't stops close to me
☐ It takes too long to get where I'm going
☐ I have mobility needs / am disabled and it's too difficult to get on and off
☐ I use other RTA transportation services instead
☐ I prefer my own personal transportation
☐ I don't feel safe riding the streetcar
☐ I don't now, but plan to start using it in the next 6 months
☐ It's too expensive
☐ Other (please specify)

What improvements would make the streetcar your preferred way to travel? Select up to three.

- ☐ Increase frequency so more streetcars come more often
☐ Increase the speed and reliability of streetcars to get to destinations faster
☐ Eliminate the stairs to get on the streetcar
☐ Upgrade the stations for comfort (e.g., shelter, bench)
☐ Upgrade the surrounding area to make it easier and safer to get to/from the streetcar stations
☐ The streetcar will never be my main mode of transportation
☐ Other (please specify)



APPENDIX B: SURVEY

Master Plan Priorities

Based on your own personal experience or what you have heard, please **rate your opinion of the streetcar's performance in the following categories on a scale of 1 to 5** (with 1 being poor and 5 being excellent).

Personal Safety (how safe you feel as a rider) *

1 2 3 4 5
Poor Neutral Excellent

Vehicle Safety (frequency of vehicle/streetcar crashes) *

1 2 3 4 5
Poor Neutral Excellent

Accessibility (easy to use for those with accessibility/mobility needs) *

1 2 3 4 5
Poor Neutral Excellent

Speed/Efficiency (the ability to get to your destination in a reasonable timeframe) *

1 2 3 4 5
Poor Neutral Excellent

Reliability (does the streetcar come on-time, is it generally running on schedule) *

1 2 3 4 5
Poor Neutral Excellent

Next

Streetcar Priority Tradeoffs

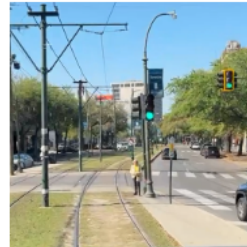
Improvements can come with some tradeoffs, and we want to further understand your priorities. Use the slider below to select your preferred streetcar experience. (Note: Images below are representative examples only.)

Fewer stops (average 3-4 blocks apart)—**Get to my destination faster**

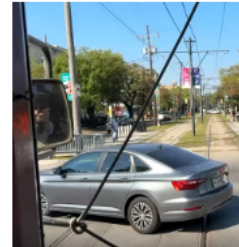


Current number of stops (average 2 blocks apart)—**Current travel time**

Slider bar with a purple marker positioned towards the left side.



Fewer vehicle and pedestrian crossovers—Safer and faster trip (could involve signalized intersections, no U-turns, or closed crossovers)



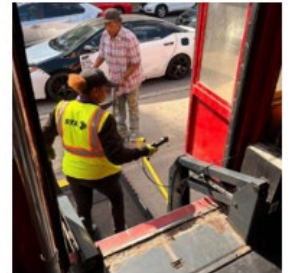
No change to vehicle and pedestrian crossovers—Current travel time, Current vehicle/streetcar crash rate (1 per week on avg)

Slider bar with a purple marker positioned towards the left side.

Boarding Style



Introduce low-floor, level-boarding vehicles—Faster boarding



Maintain “step-up” and wheelchair lift boarding—Current boarding times

Slider bar with a purple marker positioned towards the right side.

Look and Feel



On Canal, Rampart, Riverfront, introduce new vehicles (level-boarding, low floor)



Keep existing Red Streetcar on Canal, Rampart, Riverfront

Slider bar with a purple marker positioned towards the right side.

APPENDIX B: SURVEY

RTA is federally required to make the St. Charles line more accessible to those living with disabilities or mobility needs. *(Note: Images below are representative examples only.)*



On St. Charles St. specifically, what kind of streetcar would you prefer to see that meets ADA-compliance requirements? *

- ☐ Option A: Keep original Perley Thomas Streetcars in service, knowing that vehicle changes are necessary to meet ADA compliance (for instance, installing wheelchair lifts)
- ☐ Option B: Have only replica vehicles with wheelchair lifts (St. Charles fleet currently has 7)
- ☐ Option C: Introduce new, level-boarding vehicles

In your opinion, what makes the streetcar a New Orleans icon? What is the most important element to preserve? *

- ☐ The exterior look of the streetcar (car shape, color, etc.)
- ☐ The interior look of the streetcar (seat style, light fixtures, etc.)
- ☐ The sounds of the streetcar
- ☐ The look and feel of the streetcar stops
- ☐ A well-maintained streetcar system, regardless of look, sound, etc.
- ☐ Other (please specify)

How do you think the streetcar system can best serve the community's future needs?

How do you like to receive information?

- ☐ Email
- ☐ Flyers
- ☐ Facebook
- ☐ Instagram
- ☐ Nextdoor
- ☐ Le Pass app notifications
- ☐ Other (please specify)

Please provide your email if you would like to receive to project updates:

example@example.com

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Next

Demographics

This section helps us understand who we're hearing from

What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

What is the zip code for your primary residence?

Ex: 70119

How do you identify your race/ethnicity?

- ☐ Black or African American
- ☐ White
- ☐ Hispanic or Latino
- ☐ Asian
- ☐ Native American or Indigenous
- ☐ Mixed race
- ☐ Other (please specify)
- ☐ Prefer not to say

Do you live with a disability?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

APPENDIX B: SURVEY

Select the option(s) that best describes your relationship to New Orleans. (Select all that apply.)

- ☐ Resident
- ☐ Business owner along St. Charles streetcar line
- ☐ Business owner along Canal St. streetcar line
- ☐ Business owner
- ☐ Student (short-term resident)
- ☐ Visitor/tourist
- ☐ I live in a nearby neighborhood outside of Orleans Parish
- ☐ Other (please specify)

What is your main mode of transportation?

- ☐ A car I own
- ☐ A car I rent
- ☐ The streetcar
- ☐ RTA buses
- ☐ Bicycle
- ☐ Uber/Lyft
- ☐ Other (please specify)

Back

Submit



Thank You!

Your submission has been received.