

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
Equity	Provide mobility services in a just and fair manner	Encourage more housing, businesses, and community services in areas along High Capacity Transit lines	BE1	Establish and maintain a Transit Oriented Communities working group with local governments and partners to develop tools that support an increase in affordable housing and ridership	Ongoing
Equity	Provide mobility services in a just and fair manner		BE2	Adopt an agency Transit Oriented Communities policy to guide joint development opportunities and local government land use regulations	2022-2023
Equity	Provide good access to destinations utilizing all transportation options available		CO27	Create a Transit-Oriented Communities (TOC) program and plan, including consideration of property owned privately and by other public agencies	2022-2023
Equity	Provide good access to destinations utilizing all transportation options available		CO28	Work with local governments to implement and encourage TOC with zoning overlays and other tools	2022-2024
Equity	Provide good access to destinations utilizing all transportation options available		CO29	Work with regional and state organizations to encourage developers to build TOC in preferred areas with affordable housing	2022-2024
Equity	Mitigate climate change and improve public health	Improve access to healthcare and recreation	SH7	Coordinate with healthcare facilities to improve access and transit passenger amenities to facilities.	2022-2026
Equity	Mitigate climate change and improve public health		SH8	Coordinate with community health centers to improve access and transit passenger amenities to facilities.	2022-2026
Equity	Mitigate climate change and improve public health		SH9	Coordinate with NORD to improve access and transit passenger amenities to facilities.	2022-2026
Equity	Be transparent in decision-making	Make providing input easier	ET15	Create Public Participation Plan to provide guidance on public involvement in all agency activities	2022-2023
Equity	Be transparent in decision-making		ET14	Move public comments to the beginning of the agenda	2022
Equity	Be transparent in decision-making		ET16	Keep RTA customer-facing resources and tools up-to-date and easy to use for riders, including reintroducing the chat feature on website for web users	2023-2026
Equity	Provide mobility services in a just and fair manner	Make transit accessible for people with disabilities	BE3	Complete a comprehensive accessibility study to ensure that all agency activities and RTA service (bus, streetcar, ferry, stops, facilities, technology, information, communication, wheelchair safety)reflect best practice for access and ADA	2023-2024
Equity	Provide mobility services in a just and fair manner		BE4	Complete paratransit operations analysis and implement resulting recommendations	2025

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
Equity	Provide mobility services in a just and fair manner		BE6	In accordance with legal agreements, work with the City of New Orleans to inspect transit stops and develop a new ADA Transition Plan	2024
Equity	Provide mobility services in a just and fair manner		BE7	In accordance with legal agreements, work with the City of New Orleans to ensure that all transit stops are ADA-compliant by 2031	2031
Equity	Provide good access to destinations utilizing all transportation options available	Partner with schools major employers, and social service providers	CO30	Scale up bulk pass purchases through building partnerships with major employers, emerging industries, healthcare providers, and large social service providers	2022-2025
Equity	Provide good access to destinations utilizing all transportation options available		CO31	Increase number of public high schools using RTA as a transportation option for students.	2022-2025
Equity	Provide good access to destinations utilizing all transportation options available		CO32	Complete pilot program with Delgado and build out formalized program for universities to support student passes.	2022-2025
Equity	Provide good access to destinations utilizing all transportation options available		CO33	Explore feasibility of working with employers to sponsor transit routes or transit passenger amenities	2023-2026
Equity	Mitigate climate change and improve public health		Support walkable, livable transit corridors	SH3	Increase ridership through marketing campaigns, TOC initiatives and regional coordination.
Equity	Mitigate climate change and improve public health	SH4		Encourage transit-supportive development by working with local governments to waive parking requirements or use parking maximums for development near frequent transit service	2022-2026
Equity	Mitigate climate change and improve public health	SH5		Work with regional organizations and business districts to use public and private funds to build enhancements to the pedestrian environment along major corridors	2022-2030
Equity	Mitigate climate change and improve public health	SH6		Incentivize transit by working with the City of New Orleans to implement market-based parking pricing	2022-2026
Innovation	Provide on-time and predictable service	Add transit priority treatments on roadways and reduce conflicts with automobiles	BR8	Minimize illegal parking in bus stops through highly visible bus stops and signage.	2022-2023
Innovation	Provide on-time and predictable service		BR9	Study and identify improvements to improve the safety of rail network.	2023-2024
Innovation	Provide on-time and predictable service		BR10	Complete a stop rebalancing plan to make service more efficient	2023-2024
Innovation	Provide on-time and predictable service		BR11	Implement findings from safety study through Surface Transportation Working Group	2024-2026

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
Innovation	Provide on-time and predictable service		BR12	Complete feasibility studies for Transit Priority Treatments for all high frequency routes	2023-2026
Innovation	Provide on-time and predictable service		BR13	Along with stop rebalancing plan and ADA upgrades, work with City of New Orleans to optimize process for rebuilding or relocating transit stops during roadway maintenance and construction projects	2022-2025
Innovation	Provide on-time and predictable service		BR14	Pilot transit priority treatments for one or more non-BRT routes with City of New Orleans	2025-2026
Innovation	Provide on-time and predictable service		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	2026-2028
Innovation	Provide good access to destinations utilizing all transportation options available	Establish Select Routes	CO5	Determine the appropriate service definitions and levels for each route in the new network following the 2022 network redesign.	2023-2024
Innovation	Provide good access to destinations utilizing all transportation options available	Improve local routes and crosstown service	CO7	Measure and analyze impact of the network redesign and use this to inform future service changes.	2023-2024
Innovation	Provide good access to destinations utilizing all transportation options available	Improve mobility Downtown	CO9	Include the CBD and French Quarter in studies for use of smaller vehicles and micro-transit	2023-2024
Innovation	Provide good access to destinations utilizing all transportation options available		CO10	Complete study for improved mobility options in the CBD and French Quarter	2023-2025
Innovation	Provide good access to destinations utilizing all transportation options available		CO11	Begin operating recommended French Quarter mobility improvements	2025-2027
Innovation	Provide good access to destinations utilizing all transportation options available		CO12	Begin operating recommended CBD mobility improvements	2025-2027
Innovation	Provide on-time and predictable service	Increase funding for services	BR18	Study traditional and innovative options for increasing funding for services, such as value capture. Include consideration of impacts to low-income households	2023-2026
Innovation	Provide on-time and predictable service		BR19	Explore feasibility of non-traditional funding sources	2023-2026
Innovation	Provide on-time and predictable service		BR20	Review fare structure at least every 2 years	Ongoing
Innovation	Provide on-time and predictable service		BR21	Study pathways for seeking additional dedicated funding sources	2023-2026

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
Innovation	Provide on-time and predictable service	Increase pre-boarding payments	BR22	Deploy marketing and education campaign to increase mobile ticketing users	2022-2025
Innovation	Provide on-time and predictable service		BR23	As part of Comprehensive Fare Modernization Initiative (CFMI), identify TVM technology roadmap and asset plan	2023-2026
Innovation	Provide on-time and predictable service		BR24	As part of CFMI, complete analysis of dwell time and pre-boarding payment options	2023-2025
Innovation	Provide on-time and predictable service		BR25	Increase the use of pre-paid fares by increasing the ways riders can purchase fares, especially along high-frequency routes and the future BRT	2023-2026
Innovation	Provide on-time and predictable service		BR26	Provide pre-boarding payment options for Paratransit	2025-2028
Innovation	Provide mobility services that are safe, easy to use, and comfortable	Introduce new ways to effectively manage and communicate services	UP1	Pilot using headway management for high-frequency lines	2023-2024
Innovation	Provide mobility services that are safe, easy to use, and comfortable		PR6	Create a ridership campaign that supports current riders and reaches new potential riders to use the RTA	2023-2024
Innovation	Provide on-time and predictable service	Provide real-time information	BR1	Complete and optimize the implementation of disruption manager. Upgrade technology systems to improve dispatcher-operator communications and feedback.	2023-2024
Innovation	Provide on-time and predictable service		BR3	Communicate planned service disruptions online and on the mobile app two weeks before disruption is to occur, or as soon as possible if notice time is shorter than two weeks. Provide information at stop level.	2023-2024
Innovation	Provide on-time and predictable service		BR4	Develop policy for service disruptions, including information to be communicated and standards for timeliness of communication	2023-2024
Innovation	Provide on-time and predictable service		BR5	Implement ferry tracking for riders	2023-2024
Innovation	Provide on-time and predictable service		BR6	Implement paratransit tracking for riders in addition to traditional communication	2025-2027
Innovation	Provide on-time and predictable service		BR7	Provide real-time information at stops with more than 250 boardings a day	2025-2028
Innovation	Provide on-time and predictable service		Reduce delays due to excessive stopping, operator fatigue, and vehicle breakdowns	BR27	Update TAM annually
Innovation	Provide on-time and predictable service	BR28		Update fleet replacement plan to include transition plan to a low and no-emissions fleet.	2022-2023

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
Innovation	Provide on-time and predictable service		BR29	Following the network redesign, adjust routes where schedules are too tight and implement stop-spacing guidelines to reduce redundant stops	2022-2023
Innovation	Provide on-time and predictable service		BR30	Develop AV technology readiness assessment for New Orleans.	2023-2024
Innovation	Mitigate climate change and improve public health	Reduce RTA's environmental impact	SH1	Incorporate low or no emission vehicles into new vehicle acquisitions and vehicle replacement cycles for both service and administrative vehicles in accordance with the Fleet Transition Plan	2022-2026
Innovation	Mitigate climate change and improve public health		SH2	Complete study on possible resilience upgrades at RTA facilities to develop a resilient building strategy.	2024-2026
Innovation	Provide good access to destinations utilizing all transportation options available	Use on-demand services and flexible services for low-demand areas and times	CO23	Conduct study on micro-mobility service for areas of need in New Orleans	2022-2025
Innovation	Provide good access to destinations utilizing all transportation options available		CO24	Pilot use of small vehicles to enhance flexibility of neighborhood circulators.	2023-2024
Innovation	Provide good access to destinations utilizing all transportation options available		CO25	Complete study considering fixed route alternatives for late-night and early morning service	2023-2024
Innovation	Provide good access to destinations utilizing all transportation options available		CO26	See CO23	2022-2023
Regional Connections	Provide good access to destinations utilizing all transportation options available	Create fast, frequent service on major corridors in the region (High Capacity Transit)	CO1	Review the originally proposed High Capacity Transit (HCT) corridors and definitions of HCT. Assess how to apply service standards to existing routes following the network redesign and where future service could be upgraded.	2023-2024
Regional Connections	Provide good access to destinations utilizing all transportation options available		CO3	Implement the findings of the BRT study to offer BRT service connecting the Westbank to New Orleans East via CBD	2023-2028
Regional Connections	Provide good access to destinations utilizing all transportation options available		CO4	Implement the findings of the BRT study to connect New Orleans East to Westbank via CBD	2023-2028
Regional Connections	Provide good access to destinations utilizing all transportation options available		UP2	Accelerate streetcar modernization to be safer, faster and fully accessible	2023-2028
Regional Connections	Provide good access to destinations utilizing all transportation options available		CO2	Complete feasibility study for serving Veterans Blvd and Airport route. Along with CO1, consider the appropriate service types for named corridors.	2024-2026

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
Regional Connections	Provide mobility services that are safe, easy to use, and comfortable	Develop facilities that support regional, integrated mobility	PR21	Design and construct the Downtown Transit Center	2023-2025
Regional Connections	Provide mobility services that are safe, easy to use, and comfortable		UP3	Establish Union Passenger Terminal (UPT) as mobility center and RTA administration center	2023
Regional Connections	Provide good access to destinations utilizing all transportation options available	Expand water transportation options	CO19	Complete water transportation expansion study to determine feasibility of retaining and expanding water transportation services	2022-2023
Regional Connections	Provide good access to destinations utilizing all transportation options available	Formalize coordination with other mobility providers in the region	CO38	Participate in 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	Ongoing
Regional Connections	Provide good access to destinations utilizing all transportation options available		CO39	Evaluate existing and potential opportunities for cost sharing within and across-parishes, including JP Transit, SBURT, and ferry funding	2023-2025
Regional Connections	Provide good access to destinations utilizing all transportation options available		CO40	Study options for making shared mobility in the region a seamless experience for the customer, including potential consolidation of services, and inclusion of fare products on the RTA mobile app	2023-2025
Regional Connections	Provide good access to destinations utilizing all transportation options available		Provide quick connections between distant areas in the region	CO13	Complete a study on intercity bus service between Baton Rouge and New Orleans to establish the business case for the service
Regional Connections	Provide good access to destinations utilizing all transportation options available	CO14		Strengthen regional transit routing in coordination with Jefferson Parish.	2023-2025
Regional Connections	Provide good access to destinations utilizing all transportation options available	CO15		Strengthen regional transit routing in coordination with St. Bernard Parish. Where possible, explore regional connections with St. Tammany Parish	2023-2025
Regional Connections	Provide good access to destinations utilizing all transportation options available	CO16		Coordinate with the State to implement the proposed Baton Rouge New Orleans Passenger Rail project	2023-2026
Develop Our Workforce	Be an employer of choice	Retain and recruit good employees		BR16	Maintain and grow a Career Pathways program for employees and ensure competitive pay and benefits
Develop Our Workforce	Be an employer of choice		BR17	Partner with local colleges, schools and job training programs to create RTA apprenticeship programs	2022-2023
Develop Our Workforce	Be an employer of choice		UP4	Establish design standards for operator comfort stops	2023
Develop Our Workforce	Be an employer of choice		UP5	Construct and install operator comfort stops at all end of route locations	2024-2026
Develop Our Workforce	Be an employer of choice	Invest in best-practices for effective administration	UP6	Deliver ERP system upgrades	2022-2023

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
Develop Our Workforce	Be an employer of choice	(NEW)	UP7	Study and develop roadmap for upgrading legacy IT systems and maximizing utilization and integration of existing IT systems	2023
Develop Our Workforce	Be an employer of choice		UP8	Deliver new IT improvements based on roadmap	2023-2025
Develop Our Workforce	Be an employer of choice		UP9	Improve administrative efficiency through institutionalizing SOPs	2022-2025
World-Class Rider Experience	Provide good access to destinations utilizing all transportation options available	Coordinate schedules for transfers	CO21	Continue to integrate ferry schedule with schedules for fixed bus routes serving the ferry terminals	2022-2023
World-Class Rider Experience	Provide good access to destinations utilizing all transportation options available		CO22	Fully integrate RTA schedules at transfer areas with surrounding transit agencies	2022-2023
World-Class Rider Experience	Provide good access to destinations utilizing all transportation options available	Expand the reach of High Capacity Transit and Select Routes	CO34	Develop framework for first mile/last mile connections in New Orleans. Coordinate with Blue Bikes to co-locate bike share stations and transit stops where possible.	2023-2030
World-Class Rider Experience	Provide good access to destinations utilizing all transportation options available		CO35	Complete study to review where park-and-ride lots could support increased ridership.	2024-2025
World-Class Rider Experience	Provide good access to destinations utilizing all transportation options available		CO36	Coordinate with any new mobility service providers that enter the New Orleans market to support improved multi-modal environment	Ongoing
World-Class Rider Experience	Provide good access to destinations utilizing all transportation options available		CO37	Coordinate with local governments to identify and address major barriers to pedestrian access at high demand stops	2024-2030
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		Improve customer service training and monitoring	PR10	Conduct customer satisfaction surveys every other year or more
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	PR12		Implement a customer service training program for customer-facing employees to be taken when employees are hired and refreshed at regular intervals.	Ongoing
World-Class Rider Experience	Be transparent in decision-making	Improve public information and rider communication	ET1	Standardize project update template, present at Board meetings and post on website	2022
World-Class Rider Experience	Be transparent in decision-making		ET2	Provide SMP update at the annual RTA State of Transit event	Annual
World-Class Rider Experience	Be transparent in decision-making		ET3	Post an easy-to-understand Annual Budget Report online with funding and expenses by major categories and a list of planned projects	2022

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING
World-Class Rider Experience	Be transparent in decision-making		ET5	Create a publicly available dashboard that shares up-to-date performance data, including plan metrics, on-time performance data, and ridership by route	2022
World-Class Rider Experience	Be transparent in decision-making		ET7	Provide public information and rider alerts in a timely matter online, on the mobile app and at impacted stops	2023-2024
World-Class Rider Experience	Be transparent in decision-making		ET8	Update SMP annually as part of budget process and present prior to budget Board report	Annual
World-Class Rider Experience	Be transparent in decision-making		ET9	Develop policy about board composition to guide future RTA Board appointments	2023-2024
World-Class Rider Experience	Be transparent in decision-making		ET11	Enable customers to track the status of submitted complaints online	2023-2025
World-Class Rider Experience	Be transparent in decision-making		ET12	Comprehensively review and update the SMP every 5 years	Every 5 years
World-Class Rider Experience	Be transparent in decision-making		UP10	Create and implement plan to increase attendance at Riders Advisory Committee meeting	2022-2023
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		Improve safety awareness	PR24	Continue to measure and report internally and externally on the maintenance and efforts of the SMS
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	PR25		Launch a comprehensive public safety campaign	2023-2024
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	PR26		Provide quarterly reporting on RTA-related crashes, including location.	Ongoing
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	PR27		Build and maintain priority list of crash locations for improvements to address internally and externally working with the City of New Orleans.	2023-2025
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	Make services and schedules easier to understand	PR7	As part of the network redesign, replace all transit stop signs	2022-2023
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR9	Brand transit routes by frequency	2022-2023
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	Provide a more comfortable and pleasant rider experience	PR13	Through the Surface Transporting Working Group, create implementation plan for improving sidewalks, crossings, and bike infrastructure near transit, prioritize by high frequency routes.	2023-2024
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR14	Develop a work process and guidance for the maintenance of stop facilities and the surrounding areas	2023-2024
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR15	Improve shelter placement and improvement permitting by improving process with DOTD for state roads and formalize CPC process for improving shelters and introducing new shelter designs through land use actions	2023-2024

GOAL	OBJECTIVE	STRATEGY	#	ACTION ITEM	TIMING	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR16	Develop prioritized list of locations for shelter installation and shelter improvements. Report on progress annually.	2022-2023	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR17	Improve stop location, wayfinding and ticketing purchase options at the airport.	2022-2023	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR18	Complete studies for New Orleans East and Algiers transit centers and needs for mobility hubs.	2023-2024	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR19	Formalize an Art in Transit program to support the placement of art on shelters, rolling stock, and transit centers.	2022-2026	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR20	Develop vehicle standards for each route and service type, including vehicle amenities.	2022-2023	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR22	Following the completion of studies for the New Orleans East and Algiers Transit Centers, design and construct these hubs.	2025-2030	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		PR23	Establish design and programming standards for mobility hubs. Construct 2-3 hubs by 2026, and the remaining by 2030.	2026-2030	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		UP11	Improve waiting experience for riders by providing appropriate stop level amenities based on stops standards	2023-2030	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		UP12	Create an updated stops database and system for keeping it up-to-date	2023	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		Provide easy payment options	PR1	Review new mobile app functionality (including accessibility) and make all upgrades necessary and possible	2023
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		Provide easy payment options	PR2	Introduce new regional fare products that support easier transfers between transit agencies	2023
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable		Provide easy payment options	PR4	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	2023
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	Provide easy payment options	PR5	Implement smart card program based on study recommendations	2023-2025	
World-Class Rider Experience	Provide mobility services that are safe, easy to use, and comfortable	Provide easy payment options	PR3	Complete update to fare structure, pass options, and related policies based on new smart card program	2025	