

Goal	Category	#	Measure	Target	Baseline	Measure methodology	Department
Equity	Access	1.1	Percentage of jobs in Orleans and Jefferson parishes that the average low-income household within RTA's service area can reach within 60 minutes by transit during peak period*	Increase per year	Baseline needed	Conveyal	Data science
Equity	Access	1.2	Percentage of low-income households in the service area within 1/2 mile of a high frequency (15 min or less) route	Increase per year	Baseline needed for pre/post NL	GIS analysis / Census data	Data science
Equity	Equity	1.3	% DBE participation in FTA assisted contracts	32%	2022 % baseline needed	DBE department tracking	DBE and Procurement
Equity	Equity	1.4	% of low-income households within 1/2 mile from a high frequency route (15 min or less)	Increase per year	27% in 2022	GIS analysis / Census data	Data science
Equity	Equity	1.5	% of transit stops that are ADA accessible by mode	100%	__ bus (baseline needed) __ streetcar (baseline needed)	Infrastructure tracking	Infrastructure
Equity	Trust	1.6	Average attendance at Riders Advisory Committee (RAC) meetings	15 riders or more	Average attendance estimated at 5 riders	RAC sign-in sheet	RAC-responsible department
Innovation	Fare	2.1	Percentage of fare transactions made using pre-paid media (app, TVM, pass program, purchase from vendor)	80% by 2030	20.7% in 2022	Transaction records. Pre-paid includes mobile, online and TVM payment	Finance
Innovation	Fare	2.2	Participation in the bulk-pass program by: - Public high schools - Colleges and universities - Employers	Increase per year	In 2022: - 12 highschools - 4 universities - Employers not tracked	Invoices from Marketing	Marketing
Innovation	Pilot programs	2.3	# of feasibility studies initiated or underway	One or more	2022 - BRT Feasibility Study, Comprehensive Fare Modernization Initiative	Planning Department	Planning Department
Innovation	Pilot programs	2.4	# of pilot programs initiated or underway	One or more	2022 - Electric fleet	Planning Department	Planning Department
Innovation	Pilot programs	2.5	% of pilot programs targeting equity focus populations	>50%	Baseline needed	Planning Department	Planning Department
Innovation	Sustainability	2.6	Share of work trips made by transit in New Orleans	20% by 2030	6% in 2022	Census data (ACS 5-year) based on RTA service area	Data science
Innovation	Sustainability	2.7	% of RTA bus stops served by bike facilities: - seperated bike lane - bike parking	Target needed	Baseline needed	Stops database	Stops Manager
Innovation	Sustainability	2.8	Percentage of RTA's fleet powered by low or no-emissions vehicles	75% by 2030	3 in procurement in 2022	Fleet inventory	Fleet Manager
Innovation	Sustainability	2.9	TOC - % of all and new rental units within 1/2 mile of high frequency transit	Increase per year	Baseline needed	Census data/City of NOLA data	Strategic Planning Department
Innovation	Sustainability	2.10	TOC - # new local businesses located within 1/2 mile of high frequency transit	Increase per year	Baseline needed	Census data/City of NOLA data	Planning Department
Innovation	Sustainability	2.11	% reduction in RTA emissions - from fleet - from facilities	Decrease per year	Baseline needed	City of NOLA	Fleet and Facilities
Regional Connections	Access	3.1	Percentage of households in the service area within 30 minutes by transit of a major healthcare facility during typical office hours	Increase per year	80% of households can access hospitals (calculation uses 2020 census data and the pre-New Links bus network)	Conveyal	Data science
Regional Connections	Access	3.2	Percentage of households in the service area within 30 minutes by transit of a community health center during typical office hours	Increase per year	84% of households can access hospitals (calculation uses 2020 census data and the pre-New Links bus network)	Conveyal	Data science
Regional Connections	Access	3.3	Percentage of households in the service area within 30 minutes by transit of a major park or recreational facility during typical hours	Increase per year	74% of households can access parks/recreation (calculation uses 2020 census data and the pre-New Links bus network)	Conveyal	Data science
Regional Connections	Access	3.4	Percentage of jobs in Orleans and Jefferson parishes that the average household within RTA's service area can reach within 60 minutes by transit during all time periods	Increase per year	measure needed	Conveyal	Data science
Regional Connections	Access	3.5	Percentage of the service area population within 1/2 mile of a high frequency (15 minutes or less) route	Increase per year	Baseline needed for pre/post NL	GIS analysis / Census data	Data science
Workforce Development	Workforce	4.1	# of participants in RTA apprenticeship and internship programs	Stable or increase per year	Baseline needed for 2022	HR tracking	HR
Workforce Development	Workforce	4.2	Workforce turnover rate (minus retirements)	Stable or decrease per year	Baseline needed for 2022	HR tracking	HR

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Workforce Development	Workforce	4.3	Overall employee satisfaction	Stable or increase per year	Baseline needed for 2022	Employee satisfaction survey	HR
World Class Rider Experience	Performance	5.1	On-time performance for fixed route	90%	Bus - 75% Streetcar - 80%	Clever Report	Planning Department
World Class Rider Experience	Performance	5.2	On-time performance for paratransit trips	90%	Paratransit - 82%	Paratransit	Paratransit
World Class Rider Experience	Performance	5.3	Average overall system speed by mode	15-20% increase by 2030	Bus - 12.28 mph (2022) Streetcar - 5.77mph (2022)	Clever Report	Planning Department
World Class Rider Experience	Performance	5.4	% of trips scheduled that are delivered: - Fixed Route - Paratransit	100%	Baseline needed	Clever Report	Planning Department
World Class Rider Experience	Performance	5.5	EQ: % of trips scheduled that are delivered for Title VI focus routes	100%	Baseline needed	Clever Report	Planning Department
World Class Rider Experience	Performance	5.6	Average dwell time at stops for each mode	Decrease per year	Baseline needed	Clever Report	Planning Department
World Class Rider Experience	Performance	5.7	Total fixed route system ridership	Pre-pandemic levels or higher	800,000 average monthly riders (2022)	RideCheck for Bus, GFI for streetcar	Planning Department
World Class Rider Experience	Performance	5.8	Riders per revenue hour by mode	Pre-pandemic levels or higher	Baseline needed	RideCheck	Planning Department
World Class Rider Experience	Rider Experience	5.9	Customer rating: Average overall customer satisfaction with RTA service	Increase per year	Baseline needed	Annual customer satisfaction survey - Sum (number of respondents who rate RTA service overall as good or excellent)/# of responses	Customer experience
World Class Rider Experience	Rider Experience	5.10	Stops and Shelters: % of stops that have amenities in accordance with RTA service standards	100%	Baseline needed	Stops database	Stops Manager
World Class Rider Experience	Rider Experience	5.11	Customer rating: Customer satisfaction with the provision of real-time information (via app or at stops)	Increase per year	Baseline needed	Annual customer satisfaction survey - Sum (number of respondents who rate real time information provided as good or excellent)/# of responses	Customer experience
World Class Rider Experience	Communication	5.12	Social Media - Engagement rate by reach	3%	Baseline needed	Total number of engagements per post / reach per post * 100	Communications/Social media
World Class Rider Experience	Communication	5.13	Average attendance at outreach events for new capital projects	20+ riders and community members	Baseline needed	Sign-in sheet at public meetings (# of people in attendance/# of public meetings held)	Communications
World Class Rider Experience	Communication	5.14	Average # of people reached through RTA participation in community outreach events	20+ riders and community members	Baseline needed	Sign-in sheet at community events (# of people reached/# of community events)	Communications
World Class Rider Experience	Communication	5.15	% of prolonged (> 1 day) service disruptions communicated within 24 hours of notification: - on the mobile app - at affected stops	100%	Baseline needed	App and communications tracking	Marketing
World Class Rider Experience	Communication	5.16	Average customer satisfaction rating for quality of information provided: 1. via Rideline 2. via Website 3. via Mobile App 4. at Public Meetings	Increase per year	Baseline needed	Annual customer satisfaction survey - Sum (number of respondents who rate information quality provided as good or excellent)/# of responses	Marketing
World Class Rider Experience	Safety	5.17	Preventability rates by mode (# preventable events per 100,000 vehicle revenue miles–VRM–per mode)	Streetcar - 1.95 Fixed-Route Bus - 0.68 Paratransit - 0.88	Streetcar - 2.3 Fixed-Route Bus - 1.5 Non Fixed-Route Bus (Paratransit) - 1.5	Incident reports	Safety Dept
World Class Rider Experience	Safety	5.18	# of work-related injuries per 100 full time workers per year as measured through: - DART (Days Away from work) - IR - Incident rate	DART industry average and RTA target - 4.7 IR industry average and RTA target - 6.5	DART - 5.8 IR - 6.7	Workplace injuries report	Safety Dept