



PUBLIC MEETING
project launch
April 9, 2019

What is New Links?

New Links is a plan for the future of our regional transit system.

NEW ORLEANS REGIONAL TRANSIT AUTHORITY
STRATEGIC MOBILITY PLAN



Partner agencies



CITY OF NEW ORLEANS

New Orleans
Regional
Planning
Commission

New Orleans
Regional
Transit
Authority

Jefferson Parish
Transit

St. Bernard
Urban Rapid
Transit

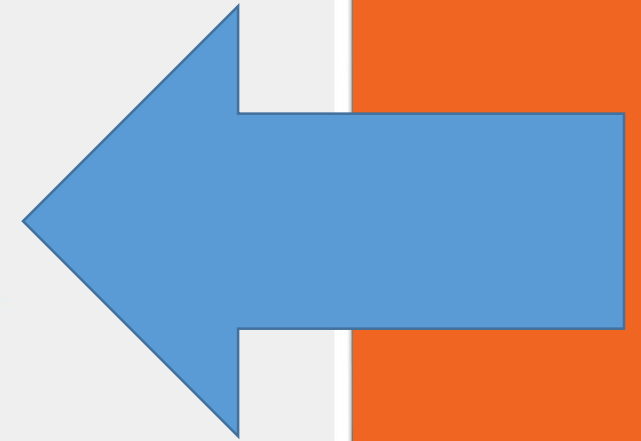
City of
New Orleans

New Links is being conducted by the New Orleans Planning Commission with the region's three transit agencies and the City of New Orleans serving as project partners.

New Links



REIMAGINE OUR
TRANSIT NETWORK



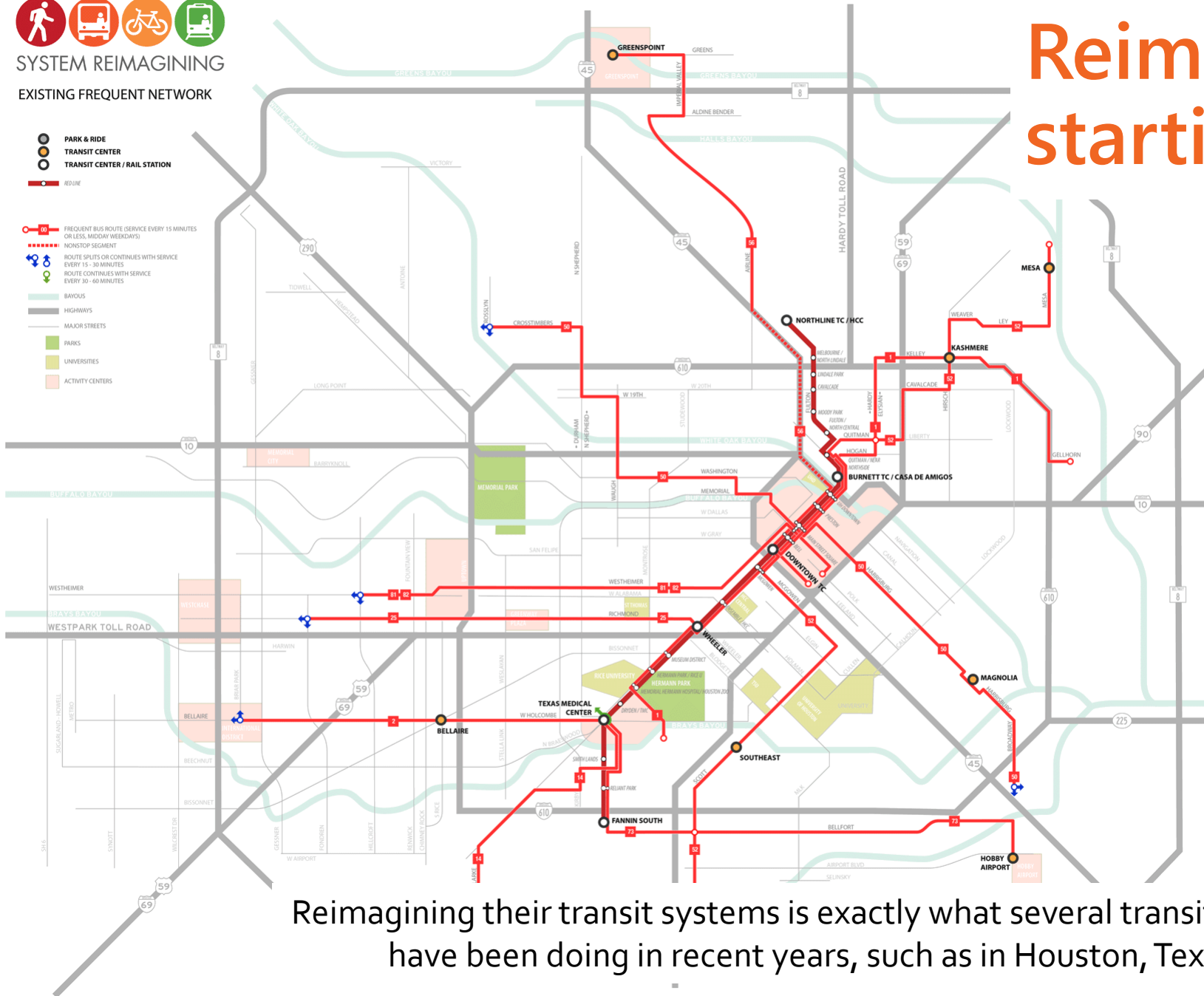
Perhaps a good way to describe what New Links is designed to achieve is its tag line, Reimagine our Transit Network.



SYSTEM REIMAGINING

EXISTING FREQUENT NETWORK

- PARK & RIDE
- TRANSIT CENTER
- TRANSIT CENTER / RAIL STATION
- ROUTE
- FREQUENT BUS ROUTE (SERVICE EVERY 15 MINUTES OR LESS, MIDWY WEEKDAYS)
- NONSTOP SEGMENT
- ROUTE SPLITS OR CONTIGUES WITH SERVICE EVERY 15-30 MINUTES
- ROUTE CONTIGUES WITH SERVICE EVERY 30-60 MINUTES
- BAYOUS
- HIGHWAYS
- MAJOR STREETS
- PARKS
- UNIVERSITIES
- ACTIVITY CENTERS



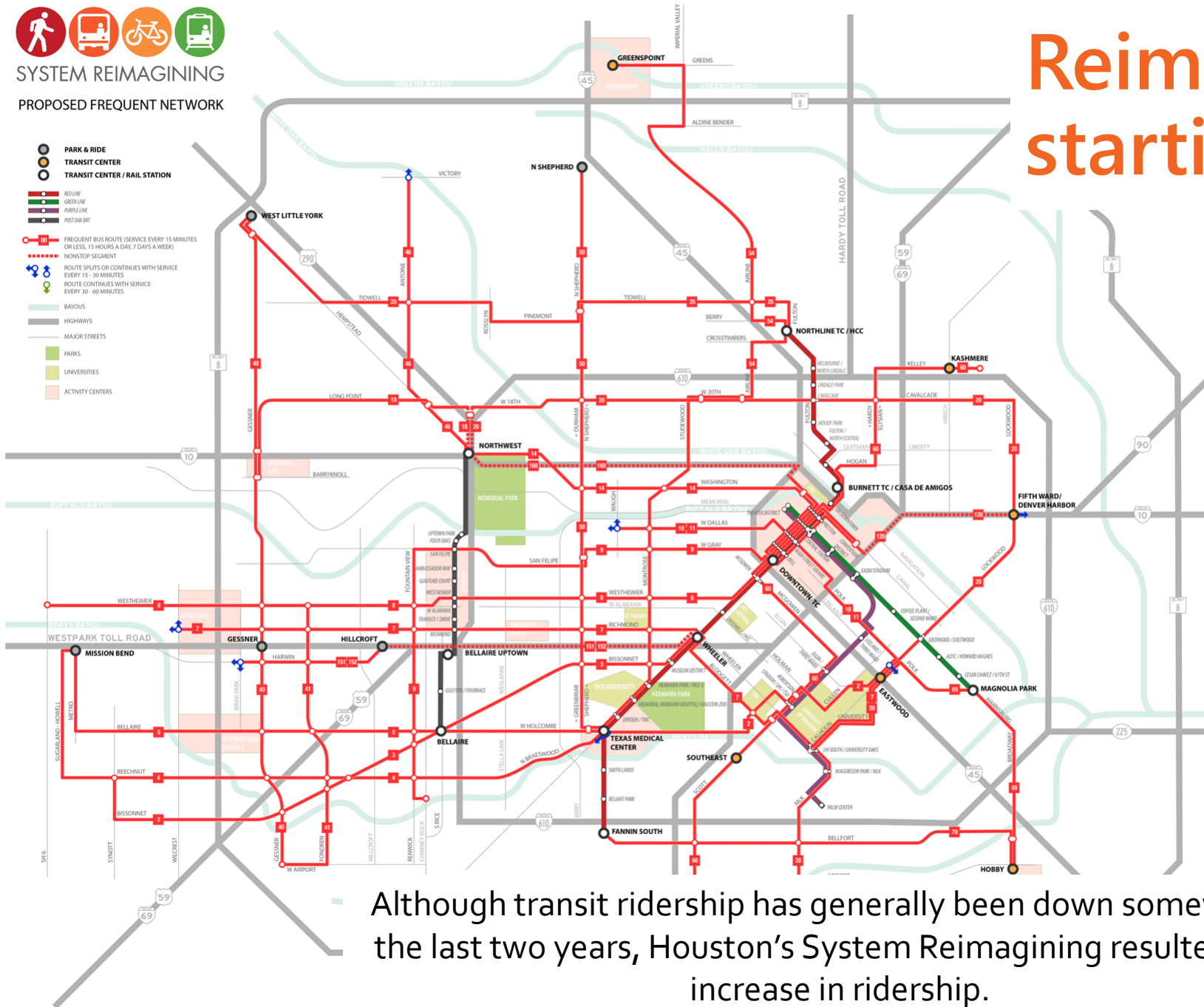
Reimagining transit: starting anew

Reimagining their transit systems is exactly what several transit systems have been doing in recent years, such as in Houston, Texas.

Source: Houston METRO

SYSTEM REIMAGINING
PROPOSED FREQUENT NETWORK

- PARK & RIDE**
- TRANSIT CENTER**
- TRANSIT CENTER / RAIL STATION**
- RED LINE**
- GREEN LINE**
- PURPLE LINE**
- POST-OR-BUS**
- FREQUENT BUS ROUTE** (SERVICE EVERY 15 MINUTES OR LESS, 15 HOURS A DAY, 7 DAYS A WEEK)
- NONSTOP SEGMENT**
- ROUTE SPLITS OR CONTIGUES WITH SERVICE EVERY 15-30 MINUTES**
- ROUTE CONTIGUES WITH SERVICE EVERY 30-60 MINUTES**
- BAYOUS**
- HIGHWAYS**
- MAJOR STREETS**
- PARKS**
- UNIVERSITIES**
- ACTIVITY CENTERS**



Reimagining transit: starting anew

- Although transit ridership has generally been down somewhat in the last two years, Houston's System Reimagining resulted in an increase in ridership.

New Links Goals

- **Understand riders' needs to better serve the community.**
- **Develop recommendations to provide service where people live and work today.**
- **Update public transit to achieve the strategic planning goals of RTA and JeT.**
- **Create better connections between parishes in the New Orleans area.**
- **Develop recommendations that can be implemented.**



Welcoming remarks



Councilmember
Kristin Gisleson Palmer
City of New Orleans



Laura Bryan
Director,
Mayor's Office of Transportation
City of New Orleans



The Honorable
Michael S. Yenni
President
Jefferson Parish



Flozell Daniels
Chairperson,
Board of Directors
New Orleans
Regional Transit Authority



Robin Barnes
Executive Vice President,
on behalf of
Michael Hecht
President & CEO
Greater New Orleans, Inc.



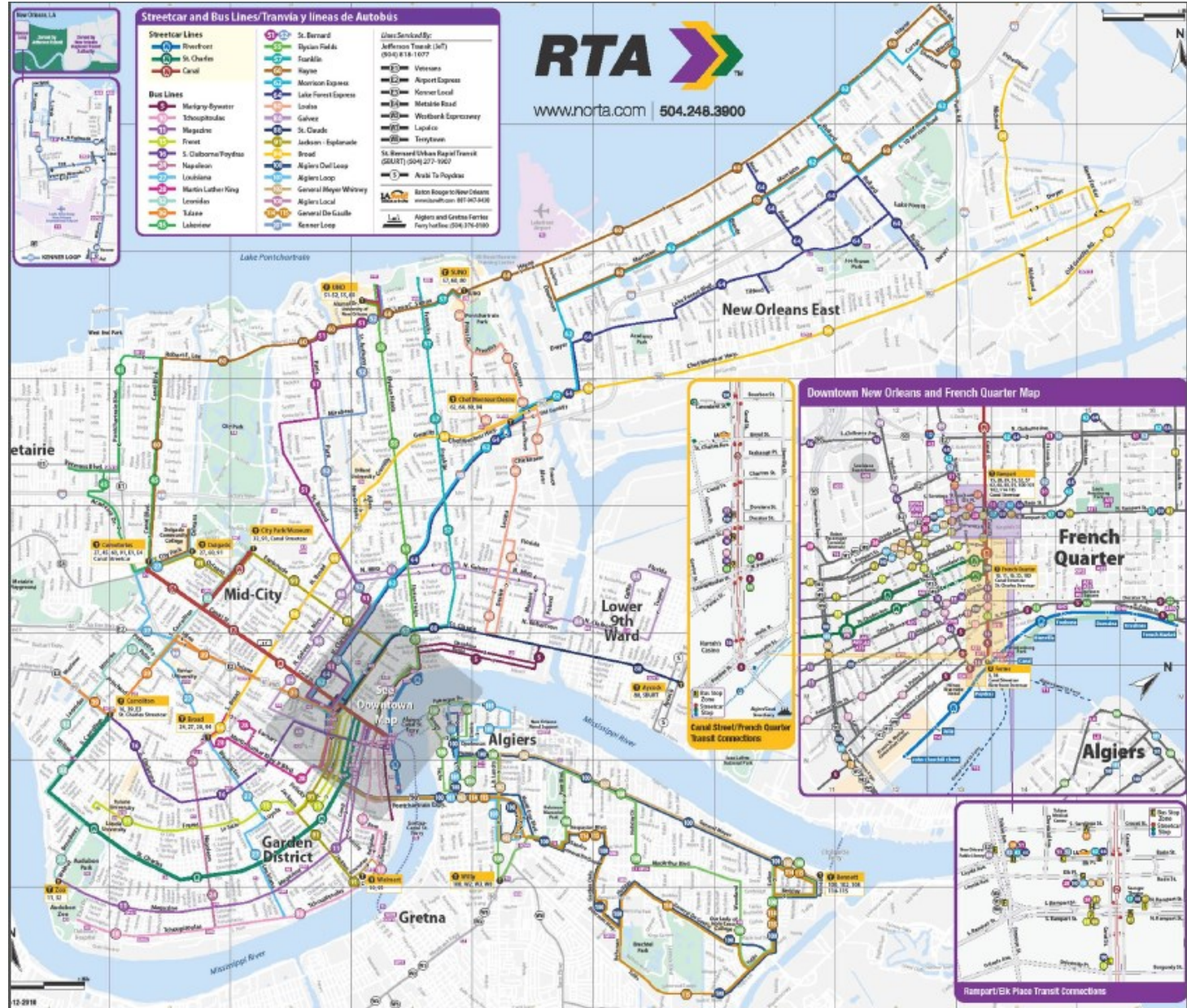
Jeffrey W. Roesel
Executive Director
New Orleans
Regional Planning Commission



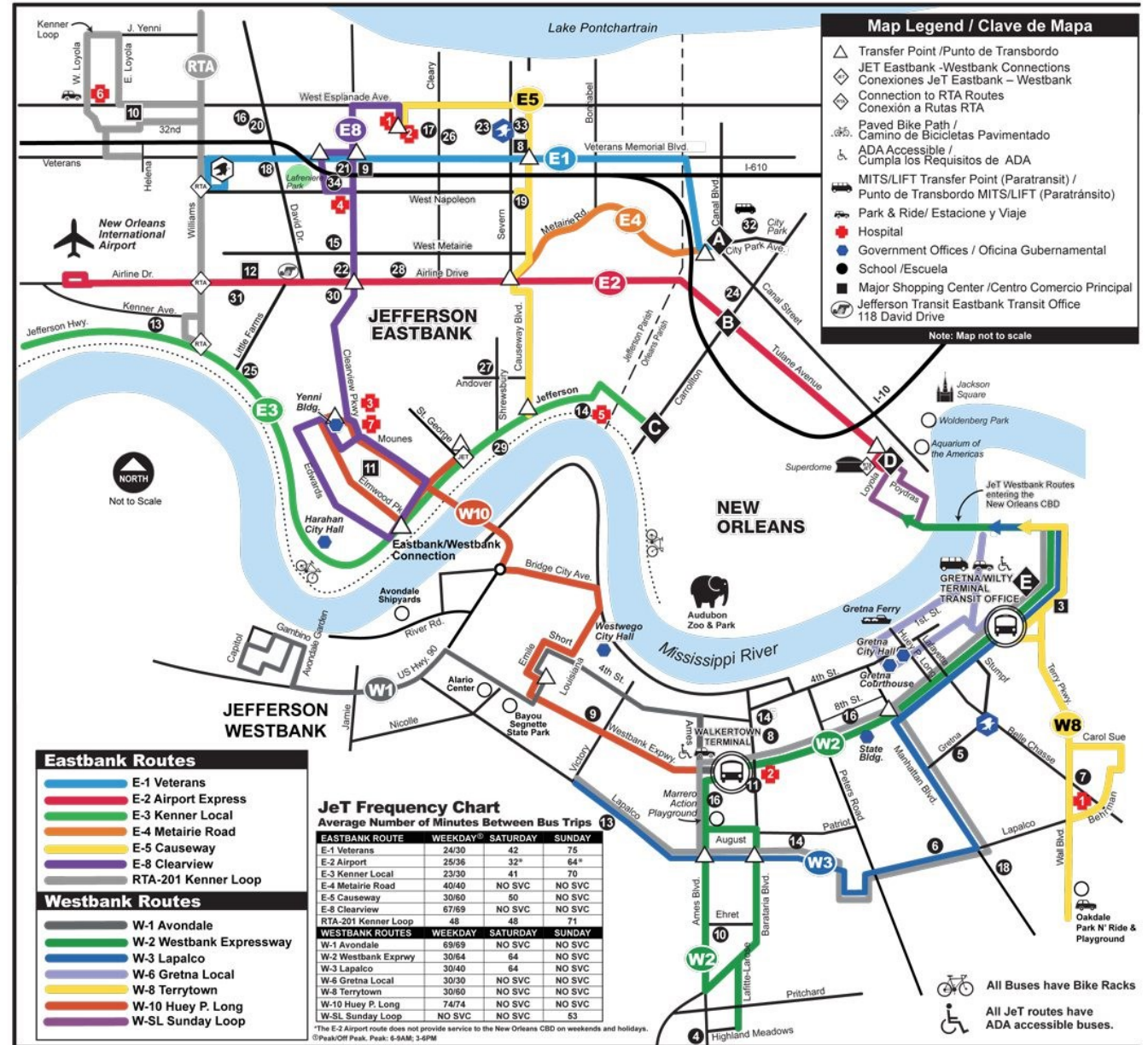
Transit today

Three transit systems are included in New Links.

RTA



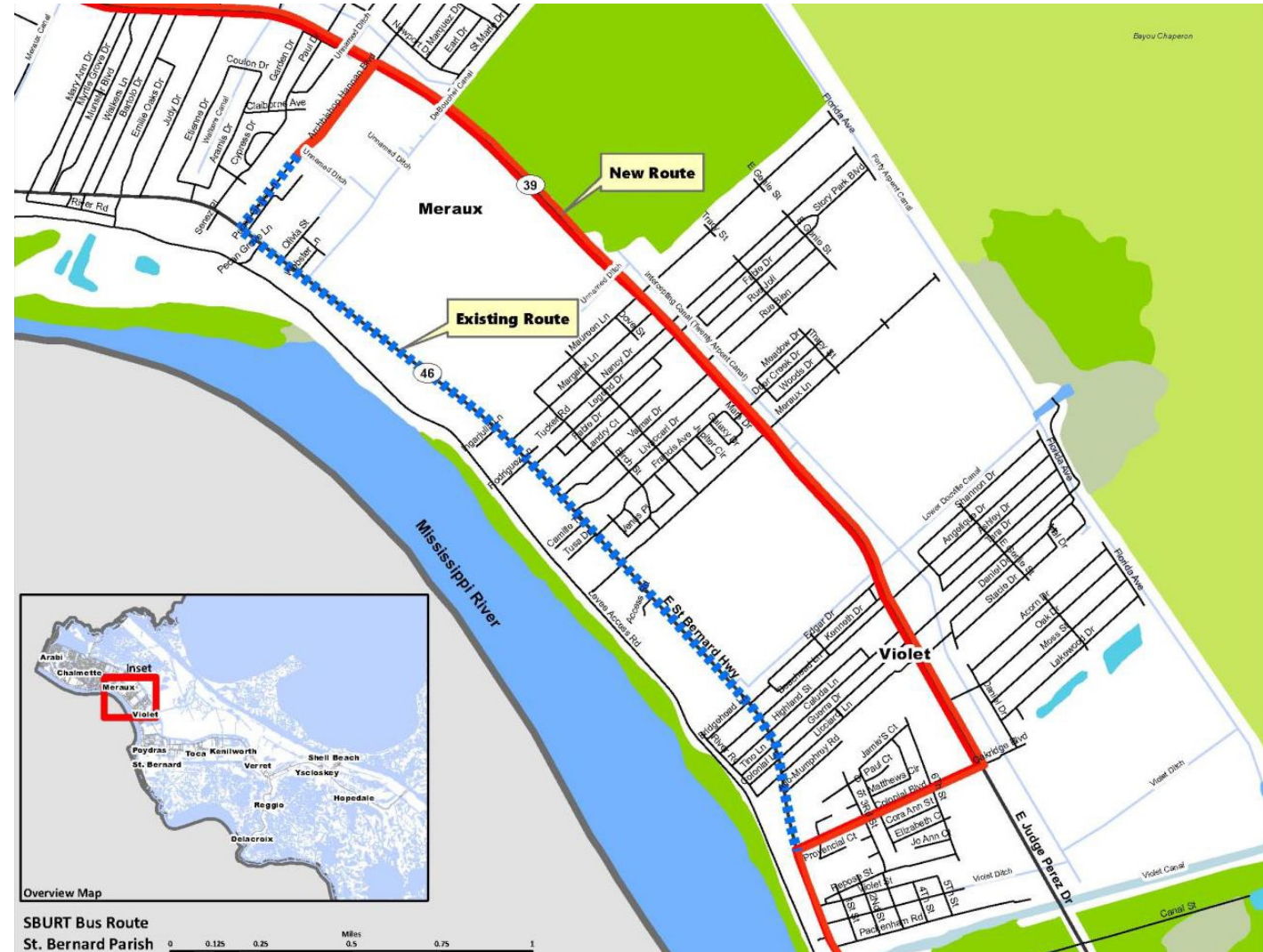
Source: RTA



Source: JeT

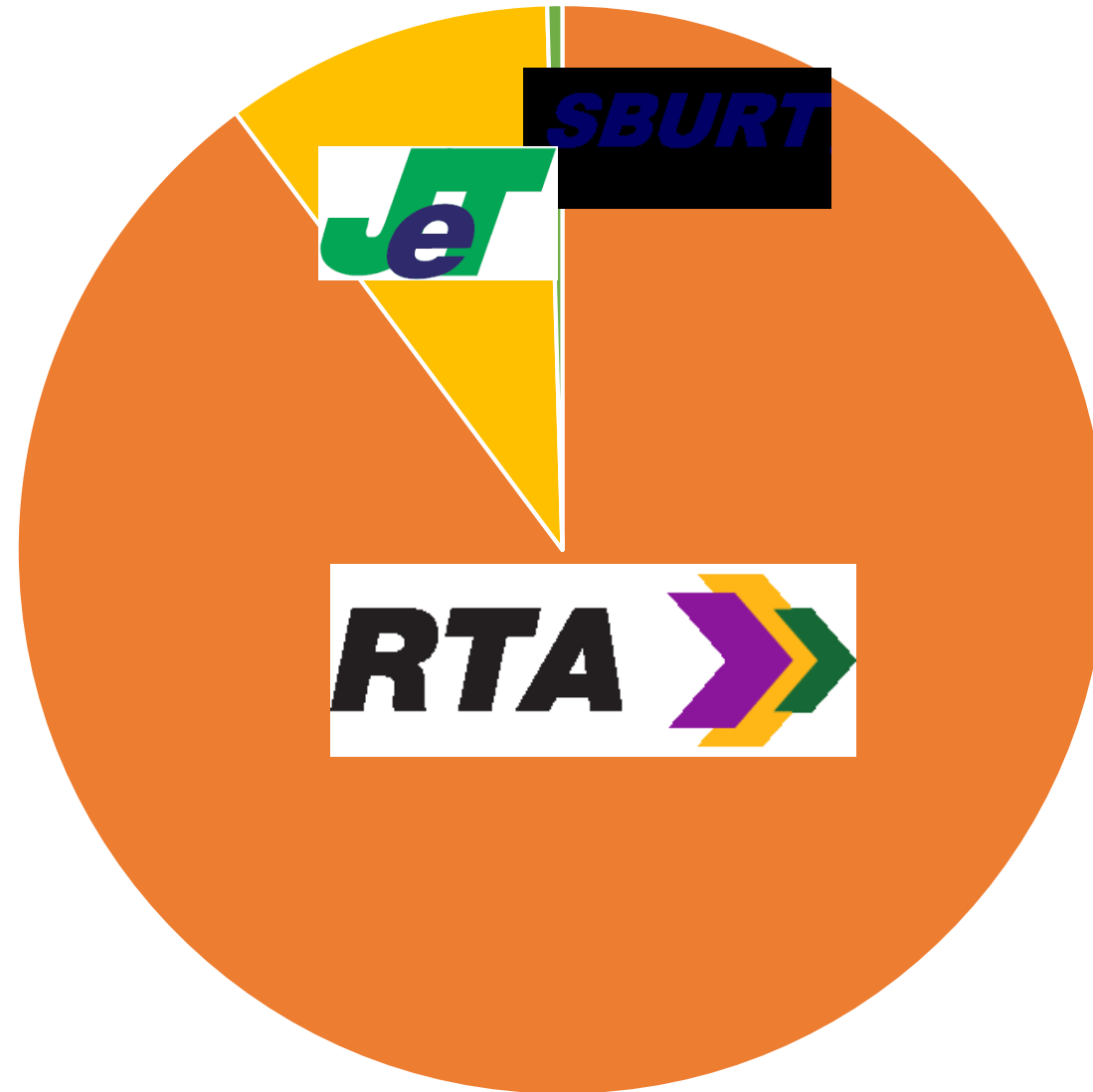
SBURT

ST. BERNARD URBAN RAPID TRANSIT



Source: SBURT

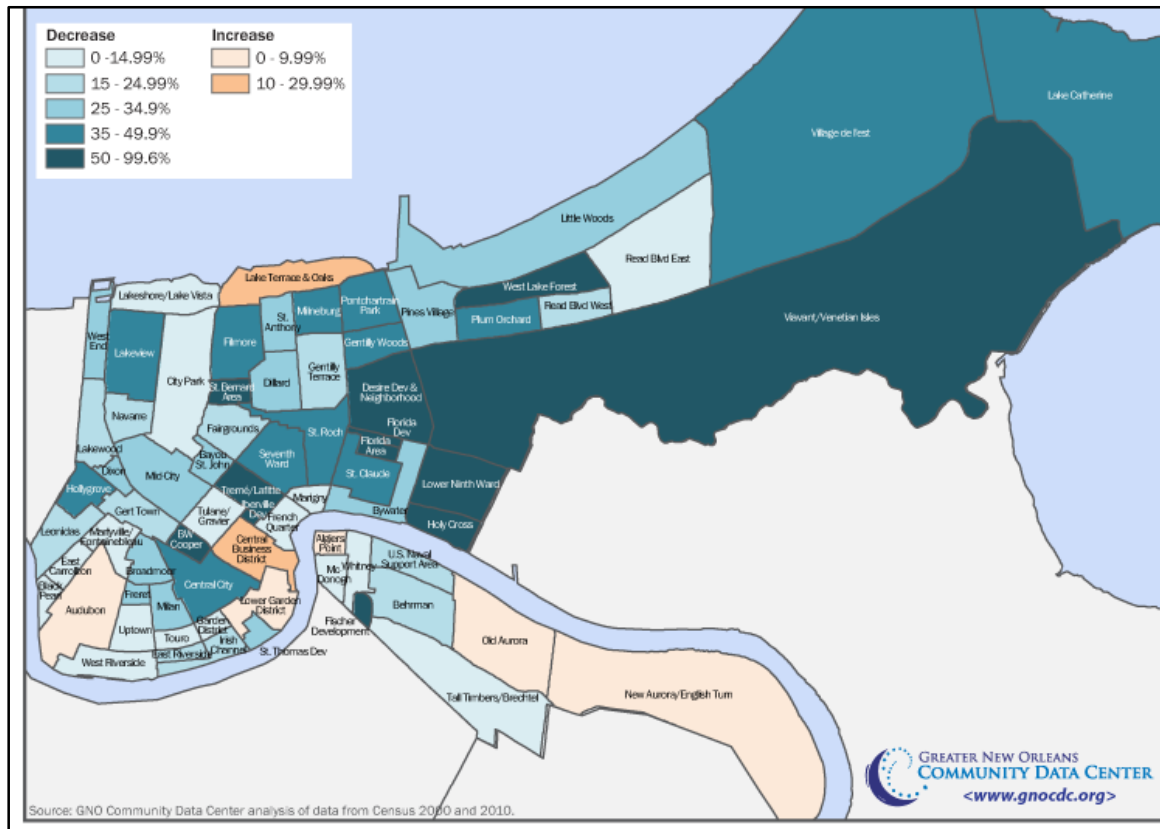
Transit ridership in Greater New Orleans: 20.7 million annual passenger trips



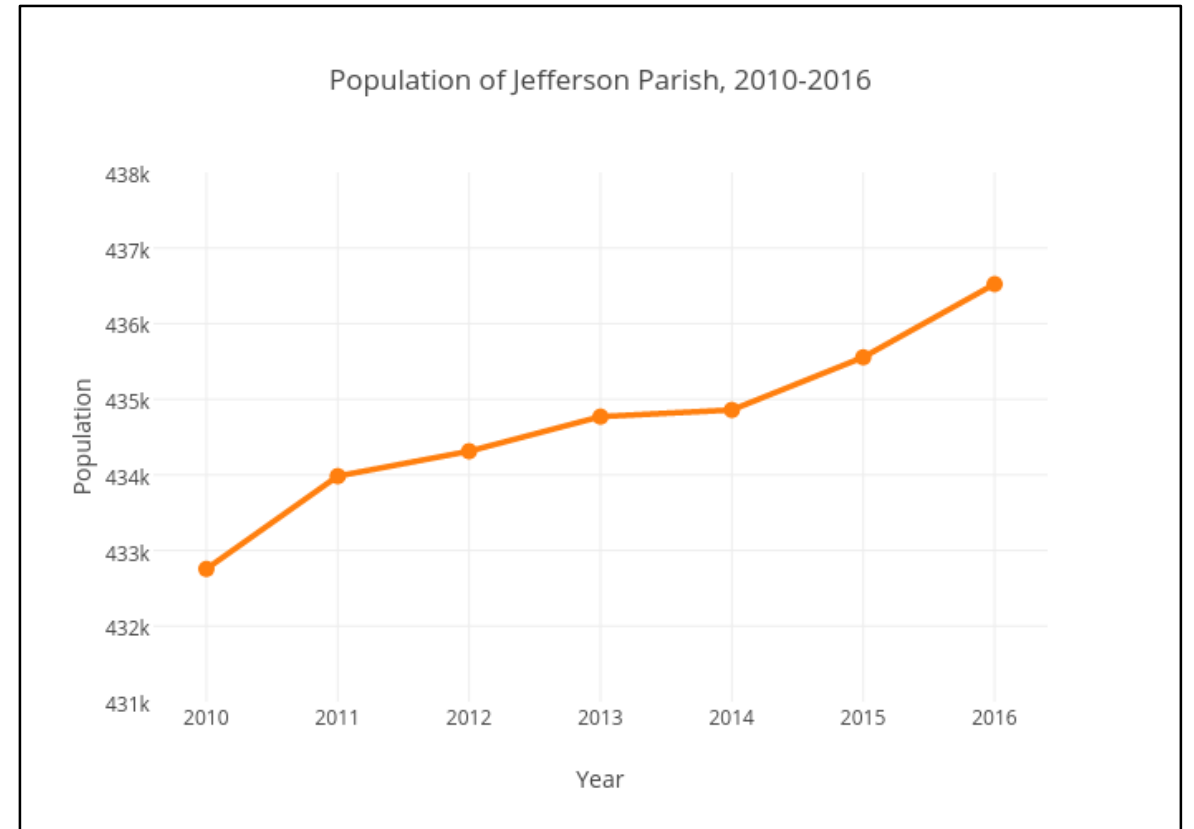


The challenges
we face

Demographics are changing

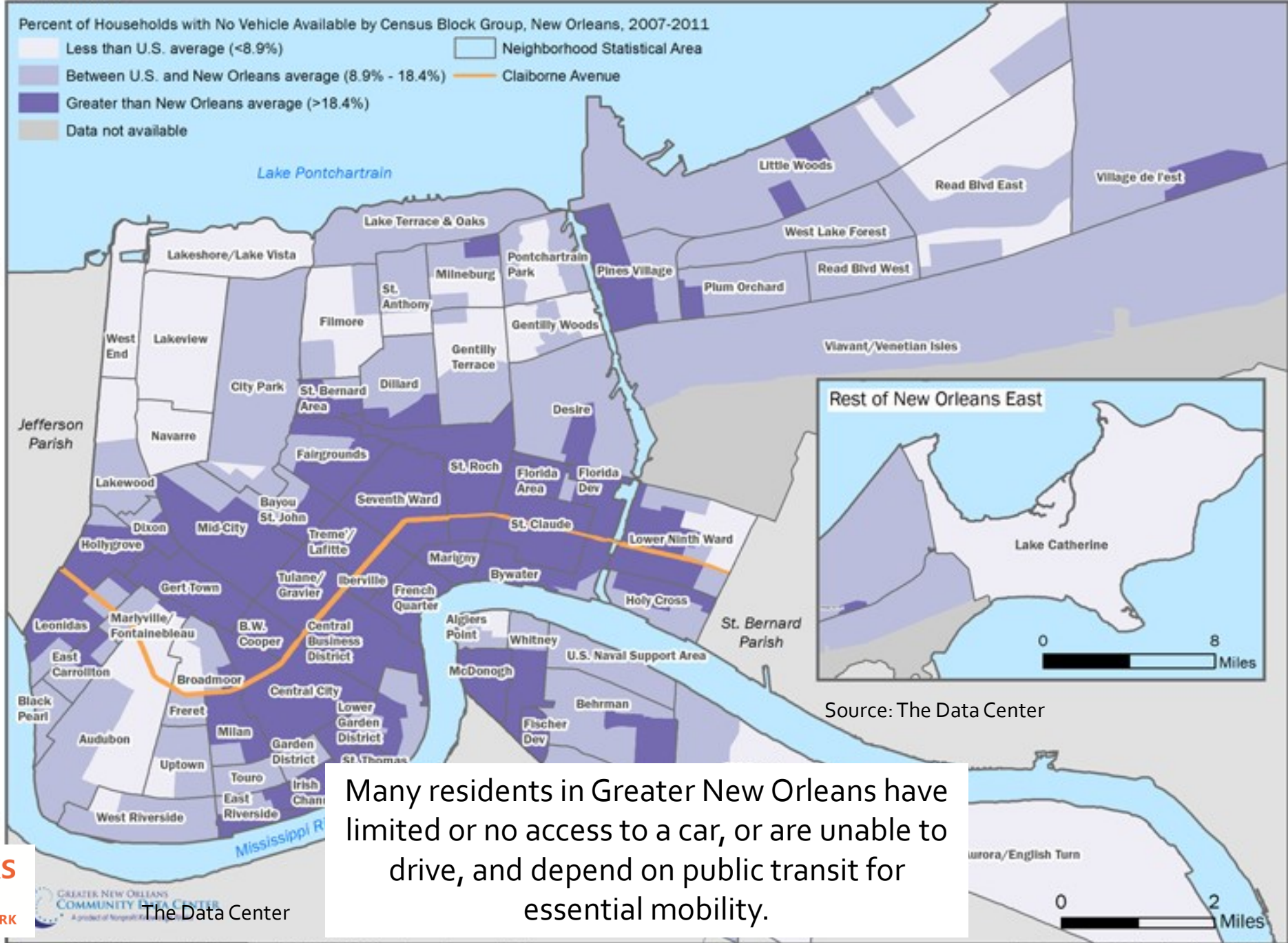


Source: The Data Center



Source: nola.com

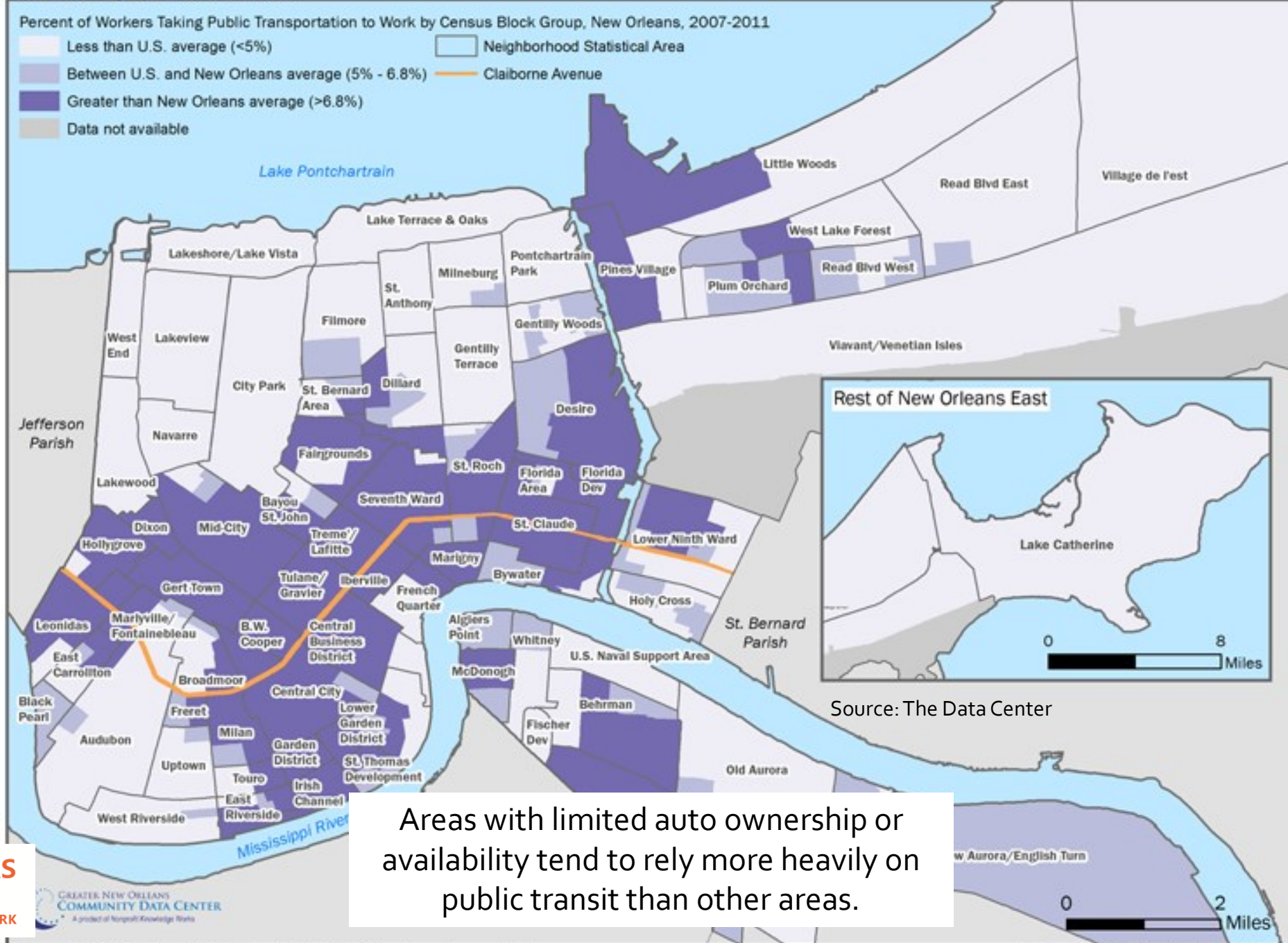
No Vehicles



Source: The Data Center

Many residents in Greater New Orleans have limited or no access to a car, or are unable to drive, and depend on public transit for essential mobility.

Commuting by Public Transit



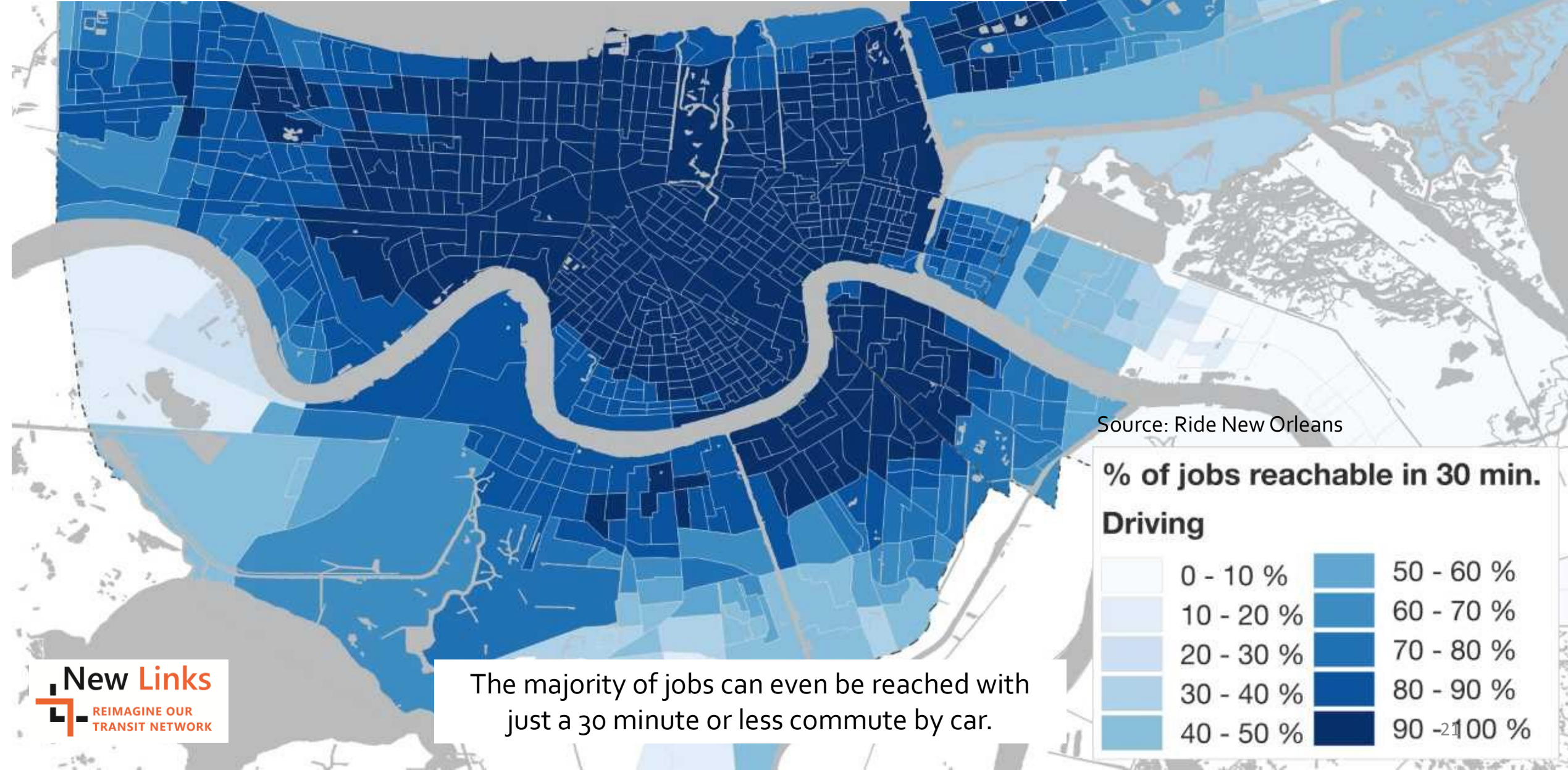
Areas with limited auto ownership or availability tend to rely more heavily on public transit than other areas.

Access to jobs & opportunity



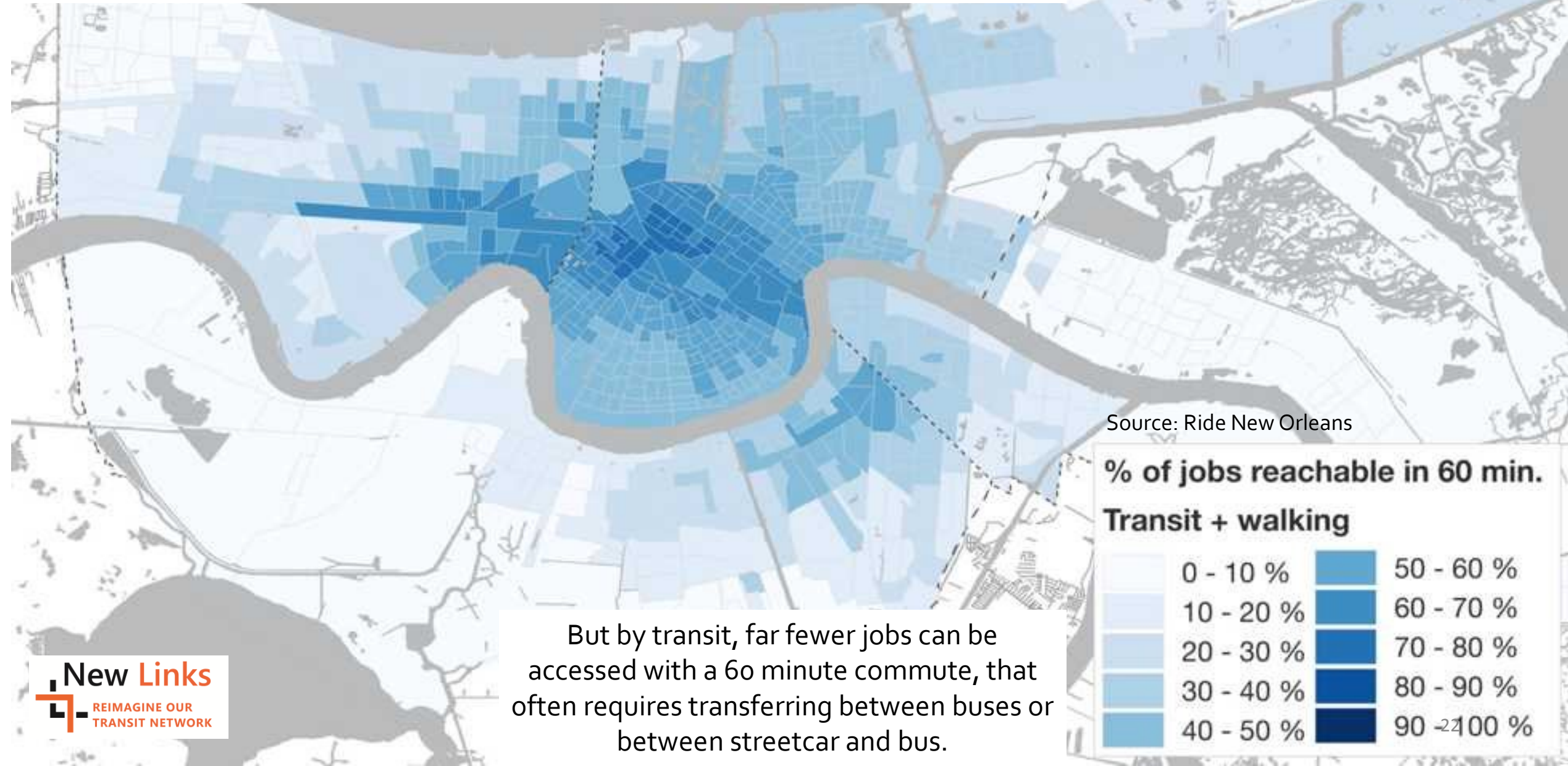
If you have a car and can drive, you can access nearly all jobs in Greater New Orleans with a commute of 60 minutes or less.

Access to jobs & opportunity



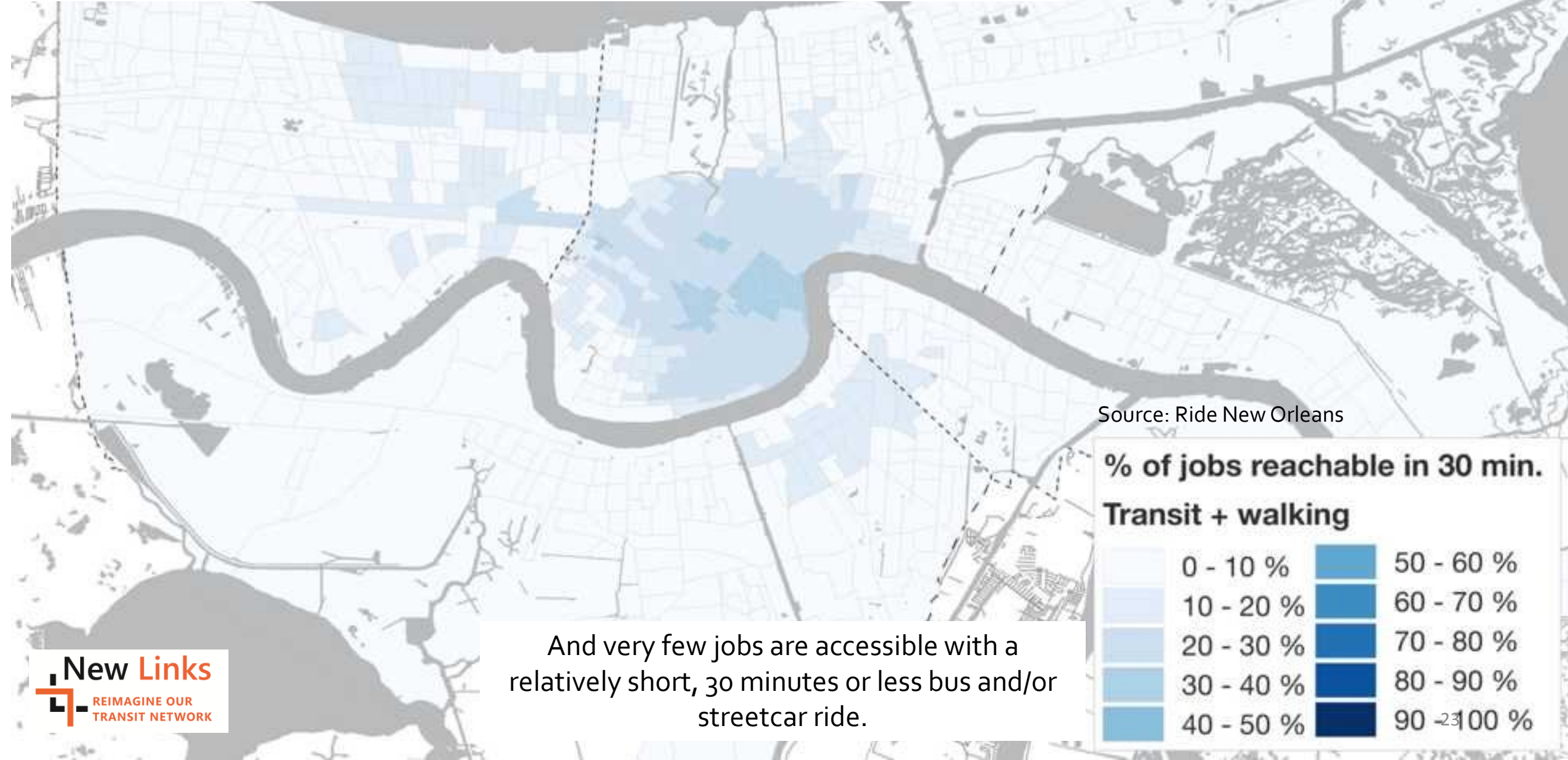
The majority of jobs can even be reached with just a 30 minute or less commute by car.

Access to jobs & opportunity



But by transit, far fewer jobs can be accessed with a 60 minute commute, that often requires transferring between buses or between streetcar and bus.

Access to jobs & opportunity



Source: Ride New Orleans

And very few jobs are accessible with a relatively short, 30 minutes or less bus and/or streetcar ride.

Frequency and convenience

RTA, JeT &
SBURT
weekday peak
period service

15 minutes or better

4

16-30 minutes

18

31-59 minutes

17

60 minutes or longer

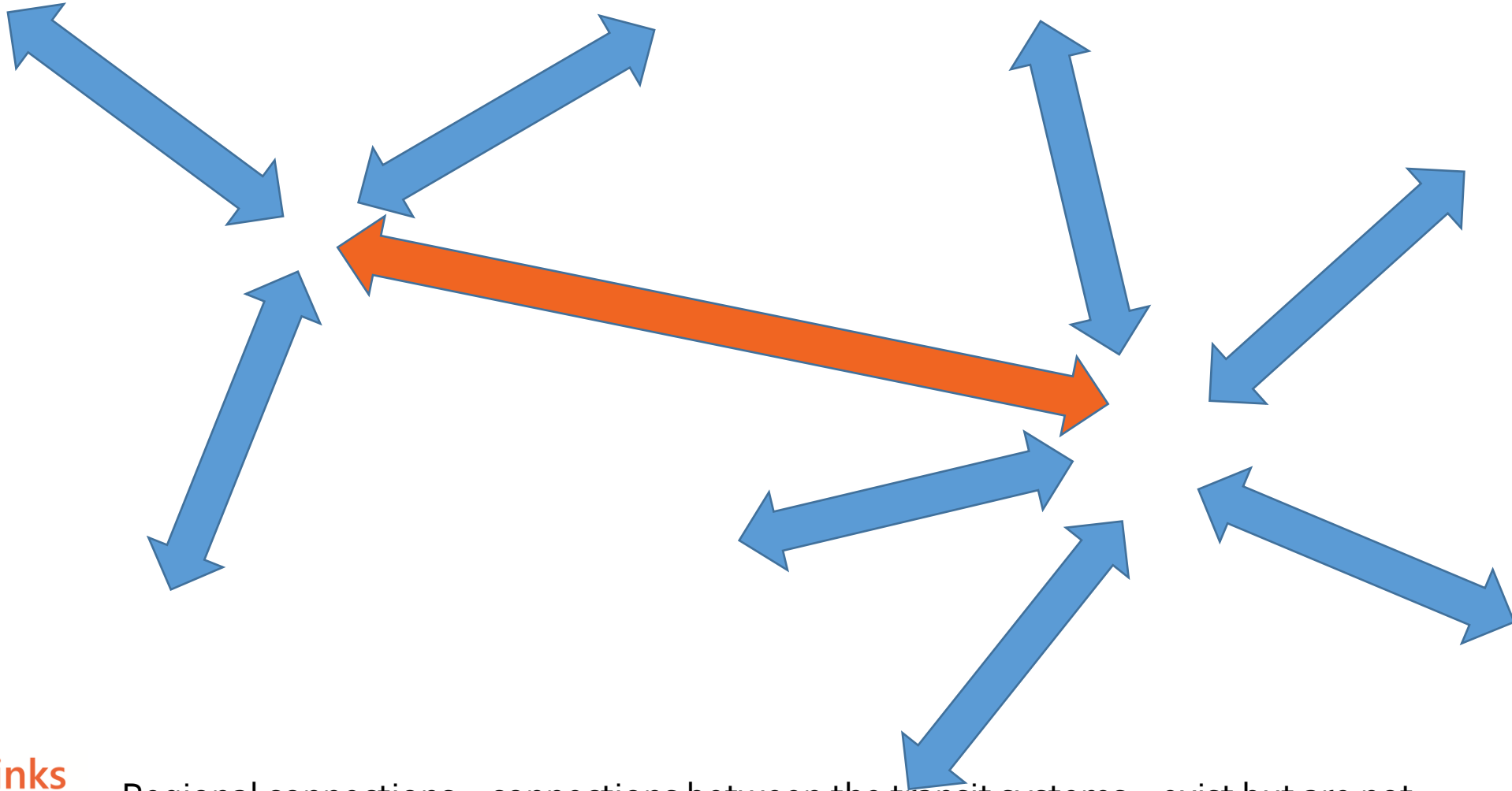
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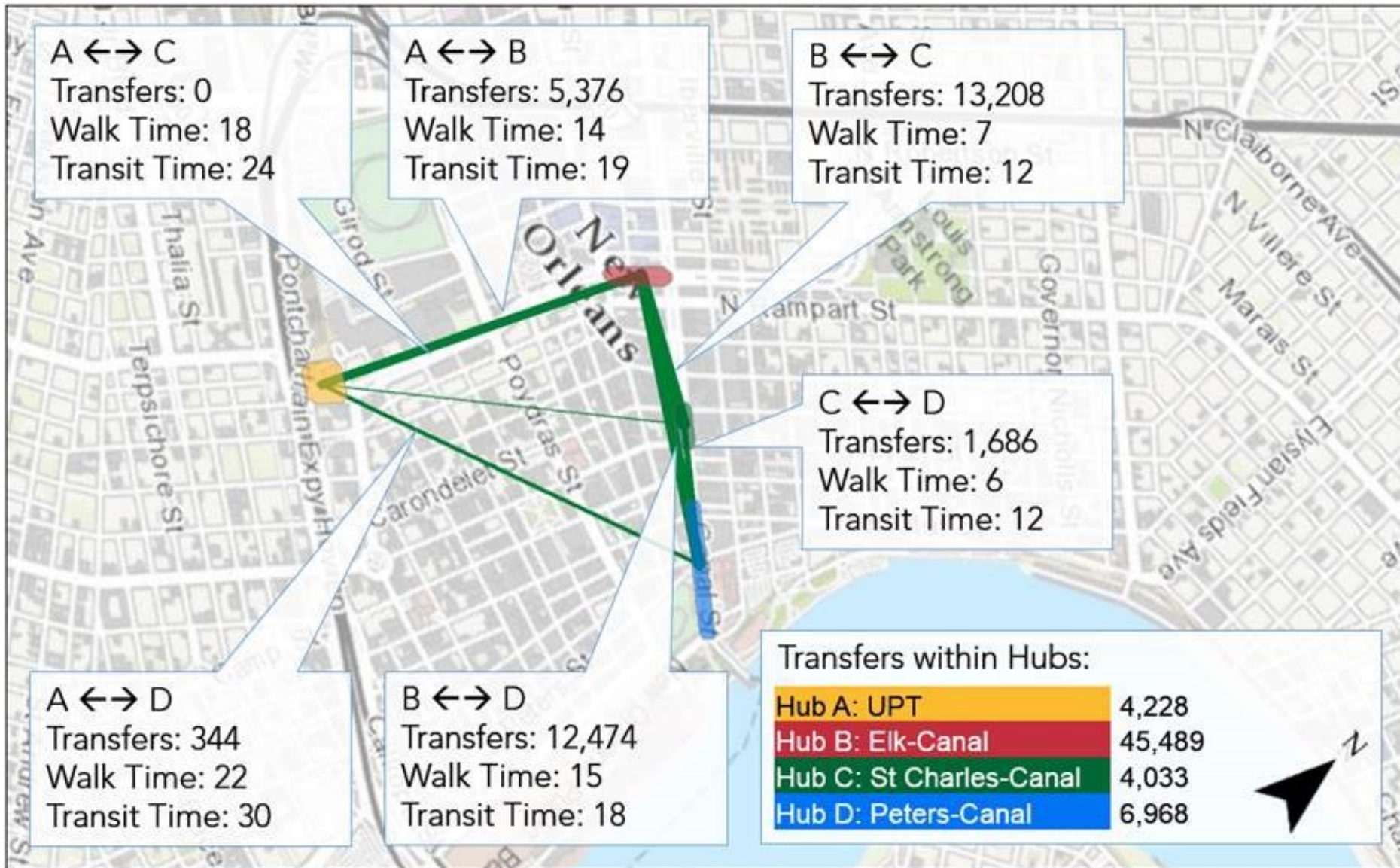
The time it takes to travel



Travel time is another challenge. Except for streetcars that use our neutral grounds, transit enjoys no priority treatments, such as lanes or signals, that would help with reliability and on-time performance.

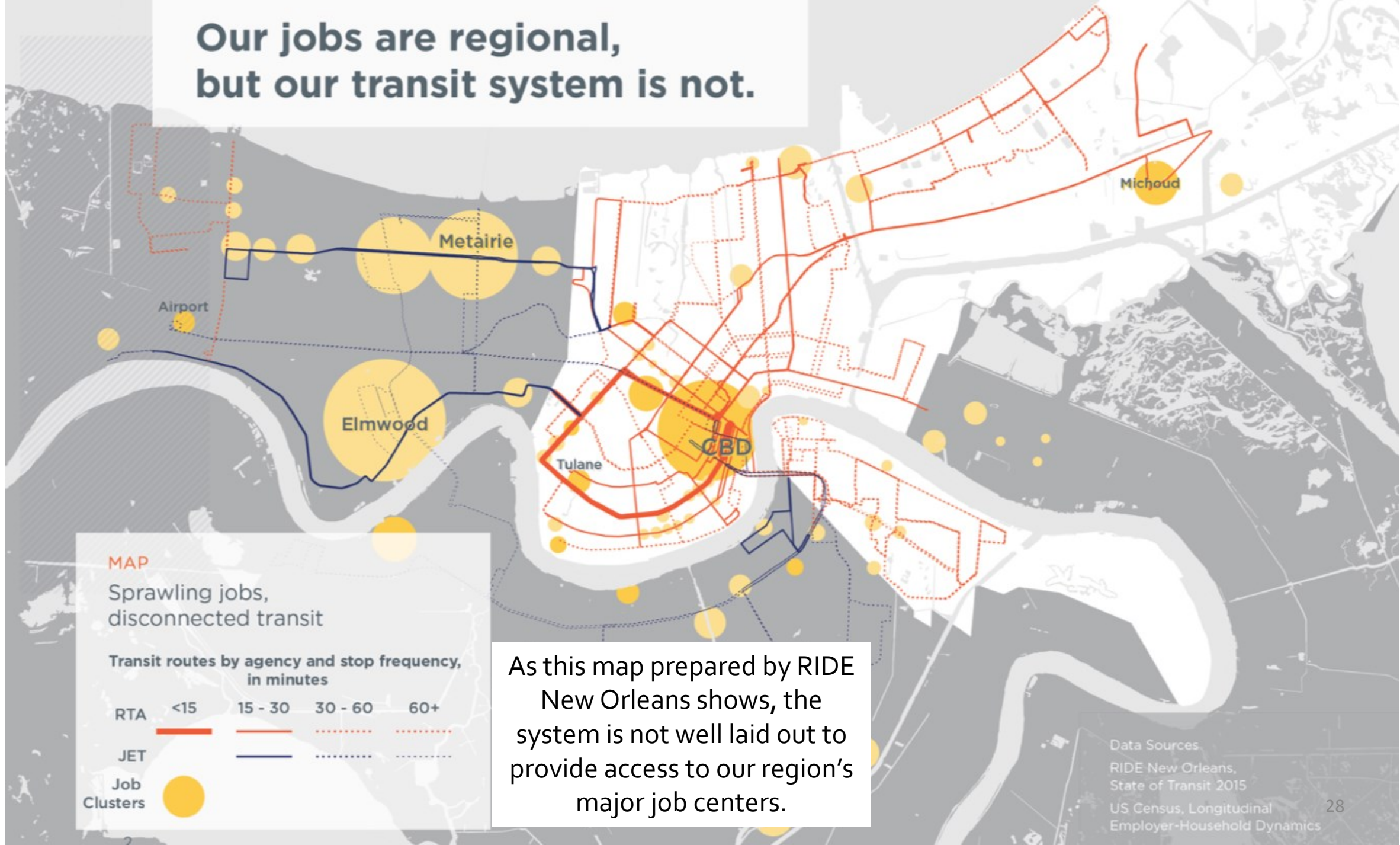
Local and regional connections





In downtown New Orleans, where many riders transfer from bus to bus or streetcar to bus, and between RTA and JeT, this may involve a walk of several blocks.

Our jobs are regional, but our transit system is not.



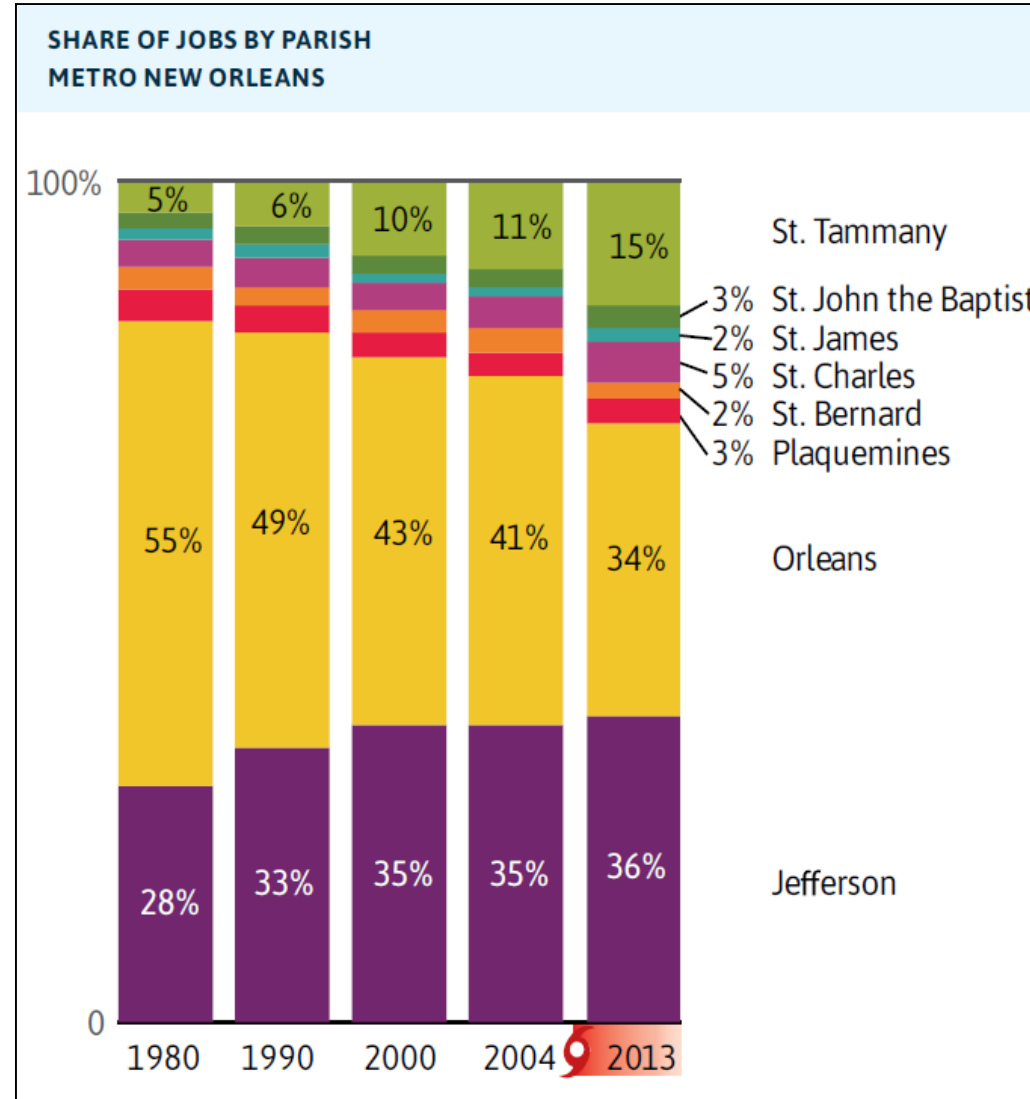
MAP
Sprawling jobs,
disconnected transit

Transit routes by agency and stop frequency,
in minutes

Agency	<15	15 - 30	30 - 60	60+
RTA	Solid Red Line	Dashed Red Line	Dotted Red Line	Dotted Red Line
JET	Solid Blue Line	Dashed Blue Line	Dotted Blue Line	Dotted Blue Line
Job Clusters	Yellow Circle			

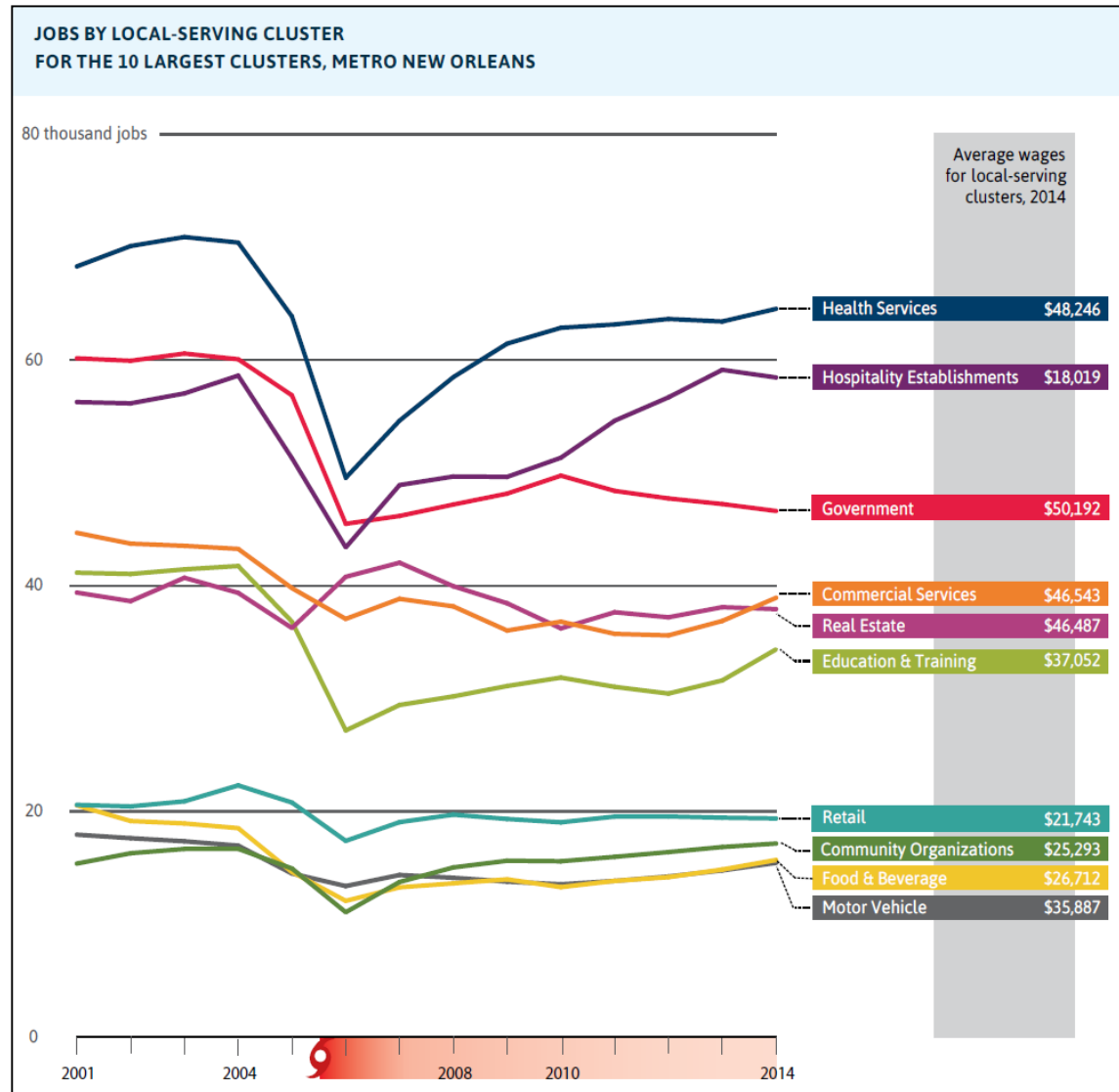
As this map prepared by RIDE New Orleans shows, the system is not well laid out to provide access to our region's major job centers.

Regional job locations are changing



While jobs have been growing throughout the region, the *share* of jobs is growing in the suburban parishes, while the share of jobs in New Orleans Parish is decreasing.

The workforce is changing



Not only is the *location* of our region's jobs changing, the *types* of jobs are changing. The health services and hospitality industries are increasingly comprising a significant amount of the regional workforce.

Source: The Data Center

The growth in 2nd and 3rd shift jobs



This has meant that more and more jobs are not “9 to 5” but are second and third shift jobs, when there is less transit service, or not transit service, is available.

BUSES, STREETCARS OPERATING OVERNIGHT

RTA is expanding the following bus and streetcar routes to operate throughout the night, seven days a week



In response, RTA has made significant strides in increasing the amount of late night and overnight service.

Source: New Orleans Advocate

Advocate map by DAN SWENSON

Available evening and late night service

RTA, JeT &
SBURT
weekday
service



But the amount of late night and overnight service is still limited.



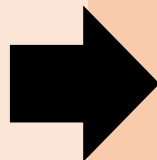
Meeting the challenges

New Links is being conducted to help meet these challenges.

NEW ORLEANS REGIONAL TRANSIT AUTHORITY
STRATEGIC MOBILITY PLAN



2017-2019



A roadmap for improving public transportation over the next 20 years.

A new vision for transit based on the needs and goals of riders and the community.

Strategies and actions to accomplish these goals.



2019-2020



A detailed assessment of today's transit services.

A network design that advances and builds on Strategic Plan concepts and goals.

A financially-constrained plan that can be implemented over the next few years.

Implementation



2020-2022

Implementation by the transit agencies with community support.

Phased-in service improvements.

Better connections. Better service.

New Links is the second step in achieving better connections and better service in Greater New Orleans



DEPARTURE TIMES FROM THIS STOP
Horario de salidas desde esta parada

51 St. Bernard-Paris Ave to University of New Orleans			52 St. Bernard-St. Anthony to University of New Orleans		
Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
6:55	7:10	7:10	6:35	6:30	6:30
8:10	8:30	8:30	7:15	7:50	7:50
9:35	9:50	9:50	7:55	9:10	9:10
10:55	11:10	11:10	8:35	10:30	10:30
-PM-	-PM-	-PM-	9:15	11:50	11:50
12:15	12:30	12:30	10:00	-PM-	-PM-
1:40	1:50	1:50	10:35	1:10	1:10
3:05	3:10	3:10	11:25	2:30	2:30
4:30	4:30	4:30	-PM-	3:30	3:30
5:35	5:50	5:50	12:00	6:30	6:30
7:50	7:10	7:10	12:45	8:10	8:10
8:30			2:10	7:50	7:50
			2:40	8:10	8:10
			3:30	10:30	10:30
			4:00		
			4:50		
			5:20		
			6:10		
			6:40		
			7:30		

All transit modes and service are included in New Links, including bus, streetcar, ferry, inter-agency and regional connections, paratransit, span of service, and frequency.



How will we get there?

A detailed, intensive analysis is being conducted as part of New Links.



Passenger Interview Survey

The first step is a passenger interview survey, which will provide essential data and information of the demographic characteristics and travel patterns of transit riders.



Hi!
**Look for me in
the blue vest!**

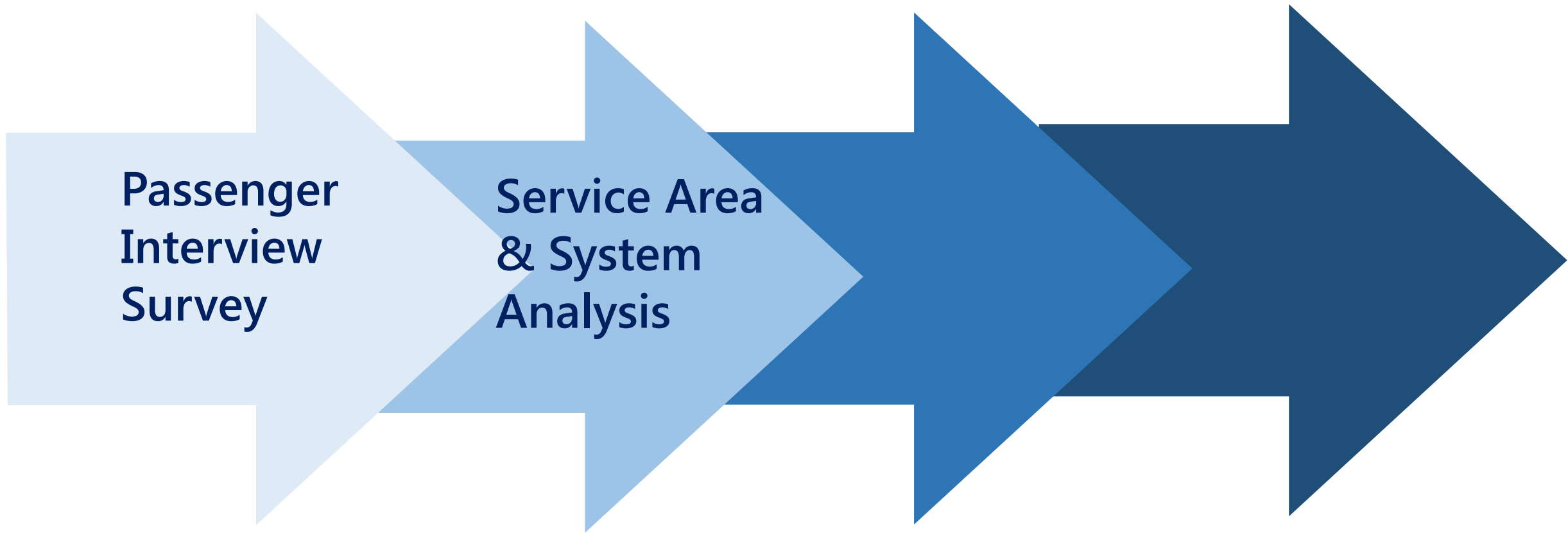
**Starting March 11, 2019, I'll be out talking to riders
about their riding experience.**

**I want to better understand how riders use
public transportation in Orleans and Jefferson Parishes.**

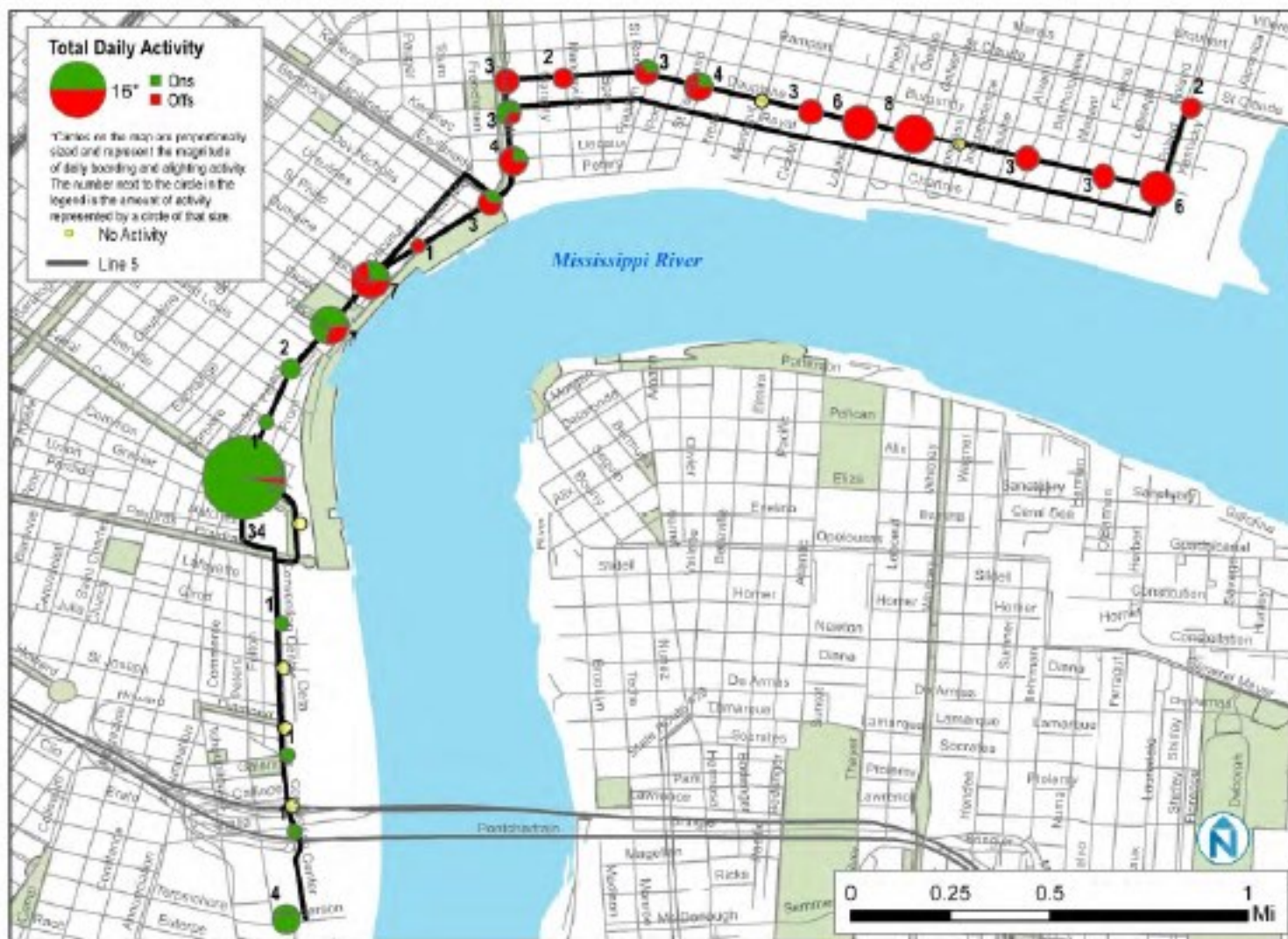
Remember, I'll be wearing a blue vest with an interviewer badge!
For more info, visit www.newlinksnola.com.



The survey started the week after Mardi Gras and was recently completed.



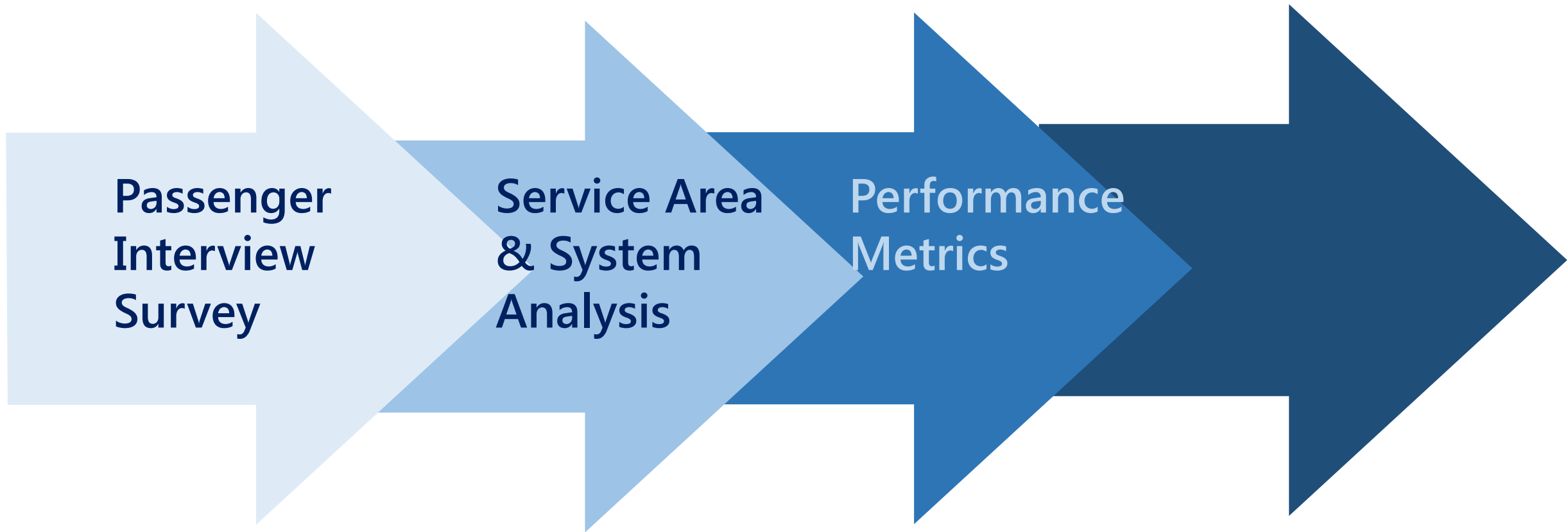
The next step is a detailed review and analysis of the service area and the transit systems.



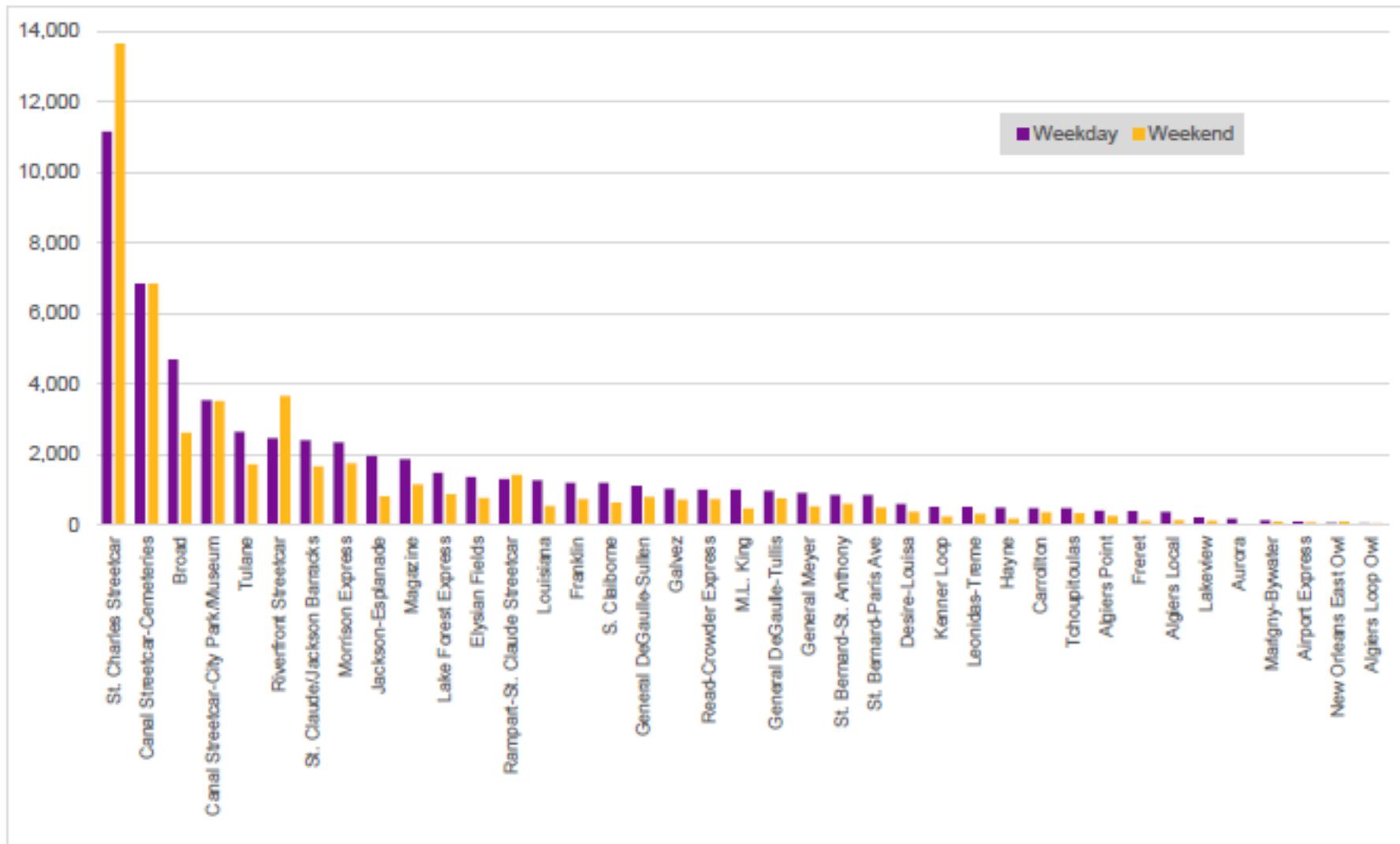
Source: RTA

Data Sources: U.S. Census Bureau, NORPC, ESRI

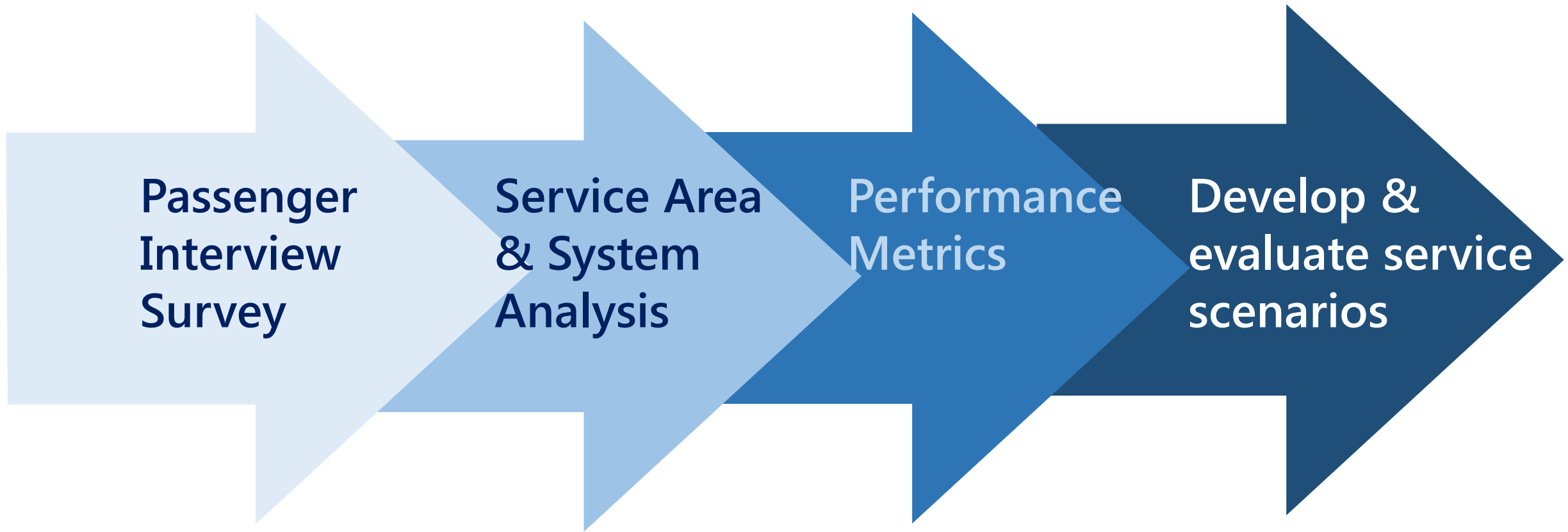
The analysis includes a stop-by-stop on-off count of all bus routes and streetcar lines, providing critical data to determine where people ride transit, or do not.



New Links will also look at route and system performance and productivity.



Source: RTA



The data and analysis will lead to the design of about three service scenarios for testing and consideration.



New Links Outcomes

- **Recommended service plan**
- **Estimated capital needs and operating costs**
- **Implementation Plan**
- **Early Action Plan**



Your voice

But as important as data and analysis is to the New Links process, public outreach – taking New Links out to riders and neighborhoods, is essential and is a high priority of the project.

Community outreach

**Stakeholder
Advisory
Committee**

**Steering
Committee**

**Individual &
Small Group
Meetings**

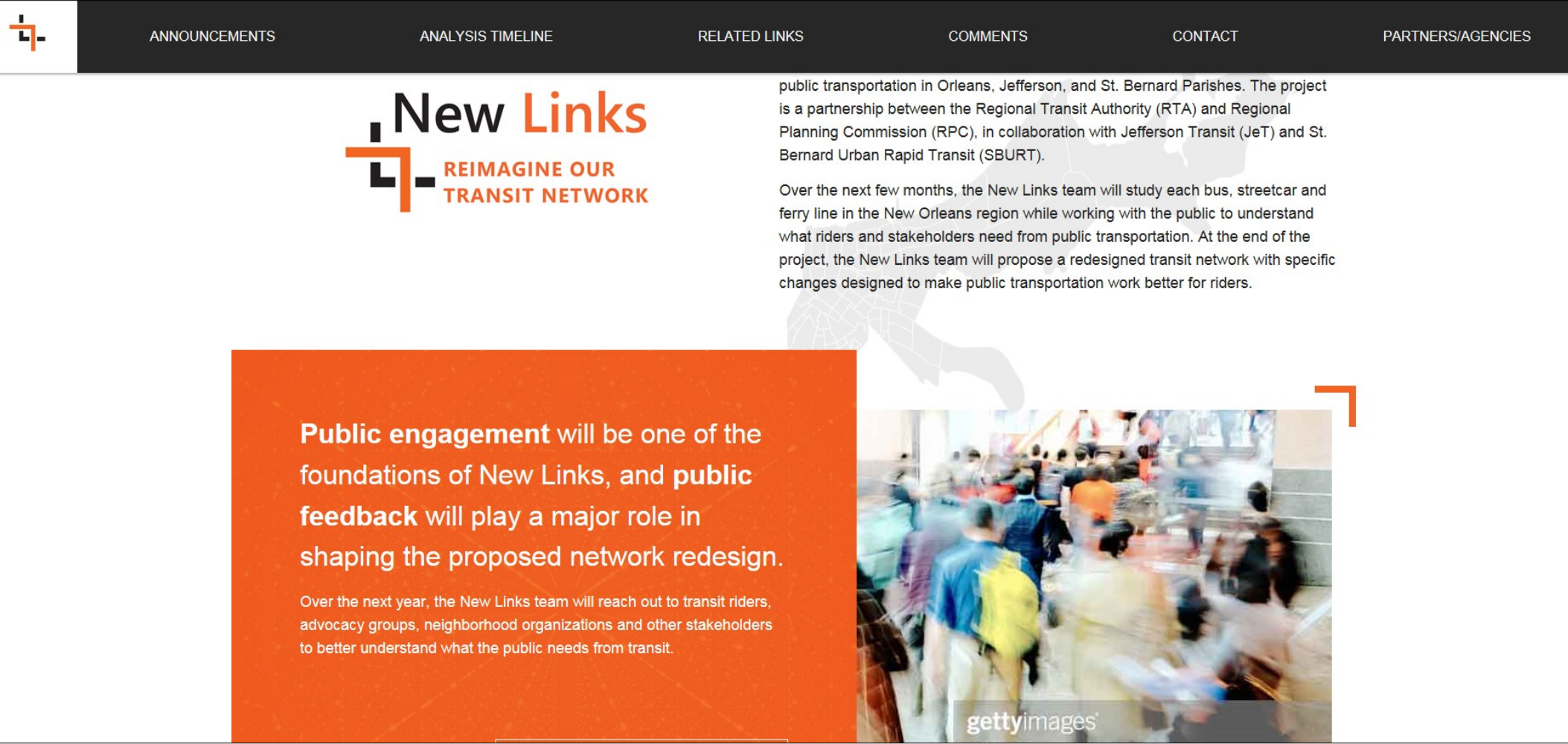
**Public
Meetings**

**Pop-Up
Meetings**

**Website &
Social Media**

Therefore, New Links has an extensive and wide-ranging community outreach program.

Project webpage: www.newlinksnola.com



Social media includes a project webpage and Facebook page.

Facebook page: facebook.com/New-Links-Reimagine-Our-Transit-Network

The screenshot shows the Facebook page for 'New Links - Reimagine Our Transit Network'. The page features a blue header with the Facebook logo and the name 'Tim Home'. The main content area is dominated by a collage of images related to transit, including a ferry, a bus, a bicycle, and a bus stop. The collage is framed by orange lines. The text 'New Links' is prominently displayed in a large, white, stylized font. Below the collage, there are buttons for 'Like', 'Following', and 'Share'. The page also includes a 'Create Post' section with a 'Write a post...' prompt and options for 'Photo/Video', 'Tag Friends', and 'Check in'. On the right side, there is a 'Community' section showing '1 person likes this' and '2 people follow this', and an 'About' section with a map of the location at 10 Veterans Blvd, Navarre, New Orleans, and contact information including the phone number (504) 483-8513 and the website norpc.org. The page is currently closed, with a note that it opens tomorrow.

Small group and community meetings



Along with social media, New Link's outreach focuses on personal contact and taking the project out into the community, including a series of small group and neighborhood meetings.

Pop-up meetings



Pop-up meetings will be held at various bus and streetcar stops, and other popular locations, where riders and passers-by can learn more about New Links and express their opinions and ideas.

Public meetings



Along with today's project launch public meetings, public meetings will also be held during the next two phases of New Links.

Outreach schedule

ROUND 1 SPRING

**Public Meeting & 10 Small
Group Meetings**

Introduce New Links.

**What are your goals for New
Links?**

**What is your vision for
transit?**

What are your ideas?

ROUND 2 SUMMER-FALL

**Public Meetings & 10 Small
Group Meetings**

**Present scenarios and
options.**

What do you like best?

What do you like least?

**How can we improve the
plan?**

ROUND 3 FALL-WINTER

Public Meeting

**Present the recommended
plan.**

**Identify early
implementation activities**

How can it be made better?

Finalize plan.



Your turn

Attendees were invited to spend some time at a series of exhibits and interactive displays that describe the Strategic Plans, the New Links project, and the various tradeoffs and ideas that will play a large part in crafting the scenarios and recommended plan.

Your Vision for Transit



Staff are stationed around the room at the informational and voting boards



Visit the map for additional comments



Please leave your survey before you leave



Thank you!
www.newlinksnola.com