



New Orleans Regional Transit Authority

TITLE VI EQUITY ANALYSIS

Winter 2024 Service Change

Enacted: January 14, 2024

Prepared on January 18, 2024

By the Department of Planning and Scheduling



TABLE OF CONTENTS

EXECUTIVE SUMMARY 2

RTA TITLE VI PROGRAM 6

SUMMARY OF SERVICE CHANGES..... 9

EQUITY ANALYSIS 13

PUBLIC INVOLVEMENT 14

CONCLUSIONS 15

APPENDIX A: TITLE VI ANALYSIS TABLE 16

APPENDIX B: MARKETING & COMMUNICATIONS PLAN 17

APPENDIX C: PUBLIC HEARING NOTICE AND AFFIDAVIT 42

APPENDING D: PUBLIC HEARING YARD SIGN..... 50

APPENDIX E: PUBLIC HEARING & RAC PRESENTATION SLIDES 51

APPENDIX F: COMMUNITY FEEDBACK CARDS, 12/18/23 Public Hearing..... 56

Table 1: Routes impacted by Service Change 2

Table 2: Headway Changes by Line 3

Table 3: Disparate Impact of Service Changes 5

Table 4: Headway Changes by Line 10

Table 5: Disparate Impact of Service Changes 13

Figure 1:103-General Meyers Route Change..... 4

Figure 2: 31/32 Route Changes in Hollygrove..... 4

Figure 3:103-General Meyers Route Change..... 11

Figure 4: 31/32 Route Changes in Hollygrove..... 12

Figure 5: Trip Difference with Jan 2024 Service Change..... 13

EXECUTIVE SUMMARY

Introduction

The New Orleans Regional Transit Authority (RTA) operates 4 streetcar lines, 27 bus routes, 3 dedicated Owl/Late Night routes and offers para-transit services. Due to several factors explained below, the RTA is experiencing fleet reliability issues which are impacting the agency’s ability to provide reliable service to the community. To address this issue, the RTA will be enacting a Winter 2024 Service Change on January 14, 2024, to bring scheduled service in line with the agency’s current fleet situation.

As part of this Winter 2024 Service Change, the RTA will reduce frequency of fixed-route bus service to ensure sufficient vehicles are available to provide consistent, reliable service for riders. The upcoming changes will impact the following lines:

Table 1: Routes impacted by Service Change

3	Tulane-Elmwood	66	Hayne Loop
8	St. Claude-Arabi	67	Michoud Loop
9	Broad-Napoleon	84	Galvez
11	Magazine	103	General Meyer Local
27	Louisiana	105	Algiers Local
52	Paris-Broadmoor	114A	Garden Oaks-Sullen
61	Lake Forest-Village de L’est	114B	Garden Oaks-Woodland
62	Morrison-Bullard		

RTA looked to evaluate whether proposed service changes would adversely impact minority and low- income riders in accordance with the agency’s Environmental Justice and Social Equity Policy and Federal Transit Administration (FTA) Title VI guidance.

Changes to Service

Currently, the RTA can consistently operate 78-80 buses in peak service. However, given that there is some day-to-day and week-to-week volatility to that number, the RTA decided to bring the peak vehicles in service down to 73 for this service change, enacted January 14, 2024. This new scheduled service provides the public with schedules the agency believes it can reliably meet and provides the agency with cushion in its vehicle fleet to maintain service even as other issues arise.

Changes to Service Frequency

Understanding that this is a broad reduction in service, RTA staff took great pains to make sure the negative impacts from reductions in service didn’t fall disproportionately on any neighborhood or community. Furthermore, RTA leadership established that no part of the system would lose service in this reduction. Therefore, lines with only one bus – low-ridership coverage routes – would be untouched. To ensure minimal impact, the staff decided to



reduce many lines by one vehicle each in peak service to reach the total reduction goal of 14 buses. This spread the cost of the reductions in frequency across the service area, while also spreading the benefit of increased reliability in a similar fashion.

Table 2: Headway Changes by Line

<u>Line</u>	<u>Current Headway (As of 9/ 10/2023</u>	<u>New Headway (Beginning 1/14/2023</u>
3 - Tulane - Elmwood	20	Decreased to 24 minutes
8 - St. Claude - Arabi	18	Decreased to 24 minutes
9 - Broad - Napoleon	20	Decreased to 23 minutes
11 - Magazine	24	Decreased to 33 minutes
27 - Louisiana	35	Decreased to 53 minutes
52 - Paris - Broadmoor	34	Decreased to 44 minutes
61 - Lake Forest - Village de L'Est	24	Decreased to 30 minutes
62 - Morrison - Bullard	24	Decreased to 30 minutes
66- Hayne Loop	35	Decreased to 70 minutes
67 - Michoud Loop	30	Decreased to 60 minutes
84 - Galvez - L9	30	Decreased to 45 minutes
103 - General Meyer Local	30	Decreased to 45 minutes
105 - Algiers Local	40	Decreased to 80 minutes
114A - Garden Oaks - Sullen	30	Decreased to 40 minutes
114B - Garden Oaks - Woodlands	30	Decreased to 40 minutes

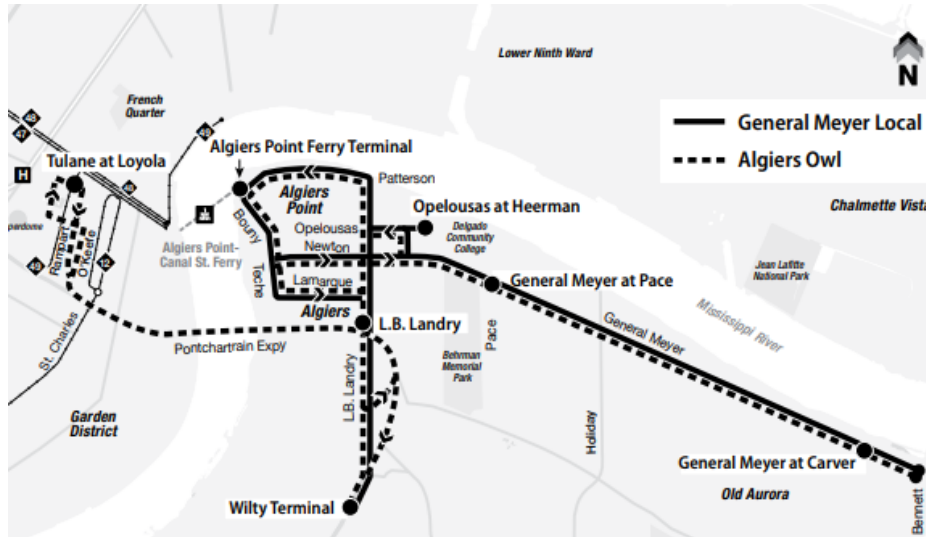
Route Changes

103-General Meyers Local

In order to mitigate the reduction in service on the West Bank and Algiers routes, the decision was made to adjust the route of the 103-General Meyers Local. Under the previous set-up, this route would terminate at Wilty Terminal in Gretna. Riders seeking to go downtown would then have to transfer to the 114A/B. This was previously a timed transfer, with the 114A/B scheduled every 15 minutes. With the reduction in service on the 114A/B, the timed transfer was no longer feasible, creating longer and inconsistent wait times for riders of the 103. Therefore, instead of having the 103 stop at Wilty Terminal and force a now onerous transfer, the 103-General Meyer will continue past Wilty to the Main Library Hub (see map), bringing riders to downtown directly.

The number of peak vehicles on the route will remain the same, but the route extension will increase headways from 30 to 45 minutes. While this is a reduction in service, the elimination of a forced transfer, and the subsequent waiting cost, is eliminated for many riders.

Figure 1:103-General Meyers Route Change



31-Leonidas-Gentilly & 32-Leonidas -Treme

These two routes are being restored following cessation of roadway construction in the Hollygrove neighborhood that has caused the route to be on detour for the past year. This change improves service in a low-income minority neighborhood and has no impact on service frequency.

Figure 2: 31/32 Route Changes in Hollygrove



Equity Analysis Findings & Conclusion

This analysis of the changes resulted in a finding of small disproportionate burden and disparate impact for low-income and minority communities. However, it is important to realize that reductions in scheduled service are merely reflective of the daily reductions in bus service currently happening and that riders are experiencing. Those



daily, fleet induced reductions, however, are not planned or predictable for riders. This reduction in service is intended to be as short as possible and improve the reliability of the service. The goal is that even if the bus is less frequent, you are more confident it will arrive at the scheduled time.

The agency, therefore, concludes that the negative impact of the reduced service frequency, and the minor disproportionate burden and disparate impact therein, will be mitigated by a significant increase in service reliability.

Table 3: Disparate Impact of Service Changes

	Low Income	Minority
Change Borne By	24.8%	72.0%
Area Average	23.8%	69.4%
Delta	1.0%	2.6%



RTA TITLE VI PROGRAM

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Title VI provides that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance from the U.S. Department of Transportation.

Title VI requires that an equity analysis be conducted for all major service changes and all fare changes impacting minority and low-income transit routes in the system. RTA has conducted an equity analysis for a Winter 2024 Service Change

The Regional Transit Authority (RTA) has established a Title VI Program in accordance with Title VI of the Civil Rights Act of 1964; 49 CFR Part 21; FTA Circular 4702.1B; related statutes and regulations to ensure compliance with Title VI, to the end that no person is excluded from participation in, or denied the benefits of, services on the basis of race, color, or national origin.

Policy Thresholds for Title VI and Environmental Justice Methodology

Factors for compliance with Title VI of the Civil Rights Act of 1964 addressed in this equity analysis are:

- Major Service and Fare Change Policy
- Disparate Impact Policy

The service equity analysis is for existing bus line services impacted by the Winter 2024 Service Change. The following are all lines that will experience frequency reductions:

RTA Major Service and Fare Change Policy

Title VI prohibits intentional discrimination, as well as actions that result in unintentional discrimination or disproportionate adverse impacts to communities of color and low-income communities. As such, to ensure that changes to services and fares are equitable the RTA will conduct a Service and Fare Equity Analysis for all Major Service Changes, where a major service change meets the following threshold:

- Any change of more than 25% of the revenue hours or route miles on a given transit route (bus or streetcar) or a branch of a route for an individual day (weekday, Saturday or Sunday) measured as happening at one time or within a single year. Route Branch is defined as one of the two or more route segments served by a single route.
- Any change to the span of service on a given transit route (bus or streetcar) of 2 hours or more for an individual day (weekday, Saturday or Sunday). A span of service is defined as the time from the start of the first trip to the start of the last trip on a given route.
- The introduction of any new transit route (bus or streetcar) with the exception of supplemental services designed to reduce potential overcrowding on regular (scheduled) transit routes.

- The discontinuation of a route or portion of a route with no alternative service within $\frac{1}{4}$ mile.

For all routes with proposed changes that meet the major service change threshold, RTA will conduct a social equity analysis to:

- Determine the benefits to and potential negative impacts on minority and low-income populations.
- Quantify expected effects (positive or negative); and
- Determine the appropriate course of action to prevent, minimize or mitigate the impacts as warranted.

RTA Disparate Impact Policy

To determine whether a disparate impact exists as the result of a proposed major service change, RTA will compare existing service to proposed service, and calculate the absolute change as well as the percent of change in travel time. If it is determined that the increase in travel time from the proposed service change is more than 15 minutes for any minority or low-income transit route, then the change will be deemed to have a disparate impact.

Additionally, all new routes featuring the presence of new route numbers, new route alignments, new service types or new service configurations will require an equity analysis with the exception of supplemental services designed to reduce potential overcrowding on regular transit routes. For a new route, the methodology for analysis requires determining if the new route causes a major service change in an existing route. If it is determined that the new service causes an increase in travel time of more than 15 minutes for any minority or low-income transit route that is affected by the new service, then the change will be deemed to have a disparate impact.

For the discontinuation of a minority or low-income transit route or portion of a route, the analysis will determine the availability of an alternative route or service within one-quarter mile. If there is no alternative within one-quarter mile, then the route or service discontinuation will be deemed to have a disparate impact.

Minority and Low-Income Thresholds

Minority

According to the FTA Circular, "minority persons" include those classified as (1) American Indian and Alaska Native, (2) Asian, (3) Black or African American, (4) Hispanic or Latino, and (5) Native Hawaiian and Other Pacific Islander.

RTA defines a minority Transit Route as one in which at least one-third of the revenue miles are located in a Census block or block group, or traffic analysis zone where the percentage minority population is equal to or greater than the percentage minority population in the service area.

Low-Income



According to the FTA Circular, "low-income" means a person whose median household income is at or below the Department of Health and Human Services poverty guidelines. These guidelines are based on household income and household size.

RTA defines a low-income transit route as one in which at least one-third of the revenue miles are located in a Census block or block group, or traffic analysis zone where the percentage low-income population is equal to or greater than the percentage low-income population in the service area.

Local Thresholds

The RTA operates routes in Orleans Parish and the City of Kenner. Since the two are separate municipalities with separate transit routes and funding sources, the minority and low-income thresholds are different for the two different service areas. The population of Orleans Parish is sixty-nine percent (69%) minority and twenty-four percent (24%) of the population in Orleans Parish is below the Census defined poverty level. The RTA Title VI policy does not specify a threshold above which a disparate impact or disproportionate burden would be found for a service change. Therefore, the threshold is assumed to be 0%. This means that if the population bearing an adverse effect has a higher minority percentage than the service area, then the change will be deemed to have a disparate impact. If the population bearing an adverse effect has a higher percentage of persons in poverty than the service area as a whole, then the change will be deemed to have a disproportionate burden.

SUMMARY OF SERVICE CHANGES

Background

Over the past several years, RTA has been faced with a range of challenges that have adversely impacted the agency's ability to manage its aging bus fleet and, by extension, provide consistently reliable service to riders. This situation is the result of a "perfect storm" of factors.

First, much of the current fleet was replaced at the same time following Hurricane Katrina in 2010-2012. These 104 vehicles, representing about 40% of the fleet, all reached their useful limit at the same time, increasing strain on the rider because these vehicles have become consistently more difficult to keep in service. While an additional 31 vehicles were purchased in 2013, these were for expansion of service as the city recovered from Katrina rather than to smooth out the future replacement needs of the bus fleet. Additionally, the delegated management contractor (2009-2020) did not implement a proper vehicle replacement plan, one that would have included funding and a schedule to smooth out the replacement of bulk orders of buses post-Katrina. The contractor did order of 31 buses in 2018-2019 but that number was far below the needed replacement amount at the time. Upon transitioning back to public management in 2020, the RTA has ordered 27 buses with orders for 35 more pending as funds allow, but the first order of buses will not arrive until Fall of 2024.

Second, parts supply issues from the pandemic have further hampered the RTA's ability to keep buses of all kinds, both older and newer, in good repair. The agency has experienced periods in which many newer buses (2019-2020 model years) have sat out of service waiting for backordered parts.

Third, the nationwide shortage of mechanics has hit our maintenance team, the same as other agencies. The RTA simply does not have enough mechanics to properly staff all the needed shifts to keep buses in working order.

These factors have combined to result in an inability to run a full service of 97 peak vehicles. In June of 2023, the RTA enacted a small reduction in service, bringing peak vehicles in service down to 87 as a temporary measure, to help the agency address backlogged maintenance and provide more reliable service to the public. Unfortunately, an extremely hot and dry summer exacerbated the maintenance issues and the agency found itself unable to meet even this lower peak vehicle requirement. Scheduled trips were frequently being missed due to missing vehicles and riders' wait times were both long and unpredictable.

It was this prolonged unpredictability that caused the RTA leadership to decide to reduce scheduled service even further to a peak vehicle number that can be met: 73 buses in peak service.

Summary of Service Changes

Currently, the RTA can consistently operate 78-80 buses in peak service. However, given that there is some day-to-day and week-to-week volatility to that number, the RTA decided to bring the peak vehicles in service down to 73 for this service change, enacted January 14, 2024. This new scheduled service provides the public with schedules the agency believes it can reliably meet and provides the agency with cushion in its vehicle fleet to maintain service even as other issues arise.

Changes to Service Frequency



Understanding that this is a broad reduction in service, RTA staff took great pains to make sure the negative impacts from reductions in service didn't fall disproportionately on any neighborhood or community. Furthermore, RTA leadership established that no part of the system would lose service in this reduction. Therefore, lines with only one bus – low-ridership coverage routes – would be untouched. To ensure minimal impact, the staff decided to reduce many lines by one vehicle each in peak service to reach the total reduction goal of 14 buses. This spread the cost of the reductions in frequency across the service area, while also spreading the benefit of increased reliability in a similar fashion.

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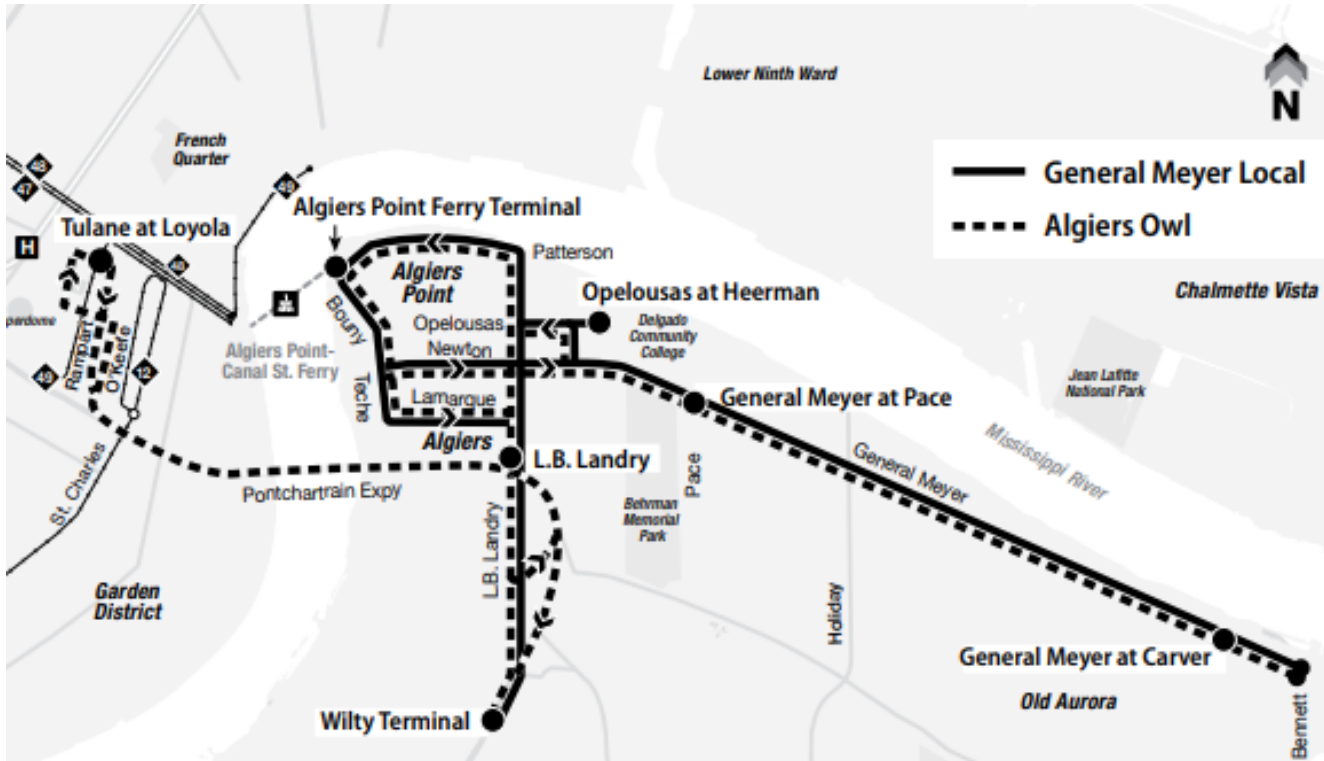
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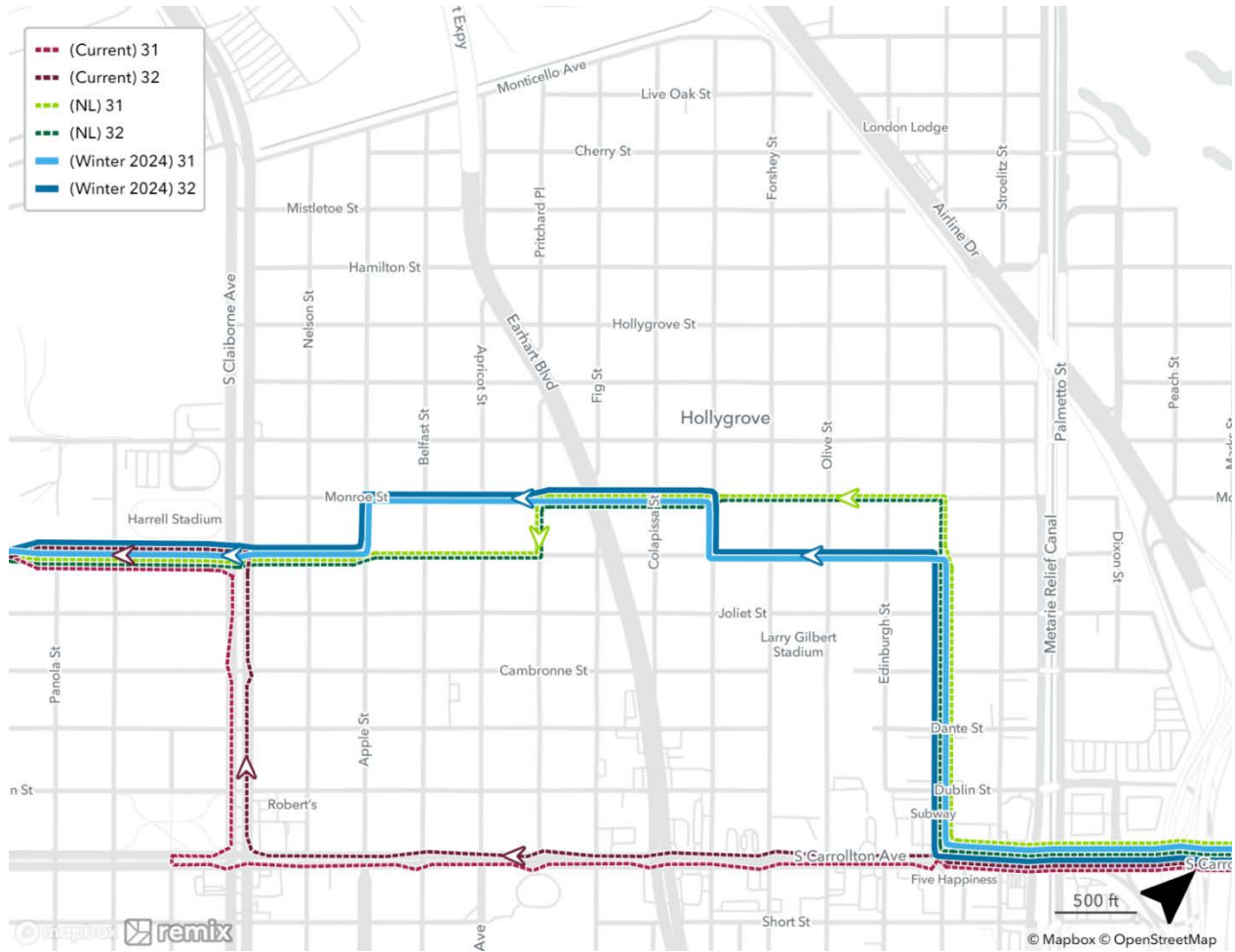
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Figure 4: 31/32 Route Changes in Hollygrove



EQUITY ANALYSIS

A Title VI analysis of the changes resulted in a finding of small disproportionate burden and disparate impact for low-income and minority communities. However, it is important to realize that reductions in scheduled service are merely reflective of the daily reductions in bus service currently happening and that riders are experiencing. Those daily, fleet induced reductions, however, are not planned or predictable for riders. This reduction in service is intended to be as short as possible and improve the reliability of the service. The goal is that even if the bus is less frequent, you are more confident it will arrive at the scheduled time.

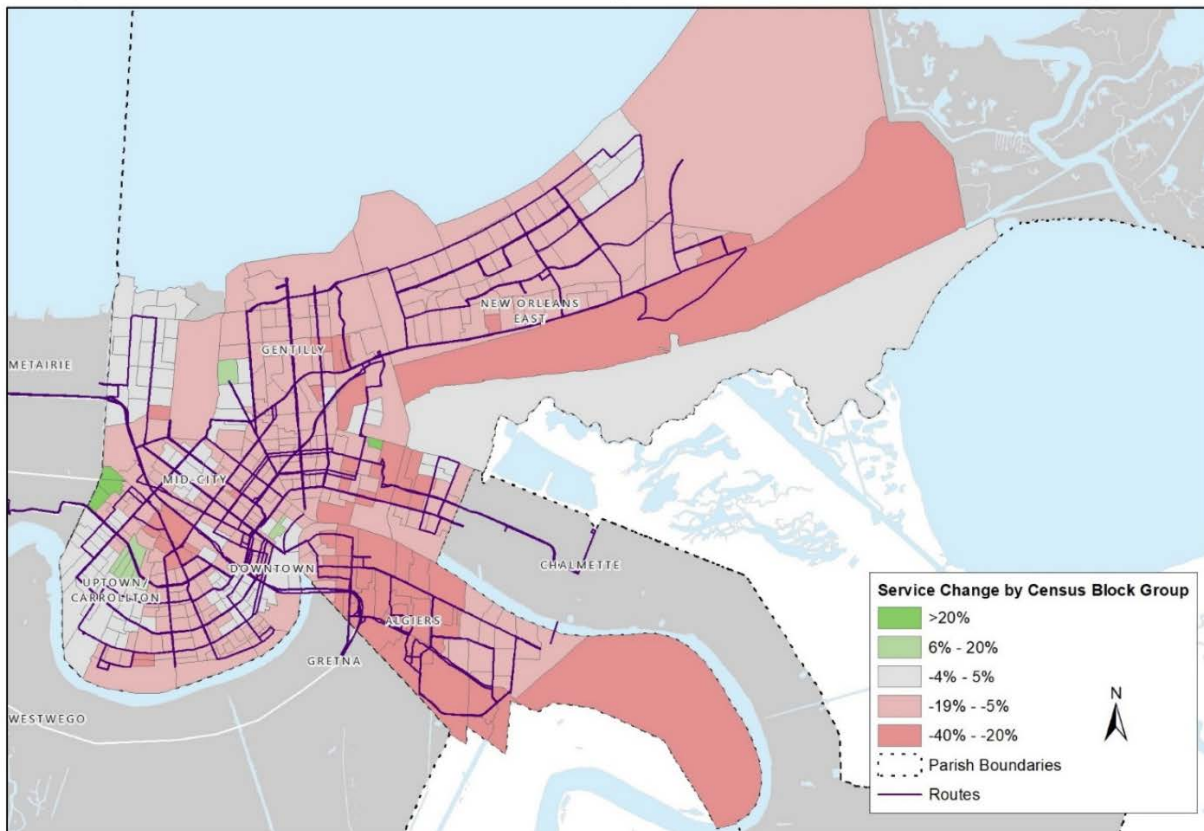
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Delta	1.0%	2.6%

A review of the trip difference map (see below) shows that reductions in service are as close to evenly spread across the service area without eliminating coverage to any part of the system.

Figure 5: Trip Difference with Jan 2024 Service Change



PUBLIC INVOLVEMENT

As per the RTA’s Title VI policy, public hearings were held for “Major Service and Fare Changes” in such a manner as to inform the public of the proposed changes and provide an opportunity for public comment on those changes.

Schedule of Community Outreach

Notification for RTA passengers was disseminated via www.RTA.com and on buses and streetcars, through social media and news media outlets. The total outreach plan can be found in the appendix of this report. The schedule of community outreach is summarized in the following table:

- 11.28.23 November Board of Commissioners Meeting
- 11.30.23 City Council Transportation Committee Meeting
- 12.6.23 Riders Advisory Committee Meeting
- 12.7.23 Operations & Administration Committee Meeting
- 12.7.23 Finance Committee Meeting
- 12.8.23 2023 RTA Business Meeting
- 12.12.23 Board of Commissioners Meeting
- 12.18.23 Title VI Public Hearing
- 1.3.24 Riders Advisory Committee Meeting

In addition to the meetings listed above, the RTA conducted numerous community engagement pop-ups at major transit hubs and engaged with neighborhood groups and local businesses/business groups with large numbers of transit riding employees. Engagement events were held at the Main Library Hub, Willy Terminal, and the New Orleans East Hub. Employer engagement with businesses and business association groups focused on entities with high numbers of transit riders, such as service industry employers. Neighborhood engagement was conducted through neighborhood groups in key areas like Algiers, NO East, and Hollygrove.

RTA also held five community meetings, one NORTA Board meetings, one Operations & Administration Committee meeting, and a Public Hearing on Monday, December 18, 2023, to hear public comments about proposed changes to bus services. The Legal Notice advertising the public hearing and the transcript of the hearing are attached to this Equity Analysis.

Summary of Community Feedback

Community feedback was collected via the website, email, comment forms, phone calls, and public meetings and engagement events. Overall, riders were receptive to the changes, understanding the need to reduce service and appreciated that the reductions were spread across the region instead of concentrated in a particular area. The main complaint from riders is a lack of reliability in the bus service and they were appreciative of the fact that we were trying to address that issue head on.

CONCLUSIONS

A Title VI analysis of the changes resulted in a finding of small disproportionate burden and disparate impact for low-income and minority communities. However, it is important to realize that reductions in scheduled service are merely reflective of the daily reductions in bus service currently happening and that riders are experiencing. Those daily, fleet induced reductions, however, are not planned or predictable for riders. This reduction in service is intended to be as short as possible and improve the reliability of the service. The goal is that even if the bus is less frequent, you are more confident it will arrive at the scheduled time.

The agency, therefore, concludes that the negative impact of the reduced service frequency will be mitigated by a significant increase in service reliability.

APPENDIX B: MARKETING & COMMUNICATIONS PLAN

OVERARCHING COMMUNICATION GOALS

- **Clarity:** Ensure clarity in our communication
- **Transparency:** Be open and honest about the reasons for the service reduction and how all other options were considered prior to making this decision
- **Consistency:** Ensure that information shared across all RTA platforms is consistent
- **Feedback:** Provide rider feedback mechanisms / increase community feedback across the board
- **Empathy:** Acknowledge the impact of the changes. Show empathy toward rider concerns and / or inconveniences caused by the service reduction.
- **Support:** Provide support resources and guidance to help individuals navigate the changes smoothly. *Consider frequent Free Fare Days.*



MEASURABLE OBJECTIVES

- **Rider Retention:** Retain 90% of existing riders within six months of reduction implementation (*Based on recent ridership data*).
- **Rider Satisfaction:** Conduct rider satisfaction survey prior to and six months following the service reduction. Maintain or improve satisfaction levels despite the service reduction.
- **Communication and Perception:** Gauge how well the message of the service reduction is received by stakeholders. Aim to achieve a positive perception within six months of the service reduction.
- **Timeliness:** 100% of stakeholders are informed at least two weeks before the service reduction implementation date (January 14).

KEY MESSAGES

Continuous Improvement for Service Reliability

RTA is taking decisive action to provide riders with the consistent, reliable service that they deserve.

- **New Buses:** RTA's long-term strategy includes introducing 29 new buses to our fleet in late 2024.
- **Fleet Reduction:** Our maintenance team is reducing our fleet by retiring eight buses and temporarily "sleeping" 24 buses so that each mechanic can work on fewer buses and prioritize those that take less time to repair.
- **Maintenance Innovation:** RTA is also working on creative short-term strategies to fortify our maintenance workforce including traveling diesel mechanics (when available) to support maintenance.
- **Service Reduction:** RTA is also considering an additional 15-20% reduction in January 2024 that would impact the frequency of our bus service; this will result in ZERO layoffs.



TARGET AUDIENCES

▪ RTA Bus Riders

- Regular Commuters
- Occasional Riders
- Tourists / Visitors
- Persons with Disabilities
- Students
- Hospitality Workers
- Transit Dependent (Low-Income)

▪ Key Stakeholders

- RTA Board of Commissioners
- RTA staff
- Community leaders, partners & advocates
- Elected officials
- Influencers

▪ Media

- Print
- Broadcast
- Online
- Minority-owned

STRATEGIC PARTNERSHIPS

- Community leaders/influencers
- Neighborhood Associations
- Elected Officials
- Downtown Development District
- New Orleans & Co.
- NOLA Public Schools
- Colleges & Universities
- Hospitals
- Louis Armstrong International Airport



KEY ENGAGEMENT DATES

- **11.28.23** Board of Commissioners Meeting
- **11.28.23** DBE/SBE Workshop (Accessing Capital for Growth)
- **11.30.23** City Council Transportation Committee Meeting
- **12.6.23** Riders Advisory Committee Meeting
- **12.7.23** Operations & Administration Committee Meeting
- **12.7.23** Finance Committee Meeting
- **12.8.23** 2023 RTA Business Meeting
- **12.12.23** Board of Commissioners Meeting
- **12.18.23** Title VI Public Hearing
- **1.3.24** Riders Advisory Committee Meeting

CHANNEL – EARNED MEDIA

MARCOM POC: David Lee Simmons

Print

- Winter Service Change Public Hearing Ad placement (*New Orleans Advocate*)
- Op-Ed (*New Orleans Advocate*)
- Editorial boards/one-on-one interviews (*New Orleans Advocate/Gambit Weekly*)

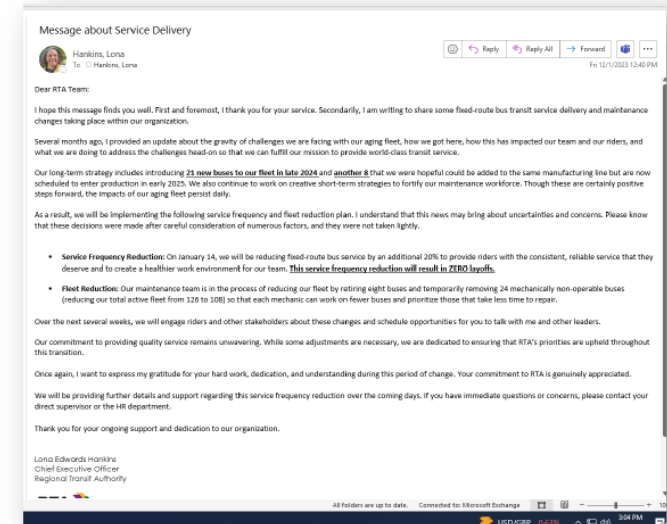
Broadcast

- Media Availabilities as needed
- Morning/Lunch TV appearances (WDSU, WWL-TV, WVUE, WGNO, over December/January)
- WBOK appearances: “The Good Morning Show with Oliver Thomas” (December, January)
- NOLA TV Cox Channel 76 – *All Citizens Together*

INTERNAL COMMUNICATIONS

MARCOM POC: Zach Stanfill

- All-staff email message from Lona explaining proposed changes
- Mention of Winter Service Change in Lona's holiday message
- All-staff email message week before service change goes into effect
- One-page explainer flyer throughout building
- Video message by Lona to all staff
- Executive Leadership meetings with Operators, Maintenance



CHANNEL – EARNED MEDIA

MARCOM POC: David Lee Simmons

Digital

- *The Advocate*
- *Verite News*
- *Louisiana Illuminator*
- *The Lens NOLA*
- *Messenger (Gentilly, Mid-City, Uptown)*

Minority-Owned

- Editorial boards/one-on-one interviews (*New Orleans Tribune, LA Weekly, Data News Weekly*) (TBD)
- Op-Ed (*New Orleans Tribune, LA Weekly, Data News Weekly*) January
- New Orleans Agenda (email list) With news release
- Latinx (TBD)
- Vietnamese (TBD)

CHANNEL: WEBSITE / DIGITAL

MARCOM POC: David Kroll

- **Website**

- Winter Service Change page
- All-lines service alert
- Events calendar
- Service Updates web page
- Nortia.com/servicechange

- **Emails/Advisories**

- News Release: Service Advisory to media
- News Release: Final Service Advisory to media (1.2.23)
- Rider's Digest (1.29.23)
- Rider's Digest (12.28.23)

- **Le Pass**

- In-app message
- Push notifications

- **Transit App**

- Banner message
- Push notifications

- **CleverVision**

- CV animated graphic

- **SMS Notifications**



CHANNEL: SOCIAL MEDIA

MARCOM POC: Varion Laurent

- **Week of Nov. 27-Dec. 3**
- Save the Date post (Winter Service Schedule set to go into effect 1.14.24)
- **Week of Dec. 4-10**
- Info video: Lona addresses Winter Service Change
- **Week of Dec. 11-17**
- Post using deck slides from Operations meeting
- **Week of Dec. 18-24**
 - Post of FAQ's/myth-busting (*from Key Messages*)
 - Happy Holiday video from Lona including Winter Service Change language
- **Week of Dec. 25-31 (HOLIDAY)**
- **Week of Jan. 1-7**
 - Post reminding Winter Service Change begins Jan. 15
 - Facebook/Instagram Live, "Ask Me Anything" with Dwight Norton, Ryan Moser
- **Week of Jan. 8-14**
- Post reminding Winter Service Change begins Jan. 15
- Post of FAQ's/myth-busting (from Key Messages) (REPEAT)
- Week of Jan. 15-21
- Day-of post reminding Winter Service Change begins Jan. 15
- **Week of Jan. 22-28**
- Thank-you post to riders for their patience with schedule changes

SERVICE CHANGE Q&A SESSIONS

MARCOM POC: Angele Wilson, Zach Stanfill

▪ Meet-ups in each City Council District

- District A (Smith Library, Latter Library) - *Date TBD*
- District B (Main Library, Central City Library) - *Date TBD*
- District C (Algiers Library, Alvar Library) - *Date TBD*
- District D (Norman Mayer Library Lobby) - **12/14, 3-5PM**
- District E (East New Orleans Regional Library Lobby) - **12/13, 3-5PM**

COMMUNITY OUTREACH

MARCOM POC: Angele Wilson

▪ Community meetings/events/debrief stakeholders

- Debrief with New Orleans & Co.
- Debrief with Downtown Development District
- Debrief with Algiers Economic Development Foundation

▪ Neighborhood Associations/Meetings

- Debrief with New Orleans East Matters
- Algiers Neighborhood Presidents Council
- Algiers Economic Development Foundation Annual Meeting

▪ Canvassing

- RTA staff on-site to answer questions at main bus hubs
 - Main Library
 - East New Orleans Regional Library
 - Willy Terminal (Westbank; connects Jefferson/Orleans parishes)

▪ **NOTE:** All January meetings are currently TBD, as of 11.17.23.

▪ **NOTE:** When possible, messaging included in newsletters of all above



PRINTED MATERIALS

MARCOM POC: Angele Young

Printed Materials	Updates Due to Marketing from Planning	Approvals Completed (Planning)	Files to Printer	Materials in Office	Distributed/ Signage Installed
Route Schedule Brochures (32)	11/22/2023	12/8/2023	12/13/2023	12/29/2023	1/2/2023
System Map Brochure	11/22/2023	12/8/2023	12/13/2023	12/29/2023	1/2/2023
Temporary Signage at Hubs	11/22/2023	12/8/2023	12/13/2023	12/29/2023	1/2/2023
Service Change Handbill / Rack Card	11/22/2023	12/8/2023	12/13/2023	12/29/2023	1/2/2023
Service Alert Pole banners for changing routes	11/22/2023	12/8/2023	12/13/2023	12/29/2023	1/2/2023
Kiosk Maps (update as needed)	11/22/2023	12/8/2023	12/13/2023	12/29/2023	1/2/2023

NOTE: Dates are subject to change based on outside dependencies.

RTA LITERATURE DISTRIBUTION

MARCOM POC: Angele Wilson, Zach Stanfill

- New Orleans Public Libraries
- 2817 Canal Lobby
- Ferry Terminal
- New Orleans Recreation Development Commission
- Jean Lafitte National Historical Park and Preserve
- Basin Street Station
- RIDE New Orleans
- Louis Armstrong International Airport
- New Orleans and Company
- Visit/walk with Second Lines during 2023-2024 season
 - Schedule: <https://www.wwoz.org/blog/943426>
- Riders Advisory Committee Meetings (12.6.23, 1.3.24)
 - Send thank-you emails to Riders Advisory Committee list



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(504)248-3900

Visit Our Website
www.norta.com



COMMUNICATIONS TACTICS (NOV 27-DEC 3)

- **RTA:** Board of Commissioners Meeting
- **Digital:** Rider's Digest (lead item)
- **Internal/Digital:** All-staff email message from Lona explaining proposed changes
- **RTA:** DBE/SBE Workshop (Accessing Capital for Growth)
- **Outreach:** Algiers Neighborhood Presidents Council
- **Digital:** Save the Date email post

COMMUNICATIONS TACTICS (DEC 4-10)

- **Media:** Op-Ed *New Orleans Advocate*
- **RTA/Outreach:** Riders Advisory Committee Meeting
- **Digital:** Send thank-you emails to Riders Advisory Committee list
- **RTA:** Board/Operations & Administration Committee Meeting
- **RTA:** Board/Finance Committee Meeting
- **RTA:** 2023 Business Meeting
- **Media:** Interview / Availability after December Operations & Administration Meetings
- **Outreach:** Debrief with CM Green
- **Outreach:** Debrief with New Orleans & Co.
- **Outreach:** Algiers Economic Development Foundation Annual Meeting
- **Social:** Info video: Lona addresses Winter Service Change

COMMUNICATIONS TACTICS (DEC 11-17)

- **RTA:** Board of Commissioners Meeting
- **Media:** Media Avail (interview) following December Board of Commissioners Meeting
- **Outreach:** Debrief with Downtown Development District
- **Social:** Post using deck slides from Operations meeting

COMMUNICATIONS TACTICS (DEC 18-24)

- **Internal/Digital:** Mention of Winter Service Change in Lona's holiday message (Week of 12.18.23)
- **RTA:** Public Hearing (Title VI)
- **Social:** Post of FAQ's/myth-busting (from Key Messages)
- **Social:** Happy Holiday video from Lona including Winter Service Change language

COMMUNICATIONS TIMELINE (DEC 25-31)

▪ HOLIDAYS

- Social media: Holiday message including reference to changes in 2024

COMMUNICATIONS TACTICS (JAN 1-7, 2024)

- **RTA/Outreach:** Riders Advisory Committee
- **Outreach/Digital:** Send thank-you emails to Riders Advisory Committee list
- **Media:** Ed boards/one-on-one interviews (*New Orleans Advocate/Gambit*)
- **Media:** Winter Service Change Ad placement (*New Orleans Advocate*)
- **Outreach:** Debrief with Algiers Econ. Dev. Foundation
- **Outreach/Marketing:** RTA Literature Distribution (Angele Wilson will coordinate distribution to stakeholders in advance of change)
- **Social:** Post reminding Winter Service Change begins
- **Social:** Facebook/Instagram Live, Q&A with Dwight, Ryan
- **Outreach:** Meet-ups in each City Council District (January)
- **Outreach:** Canvassing at **Wilty**

COMMUNICATIONS TACTICS (JAN 8-14, 2024)

- **Internal/Digital:** All-staff email message week before service change goes into effect (Week of 1.8.24)
- **Social media:** Post reminding Winter Service Change begins Jan. 14
- **Media:** Reminder news release
- Morning/Lunch TV appearances (WDSU, WWL-TV, WVUE, WGNO)
- **Media:** WBOK appearances: “The Good Morning Show with Oliver Thomas”
- **Outreach:** Q&A meet-ups in each City Council District (District B, C)
- **Outreach:** Presentations to service/hospitality workers, CBD
- **Outreach:** Presentations to neighborhood associations
- **Outreach:** Canvassing at Wilty Terminal
- **Outreach:** Canvassing at Main Library

COMMUNICATIONS TACTICS (JAN 15-21, 2024)

- **Outreach:** Canvas outside Main Library, answering questions
- **Social media:** Post reminding Winter Service Change begins TODAY (Monday)
- **Media:** Media avail (interview): All media
- **Media:** WBOK appearance: “The Good Morning Show with Oliver Thomas”

TITLE VI DELIVERABLES

MARCOM POC: David Lee Simmons, Angele Young

- Newspaper Article
- Public Hearing
- Communicate Public Hearing (two weeks out-Jan. 1)
- Create Posters, Bus stop signage, Rack card, etc.
- Email for comments
- Short Survey with QR code for comments

STAY CONNECTED WITH RTA

➤ **NORTA.com**

Our website offers details on routes, schedules, service alerts, news, events, and ticket/passes purchase. Explore our current projects and learn more about our work.

➤ **Feedback & Customer Service**

Question, comment, concern, or complaint? Complete the form below and receive a response within 3 business days

norta.com/help-and-contacts/feedback-and-customer-service

➤ **Rideline (504) 248-3900**

For general rider inquiries & safety concerns.
Available daily from 5am-8pm

➤ **Paratransit Reservations (504) 827-7433**

Call Monday-Friday from 8am-5pm, and
Saturday-Sunday from 8am-4pm

➤ **Rider's Digest**

Stay informed on latest news, upcoming events, latest successes, engage our staff, and access our services.

Subscribe on norta.com or at our events.

norta.com/news

➤ **Social Media**

Follow us on Facebook, X (formerly Twitter), Instagram & LinkedIn

[@neworleansrta](https://twitter.com/neworleansrta)

➤ **Riders Advisory Committee Meeting**

Open to the public and typically held the 1st Wednesday of each month to discuss RTA rider experiences.

➤ **How to Pay for Transit**

Discover and pay for various fares and passes for your ride on buses, streetcars, and ferries with the Le Pass App. Also purchase passes online at norta.com/store.

norta.com/ride-with-us/how-to-pay/lepass



APPENDIX C: PUBLIC HEARING NOTICE AND AFFIDAVIT



Campaign No.	64757
Today's Date	30 Nov 2023
P.O. Number	DEC 8TH PUBLIC HEARING NOTICE
Sales Rep	Mattinisha Singleton

bill-to

REGIONAL TRANSIT AUTHORITY
2817 CANAL ST
Attn: STEFAN MARKS
NEW ORLEANS, LA 70119-6301
Tel: 504 299-7766
Account No: 101869

advertiser

REGIONAL TRANSIT AUTHORITY
2817 CANAL ST
Attn: STEFAN MARKS
NEW ORLEANS, LA 70119-6301
Tel: 504 299-7766
Account No: 101869

campaign summary

Description	DEC 8TH PUBLIC HEARING NOTICE
Start Date	12/4/2023
End Date	12/4/2023

cost summary

Campaign Amount	\$369.89
Estimated Tax	\$0.00
Pre-payment Amount	##PREPAY_AMOUNT#
Total	\$369.89

Pre-Payment Details

Pre-Payment Amount	Pre-Payment Date	Pre-Payment Card No.
--------------------	------------------	----------------------

No Pre-Payments on this order

advertisement

Line No.	Product	Description	Issue / Run Date	Size	Amount
200943	#CAMPAIGN_DESC#	Legal Open Rate	12/4/2023	138	369.89

PUBLIC NOTICE

**Regional Transit Authority -
Notice of Public Hearing**

Notice is hereby given that the New Orleans Regional Transit Authority (RTA) will hold a Public Hearing on Monday, December 18, 2023, at 2 PM

Line No.	Product	Description	Issue / Run Date	Size		Amount
		<p>to hear public comment about service changes to bus services. Service affected by the changes will impact the following lines: 3-Tulane-Elmwood, 8-St. Claude-Arabi, 9-Broad-Napoleon, 11-Magazine, 27-Louisiana, 31-Leonidas-Gentilly, 32-Leonidas-Treme 51-St. Bernard-Claiborne, 52-Paris-Broadmoor, 55-Elysian Fields, 61-Lake Forest-Village de L'Est, 62-Morrison-Bullard, 66-Hayne Loop, 67-Michoud Loop, 84-Galvez-Lower 9, 91-Jackson-Esplanade, 103-General Meyer Local, 105-Algiers Local, 114A-Garden Oaks-Sullen, 114B-Garden Oaks-Woodland.</p>				
		<p>The public hearing will be held at the New Orleans Public Library's Main Library, 219 Loyola Ave., New Orleans, LA 70112. Copies of a presentation describing the service changes are available for public review online at www.norta.com or at RTA's Office, 2817 Canal Street, New Orleans, LA 70119 from 8:00 AM to 5:00 PM weekdays.</p>				
		<p>How to Comment about the Service Changes You may attend the public hearing or write to us at RTA, ATTN: RTA Service Changes, 2817 Canal</p>				

Line No.	Product	Description	Issue / Run Date	Size		Amount
		<p>Street, New Orleans, LA 70119. You may your comments to outreach@norta.com. Please add 2023 Public Hearing in the subject line of your email. You may also telephone RTA's Rideline at (504) 248-3900 with your comments. Comments about specific route or timetable changes or the Social Equity Report must be received by RTA no later than by 4:30 PM on December 18, 2023.</p> <p>Language Interpretation Any person who requires language interpretation or special communication accommodations is encouraged to contact RTA at (504) 248-3900 or via email at outreach@norta.com. Every reasonable effort will be made to accommodate your needs.</p> <p>Assistance for People with Disabilities For individuals with disabilities, assistive services or copies of public documents can be provided in an alternate format. Please call (504) 248-3900 or (504) 827-7833 (for persons with a hearing impairment) by December 11, 2023, a minimum of 5 working days prior to the public hearing.</p>				
		<p>1 This Public Hearing</p>				

Line No.	Product	Description	Issue / Run Date	Size	Amount
		<p>1. This Public Hearing conforms to requirements described in the Federal Transit Administration's Circular 4702.1B, published October 1, 2012.</p> <p>2. RTA does not discriminate on the basis of disability in the admission or access to, or in treatment or employment in, its services, programs, and activities.</p> <p>3. RTA is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI of the Civil Rights Act of 1964.</p> <p>Rideline: 504-248-3900, www.RTAForward.org</p> <p>64757-dec 4-1t</p>			
200944	#CAMPAIGN_DESC#	Legal Online Zero	12/4/2023	138	0.00
<p>PUBLIC NOTICE</p> <p>---</p> <p>Regional Transit Authority - Notice of Public Hearing</p> <p>Notice is hereby given that the New Orleans Regional Transit Authority (RTA) will hold a Public Hearing on Monday, December 18, 2023, at 2 PM to hear public comment about service changes to</p>					

Line No.	Product	Description	Issue / Run Date	Size		Amount
		<p>bus services. Service affected by the changes will impact the following lines: 3-Tulane-Elmwood, 8-St. Claude-Arabi, 9-Broad-Napoleon, 11-Magazine, 27-Louisiana, 31-Leonidas-Gentilly, 32-Leonidas-Treme 51-St. Bernard-Claiborne, 52-Paris-Broadmoor, 55-Elysian Fields, 61-Lake Forest-Village de L'Est, 62-Morrison-Bullard, 66-Hayne Loop, 67-Michoud Loop, 84-Galvez-Lower 9, 91-Jackson-Esplanade, 103-General Meyer Local, 105-Algiers Local, 114A-Garden Oaks-Sullen, 114B-Garden Oaks-Woodland.</p>				
		<p>The public hearing will be held at the New Orleans Public Library's Main Library, 219 Loyola Ave., New Orleans, LA 70112. Copies of a presentation describing the service changes are available for public review online at www.norta.com or at RTA's Office, 2817 Canal Street, New Orleans, LA 70119 from 8:00 AM to 5:00 PM weekdays.</p>				
		<p>How to Comment about the Service Changes You may attend the public hearing or write to us at RTA, ATTN: RTA Service Changes, 2817 Canal Street, New Orleans, LA 70119. You may view our</p>				

Line No.	Product	Description	Issue / Run Date	Size		Amount
		<p>comments to outreach@norta.com. Please add 2023 Public Hearing in the subject line of your email. You may also telephone RTA's Rideline at (504) 248-3900 with your comments. Comments about specific route or timetable changes or the Social Equity Report must be received by RTA no later than by 4:30 PM on December 18, 2023.</p> <p>Language Interpretation Any person who requires language interpretation or special communication accommodations is encouraged to contact RTA at (504) 248-3900 or via email at outreach@norta.com. Every reasonable effort will be made to accommodate your needs.</p> <p>Assistance for People with Disabilities For individuals with disabilities, assistive services or copies of public documents can be provided in an alternate format. Please call (504) 248-3900 or (504) 827-7833 (for persons with a hearing impairment) by December 11, 2023, a minimum of 5 working days prior to the public hearing.</p> <p>1. This Public Hearing conforms to requirements described in the</p>				

Page 6 of 7 | Order 64757

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COPY OF ADVERTISEMENT

APPENDING D: PUBLIC HEARING YARD SIGN

SAVE THE DATE

Important public meeting regarding the
winter service frequency change

Public Hearing

Monday, Dec. 18 • 2 p.m. - 4:30 p.m.

Main Library, 219 Loyola Ave.



For More Information

norta.com/servicechange
Rideline: 504-248-3900
Text RTAUpdates to: 41411




APPENDIX E: PUBLIC HEARING & RAC PRESENTATION SLIDES



Bus Winter Service Change – January 14, 2024

This is a Bus Only Service Change. The Rail Service Change will happen after Mardi Gras.

JANUARY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Routes Without Frequency Changes

31 - Leonidas - Gentilly	62-O - Morrison OWL
32 - Leonidas - Treme	68 - Little Woods Loop
45 - Lakeview Loop	80 - Desire - Louisa
51 - St. Bernard - Claiborne	86 - St. Maurice - Chalmette
53-O - Paris - Claiborne OWL	91 - Jackson - Esplanade
55 - Elysian Fields	201 - Kenner Loop
57 - Franklin-Freret	202 - Airport Express



Summary of Winter 2024 Service Changes

Arriving Approx. Every 20-30 Minutes	Arriving Approx. Every 30-40 Minutes	Arriving Approx. Every 40-50 Minutes	Arriving Approx. Every 50-60 Minutes	Arriving Approx. Every 60+ Minutes
<ul style="list-style-type: none"> • 3-Tulane-Elmwood • 8-St. Claude-Arabi • 9-Broad-Napolean 	<ul style="list-style-type: none"> • 11-Magazine • 61-Lake Forrest-Village De L'Est • 62-Morrison-Bullard 	<ul style="list-style-type: none"> • 52-Paris Broadmoor • 84-Galvez-L9 • 103-General Meyer Local • 114A-Garden Oaks-Sullen & • 114B-Garden Oaks-Woodland 	<ul style="list-style-type: none"> • 27-Louisiana • 67-Michoud Loop 	<ul style="list-style-type: none"> • 66-Hayne Loop • 105-Algiers Local

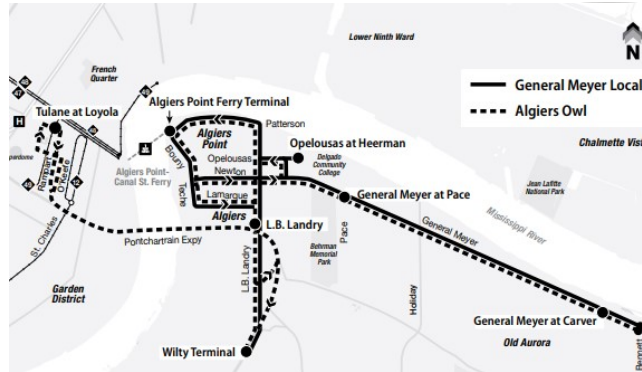
Additional Changes:

- 103 General Meyer Local extended to main Library Hub.



103-General Meyer Local Extended to Downtown

This route will be extended to the Main Library Downtown. The bus stop will be the same as the 103-Owl and The 114A/114B.



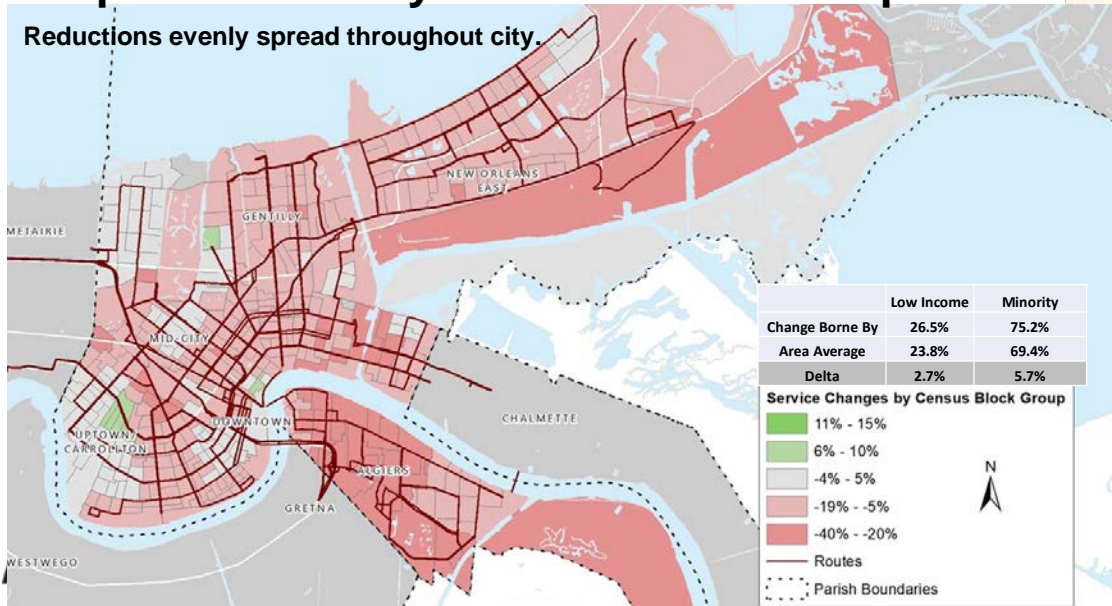
Map of Routes With Changes Vs. Routes Without Changes

KEY	
Lines With Changes	
Lines Without Changes	



Trip Difference by Census Block Group

Reductions evenly spread throughout city.



Winter Service Change – January 14, 2024

<u>Line</u>	<u>Current Headway</u> (Started 9/ 10/2023	<u>New Headway</u> (Starts 1/14/2023
3 - Tulane - Elmwood	20	Decreased to 24 minutes
8 - St. Claude - Arabi	18	Decreased to 24 minutes
9 - Broad - Napoleon	20	Decreased to 23 minutes
11 - Magazine	24	Decreased to 33 minutes
27 - Louisiana	35	Decreased to 53 minutes
52 - Paris - Broadmoor	34	Decreased to 44 minutes
61 - Lake Forest - Village de L'Est	24	Decreased to 30 minutes
62 - Morrison - Bullard	24	Decreased to 30 minutes

Winter Service Change – January 14, 2024

<u>Line</u>	<u>Current Headway</u> <u>(Started 9/10/2023)</u>	<u>New Headway</u> <u>(Starts 1/14/2023)</u>
66- Hayne Loop	35	Decreased to 70 minutes
67 - Michoud Loop	30	Decreased to 60 minutes
84 - Galvez - L9	30	Decreased to 45 minutes
103 - General Meyer Local	30	Decreased to 45 minutes
105 - Algiers Local	40	Decreased to 80 minutes
114A - Garden Oaks - Sullen	30	Decreased to 40 minutes
114B - Garden Oaks - Woodland L'Est	30	Decreased to 40 minutes

Service Comments, Questions, or Concerns?





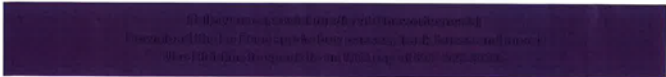
APPENDIX F: COMMUNITY FEEDBACK CARDS, 12/18/23 Public Hearing



I'm a retiree, but I use public transit daily from N.W. East
to Canal.

The Newshires has failed riders living in Orleans Parish.
Need the service return to prior to implementation.
needs the return of Crowder
emissions to resume route to Little Woods.

R the buses to be (cleaning, etc.)
W need the return of the Go Mobile App, reduced
time location of buses. How will BRT benefit East





Buses

re
Busly any service

Anything





It's my main form of transportation. I use it to go to the grocery store and as a back-up to either get my son to school or home if his school bus is out or he's missed it.

The delays or breakdowns that occurs on a daily basis. Plus, we are never, or hardly ever, given any word or information about breakdown, nor any other options when this happens.

We need to have more, and better, operating buses on the line. Plus, we also need more consistent scheduling, especially for those who rely on the bus every day.





This *q* *would help me*
to consider using it

I have 7 ^{*(10?)*} *' difficult* *a*
long walk, # *would need closer stops. I noticed*
the *to Eastbank no longer passes*
somewhere

No *for Alquis buses.*
If the wait times are effective shared throughout
the *business, then I would agree*





↔

MOBI T, S E L

EXT S, REASE FREQ y

TAY





s 114a, #114, #

g the imp dig cut frequencies to s
ro .

o one day have been car-carrying
ferries, that would be delightful.

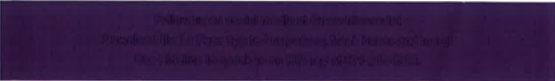




Own car

I'm here to collect info for Co-workers

Waiting time needs to shorten





^e
Regularly/Daily Doctor Appointments, Grocery Shopping

^{yo}
The R. A. System is Broken and needs more routes to serve the Poor Communities

Bring Back the St Bernard/L.C. Street/
St Anthony



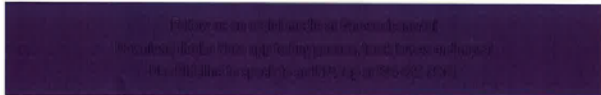


Mainly the Algeria Canal Ferry.

Or usually MacArthur Gen Meyer Ave. bus to downtown

Funding for ferry. Consistency in funding

Steady service accessibility





Central City / Use, bus 57+91
Hopping Library Festivals
Walmart French Quarter
Armstrong Park Ferry Station - to
Christmas lights

are your c
able to app. calls the number
to get a bus. Don't care for
streets too many people (tourist)
(slow) Wait times too long

at improvemen
N where to sit elements, people
sleeping on bench bags for money
& don't catch the bus
Weekend needs to be more reliable.





recreat

fai ies' ges

