



New Orleans Regional Transit Authority

Coordinated Fare Modernization Initiative

August 2021



Defining Immediate and Long-Term Goals

Immediate Needs

- Ensure timely expenditure and processing for existing grant funding
- Purchase new buses with technology enabled for fare collection
- Spend capital dollars with flexibility in mind related to long-term goals
- Continue operating service efficiently in terms of fare collection

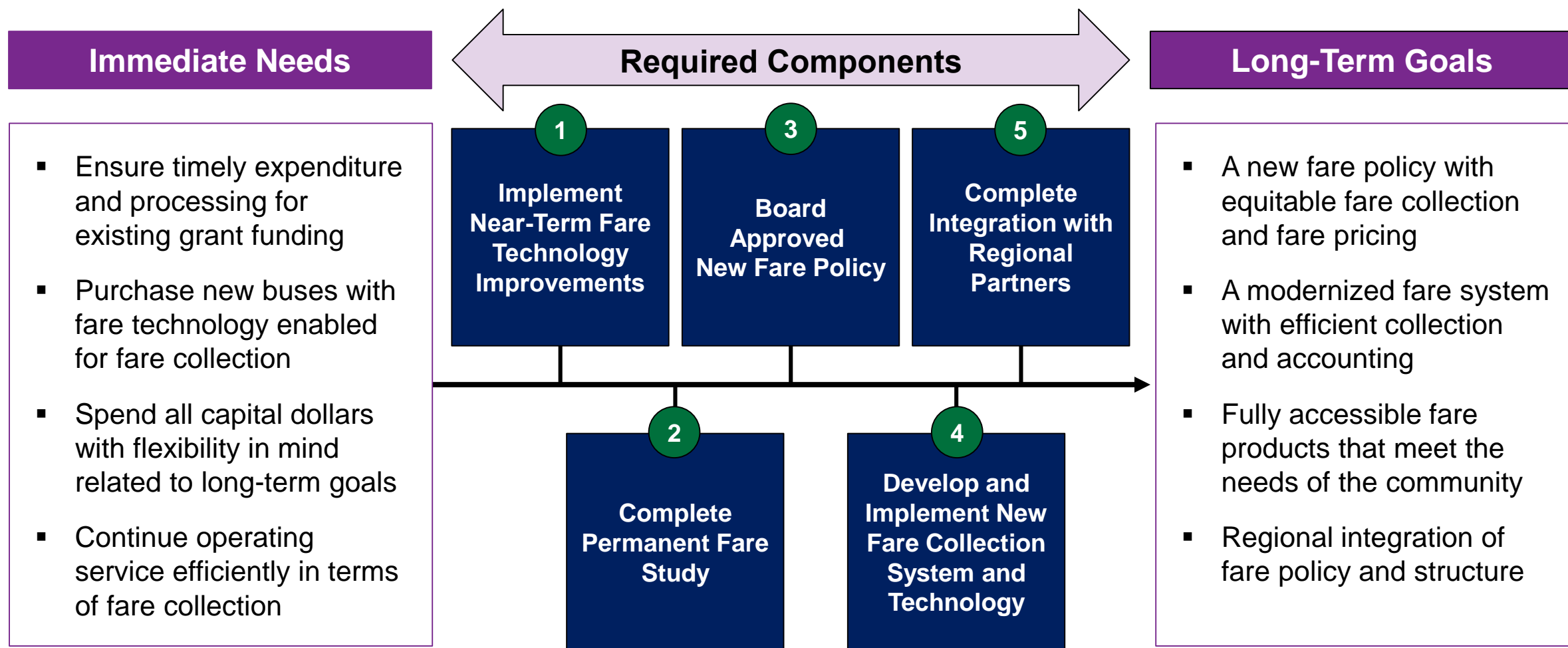
How do we bridge our immediate Agency needs related to existing service and expiring grants with our long-term priorities?

Long-Term Goals

- A new fare policy with equitable fare collection and fare pricing
- A modernized fare system with efficient collection and accounting
- Fully accessible fare products that meet the needs of the community
- Regional integration of fare policy and structure



Bridging Short-Term and Long-Term Goals





Defining the Components

- 1** **Near Term Fare Technology Improvements:** Ensure RTA maximizes its expenditure of available grant funding to improve ferry fare collection and existing IT infrastructure
- 2** **Fare Study:** Examination of fare policy and structure of peer agencies to deliver recommendations for pricing, fare collection, and fare policy
- 3** **Fare Policy Development:** Creation of RTA's Fare Policy to (1) define broader mission and goals for passenger fares; (2) guide future pricing decisions; and (3) guide technology investment decisions
- 4** **Long Term Technology Improvements:** Procurement and delivery of new fare technology to improve fare collection and system efficiency
- 5** **Regional Integration:** Integration of RTA fare pricing, fare products, and fare collection with regional partners.



Agency Priorities

- **Equity:** Develop an affordable and equitable fare structure with consideration for inclusive fare payment and collection technology
- **Innovation:** Examine and implement leading-edge fare products, fare collection technology, and payment solutions
- **World-Class Rider Experience:** Utilize new fare products to make payment and collection easier, thus enhancing the efficiency and speed of the transit network
- **Regional Connections:** Integrate fare structure redesign with Jefferson Parish and St. Bernard Parish to create a truly regional fare system
- **Workforce Development:** Manage the program in a way that engages all employees at RTA



Project Schedule

	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
Near-Term Technology Improvements									
Manage Expenditure and Implementation of Available Funding									
Permanent Fare Study									
Peer Study / Baseline Analysis / Ridership Surveys									
Deliver Results of Permanent Fare Study to Board of Commissioners									
Fare Policy Implementation									
Deliver Draft Fare Policy to Board of Commissioners									
Board of Commissioners Adopts New Fare Policy									
Immediate Fare Changes									
Conduct Title VI Analysis for New Fare Structure									
Coordinate and Conduct Public Hearings									
Board of Commissioners Approval for Fare Changes									
City Council Approval for Fare Changes									
Deliver Phase 1 of Fare Changes									
Full Implementation of New Fare Collection System and Technology									
Fare Technology RFI Process									
Fare Technology Procurement Process									
Begin Fare Technology Implementation (9 Months)									



Immediate Next Steps

- Ridership Survey Release
- Operator Interviews
- Permanent Fare Study
 - Peer Analysis
 - Baseline Assessment
 - Stakeholder Engagement