



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

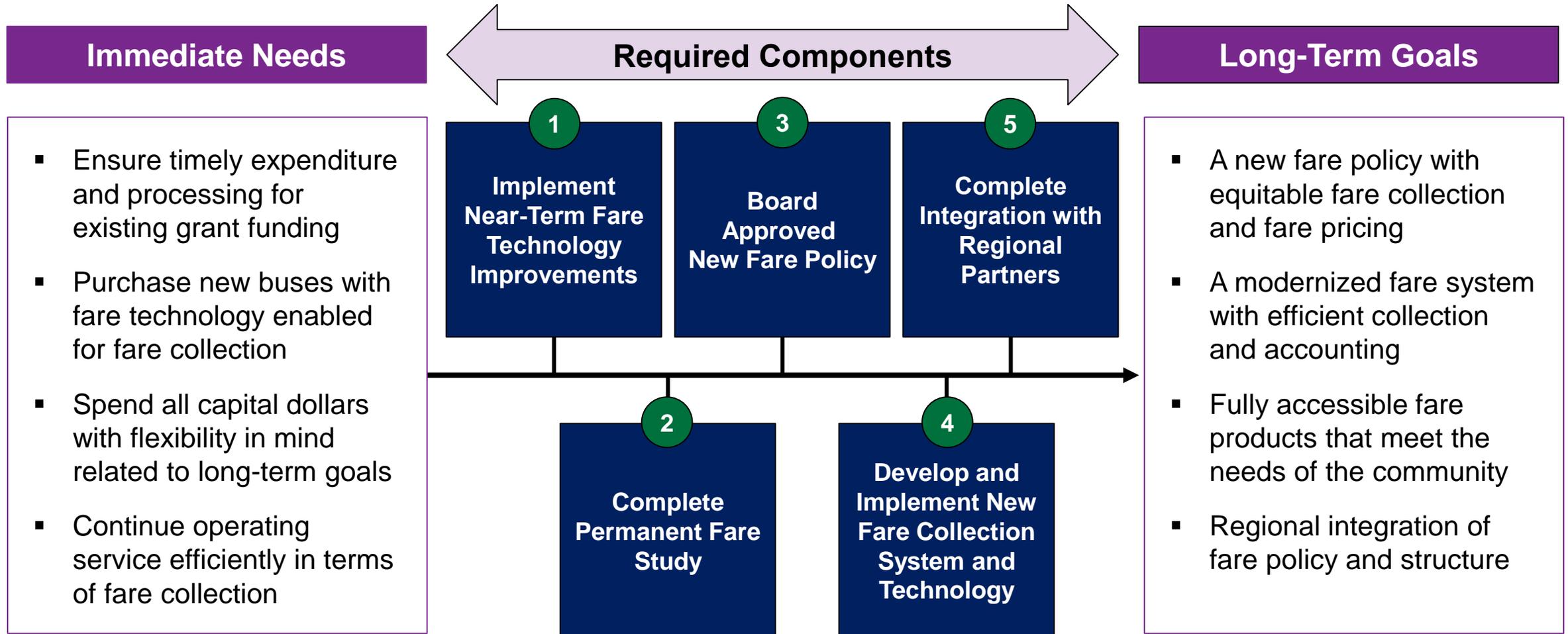
How do we bridge our immediate Agency needs related to existing service and expiring grants with our long-term priorities?

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