

## **Memorandum of Understanding**

### **City of New Orleans Opportunity Youth Zero Fare Pilot Program**

This Memorandum of Understanding (MOU) between **Ride New Orleans ("RIDE")**, the **New Orleans Public Library ("NOPL" or "Library")** and the **New Orleans Children and Youth Planning Board ("NOLA CYPB")** is entered into effective this date, 03/07/2024 for the completion of activities for the New Orleans Youth Zero Fare (Opportunity Pass) Pilot Program. This program will result in the completion of a pilot program to study the benefits of zero-fare transit for Orleans Parish residents from ages 16-24.

In 2023, the City of New Orleans created a Youth Fare Transportation fund for the purpose of funding "programs executed by the New Orleans RTA that provide free public transit for our youth," and has made a one-time allocation of \$2.5 million from American Rescue Plan funds for the program. These funds are being used to support a one-year pilot program that will make free RTA passes available to Orleans Parish residents aged 16-24, which is anticipated to launch in the Summer of 2024. The purpose of the pilot program is to learn from participants and gather detailed data that will support the design and implementation of a permanent program.

The pilot program will be administered through a partnership between the Regional Transit Authority, New Orleans Public Library, Ride New Orleans, and NOLA CYPB:

- The NOLA Public Library will administer the program and oversee enrollment and pass distribution.
- Ride New Orleans will assist with program development, administration, and outreach and will oversee impact assessment and reporting.
- NOLA CYPB would assist with program development and OY provider outreach.
- The Regional Transit Authority will provide ridership/financial data to facilitate program development, coordinate the fare media being used for the pilot through the Le Pass app, and release data on pass usage.

### **I. Purpose and Terms**

The purpose of this agreement is to establish an agreement among RIDE, NOPL, and NOLA CYPB concerning their respective roles and responsibilities for implementation of certain activities which are part of the overall Zero Fare Pilot Program. The terms of this agreement are contingent upon:

- The execution of a Cooperative Endeavor Agreement (CEA) between **Ride New Orleans** and the **City of New Orleans** to undertake the activities described in the agreement.
- The execution of a Cooperative Endeavor Agreement (CEA) between the **Regional Transit Authority** and the **City of New Orleans** to undertake the activities described in the agreement.

## **II. Period of Agreement**

This agreement is for a period of two years. The agreement becomes effective upon the signing of all parties to this agreement. This agreement may be modified, renewed or extended upon the written consent of all parties.

## **III. Activities and Funding**

### ***A. Project Activities and Tasks***

- **Task 1** is project management, running from approximately January 2024 to the conclusion of the project in December 2025.
- **Task 2** is program design, envisioned to run from January to April 2024, where the details of the project will be finalized.
  - Task 2 also includes the development of materials such as training guides that will be used for task 3.
- **Task 3** is training and implementation, anticipated to run from April to June 2024 in preparation for the one-year year pilot.
- **Task 4** is marketing and outreach, anticipated to run from April 2024 to December 2024.
- **Task 5** is program administration, involving the day-to-day management of the program by the library, including signing people up, reporting data on program usage, and billing the city for fare reimbursements.
- **Task 6** is evaluation and data reporting, an assessment of the program's success and participant involvement.

### ***B. Project Timeline***

The zero fare pilot is anticipated to run for a period of one year and to launch publicly in July 2024 and conclude in June 2025. This timeline is subject to the execution of all agreements described in Part I at least 90 days prior to the initiation of Task 5. The launch date and/or duration of the pilot program may be modified with the written agreement of all parties.

1. Project management (January 2024 - December 2025)
2. Program design (January - April 2024)
3. Training and implementation (April - September 2024)
4. Marketing and outreach (April - December 2024)
5. Program administration (July 2024 - June 2025)
6. Evaluation and data reporting (July 2024 - December 2025)

### ***C. Roles and Responsibilities of undersigned parties***

Ride New Orleans, the New Orleans Public Library, and NOLA CYPB will be responsible for the following activities:

The New Orleans Public Library (NOPL) will be the primary administrator for enrolling participants. The Library will be responsible for the following activities:

- Participate in regular project management meetings during the program development phase (anticipated to occur monthly during the project development phase and quarterly thereafter.)
- Distribute instructional materials and information to program participants.
- Administer in-person sign-ups for the Zero Fare pilot at all 15 library locations.
- Distribute program information to participants during the sign-up process.
- Collect intake questionnaire information from program participants, and maintain such information in a shared spreadsheet as part of program administration.
- Collaborate with marketing and outreach efforts through the library website, social media, and other channels.

Ride New Orleans will be responsible for the following activities:

- Convene and lead regular project management meetings during the program development phase, anticipated to occur monthly during the project development phase and quarterly thereafter.
- Develop an intake questionnaire for enrolling zero fare pilot participants. The intake questionnaire will collect sign-up and demographic information to be jointly approved by RIDE and NOPL with input from other project partners.
- Lead development of instructional materials and information for program participants, with input from other project partners.
- Lead development of training and outreach materials for project partners and Opportunity Youth service providers.
- Hire and train three (3) opportunity youth ambassadors to oversee youth engagement and education activities associated with the pilot, and to assist with pilot troubleshooting and implementation.
- Develop and administer a paid, quarterly panel survey of opportunity youth pilot participants to assess program impacts.
- During the program administration phase of the project, provide quarterly reporting to the City and other partners regarding project status, enrollment, program usage.
- In collaboration with NOLA CYPB, co-create the final results report for the pilot program that aligns with the Youth Master Plan and is useful toward policy and sustainability.

NOLA CYPB will be responsible for the following activities:

- Co-create operational plan for pilot program implementation
- Troubleshoot and monitor plan implementation to ensure successes

- Follow-up and feedback across relevant audiences to inform successes and course-corrections
- Hold agenda for pilot planning and implementation updates, invitations, and results in existing standing OY Provider meetings, and convene additional meetings as needed
- Advance and monitor pilot program through trusted relationships with OY Provider Community
- Co-create results report for pilot program that aligns with the Youth Master Plan and is useful toward policy and sustainability.

All parties will provide access to relevant data and findings gained through the project activities.

#### *D. Roles and Responsibilities of other partners*

The City of New Orleans will be responsible for the following activities:

- Participate in regular project management meetings during the program development phase (anticipated to occur monthly during the project development phase and quarterly thereafter.)
- Assist with program design and administration to ensure compliance with applicable City regulations and American Rescue Plan requirements.
- Provide necessary reporting to the Federal government on ARP funds usage
- Assist with promotion and outreach of the zero fare pilot program through City websites, social media, and other channels
- Reimburse the Regional Transit Authority for fare revenue based on the agreed-upon fare structure.
- Reimburse other parties for documented administrative outreach and marketing costs included in the budget.

The Regional Transit Authority will supply passes for the Zero Fare pilot through the Le Pass app. The RTA will be responsible for the following activities:

- Participate in regular project management meetings during the program development phase (anticipated to occur monthly during the project development phase and quarterly thereafter.)
- Develop an appropriate fare media option through the Le Pass app which:
  - Allows NOPL to enroll participants in the Zero Fare pilot program
  - Allows tracking of actual usage by pilot participants
- Collect and report usage data for program participants
- Invoice the City of New Orleans to reimburse fare revenue.
- Respond to technical questions and provide information to the project team regarding Le Pass.
- Provide access to relevant data on pass usage as needed
- Assist with program promotion through the RTA website and social media.

### ***E. Funding***

There will be no exchange of funds between RIDE, NOLA CYPB, and NOPL for the purposes of this project. It is anticipated that program development, outreach and administration expenses incurred by NOLA CYPB and RIDE will be compensated by the City of New Orleans up to the amounts described in **Appendix A (NOLA CYPB Budget)** and **Appendix B (Ride New Orleans Budget)**.

It is anticipated that the RTA will invoice the City for participants enrolled in the program under a billing structure to be determined in agreement with the City of New Orleans. It is anticipated that the program will be billed on a per-ride basis using a fare capping structure. For 19-24 riders, the RTA will be reimbursed \$1.25 per ride, up to a maximum reimbursement of \$3 per day, \$45 per month. For 16-18 riders, the RTA will be reimbursed \$0.50 per ride, up to a maximum of \$1 per day and \$18 per month.

## **IV. Project Coordination and Decision Making**

RIDE, NOPL, and NOLA CYPB will attend regular project coordination meetings, and adhere to the commitments made in project meetings in support of the project outcomes.

## **V. Data Sharing & Confidentiality**

The parties agree to share necessary data and information relevant to the program for the purpose of achieving the program objectives.

Both parties acknowledge the sensitive nature of program participant data gathered during the pilot and agree to maintain confidentiality. Confidential information shall not be disclosed to third parties without prior written consent from all parties.

## **VI. Conflict Resolution**

In the event of conflicts or disputes arising during the collaboration, the parties agree to engage in constructive dialogue and mediation to seek resolution. If mediation fails to resolve the issue, the parties may seek assistance from a mutually agreed-upon third party or seek legal counsel as a last resort.

## **VII. Termination**

This Memorandum of Understanding may be terminated by mutual agreement of both parties or by either party upon providing written notice to the other party at least thirty (30) days in advance. Termination shall not affect the rights and obligations accrued prior to the termination date.

Upon receipt of written notice of termination, both parties shall engage in good faith efforts to conclude outstanding activities and responsibilities in an orderly manner. All property,

## VIII. Authorization

## Ride New Orleans (RIDE)

03/07/2024  
(date)

New Orleans Public Library (NOPL)

3/7/2024  
(date)

**New Orleans Children and Youth Planning Board (NOLA CYPB)**

03/07/2024  
(date)

## Appendix A - NOLA CYPB Budget:

### ZERO FARE TRANSIT PILOT PROGRAM IMPLEMENTATION (2024)

Deliverable Description	Budget Narrative	Total Cost
<b>THOUGHT PARTNERSHIP</b>		
<ul style="list-style-type: none"> <li>Co-create operational plan for pilot program implementation</li> </ul>	8 hours / month of CYPB Team time x CYPB Team rate of \$90/hour x 10 months total +	\$7,200
<ul style="list-style-type: none"> <li>Troubleshoot and monitor plan implementation to ensure successes</li> </ul>	26% of CYPB Team Benefits	\$1,872
<ul style="list-style-type: none"> <li>Follow-up and feedback across relevant audiences to inform successes and course-corrections</li> </ul>		
<b>Thought Partnership Subtotal:</b>		<b>\$9,072</b>
<b>ACCESS, INFO &amp; RELATIONSHIP CONVENERS FOR OPPORTUNITY YOUTH (OY) PROVIDERS</b>		
<ul style="list-style-type: none"> <li>Hold agenda for pilot planning and implementation updates, invitations, and results in existing standing OY Provider meetings, and convene additional meetings as needed</li> </ul>	2 hours / month of CYPB Team time x CYPB Team rate of \$90/hour x 10 months total +	\$1,800
<ul style="list-style-type: none"> <li>Advance and monitor pilot program through trusted relationships with OY Provider Community</li> </ul>	26% of CYPB Team Benefits	\$468
<b>Access, Info &amp; Relationship Conveners for OY Participants Subtotal:</b>		<b>\$2,268</b>
<b>METRICS &amp; EVALUATION</b>		
<ul style="list-style-type: none"> <li>Co-create results report for pilot program that aligns with the Youth Master Plan and is useful toward policy and sustainability</li> </ul>	75 hours total of contracted CYPB Data Lead time at rate of \$45/hour	\$3,375
<b>Metrics and Evaluation Subtotal:</b>		<b>\$3,375</b>
<b>PROGRAM TOTAL:</b>		<b>\$14,715</b>

## ZERO FARE TRANSIT PILOT PROGRAM IMPLEMENTATION (2024)

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