



New Orleans Regional Transit Authority

Permanent Fare Adjustment
December 2021



Temporary Fare Structure Goals

1

Simplify the Fare Structure

- Reduce the total number of fare products to reduce complexity of the fare structure and enable easier ridership experience

2

Introduce Youth & Senior Passes

- Align fare structure with peers by adding youth, senior, and disabled pass options for daily and monthly passes at a reduced cost

3

Reduce the Monthly Pass Cost

- Adjust cost of monthly passes relative to the cost of single trips to incent purchase and build greater relationships with riders



Summary of Temporary Fare Changes

Fare Simplification

- Convert the Jazzy Pass to a “multi-modal pass” (i.e., allow use on the ferries)
- Eliminate the \$0.25 “upcharge” for express service
- Eliminate the \$0.25 “upcharge” for transfers

Youth and Senior Fare Products

- Introduce senior and youth daily passes at a reduced cost (\$0.80 and \$1 respectively)
- Introduce senior and youth monthly passes at a reduced cost (\$14 and \$18 respectively)
- Introduce youth single-ride fares for \$0.50

Increase Monthly Pass Purchases

- Reduce the cost of the monthly Jazzy Pass from \$55 to \$45
- Temporarily suspend the 3- and 5-Day Jazzy Passes





Temporary Fare Structure Results

- ***Substantial increase in the purchase of 31-Day Jazzy Passes*** as a result of reduced pricing and addition of monthly senior and youth products
- ***Increase in the percentage of senior and youth fare purchases***, and increased engagement with senior and youth organizations for bulk pass purchases
- ***Operational efficiencies*** and reduction in boarding time as a result of new 1-Day Jazzy Pass products
- Elimination of transfer and express upcharges resulted in ***better alignment with Fixed Route Service Standards and New Links*** as well as ***enhancement of system equity***
- Data suggests that ***re-instatement of 3-Day and 5-Day Jazzy Passes*** will better meet tourist demand
- Though ridership has been negatively impacted by factors outside RTA's control (Hurricane Ida and COVID-19), ***fare revenue per rider has remained stable*** through implementation of Temporary Fare



Recommended Permanent Fare Structure

Scenario Description	Original Fare Structure	Temporary Fare Structure	New Fare Structure
Single-Fare Rides (Bus and Streetcar)			
Single-Ride Fare	1.25	1.25	1.25
Single-Ride Fare w/Transfer	1.50	1.25	1.25
Single-Ride Express Fare	1.50	-	-
Single-Ride Express Fare w/Transfer	1.75	-	-
Single-Ride Senior/Disabled Fare	0.40	0.40	0.40
Single-Ride (Youth / K-12)	-	0.50	0.50
Single-Fare Rides (Ferry)			
Single-Ride Ferry Only Fare	2.00	2.00	2.00
Single-Ride Senior/Disabled Ferry Only Fare	1.00	1.00	1.00
Single-Ride Ferry Only Vehicle Driver Fare	2.00	2.00	2.00
Single-Ride Ferry Only Vehicle Driver Plus Trailer Fare	5.00	5.00	5.00
Single-Ride Senior/Disabled Ferry Only Vehicle Driver Fare	1.00	1.00	1.00
Single-Ride Senior/Disabled Ferry Only Vehicle Driver Plus Trailer	4.00	4.00	4.00
Single-Ride Ferry Only Vehicle Additional Passenger Fare	1.00	1.00	1.00



Recommended Permanent Fare Structure (cont'd)

Scenario Description	Original Fare Structure	Temporary Fare Structure	New Fare Structure
1-Day Pass			
1-Day Jazzy Pass (<i>Revised Structure Usable on All Modes</i>)	3.00	3.00	3.00
1-Day Jazzy Pass (Senior/Disabled)	-	0.80	0.80
1-Day Jazzy Pass (Youth / K-12)	-	1.00	1.00
Regional Ride	6.00	6.00	6.00
3-Day Pass			
3-Day Jazzy Pass (<i>Revised Structure Usable on All Modes</i>)	9.00	-	8.00
5-Day Pass			
5-Day Jazzy Pass	15.00	-	-
7-Day Pass			
7-Day Jazzy Pass (<i>Revised Structure Usable on All Modes</i>)	-	-	15.00
31-Day Pass			
31-Day Jazzy Pass (<i>Revised Structure Usable on All Modes</i>)	55.00	45.00	45.00
31-Day Jazzy Pass (Senior/Disabled)	-	14.00	14.00
31-Day Jazzy Pass (Youth / K-12)	-	18.00	18.00