

**NEW LINKS IMPLEMENTATION**  
**3 YEAR REVIEW**  
 NOVEMBER 2025

# CONTENTS

**What Happened**

**What Does the Data Tell Us**

**What Did the Community Tell Us**

**What's Next**

# WHAT HAPPENED

- How did we get here?
- Original goals
- Lessons learned
- Post Implementation

# HOW DID WE GET HERE?

The Call for  
Change

Nov. 2016



RIDE and other stakeholders urge the creation of a comprehensive, regional redesign of the bus routes

SMP  
Adopted

March 2018



The RTA Board adopted the Strategic Mobility Plan (SMP):  
**Action to Complete Network Redesign by 2022**

New Links  
Plan Begins

Nov. 2018



Project was led by Regional Planning Commission (RPC) to be a truly regional effort

Hard Rock Hotel

COVID-19 Pandemic



New Links  
Plan Adopted

March 2021



Board adopts New Links plan and final recommendations and directs staff to begin implementation.  
**Some changes included in June 2021 "Return to Service" schedule update**

New Links  
Implemented

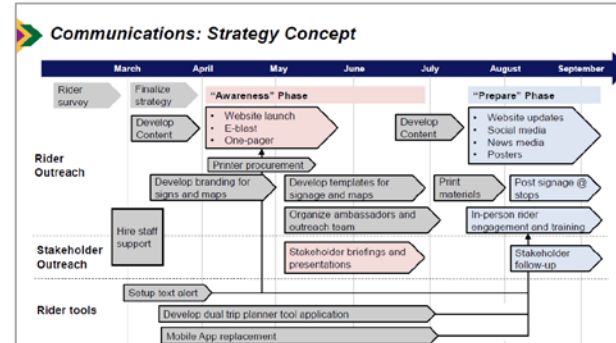
Sept. 2022

# NEW LINKS GOALS

|                                       |   |
|---------------------------------------|---|
| <b>Prioritize communities of need</b> | Focus resources on transit-dependent populations (reallocate service from streetcar to bus) |
|                                       | Increasing midday, weekend, and overnight service to accommodate workforce schedules        |
| <b>Grow ridership</b>                 | Improved frequency in high ridership corridors  |
|                                       | Improve efficiency of route design (reduce duplication and deviation)                       |
| <b>Be regional</b>                    | Better regional connections w/ Jefferson & St. Bernard Parishes                             |
|                                       | Develop transfer “hubs”   |

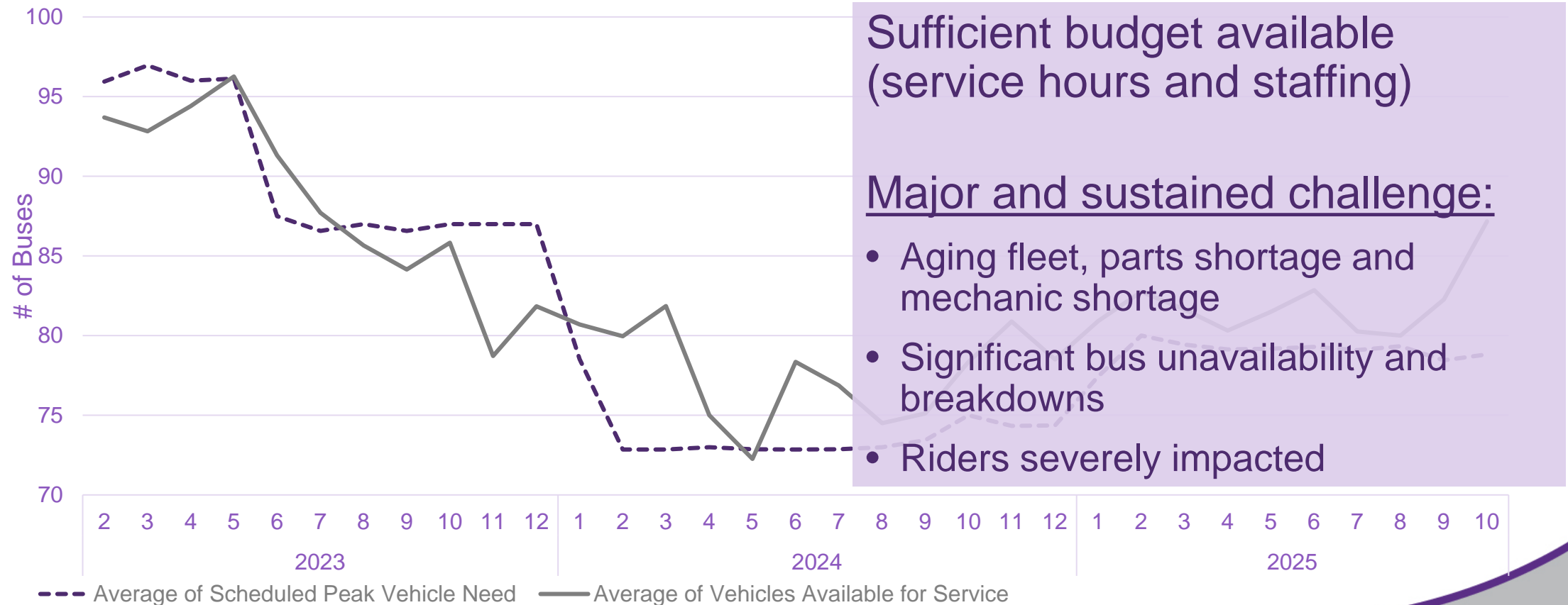
# IMPLEMENTATION LESSONS LEARNED

| Internal (RTA)   | External (Community)  |
|--|---|
| <b>WE CAN DO BIG THINGS!</b>   | <b>REACHING ALL RIDERS IS REALLY, REALLY HARD!</b>                        |
| Understand all resources needed and available (budget, people, and vehicles) | Manage pace of change (when possible) (new hubs, new app, and new routes) |
| Time and timing of infrastructure buildout (hubs and signage)                | Need a consistent process to identify, review and implement changes       |
| Successful change <u>requires</u> stronger cross-departmental collaboration  | Many tools new to RTA were deployed (with varying degrees of success)     |



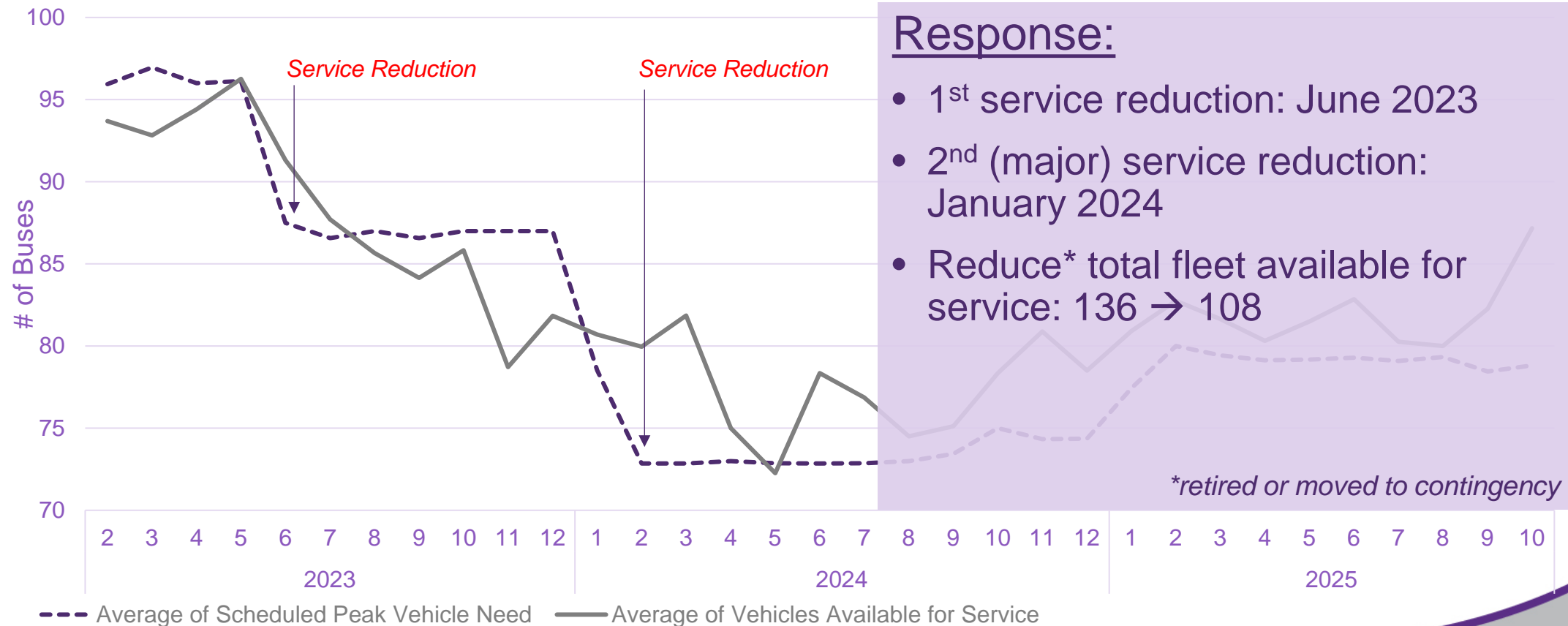
# POST-IMPLEMENTATION: BUS AVAILABILITY CRATERS

Bus Availability and Reliability - Weekday 2023-2024



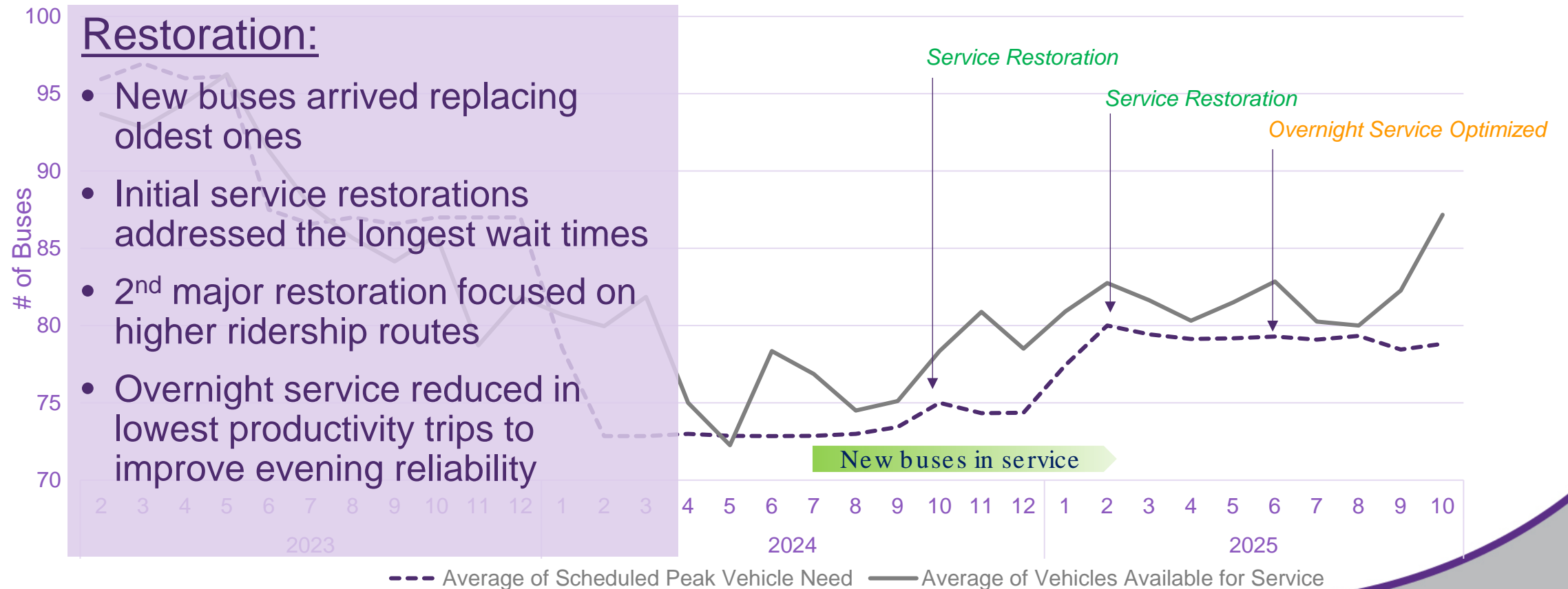
# POST-IMPLEMENTATION: SERVICE AND FLEET REDUCTIONS

Bus Availability and Reliability - Weekday 2023-2024



# POST-IMPLEMENTATION: CAUTIOUS RESTORATION

Bus Availability and Reliability - Weekday 2024-2025



# POST-IMPLEMENTATION: CONTINUOUS IMPROVEMENTS

|      | Winter  | Summer  | Fall   |
|------|---|---|--|
| 2023 | <b>Route Adjustments</b><br>11 – Magazine<br>(to Canal Street)<br>31, 32, 57<br>(to Audubon Zoo)<br>61; 62 (to Crowder) | <b><u>Service Enhancement</u></b><br>86 (to Nunez)      | <b><u>Service Enhancement</u></b><br>31, 32<br>(to Children's Hospital)                                    |
| 2024 | <b>Route Adjustments</b><br>103 – General Meyer<br>(to Downtown)  | <b>Service Restoration:</b><br>Rampart-Loyola Streetcar |  |
| 2025 | <b>Route Adjustment</b><br>Riverfront Streetcar   | <b>Overnight Service Optimization</b><br>(7 Bus Routes) | <b><u>Service Enhancement</u></b><br>31 – Leonidas – Gentilly,<br>Leake<br>32 – Leonidas – Tremé,<br>Leake |



# WHAT DOES THE DATA TELL US

## Service Performance:

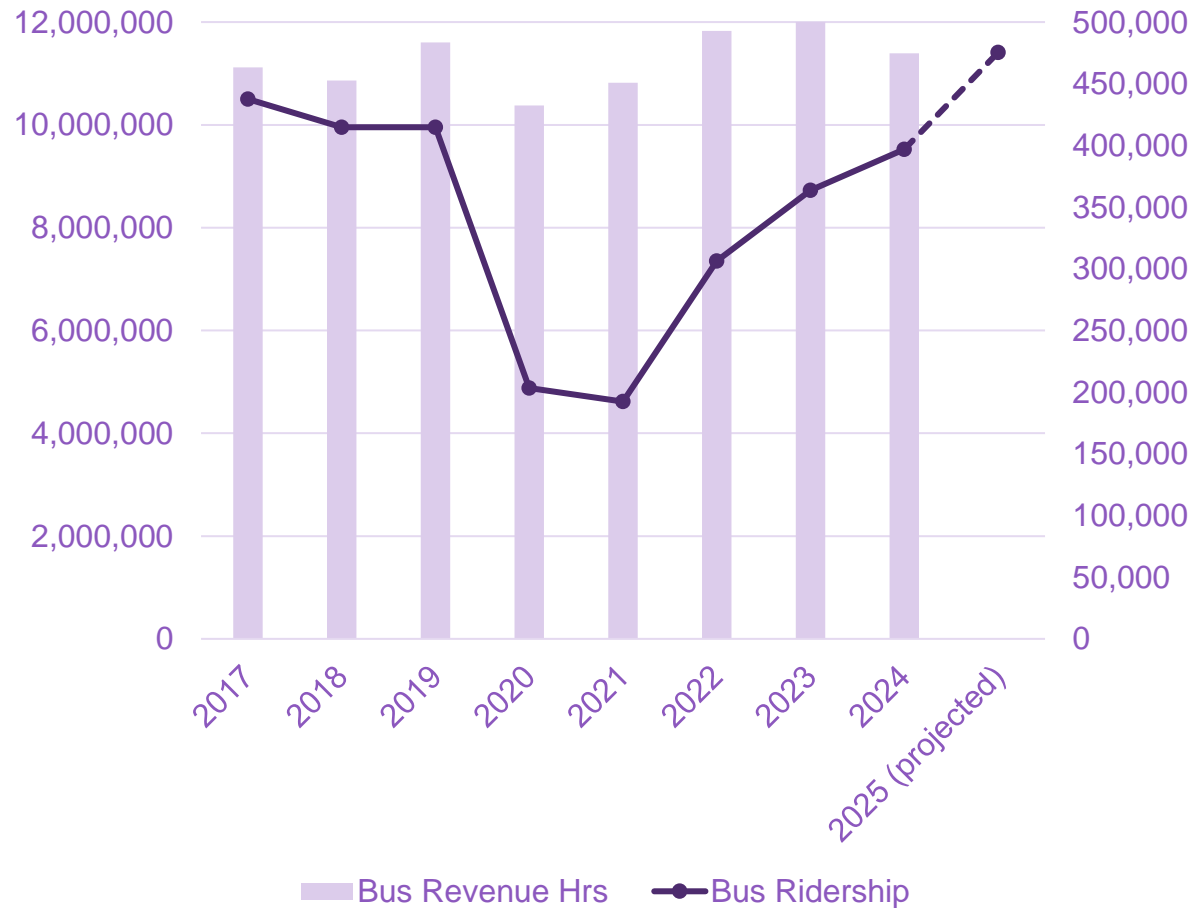
Ridership

Service Delivered

Job Access

# SERVICE PERFORMANCE: ANNUAL SERVICE & RIDERSHIP

Bus Revenue Hours and Ridership 2017-2025



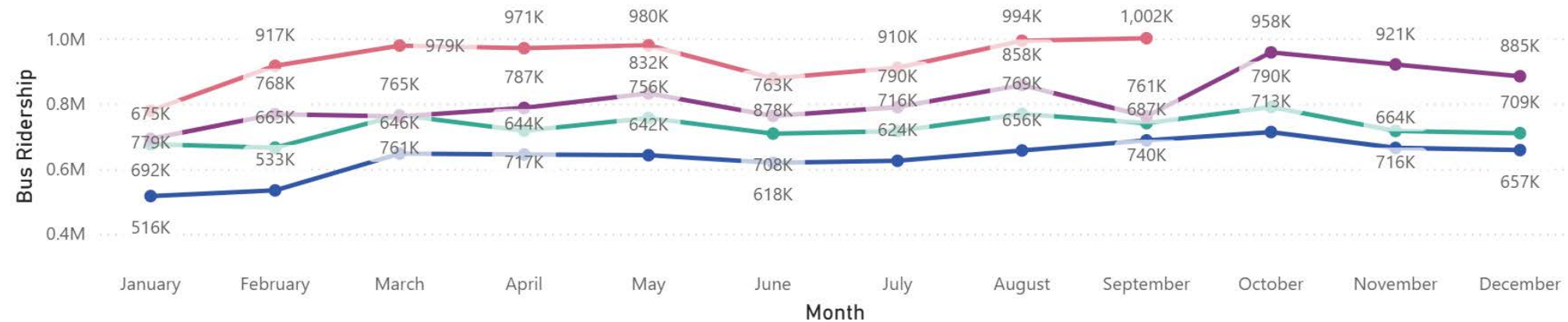
Streetcar Revenue Hours and Ridership 2017-2025



# RIDERSHIP: 2022 – 2025 OVERVIEW

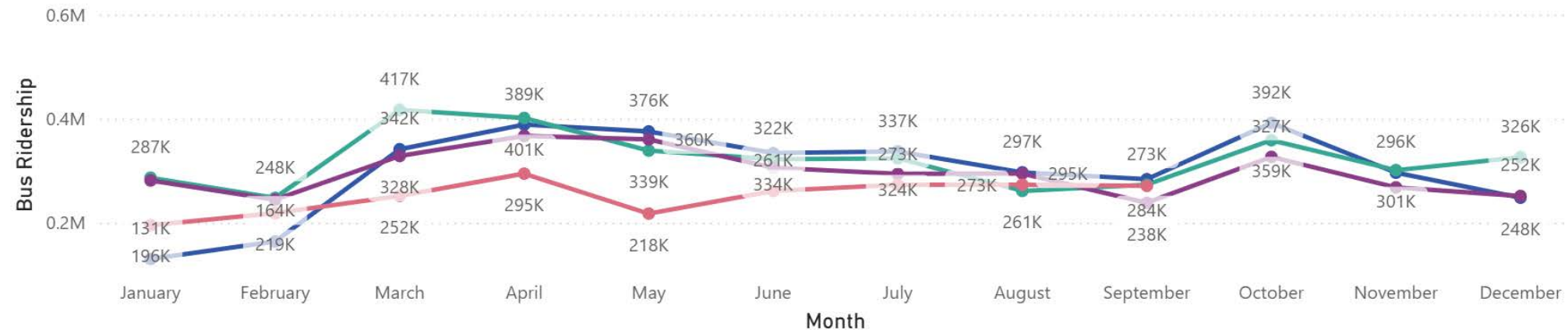
## Bus Ridership by Month and Year

Year ● 2022 ● 2023 ● 2024 ● 2025



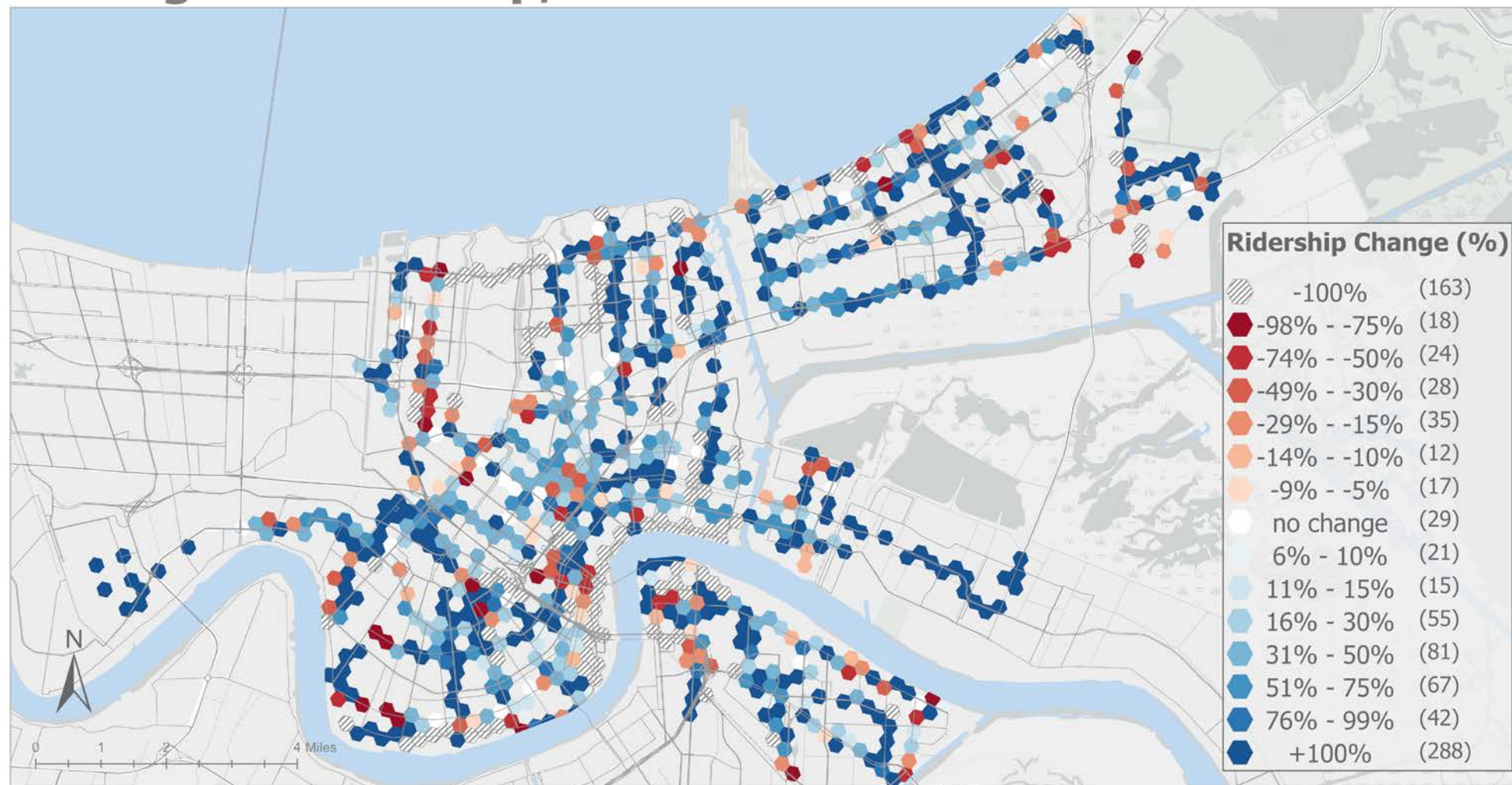
## Streetcar Ridership by Month and Year

Year ● 2022 ● 2023 ● 2024 ● 2025



# RIDERSHIP: 2022-2025 (BUS ONLY)

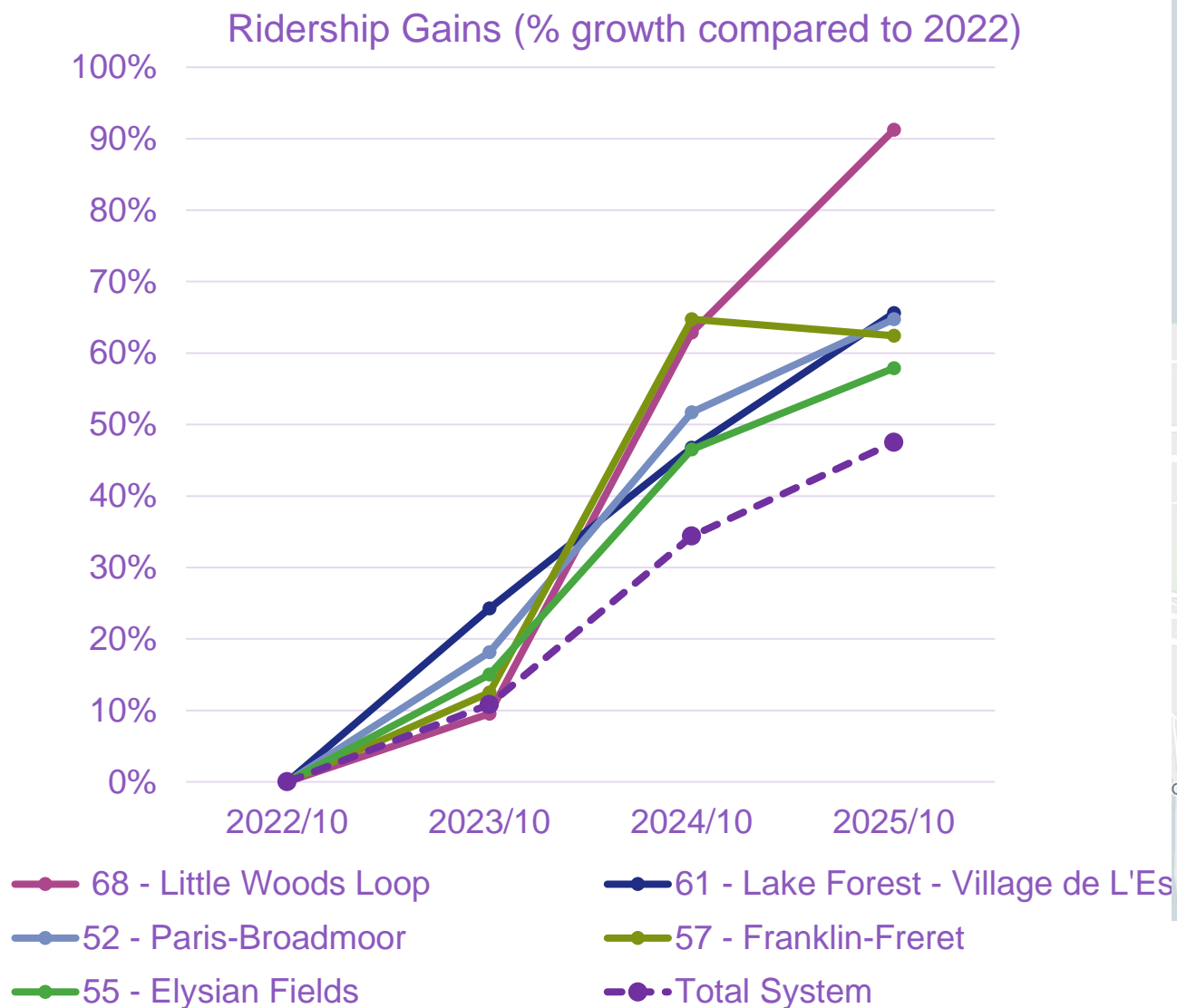
## Change in Ridership, 2022 to 2025



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, NORTA, Remix by Via

# RIDERSHIP: GREATEST GROWTH

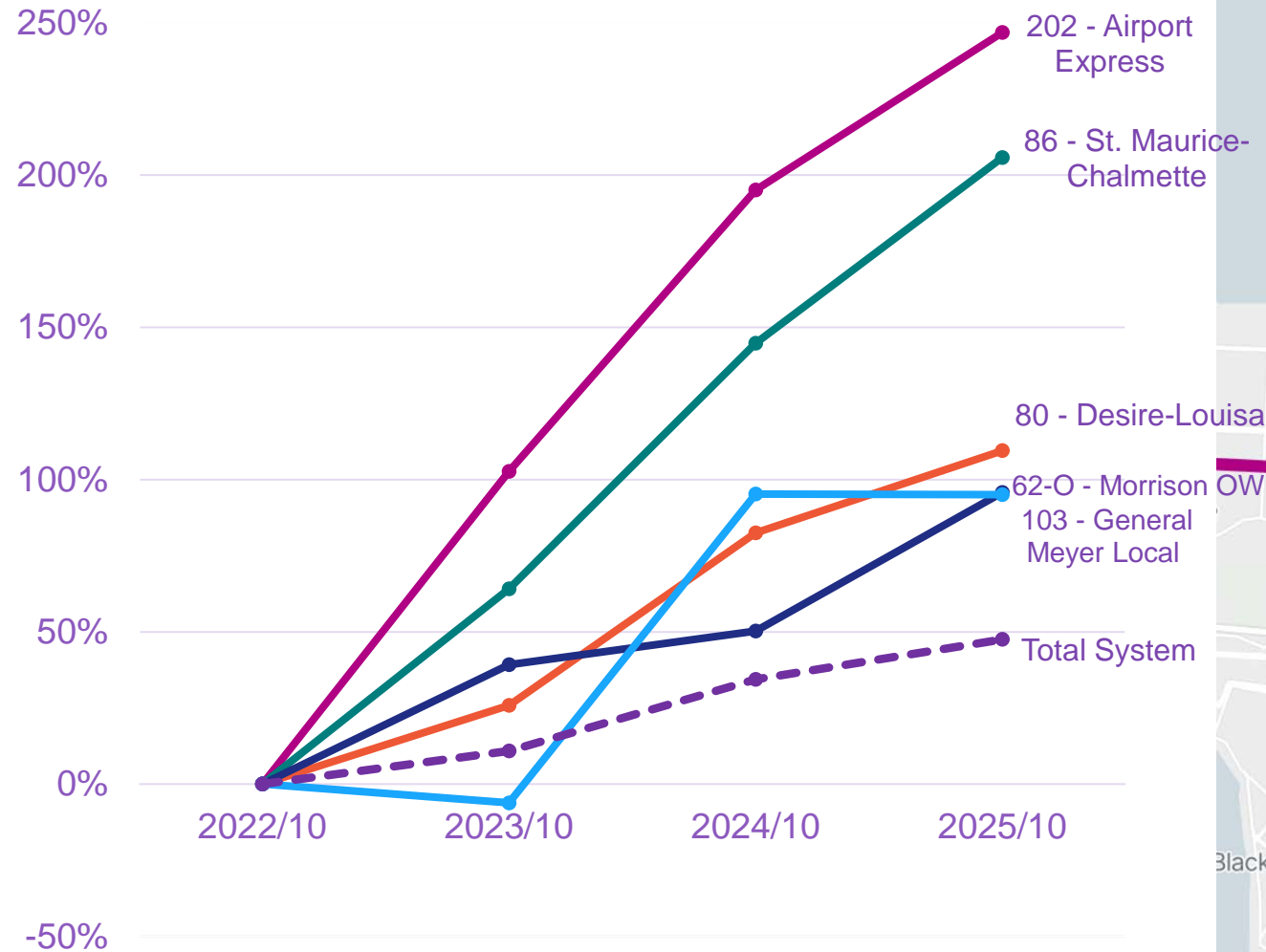
## MAJOR ROUTES (>25,000 MONTHLY RIDERS)



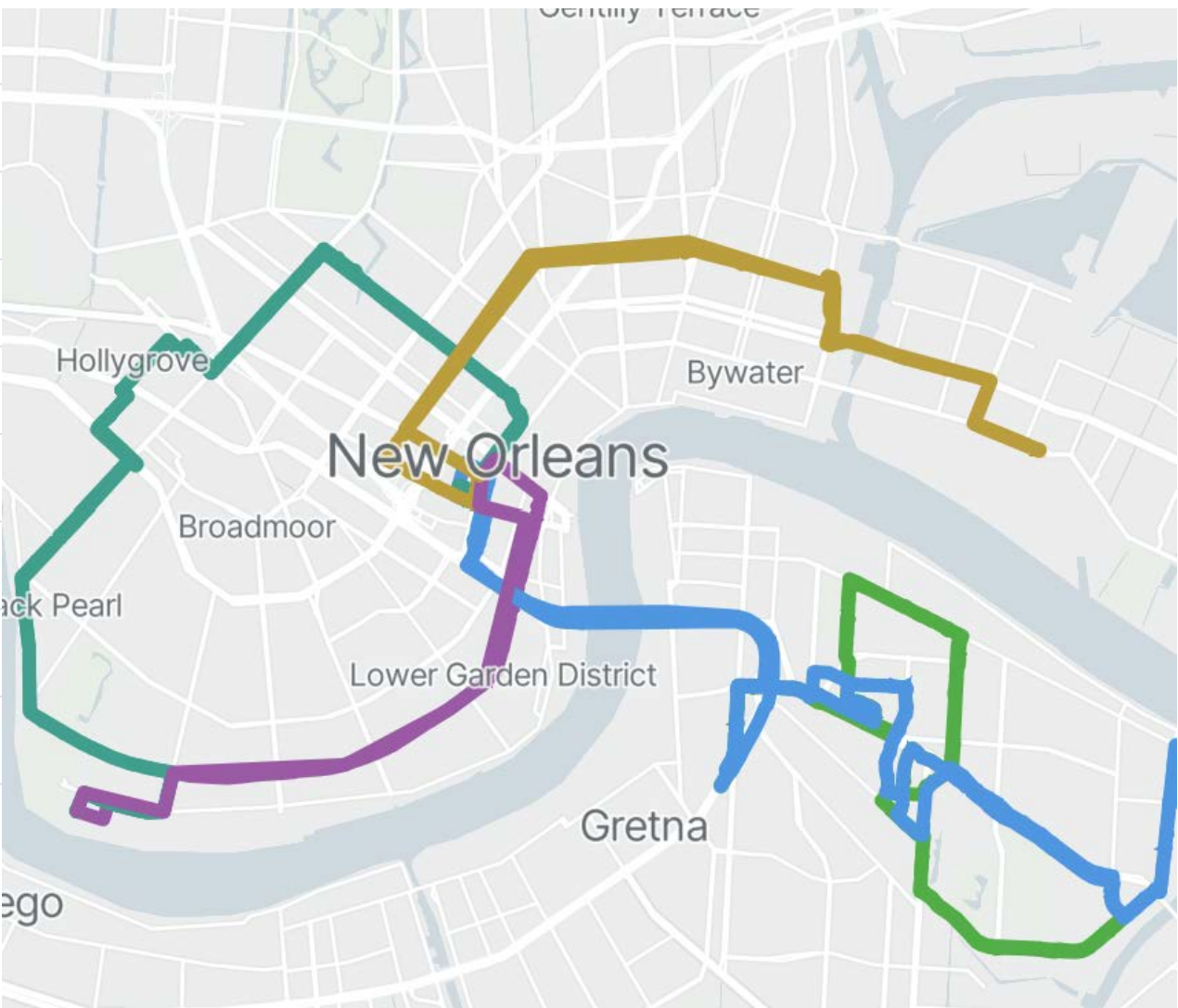
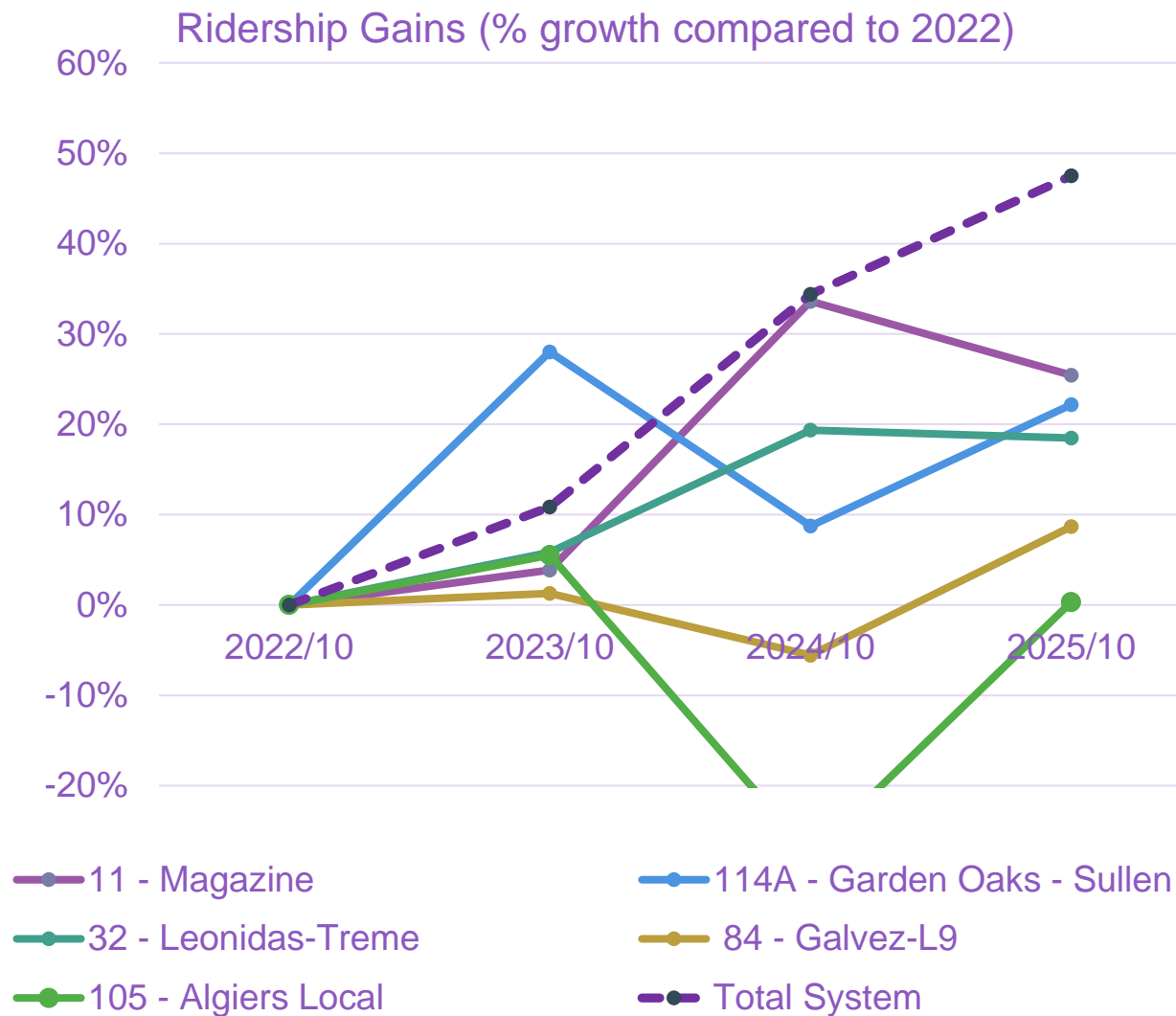
# RIDERSHIP: GREATEST GROWTH

## MINOR ROUTES (<25,000 MONTHLY RIDERS)

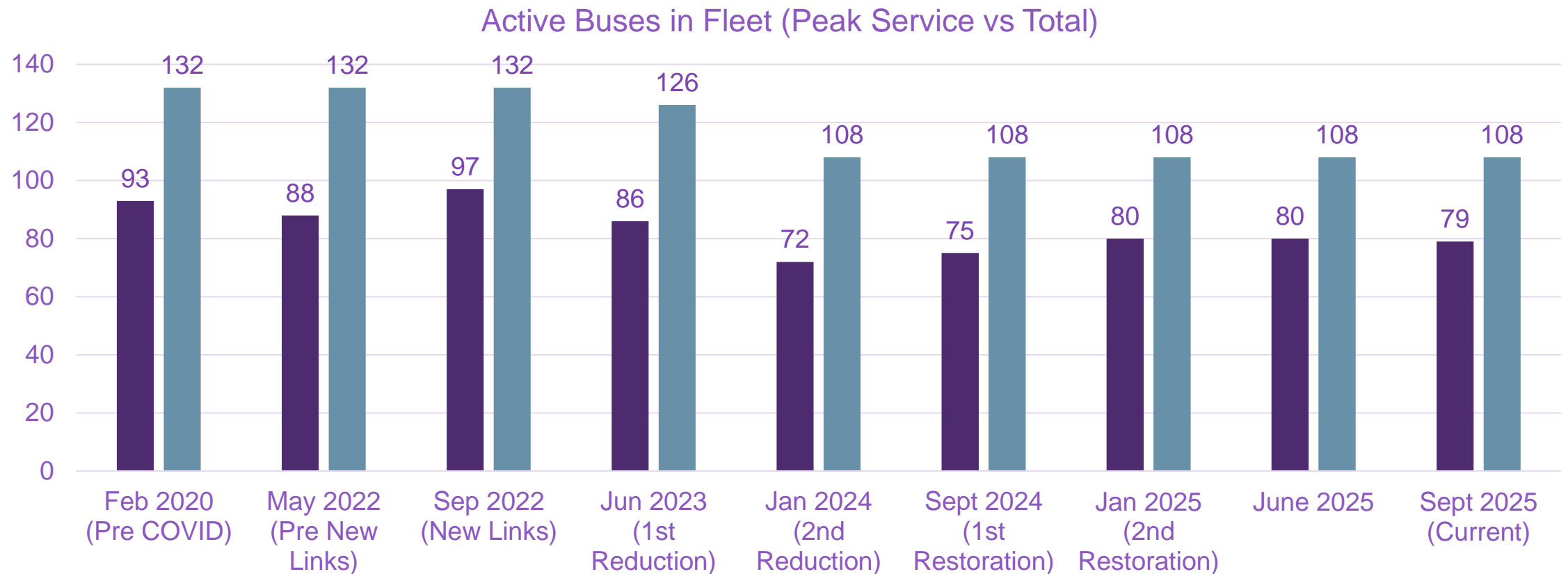
Ridership Gains (% growth compared to 2022)



# RIDERSHIP: LOWEST GROWTH

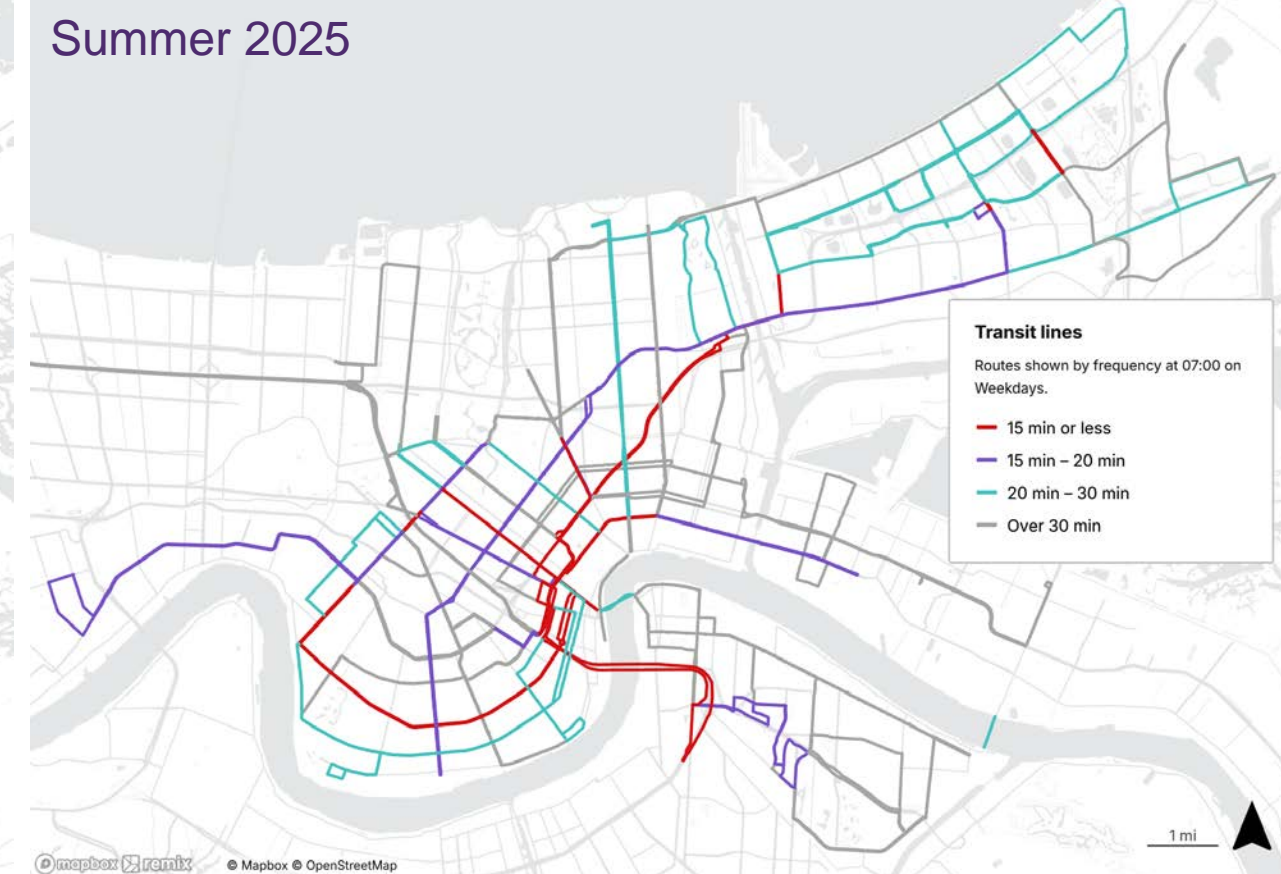
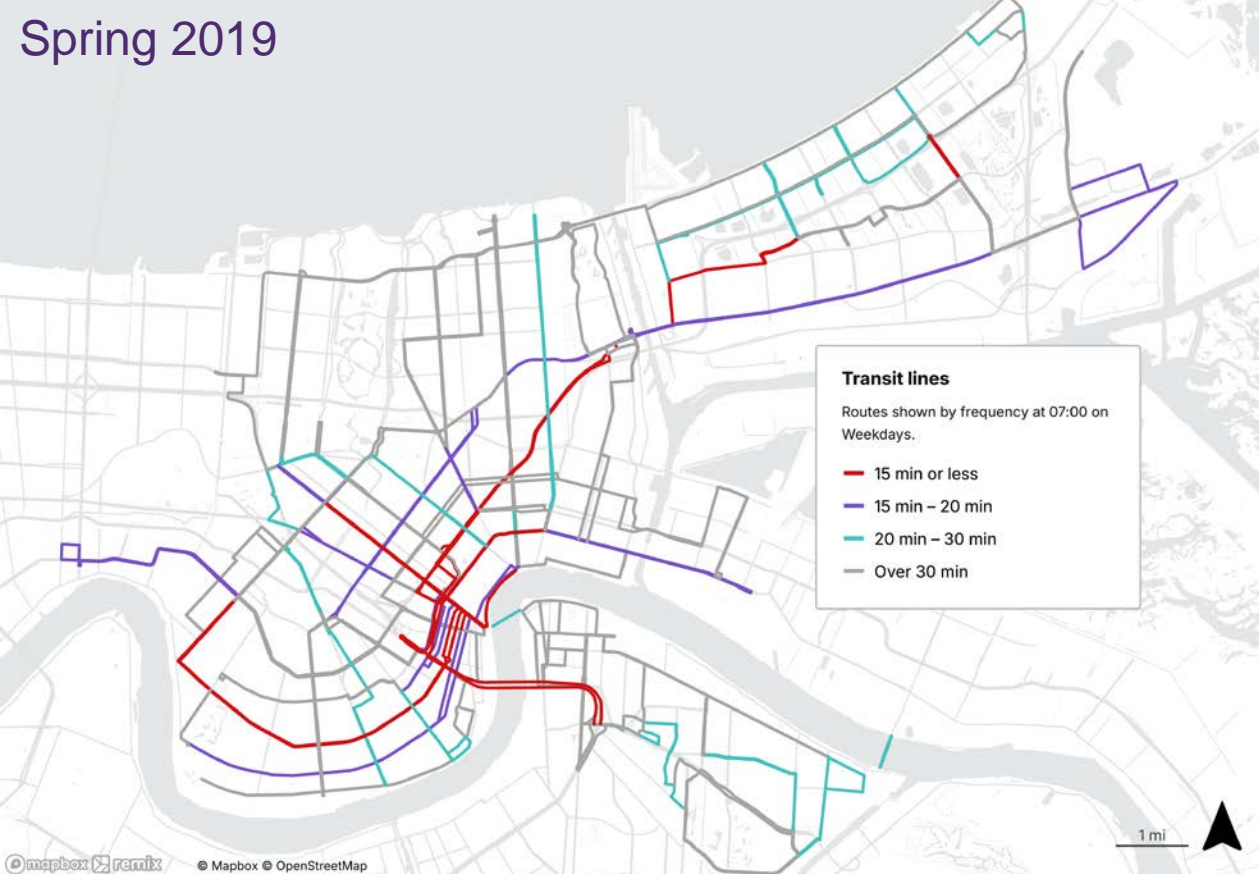


# SERVICE DELIVERY: VEHICLES SCHEDULED 2022-2025



# SERVICE DELIVERY: FREQUENCIES

- Some increase in frequencies in parts of the East, parts of Algiers, MidCity and Hollygrove
- **Reduced bus fleet severely limits ability to reach full potential**

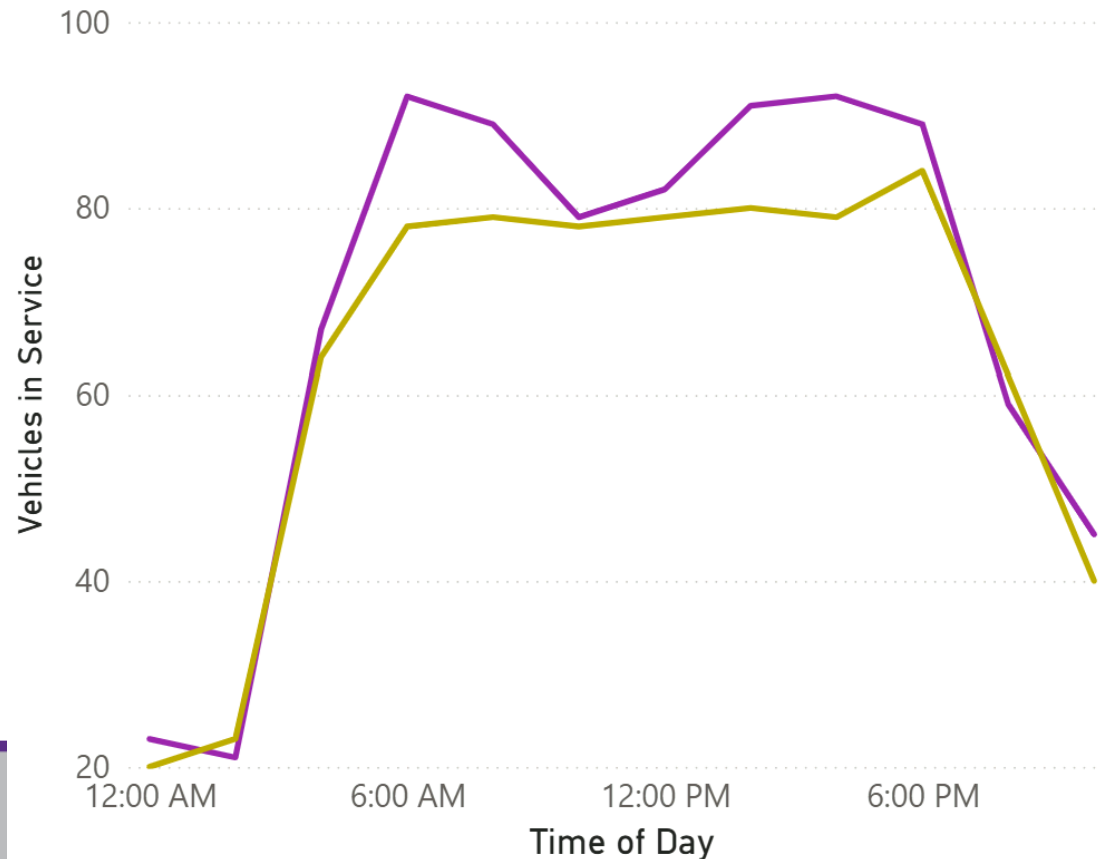


# SERVICE DELIVERY: MIDDAY SUPPLY & DEMAND

In 2019 (pre-COVID), service dropped midday (9a-2p), but demand has only increased during that time

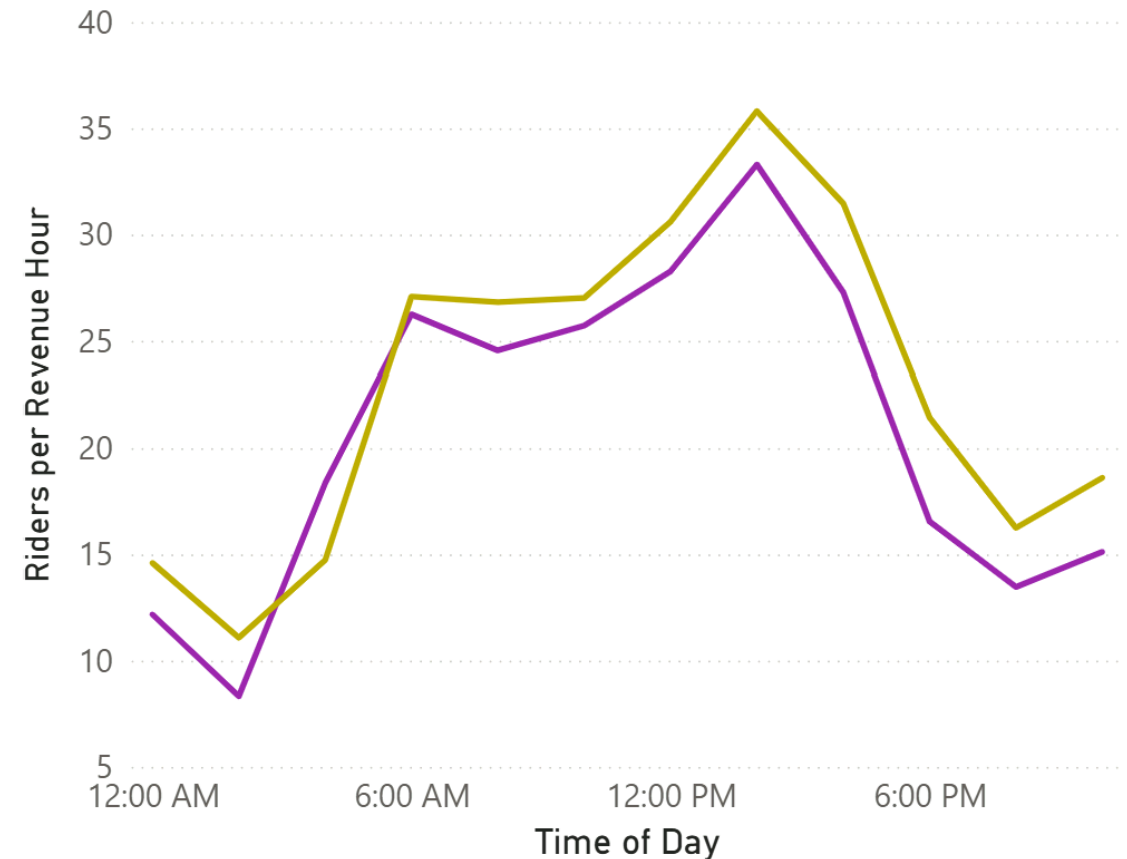
Vehicle Need by Time of Day

Schedule Name ● 2019-09-01 ● 2025-09-07 Fall



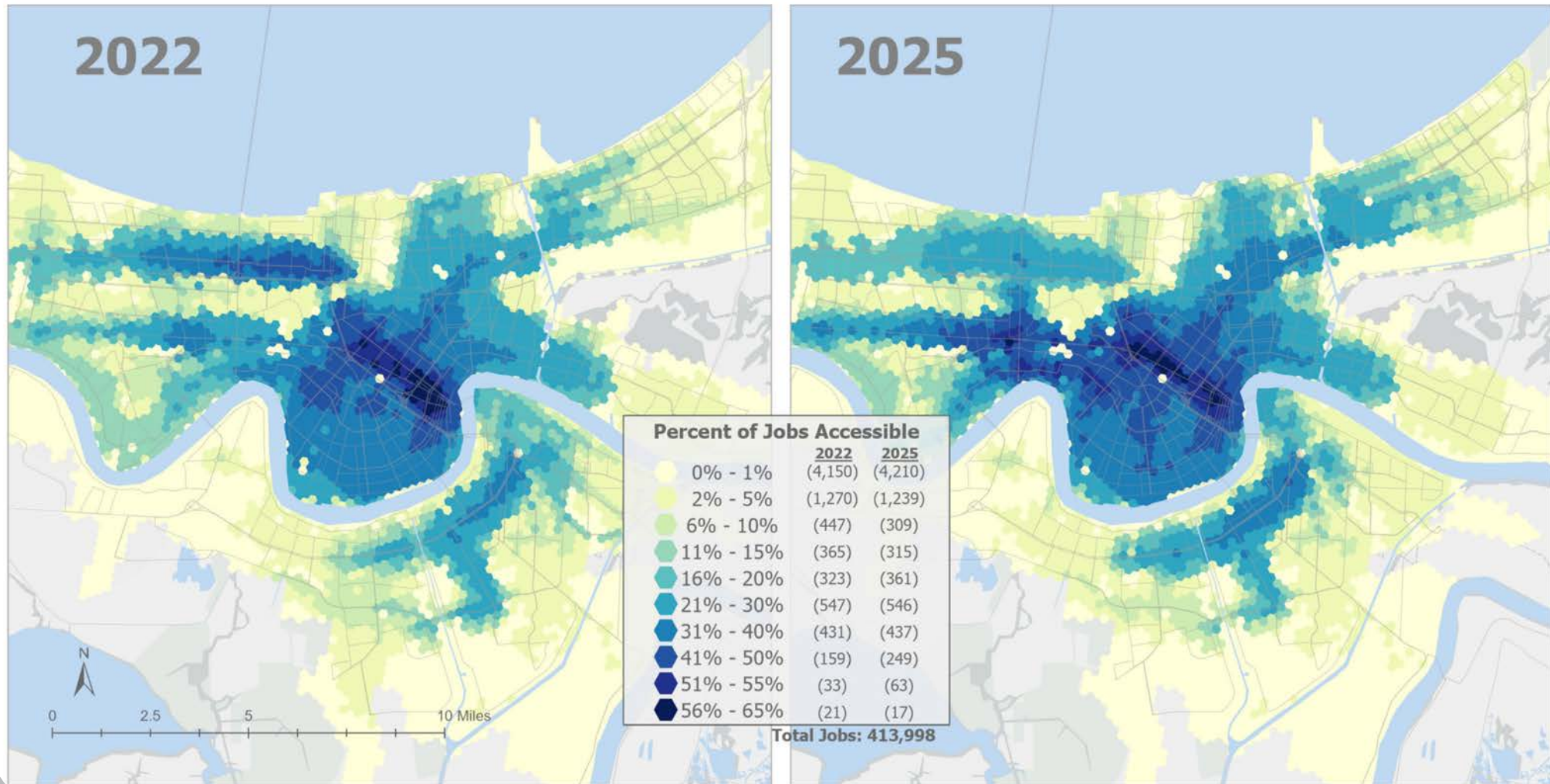
Productivity by Time of Day

Schedule Name ● 2019-09-01 ● 2025-09-07 Fall



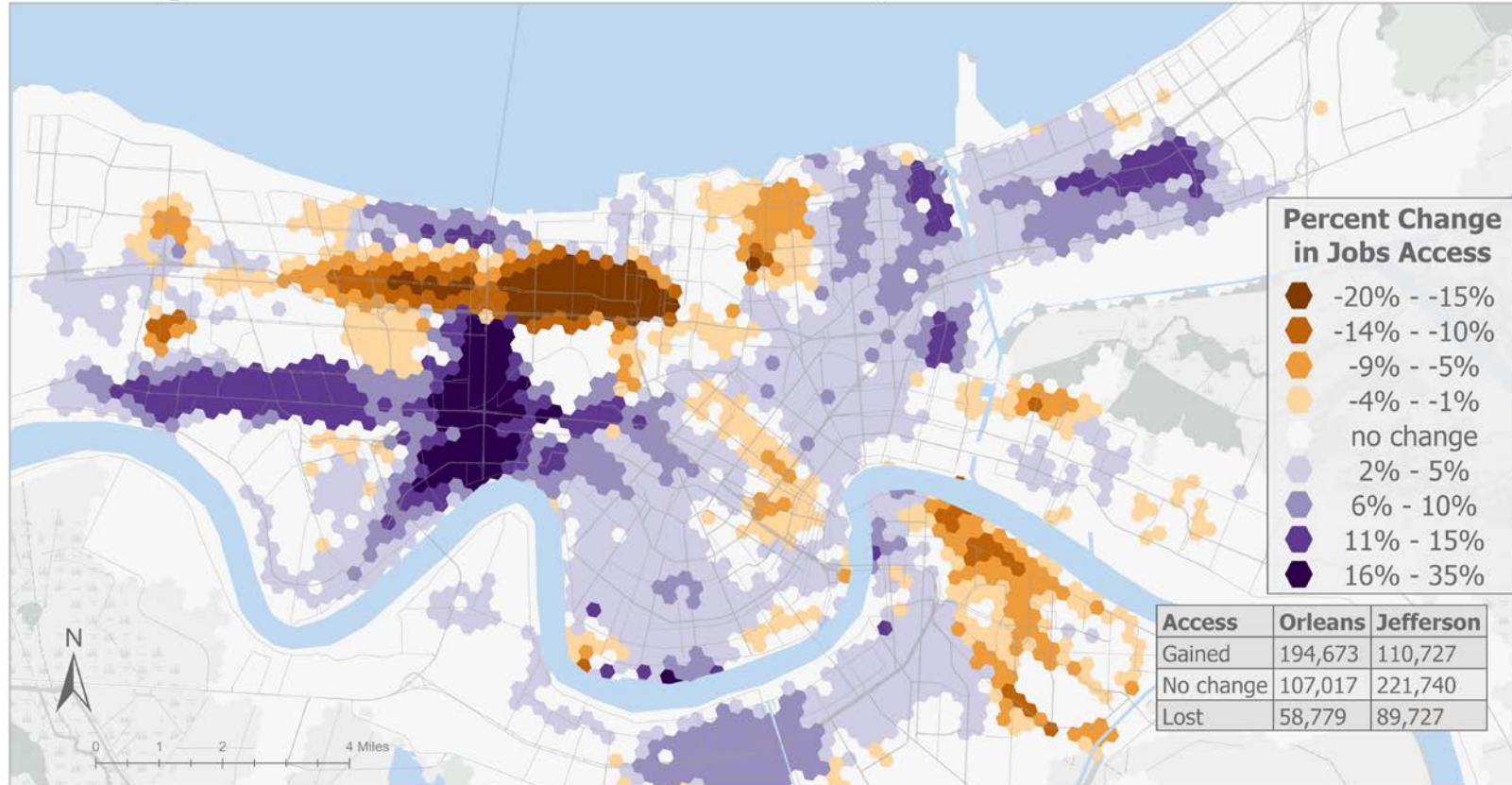
# JOB ACCESS IN REGION

Jobs accessible in 60 minutes at 7:00AM



# JOB ACCESS IN REGION

## Change in Jobs Access at 7:00AM, 2022 to 2025



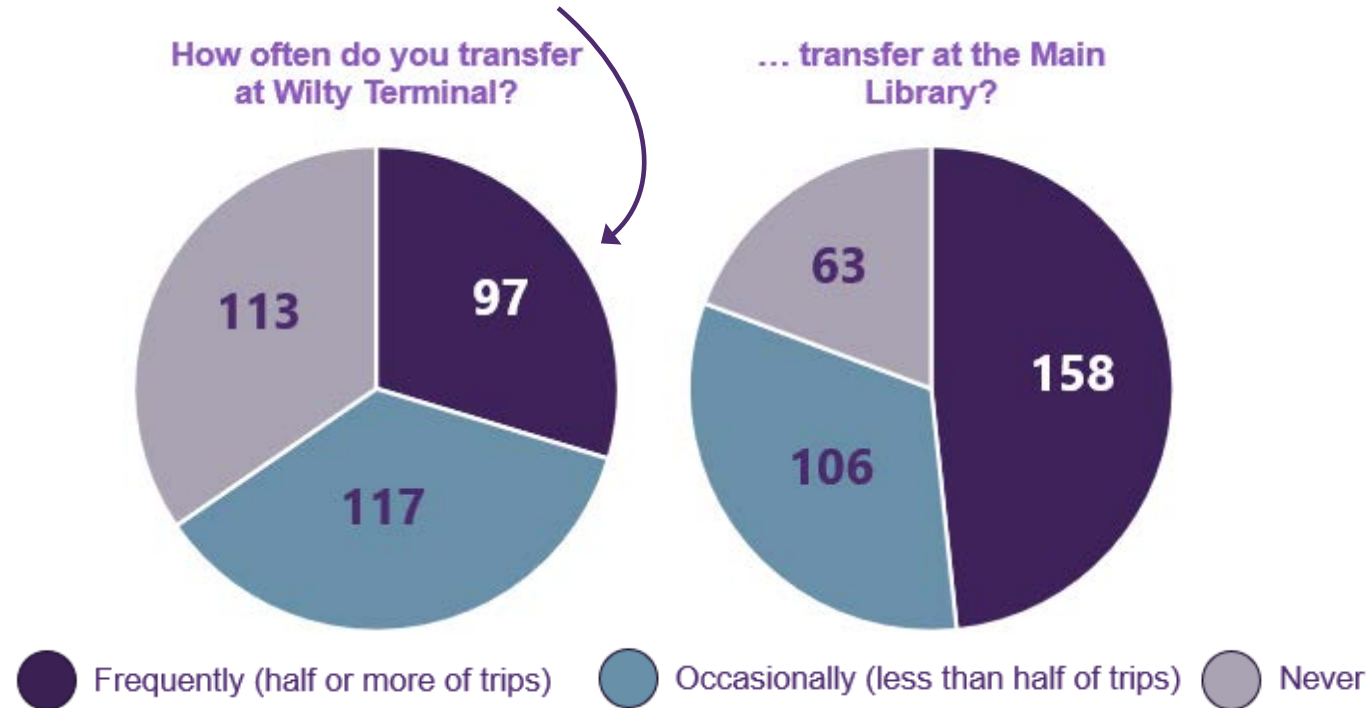
### Observations:

- Gains in:
  - N.O. East
  - Pontchartrain Park
  - Desire
- Losses in:
  - Algiers
  - St Anthony
- JP Transit changes had big effects in:
  - Veterans Blvd / Canal St
  - Causeway Blvd

# JOB ACCESS: FOCUS ON WILTY TERMINAL

All routes in Algiers now deviate to Wilty Terminal.

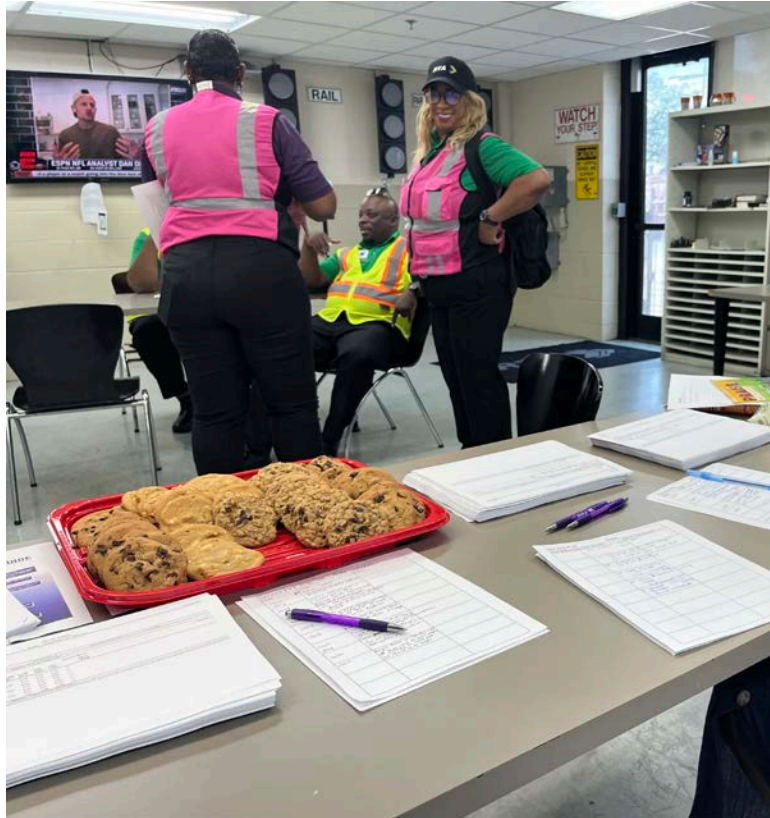
This has increased travel time from Algiers to downtown jobs, but it is a highly used transfer facility and an important regional connection.



# WHAT DID THE COMMUNITY TELL US

- Operations and Operator Feedback
- Rider Feedback

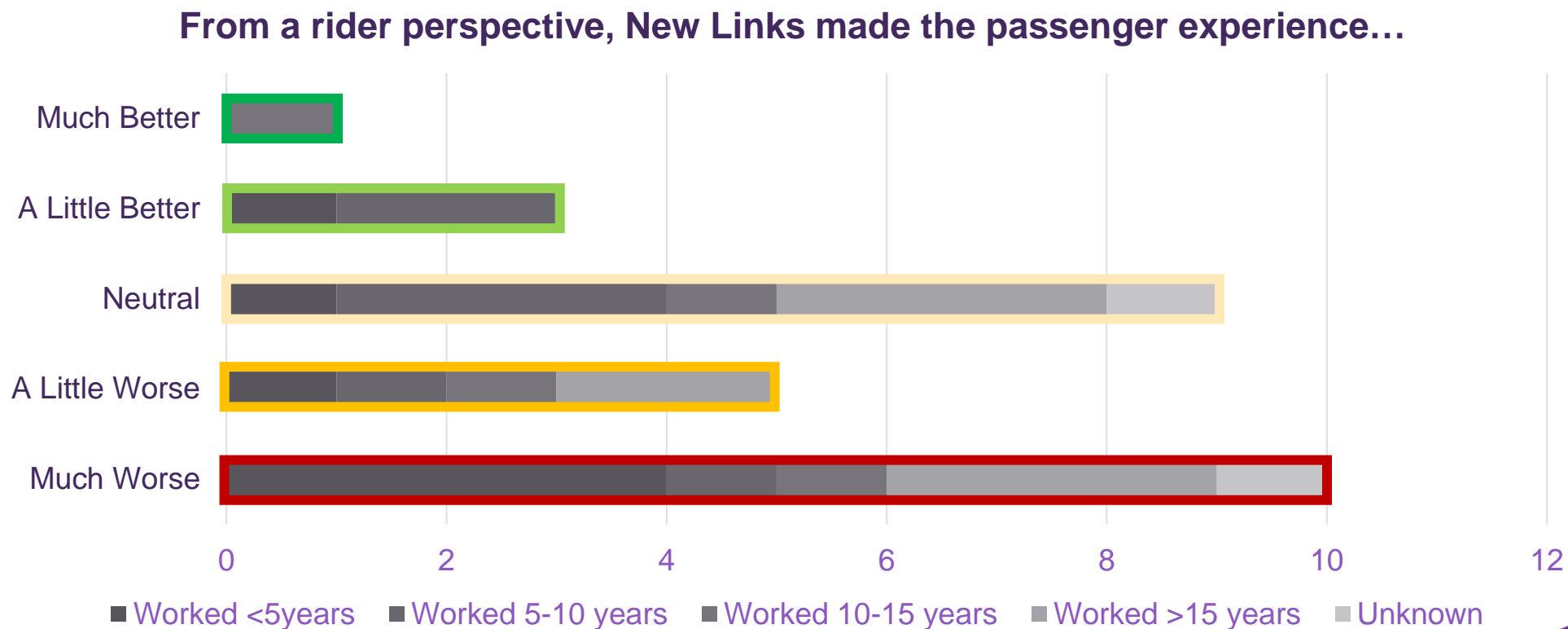
# OPERATIONS FEEDBACK: SUMMARY



- All day service causes strain on bus fleet
- Longer routes can amplify effect of breakdowns
- More service on weekends and overnight means:
  - Fewer operators get weekends off
  - More operators have to work overnight

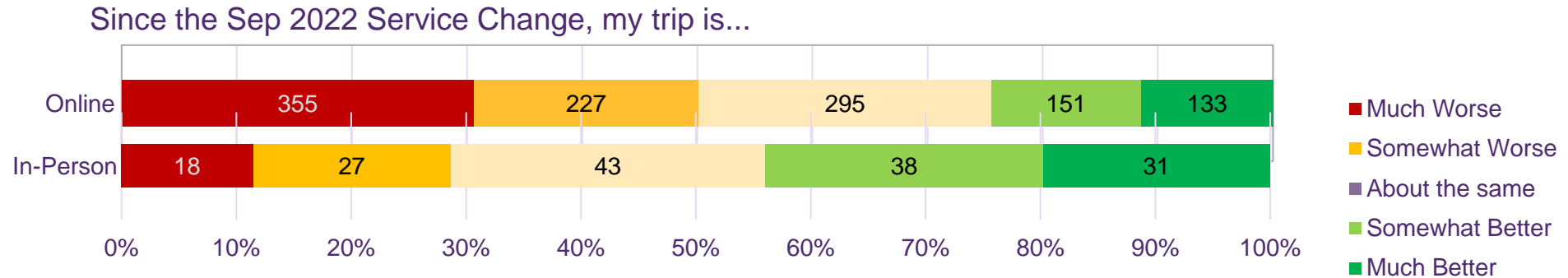
# OPERATOR FEEDBACK: SURVEY

Results from October 2025 survey, 28 responses:

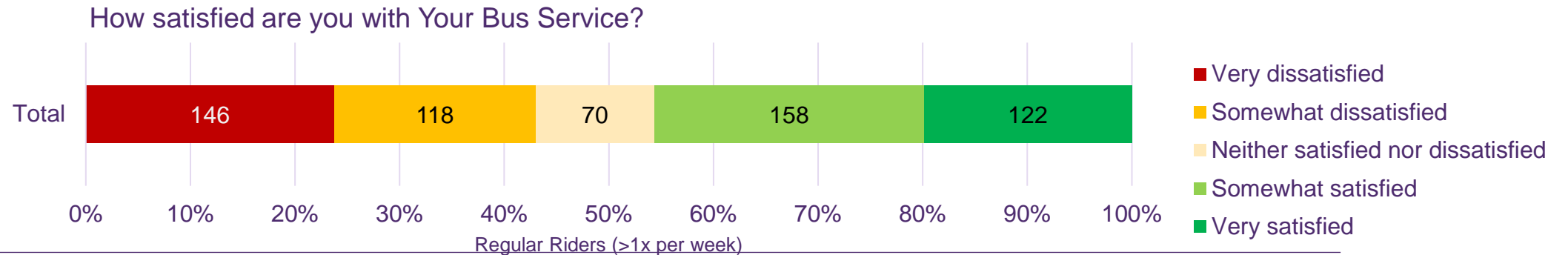


# RIDER FEEDBACK: SURVEYS OVER TIME

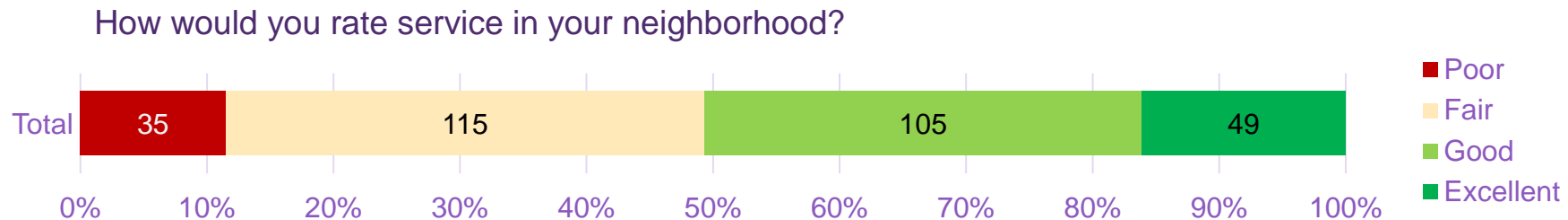
January  
2023



January  
2024









Fall 2025  
(Algiers Rider  
Survey)



# NEW LINKS GOALS REVISITED

## SUBJECTIVE ASSESSMENT

|                                       |   |   |
|---------------------------------------|---|---|
| <b>Prioritize communities of need</b> | Focus resources on transit-dependent populations (reallocate service from streetcar to bus) |    |
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|                                       | Improve efficiency of route design (reduce duplication and deviation)                       |    |
| <b>Be regional</b>                    | Better regional connections w/ Jefferson & St. Bernard Parishes                             |   |
|                                       | Develop transfer “hubs”   |  |

# NEXT STEPS

| Actions   | Timeframe   |
|---|---|
| Continue Area Service Improvement Plans         | <b>Algiers: Aug 2025 - June 2026</b><br>New Orleans East: Mar 2026 - Jan 2027 |
| Launch and Learn from Rider Satisfaction Survey | Q1 and Q3 2026  |
| Large-scale Origin-Destination Survey           | Late 2026 (last one was in 2019!)   |
| <b>Restore Fleet back to 140 buses</b>          | <b>Now through 2027</b>   |
| Build passenger facilities                      | Now through 2028  |
| Update Service Standards                        | Late 2026   |

**HAPPENING  
NOW!**  
[Norta.com/algiers](https://norta.com/algiers)

# QUESTIONS?