BUS RAPID TRANSIT

LOCALLY PREFERRED ALTERNATIVE

RTA

BUS RAPID TRANSIT
Locally Preferred Alternative

DEVELOPED FOR
THE NEW ORLEANS REGIONAL TRANSIT AUTHORITY

CONTENTS

INTRODUCTION

Led by their mission to provide safe and dependable mobility services, the New Orleans Regional Transit Authority (NORTA) adopted a Strategic Mobility Plan (SMP) in 2017 to guide public transit improvements over the next 20 years. Among the many mobility options within the SMP, Bus Rapid Transit (BRT) was identified as a key service option for the future. In addition to the SMP, future NORTA BRT service has been developed in conjunction with the New Orleans Regional Planning Commission's New Links project. This report presents the methods and evaluation process used to identify and select a locally preferred BRT alternative.

The vision for BRT, established within the SMP, is to create the region's first BRT corridor to enhance the transit network with a faster, more frequent high-capacity premium bus transit service. Four goals were developed to achieve this vision.

1. Connect to opportunities through fast and efficient service
2. Provide equitable transportation choice to meet the community's needs
3. Promote investment in neighborhoods
4. Support a sustainable and healthy community

New Links is a planning effort led by the New Orleans Regional Planning Commission to re-imagine how public transit connects the parishes of Orleans, Jefferson, and St. Bernard. The goal of New Links is to propose a redesigned bus and streetcar network that makes public transportation work better for riders and the community.

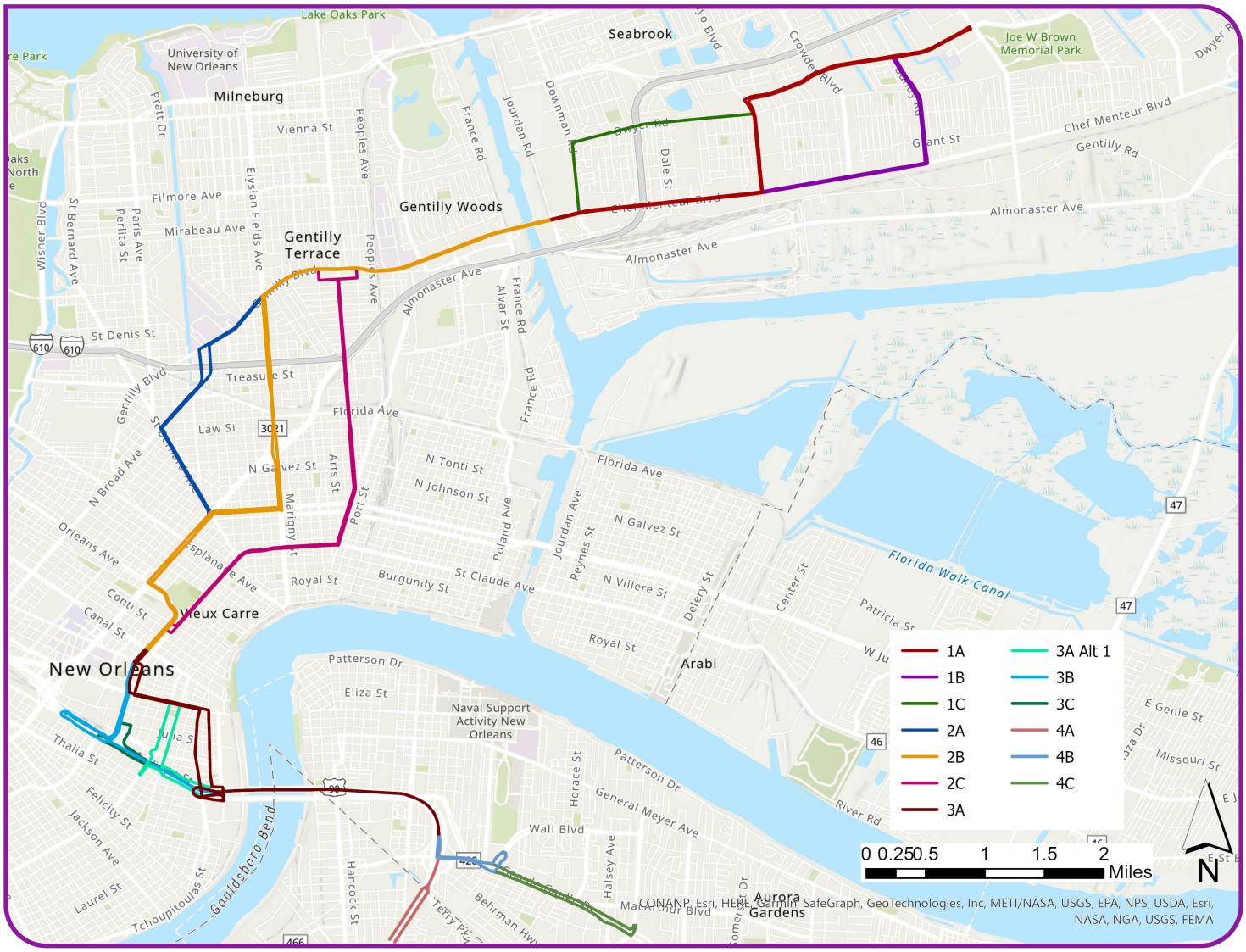
BACKGROUND

13 possible route alignments across four segments were developed by the project team, as shown in the Alignment Options Map and Table on page five. The alignment options were identified through extensive conversations with NORTA staff and public engagement efforts that resulted in over 1,000 responses. These same outreach efforts supported the project team in determining a preferred alignment. The preferred alignment is summarized in the Initial Findings section of this report, and described in full detail in the Segment Overview and Locally Preferred Alternative sections.

The BRT corridor extends from New Orleans East across the Danzinger Bridge, through the downtown area, and across the Crescent City Connector (CCC) Bridge into the Algiers Neighborhood. Approximately 52,000 people live along the corridor, and around 80,000 jobs are located within a quarter mile of the estimated 15-mile-long BRT route.

The addition of this new BRT would add to New Orleans' growing transit network, which currently consists of 29 local bus routes and two ferry routes. These routes began operating in late 2022 as part of the New Links project, which re-imaged and re-designed the entire network. NORTA's services currently serves an average of 64,000 weekday riders.

ALIGNMENT OPTIONS MAP



ALIGNMENT OPTIONS BY SEGMENT

Segment 1	1A – Wilson Avenue	1B – Bundy Road	1C – Downman Road
Segment 2	2A – St. Bernard/Claiborne	2B – Elysian Fields/Claiborne	2C – Franklin/St. Claude
Segment 3	3A – Tchoupitoulas-Peters/Poydras 3A Alt 1 – St. Charles-Camp/Poydras	3B – Calliope/Loyola	3C – Loyola/HOV
Segment 4	4A – Wilty Terminal	4B – Algiers Park & Ride	4C – Algiers Library

INTRODUCTION

PUBLIC INVOLVEMENT

The public involvement process included input from committee groups and feedback from the general public. The project team created a business adivsory committee (BAC), a technical adivsory committee (TAC), and a community advisory committee (CAC), which provided a necessary cross-section of technical, private sector, and community expertise for the project. The project team held two BAC meetings, four CAC meetings, two TAC meetings, a technical standards workshop, and three virtual open houses. Project information and event outreach was conducted through both printed and digital formats, giving an opportunity for people to provide feedback in-person and online. This section provides a summary of these meetings. Please refer to Appendix C for more detail.

BAC Meetings

The BAC held two events to get input from business members in the community. The first meeting introduced members to the concept of BRT and allowed them to express their opinions on a range of BRT related topics. The most popular topic was the dedicated lanes for BRT, as attendees wanted to know how RTA would enforce these lanes given “New Orleans’s already poor record of enforcing the HOV lanes and bike lanes.”

The second meeting was an update from the first, sharing updates based on feedback provided at the first BAC meeting. A survey was used to gather attendee opinions on facets of the BRT system that were discussed at both meetings, with questions that were later included in the public survey. Most attendees supported dedicated lanes as the preferred guideway option, utilizing wide areas of neutral ground to implement them.

CAC Meetings

Two CAC meetings were held, split between three different locations each. These meetings were held with community members from Algiers, Gentilly/7th Ward, and New Orleans East. The meetings explained the purpose and background of the BRT system as well as a roadmap for future BRT efforts. Members were asked: If they had ever experienced a high-capacity transit system, what the most important goal for BRT was, and what tradeoffs they supported for BRT implementation. All attendees had experienced some form of high-capacity transit, providing equitable transportation options for the community was chosen as most important, and utilizing travel lanes was decided on as the preferred tradeoff. There were concerns about construction impacts on business and traffic, or if homeowners would be negatively affected.

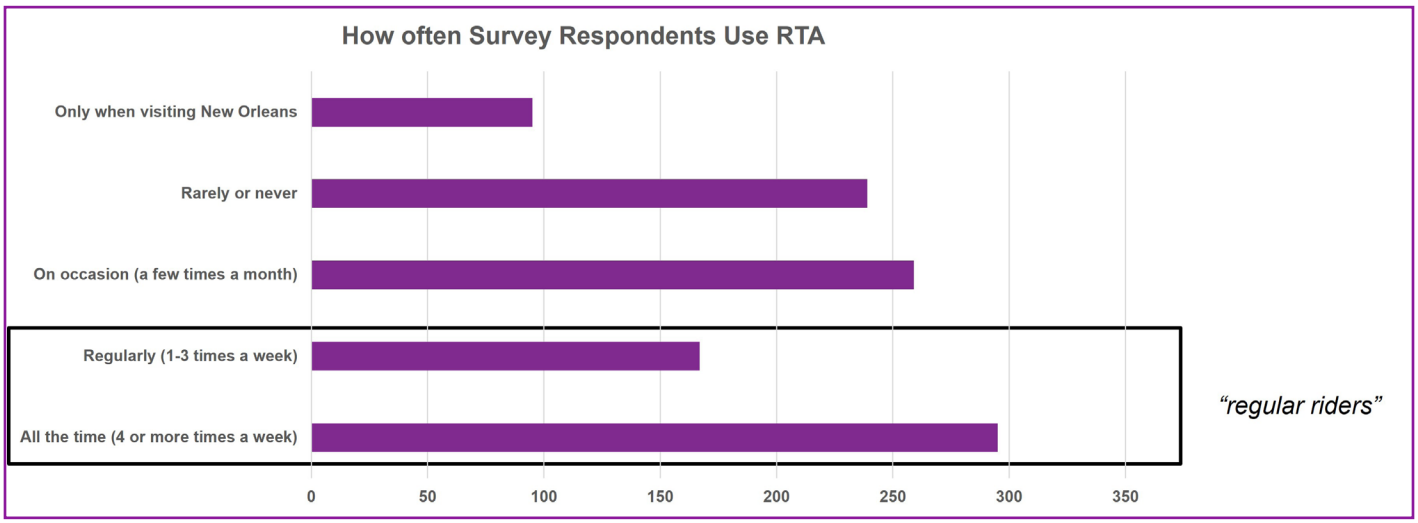
The second CAC meeting outlined the various Segment Options along the BRT alignment and asked members their opinions on the options. Questions were asked about travel time, preferred guideway, and acceptable tradeoffs. Members indicated that dedicated lanes were preferred, utilizing neutral ground (i.e. median or ROW space) to implement them.

TAC Meetings

Two TAC meetings, alongside a workshop, were held with representatives from the City of New Orleans, NORTA, NORPC, Department of Transportation and Development (DOTD), Jefferson Parish, and the Sewerage & Water Board. The presentation at the workshop was similar to the presentations offered at the BAC and CAC meetings, but with more information on the alignment and vehicles. The presentation at the TAC meetings was updated further to include information obtained from the public survey that had been sent out showing how the public felt on the BRT system. There was much discussion over the dedicated lanes, and how certain segments and options may or may not be able to accommodate them based on roadway width and area characteristics.

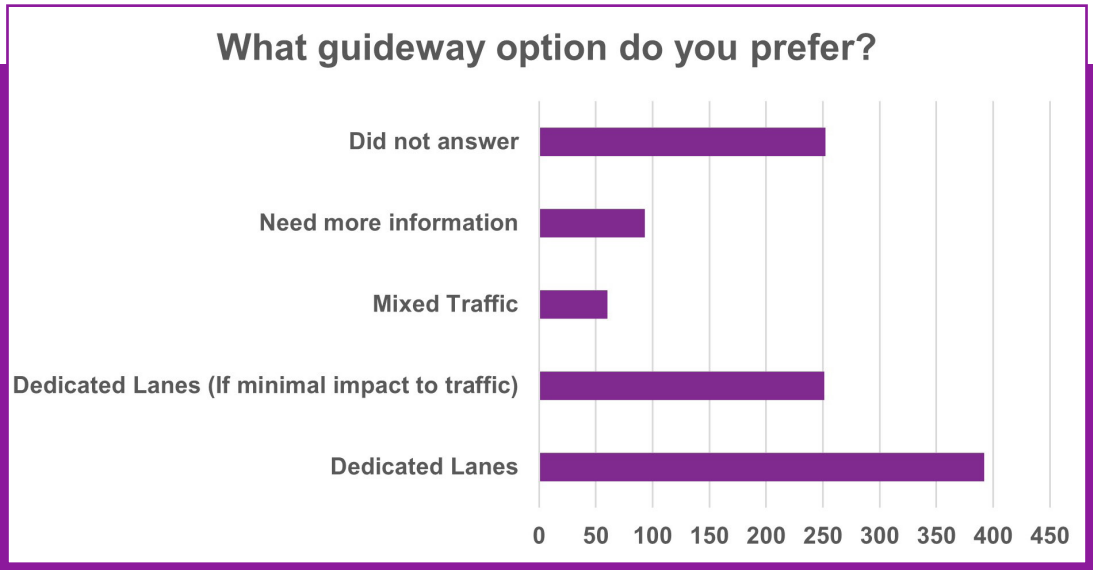
Public Survey

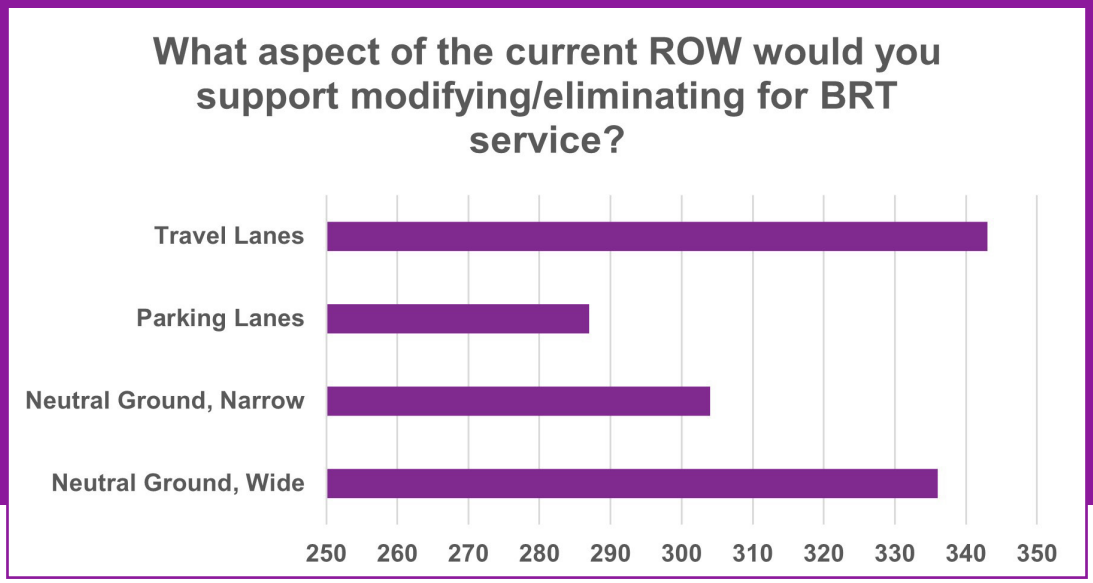
Online surveys, public meetings, and public workshops provided an opportunity for the project team to ask participants how they felt about the proposed BRT system. This process gathered a total of 1,063 responses from residents across all survey methods, 462 of which were considered “regular riders”, or those that rode public transit at least 1-3 times per week. These respondents were mainly from Uptown, Algiers, or placed themselves in the “Other” category, which included such answers as Kentucky, Alaska, Texas, and many others.



INTRODUCTION

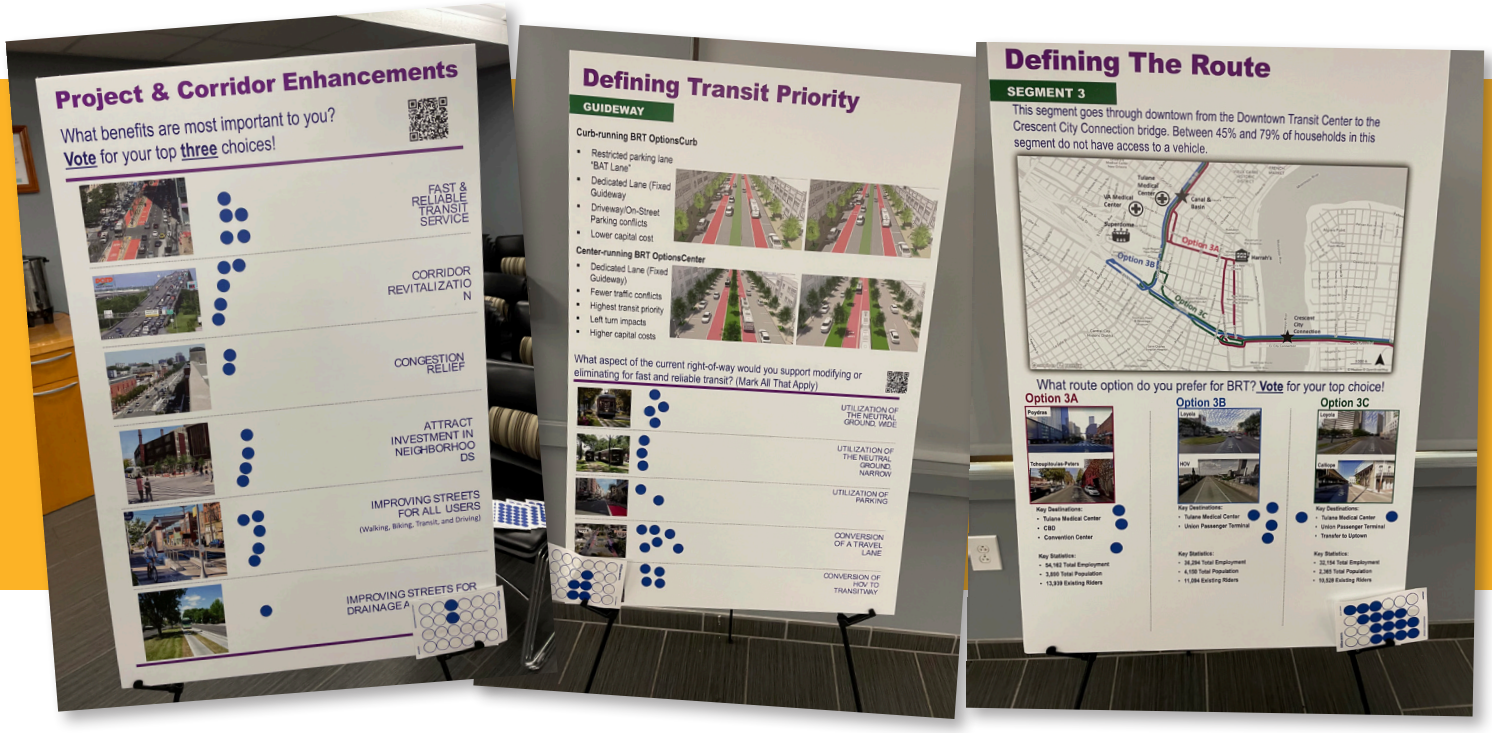
The surveys asked further questions such as how much additional time would be acceptable to add to auto commuting for implementing BRT, what characteristics of BRT are most important, and which routing options were preferred. The feedback revealed support and interest for the implementation of a BRT system, with a focus on fast and reliable service, congestion relief, and improving streets for all users. The public strongly indicated that 10 minutes or less of additional travel time for cars would be acceptable to implement BRT, and that the BRT should utilize a dedicated lane. The public revealed that a BRT system should have these dedicated lanes use or modify travel lanes or utilize available right-of-way (ROW) space.





General comments/questions received during the public involvement process include, but were not limited to, the following:

- How would bikes and sidewalks be affected?
- What does BRT mean for everyday drivers?
- When will this project be started/finished?
- Why is rail precluded? Why no light/elevated rail? Or monorails?
- Proper shelters should be required at stops in case of rain
- Large trees and neutral ground need to be preserved
- HOV lanes should be used, they seem underutilized
- Worried about auto travel over the CCC bridge if BRT is implemented
- BRT should connect to the Union Terminal/Ferry Terminals
- How is RTA determining the need for this project?
- BRT would be convenient to connect Gentilly with the French Quarter
- How would RTA enforce dedicated lanes?
- Will new bike facilities be a part of this project?
- Would the dedicated lanes be physically separated from traffic?



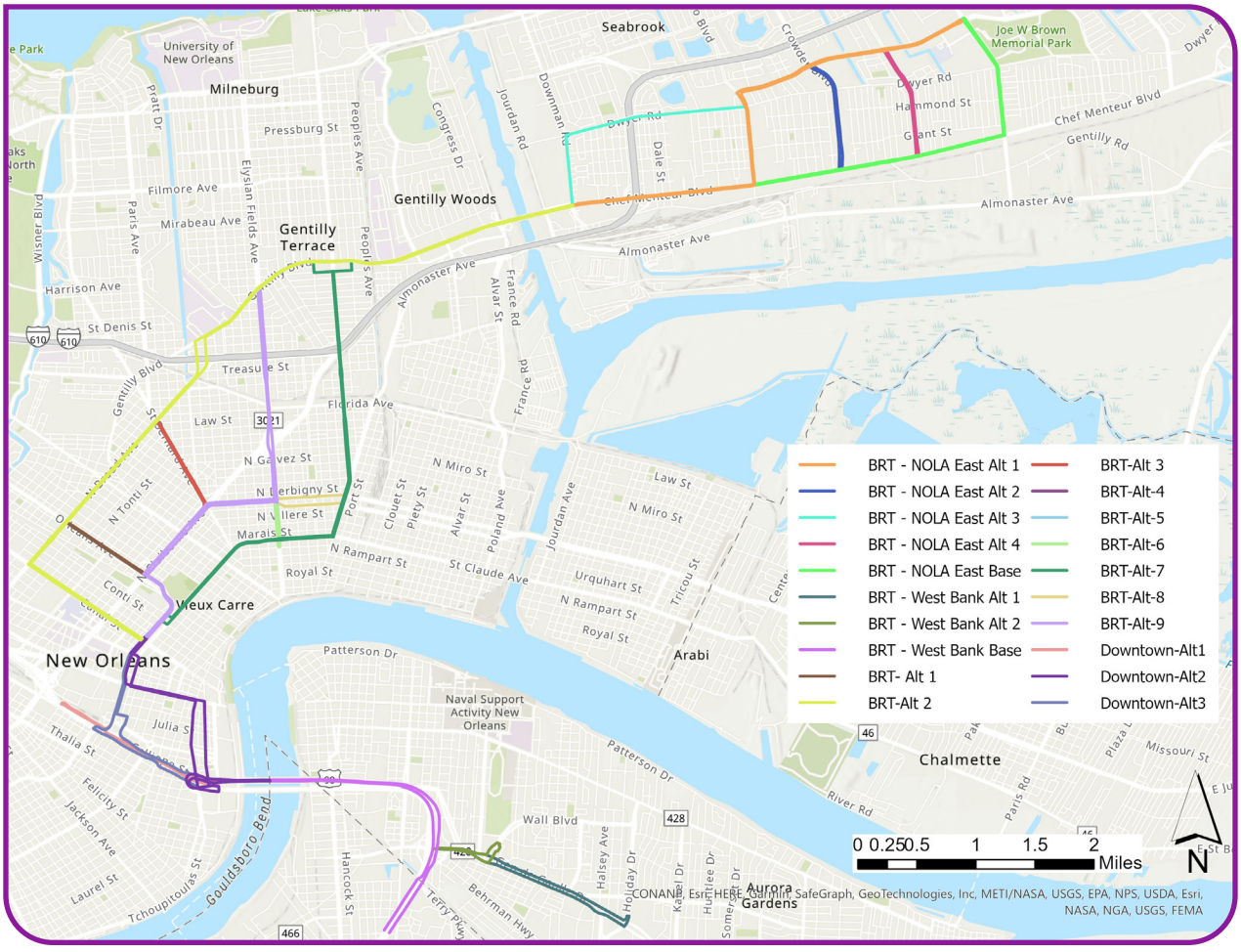
SEGMENT EVALUATION

METHODOLOGY & EVALUATION

The project team, in coordination with NORTA, conducted an evaluation of the proposed BRT system utilizing Excel, ArcGIS, FME, Google Maps, Public Surveying, and a variety of agency specific information to measure options for the network. The BRT alignment was initially divided into four segments. Segment 1: Read Boulevard in New Orleans East to the Danzinger Bridge, Segment 2: The Danzinger Bridge to Canal Street in downtown, Segment 3: Canal Street across the CCC Bridge, and Segment 4: CCC Bridge to Algiers.

The segment analyses included a high-level Tier 1 evaluation and a more detailed Tier 2 evaluation that included a total of 17 criteria across. The Tier 1 evaluation consisted of 11 criteria grouped into four categories: Customer Experience, Sustainability, Land Use Policy, and Implementation and Operations. Tier 1 evaluation resulted in a total of 20 potential alignment options: Five for Segment 1, Nine for Segment 2, and three each for Segments 3 and 4. An overview of the Tier 1 alignments can be found below in the Tier 1 Alignments Map below.

TIER 1 ALIGNMENT OPTIONS MAP



The Tier 1 evaluation established a baseline from which to analyze and compare the various segment options – eventually narrowing down the universe of options to three per segment for the Tier 2 evaluation. The following tables show the scores and rankings for each alignment option in the Tier 1 evaluation. The alignment options highlighted in purple moved into the Tier 2 evaluation.

	Segment 1				
	NOLA East Base	NOLA East Alt 1	NOLA East Alt 2	NOLA East Alt 3	NOLA East Alt 4
Total Score	2.10	3.00	2.00	3.10	2.90
Final Ranking	4	2	5	1	3

	Segment 2								
	Alt 1	Alt 2	Alt 3	Alt 4	Alt 5	Alt 6	Alt 7	Alt 8	Alt 9
Total Score	3.63	3.39	3.99	3.41	3.13	4.09	3.91	3.44	3.43
Final Ranking	4	8	2	7	9	1	3	5	6

	Segment 3		
	Downtown Alt 1 Loyola	Downtown Alt 2 Tchoupitoulas	Downtown Alt 3 Calliope
Total Score	1.90	2.00	1.70
Final Ranking	2	1	3

	Segment 4		
	West Bank Base	West Bank Alt 1	West Bank Alt 2
Total Score	1.80	2.20	1.60
Final Ranking	2	1	3

Tier 2 included an additional six criteria developed to further refine preferred alignment options. Tier 2 criteria include Public Support, Walkability, Existing and Planned Bike Facilities, Local Bus Facilities, Population/Employment within Walksheds, and ROW, and are grouped within the four categories established in Tier 1.

As part of the evaluation process, alignment options were weighted to measure their level of importance to the BRT system, NORTA, and the community. Weighted scores were evaluated, and alignment options were chosen, based on community feedback and goals. A 0 would indicate no importance, and a 3 would indicate a high level of importance.

EVALUATION CRITERIA

CUSTOMER EXPERIENCE

The Customer Experience category includes five criteria in relation to riders and integration with the existing public transit system in New Orleans. The five criteria include Footprint, System Connectivity, Transit User Experience, Public Support, and Local Bus Facilities.

- Footprint – Existing conditions of whether the segment option would require full or partial appropriation of the Right of Way (ROW). This criterion, however was later removed due to other more efficient ways of measuring ROW needs.
- System Connectivity – Connections to existing transit service (not including the downtown transit center).
- Transit User Experience – Existing transit riders using stops within a half-mile of the segment option.
- Public Support – Preferences for the various BRT alignment options and BRT features from NORTA public surveys were incorporated into route option evaluations. The survey included questions on acceptable travel time changes, what features they thought were most important for the proposed BRT network, and other relevant information. Detailed public survey results can be found in the Appendix B.
- Local Bus Facilities – The bus facilities criteria is made up of two sections: local bus connections and number of shared miles with BRT. This criteria measures the number of local bus routes that either intersect or run along the BRT alignment. Shared miles measures the shared number of miles between the BRT alignment and local bus services.

SUSTAINABILITY

The Sustainability category includes three criteria that work together to measure the sustainability of the transit system as a whole. The three criteria include Inbound/Outbound Time, Walkability, and Existing/Planned Bike Facilities.

- Inbound/Outbound Speed – Measured by the number of minutes to the end of the segment. Using the time google maps provides as a base, additional criteria (such as congested speed, dwell time, stop spacing, and acceleration/deceleration time) were added to calculate a more accurate reflection of the time it would take to cross the segment option. This criterion was later changed to represent the potential improvement over mixed traffic transit travel times. A higher percentage means overall improvement in time.
- Walkability – Walkability 'Walksheds' (a half-mile or 10-minute walk from the alignment option) were created to see how much of the area within a half mile area around the alignment options was friendly to pedestrian access.
- Existing and Planned Bike Facilities – the bike facilities criteria was split into four sections; existing and planned intersects, and existing and planned shared miles. Existing and planned intersects measures the number of planned/existing bike facilities that either intersect or run along the BRT alignment. Existing and planned shared miles measures the number of miles that the BRT alignment shares with the existing and planned bike network.

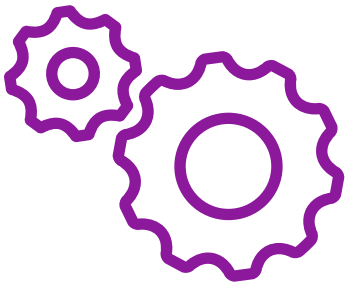
EVALUATION CRITERIA

LAND USE POLICY

The Land Use Policy category includes six criteria that measure the relationship between land uses and transit. The six criteria include Planned Developments, Existing Density, Development Patterns, Increasing Service Connections, Connectivity to Trip Generators, and Existing Population/Employment within Walksheds.

- Planned Development – Measures future population density and future employment density, within a quarter mile of the alignment.
- Existing Density – Measures the existing population and employment density within a quarter mile of the alignment.
- Development Patterns – Measures development trends by showing the number of building permits within a quarter mile of the alignment.
- Increasing Service Connections – Shows connections between planned and existing developments.
- Connectivity to Trip Generators – Count of connections to key activity centers within a quarter mile of the alignment.
- Existing Population/Employment within Walksheds – Measures the existing population and employment within the walkshed areas.
- Connectivity to Trip Generators – Count of connections to key activity centers within a quarter mile of the alignment.

IMPLEMENTATION AND OPERATIONS



The Implementation and Operations category contains three criteria to measure viability of the project within the larger system. The three criteria include, Potential Capital Cost Implications, ROW Conditions, and Potential Environmental Impacts.

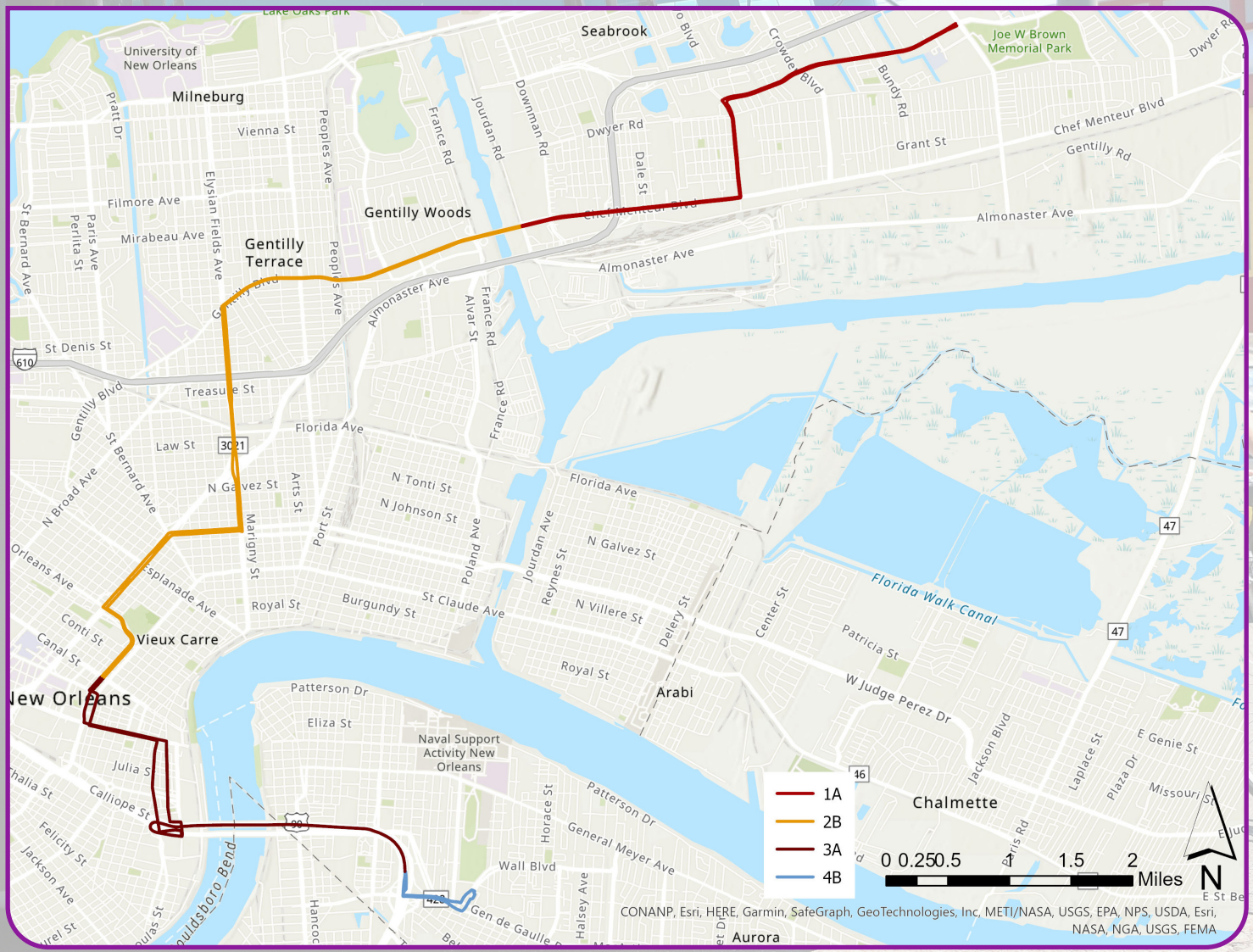
- Potential Capital Cost Implications – Cost estimates were based on a $20 million per mile estimate for full dedicated BRT and $5 million per mile for BRT Lite. These estimates were then converted into a ranking of Standard, High, and Very High costs. It must be stated that these are not exact cost estimates, but simply a high level measure of high, medium, and low costs.
- ROW Conditions – Measured the supportiveness of existing conditions for the development of a dedicated guideway, Transit Signal Priority (TSP), queue jumps, etc. utilizing ROW width data. This criterion was later removed after a new way of calculating ROW was preferred.
    - ROW – ROW width calculated based on New Orleans parcel data to measure potential supportiveness of existing conditions for implementation of the BRT system.
- Potential Environmental Impacts – The prevalence of environmental constraints for an alignment option based on property acquisition, visual impacts, section 4(f) resources, construction impacts, and social justice impacts.

SEGMENT EVALUATION

INITIAL FINDINGS

Segment evaluation identified a preferred alternative route for the new BRT that includes options 1A, 2B, 3A, and 4B. The chosen segments were developed through the two-tier segment evaluation analyses, implementation elements and area characteristics evaluation, and input from NORTA staff. The preferred alternative segment map provides a system-wide view of the four selected segments. A detailed description of the evaluations and information on the alignments can be found in the following sections of this report.

PREFERRED ALTERNATIVE



SEGMENT ONE

Segment 1 extends from Read Boulevard in the East to the Danzinger Bridge in the West on the east side of New Orleans. All alignment options have an endpoint at Read Boulevard near the Joe W. Brown Park, East New Orleans Regional Library, and New Orleans East Hospital.

Destinations along this segment include the New Orleans East Hospital, Joe W. Brown Park, East New Orleans Regional Library, and the Audubon Louisiana Nature Center. Land uses within this segment consist primarily of suburban neighborhoods, with most of the commercial and industrial land uses located along Chef Menteur Highway. The three options provide connections for West Lake Forest, Read Boulevard West, Plum Orchard, Venetian Isles, and Pines Village neighborhoods, as well as various schools, churches, the CSX railyard, Folgers Coffee Plant, and the United States Gypsum Co.

Option 1A - Wilson Avenue

Approximate length: 4.2 miles

Population (1/4 mile): 8,721

Employment (1/4 mile): 1,828

Option 1B - Bundy Road

Approximate length: 4.4 miles

Population (1/4 mile): 11,488

Employment (1/4 mile): 2,439

Option 1C - Downman Road

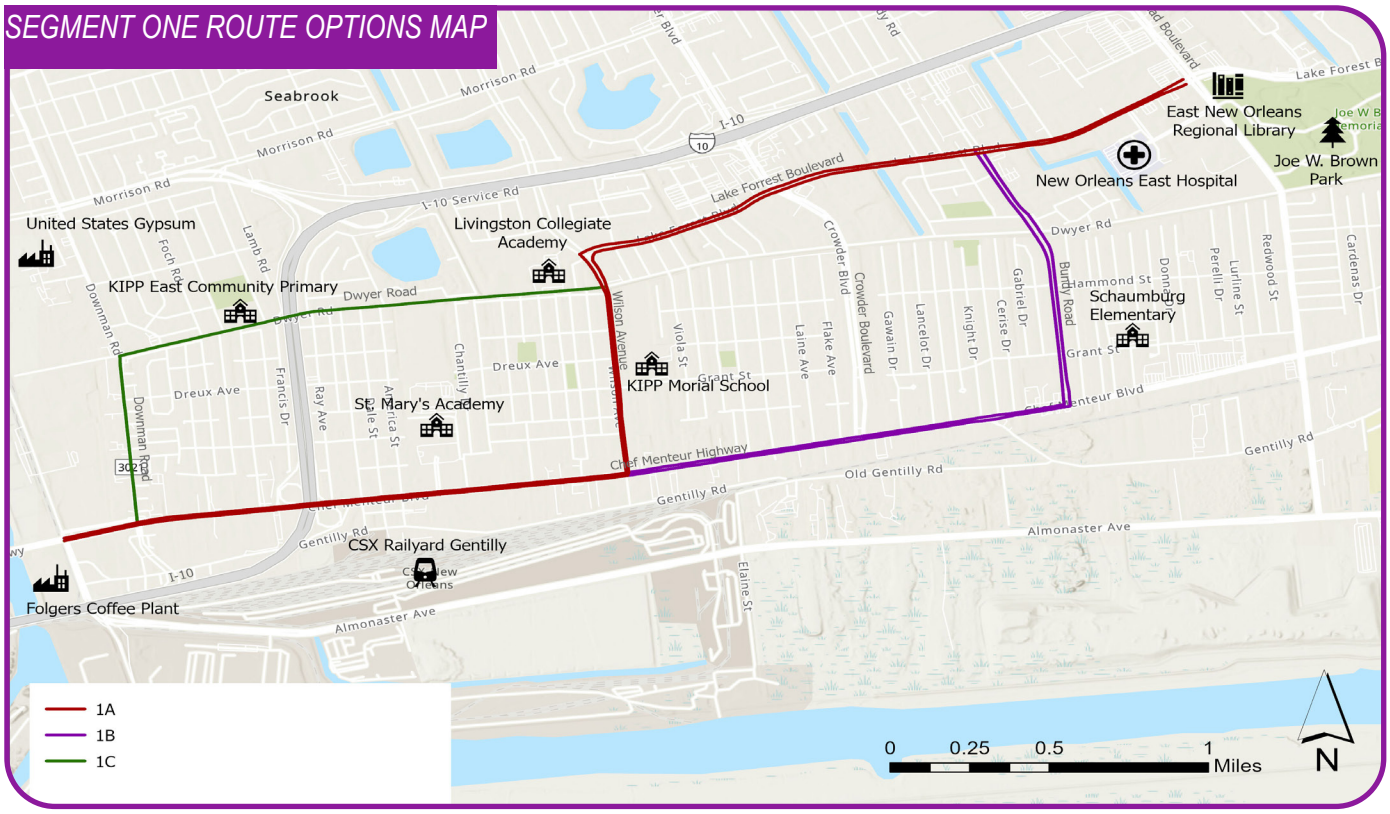
Approximate length: 4.1 miles

Population (1/4 mile): 8,605

Employment (1/4 mile): 2,188

» Option 1A is the preferred alignment option for Segment 1 based on a high combined level of sustainability and land use policy. While other alignments performed better in other categories, alignment 1A was ultimately chosen due to less restrictive roadway characteristics.

SEGMENT ONE ROUTE OPTIONS MAP



SEGMENT ONE EVALUATION SUMMARY

CUSTOMER EXPERIENCE

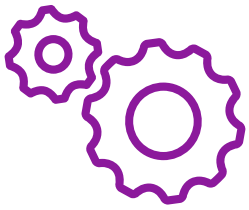
Option 1A, tied with the other three sections in system connectivity and connections with local bus service, but scored the lowest in the number of existing riders and shared miles with local service. The public indicated that Option 1C reached many of the important destinations in the area, and that shelters were needed, regardless of which option was chosen.

SUSTAINABILITY

Option 1A had a high score in the sustainability criteria in improvement of inbound travel times, walkability scores, and shared miles of existing bike facilities. 1A also had a high score in shared miles of planned bike facilities and tied with the other options in percent improvement of outbound travel time and connections to existing/planned bike facilities. Option 1A, however, ranked lowest in percent improvement of inbound travel time and walkability score. All walkability scores for this segment were around 40%.

LAND USE POLICY

Option 1A, while not the highest ranked in this category, did have high share of building permits along this option, and tied with other options for connections between new and existing developments and connections to key activity centers. 1A ranked the lowest in planned population and existing employment, in addition to population and employment within a walkable distance of the alignment.



IMPLEMENTATION AND OPERATIONS

Option 1C ranked the highest in this category, being associated with the lowest potential capital costs among the options and tied for the supportiveness of ROW. The preferred alternative 1A scored the lowest on supportiveness of ROW. All three options had no environmental impacts associated with them.

SEGMENT ONE EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 1		
						1A	1B	1C
						Wilson Ave	Bundy Road	Downman Road
Land Use Policy	Support compact and mixed-use development	Planned Development	Planned population within 1/4 mile of route alignments	Population within alignment area	3.0	6,764	11,546	7,646
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	3.0	3,769	5,604	3,374
	Encourage compact and connected development by increasing service to and from activity and employment centers	Existing Density	Population within 1/4 mile of route alignment	Population near alignment	2.0	8,721	11,488	8,605
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	2.0	1,828	2,439	2,188
		Development Patterns	Development trends	Building permits within 1/4 mile of alignment	2.0	1,708	1,694	1,023
		Increasing Service Connections	Connection between planned and existing development	Direct connection between new development and existing density	2.0	1	0	1
		Connectivity to Trip Generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	2.0	5	5	5
	Supports Local Populations	Existing Density within Walksheds	Population within 1/2 mile walkshed area	Population within walkshed area.	1.0	5,804	12,679	10,936
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	1.0	1,198	2,327	2,007
Implementation and Operations	Define and select transit projects that are cost-effective	Potential Capital Cost Implications	New or complex infrastructure needs	% of area within 1/2 mile of BRT alignment that is walkable.	3.0	36.75%	37.92%	37.95%
	Choose transit projects that have support from the public and government agencies	Potential Environmental Impacts	Prevalence of environmental constraints	# of potential environmental constraints	0.0	0	0	0
	Providing High-Quality Service	ROW	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	17	17	17

SEGMENT ONE EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 1		
						1A	1B	1C
						Wilson Ave	Bundy Road	Downman Road
Customer Experience	Provide reliable, frequent service	System Connectivity	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	2.0	5	5	5
	Accessibility to customer base	Transit User Experience	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	3.0	1,017	1,022	1,053
	Choose options that support public opinion.	Public Support	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	3.0	1.94	1.74	2.34
	Local Bus Facilities	Shared Miles	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	2.0	3.5	3.6	3.6
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.	2.0	5.0	5.0	5.0
Sustainability			Inbound	# of minutes to end of segment	1.0	6.9%	6.9%	12.9%
			Outbound	# of minutes to end of segment	1.0	13.8%	13.8%	6.9%
	Define walkability of alignment options	Walkability	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	3.0	36.75%	37.92%	37.95%
	Existing and Planned Bike Facilities	Existing Intersects	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	2.0	8.0	6.0	8.0
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.	2.0	3.8	1.3	3.9
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	17	17	17
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.	2.0	6.8	4.9	6.8

SEGMENT TWO

Segment 2 extends from the Danzinger Bridge South along Elysian Fields Avenue to Canal Street.

Destinations along this segment include the New Orleans Baptist Theological Seminary, Dillard University, several schools and libraries, Louis Armstrong Park, the Mahalia Jackson Theatre for the Performing Arts, and Congo Square. Land uses along this segment are predominantly historic urban and suburban residential with spots of commercial in places, particularly along Chef Menteur Highway and Basin Street. The three options provide connections for Gentilly Woods, Desire Area, Gentilly Terrace, St. Roch, St. Claude, Marigny, Bywater, Seventh Ward, Treme Lafitte, French Quarter, Iberville, and the central business district neighborhoods.

Option 2A - St. Bernard

Approximate length: 5.7 miles

Population (1/4 mile): 28,676

Employment (1/4 mile): 18,455

Option 2B - Elysian Fields

Approximate length: 5.8 miles

Population (1/4 mile): 22,608

Employment (1/4 mile): 16,622

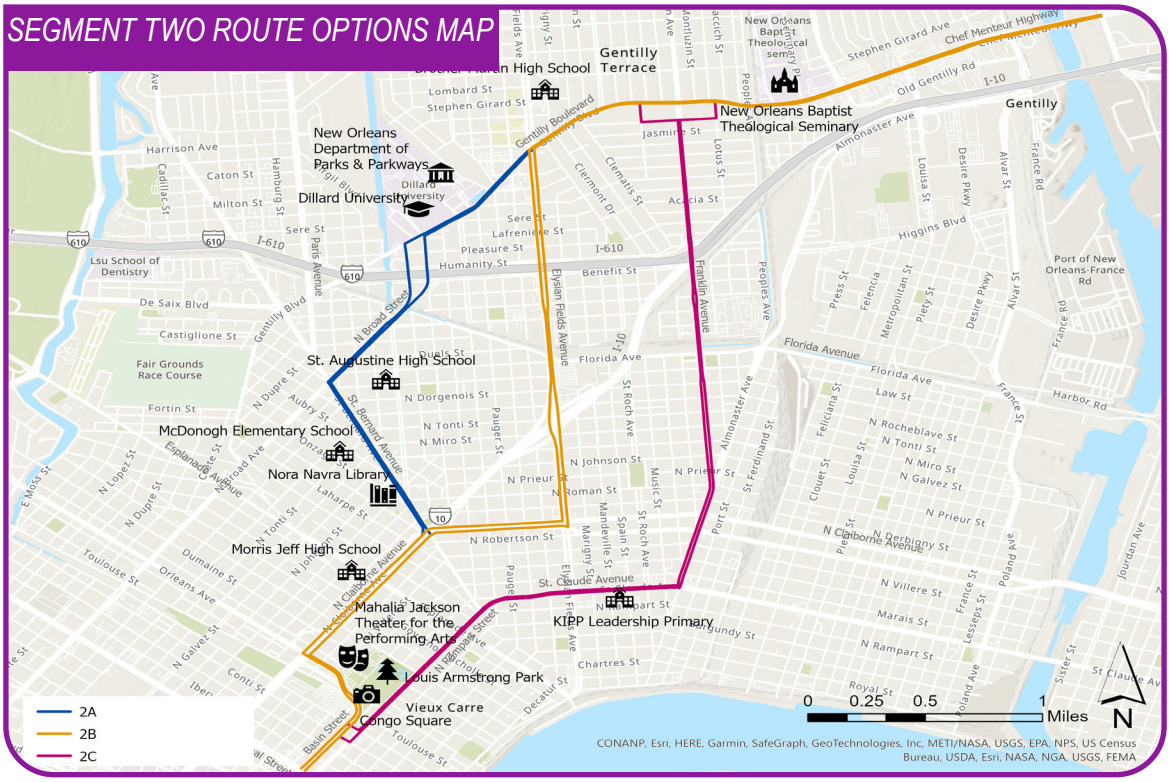
Option 2C - Franklin

Approximate length: 5.5 miles

Population (1/4 mile): 32,857

Employment (1/4 mile): 24,324

» Option 2B is the preferred alignment option for Segment 2 based on a high ranking in Implementation and Operations, and when compared to other segment options, had the highest levels of walkability, the highest population within the walkable area around the alignment option, and the highest score for Right of Way (ROW). Additionally, Option 2B tied with other options for the number of connections to existing local bus service, number of connections between new and existing developments, and number of connections to key trip generators.



SEGMENT TWO EVALUATION SUMMARY

CUSTOMER EXPERIENCE

Option 2A best meets the criteria under this category, with high ranks in existing ridership and public support. Option 2B, the preferred alternative, tied with 2A for connections to local bus service and connections to the New Links plan. 2B did not score highest on any criteria in this category and scored lowest on existing ridership and shared miles with local bus service.

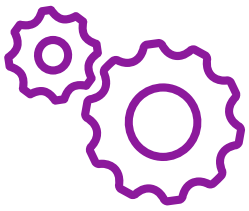
Public survey responses indicated that Option 2A was the best option for them due to its potential to connect with high population areas. The public also noted their interest in the alignment in this area by asking about stop locations and frequency of service. It was specifically noted that preservation of large trees and neutral green space was of high importance.

SUSTAINABILITY

Option 2A scored highest in this category, with high ranks in inbound/outbound percent improvement in travel time, connections with planned/existing bike facilities, and shared miles of planned bike facilities. The preferred alternative, 2B, scored highest in walkability score, and lowest in connections with planned/existing bike facilities and shared miles of planned bike facilities. There are several barriers to pedestrian and bike traffic along these alignments, including highways and railroads. All walkability scores for this segment were around 50%.

LAND USE POLICY

Option 2C ranked highest in land use policy, with high scores in existing/future population and employment, nearby building permits, and employment within a walkable distance of the alignment. The preferred alternative, 2B, scored highest for population within walkable distance of the alignment, and number of connections between new and existing developments and connections to key activity centers. 2B scored lowest in future/existing population and employment.



IMPLEMENTATION AND OPERATIONS

The preferred alternative, 2B, scored the highest within this category, with a high level of supportiveness of ROW and no potential environmental impacts. 2B had the highest potential capital costs among the options.

SEGMENT TWO EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 2		
						2A	2B	2C
						St Bernard	Eleysian Fields	Franklin
Land Use Policy	Support compact and mixed-use development	Planned Development	Planned population within 1/4 mile of route alignments	Population within alignment area	3.0	28,706	21,869	33,664
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	3.0	21,211	18,106	31,098
	Encourage compact and connected development by increasing service to and from activity and employment centers	Existing Density	Population within 1/4 mile of route alignment	Population near alignment	2.0	28,676	22,608	32,857
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	2.0	18,455	16,622	24,324
		Development Patterns	Development trends	Building permits within 1/4 mile of alignment	2.0	3,537	3,991	4,784
		Increasing Service Connections	Connection between planned and existing development	Direct connection between new development and existing density	2.0	4	4	3
		Connectivity to Trip Generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	2.0	9	9	6
	Supports Local Populations	Existing Density within Walksheds	Population within 1/2 mile walkshed area	Population within walkshed area.	1.0	25,621	37,796	29,453
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	1.0	17,877	21,521	22,239
Implementation and Operations	Define and select transit projects that are cost-effective	Potential Capital Cost Implications	New or complex infrastructure needs	% of area within 1/2 mile of BRT alignment that is walkable.	0.0	1	3	2
	Choose transit projects that have support from the public and government agencies	Potential Environmental Impacts	Prevalence of environmental constraints	# of potential environmental constraints	0.0	0	0	27
	Providing High-Quality Service	ROW	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	11	16	11

SEGMENT TWO EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 2		
						2A	2B	2C
						St Bernard	Eleysian Fields	Franklin
Customer Experience	Provide reliable, frequent service	System Connectivity	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	2.0	14	14	12
	Accessibility to customer base	Transit User Experience	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	3.0	11,808	11,329	11,512
	Choose options that support public opinion.	Public Support	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	3.0	2.19	2.09	1.78
	Local Bus Facilities	Shared Miles	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	2.0	9.4	9.4	9.9
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.	2.0	26	26	23
Sustainability			Inbound	# of minutes to end of segment	1.0	8.4%	8.2%	8.1%
			Outbound	# of minutes to end of segment	1.0	8.1%	7.5%	4.2%
	Define walkability of alignment options	Walkability	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	3.0	46.69%	47.06%	46.93%
	Existing and Planned Bike Facilities	Existing Intersects	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	2.0	31	25	26
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.	2.0	9.2	3.9	3.5
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	36	26	30
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.	2.0	7.4	7.4	8.9

SEGMENT THREE

Segment 3 extends from Canal Street at Basin Street and across the CCC Bridge.

Destinations along this segment include the Tulane Medical Center, Louisiana State and Tulane Universities, Duncan Plaza, New Orleans City Hall, Caesars Superdome, Smoothie King Center, the Union Terminal, Audubon Butterfly Garden and Aquarium, New Orleans Holocaust Memorial, Ferry Terminal, Lafayette Square, Ogden Museum of Southern Art, US Veterans Memorial, National World War II Museum & Memorial, the New Orleans Convention Center, and the Port of New Orleans. Land uses along this segment are dense, and include commercial, office space, and mixed-use developments. The three options provide connections for the central business district, Central City, Lower Garden District neighborhoods.

- Option 3A is the preferred alignment option due to its prime central location in downtown New Orleans. Option 3A scored high in several criteria, notably the number of existing riders at local bus stops, amount of public support for the alignment option, number of shared miles between planned bike facilities and the BRT route, and connections between new and existing developments.

Option 3A - Tchoupitoulas
Approximate length: 4.4 miles

Population (1/4 mile): 6,868

Employment (1/4 mile): 56,355

Option 3A Alt 1 - St. Charles
Approximate length: 4.4 miles

Population (1/4 mile): 7,237

Employment (1/4 mile): 45,795

Option 3B - Calliope
Approximate length: 4.6 miles

Population (1/4 mile): 13,854

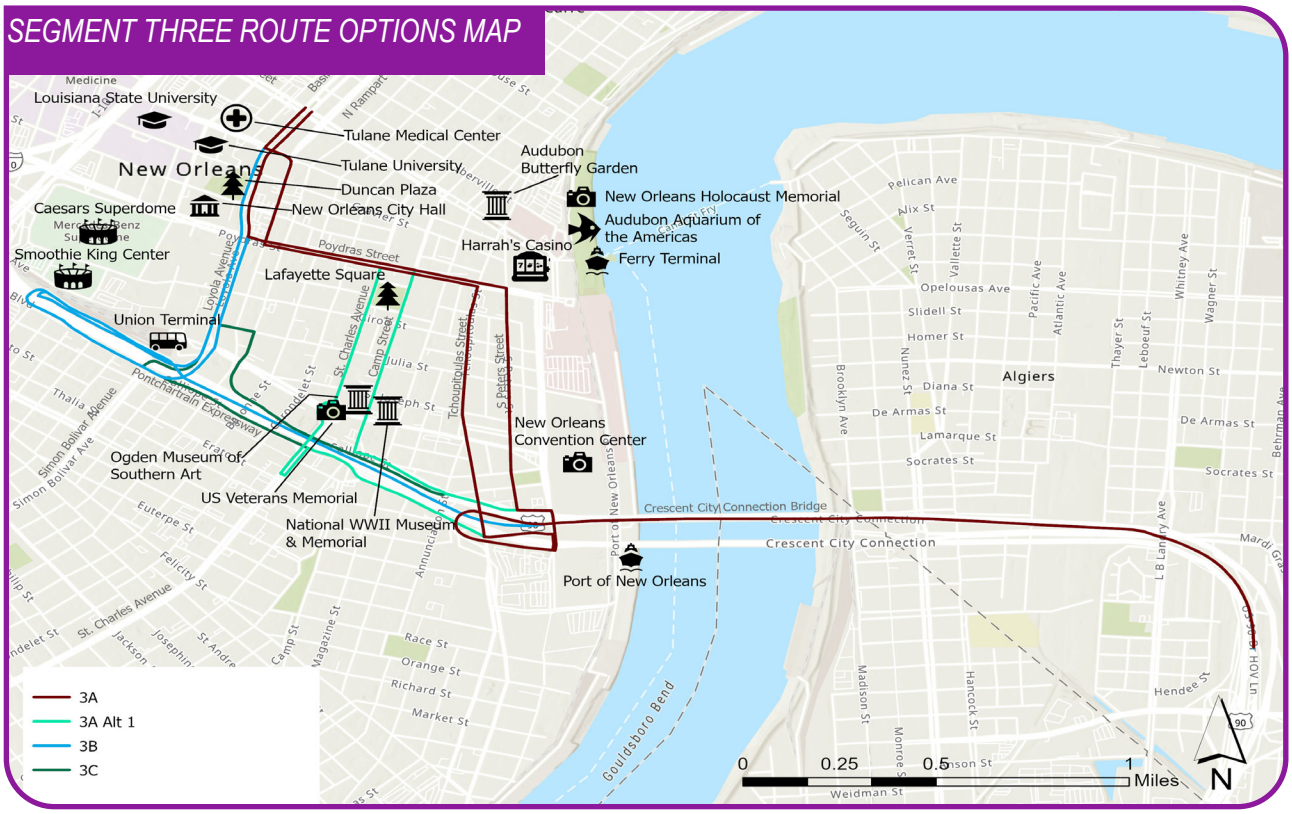
Employment (1/4 mile): 81,319

Option 3C - Loyola/HOV
Approximate length: 4.6 miles

Population (1/4 mile): 7,051

Employment (1/4 mile): 38,461

SEGMENT THREE ROUTE OPTIONS MAP



SEGMENT THREE EVALUATION SUMMARY

CUSTOMER EXPERIENCE

3A Alt 1 best fit the category, with a high ranking in shared miles with local bus facilities and tied with the preferred alternative 3A for public support. 3A scored highest in existing ridership but scored lowest in connectivity to New Links implementation.

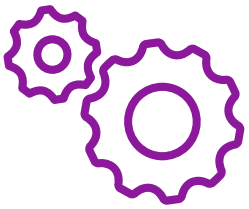
Public survey responses indicated that 3A was the best option due to its potential to serve areas with high population and employment densities. Residents also mentioned that BRT could utilize the HOV lanes, and that connections with Union Terminal and the ferries should be considered. There were many concerns about travel times over the CCC bridge should BRT be implemented.

SUSTAINABILITY

Option 3B scored highest in this category, with high scores in percent inbound/outbound travel time improvements. The preferred alternative, 3A, scored highest in shared miles of planned bike facilities and lowest in percent improvement of outbound travel time. Walkability scores ranged from around 40% for options 3B and 3C, and around 65% for Options 3A and 3A Alt 1.

LAND USE POLICY

3B ranked highest in land use policy, scoring well in future/existing population and employment. The preferred alternative, 3A, scored highest in connections between new and existing developments, but scored lowest in existing population near the alignment and connectivity to key activity centers.



IMPLEMENTATION AND OPERATIONS

3B scored highest, with a high rank in all three criteria of this category: potential costs, environmental impacts, and supportiveness of ROW. The preferred alternative 3A had the highest potential capital costs and scored lowest on supportiveness of ROW.

SEGMENT THREE EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 3			
						3A	3A Alt 1	3B	3C
						Tchoupitoulas	St Charles	Calliope	Loyola-HOV
Land Use Policy	Support compact and mixed-use development	Planned Development	Planned population within 1/4 mile of route alignments	2044 Population within alignment area	3.0	9,789	10,185	17,100	9,101
			Planned employment within 1/4 mile of route alignments	2044 Employment within alignment area	3.0	70,254	54,137	83,511	41,886
	Encourage compact and connected development by increasing service to and from activity and employment centers	Existing Density	Population within 1/4 mile of route alignment	Population near alignment	2.0	6,868	7,237	13,854	7,051
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	2.0	56,355	45,795	81,319	38,461
		Development Patterns	Development trends	Building permits within 1/4 mile of alignment	2.0	3,572	3,943	3,103	3,210
		Increasing Service Connections	Connection between planned and existing development	Direct connection between new development and existing density	2.0	21	19	11	11
		Connectivity to Trip Generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	2.0	4	4	5	5
	Supports Local Populations	Existing Density within Walksheds	Population within 1/2 mile walkshed area	Population within walkshed area.	1.0	5,970	9,888	2,611	9,978
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	1.0	66,242	79,982	37,198	85,332
Implementation and Operations	Define and select transit projects that are cost-effective	Potential Capital Cost Implications	New or complex infrastructure needs	% of area within 1/2 mile of BRT alignment that is walkable.	0.0	4	3	1	2
	Choose transit projects that have support from the public and government agencies	Potential Environmental Impacts	Prevalence of environmental constraints	# of potential environmental constraints	0.0	38	45	30	31
	Providing High-Quality Service	ROW	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	6	6	9	7

SEGMENT THREE EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 3			
						3A	3A Alt 1	3B	3C
						Tchoupitoulas	St Charles	Calliope	Loyola-HOV
Customer Experience	Provide reliable, frequent service	System Connectivity	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	2.0	7	10	9	14
	Accessibility to customer base	Transit User Experience	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	3.0	13,976	13,515	10,921	11,110
	Choose options that support public opinion.	Public Support	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	3.0	2.17	2.17	1.93	1.95
	Local Bus Facilities	Shared Miles	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	2.0	2.8	3.7	2.1	3.3
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.	2.0	26	27	22	27
Sustainability			Inbound	# of minutes to end of segment	1.0	35%	35%	45%	25%
			Outbound	# of minutes to end of segment	1.0	19%	19%	32%	23%
	Define walkability of alignment options	Walkability	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	3.0	65.95%	68.42%	40.03%	41.94%
	Existing and Planned Bike Facilities	Existing Intersects	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	2.0	16	20	14	20
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.	2.0	1.6	1.2	1.8	1.8
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	16	20	11	17
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.	2.0	2.1	1.5	0.8	0.9

SEGMENT FOUR

Segment 4 extends from the off/on ramp of the Pontchartrain Expressway to one of three end points; Option 4A ends at the Wilty Terminal, 4B ends at the Algiers Park & Ride, and 4C ends at the Algiers Regional Library. The three options provide connections for the Behrman, Gretna, Terrytown, and Tall Timbers-Brechtel neighborhoods.

Destinations along these alignment options include several schools, the Oakwood Center Mall, Calvary Baptist School, the Algiers Regional Library, and the Algiers Plaza Mall. Land uses along this segment are generally a mix of historic urban and suburban residential neighborhoods, with most commercial spaces located along General De Gaulle Drive.

Option 3A - Tchoupitoulas

Approximate length: 4.4 miles

Population (1/4 mile): 6,868

Employment (1/4 mile): 56,355

Option 3A Alt 1 - St. Charles

Approximate length: 4.4 miles

Population (1/4 mile): 7,237

Employment (1/4 mile): 45,795

Option 3B - Calliope

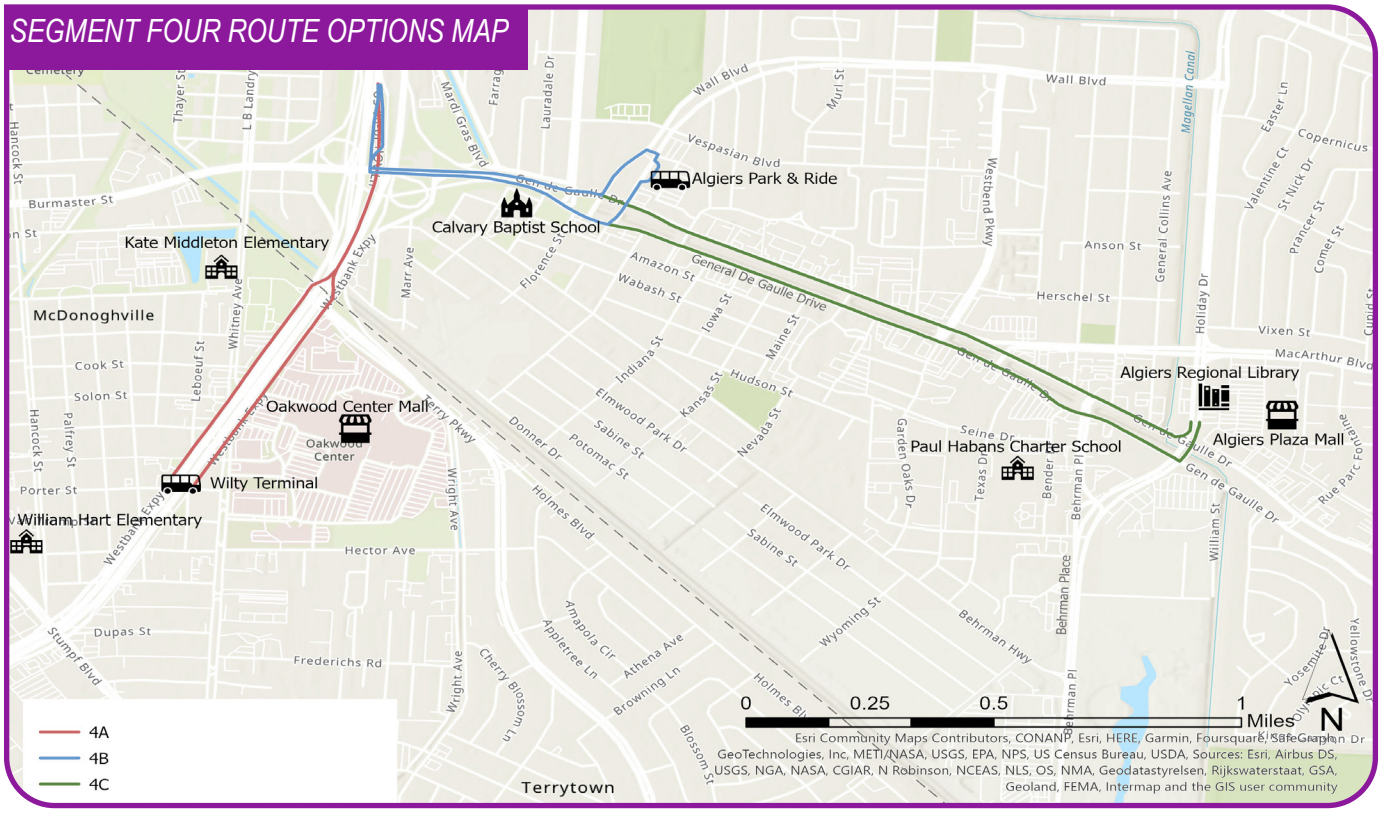
Approximate length: 4.6 miles

Population (1/4 mile): 13,854

Employment (1/4 mile): 81,319

» Option 4B is the preferred alternative due to its strong ranking in public support and decrease in inbound travel time with dedicated lanes. Additionally, 4B tied with other options for decrease in outbound travel times with dedicated lanes, number of connections with local bus service, number of connections to key activity centers, and the number of potential environmental impacts.

SEGMENT FOUR ROUTE OPTIONS MAP



SEGMENT FOUR EVALUATION SUMMARY

CUSTOMER EXPERIENCE

The preferred alternative, 4B, tied with 4C for the top ranking in the number of connections utilizing New Links, and the number of local bus service connections. Survey responses indicated that Option 4C was the most popular, due to its location deep into Algiers reaching more people and jobs. There was an almost even number of other comments indicating that 4A and 4B were also good choices, since they already serve transit users.

SUSTAINABILITY

Segment 4C again best fit the category, scoring highly in a majority of the criteria, including outbound percent improvement in travel time, walkability score, and the number of shared miles with existing bike facilities. 4B, the preferred alternative, scored moderately in all the categories and tied for the highest ranking in percent improvement in outbound travel time and the number of planned connections to the bike network. 4B scored lowest in the number of connections and shared miles with the existing bike network and the number of shared miles of planned bike facilities.

LAND USE POLICY

Segment 4C ranked highest in land use policy, scoring well in the majority of criteria. The preferred alternative 4B again scored moderately in most criteria but tied with the other options for the number of connections to key activity centers. Due to the extremely short length of Option 4B, it scores relatively lowly in the majority of criteria, such as future population/employment and employment within walkable distance of the alignment.

IMPLEMENTATION AND OPERATIONS

4A scored highest in this category, ranking highest on supportiveness of ROW for BRT and having the lowest potential capital costs. The preferred alternative 4B scored lowest on supportiveness of ROW for BRT, and all three options had no potential environmental impacts.

SEGMENT FOUR EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 4		
						4A	4B	4C
						HOV - Wilty	HOV - Algiers Library	HOV - PNR Lot
Land Use Policy	Support compact and mixed-use development	Planned Development	Planned population within 1/4 mile of route alignments	Population within alignment area	3.0	5,164	4,845	10,551
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	2.0	4,552	2,062	4,160
	Encourage compact and connected development by increasing service to and from activity and employment centers	Existing Density	Population within 1/4 mile of route alignment	Population near alignment	2.0	4,057	4,286	9,741
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	2.0	4,726	1,376	4,188
		Development Patterns	Development trends	Building permits within 1/4 mile of alignment	2.0	67	197	425
		Increasing Service Connections	Connection between planned and existing development	Direct connection between new development and existing density	0.0	0	1	2
		Connectivity to Trip Generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	2.0	0	0	0
	Supports Local Populations	Existing Density within Walksheds	Population within 1/2 mile walkshed area	Population within walkshed area.	2.0	2,497	3,145	10,281
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	3.0	3,817	1,406	4,321
Implementation and Operations	Define and select transit projects that are cost-effective	Potential Capital Cost Implications	New or complex infrastructure needs	% of area within 1/2 mile of BRT alignment that is walkable.	0.0	1	2	3
	Choose transit projects that have support from the public and government agencies	Potential Environmental Impacts	Prevalence of environmental constraints	# of potential environmental constraints	3.0	0	0	0
	Providing High-Quality Service	ROW	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	18	13	14

SEGMENT FOUR EVALUATION

Alternatives Analysis Evaluation Criteria			Measures		Weight	Segment 4		
						4A	4B	4C
						HOV - Wilty	HOV - Algiers Library	HOV - PNR Lot
Customer Experience	Provide reliable, frequent service	System Connectivity	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	2.0	6	7	7
	Accessibility to customer base	Transit User Experience	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	3.0	761	224	501
	Choose options that support public opinion.	Public Support	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	2.0	1.93	2.16	2
	Local Bus Facilities	Shared Miles	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.		3.6	3.6	5.7
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		7	7	7
Sustainability			Inbound	# of minutes to end of segment	1.0	0.0%	28.1%	15.0%
			Outbound	# of minutes to end of segment	1.0	0.0%	0.0%	0.0%
	Define walkability of alignment options	Walkability	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	2.0	26.17%	28.58%	40.50%
	Existing and Planned Bike Facilities	Existing Intersects	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	2.0	0	4	6
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.	2.0	0.0	0.2	0.2
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.	2.0	1	4	10
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.	2.0	0.0	0.2	2.6

LOCALLY PREFERRED ALTERNATIVE

LOCALLY PREFERRED ALTERNATIVE (LPA)

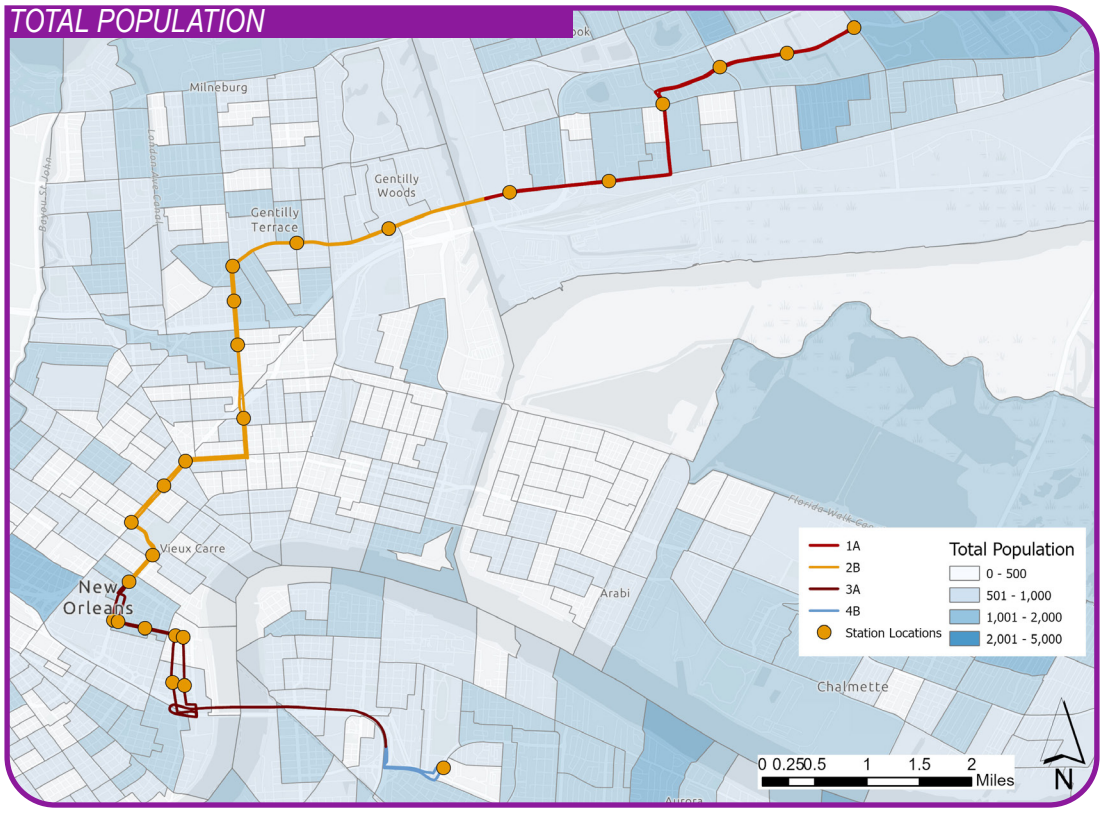
The previously identified segments represent the preferred alternative as determined through the engagement process and technical evaluation. The preferred alternative has been identified as the LPA for the BRT corridor connecting New Orleans East with downtown and on to Algiers, totaling approximately 15 miles in length. The LPA contains the follow key statistics:

- Population within walkable distance (1/2 mile): 30,663
- Employment within walkable distance (1/2 mile): 68,258
- Existing Ridership on local service: 18,113
- Average walkability score of 45%
- Connections to key activity centers (1/4 mile): 18

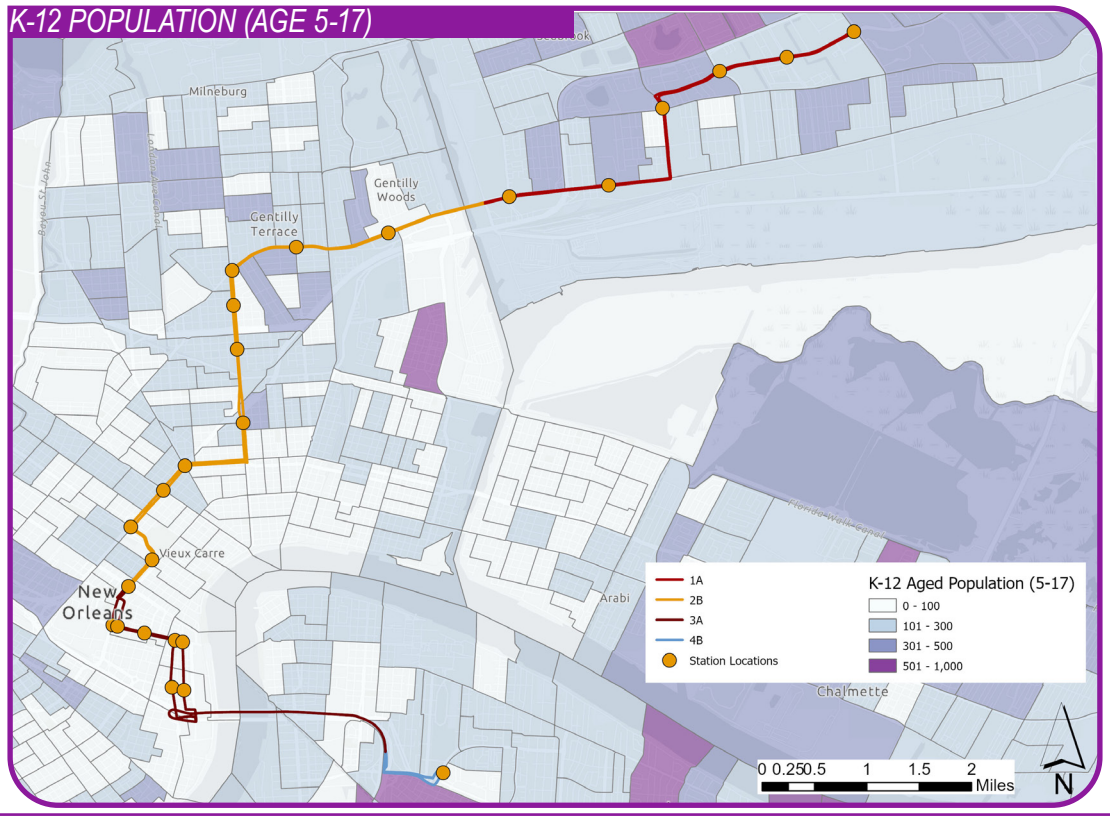
More detailed demographics pertaining to the LPA that are within a half mile of the corridor can be found in the table below and in the graphics on the following pages.

	LPA Demographics (1/2 Mile)
Total Population	70,653
K-12 Population (5-17)	12,087
College Age Population (18-24)	4,558
Elderly Population (65+)	8,617
Percent Minority	79.8%
Total Employment	91,111
Average Median Household Income	$36,074
Zero Car Households	7,862
Population below the Povery Level	20,973

TOTAL POPULATION

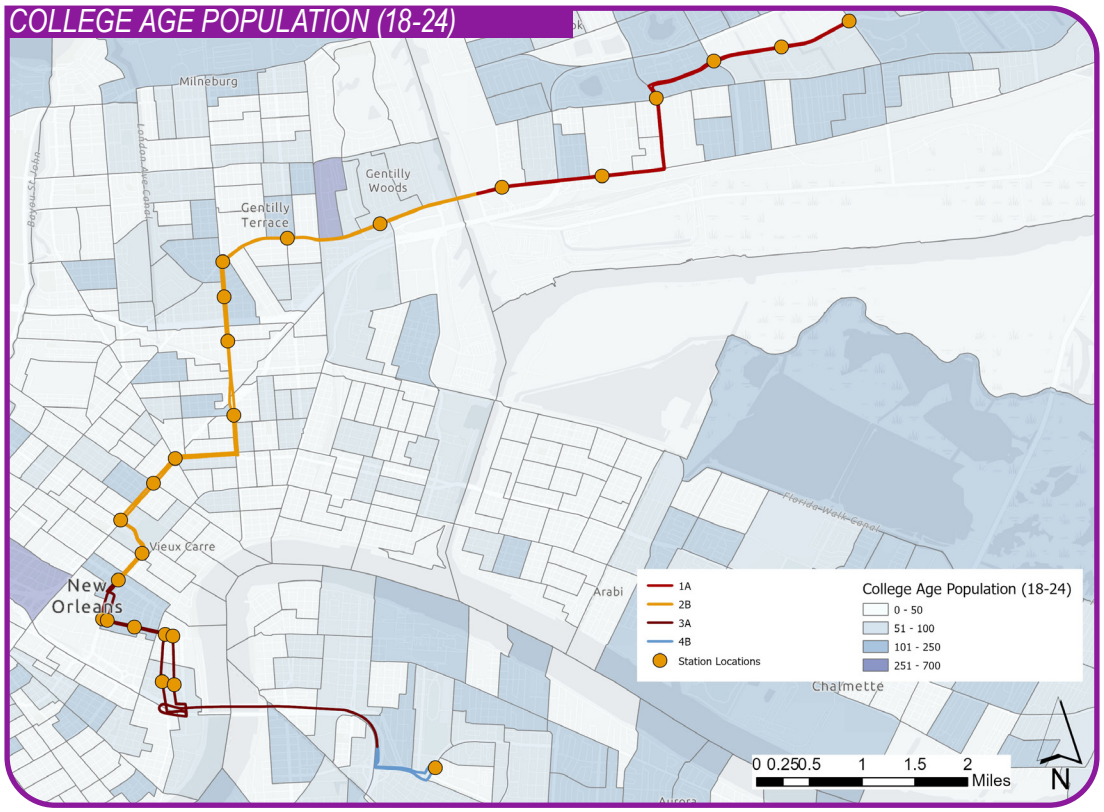


K-12 POPULATION (AGE 5-17)

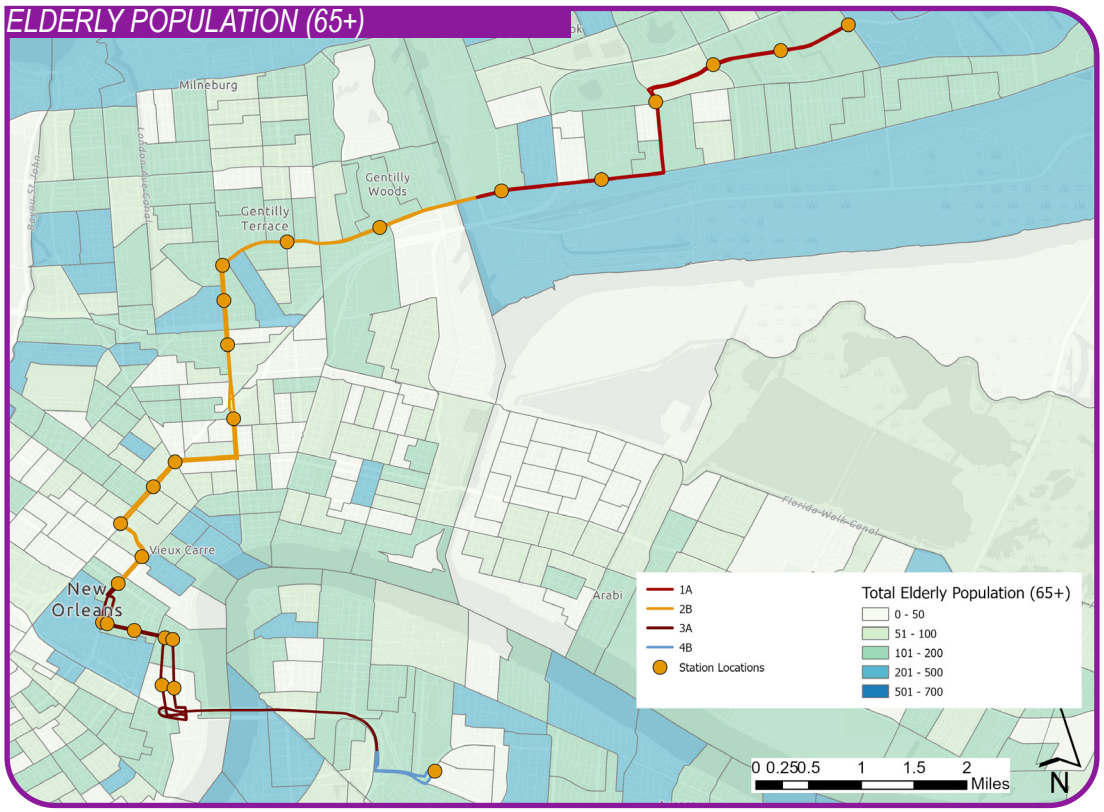


LOCALLY PREFERRED ALTERNATIVE

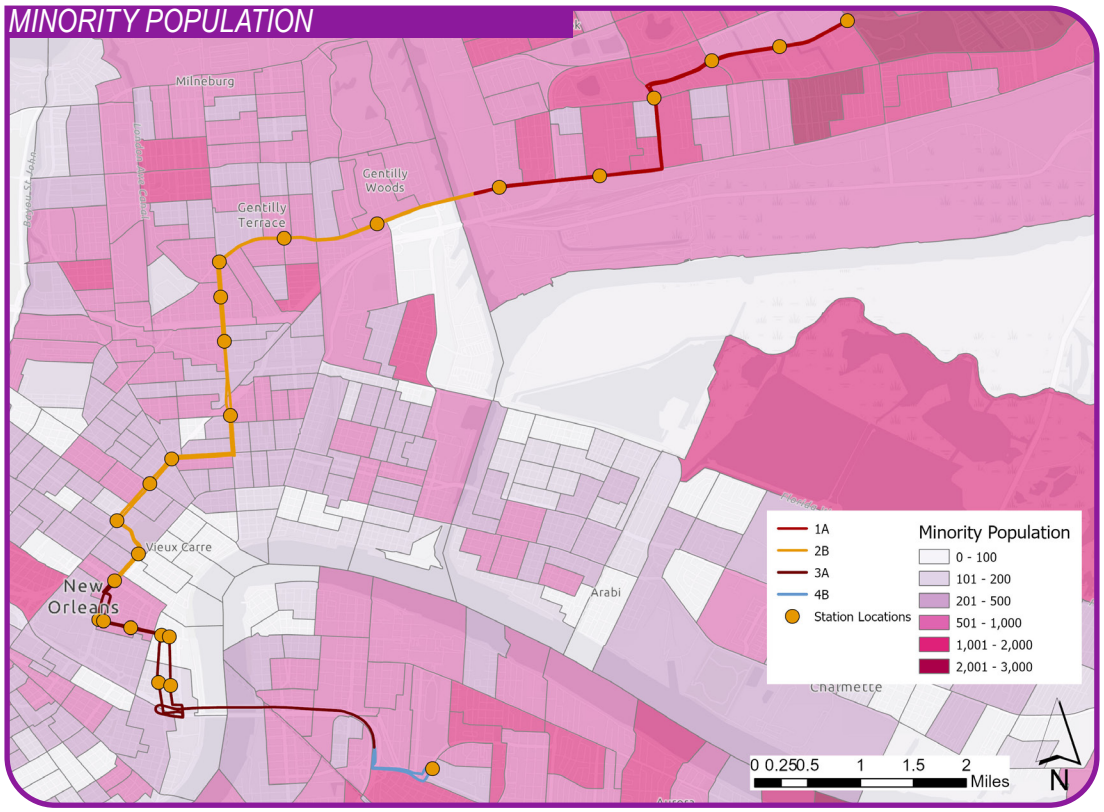
COLLEGE AGE POPULATION (18-24)



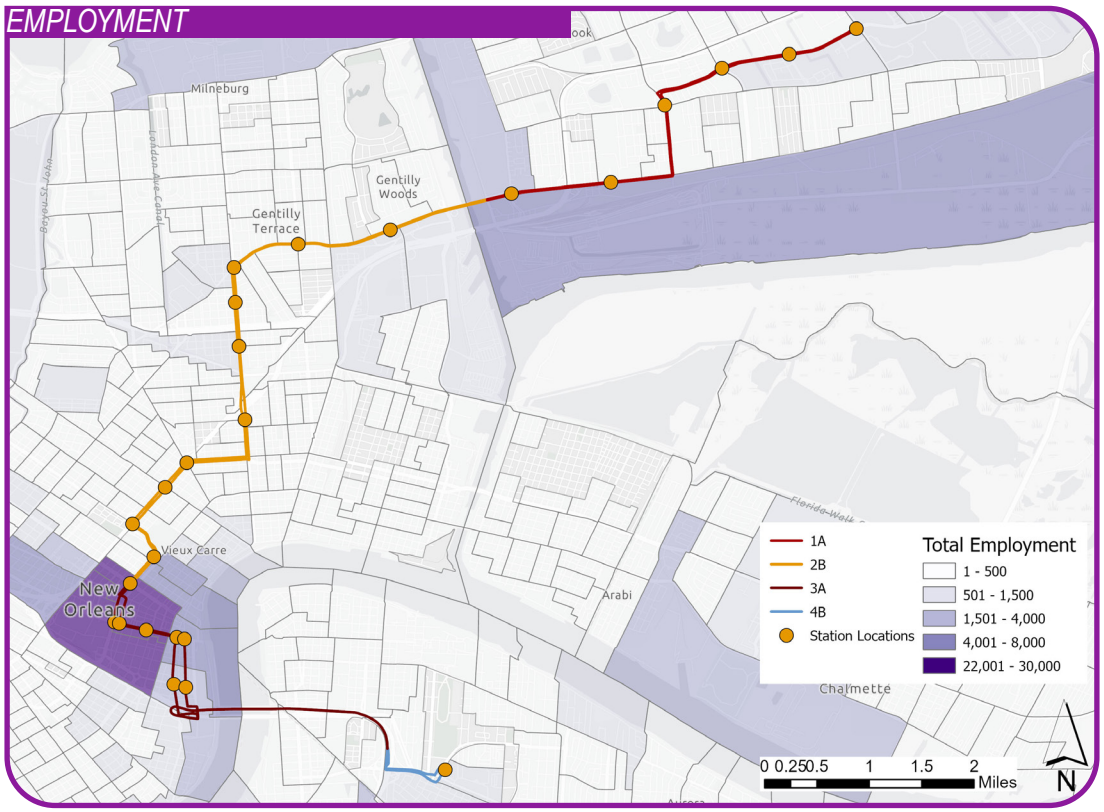
ELDERLY POPULATION (65+)



MINORITY POPULATION

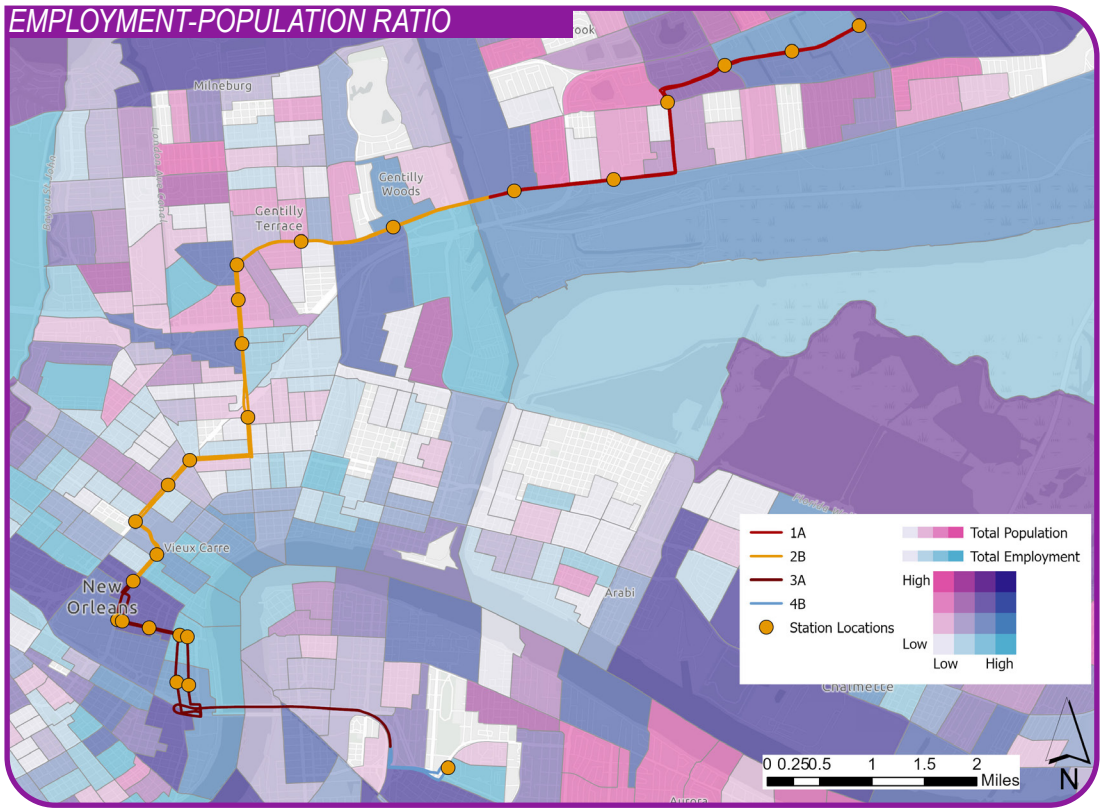


EMPLOYMENT

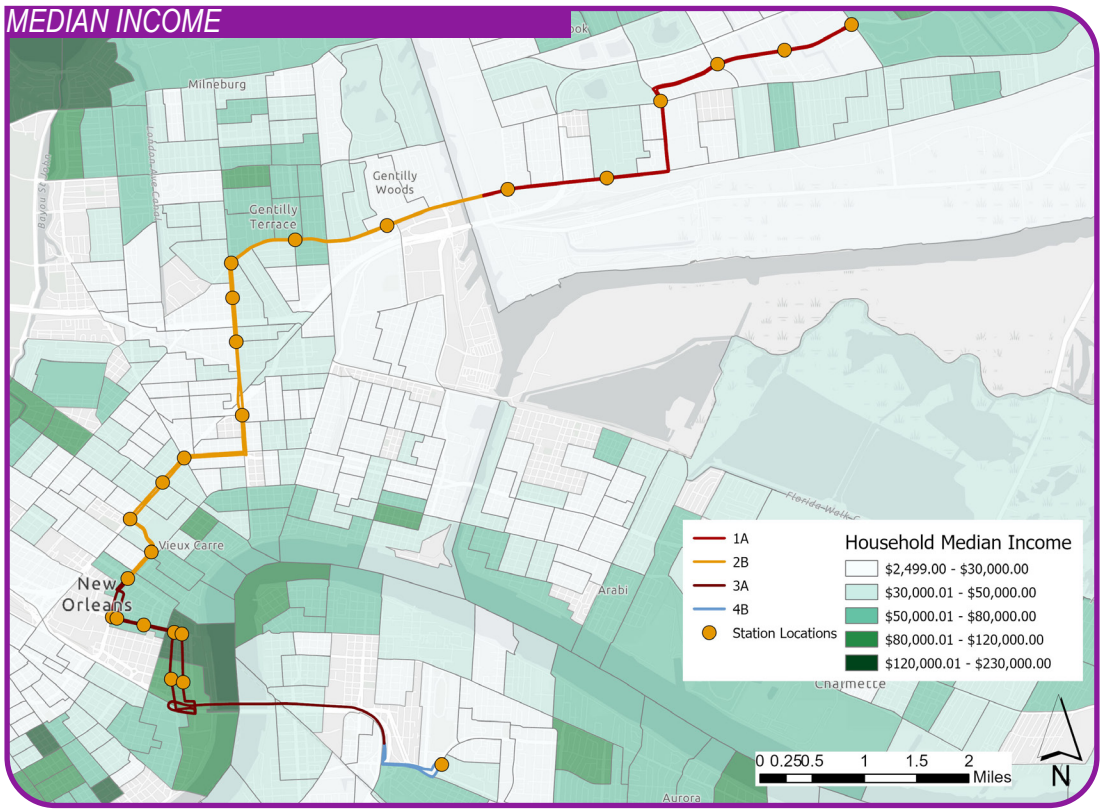


LOCALLY PREFERRED ALTERNATIVE

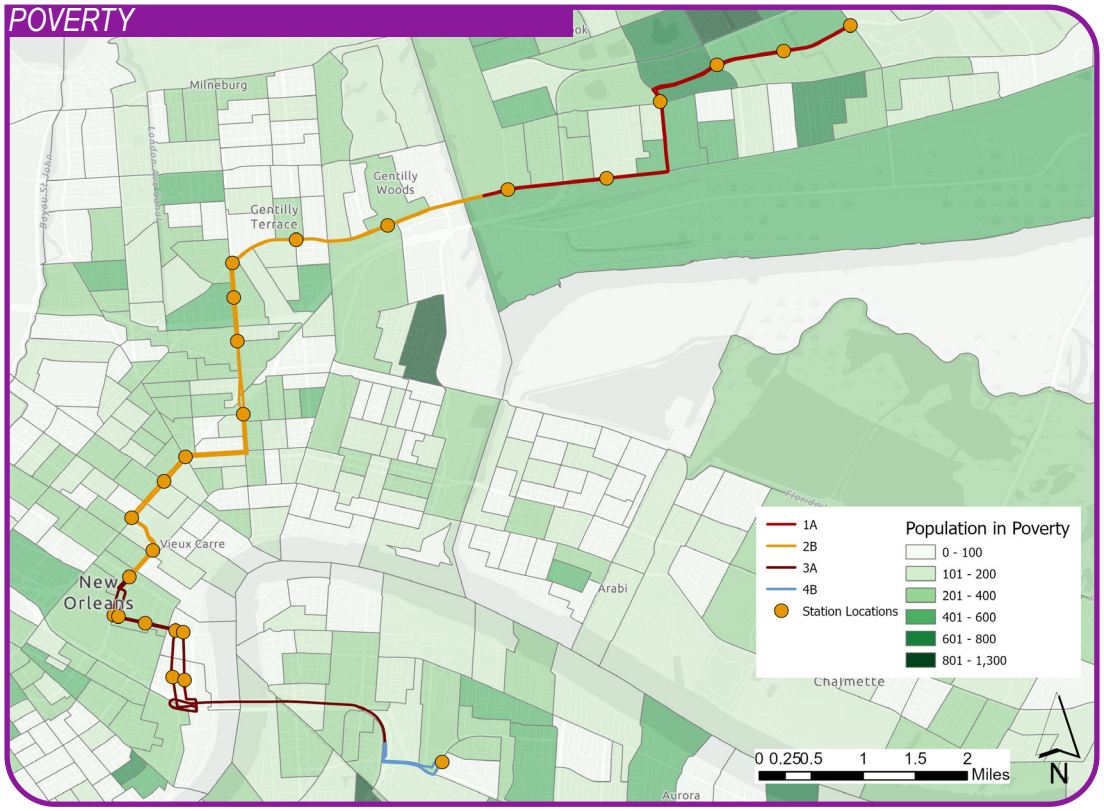
EMPLOYMENT-POPULATION RATIO



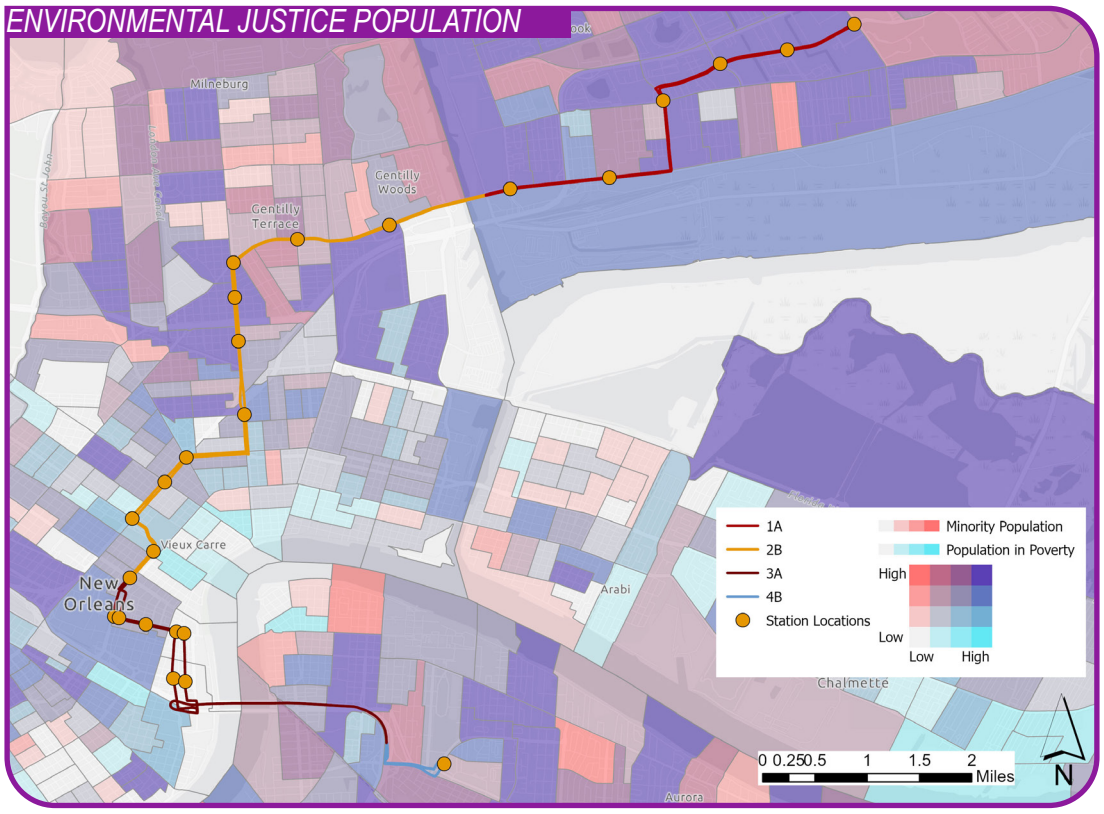
MEDIAN INCOME



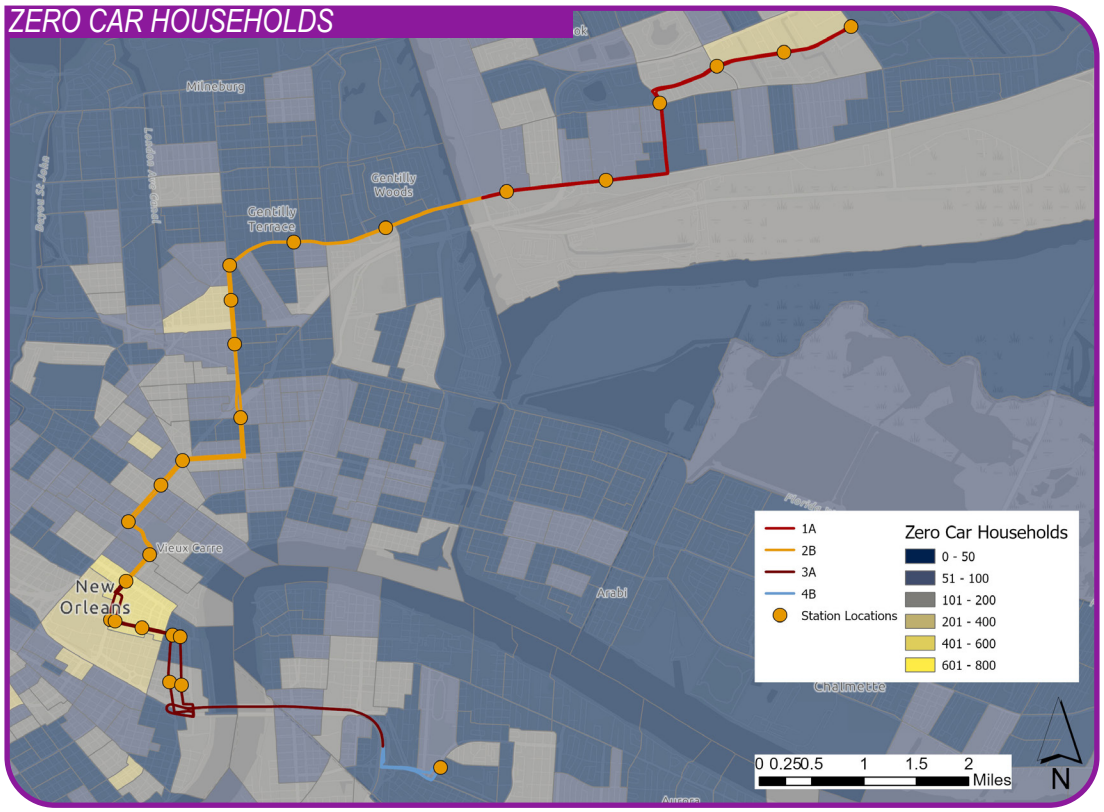
POVERTY



ENVIRONMENTAL JUSTICE POPULATION



LOCALLY PREFERRED ALTERNATIVE



STATION PLACEMENT

As part of the Locally Preferred Alternative (LPA), preliminary station locations were identified along the alignment according to the half-mile spacing standard identified in the *Bus Rapid Transit Design Guidelines* (with exceptions made for specific areas, such as universities or key activity centers). The preliminary stations for the alignment are identified in the following sections for each segment.

LOCALLY PREFERRED ALTERNATIVE

SEGMENT 1

Segment 1 consists of six station locations spaced approximately a half mile apart. The terminus at Lake Forrest Boulevard and Read Boulevard will serve as the eastern terminus. This location will also serve as the future location of the New Orleans East Transit Center.

1. Lake Forrest Boulevard @ Read Boulevard
2. Lake Forrest Boulevard @ Bundy Road
3. Lake Forrest Boulevard @ Crowder Boulevard
4. Wilson Avenue @ Dwyer Road
5. Chef Menteur Highway @ Sisters of the Holy Motherhouse
6. Chef Menteur Highway @ Downman Road

SEGMENT ONE STATION LOCATIONS

SEGMENT 2

Segment 2 consists of 10 station locations. In order to provide proper connectivity the station locations at Elysian Fields Avenue @ Sere Street and North Claiborne Avenue @ Esplanade Avenue are included. The station at Chef Menteur Highway and the Walmart will be revisited as plans for the future Gentilly Woods Transit Center are advanced.

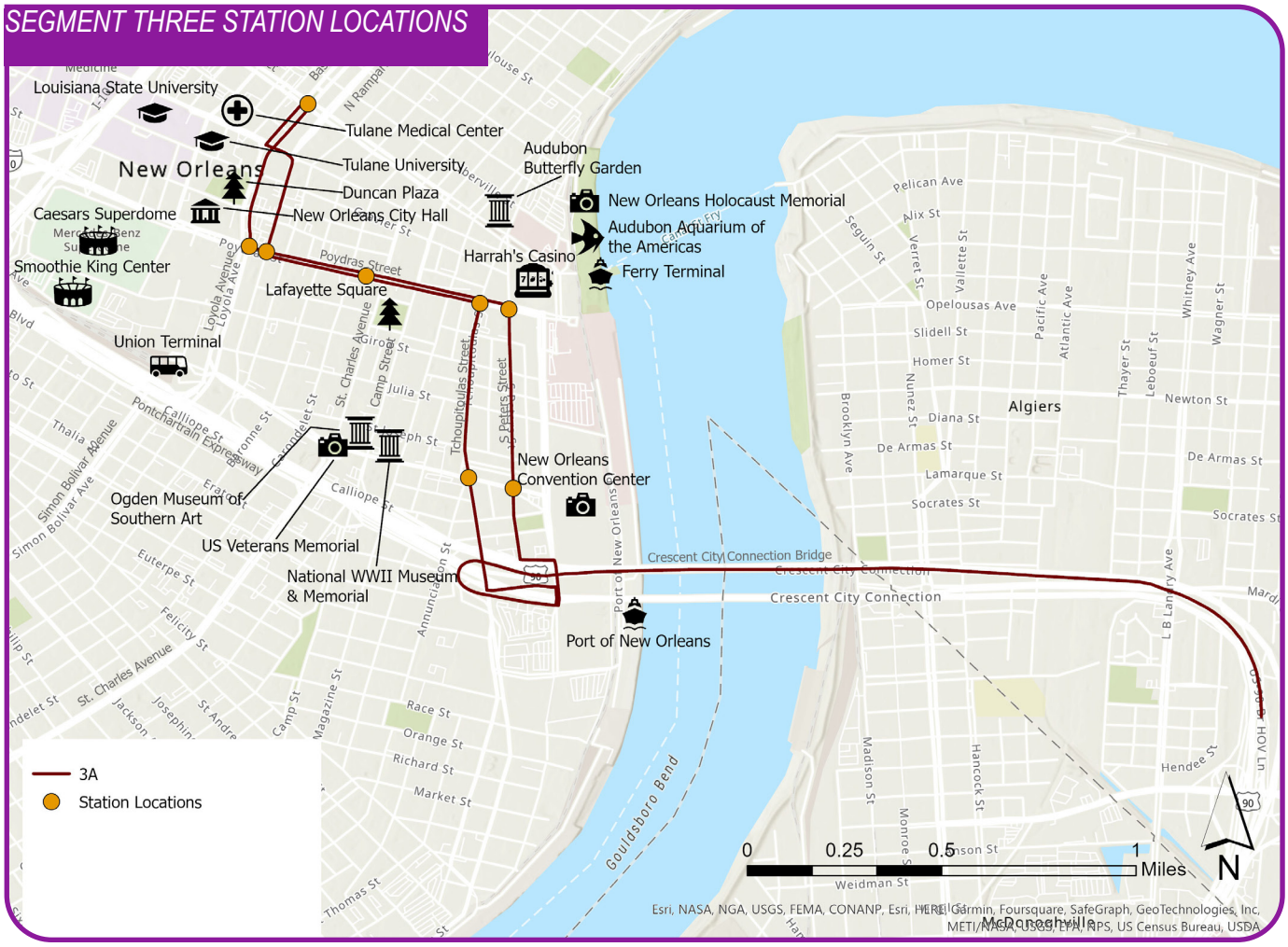
1. Chef Menteur Highway @ Walmart
2. Gentilly Boulevard @ Franklin Avenue
3. Gentilly Boulevard @ Elysian Fields Avenue
4. Elysian Fields Avenue @ Sere Street
5. Elysian Fields Avenue @ Abundance Street
6. Elysian Fields Avenue @ N Galvez Street
7. North Claiborne Avenue @ St. Bernard Avenue
8. North Claiborne Avenue @ Esplanade Avenue
9. North Claiborne Avenue @ Orleans Avenue
10. Basin Street @ Toulouse Street

LOCALLY PREFERRED ALTERNATIVE

SEGMENT 3

Segment 3 consists of 5 station locations. The route will serve the future transit center at Basin and Canal before continue through downtown providing connections to major employment centers. Within Segment 3 there is the future potential for an extension into the River District which is currently advancing redevelopment plans.

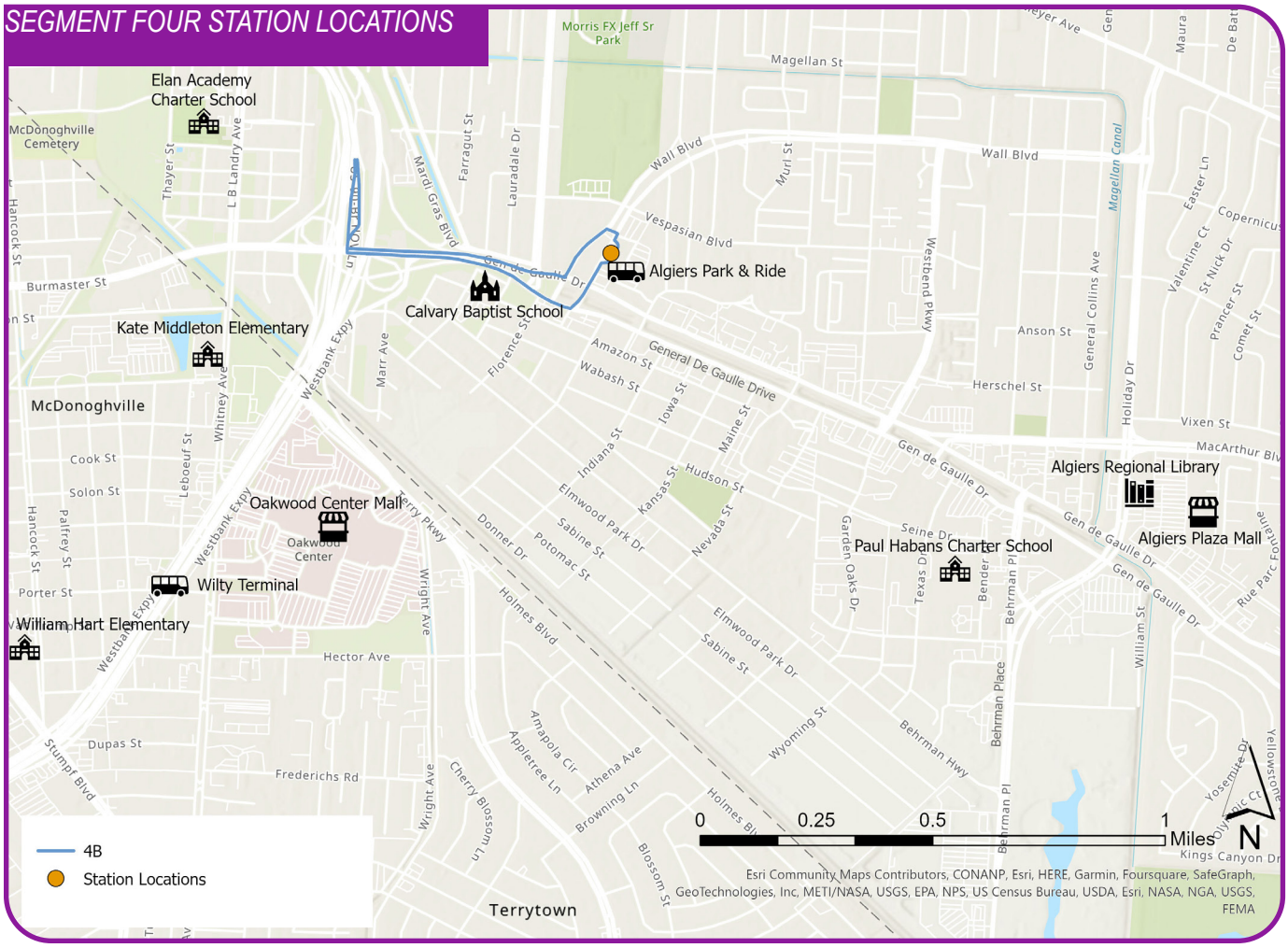
1. Basin Street @ Canal Street
2. Loyola Avenue/S Rampart Street @ Poydras Avenue
3. Poydras Street @ St. Charles
4. Tchoupitoulas Street/S Peters Street @ Poydras Street
5. Tchoupitoulas Street/S Peters Street @ Andrew Higgins Boulevard



SEGMENT 4

The BRT route will terminate at the Algiers Park and Ride. Future extension will be considered that would extend the route further into Algiers to locations such as the Algiers Library. As the project advances local route modifications will be considered to insure connectivity to Wilty Terminal and other areas within the West Bank.

1. Wall Boulevard @ Algiers Park & Ride



CONCLUSION

Safe and efficient operations is paramount for successful BRT service. All options evaluated, within all segments, provide both opportunities and challenges that NORTA will need to weigh. Options that rose to the top of the evaluation process provide a starting point for final alignment consideration. Key elements of any project such as cost and public support can change over time but utilizing a standardized method of analyzing these options will help decision makers determine next steps in design and construction. For more information on the analysis please refer to Appendix A. With the LPA identified this phase of study will continue to complete project definition. The final Project Definition report will include this report as a chapter and include details around ridership forecasts, traffic analysis, conceptual engineering, preliminary environmental screening, and funding plan. The Project Definition report will guide the project into Project Development which will include NEPA and preliminary design.

RTA

BUS RAPID TRANSIT
Locally Preferred Alternative

DEVELOPED FOR
THE NEW ORLEANS REGIONAL TRANSIT AUTHORITY

ILSI ENGINEERING HNTB The HAWTHORNE AGENCY, INC.

Appendices

APPENDIX A - CRITERIA EVALUATION

APPENDIX B - PUBLIC SURVEY SUMMARY

APPENDIX C - STAKEHOLDER ENGAGEMENT MEETINGS

APPENDIX A - CRITERIA EVALUATION

Segment 1 Criteria Evaluation

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 1		
							Chef/Downman - Wilson - Lake Forest - Lake Forest/Read (Option1A)	Chef/Downman - Bundy - Lake Forest - Lake Forest/Read (Option 1B)	Chef/Downman - Dwyer - Lake Forest - Lake Forest/Read (Option 1C)
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	5	5	5
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	1,017	1,022	1,053
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	3.0	1.94	1.76	2.34
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.	2.0	3.5	3.6	3.6
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		2.0	5.0	5.0	5.0
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	6.9%	6.9%	12.9%
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	13.8%	13.8%	6.9%
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	3.0	36.75%	37.92%	37.95%
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	8.0	6.0	8.0
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	3.8	1.3	3.9
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	17	17	17
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	6.8	4.9	6.8
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned population within 1/4 mile of route alignments	Population within alignment area	Utilize NORPC future (2044) demographic data	3.0	6,764	11,546	7,646
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	Utilize NORPC future (2044) demographic data	3.0	3,769	5,604	3,374
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Population within 1/4 mile of route alignment	Population near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	8,721	11,488	8,605
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	1,828	2,439	2,188
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	1,708	1,694	1,023
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		2.0	1	0	1
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	5	5	5
	Supports Local Populations	**Existing Density within Walksheds**	Population within 1/2 mile walkshed area	Population within walkshed area.	Utilize FME data analysis results.	1.0	5,804	12,679	10,936
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	Utilize FME data analysis results.	1.0	1,198	2,327	2,007
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements. Converted to ranking foramt.	0.0	2	3	1
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	0.0	0	0	0
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	10	11	11

Segment 1 Alignment Options Rankings

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 1		
							Chef/Downman - Wilson - Lake Forest - Lake Forest/Read (Option1A)	Chef/Downman - Bundy - Lake Forest - Lake Forest/Read (Option 1B)	Chef/Downman - Dwyer - Lake Forest - Lake Forest/Read (Option 1C)
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	1	1	1
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	1	2	3
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	3.0	2	1	3
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.	2.0	1	2	3
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		2.0	1	1	1
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	1	1	3
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	2	2	1
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	3.0	1	2	3
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	2	1	2
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	2	1	3
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	1	1	1
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	3	1	2
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned population within 1/4 mile of route alignments	Population within alignment area	Utilize NORPC future (2044) demographic data	3.0	1	3	2
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	Utilize NORPC future (2044) demographic data	3.0	2	3	1
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Population within 1/4 mile of route alignment	Population near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	2	3	1
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	1	3	2
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	3	2	1
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		2.0	2	1	2
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	1	1	1
	Supports Local Populations	**Existing Density within Walksheds**	Population within 1/2 mile walkshed area	Population within walkshed area.	Utilize FME data analysis results.	1.0	1	3	2
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	Utilize FME data analysis results.	1.0	1	3	2
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements.	0.0	2	1	3
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	0.0	1	1	1
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	1	2	2
						Score:	**1.42**	**1.71**	**1.83**
						Rank:	**3**	**2**	**1**
								Option 1C wins!	

Segment 2 Criteria Evaluation

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 2		
							Basin - Claiborne - St Bernard (Option 2A)	Basin - Claiborne - Eleysian Fields (Option 2B)	Rampart - Franklin (Option 2C)
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	14	14	12
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	11,808	11,329	11,512
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	3.0	2.19	2.09	1.78
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.	2.0	9.4	9.4	9.9
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		2.0	26	26	23
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	8.4%	8.2%	8.1%
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	8.1%	7.5%	4.2%
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	3.0	46.69%	47.06%	46.93%
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	31	25	26
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	9.2	3.9	3.5
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	36	26	30
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	7.4	7.4	8.9
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned population within 1/4 mile of route alignments	Population within alignment area	Utilize NORPC future (2044) demographic data	3.0	28,706	21,869	33,664
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	Utilize NORPC future (2044) demographic data	3.0	21,211	18,106	31,098
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Population within 1/4 mile of route alignment	Population near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	28,676	22,608	32,857
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	18,455	16,622	24,324
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	3,537	3,991	4,784
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		2.0	4	4	3
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	9	9	6
	Supports Local Populations	**Existing Density within Walksheds**	Population within 1/2 mile walkshed area	Population within walkshed area.	Utilize FME data analysis results.	1.0	25,621	37,796	29,453
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	Utilize FME data analysis results.	1.0	17,877	21,521	22,239
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements.	0.0	1	3	2
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	0.0	0	0	27
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	11	16	11

Segment 2 Alignment Options Rankings

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 2		
							Basin - Claiborne - St Bernard (Option 2A)	Basin - Claiborne - Eleysian Fields (Option 2B)	Rampart - Franklin (Option 2C)
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	2	2	1
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	3	1	2
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	3.0	3	2	1
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.	2.0	2	1	3
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		2.0	2	2	1
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	3	2	1
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	3	2	1
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	3.0	1	3	2
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	3	1	2
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	3	2	1
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	3	1	2
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	2	1	3
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned population within 1/4 mile of route alignments	Population within alignment area	Utilize NORPC future (2044) demographic data	3.0	2	1	3
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	Utilize NORPC future (2044) demographic data	3.0	2	1	3
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Population within 1/4 mile of route alignment	Population near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	2	1	3
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	2	1	3
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	1	2	3
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		2.0	2	2	1
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	2	2	1
	Supports Local Populations	**Existing Density within Walksheds**	Population within 1/2 mile walkshed area	Population within walkshed area.	Utilize FME data analysis results.	1.0	1	3	2
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	Utilize FME data analysis results.	1.0	1	2	3
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements.	0.0	3	1	2
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	0.0	2	2	1
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	1	3	1
						Score:	**2.02**	**1.60**	**1.91**
						Rank:	**1**	**3**	**2**
							Option 2C wins!		

Segment 3 Criteria Evaluation

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 3			
							Tchoupitoulas-Peters-Poydras (Option 3A)	St. Charles-Camp-Poydras (Option 3A Alt 1)	Calliope-Loyola (Option 3B)	Loyola-HOV (Option 3C)
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	7	10	9	14
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	13,976	13,515	10,921	11,110
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	3.0	2.17	2.17	1.93	1.95
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.	2.0	2.8	3.7	2.1	3.3
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		2.0	26	27	22	27
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	35%	35%	45%	25%
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	19%	19%	32%	23%
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	3.0	65.95%	68.42%	40.03%	41.94%
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	16	20	14	20
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	1.6	1.2	1.8	1.8
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	16	20	11	17
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	2.1	1.5	0.8	0.9
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned population within 1/4 mile of route alignments	Population within alignment area	Utilize NORPC future (2044) demographic data	3.0	9,789	10,185	17,100	9,101
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	Utilize NORPC future (2044) demographic data	3.0	70,254	54,137	83,511	41,886
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Population within 1/4 mile of route alignment	Population near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	6,868	7,237	13,854	7,051
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	56,355	45,795	81,319	38,461
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	3,572	3,943	3,103	3,210
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		2.0	21	19	11	11
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	4	4	5	5
	Supports Local Populations	**Existing Density within Walksheds**	Population within 1/2 mile walkshed area	Population within walkshed area.	Utilize FME data analysis results.	1.0	5,970	9,888	2,611	9,978
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	Utilize FME data analysis results.	1.0	66,242	79,982	37,198	85,332
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements.	0.0	4	3	1	2
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	0.0	38	45	30	31
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	6	6	9	7

Segment 3 Alignment Options Rankings

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 3			
							Tchoupitoulas-Peters-Poydras (Option 3A)	St. Charles-Camp-Poydras (Option 3A Alt 1)	Calliope-Loyola (Option 3B)	Loyola-HOV (Option 3C)
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	1	3	2	4
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	4	3	1	2
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	3.0	3	3	1	2
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.	2.0	2	4	1	3
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		2.0	2	3	1	3
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	2	2	4	1
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	1	1	4	3
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	3.0	3	4	1	2
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	2	3	1	3
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	2	1	3	3
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	2	4	1	3
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	4	3	1	2
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned population within 1/4 mile of route alignments	Population within alignment area	Utilize NORPC future (2044) demographic data	3.0	2	3	4	1
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	Utilize NORPC future (2044) demographic data	3.0	3	2	4	1
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Population within 1/4 mile of route alignment	Population near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	1	3	4	2
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	3	2	4	1
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	3	4	1	2
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		2.0	4	3	1	1
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	1	1	3	3
	Supports Local Populations	**Existing Density within Walksheds**	Population within 1/2 mile walkshed area	Population within walkshed area.	Utilize FME data analysis results.	1.0	2	3	1	4
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	Utilize FME data analysis results.	1.0	2	3	1	4
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements.	0.0	1	2	4	3
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	0.0	2	1	4	3
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	1	1	4	3
						Score:	**2.30**	**2.64**	**2.06**	**2.17**
						Rank:	**2**	**1**	**4**	**3**
								Option 3A Alt 1 wins!		

Segment 4 Criteria Evaluation

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 4		
							HOV - Wilty (Option 4A)	HOV - Algiers Library Option 4B	HOV - PNR Lot Option 4C
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	6	7	7
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	761	224	501
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	2.0	1.93	2.16	2
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.		3.6	3.6	5.7
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.			7	7	7
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	0.0%	28.1%	15.0%
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	0.0%	0.0%	0.0%
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	2.0	26.17%	28.58%	40.50%
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	0	4	6
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	0.0	0.2	0.2
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	1	4	10
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	0.0	0.2	2.6
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned population within 1/4 mile of route alignments	Population within alignment area	Utilize NORPC future (2044) demographic data	3.0	5,164	4,845	10,551
			Planned employment within 1/4 mile of route alignments	Employment within alignment area	Utilize NORPC future (2044) demographic data	2.0	4,552	2,062	4,160
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Population within 1/4 mile of route alignment	Population near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	4,057	4,286	9,741
			Employment within 1/4 mile mile of route alignment	Employment near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	4,726	1,376	4,188
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	67	197	425
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		0.0	0	1	2
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	0	0	0
	Supports Local Populations	**Existing Density within Walksheds**	Population within 1/2 mile walkshed area	Population within walkshed area.	Utilize FME data analysis results.	2.0	2,497	3,145	10,281
			Employment within 1/2 mile walkshed area	Employment within walkshed area.	Utilize FME data analysis results.	3.0	3,817	1,406	4,321
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements.	0.0	1	2	3
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	3.0	0	0	0
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	18	13	14

Segment 4 Alignment Options Rankings

Alternatives Analysis Evaluation Criteria			Measures			Weight	Segment 4		
							HOV - Wilty (Option 4A)	HOV - PNR Lot (Option 4B)	HOV - Algiers Library (Option 4C)
Customer Experience	Provide reliable, frequent service	**System Connectivity**	Connections to existing transit service	Count of connecting routes utilizing New Links. Excludes downtown transit center.	Count of existing routes with stops that intersect the route alignment. Excludes downtown.	2.0	1	2	2
	Accessibility to customer base	**Transit User Experience**	Capture rate of existing riders	Riders at other stops located within 1/2 mile of the route alignment.	Sum of existing ridership based on pre covid 2019 data.	3.0	3	1	2
	Choose options that support public opinion.	**Public Support**	Public support and opinions on BRT alignment options	Public average opinion ranking of which option was preferred	Based on survey data from BRT public survey.	3.0	1	3	2
	Local Bus Facilities	**Shared Miles**	Supportiveness of BRT alignment for access to / integration with local bus routes.	Number of shared miles between the BRT alignment and local bus routes.	Utilize City of New Orleans local bus route GIS data.	2.0	1	2	3
		Connections		Number of connections or intersects between the BRT alignment and local bus routes.		2.0	1	1	1
Sustainability			Inbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	1	3	2
			Outbound	# of minutes to end of segment	Percentage increase with dedicated lanes	1.0	1	1	1
	Define walkability of alignment options	**Walkability**	Supportiveness of BRT alignment for pedestrian access.	% of area within 1/2 mile of BRT alignment that is walkable.	GIS walkshed analysis results based on proposed BRT alignment.	3.0	1	2	3
	Existing and Planned Bike Facilities	**Existing Intersects**	Supportiveness of BRT alignment for bicyclist access.	Number of existing bike routes that connect or intersect with the BRT alignment.	Utilize City of New Orleans bike map data.	2.0	1	2	3
		Existing Shared Miles		Number of shared miles between the BRT alignment and existing bike facilities.		2.0	1	2	2
		Planned Intersects		Number of planned bike routes that connect or intersect with the BRT alignment.		2.0	1	2	3
		Planned Shared Miles		Number of shared miles between the BRT alignment and planned bike facilities.		2.0	1	2	3
Land Use Policy	Support compact and mixed-use development	**Planned Development**	Planned densities within 1/4 mile of route alignments	Population density within alignment area	Utilize NORPC future (2044) demographic data	3.0	2	1	3
			Planned densities within 1/4 mile of route alignments	Employment density within alignment area	Utilize NORPC future (2044) demographic data	3.0	3	1	2
	Encourage compact and connected development by increasing service to and from activity and employment centers	**Existing density**	Residential density within 1/4 mile of route alignment	Population per square mile near alignment	Utilize 2015 - 2019 American Community Survey (ACS) 5-year estimates	2.0	1	2	3
			Employment density within 1/4 mile mile of route alignment	Employment per square mile near route alignment	Utilize 2019 Census LEHD origin-destination employment statistics	2.0	3	1	2
		Development patterns	Development trends	Building permits within 1/4 mile of alignment	City of New Orleans building permit data	2.0	1	2	3
		Increasing service connections	Connection between planned and existing development	Direct connection between new development and existing density		2.0	1	2	3
		Connectivity to trip generators	Connection to key activity centers	Count of connections to key activity centers (RTA to provide essential service layer) within 1/4 mile of route	Essential service points	2.0	1	1	1
	Supports Local Populations	**Existing Density within Walksheds**	Residential density within 1/2 mile walkshed area	Population per square mile within walkshed area.	Utilize FME data analysis results.	1.0	1	2	3
			Employment density within 1/2 mile walkshed area	Employment per square mile within walkshed area.	Utilize FME data analysis results.	1.0	2	1	3
Implementation and Operations	Define and select transit projects that are cost-effective	**Potential capital cost implications**	New or complex infrastructure needs	Cost estiamtes - Standard, high, or very high cost implications (related to typical roadway work)	Assume $20 million a mile for portion of a route that ROW is sufficient, and $5 million a mile for BRT lite treatements.	0.0	3	2	1
	Choose transit projects that have support from the public and	**Potential environmental impacts**	Prevalence of environmental constraints	# of potential environmental constraints	Property acquisition, visual impacts, section 4(f) resource impacts, construction impacts, and social justice impacts	0.0	1	1	1
	Providing High-Quality Service	**ROW**	Supportiveness of existing conditions for project development for transit priority (guideway, TSP, queue jumps)	ROW width	Utilize New Orleans parcel data ao approximate ROW. 4 lanes or more were determined to be adequate for dedicated guideways.	2.0	3	1	2
						Score:	**1.47**	**1.60**	**2.28**
						Rank:	**3**	**2**	**1**
									Option 4C wins!

APPENDIX B - Public Survey Summary

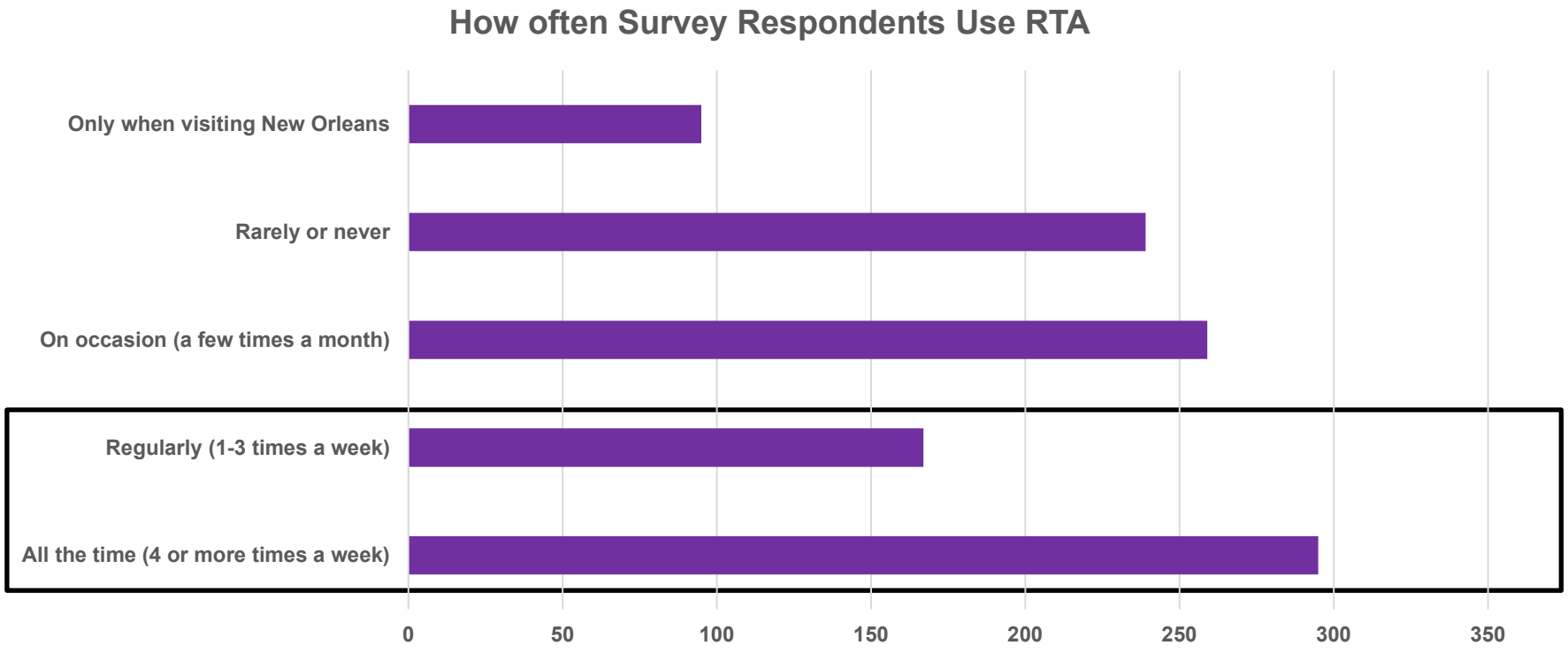
New Orleans Regional Transit Authority

Bus Rapid Transit Survey RESULTS

July 2022

BRT Survey: Respondents

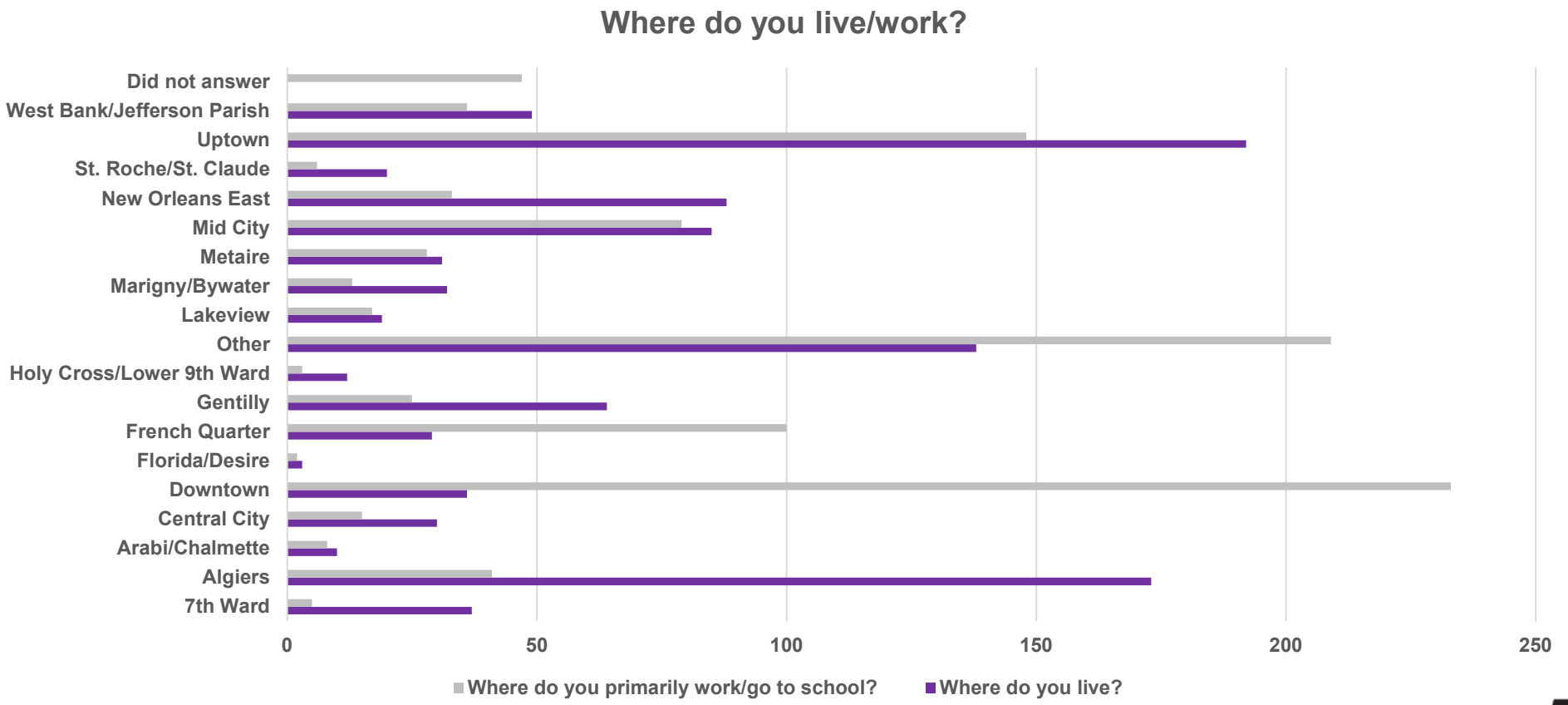
Collected a total of 1,063 responses from residents including online polls, meetings, and workshops, with 462 responses from "regular riders" (~2+ times per week).



"regular riders"

BRT Survey: Place of Residence/Employment

Majority of respondents are from Uptown, Algiers, or used the “Other” category.
Majority of respondents work/go to school in either Downtown or Uptown, or answered in the “Other” Category.



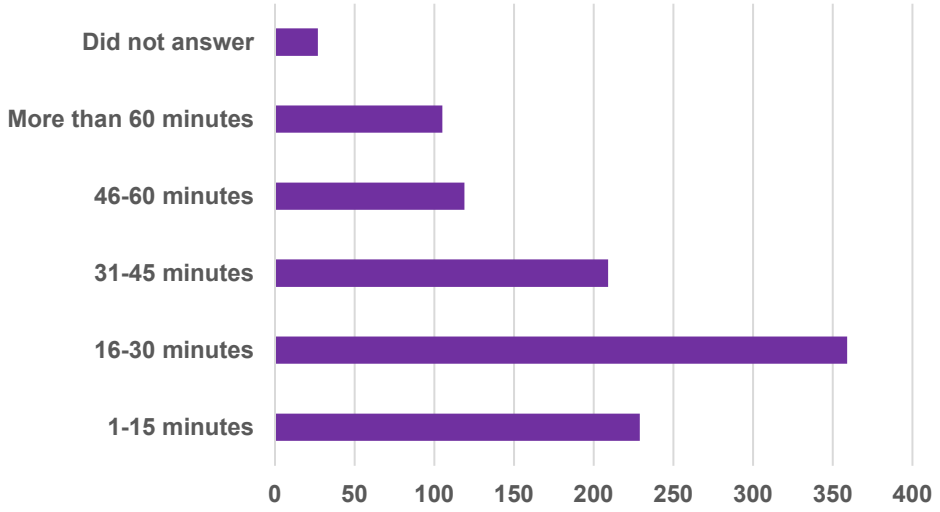
“Other” Category answers include (but are not limited to):

Kentucky
Ireland
Anchorage, Alaska
Houston, Texas
Washington D.C.
Birmingham, Alabama
Baton Rouge
Lower Garden District
Seattle, Washington
Baltimore, Maryland
Chicago, Illinois
Etc.

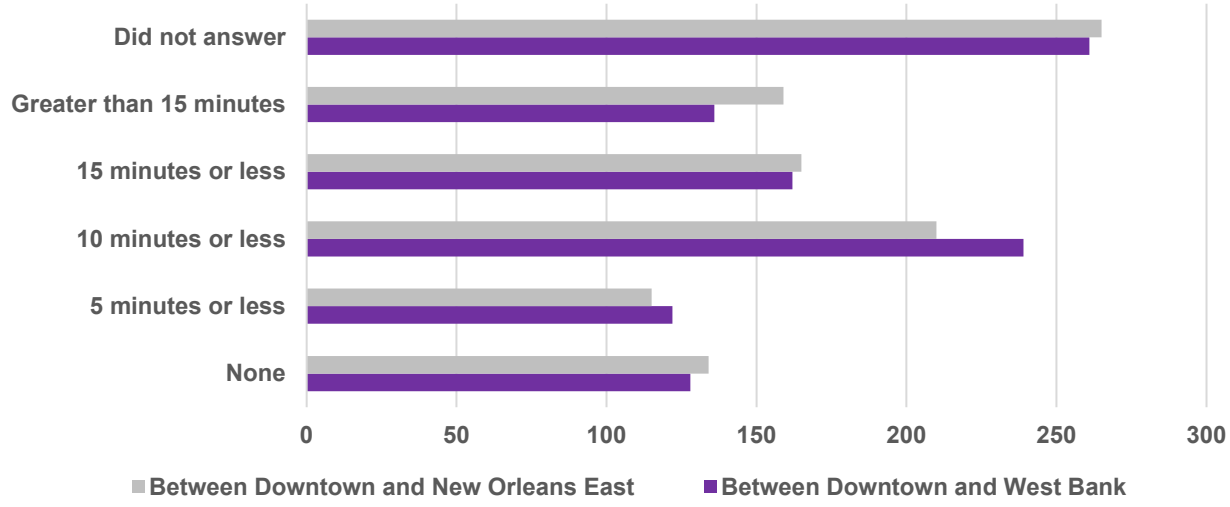
BRT Survey: Ride Time

The typical commute for most riders lasts between 16 and 30 minutes. Most riders feel that 10 minutes or less of additional travel time is acceptable.

How long does your commute typically take?



How much additional travel time is acceptable to implement BRT?



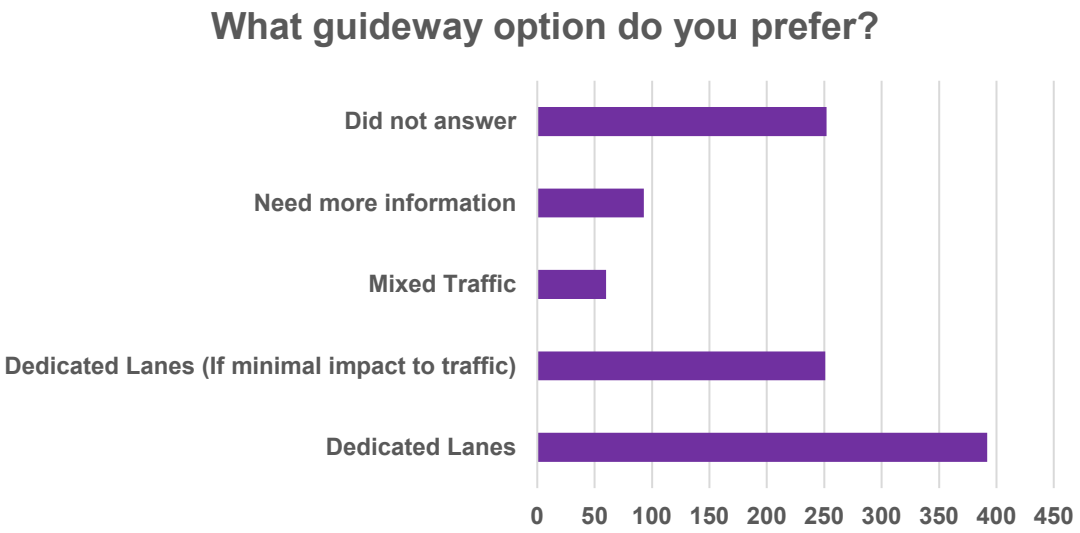
BRT Survey: Benefits

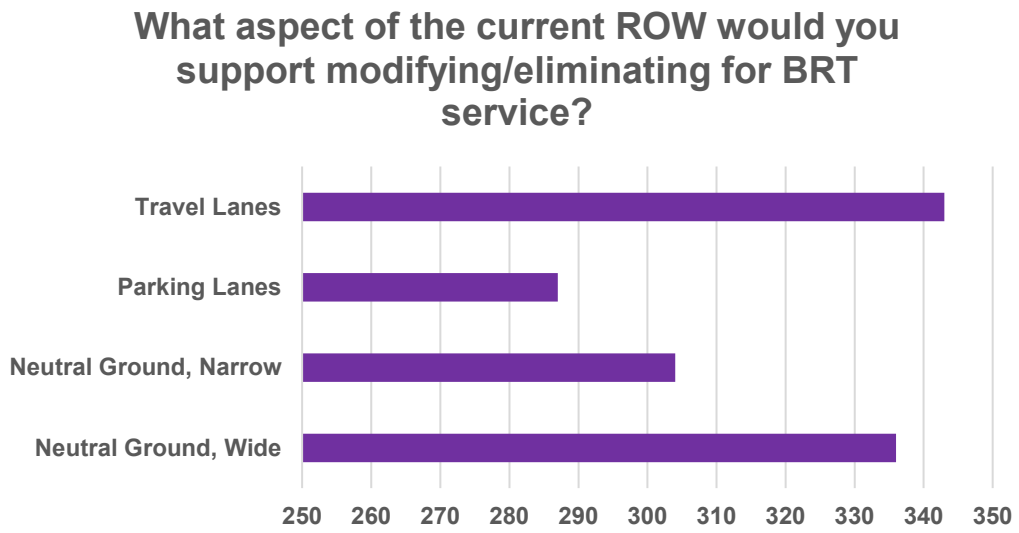
The most wanted benefit from BRT was fast and reliable service. Following this was congestion relief and improving streets for all users.

	BRT Benefits					
Ranking	Fast and Reliable Service	Congestion Relief	Corridor Revitilization	Attracting Investment	Improving Streets for Users	Improving Streets for Utilities
1	553	80	36	24	124	61
2	126	248	67	83	238	99
3	61	185	151	125	193	138
4	50	135	209	185	104	166
5	26	103	224	208	135	131
6	59	94	141	205	59	269
Did not answer	173	203	220	218	195	184

BRT Survey: Guideway Preference

Most respondents supported removing travel lanes to support BRT implementation.





Common comments:
Much concern over New Orleans driver attitudes towards dedicated lanes, i.e., using them or parking in them anyways.
Lots of respondents want bike facilities as part of this project.
If dedicated lanes are to be used, then the city MUST enforce them.
Many respondents want dedicated lanes but want something to physically separate it from normal traffic.
Many respondents mention wanting center-running BRT.
Respondents want neutral green space to be preserved, along with large trees along roads.
Many people confused about what the guideway options mean, what the categories of ROW mean, and what ROW is.
Respondents are adamant about not touching the neutral green space and trees.

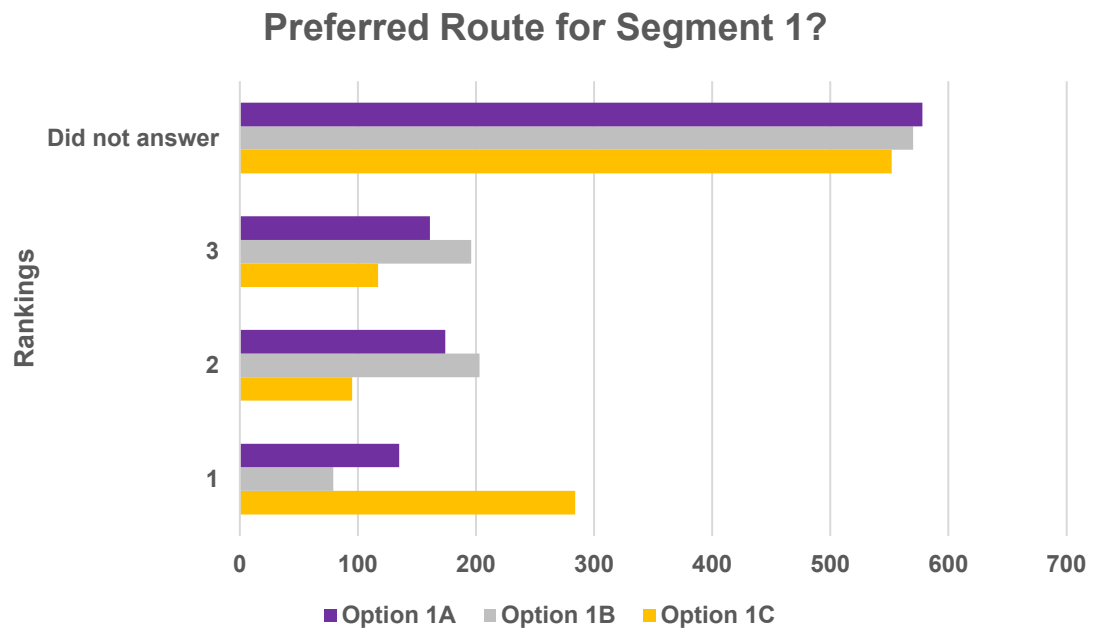
BRT Survey: Transit Priority Comments

Comments and Questions included, but are not limited to:

- How would bikes and sidewalks be affected?
- Need to adopt a transit hierarchy like other cities.
- BRT lanes should permit electric vehicles and carpools.
- Why is rail precluded? Why no light rail, or elevated rail?
- What does BRT mean for everyday drivers?
- Would like to see more space on vehicles for luggage, Wi-Fi on vehicles, and onboard advertising too.
- Where can I talk to RTA if I have further commentary?
- How soon will this project be started?
- We should reduce impervious pavement, great opportunity to increase water infiltration.
- What would the BRT schedule look like?
- Are monorails too expensive?
- How is RTA determining the need for this?
- Remember to have bike lanes in the priorities!
- Etc.

BRT Survey: Segment 1

Option 1C was the clear choice of preference by the public.



Preferred Choice by Residence

	Option 1A	Option 1B	Option 1C
7th Ward	4	1	15
Algiers	19	4	32
Arabi/Chalmette	1	0	2
Central City	9	2	12
Downtown	9	3	9
Florida/Desire	0	0	1
French Quarter	4	3	3
Gentilly	7	4	25
Holy Cross/Lower 9th Ward	1	3	6
Other	14	9	41
Lakeview	2	2	6
Marigny/Bywater	2	2	9
Metaire	5	2	8
Mid City	8	4	23
New Orleans East	11	23	24
St. Roche/St. Claude	4	1	4
Uptown	31	13	48
West Bank/Jefferson Parish	4	4	16
Did not answer	578	570	552

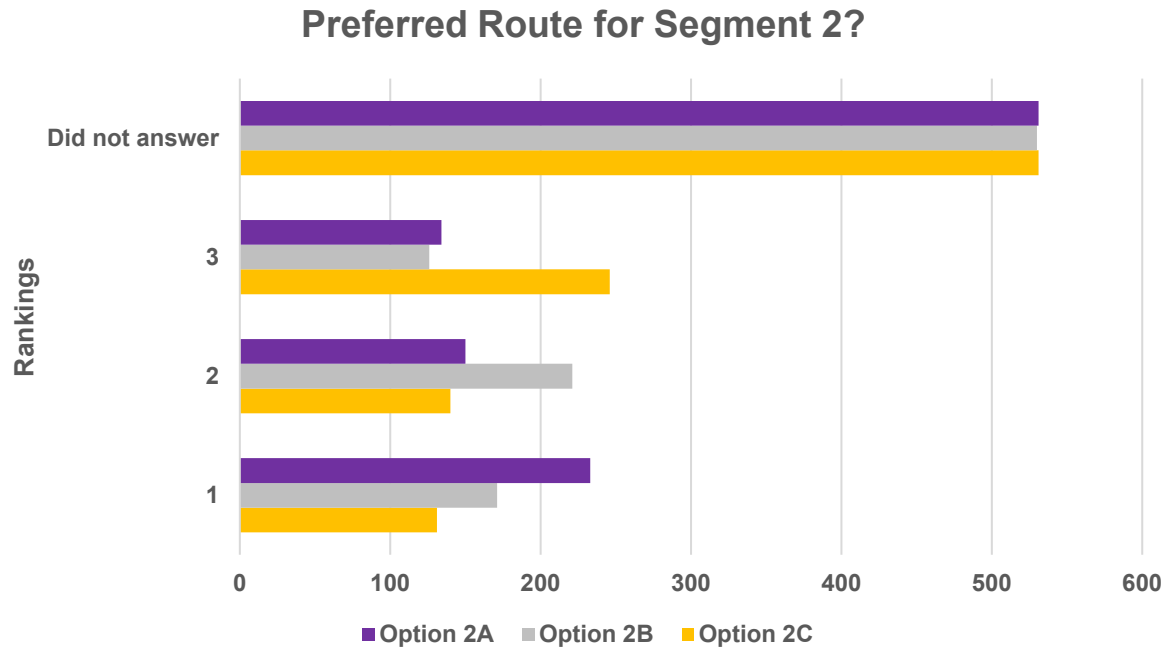
Common comments on Segment 1 include:
I do not spend time in this area, therefore not familiar.
I do not travel in East New Orleans and do not have a strong preference.
All options seem good, why not all three?
Proper rain shelters are required due to the rain.
1C reaches all the popular destinations in East New Orleans.

***Preferred choice = residents who chose the option as their number one choice.**

RTA

BRT Survey: Segment 2

Option 2A was the clear choice of preference by the public.



Preferred Choice by Residence

	Option 2A	Option 2B	Option 2C
7th Ward	10	7	4
Algiers	38	15	15
Arabi/Chalmette	1	2	1
Central City	8	9	6
Downtown	10	3	9
Florida/Desire	1	0	0
French Quarter	1	3	7
Gentilly	13	17	10
Holy Cross/Lower 9th Ward	3	3	3
Other	27	24	13
Lakeview	5	4	3
Marigny/Bywater	7	7	8
Metaire	6	4	4
Mid City	23	13	5
New Orleans East	22	18	11
St. Roche/St. Claude	4	1	4
Uptown	40	35	21
West Bank/Jefferson Parish	14	6	7
Did not answer	531	530	531

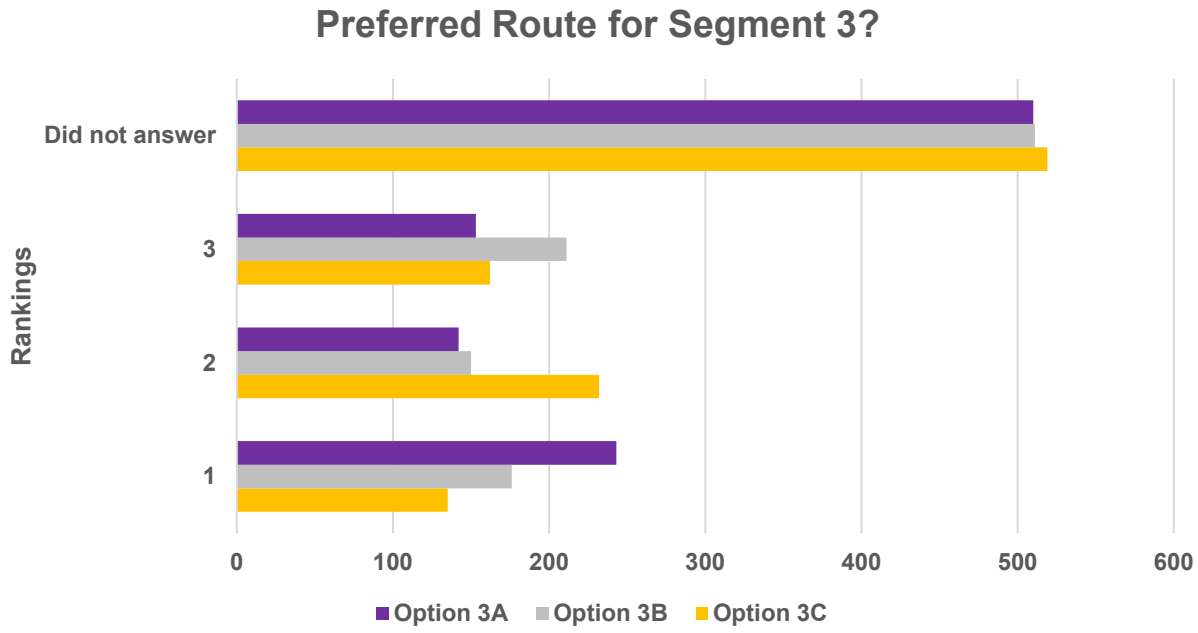
Common comments on Segment 2 include:
BRT would be convenient in Gentilly/French Quarter.
Trees and neutral ground preservation should be prioritized.
2A hits the greatest number of people, so it is the best option.
Many respondents said they were not impacted by segment 2 and could not offer a strong opinion on it.
Many want to know where stops are located and how often service would run.

***Preferred choice = residents who chose the option as their number one choice.**

RTA

BRT Survey: Segment 3

Option 3A was the clear choice of preference by the public.



Preferred Choice by Residence

	Option 3A	Option 3B	Option 3C
7th Ward	10	7	4
Algiers	34	34	17
Arabi/Chalmette	0	2	1
Central City	10	6	7
Downtown	14	5	4
Florida/Desire	1	0	0
French Quarter	5	3	4
Gentilly	18	10	6
Holy Cross/Lower 9th Ward	4	4	1
Other	31	17	19
Lakeview	7	2	5
Marigny/Bywater	9	5	4
Metaire	5	4	4
Mid City	20	11	14
New Orleans East	24	14	10
St. Roche/St. Claude	2	2	4
Uptown	37	36	27
West Bank/Jefferson Parish	12	14	3
Did not answer	510	511	519

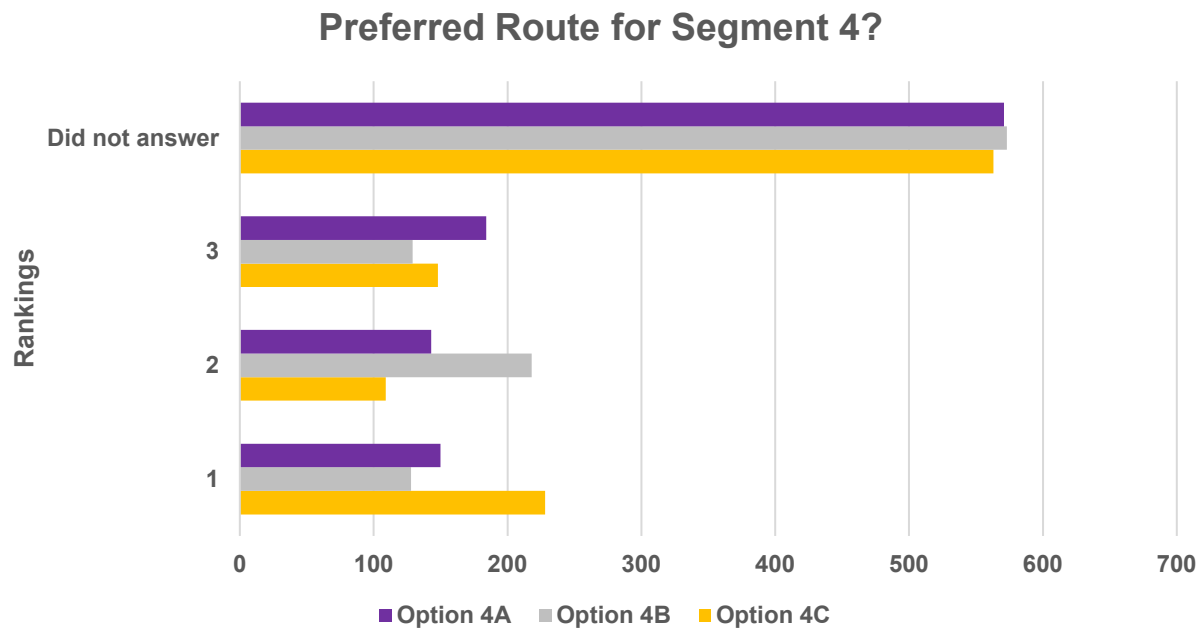
Common comments on Segment 3 include:
HOV should be used, seems currently underutilized.
Important to serve the Union Terminal.
3A is the best option due the larger population and higher employment.
Access to and from the ferry would be great.
Many respondents worried about auto travel over the CCC bridge if BRT is implemented.

***Preferred choice = residents who chose the option as their number one choice.**

RTA

BRT Survey: Segment 4

Option 4C was the clear choice of preference by the public.



Preferred Choice by Residence

	Option 4A	Option 4B	Option 4C
7th Ward	6	8	6
Algiers	26	33	50
Arabi/Chalmette	1	2	0
Central City	12	4	6
Downtown	8	2	8
Florida/Desire	0	0	1
French Quarter	3	2	4
Gentilly	9	6	18
Holy Cross/Lower 9th Ward	1	4	2
Other	13	10	32
Lakeview	5	4	2
Marigny/Bywater	2	1	11
Metaire	1	3	5
Mid City	9	10	12
New Orleans East	15	12	15
St. Roche/St. Claude	1	1	5
Uptown	19	22	44
West Bank/Jefferson Parish	19	4	7
Did not answer	571	573	563

***Preferred choice = residents who chose the option as their number one choice.**

Common comments on Segment 4 include:
Algiers library most central location, 4C is best option.
4C is best because it goes the farthest into Algiers.
Why not have a BRT line go to the library and the PNR?
Worried about parking at Algiers Library.
Funds to revitalize the Algiers PNR were promised but not delivered.
Wilty Terminal already accesses other bus routes so it should end there for better integration.

BRT Survey: Did not Answer

Below are tables showing those respondents that did not mark their preference for segment options.

Residents who Did Not Answer

	Option 1A	Option 1B	Option 1C	Option 2A	Option 2B	Option 2C	Option 3A	Option 3B	Option 3C	Option 4A	Option 4B	Option 4C
	Wilson Ave	Bundy Rd	Downman Rd	St Bernard / Claiborne	Elysian Fields / Claiborne	Franklin / St Claude	Tchoupitoulas-Peters / Poydras	Calliope / Loyola	Loyola / HOV	Wilty Terminal	Algiers PNR	Algiers Library
7th Ward	18	18	17	15	16	16	17	16	16	17	17	18
Algiers	122	119	117	107	111	111	92	91	94	73	76	71
Arabi/Chalmette	7	7	7	6	6	6	7	7	7	7	7	7
Central City	9	9	5	9	8	10	9	7	9	9	9	10
Downtown	15	15	15	14	14	14	13	14	15	18	18	18
Florida/Desire	2	2	2	2	2	2	2	2	2	2	2	2
French Quarter	19	19	19	20	20	17	18	17	17	20	20	20
Gentilly	29	30	29	26	26	26	30	30	32	33	33	32
Holy Cross/Lower 9th Ward	4	3	3	4	3	3	2	3	3	5	5	5
Other	77	78	74	76	76	74	72	71	73	85	86	83
Lakeview	9	9	9	7	7	7	5	5	5	8	8	8
Marigny/Bywater	20	19	19	10	11	9	17	17	15	21	20	19
Metaire	18	18	16	17	17	17	19	19	18	22	23	23
Mid City	52	50	51	45	44	44	41	40	42	53	54	54
New Orleans East	37	33	32	39	38	41	39	41	41	47	47	47
St. Roche/St. Claude	11	11	11	11	11	11	12	12	12	15	14	13
Uptown	103	105	101	100	98	100	95	96	95	115	111	111
West Bank/Jefferson Parish	26	25	25	23	22	23	20	23	23	21	23	22

APPENDIX C - Stakeholder Engagement Meetings

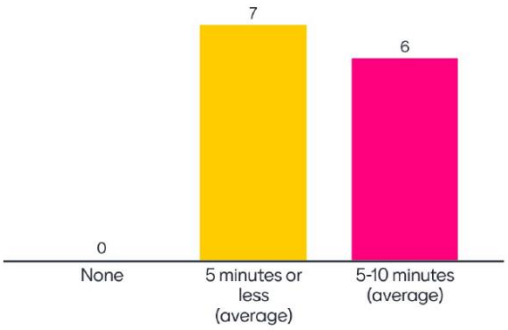
BAC Meetings

Meeting #1

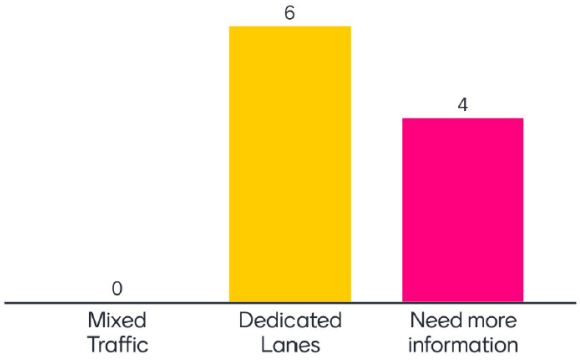
- What will RTA's BRT speed be?
- What will the BRT do for automobile speed?
- Need to show where unemployment lies regarding the BRT alignment
- Need to look for business partnerships to grow areas along the BRT alignment. Integration of ads and retail space could help with initial funding
- What would enforcement of dedicated transit lanes look like? We don't do a great job of managing enforcement of our already existing HOV lanes and bike facilities
- Concerned that anything short of 100% dedicated center-running lanes will hinder adoption due to enforcement issues
- How can we integrate/enhance bike facilities? Are there dedicated lanes that also allow bikes?
- How would Danzinger Bridge need to be modified to accommodate dedicated BRT lanes?
- Stations seem like a good place to incorporate public art
- Wi-Fi on buses and at stations is a must, along with station-based and app-based fares. It is also essential to show real-time arrival/status in the app
- If West Bank portion extends to Gretna, integrated fare technology will be essential
- Current largest use of the HOV lanes are carpooling parents that lack school bus service taking their kids to school. If we make them transit dedicated, how will we help those parents?
- How many buses are in the RTA fleet? Pre- and Post-Katrina? The next generation of buses that RTA uses needs to be clean and environmentally friendly
- Great opportunity as an alternative to light rail. However, we should not immediately discard the thought. Best to start small, then invest in future expansion
- Algiers currently lacks sidewalks – it would be great to invest in them alongside this project
- Who will benefit the most from BRT? Businesses? Workers?
- Not been a good job of connecting higher education to transit
    - Tulane has a shuttle system – work with them?
- Next generation of residents is not as reliant on cars, and they will want to see increased transit
- Transit is an equity issue, and it needs to work to resolve accessibility issues
    - Need to build a system that serves the community
- Project will not be successful without strengthening the current system
- NOLA East is not walkable
- RTA needs to discuss how it has failed to meet the needs of current riders
- Would like to be updated on studies and data throughout the planning process
- Major concerns about lack of sidewalks and access to important facilities

Meeting #2

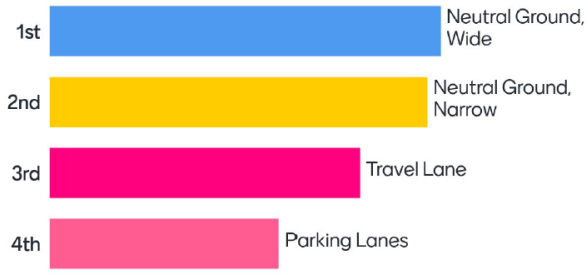
How much impact to driving times is acceptable for equal or better transit commute?

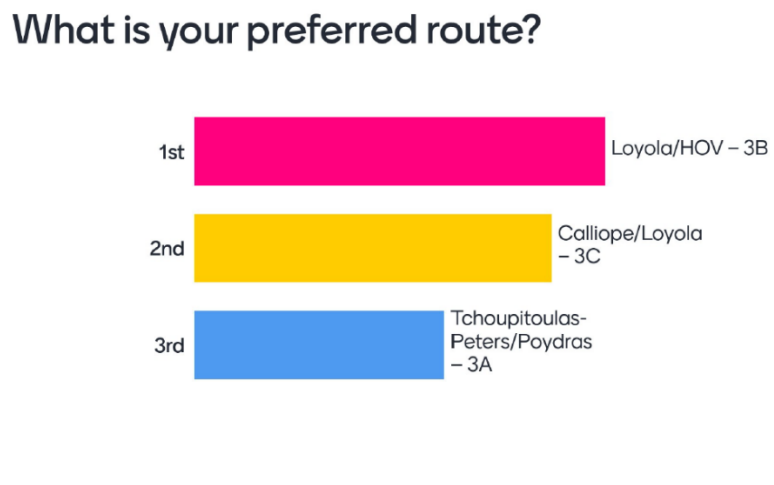


What guideway option do you prefer for BRT?



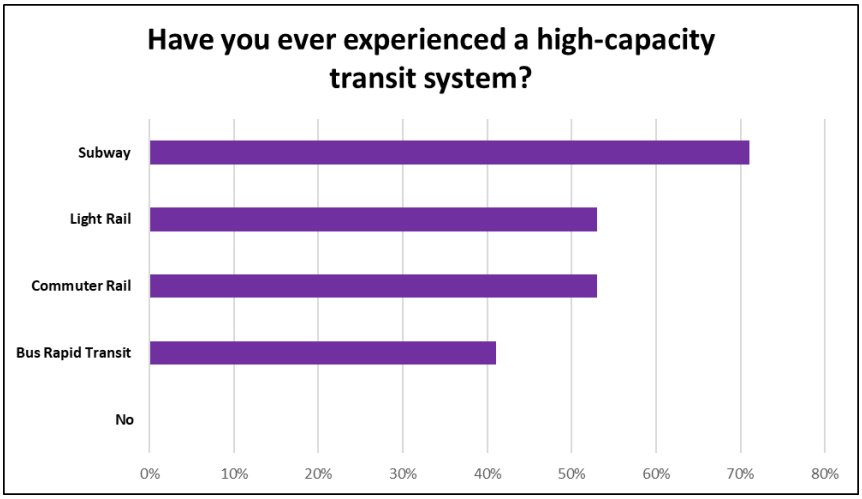
What trade-offs do you currently support for fast and reliable transit?

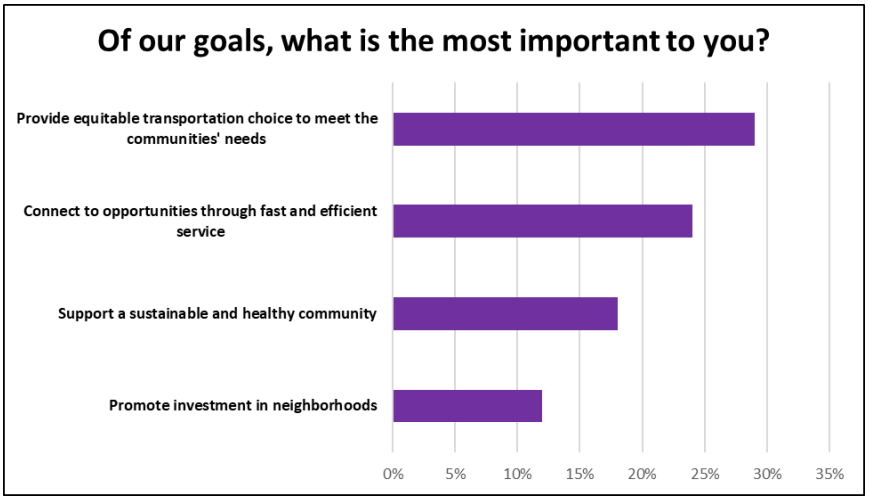


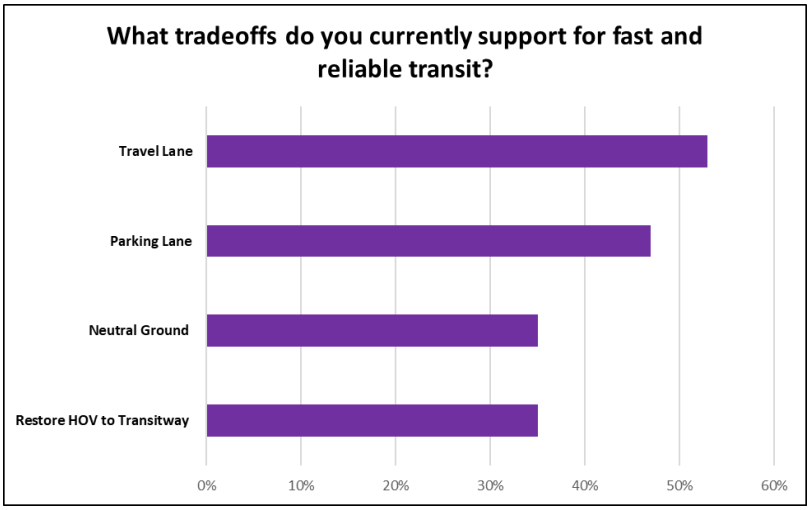


CAC Meetings

Meeting #1







- How many miles long is the corridor?
- How long would construction take for the BRT corridor, and how would construction impact surrounding businesses?
- Would there be job opportunities for local residents during the construction phase?
- Lake Forrest and Read is a far distance from the apartment complexes and dense housing areas. Will that be a part of the design considerations as we move forward?
- There is a lot of roadwork that would have to be done to accommodate BRT, is that cost built into RTA's budget? Or is that something that the City will have to contribute to?
- When creating the transit hubs with BRT and NewLinks, is the RTA considering the traffic and density that these efforts will bring to the neighborhoods?
- You mentioned tradeoffs, are the lands of business owners and homeowners a possible tradeoff?
- Is there connectivity with Jefferson and St. Bernard Parishes in this new system?
- Why are we so confident that we can install new bus shelters at bus stops with BRT when we seem to have trouble installing shelters at existing stops?

Meeting #2

General

- Please limit the use of acronyms
- Project team needs to be clear on how RTA picked the routes and options
- Will there be other BRT's in the future? I would like Lakeview, Uptown, and Chalmette
- What does 'critical communities' mean?
- Heavy buses cause problems for residential streets
- Who will maintain the cleanliness of the bus and the hub? Bus shelters now are filthy and not maintained by anyone
- The ride line should be easy to remember for everyone
- So BRT is the express line, and everything else will feed into hubs on the express line?
- Does RTA have the land they need for people to meet at these hubs?
- What is the estimated time of completion?
- Language used by the RTA needs to be more clear
- Need to be clearer on where people are voting for
- Need more pictures
- A route to the airport was not addressed

- What is the frequency of service?

On Segment 1 Options

- Potential for economic development along Segment 1
- Could we do an economic study along the BRT corridor?
- What does corridor investment look like?
- It would be nice to know where current lines are on the BRT map
- Is the BRT line always going to run on the same roads, coming or going?
- Why were those streets in Segment 1 selected?
- Express bus passes Morrison, goes onto Chef Menteur – will it be an express bus?
- What are the pros and cons of each option in Segment 1?
- What are 'essential services'?
- What is the point of displaying these schools if the hub is going to be further away?
- How long will it take to get from New Orleans [East] to downtown?
- I understand you'll expand later, but one con for me is that none of these go to the lake. There are a lot of apartment complexes and schools in that area.
- Whenever I-10 is blocked, Danzinger Bridge is the last place you want to go
- Consider going to the lake and then West to C Simon
- I think y'all are thinking about what is the quickest, when you should be thinking about what is less crowded
- I love progress, I want to move forward, but I think we should slow down and take things a bit at a time and see if it actually happens
- Can we see an example of the BRT line on Chef Highway?
- I know why I chose Downman, but I think that not knowing where essential services are could steer my decision
- Chef Menteur is the first main street, I think, that's important for the branding of NOE. People make decisions based on what they see
- What would the BRT bring in terms of economic development?

On Segment 2 Options

- Would think that people going to areas along Segment 2 from Algiers would be going to Dillard and UNO, and would use Elysian Fields
- Would it be possible to go from Elysian Fields to St. Claude? There is a lot of employment there.
- What is the anticipated schedule? During work hours? Would it cater to those in the service industry that work late hours?
- What would the speed be?
- How many stops will there be?
- I'd be weary of Morris Jeff High school, it's in the process of consolidating and the building is old
- Is there a bike network being developed on Franklin and St. Bernard?
- Is there a reason for Elysian Fields to cut over to Claiborne? It would make more Sens to go to St. Claude where the streetcar is
- Any thoughts on Louisa Street?
- Does Segment 2 go past Dillard?
- We don't want to cut down any of the old growth trees. Those of us who are old enough remember how beautiful it used to be in the 7th Ward. Now it's all just concrete
- I'm confused, you have a bus that passes, you have a trolley that passes, so what are you going to do on Elysian Fields and Claiborne?

On Segment 3 Options

- I'd love to see an option that incorporates the ferry to bring in people from all over Algiers. An additional Algiers circulator could bring people to the ferry

On Segment 4 Options

- Will it take additional time to transfer between BRT and local bus service?
- Would there be an option for deviation from BRT to regular bus?
- For Option 4C, would there be a way where it could go to the Wilty Terminal every once in a while?
- Is Option 4B actually using the Park and Ride as a Park and Ride?
- Will the vehicles have some sort of signal priority?
- Need to consider additional circulator buses to connect locals to the BRT
- Are there any considerations for special events and festivals?
- Ferry service is not given a chance to help people the way it should, and don't understand why it is not properly integrated into these systems. The ferry is always dismissed as "We'll get around to it" but nothing happens. Where I live, we use the ferry all the time.
- It is unclear to me whether or not General De Gaulle could handle a dedicated lane
- Seems with NewLinks all routes are going to the Wilty Terminal, makes it difficult to pick an option without a bias
- People coming from Belle Chase tunnel could add to traffic
- Do you have data on how people currently use transit in Algiers?
- West Bank has lots of employment centers, big opportunity to increase ridership
- If Jefferson Parish is not cooperating, you're wasting your time with the Wilty Terminal
- Depends on connections

On Travel Time

- If we did center running where they are next to each other, is there room for bike facility coordination?
- I would like to include bike lanes in the plans
- Make sure to show people the graphics – the differences between running types can be subtle
- Good idea to include visuals of a potential station
- Can you depict what a station would look like during daytime and nighttime?
- Big choke point for BRT will be getting over the canal. Only way I see this working is to reenable the Almonaster Bridge and make it HOV only.

On Dedicated Lanes/Guideways

- Doesn't matter what time of day, the HOV is always congested
- Schools contribute considerably to the congestion of the HOV lanes
- Terrified of the increase in congestion that could happen on either side. There would be a significant increase in congestion while people figure out that it's faster to take the BRT
- Should have had us rank these options instead of making us choose only one option
- What about drivers? Drivers will go up to 90 minutes just so that transit can achieve 45 minutes
- If I knew some of the people that own cars are taking transit, then I would too
- Different cities have different transit needs. New Orleans is a compact city, parking is expensive. It's cheaper to ride public transit
- We know that this is to bring economic development, but that means we should anticipate more traffic. Step 1 should be giving us a different way across the canal so there is no sacrifice to auto travel. Step 2

should be to find the least invasive way to incorporate dedicated lanes on existing roads, not take away lanes they already have
- It's like when they took a lane away from us on Gentilly and didn't tell us. It caused more traffic
- We fear putting rapid transit into existing roadways
- Have you guys looked at data from rideshare companies and looked at what the cost of ridesharing is?

On Transit Priority

- Will there be a focus group focused on youth?
- Meetings with the tourism industry would be helpful
- How many bikes can the buses hold?
- Are you in contact with the City on this?
- We always give input, but is RTA listening?
- Going on test rides on a bus is a good idea
- I suggest we look at Almonaster Bridge

TAC Meetings

Meeting #1 - Workshop

General Comments

- How many BRT buses will be on the route at any given time if the expectation is for wait times at stations to be at most 10 minutes?
- Sensitivity of system to rain and moisture?
- There are phasing in opportunities where LADOTD and/or City are planning corridor improvements now
- Match corridor or fixed solutions to address to know safety issues
- Focus messaging on time savings – More meaningful to riders and general public
- Why not reduce stops on 2 routes and see how much that helps? Why do you need BRT to accomplish stop relocation?

Operations

- Not certain I understand the value of adding BRT line if "Express" lines operate at similar travel times from NOE to CBD. Is the intended user someone who needs tog et from NOE to WB?
- Is the level of ridership projected to be high enough to invest in BRT rather than improve the current "Express" lines?
- Is the priority BRT lines able to integrate with current NewLinks plan?
- OTP vs Residents served vs Route time?
- Modify on time performance thresholds (RTA) to target some customer-based metric much like CTAs – "Blank % of customers"
- Headway management makes sense for frequent service but does not necessarily address keeping relatively consistent speeds throughout the day. (All vehicles speed up or slow down together so headways are consistent, but travel may be slowed)
- Buses same as rest of system or separate vehicles? Reduce stops to every .65 miles minimum

Guideway

- Left-turn conflicts should be evaluated thoroughly
- Fixed vs corridor?
- Median vs curb alignment?

- 50% dedicated guideway is the FTA threshold
- BAT lanes in FTA's eyes are fixed
- It would be useful to break into groups and problem solve
- Median running lane designation in sections of route with respect to landscaping and stormwater considerations
- Look at permeable pavement (concrete tracks with grass in-between?). Seems expensive but could contribute to stormwater goals and also discourage use of lanes by cars, etc.
- Conflicts with parkways mission and charter; need for public trees and greenspace; underground utilities
- Would RTA purchase left side doors? Is concrete default treatment? Fixed guideway seems unfeasible along this alignment

Stations

- Equitable level of service should be expected in CBD area stations as terminus points (and all other stations in between)
- ¼ mile to ½ mile spacing is ideal
- What drives stop locations
- Real time arrival info needed
- Kiosks with digital maps needed
- Station buildouts and improvements based on actual ADA needs (ie ramps and service access)
- Integrate bikeshare, infrastructure at stations as well as expanding bikeshare boundaries to use BRT as spine
- Median stations need to accommodate local buses
- Same conflict issues as guideways using neutral grounds
- Next bus arrival information?
- Drainage, narrow sidewalks

Technology

- JET using GPS for dedicated signaling on VETS
    - DOTD approved – using tech that DOTD approves already will minimize review duration from state-level reviews
- Rain/humidity as a factor/real life factor – How to have all amenities in the existing conditions without burdening O&M
- GPS and traffic signal priority needed
- Automated vehicle location needed
- Automated enforcement needed
- Connected vehicle applications – Buses talk to each other (Autonomy)
- Would be useful for us to know what technologies are being used currently
- Wi-Fi at stations as necessary to support new fare collection strategy or to simply make it easier to use the app to purchase tickets for those waiting for the bus in shoddy cell service areas
- Real-time arrival! Also showing which stop you're on on-board as SCs have now?

Vehicles

- For the level for service intended, ensuring that whatever vehicles are used can be easily maintained for continuous operation
- Left-or-right opening doors?
- Can any bus be used on a BRT, or are there other issues (besides door location) to consider?
- Minimal branding/wrapping! Lets stop covering the windows of vehicles

- Left side doors on buses mean a new fleet – doesn't this mean even more work for RTA?
- Please no electric vehicles

Meeting #2

BRT Standards Update

- Considerations have to be given for who is operating and maintaining the [Veterans Corridor Signal Prioritization] system
- Does the 1:1 tree replacement ratio take into consideration the ages of both trees being removed and replaced?

Tier 1 Evaluation Process

- What were you looking at when considering ROW availability?
- Should already have an idea of each corridor and the maximum level of service you would be able to provide – what type of facilities are possible?
- Seems like we should have an idea of what is possible when going to the public

Segment 1

- Is the objective to avoid the I-10 interstate entirely?
- So BRT is not an express route?
- Fixed guideway – there are a lot of one-way roads in the guideway options. A lot of small streets. Dwyer is a 2-lane road. There's not much traffic congestion on these streets
- If a fixed guideway does not provide a significant improvement, will it be needed? For example, if there isn't much existing congestion in a segment?
- Right now, you have a proposed facility at Lake Forrest and Read where it terminates. If you were tog et Federal money for this, you would look into improving this right?

Segment 2

- What kind of investment into a certain corridor are you anticipating and how will that affect the choice of alignment?
- Consider the current state of roadway, drainage, bridge structures – may influence the cost of projects and corridor selection
- The level of intervention needs to be thought out. I don't think you have that level of slowdown on these corridors. Have any kinds of assessments been done to see where the biggest chokepoints are?
- Should not immediately think of a dedicated lane as the default solution for each segment of the corridor
    - [In response to RTA's answer] I think we can all agree that a dedicated lane wouldn't garner as much community support as we are talking about
- Is there a technical reason for the St. Bernard alignment? If you took it down to Rampart you could connect the entire back of the French Quarter
    - [In response to RTA's answer] It's good, but it could be improved. Not connecting to Rampart and the French Quarter is missing a huge rider area and employment area

Segment 3

- Magazine is probably the fastest way to get to the bridge. Magazine and Peters – Peters would be easiest way to get to the HOV
- Investigate converting Loyola to avoid using Rampart as part of 3A
- Do you see any of the land uses playing a role in more direct service?

Segment 4

- It does seem like a shame to miss the Wilty Terminal. That opens up more of the West Bank and Jefferson Parish. It's a factor that I don't think would show up in the criteria. But from a land use perspective, General De Gaulle is a good option. I think it would get the most support from economic development
- At the end of 4C there is no area for a layover, so you may be looking at a loop or something off street. Would need to figure that part out.

HOV

- Is the proposal to make the HOV lane transit only?
- I'm glad you're doing an analysis. May need to do some legislative code that needs be rewritten. If there is a chance of doing something, a thorough analysis will be required
- Have you had any discussions with Jefferson Parish admin or Gretna about the HOV? Would be a good idea tog et this on their radar as soon as possible

Tier 2 Evaluation Process

- Potential additional criteria - Equity