



Regional Transit Authority  
2817 Canal Street  
New Orleans, LA 70119-6307

**RESOLUTION NO.** \_\_\_\_\_

**STATE OF LOUISIANA  
PARISH OF ORLEANS**

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Authorization to simplify RTA's current fare structure which incorporates the reduction of cost for monthly passes for patrons, eliminates additional costs for transfer and express service and offers discounts to youth and senior passengers.

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Introduced by Commissioner \_\_\_\_\_, seconded by Commissioner \_\_\_\_\_.

**WHEREAS**, RTA currently offers 21 unique fare products. Passenger revenue data suggests that RTA may have too many products within its fare structure, as one-third of RTA's fare products account for less than 5% of RTA's annual fare revenue. Despite the plethora of fare options, passenger revenue data also suggests that RTA is not offering pricing or pass options that incentivize the purchase of monthly passes, as single-ride tickets still account for over 70% of RTA's passenger fare revenue.

**WHEREAS**, RTA staff analyzed whether easily implementable changes to the fare structure would yield qualitative and quantitative benefits to RTA and its ridership as the New Orleans Region continues to emerge from the COVID-19 pandemic. Staff is recommending adjustments to the RTA Fare Structure which will offer discounts to youth and senior passengers, simplify RTA's existing fare structure, and reduce the cost of monthly passes for all riders.

**WHEREAS**, Staff recommends the changes be effective July 1, 2021, in conjunction with the restoral of full revenue service. All changes will be permanent; with an exception of the reduction in the monthly pass cost which elapses July 1, 2021.

**WHEREAS**, The recommended changes are based on comprehensive peer analysis, and an assessment of the ability of RTA's existing products to meet the needs of its ridership. The adjustments shall be implemented utilizing existing fare collection technology.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Commissioners of the Regional Transit Authority hereby approves the attached \_\_\_\_\_.

**THE FOREGOING WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:**

**YEAS:** \_\_\_\_\_

**ABSTAIN:** \_\_\_\_\_

**ABSENT: \_\_\_\_\_**

**AND THE RESOLUTION WAS ADOPTED ON THE \_\_\_\_<sup>th</sup> DAY OF MONTH, 2021.**

\_\_\_\_\_  
**FLOZELL DANIELS, JR.**  
**CHAIRMAN**  
**RTA BOARD OF COMMISSIONERS**