



2817 Canal Street
New Orleans, LA 70119

New Orleans Regional Transit Authority
Operations & Administration Committee
Meeting Agenda - Final

Thursday, December 11, 2025

9:00 AM

RTA Board Room

The New Orleans Regional Transit Authority (RTA) hereby declares that, in accordance with La. R.S. 42:17.1 (A)(2)(a)-(c), a meeting will be held in person on Thursday, December 11, 2025 at 9:00 a.m. Meetings start at the scheduled time, but may be delayed until a quorum of the Commissioners is present. The agency's website will stream the in-person meeting live, and wearing masks in the boardroom is optional.

Written comments on any matter included on the agenda will be accepted in the following ways: 1) Submission of a Speaker Card on meeting day; 2) Electronically by email sent to: rtaboard@rtaforward.org prior to the meeting; or 3) By U.S. Mail send to 2817 Canal Street, Attention: Office of Board Affairs, New Orleans, LA 70119.

This meeting is accessible to persons with disabilities. To help assure availability, modifications or accommodations linked to a disability must be requested 72 hours before the meeting or hearing. Please direct requests for public meeting accommodations to the Office of Board Affairs, 2817 Canal Street, NOLA 70119, or call 504-827-8341 or by email (rtaboard@rtaforward.org).

1. Call To Order

2. Roll Call

3. Consideration of Meeting Minutes

[O&A Committee Meeting - November 13, 2025]

[25-168](#)

4. Committee Chairman's Report

5. Chief Executive Officer's Report

6. Chief Transit Officer's Report

7. Chief Asset Manager Officer's Report

8. Chief Safety/Security Officer's Report

9. Authorizations

Advertising Content Policy (COM 2) Amendment #1 [25-161](#)

10. Update: A Post-Launch Assessment of the Network Redesign

[New Links Implementation 3 Year Review PowerPoint] [25-173](#)

11. New Business

12. Audience Questions & Comments

13. Adjournment

[Ops Committee Slides 12.11.25] [25-178](#)



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-168

Board of Commissioners

[O&A Committee Meeting - November 13, 2025]



2817 Canal Street
New Orleans, LA 70119

New Orleans Regional Transit Authority Operations & Administration Committee

Meeting Minutes

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9:00 AM

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1. Call To Order

2. Roll Call

Commissioners Present: Commissioner Daniels, Commissioner Guidry and Commissioner Sams

3. Consideration of Meeting Minutes

Commissioner Guidry moved and Commissioner Sams seconded to approve the Operations and Administration Committee Meeting of September 11, 2025. The motion was approved unanimously.

approved

[O&A Meeting - September 11, 2025]

[25-136](#)

4. Committee Chairman's Report

Commissioner Sam stated that the Board was grounded in accountability and progress and at the core of this was riders' everyday experience and the riders feel safe and it is accessibility available to all riders. Also, last week RIDE NOLA had a breakfast briefing regarding the BRT Project.

5. Chief Executive Officer's Report

None.

6. Chief Transit Officer's Report

The monthly Chief Transit Office's Report was presented. This report can be found in the PowerPoint Presentation for the Operations and Administration Report.

Highlights from the report:

- The Chief Transit Officer stated that currently they are short 16 operators and the streetcar operators take longer to train, and they are strategies in place to close the gap.
- The Chief Transit Officer stated that during Halloween there was a bus on the Rampart/Loyola Route since the streetcars were at capacity. The streetcar operators are short of 14 operators and there are 10 in training. The Riverfront streetcars are always at capacity.
- The Chief Financial Officer stated that at the last Board Meeting the CEO addressed the Paratransit Study by stating 17 of the 22 issues in the study has been resolved and only 1 item has not been addressed.

7. Chief Asset Manager Officer's Report

COMMISSIONER DANIELS ARRIVE TO THE MEETING

The monthly Chief Asset Manager Officer's Report was presented. This report can be found in the PowerPoint Presentation for the Operations and Administration Report.

Highlights from the report:

- The Chief Asset Manager reported that he is very confident in the data he is now receiving regarding the PM Compliance. The issues that staff had with the data were not correct because one system was not communicating with the other system. A staff member found the error and corrected the numbers.
- The Chief Asset Manager reported that during the summer and winter months the vehicles have the highest out of service numbers.

NO AUDIO

- The Chief Asset Manager reported that the Electric Vehicles will be in service at the end of 2026 and staff need to make sure that the Charging Equipment is in place. The mechanic that will service the Electric Vehicles will be the general repair mechanics and staff will rebuild from within.
- The Chief Asset Manager reported that the RTA was fully staff with streetcar technicians and trying to get a dedicated Rail Technician Trainer and that management meets with IBEW regularly to discuss the vision regarding mechanics and development. The Rail Maintenance Director is a nationwide search to attract the best candidates.

8. Chief Safety/Security Officer's Report

The monthly Chief Safety/Security Officer's Report was presented. This report can be found in the PowerPoint Presentation for the Operations and Administration Report.

Highlights from the report:

- Commissioner Guidry stated that Bus Stop No. 8914 on Lakeforest near Read is in the worst location. This Bus Stop service Routes 66, 67 and 61 this stop is located on a hill. There are spikes in the ground at this location.
- The Safety/Security Officer reported that staff were fully aware of the high-risk areas for accidents within the system. Staff collects the data and passes it on to the Training Department.
- The Safety/Security Officer reported that staff have a Partnership with the City of New Orleans Homeless Department, and they will deal with many of the homeless calls from the RTA and the RTA also has a Crises Intervention Coordinator that works alongside the Transit Police, and the RTA believes in a compassionate approach when dealing with the homeless. Commissioner Daniels asked for a report on how the City of New Orleans Program Works.
- The Safety/Security Officer reported that the Preventable Safety Events Target Rate information was based on the National Safety Council for Preventability. Safety is also working very closely with the Legal Department.

9. Authorizations

Resolution to Adopt Records Policy (GEN 6)

[25-133](#)

Commissioner Daniels moved and Commissioner Guidry seconded to approve the records Policy (GEN 6). The motion was approved unanimously.

approved

Enactment No: 25-066

10. New Business

None

11. Audience Questions & Comments

None

adjourned

12. Adjournment

Commissioner Daniels moved and Commissioner Guidry seconded to adjourn the Operations and Administration Committee Meeting of November 13, 2025. The motion was approved unanimously.

adjourned



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-161

Operations & Administration Committee

Advertising Content Policy (COM 2) Amendment #1

DESCRIPTION: Update to the RTA Advertising Content Policy	AGENDA NO: Click or tap here to enter text.
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other	

RECOMMENDATION:

To authorize the Chief Executive Officer to revise and implement the agency's Advertising Content.

ISSUE/BACKGROUND:

RTA previously adopted an Advertising Content Policy and reviews board-adopted policies annually. The policy has been updated to:

Clarify forum status and viewpoint-neutral standards for acceptance/rejection.

Update prohibited content categories (obscenity/adult content; tobacco/vaping/cannabis; alcohol; illegal or dangerous products; political candidates/ballot measures/issue advocacy; discriminatory or hateful content; false/misleading claims).

DISCUSSION:

The updates reduce legal and reputational risk, create a consistent rider-appropriate environment, and give clear, defensible criteria for content decisions.

FINANCIAL IMPACT:

None - administrative in nature. The policy is expected to reduce disputes and processing time and to support stable advertising revenues through clearer standards.

NEXT STEPS:

Policy effective upon Board approval.

ATTACHMENTS:

1. Resolution
2. COM2 RTA Advertising Content Policy

Prepared By: Angele Young
Title: Director of Marketing

Reviewed By: Kelder Summers
Title: Chief of External Affairs

Reviewed By: Kentrella Crawford
Title: Employee and Labor Relations Manager



Lona Edwards Hankins
Chief Executive Officer

12/8/2025

Date



RESOLUTION NO. _____

FILE ID NO. _____

STATE OF LOUISIANA
PARISH OF ORLEANS

**TO AUTHORIZE THE REVISION AND IMPLEMENTATION OF THE
ADVERTISING CONTENT POLICY (COM 2) AMENDMENT # 1**

Introduced by Commissioner _____, seconded by
Commissioner _____.

WHEREAS, the Regional Transit Authority (“RTA”) maintains an **Advertising Content Policy** to govern the acceptance and display of advertisements on RTA-owned assets, ensuring standards that are lawful, viewpoint-neutral, and appropriate for transit riders;

WHEREAS, the RTA previously adopted an Advertising Content Policy and, as part of its regular policy review cycle, staff have identified updates to clarify forum status, prohibited content categories, review and appeal processes, roles/responsibilities, accessibility and language requirements, and alignment with vendor obligations;

WHEREAS, the updated policy advances the long-term goals of the RTA’s Strategic Mobility Plan by promoting a world-class rider experience through lean, safe, family-appropriate environments and supporting financial sustainability through clear standards that reduce disputes and support stable advertising revenue;

WHEREAS, adoption of the updated policy has no direct fiscal impact;

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Regional Transit Authority (RTA) that the Chairman of the Board, or his designee, is authorized to approve and adopt the updated Advertising Content Policy; and

BE IT FURTHER RESOLVED that the Chief Executive Officer, or her designee (Chief of External Affairs), is authorized to implement the policy, promulgate administrative guidance, maintain records of determinations and appeals, and ensure incorporation of policy standards into current and future advertising agreements.

Resolution No. _____

Page 2

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

YEAS: _____
NAYS: _____
ABSTAIN: _____
ABSENT: _____

AND THE RESOLUTION WAS ADOPTED ON THE 16th DAY OF DECEMBER, 2025.

CHAIRMAN
RTA BOARD OF COMMISSIONERS

ADVERTISING CONTENT (COM2)

POLICY STATEMENT

The New Orleans Regional Transit Authority (RTA) endorses the principle that the sale of advertising space on designated RTA vehicles and venues (including virtual/digital assets) is a practical and desirable means of generating additional agency revenue.

PURPOSE

This policy provides standards for accepting, placing, and managing advertisements on RTA property in compliance with all applicable legal requirements, while upholding the mission, values, and neutrality obligations of the New Orleans Regional Transit Authority. Promotional space will be awarded on a content-neutral, first-come, first-served basis, with certain exclusions to protect the integrity of the transit system and public trust.

APPLICATION

This policy applies to all individuals, including RTA employees, independent contractors, as well as groups, organizations, and entities that contract with the RTA to place advertisements on RTA-owned or operated property. This includes transit shelters, passenger facilities, vehicles, print publications, digital platforms, electronic messaging, and any other designated locations.

ADOPTED BY:

The RTA Board of Commissioners on 05/24/2022, Resolution 22-038.

APPROVED BY:

Lona Edwards Hankins
Chief Executive Officer

Effective Date: 05/24/2022
Date of Last Review: 11/04/2025

1.0 GUIDELINES

Through this policy, RTA is not creating and does not intend to create a “public forum” or a designated “public forum” for public discourse, debate, or expressive activity by accepting advertisements in and on transit vehicles, transit shelters, transit hubs or any other RTA property. In setting this policy, RTA seeks to meet the following goals and objectives:

- a) Maintain a secure and orderly operating environment;
- b) Maintain a safe and welcoming environment for all RTA passengers, including minors who use the RTA transit system, without regard to race, color, marital status, sexual orientation, religion, national origin, ancestry, age, sex, gender identity, disability, medical condition, or veteran’s status.
- c) Avoid claims of discrimination from the public;
- d) Avoiding unintentional appearance of favoritism, association with or bias towards any group, movement, or viewpoint;
- e) Preserve the marketing potential of the advertising space by avoiding content that the community could view as inappropriate or harmful to the public;
- f) Increase advertising revenue to help support RTA service to the public;
- g) Avoid imposing demeaning or disparaging messages on a captive audience; and
- h) Reduce the diversion of resources from RTA objectives caused by controversy surrounding advertisements.

In order to maintain a positive image in the community, RTA shall retain control over the nature of advertisements accepted for posting in its system and maintain its advertising space as a nonpublic forum . Therefore, RTA will decline non-commercial advertisements. In addition, the nature of commercial advertisements accepted is limited to those advertisements that promote and adhere to what the RTA has defined herein as an acceptable public image for the agency.

RTA retains the unqualified right to display, on or in its facilities, advertisements and notices that pertain to RTA operations and promotions, consistent with the provisions of its agreement with the Advertising Contractors. Promotional materials may include, but are not limited to, internal marketing collateral, RTA branding campaigns, and copromotional campaigns with third parties. RTA does not accept free public service announcements.

RTA reserves the right, in all circumstances, to require that an advertisement in the RTA system include a disclaimer indicating that such advertising is paid for by the advertiser, stating that “The views expressed in this advertisement do not reflect the

views of the RTA” or a similar statement. RTA may set minimum size standards for the disclaimer to ensure legibility.

2.0 DEFINITIONS, MEANINGS AND CONTENT CATEGORIES

For the purpose of understanding the meaning of advertisements, RTA may refer to information beyond the advertisement including, but not limited to, dictionaries, reviews by authoritative bodies or public information regarding the advertiser. RTA shall assess whether an independent, reasonably prudent person, knowledgeable of RTA’s customer profile and using prevailing community standards, would believe that the advertisement complies with the provisions of this policy. In the case of advertisements that use multiple interpretations, all meanings – directly or implied – must comply with this policy.

The RTA system is limited to only the following categories of advertising content:

1. **Commercial Advertising.** Paid communications from a for-profit entity or entities that propose a commercial transaction involving lawful goods and services.
2. **Governmental Advertising.** Paid communications from public entities created by government action to advance a specific government purpose and from RTA related to RTA programs, products, services, or partnerships.
3. **Public Service Announcements.** Paid communications from any entity which promotes or furnishes any of the following goods or services:
 - a) The prevention or treatment of an illness, injury, condition, or syndrome recognized by the most recent Diagnostic and Statistical Manual (“DSM”) or the Centers for Disease Control “CDC”;
 - b) The recruitment or solicitation of participants for medical, psychological, or behavioral studies;
 - c) Museums, theaters, or galleries which are open to the public;
 - d) Licensed or accredited pre-K through 12 education programs or services;
 - e) Colleges or universities that have received regional or statewide accreditation;
 - f) Vocational or trade programs;
 - g) Visual or performing arts, fairs, or festivals, provided that the venue or event is open to the public and has a valid operating permit issued by a governmental entity;

- h) Environmental matters;
- i) Provision of services and programs that provide support to low-income citizens, victims of abuse, families, youth, immigrants, historically disadvantaged populations, senior citizens, veterans, people identifying as LGBT, or people with disabilities;
- j) Solicitation by broad-based contribution campaigns which provide funds to multiple charitable organizations;
- k) Diet or nutrition;
- l) Sporting events, sporting activities, or services related to sports;
- m) Travel Services, information, or promotion;
- n) Licensed farmers markets, public botanical gardens or public parks;
- o) Commercial or professional trade organizations;
- p) Credit Unions, investment entities or financial services;
- q) Zoos, planetariums, or aquariums;
- r) Governmentally funded public broadcast entities; or
- s) Government-designated historic sites.

3.0 ADVERTISING STANDARDS, RESTRICTIONS, & PROHIBITIONS

Notwithstanding any other provisions of this policy, the RTA prohibits advertising content that conflicts with the goals and objectives described above, including any material that contains political or election-related messaging. Specifically:

1. Individual Political Campaign Content:

- a. Advertisements by or on behalf of individuals actively seeking public office during their campaign period are not permitted.
- b. Content that includes a candidate's name, image, slogan, or any design element that could imply political endorsement, advocacy, or electoral messaging is prohibited.
- c. Elected officials may appear only in advertisements that are strictly nonpartisan and informational, and not within 120 days of any election in which they are a candidate.
- d. No advertisement may imply or suggest RTA's endorsement, support, or opposition to any political party, candidate, or ideology.
- e. Exceptions may be granted solely for official public education campaigns sponsored by a governmental entity.

2. Political or Public Issue Content. Any material that, when viewed as a whole, can reasonably be regarded as directly: Supporting or opposing a political party;

Supporting or opposing any political or judicial office holder;
Supporting or opposing a law, ordinance, regulation, or proposed legislation;
Supporting or opposing a constitutional amendment or amendments;
Supporting or opposing an active governmental investigation;
Supporting or opposing ongoing civil litigation;
Supporting or opposing ongoing criminal prosecution;
Supporting or opposing a judicial ruling or rulings;
Supporting or opposing a strike, walkout, boycott, protest, divestment, embargo, or groupings thereof;
Supporting or opposing the election of any candidate or group of candidates;
Supporting or opposing a policy or policies of a named or identified governmental business, or nonprofit entity other than the policies of the advertiser itself;
Supporting or opposing any foreign nation or group of nations or any policy of a foreign nation or group of nations other than the policies of the advertiser itself;
Depicting an image or images of one or more living political or judicial figures or depicting an image of one or more political or judicial figures that have died within the last five (5) years; or
Using slogans or symbols associated with any prohibited category within this policy.

3. Religious Content. Any material that, when viewed, can reasonably be regarded as directly:

- a) Promoting or opposing any religion, atheism, spiritual beliefs, or agnosticism, inclusive of images depicting religious iconography occupying 15% or more of any advertisement frame.

4. Obscene or Vulgar Content. Any material that, when viewed as a whole, can reasonably be regarded as using words, text symbols or images recognized by the community as extremely vulgar, indecent, or profane for display in a public setting that includes minors.

5. Unlawful, Unsafe or Disruptive Content. Any material that depicts or when viewed as a whole can reasonably be regarded as encouraging or promoting any of the following:

- a) The sale, use, possession, or distribution of goods and services that are unlawful;
- b) Contest or contests that violate applicable law;

- c) Unlawful or unsafe behavior, or detrimental actions to the maintenance and safe operation of public transportation; or
- d) Graffiti or vandalism.

6. False, Misleading, or Tortious Content. Any material that depicts or, when viewed as a whole, can reasonably be regarded as:

- a) False or fraudulent;
- b) Deceptive or misleading;
- c) Copyright, trademark, or patent infringement;
- d) Constituting a tort of libel, trade libel, public disclosure of private facts, intrusion into private matters, misappropriation of a person's name or likeness, or a depiction in a false light; or
- e) RTA graphics, logos, or representations without the express written consent of RTA, or which implies or declares an endorsement by RTA, its directors, management, or employees, of any service, product, or point of view, without prior written authorization by RTA.

7. Content Advertising Specified Goods or Services. Any material that directly advertises any of the following categories of goods and services:

- a. Alcohol, or any material that depicts the consumption of alcoholic beverages or signs of excessive alcohol intoxication;
- b. Firearms or non-firearm weapons;
- c. Tobacco, or depictions of tobacco-related production, e-cigarettes, products that simulate smoking, or products that resemble tobacco products; or
- d. "Adult"-oriented goods or services, including the use of brand names, trademarks, or slogans, for goods or services rated "X" or NC-17 by the Motion Picture Association of America ("MPAA"), adult books stores, adult video stores, nude dance clubs, adult telephone services, adult internet sites, or escort services.

4.0 PROHIBITED ADVERTISING CONTENT & IMAGES

Notwithstanding Item 4 above, depictions of tobacco products or alcohol consumption are permissible to the extent that the purposes of such depictions are noncommercial and are otherwise advancing a scientific, medical, journalistic, artistic, or public health objective.

1. **Inappropriate, Offensive, or Violent Content.** Any material that when viewed as a whole, can reasonably be regarded as depicting or describing any of the following:

- a) A graphic or realistic dead, mutilated, or disfigured human body or bodies;
- b) A graphic or realistic human body part or body parts in a state of mutilation, dismemberment, decomposition, or disfigurement;
- c) A fetus or fetuses in a state of mutilation, dismemberment, decomposition, or disfigurement;
- d) Human or animal excrement, vomit, or graphic depictions of blood or viscera;
- e) An act of animal abuse.
- f) The act of killing, mutilating, or disfiguring human beings or animals;
- g) Genocide, mass-murder, or war crimes recognized under the laws and customs of war;
- h) Weapons or violent implements, if either appear to be aimed or pointed at the viewer;
- i) Images of firearms, non-firearm weapons, or threatening sharp-edged devices in the foreground of an image or occupying 15% or more of any advertisement image or frame.
- j) Graphic violence or graphic sexual harassment;
- j) Denigrating public transportation or the mission of RTA
- k) Graphic images that under contemporary community standards, would be reasonably considered extremely frightening to minors or the elderly; or
- l) Material that is insulting, degrading, disparaging, demeaning or disrespectful; or material that belittles or is dismissive of genocide, war crimes, or slavery that is so objectionable under contemporary community standards as to make it reasonably foreseeable that the material will result in harm to (including loss of ridership), disruption of, or interference with the transportation system.

2. Content against Best Business Interest. RTA is a public transportation authority and seeks to promote public transportation in all that it does. Furthermore, in the providing the citizens of the greater New Orleans area with public transportation, RTA seeks to do so in a safe, reliable, and efficient manner without losing sight of the fact that as an agency of the State of Louisiana it must be a good steward of public money.

5.0 POLICY ADMINISTRATION & ENFORCEMENT

RTA may from time to time select “Advertising Contractors” who shall be responsible for the daily administration of RTA’s advertising programs, in a manner consistent with this policy and with the terms and conditions of their agreements with RTA. The Director of Marketing, under the direction of the Chief External Affairs Officer, shall serve as the primary contact for all advertising content review, approval, and compliance matters. The Chief Executive Officer shall act as the final arbiter for any appeals or unresolved disputes related to advertisement content.



Said Advertising Contractor will ensure that all mediums of promotion, including but not limited to bus wraps, bus shelter signage and billboards do not create sight barriers that pose enhanced traffic risks.

Post-Approval Removal

RTA reserves the right to remove any advertisement, even after initial approval, if it is subsequently determined to violate agency policy or attract public complaints related to safety, misinformation, or noncompliance.

Refund Policy for Noncompliant Advertising Content

All advertising submissions are subject to review and approval under the provisions of this policy. **No refunds will be issued** for advertisements that are later determined to violate, conflict with, or be inconsistent with RTA's advertising standards, including but not limited to restrictions on political, discriminatory, or otherwise prohibited content.

In such cases, the advertisement will be removed from circulation immediately upon discovery, and all associated payments will be forfeited. Advertisers may submit a written appeal for reconsideration within **five (5) business days** of notification of removal. The **Chief Executive Officer (CEO)** shall review the appeal, arbitrate any dispute, and render a final determination. The CEO's decision shall be **final and binding**.

RTA reserves the right to deny, suspend, or terminate any advertising agreement found to be in conflict with this policy, at its sole discretion.

This policy shall be effective upon adoption and shall be enforced to the degree that it does not impair the obligations of any executed contract. RTA reserves the right, from time to time, to suspend, modify, or revoke the application of any part of these guidelines as it deems necessary to comply with legal mandates, facilitate its primary transportation function, to ensure the safety or security of RTA customers, RTA employees and RTA facilities. All provisions of this policy shall be deemed severable.

RTA may amend this rule as required to conform to applicable changes in law or deemed in the public's best interest. The Chief Executive Officer of RTA is authorized to develop and implement procedures, forms, guidelines, and other tools as necessary to carry out the administration of this policy.

6.0 FLOWCHART

N/A

7.0 REFERENCES

N/A

8.0 ATTACHMENTS

None.

9.0 POLICY HISTORY

Board Adoption Date	Amendment No.	Resolution No.	Comments	Next Review Due
05/24/2022	N/A	22-038		10/2024
12/16/2025	#1			

10.0 SPONSOR DEPARTMENT

The Marketing and Communications Department is responsible for the implementation, maintenance, and updating of the Transit Advertising Content Policy to ensure it remains relevant and compliant with RTA objectives and legal requirements.

ADVERTISING CONTENT (COM2)

POLICY STATEMENT

The New Orleans Regional Transit Authority (RTA) endorses the principle that the sale of advertising space on designated RTA vehicles and venues (including virtual/digital assets) is a practical and desirable means of generating additional agency revenue.

PURPOSE

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APPLICATION

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ADOPTED BY:

The RTA Board of Commissioners on 05/24/2022, Resolution 22-038.

APPROVED BY:



Lona Edwards Hankins
Chief Executive Officer

Effective Date: 05/24/2022
Date of Last Review: 11.4.2025 11/20/2024

1.0 GUIDELINES

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- c) Avoid claims of discrimination from the public;
- d) Avoiding unintentional appearance of favoritism, association with or bias towards any group, movement, or viewpoint;
- e) Preserve the marketing potential of the advertising space by avoiding content that the community could view as inappropriate or harmful to the public;
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 - b) The recruitment or solicitation of participants for medical, psychological, or behavioral studies;
 - c) Museums, theaters, or galleries which are open to the public;
 - d) Licensed or accredited pre-K through 12 education programs or services;
 - e) Colleges or universities that have received regional or statewide accreditation;
 - f) Vocational or trade programs;
 - g) Visual or performing arts, fairs, or festivals, provided that the venue or event is open to the public and has a valid operating permit issued by a governmental entity;

- h) Environmental matters;
- i) Provision of services and programs that provide support to low-income citizens, victims of abuse, families, youth, immigrants, historically disadvantaged populations, senior citizens, veterans, people identifying as LGBT, or people with disabilities;
- j) Solicitation by broad-based contribution campaigns which provide funds to multiple charitable organizations;
- k) Diet or nutrition;
- l) Sporting events, sporting activities, or services related to sports;
- m) Travel Services, information, or promotion;
- n) Licensed farmers markets, public botanical gardens or public parks;
- o) Commercial or professional trade organizations;
- p) Credit Unions, investment entities or financial services;
- q) Zoos, planetariums, or aquariums;
- r) Governmentally funded public broadcast entities; or
- s) Government-designated historic sites.

3.0 ADVERTISING STANDARDS, RESTRICTIONS, & PROHIBITIONS

Notwithstanding any other provisions of this policy, the RTA prohibits advertising content that conflicts with the goals and objectives described above, including any material that contains political or election-related messaging. Specifically:

1. Individual Political Campaign Content:

- a. Advertisements by or on behalf of individuals actively seeking public office during their campaign period are not permitted.
- b. Content that includes a candidate's name, image, slogan, or any design element that could imply political endorsement, advocacy, or electoral messaging is prohibited.
- c. Elected officials may appear only in advertisements that are strictly nonpartisan and informational, and not within 120 days of any election in which they are a candidate.
- d. No advertisement may imply or suggest RTA's endorsement, support, or opposition to any political party, candidate, or ideology.
- e. Exceptions may be granted solely for official public education campaigns sponsored by a governmental entity.

2. Political or Public Issue Content. Any material that, when viewed as a whole, can reasonably be regarded as directly: Supporting or opposing a political party;

- Supporting or opposing any political or judicial office holder;
 - Supporting or opposing a law, ordinance, regulation, or proposed legislation;
 - Supporting or opposing a constitutional amendment or amendments;
 - Supporting or opposing an active governmental investigation;
 - Supporting or opposing ongoing civil litigation;
 - Supporting or opposing ongoing criminal prosecution;
 - Supporting or opposing a judicial ruling or rulings;
 - Supporting or opposing a strike, walkout, boycott, protest, divestment, embargo, or groupings thereof;
 - Supporting or opposing the election of any candidate or group of candidates;
 - Supporting or opposing a policy or policies of a named or identified governmental business, or nonprofit entity other than the policies of the advertiser itself;
 - Supporting or opposing any foreign nation or group of nations or any policy of a foreign nation or group of nations other than the policies of the advertiser itself;
- Depicting an image or images of one or more living political or judicial figures or depicting an image of one or more political or judicial figures that have died within the last five (5) years; or
- Using slogans or symbols associated with any prohibited category within this policy.

3. **3. Religious Content.** Any material that, when viewed, can reasonably be regarded as directly:

- a) Promoting or opposing any religion, atheism, spiritual beliefs, or agnosticism, inclusive of images depicting religious iconography occupying 15% or more of any advertisement frame.

4. Obscene or Vulgar Content. Any material that, when viewed as a whole, can reasonably be regarded as using words, text symbols or images recognized by the community as extremely vulgar, indecent, or profane for display in a public setting that includes minors.

5. Unlawful, Unsafe or Disruptive Content. Any material that depicts or when viewed as a whole can reasonably be regarded as encouraging or promoting any of the following:

- a) The sale, use, possession, or distribution of goods and services that are unlawful;
- b) Contest or contests that violate applicable law;

- c) Unlawful or unsafe behavior, or detrimental actions to the maintenance and safe operation of public transportation; or
- d) Graffiti or vandalism.

6. False, Misleading, or Tortious Content. Any material that depicts or, when viewed as a whole, can reasonably be regarded as:

- a) False or fraudulent;
- b) Deceptive or misleading;
- c) Copyright, trademark, or patent infringement;
- d) Constituting a tort of libel, trade libel, public disclosure of private facts, intrusion into private matters, misappropriation of a person's name or likeness, or a depiction in a false light; or
- e) RTA graphics, logos, or representations without the express written consent of RTA, or which implies or declares an endorsement by RTA, its directors, management, or employees, of any service, product, or point of view, without prior written authorization by RTA.

7. Content Advertising Specified Goods or Services. Any material that directly advertises any of the following categories of goods and services:

- a. Alcohol, or any material that depicts the consumption of alcoholic beverages or signs of excessive alcohol intoxication;
- b. Firearms or non-firearm weapons;
- c. Tobacco, or depictions of tobacco-related production, e-cigarettes, products that simulate smoking, or products that resemble tobacco products; or
- d. "Adult"-oriented goods or services, including the use of brand names, trademarks, or slogans, for goods or services rated "X" or NC-17 by the Motion Picture Association of America ("MPAA"), adult books stores, adult video stores, nude dance clubs, adult telephone services, adult internet sites, or escort services.

4.0 PROHIBITED ADVERTISING CONTENT & IMAGES

Notwithstanding Item 4 above, depictions of tobacco products or alcohol consumption are permissible to the extent that the purposes of such depictions are noncommercial and are otherwise advancing a scientific, medical, journalistic, artistic, or public health objective.

1. **Inappropriate, Offensive, or Violent Content.** Any material that when viewed as a whole, can reasonably be regarded as depicting or describing any of the following:

- a) A graphic or realistic dead, mutilated, or disfigured human body or bodies;

- b) A graphic or realistic human body part or body parts in a state of mutilation, dismemberment, decomposition, or disfigurement;
- c) A fetus or fetuses in a state of mutilation, dismemberment, decomposition, or disfigurement;
- d) Human or animal excrement, vomit, or graphic depictions of blood or viscera;
- e) An act of animal abuse.
- f) The act of killing, mutilating, or disfiguring human beings or animals;
- g) Genocide, mass-murder, or war crimes recognized under the laws and customs of war;
- h) Weapons or violent implements, if either appear to be aimed or pointed at the viewer;
- i) Images of firearms, non-firearm weapons, or threatening sharp-edged devices in the foreground of an image or occupying 15% or more of any advertisement image or frame.
- j) Graphic violence or graphic sexual harassment;
- k) Denigrating public transportation or the mission of RTA
- l) Graphic images that under contemporary community standards, would be reasonably considered extremely frightening to minors or the elderly; or
- m) m. Material that is insulting, degrading, disparaging, demeaning or disrespectful; or material that belittles or is dismissive of genocide, war crimes, or slavery that is so objectionable under contemporary community standards as to make it reasonably foreseeable that the material will result in harm to (including loss of ridership), disruption of, or interference with the transportation system.

- 2. Content against Best Business Interest.** RTA is a public transportation authority and seeks to promote public transportation in all that it does. Furthermore, in the providing the citizens of the greater New Orleans area with public transportation, RTA seeks to do so in a safe, reliable, and efficient manner without losing sight of the fact that as an agency of the State of Louisiana it must be a good steward of public money.

5.0 POLICY ADMINISTRATION & ENFORCEMENT

RTA may from time to time select “Advertising Contractors” who shall be responsible for the daily administration of RTA’s advertising programs, in a manner consistent with this policy and with the terms and conditions of their agreements with RTA. The Director of Marketing, under the direction of the Chief External Affairs Officer, shall serve as the primary contact for all advertising content review, approval, and compliance matters. The Chief Executive Officer shall act as the final arbiter for any appeals or unresolved disputes related to advertisement content.

Said Advertising Contractor will ensure that all mediums of promotion, including but not limited to bus wraps, bus shelter signage and billboards do not create sight barriers that pose enhanced traffic risks.

Post-Approval Removal

RTA reserves the right to remove any advertisement, even after initial approval, if it is subsequently determined to violate agency policy or attract public complaints related to safety, misinformation, or noncompliance.

Refund Policy for Noncompliant Advertising Content

All advertising submissions are subject to review and approval under the provisions of this policy. **No refunds will be issued** for advertisements that are later determined to violate, conflict with, or be inconsistent with RTA's advertising standards, including but not limited to restrictions on political, discriminatory, or otherwise prohibited content.

In such cases, the advertisement will be removed from circulation immediately upon discovery, and all associated payments will be forfeited. Advertisers may submit a written appeal for reconsideration within **five (5) business days** of notification of removal. The **Chief Executive Officer (CEO)** shall review the appeal, arbitrate any dispute, and render a final determination. The CEO's decision shall be **final and binding**.

RTA reserves the right to deny, suspend, or terminate any advertising agreement found to be in conflict with this policy, at its sole discretion.

This policy shall be effective upon adoption and shall be enforced to the degree that it does not impair the obligations of any executed contract. RTA reserves the right, from time to time, to suspend, modify, or revoke the application of any part of these guidelines as it deems necessary to comply with legal mandates, facilitate its primary transportation function, to ensure the safety or security of RTA customers, RTA employees and RTA facilities. All provisions of this policy shall be deemed severable.

RTA may amend this rule as required to conform to applicable changes in law or deemed in the public's best interest. The Chief Executive Officer of RTA is authorized to develop and implement procedures, forms, guidelines, and other tools as necessary to carry out the administration of this policy.

6.0 FLOWCHART

N/A

7.0 REFERENCES

N/A

8.0 ATTACHMENTS

Resolution 22-038

The Marketing and Communications Department is responsible for the implementation, maintenance, and updating of the Transit Advertising Content Policy to ensure it remains relevant and compliant with RTA objectives and legal requirements.

9.0 PROCEDURE HISTORY

5/24/2022 [OBJ] Final Board approval granted

10.0 SPONSOR DEPARTMENT Marketing



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-173

Operations & Administration Committee

[New Links Implementation 3 Year Review PowerPoint]

NEW LINKS IMPLEMENTATION

3 YEAR REVIEW

NOVEMBER 2025



CONTENTS

What Happened

What Does the Data Tell Us

What Did the Community Tell Us

What's Next

WHAT HAPPENED

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

HOW DID WE GET HERE?

The Call for
Change

Nov. 2016



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

SMP
Adopted

March 2018



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

New Links
Plan Begins

Nov. 2018



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

Hard Rock Hotel

COVID-19 Pandemic



New Links
Plan Adopted

March 2021



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

New Links
Implemented

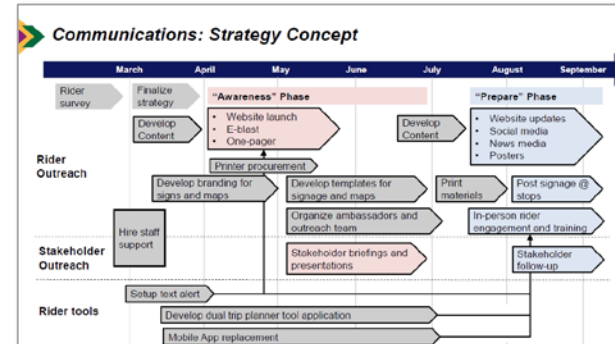
Sept. 2022

NEW LINKS GOALS

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

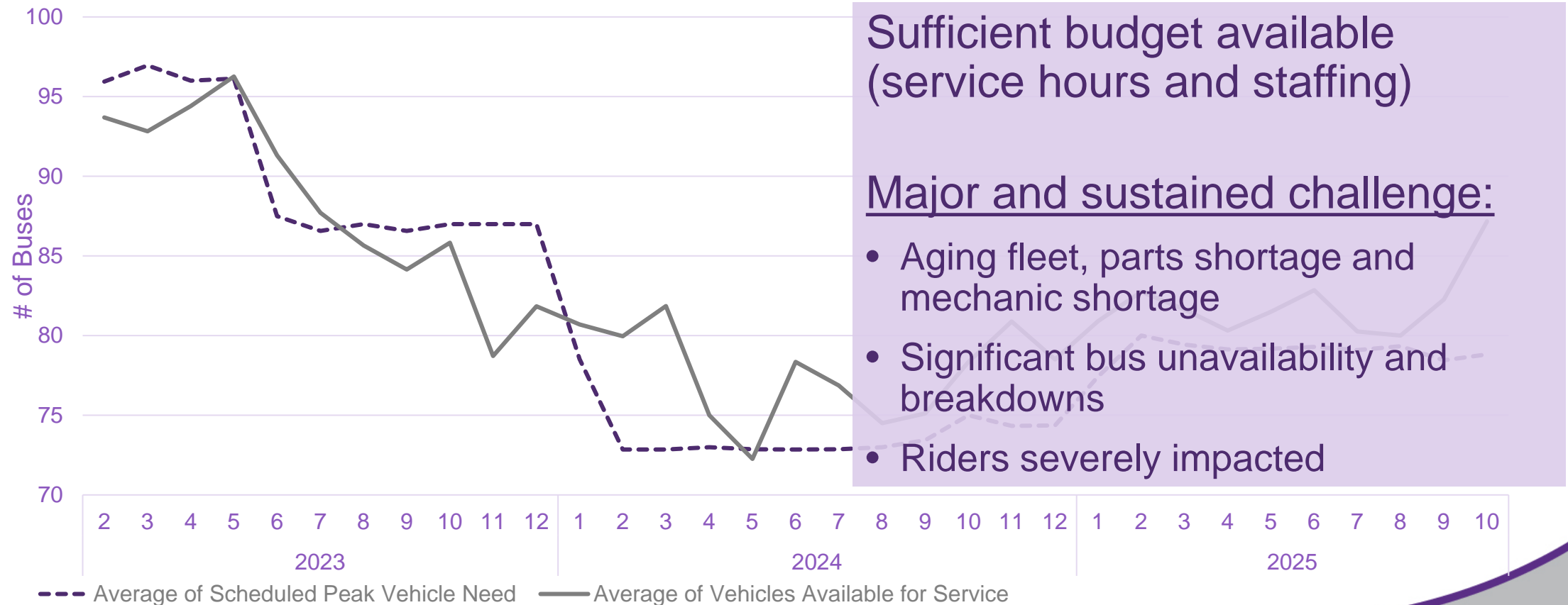
IMPLEMENTATION LESSONS LEARNED

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



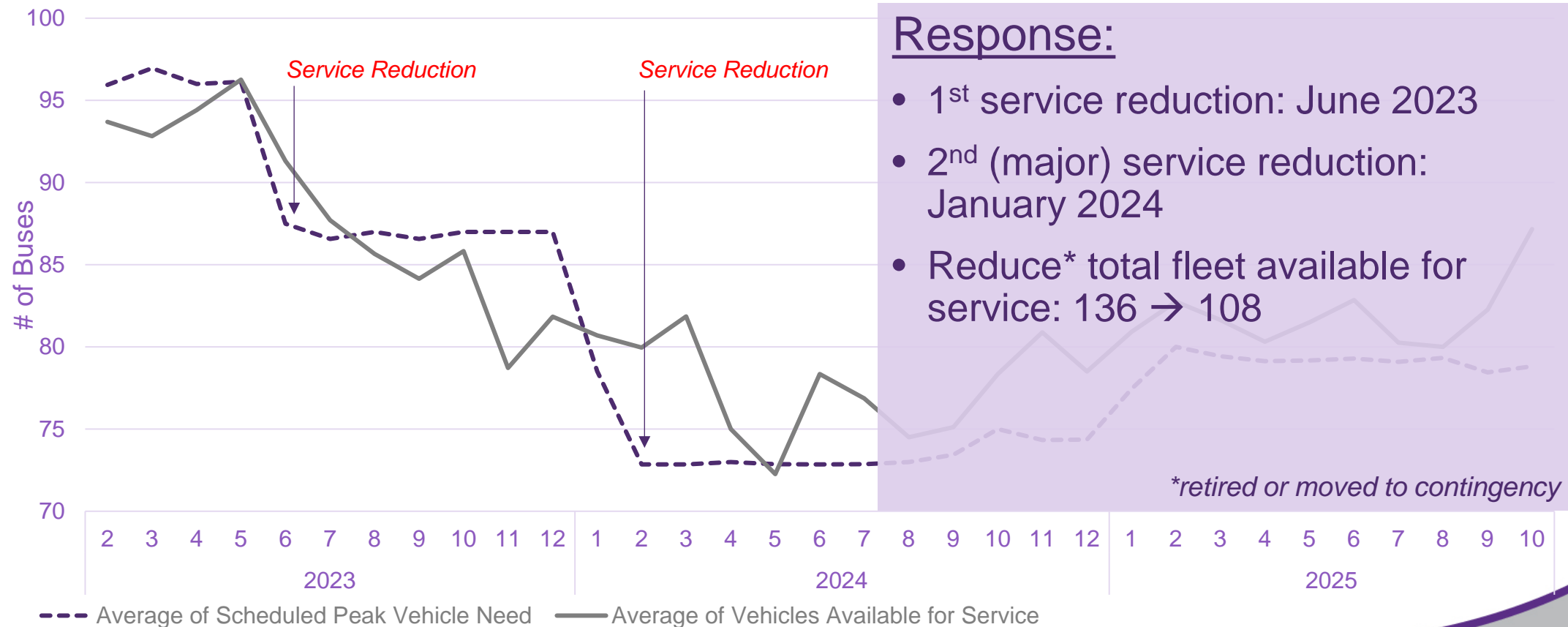
POST-IMPLEMENTATION: BUS AVAILABILITY CRATERS

Bus Availability and Reliability - Weekday 2023-2024



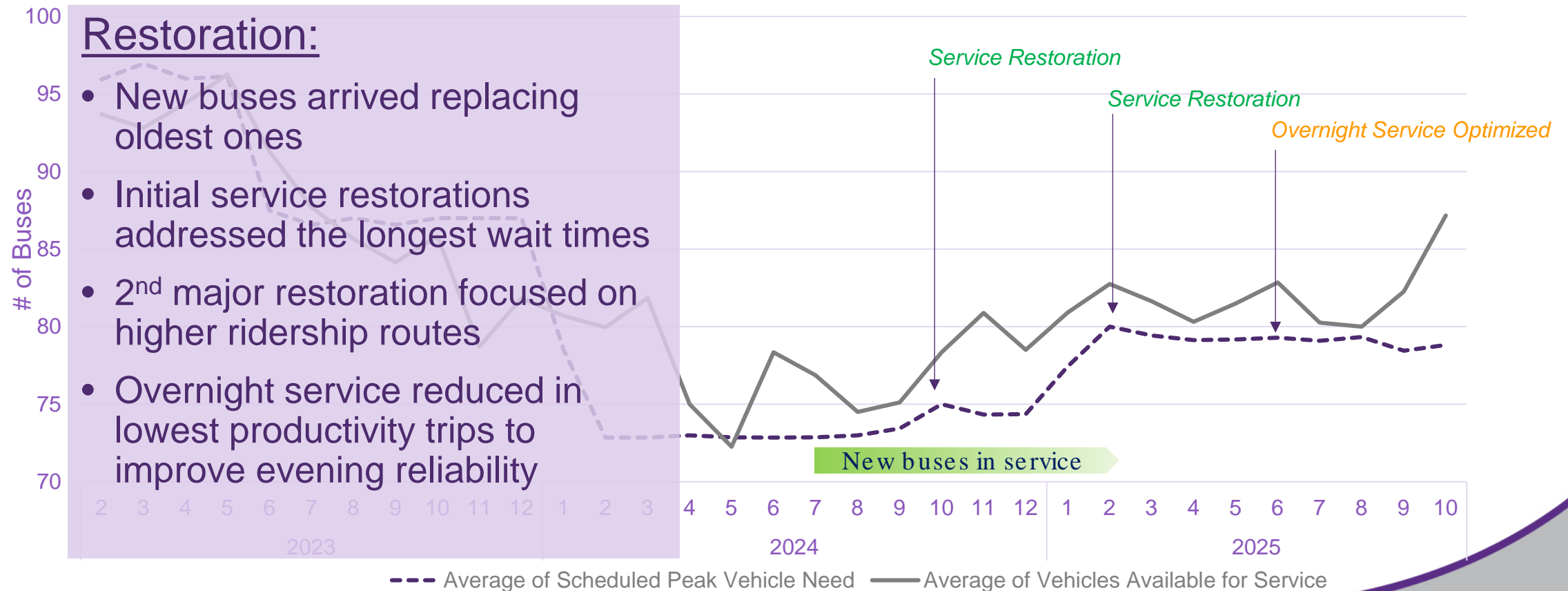
POST-IMPLEMENTATION: SERVICE AND FLEET REDUCTIONS

Bus Availability and Reliability - Weekday 2023-2024



POST-IMPLEMENTATION: CAUTIOUS RESTORATION

Bus Availability and Reliability - Weekday 2024-2025



POST-IMPLEMENTATION: CONTINUOUS IMPROVEMENTS

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



WHAT DOES THE DATA TELL US

Service Performance:

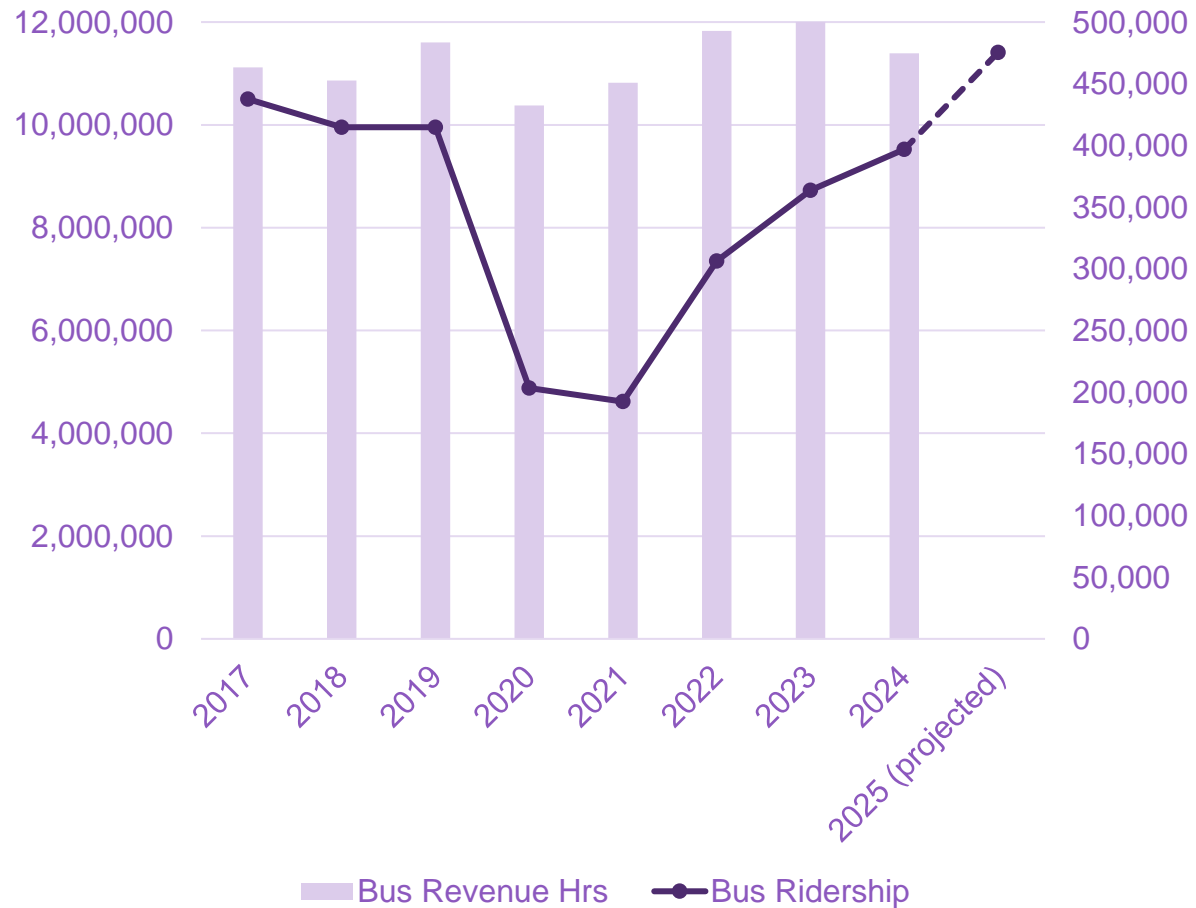
Ridership

Service Delivered

Job Access

SERVICE PERFORMANCE: ANNUAL SERVICE & RIDERSHIP

Bus Revenue Hours and Ridership 2017-2025



Streetcar Revenue Hours and Ridership 2017-2025



RIDERSHIP: 2022 – 2025 OVERVIEW

Bus Ridership by Month and Year

Year ● 2022 ● 2023 ● 2024 ● 2025



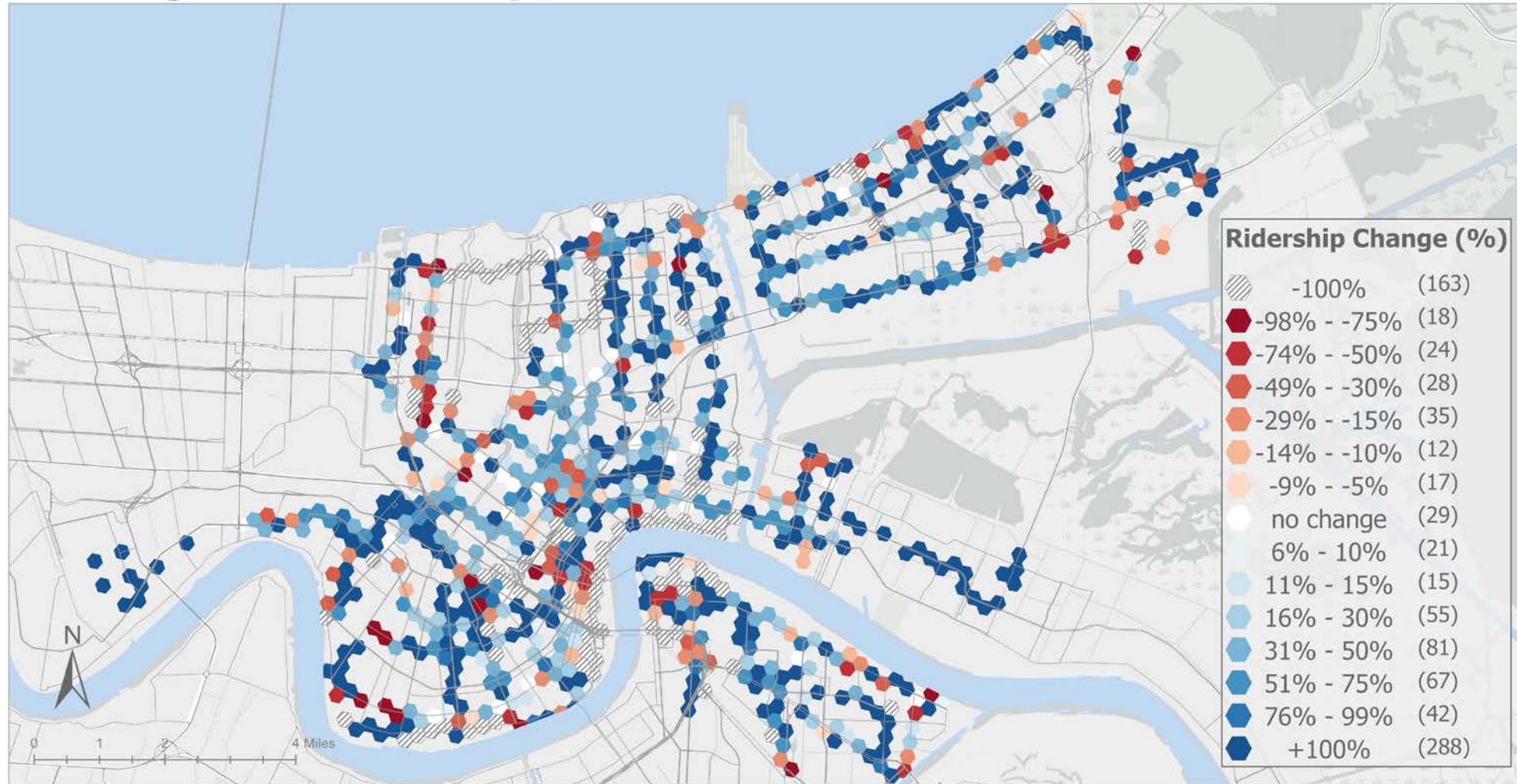
Streetcar Ridership by Month and Year

Year ● 2022 ● 2023 ● 2024 ● 2025



RIDERSHIP: 2022-2025 (BUS ONLY)

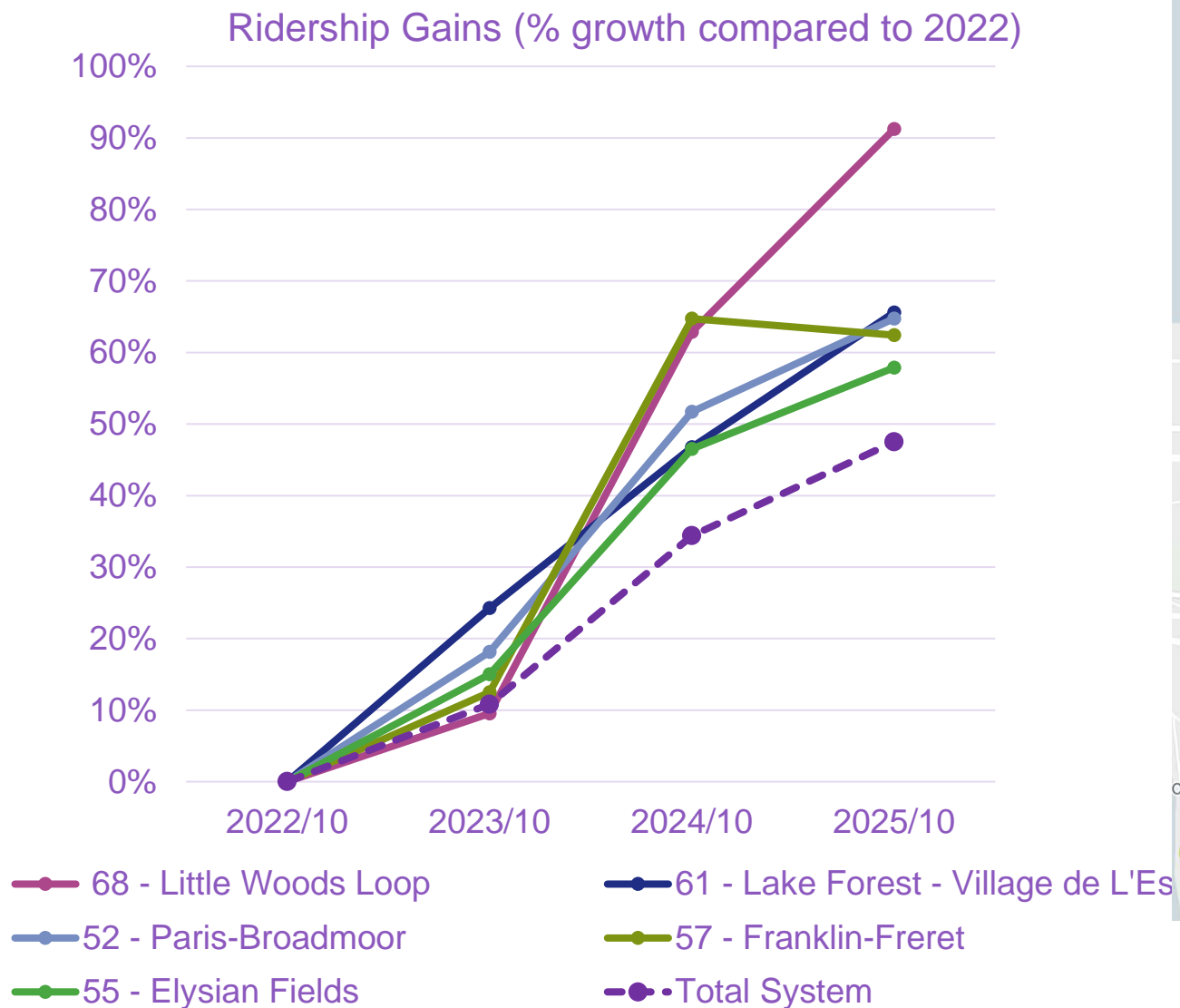
Change in Ridership, 2022 to 2025



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

RIDERSHIP: GREATEST GROWTH

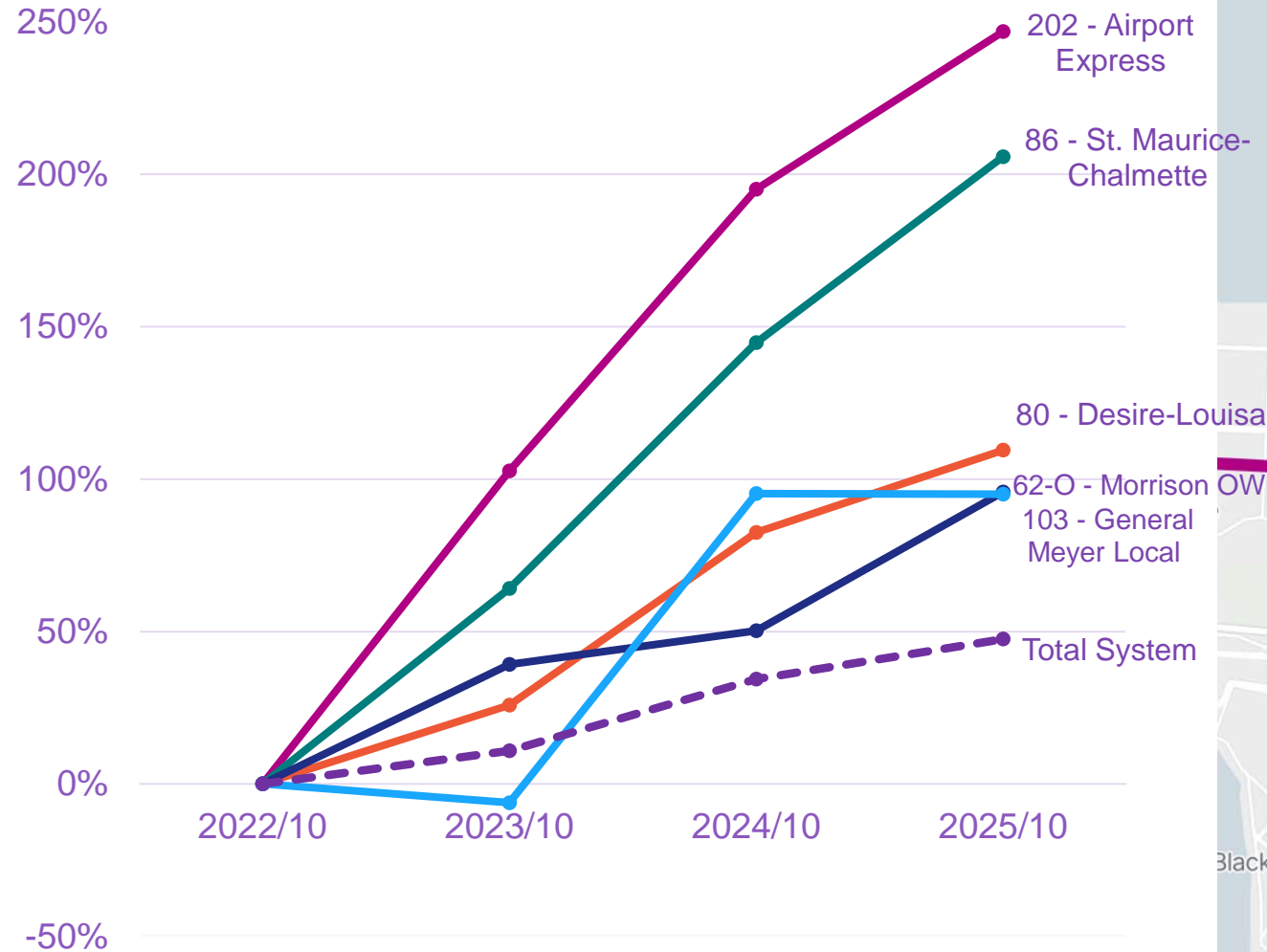
MAJOR ROUTES (>25,000 MONTHLY RIDERS)



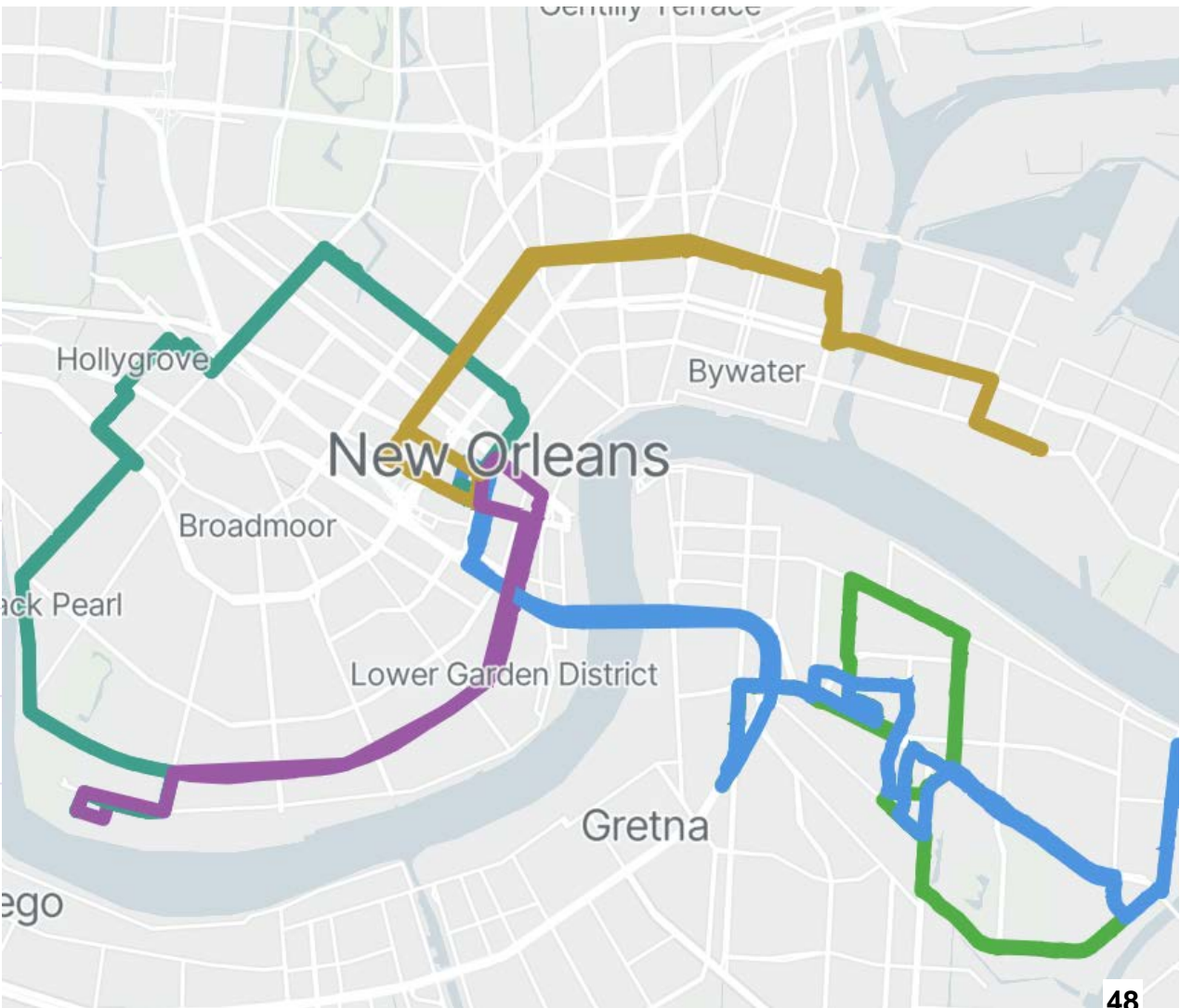
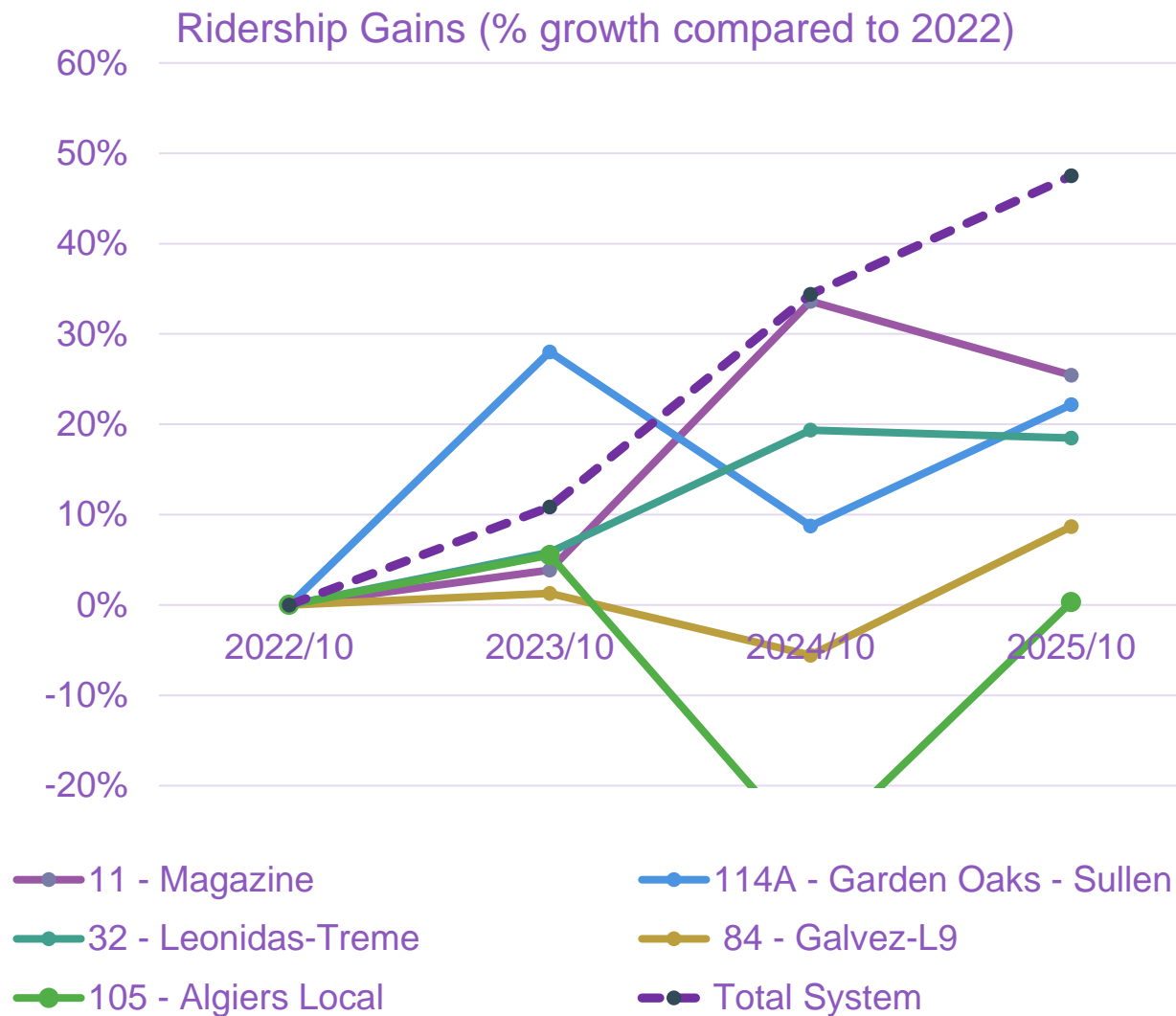
RIDERSHIP: GREATEST GROWTH

MINOR ROUTES (<25,000 MONTHLY RIDERS)

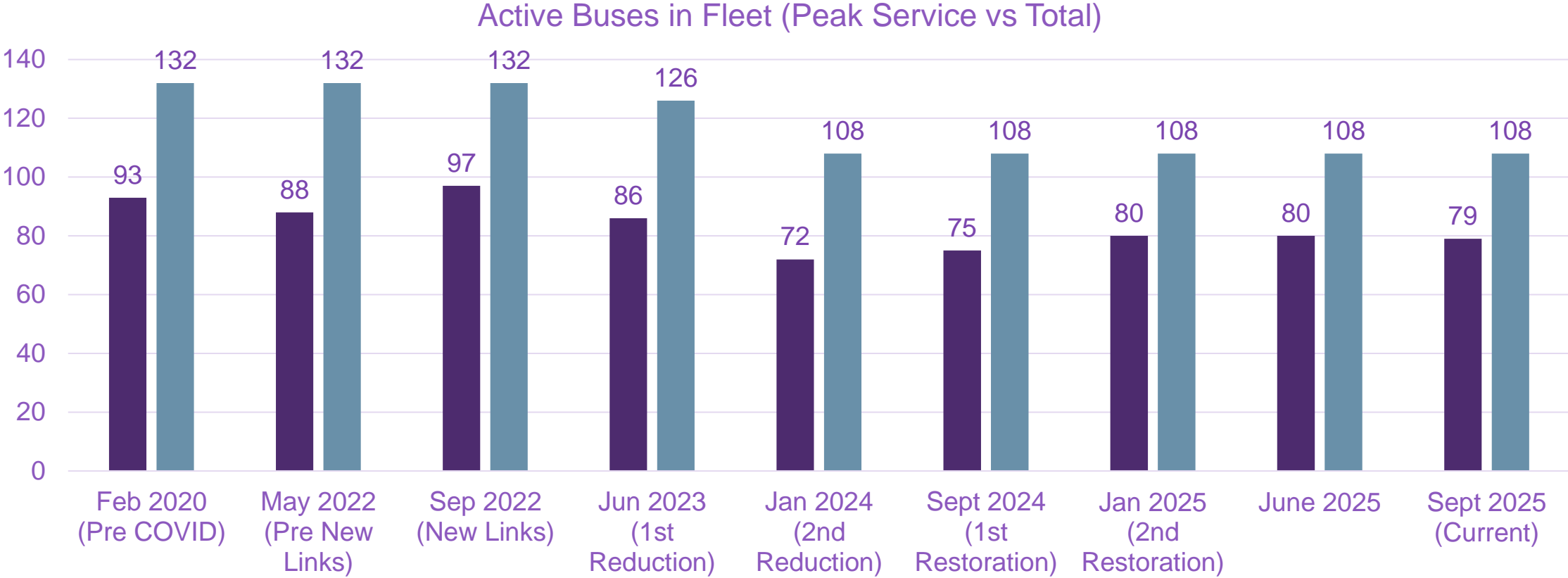
Ridership Gains (% growth compared to 2022)



RIDERSHIP: LOWEST GROWTH

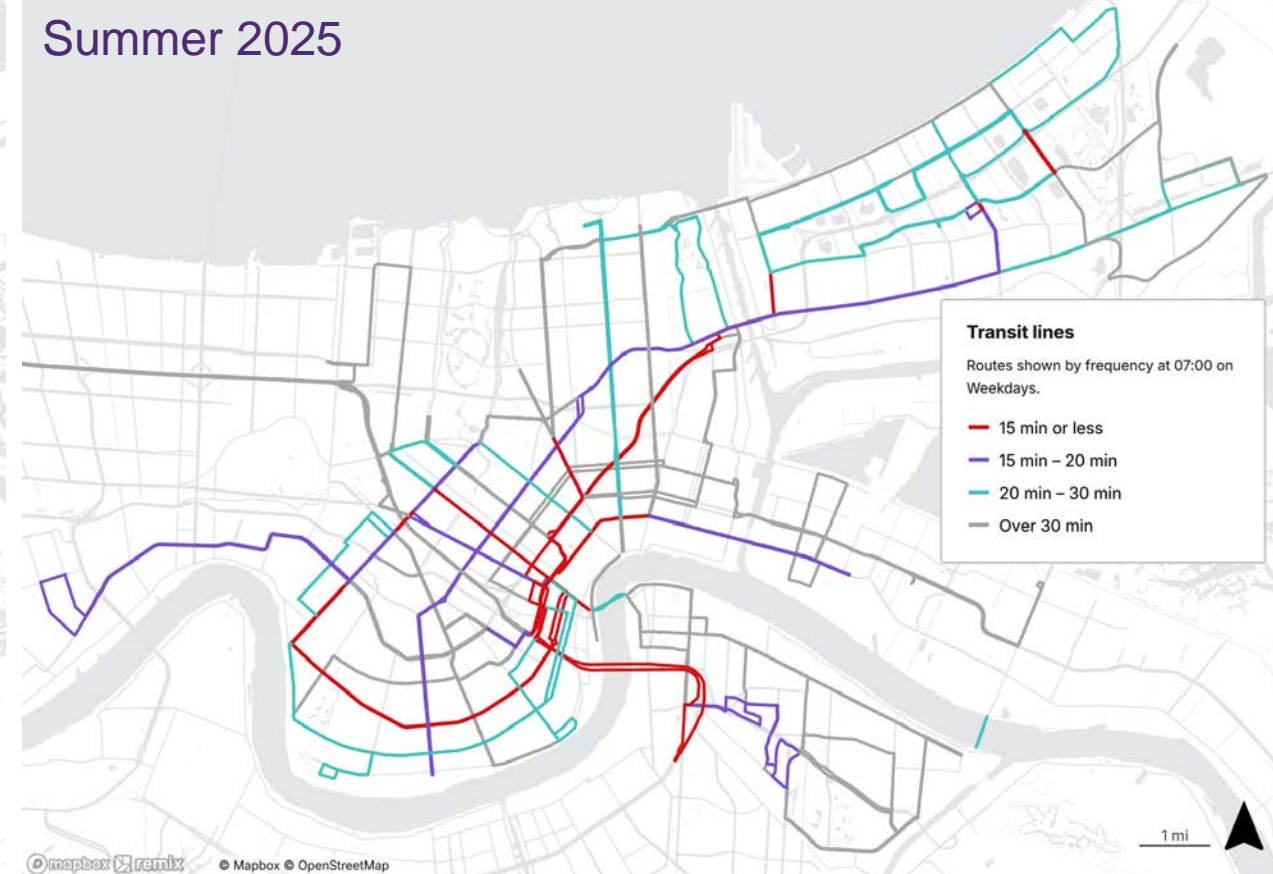
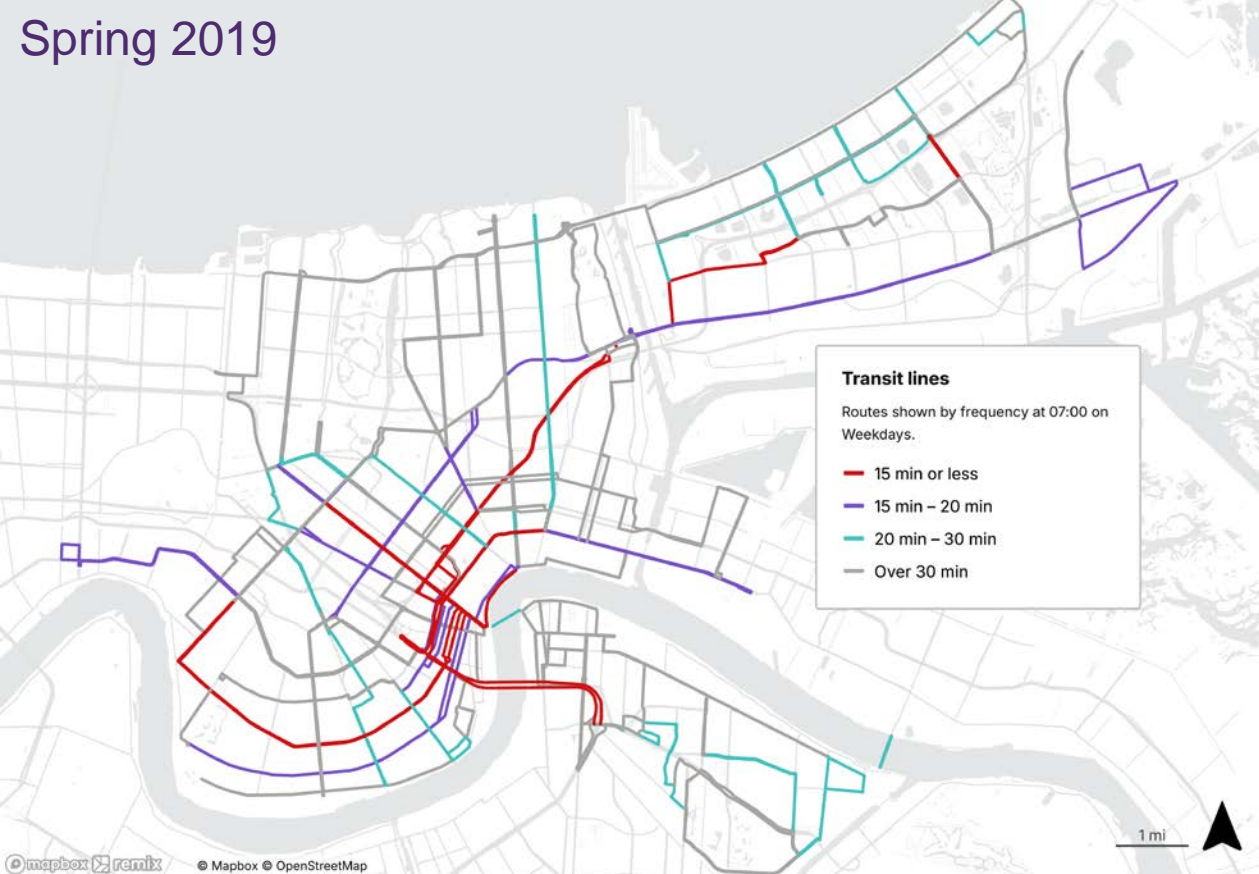


SERVICE DELIVERY: VEHICLES SCHEDULED 2022-2025



SERVICE DELIVERY: FREQUENCIES

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

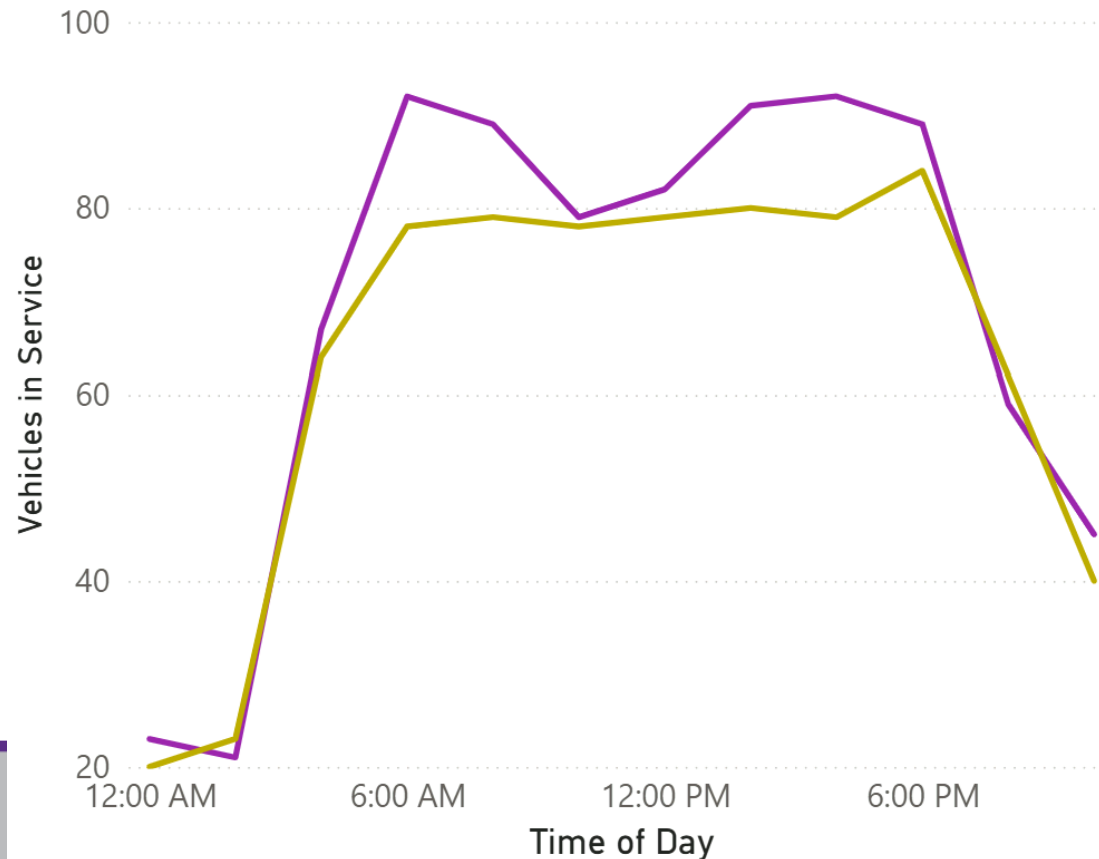


SERVICE DELIVERY: MIDDAY SUPPLY & DEMAND

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

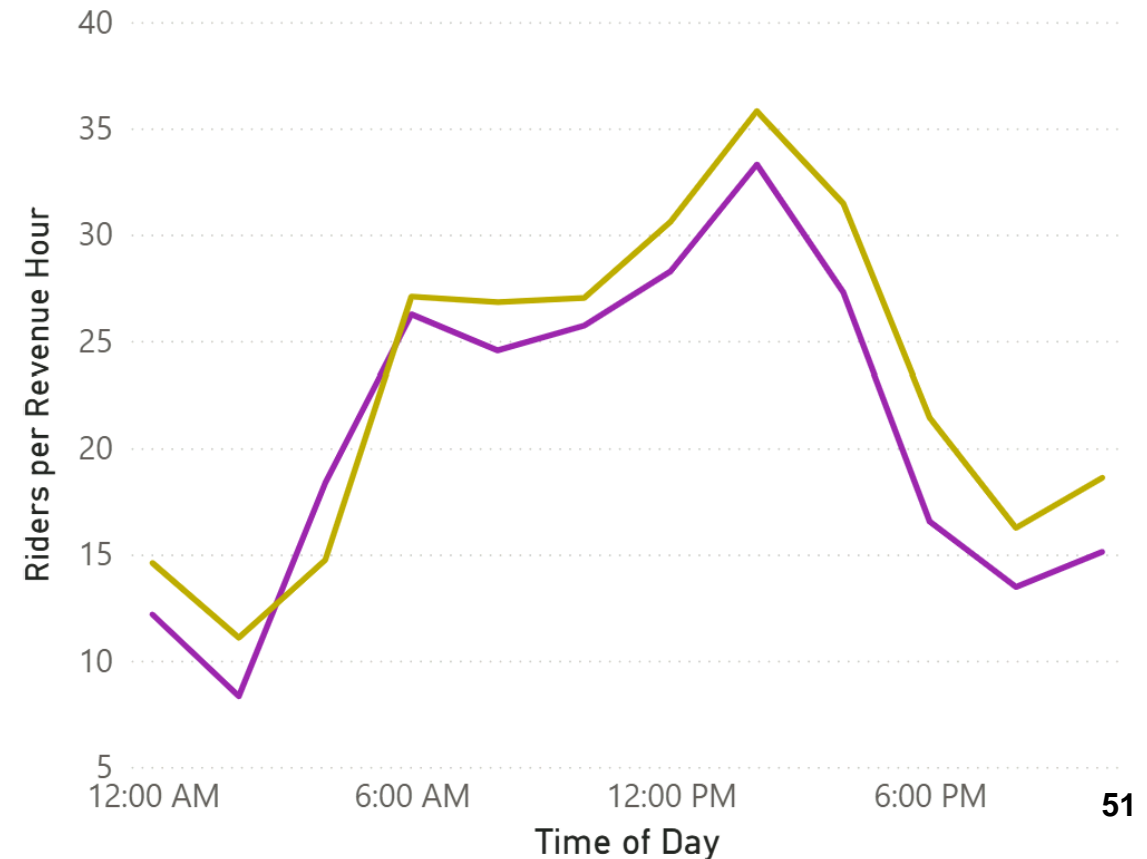
Vehicle Need by Time of Day

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



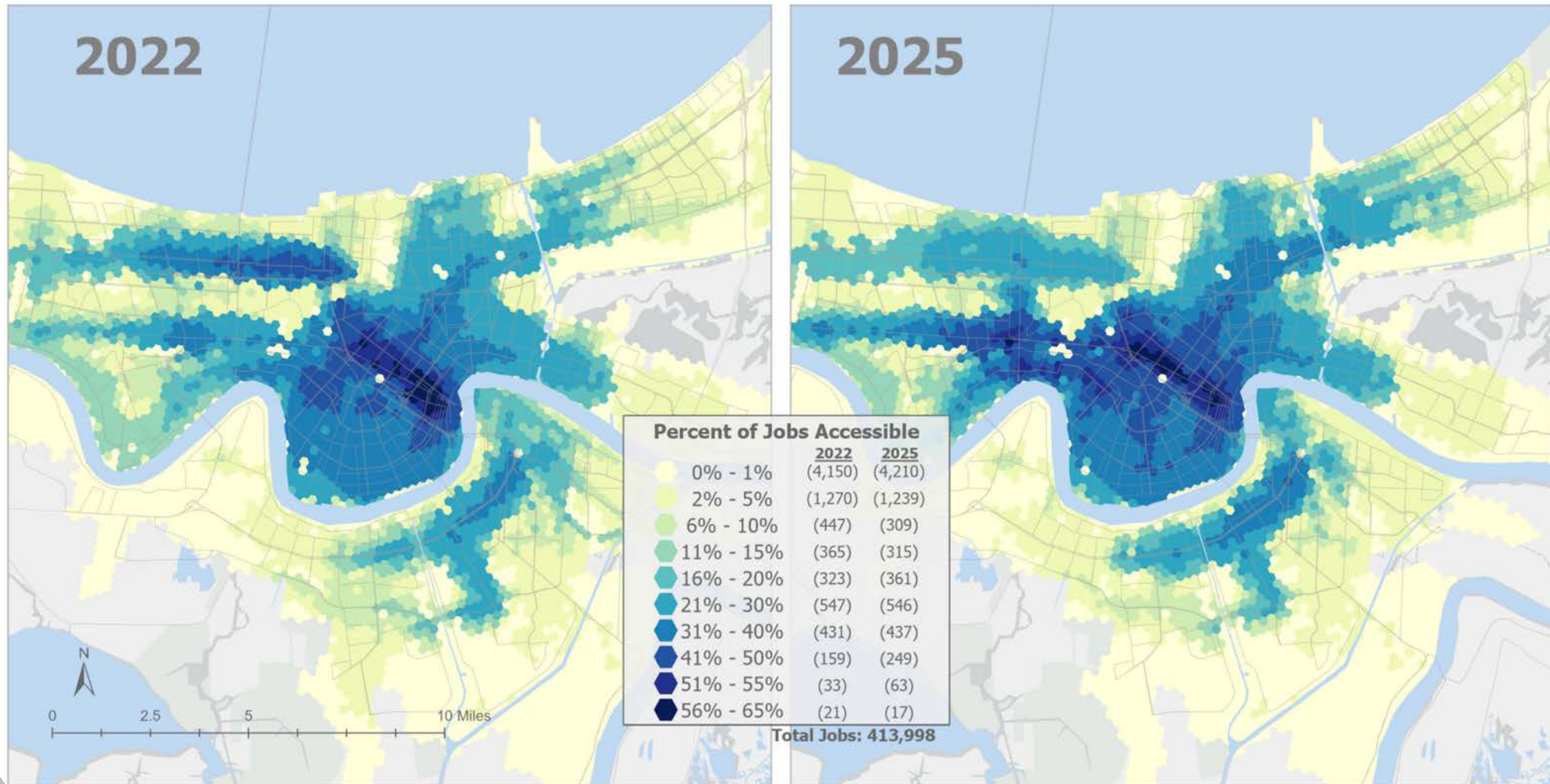
Productivity by Time of Day

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



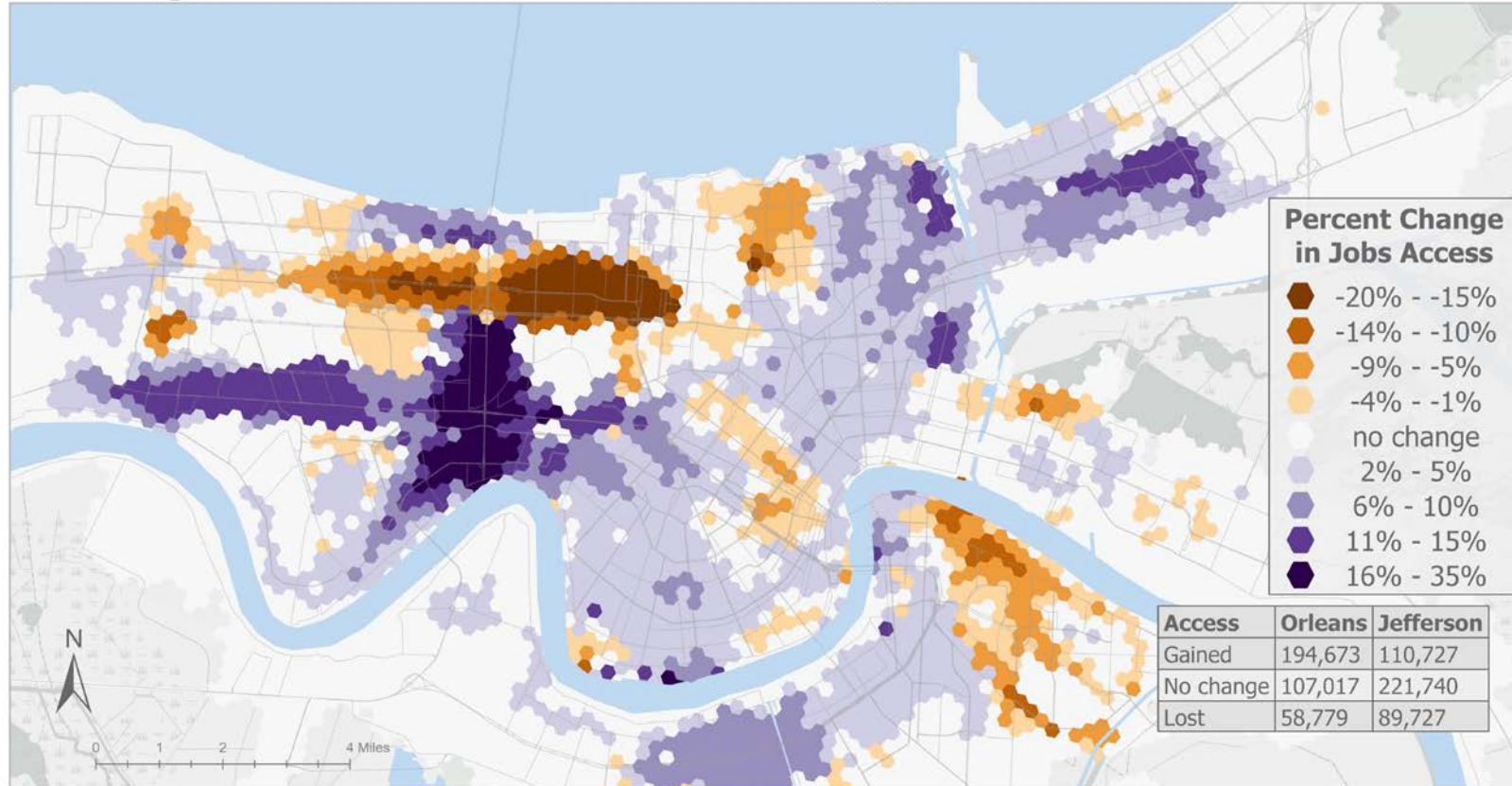
JOB ACCESS IN REGION

Jobs accessible in 60 minutes at 7:00AM



JOB ACCESS IN REGION

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



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

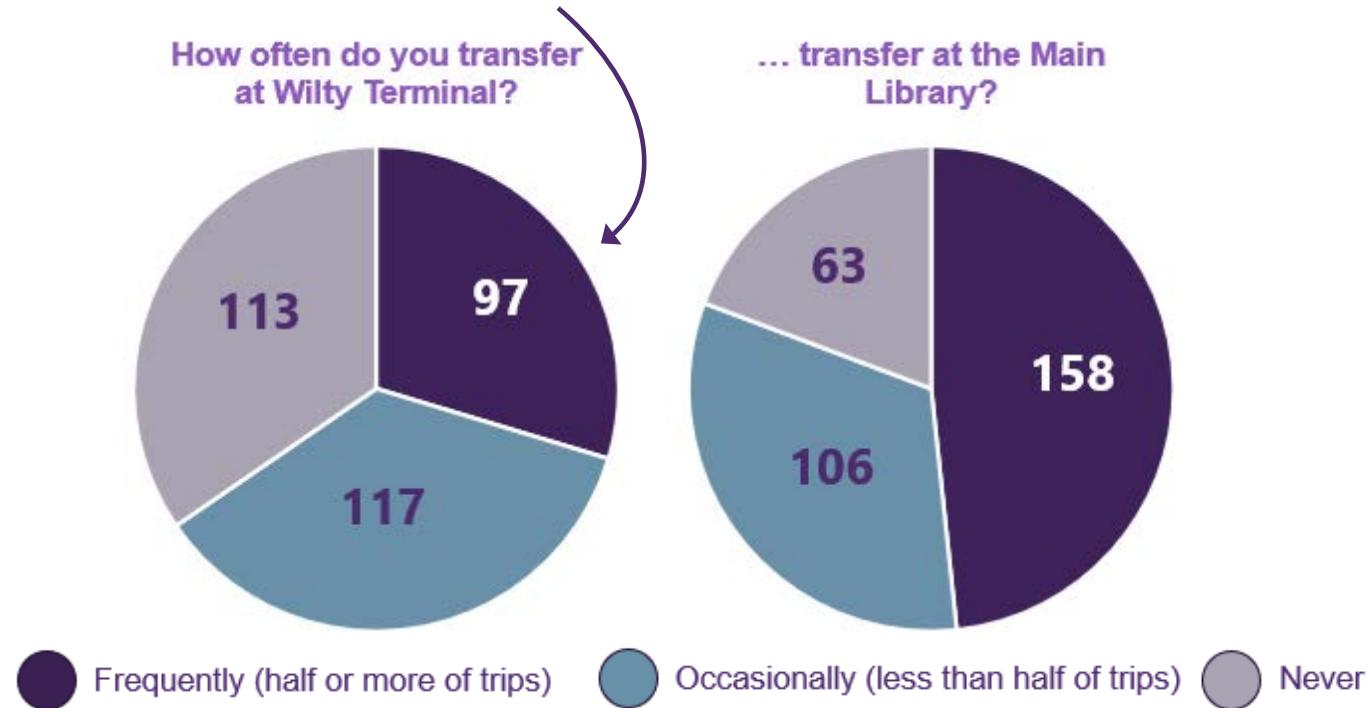
Observations:

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

JOB ACCESS: FOCUS ON WILTY TERMINAL

All routes in Algiers now deviate to Wilty Terminal.

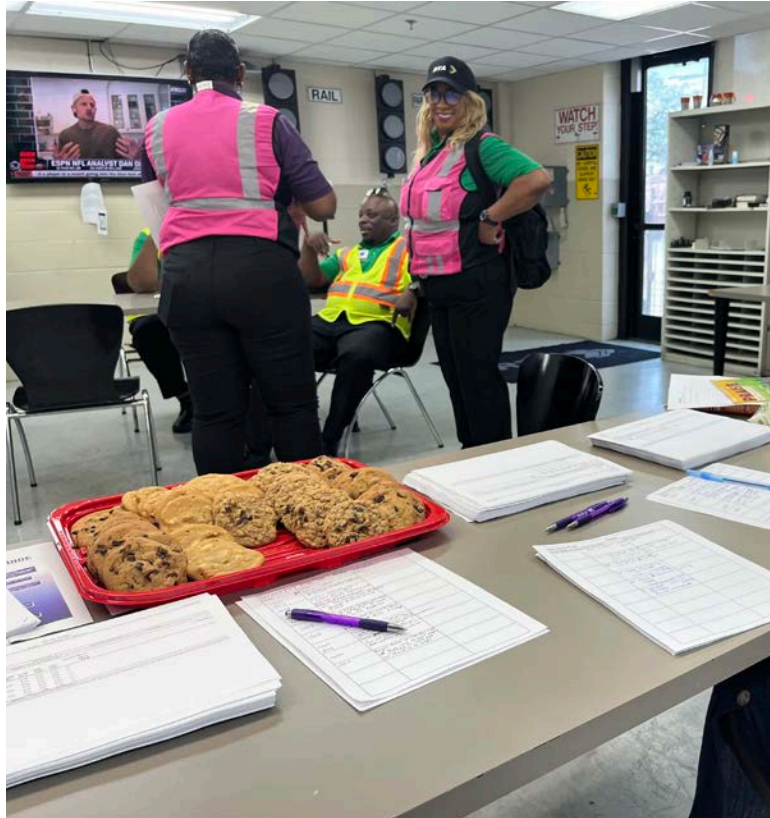
This has increased travel time from Algiers to downtown jobs, but it is a highly used transfer facility and an important regional connection.



WHAT DID THE COMMUNITY TELL US

- Operations and Operator Feedback
- Rider Feedback

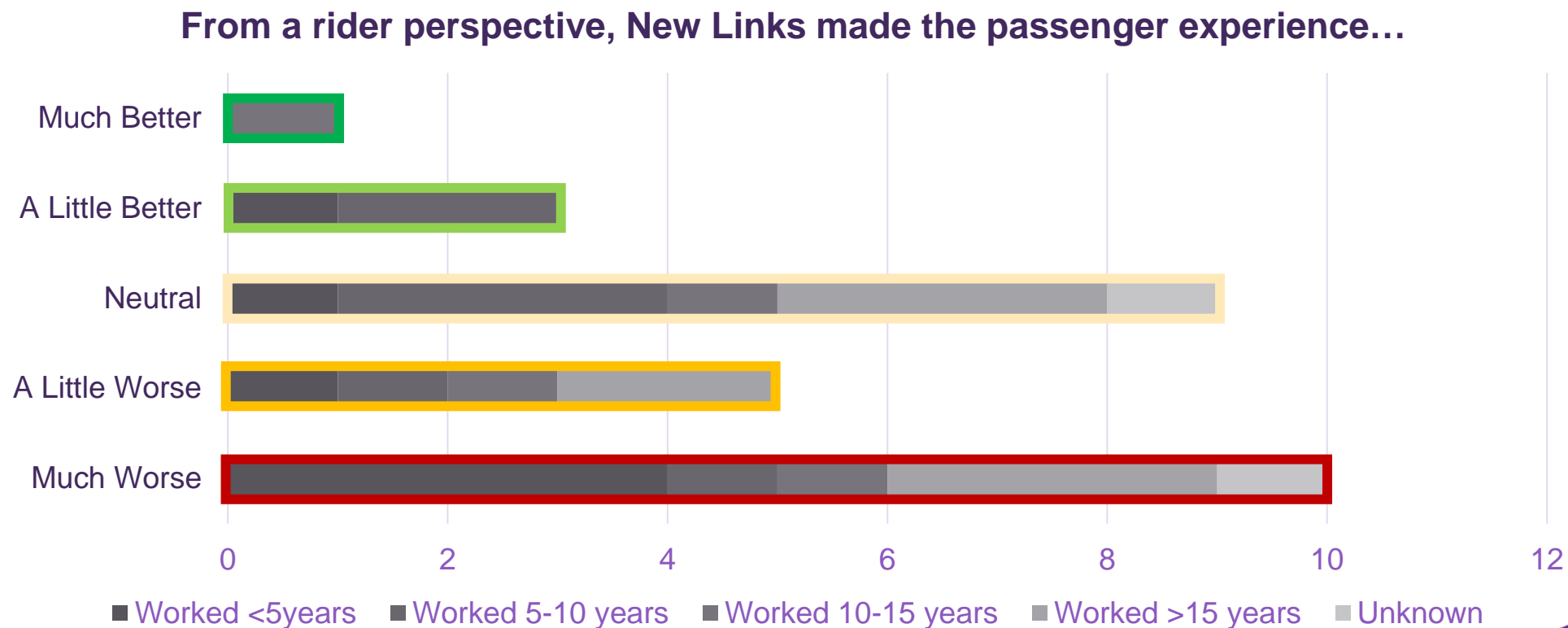
OPERATIONS FEEDBACK: SUMMARY



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

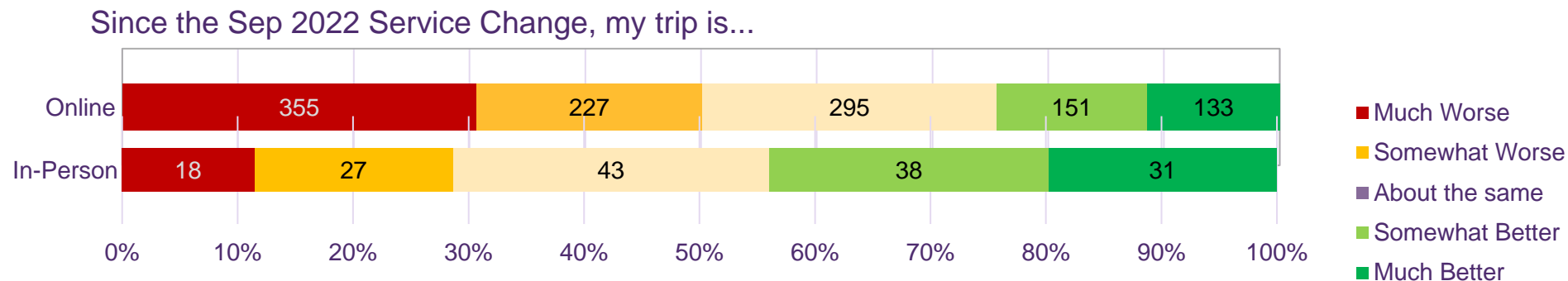
OPERATOR FEEDBACK: SURVEY

Results from October 2025 survey, 28 responses:

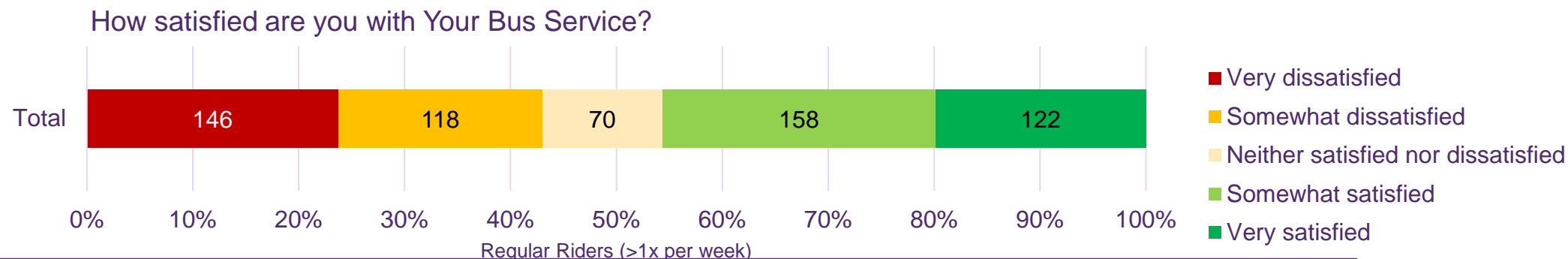


RIDER FEEDBACK: SURVEYS OVER TIME

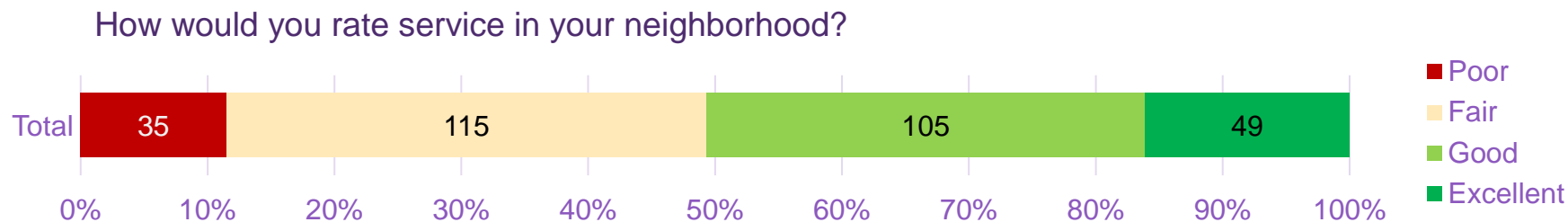
January
2023



January
2024









Fall 2025
(Algiers Rider
Survey)



NEW LINKS GOALS REVISITED

SUBJECTIVE ASSESSMENT

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

NEXT STEPS

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

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

QUESTIONS?



New Orleans Regional Transit Authority

2817 Canal Street
New Orleans, LA 70119

Board Report and Staff Summary

File #: 25-178

Operations & Administration Committee

[Ops Committee Slides 12.11.25]



December 11, 2025


Regional Transit Authority

**Operations & Administration
Committee**



The New Orleans Regional Transit Authority (RTA) hereby declares that, in accordance with La. R.S. 42:17.1 (A)(2)(a)-(c), a meeting will be held on Thursday, December 11, 2025, at 9:00 a.m. The agency's website streams the in-person meeting live, and mask-wearing is encouraged inside the boardroom.

This meeting is accessible to persons with disabilities. To help assure availability, modifications or accommodations linked to a disability must be requested 72 hours before the meeting or hearing. Please direct requests for public meeting accommodations to the Office of Board Affairs, 2817 Canal Street, NOLA 70119, or call 504-827-8341 or by email (rtaboard@rtaforward.org).



Written comments on any matter included on the agenda will be accepted in the following ways:

- 1) Submission of a Speaker Card on meeting day;
- 2) Electronically by email sent to: rtaboard@rtaforward.org prior to the meeting; or
- 3) By U.S. Mail send to 2817 Canal Street, Attention: Office of Board Affairs, New Orleans, LA 70119.



Agenda

- 1. Call to Order**
- 2. Roll Call**



Agenda

3. Consideration of Meeting Minutes

[Operations and Administration Meeting – November 13, 2025]

25-1668



Agenda

4. Committee Chairman's Report



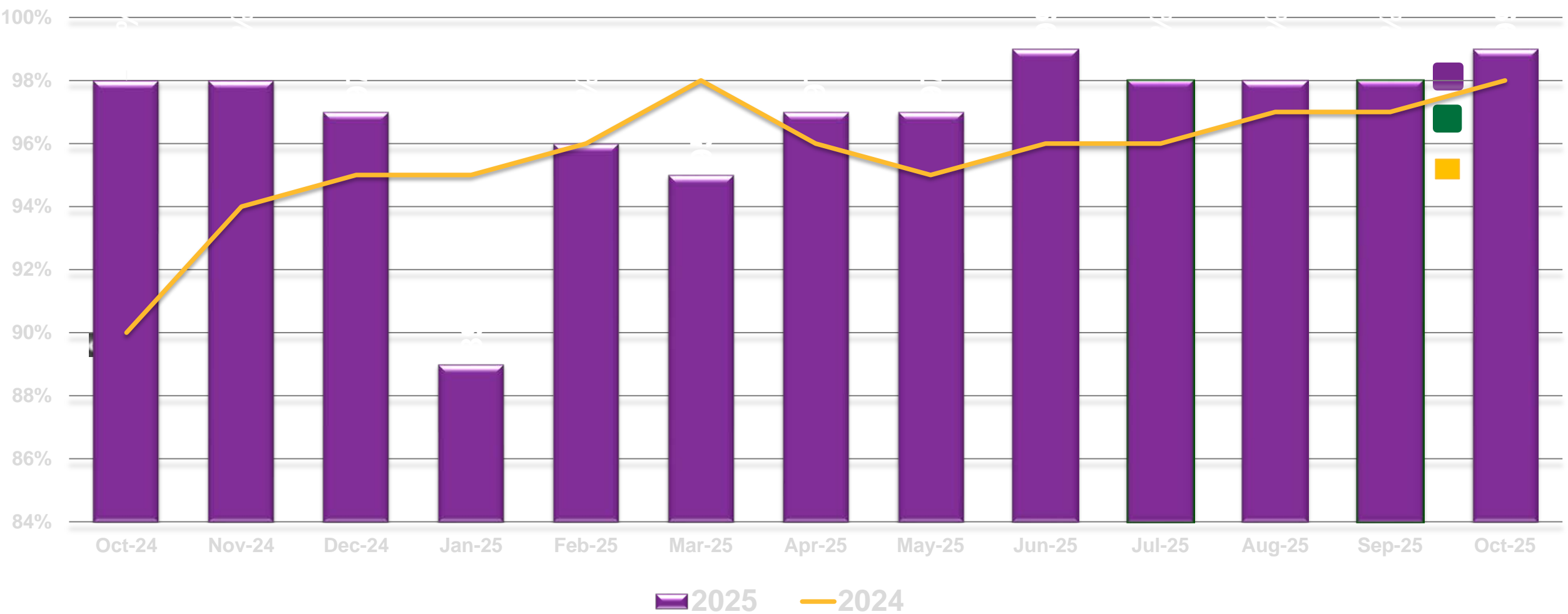
Agenda

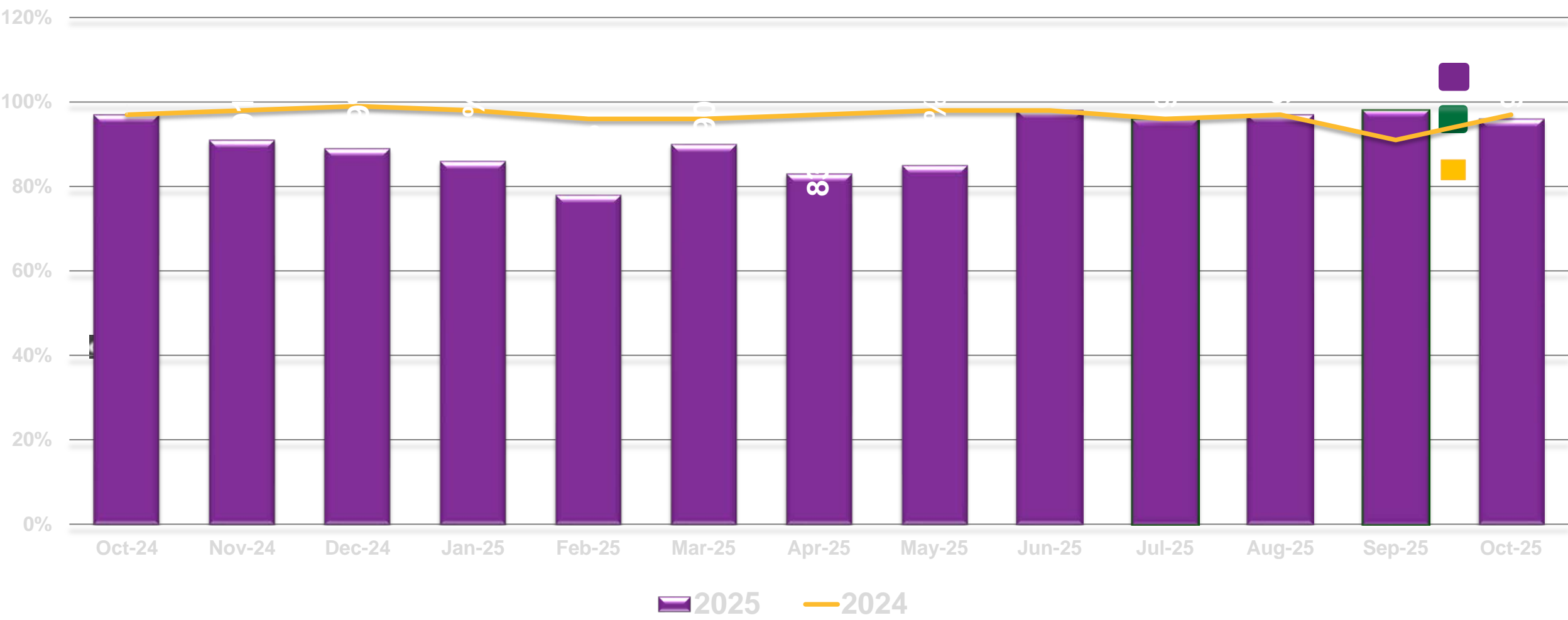
5. Chief Executive Officer's Report

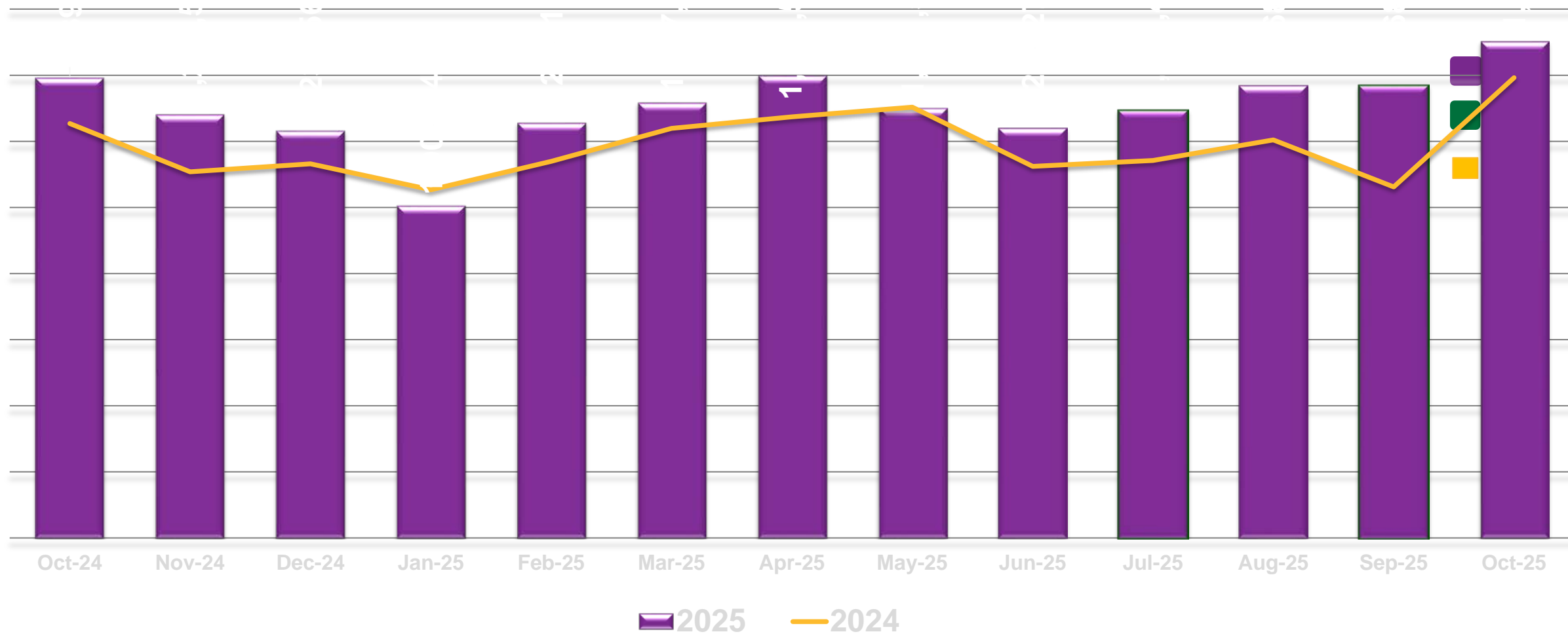


Agenda

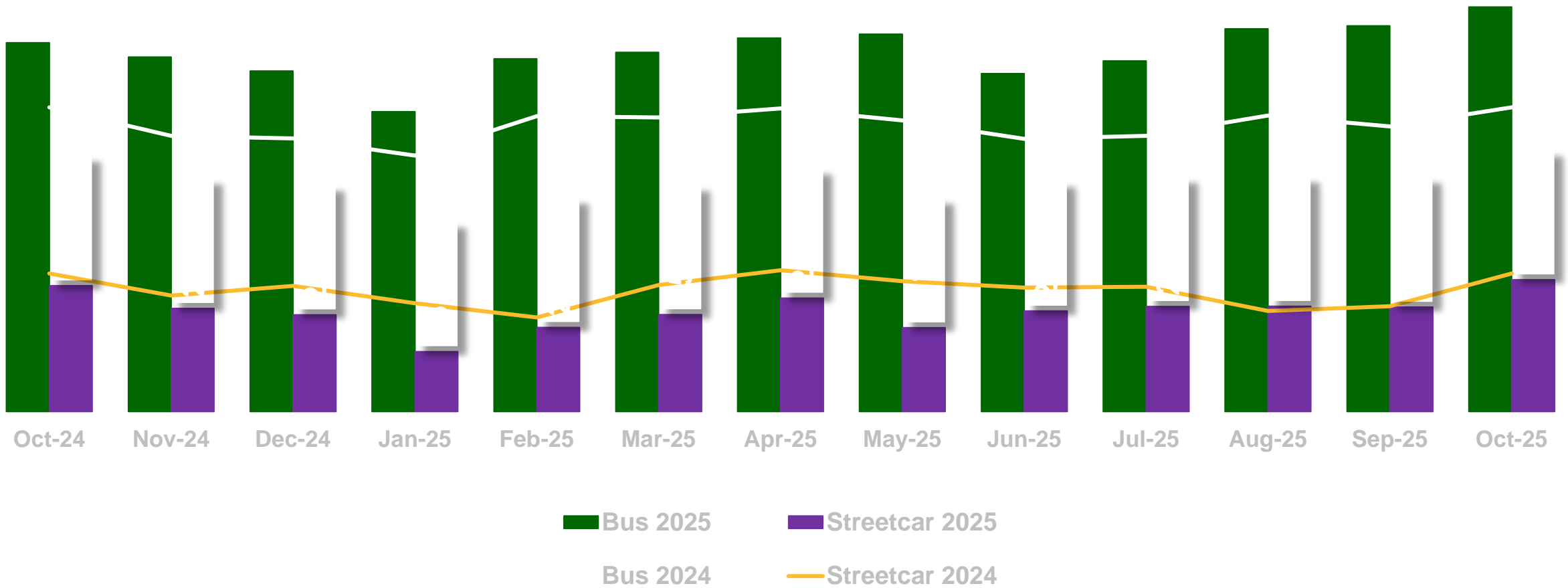
6. Chief Transit Officer's Report



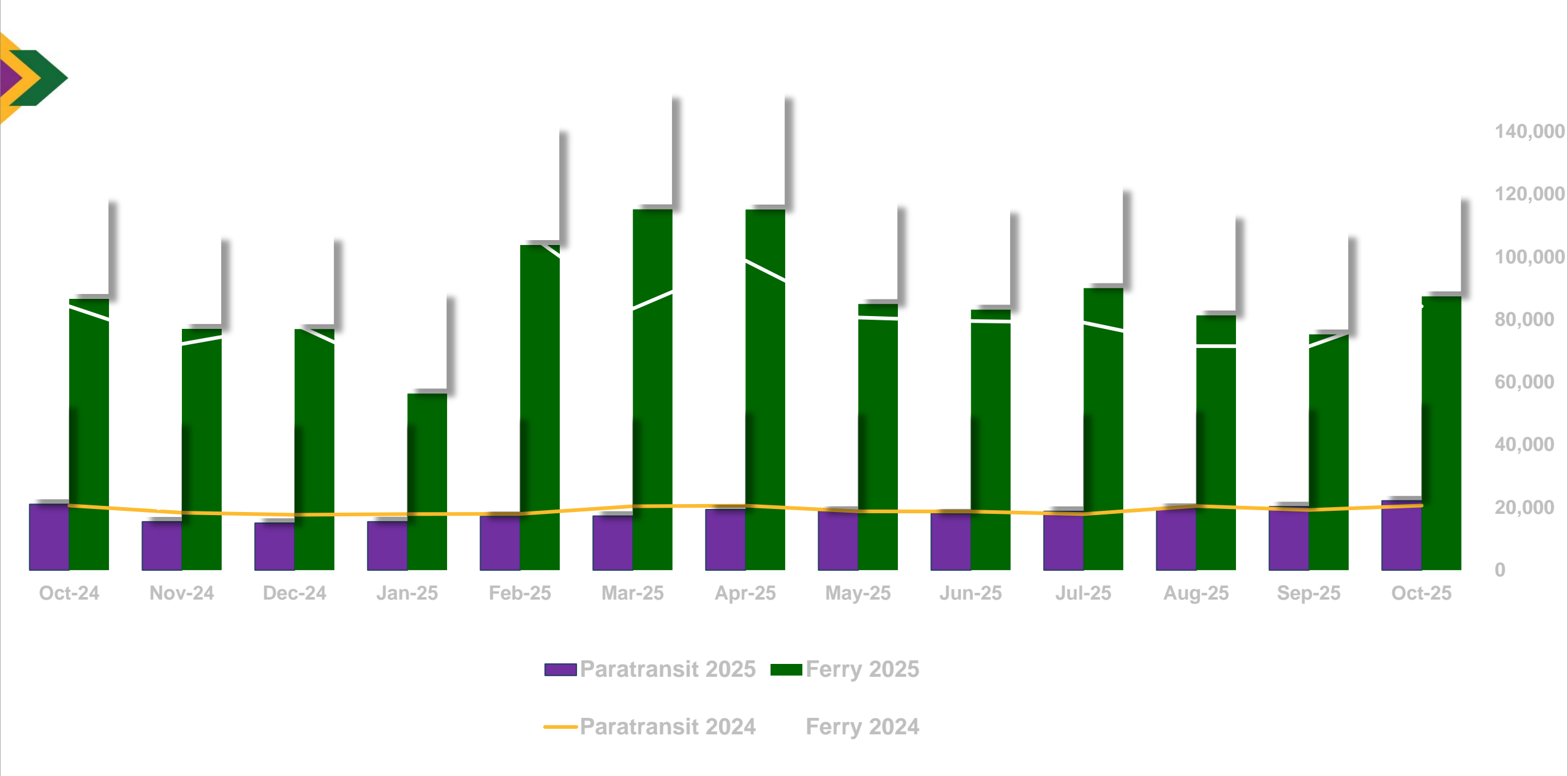




*****Total Increase from 2024 (+110,025)***



****Increase of 108,109 from 2024**
Bus(+92,428) Streetcar (+15,681)

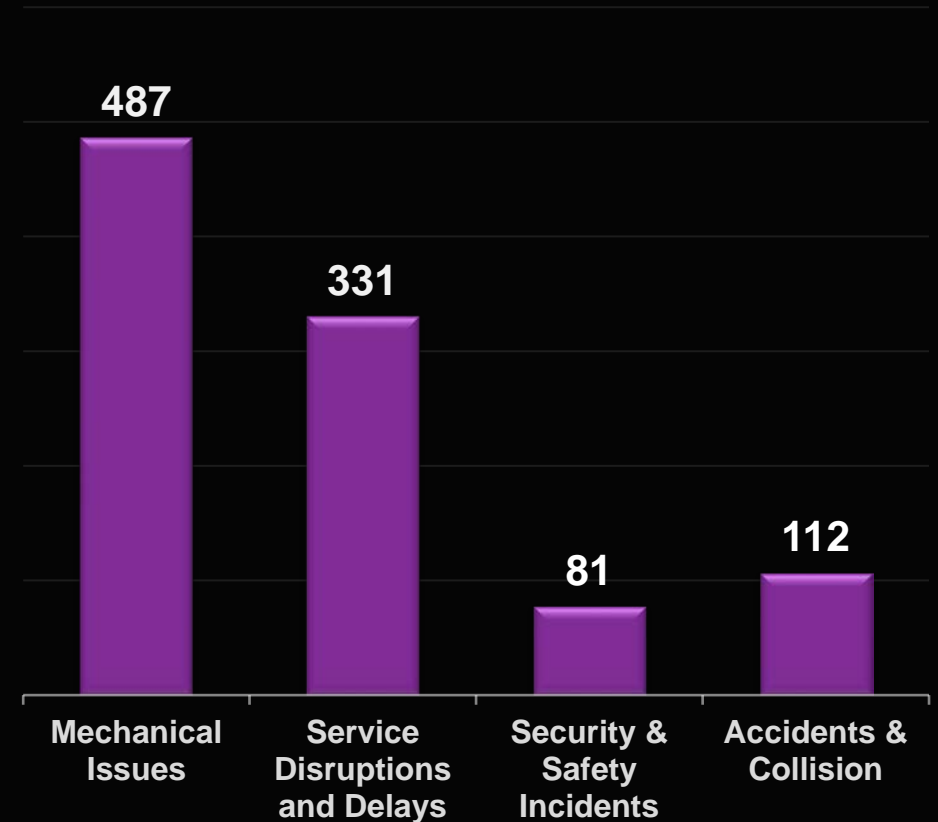


LONG-TERM DETOURS

ROUTES AFFECTED BY LONG-TERM DETOURS	CAUSE
11-Magazine	Utility Company Work
31 & 32 Gentilly/Treme	Road Construction
57-Franklin/Freret	Road Construction
61 & 62- Lake Forest/Morrison	Road Construction
80 – Desire/Louisia	Road Construction
84 - Galvez	Bridge Malfunction
91 – Esplanade	Road Blocked
103 – General Meyer	Hole in Street
114A & 114B Sullen/Woodland	Road Blocked

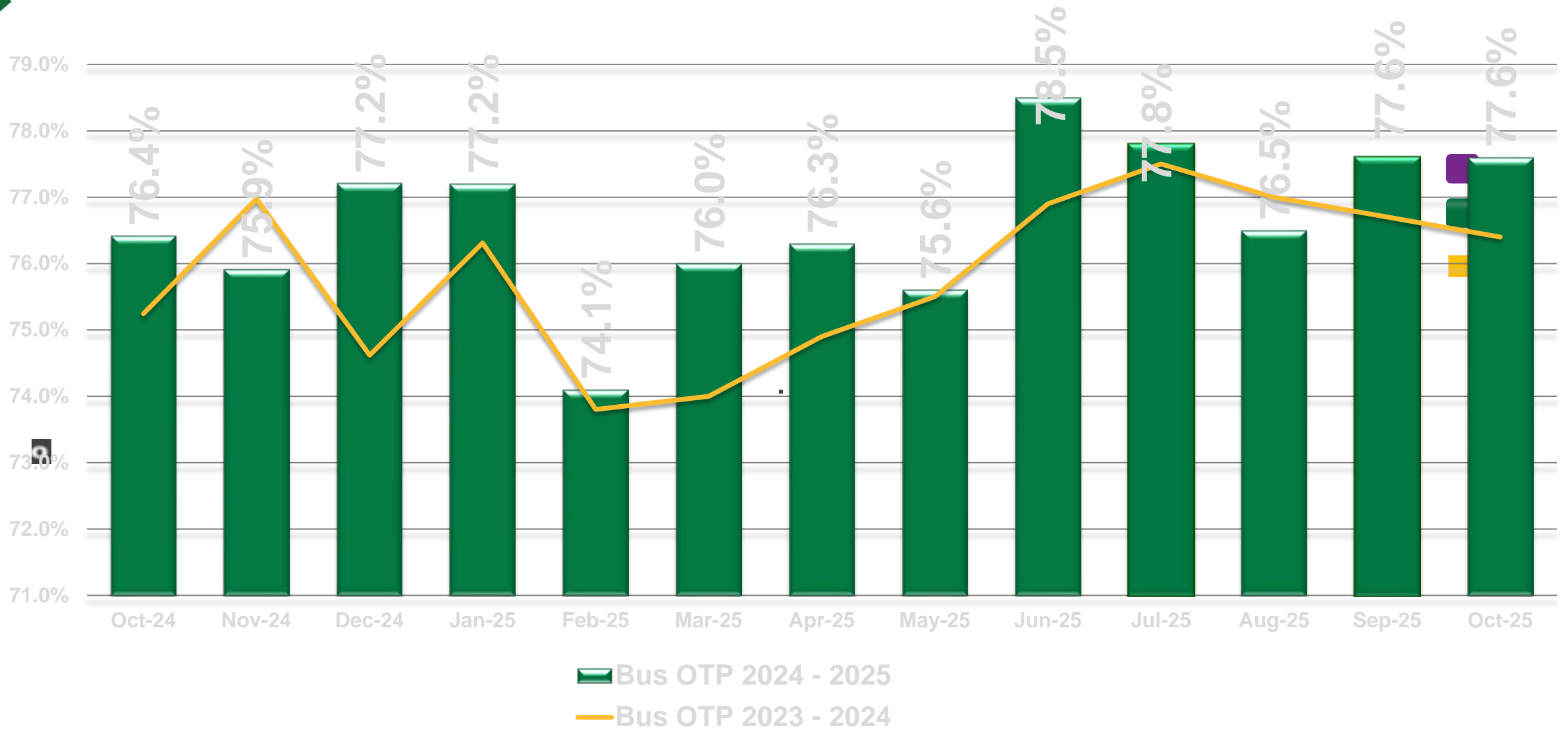
SERVICE DISRUPTION BY CAUSE BUS & STREETCAR

Total Causes Recorded = 1003

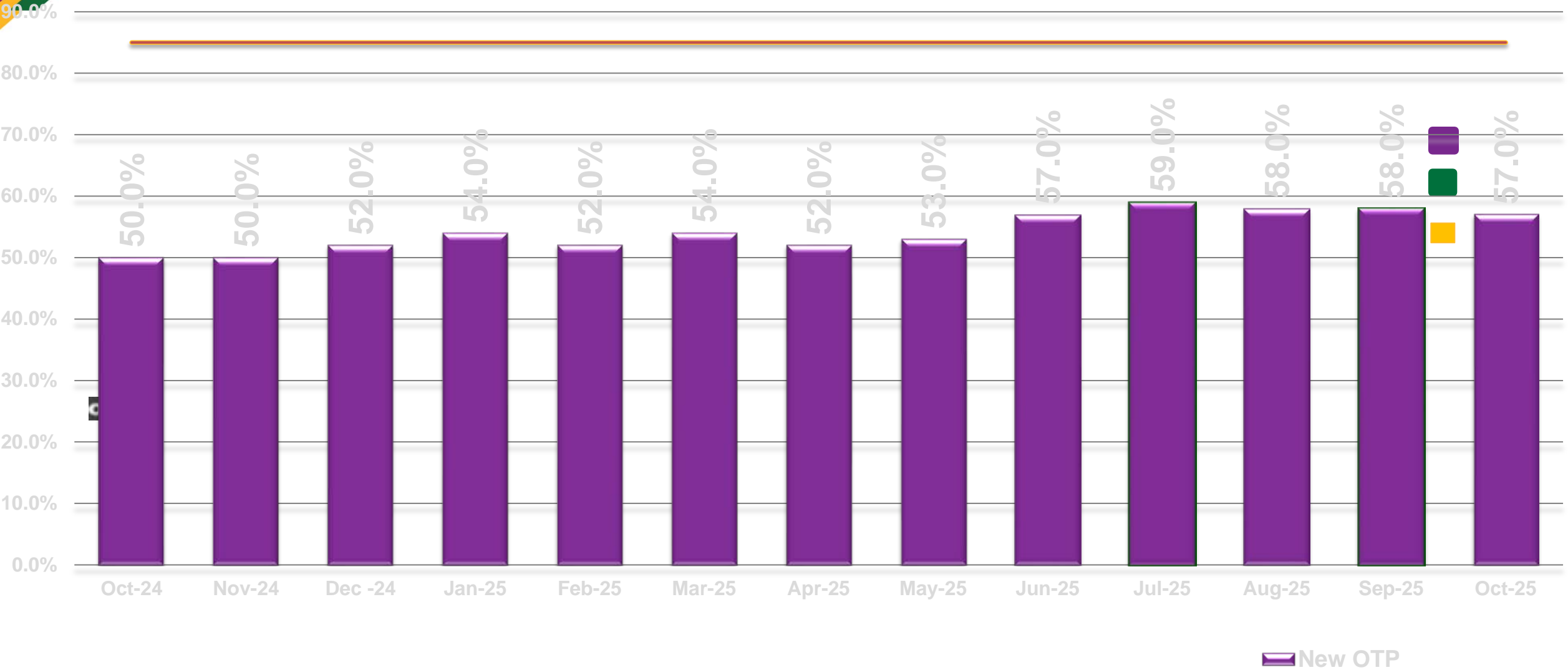


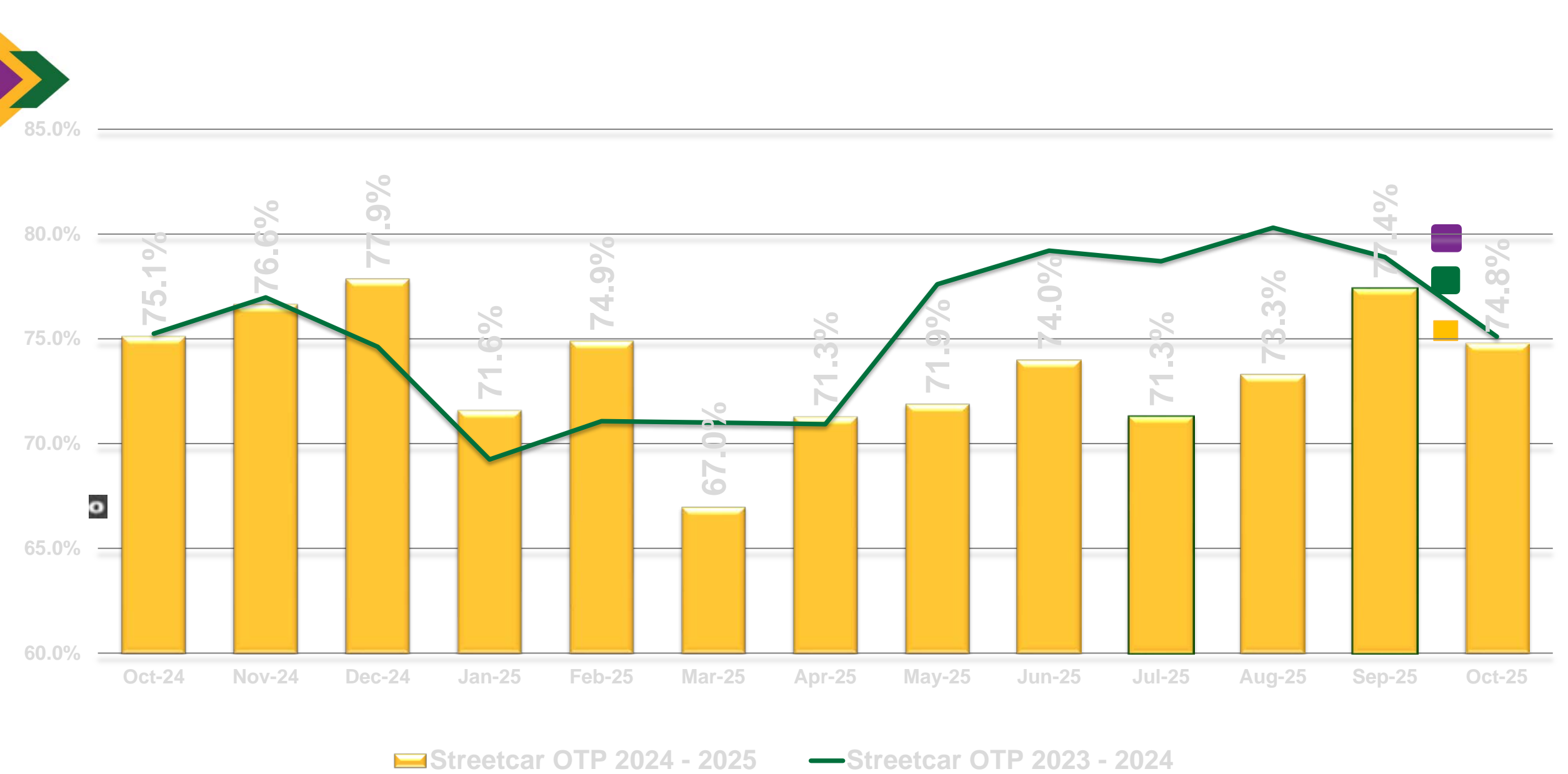
****Top causes of service delays:**

1. Lot Defect- 40%
2. Operator Availability- 29%
3. Vehicle Availability- 5%

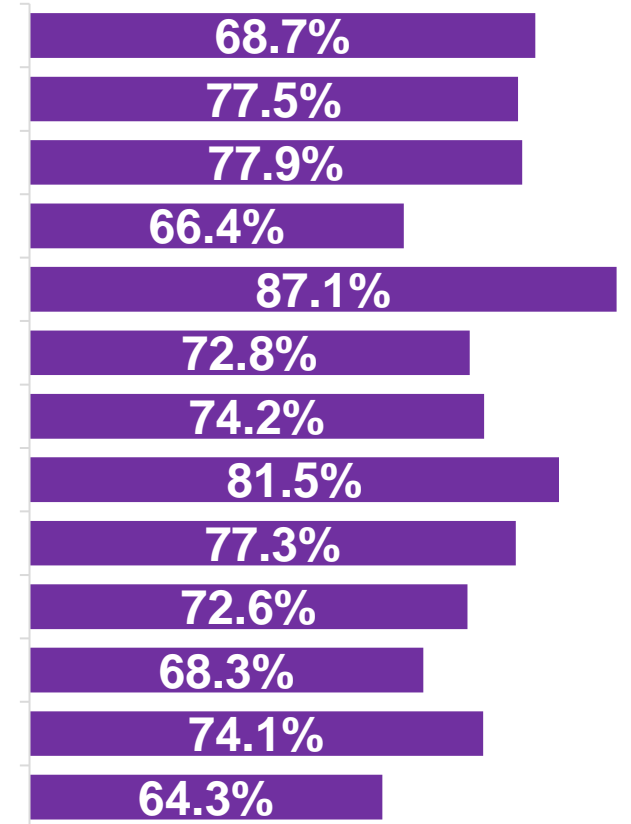
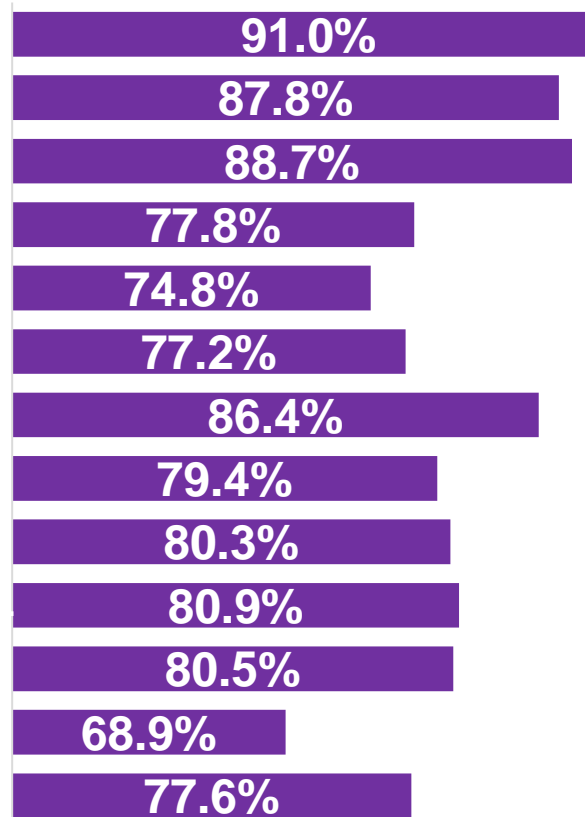


OCTOBER 24-25





**** Streetcar OTP may be understated, as bus bridge operations are not fully reflected in on-time performance calculations.**



From September to October, 16 of 31 routes improved their On-Time Performance, representing 51.61% of the transit network trending upward. Additionally, 5 previously strong corridors-maintained stability at 85% OTP, serving as reliability pillars for system performance.

TOP ON-TIME PERFORMER BY MODE | OCTOBER 2025

BUS OPERATORS

Kenyatta Simpson	98.2%
Sean Sawyer	94.8%
Nikkie Pierre	94.7%
Gen B White	94.2%
Myron Hughes	94.1%
Jinnel Washington	93.9%
Charles Smith	93.6%
Tameshea Celestine	93.6%
Jack Miller Jr.	93.4%
Tanya Williams	93.0%

STREETCAR OPERATORS

Charles Cadet	96.8%
Raymond Peyton	92.0%
Rene Jacques	90.3%
Darryl Moon	89.6%
Oliver Armstrong	88.5%
Larry Brumfield	87.5%
Paris Brown	85.2%
Gerald Hawkins	84.4%
Suzanne Daniel	83.7%
Elie Randolph III	83.7%

PARATRANSIT OPERATORS

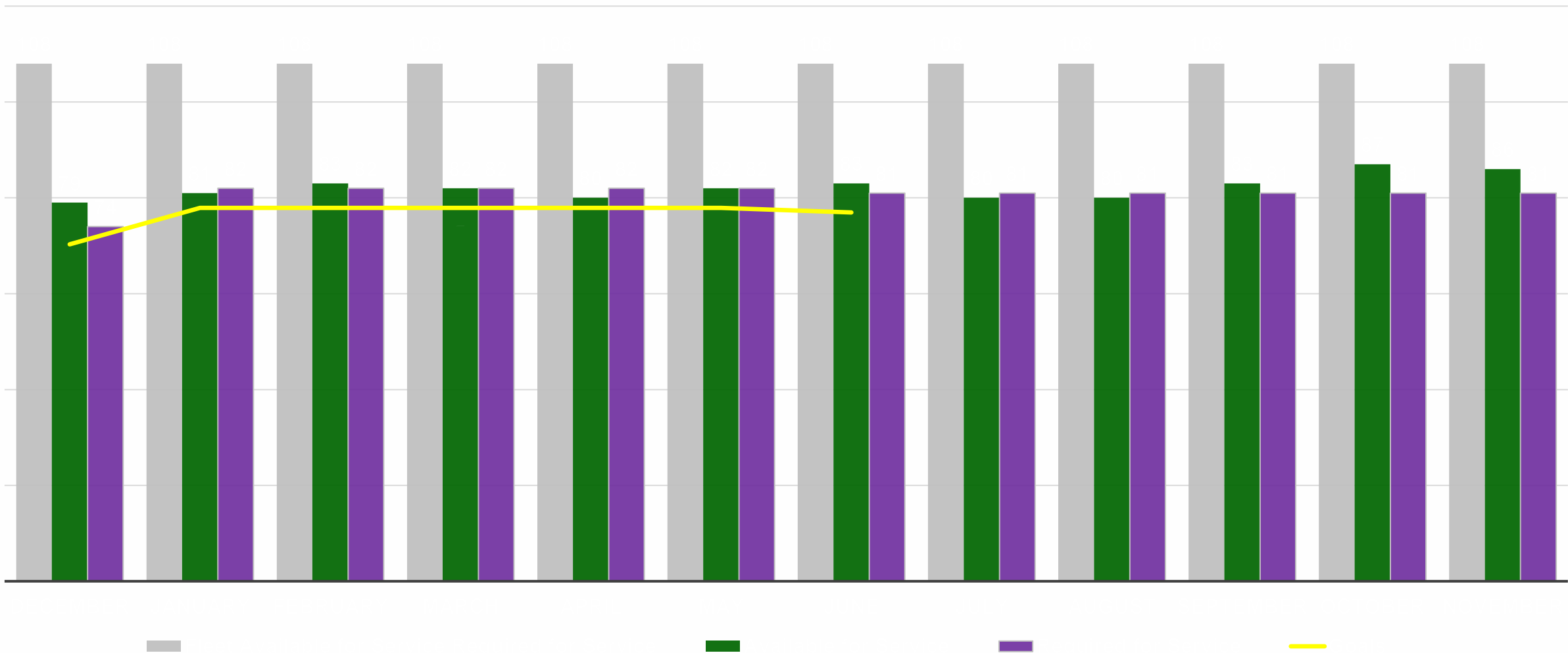
Toby Couvertier	89.9%
Brittany Shine	85.2%
Toris Hudson	82.4%

Questions?

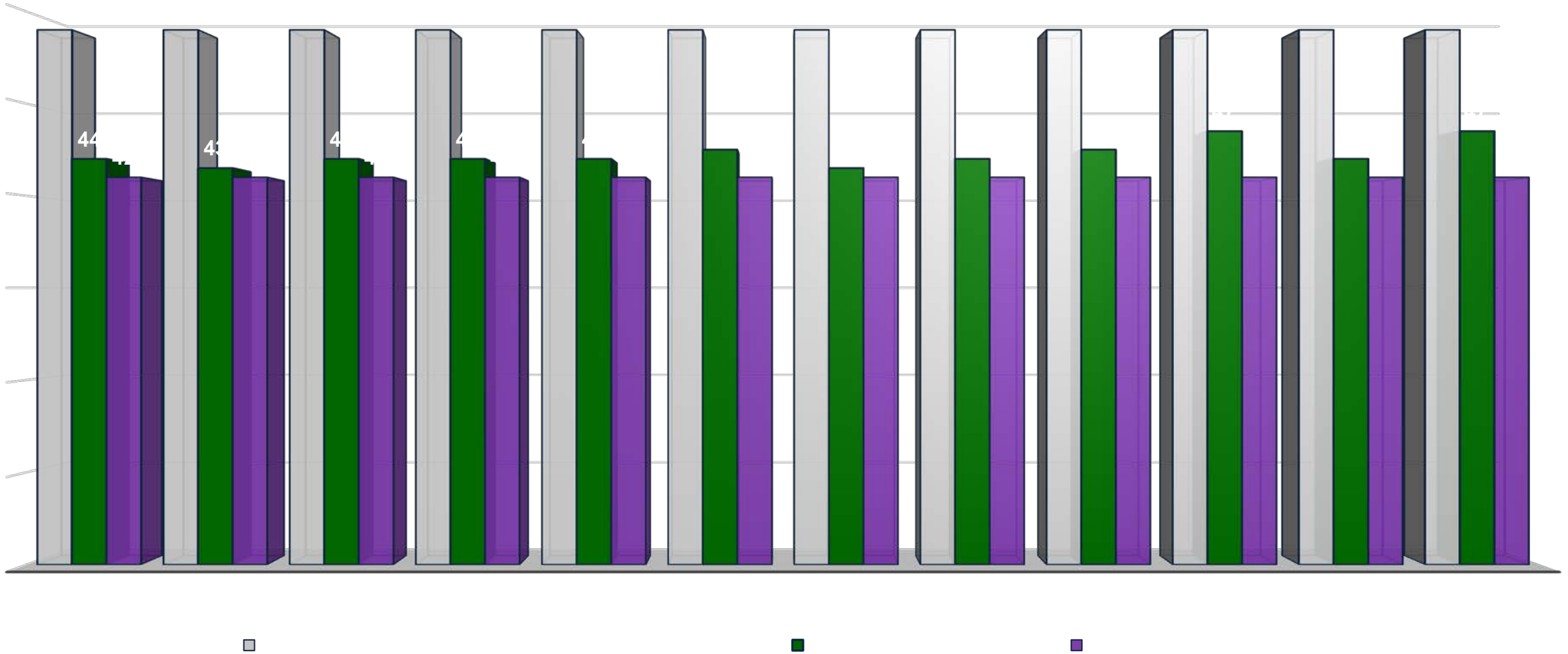


Agenda

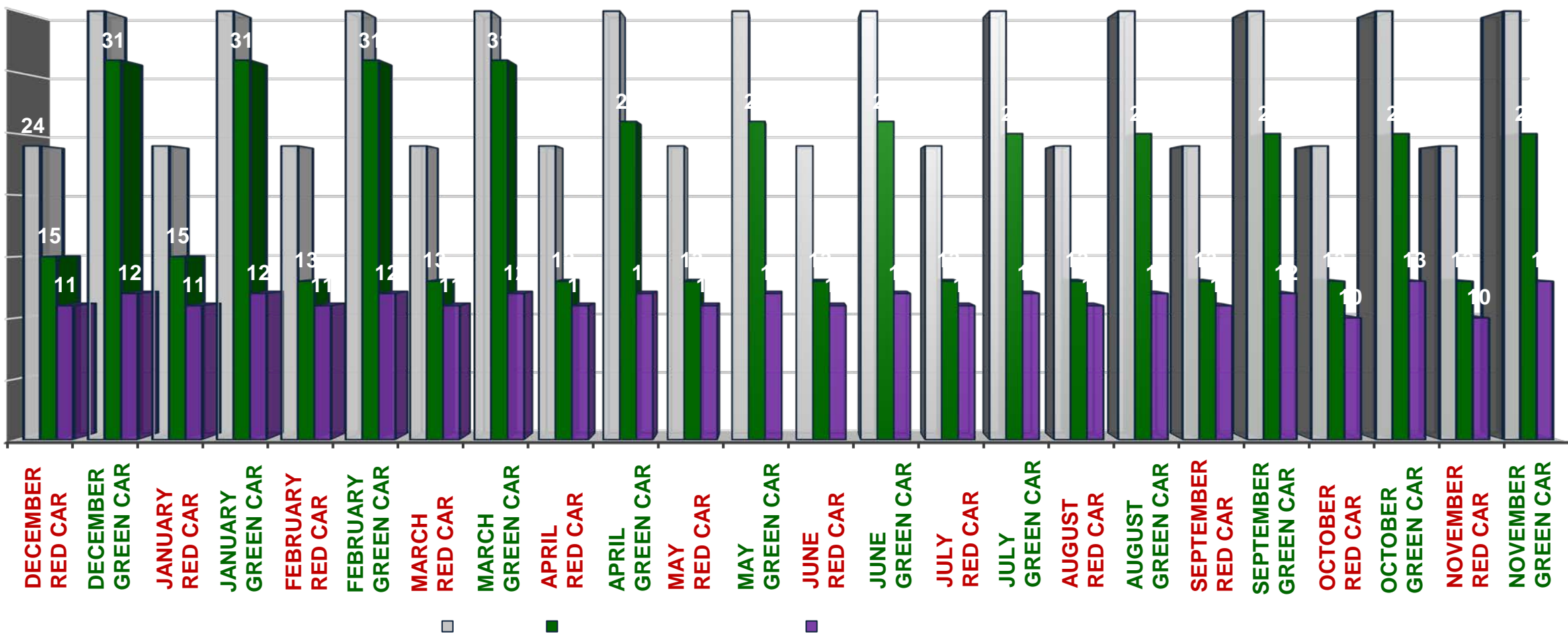
7. Chief Asset Manager Officer's Report



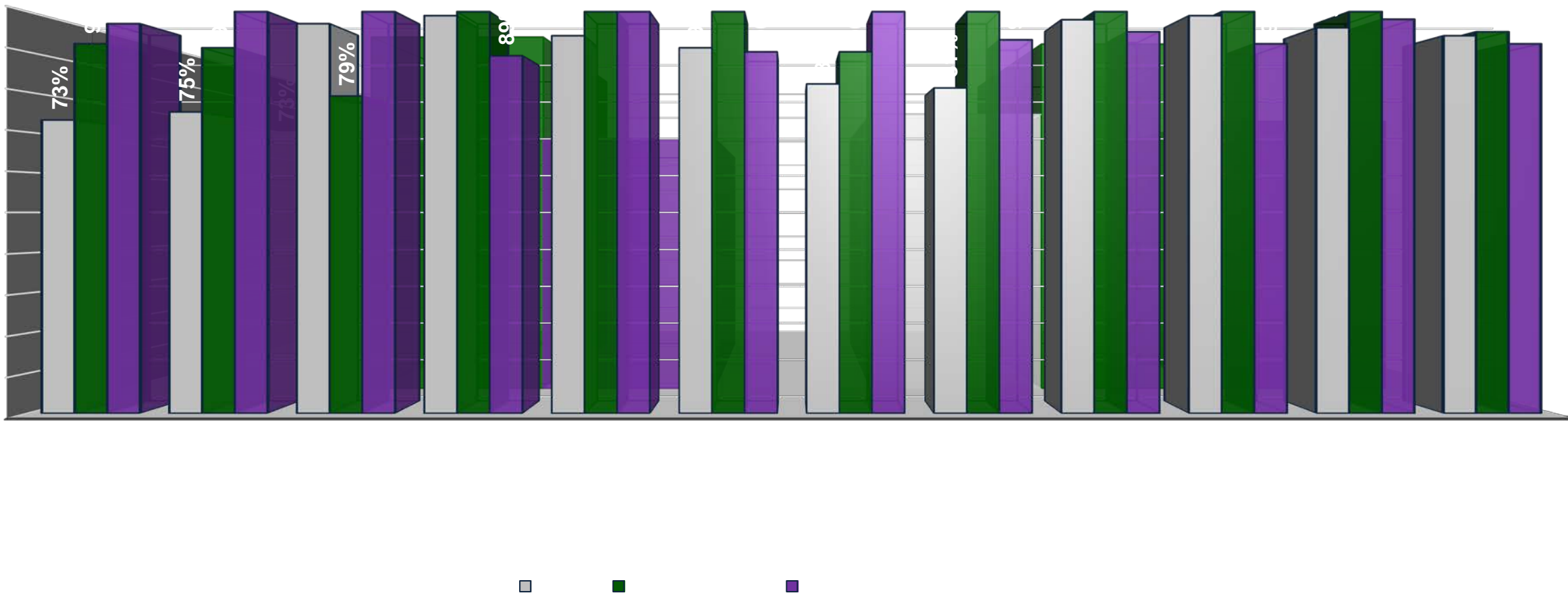
BUS FLEET AVAILABILITY: For November, the number of available buses decreased by 1 from the prior month.



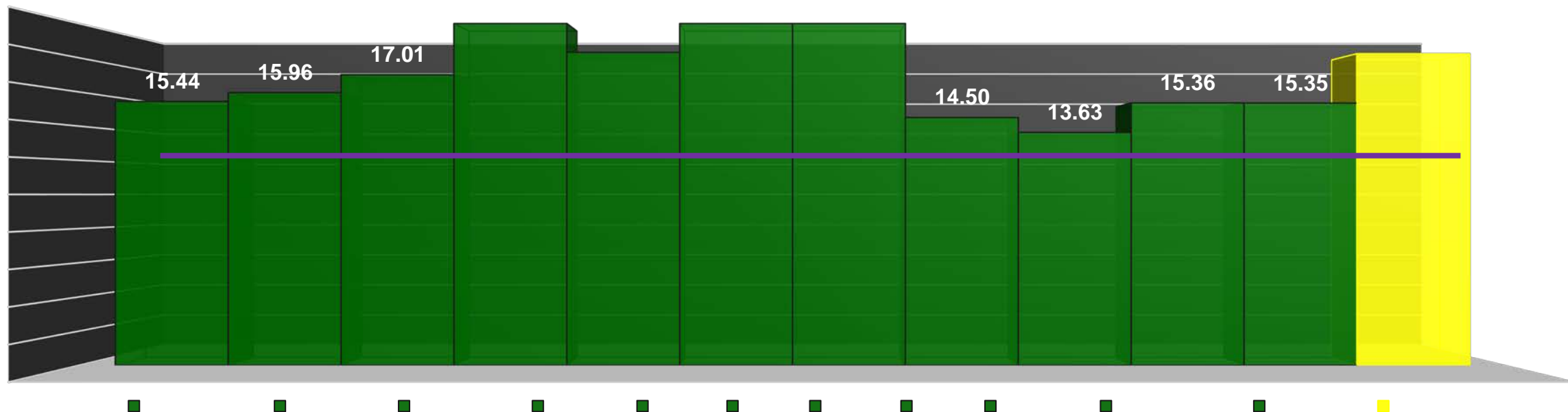
PARATRANSIT FLEET AVAILABILITY: Paratransit availability increased by 3 from the previous month.



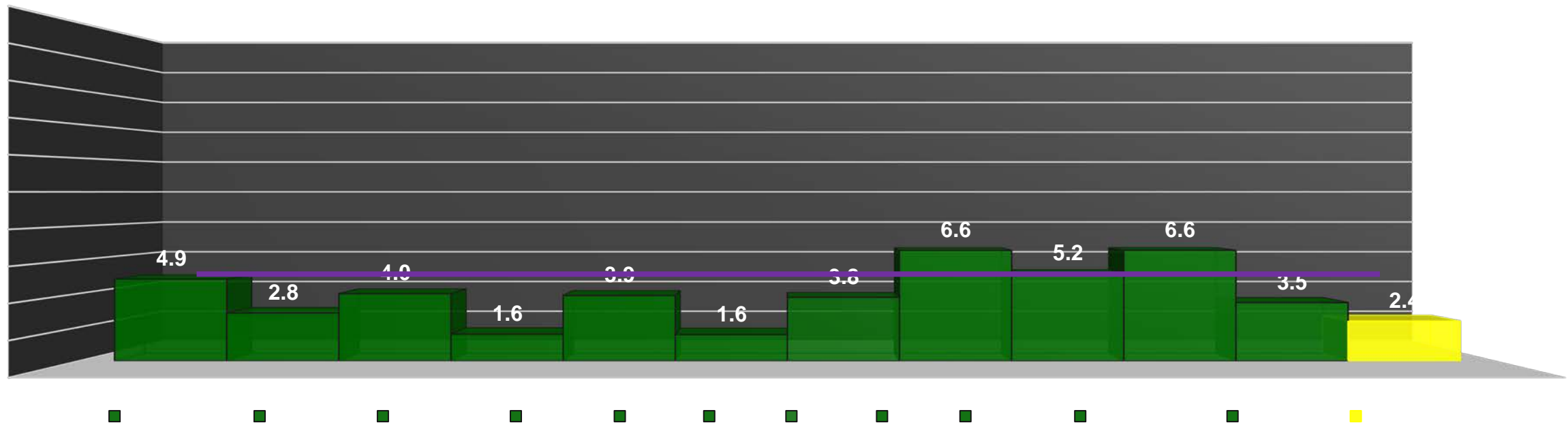
STREETCAR FLEET AVAILABILITY: Streetcar availability for both the Green cars and Red cars remained consistent with the previous month.



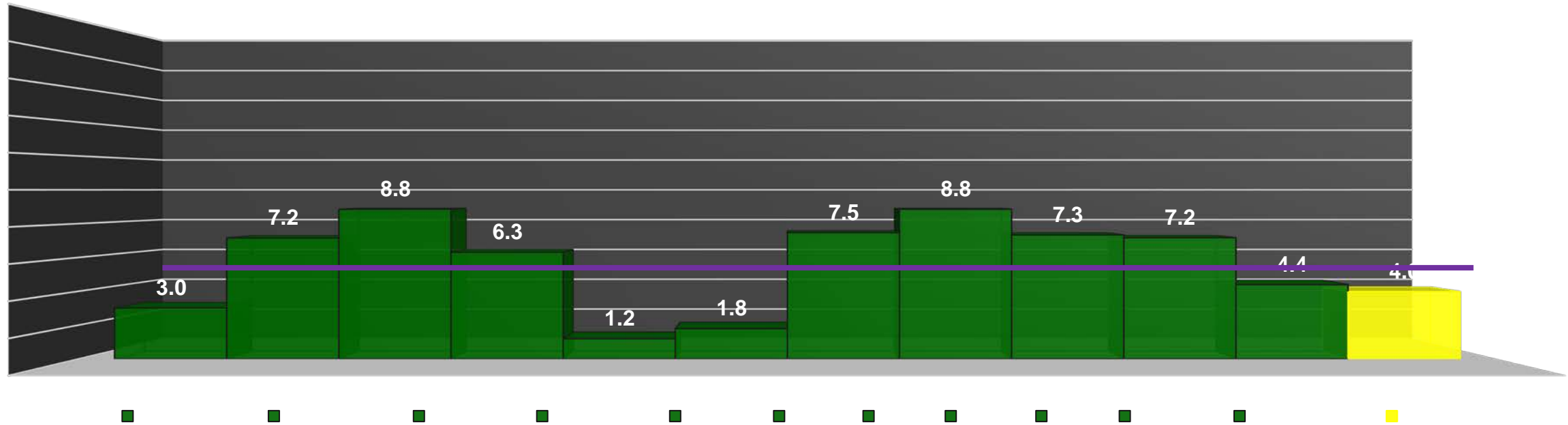
PREVENTATIVE MAINTENANCE COMPLIANCE BUS, STREETCAR, AND PARATRANSIT: Fixed Route PM Compliance decreased by 2% for November. We are investigating an issue with our maintenance reporting interface. Streetcar PMs decreased by 5% and Paratransit PMs decreased by 6% from the previous month . Our PM Compliance goal remains at 90%.



ROAD CALL MILEAGE: Fixed Route bus road calls per 100,000 miles have increased by 2.88 from the previous month with the goal still set at under 13.



ROAD CALL MILEAGE: Paratransit decreased the number of road failures by 1.1 from the previous month, with a goal of under 5 for chargeable mechanical road failures per 100,000.



ROAD CALL MILEAGE: Streetcar increased the number of road failures by 3.0, with a goal of under 5 for chargeable mechanical road failures per 100,000 miles.

Updates

- Vehicle Auction
- Procurements
 - Oil and lubricants contract
 - Janitorial CEA

Questions?



Agenda

8. Chief Safety/Security Officer's Report



Public Safety Report: Crimes – October 2025

Type	Monthly Totals	YTD Totals
Part 1	1	7
Part 2	2	44
Totals	3	51

Year-Over-Year Comparison (January – October)			
	2024	2025	% Change
Count	49	51	4.1%
Incident-to-System Boardings*	1: 242,105	1: 253,739	-4.8%

* Based on system ridership for the period **January 1 – October 31** in 2024 and 2025—11,863,164 and 12,940,704, respectively.

PART 1 crimes: homicide, aggravated battery, aggravated assault, arson, burglary, (attempted) motor vehicle theft, larceny, rape.

PART 2 crimes: disorderly conduct, disturbing the peace, fighting, public drunkenness, DUI, embezzlement/fraud, forgery/counterfeiting, criminal damage, narcotic drug laws, threats, receiving stolen property, sex crimes, simple battery, weapon violations.

Note: Homicides that occur on RTA property are investigated by other law enforcement agencies. These cases are shown here for public information; however, the cases are reported by the outside agency and are not included in RTA crime statistics.



Public Safety Activity Report – October 2025

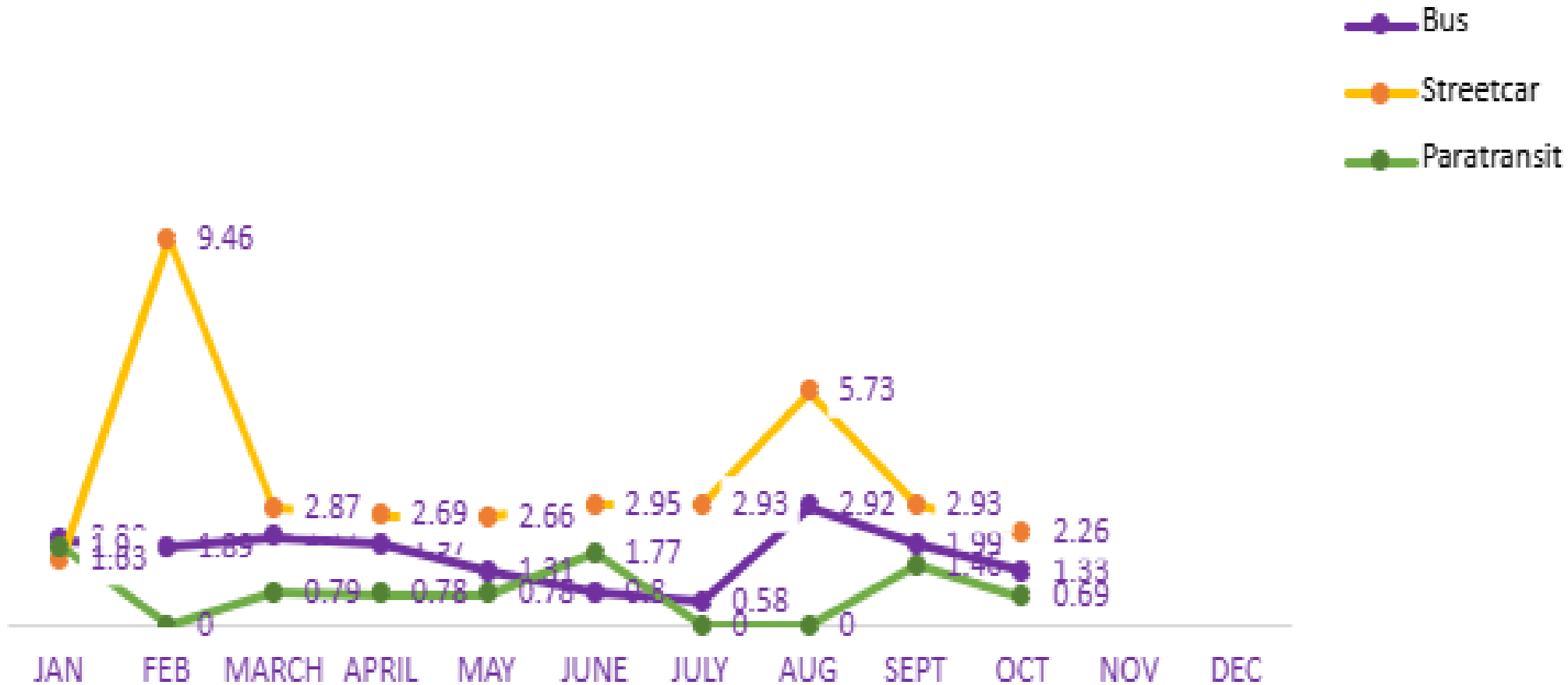
Transit Police		
Activities	Monthly Totals	YTD Totals
Arrests	4	13
Summons	0	8
Calls for Service	7	103
Boarding Inspections	214	2,130
Ride Alongs	12	111
Citations	5	30
Written Warnings/Reports to Follow	5	126

Crisis Intervention / Public Safety Team		
Activities	Monthly Totals	YTD Totals
Unhoused Contacts*	95	719
Referrals	1	16

*** Conducted in partnership with Transit Police**

Preventable Safety Events – October 2025

Preventable Rate Relative to Target Rate



Operations & Administration Committee Meeting

Annual Targets

Streetcar - 2.3

Bus - 1.5

Paratransit - 1.5

Safety Report – October 2025

Preventable Safety Events by Mode				
Mode	Rate ¹	Monthly Total	YTD 2025	Year-Over-Year
Bus	1.33	7	86	73
Streetcar - Collisions	2.26	2	25	19
• Streetcar – Other State Reportable	0	1	5	5
Paratransit	0.69	0	10	25

1. Preventability rate = number of collisions deemed preventable based on agency standards per 100,000 revenue miles per mode. RTA's current goals are <2.3 for streetcar and <1.5 for bus and paratransit.

Workplace Injuries			
Type	Monthly Total	YTD 2025	Year-Over-Year
OSHA Recordable²	1	9	15
OSHA Reportable	0	0	0

2. RTA follows OSHA guidance on recordable and reportable incident types.

Questions?



Agenda

9. Authorizations

Advertising Content Policy (COM 2) Amendment #1

25-161



Agenda

10. Update: A Post-Launch Assessment of the Network Redesign

A detailed map of New Orleans, Louisiana, showing the extensive bus network of the Regional Transit Authority (RTA). The map features numerous bus routes, each represented by a unique color and a numbered shield. Major transit stations are marked with orange 'T' icons, including the Central Business District (CBD) station, the Algiers Ferry Terminal, and the Arabi station. The map also shows major highways, water bodies like Lake Chalmette, and various landmarks such as Tulane University and the Ochsner Medical Center. The text 'NEW LINKS IMPLEMENTATION 3 YEAR REVIEW NOVEMBER 2025' is overlaid in the center of the map.

NEW LINKS IMPLEMENTATION

3 YEAR REVIEW

NOVEMBER 2025

CONTENTS

What Happened

What Does the Data Tell Us

What Did the Community Tell Us

What's Next

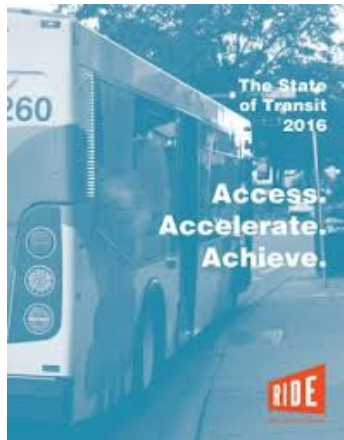
WHAT HAPPENED

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

HOW DID WE GET HERE?

The Call for
Change

Nov. 2016



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

SMP
Adopted

March 2018



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

New Links
Plan Begins

Nov. 2018



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

Hard Rock Hotel

COVID-19 Pandemic

New Links
Plan Adopted

March 2021



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

New Links
Implemented

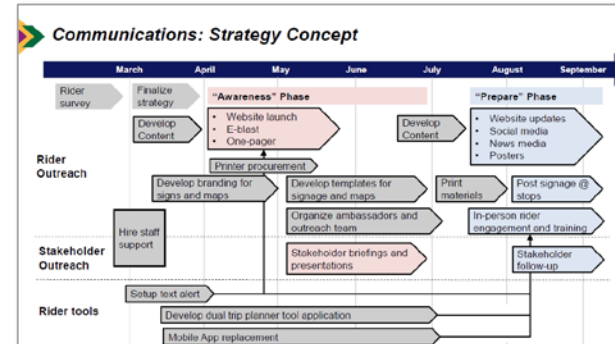
Sept. 2022

NEW LINKS GOALS

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

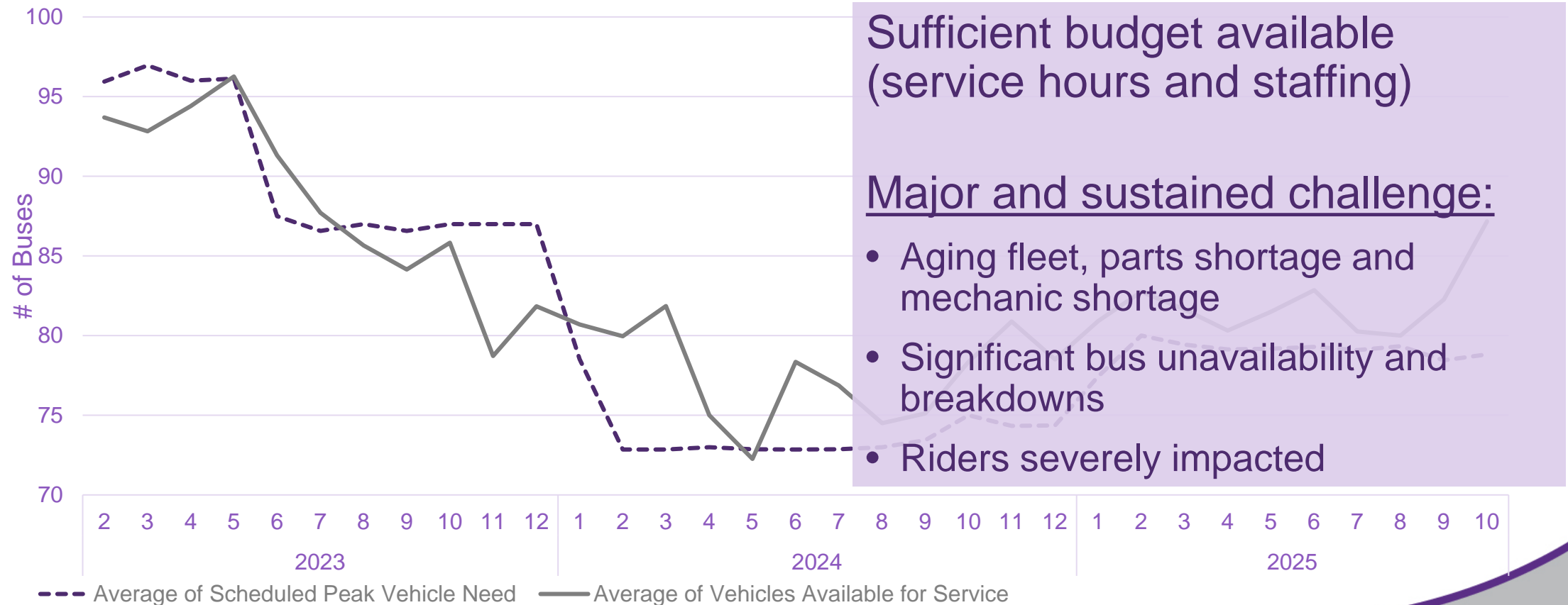
IMPLEMENTATION LESSONS LEARNED

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



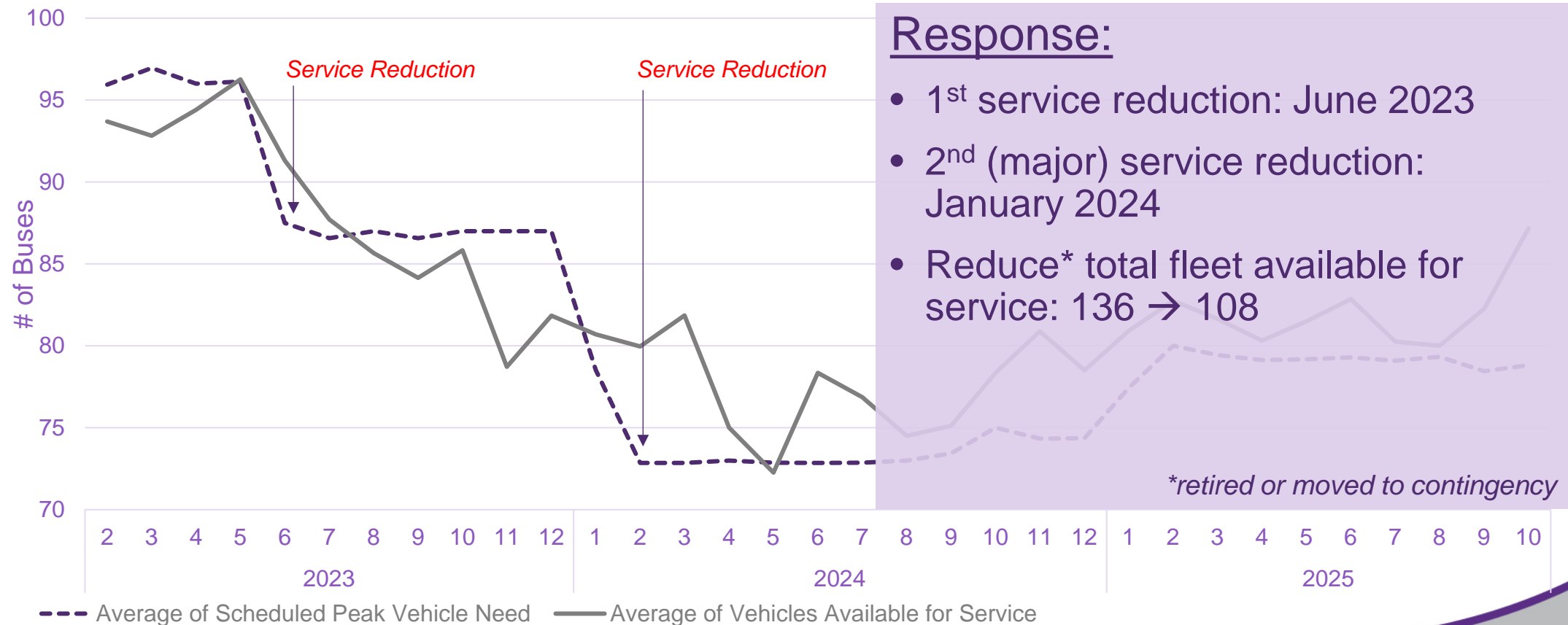
POST-IMPLEMENTATION: BUS AVAILABILITY CRATERS

Bus Availability and Reliability - Weekday 2023-2024



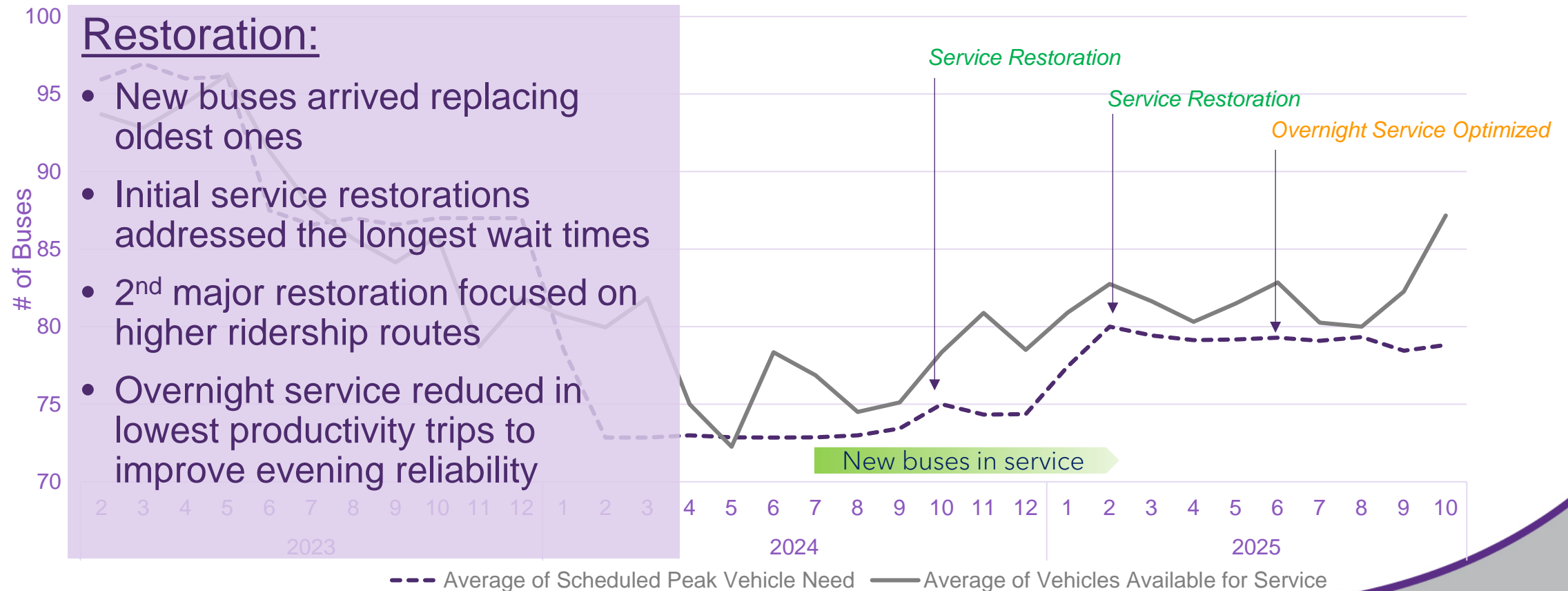
POST-IMPLEMENTATION: SERVICE AND FLEET REDUCTIONS

Bus Availability and Reliability - Weekday 2023-2024



POST-IMPLEMENTATION: CAUTIOUS RESTORATION

Bus Availability and Reliability - Weekday 2024-2025



POST-IMPLEMENTATION: CONTINUOUS IMPROVEMENTS

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



WHAT DOES THE DATA TELL US

Service Performance:

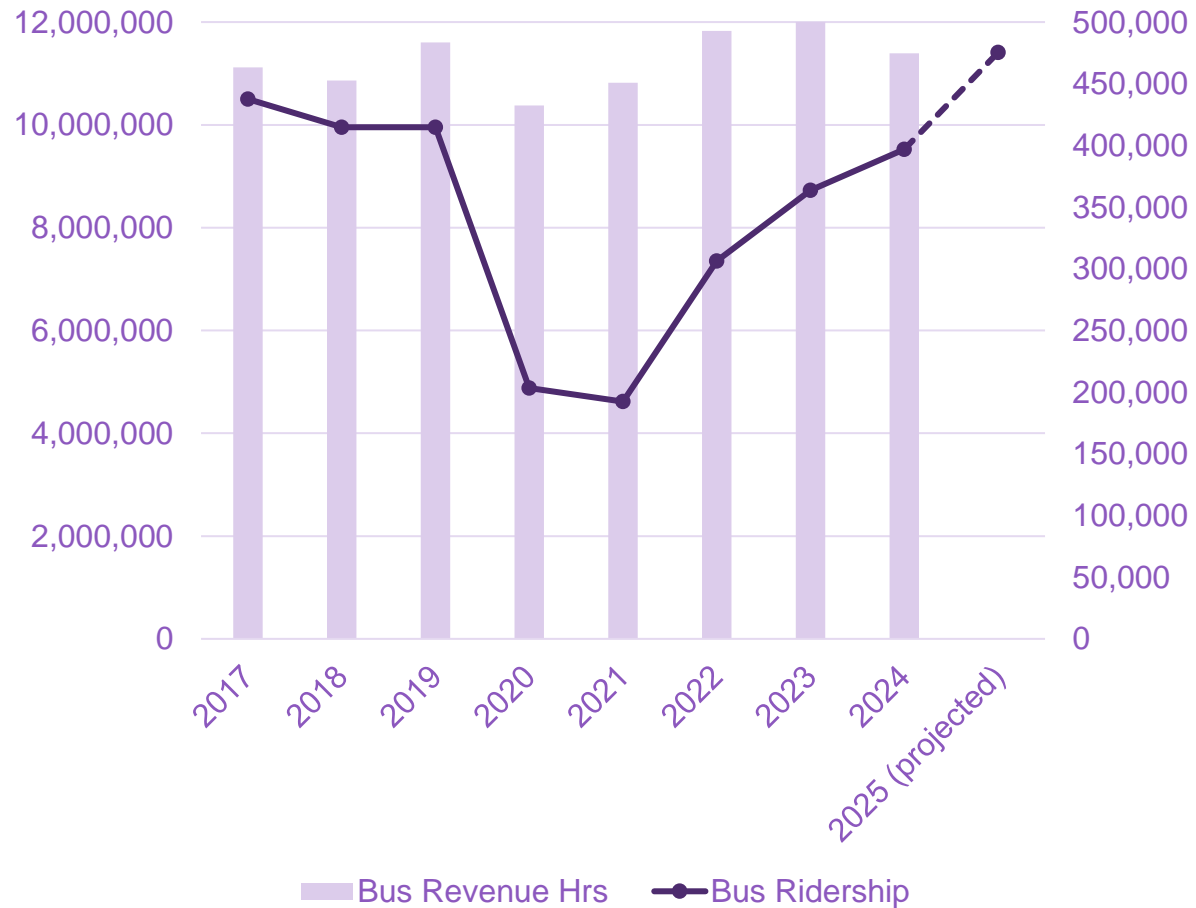
Ridership

Service Delivered

Job Access

SERVICE PERFORMANCE: ANNUAL SERVICE & RIDERSHIP

Bus Revenue Hours and Ridership 2017-2025



Streetcar Revenue Hours and Ridership 2017-2025



RIDERSHIP: 2022 – 2025 OVERVIEW

Bus Ridership by Month and Year

Year ● 2022 ● 2023 ● 2024 ● 2025



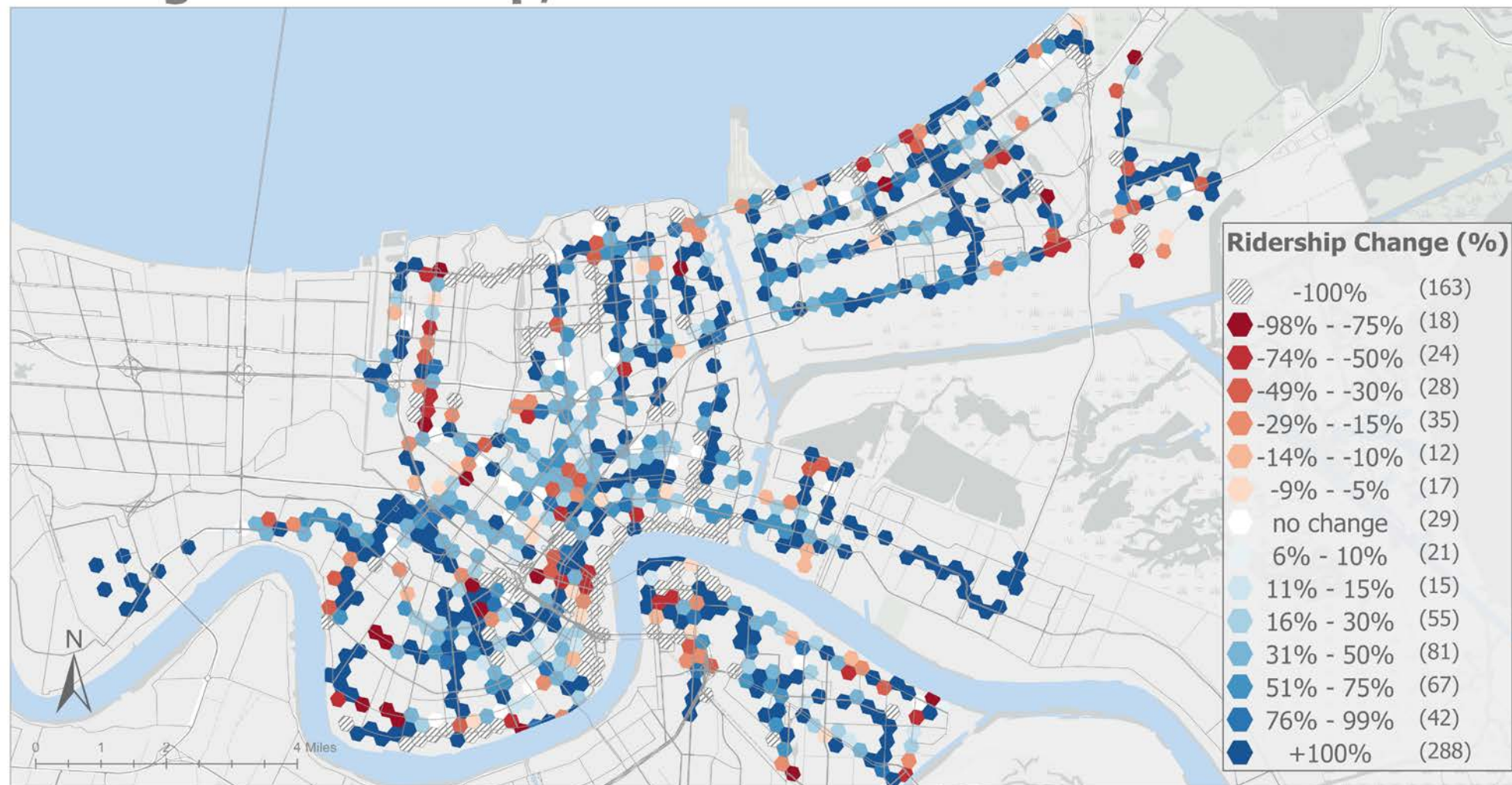
Streetcar Ridership by Month and Year

Year ● 2022 ● 2023 ● 2024 ● 2025



RIDERSHIP: 2022-2025 (BUS ONLY)

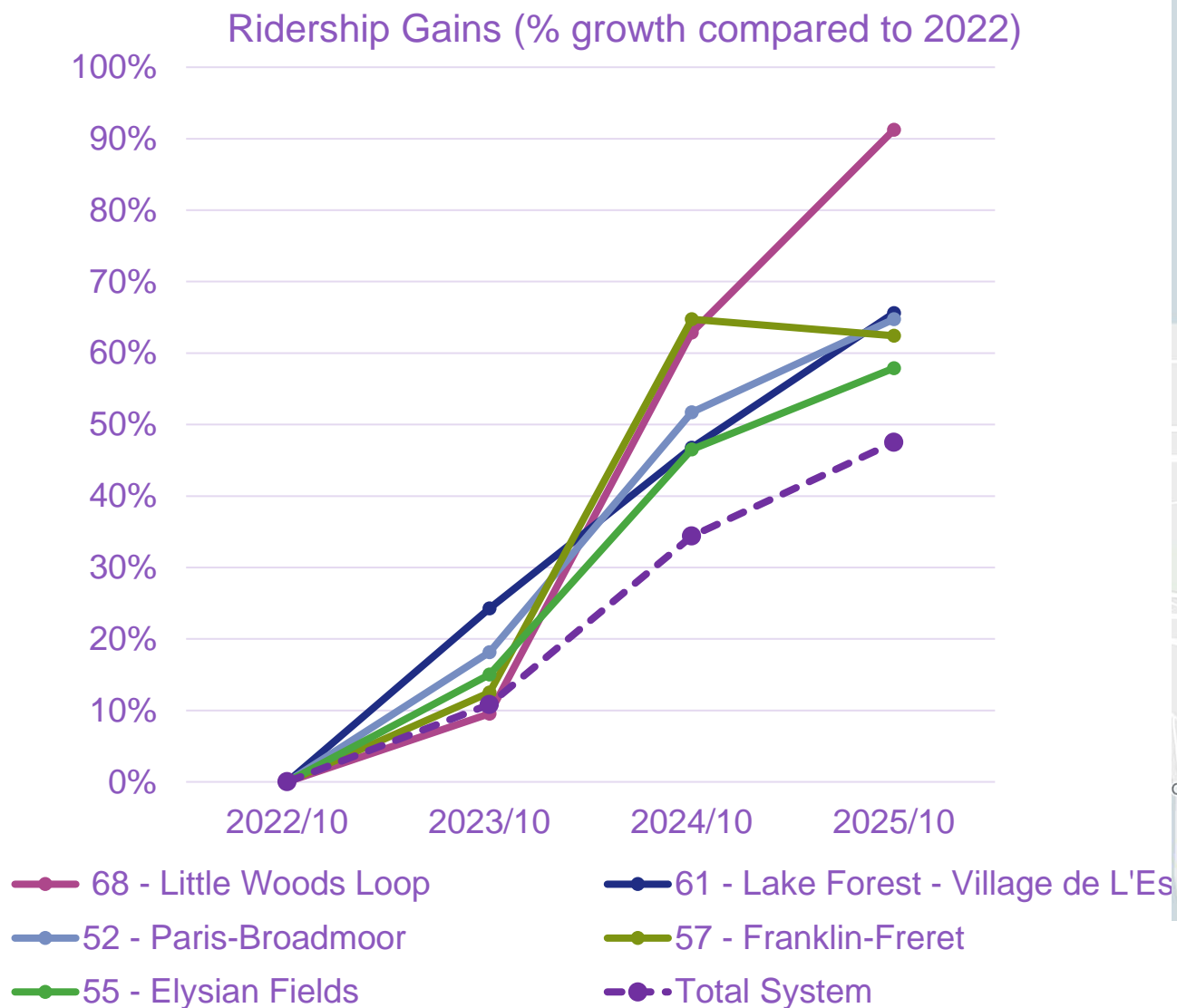
Change in Ridership, 2022 to 2025



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

RIDERSHIP: GREATEST GROWTH

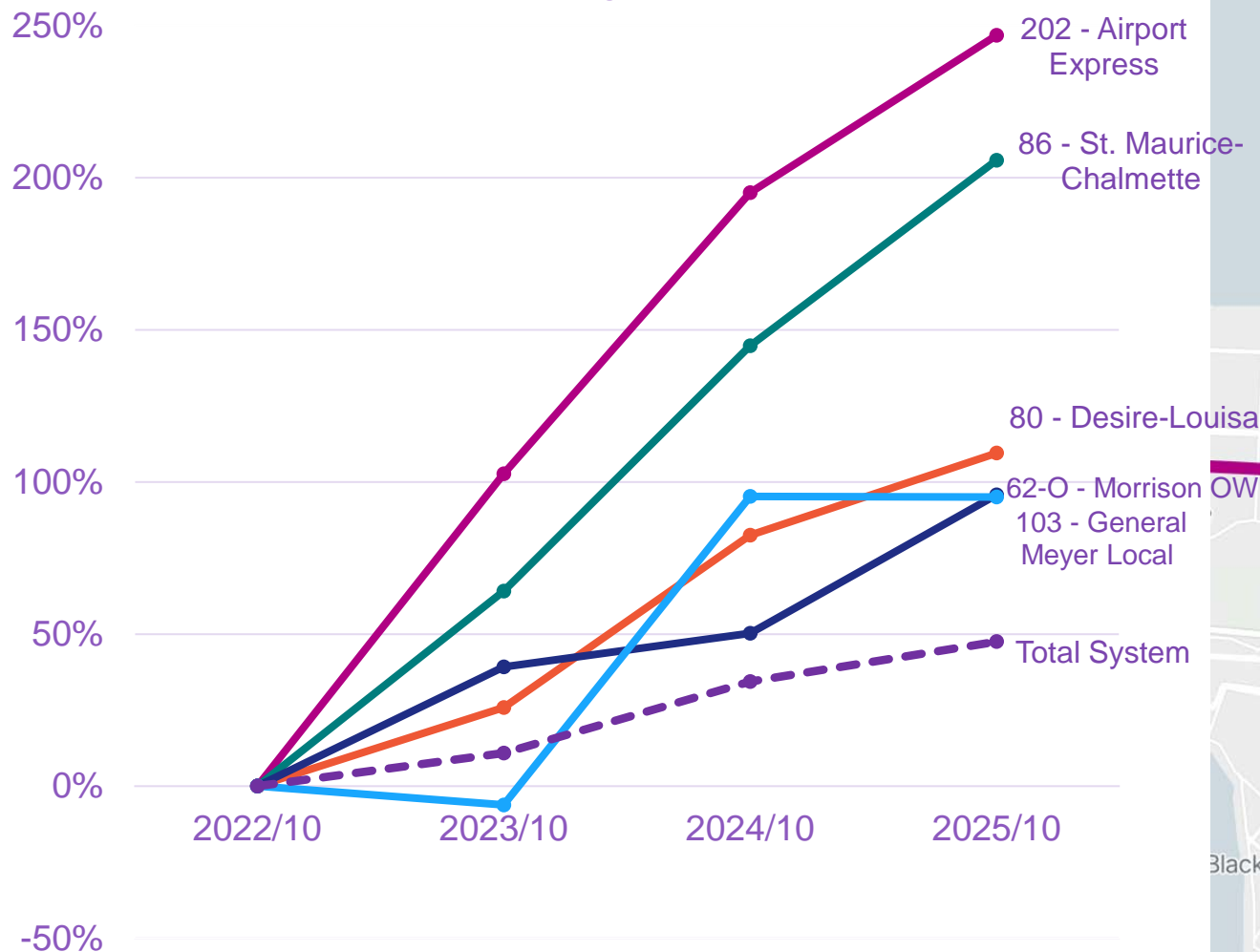
MAJOR ROUTES (>25,000 MONTHLY RIDERS)



RIDERSHIP: GREATEST GROWTH

MINOR ROUTES (<25,000 MONTHLY RIDERS)

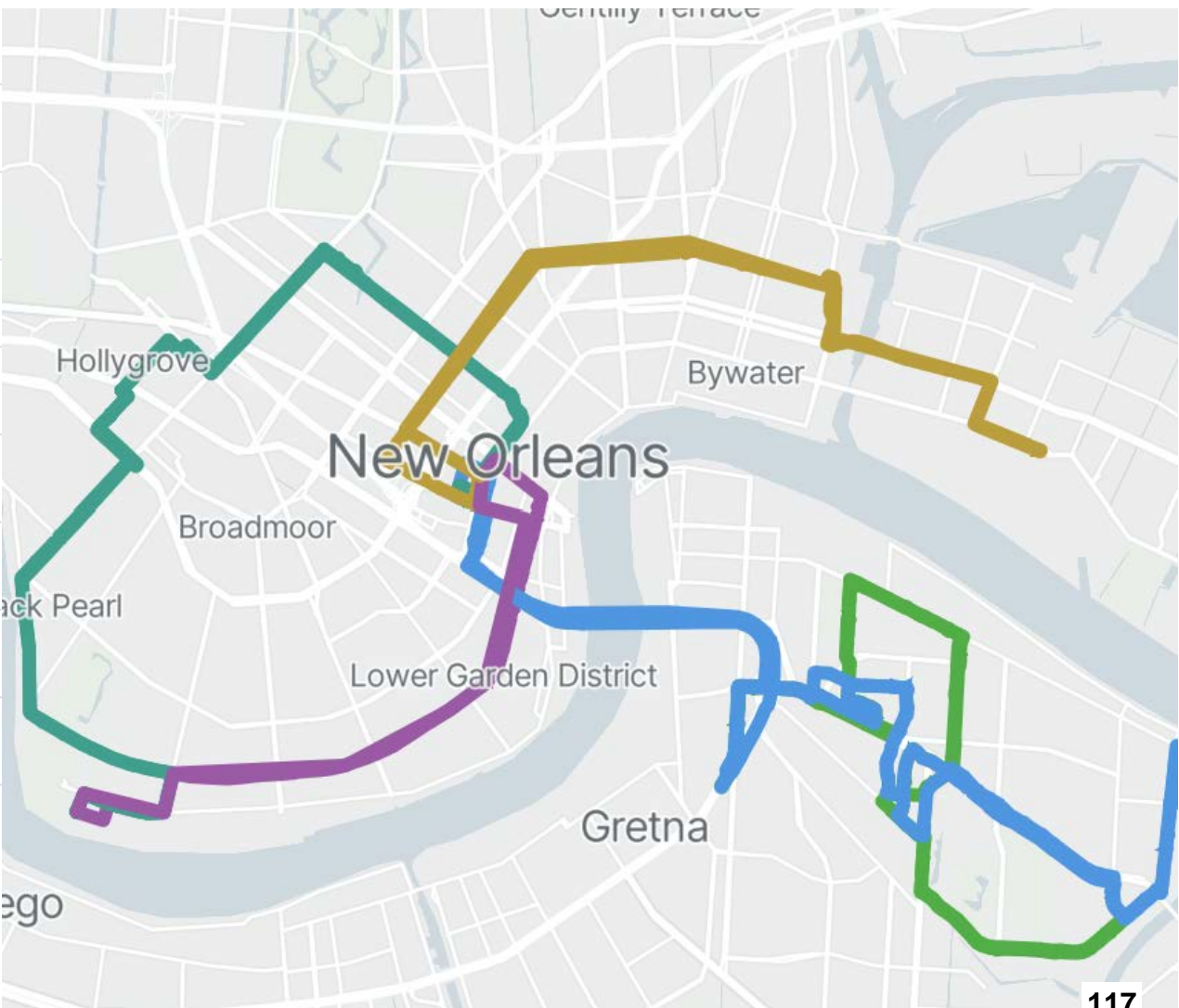
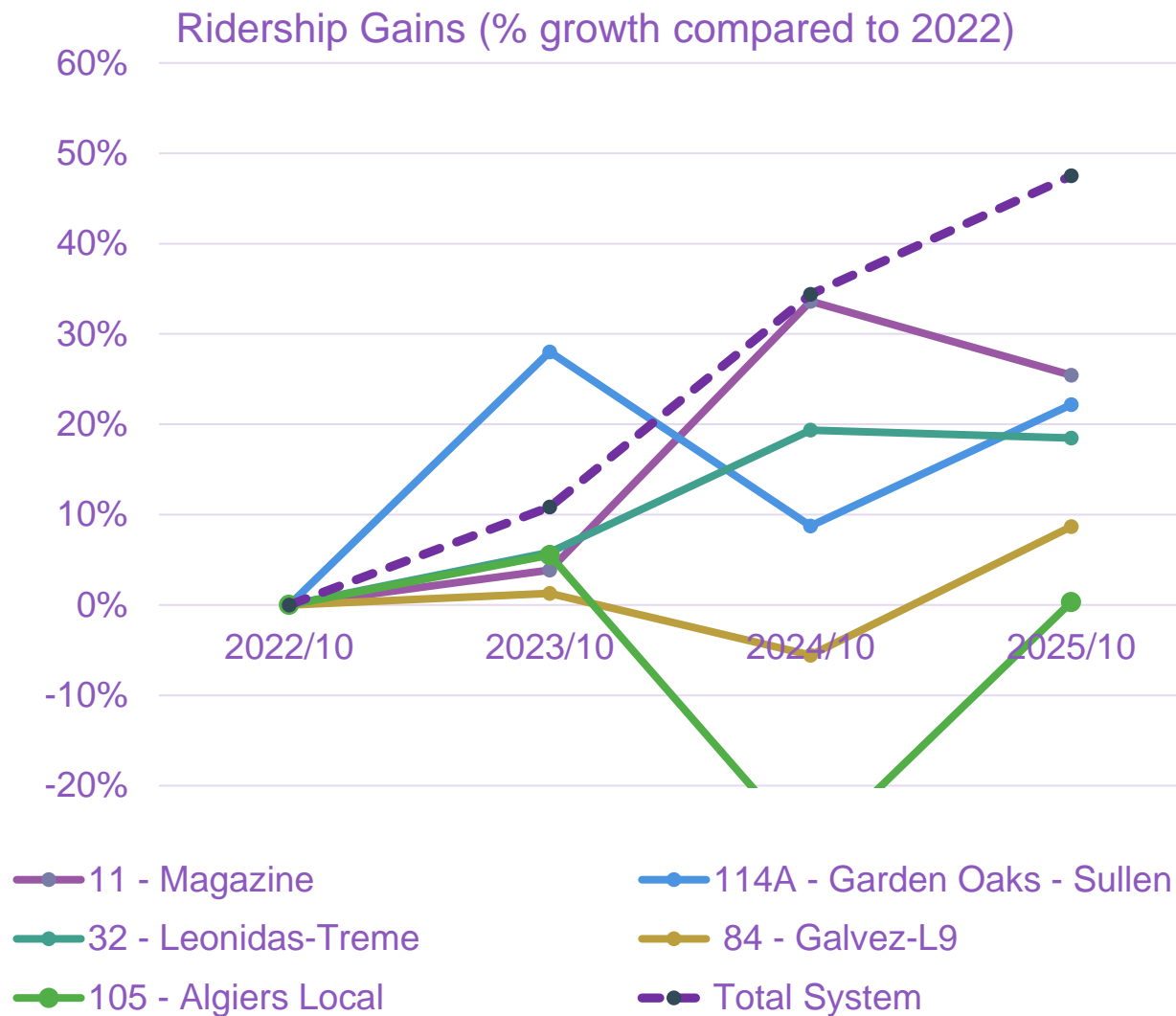
Ridership Gains (% growth compared to 2022)



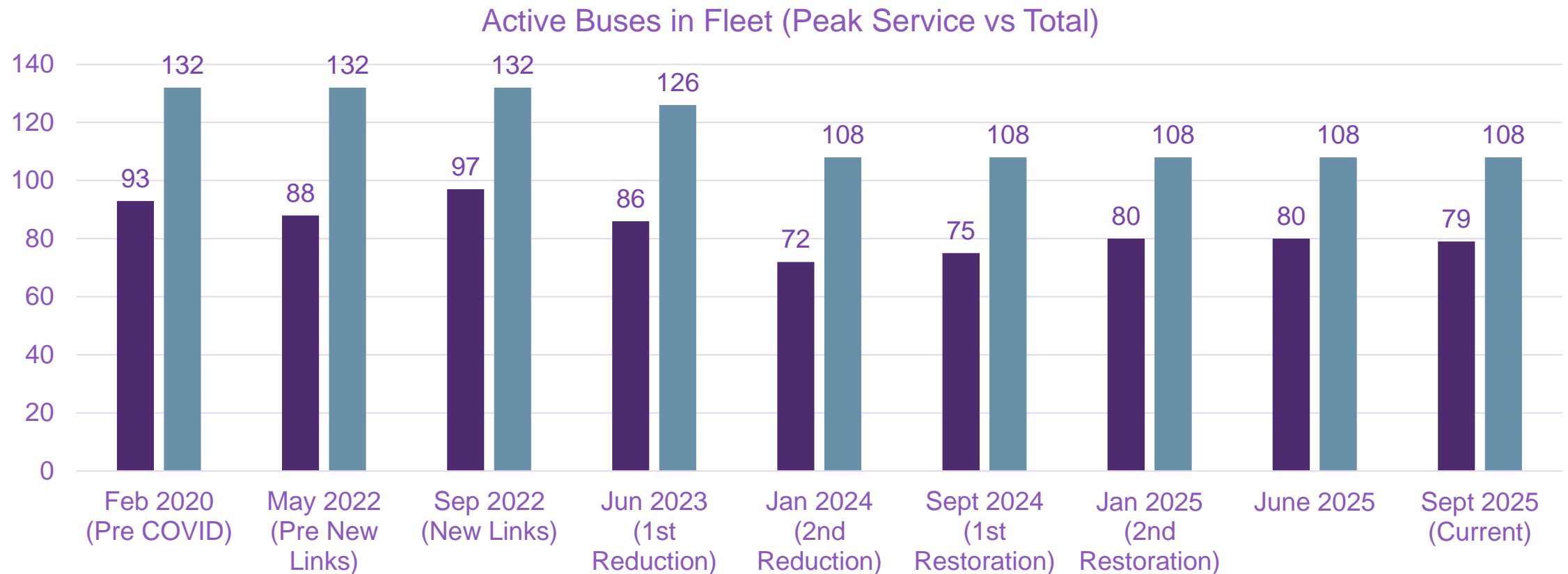
Operations & Administration Committee Meeting



RIDERSHIP: LOWEST GROWTH

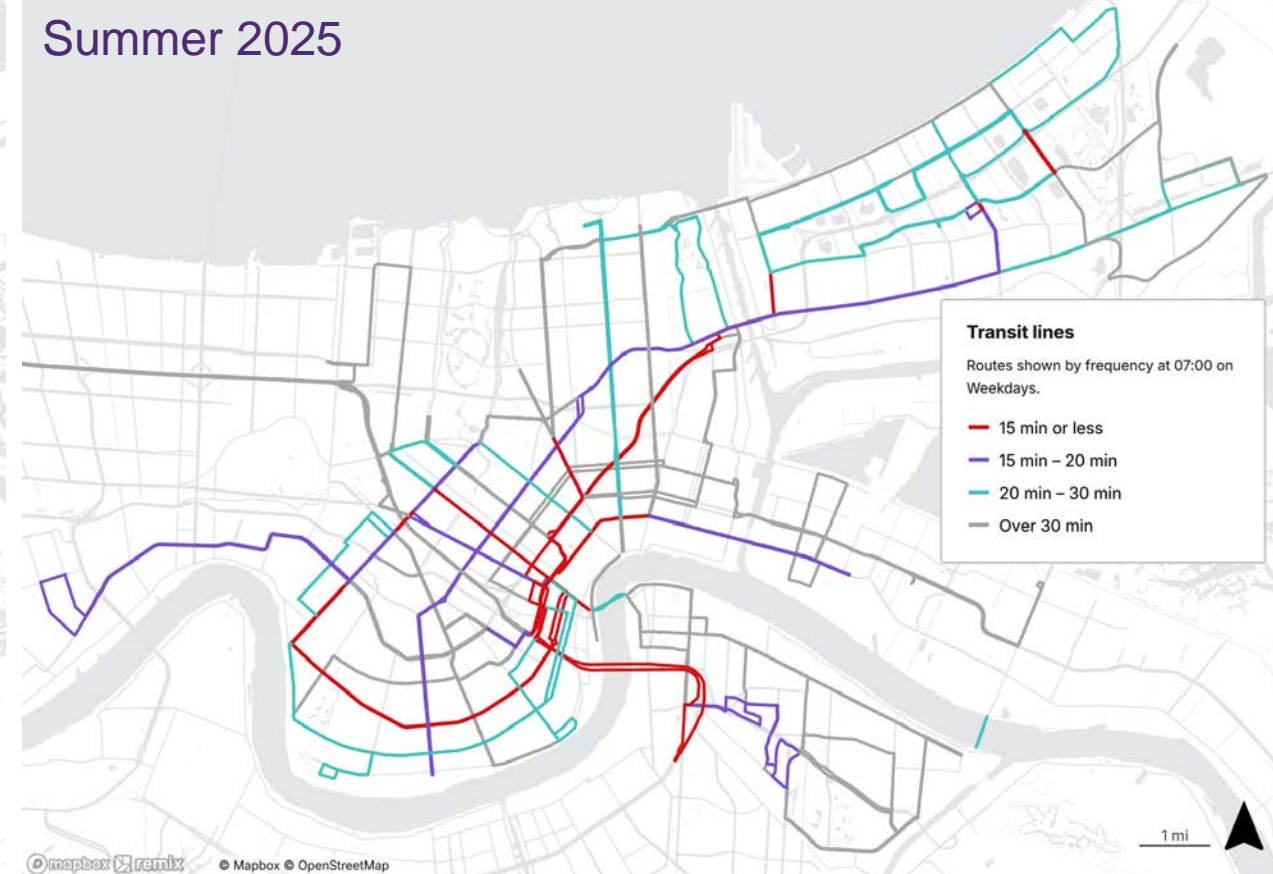
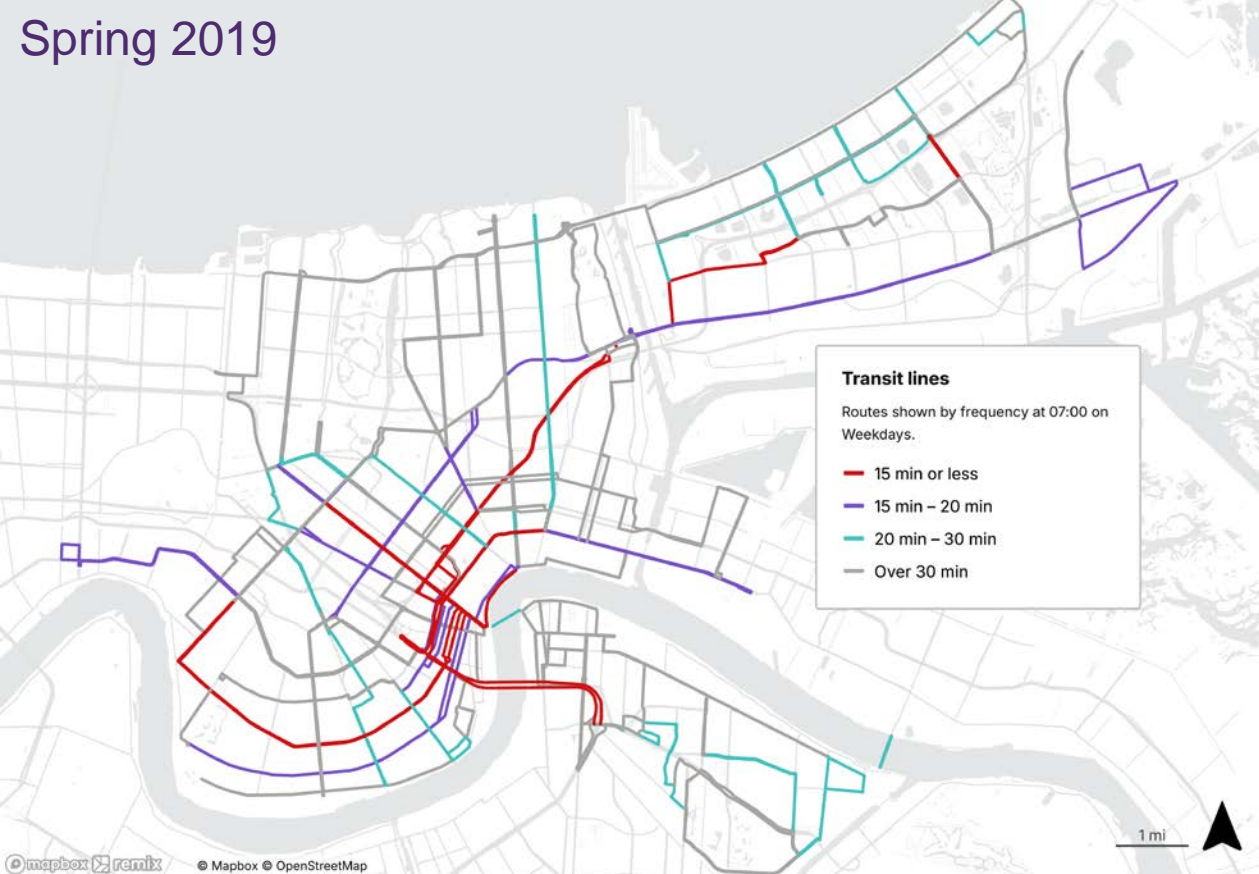


SERVICE DELIVERY: VEHICLES SCHEDULED 2022-2025



SERVICE DELIVERY: FREQUENCIES

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

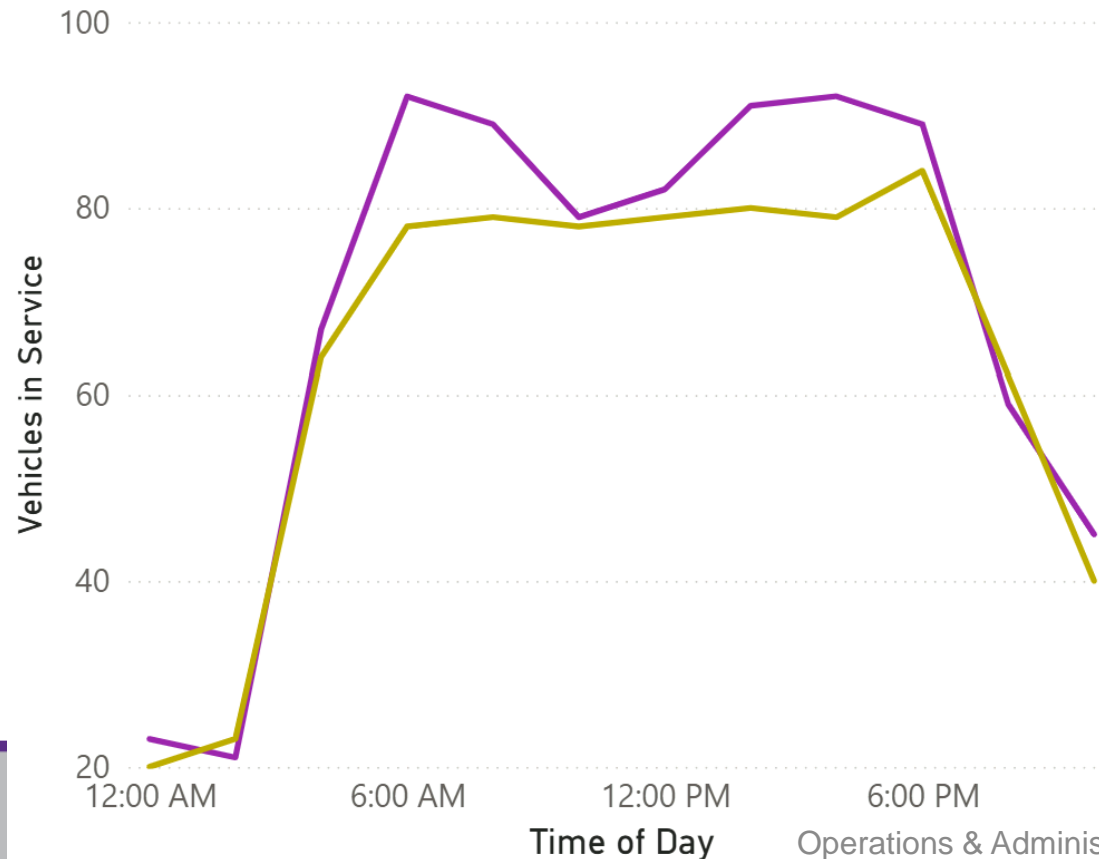


SERVICE DELIVERY: MIDDAY SUPPLY & DEMAND

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

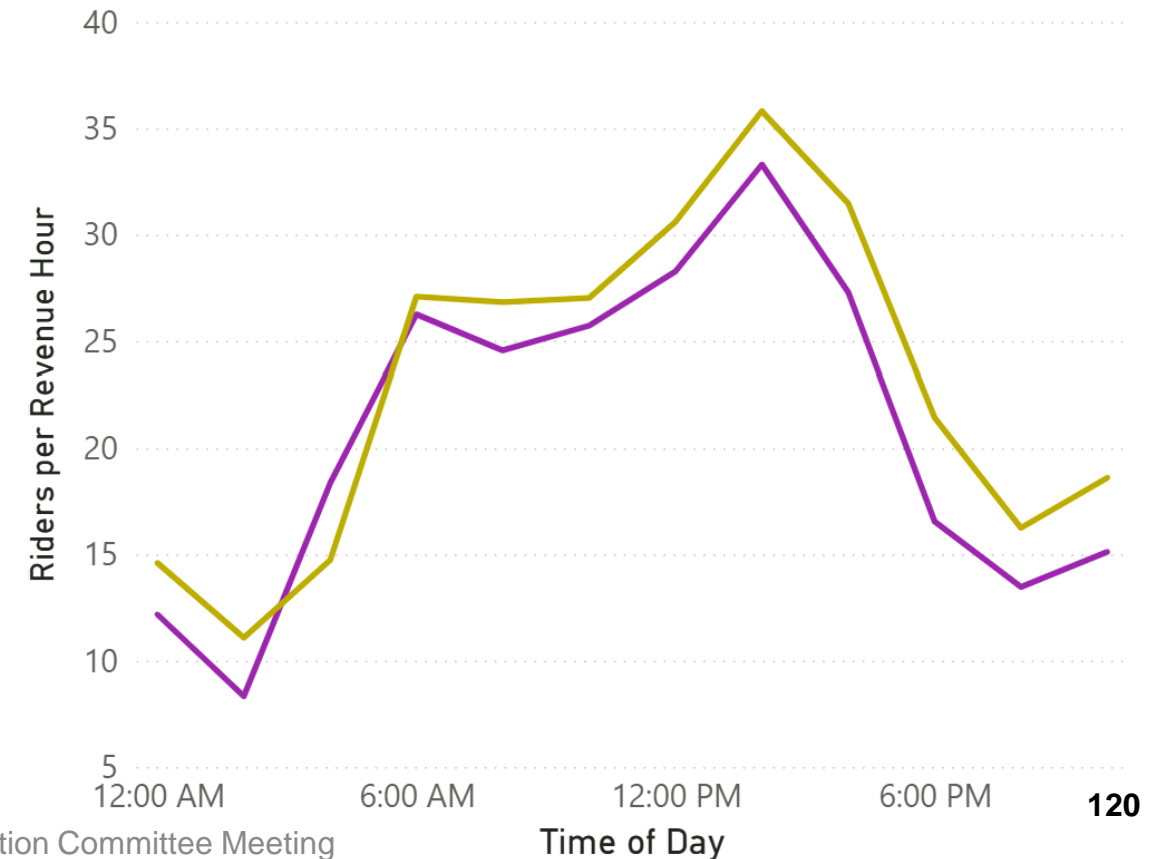
Vehicle Need by Time of Day

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



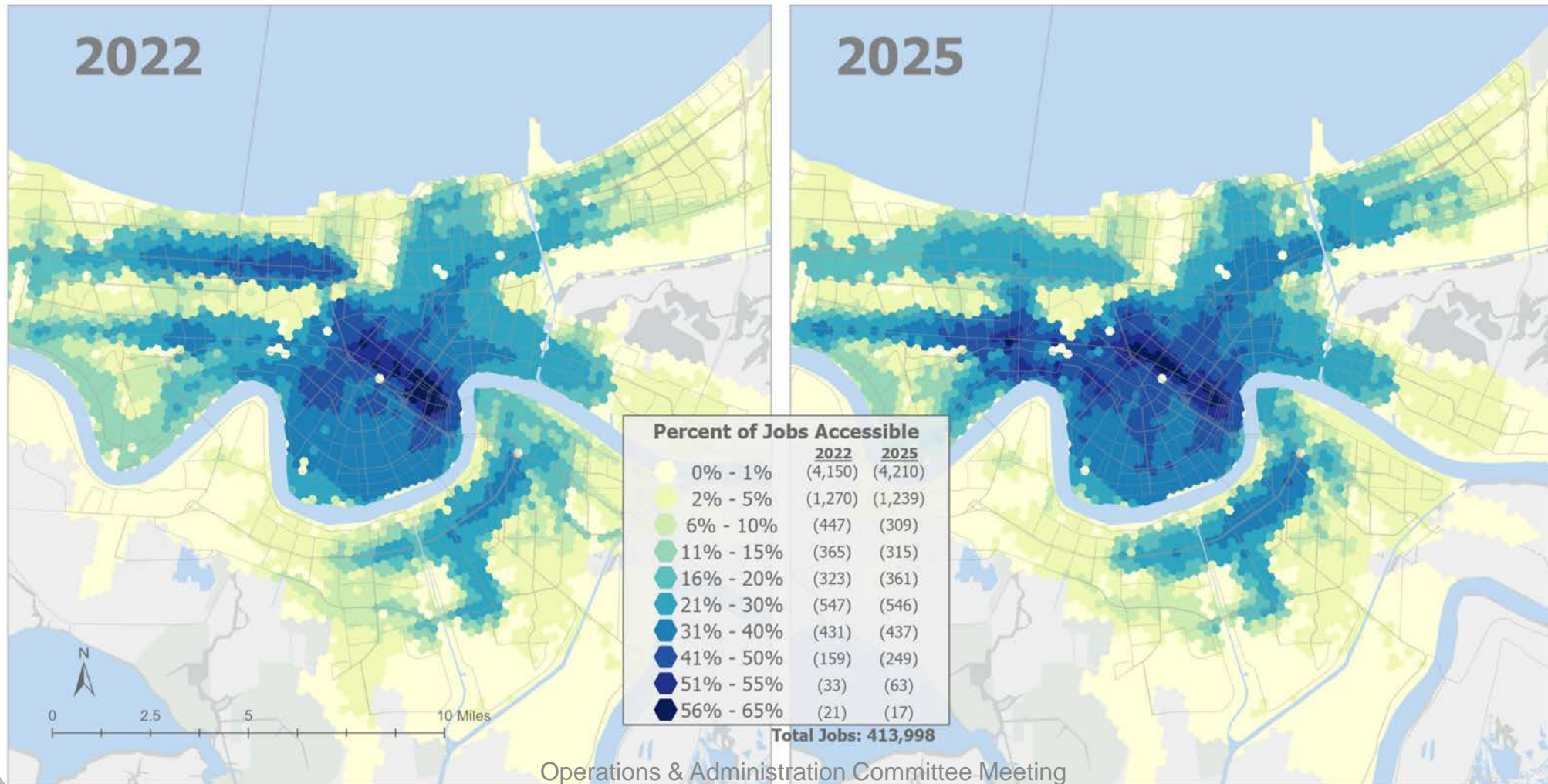
Productivity by Time of Day

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



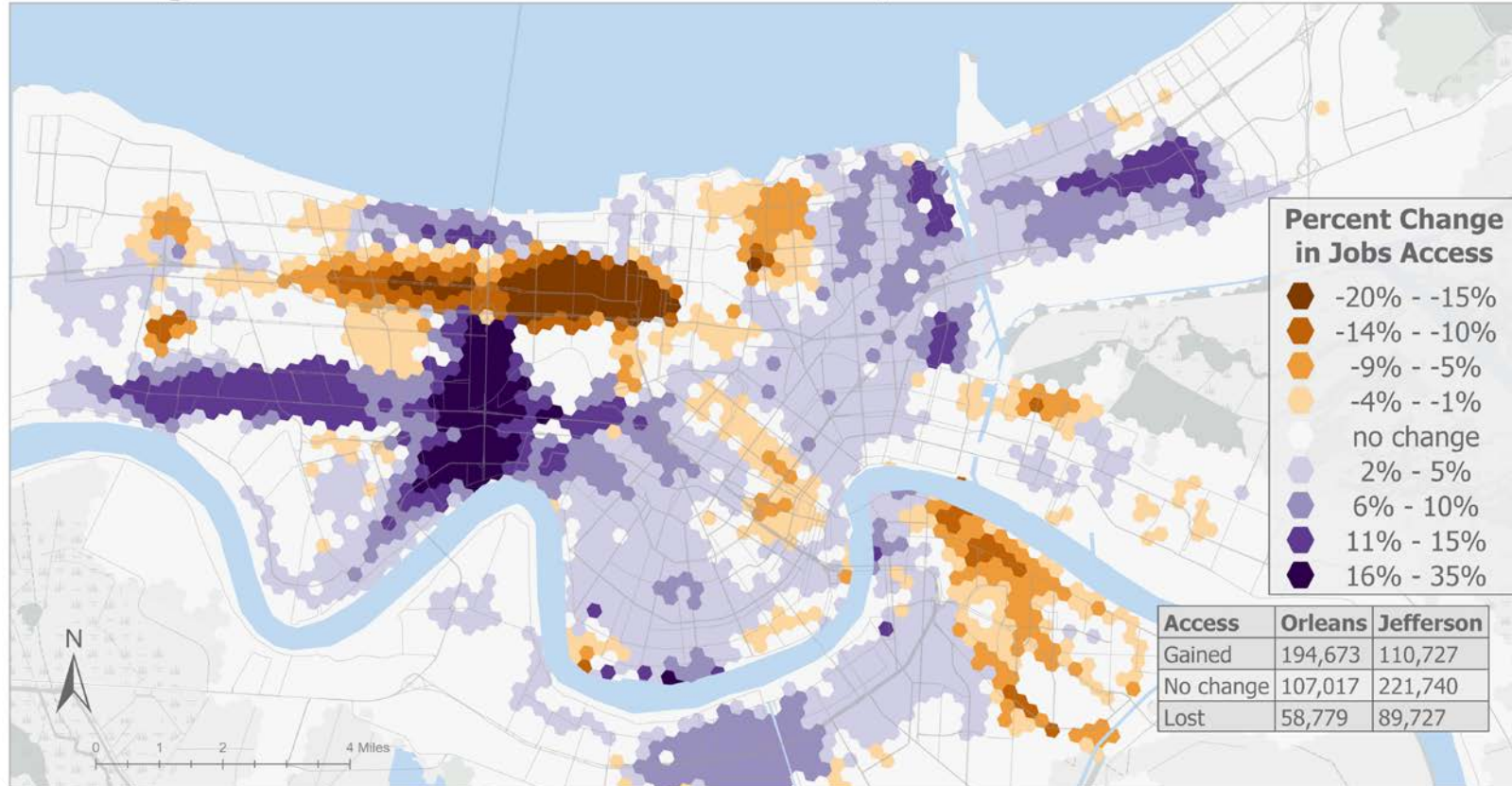
JOB ACCESS IN REGION

Jobs accessible in 60 minutes at 7:00AM



JOB ACCESS IN REGION

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



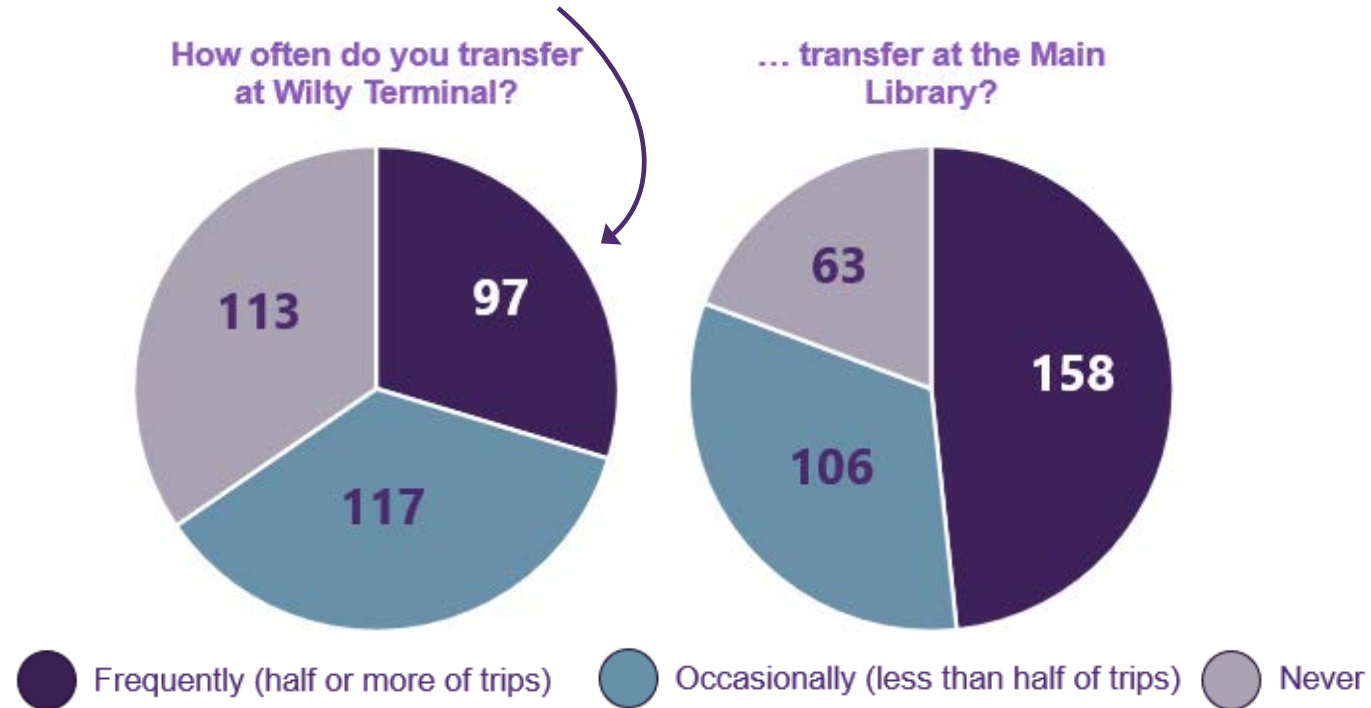
Observations:

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

JOB ACCESS: FOCUS ON WILTY TERMINAL

All routes in Algiers now deviate to Wilty Terminal.

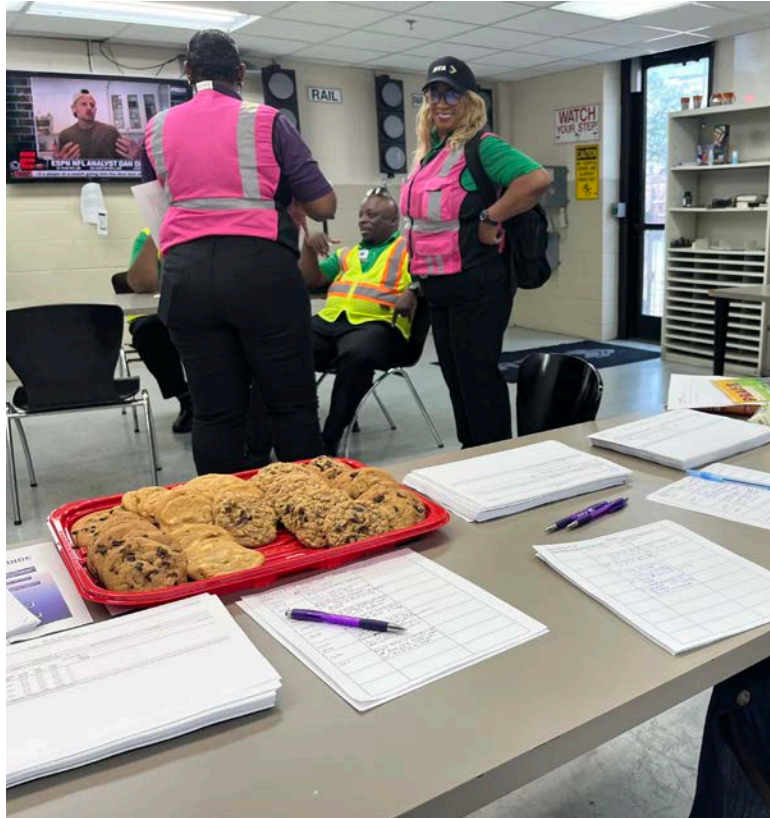
This has increased travel time from Algiers to downtown jobs, but it is a highly used transfer facility and an important regional connection.



WHAT DID THE COMMUNITY TELL US

- Operations and Operator Feedback
- Rider Feedback

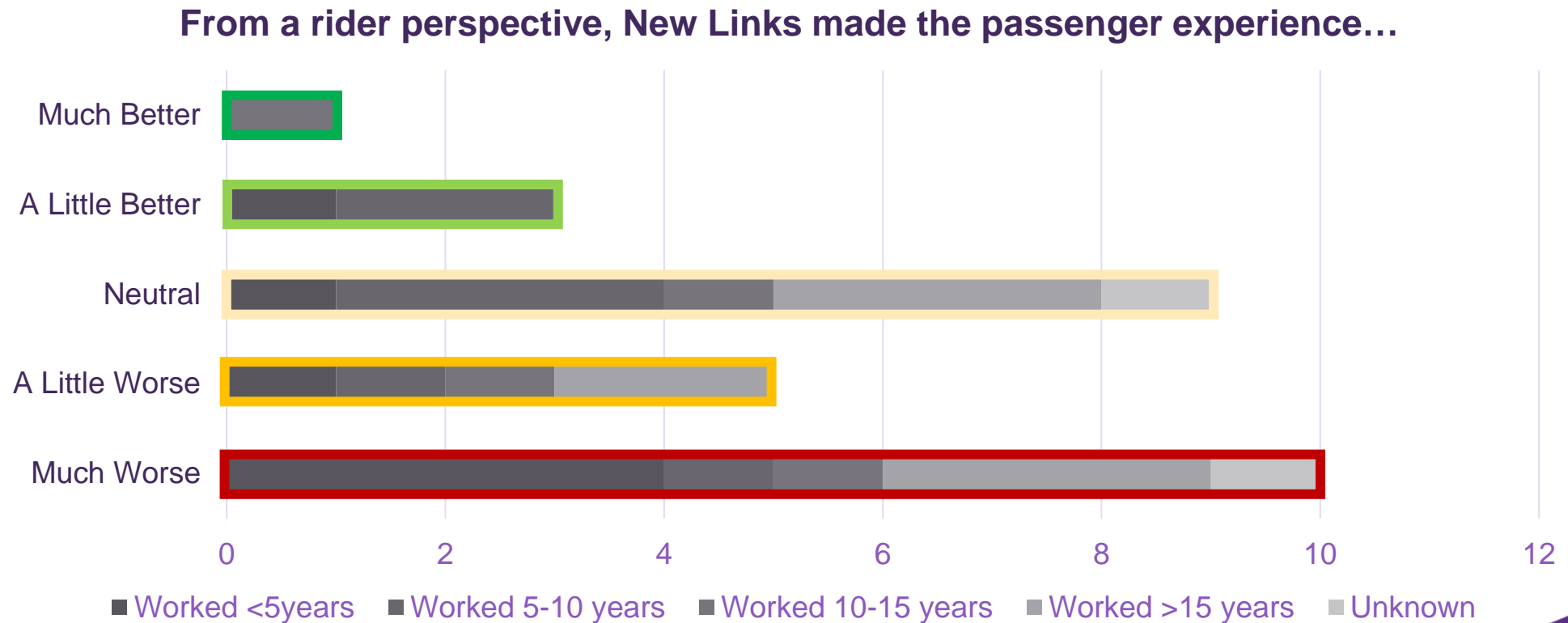
OPERATIONS FEEDBACK: SUMMARY



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

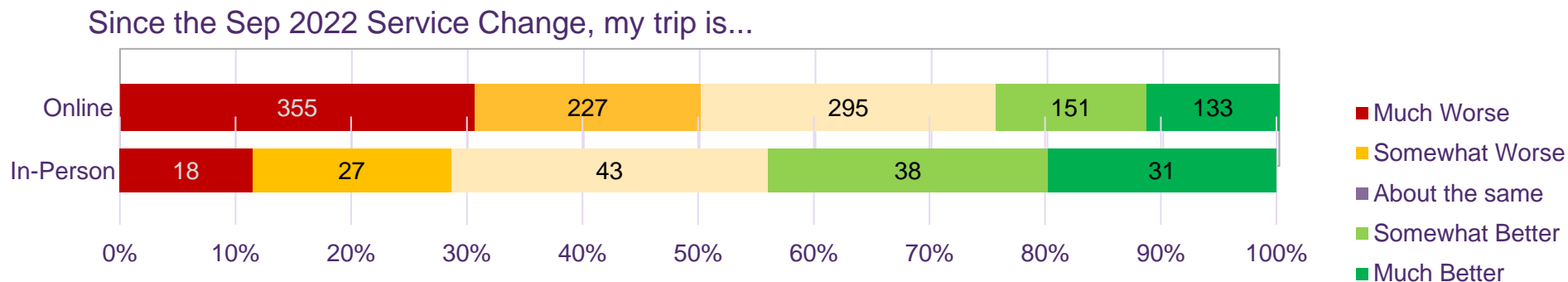
OPERATOR FEEDBACK: SURVEY

Results from October 2025 survey, 28 responses:

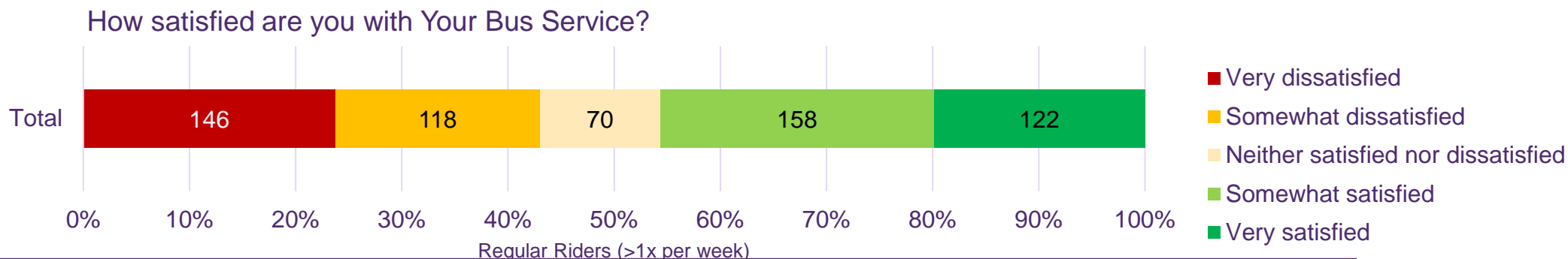


RIDER FEEDBACK: SURVEYS OVER TIME

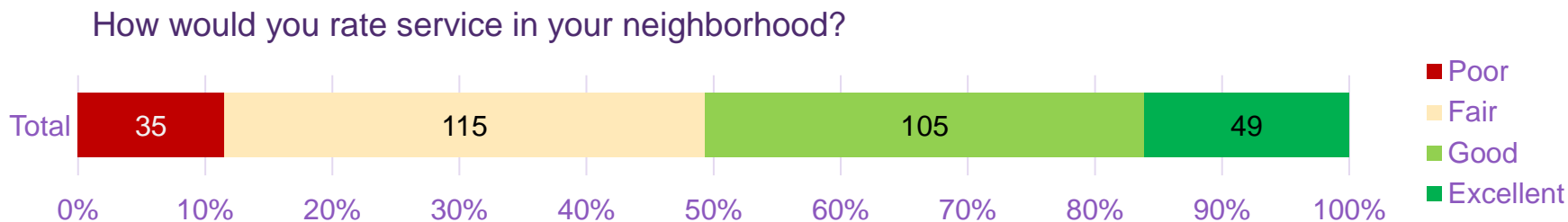
January
2023



January
2024









Fall 2025
(Algiers Rider
Survey)



NEW LINKS GOALS REVISITED

SUBJECTIVE ASSESSMENT

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

NEXT STEPS

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

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

QUESTIONS?



Agenda

11. New Business



Agenda

12. Audience Questions & Comments



Agenda

13. Adjournment