

# Annual Fare Report & Fare Structure Review

## Report Year 2024

### Introduction

The New Orleans Regional Transit Authority is committed to providing its riders and other public stakeholders with accurate, timely information related to all Fare Elements.

The Annual Fare Report outlines sales and gross fare revenue by sales channel; mode; and fare media. It also includes a summary of pass sales programs and of where fares are accessible. An outline of the cost of fare collection will follow in a separate report.

As established in the agency's fare policy, the objectives of RTA's fare programs are as follows:

<b>Improve Service</b>	Orient Fare-Related Decisions towards enhancing service reliability and increasing overall speed of service.
<b>Maximize Ridership to Drive Revenue for Service Expansion</b>	Set fare structure and fare pricing to maximize ridership and ensure consistent sales growth for investment into service enhancements.
<b>Advance Diversity, Equity, and Inclusion</b>	Approach Fare Elements and Fare-Related Decisions with a focus on diversity, equity, and inclusion and a commitment to equitable access and outcomes for riders.
<b>Enhance Connectivity</b>	Utilize Fare Elements to enhance regional connectivity and integration across all modes of transportation.
<b>Increase Efficiency and Simplicity</b>	Increase speed and efficiency of rider boarding and simplicity of Fare Elements for customers.
<b>Prioritize Local, Regular Riders</b>	Prioritize regular riders through all Fare Elements, while reducing barriers to entry for new riders.
<b>Minimize Operator Involvement in Fare Collection</b>	Minimize the role of operators in fare collection and fare disputes to allow them to focus on providing safe, reliable, and welcoming service.
<b>Optimize Return on Investment</b>	Optimize the value of capital and operating expenditures on Fare Elements.

## Background

NORTA sells fares for its fixed-route service through sales channels in four broad categories:

1. **At-Vehicle** purchases made at the farebox of a bus or streetcar in revenue service or with deckhands when boarding a ferry;
2. at Ticket Vending Machines (**TVMs**) located in front of the A. Phillip Randolph Administrative Building at 2817 Canal Street and the Canal Street Ferry Terminal;
3. on **Mobile** platforms, i.e. passes available through the Le Pass app and other Token Transit-supported apps;
4. via **RTA Administrative** staff, whether at the Customer Service desk inside the A. Phillip Randolph Building, through the agency's website (and later mailed), or institutional 'client' sales.

NORTA passes sold at third-party brick-and-mortar retail locations (e.g. Walgreen's) are recorded as Client sales in this report.

Fare collection for fixed-route service involves on-vehicle farebox systems that accept cash, coins, and paper passes; those systems issue mag-stripe passes and change cards.

TVMs accept cash and credit cards and print paper, magnetic-stripe tickets that are validated at on-vehicle fareboxes, or, in the case of TVMs at the Canal Street Ferry Terminal, validated upon issuance.

Mobile ticketing is carried out in partnership with Token Transit as a back-end payment collection system. Most mobile passes are sold through the agency's branded, Moovit-developed white-label app, Le Pass. Token Transit also facilitates fare sales and validation through the Transit app, Google wallet, the Moovit, and the Token Transit app.

Magnetic-stripe pass products are also sold via direct sale from the agency. They are distributed at the customer service desk in the lobby of RTA headquarters when purchased in person, via USPS after purchase online at [norta.com/store](https://norta.com/store), or delivered locally by the agency for large purchases. Retail partners sell fare products at 15 locations across the city near some of the highest ridership locations.

## Fare Table

NORTA sold the following fare products at the corresponding prices in RY2024:

	Adult	Priority Rider	Youth
Single-Ride Fare	\$ 1.25	\$ 0.40	\$ 0.50
Single-Ride Ferry Fare	\$ 2.00	\$ 1.00	\$ 1.00
SR Ferry Vehicle Driver	\$ 2.00	\$ 1.00	\$ 1.00
SR Ferry Vehicle Passenger	\$ 1.00	\$ 1.00	\$ 1.00
SR Ferry Driver + Trailer	\$ 5.00	\$ 4.00	\$ 4.00
SR Ferry Trailer Only	\$ 3.00	\$ 3.00	\$ 3.00
Regional Ride	\$ 6.00		
1-Day Jazzy Pass	\$ 3.00	\$ 0.80	\$ 1.00
3-Day Jazzy Pass	\$ 8.00		
7-Day Jazzy Pass	\$ 15.00		
31-Day Jazzy Pass	\$ 45.00	\$ 14.00	\$ 18.00

## Annual Fare Revenue Report

### Gross Fare Revenue by Sales Channel

The overall list price value of fare products sold by NORTA increased by 2.6% from 2023 to 2024. Ridership correspondingly changed by 12% on bus, -7.8% on streetcar, and -13.5% on ferry, year over year.

The following table displays the gross sales for RY2023 and RY2024, arranged by point of sale.

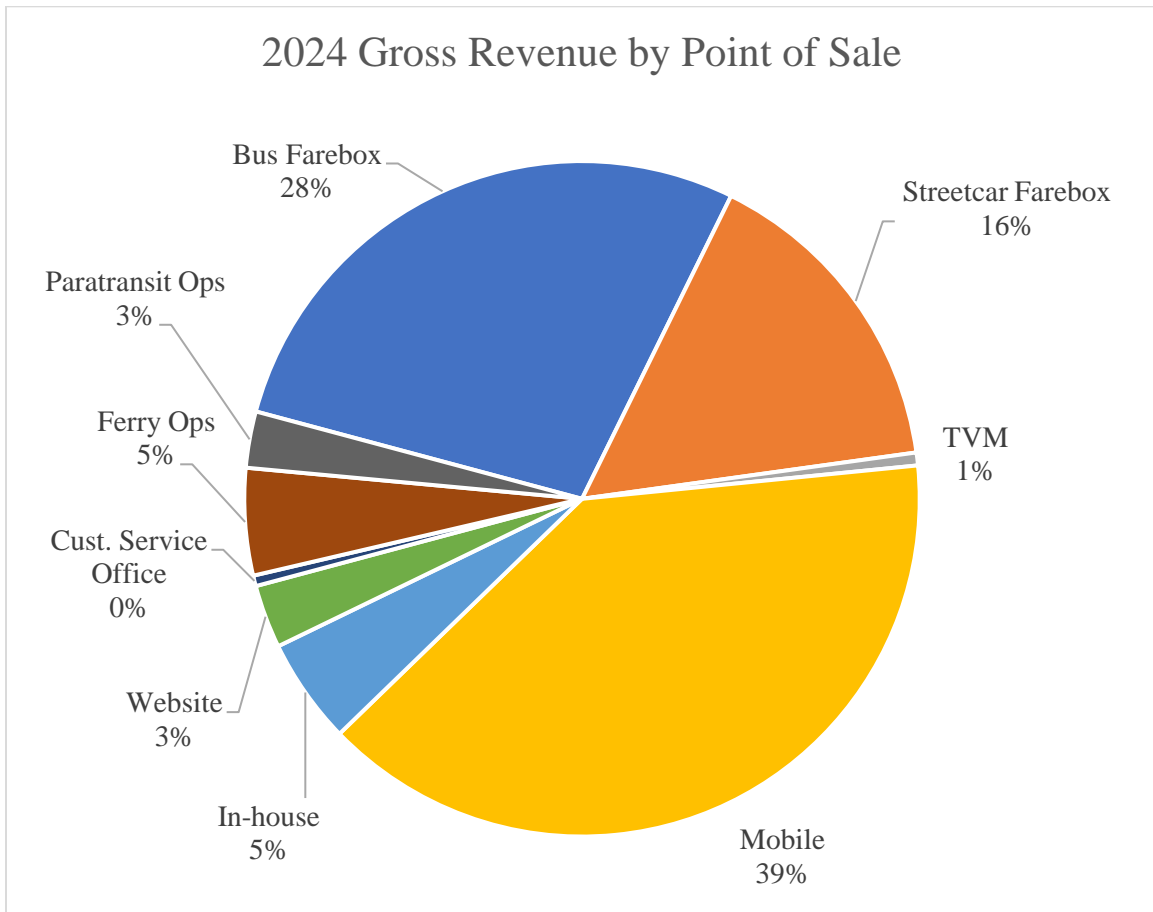
Point of Sale	2023	2024	RY24 YOY Change
At Vehicle	\$ 6,596,894.58	\$ 5,920,461.43	-10.3 %
TVM	\$ 40,889.95	\$ 70,804.85	73.2 %
Mobile	\$ 3,727,997.40	\$ 4,525,239.95	21.4 %
Admin	\$ 850,929.88	\$ 988,832.62	16.2 %
<b>Total</b>	<b>\$ 11,216,711.81</b>	<b>\$ 11,505,338.85</b>	<b>2.6 %</b>

The following table displays the total ridership recorded for RY2023 and RY2024, by mode.

Mode	2023	2024	RY24 YOY Change
Bus	8,706,476	9,749,386	12.0 %
Streetcar	3,859,266	3,557,751	-7.8 %
Ferry	967,648	836,788	-13.5 %
Paratransit	229,227	221,091	-3.5 %
<b>Total</b>	<b>13,762,617</b>	<b>14,365,016</b>	<b>4.4 %</b>

The same data, breaking out each mode for ‘At Vehicle’ and each administrative point of sale for ‘Admin’ is included below for further context. The year-over-year growth in pre-paid sales through mobile and direct sales from RTA admin staff (In-House / Client Sales) are significant. Decreases of collections at the ferry are due in part to service disruptions on the Chalmette ferry.

Source	2023	2024	RY24 YOY Change
Bus Farebox	\$ 3,228,400.69	\$ 3,234,552.94	0.2 %
Streetcar Farebox	\$ 2,201,346.72	\$ 1,786,164.03	-18.9 %
Ferry Ops	\$ 836,210.78	\$ 589,864.07	-29.5 %
Paratransit Ops	\$ 330,936.39	\$ 309,880.39	-6.4 %
TVM	\$ 40,889.95	\$ 70,804.85	73.2 %
Mobile	\$ 3,727,997.40	\$ 4,525,239.95	21.4 %
In-house / Client Sales	\$ 408,091.53	\$ 582,032.43	42.6 %
Website	\$ 376,613.20	\$ 348,600.30	-7.4 %
Customer Service	\$ 66,225.15	\$ 58,199.89	-12.1 %
<b>Total</b>	<b>\$ 11,216,711.81</b>	<b>\$ 11,505,338.85</b>	<b>2.6 %</b>



## Revenue by Media

The table below displays the gross fare revenue collected by the fare media purchased. The two columns on the right display the share of gross revenue by media for the current reporting year (2024) and the previous year (2023) for comparison.

Medium	2024 Revenue	2024 %	2023 Revenue	2023 %
Paper Ticket	\$ 6,650,843.51	59.4%	\$ 7,134,653.02	65.5%
Mobile Pass	\$ 4,525,239.95	40.4%	\$ 3,727,997.40	34.2%
Token	\$ 19,375.00	0.2%	\$ 23,125.00	0.2%

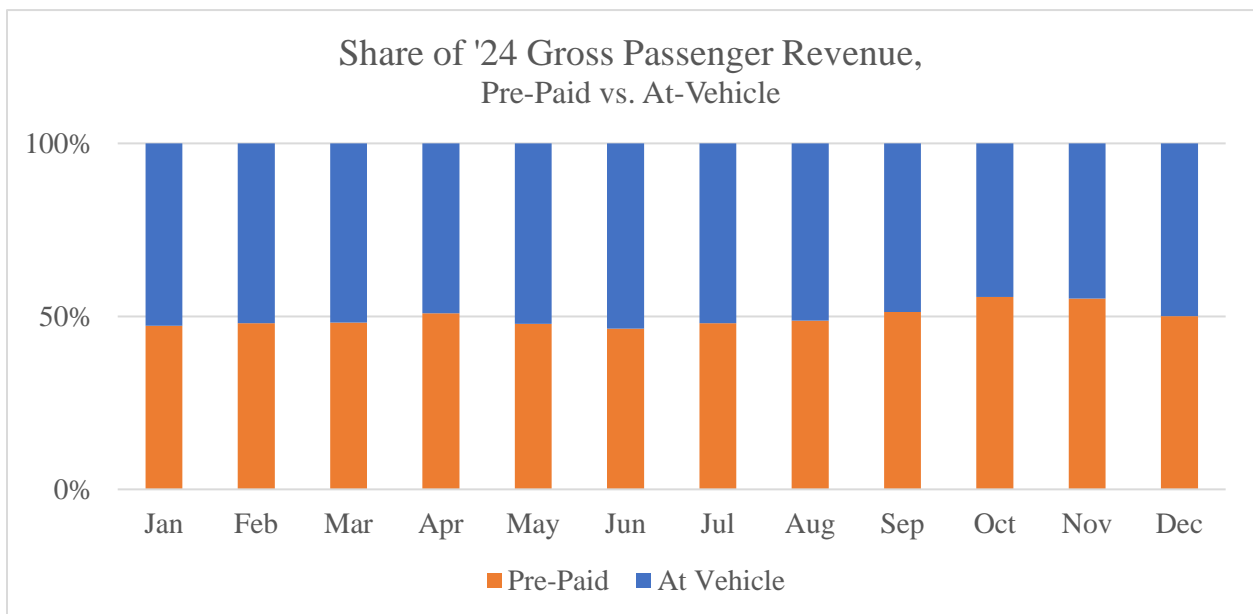
In parallel with the shift from farebox purchases to mobile purchases shown in the section on points of sale, there has been a notable shift from paper tickets towards mobile tickets year on year.

## Revenue by Pre-Paid Status

Source	2024 Gross Rev.	2024 Share	2023 Share
On Vehicle	\$ 5,610,581.04	50.1%	57.6%
Pre-Paid	\$ 5,584,877.42	49.9%	42.4%

Consistent with previous fare revenue breakdowns showing a shift from at-vehicle purchases towards mobile and direct agency sales, the overall share of fare revenue collected from pre-paid fare product purchases has grown year over year.

In 2024, almost 50% of passenger revenue was collected away from the doors of vehicles, marking significant progress towards an agency goal in the Strategic Mobility Plan for more pre-paid purchases. In fact, for the last four months of 2024, more revenue was collected in pre-paid sales.



## Revenue by Mode

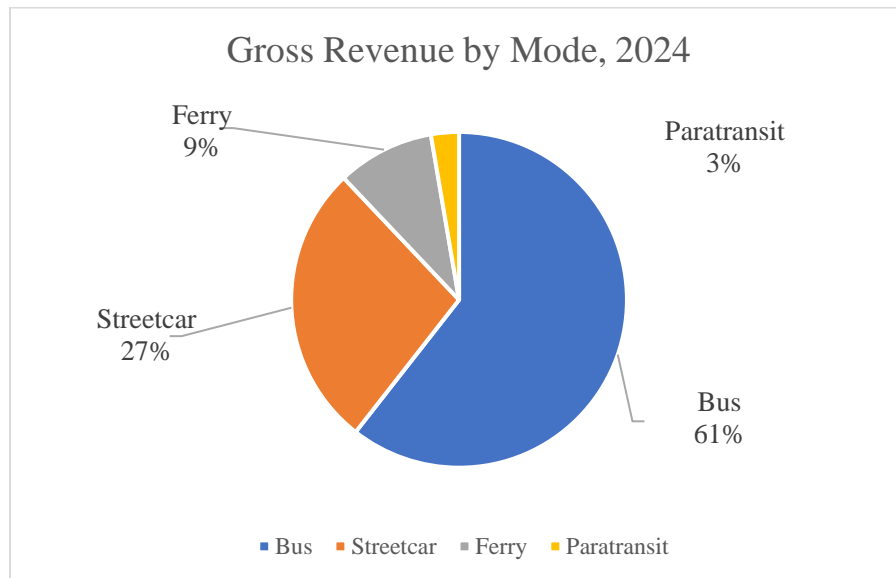
The following tables show the share of passenger revenue that can be assigned to each of the transit modes operated by RTA for 2024 and 2023 for comparison. Paratransit fares are unique to paratransit.

The gross value of fare products purchased at the point of embarkation are assigned to the mode where they were purchased (e.g. a 1-day Jazzy Pass purchased at a bus farebox is assigned to bus revenue).

For pre-purchased products, fares specific to bus and streetcar (e.g. a \$1.25 adult single ride fare) are assigned to bus and streetcar as a function of ridership. The gross value of jazzy pass products (eligible on all three fixed route modes) are assigned across all three modes according to ridership. Ferry specific products are assigned entirely to ferry revenue.

Mode	2024 Ridership	'24 Est. Gross Revenue	Gross \$ / Rider
Bus	9,749,386	\$ 6,968,530.11	\$ 0.71
Streetcar	3,557,751	\$ 3,148,768.92	\$ 0.89
Ferry	836,788	\$ 1,078,159.43	\$ 1.29
Paratransit	221,091	\$ 309,880.39	\$ 1.40
<b>Total</b>	<b>14,365,016</b>	<b>\$ 11,505,338.85</b>	<b>\$ 0.80</b>

Mode	2023 Ridership	'23 Est. Gross Revenue	Gross \$ / Rider
Bus	8,706,476	\$ 6,119,625.27	\$ 0.70
Streetcar	3,859,266	\$ 3,482,922.03	\$ 0.90
Ferry	967,648	\$ 1,283,228.12	\$ 1.33
Paratransit	229,227	\$ 330,936.39	\$ 1.44
<b>Total</b>	<b>13,762,617</b>	<b>\$ 11,216,711.81</b>	<b>\$ 0.82</b>



## Fare Product Sales by Point of Sale, Product Type, Rider

The table below shows a comparison of total transactions across all points of sale in 2024, by rider type and fare type where applicable. Breakdowns indicate which types of fare products are being purchased where and by whom. Unclassified revenue collected at fixed route vehicles is not assigned to fare products for the purposes of this analysis.

Overall Sales by Product Type				
Product Type	Adult	Priority Rider	Youth	Grand Total
Ferry Single Ride	98,915	4,522	6,858	110,295
Bus-SR Single Ride	3,485,561	248,804	178,544	3,912,909
Jazzy Pass	902,647	634,382	283,988	1,821,017
Opportunity Pass	31,992		14,575	46,567
Regional Ride	20,888	218	607	21,713
U-Pass	50			50
<b>Grand Total</b>	<b>4,540,053</b>	<b>887,926</b>	<b>484,572</b>	<b>5,912,551</b>

Share of Total Sales				
Product Type	Adult	Priority Rider	Youth	Grand Total
Ferry Single Ride	2.18%	0.51%	1.42%	1.87%
Bus-SR Single Ride	76.77%	28.02%	36.85%	66.18%
Jazzy Pass	19.88%	71.45%	58.61%	30.80%
Opportunity Pass	0.70%	0.00%	3.01%	0.79%
Regional Ride	0.46%	0.02%	0.13%	0.37%
U-Pass	0.00%	0.00%	0.00%	0.00%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

The overwhelming majority of fare products sold are bus-streetcar single-ride fares. Adult (full price) riders engage with the system very differently than discounted riders (priority riders and youth).

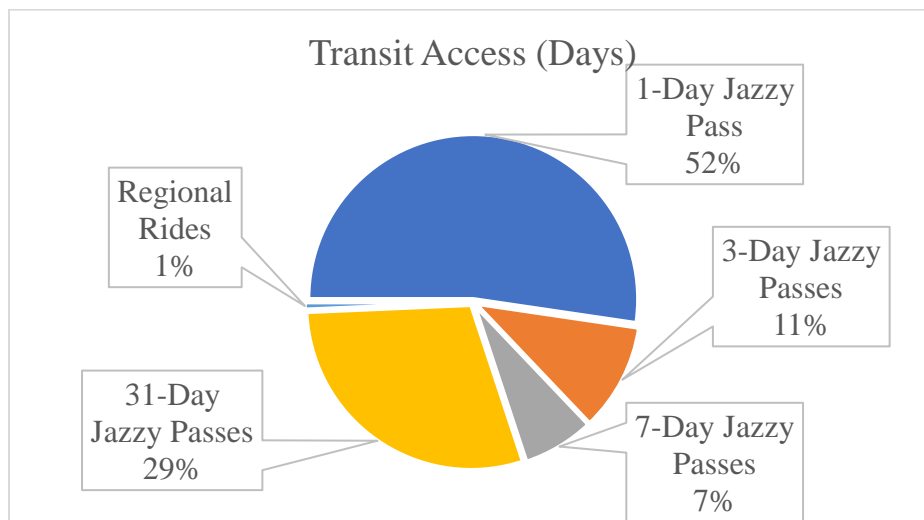
Because a full-price 1-day Jazzy Pass costs more than twice as much as a single ride for adult riders, riders only planning a round-trip save money by buying two separate fare products in separate transactions, rather than one Jazzy Pass to cover travel for the day ( $\$1.25 \times 2 = \$2.50$ , rather than one \$3 Jazzy Pass). The high share of Jazzy Pass sales for Priority Riders and Youth suggests the pricing incentive is significant.

When the agency next changes fares, aligning round-trip adult single ride fares with the price of a 1-day Jazzy Pass has the potential to reduce the number of individual purchases being made with a pricing incentive.

Tables below break out the share of products sold within different product categories.

Day Pass Products	Total Passes (#)	Transit Access (Days)
<b>Adult</b>	<b>923,535</b>	<b>1,836,067</b>
Adult 1-Day Jazzy Pass	749,131	749,131
Adult 31-Day Jazzy Pass	17,292	536,052
Adult 3-Day Jazzy Pass	105,893	317,679
Adult 7-Day Jazzy Pass	30,331	212,317
Adult Regional Ride	20,888	20,888
<b>Priority Rider</b>	<b>634,600</b>	<b>869,049</b>
Priority Rider 1-Day Jazzy Pass	624,478	624,478
Priority Rider 31-Day Jazzy Pass	7,722	239,382
Priority Rider 3-Day Jazzy Pass	1,657	4,971
Priority Rider 7-Day Jazzy Pass	525	3,675
Priority Rider Regional 1-Day	218	218
<b>Youth</b>	<b>284,595</b>	<b>441,721</b>
Youth 1-Day Jazzy Pass	274,957	274,957
Youth 31-Day Jazzy Pass	4,858	150,598
Youth 3-Day Jazzy Pass	3,413	10,239
Youth 7-Day Jazzy Pass	760	5,320
Youth Regional 1-Day	607	607
<b>Grand Total</b>	<b>1,842,730</b>	<b>3,150,512</b>

The following graph indicates the relative transit access purchased via different day-based fare products. While this will likely overvalue the 1-day and 31-day Jazzy Passes—there are no 3-day or 7-day passes discounted for Priority Rider or Youth—it indicates that a majority of riders purchase RTA services in small increments. Taken with the relative rates of single ride vs. jazzy pass use above, most riders purchase their transit in units of single days, rather than months, despite the relative discount presented by 31-day pass pricing (e.g. one day of transit for an Adult is \$3 with a 1-day pass but only \$1.45 with a 31-day pass).





<b>Special Pass Products</b>	<b>Total Passes (#)</b>
<b>Adult</b>	<b>52,930</b>
Adult Regional Ride	20,888
Delgado U-Pass	50
Opportunity Pass (Adult)	31,992
<b>Priority Rider</b>	<b>218</b>
Priority Rider Regional 1-Day	218
<b>Youth</b>	<b>15,182</b>
Opportunity Pass (Youth)	14,575
Youth Regional 1-Day	607
<b>Grand Total</b>	<b>68,330</b>

<b>Ferry Single Ride Products</b>	<b>Total Passes (#)</b>
<b>Adult</b>	<b>98,915</b>
Adult Ferry Trailer Only	495
Adult Ferry Vehicle + Trailer	134
Adult Ferry Vehicle Driver	22,036
Adult Ferry Vehicle Passenger	9,253
Adult Ferry Walk-on	66,997
<b>Priority Rider</b>	<b>4,522</b>
Priority Rider Ferry Trailer Only	18
Priority Rider Ferry Vehicle + Trailer	25
Priority Rider Ferry Vehicle Driver	1,431
Priority Rider Ferry Vehicle Passenger	451
Priority Rider Ferry Walk-on	2,597
<b>Youth</b>	<b>6,858</b>
Youth Ferry Trailer Only	18
Youth Ferry Vehicle + Trailer	3
Youth Ferry Vehicle Driver	772
Youth Ferry Vehicle Passenger	474
Youth Ferry Walk-on	5,591
<b>Grand Total</b>	<b>110,294</b>

## Marketing / Access

### Summary of Retail Network & Fare Access Points

An up-to-date list of all current retail partners and locations can be found on NORTA's website at <https://www.norta.com/ride-with-us/how-to-pay/retail-partners>. As of December 31, 2024, NORTA passes were available for purchase at 16 locations, including 11 Walgreens locations, Unique Grocery, and the Velveteen Lounge and Restaurant.

1. Walgreen's, 1826 N. Broad St., New Orleans, LA 70119
2. Walgreen's, 801 Canal St., New Orleans, LA 70112
3. Walgreen's, 900 Canal St., New Orleans, LA 70112.
4. Walgreen's, 4001 Canal St., New Orleans, LA 70119
5. Walgreen's, 718 S. Carrollton Ave., New Orleans, LA 70118.
6. Walgreen's, 2418 S. Carrollton Ave., New Orleans, LA 70118
7. Walgreen's, 619 Decatur St., New Orleans, LA 70130
8. Walgreen's, 1100 Elysian Fields Ave., New Orleans, LA 70117
9. Walgreen's, 3216 Gentilly Blvd., New Orleans, LA 70122
10. Walgreen's, 11297 Lake Forest Blvd., New Orleans, LA 70128
11. Walgreen's, 5518 Magazine St., New Orleans, LA 70115
12. Walgreen's, 7401 Read Blvd., New Orleans, LA 70127
13. Walgreen's, 134 Royal St., New Orleans, LA 70130
14. Walgreen's, 1801 Saint Charles Ave., New Orleans, LA 70130
15. Unique Grocery, 129 Royal Street, New Orleans, LA 70130
16. Velveteen Lounge and Restaurant, 2565 Bayou Road, New Orleans, LA 70119

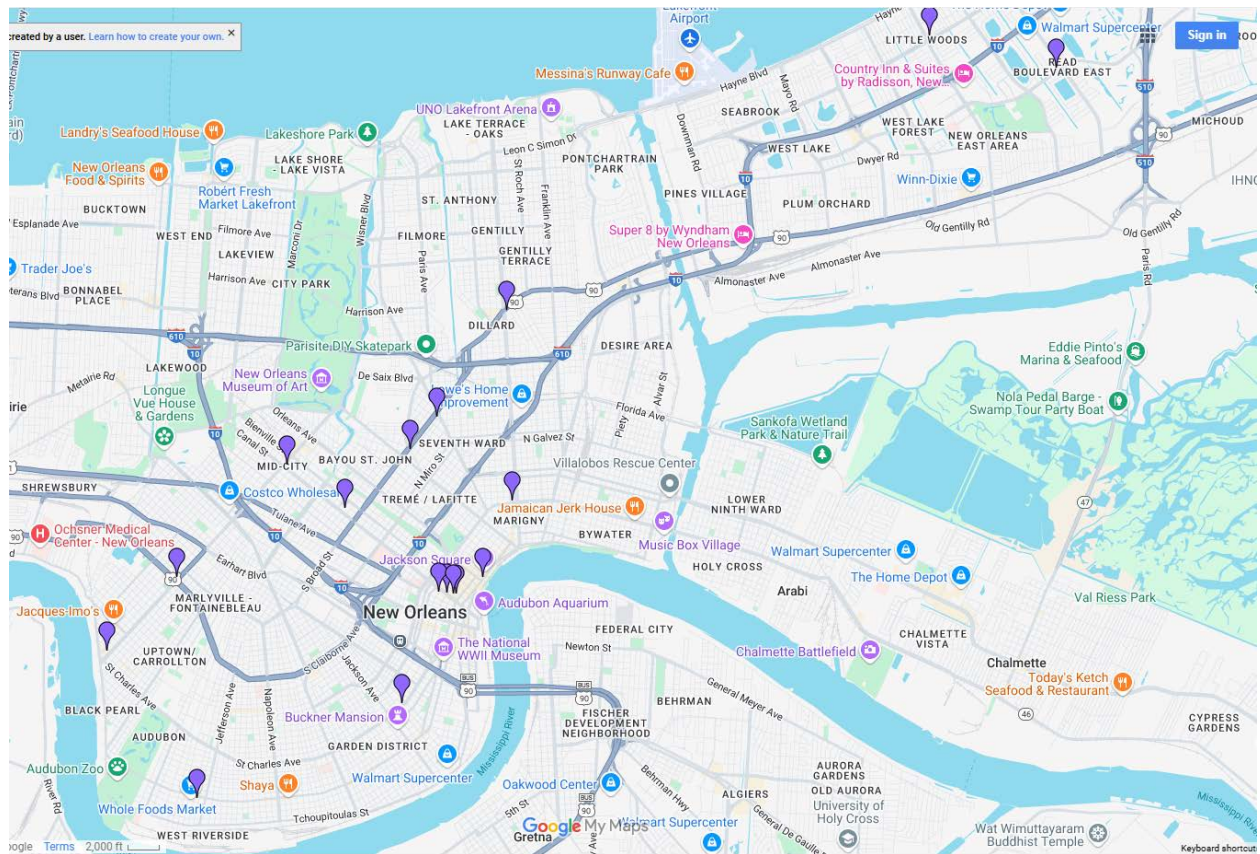


Figure 1 Locations of NORTA retail partners

Besides these retail partners, passes can be pre-purchased through NORTA’s website, in communication with NORTA’s marketing and pass sales office, on mobile devices, at the customer service desk in NORTA’s office at 2817 Canal Street during business hours, or at TVMs currently in operation in front of 2817 Canal Street and at the Canal Street Ferry Terminal.

## Customer Service and Service Efficiency

### Special Fare Programs

At the close of 2024, RTA had several pass sales programs in various stages of development:

In September 2024, the Opportunity Pass program launched in partnership with Ride New Orleans, New Orleans Children and Youth Planning Board, New Orleans Public Library and the City of New Orleans. The pilot program makes free one-day jazzy passes available to eligible riders—Opportunity Youth (ages 16-24) who reside in Orleans Parish and have access to the agency’s Le Pass app with a working phone number.

Through year-end 2024, there were 3,299 unique users signed up for the program. Activations of one-day passes below a monthly cap are included in tables on previous pages—in 2024 some 46,567 of these passes were activated by riders participating in the pilot.

## Fare Free Days 2024

In 2024, NORTA observed seven fare-free days, as defined by the agency's Fare Policy.

1. February 4, 2024: Rosa Parks Day / Transit Equity Day
2. March 23, 2024: Election Day (Primary)
3. September 5, 2024: Claudette Colvin Day
  
4. October 19, 2024: Early Voting Saturday
5. October 26, 2024: Early Voting Saturday
6. November 5, 2024: Election Day (Presidential/Congressional)
7. December 7, 2024: Election Day (State Constitutional Amendments)

## Estimated Fare Revenue Foregone

NORTA revenue service was impacted by Hurricane Francine for three days, from 9/11/24 to 9/13/24, in addition to the seven days listed above where fares were not sold at vehicles, on the mobile app, or at TVMs. Because 2024 was a leap year, this leaves 356 days with normal revenue service and fare collection.

A. Mode	B. Est. Annual Gross Revenue	C. Days w/ Fare Collection	D. Passenger Rev. / Fare Day	E. Fare-Free Days	F. Foregone Passenger Revenue (Total)
Bus	\$ 6,968,530.11	356	\$ 19,574.52	7	\$ 137,021.66
Streetcar	\$ 3,148,768.92	356	\$ 8,844.86	7	\$ 61,914.00
Ferry	\$ 1,078,159.43	356	\$ 3,028.54	7	\$ 21,199.76
Paratransit	\$ 309,880.39	356	\$ 870.45	7	\$ 6,093.15
<b>Total</b>	<b>\$ 11,505,338.85</b>		<b>\$ 32,318.37</b>		<b>\$ 226,228.57</b>

The table above estimates the passenger revenue foregone by the agency for each fare-free day (Total, Column D) and for all fare-free days in RY2024 (Total, Column F).