

GOAL	CATEGORY	#	MEASURE	TARGET	BASELINE	METHODOLOGY	SOURCE
World Class Rider Experience	Performance	1.1	On-time performance	85%	Bus - 75% Streetcar - 80% Paratransit - 82%	Clever Report Paratransit	Planning / Operations
	Performance	1.2	Average overall system speed by mode	15-20% increase by 2030	Bus - 12.28 mph Streetcar - 5.77mph	Clever Report	Planning
	Performance	1.3	% of trips scheduled that are delivered by mode	100%	Baseline needed	Clever Report	Operations
	Equity	1.4	% of trips scheduled that are delivered for Title VI focus routes	100%	Baseline needed	Clever Report	Planning
	Performance	1.5	Average dwell time at stops for each mode	Decrease per year	Baseline needed	Clever Report	Planning
	Performance	1.6	Total fixed route system ridership	Pre-pandemic levels or higher	800,000 average monthly riders	RideCheck for Bus, GFI for streetcar	Planning
	Performance	1.7	Riders per revenue hour by mode	Pre-pandemic levels or higher	Baseline needed	RideCheck	Planning
	Rider Experience	1.8	Customer rating: Average overall customer satisfaction with RTA service	Increase per year	Baseline needed	Annual customer satisfaction survey - Sum (number of respondents who rate RTA service overall as good or excellent)/# of responses	Customer Affairs
	Rider Experience	1.9	Stops and Shelters: % of stops that have amenities in accordance with RTA service standards	100%	Baseline needed	Stops database	Asset Management
	Rider Experience	1.10	Customer rating: Customer satisfaction with the provision of real-time information (via app or at stops)	Increase per year	Baseline needed	Annual customer satisfaction survey - Sum (number of respondents who rate real time information provided as good or excellent)/# of responses	Customer Affairs
	Communication	1.11	Social Media - Engagement rate by reach	3%	Baseline needed	Total number of engagements per post / reach per post * 100	Customer Affairs
	Communication	1.12	Average attendance at outreach events for new capital projects	20+ riders and community members	Baseline needed	Sign-in sheet at public meetings (# of people in attendance/# of public meetings held)	Customer Affairs
	Communication	1.13	Average # of people reached through RTA participation in community outreach events	20+ riders and community members	Baseline needed	Sign-in sheet at community events (# of people reached/# of community events)	Customer Affairs
	Communication	1.14	% of prolonged (> 1 day) service disruptions communicated within 24 hours of notification: - on the mobile app - at affected stops	100%	Baseline needed	App and communications tracking	Customer Affairs

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	Communication	1.15	Average customer satisfaction rating for quality of information provided	Increase per year	Baseline needed	Annual customer satisfaction survey - Sum (number of respondents who rate information quality provided as good or excellent)/# of responses	Customer Affairs
	Safety	1.16	# preventable events per 100,000 vehicle revenue miles by mode	Streetcar - 1.95 Fixed-Route Bus - 0.68 Paratransit - 0.88	Streetcar - 2.3 Fixed-Route Bus - 1.5 Paratransit - 1.5	Incident reports	Safety
Equity	Access	2.1	Percentage of jobs in Orleans and Jefferson parishes that the average low-income household within RTA's service area can reach within 60 minutes by transit during peak period*	Increase per year	Baseline needed	Conveyal	Planning
		2.2	Percentage of low-income households in the service area within 1/2 mile of a high frequency (15 min or less) route	Increase per year	Baseline needed for pre/post NL	GIS analysis / Census data	Planning
		2.3	% DBE participation in FTA assisted contracts	32%	2022 % baseline needed	DBE department tracking	Finance
	Equity	2.4	% of low-income households within 1/2 mile from a high frequency route (15 min or less)	Increase per year	27% in 2022	GIS analysis / Census data	Planning
		2.5	% of transit stops that are ADA accessible by mode	100%	Baseline needed	Stops database	Asset Management
	Trust	2.6	Average attendance at Riders Advisory Committee (RAC) meetings	15 riders or more	~5 riders	RAC sign-in sheet	Board Office
Innovation	Fare	3.1	Percentage of fare transactions made using pre-paid media (app, TVM, pass program, purchase from vendor)	80% by 2030	20.7% in 2022	Transaction records. Pre-paid includes mobile, online and TVM payment	Finance
	Fare	3.2	Participation in the bulk-pass program by: - Public high schools - Colleges and universities - Employers	Increase per year	- 12 highschools - 4 universities - Employers not tracked	Invoices from Marketing	Marketing
	Pilot programs	3.3	# of feasibility studies initiated or underway	One or more	2: BRT Feasibility Study, Comprehensive Fare Modernization Initiative	Planning	Planning
	Pilot programs	3.4	# of pilot programs initiated or underway	One or more	1: Battery Electric Buses	Planning	Planning
	Pilot programs	3.5	% of pilot programs targeting equity focus populations	>50%	Baseline needed	Planning	Planning

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	Sustainability	3.6	Share of work trips made by transit in New Orleans	20% by 2030	6% in 2022	Census data (ACS 5-year) based on RTA service area	Planning
	Sustainability	3.7	% of RTA bus stops served by bike facilities: - separated bike lane - bike parking	Target needed	Baseline needed	Stops database	Asset Management
	Sustainability	3.8	Percentage of RTA's fleet powered by low or no-emissions vehicles	75% by 2030	3 in procurement	Fleet inventory	Asset Management
	Sustainability	3.9	TOC - % of all and new rental units within 1/2 mile of high frequency transit	Increase per year	Baseline needed	Census data/City of NOLA data	Planning
	Sustainability	3.10	TOC - # new local businesses located within 1/2 mile of high frequency transit	Increase per year	Baseline needed	Census data/City of NOLA data	Planning
	Sustainability	3.11	% reduction in RTA emissions - from fleet - from facilities	Decrease per year	Baseline needed	City of NOLA	Asset Management

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Regional Connections	Access	4.1	Percentage of households in the service area within 30 minutes by transit of a major healthcare facility during typical office hours	Increase per year	80%	Conveyal calculation uses 2020 census data and the pre-New Links bus network	Planning
	Access	4.2	Percentage of households in the service area within 30 minutes by transit of a community health center during typical office hours	Increase per year	84%	Conveyal (calculation uses 2020 census data and the pre-New Links bus network)	Planning
	Access	4.3	Percentage of households in the service area within 30 minutes by transit of a major park or recreational facility during typical hours	Increase per year	74%	Conveyal (calculation uses 2020 census data and the pre-New Links bus network)	Planning
	Access	4.4	Percentage of jobs in Orleans and Jefferson parishes that the average household within RTA's service area can reach within 60 minutes by transit during all time periods	Increase per year	Baseline needed	Conveyal	Planning
	Access	4.5	Percentage of the service area population within 1/2 mile of a high frequency (15 minutes or less) route	Increase per year	Baseline needed for pre/post NL	GIS analysis / Census data	Planning
Workforce Development	Workforce	5.1	# of participants in RTA apprenticeship and internship programs	Stable or increase per year	Baseline needed	HR tracking	HR
	Workforce	5.2	Workforce turnover rate (minus retirements)	Stable or decrease per year	Baseline needed	HR tracking	HR
	Workforce	5.3	Overall employee satisfaction	Stable or increase per year	Baseline needed	Employee satisfaction survey	HR
	Safety	5.4	# of work-related injuries per 100 full time workers per year as measured through: - DART (Days Away from work) - IR - Incident rate	DART - 4.7 IR - 6.5	DART - 5.8 IR - 6.7	Workplace injuries report	Safety