



New  
Orleans  
**Transit  
Map**

Effective January 2, 2011

**RTA**

## Green Light:

RTA Status Report  
on Ridership

**LTRC Seminar:**

**Congestion  
Management**

**September 13, 2011**

# Tracking Ridership and Performance Standards

- How we measure our performance
- Performance Indicators
- 2010 Ridership compared with 2009



# What makes transit matter?

- Effectiveness – the number of riders
  - Is ridership going up or down?*
  - Are we reaching more people?*
- Efficiency
  - What's does it cost to provide service?*
- Quality
  - Are buses and streetcars – reliable and predictable?*
  - Are they safe?*
  - Are they frequent?*
  - Are vehicles clean?*



# Transit 101

## Performance Indicators

### ➤ Methodology

#### ▪ Effectiveness:

##### • A. Boardings/Revenue Hour

» *How many riders?*

##### • B. Percent Seats Used (Passengers to Seats)

» *How crowded are vehicles?*

#### ▪ Efficiency & Sustainability:

##### • A. Subsidy/Boarding

» *What is the net cost to provide service?*

#### ▪ Customer Feedback

##### • A. Comments and Complaints

» *What are customers saying?*

Ridership (Effectiveness)	Action
Above 125% of Headway Average	Consider Service Additions
Below 75% of Headway Average	Consider Service Reductions or Adjustments
Over Crowding	Action
Above 140% of seats available	Consider Service Additions
100 to 140% of seats available	Monitor
Efficiency	Action
Bottom 25% of System Subsidy Average	Consider Service Reductions or Adjustments



# Policy Headways

## Review Lines with Similar Frequencies and Characteristics

Weekdays		Current Performance				
		Bds/Rev. Hour		Bds/Rev. Hour	Bds/Rev. Hour	Bds/Rev. Hour
Lines	Count	High	Low	Standard	125% Above Standard	75% Below Standard
Streetcars	3	57	47	50	63	38
Every 20 minutes or better	6	58	27	35	44	26
Every 21 to 30 minutes	6	39	11	30	38	23
Every 40 minutes	6	39	21	25	31	19
Every 50 to 60 minutes	5	24	11	18	23	14
Lifeline Service (Over 60 minutes)	4	19	7	12	15	9
Lil Easy	3	2	1	3	4	2
<b>Total</b>	<b>33</b>					
Weekends/Holidays		Current Performance				
		Bds/Rev. Hour		Bds/Rev. Hour	Bds/Rev. Hour	Bds/Rev. Hour
Lines	Count	High	Low	Standard	125% Above Standard	75% Below Standard
Streetcars	3	104	69	60	75	45
Every 20 minutes or better	0			28	35	21
Every 21 to 30 minutes	6	49	30	24	30	18
Every 40 minutes	2	26	35	20	25	15
Every 50 to 60 minutes	11	39	24	15	19	11
Lifeline Service (Over 60 minutes)	7	36	21	10	13	8
Lil Easy	3	2	2	3	4	2
Not Operating	1					
<b>Total</b>	<b>33</b>					

# 2009-2010 Trends

			2009-2010	
	2009	2010	Change	% Change
<b>Boardings</b>				
Streetcar	4,844,391	5,931,907	1,087,516	22.4%
Bus	6,658,872	7,704,120	1,045,248	15.7%
Paratransit	138,417	162,532	24,115	17.4%
Lil'Easy	22,798	19,635	-3,163	-13.9%
<b>Total</b>	<b>11,664,478</b>	<b>13,818,194</b>	<b>2,153,716</b>	<b>18.5%</b>
<i>Bus and Streetcar</i>	11,526,061	13,655,662	2,129,601	18.5%
			2009-2010	
	2009	2010	Change	% Change
<b>Revenue (Service Hours)</b>				
Streetcar	93,624	104,370	10,746	11.5%
Bus	241,001	246,385	5,384	2.2%
Paratransit	61,809	80,550	18,741	30.3%
Lil'Easy	17,886	9,763	-8,123	-45.4%
<b>Total</b>	<b>414,320</b>	<b>441,068</b>	<b>26,748</b>	<b>6.5%</b>
<i>Bus and Streetcar</i>	352,511	360,518	8,007	2.3%
			2009-2010	
	2009	2010	Change	% Change
<b>Productivity (Bds/Rev. Hour)</b>				
Streetcar	51.7	56.8	5.1	9.8%
Bus	27.6	31.3	3.6	13.2%
Paratransit	2.2	2.0	-0.2	-9.9%
Lil'Easy	1.3	2.0	0.7	57.8%
<b>Total</b>	<b>28.2</b>	<b>31.3</b>	<b>3.2</b>	<b>11.3%</b>
<i>Bus and Streetcar</i>	32.7	37.9	5.2	15.8%



2010		Productivity			Crowding	Efficiency	
Line#	Name	Boardings Per Hour			Average Weekday	Subsidy	Subsidy
		Weekday	Saturday	Sunday	AM+PM Peak Load	Per Boarding	Ratio
<b>STREETCAR</b>		<b>48.4</b>	<b>52.3</b>	<b>42.5</b>	66%	<b>\$2.06</b>	1.0
12	St. Charles Streetcar	43.4	48.6	41.3	69%	\$2.36	1.1
47	Canal Streetcar	57.8	52.4	57.8	96%	\$1.70	0.8
2	RiverFront Streetcar	43.5	78.4	43.5	33%	\$1.83	0.9
<b>BUS</b>		<b>29.3</b>	<b>25.0</b>	<b>18.1</b>	58%	<b>\$3.96</b>	1.0
11	Magazine	34.1	30.8	20.0	99%	\$3.27	0.8
39	Tulane	55.7	49.2	29.5	136%	\$1.62	0.4
88	St. Claude	45.8	46.8	36.0	120%	\$2.03	0.5
94	Broad	32.2	30.7	21.6	95%	\$3.38	0.9
114	Gen. De Gaulle	27.7	19.4	14.6	99%	\$4.59	1.2
10	Tchoupitoulas	19.2	17.5	12.8	30%	\$6.45	1.6
16	S. Claibourne/Poydras	36.2	28.2	19.0	57%	\$3.09	0.8
24	Napoleon	21.8	12.0	9.1	23%	\$6.44	1.6
45	Lakeview	10.4	7.9	5.7	23%	<b>\$13.22</b>	3.3
55	Elysian Fields	34.5	33.0	27.2	63%	\$3.04	0.8
91	Jackson-Esplanade	31.9	29.5	20.5	102%	\$3.45	0.9
15	Freret	22.3	14.5	9.7	38%	\$5.83	1.5
27	Louisiana	26.8	18.2	11.4	58%	\$4.60	1.2
28	Martin L. King	36.2	24.3	15.5	41%	\$3.38	0.9
52	St. Bernard	25.9	25.4	16.2	84%	\$4.46	1.1
57	Franklin	37.0	32.9	22.7	78%	\$2.87	0.7
62	Morrison Express	34.3	27.4	18.4	70%	\$3.32	0.8
84	Galvez	19.1	11.5	7.9	39%	\$7.35	1.9
102	Gen. Myers	21.4	16.4	12.2	45%	\$5.80	1.5
64	Lake Forest Express	28.5	21.1	17.5	58%	\$4.31	1.1
201	Kenner Local	17.4	11.7	11.9	56%	\$7.50	1.9
5	Marigny/Bywater	9.6	6.9	4.6	23%	<b>\$14.89</b>	3.8
100	Algier's Loop/Owl	15.3	11.9	9.8	25%	\$8.78	2.2
108	Algier's Local	14.6	10.3		44%	\$8.58	2.2
32	Leonidas	10.1			23%	<b>\$12.68</b>	3.2
60	Haynes	8.1	3.5	2.8	24%	<b>\$17.80</b>	4.5
80	Louisa	12.0	7.5	4.4	23%	<b>\$12.47</b>	3.1
<b>LIL EASY</b>		<b>2.1</b>	<b>1.7</b>	<b>1.0</b>	6%	<b>\$71.36</b>	1.0
49	Lakeview Lil'Easy	2.5	1.9	1.6	7%	<b>\$59.43</b>	0.8
53	Gentilly Lil'Easy	1.9	2.1	1.0	6%	<b>\$74.38</b>	1.0
83	Lower 9th Ward Lil'Easy	1.9	1.2	0.9	6%	<b>\$81.05</b>	1.1

# 2011 Performance Score Card



# 2009-2010 Bus Changes

Line#	Name	2009	2010	2009	2010	2009	2010
		Weekday	Weekday	Saturday	Saturday	Sunday	Sunday
<b>STREETCAR</b>		<b>42.9</b>	<b>48.4</b>	<b>47.4</b>	<b>52.3</b>	<b>36.6</b>	<b>42.5</b>
12	St. Charles Streetcar	41.1	43.4	47.6	48.6	35.8	41.3
47	Canal Streetcar	47.9	57.8	40.9	52.4	35.2	57.8
2	RiverFront Streetcar	37.7	43.5	66.9	78.4	45.3	43.5
<b>BUS</b>		<b>27.2</b>	<b>29.3</b>	<b>21.6</b>	<b>25.0</b>	<b>16.0</b>	<b>18.1</b>
11	Magazine	32.5	34.1	26.5	30.8	18.8	20.0
39	Tulane	49.5	55.7	40.9	49.2	27.0	29.5
88	St. Claude	42.2	45.8	40.7	46.8	29.9	36.0
94	Broad	27.7	32.2	22.9	30.7	13.9	21.6
114	Gen. De Gaulle	24.6	27.7	16.0	19.4	11.9	14.6
10	Tchoupitoulas	19.0	19.2	15.5	17.5	12.0	12.8
16	S. Claibourne/Poydras	32.5	36.2	24.5	28.2	16.6	19.0
24	Napoleon	19.8	21.8	10.9	12.0	7.6	9.1
45	Lakeview	12.2	10.4	8.7	7.9		5.7
55	Elysian Fields	32.0	34.5	30.0	33.0	21.2	27.2
91	Jackson-Esplanade	27.7	31.9	24.1	29.5	16.4	20.5
15	Freret	18.5	22.3	11.4	14.5	7.7	9.7
27	Louisiana	22.9	26.8	13.7	18.2	9.1	11.4
28	Martin L. King	34.1	36.2	21.6	24.3	14.6	15.5
52	St. Bernard	22.7	25.9	24.2	25.4	17.3	16.2
57	Franklin	31.5	37.0	26.3	32.9	20.0	22.7
62	Morrison Express	29.4	34.3	24.8	27.4	17.8	18.4
84	Galvez	16.7	19.1	9.7	11.5	6.2	7.9
102	Gen. Myers	20.1	21.4	14.4	16.4	11.1	12.2
64	Lake Forest Express	22.3	28.5	15.0	21.1	11.3	17.5
201	Kenner Local	16.3	17.4	10.9	11.7	10.6	11.9
5	Marigny/Bywater	10.2	9.6	7.7	6.9	4.9	4.6
100	Algier's Loop/Owl	14.4	15.3	11.1	11.9	9.0	9.8
108	Algier's Local	12.8	14.6	9.6	10.3		
32	Leonidas	8.8	10.1				
60	Haynes	6.6	8.1	4.0	3.5	2.8	2.8
80	Louisa	8.7	12.0	5.9	7.5	4.1	4.4

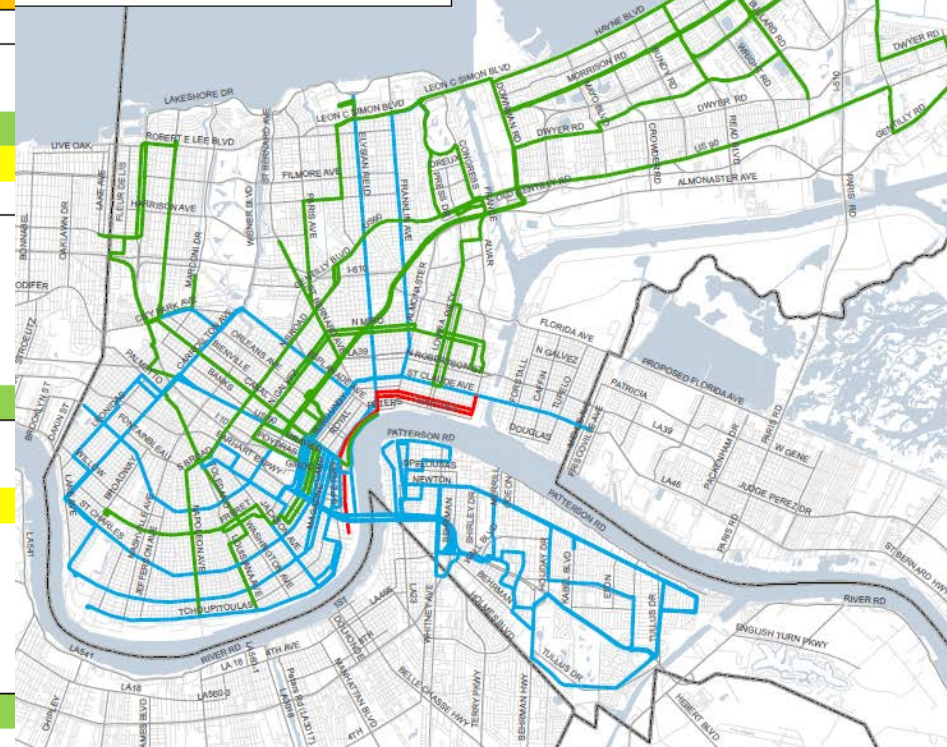
ship  
pared with 2009

### Legend

Ridership Changes

Total

- Decrease in ridership
- 0-20 % increase in ridership
- >20% increase in ridership



RP Task UPWP A 03.11



# 2009-2010 Weekday Changes

## New Orleans RTA System Ridership Service Level Percentage Change 2010 compared with 2009 Weekday Changes

Prepared by Regional Planning Commission for  
Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes  
01/18/2011

Data Source: RTA January 2011

### Legend

#### Ridership Changes

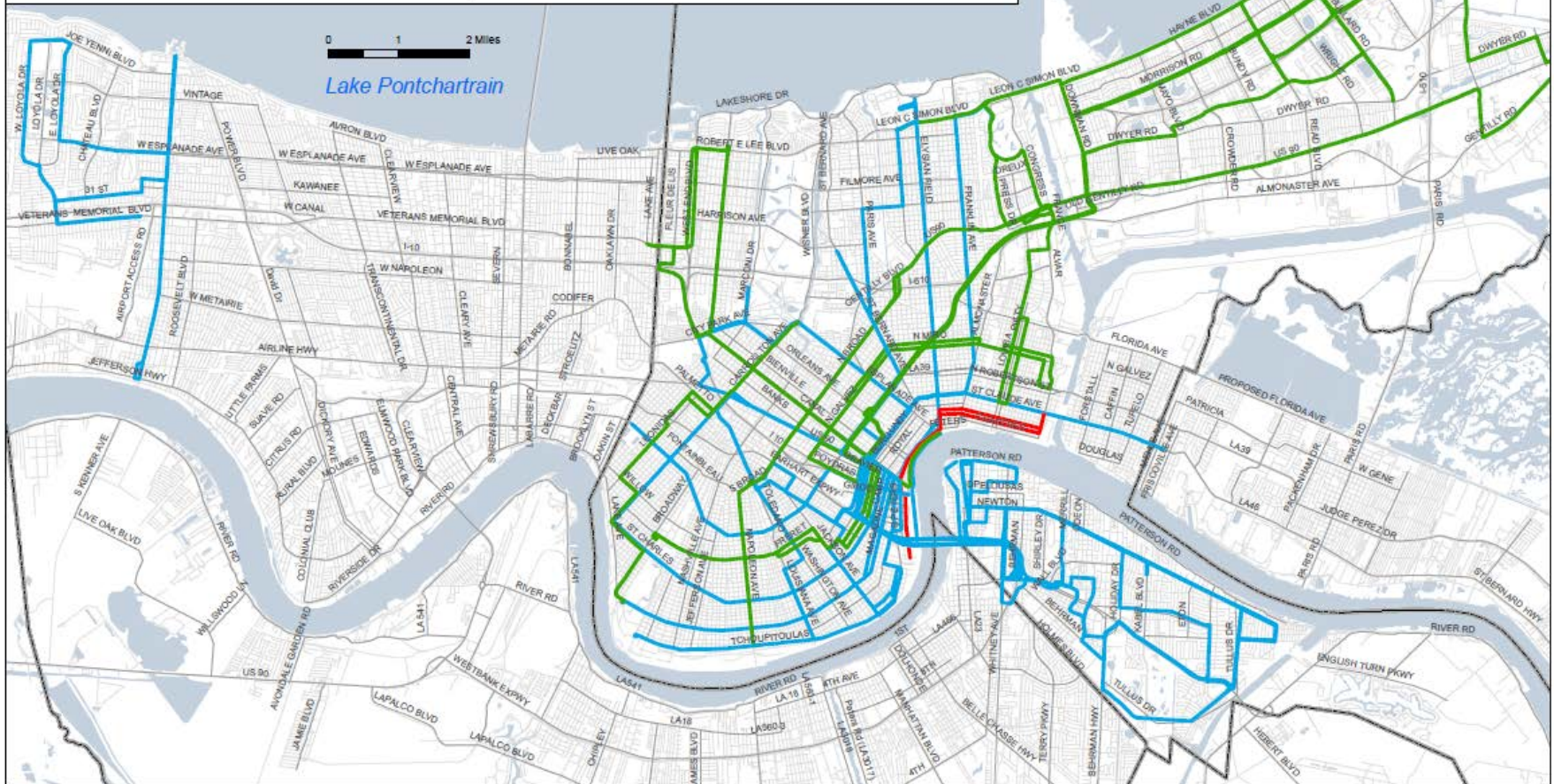
#### Weekday

- >20% increase in ridership
- 1-20% increase in ridership
- Decrease in ridership



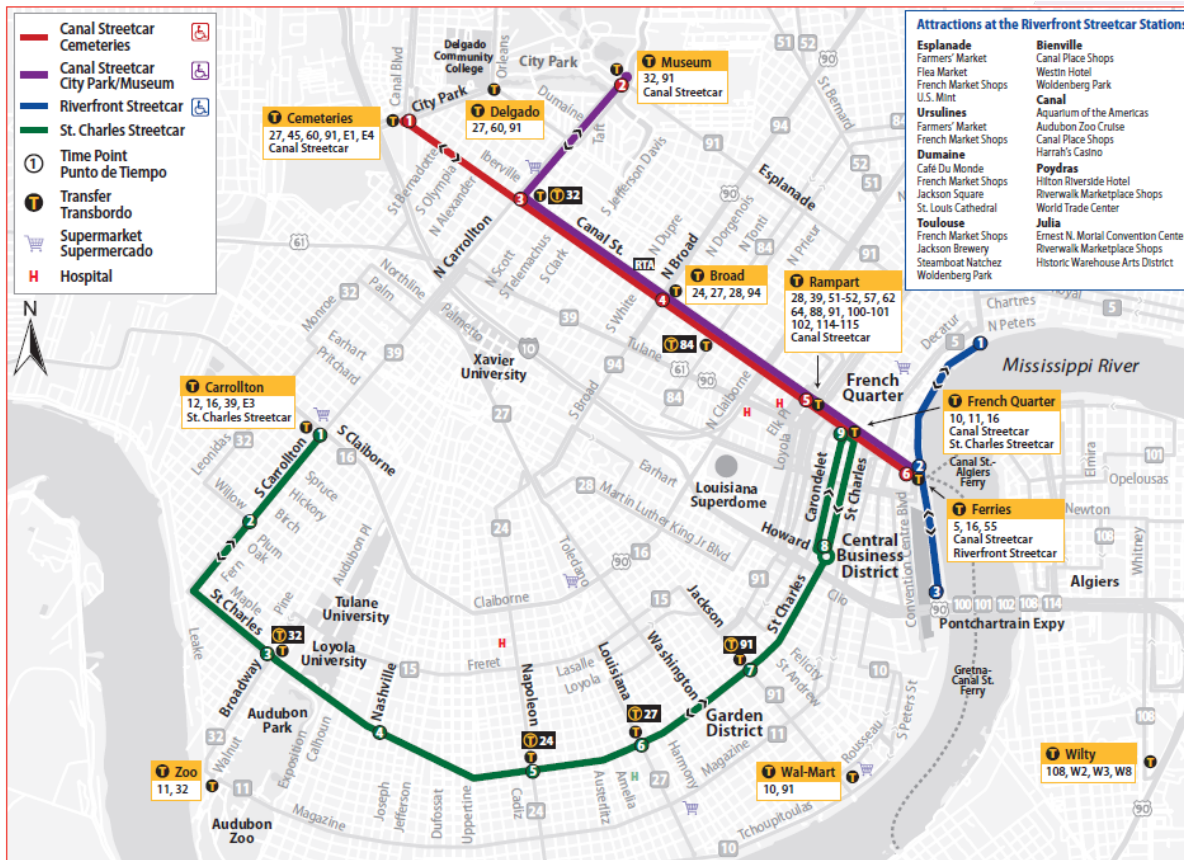
0 1 2 Miles

Lake Pontchartrain

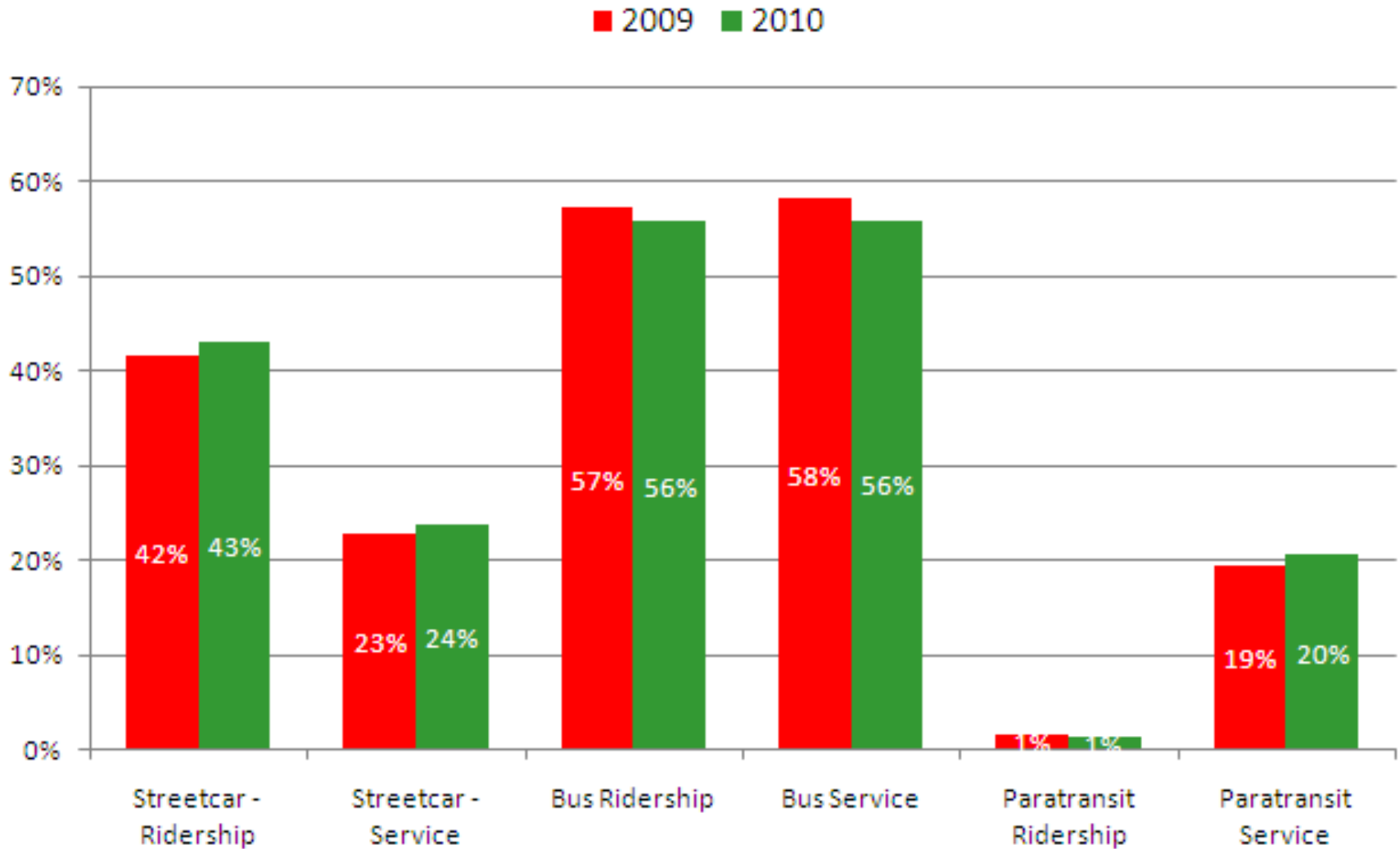


# 2009-2010 Streetcar

Line#	Name	2009	2010	2009	2010	2009	2010
		Weekday	Weekday	Saturday	Saturday	Sunday	Sunday
<b>STREETCAR</b>		<b>42.9</b>	<b>48.4</b>	<b>47.4</b>	<b>52.3</b>	<b>36.6</b>	<b>42.5</b>
12	St. Charles Streetcar	41.1	43.4	47.6	48.6	35.8	41.3
47	Canal Streetcar	47.9	57.8	40.9	<b>52.4</b>	35.2	<b>57.8</b>
2	RiverFront Streetcar	37.7	43.5	66.9	78.4	45.3	<b>43.5</b>

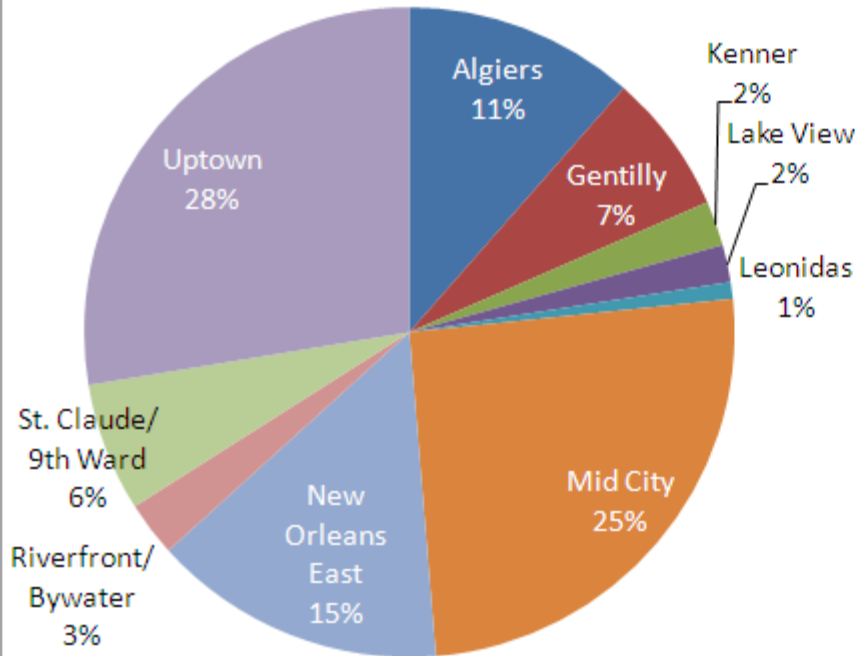


# Ridership and Service Comparisons

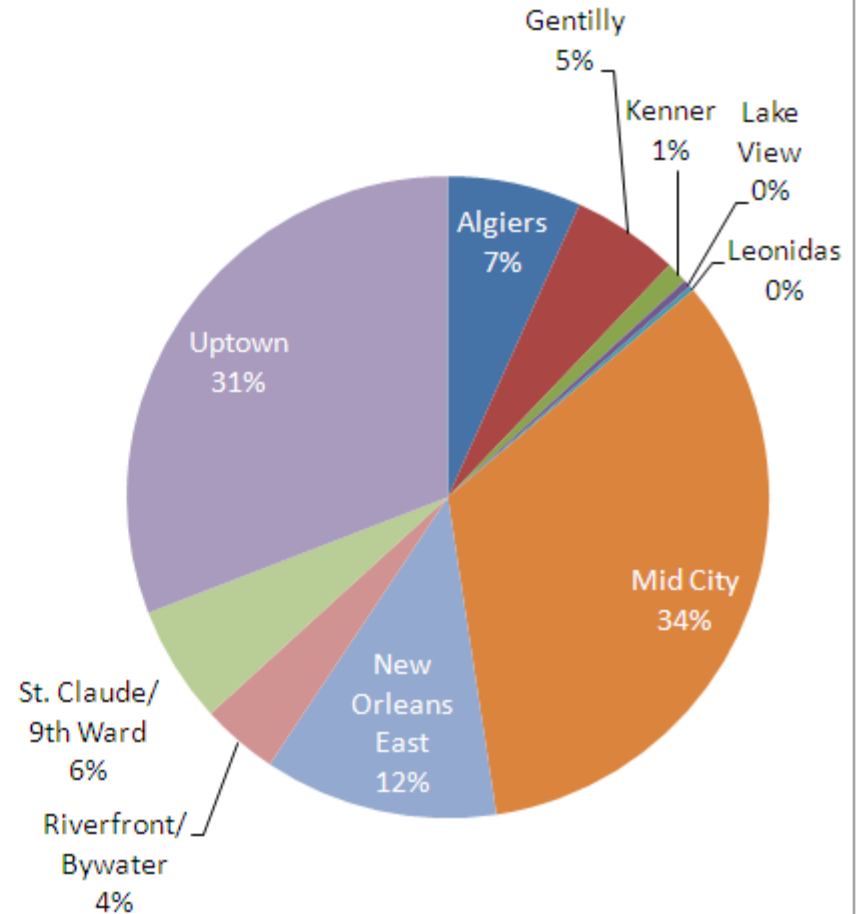


# Ridership and Service by Area

2010 Service



2010 Ridership





### Streetcar and Bus Lines/Tranvía y líneas de Autobús

#### Streetcar Lines

- Riverfront
- St Charles
- Canal

#### Bus Lines

- Margry-Brywater
- Tchoupitoulas
- Magazine
- Freret
- S. Claiborne/Poydras
- Napoleon
- Louisiana
- Martin Luther King
- Louisiana
- Tulane
- Lakeview

#### Streetcar Lines

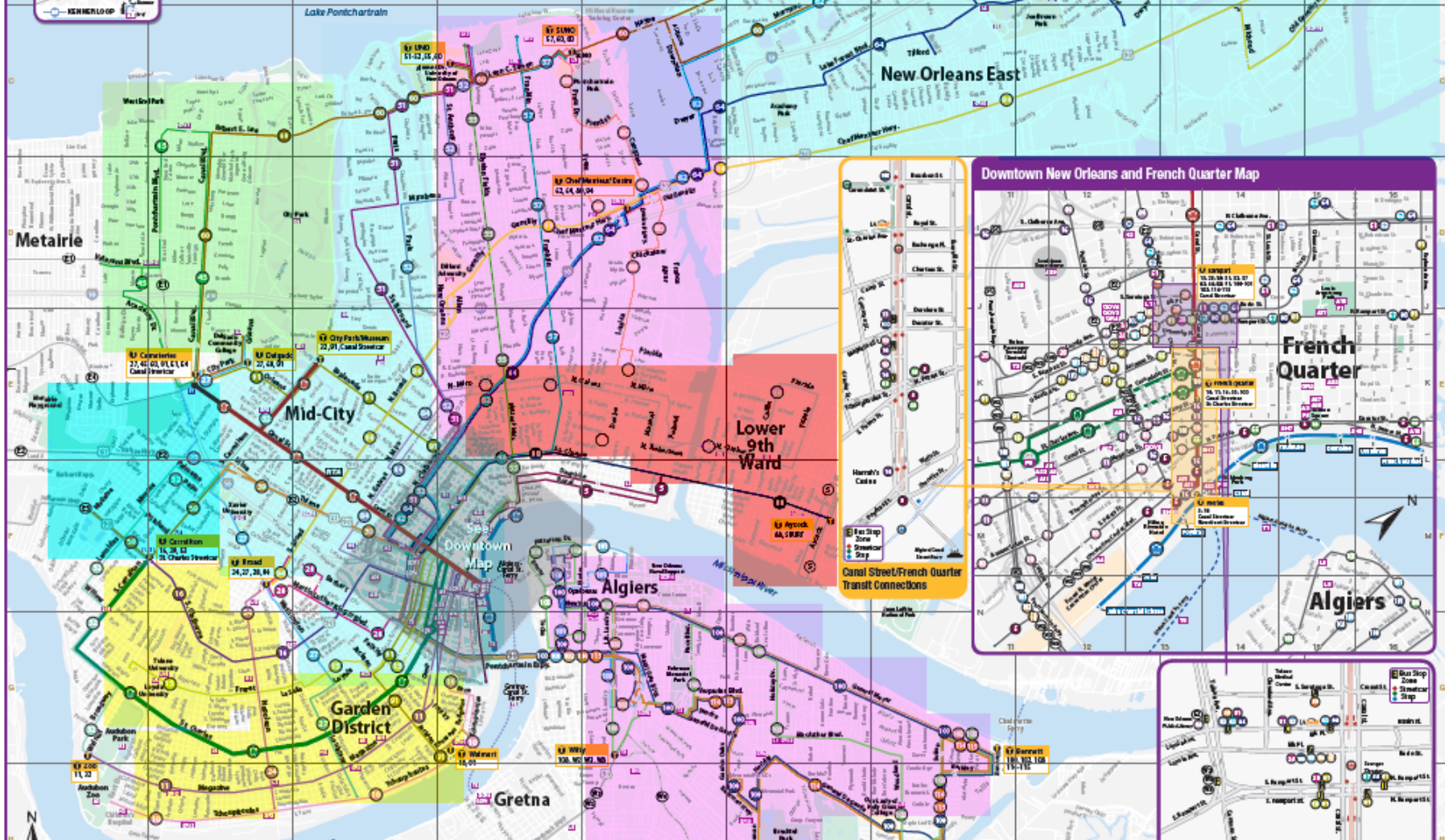
- St Bernard
- Byston Fields
- Franks
- Hayes
- Morrison Express
- Lake Forest Express
- Louisia
- Galvez
- St Claude
- Jackson-Epblanade
- Broad
- Algiers Owl Loop
- Broad
- General Moyer Whitney
- Algiers Local
- General De Gaulle
- Kenner Loop

#### Littra Serviced By

- Jefferson Transit (J&T) (504) 818-1077
- Veterans
- Airport Express
- Kenner Local
- Metairie Road
- Westbank Expressway
- Lapalco
- Terrytown
- St. Bernard Urban Rapid Transit (SBURT) (504) 277-1907
- Arvill To Poydras



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#### Canal Street/French Quarter Transit Connections

■ Bus Stop  
■ Streetcar Stop  
■ Stop

#### Downtown New Orleans and French Quarter Map

#### Legend

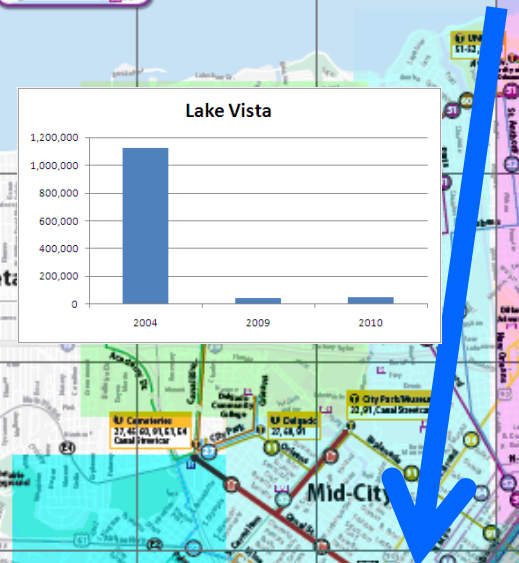
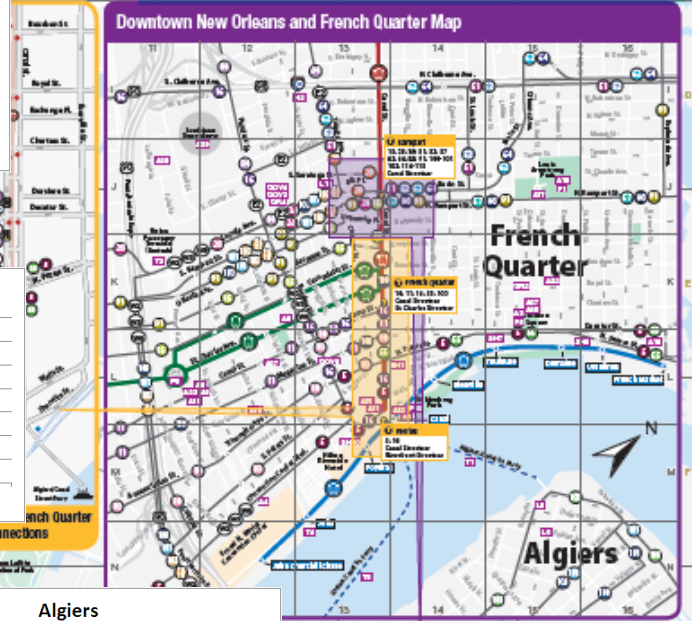
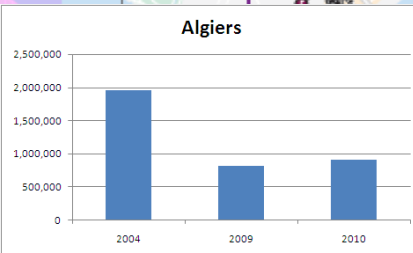
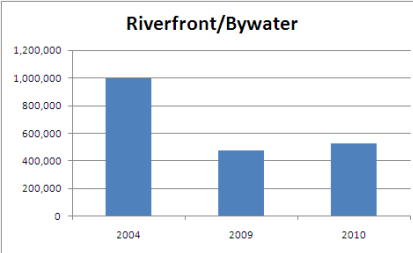
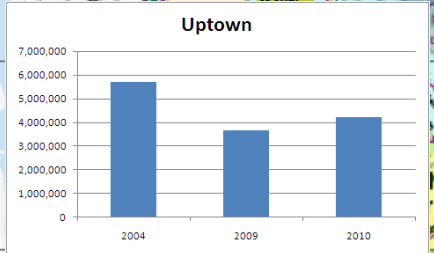
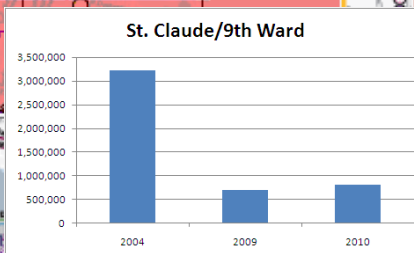
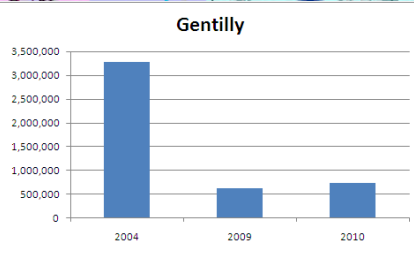
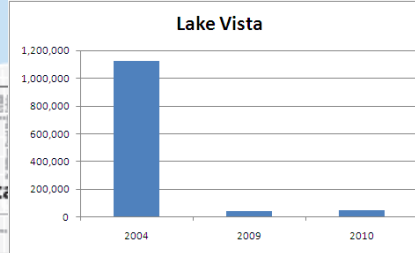
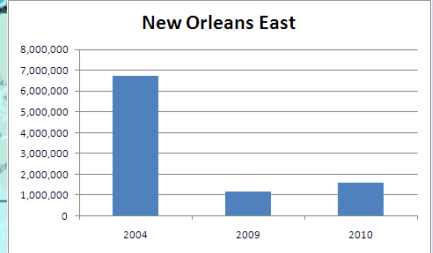
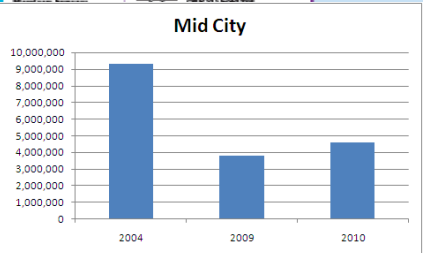
■ Bus Stop  
■ Streetcar Stop  
■ Stop



norta.com | 504.248.3900

### Streetcar and Bus Lines/Tranvía y líneas de Autobús

- | Streetcar Lines |                      | Bus Lines |                      |
|-----------------|----------------------|-----------|----------------------|
| Blue            | Riverfront           | 5         | Margry-Bywater       |
| Green           | St. Charles          | 6         | Thospitoulas         |
| Red             | Canal                | 11        | Mageaux              |
| Orange          | St. Bernard          | 15        | Freret               |
| Yellow          | Bywater Fields       | 21        | S. Claiborne/Poydras |
| Purple          | Franklin             | 24        | Napoleon             |
| Light Blue      | Hayne                | 27        | Louisiana            |
| Light Green     | Mandeville Esplanade | 28        | Martin Luther King   |
| Light Purple    |                      | 29        | Louisiana            |
| Light Orange    |                      | 30        | Tulane               |
| Light Yellow    |                      | 45        | Lakeview             |



# Conclusions

- RTA's ridership is coming back strongly
- Mid-City, Uptown and New Orleans East achieved most significant growth
- New 40' and Articulated Buses have reduced peak crowding
- Peak standing loads on St. Claude , Tulane, Jackson-Esplanade and other lines
- Standards suggests adjustments needed on Marigny, De Gaulle, Lakeview, Galvez, Thoup.,



# Questions



**RTA**

Regional Transit Authority



2010		Productivity			Crowding	Efficiency	
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80	Louisa	12.0	7.5	4.4	23%	<b>\$12.47</b>	3.1
<b>LIL EASY</b>		<b>2.1</b>	<b>1.7</b>	<b>1.0</b>	6%	<b>\$71.36</b>	1.0
49	Lakeview Lil'Easy	2.5	1.9	1.6	7%	<b>\$59.43</b>	0.8
53	Gentilly Lil'Easy	1.9	2.1	1.0	6%	<b>\$74.38</b>	1.0
83	Lower 9th Ward Lil'Easy	1.9	1.2	0.9	6%	<b>\$81.05</b>	1.1

# 2011 Performance Score Card



# For more information

Contact Kevin Lawson at:

**[kevin.lawson@la.gov](mailto:kevin.lawson@la.gov)**