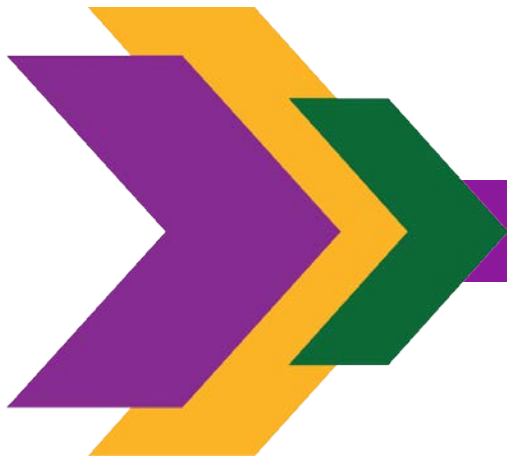




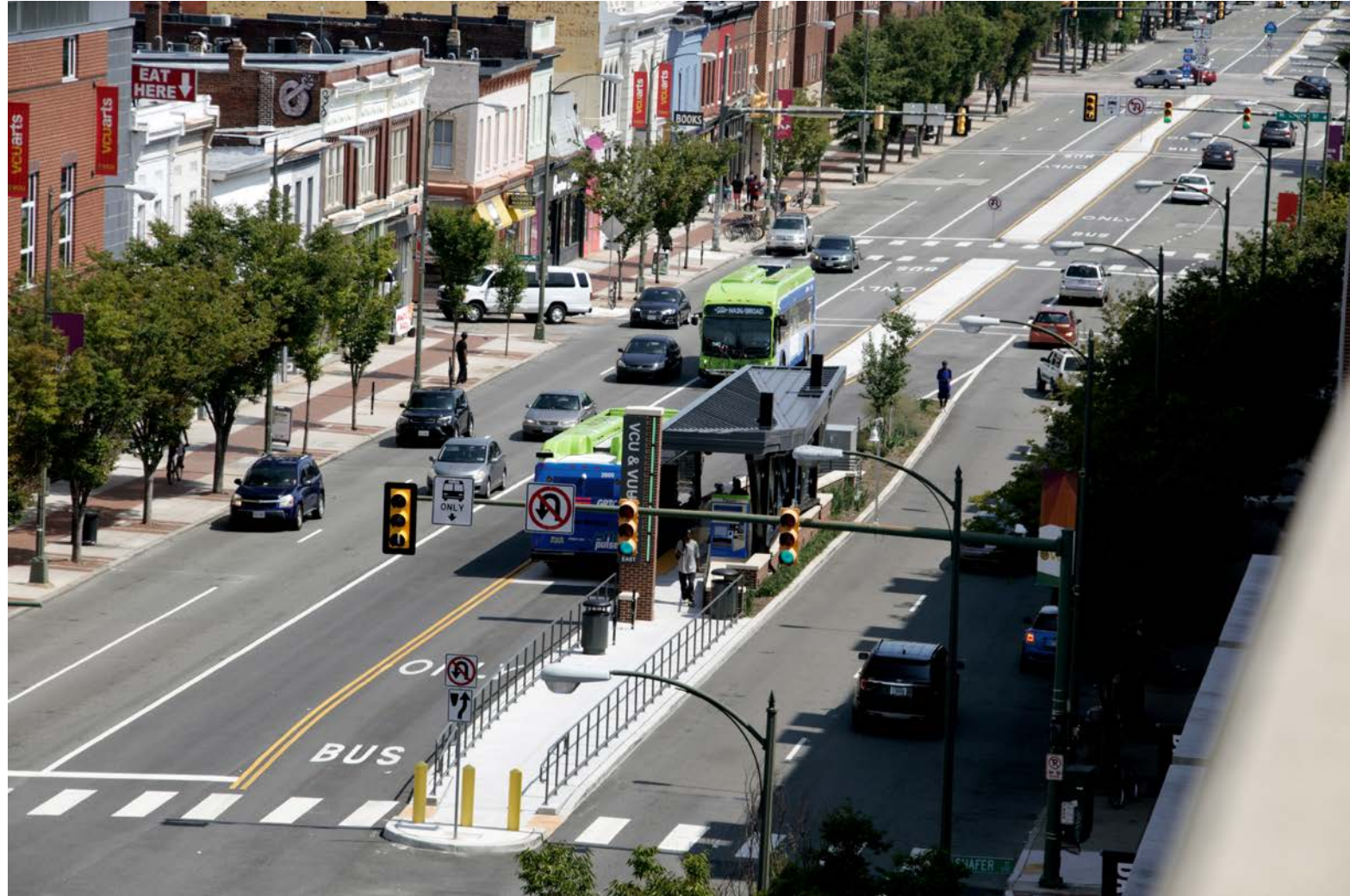
BUS RAPID TRANSIT (BRT) Project Update

January 2023



AGENDA

- What is BRT?
- Why BRT for New Orleans?
- What is the full BRT Process?
- Review proposed BRT LPA Route
- Q&A



WHAT IS BRT?

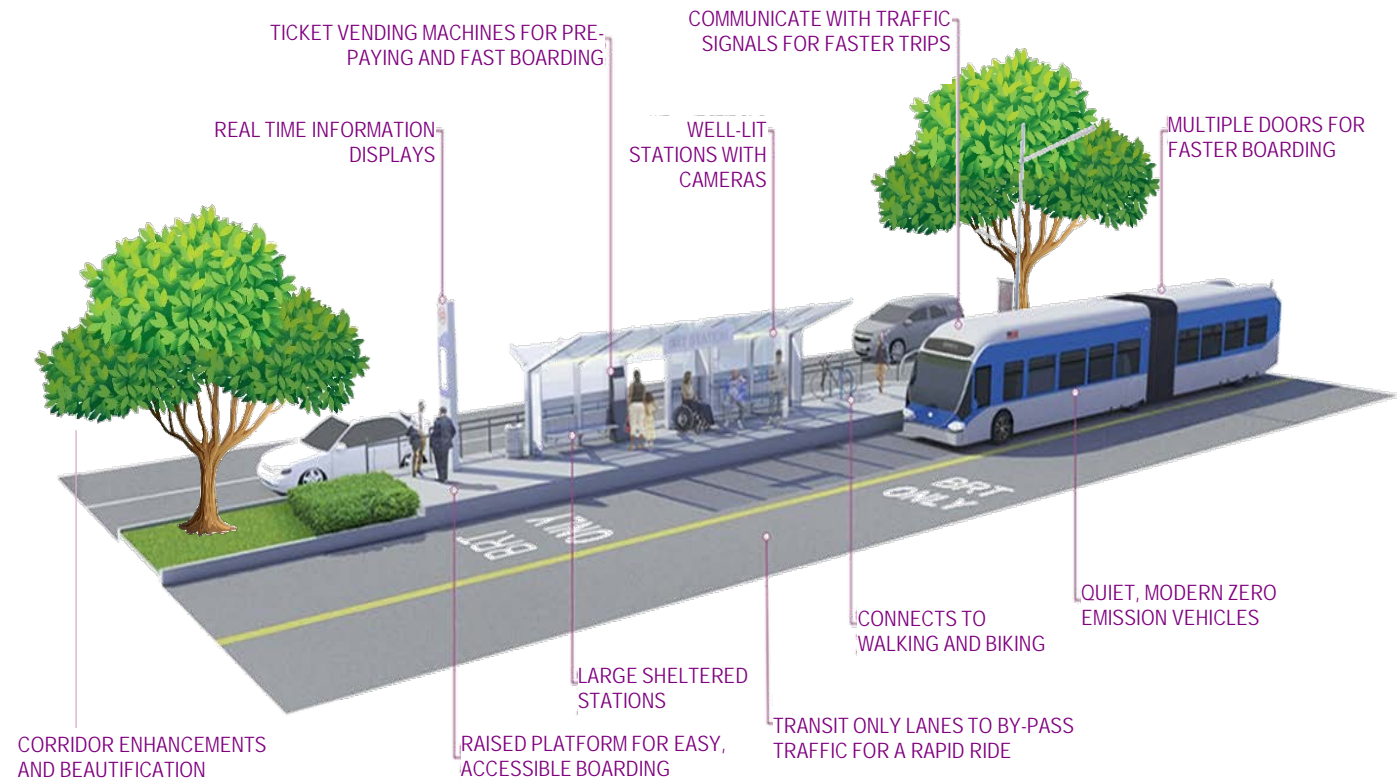
WHAT IS Bus Rapid Transit (BRT)?

DEFINING BRT

THINK RAIL, USE BUSES

Bus Rapid Transit (BRT) is a high-quality bus-based transit system that delivers fast and efficient service that may include:

- Dedicated lanes
- Traffic signal priority
- Off-board fare collection
- Elevated platforms
- Enhanced stations
- Unique vehicles



WHAT IS Bus Rapid Transit (BRT)?

DEFINING BRT



WHY BRT FOR NEW ORLEANS?

Why BRT for New Orleans?

EQUITY IN TRANSPORTATION

Opportunity for economic mobility is significantly limited without high-quality transit in New Orleans

Driving vs transit access disparity has disproportionate impact to people of color

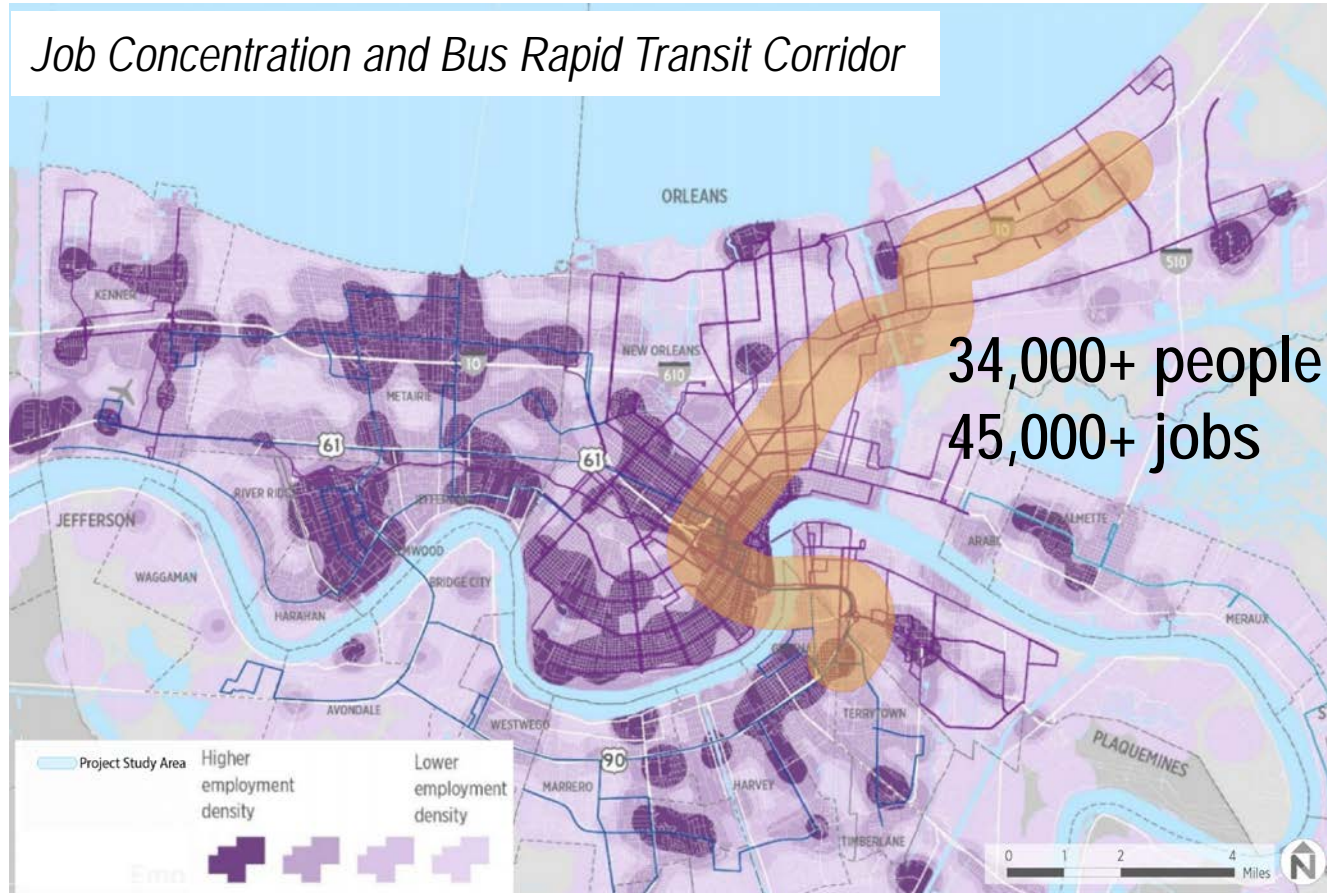


Average time to work (min) in Orleans Parish

Auto-dependency is a significant cost-burden to households



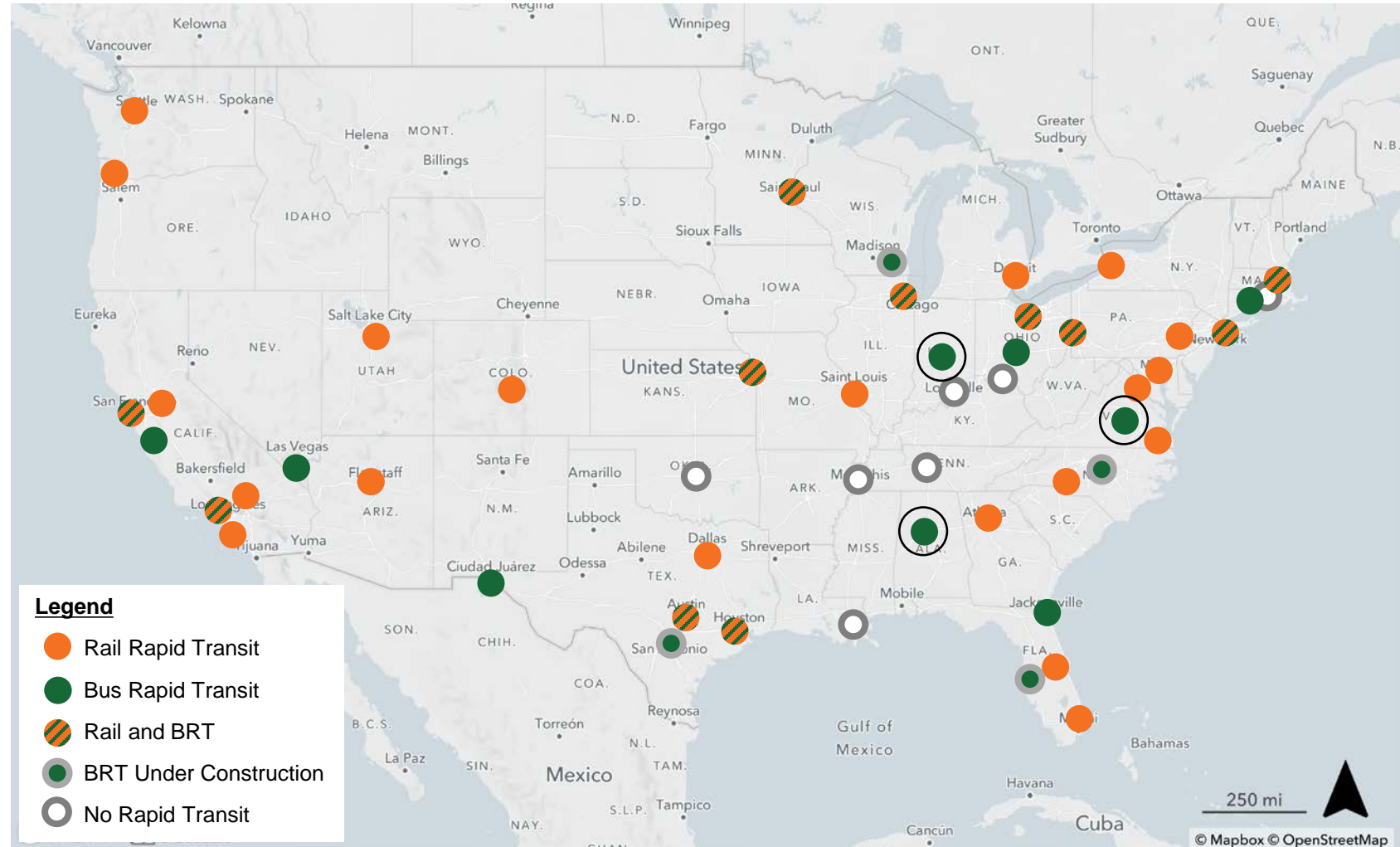
Average household monthly costs



Why BRT for New Orleans?

INVESTING IN TRANSIT

Of 50 Largest U.S. metros, is New Orleans is one of 7 WITHOUT high-capacity "rapid" transit



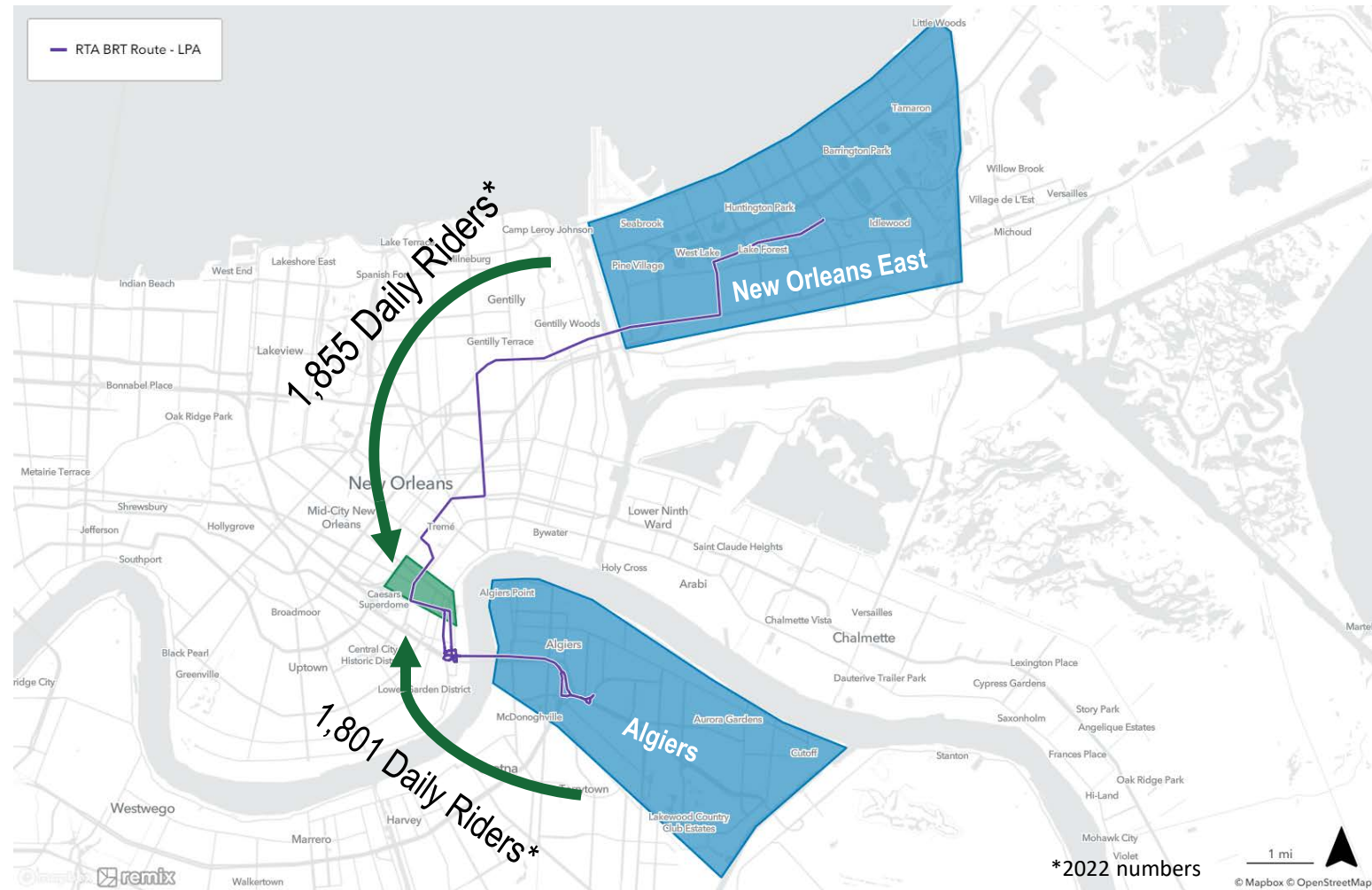
Why BRT for New Orleans?

IMPROVE KEY EXISTING TRIPS

BRT will significantly improve existing transit trips for high ridership areas

RTA has high ridership on lines serving New Orleans East and Algiers.

For these transit riders, BRT will offer shorter, more frequent and more reliable trips.



Connecting Algiers to Downtown

Average Daily Volume

EXISTING CONDITION

	Inbound	Outbound
	81,363	88,728
HOV 2+ 	4,890	2,144



Sources:

- DOTD Traffic Counts, October 2021
- RTA estimated passenger counts, October 2022

Why BRT for New Orleans?

TRANSIT PRIORITY

BRT is a new way to travel with public transportation, offering trips that are similar to or better than driving.

PM Rush Hour: Downtown (Canal & Basin) to West Bank ("Algiers Park-n-Ride")



Driving Today:

14 – 25 min

19m avg



Bus Today:

26 – 35 min

29 min avg



BRT Dedicated Lanes:

10 min

all day



Why BRT for New Orleans?

TRANSIT PRIORITY

BRT is a new way to travel with public transportation, offering trips that are similar to or better than driving.

PM Rush Hour: New Orleans East (Lake Forest/Read) to Downtown (Canal & Basin)



Driving Today:

30 – 60 min

40m avg



Bus Today:

40 – 90 min

50 min avg



BRT Dedicated Lanes:

45 min

all day



High quality Rapid Transit has proven to attract real estate investment and revitalize communities

Recent study found BRT projects with dedicated lanes resulted in:

- 33% increase office space
- 50% increase workforce housing development

CASE STUDIES:

Cleveland Healthline

- \$9.5 Billion in economic development
- 23 million square feet in total development
- 13,000 new jobs

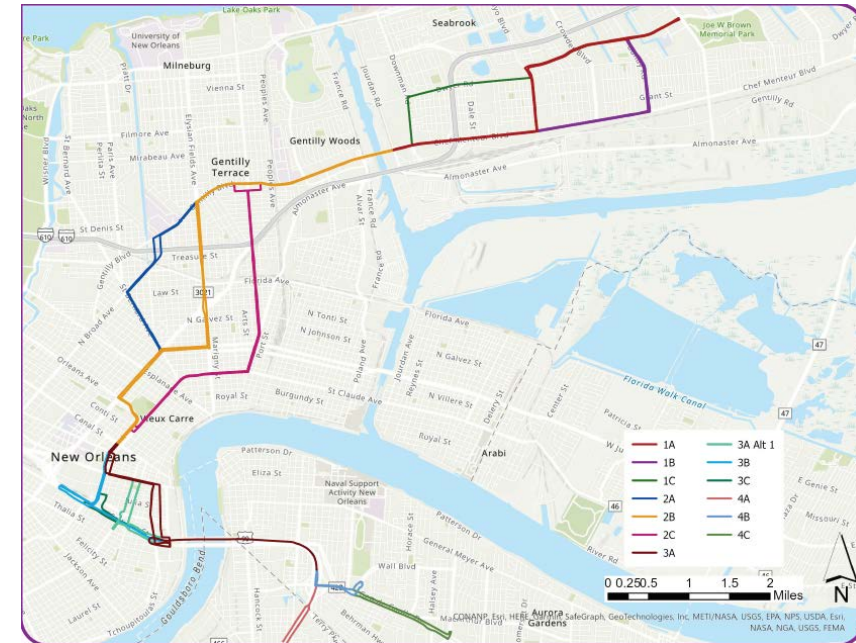
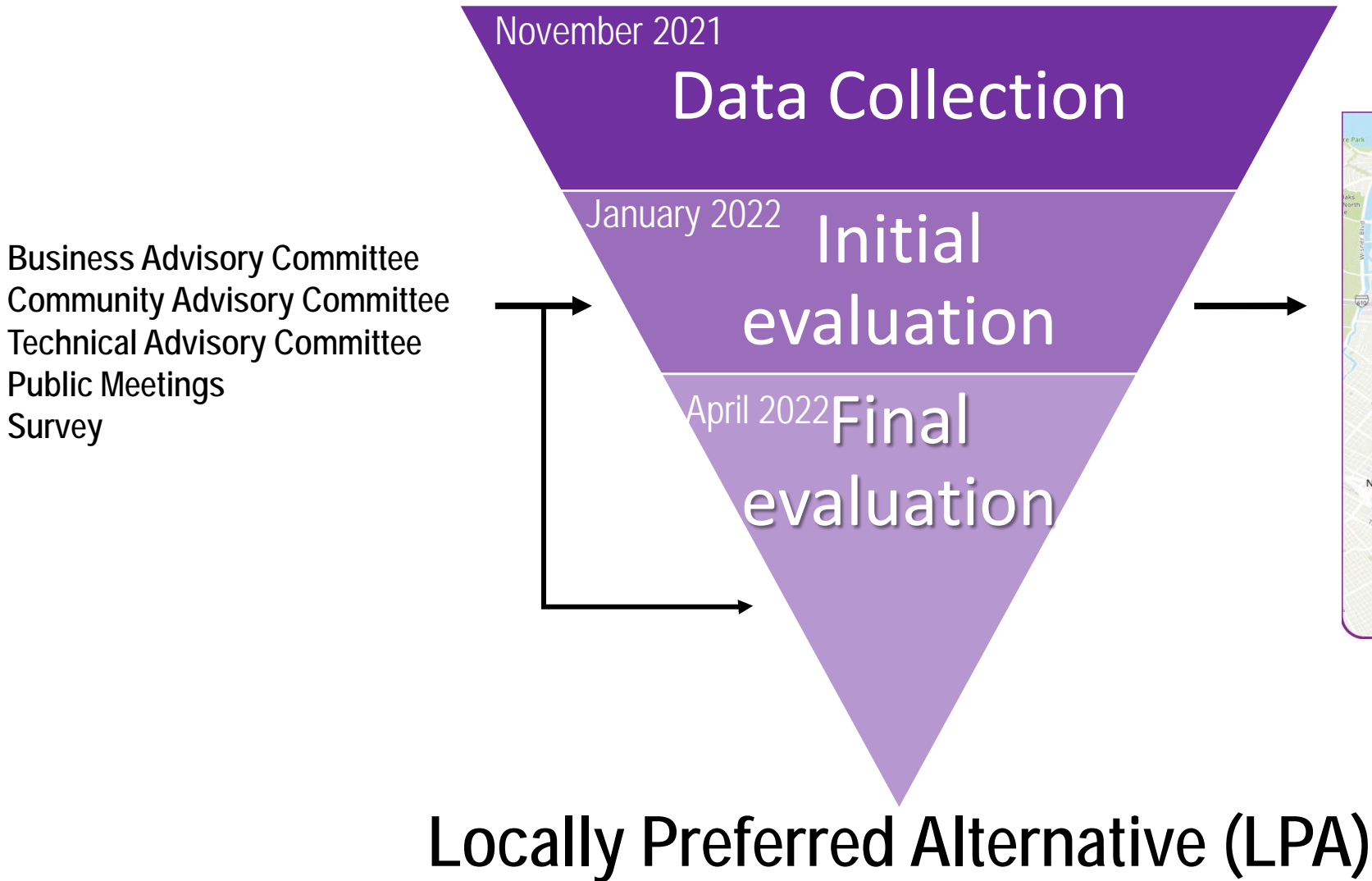
Albuquerque Rapid Transit

- \$2.9 Billion in economic development
- \$418 Million in increased assessed property value
- 9,592 new jobs



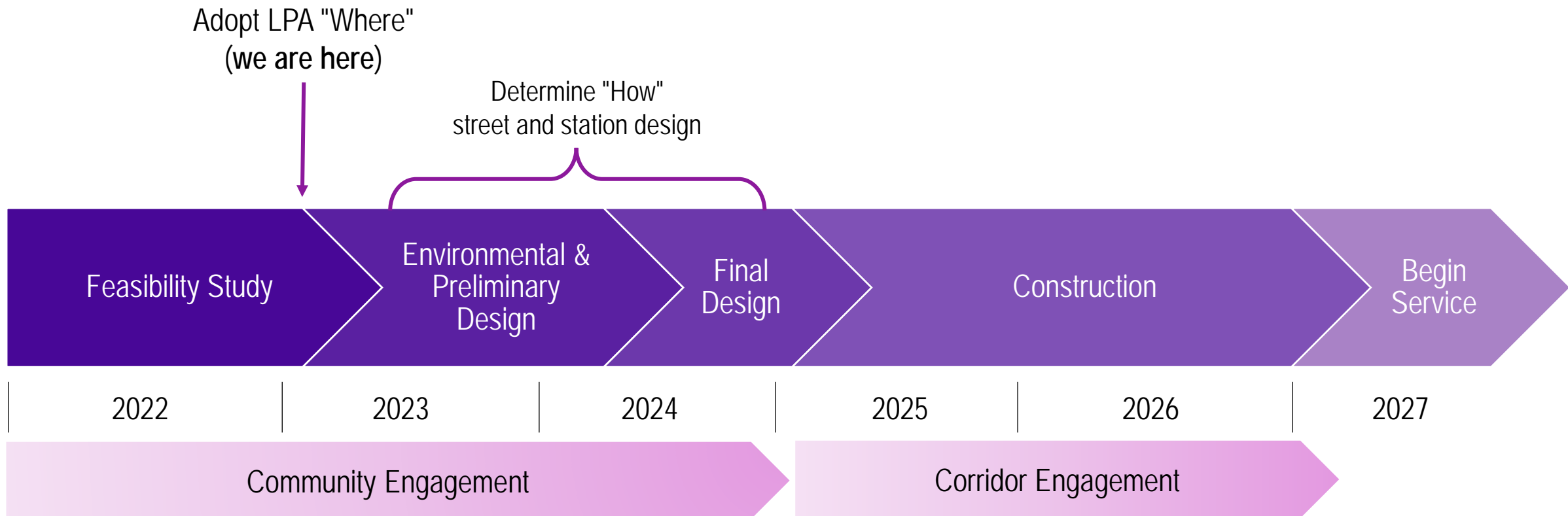
BRT Process

PLANNING & ROUTE PHASE



OVERALL SCHEDULE

Adopting a Locally Preferred Alternative (LPA) sets the “where” for the BRT Route only. Community engagement will expand during design process.



PROPOSED BRT ROUTE

DEFINING THE ROUTE

ROUTE ALIGNMENT DRAFT



Connecting New Orleans East to Downtown

DEFINING THE ROUTE

ROUTE ALIGNMENT DRAFT

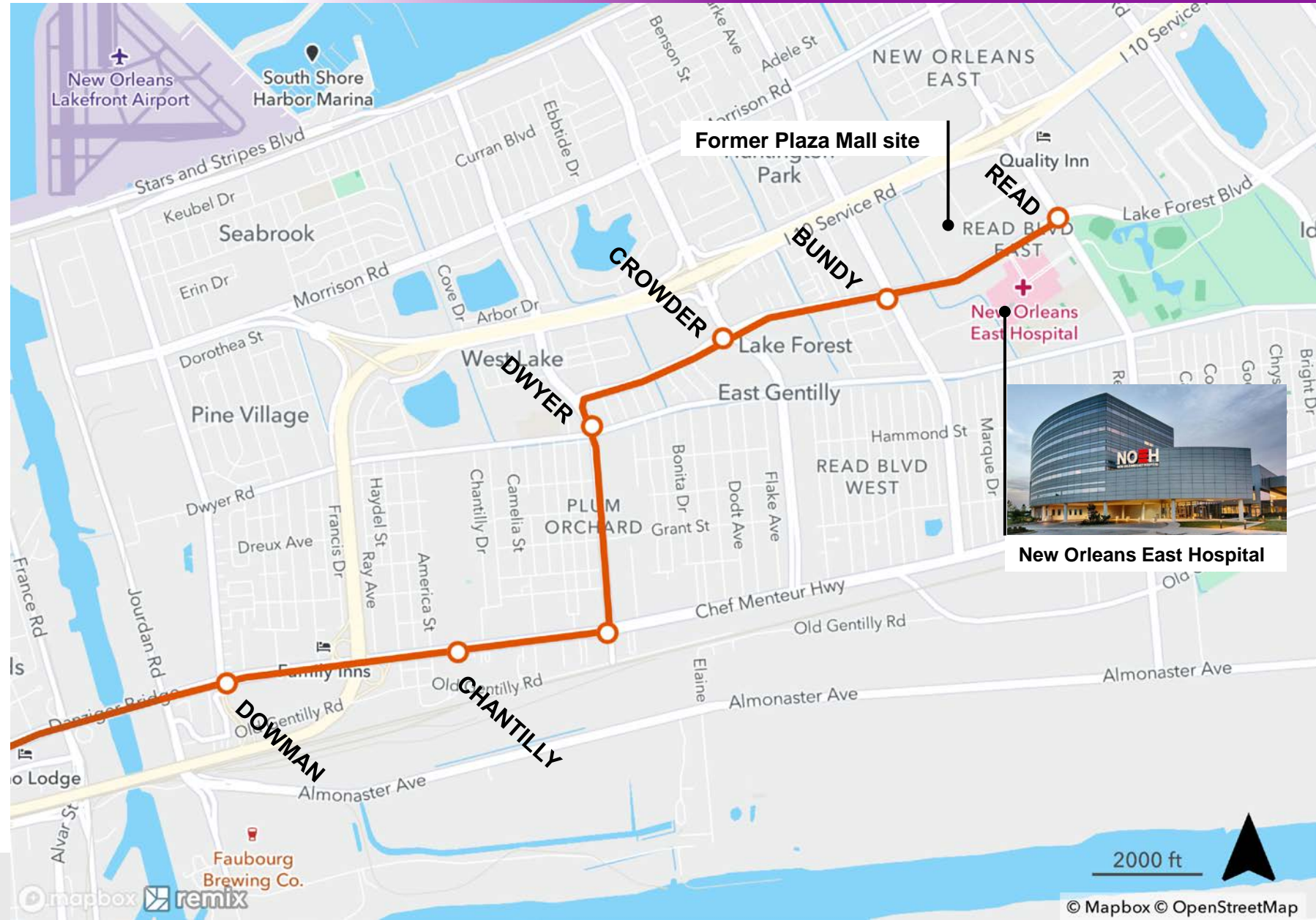


BRT in Eugene, OR



Reversible lane with barrier transfer or "zipper Lanes"

January 2023



New Orleans East Hospital

Gentilly Portion

ROUTE ALIGNMENT DRAFT



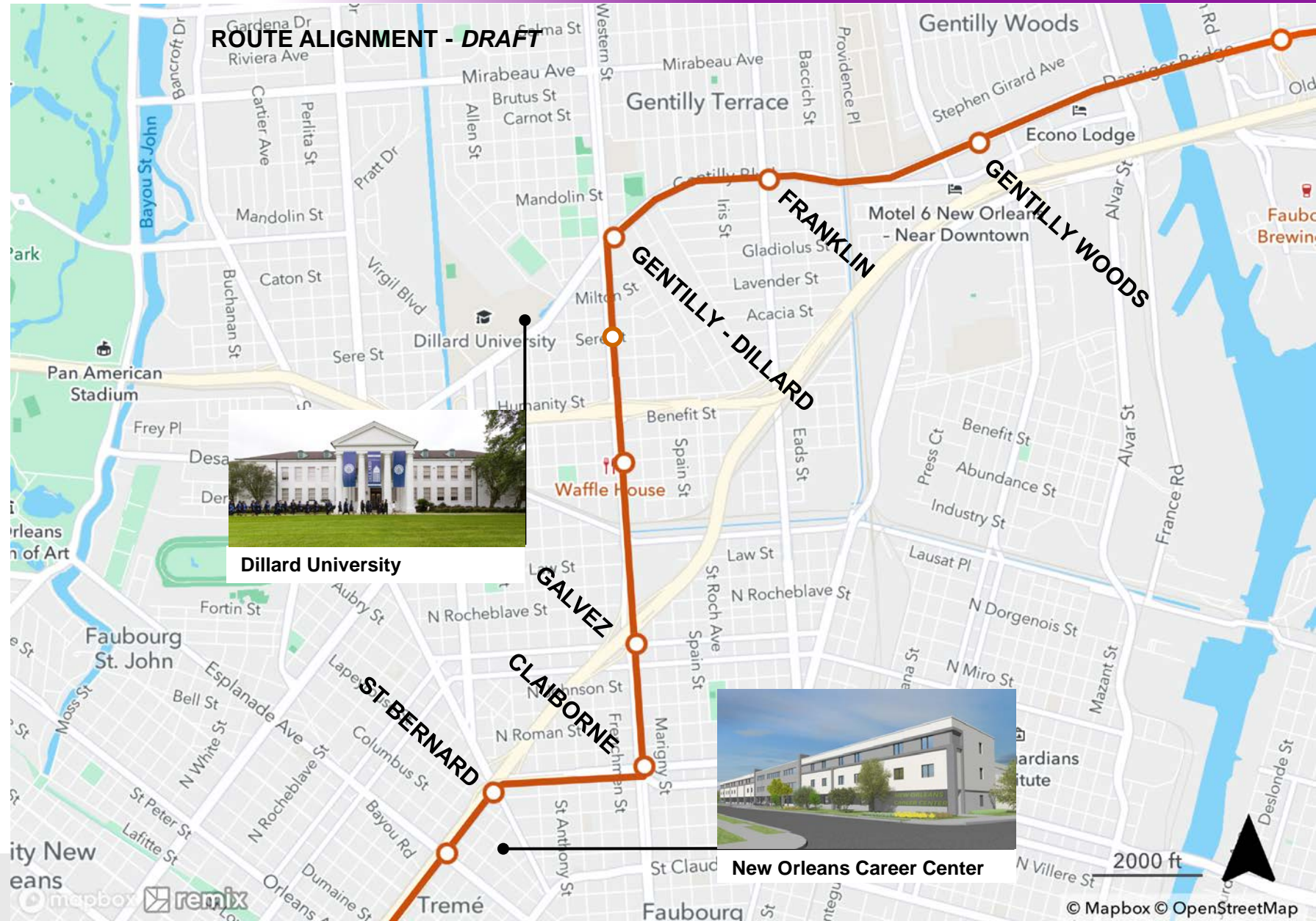
BRT in Houston, TX



BRT in Eugene, OR

January 2023

DEFINING THE ROUTE



Downtown/CBD Portion

ROUTE ALIGNMENT DRAFT



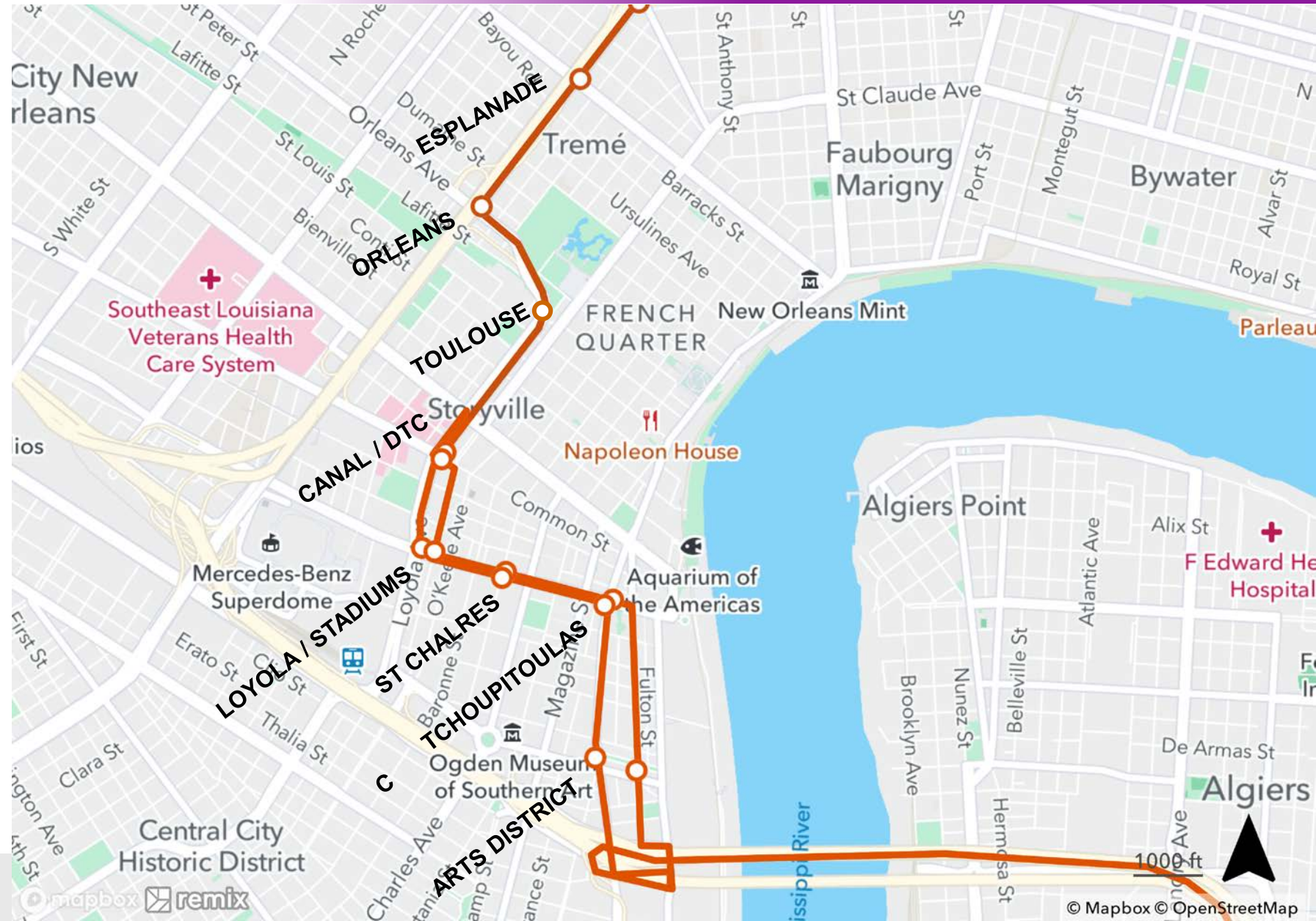
BRT in Cleveland, OH



BRT in Indianapolis, IN

January 2023

DEFINING THE ROUTE



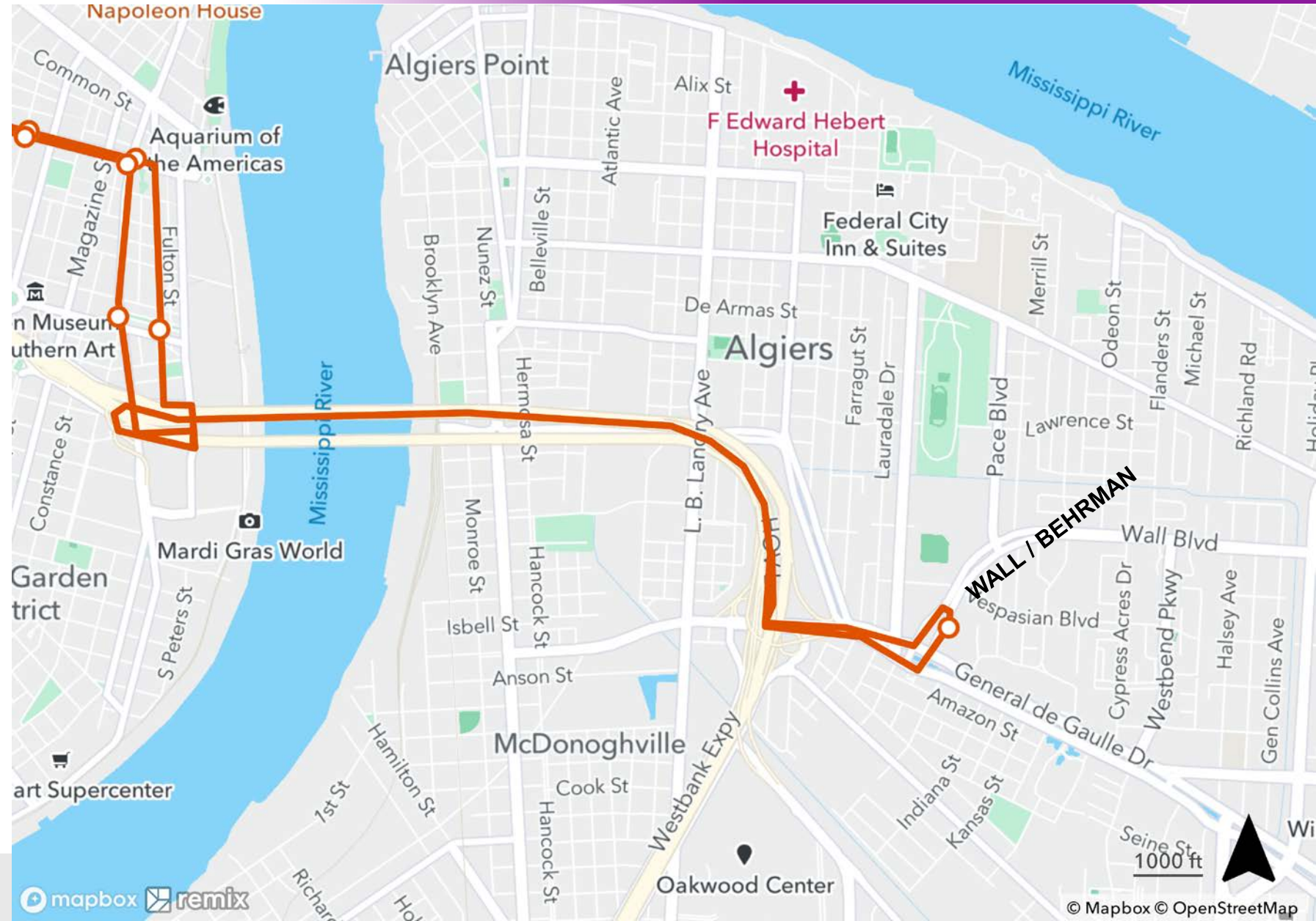
Connecting Algiers to Downtown

DEFINING THE ROUTE

ROUTE ALIGNMENT DRAFT



Conceptual rendering of HOV conversion



Why BRT for New Orleans?

Enhance and Grow Neighborhoods

BRT helps to grow neighborhoods along the full corridor, spurring new business and residential opportunities.

Opportunity Sites: New Orleans East

RTA-Supported Actions:

- Station Area Planning (2024-2025)
- Supportive Zoning and Policies:
- Joint Development Opportunities



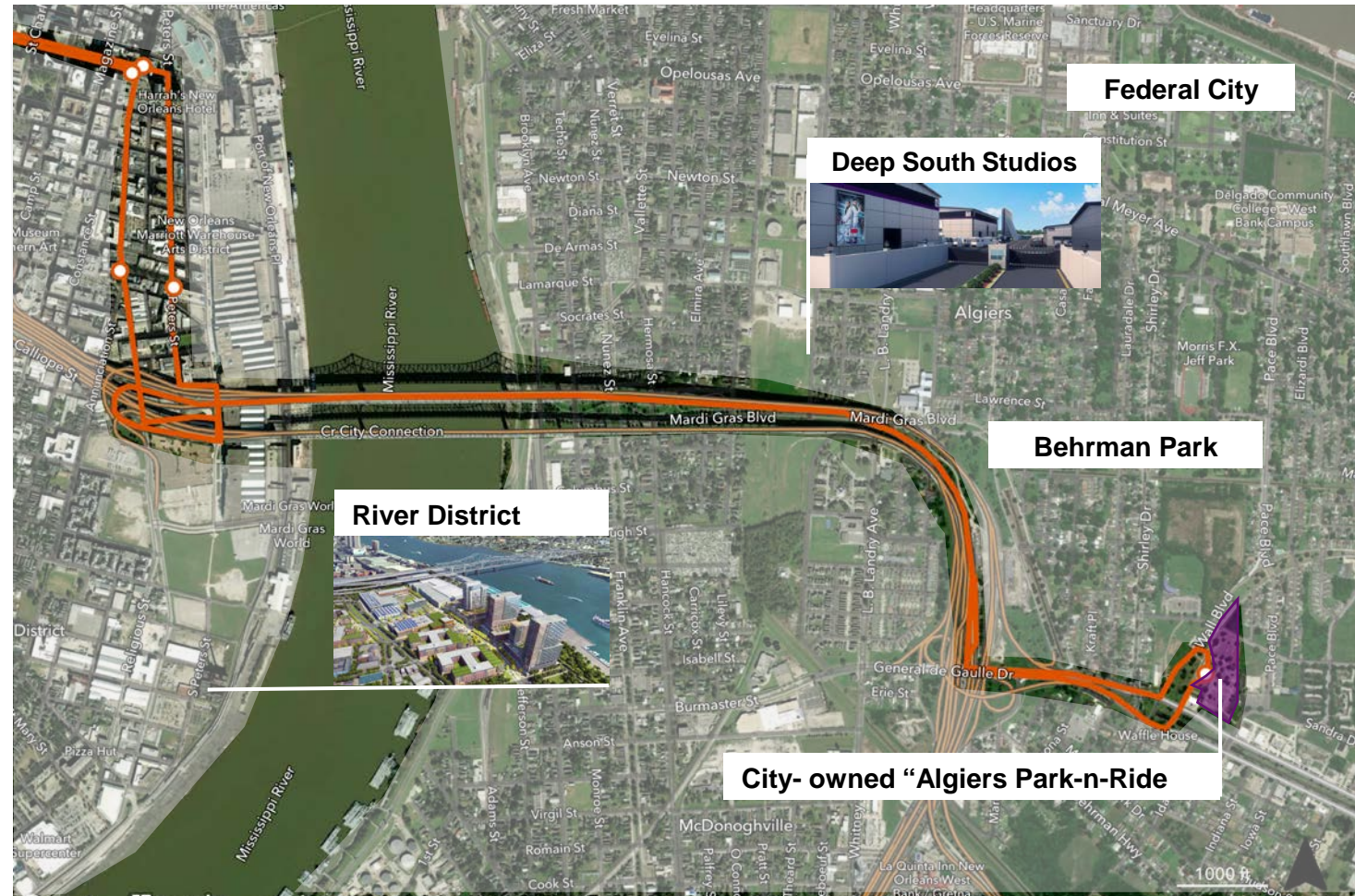
Connecting Algiers to Downtown

OPPORTUNITY SITES

BRT helps to grow neighborhoods along the full corridor, spurring new business and residential opportunities.

Opportunity Sites: Algiers

- New 'downtown adjacent' walkable neighborhood
- 10-minute ride to downtown... anytime of day
- New value to vacant buildings

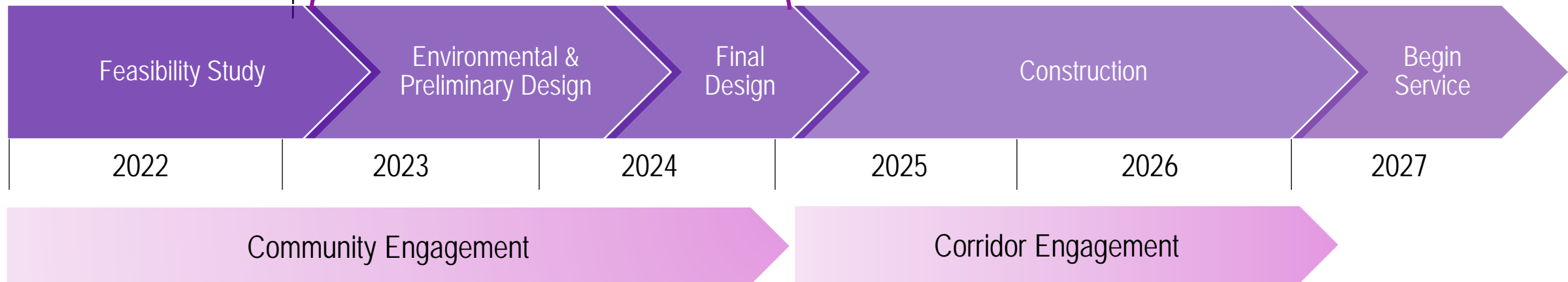


OVERALL SCHEDULE

Key Questions to Be Answered in Next Phase (Design)

- What are the full range of benefits of dedicated transitway?
 - Commuting
 - School transportation
 - Land value and investment potential
 - Workforce attraction / retention
- What are the impacts to traffic and travel time? (by time of day and day of the week)
- How significant are those impacts to the community?
- Do the benefits outweigh the costs?
- **What are the community preferences for street and station design?**

We Are Here



QUESTIONS?



www.norta.com/brt



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