



We are essential...  
and our transit is too!

# 2025 HOTEL WORKER TRANSIT SURVEY

IN SUPPORT OF RELIABLE  
AND ACCESSIBLE PUBLIC  
TRANSIT FOR ESSENTIAL  
WORKERS OF THE GREATER  
NEW ORLEANS REGION



RIDE

JANUARY 2026



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# ABOUT RIDE NEW ORLEANS

Ride New Orleans is an independent nonprofit 501(c)3 organization. We envision a region in which taking transit enables full access to jobs, education, health care, and other needs that ensure the equitable, thriving community that all residents deserve. Our mission is to win world-class and equitable public transportation that works for all residents across the New Orleans region. Visit [www.rideneorleans.org](http://www.rideneorleans.org) to learn more.

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KEY FINDINGS & RECOMMENDATIONS

## Introduction & Background

Tourism and hospitality are driving forces of the New Orleans economy. In 2024, 19 million visitors to the city spent over \$10 billion dollars.<sup>1</sup> This keystone industry is made possible by the contributions of a dedicated, yet often underappreciated workforce- one which comprises 1 in every 5 jobs in Orleans Parish and represents 12% of all workers in the wider metropolitan area.<sup>2</sup>

Hotels represent the second-largest subsector of the industry by employment,<sup>3</sup> and are densely geographically concentrated around the city's downtown core- primarily within the French Quarter and Central Business District (CBD), with smaller concentrations in the adjacent Warehouse District, Lower Garden District, Marigny, and Tremé neighborhoods. This means thousands to tens of thousands of hotel workers commuting daily in and out of this central geographic zone, from nearby neighborhoods, far-flung suburban areas, and everywhere in between. The industry, by nature, runs 24 hours a day, 7 days a week, 365 days a year. Its essential workforce travels in a constant ebb and flow, not tied to the standard peak commute hours of the business work week. Workers use public transportation, walk, ride bikes or electric scooters, drive personal vehicles, use ride-hailing services such as Uber or Lyft, or employ a multimodal combination of options to reach their jobs. *Without them, the tourism and hospitality industry that drives our region's economy would not be possible.*

In an effort to better understand the commuting habits and needs of the city's hospitality workforce, Ride New Orleans (RIDE) first partnered with the Greater New Orleans Hotel and Lodging Association (GNOHLA), with support from the Conrad Hilton Foundation, in 2018-2019 to produce our inaugural Hotel Worker Transit Survey report, which revealed that nearly half (48%) of hotel worker respondents regularly relied on public transit for transportation to these essential jobs. A follow-up study conducted in 2022 demonstrated a consistent result (47%), and the current report (in which 48% again indicated a regular use of public transit) continues to confirm the outsized reliance of the sector's workers on public transit- at rates exponentially higher than those of city (4.5%) and metropolitan area (2.3%) workers as a whole.<sup>4</sup>

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<sup>1</sup> New Orleans & Company (2025). *New Orleans Reaches Tourism Milestone: 19 Million Visitors for the First Time Since COVID.* <https://www.neworleans.com/articles/post/new-orleans-reaches-tourism-milestone-19-million-visitors-for-the-first-time-since-covid/>

<sup>2</sup> Tiffany Smith, Conrad Hilton Foundation (2018). *Hospitality and Tourism in the New Orleans Region: A Labor Market Snapshot.* <https://www.hiltonfoundation.org/wp-content/uploads/2018/11/Hilton-Hospitality-NOLA-Final-111518-3.pdf>

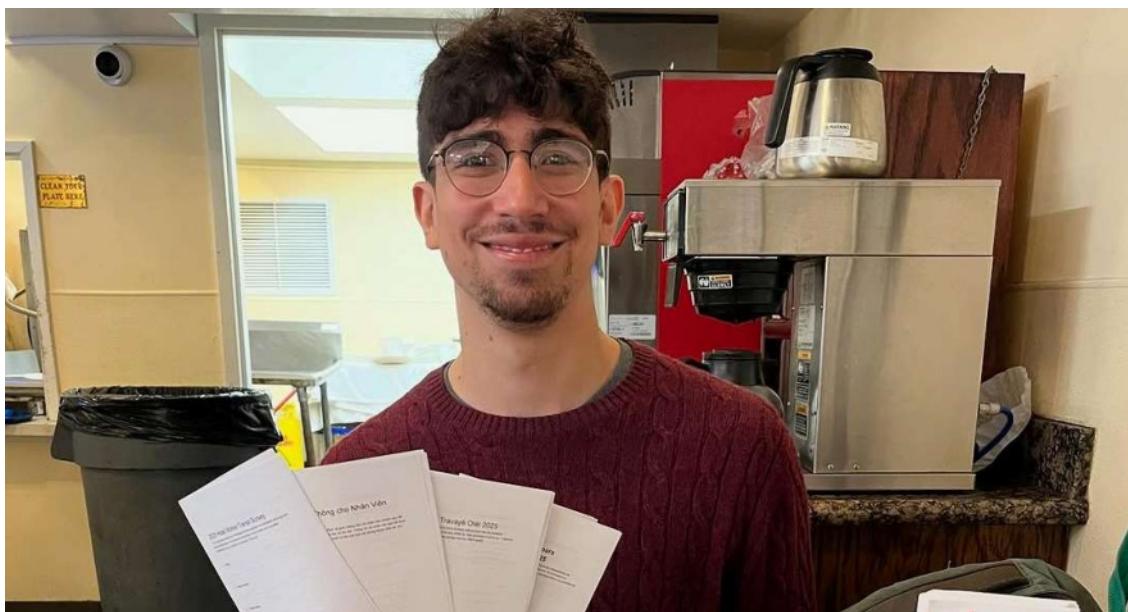
<sup>3</sup> Ibid.

<sup>4</sup> US Census Bureau (2023). *2023 ACS 5-Year Estimates.* <https://www.census.gov/programs-surveys/acs/data.html>

Since 2019, our Hotel Transit Worker Surveys have shown that for the dedicated and hardworking people who make the hospitality sector run, who facilitate tourists infusing our city with much-needed capital during Mardi Gras and Jazz Fest, conferences and conventions, and throughout the year, *transit is a lifeline*. By shedding light on the conditions of their commutes and centering rider voices, we hope to expose the hardships and inequities they face, and advocate effectively for the service improvements desperately needed to adequately serve those who serve all of us.

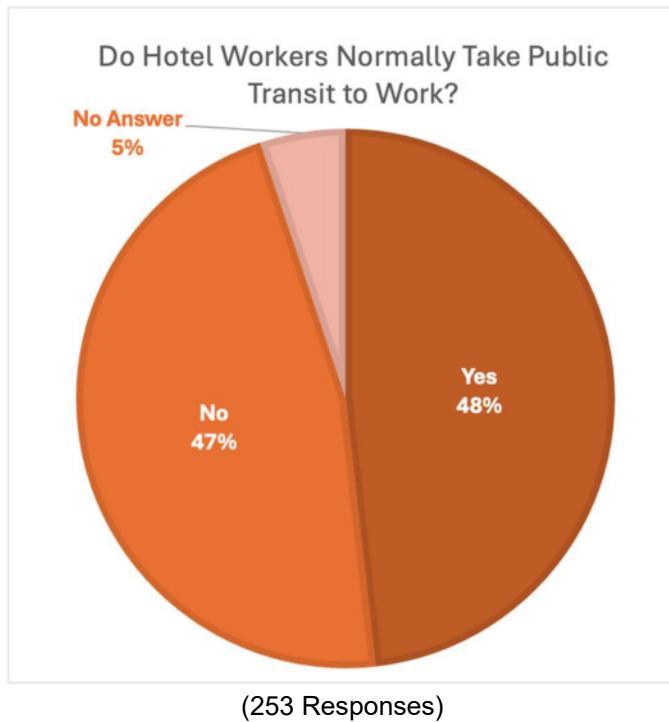
## 2025 Survey Methodology

Data collection for the 2025 Survey began in mid-March 2025, with direct outreach to hotels in the French Quarter, the CBD, and the Warehouse District. RIDE representatives asked hotel leadership for permission to table in an employee-only area, typically in or just outside of the main breakroom or cafeteria, and survey any staff willing to participate, regardless of whether or not they normally use public transit to travel to and from work. The first in-hotel surveying event took place in mid-April, with events continuing through mid-June. In May, we implemented an electronic survey option to reach more hotel workers, especially those employed at unvisited properties and those whose shifts did not align with our survey visit times. Flyers with QR codes linking to the survey were circulated by hotels we visited and by some we did not. They were also handed out to hotel workers commuting around the Main Library Hub a handful of times in May and June. These electronic submissions accounted for only 9 of the 253 survey responses fielded this year. Both the print and electronic versions of the survey were available in English, Spanish, Haitian Creole, and Vietnamese.



## Findings: What Are Hotel Workers' Transit Needs?

### Hotel Workers Rely Heavily on Transit



48% of survey respondents regularly rely on public transit for their commute to work, compared with just 4.5% of Orleans Parish workers and 2.3% of Metro Area workers overall!<sup>5</sup> While some self-selection bias is likely among survey respondents, this still demonstrates the crucial role of transit as an essential service for the hotel and hospitality workers who keep New Orleans' tourist economy running. An additional 6% of respondents are estimated to occasionally commute via transit, based on their responses to other survey questions.

*"I run a department that relies on public transport ... reliable transportation impacts the success of my department."*

-35-44 year old supervisor from Chalmette

These workers are critical to New Orleans' economy, and public transit is critical to their livelihoods. Transit must be treated as a political priority and an economic necessity to be invested in, for the sake not only of our workers but of our region as a whole.

<sup>5</sup> US Census Bureau (2023). 2023 ACS 5-Year Estimates. <https://www.census.gov/programs-surveys/acs/data.html>

## Hotel Workers are Commute-Burdened

<b>Average Commute Times Door-to-Door: Riders vs. Non-Riders</b>		Non-Riders	Riders	Total	% Transit Riders
<b>15 Minutes or Less</b>		36	16	52	31%
<b>15-30 Minutes</b>		52	25	77	32%
<b>30-45 Minutes</b>		20	39	59	66%
<b>45-60 Minutes</b>		5	17	22	77%
<b>1 Hour or More</b>		3	18	21	86%
<b>Total</b>		116	115	231	50%

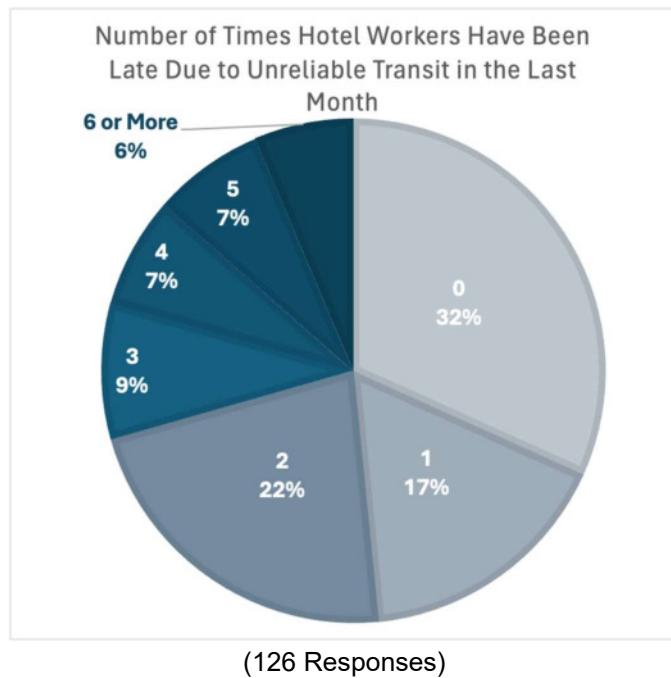
*\*This data represents only respondents who answered both the “do you normally take public transit to work” question and the average commute time question.*

On average, it takes transit-riding hotel workers longer to get to work than non-riders. Nearly two-thirds of transit riders (64.3%) have commutes over half an hour, compared with just a quarter (24.1%) of non-riders. Nearly a third (30.4%) of transit commuters experience commutes over 45 minutes, compared with just 6.9% of non-riders. As commute times increase, transit riders represent an ever-higher proportion of each commuting time bracket. 86% of commuters with extreme commutes of more than an hour are those traveling on public transit.

*“I've waited almost 45 minutes for a [street]car to arrive with no updates.”*  
-25-34 year old office/administrative worker from Mid-City

The time it takes to commute via transit was a critical factor in the decision not to use transit for those with the luxury of choosing other modes. When asked, “If you do not normally take public transit to work, why not?” 50 of 137 respondents to the question indicated that commuting via transit “takes too long,” second only to “driving is more convenient” (a catch-all incorporating many elements of a commute, including time). Improving the efficiency of the transit system will not only benefit the workers already relying on it but also incentivize greater adoption, strengthening ridership and providing economic and environmental benefits to all citizens through reductions in congestion and greenhouse gas emissions caused by excessive reliance on personal vehicles.

## System Reliability is a Consistent Issue, with Real Impacts on Workers



Over two-thirds (68%) of transit commuters in the survey reported being late to work at least once in the past month due to unreliable transit, more than half (51%) reported being late at least twice, and nearly a third (29%) were late 3 times or more. Rates of actual unreliable transit occurrences are underrepresented in these statistics, as many hotel workers reported that they often call ridesharing services when buses run significantly behind or fail to show up, to avoid employer-imposed penalties for tardiness. Other riders may arrive at stops early to account for the possibility of delayed or missing vehicles.

*"I frequently must take Ubers in order to be on time to work, which is why I marked [zero]"*

*-65-74 year old office/administrative worker from Gretna*

Hotel workers need to be able to reasonably and consistently trust that transit service will be on-time and that scheduled vehicles will arrive. The systemic issues surrounding **on-time performance** and **service delivery** erode the public's faith in the feasibility of riding. This deters potential transit riders among those who may have access to other options, encouraging increased spending on car ownership and maintenance or on rideshares.

**On-Time Performance:** A measure of service reliability, generally expressed as a percentage of scheduled trips that arrive on-time. This central feature of the public transit experience can be improved by implementing infrastructure and practices promoting transit network efficiency, including transit priority at traffic signals, dedicated lanes to bypass slow traffic, and off-board fare collection for faster boarding, to name a few.

**Service Delivery:** A measure of the percentage of scheduled service delivered, or how often a scheduled trip is cancelled. With around 85 buses, the Regional Transit Authority (RTA)'s bus fleet is not sizable enough to meaningfully reduce the rate of scheduled trips not delivered. Maintenance issues can cause buses or streetcars to be pulled offline with little notice. While non-delivered trips are sometimes marked as cancelled on real-time trackers, in other instances this does not occur, and no warning is communicated to riders. To address service delivery issues, the agency must obtain enough new vehicles to reach the capacity level on which the New Links system redesign was based. Whether or not New Links had been implemented, the RTA faced a vehicle maintenance cliff after fleet mismanagement under TransDev. The agency faces an uphill battle to purchase enough new vehicles to replace older ones in its fleet, many of which were manufactured in the late 2000s and early 2010s and have exceeded their useful lives (usually 10-12 years for transit buses). Further challenges stem from supply-chain holdups in American transit bus manufacturing, with only two companies, New Flyer and Gillig, operating as of 2025. Local leaders, policymakers, and officials must prioritize finding solutions to this. Until then, RTA service offerings and performance can only improve incrementally, with barely enough vehicles to run scheduled service, even after accounting for daily maintenance issues.

*"I plan accordingly to be early. I know it's kind of inaccurate."*  
-25-34 year old maintenance/engineering worker from Mid-City

When hotel workers are late to clock in due to unreliable transit, it often does not take the onus off them in the eyes of their employers or managers. They can and do still face consequences, such as accruing strikes that could lead to being written up or fired. This is why many will turn to Uber, Lyft, or other similar services if transit trips are late or cancelled. During survey visits, workers repeatedly cited these frustrating issues.

*"Not a frequent public transit user ... every time I've used it, I've gotten late because of it never arriving on time."*

-18-24 year old food & beverage worker from 8th/9th Ward

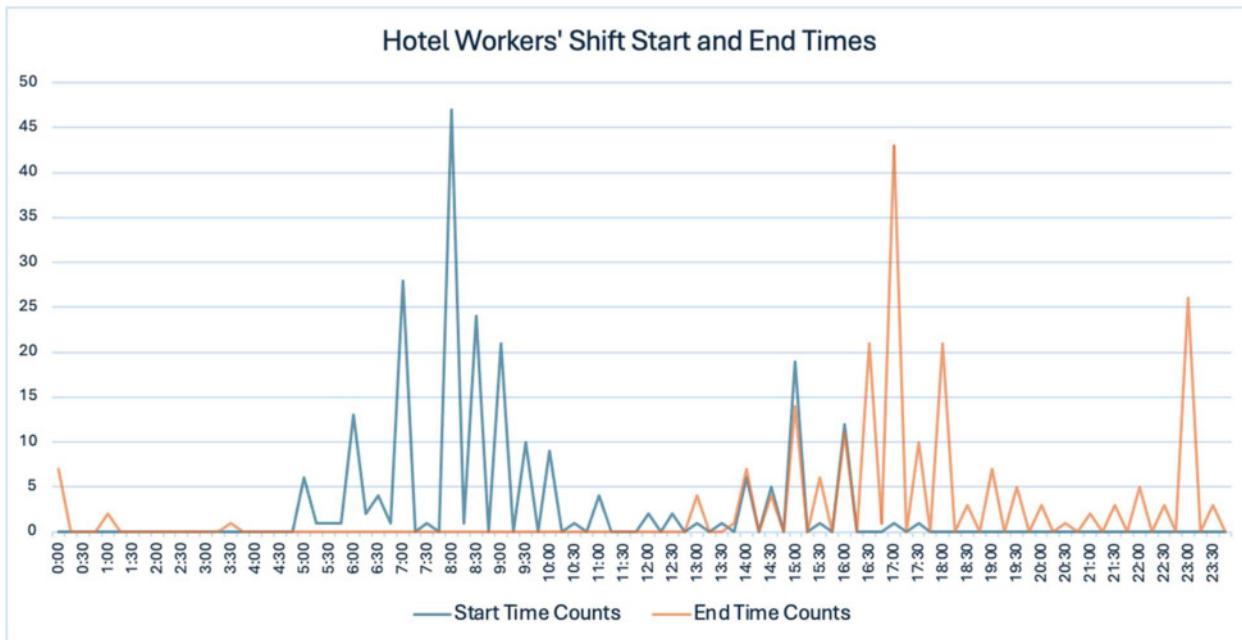
Reliability issues are not distributed evenly or equitably across the system. Many routes with high ridership and routes serving lower-income areas and areas further from the city center have been found to have disproportionately low levels of reliability, including many lines that hospitality workers rely on.<sup>6</sup> Those without other options are left to rely on the system as it is. Less public buy-in to transit resulting from system flight by those with the resources to do so means fewer comprehensive calls to fund the system, with many citizens alienated from the realities of using the system and lacking understanding of its state and needs for improvement.



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<sup>6</sup> UNOTI, New Orleans Complete Streets Coalition (2025). *New Orleans Complete Streets Report Card*. <https://nolacompletestreets.org/wp-content/uploads/2025/11/New-Orleans-Complete-Streets-Coalition-Report-Card.pdf>

## Hotel Workers Rely on Transit on Nights, Weekends, and Holidays



Hospitality in general, and hotels in particular, are 24-hour, 365-day-a-year industries. Our survey data indicates the importance of late-night and off-peak service provision, with important shift changes in the off-peak hours of the early afternoon (note the combined presence of both start and end times between 2-4 pm), a major demand surge at 11 pm as second shift workers clock out, and late shift end times extending into the early hours of the morning. Our survey data on shift times is skewed towards an overrepresentation of daytime workers due to the timing of our survey visits- night shift workers almost certainly represent a larger proportion of hospitality workers than is reflected in our data. It is also crucial to note the industry's 7-day-a-week nature and the importance of regular, reliable weekend service, as evidenced by riders' comments.

*"[The] streetcar route needs to improve its service, especially in the evenings."*  
-45-64 year old housekeeping worker from Lower Garden District

Many Regional Transit Authority (RTA) routes stop running well before the 11 pm peak end time noted in the response data, with some last runs as early as 8 pm. Late-night and overnight service offerings have diminished in 2025, with cuts across various lines, chipping away at the options for hotel workers to get home late.

Where there is service, late-night **headways** on most running lines are infrequent, with many buses running once an hour or less. This results in long wait times after demanding workdays, when workers clock out far before their first transit vehicle arrives, and often raises safety concerns during these extended late-night waits. These

problems are compounded by the fact that many workers have to walk from their workplaces to the Main Library Hub to catch transit.

**Headways:** *The time between vehicles traveling in the same direction along a given route at a given time of day.* Headways are often seen as a measure of transit service quality, with short headways between vehicles seen as one sign of a high-quality transit service line, and long headways a sign of a poor-quality line.

*"This is a city with close to 50% of our economy in the hospitality industry. We work late and need to get home SAFELY at night."*

*-35-44 year old bartender from Uptown*

On Jefferson Parish (JP) Transit, which serves many of the transit-dependent workers surveyed (see the following sections), the situation is worse: no service runs past 11 pm, and some lines end service as early as 6 pm. The lack of evening, overnight, and early morning service leaves this population without transit options, forcing them to change how they commute and structure their personal and family lives around work, and potentially blocking their ability to take certain shift times or jobs altogether.

**JP Transit Evening/Night Service Availability :** The most heavily-travelled JP Transit bus lines depart Downtown New Orleans or other connection points in the city for the last time far too early in the evening to serve hotel workers working late:

- #E1 - Veterans-Airport Bus: Final departure leaves Cemeteries Transit Center at 9:30 pm on weekdays.
- #E2 - Airline Dr. Bus: Final departure leaves Main Library Hub at 10:02 pm on weekdays.
- #W2 - Westbank Expy. Bus: Final departure leaves Main Library Hub at 9:30 pm on weekdays.
  - The last outbound trip of the day runs only between Downtown New Orleans and Walkertown Terminal, meaning riders deeper into Marrero or Estelle along the corridors like Ames Blvd. must use earlier service, leaving Downtown no later than 8:05 pm.
- #W3 - Lapalco Bus: Final departure leaves Main Library Hub at 9:23 pm on weekdays.

Weekend service from both the RTA and JP Transit is also heavily limited, with reduced operating hours and increased headways, especially on Sundays. Many local and neighborhood services in Jefferson Parish, which serve as important connectors for hotel and other hospitality workers from their homes to the major Downtown corridors,

do not operate at all on weekends, severing vital connections and forcing workers to either deny needed shifts or pay for costly alternatives. The same problems pertain to holidays. As on weekends, the hotel and hospitality business does not shut down on holidays, and routes to work are vital on these often-busy days when rideshare services tend to be extremely expensive.

*"It is difficult to commute to work on weekends because the buses start later and only come hourly. The last bus that leaves for the West Bank leaves at 9:30 PM. I get off at midnight, and Uber & Lyft are volatile and costly."*

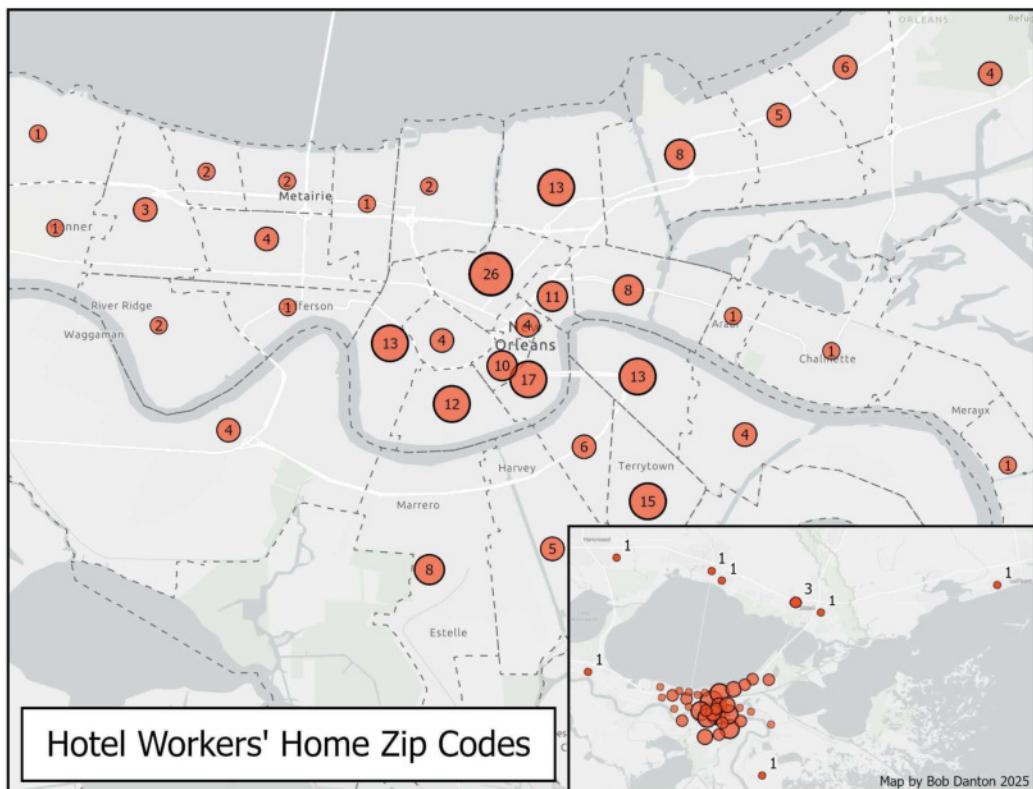
*-35-44 year old cook from Marrero*

**JP Transit Weekend Service Availability** : Lack of or sparse weekend service, especially on Sundays, presents even greater transit challenges than on weekdays to many Jefferson Parish hotel workers:

- The #E1, #E2, #W2, and #W3 depart for their last trips out of the city between 8:53 pm and 9:40 pm.
- #W1 - Avondale Bus: No Sunday service, Saturday service runs between 7 am (leaving Waggaman) and 6:15 pm (leaving Walkertown Terminal).
  - This is a critical connection to communities in Westwego, Avondale, and Waggaman.
- #W6 - Gretna Local Bus: No weekend service.
  - This is an important link between Wilty Terminal and Central Gretna.
- #W8 - Terrytown Bus: No weekend service.
  - This is a key bridge between various Terrytown communities and Wilty Terminal.

A transit system built around the 9 to 5 business world does not serve the workers in the hotel and hospitality sector, who disproportionately rely on it. This further compounds transportation equity issues and forces workers to rely on costly alternatives, thereby creating additional financial burdens. The transit system of New Orleans and its surrounding parishes must address the needs of the workers who keep our economy running late into the evening, on weekends, and on holidays by providing the services they need to reach their jobs and return home safely after every shift.

## Hotel Workers Travel from Across the Metro Area, and Connections are Crucial

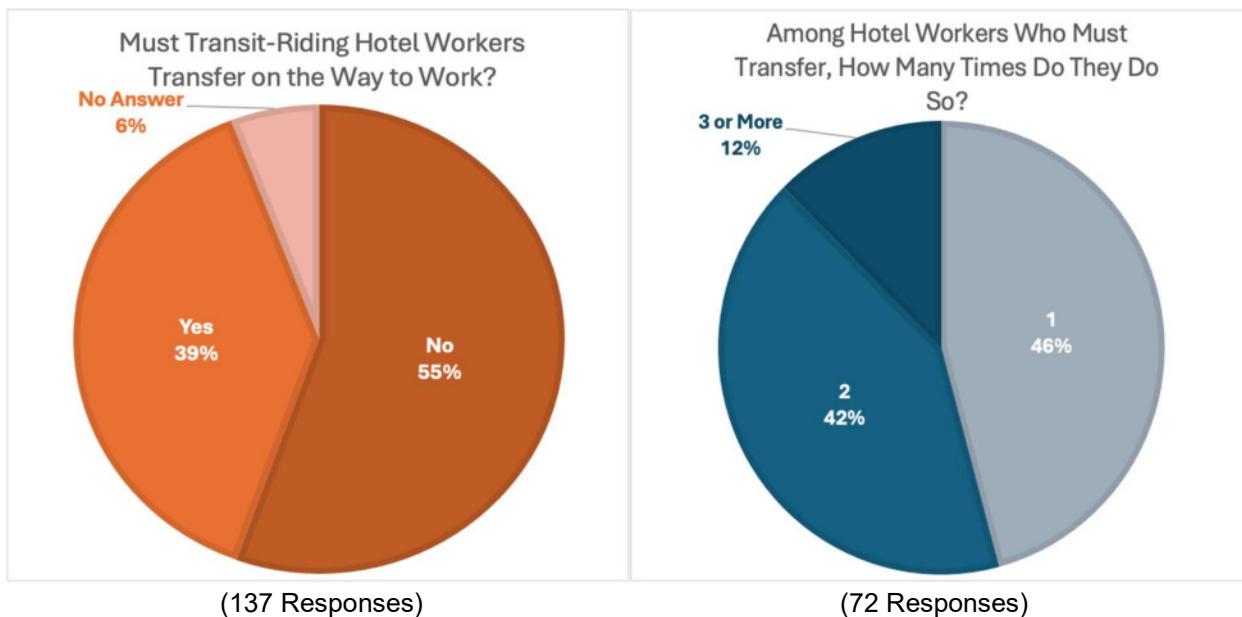


*Home locations of surveyed hotel workers by zip code (NB: not all respondents provided zip code data)*

As noted above, the needs of New Orleans' hotel workers do not end at the parish line. While many hotel workers live in the city's central areas, a significant proportion do not. Nearly a third (29.8%) of surveyed workers reside outside New Orleans' city-parish limits. Many of these commuters live in Jefferson Parish, and others reside in St. Bernard Parish and other surrounding parishes. Some travel from as far afield as the north shore of Lake Pontchartrain and even the Mississippi coast.

Even within Orleans Parish, many workers travel from far-flung areas of the city that are often not well connected to the urban core- by transit or otherwise. About 17.5% of survey respondents commute from either New Orleans East or Algiers, both removed from the city center and separated from the urban core by water, limiting travel pathways regardless of mode. In post-Katrina Orleans, the suburbanization of poverty and patterns of reverse white flight and gentrification have led to greater proportions of low-income workers relocating to the peripheries of the urban area, increasing commute time and limiting transit options for those most likely to rely on it.<sup>7</sup>

<sup>7</sup> The Data Center (2025). *Placing Prosperity Chapter Two: The Origins and Persistence of Neighborhood Inequality*. <https://www.datacenterresearch.org/placing-prosperity/chapter-2.html>



Unsurprisingly, this geographic dispersal means that a significant proportion (39%) of transit-riding workers need to transfer at least once to reach their destination(s) by public transit. Of those who have to transfer, more than half must transfer more than once, and many transfer 3 or more times. The transfers occur both within systems and between agencies (e.g., transfers from JP Transit to RTA).

*"Bus[es] never connect with the streetcar."*

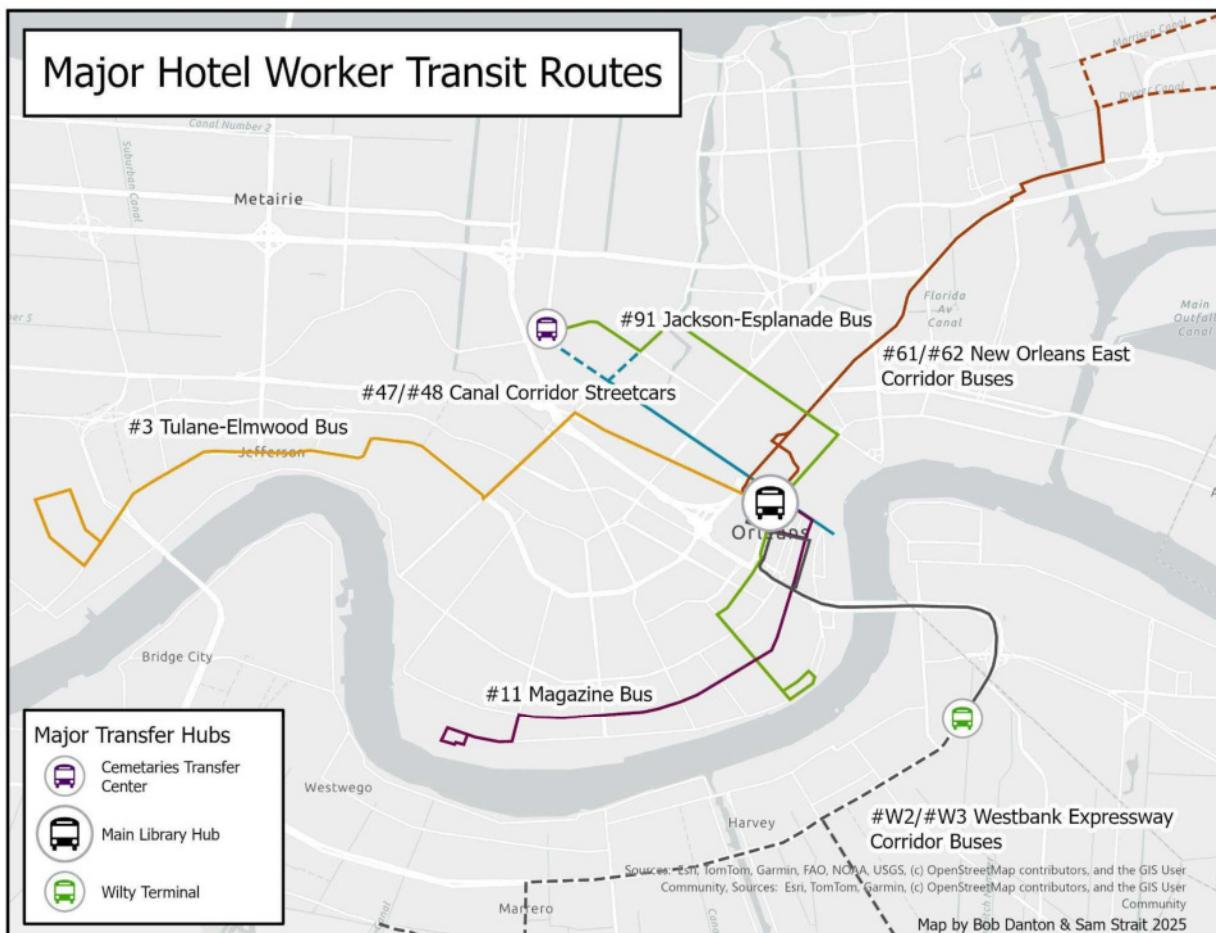
-45-64 year old laundry worker from Little Woods/New Orleans East

Inefficient transfers can leave riders stranded for extended periods between trip legs, adding time strain to already burdensome commutes. With many stops lacking adequate shelter, these riders may also be exposed to extreme heat, rain, or other weather conditions. Concerted efforts within and between transit agencies to better coordinate transfers on lines where they are frequent are needed to more equitably serve riders coming from outlying neighborhoods and parishes. Where transfers are timed, efforts need to be made to ensure these transfer points remain viable, as late service can also lead to missed transfers.

*"Transit should be on time to avoid missed transfers."*

-45-64 year old laundry worker from Algiers

## Certain Service Lines and Corridors are Used Heavily by Hotel Workers

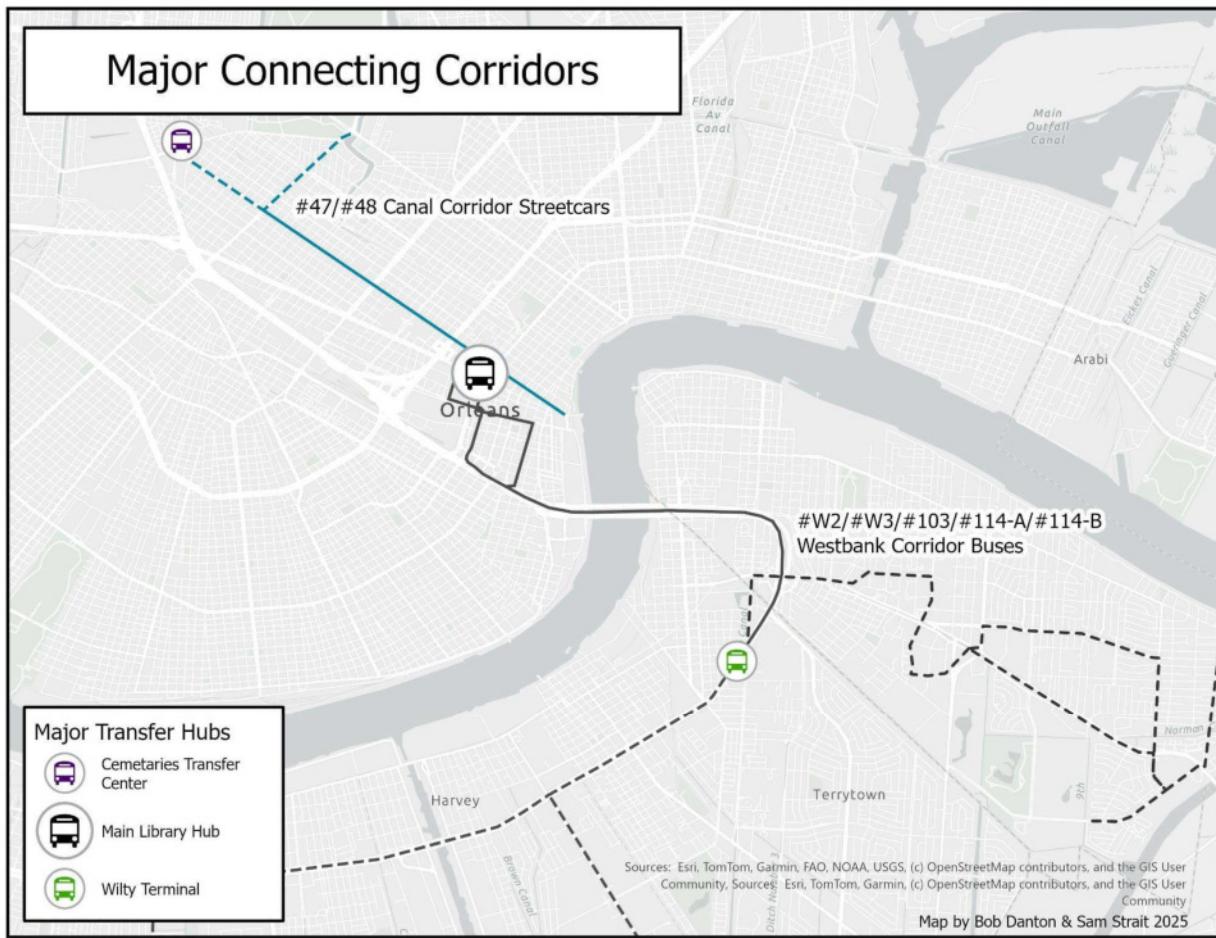


*Most Frequently Used First Lines/Corridors to Travel from Home to Work*

When considering factors such as night and weekend service, transfer timing, and other needed improvements to the system, it is important to note that hotel workers surveyed rely more heavily on some routes than others. When surveyed on routes used, many riders also listed multiple options in their route choices, indicating both a need for flexibility when certain routes may be disrupted or running behind schedule, as well as the importance of major corridors served by multiple routes. The most heavily-trafficked first routes or corridors (before any transfers) are shown above. In order of prevalence, they are:

1. #3 - Tulane-Elmwood Bus
2. #W2/#W3 - Westbank Expy. Corridor Buses
3. #47/#48 - Canal Corridor Streetcars
4. #61/#62 - New Orleans East Corridor Buses
5. #91 - Jackson-Esplanade Bus
6. #11 - Magazine Bus

Other first lines with significant ridership include the #12 St. Charles streetcar, the #55 Elysian Fields bus, and the #114A/B Algiers Garden Oaks buses.



*Most Frequently Used Second (Connecting) Corridors to Travel from Home to Work*

For those making one or more connections, the Canal Streetcar Corridor and the Westbank Expressway and Algiers Corridor buses are most heavily relied upon, indicating the outsized importance of these lines not only as one-seat rides but also as regional connectors. The Canal corridor serves as a main transfer point for connections from East Bank lines of JP Transit (as do the #91 and #3), while the lines coming from the West Bank include and connect both West Bank JP Transit lines and local Algiers RTA lines, once again indicating the regional nature of the hotel worker commute geography. Additionally, the dual use of these lines as both first and connecting lines highlights the potential for them to become overcrowded during peak shift changes, particularly in the downtown area. Considering increasing frequency during these times is essential to meet surges in demand. The full results for ridership by line are in Appendix 2.

## Transfer Hubs and First-and-Last Mile Connections are Critical



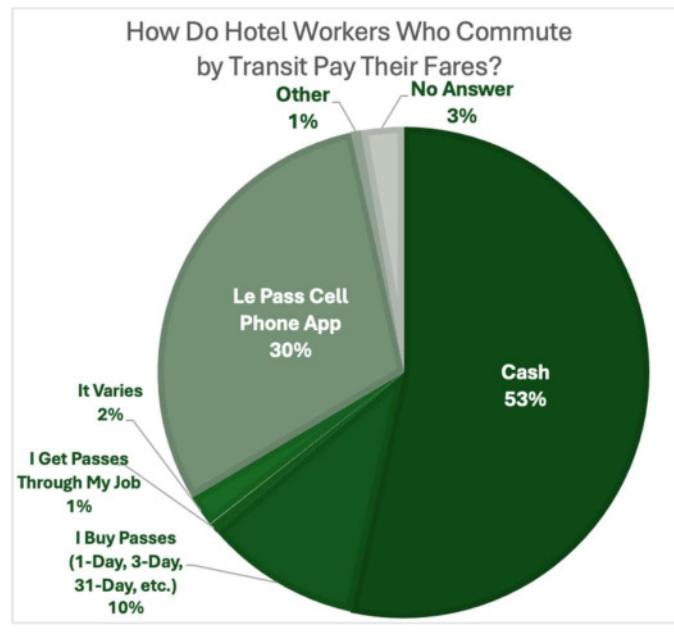
42% of transit-riding hotel workers use the Main Library Hub as part of their commutes. There are a handful of hotels within a block or less from the hub, but many others are a mile or more away. As noted in the corridor analysis, other hubs, such as the Canal-Cemeteries hub, Wilty Terminal on the West Bank, the Gentilly Woods hub, and the New Orleans East hub, are also critical transfer points. The current state of the temporary Main Library hub downtown leaves much to be desired. While a permanent downtown hub has been planned, work has yet to begin, and the current ad hoc location is chaotic, confusing, and lacks shelter and security, posing major safety concerns, particularly at night.

Most transferring riders walk their last mile to work, again subjecting them to potentially extreme weather or unsafe conditions. A downtown circulator bus might alleviate considerable stress for these riders. Other workers reported using bicycles for their commutes, both in combination with transit and alone. Improving bus-bike connectivity with features such as secure bike parking, increased bike share access, and safe bikeways should be a priority in the development of a permanent downtown transit center, as well as at other major transfer hubs and future Bus Rapid Transit (BRT) stations.

*"In my case, the Blue Bikes service is very useful. I think they could have more bicycles, not just electric, also ordinary bikes, and expand the service area."*

*-45-64 year old events/banquets worker and houseman (unspecified residence)*

## Cash Is Still King... For Now



(146 Responses, Multiple Answers Possible Per Respondent)

53% of surveyed riders pay cash fares on board, still the majority despite a significant drop from 73% in our 2022 survey. This is just slightly above the systemwide figure for RTA of 51.5%, which has been steadily declining in recent years due in large part to increased adoption of fare payment with the LePass app.<sup>8</sup> Notably, this is still a far higher percentage than the national average, estimated to be just 11%.<sup>9</sup>

Reliance on cash fare has several potential implications for riders, equity, and the transit system as a whole. Riders who pay cash may do so because of lower up-front costs. However, for frequent riders, this likely results in overpayment, since monthly passes cost less per ride. A worker who uses the bus twice daily to commute 5 days per week will spend an average of \$55 monthly in cash fares, while a monthly pass costs \$45. The difference for riders who also use transit on off days or for non-commute purposes, those who work more than five days a week, or those who ride the ferry, is even greater. Riders who are unbanked or underbanked, have limited cell phone or data access, live paycheck to paycheck, or are otherwise burdened, face financial inequity in payment as they may find it difficult or impossible to purchase more cost-effective fare

<sup>8</sup> New Orleans Regional Transit Authority (2025). *2024 Annual Report*.

<https://www.norta.com/getmedia/fa1667d1-5904-424d-b056-9868131477f1/2024-Annual-Report-web.pdf>

<sup>9</sup> American Public Transportation Association (2017). *Who Rides Public Transportation: The Backbone of a Multimodal Lifestyle*. <https://www.apta.com/wp-content/uploads/Resources/resources/reportsandpublications/Documents/APTA-Who-Rides-Public-Transportation-2017.pdf>

products. On-board cash payments also slow the system speed as riders wait their turn to pay at the farebox. Equitable solutions might include installing off-board fare purchasing machines along high-ridership lines that accept cash and provide refillable fare cards that allow for “fare-capping,” by which a rider is not charged for additional fares in a month once they reach the cost of the monthly pass.

*"I think it would be important to have a place where you could buy tickets for a month."*

-45-64 year old hotel worker (unspecified occupation) from Terrytown/Timberlane

Currently, only 1% of surveyed workers get passes through their jobs, either as an included benefit of employment or at reduced rates. Increased employer incentives can boost ridership and offer an equitable alternative to programs such as subsidized parking for car commuters.

*"Just hoping we who work can get bus passes. Thanks."*

-45-64 year old housekeeping worker from Gretna



## Agency Communications & Customer Service Need Improvement

Throughout our outreach, issues with agency communications and customer service were among the most prevalent sources of rider frustration. Information on detours, delays, and other service disruptions is not communicated clearly, conveniently, or in a timely manner. Alerts frequently lack essential details, such as which stops are closed, where to catch rerouted or alternate buses, and how long the disruption will last. Furthermore, the RTA relies almost exclusively on digital channels, leaving riders waiting at transit stops without smartphone or internet access stranded and uninformed. Even within digital channels, information is often highly obscured, with the LePass app and RTA social media sending riders to the website for information that is then often poorly formatted for mobile devices.

*"The app could use some updates. It does not display any edited routes due to road closures, etc., and any detours are difficult to access unless you check the website directly. Notifications would also be great within the app!"*

-35-44 year old restaurant server from Uptown

*"Communication from the RTA needs to be much better."*

-45-64 year old event/banquet worker from Broadmoor/Hoffman Triangle

Customer service likewise remains a major issue, with vehicle operators often treating riders disrespectfully and passing up riders waiting at stops. Concerted efforts must be made to train operators in customer service and respect for rider dignity.

*"More training for drivers. Some are very rude, I'm uncomfortable."*

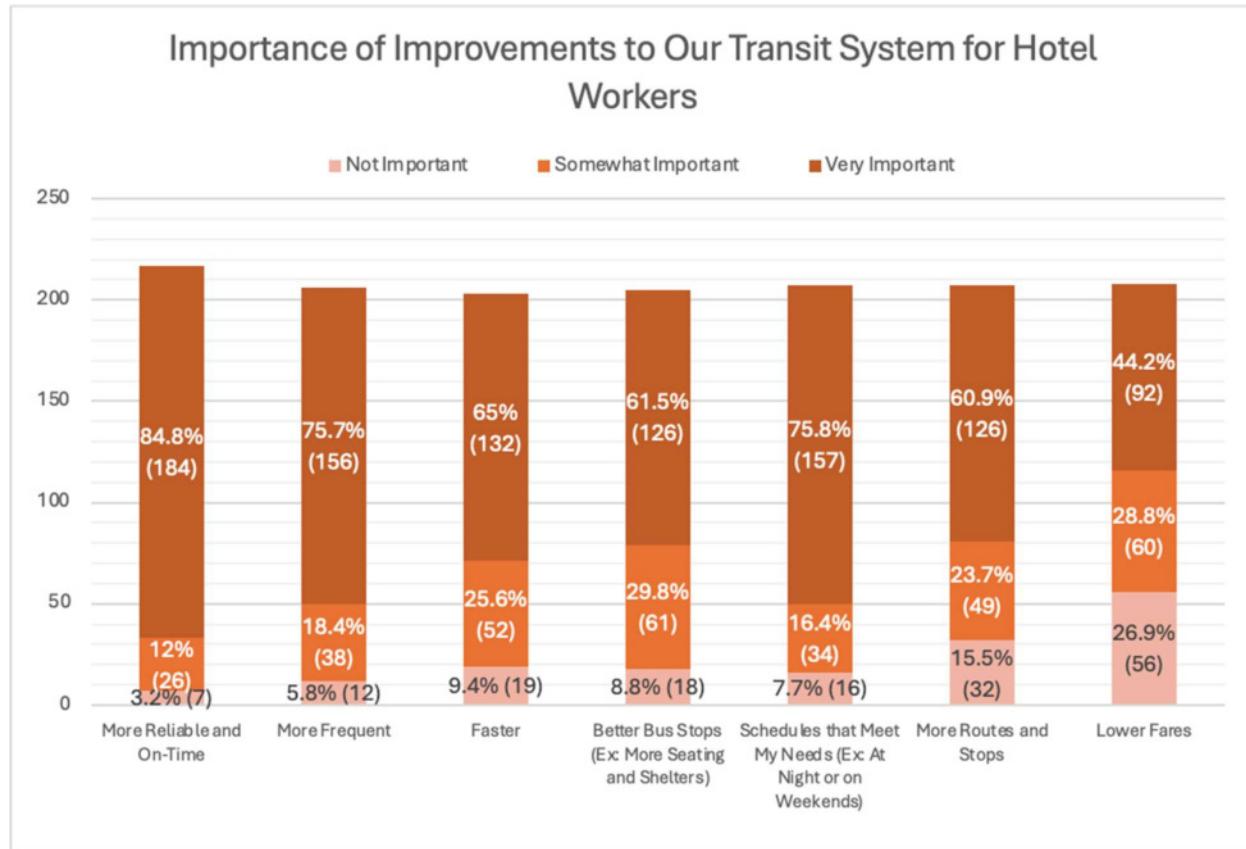
-Hotel worker (unspecified age and occupation) from Uptown

*"Some of the drivers see you running to catch the bus and drive away. Sometimes I reach the door, and she drives away."*

-45-64 year old hotel worker (unspecified occupation and residence)

## Conclusions & Policy Recommendations

### Substantive Improvements to the System are Needed



Hotel workers rely heavily on transit to get to and from work, and transit-riding hotel workers experience long, unreliable commutes, leading to frequent tardiness and forcing them to call expensive ride-hailing services as a last resort. These factors place additional strains on this already disadvantaged population, including time, financial costs, and stress.

To serve the needs of these workers, our transit system needs substantive improvements. Survey respondents indicated that more frequent, more reliable service with schedules that meet their needs (including late-night and weekend service) were top priority for improving the system, both for current transit riders and for those who use other modes due to deficits in the current transit system.

Increased quality of service, in terms of both frequency and reliability, is critical, and these improvements will benefit all riders. Current capacity at the RTA is limited by interconnected factors: funding, transit vehicles, and workforce. The City and the RTA

must work together to sustainably fund the RTA by including transit funding in the city's operating budget (currently, there is no line item for this) and by developing new and creative transit funding mechanisms. Once funded, the RTA must work to expand, upgrade, and modernize its fleet, including a shift towards electric and other more environmentally friendly vehicles. Finally, the RTA, the city, and partners in workforce development and educational institutions must develop and fund systems to recruit, train, and retain the next generation of transit workers, including operators, mechanics, and others. Jefferson Parish and JP Transit must likewise work to fully fund and expand their systems to improve the regional network.

## **RTA and JP Transit Need to Assess and Address Riders' Needs**

Issues with operating hours and transfers suggest the current system may not be well-designed to meet its riders' needs. Lack of late-night, weekend, and holiday service that hospitality industry workers rely on indicates a system built around a 9-5 commute that does not align with the work patterns of many of its most reliant and vulnerable riders. Inefficient transfers and the prevalence of multi-transfer trips indicate a system that may not be efficiently serving its riders' geographic needs. These problems may have solutions that can be implemented, at least in part, within the constraints of the current agency budgets. The agencies must follow up on RIDE's outreach with a comprehensive needs assessment of hospitality workers and riders in general to determine whether changes to route planning and scheduling can alleviate some of the pain points riders experience.

Services need to be planned with the needs of hospitality workers in mind. Late-night, weekend, and holiday service must be expanded across the region, particularly in Jefferson Parish. Regional connectivity needs to be planned and implemented through interagency coordination. Connections between JP Transit and RTA should be easy, well-timed, and convenient. The agencies should follow up on our work investigating common transfer lines and points, and work toward a timed transfer system, both between agencies and within each agency.

## **The Hospitality Industry Should Support Transit and Its Workforce**

While improvements are certainly needed from the system and the transit agencies, the hospitality industry also has a responsibility to support its workforce, as do the City and other parties who benefit financially from the dedicated efforts of this major workforce sector. The RTA currently receives a portion of a one-cent sales tax on hotel and motel rooms, which provides the agency with approximately \$10 million in operating revenue

annually.<sup>10</sup> Given the tourism industry's impact on the region's economy, the sheer volume of tourist dollars available, and the St. Charles Streetcar's status as a major tourist attraction, this tax is long overdue for an increase. Tourism dollars can and should be used to improve the region's transit system for the workers who make the industry run, as well as for the tourists who use it to explore the city during their stays. Additional options could be explored, such as including daily Jazzy Pass transit passes in the price of hotel and motel rooms, which could increase tourist ridership and generate greater revenue.

Transit use should also be encouraged and incentivized by the industry as an environmentally and socially beneficial alternative to car commuting. Providing hotel workers with free or subsidized transit passes could have major impacts on downtown traffic and parking congestion, air quality, and equity of access. Currently, the city and hospitality industry subsidize workers' parking, but not transit.<sup>11</sup> This encourages unsustainable commuting practices, increases congestion, and rewards workers who are already more economically privileged than coworkers who rely on transit- and all at a far greater cost than the cost to subsidize a transit pass.

Finally, there needs to be increased awareness and understanding of reliability issues within the current system. Supervisors in the industry need to be made aware that service provision issues are real, unpredictable, and not riders' faults. Penalization for tardiness, especially when it is occasional and by only a few minutes, is punitive and puts unnecessary pressure on already vulnerable tenacity commuters.

## Communications and Customer Service Cannot be an Afterthought

The region's transit agencies must prioritize efficient, effective communication and quality customer service for riders. Worker feedback explicitly demonstrates a need for improvements in communicating service disruptions clearly and in a timely manner via multiple methods (LePass App, physical signage, Rideline, website, social media, etc.) and in ensuring these communications include the details needed for riders to make alternate plans. Our survey results also indicate the need for communication in languages other than English, including Spanish, Vietnamese, and Haitian Creole, which is almost always excluded from RTA communications but is prevalent among hospitality workers and others in the region. Finally, customer service is critical. Rudeness from transit operators is never called for and can be a major contributing

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<sup>10</sup> New Orleans Regional Transit Authority (2025). *December Financials*.

<https://norta.legistar.com/View.ashx?M=F&ID=13771546&GUID=0A97DC7B-E30D-4FD5-967E-052099050D6C>

<sup>11</sup> New Orleans Mayor's Office of Nighttime Economy (2025). *Downtown Discount - Hospitality Worker Parking*. <https://nola.gov/next/nighttime-economy/programs/downtown-discount-en/>

factor to rider dissatisfaction and to riders shifting commutes to other modes where they have the option.

## **Youth Workers Deserve Continued Investment**

A significant portion of our survey respondents were youth, and workers aged 18-24 were the most likely to rely on transit of any age group surveyed (tied with seniors aged 65-74), with 56% of surveyed youth relying on transit to access work. Not only are these youth likely to be vulnerable economically, but they also represent the future of both the workforce and the transit ridership base. Supporting them and their travel needs should be a key priority for the industry, the agencies, and, especially, city and regional leadership. The Opportunity Pass program, funded by the City through American Rescue Plan Act dollars, currently provides free transit access to over 8,000 youth aged 16-24 in New Orleans, and continues to grow. Feedback from youth has demonstrated the program's critical importance in providing access to jobs, alongside education, healthcare, and social activities. However, the city has recently indicated its intent to cut \$1 million in program funding to balance the budget deficit. The future of our city depends on the success of our youth. It is critical that city leadership recommit to the Opportunity Pass program to facilitate freedom of mobility and access for youth in our hospitality industry and beyond.

## **New Orleans Needs Rapid Transit**

The regional nature of the hospitality industry's workforce, and the data collected on the major lines and corridors these workers rely on, indicate the critical importance and potential impact of implementing the RTA's proposed Bus Rapid Transit corridor. The proposed 15-mile corridor would connect Algiers to New Orleans East with a high-quality transit line featuring transit priority treatments such as dedicated lanes, off-board payment, level platform boarding, and signal prioritization, drastically reducing commute times and increasing regional connectivity. As shown in our survey, many of the region's transit-riding hospitality workers live on the West Bank and in New Orleans East, and many are burdened by long commutes and multiple transfers. The proposed route will be a critical solution to these issues. Furthermore, the project should spur economic growth, reconnect communities, increase ridership, reduce congestion, and enhance safety along the region's roads. Continued political backing and dedicated funding will remain necessary to ensure the project is designed to best meet riders' needs and implemented in a timely, uncompromised manner.

## Appendix 1: Rider Comments Complete List

This section includes most of the comments hotel workers had the chance to add at the end of the survey.<sup>12</sup> They were originally written in English (73%), Spanish (25%), and Haitian Creole (1.8%). Other than being translated from the latter two languages to English, comments were unedited for grammar and content. RIDE grouped comments into thematic categories.

### Bike Infrastructure

- "In my case, the blue bikes service is very useful. I think they could have more bicycles, not just electric, also ordinary bikes, and expand the service area."

### Cleanliness

- "Cleaner buses."

### Communications

- "Bus routes and system is great although the app could use some updates. It does not display any edited routes due to road closures, etc. and any detours are difficult to access unless you check the website directly. Notifications would also be great within the app!"
- "Communication from the RTA needs to be much better."
- "The ferry is very timely and reliable most of the year, but fog season is a challenge. The rider line and Le Pass have not been helpful for getting updates on ferry closures during fog season. It would be nice to know if the ferry is closed before walking all the way there. Then, having a bus available that matches the ferry schedule would be convenient. I have given up on waiting for the bus, and walk home to get my car, then have to pay for parking downtown."

### Customer Service

- "Make the drivers nice."
- "Improve customer service from bus drivers."
- "More training for drivers. Some are very rude, I'm uncomfortable. They talk bad in front of tourists, they're happy to visit."
- "Some of the drivers see you running to catch the bus and drive away. Sometimes I reach the door and she drives away."
- "The drivers are very rude (some drivers)."

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<sup>12</sup> Omitted comments were those thanking us for executing the survey and those lacking relevance.

- "Bus drivers should slow down when they see people standing at Bus Stop, don't pass the bus stop up and expect people to run for the bus."
- "Slow down." (Commented by 2 survey respondents)
- "They should be on time, greet people, and respond politely."
- "There are very racist and arrogant drivers."

## Dependence on For-Hire Vehicle Services to Avoid Lateness

- "I frequently must take Ubers in order to be on time to work which is why I marked "0" on question #20."<sup>13</sup>
- "Bus drivers that are friendly would be great! (On #20: "When the bus doesn't arrive, I call Lyft")."

## Fares and Fare Collection

- "I think it would be important to have a place where you could buy tickets for a month."
- "Sometimes senior pass card doesn't work even when valid, but almost all the bus drivers allow me on, recognizing that the issue is not my fault. Also, the #57 is often significantly late when I am getting off work."
- "I would like JP Transit fares on Crescent City Connection routes to be lower than \$2."

## Importance of Transit Service

- "This is a city with close to 50% of our economy in the hospitality industry. We work late and need to get home SAFELY at night."
- "I run a department that relies on public transport. With inclement weather I cannot rely that my staff will show up. Reliable transportation impacts the success of my department."

## Inefficiency/Unreliability of Transit

- "Bus never connect with the streetcar."
- "It's fine, but sometimes it takes quite a while."
- "Why the bus take too long to come and I been late to work and some drivers they usually have an attitude to the passengers. It look like they want help the passengers."
- "Improve bus timeliness."
- "Transit could be a little more faster. More seating would be nice as well."
- "I love the bus, it's always on time. Streetcar not so much."

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<sup>13</sup> Question 20: "How many times in the last month have you been late to work due to unreliable transit?"

- "Not a frequent public transit user but every time I've used it I've gotten late because of it never arriving on time. Bus driver attitude also varies but mostly negative. Buses may be a lot cleaner. Bus fare is okay but needs to be worth."
- "The most important thing is for the schedule to match when a streetcar arrives. I've waited almost 45 minutes for a car to arrive with no updates."
- "Transit needs to be faster."
- "Streetcars should be more frequent or backed up by buses."
- "Transit should be on time to avoid missed transfers."
- "Please be on time."

## Interference by Major Events

- "It would be nice to have better service around Mardi Gras Time or any other events."
- "When there is a large event with expected tourists in town, it would be helpful to have more buses + streetcars running or unused to making it impossible to travel by cutting lines."

## Prioritization of Locals vs. Tourists in Transit Service

- "RTA should do more to accommodate regular rides during festival season when demand greatly increases."
- "New Orleans doesn't care about the local like they care for tourist."

## Subsidization of Transit Fares for Hospitality Workers

- "Just hoping we who work can get bus passes. Thanks."

## Technology

- "Timing on LePass app could be more accurate."
- "Le Pass is much improved."
- "On two occasions the GPS on the app showed a bus arriving at my stop, but there was no bus. App should not show buses that are going off duty shown as in the queue to depart."
- "Overall is good, but sometimes the bus still late than what appear in the app."
- "Better tech to let you know when the next bus comes."
- "The times shown in the app are not reliable."

## Transit Literacy

- "It would be nice for those that drive to be educated on how the transit system works. This could possibly add more people to using transit. I am actually now interested in using transit and I would like to learn more about it."

## Transit Network General

- "More streetcar routes. More frequent buses and same for the streetcars. Waiting after work isn't convenient, as I may have to do so for 20 minutes or so. The speed of the bus/streetcar is fine. The fares are fair/reasonable."
- "Public transit is in a weird spot, very convenient and cheap but needs work on timing and better bust stop seating at stops (also could use security to ensure safety)"
- "I personally don't use public transportation because no bus stop nearby my house. If only we can increase the number of bus stops, that would be amazing."
- "The city of New Orleans can & needs to take notes from public transport in other cities like Houston, Charlotte, and Chicago. You can see they care about their citizens by the upkeep and upgrades provided at their bus stops! Rolling video signs @ each stop to communicate schedules & updates on routes, lights, proper coverage from elements, fans, accurate tracking GPS schedule-wise, actual human support when called for assistance. I could go on & on honestly, but I digress."
- "I don't use public transportation now, but I used to in the past, and I never had any issues. I always got to work on time, the drivers were very friendly, and even though the bus was sometimes late, I was always punctual to work."

## Weekend, Holiday, and Nighttime Service

- "It is difficult to commute to work on weekends because the busses start later and only come hourly. The last bus that leaves to go to the West Bank leaves at 9:30 PM. I get off at midnight and Uber & Lyft is volatile and costly."
- "Streetcar route needs to improve their service especially in the evenings."
- "My associates complain that busses stop too early in the evening, holiday routes are almost non-existent, and pickup times are very inflexible."
- "For those who work on Sundays, there should be more buses."
- "I plan accordingly to be early. I know its kind of inaccurate."
- "Earlier in AM more frequent. @6 there are only 2. Make the app known to more people. put signs about buying tokens via the app on the bus sign and under the shelter where you wait for the bus. Electronic showing on the streetcar stop sign (behind the stops) of when the next street car is due. This would be helpful to the many tourists as well waiting on the streetcar who are not going to download an app."

## Appendix 2: Rider Demographics and Additional Survey Data

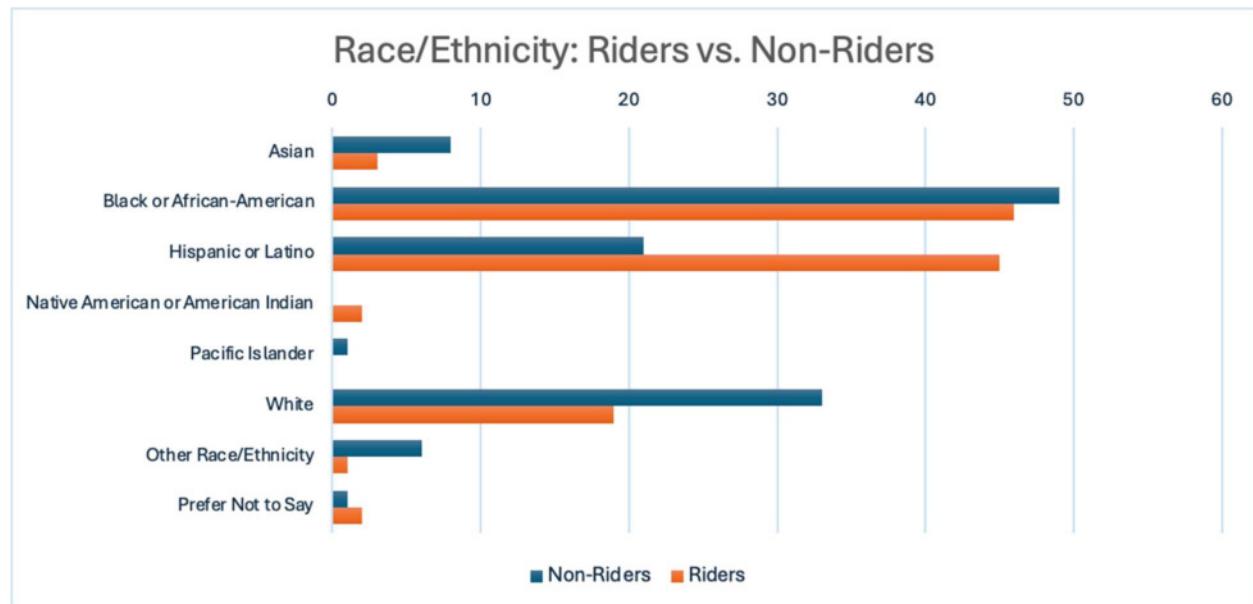
### Home Zip Code

<b>Home Zip Codes: Riders vs. Non-Riders</b>	<b>Municipality or CDP</b>	<b>Non-Riders</b>	<b>Riders</b>	<b>Total</b>	<b>% Transit Riders</b>
39560	Long Beach, MS	1	0	1	0%
70001	Metairie	3	1	4	25%
70002	Metairie	2	0	2	0%
70003	Metairie	0	3	3	100%
70005	Metairie	0	1	1	100%
70006	Metairie	1	1	2	50%
70032	Arabi	1	0	1	0%
70040	Plaquemines Parish - East Bank	1	0	1	0%
70043	Chalmette	1	0	1	0%
70053	Gretna	1	5	6	83%
70056	Terrytown	6	9	15	60%
70058	Harvey	3	2	5	40%
70062	Kenner	1	0	1	0%
70065	Kenner	1	0	1	0%
70068	LaPlace	1	0	1	0%
70072	Marrero/Estelle	2	6	8	75%
70092	Violet	1	0	1	0%
70094	Westwego/Waggaman	1	3	4	75%
70112	New Orleans	2	2	4	50%

70113	New Orleans	3	7	10	70%
70114	New Orleans	6	7	13	54%
70115	New Orleans	7	5	12	42%
70116	New Orleans	6	5	11	45%
70117	New Orleans	5	3	8	38%
70118	New Orleans	4	9	13	69%
70119	New Orleans	8	18	26	69%
70121	Jefferson	1	0	1	0%
70122	New Orleans	8	5	13	38%
70123	Elmwood/River Ridge	1	1	2	50%
70124	New Orleans	2	0	2	0%
70125	New Orleans	3	1	4	25%
70126	New Orleans	2	6	8	75%
70127	New Orleans	3	2	5	40%
70128	New Orleans	4	2	6	33%
70129	New Orleans	2	2	4	50%
70130	New Orleans	10	7	17	41%
70131	New Orleans	2	2	4	50%
70448	Mandeville	1	0	1	0%
70454	Ponchatoula	1	0	1	0%
70460	Slidell	3	0	3	0%
70461	Slidell	1	0	1	0%
70471	Mandeville	1	0	1	0%
<b>Total</b>		<b>113</b>	<b>115</b>	<b>228</b>	<b>50%</b>

## Race/Ethnicity

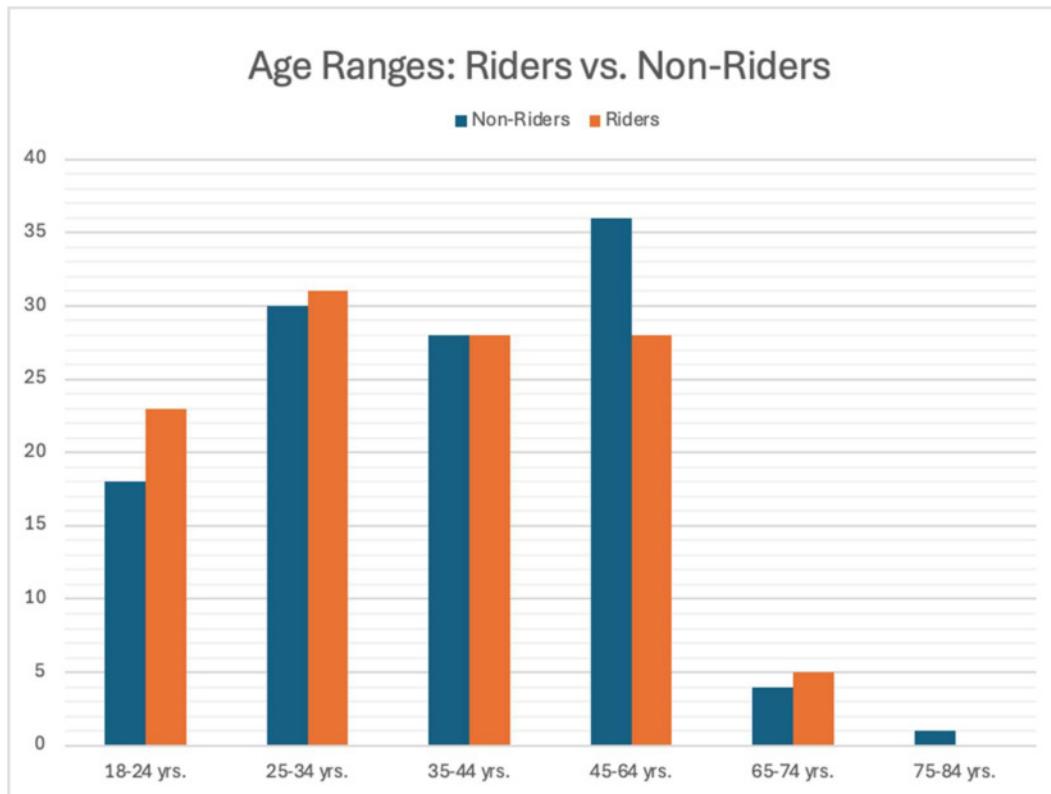
Race/Ethnicity: Riders vs. Non-Riders	Non-Riders	Riders	Total	% Transit Riders
Asian	8	3	11	27%
Hispanic or Latino	21	45	66	68%
Other Race/Ethnicity	6	1	7	14%
White	33	19	52	37%
Black or African-American	49	46	95	48%
Native American or American Indian	0	2	2	100%
Pacific Islander	1	0	1	0%
Prefer Not to Say	1	2	3	67%
<b>Total</b>	<b>119</b>	<b>118</b>	<b>237</b>	<b>50%</b>



*\*This data represents only those who answered both the race/ethnicity question and the “do you normally take public transit to work” question. In addition, if respondents provided more than one race/ethnicity, they were counted once for each. Only one respondent provided more than one race/ethnicity.*

## Age

<b>Age Ranges: Riders vs. Non-Riders</b>	<b>Non-Riders</b>	<b>Riders</b>	<b>Total</b>	<b>% Transit Riders</b>
<b>18-24 yrs.</b>	18	23	41	56%
<b>25-34 yrs.</b>	30	31	61	51%
<b>35-44 yrs.</b>	28	28	56	50%
<b>45-64 yrs.</b>	36	28	64	44%
<b>65-74 yrs.</b>	4	5	9	56%
<b>75-84 yrs.</b>	1	0	1	0%
<b>Total</b>	<b>117</b>	<b>115</b>	<b>232</b>	<b>50%</b>



\*This data represents only those who answered both the age question and the “do you normally take public transit to work” question. 8 respondents skipped the age question, 12 respondents skipped the “do you normally take public transit to work” question, and 1 respondent skipped both.

## Gender

<b>Hotel Worker Genders</b>	<b>Counts</b>	<b>% of Survey Respondents</b>
<b>Female</b>	153	60.5%
<b>Male</b>	95	37.5%
<b>Non-Binary</b>	1	0.4%
<b>Prefer Not to Say</b>	2	0.8%
<b>No Answer</b>	2	0.8%
<b>Total</b>	<b>253</b>	<b>100%</b>

## Employment

<b><i>Do Hotel Workers Hold More than One Job?: Riders vs. Non-Riders</i></b>	<b>Non-Riders</b>	<b>Riders</b>	<b>% Transit Total Riders</b>	
<b>Only One Job</b>	94	97	191	50.8%
<b>More than One Job</b>	21	19	40	47.5%
<b>Total</b>	<b>115</b>	<b>116</b>	<b>231</b>	<b>50.2%</b>

## Place of Work

<i>Places of Work: Riders vs. Non-Riders</i>		Non-Riders	Riders	Total	% Transit Riders
Non-Riders	Non-Riders	Riders	Total		
<b>The Barnett</b>	9	11	20	55%	
<b>Copper Vine Inn</b>	0	1	1	100%	
<b>Embassy Suites</b>	3	4	7	57%	
<b>Four Seasons</b>	16	15	31	48%	
<b>Hampton Downtown (French Quarter Area)</b>	3	8	11	73%	
<b>Hilton Riverside</b>	14	7	21	33%	
<b>Hotel Monteleone</b>	1	0	1	0%	
<b>Hotel Perle</b>	0	1	1	100%	
<b>La Galerie</b>	2	4	6	67%	
<b>Le Meridien</b>	6	13	19	68%	
<b>Ritz-Carlton</b>	0	2	2	100%	
<b>The Roosevelt</b>	27	15	42	36%	
<b>The Westin</b>	2	1	3	33%	
<b>The Windsor Court</b>	33	34	67	51%	
<b>Total</b>	<b>116</b>	<b>116</b>	<b>232</b>	<b>50%</b>	

## Occupation

<b>Occupation or Job Title: Riders vs. Non-Riders</b>	<b>Non-Riders</b>	<b>Non-Riders</b>	<b>Riders</b>	<b>Total</b>	<b>% Transit Riders</b>
Accounting	2	0	2	2	0%
Barista/Bartender	6	4	10	10	40%
Concierge	0	1	1	1	100%
Cook/Kitchen	5	3	8	8	38%
Events/Banquets	12	6	18	18	33%
Food and Beverage	6	2	8	8	25%
Front Desk	6	3	9	9	33%
General Manager/Multi-Departmental Manager	2	4	6	6	67%
Health, Beauty, and Personal Care	5	2	7	7	29%
Host/Hostess	0	2	2	2	100%
Housekeeping	7	34	41	41	83%
Houseman	2	9	11	11	82%
Human Resources	5	1	6	6	17%
Laundry	6	5	11	11	45%
Maintenance/Engineering	6	4	10	10	40%
Office/Administrative	3	2	5	5	40%
Other	6	1	7	7	14%
Pool Attendant	2	0	2	2	0%
Public Area Attendant	1	5	6	6	83%
Reservations Agent	4	1	5	5	20%
Restaurant Server	10	6	16	16	38%

<b>Retail</b>	0	1	1	100%
<b>Sales</b>	2	0	2	0%
<b>Security</b>	8	1	9	11%
<b>Steward/Dishwasher</b>	2	3	5	60%
<b>Supervisor</b>	7	5	12	42%
<b>Technology/Information Systems</b>	2	0	2	0%
<b>Valet/Parking</b>	3	2	5	40%
<b>Total</b>	<b>120</b>	<b>107</b>	<b>227</b>	<b>47%</b>

## Bike Usage

<i><b>Do Hotel Workers Use Bikes During Their Commutes?: Riders vs. Non-Riders</b></i>	<b>Non-Riders</b>	<b>Riders</b>	<b>Total</b>	<b>% Transit Riders</b>
<b>No</b>	100	109	209	52.2%
<b>Yes, I Use a Rented Bike or Blue Bike</b>	3	1	4	25%
<b>Yes, I Use My Own Bike</b>	12	5	17	29.4%
<b>Total</b>	<b>115</b>	<b>115</b>	<b>230</b>	<b>50%</b>

*\*This data represents only respondents who answered both the “do you normally take public transit to work” question and the biking question.*

## Ridership by Line

Rider Counts for First Line/Corridor Taken to Work:

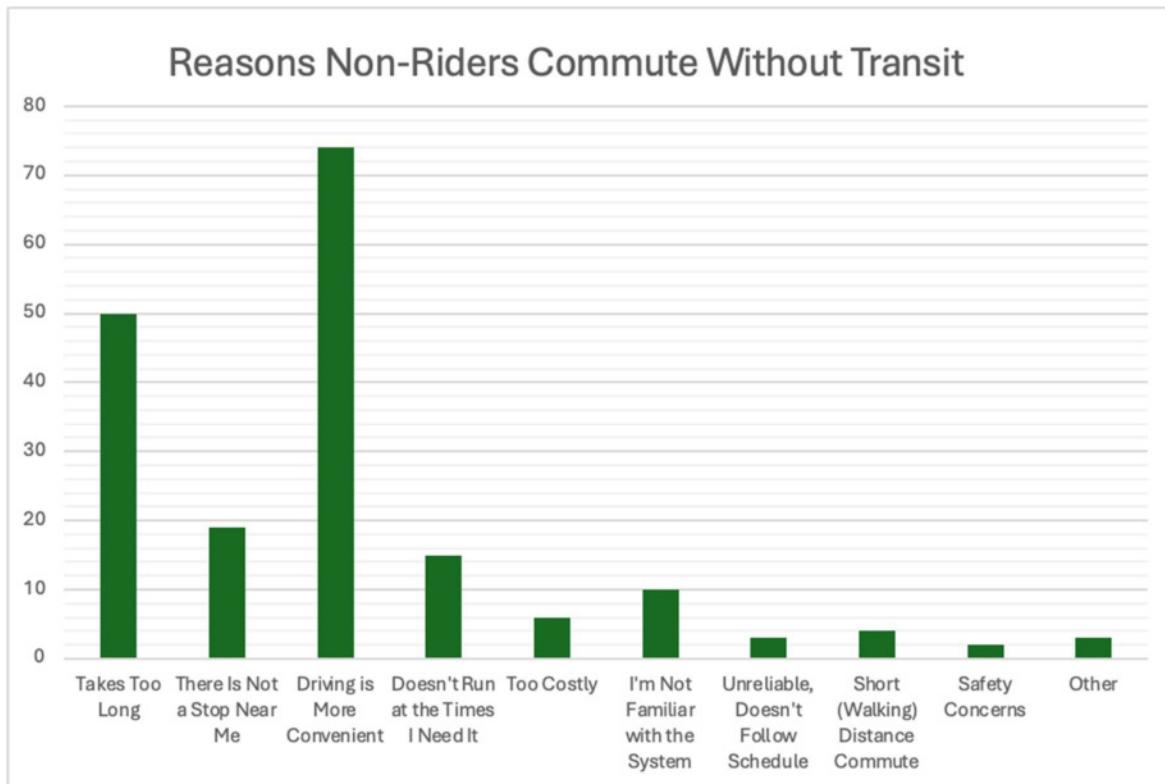
<i>Transit Lines/Corridors</i>	Rider Counts	% of Total
1	2	1.8%
3	12	10.9%
8	1	0.9%
9	1	0.9%
11	7	6.4%
12	6	5.5%
27	2	1.8%
47	2	1.8%
48	1	0.9%
51	2	1.8%
55	6	5.5%
57	3	2.7%
61	1	0.9%
62	5	4.5%
68	1	0.9%
91	7	6.4%
103	3	2.7%
E1	4	3.6%
E2	4	3.6%
W1	1	0.9%
W3	3	2.7%

<b>W6</b>	2	1.8%
<b>W8</b>	4	3.6%
<b>8/46/55</b>	1	0.9%
<b>47/48</b>	8	7.3%
<b>51/52</b>	2	1.8%
<b>51/52/57</b>	1	0.9%
<b>61/62</b>	4	3.6%
<b>114A/114B</b>	5	4.5%
<b>W2/W3</b>	9	8.2%
<b>Total</b>	<b>110</b>	<b>100%</b>

Rider Counts for Second Line/Corridor Taken to Work:

<i><b>Transit Lines/Corridors</b></i>	<i><b>Rider Counts</b></i>	<i><b>% of Total</b></i>
<b>1</b>	2	9.5%
<b>12</b>	1	4.8%
<b>47</b>	2	9.5%
<b>91</b>	1	4.8%
<b>W2</b>	1	4.8%
<b>47/48</b>	7	33.3%
<b>47/91</b>	1	4.8%
<b>61/62</b>	1	4.8%
<b>103/114A/114B/W2/W3</b>	2	9.5%
<b>W2/W3</b>	3	14.3%
<b>Total</b>	<b>21</b>	<b>100%</b>

## Non-Riders



(134 Individual Respondents, Multiple Answers Possible Per Respondent)

*Authored by Bob Danton, RIDE Policy Manager  
and Samuel Strait, RIDE Policy Associate*

**Bob Danton** serves as RIDE's Policy Manager, leading policy and data analysis efforts. They oversee RIDE's white paper and report production, open data maintenance, and act as the chair of RIDE's member-led Policy Committee. Prior to joining RIDE, Bob served as the Project Manager for the Center for Equitable Transit Oriented Communities (CETOC) and the University of New Orleans Transportation Institute (UNOTI), facilitating cutting-edge research into the transit and transportation problems and solutions of today and tomorrow. Bob holds an MS in Urban Studies and a Graduate Certificate in Geographic Information Systems (GIS) and has published in journals including Cities, Journal of Planning Education and Research, and Journal of Transport Geography. As a researcher-activist, they believe spatial analysis is a powerful tool for uncovering patterns of inequity in mobility and access across urban fabrics. As a regular rider, you may see Bob on routes including the #55 Elysian Fields bus, the #49 Riverfront streetcar, and the Algiers Ferry. You can contact Bob at [bob@rideneworleans.org](mailto:bob@rideneworleans.org).

Samuel Strait (Sam) joined RIDE as a Policy Intern in the summer of 2024 while completing a Capstone Experience credit toward his Bachelor of Arts in Environmental Studies (Social Sciences Concentration) from Loyola University New Orleans. After graduating, he continued with RIDE as a Youth Transit Ambassador and was recently promoted to a full-time Policy Associate and Youth Programs Coordinator. Sam has lived in New Orleans since transferring to Loyola in 2021 and is originally from Colorado Springs, CO. At present, he frequently rides the #91 and #31 bus lines, as well as the Canal-City Park Streetcar (#48). Sam can be reached for inquiries or policy discussions at [samstrait@rideneworleans.org](mailto:samstrait@rideneworleans.org).

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