



# Shirani Jayasuriya

RIDE New Orleans



# What RIDE Does

Ride New Orleans works for transit riders!

We are a *transit equity* focused advocacy organization that centers the needs and experiences of transit riders. We fight for reliable, frequent, and accessible transit for everybody in our region . RIDE's vision is a New Orleans region in which taking transit – by necessity or choice – enables full access to jobs, education, health care, and other needs that ensure the equitable, thriving community that all residents deserve.

## Where:

The Greater New Orleans Region

## Community Partners:

Local nonprofits advocating intersectionality for a more equitable city and the funding to create it





## Key Stakeholders

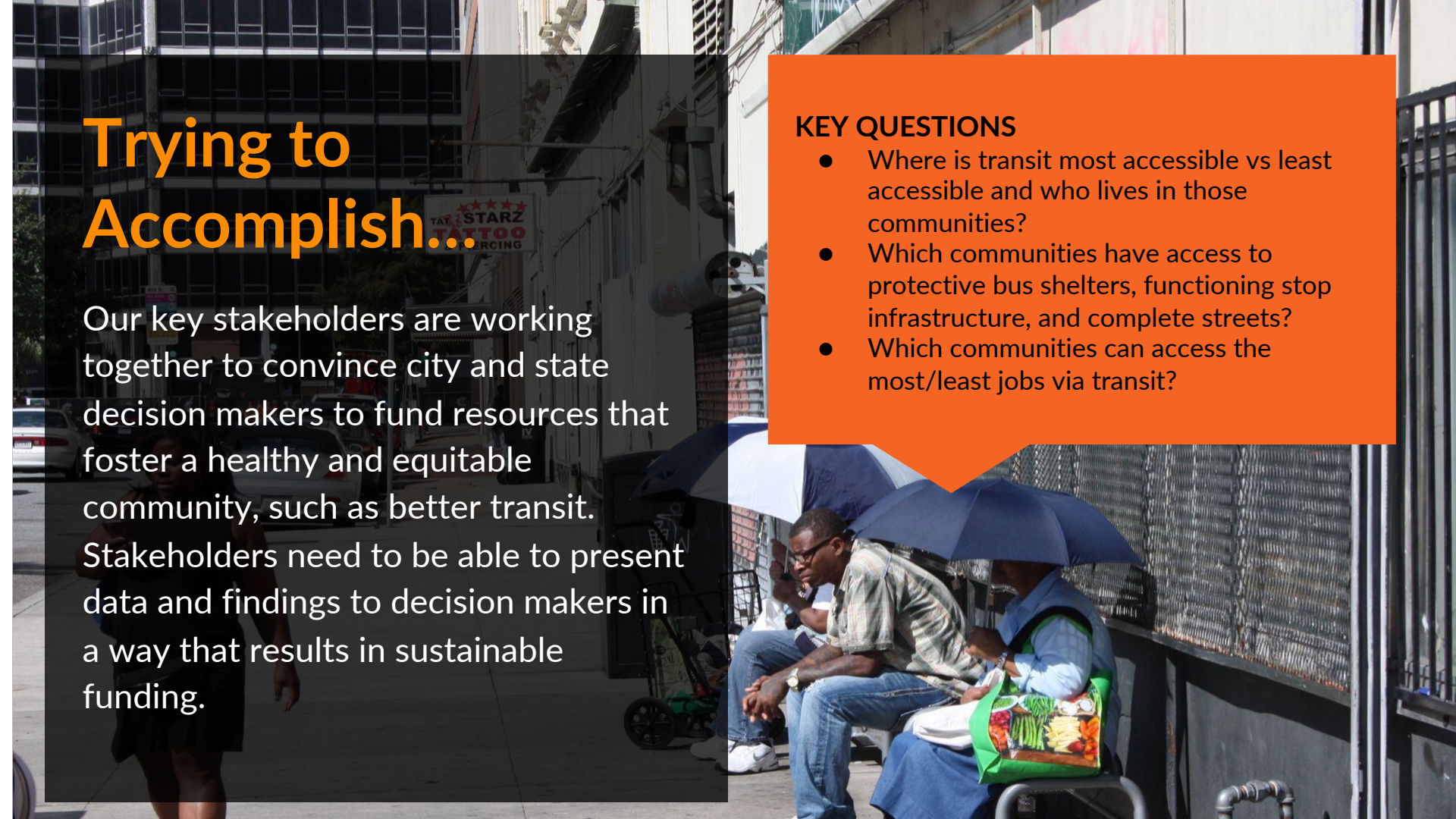
Local organizers/advocates in transit-adjacent spaces, such as Housing and Renters' Rights, Youth Services, Crime Prevention, Environmental Justice, Workers Rights, and more

# Trying to Accomplish...

Our key stakeholders are working together to convince city and state decision makers to fund resources that foster a healthy and equitable community, such as better transit. Stakeholders need to be able to present data and findings to decision makers in a way that results in sustainable funding.

## KEY QUESTIONS

- Where is transit most accessible vs least accessible and who lives in those communities?
- Which communities have access to protective bus shelters, functioning stop infrastructure, and complete streets?
- Which communities can access the most/least jobs via transit?



# How Will This Tool Help Stakeholders?

RIDE is creating an open data portal and dashboard for accessing transit and ridership data. Our aim is to make this important data readily available for transparency and accountability. This will allow transit advocates and organizers in intersectional fields the ability to download and share the data needed for their own campaigns and projects. RIDE is the only organization in our state doing transit equity work. Much of this data was created by RIDE and is not available elsewhere.



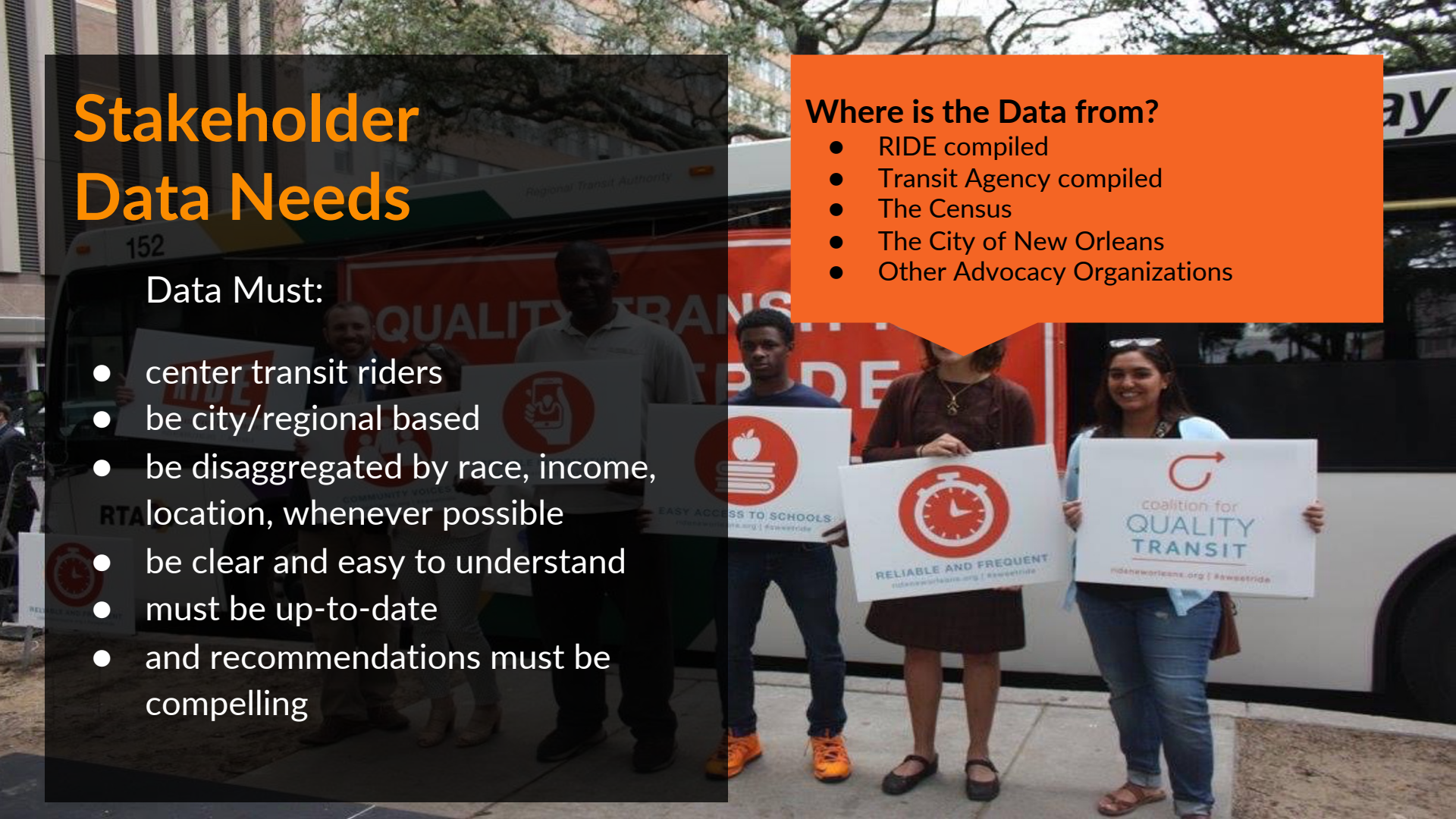
# Stakeholder Data Needs

## Data Must:

- center transit riders
- be city/regional based
- be disaggregated by race, income, location, whenever possible
- be clear and easy to understand
- must be up-to-date
- and recommendations must be compelling

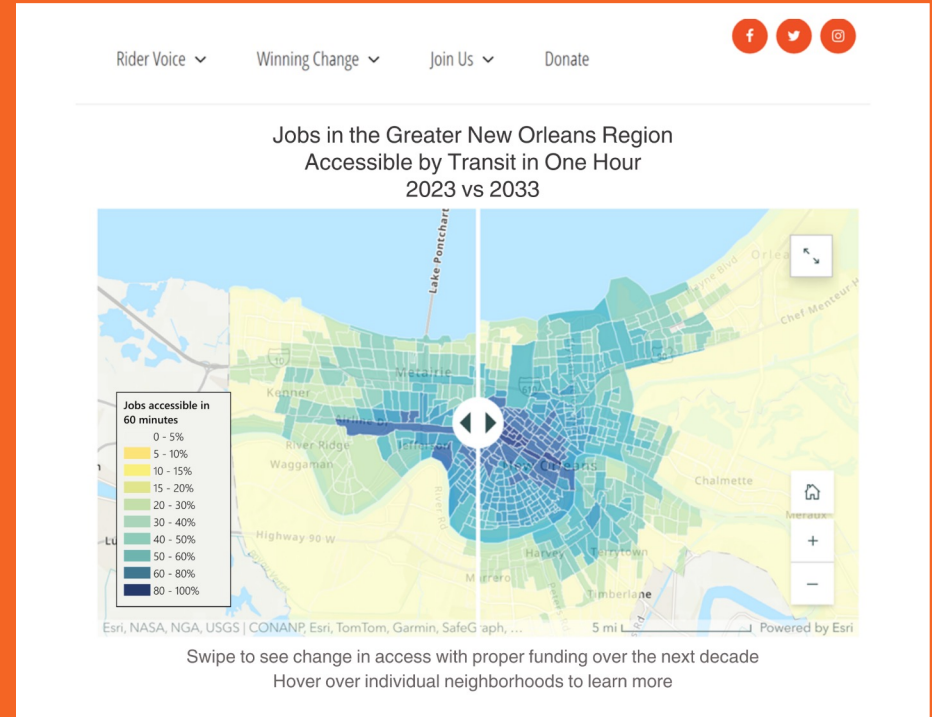
## Where is the Data from?

- RIDE compiled
- Transit Agency compiled
- The Census
- The City of New Orleans
- Other Advocacy Organizations



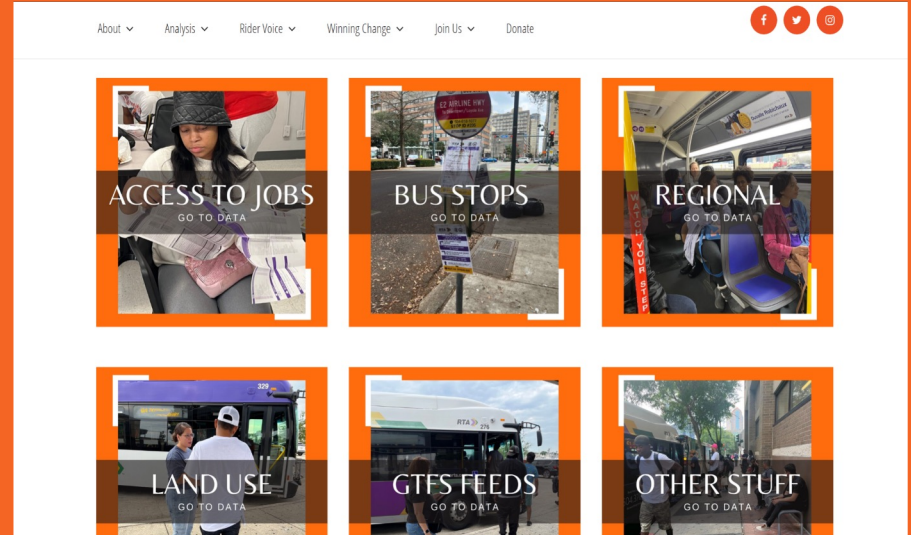
# Transit Funding is Essential

- This map (ArcGIS Story Map) swipes to show users how much proper transit funding can affect riders' access to jobs over 10 years.
- Users will be able to hover over neighborhoods to see equity data details including transit-reliance, annual income, population by race, and more.
- Data can be broken down by Parish, or by Council District– metrics necessary when vying for funding at the city/state levels.
- The color contrast makes it apparent that transit is significantly less accessible outside of metro New Orleans.



# The New Orleans Transit Equity Database

- This is the main landing page
- A one-stop-shop for updated transit data and information
- Data is separated by genre (Access to Jobs, Regional, Bus Stops, etc) as these are the most commonly requested data sets for our organization
- Users can click on each tab to access current and archived data





# Considerations

- **Easy to Share** Data is available in download/export/print formats and one-pagers so that advocates can easily use our findings for their own campaigns
- **Easy to Update** Our goal is to eventually invite our partner organizations to include their data on the portal
- **Language** Keeping language accessible so it can be more easily translated into Spanish and Vietnamese



## How Will the Data Be Used

- This data will be shared with several collectives of advocates
- It will be used for numerous campaigns across organizations
- Will be specifically important during the New Orleans budget season
- The tool will be updated quarterly as part of RIDE's work rubric



# Reflections

## Key Learnings:

- Even the most comprehensive data in the world is useless to your audience if it's not displayed properly
- Identifying your stakeholders is essential
- Must keep equity at the forefront

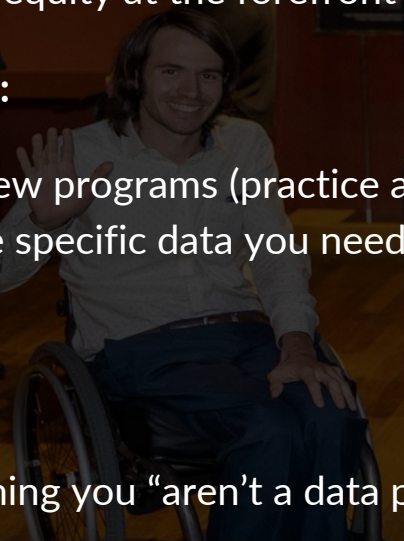
## Challenges:

- Learning new programs (practice and asking for help)
- Finding the specific data you need (looking through multiple sources)

## Advice:

- Stop assuming you “aren’t a data person”

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