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Urban Rail Initiative

North American Ties; International Reach

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Urban Rail Initiative

We are dedicated to being responsible urban neighbors, committed to public safety best practices. NOPB continues to assess operations issues and infrastructure investment options to create more fluidity and reduce congestion across our network. In 2018, we launched the Urban Rail Initiative, which was designed to be an adaptable assessment of operational, network, and community needs and strategies that can be amended as feedback trends shift. **Infrastructure and Equipment Improvements, Updated Operations Practices, and Internal and External Outreach** are NOPB's championed approaches to continue to be Good Neighbors.

Current Urban Rail Initiatives:

Network Fluidity and Safety:

- Lease of eight new GATX locomotives
 - 40% reduction in Nox
 - 50% reduction in particulates
 - 25% reduction in greenhouses gas
 - 25% reduction in fuel consumption
- Installation of automatic rail switches to reduce train stoppage times and congestion
- Installation of air system to reduce blockage times at Children's Hospital and Audubon's The Fly crossings

Community and Public Affairs:

- Creation of www.railnola.com with a dedicated community section designed to keep the public informed regarding project news, upcoming events, and industry information
- Hiring of a Manager of Community Affairs and Outreach to facilitate meetings, dialogue, and build rapport with community groups and local and state governments
- Addressing urgent, real-time calls from the community, NOPB utilizes an urgent call handling Customer Relationship Management (CRM) service to monitor its system-wide railroad crossing emergencies, inquiries, and concerns
- Railroad Safety Education in K-12 schools in partnership with Operation Lifesaver of Louisiana (OL of LA)
- Engaging and consistent social media presence
- Outreach and seasonal events (including quarterly SBE Vendor Informationals and Holiday Classics at the Roundhouse)



Railroad Safety Education: In 2020, NOPB partnered with Operation Lifesaver of Louisiana to bring railroad safety education to Louisiana K-12 schools, workplaces, driver education schools, and truck driving schools.

Future Projects and Opportunities

- Consolidated Rail Infrastructure and Safety Improvements (CRISI) Grant Award for the New Orleans Gateway Rail Fluidity and Capacity Improvements Project.