



MINUTES
REGIONAL TRANSPORTATION AUTHORITY
AUGUST 19, 2015

- I. **CALL TO ORDER:** The regular meeting of the Regional Transportation Authority Board of Directors was held in the meeting room at Music City Central, 400 Charlotte Avenue, Nashville, TN on Wednesday, August 19, 2015. A quorum was established and the meeting was called to order at 10:00 a.m. by Chair Kim McMillan, Clarksville Mayor.
- II. **APPROVAL OF MINUTES:** Chair McMillan entertained a motion to approve the minutes of the June 17, 2015 meeting. Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous with one abstention.
- III. **PUBLIC COMMENTS:** Chair McMillan opened the floor for public comments and recognized the following members of the public:

Jo Ann Graves with Transit Alliance of Middle Tennessee

Ms. Graves updated the Board on recent activities in the transportation field. The Nashville Chamber of Commerce did their kick-off last week of Moving Forward, a transit focused group with three committees – Finance, Route, and Public Engagement. These task forces will be meeting over the next several months and anticipate having their report back next summer. The coordinating committee is being chaired by Gary Garfield, CEO of Bridgestone. The Chamber is asking for people to participate in these committees. If you have an interest, please call the Chamber of Commerce. Transit is tracking right up there with education as one of the most important issues facing not only Nashville but our region. It is an issue that will impact our long term livability and economic development.

Continuing, Ms. Graves reported to the Board that the Transit Alliance is having another Transit Citizen Leadership Academy (TCLA) class that will be starting September 10. We are looking for people who want to attend. This academy takes place at Lipscomb University from about 4:30 p.m. to 6:30 p.m. Please think about people in your region who you would like to participate in this class.

Also, the Transit Alliance and Cumberland Region Tomorrow (CRT) are partnering with Nashville MTA to do a community outreach to the nine counties that surround Nashville for the nMotion process.

- IV. **MARKETING REPORT:** Committee Chair Gerald Herman, City of White House Alternate, reported that the Marketing Committee met on August 11th. Ms. Patricia

Harris-Morehead, Director of Communications and Marketing, presented the marketing report. Here are a few highlights from that report:

- July 4th Event: Ms. Morehead and her staff heavily marketed the event through news releases, social media posts, updates on the MTA and RTA web sites, and developed and posted informational stickers. All 950 Music City Star train tickets were sold out within the first two weeks of the launch date.
- Wilson County Fair: Staff has and continues to promote the Wilson County Fair train service. The train was scheduled to run on only two days of the Fair, August 15th and 22nd. There were 158 tickets sold for the August 15th train. Tickets are still available for this Saturday's train. For \$21.00 anyone over 13 years of age can receive a round trip ticket on the train along with an all-day admission to the fair. Children 5 and under are free.
- The Titan Game Day Express: From our last month's discussion we had concerns about the shortfall of ticket sales on the Music City Star for the Titan Football Game Day Express. At our request, staff sent a letter to the Titans seeking assistance. Although staff received a prompt and polite acknowledgement, follow up inquiries from staff received no assistance.

However, we do have great news to report from another source. MillerCoors approached staff and showed an interest in an NFL promotional campaign on buses. Staff was able to get MillerCoors to consider advertising on the Music City Star. Currently, a contract is under review that would cover the operational expenses for the Music City Star for all eight home games in exchange for advertising their product with a train car wrap, signage inside the train, at train stations, and on transit buses. Also, we just found out this morning that there will be free rides on the train for all games. This would allow non-Titan ticket holders to be able to enjoy the spirit of the game at locations in Downtown Nashville. Discussions are also under way with MillerCoors to sponsor the New Year's Eve express and possibly an NHL All Star Game campaign. Chair Herman then presented the following action item:

- a. **Proposed RTA Advertising Policy (A-15-011)**: Currently, staff can seek the assistance of the Nashville MTA Advertising sales contractor through an assignability clause Nashville MTA inserted into the advertising contract that allows them to extend terms to the RTA at the board's discretion for selling advertisements on RTA equipment and/or property. Due to the fact that representatives from two national firms are interested in entering into more advertising and/or sponsorship opportunities with the regional authority, we recommend the Board adopt an RTA system advertising policy similar to the Nashville MTA's policy as follows:

PROPOSED RTA ADVERTISING POLICY

The Regional Transportation Authority of Middle Tennessee (RTA) recognizes that it has available space that can provide messages to the public. Advertising may be used to raise revenue to aid in the support of its mission, provide information about services available to the public, and enhance the RTA's

standing in the community. Accordingly, the RTA Board of Directors adopts the following policies with respect to advertising.

1. It shall be the policy of the RTA to prohibit all public issue advertisements that tend to promote or inhibit the promotion of causes and beliefs; that in furtherance of this policy, all advertisements shall be limited to public announcements and advertising related to the advantage of a product, business or service.
2. NO political or political campaign advertisements are allowed.
3. NO tobacco advertisements are allowed. Alcohol products are accepted with the provision that each sale of exterior advertising be sold as a package with an accompanying message regarding its proper use.
4. Donated space for Public Service Announcements is limited to interior signs only. Public Service Announcements are defined as: An announcement or advertisement by a not-for-profit organization or government agency which explains a public service provided, or announces an upcoming event which aids the community. It also includes an announcement or advertisement by a for-profit organization which explains a service provided for the benefit of the community or announces an upcoming event which aids the community.
5. The RTA reserves the right to disapprove of any advertising that is false, misleading, deceptive, and/or offensive to the moral standard of the community, or contrary to the best interests of the Transit Authority. All proposed advertisements and Public Service Announcements must be submitted to designated transit personnel for the RTA's approval. Such submission shall be in finalized form (with copy and images complete).

Chair Herman reported that the Marketing Committee reviewed this policy and is recommending that the RTA Executive Board approve the adoption of this policy. Proper second was made and the vote of approval was unanimous.

V. **OPERATIONS REPORT:** Chief Operations Officer India Birdsong reviewed the monthly operations reports for the month of March with the following notes:

- a. **Monthly Operating Statistics (I-15-010):** Ms. Birdsong noted that typically we have four corridors of service, the North, Northwest, South, and Southeast. In her reports she will be hitting the highlights with the full information included within the Board's book. On the positive side, she noted that ridership is up when comparing June 2015 to June 2014.

Month-over-month our two highlighted routes in the northwest would be the #89 Springfield/Joelton Express which is up 7.8% and, the #94 Clarksville Express which is up 15.7%. We are working with Gray Line in order to add a fourth run to the Clarksville route and we hope to have that in place within the next month.

On the downside, ridership is down in the southeast corridor 24.7% and that decline is attributed to the #91 Franklin Express that lost a Park-and-Ride Brentwood location. Park-and-Rides are a huge attribute to transportation. We are working hard to solidify a Park-and-Ride in the neighboring areas.

The #86 Smyrna / La Vergne Express is down 21% due to the loss of their Park-and-Ride.

Overall, all the other RTA express bus routes remain steady with no significant ridership decreases month-over-month June 2014 to June 2015. Total bus riderships are steady with 0.7% year-over-year. Ms. Birdsong noted that concrete Park-and-Ride areas seem to be one of the best ways to attract new ridership for going into downtown Nashville.

The Music City Star has really picked up month-over-month by 11.2% and we are averaging about 87 passengers per trip with 116 passengers per revenue hour (explaining that this is anything that is not dead-heading, these are in-service trips). The Friday evening trip continues to do well averaging about 150 passengers for that trip.

Overall, RTA bus and rail is up 4.6% June 2014 to June 2015 month over month. Taking an overall look at the RTA railroad, bus, and vanpool, we are up in all categories.

Ms. Birdsong then reviewed the proposed service improvements and adjustments for fall 2015 service changes as presented in this information item:

- b. **Fall 2015 Service Changes (I-15-011):** Proposed service improvements and adjustments for the fall 2015 service changes:
- **Route 86X – Smyrna/La Vergne Express:** In July of this year, the Park-and-Ride location at La Vergne’s Veterans Memorial Park was removed because the City needed to use the facility during its regular sports season. RTA was unable to secure another Park-and-Ride location in the area so bus stop signs were installed on the road along the stretch of the route through La Vergne. However, minor time adjustments to the schedule needed to take place to better reflect the route times with the removal of the Park-and-Ride.
 - **Route 87X – Gallatin Express:** The Greensboro North Transit Ready Development was recently completed in Gallatin. The development is located at the intersection of Harris Lane/Green Lea Blvd. and Enterprise Drive in Gallatin. The plan is envisioned as a walkable village that will capitalize on its proximity to Volunteer State Community College and will accommodate a mix of uses including commercial, office, a variety of housing options, and open space. As part of the project, a new Park-And-Ride facility was developed in coordination with RTA to serve the Gallatin express bus route. The facility is now finalized and RTA will start serving the location for the fall.

In order to accommodate the Park-and-Ride change, the current Park-and-Ride location at the Farmers’ Market will be removed from the route. Additionally, minor changes to the schedules will be made to reflect the relocation of the Park-and-Ride.

- **Route 91X – Franklin Express:** *(pending)* A proposal to reduce the number of trips from six to four (two in the morning to Nashville and two in the afternoon to Franklin) was planned and is reflected in the tentative FY 2016 budget. However, due to Congested Mitigation Air Quality (CMAQ) funding award notification, service elimination changes are currently pending, and will be confirmed by the Board meeting in September.
- **Route 96X – Murfreesboro Relax & Ride:** *(pending)* A proposal to eliminate a mid-morning trip from Nashville and an afternoon trip from Murfreesboro was planned and reflected in the tentative FY 2016 budget. However, due to CMAQ funding award notification, service elimination changes are currently pending, and will be confirmed at the Board meeting in September.

Motion was made and properly seconded to adopt the service changes for Route 86X and Route 87X. The vote of approval was unanimous. (The two pending service changes will be brought back to the Board in September.)

VI. FINANCE & AUDIT REPORT: Committee Chair Sumner County Executive Anthony Holt reported that the committee met. For the most part, our partners stepped up and funded the additional money required to keep the services in tack. CEO Steve Bland is still working with a couple of our members so that we are in compliance and can move forward. He then presented the following action items to the Board:

- a. **Annual Resolution for Grant Authorization (A-15-012):** The Regional Transportation Authority (RTA) has the authority to receive federal, state and local financial assistance for transportation projects. In order for RTA to apply and receive federal funds, RTA must comply with Federal Certifications and Assurances and annually submit compliance with these terms.

The adoption of this resolution authorizes the application for 5307 funding and State/local match, when it becomes available; the application for 5337 capital dollars and State/local match; the submittal of the applications for State Operating Assistance and STP funds; and, the submittal of applications and execution of contracts for any other federal, state, or local grant funding that may become available during the fiscal year 2016 for the benefit of RTA.

Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous.

- b. **General Contractor Services (A-15-013):** Based upon results of the solicitation and evaluation processes, the Finance and Audit Committee recommend the Board to give the Chief Executive Officer authority to enter into an Indefinite Delivery, Indefinite Quantity Task Order Contract with Stansell Electric for a three (3) year term at a price not to exceed \$300,000 over the life of the contract.

Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous.

- c. **Fare Increase for Regional Bus & Rail Services (A-15-014):** The Finance and Audit Committee recommend to the Board the approval of the proposed RTA fare increases as presented within this action item with the fare increase to be implemented on September 28, 2015 as a part of our regular semi-annual system changes in order to cover increased operating costs and anticipated reductions in grant funding.

Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous.

VII. CEO'S REPORT: CEO Steve Bland reintroduced COO India Birdsong and then reported on the following projects:

- **HAMILTON SPRINGS PROJECT:** The design has been completed and it should be ready to go out to bid within the next month. We have also met with the developer to start finalizing the memorandum of understanding. As a reminder, we were able to obtain grant funding for part of this project and anything beyond that, the developer has agreed to pick up the expense. We expect to be back to the Board within the next two months on the memorandum of understanding with the developer. It will probably be October, maybe November, that we will have a construction award recommendation for the of station project.
- **Mt. Juliet:** We have been working closely with Mt. Juliet and have a request for qualifications out on the street for joint development at the Mt. Juliet Station site where the RTA actually owns property. Even though it is very early, we have had expressions of interest from three developers.
- **Greensboro North Park-and-Ride:** A soft opening is scheduled in the next few weeks and then we are working with Mayor Brown on a ribbon cutting ceremony on September 2nd.
- **Partnership with Cumberland Region Tomorrow (CRT) and Transit Alliance (TA):** We are partnering with CRT and TA to do a ring county outreach. We have had pretty extensive outreach on the nMotion strategic plan in Nashville and Davidson County. We have had a good amount of online presence from the outer county residents, but we want to extend our presence in the outer counties through this partnership. To encapsulate what they are hearing, one respondent remarked, "... make it faster than my car and I will use it and so will everybody else."
- **The Governor's Listening Session:** CEO Bland expressed his appreciation for all the mayors who participated last week in this event. In Nashville, transportation was highlighted without needed comment from CEO Bland or MPO Director Michael Skipper.
- **Other Transit Agencies in the RTA District:** We are starting to meet with the other transit agencies in the RTA district. As needs are coming up through the planning process and the nMotion process, it is those connections in the outer areas that will be needed to make transit solutions work within the local areas. For example, we can implement reverse commute, but we must think about what happens when the rider gets to that parking lot. We need to improve the seamlessness of those connections.

- **The Northwest Corridor Study:** This is ongoing. We have advisory committee meetings scheduled in the next couple of weeks and the consultants have started to really narrow down focus among corridor projects. This continues to go well and remains on schedule.
- **The Nashville Chamber:** The Nashville Chamber kicked off their Moving Forward initiative and they are engaging the regional chambers. Having Bridgestone's leadership in that process is going to be very critical. This has been very positive. The Chamber is working closely with MTA/RTA and with the MPO on making sure that it's a targeted advocacy.

VIII. CHAIR'S REPORT: Chair McMillan stated that much of what she had to say has been said by others, but she wanted to highlight again several things. She thanked each and every one for their help and assistance as we have moved forward with this tedious process of dealing with our budget this year and how we are going to address all of the needs with the funding that we have.

Chair McMillan also reiterated what Jo Ann Graves brought forward, the importance of transit to all of our constituents that we represent. Traffic, road congestion, and the condition of the roads seems to be the biggest problem that we hear and because of that, it is so important that we all participate with the Governor and TDOT and his staff as the Governor travels the state to put forth a needs assessment.

In closing, Chair McMillan encouraged everyone to stay engaged with this process. This is a problem that is not going to get solved if we don't get in there and help try to find the solution and address the problem.

IX. OTHER BUSINESS: Mayor McCullough thanked Ms. Patricia Harris-Morehead and her team for working with the agency for MillerCoors who will be sponsoring the upcoming season of the Game Day Express.

X. ADJOURNMENT: The meeting was adjourned at 10:32 a.m.

Respectfully,

Paula Mansfield
Governor's Appointee
RTA Secretary