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PRESS RELEASE

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FURTHER INFORMATION:

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RTA announces rebranding to WeGo Public Transit *Middle Tennesseans now have a unified transit system*

NASHVILLE – The Regional Transportation Authority of Middle Tennessee (RTA) is now WeGo Public Transit, creating a seamless system that is committed to connecting people to their lives and their communities throughout Middle Tennessee.

The rebranding process, which saw Nashville MTA become WeGo Public Transit in July 2018, is a major component of the nMotion strategic plan. By bringing the RTA into the WeGo brand, the region's 10 commuter bus routes, commuter rail service (now known as the Star), and public information materials such as schedules, website, and ride guides will be redesigned in a manner that is consistent with the WeGo brand already adopted in Davidson County.

"The RTA Board of Directors are excited to take this step toward making our transit options in Middle Tennessee truly regional under one system, just as we intended in 2016 when we adopted nMotion," RTA Board Chair and Wilson County Mayor Randall Hutto said.

In FY2018, the RTA provided more than 600,000 commuter service-based rides, with system-wide ridership between both services totaling nearly 10.4 million for the year.

"nMotion recognized the need to unify the system so those living in Clarksville, Murfreesboro, Gallatin, Dickson, Spring Hill, and everywhere in between could have a riding experience that was consistent, seamless, and easy to understand. The rebranding of the RTA is the first of many critical upcoming steps to bring the goals of nMotion to life," WeGo CEO Steve Bland said.

Key upcoming capital projects and service improvements coming to WeGo's regional system include:

- The purchase of 10 coach buses for commuter service;
- Rehabilitation of four locomotives on the Star;
- A complete replacement of passenger cars on the Star; and,
- Account-based fare collection system, including reloadable cards, electronic fare media, and mobile ticketing.

These improvements and more are underway. The MTA and RTA remain separate operating entities under the brand name WeGo Public Transit. For more information, visit www.wegotransit.com.

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