



MINUTES
REGIONAL TRANSPORTATION AUTHORITY
NOVEMBER 16, 2011

- 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 at 400 Charlotte Avenue on November 16, 2011. A quorum was established and the meeting was called to order at 10:08 a.m. by Chair Jo Ann Graves.
- II. **APPROVAL OF MINUTES:** Chair Graves entertained a motion to approve the minutes of the October 19, 2011 meeting. Motion was made and seconded. The vote of approval was unanimous and the minutes were adopted as presented.
- III. **PUBLIC COMMENTS:** There were no public comments.
- IV. **SOUTHEAST CORRIDOR REPORT:** Committee Chair Ernest Burgess reported that the Southeast Corridor committee met with all municipalities present. Staff presented several options that would more than double the #96X routes with the available federal funding that has been promised through CMAQ. Over the next couple of months the committee and staff will work on finalizing those route options which may even include an additional route for consideration.
- V. **NORTHEAST CORRIDOR REPORT:** Chair Anthony Holt reported that the committee is very excited as they look at splitting the #92 express service into two separate services. One would be explicitly for Gallatin and the other for Hendersonville. Stops are being considered as the areas of service are being evaluated and the committee will present a report when the routes have been defined.
- VI. **MARKETING REPORT:** Committee Chair Ed Cole stated that the committee did meet but there were no action items for the Board. He reported that the ongoing work of the Game Day Express marketing campaign has been a success. The ridership is holding and this service has proven to be a very stable program. Related to that is the Music City Star Player of the Week program in Wilson County which has now completed its second year of working with the Wilson County schools. This has provided good visibility for the Music City Star and the RTA as well as the students and schools in Wilson County.

In conclusion, Committee Chair Cole reported that they had been approached by AMEC, a consulting firm, who would like to offer some in-kind type of services for the RTA. In particular, they would like to use some of their IT capabilities to assist with some marketing studies. Of particular interest to them are the existing

Music City Star riders. Chair Cole felt that this study would be beneficial to the RTA and the details are being worked out as to how that effort will be undertaken.

VII. OPERATIONS REPORT: Portland Mayor Ken Wilber reported the following:

- The Music City Star's monthly ridership was 22,476 riders which is down slightly from last month, but there were two fewer days of service in Sept as compared to August
- The #93 - *Music City Star West End Shuttle* continues to do well, providing 6,544 riders in September.
- The # 91X - *Franklin/Brentwood Express* ridership numbers remained strong in September with an average daily ridership of 2,939.
- The ridership numbers on #92X - *Gallatin/Hendersonville Express* improved to over 3,035 in September. An additional afternoon trip added to this route is showing a positive impact on these numbers.
- The #89X - *Springfield/Joelton Express* ridership remains steady.
- The #95X - *Spring Hill Express* ridership also remains steady.
- The # 96X - *Nashville/Murfreesboro Relax and Ride* had an average daily ridership of 432 which is the highest in the past twelve month period. The four MCI over the road buses continue to be well received by our passengers.

The Nashville retail gas prices dropped slightly in September and the ridership remained steady. Looking over the twelve month history of station ridership, an increase in ridership at all five stations was noted. Fiscal year comparisons between 2011 and 2012 ridership continue to show ridership increases above 30%.

One information item was brought before the committee with proposed increase in service for the #91X Franklin/Brentwood adding a third morning and afternoon trip that will serve the Vanderbilt/West End community more directly. The #95X Spring Hill has a proposed increase in service with the addition of a second morning and afternoon trip. Public meetings were held this week and staff will provide a summary of the comments in the December committee meeting .

VIII. FINANCE AND AUDIT REPORT: Committee Vice-Chair Paul Webb reported that even though there is a deficit compared to budget there is still a favorable balance. Looking at the balance sheet there are strong receivables and the account payables are current and the line of credit has not been accessed. He then reported on the following action items:

- a. **INSURANCE BROKER CONTRACT (A-11-022):** It was the recommendation of the committee that the Board award a five year contract to CS&A in the amount of \$156,250 with an annual amount of \$31,250 for Railroad Broker Insurance Services. Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous.
- b. **FAREBOX PURCHASE (A-11-023):** It was the recommendation of the committee that the Board authorize to utilize the assignment clause from the MTA contract with GFI Genfare for the purchase of fareboxes at a cost of \$6,770 each. Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous.

IX. GENERAL MANAGER'S REPORT: Ms. Baulsir presented the following:

- a. **PROPOSED 2012 COMMITTEE AND BOARD MEETING SCHEDULE (A-11-024):** Ms. Baulsir reviewed the schedules as presented. Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous.

Continuing, Ms. Baulsir reviewed the next steps in the reconstitution process. Staff has received from each county member and city member a certified copy of their resolution to join the reconstituted RTA (25 total). Counsel Todd Presnell will file these papers along with the resolution adopted by the RTA Board in its January 2011 meeting with the secretary of state and with the Commissioner of Transportation.

At the point the papers are filed, the requirements for the governor's appointees will change. There is to be one governor's appointee from each member county. Presently, there are some counties that do not have an appointee and there are some that have more than one. A few weeks ago Ms. Baulsir asked the mayors of the counties and cities to give her any recommendations they may have for these appointments. Those have now been passed on to Commissioner Schroer. He will work with Governor Haslam to appoint the Governor's appointees for the reconstituted RTA.

Additionally, Ms. Baulsir noted that new members can now be invited into the RTA. Clarksville and Montgomery County have both expressed an interest and staff will be working with those mayors to start that process. She expects an action item at the December Board meeting related to this.

- b. **ELECTION OF OFFICERS PROCESS (I-11-011):** Ms. Baulsir reported that in accordance with the RTA By-laws a Chair/ President, Vice Chair, and Secretary are to be elected at the first regular meeting of the RTA in each calendar year. The entire Executive Committee acts as the nominating committee and will need to convene or talk in this next month and give Ms. Baulsir a list of names to be considered for nomination. These names will have to be put before the Board in the December meeting and the vote for officers will follow in the January meeting.

Concluding, Ms. Baulsir stated that staff has started the process for bidding out van pool administrator as the current contract with TMA expires in June. She has been working with Debbie Henry to include all the good work that they have done and she has encouraged Ms. Henry to bid on this contract. It is necessary to go through this process and this will be coming before the Board in the spring.

X. CHIEF EXECUTIVE OFFICER'S REPORT: Paul Ballard reported that he has been working with the committees in looking at these new services as a result of the federal funds that have been received through CMAQ. It has been a very positive experience and some of the ideas from the committee members are actually reshaping some of the proposals that were made.

He stated that staff is looking for new members to committees, or someone who would like to change from the present committee upon which they now serve to

another, or even someone who would like to be added to an additional committee. He noted that this is the time of year to do that. He encouraged anyone who has any interest in switching committees, adding an additional committee, or serving on a committee for the first time to please contact Ms. Baulsir.

- XI. **CHAIR'S REPORT:** Chair Graves reported that the Mayors' Caucus Executive Committee will hold a retreat on January 27th and they will focus on rapid transit and how to move forward with this issue. The mayors heard from Kerry Perkinson on the implications of global oil supply and pricing and from Stephanie Cox (ECotality) about opportunities to help deploy electric car charging station infrastructure at the local level. Kerry Perkinson emphasized that oil is trending down and at present consumption there will be enough for the next 30-40 years and within 36 months, it is expected that gas prices will be in the \$5 - \$6 range. The group also toured the Nissan Plant in Smyrna.

Continuing, Chair Graves noted that there is grant money currently available to put electric charging stations in the communities of middle Tennessee and if communities are interested they have until the end of December to sign a contract to have these put into place.

- XII. **OTHER BUSINESS:** Ed Cole noted that the Transit Alliance is setting up the next Transit Citizen Leadership Academy and they will have more nominees than they have spaces and will be getting to work on the third class. He welcomed any additional nominations. Mr. Cole plans to get the final list of nominees to the mayors for their review and comments. The expected date for the second class to begin will be in the second or third week of January.

Williamson County Mayor Rogers Anderson expressed his concerns over the funding of new projects/routes for the counties that have federal government support for the first three years but after the third year will require funding from local government to continue the service. He felt that constituents may not comprehend the need for public transit growth and getting their support for these projects could be challenging. Chair Graves acknowledged his concerns and stated that the retreat in January would be considering these types of issues and hoped to come back to the Board with some viable options to move forward with transit in the region.

- XIII. **ADJOURNMENT:** The meeting was adjourned at 10:47 a.m.

Respectfully,

Ed Cole

Ed Cole
RTA Secretary