



MINUTES
REGIONAL TRANSPORTATION AUTHORITY
NOVEMBER 14, 2012

- 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 14, 2012. A quorum was established and the meeting was called to order at 10:14 a.m. by RTA Board Chair Gallatin Mayor Jo Ann Graves.
- II. **APPROVAL OF MINUTES:** Chair Graves entertained a motion to approve the minutes of the September 19, 2012 meeting. Proper 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. **MARKETING REPORT:** Communications and Marketing Director Patricia Harris-Morehead reported on a number of projects on which the communications and marketing team have been working to promote RTA's transit services. One of the key campaigns has been the Music City Star Game Day Express. In addition, they have been working on marketing the new services recently approved for Sumner County and Rutherford County. In closing, Ms. Harris-Morehead distributed copies of their recent quarterly newsletter, the RTA's *Music City Star Tracks*.

Committee Chair Ed Cole noted that the results of the recent RTA marketing study of Music City Star and express bus passengers will be presented to the Committee at its December meeting with a follow-up report then to be presented at the full December Board meeting.

- V. **OPERATIONS REPORT:** General Manager of Operations and Maintenance Dawn Distler reported that the ridership numbers for the Music City Star were up with a daily ridership average of 1,053. The daily ridership numbers for the Music City Star Shuttle Service were also up with a daily ridership average of 411. All other services remained steady and the new services for Rutherford and Sumner counties have had a strong start. The ridership numbers for these new services will be reported next month. Ms. Distler noted that the Clarksville Express is being is already close to capacity. An additional run is being considered for this route and it would be covered with remaining CMAQ monies. When looking at the fiscal year and month to month comparison report, Ms Distler reported that the overall ridership for RTA is up 3.5% for the fiscal year and 1.8% for the month to month comparison of September 2011 to September 2012.

- VI. FINANCE AND AUDIT REPORT:** Chief Financial Officer Ed Oliphant gave the monthly financial reports. There was nothing of concern in the reports and the overall balances were favorable.
- VII. GENERAL MANAGER'S REPORT:** RTA General Manager Lora Baulsir gave an update on the annual dues status for 2012 and will provide another update in December. Continuing, she reminded the Board that this is the time of year for the election of officers. Ms. Baulsir noted that according to the RTA by-laws, the Executive Committee is the nominating committee for officers. She will work with the committee over the next couple of weeks to develop a list of candidates for the officers to be considered by the Board and that will be submitted to the Board at the December meeting. The actual vote is in January.
- VIII. CHIEF EXECUTIVE OFFICER'S REPORT:** CEO Paul Ballard encouraged all Board members to consider participating in at least one committee this next year if at all possible. Continuing, he reported that on October 1st of this year the number of bus trips to the surrounding counties provided by the RTA was doubled and all of these services are doing extremely well. Mr. Ballard noted that the significance of this step for this Board and for Middle Tennessee.
- Concluding, Mr. Ballard reported that Congress has passed a Positive Train Control law as a result of a couple of unfortunate crashes in commuter rail. This law requires that by the end of 2015 there be some new technology implemented and it is called *Positive Train Control*. The technology has not yet been perfected and it is an unfunded mandate. While this will have a significant cost impact of several million dollars, we have time to put the money together through our federal apportionment. Ms. Baulsir attended a conference on this in September and will give a briefing to the Board in January with more details.
- IX. CHAIR'S REPORT:** Chair Graves reported that the recent transit symposium was excellent and she thanked Michael Skipper of the MPO for organizing the event. Additionally, she extended her appreciation to Mayor Karl Dean for his participation as well as Commissioner Schroer (who was not at this meeting) for his participation. In closing, Chair Graves welcomed the returning mayors who had won their re-election bids and noted her appreciation for their hard work and involvement.
- X. OTHER BUSINESS:** Governor Appointee Ed Cole distributed a handout with a list of the members of the third class of the Transit Leadership Academy that graduated a week ago. He stated that the nomination process for the fourth class will begin just after the first of the year.
- XI. ADJOURNMENT:** The meeting was adjourned at 10:43 a.m.

Respectfully,

Ed Cole

Governor Appointee
RTA Secretary