



Winter 2014

## Ring in 2015 with Ryan Seacrest, Music City Star

If you're heading to the New Year's Eve Bash on Broadway, ride the train and leave all driving and parking worries at home. The New Year's Eve Excursion Train will be making stops at all five outlying stations before pulling into Riverfront at 7:30 p.m. on Wednesday, December 31. The return train will leave Riverfront Station 30 minutes after the fireworks show ends.

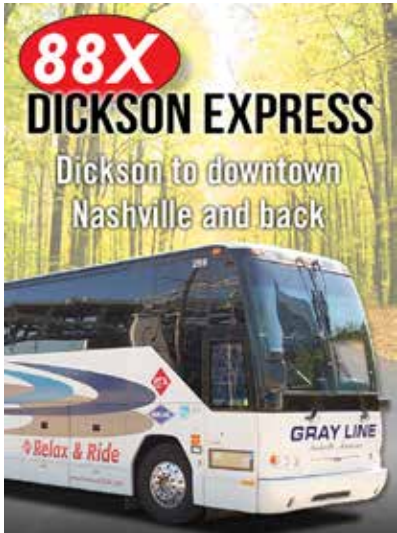
This year's Music Note Drop at midnight will be broadcast live as part of "Dick Clark's New Year's Rockin' Eve" hosted by Ryan Seacrest. Each year the New Year's Eve Excursion Train has been a sell-out, so it is recommended that you purchase tickets early. Due to last year's popularity, RTA has increased the number of available tickets from 400 to 650. Visit [musiccitystar.org](http://musiccitystar.org) to purchase, or call Customer Care at (615) 862-5950 for more details.



## Dickson bus service begins in January

A new weekday express bus service for Dickson area commuters will begin in early January. Two morning and two afternoon return trips will be offered Monday through Friday between the Dickson Walmart, located at Beasley Drive and Highway 46, and Music City Central in downtown Nashville.

The RTA worked closely with City of Dickson Mayor Don Weiss, Jr., and Dickson County Mayor Bob Rial, both RTA Board Members, to develop a pilot project last spring to test interest and need among area drivers. Average ridership was more than 69 passenger trips a day, indicating a strong demand for the service.



"Bringing new services to meet the transit needs of Middle Tennessee is what our agency hopes to do more of in the future," RTA Chief Executive Officer Steve Bland said. "Thanks to Mayor Weiss and Mayor Rial for their support and assistance in making this new commuter route a reality."

The new Dickson service brings the number of regional bus routes funded by the RTA and operated in Middle Tennessee to 10.

## RTA teams up with Cumberland, MTSU athletic programs

The Music City Star and Rutherford County express bus routes are getting a boost in promotions this fall and winter thanks to RTA partnerships with two area university sports teams.

Through a contract with Cumberland University, the Music City Star logo and Game-Day Express ads have been featured in the Bulldogs' football programs and soccer team game-day handouts. One athlete is chosen as the "Music City Star of the Game" which is announced at every home game and featured in post-game news releases.

RTA route 84X and 96X were prominently featured on the MTSU Blue Raiders Sports Network during football season. A series of 30-second radio spots aired during all game broadcasts, and a "Stress-Free Drive of the Game" video played during home games at the start of each Blue Raider drive.

Both partnerships will continue with winter and spring sports, and include advertisements in game programs for men's and women's basketball and baseball.

## Music City Star, City of Lebanon partner on Black Friday shopping spree

Lebanon and Wilson County officials hosted a reverse commute shopping day on November 28 for those riding the Music City Star from Nashville. Lebanon Mayor Philip Craighead and local businesses wanted to take advantage of the free rides being offered on Fareless Friday to entice shoppers to do their holiday bargain hunting in Wilson County. Special coupons, dining discounts and other shopping incentives were offered by merchants on Lebanon's Historic Square, from The Mill and Lebanon Premium Outlets mall. Complimentary transportation was provided for passengers from the Old Train Depot to their shopping venues. Also, free showings of the movie "Elf" were played at the Capitol Theatre, and Santa Claus was on hand taking Christmas requests from kids of all ages.



## NEWS & NOTES

### Several RTA Routes set record for Fareless Friday rides

The Regional Transportation Authority of Middle Tennessee's three Rutherford County routes, the 84X, 86X and 96X, and the 93 Music City Star West End Shuttle saw a combined 97 percent jump in Fareless Friday ridership. Passenger trips increased from 96 in 2013 to 190 in 2014 for the four routes. The Music City Star recorded nearly 1,000 passenger trips for the day. This is the second year that RTA and MTA, along with the Clarksville Transit System, have offered no-cost rides on the traditional first shopping day of the holiday season.

### RTA/MTA to Launch strategic plan next year

At November board meetings of the RTA and MTA, CEO Steve Bland said a new Regional Strategic Plan initiative for both agencies will likely be announced in early 2015. The consulting firm of Nelson/Nygaard will guide the process, which will include an extensive and interactive community outreach component. The Plan is expected to take nine months to a year to complete.

### New contract for Greensboro North Park & Ride

At its December 10 meeting, the RTA Board voted to award a new construction contract for the planned Park & Ride Lot in Gallatin. Knestric Construction will be tasked with completing the project at a contract cost of \$831,373. The original contract was cancelled in September after delays related to soil compaction issues on the site.

### RTA Executive Committee recommends 2015 slate of officers

New officers for the RTA Board will be elected at the January 21 meeting. Following are recommendations from the Executive Committee's session earlier this month: Chair: Mayor Kim McMillan, Clarksville; Vice-Chair: Mayor Randall Hutto, Mt Juliet; Secretary: Paula Mansfield, Rutherford County Governor's Appointee.

## Nashville to Clarksville service focus of NW Corridor Study

Planning meetings are underway for the launch early next year of the Northwest Corridor Transit Study to identify route alternatives in Montgomery, Cheatham and Davidson counties. A consulting team led by Parsons Brinckerhoff is planning to present five corridors for public consideration and comment at community engagement meetings in Clarksville, Ashland City and Nashville. Current alternatives include rail and dedicated bus rapid transit lanes along existing state routes. The first round of community meetings is tentatively planned for March 2015.

## Game-Day Express to operate December 28

Fans can still support the Tennessee Titans at the remaining home game by riding the Music City Star for a stress-free commute to LP Field.

Game-Day Express tickets are available for Sunday, December 28, when the Titans host the Indianapolis Colts. Kickoff is at noon.

Tickets can be purchased on the train (\$20 on game day - cash only) or in advance (\$15 for single-game tickets) by phone, mail or in person at the Lebanon Chamber of Commerce, Lebanon City Hall, Mt Juliet City Hall, Music City Central or Riverfront Station. Visit [musiccitystar.org](http://musiccitystar.org) for more details.

