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 June 15, 2011. A quorum was established and the meeting was called to order at 10:03 a.m. by Chair Jo Ann Graves.

II. **Approval of Minutes:** Chair Graves entertained a motion to approve the minutes of the May 18, 2011 meeting. Motion was made and seconded. The vote of approval was unanimous and the minutes were accepted.

III. **Public Comments:** There were no public comments.

IV. **East Corridor Report:** Committee Chair Philip Craighead reported that the committee discussed the Hamilton Springs project and that after the presentation today, the Board would be asked for a resolution of commitment concerning a train stop at this development.

V. **Marketing Report:** Committee Chair Ed Cole reported that the July 4th train event is close to being sold out. He noted that the efforts of the marketing and communications team continue to be excellent and then presented the following action item:

a. **Game Day Express 2011 Pricing Strategy (A-11-008):** The pricing structure for the Game Day Express, which is operated by the RTA using the Music City Star, has been discussed by staff and a recommendation for the 2011-12 season was brought to the committee. The recommendation for the 2011-12 NFL season is to revamp the pricing strategy and offer incentives for customers to purchase tickets, to purchase them earlier, and to purchase more of them. This strategy takes into consideration the current labor dispute between the NFL players and owners and the resulting uncertainty surrounding the 2011-2012 season.

   Additionally, looking ahead to the 2012-13 season, staff recommends a pricing plan that will reduce the price of season tickets, create a family pass for a family of four and a 4-friends
season pass, as well as an early buy discount. Further details are outlined within the action item.

This pricing strategy was bought to the committee in the form of a recommendation. Proper motion to adopt this pricing strategy was made by Mayor Foster and seconded by County Executive Holt.

During discussion the question was asked by Williamson County Mayor Anderson if RTA is subsidizing this service in any way. In prior years the service has come close to break-even and with this new price structure, and increased marketing efforts, we anticipate making a small profit from the service this year. There was no further discussion and the motion to adopt was approved unanimously.

VI. **Operations Report:** Chair Howard Bradley reported that in the operating statistics there were two fewer service days in April versus March. However, this did not impact passenger numbers when compared on a daily average. Reporting on the Music City Star and its connecting bus service he noted:

- For the second month in a row the Music City Star had record ridership with 24,166 total trips and an average of 1,151 which is an increase of 50 trips per day. This is the second highest ridership in the past 12 months. Ridership continues to climb as gas prices rise. This is especially noteworthy with the current fuel hedging price of $1.88 per gallon paying dividends.
- The Donelson Station showed an increase of 360 boardings over the prior month and the 12 month history illustrates ridership at all stations continues to increase.
- The route #93 Music City Star West End Shuttle also continues to increase with monthly ridership in April approaching 7,000.

Reporting on the commuter routes, Chair Bradley reported the following:

- The #96X Nashville/Murfreesboro Relax and Ride remained steady at 393 riders per day.
- The #91X Franklin/Brentwood Express continues to perform well increasing the daily ridership numbers in April to 124. The Lowe’s Park and Ride location has been closed for construction and staff is currently searching for an alternate location.
- The ridership on #92X Gallatin/Hendersonville Express remains steady with an average of 140 per day.
- The ridership on #95X Spring Hill Express is at its second highest in the last year with 63 riders per day.
- The #89X Springfield/Joelton Express is establishing solid numbers with an average in April of 103 trips per day and 2,161 total passengers for the month.
The overall RTA ridership for April increased 34.5% over the same period last year, April 2010. This is an increase of more than 10% over the March 2011 numbers. The Star had an increase of over 30% and the bus express and shuttle services increased at almost 39%. The fiscal year comparisons of 2010 to 2011 show an almost 11% overall increase with the bus service percentages doubling when compared to the numbers in March 2010.

Discussion continued concerning the increasing demands for these services and ways in which to meet those demands, as well as the retention of riders in the unlikely event of a significant price decrease in gasoline costs.

VII. **Finance and Audit Report:** Committee Vice-Chair Paul Webb reviewed the financial reports through May and reported that the operations report month to date had a favorable variance and the year to date report had some timing differences which are typical with government funding. Vice-Chair Webb stated that overall the year to date was very good and the accounts payable were within a 1 - 30 day range. He then presented the following action items:

a. **FY 2011 Continuation Budget for FY 2012 (A-11-009):** This action item is for a sixty day continuation budget of the current FY 2011 operating budget to allow time for revenue sources to be confirmed for the new FY 2012 budget. The 2012 budget will be presented to the committee at the August meeting.

Additionally, Vice-Chair Webb presented an amendment to the current management contract between RTA & MTA for the increased management fee based on a percentage allocation of staff time being dedicated to RTA business. This would be retroactive to July 1, 2011 pending adoption of the FY 2012 budget.

Chair Graves asked for a motion on A-11-009. Proper motion was made and seconded. Chair Graves then asked for a motion to the amendment. Proper motion was made and seconded.

Chair Graves then asked for a vote of approval of the amendment as presented and the vote to amend was approved unanimously. Chair Graves then presented item A-11-009 as amended. There was no discussion and the vote of approval was unanimous.

b. **Music City Star Liability Insurance Renewal (A-11-010):**
This action item recommends award of $29 million dollars liability insurance coverage through Lexington/Essex Insurance for a premium of $346,250. Vice-Chair Webb reported that the committee would like to make a motion to approve item A-11-010. The motion was seconded and there was no discussion or questions. The vote of approval was unanimous.
c. **RTA/MTA Contract Renewal for Regional Transit Services (A-11-011):** This action item is for MTA contracting services from July 1, 2011 through June 30, 2012 for the Murfreesboro Relax and Ride for a total of $712,315 and for the Music City Star West End Shuttle for $146,487. Chair Webb reported that the committee would like to recommend this item to the Board and Vice-Chair Webb them motioned for approval of item A-11-011. Motion was seconded and there was no discussion or questions. The vote of approval was unanimous.

d. **FY 2012-2014 Disadvantaged Business Enterprise Program (DBE) Annual Goal (A-11-012):** Vice-Chair Webb reported that the committee recommends approval of the revised DBE program plan and an annual goal of 2% for FY 2012 through FY 2014 and he made a motion for approval. This was seconded.

CFO Ed Oliphant was asked to give a briefing to the full Board. Mr. Oliphant explained that based on the Federal Transit Authority’s (FTA) regulations there are requirements for setting a disadvantaged business enterprise (DBE) goal. Starting with this year, the FTA is changing this from an annual goal to a three year goal. Staff looked at the region and what the possibilities were to have disadvantaged businesses enterprises available for work. When there are construction contracts in place with the option for subcontractors typically there would be a higher goal. However, RTA is locked into a number of long term contracts with the train, with MTA, with Gray Line, with insurance, and those types of contracts.

Much of the overall budget for RTA is tied up in these types of contracts, making it very difficult to have a high percentage of DBE participation. Over the last three years the percentages ranged from 3% – 4% with construction contracts in place for the Martha Station and other projects. Based on this, staff made a recommendation of 1½ %. Staff and the committee had good discussion on this and the committee came to a conclusion of 2%, which is a reasonable goal.

There were no questions or discussion. The vote of approval to adopt this goal of 2% was unanimous.

VIII. **Presentation of the Hamilton Springs Project:** Mr. Jack Bell of Jack W. Bell Builders, Inc. presented the background information for this project and Jay Everett, Project Manager at Lose & Associates, presented a PowerPoint presentation of the plans.

They requested a formal resolution from the Board with a commitment to stop the train at the development’s train station once it is built for the residents in the community. Discussion followed with Board members concerned that it be clearly understood that at no time would the RTA
incurred any cost in the construction of the station; that it would be the developer’s responsibility and not RTA’s to build the station.

Chair Graves then asked for a motion of intent to stop the train at this development’s station should this development occur. Proper motion was made and seconded.

There was some further discussion and it was clarified that this is a non-binding commitment. It was further clarified that this was an information item and the plan is that this will come back to the Board in August with specific language and further information that will solidify this intent.

Chair Graves then called for a final vote on the motion of intent to stop the train at the Hamilton Springs station should this development occur. The vote of approval was unanimous.

IX. **Chair’s Report:** Gallatin Mayor Jo Ann Graves reported that the *Power of Ten* symposium was a great event. She noted that there would be a reception this evening at Vanderbilt in support of transportation. The sponsors are Cumberland Region Tomorrow and Transit Alliance. She encouraged the board members to attend.

X. **Chief Executive Officer’s Report:** Paul Ballard gave an update on the member municipalities that had passed the vote for reconstitution. As of this date, there are now sixteen that have passed the vote to reconstitute and nine remain outstanding. He also reported that the 4th of July train ticket sales were doing extremely well with just under 400 tickets sold at this time out of 900 available tickets. The 20% price increase does not seem to have impacted sales and a complete sell-out is expected.

Continuing, Mr. Ballard gave a brief report on his meeting the previous Monday with the administrators of both the Federal Transit Administration and the Federal Railway Administration. The administration’s proposal is to more than double funding for public transportation, while the House of Representatives is proposing to cut the program in half. The unknown factor is what the Senate will do. He and CFO Ed Oliphant are keeping in constant contact with Senator Alexander’s office and they will keep the Board posted as things progress.

Receiving daily ridership numbers, Mr. Ballard gave an even more recent update to the Board stating that last Friday (June 10) the train broke another record with ridership at 1,455. He noted that this is the highest number it has hit thus far and just two years ago the ridership numbers were in the 600’s. While admittedly the festival in town had an impact on these numbers, experience has shown that when ridership is attracted to the train – be it snowstorm, events, traffic congestion –
generally about half of the riders attracted will be retained when the event is over. He also noted that the ridership numbers that Mayor Bradley reported for bus ridership continues to hold as with this month’s numbers.

In closing, Mr. Ballard reminded the Board that there would be no meetings in July and the regularly scheduled meetings would resume in August.

XII.  **Adjointment**: The meeting was adjourned at 10:55 a.m.

Respectfully,

Attested:

Ed Cole
Secretary