



MINUTES
REGIONAL TRANSPORTATION AUTHORITY
SEPTEMBER 19, 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 September 19, 2012. A quorum was established and the meeting was called to order at 10:01 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 August 15, 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:** Governor's Appointee Ed Cole reported that the committee received an update on marketing activities on behalf of the RTA and the MTA. The committee has had discussion on how to get a better sense of the customers of the RTA, in particular those who use the Music City Star and the express bus services. Jim McAteer presented the first phase of that assessment and gave the committee a profile of the ridership of the Music City Star. The committee decided that rather than bring that before the board today they would first compile data on all other RTA services and also present some ride comparisons with MTA passengers. The committee would like to come to the Board in November and have Jim McAteer, Director of Planning and Grants, and Patricia Harris-Morehead, Director of Marketing and Communications present that information.

Mr. Cole stated that the committee is looking ahead as we expand what we do and consider new services. We want to understand what base we have to build upon, what are the demands being placed upon us, and what are the connecting services that people are using or would like to use as we build regional connections in and out of Nashville. This will give us a good benchmark for understanding our current patterns and use of RTA service. He noted that they would like to reserve a little time on the Board's agenda in November to present this report. Chair Graves agreed to have this put on the agenda.

- V. **OPERATIONS REPORT:** Chair Howard Bradley reported that the July numbers for the Music City Star remain steady. Committee member James Fenton asked about the slight drop-off in ridership when compared to July 2011 and July 2010. Paul Ballard explained that the service is showing a leveling out of numbers and

management and staff are looking at ways to freshen up the service. These would include capital budget items such as a new locomotive and rehabbing the cars.

Continuing, Chair Bradley stated that the express bus service shows steady passenger numbers with increased ridership numbers on the #93 Star Shuttle and the #96 LaVergne, Smyrna, Murfreesboro routes. Our newest service, #94 Clarksville, is showing growth and attracting reverse commuters. The overall comparison shows a 6.1% RTA ridership increase combined with a RTA/MTA number showing a 2.2% increase.

- a. **Reduced Fares on RTA Services (A-12-019):** It had been suggested by Williamson County Mayor Rogers Anderson that we look into the feasibility of offering a discounted rate to veterans along the lines of what we do for the youth fares. The Committee recommends that the Board approve to offer reduced fares to veterans effective by January 1, 2013 if they have obtained an official veterans ID from the Department of Safety (to be made available this fall). Active military personnel can use their ID to receive the reduced benefit. There were no comments and the vote of approval was unanimous.

- VI. **FINANCE AND AUDIT REPORT:** Chair Paul Webb reported that at year end there were favorable balances in just about every category of revenue and expenses, the year end balance sheet is positive, and accounts payable are current. He congratulated Chief Financial Officer Ed Oliphant and his staff for their continued good work. They are looking forward to the upcoming audit.

Chair Webb reported on the following items:

- a. **Legal Services Contract (A-012-020):** The Finance and Audit Committee recommends that the Board approve a contract with Bradley Arant Boult Cummings for a three year period with two (2) one-year renewal options. Proper motion was made and seconded. There was no discussion and the vote of approval was unanimous.
- b. **RTA Procurement Policy (A-12-021):** The Federal Transit Administration (FTA) regulation requires that procurement policies be adopted, updated, and kept current by their governing board. The RTA procurement policy was first adopted on April 26, 2000, amended on October 1, 2004, and again on December 14, 2011.

The FTA completed RTA's first Procurement System Review (PSR) Audit in April 2012. The auditors recommended additional language for the current procurement policy for five system wide elements. The Finance and Audit Committee recommends that the Board change the procurement policy in accordance to the PSR auditor recommendations listed. Proper motion was made and seconded. The vote of approval to make the change was unanimous.

- VII. **GENERAL MANAGER'S REPORT:** RTA General Manager Lora Baulsir reported all municipalities eligible to join the RTA have received bills for their 2012 membership dues which are due by December 1, 2012. She also noted that this week marked the 6th anniversary of the Music City Star and the communications staff made themselves available to give cupcakes and bottled water to our passengers to let them know we appreciate their use of the service.

In closing Ms. Baulsir reminded everyone of the new service that starts on October 1st for Gallatin, Hendersonville, Murfreesboro, Franklin, and Spring Hill. There is a strong need for this service, the timing is great, and she noted that they will be starting seat drops on Monday (September 24) to let everyone know of the new options they will have on this service.

- VIII. CHIEF EXECUTIVE OFFICER’S REPORT:** CEO Paul Ballard reported that on Friday morning, September 14, there was a great event at Riverfront train station. The administrator for the Federal Transit Administration came to town to announce that MTA had been awarded a grant to MTA for just over \$3 million to convert the downtown circuit, which connects with the train, to electric battery power. Mayor Dean and Commissioner Schroer were also there and it was a very nice event.
- IX. CHAIR’S REPORT:** Chair Graves stated that she would forego her report as everything had been going so well.
- X. OTHER BUSINESS:** Governor Appointee Ed Cole reported that the Transit Leadership Academy is in its third session and is going well. He thanked various members of the Board for their participation and support in enabling these classes.
- XI. ADJOURNMENT:** The meeting was adjourned at 10:16 a.m.

Respectfully,

Ed Cole

Governor Appointee
RTA Secretary