



MINUTES
REGIONAL TRANSPORTATION AUTHORITY
DECEMBER 12, 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 December 12, 2012. A quorum was established and the meeting was called to order at 10:02 a.m. by RTA Board Chair Gallatin Mayor Jo Ann Graves. Chair Graves asked General Manager Lora Baulsir to introduce the newest member to the RTA Board. Ms. Baulsir introduced the new Governor's Appointee from Dickson County, Scott Ingram.

- II. **APPROVAL OF MINUTES:** Chair Graves entertained a motion to approve the minutes of the November 14, 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:** Chair Graves recognized Director of Planning and Grants Jim McAteer who gave a brief overview of a survey that was conducted in March through April of 2011. The purpose of the survey was to gather information to improve the MPO model of where people travel within the region via various forms of transportation. This report focused on the transit aspect of that. These surveys were done on week days and done in personal face to face interviews with passengers of all the services except for the RTA vanpools. This sample is statistically significant and therefore provides reliable data that can be used not only for planning but for marketing purposes as well.

Mr. McAteer reviewed the demographic results of the survey split into the two categories of train riders and express bus riders. Also included in the report was a geographic analysis of the ridership showing where they lived versus where they board for services. (This report is available upon request.)

Committee Chair Ed Cole noted that the marketing committee did meet and this report just given by Jim McAteer was the essence of the meeting and Marketing and Communications Director Patricia Harris-Morehead also reported on the marketing campaign.

- V. **OPERATIONS REPORT:** Chair Howard Bradley reported that Lora Baulsir reviewed the ridership reports for the month of October. She focused on the Express bus routes because of increases in the levels of service that went into effect October 1. We were able to double service due to additional CMAQ funding that we were awarded.

The 96X Murfreesboro service was divided into three separate routes – the 84 Murfreesboro Express, the 86 LaVergne/ Smyrna Express, and the 96 local that serves all three cities. We are about to move into Phase 2 of marketing efforts on this corridor to try to reach new riders. This will include newspaper ads in local papers, radio spots and a “how to ride the bus” video that will play on their local access TV.

The service in Sumner County also changed into two separate routes that serve Gallatin or Hendersonville. This doubled the service in their county, and we saw a [significant](#) increase in the ridership for October.

The Franklin/Brentwood Express and the Spring Hill Express each added another trip and we are getting very positive feedback [from that](#).

The Springfield/Joelton Express has kept very steady ridership since the service was started. We have been working with Margot Fosnes [at the Robertson County Chamber](#) on getting flags to place at each of the park-n-ride lots in Springfield to increase our visibility [there](#).

The Clarksville ridership has built up very [quickly](#). We have had a few days recently where we have had [the bus to be completely full](#). We have extra CMAQ money designated for this route along with local funding, and we plan to add another trip in the [very](#) near future. Last week we surveyed passengers to get their input on possible trip times.

The report on all RTA services is showing an overall increase of [about](#) 17% and the combined regional report for both MTA and RTA has [seen](#) a 9% [increase](#) over last year.

VI. FINANCE AND AUDIT REPORT: Committee member Ed Cole reported on behalf of Committee Chair Paul Webb who chaired the committee when they met. Mr. Cole reported that two items came before the committee, the CFO’s report on the monthly financials and the annual audit report on which the committee is recommending action. He asked Chief Financial Officer Ed Oliphant to report the details to the Board.

a. ANNUAL AUDIT REPORT (A-012-009): Mr. Oliphant introduced Mr. Bryan Barksdale, a partner with Carr, Riggs, and Ingram, who gave a brief recap of the report given to the committee. The Financial Statements were presented to the Board with an unqualified, clean opinion, which is the best and highest opinion. The internal controls report and the compliance reports were also presented unqualified with no findings. There were no questions.

Member Ed Cole reported that the committee’s reaction to this report was to provide a really strong statement of support, thanks and gratitude to the staff for the work that has been done to lead to this absolutely clean audit report and want to pass that along as part of the full motion to the Board. Proper motion was made and seconded and the vote of approval was unanimous.

- VII. GENERAL MANAGER'S REPORT:** RTA General Manager Lora Baulsir gave an update on the status of the annual dues for 2012. Ms. Baulsir also mentioned the group that rode the Friday night train last month from Donelson. There were about 120 in the group and had a great time and plan to do that quarterly. In addition, they entered the Donelson Christmas parade and their float was the Music City Star. She thanked Terry Bebout and his group for making this a pleasant experience for them.
- VIII. CHIEF EXECUTIVE OFFICER'S REPORT:** CEO Paul Ballard thanked everyone for the great year they have had. There have been many successes this year. The numbers of bus routes we operate have doubled, ridership is going through the roof, the train is doing extremely well and everything is being done with complete safety across the board. Mr. Ballard closed stating that he looks forward to 2013, it promises to be an exciting year.
- IX. CHAIR'S REPORT:** Chair Graves reported that the nominating committee has met and these are the slate of officers being proposed:
- Chair – Nashville & Davidson County Mayor Karl Dean
 - Vice Chair – City of Clarksville Mayor Kim McMillan
 - Secretary/Treasurer –Rutherford County Governor's Appointee Paula Mansfield
- There were no other nominations and the slate would be sent on to the January meeting when the vote would be held.
- X. OTHER BUSINESS:** There was no other business. Chair Graves expressed her appreciation to staff for their continued great work and wished everyone a happy holiday.
- XI. ADJOURNMENT:** The meeting was adjourned at 10:47 a.m.

Respectfully,

Ed Cole

Governor Appointee
RTA Secretary