



**MINUTES**  
**REGIONAL TRANSPORTATION AUTHORITY**  
**SEPTEMBER 18, 2013**

- 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, 400 Charlotte Avenue, Nashville, TN on September 18, 2013. A quorum was established and the meeting was called to order at 10:00 a.m. by RTA Chair Karl Dean, Metro Nashville and Davidson County Mayor.
- II. **APPROVAL OF MINUTES:** Chair Dean entertained a motion to approve the minutes of the August 21, 2013 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. **PLANNING REPORT:** Committee Chair Gallatin Mayor JoAnn Graves reported that last week the committee discussed planning for this region which included some discussion about hiring a consultant firm. It was decided that they would move forward and hire a consultant. The emphasis will be on connectivity for the entire region. Chair Graves invited input from the Board that she would then take back to the committee on their behalf. There was no further discussion.
- V. **MARKETING REPORT:** Governor's Appointee Ed Cole presented the report on behalf of Committee Chair Kelly Dannenfeler. Mr. Cole reported that at the committee meeting, Chair Dannenfeler challenged everyone with the goals and objectives of the comprehensive rebranding exercise for RTA services that is getting under way. That will include bringing the Music City Star and all express bus services, as well as all future services, under the same branding label. The committee will continue the discussion of that process next month. They also plan to request some time either before or after committee meetings to further define the goals and objectives for the branding. From that, the committee will work with the branding consultant and eventually will then come before the Board with their results. Mr. Cole asked any member of the Board who is not currently on this committee to contact him, Kelly, or Patricia if they would like to be a part of this work.
- VI. **OPERATIONS REPORT:** Committee Chair Portland Mayor Ken Wilber reported that the Operations Committee had a very productive meeting on Tuesday (September 10<sup>th</sup>). The fiscal year 2014 numbers are starting out on a very positive note with all four corridors reporting double digit increases compared to last July. The RTA bus express and shuttle services had another month with a double digit increase of 23%. The commuter rail and express bus totals were up 12.2% over

the same period last year. The combined public transportation numbers for Middle Tennessee show a 6.4% increase when comparing July 2013 with July 2012. These numbers are excellent considering July is a big month for vacations and many passengers enjoyed a four day weekend for the July 4<sup>th</sup> holiday.

Chair Wilber also noted that the committee had an update on the Wilson County Fair service provided in August. There were over 500 tickets sold and the faces of the children excitedly waiting with their families to board the Music City Star was something of which we can all be proud. He then presented the following item:

- a. **TITLE VI PLAN Adoption (A-13-016):** Jim McAteer, Director of Planning and Grants, brought an action item to the committee regarding the proposed Title VI Plan. The committee reviewed and discussed the proposed plan and the System-Wide Standards the FTA is requiring. The Operations Committee recommends to the Board that they adopt the Title VI Plan which includes the Service Standards and polices as presented within A-13-016. Motion was made and seconded, there was no discussion, and the vote of approval was unanimous.

**VII. FINANCE AND AUDIT COMMITTEE REPORT:** Committee Chair Rutherford County Mayor Ernest Burgess reported that the committee had a good meeting last week and a good report. This was the first month's report of the new fiscal year and expenses are well in line and we paid our accounts payable. There were no action items this month from this committee.

**VIII. CHAIR'S REPORT:** Chair Dean reported that recently the Federal Transit Administrator Peter Rogoff came to Nashville to present a ten million dollar TIGER grant for light improvements on the Murfreesboro Road BRT line that will include an upgrade to traffic signal equipment and streetscaping. This is good investment in a project for the city. The Administrator is very positive on mass transit.

**IX. CEO'S REPORT:** CEO Paul Ballard reported on his trip to Washington with Mayor Karl Dean and their meeting with Federal Transportation Secretary Anthony Foxx.

**X. GENERAL MANAGER'S REPORT:** General Manager Lora Baulsir presented the following item:

- a. **Proposed Meeting Schedule for 2014 (A-13-017):** Ms. Baulsir reviewed the proposed dates for both committee and board meetings in 2014 noting modifications and exceptions to the standard for the Board's consideration. Proper motion was made and seconded. There were just a few comments for clarification. The vote of approval was unanimous.

Continuing, Ms. Baulsir reminded the members that it is time for remittance of their annual dues. She then reported on the mock disaster drill that was held last week. We are required by the Federal Railroad Administration (FRA) to stage these drills every two years. Wilson Country representatives from Emergency Management, Fire, Police, Sherriff, K-9 and SWAT, along with Homeland Security and University Medical Center participated in the event. Students from Lebanon High School played the part of victims on the train.

This was staged half way between two intersections, a quarter of a mile down the track to present a more stronger challenge than in earlier years when they were staged at intersections. Ms. Baulsir commended Terry Bebout, Manager of the Music City Star, for having done a stellar job coordinating this event.

Ms. Baulsir reported that she has been working with Ed Cole on his Transit Leadership Summits in each of our member counties. The focus is a discussion of next steps to get support for transit in each community. Recently they met in Cheatham County and it was an exciting event with Representative Littleton in attendance along with representatives from the offices of Senators Corker and Alexander, in addition to about twenty other community leaders. There was definitely excitement in that room.

Gabriel Burgess who has been a supervisor for MTA for the past seven years and has focused on RTA for the last several years was introduced by Ms. Baulsir. He coordinates the shuttles with the train and helps with accidents and special events, doing all he can to help everything run smoothly. Mr. Burgess will now work full time for the RTA with his salary being paid from federal funding designated for public outreach. He will continue to focus on the train but will also focus on express bus service. He will ride some of the trips, survey our customers, and gather statistical data that we be helpful in making decisions in the future.

The Tennessee Public Transportation Association's conference will be held October 22-25 at the Music City Center in Nashville and everyone is invited to participate. There will be a train excursion to Hamilton Springs on Thursday, the 24<sup>th</sup>. The developers are going to sponsor a lunch that day and plans are being made to tie in a ribbon cutting ceremony for the project as well. This concluded her report.

Chair Dean asked if there were any questions or comments and Governor's Appointee Ed Cole was recognized. He noted that the County Transit Leadership Summits are kicked off with a report and a presentation by Ms. Baulsir of the RTA services that are currently offered and her report is an important part of the success of these meetings.

Continuing, Mr. Cole recognized the Director of the Metropolitan Planning Organization, Michael Skipper, who also did a nice introduction on the transit vision and on the impending northwest corridor study in which there was tremendous interest at that meeting. He thanked both Ms. Baulsir and Mr. Skipper for doing such a wonderful job.

- XI. OTHER BUSINESS:** Franklin Mayor Ken Moore noted that he had talked with Paul Ballard this morning and had asked him to give the Board some talking points about the Amp and how it affects us as a region and how this is a start of more transit options for the region. He noted that we are getting a lot of attention, that there is a lot of movement in our region now for expansion of transit and improved transit options. We are getting some national recognition from the Federal Transit Administration in the award of additional monies. He would like to propose that this body consider a resolution to support the Amp going forward. Proper motion was made and seconded. Chair Dean asked if there were any comments and

Governor's Appointee Ed Cole was recognized. He stated that he echoed the importance of doing this. The discussion of the Amp comes up every time with regard to the regional impact. Michael Skipper has done a great job drafting what is about to be released in terms of a regional map that shows how this core corridor relates to other services that exist or will exist. This is a terrific statement on behalf of the RTA for a service that has regional reach and impact even though it is an MTA project. The vote of approval was unanimous.

**XII. ADJOURNMENT:** The meeting was adjourned at 10:20 a.m.

Respectfully,

*Paula Mansfield*

Governor Appointee  
RTA Secretary