



MINUTES
REGIONAL TRANSPORTATION AUTHORITY
NOVEMBER 19, 2014

- 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 November 19, 2014. A quorum was established and the meeting was called to order at 10:03 a.m. by RTA Chair Nashville and Davidson County Mayor Karl Dean.
- II. **APPROVAL OF MINUTES:** Chair Dean entertained a motion to approve the minutes of the October 15, 2014 meeting. Proper motion was made and seconded. The vote of approval was unanimous and the minutes were adopted as presented.
- III. **PUBLIC COMMENTS:** Margo Chambers of Nashville stated that she has not received answers for her questions and asked that someone from the public communications group provide her with answers. She asked why there is a difference in the employment contract for the RTA CEO this year. She further stated that the contract for Steve Bland makes no mention of his RTA duties as compared to that of the recent Interim CEO Ed Oliphant. Continuing, Ms. Chambers noted that the RTA and the Nashville MTA each have their own legal counsel and noted that Steve Bland's contract was approved by the MTA. There were no other comments at this time and the time for public comments was closed.
- IV. **MARKETING REPORT:** Patricia Harris-Morehead, Director of Communications and Marketing, reported that she and her team have been working on the Fareless Friday (Black Friday) campaign to promote free rides on the system on November 28th. Last year there were record breaking numbers of riders on the Music City Star and large crowds are anticipated again this year. With the assistance of Lebanon Mayor Craighead, the marketing team has agreed to promote the reverse commute train trips to Lebanon. The city of Lebanon is planning several activities on the square and is providing shuttle services to the nearby outlet mall.

Additionally, Ms. Harris-Morehead reported that the marketing team has been promoting the game-day-express to the Tennessee Titans' games. Partnership agreements are underway with MTSU in Rutherford County and Murfreesboro, as well as with Cumberland University, to promote the RTA services at their campus sporting events. This initiative is going well.

Our contractor who has been working with us on the rebranding efforts will present the survey results to an ad-hoc committee on Friday morning, November 21 in the meeting room at Music City Central. All members are invited to attend.

- V. **OPERATIONS REPORT:** Mr. Freudberg reported that the general ridership was trending very strongly in the month of September. Overall, we saw a 7.3% increase for RTA commuter rail and bus service compared to September 2013. The Franklin-Brentwood Express saw an increase of 22%; the Clarksville Express 21.5%; and the Murfreesboro Relax and Ride saw an increase of 19.4%. This increase in ridership was greater than expected even with one extra ridership day in the month. This is very strong news for the region as a whole as this ridership continues to grow.

Overall ridership comparisons of the Music City Star, Express Bus and Shuttle Services, and Vanpool for the region reveals an overall ridership increase of 8.4% compared to September 2013. When we look at the fiscal year comparison we get a picture of the longer term trends. Fiscal year 2014 compared to fiscal year 2015 (July, August, September) reveals a 4% increase, which is a very strong indicator of increase in ridership for the region as a whole. All of the local service providers saw an increase over last year with Franklin Transit Authority local bus service showing the greatest increase of 41.7%.

- VI. **FINANCE & AUDIT REPORT:** Chief Financial Officer Ed Oliphant reviewed the Statement of Operations Compared to Budget for the period ending September 30, 2014. Our revenues are right on target and expenses are tracking favorably. As normal, we are showing a favorable balance in services. This is primarily due to the delay in the Dickson County service. Until we have that in place, we have budgeted for it and will see this favorable balance until the service begins. Turning to the Comparative Balance Sheets through the month of September, Mr. Oliphant highlighted the Note Payable balance was at \$570,000. Once again, he pointed out that this note is necessary as we wait for federal grant monies to be received.

- a. **RTA Express Bus Service (A-14-023):** In October 2009, the RTA Board approved entering into a five year contract with Gray Line of Tennessee to provide regional bus service from Davidson County to several of our surrounding counties. Due to the pending expiration of this contract on November 30, 2014, this past March, we issued Request for Proposal (RFP) 2014469: *Express Bus Service* to identify a new service provider for our regional bus service.

The scope of services detailed in the RFP includes operation of nine regional bus routes between downtown Nashville and the following communities: Brentwood, Clarksville, Franklin, Gallatin, Hendersonville, Joelton, La Vergne, Murfreesboro, Smyrna, Springfield, Spring Hill, and Thompson's Station as well as potential new service. Gray Line of Tennessee and Wise Coaches, Inc. submitted proposals prior to the deadline.

The evaluation committee's assessment included a step-one evaluation of proposals based upon several criteria; a step-two Requests for Additional Information, and a requirement that both firms submit Best and Final Offers. The final scoring by the evaluation committee resulted in a recommendation that Notice of Intent to Award be issued to Gray Line of Tennessee pending RTA Board approval.

The proposed contract with Gray Line of Tennessee includes the following billable hourly rates at negotiated durations for each scheduled run within the routes below:

Route	Year 1	Year 2	Year 3	Year 4	Year 5
Clarksville	\$99.36	+5.5%	+3%	+3%	+3%
Gallatin	\$99.36	+5.5%	+3%	+3%	+3%
Hendersonville	\$105.91	+5.5%	+3%	+3%	+3%
Springfield/Joelton	\$105.28	+5.5%	+3%	+3%	+3%
Franklin/Brentwood	\$108.37	+5.5%	+3%	+3%	+3%
Spring Hill/Thompson Station	\$108.37	+5.5%	+3%	+3%	+3%
Potential New Routes	\$104.44	+5.5%	+3%	+3%	+3%

The proposed increases are consistent with the current contract except for “Year 2”. The 5.5% increase would offset a portion of Gray Line’s commitment to capital replacement of some of the older bus equipment currently in operation in order to improve the service and reliability required by the terms and conditions of the proposed contract. The proposed contract allows for fluctuations in service levels at RTA’s discretion and also includes a termination for convenience clause. These new rates were incorporated into the FY 2015 approved budget.

Motion was made to authorize the Chief Executive Officer to enter into a contract with Gray Line of Tennessee for an initial term of five years; with five additional one-year options. The cost of the initial five-year term is not to exceed \$11,350,000.00, not including potential new routes. There was no discussion or questions and the vote of approval was unanimous.

- VII. CEO’S REPORT:** CEO Steve Bland presented the following action item:
- a. **2015 RTA Committee & Board Meeting Schedule (A-14-024):** The following schedule for the RTA 2015 Board and Board Committee meetings was presented and motion was made to adopt and the vote of approval was unanimous.

RTA BOARD MEETS AT 10:00 A.M. UNLESS OTHERWISE NOTIFIED (SEE BOX BELOW FOR RTA COMMITTEE MEETING TIMES)		
Month	Committee Mtgs.	Board Meeting
January	13	21
February	10	18
March	10	18
April	7*	15
May	12	20

June	9	17
July	The RTA does not usually meet in July.	
August	11	19
September	8	16
October	13	21
November	10	18
December	8	16

*In April, the 2nd Tuesday and the third Wednesday fall within the same week. Therefore, committees will meet on the 1st Tuesday in April.

RTA COMMITTEE MEETING SCHEDULE FOR 2015
Planning and Corridor Committees will be scheduled on an as-needed basis.
Marketing Committee will meet at 10:45 a.m.
Operations Committee will meet at 11:00 a.m.
Finance and Audit Committee will meet at 11:15 a.m.

Continuing, Mr. Bland reminded the Board that at the end of the year we have the upcoming election of officers. The Executive Committee will meet in conjunction with the December Board to select the slate of candidates. The slate will be presented at the December Board meeting where other nominations could come from the floor. The actual election of officers will occur at the January 2015 meeting.

Concerning the Clarksville Park and Ride lot, where TDOT is getting ready to do some construction, we are looking at alternatives for both the temporary and the long term. TDOT has committed that the Clarksville Park and Ride lot will not be closed until an alternate site is identified.

The Hamilton Springs project has received all the approvals it needs from the rail authority. We are in discussions now with the developer at Hamilton Springs to finalize the memorandum of understanding to advance the station design project.

An internal kick-off/organizational meeting with the contractor for the Northwest Corridor study will be held tomorrow. We will start defining the schedule for that project. All the contract documents are finished and executed. We will have more information to report in December and the months to follow as the study progresses.

We are still working with the city of Dickson to identify a good site for a park and ride. The original site had fallen through. We have been working with the local

hospital and are also now looking at the fairgrounds as potential sites for that park and ride. We will keep you updated as we are able to find locations.

This week we were notified by the Kroger in La Vergne that they can no longer support the park and ride facility there. We will be able to use it through January 9, so we will be working with the city of La Vergne to find an alternate site.

We did get concurrence from the second bidder to hold the price on the Gallatin Park and Ride lot, so we do have a price on that. We are working with the FTA on that because that second low bid came in a bit above what the budget was. We will actually move some funds around to accommodate that project and we expect the FTA will approve that. With the seasonal issues, it is more realistic to expect that project to commence in the spring of 2015.

Ed (CFO) and his staff are looking at the longer range financial projections of the Authority. They will be creating an overview of the next few years of the impact of the CMAQ funding going away – its magnitude and timing. We can then have some serious discussions about the long term prospects of the Authority.

VIII. OTHER BUSINESS: There was no other business.

IX. ADJOURNMENT: The meeting was adjourned at 10:24 a.m.

Respectfully,

Paula Mansfield
Governor Appointee
RTA Secretary