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Transit-oriented development moving forward New Music City Star stop likely added to serve community



Jack Bell, developer of the planned Hamilton Springs project made a presentation at the RTA board meeting recently.

As ridership on the Music City Star continues to gain momentum, plans for Middle Tennessee's first transit-oriented development are now underway.

Located near U.S. Highway 70 and Horn Springs Road in Lebanon, Jack and Rick Bell plan to construct a new residential-commercial development on more than 260 acres adjacent to the Music City Star line.

"Lebanon is in a unique position because of the train," Jack Bell said. "The market we think is for seniors wanting to scale down and young professionals wanting urban living with a more suburban feel. They can work out of their homes or in downtown Nashville."

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RTA ridership continues significant upward climb

Ridership on the Regional Transportation Authority's (RTA) Music City Star and regional bus routes just keeps growing.

For the third time this year, the Music City Star set a single-month record for ridership with 26,989 passenger trips taken in June. Music City Star ridership was up 53 percent compared to June 2010. RTA's regional bus routes also experienced a significant increase in June, up 30 percent compared to ridership on the same routes a year ago.

Ridership on all RTA services increased 42 percent in June 2011 compared to June 2010. For the year, Music City Star ridership is up 40 percent and ridership on RTA regional bus routes is up 38 percent.

Train ridership has been on the rise in 2011 prior to gas prices spiking earlier this year and despite 2010 being a record year for ridership on the Star. A previous record of 25,321 passenger trips were taken in March, eclipsing the record of 20,465 set one month earlier in February.



Music City Star Average Daily Ridership



Game-Day Express train tickets now on sale Save 20 percent by purchasing online early

Tickets for the Game-Day Express, the RTA's Music City Star train service to Riverfront Station for Tennessee NFL home games, are now on sale online for the 2011 season.

New this year, customers can receive a 20 percent savings on Game-Day Express tickets if they purchase single-game tickets online between Aug. 1 and Sept. 11. During this time, tickets are available online for \$12 instead of

the regular \$15 advance purchase price. Cost is \$20 for a game-day purchase on the train.

The service is available for regular season home games.

The RTA will run one Music City Star train on game days. Parking is free at all of the outlying stations. Please note that regular weekday Music City Star tickets are not valid on the Game-Day Express train.

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Player of the Week Award returns

For the second year, the RTA will sponsor the Music City Star Game-Day Express Player of the Week Award during the upcoming 2011 high school football season.

Every week, the RTA will recognize a football player among the four public high schools in Wilson County: Lebanon High School, Watertown High School, Wilson Central High School and Mt. Juliet High School.

The weekly award will begin with Week 0 and culminate with the final week of the regular season. Winners will be announced the Monday following the previous Friday night game. Each winner also will receive a plaque in recognition of the achievement.



Game-Day Express

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Fans can purchase Game-Day Express tickets online at musiccitystar.org or nashvillemta.org (credit card only). Tickets will be available at other sites in late August. A handling fee of \$2.50 (\$5 for certified mail) will be applied to all online orders.

More information about the Game-Day Express service is available online at musiccitystar.org. For additional information, contact Customer Care at (615) 862-5950.

What is transit-oriented development?

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A transit-oriented development is typically defined as a mixed use residential or commercial development designed to maximize access to public transportation, and it often incorporates features to encourage the use of transit ridership.



Above is an artist rendering of the proposed Hamilton Springs project in Lebanon.

"The timing for this project is perfect," Lebanon Mayor Philip Craighead said. "Many people have moved to Lebanon because of the availability of commuter train service. We anticipate that more folks will be attracted to our city because of this project, which will offer a unique residential lifestyle choice in a walkable, environmentally-friendly community."

Construction is at least three years away, and a train station would have to be built by the developers. Yet, the RTA Board has already voiced its support for the project. Recently, the board discussed and adopted a resolution of intent, indicating that it would add a Music City Star stop at Hamilton Springs once the development is complete. A formal vote on the project was approved in August.

"We are pleased to see a developer recognize the value of public transit and create an opportunity for local residents to live, work and shop within walking distance of the Music City Star," RTA Board Chair and Gallatin Mayor Jo Ann Graves said. "This is a huge win for the RTA and Wilson County."

Kudos...

I'm a new Music City Star rider/fan!

I recently moved to Mt. Juliet, and was so excited to have the opportunity to try out The Music City Star. I have fallen in love with my train ride in and out of the city. I'm always talking to friends and co-workers about the train. I post on my FaceBook page all the time about my love for the train.

... I had to drive into town last Thursday, and as I sat in 7:15 a.m. traffic from Mt. Juliet, I kept thinking, "People, do you not know that there is a train?"

I do not drive into town now unless I have to. I get to my office much faster if I take the train!

Just this morning, I enjoyed my coffee, a muffin and my iPad as I was 'chauffeured' into town for work. What a fabulous way to start my Monday morning work week!

Your latest Music City Star Fan,

Tracy McDonald

News and Notes

Star to celebrate 5th anniversary on Sept. 18

The Music City Star will celebrate its fifth anniversary on September 18, and RTA staff is planning several special events in honor of this milestone.

Over the past five years, ridership on the train has continued to grow and is currently experiencing its highest ridership since service began.

RTA, Frist Center form successful partnership

The RTA and the Frist Center for the Visual Arts teamed up again in 2011. The two organizations partnered to promote the Music City Star and Frist Fridays, the Frist Center's popular summer concert series that takes place on the last Friday of the month in May, June and July.

July 4th Music City Star sells out again

All 900 tickets for the Music City Star's July 4th train sold out again this year. Tickets went on sale June 2 and sold out in three weeks.



Music City Star Tracks is a publication of the Regional Transportation Authority. For more information about our services, visit our Web site at RTArelaxandride.com or call Customer Care at (615) 862-5950.