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Fall 2010

Nashville, Wilson County Mayors ride Music City Star



Lebanon Mayor Philip Craighead, Nashville Mayor Karl Dean, Mt. Juliet Mayor Linda Elam and Wilson County Mayor Randall Hutto rode the Music City Star on Oct. 27.

Nashville Mayor Karl Dean continued his series of early morning transit rides, joining Wilson County mayors and other officials for a ride on the Music City Star on October 27.

Dean along with Randall Hutto, Wilson County Mayor; Philip Craighead, Lebanon Mayor; Linda Elam, Mt. Juliet Mayor; Randy Robertson, Mt. Juliet City Manager; and Paul J. Ballard, Nashville Metropolitan Transit Authority (MTA) and Regional Transportation Authority (RTA) CEO all boarded the second westbound train to Nashville.

Mayors Dean, Hutto, Craighead and CEO Ballard boarded the Music City Star in Lebanon at 6:40 a.m. for the trip to Nashville. Mayor Elam and Robertson boarded at the Mt. Juliet train station at 7 a.m. The train arrived in downtown Nashville at Riverfront Station at 7:30 a.m.

During the trip, the group talked with riders to hear their comments about the region's transportation needs. The Wilson County delegation boarded the 7:45 a.m. eastbound train for the return trip to Wilson County.

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Route 91X Franklin/Brentwood Express now serves Vanderbilt

On November 1, Route 91X Franklin/Brentwood Express expanded and began service to Vanderbilt University.

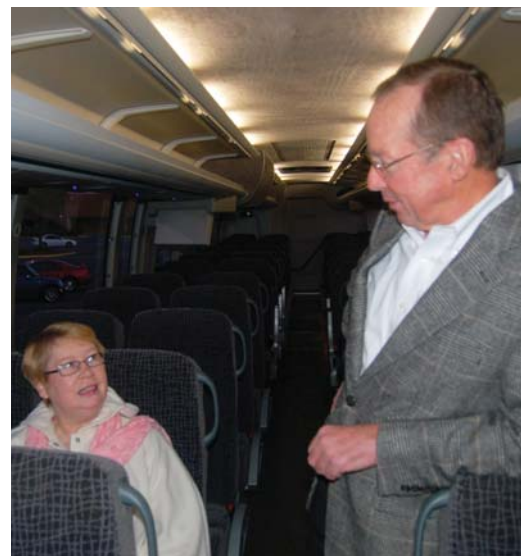
Buses travel from Franklin to Music City Central (MCC) in downtown Nashville and then continue to the campus. Two timepoints were added, one at 21st and West End and the other at 21st and Children's Way, which is the new end of the line. To assist in promoting the expanded service, Franklin Mayor John Schroer and RTA/MTA CEO Paul J. Ballard rode Route 91X on October 29 to Nashville and Vanderbilt University.

"We are very pleased with this latest announcement and adding the stops at Vanderbilt," said Schroer, who is an RTA board member and chair of the Finance Committee. "Many Franklin residents work at Vanderbilt and this new stop could really benefit them, save transportation costs, and help make their morning commute less stressful."



New route schedules for the 91X Franklin/Brentwood Express are available online and at Music City Central.

The first trip departs from the Williamson Square Kroger at 6:20 a.m., with the second bus leaving at 7 a.m. Buses stop at the Lowe's in Franklin at 6:30 a.m. and 7:10 a.m. and Brentwood Civitan Ball Park at 6:42 a.m. and 7:22 a.m. before arriving downtown at 7:10 a.m. and 7:50 a.m. at MTA's Music City Central (MCC) transit station.



Franklin Mayor John Schroer talks with 91X Franklin/Brentwood Express passenger Doreen Zientar. On Nov. 1, the route expanded to provide service to Vanderbilt University.

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RTA sponsors Wilson County Football Player of the Week Award

Week	Winner	High School
0	Darell Stewart	Wilson Central
1	Patrick Maynard	Lebanon
2	Colt Carver	Mt. Juliet
3	Brannon Hill	Watertown
4	Ethan Copas	Lebanon
5	Hunter Cranford	Wilson Central
6	Lamonoza Matthews	Wilson Central
7	Cameron Byrne	Mt. Juliet
8	Ryne Gipson	Mt. Juliet
9	Ty Jobe	Watertown
10	Jarvon Neal	Lebanon

The Regional Transportation Authority (RTA) sponsored a new award called the Music City Star Game-Day Express Wilson County High School Football Player of the Week during this year's high school football season.

Each week, the RTA recognized a football player of the week 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 began with Week 0 and concluded with the final week of the regular season.

Winners were announced the Monday following the previous Friday night game, and each winner received a plaque in recognition of the honor. *>> See photos on page 4*

Take the train to the game

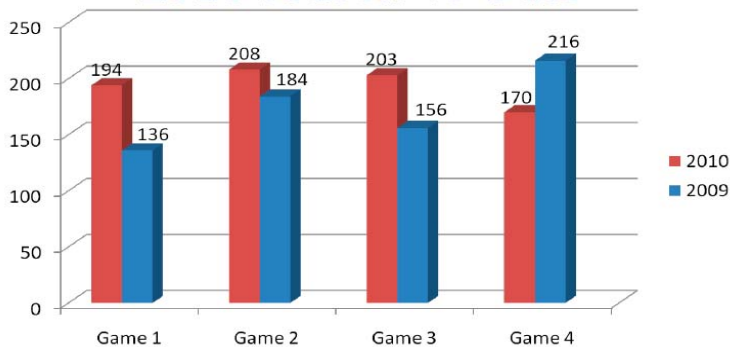


Game-Day Express, the RTA's Music City Star train service to Riverfront Station for Tennessee Titans' regular-season home games, is operating for the 2010 NFL season. Tickets are on sale online and at area ticket outlets.

Cost is \$15 for an advance single-game ticket or \$20 for a game-day purchase on the train. Parking is free at all of the outlying stations. Regular weekday Music City Star tickets are not valid on the Game-Day Express train.

For additional information, contact Customer Care at (615) 862-5950 weekdays from 6:30 a.m. to 6:30 p.m., Saturdays from 8 a.m. to 5 p.m. and Sundays from 10:30 a.m. to 2:30 p.m.

Game-Day Express Ridership 2010 Season-To-Date



Ridership has increased in three of the four games this season. Total ridership is up 12 percent season-to-date vs. 2009 (775 vs. 692).

Star celebrates 4th anniversary

The Music City Star celebrated its fourth anniversary on September 18, and the RTA celebrated with its customers by holding a Rider Appreciation Day on Friday, September 17.



Janet Martin, Brenda Hill, Jill White-Abell and Teresa Holtman pose for a picture prior to riding the Music City Star on Sept. 17 at the Rider Appreciation Day celebration.

Commuters received light refreshments at Riverfront Station, and several area businesses partnered with the RTA to provide special discount offers to Music City Star riders.

"We are pleased more and more people are riding the Music City Star and understand the important role that public transportation has on the environment and the community," RTA Board Chair and Williamson

County Mayor Rogers Anderson said. "We appreciate our customers' support over the past four years."

Area restaurants and businesses participating in the anniversary promotion include Dunn Brothers Coffee, Dunkin' Donuts, Big River Grille & Brewing Works, Frist Center for the Visual Arts, Country Music Hall of Fame and the Cupcake Collection.

News and Notes

NewsChannel 5 promo

Middle Tennesseans can see the Music City Star and Music City Circuit featured in a local television station promotion. In October, staff and volunteers assisted with a NewsChannel 5 promo featuring one of their principal anchors demonstrating a new station app on his iPhone while riding public transit. The station is currently airing the 30-second and 60-second promos.

Healthy Breakfast

On Oct. 5, Riverfront Station was one of several Healthy Breakfast sites for Metro Health's Walk to Work Day initiative. Metro Health volunteers served granola bars and fresh fruit to approximately 150 early morning train riders at Riverfront Station. Walk to Work Day is part of Walk Nashville Week, which ran from Oct. 1-8.

July 4 train

All 900 tickets for the Music City Star's July 4 train sold out again this year. Tickets went on sale June 10 and sold out in less than three weeks.

Route 91X Franklin/Brentwood Express

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Buses continue from MCC on to Vanderbilt University. They stop at 21st and West End at 7:20 a.m. and 8:05 a.m. before arriving at 21st and Children's Way at 7:30 a.m. and 8:15 a.m.

Afternoon trips depart from 21st and West End at 3:45 p.m. and 4:15 p.m., stop at 21st and Children's Way at 3:55 p.m. and

4:25 p.m. before arriving at MCC. Buses depart MCC Bay 11 at 4:20 p.m. and 4:55 p.m. Customers arrive at Brentwood Civitan Ball Park at 4:50 p.m. and 5:26 p.m., at the Lowe's at 5:03 p.m. and 5:39 p.m., and at the Williamson Square Kroger at 5:16 p.m. and 5:52 p.m.

Service is provided through an RTA contract with Gray Line. Buses for the routes are equipped with restrooms and televisions and can accommodate up to 56 passengers. Cost is \$3.50 per ride or \$60 for a 20-Ride pass.

Since the 91X Franklin/Brentwood Express began operating last December, ridership has increased 94 percent. Average daily ridership in September was 95 versus 47 in December 2009, an increase of 102 percent.

Total monthly ridership was 1,988 in September 2010 versus 1,026 in December 2009, which is a 94 percent increase.

"We are pleased with the ridership growth of the route, which is less than a year old. This expansion to Vanderbilt will give us an opportunity to attract more regional commuters. We appreciate that Mayor Schroer, Gray Line, and Vanderbilt are partnering with us on this initiative. We all want to see the service grow and attract new customers," said Ballard.

The route is funded with federal funds through the American Recovery and Reinvestment Act (ARRA).



RTA CEO Paul Ballard, Brentwood Mayor Betsy Crossley, and Franklin Mayor John Schroer ride the 91X to speak with passengers about transit and promote the new service expansion to Vanderbilt University.

Mayors

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Ridership on the Music City Star has increased from 614 passenger trips per day in December 2008 to 866 passenger trips per day in September 2010, which is an increase of 41 percent since the Nashville MTA's management team became the RTA's management team less than two years ago.

RTA officials noted there were two days in September when more than 1,000 passenger trips were recorded on the Music City Star, which has been in service since September 2006.

Mayor Dean began his series of monthly transit rides on Nashville MTA buses in July so that he could experience more of the area's public transportation services. This was the first Music City Star train ride that he has taken with all of the Wilson County Mayors onboard.



Mt. Juliet Mayor Linda Elam (above), Nashville Mayor Karl Dean and Wilson County Mayor Randall Hutto spoke with Music City Star passengers about the region's transportation needs.

Upcoming Events

Community Conversation

The Nashville MPO and area elected officials are conducting meetings regarding MPO's Long-Range Transportation Plan:

- Wilson Co. - Nov. 9, 5:30-7:45 p.m. at the Lebanon Town Meeting Hall
- Rutherford Co. - Nov. 16, 5-7 p.m. at the Smyrna Town Hall
- Davidson Co. - Nov. 29, 5-7 p.m. (location TBA)
- Williamson Co. - Nov. 30, 5-7 p.m. at the Franklin Police Dept. Community room

Train Ride and Presentation

Mt. Juliet/West Wilson County Chamber of Commerce members will ride the Music City Star on Nov. 12 at 7:45 a.m. MTA/RTA CEO Paul Ballard and Transit Alliance Executive Director Ed Cole will meet with the group on the train.

Take the train to the Parade

People wishing to attend the Nashville Tree Lighting, Rudolph Red Nose Run and/or Nashville Christmas Parade are encouraged to ride the train to downtown Nashville on Dec. 3, 2010.

Stay tuned for more information.

Photos of the Wilson County Football Players of the Week



Week 0 - Darell Stewart



Week 1 - Patrick Maynard



Week 2 - Colt Carver



Week 3 - Brannon Hill



Week 4 - Ethan Copas



Week 5 - Hunter Cranford



Week 6 - Lamozzo Matthews



Week 7 - Cameron Byrne



Week 8 - Ryne Gipson



Week 9 - Ty Jobe



Week 10 - Jarvon Neal

