



EAST CORRIDOR OVERSIGHT COMMITTEE  
MEETING AGENDA  
Tuesday October 10, 2006  
10:00 a.m. – 11:00 a.m.

MTA Conference Room, 130 Nestor Street (Enter off of Driftwood)  
**Nashville, TN**

**MTA Bus Routes 25 or 44 stop at the front door of the building where the meeting takes place.**

1. Public Comments
2. Approval of September 26, 2005 ECOC meeting minutes-Teresa McKissick
3. Special Event Trains-Betty Laurs
4. Ticketing Update-Allyson Shumate
5. September Ridership-Bill Farquhar
6. Construction Close Out-Kevin Walker
7. Other Business



**ITEM:** 1  
**DATE:** October 10, 2006  
**TO:** ECOC Members  
**FROM:** Bill Farquhar  
**SUBJECT:** Public Comment  
**ACTION:** Accept comments from the public.

**BACKGROUND:**  
Members of the public are invited to address the Committee

**COST / SCHEDULE:**  
None

**STAFF RECOMMENDATION:**  
Accept comments from the public.



**ITEM:** 2  
**DATE:** October 10, 2006  
**TO:** ECOC Members  
**FROM:** Teresa McKissick  
**SUBJECT:** Approval of September 26, 2006 meeting minutes  
**ACTION:** Staff requests approval of the minutes



EAST CORRIDOR OVERSIGHT COMMITTEE  
MEETING Minutes  
Tuesday September 26, 2006  
10:00 a.m. – 11:00 a.m.

MTA Conference Room, 130 Nestor Street (Enter off of Driftwood)  
**Nashville, TN**

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**THOSE IN ATTENDANCE**

Paul Ballard-Chairman	Governor Appointee
Jeff Baines	City of Lebanon
Mike Choate	TDOT
Randall Dunn	MDHA
Diane Davidson	TDOT
Rick Beals	TDOT
Tom Brashear	Wilson County
Rob Shearer	City of Mt. Juliet
W.T. Farquhar	RTA
Teresa McKissick	RTA

Mr. Paul Ballard called the ECOC to order at approximately 10:00 a.m. on September 26, 2006.

**1. Public Comments**

There were no public comments.

**2. Approval of September 12, 2006 ECOC meeting minutes**

Mr. Ballard called for a motion for approval of the minutes from the September 12, 2006 meeting. Randall Dunn made the motion to accept the minutes. Rob Shearer seconded.

**3. ECOC Meeting Schedule – Bill Farquhar**

Mr. Bill Farquhar informed those present that the ECOC still needs to meet, but now that the Music City Star is in operation that the committee would not need to meet every two weeks as is the current schedule. Mr. Farquhar recommended that the committee meet once a month and that the meeting be held early in the month in order to make any necessary changes for the Regional Transportation Authority Board Meetings that occur every third Wednesday. He proposed that the ECOC adopt the schedule of meeting every second Tuesday for the remainder of the year. If that proves not to be enough, then the committee would revisit the meeting schedule.

Mr. Shearer made the motion and Ms. Davidson seconded. The motion passed unanimously.

#### **4. Ticketing Update – Bill Farquhar for Allyson Shumate**

Mr. Farquhar informed the committee that the RTA is selling quite a few tickets. As of this morning, he reported that the RTA has sold a little more than \$9,100.00 in tickets on the platforms. He reported that we are in the process of looking for additional outlets and in talking with Central Parking about selling tickets at Riverfront. He informed the committee that we would most likely not have Ambassadors on the platforms next week, but would continue to service Riverfront Station.

He also added that the crews are still being somewhat lenient with passengers and the tickets because this is an adjustment period.

Mr. Ballard asked whether the successful vendor for the Riverfront Station retail space could sell tickets. Mr. Farquhar informed him and the committee that the RTA did not receive a response to the RFP, but that the RFP would be issued again.

Mr. Shearer asked if anyone was available at the RTA to sell tickets beyond the hours of 11:00am and 2:00pm. He is concerned that potential passengers will be missed if there are not more hours available for them to purchase tickets.

Mr. Farquhar replied that we are looking into equipping the staff members with cash boxes, so they can sell tickets.

Ms. Davidson asked if the Nashville Area Chamber of Commerce could sell tickets. She thought this would be possible because of their proximity to the downtown employees and the Riverfront Station.

Ms. McKissick reported that she'd met with the Donelson Senior Citizens Center this morning. In exchange for selling tickets the center wants about 20 tickets each month to use as a marketing tool to get people from Mt. Juliet and Hermitage to come to the center's dinner theater.

Mr. Brashear asked about ticket sales at the Martha Station and added that the station needed to be serviced.

#### **1. Ridership – Bill Farquhar**

Mr. Farquhar handed out the daily ridership graph for opening week. He warned that the numbers for the first week included a lot of spectators and added that the second week of service would give us better numbers on the real commuters. He also said that by November we should have a better grasp on the numbers as it relates to commuters.

He announced that the best ridership thus far has been out of Mt. Juliet with Lebanon being second.

Mr. Brashear added that Martha is hard to find and not visible from Highway 109. He added that there's a billboard to the north that Sumner Regional uses. He suggests that we do some marketing/advertising in that area. He also said that the highway construction has not begun yet and when it does he suspects a lot of people will be looking for an alternative.

Mr. Choate said the work will begin in 2007.

Mr. Ballard said there are some people who are trying to form vanpools out of Cookeville to take the train from the Lebanon Station. He also said that his biggest surprise is that there are so few people using the Martha Station.

Ms. Davidson said TDOT has CMAQ money approved to purchase vans. If we pair that with a CTAP project for operations, you could run a free shuttle from areas with high densities of population to the stations.

Mr. Brashear asked Ms. Davidson if she would be willing to use some of that money for the shuttles downtown at the Riverfront station to get people to work. He said he's hearing from people who have to go to the 4<sup>th</sup> & Deaderick depot to catch another bus to another location. He asked if we could get some shuttle service to those people who work in the Metro Center and the Elm Hill areas.

Mr. Farquhar added that he'd like to see the shuttle service from Riverfront expanded.

Ms. McKissick explained the efforts by Marsha Thibault, a state employee who moved to Mt. Juliet hoping to use the train, but her office was moved to Metro Center and now she cannot use the train because there's no shuttle service to her workplace. Ms. McKissick said that Ms. Thibault has surveyed her co-workers and has found at least 25 names of people who live along the corridor and work in Metro Center who would take the train.

Mr. Ballard asked if those people had been given proximity cards to use the bus. Mr. Brashear said that those people are not using the train at all because they do not want to transfer to other buses, so they would not be using the proximity cards.

Mr. Ballard gave the numbers of passengers carried on the #93, #94, #95 shuttles since the beginning of service. He also said that 35 monthly passes had been sold on line by MTA.

Ms. Davidson asked if there's a targeted marketing campaign for the weeks and months out.

Ms. McKissick responded saying that the current budget and media plan call for radio ads to continue through next spring in April 2007. These are the radio ads with Charlie Daniels' voice over and the radio ads that sponsor the morning traffic reports. The billboards are set to continue through next April as well. Some of the newspaper ads continue through the fall of 2007. Both the billboards and print ads will change creative every three months. The creative was done by the students at Nossi and updated by the Booz Allen Hamilton consultant group.

Mr. Brashear asked if the staff was tracking the people who are using the Emergency Ride Home program.

Ms. McKissick explained that the ERH program works as follows: In order to qualify for the ERH program, the passenger must take the train a minimum of three times a week or 15 times a month. If they meet these qualifications, then they have to complete the registration form and send it to the RTA office. Once they do that, they are enrolled in the ERH program and will receive their vouchers. They receive eight vouchers per calendar year. Ms. McKissick explained that the ERH brochures are being distributed from the platforms and will be posted in the communication boxes at each station. When they are distributed, staff members and Ambassadors are explaining the policy and rules of the program to the passengers.

Ms. Davidson suggested the staff issue a press release on the ERH program, so people who may be on the edge of deciding whether to take the train can maybe use this as a reason to get on board with the train.

Mr. Ballard suggested putting the Shadow Bus service schedule and information on the same panel of the Ride Guide as the train schedule. He said having it on the back side will not help passengers to understand the Shadow Bus service.

Mr. Brashear asked if the Ticket Vending Machines can be set up so passengers can purchase 10-Ride tickets from the TVM. He also asked if the RTA could set up a machine in the Kroger parking lot, since Kroger has not been willing to sell the tickets.

Mr. Farquhar responded saying that the TVMs had been set up to accept only \$5 bills and \$20 bills. He added that there are no additional capital funds to make any modifications to the machines. He said that the staff would inquire as to whether this could be done and the financial involvement.

Mr. Shearer introduced the subject of quiet zones. He said and showed the committee that the subject of quiet zones and the train horns are the headline in today's Lebanon Democrat. Mr. Jeff Baines noted that the City of Lebanon is revisiting the quiet zone issue.

There was no other business. The meeting was adjourned at approximately 11:00.



**ITEM:** 3  
**DATE:** October 10, 2006  
**TO:** ECOC Members  
**FROM:** Betty Laurs  
**SUBJECT:** Special Event Trains  
**ACTION:** Approve the Operation of Special Event Trains to serve Titan's Games on November 11, December 17 and December 31, 2006

**BACKGROUND:**

Per the Board's request, staff has developed a plan to test the market for Special Event Trains to serve selected Titan home games. Planning is progressing rapidly in regards to scheduling, ticketing, marketing and operations. A full report will be made to the ECOC at the meeting.

**COST / SCHEDULE:**

There is no data available to firmly establish if such a service can be operated at a profit, however, staff anticipates that the ticket sales will cover the cost of operating the trains. Staff will closely monitor the revenues against the operating expenses to verify that the trains operate at a profit. A report on the operation will be submitted to the Board at the January meeting.

**STAFF RECOMMENDATION:**

Approve the Operation of Special Event Trains to serve Titan's Games on November 11, December 17 and December 31, 2006



**ITEM:** 4  
**DATE:** October 10, 2006  
**TO:** ECOC Members  
**FROM:** Allyson Shumate  
**SUBJECT:** Ticket Update  
**ACTION:** Information Item

**BACKGROUND:**

Tickets continue to sell at a rapid rate. Staff sold tickets on the platforms during the first two weeks of service, along with the sales at the City Halls of Mt. Juliet and Lebanon. Starting on the Second of October, staff has been selling tickets at Riverfront during the peak periods as well as at the RTA offices.

For September the preliminary revenues figures are:

Ticket Type	Amount	Percentage of Sales
Monthly Pass	\$25, 869.00	75%
10-Trip	\$3,881.00	11%
Single Ride	\$4,881.50	14%
Total	\$34,795.50	100%

Trend lines for both ridership and revenue indicate that the service will exceed the revenue forecast by the end of the fiscal year.

**COST / SCHEDULE:**

None

**STAFF RECOMMENDATION:**

Information Item



**ITEM:** 5  
**DATE:** October 10, 2006  
**TO:** ECOC  
**FROM:** Bill Farquhar  
**SUBJECT:** September Ridership Report  
**ACTION:** Information Item

**BACKGROUND:**

Ridership for the first month averaged 549 passengers a day. Mt. Juliet remains the most heavily patronized station, followed by Hermitage and Lebanon. Staff believes that the ridership is on track to meet the projected 1,500 trips by the end of June, or nine months after starting.

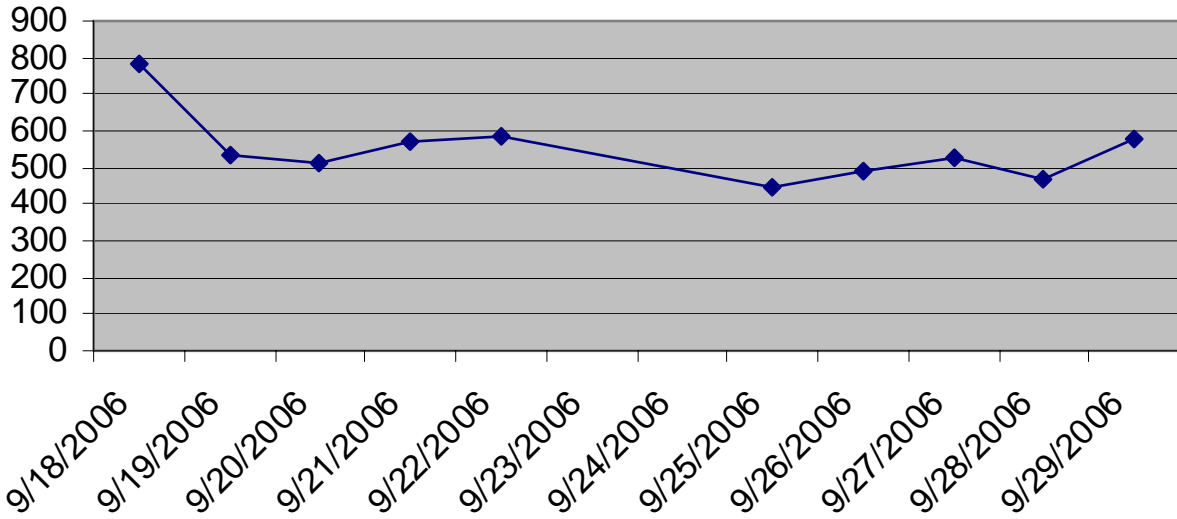
**COST / SCHEDULE:**

None

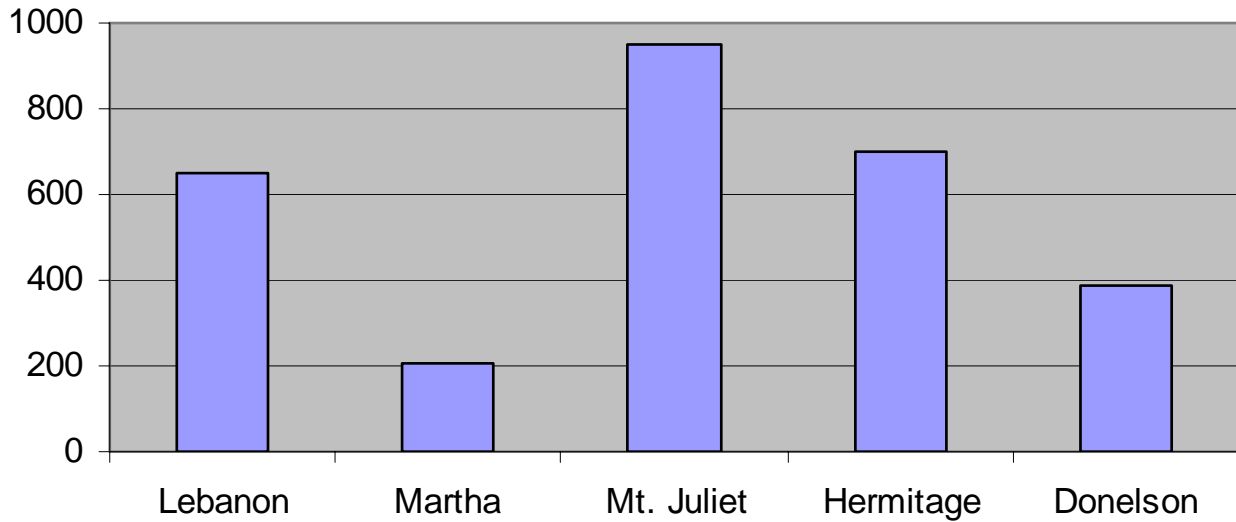
**STAFF RECOMMENDATION:**

Information Item

### Daily Ridership September 06



### September Ridership by Station





**ITEM:** 6  
**DATE:** October 10, 2006  
**TO:** ECOC  
**FROM:** Kevin Walker  
**SUBJECT:** Construction Close Out  
**ACTION:** Information Item

**BACKGROUND:**

The construction contracts are now being closed out. The final billings for all but the Lebanon Layover have been processed. Final administrative change orders to zero out the contracts have been issued for each of the contracts.

A summary of the construction cost and activities is included with this report.

**COST / SCHEDULE:**

The overall cost of construction was \$28,746,988 over a duration of 24 months. Construction started in September of 2004.

**STAFF RECOMMENDATION:**

Information Item

