



MARKETING COMMITTEE  
MEETING AGENDA  
Tuesday March 13, 2007  
10:00 a.m. –10:30 a.m.

MTA Library, 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.**

**THOSE IN ATTENDANCE**

Hank Thompson	Sumner County
Allyson Shumate	RTA
Stevi Griffin	RTA
Terry Bebout	TSG
Jeff Baines	City of Lebanon
Mike Choate	TDOT

Sumner County Executive. Hank Thompson called the Marketing Committee to order at approximately 10:00 a.m. on March 13, 2007.

**1. Public Comments**

There was no public comment.

**2. Welcome of the Marketing Committee**

Ms. Allyson Shumate welcomed those in attendance to the first Marketing Committee meeting of the RTA. She introduced Ms. Stevi Griffin, the new Marketing Coordinator for the RTA.

**3. Marketing Request for Proposal**

Ms. Shumate briefed the committee on the request for proposal to obtain a contract with a marketing firm for the next one to three years. This current contract has expired and it is time to solicit proposals from the marketing consulting community for the next several years. This contract works on a task order basis. This enables staff to move forward with work and projects without having to solicit quotes for each individual task. The goals and scope of services were reviewed and discussed by the committee. The committee directed staff to move forward with the Request for Proposal.

**4. Marketing Update**

Ms. Shumate and Ms. Griffin briefed the committee on the marketing activities both in progress and upcoming.

**Friends Ride Free Promotion:**

In order to encourage more first time riders, the Music City Star held a "Friends Ride Free" promotion during the week of February 19-23. A patron with a ticket (both monthly passes and single trips) was allowed to bring a friend for the commute. The offer was good on all trains and resulted in a fair number of excursion ridership in the afternoons, especially Friday. The promotion resulted in approximately 40% of the riders bringing a friend along at least one day. Overall the event boosted ridership 10% for the week. The crews have noted many new riders from the program.

**Advertising:**

New billboards have been placed on I-40 near Mt. Juliet and Lebanon Pike near Donelson that have images of the train.

Staff continues to send out press releases on a regular basis.

The RTA has finalized an agreement with Comcast for focused advertising along the corridor. To get an advertisement out quickly without having a creative contract in place, the RTA has taped footage of people riding the train, boarding at the stations and getting off the train at Riverfront and boarding the buses. This will be showing while the Charlie Daniels audio ad is playing in the background. This advertisement is also being broadcast in the Lebanon and Watertown area with Carter Cable.

**Employer Outreach:**

Staff has met with (at their request) several businesses in the Donelson area who would like to make the train a benefit for their employees. Currently, there is no bus service in this area. RTA has received several quotes to provide Shuttle service from the station to the business area. RTA is also talking with TDOT on creative ways to fund this. One employer is willing to assist in funding the service if other employers assist. The RTA is in the process of setting up meetings with the Donelson Hermitage Chamber to try to get contacts for this area, specifically Century City. The cost of this service is between \$36,000 and \$42,000 annually.

The contract with Vanderbilt is moving through the Vanderbilt system. We hope to have something in place within the next several weeks.

Belmont University was the first corporate partner to the Music City Star. To better serve the Belmont campus, RTA is revising the shuttle routes. This will enable Belmont faculty and staff to ride the train and the train will stop at 16<sup>th</sup> and Wedgwood. Belmont is very excited about this. A meeting is being scheduled with the faculty and staff who live in the zip codes in the area. At this meeting, RTA will discuss how easy it is to ride the train and review the new shuttle routes and the emergency ride home program.

**Community Outreach:**

This is the time of year that the RTA likes to get out in the communities. The RTA has been approached to participate in the Tour de Nash, Earth Day, and other events. We are evaluating the staff availability and trying to determine the events that will provide the most advantages to the RTA.

**Sprint:**

Sprint has made a proposal to equip the Music City Star with Wi-Fi. This will make the Music City Star a "hot spot" similar to Starbucks and Panera. Sprint believes the market for the mobile broadband is the same as the Music City Star ridership – professionals looking to get more productivity out of their day. We have had several meetings with Sprint regarding the launch of this and what they are requesting in return for this opportunity.

**5. Other Business**

There was no other business brought before the committee. The meeting adjourned at approximately 10:45.