



EAST CORRIDOR OVERSIGHT COMMITTEE
MEETING Minutes
Tuesday January 9,, 2007
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

THOSE IN ATTENDANCE

Paul Ballard-Chairman	Governor Appointee
Don Fox	City of Lebanon
Rob Shearer	City of Mt. Juliet
Jeff Baines	City of Lebanon
Jim Ladieu	TDOT
Mike Choate	TDOT
W.T. Farquhar	RTA
Allyson Shumate	RTA
Terry Bebout	TSG

Mr. Paul Ballard called the ECOC to order at approximately 10:00 a.m. on January 9, 2007.

1. Public Comments

There were no public comments.

2. Approval of December 12, 2006 ECOC meeting minutes

Mr. Ballard called for a motion for approval of the minutes from the December 12, 2006 meeting. Jeff Baines made the motion to accept the minutes. May Fox stated that item 4 in the minutes needed to reflect Jeff Baines made the second. Jeff Baines motioned to approve the minutes with the correction, Rob Shearer seconded and the motion passed unanimously.

3. Marketing update - Allyson

Allyson Shumate briefed the committee on the status of the marketing effort.

Mr. Ballard stated that it was impressive the survey results demonstrated that most riders were previously single occupancy drivers. There was some discussion on the friends ride free promotion. Jim Ladieu mentioned that there are more bus riders parking in the Donelson station than train riders.

Mr. Farquhar mentioned the shuttle routes will be changing soon to better serve Belmont. We met with Eric Beyer on the ticket sales for the State and Vanderbilt.

4. Thursday and Friday Night Service Report - Bill Farquhar

Mr. Farquhar briefed the committee on the evening service. The service made a profit on the Friday evening service. TSG will absorb the deficits on the Thursday night service. The agency is trying to figure out a way to continue the Friday night service.

Staff recommends trying to find a sponsor for the Friday evening service. The train may need to leave a bit later than previously.

A motion was made for the ECOC to recommend to the full RTA Board to direct staff to work toward identifying sponsors to support the operation of the late night and evening service on Friday nights starting in April. Jim Ladieu seconded and the motion passed unanimously.

5. Game Day Express Report– Bill Farquhar

Mr. Farquhar briefed the committee on the game day express. Based on estimates, the overall service made a minimal profit. Weather is an influence on people's decision to attend the games and ride the train. It costs about \$4,000 to run these trains. This is a late decision made by the customers. Half of revenues were received on the platform.

A motion was made by Rob Shearer for the ECOC to approve running the game day express trains for all of the home games for the 2007 Season at the current ticket prices of \$15.00 for pre-purchased and \$20 on the platform the day of the game. Jeff Baines seconded and the motion passed unanimously.

RTA staff will work with MTA on the season ticket holder mailings. Mayor Fox suggested coming up with a sponsorship plan for all upcoming events.

6. December Operations and Ridership - Bill Farquhar

Mr. Farquhar mentioned the service problems in December. These problems were all different types of failure which were unrelated.

The last operational issue is that the decision to reverse the second train to recover the third train was highly unpopular. This will not be repeated. Lebanon is the number one station mainly due to the evening service. Jeff Baines stated that someone called and stated that the train had not run that day the rail had broken. He asked about a communication plan. The RTA briefed the committee on the communication plan that has been put in place.

7. Other Business

There was no other business. The meeting adjourned at approximately 10:45 a.m.