Presentation at the
Federal Transit Administration
Ridership Symposium Luncheon

Nashville MTA: Smart Going
Presented by
Paul J. Ballard, MTA Chief Executive Officer
May 28, 2008
## MTA Operating Budget

### Metropolitan Transit Authority

<table>
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</thead>
<tbody>
<tr>
<td>Self-Generated Revenue</td>
<td>$8,023,439</td>
<td>$7,497,579</td>
<td>$8,380,415</td>
<td>$8,556,650</td>
<td>$8,176,600</td>
<td>$8,709,484</td>
<td>$9,309,003</td>
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<td>Metro Gov't Operating Assistance</td>
<td>8,677,066</td>
<td>9,877,100</td>
<td>11,720,408</td>
<td>12,320,445</td>
<td>16,429,106</td>
<td>17,829,100</td>
<td>19,329,100</td>
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<tr>
<td>State Operating Assistance</td>
<td>3,715,650</td>
<td>4,039,320</td>
<td>4,049,371</td>
<td>4,181,770</td>
<td>4,262,802</td>
<td>4,327,806</td>
<td>4,789,974</td>
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<td>Federal Assistance</td>
<td>4,321,350</td>
<td>6,204,330</td>
<td>6,240,600</td>
<td>6,240,600</td>
<td>5,538,600</td>
<td>5,794,200</td>
<td>5,998,500</td>
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Note: A small portion of the Federal funds are provided through Metro's Capital Budget as matching funds to MTA's Federal Grants.
MTA Ridership

Fiscal Years 2002 – 2008*

* 2008 Projection based on ten months of actual data
AccessRide Monthly Passengers

![Graph showing AccessRide Monthly Passengers from January 2003 to December 2008. The graph includes data for five years: 2003, 2004, 2005, 2006, and 2007. The data points for each month are as follows:

- **January 2003**: 10,554
- **February 2003**: 25,552
- **March 2003**: 24,183
- **April 2003**: 24,801
- **May 2003**: 26,845 (April)
- **June 2003**: 23,509
- **July 2003**: 21,280
- **August 2003**: 17,606
- **September 2003**: 14,529
- **October 2003**: 10,554
- **November 2003**: 22,744
- **December 2003**: 22,243

- **January 2004**: 19,893
- **February 2004**: 16,564
- **March 2004**: 14,412
- **April 2004**: 22,744
- **May 2004**: 22,243
- **June 2004**: 19,893
- **July 2004**: 16,564
- **August 2004**: 14,412
- **September 2004**: 22,744
- **October 2004**: 22,243
- **November 2004**: 19,893
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- **January 2007**: 14,412
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- **April 2007**: 19,893
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- **September 2007**: 19,893
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- **November 2007**: 14,412
- **December 2007**: 22,744

- **January 2008**: 14,412
- **February 2008**: 22,744
- **March 2008**: 22,243
- **April 2008**: 19,893
- **May 2008**: 16,564
- **June 2008**: 14,412
- **July 2008**: 22,744
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The graph shows a general trend of increasing passenger numbers from January 2003 to December 2008, with peaks in April 2003, April 2004, and April 2005. The data points are marked with different colors and symbols for each year, indicating the months and passenger numbers. The highest passenger numbers are in April of each year, with the lowest numbers in January, except for 2008 where the lowest number is in December. The graph also shows a general downward trend from December 2007 to December 2008, with the exception of a spike in April 2008.**
Partnerships

Vanderbilt University

- MTA’s Easy Ride program provides transportation services to faculty and staff as an employee benefit.

- Staff swipe their magnetic-striped ID badges through the fare boxes for trips to and from work.

- Information recorded by fare boxes and university is billed each month.

- There has been over a 125% increase since this overwhelmingly successful program began in July 2004.
Partnerships

Vanderbilt Monthly Ridership
July 2004 - March 2008

*Program began July 2004
Partnerships

Belmont University

• Entered into a contractual agreement in August 2005
• Provide transportation services to faculty, staff and students
• Use Belmont employee and student ID cards
• Information recorded by fare boxes and university billed each month
• Steady increase since this program began
State of Tennessee now offers Easy Ride transit benefits to state employees effective October 2006

October 2006 – March 2008

Nearly 597,000 total passenger trips have been logged.
Improvements: New Buses

- Low floors
- Fully accessible
- Superior HVAC
- Automatic stop announcements
- Bike racks
- 100 new buses since 2004
- More fuel efficient
  - Emit 60 to 80 percent fewer emissions
Features

- High-Back Seats
- Reading Lamps
- Overhead Luggage Racks
Hybrids on Order

Next Steps:
- Have ordered 60-foot Articulated Hybrids
- More Fuel Efficient
- Environmentally Friendly
- Capacity to carry more people to address “standing-room only”
Customer Care Center

- Merger of Fixed Route and Paratransit Call Centers on April 1, 2007

- Improved service to customers
  - Less wait time
  - Increase in hours of operation
  - Decrease in transferred calls

- Upgrade of phone system
  - Introduced Interactive Voice Response System

- Improved Customer Comment process
  - Each comment is investigated by supervisor
  - Customers receive response to their feedback
  - Employees receive recognition for commendations
Fare Cards

**Change Card and All Day Pass**

- All Day Pass: $4.00
- All Day Discounted Pass: $2.50
- 20-Ride Discounted Pass: $12.00
- 31-Day Discounted Pass: $32.50

**Discounted Passes**
for seniors 65 and older
and people with disabilities

- $2.50
- $12.00
- $32.50

**Youth Passes**
for youth 19 and under

- $2.50
- $11.00
- $42.00

**Adult Passes**

- 7-Day Pass: $18.00
- 31-Day Pass: $65.00
- 20-Ride Local: $24.00
- 20-Ride Express: $33.00
- 1 Ride: $1.35

**RTA express rides**
for bus transportation
into and out of Metro Nashville and Davidson County

**Basic Adult Fare**
is only $1.35
The Nashville MTA invested in new fare box technology and now accepts both MasterCard and Visa as payment on its buses and vans.

- Offers more convenience for customers.
- Allows MTA to attract new customers, who often do not carry cash.
- The Nashville MTA is the only transit system in the country accepting credit cards at the fare box for its entire bus fleet.
Improved System Map

In August 2003, the Nashville MTA system map was redesigned. It is now packed with information.

- More prominent street signs and landmarks
- Color-coded bus routes
- Frequency chart
- Colleges and universities
- Government offices and shopping malls
- Major tourist attractions
In February 2004, the Nashville MTA route pocket schedules were redesigned.
**Improved Web Site**

**www.nashvillemta.org**

*First Public Transit System in the State to offer online tickets*
Improved Customer Signage

• NextBus display signs have been installed to provide information on arriving buses.

• Currently, 9 signs are located in the downtown area and at other selected locations.

Voice reader box with button
New Downtown Central Station

• Central hub for MTA bus activity
• Climate-controlled waiting areas for customers
• MTA ticket sales and information center
• Restroom facilities
• Will include some retail tenants such as a coffee shop, newsstand, etc.
• To be located on Charlotte Avenue between 4th and 5th Avenues North in the Central Business District
Why Music City Central is Needed

- Clogged city street serves as Transit Mall - too many buses and motorists in busy city block
- Safety - Small area, not pedestrian-friendly with large number of passing motorists
- Customers must wait outside during inclement weather for connecting buses
- No restrooms for MTA customers
Music City Central
$52m Facility Opening in October 2008

Main entrance of Transit Center
“This venue is EXTREMELY IMPORTANT to the city of Nashville. I think that it is a wonderful idea and long overdue…Good work!”

- John A.

“Well-developed mass transit is integral in any town of significant size.”

-Michael V.

“A much needed facility.”

-Dave M.
Music City Central Bus Bays

More than 16,000 people will use Music City Central each weekday

4th Avenue North

Capacity to handle up to 24 buses

5th Avenue North
Public Transit: Smart Going

Public transit is safe, environmentally friendly, minimizes congestion and provides a greater sense of community.

Check out our Web site at www.NashvilleMTA.org
or
Call Nashville MTA Customer Care at (615) 862-5950