

*Presentation at the
Federal Transit Administration
Ridership Symposium Luncheon*



Nashville MTA: Smart Going

Presented by

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MTA Operating Budget



Metropolitan Transit Authority

	Budget FY2002	Budget FY2003	Budget FY2004	Budget FY2005	Budget FY2006	Budget FY2007	Budget FY2008
Self-Generated Revenue	\$8,023,439	\$7,497,579	\$8,380,415	\$8,556,650	\$8,176,600	\$8,709,484	\$9,309,003
Metro Gov't Operating Assistance	8,677,066	9,877,100	11,720,408	12,320,445	16,429,106	17,829,100	19,329,100
State Operating Assistance	3,715,650	4,039,320	4,049,371	4,181,770	4,262,802	4,327,806	4,789,974
Federal Assistance	4,321,350	6,204,330	6,240,600	6,240,600	5,538,600	5,794,200	5,998,500
	\$ 24,737,505	\$ 27,618,329	\$ 30,390,794	\$ 31,299,465	\$ 34,407,108	\$ 36,660,590	\$ 39,426,577

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

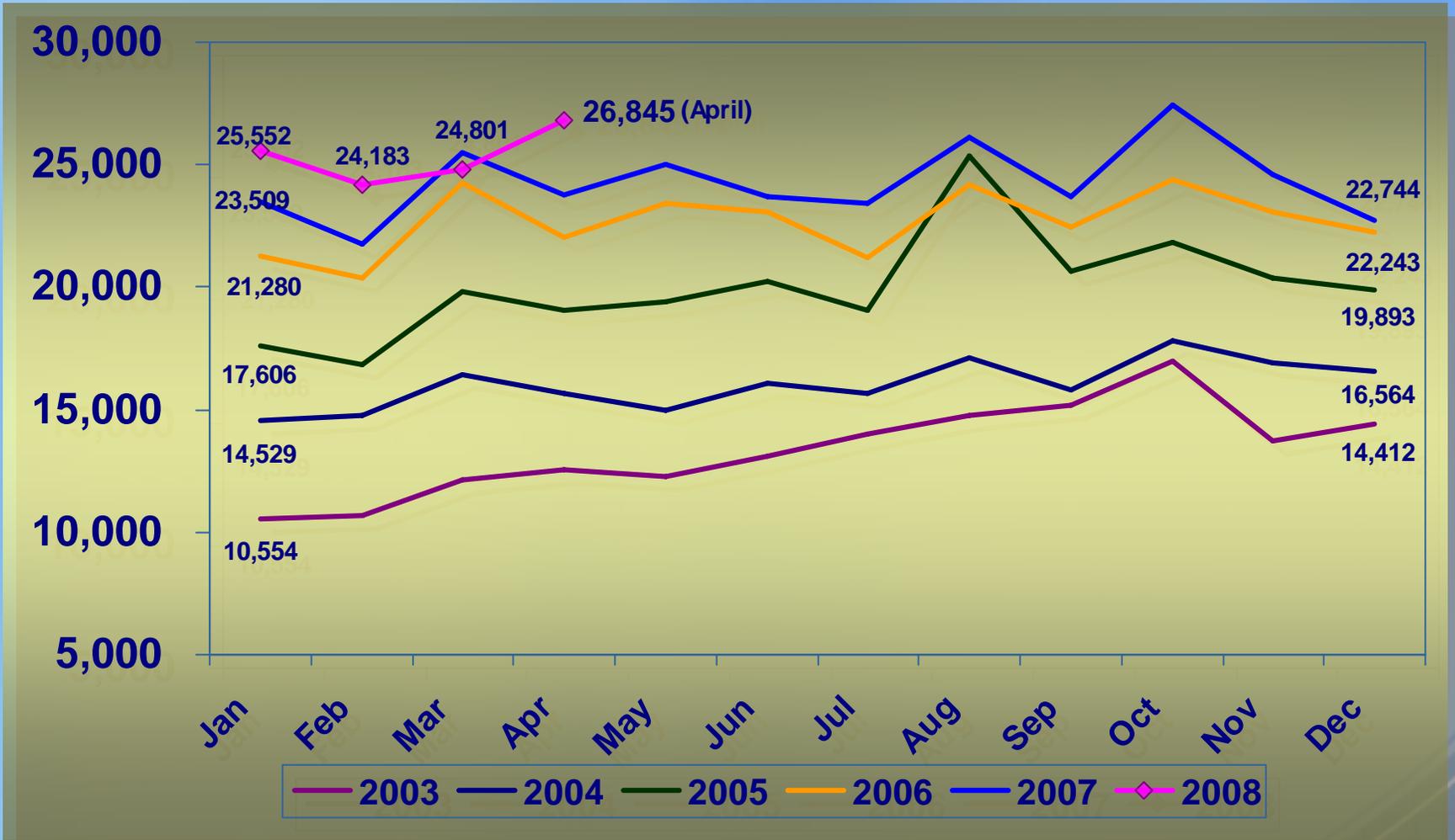


Fiscal Years 2002 – 2008*



* 2008 Projection based on ten months of actual data

AccessRide Monthly Passengers



Vanderbilt University

- MTA's Easy Ride program provides transportation services to faculty and staff as an employee benefit.
- Staff swipe their magnetic-stripped 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

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



Belmont Monthly Ridership



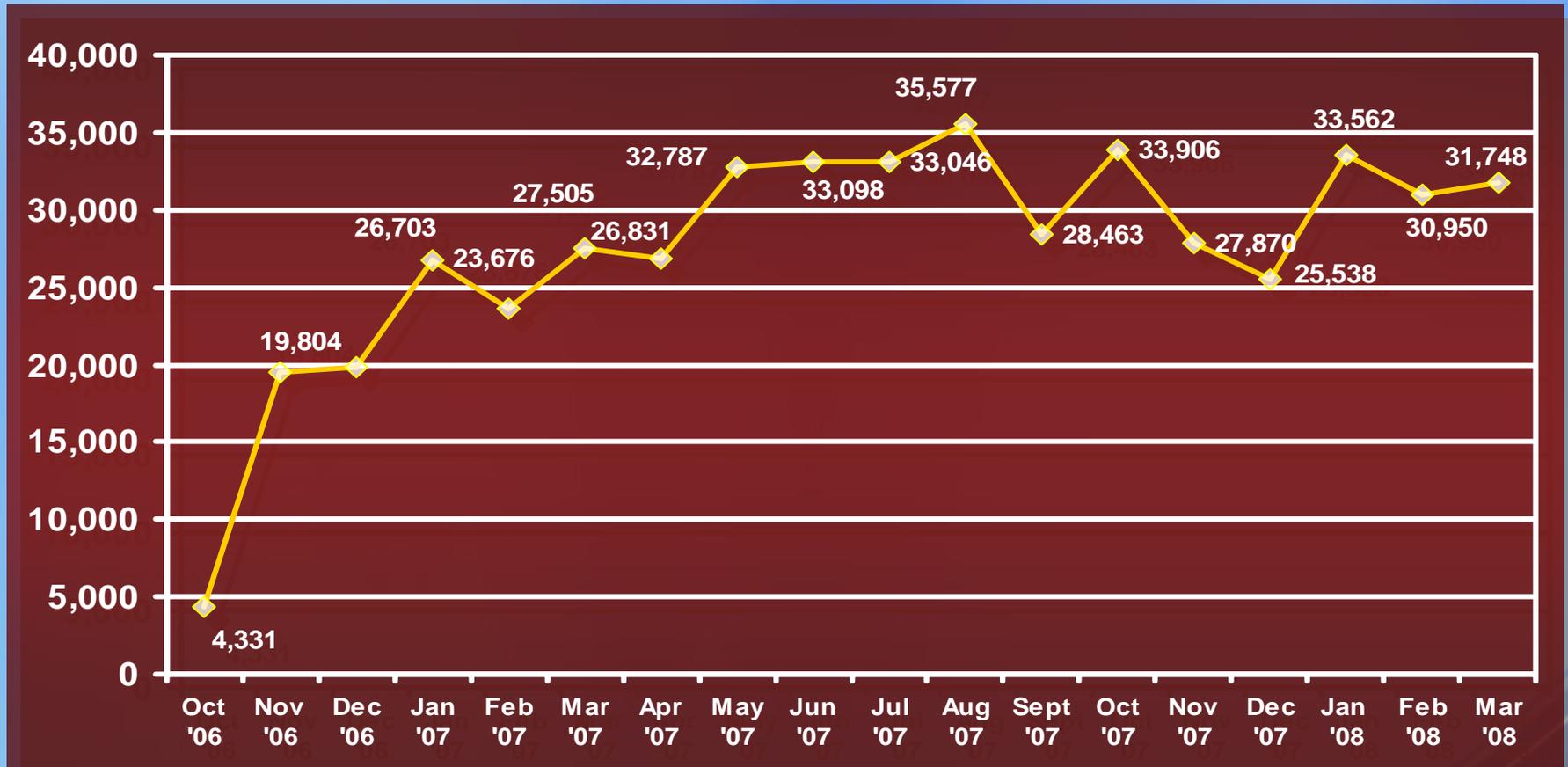
August 2005 – March 2008



State Easy Ride

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



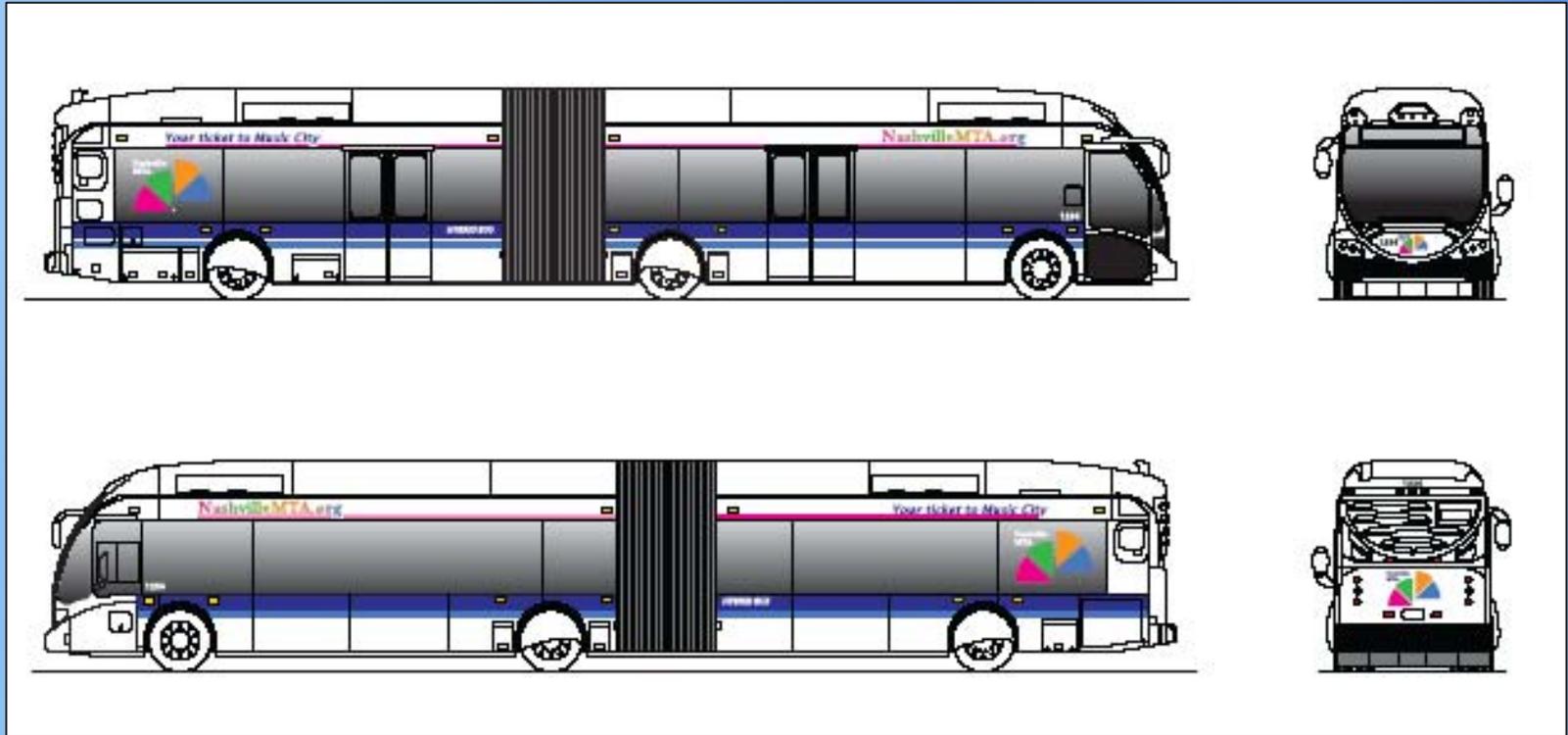
Improvements: Suburban Bus



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



Adult Passes



Change Card and All Day Pass

\$4.00



\$18.00

\$65.00

\$24.00

\$33.00

\$1.35

Discounted Passes for seniors 65 and older and people with disabilities



\$45.00

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



Basic Adult Fare is only \$1.35



\$2.50

\$12.00

\$32.50



Youth Passes for youth 19 and under

\$2.50

\$11.00

\$42.00

MasterCard & Visa

A New Product for Customers



The Nashville MTA invested in new fare box technology and now accepts both MasterCard and Visa as payment on its buses and vans

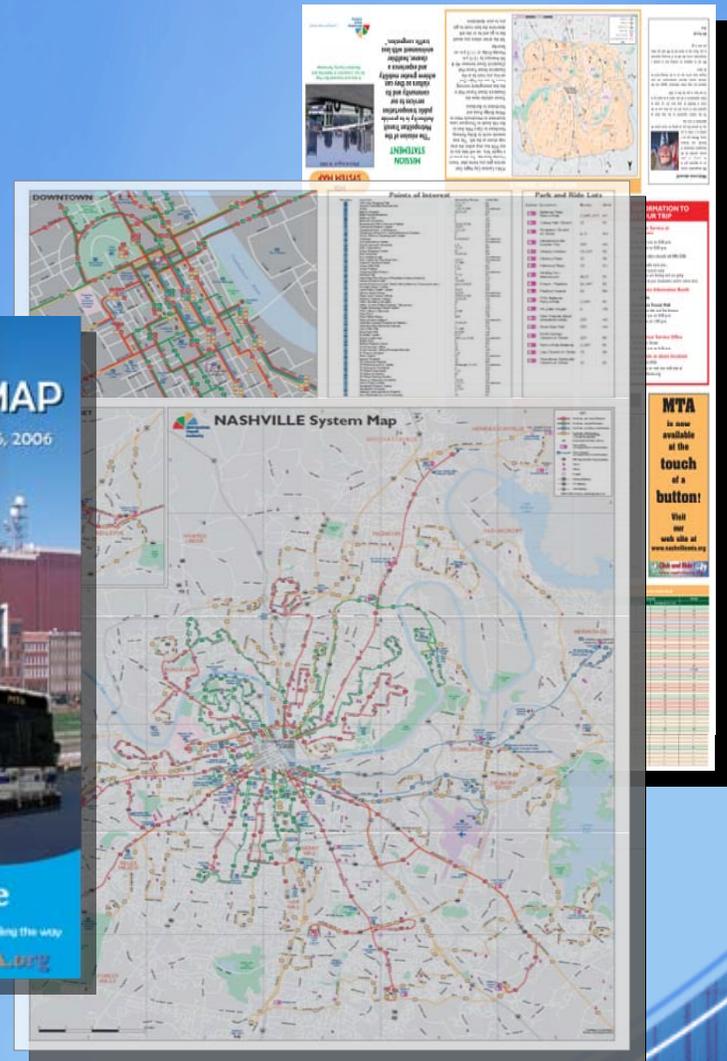
- Offers more convenience for customers.
- Allows MTA to attract new customers, who often do not carry cash.
- The Nashville MTA is the only transit system in the country accepting credit cards at the fare box for its entire bus fleet.



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



Improved Web Site



www.nashvillemta.org

First Public Transit System in the State to offer online tickets

- Homepage
- Online Sales
- AccessRide
- Schedules
- Customer Service
- Media Center
- End-Zone Express
- RideShare Programs
- Advertising Sales
- Employment Center
- Procurement
- Management Team
- Board of Directors
- Music City Central

The image displays several screenshots of the Nashville MTA website. The main screenshot shows the homepage with a 'Welcome Aboard!' message, a navigation menu, and sections for 'Bike and Ride', 'Music City Central', and 'QUEST'. Other screenshots show the 'Bus Schedules' page with a 'Table of All Bus Routes' and the 'MTA Online Ticket Sales' page with a 'How to Use the MTA Online Sales Form' section.

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



Interior View – 4th Avenue North

Comments from visitors to Music City Central Web site at
www.nashvillemta.org/centralstation

*“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.-



Platform and Retail Areas

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

-Michael V.-

“A much needed facility.”

-Dave M.-

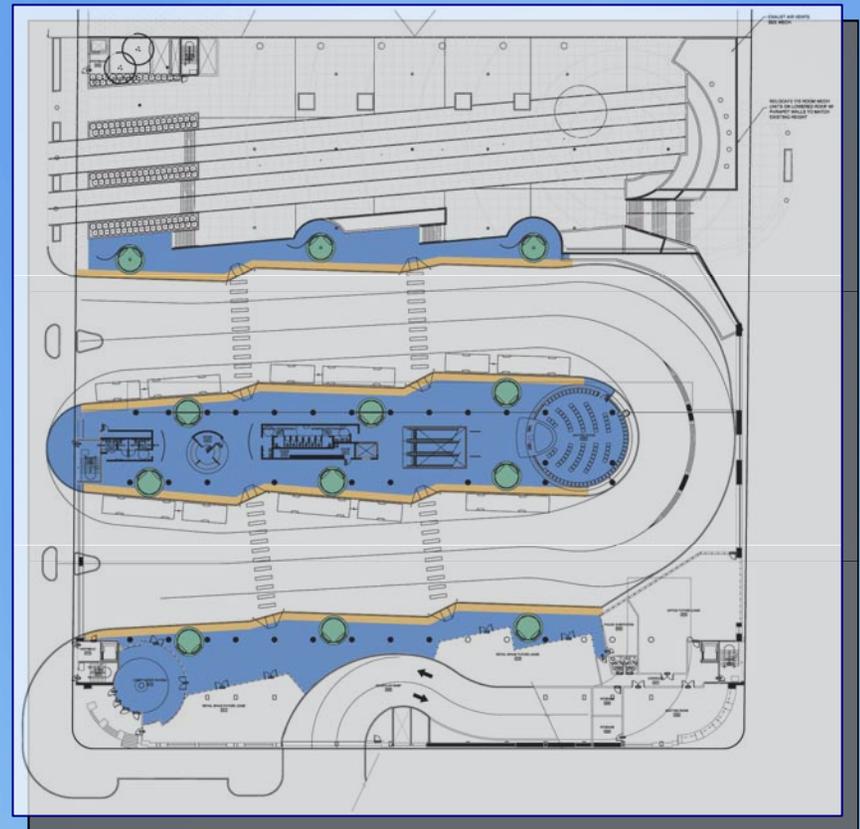


Music City Central Bus Bays

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



4th Avenue North



5th Avenue North

Capacity to handle up to 24 buses

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

