Direction for Proposed Changes

- Continue to identify savings in non-service areas
- Advance simplicity and equity in fare structure
- Preserve service quality on routes that carry the majority of our customers
- Reduce or eliminate redundant services
- Eliminate extremely under-performing services
- Apply reductions in a geographically equitable manner
- Assure social equity in any fare or service change
- Match service level to appropriate standard for ridership
Balancing Stops

Stops too close together:
Easier to walk to, but slows service speed

Balanced Stop Spacing:
Creates ideal balance between rider access and increased speed of service

Stops too far apart:
Longer walks for riders, but faster service speed

Easier to walk to, but slows service speed

Balancing Stops

Stops too close together:
Fare Structure

<table>
<thead>
<tr>
<th>Adult</th>
<th>Youth (Ages 19 and younger)</th>
<th>Senior (Ages 65 and older) &amp; People with Disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Ride</td>
<td>1-Ride</td>
<td>1-Ride</td>
</tr>
<tr>
<td>$1.70</td>
<td>$1.00</td>
<td>$0.85</td>
</tr>
<tr>
<td>All-Day Pass</td>
<td>All-Day Pass</td>
<td>All-Day Pass</td>
</tr>
<tr>
<td>$3.25</td>
<td>$2.25</td>
<td>$2.25</td>
</tr>
<tr>
<td>7-Day Pass</td>
<td>7-Day Pass</td>
<td>7-Day Pass</td>
</tr>
<tr>
<td>$16.00</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>20-Ride</td>
<td>20-Ride</td>
<td>20-Ride</td>
</tr>
<tr>
<td>$32.00</td>
<td>$32.00</td>
<td>$17.50</td>
</tr>
<tr>
<td>31-Day Pass</td>
<td>31-Day Pass</td>
<td>31-Day Discounted Pass</td>
</tr>
<tr>
<td>$55.00</td>
<td>$38.00</td>
<td>$29.00</td>
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</table>

<table>
<thead>
<tr>
<th>Access on Demand</th>
<th>New or Replacement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Ride (up to first 14 miles)</td>
<td>$6.00</td>
</tr>
<tr>
<td>Access</td>
<td>$3.40</td>
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</table>

<table>
<thead>
<tr>
<th>Special Service ID Card</th>
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</thead>
<tbody>
<tr>
<td>New or Replacement</td>
</tr>
<tr>
<td>Old Fare Media Prices</td>
</tr>
<tr>
<td>New Fare Media Prices</td>
</tr>
</tbody>
</table>

New fares will go into effect on or about August 1, 2019. Also, effective on or about August 1, 2019, WeGo Public Transit will no longer accept pennies onboard buses, and change cards will no longer be available. Please plan to have exact change or purchase one of the fare passes listed below.
Combined Route

- Consolidate Local and BRT lite routes and rebrand as Rapid
- Weekday service will operate every 12 minutes during peak, every 15 minutes midday, every 20 minutes from 7:15-9:15 p.m., and every 30 minutes after 9 p.m.; weekend service will operate every 20 minutes from 6 a.m. to 6 p.m.
- 95 percent of current boardings are within ¼ mile of current stop
- Replicates the highly successful Nolensville Pike service model
- Stop spacing will be adjusted (longer than local/shorter than BRT lite)
- Currently, passengers tend to take the next bus, no matter which route

Stops too close together:
- Easier to walk to, but slows service speed

Stops too far apart:
- Longer walks for riders, but faster service speed

Balanced Stop Spacing:
- Creates ideal balance between rider access to stops and increased speed of service
## Future Fare Policy

### Transfers

Replace onboard paper/magnetic transfer tickets with automated transfers on smart media. Transfers would be in the form of a two-hour pass automatically activated when smart media is used on a bus.

### Onboard Sale of Passes

Cash will continue to be accepted on board vehicles as an alternative payment method. No fare media will be sold on board vehicles.

### Reduced Fare Media

After application process, issue reduced fare (senior/ADA) cards at WeGo Central ticket window. Require all reduced cards (senior/ADA, cash, and youth) cards to be registered to a qualifying reduced fare card/account (i.e.: period and multi-trip passes and tickets). Reduced fare products be purchased/loaded to a quality, pre-defined reduced fare card/account. Current products, only customers requesting a discount fare on the basis of disability are required to go through an application process. Reduced fare media required to be included in application process.

### Support Third-Party Payment Systems

Design the system to be capable of accepting payment through widely available third-party payment systems, such as ApplePay, Google Wallet, etc.

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Third-Party Payment Systems</td>
<td>Support</td>
</tr>
<tr>
<td>Reduced Fare Media</td>
<td>Stored Value</td>
</tr>
<tr>
<td>Stored Value</td>
<td>Existing Products</td>
</tr>
<tr>
<td>Existing Products</td>
<td>Magnetic Media</td>
</tr>
<tr>
<td>Magnetic Media</td>
<td>Onboard Sale of Passes</td>
</tr>
<tr>
<td>Onboard Sale of Passes</td>
<td>Transfers</td>
</tr>
<tr>
<td>Transfers</td>
<td></td>
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</tbody>
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**Future Fare Policy**
Combined Route

- Stops too close together: Easier to walk to, but slows service speed
- Stops too far apart: Longer walks for riders, but faster service speed
- Balanced Stop Spacing: Creates ideal balance between rider access to stops and increased speed of service
Combined Route

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Murfreesboro Rapid
- Proposed Stop Locations

Routes
- Murfreesboro Rapid
- 77-Thompson
- 25- Midtown
Eliminated Routes

- 61 Music City Green Circuit
- Reinstated 29 Persson

- 64 Wego Shuttle

- 37X McMurray Express
- 37X Tusculum/McMurray Express

- 36X Madison Express

- 27 Old Hickory

- 20 Scott

- 2 Belmont

- I 100 Oaks

Alternate Route

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61 Music City Green Circuit - 17 12th Avenue South
60 Music City Blue Circuit - 29 Persson
64 Wego Shuttle

37X McMurray Express
37X Tusculum/McMurray Express

36X Madison Express

27 Old Hickory
20 Scott
2 Belmont
I 100 Oaks
Combined Route 28 Meridian and 30 McFerrin

- Combine routes 28 Meridian and 30 McFerrin
- 81 percent of current boardings will be along combined route or have access to alter.
- Low productivity (13.5 passengers per hour Meridian/12.4 McFerrin) and low ridership
- Redundant service on portions of route (Route 56 Gallatin Pike BRT lite)
- Low productivity (13.5 passengers per hour Meridian/12.4 McFerrin) and low ridership (combined both carry 2 percent of current ridership)
Adjusted Routes 21/25

Route 21
• Weekday service to operate 5 a.m. to 8:30 p.m. with 30-minute peak and 60-minute off-peak service; Saturday service to operate every 60 minutes from 6 a.m. to 9 p.m.; Sunday service eliminated.
• Reroute to serve portions of discontinued Route 100 Oaks
• Service to 100 Oaks

Route 25
• Weekday service to operate 5 a.m. to 8:30 p.m. with 30-minute peak and 45-minute off-peak service; Saturday service to operate every 45-60 minutes from 6 a.m. to 9 p.m.; Sunday service eliminated.
• Eliminate downtown segment to create pure crosstown route and improve on-time performance and overall reliability.
• Creates new connection from Cumberland View to Midtown and maintains connection from Murfreesboro Pike
• Service to operate every 45-60 minutes from 6 a.m. to 9 p.m.; Sunday service eliminated.

99 percent of current boardings served by new alignment or other service.
• Streamline alternating service between Rosebank and Porter alignments to

Gallatin Pike BRT Lite

• 93 percent of current boardings within ¼ mile of restructured route or 56

Route 20 Scott

• Proposed realignment will improve access for some riders of discontinued

provide simpler and more consistent service
Adjusted Route

- Realign Route 17 12th Avenue South to serve Lipscomb University; will no longer serve 100 Oaks
- Realign Route 8 8th Avenue South to serve 100 Oaks Mall; will no longer serve Lipscomb University

Majority of current customers retain service on realigned routes. Less than half of a percent of current boardings will be outside ¼ mile of realigned service. Current service includes redundant segments.

Complements proposed changes to routes 1100 Oaks, Z1 University Connector, Z2 Midtown.

- Current service includes redundant segments.

Less than half of a percent of current boardings will be outside ¼ mile of realigned service.

- Majority of current customers retain service on realigned routes.

Realign Route 17 12th Avenue South to serve Lipscomb University; will no longer serve 100 Oaks.

Realign Route 8 8th Avenue South to serve 100 Oaks Mall; will no longer serve Lipscomb University.

Complements proposed changes to routes 1100 Oaks, Z1 University Connector, Z2 Midtown.
Adjusted Route

- Access to routes 52 Nolensville Pike and 55 Murfreesboro Pike
- Extremely low ridership
- Convert to neighborhood feeder route

Map Key

New Route 33X
Non-Designated
Old Route 33X
Old Route 33X

3X

Lenox Express
Hickory Hollow/
- Increased frequency improves transfer options to and from Gallatin Pike service
- Will improve frequency and on-time performance
- Makes service easier to understand than alternating service patterns
- 97 percent of current boardings are within ¼ mile of adjusted service; 100 percent within ½ mile
- Combine Neely’s Bend and Anderson Lane loops

![Map of Madison Connector](image_url)
Green Circuit

- Generates no income and costs $4.5 million annually to operate (combined with
  numerous other routes available downtown)
- Constant street closures render downtown service unreliable
- All current boardings served by other routes or reinstated 29 Jefferson
- Reinstate fares
- Rename 29 Jefferson

Eliminate downtown segment; retain North Nashville/Jefferson Street portion;

Adjusted Route

CUMBERLAND RIVER
John A. Merritt
33rd N
Alameda
Albion
32nd N
Ed Temple
28th N
Dr. D.B. Todd Jr.
4th N
7th N
Harrison
Broadway
5th N
1st N
4th N
7th N
Rosa L. Parks
Rosa L. Parks
3rd N
3rd N
Dr. Martin Luther King Jr.
Robertson
James Robertson
40
40
65
21
TENNESSEE STATE UNIVERSITY
GERMANTOWN
DOWNTOWN
NASHVILLE

Blue Circuit
FREE

Music City
Jefferson

FREE

29
60
$1.85
Minor Route Adjustments

18
Airport/Downtown

- Eliminate service on Marriott loop
- Extremely low ridership on Marriott loop
- Will improve on-time performance
- Currently adds significant travel time for other customers

7
Hillsboro

- Realign route in Green Hills around The Mall at Green Hills
- Will provide all-day service to Abbott Martin Kroger