WeGo Public Transit
Proposed Service and Fare Change Guide
May 2019
Introduction

As you may know, WeGo Public Transit is facing an $8.7 million deficit this coming fiscal year. This is due to a lot of things. Mostly, it’s a loss of funding from the State, inflation, and rising costs of fuel and health care. In seeing these costs increase and another funding source decrease, we requested more money for this year’s budget to maintain current service levels. However, it looks like we won’t get it.

This deficit is also NOT due to a lot of things: it’s not due to Nashville MTA rebranding to WeGo Public Transit; the recent renovations to Central; the purchasing of new buses – those were all paid for by a separate pool of funds that we aren’t allowed to use for day-to-day bus service.

We have a responsibility to make good business decisions with what money we have to provide the most effective public service for those who rely on it. That means we had to make some tough decisions.

The changes you’ll see in this book are proposed with the following principles in mind:

- To preserve service quality on routes that carry the majority of our customers;
- To reduce or eliminate redundant services – service that is within a reasonable walking distance of other routes;
- To eliminate routes that exceed a reasonable cost to continue operating;
- To make sure all proposed changes are equitable – across neighborhoods, across communities, across populations; and
- To make sure that where changes completely eliminate a customer’s means of transportation that we assist them in identifying new means of getting around.

This book is intended to walk you through the proposed changes and how they may or may not affect your daily transit experience. It will also help you understand the fare and pass increases. We want you to have all of the possible information to participate in our upcoming meetings. On the next couple of pages, there is a list of upcoming meetings. We hope you’ll join us so we can discuss these proposals with you and record your comments.
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Service/Fare Changes Public Meetings

1. **Madison Meeting**
   Thursday, May 30, 2019
   5 p.m. - 7 p.m.
   Madison Library — 610 Gallatin Pike S, Madison, TN 37115

2. **Southeast Meeting**
   Tuesday, June 4, 2019
   5 p.m. - 7 p.m.
   Southeast Community Center — 5260 Hickory Hollow Pkwy #202, Antioch, TN 37013

3. **East Meeting**
   Wednesday, June 5, 2019
   5 p.m. - 7 p.m.
   East Park Community Center — 700 Woodland St. Nashville, TN 37206

4. **North Meeting**
   Thursday, June 6, 2019
   5 p.m. - 7 p.m.
   Hadley Park Regional Center — 1037 28th Ave. N, Nashville, TN 37208

5. **Central Meeting**
   Monday, June 10, 2019
   5 p.m. - 7 p.m.
   WeGo Central (2nd Floor meeting room) — 400 Dr. Martin L. King Jr. Blvd.

6. **Charlotte Meeting**
   Tuesday, June 11, 2019
   5 p.m. - 7 p.m.
   Lentz Public Health Center — 2500 Charlotte Ave. Nashville, TN 37209

7. **Central Hearing**
   Wednesday, June 12, 2019
   10 a.m. - 6 p.m.
   WeGo Central (2nd Floor meeting room) — 400 Dr. Martin L. King Jr. Blvd.

8. **Board Meeting**
   Thursday, June 27, 2019
   1:30 p.m.
   LOCATION TBA
# Fare Adjustments

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.

<table>
<thead>
<tr>
<th></th>
<th>Old Fare Media Prices</th>
<th>New Fare Media Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adult</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Ride</td>
<td>$1.70</td>
<td>$1.85</td>
</tr>
<tr>
<td>All-Day Pass</td>
<td>$3.25</td>
<td>$3.50</td>
</tr>
<tr>
<td>7-Day Pass</td>
<td>$16.00</td>
<td>$17.50</td>
</tr>
<tr>
<td>20-Ride</td>
<td>$32.00</td>
<td>$35.00</td>
</tr>
<tr>
<td>31-Day Pass</td>
<td>$55.00</td>
<td>$60.00</td>
</tr>
<tr>
<td><strong>Youth (Ages 19 and younger)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 4 and Younger</td>
<td>No Charge</td>
<td>No Charge</td>
</tr>
<tr>
<td>1-Ride</td>
<td>$1.00</td>
<td>$1.00</td>
</tr>
<tr>
<td>All-Day</td>
<td>$2.25</td>
<td>$2.25</td>
</tr>
<tr>
<td>7-Day Pass</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>31-Day Pass</td>
<td>$38.00</td>
<td>$38.00</td>
</tr>
<tr>
<td><strong>Senior (Ages 65 and older) &amp; People with Disabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Ride</td>
<td>$0.85</td>
<td>$0.90</td>
</tr>
<tr>
<td>All-Day Pass</td>
<td>$2.00</td>
<td>$2.25</td>
</tr>
<tr>
<td>20-Ride Discounted Pass</td>
<td>$17.00</td>
<td>$18.50</td>
</tr>
<tr>
<td>31-Day Discounted Pass</td>
<td>$29.00</td>
<td>$32.00</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Ride</td>
<td>$3.40</td>
<td>$3.70</td>
</tr>
<tr>
<td><strong>Access on Demand</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-Ride</td>
<td>$6.00</td>
<td>$6.50</td>
</tr>
<tr>
<td><strong>Special Service ID Card</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New or Replacement</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
</tbody>
</table>
# Eliminated Routes

<table>
<thead>
<tr>
<th>Route</th>
<th>Rationale</th>
<th>Alternate Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100 Oaks</td>
<td>Redesigned 21 University Connector; 17 12th Avenue South 8 8th Avenue South and 52 Nolensville Pike (some segments)</td>
</tr>
<tr>
<td>2</td>
<td>Belmont</td>
<td>7 Hillsboro, 8 8th Avenue South, 17 12th Avenue South, Redesigned 25 Midtown</td>
</tr>
<tr>
<td>20</td>
<td>Scott</td>
<td>4 Shelby 56 Gallatin Pike</td>
</tr>
<tr>
<td>27</td>
<td>Old Hickory</td>
<td>6 Lebanon Pike 76 Madison Connector</td>
</tr>
<tr>
<td>36X</td>
<td>Madison Express</td>
<td>56 Gallatin Pike 76 Madison Connector 35X Rivergate Express (Park &amp; Ride lot)</td>
</tr>
<tr>
<td>37X</td>
<td>Tusculum/ McMurray Express</td>
<td>52 Nolensville Pike 72 Grassmere/ Edmondson Connector</td>
</tr>
<tr>
<td>44</td>
<td>WeGo Shuttle</td>
<td>6 Lebanon Pike</td>
</tr>
</tbody>
</table>

- **Route 100 Oaks**
  - Very low ridership (.2 percent of current ridership) and low productivity (11.3 passengers per hour)
  - Segments of route redundant with other services
  - Redesigned Route 21 University Connector will provide all-day service to Vine Hill Towers and 100 Oaks

- **Route Belmont**
  - Low ridership (.5 percent of current ridership) and low productivity (11.2 passengers per hour)
  - 87 percent of all boardings within ¼ mile of alternate service in a relatively walkable neighborhood
  - All-day service to Abbott Martin Kroger via Route 7 Hillsboro realignment
  - Belmont University served by other routes

- **Route 20 Scott**
  - Low ridership (.7 percent of current ridership) and low productivity (9.1 passengers per hour)
  - 86 percent of current boardings within ¼ mile of alternate service

- **Route 27 Old Hickory**
  - Extremely low ridership (.2 percent of current ridership) and extremely low productivity (6.9 passengers per hour)
  - 70 percent of current boardings take place at locations served by other routes

- **Route 36X Madison Express**
  - Extremely low ridership (less than .2 percent of current ridership) and extremely low productivity (less than 7.3 passengers per hour)
  - 75 percent of current boardings within ¼ mile of other services (routes 56 Gallatin Pike BRT lite, 76 Madison Connector)
  - Specifically funded with dollars discontinued by TDOT

- **Route 37X Tusculum/ McMurray Express**
  - Extremely low ridership (.1 percent of current ridership) and very low productivity (6.8 passengers per hour)

- **Route 44 WeGo Shuttle**
  - Lowest ridership route in system (.02 percent of current ridership)
  - Route 6 Lebanon Pike serves all locations on route except Nestor Operating facility
## Eliminated Routes

<table>
<thead>
<tr>
<th>Route</th>
<th>Rationale</th>
<th>Alternate Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Music City</td>
<td>• Eliminate downtown segment; retain North Nashville/Jefferson Street portion; rename 29 Jefferson • Reinstate fares • All current boardings served by other routes or reinstated 29 Jefferson • Constant street closures render downtown service unreliable • Numerous other routes available downtown • Generates no income and costs $4.5 million annually to operate (combined with Green Circuit)</td>
<td>Reinstated 29 Jefferson</td>
</tr>
<tr>
<td>Blue Circuit</td>
<td></td>
<td>(see page 18)</td>
</tr>
<tr>
<td>61 Music City</td>
<td>• Low ridership (1.2 percent of current ridership) and very low productivity (8.6 passengers per hour) • All current boardings served by other routes • Duplicates service to the Gulch • Adding midday bus on Route 17 12th Avenue South to improve service reliability in the Gulch • Multiple routes provide service between Central and Demonbreun Street • Constant street closures render service unreliable and unpredictable • Generates no income and costs $4.5 million annually to operate (combined with Blue Circuit)</td>
<td>17 12th Avenue South</td>
</tr>
<tr>
<td>Green Circuit</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Schedule Adjustments

The following routes will undergo schedule changes.

38X  Antioch Express
• Eliminate midday trip

72  Grassmere/Edmondson Connector
• Reduce peak service to hourly and eliminate Sunday service
• End weekday service at 8:45 p.m.; Saturday service at 6 p.m.
• Extremely low ridership during affected hours and extremely low productivity on Sunday (3.2 passengers per hour on Sunday)
• Extremely low productivity overall (3.5 passengers per hour)

77  Thompson Connector
• Eliminate two hours of midday service
• Extremely low ridership during affected hours (less than 20 boardings)
Combined Routes

- Combine routes 28 Meridian and 30 McFerrin
- 81 percent of current boardings will be along combined route or have access to alternate service within ¼ mile
- 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)
• Consolidate Local and BRT lite routes and rebrand as Rapid
• Currently, passengers tend to take next bus, no matter which route
• Weekday service will operate every 15 minutes during peak and midday, every 20 minutes from 6:15-7:15 p.m., and every 30 minutes after 7:15 p.m.; Saturday service will operate every 25 minutes from 6 a.m. to 6 p.m. and every 30 minutes after 6 p.m.; Sunday service will operate every 45 minutes from 6 a.m. to 6 p.m. and every 60 minutes after 6 p.m.
• Stop spacing will be adjusted (longer than local/shorter than BRT lite)
• 95 percent of current boardings are within less than ¼ mile of current stop
• Replicates the highly successful Nolensville Pike service model
• Consolidate Local and BRT lite routes and rebrand as Rapid
• Currently, passengers tend to take next bus, no matter which route
• 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 9:15 p.m.; Weekend service will operate every 20 minutes from 6 a.m. to 6 p.m. and every 30 minutes after 6 p.m.
• Stop spacing will be adjusted (longer than local/shorter than BRT lite)
• 95 percent of current boardings are within less than ¼ mile of current stop
• Replicates highly successful Nolensville Pike service model
• Consolidate Local and BRT lite routes and rebrand as Rapid
• Currently, passengers tend to take next bus, no matter which route
• 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 9:15 p.m.; Weekend service will operate every 20 minutes from 6 a.m. to 6 p.m. and every 30 minutes after 6 p.m.
• Stop spacing will be adjusted (longer than local/shorter than BRT lite)
• 95 percent of current boardings are within less than ¼ mile of current stop
• Replicates the highly successful Nolensville Pike service model
Streamline alternating service between Rosebank and Porter alignments to provide simpler and more consistent service.

- Proposed realignment will improve access for some riders of discontinued Route 20 Scott riders.
- 93 percent of current boardings within ¼ mile of restructured route or 56 Gallatin Pike BRT lite.
**Route Adjustments**

- Realign route in Green Hills around The Mall at Green Hills
- Will provide all-day service to Abbott Martin Kroger
• Realign route 8 8th Avenue South to serve 100 Oaks Mall; will no longer serve Lipscomb University
• 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
• Complements proposed changes to routes 1 100 Oaks, 21 University Connector, 25 Midtown
Route Adjustments

17
12th Avenue South

- Realign Route 17 12th Avenue South to serve Lipscomb University; will no longer serve 100 Oaks
- Supports future extension of Route 17 12th Avenue South to Hillsboro Transit Center
- 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
- Complements proposed changes to routes 1 100 Oaks, 21 University Connector, 25 Midtown
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
• 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 1 100 Oaks
• Service to Clarksville Pike retained via realignment of Route 25 Midtown
• Routes 7 Hillsboro and 25 Midtown will maintain service to busiest destinations on route
• Discontinued portion of route runs between routes 7 Hillsboro and 17 12th Avenue South, both of which have all-day service
• Creates new connection with 100 Oaks
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 to Midtown

99 percent of current boardings served by new alignment or other service
Route Adjustments

17

Route 33X

Old Route 33X
- Non-stop service

New Route 33X
- Convert to neighborhood feeder route
- Extremely low ridership
- Access to routes 52 Nolensville Pike and 55 Murfreesboro Pike
Route Adjustments

- Eliminate downtown segment; retain North Nashville/Jefferson Street portion; rename 29 Jefferson
- Reinstate fares
- All current boardings served by other routes or reinstated 29 Jefferson
- Constant street closures render downtown service unreliable
- Numerous other routes available downtown
- Generates no income and costs $4.5 million annually to operate (combined with Green Circuit)
• Combine Neely’s Bend and Anderson Lane loops
• 97 percent of current boardings are within ¼ mile of adjusted service; 100 percent within ½ mile
• Makes service easier to understand than alternating service patterns
• Will improve frequency and on-time performance
• Increased frequency improves transfer options to and from Gallatin Pike service
In February 2018, WeGo Access along with third-party providers launched a premium, user choice service for Access-eligible customers called Access On Demand (AOD).

The service was very popular with customers with AOD trips making up 13 percent of total WeGo Access ridership. The service has been consistent with other WeGo Access services in per rider subsidy and can serve as an alternative for some people displaced by other service reductions.

Whether or not you have used the service, we are considering permanently adopting the program. We are looking for your feedback to help as part of our service and fare change proposals to inform the Nashville MTA Board final recommendations.

To ensure that we can continue to offer this valuable transportation option for Access-eligible individuals, WeGo is proposing three changes to the program:

1. Increase the base fare from $6.00 to $6.50;
2. Reduce the trip distance at which the additional $1.00 per mile charge begins (from 16 miles to 14 miles); and,
3. Allow providers to group trips together on the same vehicle when customers are going similar directions at similar times.
Future Fare Policy

Future Fare Policy Changes Following Completion of Account-Based Fare System and Development of Comprehensive Retail Distribution Network

The changes listed below are not proposed to take effect on August 1, but are recommended for adoption in conjunction with completion of the new fare collection system. They follow previous direction provided by the Nashville MTA Board relative to the implementation of our modern, account-based fare collection system. Given the lead time for equipment acquisition and design, the elimination of magnetic fare media is recommended after full transition to the new smart media system. Magnetic media slow down boarding time, are prone to system failure, and detract from revenue yield. With an expanded distribution network for smart media, availability of mobile payment options, and a sufficient transition period before phase-out, this transition should be smooth for most customers. These policy changes are approximately revenue-neutral overall, but are contingent on the implementation of the new fare collection system and establishment of the associated third-party retail distribution network. Supplemental hearings and Board actions will occur closer to the implementation date.

<table>
<thead>
<tr>
<th>Item</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transfers</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Onboard Sale of Passes</strong></td>
<td>Cash will continue to be accepted on board vehicles as an accepted fare payment for a single ride. In order to speed the boarding process, no fare media will be sold on board vehicles.</td>
</tr>
<tr>
<td><strong>Magnetic Media</strong></td>
<td>Phase out magnetic media once the new system is implemented and all existing products are supported.</td>
</tr>
<tr>
<td><strong>Existing Products</strong></td>
<td>Support all existing fare products on the new fare system (i.e.: period and multi-trip passes and tickets).</td>
</tr>
<tr>
<td><strong>Stored Value</strong></td>
<td>Introduce Stored Value on transit accounts. Stored Value allows customer to add cash to their accounts in increments of their choice, rather than having to purchase specifically priced products.</td>
</tr>
<tr>
<td><strong>Reduced Fare Media</strong></td>
<td>After application process, issue reduced fare (senior/ADA and youth) cards (or register virtual/mobile cards as reduced cards) at WeGo Central ticket window. Require all reduced fare products be purchased/loaded to a qualifying reduced fare card/account. Currently, only customers requesting a discount fare on the basis of disability are required to go through an application process.</td>
</tr>
<tr>
<td><strong>Support Third-Party Payment Systems</strong></td>
<td>Design the system to be capable of accepting payment through widely available third-party payments systems, such as ApplePay, Google Wallet, etc.</td>
</tr>
</tbody>
</table>