



Paul J. Ballard

From the CEO's Desk

I am once again extremely pleased and proud of the tremendous work that is taking place throughout our organization and within our community on behalf of public transit. We had one of our busiest and most successful years to date, and each day we continue to see the rewards of our efforts.

As we look back on 2008, we should all be very proud of the contributions we are making.

For example, we:

- Recorded 9.4 million passenger trips this past fiscal year on MTA buses and vans, nearly 1 million more rides than the previous year;
- Opened Music City Central, our new Nashville downtown transit station on time and on budget;
- Won the FTA Region IV MegaSTAR award for increasing bus ridership by establishing partnerships with businesses and universities;
- Welcomed Metro Nashville Davidson County Government and Lipscomb University into our EasyRide commuter benefits program of employer-paid public transit for employees;
- Began managing the Music City Star and other Regional Transportation Authority (RTA) services on Dec. 1; and
- Successfully completed three rounds of system changes and two rounds of fare adjustments.

Opening Music City Central and increasing ridership are two key components of our overall Master Plan that puts Nashville and our region in the forefront of public transportation. With increasing development densities, a growing population, and sporadic gas prices, we are well-positioned to expand public transportation.

We are currently hosting community meetings on our Master Plan, and we plan to deliver more public transit options to Davidson County and all nine counties served by the RTA.

As a result, we already have several new projects in the works for 2009. These include:

- Adding six 60-foot articulated hybrid buses to the fleet;
- Assisting Mayor Karl Dean and others to establish dedicated regional funding for public transit;
- Beginning the initial phase of our Automatic Vehicle Location (AVL) project, which uses the Global Positioning System (GPS) to help track vehicles in real time;
- Launching a new BusLink on-demand service in the Madison area; and
- Hosting the Tennessee Public Transportation Association annual conference.

We have concluded another great year, and I want to thank each of you for your commitment to our customers and our organization. I look forward to an even better 2009.



Nashville Metropolitan Transit Authority (MTA) customers now have the comfort of waiting inside MTA's new transit station, Music City Central (MCC), which is located at 400 Charlotte Ave. between 4th and 5th Avenues North, near Municipal Auditorium in downtown Nashville.

Service officially began operating from MCC on Oct. 26. The grand opening celebration capped off nearly 18 months of construction and several years of careful planning by the Nashville MTA Board of Directors; the 29-member Music City Central Steering Committee; transportation consultants TranSystems, Everton Oglesby Architects, Balfour Beatty Construction; and many others.

"Nashville is a great and growing city, and as we have grown, so too have the services of the Nashville MTA,"

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What people are saying about MCC

"I toured the facility this morning and was very impressed with everything. This facility will help increase our transit use and comfort. Thanks so much for all you do."

- Scott Morton, Nashville

"I was very impressed with the number of knowledgeable MTA employees that were available the first week to answer questions. The transition to the new station has worked very well for me."

- Phil Regen, Nashville

"The overall bus riding experience has been improved because of Music City Central. The restrooms are a nice addition and so far have been

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Geoff Smith wins Music City Central BIG GIG Jingle Contest

Nashville-area songwriters had a chance to get their big break this past fall when the Nashville Metropolitan Transit



Geoff Smith performs "Brand New Way" during the MCC Grand Opening.

Authority (MTA) launched a jingle contest for its new downtown transit station Music City Central (MCC).

The site where MCC was built is near what was once home to world-class music and entertainment. So, naturally, the MTA felt it appropriate to hold a contest involving music.

Nashville musician Geoff Smith edged out 91 others to win the MCC BIG GIG Jingle Contest with his jingle titled "Brand New Way." He received \$1,500 cash

(donated by corporate sponsor Balfour Beatty Construction), special recognition, and he performed his award-winning tune at the MCC Grand Opening on Oct. 24. The jingle is airing on local radio stations as part of MTA's advertising efforts.

Smith started writing for Podcasts, then spiraled from jingles to theme songs to traditional media and marketing.

He serves as Entertainment Director for the Big Bang piano bar in downtown Nashville and he is one of the original piano players who opened up the first Big Bang in St. Louis, Mo. Smith also writes ring-tones for the iPhone and recently

recorded with Inmen & The Impressions, the late Curtis Mayfield's group.

Smith is the keyboard player for the local pop band Codaphonic, and the bassist and lead singer for the Chicago-based Police tribute band, One World.

Celebrity judges and industry experts, including those who work on Music Row, chose the winner.

The celebrity judges included: Kirk Whalum (Grammy-nominated musician); Beverly Keel (*Tennessean* columnist);

Tim Fink (Vice President Writer/Publisher Relations for SESAC, Inc.); Paul Kwami (Musical Director for Fisk Jubilee Singers); Woody Wood and Jim Chandler (Woody & Jim, 107.5 The River); Karen Leipziger (KBA Award-Winning Publicist); Deen Entsminger (Belmont University music professor); Thomas F. "Freddie" O'Connell (MTA Board member); and Otho Webster (Division Vice President Balfour Beatty Construction, corporate sponsor for the contest.)



Quotes

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clean. The climate-controlled waiting area is very nice, although most of the time I am not using it because I don't have time between transfers to wait. I also appreciate the diligent efforts of the supervisors and the police to help educate the customers regarding the smoking policy."

- Cynthea Clark
Vanderbilt University

"The entire Nashville region should be proud of this new facility. It is a great symbol of our renewed dedication to improving transit options for all those that live, work and play in our area."

- Michael Skipper
Metro Planning Organization
Executive Director

"As a frequent MTA rider, I know Music City Central will be far more convenient. People will not have to run across busy Deaderick Street to catch a bus or stand in bone-chilling wintry weather if they miss it."

- Brandon Maloney
State Correction Assistant Director

"As Nashville continues to grow as a major metropolitan area, the city will need to provide mobility for all its residents. Well-developed mass transit is integral in any town of significant size or importance. It is especially pertinent to moving people back into the city center and creating a more vibrant Nashville. Music City Central is a brave statement of that endeavor.

After all, a major mass transit system needs a viable hub. I am excited and encouraged that this is a positive sign of Nashville's growth and development – a city serving its people."

- Michael Vine
Nashville

"The new Music City Central bus station will quickly become a defining landmark in Nashville. I am excited for the success that is sure to follow the grand opening. Also, the best part about the new station is that fact that it will shelter riders from the elements."

- Adam Caplan
Hume-Fogg High School student

Rock, rhythm, blues and buses: DTO staff in tune with music

Music City Central incorporates a musical theme throughout the building, but the administrative office on Nestor Street has a music connection, too. Several Davidson Transit Organization (DTO) staff members are talented singers and musicians in their own right and have performed at the organization's annual holiday party. Here is some background information regarding several of the musically-talented individuals who work for DTO.



Priscilla Barcou
Bus Operator

Barcou started singing gospel music at age 5 and is now part of the group Divine, which also features two of her sisters and two friends. The group performs at various churches and venues as well as at birthday parties. In January, they headed into the studio to begin recording their first album. The all-original music will feature a gospel/inspirational sound with a rhythm and blues feel. The album will be released on April 13 to correspond with the group's fifth anniversary.



James Dunn
Repairman

James Dunn (second from left) and his family began performing gospel music together about 10 years ago as a way to combine their love for music and family. Dunn's wife Inger (vocals), daughters Karyn and Destiny (vocals) and son

James Jr. (organist) have appeared at church events and festivals throughout the United States, including Chicago, the Indianapolis area and Jackson, Miss.



Dianne Hill
Laborer

Hill started performing gospel at age 18 with the well-known gospel group Johnson Ensemble, which earned a gold album for their background work on *The Harvest is Plentiful* with the Rev. Isaac Douglas. She was recruited from the group by Deford Batey, Jr., where she became the opening act as part of Deford

Batey's band featuring Lady Dianne. During this time, she was the only act scheduled to perform every other Saturday at 3rd and Lindsley. Today, she is in "semi-retirement" but still performs about four times a year, including at the Jefferson Street Blues Festival in which she took the stage with DTO Bus Operator James Otey.



Charlie Myers
Part-time Checker

Myers (second from right) is one of the founding members of the R&B quartet, The Valentines. His group recorded three singles from 1969-1975 – *Gotta Get*

Yourselves Together and *If You Love Me*; and *Down for the Count* was recorded, but not released. In 2004, The Valentines received a

Grammy Award in the Historical Album category for *Night Train to Nashville: Music City Rhythm and Blues, 1945-1970*.

James Otey
Bus Operator

Otey (center) spent two years touring the world with the legendary Little Richard before going on to perform with James Brown and Taj Mahal. He also played in the band for *The Bill Cosby Show*, which aired on NBC. He currently performs with his band, The New Imperials and occasionally performs with Little Richard and Taj Mahal.



Vileta Phillips
AccessRide Operator

Phillips began singing at age 4 and is a regular in the choir at Temple Baptist Church. She has performed in the choir for 35 years and also performed at talent shows and pageants. Throughout the years, Phillips has sung with Barbara Mandrell, Bobby Jones, the Rev. Lawrence Thomison, Albertina Walker, the Rev. James Cleveland, Shirley Caesar, Minister Keith Pringle and the Rev. Daryl Coley. Music has always been a big part of her life, and she continues to sing every chance she gets.



John Scott
Laborer

Scott (center), who plays bass guitar, drums and trumpet, moved from southern California to Nashville in 2004 to pursue a music education degree. Inspired by the likes of Stevie Wonder, Morris Day, Sly and the Family Stone, and the Rev. John P. Kee, his group Gilmore-Scott features a 1970's gospel vibe. The group performs every weekend and has played at local venues such as B.B. King's and 3rd and Lindsley. Scott has performed with local artist Mario Moore, Daryl Coley, Jonathan Dunn and former *American Idol* finalist Melinda Doolittle. He also gives vocal lessons at the Nashville School of the Arts.



Andy Zimmerman
Data Analyst

Zimmerman (back left) is a member of the rock/reggae/blues group The Running, which was formed in Nashville in 2006. Since their debut, the group has been constantly working and has performed more than 200 shows in over 25 different cities, including New York, Atlanta, the U.S. Virgin Islands and their hometown of Nashville. Their debut album, *Not From Around Here*, was self-released in August 2007 and digitally-released by the independent label Nashville Noir a month later. For more information, check out the band's Web site at www.myspace.com/theRunningband.



Music City Central

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Mayor Karl Dean said. “We now have a bus system that reaches all major corridors in our city and demand for services has never been



The Pearl-Cohn High School marching band perform during the grand opening.

higher. MTA has reached a significant milestone with the opening of Music City Central. This is a tremendous accomplishment.”

Located in the heart of the Central Business District in downtown Nashville, MCC with 434,314 square feet of space, is close to the destinations of customers and is convenient to tourists.

The multi-level facility features climate-controlled waiting rooms with comfortable seats, continuous storefront windows and terrazzo flooring in the upper and lower grand entries; a staffed Customer Care Center; ticket vending machines; a future Dunkin’ Donuts shop;

space for another small retail business; public restrooms for customers; and a community meeting room.

“The development of this facility was the next essential step in building a world-class transit system in Nashville,” MTA CEO Paul J. Ballard said. “Having the necessary infrastructure for our customers is a vital part of expanding transit, attracting new riders, and becoming one of the solutions to the area’s traffic congestion problems.”

MCC has a strong musical theme that plays out in a variety of ways and elevates the facility beyond a transfer station for bus riders to a downtown tourist destination.

A portion of MCC is open air, with buses entering and exiting on both 4th and 5th Avenues North. There are 24 bus bays, and all routes have been assigned a bus bay. All bus bay numbers are printed on route schedules as well as on signage throughout MCC. Up to 20,000 people travel through MCC each weekday.



An MTA bus breaks through a ribbon to officially open the new transit station.

MTA hosts training exercise

In 2008, the Nashville MTA received two no-cost training sessions through the Department of Homeland Security.

The most recent took place in December when the Nashville Metropolitan Police Department, along with numerous law enforcement agencies throughout Middle Tennessee, participated in a SWAT training seminar and exercise concentrating on hostile emergency situations.

The training mission was to help reduce negative actions by the alleged attackers of a bus and to render the employees and passengers safe. The physical SWAT portion of the exercise took place in the bus lot of the MTA Administrative Offices on Nestor Street.

Last summer, several MTA supervisors and managers participated in a 24-hour transit risk assessment seminar, which was presented by the Department of Homeland Security and facilitated by Science Applications International Corporation. Statistical data was compiled in the classroom with security reviews of the administrative offices and Music City Central. Security categories involved metric components to measure any levels of exposure and to foster future planning for ongoing security operations.

MTA begins management of Regional Transportation Authority

The Nashville Metropolitan Transit Authority (MTA) began managing the Music City Star commuter rail line and all suburban bus and van pool services of the Regional Transportation Authority (RTA) on Dec. 1.

Under a contract between the two agencies, MTA Chief Executive Officer Paul J. Ballard is now serving as CEO of both agencies, and the Davidson Transit Organization management team is providing all support and supervision for the RTA Board of Directors, who represent the state of Tennessee and 38 city and county

governments in Middle Tennessee.

“Essentially, our management team is assuming extra duties and becoming RTA’s management team, too,” Ballard said. “We have put on our regional hats and will be guided by policies set by the RTA board when it comes to services extending throughout Middle Tennessee.”

MTA will not assume any financial obligations of the RTA, but it will provide management services on a cost-only basis for the first year of the three-year contract.

The RTA’s largest operation is the Music City Star commuter rail line, which extends

30 miles eastward from Nashville parallel to Interstate 40, with six stations, terminating in the City of Lebanon. RTA also contracts for suburban bus routes and coordinates van pool service, car pools, and a rideshare program with a database of more than 3,000 commuters throughout Middle Tennessee.

Established in 1988 as an unfunded agency supported by member communities, the RTA was administered under a contract with the Greater Nashville Regional Council (GNRC). The planning agency employed RTA staff and performed accounting services until Nov. 30.

Staff Promotions

Carlton Mackie	Vehicle Operator to Operations Supervisor	8/17/08
Michael Williams	Vehicle Operator to Operations Supervisor	9/15/08
Kim Johnson	Vehicle Operator to Operations Supervisor	9/14/08
Kym Zerfoss	Operations Supervisor to Training Instructor	9/15/08
Andy Zimmerman	Part-time to Full-time Data Analyst	9/29/08
Dan Goldblatt	Vehicle Operator Trainee to Vehicle Operator	10/12/08
Felicia Ransom	Vehicle Operator Trainee to Vehicle Operator	10/12/08
Matthew Myers	Vehicle Operator Trainee to Vehicle Operator	10/12/08
Angie Gift	Vehicle Operator Trainee to Vehicle Operator	10/12/08
Zina Grant	Vehicle Operator Trainee to Vehicle Operator	10/12/08
Robert Ohler	Apprentice to "A" Mechanic	10/26/08
Jennell Anthony	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Milton Wells	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Anthony Patterson	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Heather Fletcher	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Kevin Walsh	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Rufus Jones	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Kenyada Pope	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Shirley Thompson	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Dewayne Davis	Vehicle Operator Trainee to Vehicle Operator	11/2/08
D'Nese Nicolosi	Vehicle Operator Trainee to Vehicle Operator	11/2/08
Kathy Sherrell	Part-time to Full-time Customer Care Representative	11/2/08
Michael Rentschler	Vehicle Operator Trainee to Vehicle Operator	11/23/08
Joann Warner	Vehicle Operator Trainee to Vehicle Operator	11/23/08
Terri King	Vehicle Operator Trainee to Vehicle Operator	11/23/08
Doris Davis	Vehicle Operator Trainee to Vehicle Operator	11/23/08
Eric Beyer	Part-time to Full-time Program Manager	12/1/08
Logan Nash	Vehicle Operator Trainee to Vehicle Operator	1/4/09
Booker Thomas	Vehicle Operator Trainee to Vehicle Operator	1/4/09
George Warner	Vehicle Operator Trainee to Vehicle Operator	1/4/09
Nina Ground	Vehicle Operator Trainee to Vehicle Operator	1/4/09
Salvatore Buonomo	Vehicle Operator Trainee to Vehicle Operator	1/4/09

New Employees

Andrew Harvey	Apprentice Mechanic	9/2/08
Tanasha Durham	Part-time Customer Care Representative	9/29/08
Patrick Duffy	Customer Care Representative	9/29/08
Zeda Riggs	Customer Care Representative	9/29/08
Lesli Parr	Customer Care Representative	9/29/08
Donna Simmons	Customer Care Representative	10/8/08
James Gibson	Apprentice Mechanic	10/6/08
Sharon Watson	Music City Central Custodian	10/6/08
Michael Spurlock	Music City Central Custodian	10/6/08
Jeffery Spurlock	Music City Central Custodian	10/6/08
Billy Smallwood	Music City Central Custodian	10/6/08
William Robinson	Music City Central Custodian	10/6/08
Kelby Howland	Music City Central Custodian	10/6/08
Pamela Wilson	Music City Central Custodian	10/29/08
Erin Collier	Customer Care Representative	12/1/08
Sharon Simmons	RTA Program Coordinator	12/1/08
Glenda Griggs	RTA Rideshare Coordinator	12/1/08
Marcia Mackie	Accountant	12/15/08
Amber Thompson	Communications Assistant	1/5/09
Holly Waller	Payroll Administrator	1/5/09
Jerramie Medlen	Music City Central Custodian	1/7/09
Connie Moore	Vehicle Operator Trainee	1/7/09
Mark Nolen	Vehicle Operator Trainee	1/7/09
Arthur Skahl	Vehicle Operator Trainee	1/7/09
Rickey Morse	Vehicle Operator Trainee	1/7/09
Daniel Parker	Vehicle Operator Trainee	1/7/09
Mollie Yambrick	Vehicle Operator Trainee	1/7/09
Marcus Duncan	Vehicle Operator Trainee	1/7/09

Gone Fishing: MTA Retirees

Judy Gower	Vehicle Operator (16 years of service)	10/1/08
Julia Latham	Vehicle Operator (22 years of service)	10/1/08
Gerald Lilly	Vehicle Operator (14 years of service)	10/1/08
George Capshaw	Vehicle Operator (10 years of service)	12/1/08
William Godwin	Vehicle Operator (10 years of service)	12/1/08
Ernest Barnes	Vehicle Operator (32 years of service)	12/1/08
Eddie Barnes	Vehicle Operator (29 years of service)	1/1/09
Larry Lane	Mechanic (33 years of service)	1/1/09



DTO staff and special friends show their award-winning support during the TPTA Rodeo in Gatlinburg.

Kudos...

Congratulations to the winners of the annual MTA Rodeo. Michael Hampton won all three driving events (40-foot and 35-foot bus divisions and paratransit vans), and Gregory Locke placed in all three (second in the 40-foot; third in both the 35-foot and van). The remaining top three finishers by division are: Michael Tucker (third, 40-foot bus); Patrick Lawlor (second, 35-foot bus); Deloris Roberts (second, paratransit van). In the maintenance competition, the team of Roger Ketron, Charlie Patterson and Wade Scott finished first. In the Bus Cleaning competition, Gloria Ewing finished first and Dianne Hill was second.

We enjoy our (EasyRide) partnership with MTA and anything we can do to help encourage its growth and expansion, particularly in service to the public and the environment, is something we will support.

*Cory Hutcheson
LetterLogic, Inc.*

I just wanted to say that I took the airport bus [December 27], coming home from the airport. I got on about 8:45 p.m., I think, and I was home (in Inglewood) by 10:00. SO happy to get home for \$3.20 instead of a \$40 cab ride! I picked up schedules at Music City Central downtown, and I'll definitely take the bus next time I'm going to the airport. Thanks!

*Kathy Burkly
Nashville*

*On Friday, Dec. 5, we had two serious incidents (at Music City Central) a couple of hours apart involving two passengers and ambulances. **Kelby (Howland)** was very helpful during the incidents. During the first one, he assisted the MTA Supervisor and Metro police officer. The second incident occurred when a girl fell at the top of the escalator. He was right there and called for assistance, then went out to 5th Avenue and flagged the ambulance down. I just wanted to give him a "THAT A BOY" for helping us.*

*Bill King
Diamond Security*



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If you have suggestions for future articles, please submit them to the MTA communications office.



Ballard named TPTA Urban Executive of Year

Nashville Metropolitan Transit Authority (MTA) CEO Paul J. Ballard was named Urban Executive of the Year by his peers during the annual Tennessee Public Transportation Association (TPTA) Conference in November in Gatlinburg, Tennessee.

Ballard, who has more than 30 years of professional experience in public transportation, is in his seventh year as MTA CEO. Since his start in 2002, ridership on MTA's buses has increased from 6.4 million to 9.4 million last fiscal year. The agency is anticipating breaking the 10 million annual riders mark during the current fiscal year.

MTA's spirit team took home the annual Spirit Award for having the best cheering team during the annual state rodeo competition in which Michael Hampton, Patrick Lawlor and Deloris Roberts competed against bus and van operators from other Tennessee transit systems.



Nashville MTA CEO Paul J. Ballard was named Urban Executive of the Year by his peers during the annual Tennessee Public Transportation Association Conference in Gatlinburg, Tennessee in November.

MCC waiting room named in honor of Petway



The Petways gather for a family photo in front of the Carlton H. Petway, Sr. Waiting Room.

The Nashville Metropolitan Transit Authority (MTA) dedicated the customer waiting room on the Upper Level of the new Music City Central (MCC) downtown station in honor of the late Carlton H. Petway, Sr. The dedication ceremony was held in October next to the waiting room off of the 5th Avenue North entrance to the facility. Family and friends of the Petways attended and participated in the program.

Among those who made remarks were Retired Chief Justice A. A. Birch, Jr. and Dr. Nebraska Mays. The late Mr. Petway was a prominent Nashville attorney, Metro Councilman (Aug. 1970-Sept. 1975), and MTA Board Secretary (Dec. 1987-Sept. 1991). After his untimely death on Sept. 26, 1991, the former transit mall on Deaderick Street was named after him.

MTA holds series of meetings on Master Plan

The Nashville MTA is holding a series of community meetings to gather public input on developing its short-range and long-range plan for public transportation in Nashville. MTA is looking for input from the public in order to develop a comprehensive plan that meets the needs of Nashvillians.

Representatives from the MTA, Metro Planning, Metro Public Works, Tennessee Department of Transportation and the Metro Planning Organization make up the coordinating committee.

The first round of meetings took place during November; the next group of meetings

were held in January; and a third round will be held in March. An all-day session was held in December for stakeholders for the purpose of working on a common vision for the future of public transportation and the new Strategic Master Plan. Much of the discussion focuses on what investments Nashville should make in public transportation over the next five to 30 years.

"When the meetings are complete, we hope to be able to identify service goals and a process for prioritizing that will lead MTA towards achieving the vision," Director of Planning Jim McAteer said.