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PRESS RELEASE

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Nashville MTA announces rebranding of Nashville's transit system *Newly branded buses will begin rolling out this summer*

NASHVILLE – Nashville MTA is now WeGo Public Transit, committed to connecting people to their lives and their communities.

The new image is part of a process that started with the adoption of the nMotion plan in 2016, and included extensive interviews and focus group testing of current riders, prospective riders, residents, business, and community leaders in Nashville, all of whom are affected by the ever-growing mobility concerns in a rapidly growing city.

It is just one part of our continuing efforts to improve public transit in Nashville as laid out in the nMotion plan, which includes a number of service enhancements as well as improvements to the customer experience.

“Our mission is to increase connectivity in Davidson County. As WeGo, we are taking that mission a step further to connect people to their communities and lives,” WeGo Board Chair Gail Carr Williams said. “This rebrand is the foundation of many improvements Nashvillians will see implemented over the next year as we seek to identify new and strategic ways to improve public transit in a post-referendum era.”

WeGo is already making strides to become an embraced part of Nashville by working to be everywhere for everyone by being a friendly, sustainable, reliable, and trusted partner. The goal is to inspire connectivity one person, one ride, and one neighborhood at a time.

“Not getting bigger is no excuse for not getting better,” WeGo CEO Steve Bland said. “Nashville is growing, developing and embracing new technologies, and is lightyears from the city it was when MTA began in 1973. Right now presents an incredible opportunity for us to rejuvenate our brand so everyone working in, living in, and visiting Nashville can look at us differently because we want to transit differently.”

Thanks to past Metro Nashville budgets, WeGo was able to place an order to replace 20 percent of its fleet this summer, providing much needed improvements to service reliability. These new vehicles (31 buses and 19 vans) presented a unique opportunity to refresh the system's look and feel, while reducing future repainting costs. The arrival of these new buses will also allow WeGo to resume normal service after the short-term service adjustments announced in late June due to vehicle shortages.

Additional service improvements coming include:

- Central (formerly known as Music City Central) renovations;
- more convenient fare payment system, including electronic fare options and mobile payments;
- updated bus routes and streamlined services;
- bus shelter renovations and additions;
- the introduction of Wi-Fi access on select buses;
- updated route tracking services; and,
- an overhaul of the transit system's website.

These improvements and more are underway and will be implemented through 2018 and beyond. For more information, visit www.wegotransit.com.

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