



Nashville MTA Committee Meetings Table of Content

WeGo Central

400 Dr. Martin L. King Jr. Blvd. | Nashville, TN 37219

Thursday, October 24, 2019 | 1:30 PM

The NICE Committee will immediately follow the Operations & Finance Committee.

OPERATIONS & FINANCE Committee

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Walter Searcy, Chair

Hannah Paramore Breen, Member

NEW INITIATIVES & COMMUNITY ENGAGEMENT Committee

Pages 11-13

Janet Miller, Chair

Glenn Farner, Member



Nashville MTA Committee Meetings

WeGo Central

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October 24, 2019 | 1:30 p.m.

The NICE Committee will immediately follow the Operations & Finance Committee.

OPERATIONS & FINANCE Committee

Walter Searcy, Chair

Hannah Paramore Breen, Member

Call to Order

Discussion Items

- Monthly Financial Compared to Budget – Ed Oliphant, CFO **OF-D-19-022 Pg. 1**
- WeGo Monthly Operating Statistics – Dan Freudberg, Director of Service Quality **OF-D-19-023 Pg. 4**

Action Items

- There are no action items to come before the Operations & Finance Committee this month.

Other Business

Adjourn

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

Committee Discussion Item

Committee Action Item

Board Discussion Item

Item Number:	OF-D-19-000	Meeting Date:	10/24/19
Item Title:	Monthly Financial Report Compared to Budget		

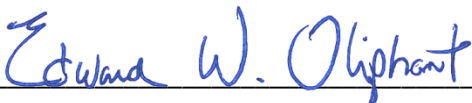
BACKGROUND:

Attached is a statement of operations for the month ended August 31, 2019 compared to the budget and a balance sheet as of August 2019.

CURRENT STATUS:

Chief Financial Officer Ed Oliphant will review the statements at the committee meeting.

APPROVED:



Chief Financial Officer

October 18, 2019

Date

Metropolitan Transit Authority
Statement of Operations Compared to Budget
For the Period Ending August 31, 2019
UNAUDITED

	Actual Month	Month Budget	Month End Variance	F/ U	Prior Year Y-T-D	Actual Y-T-D	Budget Y-T-D	Y-T-D Variance	F/ U	Annual Budget
Revenue form Operations:										
Passenger Fares	\$695,790	\$663,405	\$32,385	F	\$1,163,273	\$1,265,608	\$1,257,140	\$8,468	F	\$7,183,700
Access Ride	70,871	77,550	(6,679)	U	163,507	142,600	148,250	(5,650)	U	850,000
Contract Revenues	226,947	243,620	(16,673)	U	453,388	453,894	471,780	(17,886)	U	2,733,880
Advertising	62,973	69,430	(6,457)	U	175,289	147,113	146,460	653	F	756,175
Other Non-Trans Revenue	102,809	107,547	(4,738)	U	172,001	246,062	215,104	30,958	F	1,314,820
Total Operating Revenue	1,159,390	1,161,552	(2,162)	U	2,127,458	2,255,277	2,238,734	16,543	F	12,838,575
Federal/State/Local Income:										
Local Assistance	10,000,000	7,250,000	2,750,000	F	12,250,000	17,500,000	12,250,000	5,250,000	F	48,635,900
State Assistance	32,946	0	32,946	F	0	65,892	0	65,892	F	4,977,900
Federal Assistance - CMAQ	0	0	0	F	189,481	0	0	0	F	0
Federal Assistance - JARC/New Free	0	0	0	F	203,287	0	0	0	F	0
Total Assistance Income	10,032,946	7,250,000	2,782,946	F	12,642,768	17,565,892	12,250,000	5,315,892	F	53,613,800
Capital Revenue:										
Capital Operating Reimbursement	0	0	0	F	0	0	0	0	F	16,066,310
Capital ADA Reimbursement	0	0	0	F	0	0	0	0	F	2,625,000
Total Capital Income	0	0	0	F	0	0	0	0	F	18,691,310
Total Revenue	\$11,192,336	\$8,411,552	\$2,780,784	F	\$14,770,226	\$19,821,169	\$14,488,734	\$5,332,435	F	\$85,143,685
Expenses from Operations:										
Labor and Fringes	\$4,993,843	\$5,145,644	\$151,801	F	\$9,890,948	\$10,056,324	\$10,347,235	\$290,911	F	\$60,165,155
Services	774,140	871,780	97,640	F	1,413,929	1,525,640	1,742,726	217,086	F	10,203,015
Fuel	413,224	523,659	110,435	F	892,681	916,438	1,047,279	130,841	F	5,425,990
Parts, Materials and Supplies	444,267	424,528	(19,739)	U	1,123,364	844,153	927,520	83,367	F	5,260,030
Utilities	86,942	89,942	3,000	F	152,489	168,136	179,699	11,563	F	1,313,030
Casualty and Liability	188,257	183,565	(4,692)	U	353,427	386,251	366,717	(19,534)	U	2,185,500
Other	25,310	41,750	16,440	F	118,223	43,954	82,960	39,006	F	590,965
Total Operating Expenses	6,925,983	7,280,868	354,885	F	13,945,061	13,940,896	14,694,136	753,240	F	85,143,685
Surplus / (Deficit) before GASB 33	\$4,266,353	\$1,130,684	\$3,135,669	F	\$825,165	\$5,880,273	(\$205,402)	\$6,085,675	F	\$0
Capital Grant Revenue	718,822		718,822	F	11,542,313	1,026,260		1,026,260	F	0
Rental income - MCC Amortization	49,167		49,167	F	98,334	98,334		98,334	F	
Gain/(Loss) on Sale of Property	0		0	F	595	0		0	F	
Depreciation	(1,584,768)		(1,584,768)	U	(2,428,711)	(3,058,867)		(3,058,867)	U	0
Surplus / (Deficit)	\$3,449,574	\$1,130,684	\$2,318,890	F	\$10,037,696	\$3,946,000	(\$205,402)	\$4,151,402	F	\$0

Metropolitan Transit Authority

Comparative Balance Sheets Preliminary

	Month Ended August 31, 2019	Month Ended June 30, 2019
	(unaudited)	(unaudited)
CURRENT ASSETS		
Cash and cash equivalents	\$9,504,068	\$4,476,808
Receivables from federal, state and local government	6,796,923	8,099,359
Accounts receivable	1,414,243	1,767,675
Materials and supplies	2,752,165	2,737,465
Prepaid expense and other	961,319	606,914
Pension Deferred Outflow	5,590,147	5,590,147
Total Current Assets	27,018,865	23,278,368
PROPERTY AND EQUIPMENT		
Land	14,733,025	14,733,025
Building, shelter and benches	100,296,326	100,246,361
Revenue equipment and parts	157,827,780	157,207,640
Office furniture and equipment	5,052,620	5,052,620
Other	33,103,878	32,766,664
	311,013,629	310,006,310
Less: Accumulated Depreciation	(141,097,611)	(137,979,299)
Total Property and equipment, net	169,916,018	172,027,011
OTHER ASSETS		
Cash and investments for self-insurance and other	1,014,156	1,680,473
TOTAL ASSETS	\$197,949,039	\$196,985,852
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$2,360,733	\$4,053,528
Accrued expenses	6,192,238	5,533,445
Deferred revenue	47,204	47,683
Note Payable	5,700,000	6,500,000
Total Current Liabilities	14,300,175	16,134,656
NON-CURRENT LIABILITIES		
Deferred Revenue	7,869,123	7,967,457
Refundable Grants	443,455	444,798
Net Pension Liability	15,207,913	15,207,913
Pension Deferred Inflow	1,306,801	1,306,801
Net other postemployment benefits obligations	62,749,296	62,749,296
NET ASSETS		
Invested in capital assets	156,346,895	157,559,554
Reserve for capital purchases	167,398	648,360
Unrestricted	(64,388,017)	(101,207,808)
Current Year Surplus / (deficit)	3,946,000	36,174,825
Total Net Assets	96,072,276	93,174,931
TOTAL LIABILITIES AND NET ASSETS	\$197,949,039	\$196,985,852

	Current	> 30 days	> 60 Days	> 90 days	Total
Accounts Receivable	\$793,640 56.1%	\$325,995 23.1%	\$165,081 11.7%	\$129,527 9.2%	\$1,414,243 100.0%
Accounts Payable	\$2,054,962 87.0%	\$216,307 9.2%	\$33,686 1.4%	\$55,778 2.4%	\$2,360,733 100.0%

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

Committee Discussion Item

Committee Action Item

Board Discussion Item

Item Number:	OF-D-19-023	Meeting Date:	10/24/19
Item Title:	Monthly Operating Statistics		

BACKGROUND:

Attached are monthly operating statistics through August 31, 2019.

CURRENT STATUS:

Director of Service Quality Dan Freudberg will review the statistics at the committee meeting.

APPROVED:



Director of Service Quality

October 18, 2019

Date

Operations Dashboard Report

	August 2019	August 2018	Pct. Change	Average Monthly Goals
Ridership				
Total Passengers				
Bus	827,189	866,866	-4.6%	
Access (WeGo)	23,123	27,838	-16.9%	
Access (Overflow/Taxi)	10,420	10,800	-3.5%	
Access-on-Demand *	4,579	2,511	82.4%	
Access Total	38,122	41,149	-7.4%	
Total	865,311	908,015	-4.7%	785,000
Passengers per Revenue Hour				
Bus	17.93	18.58	-3.5%	18
Access	2.02	2.06	-1.9%	2.1
Total Scheduled Revenue Hours	57,588	60,162	-4.3%	
Total Cost Per Scheduled Revenue Hour of Service	\$115.67	\$106.13	9.0%	
Safety				
Miles Between Total Accidents	81,096	32,893	146.5%	36,000
Miles Between Preventable Accidents	364,931	N/A	N/A	300,000
Preventable Accidents	2	0	0.0%	
Non-Preventable Accidents	7	23	-69.6%	
Internal Accidents	0	0	0.0%	
External Accidents	9	23	-60.9%	
Service Quality				
Bus Trip Completion Percentage	99.5%	99.0%	0.5%	99.5%
Access Trip Denials	0	0	0.0%	0
Miles Between Road Calls	3,363	3,393	-0.9%	3,800
On-Time Performance				
Bus	80.9%	81.1%	-0.2%	85.0%
Access (WeGo)	82.9%	84.3%	-1.4%	89.0%
Access (Overflow/Taxi)	95.7%	81.8%	13.9%	89.0%
Access Total	86.9%	83.6%	3.3%	89.0%
Customer Care				
Passengers Carried Per Complaint				
Bus	4,700	5,318	-11.6%	6,000
Access	303	339	-10.7%	600
Total Calls Received	28,344	29,144	-2.7%	
Percent of Calls Answered	88.1%	93.2%	-5.1%	95.0%

* "Access on Demand service began March 2018"

Operations Dashboard Report

	FY2020 August	FY2019 August	Pct. Change	Average Monthly Goals
Ridership				
Total Passengers				
Bus	1,563,590	1,586,211	-1.4%	
Access (WeGo)	48,289	54,015	-10.6%	
Access (Overflow/Taxi)	18,408	19,425	-5.2%	
Access-on-Demand *	8,953	4,236	111.4%	
Access Total	75,650	77,676	-2.6%	
Total	1,639,240	1,663,887	-1.5%	1,570,000
Passengers per Revenue Hour				
Bus	17.01	17.38	-2.1%	18
Access	2.01	2.05	-2.0%	2.1
Total Scheduled Revenue Hours	116,004	117,555	-1.3%	
Total Cost Per Scheduled Revenue Hour of Service	\$115.47	\$111.52	3.5%	
Safety				
Miles Between Total Accidents	48,671	44,764	8.7%	36,000
Miles Between Preventable Accidents	292,023	N/A	N/A	300,000
Preventable Accidents	5	0	0.0%	
Non-Preventable Accidents	25	33	-24.2%	
Internal Accidents	0	0	0.0%	
External Accidents	30	33	-9.1%	
Service Quality				
Bus Trip Completion Percentage	99.3%	98.6%	0.7%	99.5%
Access Trip Denials	0	0	0.0%	0
Miles Between Road Calls	3,596	2,808	28.1%	3,800
On-Time Performance				
Bus	83.1%	83.3%	-0.2%	85.0%
Access (WeGo)	83.9%	84.5%	-0.6%	89.0%
Access (Overflow/Taxi)	95.2%	85.0%	10.3%	89.0%
Access Total	87.1%	84.6%	2.5%	89.0%
Customer Care				
Passengers Carried Per Complaint				
Bus	4,917	5,305	-7.3%	6,000
Access	390	357	9.4%	600
Total Calls Received	55,907	55,766	0.3%	
Percent of Calls Answered	88.9%	94.2%	-5.3%	95.0%

* "Access on Demand service began March 2018"

Operations Dashboard Glossary

Metric

Definitions

Ridership

Total Passengers

Bus

Access (WeGo)

Access (Overflow/Taxi)

Access on Demand

Access Total

Total fixed route passenger boardings on all WeGo operated

Total paratransit passenger boardings on WeGo vehicles

Total paratransit passenger boardings on third-party service providers

Total paratransit passenger boardings on Access-on-Demand service by third-party providers

Total paratransit boardings (WeGo vehicles and third-party service providers, includes Access-on Demand ridership)

Passengers per Revenue Hour

Bus

Access

Total Scheduled Revenue Hours

Total Cost Per Scheduled Revenue Hour of Service

Total fixed route passenger boardings divided by total scheduled fixed route revenue vehicle hours.

Total paratransit boardings on WeGo vans divided by total scheduled paratransit revenue vehicle hours.

Total fixed route and paratransit scheduled revenue vehicle hours. Note: Revenue vehicle hours are total vehicle in-service hours excluding vehicle travel from the garage to the first timepoint (or pickup for paratransit) and from the last timepoint (or pickup) to the garage.

Total fully allocated cost to deliver service divided by the total scheduled revenue hours.

Safety

Miles Between Total Accidents

Miles Between Preventable Accidents

Preventable Accidents

Non-Preventable Accidents

Internal Accidents

External Accidents

Total number of miles travelled by all WeGo revenue vehicles (fixed

Total number of miles travelled by all WeGo revenue vehicles (fixed route and paratransit) divided by the total number of preventable accidents.

A motor vehicle collision, in which the Operator did not do everything reasonable to avoid a collision, committed an error or failed to react to the errors of others.

A motor vehicle collision in which the Operator committed no driving error and reacted reasonably to the errors of others.

A motor vehicle collision that occurs on Nestor or Myatt yard.

A motor vehicle collision that occurs outside of Nestor or Myatt yard.

Operations Dashboard Glossary

Metric	Definitons
Service Quality	
Bus Trip Completion Percentage	Percentage of one-way fixed route revenue trips completed versus scheduled.
Access Trip Denials	Total number of paratransit trips that cannot be scheduled within one hour before or after the customer's requested pick-up time.
Miles Between Road Calls	Any mechanical failure, excluding farebox and accidents. Bus and Access metrics will be reported separately.
On-Time Performance	
Bus	Percentage of total scheduled fixed route timepoint departures occurring between 59 seconds early and 5 minutes 59 seconds late.
Access (WeGo & Taxi/Overflow)	Percentage of total trips where vehicle arrives no later than 59 seconds outside of the scheduled pick-up window.
Customer Care	
Passengers Carried Per Complaint	
Bus	Total fixed route passengers divided by total fixed route customer complaints.
Access	Total paratransit (WeGo and third-party service providers) passengers divided by total paratransit customer complaints.
Total Calls Received	
Percent of Calls Answered	Percentage of calls received that were answered. Unanswered calls are calls that are lost for any reason once in the customer call phone queue.

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

List of upcoming procurement projects

Meeting Date: 10/24/19

BACKGROUND:

Attached is a quarterly procurement project list of upcoming projects for October through December 2019.

CURRENT STATUS:

Pursuant to earlier Board discussion, staff will provide a rolling list of upcoming procurements to the Board on a monthly basis. Staff requests members make them aware of any potentially interested suppliers for planned procurement activity.

Unless there are questions of staff, no discussion is planned at the meeting. This material is provided for information only.

APPROVED:



Chief Administrative Officer

October 18, 2019

Date

Upcoming Procurement Project 2019

(October - December)

Project Name: Nolensville Transit Stop Improvements

- Brief Description: 18 transit stop improvements along Nolensville Pike
- Anticipated Published Date: TBD
- Estimated Project value: \$3 million

Project Name: Mt. Juliet Station Parking Lot Expansion

- Brief Description: Adding approximately 100 parking spaces to the Mt. Juliet Park & Ride
- Anticipated Publishing Date: TBD
- Estimated Project value: \$2.2 million

Project Name: Schedule Printing

- Anticipated Publish Date: TBD
- Estimated Project Value: Over \$300,000.00

Project Name: Vehicle Tire Program

- Anticipated Publish Date: TBD
- Estimated Project Value: Over \$700,000.00

Project Name: Two-Way Radio Equipment and Other Related Services

- Anticipated Publish Date: TBD
- Estimated Project Value: Over \$95,000.00

Project Name: Advertising Media and Other Related Services

- Anticipated Publish Date: TBD
- Estimated Project Value: Over \$125,000.00

Project Name: Telephony Voice-Over Internet Protocol Equipment and Other Related Services

- Anticipated Publish Date: TBD
- Estimated Project Value: Over \$520,000.00

Nashville MTA Banking Services

- Anticipated Publish Date: TBD
- Estimated Project Value: TBD

Financial Services (Line of Credit)

- Anticipated Publish Date: TBD
- Estimated Project Value: TBD



Nashville MTA Committee Meetings

WeGo Central

400 Dr. Martin L. King Jr. Blvd. | Nashville, TN 37219

October 24, 2019 | 1:30 p.m.

NICE Committee

Janet Miller, Chair
Glenn Farner, Member

1. Call to Order

2. Discussion Items

- Marketing Plan Discussion – Jason Minser, Marketing & Communications Director **NICE-D-19-012** **Pg. 12**
- Update on Advertising Program – Jason Minser, Marketing & Communications Director **NICE-D-19-013** **Pg. 13**

3. Action Items

- There are no action items to come before the NICE Committee this month.

4. Other Business

5. Adjournment

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

Committee Discussion Item

Committee Action Item

Board Discussion Item

Item Number:	NICE-D-19-012	Meeting Date:	10/24/19
Item Title:	Marketing Plan Discussion		

BACKGROUND:

Historically, the Nashville Metropolitan Transit Agency (Nashville MTA) has not adopted a formal marketing plan outlining the goals, objectives, performance metrics and budgets associated with marketing. Over the past two years, there have been significant enhancements in brand strategy, market research, and concrete service goals and strategies associated with the nMotion Strategic Service Plan. As a result, staff would like to begin a process of Board engagement in and in the adoption of annual marketing plans in the same manner as we have been evolving our annual budget process. We would propose to begin for FY2019-20.

The ultimate goal of a transit marketing plan is to increase ridership. However, when considering the market segments likely to use transit, the key factors that determine a person's willingness to use the service come down to:

- Awareness of transit;
- Their attitude towards transit;
- Accessibility to transit service with a good level of service; and
- Their overall experience using transit.

Marketing cannot increase ridership by itself. Good marketing and communications is about defining a strategy and direction to tell a complete story about available service and products. Consistent ridership gain requires a commitment to matching service levels to market demands. When possible, where services are at market levels but not at capacity, marketing can help to increase awareness and potential usage. In other circumstances where products are introduced or new features or enhancements to existing services are made, marketing can assist in getting the information out more effectively than word of mouth.

The objective is to discuss the current marketing and communications strategy and the campaigns and tactics used in the first year following rebranding. We plan to develop a formal FY2020 marketing plan for board input and review. The plan will go into further detail related to market identification, tactics, planned campaigns, budget, and performance metrics. Ultimately, we anticipate formal Board adoption and periodic review of marketing plan status.

CURRENT STATUS:

Marketing and Communications Director Jason Minser will walk the Board through the marketing and communications strategy, efficacy of the past year's efforts, and supporting data to guide the FY2020 marketing plan development. We will be seeking general thoughts on approaches and reactions to findings for greater discussion in coming months.

APPROVED:



Marketing & Communications Director

October 18, 2019

Date

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

Committee Discussion Item

Committee Action Item

Board Discussion Item

Item Number:	NICE-D-19-013	Meeting Date:	10/24/19
Item Title:	Update on Advertising Program		

BACKGROUND:

The Board adopted revised advertising standards and policies that aid and elevates the quality of the customer experience WeGo Public Transit strives to provide. The revised advertising standards eliminated ad types covering bus windows to improve customer safety, sought to enhance the image of transit and protect the new WeGo brand, and examined alternate revenue sources to offset income loss from these revisions.

The discussion will provide an update on enterprise-wide brand conversion; revisit the revised advertising standards; and provide an update on revenues, lessons learned during year one of the new program, and address potential opportunities as we begin year two.

CURRENT STATUS:

Marketing and Communications Director Jason Minser will be at the table to discuss the first year administering the revised standards and policy.

APPROVED:



Marketing & Communications Director

October 18, 2019

Date