



EAST CORRIDOR OVERSIGHT COMMITTEE
MEETING Minutes
Tuesday January 9,, 2007
10:00 a.m. – 11:00 a.m.

MTA Conference Room, 130 Nestor Street (Enter off of Driftwood)
Nashville, TN

MTA Bus Routes 25 or 44 stop at the front door of the building where the meeting takes place

THOSE IN ATTENDANCE

Paul Ballard-Chairman	Governor Appointee
Don Fox	City of Lebanon
Rob Shearer	City of Mt. Juliet
Jeff Baines	City of Lebanon
Tom Brashear	Wilson County
Jim Ladieu	TDOT
W.T. Farquhar	RTA
Erin Collier	RTA
Terry Bebout	TSG

Mr. Paul Ballard called the ECOC to order at approximately 10:00 a.m. on January 9, 2007.

1. Public Comments

There were no public comments.

2. Approval of December 12, 2006 ECOC meeting minutes

Mr. Ballard called for a motion for approval of the minutes from the December 12, 2006 meeting. Jeff Baines made the motion to accept the minutes.

JeffBaines motioned, rob Shearer seconded and the moton passed unanminously.

Item 4Jeff Baines made the second.

3. Marketing update - Allyson

Allyson Shumate briefed the committee on the status of the marketing effort.

Mr. Ballard stressed that it was impressive th the survey results demonstrated that most riders were previousl singl occupancy drivers.

Friends ride free. Rob Shearer comments.

Donelson station riders for bus more than train.

The shuttle routes will be changing soon to better serve Belmont. We met with Eric Beyer on the ticket sales for the State and Vanderbilt.

4. Thursday and Friday Night Service Report - Bill Farquhar

Mr. Farquhar briefed the committee on the evening service. The service made a profit on the Friday evening service. TSG will absorb the deficits on the Thursday night service. Always brought in more than we took home.

the agency is trying to figure out a way to continue the Friday night service.

Staff recommends trying to find a sponsor for the Friday evening service. The train may need to leave a bit later than previously.

Motion made by Rob Shearer, seconded by Jim Ladieu.

5. Game Day Express Report- Bill Farquhar

Mr. Farquhar briefed the committee on the game day express. Based on estimates, the overall service made a minimal profit. Weather is an influence on people's decision to attend the games and ride the train. It costs about \$4,000 to run these trains. This is a late decision made by the customers. Half of revenues were received on the platform.

Mr. Farquhar mentioned he would like to run this on every home game next year. A sponsorship would be great. Determine what a season pass would be. MTA prices this at a 10% discount if they buy the season pass.

Staff recommendation, Rob Shearer motioned, Jeff Baines seconded. The motion pass unanimously.

Work with MTA on the season ticket mailouts. Mayor Fox suggested coming up with a sponsorship plan for all upcoming events.

6. December Operations and Irregularities - Bill Farquhar

Mr. Farquhar mentioned the service problems in December. they were all different typ of failures. The locomotive failure in Mt. Juliet was significant because it challenged the response plan. The rails that broke early in the month due to cold weather, were on CWR - and were tested and showed no defects. The operating crew showed creativity in solving many of these issues.

The last operational issue is that the decision to reverse the second train to recover the third train was highly unpopular. This will not be repeated. Lebanon is the number one station mainly due to the evening service. Jeff Baines stated that someone called and stated that the train had not run that day the rail had broken. He asked about a communication plan. The RTA briefed the committee on the communication plan that has been put in place.

7. Other Business