



Franklin Transit Authority
Regular Meeting Agenda ♦ Thursday, November 16, 2023, 3:30 P.M., City Hall - BOMA

1. Call to Order
2. Roll Call/Confirm Quorum
3. Public Comments

This portion of the agenda is for members of the public to directly address the Authority. Persons wishing to speak shall not be required to sign up in advance of the meeting, but comments are limited to three minutes per speaker. The Authority will hear all communication but will not take any action on items that are not on the Agenda.

CONSENT CALENDAR

- 4.

OLD BUSINESS

- | | |
|---------------------------------------|-----------------|
| 5. Transit and VanStar Reports Update | (ITEM #5) |
| 6. Financial Statement and Summary | (ITEM #6) |
| 7. Grant Report | (ITEM #7) |
| 8. Contractor Monitor Report | Christiana Dunn |

NEW BUSINESS

9. Consideration of RFP for Franklin Transit Services

OTHER BUSINESS

10. Report of President/CEO
11. Chairman's Report
12. Adjourn: next regular scheduled meeting: January 18, 2024



Franklin Transit Report

November 2023

Passenger Trips Review
Pumpkin Fest Ridership
Franklin Event Recommendation

2 New Vehicles will go in service in November

Drug and Alcohol Federal Transit Audit Summary

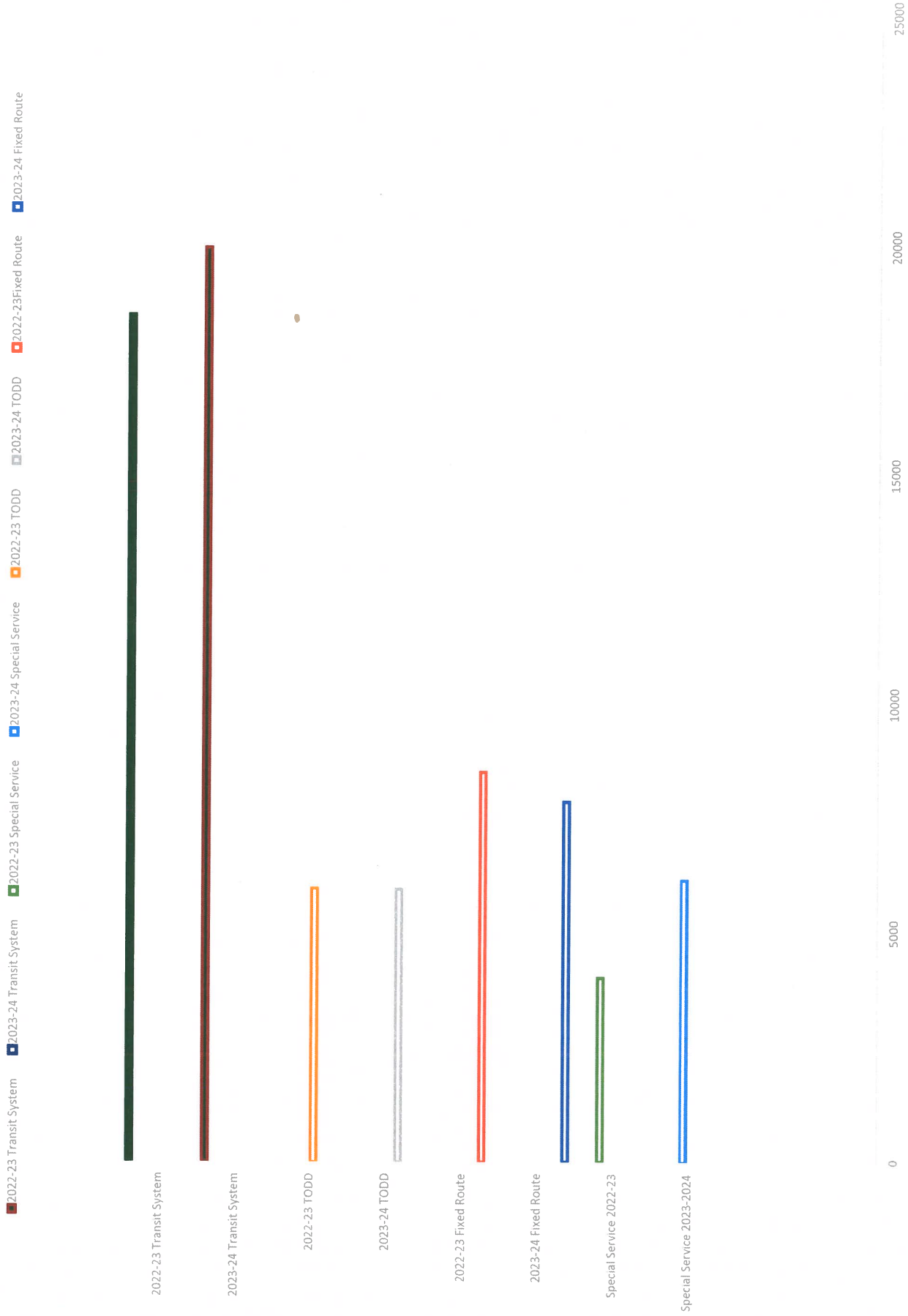
NTD Data submitted and are in review and respond phase

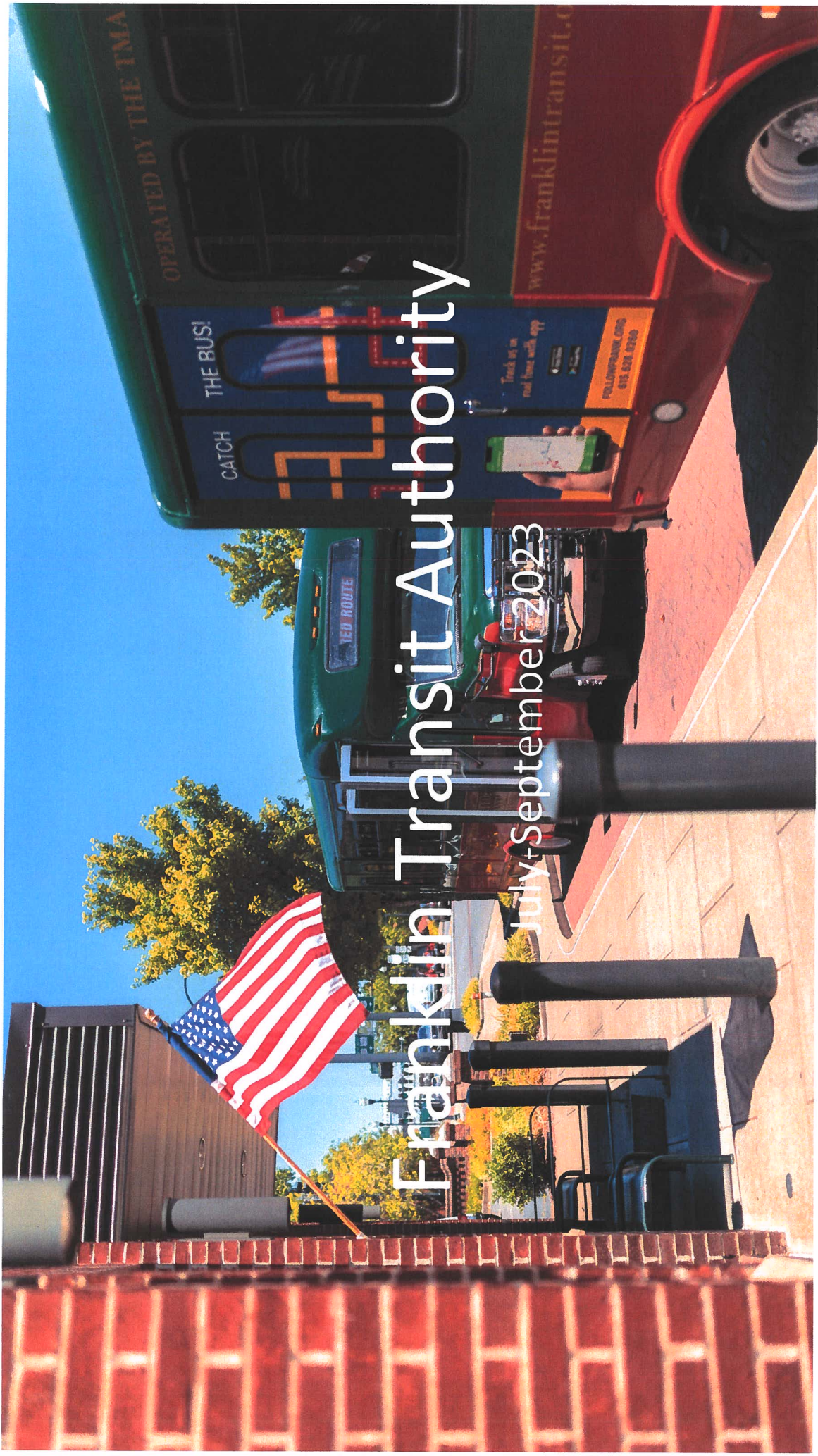
Driver Recruiting

Franklin Transit Authority

708 Columbia Avenue
Franklin, TN 37064
P: 615-628-0260
F: 615-628-3219

Franklin Transit 2022-23 - 2023-24 Comparison





Franklin Transit Authority

July-September 2023

Overview

- Street Talk
- Support Community Events
- Continued Use of App
- Tweens & Teens
- Military
- Language Line
- Social Media Emphasis
- School Initiative
- Local “Influencers”



COLUMBIA STATE STUDENTS
RIDE FREE

With Student ID • on Fixed Routes

FRANKLIN  TRANSIT

FRANKLINTRANSIT.ORG



Marketing Objective

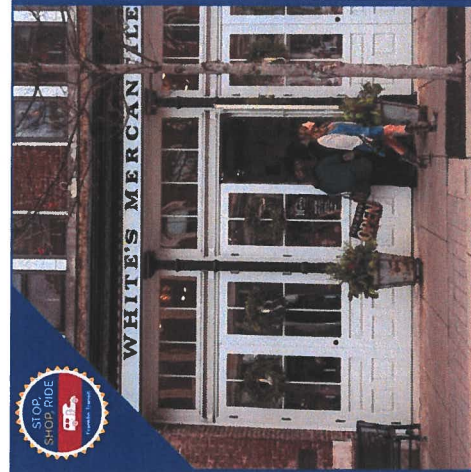
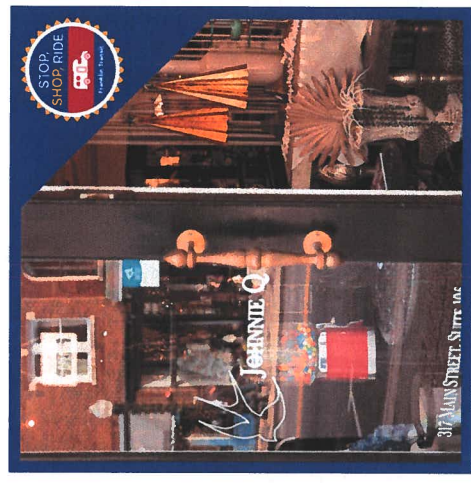
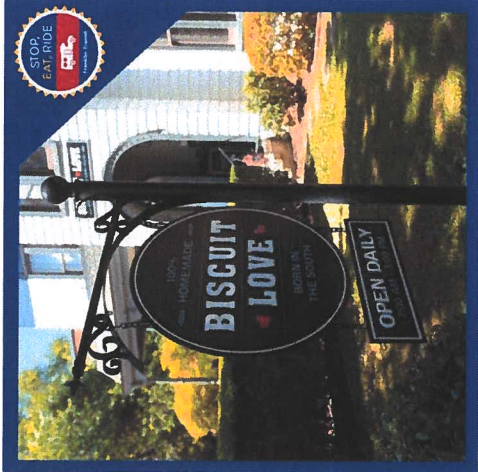
- To reach different segments of the community with the appropriate FTA message
 - Seniors
 - Workers
 - Teens / Students
 - Mentally or Physically Disabled
 - Tourists, Shoppers
 - Event Attendees
 - Business Owners
 - Potential Employees
- Make Franklin Transit services appealing for all the different groups of the community



Strategy

- Show target audiences how they can use Franklin Transit by showcasing riders and destinations
 - Work
 - Shopping – Franklin and Cool Springs
 - Schools
 - Tourist Sites
 - Doctor's Offices & Healthcare
 - Restaurants
- Promote special FTA services and community events
 - Teens & Tweens
 - Back to School





Promotions

• FRANKLINTRANSIT.ORG •

**TWEENS & TEENS
RIDE FOR 50¢
ALL SUMMER**

Franklin Transit Fixed Routes are The Place For You, Too!

• FRANKLINTRANSIT.ORG •

**MILITARY AND
VETERANS
RIDE FREE**

We appreciate your service. Sit back and enjoy our friendly service and frequent stops, available every 30 minutes to get you where you need to go.

FREE RIDE
on Fixed Routes

Download Our App: FollowFrank.org • Downtown Transit Center
708 Columbia Ave., Franklin, TN 37064 • 615 628 0260

• FRANKLINTRANSIT.ORG •

**WE MOVE
FRANKLIN, TN!**

We have friendly service, \$1 one-way tickets, and more stops available every 30 minutes to get you where you need to go.

**50 CENTS
A RIDE**
on Fixed Routes

• WeMoveFranklinTN • Downtown Transit Center
708 Columbia Ave., Franklin, TN 37064 • 615 628 0260

Language Line



Google Analytics

(July-Sept 2023)

Total Visits: 3,000

Avg. 30 day: 981





Twitter

(July-Sept 2023)

- Posts: 50
- Impressions: 6,100

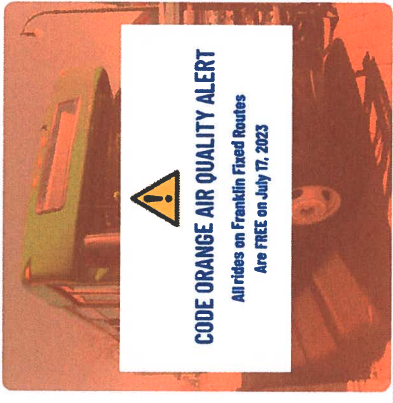
Top Posts



Franklin Transit
@FranklinTransit

Promote

The Tennessee Department of Environment and Conservation is issuing an Ozone Code Orange Air Quality Alert for the Greater Nashville MSA, valid for Monday, July 17, 2023. We will be offering FREE RIDES on Franklin Transit Fixed Routes tomorrow!





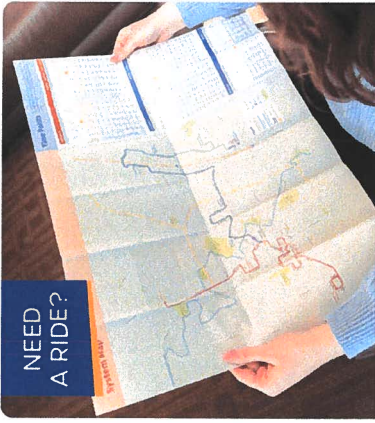
Franklin Transit
@FranklinTransit

Promote

Need a ride?

Pick up one of our detailed maps or visit our website to see our full list of routes and stops. Never miss a ride again!

#FranklinTransit #FranklinTN #PublicTransit #MiddleTN





Franklin Transit
@FranklinTransit

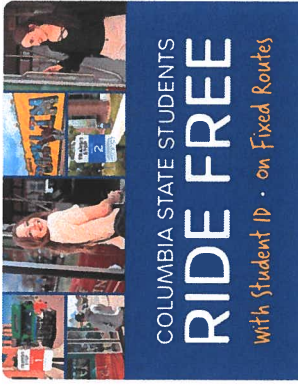
Promote

Quick reminder that Columbia State students ride FREE with showing of Student ID!

We will get you to and from classes in a breeze, with no worries of traffic or parking!

Visit franklintransit.org to learn more about our routes!

#FranklinTransit #FranklinTN





Instagram
(July-Sept 2023)

- Posts: 50
- Reach: 2.4k
- Visits: 84

Top Post
136 Reach



FRANKLIN_TRANSIT

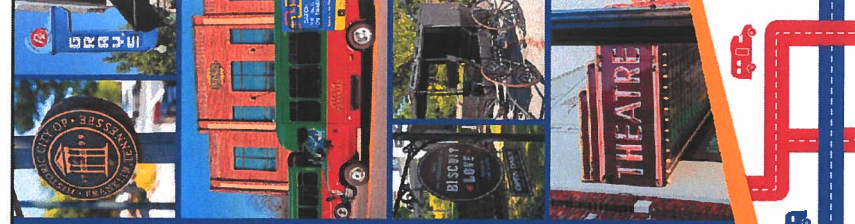
Posts

Follow



Print

- Southern Exposure
- Your Williamson
- Williamson Herald
- La Campagna
- Southern Exposure
- Livability Williamson Chamber



Serving the
**HEART OF
WILLIAMSON
COUNTY**

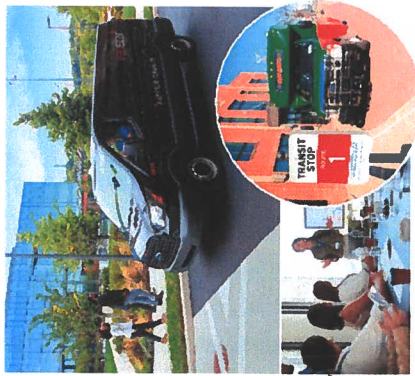
Franklin Transit is the easy way to get around Franklin and Cool Springs. We have friendly service, \$1 one-way tickets, and more stops available every 30 minutes to get you where you need to go. From restaurants to shopping to historical sites.

DOWNTOWN TRANSIT CENTER
708 COLUMBIA AVE., FRANKLIN, TN 37064
615.628.0260

 **DOWNLOAD OUR APP:**
FOLLOWFRANK.ORG



Transportation Options Help Move Williamson County



Williamson County has been a forerunner in transportation mobility for more than 30 years through the efforts of far-sighted leaders who recognize the strategic location of the county adjacent major thoroughfares such as I-45 and 84.

With the leadership of Transportation Management Group (TMA Group), headquartered in Franklin, TN, commuters have options that include transit system ride-sharing vanpools, and additional regional services and employee solutions. The TMA Group is a nonprofit, created in 1984, specifically to help advance transit and mobility options.

Franklin Transit Connects Riders to Important Destinations
Franklin Transit operates a local transit system in Williamson County providing:

- Fixed-route transportation or service throughout segments of the Franklin community
- Transit On Demand (TODD) curb-to-curb transportation service, by reservation only, throughout the Franklin community
- Technology in the form of user-friendly apps and real-time information displays
- Soon to be launched technology-based microtransit options

Franklin Transit connects people in the Franklin and Cool Springs area by providing convenient transit service to downtown Franklin, Cool Springs, Columbia State, Williamson Medical Center, Fieldstone Farms, Independence Square, high schools, and many Franklin neighborhoods.

VanStar Helps Commuters Save Money and Reduce Stress

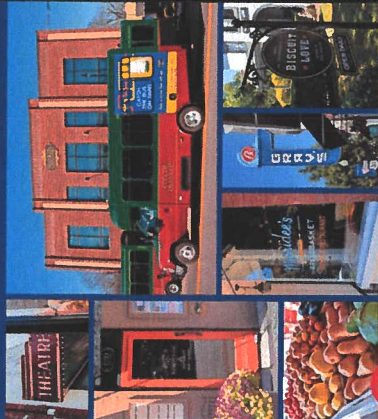
For these employees commuting into and out of Middle Tennessee, TMA Group manages VanStar, a regional ride-share solution that connects people who work in the same area, live in the same area and share similar work schedules. A variety of van sizes allows a group of commuters to share in a commute while saving on the costs of gas, car maintenance and wear and tear on a personal vehicle. Vanpooling is one of the most cost-effective and convenient commuting alternatives to driving alone.

TMA Group Helps Link Communities and Employers

TMA Group has been proud to be part of the forward thinking approach to transportation in our area. They often consult with employers, providing data-based approaches to maximize employee commute options.

708 Columbia Avenue • Franklin, TN 37064 • 615-780-4005 • www.tmagroup.org Paid Advertisement

HOP ON FOR FOOD AND FUN!



DOWNLOAD OUR APP: FOLLOWFRANK.ORG

Franklin Transit is the easy way to get around Franklin and Cool Springs. We have friendly service, \$1 one-way tickets, and more stops available every 30 minutes to get you where you need to go. From restaurants to shopping to historical sites.

DOWNTOWN TRANSIT CENTER
708 COLUMBIA AVE., FRANKLIN, TN 37064
615.628.0260

SÚBETE AL FRANKLIN TRANSIT

Y Conéctate a la Diversión y
a Restaurantes Locales

DESCARGA TRANSIT CENTER
708 COLUMBIA AVE.
FRANKLIN, TN 37064
615.628.0260

¡Feliz Mes
de la Herencia
Hispana!



WILLIAMSON COUNTY /TMA GROUP JULY-SEPT QUARTERLY REPORT

NTD S-10 Report

Provider Williamson County

From July 2023 To September 2023

11/8/2023 4:33 PM

Periods of Service

Field	Average Weekday	Average Saturday	Average Sunday
Time Service Begins	4:30 AM	5:32 AM	8:01 AM
Time Service Ends	6:04 PM	5:00 PM	2:41 PM

Services Supplied

Total Monthly Ridership VRH	4641.80
Total Monthly Ridership VRM	186499.90

Field	Average Weekday	Average Saturday	Average Sunday	Annual Total *
Vehicles In Operation	31	2	2	
Total Actual Vehicle Miles	2808.50	241.67	229.84	188923.90
Total Actual Vehicle Revenue Miles	2784.84	178.38	229.84	186499.90
Total Actual Vehicle Hours	70.51	6.31	5.17	4738.60
Total Actual Vehicle Revenue Hours	69.56	3.79	5.17	4641.80

Services Consumed

Total Ridership Unlinked Passenger Trips (UPT)	19469
--	-------

Field	Average Weekday	Average Saturday	Average Sunday	Annual Total *
Unlinked Passenger Trips (UPT)	293.58	10.00	18.92	19469.00
Passenger Miles Travelled (PMT)	13576.10	472.97	1181.14	904422.72

Key Numbers

19,469 Passenger Trips

904,422 Passenger Miles Traveled (Reduced Roadway Miles)

Sales Efforts

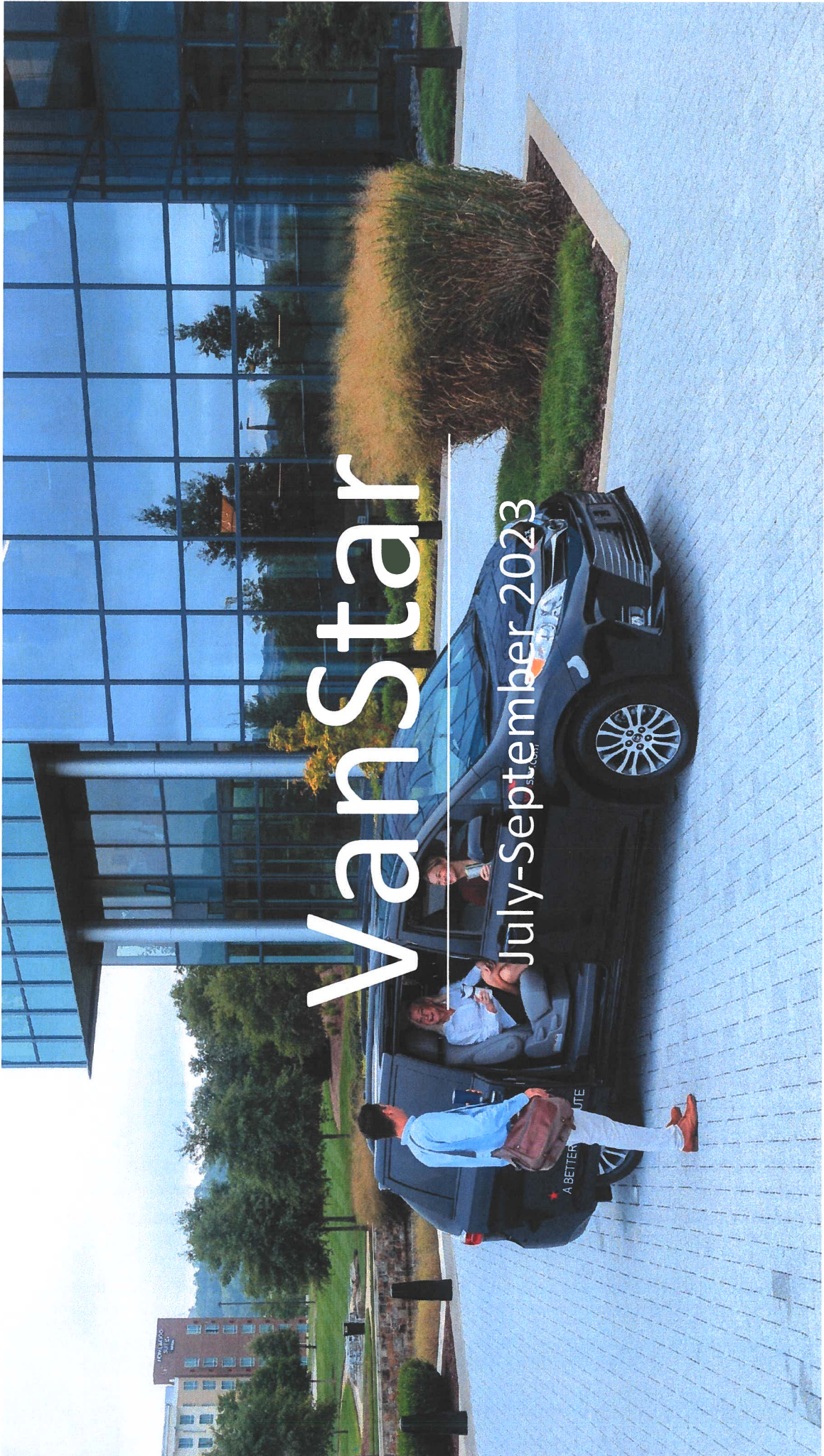
SHRM Annual Conference in Chattanooga – 147 contacts and leads.
Promoting Commuter Benefits and VanStar.

Arnold Airforce Base

6 month effort resulting in placement of initial 2 VanStar vehicles.

Regional Guarantee Ride Home

TMA has stepped in and taken over the Regional Guarantee Ride Home Voucher program for Express Busses , Commuter Train, and VanStar

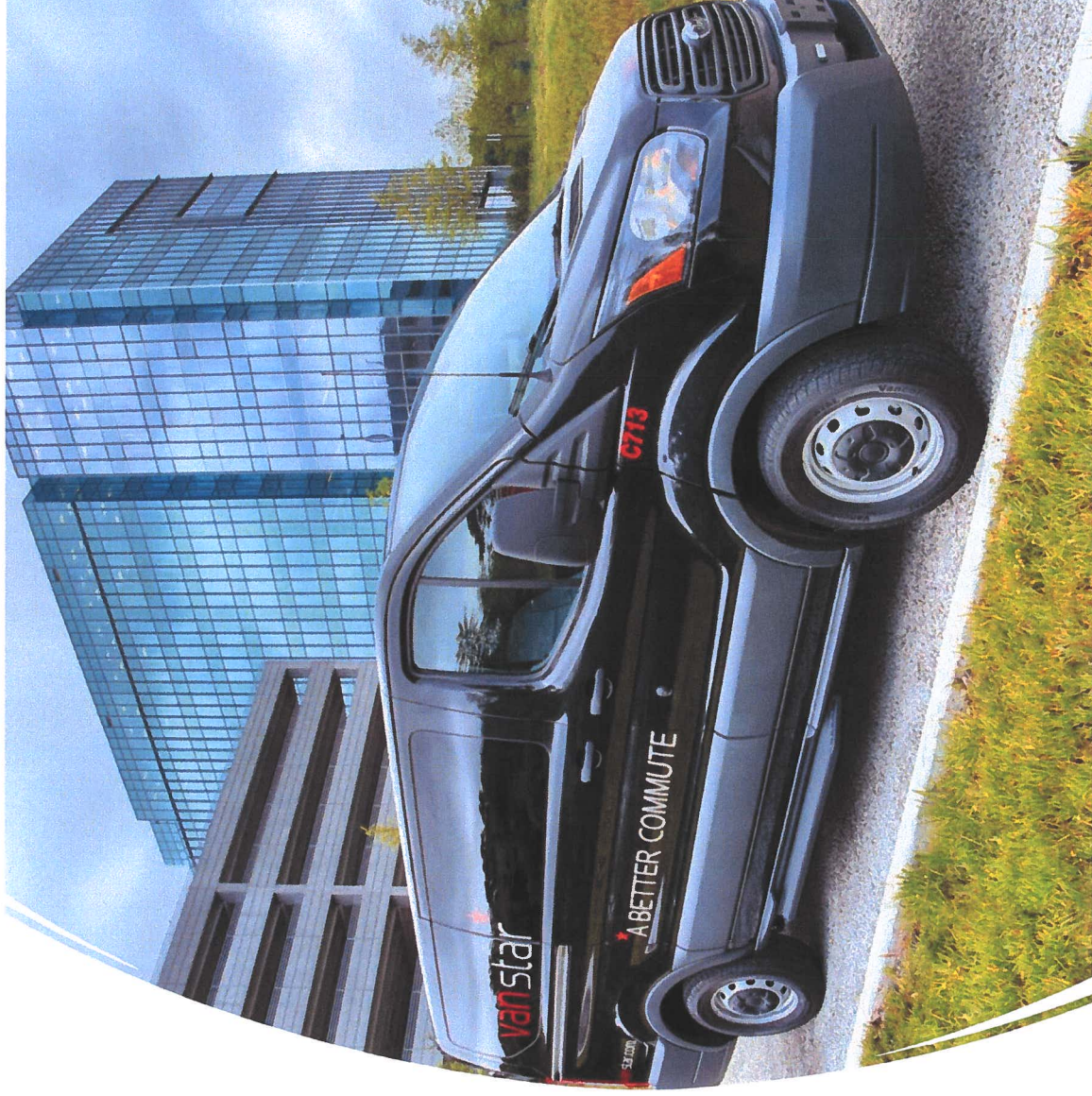


vanstar

July-September 2023

Overview

- Continued presence on digital and social media during rising gas prices and employees returning to work



Marketing Objective

- To reach Federal and State Employees with the VanStar message
- To reach business employers and their employees with the VanStar message
- To communicate the benefits of ridesharing with VanStar
 - Save money on gas, wear and tear, maintenance
 - Stress free ride
 - Make connections with coworkers

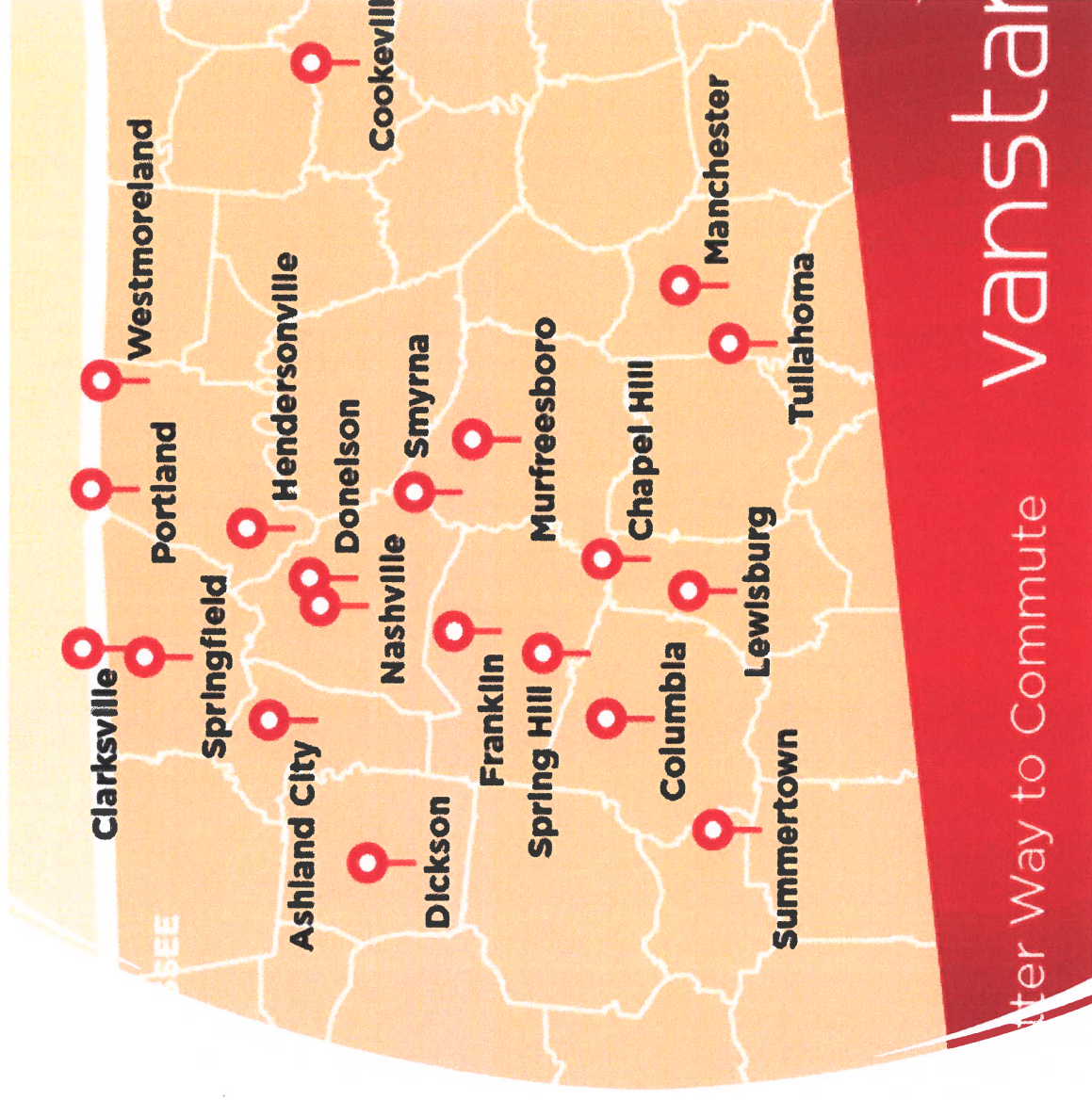
Join a rideshare
and save \$



★
vanstar
a better commute

Strategy

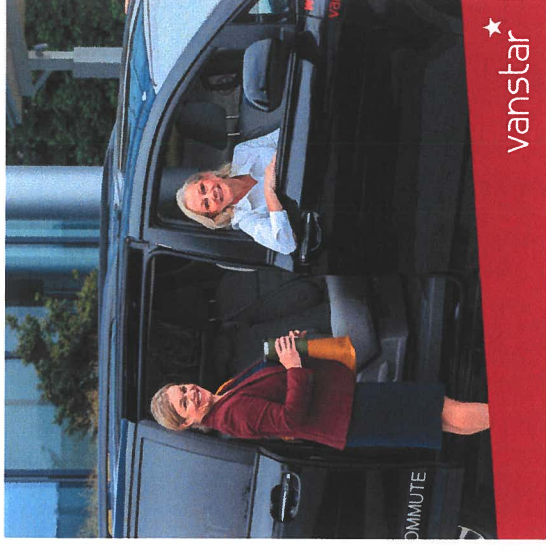
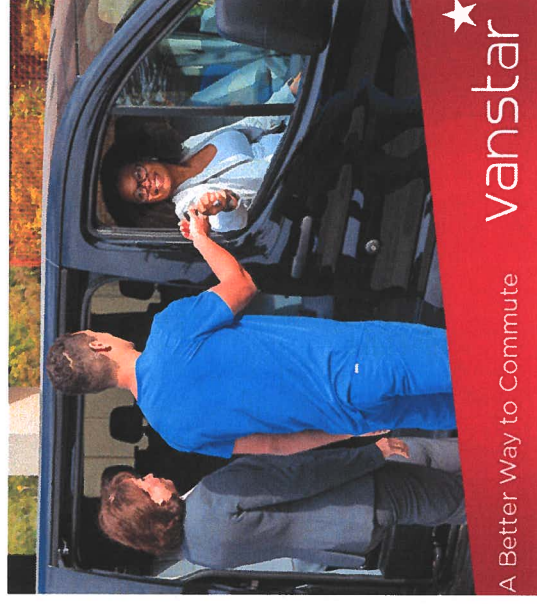
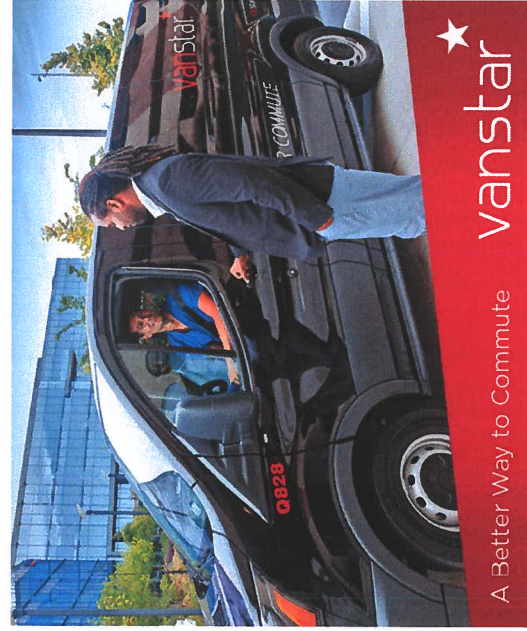
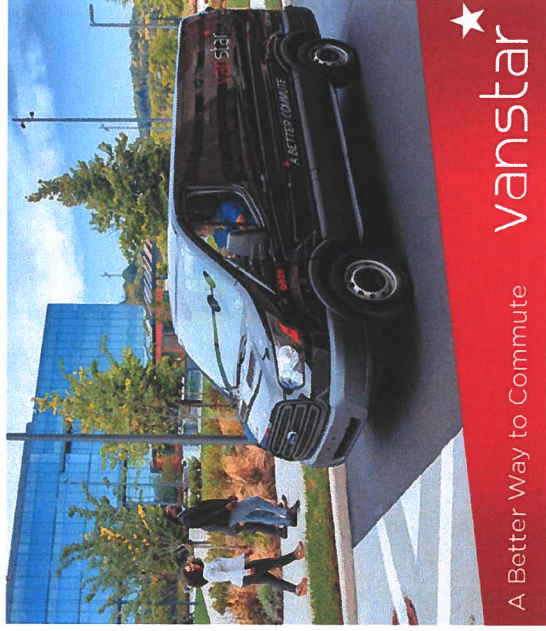
- Using both paid and organic media to reach prospects in specific geographical areas



Better Way to Commute

vanstar

VanStar Social Posts



Share your commute
with coworkers near you.



A Better Way to Commute

VanStar.com • 1-888-924-6540



Join a VanStar
Rideshare

Enjoy the ride and save money



A Better Way to Commute

VanStar.com • 1-888-924-6540



It's great to
**save
money**
and not worry
about driving.



A Better Way to Commute

Gas prices affecting
your commute?



A Better Way to Commute

Gas prices affecting your commute?

USE YOUR FEDERAL COMMUTE BENEFIT

Commute Benefits up to

\$300

a month

Gas prices affecting your commute?

USE YOUR FEDERAL COMMUTE BENEFIT

Commute Benefits up to

\$300

a month

792,000 Impressions

VanStar Digital & Social Posts

Gas prices affecting your commute?

USE YOUR FEDERAL COMMUTE BENEFIT

Commute Benefits up to

\$300

a month

Special Benefits for Federal Employees

A Better Way to Commute

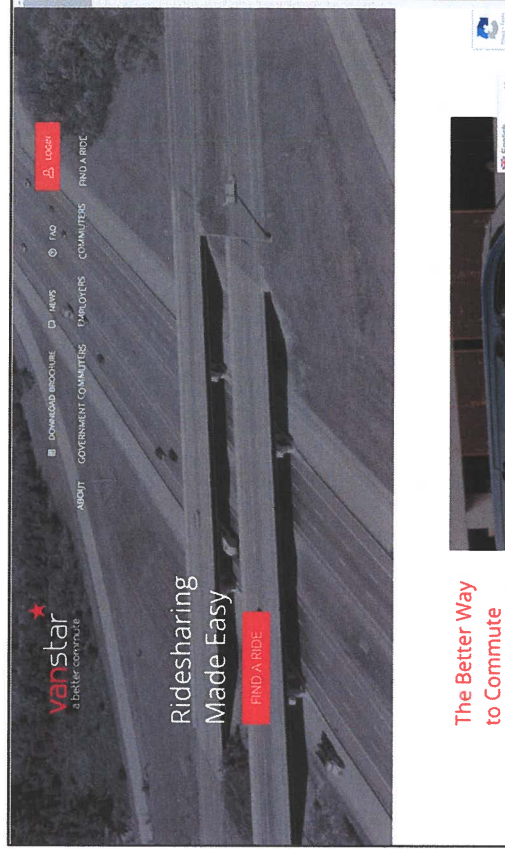
VanStar.com

Google Analytics

(July-Sept 2023)

Total Visits: 7,001

Avg. 30 day: 2,210



Facebook

(July-Sept 2023)

- Posts: 36
- Reach: 303,200
- Visits: 663

Vanstar - vanpool commute solutions ...

Posted by Sendible
Aug 14 · 🌐

The TMA Group proudly announces the appointment of Stephanie Tillman as Business Development Director! 🍊

In this position, Ms. Tillman is responsible for the growth of the VanStar program, in addition to the expansion of TMA's innovative ride-sharing services, and TDM programs.

#MiddleTN #FranklinTN #VanStar #TMAGroup

Top Post
66 Reach



STEPHANIE TILLMAN
JOINS THE TMA GROUP

Instagram

(July-Sept 2023)

- Posts: 36
- Reach: 153,500
- Visits: 210

Top Post
23 Reach





Twitter

(July-Sept 2023)

- Posts: 34
- Impressions: 602

Top Posts



VanStarCommute
@VanStarCommute

Save money and commute better with VanStar! 🚗

Join a vanpool on your next commute and watch your savings soar! Say goodbye to high gas prices and hello to a more affordable and stress-free commute 🚗💰

Visit our website for more info!

[#vanpool](#) [#carpool](#) [#middletn](#) [#franklin](#)



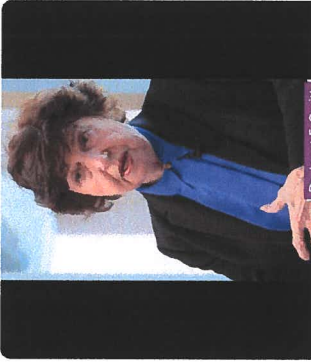


VanStarCommute
@VanStarCommute

Dr. Janel F. Smith, president of Columbia State Community College sums up public transit in three words: nice, easy, and good! 🌟

VanStar is dedicated to making life better for anyone who may need or want to use public transit services

[#PublicTransit](#) [#MiddleTN](#) [#VanStar](#)



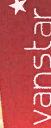


VanStarCommute
@VanStarCommute

Join hundreds of commuters in Middle Tennessee who are already looking to share their commute! 🚗

VanStar uses a sophisticated ride-matching software that helps potential vanpoolers locate others nearby that share a similar commute!



A Better Way to Commute 

3:45 PM · Sep 12, 2023 · 20 Views

VanStar LinkedIn Analytics

July-Sept

Highlights

Data for 7/1/2023 - 9/30/2023

98

Reactions
▼49.2%

0

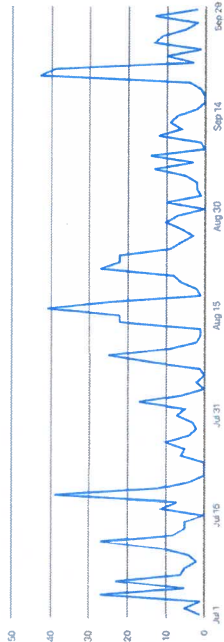
Comments
▼100%

2

Reposts
●0%

Metrics

Impressions ▼

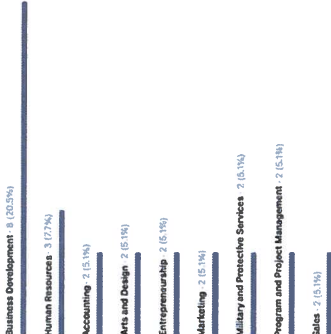


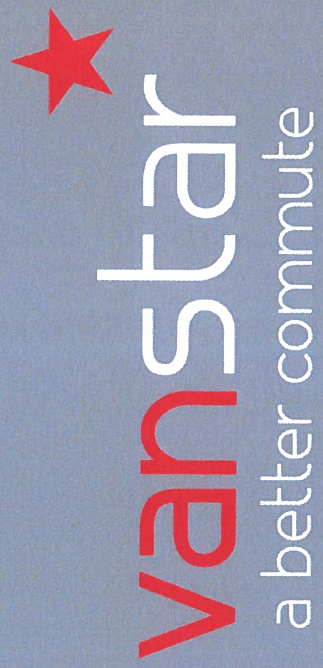
- ✓ Organic
- ✓ Sponsored

801
0

Visitor demographics

Job function ▼





Thank you!

The TMA Group
Statement of Activities
Franklin Transit Service
For the Three Months Ending September 30, 2023

	Month Actual	Month Budget	YTD Actual	YTD Budget	Total Budget
Revenues					
COF Transit Operating	\$ 67,290.85	\$ 95,557.95	\$ 181,163.73	\$ 263,952.23	694,473.51
Fares	10,598.46	12,333.33	20,816.96	36,999.99	148,000.00
Other Revenues	800.00	800.00	3,211.55	2,500.00	9,700.00
State Funding	128,958.00	33,947.19	237,409.00	68,640.22	669,281.49
Federal Funding	61,035.00	142,632.66	284,545.00	483,720.98	2,083,464.00
Total Revenues	268,682.31	285,271.13	727,146.24	855,813.42	3,604,919.00
Direct Cost of Program					
Salaries	128,804.96	137,745.95	357,475.17	413,237.85	1,801,197.15
Employer Taxes and Benefits	35,292.99	32,638.39	85,643.85	97,915.17	423,965.65
Marketing and Outreach	0.00	4,375.00	0.00	13,125.00	52,500.00
Professional Services	7,741.86	10,017.42	14,537.58	30,052.26	120,209.00
Transit Building Maintenance	15,099.01	5,416.67	18,575.06	16,250.01	65,000.00
Transit Maintenance	19,785.02	25,133.33	57,923.01	75,399.99	301,600.00
Transit Center Cleaning	2,027.68	2,166.67	6,163.04	6,500.01	26,000.00
Transit Safety	0.00	500.00	1,192.50	1,500.00	6,000.00
IT Support	3,824.10	3,333.33	14,578.20	9,999.99	40,000.00
Transit Security	0.00	2,083.33	222.50	6,249.99	25,000.00
Transit Surveillance	296.65	208.33	889.95	624.99	2,500.00
Legal Fees	99.75	416.67	99.75	1,250.01	5,000.00
Transit-DAM Compliance	354.53	375.00	1,693.18	1,125.00	4,500.00
Payroll Fees	732.79	464.40	2,148.75	1,393.20	6,037.20
Transit Fuel & Lubricants	16,066.46	19,625.00	47,512.50	58,875.00	235,500.00
Postage and Supplies	2,111.46	1,058.33	5,551.70	3,174.99	12,700.00
Utilities	3,599.35	3,750.00	10,525.02	11,250.00	45,000.00
Trolley Insurance	12,358.39	13,500.00	37,075.17	40,500.00	162,000.00
Transit General Liability	1,327.81	1,375.00	3,983.43	4,125.00	16,500.00
Payouts for Insured Liab Damag	0.00	625.00	0.00	1,875.00	7,500.00
Errors & Omissions Liability	1,020.75	916.67	3,062.25	2,750.01	11,000.00
Insurance General Office & D&O	1,385.44	1,416.67	4,156.24	4,250.01	17,000.00
Property Tax	0.00	0.00	0.00	0.00	650.00
Vehicle Licensing & Registrati	0.00	0.00	0.00	0.00	0.00
Dues and Subscriptions	2,464.48	2,500.00	10,952.13	7,500.00	30,000.00
Meetings	134.29	208.33	287.29	624.99	2,500.00
Travel and Training	218.71	500.00	518.71	1,500.00	6,000.00
Equipment - Other	4,806.96	250.00	8,719.64	750.00	3,000.00
Bank Fees	15.81	150.00	56.76	450.00	1,800.00
Marketing & Advertising	1,845.09	4,383.33	11,446.21	13,149.99	52,600.00
Office Rent	4,074.67	4,096.67	12,224.01	12,290.01	49,160.00
Equipment Lease	386.60	500.00	1,560.30	1,500.00	6,000.00
Tracking Software	653.00	5,416.67	1,959.00	16,250.01	65,000.00
Depreciation Expense	2,153.70	0.00	6,413.34	0.00	0.00
ADA Expenditures	0.00	125.00	0.00	375.00	1,500.00
Total Direct Cost of Program	268,682.31	285,271.16	727,146.24	855,813.48	3,604,919.00
Net Difference - Operations	\$ 0.00 (\$	0.03) \$	0.00 (\$	0.06)	0.00

The TMA Group
Statement of Activities
Franklin Transit Service
For the Three Months Ending September 30, 2023

	Month Actual	Month Budget	YTD Actual	YTD Budget	Total Budget
Planning					
Federal Planning	\$ 0.00	\$ 6,666.67	\$ 0.00	20,000.01	80,000.00
State Planning	0.00	833.33	0.00	2,499.99	10,000.00
COF Planning Cost Share	0.00	833.33	0.00	2,499.99	10,000.00
Total Planning Revenues	0.00	8,333.33	0.00	24,999.99	100,000.00
Planning Costs					
Planning/Transit	0.00	8,333.33	0.00	24,999.99	100,000.00
Net Difference - Planning	\$ 0.00	\$ 0.00	\$ 0.00	0.00	0.00
Equipment					
Federal Capital Expenditures	\$ 0.00	\$ 0.00	\$ 0.00	0.00	536,000.00
State Capital Expenditures	0.00	0.00	0.00	0.00	67,000.00
COF Capital Cost Share	0.00	0.00	0.00	0.00	67,000.00
Total Equipment Revenues	0.00	0.00	0.00	0.00	670,000.00
Equipment Costs					
Equipment - Transit	0.00	0.00	0.00	0.00	670,000.00
Net Difference - Equipment	\$ 0.00	\$ 0.00	\$ 0.00	0.00	0.00

The TMA Group
Statement of Financial Position
September 30, 2023

ASSETS

Current Assets		
Receivables - Federal	\$	388,334.00
Receivables - State		<u>271,587.00</u>
Total Current Assets		<u>659,921.00</u>
Total Assets	\$	<u><u>659,921.00</u></u>

LIABILITIES AND NET ASSETS

Current Liabilities		
Accrued Revenue Due to Transit	\$	<u>659,921.00</u>
Total Current Liabilities		<u>659,921.00</u>
Total Liabilities & Net Assets	\$	<u><u>659,921.00</u></u>



Federal Transit Grant Balances

Federal Transit Administration Funding Source	Grant Number	Balance in TrAMS (As of 11/8/2023)	Uses
5307	TN-2017-020-00	\$157,395	Planning
5307	TN-90-X384-00	\$321,303	Security (WC: Vanpool Replacement Vehicles)
5307	TN-90-X352-00	\$305,647	Security, Shelters (WC: Vanpool Vehicles)
5307	TN-2019-021-00	\$1,168,550	Shelters, PM, Buses, Support Equipment
5307	TN-2020-008-00	\$1,109,873	Operating Assistance, CCC, PM, Software, Rent, (WC: Vanpool Replacement Vehicles)
5307	TN-2022-031-00	1,109, 557	Operating Assistance, Planning, PM, Security, Rent (WC: Operating Assistance and Planning)
5307 CARES Act (100%)	TN-2020-018-00	\$1,938,808	Operating Assistance (WC: Operating Assistance)
5307 American Rescue Plan (100%)	TN-2022-027-00	\$697,296	Operating Assistance, Security (WC: Operating Assistance)
5310 American Rescue Plan (100%)	TN-2023-001-00	\$143,230	Operating Assistance (Enhanced Mobility for Seniors and Individuals with Disabilities)
5310 CRRSAA (100%)	TN-2023-002-00	\$143,228	Operating Assistance Enhanced Mobility for Seniors and Individuals with Disabilities)
5307	TN-2023-037-00	\$2,054,835	Operating Assistance, PM, Security, Rolling Stock (WC: Operating Assistance)

- **\$2,653,456** of the above listed FTA funds are allocated to the vanpool program. Franklin Transit serves as the direct recipient/pass-through entity.

- Typically, 5307 funds require a match. Expenses are distributed among federal government, state government, and the City of Franklin as follows:
 - ✓ Operating Assistance: 50% federal, 50% local
 - ✓ Capital Expenditures: 80% federal, 10% state, 10% local
 - ✓ Preventive Maintenance Expenses: 80% federal and 20% local
 - ✓ Planning Expenses: 80% federal, 10% state, and 10% local.

Grant Applications in Process

Federal Transit Administration Funding Source	Type of Funding Used	Amount Requested	Uses
5307	CMAQ Flex	\$1,425,460.00	Cool Springs Microtransit

Other Grants:

- CMAQ:**
 - Vanpool Post-Pandemic Initiative:** Balance as of September 30: \$3,330,079.32
 - Regional Multimodal and Rideshare Park and Ride:** Balance as of September 30: \$1,469,784.55
- TDOT IMPROVE Act**—Ten vehicles have been purchased. The last invoice has been submitted with all funds expended.
- TDOT Urban Operating Assistance Program (UROP):**
 - Award amount for state fiscal year 2024 is \$290,600.
 - TDOT will reimburse at 80%
 - Current balance is \$183,058.00
- TDOT Transportation Planning Grant:**
 - Zero Emission Vehicle Feasibility Study--first-of-its-kind plan for this grant program
 - Presentation by WSP at the January Franklin Transit Authority meeting.
 - Grant expires January 30, 2024.