



City of Franklin

Mailing Address:
109 3rd Ave S
Franklin, TN 37064
(615) 791-3217

Meeting Agenda

Franklin Transit Authority

Tuesday, February 3, 2026

4:00 PM

Eastern Flank Event Facility

MEETING LOCATION

Eastern Flank Event Facility
1368 Eastern Flank Circle

Notice is hereby given that a meeting of the Franklin Transit Authority will be held on the date and time listed above. You may call 615.791.3212 for additional information. For accommodations due to disabilities or other special arrangements, please contact the Human Resources Department at 615.791.3216 at least 24 hours prior to the meeting. Accommodations have been made to ensure that the public is able to view the meeting. The public may view the meeting by attending in person at the meeting location.

CALL TO ORDER

CITIZEN COMMENTS

APPROVAL OF MINUTES

1. Consideration Of Approval Of Minutes

OLD BUSINESS

NEW BUSINESS

2. Consideration Of Financial Report
3. Consideration Of Grants And Funding Report
4. Consideration Of Transit And VanStar Operating Statistics Report
5. Consideration Of Resources And Opportunities Report
6. Consideration of Outreach And Marketing Report
7. Consideration Of Contractor Monitor Report
8. Consideration Of Equipment Report
9. Discussion Of Future Of Lunchtime Shuttle Service

10. Update On Transit Master Plan
11. Consideration Of Storage of Franklin Transit Authority Vehicles & Equipment
12. Consideration Of Franklin Transit Authority FY 2026-27 Budget

OTHER BUSINESS

13. City Staff Report
14. Report of TMA President/CEO
15. Chairman's Report

ADJOURN

Anyone needing accommodations due to disabilities please contact the ADA Coordinator at 615-791-3277 at least 24 hours prior to the meeting.



**FRANKLIN TRANSIT AUTHORITY
MINUTES OF BOARD MEETING
Tuesday, December 2, 2025; 4:00 P.M.**

The Franklin Transit Authority met on Tuesday, December 2, 2025, at 4:00 P.M., in the Eastern Flank Event Facility in Franklin, TN.

Members Present

Patrick Baggett	Kelly Bair, The TMA Group	Paul Holzen, City of Franklin
Scotty Bernick	Sharmila Patel, The TMA Group	Jason Wiseman, City of Franklin
Eric McElroy	Max Baker, City of Franklin	Amy Diaz-Barriga, City of Franklin
Doris McMillan	Christiana Dunn, City of Franklin	
John Schroer	Shauna Billingsley, COF	
	Veron Gerth, City of Franklin	

CALL TO ORDER

Chairman John Schroer welcomed everyone and called the meeting to order.

CITIZEN COMMENTS

There were no citizen comments

ROLL CALL/CONFIRM QUORUM/ANNOUNCEMENTS

Chairman Schroer confirmed a quorum was present.

APPROVAL OF MINUTES

There were no questions or comments made regarding the October 2025 Authority minutes. Mr. Eric McElroy made a motion for approval of the FTA minutes. Ms. Doris McMillan seconded the motion, and the Authority voted unanimously to approve.

OLD BUSINESS

Consideration of Amendment No. 2 to COF Contract No. 2024-0337 (BAI 10-15-25C)

Ms. Shauna Billingsley handed out an updated red-line version of the proposed amendment. The agreement now requires drug and alcohol testing for all drivers involved in accidents unless there is a specific written determination of no-fault by the supervisor of the operator of the vehicle. This no-fault exception aligns with the City of Franklin's Drug-Free Workplace Policy and does not require testing of drivers who are clearly not at fault—such as being rear-ended while stopped in traffic or experiencing mechanical malfunctions beyond their control. The supervisor must make a written determination of no-fault to exempt the driver from testing.

The amendment also amends the insurance requirements with the Franklin Transit Authority and City of Franklin named as additional insureds.

The effective dates of the amendment are delayed if the new insurance requirements require

a budget amendment, and for 60 days with respect to the drug and alcohol testing provisions to allow the TMA Group to amend its policies. Mr. Eric McElroy made a motion for approval of the amendment. Mr. Patrick Baggett seconded the motion, and the Authority voted unanimously to approve.

Consideration of Financial Report

Dr. Kelly Bair shared the FY25 financial report through September 30—transit is still tracking well to the budget and pointed out a couple of line items that had unexpected expenses.

NEW BUSINESS

Consideration of Grants and Funding Report

Ms. Sharmila Patel shared an update on the status of current FTA and CMAQ grants for Franklin Transit Authority and Williamson County (a subrecipient).

Consideration of Transit and VanStar Operating Statistics Report

Mr. Stanton Higgs shared the transit report. TODD service remains busy, and the month of October saw a significant passenger trip increase, the result of a successful Pumpkinfest service. He shared the VanStar report and discussed the impact the federal shutdown had on the vanpool program.

Consideration of Contract Monitor Report

Ms. Christiana Dunn reviewed the relevant items from the contractor monitoring report, which included the submission of federal reports for all grants, the approval of TAM performance targets at the meeting, and the auction of vanpool vehicles for the subrecipient, Williamson County vanpool.

Consideration of Equipment Report

Mr. Max Baker discussed work toward getting a shelter installed in the Hard Bargain neighborhood, and there was additional discussion regarding the repairs needed at the Franklin High shelter.

Mr. Baggett made a motion to approve all of the reports shared, Mr. McElroy seconded the motion, and it passed unanimously.

Transit Lunchtime Shuttle Update and Transit Special Services Update

Ms. Patel shared the October ridership numbers for all special events including the pilot lunch route, Pumpkin Fest, and the Saturday farmers market at the Factory.

Acknowledgement of Federal Transit Administration Management Transit Asset Management (TAM) Plan Performance Measures Targets (BAI 12-2-25A)

As part of the annual NTD report to Federal Transit, The TMA Group on behalf of Franklin Transit Authority submits a completed TAM Plan Performance Measure Targets Report in October. This report sets a target that keeps the fleet at maximum performance level.

Mr. Baggett made a motion to acknowledge and accept the Federal Transit Management Transit Asset Management (TAM) Plan Performance Measures for Franklin Transit. Mr. McElroy seconded the motion, and it passed unanimously.

Acknowledgement of TDOT and Franklin Transit Authority UROP Funding Contract (BAI 12-2-25B)

The TN Department of Transportation (TDOT) Urban Operating Program (UROP) allocation contract for July 1, 2025 – June 30, 2026 is in the amount of \$346,800.00. Mr. McElroy made a motion to acknowledge the contract between TDOT and the Franklin Transit Authority. Mr. Bernick seconded the motion, and it passed unanimously.

Presentation Ovation and Aureum Properties

Mr. Baker, Mr. Jason Wiseman, and Ms. Amy Diaz-Barriga presented information regarding the Ovation and Aureum properties, two new mixed-use developments in the Cool Springs area. Both projects are expansive and will have a significant impact on traffic on Carothers Parkway and McEwen Drive. They talked about how transit-oriented development can reduce reliance on cars and increase ridership; planning to align transit with these goals can be achieved with Authority members' input.

ADJOURN

Mr. McElroy made a motion to adjourn, Ms. McMillan seconded the motion, and it passed unanimously.

The meeting adjourned at 5:25 PM. The next regularly scheduled meeting will be Tuesday, February 3 at 4:00 PM in the Eastern Flank Event Facility.

John Schroer, Chairman

The TMA Group
Statement of Activities
Franklin Transit Authority
For the Six Months Ending December 31, 2025

	Month Actual	Month Budget	YTD Actual	YTD Budget	Total Budget
Revenues					
COF Transit Operating	\$ 77,787.27	\$ 29,464.98	\$ 701,280.67	\$ 593,499.84	1,412,203.75
Fares	17,176.50	8,083.33	61,251.00	48,499.98	97,000.00
Other Revenues	3,300.00	800.00	18,662.72	4,900.00	9,700.00
State Funding	160,488.00	178,151.00	339,063.00	356,899.00	378,447.00
Federal Funding	77,715.00	63,333.00	786,873.00	798,209.00	1,639,212.00
Total Revenues	336,466.77	279,832.31	1,907,130.39	1,802,007.82	3,536,562.75
Direct Cost of Program					
Salaries & Wages - Admin	24,464.94	26,464.96	170,898.98	180,497.10	352,519.36
Salaries & Wages Transit Operations	27,599.86	27,729.63	193,240.27	193,133.06	373,375.71
Salaries & Wages - Drivers	104,377.98	88,105.60	633,406.21	581,829.15	1,122,140.60
Taxes & Benefits - Transit Admin	3,831.04	3,788.69	25,236.93	25,274.81	49,901.29
Taxes & Benefits - Transit Operations	6,930.84	6,603.02	43,841.46	43,905.79	86,825.48
Taxes & Benefits - Drivers	30,539.01	26,455.62	190,080.89	172,835.03	342,734.91
Uniforms	0.00	250.00	2,322.51	1,500.00	3,000.00
Professional Services	7,520.29	5,323.05	23,459.40	31,938.30	63,876.57
Transit Building Maintenance	2,740.76	2,666.67	15,291.66	16,000.02	32,000.00
Transit Vehicle Maintenance	27,443.69	30,291.67	166,371.54	181,750.02	363,500.00
Transit Center Cleaning	2,080.00	2,083.33	12,420.00	12,499.98	25,000.00
Transit Safety	0.00	1,250.00	946.00	7,500.00	15,000.00
IT Support	4,784.67	4,464.64	28,168.59	26,787.84	53,575.70
Software Licensing Expenses	653.00	833.33	3,993.00	4,999.98	10,000.00
Transit Security	4,672.86	1,666.67	4,672.86	10,000.02	20,000.00
Transit Surveillance	296.65	316.67	1,779.90	1,900.02	3,800.00
Legal Fees	0.00	20.83	1,820.00	124.98	250.00
Transit-DAM Compliance	150.00	333.33	1,842.52	1,999.98	4,000.00
Payroll Fees	1,141.34	848.34	7,455.11	5,514.19	11,028.36
Transit Fuel & Lubricants	12,074.51	14,808.34	86,184.46	88,850.04	177,700.00
Postage and Supplies	1,623.48	1,123.56	4,763.24	6,741.36	13,482.66
Utilities	4,530.37	3,166.27	23,744.41	18,997.62	37,995.20
Trolley Insurance	15,185.03	15,974.42	95,708.73	95,846.52	191,693.00
Transit General Liability	1,426.43	1,600.42	8,736.58	9,602.52	19,205.00
Payouts for Insured Liab Damag	0.00	766.67	18,692.85	4,600.02	9,200.00
Errors & Omissions Liability	946.32	1,125.00	5,677.92	6,750.00	13,500.00
Insurance General Office & D&O	29,215.28	1,348.51	36,703.43	8,091.06	16,182.07
Dues and Subscriptions	3,590.24	1,949.69	17,870.07	11,698.14	23,396.28
Meetings	0.00	0.00	350.00	0.00	0.00
Travel and Training	0.00	673.88	303.23	4,043.28	8,086.56
Equipment - Other	74.98	82.02	1,202.20	492.12	984.20
Bank Fees	43.57	37.50	347.08	225.00	450.00
Marketing & Advertising	3,125.00	1,262.50	34,689.43	7,575.00	15,150.00
Office Rent	13,520.85	3,900.14	33,549.89	23,400.84	46,801.70
Equipment Lease	419.97	508.33	2,373.44	3,049.98	6,100.00
Equipment Usage (Depreciation)	1,463.81	2,009.01	8,985.60	12,054.06	24,108.10
Total Direct Cost of Program	336,466.77	279,832.31	1,907,130.39	1,802,007.83	3,536,562.75
Net Difference - Operations	\$ 0.00	\$ 0.00	\$ 0.00	(\$ 0.01)	0.00

The TMA Group
Statement of Activities
Franklin Transit Authority
For the Six Months Ending December 31, 2025

	Month Actual	Month Budget	YTD Actual	YTD Budget	Total Budget
Planning					
Federal Planning	\$ 59,032.00	\$ 8,334.00	\$ 111,330.00	50,000.00	100,000.00
State Planning	7,379.00	1,042.00	13,916.00	6,250.00	12,500.00
COF Planning Cost Share	7,379.39	1,040.67	13,916.98	6,250.02	12,500.00
Total Planning Revenues	73,790.39	10,416.67	139,162.98	62,500.02	125,000.00
Planning Costs					
Planning/Transit	73,790.39	10,416.67	139,164.40	62,500.02	125,000.00
Zero Emission Study Match	0.00	0.00	(1.42)	0.00	0.00
Net Difference - Planning	\$ 0.00	\$ 0.00	\$ 0.00	0.00	0.00
Equipment					
Federal Capital Expenditures	\$ 0.00	\$ 36,695.00	\$ 0.00	220,166.00	440,332.00
State Capital Expenditures	0.00	4,587.00	0.00	27,519.00	55,041.00
COF Capital Cost Share	0.00	3,085.92	0.00	18,522.52	37,042.00
Sale of Surplis Asset	0.00	1,500.00	0.00	9,000.00	18,000.00
Total Equipment Revenues	0.00	45,867.92	0.00	275,207.52	550,415.00
Equipment Costs					
Equipment - Transit	0.00	45,867.92	0.00	275,207.52	550,415.00
Net Difference - Equipment	\$ 0.00	\$ 0.00	\$ 0.00	0.00	0.00

The TMA Group
Statement of Financial Position
December 31, 2025

ASSETS

Current Assets		
Pinnacle Bank - COF Transit	\$	294.72
Receivables - Federal		256,943.00
Receivables - State		350,298.00
Receivables Other - Transit		<u>7,550.00</u>
Total Current Assets		<u>615,085.72</u>
Total Assets	\$	<u><u>615,085.72</u></u>

LIABILITIES AND NET ASSETS

Current Liabilities		
Accrued Revenue Due to Transit	\$	<u>615,085.72</u>
Total Current Liabilities		<u>615,085.72</u>
Total Liabilities & Net Assets	\$	<u><u>615,085.72</u></u>



The TMA Group negotiates on behalf of the Franklin Transit Authority and Williamson County vanpool with Nashville MTA and RTA for the distribution of Federal Transit Administration (FTA) Section 5307 grant funding made available to the Nashville-Davidson Urbanized Area (UZA).

Current Federal Transit Administration Grant Balances as of January 21, 2026

Funding Source	Grant Number	FTA Transit	FTA - Williamson Passthrough - Vanpool	Uses	TIP ID	UPWP Study
5307	TN-2017-020-00	\$26,025.00	\$0	Planning	2019-65-129	Franklin Transit Authority: Transit Master Plan
5307	TN-90-X384-00	\$40.00	\$55,437.00	Security, Vanpool Replacement Vehicles	2015-65-075	
5307	TN-90-X352-00	\$11,414.00	\$201,581.00	Planning, Shelters, Vanpool Vehicles	2019-65-129; 2015-65-075	
5307	TN-2019-021-00	\$867,530.00	\$10.00	Shelters, Security, Support Equipment	2015-65-060	
5307	TN-2020-008-00	\$23,513.00	\$566,524.00	Security, Vanpool Operating, Vanpool Vehicles	2019-65-128; 2015-65-075	
5307 CARES Act	TN-2020-018-00	\$2.00	\$2,135.00	Vanpool Operating Assistance	N/A	
5307	TN-2022-031-00	\$121,706.00	\$475,165.00	Planning, Security, Rent (WC: Operating Assistance and Planning)	2019-65-128; 2019-65-131; 2019-65-129; 2019-65-130	Franklin Transit Authority: Transit Master Plan AND Williamson County Vanpool: Transit Demand Management (TDM) Strategies Study AND Williamson County Vanpool/TMA Group: Coordination/Planning for Transportation Service Gaps Study
5307	TN-2023-037-00	\$992,120.00	\$325,165.00	Operating, Security, Replacement Buses (WC: Operating Assistance)	2015-65-060; 2018-65-056; 2019-65-128	
5307 ARP	TN-2022-027-00	\$9,413.00	\$18.00	Security and Vanpool Operating Assistance	N/A	

5307	TN-2024-031-00	\$1,425,460.00	\$0	Microtransit: Operating Assistance and Hardware/Software	2022-65-154	
5307	TN-2024-024-00	\$769,117.00	\$465,447.00	Operating, PM, Security, Safety, Support Vehicle (WC: Operating Assistance and Security)	2011-65-016; 2015-65-060; 2018-65-056; 2019-65-128	
5307	TN-2025-018-00	\$4,867,374.00	\$600,202.00	Operating, PM, Security, Safety, Rolling Stock, Capital for ZEB, Planning (WC: Operating Assistance and Security)	2018-65-056; 2011-65-016; 2015-65-060; 2019-65-128; 2019-65-129	Franklin Transit Authority: Transit Master Plan
5307	TN-2025-016-00	\$737,377.00	\$983,140.00	Preventive Maintenance (WC: Replacement Vans)	2011-65-016; 2015-65-075	
CMAQ			\$2,881,280.31	Vanpool Post-Pandemic Initiative	2022-65-157	
CMAQ			\$110,937.10	Regional Multimodal and Rideshare Park and Ride	2018-611-060	

A Transportation Improvement Program (TIP) is a publicly adopted four or five-year work program that lists all regionally significant and federally-funded projects by phase of work and year of implementation for activities to improve area highways and streets, public transportation services, and walking and bicycling conditions. All projects must be included in the TIP before a grant will be awarded by the Federal Transit Administration.

TIP ID#	Project Name	Improvement
2011-65-016	Local Bus Service Preventive Maintenance and Capitalization - Franklin	Transit Capital
2015-65-060	Bus & Bus Facilities	Transit Capital
2018-65-056	Bus Operating Assistance - Franklin Transit Authority	Transit Operations
2019-65-130	Bus Facilities - Leasing	Transit Operations
2019-65-129	Transportation Planning for Franklin	Transit Capital

2022-65-154	Cool Springs Micro Circulation Transit Pilot	Multi-Modal Upgrades
2015-65-075	Vehicle Replacement for Vanpool	Transit Capital
2019-65-128	Vanpool Operating Assistance	Transit Operations
2019-65-131	Planning for Williamson County Transportation	Transit Capital
2018-611-060	Regional Multimodal and Rideshare Park and Ride	
2022-65-157	Regional Vanpooling, Carpooling, and Employee Partnership Commute Benefits-- Post-Pandemic Initiative	Transit Capital

Grant and Procurement Updates:

- Quarterly Federal Financial Reports and Milestone Progress Reports in TrAMS were submitted by the January 31 deadline.
- Franklin Transit received its closeout letter for the FY25 NTD report.
- Carpenter Bus Sales in Franklin was awarded the transit bus procurement. Two buses have been ordered.
- The FFY26 Anticipated Application Activity (AAA) was submitted to Region 4. Two applications will be submitted to FTA this year.
- Working with FTA Region 4 to extend the Program of Projects on three TEAMS grants--TN-90-X352-00; TN-90-X384-00; and TN-2017-020-00.

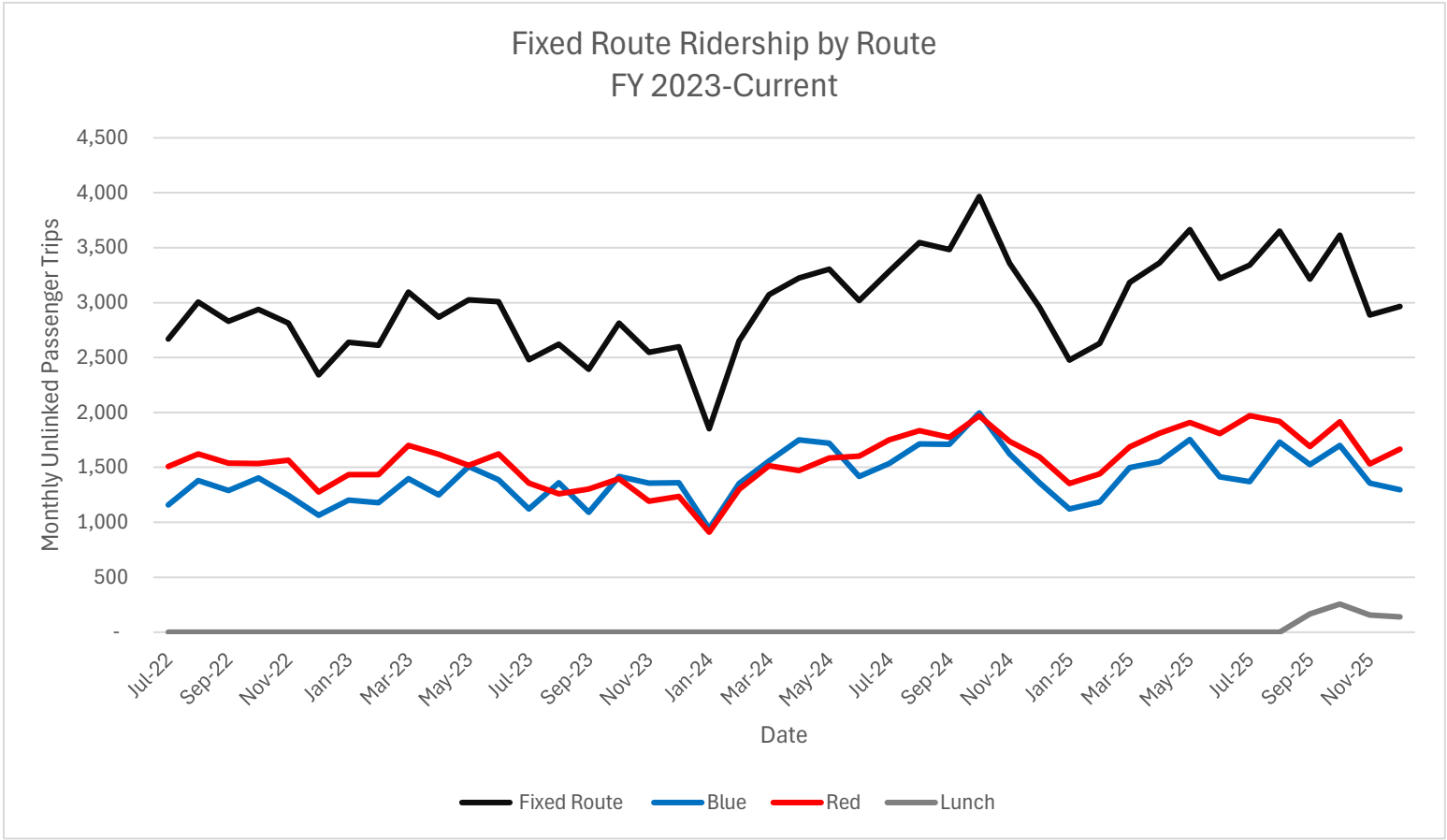
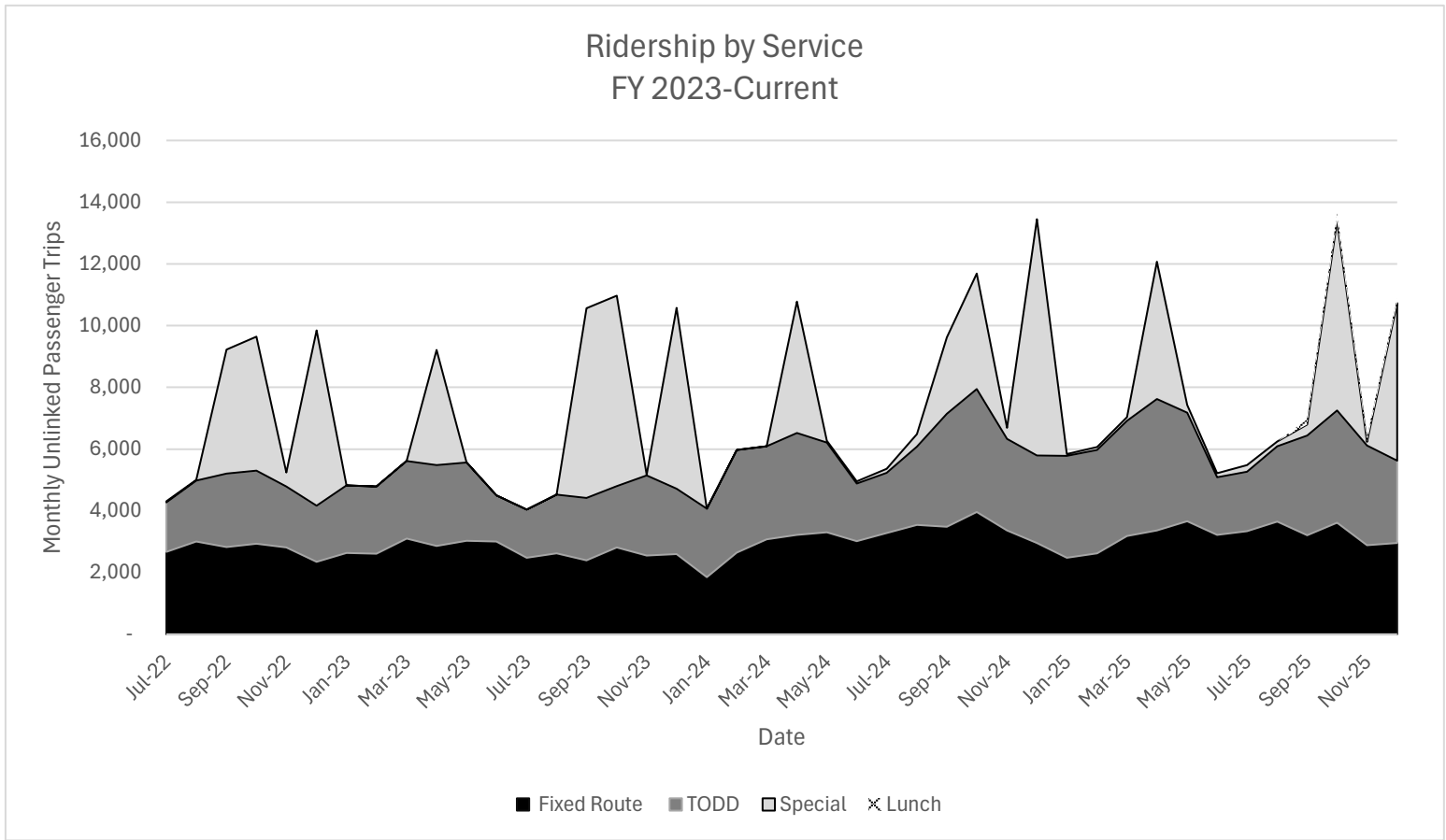
Triennial Review Update:

- The lead reviewer is Joni Roeseler of **TFC Consulting, Inc.** There likely will be different members of the team reviewing certain areas. FTA staff will participate in the review.
- They have provided this year's Recipient Information Request (RIR), the list of requested documents, questions to be answered in the applicable review areas, and a sample review schedule. Information is due at the end of February.

Franklin Transit Operating Statistics

Average Ridership by Service (FY23-Current)					
	Total	Fixed Route	TODD	Special	Lunch*
Monthly	7,277	2,982	2,609	1,734	179
Daily	280	115	100	67	10

Average Ridership by Route (FY23-Current)				
	Fixed Route	Red	Blue	Lunch*
Monthly	2,982	1,568	1,413	179
Daily	115	60	54	10



* Lunch shuttle in operation for 12 days in September

Franklin Transit Report

February Meeting 2026

Product	November	December
Blue	1358	1298
Red	1531	1666
Lunch	155	139
Special Route	118	5112
TODD	3228	2660
Total	6390	10875

Ridership

In the month of November and December, Franklin Transit passenger trips showed a **-15% passenger trip decrease**. The main reason for the decrease was due reduced passenger trips on fixed routes and special event routes.

Passenger Trips YTD

So far, this fiscal year, the passenger trips are 50,857 YTD in 2026 fiscal, compared to 54,109 in 2025 fiscal. This **represents a slight 6% decrease** in passenger trips. This decrease is reflected ;

- Special Events Fixed -9.4%
- Fixed Route -7.7%
- TODD -less than 1%

Lunch Shuttle Pilot.

The Free lunch shuttle reached a total of 456 passenger trips.

NTD Annual Reporting

The annual fiscal and operational reporting to the Federal Transit Administration was turned in on time for both the Franklin Transit Authority and the Williamson/ TMA Group. Both reports were accepted and closed by the Federal Transit Administration.

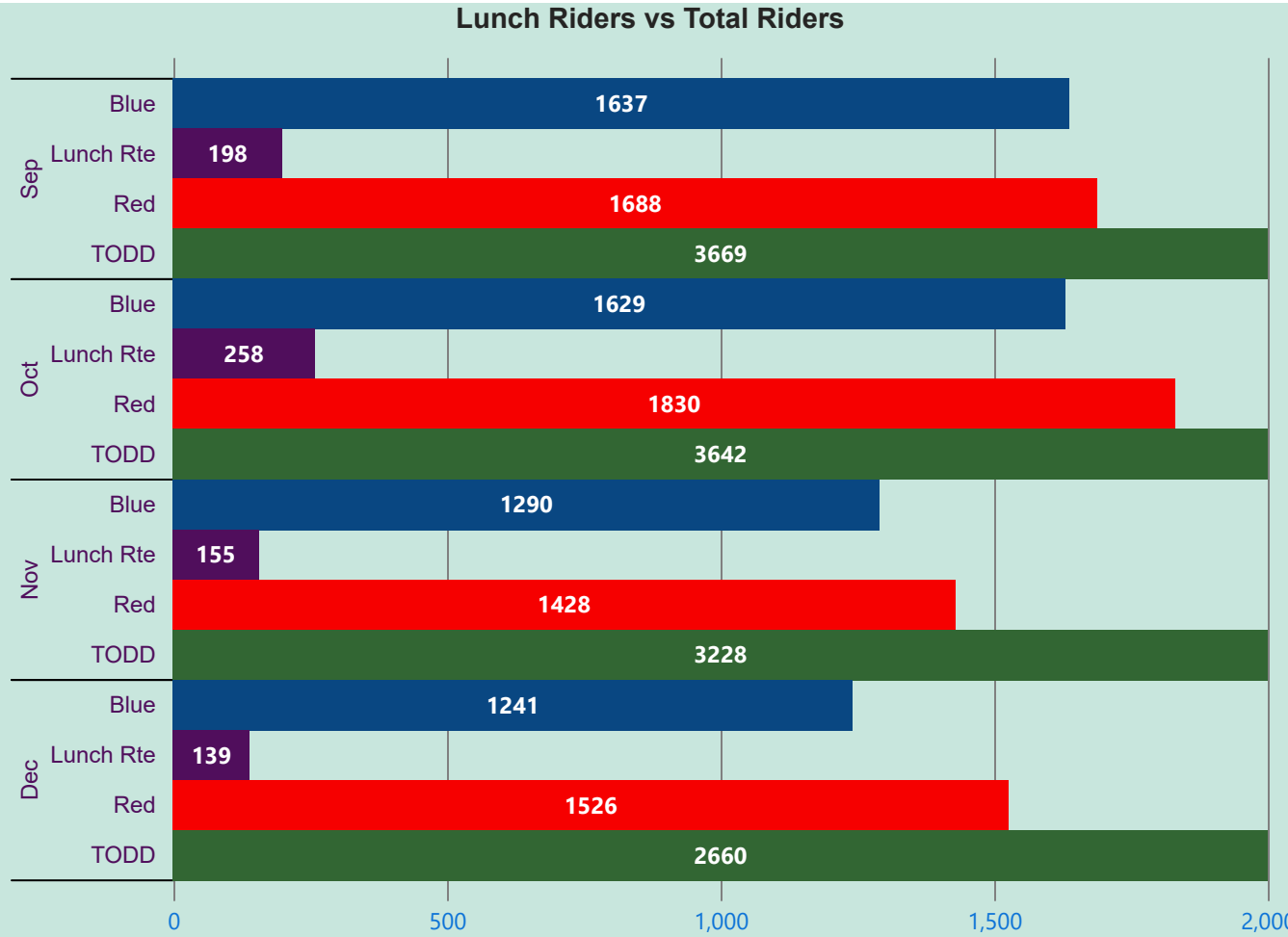
Vehicles

3 vehicles were ordered for Franklin Transit through Carpenter Bus and we are expecting delivery in the next 45 days.

RideDATE	TYPE	ROUTE	CATEGORY	RIDERS	NOTES	REQUESTED BY
11/1/2025	Special	Special	Special	23	FM	THE FACTORY
11/3/2025	Special	Lunch Rte	Lunch	12		FTA
11/4/2025	Special	Lunch Rte	Lunch	7		FTA
11/5/2025	Special	Lunch Rte	Lunch	7		FTA
11/6/2025	Special	Lunch Rte	Lunch	23		FTA
11/7/2025	Special	Lunch Rte	Lunch	7		FTA
11/7/2025	Special	Special	Special	4	Art Crawl	ART COUNCIL
11/8/2025	Special	Special	Special	5	FM	THE FACTORY
11/10/2025	Special	Lunch Rte	Lunch	2		FTA
11/12/2025	Special	Lunch Rte	Lunch	7		FTA
11/13/2025	Special	Lunch Rte	Lunch	14		FTA
11/14/2025	Special	Lunch Rte	Lunch	11		FTA
11/15/2025	Special	Special	Special	12	FM	THE FACTORY
11/17/2025	Special	Lunch Rte	Lunch	4		FTA
11/18/2025	Special	Lunch Rte	Lunch	2		FTA
11/20/2025	Special	Lunch Rte	Lunch	8		FTA
11/21/2025	Special	Lunch Rte	Lunch	2		FTA
11/22/2025	Special	Special	Special	44	FM	THE FACTORY
11/24/2025	Special	Lunch Rte	Lunch	7		FTA
11/25/2025	Special	Lunch Rte	Lunch	2		FTA
11/26/2025	Special	Lunch Rte	Lunch	40		FTA
11/29/2025	Special	Special	Special	6	FM	THE FACTORY
11/29/2025	Special	Special	Special	24	Hop & Sho	THE FACTORY
12/2/2025	Special	Lunch Rte	Lunch	10		FTA
12/3/2025	Special	Lunch Rte	Lunch	10		FTA
12/4/2025	Special	Lunch Rte	Lunch	1		FTA
12/5/2025	Special	Lunch Rte	Lunch	26		FTA
12/6/2025	Special	Special	Special	10	FM	THE FACTORY
12/6/2025	Special	Special	Special	52	Hop & Sho	THE FACTORY
12/8/2025	Special	Lunch Rte	Lunch	1		FTA
12/9/2025	Special	Lunch Rte	Lunch	5		FTA
12/11/2025	Special	Lunch Rte	Lunch	14		FTA
12/12/2025	Special	Lunch Rte	Lunch	7		FTA
12/13/2025	Special	Special	Special	5028	Dickens	DFA
12/15/2025	Special	Lunch Rte	Lunch	8		FTA
12/16/2025	Special	Lunch Rte	Lunch	6		FTA
12/18/2025	Special	Lunch Rte	Lunch	18		FTA
12/19/2025	Special	Lunch Rte	Lunch	8		FTA
12/20/2025	Special	Special	Special	5	FM	THE FACTORY
12/20/2025	Special	Special	Special	17	Hop & Sho	THE FACTORY
12/22/2025	Special	Lunch Rte	Lunch	3		FTA
12/23/2025	Special	Lunch Rte	Lunch	8		FTA
12/29/2025	Special	Lunch Rte	Lunch	5		FTA
12/30/2025	Special	Lunch Rte	Lunch	9		FTA

5,524

FiscalYear	Fiscal Month	Sum of RIDERS	Route
FY26	Sep	1,637	Blue
FY26	Sep	198	Lunch Rte
FY26	Sep	1,688	Red
FY26	Sep	3,669	TODD
FY26	Oct	1,629	Blue
FY26	Oct	258	Lunch Rte
FY26	Oct	1,830	Red
FY26	Oct	3,642	TODD
FY26	Nov	1,290	Blue
FY26	Nov	155	Lunch Rte
FY26	Nov	1,428	Red
FY26	Nov	3,228	TODD
FY26	Dec	1,241	Blue
FY26	Dec	139	Lunch Rte
FY26	Dec	1,526	Red
FY26	Dec	2,660	TODD
Total		26,218	



Fiscal Year

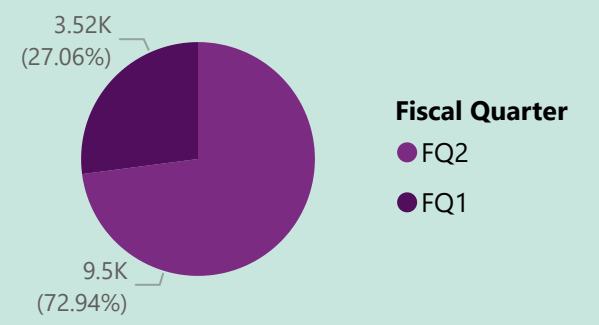
Fiscal Quart... Fiscal Month

Type Route

Category

Lunch Route Total	Special Route Percentage
750	3%

RIDERS by Fiscal Quarter





Vanpool Report for Williamson County TMA Group Vanpool

July 2025 through December 2025

February 2026 Meeting

Fleet Update

New Vehicle Acquisitions:

- **Received:** 5 new Toyota Siennas
- **On Order:** 5 new Ford Explorers

Maximum Service Vehicles

Metric	Count
Vehicles Operated in Annual Maximum Service (VOMS)	53

Note: VOMS increased to reflect 5 newly received Toyota Siennas. Ford Explorer orders will be reflected upon delivery.

Periods of Service

Metric	Time
Time Service Begins	4:32 AM
Time Service Ends	6:28 PM

Services Supplied

Metric	Monthly Total
Vehicles in Revenue Service	38
Total Actual Vehicle Miles	444,630.5
Total Actual Vehicle Revenue Miles	434,551.5
Total Actual Vehicle Hours	11,043.12
Total Actual Vehicle Revenue Hours	10,639.92

Note: Vehicles in revenue service increased from 35 to 38 following integration of 5 new Toyota Siennas into the fleet.

Services Consumed

Metric	Monthly Total
Unlinked Passenger Trips (UPT)	34,601
Passenger Miles Travelled (PMT)	1,603,008.76

Environmental and Economic Impact

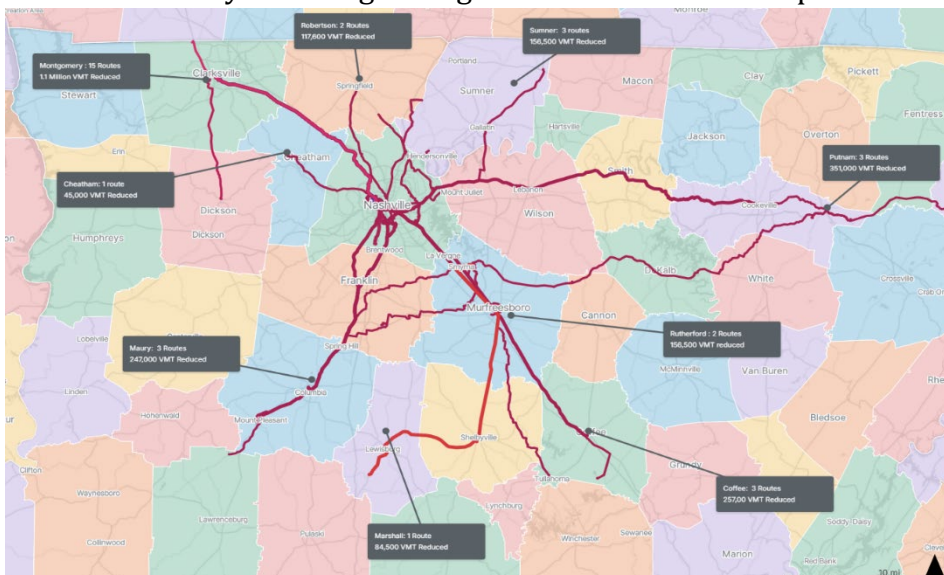
Metric	Monthly Total
Total Vehicle Miles Reduced (VMT)	1,425,536.00
Total Pollutants Reduced (lbs)	106,453.00
Total Fuel Saved (gallons)	5,455.00
Total Participant Savings	\$74,920.00

Key Performance Highlights (February 2026)

- **Average Daily Ridership:** 1,235 unlinked passenger trips per month
- **Average Passenger Miles per Trip:** 46.29 miles
- **Vehicles in Revenue Service:** 38 active vehicles
- **Total Revenue Miles:** 434,551.5 miles
- **Total Revenue Hours:** 10,639.92 hours
- **Fleet Expansion Progress:** 5 Toyota Siennas integrated; 5 Ford Explorers pending delivery

Fleet Modernization Initiative

TMA Group continues its strategic fleet modernization program with the recent acquisition of fuel-efficient Toyota Siennas, enhancing service capacity and reliability. The pending delivery of 5 Ford Explorers will further expand operational capabilities and provide additional flexibility to meet growing demand across our vanpool routes.



Franklin Transit Authority

CONTRACTOR MONITORING

2 CFR 200.331 Requirement for pass-through entities

All pass-through entities must: (d) Monitor the activities of the subrecipient as necessary to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward; and that subaward performance goals are achieved.

Requirement	Yes	Meeting Date	Initials	Note
LEGAL: Have there been any legal matters that may affect the Authority or the Federal Transit Administration?				
LEGAL: Are there any instances relating to false claims under the False Claims Act or fraud?				
LEGAL: Has TMA used only non-appropriated funds for any lobbying activities				
FINANCIAL MANAGEMENT: Have there been any changes to financial policies, procedures, or the organizational structure?				
FINANCIAL MANAGEMENT: Has TMA conducted the required Single Audit, submitted the required documentation to the Franklin Transit Authority (FRTA), and resolved any identified issues?	X	2/3/2026	CD	Finalized their audit and came back with no findings.
TECHNICAL CAPACITY – AWARD MGT: Have any milestone progress reports (MPRs) and Federal Financial Reports (FFRs) been submitted to FTA?	X	2/3/2026	CD	Quarter 1 MPRs and FFRs have been completed for TN-2022-031 and TN-2020-018
TECHNICAL CAPACITY – AWARD MGT: Have any grant awards been closed out?	X	2/3/2026	CD	Franklin Transit's NTD has been successfully closed out for 2025.
TECHNICAL CAPACITY – PROGRAM MGT: Has TMA been suspended, debarred, ineligible, or voluntarily excluded from participation in federally assisted transactions?				
TECHNICAL CAPACITY – PROGRAM MGT: Has the annual risk assessment been submitted to TDOT since the last meeting?				
TECHNICAL CAPACITY – PROJECT MGT: Has the TMA Group implemented any new capital or planning project? (Needs board approval)				
TRANSIT ASSET MANAGEMENT: Has the TMA Group submitted the updated TAM plan to Franklin Transit Authority (FRTA) for review and approval?				
TRANSIT ASSET MANAGEMENT: Has the TMA Group shared its annual performance targets with the Board?				
SATISFACTORY CONTINUING CONTROL: Have there been any changes to real property? Has there been or will there be any incidental use of real property?				
SATISFACTORY CONTINUING CONTROL: Are there any additions of FTA-funded equipment? Was any equipment withdrawn from use and disposed of in accordance with 2 CFR 200 and FTA requirements?				
SATISFACTORY CONTINUING CONTROL: Are there any changes to the bus fleet that impacts FTA requirements for spare ratios and contingency fleets?	X	2/3/2026	CD	got the POs for 15 additional vans for Vanpool. 10 Siennas and 5 Explorers.
MAINTENANCE: Have any changes been made to the maintenance plan or TMA's program for preventive maintenance inspections				
MAINTENANCE: Have there been any major warranty issues?				
PROCUREMENT: Have there been any changes to the procurement policies and procedures?				

Requirement	Yes	Meeting Date	Initials	Note
PROCUREMENT: Have any procurement protests been received or decided?				
PROCUREMENT: Have any revenue contracts or capital leases been awarded?				
DISADVANTAGED BUSINESS ENTERPRISE (DBE): Have there been any changes to the DBE plan, goal, or the person designated as the DBELO?				
DISADVANTAGED BUSINESS ENTERPRISE (DBE): Has the TMA Group submitted the Uniform Report of DBE Awards or Commitments and Payments semi-annually by the required due dates?				
DISADVANTAGED BUSINESS ENTERPRISE (DBE): Have there been any DBEs terminated/substituted on a project?				
TITLE VI: Have there been any changes to the Title VI program or procedures?				
TITLE VI: Have there been any Title VI complaints or investigations?				
TITLE VI: Are there any proposed changes to fares and/or transit service that need Board review and approval?				
TITLE VI: Are there any upcoming planning activities? How will public participation and minority needs be considered?				
AMERICANS WITH DISABILITIES ACT (ADA): Have there been any ADA-related complaints? How have they been resolved?				
AMERICANS WITH DISABILITIES ACT (ADA): Have there been any changes to facilities or buses that impact access?				
AMERICANS WITH DISABILITIES ACT (ADA): Have there been any changes to ADA complaint procedures and the ADA reasonable modification policy?				
ADA COMPLEMENTARY PARATRANSIT: Have there been any changes to the paratransit eligibility determination process?				
ADA COMPLEMENTARY PARATRANSIT: Have there been any changes to the rider's guide, application form, or the sample notification letter templates?				
DRUG-FREE WORKPLACE ACT: Have there been any changes to the Drug-Free Workplace policy or to the ongoing program?				
DRUG-FREE WORKPLACE ACT: Have there been any personnel action(s) taken regarding drug statute violation(s) that occurred in the workplace?				
DRUG AND ALCOHOL PROGRAM: Have there been any changes to the board-adopted drug and alcohol misuse policy?				
DRUG AND ALCOHOL PROGRAM: Have there been any changes to the list of covered employees placed in safety sensitive positions and supervisors/company officials charged with making reasonable suspicion determinations?				
DRUG AND ALCOHOL PROGRAM: Has there been any training offered to employees since the last board meeting?				
SECTION 5307 PROGRAM: Is there a new/updated written agreement with the Metropolitan Planning Organization (MPO) that determines mutual responsibilities in carrying out the metropolitan transportation planning process?				
SECTION 5307 PROGRAM: Has the proposed budget and proposed projects been shared with the board?				
SECTION 5307 PROGRAM: Have the proposed annual transit security expenditures been shared with the board?				
SECTION 5307 PROGRAM: Have any changes been made to the policy detailing the public comment process on increases in the basic fare structure or implementing a major service reduction ?				

Requirement	Yes	Meeting Date	Initials	Note
SECTION 5307 PROGRAM: Have the annual Certifications and Assurances been signed?				

The information marked above was presented to and reviewed by FRTA board members at the stated meeting.

 Chair, Franklin Transit Authority

 Date

Franklin Transit Master Plan

FTA Board Meeting

February 3, 2026

Agenda



Timeline



Recap of Public Outreach
and Existing Conditions



Goals and Objectives

Timeline

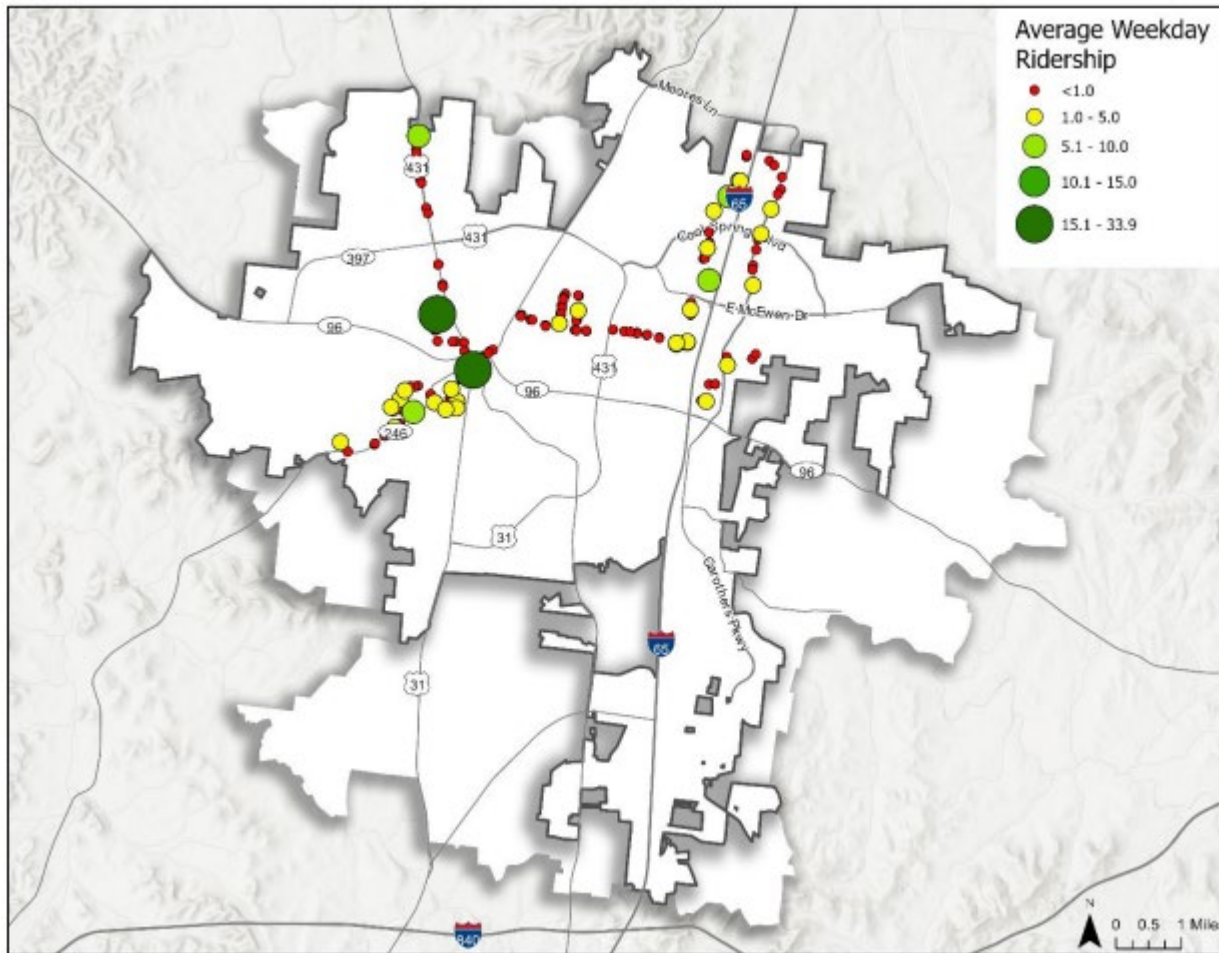
Franklin Transit Master Plan – Project Schedule (February–June 2026)

Task	February	March	April	May	June
FTA Board Meeting Action: Presentation <i>Draft Goals & Objectives</i> <i>Draft TM 2-Public Involvement</i> <i>Draft TM 3-Existing Conditions</i>					
FTA Board Meeting Action: Presentation <i>Draft Vision and Mission Statement</i> <i>Draft Transit Development Plan</i> <i>Draft Transit Master Plan for Public Outreach</i>					
Public Meetings (x2) Action: Review <i>Draft Transit Master Plan for Public Outreach</i>					
BOMA Work Session Action: Present <i>Draft Transit Master Plan</i> <i>(adjusted with public and TAG comments)</i>					
BOMA Meeting Action: Approval <i>Transit Master Plan</i>					
FTA Board Meeting Action: Adoption <i>Transit Master Plan</i>					

Existing Conditions

Ridership

MAP 3-25: AVERAGE WEEKDAY FIXED ROUTE RIDERSHIP (SEPTEMBER AND OCTOBER 2025)



Existing Conditions

TODD Ridership

TABLE 3-8: TOP TODD DESTINATIONS IN FY 2025

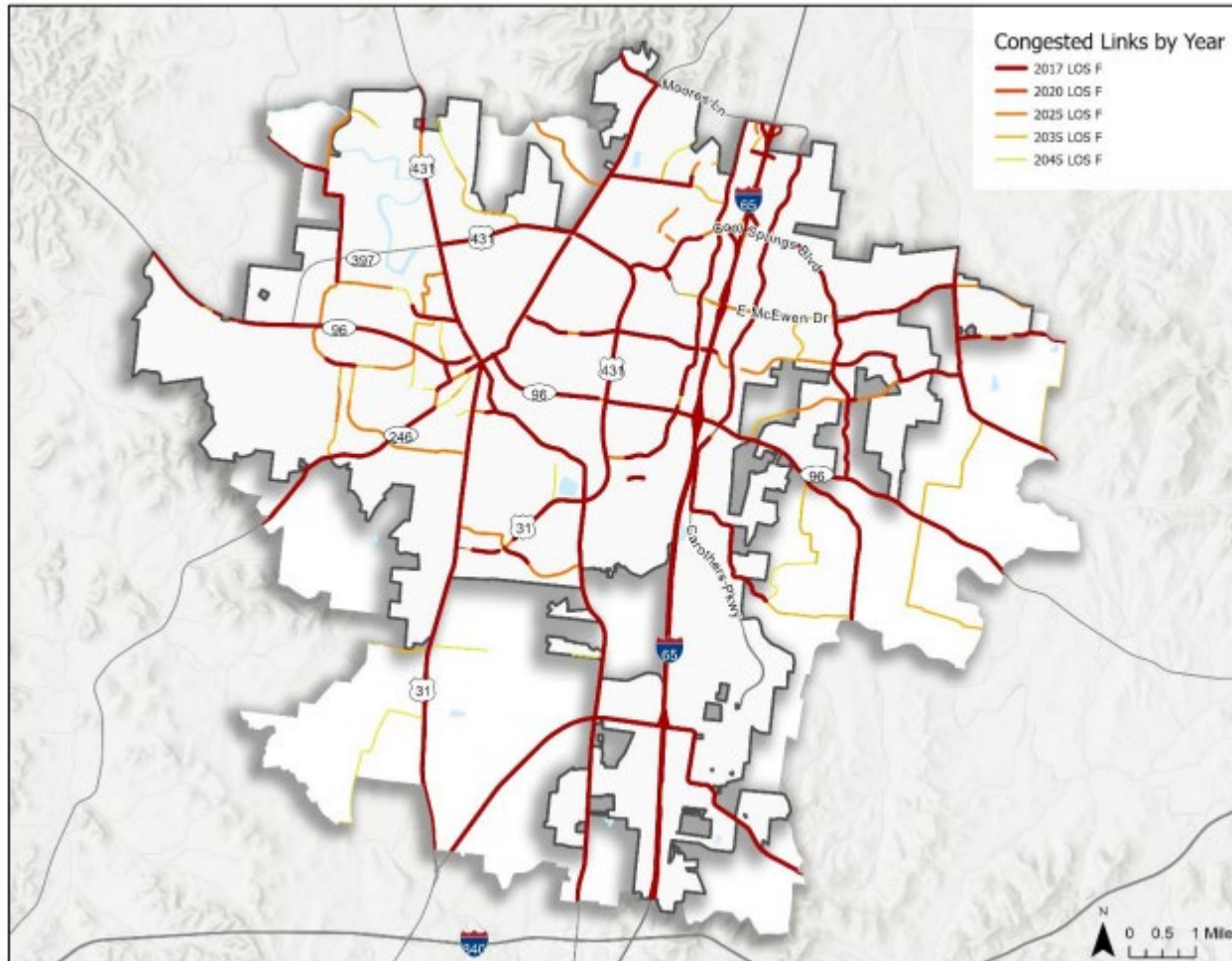
Location	Number of Trips
Oak Cottage for Women #2	1,478
4085 Mallory Lane	1,385
Nashville Child & Family Wellness Center	1,205
Independence Square	1,095
Lasko Metal	1,092
USPS	858
Franklin Elementary School	721
Williamson County Animal Hospital	709
Franklin Family YMCA	705
4601 Carothers Parkway Tower	675

Source: Franklin Transit

Existing Conditions

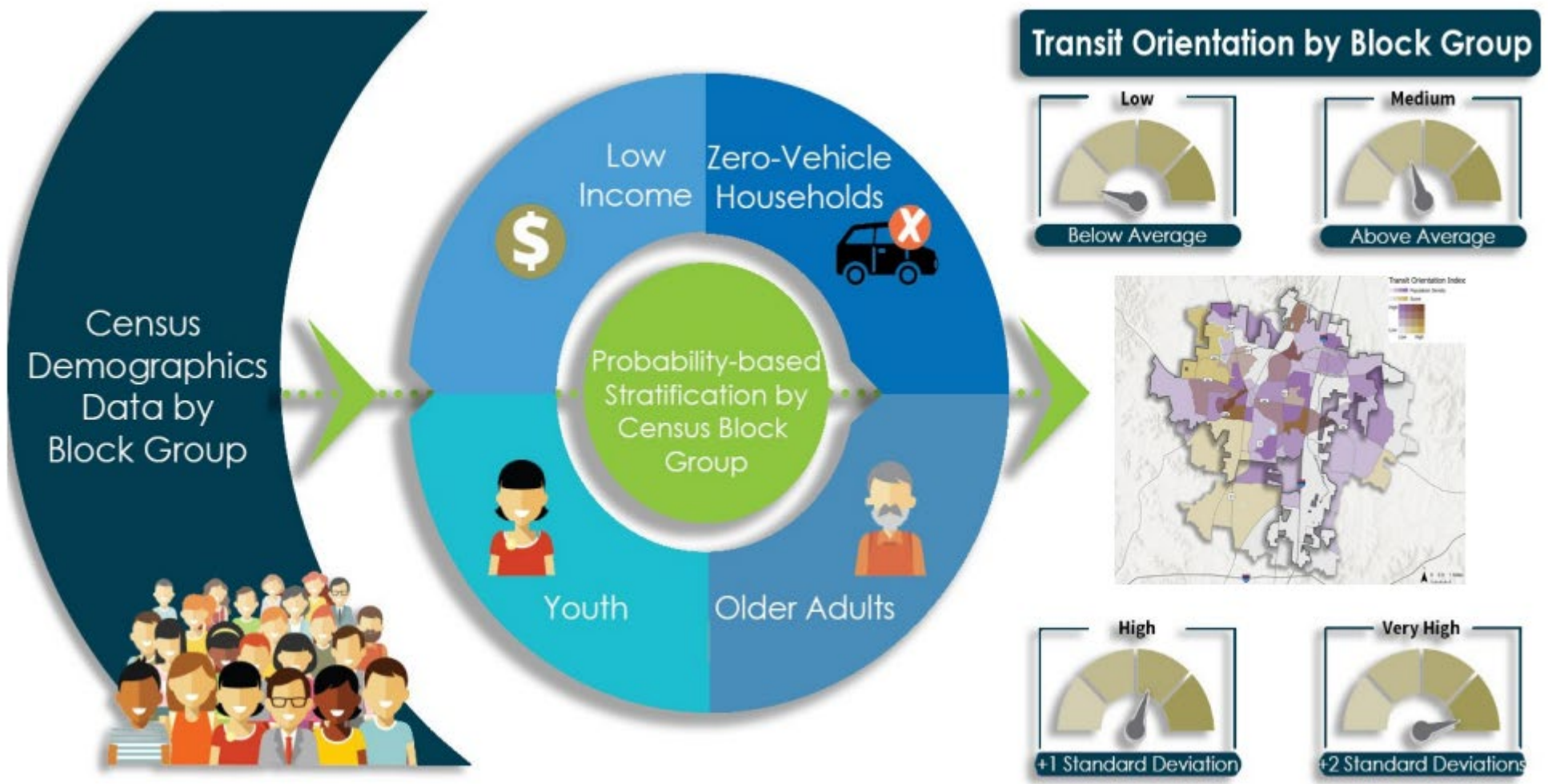
Roadway Congestion

MAP 3-18: FRANKLIN ROADS BY YEAR OF LEVEL OF SERVICE FAILURE



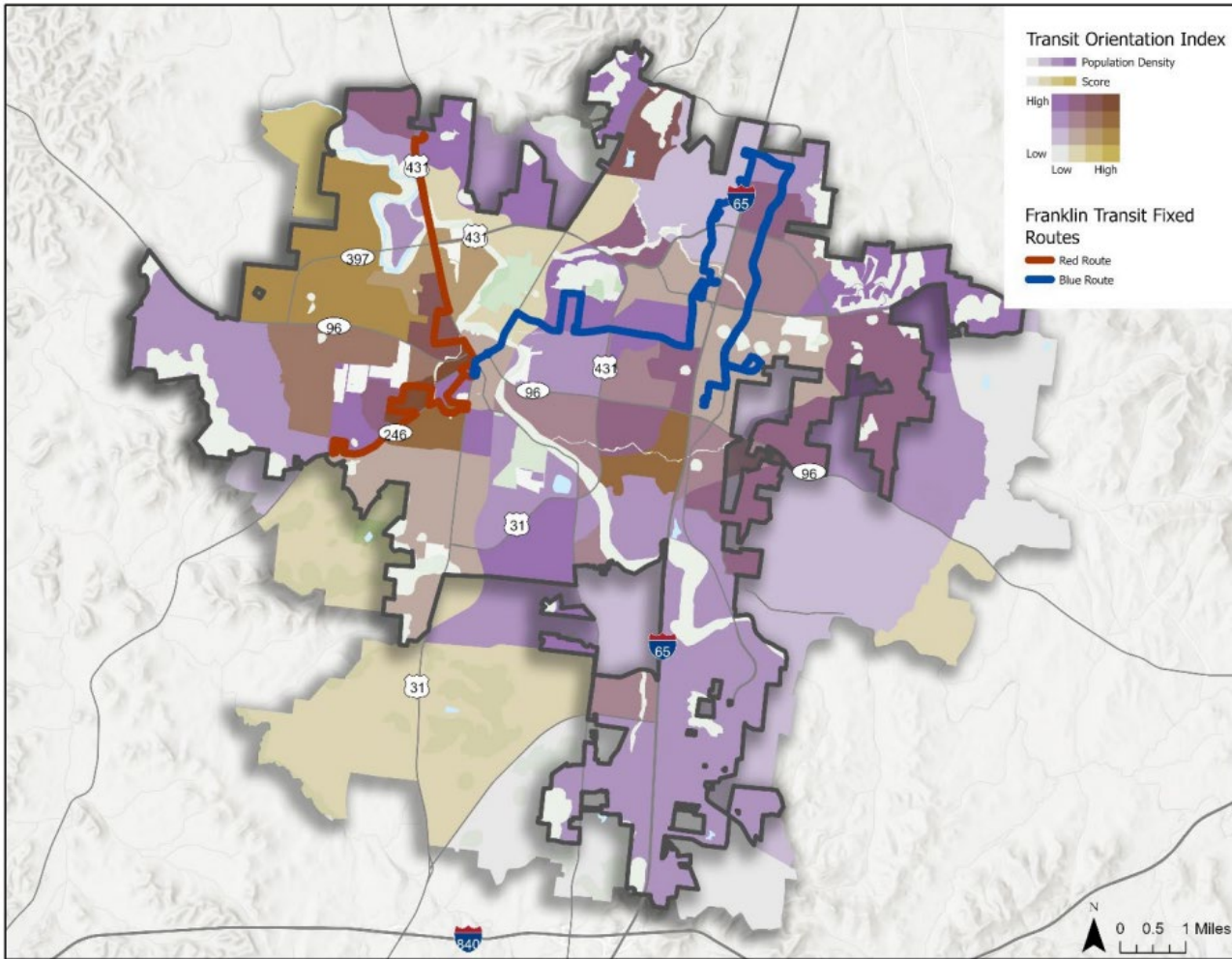
Existing Conditions

Transit Orientation Index



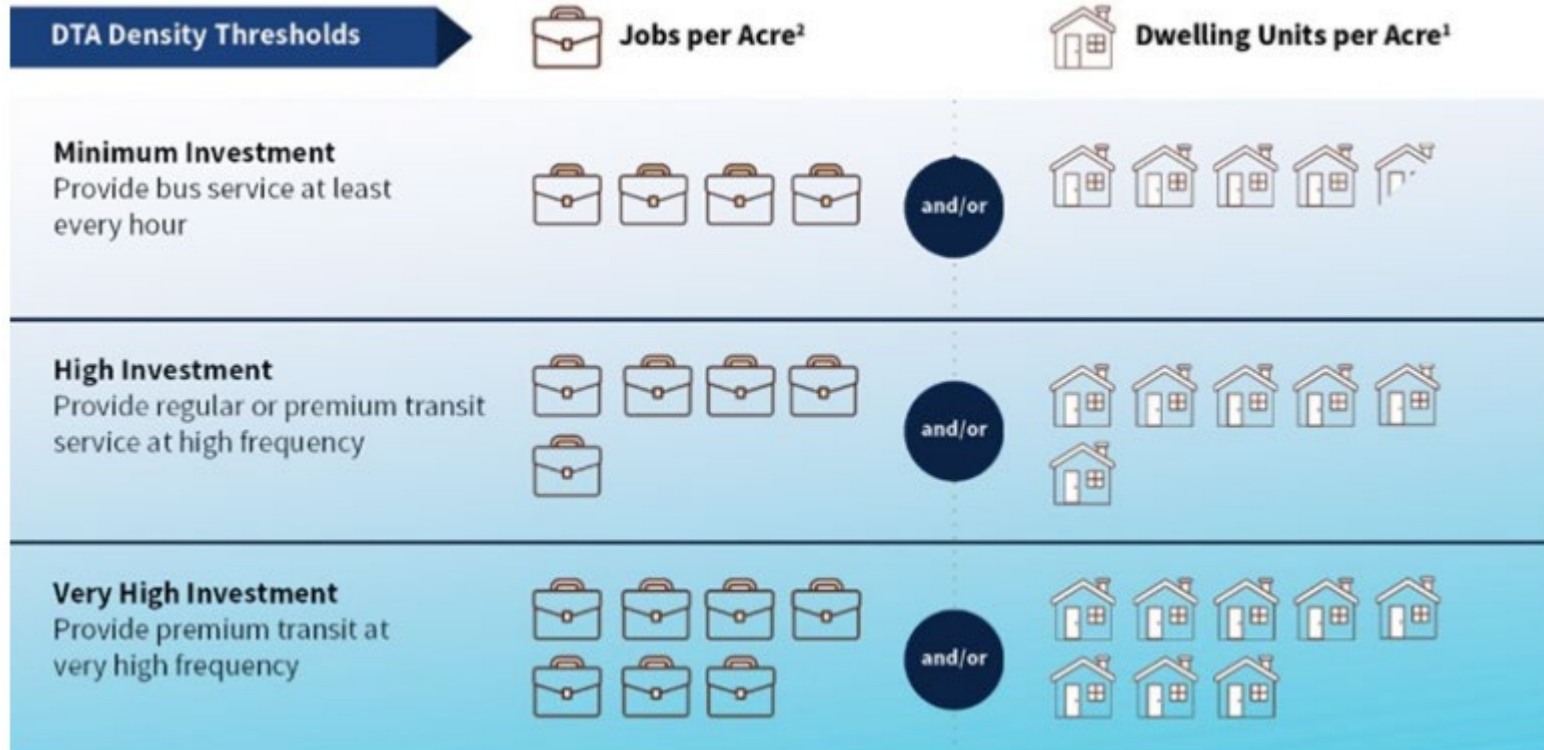
Existing Conditions

Transit Orientation Index



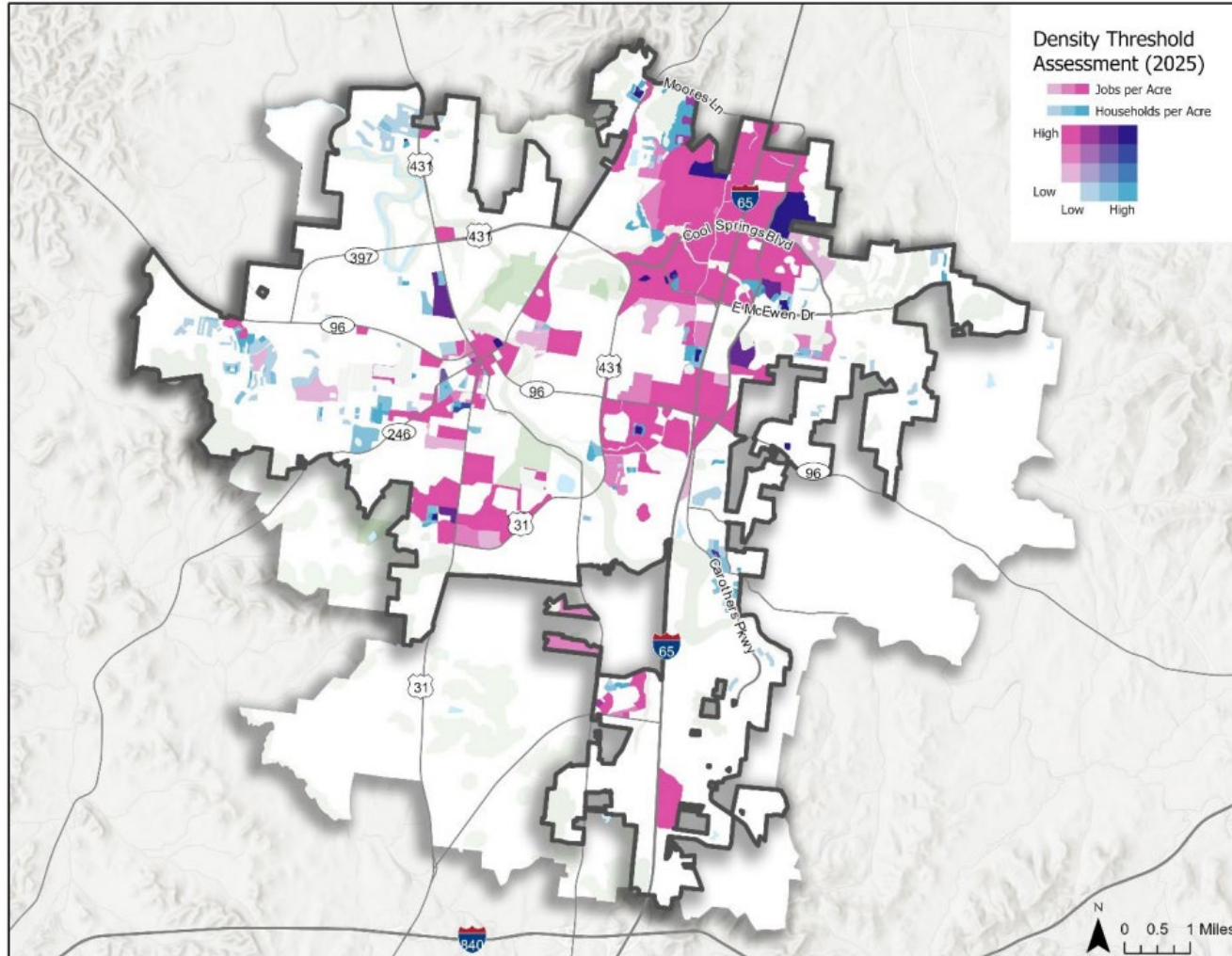
Existing Conditions

Density Threshold Assessment



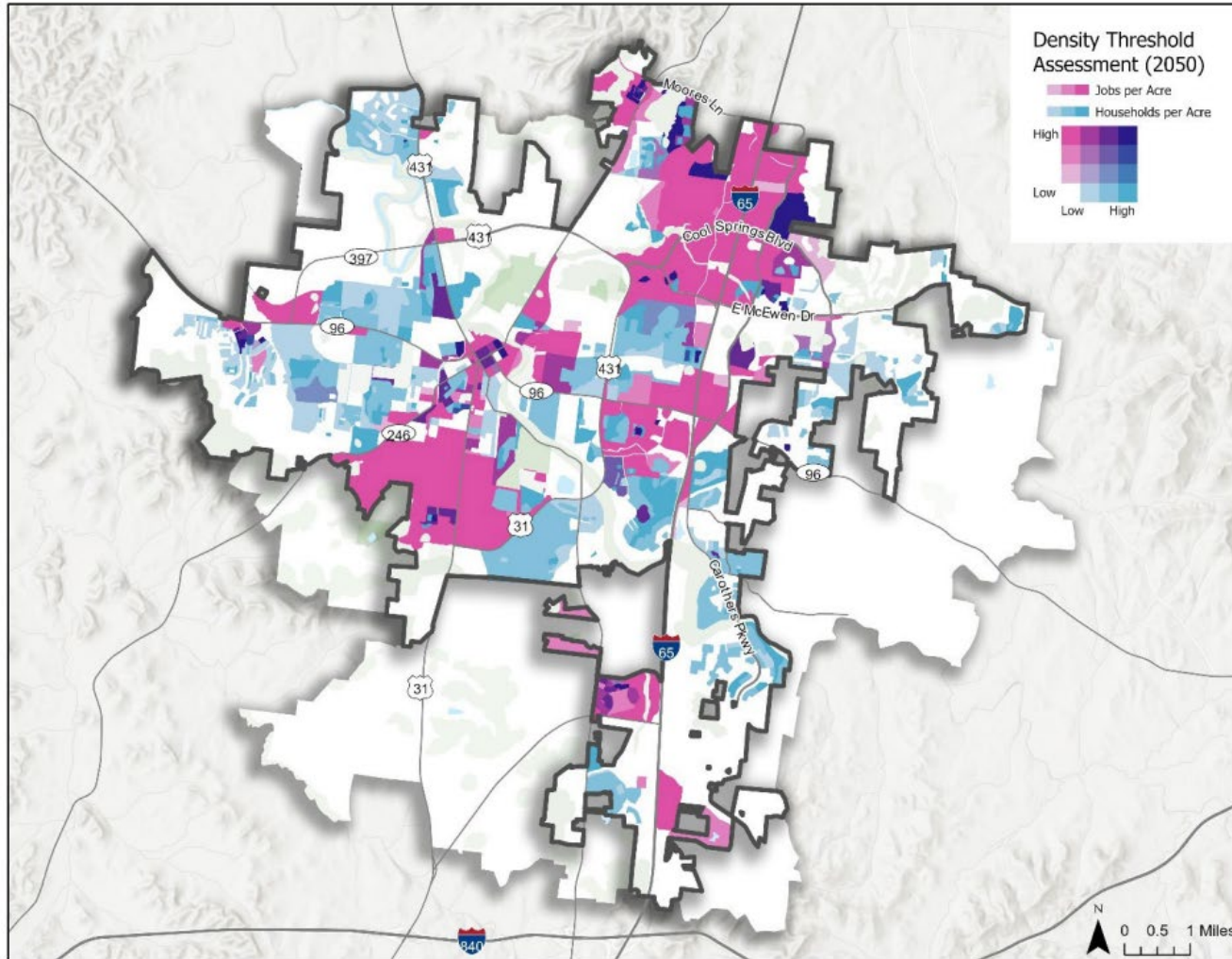
Existing Conditions

Density Threshold Assessment (2025)



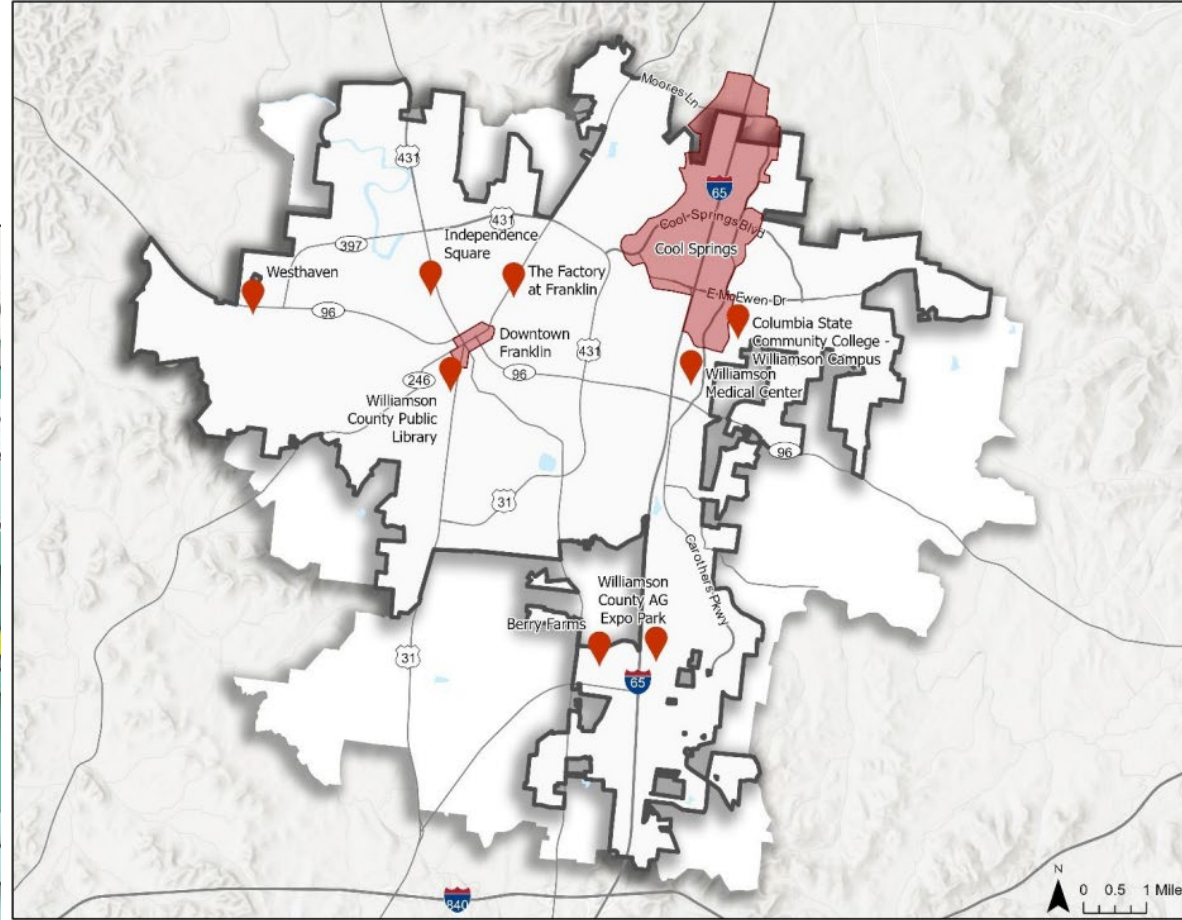
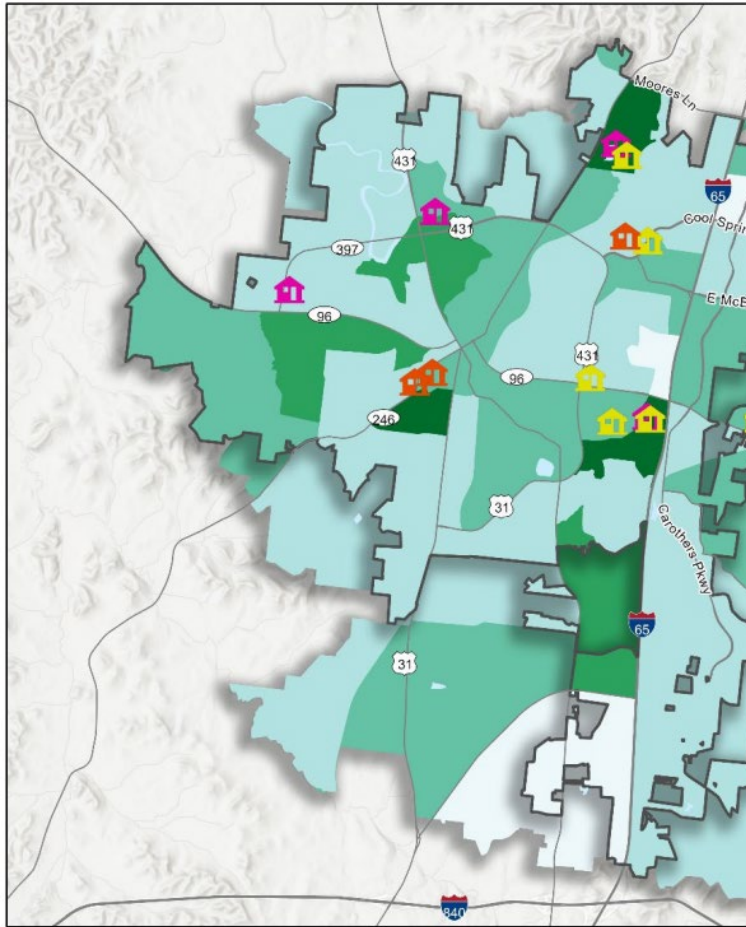
Existing Conditions

Density Threshold Assessment (2050)



Existing Conditions

Points of Interest



Existing Conditions

Commuting Patterns

TABLE 3-1: WHERE FRANKLIN RESIDENTS WORK | 2022

Municipality	Count	Percentage
Nashville	13,870	35.9%
Franklin	11,497	29.8%
Brentwood	3,123	8.1%
Murfreesboro	749	1.9%
Memphis	726	1.9%
Smyrna	568	1.5%
Berry Hill	503	1.3%
Chattanooga	471	1.2%
Columbia	414	1.1%
Knoxville	400	1.0%
All other locations	6,316	16.3%

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, 2022

TABLE 3-2: WHERE FRANKLIN WORKERS LIVE | 2022

Municipality	Count	Percentage
Nashville	17,076	19.4%
Franklin	11,497	13.1%
Spring Hill	6,482	7.4%
Murfreesboro	4,069	4.6%
Brentwood	3,075	3.5%
Columbia	2,203	2.5%
Smyrna	1,534	1.7%
Nolensville	1,243	1.4%
Clarksville	1,165	1.3%
Thompson's Station	1,012	1.1%
All other locations	38,674	43.9%

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, 2022

Existing Conditions

Summary and Takeaways

- Identified areas supportive of fixed route operations
- Identified areas supporting equitable service planning
- Identified structural constraints (service span, frequency, reliability)
- Identified the planning framework

Completed Outreach

97 fixed route
rider surveys

305+ public
input surveys

22 TODD
rider surveys

20 transit
operator and
staff surveys

12
Stakeholder
interviews

30 discussion
groups
attendees

771+ virtual
room visits

Social media
engagement

Goals and Objectives Workshop

Held on December 2nd

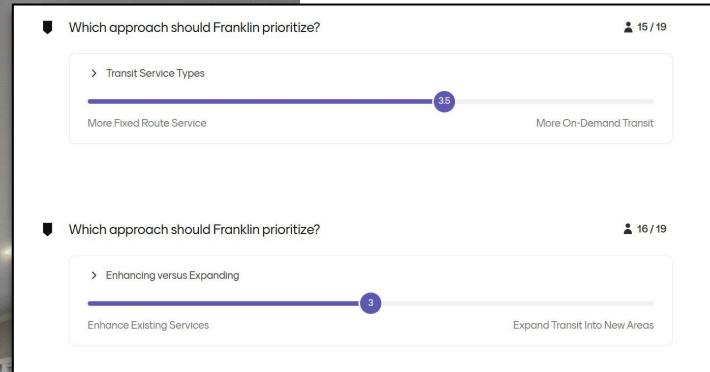
16 FTA Board and Technical Advisory Group participants

Review of existing conditions and public outreach results

Context-setting questions

Brainstorming ideas for goals and objectives and ranking the top ideas

Goals and Objectives Workshop



Rank the goals that received the most votes



Rank the objectives that received the most votes



Draft Goals

Improve Rider Awareness and Experience

Provide Accessible Mobility for All Residents and Visitors

Strengthen Connectivity to Local and Regional Destinations

Provide Excellent Management and Oversight of the Public Transportation System

Goals and Objectives

1. Improve Rider Awareness and Experience

- i. Achieve broad awareness about public transportation services offered in Franklin
- ii. Modernize fare payment and customer-facing tools
- iii. Build partnerships that expand access to mobility services and support rider growth
- iv. Enhance the customer experience

Goals and Objectives

2. Provide Accessible Mobility for All Residents and Visitors

- i. Maintain affordability of services
- ii. Modernize bus stop amenities
- iii. Expand transit access

Goals and Objectives

3. Strengthen Connectivity to Local and Regional Destinations

- i. Increase connectivity to regional transit providers
- ii. Improve access to major activity centers
- iii. Optimize decision making process for special event services

Goals and Objectives

4. Provide Excellent Management and Oversight of the Public Transportation System

- i. Improve the performance data quality
- ii. Improve public access to performance information
- iii. Drive changes to services offered based on performance data
- iv. Prioritize safety

Vision and Mission Options

- **Existing Mission Statement:**

The Franklin Transit Authority connects people and places by providing efficient, effective, and affordable transportation services. (City of Franklin FY26 Budget)



**FRANKLIN
TRANSIT**

Draft List of Goals and Objectives

January 2026

TRANSIT GOALS AND OBJECTIVES

Following the completion of the goals and objectives workshop, the Project Team incorporated the ranked goals and objectives from the workshop into the formal development of the goals and objectives.

Goals

A “goal” can be defined as a long-term end toward which efforts are ultimately directed. Figure 4-4 depicts the four main goals developed for Franklin Transit.

FIGURE 4-1: FRANKLIN TRANSIT GOALS





Objectives

Objectives are intermediate ends that are achievable and allow measurement of progress toward a goal. Listed below are the objectives associated with each goal.

Improve Rider Awareness and Experience

Focusing on current and potential riders of Franklin Transit, the following objectives for this goal reflect the desire for Franklin Transit to better connect with riders and make its transit services easier to use:

1. Achieve broad awareness about public transportation services offered in Franklin
2. Modernize fare payment and customer-facing tools
3. Build partnerships that expand access to mobility services and support rider growth
4. Enhance the customer experience

Provide Accessible Mobility for All Residents and Visitors

Emphasizing the inclusiveness of Franklin Transit, the following objectives for this goal ensure that transit services in Franklin adequately serve all potential users:

1. Maintain affordability of services
2. Modernize bus stop amenities
3. Expand transit access

Strengthen Connectivity to Local and Regional Destinations

In response to demand for transit service beyond typical local trips, the following objectives for this goal connect Franklin residents, visitors, and employees to destinations across Middle Tennessee and acknowledge demand for special event service:

1. Increase connectivity to regional transit providers
2. Improve access to major activity centers
3. Optimize decision making process for special event services

Provide Excellent Management and Oversight of the Public Transportation System

Ensuring the integrity of Franklin Transit Authority and its actions, the following objectives for this goal promote FTA to make informed data-driven decisions:

1. Improve the performance data quality
2. Improve public access to performance information
3. Drive changes to services offered based on performance data
4. Prioritize safety



**FRANKLIN
TRANSIT**

Summary of Public Involvement

January 2026

TABLE OF CONTENTS

2	SUMMARY OF PUBLIC INVOLVEMENT	2-1
2.1	Public Involvement Plan	2-1
2.2	Technical Advisory Group (TAG)	2-1
2.3	Stakeholder Interviews	2-3
2.4	Discussion Group Workshops.....	2-6
2.5	Community Workshops.....	2-9
2.6	Social Media and Online Project Materials	2-12
2.7	Fixed Route Rider Survey	2-14
2.8	TODD Rider Survey	2-23
2.9	Virtual Public Input Survey.....	2-26
2.10	Transit Staff Surveys.....	2-37
2.11	Public Meetings.....	2-39

2 SUMMARY OF PUBLIC INVOLVEMENT

Public outreach and engagement are essential to the success of any master plan. For the Franklin Transit Master Plan, these efforts were especially important because they ensured that community voices were heard and that public input meaningfully shaped the project. Effective engagement helps confirm that residents and stakeholders feel valued, and it strengthens the overall planning process.

A thorough understanding of Franklin’s mobility needs and current transit services requires outreach that is intentional, inclusive, and reflective of the community. By engaging riders, non-riders, stakeholders, community partners, and elected officials, a wide range of perspectives were gathered. This input helped identify how the existing system is performing, what mobility needs remain unmet, and what residents hope transit will become in the future.

The qualitative input from local stakeholders provides essential context that complements the quantitative data analysis. This input offers insight that numbers alone cannot capture. Local stakeholders have direct knowledge of streets, corridors, and travel patterns; familiarity with past plans and ongoing initiatives; and an understanding of how the Transit Master Plan can integrate with other efforts already in progress. This information serves as a critical foundation before developing recommendations. It ensures the plan reflects local priorities, aligns with previous work, and builds on the momentum already established within the City of Franklin.

The following sections provide an overview of the public involvement activities conducted for the Franklin transit Master Plan. It summarizes the engagement methods used, describes key events, and highlights major findings from each. Collectively, these outreach efforts helped shape a clearer picture of how transit currently supports the community and how it can better serve Franklin in the years ahead.

2.1 Public Involvement Plan

In order to best execute outreach for this plan, the project team developed and implemented the Public Involvement Plan (PIP), which includes proven methods and a “menu of activities” that ensure sufficient opportunities for engagement and participation. The PIP functions as the blueprint for all outreach efforts throughout the planning process, guiding when, where, and how engagement activities are carried out. The feedback collected through these activities is then incorporated into the analysis and used to shape solutions that respond directly to community needs and priorities. This plan can be found in Appendix X.

2.2 Technical Advisory Group (TAG)

A Technical Advisory Group was convened to help oversee the Study process, provide guidance and input throughout the effort, and review all deliverables. Working with city staff, a list of key individuals was invited to participate and formalized as the TAG for the duration of the study.

2.2.1 TAG Members

The TAG is composed of representatives from multiple local and regional agencies, departments, and stakeholder groups. This structure ensures that all concepts and potential solutions are reviewed from a variety of perspectives, including operations, planning, policy, funding, land use, and community impacts. Bringing these viewpoints together allows the project team to identify opportunities, surface potential challenges early, and confirm that recommendations are practical, coordinated, and aligned with the City’s broader goals.

The TAG plays a critical role in grounding the plan in local context and institutional knowledge. Members provide insights into existing conditions, previous plans, ongoing initiatives, and operational realities that inform the analysis. Their input helps validate assumptions, strengthen methodologies, and ensure that the final recommendations reflect a shared understanding across participating partners.

The complete list of members is included below in Table 2-1.

TABLE 2-1: TECHNICAL ADVISORY GROUP (TAG) MEMBERS

Name	Agency	Title
Max Baker	City of Franklin	Multi-Modal Coordinator
Felix Castrodad	WeGo	Director of Planning & Grants
Jessica Dauphin	Transit Alliance	President and CEO
Walter Denton	City of Franklin	Assistant City Administrator
Jerry Hatcher	City of Franklin	Street Director
Debbie Henry	The TMA Group	President and CEO
Stanton Higgs	The TMA Group	Chief Operating Officer
Lee Kirkpatrick	Franklin Special School District	Supervisor
Mike Matteson	Williamson County	Director of Community Development
Kaitlyn McClanahan	TDOT	Public Transportation Section Manager
Andrew Orr	City of Franklin	Long Range Planning Supervisor
Sharmila Patel	The TMA Group	Grants and Procurement Director
John Schroer	Franklin Transit Authority	FTA Chair
Michael Skipper	GNRC	Executive Director
Daniel McDonnell	GNRC	Director of Transportation and Infrastructure
Tom Fox	GNRC	Public Transportation Coordinator
Yvette Taylor	Federal Transit Administration	Region 4 Regional Administrator
Micah Wood	Thompson’s Station	Town Administrator and Town Planner
Wally Blain	Benesch	Project Manager
Yash Nagal	Benesch	Deputy Project Manager
Joel Rey	Benesch	Senior Transit Advisor
Elizabeth Howe	Varallo Public Relations	Outreach Specialist
Deb Varallo	Varallo Public Relations	Outreach Director

2.2.2 Meetings

There are four TAG meetings held during the study. The first meeting of the TAG served as a project orientation meeting designed to introduce the group to the study. The second meeting reviewed early outreach efforts and initial findings from the existing conditions and trend & peer analyses. Following the second meeting, a workshop was held to develop goals and objectives for Franklin Transit to better inform what the recommendations for this plan should be. The third meeting reviewed the existing conditions analysis, the finalized goals and objectives, and the discussion of transit needs and alternatives. The fourth and final meeting focused on recommendations and the final report preparation. The dates of the TAG meetings are listed below.

- Kickoff meeting: 09/08/2025
- Meeting #2: 11/10/2025
- Goals and Objectives workshop: 12/02/2025
- Meeting #3: TBD
- Meeting #4: TBD

The TAG meeting structure was intentionally designed to align with the major phases of the study and to ensure coordinated input at each step. Each meeting corresponds to an important decision point in the planning process. This approach allows the project team to present findings, gather feedback, and refine the analysis before advancing to the next phase. It ensures that the TAG's guidance is incorporated when it is most useful, such as during goal development, evaluation of alternatives, and formation of recommendations.

Organizing the meetings around specific milestones also supports transparency and collaboration. TAG members can track progress, understand how each task builds on previous work, and confirm that the analysis remains consistent with local priorities and operational realities. The dedicated Goals and Objectives workshop provides an additional opportunity for focused discussion and consensus-building, ensuring that the framework guiding the recommendations reflects shared priorities across stakeholder groups.

This structure allows the TAG to contribute throughout the study instead of only at one point in time, which strengthens the final Transit Master Plan and improves coordination among local and regional partners.

2.3 Stakeholder Interviews

As part of the Franklin Transit Master Plan, Individual and small group stakeholder interviews were conducted to obtain in-depth input from representatives across the public, private, and institutional sectors. These discussions provided qualitative insight into the community's mobility priorities and helped identify opportunities for collaboration, service refinement, and system growth. Stakeholder engagement complemented the rider and public surveys by highlighting operational and policy considerations from organizations that regularly interact with Franklin transit and its customers.

City staff broadened the interview effort to include additional partners and community voices. This expanded outreach strengthened the analysis by incorporating perspectives that were not originally anticipated and ensured that the plan reflects a more complete understanding of local needs, concerns, and expectations.

Capturing stakeholder perspectives is essential because many interview participants work directly with residents, operate services, or manage facilities that depend on transit access. Their familiarity with day-to-day mobility challenges, development trends, and community expectations helps verify assumptions, identify issues not evident in data, and highlight opportunities for coordination across agencies, employers, and service providers. Incorporating this insight ensures the plan reflects actual conditions and aligns with Franklin's long-term goals.

Input from community leaders and organizational partners also matters because the final recommendations must be workable and supported by the individuals who will help communicate and advance them. Transit improvements are more likely to succeed when they resonate with advocates who understand local priorities and can explain the benefits to constituents. Early engagement with these champions helps build support for implementation and results in recommendations that are practical and widely accepted.

Strong engagement also creates a pathway for ongoing communication after new services are introduced. Stakeholders who are involved from the beginning are more likely to provide feedback on performance, identify areas for adjustment, and help guide refinements long after the study concludes. This continued dialogue promotes trust between the community and the transit system and supports a long-term culture of improvement.

2.3.1 Participants

Participants in the stakeholder interview process included representatives from:

- City of Franklin
- Williamson County
- WeGo
- Metro Nashville and Davidson County
- Tennessee Department of Transportation (TDOT)

Each participant offered perspectives on how transit supports community goals such as workforce access, economic development, and mobility for older adults and individuals with disabilities. The diversity of interview participants ensures that both policy level and user-oriented perspectives were incorporated into the planning process.

2.3.2 Stakeholder Insights

The stakeholder interviews revealed strong recognition of Franklin Transit's value within the community, particularly as a reliable transportation option for those without access to a private vehicle. Several stakeholders emphasized that transit contributes to local economic vitality by connecting workers to employment centers and supporting access to educational and healthcare facilities.

While overall sentiment toward Franklin Transit was positive, stakeholders identified several areas for improvement. The most frequently noted needs included expanding the service area to match growth patterns, enhancing regional connectivity, and extending service hours to accommodate shift workers. Some participants also underscored the importance of improving public awareness and promoting the system as a convenient option for a wider range of users. Collectively, the interviews highlighted a shared vision for a more visible, flexible, and regionally integrated transit system that continues to serve Franklin’s evolving mobility needs. A more detailed summary of stakeholder insights is depicted in Figure 2-1.

FIGURE 2-1: SUMMARY OF STAKEHOLDER INTERVIEWS

Awareness and perception of transit should be improved

- High awareness among stakeholders, but limited offerings and low convenience/connectivity.
- Transit seen as essential for equity and accessibility, though underutilized and perceived as only for those without cars.
- Public perception: car-centric culture, lack of respect for riders, limited visibility of services.
- Need for rebranding & education to build broader community buy-in.

Perception of lack of service beyond essential trips

- Most stakeholders have not personally used Franklin Transit mainly due to limited routes, schedules, and convenience.
- Franklin Transit generally serves basic needs but not everyday trips.
- The lunch shuttle helped raise awareness of Franklin Transit, but the systems reliability and coverage remain issues.

Strong desire for more local and regional transit options

- Strong consensus for more transit and mobility options including:
 - Circulators in downtown and Cool Springs
 - Microtransit
 - Micromobility
 - Local connections to parks, schools, and special events
 - Regional connectivity (I-65 corridor, Spring Hill, Nashville, BNA)

Stakeholders are looking into the future to plan for changing mobility needs

- There is an expectation of continued growth and increased traffic congestion.
- Work-from-home, an aging population, and mixed-use development (Berry Farms, Goose Creek, Cool Springs) will reshape demand.
- Transit should utilize emerging technologies and promote multimodal integration.

Numerous ideas to market transit

- Improve visibility and branding through social media and physical ads.
- Partner with employers, schools and other local organizations.
- Market with a viable and successful project.
- Focus messaging on reliability, convenience, and community value.

2.4 Discussion Group Workshops

The project team hosted two fifteen-person discussion group workshops at the Eastern Flank Event Facility in Franklin on September 30 and October 1 in 2025. Select Franklin Transit users and advocates were invited to participate. These small setting workshops permit more in-depth discussion about transit needs and issues compared to a survey. Table 2-2 lists the discussion group workshop attendees.

The workshops played an important role in the engagement process by creating space for detailed conversations with individuals and organizations that understand Franklin’s mobility needs firsthand. The format encouraged open dialogue, allowed participants to share real experiences using the system, and helped the project team explore issues in greater depth than broader outreach tools allow. These discussions provided insight into daily mobility challenges, unmet needs, service expectations, and opportunities for coordination with local partners. They also allowed the team to test ideas directly with users, validate themes emerging from the data analysis, and ensure the recommendations reflect practical, user-focused perspectives. The relationships formed through these sessions support a long-term feedback loop between the community and decision makers, helping services evolve beyond the life of this study and strengthening trust in the transit network.

Key takeaways from the discussion group workshop are summarized in Figure 2-2. Discussion group participants have experience using Franklin Transit but still highlighted that the public awareness of the service is low. They asserted that transit is an essential service for the community and believed that Franklin Transit should focus on improving the service’s accessibility, service span, and its regional connections.

TABLE 2-2: LIST OF DISCUSSION GROUP ATTENDEES

Name	Agency / Company	Date
Ned Dannenberg	Bike Walk Franklin	September 30
Paul Holzer	City of Franklin	September 30
Debbie Henry	TMA Group	September 30
Sterling Ains	TMA Group	September 30
Lee Rose	Brightstone	September 30
Brooke Tanner	The ARC of Williamson County	September 30
Ryan N. Hall	Airport Authority / BNA	September 30
Kevin Riggs	Williamson County Homeless Alliance	September 30
Debbie Henry	TMA Group	October 1
Sharmila Patel	TMA Group	October 1
Bryan Pogue	GraceWorks	October 1
Brad Runn	TMA Group	October 1
Mindy Tate	Franklin Tomorrow	October 1
Jessica Dauphin	TMA Group	October 1
Kel McDowell	Williamson, Inc.	October 1
Staci Davis	Waves, Inc.	October 1
Carter Napier	City of Spring Hill, TN	October 1

FIGURE 2-2: DISCUSSION GROUP WORKSHOP SUMMARY

Participants had prior experience with both fixed route and TODD services.

- Most used transit for special events, work programs, or occasional trips
- Barriers for use included:
 - Limited service span
 - Lack of regional connections
 - Confusion about TODD vs. Shuttle
 - Few visible stops or shelters

Awareness of Franklin Transit was described as low among residents and visitors.

- Suggested outreach included short social media videos, mailed neighborhood flyers, and better digital tools such as apps and websites.
- Collaboration with schools, the visitor bureau, and community organizations could broaden visibility.

Transit was viewed as essential for connecting people, jobs, and destinations.

- Participants valued its role in affordability, independence, and reducing downtown parking demand.
- FTA was seen as responsive and community-focused, with courteous drivers and clean vehicles.
- Participants encouraged clearer communication about available services and eligibility differences.

Priorities for improvement focused on service span, regional connections, and accessibility.

- Strong interest was expressed in linking to WeGo routes.
- Suggestions included adding microtransit or on-demand zones and creating shuttles for events including sports.
- Better biking access, flexible fares, and rider orientation programs were also mentioned.

Participants identified several underserved areas:

- Murfreesboro Road
- McEwen Northside
- Community healthcare facilities
- Westhaven
- Berry Farms
- McKay's Mill

Success was defined as a system that is easy to use, visible, and reliable.

- Participants emphasized safe sidewalks and accessibility to reach stops.
- Circulator or microtransit loops linking Cool Springs, the Factory, and Downtown were widely supported.
- Many favored balancing coverage and frequency to focus service where demand is strongest.

2.5 Community Workshops

Supporting the plan's outreach efforts, the community workshops held at the Franklin Special District, Williamson County Library, and Columbia State Community College drew approximately 30 to 35 attendees. Participants represented a range of perspectives, including frequent riders, local employees, and residents. Feedback during these sessions consistently highlighted the reliability and courteous nature of Franklin Transit's service. However, participants emphasized that the existing network does not adequately serve their full range of travel needs.

The workshops allowed the project team to engage with individuals who experience mobility challenges firsthand and who may not participate in more formal or technical outreach settings. These sessions provided direct insight into how residents navigate the current system, what barriers limit their use of transit, and which improvements would make the greatest impact on daily travel. The discussions also helped validate findings from surveys and data analysis, ensuring that the plan reflects both quantitative evidence and real community experience. By drawing from multiple locations and venues, the workshops captured a diverse cross-section of perspectives across the city, strengthening the relevance and applicability of the recommendations.

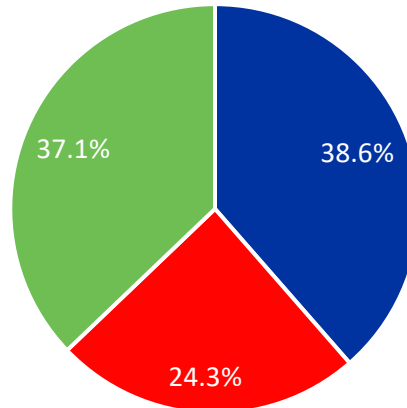
The community workshops functioned as interactive, discussion-driven sessions rather than formal presentations. Participants were encouraged to share travel experiences, identify areas with limited service, and propose improvements directly on maps and worksheets provided. Attendance was modest yet engaged, allowing for detailed conversation about daily mobility challenges in Franklin. Each venue attracted slightly different participant profiles which provided a variety of inputs. This ensured that community feedback represented a cross-section of transit perspectives across the city.

2.5.1 Community Workshop Insights

When presented with interactive exercises asking participants to choose between two options in a set of preference questions, the participants were largely split in their decisions. When asked if they preferred expanding fixed route service or expanding on demand transit, the results were nearly evenly split, although nearly a quarter of participants indicated they were neutral (Figure 2-3). When asked about preferring increasing frequency or expanding coverage, there was a slight favor of expanding coverage, while approximately a quarter of participants remained neutral on the topic (Figure 2-4).

FIGURE 2-3: COMMUNITY WORKSHOP INPUT | EXPANDING FIXED ROUTE VERSUS EXPANDING ON-DEMAND

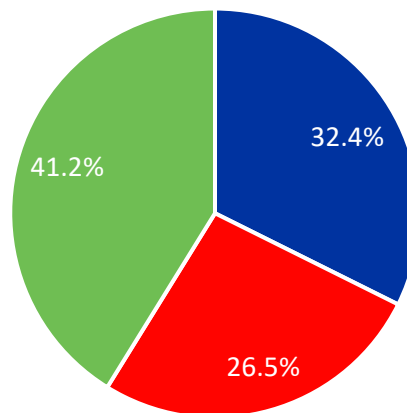
Preference:



■ Expanding fixed route bus service ■ Neutral ■ Expanding on-demand transit service

FIGURE 2-4: COMMUNITY WORKSHOP INPUT | INCREASING FREQUENCY VERSUS EXPANDING COVERAGE

Preference:



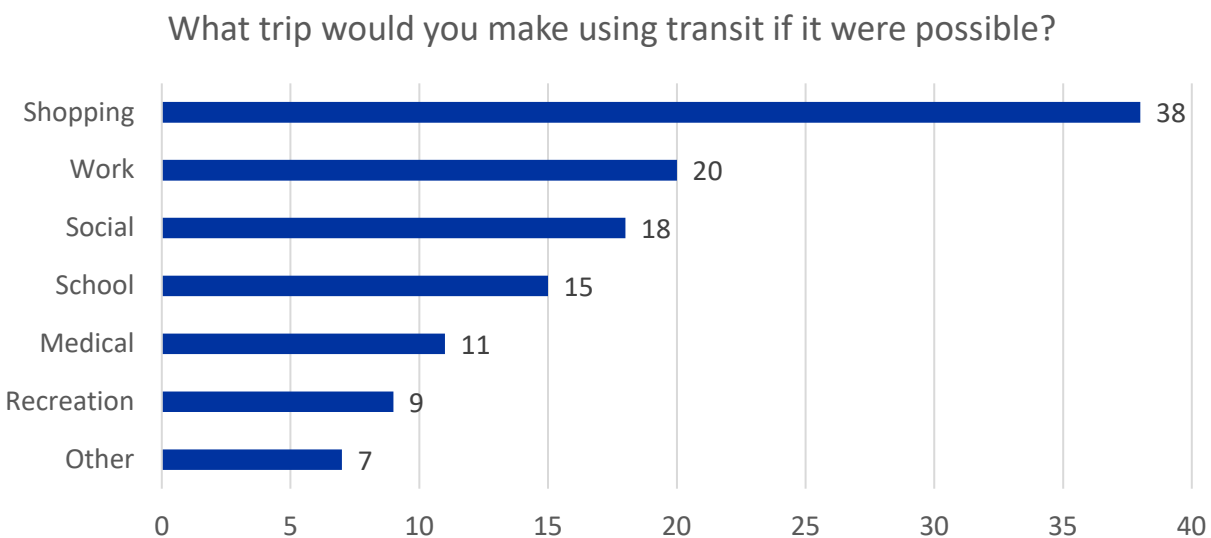
■ Increase frequency ■ Neutral ■ Expand coverage

The preference results shown in Figures 2-3 and 2-4 are meaningful for the study because they reveal that residents place value on different aspects of the transit network, and no single direction overwhelmingly dominates. The near-even split between expanding fixed-route service and expanding

on-demand service indicates that the community sees benefits in both service models. Similarly, the slight preference toward expanding coverage, paired with a sizeable share of neutral responses, shows that many participants are weighing trade-offs and may not have strong preferences without additional information. Understanding this distribution of perspectives is important for the planning effort because it demonstrates the need to evaluate multiple service scenarios rather than relying on a single approach. The results support a balanced strategy that considers fixed-route enhancements alongside targeted on-demand improvements, while also exploring ways to expand access without compromising reliability. This insight helps ensure that the final recommendations reflect the diverse priorities of Franklin’s residents and that the plan responds to the varied mobility needs identified during the workshops.

Community workshop participants were also able to indicate which types of trips they would like to make using transit. Shopping was the number one trip type preferred, although many participants indicated they would like to use transit for other types of trips as well (Figure 2-5).

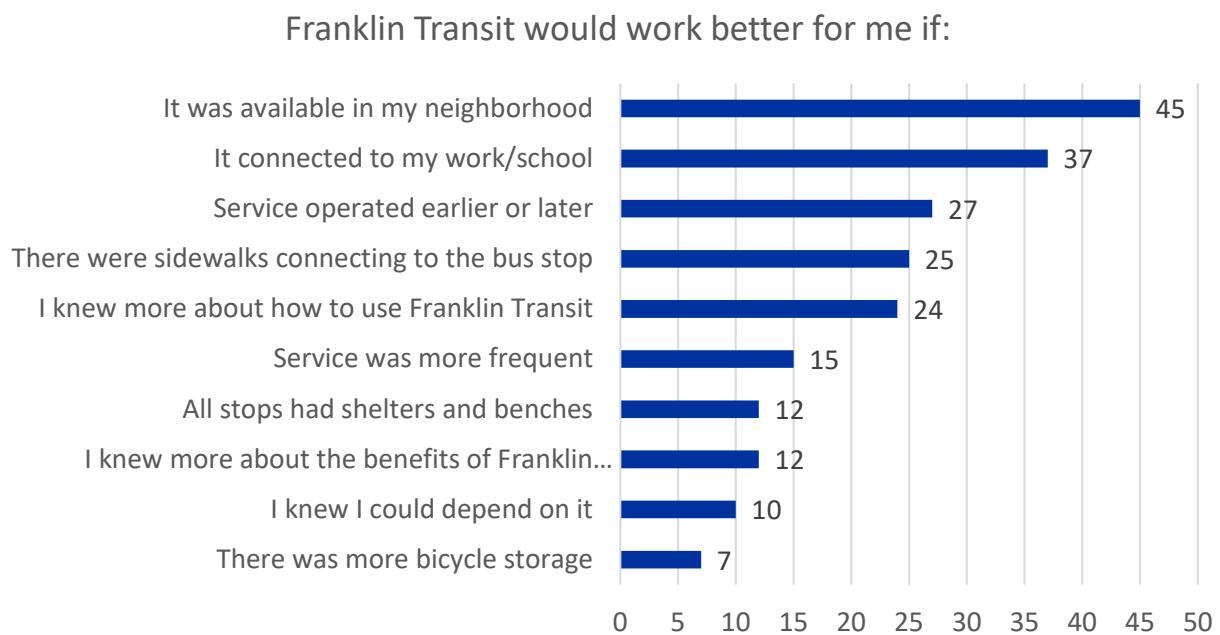
FIGURE 2-5: COMMUNITY WORKSHOP INPUT | “WHAT TRIP WOULD YOU MAKE USING TRANSIT IF POSSIBLE?”



The trip-type results shown in Figure 2-5 are important because they help clarify the kinds of travel needs that transit must be able to support in Franklin. The strong interest in using transit for shopping and work trips indicates a need for services that connect major commercial areas, employment centers, and retail destinations throughout the city. Interest in social, school, and medical trips highlights the importance of reliable midday and off-peak service, as well as connections to community facilities and essential services. Although recreation and “other” trips ranked lower, their presence shows that residents view transit as a tool for a broad set of daily activities rather than only work-based travel. Understanding these preferences help guide the design of future service scenarios by identifying the destinations, trip purposes, and time periods that are most important to the community. This insight supports recommendations that focus on improving access to key activity centers and expanding mobility options for a wider range of trip types.

A crucial component of the interactive exercises was to understand what improvements to Franklin Transit they desire the most and would make it easier for them to use the service. The results shown in Figure 2-6 help clarify the specific conditions that would make Franklin Transit more usable for residents. Strong interest in having service available within neighborhoods and in creating direct links to work or school shows that access and convenience are central factors in whether people choose to ride. Requests for earlier or later service, better sidewalk connections, and clearer information about how to use the system point to both operational and infrastructure needs that shape the overall travel experience. Lower, but still meaningful, responses related to shelters, reliability, and bicycle storage indicate that comfort and ease of connecting to transit also play a role. Together, these insights guide the design of service options that respond directly to what residents say they need in order to use transit more often, helping the plan focus on changes that can strengthen ridership and expand mobility across the city.

FIGURE 2-6: COMMUNITY WORKSHOP INPUT | “FRANKLIN TRANSIT WOULD WORK BETTER FOR ME IF”



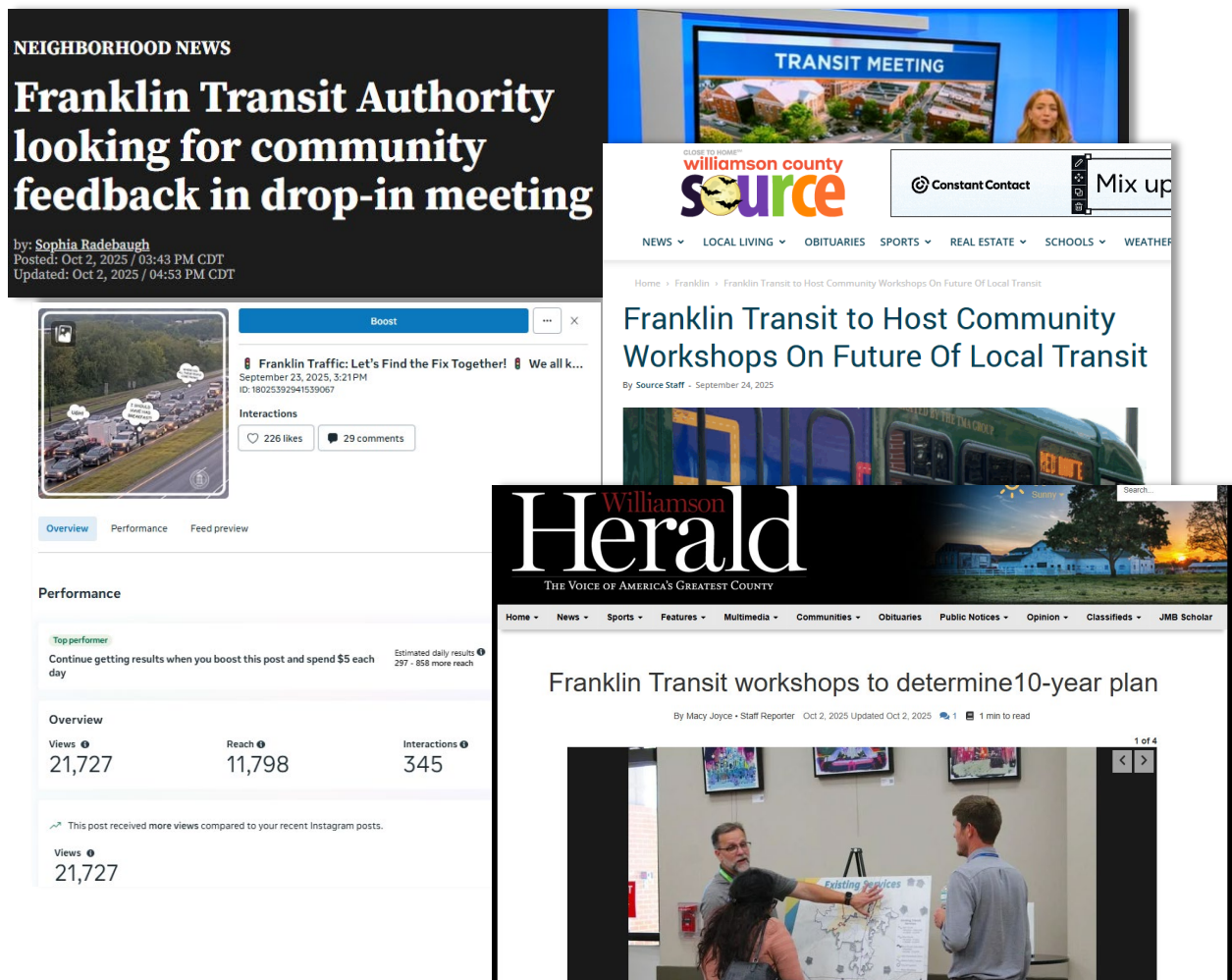
2.6 Social Media and Online Project Materials

The Franklin Transit Master Plan employed a digital engagement strategy and outreach efforts through social media, online materials, and video testimonials. These tools were developed to expand public awareness, increase accessibility to project information, and encourage participation beyond in-person events and surveys previously outlined in this section. Social media posts and online content provided regular project updates, links to surveys, and opportunities for the community to share feedback. Collectively, these online tools ensured a broad and inclusive approach to public engagement, reaching audiences who may not have participated or been aware of the project via traditional means.

City staff made a deliberate effort to extend the reach of these materials by actively promoting the project across multiple platforms, coordinating with community partners, and responding to questions submitted online. Their work ensured that residents who could not attend workshops, discussion groups, or meetings still had clear pathways to learn about the plan and contribute their perspectives. This extra level of commitment helped the project team hear from a wider segment of the community, strengthened transparency, and demonstrated a strong desire to keep residents informed throughout the planning process. The City’s proactive approach also supported ongoing awareness of the study and reinforced trust by showing that public input was welcomed at every stage.

Figure 2-7 highlights some of the social media posts and news articles that were shared in order to educate the public about the plan and encourage them to provide feedback about Franklin Transit.

FIGURE 2-7: SAMPLE OF SOCIAL MEDIA POSTS AND NEWS ARTICLES ABOUT THE FRANKLIN TRANSIT MASTER PLAN



2.7 Fixed Route Rider Survey

The fixed route rider survey was conducted to better understand the characteristics, experiences, and needs of current Franklin transit users. Since fixed route riders rely on transit more heavily than the general population, their input is critical for identifying operational improvements, service gaps, and priorities for investment. The survey results provide statistically meaningful insights that help explain who the system currently serves and how well it functions from the rider’s perspective.

The survey was administered from September 29 to October 1, 2025. Responses were collected on board the Red and Blue Routes and at the Franklin Transit Center. A total of 97 responses were collected. The survey was comprised of 24 questions related to travel behavior, daily trip needs, satisfaction with service, demographic characteristics, and potential improvements.

2.7.1 Fixed Route Rider Survey Results

Key takeaways from the fixed route rider survey are highlighted in the section below, while a full list of all results from the survey are included in Appendix X.

Fixed Route Rider Demographics

Fixed route rider survey results indicate that riders represent a distinct segment of Franklin’s population. Riders tend to have lower household incomes than the citywide average and are more likely to lack access to a personal vehicle. Two thirds of riders reported having no vehicle available in their household. The age distribution also skews older with many riders aged 55 or above, as seen in Figure 2-8. The racial and ethnic composition of fixed route users is also much more diverse than the general population of the city, as only 38% of riders identify as White (Figure 2-9).

FIGURE 2-8: FIXED ROUTE RIDER SURVEY | AGE

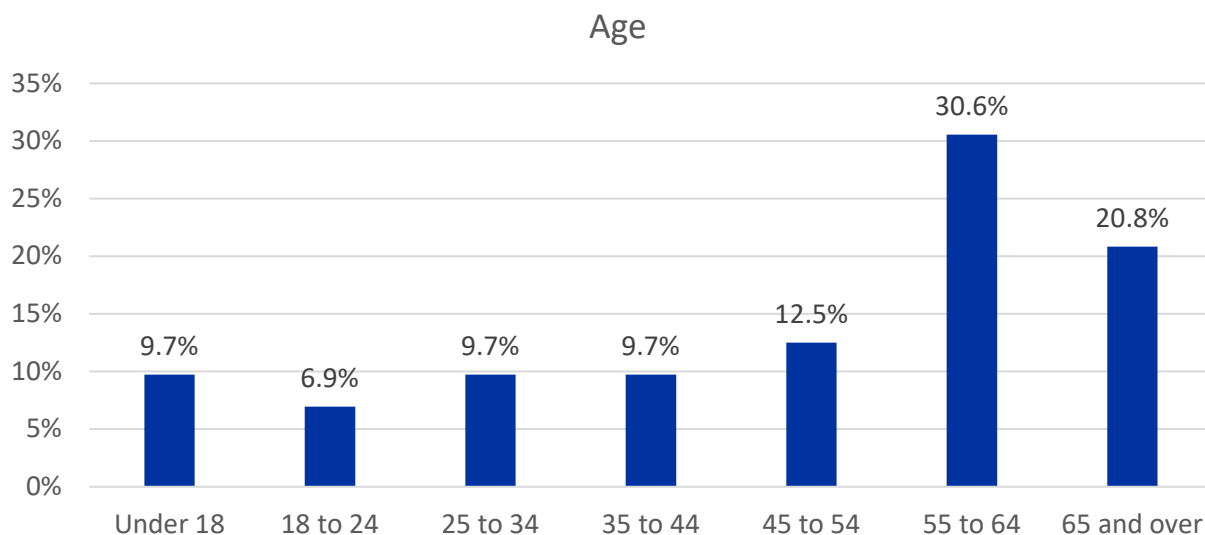
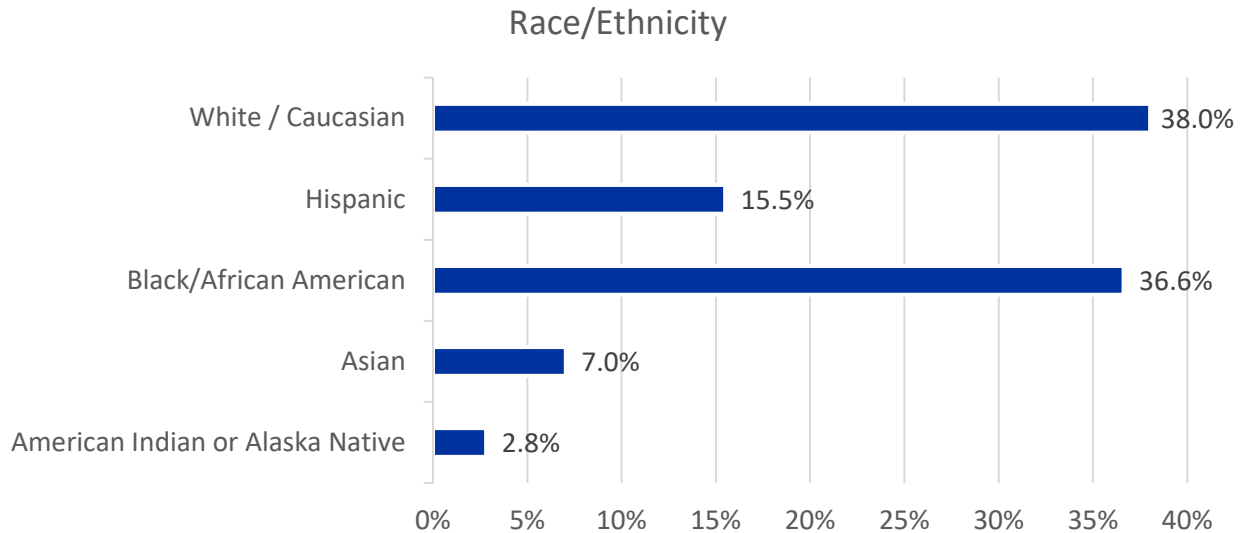
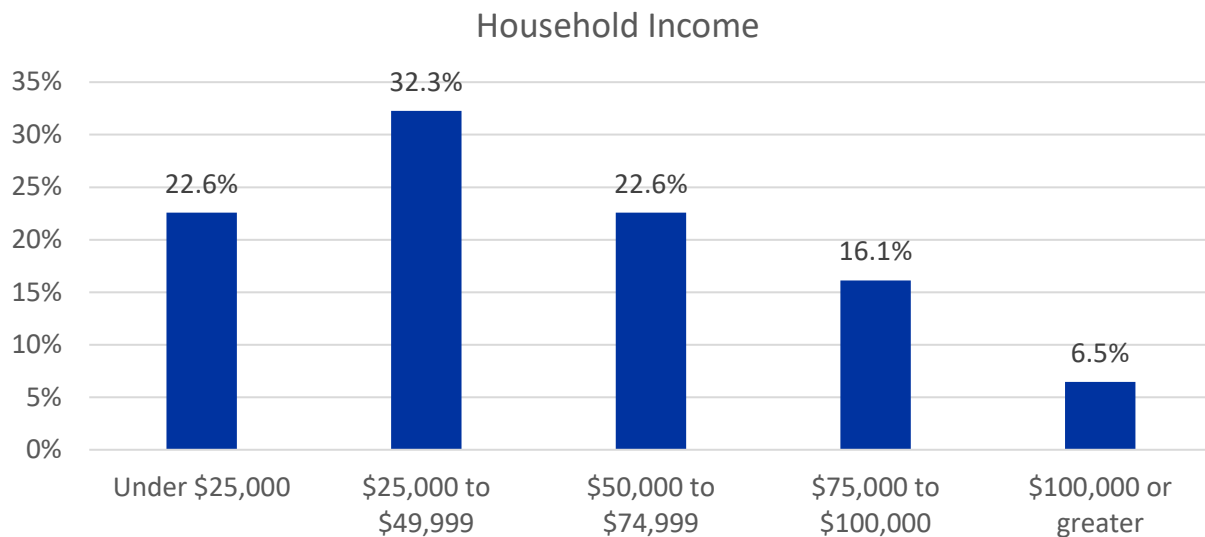


FIGURE 2-9: FIXED ROUTE SURVEY | RACE/ETHNICITY



The demographic profile also differs notably from Franklin’s general population in terms of income and access to transportation. Evident in Figure 2-10, over 90 percent of surveyed riders reported household incomes below the city’s median, and more than half earn less than \$50,000 annually.

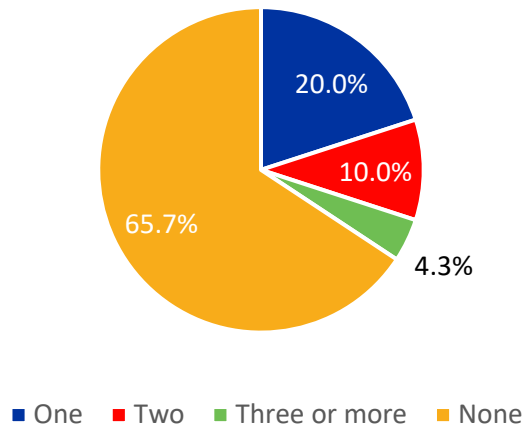
FIGURE 2-10: FIXED ROUTE RIDER SURVEY | HOUSEHOLD INCOME



Additionally, approximately two-thirds of riders do not have access to a personal or shared vehicle, underscoring the essential nature of fixed route service for their daily mobility (Figure 2-11). Collectively these findings demonstrate that Franklin Transit’s fixed route system serves a distinct population segment with limited transportation alternatives, reaffirming the agency’s critical function as a lifeline service for many in the community.

FIGURE 2-11: FIXED ROUTE RIDER SURVEY | NUMBER OF VEHICLES PER HOUSEHOLD

Number of Vehicles per Household



Fixed Route Rider Usage of Franklin Transit

Most riders use Franklin transit frequently and for essential travel. Most respondents reported using the service for at least one year, and more than one-third have been regular riders for over five years (Figure 2-12). Indicated in Figure 2-13, the vast majority ride multiple days per week, indicating that transit plays a central role in their daily routines for commuting, errands, and other essential trips. These trip purposes highlight the importance of reliable service spans, dependable schedules, and clear connections to major destinations.

FIGURE 2-12: FIXED ROUTE RIDER SURVEY | “HOW LONG HAVE YOU BEEN USING FRANKLIN TRANSIT?”

How long have you been using Franklin Transit?

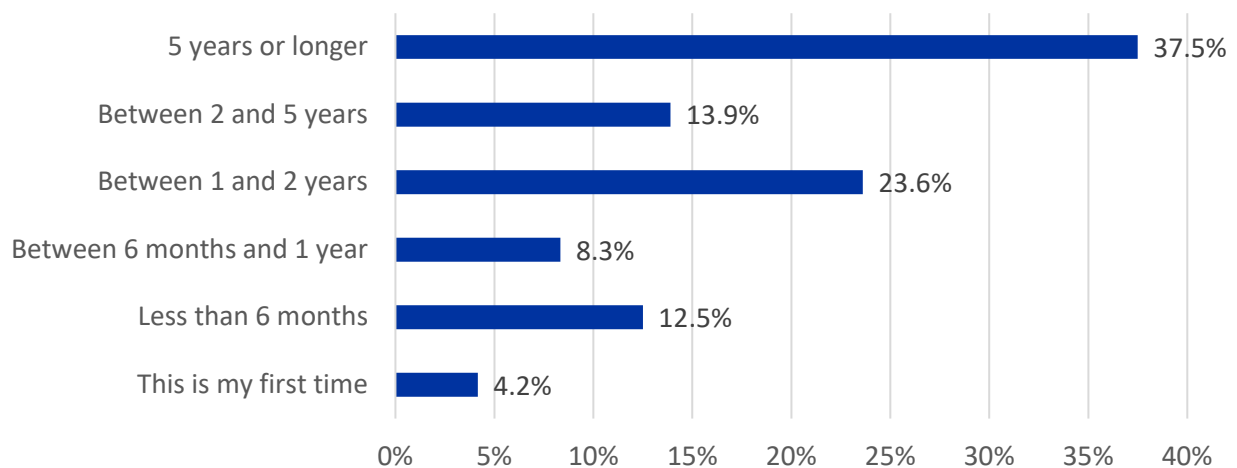
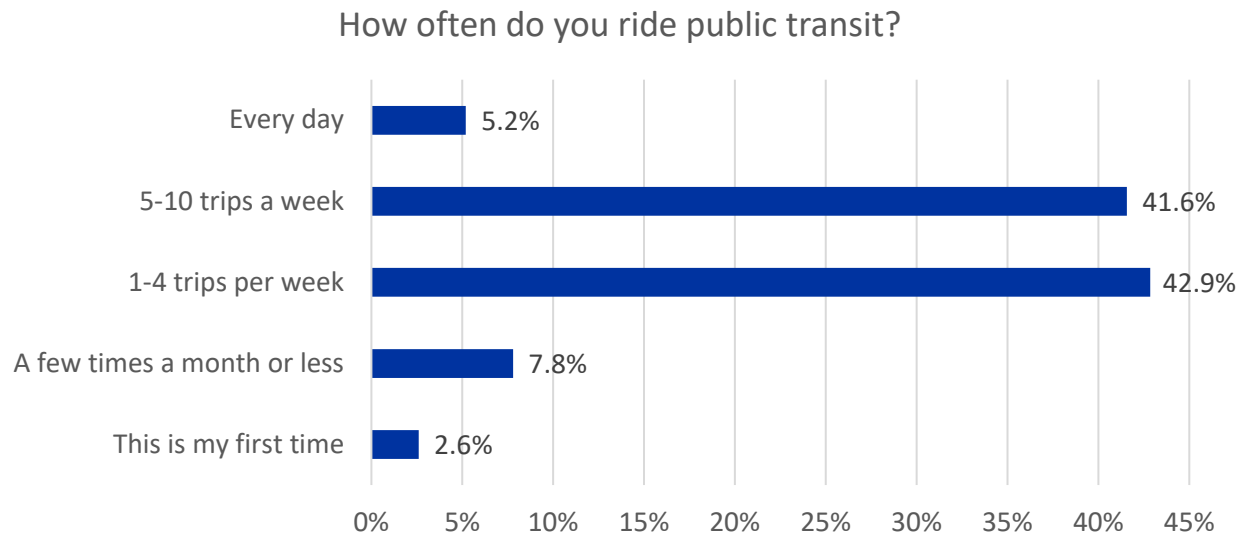


FIGURE 2-13: FIXED ROUTE RIDER SURVEY | “HOW OFTEN DO YOU RIDE PUBLIC TRANSIT?”

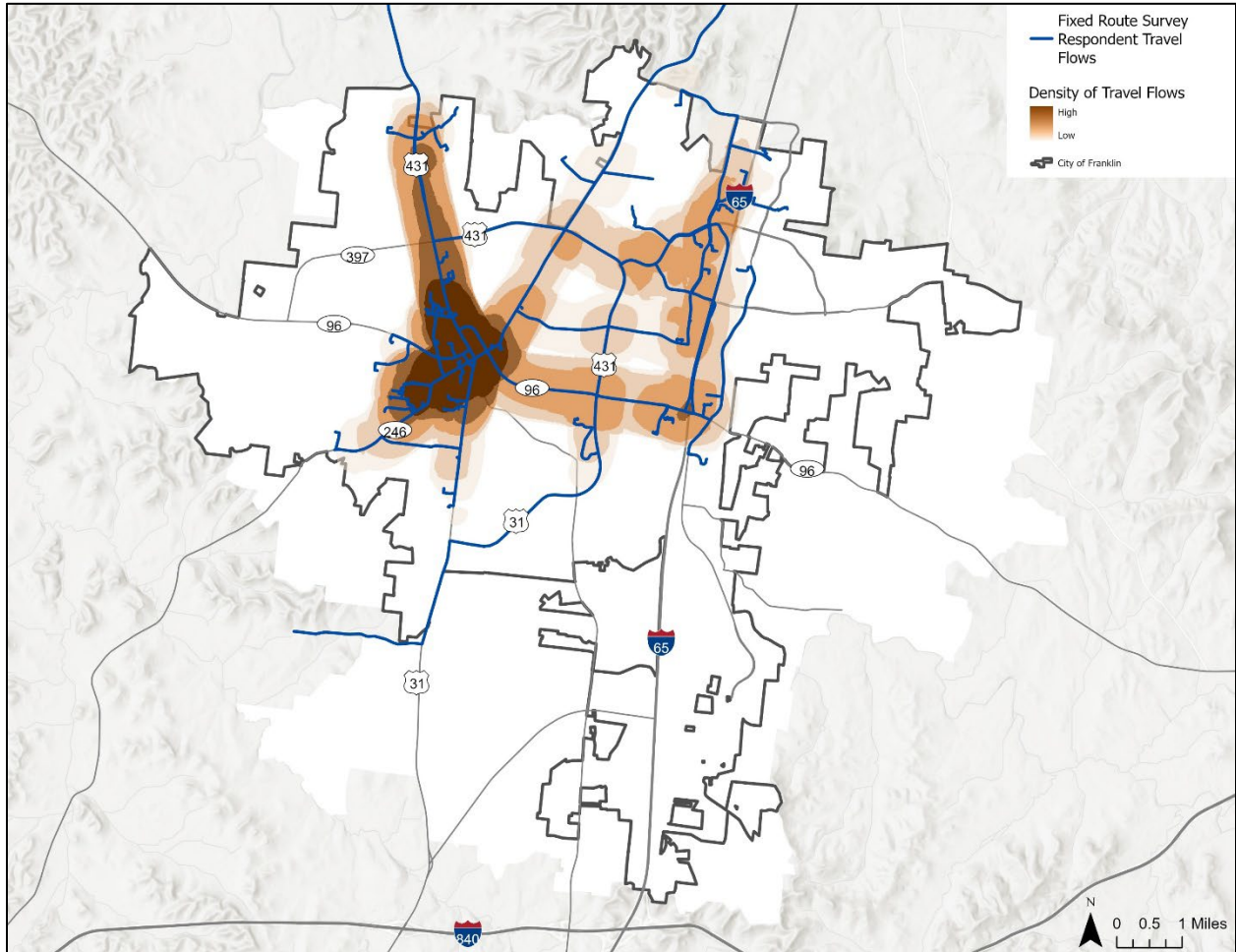


Fixed Route Rider Travel Flows

Map 2-1 illustrates the travel flows of the reported trips taken by fixed route riders, according to their survey responses. Based on the reported typical origins and destinations, most riders’ trips cluster around downtown Franklin and corridors served by the Red route. Some additional flows occur along major arterials and the Cool Springs area. The concentration of trips around the Franklin Transit Center reinforces its role as the transit network’s primary hub.

These travel flow patterns show that the existing service is capturing important corridors but also suggest opportunities to better align routes with growing destinations, especially where travel demand is high but fixed route service is limited.

MAP 2-1: FIXED ROUTE SURVEY RESPONDENT TRAVEL FLOWS



Fixed Route Rider Reliance on Franklin Transit

The fixed route rider survey underscored how heavily riders heavily rely on the service to meet their needs, as about three-quarters of respondents deemed Franklin Transit “very critical” in their ability to get around (Figure 2-14). The reasoning for this is clarified in Figure 2-15, which attributes riders’ critical reliance on the service because it is their only transportation option, because they can’t drive, or because they prefer it to their alternatives.

FIGURE 2-14: FIXED ROUTE RIDER SURVEY | “HOW CRITICAL IS FRANKLIN TRANSIT IN YOUR ABILITY TO GET AROUND?”

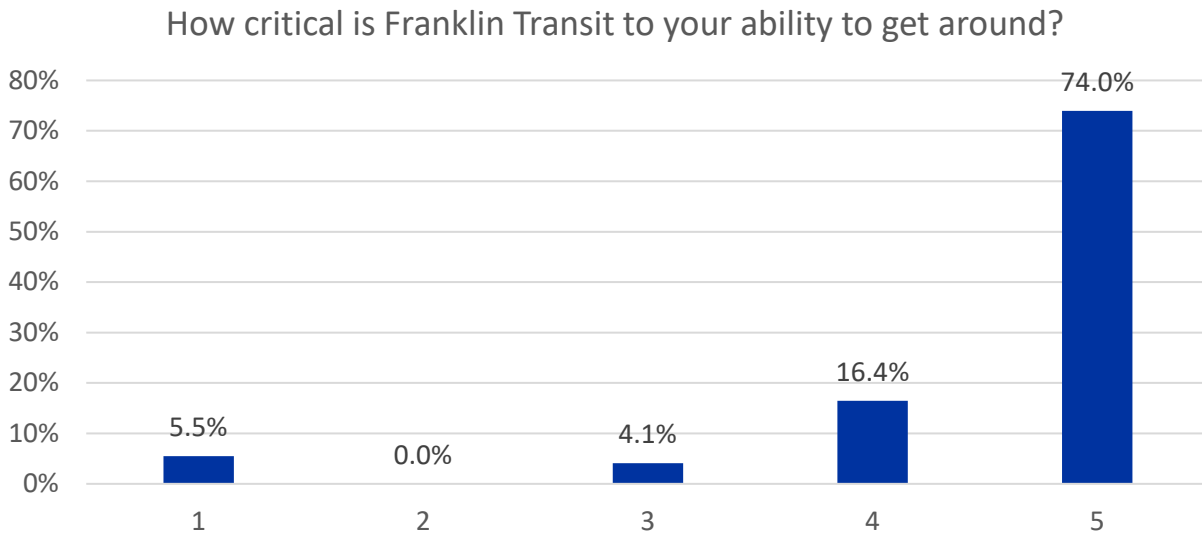


FIGURE 2-15: FIXED ROUTE RIDER SURVEY | “WHAT IS THE MOST IMPORTANT REASON YOU RIDE THE BUS?”

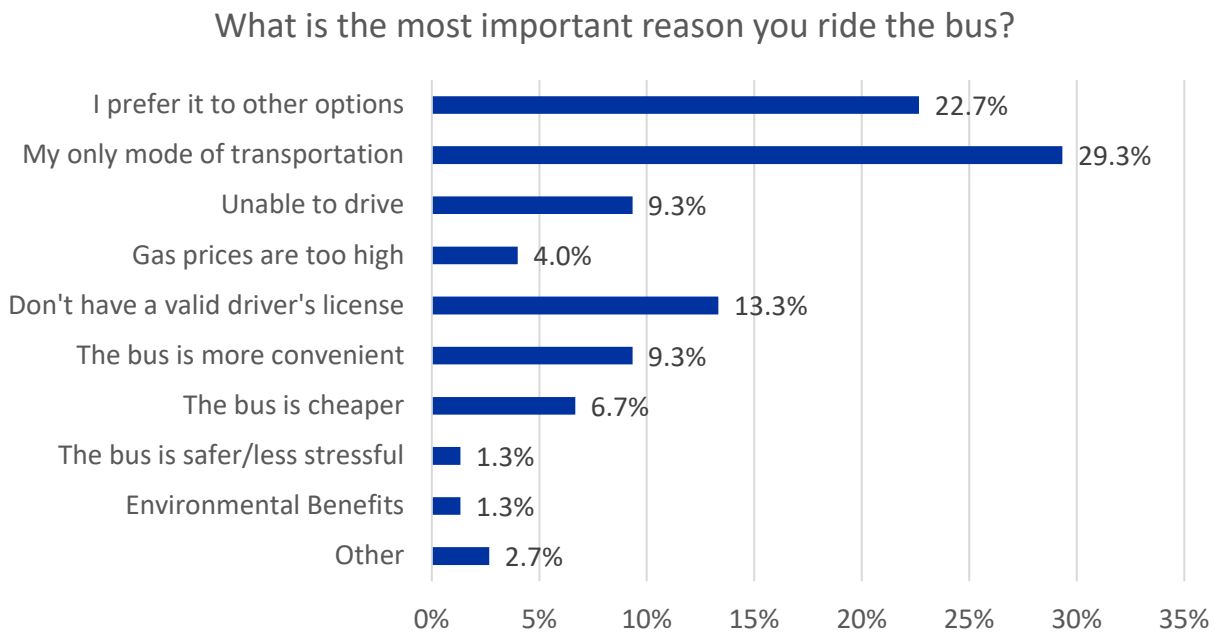
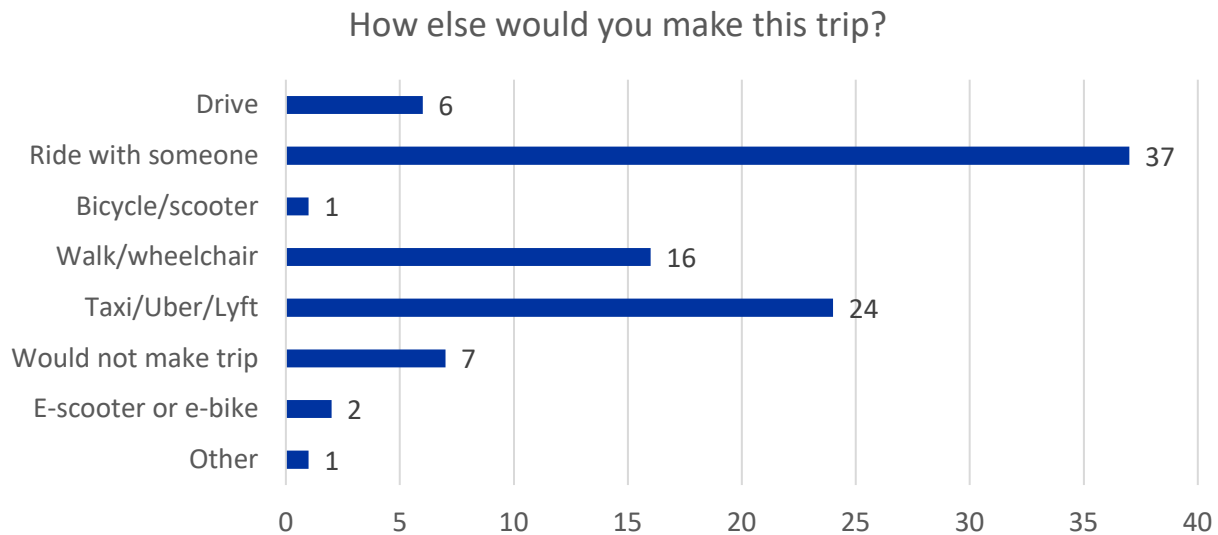


FIGURE 2-16: FIXED ROUTE RIDER SURVEY | “HOW ELSE WOULD YOU MAKE THIS TRIP?”



Fixed Route Rider Satisfaction

Overall, fixed route riders are very satisfied with all aspects of the service. Figure 2-17 depicts most survey respondents as very likely to recommend Franklin Transit to friends or family. However, the survey also highlighted unmet needs, evident in Figure 2-18 and Figure 2-19, respectively. Riders expressed interest in:

- More routes so that more destinations can be reached
- Longer service hours, especially earlier in the morning and later in the evening
- More frequent buses
- Additional shelters, benches, and bus stop amenities

These desired improvements align closely with the demographic patterns and rider usage data. Riders depend heavily on the system, and expanded service would materially improve their access to daily necessities.

FIGURE 2-17: FIXED ROUTE RIDER SURVEY | “HOW LIKELY ARE YOU TO RECOMMEND FRANKLIN TRANSIT?”

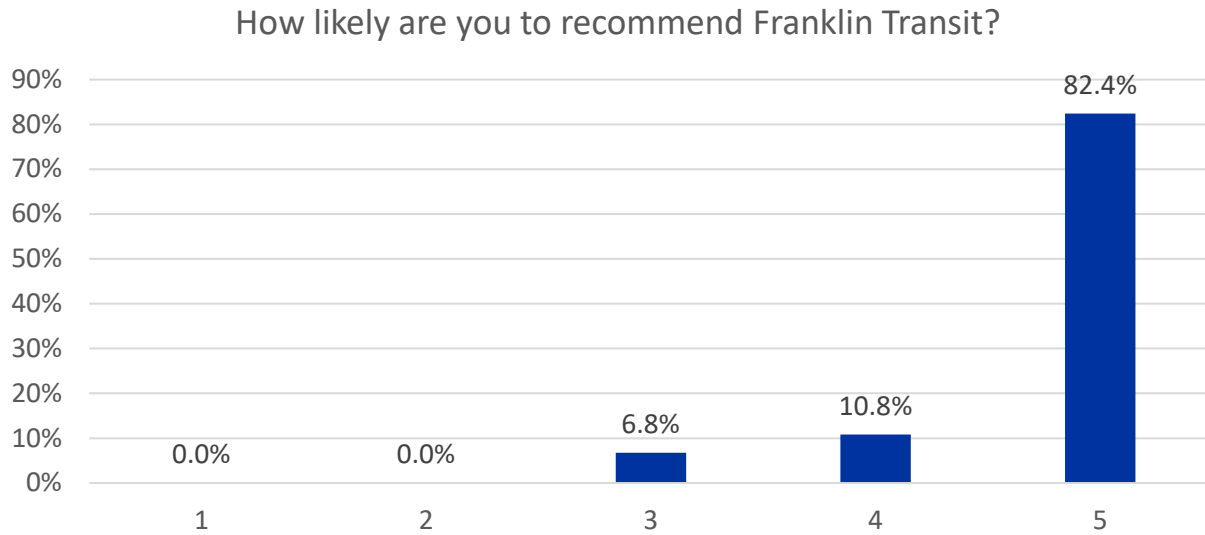


FIGURE 2-18: FIXED ROUTE RIDER SURVEY | SATISFACTION OF CONNECTIONS TO REGIONAL TRANSIT SERVICES

Connections to Regional Transit Services

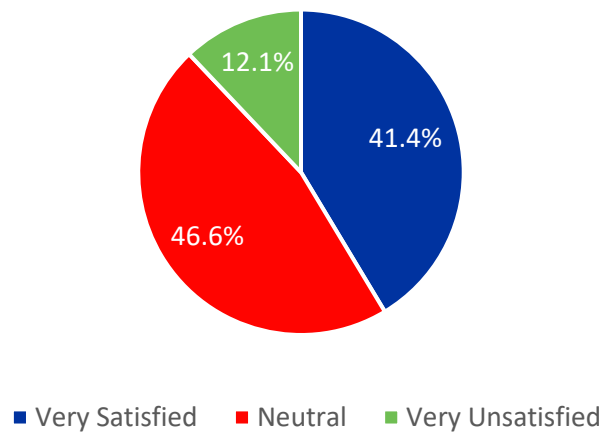
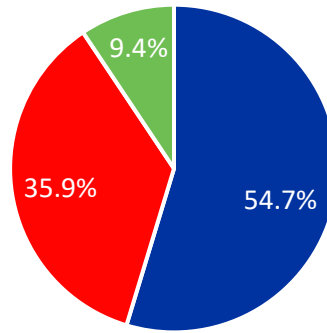


FIGURE 2-19: FIXED ROUTE RIDER SURVEY | SATISFACTION OF SERVICE HOURS

Service Hours



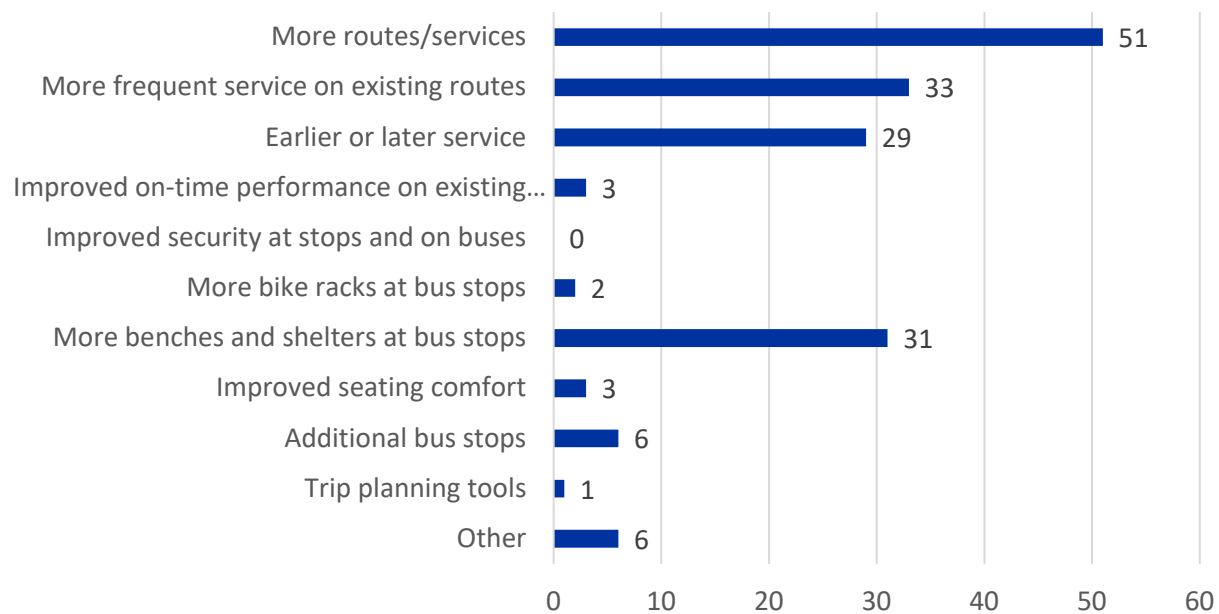
■ Very Satisfied ■ Neutral ■ Very Unsatisfied

Fixed Route Rider Desired Improvements

There are a variety of improvements to Franklin Transit that its fixed route riders desire, listed in Figure 2-20. Fixed route riders overwhelmingly want more routes and services. The current two routes leave many destinations unserved except by TODD, which they might not prefer its flexibility and its higher fares. Many riders also request improved frequency, increased service span, and more bus stop benches and shelters.

FIGURE 2-20: FIXED ROUTE RIDER SURVEY | “WHICH OF THE FOLLOWING SERVICE IMPROVEMENTS WOULD MAKE FRANKLIN TRANSIT BETTER?”

Which of the following service improvements would make Franklin Transit better?



2.8 TODD Rider Survey

A telephone survey of Franklin Transit’s TODD riders was conducted to collect direct feedback from users of the agency’s demand-response service. This survey provided valuable insight into how TODD supports mobility for residents with limited access to fixed route service and those requiring more flexible trip scheduling. The results offer a deeper understanding of rider characteristics, satisfaction levels, and areas for improvement specific to this service type.

2.8.1 Survey Instruments

The TODD rider survey was administered via structured telephone interviews, allowing participants to respond at their convenience while maintaining consistent data collection across respondents. The survey instrument was designed to mirror the structure of the fixed route rider questionnaire, focusing on trip purpose, service satisfaction, frequency of use, and demographic information. Questions also addressed operational aspects unique to the TODD program, including the booking and scheduling process, customer service experience, and overall service reliability. This format provided a balanced combination of quantitative data and qualitative feedback which captures the user experience in more detail.

2.8.2 Survey Efforts

A total of 22 TODD rider surveys were completed. Respondents generally represented older adults and individuals with disabilities, reflecting the program's role in serving riders with specialized mobility needs. Most participants reported being frequent and long-time users who rely on TODD primarily for work and medical-related trips. Satisfaction with the service was generally high; however, respondents consistently identified challenges related to the scheduling process and occasional delays in trip coordination. These responses highlight the importance of operational efficiency and communication in maintaining service reliability for TODD riders. Overall, the survey confirms that the TODD service provides an essential mobility option for residents who depend on it, yet opportunities exist to refine scheduling and improve overall user convenience.

2.8.3 TODD Rider Survey Results

Results from the TODD rider survey reveal that users of Franklin Transit's demand-response service share similar characteristics with fixed route riders but are, on average, older and more likely to have a disability (Figure 2-21). Most respondents identified as frequent and longtime users who rely on TODD primarily for essential trips such as work and medical appointments (Figure 2-22 and Figure 2-23).

Rider feedback from the TODD rider survey highlighted the need for a more efficient and predictable scheduling experience, with several respondents noting challenges in booking trips and long wait times. To address these concerns, the study will evaluate modern technology solutions built on Software as a Service (SaaS) platforms. SaaS refers to cloud-based software that enables real-time booking, automated scheduling, and streamlined communication between riders and dispatch. Such systems can reduce uncertainty for riders, shorten waiting times, and support a more flexible and reliable TODD experience. Aligning the evaluation of these tools with rider feedback ensures that improvements directly respond to the issues raised by those who use the service most.

Overall satisfaction with the service was high, particularly regarding reliability and driver courtesy; however, respondents identified the scheduling process as an area in need of improvements. Several participants expressed challenges with booking and waiting times, indicating a desire for a more efficient and flexible reservation system (Figure 2-24). These findings confirm that the TODD program plays a critical role in meeting the mobility needs of residents with limited transportation options. A full summary of all TODD rider survey results is provided in Appendix X.

FIGURE 2-21: TODD RIDER SURVEY | “WHICH FARE DID YOU PAY FOR YOUR LAST ONE-WAY TRIP?”

Which fare did you pay for your last one-way trip?

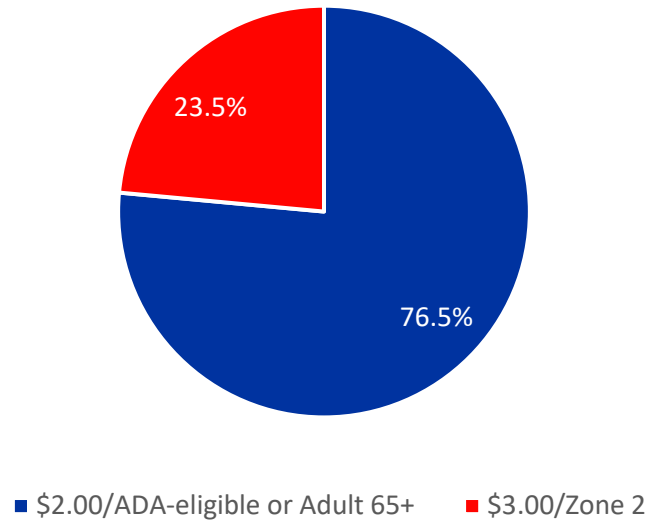


FIGURE 2-22: TODD RIDER SURVEY | “WHAT WAS THE PURPOSE OF YOUR MOST RECENT TODD TRIP?”

What was the purpose of your most recent TODD trip?

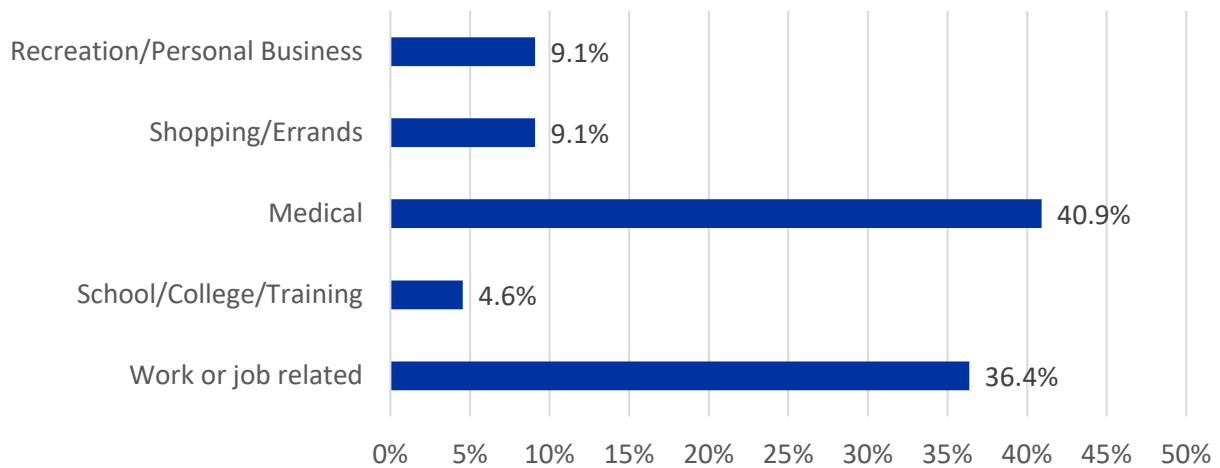


FIGURE 2-23: TODD RIDER SURVEY | “WHAT IS THE MOST IMPORTANT REASON YOU RIDE TODD?”

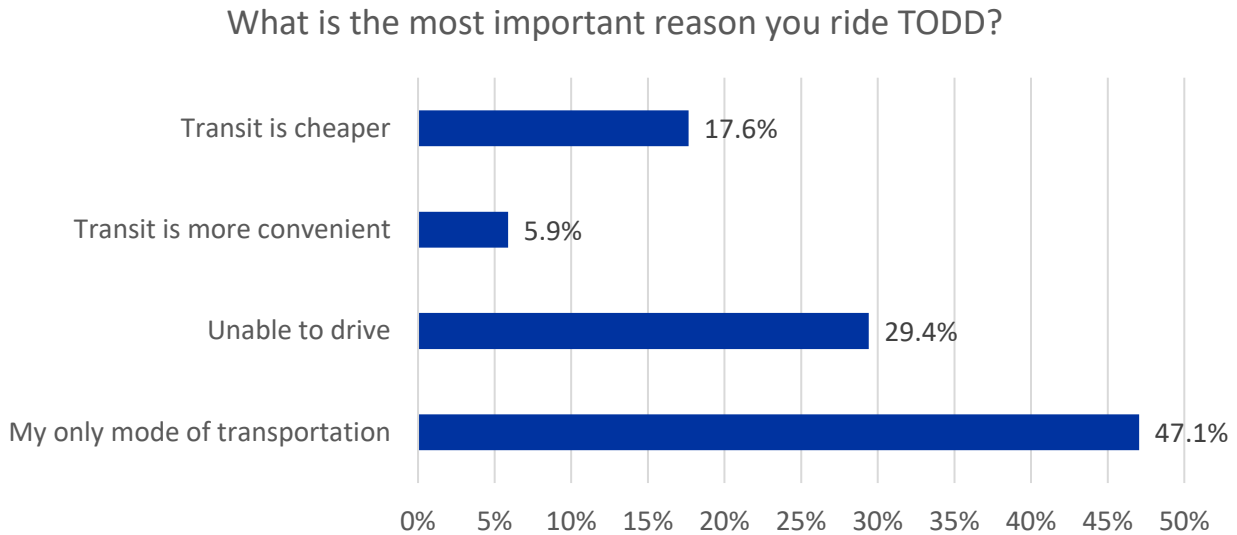
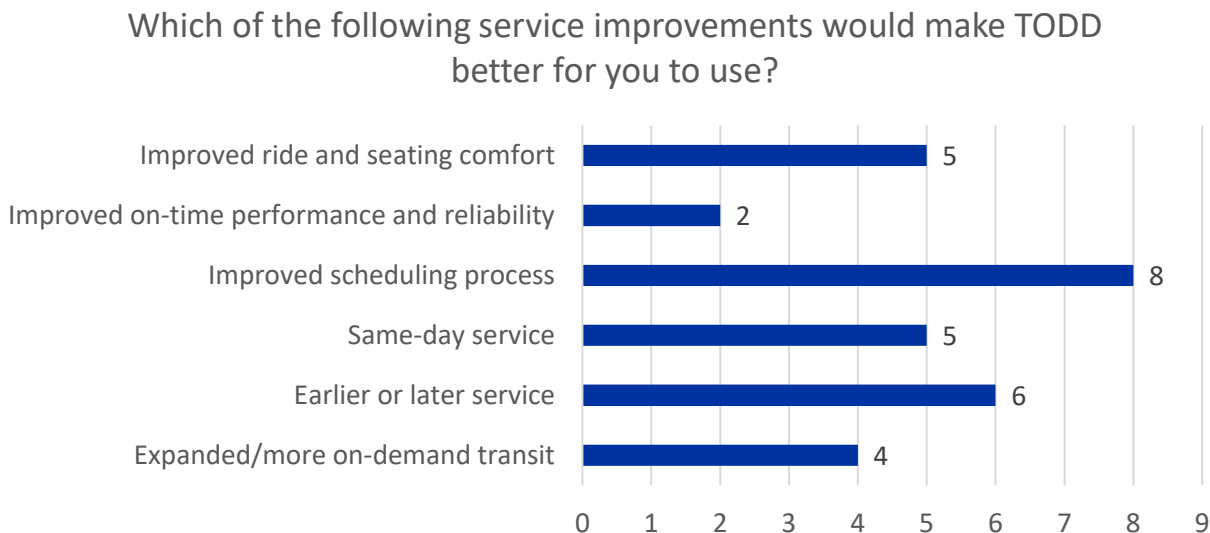


FIGURE 2-24: TODD RIDER SURVEY | “WHICH OF THE FOLLOWING SERVICE IMPROVEMENTS WOULD MAKE TODD BETTER FOR YOU TO USE?”



2.9 Virtual Public Input Survey

To better understand the needs and concerns of the general public, and specifically people who do not use transit currently and/or cannot participate in other outreach events, the project team conducted a virtual public input survey. Digital engagement options are essential for capturing voices that traditional meetings often miss. Virtual tools allow people to participate on their own time, from any device, and without the barriers that limit many residents from attending in person. This helps ensure feedback

reflects the full community, including people who do not use transit currently, work non-traditional hours, have mobility or transportation constraints, or prefer online communication.

The public input survey was developed with its primary focus on identifying mobility needs in the community. The survey was administered via the plan’s virtual meeting room that served as a project webpage linked to the City of Franklin and Franklin Transit Authority’s webpage. The public was made aware of the virtual room and the survey opportunity through various means and outlets, such as notices on the buses, press releases, social media blasts, etc.

2.9.1 Virtual Room

The virtual meeting room was developed as a method for providing continual communication to the public regarding the Franklin Transit Master Plan. Project materials, such as PowerPoint presentations, fact sheets, informational boards, technical reports, surveys, and sign-in sheets were accessible to the public in this on-demand format. Figure 2-25 is a screenshot of the plan’s virtual room, depicting some materials explaining existing conditions in Franklin, interactive public input exercises, and a link to the public input survey.

FIGURE 2-25: SCREENSHOT OF THE VIRTUAL ROOM



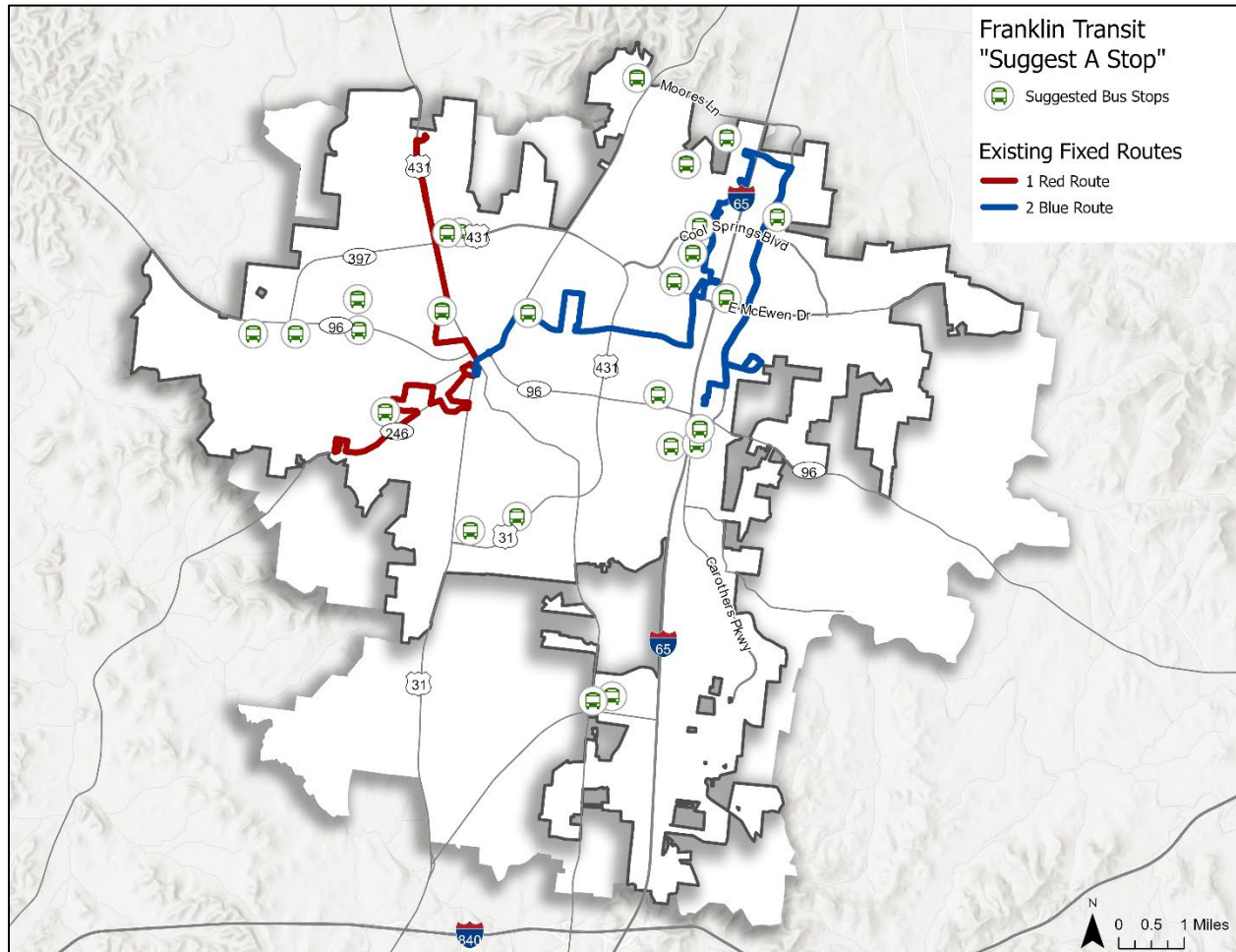
2.9.2 “Suggest A Stop” Survey

In tandem with the Franklin Transit Master Plan, Franklin Transit launched “Suggest A Stop” virtual form on its website, where people could suggest a location they believe should be served by transit that was not already served. The form received dozens of responses, of which the locations for new bus stop suggestions were mapped in Map 2-2.

New bus stop locations were suggested all across Franklin, and most are not close to either of the existing fixed routes. The suggested locations include social services and recreation centers, shopping centers, residential neighborhoods, and mixed-use centers. There were multiple requests for

Westhaven, a large and fast-growing community on the far west side of the city, and for Reid Hill Commons, a neighborhood west of Downtown where a significant number of residents do not drive.

MAP 2-2: INPUT FROM "SUGGEST A STOP" FORM



2.9.3 Public Input Survey

Through November 17, 2025, 306 responses were received from the public input survey. In contrast to the rider survey, this outreach effort reflected a broader segment of the Franklin community, including many individuals who do not currently use transit. The results indicate that while most respondents are aware of Franklin transit, they often choose not to ride because currently routes do not reach their desired destinations or because they prefer to drive themselves.

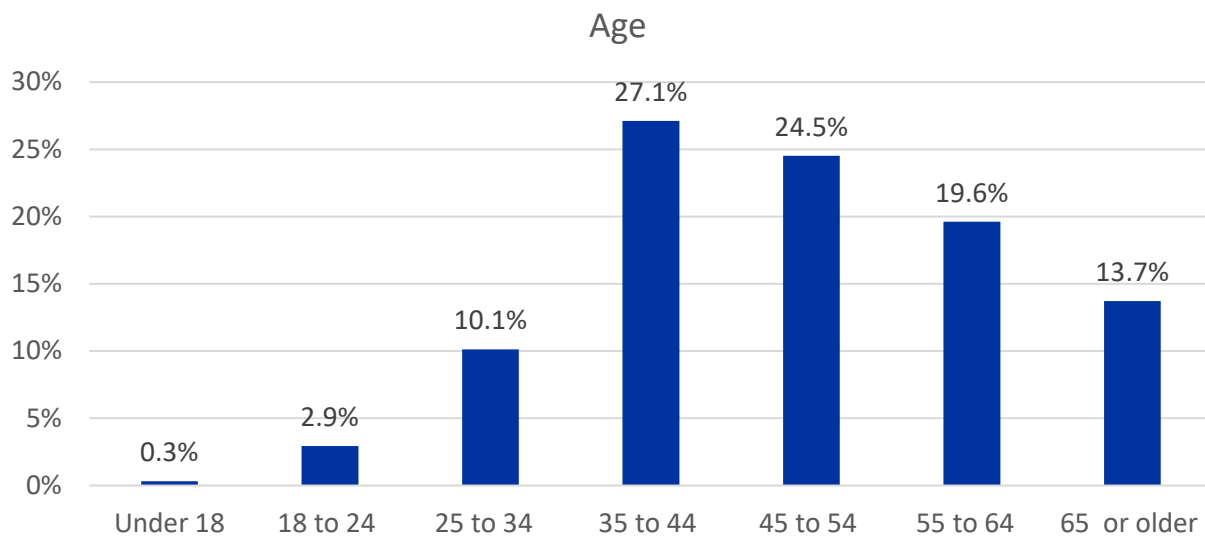
Despite this, there is strong public interest in expanding and improving transit services. Most respondents indicated that additional routes, longer service hours, and more frequent buses would make the system more appealing. The data also suggests that residents value the presence of transit in Franklin and recognize its importance, even if they are not active users. This combination of awareness.

Limited utilization, and strong support for service enhancement reflects an opportunity for the agency to broaden its reach through strategic expansion and improved accessibility.

Public Input Survey Demographics

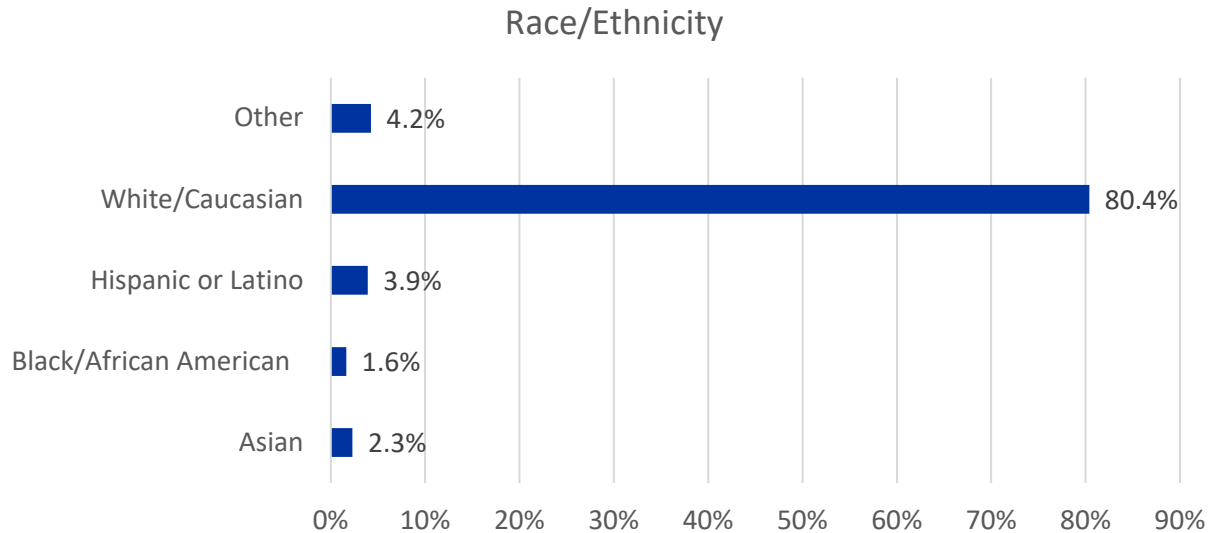
The demographic makeup of the public input survey respondents closely aligns with Census data representing the entire population of Franklin and differs significantly from that of the fixed route riders. Shown in Figure 2-26, the age of public input survey respondents loosely resembles a normal distribution, with the 35 to 44 age range representing the plurality of respondents. This contrasts with the fixed route rider survey, where the age of respondents skews older, likely due to senior citizens having less of an ability to drive themselves where they need to go.

FIGURE 2-26: PUBLIC INPUT SURVEY | AGE



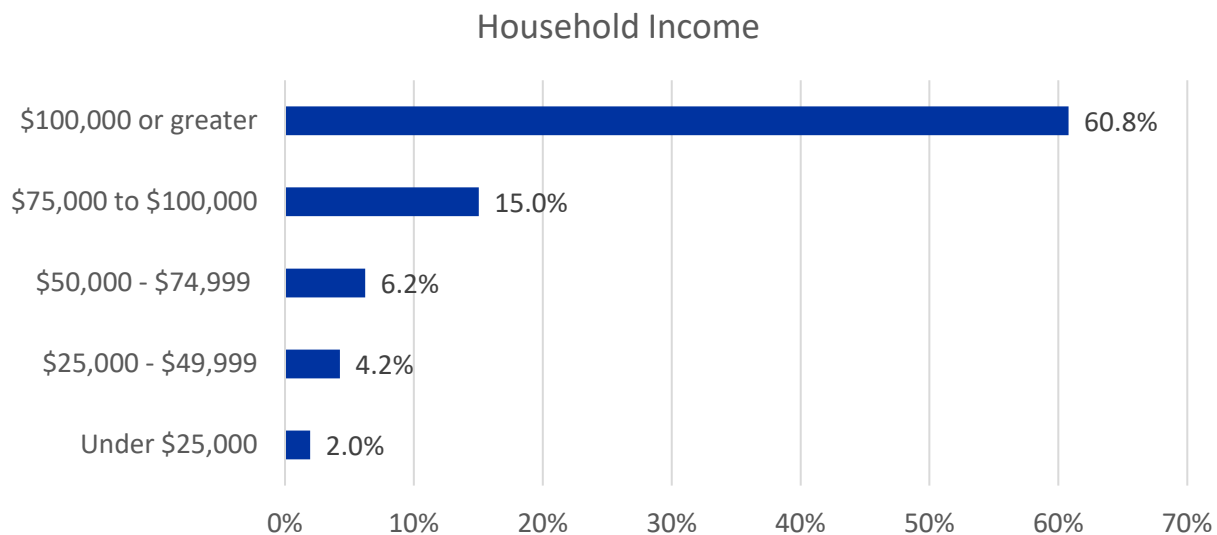
The racial and ethnic composition of public input survey respondents is largely White, in contrast to the more diverse group of fixed route riders (Figure 2-27).

FIGURE 2-27: PUBLIC INPUT SURVEY | RACE/ETHNICITY



Most public input survey respondents report a high household income, with over 60% reporting an annual household income greater than \$100,000 as seen in Figure 2-28. These households have a much greater capability to front personal transportation costs than a typical fixed route rider household.

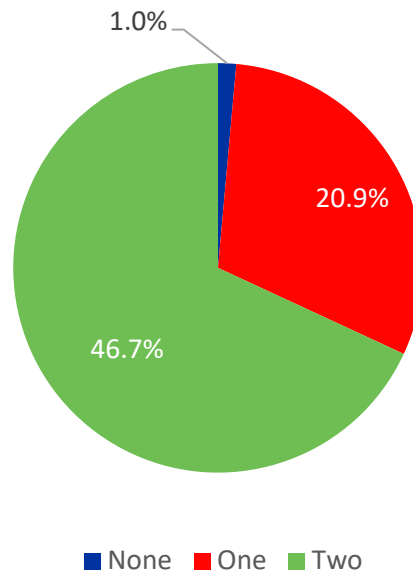
FIGURE 2-28: PUBLIC INPUT SURVEY | HOUSEHOLD INCOME



Virtually all public input survey respondents reported that they have access to a personal vehicle (Figure 2-11). This indicates that public transit is not a necessity for these respondents, as they typically have more transportation options than a typical current fixed route rider.

FIGURE 2-29: PUBLIC INPUT SURVEY | NUMBER OF HOUSEHOLD VEHICLES

Number of Household Vehicles



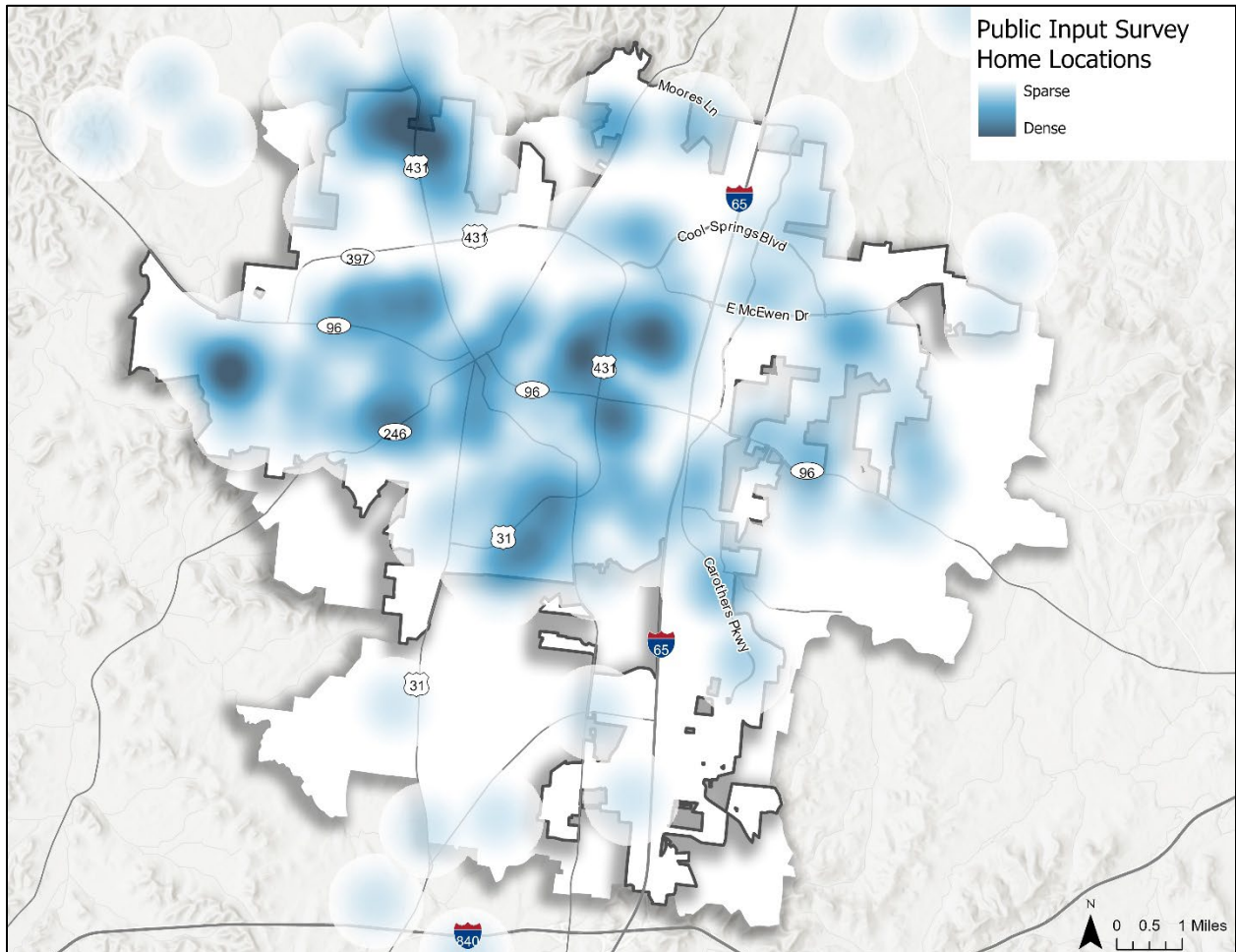
Collectively, these demographic findings demonstrate that the public input survey reached a large enough sample size representing the population of Franklin as a whole, and that most respondents are able to meet their mobility needs without using public transit, unlike the fixed route rider survey respondents. While they do not currently depend on transit, public input overall indicates a desire for better service and expanded mobility options in the area.

Public Input Survey Respondent Travel Flows

To understand typical trips taken by Franklin residents and workers, public input survey participants were asked to point out their home locations and their work/school locations on a map. This dataset reveals where people who generally do not currently take transit live and work, but more importantly reveals the specific commuting travel flows they make and how that aligns with the general public’s desired routes and destinations to be served.

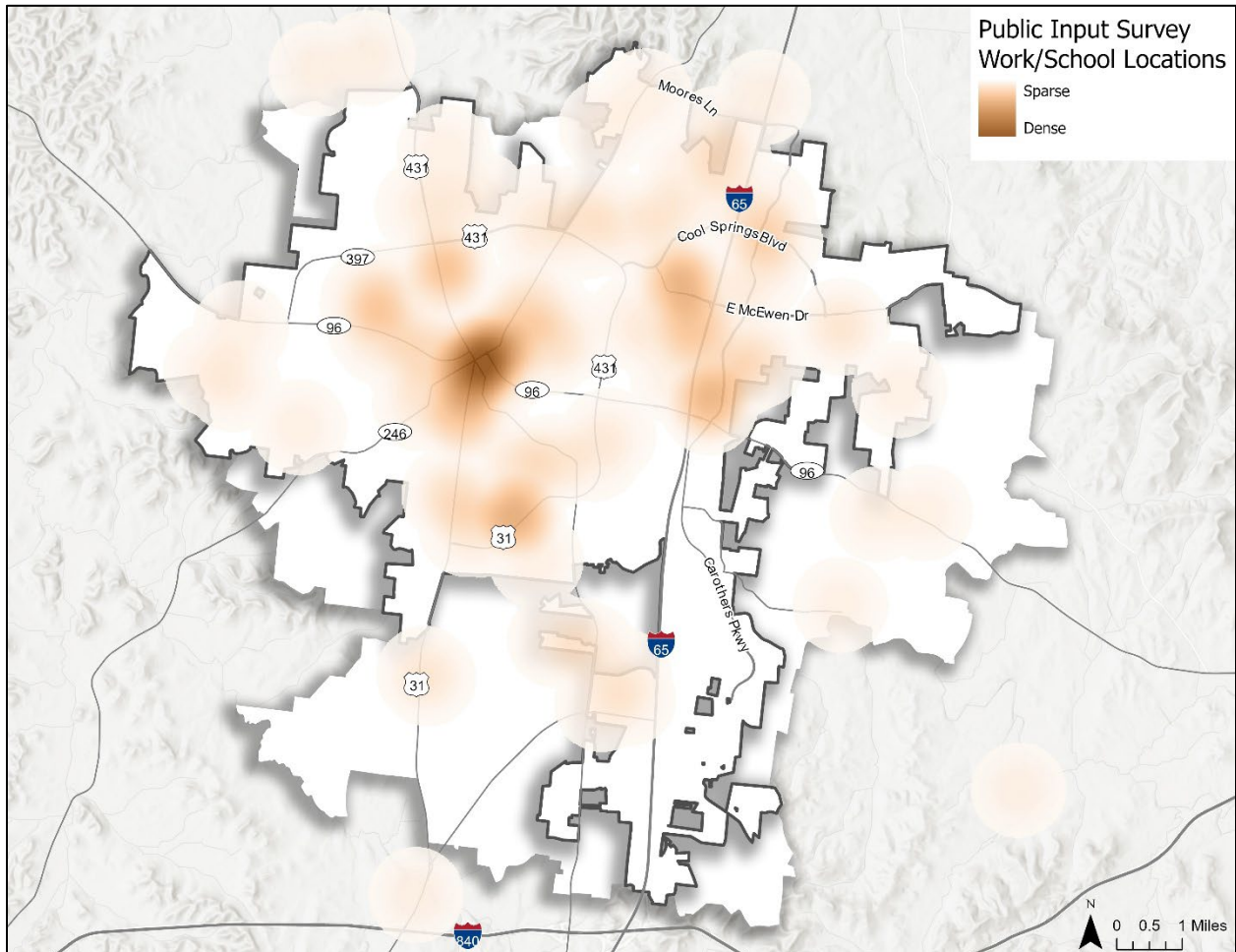
Map 2-3 documents clusters of home locations of public input survey respondents. The largest clusters of respondent residences are found west of Interstate 65 and north of the southern end of Mack Hatcher Parkway, which includes many established residential areas of the city, and excludes largely commercial areas like Cool Springs and Carothers Parkway.

MAP 2-3: PUBLIC INPUT SURVEY | RESPONDENT HOME LOCATIONS



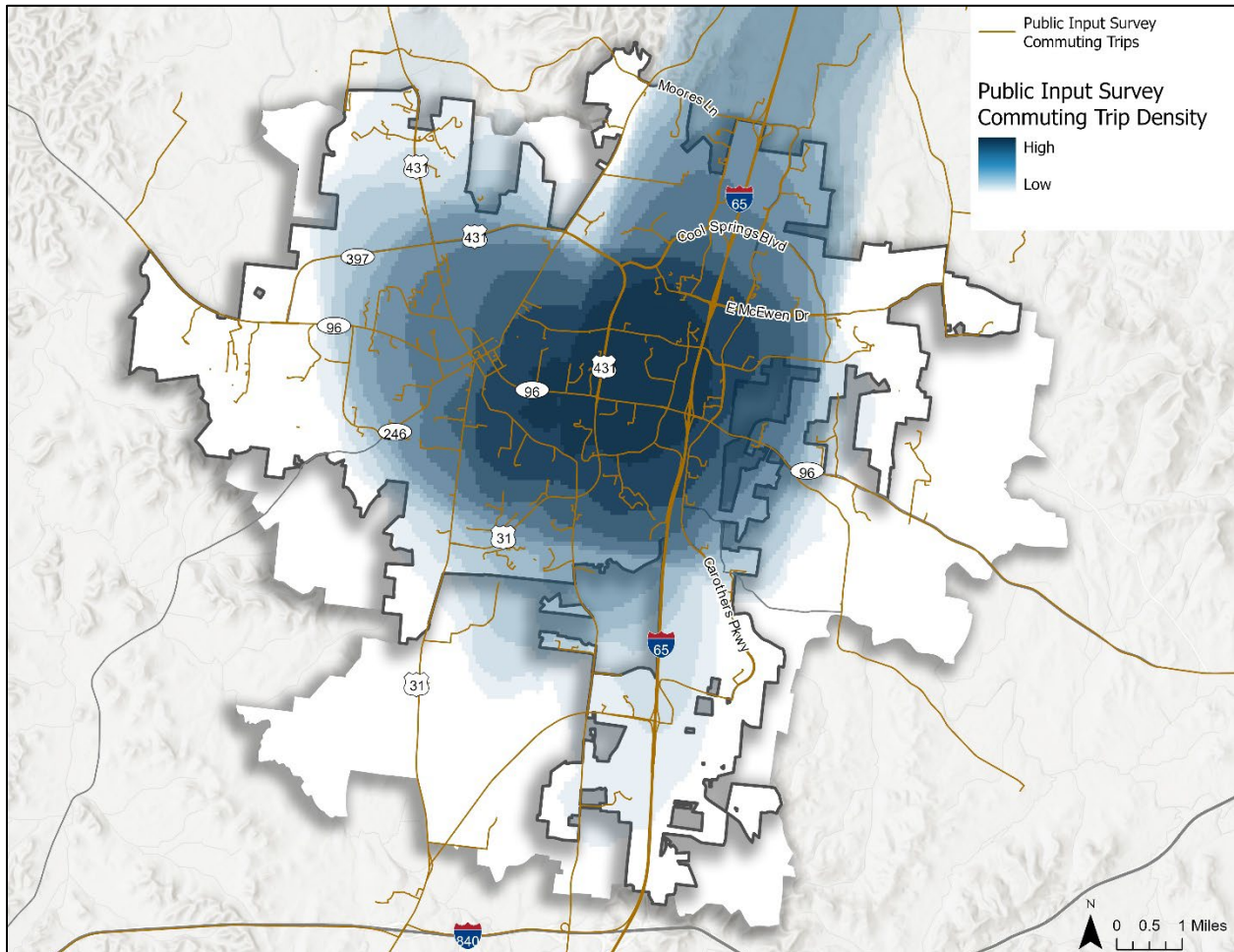
Similarly, Map 2-4 depicts the clusters of work and school locations of public input survey respondents. Unlike the home locations, the work and schools locations are not as uniformly distributed. By far, the highest concentration of workers and students travel to Downtown Franklin, while a smaller cluster is found in the Cool Springs area. This data underscores the importance of those two locations as commercial anchors in the city that can support transit relatively well.

MAP 2-4: PUBLIC INPUT SURVEY | RESPONDENT WORK/SCHOOL LOCATIONS



Connecting the respondents' home and work/school locations as individual trip pairs, Map 2-5 shows each public input survey respondent's commuting travel flow as well as the density of all respondents' commuting travel flows. While the public input survey respondents travel throughout the entire city for work and school, most commuting trips are concentrated between Downtown Franklin and Cool Springs, indicating that the plurality of commuting trips to or from the City of Franklin begin, end, or pass through those two areas, again suggesting the demand for transit in those areas.

MAP 2-5: PUBLIC INPUT SURVEY | RESPONDENT COMMUTING TRIPS



Public Input Awareness of Franklin Transit

According to responses shown in Figure 2-30, the vast majority of residents are aware of the existence of transit in Franklin, but only a third of respondents know about Franklin Transit and where it goes. Some of the lack of awareness of Franklin Transit can be contextualized by the data presented in Figure 2-31, which explains that a significant number of non-riders do not use Franklin Transit because they prefer to drive or because the service does not serve the destinations they want to go to, among other reasons. Taken together, these findings indicate a dual need: improving and expanding transit services to better match travel patterns in Franklin, and significantly strengthening outreach and marketing so more residents understand what Franklin Transit offers and how it can meet their mobility needs.

FIGURE 2-30: PUBLIC INPUT SURVEY | “WHAT IS YOUR LEVEL OF AWARENESS OF TRANSIT/PUBLIC TRANSPORTATION SERVICES IN THE CITY OF FRANKLIN?”

What is your level of awareness of transit/public transportation services in the City of Franklin?

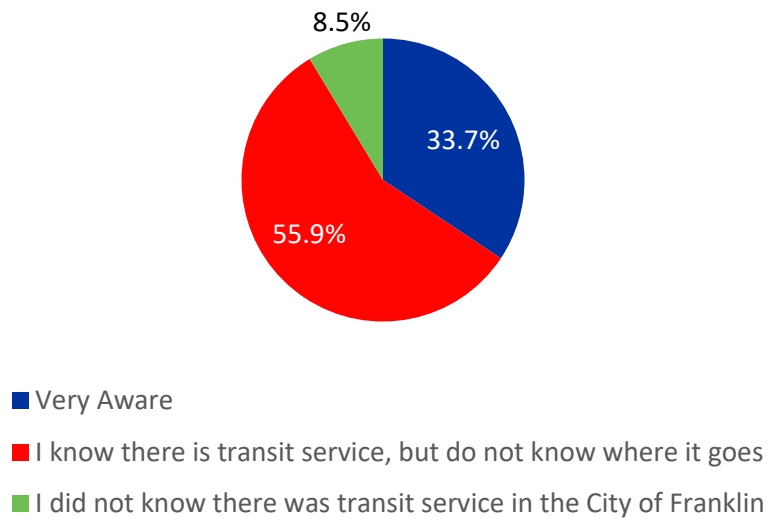
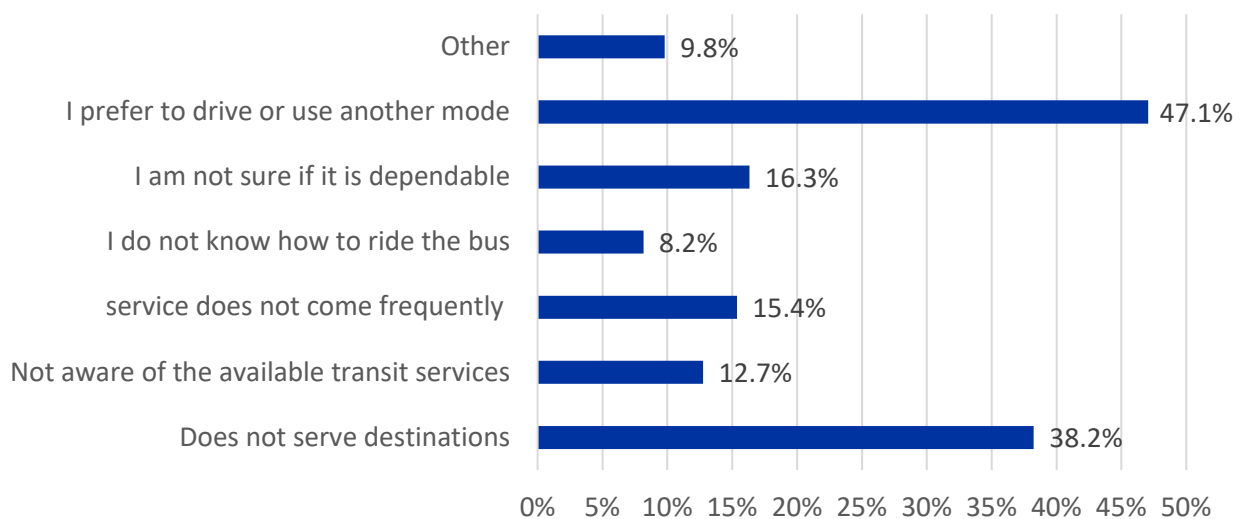


FIGURE 2-31: PUBLIC INPUT SURVEY | “IF YOU DO NOT CURRENTLY USE FRANKLIN TRANSIT AUTHORITY’S SERVICES, WHAT ARE THE REASONS?”

If you do not currently use Franklin Transit Authority's services, what are the reasons?

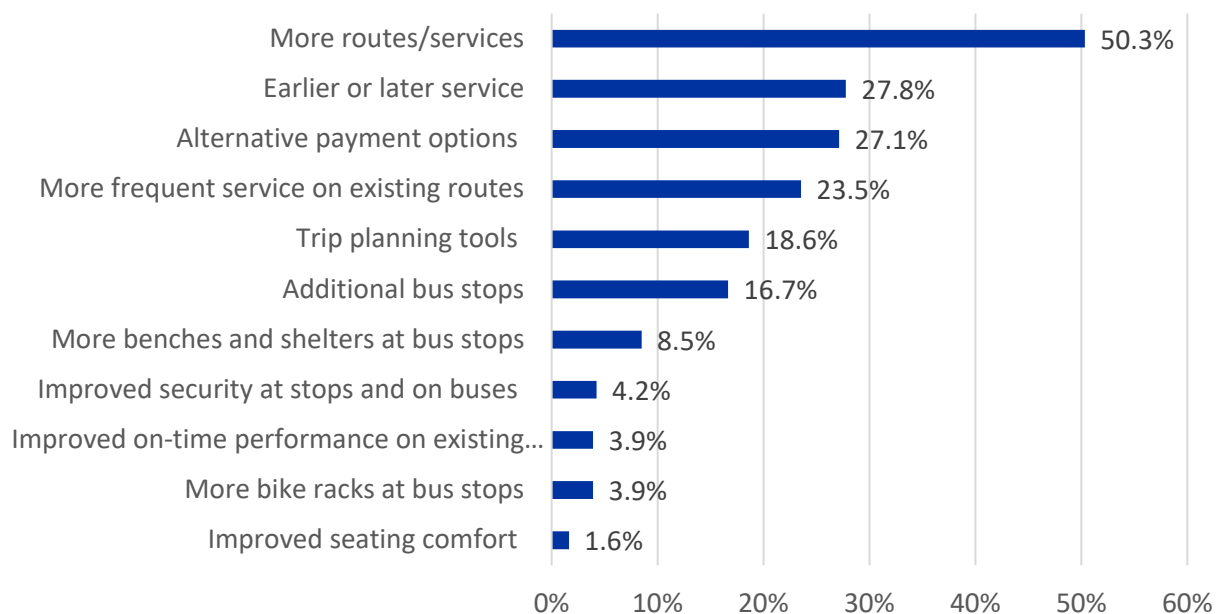


Public Input Desired Improvements

Similar to fixed route riders, there are a variety of improvements to Franklin Transit that public survey respondents desire, listed in Figure 2-32. The general public overwhelmingly want more routes and services. The current two routes leave many destinations unserved except by TODD, which they might not prefer the wait time associated with the service relative to driving a personal vehicle. Many respondents also request improved frequency, increased service span, and fare payment options other than cash and tickets. These preferences will directly shape the service recommendations presented later in this study, ensuring that proposed improvements respond to what residents say they need most and align with the gaps identified through this input.

FIGURE 2-32: PUBLIC INPUT SURVEY | “WHICH OF THE FOLLOWING IMPROVEMENTS SHOULD FRANKLIN TRANSIT AUTHORITY PRIORITIZE OVER THE NEXT 10 YEARS?”

Which three of the following improvements should Franklin Transit Authority prioritize over the next 10 years?



Additional Comments from Public Input Survey

The open-ended comments in the public input survey revealed strong opinions about transportation priorities in Franklin. The most common sentiment was a preference for roadway improvements rather than expanding transit. Many residents felt that public transit would not significantly reduce congestion and expressed concerns that development has outpaced existing road infrastructure. Comments frequently called for widening major corridors, addressing bottlenecks, and improving traffic flow before further transit investment is considered.

Although roadway concerns dominated the feedback, several residents highlighted the need for better walking and biking infrastructure. Requests included safer sidewalks, improved bike lanes, and more

connected greenways. Some respondents shared that they would prefer to walk or bike for certain trips if facilities were safer and more convenient.

There were also comments that pointed to confusion about how the existing transit system works. Several residents noted that routes, maps, and payment information are not clear. Others said that they might use transit if they understood the service better. A smaller set of comments focused on specific transit improvements, such as later service hours, weekend service, and expanded coverage to destinations like Cool Springs, Berry Farms, and medical facilities.

A minority of respondents voiced interest in regional rail, park and ride options, and additional commuter choices. A few residents also shared positive experiences with current services such as the downtown shuttle and special event transit. Overall, the comments reflect a community that strongly prioritizes roadway investment but also recognizes the value of improved mobility options for pedestrians, cyclists, and residents who cannot or prefer not to drive.

2.10 Transit Staff Surveys

In addition to gathering input from users and potential users of Franklin Transit, valuable insight was collected from Franklin Transit’s bus operators and administrative staff. Transit operators and staff offer insight that often does not appear in data alone. Bus operators interact with passengers daily, hear concerns firsthand, observe challenges in real time, and serve as the face of the organization. Their on-the-ground experience provides context about how riders actually use the system and where improvements are needed. Administrative employees also carry important institutional knowledge about scheduling, operations, and customer service, giving them a clear view of how internal processes and external factors shape overall performance.

The information provided by 23 of the Franklin Transit staff members pertains to their perspective on what does and does not work well for Franklin Transit, perception of user perception of the service, and what improvements should be made. These unique perspectives from staff involved with Franklin Transit on a daily basis are especially valuable due to their intimate knowledge of the service and how the public interacts with Franklin Transit. Figure 2-33 highlights key takeaways from this survey effort, noting the strengths and weaknesses of the current operation of Franklin Transit as well the perspectives on customer satisfaction and concerns. Complete responses to the transit operator and administrative staff surveys can be found in Appendix X.

FIGURE 2-33: SUMMARY OF FRANKLIN TRANSIT OPERATOR AND STAFF SURVEYS

What is working well

- Drivers consistently cite a great group staff and a dependable fleet
- The convenience and usefulness of the service for passengers
- Timely transfers between the Blue and Red routes

What needs improvement

- The most common concerns center on scheduling, dispatch availability and responsiveness, and communication among operators and staff
- Requests for more training, especially for wheelchair lift procedures, appear more than once
- The implementation of tools that improve scheduling

Staff and operator reports of passenger concerns

- Long wait times and late buses are the most frequently mentioned
- Some passengers struggle with the ride scheduling process
- A few drivers note minimal complains [*complaints](#)

2.11 Public Meetings

This section will be completed at the conclusion of the public meetings in Spring 2026.



**FRANKLIN
TRANSIT**

Inventory & Assessment of Existing Conditions

January 2026

CATCH
THE BUS
ON TIME

Track us in real

TABLE OF CONTENTS

3	INVENTORY & ASSESSMENT OF EXISTING CONDITIONS	3-1
3.1	Existing Operating Environment Analysis	3-1
3.2	Latent Demand Analysis.....	3-25
3.3	Local Plans & Policies Analysis	3-35
3.4	Existing Services Analysis	3-47
3.5	Trend Analysis and Peer Review.....	3-57

3 INVENTORY & ASSESSMENT OF EXISTING CONDITIONS

A critical first step in a transit planning and analysis effort is to gain an understanding of two key factors: how transit is performing and the context in which the services are operating. This inventory and assessment of existing conditions focuses on examining the demographic, socioeconomic, and operating contexts of Franklin Transit Authority's service area, the current performance of its services, and the planning and policy framework within which it functions. It also seeks to highlight a peer and trend performance analysis for the Authority and several of its peer agencies.

3.1 Existing Operating Environment Analysis

This subsection introduces the demographic and employment patterns that influence how people travel within Franklin. Understanding these conditions is significant because they shape transit demand and reveal the communities and locations that may need enhanced services.

A clear understanding of the current urban and transit environment is essential for effective transit planning. This section outlines the geographic and demographic context of Franklin Transit Authority's (FTA) service area within the City's Urban Growth Boundary (UGB), referencing official data to inform service planning and future decision making. The trends identified here will inform later steps in the plan by helping determine which areas may require new connections, service adjustments, or targeted investments.

3.1.1 Description of Service Area

Franklin Transit serves the City of Franklin, located in central Williamson County, Tennessee. As a growing county in the state, Williamson County presents a unique blend of historic character, and emerging regional importance. City of Franklin is situated approximately 20 miles south of downtown Nashville and acts as both a residential hub and economic center in the southern portion of the greater Nashville area.

Franklin Transit Authority's primary service area includes the City of Franklin with key destinations including its historic downtown, the Cool Springs commercial district, major medical facilities, educational institutions, and residential neighborhoods.

Williamson County's strategic location along Interstate 65 contributes to its rapid growth and high levels of regional connectivity. The area is also served by major roads such as Columbia Avenue, Franklin Road, Murfreesboro Road, and Mack Hatcher Parkway, which influences travel patterns and transit accessibility across the city.

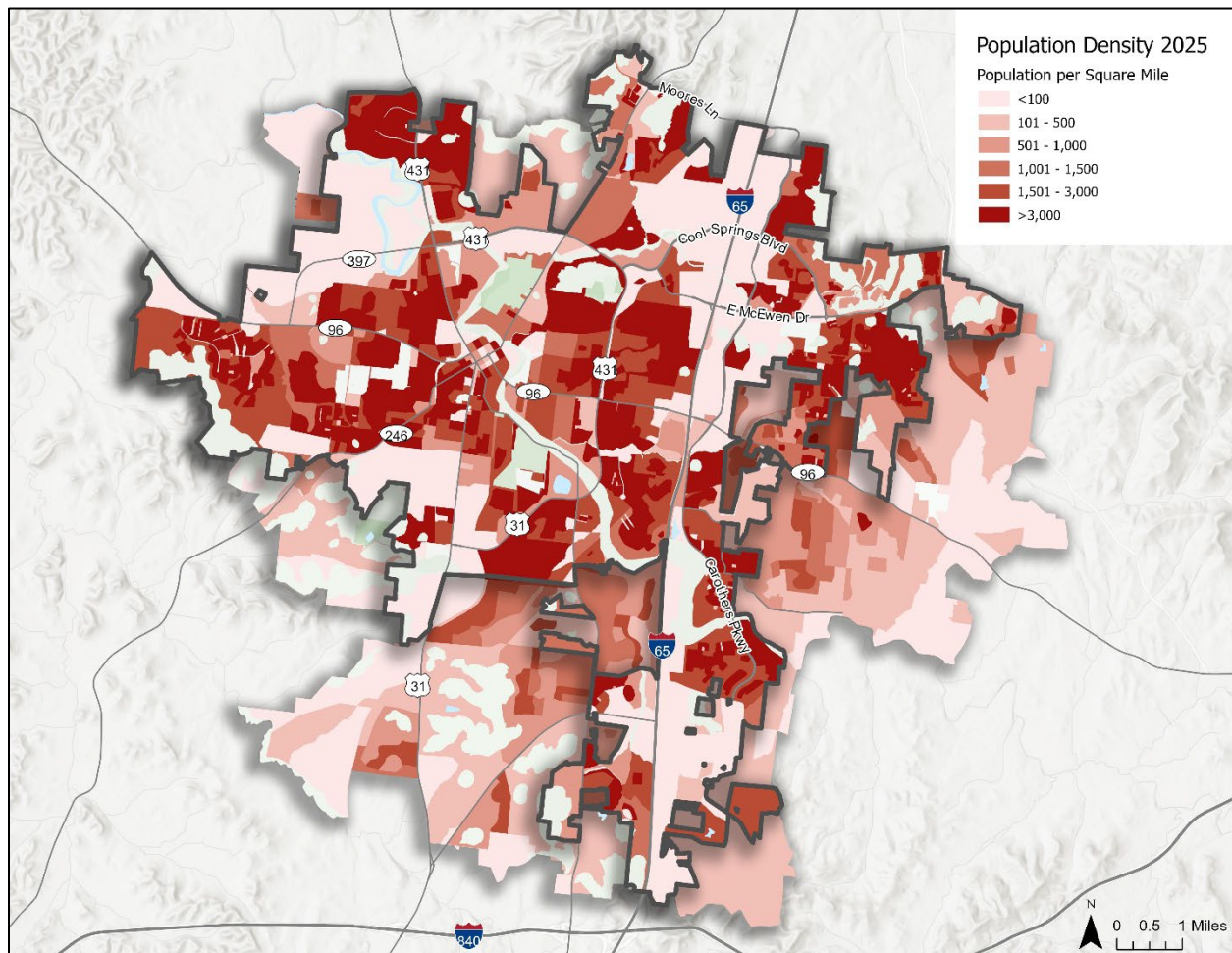
Population

Population is a critical consideration in transit planning, as it often correlates with the demand for public transportation services. In Williamson County, the City of Franklin serves as the primary urbanized area and accounts for a substantial share of transit demand. Franklin's population is 92,230 according to the City of Franklin 2024 Development Report, and is projected to continue to grow, reaching 103,792 by 2030 and 123,062 by 2040 according to the report.

Population Density

Map 3-1 portrays that the City of Franklin’s highest population densities are concentrated in many of the established developed areas along major corridors. Surrounding these areas are medium density areas, while much of the east and south areas within the UGB remain in lower density categories of fewer than 1,500 residents per square mile. This pattern reflects a concentration of population near established commercial centers and major transportation routes, with more dispersed developments in outlying neighborhoods.

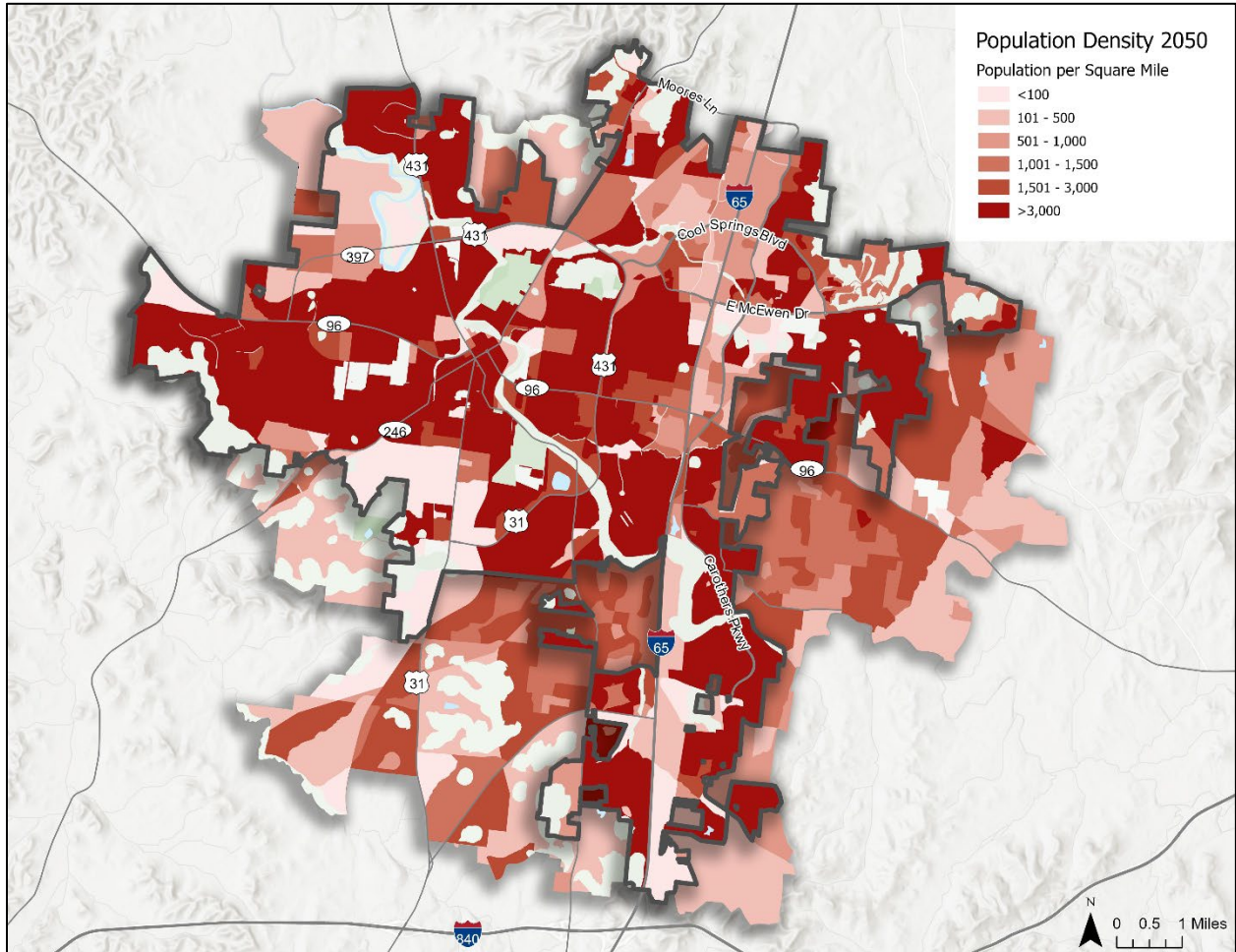
MAP 3-1: POPULATION DENSITY 2025 | CITY OF FRANKLIN



Source: Greater Nashville Regional Council Regional Growth Allocation Model

Map 3-2 shows that by 2050, the projected population growth is projected to extend beyond the current high-density core, creating a broader and more continuous band of medium to high density areas across the city. Nearly all areas within the city limits will experience significant increases, as will southern and eastern portions outside the city limits. These shifts indicate that future transit demand will not only intensify in existing corridors but also potentially emerge in currently underserved areas, emphasizing the need for long term infrastructure and service planning.

MAP 3-2: POPULATION DENSITY 2050 | CITY OF FRANKLIN

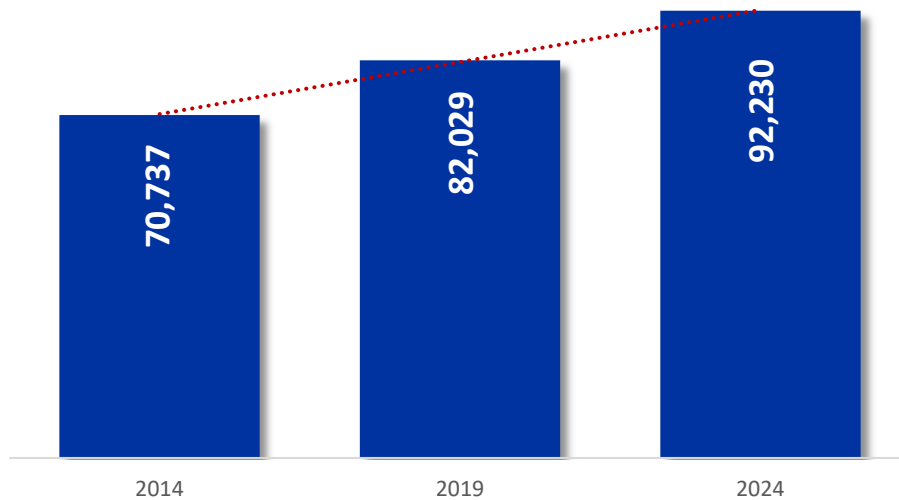


Source: Greater Nashville Regional Council Regional Growth Allocation Model

Figure 3-1 presents City of Franklin’s population over the past decade. The City of Franklin has experienced steady and substantial population growth since 2014, when the city’s population was approximately 70,737. By 2019, that number had risen to around 82,029 (an increase of nearly 16% in just five years). Growth has continued, reaching around 92,230 residents in 2024, representing an overall increase of 30% since 2014.

This consistent pace of growth places increasing demands on transportation infrastructure and transit services, making proactive planning essential to accommodate future needs while preserving mobility and accessibility for all residents.

FIGURE 3-1: CITY OF FRANKLIN POPULATION | 2014-2024



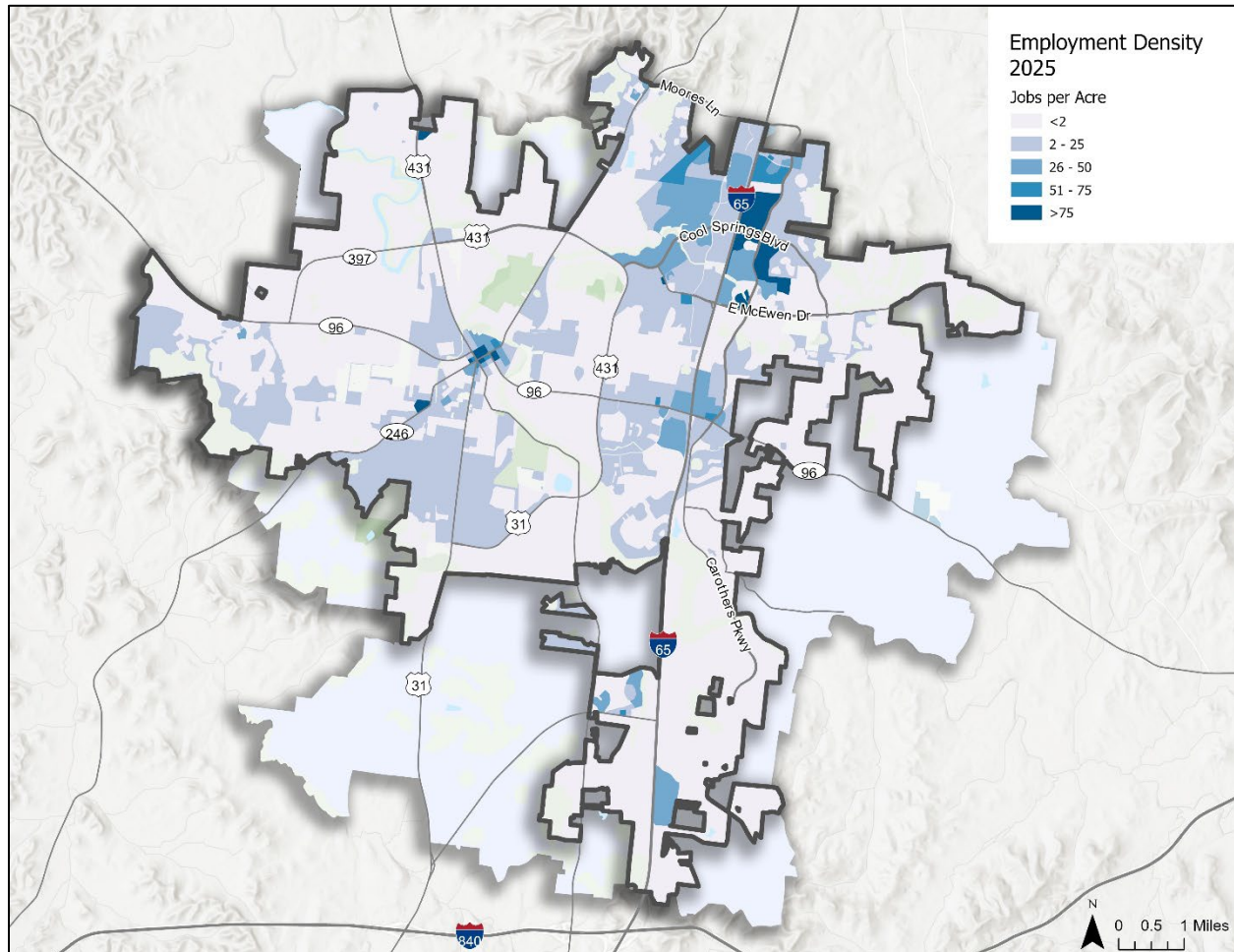
Source: City of Franklin 2024 Development Report

Employment Density

Employment density projections illustrate the distribution of jobs across the city and how employment centers are expected to grow overtime. These maps highlight the locations where transit service may be critical to support commuting patterns and economic activity between 2025 and 2050.

Map 3-3 shows employment density in the City of Franklin in 2025. Employment density is concentrated along major roadways (especially along Interstate 65) and within the city’s central and eastern areas. Clusters of high job density appear near existing employment centers, while the southern and western areas remain relatively low in job density. This pattern indicates that connection between residential neighborhoods to these employment hubs is of high importance.

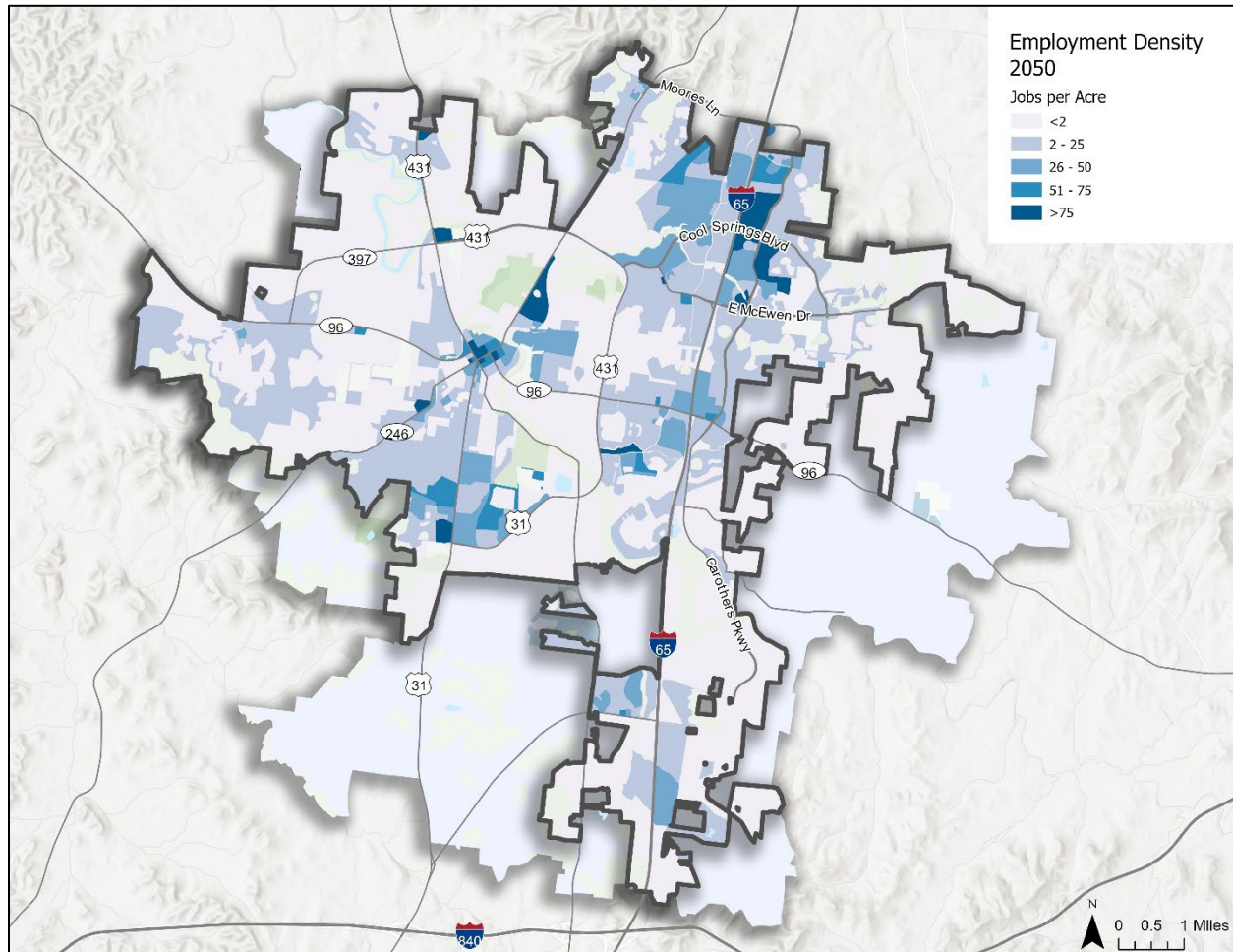
MAP 3-3: EMPLOYMENT DENSITY 2025 | CITY OF FRANKLIN



Source: Greater Nashville Regional Council Regional Growth Allocation Model

Map 3-4 shows the projected employment density in the City of Franklin by 2050, when employment density is projected to intensify and spread further across the city, especially along the north-south corridors (such as Columbia Avenue) and the central city. High density employment centers become more widespread, exceeding 75 jobs per acre in several locations. Pending major commercial developments are focused on the Carothers Parkway and Berry Farms areas, including Reams Fleming and In-N-Out Burger, as well as mixed-use developments including Ovation and McEwen Northside. This expansion supports the intention of stronger transit connectivity between growing residential areas and emerging job clusters to support workforce mobility.

MAP 3-4: EMPLOYMENT DENSITY 2050 | CITY OF FRANKLIN

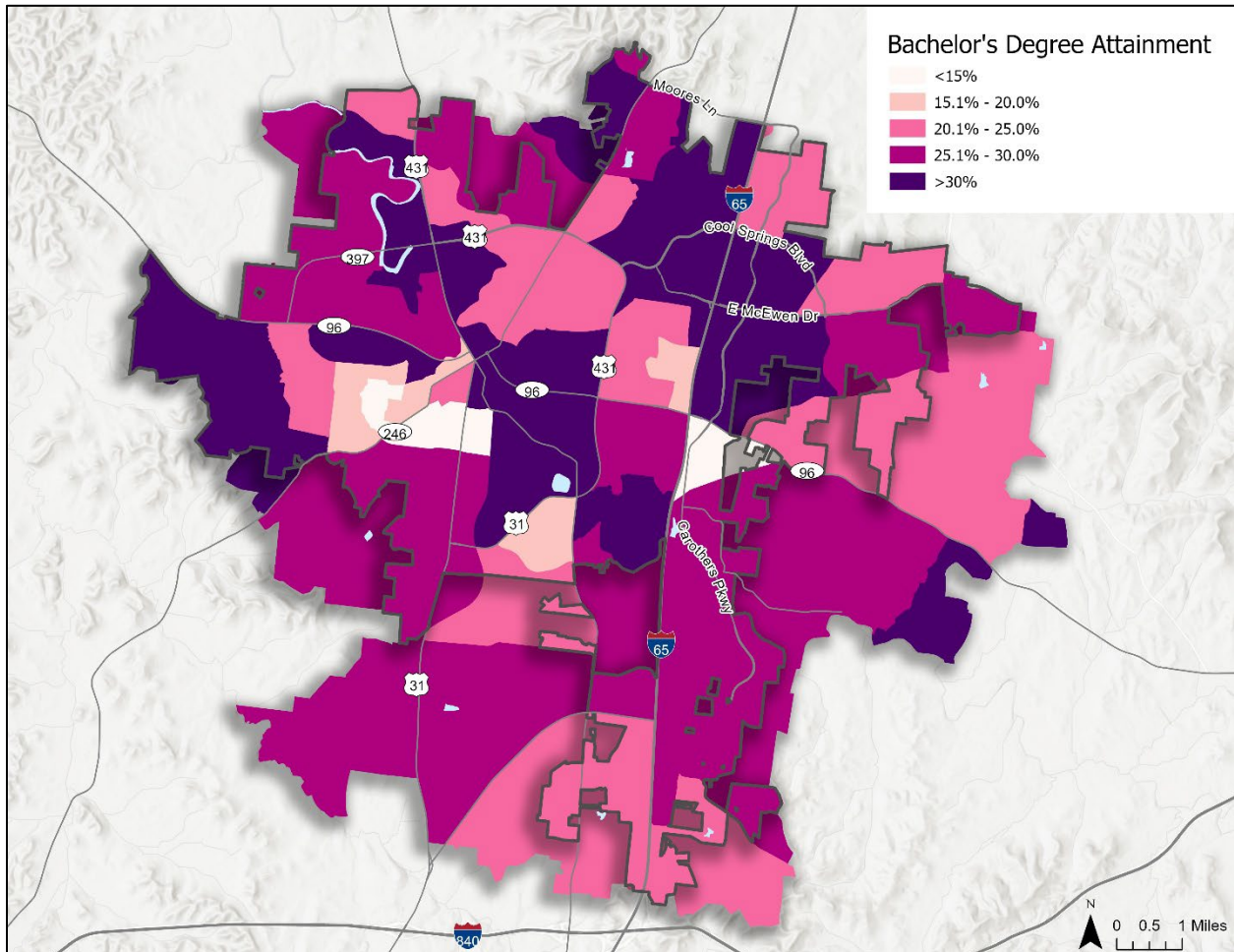


Source: Greater Nashville Regional Council Regional Growth Allocation Model

In relation to employment, a strong educational profile directly connects to employment and transit demand. Map 3-5 expresses the distribution of individuals with an attained bachelor's degree. In the City of Franklin, approximately 36.6% of residents hold a bachelor's degree or higher. The map reveals that bachelor's degree attainment is most concentrated in central and northern Franklin, particularly around major corridors like Interstate 65 and in Cool Springs, where high employment density and professional job centers are also located.

These areas attract a large share of daily commuters, increasing the need for reliable, high-capacity transit connections. Additionally, residents with higher education often work in regional job centers and may require countywide transit options. Ensuring accessibility may be critical for supporting workforce mobility.

MAP 3-5: BACHELOR'S DEGREE ATTAINMENT | CITY OF FRANKLIN | 2023



Source: ACS 5-Year Estimates (2019-2023)

Major Employers

With leading industries spanning healthcare, manufacturing, finance, and corporate services (as seen in Table 3-1), the largest employers include Community Health Systems, Williamson Medical Center, and Lee Company, highlighting the city's strong healthcare and service sector base. Other significant employers such as Nissan North America, Cigna Healthcare, and Mars Petcare reflect a mix of advanced manufacturing, corporate, and specialized industries.

Additional medium sized employers such as Schneider Electric, Ramsey Solutions, and eviCore Healthcare contribute to the city's economic diversity, alongside firms in financial services and technology, including Jackson National Life Insurance and MEDHOST. Several major companies such as Verizon Wireless, Optum, Ford Motor Credit, and Healthways also maintain operations in Franklin, further strengthening the employment base.

This concentration of large employers underscores the importance of transit connections between residential areas and job centers, High commuter volumes associated with healthcare campuses, manufacturing facilities and corporate offices reinforce the need for reliable transit services.

TABLE 3-1: TOP 10 MAJOR EMPLOYERS | CITY OF FRANKLIN | 2024

Employer	Employees	% of City total
Community Health Systems	3,923	7.68%
Williamson Medical Center	1,900	3.72%
Lee Company	1,616	3.16%
Nissan North America	1,550	3.03%
Cigna Healthcare	1,500	2.94%
Mars Petcare	1,240	2.43%
Schneider Electric	1,080	2.11%
Ramsey Solutions	1,054	2.06%
eviCore Healthcare	653	1.28%
Jackson National Life Insurance Co.	634	1.24%

Source: City of Franklin Annual Comprehensive Financial Report (2024)

3.1.2 Demographic Characteristics and Trends

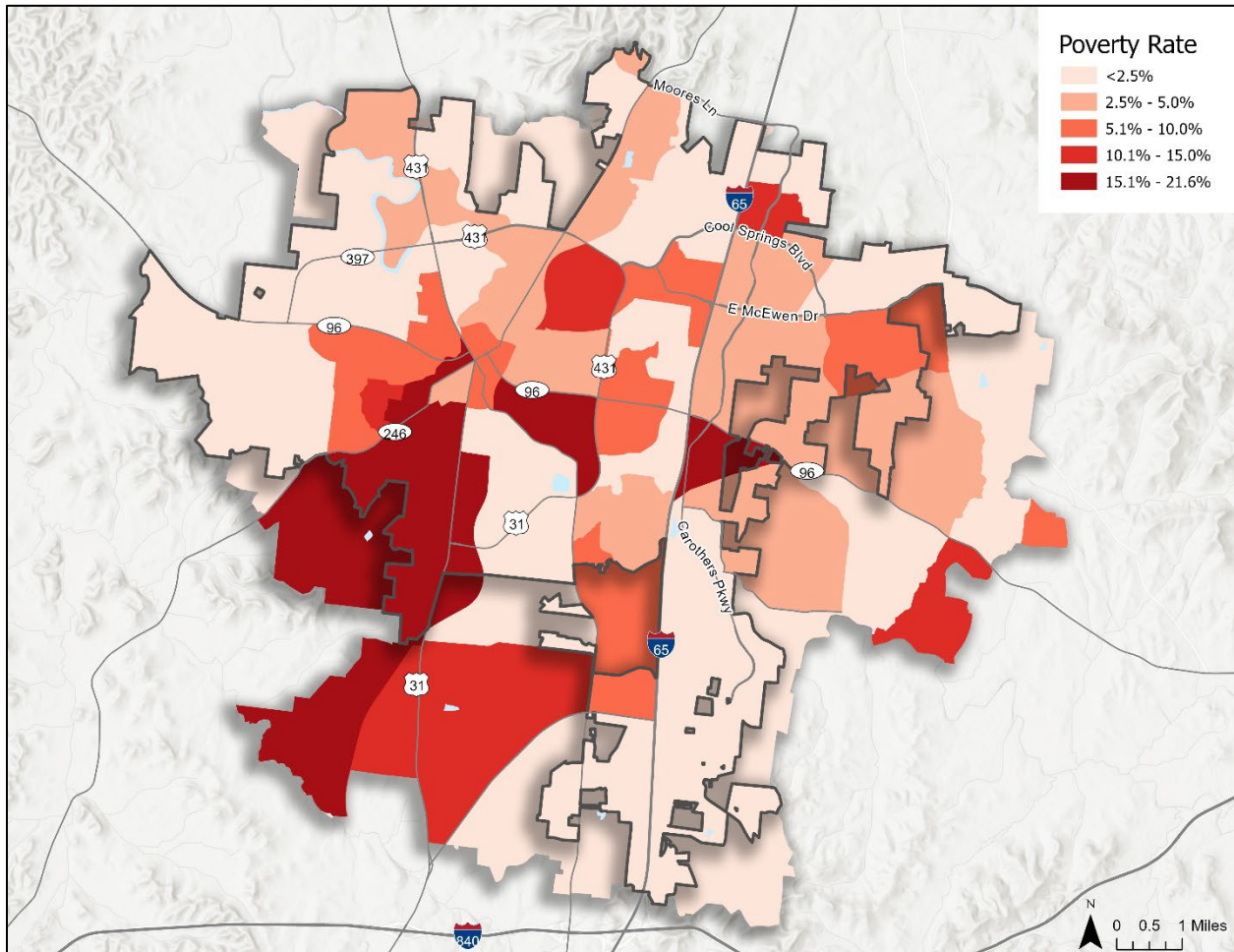
The City of Franklin has experienced consistent population growth over the past decade. Alongside population increases, the city’s demographic composition is evolving. Current demographic trends are expected to shape future transportation needs. These changes underscore the importance of aligning transit service planning with the communities shifting characteristics to ensure equitable, efficient, and accessible mobility for all residents.

Income and Poverty

The City of Franklin is characterized by higher household incomes. The median household income in the city is approximately \$115,000, while the United States only has a median household income of \$78,538. However, block group data across Franklin reveals significant variation.

Map 3-6 shows the distribution of individual living below the poverty level across the City of Franklin. The highest concentrations of individuals in poverty are largely clustered near the central and western portions of City of Franklin, particularly around Columbia Avenue and the downtown region. Moderate poverty levels extend outward in pockets along major corridors, which may coincide with higher concentrations or rental housing and more limited access to high income employment sectors.

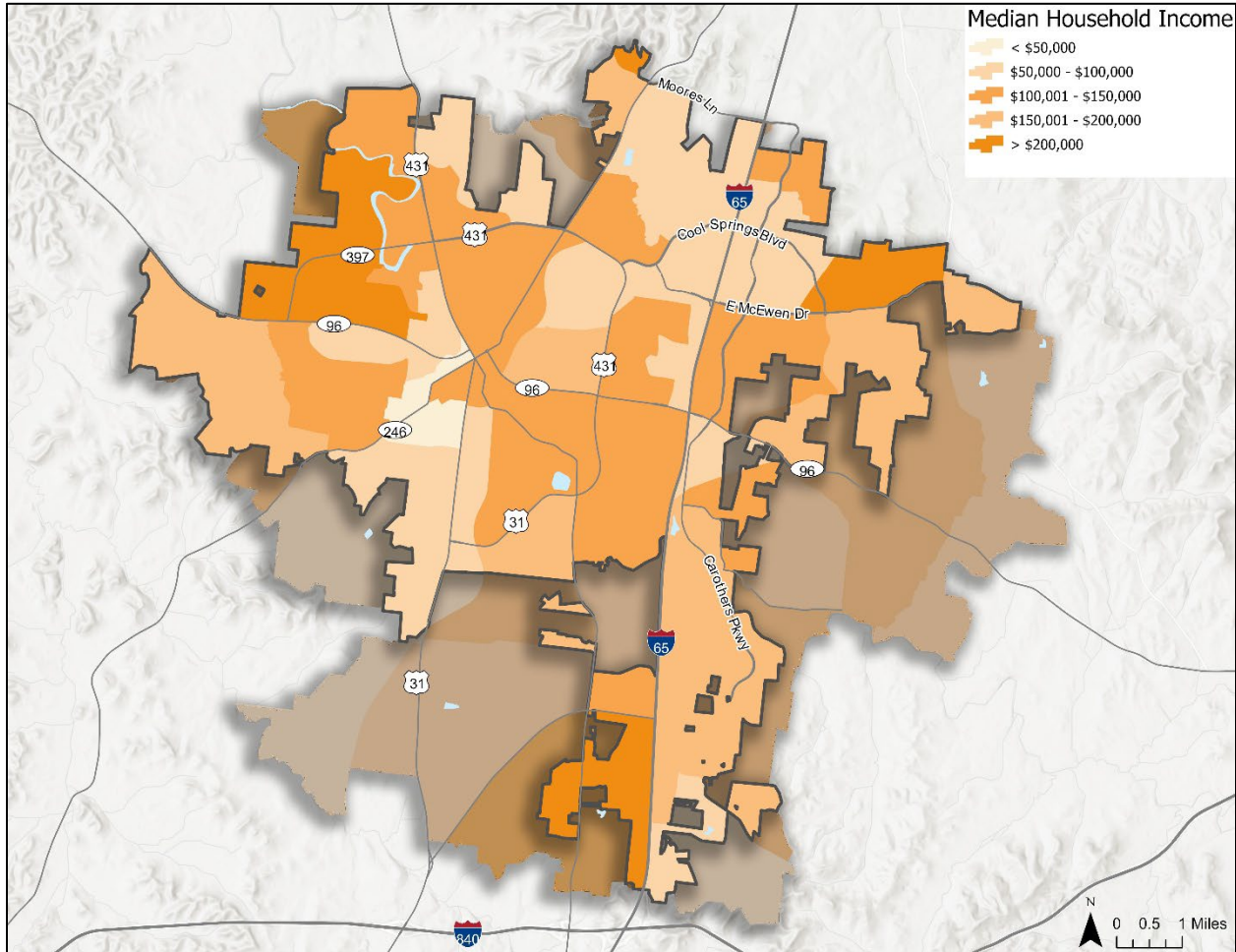
MAP 3-6: POVERTY DISTRIBUTION | CITY OF FRANKLIN | 2023



Source: ACS 5-Year Estimates (2019-2023)

Map 3-7 depicts the median household income distribution in City of Franklin. The map indicates that the highest income areas, with median household incomes exceeding \$200,000, are located furthest from the center of the city. Central and western Franklin, including areas that overlap with higher poverty concentrations, show median incomes between \$50,000 and \$100,000. This spatial disparity highlights the city’s economic diversity and points to potential gaps in access to wealth building opportunities, which may affect future housing, transportation, and community development strategies.

MAP 3-7: MEDIAN HOUSEHOLD INCOME | CITY OF FRANKLIN | 2023



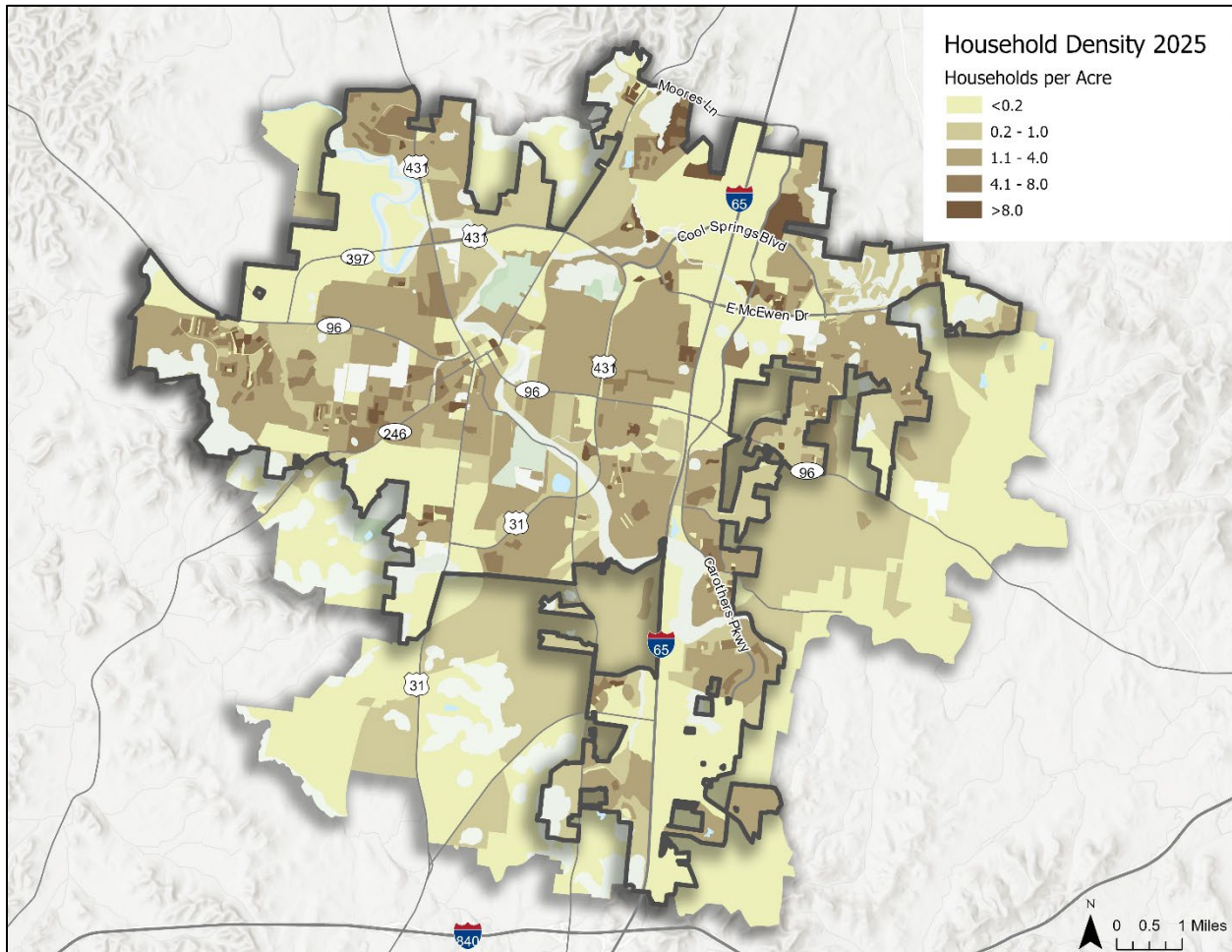
Source: ACS 5-Year Estimates (2019-2023)

Household Density

Household density projections highlight where housing growth is expected to occur in Franklin. Referencing projections from the Greater Nashville Regional Council’s Regional Growth Allocation Model used for its 2026-2050 Regional Transportation Plan, the following maps show how household concentrations will shift between 2025 and 2050.

Map 3-8 shows household density in 2025. Household density is projected to be highest in the center of the city and along major city corridors. Lower household counts remain in non-residential areas and along the outer edges of the city, especially to the south and east, where development may be less dense.

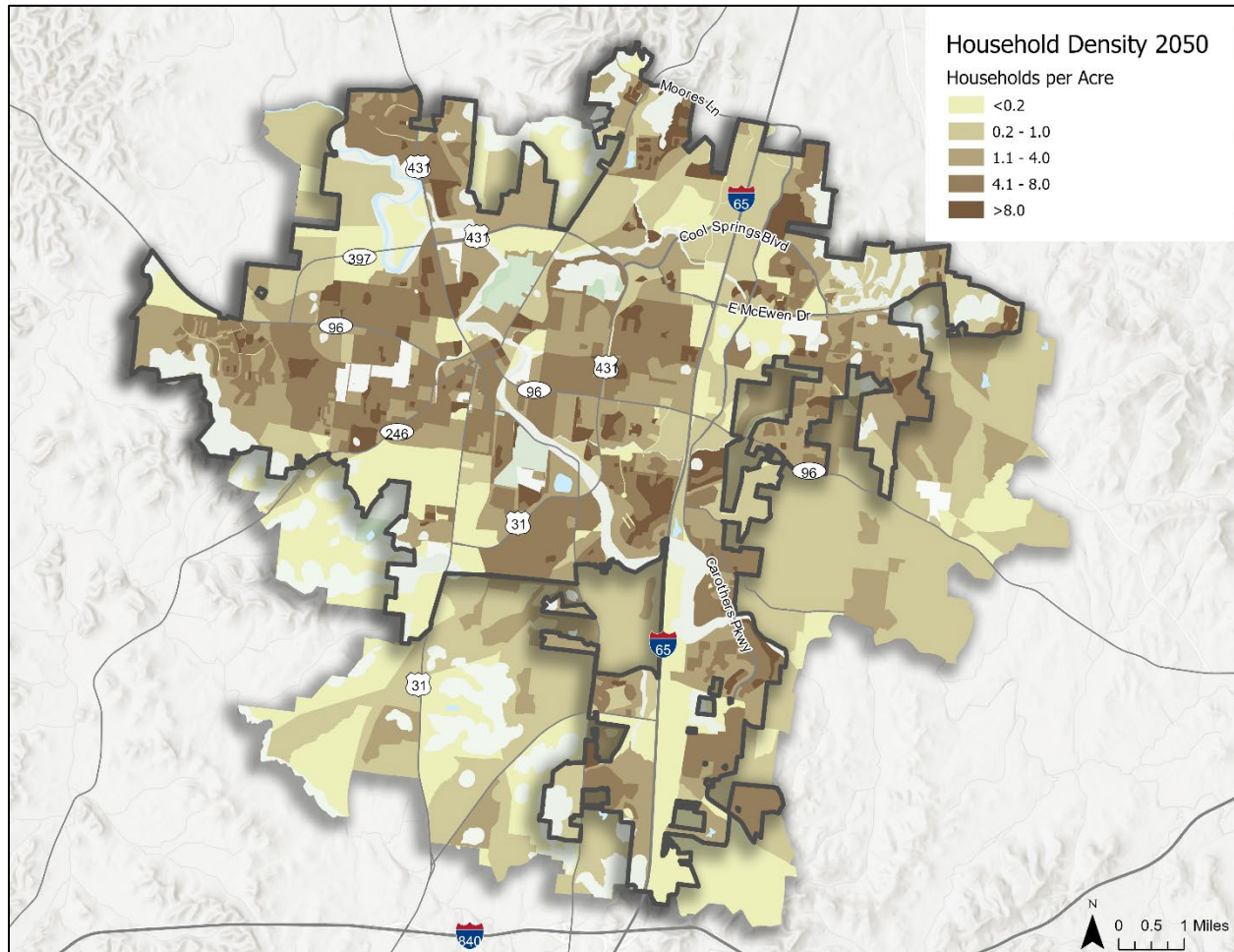
MAP 3-8: HOUSEHOLD DENSITY 2025 | CITY OF FRANKLIN



Source: Greater Nashville Regional Council Regional Growth Allocation Model

Map 3-9 showcases projected household density by 2050 in the City of Franklin. By 2050, household density is estimated to increase significantly across the city, with expansion of high-density areas spreading outward from the core. Many neighborhoods across the city show growth, reflecting continued suburban development and infill. This shift suggests increased demand for transit service not only in the urban core but also in growing suburban areas.

MAP 3-9: HOUSEHOLD DENSITY 2050 | CITY OF FRANKLIN



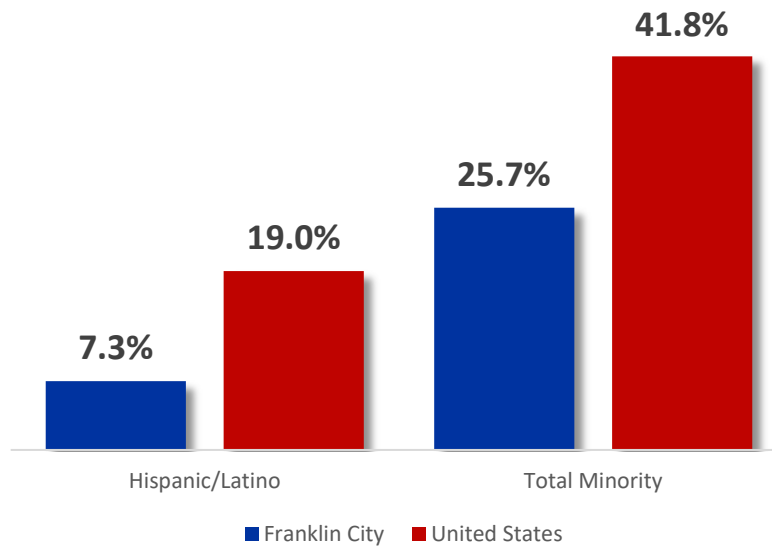
Source: Greater Nashville Regional Council Regional Growth Allocation Model

Minority Population

The City of Franklin has a higher proportion of minority residents compared to Williamson County as a whole. Minority groups make up 25.7% of the city’s population, while the nationwide share is 41.8% as seen in Figure 3-2. This reflects a diverse demographic composition within the city relative to the surrounding suburban and rural areas in the county.

The Hispanic/Latino community represent a notable portion of this diversity. In the City of Franklin, 7.3% (around 6,236 people) of residents identify as Hispanic or Latino, compared to 19% nationwide also seen in Figure 3-2.

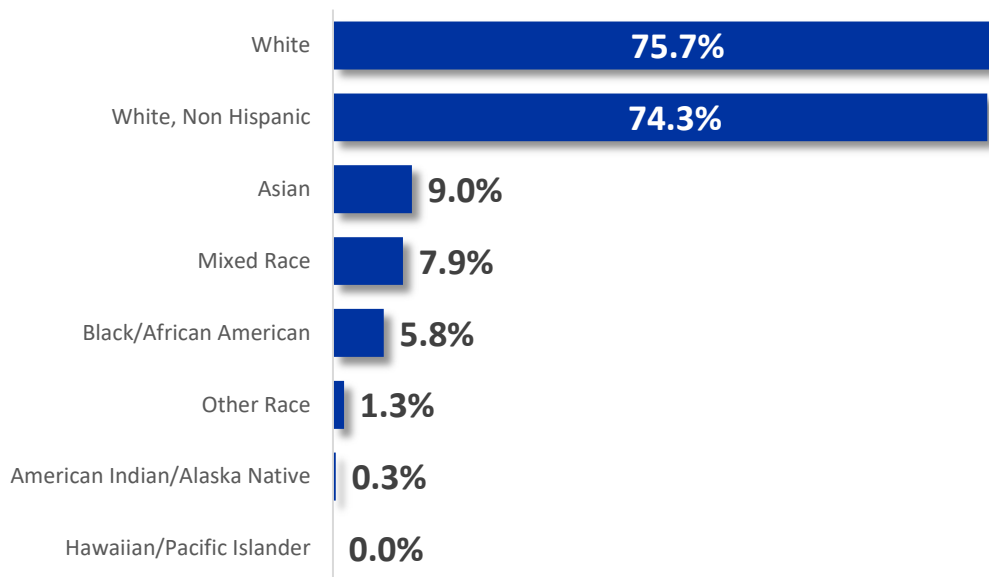
FIGURE 3-2: ETHNICITY AND TOTAL MINORITY | CITY OF FRANKLIN | 2023



Source: ACS 5-Year Estimates (2019-2023)

As presented in Figure 3-3, most of the city’s racial composition includes around 5.8% Black or African American, 7.9% mixed race, 9.0% Asian and 74.3% of residents identifying as White, non-Hispanic.

FIGURE 3-3: RACIAL COMPOSITION | CITY OF FRANKLIN | 2023

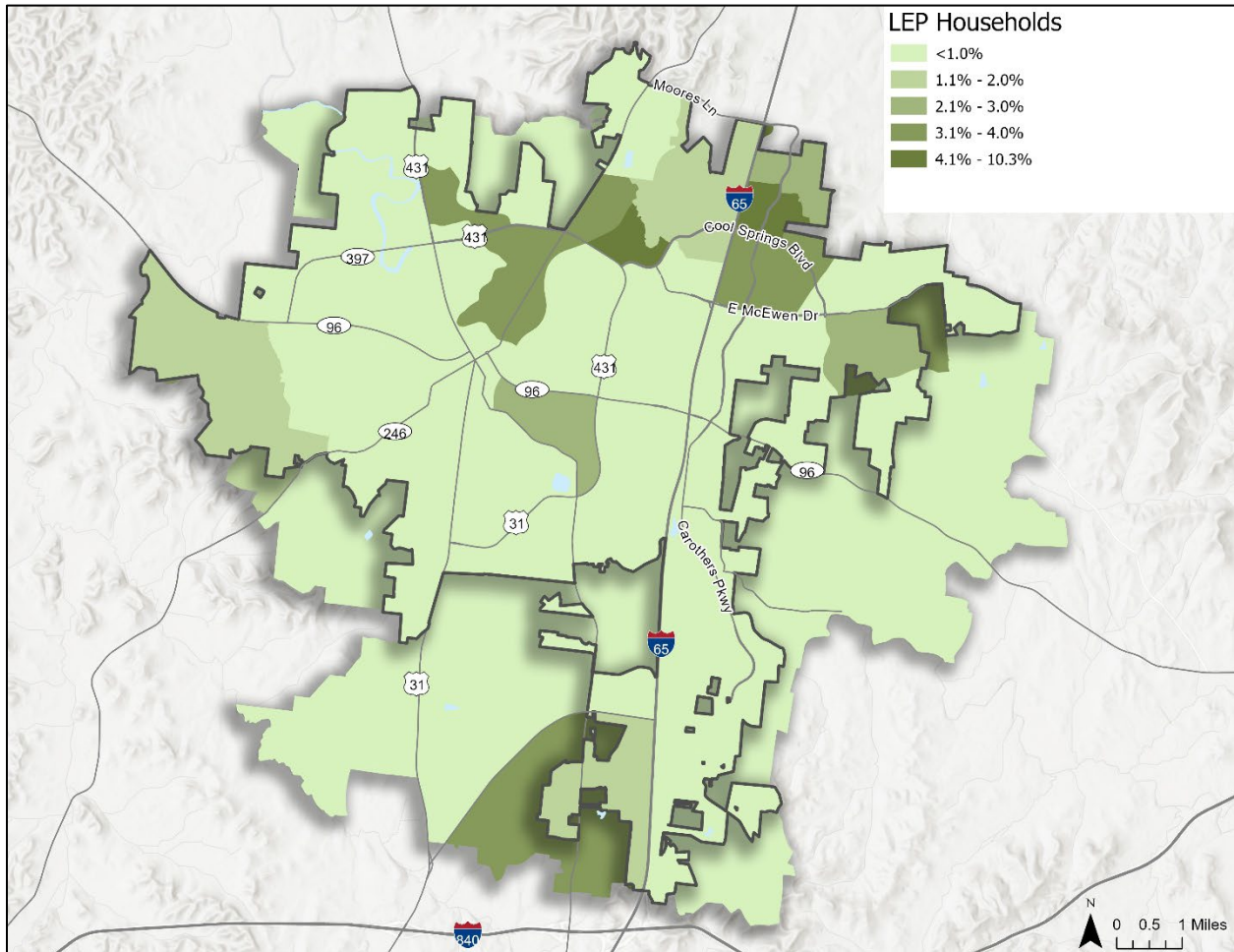


Source: ACS 5-Year Estimates (2019-2023)

Map 3-10 highlights that the highest concentrations of minority populations are located near the near center of the city, but lower concentrations of minority groups are found throughout Franklin. This

access and equity considerations are most relevant in these central and northeastern neighborhoods, where denser housing and proximity to employment centers likely shape these patterns.

MAP 3-11: LIMITED ENGLISH PROFICIENCY HOUSEHOLDS | CITY OF FRANKLIN | 2023



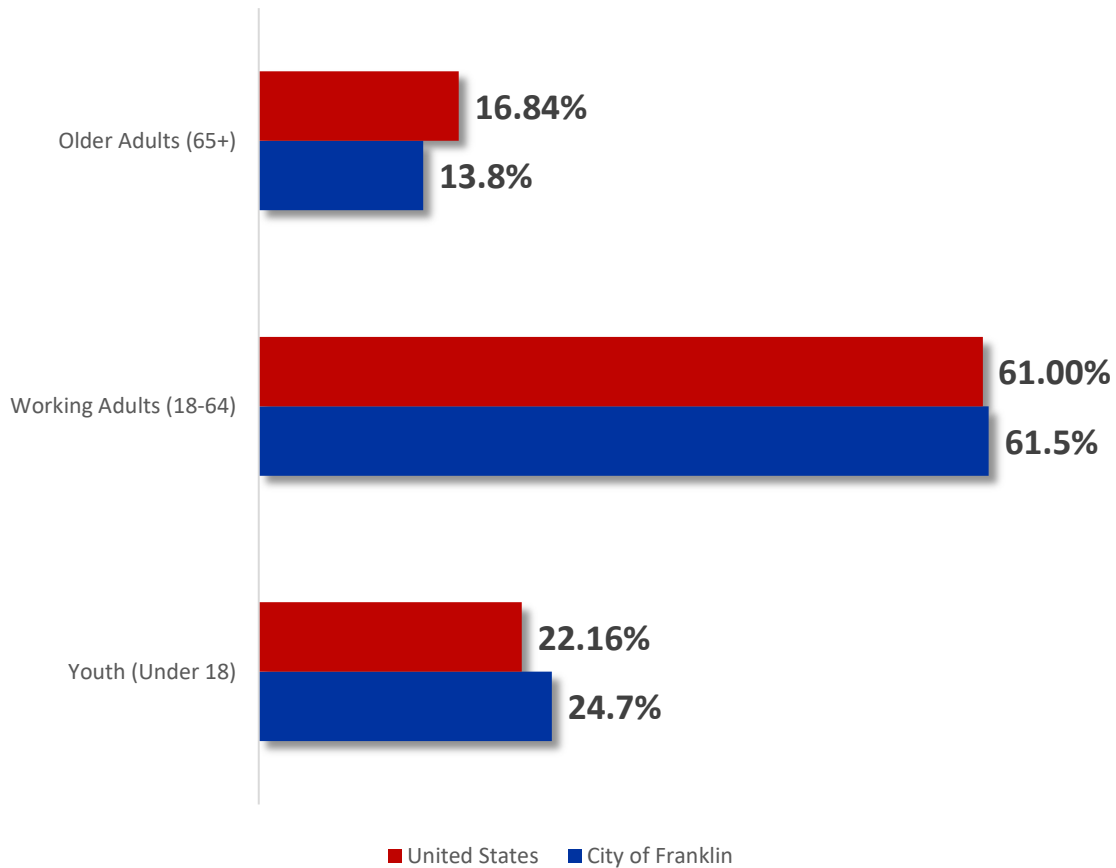
Source: ACS 5-Year Estimates (2019-2023)

Age

Age significantly influences individual transportation needs, as different age groups face unique challenges and requirements. Figure 3-4 shows that more than half of the City’s residents are working age (18 to 64) while more than 1 in 5 residents are younger than 15 years old.

Young adults (15-24 years) represent around 13% of the population in both the City of Franklin and in the United States as a whole, while the youth (under 18 years) represent about a quarter of the population in the City of Franklin as seen in Figure 3-4. These groups often rely on transit because many are students or early-career workers without regular access to private vehicles.

FIGURE 3-4: AGE DISTRIBUTION IN THE CITY OF FRANKLIN AND WILLIAMSON COUNTY | 2023

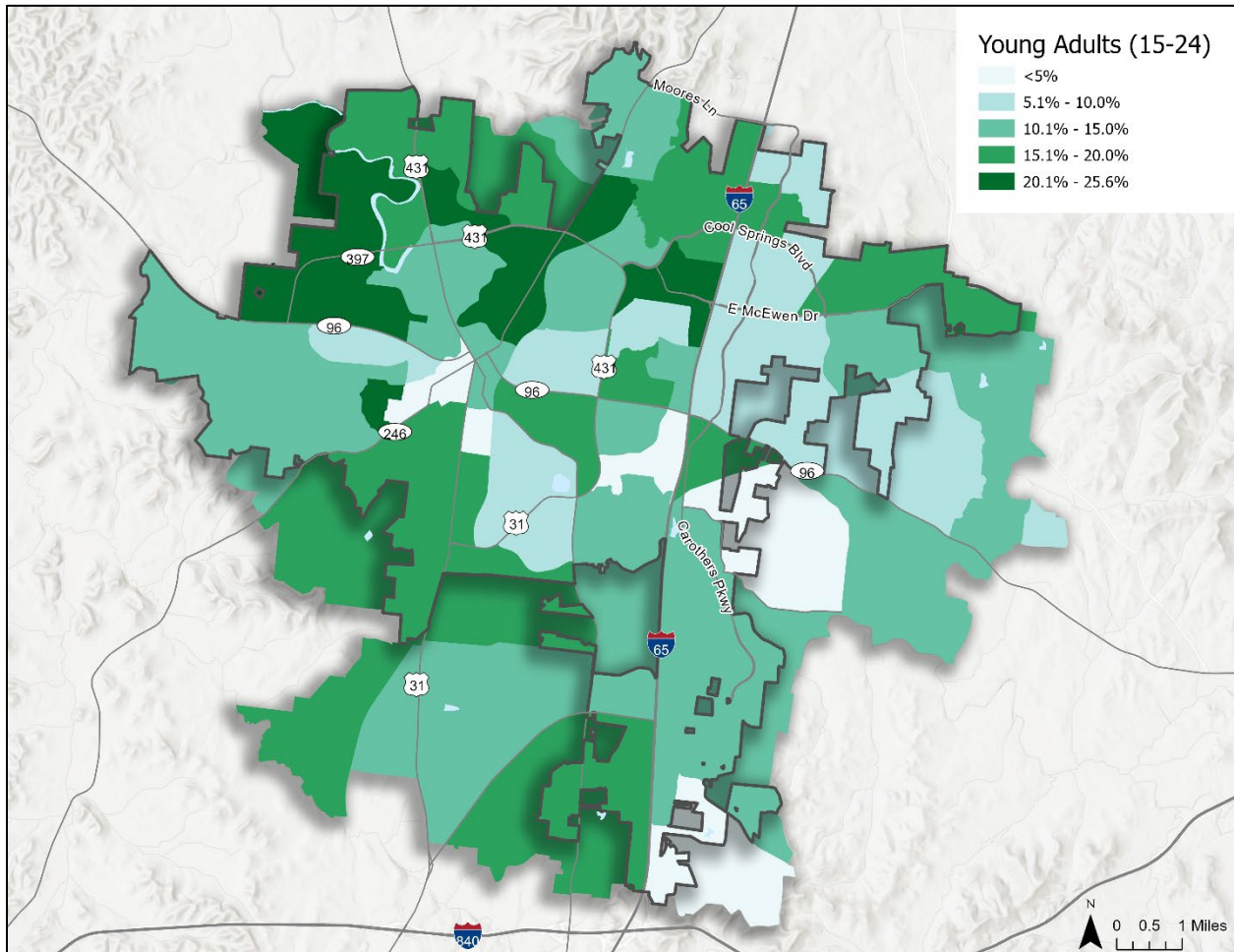


Source: ACS 5-Year Estimates (2019-2023)

Map 3-12 depicts the distribution of the young adult (15-24) population in the City of Franklin. The map shows that the young adult population is concentrated in the northern and central areas of Franklin, with some higher counts near major road corridors and closer to the city core. Lower concentrations appear in the southern and more suburban parts of the city, suggesting that younger residents are less prevalent in low density, automobile-dependent neighborhoods.

Working age (25-64 years) and older adults (65+ years) form another substantial portion of the population. In the City of Franklin around 61% of the population represent working age while approximately 14% represent an older adult population. Nationwide, around 61% of the population represent working age and approximately 17% represent older adults. Working adults may primarily use transit for commuting and access to commercial areas whereas older adults may depend on transit for healthcare services, shopping, and social engagement, emphasizing the need for accessible vehicles, reduced waiting times, and stops near essential services.

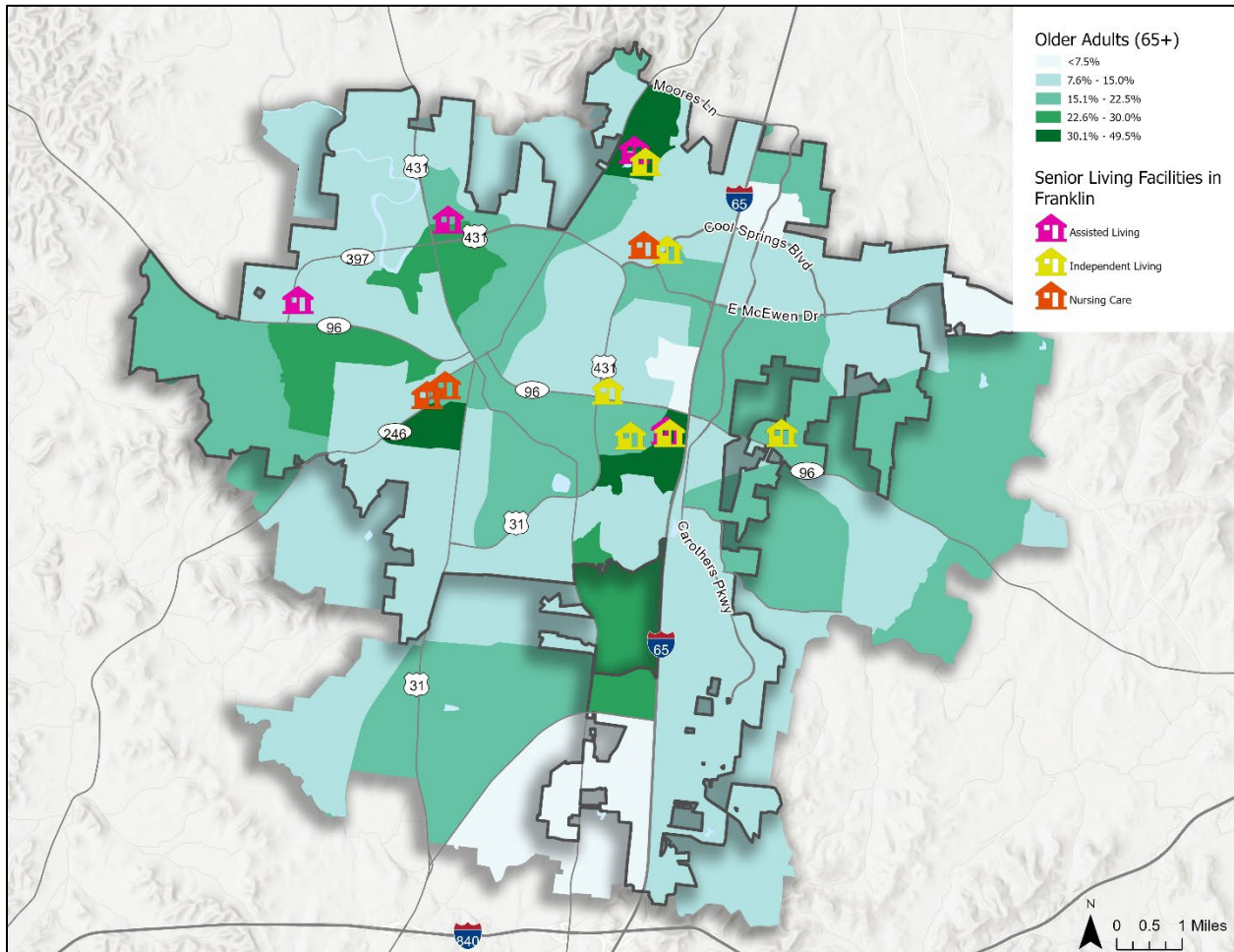
MAP 3-12: YOUNG ADULTS (15-24) | CITY OF FRANKLIN | 2023



Source: ACS 5-Year Estimates (2019-2023)

Map 3-13 depicts the older adult (65+) distribution within the City of Franklin. Stronger concentrations are portrayed in the western and eastern portions of Franklin, as well as some select central neighborhoods. The relatively broad spread of this distribution indicates that older residents are present throughout the city, emphasizing the importance of accessible transit across all areas rather than only in the core. However, the map also indicates the location of living facilities for older adults and suggests the high number of residents at these facilities contributes to the high rate of older adults living in those areas. Their presence near major corridors also suggests that the transit connections to healthcare, shopping, and community services should be prioritized.

MAP 3-13: OLDER ADULTS (65+) | CITY OF FRANKLIN | 2023



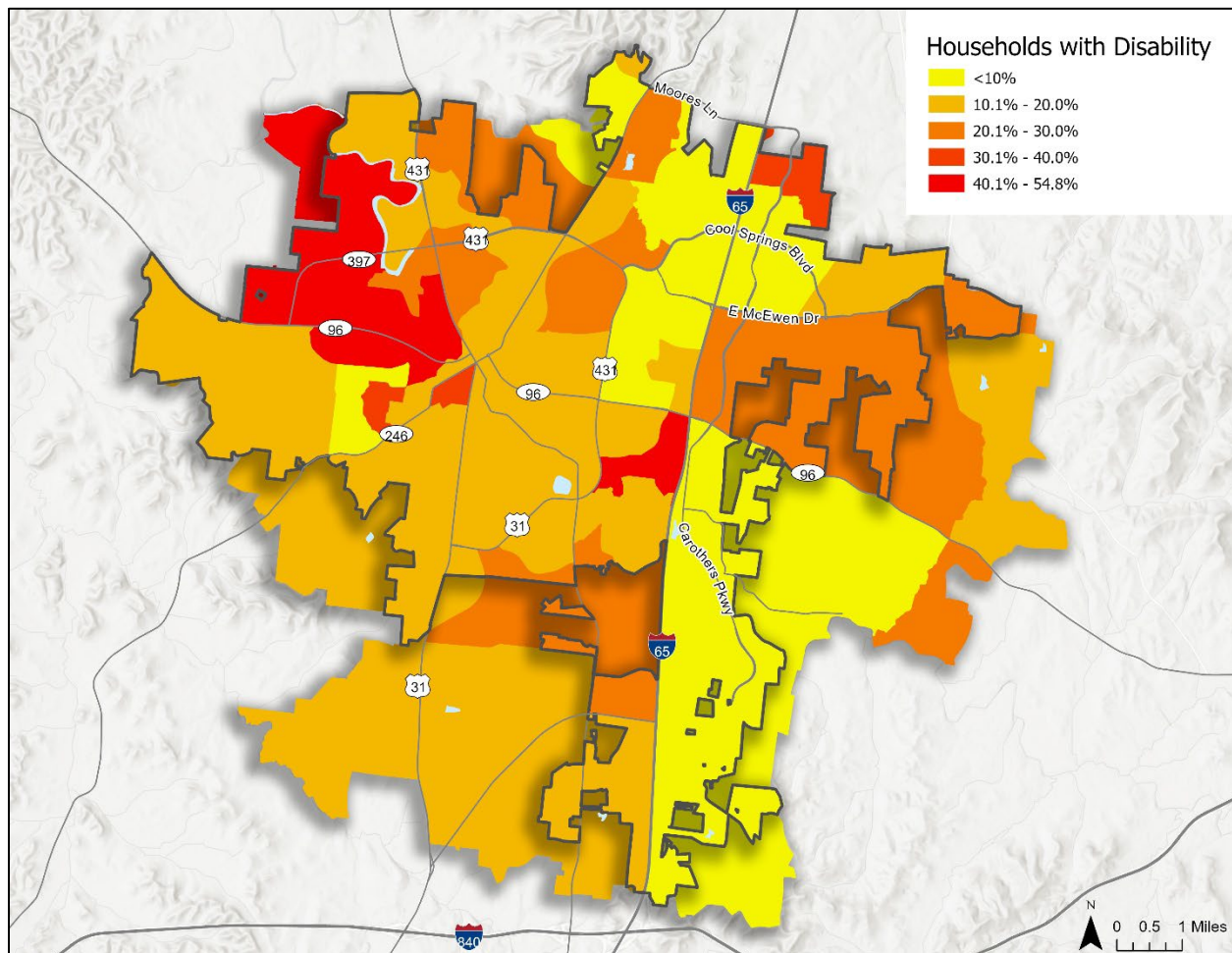
Sources: ACS 5-Year Estimates (2019-2023); Housing Needs Assessment for Franklin, Tennessee (2025)

Population with Disabilities

Around 16% of households in the City of Franklin include at least one person with a disability, lower than the national average of 26%. This highlights the importance of designing transit services that are fully accessible. Ensuring accessibility not only serves residents with mobility challenges but also benefits seniors and others who may require temporary assistance, making the system more equitable and usable for the entire community. Local organizations support individuals with intellectual and development disabilities, including the Arc of Williamson County, BrightStone, and Waves.

Map 3-14 shows that these households are more heavily clustered in northern and central parts of the city, with several areas exceeding 40% of households per block group. Moderate clusters extend to the western and southern portion of the city along major corridors, while the lowest counts are generally found along Interstate 65.

MAP 3-14: HOUSEHOLDS WITH DISABILITY | CITY OF FRANKLIN | 2023



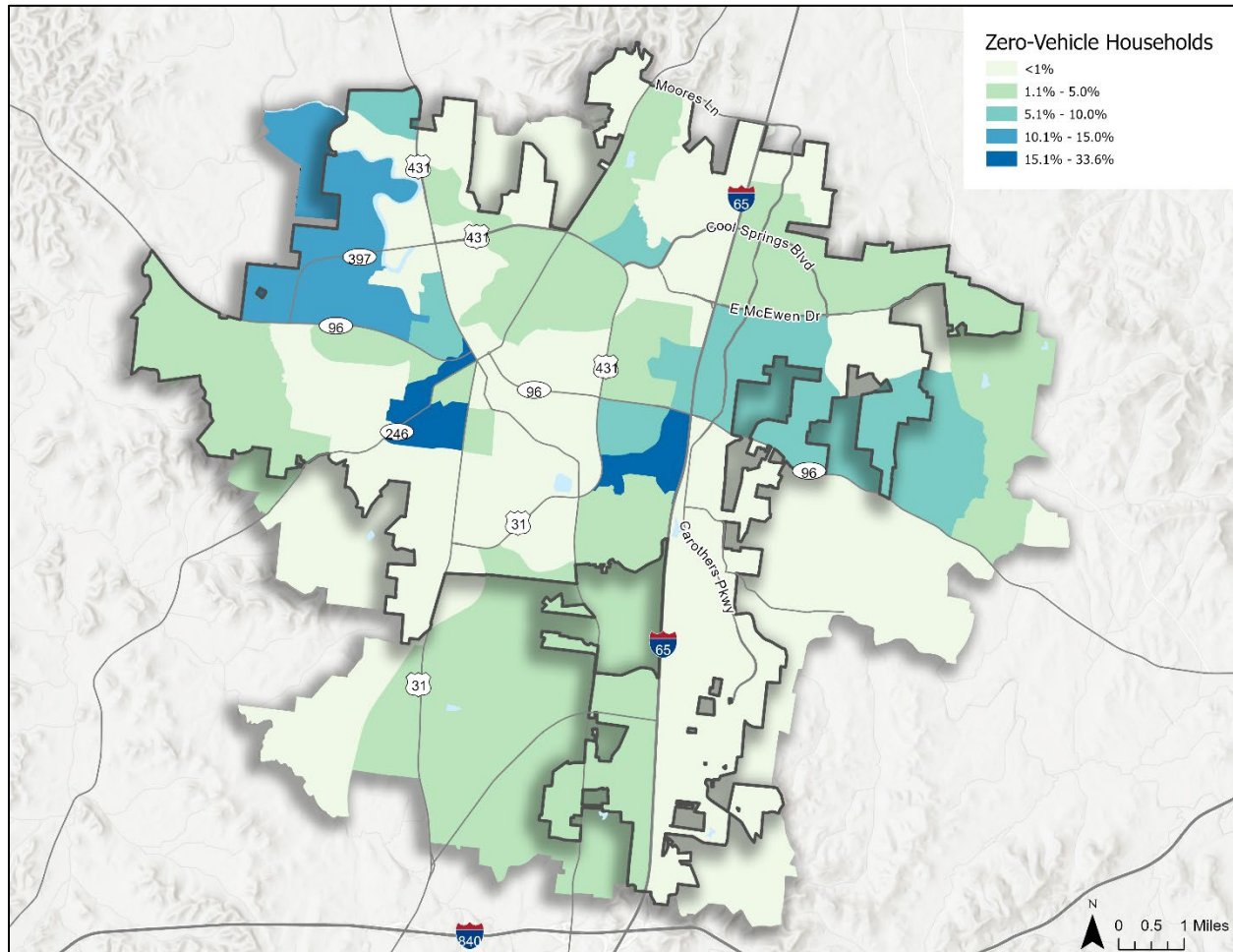
Source: ACS 5-Year Estimates (2019-2023)

Access to Personal Vehicles

Across Williamson County, around 2.5% of households report they do not own a vehicle. While this overall share is relatively small, especially in comparison to the national average of 8.3%, Map 3-15 of the City of Franklin helps portray the spatial distribution of where these zero-vehicle households are concentrated across the city.

In the City of Franklin, the zero-vehicle households tend to cluster near Downtown and the Cool Springs area, reflecting places where residents may rely more heavily on transit, walking, or shared rides. Since Franklin is a suburban city built largely around automobile use, even a small number of zero-vehicle households represent a population that is at greater risk of transportation barriers in accessing jobs, healthcare, and daily needs. Concentrations in specific areas, particularly along major corridors such as Interstate 65, Murfreesboro Road, and Cool Springs Boulevard are indicators of zero-vehicle households.

MAP 3-15: ZERO-VEHICLE HOUSEHOLDS | CITY OF FRANKLIN | 2023

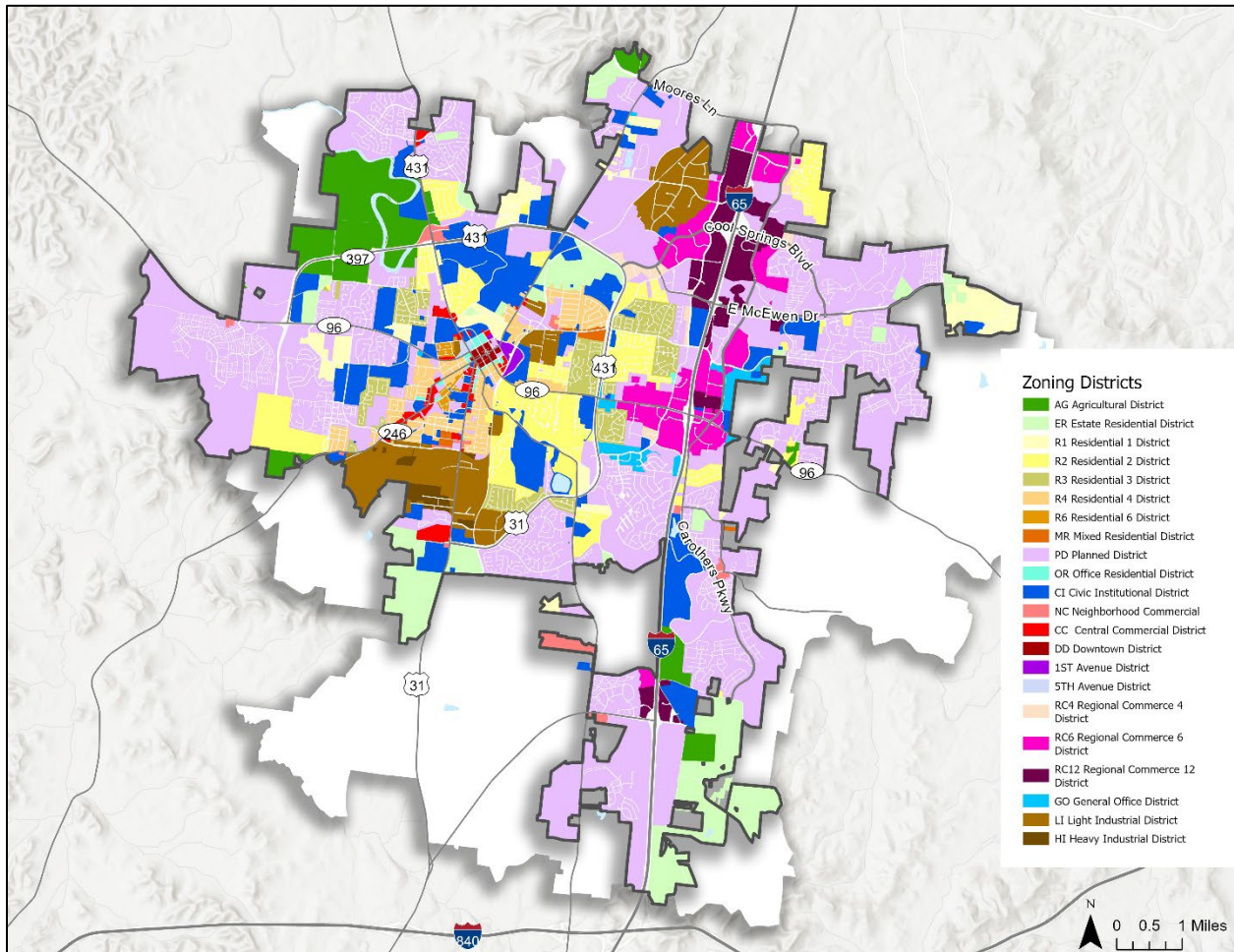


Source: ACS 5-Year Estimates (2019-2023)

3.1.3 Land Use

Map 3-16 visualizes the current zoning districts across the City of Franklin. The “Planned” District is the largest zoning district in the City of Franklin by land area, which is mostly found on the outskirts of the city. Other common types of land uses in Franklin include Residential (throughout Franklin), Mixed Residential (largely in the Cool Springs area), and Light Industrial and Civic and Industrial. The current land use signifies the significant growth and sprawl in Franklin that is largely suburban in nature but also indicates areas conducive to generating transit demand such as mixed uses in Downtown and the Cool Springs area.

MAP 3-16: CITY OF FRANKLIN ZONING DISTRICTS

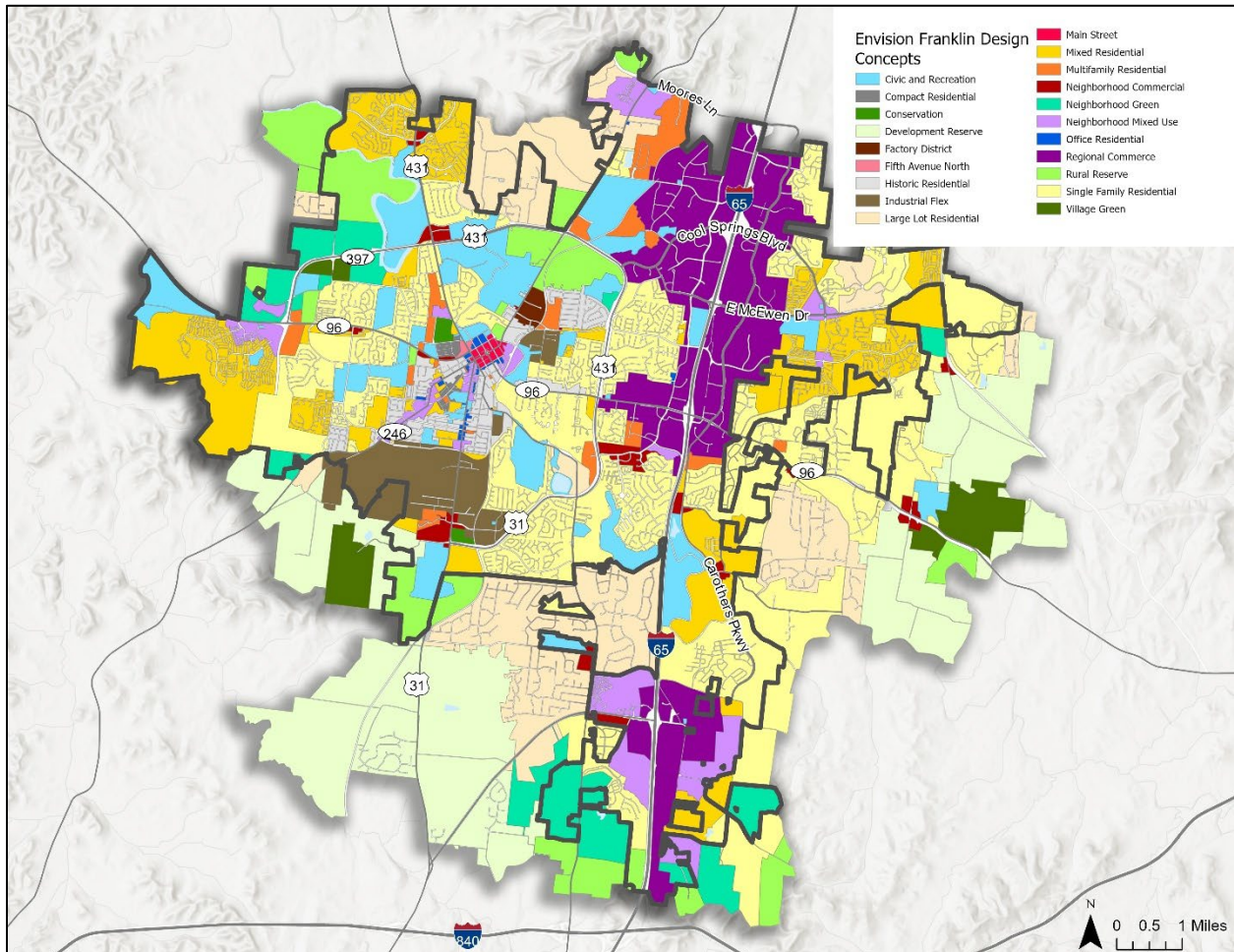


Source: City of Franklin Zoning Ordinance, 2025

Planning for future development, the City of Franklin adopted *Envision Franklin*, its comprehensive plan that establishes guidelines for the city’s growth, land use, and development. The cornerstone of this plan is its design concepts assigned to each parcel in the city, defining future land use in Franklin. Each design concept dictates primary land uses, secondary land uses, and building form, character, and height.

There are a number of design concepts which can facilitate a significant transit rider base by generating high densities of population, jobs, and activities due to their densities. These include Factory District, Main Street, Neighborhood Mixed Use, and Regional Commerce. Similar to current land use, the locations where the aforementioned design concepts are permitted are at Franklin’s largest developments, including Downtown Franklin, The Factory at Franklin, Cools Springs, Berry Farms, and Westhaven (Map 3-17).

MAP 3-17: ENVISION FRANKLIN DESIGN CONCEPTS



Source: Envision Franklin, 2024

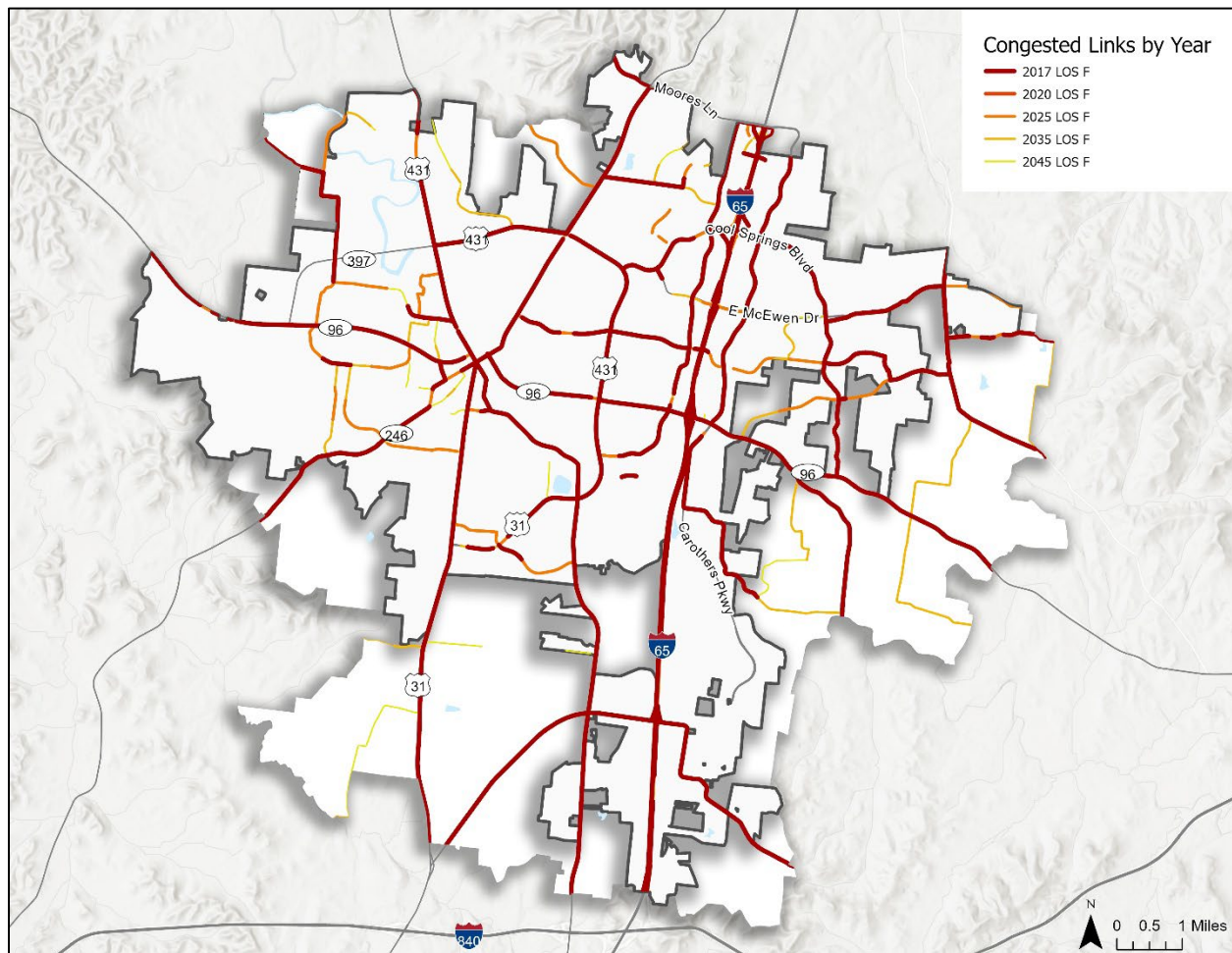
3.1.4 Roadway and Traffic Conditions

Franklin’s roadway network already experiences significant congestion, particularly along major highways and core corridors. Portraying the Greater Nashville Regional Council’s Activity-Based Travel Demand Model used for its 2026-2050 Regional Transportation Plan, Map 3-18 depicts roadways by the projected year they experience severe congestion in terms of Level of Service failure (LOS F). In 2017, all of Franklin’s existing major arterial segments were identified as highly congested. By 2025, congestion patterns were projected to intensify and occur on additional corridors such as Liberty Pike, Del Rio Pike, Boyd Mill Avenue, and Clovercroft Road.

By 2035, congestion is projected to worsen across downtown and the east of the City of Franklin as additional segments of Carothers Parkway, Clovercroft Road, Downs Boulevard, Boyd Mill Avenue, and Horton Lane carry more vehicles. Spencer Creek Road and North Chapel Road are new additions to the list of corridors with significant congestion.

By 2050, much of East Franklin is expected to be severely impacted, with roads such as East McEwen Drive, Natchez Street, Magnolia Drive, Spencer Creek Road, Del Rio Pike, Liberty Pike, and Cedarview Lane projected to experience heavily congested conditions as well.

MAP 3-18: FRANKLIN ROADS BY YEAR OF LEVEL OF SERVICE FAILURE



Source: Greater Nashville Regional Council Activity Based Travel Demand Model

3.1.5 Multimodal Conditions

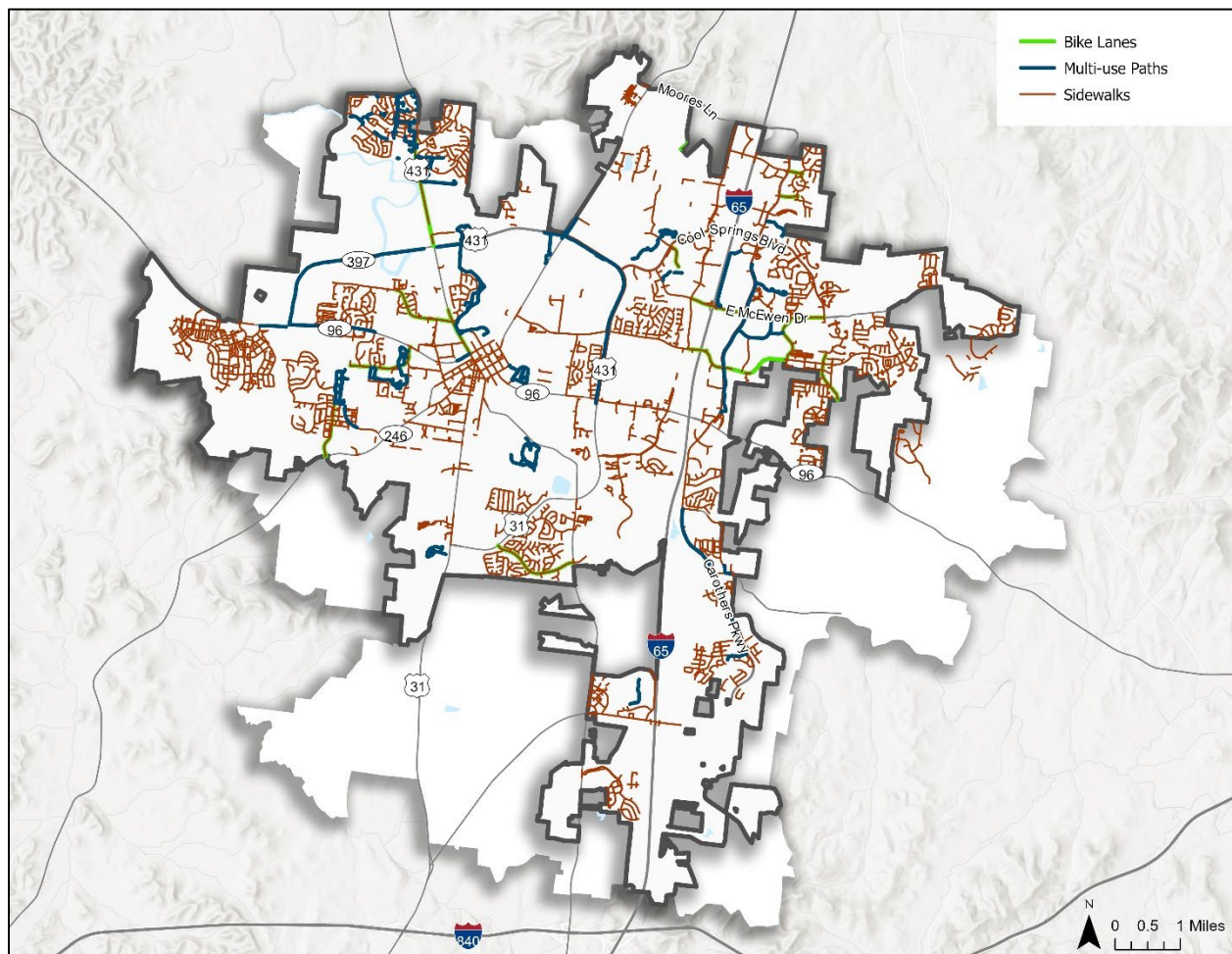
The multimodal conditions analysis evaluates how Franklin’s transportation network supports safe, connected, and efficient movement across all modes including transit, walking, bicycling, and vehicular travel. This assessment considers infrastructure quality, connectivity between modes, and accessibility to key destinations.

Map 3-19 depicts the City’s sidewalks, bike lanes, and multi-use paths which support multimodal transportation. Sidewalks are found in established areas such as Downtown but also in some new developments like Westhaven. Sidewalks are limited along major arterials, with only Carothers Parkway and Mallory Lane offering comprehensive and contiguous sidewalk coverage. On the other hand, bike

lanes are relatively scarce throughout the city, and there is no real pattern or connectivity of the existing bike lanes. Multi-use paths are a bit more prevalent than bike lanes, although many of those paths are designed for recreational use away from roads. However, there are multi-use paths along certain segments of major arterials like Carothers Parkway and Mack Hatcher Parkway.

Overall, Franklin’s multimodal transportation network is limited in its ability to support transit. Only a handful of areas and corridors in Franklin are presently able to support first and last mile connections to existing transit stops.

MAP 3-19: SIDEWALKS, BIKE LANES, AND MULTI-USE PATHS IN THE CITY OF FRANKLIN



These population and employment trends show how Franklin is changing and where future travel demand is likely to grow. Understanding these dynamics is important because they shape the types of trips residents need to make and the areas that may require stronger connections. The information in section 3.1 will help guide the development of service strategies later in the plan and will support the next steps in the analysis and prepare the foundation for evaluating how well the current network meets the community’s evolving needs.

3.2 Latent Demand Analysis

A latent demand analysis was conducted to address the possibility of unserved or underserved demand in the City of Franklin. This ensures that the resulting future vision for transit accommodates unserved or underserved areas within the operating environment that have latent ridership demand for transit service. The latent demand analysis will use several innovative and transit-specific planning and market analysis tools that assist in identifying transit-supportive populations and travel markets.

Latent demand refers to potential transit use that does not appear in current ridership data because service is limited, indirect, or not available at the times or places people need it. In other words, some residents may want to use transit but do not today because the system does not yet meet their travel needs. For example, a neighborhood with many workers, seniors, or households without access to a vehicle may show low transit ridership if buses do not operate early enough, frequently enough, or close enough to homes and destinations. In these cases, low ridership reflects service constraints rather than lack of interest in transit.

Two GIS analyses were utilized to supplement population and employment data. The Transit Orientation Index (TOI) measures levels of traditional rider markets, such as older adults, youth, low-income, and zero-vehicle households, compared to existing transit coverage, to gauge propensity for transit use. The Density Threshold Assessment (DTA) illustrates the relationship between the discretionary market (potential passengers living and/or working in higher-density areas who may choose to use transit) and the use of transit as a commuting alternative.

The insights from this analysis will carry forward into the next stages of the plan by informing where service alternatives should be explored and where unmet or emerging demand can be addressed through targeted recommendations.

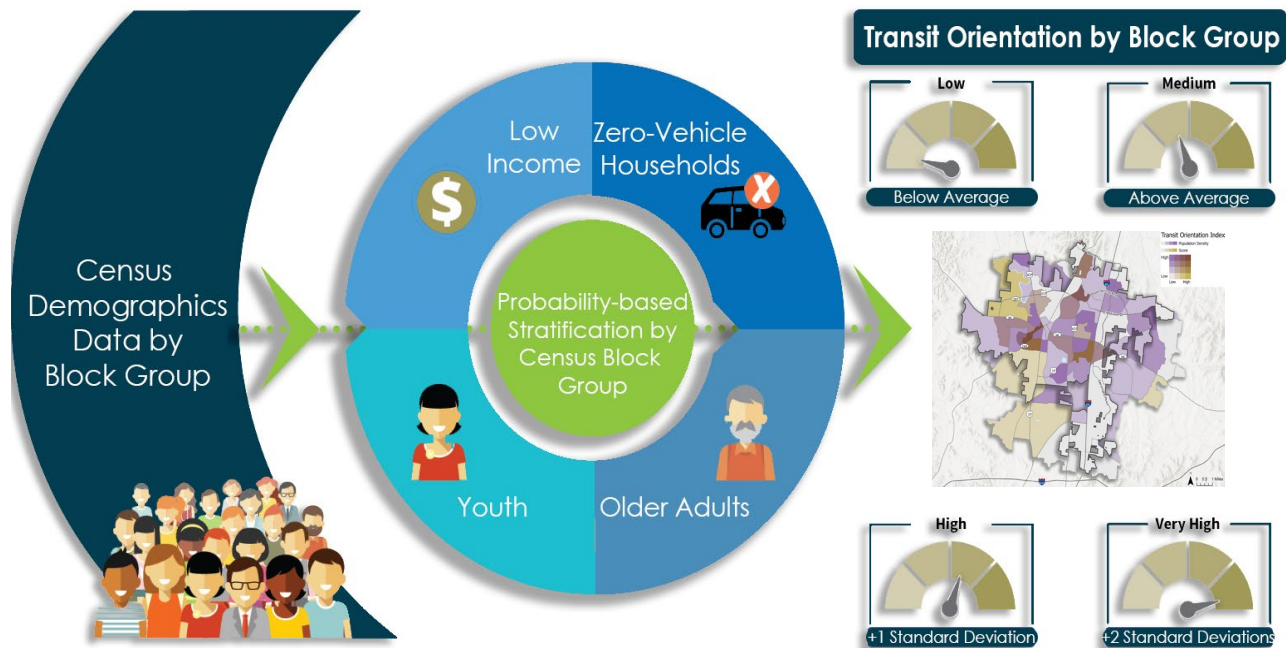
3.2.1 Transit Orientation Index (TOI)

A TOI assessment assists in identifying areas where a traditional transit market exists. To create the TOI for this analysis, demographic data from the 2023 American Community Survey (ACS) 5-Year Estimates were compiled at the census block group level and categorized according to each block group's relative ability to support transit based on the prevalence of four characteristics. These four socioeconomic and demographic characteristics are traditionally associated with support for transit and were used to develop the TOI:

- Proportion of population ages 15-24 (young adults)
- Proportion of population age 65 and over (older adults)
- Proportion of population below poverty level (low income)
- Proportion of households with no vehicles (zero-vehicle households)

Considering the prevalence of these four factors influencing tendency of transit use, the TOI categorizes transit propensity by block group as "low," "medium," "high," or "very high." This assessment improves the understanding of where transit in Franklin serves populations with typical transit rider demographics. The TOI process is summarized in Figure 3-5.

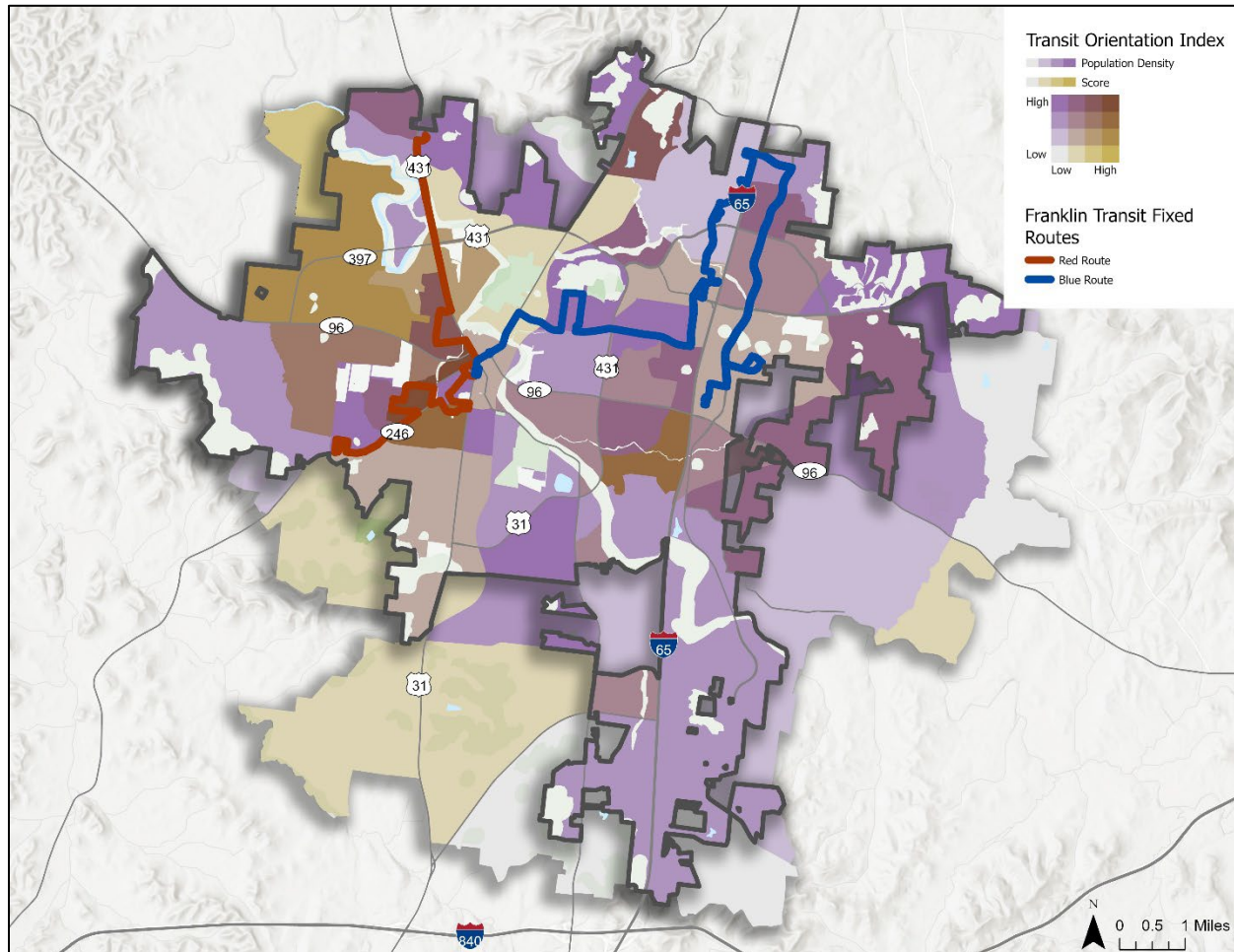
FIGURE 3-5: TRANSIT ORIENTATION INDEX METHODOLOGY



Map 3-20 shows that the highest transit propensity in the City of Franklin is focused around the central core and major corridors, particularly along Mack Hatcher Parkway, Columbia Avenue, and Cool Springs Boulevard. These areas score higher because they combine relatively denser housing with demographic factors such as a concentration of young adults (15-24), older adults (65+), lower income households and zero-vehicle households.

By contrast, peripheral neighborhoods and more suburban style developments, particularly toward the southern and western edges of the city, tend to have lower TOI scores. This reflects lower population density, higher vehicle ownership, and fewer residents in age or income groups traditionally associated with transit use.

MAP 3-20: TRANSIT ORIENTATION INDEX | CITY OF FRANKLIN | 2023



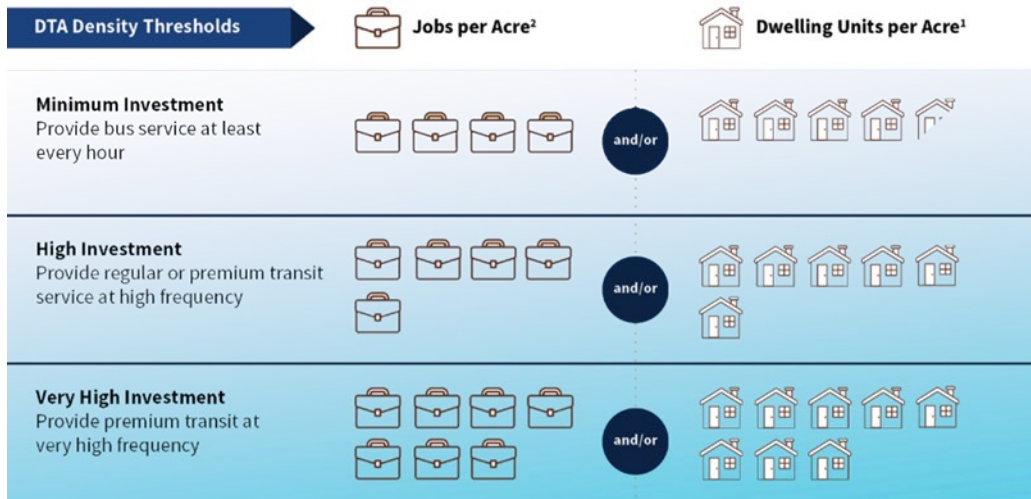
Source: ACS 5-Year Estimates (2019-2023)

3.2.2 Density Threshold Assessment (DTA)

The discretionary market refers to the potential riders living in higher-density areas served by transit who may choose to use it despite having other mobility options. To spatially represent and analyze the discretionary market, the DTA was conducted for the City of Franklin to identify areas that have transit-supportive residential and employment density levels. Areas with higher residential and employment density tend to generate more consistent transit use because more trips begin and end within a walkable distance of transit stops.

Employment and housing data was retrieved from the Greater Nashville Regional Council Regional Growth Allocation Model. Using the model’s data outputs, traffic analysis zones are mapped to show dwelling units per acre and jobs per acre at a scale close to neighborhood level. Three density thresholds were developed to indicate whether an area may have sufficient density to sustain a level of fixed route transit operations. The analysis assesses an area’s ability to support a “minimum,” “high,” or “very high” transit service level investment. These thresholds are detailed in Figure 3-6.

FIGURE 3-6: DTA DENSITY THRESHOLDS



¹ TRB, National Research Council, TCRP Report 16, Volume 1 (1996), "Transit and Land Use Form," November 2002, MTC Resolution 3434 TOD Policy for Regional Transit Expansion Projects.

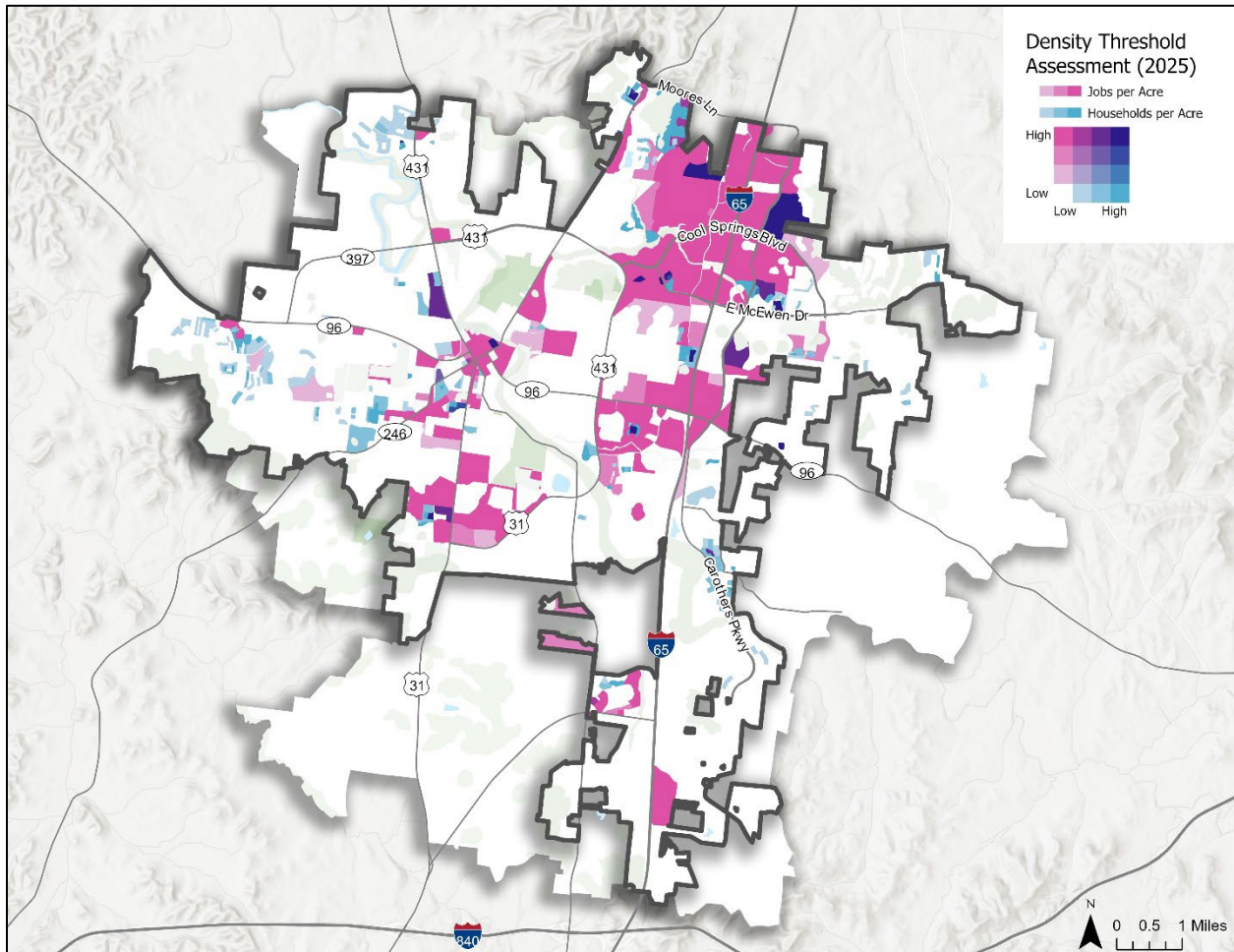
² Based on review of research on relationship between transit technology and employment densities.

Map 3-21 expresses DTA for the City of Franklin in 2025. The map shows that transit supportive density is concentrated in near downtown Franklin and the Cool Springs area.

The Cool Springs area stands out as the city’s largest employment hub, while residential density remains modest. Other areas exhibiting high densities of employment include the greater Murfreesboro Road corridor west of Mack Hatcher Memorial Parkway and the commercial and industrial areas along Columbia Avenue north of Mack Hatcher Memorial Parkway. Only a few clusters near Downtown Franklin and west of Interstate 65 exceed household density thresholds for investment in transit. This reflects an overall pattern that explains that the City of Franklin’s housing stock is not especially dense and may limit the areas where transit is likely to thrive for discretionary riders.

The center of Franklin, including the historic downtown core, exhibits different density patterns. While densities are not as high as in Cool Springs, the downtown area emerges as a notable cluster which can generate a more localized pattern of trips.

MAP 3-21: DENSITY THRESHOLD ASSESSMENT (2025) | CITY OF FRANKLIN

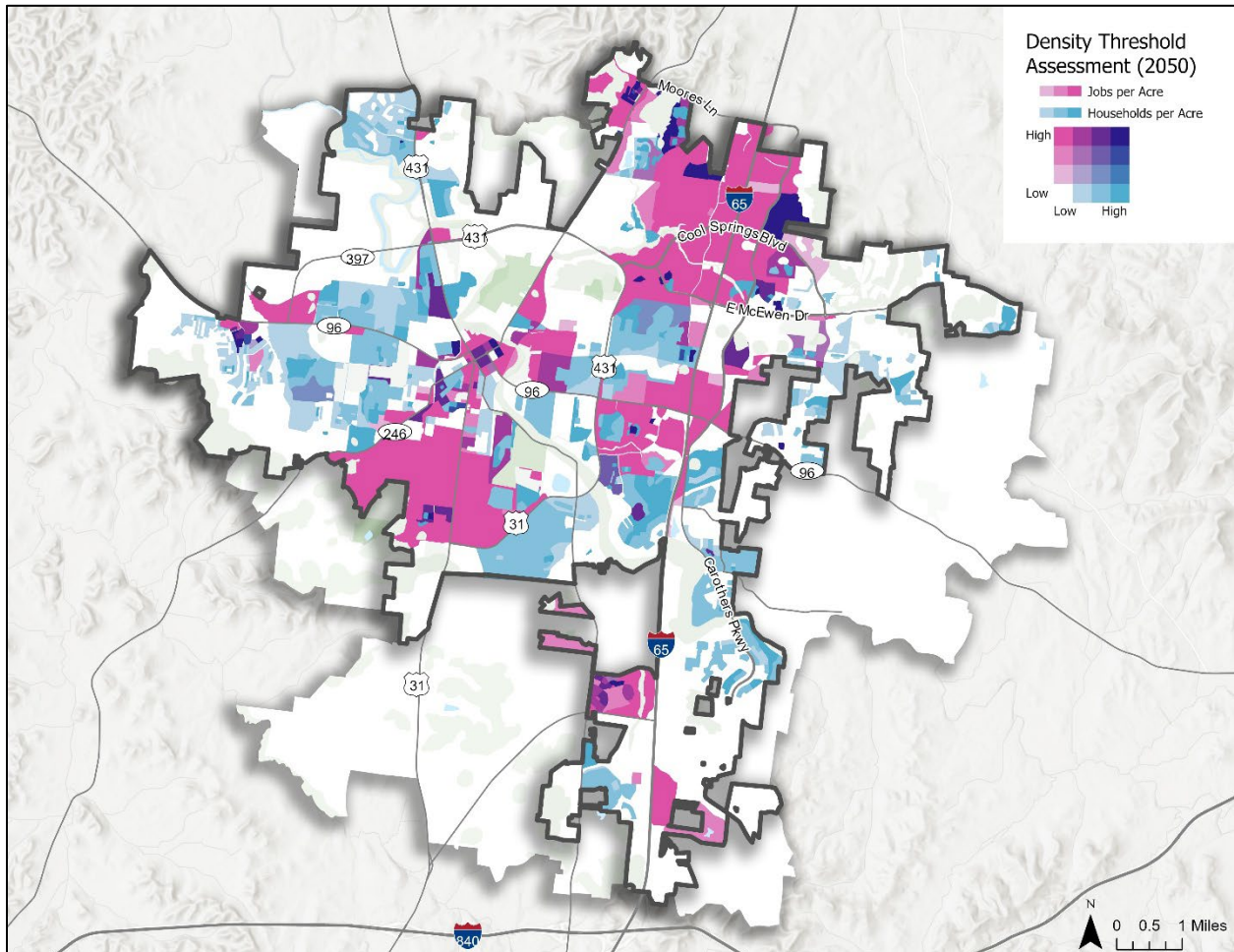


Source: Greater Nashville Regional Council Regional Growth Allocation Model

Looking 25 years into the future, Map 3-22 illustrates the projected 2050 DTA where incremental growth is depicted in both residential and employment density. Employment Density patterns continue to intensify along Cool Springs Boulevard and extend south toward McEwen Drive and portions of Interstate 65. Residential density is also projected to expand outward from central Franklin, with more areas crossing transit-supportive thresholds than in 2025. However, because Franklin is not a high-density housing market, these gains are relatively modest. The maps suggest a strengthening of existing nodes rather than the emergence of new ones.

To evaluate, the comparison between 2025 and 2050 conditions indicates that Cool Springs Boulevard and adjacent neighborhoods will remain the most promising areas for transit investment for the discretionary market. While employment growth is projected to significantly reinforce this corridor, residential density may continue to grow modestly.

MAP 3-22: DENSITY THRESHOLD ASSESSMENT (2050) | CITY OF FRANKLIN

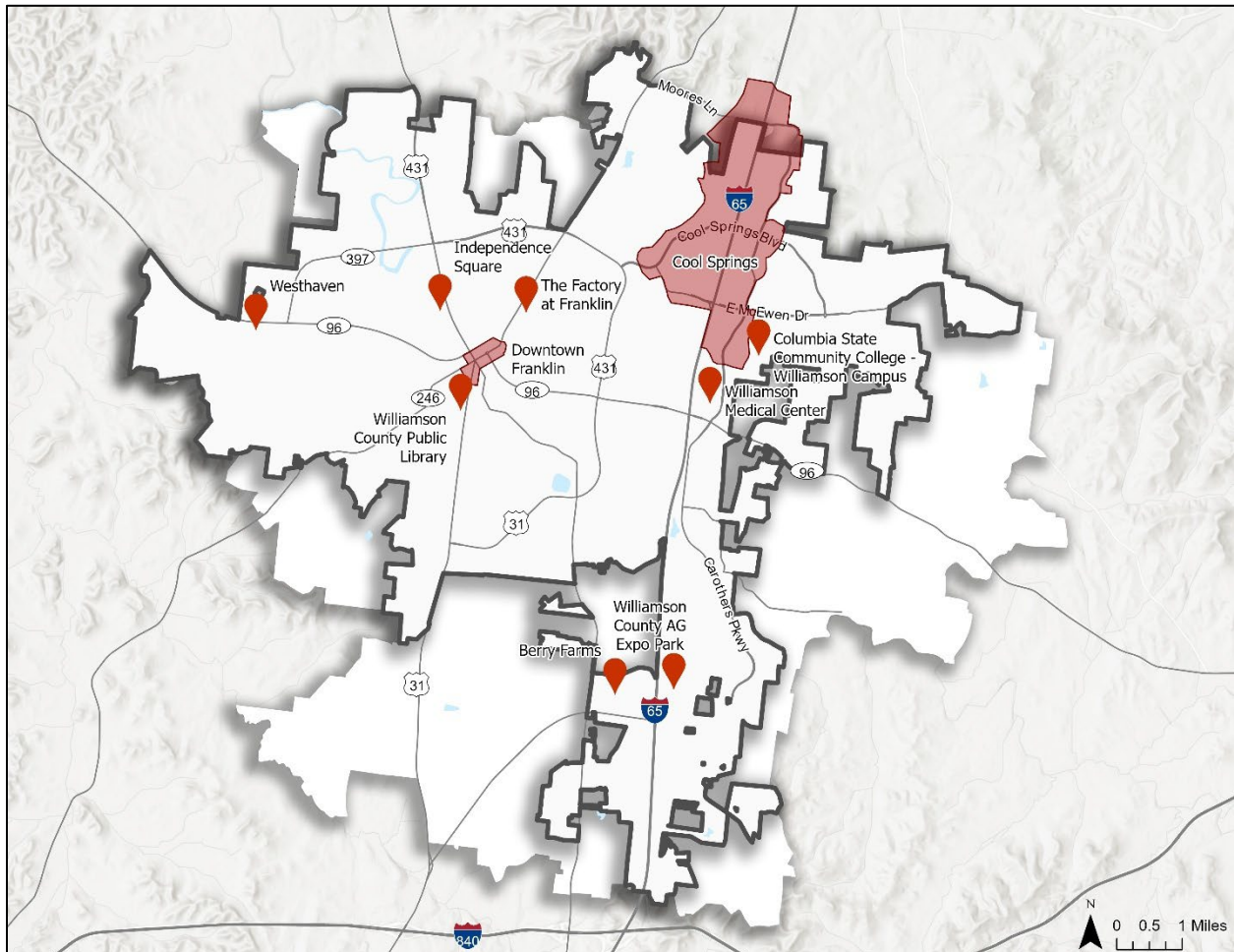


Source: Greater Nashville Regional Council Regional Growth Allocation Model

3.2.3 Major Activity Centers, Travel Demand Patterns, and Commute Patterns

Activity centers are critical for transit, as they effectively drive one end of most travel flows, including transit trips. An activity center analysis identifies these major trip generators throughout the City of Franklin to determine whether transit is serving key locations for users. Activity centers reviewed include major employment locations and other locations identified as transit generators, such as higher education institutions, health and medical facilities, government services, major shopping destinations, and other attractions and points of interest. The identified major activity centers are depicted in Map 3-23, and reflect locations in Franklin with high levels of transit demand, density, employment, and/or overall travel flows.

MAP 3-23: MAJOR ACTIVITY CENTERS IN FRANKLIN



Commuter Inflow and Outflow

In addition to analyzing local demographics and employment locations, examining commuter travel patterns helps clarify potential transit demand for work-related trips.

The commuter flow analysis highlights Franklin’s role as both a regional employment center and a residential community for workers employed elsewhere in the Nashville metropolitan area. According to Longitudinal Employer-Household Dynamics (LEHD) data provided in Table 3-1, approximately 29.8% of Franklin residents work within the city itself, while 35.9% commute to Nashville, reflecting the city’s proximity and strong regional employment linkage. Other notable outflow destinations include Brentwood (8.1%).

TABLE 3-1: WHERE FRANKLIN RESIDENTS WORK | 2022

Municipality	Count	Percentage
Nashville	13,870	35.9%
Franklin	11,497	29.8%
Brentwood	3,123	8.1%
Murfreesboro	749	1.9%
Memphis	726	1.9%
Smyrna	568	1.5%
Berry Hill	503	1.3%
Chattanooga	471	1.2%
Columbia	414	1.1%
Knoxville	400	1.0%
All other locations	6,316	16.3%

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, 2022

Conversely, Franklin attracts a substantial inbound workforce as only around 13.1% of people working in Franklin also reside within the city (portrayed in Table 3-2). Around 19.4% commute from Nashville, and smaller shares arrive from Spring Hill (around 7.4%), Murfreesboro (around 4.6%), and surrounding communities across neighboring counties. This flow illustrates Franklin’s integration into the Nashville metropolitan area’s labor market that supports a daytime population that exceeds its residential base.

These patterns reinforce the need for strong local services to accommodate local commuting and regional connectivity to major employment areas, particularly toward Nashville and Brentwood. Aligning future routes and park-and-ride facilities with these dominant flow patterns will enhance system efficiency and capture a larger share of daily commuter demand.

TABLE 3-2: WHERE FRANKLIN WORKERS LIVE | 2022

Municipality	Count	Percentage
Nashville	17,076	19.4%
Franklin	11,497	13.1%
Spring Hill	6,482	7.4%
Murfreesboro	4,069	4.6%
Brentwood	3,075	3.5%
Columbia	2,203	2.5%
Smyrna	1,534	1.7%
Nolensville	1,243	1.4%
Clarksville	1,165	1.3%
Thompson's Station	1,012	1.1%
All other locations	38,674	43.9%

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, 2022

Personal Travel Flows

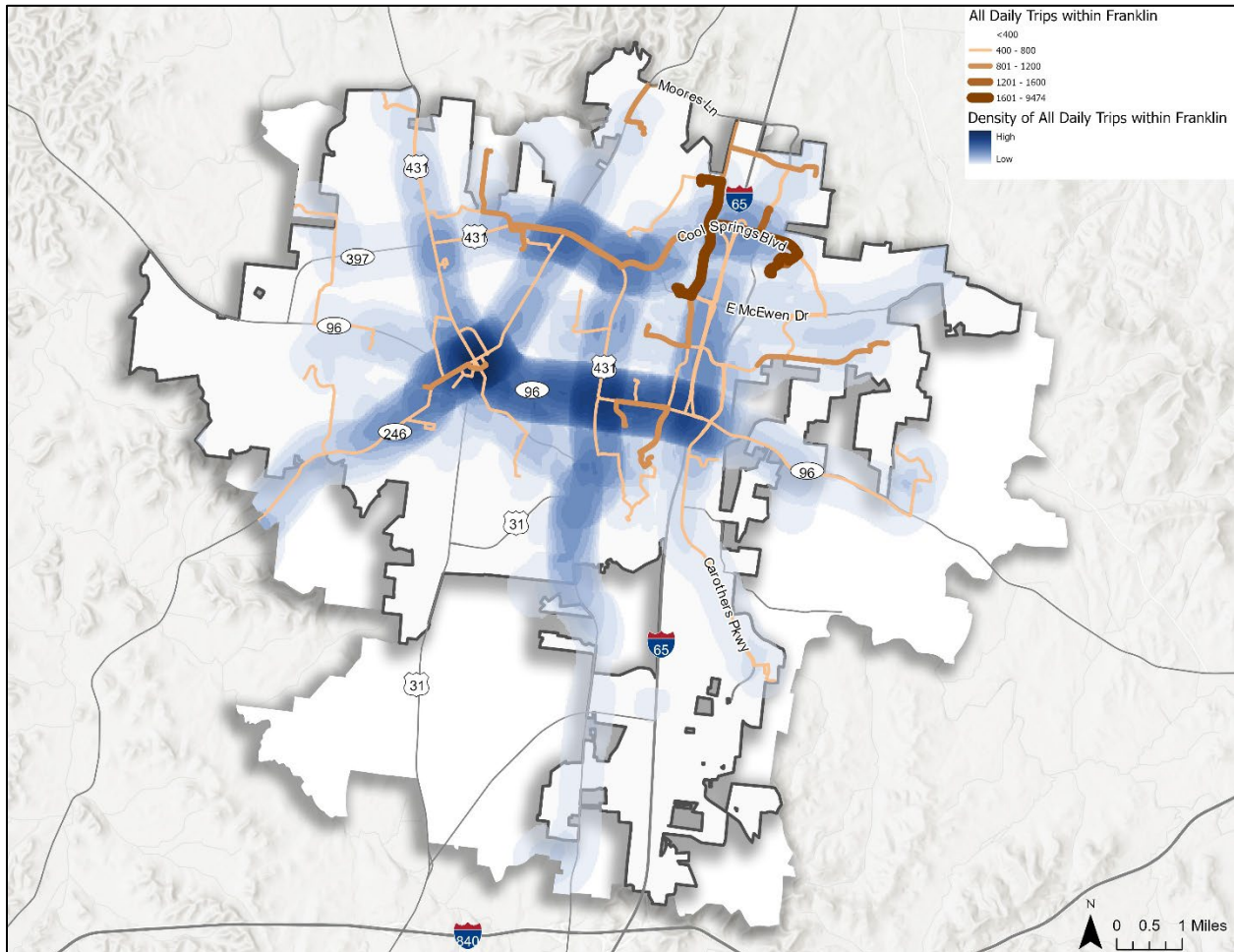
Map 3-24 illustrates the spatial distribution of estimated total daily personal trips within the City of Franklin for Fall 2024. Darker orange lines represent more trips between the ends of those lines while

lighter orange lines represent less trips between the ends of those lines. These data are sourced from Replica, a mobility and economic activities data management tool. Replica estimates travel trends based on various data sources, including road traffic, mobile device location data, and financial transactions. These data are compiled and estimated to determine changes in mode and purpose, as well as socioeconomic and travel characteristics.

With areas shaded lighter blue representing lower trip densities and areas shaded darker blue representing higher trip densities, the highest daily trip densities occur within Downtown Franklin and the Cool Springs area, reflecting the concentration of employment, commercial, and institutional destinations that generate two-way travel throughout the day. Additional clusters of activity are evident along Columbia Avenue, Murfreesboro Road, Mack Hatcher Parkway, and adjacent neighborhoods, emphasizing these corridors as the city's primary commuting corridors.

Lower yet consistent levels of trip activity extend outward from these cores into residential neighborhoods, demonstrating Franklin's layered pattern of mobility where suburban areas rely on a few key arterial roads for access to retail, services, and employment. The map's gradient of trip density portrays the importance of maintaining frequent, well serviced transit along downtown and the Cool Springs area while enhancing first/last mile connectivity from surrounding neighborhoods. These patterns mirror Franklin's broader land use and commuting trends indicating that much of the travel demand can be effectively supported by strengthening the local transit network.

MAP 3-24: ESTIMATED TOTAL DAILY TRIPS WITHIN THE CITY OF FRANKLIN | FALL 2024



Source: Replica, Fall 2024

Together, the Transit Orientation Index (TOI) and Density Threshold Assessment (DTA) highlight the areas of Franklin most likely to support stronger, more productive transit service both today and in the future. These findings show that while transit-supportive characteristics are concentrated in the city’s core and major employment corridors, pockets of unmet or emerging demand exist elsewhere as well. Understanding where latent demand clusters provide essential context for the service alternatives that follow, ensures that future recommendations directly respond to documented need rather than solely existing service patterns. As the plan progresses, these insights will guide the development of a transit network that aligns with demographic realities, land use conditions, and the city’s projected growth.

3.3 Local Plans & Policies Analysis

Understanding the governance and financial structure of Franklin transit is essential for evaluating the agency's capacity to maintain and improve its services. This section provides context for how decisions are made, how services are funded, and the constraints and opportunities that shape day-to-day operations. Introducing this information here helps establish the institutional framework within which all future recommendations must realistically function.

Recent plans relevant to this study were reviewed to establish the planning and policy context in which Franklin Transit operates. This section summarizes each plan and highlights key takeaways to clearly convey their relevance and identify previously documented needs, gaps, or recommendations related to transit service, infrastructure, and mobility outcomes.

In addition to plan-level guidance, adopted zoning ordinances, street standards, and multimodal design policies provide a strong regulatory framework that supports pedestrian-oriented and transit-supportive development throughout the City of Franklin. These policies emphasize connected sidewalk networks, accessible pedestrian circulation, integration of multi-use paths and greenways, and the safe accommodation of pedestrians, bicyclists, and transit users within the public right-of-way. The City's regulations also establish development thresholds that trigger the provision of transit infrastructure and amenities when conditions warrant, reinforcing the role of land use and development decisions in shaping transit accessibility, stop placement, and operational viability.

The policy review in this section provides an initial baseline of how local jurisdictions reference transit within their planning frameworks. However, a full understanding of the relationship between transit and land use requires a more detailed, code-based analysis of municipal and neighboring jurisdictions' zoning ordinances, land development codes, and comprehensive plans. Future studies should apply a deeper methodological review to evaluate:

- Density and intensity allowances that influence transit productivity
- Mixed-use and transit-oriented development provisions
- Street design and access management standards that shape multimodal connectivity
- Alignment between future land-use designations and planned transit corridors
- Regulatory gaps or inconsistencies that affect transit-supportive development patterns

A similar approach was applied during the Palm Tran policy and code review effort, where comprehensive plan policies, zoning districts, and development regulations were evaluated to determine their impact on transit operations for the agency, which provides fixed route and paratransit service in Palm Beach County, Florida. That analysis revealed several key findings:

- Transit-Oriented Development (TOD) and mixed-use policies varied significantly across municipalities, creating uneven levels of transit support.
- Some zoning districts permitted densities that aligned with high-frequency service, while others imposed dimensional and parking standards that constrained transit viability.

- Multimodal requirements, such as sidewalk connectivity and right-of-way dedication standards, influenced access to Palm Tran stops and corridors.
- Many comprehensive plans included goals related to modal split or multimodal connectivity but lacked accompanying regulatory mechanisms in their land development codes.

This type of code-level review demonstrated how local planning frameworks directly shape service performance, stop spacing opportunities, corridor productivity, and long-term network expansion. Applying this depth of analysis within future phases of this study will provide a more complete understanding of how land-use systems support or hinder transit growth.

In addition, reviewing transit-related policies and plans in Franklin and neighboring jurisdictions provides essential context for understanding existing transportation conditions and anticipated service needs. These studies trace the progression of the City's efforts to respond to growing travel demand, improve mobility options, and support overall quality of life. They document how travel behavior, land use, employment patterns, and system performance have evolved, and they clarify where projected development or regional land-use decisions may generate future transit demand or warrant service expansion.

The insights drawn from these documents will be important inputs to the Transit Master Plan's recommendations, ensuring that proposed strategies build on previous work, respond to demonstrated needs, and align with ongoing regional initiatives.

The following summaries highlight key findings from each plan and study.

TABLE 3-3: PLANS REVIEW

Plan	Summary	Key Takeaways
<p>Cool Springs Circulator</p>	<p>This is a white paper that provides information and research on a potential Cool Springs circulator, as well as information on existing conditions in the Cools Springs area. The paper outlines key points about case studies that provide “additional considerations regarding funding, simplicity of service, and markets served”. Some key elements include that one cent of a tax increase has been allocated to multimodal transportation. Existing services are laid out, with the Franklin Transit Authority handling local services for the city of Franklin, and the Regional Transportation Authority running an express bus to Nashville.</p>	<ul style="list-style-type: none"> ● Increasing levels of suburb-to-suburb and reverse commuting. ● Dedicated lanes and signal priority is important. ● Connecting parking garages with downtown locations with a frequent bus offers a compelling “Park Once” option. ● Ridership on a 15-minute frequency, one way loop line is very low at 150-200 on a day without an event at the convention center. ● Many complementary services being investigated, including employer services, parking pricing, and queue jumps. ● There are four main considerations for a potential circulator: <ul style="list-style-type: none"> ○ Frequency - Frequent service is one key to success, with ideal frequency of 10 minutes or better. ○ Primary market - Employees and visitors are the most common primary market for a circulator. ○ Route design - A need to reconcile a desire for simple, easy to understand service with a desire to connect existing transit services and additional markets. ○ Fare structure - Most circulators do not charge a fare.

Plan	Summary	Key Takeaways
Cool Springs Corridor Transit Study (2017)	<p>This study summarizes the research conducted into opportunities to relieve traffic congestion in the Cool Springs area. The study consisted of quantitative surveys given to residents and commuters, as well as analyzing the discussions which took place at three town halls.</p>	<ul style="list-style-type: none"> • Respondents traveled from as far away as 130 miles. Most commuters are from nearby places such as Franklin, Nashville and Spring Hill. • Age groups are evenly split, with a slight lean towards female over male. • Eight out of ten respondents leave their worksite at some point during the workday. • More than nine out of ten respondents say driving alone in their own vehicle is their primary mode of transportation. • Enthusiasm for a circulator bus or car on demand service is low at about 25 percent definitely or probably would consider using them, this is slightly lower than 33 percent for the same question for public transit in general. • Suggestions from the survey include adjusting traffic light timing, bike lanes, light rail, and a circulator. • Per feedback at the town halls, in order to reduce traffic congestion, it will require a combination of transportation modes, with attendees being very interested in light rail. • Nissan Americas and Ford Motor Credit are the two largest employers of respondents. • 88 percent of respondents do not telecommute • Cash incentives for carpooling, walking, or biking to work were the most appealing incentives to respondents. • Of students surveyed they primarily study in Cool Springs and have short commutes to school. • Cool Springs Boulevard is the most traveled route of respondents.

Plan	Summary	Key Takeaways
Cool Springs Multimodal Network Study (2015)	<p>This is a write-up of the study focused on improving the mobility options in the Cool Springs area of Franklin. It gives an overview of the findings in relation to the purpose and need of transportation improvements, short-, medium- and long-term recommendations, costs, evaluation of options, funding, and public input.</p>	<ul style="list-style-type: none"> • Cool Springs has seen rapid employment and residential growth. • The short-term focus is on increasing local mobility, with three options for adjusting the local transit network, alongside improved pedestrian and cyclist facilities. • The medium-term focus is on regional connectivity, with express buses and more infrastructure improvements. • In the long term, more off-peak service and investment in light rail or Bus Rapid Transit is recommended. • The first short term option of arterial bus routes scores the highest compared to the other two options but all 3 would allow for expansions into the medium and long term. • A small portion of the operating budget, and the majority of the capital budget comes from the federal government, proposals to raise funds include user fees, taxes, and value capture. • Barely any of the respondents have used transit in Franklin in the past 12 months. • In the open house, key takeaways include the need to find funding sources, land use density needs to increase, workforce housing, and the need to identify how to attract people to transit.

Plan	Summary	Key Takeaways
Franklin Transit Study (2017)	<p>This is a report which reviews and makes “service recommendations for the existing Franklin Transit Authority bus service in Franklin, Tennessee.” It provides options for new routes, revisions to existing routes, and on-demand transit service. Contents include demographics, travel patterns, existing transit services, service options, public meetings, operational changes, implementation plan, and future growth.</p>	<ul style="list-style-type: none"> • 69,000 people live in Franklin, of whom 13.2 percent are minority residents. The highest number of jobs are government work, with a lot of manufacturing as well. • Most workers within the study area live within the study area. A significant amount of workers in the area carpool. Most households own a car, with some neighborhoods having a lower than usual amount of vehicle ownership. • TMA Group runs 3 fixed route bus routes in the city running on hourly frequencies. Demand response services are available. A peak direction express bus is run by WeGo. • Option 1 involves cutting back the southern end of the southbound route and rerouting it to Westhaven. Option 2 involves transforming the southbound route into a fixed route/flex route hybrid, with service past the Target being on demand. Option 3 would be cutting the southbound route entirely and using the freed-up resources to run more services on another route. Option 4 would eliminate the southbound route and make a new one serving Seaboard Lane. Option 5 would eliminate most of the southbound route with a bit remaining, and a new route to the Galleria would be run. • No consensus was reached at the public meetings. Most did not support Option 4 and favored increased service and new routes. Option 3 was compared with Option 5 based on equity, ridership, time, coverage, and future growth. Option 5 was determined to be the preferred alternative. • It is recommended that uniform stop spacing be implemented, to install stop pull cords, and to paint the fixed route buses a different color than the TODD vehicles. • With option 5 operating costs will increase from \$1.9 million to \$2.5 million. • Next steps include frequency, service span, coverage, and technology improvements.

Plan	Summary	Key Takeaways
Franklin Transit Authority Zero Emission Transition Plan	This is a series of technical analyses of the viability of transitioning Franklin Transit Authority from diesel-fueled buses to battery electric buses.	<ul style="list-style-type: none"> • Current service blocks could not be completed by contemporary electric cutaway vehicles. Adjustments could be made. • Grants from the state could be pursued to help fund the transition. • Upgrades to the facilities would be necessary to charge the battery buses • The workforce would need to be trained in new maintenance procedures. • The transition would be implemented in two phases, with each phase having two five-year sections within it. • Recommendations: use level 2 electric chargers, coordinate with MTE, apply for low or no emissions vehicle grant, run a pilot program, wait for market developments in cutaway vehicles. • Key lessons include being flexible, beginning with the end in mind, and have a good relationship with original equipment manufacturers. • Using larger vehicles with bigger batteries could address the problem of battery vehicles not being able to complete their assigned blocks. Adjusting the service blocks and increasing the number of vehicles could also address this. • There is no current statewide mandate to transition to zero emission vehicles (ZEVs), but there are many federal funding opportunities. • A variety of procurement scenarios were considered, with battery electric cutaways and battery electric 35-foot buses being advanced along with mixed fuel source cutaways, battery electric, and internal combustion engine. The first option is more expensive at \$16.79 million, with the second option coming in at \$9.11 million. • Different facility layouts are proposed for different levels of electrification. • A new utility service would be needed for electric vehicle service. Three charging scenarios were modelled, based around previously mentioned options. • It is recommended to keep the fleet as cutaway vehicles.

Plan	Summary	Key Takeaways
Downtown Franklin On- and Off-Street Parking Occupancy and Duration Study (2022)	<p>In order to understand typical occupancy rates and parking dwell times of public and private parking in Downtown Franklin, a consultant collected data on the matter and analyzed the results. In general, parked vehicles strictly adhered to the posted time limits and occupancy was highest during the day on weekdays.</p>	<ul style="list-style-type: none"> • There are a variety of parking options in Downtown Franklin, including free on-street parking, free public parking garages, free public parking lots, paid private parking lots, and paid private parking garages. • The maximum peak parking occupancy of 78% of parking occurred at midday on weekdays. At this time, the 4th Avenue parking garage was at capacity, other free parking in the heart of Downtown was near capacity, and parking further from the center downtown and all paid parking was not near capacity. • After late afternoon on weekdays, parking occupancy drops significantly, and does not return to peak levels until the following weekday morning. • In order to prevent parking occupancy from reaching or exceeding capacity, the City can increase parking capacity, convert some free public parking spaces to paid, or increase transit capacity in the Downtown area so that employees or visitors do not need to rely on parking their personal automobiles in the area. • In 2025, the City of Franklin issued a Request for Qualifications to conduct an updated parking occupancy study, focusing on the effects of increasing paid private parking supply in Downtown.

Plan	Summary	Key Takeaways
South Corridor Study: Technical Evaluation Report (2021)	<p>This technical report, completed in 2021, analyzes the South Corridor of the Greater Nashville Regional Council’s LRTP and WeGo Transit’s Strategic Plan. This report goes over the goals and objectives of the South Corridor Study, the list of corridors and modes, the prescreening methodology, and the technical evaluation. Various modes of transit were analyzed, with their strengths and weaknesses for the given corridor being compared. This assessment was completed and the findings were planned to be used in the Final Report Document, moving towards a Locally Preferred Alternative.</p>	<ul style="list-style-type: none"> • The study as a whole is intended to provide stakeholders a series of short-, mid-, and long-term plans for implementing rapid transit in the corridor. • Public input on transit modes heavily favors Bus Rapid Transit, Commuter Rail, and Light Rail Transit. These three options were advanced. • Commuter rail would run primarily alongside CSX trackage, likely using Diesel Multiple Units (DMUS). • Light rail would run primarily along I-65, with a potential diversion to freight ROW approaching Franklin. • Bus Rapid transit would follow an alignment along I-65 as well, with a possible diversion onto arterial and collector roads between Nashville and Berry Hill, and Cool Springs and Franklin. • The BRT Hybrid option was found to have the highest estimated ridership, and the lowest cost. • Station area readiness varies considerably, from already transit supportive, to some changes needed, to significant changes needed. • This report leads into a final report building towards a Locally Preferred Alternative. • The Mule Town Trolley that was mentioned in the study has since been shuttered.

Plan	Summary	Key Takeaways
Envision Franklin (2024)	<p>Envision Franklin is the City’s adopted land use and growth policy document that guides development within the city and its Urban Growth Boundary. The plan outlines the intended character of future development, land use categories, growth areas, transportation networks, and design expectations. It establishes guiding principles that promote connected street patterns, walkable mixed-use environments, housing diversity, coordinated infrastructure, and multimodal accessibility. The plan provides long-term direction for how land use and transportation investments should align to support quality of life and sustainable growth.</p>	<ul style="list-style-type: none"> • Establishes the City’s vision for growth, development, and land use patterns through 2040. • Defines guiding principles emphasizing connected networks, walkability, multimodal mobility, and high-quality urban design. • Identifies place types and development concepts that influence future transit demand and service viability. • Highlights the relationship between land use decisions, transportation capacity, and community character. • Supports transit by encouraging density, mixed uses, and pedestrian-oriented design in priority growth areas. • Provides a framework for aligning the Transit Master Plan with long-term development policy and infrastructure planning.

Plan	Summary	Key Takeaways
Scope of Services for the Nashville Multimodal Mobility Master Plan (3MP) [2025]	<p>This scope of services describes the tasks to be performed by the consultant for the 3MP.</p> <p>The scope has been divided into eight tasks detailing the development and implementation of the 3MP.</p>	<ul style="list-style-type: none"> • Task 1 includes project initiation and management: kickoff meeting and notes, project management plan, and coordination meetings with documentation. • Task 2 delivers community engagement materials, including the final engagement plan, TAC and CAC meetings, project identity and branding, communication and digital materials (e.g., videos), and stakeholder workshops. • Task 3 provides draft and final presentations on existing plans, transportation performance, land use and growth, and street networks, along with draft and final Transit State of the System and Transportation System Assessment reports. • Task 4 includes draft and final presentations for the service, operations, and agency capacity analyses; the technology integration SWOT analysis; and the Transit System Gaps & Opportunities reports. • Task 5 produces the layered network and street plan deliverables: draft layered networks (ArcGIS Online and memo), draft street plans (ArcGIS Online), workshop materials, the final street plan (ArcGIS Online and report), and revised street detail sheets. • Task 6 develops the project list (Excel and ArcGIS Online formats), planning-level cost estimates, the performance measures and scoring memo, the scored project list, and project summary sheets with an interactive ArcGIS Online map. • Task 7 delivers the transit financial analysis and draft transit implementation plan. • Task 8 includes scenario development and plan finalization: a scenario summit (up to three consultant attendees), the final scenario with model results, the final transit plan, the 3MP outline, the final Multimodal Mobility Master Plan, and up to six strategy papers.

Plan	Summary	Key Takeaways
Housing Needs Assessment – Franklin, Tennessee (2025)	<p>This report evaluates the housing needs of Franklin, Tennessee. The analysis considered demographic characteristics and trends, economic conditions and initiatives, existing housing stock costs, performance, conditions and features, ancillary factors that impact the housing market, and community input. Housing gaps were identified by affordability and renting versus owning. It is intended by this study that local officials, stakeholders, and housing advocates can better understand the local housing market to drive housing policy decisions, attract growth, and enhance Franklin’s housing market.</p>	<ul style="list-style-type: none"> • The number of households in Franklin has grown rapidly and above the state average, while the age and wealth of new households skew higher. • The economy has grown notably, while unemployment remains low. • The housing stock is on average newer than other nearby areas, but numbers of renters are experiencing housing affordability issues. The sale price of homes has increased. • Franklin has a bus network and has several sites and buildings that could support further housing development. Costs may get in the way of new housing construction, and local zoning favors single family developments • The estimated total five-year housing gap (2025-2030) for Franklin is 10,036 units, with a gap of 3,798 rental units and 6,238 for-sale units. • Recommended housing strategies include: <ul style="list-style-type: none"> ○ Setting housing goals and priorities and explore housing funding resources. ○ Support the alignment of affordable housing alternatives with public transportation. ○ Continue to support the development of a variety of high-end housing products to meet existing demand and demographic projections. ○ Incentivize affordable workforce residential development. ○ Consider implementing or modifying policies to encourage or support the development of higher-density housing. ○ Explore efforts to encourage the development of senior-oriented housing to enable seniors to transition into more maintenance-free housing. ○ Reorganize and reprioritize efforts of the Franklin Housing Commission. ○ Consider implementing a proactive approach to attract and involve housing development partners. ○ Support and expand education and outreach campaign to help support housing initiatives.

The studies reviewed in this section demonstrate how the City of Franklin has evaluated transportation needs from multiple perspectives over the past decade. Each document addresses a specific component of the mobility system, including parking management, transit service availability, multimodal network design, land use, housing market pressures, commuter travel patterns, and both short- and long-range planning efforts. Regional and neighboring jurisdiction plans further illustrate how external growth and travel patterns influence demand within the city. Collectively, these documents reflect a comprehensive and progressively more integrated approach to understanding mobility challenges and informing policy decisions that support community objectives.

Envision Franklin builds on this progression by establishing the City’s long term land use and growth policy framework. Its guiding principles define expectations for development form, neighborhood character, infrastructure coordination, and the incorporation of multimodal accessibility within evolving growth areas. The plan’s emphasis on connected street networks, walkable development patterns, and housing diversity provides essential direction for assessing future transit demand and determining where transit investments are most likely to be effective.

This combined body of work provides a robust foundation for identifying system gaps, evaluating future needs, and developing recommendations for the Transit Master Plan. The governance and funding review further clarifies the institutional and financial parameters within which Franklin Transit operates. Understanding these parameters is critical for ensuring that potential service improvements and capital investments are feasible, scalable, and sustainable over the long term. This framework will guide the next phase of analysis as candidate strategies and service alternatives are refined.

3.4 Existing Services Analysis

This section provides an overview of how Franklin Transit’s current services function and establishes the operating baseline for the Franklin Master Plan. Introducing this information here helps clarify how well the system serves existing travel needs and where adjustments may be warranted as the city continues to grow.

A detailed assessment of existing transit services is essential to ensure they effectively meet the needs of the community. This evaluation examines key operational factors such as service span, frequency, runtimes, governance, and funding. By analyzing these elements, it can be determined how well services align with demand, areas for improvement can be identified, and overall efficiency can be enhanced. Understanding governance and funding is also critical, as they influence the sustainability and potential expansion of transit operations. This review will provide valuable insights to guide data-driven decisions that strengthen the rationale behind future recommendations, ensuring they are grounded in how the system operates today.

3.4.1 System Overview

Franklin Transit provides two primary services, which are the fixed route and demand response (TODD) services. The fixed route network consists of the Red Line and the Blue Line which operate along key corridors, connecting residential neighborhoods with Downtown Franklin, the Cool Springs area, and other employment and retail destinations. Complementing the fixed routes, the TODD service offers

flexible, curb-to-curb shared rides for passengers within the city limits, focusing on accessibility for seniors, individuals with disabilities, and areas not directly served by fixed routes. Together, these services create a multimodal transit system that balances scheduled and demand responsive mobility options to meet diverse community travel needs.

Fixed Route

Franklin Transit operates two fixed routes, the Red route and the Blue route, that function as the backbone of the city’s public transit system. The Red route connects Fieldstone Farms with Bradford Drive at Davidson Drive, serving Independence Square, the Franklin Transit Center, and several key community destinations. It runs Monday through Friday from 6:40 AM to 6:02 PM and on Saturdays from 8:40 AM to 6:02 PM, with consistent 30-minute intervals. Saturday service is reduced from 9:00am to 5:51 PM with 30-minute intervals.

The Blue route links Williamson Medical Center, Columbia State College, CoolSprings Galleria, Walmart, and the Franklin Transit Center. Weekday service runs from 7:00 AM to 6:18 PM at 30-minute intervals, while Saturday service is reduced from 9:00 AM to 5:51 PM with 60-minute intervals and no service past CoolSprings Galleria. Together, these two fixed routes provide coverage to Franklin’s primary activity centers, though reduced frequency on weekends limits access to some destinations.

TABLE 3-4: FIXED ROUTE SERVICE SPAN AND FREQUENCY

	Blue	Red
Weekday service span	7:00 AM to 6:18 PM	6:40 AM to 6:02 PM
Saturday service span	9:00 AM to 5:51 PM	8:40 AM to 6:02 PM
Weekday frequency	30 minutes	30 minutes
Saturday frequency	60 minutes	30 minutes

Source: Franklin Transit

Demand Response (TODD)

Complementing fixed route service, Franklin Transit operates on-demand curb-to-curb service, which expands mobility for residents living outside fixed route areas or those needing more flexible scheduling. Reservations must be completed 24 hours prior to the desired pickup time. This service is particularly important for seniors, people with disabilities, and households with no vehicles, as it helps connect them to work, healthcare, and shopping.

Special Services

In addition to TODD and its two primary fixed routes operated six days per week, Franklin Transit Authority operates special fixed route shuttles for local events. At the time of writing, a fixed route shuttle is offered for the Franklin Farmers Market and the Franklin Art Crawl. The Farmers Market route operates every Saturday from 8:00 AM to 12:00 PM between the Farmers Market and Liberty Elementary School. The Art Crawl route operates every first Friday of the month from 6:00 PM to 9:00 PM between the Franklin Transit Center and the Factory at Franklin. Each of these routes charges the same fares as the Red and Blue routes.

On September 15, 2025, Franklin Transit Authority commenced a Lunchtime Shuttle six-month pilot program. The Lunchtime Shuttle operates every 15 minutes on every weekday from 11:00 AM to 2:00

PM between the Franklin Transit Center, Franklin Public Square, and the Factory at Franklin. The Lunchtime shuttle is fare-free.

Other Transit Services in Franklin

In addition to Franklin Transit Authority, WeGo and Gray Line Tennessee provide regional transportation services to Franklin. WeGo’s Route 95 is a commuter route connecting Spring Hill, the Williamson County Ag Expo in Franklin, Vanderbilt University, and Downtown Nashville with four morning trips and four afternoon trips. Gray Line operates the airLINE airport shuttle between Nashville International Airport and the Marriott hotel in Cool Springs. It runs ten daily round trips and also connects to an extension of the route, the Franklin Connector, which stops at five additional hotels in Franklin as well as the Factory.

Fares

Franklin Transit’s fixed route fares are structured to remain affordable as represented in Table 3-5 and Table 3-7. Standard adult rides are \$1.00, while seniors and children under five rides for \$0.50, with lap children riding free. Special packaged passes are available, including a 10-ride pass at \$10.00 for adults or \$5.00 for seniors and riders with disabilities. A 31-ride pass is available at \$25.00 for adults or \$12.50 for seniors and disabled riders. These options encourage frequent ridership and make the system more accessible for cost-sensitive households.

TODD fares vary based on rider classification and zone traveled, as charted in Table 3-6. Passengers who are designated as ADA or 65+ pay \$2.00 for any one-way TODD trip. All other passengers pay \$3.00 each way if the trip occurs within ¾ of a mile of a fixed route and pay \$4.00 each way for trips to any other locations in Franklin.

TABLE 3-5: FIXED ROUTE FARE STRUCTURE

Fare Type	Standard Fare
Adult	\$1.00
Senior	\$0.50
Child (Under 5)	\$0.50
Lap Children	Free

Source: Franklin Transit

TABLE 3-6: TODD FARE STRUCTURE

Fare Type	Standard Fare	ADA/65+ Fare
2- within ¾ of a mile of fixed route	\$3.00	\$2.00
3- all other locations in Franklin	\$4.00	\$2.00

Source: Franklin Transit

TABLE 3-7: PASS FARE STRUCTURE

Pass	Adult 10 Ride	Adult 31 Ride
Regular	\$10.00	\$25.00
Senior	\$5.00	\$12.50
Disabled	\$5.00	\$12.50

Source: Franklin Transit

3.4.2 System and Route-Level Operating Statistics

Understanding Franklin Transit Authority’s operating statistics provides critical context for evaluating system performance, efficiency, and capacity. Key measures such as revenue hours and miles, vehicles operating in maximum service, operating expenses, and fare revenues highlight how the system allocates resources and delivers service across both fixed route and demand response modes of transit. These indicators, reported annually through the national Transit Database (NTD), establish a quantitative foundation for assessing service effectiveness, identifying strength and limitations, and informing future investment in the city’s transit network.

Revenue Hours

In 2024, Franklin Transit Authority reported a total of 32,391 annual vehicle revenue hours across all services. This includes 17,981 revenue hours for fixed route service and 14,410 revenue hours for demand response service. These hours represent the time vehicles were actively available to pick up passengers and excluding non-revenue operations.

Revenue Miles

Franklin Transit Authority vehicles accumulated 407,867 annual vehicle revenue miles in 2024. Of this total, 229,897 miles were attributed to fixed route service, while 177,970 miles came from demand response operations. These figures reflect the actual distance between buses and vans traveled while available for passenger service.

Vehicles Operated in Maximum Service

At maximum service levels, Franklin Transit Authority operated 14 vehicles in 2024. The fleet consisted of 6 motorbus vehicles for fixed route operations and 8 demand response vehicles serving Williamson County residents. This indicates the system’s relatively small but balanced fleet distribution to meet both fixed route and demand response demand.

Financial Information

Franklin Transit Authority’s annual operating expenses totaled around \$3.34 million, with \$1.79 million dedicated to fixed route service and \$1.55 million for demand response. Passenger fares contributed \$81,707 to operating revenue, representing a modest share of costs, while most of the funding came from local, state, and federal sources. Notably, Franklin Transit Authority also invested \$550,417 in capital expenses, primarily for motorbus service, funded largely through federal grants such as the Urbanized Area Formula Program (5307).

On-time Performance

Franklin Transit’s buses generally run on time throughout the day, with only small delays during busy periods as observed during field review.

While Franklin Transit Authority (FTA) does not formally track on-time performance through automated systems, anecdotal data and field observations provide valuable insight into schedule reliability. Field observations and stakeholder feedback indicate that the Red Route frequently experiences schedule delays due to an actual run time that exceeds the scheduled run time, and deviations from the route

that exacerbate delays. Adjusting the route’s schedule to reflect actual conditions would improve on-time performance and operational reliability.

Despite not tracking on-time performance, Franklin Transit does employ real-time tracking technology, presented publicly on a monitor in the Franklin Transit Center and remotely via the free and publicly available Passio GO app. Dispatch and Riders are able to see the real-time location of fixed-route buses and the estimated time of arrival at a given bus stop.

3.4.3 Ridership Analysis

Ridership analysis provides critical insight into how Franklin Transit services are utilized across different modes and years, highlighting patterns of growth, productivity, and cost effectiveness. By examining annual totals, route and stop level distributions, and demand response activity, the analysis reveals how riders interact with the system and where travel demand is strongest. These indicators not only capture and summarize current service performance but also inform future planning by identifying which routes, destinations and service types play the largest role in meeting community mobility needs.

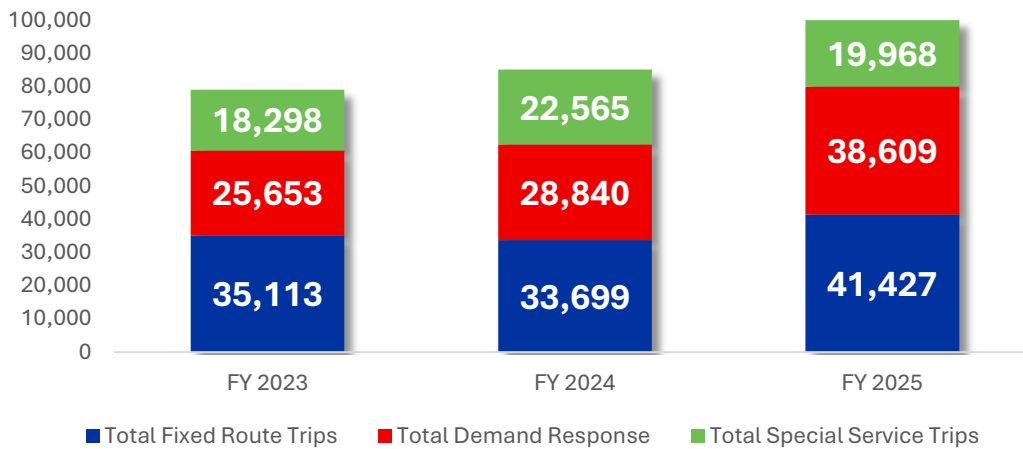
Annual Ridership

Franklin Transit has experienced steady ridership growth over the past three years (FY23 through FY25), with distinct patterns emerging between Fixed Route and TODD (demand response) services. In FY 2023, total system ridership reached 79,064 trips, made up of 35,113 Fixed Route trips and 25,653 TODD trips, supplemented by 18,398 special trips as seen in Figure 3-7.

By FY 2024, total ridership increased to 85,104 trips. While fixed route ridership dipped slightly to 33,699 trips, TODD expanded to 28,840 trips, signaling growing reliance on TODD as a flexible mobility option. Special service trips also rose to 22,565, reinforcing the role of tailored service offerings in overall system use.

Looking ahead, projections for FY 2025 anticipate total ridership reaching 100,004 trips. Fixed Route services are expected to rebound strongly to 41,427 trips, while TODD ridership is projected to continue climbing to 38,609 trips. Special service trips remain relatively stable at 19,968. This shift demonstrates a balanced growth pattern, with both fixed route and TODD contributing significantly to overall ridership, reflecting the community’s need for reliable scheduled routes as well as flexible demand response options.

FIGURE 3-7: FRANKLIN TRANSIT TOTAL ANNUAL RIDERSHIP | FY 2023-2025



Source: Franklin Transit

Stop-level Ridership

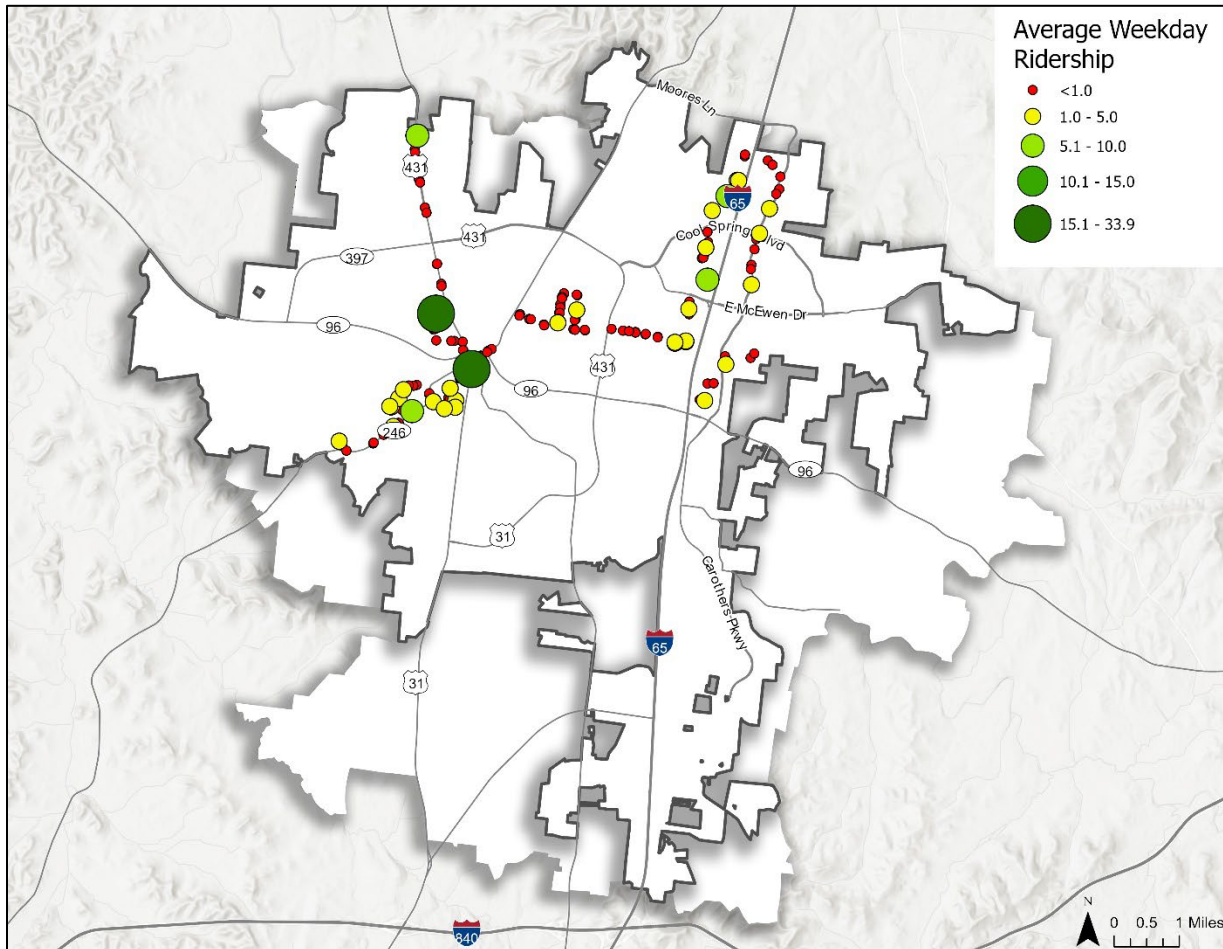
This study incorporated Automated Passenger Counter (APC) data to analyze boardings and load patterns at the individual bus stop level, providing a level of detail that was not previously available to Franklin Transit. Unlike traditional route-level ridership totals, which only show how a route performs overall, stop-level APC data reveals where passengers actually board, where activity drops off, and which segments may be overserved or underserved. This more granular dataset highlights variations in demand along each corridor that route-level reporting cannot capture, allowing the project team to pinpoint low-performing segments, identify strong activity clusters, and understand real-world travel behavior. By collecting stop-level APC data, this study gains the precision needed to evaluate route productivity, assess capacity needs, and frame future service recommendations, including where to reinforce fixed-route service, where routing adjustments may be appropriate, and where microtransit may offer a more efficient alternative.

Analysis of stop-level ridership data shows that most passengers use a small number of major stops, while many neighborhood stops see light activity. These ridership patterns are symbolized in Map 3-25.

The Franklin Transit Center is the busiest location, followed by Independence Square. Other stops experiencing moderate ridership include Fieldstone Farms, Walmart, CVS on Liberty Pike, and the CoolSprings Galleria.

Aside from stops with moderate ridership, other clusters of significant ridership can be found along Mallory Lane, Carothers Parkway, and along the portion of the Red route southwest of the Franklin Transit Center. As ridership grows, Franklin Transit can improve efficiency by focusing service and amenities at its busiest stops and reconsidering how low-ridership stops are served.

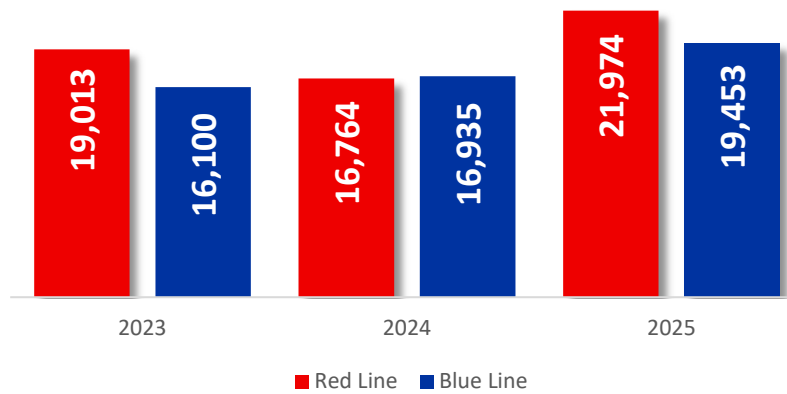
MAP 3-25: AVERAGE WEEKDAY FIXED ROUTE RIDERSHIP (SEPTEMBER AND OCTOBER 2025)



Route-level Ridership

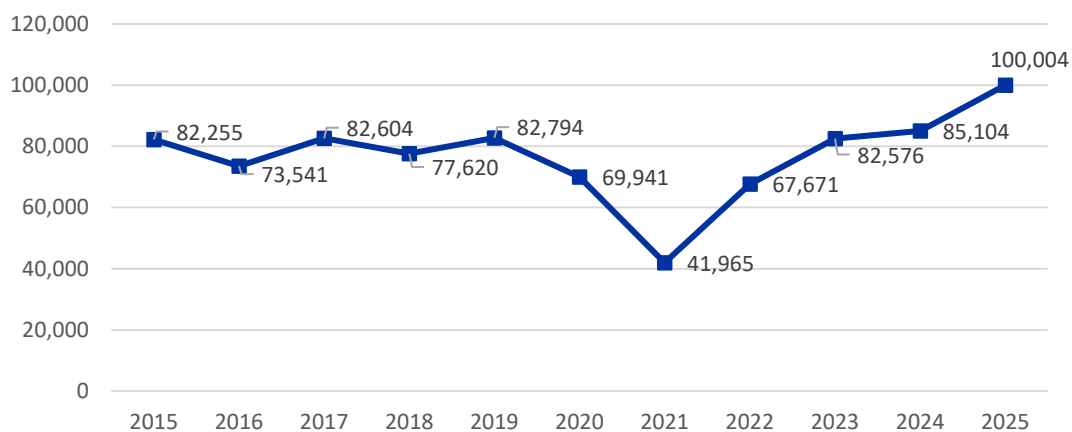
At the route level, seen in Figure 3-8, ridership patterns show the complementary role of Franklin’s services. In 2023, the Red route carried approximately 19,013 riders, the Blue route served 16,100, and TODD on-demand carried the largest share at 25,653 trips. Special event services added another 18,298 riders. In 2024, ridership on the Red route declined slightly to 16,764 while the Blue route increased to 16,935, balancing the fixed route services. TODD ridership rose to 28,840 trips, and special services grew to 22,565 riders. By 2025, projections show growth across all services, with the Red route (21,974) and Blue route (19,453) both gaining riders, while TODD is expected to surge to 38,609, confirming its role as the dominant service. This steady growth throughout the years is showcased in Figure 3-9.

FIGURE 3-8: FIXED-ROUTE RIDERSHIP DISTRIBUTION | FY 2023-2025



Source: Franklin Transit

FIGURE 3-9: TOTAL ANNUAL RIDERSHIP | 2015-2025



Source: National Transit Database, Franklin Transit

Productivity

Franklin Transit averaged 3.15 fixed route passenger trips per revenue hour and 2.00 demand response passenger trips per revenue hour in 2024, reflecting the challenges of operating in a suburban, low-density environment. While fixed routes maintain stable service levels, TODD’s strong growth demonstrates its role in improving efficiency by providing more flexible shared ride options compared to traditional paratransit.

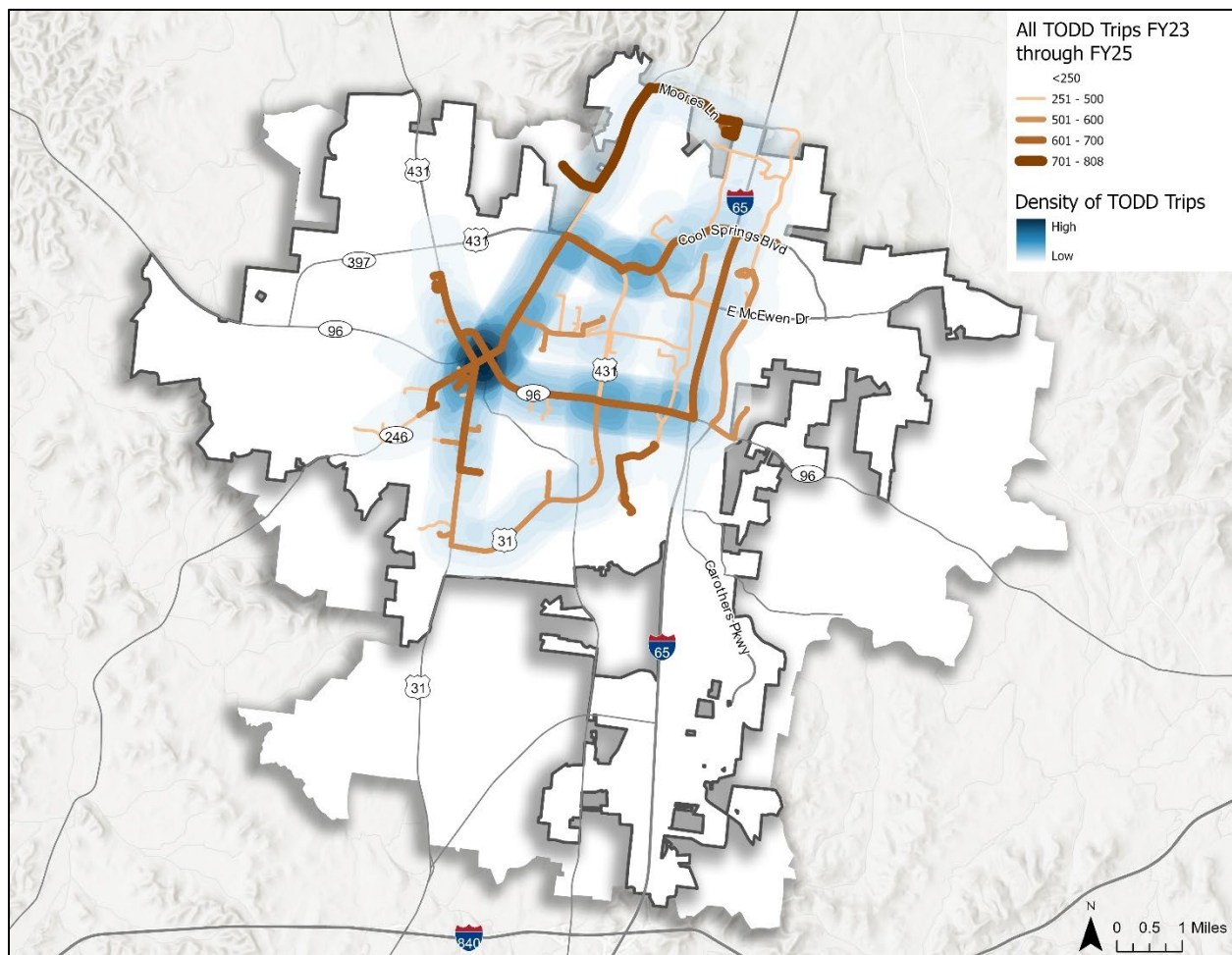
Cost-efficiency

Franklin Transit averaged a cost of \$31.56 per fixed route passenger trip and \$53.90 per demand response trip in 2024. These figures are up from 2023, showing demand is falling slightly behind increasing operating expenses. Along with productivity, cost-efficiency is a key indicator for how well a transit service is using their available resources.

TODD Destinations and Travel Flows

TODD travel patterns show strong demand for travel to Franklin’s major destinations, evident in Map 3-26 and Table 3-8. Major concentrations of TODD trips include employment centers such as Cool Springs and Downtown Franklin, shopping centers like Independence Square and Murfreesboro Road, and civic and educational institutions including, Columbia State Community College, and the Williamson County Library. These clusters of TODD trips displayed in the map illustrate how TODD complements fixed routes by serving areas where fixed route service may not be available or feasible, while still supporting access to jobs, shopping, education, medical services, and social services.

MAP 3-26: TODD TRIPS FY23-25



Source: Franklin Transit

TABLE 3-8: TOP TODD DESTINATIONS IN FY 2025

Location	Number of Trips
Oak Cottage for Women #2	1,478
4085 Mallory Lane	1,385
Nashville Child & Family Wellness Center	1,205
Independence Square	1,095
Lasko Metal	1,092
USPS	858
Franklin Elementary School	721
Williamson County Animal Hospital	709
Franklin Family YMCA	705
4601 Carothers Parkway Tower	675

Source: Franklin Transit

The review of Franklin Transit’s fixed routes, TODD service, special shuttles, fares, and operating performance provides a clear picture of how the system functions today. These findings reveal the strengths of the existing network, highlight operational challenges, and identify where the service may not fully align with current or emerging demand. This understanding is essential for shaping the next steps of the Master Plan, as it allows potential service alternatives to be evaluated against real operating conditions. The insights from this section will directly inform where adjustments, expansions, or new service concepts may be most effective as the plan moves toward developing recommendations.

3.5 Trend Analysis and Peer Review

This section evaluates Franklin Transit’s performance overtime and compares it to similar transit agencies to understand how well the system is operating within its broader industry context. This provides critical insight into the effectiveness, efficiency, and sustainability of Franklin Transit’s services and helps identify how operational outputs, ridership patterns, and financial indicators have evolved over time and how they compare with other transit agencies of similar size and service characteristics, By examining both internal trends and external peer data, the review establishes a factual basis for understanding Franklin Transit’s current performance, highlighting strengths, areas for improvement, and opportunities to enhance service delivery and resource utilization. The performance measures used in the trend analysis and peer review are listed below in Table 3-9.

TABLE 3-9: TREND ANALYSIS AND PEER REVIEW PERFORMANCE MEASURES

General	Effectiveness	Efficiency
Service Area Population Density	Passenger Trips per Capita	Operating Expense per Capita
Passenger Trips	Passenger Trips per Revenue Mile	Operating Expense per Passenger Trip
Total Operating Expense	Passenger Trips per Revenue Hour	Operating Expense per Revenue Mile
		Operating Expense per Revenue Hour
		Farebox Recovery
		Average Fare

Source: Federal Transit Administration, National Transit Database (NTD), via FTIS

Trend data (2019-2023) illustrates how Franklin’s services have changed over time, while peer comparisons highlight how Franklin performs against similar transit systems.

Charts depicting the complete results of the trend analysis and peer review are located in Appendix X of this plan. Table 3-10, section 3.5.2, and section 3.5.3 provide a concise summary of the findings from this trend analysis and peer review.

TABLE 3-10: TREND ANALYSIS AND PEER REVIEW FINDINGS

Performance Measures	Trend (2019-2023)	Compared to Peers
Fixed Route (Motorbus)		
Passenger Trips	Increasing	Below Average
Passenger Trips per Capita	Increasing	Below Average
Passenger Trips per Revenue Mile	Increasing	Below Average
Passenger Trips per Revenue Hour	Increasing	Below Average
Operating Expense per Capita	Increasing	Below Average
Operating Expense per Passenger Trip	Decreasing	Below Average
Operating Expense per Revenue Mile	Increasing	Average
Operating Expense per Revenue Hour	Increasing	Average
Farebox Recovery	Increasing	Below Average
Average Fare	Increasing	Average
Total Operating Expense	Increasing	Average
Service Area Population Density	Increasing	Below Average
Demand Response (TODD)		
Passenger Trips	Increasing	Average
Passenger Trips per Capita	Increasing	Above Average
Passenger Trips per Revenue Mile	Increasing	Average
Passenger Trips per Revenue Hour	Increasing	Average
Operating Expense per Capita	Increasing	Below Average
Operating Expense per Passenger Trip	Decreasing	Average
Operating Expense per Revenue Mile	Increasing	Below Average
Operating Expense per Revenue Hour	Increasing	Below Average
Farebox Recovery	Decreasing	Below Average
Average Fare	Decreasing	Below Average
Total Operating Expense	Increasing	Below Average
Service Area Population Density	Increasing	Average

Source: Federal Transit Administration, National Transit Database (NTD), via FTIS

3.5.1 Peer Selection and Process

Using 2023 National Transit Database (NTD) data, the pool of potential peers (all agencies listed in NTD) was scored through an objective assessment of eight standard key variables:

- Average speed (revenue miles/revenue hours)
- Passenger trips

- Revenue miles
- Service area population
- Service area population density
- Total operating expense
- Vehicles operated in maximum service (VOMS)
- Revenue hours

Maintaining separation by mode type, each agency was scored on each variable. The scores are based on an agency’s similarity to Franklin’s value for that variable for that year. An agency received 1 point when its performance value for a variable was within one standard deviation of Franklin’s performance value and 0.5 points for each variable that fell within two standard deviations of Franklin’s performance value. If an agency’s value fell outside of two standard deviations of Franklin’s performance value, no points were given for that variable.

After each agency was scored on each variable, the agencies were ranked based on the total points received. Following input and review by the Franklin Transit Master Plan’s Technical Advisory Group, a final list of peers was selected as indicated below in Table 3-11.

TABLE 3-11: PEER SELECTION

Peer	Reason
Round Rock, TX	Selected for a similar operating environment and types of service.
Greenville, SC	Selected as an aspirational peer with more robust service.
Cary, NC	Selected for a similar operating environment and rider demographic.
Murfreesboro, TN	Selected as an in-state peer with a similar operating environment.
Jackson, TN	Selected as an in-state peer that is also a transit authority.
Carmel, IN	Selected as an aspirational peer that operates only countywide microtransit.

3.5.2 Fixed Route (Motorbus) Service

Franklin’s fixed route service performance has remained steady over the 2019-2023 review period, with gradual recovery following pandemic related ridership declines. The two-route system continues to serve the city’s primary activity centers, employment hubs, and residential areas with dependable weekday service. Peer analysis suggests that Franklin’s fixed route operations align closely with systems of similar size in terms of service area population, vehicle utilization, and operating expense, while maintaining efficient service coverage. Continued emphasis on frequency, stop-level accessibility, and connections to major trip generators will strengthen Franklin’s fixed route performance relative to peers in the coming years.

General Performance Indicators

Franklin’s fixed route service also experienced notable pandemic impacts. Ridership dropped to just over 27,000 in 2021 but rebounded to nearly 57,000 by 2023, surpassing levels before the pandemic. Service supply remained consistent, with revenue miles and hours showing minimal fluctuation,

indicating Franklin’s commitment to maintaining regular service availability. Operating expenses increased steadily from \$1.08 million in 2019 to \$1.57 million in 2023.

In comparison with peers, Franklin’s fixed route service remains small in scale. Systems such as the Greenville Transit Authority and the Town of Cary operate significantly larger networks, while Franklin’s ridership aligns more closely with the City of Murfreesboro and City of Round Rock.

Effectiveness Measures

Franklin’s productivity improved substantially in recent years. Passenger trips per revenue hour reached 3.16 in 2023 (the highest in the past five years) while trips per revenue mile rose to 0.24. Passenger trips per capita also increased following the pandemic, reflecting the success of ridership recovery efforts. The average service speed remained consistent at roughly 13 miles per hour, aligning with similar sized systems.

When compared to peers, Franklin’s fixed route productivity trails larger systems such as Greenville and Jackson transit Authority, both of which record higher passenger activity per service unity. However, Franklin performs comparable to Murfreesboro and better than Round Rock, suggesting that service levels are effectively meeting community needs given the system’s scale.

Efficiency Measures

Franklin’s operating expense per passenger trip peaked at nearly \$50 in 2021 but declined to \$27.64 in 2023, returning to efficiency levels before the pandemic. Expenses per revenue mile (\$6.67) and hour (\$87.38) rose gradually over time, consistent with regional cost increases. In comparison, Franklin’s per trip cost remains higher than Greenville and Jackson but lower than the town of Cary, placing it in a mid-range position among peers.

Franklin’s relatively young fleet (averaging around 6 years) supports dependable service quality and helps mitigate maintenance expenses. Overall, Franklin’s fixed route system shows positive momentum, with post pandemic ridership recovery levels driving improved productivity and cost efficiency.

3.5.3 Demand Response (TODD) Service

Trend data and peer comparisons indicate that Franklin’s TODD service represents a significant share of overall system activity, accounting for roughly one third of total passenger trips and nearly half of peak revenue vehicles. Over the 2019-2023 period, TODD ridership has shown stability relative to fixed route services, emphasizing its importance in meeting mobility needs, particularly for seniors, individuals with disabilities, and trips beyond fixed route coverage areas. Compared to peer systems, Franklin’s TODD performance is generally consistent in cost per passenger and service utilization, reflecting an efficient allocation of resources for a demand response operation of its scale.

General Performance Indicators

Franklin’s demand response service area population grew from about 81,000 in 2019 to nearly 87,000 in 2023. Passenger trips fell sharply during the pandemic, declining to fewer than 15,000 in 2021, before recovering to more than 25,000 by 2023. Service supply, measured in revenue miles and hours, followed a similar pattern with reduced levels in 2020-2021 and steady recovery thereafter. Operating expenses

rose steadily, climbing from \$914,000 in 2019 to \$1.28 million in 2023, while vehicles operated in maximum service increased from four to six.

Compared to peers, Franklin provided more total trips than the Greenville Transit Authority and Hamilton County but fewer than the Town of Cary and Murfreesboro’s complimentary ADA paratransit service, operated by the Mid-Cumberland Human Resource Agency. This places Franklin in the mid-range of peer demand relative to its service area size and density.

Effectiveness Measures

Franklin’s productivity remained steady across the five-year period. Passenger trips per capita fell during the pandemic but improved to approximately 0.30 trips per resident in 2023 (higher than Greenville and Round Rock but lower than Jackson. Passenger trips per revenue mile and hour also improved post-pandemic, reaching levels consistent with or slightly above smaller peers. The average service speed was around 12 miles per hour throughout the period, suggesting consistent operations despite fluctuating ridership.

When compared to peers, Franklin demonstrates strong per capita performance for a system relative to its size but remains below more established or higher demanding systems. Productivity metrics show room for improvement as Franklin continues to rebuild ridership and expand service utilization.

Efficiency Measures

Franklin’s operating cost per trip peaked at more than \$63 in 2021 before dropping to about \$50 in 2023 as ridership recovered. Costs per revenue mile and hour increased relative to levels before the pandemic, reflecting higher fuel, labor, and maintenance expenses common across the industry. Compared to peers, Franklin’s operating expense per trip is lower than the Town of Cary but higher than Jackson Transit Authority and Hamilton County, also indicating mid-range efficiency performance.

Overall, the trend analysis and peer review highlight how Franklin Transit’s performance has evolved and where it stands relative to comparable agencies. These findings reveal the systems operational strengths, emphasize areas where targeted improvements may yield the greatest benefit, and provide a realistic understanding of what can be achieved moving forward. As the Master Plan advances into alternatives and recommendations, this performance baselines will play a critical role in ensuring proposals are grounded in evidence, responsive to demonstrated needs, and aligned with achievable peer benchmarks.

3.6 Summary

The analyses presented in this chapter establish the existing conditions baseline for the Franklin Transit Master Plan by documenting current demographic and employment trends, land use patterns, roadway congestion and performance, transit service characteristics, and ridership behavior. Together, these elements provide a comprehensive understanding of how people travel within and to Franklin today, where mobility needs are concentrated, and how current transit services perform within the broader transportation system.

The roadway congestion analysis provides important context for future transit planning by identifying corridors where travel demand is placing increasing pressure on the roadway network. As congestion worsens over time, particularly along key commuter and activity corridors, transit and demand management strategies represent critical tools for improving travel time reliability and reducing dependence on single-occupant vehicles without relying solely on roadway expansion.

The Transit Orientation Index highlights neighborhoods with demographic and socioeconomic characteristics associated with higher transit reliance, including households with limited vehicle access, older adults, and lower-income populations. This analysis supports equitable service planning by identifying areas where maintaining and enhancing transit access is particularly important. Complementing this effort, the Density Threshold Assessment evaluates where residential and employment densities are sufficient to support fixed-route transit and where flexible service models, such as microtransit, may be more appropriate given existing land use patterns.

The latent demand analysis further refines this understanding by identifying areas where current ridership may underrepresent true transit potential due to service limitations related to span, frequency, directness, or coverage. In these locations, low ridership does not necessarily indicate lack of demand but rather highlights opportunities where targeted service improvements could unlock additional use.

The review of existing transit services, ridership trends, and operational performance identifies structural constraints affecting system effectiveness, including route directness, service span, frequency, and reliability. These findings clarify where current resources are performing well and where modifications are needed to better align service with observed travel patterns and community needs.

The existing conditions assessment also builds upon a series of previously adopted City of Franklin plans and studies that have examined mobility from multiple perspectives, including land use, multimodal connectivity, congestion management, and long-range transportation needs. Collectively, these documents reflect an evolution in how the City has approached mobility planning, progressing from localized and corridor-focused analyses toward more integrated, systemwide strategies that align transportation, land use, and growth objectives.

The Transit Master Plan leverages this body of prior work by translating established policy direction and identified needs into transit-focused strategies that respond to updated conditions and community priorities. The findings documented in this chapter serve as the analytical foundation for the next phases of the study, informing the development and evaluation of service alternatives, including route restructuring, microtransit deployment, service span and frequency enhancements, and supporting capital investments. In subsequent chapters, these data-driven insights are integrated with public input, stakeholder goals, and financial considerations to advance recommendations that are operationally feasible, equitable, and responsive to Franklin's long-term mobility needs.

**FRANKLIN TRANSIT AUTHORITY
BOARD ACTION ITEM**

Item Number: BAI 2-3-26A

Meeting Date: 2-3-26A

Item Title: Consideration of Storage of Franklin Transit Authority Vehicles & Equipment

BACKGROUND

Per Section 4.2(C) of Contract No. 2023-0233 (Agreement for the Purchase of Transit Services), The TMA Group is required to store all City-owned equipment, including vehicles, as directed by the Franklin Transit Authority at a suitable location identified by the Authority.

Contract Language:

"The CONTRACTOR shall store all CITY Equipment as directed by the AUTHORITY at the suitable location identified by the AUTHORITY. CITY Vehicles shall not be stored outdoors without the express prior written approval of the AUTHORITY and then only in accordance with such conditions as the AUTHORITY may require."

Prior Board Discussion:

This proposal was previously presented to and discussed by the Franklin Transit Authority Board. This action item is to formally document the Board's approval in the official meeting minutes, as required by Section 4.2(C) of Contract No. 2023-0233.

TMA STAFF RECOMMENDATION

Approval of designated storage facility locationa for all Franklin Transit Authority vehicles and equipment operated by The TMA Group under Contract No. 2023-0233, in accordance with Section 4.2(C) of the Agreement for the Purchase of Transit Services.

Approved _____
Board Officer

Date

Description	2026 Budget	2026 Estimated Actual	2027 Budget
Revenues			
COF Transit Operating	1,412,203.75	1,482,128.74	1,507,603.20
Fares	68,000.00	95,518.00	101,303.00
Special Events	29,000.00	13,492.00	14,166.00
Building & EquipRent	9,700.00	9,600.00	9,600.00
Recov. For Liab & Dmg	-	13,862.72	-
State Grant Funds	378,447.00	384,007.00	363,799.00
Federal Grant Funds	1,639,212.00	1,721,875.00	2,365,743.00
Total Revenues	3,536,562.75	3,720,483.46	4,362,214.20
Expenditures			
Salaries & Wages - Admin	352,519.36	328,191.47	384,286.57
Salaries & Wages Transit Operations	373,375.71	379,579.10	435,866.37
Salaries & Wages - Drivers	1,122,140.60	1,190,159.52	1,380,828.61
Taxes & Benefits - Transit Admin	49,901.29	49,494.68	50,064.72
Taxes & Benefits - Transit Operations	86,825.48	82,685.68	98,325.86
Taxes & Benefits - Drivers	342,734.91	372,375.20	432,696.66
Uniforms	3,000.00	4,645.02	4,000.00
Professional Services Transit	63,876.57	46,561.90	69,914.20
Transit Building Maintenance	32,000.00	30,583.32	65,000.00
Transit Vehicle Maintenance	363,500.00	332,743.08	365,500.00
Transit Center Cleaning	25,000.00	24,840.00	25,000.00
Transit Safety	15,000.00	1,892.00	15,000.00
IT Support	53,575.70	55,414.99	61,699.80
Software Licensing	10,000.00	7,986.00	10,000.00
Transit Security	20,000.00	9,345.72	40,000.00
Transit Surveillance	3,800.00	3,559.80	4,000.00
Legal Fees	250.00	3,640.00	4,000.00
Transit-DAM Compliance	4,000.00	3,685.04	6,200.00
Payroll Fees	11,028.36	15,169.73	20,314.08
Fuel	177,700.00	172,368.92	179,800.00
Supplies & Postage (G&A)	13,482.66	9,528.55	9,677.14
Transit Maint. Fac - Utilities	37,995.20	46,211.45	48,857.90
Vehicle Insurance	191,693.00	191,417.46	265,732.00
Transit General Liability	19,205.00	17,473.16	18,346.00
Payouts for Insured Liab Damag	9,200.00	37,385.70	30,000.00
Errors & Omissions Liability	13,500.00	11,355.84	12,036.00
Insurance General Office	16,182.07	73,406.95	76,700.08
Vehicle Licensing & Registrati	-	-	500.00
Dues, Subs, Tuition	23,396.28	35,539.66	36,014.20
Meetings	-	700.00	1,408.57
Travel & Training	8,086.56	608.07	1,317.14
Equipment - Transit Other	984.20	2,394.60	3,398.85
Bank/Credit Card Charges	450.00	694.16	700.00
Education/Community Outreach	-	18,200.74	20,000.00
Print Advertising	10,000.00	10,000.00	10,000.00
Radio Advertising/Web	4,550.00	8,050.00	8,200.00
Recruitment	-	1,262.09	1,500.00
Printed Brochures & Pieces	600.00	15,000.00	15,000.00
Transit Maint. Facility-Rent	40,256.04	96,692.03	115,995.00
Office Rent	6,545.66	7,843.78	7,844.54
Equipment Lease	6,100.00	4,673.87	6,061.41
Depreciation - Transit Off Equ	24,108.10	17,124.18	20,428.50
Total Direct Expenditures	3,536,562.75	3,720,483.46	4,362,214.20
Total Expenditures	3,536,562.75	3,720,483.46	4,362,214.20
Net Income/Loss	-	-	-

Description	2026 Budget	2026 Estimated Actual	2027 Budget
Revenue			
Federal 5307 Planning	100,000.00	206,370.00	100,000.00
State 5307 Planning	12,500.00	25,796.00	12,500.00
COF Planning Cost Share	12,500.00	25,796.98	12,500.00
Total Revenue	125,000.00	257,962.98	125,000.00
Planning/Transit Expense	125,000.00	257,962.98	125,000.00

Revenue			
Federal 5307 Capital Expenditu	440,332.00	315,240.00	464,000.00
State 5307 Capital Expenditure	55,041.00	39,405.00	58,000.00
COF Capital Cost Share	37,042.00	39,405.00	43,000.00
Sale of Surplus Assets	18,000.00	-	15,000.00
Total Revenue	550,415.00	394,050.00	580,000.00
Total Equipment Expense- Transit	550,415.00	394,050.00	580,000.00

Capital Rolling Stock
Cameras for Vehicles
Transit Shelters

DRAFT

**FRANKLIN TRANSIT AUTHORITY
BOARD ACTION ITEM**

Item Number: 2-3-26B

Meeting Date: 02-03-26

Item Title: Consideration of FY 2026-27 Franklin Transit Budget

BACKGROUND

Attached is the Proposed FY 2026-27 Transit Budget for your consideration.

STAFF RECOMMENDATION

Staff recommends that the Franklin Transit Authority approve the proposed FY 2026-27 Franklin Transit Budget.

Approved _____
Board Officer

Date