



**Franklin Transit Authority
Regular Meeting Agenda
Thursday, July 19, 2012 3:30 pm**

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

This portion of the agenda is for members of the public to directly address the FTA on any items not on the agenda and within the jurisdiction of the Authority. Comments are limited to three minutes per speaker. The Authority will hear all communication but will not take any action on items that are not on the Agenda.

CONSENT CALENDAR

4. Minutes of May 21, 2012 Regular Meeting Minutes (ITEM #4)

OLD BUSINESS

5. Year-to-Date Financial Statement and Summary (ITEM #5)
6. Transit Report (ITEM #6)
7. Consideration of DBE FFY 2012-15 Goal (BAI 07-19-12)

NEW BUSINESS

8. Community Outreach and Marketing Segmentation Update Deb Varallo

OTHER BUSINESS

9. Report of Executive Director
10. Adjourn

**FRANKLIN TRANSIT AUTHORITY
MINUTES OF BOARD MEETING
THURSDAY, March 20, 2012 – 3:30 PM**

The Franklin Transit Authority met on Monday, May 21, 2012 at 3:00 pm
Aboard Transit Vehicle

Members present

Preston Elliott, Chair
Pearl Bransford
Nancy Fletcher-Blume
Bob Horner
Dale Thomas

Others Present

Debbie Henry, The TMA Group
Kristen Corn, City of Franklin
Laing McCullough, The TMA Group
Calveta Burger, The TMA Group
Deb Varallo, Varallo Public Relations

1. Call to Order

Chairman Preston Elliott called the meeting to order.

2. Roll Call/Confirm Quorum

Chairman Preston Elliott confirmed that there was a quorum.

3. Public Comments

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CONSENT CALENDAR

4. Minutes of March 20, 2012 Regular Meeting Minutes (ITEM #4)
Chairman Elliott noted a correction in Section 9 of the minutes, called for motion to pass as amended. Ms. Pearl Bransford motioned to approve the amended minutes of the March 20, 2012 regular meeting; Ms. Nancy Fletcher-Blume seconded the motion. Motion carried unanimously.

OLD BUSINESS

5. Year-to-Date Financial Statement and Summary (ITEM #5)

Ms. Henry presented the year to date April 30, 2012 financial statements to the Authority, noting that numbers are tracking well; 84% revenues, 78% expenses. Transit fares are tracking well having surpasses last year's number in fare box revenues. Contract fares are still well above projections. Ms. Henry spoke on the first year Franklin Transit has run shuttles for Main Street Festival; it was a success and more shuttle services are expected. Chairman Preston Elliott called for acceptance of the financial report. *Mr. Bob Horner motioned, Ms. Pearl Bransford seconded and the motion passed unanimously.*

6. Transit Report (ITEM #6)

Ms. Henry reported the ridership. As was previously discussed the new goal is: 4,000 a month. April 2012 total: 5,435, with 2,151 being Main Street Festival trips. Chairman Preston Elliott

called for acceptance of the transit report. *Mr. Bob Horner motioned, Ms. Pearl Bransford seconded and the motion passed unanimously.*

NEW BUSINESS

7. Consideration of FY12-13 Franklin Transit Budget

(BAI 05-21-12-7)

Ms. Henry shared that the final budget for Franklin Transit Authority FY 12-13. The General Fund request has been reduced, and is 37% of total year budget. This is the smallest request in Transit history. Chairman Preston Elliott called for acceptance of the FY12-13 Franklin Transit Budget. *Mr. Dale Thomas motioned, Ms. Nancy Fletcher-Blume seconded and the motion passed unanimously.*

8. Community Outreach and Marketing Segmentation Update

Ms. Varallo updated the Authority on marketing outreach performed to date. Surveys have been sent out to individuals, and will soon go out to businesses around Franklin. Presentations are ongoing with more being scheduled in the coming months.

OTHER BUSINESS

10. Report of Executive Director

Ms. Henry informed the Authority that the Board of Mayor and Alderman will have the first reading on the Transit Budget on May 22, 2012; with two more readings following. Transit and The TMA Group are now on Twitter and Facebook, with the social media launch being a success.

11. Adjourn

Preston Elliott, Chairman

The TMA Group
For The Month Ending June 30, 2012

	<u>Month</u> <u>Actual</u>	<u>YTD Actual</u>	<u>Annual</u> <u>Budget</u>	
REVENUES:				
Revenue Grant - Transit	\$ 87,714.00	\$ 1,054,868.34	1,180,000.00	
Revenue - Contracts	5,550.00	16,020.00	1,000.00	
Revenue - Transit Fares	9,345.60	67,200.16	52,000.00	
Revenue - Transit Net/Other	0.00	0.00	0.00	
Revenue - Transit Fares; HT	0.00	11,661.10	12,000.00	
Revenue - Transit-Other	0.00	0.00	0.00	
Total Revenues	102,609.60	1,149,749.60	1,245,000.00	92%

TRANSIT OPERATIONS COST:

Salaries - Transit Admin.	10,884.02	70,699.49	100,800.00
Salaries - Transit Drivers	47,803.82	292,620.41	285,778.00
Salaries - Contracts	1,760.00	6,032.97	2,000.00
Salaries - Transit Operations	14,047.20	80,494.09	86,300.00
Salaries - Cleaning	304.67	1,187.00	1,000.00
Salaries - Holly Trolley	0.00	5,313.03	5,000.00
Employer PR Tax	6,103.64	38,936.01	37,025.00
Empl'ers WC/UC	3,150.77	23,651.50	29,000.00
Empl'ee Benefits-Transit Admin	5,164.79	25,663.78	38,000.00
Empl'ee Benefits-Transit Drivr	22,649.82	93,084.91	92,000.00
Employee Benefits - Contracts	875.17	2,267.43	1,100.00
Empl'ee Benefits-Transit Oper.	6,673.01	25,656.35	27,600.00
Employee Benefits - Cleaning	147.25	414.01	640.00
Meetings	146.00	1,314.53	2,000.00
Memberships/Dues	0.00	4,835.00	7,500.00
Subscriptions	96.00	165.95	600.00
Education/Community Outreach	0.00	557.03	12,000.00
Print Advertising	2,362.00	10,753.70	11,700.00
TV Advertising	1,593.32	2,793.32	0.00
Radio Advertising	457.33	7,228.70	9,000.00
Printed Brochures & Pieces	0.00	6,577.00	7,000.00
Promotional Products	245.12	2,782.39	4,500.00
Transit Maintenance	8,894.48	57,984.12	65,000.00
Transit Bldg/Oper. Maintenance	1,653.00	9,443.31	18,000.00
Transit Maint. Facility-Rent	6,709.34	40,256.04	40,260.00

The TMA Group
For The Month Ending June 30, 2012

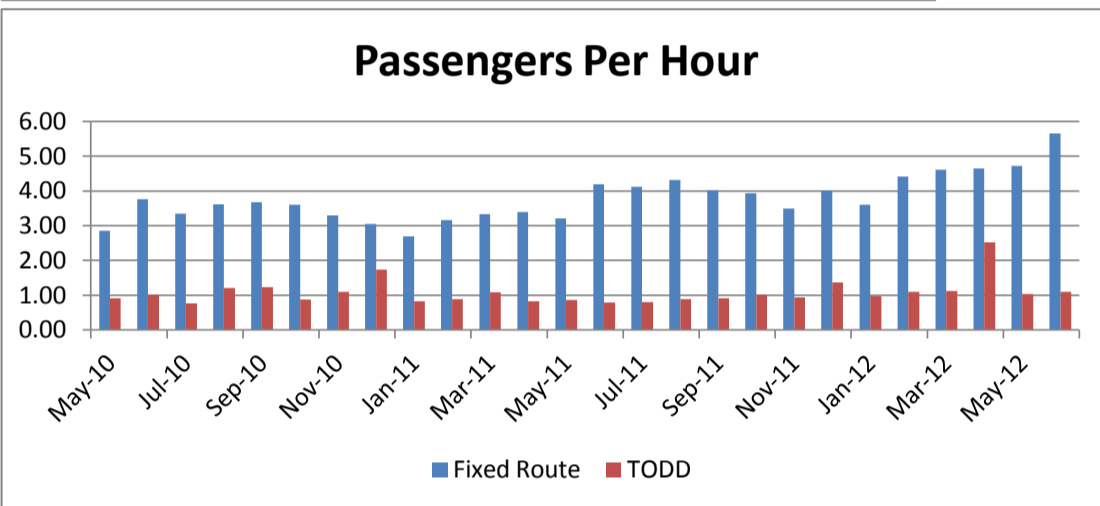
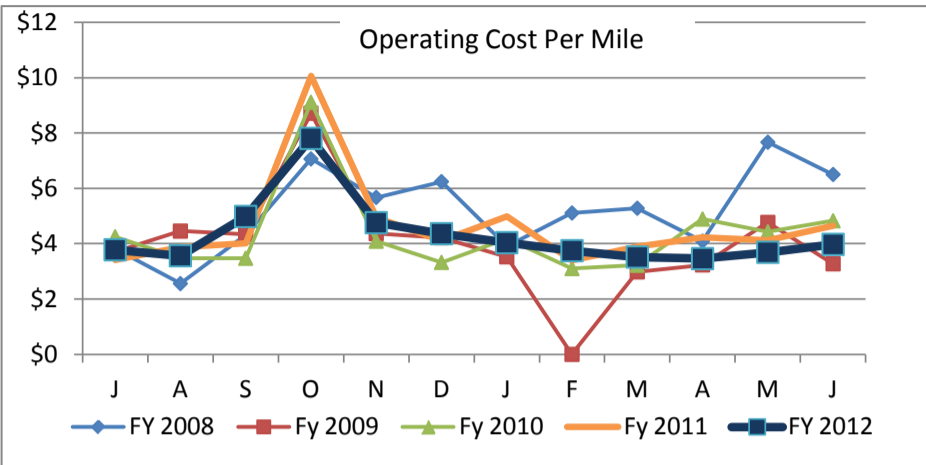
	<u>Month</u> <u>Actual</u>	<u>YTD Actual</u>	<u>Annual</u> <u>Budget</u>	
Transit Maint. Fac - Utilities	3,210.19	21,409.64	22,000.00	
Trolley Cleaning & Supplies	0.00	216.91	0.00	
Transit Center Cleaning	515.00	4,115.00	4,800.00	
Equipment - Transit	1,003.00	7,646.28	5,100.00	
Postage	280.00	933.46	1,175.00	
Professional Services	1,565.00	15,252.50	18,220.00	
Supplies	1,535.72	8,180.88	10,000.00	
Uniforms	1,269.18	8,035.38	9,150.00	
Bank/Credit Card Charges	0.00	0.00	0.00	
Communications	1,810.76	7,946.03	9,000.00	
Travel & Training	717.87	3,358.31	3,500.00	
Transit Fuel	19,958.44	106,645.71	75,000.00	
Automobile/Trolley Insurance	0.00	52,112.00	93,000.00	
Legal Fees	0.00	3,080.00	2,500.00	
Transit General Liability	96.15	38,935.09	36,600.00	
Errors & Omissions Liability	0.00	5,789.00	6,562.00	
Transit-DAM Compliance	144.00	4,010.50	2,000.00	
Planning/Transit	0.00	10,000.00	17,590.00	
Ind Chgs Reassign-Transit	9,035.21	40,718.84	44,000.00	
Ind Chgs Reassign-Contracts	234.88	652.00	1,000.00	
Total Operations Cost	183,096.15	1,149,749.60	1,245,000.00	92%
Net Difference (Deficits)	(80,486.55)	0.00	0.00	
Percent Year Elapsed				100%

Ridership

Ridership by Route for June 2012

Eastbound	Westbound	Southbound	TODD	OTHER	TOTAL	Sr./Dis
1321	1242	426	1717	100	4,806	1,449

Total service hours for the month: 1,048 Total vehicle miles for the month: 23,821 Operating cost for the month: \$94,719.00



Service Delivery

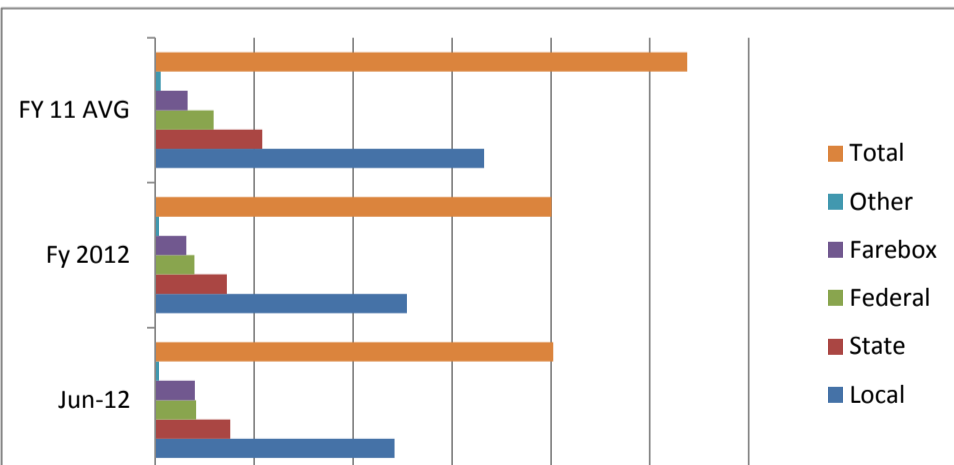
Operating Cost per vehicle Mile

	Local	State	Federal	Farebox	Other	Total
Jun-12	\$ 2.09	\$ 0.98	\$ 0.54	\$ 0.39	\$ 0.15	\$ 3.98
FY 2012	\$ 1.17	\$ 0.55	\$ 0.31	\$ 0.22	\$ 0.09	\$ 2.23
Fy 2011	\$ 2.58	\$ 1.21	\$ 0.67	\$ 0.17	\$ 0.19	\$ 4.91

Average passengers per service hour 5.36. Miles since last incident: 0

Funding Diversification

Local	State	Federal	Farebox	Other	Total
\$56,894	\$17,844	\$9,735	\$9,346	\$900	\$94,719
65%	20%	11%	4%	1%	100%

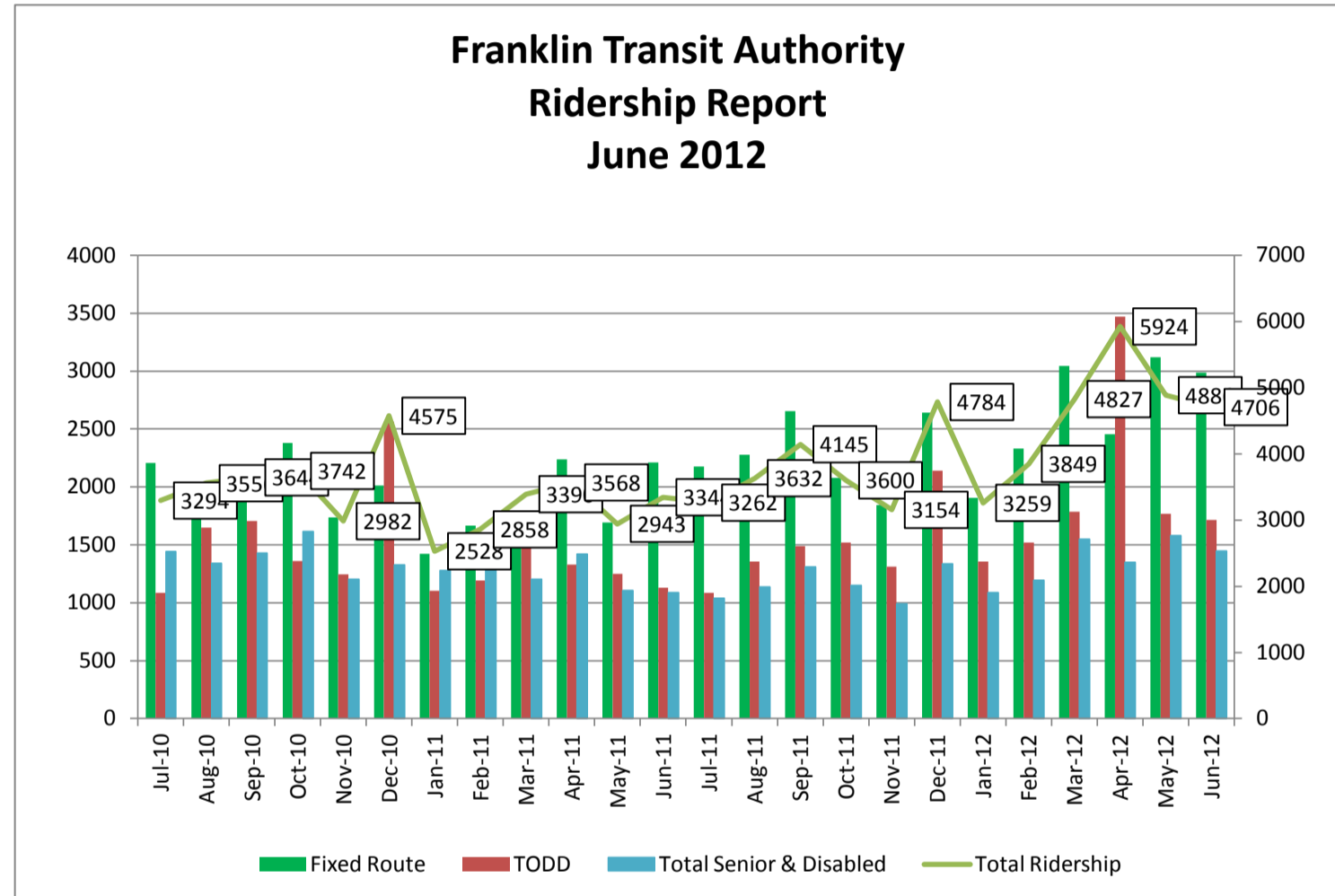
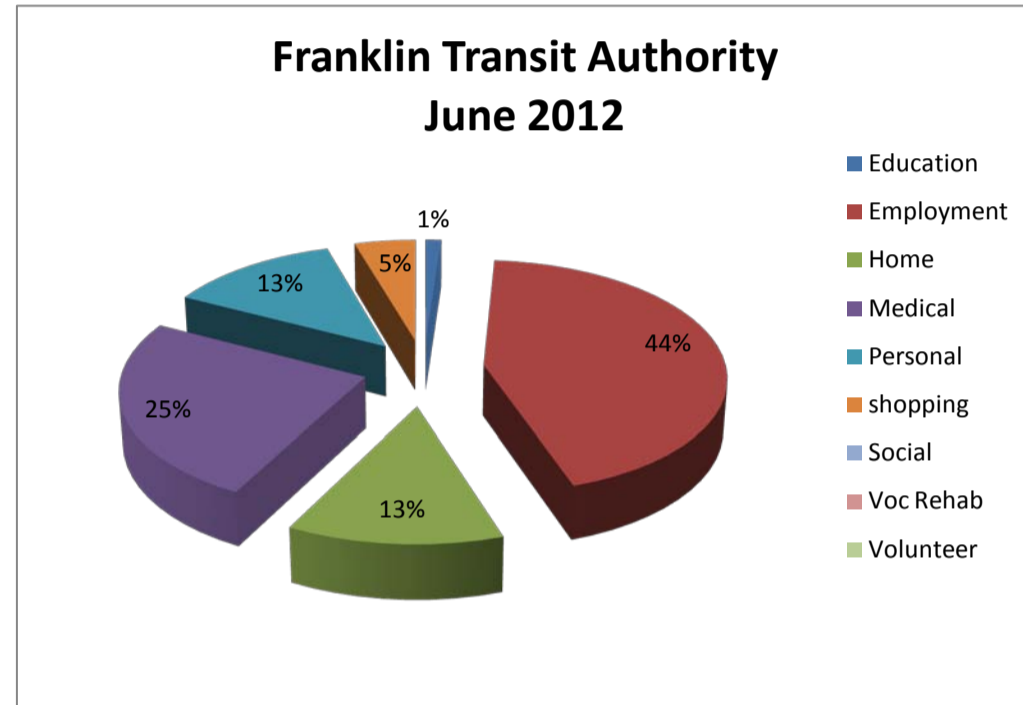


*Operating Cost per passenger:

	Jun-12	Fy 2012	FY 11 AVG
Local	\$12.09	\$ 12.71	\$ 16.63
State	\$3.79	\$ 3.61	\$ 5.41
Federal	\$2.07	\$ 1.97	\$ 2.95
Farebox	\$1.99	\$ 1.56	\$ 1.62
Other	\$0.19	\$ 0.18	\$ 0.27
Total	\$20.13	\$ 20.04	\$ 26.89

Franklin Transit Authority Ridership Report

	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
Fixed Route	2208	1907	1938	2380	1737	2013	1424	1667	1759	2238	1692	2213	2176	2278	2654	2080	1842	2642	1904	2329	3043	2455	3118	2989
TODD	1086	1649	1706	1362	1245	2562	1104	1191	1631	1330	1251	1131	1086	1354	1491	1520	1312	2142	1355	1520	1784	3469	1768	1717
Total Ridership	3294	3556	3644	3742	2982	4575	2528	2858	3390	3568	2943	3344	3262	3632	4145	3600	3154	4784	3259	3849	4827	5924	4886	4706
Total Senior & Disabled	1441	1339	1429	1617	1205	1327	1277	1351	1205	1422	1105	1088	1041	1138	1310	1151	991	1335	1087	1196	1547	1350	1582	1449



CITY OF FRANKLIN TRANSIT FARES

BY MONTH COLLECTED IN EACH FISCAL YEAR

Month	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011		2011-2012			
July	\$2,414	\$3,573	\$3,789	\$3,858	\$3,784			\$3,807		
August	\$2,236	\$3,434	\$6,086	\$3,933	\$4,078			\$4,355		
September	\$2,427	\$3,506	\$3,869	\$3,451	\$4,423			\$5,420		
October	\$4,106	\$11,146	\$4,474	\$5,240	\$6,834	Fares Holly Trolley	\$5574.30 \$1260.00	\$4,249		
November	\$10,991	\$13,846	\$9,503	\$18,273	\$10,638	Fares Holly Trolley	\$4128.25 \$6510.00	\$18,909	Fares Holly Trolley	\$11,577.00 \$7,332.37
December	\$2,848	\$4,878	\$11,182	\$6,100	\$12,833	Fares Holly Trolley	\$4008.20 \$8825.00	\$8,538	Fares Holly Trolley	\$4,208.85 \$4,328.73
December					-\$1,200	Holly Trolley Refunds paid direct from TMA		\$0	-	-
January	\$2,771	\$3,784	\$3,925	\$2,983	\$3,556			\$3,562		
February	\$2,332	\$4,684	\$3,470	\$3,084	\$3,542			\$5,145		
March	\$3,471	\$3,231	\$4,009	\$4,434	\$4,589	Fares Beer Fest	\$3876.68 \$ 712.00	\$8,946	Fares FastPass Books Brewfest	\$4,021.00 \$3,625.00 \$1,299.50
April	\$2,442	\$5,053	\$3,979	\$3,255	\$3,900			\$6,585	Fares Leadership Franklin Main Street Festival	\$3,834.00 \$ 600.00 \$2,151.00
May	\$3,390	\$3,364	\$5,081	\$2,850	\$2,965			\$4,658		
June	\$3,130	\$4,930	\$5,305	\$4,339	\$3,453			\$4,688		
Total	\$42,558	\$65,429	\$64,672	\$61,799	\$63,394			\$78,861		

FRANKLIN TRANSIT AUTHORITY
BOARD ACTION ITEM

Item Number: 07-19-12

Meeting Date: 7/19/2012

Item Title: Disadvantaged Business Enterprise (DBE) FFY 2012-15 Goal

BACKGROUND

In 2004, the Franklin Transit Authority became eligible for Federal transportation assistance authorized by 49 U.S.C. Chapter 53, title 23 United States Code, and other Federal statutes administered by the Federal Transit Administration.

Department of Transportation Disadvantaged Business Enterprise (DBE) regulations require local transportation agencies that receive Federal financial assistance to maintain a Disadvantaged Business Enterprise (DBE) Program.

Part of the program requires that annual goals for Disadvantaged Business Participation. State and local governments set their goals based on the number of certified disadvantaged businesses in local markets.

In 2009 the Franklin Transit Authority approved the DBE be increased to 3%.

STAFF RECOMMENDATION

Staff is recommending approval maintain the three percent (3%) goal for the DBE participation for FFY 2012-15.

Approved _____
Board Officer

_____ *Date*