



City of Franklin, Tennessee
FY 2025 Operating Budget Request

Franklin Transit Authority

Debbie Henry – President and CEO, TMA



City of Franklin, Tennessee - FY 2025 Budget Request

Franklin Transit Authority

Outline

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Purpose of Department

Mission: The Franklin Transit Authority connects people and places by providing efficient, safe and affordable transportation services.

Responsibilities:

The planning, operations and management of the small system public transit system. Operating six days a week, featuring fixed route service, Transit on Demand (TODD, a pre-arranged curb to curb service within the City of Franklin,) within the City of Franklin including Cool Springs.

The TMA Group is the contractor of record for the operations and management of the Franklin Transit Authority. The TMA Group is a regional leader in customized innovative, environmentally friendly, multimodal transportation solutions for employers and communities.

All employees are TMA Group employees.



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Franklin Transit Authority

Highlights

The TMA Group is excited to report that Franklin Transit ridership is trending up and we are estimating a 13% increase in ridership system wide from the previous year (86,500 passenger trips). The largest increase has been in our Demand Response TODD service.

- TMA Group has increased the capacity and coverage of the TODD service as we had reached capacity and were turning down customers during peak hours.

- TMA Group has procured 4 new vehicles in the past 6 months for Franklin Transit Service, after a 3-year void in replacement equipment due to the pandemic and supply chain issues.



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Highlights

- TMA group in partnership with their marketing firm, Brand Wise, has expanded a creative social media campaign designed to create ridership. The campaign uses geofence technology to reach customers within walking distance of transit fixed routes. Ads were developed to visualize what was available to them in the city of Franklin through the use of Transit. Activities such as grocery shopping, school, jobs, medical appointments, shopping or just a day to get out where highlighted in the digital ads. Giving people a reason to ride sometimes is necessary and we believe the campaign has done well.

The Transit shelters on Carothers Blvd continues, the majority of the approved locations have been surveyed and approved. We will be working with property owners on ROW and/or construction.

The micro-transit for Cool Springs was delayed due to labor shortages for drivers this past year. The market has loosened up in the last 90 days. We are moving forward with implementing the program in 2024-2025.



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Statistics:

87,000 passenger trips (estimate)

50% are employment trips

15% are student trips

15% are medical appointments

15% are for City events

5% trips are for shopping and social activities



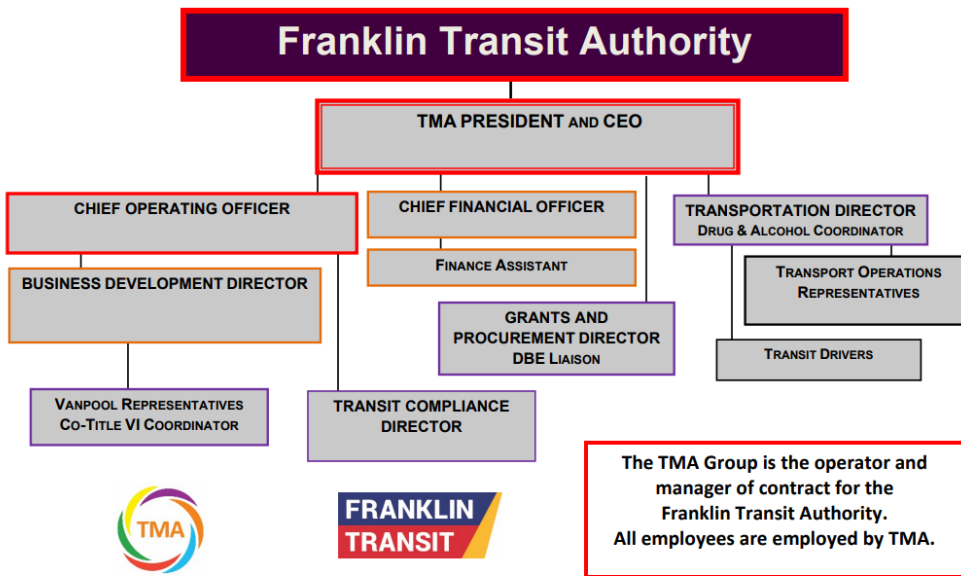
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Organization Chart(s)

Franklin Transit Authority (TMA Group Employees)

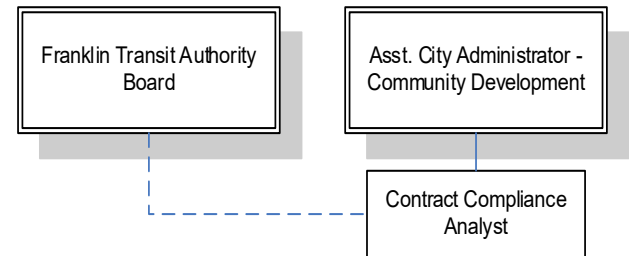
THE FRANKLIN TRANSIT AUTHORITY ORGANIZATIONAL CHART 2024



The TMA Group is the operator and manager of contract for the Franklin Transit Authority. All employees are employed by TMA.

708 Columbia Avenue, Franklin, Tennessee 37064
(615) 628-0260 www.tmagroup.org

City of Franklin Employees*



*Transit Inspector also budgeted in Transit Fund, but reports to Traffic Sergeant and shown on Police Department Organizational Chart.



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Base Budget Request: Overall

Highlights:

Revenues: \$4,354,152

- TMA secured 73.5% of revenue dollars in Federal and State grants
- Increase in Federal funding supporting operations
- CMAQ grant funding to assist operation of micro-transit service
- City subsidy increasing due to slight reduction in grants received, and transfer of Transit Inspector salary from Police Department to Transit Fund



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Base Budget Request: Overall

Highlights:

Expenses: \$4,354,152

- Personnel increasing due to transfer of Transit Inspector salary from Police Department to Transit Fund
- Increase in fuel, maintenance, driver recruitment/salaries, cleaning, & general inflation
- Continued rollout of transit shelters on Carothers
- Safety & Security camera upgrades
- Increased marketing to increase ridership and micro-transit service



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Summary

Transit Fund Total Budget	\$ 4,354,152
Total City Subsidy	\$ 1,003,617
<u>NET</u> FTA Request from City of Franklin	\$ 888,776
Operations Request:	\$ 837,776
Planning:	\$ 10,000
Capital:	\$ 41,000

Franklin Transit Authority looks forward to another year of serving our Franklin community and providing essential service to our citizens. We are committed to growing individual mobility while decreasing the congestion of our City streets.

Thank you for your continued support.