



**Franklin Transit Authority
Regular Meeting Agenda
REVISED MEETING DATE
Monday, May 21, 2012 3:00 pm
(Meet at Factory by 2:55 to depart 3:00)**

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 March 20, 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 revised FY 12-13 Budget (BAI 05-21-12-7)

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 Thursday, March 20, 2012 at 3:30 pm at
708 Columbia Ave., Franklin, TN.

Members present

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

Others Present

Debbie Henry, The TMA Group
Kristen Corn, City of Franklin
Kevin Comstock, 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

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 January 19, 2012 Regular Meeting Minutes (ITEM #4)
Mr. Dale Thomas motioned to approve the minutes of the January 19, 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 February 29, 2012 financial statements to the Authority, noting that numbers are tracking well; 67% revenues, 62% expenses. Transit fares are tracking well, also. Contract fares are still well above projections. Chairman Preston Elliot questioned fuel prices being so high. Ms. Calveta Burger responded that the budget will balance by fiscal year end. Chairman Preston Elliott called for acceptance of the financial report. *Mr. Bob Horner motioned, Mr. Dale Thomas 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. February 2012 total: 3,849, as compared to February 2011 total of: 2,858. Significant increase in fixed route ridership was noted, with a total over increase in fixed route ridership of 11%. Trips continue to show the largest percentage dedicated to employment. However, there is a 6% increase in medical trips for February 2011 to February 2012. Chairman Preston Elliott called

for acceptance of the transit report. *Mr. Bob Horner motioned, Mr. Dale Thomas seconded and the motion passed unanimously.*

NEW BUSINESS

8. Community Outreach and Marketing Segmentation Update (ITEM #7)

Ms. Deb Varallo shared with the Authority an overview of the work her firm has done under the contract. There have been multiple meetings so far, with a great turnout, and quite a few meetings scheduled over the next few weeks.

9. Consideration of FY12-13 Franklin Transit Budget BAI 03-20-12-8

Ms. Henry shared that the total budget is less than last year's, and the Authority is asking for less from the City of Franklin General Fund than last year. Chairman Preston Elliott called for acceptance of the ridership report. *Mr. Dale Thomas motioned, Ms. Nancy Fletcher-Blume seconded and the motion passed unanimously.*

OTHER BUSINESS

10. Report of Executive Director

Ms. Henry updated the Authority on the launch of Social Networking for all of The TMA Group, including the Franklin Transit Authority.

11. Adjourn

Preston Elliott, Chairman

Franklin Transit Service
For The Month Ending April 30, 2012

	<u>Month</u> <u>Actual</u>	<u>YTD Actual</u>	<u>Annual</u> <u>Budget</u>	
REVENUES:				
Revenue Grant - Transit	\$ 97,082.00	\$ 967,154.34	1,180,000.00	
Revenue - Contracts	1,200.00	10,470.00	1,000.00	
Revenue - Transit Fares	6,585.00	57,854.56	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	104,867.00	1,047,140.00	1,245,000.00	84%

TRANSIT OPERATIONS COST:

Salaries - Transit Admin.	5,407.85	59,815.47	100,800.00
Salaries - Transit Drivers	25,184.96	244,816.59	285,778.00
Salaries - Contracts	0.00	4,272.97	2,000.00
Salaries - Transit Operations	5,084.03	66,446.89	86,300.00
Salaries - Cleaning	201.81	882.33	1,000.00
Salaries - Holly Trolley	0.00	5,313.03	5,000.00
Employer PR Tax	2,995.04	32,832.37	37,025.00
Empl'ers WC/UC	1,728.25	20,500.73	29,000.00
Empl'ee Benefits-Transit Admin	1,494.67	20,498.99	38,000.00
Empl'ee Benefits-Transit Drivr	6,960.83	70,435.09	92,000.00
Employee Benefits - Contracts	0.00	1,392.26	1,100.00
Empl'ee Benefits-Transit Oper.	1,405.17	18,983.34	27,600.00
Employee Benefits - Cleaning	55.78	266.76	640.00
Meetings	126.00	1,168.53	2,000.00
Memberships/Dues	0.00	4,835.00	7,500.00
Subscriptions	0.00	69.95	600.00
Education/Community Outreach	0.00	557.03	12,000.00
Print Advertising	719.00	8,391.70	11,700.00
TV Advertising	0.00	1,200.00	0.00
Radio Advertising	750.00	6,771.37	9,000.00
Printed Brochures & Pieces	245.00	6,577.00	7,000.00
Promotional Products	0.00	2,537.27	4,500.00
Transit Maintenance	1,471.21	49,089.64	65,000.00
Transit Bldg/Oper. Maintenance	809.50	7,790.31	18,000.00
Transit Maint. Facility-Rent	3,354.67	33,546.70	40,260.00

Franklin Transit Service
For The Month Ending April 30, 2012

ITEM 5

	<u>Month</u>	<u>YTD Actual</u>	<u>Annual</u>	
	<u>Actual</u>		<u>Budget</u>	
Transit Maint. Fac - Utilities	964.03	18,199.45	22,000.00	
Trolley Cleaning & Supplies	0.00	216.91	0.00	
Transit Center Cleaning	305.00	3,600.00	4,800.00	
Equipment - Transit	529.00	6,643.28	5,100.00	
Postage	12.00	653.46	1,175.00	
Professional Services	0.00	13,687.50	18,220.00	
Supplies	458.89	6,645.16	10,000.00	
Uniforms	564.08	6,766.20	9,150.00	
Bank/Credit Card Charges	0.00	0.00	0.00	
Communications	600.79	6,135.27	9,000.00	
Travel & Training	136.37	2,640.44	3,500.00	
Transit Fuel	10,332.23	86,687.27	75,000.00	
Automobile/Trolley Insurance	14.00	52,112.00	93,000.00	
Legal Fees	0.00	3,080.00	2,500.00	
Transit General Liability	38.46	38,838.94	36,600.00	
Errors & Omissions Liability	0.00	5,789.00	6,562.00	
Transit-DAM Compliance	48.00	3,866.50	2,000.00	
Planning/Transit	10,000.00	10,000.00	17,590.00	
Ind Chgs Reassign-Transit	2,222.73	31,683.63	44,000.00	
Ind Chgs Reassign-Contracts	0.00	417.12	1,000.00	
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Total Operations Cost	84,219.35	966,653.45	1,245,000.00	78%
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Percentage Year Elapsed				83%

CITY OF FRANKLIN TRANSIT FARES

BY MONTH COLLECTED IN EACH FISCAL YEAR

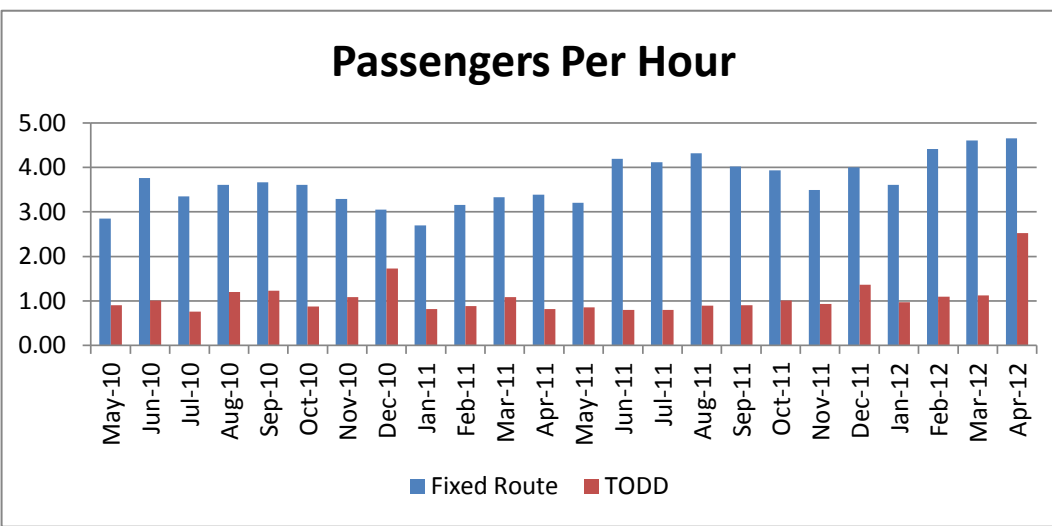
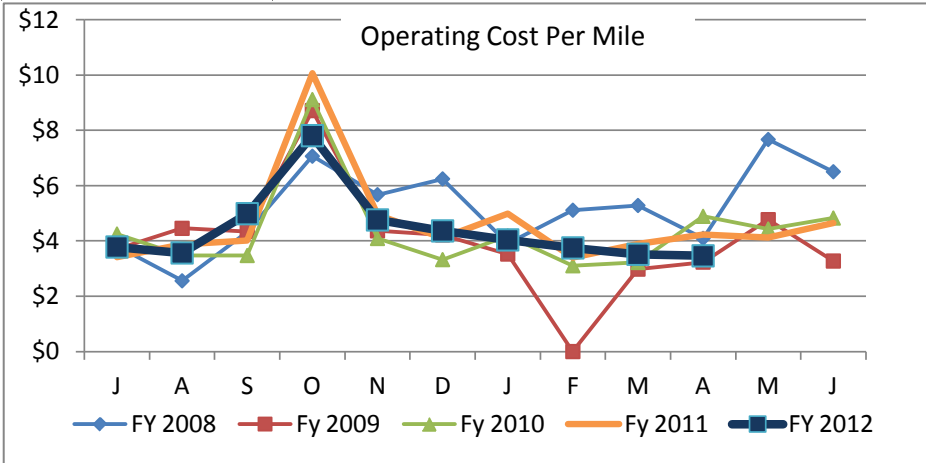
Month	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011		2011-2012			
July	\$2,414	\$3,573	\$3,789	\$3,858	\$3,784			\$3,807		
August	\$2,236	\$3,434	\$6,086	\$3,933	\$4,078			\$4,355		
September	\$2,427	\$3,506	\$3,869	\$3,451	\$4,423			\$5,420		
October	\$4,106	\$11,146	\$4,474	\$5,240	\$6,834	Fares 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					
June	\$3,130	\$4,930	\$5,305	\$4,339	\$3,453					
Total	\$42,558	\$65,429	\$64,672	\$61,799	\$63,394			\$69,516		

Ridership

Ridership by Route for April 2012

Eastbound	Westbound	Southbound	TODD	OTHER	TOTAL	Sr./Dis
1052	1072	331	848	2,151	5,454	1,350

Total service hours for the month: 1376 Total vehicle miles for the month: 24,330 Operating cost for the month: \$84,219.00



Service Delivery

Operating Cost per vehicle Mile

	Local	State	Federal	Farebox	Other	Total
Apr-12	\$ 1.82	\$ 0.85	\$ 0.47	\$ 0.21	\$ 0.13	\$ 3.46
FY 2012	\$ 1.68	\$ 0.79	\$ 0.44	\$ 0.23	\$ 0.12	\$ 3.19
Fy 2011	\$ 2.58	\$ 1.21	\$ 0.67	\$ 0.17	\$ 0.19	\$ 4.91

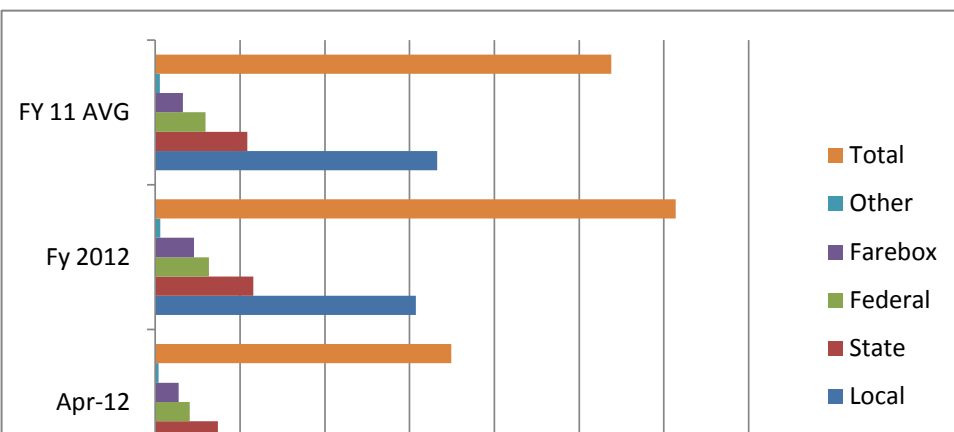
Average passengers per service hour 5.06. Miles since last incident: 49,475

Funding Diversification

Local	State	Federal	Farebox	Other	Total
\$49,155	\$17,844	\$9,735	\$6,585	\$900	\$84,219
65%	20%	11%	4%	1%	100%

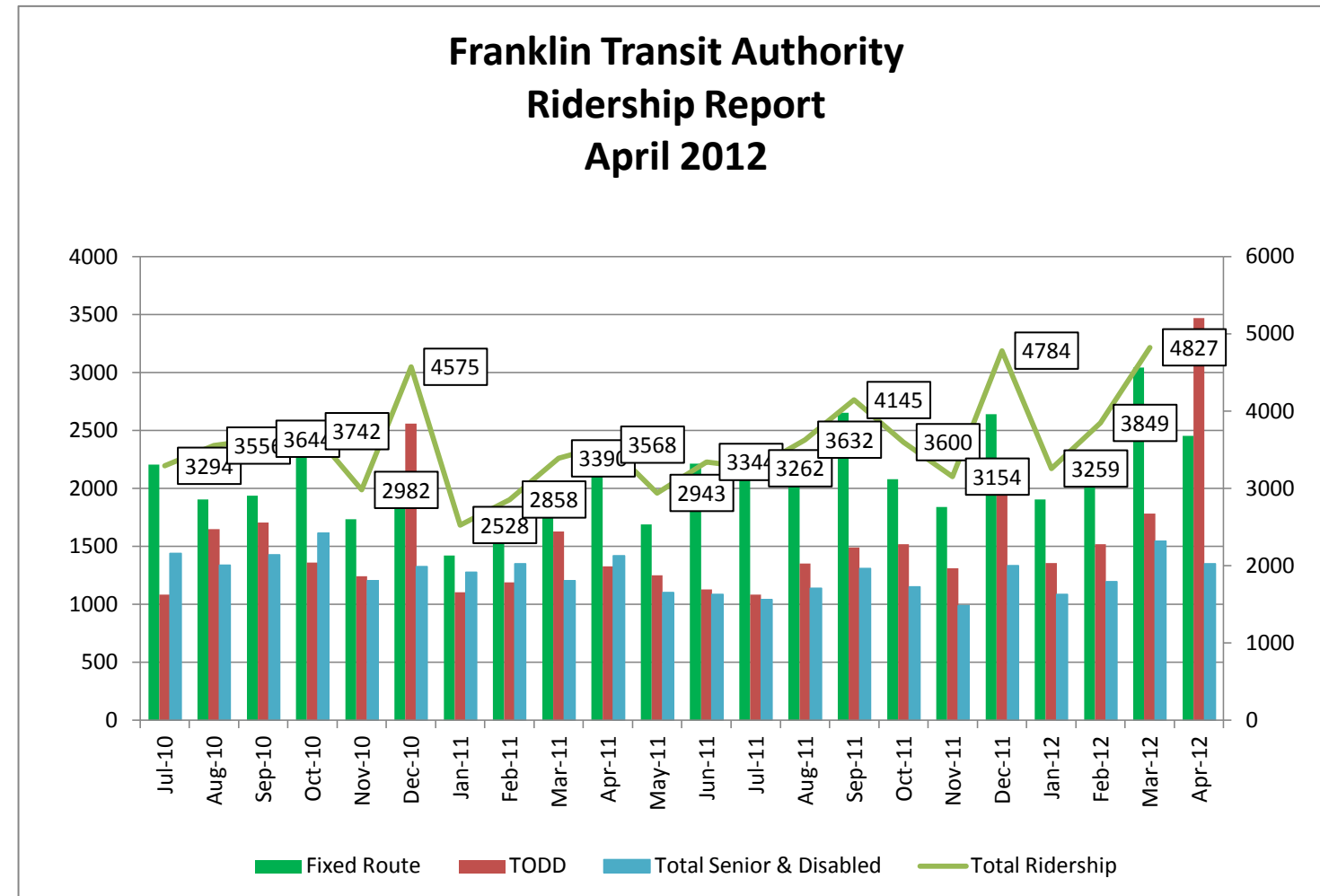
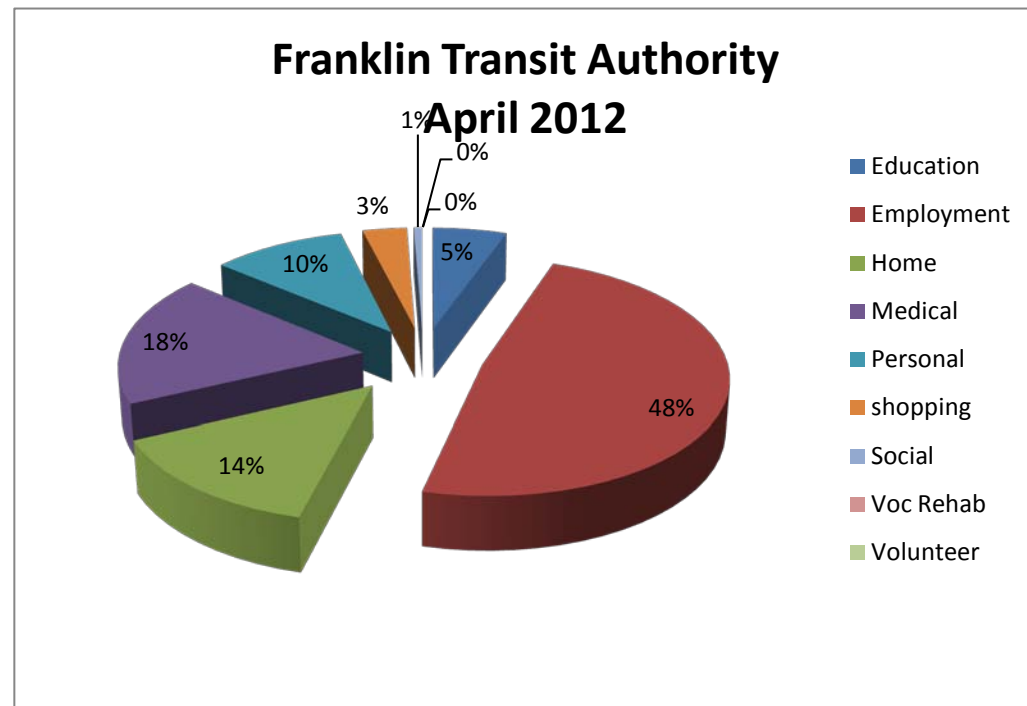
*Operating Cost per passenger:

	Apr-12	Fy 2012	FY 11 AVG
Local	\$10.18	\$ 15.36	\$ 16.63
State	\$3.70	\$ 5.78	\$ 5.41
Federal	\$2.02	\$ 3.15	\$ 2.95
Farebox	\$1.36	\$ 2.27	\$ 1.62
Other	\$0.19	\$ 0.29	\$ 0.27
Total	\$17.45	\$ 30.70	\$ 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
Fixed Route	2208	1907	1938	2380	1737	2013	1424	1667	1759	2238	1692	2213	2176	2278	2654	2080	1842	2642	1904	2329	3043	2455
TODD	1086	1649	1706	1362	1245	2562	1104	1191	1631	1330	1251	1131	1086	1354	1491	1520	1312	2142	1355	1520	1784	3469
Total Ridership	3294	3556	3644	3742	2982	4575	2528	2858	3390	3568	2943	3344	3262	3632	4145	3600	3154	4784	3259	3849	4827	5924
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



FRANKLIN TRANSIT AUTHORITY
BOARD ACTION ITEM

Item Number: 05-21-12-7

Meeting Date: 05-21-12

Item Title: Consideration of FY 12-13 Franklin Transit Revised Budget

BACKGROUND

Attached is the Proposed FY 2012-13 Transit Revised Budget for your consideration.

The General Fund line item of the Franklin Transit Budget reduced from \$515,000 to \$462,092 as a result of reconciliation between Franklin Transit and City of Franklin, in addition to additional funding we acquired on behalf of City of Franklin.

STAFF RECOMMENDATION

Staff recommends that the Franklin Transit Authority approve the revised FY 2012-13 Budget.

Approved _____
Board Officer

_____ *Date*

2012/2013 Transit Budget In Process

	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>Current Annual Budget</u>	<u>Draft Budget 2012-2013</u>	<u>Notes</u>
REVENUES:					
Revenue Grant - Transit	\$ 576,723.59	\$ 590,000.00	1,180,000.00	\$463,092.00	City of Franklin - General Fund
Revenue - Contracts	7,670.00	800.00	1,000.00	\$60,000.00	5307 Preventive Maintenance - no state match on VH PM
Revenue - Transit Fares	45,278.41	26,000.00	52,000.00	\$214,000.00	TDOT Operating Assistance
Revenue - Transit Net/Other	0.00	0.00	0.00	-	JARC
Revenue - Transit Fares; HT	0.00	12,000.00	12,000.00	\$35,000.00	New Freedom Funds - RTA
Revenue - Transit-Other	8,368.84	0.00	0.00	\$32,000.00	New Freedom Funds - TDOT
				\$279,515.00	Capital Cost of Contracting
Total Revenues	638,040.84	628,800.00	1,245,000.00	\$7,500.00	Revenue - Contracts/Charters
				\$55,000.00	Revenue - Transit Fares
				\$12,000.00	Revenue - Holly Trolley Fares
				\$8,100.00	Revenue - Estimated Interest on Fares Account
				\$9,600.00	Revenue - Rental Income - Transit Office
				\$100.00	Revenue - Transit Equipment Lease-Vehicles
				\$32,208.00	Revenue - Fleet Facility Funding - Grant Balance
				\$7,500.00	Revenue - Estimated Sale of 2 Vehicles
				\$50,400.00	Revenue - Capital Funding - 1 Transit Vehicle
				\$1,266,015.00	
TRANSIT OPERATIONS COST:					
Salaries - Transit Admin.	35,257.73	50,400.00	100,800.00	\$80,000.00	
Salaries - Transit Drivers	133,677.17	142,889.00	285,778.00	\$277,000.00	
Salaries - Contracts	2,759.67	1,600.00	2,000.00	\$5,500.00	
Salaries - Transit Operations	37,433.75	43,149.00	86,300.00	\$77,862.00	
Salaries - Cleaning	282.93	501.00	1,000.00	\$1,000.00	
Salaries - Holly Trolley	4,783.73	5,000.00	5,000.00	\$10,000.00	
Employer PR Tax	18,927.62	18,512.00	37,025.00	\$36,000.00	
Empl'ers WC/UC	8,552.46	14,500.00	29,000.00	\$18,000.00	
Empl'ee Benefits-Transit Admin	13,751.40	19,001.00	38,000.00	\$29,600.00	
Empl'ee Benefits-Transit Drivr	40,114.38	46,000.00	92,000.00	\$90,000.00	
Employee Benefits - Contracts	1,075.41	550.00	1,100.00	\$2,000.00	
Empl'ee Benefits-Transit Oper.	11,173.42	13,800.00	27,600.00	\$30,366.00	
Employee Benefits - Cleaning	115.77	318.00	640.00	\$250.00	
Meetings	512.41	999.00	2,000.00	\$2,000.00	
Memberships/Dues	4,321.00	3,750.00	7,500.00	\$8,650.00	
Subscriptions	69.95	300.00	600.00	\$200.00	
Education/Community Outreach	257.03	6,000.00	12,000.00	\$10,000.00	
Print Advertising	5,105.05	5,850.00	11,700.00	\$10,200.00	
TV Advertising	1,200.00	0.00	0.00	\$2,400.00	
Radio Advertising	4,263.03	4,500.00	9,000.00	\$9,000.00	
Printed Brochures & Pieces	5,865.00	3,500.00	7,000.00	\$7,000.00	
Promotional Products	2,537.27	2,250.00	4,500.00	\$5,000.00	
Transit Maintenance	34,908.25	32,500.00	65,000.00	\$75,000.00	
Transit Bldg/Oper. Maintenance	4,018.19	9,000.00	18,000.00	\$12,000.00	
Transit Maint. Facility-Rent	20,128.02	20,130.00	40,260.00	\$40,500.00	
Transit Maint. Fac - Utilities	10,208.05	11,000.00	22,000.00	\$24,000.00	
Trolley Cleaning & Supplies	10.00	0.00	0.00	\$1,000.00	
Transit Center Cleaning	1,830.00	2,400.00	4,800.00	\$4,800.00	
Equipment - Transit	2,941.28	2,550.00	5,100.00	\$5,000.00	
Postage	351.17	587.00	1,175.00	\$1,065.00	
Professional Services	13,237.50	14,800.00	18,220.00	\$5,100.00	
Supplies	4,425.31	5,000.00	10,000.00	\$9,800.00	
Uniforms	3,930.78	4,575.00	9,150.00	\$8,500.00	
Radio Communications	3,606.27	4,500.00	9,000.00	\$9,000.00	
Travel & Training	2,257.85	1,750.00	3,500.00	\$4,500.00	
Transit Fuel	48,530.01	37,500.00	75,000.00	\$100,000.00	
Automobile/Trolley Insurance	49,949.00	93,000.00	93,000.00	\$72,000.00	
Legal Fees	1,400.00	1,250.00	2,500.00	\$2,500.00	
Transit General Liability	38,646.64	36,600.00	36,600.00	\$42,000.00	
Errors & Omissions Liability	5,789.00	6,562.00	6,562.00	\$6,562.00	
Transit-DAM Compliance	1,432.00	1,000.00	2,000.00	\$2,500.00	
Planning/Transit	0.00	8,795.00	17,590.00	\$32,410.00	
Ind Chgs Reassign-Transit	19,092.56	22,000.00	44,000.00	\$39,000.00	
Ind Chgs Reassign-Contracts	313.31	500.00	1,000.00	\$750.00	
Total Operations Cost	599,041.37	699,368.00	1,245,000.00	\$1,210,015.00	
Transit Capital Costs - 1 Transit Vehicle				\$56,000.00	
Total 2012/2013 Budget				\$1,266,015.00	