

Move that Bus

Rethinking Public Bus Service to Promote Smart Growth Lifestyles

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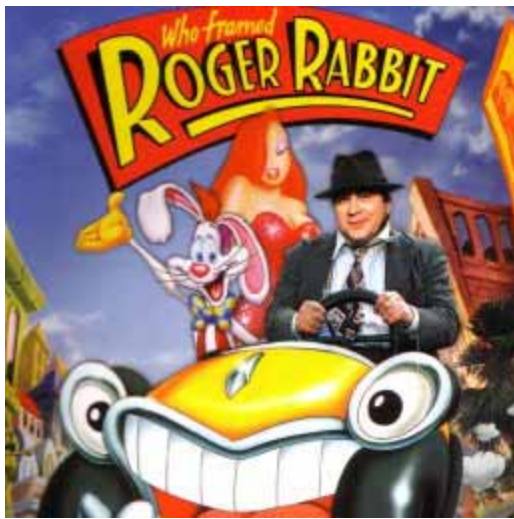
Franklin TN, Mayor, Dr. Ken Moore

Franklin, Tennessee

- * 65,000 Population
- * 49 Percent Growth over past 10 years!
- * Historic
- * Economic generator for region and State



Who Framed Roger Rabbit?



The Way It Was

- * Sleepy southern town
- * Close to state capitol
- * The 1880's municipal rapid transit/ suburban railroads
- * The doubters
- * The supporters
- * The selling points
- * The opponents



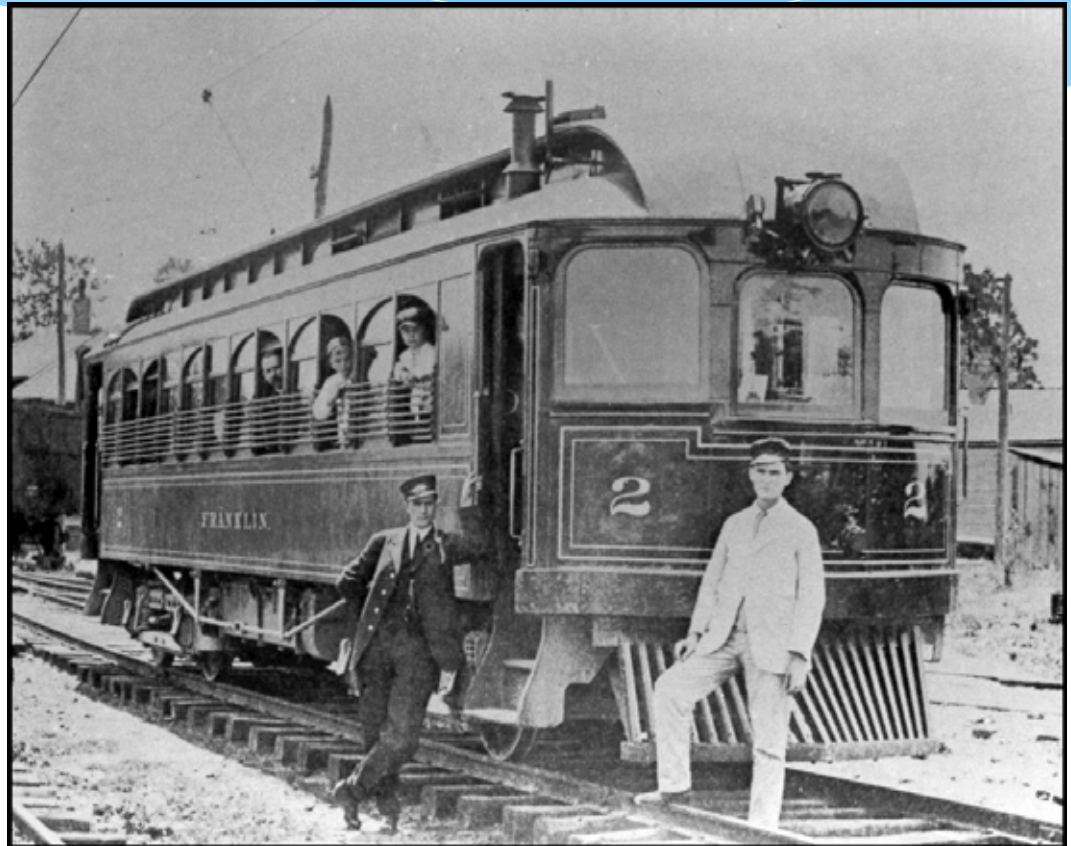
Positives...

- **Economic Development**
- **Fast transport**
- **Farmers produce faster to market**

The Way it Was

Challenges...

- Not endorsed by public
- Financial challenges
- Local merchant opposition
- Toll road opposition
- Right-of-way acquisition



Successes....

Private financial backing
Right-of-way donated
consistent ridership
never lost money

Demise...1941

Paving of Nashville/Franklin
Highway

Buses introduced



Regional Initiatives

- * Mayor's Caucus
- * Transit Alliance
- * Citizens Transit Leadership Academy
- * Music City Star
- * Regional Buses
- * East West Connector
- * Van Pools
- * Local initiatives

Not your mother's vanpool

Van pools/ more acceptance



Local Transit

- The face of the local rider-47% work related, 25% medical
- Franklin Transit Authority-option available to 90%
- The Changing face of riders
- Multimodal



Remember: “Smart growth is better than its
opposite”

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