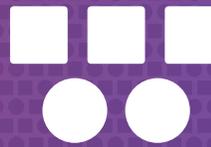




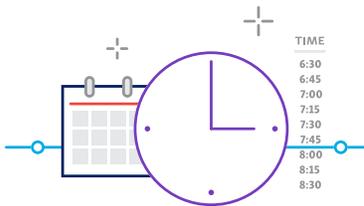
Nashville
MTA

is now



WeGo
Public Transit

It's more than a new name and a fresh coat of paint.



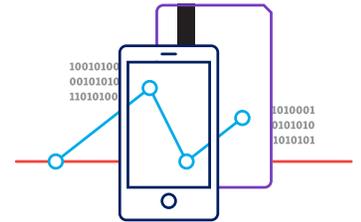
Streamlined Services

We want to get you where you're going as quickly and as efficiently as possible. Not only are we adjusting current routes for more timely service, we're also making strides to streamline services on our most popular routes.



Redesigned Spaces

We want you to enjoy your journey. That's why we're getting a little—okay, a big—touch-up. You'll soon see major improvements at Central (formerly Music City Central), van and bus upgrades, revitalized bus stops, new digital arrival displays and wayfinding signage throughout our entire system.



Updated Technology

We want to make planning your trip easier than ever before. Strides are being made to roll-out mobile fare cards and payments, online booking for Access (formerly AccessRide) and free Wi-Fi on select buses and at Central. We're also making real-time bus route information available through a variety of popular transit information apps.

Frequently Asked Questions

Why is Nashville MTA getting a new name and logo?

As Nashville continues to grow, we need to better embody the community we serve. It was made unequivocally clear to MTA/RTA officials during the nMotion process that our services are too confusing. Our new name, logo, and brand colors will help us to become more unified and recognizable in the community we serve. The WeGo rebrand is a great way to reinvigorate pride in our system and marks a renewed commitment to making transit better for all.

Why now?

Just because we are not getting bigger, doesn't mean we shouldn't get better. The rebranding of our system is just the beginning of many improvements we will be making over the next several years. We are already on our way to getting better with renovations at Music City Central, the new fare payment system under contract, and with the delivery of 50 new buses and vans, a rapid changeover in brand identity can be accomplished at minimal cost.

How long will it take to transition all Nashville MTA materials to WeGo Public Transit?

Nashville MTA has been around for more than 25 years. As you can imagine, we have a lot of materials to change. Over the next year, you will see a concerted effort made to change over customer-facing information such as pocket schedules, system maps, building signs, employee uniforms, and online presence to reflect the new brand. Bigger items such as buses, vans, and bus stop signs will take longer, but work has already started to plan for those changes. We expect it will be least three years before everything is changed out.

What about RTA? Will RTA change to the new brand?

The MTA and RTA are two independent organizations. At this time, there is no plan to alter the brand for the RTA. However, many of the same findings in the nMotion process with respect to confusion over services that were found to be true for the MTA were also expressed with respect to the RTA. As a result, we expect the RTA will take up the issue of branding and identity in the near future.

How did the transit referendum impact the rebranding?

It had no impact on the rebranding, as the decision to rebrand was approved by the MTA Board of Directors prior to May 1. This is being done for our customers and employees as we heard time and time again during the nMotion process that we need a simpler, more updated look to reflect Nashville and Middle Tennessee's growth and creativity. This represents another effort to enhance the transit system for Nashvillians.

What about the Music City Circuit, BRT lite? Will their names change?

Yes. Beginning with the announcement later this summer of the Comprehensive Operational Analysis, which is a study of our overall system with recommendations of how to simplify services for our customers, WeGo will lay out the new sub-brand names.

How much did this cost?

Approximately \$100,000 came out of Nashville MTA's planning budgets, set aside in FY2018 for marketing strategy, name, and logo as part of the overall nMotion plan. These funds are not eligible to be used for services. With the delivery of 50 new buses and vans this year (almost 20 percent of the overall fleet) and major renovations of Music City Central, the timing was perfect for a cost-effective transition to the new brand. You will see additional assets converted to the new brand (i.e. printed materials, uniforms, etc.) as existing stock is depleted.

How much will this cost taxpayers once the new brand is fully rolled out?

Conversion to the new logo and color scheme will occur as assets are scheduled for replacement. As such, ongoing costs are expected to be minimal. The delivery of the new buses and vans also proved to be a cost-effective way to offset a lot of the major costs associated with the rebranding, by having them painted as part of the manufacturing process rather than repainting later.

What does WeGo mean to the community?

As WeGo, we are recommitting ourselves to connecting people to their lives and communities. We are striving to be an embraced part of the community through friendly, sustainable, reliable, and trusted public transportation.

What's next for the WeGo branding transition?

New vehicles will arrive over the next few months, and bus shelters and bus stops will transition over the next 18 to 24 months. The uniform selection process will begin later this year for Operations staff, including bus operators and maintenance.