



# TPAC Rideshare Pilot

Traffic and Parking Commission  
January 13, 2025

Meghan Mathson & Brent Schultz





# SUMMARY

*The Nashville Department of Transportation and Multimodal Infrastructure (NDOT) and the Tennessee Performing Arts Center (TPAC) will run a drop off and pick up rideshare zone pilot program from January 28 through February 23, 2025 to analyze data and develop framework NDOT can use when implementing other rideshare drop off and pick up zones throughout the Downtown Core*

**NDOT**







## Mission

The Rideshare Zone Pilot Program aims to enhance traffic flow, safety, and organization around the Tennessee Performing Arts Center (TPAC) by collaborating with Uber and Lyft to establish designated drop-off and loading zones.

# Initiative Goals

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Streamline process  
for rideshare  
vehicles



Reducing congestion



Minimizing safety  
hazards



Create smoother  
access for TPAC  
attendees

Pilot program will provide important data to help guide Rideshare Zone Framework that will help NDOT implement Rideshare Zones throughout the Downtown Core.

# Connect Downtown's FIVE BIG MOVES



- Manage Congestion
- Improve Safety
- Move More People
- Create Complete Networks
- Maximize the Curb



## Taxi and Ridehail Pick-Up and Drop-Off

**The heart of Downtown Nashville's entertainment district is a hot-bed of activity for taxis and ridehailing companies like Lyft and Uber.**

These services operate in the most congested areas at the busiest times of day, such as after a Preds game or on a weekend evening. They place significant demands on the curb and can block buses, delivery zones, and bike lanes.

Connect Downtown recommends the following strategies to manage the impacts these vehicles have on the mobility system:



**Increase the amount of curb space** for passenger pick-up/drop-off activity (see maps on previous pages)



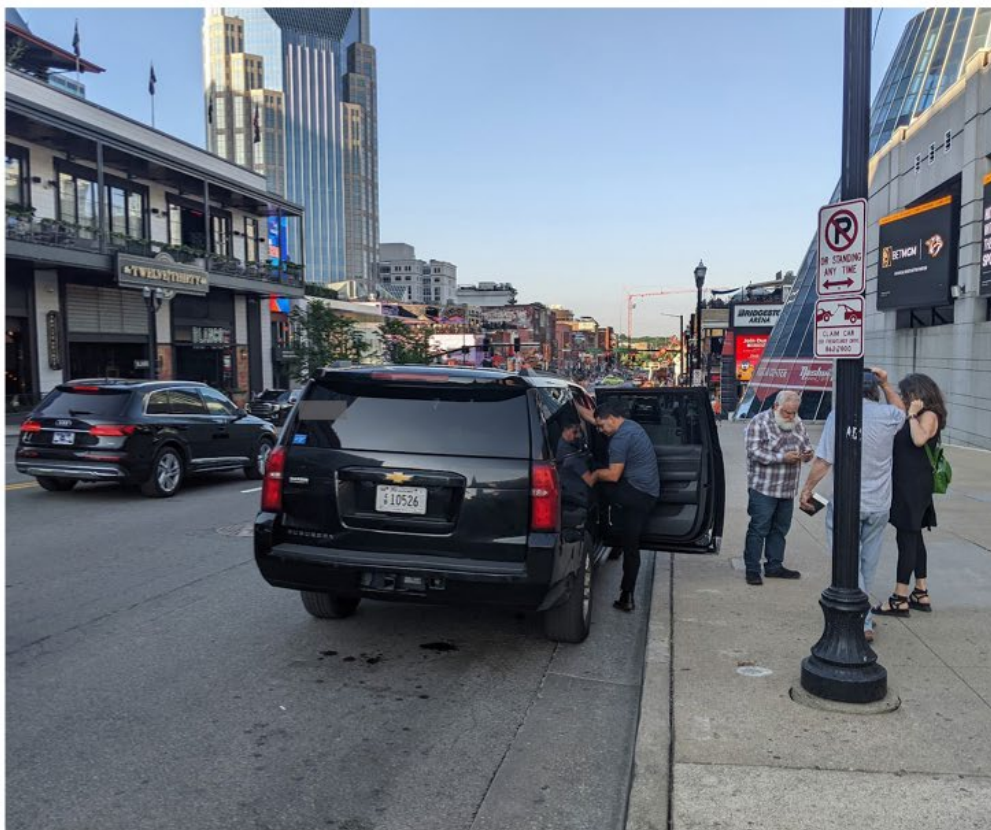
**Require permits** for taxis and ridehail vehicles to use designated areas



**Expand the use of geofencing** to define where taxis and ridehail vehicles may drop-off or pick-up passengers



**Charge a fee** for trips that begin or end in Downtown Nashville during peak hours







## Rideshare Pilot with Tennessee Performing Arts Center aligns with Connect Downtown's Big Moves –



- Improving the flow of traffic outside the venue
- Helping make rideshare pick up and drop off safer and more organized
- Getting rideshare vehicles out of the travel lanes when loading



# Pilot Program

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TPAC is the first venue in the downtown core partnering with NDOT to pilot a rideshare pick up and drop off zone near their business

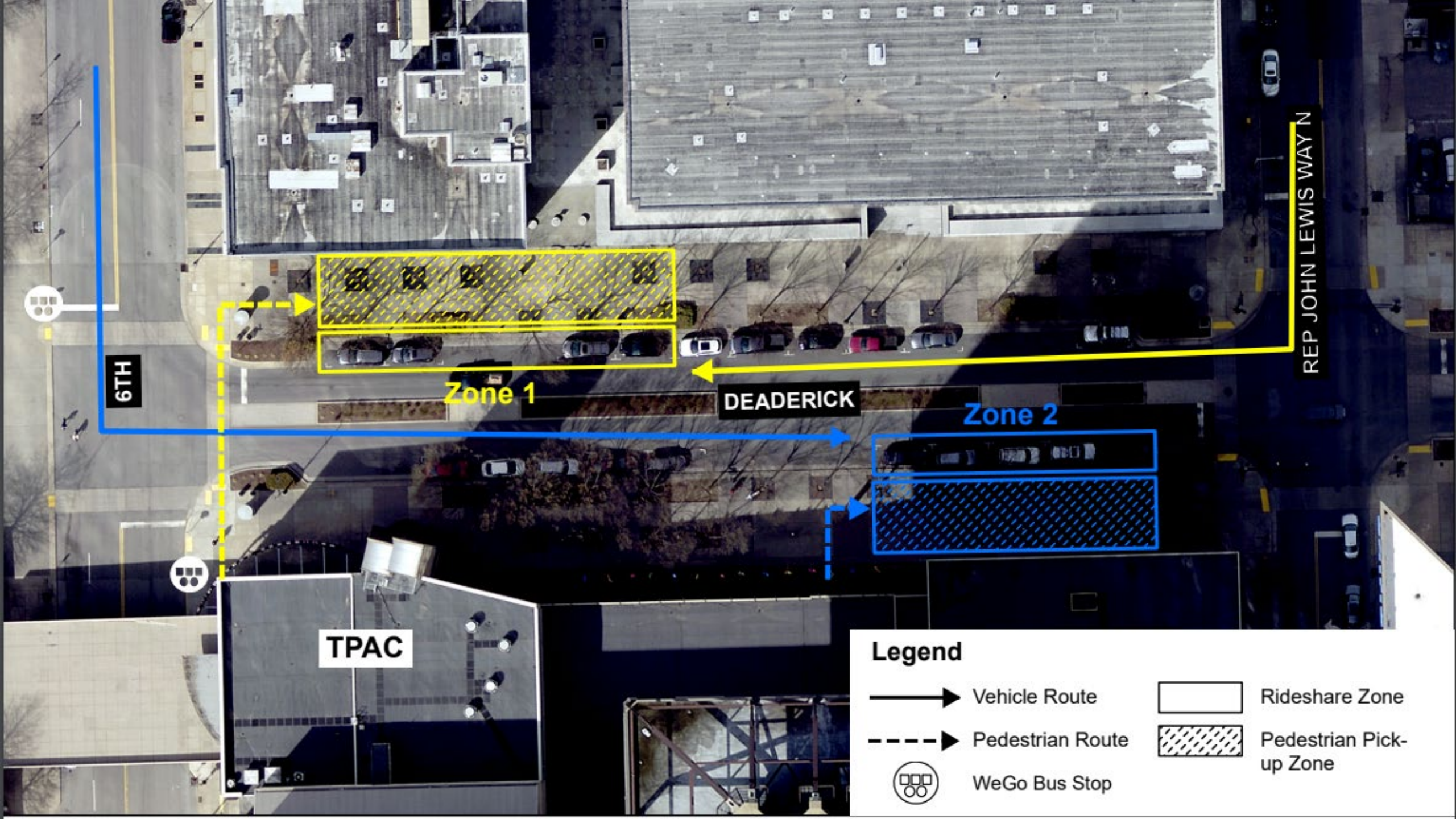
***Proposed Dates: January 28 – February 23, 2025***

UBER & Lyft will have dedicated and signed passenger loading zones before and after TPAC performances

- TPAC Valet will operate as usual

Rideshare companies will geofence these areas in their apps, directing the passengers to zones

- NDOT will sign and monitor zones
- Fines will be levied for non-compliance



6TH

REP JOHN LEWIS WAY N

TPAC



Zone 1



Zone 2

DEADERICK

**Legend**



Vehicle Route



Pedestrian Route



WeGo Bus Stop

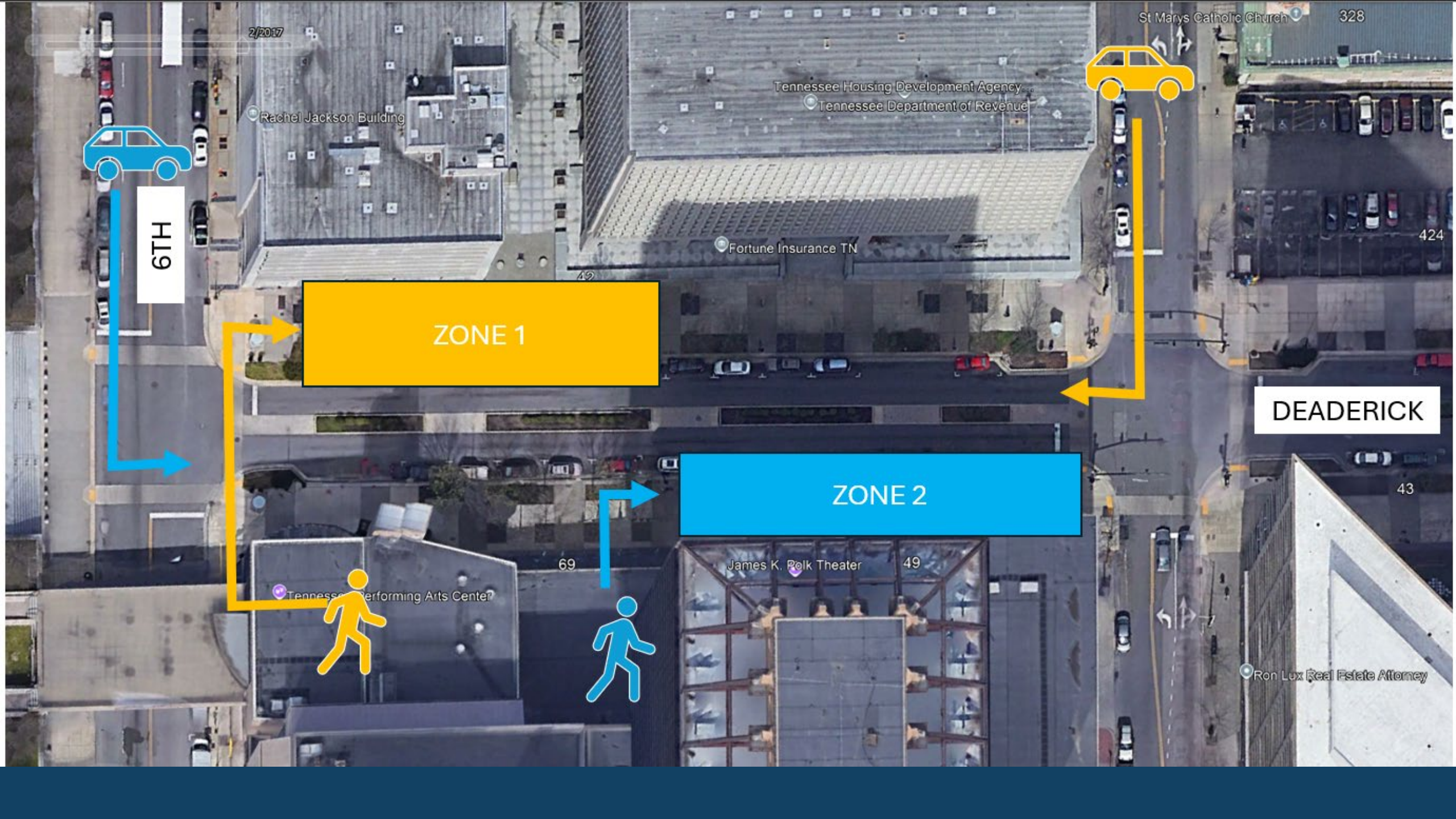


Rideshare Zone



Pedestrian Pick-up Zone





2/2017

St Marys Catholic Church

328

Tennessee Housing Development Agency  
Tennessee Department of Revenue

Rachel Jackson Building

Fortune Insurance TN

424



6TH

ZONE 1



DEADERICK

ZONE 2

43

Tennessee Performing Arts Center



69



James K. Polk Theater

49

Ron Lux Real Estate Attorney

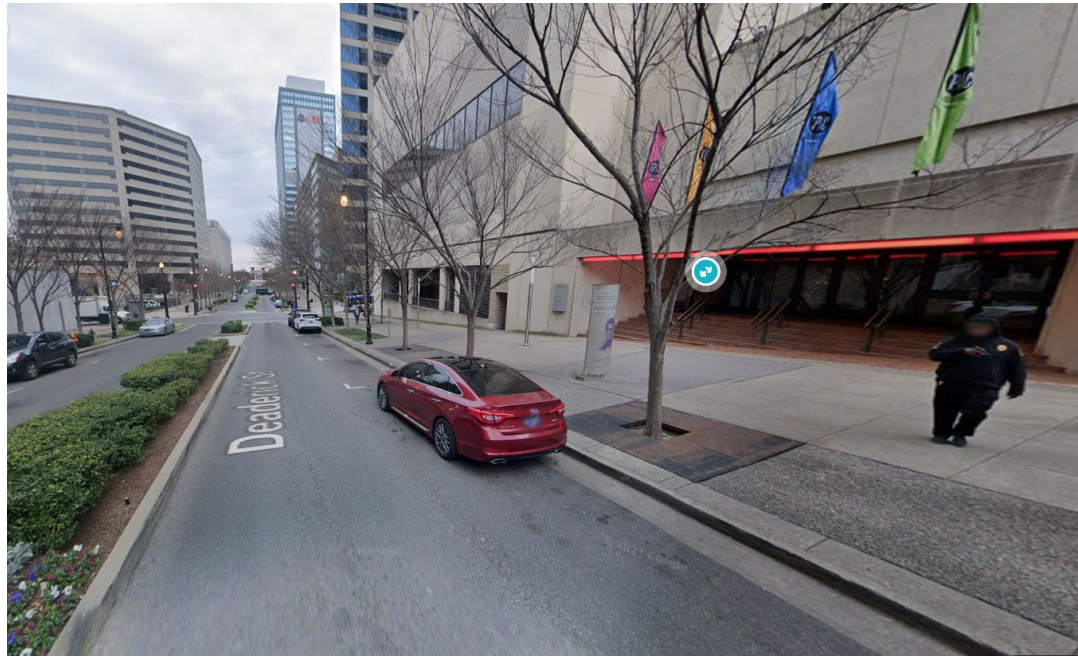






# Proposed Rideshare Zones Street View

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# Estimated Revenue Lost

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9 Spaces  
Used During  
Pilot Program

20 Show Days  
while Spaces  
are Used

Estimated  
Total -  
\$1,176.92



# Parking Space Black Out Dates

- Active every show-day at TPAC. Pilot will begin two hours prior to the show, and end one hour after the show.
- The space will be blocked 24-hours in advance.

## JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	<del>28</del>	<del>29</del>	<del>30</del>	<del>31</del>	

## FEBRUARY

S	M	T	W	T	F	S
						<del>1</del>
<del>2</del>	<del>3</del>	4	5	6	<del>7</del>	<del>8</del>
9	10	<del>11</del>	<del>12</del>	<del>13</del>	<del>14</del>	<del>15</del>
<del>16</del>	17	<del>18</del>	19	<del>20</del>	<del>21</del>	<del>22</del>
<del>23</del>	24	25	26	27	28	

# Tennessee Performing Arts Center Event Dates during Rideshare Zone Pilot

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Week 1 January 26 –February 1, 2025		
Tues. 01/28	Chicago	7:30 pm
Wed. 01/29	Chicago	7:30 pm
Thurs. 01/30	Chicago	7:30 pm
Fri. 01/31	Chicago Martha Graham Dance Co.	7:30 pm 7:30 pm
Sat. 02/01	Chicago Martha Graham Dance Co.	2 pm & 7:30 pm 2 pm & 7:30 pm

- Proposed loading zones will start 2 hours before shows and 1 hour after the show ends
- NDOT will close loading zones 24 hours in advance and provide wayfinding signage

**Week 2**  
**February 2 – 8, 2025**

Sun. 02/02	Chicago	1 pm & 6:30 pm
Fri. 02/07	Step Afrika!!	7 pm
Sat. 02/08	TPAC's Family Day	1:30 pm

**Week 3**  
**February 9 – 15, 2025**

Sun. 02/09	Pink Sweat\$	7:30 pm
Tues. 02/11	& Juliet	7:30 pm
Wed. 02/12	& Juliet	7:30 pm
Thurs. 02/13	& Juliet	7:30 pm
Fri. 02/14	& Juliet The Mountaintop	7:30 pm 7:30 pm
Sat. 02/15	& Juliet The Mountaintop Girls Gone Bible Live Tour	2 pm & 7:30 pm 2 pm & 7:30 pm 7 pm



**Week 4**  
**February 15 – 23, 2025**

Sun. 02/16	& Juliet The Mountaintop	1 pm & 6:30 pm 2 pm
Tues. 02/18	Sam Morril: The Errors Tour	7 pm
Thurs. 02/20	The Mountaintop	7:30 pm
Fri. 02/21	The Mountaintop Marc Maron: All In	7:30 pm 8 pm
Sat. 02/22	The Mountaintop The Sleeping Beauty BeeGees Tribute Show	2 pm & 7:30 pm 2 pm 7:30 pm 8 pm
Sun. 02/23	The Sleeping Beauty The Mountaintop	2 pm 2 pm

## Next Steps

TPC approval to move forward with Rideshare Pilot

TPAC and NDOT send out messaging and PR about Pilot

Analysis of data collected during pilot

Recommendations for recreating rideshare zones throughout downtown core

# NDOT Responsibilities

NDOT Planning staff will work closely with TPAC and Rideshare Companies to formalize central, coordinated messaging

- Provide messaging on social media platforms and website
  - Work with TPAC Marketing Team to develop messaging
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- Enforcement by NDOT Code Enforcement
    - NDOT staff will set up visible zone markers and monitor adherence
    - Zones will be active 2 hours before a performance and 1 hour after
    - Maintain presence for regulatory and code enforcement purposes

# TPAC Responsibilities

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## Visitor Information

- **Communication led by TPAC directly to patrons via:**
  - “Know Before You Go” Event Emails
  - Social Media Campaign
  - Pre and Post Show Interior Announcements
  - Interior Signage & Security Officer Information

TPAC will send post pilot survey to performance attendees to get feedback



# QUESTIONS

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# THANK YOU!

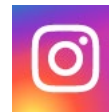
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[Nashville.gov/departments/transportation](https://Nashville.gov/departments/transportation)