

DRAFT MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
April 30, 2015

Members Present: Mike DeKalb, Stephen Speicher, Jenni Lesoing-Lucs, Linda Carter,

Members Absent: Janet Goodman-Banks, Jason Hellbusch, Don Herz

Staff Present: Mike Davis, Mike Weston, Scott Tharnish, Glenn Knust, Brian Praeuner, Suzanne Ideus, Connie Thoreson, Charlie Schroeder

I. REGULAR BOARD MEETING

Chairman DeKalb opened the meeting, noting the Open Meetings Act and Patron Conduct Notice posted on the north wall.

A. Patrons to be Heard

None

B. Review/Action Items

- **March 26, 2015 StarTran Advisory Board Meeting Minutes** - A motion for approval was made by Jenni Lesoing-Lucs and seconded by Linda Carter to approve the 3/26/15 minutes as submitted. The 3/26/15 StarTran Advisory Board Minutes were approved 4-0 (DeKalb, Speicher, Lesoing-Lucs, and Carter, all voted "aye".)

C. Presentations

Gold's Improvements – Brian Praeuner (Report Attached)

Brian Praeuner presented the Gold's Improvement Plan noting the main concerns for the area including pedestrian safety, air circulation, litter, and loitering of non-bus patrons. The conditions of the area include poor landscaping, unnecessary seating, narrow access, and blocked accessibility.

The issues are in the early stages of being addressed, with the chain link fence removal completed in 2014 and increasing the presence of LPD officers in February, 2015. Future plans include bench removal (west of the shelters), adding enhanced lighting, and an outdoor sound system, as well as installing a pass vending machine. Also included in future plans is removal of the northern most shelter, the half-wall seating, the triangular planter, and the access panels, while adding low-maintenance colorful plantings and additional "no-smoking" signs.

The project is being coordinated with input from DLA, Lincoln Parks & Recreation, the Urban Design Committee (UDC), and the StarTran Advisory Board.

Discussion of the plans brought forward the following points:

- It was suggested that the sound system may prohibit sight-impaired individuals from hearing to navigate the area.
- Some would like to include more enhancements for the pedestrian and rider experiences, along with the proposed removals.
- Ed Zimmer summarized the UDC comments in which they felt that the plan wasn't enough to address the issues and noted that the revised plan should go back to the UDC.
- Approximately half of the seating could be lost, which includes the planter in front of the Gold's door, which was noted as a barrier by staff, but others disagreed.
- It was also mentioned that the area is simply not large enough to accommodate all the bus and patron traffic, especially with the new construction of student housing in the area. It was expressed that the additional pedestrian traffic could make the area safer.

The first steps will be to eliminate the undesirable issues, and then, with input from others, move forward with enhancements.

TDP Mission/Vision – Nelson Nygaard (Report Attached)

The Nelson Nygaard consultant Thomas Wittmann presented the TDP areas of focus, which include Project Overview, Service Evaluation, Market Analysis, Community Outreach, Visions & Goals, and Next Steps.

It was noted StarTran continues to increase ridership with no extra resources and the same amount of service. Nelson Nygaard will develop three individual visions/alternatives utilizing different values from input collected and evaluated. They will also craft Goals & Objectives along with a Mission Statement. Input was received from two open houses and bus operator & supervisor meetings. Nelson Nygaard will be back in September, 2015, to discuss the three alternatives. Final recommendations will be presented in December, 2015.

Mr. Speicher requested accessibility be added to the goals list.

The Board commended Nelson Nygaard on the great work, to this point.

D. Other Business

It was decided to postpone the Projects & Goals and Marketing Plan presentations to the May, 28, 2015, meeting.

E. Patrons to Be Heard

None

G. Adjournment

The meeting was adjourned.

The next meeting is scheduled for May 28, 2015, 8:00 a.m. in StarTran Conference Room.

Gold's Bus Shelter Transfer Station Discussion

April 30, 2015



Existing Conditions at the Golds Bus Shelters



CONCERNS

- Trash/Cigarette Butts
- Poor Air Circulation
- Smoking
- Pedestrian Safety
- Loitering
- Pedestrian Circulation

Existing Circulation



2014 Conditions



Poor Landscaping



Unecessary Seating

Former seating. Seating facing
Golds removed Fall 2014



Narrow Access

2014 Conditions



Blocked Accessibility



Overgrown Vegetation



Difficult to Navigate

Existing Bus Shelters



Shelter 1



Shelter 2

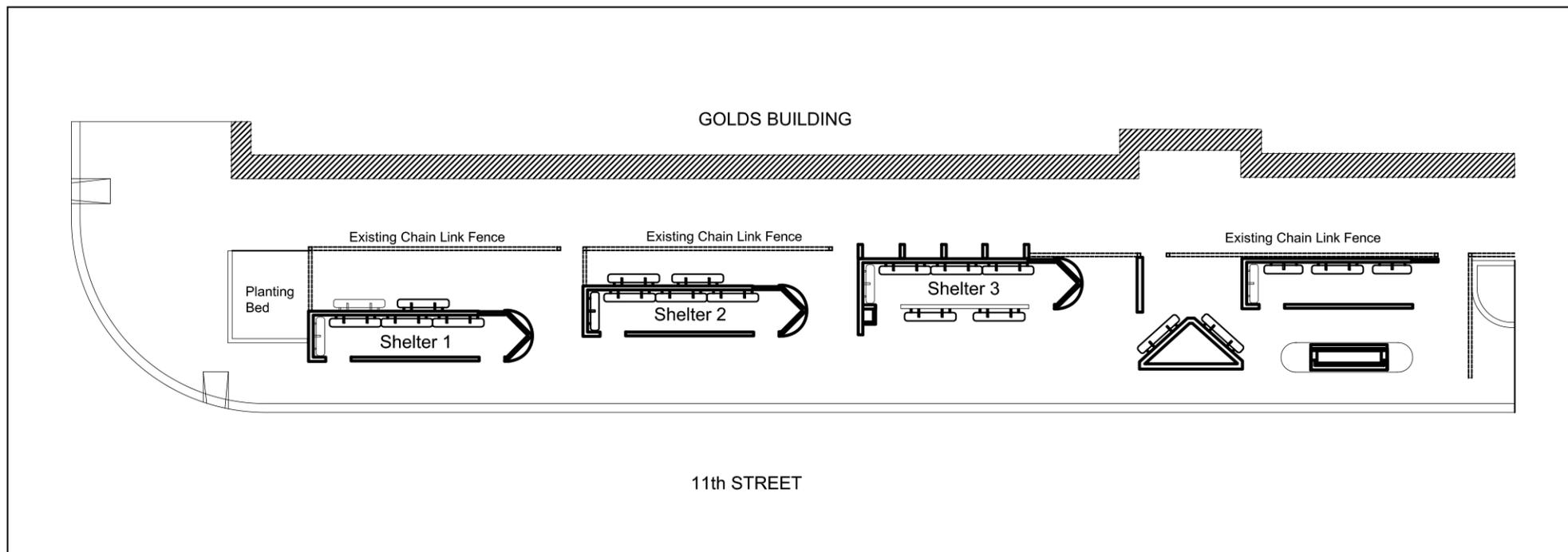


Shelter 3

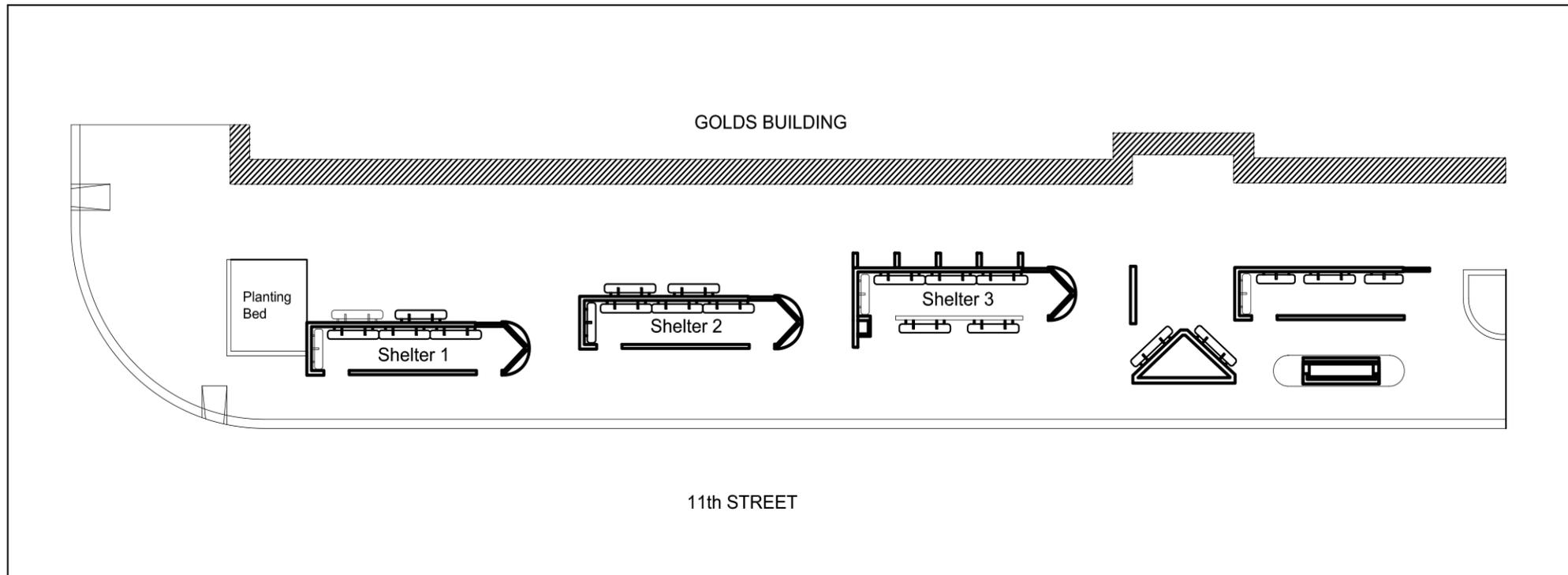
Options to Address Concerns



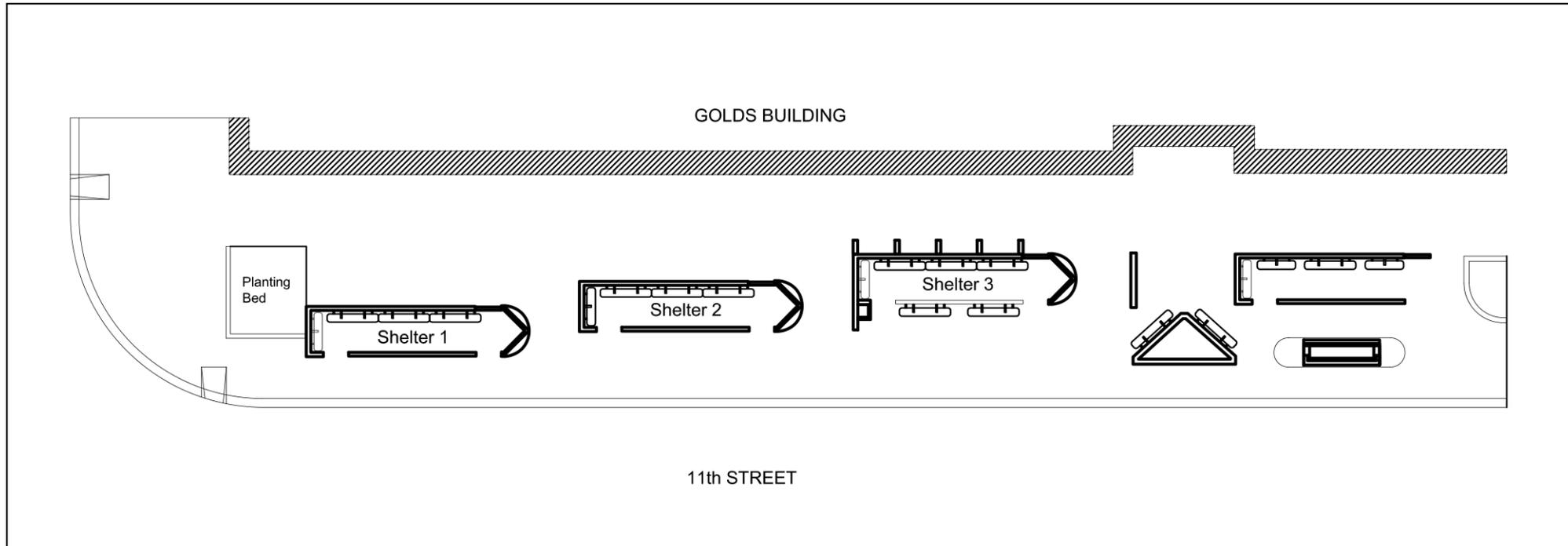
2014 Conditions



Chain Link Fence removed December 2014



Benches removed West of Shelters



Police presence started February 2015



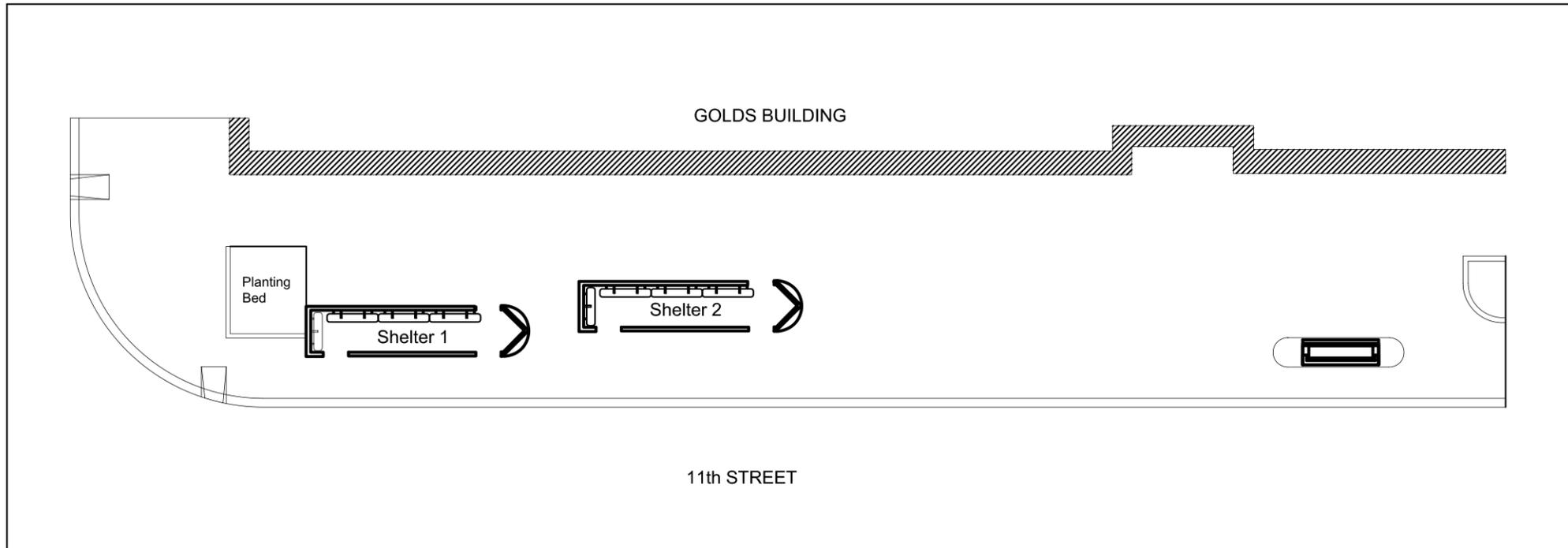
Random police presence enhances safety & security

StarTran Planned Improvements



- Add enhanced lighting under Golds Building overhang
- Add outdoor sound system under Golds Building overhang
- Add pass vending machine

Removal of 3rd Shelter & ½ wall seating area, triangular planter & access panels



Coordination with DLA



- Consider adding colorful low maintenance native plantings that are drought tolerant. Color in the landscape has shown to enhance the experience of pedestrians in public spaces.
- Keep landscape under 3' tall & open site lines.

3rd bus shelter tunnel effect

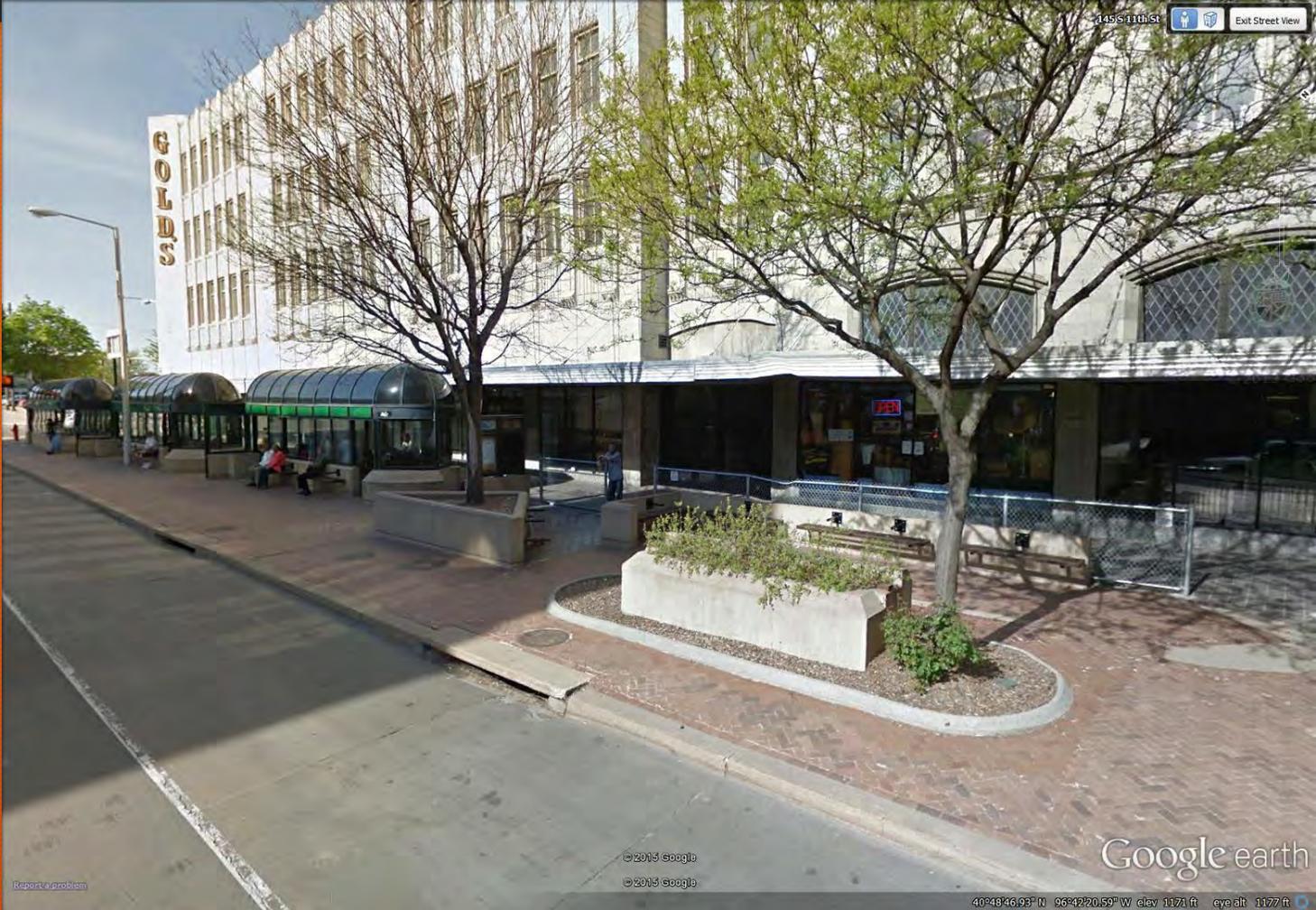


Additional Options

- Introduce additional no smoking signs to discourage people from smoking in and near the shelters.



Improvement area



Discussion





Lincoln StarTran Transit Development Plan *Advisory Committee*

April 2015

Agenda

- Project Overview
- Service Evaluation
 - Ridership Trends
 - Route Productivity
 - Schedule Reliability
- Market Analysis
 - Demographics
 - Travel Patterns
 - Land Use
- Feedback on Needs
- Community Outreach
- Vision and Goals
- Next Steps

Transit Development Plan Goals and Objectives

- Show how StarTran is currently serving Lincoln
- Identify areas for improvement
- Improve financial performance and route productivity
- Provide a roadmap for service growth priorities
- Show capital facility opportunities

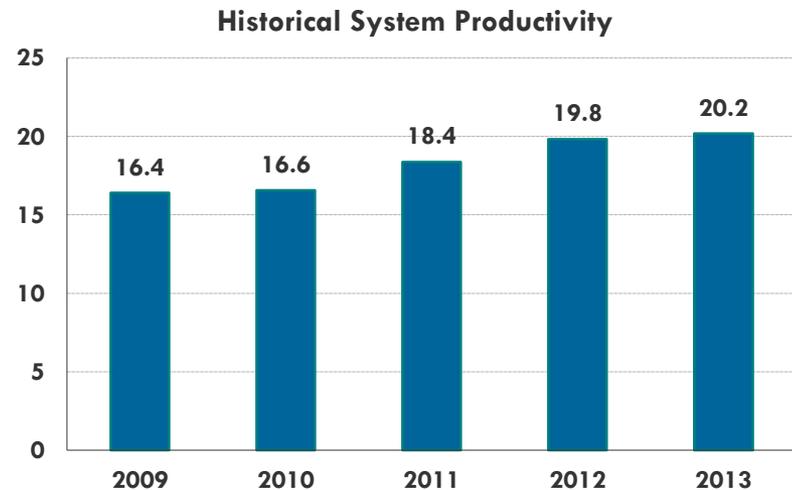
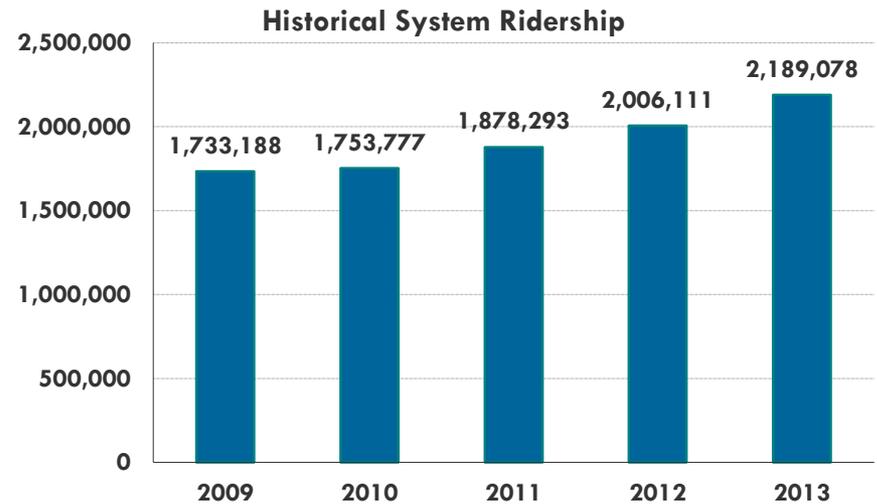
Project Overview

- Completed Tasks
 - Project Kickoff
 - Plan Review
 - Operator Interviews
 - Existing Conditions Report
- Upcoming Tasks
 - Public Workshops
 - Service Standards Update
 - Transit Center Assessment
 - Development of Service Alternatives

System Evaluation

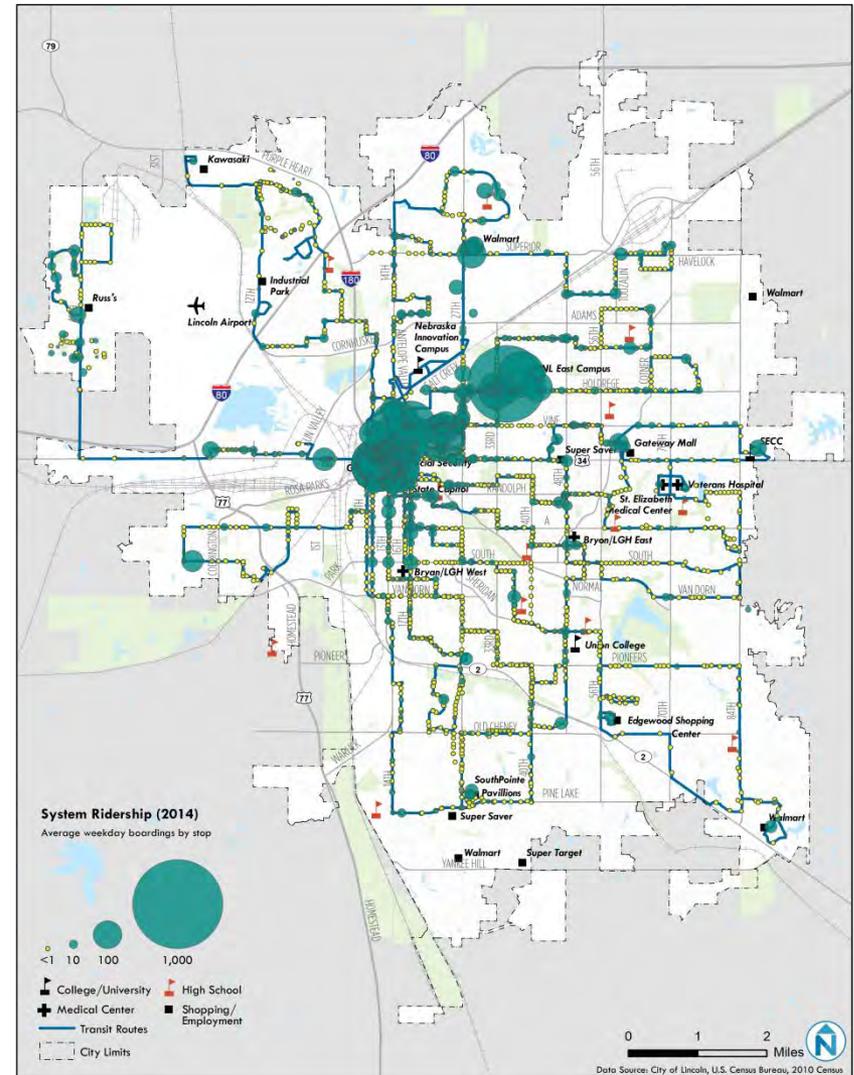
Ridership Trends

- StarTran system ridership and productivity have increased steadily and significantly
- Service levels have not increased at a proportionate rate; StarTran is moving more customers with the same resources



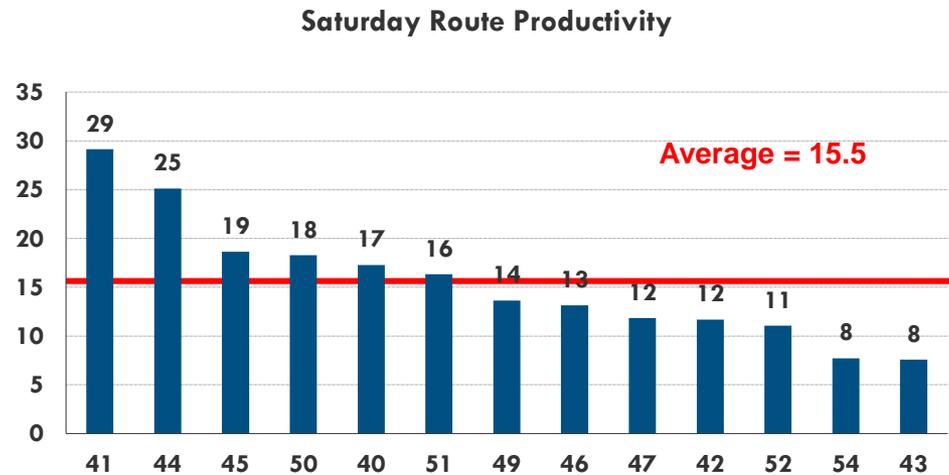
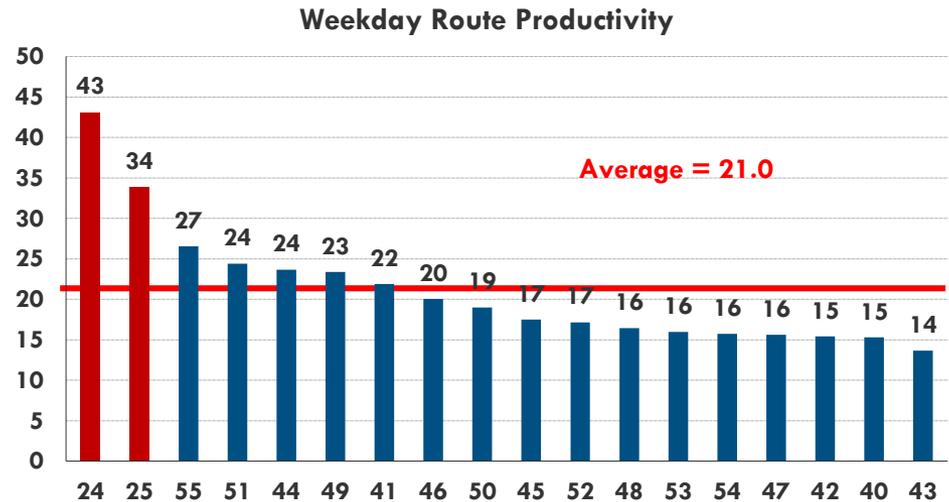
Ridership Locations

- Major ridership generators
 - UNL campuses
 - Downtown
- Secondary generators
 - Gateway Mall
 - SECC
 - Vets Hospital/St. Elizabeth
 - North Walmart
 - SouthPointe
- High service demand
 - South of downtown
 - Arnold Heights
 - 27th Street



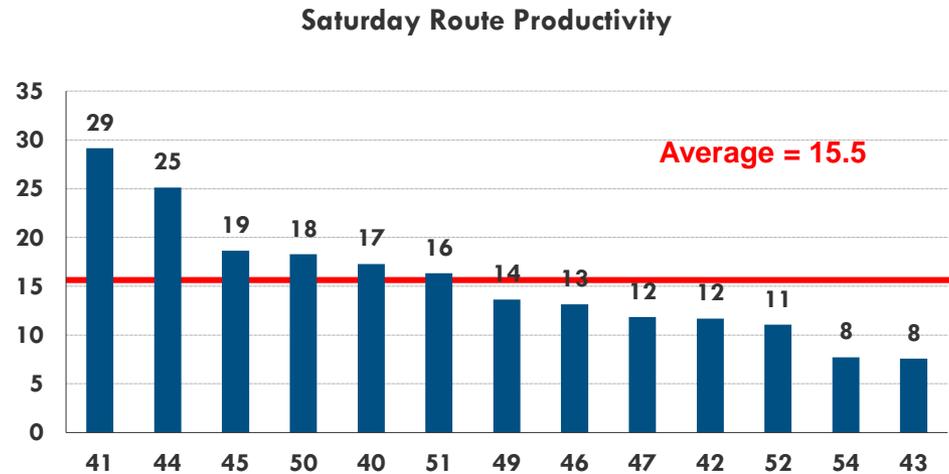
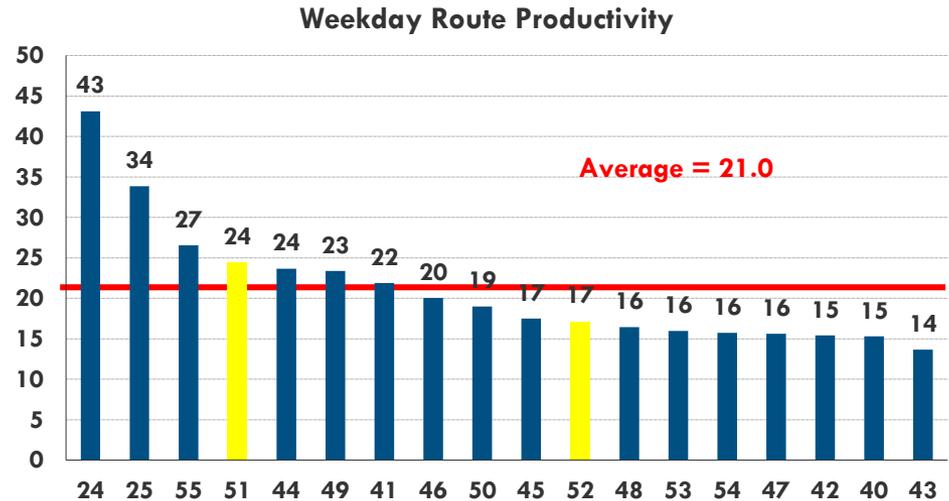
Route Productivity

- UNL routes are frequent (10 minutes) and efficient



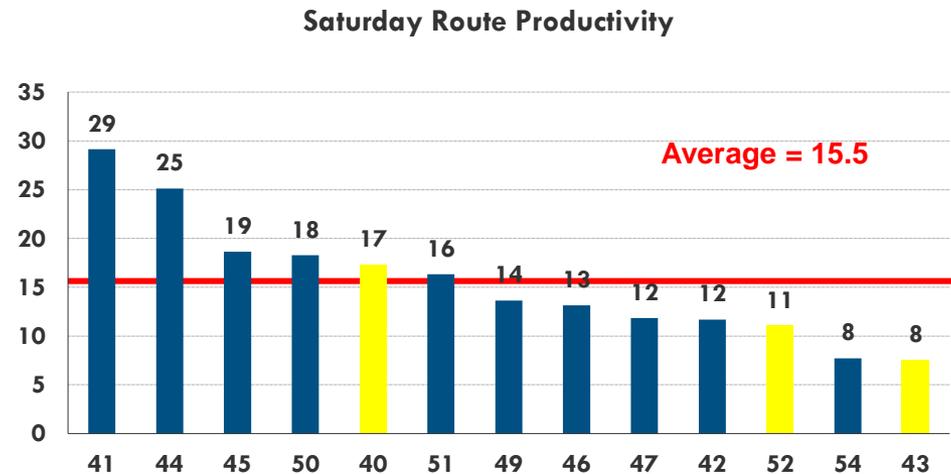
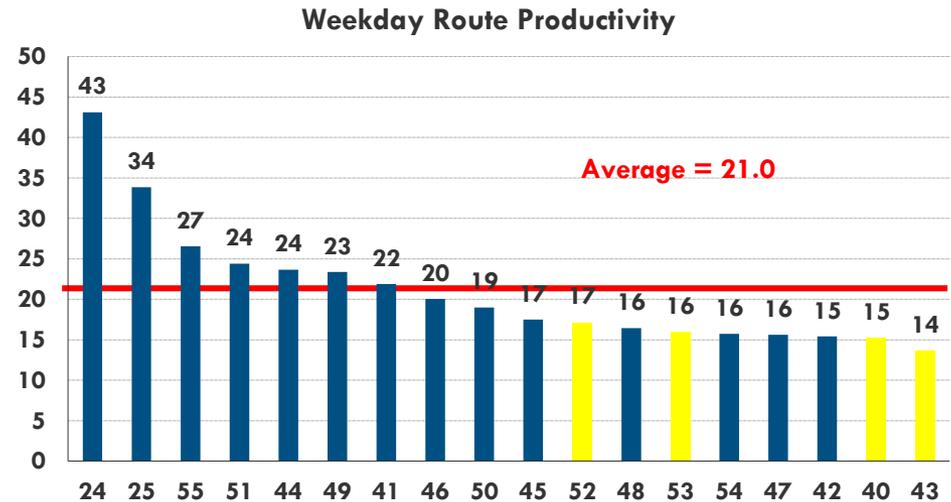
Route Productivity

- UNL routes are frequent (10 minutes) and efficient
- Routes 51 and 52 have schedule gaps



Route Productivity

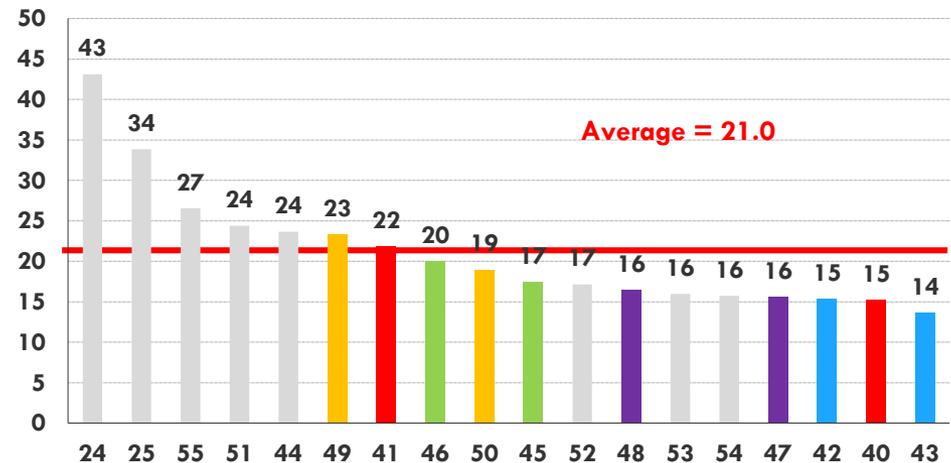
- UNL routes are frequent (10 minutes) and efficient
- Routes 51 and 52 have schedule gaps
- Below average routes are characterized by large loops in low density areas



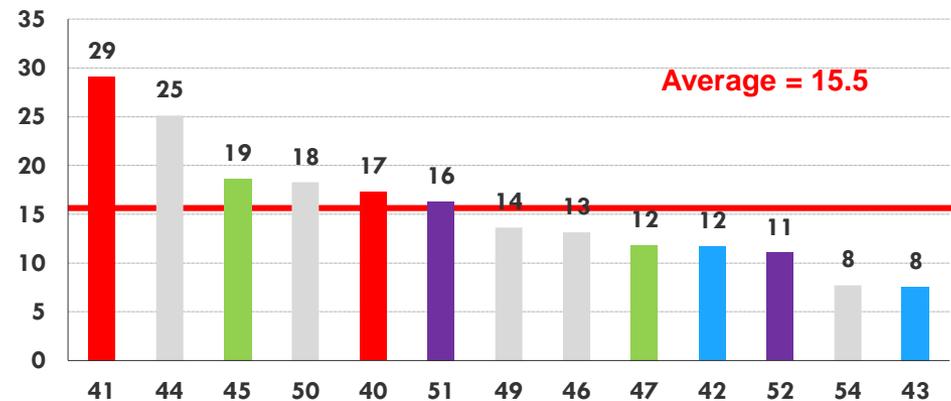
Route Productivity

- UNL routes are frequent (10 minutes) and efficient
- Routes 51 and 52 have schedule gaps
- Below average routes are characterized by large loops in low density areas
- Paired routes limit schedule flexibility

Weekday Route Productivity

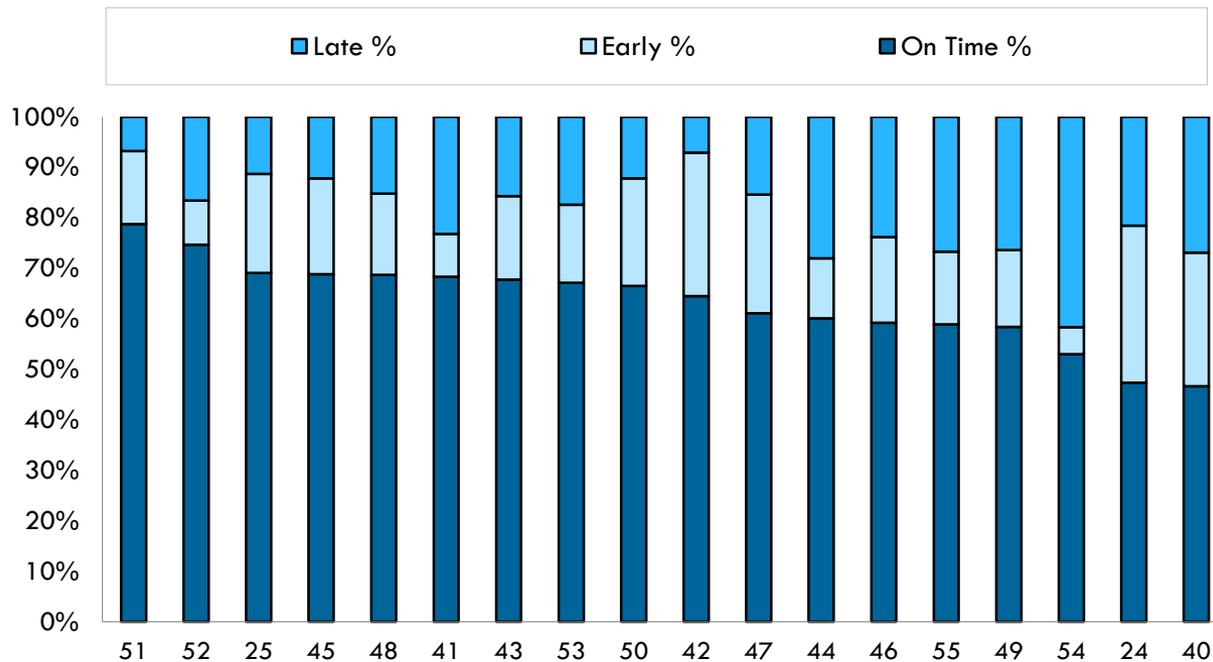


Saturday Route Productivity



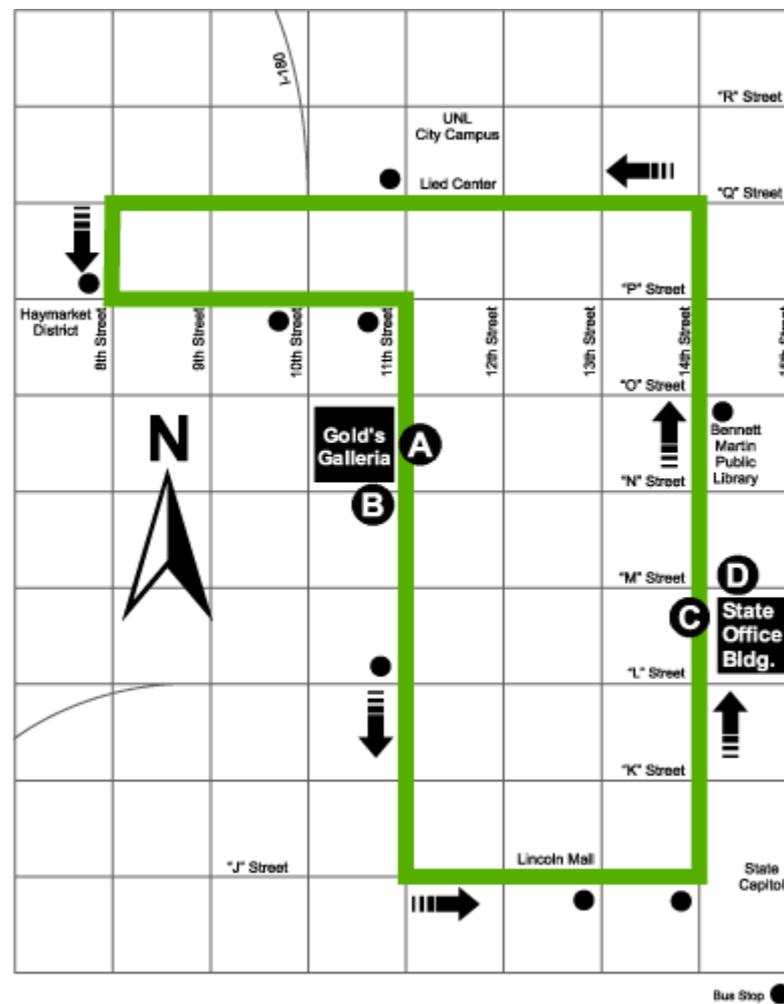
Schedule Reliability

- On-time performance (OTP) is poor on most routes
- Early departures are a major problem for several routes



Connections

- 35% of existing riders transfer
- Gold's and State Office
- Few on-street opportunities (small transit centers) outside of downtown
- Downtown Transit Center feasibility



Operator Feedback for Operational Issues

- Route 44 (O Street) is overcrowded during peak hours due to board activity and traffic delays
- Customers have expressed a desire for later service
- Rapidly developing areas, such as Yankee Hill Road, are not well served
- Several routes operate along narrow, neighborhood streets
- 5-minute hold downtown has a negative impact on OTP
- The current flag stop policy slows down service significantly and is not safe in terms of operations and pedestrian safety

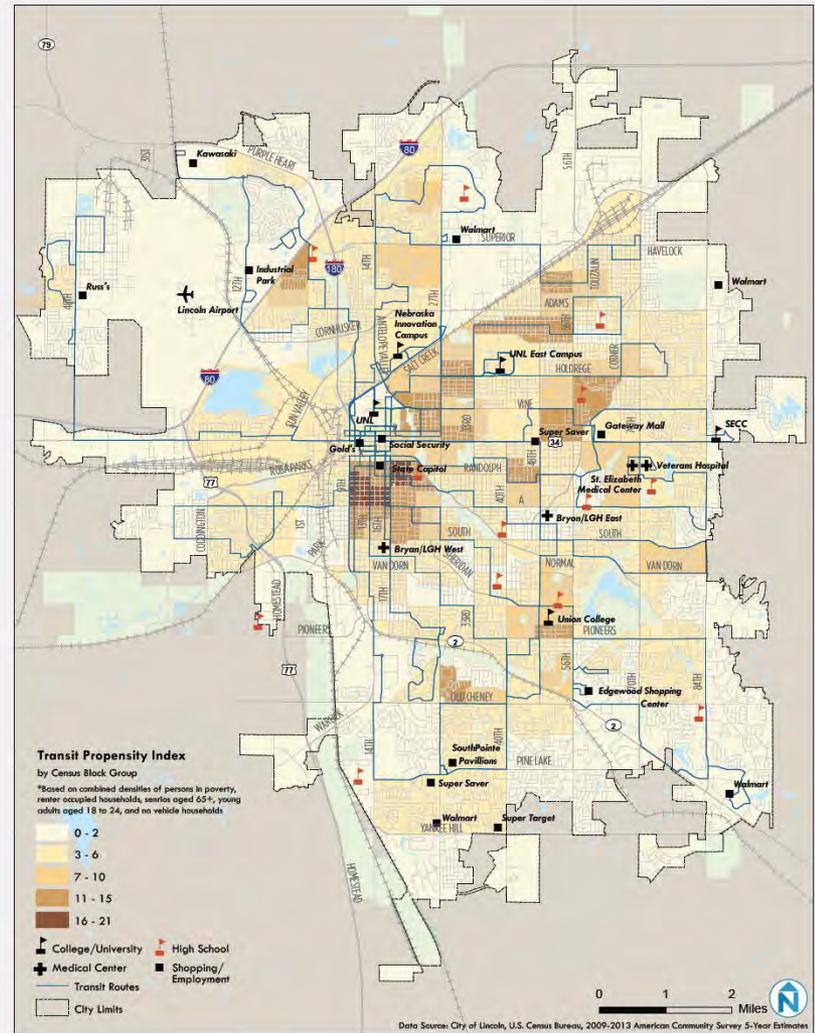
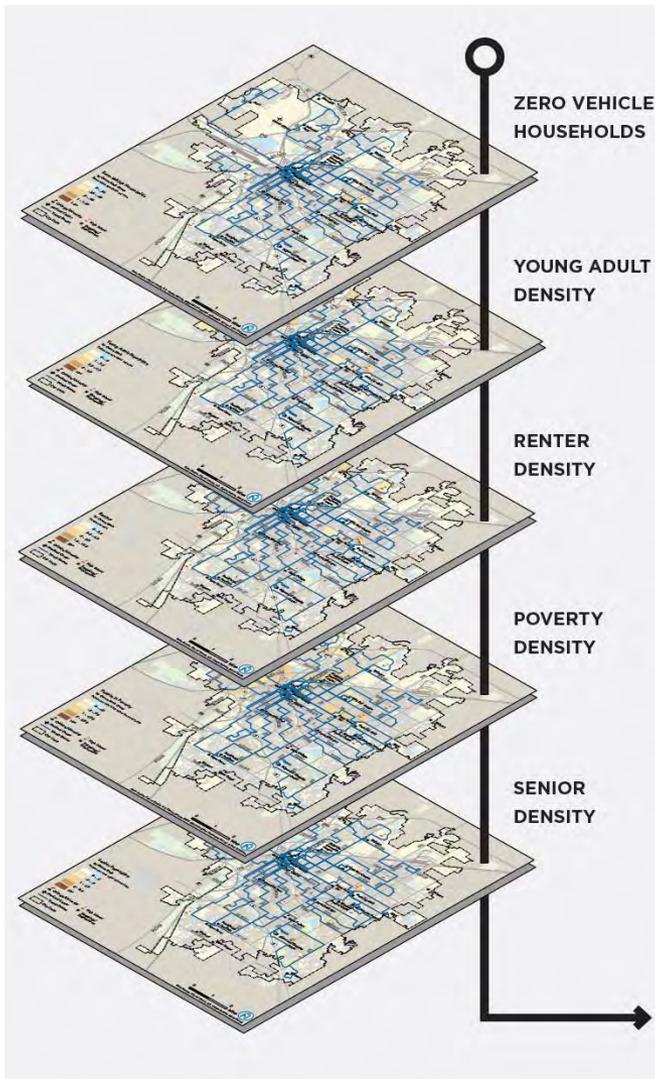
Fare

- StarTran has low fares compared to peer systems
- One free transfer per paid fare
- Small multipliers (~9.5) for monthly pass
- Very low reduced fare pass
- Low fares for StarShuttle
- Day pass not available

	Regular Fare	Reduced Fare
One-Way Fare	\$1.75	\$0.85
Day Pass	N/A	N/A
Monthly Pass	\$17.00	\$8.00
StarShuttle	\$0.25	\$0.10

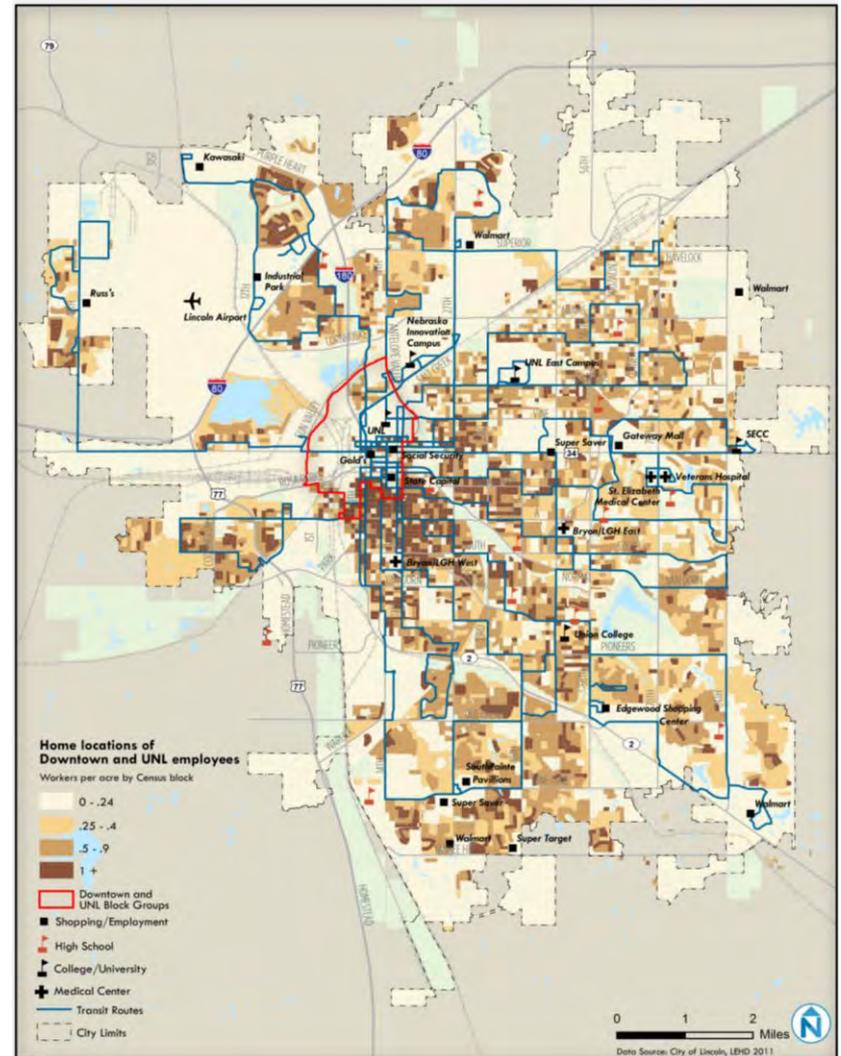
Market Analysis

Demographics



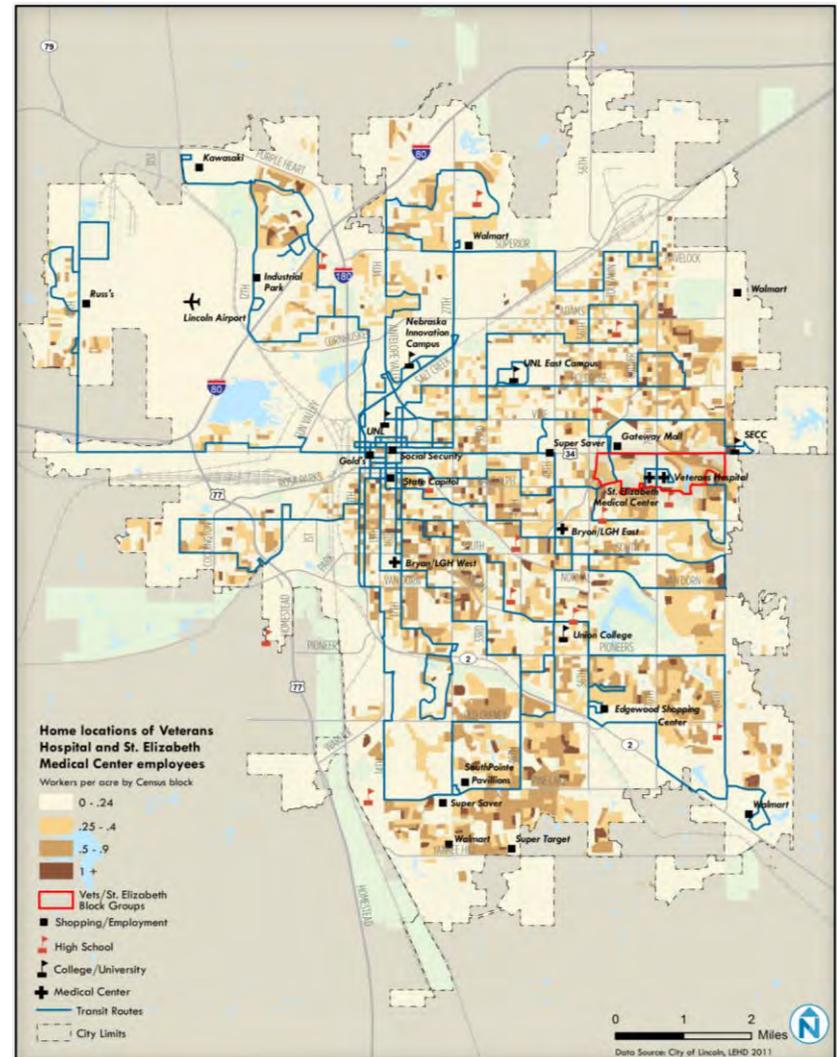
Employment Travel Patterns

- Downtown/UNL
 - Radial network design forces customers to travel in indirect patterns to reach their destinations



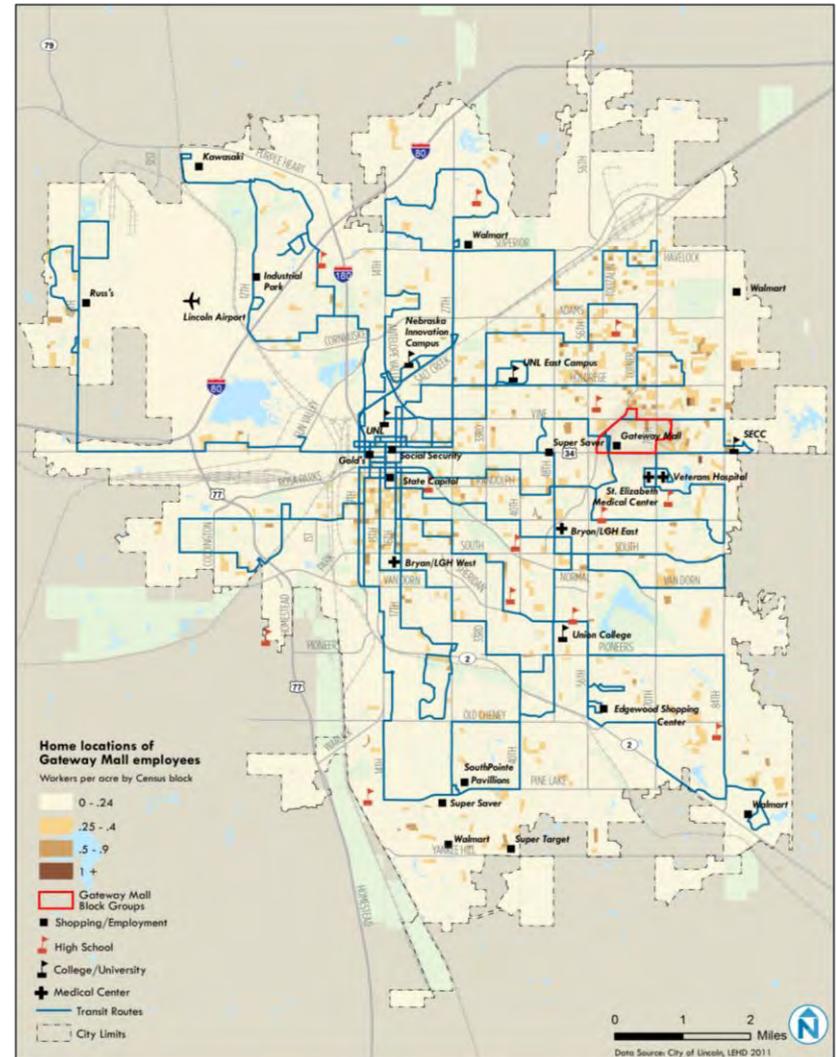
Employment Travel Patterns

- Vet Hospital/St. Elizabeth
 - Crosstown service would reduce transfers and improve directness



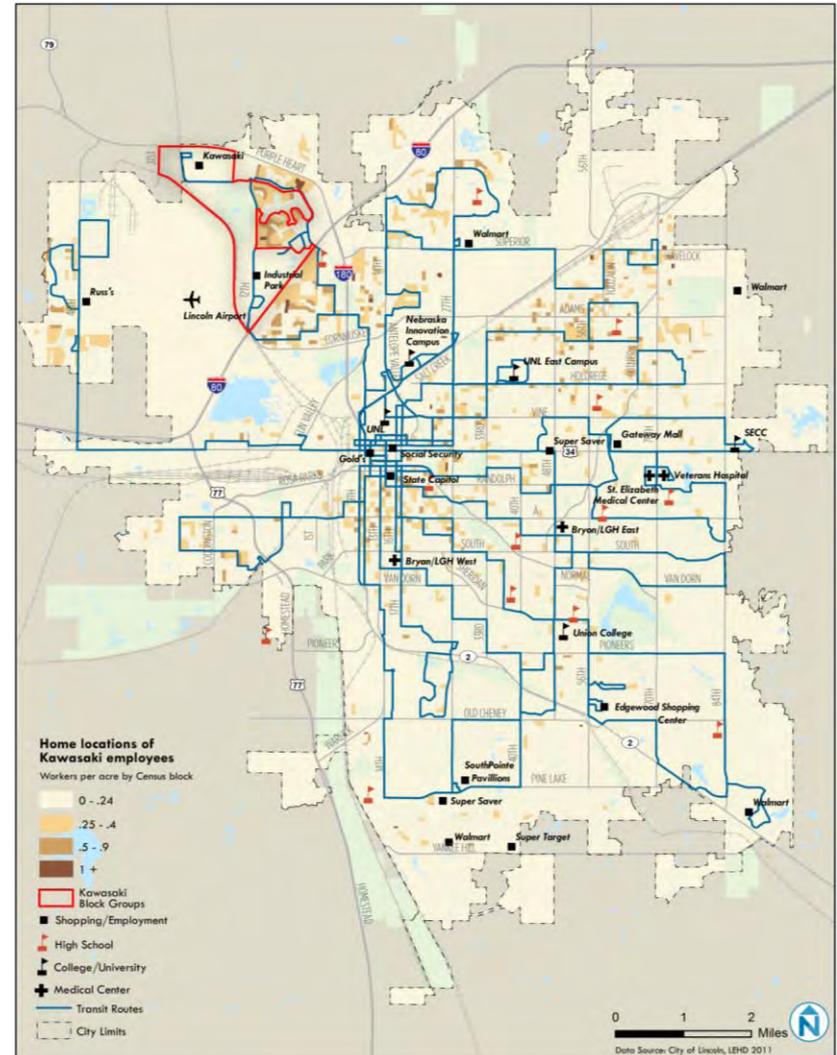
Employment Travel Patterns

■ Gateway Mall



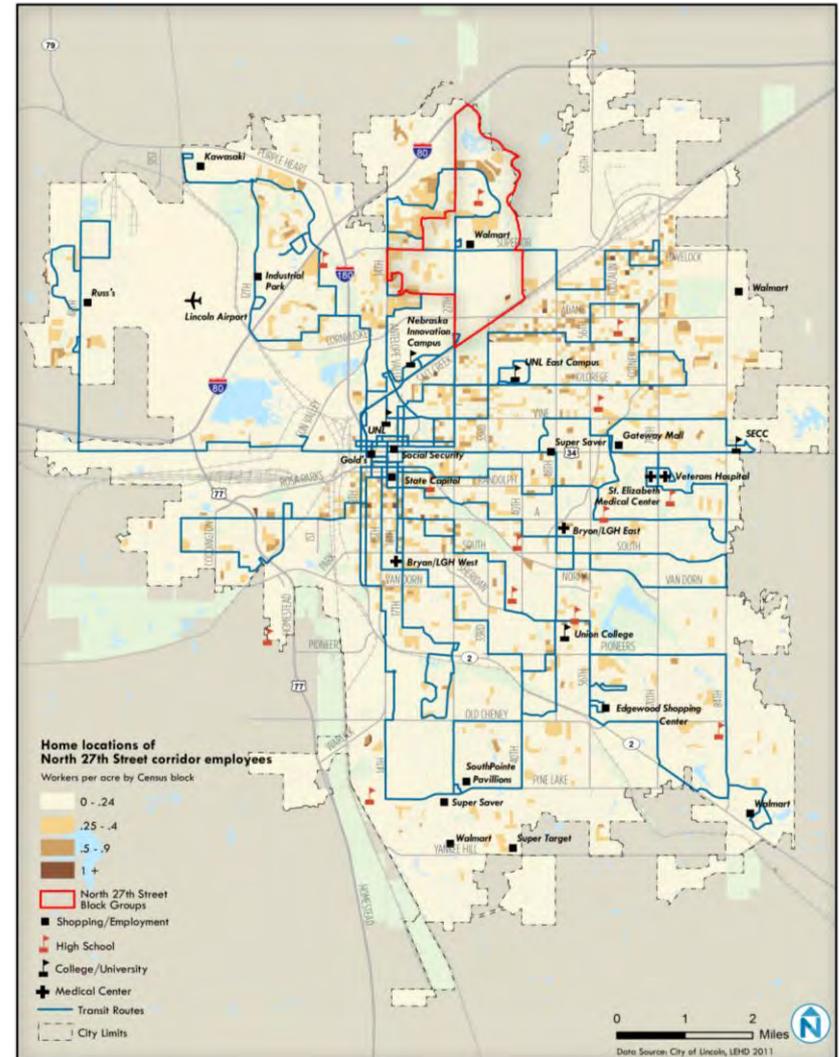
Employment Travel Patterns

- Industrial Park and Kawasaki



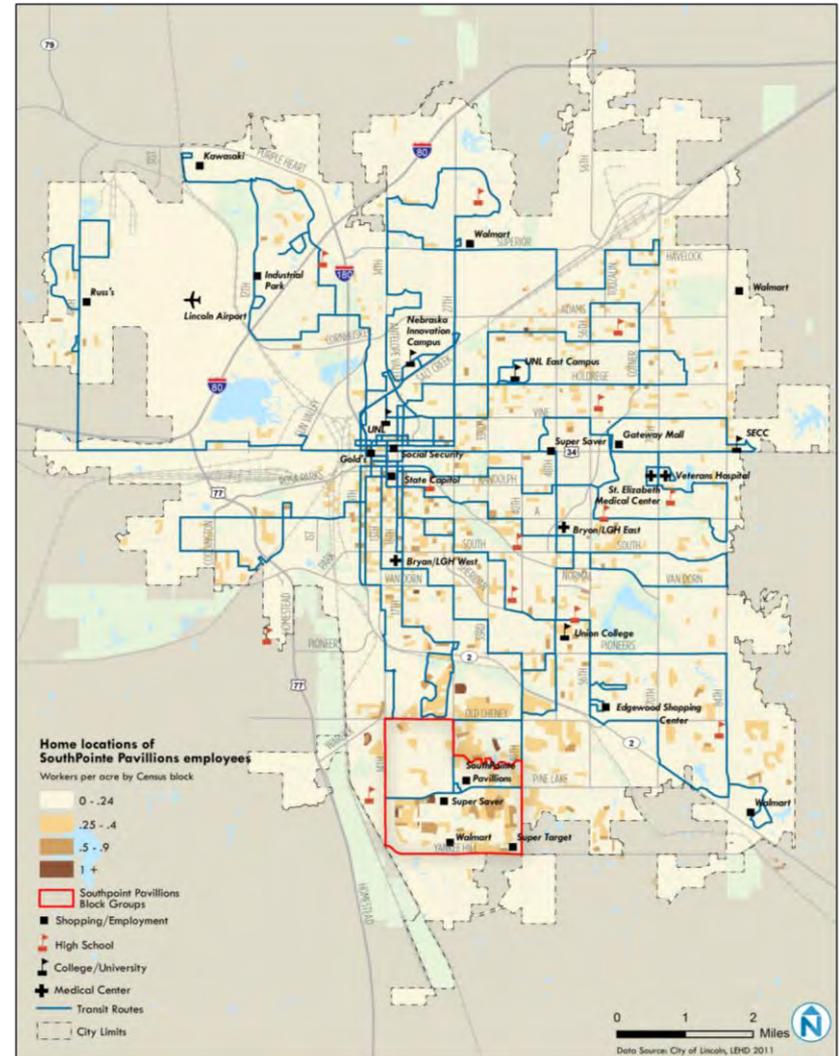
Employment Travel Patterns

■ North 27th Street



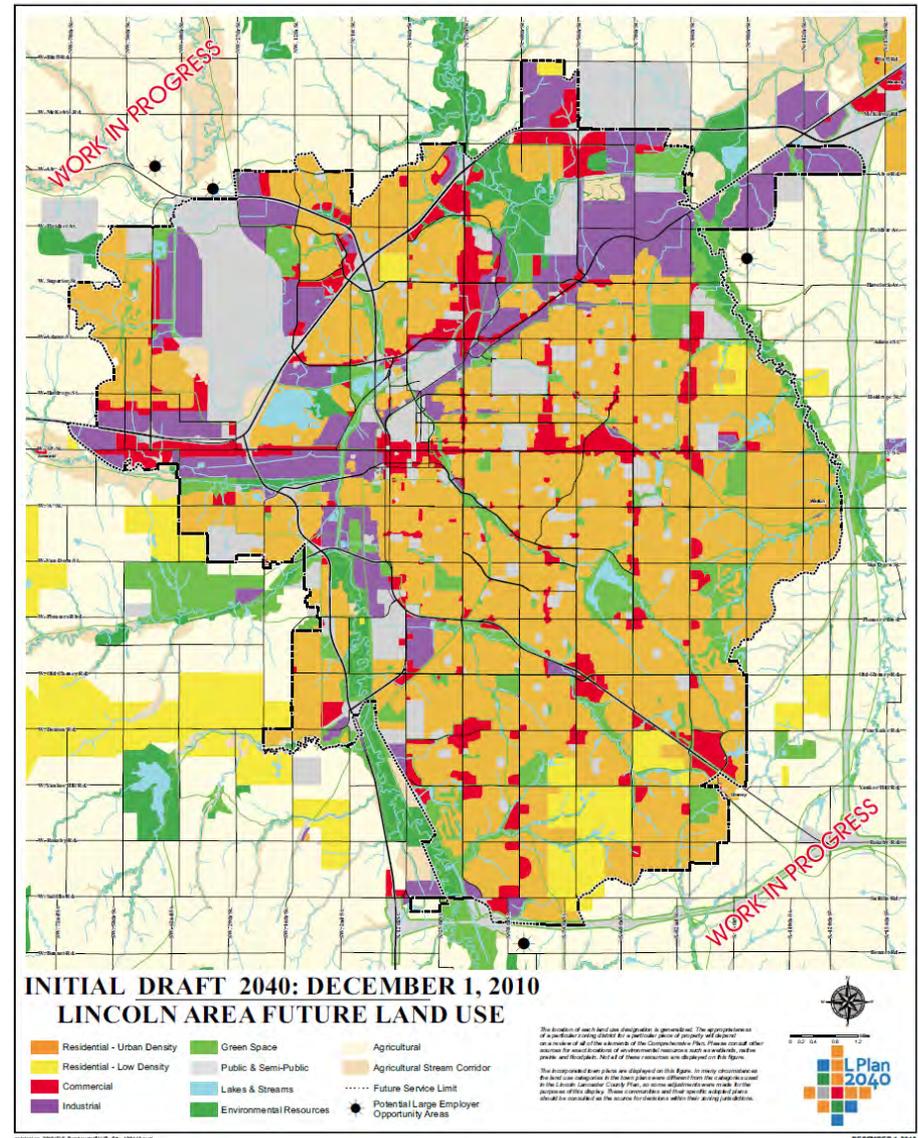
Employment Travel Patterns

- Southpointe Pavillions and Yankee Hill Road



Future Land Use

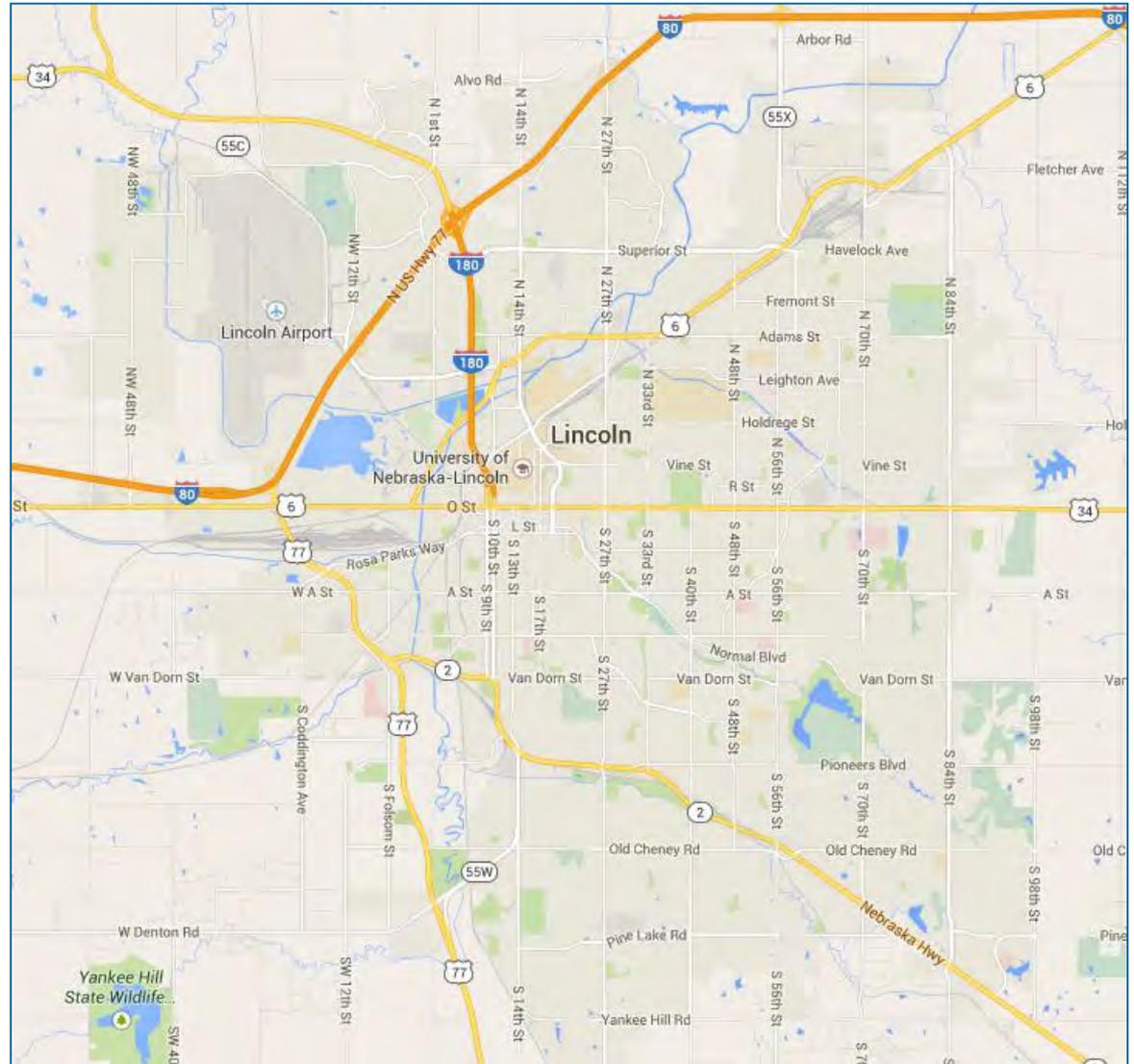
- Primary growth areas include East and South Lincoln



Feedback on Needs

Unmet Needs?

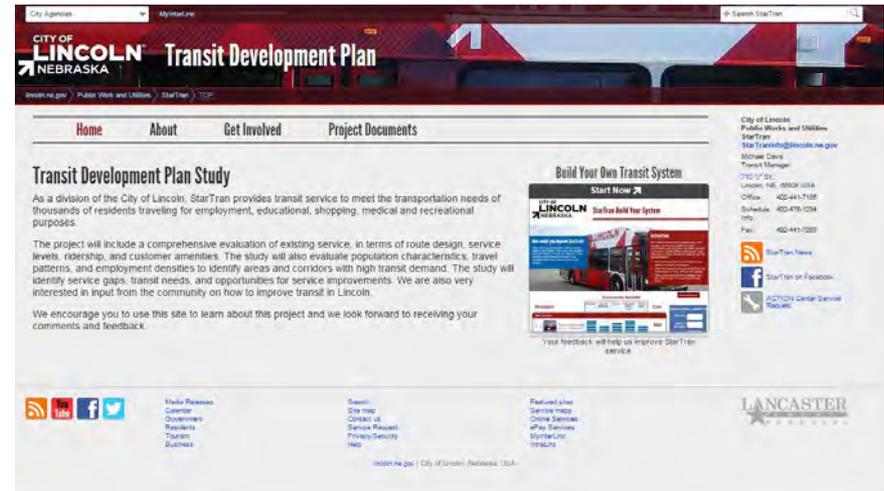
- Destinations
- Streets
- Hours of service
- Weekend service



Community Outreach

Outreach efforts

- Project website
 - Learn about project
 - Feedback opportunities
 - Download materials
 - Take the survey



Outreach efforts

- Project website
- Build Your System tool

CITY OF
LINCOLN[™]
NEBRASKA

StarTran Build Your System



How would you improve StarTran?

StarTran is a good system, but we want to make it even better. Have you ever wanted new bus routes or more bus shelters? This survey is your chance to tell us! Your feedback will help us improve StarTran service.

Instructions

We'd love to have buses running every five minutes, serving every part of Lincoln. Unfortunately we don't have an infinite amount of money to spend. What would you do if you only had a certain amount of money to use for improvements?

1. Move your mouse over each of the titles and pictures to read the descriptions.
2. Select the strategies that you would like to see implemented and stay within the \$25 budget.
3. When you've selected all the strategies you like, click the blue "Proceed to Next Page" button

Reset All Choices

Strategies		Ridership	Speed & Reliability	Access	Passenger Experience	Environment	Cost
Bus Service							
1	<input type="checkbox"/> Provide more frequent service on weekdays						\$\$\$\$
2	<input type="checkbox"/> Provide more frequent service on Saturdays						\$\$
3	<input type="checkbox"/> Provide later services on weekdays						\$\$\$
4	<input type="checkbox"/> Provide later services on Saturday						\$
5	<input type="checkbox"/> Add Sunday service						\$\$\$

YOUR OVERALL BENEFITS

Ridership

Speed & Reliability

Access

Passenger Experience

Environment

YOUR TOTAL COSTS

Maximum is 25

Proceed to Next Page

Outreach efforts

- Project website
- Design Lincoln Transit
- Public workshops
- TDP Working Group
- Online surveys

The graphic features a background image of a StarTran bus. It is divided into several sections: a title at the top, a central text block, four columns of icons and text, and a right-side call-to-action box. The bottom of the graphic includes logos for the City of Lincoln and StarTran.

STAR TRAN TRANSIT DEVELOPMENT PLAN

Lincoln is continuing to grow and how people get around is changing. The City of Lincoln is developing a Transit Development Plan to improve and grow transit in Lincoln over the next five years. This plan seeks to:

- Evaluate existing transit services** and determine how effectively they are serving the travel needs of Lincoln residents
- Solicit input** from you to determine how a transit system could better meet your needs
- Identify a financial and capital plan** that will guide transit investments
- Attract new transit riders**

How you can help:

- Take the *interactive Build Your System* survey to tell us how StarTran should invest in new or improved services
- Provide **feedback** on existing services and potential improvements with the project team at community meetings
- Let others know about the transit development plan by **sharing BuildLincolnTransit.com on social media**

2017 CITY OF LINCOLN
STAR TRAN

Thoughts on Public Process

Mission Statement and StarTran Values

Mission Statement

- *To be the **choice** provider of safe transportation*

OR

- *Provide safe transportation and be the best choice for Lincoln*

Supporting Systemwide Goals and Objectives

- Customer Service
- Safety
- Reliable
- Efficient
- Affordable
- Sustainable
- Convenient
- Innovation/Technology

Next Steps

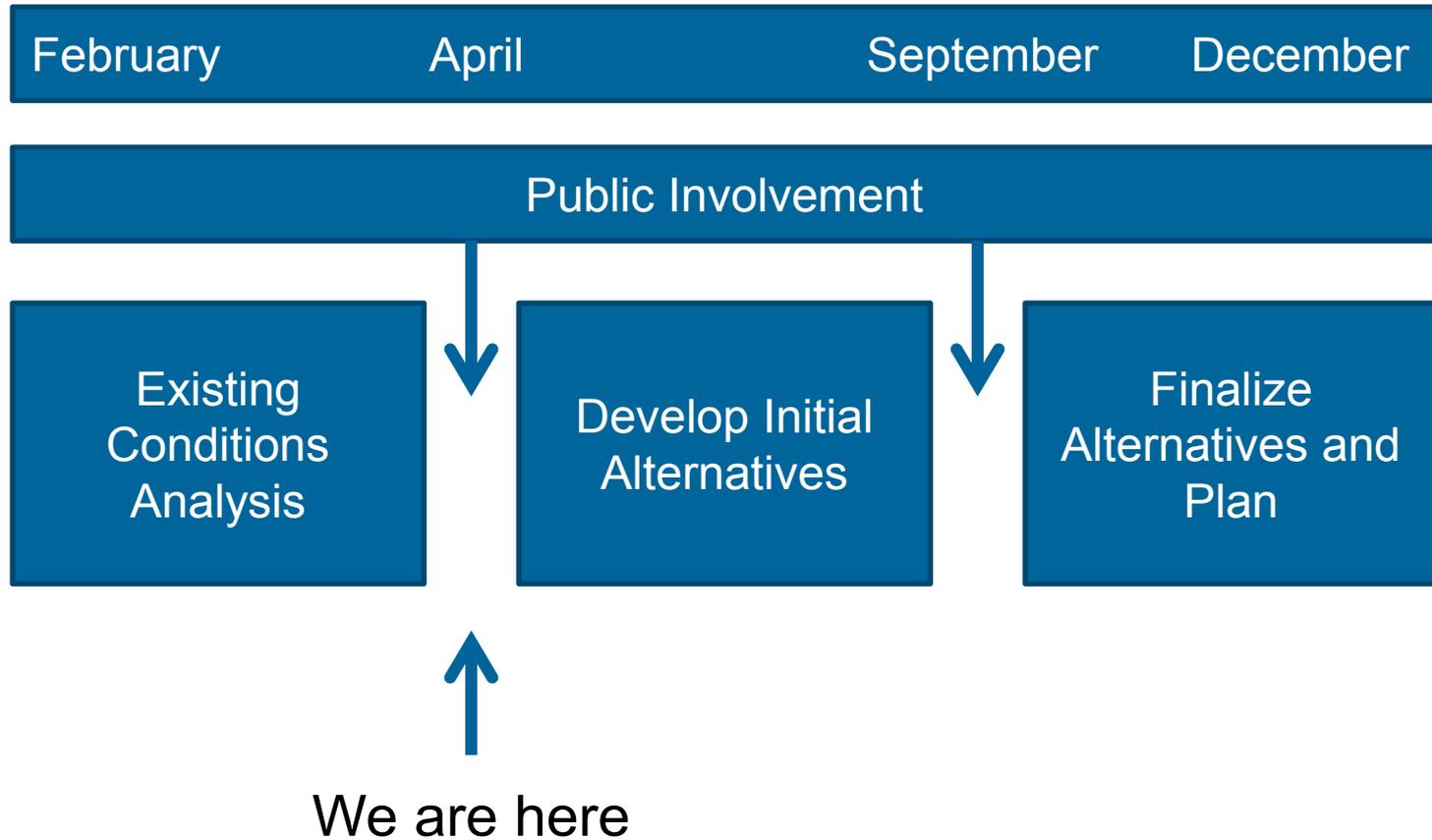
Service Tradeoffs

COVERAGE	<i>Provide less frequent service to more areas</i>	↔	<i>Provide more service to fewer areas</i>
FREQUENCY & SPAN	<i>Provide more frequent service for a shorter time</i>	↔	<i>Provide less frequent service but for a longer time</i>
DAYS OF SERVICE	<i>Provide less weekday service; more weekend service</i>	↔	<i>Provide more weekday service; less weekend service</i>
TRANSFERS	<i>Provide more routes with less frequent service but fewer transfers</i>	↔	<i>Provide fewer routes with more frequent service but more transfers</i>
DIRECTNESS	<i>Provide slower and less direct service with shorter walks to stops</i>	↔	<i>Provide faster, more direct service that requires longer walks to stops</i>
STOP SPACING	<i>Serve many stops that make service slower but reduce walks</i>	↔	<i>Serve fewer stops to speed service but that increase walks</i>

Service Alternatives

- Potential Improvements
 - Crosstown routes
 - Downtown transit centers and local transit hubs
 - Route realignments
 - Frequency/schedule adjustments
 - Service to new areas
- New service types
 - Bus Rapid Transit
 - Express
 - Flex bus

Timeline





Thomas Wittmann
1402 Third Avenue, Suite 1200
Seattle, WA 98101
(206) 428-1926
twittmann@nelsonnygaard.com