

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
May 3, 2012

Members Present: Kim Phelps, John Baylor, Beatty Brasch, Mike DeKalb, Linda Carter

Members Absent: Steve Speicher

Staff Present: Larry Worth, Mike Weston, Kitty Elliott, Glenn Knust, Connie Thoreson,
Brian Praeuner, Scott Tharnish

I. REGULAR BOARD MEETING

Chairman Kim Phelps, noted the Open Meetings Law, and Patron Conduct Notice posted on the north wall.

Mr. Phelps introduced new StarTran Advisory Board member, Linda Carter. Board members and staff introduced themselves to Ms. Carter.

A. Patrons to be Heard

None

B. Review/Action Items

- January 26, 2012 StarTran Advisory Board Meeting Minutes were approved unanimously as submitted.
- March 29, 2012 StarTran Advisory Board Meeting Minutes were approved as submitted with Mike DeKalb abstaining.
- Kitty Elliott requested approval to sell the 2012 Big Red Express Season Pass for \$40. Ms. Elliott noted the addition of another lot for shuttle services to the 2012 UNL season football games and the change to the location for drop-off and pick-up at the UNL Stadium. Past season ticket holders will be sent this updated information prior to sales of the season pass. The additional shuttle service lot is located at 949 W Bond and the new location for drop-off/pick-up will be on "R" St, between 12th and 14th Streets. The vote was unanimously in favor of the 2012 Big Red Express Season Pass to be sold for \$40.
- The Taste of Home Cooking Shuttle Service was reviewed by Ms. Elliott, noting the event date of June 5th and service hours of 3-10 p.m. Ms. Elliott stated that StarTran would receive \$2,000 in trade for operating this service. The vote was unanimously in favor of StarTran operating the Taste of Home Cooking Shuttle Service.

C. Discussion Items

Continued Discussion of the SRF Audit Report as follows...

Chairman Phelps thanked the Advisory Board members for their contributions to the response to the City Audit Advisory Board with regard to the Final SRF Audit Report and asked if there were any other questions or discussion needed at this time.

May 3, 2012 StarTran Advisory Board Meeting Minutes - Page 2

Mike DeKalb apologized for his absence as the March 29th Board Meeting, and thanked StarTran staff and Advisory Board Members for their responses to the City Audit Advisory Board. Mr. DeKalb asked what the process would entail, now that the responses have been distributed. Larry Worth indicated that the PW/U response is specific as to staff responsible and timing for completing each item, with many of them already completed. Mr. Worth also noted that the City Council and Mayor's office have responsibilities for some of the items.

Mr. DeKalb felt that the recommendation to establish a working relationship with SECC should also include Union College and Wesleyan.

John Baylor felt that the City Audit Board appears to be frustrated with the lack of revenue options included in the SRF Audit Report, based on their memorandum to the City Council, and that the consultants did not meet their contractual responsibilities.

Mr. DeKalb felt that the SRF Report was positive and that the consultants determined that there were no other revenue options available as the StarTran system is operated very well. Mr. DeKalb indicated that the priority should be to determine as to which goal should be pursued; increased revenue or ridership.

Mr. Baylor thought it was reassuring to learn that StarTran has no excess staff or expenditures. He also felt that the City Council will be deciding what happens next, so the Advisory Board may need to reach out to them with their own thoughts and suggestions.

Mr. Worth indicated that the process is in the hands of the City Council with some issues being addressed in the budget process.

There was discussion as to if the SRF Consultant met the contract requirements, in which Mr. Baylor believes they did not. Mr. DeKalb felt that it was not the StarTran Advisory Board's responsibility to make that call, but instead the contract manager, City Councilman Eugene Carroll, who was involved in the project from beginning to end.

Mr. Phelps, felt that as a follow-up to the StarTran Advisory Board response letter, which was sent to the City Audit Board, he would contact Mike Justice of the Audit Board to inquire as to the process for following up on key issues stated in the final SRF Report. Mr. Phelps felt that the key priorities should be to establish a clear policy and mission for the operation of public transit services as well as clarifying the roles and responsibilities of the StarTran Advisory Board.

Mr. Phelps felt that the SRF Report was positive and reported that StarTran administration was doing a good job. He also felt that the consultants have the expertise to best evaluate the StarTran transit services. Mr. Phelps also stated that he believes the StarTran Advisory Board should be advocates for transit services and endeavor to determine the best way to get people on board. Mr. DeKalb agreed, noting the challenge of increasing ridership within revenue constraints.

In response to a question, Mr. Worth noted that approximately 2/3 of the findings from the SRF final report are operational and that most have been or are being implemented soon. Mr. Worth also noted that ridership numbers in the report did not reflect the two consecutive 10% annual ridership increases StarTran has experienced the last two years..

May 3, 2012 StarTran Advisory Board Meeting Minutes - Page 3

Mr. Baylor felt that if no mission is decided for the StarTran Advisory Board or for transit services in general, that the StarTran Advisory Board should work toward finding a balance between increasing ridership versus increasing revenues.

Scott Tharnish felt that there could be specific goals set with regard to ridership, noting that for the last two years it has increased 10% each year, which is exceptional. Mr. Baylor asked Mr. Tharnish to quantify goals for the Advisory Board to review (Mr. Tharnish will have this information for the June, 2012 meeting). Mr. Tharnish also noted that ridership is expected to be 2 million patrons in August, 2012. This number has not been that high since 1990, and will be publicly recognized.

Brian Praeuner stated that there were goals set in the Transit Development Plan (TDP) and that the study will be updated in a couple of years. However, the core mission should ideally be established first. Mr. Worth also noted that Mr. Praeuner will be updating the annual federally required Transit Surveillance Report (TSR) this summer, which evaluates StarTran's success in meeting currently established goals and standards. This TSR will be presented in draft form to the Advisory Board this summer. Mr. DeKalb felt that transit services should be more integral with the city wide planning processes.

Mr. DeKalb felt that the fare device outlets should be more publicized and possibly expanded to include such locations as the Gold's building and State Office Building. Mr. Worth noted that the potential of selling passes at City Hall is being evaluated in order to make it more convenient for patrons and help relieve the StarTran receptionist duties as recommended in the Audit Report. Kitty Elliott agreed to review options for publicizing pass outlets and providing signs to the outlets with uniform branding. The outlet listing will be included in the next Advisory Board packet.

D. Operations Report

Scott Tharnish addressed the past proposal of pursuing grants to offset an increase to the low income fare device. However, the administration does not wish to increase the low income fare category. Mr. Baylor indicated he would pursue this issue with City Administration.

In response to a question, Mr Worth replied that the City Purchasing Department is developing an RFP for bus advertising as the current contract will expire on June 17, 2012. The Purchasing department is working with the City Administration and the Active Network consultant in this regard. The current contract will be extended if there is no resolution by the expiration date.

Mr. Worth noted the "kudos" per the Advisory Board report. The April Mayor's Award of Excellence was also awarded to a StarTran bus operator. Mr. DeKalb volunteered to compose a "thank-you" letter for the StarTran Advisory Board to StarTran staff receiving any type of award.

Mr. Worth also noted that bike rack usage continues to increase each month.

May 3, 2012 StarTran Advisory Board Meeting Minutes - Page 4

E. Other Business

None

F. Patrons to be Heard

Pat Schreurs agreed with the suggestion to make fare devices available at the Gold's building. She also suggested that volunteer patrons give out route information.

Marilyn Kruger agreed with the StarTran Advisory Board acknowledging outstanding employees and felt that bus operators would appreciate the Board's acknowledgment.

G. Adjournment

Chairman Phelps adjourned the meeting.

The next StarTran Advisory Board Meeting is scheduled for May 31, 2012, 8:00 a.m. in the StarTran Conference Room.