

**MINUTES**  
**STARTRAN ADVISORY BOARD MEETING**  
**StarTran Conference Room 2**  
**September 27, 2012**

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

Members Absent: Don Herz

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

**I. REGULAR BOARD MEETING**

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

**A. Patrons to be Heard**

None

**B. Review/Action Items**

- July 26, 2012 StarTran Advisory Board Meeting minutes and July 27, 2012 StarTran Advisory Board Public Hearing and Meeting minutes – A motion for approval was voiced by Mr. DeKalb and seconded by Mr. Speicher. Approved 5-0 and Mr. Baylor abstained.

**C. Discussion Items**

- StarTran Advisory Board Responsibilities – A previously provided response memo dated August 24, 2012, to the StarTran Advisory Board from the City Law Department with regard to the Board's role and responsibilities was addressed. It was acknowledged that the StarTran Advisory Board responsibilities as stated in the LMC 2.38 will remain unchanged.
- Beatty Brasch presented The Face of Poverty Today in Lincoln, Nebraska, per attached handouts.

Ms. Brasch also presented a resource booklet for low-income people to utilize in finding assistance with many issues/expenses encountered in everyday living. John Baylor agreed to pay for printing several of these booklets, so that StarTran staff can distribute to individuals in need.

- Ms. Brasch requested 100 free bus passes to be distributed to low income persons wishing to attend the October 11, 2012 Homeless Connect event. Mr. Worth noted that last year the StarTran Advisory Board unanimously agreed that StarTran would be reimbursed the cost of such passes, possibly by securement of a sponsor by the requesting organization. It was also noted that of the 100 two-ride passes supplied for this event last year only 41 were actually utilized. Mr. Baylor offered to sponsor the bus passes for the Homeless Connect event. Kitty Elliott will meet with Ms. Brasch and Mr. Baylor in order to plan funding and distribution of bus passes prior to the Homeless Connect event this year.

**D. Operations Report**

- Mr. Worth reported that overall ridership was over two million by the end of August, 2012 which surpasses annual ridership levels from 22 years ago. Also noted paid ridership was up 7.8% year to date and UNL ridership is up 6.5%. Bike rack usage is averaging 97 bikes per day. Big Red Express ridership is down slightly from last year. Mr. Worth noted the new Big Red Express lot at MSC is slowly gaining ridership.
- Mr. Worth reported that bid requests for transit advertising services were forwarded by the Purchasing Division to nearly 200 potential bidders. One company submitted a bid, which is Houck Advertising, the current contractor. The contract has been negotiated for a five year period with increases in the annual guarantee to be paid to StarTran. Houck has also agreed to provide StarTran with two bus wraps, which is worth approximately \$15,000.
- Mr. Worth summarized the expanded UNL service, to begin January, 2013. StarTran has conducted interviews and offered positions to 11 additional bus operators (3 for current vacancies and 8 for the new UNL service). More signage will be placed for the expanded service along with additional shelters and/or benches.
- In answer to a question, Kitty Elliott updated the Advisory Board on the progress of the trip planner to include applications for phone alerts, etc. A City Engineering staff person is working with Google to complete this implementation.
- In answer to a question, Ms. Elliott summarized promotions for the upcoming 31-day pass reduction in price from \$45 to \$17 for regular bus service and from \$90 to \$34 for the HandiVan 31-day pass.

Steve Speicher and Kim Phelps complimented Ms. Elliott on recent promotional efforts and thanked John Baylor for doing the radio ads.

- Scott Tharnish reported over 400 transactions resulted during the one week sale of the 20-ride promotional passes.
- Ms. Elliott noted the route schedules will be reprinted in the near future and will be a different color in order to be more discernable to patrons as to which are the new versus old schedules.
- In answer to a question it was noted that interior and exterior bus signs are sold to advertisers and are also utilized by StarTran for advertising StarTran services/promotions.
- Mr. Tharnish summarized historical as well as annual ridership, and passenger activity by fare device utilization per the Board report.
- Mr. Phelps felt it possible to increase to 2.5 million riders in the next year due to the UNL expanded service.

**E. Other Business**

None

**F. Patrons to be Heard**

- Gordon Smith, a Lincoln computer software business owner, expressed interest in the transit trip planner, phone applications, and mapping. Ms. Elliott agreed to set up a meeting with Mr. Smith and appropriate staff in this regard.

Mr. Baylor requested updates as frequent as possible on the sale of the reduced price 31-day passes.

Ms. Thoreson will check for a quorum via email for the next scheduled StarTran Advisory Board meeting on October 25, 2012.

**G. Adjournment**

The meeting was adjourned.