

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
November 29, 2012

Members Present: Linda Carter, Kim Phelps, Mike DeKalb, Don Herz, John Baylor
Members Absent: Stephen Speicher, Beatty Brasch
Staff Present: Larry Worth, Brian Praeuner, Mike Weston, Scott Tharnish, Glenn Knust,
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

- October 25, 2012 StarTran Advisory Board Meeting Minutes – A motion for approval was voiced by Mr. DeKalb and seconded by Ms. Carter. The 10/25/12 StarTran Advisory Board Minutes were approved 4-0 (Mr. Baylor, Ms. Brasch, and Mr. Speicher not present).
- Formal Vote for Saturday's #51/52, West A/Gaslight Schedule Adjustment- Mr. Weston explained that the proposed schedule change would coincide with the other Saturday route schedules arriving downtown at 30 minutes after the hour rather than 15 minutes after the hour. He noted that the proposed change was requested at the October Advisory Board meeting by a patron, and that an informal email vote had been previously taken, and approved, in order to expedite implementation. A formal motion for approval of this proposed Saturday schedule change was made by Mr. DeKalb, seconded by Mr. Herz, with a unanimous vote (4-0) in favor of approval. (Baylor, Brasch, & Speicher not present).
- Draft Transit Surveillance Report (TSR) for F.Y. 2011-12 - Mr. Praeuner presented the StarTran Surveillance Report, which summarized the StarTran performance status for F.Y. 2011-12. He reviewed the results of the evaluation of StarTran operations compared to the service standards included in the latest Transit Development Program (TDP), noting actions to address unmet standards. The report also included a comparison of operational factors with the peer transit systems utilized in the TDP to gain general insights as to the efficiencies and effectiveness of StarTran operations. Mr. Praeuner noted that the StarTran Surveillance Report is developed annually in response to requirements for such evaluation by the Federal Transit Administration and the Lincoln Municipal Code, and Advisory Board action is requested.

Mr. Baylor suggested StarTran staff contact peers in order to gain insight as to the operations of those transit systems to better understand the differences in data reported in the peer analysis.

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Mr. Phelps felt that in evaluating the peer analysis, StarTran staff should estimate and include the impact of increased UNL ridership in 2013 as a result of the new StarTran/UNL agreement, as well as consider the peer systems' relationship with the universities in their communities.

Mr. Baylor asked StarTran staff to develop a fact sheet for Advisory Board members to utilize when questioned by the public, describing "grid or modified grid" transit systems, i.e. how it works, what has been done in the past, costs, feasibility, etc.

A motion for approval was made by Mr. DeKalb, seconded by Mr. Baylor and the vote was unanimously in favor of approval of the F.Y. 2011-12 TSR. (5-0, with Brasch & Speicher absent)

C. Operations Report

- Mr. Worth reviewed ridership from the Board Report noting paid ridership is up 3.4% year-to-date, with the same number of service week days. UNL ridership is also up 3.8%. Bike rack usage continues to hold steady averaging 87 per day.
- Mr. Worth noted that StarTran has hired seven new bus operators in order to accommodate the UNL service expansion along with one additional Field Supervisor. It was suggested that this UNL evening service could be a segue way into the possibility of extending regular route service in the evening.

In answer to a question, Mr. Worth responded that Southeast Community College has been approached with regard to subsidized additional service on routes that service the college similar to the UNL services, but they are not interested at this time.

- Mr. Worth summarized a near disaster on October 24, 2012 in which a bus patron exited the bus, and went around to the front of the bus to cross the street without checking for traffic first. The bus operator sounded his horn alerting the patron, keeping her from a near disaster. The bus operator has been nominated for the Mayor's Award of Excellence and staff have developed an audio caution message airing on the buses.
- 2012 UNL Big Red service numbers are down 4% resulting in revenue being down \$15,000 this year. The only service change in 2012 was the change in the drop off/pick up location to 12th & "R" Streets rather than the stadium horseshoe area. The new lot located near the airport exit (MSC) consistently increased ridership along with SouthPointe increasing as well. It was noted that North Star numbers were down nearly the same amount that the MSC lot increased.

Mr. Worth reminded the Board that eight home games are scheduled in 2013, that the Big Red shuttle service fare will increase from \$4 to \$5 each way, and noted that the 2013 drop off/pick up location is unknown at this time.

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- Sales of the newly priced 31-day passes were 318 more for October, 2012. There will be another round of advertisements for this reduced pass. It was noted that there are no short term cash challenges at this time due to this price reduction.

It was recognized that increased fuel prices effect the sale of passes and transit utilization in general.

D. Other Business

- In response to a question, Mr. Worth reported that a five-year contract between the City and Houck Advertising is scheduled for City Council public hearing and action on December 3rd. In addition to bus advertising, this contract will include shelter advertising, and also provides increased guaranteed annual payments.

Mr. Baylor requested that information be provided by Houck Advertising summarizing current advertising clients, contract amounts, and prospective clients contacted and proposed to be contacted. Mr. Worth agreed to refer this request to Houck Advertising officials.

- The phone application of the StarTran “get on board” website is moving forward checking into options, costs, and bid possibilities. The trip planner program is expected to be in place early in 2013.

E. Patrons to be Heard

None

F. Adjournment

The meeting was adjourned.

It was agreed that the December 27, 2012 StarTran Advisory Board meeting be cancelled due to the holiday. The next meeting is scheduled for January 31, 2013, 8:00 a.m. in the StarTran Conference Room #2.