

**MINUTES**  
**STARTRAN ADVISORY BOARD MEETING**  
**StarTran Conference Room 2**  
**December 15, 2011**

Members Present: Kim Phelps, Beatty Brasch, John Baylor, Steve Speicher, Mike DeKalb

Members Absent: Debby Brehm

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

**I. REGULAR BOARD MEETING**

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

**A. Patrons to be Heard**

Marilyn Kruger - Speaking as a citizen of the city, Ms. Kruger asked the StarTran Advisory Board members to help to dispel the myth that the buses are mostly empty when someone makes that statement to them, instead of agreeing with and reinforcing that idea.

Mike DeKalb suggested that Board members ride buses, in order to be better informed when talking to the public and when making suggestions to StarTran staff.

Beatty Brasch appreciated Ms. Kruger's comments on empty buses, but felt that it is the public perception. Ms. Kruger stated that the Board members should choose to tell the public that it is an incorrect statement and felt that if the Board members rode the bus routes, they would have first-hand experience that would prove the public perception incorrect.

Steve Speicher suggested that the StarTran Advisory Board recruit allies who are supportive of StarTran, with regard to the empty bus issue.

Mr. DeKalb noted that whether Board members utilized the bus or not, transit is an important part of making the City of Lincoln a quality city.

*An agenda item was requested for the February, 2012 meeting - "StarTran Fare Structure".*

StarTran staff and StarTran Advisory Board members introduced themselves.

**B. Review/Action Items**

- The October 27, 2011 minutes were approved. (Brasch, Speicher, Phelps, Baylor voted "aye", and DeKalb abstained)  
The December 6, 2011 minutes were approved. (Brasch, Speicher, Phelps, DeKalb voted "aye", and Baylor abstained)
- The Holiday sale was formally approved unanimously. (Brasch, Speicher, Phelps, DeKalb, Baylor voted "aye") Ms. Elliott noted that 162 regular 31-day passes were sold for \$20 and 25 HandiVan 31-day passes were sold for \$40. Ms. Elliott felt the results of the Holiday sale were very good, noting that patrons made the effort to sign-up as StarTran Facebook fans and for RSS alerts, in order to take advantage of the sale.

## December 15, 2011 StarTran Advisory Board Meeting Minutes - Page 2

- The January 14, 2012 Concert Shuttle was unanimously approved pending no response prior to the Charter Notification deadline. (Brasch, Speicher, Phelps, DeKalb, Baylor voted “aye”)
- Ms. Elliott asked the Board members to approve the Summer Youth Pass price increase from \$15 to \$20. There was discussion, with staff noting that the pass is a revenue generator, and not intended to be another form of low-income pass.

The StarTran Advisory Board made a motion and second to increase the summer Youth Pass from \$15 to \$16. The motion carried with three (Phelps, Baylor, DeKalb) voting “aye” and two (Brasch, Speicher) voting “nay”. *(NOTE: After the meeting, it was verified that per LMC 2.38.070, four affirmative votes are required for final action. Thus, this motion failed.)*

### C. Operations Report

Scott Tharnish gave a ridership review, noting that the low-income ridership is up 28% and is not reflective of the 50¢ increase that went into effect November 3, 2011. The low-income make up 40% of total ridership.

Mr. Speicher mentioned that StarTran may want to consider that in other cities, social service agencies purchase low-income passes from the transit agencies, so as to not burden the transit system’s budget. *The Board asked StarTran staff to communicate with social service agencies in this regard and report back to them at the February, 2012 meeting.*

Mr. Tharnish noted that the low-income passes result in a \$1.3 million annual discount with 2,900 using the low-income pass program. It was also noted that few cities across the nation have a low income discount, and that those with such a program offer only a 50% discount for low-income.

Mr. Tharnish mentioned that another avenue to explore would be to set the 31-day pass the same price across-the-board. At the cost of \$10 or \$11 StarTran would break-even, so setting the price at \$12 would increase revenue as well as ridership.

Mr. DeKalb noted that the SRF Consulting Group reported that StarTran is operated well. Mr. Baylor felt there were not enough details in the preliminary report to satisfy tax “hawks”, looking for revenue efficiencies. Mr. DeKalb indicated that at some point it will need to be recognized that there are not any other revenue efficiencies to be found.

Mr. Worth indicated an advertising Request For Proposal (RFP) will be processed by the Purchasing Department, with the current Houck contract extended for six months.

*It was suggested that another item be added to the February, 2012 StarTran Advisory Board agenda - Fencing at the Gold’s Building. Mr. DeKalb would like the fencing to meet design standards set by the Urban Design Committee. The Board asked to be made aware of the progress on this issue.*

As a result of discussion of the SRF Consulting Groups initial report the following motion was made...

**December 15, 2011 StarTran Advisory Board Meeting Minutes - Page 3**

*StarTran Advisory Board voted to request from the audit consultant, specific suggestions and an action plan for the short and long term improvement of StarTran.*

This motion was seconded and the vote was unanimous. (Brasch, Speicher, Phelps, DeKalb, Baylor voted “aye”) Mr. Worth indicated he would forward the StarTran Advisory Board’s recommendation to Councilman Eugene Carroll, who is administrating the audit consultant’s contract.

**D. Patrons to be Heard**

No patrons requested to speak.

**E. Adjournment**

The next StarTran Advisory Board Meeting is scheduled for January 26, 2012, 8:00 a.m. in the StarTran Conference Room..