

# Fact Sheet: Year 1 Service Proposal

The Year 1 transit service proposal modifies the current route network. These modifications will allow StarTran to operate a service that meets the following goals:

- **Operate a more efficient route network** – The Year 1 route network is designed to serve the core riders, avoid duplication of service, interline some routes in downtown, and operate along major streets that are appropriate for bus service. This network streamlines services so routes are not duplicating and competing with each other. Instead they will complement each other and serve distinct areas. Also, some additional service will be provided while some limited areas will lose service.
- **Implement neighborhood services** – Two routes were developed to provide services between various neighborhoods and commercial, retail, and medical centers that are not located in the downtown area.
- **Provide all day service** – Many areas in Lincoln have bus service on a very limited basis today, either with only peak period service or with only a few trips each day. The Year 1 network provides service throughout the day on most routes within the service area.
- **30 minute peak service and 60 minute midday service on most routes.**
- **New Saturday route network** – Create a new Saturday network that closely resembles the weekday network to provide for easier circulation on Saturday.
- **Routes that meet service guidelines in the area.**
- **New daytime downtown shuttle** that provides circulation to key downtown generators including the Haymarket area and UNL. This shuttle will also provide additional service during lunch periods.
- **A nighttime downtown shuttle** connecting major event areas in downtown to various parking locations. This is a new service.
- **No increase in costs to current StarTran operations.**

# Fact Sheet: Future Expanded Services

Expanded services are being explored for future transit operations within Lincoln. These services will enhance the current network and expand the service to areas that are not served today. Expanded service also considers such things as later evening service and Sunday service. **Implementation of expanded services is contingent upon securing additional funding.** These services would be considered in later years. Below are types of services that are being considered:

- Increased service – Increase service so buses run more often on key routes that have higher ridership.
- Evening service – Operate current routes or a modified route network into the late evening and night time hours. This would represent service later in the evening versus what is operated today.
- Additional neighborhood services – New neighborhood services connecting to transfer facilities located outside of downtown. These routes will be developed based on funding and the need to connect to areas outside of downtown.
- Sunday service – Sunday services will be considered based on ridership increases and available funding. Sunday services may use the Saturday network or a new route structure could be developed concentrating on fewer routes.
- New generators and service areas – Expansion of service into areas that will not be served by the proposed year 1 route network. This includes new generators that are developed as well as new residential neighborhoods.
- New service types – New service types may be implemented to more appropriately serve emerging markets. New express routes may be implemented to provide a faster trip into the downtown area. Demand response/dial-a-ride service areas may be developed for areas where regular bus service can not serve efficiently. Flexible route services may operate in areas that are less densely developed.
- Rural transit service – A new service to provide service in the rural areas of Lancaster County. Rural services may operate in areas outside of the current StarTran service area and connect to StarTran at route terminals. This would be contingent on changes in the organizational structure and jurisdiction of StarTran.
- Transit commuter service between Lincoln and Omaha.
- UNL service – Coordination of transit services operated by StarTran and UNL.

# Fact Sheet: Capital Improvements

Capital improvements include items such as vehicles and bus stop improvements. A number of capital improvements will be considered in future years for StarTran in order to operate an efficient system and enhance the customer experience. **All capital improvements are contingent upon funding.** Many of these items are ongoing efforts and are included in StarTran's Capital Improvements Program and such efforts would continue and possibly expand. The following is a list of potential capital improvements:

- Bus Stop Improvements – Improvements include signing all bus stops, benches, lighting, and shelters where necessary.
- Vehicle replacement – StarTran will replace vehicles when they reach the end of their useful life. Also, any vehicles needed based on new or expanded services will need to be purchased. Different buses can be purchased for different service types.
- Bike Racks on Buses – Bike racks should be installed on buses to encourage multi-modal transportation in the city, allowing passengers to use the bus and transport bicycles.
- New Downtown Transfer Facility – A new facility constructed to facilitate transfers that occur in the downtown area. A downtown facility has been proposed by the Downtown Master Plan, and StarTran should continue exploring possible site locations and layouts.
- Transfer Facilities – These are upgraded bus stops at locations where numerous bus routes meet, allowing for large numbers of passengers to transfer. These facilities may include bus pass sales, heated/cooled shelters, and seating areas. Buses would be timed to minimize waiting time at these locations.
- Park-and-Ride – Locations where commuters can park their vehicle and board a bus to complete their journey. Express bus services from park-and-ride lots to downtown would be implemented in conjunction with park-and-ride lots.
- Real Time Bus Tracking/AVL Technology – Satellite tracking technology will be installed on buses. This will allow StarTran to track exact locations of buses. This will be useful to re-route buses around potential incidents and allow customers to know exactly where the bus is and when it will arrive at the bus stop.

- Future Trolley Service – Possible conversion of the downtown shuttle/Star Shuttle into a streetcar/trolley service. This will have the ability to carry large numbers of passengers, operating on a fixed guide way.
- Bio-Diesel Fuel Program – Supports cleaner air and the local economy by mixing ethanol with diesel fuel. StarTran already has a bio-diesel program which should expand.
- Security Enhancements – Cameras, lighting, and emergency intercoms onboard buses and at bus stops to ensure passenger and driver safety when using StarTran.

## Fact Sheet: Marketing and Planning

Marketing and planning recommendations will create programs that attract riders to transit and ensure that StarTran is meeting the needs of the passengers. The items listed below will inform people on how to use transit and will be useful for StarTran to learn about current and potential riders:

- Implement transit trip planner – A transit trip planner can be developed so potential passengers can either call customer service or use the StarTran website to plan a transit trip. Trip planners allow you to specify origin and destination, as well as time to make the trip and the trip planner selects the appropriate routes and schedule.
- Single fare card for bus fare and parking – Creating a common fare card that will be used for both parking and transit in order to create a united transportation network in the City of Lincoln. The fare card can be used to pay for municipal parking as well as for transit fare.
- Aggressive marketing – Marketing programs geared to all populations highlighting service changes, benefits of using the bus, how to use the bus, and where the bus goes.
- Update planning and marketing documents – Planning and marketing documents should be kept up to date. This includes regular review of planning and marketing goals and identifying targets for the future. These documents also inform the public about StarTran and the services they provide.