



StarTran Division



2006 ANNUAL REPORT
STARTRAN DIVISION

StarTran Organization

StarTran is the only mass transit carrier in the City of Lincoln. StarTran is fully owned and operated by the City as a municipal service through the administration of the Lincoln Public Works & Utilities Department.

EQUIPMENT LIST - (All Accessible)

FULL-SIZE COACHES:

1997 Gillig	15
2001 Gillig	20
2004 Gillig	10
<u>2006 Gillig</u>	<u>15</u>
Total	60

BUS ROUTES - (All Accessible)

Regular Line Service -20
Downtown Circulator - 1
Special Transportation Services Include:
Handi-Van / Brokerage Service

HandiVans:

2003 Ford Glaval	<u>9</u>
Total	9

SERVICE HOURS

Weekdays 5:15 a.m. - 7:10 p.m.
Saturdays 5:55 a.m. - 7:10 p.m.
No Sunday Service

EMPLOYEES - FTE 2006-2007

Bus Operators	74.00
Maintenance	19.00
Transit Supervisors	6.00
Administrative	<u>12.00</u>
TOTAL	111.00

FUNDING SOURCES BUDGETED 2006-2007

Operating

Federal	\$1,434,771
State	\$ 553,000
City	\$5,915,402
Users Fee	\$1,308,850

ANNUAL OPERATING BUDGET 2006-2007

\$9,212,023



StarTran Surveillance Information

The following is the available historical ridership and miles driven by the StarTran fixed-route and special services (HandiVan and Brokerage) transit operations, as well as the fuel consumption by the fixed-route buses.

<u>FISCAL YEAR</u>	<u>RIDERSHIP</u>		<u>MILES DRIVEN</u>		<u>FUEL CONSUMPTION</u>
	<u>FIXED-ROUTE</u>	<u>SPECIAL SVC</u>	<u>FIXED-ROUTE</u>	<u>SPECIAL SVC</u>	<u>FIXED-ROUTE BUS</u> <u>(gallons of diesel)</u>
1980-81	3,491,751				
1981-82	3,270,000				
1982-83	3,050,000				
1983-84	2,940,000				
1984-85	2,580,000				
1985-86	2,240,000				
1986-87	2,115,782				
1987-88	1,955,259				
1988-89	1,889,691				
1989-90	1,859,793	99,693	1,332,963		
1990-91	1,824,961	103,104	1,334,334		
1991-92	1,541,499	106,322	1,331,376		
1992-93	1,388,112	92,113	1,188,069		
1993-94	1,399,307	79,690	1,176,607		
1994-95	1,738,214	71,605	1,213,253		
1995-96	1,683,973	63,262	1,273,414	137,030	401,134
1996-97	1,645,208	57,429	1,282,662	305,662	410,019
1997-98	1,650,196	54,680	1,306,424	304,175	375,329
1998-99	1,608,586	54,330	1,305,476	301,232	380,486
1999-00	1,535,025	54,277	1,310,042	314,293	382,487
2000-01	1,550,713	51,901	1,400,762	314,013	384,297
2001-02	1,529,340	52,135	1,402,692	331,284	340,165
2002-03	1,481,211	48,031	1,388,175	326,795	340,875
2003-04	1,508,073	44,719	1,417,901	301,644	335,358
2004-05	1,599,218	49,526	1,539,955	308,483	379,524
2005-06	1,772,712	53,577	1,463,466	330,026	377,911

It is of note that the combined fixed-route bus and special services ridership, since F.Y. 2003-04, has increased by 17.6%. This significant increase in ridership is the result both of increases in fuel prices during that period and the success of the "Ride-For-Five" discounted monthly pass program for eligible low-income persons.

StarTran “Highlights”

Alternate Fuels Program

StarTran is acknowledged nationally as a leader within the transit industry in the utilization and promotion of alternative fuels. The following alternate fuels programs are in place:

- **Ethanol Bus Program** – Between 1994 and 2000, four ethanol-powered (95% ethanol, 5% gasoline) buses were operated in regular transit service. In 2000, the engines were replaced, and are now powered by an 8% ethanol / 92% diesel fuel blend. StarTran continues to be one of few transit systems utilizing ethanol-powered buses.
- **Biodiesel Program** – Since January 1994, two StarTran buses have been powered by biodiesel fuel (75% diesel/25% soybean oil). Utilization of biodiesel significantly reduces the exhaust particulates emitted by the two buses, and lowers the utilization of diesel fuel.
- **02Diesel Fuel Program** – In 2005 StarTran entered into a contractual agreement with 02Diesel Corporation for the provision of blended diesel/ethanol (92%/8%) of fuel in all but two diesel powered StarTran vehicles. The utilization of this blended fuel has been initiated and has resulted in nearly the entire fleet of StarTran vehicles having significant reduction in black smoke, particulate matter and ozone-damaging exhaust gases, at the same cost as regular diesel fuel.

StarTran Services for Persons with Disabilities

StarTran is in compliance with all transit-related regulations of the Americans with Disabilities Act (ADA). The following services are available to maximize transportation opportunities within Lincoln for persons with disabilities:

- All StarTran regular route service is accessible to persons with disabilities. StarTran currently operates 60 full-size accessible vehicles, including 45 state-of-the-art “low-floor” accessible full-size vehicles which were included in the StarTran fleet in F.Y. 2001-2002. Currently, the accessibility devices are utilized 250 times per month. Persons with disabilities who utilize all StarTran regular route services are eligible for significantly reduced fares (60 cents/trip or \$12 for a 20-ride punch pass).
- The StarTran HandiVan and Brokerage afford complementary paratransit services for persons with disabilities. The programs realize a total average ridership of 4,240 per month - 2,695 (HandiVan), 1,545 (Brokerage).
- Accessible formats for bus schedules including large print, braille, computer diskette, and audio tape, are available. In response to customer requests, StarTran has extended the hours that telephone schedule information inquiries are answered. StarTran schedule information service is available 24 hours a day, 365 days a year. StarTran routes/schedules are also available on the Internet.
- Coordination of special transportation services provided by other public and private providers/agencies is encouraged and promoted to maximize the efficiency and effectiveness of available special transportation services.

StarTran Marketing, Promotion, Special and Other Services

Marketing and promotion of StarTran services is “directed” to groups and individuals most likely to utilize those services, i.e., senior centers, students, downtown employees, etc. The following are the marketing promotion, special and other services offered by StarTran:

•**Employee Pass Program** - Twelve employers are participating in the Employee Pass Program, which provide StarTran monthly passports at reduced cost to employees. StarTran contacts other employers to encourage participation in this program.

•**Senior Center Programs** - Presentations to residents of retirement complexes and at senior centers are provided by StarTran staff. Such presentations promote and familiarize seniors with available StarTran services. Seniors are eligible for significantly reduced fares (60 cents/trip or \$12.00 for a 20-ride punch pass) on regular StarTran services.

•**StarTran/University of Nebraska Transportation Program** - Contractual agreements have been executed with the University of Nebraska since August, 1994 to operate the StarTran/UNL Transportation Program. This program provides for: 1. Utilization of all StarTran regular transit services by UNL faculty, staff, and students at no cost; and 2. Operation of the #24 Holdrege route service between downtown and UNL East Campus, traversing the UNL City Campus. The costs associated with this program are compensated by UNL to the City of Lincoln. This cooperative program between UNL and StarTran benefits both entities, having addressed UNL parking issues and by increasing StarTran revenues and ridership by approximately 423,400 trips per year.

•**Bus Advertising Program** - StarTran contracts for the sale and placement of advertising on StarTran vehicles. Currently, eleven StarTran buses are being utilized for the painted bus advertising program. This program generates approximately \$60,000/year in revenue.

•**Boo at the Zoo** - StarTran provides transit shuttle service from three outlying lots, transporting a total for all five nights, of over 4,000 people, to and from the zoo, for their largest fund raising event.

•**Stuff the Bus** - Promoting to the public to contribute new goods for a charitable organization. Have nearly reached our goal of one full bus for Friendship Home the past four years.

•**Holiday Lights Tours** - Tours of many of the Holiday lights displayed in Lincoln have been conducted each December since 1995. Over 2,000 patrons participate in the tours each December, many of whom are "first-time" bus riders.

•**Speakers Bureau Presentations** - Contacts have been made to over sixty-five local clubs and organizations offering presentations by StarTran staff at meetings of those clubs/organizations.

•**Big Red Express Services** - Express transit services to and from Memorial Stadium are provided for all home UNL football games. Such service is provided at seven locations each football season (Holmes Park, Southeast Community College, Department of Roads, Slumberland/Toys R Us, SouthPointe Pavilions, Westfield Shoppingtown Gateway, and Shopko), averaging ridership of approximately 5,000 trips per game.



•**Passport Saver Program** - StarTran rewards loyal passport users with the Passport Saver Program. Simply save your monthly passes for eleven consecutive months and get the twelfth pass FREE.

•**Low-Income Bus Pass Program** - This program was initiated as a six-month “pilot” program on October 1, 2004. Due to the success of the program and securing additional funding the program has become a standard type of fare offered by StarTran. The program enables eligible low-income individuals to purchase StarTran monthly passports at the reduced price of \$5 (bus) and \$10 (HandiVan). Low Income patrons are eligible for the Passport Saver Program also.



•**Passport Drawing** - All patrons with a monthly passport can write their name and phone number on the back of their passport each month and deposit it in the farebox on their last trip of the month to be entered in a drawing for a free monthly passport.

•**Smart Commute** - Patrons who utilize StarTran can increase their home-buying power. It rewards homeowners who purchase a home within one-quarter mile of a public bus stop by adding a portion of potential transportation savings to their qualifying income. When you qualify for the Smart Commute Initiative you also receive three free StarTran monthly passports.

•**Star Pass** - StarTran offers a discounted summer youth pass, which is valid for the months of June, July, and August. Children, ages 6-18, are not only entitled to unlimited rides on StarTran buses with this pass, but also receive special offers from participating sponsors.

Upcoming StarTran Programs/Projects



In 2006 a Transit Development Study was initiated to identify near and long-term policies and action items for transit services in Lincoln. A number of service changes are expected in 2007 and in subsequent years that will enhance services. The Transit Development Study is addressing the following areas as part of the analysis:

- Development of transit service area characteristics
- Development of transit service alternatives
- Updated service standards and policies
- Management and funding options

In 2007 StarTran will be implementing an Automated Vehicle Location System on all buses and supervisor vehicles. The AVL system will enable StarTran to more effectively and efficiently monitor and manage bus fleet operations, resulting in improved scheduling and services to the community.

In 2007 all fareboxes will be replaced with “Smart Card” fareboxes. This technology will enable patrons to utilize a debit card to make fare transactions. Such technology has the potential to be implemented with other services such as paying parking fares.



In 2007, the 11th & “O” Streets bus passenger transfer center will be rehabilitated, to include improved passenger amenities.

In 2007, the StarTran fleet radio system will be replaced, which will interface with the AVL system.