

MINUTES
STARTRAN ADVISORY BOARD MEETING
City Council Chambers
June 25, 2009

Members Present: Beatty Brasch, John Baylor, Tami Wellmann, Karen Moritz, Kory George

Members Absent: Kim Phelps

Staff Present: Larry Worth, Scott Tharnish, Mike Weston, Kitty Miller, Brian Praeuner, Connie Thoreson

REGULAR BOARD MEETING

Beatty Brasch as acting Chair of the StarTran Advisory Board opened the meeting with Mr. Worth introducing the new members, Karen Moritz and Kory George. The other Board members also introduced themselves to the new members.

A. **Review/Accept Minutes of May 28, 2009 Public Hearing and Board Meeting**

The minutes were accepted as submitted.

B. **Patrons to be Heard**

None

D. **Operations & Planning Report**

Larry Worth reported the following:

- Reviewed UNL and LPS ridership per the Board Report.
- Reminded that the AVL program is to be completed by October, 2009 with payments being withheld until the project is completed.
- JARC funds have been awarded.
- Mr. Worth reviewed the status of the ARRA/Stimulus Projects per the Board Report, adding that the replacement buses will be revised to include 14 thirty foot bio-diesel and 3 small light-duty hybrid vans. These buses will be equipped with security cameras and bike racks. Bike racks for the remaining fleet will be ordered and installed in conjunction with the receipt of the new buses.
StarTran will be going through the piggyback process for the bus purchase which was explained to the Board. The 3 small light-duty vans are expected in approximately 1½ years with the buses expected in approximately 2 years.
- StarTran has applied for \$15 million of ARRA/TIGGER money. These funds are proposed for remodeling the StarTran building in order to accommodate the height of future hybrid and/or CNG buses and to purchase 20 such buses. The award notification is expected in later this month.
- The EPA National Clean Diesel Campaign funding was not awarded to the Nebraska Soybean Board Project, but, StarTran is moving forward with the Soybean Board to fuel the entire fleet with soy-diesel (80/20) and the Soybean Board will compensate StarTran for the difference in soy-diesel and diesel fuel price.
- Rick Noyes has resigned the StarTran Advisory Board. The Mayor's office has been notified and will be working toward filling the Board vacancy.

It was noted that the 45-50 City/County employees utilizing StarTran 31-day passes is the average number. It was suggested that StarTran promote it to new employees possibly at the new-employee orientation meetings as well as periodic reminders to the entire body of employees. The annual pay cards

distributed to all City/County employees is used to market the Employee Bus Pass Program and it was noted that a flyer is in all new employee packets distributed by the Personnel Department.

C. **Marketing Report - Kitty Miller & Marketing/Promotion Sub-Committee**

Kitty Miller reported on the following Marketing issues:

- Twenty-one sponsors are participating in the Star Pass (summer youth pass program). The cost for the pass remains the same as last year, \$15. The program is proving very successful this year. Ms. Wellmann asked for a listing of this year's sponsors.
- As soon as the AVL Project is completed, Ms. Miller plans a "kick-off" event.
- Kitty Miller and Brian Praeuner will be making an informational presentation to potential bus patrons at the Center For People in Need on June 30th. It was noted that retirement homes have been offered presentations but have declined at this time. Mr. Praeuner is working with multi-cultural groups, to make them aware of StarTran programs, bus schedules, fares, etc.
- The "Use Your **CHANGE** to **CHANGE** Your Commute" campaign will held in the month of July, with 50¢ fare, 25¢ for elderly and disabled, and \$1 for HandiVan.
- Ms. Miller is working with CIC on the StarTran wrapped bus idea.
- The Big Red Express process is beginning with obtaining authorization from the 5 lots. The season pass will sell for \$50.

The Boo-at-the-Zoo event was bid on by Navigator Motor Coach, which will be providing the shuttle services for the event.

E. **Ridership Report**

Scott Tharnish reviewed and summarized the ridership report per the Board Packet.

There was discussion with regard to the HandiVan service being provided by StarTran and contracted provider, Transport Plus. The price for Transport Plus to provide the service has gone up in the past few years making it more expensive than for StarTran to operate. StarTran has moved toward operating more of the service by adding an extra operator and vehicle. It was noted that the HandiVan dispatcher utilizes a computer program to distribute trips as effectively and efficiently as possible.

Mr. Tharnish noted that the Low Income program has been the least impacted by overall ridership decline. Ms. Wellmann noted that the level of advertising could influence ridership. Mr. Tharnish noted unemployment figures as a likely reason for lower ridership.

F. **New Business**

- Election of Chair and Vice Chair – There was a nomination for Beatty Brasch to Chair the StarTran Advisory Board, with a unanimous vote in favor. Mr. Baylor was nominated as StarTran Advisory Board Vice-Chair, also with a unanimous vote in favor.

G. **Miscellaneous Information**

None

Adjournment

Ms. Brasch adjourned the meeting.