

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
August 27, 2015

Members Present: Mike DeKalb, Stephen Speicher, Jason Hellbusch, Linda Carter, Don Herz

Members Absent: Jenni Lesoing-Lucs, Janet Goodman-Banks

Staff Present: Mike Davis, Mike Weston, Scott Tharnish, Glenn Knust, Brian Praeuner, Suzanne Ideus, Kitty Elliott, Connie Thoreson, Charlie Schroeder

I. REGULAR BOARD MEETING

Chairman DeKalb opened the meeting, noting the Open Meetings Act and Patron Conduct Notice posted on the north wall.

A. Patrons to be Heard

Richard Schmeling has started a Citizens for Improved Transit group. This group is in the beginning stages of setting up a website and Facebook and will have their first meeting Sunday, August 30, 2015 at 1:00 p.m. at the Village Inn on 48th and Van Dorn. StarTran staff are welcome to attend these meetings.

Mr. Schmeling submitted a letter from the General Manager, Beni Dumais, of the Village Inn located at 5001 Van Dorn. The letter requests consideration of extending transit services hours to accommodate Village Inn employees that utilize transit service, as well as employees of the restaurant industry in general.

Mr. Schmeling mentioned that the StarTran Advisory Board is simply an advisory body with little power to advocate for transit services. This could possibly be changed through an ordinance.

Mr. Schmelling compared StarTran transit services to those of Dayton, Ohio. Noting Dayton's population (not including the metro area) is less than Lincoln but they have more annual transit trips, routes, and buses. Mr. Schmeling feels that marketing is the key to building ridership and has attempted to find out more about marketing in Dayton. Mr. Davis commented that even with abundant marketing, studies show ridership increases are minimal, at 3%.

It was mentioned that only five cities in the U.S. have trolleys and overhead electric cable trolleys (rubber tire) are more desirable in order that they may be flexible in passing cars.

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It was noted that Dayton, Ohio has not been included in past peer evaluations.

Chairman DeKalb thanked Mr. Schmeling for his input and ideas.

B. Review/Action Items

- **July 30, 2015 StarTran Advisory Board Meeting Minutes** – A motion for approval was made by Linda Carter for the 7/30/15 StarTran Advisory Board meeting minutes, as submitted, and seconded by Jason Hellbusch. The 7/30/15 StarTran Advisory Board Minutes were approved 5-0 (DeKalb, Speicher, Hellbusch, Carter, and Herz all voted “aye”.)

C. Operations Report

- Mike Davis stated that the new Nebraska Innovation Campus (NIC) routes began on August 24, 2015. Mr. Davis indicated he has ridden the new routes and everything ran smoothly. All new signs on these routes are installed. Mr. Weston stated that a new stop has been identified at 17th & Vine streets on the south side. This new stop will be signed. At the August 23 Big Red Welcome, StarTran staff informed students of all UNL routes and distributed maps with schedule information.
- There are 7 UNL home football games for which StarTran shuttle services will be operated, beginning on September 5, 2015. All lots are the same as last year.
- The Transit Development Plan (TDP) Consultants will introduce alternate scenarios in September at two public meetings scheduled for, September 23rd & 24th to be held at the City Council Chambers and Gaughan Multicultural Center, respectively. All information is on the StarTran website along with a survey for those that are unable to attend the public meetings. The consultants will meet with other involved parties as well as be present at the 9/24 Board meeting.
- Road calls have increased due to the age of the fleet.
- The brokerage contract has been approved by City Council and Transport Plus will begin September 14, 2015 with Servant Cab's last day being September 12, 2015.
- StarTran staff attended Lincoln Public Schools Open Houses, distributing route information and selling passes.
- A red CNG bus was on display and StarTran staff participated in the “Go Green” event at the Lancaster Event Center on Friday, August 7, 2015.
- StarTran looks forward to participating in the “Streets Alive” event to be held

September 20, 2015.

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- Ridership reports, across the board, are seeing slight decreases.

D. Other Business

Chair DeKalb stated that the next meeting is September 24, 2015 and the November meeting is scheduled for November 19, 2015 due to the Thanksgiving holiday.

E. Patrons to Be Heard

Richard Schmeling stated that he has ridden the UNL routes, commenting that the CNG buses are very nice. Mr. Schmeling said that bus operators, he has come in contact with, have been very good, going out of their way to be helpful, and he would like his appreciation to be passed along to them.

G. Adjournment

The meeting was adjourned.

The next meeting is scheduled for September 24, 2015, 8:00 a.m. in StarTran Conference Room.