

**MINUTES**  
**STARTRAN ADVISORY BOARD MEETING**  
**StarTran Conference Room 2**  
**September 29, 2011**

Members Present: Kim Phelps, Beatty Brasch, Debby Brehm

Members Absent: Kory George, John Baylor, Steve Speicher

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**

No patrons requested to speak.

**B. Review/Action Item**

Action items will be moved to the October 27, 2011 Advisory Board meeting agenda as there was not a quorum available at this September 29, 2011 meeting.

Other discussion:

Beatty Brasch and Debby Brehm noted that in the StarTran Advisory Board recommendation memo to the Mayor, for the F.Y. 2011-12 budget, the remaining \$31,000 should be found by StarTran administration rather than City administration. It was noted that StarTran is part of the City administration. Ms Brasch stated that in the same memo it was written that four persons in attendance at the 9/9 Public Hearing, opposed the Low-Income fare increase and she believed it to be eight.

**C. Operations & Planning Report**

- Kitty Elliott noted the Boo at the Zoo shuttle services will be operating this year on October 26-30 from 4:30-9:30 p.m. from three parking lots, located at Lincoln High School, QP Ace Hardware, and Antelope Park. Since there was not a quorum available, the three Advisory Board member present all indicated their approval for these Boo at the Zoo shuttle services. Ms. Elliott will contact the remaining Advisory Board members for approval and a formal vote will be taken at the next StarTran Advisory Board meeting.
- StarTran is supplying 100 two-ride tickets for the Homeless Connect event on October 5, 2011.
- Ms. Elliott is working on preparations for the 2012 Stuff the Bus event.
- Ms. Elliott is working with Brian Praeuner and the Literary Programs in order to teach students about StarTran transit services.
- Ms. Brasch requested a StarTran informational program be held at the Center for People in Need. Ms. Elliott will coordinate this program.
- Ms. Elliott indicated UNL students continue work on the trip planner with a demonstration for StarTran staff scheduled on September 30<sup>th</sup>. The Advisory Board will be updated on the progress of this feature.

It was noted that the City of Lincoln and Lancaster County pay ½ of the cost for a StarTran 31-day pass, for employees.

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- Larry Worth noted that the Active Network (City marketing group) has developed a report to the Mayor which is online with a summary being sent to key staff for an October 12<sup>th</sup> meeting.
- Mr. Worth summarized staff comments regarding the LPlan 2040 per the September Bd Report.
- Mr. Worth indicated that the SRF consultants have completed initial meetings with City Councilman Carroll, PW/U Interim Director Miki Esposito, StarTran staff, and the chair & vice-chair of the StarTran Advisory Board. Their intent is to return for a closer look at StarTran services, i.e. riding buses, interviewing bus operators. They will be looking to the City Council for guidance on the amount of saving they are expected to find and will look at costs related to privatization, becoming a Transit Authority, etc.

The consultants indicated no significant inefficiencies from their initial review of StarTran transit services. They are working with the HandiVan services to potentially identify more efficient operations.

Mr. Worth indicated the consultants expect to complete the review in approximately six months.

Ms. Brasch asked if fares were discussed during this review and requested to meet with the SRF consultants.

- Mr. Worth noted the 46<sup>th</sup> Street sidewalk has been in place since last fall, in response to a testifier at the September 9<sup>th</sup> public hearing.
- Mr. Worth indicated that the Mayor and City Council are implementing the StarTran Advisory Board recommendation for the StarTran F.Y. 2011-12 budget.

Mike Weston distributed route information that will be utilized for “deadheading” weekday and Saturday routes, noting the routes with the least ridership will be the routes implementing deadheading.

Mr. Worth also noted that the \$31,000 shortfall in the StarTran budget will be found over the next year, possibly utilizing savings from a decrease in fuel price, etc.

- Mike Weston reviewed and distributed information with regard to proposed route changes to the #40 Heart Hospital, #50 College View, and Star Shuttle routes. It was noted that there will be a Public Hearing on these proposed changes preceding the October 27, 2011 Advisory Board regular meeting.
- Chairman Phelps indicated the City Council will act on the fare increase to the StarTran low income bus fare on October 10, 2011. Beatty Brasch indicated she would attend the October 10<sup>th</sup> City Council meeting to testify for the StarTran Advisory Board recommendation with regard to this fare increase.

Kitty Elliott assured the Board that substantial promotion for the fare increase would be implemented.

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- Scott Tharnish reviewed ridership and revenue per the September Board Report, noting that 3/4 of farebox activity are 31-day passes (low income and regular), and the top revenue producer is cash fare.

It was agreed that the ridership versus revenue issue is an ongoing discussion as StarTran cannot accomplish both simultaneously.

- It was noted that StarTran utilizes a “flag-stop policy” in which every corner (outside of the downtown loop) is considered a bus stop, whereby patrons may flag a bus to stop without the presence of a bus stop sign. UNL has designated bus stops.
- It was mentioned that the security cameras on all buses help determine validity of complaints.

### D. Patrons to be Heard

No patrons requested to speak.

### E. Adjournment

There is a StarTran Public Hearing and regular meeting scheduled for October 27, 2011, 8:00 a.m. in the StarTran Conference Room..