

MINUTES  
STARTRAN ADVISORY BOARD MEETING  
City Council Chambers  
July 30, 2009

Members Present: Beatty Brasch, Kim Phelps, Karen Moritz, Kory George

Members Absent: John Baylor, Tami Wellmann

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

**REGULAR BOARD MEETING**

A. **Review/Accept Minutes of June 25, 2009 Public Hearing and Board Meeting**

The minutes were accepted as submitted.

B. **Patrons to be Heard**

None

C. **Marketing Report - Kitty Miller**

Kitty Miller reported on the following Marketing issues:

- The Star Pass (summer youth pass program) has been very successful, so far this year. The pass price will be reduced to \$5 and sold at the Middle School Open Houses, along with the other current outlets.

Beatty Brasch indicated the Center For People In Need will be hosting a Back to School Fair at their site, 3901 N 27<sup>th</sup> St, on August 7<sup>th</sup> & 8<sup>th</sup>. Ms Brasch asked that StarTran be present to provide route information and possibly sell fare devices. Ms. Miller indicated she would get back to Ms. Brasch on staff availability and there was discussion on the reduced Summer Your Pass (\$5) being sold at the event.

- As soon as the AVL Project is completed, Ms. Miller plans a “kick-off” event.
- Kitty Miller and Brian Praeuner made an informational presentation to potential bus patrons at the Center For People in Need on June 30<sup>th</sup>.
- The “Use Your **CHANGE** to **CHANGE** Your Commute” campaign held in the month of July, with 50¢ fare, 25¢ for elderly and disabled, and \$1 for HandiVan has a couple more days and then StarTran will report on the outcome from this campaign.
- Ms. Miller is working with CIC on the StarTran wrapped bus idea. Ms. Miller is taking pictures of actual patrons to be used for this wrap. Diversity is being emphasized in photos utilized on the wrap.
- The Big Red Express process has begun with advertising of the \$50 Season Pass. The first UNL home game is September 5<sup>th</sup> and there will be service operated from 5 lots, SouthPointe, Westfield, North Star HS, SCC, and Holmes Lake Park. SouthPointe and Scheels will also be selling the \$50 Season Passes this year. StarTran and the Journal Star have a link to the order form to obtain the Season Pass for StarTran Big Red Express shuttle service.
- Raising Canes partnering with KLKN have requested a bus for a Stuff the Bus event for back to school items to be held on August 5<sup>th</sup> from 10:00 a.m. to 7:00 p.m.
- StarTran will be at Middle School Open Houses, this month, in order to provide bus route information and sell fare devices.

Beatty Brasch requested StarTran staff to attend and complimentary passes be available for a Homeless Connect Event scheduled for October 23, 2009. Ms. Miller indicated she would get back to Ms. Brasch on how StarTran could help with this event.

**D. Operations & Planning Report**

Larry Worth reported the following:

- Reviewed UNL and LPS ridership per the Board Report.
- Mr. Worth reviewed the status of the ARRA/Stimulus Projects per the Board Report.

Karen Moritz indicated a bus shelter at 14<sup>th</sup> & R Streets faces the wrong direction. Larry indicated that StarTran would look into correcting this.

- StarTran is one of 240 applicants for \$1.2 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 the Fall, 2009.
- The Nebraska Soybean Board Project is moving forward to fuel the entire StarTran fleet with soy-diesel (80/20). The Soybean Board will compensate StarTran for the difference in soy-diesel and diesel fuel price. The contract has been approved for July 1, 2009 through June 30, 2010.
- The Mayor's F.Y. 2009-10 Budget has been released with no changes effecting StarTran. There will be an addition of 3 bus operators in order to offset overtime. The City Council met July 20<sup>th</sup>, with no changes to the StarTran portion of the budget. Since there are no changes to the StarTran portion of the budget, no action is required of the StarTran Advisory Board.

**E. Ridership Report**

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

Mr. Tharnish indicated the July, promotional fare (50¢), has shown few new riders, but instead the current riders seem to be changing their fare device to the 50¢, noting this promotion is turning out to be more of a reward for the current riders rather than changing the transportation mode of non-riders to StarTran as intended.

**F. New Business**

• Transit Surveillance Report

Brian Praeuner reviewed the draft StarTran Surveillance Report, per the handout. Mr. Praeuner noted the process; the StarTran Advisory Board will review the report with a recommendation to the PW/U Director. The PW/U Director reviews and may forward any recommendation to the Mayor and City Council.

Mr. Praeuner indicated that the Transit Development Plan is used as a basis for the Surveillance Report, noting the several different meetings with the public to solicit their needs and wants for transit services.

In mention of the Neighborhood routes not meeting ridership standards, Mr. Phelps asked if the new smaller light-duty buses would be utilized on the Neighborhood routes. Staff acknowledged that the smaller buses would be assigned to the Neighborhood and Star Shuttle routes.

Mr. Phelps stated to the Advisory Board the need to recommend night service to the City Council and Mayor. Upon a unanimous vote approving the Surveillance report, there was a motion to include a recommendation for evening service. Brian Praeuner agreed to include this recommendation after a unanimous vote in favor of the recommendation of evening service.

Kory George inquired as to the process of the StarTran Advisory Board continuing the pursuit of evening service and when/how to make appropriate recommendations. After further discussion, Larry Worth indicated staff would create costs for implementing evening services, and an Operations Subcommittee would meet to discuss and formulate a proposal for the entire StarTran Advisory Board to discuss and consider recommending to the Mayor's Office.

Karen Moritz, Kory George, and Kim Phelps were in agreement to move forward with investigating the feasibility of StarTran operating evening services.

Karen Moritz volunteered for a vacant position on the Operations Subcommittee. Connie Thoreson agreed to contact the StarTran Advisory Board Chair, Beatty Brasch to get her official appointments to the Operations Subcommittee.

G. **Miscellaneous Information**

None

**Adjournment**

Ms. Brasch adjourned the meeting.