

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
February 28, 2013

Members Present: Kim Phelps, Mike DeKalb, Don Herz, Linda Carter, Stephen Speicher, Beatty Brasch

Members Absent: John Baylor

Staff Present: Larry Worth, Brian Praeuner, Mike Weston, Scott Tharnish, Glenn Knust, Connie Thoreson

I. REGULAR BOARD MEETING

Chairman Kim Phelps noted the Open Meetings Act and Patron Conduct Notice posted on the north wall.

A. Patrons to be Heard

None

B. Review/Action Items

- January 31, 2013 StarTran Advisory Board Meeting Minutes – A motion for approval was voiced by Mr. DeKalb and seconded by Mr. Herz. The 1/31/13 StarTran Advisory Board Minutes were approved 4-0 (Phelps, Carter, DeKalb, and Herz all voted “aye”, Brasch and Speicher abstained).

C. Operations Report

- Mr. Worth noted from the marketing portion of the Board Report, StarTran will be operating shuttle service again this year to the UNL Spring Game scheduled for April 6th and the Stuff the Bus event will be held on April 13th and 14th.
- Mr. Worth reviewed ridership from the Board Report noting paid ridership is up nearly 3% year-to-date, due in part to the 31-day pass price decrease.
- Mr. Worth indicated the UNL ridership is up 11% due to the new expanded service.
- The 2009 ARRA funds have all been expended with the grant being closed upon final reimbursement and reporting.
- Bike rack usage continues despite winter weather with a January average per day usage of 42.
- Mr. Worth noted the Houck advertising summary per the Board Report. There are now six shelters sold for advertising.

It was confirmed that wider tire bikes do fit on the StarTran bike racks, however one oversized bike did not fit.

Mr. DeKalb mentioned that the marketing subcommittee discussed the Big Red Express Season Pass price as well as the child fare for this service. The committee will recommend the season pass be sold for \$60 and child fare for this service be \$5 round trip. This will be on the March meeting agenda for Board action.

In answer to a question, it was noted that there are adequate number of buses to meet the demand of the Big Red Express service.

February 28, 2013 StarTran Advisory Board Meeting Minutes - Page 2

Mr. Phelps asked for ideas as to why the downtown shuttle ridership is slightly down. Mr. Weston summarized a minor change to the route which adds a little more time and includes service to the INS building.

Bus patron, Amy Eidenmiller passed along the thoughts of other patrons that an increase in downtown service could mean more ridership.

D. Other Business

- Chair and Vice Chair discussion - Chairman Phelps noted that he and Ms. Brasch will be term-limited out in October, 2013 and Mr. Baylor has requested not to be reappointed. Mr. Phelps asked for nominations for StarTran Advisory Board Chair and Vice Chair. Mr. Speicher made a motion for nomination of Mike DeKalb to serve as Chair and Don Herz to serve as Vice Chair. The motion was seconded by Ms. Carter. The vote was unanimously in favor of the nomination. (Brasch, Carter, Speicher, Phelps, DeKalb, and Herz all voted “aye”.)

It was noted that StarTran is routinely requested by LPD, LFD and the Red Cross to supply buses to transport victims of a natural disaster (i.e. tornado) or to be utilized by firefighters and police officers as a refuge from inclement weather. Ms. Brasch and Mr. DeKalb felt that this service should be noted on the StarTran website.

The transportation service for the State Basketball tournaments between parking garages and the venue is considered a “charter” service, therefore StarTran is not operating this service.

Mr. Weston noted that the bus operator that alerted a patron in order to save her from being hit by oncoming traffic will be awarded the Mayors Award of Excellence. A letter of appreciation was also sent by the Board. Mr. Speicher mentioned that he has heard and appreciates the onboard safety announcement in this regard. Mr. Weston also noted that service to North Star has been deviated to travel onto the campus for safety reasons.

E. Patrons to be Heard

- Amy Eidenmiller apologized for speaking out of turn earlier and thanked the Board/StarTran for making the schedule change to the West “A” route.

Mr. Knust reported that the phone application for StarTran patrons to utilize for alerts, etc is being reviewed by the City Law department in order to proceed with a Request For Proposal. It is expected to be completed by the end of June. Mr. Speicher would like to be included in the testing of this application. Gordon Smith noted that he has an application out for the Android phone and has submitted one to Apple, but noted that this is not sponsored or supported by StarTran.

Mr. DeKalb asked about employee bus pass promotions. Ms. Thoreson noted that among other things, Ms. Elliott has sent out an Enterprise Email, which goes out to all City/County employees promoting the lower price for the 31-day pass.

February 28, 2013 StarTran Advisory Board Meeting Minutes - Page 3

Mr. Phelps asked for a report on how 31-day pass sales are progressing since the reduced price went into effect.

Mr. Speicher thanked Mr. Phelps for his service as Chair to the StarTran Advisory Board.

Ms. Brasch will distribute and present her research on "Poverty in Lincoln" at the March, 2013 meeting.

Mr. Phelps suggested that UNL students utilizing the new expanded service be surveyed in order to make the service as effective and efficient as possible. It was noted that there have been no complaints/issues reported with regard to the new UNL service.

In answer to an inquiry about the Grid System and Peer Review Reports, Mr. Praeuner presented at the January meeting, being placed on the StarTran website, Mr. Praeuner and Ms. Elliott are working toward this.

F. Adjournment

The meeting was adjourned.

The next meeting is scheduled for March 28, 2013, 8:00 a.m. in the StarTran Conference Room #2.