

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
May 28, 2015

Members Present: Mike DeKalb, Stephen Speicher, Jenni Lesoing-Lucs, Linda Carter, Janet Goodman-Banks, Don Herz

Members Absent: Jason Hellbusch

Staff Present: Mike Davis, Mike Weston, Scott Tharnish, Glenn Knust, Brian Praeuner, 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

None

B. Review/Action Items

- **April 30, 2015 StarTran Advisory Board Meeting Minutes** – Mr. Speicher asked for page 2 of the 4/30/15 minutes to be changed, in the first bullet point, to read, “It was suggested that the sound system may prohibit sight-impaired individuals from hearing to navigate the area.” A motion for approval was made by Stephen Speicher for the amended 4/30/15 StarTran Advisory Board meeting minutes and seconded by Linda Carter. The 4/30/15 StarTran Advisory Board Minutes were approved as amended 6-0 (DeKalb, Speicher, Lesoing-Lucs, Carter, Herz, and Banks all voted “aye”).

C. Presentations

Marketing Plan by Kitty Elliott (Report Attached)

Ms. Elliott presented the StarTran Marketing Plan per the attached report. Ms. Elliott reviewed the Plan Explanation, Rider Distinction, Survey Data, Travel Behaviors, and Positive Service Highlights. Goals, Strategies, Message, and Objectives were summarized completing the presentation with the many current marketing programs.

Discussion took place with regard to Senior Centers and Aging Partners being included as part of the target group, which Ms. Elliott assured they are included.

Don Herz asked about goal percentages, to which Mr. Davis stated the goal is to increase ridership by 5% per year. Mike DeKalb asked for a report on progress.

Stephen Speicher suggested that StarTran staff work with coordinators or ambassadors at Senior Centers, in order to demonstrate how to get on and off of the bus, especially for potential disabled riders.

Janet Goodman-Banks thought the presentation was very well done and had great ideas.

The Board commended, and thanked Kitty Elliott for the presentation.

TIGER Grant by Brian Praeuner (Report Attached)

Mr. Praeuner summarized the TIGER grant process and proposed use per the attached report. It was highlighted that this federal grant is highly competitive and this year the funds may be used toward capital investments. The grant application is due June 5, 2015.

The project is called the Lincoln Multimodal Transportation Center Project (LMTCP). The need for a Multimodal Transportation Center has been identified by several studies, therefore grant funds would be utilized to realize this need. StarTran will be notified of any award by October, 2015. The Board thanked Mr. Praeuner for the presentation.

Staff requested a letter of support from the StarTran Advisory Board. Chair DeKalb distributed a letter for all Board members to review. Upon review and a couple of minor changes, the letter (see attached) was signed by Chairman DeKalb.

Projects and Goals by Mike Davis (Report Attached)

Mike Davis presented StarTran projects and goals per attached report. Highlighted were the following: Quality of Service, Marketing, Technology, Funding, Bus Stop Amenities, Surveys, and Vehicle Improvements. It was noted that "Operating Characteristic" are being addressed with the Transit Development Plan (TDP). The Board thanked Mr. Davis for the presentation.

D. Other Business

It was noted, the Handivan Brokerage RFQ is complete with the RFP expected to be released in July, 2015. The current brokerage contract has been extended until this process is complete.

Mr. Davis indicated staff did a great job representing StarTran at the 2015 International Rodeo. Chair DeKalb thanked Mr. Davis for sending the employees to this event.

Innovation Campus routes and schedules are designed and at this time one bus has been delivered. StarTran will be interviewing additional bus operators in the next week. There will be two routes for this service.

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Chair DeKalb inquired about a decrease in UNL ridership. It is possibly due to construction detours on those routes. It was suggested that ridership be tracked in relation to UNL enrollment. Overall ridership has decreased, possibly due to lower fuel prices, however the five-year trend shows an increase. The Star Shuttle route has had a decrease in ridership and is being addressed with the TDP. It was noted that when a route is changed, studies show that it takes three years to build ridership back up.

Chairman DeKalb asked for any objection to the June 25, 2015 StarTran Advisory Board meeting being cancelled. Hearing none, the June 25th meeting is cancelled and the next scheduled meeting is July 30, 2015.

E. Patrons to Be Heard

None

G. Adjournment

The meeting was adjourned.

The next meeting is scheduled for July 30, 2015, 8:00 a.m. in StarTran Conference Room.



MARKETING PLAN

F.Y. 15-16 to F.Y. 16-17

710 "J" Street
Lincoln, NE 68508

Prepared by Kitty Elliott
StarTran Administrative Aide

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Plan Explanation

The StarTran Marketing Plan is to present past, current and future activities to promote ridership on StarTran buses. Some activities will be evolving and some will be immediate.

Part of the development of this plan is from survey results, low income statistics, peer transit agencies, travel transit options or other related documents. We need to focus on the things we actually provide well, and then work on improving things that we don't do as well on.

A number of recommended goals are described to increase ridership. Emphasis will be placed on the positive aspects to riding public transit. Some key background information and research is shown below.

Patronage of StarTran

Survey results show that most of our patrons have been riding StarTran for five years or more. Lincoln's population has increased approximately 13% over the last five years and StarTran has retained 41%* of its riders who have been riding 5 years or longer. To entice new riders with pre-conceived attitudes about bus service and the loss of independence through their vehicle will be difficult to change. Accentuation of the environmental savings, and utilizing their extra time are some ways to help allay some negative perceptions of the service. Will switch communications from 'Why NOT ride' to 'Why TO ride!'

(Average of 2006 and 2013 on-board surveys)

Rider Distinction

- Results show both male and female ride almost equally.
- Age of current rider generally is 45-64, besides students, with very few riders over 65 years of age.
- Income of most patrons is less than \$20,000 per year with an average family size of 4.
- Trip usage is highest for work, followed by school trips.
- Currently most patrons walk two and a half blocks to and from their destination.
- Safety is ranked highly among current patrons. Driver courtesy, schedule information and overall service is good.
- Expressed improvements are evening service, more frequency and more weekend service.
- From these findings, promotions should be gender neutral, should seek more of the elder generation, and should emphasize safety and current satisfaction.

(2006 and 2013 on-board surveys)

Survey Data

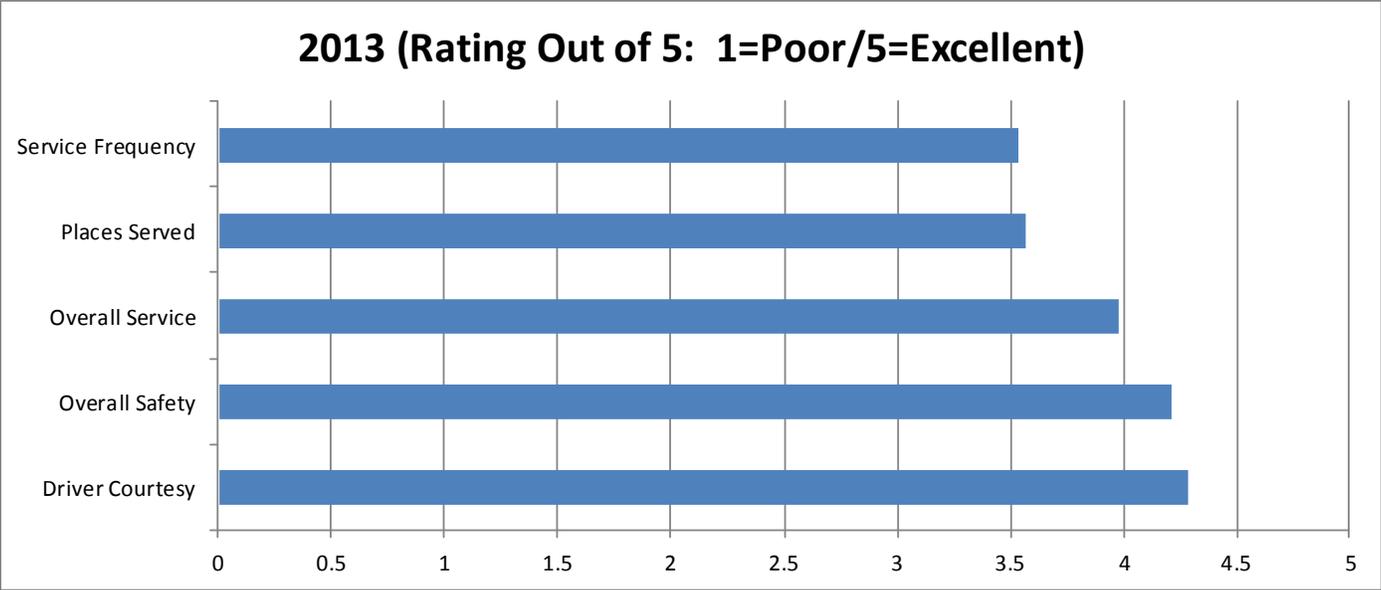
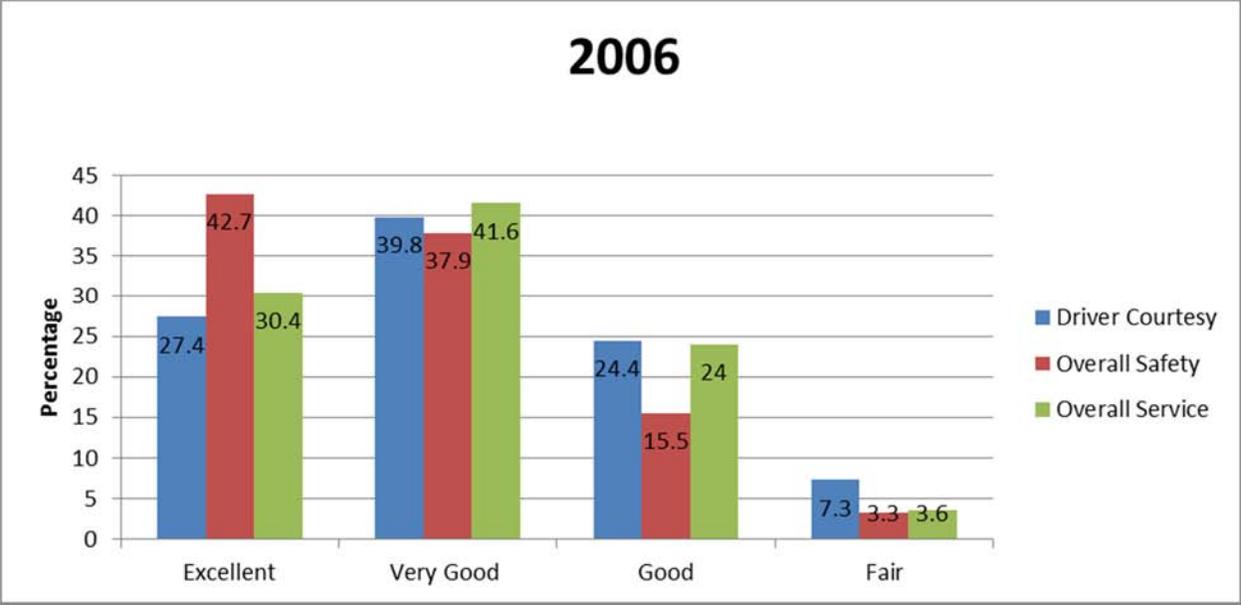
While many of Lincoln's peers are experiencing higher rates of walking, bicycling and transit use, Lincoln has experienced the opposite trend....the number of residents driving alone to work has increased. Today, over 80% of Lincoln residents drive alone to work. Transit and walking has declined with biking increasing because of the extensive trails network.

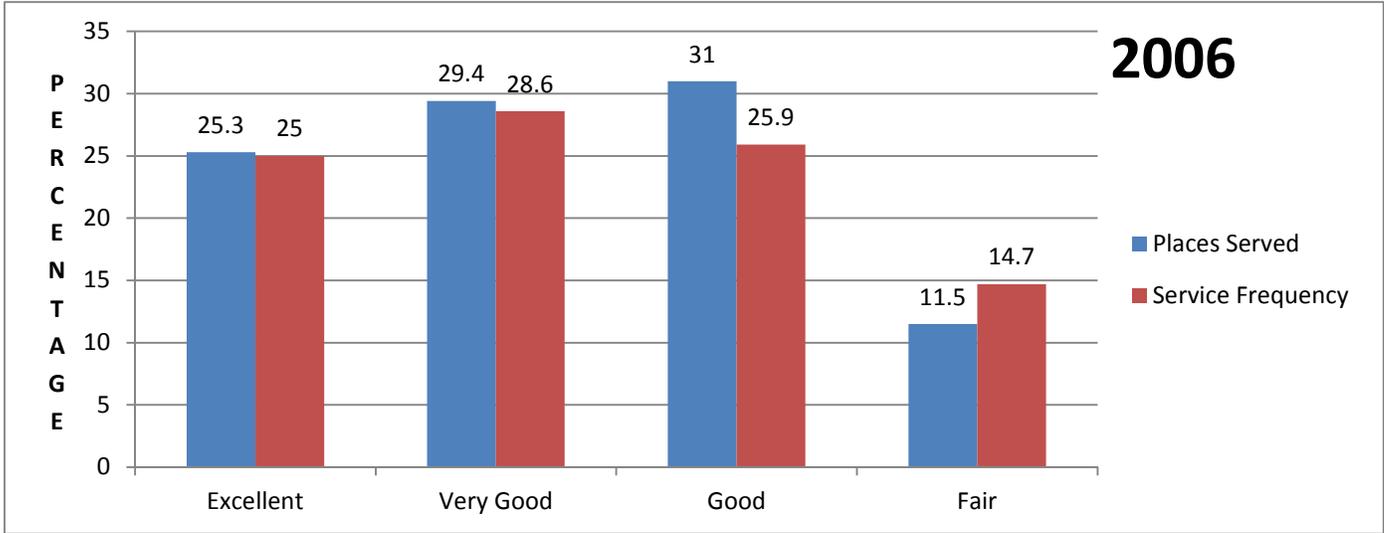
- Sixty-eight percent drive alone to school or work as their primary mode; carpooling was second at 8%.
- Getting dropped off (22%), biking (20%) and carpooling (19%) were the top three modes that Lincolnites 'sometimes' used.
- Long commute distance, weather and schedule are the top three reasons for driving alone.
- Most people responding have an average 17.1 minute commute length, compared to 25.1 nationally.
- Forty-three percent pay for parking at work or school.

(Lincoln Travel Options-Dec. 2013, Pgs. 2, 39)

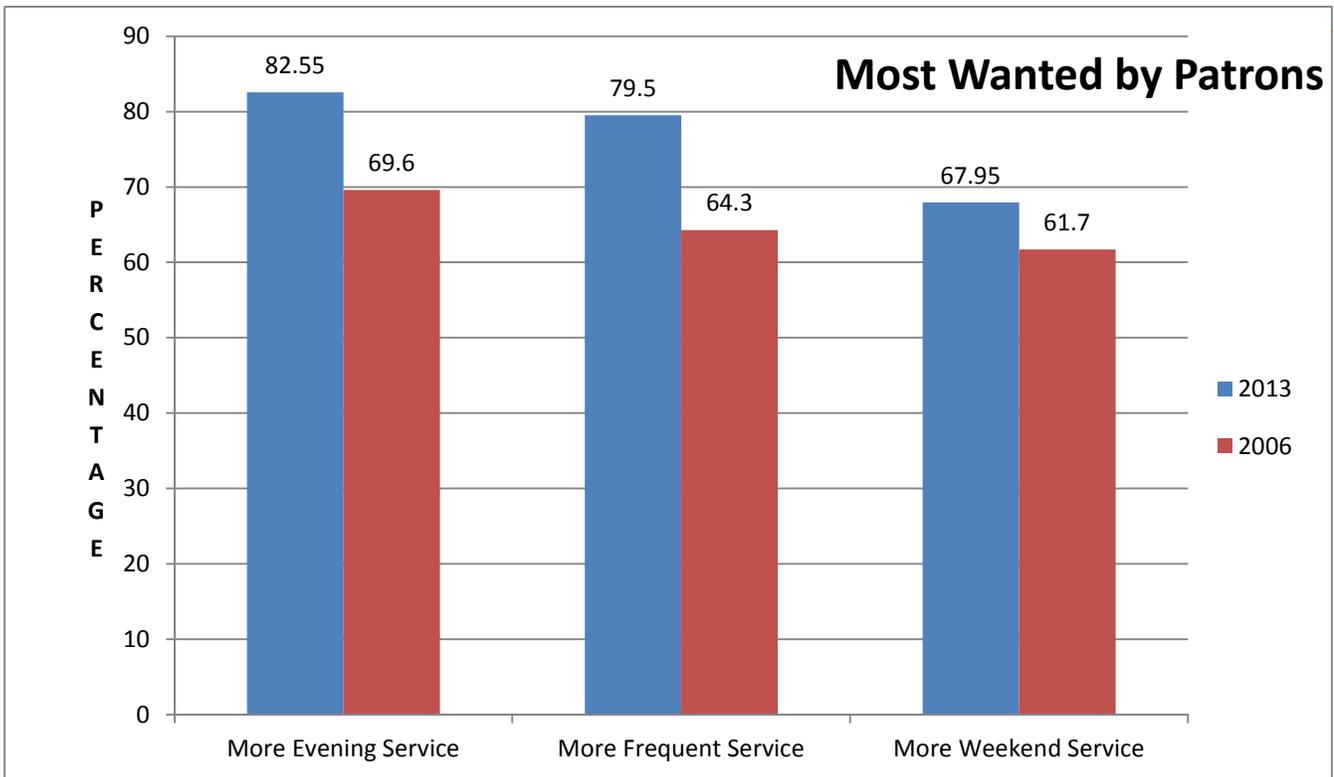
- Three programs that would help some ride transit more often are:
 - a) Trip Planner
 - b) Bicycle & pedestrian access to transit
 - c) Guaranteed ride home
- Respondents who drive alone as their primary mode found programs and incentives less helpful, however, those who drive alone viewed the guaranteed ride home program as the most helpful incentive.

(Lincoln Travel Options-Dec. 2013, Pgs. 39 & 40)



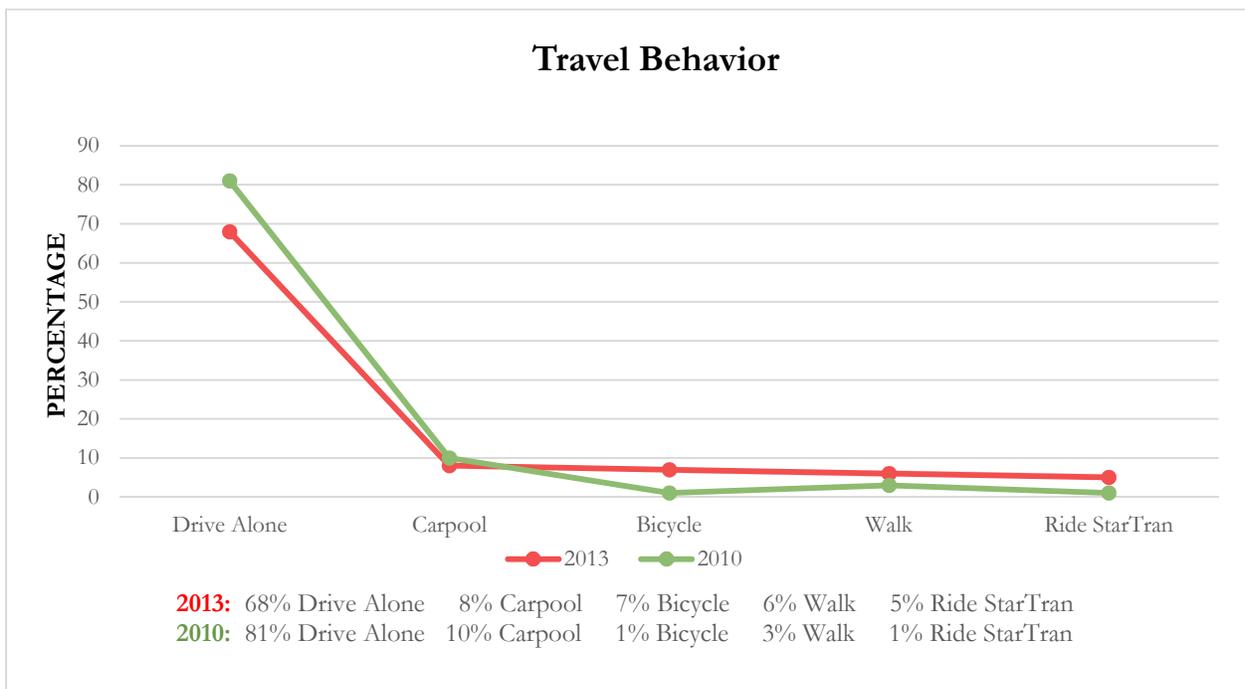


(2006 and 2013 on-board surveys)



Travel Behavior

Commuters, surveyed in January/February 2013, who use non-single occupancy vehicle modes to travel to work or school are 8% carpool, 7% bicycle, 6% walk, 5% bus and 3% get dropped off. These have all improved since 2010, with the exception of carpool, where 10% carpool, 1% bicycle, 3% walk, 1% bus and 3% work at home. Those who utilize other modes on select days reflect 20% bicycle, 19% carpool, 17% walk, 16% drive alone, 12% bus and 11% telecommute.



(Lincoln Travel Options-Dec. 2013, Pg. 40)

Fifty-four percent of survey respondents think real-time bus/shuttle information at stops would be very helpful, 48% consider safe bicycle and pedestrian routes to access bus stops, 48% guaranteed ride home, and 45% an online transit trip planner would be very helpful. The most common comments regarding barriers to riding public transit is the lack of direct routes, lack of route coverage near homes or destinations and the need for expanded hours of service. Most common comments are the bus system does not go where it is needed and more would ride if it ran later. (For work, school and events, etc.)

Ninety-three percent of survey respondents use the internet for travel options information, 19% phone, 18% print, 12% radio, 11% television, 2% mail. These current use methods of accessing information almost parallel their preferred method as well.

(Lincoln Travel Options-Dec. 2013, Pgs. 45 & 50)

Positive Service Highlights

Some positive aspects to highlight might be the following:

- 1) Maintain drive times – commute is short, average is 17.1 minutes, compared to 25.1 nationally in 2009.
- 2) Improve health – communicate the health benefits
- 3) Maintain quality of life – be green; emissions are known to increase the risk of respiratory and other diseases. A study estimated that 260,000 premature deaths per year are associated with short term exposure to ozone pollution; and children under 18 average over 93,000 hospital admissions and more than 35,000 emergency visits for respiratory disease and asthma respectively.
- 4) Adapt to changing demographics – current population of almost 260,000 is projected to increase 15% by 2020 and 45% by 2040. The elderly population is increasingly wanting to age in place and millennials are often prioritizing travel options over owning a car.
- 5) Cost savings – average American family spends about \$9,000 annually on their car. It is estimated that Lincolniters spend \$600,000 on gasoline every day – over \$220 million every year. Bus pass costs are \$96 - \$408 year in comparison. A family that is able to get rid of one car will have more than \$8,000 more a year to spend on housing, food or other amenities.
- 6) Conserve parking – Building new parking structures averages \$17,353 per space of \$52.50/sq. ft. Surface parking costs between \$3,500-\$6,000/space. These costs don't reflect the ongoing maintenance costs of between \$150-\$200/space per month. Land not used for parking can be used to stitch the urban fabric back together, providing more space for shops, restaurants, jobs and other amenities that make cities vibrant destinations.

7) Preserving roadways/city streets – Without intervention, the vehicle miles traveled in Lincoln is expected to increase 54% by 2030. Reduced vehicles reduces wear and tear on the roads. Reducing cars during peak will help reduce the need to build new travel lanes.

(Lincoln Travel Options-Dec. 2013, Pgs. 139-145)

From 2007 to 2012 ridership has increased by 4.2%, service hours decreased 15.4% and passengers per hour increased by 17%. In 2012 the monthly pass was significantly reduced in cost from \$45 to \$17. Sales increased by 300.

(Lincoln Travel Options-Dec. 2013, Pg. 66)

Goals, Strategies, Key Message

Goals

- 1) Increase ridership system wide by 3%.
- 2) Increase ridership by 5% in the downtown area on the Star Shuttle.
- 3) Increase awareness by the elderly (62 and over) of StarTran services by 10%.
- 4) Increase awareness and utilization of Employee Bus Pass by 5%.
- 5) Improve tracking of customer suggestions.

Strategies

- Generate excitement in riding the bus.
- Generate awareness on the convenience of the Employee Bus Pass, including the savings to the environment, more parking for customers, tax savings and benefits to both employers and employees.
- Generate awareness to the elderly, including the senior centers that bus routes serve and their discounted fare.
- Generate interest in the Star Shuttle including consistent, frequent stops, efficiency, directness and low cost.
- Continue generating interest and education of StarTran's services.
- Garner cooperative partnerships with businesses, environmental groups and senior housing units.

Key Messages

-In all aspects of education and touting of our service we need to always try to hit the 5-W's –

WHO, WHAT, WHEN, WHERE, WHY

(Who is affected and how, what we provide and when and where we provide it and why they should ride)

-Everyone to help spread the positive attributes of the Employee Bus Pass, Star Shuttle, advantages for the elderly, and work together as a team to increase excitement in transit.

-All employees participate in activities to sell these messages in various methods.

-Need to know what the riders want and see if we can fulfill any of those wants.

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1) **Objective to Increase Overall Ridership**

Generate excitement and awareness in riding the bus.

Message: Garner excitement in riding when the new buses with new paint scheme arrive, as well as accentuating the low cost, benefits to the environment, and all the things they can get done while riding on the bus.

Elements: Encourage ridership by listing things that they can get done while riding on the bus – (text or send messages, add posts on Facebook, read the newspaper or book, study (not really unheard of), plan dinner, make a shopping list, listen to your favorite tunes, figure out all the money you are saving because you are riding versus driving – fuel, insurance, payments, maintenance costs; not to mention the streets and air.

Have consistent new branding – (buses, schedules, published materials, etc.)

Timing: Immediate and more intense as new buses with new paint scheme near unveiling.

Activities: We have a promotional piece which is a magnet with our logo and phone number on it, so we could have drivers carry these and patrons could request one of these to get started on their lists.

Have patrons submit itemized and total savings lists and give a FREE bus pass to the person that submits the list demonstrating the largest savings (for six months or a year - tbd).

Same could be done for the most things someone gets done while riding-could send a selfie showing. (Or maybe we could have some better prize than just a free bus pass too? - tbd)

Possibly have a commuter team challenge.

2) **Objective for the Star Shuttle**

Generate awareness in the low cost to get around downtown and throughout the downtown zone, and pique interest in the new trolleys that will be coming soon.

Message: Ease of getting around downtown – times on the hour every hour.

Fare is only 25 cents, or can utilize bus pass

New trolleys coming soon

Elements: Work with downtown businesses and especially with Downtown Lincoln Association (DLA), and the Chamber of Commerce.

Timing: Immediate and more intense as trolleys are near unveiling.

Activities: Clarify the Downtown Zone when new schedules are published.

Offer a two-week try it promotion.

Have a contest to name the downtown trolley with prizes for the winner (decided by staff and advisory board)

Work with Downtown Lincoln Association and businesses to promote this service and offer samples or discounts at their place of business for patrons; OR staff at stops to hand out cookies and water one day each week of the two week try it.

3) **Objective for the Elderly**

Communicate and educate all on the service and ease of catching the bus, promote the safety factor, and their discounted fare.

Message: Express the ease of catching the bus that comes right to, or near, their senior housing unit, the savings versus owning a car, the discounted fare, and the safety of utilizing the bus versus the stress of traffic.

Elements: Develop and schedule presentations to several senior housing centers along current routes and build an ambassador program.

Provide free trial.

Make aware of the discounted fare.

Give on-site assistance for favorite locations and demonstrate the online app and information phone number for additional assistance.

Timing: April/May/September/October 2015

Activities: Offer a month trial

Have a scavenger hunt with businesses (can work in teams) (give a list of clues – the first one might lead them to a coffee shop for a free cup of coffee, next clue might be to get a free roll, next might be to Bath & Body Works for a free hand sanitizer, and so on...). Then have them write a comment card on their bus trip and hunt. Offer the senior housing units who can garner the most residents to ride the bus for a month, we will give all those riders a free pass for the next month).

Designate ambassadors at each facility to promote and coordinate ongoing transit training.

4) **Employee Bus Pass Objective**

Awareness, communication and education to employers and employees alike of the employee bus pass program and gain new partners in this program. Work on a travel options coordinator at each business.

Facts: Anyone interested in sustainability recognizes that private vehicles deteriorate air quality, create longer commutes, increase greenhouse gas emissions, increase traffic fatalities and destruction of public space.

Public transport needs to be competitive and more desirable than the private automobile, leading to increased personal mobility and a healthier urban environment. We need to attract new users, retain existing users and gain as much support as we can locally.

(Embarq-From Here to There, A Creative Guide to Making Public Transport The Way To Go)

Message: Show how this program is beneficial and easy for both the employer and employee, is better for Lincoln, the environment, traffic and the roads; plus saves them money.

Elements: Work with DLA and contact employers in the downtown interest to set up appointments to explain the program and/or give presentations on our services.

Discuss and coordinate with DLA possible ways for downtown businesses to help subsidize bus passes for

their employees to promote transit riding over sov. Could possibly split cost with the employer.

Provide brochures on this program.

Provide on-site trip planning.

Show them the savings to the environment, roads and savings to them.

Provide maps and schedules at their business.

Provide monthly (as needed) delivery of passes and invoicing.

Promote the website, Facebook and get on board website.

Research options and possibilities for a Guaranteed Ride Home Program.

Timing: Immediate

Activities: Free trial – (week/2 week/month)

Businesses who can get the largest number of their employees riding the bus, whatever that cost is for fares for only one month, StarTran will give that business that many FREE bus passes in return.

See if some health fitness centers will offer a discount to those who ride by presenting their bus pass.

Work with the Health Department on some promotion/prizes.

Enlist a travel options coordinator for each business.

5) **Improve Tracking of Customer Suggestions**

Research the possibility of a real-time suggestion/complaint program.

Message: To create an easier, more efficient and anonymous real-time program to track patrons comments, suggestions, compliments and complaints.

Elements: Research agencies who have this type of system and query how it works, if they are satisfied, the pros and cons.

Research companies that provide this type of program, how it works and costs associated with operation and maintenance.

Timing: Begin in the fall of 2015

Miscellaneous

Technology – need to work toward:

- Real time tracker available for all phone/device formats
- Smart Card Implementation
- Trip Planner
- SMS Texting
- Wi-Fi availability

Other Ideas for future:

- Take pictures of kids in the driver's seat/and or other seats – Startran's future driver/rider
- Summerdime Rides – everyone rides for a dime in nonpeak weekdays
- Have public training sessions – like the four quadrants of Lincoln, so 4x/year.
- Garage sale days – when neighborhoods have garage sales – pick one and provide a route to them
- Reinstate the school poster contest and put signs on our buses
- Coordinate with Lincoln Libraries and on certain days – give free rides for presenting their library card
- Homes & businesses packet – pick certain routes you wish to promote and the packet contains an introduction letter, route schedule map, any special information relative to the time (events), free bus pass or 2 ride ticket
Could be doorknob distributions.
- Employees each given a # of passes to sell (could be a discount). Those that sold the most win a prize.
- Coupon in paper for free ride
- Blue jeans for the needy – ride free
- Commuter bus challenge – get businesses to form teams to ride the bus – more than ride for a business win prizes
- Buddy Days – bring someone along with you and 2 ride for 1 or 2nd rides for ½ fare
- Games on the Bus: Let's Make a Deal/Price Is Right/Cash Cab
- Bike & Ride – bike and ride for only \$1
- Easter Egg Hunt on the bus – some eggs just filled with candy; some with free things or discounted offers
- Free passes to local attractions when riding the bus there

Current Programs:

AVL (Automatic Vehicle Locator)

Implemented patron-friendly version, getonboard.lincoln.ne.gov, to track buses live online.

Employee Bus Pass Program

Work with employers to offer free or discounted bus passes to their employees as an additional benefit or to offer employees to purchase bus passes with pre-tax dollars.

Low Income Program

One of the best in the nation – 200% of poverty.
\$8.00 31-Consecutive Day and \$16.00 31-Consecutive Day
Handi-Van

“Star Pass” - Summer Youth Bus Pass Program

Discounted bus pass with special offers/discounts from participating sponsors for kids ages 5-18, during the summer months, June 1 - August 31.

4th of July Shuttle

Provide shuttle service from 2-3 lots to Oak Lake for the Uncle Sam Jam.

Big Red Express

StarTran operates shuttle service to and from all home football games from 6 outlying lots. Fare is \$5.00 one way/\$10.00 round trip and kids 12 and under are \$5.00 whether taking the bus one way or round trip. We also pre-sell Season Tickets which are discounted prior to the season beginning.

Bike Racks on All StarTran Buses

Each bus has a bike rack that will hold 2 bikes.

Bike to Work Week

StarTran displays our Bike & Bus wrapped bus at this event so the public can try out and see the ease of utilizing the bike racks on our buses.

UNL Program

This program allows students, faculty and staff to ride any StarTran regular, fixed route service with a special UNL bus pass issued by the University. Persons using this pass must also present a current UNL photo I.D. card when boarding the bus.

Big Red Welcome

StarTran staff has a booth and we park our new Compressed Natural Gas (CNG) bus with the new UNL paint scheme at this event and give students an opportunity to try out the bike racks.

Bike UNL

StarTran staff has a booth and we park our Bike & Bus wrapped bus at this event to allow students to try out the ease of utilizing our bike racks at this UNL student event at the Nebraska Union each spring.

Stuff the Bus

Stuff the Bus for Friendship Home with Wal-Marts, Sam's & Dignity. StarTran works with Three Eagles, Wal-Marts and Sam's in Lincoln all to help stuff the buses with new items needed for women and children taking shelter at Friendship Home.

Earth Day

StarTran staff has a booth at this event along with a bus to promote a healthier living and environment by riding the bus or by busing and biking.

Boo at the Zoo

StarTran provides shuttle service from 3 lots to and from the Lincoln Children's Zoo, for 5 nights, for their Boo at the Zoo event.

Streets Alive

StarTran staff has a booth and parks an environmentally friendly Compressed Natural Gas (CNG) bus at this event. This event encourages citizens to bike and walk, closing streets exclusively for this event - making it safe for all. We give citizens the opportunity to try out and see the ease of utilizing our bike racks.

Presentations

Staff gives presentations to groups, upon request, of StarTran services.

Transit Week

Plan events for this week in conjunction with many other transit agencies during this recognition time.

Middle School Open Houses

Staff attends several middle school open houses to sell bus passes and to assist parents and students with route questions.

Facebook

Encourage patrons to become our fan on Facebook. We have run specials on this on occasion, and we post pictures and note special events.

Email Alerts

Encourage patrons to sign up for the latest news on StarTran by signing up for the RSS alerts on StarTran website.

Website

Keep all information, events, programs, detours, etc. current on our website for ease of patrons use.



2015 TIGER CAPITAL GRANT APPLICATION



2015 TIGER Discretionary Grants, capital grant

- StarTran is seeking funding to build a high-amenity, high-technology multimodal transportation center, strategically located in downtown Lincoln, Nebraska, providing reliable, accessible, and affordable public transportation and multimodal connections to the entire community.
- StarTran is requesting \$19,222,537 in Federal TIGER funds, and is matched with \$6,407,512 in local/state funds. A portion of the local match will be in-kind.
- The study has been titled the Lincoln Multimodal Transportation Center project (LMTCP)
- The LMTCP will result in the completion of a public outreach and involvement process, design and engineering, and an environmental analysis for the construction of a multimodal transportation center.

TIGER Discretionary Grants Information

- Transportation Investment Generating Economic Recovery (TIGER)
- Funded through the DOT, TIGER will be awarding \$500 million in capital grants.
- These grants are highly competitive, over 800 applicants for planning grants expected!
- Grants are awarded based on a strict set of rules and criteria. Applicants must demonstrate the their projects ability to meet rules and criteria created by TIGER.
- DUE DATE: June 5, 2015

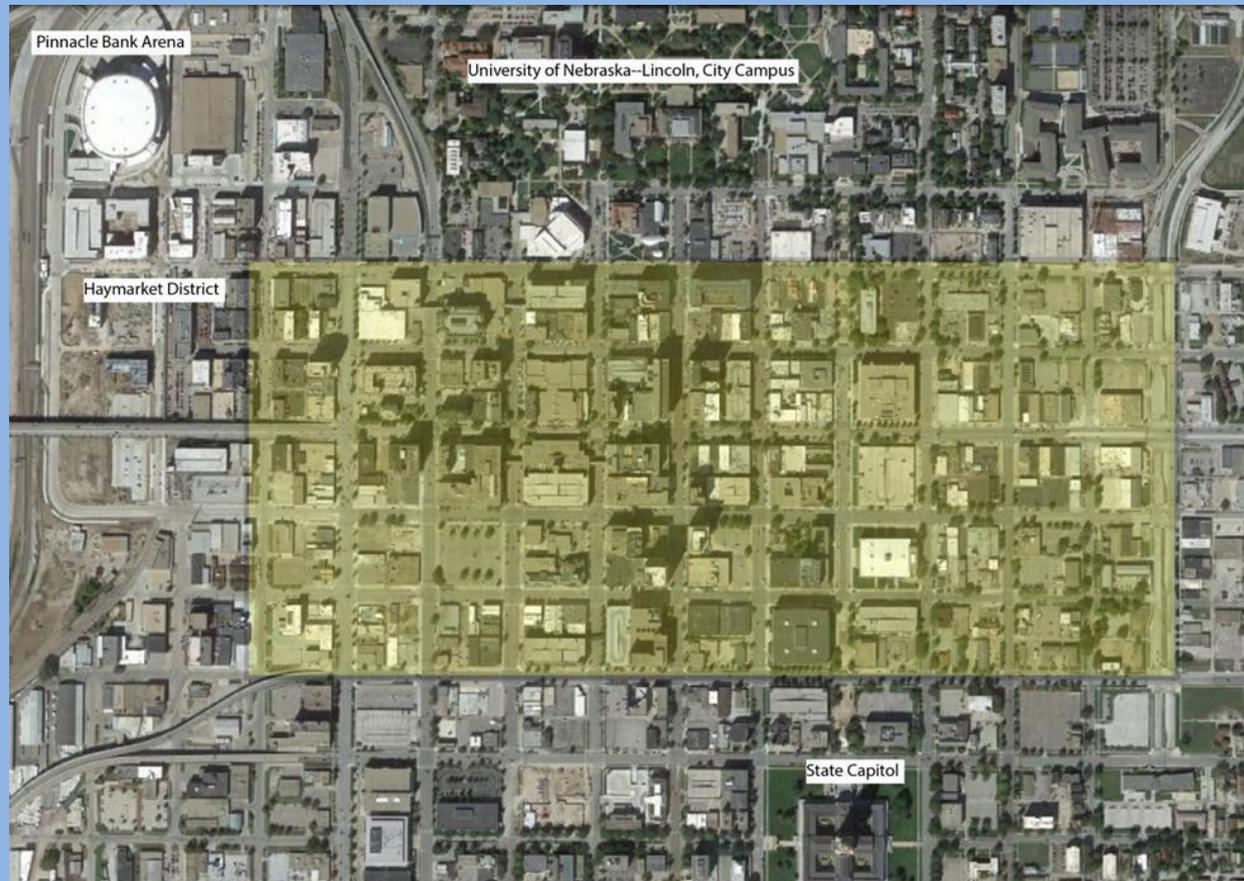
Identified Multimodal Need

- Numerous studies including the **2007 Transit Development Plan, 2004 Multimodal Study, 2040 Long Range Transportation Plan, 2005 Downtown Master Plan and LPlan 2040** all have identified the need for a downtown Multimodal Transportation Center.
- The LMTCP is a project plan that will move forward concepts and ideas from the previous studies. It is the next step in the process of building a multimodal transportation center.
- By following the strict rules and criteria required by TIGER, StarTran will be ensuring that the multimodal center goes through a robust process that will result in the best option for multimodal use in downtown Lincoln.



StarTran Grant Application

- StarTran is partnering with the University of Nebraska—Lincoln (UNL), Downtown Lincoln Association (DLA), Great Plains Trail Network (GPTN) and the mayor's Pedestrian and Bicycle Advisory Committee (PBAC).
- StarTran will use the services and expertise found within the many departments of the city.
- StarTran also will continue to work with the center for people in need, (OTHER GROUPS WHO WE REGULARLY WORK WITH)
- Study area can be seen in the picture. The west border of the study area is 8th street, the south border is L street, the east border is Antelope Valley Parkway, and the north border is Q street.

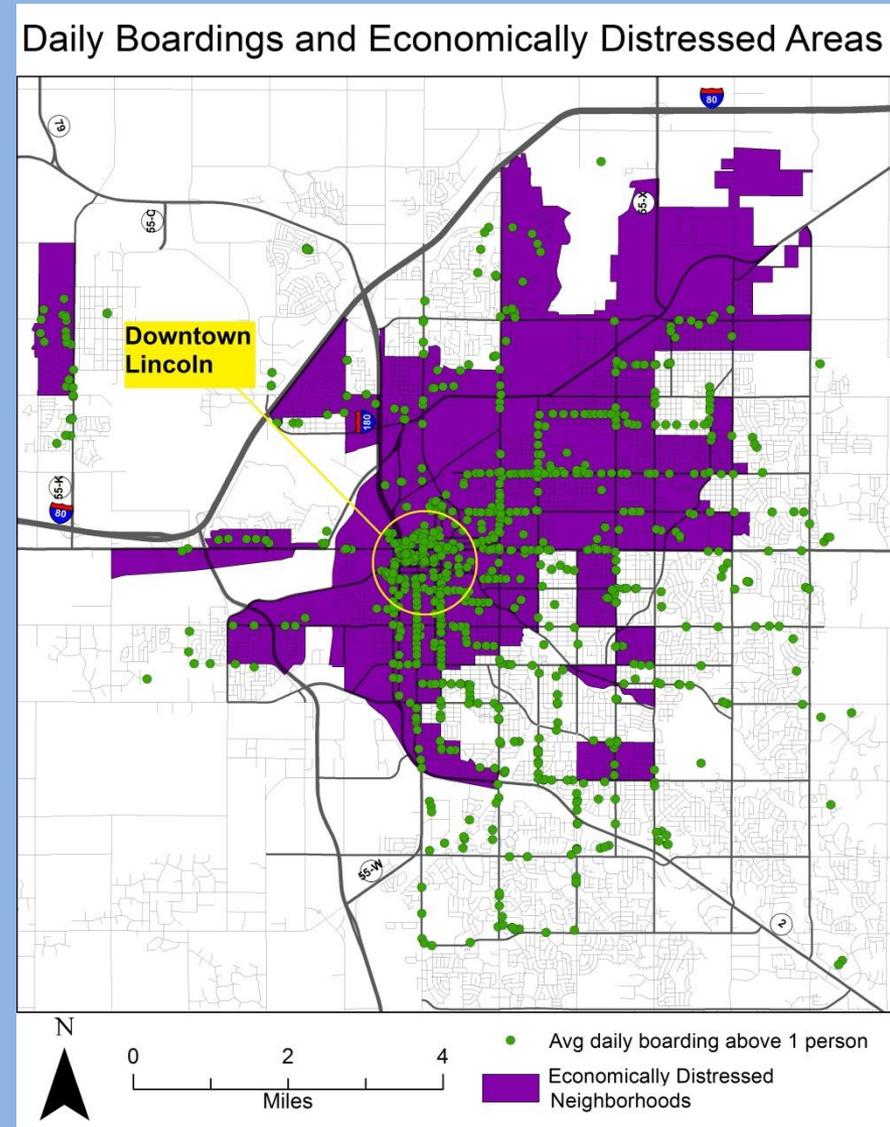


Programs and Functions included in the LMTCP

- The design process will result in a preliminary design of the site that will
 - separate transportation uses
 - allow for convenient, safe and easy bus passenger transfers
 - provide infrastructure to support multimodal connections such as long term bicycle storage, private shower facilities and bicycle share stations.
- The provision of passenger amenities such as
 - climate controlled, Wi-Fi equipped, indoor waiting facility.
 - safe boarding and alighting zones for passengers.
 - on site trip planning and route information.
 - restrooms, and places to buy bus passes.
- Site selection will focus on placing the LMTC in the best location in downtown in order to create ladders of opportunity by improving connections between people and centers of employment education, and services.
- The preferred site will be a location that best fosters multimodal connections while also allowing for optimal efficiency of StarTran bus routes.
- Location of StarTran administrative offices at the LMTC.

Outcomes

- Increase the efficiency of bus transfers. Benefitting the convenience of StarTran bus service and the operational capabilities of StarTran.
- Increase passenger safety in regards to transferring buses and improve overall safety of the entire bus transfer facility.
- Announced presence of transportation in downtown Lincoln. The potential impact of a facility like the LMTC will positively boost overall attractiveness for the transportation system to all users, both current and potential.
- Increase in connections for persons living in economically distressed neighborhoods to places of education, training and jobs.
- Establishment of multimodal connections in downtown between bicycle and bus.



Example Facilities

Des Moines, Iowa



Example Facilities

- Des Moines, IA:

http://www.ridedart.com/pdf/transit_hub/DART_rendering_slides_how.pdf

Springfield, Oregon



STARTRAN

May 28, 2015



QUALITY

- Clean
 - Increased Observation
- Friendly
 - Communications and Customer Service Training
- Safe
 - Bus Simulator
 - Increased Police Presence

MARKETING

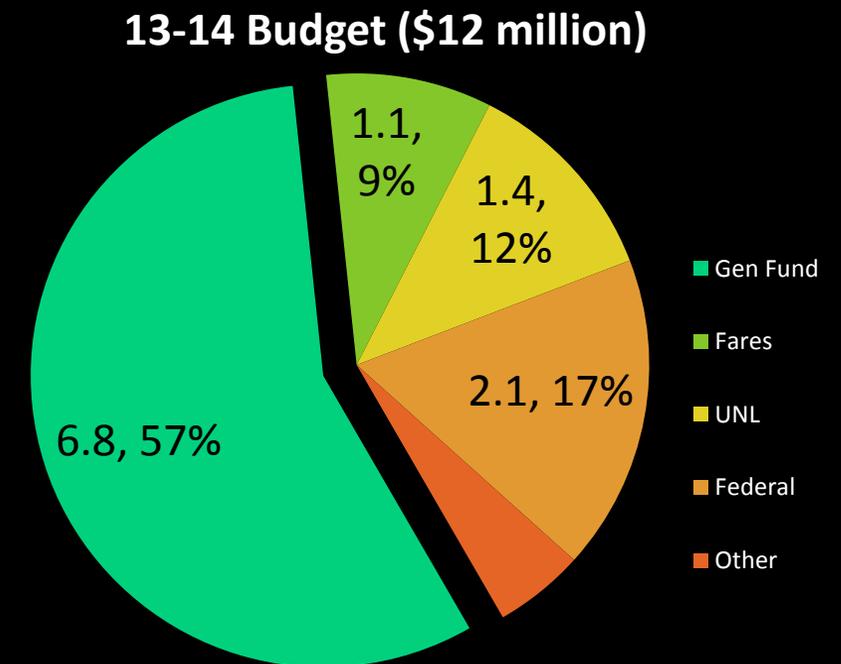
- Branding
 - Bus Paint Scheme
 - Public Schedules
 - Uniforms
 - Bus Stops
- Marketing Plan

TECHNOLOGY

- Upgrade Handivan Software
- Migrate computers from xp to Windows 7
- Add computers to driver and maintenance area
- Digital Information Boards for employees

FUNDING

- Obtained Ladders Grant
 - Simulator
 - Trolley's
 - Buses
- Applied for Tiger Grant



OPERATING CHARACTERISTICS

- Being Addressed with the Transit Development Plan

BUS STOP AMENITIES

- Golds Improvements
- Continue to look at long terms transfer solutions

SURVEYS

- Origin and Destination Survey conducted.
- Peer survey - Updated
- “Build your own transit system” (TDP)

VEHICLE IMPROVEMENTS

- Alternative Fuels (CNG)
- Rubber Tire Trolley
- Size and type of buses



QUESTIONS