

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
June 28, 2012

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

Members Absent: Steve Speicher, John Baylor

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

I. REGULAR BOARD MEETING

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

Mr. Phelps welcomed new StarTran Advisory Board member, Don Herz. Mr. Herz briefly summarized his background information.

A. Patrons to be Heard

- Toni Kent is interested in increasing StarTran ridership by suggesting increased pass outlet signs and by implementing “Smart Card” technology. Smart card passes are pre-loaded fare devices that can be reloaded when depleted. She also suggested that StarTran implement online fare device sales utilizing credit cards. Mr. Herz indicated there is a charge for credit card sales.

Mr. DeKalb suggested that signs be posted on buses indicating all, not just low-income pass outlets.

Ms. Brasch asked staff to look into the costs of implementing “charge card” capabilities for purchasing fare devices online.

- Pat Schreurs suggested making fare devices available for purchase at the Gold’s building.

Mr. DeKalb inquired as to any upcoming “free fare” days, suggesting this could be done in conjunction with other promotional events in the near future.

B. Review/Action Items

- May 31, 2012 StarTran Advisory Board Meeting Minutes were approved unanimously as submitted.

C. Discussion Items - See Attached Presentation Information

- StarTran Goals – Mr. Tharnish handed out attached graphs and summarized his process in order to establish a “select” target group with goals for StarTran to measure. After much discussion as to what the goal should be, there was a unanimous vote in favor of measuring a goal to increase “new” transit riders. This goal will be evaluated by staff with reports to the Board, which will include potential costs of the actions needed to measure the goal.

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- Mr. Herz agreed to participate in the StarTran Operations Sub-committee, and Mr. Phelps will contact John Baylor to request his participation on the Operations Sub-Committee as well. Ms. Carter agreed to participate on the StarTran Marketing Sub-Committee.

D. Operations Report

- Mr. Worth noted the increase in YTD ridership of 9.9%.
- The UNL contract has been fully executed and will begin January, 2013.
- The advertising RFP is in process in the Purchasing Department, with the current Houck contract extended to September 17, 2012.
- Bike rack usage was at an all-time average high of 90 bikes utilizing the racks per operating day in June.

E. Other Business

- The Mayor's F.Y. 2012-14 Budget is to be released on July 9, 2012. In the event any route, schedule, or fare revisions are proposed, the StarTran Advisory Board will tentatively schedule a Public Hearing on the StarTran portion of the budget on July 27, 2012, at the Downtown Senior Center from 4:00-6:00 p.m. Mr. Worth advised the StarTran Advisory Board that they would need to make a recommendation on any such proposals included in the StarTran portion of the budget to the City Council and the Mayor prior to the City Council public hearing on Monday, August 6, 2012.

F. Patrons to be Heard

None

G. Adjournment

Chairman Phelps adjourned the meeting.

The next StarTran Advisory Board Meeting is scheduled for July 26, 2012, 8:00 a.m. in the StarTran Conference Room.

AGENDA

GOAL SETTING EXERCISE

1) Opening Remarks

Simple has become Complex

2) Challenge

Lots of Data
Lots of Opinions
Supporters and Opponents

Chose and Eliminate

Let's take a baby step now.
Take bigger steps later.

3) Today's Task

Agree to Narrow the Focus, and Choose a Path

WHO

Choose who is the target of improved bus service
Eliminate those that will not be targeted

WHAT

Begin the process of what to measure for a specific goal.

Revenue or Ridership

Suggestion: Have a sub committee work with staff
to develop a goal to present to Adv Board.

6/28 minutes
Attachment

Basic Model

EXISTING BUS SERVICE
(and existing measures)

SELECT AN ACTIVITY TO IMPROVE
(understand the data factors)

DETERMINE THE GOAL
(how much should the data change
and in what time frame to allow change)

TAKE ACTION TO CAUSE CHANGE

ALLOW TIME FOR ACTION TO
INFLUENCE THE ACTIVITY

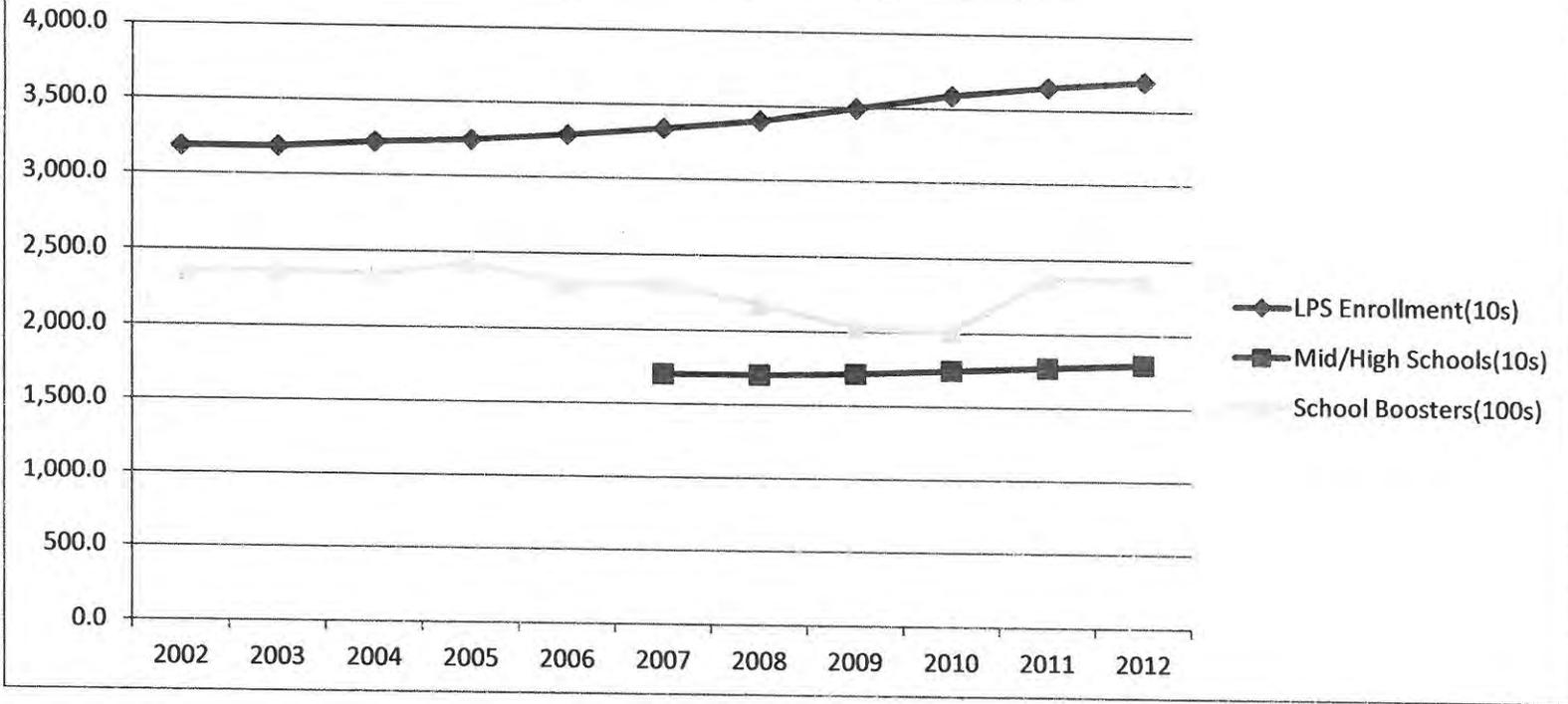
RE-MEASURE - WAS GOAL MET?
IS REVISED SERVICE 'BETTER'?



If Service is not "Better"
why bother?

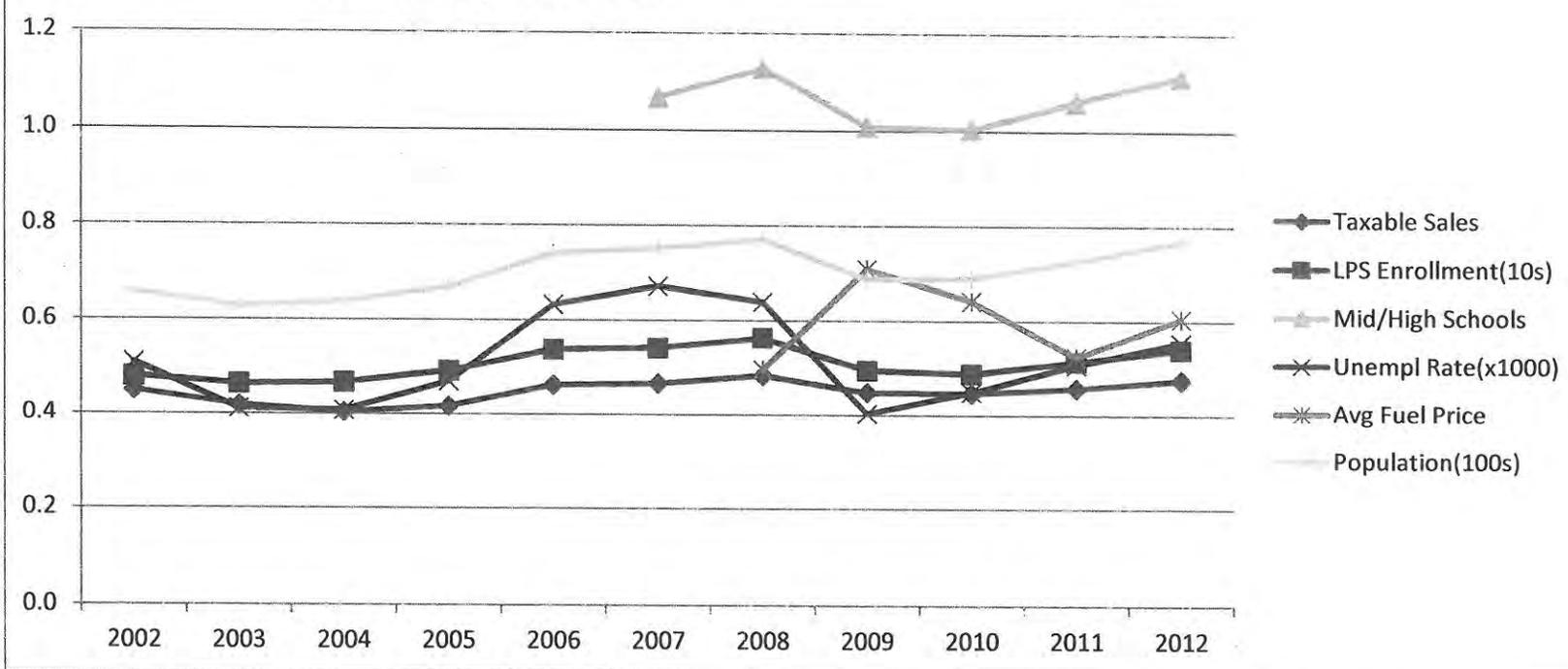
Let's discuss - who thinks
service is better?

Enrollment vs. Ridership



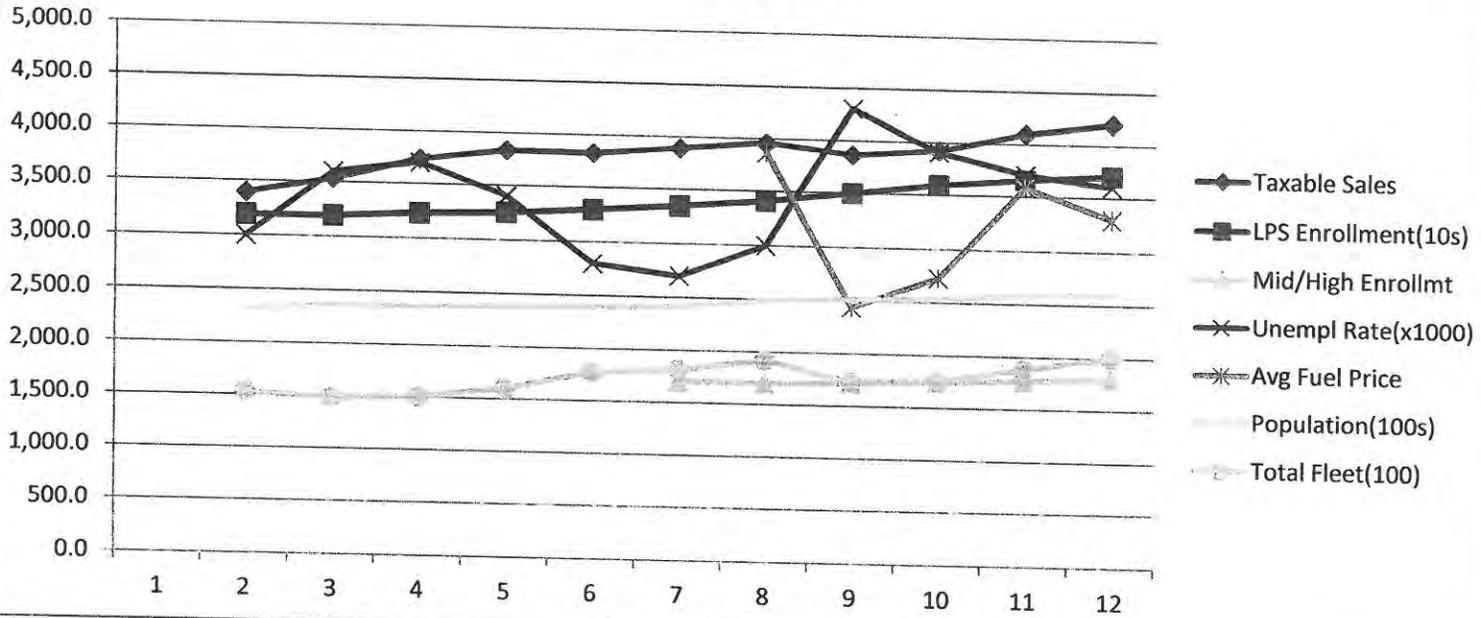
6/28 minutes
Alachua

Percent : Ridership to Data



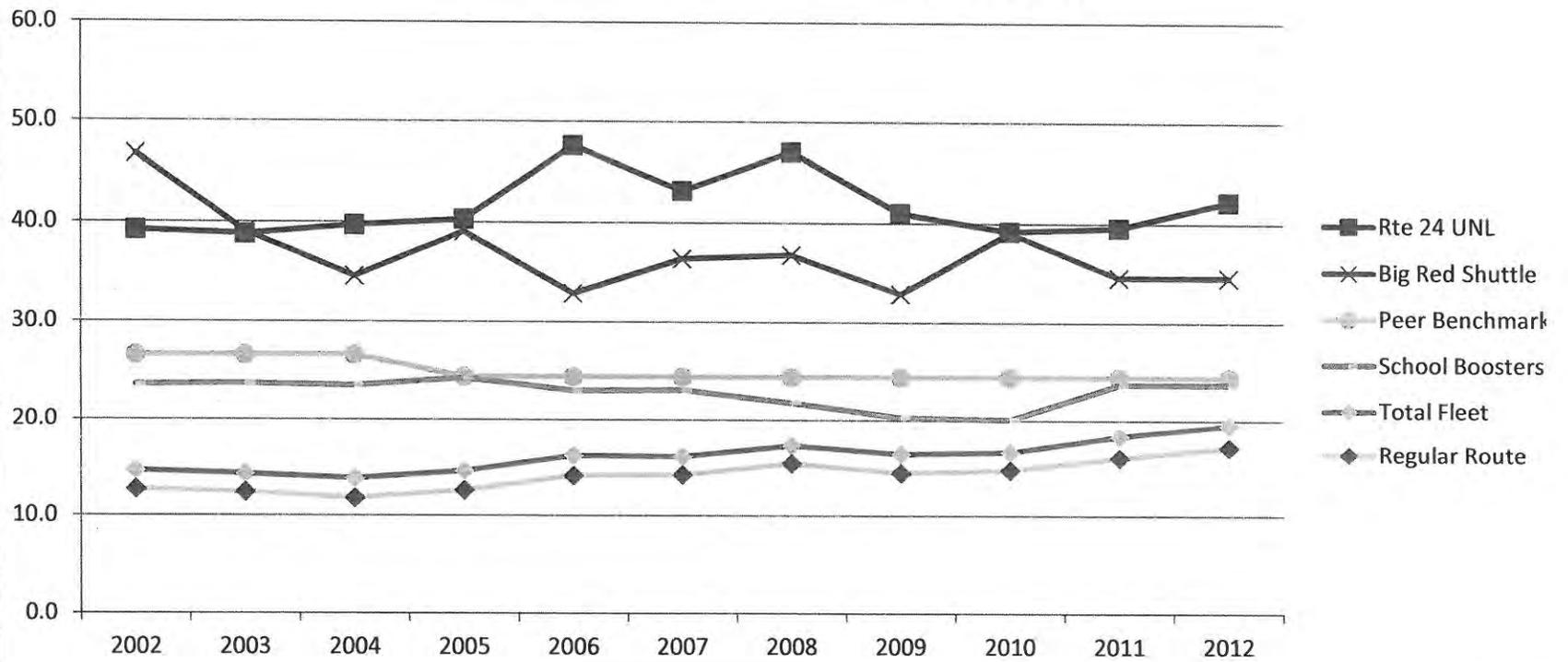
6/18 minutes
Attachments

Data Charts



6/28 minutes
Attachments

PASSENGERS PER SERVICE HOUR



6/28 minutes
Attachments