

MINUTES
STARTRAN ADVISORY BOARD PUBLIC HEARING & MEETING
StarTran, 710 J St, Conference Rm 2
October 27, 2011

Members Present: Steve Speicher, John Baylor, Kim Phelps, Beatty Brasch

Members Absent: Debby Brehm

Staff Present: Larry Worth, Mike Weston, Brian Praeuner, Glenn Knust, Kitty Elliott,
Connie Thoreson

PUBLIC HEARING

- I. Mr. Phelps opened the public hearing and Mike Weston reviewed the proposed route changes as follows:
- #40 Heart Hospital - Add service along Pine Lake between 84th and 91st Streets and on 91st Street. No schedule changes are necessary and proposed adjustments will be for both weekday and Saturday service.
 - #50 College View - Remove the time point and service area of 18th and J St. This service adjustment would be on weekdays only. The 18th and J St service area will be covered by the Star Shuttle. Star Shuttle - Add the service area of 18th & J Street. Trips which are currently 20 minutes, will be 24 minutes.
 - Star Shuttle - Add the service area of 18th & J Street. Trips which are currently 20 minutes, will be 25 minutes.

No patron comments.

STARTRAN ADVISORY BOARD MEETING

- II. Chairman Phelps noted the posted Open Meetings Law.
- A. No patrons comments.
- B. Review/Action Items
- The StarTran Advisory Board voted unanimously in favor of route changes discussed during the Public Hearing prior to this meeting.
 - The August 25, 2011, September 9, 2011, and September 29, 2011 minutes were all approved as submitted.
 - A formal vote for Boo-at-the Zoo shuttle services was taken resulting in unanimous approval. It was noted that the operating costs are less than \$1,500 and StarTran receives \$3,800 in radio advertising trade.

Mr. Baylor suggested that Kitty Elliott negotiate for “freebies” when negotiating trades and to also enlist a representative for StarTran weekly updates on local radio stations, i.e. sponsor traffic updates with a tag-line.

- C. Larry Worth reviewed the Bus Advertising and Wrap Program per the October Board Report, noting that the Active Network currently has no specific plan with regard to the bus wrap program, other than advertising on benches and shelters (which StarTran doesn’t do). The current Houck Advertising Agreement is being extended for six months.

John Baylor made a motion, which was seconded and unanimously voted in favor of, as follow:

StarTran staff to report in January, after gathering information from the City Law Department and the City Purchasing Department, any costs and/or impediments that would hinder StarTran from going forward with a Bus Wrap Advertising Request for Proposals (RFP) as soon as possible.

Mr. Worth noted that the StarTran operational audit is continuing, and the SRF Consulting Group has been gathering information this week through staff interviews and will be back in December to present preliminary observations.

Mr. Worth pointed out that StarTran is ranked 176 in the top 200 transit bus fleets in North America by Metro Magazine.

The Mayor's office staff have indicated that they are moving to recommend reappointment of Steve Speicher to the StarTran Advisory Board, and appointment of Mike DeKalb and Zainab Al-Baaj as new members. Review and action by the City Council is expected in November.

Mr. Worth indicated that the budget recommendation to increase the Low Income Bus Pass fare to \$8(regular) and \$16(HandiVan) was approved by the City Council and will go into effect on November 1, 2011. The deadheading will begin November 3, 2011. It was noted that ATU and staff agreed to reduce the deadheading from 12 routes to 11, pending Advisory Board agreement. The first trip on the Arnold Heights route and the last trip on the Heart Hospital will be left as they are today. There will be an entire reorganization of the run cuts in January, 2012. The Advisory Board agreed to reduce the routes deadheaded from 12 to 11 by consensus.

After significant discussion about advertising the deadhead changes to the public, it was agreed that staff pursue provision of handouts on the buses that would be available in Braille and large print.

In response to a question, it was noted that the HandiVan callers are put into a "holding queue" rather than having to redial when calling to make reservations.

Mike Weston noted that revision of the stickers on bus route signs are over 95% done. Old stickers are addressed when they are called in by patrons or reported by bus operators. Mr. Weston noted that with one less supervisor, this has not been a priority.

Ms. Elliott reported that 41 patrons utilized the free one-day bus passes provided for the Homeless Connect event.

Ms. Elliott also noted that there are 201 StarTran Facebook fans and will report the number registered for RSS email notifications. There are also interior bus signs to become StarTran Facebook fans and to register for RSS notifications.

D. No Patrons to be Heard

- E. Mr. Worth introduced SRF Consultant, Bob Bourne and he reviewed the process of gathering information for the StarTran operations audit. Mr. Bourne acknowledged that the StarTran Advisory Board has influence on StarTran operations, and he will investigate the Lincoln Municipal Code further in this regard. Mr. Bourne noted in his observations that StarTran is an average system and in order to achieve higher standards transit needs to be a higher priority by the City of Lincoln for funding and increased services. He noted that the SRF Consulting Group would be presenting feedback in December, 2011, with the audit being completed in February or March, 2012.

Mr. Worth reminded the Board that the City Council called for the operations audit being conducted by the SRF Consulting Group.

Mr. Baylor asked the StarTran Advisory Board to entertain a motion that a Board statement be made with regard to the LPS decision to rebuild their home office at 59th & "O" Street. It is his understanding that this decision may have been based on the different levels of StarTran transit service to this and the alternate sites. After considerable discussion, the Board decided to not make such a statement.

- F. Chairman Phelps adjourned the Advisory Board meeting.