

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
December 12, 2013

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

Members Absent: None

Staff Present: Mike Davis, Mike Weston, Brian Praeuner, Scott Tharnish, Glenn
Knust, Kitty Elliott, Connie Thoreson

I. REGULAR BOARD MEETING

Chairman Mike DeKalb opened the meeting, noting the Open Meetings Act and Patron Conduct Notice posted on the north wall.

Mike Davis introduced new StarTran Advisory Board Member, Jenni Lesoing-Lucs, noting her past and present work history which will be an asset for Advisory Board input and recommendations. The other Board Members introduced themselves.

A. Patrons to be Heard

Amy Eidenmiller noted that the #54, Veteran's Hospital route runs behind schedule most days and asked StarTran staff to consider adding more time to the route. Mike Davis stated that staff is aware of this issue and plans to make adjustments to the route as soon as possible. Mike Weston added that he hopes to adjust time points in order to get this route on time.

B. Review/Action Items

- **September 26, 2013 StarTran Advisory Board Meeting Minutes** - A motion for approval was made by Mr. Herz and seconded by Ms. Carter to approve the 9/26/13 minutes as submitted. The 9/26/13 StarTran Advisory Board Minutes were approved 4-0 (Lesoing-Lucs, Carter, DeKalb, and Herz all voted "aye").
- **Transit Surveillance Report** – Brian Praeuner reviewed the handout of the Draft 2012-13 Fiscal Year Transit Surveillance Report (TSR), noting the sixteen categories that are measured performances and standards. The Lincoln Municipal Code (LMC) directs the StarTran Advisory Board to review this report, making recommendations, and then StarTran is required to submit the final TSR to the Federal Transit Administration. Standards reviewed were set in the 2007 Transit Development Plan (TDP) and will be updated with the upcoming TDP, which will be a year and a half process. The TSR addresses standards that are not met with an action plan to bring them up to standard.

Mr. DeKalb asked for a quarterly update on performances and standards in addition to the annual review and action.

Mr. DeKalb asked that statistics of riding a bus is safer than driving a personal vehicle be relayed to the public.

December 12, 2013 StarTran Advisory Board Meeting Minutes - Page 2

Mr. Speicher suggested StarTran strive to do more than just meet ADA standards set.

Brian noted that basic bus riding information is available in Spanish and Vietnamese. The website has information in five different languages. Information is generally not placed in shelters as there are problems with vandalism.

It was suggested that Braille be included on bus stops, which will be taken into consideration.

Ms. Elliott will contact Steve Speicher to collaborate on detour information being readily available to sight impaired individuals.

Ms. Carter made a motion to accept the F.Y. 2012-13 TSR as submitted, seconded by Mr. Herz. The vote was unanimously in favor of the motion (Lesoing-Lucs, Carter, Speicher, DeKalb, and Herz all voted "aye").

C. Operations Report

Mike Davis gave a presentation reviewing historical ridership numbers and future enhancements StarTran will be endeavoring to achieve. These included:

- Building on Quality Service
- Building Ridership
- Funding
- Ridership Catalyst
 - ✓ Branding which is expected to be rolled out in September.
 - ✓ Small fares adjustment & small service changes in the next year
- Service Characteristics
 - ✓ Timely transfers
 - ✓ North/south connections – revisit what was done in the past
 - ✓ Service span – i.e. evening service
 - ✓ Direct service – being competitive with personal vehicles
 - ✓ Downtown circulator – investigating more frequent service
- Service Coverage
 - ✓ Currently covering 79% of the City, will work toward 90% efficiently balancing with equity
- Designated Bus Stops
 - ✓ Currently there is a "flag stop" system, however designated stops takes the guess work out of where patrons board and exit buses, as well as speeds up the travel time on routes, improving overall operations.
 - ✓ Trends across the nation are going toward designated bus stops
- Bus Stop Amenities
 - ✓ Advertising on bus shelters began this past year
 - ✓ Possibly more bench placements
- Environmental – StarTran is presently operating very "green", but will strive to increase this by investigating the use of CNG buses with upcoming bus purchases.

December 12, 2013 StarTran Advisory Board Meeting Minutes - Page 3

- Travel Demand Management
 - ✓ StarTran is participating in a study to investigate a “Guaranteed Ride Home” program
 - ✓ Increase the employee bus pass subsidy program
- Opportunities
 - ✓ Target the fastest growing population age group which is retirees 65 years of age and up
 - ✓ Gen Y / Gen N / Millennials – all the same generation which have been polled and found are not as interested in owning a vehicle as past generations.

Mr. DeKalb thanked staff for pursuing the process to change the chain link fencing at the Gold’s building, which is currently in the procurement process.

Mr. DeKalb noted the increase in Big Red Express ridership, complementing StarTran staff for doing a great job.

Scott Tharnish noted per the Board report increased ridership as well as increased usage of the \$17 pass.

D. Other Business

- **Items for Future Meeting Discussions**
 - ✓ Brian Praeuner presented preliminary results of the on-board survey distributed in October & November. Mr. Praeuner will have a complete report on results of this survey at the January 30th meeting. Mr. DeKalb thanked the bus operators for managing the survey distribution and collection.
 - ✓ Mr. Davis stated that a new Advisory Board appointment will be on the City Council agenda in January, with the new member available to attend the January meeting.
 - ✓ Mr. DeKalb brought a concern from a patron with regard to the iPhone app, to which Jenni suggested the patron contact the UNL ITS department for solution.
 - ✓ Mr. DeKalb suggested in the interest of safety for bus patrons, signage be placed in the area of the surveillance cameras at the Gold’s building.
 - ✓ Mr. DeKalb thanked Mike Weston for the email explanation of the #49 Uni Place route deviation. Mr. Weston noted that LPD and NE H.S. staff requested students be dropped off and picked up at 63rd & Baldwin instead of 63rd & Huntington, to minimize issues in the area. Mr. Weston will bring all route deviations, changes, etc to the Board before implementation as a “heads up” or vote when needed.

E. Patrons to be Heard

None

G. Adjournment

The meeting was adjourned.

The next meeting is scheduled for January 30, 2014, 8:00 a.m. in the StarTran Conference Room #2.