

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
December 17, 2009

Members Present: Beatty Brasch, Kim Phelps, Karen Moritz, John Baylor, Kory George

Members Absent: None

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

REGULAR BOARD MEETING

A. **Review/Accept Minutes of November 16, 2009 Board Meeting**

The minutes were accepted as submitted.

B. **Patrons to be Heard**

None

C. **Marketing Report - Kitty Miller**

Kitty Miller reported on the following Marketing issues:

- As soon as the AVL Project is completed, Ms. Miller plans a “kick-off” event.
- As schedules are reprinted, Gold’s building departure and arrival information is indicated as 11th St side or “N” St side to eliminate any confusion.
- Both Neighborhood Routes, # 56 and #57 are being promoted per TDP guidelines for low ridership routes. The promotion began November 27 and will run through the end of 2009, with free fare on only these two routes during this time frame. The premise will be to reduce fares, to increase ridership, and promote shopping for the holidays in these neighborhood stores. Ms. Miller has secured gift certificates from businesses along these two routes, and will have drawings for the neighborhood route patrons to win the certificates as well as StarTran fare devices.
- The StarTran automatic notice system has 17 people signed up. Ms. Miller agreed to pursue other ways to inform the public of this “sign-up” system...i.e....signs on buses, possibly shelters, kiosks, and some sort of banner or attention grabber on the website.
- The Marketing Sub-Committee met on December 9th along with “Thought District”, a company that will help to promote the February 25¢ promotional fare. The Thought District’s fee is \$2,000, and Ms. Miller will divert another \$10,000 from her marketing budget toward this February promotional fare.

It was reported that Kory George, John Baylor and Scott Tharnish will endeavor to meet with the Mayor’s office staff with regard to the Bus Advertising Proposal. The proposal would take away outsourcing StarTran bus wrap and sign advertising and instead an in house sales person would be hired to sell bus wraps for StarTran vehicles.

D. **Operations & Planning Report**

Larry Worth reviewed ridership and stimulus project status per the Board Report.

After discussion about the StarTran elevator, scheduled to be replaced with stimulus funding, staff was requested to supply the Board with two years of history on elevator maintenance charges.

It was noted that Big Red Express ridership increased 10% from last year with North Star High School lot recording the highest number of riders. SouthPointe Pavilion express lot recorded the second highest ridership. Mr. Tharnish will report Big Red Express revenue in the next report.

StarTran is in the process of interviewing for two bus operators and two mechanic positions due to employee terminations/retirements.

Mr. Phelps will meet with staff and bus operators in order to coordinate opportunities for interaction with bus operators at selected Advisory Board meetings.

Kory George reviewed the current AVL contract with Digital Recorder noting the 25 month extension has cost Digital Recorder \$90,000, which is diverted to Mixon/Hill (the project manager). Another extension to July 5, 2010 is in progress. Mr. George is still reviewing the issue but acknowledged Mixon/Hill's policy that cancelling the current contract and pursuing a new contract would be inefficient and costly.

Beatty Brasch submitted an email she received with regard to HandiVan issues/ideas, and requested staff address the issues/ideas by the next meeting.

E. Ridership Report

Scott Tharnish reviewed and summarized the ridership report per the Board Packet.

Mr. Tharnish noted ridership is higher than last year same time period. Also, cash fare collected during the week of inclement weather, was \$1,000 higher than most weeks.

It was brought to the Board's attention that ridership is broken down as follows: 13% Cash fare, 15% 31-Day Passes, 53% Low Income 31-Day Passes, and 22% all other fare devices.

F. New Business

Kory George brought the Advisory Board the transportation section of the performance based budgeting presentation noting the goal for StarTran is to increase ridership by 1.14%, which was taken from the TDP.

Mr. Baylor asked for staff ideas to be brought to the next meeting that would increase ridership, increase revenue and/or reduce expenses.

G. Miscellaneous Information

The next StarTran Advisory Board meeting will be held at 8:00 a.m., January 28, 2010.

Adjournment

The meeting was adjourned.