

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room
August 25, 2016

Members Present: Mike DeKalb, Jason Hellbusch, Mike Hatten, Betsy Bergman,
Linda Carter

Members Absent: Jenni Lesoing-Lucs, Janet Goodman-Banks

Staff Present: Mike Davis, Mike Weston, Glenn Knust, Brian Praeuner, Heather
Sullivan, Tracy Nelson, Kitty Elliott, Connie Thoreson

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

I. REGULAR BOARD MEETING

Introductions were made by Advisory Board Members and StarTran staff along with new
Board Member, Mike Hatten of NelNet.

A. Patrons to be Heard

Richard Schmeling, President of CFIT, is excited for the new TDP route structure to
be implemented and will continue to advocate for transit services now and with the
next budget cycle, for more service. Mr. Schmeling asked the Board to make a
motion for the review of two new TDP routes, per month, beginning January, 2017.
Mr. Schmeling suggested interlined route ridership be reported as separately.

Mr. Schmeling indicated the electronic message board on 'Q' Street, between 12th &
13th streets does not work properly and the route #40 is inefficient on the Elkcrest
portion of the route. It was noted that Kawasaki is better served since changes were
made on the #52 route.

Pat Schreurs mentioned that some handi-van patrons are getting to work late to the
State Office Building.

Chairman DeKalb thanked Mr. Schmeling and Ms. Schreurs for their input.

B. Review/Action Items

- **June 30, 2016 StarTran Advisory Board Meeting Minutes** – A motion for
approval of the 6/30/16 StarTran Advisory Board meeting minutes, as submitted,
was made by Jason Hellbusch and seconded by Mike DeKalb. The 6/30/16
StarTran Advisory Board Meeting Minutes were approved, 5-0. (DeKalb,
Hellbusch, Carter, Bergman and Hatten all voted “aye”.)

C. Operations Report

Mike Davis noted the following:

- The trolley bid will be before the City Council on Monday, August 29, 2016. If this is approved, StarTran will be purchasing two trolleys and 83% of this project will be paid for by a Federal Grant.
- Gold's improvements continue with the removal of an above ground grate. We are next planning to locate a ticket vending machine at Gold's. New signage will be implemented on the 11th and 'N' street sides. After the TDP routes have been in service for a while, Gold's area usage will be evaluated in order to determine what other amenities need to be implemented.
- Mr. Davis indicated that Kitty Elliott, is doing a great job preparing for the upcoming TDP marketing campaign. Ms. Elliott noted the Open Houses that will be held; September 20th, 5-7p.m. @ Gere Library, September 21st, 5-7pm @ Eiseley Library, and September 22nd, 3-5pm @ Gaughan Multicultural Center. These Open Houses are a way to inform the public of the new routes, schedules, time points, etc. Notices of these open houses are posted on the buses, website, and newspaper, to name a few. A brochure will be developed with a link to the information as well as other "hand-out information".

The trip planner will be AVL-capable with the implementation of the new TDP designated stop system. This is being investigated through Google Transit.

Most signage is anticipated to be in place prior to the new routes implementation. StarTran will continue to pick-up patrons on any corner, at the beginning of implementation, as everyone gets familiar with the designated stop locations. Staff continues to develop individual route maps with all designated stops indicated, and exploring an electronic version of the all-route map with all stops indicated, as well.

Lots of new things are in the works to be rolled out with the TDP implementation, i.e. wrapped bus, media targeting the millennial generation.

- The StarTran website has been updated and is much easier to use. StarTran is looking forward to placing a trip planner through Google Transit on the website in the near future.
- Mr. Davis distributed the "Ridership vs Fuel" graph from the July Board Report indicating that ridership is closely tracking with fuel prices. It was noted that Uber type companies may impact transit ridership. Transit agencies are looking at new ways to coordinate with these agencies.

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- Slight fuel price increases are expected in the next year.
- TDP routes that are interlined, will have separate ridership reports.

D. Other Business

Mike DeKalb indicated that election of Board Chairman and Vice Chairman will be held at the October 27, 2016 meeting. Linda Carter will be acting Vice Chair due to Don Herz term conclusion.

E. Patrons to be Heard

- Richard Schmeling noted CFIT is holding a fundraiser at the Pine Lake Super Saver location, asking for TDP hand-outs for distribution at this event.

Mr. Schmeling asked that shelter locations be determined with the new TDP routes, indicating a shelter on Sheridan Blvd that has no route service, therefore should be removed. A grant was pursued for additional shelters but cannot be used for this type of purchase, therefore it may possibly be used for passes.

It was noted that in this Budget cycle, StarTran has remained complete due to all of the public input, and it is very much appreciated.

F. Adjournment

The meeting was adjourned.

The next meeting is scheduled for September 29, 2016, 8:00 a.m. in StarTran Conference Room.