

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room
September 29, 2016

Members Present: Mike DeKalb, Jason Hellbusch, Mike Hatten, Betsy Bergman,
Janet Goodman-Banks

Members Absent: Jenni Lesoing-Lucs, Linda Carter

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

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

I. REGULAR BOARD MEETING

A. Patrons to be Heard

Richard Schmeling, displayed the new CFIT t-shirt and a poster that promotes the Downtown Shuttle due to later hours of operation implemented with the new Transit Development Plan (TDP). The poster is displayed in many downtown businesses.

Mr. Schmeling noted that one of the buses on Route #24 has a malfunctioning farebox. It was noted that Kawasaki is better served since changes were made on the #52 route and Jason Hellbusch was thanked for his input on this change

Mr. Schmeling asked for the Board to make a motion, per City Council resolution, to review the new TDP routes in a systematic manner.

Chairman DeKalb thanked Mr. Schmeling for his input.

B. Review/Action Items

- **August 25, 2016 StarTran Advisory Board Meeting Minutes**— A motion for approval of the 8/25/16 StarTran Advisory Board meeting minutes was made by Jason Hellbusch and seconded by Betsy Bergman. The 8/25/16 StarTran Advisory Board Meeting Minutes were approved, 5-0. (DeKalb, Hellbusch, Banks, Bergman and Hatten all voted “aye”.)

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- **Free Fare for November, 2016** – A motion was made by Janet Goodman-Banks and seconded by Jason Hellbusch, for free fare in November, 2016, due to the delayed implementation of the new routes, to November 1, 2016. The motion for November, 2016 free fare was approved, 5-0. (DeKalb, Hellbusch, Banks, Bergman and Hatten all voted “aye”.)
- **Title VI Plan & Service Equity Analysis** – Brian Praeuner summarized the Title VI Plan, Limited English Proficiency Plan, and Service Equity Analysis per attached documents. These plans are federally required and audited by the Federal Transit Administration.

Due to the new route structure implementation, the Title VI Service Equity Analysis is required to maintain equity for low-income and minority patrons. The Title VI Plan and Service Equity Analysis has been approved by the Mayor and no action is required of the StarTran Advisory Board. The analysis found no disparity impact on low-income or minority patrons.

Mr. Praeuner noted the Limited English Proficiency Plan summarizes programs in place to address non-English speaking patrons, i.e. Ride Guide in multiple languages, outreach to agencies sponsoring non-English speaking persons, and phone translation service, to name a few. It was mentioned that approximately 6-7% of StarTran riders speak other languages, per on-board surveys done in 2016.

Janet Goodman Banks and Mike DeKalb thanked Mr. Praeuner for his presentation, commending him on a job well done.

C. **Operations Report**

- Kitty Elliott noted that 300 people attended the three TDP Open Houses to get information on the new routes. Individual route brochures will have both weekday and Saturday routes on them, as the maps are the same, but with different schedules. These should be ready in early October and will be put on the website soon thereafter. New signs, bus wraps, and other promotional pieces will be rolled out with the TDP implementation. The Grand Opening Event will be November 4, 2016 at Tower Square with drawings and other promotions. Mike DeKalb mentioned the Northeast Neighborhood Meeting on the new routes and thanked Mike Davis, Mike Weston, and Richard Schmeling for their contributions to this meeting. Mike Davis indicated there will be a new theme implemented with the rider guide, signs, etc.

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- The Boo-at-the-Zoo shuttle service is coming up.
- Tracy Nelson noted that Big Red Shuttle services decreased a little with the Oregon vs NU game but the average is up by 500. North Star is the largest lot with SouthPointe being the second largest. The MSC lot has realized the largest percentage of increased ridership.
- Mike Davis noted that overall ridership is slightly down, however, UNL ridership has increased.

D. Other Business

Mike DeKalb reminded the Board of the election of Board Chair and Vice Chair to be held at the October 27, 2016 meeting.

E. Patrons to be Heard

- Richard Schmeling suggested that new Board Members review the 2012 SRF Audit Report.

He reiterated that the Downtown Shuttle service will be a big promotional focus for CFIT. It was stated that when StarTran receives the new trolleys, there will be a coinciding promotional phase for the Downtown Shuttle services.

Mr. Schmeling has promoted the new routes on a couple of radio stations and with a mailing to Lincoln Neighborhood Associations.

Mr. Schmeling indicated that since the Board hasn't made a motion for a plan to review the TDP routes, he may consider other action to influence this issue.

In the past, bus operators were awarded for safe driving and Mr. Schmeling asked for that program to be reinstated.

Pat Schruers was assured that the automated stop announcements would be updated with the new route information.

F. Adjournment

The meeting was adjourned.

The next meeting is scheduled for October 27, 2016, 8:00 a.m. in StarTran Conference Room.