

**MINUTES**  
**STARTRAN ADVISORY BOARD MEETING**  
**StarTran Conference Room 2**  
**October 25, 2012**

Members Present: Linda Carter, Stephen Speicher, Kim Phelps, Mike DeKalb, Don Herz,  
Beatty Brasch

Members Absent: John Baylor

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

**I. REGULAR BOARD MEETING**

Chairman Kim Phelps noted the Open Meetings Act and Patron Conduct Notice posted on the north wall.

**A. Patrons to be Heard**

Amy Eidenmiller suggested a change to the Saturday West A/Gaslight route in order for time points to be more in line with all other routes, making transfer wait time shorter. Mike Weston agreed to investigate. It was noted that this was the only Saturday route that is not timed to coordinate with all other routes.

Pat Schreurs noted that when she was riding the SouthPointe route the announcements weren't loud enough. Mike Weston encouraged her to call these types of things in to the business office so that they can be addressed immediately, to which Ms. Schreurs agreed.

**B. Review/Action Items**

- September 27, 2012 StarTran Advisory Board Meeting Minutes – A motion for approval was voiced by Mr. Speicher and seconded by Mr. DeKalb. The 9/27/12 StarTran Advisory Board Minutes were approved 6-0 with Mr. Baylor not present.
- Minor Route Adjustment to #47, Belmont - Mike Weston reviewed the change to the Belmont route, which will change the current inbound portion of this route to utilize the traffic light at N 14<sup>th</sup> St & Fletcher Ave instead of trying to turn southbound from Hilltop Rd at N 14<sup>th</sup> St. It was noted that patrons would be made aware of this change by notices on the buses and website. A motion for approval of the #47, Belmont route change was made by Mr. Speicher, seconded by Ms. Carter, with a vote unanimously (6-0, Baylor not present) in favor of approval.

**C. Operations Report**

- Mr. Worth reviewed ridership from the Board Report noting paid ridership is down 1.6% year-to-date, with two less weekdays in September, 2012. Special events ridership is up due to Big Red Express Shuttle service. UNL is also down 2.2% due to the 2 less operating days. LPS ridership is comparable to last year. Bike rack usage is at an average of 89 per day. Big Red Express ridership is almost the same as last year. The ridership at the new express lot at the MSC continues to hold steady.

- The UNL expanded service will begin January 2, 2013. Additional bus operators have been hired and will complete appropriate training by this date. An additional field supervisor will be hired in the next month also in anticipation of the expanded service. StarTran will be replacing UNL bus stop signs with StarTran signs and adding shelters to accommodate this service. New buses are in the process of being ordered, therefore some of the older StarTran buses will be utilized until the new ones arrive.
- Kitty Elliott mentioned that the trip planner is making progress and StarTran is hoping for completion in the first part of 2013. Meetings have been and will continue with independent contractor Gordon Smith, for the phone applications patrons could utilize for alerts, etc.
- Sales of the newly priced 31-day passes is picking up, but will have more accurate figures after the first month invoices are in. Ms. Elliott will do additional marketing for these passes as well as meeting with the Marketing Sub-Committee and other professionals soliciting marketing ideas. Mr. Phelps indicated a trend line would be easier to establish after more time passes. Mr. Tharnish checked usage of the 31-day passes at being up 200 for the first month so far.
- In answer to a question, staff indicated nothing definitive for lower ridership on specific routes. Ms. Carter indicated that with only one month reported, that later in the year with more months comparison, this ridership could increase to what was reported at the end of the last fiscal year.
- In answer to an inquiry as to how the new Big Red Shuttle services drop off/pick up area on "R" Street is working, staff responded that it is working very well with only one complaint received. The complaint was due to parking being eliminated on "R" Street in which the complainant was addressed and was advised of other options. Ms. Carter noted she had received positive feedback on the Big Red Shuttle services. It was mentioned that with the expansion of the UNL Stadium, there will be potential for additional patronage of this service.

**D. Other Business**

- Mr. Speicher asked if StarTran has a policy with regard to someone riding on the bus with a incessant crying child. Mr. Speicher had this experience and was physically uncomfortable asking the bus operator if there was a policy and if not, it may be helpful if one was implemented. Mr. Weston stated that the bus operator is encouraged to call the dispatcher in such incidents, so that a supervisor could possibly meet the bus and transport the patrons to their destination, in order to make the other bus patrons more comfortable.

- Mr. Phelps mentioned the “Reconnecting America” article previously forwarded to the Board in which StarTran is reported in a positive light. He feels that this report is proof that the StarTran transit system is not broken and which was also proven with the SRF audit in 2012. Mr. DeKalb felt that this positive reporting is not unusual, it is just not something that the media reports. Mr. Phelps felt that this would be good information to get out to the public.

**E. Patrons to be Heard**

None

**F. Adjournment**

The meeting was adjourned.

Then next StarTran Advisory Board meeting is scheduled for November 29, 2012, 8:00 a.m. in the StarTran Conference Room #2.