

MINUTES
STARTRAN ADVISORY BOARD MEETING
StarTran Conference Room 2
May 30, 2013

Members Present: Kim Phelps, John Baylor, Beatty Brasch, Linda Carter, Stephen Speicher
Members Absent: Mike DeKalb, Don Herz
Staff Present: Mike Weston, Brian Praeuner, Scott Tharnish, Glenn Knust, Kitty Elliott,
Connie Thoreson

I. REGULAR BOARD MEETING

In the absence of Chairman Mike DeKalb, Kim Phelps chaired the meeting opening with noting the Open Meetings Act and Patron Conduct Notice posted on the north wall.

A. Patrons to be Heard

None

B. Review/Action Items

- April 25, 2013 StarTran Advisory Board Meeting Minutes – A motion for approval was made by Mr. Speicher and seconded by Ms. Carter. The 4/25/13 StarTran Advisory Board Minutes were approved 4-0 (Speicher, Phelps, Carter, and Brasch all voted “aye”).
- Title VI Program – Brian Praeuner summarized the process of the Title VI Program, in which the StarTran Advisory Board will review and make recommendations with the final approval coming from the Lincoln City Council. Mr. Praeuner will submit the program to the Federal Transit Administration (FTA) by the deadline in August, 2013.

It was noted that the Title VI Program is updated every three years and pertains to compliance with provisions of the 1964 Civil Rights Act which states, “No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participating in, or denied the benefits of, or be subject to discrimination under any program, or activity receiving federal financial assistance.”

The Operations Sub-Committee (Herz, Baylor, Brasch) met with Mr. Praeuner and suggested the following four recommendations to the Title VI Program:

- ① Contact Lincoln Literacy Council to obtain their feedback on Limited English Proficiency (LEP) efforts.
- ② Produce “common bus terms” for StarTran bus operators in Arabic and Vietnamese. Currently StarTran has such a guide translated in Spanish for bus operators.
- ③ Provide translated information inside of buses. The open placards found on some buses above the seats could have information such as, “If you need translated information, call StarTran” printed in different languages.
- ④ Have more racial diversity on the StarTran Advisory Board.

As part of the Title VI Program, the LEP was summarized per the handout by Mr. Praeuner, in which he indicated the ongoing outreach that StarTran has in place.

Other suggested recommendations by StarTran Advisory Board members were to post basic bus information in other languages in the shelters, in and outside the buses, as well as developing a pamphlet in several other languages to be handed out to LEP patrons and/or posters for agencies that deal specifically with LEP persons.

It was moved by Mr. Speicher and seconded by Mr. Baylor that the original four recommendations made by the StarTran Operations Sub-Committee be approved with a progress report at the next meeting. The vote was unanimously in favor to approve the above four recommendations by the StarTran Advisory Board Operations Sub-Committee (Brasch, Carter, Speicher, Phelps, and Baylor voted “aye”).

There was a motion by Ms. Carter, seconded by Mr. Baylor to table the entire Title VI Program, with Ms. Brasch and Mr. Praeuner to meet making any other necessary changes. The vote was unanimously in favor to table the Title VI Program (Brasch, Carter, Speicher, Phelps, and Baylor voted “aye”).

- Promotions Calendar – Kitty Elliott presented a promotions calendar along with a budget impact table. The main purpose of the promotions calendar is to entice people to utilize our website, “like” us on Facebook, and to gain more choice riders. Mr. Baylor and Ms. Brasch complimented Ms. Elliott on her good work developing the promotions plan.

Mr. Baylor made a motion to accept the promotion calendar plan with latitude given to staff to determine appropriate promotions and with updates to the Advisory Board. This motion was seconded by Ms. Carter. The vote was unanimously in favor of Mr. Baylor’s motion (Brasch, Carter, Speicher, Phelps, and Baylor voted “aye”).

The Board asked for a brief overview of StarTran facts and figures at the beginning of each StarTran Advisory Board meeting before they continue with their usual meeting agenda.

Mr. Speicher noted the need for allies when making decisions on fares and routes as they are both politically charged issues.

C. Operations Report

- Mike Weston reviewed ridership from the Board Report.
- Mr. Weston noted that the new Transit Manager, Mike Davis will be starting on Monday, June 3, 2013.
- Mr. Phelps inquired as to budget impact due to the price decrease of the 31-day pass from, \$45 to \$17 that went into effect October, 2012. Mr. Tharnish indicated that sales have not increased as predicted and there is a budget shortfall, however no decisions would be made at this time. The City Budget Office would consider options to make up the shortage at a later date. Mr. Phelps asked if there would be another advertisement campaign for the \$17 pass in the Fall, 2013. Ms. Elliott indicated that she would need to see if the advertising budget would have funds available for a specific \$17 pass campaign.

D. Other Business

- A request was made for a shelter on “O” Street near the Peoples City Mission, to which staff indicated in the past there was one there but it was badly vandalized, so it was taken out.
- Mr. Baylor indicated he would not be available to attend the next four meetings which would be the last meetings of his term. He asked that the August and September meetings be moved to the Thursday prior to the scheduled meeting, so that he may attend. Ms. Thoreson will check will all Board members and staff for availability to do so.
- Mr. Phelps thanked Mike Weston for leading StarTran as interim Transit Manager, for the last few months.

E. Patrons to be Heard

None

E. Adjournment

The meeting was adjourned.

The next meeting is scheduled for June 27, 2013, 8:00 a.m. in the StarTran Conference Room #2.