

CFIT Minutes November 12, 2016

Richard called the meeting to order at 2 PM. Richard suspended the order of our meeting to allow our special guest speaker to address the membership.

Lisa PytlikZillig from the Public Policy Center/Public Engagement and Psychology Department of the University of Nebraska explained the results of the 2016 Mayor's Taking Charge Survey. She explained that the Taking Charge Survey engages the public and creates an informed public communications and consultation partnership. She further explained that the survey engages the public during budget years, however other years it just asks for their opinion of how our city government is doing their job. This year there were approximately 2,300 responses which is an unusually high number. The first Taking Charge Survey was conducted in 2008. Richard expanded on the survey. He and Lisa agreed that there were 58 participants who showed up in person. They were asked to prioritize how important they believe public transportation in Lincoln to be. Before the discussion 32% of the participants considered Star Tran a top priority. After the discussion 43% agreed that Star Tran should be a priority. There were no other areas that increased. On the written surveys Star Tran took third place in order of importance. Overall the survey indicated the trust in our local government did not decrease during the prior year. In the information comments Star Tran was cited as important for quality-of-life, economy, and vulnerable people. Lisa also recommended that CFIT should contact the UNL environmental group. Our members expressed their appreciation to Lisa for taking the time to share her insights with us.

1. Richard then asked the group for a motion to approve the minutes of the previous meeting. Motion was made by Ralph with this second by Marian. Motion passed.
2. Marion gave her financial report. She reported that after several transactions including reimbursement checks to Richard, payment of the bill for the printer, and payment for our T-shirts, we currently have \$470.30 in our account. Amy made the motion to accept there was a second by Diane. Motion passed.
3. Amy gave a report on past fund raising. She recommended that at least four members of our organization should get their food handlers permit so that we can do more fundraising. The Super Saver on 48th and O Street is currently the only store that requires the food handlers permit. For that reason they don't have as many organizations vying for prime dates. After some discussion there was a motion by Amy that CFIT should pay the costs of the food handler permit for volunteers who can't afford it. Diane seconded the motion. Motion passed. Amy also reported that she had written thank you notes to the managers of each of the stores where we have had fundraising events. Richard reported that he had also sent a thank you note to Jane Raybould.
4. Ralph suggested that Star Tran should print the start date as well as where each designated stop is for each route at the Gold's building on schedules. Richard will pass this on.

5. Richard told us that he has applied for A \$10,000 “Loving Neighbor” grant from First Plymouth Church. We did not win, but we were among the finalists. Richard will try to apply for a grant with Lincoln Community Foundation, so that our organization can donate bus passes to social service organizations that might identify someone who cannot afford to buy a bus pass. If we are approved for this grant Amy recommends that drivers could also be given a small supply of passes because drivers also know which passengers are in need.

6. Richard reported that we have sold all but 3 T-Shirts. Money from Amy, Marilyn, and Marian has been deposited. Richard has collected money from Diane, Sean, and Ralph.

7. There was discussion about new T-shirt design. Several people expressed concerned with the slogan “Public Transportation, Use It or Lose It”. We discussed some alternatives and Richard will request a mockup of new designs and colors samples. The T-shirt discussion led to a discussion about environmentally friendly organizations. It was suggested that we try to get information about a booth for Earth Day, and also for the “Celebrate Lincoln” event. If we are able to get a booth at either or both of these events we will have Business cards, brochures, t-shirts, etc.

8. Richard reported that Terry Uland of the Downtown Lincoln Association is not pleased with either the route or Star Shuttle schedule. The Downtown Lincoln Association is considering hiring the consultants that the City used for the TDP to come back and restudy the Star Shuttle.

9. The “First Friday” promotion went well. We originally planned to distribute flyers at the event but after checking with Mike Davis at Star Tran he requested that we not distribute the posters/flyers because it might cause confusion.

10. Marilyn will contact Charlie again about finding a way to recognize drivers.

11. Amy and Richard will distribute the brochures we have in the downtown area.

12. Don Nelson spoke with the Chamber of Commerce and he was told that they were not interested in getting involved in bus transportation because their members had not expressed interest in this. Don pointed out that the business owners likely have their own vehicles but many of them have employees that depend on the bus system. Don was able to convince the director that he should reconsider the Chamber’s position on public transportation and they will discuss it at a future meeting. Richard will stay in contact with Prosper Lincoln and try to promote the bus system through them. Marilyn will contact the Human Resources Organization about distributing information to them.

13. Marilyn reported that she and Marian opened a new account at West Gate Bank. It is a free business checking account and requires two signatures. Amy will also be authorized to sign checks. Amy has agreed to try and set up automatic withdrawals for the postoffice box and with Cricket for Richard's prepaid phone card.

14. "Use it or Lose it" campaign. There was discussion about perhaps toning the down a little, but ultimately we agreed to keep it for now. Diane suggested that Richard should try to do some promotion with Channel 5, Local View, and KZUM, etc.

15. Richard reported on the Star Tran Advisory Board meeting. Star Tran worked with some UNL students to come up with a marketing plan. There was a problem with some possible objectionable language in some of the promotional material so they were working on correcting that.

16. Marilyn reported that we are continuing to work on our FaceBook page and website, but that we could really use some help with improving content to get more viewers.

17. Zack offered to handout brochures to the students that attend his church on campus. Richard will talk to Nelnet about encouraging employees to use the buses. We also discussed talking with other employers about promoting the system.

18. The streetcar line in Kansas City has been extremely successful and they are discussing expanding the service beyond the 2 1/2 mile stretch. CFIT agrees that Lincoln could benefit from the similar system.

19. Richard reported about the Center for People in Need "Faces of Poverty" report. Diane suggested that we could use some of the information from that report to help to continue to persuade the City that Lincoln's bus system is very important.

20. There was no old business.

21. In new business Amy suggested that our group could volunteer to help out at the Center for People in Need to distribute toys to underprivileged families. Amy will get information and contact members who expressed interest in this event.

22. Motion to adjourn by Amy and second by Ralph. Motion passed.