FOR EVERYONE WHO HAS RIDDEN WITH US

Six games.
Thank you.

Nebraska Huskers game-day shuttle · September 5, 12 and 19, October 3, 10 and 31, 2026. Lincoln park-and-ride locations, the Omaha corridor, Memorial Stadium, and the ride home.

6,184
seats booked across six games

78.8%
of every seat we put on sale was taken

154
departures run

92.8%
of booked riders made their bus on October 31

October 31 was the first game with check-in running at every pickup point in both directions — so it is the first game we can account for end to end.
Here is the whole season, plainly.



WHERE WE ARE

Six games, game by game

This is an account of what the shuttle has run this season. Every figure comes from our booking system and, where it says so, from passengers scanned onto the bus at the curb.

GAME	OPPONENT	SEATS BOOKED	BOARDED	DEPARTURES	PICKUP POINTS
September 5	Ohio	1,257	*Off-line check-in*	22	All four lots, plus Omaha
September 12	Bowling Green	1,211	*Off-line check-in*	27	All four lots, plus Omaha
September 19	North Dakota	714	**640** 89.6% boarded	20	All four lots
October 3	Maryland	1,037	**959** 92.5% boarded	29	Three lots, plus Omaha
October 10	Indiana	1,027	**924** 90.0% boarded	29	Three lots, plus Omaha
October 31	Washington	938	**870** 92.8% boarded	27	Three lots, plus Omaha
Six games		**6,184**		**154**	

Boarded is a measured count, not an estimate. September 5 and September 12 were checked in off-line — on paper at the curb — so no boarded count exists for those two games.

> Every seat above was booked by somebody who chose not to drive to the stadium. Across the season that is **6,184 seats** — and **78.8%** of everything we put on sale.
>
> Where check-in ran at the curb, **91.3%** of booked riders boarded. That figure has held across every game we have been able to measure.

The season did not run in a straight line

September 19 was deliberately the smallest schedule of the season: we cut departures two days out when the bookings told us they would run close to empty. October 3 and October 10 are the two largest schedules we have operated. October 31 carried the most riders we have ever scanned onto a bus.

THE MOST RECENT GAME

How October 31 went

October 31 against Washington was a **7:00 PM kickoff** — the latest start of the season, and the first night game. We released **1,500 seats** across **27 departures** from three Lincoln lots and the Omaha corridor.

PICKUP POINT	SEATS BOOKED	BOARDED	MADE THEIR BUS
Lincoln North Star HS	333	302	90.7%
Gateway Mall	286	262	91.6%
SouthPointe Pavilions	275	264	96.0%
Omaha corridor	44	42	95.5%
October 31	**938**	**870**	**92.8%**

870 of 938 riders boarded — 92.8%. That is the highest of the season, and the first game where a coordinator scanned passengers at every lot in both directions. The Omaha round trip had its best game yet.

> **Eleven of the twenty-seven departures sold out.** Five of those were runs into the stadium and six were returns. North Star sold out six of its ten departures, SouthPointe three and Gateway two. Demand does not arrive evenly across an evening — it concentrates on particular departures, and those are the ones that close first. Two more finished within a single seat of full.

The ride in ran fuller than the ride home

76% of the seats we put on the road inbound were taken, against **61%** on the return. That gap is deliberate. We build more capacity into the returns than the bookings strictly call for, because everybody wants to leave at once and we would rather have seats spare at the curb than a queue.

The returns that filled were the first ones away after the whistle. The later ones ran light. That is the same pattern as the ride in, and it is the thing we are planning around for November 21.

WHAT WE LEARNED

Riders wanted the choice

October 31 was the first game with a **Premium** option — a motorcoach seat, offered on two of the three Lincoln lots alongside the Economy seat that has carried the season so far. Premium costs more. We expected it to be the minority choice.

It was not. Across the eight Premium departures, **77%** of the seats were taken, against **63%** on Economy. Premium sold out a departure at both lots that carried it.

SouthPointe, where the test was clean

We offered **exactly the same number of seats** in each at SouthPointe — the same lot, the same evening, the same departures.

Riders booked **173 Premium** against **102 Economy**. Given a straight choice, nearly two in three took the more comfortable seat.

> **The lesson we take from this is that riders want options, not one product.** On the evidence of one game we under-supplied it. The Premium departures that sold out would have carried more had we had more to sell, and the riders who wanted that seat and could not get one took an Economy seat instead or did not travel with us.
>
> That is a good problem to have, and it changes what we build next.

What changes for November 21

More Premium, on more of the network. More seats on the specific waves that closed early, rather than more departures spread evenly across the evening. And return times published as an offset from the final whistle rather than as a clock time, so that a long game moves them automatically.

PUTTING IT RIGHT

About the school buses

We owe our Economy riders an apology. For October 31 we could not secure enough motorcoaches to carry everybody who booked, and many of you travelled on a school bus instead. A school bus is a bench seat built for a child. The legroom is not there for a grown adult, and on a cold night after a 7:00 PM kickoff that is not the ride we want to give you.

We tried to put it right before the game. The answer was transit buses — proper seating, proper legroom, built for adults. We asked for them. We could not secure the commitment.

So we gave a fifth of it back

When it was clear the transit buses were not coming, we returned **a fifth of what every Economy rider paid**, to the card that paid it.

134 bookings. 269 seats. Every one of them.

Nobody had to ask us, fill in a form or telephone us. It was done before the game kicked off.

Why a fifth, and why we covered it

Those transit buses were bought and are run with tax dollars — yours and mine. Lincoln residents and Husker fans should have had access to them on a game day. Returning a fifth of what you paid is our way of putting some of those tax dollars back in your hands. **Pronto covered all of it.**

> **Not one cent of taxpayer money subsidized what we delivered.** Every seat we ran on October 31 was paid for by the people who rode it and by us. We think that is worth saying plainly, because the question of who pays for this service keeps being asked.

November 21

We will keep working to give you a more comfortable ride: more motorcoaches, school buses where we must, and transit buses to supplement the capacity. We have reiterated our request to the Mayor and the City of Lincoln to pass a resolution for LTU to lease its buses — for the benefit of residents, Husker fans, and the large influx of visitors we expect for the final home game against Ohio State.

WHAT IT WOULD TAKE

The buses are there

We are asking for the transit buses because they exist, they are not committed elsewhere on a game-day Saturday, and they were paid for by the people who want to ride them.

What the City has

The City holds **67 fixed-route transit buses**. On a Saturday it schedules **14 routes**.

In August 2026 LTU indicated it would operate the game-day service in 2026 as it had for the past 45 years. The only thing that changed is that Pronto stepped up to provide it.

We have worked tirelessly to find additional capacity from private operators, and to fill what we could not find with school buses. But we know — and LTU knows — that the demand is far higher than what any private operator can put on the road at short notice. **The City's own figures put the service, as it ran before us, at 2,840 riders a game.** It could do that because it had 67 taxpayer-funded transit buses to deploy.

We expect to grow the supply of buses over time. But private operators do not have that kind of capacity sitting idle, waiting to be deployed. The City does — and we have committed to the City that we would lease those buses at its **fully allocated rate**, so that it would not cost the taxpayers a penny. The LTU employees who worked the service would earn additional income and pay additional taxes on it, and LTU would earn additional income from buses and facilities the taxpayers have already paid for.

On **October 20** we invited the Mayor to join us in a two-game pilot, adding transit buses to the shuttle service for October 31 and November 21. **The Mayor declined on October 23.** October 31 is now behind us and, regrettably, that invitation went unaccepted. We are reiterating it for November 21. The City and the Mayor owe that much to the residents, to Husker fans, and to the taxpayers who funded the buses, the facilities and the people LTU employs.

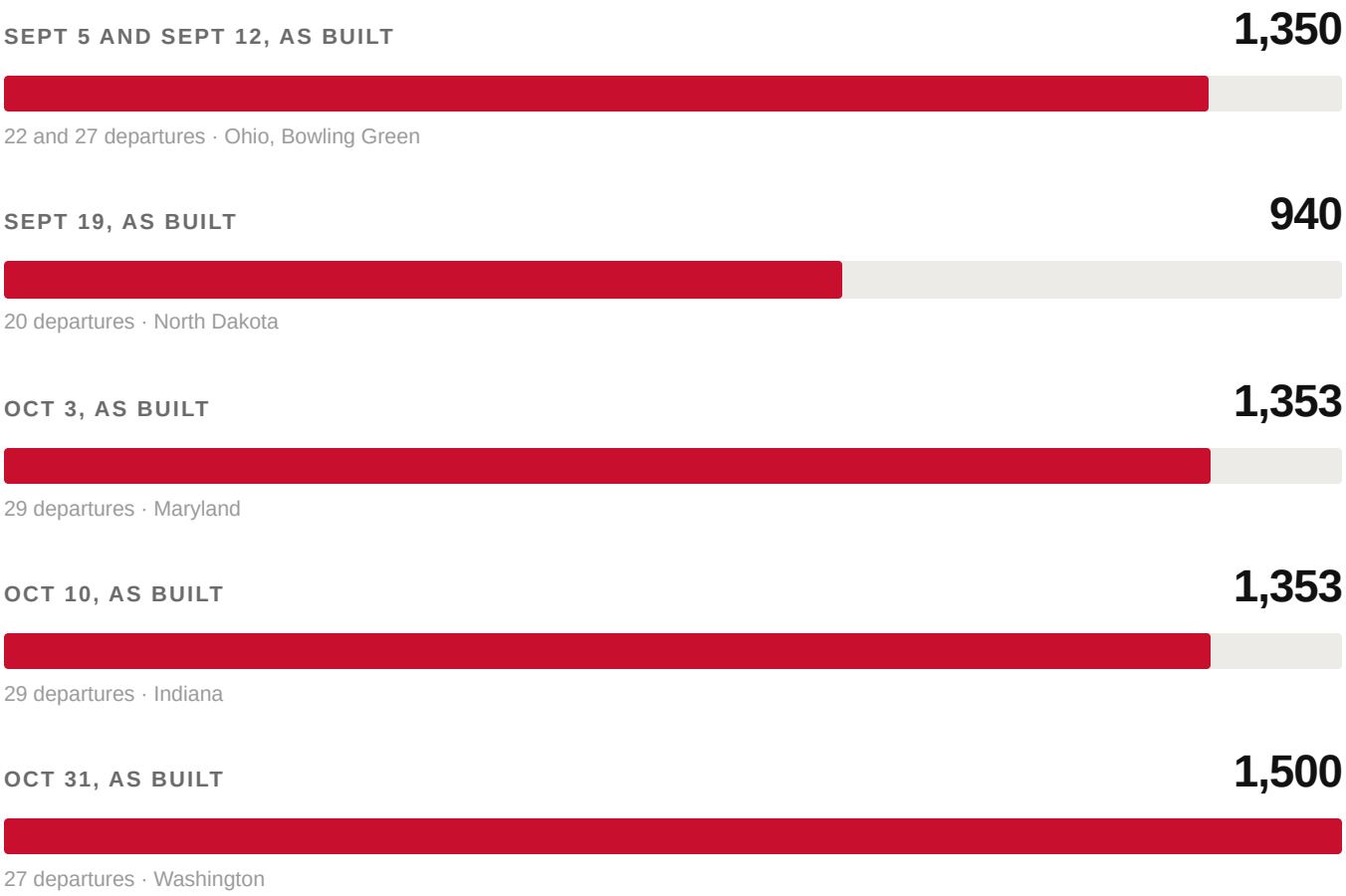
We have asked the City for its fully allocated rate for the buses and the drivers more than once — on **September 15, October 20, October 25 and October 27**. We are asking again on **November 1, 2026**.

> **With LTU's buses available to us, we are confident we would not merely match 2,840 riders a game. We would exceed it.** We have already grown this market, with motorcoaches and the Omaha intercity service. With our demand-responsive system behind LTU's buses, we can scale capacity to meet the demand — capped only by the motorcoaches, transit buses and school buses available on a game day.

WHERE THE SERVICE STANDS

Seats, and what we could secure

What we can offer in any given week is set by the vehicles available to us that week. October 31 was the largest release of the season.



There are not enough private motorcoaches in this market to carry everyone who wants to ride. We bring coaches in from other cities and add school buses so that everybody who books has a seat waiting. We would rather run a bus than cancel a departure somebody has booked — but as the earlier pages say, we want to do better than that, and we are working on it.

Still to come

November 21 against Ohio State — the largest home crowd of the season. Booking is open now, and the ride in and the ride home are two separate bookings.

Questions, or something we got wrong? Write to us — and thank you for riding with us.

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