FOR EVERYONE WHO RODE WITH US THIS SEASON

Seven games.
Thank you.

Nebraska Huskers game-day shuttle · September 5, 12 and 19, October 3, 10 and 31, and November 21, 2026. Lincoln park-and-ride locations, the Omaha corridor, Memorial Stadium, and the ride home.

6,722
seats booked across seven games

74.6%
of every seat we put on sale was taken

172
departures run

1,306
households and groups booked with us

This is the last report of the 2026 season. It covers every game, including November 21 against Ohio State.

Here is the whole season, plainly.



THE WHOLE YEAR

Seven games, game by game

This is an account of what the shuttle ran in 2026. Every figure comes from our booking system and, where it says so, from passengers scanned at the curb.

GAME	OPPONENT	SEATS BOOKED	BOARDED	DEPARTURES	PICKUP POINTS
September 5	Ohio	1,221	*Off-line check-in*	23	All four lots, plus Omaha
September 12	Bowling Green	1,209	*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	936	**870** 92.9% boarded	26	Three lots, plus Omaha
November 21	Ohio State	578	**527** 91.2% boarded	18	Three lots, plus Omaha
Seven games		**6,722**		**172**	

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 **6,722 seats** — and **74.6%** of everything we put on sale.
>
> Where check-in ran at the curb, **91.3%** of booked riders boarded. That figure held across every game we were able to measure, from September through November.

The season did not run in a straight line. October 3 and October 10 are the two largest schedules we operated, and October 31 carried the most riders we ever scanned onto a bus. September 19 and November 21 were the smallest — we read the bookings and built to them.

THE LAST GAME

How November 21 went

November 21 against Ohio State closed the season — the last home game, and the heaviest travel Saturday of the year in this city. We ran **18 departures** from three Lincoln lots and the Omaha corridor.

PICKUP POINT	SEATS BOOKED	BOARDED	MADE THEIR BUS
SouthPointe Pavilions	200	182	91.0%
Lincoln North Star HS	177	165	93.2%
Gateway Mall	174	160	92.0%
Omaha corridor	27	20	74.1%
November 21	**578**	**527**	**91.2%**

527 of 578 riders boarded — 91.2%. Every Lincoln lot cleared 91%. Boarding held right to the end of the season, which is the measure we care about most: it says the people who booked a seat actually got on the bus.

> **The ride home boarded better than the ride in. 94.5%** of riders booked onto a return boarded it, against **89.9%** on the runs into the stadium. People are more careful about the ride home than the ride in.

Everybody wants to leave at once

On November 21 every return had its first passenger aboard between 2:10 and 2:53 PM, whatever time that bus was booked to leave. Four of the returns had people aboard before the final whistle had gone. The average wait between a rider boarding and their bus pulling away was just over an hour.

That is not traffic and it is not the stadium. It is the schedule, and it is ours to fix. We hold a bus until everybody booked onto it is aboard or until its departure time, whichever comes first — which is the right rule, and it is why nobody was left behind. But it means a rider who comes out early waits. **Returns spaced more closely after the whistle is the first thing we are changing for 2027.**

WHAT WE LEARNED

Riders wanted the choice

October 31 was the first game with a **Premium** option — a motorcoach seat, offered alongside the Economy seat that had carried the season to that point. Premium costs more. We expected it to be the minority choice.

It was not. Across the Premium departures on October 31, **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.

November 21 said the same thing again

We carried both classes again for the final game. **221 of the 551 seats booked were Premium** — 40% of everything sold, on a smaller network and a colder Saturday. Boarding was all but identical in the two classes: **91.9%** Premium against **92.1%** Economy. Riders who pay more are not a different kind of rider. They are the same riders, choosing the better seat.

> **The lesson we take from the season is that the choice matters more than the price.** Two games, two lots, the same answer. Riders want options, not one product — and on the evidence of both games we under-supplied the one they wanted.
>
> That is a good problem to have, and it changes what we build next.

PUTTING IT RIGHT

About the school buses

We owe our October 31 Economy riders an apology, and it belongs in the record of the season. For that game 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 in 2026.** Every seat we ran this season 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.

WHAT IT WOULD TAKE

The buses are there

We asked the City to lease us 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. We asked seven times across the season. The answer did not change.

What the City has

The City holds **67 fixed-route transit buses**. On a Saturday it schedules **14 routes**. For November 21 we asked to lease **eight**, with drivers, for part of one day.

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 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.**

We 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.

The record of the asks

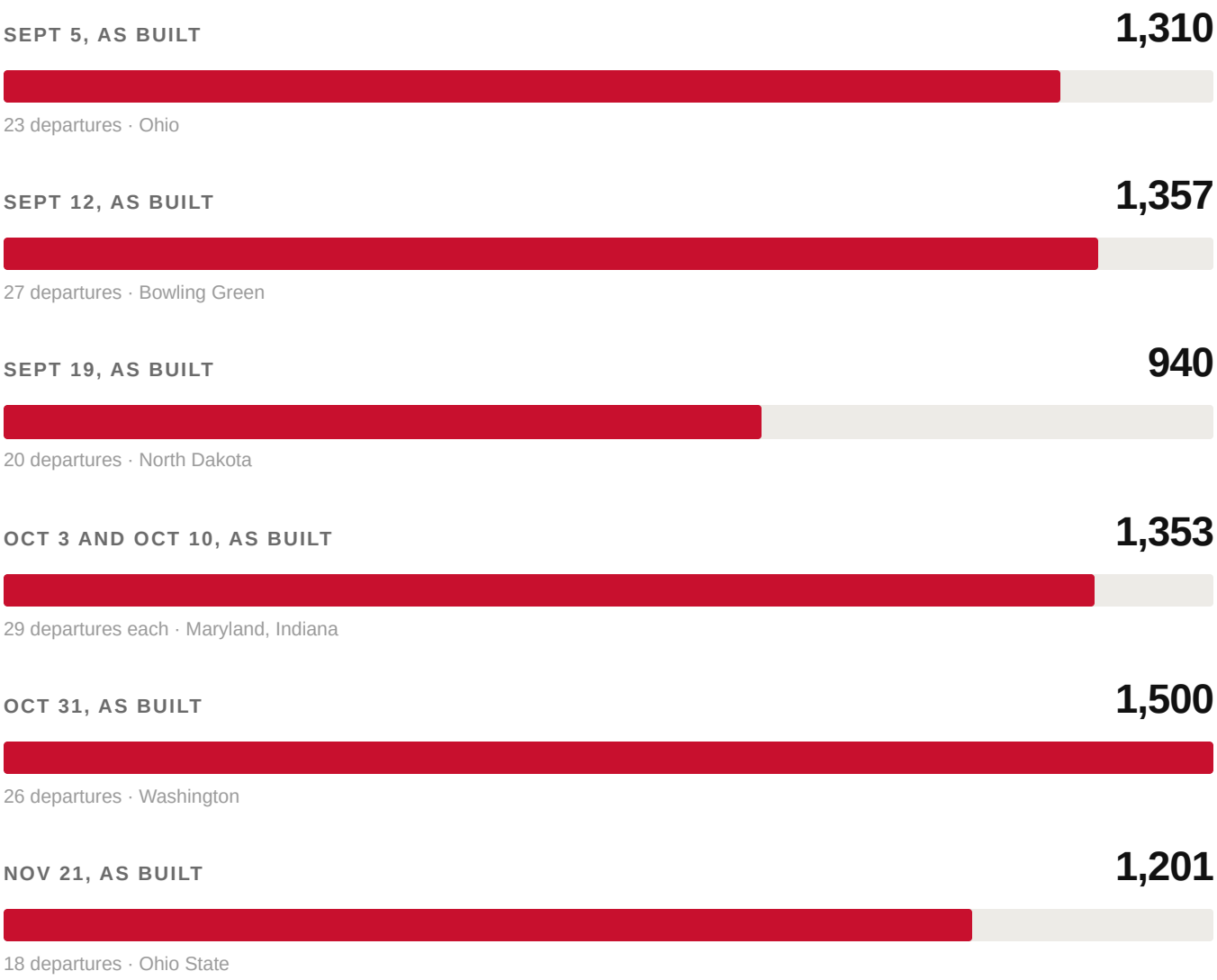
We asked for the City's fully allocated rate on **September 15, October 20, October 25 and October 27**. On **October 20** we invited the Mayor into a two-game pilot; she declined on **October 23**. We put a paper before the City Council on **November 2** setting out the strongest argument against our own request — the federal charter rule *permits* the City to lease and does not compel it. On **November 5** the City confirmed its decision had not changed. We wrote again on **November 12**, and gave public comment to the Council on **November 16**.

> **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.
>
> The request stands for 2027. We will make it again, in public, and we will keep publishing the answer.

WHERE THE SERVICE STANDS

Seats, and what we could secure

What we could offer in any given week was set by the vehicles available to us that week. October 31 was the largest release of the season; November 21 the smallest, because by then the bookings told us what to build.



There are not enough private motorcoaches in this market to carry everyone who wants to ride. We brought coaches in from other cities and added school buses so that everybody who booked had 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.

WHERE WE GO NEXT

What 2027 looks like

Nebraska plays **seven home games** at Memorial Stadium in 2027, plus a neutral-site opener against Miami (Ohio) in **Kansas City on August 27**. Shuttle service is planned for all seven home games, and we are looking at coaches from Omaha and Lincoln for Kansas City.

Three things change

A season pass, in Premium and Economy, so you book once rather than fourteen times.

One cart, so the ride in and the ride home — and several games at once — go through in a single checkout.

Upgrades and transfers, so a seat you cannot use is not a seat wasted.

And one thing we are fixing

The hour people spent sitting on a return bus waiting for its departure time is the clearest thing the season showed us. Returns spaced more closely after the final whistle, and a first wave that leaves as soon as it fills, is where we start.

> **We will see you in September. 1,306 households and groups** rode with us in 2026, and the final game still brought **80** who had never ridden with us before. Thank you for starting this with us.

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

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