



October 23, 2026

Kumar Shah
President and Chief Executive Officer
Pronto Corporation
kumar@iPronto.com

Dear Mr. Shah,

Thank you for your October 20, 2026, correspondence regarding iPronto's request to lease Lincoln Transportation and Utilities (LTU)-StarTran buses and operators for upcoming University of Nebraska football games.

After reviewing your request and considering LTU-StarTran's operational responsibilities, staffing levels, financial position, and the information iPronto has provided, the City is maintaining its decision not to lease LTU-StarTran buses or provide operators for iPronto's game-day shuttle service. Providing buses to iPronto is not in the best interests of Star Tran ridership nor Lincoln taxpayers.

The City of Lincoln was proud to provide the Big Red Express service to the Lincoln community. iPronto's decision to provide game day service triggered a federal law that requires the City to step aside if a private sector provider is capable and willing to provide the service.

StarTran provided the data to iPronto showing that the Big Red Express averaged 1,200 one-way trips each football Saturday equaling 2,400 total trips on a game day. iPronto represented it was "ready, willing and able" to assume game day transportation, and it was never stated that Star Tran would be needed for iPronto to fulfill its commitment.

Now iPronto is saying they must have StarTran resources even though the company's numbers show they are serving an estimated 1,000 of the 2,400 total trips they promised to assume.

With StarTran removed from the picture, the City cannot generate the revenues collected from game day riders. The City cannot cover the driver overtime, bus maintenance, liability costs, and long-term wear and tear without those revenues, forcing the City cover a private sector transport service with taxpayer dollars.

iPronto's offer to pay StarTran costs at the National Transit Database cost of \$118 per hour does not solve the problem and still leaves Lincoln taxpayers with financial liability for a private sector service.

We recognize that game day service may need public subsidy some years. The Big Red Express broke even some years and required minor amounts of City assistance in other years. Now the City is being asked to greatly increase its subsidy for game day transportation at taxpayer expense not for the benefit of the community, but for the benefit of a private for-profit business.

It is not in the best interests of the Lincoln community to disrupt Star Tran operations to subsidize a private, for-profit service. I stand by Star Tran's original decision to deny iPronto's request.

Sincerely,

A handwritten signature in black ink that reads "Leirion Gaylor Baird". The signature is written in a cursive, flowing style.

Leirion Gaylor Baird
Mayor