AN OPEN LETTER TO THE MAYOR OF LINCOLN

A Public–Private Partnership for Husker Game-Day Transportation

A proposed two-game pilot to expand capacity, improve accessibility and serve more Lincoln residents

To: The Honorable Leirion Gaylor Baird, Mayor of Lincoln
From: Kumar Shah, President & Chief Executive Officer, Pronto Corporation
Date: October 20, 2026

Dear Mayor Gaylor Baird,

Congratulations on the Multi-modal Transportation Center. Three weeks ago you broke ground on a $33 million hub, supported by a $23.6 million federal grant and years of patient work by your Transportation and Utilities team. Lincoln now has an opportunity to lead in another area: a practical public–private model for meeting the transportation demand created by the major events this city hosts.

> **I respectfully ask you to direct a prompt administrative review of Pronto's request under 49 CFR § 604.8, and to convene a meeting with Pronto, Lincoln Transportation and Utilities, and StarTran, for implementation of a limited pilot lease for the October 31 and November 21 home games.**

Everything that follows is offered in support of that one request.

WHO WE ARE AND WHAT WE BROUGHT TO LINCOLN

Pronto Corporation has been operating charter services since 2005 and moving crowds to stadiums since 2010. We are headquartered in San Jose and operate our own fleet in the San Francisco Bay Area. For nationwide programs, including Nebraska, we supplement our operating experience with our network of 6,775 independent transportation affiliates, which we have built over the past twenty years. That combination allows us to match capacity to demand instead of committing a fixed fleet to a limited number of event days.

We ran the San Francisco 49ers' game-day shuttle program in partnership with the team from 2010 to 2014 on this model, serving fans across more than a dozen cities, and we have provided intercity service to Levi's Stadium since. We have also held Amtrak feeder-service contracts, operated transit services, and hold a Passenger Stage Corporation permit from the California Public Utilities Commission.

The iPronto platform, available at iPronto.com, supports charter, campus and employee, intercity, last-mile special-event and custom group transportation — booked, managed, tracked and paid in one place. Real-time reservations show where and when demand is developing, allowing us to adjust routes, departure times, vehicles and seating capacity. We believe the Nebraska service is among the first programs nationally to combine advance reservations, guaranteed seating, real-time demand information and coordinated last-mile and intercity event transportation. The enclosed platform overview provides additional detail.

WHAT LINCOLN ALREADY GOT RIGHT

Special-event transportation constitutes charter service under 49 CFR Part 604 when it meets the regulation's criteria, including limited-duration event service offered at a premium fare or paid for

by a third party. **That question is settled here**: the FTA has already ruled on Lincoln's own game-day express service, and the City and StarTran accepted the finding. This season StarTran issued the required charter notice and stepped aside after Pronto responded that private providers were prepared to serve the market. We appreciate the City and StarTran for recognizing and embracing the role the Charter Service Rule assigns to private operators. Most cities never get that far.

WHAT THE NEW MODEL HAS DELIVERED

Continuity on less than thirty days' notice. The City announced the transition on August 26, and the first game followed ten days later. We are proud and honored to have delivered the service to the City and to Husker fans on such short notice — without missing a beat. Across five home games Pronto operated 127 departures and booked more than 5,200 passenger seats — 83% of every seat put on sale. Service ran for every game, from four Lincoln park-and-ride locations and an Omaha corridor. After the first game we implemented operational improvements, including QR-code check-in. The full season summary is enclosed, and it reports what went wrong alongside what went right.

Demand-responsive service that is supply-constrained. The service is designed to scale as reservations develop. That does not mean capacity is unlimited: the platform can identify and organize demand, but it cannot create vehicles or qualified operators. This season has demonstrated both sides of the model — strong demand visibility, and a genuine regional supply constraint.

A service that no longer draws on public operating funds. For more than forty-five years StarTran operated the game-day service with agency equipment and operators. Based on our analysis of historical service levels and operating requirements, we estimate that service represented approximately $250,000 in seasonal operating losses. Under the current model those costs are carried privately, and passengers purchase the service through Pronto. If the City's own figure differs from ours, we would be glad to reconcile our numbers against the actuals.

THE CONSTRAINT IS SUPPLY, AND WE ARE WORKING TO EXPAND IT

The available private motorcoach and bus supply in and around Lincoln is limited, and much of it was committed to other customers before Pronto entered the market. This season we have used every vehicle we could source in Lincoln and brought in the rest from Omaha, Council Bluffs, Kansas City and other communities. At times school buses have been the only option available to us, because motorcoaches were unavailable for most games and in limited quantity for the others.

We are working to change that. **We are aggregating demand across Lincoln's special-event calendar and presenting that opportunity to affiliates within a radius of more than 100 miles.** Visible, published and bookable demand gives private operators a commercial reason to assign equipment to Lincoln, and we will continue recruiting and deploying every suitable private vehicle available to us. The need extends well beyond football — Nebraska volleyball and basketball, the Savannah Bananas, the four-day Boo at the Zoo at the Lincoln Children's Zoo, concerts and festivals, more than thirty major events across the year, all competing for the same regional equipment.

The City of Lincoln and StarTran are uniquely positioned to help relieve that constraint, because StarTran is a division of the City — there is no separate authority and no separate board to persuade. At this scale the most effective model is private capacity first, supplemented, when

necessary, by public equipment lawfully leased at a fully allocated rate. Pronto's interest is not in privileging its San Francisco Bay Area fleet — which is not practical to move to Nebraska for these events — or any individual affiliate. It is in assembling the best available blend of private and public resources for each event, as cost-effectively as we possibly can.

A LAWFUL AND LIMITED PARTNERSHIP

Federal law expressly permits the arrangement we are proposing. Under **49 CFR § 604.8**, a recipient may lease FTA-funded equipment and drivers to a registered charter provider when four conditions are satisfied: the provider is registered on the FTA charter registration website; it owns and operates buses or vans in a charter service business; it has received a request that exceeds its available capacity; and it has exhausted the available vehicles of registered charter providers in the recipient's geographic service area. The regulation makes the lease permissible but discretionary.

StarTran's primary responsibility is regular public transportation. Section 604.8 nevertheless permits available FTA-funded equipment and drivers to be leased to an eligible registered provider when the regulatory conditions are satisfied. Under our proposal StarTran would be compensated at its published fully allocated rate — or another mutually agreed lawful rate — rather than subsidizing the event service.

Pronto submitted its formal request under § 604.8 on **September 15**, and the agency declined on **September 23**. We respectfully request reconsideration in light of the demand and operating record now available. **We will also work with StarTran and the City to prepare the compliance file the regulation requires of the City.**

THE TWO-GAME PILOT

Pronto, StarTran and the City of Lincoln implement a limited lease of available StarTran equipment and qualified operators under § 604.8, for the two remaining home games — **October 31 and November 21**. Our platform scales service in response to demonstrated demand, but we release capacity only against confirmed supply. Should transit buses be made available, we would add them to the shuttle schedule and open them for booking within a matter of hours.

The benefits our proposed model would bring to residents, to StarTran and to the City would be substantial.

A more accessible and comfortable option. When motorcoaches are unavailable, school buses are the only private capacity we can secure. Transit coaches are a more appropriate and more comfortable option for many adults, older passengers and riders with mobility needs. We have heard from Lincoln residents about the discomfort of travelling on school buses, and we can share those comments with you. They trouble us, because the remedy is within our collective reach — and is the very equipment those riders used in the past.

Revenue at a fully allocated rate. Pronto would pay StarTran's published fully allocated rate, or another mutually agreed lawful rate, for equipment and operators made available for the pilot. The service would be supported by passenger fares and other private revenue, not by a public operating subsidy.

Local equipment instead of long-distance positioning. Equipment and operators already in Lincoln reduce deadhead mileage, emissions, schedule risk and cost compared with bringing every incremental vehicle from markets dozens or hundreds of miles away.

TOGETHER WE CAN ACHIEVE MORE THAN EVER BEFORE

Thousands of Husker fans have now used this service, and many have asked how Pronto plans to increase capacity and make more comfortable options available. We owe them a clear answer: we will keep expanding private capacity across a radius of more than 100 miles, but the service remains supply constrained. **With sufficient private and supplemental public capacity, coordinated promotion and continued operational improvement, we believe this partnership could set a long-term objective of serving as many as ten percent of game-day attendees** — one in ten of the more than 85,000 who fill Memorial Stadium on a Saturday. We do not put that forward as a forecast for two games. We put it forward as a goal we believe the City, StarTran, Nebraska Athletics and Pronto can achieve together.

The timing matters. The University of Nebraska's renovation of Memorial Stadium begins after this season and will run roughly two years, which will make flexible supplemental capacity more important, not less. A successful two-game pilot would give the City, StarTran and Pronto actual operating and financial results on which to build a longer-term model.

We respectfully request a meeting this week, and an availability determination in sufficient time to open additional reservations for the October 31 game. Pronto is ready to provide the supporting records and operating plan immediately.

Sincerely,

Kumar Shah
President & Chief Executive Officer
Pronto Corporation · FTA Charter Registration ID 6643
kumar@iPronto.com · 650.249.7400

ENCLOSED

1. *iPronto — Platform and Innovation Overview*, 12 pp
2. *Husker Game-Day Shuttle — Season Summary, Games 1–5*, September 5 to October 10, 2026
3. City of Lincoln media release, August 26, 2026 — *"StarTran Announces New Company to Provide Gameday Shuttles"*
4. Pronto media release, August 31, 2026 — Husker game-day shuttle service

Items 3 and 4, and independent coverage of the transition, are collected at iPronto.com/newsroom.

cc: Elizabeth Elliott, Director, Lincoln Transportation and Utilities · Carla Cosier, Assistant Director of Transit, StarTran Division · Lincoln City Council

ENCLOSURE 1

iPronto — Platform and Innovation Overview

Twelve pages. The architecture behind the Nebraska service: one platform carrying charter, campus and employee shuttles, intercity and last-mile special-event service and custom group travel, on a nationwide delivery network of 6,775 independent affiliate operators. Supply connects to the platform independently of demand, which is what allows capacity to be matched to an event rather than to a timetable.

Connecting People to Places & Experiences



PLATFORM & INNOVATION OVERVIEW

iPronto

One platform, every group mobility mode, one nationwide delivery network



EXPERIENCE TOGETHER



RIDE TOGETHER



TRAVEL TOGETHER

Pronto Corporation (Accelar, Inc. dba Pronto Corporation)
iPronto.com
October 2026

Experience Together. Ride Together. Travel Together. Do More Together.

PLATFORM & INNOVATION OVERVIEW

iPronto

iPronto — an Integrated Multi-Service, Multi-Modal Mobility Platform and Delivery Network

Demand-Responsive Intercity and Last-Mile Service for Special Events

1. Connecting People to Places and Experiences

Pronto Corporation has spent twenty years on a single problem: getting groups of people to the places and the experiences they care about. Everything the company has built serves that one purpose.

Exciting Destinations. Unforgettable Experiences. Memorable Journeys.

That line is not a tagline bolted onto a transportation company. It is the structure of the business, and each clause is a working part of one platform:

- **Exciting destinations** — the places people want to reach, and a delivery network with licensed operators in every market in the country, so that any of them can be reached.
- **Unforgettable experiences** — the reason for the trip. Live entertainment and leisure experiences aggregated from many sources into one searchable catalogue, so a traveller can find what is worth going to in the first place.
- **Memorable journeys** — the trip itself, across every group mobility mode, booked and managed on the same platform as the experience it serves.

Most of the industry treats these as separate businesses: ticketing platforms sell the event, activity marketplaces sell the tour, charter brokers sell the bus, and the traveller is left to assemble the three. iPronto is one platform that does all of it, which is what makes the trip and the reason for the trip a single transaction rather than three.

Two of the things Pronto built along the way are, as far as we have been able to establish, firsts for the transportation industry. This overview sets out the platform, the network behind it, and those two innovations.

2. Experience Together. Ride Together. Travel Together.

The three clauses of the promise are three services, each with its own operating history and its own scale. They share one account, one platform and one network.

Pillar	What it is	Scale today
Experience Together	Explore. Discover. Search. Find. Book. Enjoy. Leisure and live entertainment aggregated from many suppliers into one searchable catalogue.	7,000+ destinations · 120,000+ experiences · 1,200+ tour operators · 64 categories
Ride Together	Pre-arranged shuttles, create your own, or	15+ years · 100,000+ fans carried ·

Pillar	What it is	Scale today
	share the ride. Shared rides to the same place — every seat filled lowers the price for everyone on board.	sports, concerts and festivals
Travel Together	Group charter booked as easily as a rideshare: register, request, instant quote, confirm on your PO. Groups of any size, anywhere, anytime.	20+ years · 2.5M+ passengers carried · 6,775 affiliates nationwide

A six-page package describing all three — including the nationwide network by market, the vehicle range behind it, and the security, privacy and insurance profile prepared for procurement and risk review — is available to download alongside this overview.

3. One Platform, Every Mode, One Delivery Network

Group transportation is the segment of surface mobility that technology has largely passed by. Rideshare made the individual trip instant and transparent. The group trip is still quoted by email, confirmed by phone, tracked on a spreadsheet and invoiced weeks later. iPronto closes that gap across every mode at once.

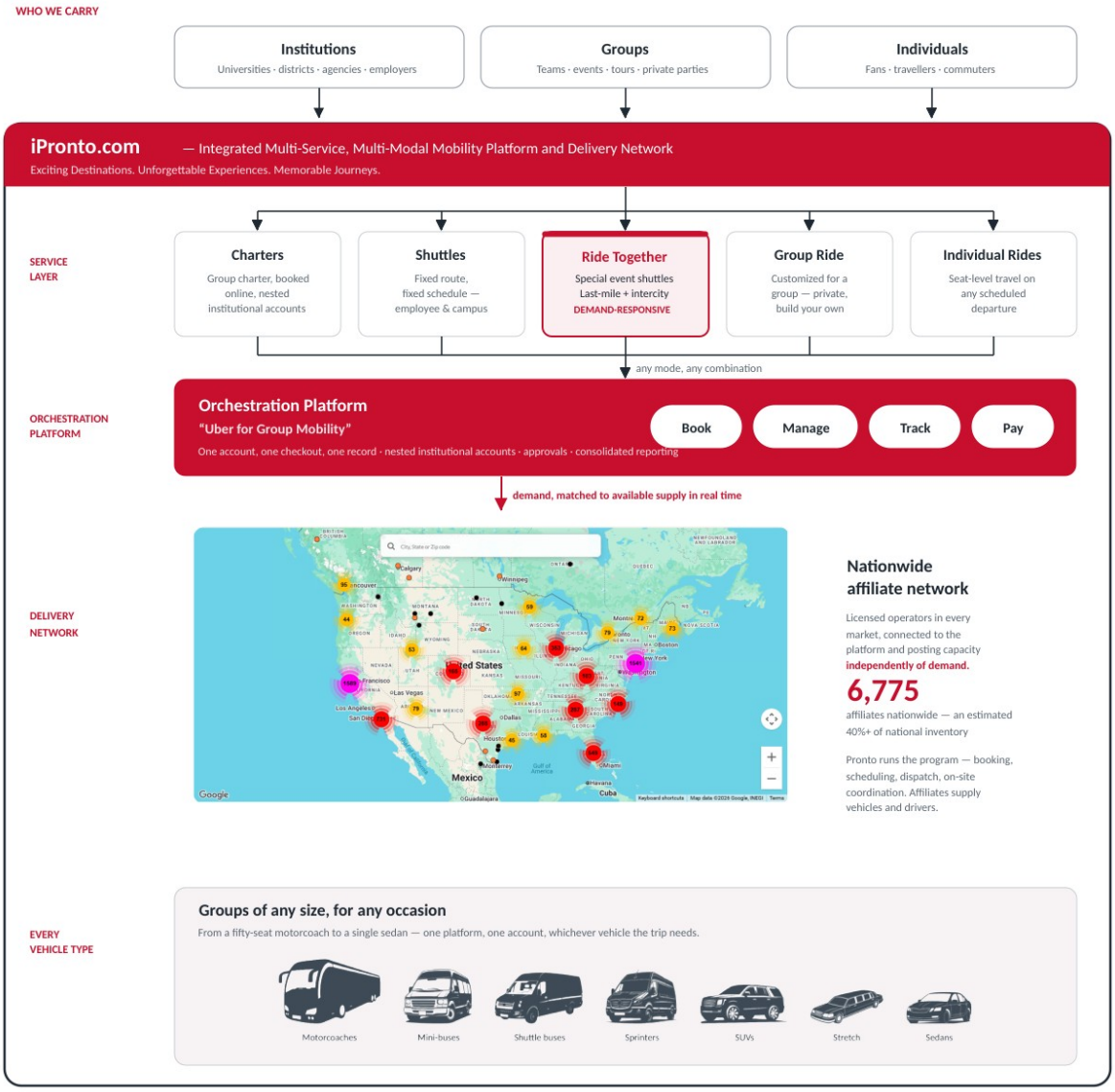


Figure 1 — iPronto: every layer, from the service a customer buys to the vehicle that arrives. Demand flows down through the platform; the affiliate network connects to it independently, and is matched to demand in real time. Map shows live affiliate density by market.

- **Service layer.** Five modes a customer can buy: charters; fixed-route, fixed-schedule employee and campus shuttles; Ride Together special event shuttles (last-mile and intercity); Group Ride, customized for a private group; and individual seats on any scheduled departure.
- **Orchestration platform — "Uber for Group Mobility."** Book. Manage. Track. Pay. One account, one checkout, one record, whichever mode or combination of modes a trip requires. Institutions are set up as nested accounts — system, campus, department, requester — each level seeing and controlling what it should, with policy, approvals and consolidated reporting held at the parent. That structure is the reason large institutions can stop booking by email.

- **Delivery network.** 6,775 licensed affiliate operators under agreement across the country — 1,589 in the Bay Area, 1,541 in the Northeast, 731 in San Diego, 549 in Florida, 353 in Chicago, 288 in Texas — reaching, by operator count and type, an estimated 40% or more of national charter vehicle inventory. A subset is integrated with the platform today and posts available capacity to it directly; the rest are reached through the same dispatch process. The platform is built to carry real-time inventory for the whole network, and extending that integration operator by operator is the current work.
- **Every vehicle type.** Motorcoaches, mini-buses, shuttle buses, sprinters, SUVs, stretch vehicles and sedans — groups of any size, for any occasion, on one account.

The asymmetry in Figure 1 is the point. Demand flows down through the platform; supply attaches to it from the side, independently, whether or not a particular event exists yet. The operators are already under agreement, already vetted, and — for those integrated with the platform — already posting capacity, so capacity is matched to demand rather than assembled after it appears. That is what makes real-time response possible, and it is the structural difference between iPronto and a booking website with a vendor list.

4. The Two Innovations

4.1 Demand-responsive intercity service for special events (2010 — the first we know of)

Pronto launched demand-responsive intercity service for San Francisco 49ers fans in 2010 and operates intercity service into Lincoln, Nebraska from Omaha today. Intercity legs are sold as capped, bookable departures from a single boarding point, with the sellable seat count set per event rather than per vehicle type — so capacity tracks demonstrated demand and hours-of-service limits rather than fleet convenience.

The mode moves event trips out of single-occupancy vehicles over distances that no local transit agency is positioned to serve, and it does so without displacing any agency's fixed-route service.

4.2 Demand-responsive last-mile service for special events (2026 — the first we know of)

Fixed-route, fixed-schedule service is the wrong model for special events. Demand varies sharply between origins and between events: a park-and-ride lot that fills four days before kickoff and one that fills the night before need different capacity, different departure ladders and different release discipline. A fixed timetable cannot see that difference. A booking record can.

Pronto launched last-mile demand-responsive service with the Nebraska Huskers program in Lincoln in 2026. The mechanism, in the order it operates:

- **Riders buy a specific coded departure from a named origin, in advance** — not a headway, not a route. Every seat sold is a located, timed, identified unit of demand.
- **The schedule is generated from those bookings by a rules engine**, not maintained by hand. Departure ladders, timings and capacity per origin are solved against what has actually sold, and a correction is made once to the rule rather than row by row.
- **Capacity is reallocated between origins between events** on the evidence of what sold, while departures riders already hold are protected from the change by design.
- **Online check-in closes the loop while the service is running**. Boarding state at every point is live: boarded against booked, by departure, with on-site coordinators releasing each vehicle and the reconciliation available immediately afterwards.

- **The pre-connected supply network answers in real time**. Because the operators are already under agreement and vetted — and, where integrated, already posting capacity to the platform — additional capacity can be matched to a demand surge within the service window rather than in the next procurement cycle.

The result is service sized to real demand, origin by origin and event by event, and adjusted while it runs. We have not found another operator delivering last-mile event service this way, and would welcome being pointed to one.

4.3 What the operating data shows

Demand-responsive service produces a record that fixed-route service does not. From the Nebraska Huskers program this season:

- **Origins serve distinct populations.** Of riders who have travelled more than once this season, 91% boarded at the same origin every time (97 of 107). The origins serve genuinely distinct catchments rather than one interchangeable pool, which is the empirical answer to the obvious question of why uniform fixed-route coverage would not do. Capacity is not transferable between origins, so sizing each separately is not a refinement — it is the only correct approach. The finding exists only because the service is demand-responsive; a timetable would never have produced it.
- **Each origin has its own booking curve.** Seat-weighted across the season, Gateway books earliest (median four days before the event), then SouthPointe (three) and North Star (two). By six days out, a typical Gateway departure has sold 34% of its final seats, SouthPointe 29% and North Star 21%. An origin behind its own curve at that point is genuinely behind — it is not simply booking late.
- **The curves are actionable.** Capacity was reallocated between origins between games on that evidence, within the same season. A fixed timetable cannot make that adjustment because it never sees the signal.
- **Every departure reconciles.** Seats sold plus seats open equals capacity on the storefront and in the operations console at all times; boarded against booked is reconciled after each departure from the digital check-in record. Planned, sold and carried are three numbers that can be compared for every single departure of the season.

Season figures for seat utilisation, cost per passenger carried and origin-level fill are available to institutional customers and agency partners on request.

5. The Breadth Around Them

The two innovations run on the same rails as the rest of the platform, which is what makes them operable rather than experimental.

Mode	What is distinctive
Charters — “Uber for Group Mobility”	Quoted, booked, managed, tracked and paid online in minutes, for a vehicle carrying fifty people. Nested institutional accounts with approvals, policy and consolidated reporting. Nationwide delivery through the affiliate network, without a procurement cycle per city.
Shuttles — employee and campus	Recurring fixed-route programs on the same booking and check-in rails, so ridership is captured at the booking rather than estimated from counts, and

Mode	What is distinctive
	utilization is visible per departure.
Group Ride — private groups	A group stands up its own program: pickup points and times defined, access limited to an invitation list, each guest booking their own seat. The manifest builds itself. Where demand is uncertain, interest is captured and mapped first, and service goes live once a threshold is met.
Individual rides	Seat-level travel on any scheduled departure, sold to the public the same way an event seat is.
Create your own — institutions and fleet managers	Venues, agencies, campuses and fleet managers configure their own program — origins, boarding points, drive times, fares, dates — and the platform generates the schedule, opens the storefront, assigns vehicles, produces manifests and runs check-in. Setup in minutes.

6. The Experience Platform

Transportation is a means, not an end. People travel because something is happening somewhere. The second half of the brand promise — unforgettable experiences — is a working platform, not an aspiration.

The obstacle it solves is that the supply of experiences is scattered. Live entertainment sits on ticketing platforms; leisure experiences sit on activity marketplaces; neither world searches the other. A traveller deciding what to do on a free Saturday runs a separate search on every site and trawls a separate list for every category — and will never see a concert and a vineyard tour in the same result.

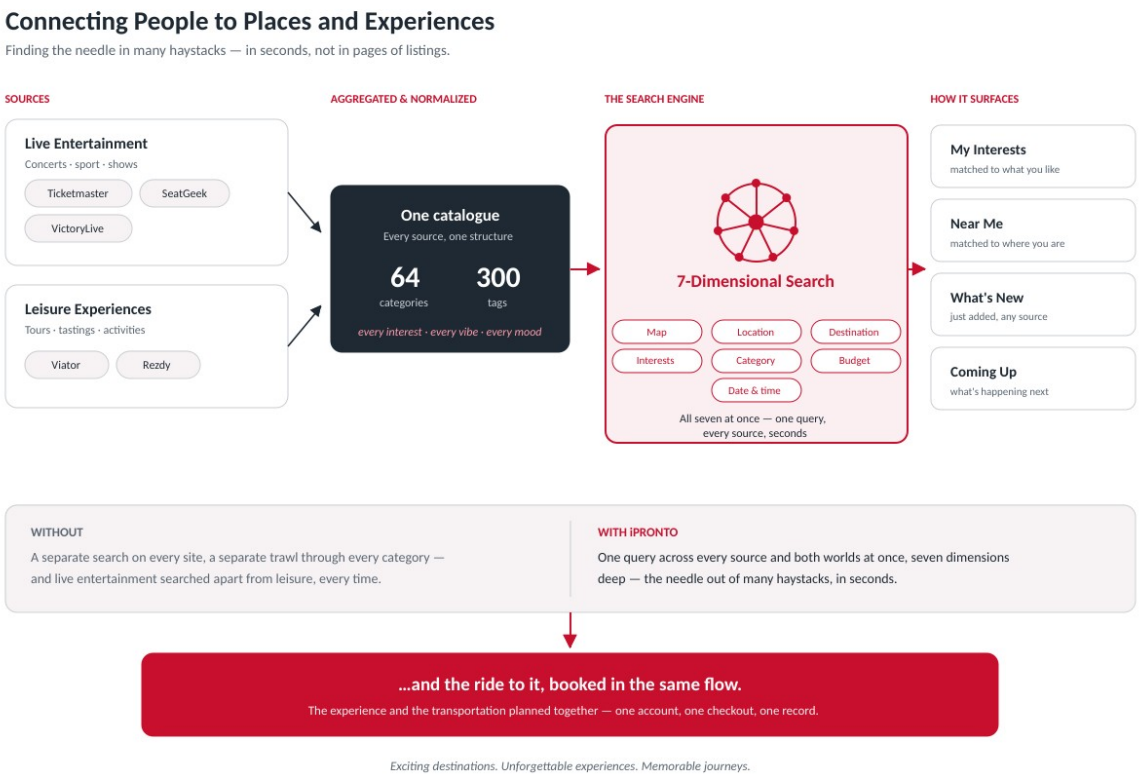


Figure 2 — Experience discovery: inventory from many sources normalized into one catalogue, searched across seven dimensions at once, surfaced personally, with the ride booked in the same flow.

- **Many sources, one structure.** Live entertainment from Ticketmaster, SeatGeek and VictoryLive; leisure experiences from Viator and Rezdy — brought into one catalogue with one data structure, so they can be searched together.
- **64 categories and 300 tags.** A classification deep enough to describe not just what an experience is but what it is like — experiences matched to every interest, every vibe and every mood.
- **A seven-dimensional search engine.** Map, location, destination, interests, category, date and time, and budget — seven independent axes applied simultaneously to the whole catalogue, rather than one filter at a time down a single list. Other portals index a subset, so what a traveller would have loved never surfaces. It is the difference between combing page after page of listings, source by source and category by category, and finding the needle out of many haystacks in seconds.
- **Personalized surfacing.** The same catalogue presented as My Interests, Near Me, What's New and Coming Up — so discovery begins from the traveller's own taste, location and calendar rather than from a search box.

6.1 The platform in service

The catalogue is live. At the time of writing it carries 120,371 leisure and entertainment experiences across 7,292 destinations, searchable in one place:



Figure 3 — One search bar across both worlds, with the live catalogue counts by channel: Sports 21,129 · Music and Concerts 35,604 · Live Shows 51,957 · Tours 5,397 · Adventures 1,576 · Activities 1,359 · Others 3,349, plus Upcoming 7,296 and What's New 693.

Those channel counts are the haystacks. Searching them one at a time, on the sites they came from, is the problem the platform exists to remove.

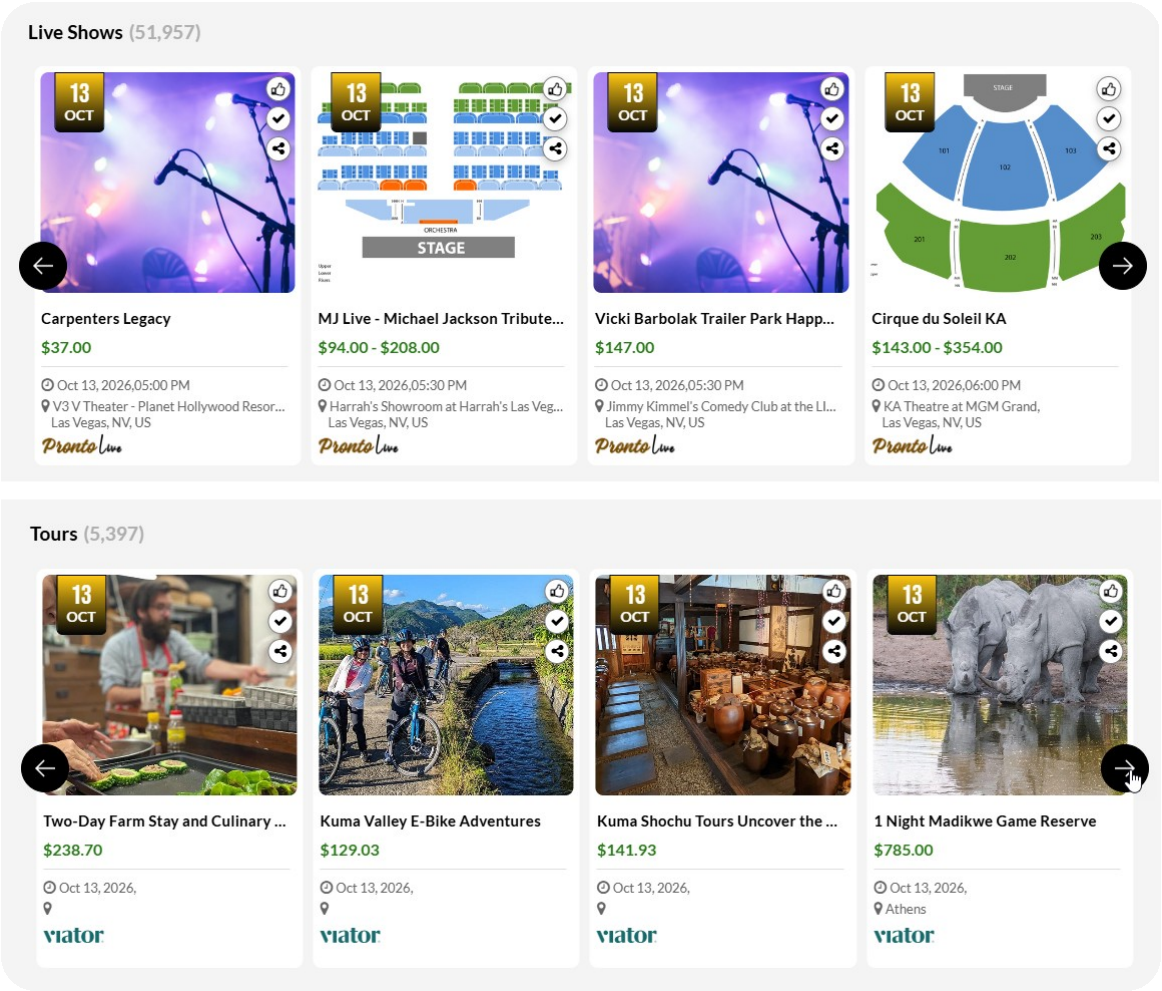


Figure 4 — Live entertainment and leisure in one interface: a Las Vegas show and a culinary farm stay surfaced by the same engine, each bookable, each with the ride to it available in the same flow.

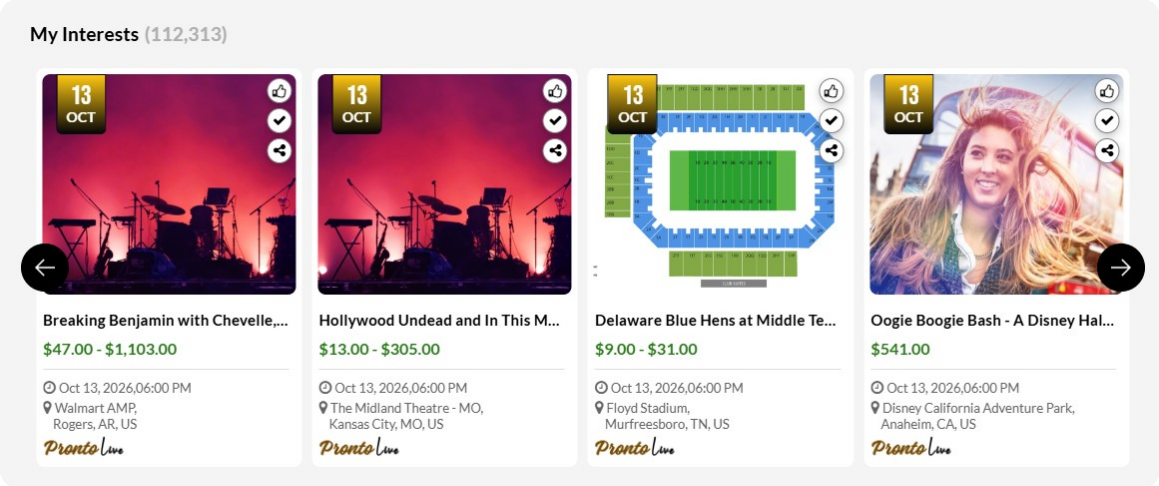


Figure 5 — My Interests: the catalogue filtered to one traveller's taste, across both worlds, with date, price and venue on every card.

And because the catalogue sits on the same platform as the transportation, the experience and the ride to it are booked in one flow, on one account, on one record. That is the whole of the brand promise in a single transaction.

The point is practical: a traveller who finds the event and the ride together never has to work out how to get there as a separate problem — which is exactly the moment a trip is most often lost to a private car.

7. Architecture and Technology

The platform is cloud-native and built on a three-tier architecture, which is what allows a single system to carry every mode, scale to an event peak, and expose the same live record to riders, operators and administrators at once.

Tier	What it does
Presentation	Responsive rider-facing storefront, the operations and dispatch console, the institutional account portal, and the on-site check-in interface used at the boarding curb. Each is a view onto the same data, not a separate system.
Application	The business logic: schedule generation from live bookings, capacity and seat-inventory control, vehicle assignment, manifesting, check-in and reconciliation, nested account permissions and approvals, payments, experience search, and the demand-to-supply matching engine. Exposed through a documented API, which is also how partner and campus portals are served.
Data	A relational database with geospatial extension, holding origins, boarding points, drive times, departures, bookings, manifests, operators, fleet and the experience catalogue. Geospatial support is what makes origin, catchment, drive-time and “near me” analysis native to the system rather than an export into a separate tool.

The infrastructure beneath those tiers is cloud-based and designed for the load profile of event transportation, which is not steady-state: demand arrives in concentrated peaks around on-sale moments and in the hours before an event, and must be absorbed without degradation.

- **Dynamic server provisioning and load balancing.** Application capacity scales with demand behind a load balancer, so an on-sale surge or a game-day traffic peak is met with added capacity rather than a queue.
- **Caching.** Frequently read data — schedules, departure availability, catalogue listings, static content — is served from cache, keeping response times low under peak read load while booking writes go to the database of record.
- **Storage and replication.** Durable object storage for documents, manifests and media, with database replication so the booking record survives the loss of any single component.
- **Asynchronous processing.** Queued background work for document generation, manifests, catalogue ingestion and notifications, so operational tasks never block a rider mid-booking.
- **Microservices.** The application tier is decomposed into discrete services — scheduling, seat inventory, check-in, experience search, notifications, payments, reporting — each deployable and scalable on its own. A game-day check-in load does not compete with the booking storefront for resources, and a change to one service does not require redeploying the platform.
- **Headless CMS.** Content is managed independently of presentation and delivered by API to every surface — the public site, institutional and campus portals, partner-embedded booking widgets, and rider communications. One edit propagates everywhere; a new venue or campus portal is a configuration, not a rebuild.
- **Integration layer.** Connections to affiliate operator systems, ticketing and experience suppliers, customer relationship and communications platforms, payment processing, and messaging — so a booking made once propagates to everyone who needs it without re-keying.

Identity, access and consent are handled as first-class concerns: role-based access control across staff and operator roles, verified customer identity by email and mobile, and a consent record governing downstream communication.

8. Why Pronto

- Twenty years of operating experience and 2.5 million passengers carried. Accelar, Inc., established 2006, operating as Pronto Corporation; former holder of Amtrak feeder contracts for San Jose–Stockton and San Francisco–Stockton.
- Over 100,000 fans carried on event shuttles, and a 99th-percentile safety ranking.
- Two services we believe were industry firsts, and for which we have found no earlier example: demand-responsive intercity service for special events (2010) and demand-responsive last-mile service (2026).
- Nationwide delivery. 6,775 affiliate operators across the country — 1,589 in the Bay Area, 1,541 in the Northeast, 731 in San Diego, 549 in Florida, 353 in Chicago, 288 in Texas — every vehicle class, reaching an estimated 40% or more of national inventory.
- Institutional customers. Agreements in place with the California State University system, the San Mateo County Community College District, and the University of California, Davis, extensible across UC campuses.

- Charter Rule fluency. Pronto obtained a favorable FTA advisory opinion in the SFMTA/MUNI matter (2012–13) and responds to Part 604 charter notices nationwide, so the service model is built from the outset to complement public transit rather than compete with it.
- Built to clear procurement. Every affiliate's licence, authority and certificate checked before dispatch; a $10M umbrella above the operator's own policy on every trip; HECVAT 4.1.6 Full completed; certificates, endorsements and the full workbook available on request.
- A clean operating model. Pronto runs the program — booking, scheduling, dispatch, on-site coordination — while licensed affiliate operators supply vehicles and drivers. Agencies and venues get the service without acquiring fleet.

9. Where We Are Going

Exciting destinations, unforgettable experiences, memorable journeys — one platform that finds the reason to travel, and one network that carries people there. Within it, demand-responsive service is ideally suited to last-mile and intercity transportation for special events, where demand varies significantly between locations and between events. Pronto brought that model to intercity service in 2010 and to last-mile service in 2026, in both cases before anyone else.

Our ambition is a single flow: find the experience, book the ride to it, travel, and come back — one account, one record, one company answerable for all of it. Most of that is live today. The rest is the work in front of us: extending real-time capacity integration across the whole affiliate network, and bringing demand-responsive service to venues and events beyond the ones we run now.

If your institution, venue, agency or event moves groups of people, we would like to hear what you are trying to solve.

Talk to us

Kumar Shah
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Do More Together.

ENCLOSURE 2

Husker Game-Day Shuttle — Season Summary, Games 1–5

Five pages. September 5, 12 and 19, October 3 and October 10, 2026. Departures operated, seats booked, seats offered and boarding performance, location by location, for every game of the season so far. It reports what went wrong alongside what went right.

iPronto
Do More Together.

FOR EVERYONE WHO HAS RIDDEN WITH US

Five games.
Thank you.

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

5,246
seats booked across five games

83.1%
of every seat we put on sale was taken

127
departures run

91%
of booked riders made their bus, where check-in was online

October 10 was the earliest start of the season — an 11:00 AM kick-off, with the first shuttles leaving the lots just after 8:00 AM.
Here is the whole season, plainly.



The season

GAME	OPPONENT	SEATS BOOKED	BOARDED	DEPARTURES	PICK-UP 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** 90% boarded	20	All four lots
October 3	Maryland	1,037	**959** 92% boarded	29	Three lots, plus Omaha
October 10	Indiana	1,027	**924** 90% boarded	29	Three lots, plus Omaha
Five games		**5,246**		**127**	

> Every seat above was booked by somebody who chose not to drive to the stadium. Across the season that is **5,246 seats** — and **83.1%** of everything we put on sale.
>
> Where check-in ran at the curb, **91%** of booked riders boarded. That figure has held steady across the three games we have been able to measure it, which is how we know the schedule is being used the way it is published.

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, and the ones we kept filled to 76%. October 3 and October 10 are the two largest schedules we have operated, and on October 10 every departure ran with a seat for everyone holding one.

October 10 — the most recent game

PICK-UP POINT	SEATS BOOKED	SEATS OFFERED	TAKEN
Lincoln North Star HS	380	470	81%
SouthPointe Pavilions	314	423	74%
Gateway Mall	307	423	73%
Omaha corridor	26	37	70%
October 10	**1,027**	**1,353**	**76%**

A second shuttle on the waves that were selling out

Five departures on October 10 carried a letter on the end of their code — a second shuttle leaving the same curb a few minutes behind the first, on the waves that had sold out in previous games. Four of the five carried passengers; together they added capacity exactly where riders had been turned away before.

The earliest start of the season

An 11:00 AM kick-off put the first shuttles on the road just after 8:00 AM and the first ride home at 2:30 PM. Nine in ten booked riders made their bus on a morning that began in the dark.

Coordinators at every pick-up point

Every lot had a Pronto Shuttle Coordinator on the ground before the first departure and on R Street after the game, holding the list and calling the codes. Where two shuttles shared a curb they were boarded as two lines, not one crowd.

Riders, and rewards

> **Your points were waiting for you.** Everyone who booked a seat this season has an iPronto account, and from **October 20** every one of those accounts carries reward points. Nothing was lost on the way: each of the five games has been counted back into your balance, whether you booked in August or last week.

RIDERS WITH AN ACCOUNT **1,524**



registered on iPronto.com

RIDERS HOLDING POINTS **1,065**



every one of them has ridden with us

What the season looks like from the rider side

76,614 points have been earned across the five games, and **30** riders have already reached **Silver**. Points are in your account now — you do not need to claim them, and nothing expires this season.

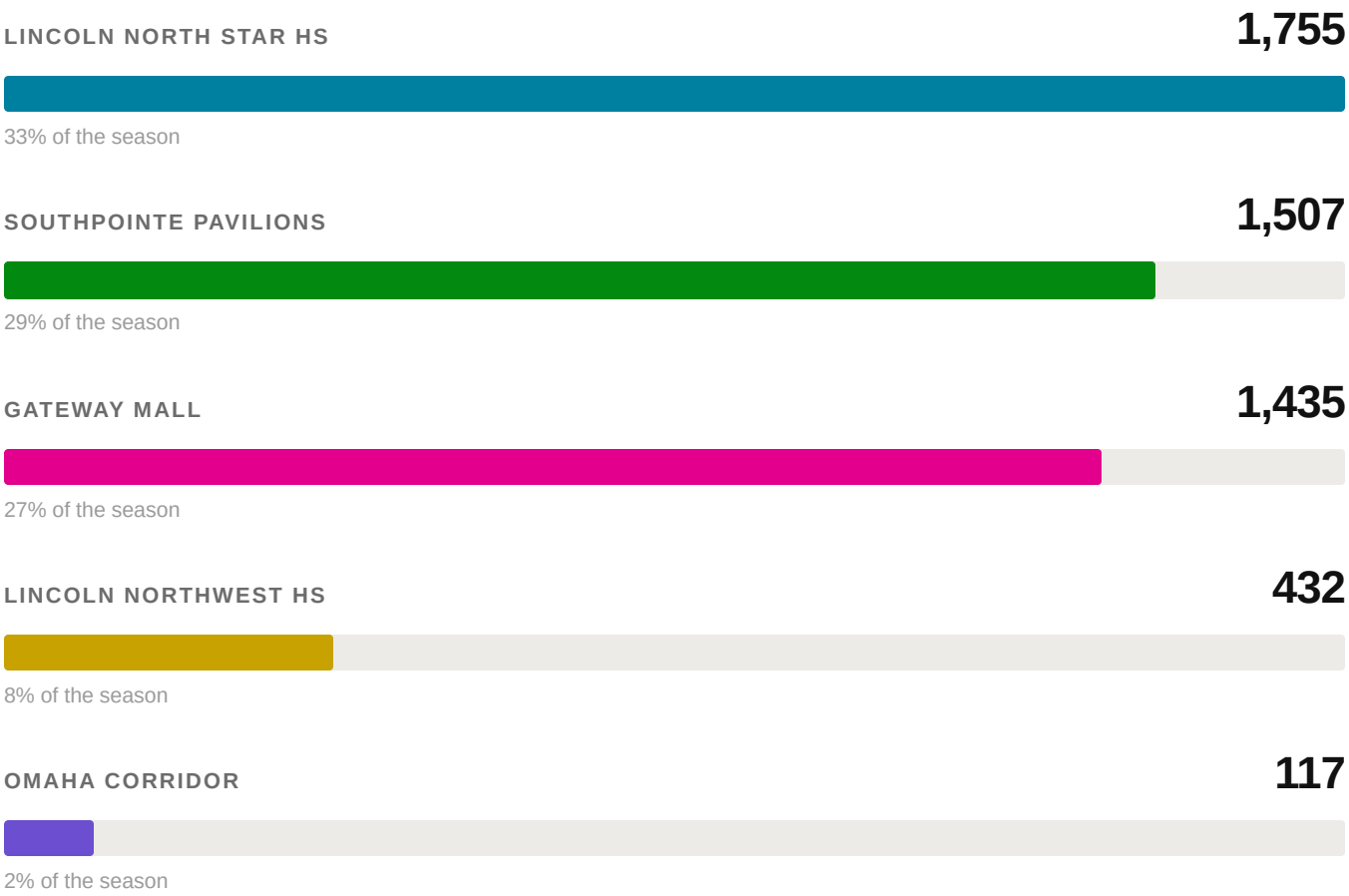
Half of any given game has ridden before

Across the season a little over half the people on board on any Saturday had ridden with us at least once before. That is the single most useful thing we know about this service: it is not being discovered five times over, it is being used. It is also why the pick-up points, the curb positions and the shuttle codes are now fixed from game to game — so that the half of the crowd who already know where to stand can simply go and stand there.

One thing we would ask

Add a mobile number to your account. On October 31 we will text every booked rider their boarding time and shuttle code the evening before, and text again the moment the final whistle blows. Almost nobody has a number on file today, and the message is only useful to the people we can reach.

Where the service stands



What changes for October 31 and November 21

Your ride home will be timed to the final whistle, not the clock. Returns are published as *W+30* and *W+45*, so a long game moves your bus with you instead of leaving without you. SouthPointe and Gateway also gain a **Premium** option — a coach rather than a school bus, on site forty-five minutes before kick-off, and first out afterwards.

Where to find it

Both schedules are published now, before the kick-off times are announced, so you can book today: **ipronto.com/nebraska-huskers**. Questions, or something that did not go the way it should have: **RideWithPronto@iPronto.com**.

Thank you for riding with us this season.

Kumar Shah · President & CEO, Pronto Corporation · RideWithPronto@iPronto.com · 833-477-6688

ENCLOSURE 3

City of Lincoln media release, August 26, 2026

“StarTran Announces New Company to Provide Gameday Shuttles.” The City’s own announcement of the transition, in its own voice, ten days before the first game of the season.

CITY of LINCOLN
Mayor Leirion Gaylor Baird

StarTran Announces New Company to Provide Gameday Shuttles

Published on August 26, 2026

iPronto to replace StarTran's Big Red Express beginning in September

Lincoln Transportation and Utilities Director Liz Elliott today announced that beginning in September, a private charter service will replace StarTran's Big Red Express Husker gameday shuttles to the University of Nebraska-Lincoln City Campus.

In addition to managing the shuttle service for Husker home football games, Pronto Corporation of San Jose, California will expand gameday transportation service to the Omaha, Kearney, Grand Island, Norfolk and Columbus areas. The first of the Huskers' seven home games begins at 11 a.m. Saturday, September 5, against Ohio.

StarTran will not operate the Big Red Express shuttle during the 2026 football season. All current Big Red Express pass holders who purchased passes to ride will receive a full refund, which will be mailed September 15. StarTran has operated the Big Red Express to assist fans and the University of Nebraska-Lincoln on game days since the early 1980's.

Elliott said federal charter service regulations prohibit federally funded public transit agencies from competing with private charter companies. Cities needing charter services submit a request to the federal charter registry annually, which notifies interested charter companies. This is the first year a private company has chosen to offer the shuttle service in Lincoln, Elliott said.

"We are proud to have offered the Big Red Express to Husker fans for more than 45 years," Elliott said. "Today, there is an opportunity to begin a new tradition. iPronto will manage transportation services this season."

Customers who wish to use the new shuttle service must make a reservation directly with iPronto in advance. Gameday shuttle service routes and pick up locations remain the same and include:

- Northwest 49th and Holdrege streets – Lincoln Northwest High School
- North 33rd Street and Fletcher Avenue– Lincoln North Star High School

- South 27th Street and Pine Lake Road – Southpointe Mall
- 61st and "O" streets – Gateway Mall

iPronto fees are as follows:

- $10 for Lincoln inbound only
- $25 for a Lincoln round trip with a delayed return
- $30 for a Lincoln round trip with an immediate return
- $59 to $89 for an intercity round trip for Omaha, Kearney/Grand Island, and Norfolk/Columbus.

During the 2025 football season, Big Red Express roundtrip prices were $15 for adults and $10 for kids per game.

Pronto Corporation has been providing online booking and special event shuttle services for more than 15 years for the San Francisco 49ers, University of California-Berkeley, Outside Lands Music Festival, President's Cup Golf, Pebble Beach Car Show, Coachella and others.

For more information, contact Pronto Corporation at 877-494-9377 or 650-249-7420, CS@iPronto.com (mailto:CS@iPronto.com), or visit iPronto.com (https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fipronto.com%2F&data=05%7C02%7CEHaney%40lincoln.ne.gov%7C3d26b97ebe474ebd7ecd08df0387acbf%7Ca797fa642abc4dd0ba7c4615a8f2e860%7C0%7C0%7C639233553419118716%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=r0otkpbw%2Bg3kEylewpW8qxAOY%2BvPNDihkqAvKe3FS%2Fg%3D&reserved=0).

Tagged as:

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ENCLOSURE 4

Pronto media release, August 31, 2026

Pronto Corporation’s announcement of the Husker game-day shuttle service, issued over PR Newswire, with resource links.

Pronto Corporation Launches Fan-Responsive, Guaranteed-Seat University of Nebraska Huskers Shuttle Service

… Dedicated online shuttle-booking portal for Husker Fans…

… Intercity Service from Omaha, Kearney, Grand Island, Norfolk and Columbus…

*… Platform and Complete Mobility Solution for **On-Demand Special Event Shuttle Services Nationwide**…*

LINCOLN, Nebraska - August 31, 2026 – San Jose, California-based Pronto Corporation today announced the launch of Pronto Huskers Shuttle Service between University of Nebraska Memorial Stadium and four satellite parking lots in Lincoln and intercity service from Omaha, Kearney, Grand Island, Norfolk, and Columbus.

The shuttle service routes and schedules for Huskers home games on Sep 5 and 12, the 2026 season are set up on the Nebraska Huskers page on iPronto.com : https://www.ipronto.com/nebraska-huskers and are open for booking. Schedules for Sep 19 game will be published by Sep 4th. Schedules for Oct 3, 10, 31 and Nov 21 games will be published once the kickoff times for these games have been announced. Fans are encouraged to visit the site for updates.

Beginning of a New Tradition

Pronto, StarTran and the City of Lincoln are coordinating the transition from the long-running Big Red Express service to the new Pronto Huskers Service to ensure continuity and smooth transition for Husker fans and the Lincoln community.

> *"We are proud to have offered the Big Red Express to Husker fans for more than 45 years," said Elizabeth Elliott,* **Director of Lincoln Transportation and Utilities,** *City of Lincoln. "Today, there is an opportunity to begin a new tradition. iPronto will manage transportation services this season."*

> *"We are excited about the opportunity to serve the City of Lincoln and Husker fans and delighted with the warm welcome we have received from the City, the media, and hundreds of Husker fans who have already booked their ride on the Huskers portal powered by Pronto. Our commitment is to build on StarTran's strong legacy while delivering a new suite of fan- and demand-responsive services across the state, and to make our mobility solution and broader set of service options available to the Husker fans across Nebraska and other bordering states."* **- Kumar Shah, President and CEO, Pronto Corporation.**

Advance Reservations, Guaranteed Seats and Comfortable Travel

Fans can reserve guaranteed seats for one or more games. Inbound and postgame return trips are separate segments, allowing passengers to purchase only the transportation they need and select their preferred postgame departure time. Advance reservations result in orderly boarding, elimination of anxiety about seat availability and a more comfortable journey for the fans.

> *"We pioneered demand-responsive intercity special-event shuttle service for San Francisco 49ers fans in 2010. Since then, we have delivered shuttle services for concerts, music festivals, golf tournaments, college football games and other major events, serving more than 100,000 fans. We are now expanding and extending our platform to deliver demand-responsive **last-mile shuttle service** with advance reservations and guaranteed seating for Husker fans."* - **Kumar Shah, President and CEO, Pronto Corporation**

Pronto Husker Shuttle Services – More ways to get to the Memorial Stadium

In addition to the satellite parking lot shuttle services - from the same lots as in prior years - Pronto has launched Intercity Shuttle services from Omaha, Kearney, Grand Island, Norfolk and Columbus – cities with the highest concentration of Husker season-ticket holders.

> *"The overall fan experience is a top priority for our Athletics team, and transportation to and from our venues plays a big role in that experience,"* **said Brandon Meier, Deputy Athletic Director for External Relations at Nebraska Athletics.** *"We are excited about the plan Pronto has developed to expand these services and provide a safe and comfortable transportation alternative for fans to explore."*

From Fixed Route, Fixed Schedule to Location-based, Demand-responsive and On-Demand Service

Transit agencies face regulatory constraints which prevent them deviating from the fixed route and fixed schedule service confined to their regional boundaries. This model works well for regular daily transit services, but not for special event shuttle services for which the demand is unpredictable and with significant variations from one event to the next.

> "*With more than 20 years of experience in delivering group charter services, 15 years of experience in delivering special event **intercity shuttle services** and now with the launch of demand-responsive **last-mile***

shuttle services *and online mobility platform and consumer portal, we have a complete, turnkey special event mobility solution for wherever special event shuttle services are needed nationwide*", said Mr. Shah.

"Real-time booking updates allow us to identify demand as it develops and dynamically add routes, departure times, vehicles and seating capacity. Together with the 4,794 transportation providers in our nationwide affiliate network, this gives us the ability to deploy group charter, intercity and last-mile services rapidly wherever they are needed. The Husker shuttle service - launched in just 15 days - demonstrates that capability in action. We especially appreciate the City of Lincoln and the University of Nebraska working with us to roll out this innovative mobility solution across Nebraska".

"Nebraska is demonstrating how cities, universities and private transportation providers can work together to deliver on-demand special-event mobility," said Mr. Shah. "This represents an exciting beginning of a new era for the transportation-services industry."

This transition also represents a significant landmark in the application of the Federal Transit Administration (FTA) Charter Rule (49 CFR Part 604) authorized under federal law and implemented by the FTA. It heralds the new era of private operators stepping in to operate special event shuttle services previously operated by public transit agencies.

"*When deployed across the country, this transition will relieve public transit agencies across the country of the burden of absorbing an estimated $800M+ in annual operating losses – paid for by the taxpayers - associated with the operation of these services in their regular transit services budgets. Transit agencies will then be able to invest those funds in strengthening daily transit services for the Communities they serve*", added Mr. Shah.

Ride Together. Ride with Pronto. Let's Build the Service Together.

Pronto's fan-responsive service grows with demand. Every booking helps Pronto discern demand patterns, departure times and seats where Husker fans need them most. Fans are encouraged to check the portal for current schedules and available seats as additional service is added. The service is designed for Husker fans and the local community. Pronto is seeking a Lincoln-area resident and Husker fan to serve as a local Pronto Ambassador - listening to riders, gathering feedback, connecting with fans at community events and on social media, and helping build the Pronto community. Interested residents are requested to fill out the form at https://www.iPronto.com/nebraska-huskers.

Service at launch

Lincoln shuttles	Inbound-only service for $10; $15 with a delayed return or $20 for immediate return after the game; Each segment to be purchased separately and individually.
Satellite Parking Lot Pickup Locations	Lincoln Northwest High School, Lincoln North Star High School, SouthPointe Pavilions and Gateway Mall.
Intercity service	Initial routes and schedules and fares have been established for Sep 5 and 12 games and they are now open for booking. Round-trip fares range from $59 to $79.
Check availability	Advance booking is required. Fans should visit the portal for current routes, departure times and available seats, and check back for additional services and routes

Booking Portal, dedicated email and hotline for Husker Fans:

Reservations: www.iPronto.com/nebraska-huskers

Phone: **833-477-6688** or 669-690-2575 | Email: **RideWithPronto@iPronto.com**

About Pronto Corporation

Accelar, Inc. dba Pronto Corporation is a Silicon Valley technology-enabled transportation company and developer of the iPronto platform. Over 20+ years, Pronto has completed 60,000+ trips for 2.5 million+ passengers for schools, colleges & universities, corporations, public agencies, and private groups. Pronto has also supported major programs including a four-year game-day shuttle engagement serving San Francisco 49ers fans, UC Berkeley football and Outside Lands, and many others over the past 15+ years and served 100,000+ fans. Learn more at www.iPronto.com.

MEDIA CONTACT
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Media Packet: Click here to view the expanded media packet.

Supporting Evidence: Click here to access the supporting documents.

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