

Draft Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, November 15, 2018
4:30 pm-5:30 pm
Intermodal Transportation Center Conference Room

Transit Advisory Board Members:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Robert Daughters, Vice Chair | <input checked="" type="checkbox"/> Matt Esser, Chair | <input checked="" type="checkbox"/> George Enderson |
| <input checked="" type="checkbox"/> Carrie Lohrmann | <input checked="" type="checkbox"/> Dora Serna | |

Others Present

- | | |
|---|--|
| <input checked="" type="checkbox"/> Renee Tyler
<i>Director of Transportation Services</i> | <input checked="" type="checkbox"/> Candace Eudaley-Loebach
<i>Outgoing Director of Transportation Services</i> |
| <input type="checkbox"/> Jodi Johnson
<i>Operations Supervisor</i> | <input checked="" type="checkbox"/> Jason Duba
<i>Transportation Analyst</i> |

Public Present Ernie Bolibaugh, Dubuque Community Schools Transportation Manager

1. Call to Order

The Dubuque Transit Advisory Board meeting was called to order by Esser, Board Chair at 4:35 pm.

2. Review/approve the agenda for the Thursday, November 15, 2018 Transit Advisory Board meeting

Motion by Serna, second by Daughters to approve amended agenda. The motion passed unanimously.

3. Review/approve the minutes from the Thursday, September 13, 2018 Transit Advisory Board meeting

Motion by Enderson, second by Lohrmann to approve the minutes from the September Transit Advisory Board meeting. The motion passed unanimously.

4. Introductions with new Transportation Services Director, Renee Tyler

Tyler introduced herself to the board, gave background about herself, and expressed optimism for positive outcomes for the Board and The Jule. Each member of the board introduced himself or herself. Bolibaugh introduced himself as the new Transportation Manager for Dubuque Community Schools.

5. General Public Comments & Service Requests

Eudaley-Loebach reviewed the three bus stop requests made since the last meeting. None of the proposed stops will be added because one was outside The Jule's service area and the others were at locations without sidewalks, meaning they would not be ADA compliant.

6. Ridership Report

At the request of Esser, Duba prepared a brief presentation about The Jule's fare collection technology (swipe card readers, Ranger computers) and how the data gathered by them is accessed using TripSpark's Streets Reports program. The data is then exported into The Jule's ridership statistics database and updated monthly over the course of the year. This arrangement was contrasted with the previous pencil and paper tally system for tracking ridership.

Duba reviewed ridership for the first quarter of FY 19 (July-September 2018) and compared it with the first quarter of the previous two fiscal years.

- Total fixed-route + paratransit ridership by month
- Total fixed-route ridership by route
- Total ridership and rides by type of service

Total ridership for this period was 119,656, which was less than FY 17 (127,856) but more than FY 18 (109,719).

7. Review Five-year Plan and discuss TAB action steps

Status updates were given by members about their efforts to advance the Five-year Plan:

- Serna translated the brochure into Spanish and spoke with Holy Family Church about The Jule.
- Daughters encountered logistical challenges with doing a lunch time ride so is working on writing a blog post for Dupaco encouraging bus ridership. Daughters also expressed interest in participating in outreach events, so Duba will follow up with a list of organizations and opportunities.
- Lohrmann encouraged a more proactive approach to Bike to Work Week, so it will be discussed in January.
- Ideas for social media included creating a hashtag, a Don't Drink and Drive campaign, and posting Daughters' speech.

The success of the bus grant was discussed and applauded. The TAB's Five-year Plan was included with the application to help make the case that the replacements were planned for by the Board.

8. FY 20 Budget Process and Projects

Eudaley discussed the improvement package requests that have been submitted for the upcoming budget cycle, which will be acted upon by City Council in March. Board members are encouraged to attend the meeting to speak on behalf of these projects. Board members will receive invitation to a pre-meeting dinner with the Council.

- MyRide app
- Staff to coordinate City Pass, which will become possible with new card readers and allow integration with library cards and recreation passes
- An early bus route requested by Sedona Staffing to serve the Nordstrom facility
- An appointment-based service for 2nd shift workers
- Free bus service on election day, provide the Intermodal Center as a site for early voting

9. Board Comments

Bolibuagh described several new efforts underway with Dubuque Community Schools, including tracking students on Jefferson Middle School buses, integrating the scan cards used for that purpose with The Jule, installing seat belts on buses following new regulations from the National Transportation Safety Board, and monitoring Jule bus stops near campuses.

10. Next Meeting

The next meeting will be held Thursday, January 10, 2019 at 4:30pm at the Intermodal Conference Room.

12. Adjournment

Enderson motioned to adjourn, second by Serna. The meeting adjourned at 5:30 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 10th day of January 2019.

Matt Esser

Matt Esser, Chair
Dubuque Transit Advisory Board