

**Minutes**  
**The Dubuque Transit Advisory Board Meeting**  
**Thursday, March 10, 2016**  
**4:15 p.m. to 5:30 p.m.**

**Intermodal Transportation Center**  
**Room 105**

**Transit Advisory Board Members:**

Matt Esser       George Enderson       R.R.S. Stewart  
 Carrie Lohrman       Dora Serna

**Others Present**

Candace Eudaley-Loebach       Jodi Johnson  
*The Jule Transit Director*      *Jule Operations Supervisor*  
  
 Maurice Jones       Yvette Bahena  
*City of Dubuque*      *Confidential Account Clerk*

**Public Present**

-None-

**Call to Order**

The Dubuque Transit Advisory Board meeting was called to order by Board Chairman, Matt Esser at 4:27 p.m.

**Review/approve the agenda for the Thursday, March 10, 2016 Dubuque Transit Advisory Board meeting**

Motion by Enderson, second by Lohrman to approve the agenda for the Thursday, March 10, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

**Review/approve the minutes from the Thursday February 11, 2016 Dubuque Transit Advisory Board meeting**

Motion by Lohrman, second by Enderson to approve the minutes from the Thursday February 11, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

**Manager's Report**

**Review/Recommend Approval of Statistical Data**

Fixed route ridership continues to increase. Reduced ridership on the Business Shuttle and Summer Trolley have continued.

Eudaley reported the Trolley and Business Shuttle ridership to be down by 8,708 in comparison from last year. Eudaley also mentioned the fixed route system and minibus service have a total increase in ridership of 1,762 compared to last fiscal year.

Eudaley reported February to be a good month for college student ridership. She explained the nightrider service has a positive impact on ridership for the month.

Eudaley explained the breakdown of current ridership by payment type and what has been projected for the remaining of FY16. The payment categories are as follows: Youth (K-12), Transfer, Full Fare, Monthly Pass, College Students, ½ Fare, Punch Card, and Non-Profit Pass.

Motion by Enderson, second by Stewart to approve the statistical data. The motion passed unanimously.

**Nightrider Service**

Eudaley presented college ridership based on the type of service per college. Clarke students utilize both day and night time service equally. Loras students have a higher ridership for the night time service in comparison to the other two colleges, while University of Dubuque has higher ridership during the day than the night time. Overall ridership for each college has increased since last year.

Eudaley did report a current flaw on how students are being counted if they do not have their school ID. Drivers count based on the drop off/ pickup location, which may not be the college the student attends. Drivers do this when students are either not able to specify or did not bring their student ID. Eudaley explained that the trouble is with students not carrying their ID when they go out. She reminded them that the overall purpose for the nightrider is the safety for the students and the count is on the administrative side. There is a balance between enforcing the ID rule and keeping students safe.

Eudaley explained the costs of the nightrider are \$113,800. The colleges have been asked to pay \$20.00 per student which amounts to 75% of the total cost. The costs of each college will be based on the enrollment of students. Contracts for FY17 are still being negotiated.

**Update on the Bus Storage Facility**

Eudaley summarized the meeting the architect had with the drivers on March 2<sup>nd</sup>. The drivers provided some feedback on the floor plans as well as some amenities they would like to see in the new bus storage facility. The architect will be meeting with the drivers again as the project continues.

**Other Business**

**General Public Comments and Service Requests**

Eudaley reported on the comments and suggestions passengers have called about within the last month. One caller called to request every half an hour ridership to K-mart and Save-A-Lot, but Eudaley explained that it is not cost and time effective with the current low ridership it has to that area. A second passenger called to inquire about the bus stop that was moved from 19th and Jackson. Eudaley explained why the bus stop was moved as it was not a safe stop for buses to pick-up passengers.

**Public Hearing for Consolidated Funding Application**

The board members have scheduled the Public Hearing for Consolidated Funding Application to be on April 14, 2016.

Motion by Enderson, second by Stewart to approve the date. The motion passed unanimously.

**Dubuque School District Fee/ Student Fee**

The board has agreed to recommend a new fare type: a student pass with an annual fee of \$10.00 for ages 11+. If students of age 11+ do not purchase an annual pass they must show their school ID at boarding and be charged half-fare. The board discussed many possible dates for the annual renewal. Most were in favor of the pass being valid from August 23rd to August 22nd, the students will be responsible for renewing their pass on/or before the expiration date. Children ages 10 and under will continue to be free.

The Board has suggested to establish a no-refunds policy for the annual passes if they are lost and a small fee to reissue a new one. They also suggested the possibility of adding the pass to the annual wish-list program some charities have during the holiday season.

Motion by Lohrman, second by Serna to approve recommendation of the student annual pass fee. The motion passed unanimously.

Jones left the meeting.

**Kids to Park Day/ Free Ride Day**

The advisory board has agreed to establish Saturday, May 21, 2016 as a free day to ride the buses as the annual date the Jule hosts.

**Bus Advertisement**

Bahena provided a list of current/past advertisers and current prices to advertise to the advisory board. Board members shared their opinions and established new prices for the exterior advertisement. They have also favored the option to have sections for exterior advertising as part of the new bid the city will be having.

**Exterior Advertisement Costs:**

				Profit				Non-Profit	
Bus Type			Production Costs	12 month contract	Monthly Payments	Total	12 month contract	Monthly Payments	Total
<b>Rear Side</b>	Light Duty (MiniBus)	Rear Side	\$420	\$3,600	\$300	\$4,020	\$2,600	\$216.67	\$3,020
	Medium Duty (Fixed Route)	Rear Side	\$430	\$3,600	\$300	\$4,030	\$2,600	\$216.67	\$10,960
<b>Both Sides</b>	Driver & Passenger sides								
	Light Duty (MiniBus)	Driver & Passenger sides	\$2,010	\$4,200	\$350	\$6,210	\$3,200	\$266.67	\$5,210
	Medium Duty (Fixed Route)	Driver & Passenger sides	\$2,175	\$4,200	\$350	\$6,375	\$3,200	\$266.67	\$5,375
	Heavy Duty (Fixed Route)	Driver & Passenger sides	\$3,285	\$4,800	\$400	\$8,085	\$3,800	\$316.67	\$7,085

**Interior Advertisement Costs:**

Rates	
1 Month	\$100.00
6 Months	\$400.00
12 Months	\$900.00

\*16 advertising posters per month

**April meeting**

The April meeting will be held on Thursday, April 14, 2016 at 4:15 p.m. at the Intermodal Facility, 950 Elm Street.

**Board Member comments**

-None-

**Public Comments**

-None-

**Adjournment**

Motion by Enderson, second by Serna to adjourn the Thursday, March 10, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:52 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 14<sup>th</sup> day of April, 2016.

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Matt Esser  
Dubuque Transit Advisory Board