

**Draft Minutes**  
**The Dubuque Transit Advisory Board Meeting**  
**Thursday, January 10, 2019**  
**4:30 pm-5:30 pm**  
**Intermodal Transportation Center Conference Room**

**Transit Advisory Board Members:**

Robert Daughters, Vice Chair       Matt Esser, Chair       George Enderson  
  
 Carrie Lohrmann       Dora Serna

**Others Present**

Renee Tyler       Jason Duba  
*Director of Transportation Services*      *Transportation Analyst*  
  
 Jodi Johnson  
*Operations Supervisor*

**Public Present** None

**1. Call to Order**

The Dubuque Transit Advisory Board meeting was called to order by Esser, Board Chair at 4:30 pm.

**2. Review/approve the agenda for the Thursday, January 10, 2019 Transit Advisory Board meeting**

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

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

Correction to label Daughters as Vice-Chair. Motion by Daughters, second by Serna to approve the minutes from the November Transit Advisory Board meeting. The motion passed unanimously.

**4. General Public Comments & Service Requests**

Duba stated that there were no bus stop requests since the last meeting.

**5. Ridership Report**

Duba reviewed ridership for the first half of FY 19 (July-December 2018) and compared it with the first half 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 by hour of the day

Total ridership for this period was 251,399, which was less than FY 17 (256,846) but more than FY 18 (245,019).

Discussion included an observation that the peak hours were during the 7:00 AM hour and the 2:00 PM hour. This is largely due to school students going to and coming home from school. Conversation about Dubuque Community School District's bussing practices and transportation priorities followed.

## **6. Review Five-year Plan and discuss TAB action steps**

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

- Daughters described the presentation that he and Duba made at the Teresa Shelter the previous evening. Residents there were either regular Jule riders who appreciated the service or relative newcomers to Dubuque who had a variety of questions about how to ride the bus and how to go to certain destinations. Daughters gave a demonstration of how to use the MyRide tool to plan trips.
- Members discussed Bike-to-Work Week and promotional considerations for the May 2019 event. A review of past partnerships and brainstorming about new outreach took place.
- Serna translated the instructions for riding The Jule into Spanish and it was presented to the group.

## **7. FY 20 Budget Process and Projects**

The Transportation Services Department will present to City Council on Wednesday, February 13 at 6:00 PM. Members are encouraged to attend and speak on behalf of The Jule.

Progress on the bus grant was described, with its adoption into the Transportation Improvement Program by the Dubuque Metropolitan Area Transportation Study and the drafting of the bus RFP. On the other hand, the City Manager requested The Jule to delay the replacement of buses, essentially requiring the doubling of their designated useful life spans.

## **8. Board Comments**

- Serna described a conversation with one of her colleagues at Clarke University who wondered if The Jule could start a route between Clarke and Loras since there will be more Clarke students taking classes at Loras after the recent changes with Clarke's classes.
- Esser described an idea to increase the efficiency and effectiveness of the Purple Line where it drops off at the Kennedy Mall.
- Daughters that he will be speaking on behalf of Dupaco at the upcoming City Council meeting where Dupaco will acquire the Voices building in the Millwork District for their future offices. He plans to speak about the transportation benefits of the location and share his remarks in a company blog post.

## **9. Next Meeting**

The next meeting will be held Thursday, March 14, 2019 at 4:30pm at the Intermodal Conference Room.

## **10. Adjournment**

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

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Respectfully submitted,

These minutes passed, approved and adopted on this 14<sup>th</sup> day of March 2019.

A handwritten signature in black ink that reads "Matt Esser".

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Matt Esser, Chair  
Dubuque Transit Advisory Board