

**Minutes**  
**The Dubuque Transit Advisory Board Meeting**  
**Thursday, September 12, 2013**  
**4:15 p.m. to 6:00 p.m.**

**Federal Building**  
**Second Floor, Room 223**

**Transit Advisory Board Members:**

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|---|--|--|
| <input checked="" type="checkbox"/> Joel Lightcap<br><i>Chair</i> | <input type="checkbox"/> Matt Esser                | <input type="checkbox"/> George Enderson |
| <input checked="" type="checkbox"/> Rhonda Knight                 | <input checked="" type="checkbox"/> R.R.S. Stewart |  |

**Others Present**

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> Candace Eudaley<br><i>The Jule Transit Director</i> | <input type="checkbox"/> Jodi Johnson<br><i>Jule Operations Supervisor</i> | <input checked="" type="checkbox"/> Michelle Huseman<br>Jule Mobility Coordinator |
| <input checked="" type="checkbox"/> Gail Kuhle<br><i>ECIA</i>                           |  |   |

**Public Present**

Jo Ellen Rueter

## **Call to Order**

The Dubuque Transit Advisory Board meeting was called to order by the Board Chair, Joel Lightcap at 4:23 p.m. Introductions were made at this time.

## **Review/approve the agenda for the Thursday, September 12, 2013 Dubuque Transit Advisory Board meeting**

Lightcap asked to include agenda item, "Discussion of TAB goals for FY 2014" under other business.

Motion by Stewart, second by Knight to approve the revised agenda for the Thursday, September 12, 2013 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

## **Review/approve the minutes of the Thursday, August 8, 2013 Dubuque Transit Advisory Board meeting**

Motion by Stewart, second by Knight to approve the minutes of the Thursday, August 8, 2013 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

## **Manager's Report**

### **Review and recommend approval of the statistical data**

Eudaley presented the comparison stats for July and August FY 2013 and FY2014. She indicated the total ridership for July and August was down slightly due to the RFID program expiring. She noted the ridership for the Nightrider route continues to increase.

Motion by Stewart, second by Knight to approve the Manager's report. The motion passed unanimously

### **Update**

#### **Nightrider route**

Eudaley presented the updated Nightrider Route map which included changes requested by the public noted at the August 8, 2013 TAB meeting.

### **Transit Needs Survey**

Eudaley stated the public will be able to provide input on transit with the Transit Needs Survey which will be conducted in the month of October. Eudaley stated the surveys can be found on-line, on Facebook and through twitter. Huseman noted there will also be two public input forums held in October in which the public can come and ask questions about transit and /or provide comments or suggestions. The dates, time and location of the Transit Public input forum will be published in the newspaper and on-line.

### **Welcome College Students Scavenger Hunt**

Eudaley stated that as an introduction to the services the Jule can provide to the college students, staff has put together a Scavenger Hunt. She explained that a flyer has been handed out to the college student which gives them directions on how to get to Kennedy Mall by using the Jule. Once at the Mall, the students are asked to explore the mall and find the answer to eight questions. When have completed their Scavenger Hunt, they return to their respective college by the way of the Jule.

Discussion followed.

### **ARC Transfer Center**

Eudaley reported the Grand Opening for the ARC Transfer Center was held on September 5, 2013 at 11:30 a.m.

### **Bus Storage and Maintenance Facility**

Eudaley indicated the Jule did not receive the TIGER V grant, but staff will continue to pursue the project with possible leftover funds from the Intermodal Facility grant. She did note the Bus Storage and Maintenance Facility would need to scale back the cost of the project to proceed.

### **Roof Replacement and Sprinkler System**

Eudaley stated that since the Jule did not receive the TIGER V grant, staff will proceed with the roof replacement and sprinkler system project at the current bus garage site.

### **Intermodal Center**

Eudaley reported that she had just attended her first meeting for the Intermodal Facility and she will have more information regarding the Intermodal Facility at the October meeting.

### **ITS**

Eudaley explained that for the next couple of weeks the Jule will be running a test for the college student's swipe cards.

### **Illinois DOT transits funds for East Dubuque Service**

Eudaley indicated that she is still waiting for a reply from the ILDOT regarding the cost proposal which was presented to them for the City of East Dubuque transit service.

### **Project Pass**

Eudaley reported that Project Concern has purchased approximately 600 tickets from the Jule for the Project Pass program and at this time roughly 100 tickets have cycled through.

### **Bus Stop Signs**

Eudaley stated the City Maintenance Department has begun to replace the 295 new bus stop signs throughout the city.

### **Midtown Loop and Feeder Route**

Eudaley reported the City has given the Jule approval to implement the Midtown Loop and Feeder Route and make necessary changes to other routes. Eudaley explained the Midtown Loop and Feeder Route had been put on hold due to funding issues.

Eudaley continued explaining the Midtown Loop is a route which runs a 15 minute loop between the Iowa Street and Delhi transfer and JFK Circle transfer and the Delhi St. transfer. The purpose of the loop is to provide shorter ride time on the bus. She indicated that staff will begin developing the route and will bring a draft to the Board for review and comments.

Eudaley noted that staff will be using the Rhomberg (Greyline) to Walmart (Redline) as a pilot for the Mid-Town Loop with the intent to significantly shorten the ride time.

### **Other Business**

#### **October meeting**

Kuhle indicated that the next meeting will be held on Thursday, October 10, 2013 at 4:15 p. m. in Room 223 of the Federal Building.

#### **Discussion of TAB goals for FY'14**

Lightcap stated that previously the Transit Advisory Board had established a list of goals for each year. Therefore he would like the TAB to put a list of goals together for FY2014. The Board asked staff to look at past minutes to see what goals were previously established. Kuhle indicated that she would review past minutes and put a list of previous goals together for the October meeting.

### **Board member comments**

#### **Day of Peace and BBQ in DBQ**

Stewart invited the TAB members to the reading of the Proclamation for the Day of Peace on Monday, September 16 at 6:30 pm. She noted the reading will be held at the beginning of the City Council meeting.

Stewart stated the first day of festivities for the Day of Peace will be held on Friday, September 20, with Rev. Phillip Lawson speaking at Loras College. The event will continue with Patti Miller speaking at Clarke College on Saturday, September 21 following with the "This is how we BBQ in DBQ" event in the Kehl Center. Eudaley noted that in honor of the Day of Peace celebration the Jule will be providing free to rides to all passengers on Saturday, September 21, 2013. Huseman indicated that flyers inviting the public to the event have been placed on the buses.

#### **Inside Advertising**

Lightcap asked if people were able to advertise on the inside of the buses. Eudaley said that currently the fixed route buses have the proper equipment to support advertising for profit and non-profit agencies. Eudaley indicated that advertising equipment for the remaining buses has been order.

Kuhle noted the Jule currently has one for profit advertiser and several non-profit advertisers on the inside of the fixed route buses.

**Public Comments**

There were no Public comments

**Adjournment**

Motion by Knight, second by Stewart to adjourn the Thursday, September 12, 2013 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:14 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this \_\_\_\_\_ day of October 2013.

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Joel Lightcap, Chairperson  
Dubuque Transit Advisory Board