

**Minutes**  
**The Dubuque Transit Advisory Board Meeting**  
**Thursday, November 12, 2015**  
**4:15 p.m. to 5:30 p.m.**

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

**Transit Advisory Board Members:**

- Don Stedman                       Matt Esser                       George Enderson
- R.R.S. Stewart                       Carrie Lohrman

**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**

Joel Lightcap, former Transit Advisory Board Member

**Call to Order**

The Dubuque Transit Advisory Board meeting was called to order by Board Chair, Don Stedman at 4:25 p.m.

**New Member Oath of Office**

Transit Advisory Board Oath of Office was completed by new member, Carrie Lohrman, completing the term vacated by Rhonda Knight ending July 30, 2018. Matt Esser also completed the Oath of Office for this renewed term, ending July 30, 2018.

**Review/approve the agenda for the Thursday, November 12, 2015 Dubuque Transit Advisory Board meeting**

Motion by Stedman, second by Esser to approve the agenda for the Thursday, November 12, 2015 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

**Review/approve the minutes for the Thursday October 8, 2015 Dubuque Transit Advisory Board meeting**

Motion by Enderson, second by Stewart to approve the minutes for the Thursday October 8, 2015 Dubuque Transit Advisory Board meeting, with corrections. The motion passed unanimously.

**Manager's Report**

**Review/Recommend Approval of Statistical Data**

Eudaley reminded the committee that routes were reduced in August, but that there was no decrease to fixed route ridership from those changes.

The minibus service has had a higher ridership in comparison to last month, yet it is still slightly less than last year. The fixed route system continues to have high ridership, with popular routes such as Express, Purple - Shopper South, and the Orange. Eudaley also reported the Trolley and Business Shuttle ridership to be down by 6,469 in comparison from last year. The decrease in Trolley ridership is likely because it only runs on Saturdays and the decrease in Business shuttle ridership is linked to a decrease in IBM employees, at the Roshek building.

Eudaley has reached out to the Economic Development Director to find out what options exist for reducing the business shuttle service hours. The business shuttle Service is part of the developed agreement with IBM, so we may be limited in how adjustments can be made. Stewart has suggested advertising the business shuttle service, to improve ridership. Eudaley will be reaching out to NICC to encourage the students to use the service.

Eudaley explained the Nightrider service and its continued success. The ridership consists mostly of college students (74%) versus general public (26%). Board members inquired about the cost to ride, and on the funding for the service.

Eudaley stated that the colleges have matched the grant money to operate it in the past couple of years. Now that the grant is soon ending Eudaley has communicated with each school about incurred funding. All three schools either have already, or are planning to survey students.

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

**Update on the Bus Storage Facility**

Eudaley reported that interviews with the architects are completed. During the interviews the architects explained their proposals, qualifications and previous relevant experience. There are many variables for this project namely the contaminated nature of the site, which must be taken into consideration in determining the most qualified firm to handle the project.

**Other Updates**

The Green Line has been consistently late arriving at Delhi. Driving around the Mercy/Medical Associates Campus adds around 5 minutes to the route, and most passengers get off at the Mercy stop. Esser commented that we could drop all passengers at the Mercy stop because Medical Associates can be accessed through the Mercy entrance and the passenger would be able to get to their desired location completely indoors. When Mercy completes construction on its new entrance area which is expected to be January 2016, staff will meet with Medical Associates, and move forward with a plan to remove the Medical Associates stop and drop all passengers at the Mercy entrance.

Eudaley provided a comparison of rides per hour for the Business Shuttle and Trolley as these routes have low ridership. The trolley ran 48 hours last quarter and it had on average 10.2 rides/ hr. While the Business shuttle ran for 309 hours last quarter and did 8.3 rides/hour.

Board members had requested a list of non-profits who purchase tickets from the Jule and receive a 25% discount. The following list was prepared and provided:

- Crescent Community Health Center
- Hawkeye Valley Area Agency on Aging
- Hillcrest Mental Health
- Project Concern
- Saint Vincent de Paul
- St Raphael Cathedral
- Theresa Shelter

The board discussed the Inclusive Dubuque Equity Profile and possible additions of service in the evening. Eudaley noted that she has estimated costs for running full service later in the evening as well as a more limited, Nightrider-type-service for Monday-Thursday and these will be part of a discussion with the City Manager during review of the Transit budget. Lohrman suggested the possibility of a seasonal Nightrider service operating from November 1-December 31 for the holiday shopping season. All agreed that this was a good option if Monday-Thursday full-year service was not possible.

Motion by Stewart, second by Esser to accept the Manager's Report. Motion passed unanimously.

### **Other Business**

#### **December meeting**

The December meeting will be held on Thursday, December 10, 2015 at 4:15 p.m. in the Intermodal Facility, 950 Elm Street.

### **Board Member comments**

Board members made the following suggestions to improve service for passengers:

1. Partner with schools to
  - a. Request that school staff supervise the students until they get on the bus to reduce behavior issues.
  - b. Work with the district to put a magnetic strip on student IDs and require that students each swipe their ID to board the bus. This would help to ensure that students who have been suspended from the transportation service do not ride. An annual fee to have the strip activated was also discussed.
2. Adjusting schedules for peak and off peak hours as a way to extend service hours was proposed. .
3. Continue to evaluate ridership and combine routes to be most cost effective.

The board understands that changes with increased costs must go through the budget process.

Board Chair, Don Stedman, announced his resignation. His last meeting will be December 10, 2015

**Public Comments**

The public is grateful for the nightrider as it improves their ability to have jobs with evening hours. It is especially great for the seasonal workers during this time of year.

Due to the Green Line running late a customer was late to a doctor's appointment.

**Adjournment**

Motion by Stedman, second by Esser to adjourn the Thursday, November 12, 2015 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:43 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 10<sup>th</sup> day of December, 2015.

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Don Stedman  
Dubuque Transit Advisory Board