

Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, February 11, 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
The Jule Transit Director

Jodi Johnson
Jule Operations Supervisor

Maurice Jones
City of Dubuque

Yvette Bahena
Confidential Account Clerk

Cori Burbach
Sustainable Community Coordinator

Public Present

-None-

Call to Order

The Dubuque Transit Advisory Board meeting was called to order by Board Chairman, Matt Esser at 4:15 p.m.

Review/approve the agenda for the Thursday, February 11, 2016 Dubuque Transit Advisory Board meeting

Motion by Stewart, second by Serna to approve the agenda for the Thursday, February 11, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Review/approve the minutes from the Thursday January 14, 2016 Dubuque Transit Advisory Board meeting

Motion by Stewart, second by Serna to approve the minutes from the Thursday January 14, 2016 Dubuque Transit Advisory Board meeting, with corrections. The motion passed unanimously.

Dubuque Resiliency Program

Cori Burbach, Sustainability Coordinator, attended the Transit Advisory Board Meeting to gather input regarding the new Resiliency Commission. During the meeting Burbach asked members to define and discuss the term resiliency as well as the role and purpose of a resiliency commission. Burbach will be meeting with other boards and commissions to gather input on this topic.

Manager's Report

Review/Recommend Approval of Statistical Data

Eudaley reminded the committee that routes were reduced in August, but there was no decrease to fixed route ridership from those changes. Fixed route ridership continues to increase, but reduced ridership on the Business Shuttle and Summer Trolley are negatively impacting overall ridership.

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 8,131 in comparison from last year.

Eudaley reported an increase in ridership for the Clarke Students in comparison to previous months. Overall the College Student Ridership has increased by 1,509 from last year.

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

Update on the Bus Storage Facility

The architect will be meeting with the drivers to gather input for the planning of the Bus Storage Facility. Eudaley invited the board members to the meeting which will be held March 2, 2016 at the Library Auditorium from 6:30-7:45pm.

Nightrider Service

Eudaley explained the current and future funding for the Nightrider. She met with Loras College and University of Dubuque Student Government to begin negotiations for each school to fund the service due to the grant ending.

Eudaley mentioned having other requests for the Nightrider Service. She is currently analyzing providing service to other areas who are willing to help fund the route. Board Members suggested talking to other colleges as potential partners. Eudaley stated that the current proposed funding structure is a flat fee based on the number of students. This structure provides flexibility to offer service to other schools at the same flat per student rate.

Other Business

Business Shuttle and Summer Trolley

Eudaley provided the Business Shuttle's total rides per month for the last four fiscal years. The information provided concluded that the usage of service has been declining every year.

Eudaley also provided a comparison chart showing the Business Shuttle and Trolley based on the total rides/hour. The Summer Trolley operated everyday between the 1st of July and Labor Day from Fiscal Years 2013-2015. For the current fiscal year, the summer trolley only operated on Saturdays. Based on the information the Business Shuttle had triple the riders/hour than the Summer Trolley.

Board Members analyzed ways to advertise the Summer Trolley service for public events including transportation to the Dubuque County fair and other large events. Eudaley will gather information from other cities and estimate costs for the next meeting. Additional discussion will follow in the next meeting.

March meeting

The March meeting will be held on Thursday, March 10, 2016 at 4:15 p.m. at the Intermodal Facility, 950 Elm Street.

Board Member comments

Bus Advertisements

The Board has inquired about the process for businesses and non-profits to advertise on the Jule buses. The Board Members have been provided with a list of actual and potential advertisers to review for further discussion at the March meeting.

Public Comments

The public is confused about the transportation brokers for Medicaid and how this will impact the bus service. Jule staff will prepare materials to help passengers understand who to call for their service.

Adjournment

Motion by Stewart, second by Serna to adjourn the Thursday, February 11, 2016 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 10th day of March, 2016.

Matt Esser
Dubuque Transit Advisory Board