

Minutes – Draft
The Dubuque Transit Advisory Board Meeting
Consolidated Funding Public Hearing
Thursday, July 14, 2016
4:15 p.m. to 5:45 p.m.

Intermodal Transportation Center
Room 105

Transit Advisory Board Members:

- Matt Esser George Enderson R.R.S. Stewart
 Carrie Lohrmann 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 4:23 pm.

Review/approve the agenda for the Thursday, July 14, 2016 Dubuque Transit Advisory Board meeting

Eudaley requested an additional item to add to the agenda regarding bus stop improvements. Motion by Lohrmann second by Serna to approve the amended agenda for the Thursday, July 14, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Review/approve the minutes from the Thursday June 9, 2016 Dubuque Transit Advisory Board meeting

Motion by Serna, second by Lohrmann to approve the minutes from the Thursday June 9, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Managers' Report

Statistical Report

Eudaley reported that there might be a glitch in the system in which ridership reports are created on as the total ridership has been constant. Eudaley will be verifying the problem and will bring revised ridership numbers once the system is working.

Currently the statistics report a 17,601 estimated decrease in total ridership in comparison to last year.

Eudaley did report an increase on total college ridership of 8,330 in comparison to last FY16.

Motioned by Serna second by Lohrmann to approve statistical data.

General Public Comments and Service Request

Eudaley reported on a concern a cab company inquired about regarding the distance from the drop off to the Trailways pickup/drop off spot. Eudaley has recommended to the Parking Department to issue an access card to the taxi companies, for a low cost, to the parking lot that would give them a certain amount of time to drop-off the passengers.

The second public request came from an out of town visitor who requested for trolley service to return to 7 days/week as she is concerned of getting lost. Eudaley reported that our staff was able to explain that due to the lack of ridership the Trolley is a Saturday-only service and was able to provide directions to downtown attractions.

Other Business

IBM Proposed Orange Route

Based on conversations at the June meeting regarding cost per ride and low ridership on the Orange Key West and Fremont routes, Eudaley provided an Orange 3 modified schedule and route. The modified route is based on a combination of ridership patterns, service requests, the IBM Smarter Travel data and a timed schedule. Eudaley proposed to have the Orange 3 Modified be phased in as a Saturday route only. The phase would likely be implemented in January and based on the results and input from the public be permanently in placed in July as a weekday route. Eudaley explained the trial to be from January 2017 to March 2017 as there are other proposed route changes Eudaley would like to propose in the new fiscal year.

Board members questioned why Saturdays would be the best option to try the new routes. Eudaley explained that due to ridership patterns the areas impacted by the route changes have little to no ridership during Saturday.

Eudaley reported on a proposal to merge the yellow and brown due to reduced traffic volumes and ridership, by maintaining 30 minute service to the highest ridership stops on both routes and hourly service stops with low ridership. This possibility exists as both routes run parallel to each other and have locations on the route that are currently closed on Saturdays.

The total hours saved from this possible combination is 9 hours/week. Eudaley explained these cost saving hours could be use in the evening. There is a total need of approximately 53 hours required to extend service until 8pm Monday through Thursday for only fixed route, minibus and dispatch hours are not included.

Eudaley reported on staff analyzing additional route combinations. Eudaley will be bringing the proposed changes on the coming board meetings.

Discussion followed.

Bus Stop Improvements

Eudaley explained the proposed bus stop improvement map Johnson made. The map illustrates the improvements certain bus stops will be going under in order to be ADA complaint. Such improvements include pavement of bus stops. Eudaley explained they will focus first on making improvements on routes that have a higher ridership.

Annual Bus Pass

Eudaley has asked board members to think about the possibility of having an annual bus pass for passengers. Board members have decided to recommend a rate of \$500 for an annual unlimited full fare bus pass and \$250 for an annual unlimited half fare bus pass.

August meeting

The August meeting will be held on Thursday, August 11, 2016 at 4:15 p.m. at the Intermodal Facility, 950 Elm Street.

Board Member comments

- None

Adjournment

Motion by Serna, second by Lohrmann to adjourn the Thursday, July 14, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:38 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 11th of August, 2016.

Matt Esser
Dubuque Transit Advisory Board