

Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, February 13, 2014
4:15 p.m. to 6:00 p.m.

Federal Building
Second Floor, Room 223

Transit Advisory Board Members:

<input checked="" type="checkbox"/> Joel Lightcap <i>Chair</i>	<input type="checkbox"/> Matt Esser	<input checked="" 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 <i>The Jule Transit Director</i>	<input type="checkbox"/> Jodi Johnson <i>Jule Operations Supervisor</i>	<input type="checkbox"/> Michelle Huseman <i>Jule Mobility Coordinator</i>
<input checked="" type="checkbox"/> Gail Kuhle <i>ECIA</i>	<input checked="" type="checkbox"/> Maurice Jones <i>City of Dubuque</i>	<input checked="" type="checkbox"/> Kelley Deutmeyer <i>ECIA Executive Director</i>

Public Present

Amy Eudaley

Call to Order

The Dubuque Transit Advisory Board meeting was called to order by Board Chair, Joel Lightcap at 4:20 p.m.

Review/approve the agenda for the Thursday, February 13, 2014 Dubuque Transit Advisory Board meeting

Motion by Enderson, second by Knight to approve the agenda for the Thursday, February 13, 2014 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Review/approve the minutes of the Thursday, January 9, 2014 Dubuque Transit Advisory Board meeting

Motion by Enderson, second by Knight to approve the minutes of the Thursday, January 9, 2014 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Manager's Report

Review and recommend approval of the statistical data

C. Eudaley presented the newly formatted FY 2014 year to date ridership statistical data. She began her presentation by reviewing the fixed route ridership data from January 6 to February 4, 2014 noting that due to the changes in the routes the data was only for one month. She stated the new routes have exceeded expectations for the first month with the Express Route providing 3,433 rides and the Pink Route (Terrace Heights) providing 2,165 rides.

C. Eudaley continued reviewing the data for the Nightrider route, pointing out the college partnership has provided approximately 14,000 rides (including Nightrider and daytime rides to college students) since beginning in September 2012, with 6,590 rides provided as of September 2013-December 2013.

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

Updates on Grants

C. Eudaley stated that there have been no new updates on grants.

Lightcap asked if staff will be working on applying for any new grants. C. Eudaley indicated that there are not that many grants to apply for at this time but staff will be working on applying for the Public Transit Infrastructure Grant (PTIG) and the Iowa Clean Air Attainment Program (ICAAP). The funds from the PTIG will be used for the Bus Storage and Maintenance Facility and the ICAAP will be for continuing the grant eligible routes.

Review and Discussion on Fare Research and proposed Fare Increase

C. Eudaley stated that at a previous meeting there was discussion regarding the fare structure and it was asked that staff would look at the possibility of increasing the fares to help cover the cost of routes that are funded by grants rather than eliminating the routes when the grants ends.

C. Eudaley noted that the goals of The Jule are to provide safe, accessible, convenient, consistent and professional transit service to the citizens of Dubuque. With that in mind, The Jule has restructured the bus routes, increasing the address service points from 13,808 to 21,956 for an increase of 59%. The new service has been projected to reflect an increase in miles of service of 77,747 and 5,209 hours of increased service for FY14. The projected total ridership for FY14 is 453,988, an increase of approximately 8,997 rides over FY13.

C. Eudaley noted the cost to make the changes to the routes (Shopping Circulator, Nightrider and Express and Grey routes) and to provide a more efficient transit system comes at a cost and currently the cost has been funded through grants. She indicated that soon those grants will end and to maintain the current level of service staff will either have to eliminate the routes or find other sources of revenue to support the routes. She pointed out that if the routes were eliminated the whole system would be negatively affected as well as the riders who rely on public transit. The negative effects would include increased trip length, the elimination of complete service areas and a reduction in frequency of service. Therefore, after much discussion and doing a cost comparison with other Iowa Urban systems, staff has put together the following proposal for increasing the fare rates beginning in FY15.



Fare and Pass Types	FY14		FY15		FY16	
	Fare	Revenue	Fare	Revenue	Fare	Revenue
Adult (18-64)	\$1.00	\$91,576	\$1.50	\$137,364	\$1.50	\$141,484
Half-Fare	\$0.50	\$45,585	\$0.75	\$58,377	\$0.75	\$59,528
Student (K-12)	Free	\$0	Free	\$0	Free	\$0
Minibus 65+	\$1.00	\$13,103	\$3.00	\$19,655	\$3.00	\$19,655
Minibus Disabled	\$1.00	\$58,966	\$2.00	\$117,932	\$3.00	\$176,828
Fixed-Route 10 Ride Card	\$9.00	\$19,017	\$15.00	\$31,695	\$15.00	\$31,695
Fixed-Route 10 Ride Card (Half-Fare)	N/A		\$7.50		\$7.50	
Fixed-Route Unlimited Monthly Pass	\$35.00	\$2,030	\$45.00	\$2,610	\$45.00	\$2,610
Fixed-Route Unlimited Monthly Pass (Half-Fare)	N/A		\$22.50		\$22.50	
Minibus 65+ 10 Ride Card	Included in Minibus 65+		\$30.00		\$30.00	
Minibus Disabled 10 Ride Card	Included in Minibus Disabled		\$20.00		\$30.00	
Total Fare Revenue		\$110,777		\$137,634		\$141,872
Total Prepaid Revenue		\$34,086		\$34,086		\$34,086
Total Fare Related Revenue		\$244,363		\$384,720		\$445,958
Change in Revenue from FY14				\$137,356*		\$203,594*

C. Eudaley reviewed the proposed rate increases noting that rates would increase slightly in FY15 and would remain at that rate through FY16 with the exception of the Minibus Disable which would increase from \$1.00 to \$2.00 in FY15 and then to \$3.00 in FY16. Enderson suggested offering a bonus to riders by changing the 10 day card to an eleven day card but only charging the 10 day price.

Discussion followed regarding the possibility of implementing a fare for students and the process in which to collect the fare. Board members felt that at some time a fare could be implemented for high school students and maybe even middle school children but more information would need to be collected. It was suggested that staff look into different scenarios for collecting fares for school children.

C. Eudaley indicated that if it was decided to implement a fare for school children it would not be until after FY16. Some suggestions were look at the cost of a tablet with a square which could be used for swiping credit or debit cards or creating a paper swipe card that funds can be loaded onto.

Lightcap stated The Jule was doing a great job at reaching their goals of providing a transit system that the City of Dubuque can be proud of and agreed that to continue the current level of service the fares would need to increase.

Recommendation to Council on Fare Increase Proposal

Eudaley reviewed a written proposal which will be sent to City Council recommending a Fare Increase.

Motion by Enderson, second by Stewart to recommend to City Council approval of the Fare Increase proposal. The motion passed unanimously.

Recommendation to Set Public Hearing with at least 10 days' notice

Eudaley explained that according to Public Hearing procedures a public hearing would need to be set prior to presenting the Fare Increase Proposal to City Council. She indicated the public hearing date would be Monday, March 5, 2014 during the City Council meeting.

Motion by Stewart, second by Knight to recommend setting a Public Hearing regarding the fare increase proposal with at least a 10 days' notice. The motion passed unanimously.

Other Business

March meeting

Kuhle indicated that the next meeting will be held on Thursday, March 13, 2014 at 4:15 p. m. in Room 223 of the Federal Building.

Board member comments

There were no comments made by the Board at this time.

Public Comments

Amy Eudaley suggested that meeting notices such as budget hearing and fare be posted in the buses.

Amy Eudaley stated that if the Shopping Circulator was eliminated it would cause an increase in mini-bus riders which could put a strain on the paratransit system.

Adjournment

Motion by Enderson, second by Stewart to adjourn the Thursday, February 13, 2014 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:26 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 13th day of March, 2014.

Joel Lightcap, Chairperson
Dubuque Transit Advisory Board