

Draft Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, March 14, 2019
4:30 pm-5:30 pm
Intermodal Transportation Center Conference Room

Transit Advisory Board Members:

<input checked="" type="checkbox"/> Robert Daughters, Vice Chair	<input checked="" type="checkbox"/> Matt Esser, Chair	<input type="checkbox"/> George Enderson
<input checked="" type="checkbox"/> Carrie Lohrmann	<input type="checkbox"/> Dora Serna	

Others Present

<input type="checkbox"/> Renee Tyler <i>Director of Transportation Services</i>	<input checked="" type="checkbox"/> Jason Duba <i>Transportation Analyst</i>
<input type="checkbox"/> Jodi Johnson <i>Operations Supervisor</i>	

Public Present None

1. Call to Order

The Dubuque Transit Advisory Board meeting was called to order by Esser, Board Chair at 4:30 pm.

2. Review/approve the agenda for the Thursday, March 14, 2019 Transit Advisory Board meeting

Due to low attendance at the meeting, the visit from Bill and Kyle Stumpf was cancelled and will be rescheduled, so that item (#4) was struck from the agenda. Motion by Daughters, second by Lohrmann to approve amended agenda. The motion passed unanimously.

3. Review/approve the minutes from the Thursday, January 10, 2019 Transit Advisory Board meeting

Motion by Daughters, second by Lohrmann to approve the minutes from the January Transit Advisory Board meeting. The motion passed unanimously.

4. General Public Comments & Service Requests

Duba stated that there was one bus stop request since the last meeting. It was actually a remark he overheard a passenger make that she would like a stop at Broadway and Diagonal. This request was denied as that location is just one block in either direction from stops. This elicited a request to review the Jule's bus stop placement guides at the May meeting.

5. Ridership Report

Duba reviewed ridership for the eight months of FY 19 (July 2018-February 2019) and compared it with the first half of the previous two fiscal years.

- Total fixed-route + paratransit ridership by month
- Fixed-route ridership by route
- Total ridership and rides by type of service
- Total ridership by hour of the day

Total ridership for this period was 326,103, which was less than either FY 17 (351,189) or FY 18 (337,678).

Speculation about this difference rested largely on the difficult winter weather. Ridership for December, January, and February were each significantly lower than respective months in prior years. Numerous school cancellations and schedule alterations were likely significant factors. Jule buses ran on Alternate Routes numerous times, another major factor.

Discussion included curiosity about how individual bus lines were affected by the weather, with an interest to compare that performance year over year. Communication with the school district was also brought up, leading to the suggestion of The Jule attending school orientation fairs, particularly at middle schools and high schools.

6. Review Five-year Plan and discuss TAB action steps

Status updates were given by members about their efforts to advance the Five-year Plan:

- Daughters described the presentation that he and Duba made at Fountain of Youth. The seven or so participants in the Real Talk group were generally familiar with The Jule and some used it regularly. They were pleased with MyRide and had a few suggestions for the agency.
- Future presentations to assisted living facilities were discussed and will be set up as time allows.
- The Annual Report was shared with members.
- The “How to Ride The Jule” poster was shared and several suggestions were made for locations to post.
- The social media schedule was shared.

7. FY 20 Budget

The Transportation Services Department presented present to City Council on February 13. The budget was approved as recommended.

This brought up the future creation of the MyRide app. This led to discussion about potential future ability to pay for passes online, have mobile fare payment, and other convenient options. The TAB recommended prioritizing this and following through with establishing bus pass sales in AIMS.

8. Board Comments

- Esser wondered how far Jule buses can travel in our service area, asking about going further west on Highway 20, such as to Menards, or even going on the future Southwest Arterial. Duba explained that The Jule would be able to travel to those places, it's just a matter of resources and priority.

9. Next Meeting

The next meeting will be held Thursday, May 9, 2019 at 4:30pm at the Intermodal Conference Room. There will not be a need to hold a Public Hearing at the TAB meeting for the Consolidated Transit Funding Application. That will be done at a City Council meeting, as that body has to approve of the application, anyway.

10. Adjournment

Lohrmann motioned to adjourn, second by Daughters. The meeting adjourned at 5:40 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 9th day of May 2019.



Matt Esser, Chair
Dubuque Transit Advisory Board