

Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, May 8, 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 checked="" type="checkbox"/> Matt Esser | <input 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 checked="" 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 type="checkbox"/> Maurice Jones
<i>City of Dubuque</i> | <input type="checkbox"/> Kelley Deutmeyer
<i>ECIA Executive Director</i> |

Public Present

John Craine

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, May 8, 2014 Dubuque Transit Advisory Board meeting

Motion by Esser, second by Stewart to approve the agenda for the Thursday, May 8, 2014 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Review/approve the minutes of the Thursday February 13, 2014 Dubuque Transit Advisory Board meeting

Motion by Stewart, second by Knight to approve the minutes of the Thursday, February 13, 2014 Dubuque Transit Advisory Board meeting. The motion passed with an abstention from Esser.

Manager's Report

Review and recommend approval of the statistical data

C. Eudaley reviewed the Jule Transit Statistical Route data for the year-to-date period of July-April 2014, noting that total ridership has increase by approximately 18,000 rides. She reported that the majority of the increase in ridership is from the fixed route system. C. Eudaley then review the college ridership noting the Nightrider Route ridership is used more frequently by Loras College students whereas the University of Dubuque students are using the day time transit services.

C. Eudaley continued with reviewing the year-to-date Jule Ridership by Route report. She pointed out that the Orange Route is the most used route with the Express Route falling into second place. Johnson noted the newly established Terrace Heights has already provided 9,500 rides.

Discussion followed.

Lightcap asked if the lower ridership routes are what was expected and what will happen to them if ridership doesn't increase. Johnson stated that staff would like to monitor the routes for a year and make some additional stops to the routes which hopefully will increase ridership. Johnson also noted that several of the routes don't run as many hours as the other routes or they switch to another route throughout the day.

C. Eudaley stated that staff will be reviewing the Roosevelt Tripper routes to integrate the Tripper routes into the regular service routes. C. Eudaley reported that staff will also be working on notify the parents and students who ride the Tripper of the changes that will be taking place.

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

Updates on Grants

Public Transit Infrastructure Grant (PTIG)

C. Eudaley will be applying for the Public Transit Infrastructure Grant (PTIG) for the construction of the Bus Storage and Maintenance Facility.

Surface Transportation Program (STP) funding

C. Eudaley stated that Dubuque Metropolitan Area Transportation Study (DMATS) has approved the City of Dubuque and The Jule's request for \$1.38 million in STP funding for the construction of the Bus Maintenance and Storage Facility. She noted that the City of Dubuque and The Jule had been previously awarded for \$1.5 million; therefore DMATS has approved a total of \$2.88 million for the construction of the Bus Storage and Maintenance Facility.

Fare Increase

C. Eudaley stated the fare increase will begin on July 1, 2014. She noted that flyers have been placed in the buses, giving riders plenty of notice of the increase.

City Council recommended that staff work with the non-profits to help them ease into the rate increase.

C. Eudaley indicated that The Jule provides a non-profit pass at a 25% discount.

Summer Trolley Service

C. Eudaley stated that Summer Trolley service will begin on the Memorial Day weekend.

She noted that several changes have been made. The hours will be Monday through Sunday from 10 a.m. to 6 p.m. and there will be no charge to ride the trolley. C. Eudaley reviewed the draft Trolley route, noting the route will be a one hour loop beginning at the Visitor's Bureau /Convention Center. The route will continue to the Mystic, the Lock and Dam and proceed to Eagle Point Park, circle around and then to the Port and continue back to the Visitor's Bureau/Convention Center. There will be numerous stops along the way.

Lightcap asked if there has been any consideration about starting the service before Memorial Day. C. Eudaley stated that staff worked with the Visitor's Bureau to determine when to start the service and data indicated that the tourist season typically starts with Memorial Day weekend.

It was suggested that maybe a Trolley Improvement Package be presented to City Council next year to start the Summer Trolley Service May 1st and continue the service until October 31st. C. Eudaley indicated that she would put together a cost analysis of the service and bring it to the next meeting to discuss.

C. Eudaley indicated that staff is waiting to hear from the Park and Rec. Dept. on whether riders of the Trolley will get into Eagle Point for free.

Tri-annual Review

C. Eudaley stated The Jule will have their Federal Transit Authority (FTA) Tri-Annual review on August 27 and August 28, 2014.

Review/Approve Title VI Plan Annual Update

C. Eudaley stated that very few changes have been made to the Title VI plan outside of reformatting the document. C. Eudaley explained the Title VI is a non-discrimination policy. She indicated that the Plan has been put on the website as well as the forms for filing a discrimination complaint.

Stewart suggested that sexual orientation and gender identity be added.

Motion by Esser, second by Knight to approve the Title VI Plan with the addition of sexual orientation and gender identity. The motion passed unanimously.

Review/Approve proxy for The Jule representative on the DMATS Policy Board

Lightcap explained that as a Chair of the Transit Advisory Board he holds a voting member position on the Dubuque Metropolitan Area Transportation Study (DMATS) Policy Board. He indicated at this time he cannot make the meetings do to the location but would like to appoint C. Eudaley as his proxy.

Discussion followed regarding options for transporting Lightcap to the DMATS meetings.

Motion by Esser, second by Knight to approve C. Eudaley as the proxy for The Jule representation on the Dubuque Metropolitan Area Transportation Study (DMATS) Policy Board. Motion passed unanimously.

Other Business

June meeting

Kuhle indicated that the next meeting will be held on Thursday, June 12, 2014 at 4:15 p. m. in Room 223 of the Federal Building.

Board member comments

Lightcap expressed his concern regarding a council member's comments which stated "Transit is like rearranging the deck chairs on the Titanic". Lightcap and Esser both felt the comment was unjustified and that within the last few years Transit has progressed forward and continues to strive to maintain the goals of providing a valuable service to the City and the Community of Dubuque. Lightcap stated that he would like to write a letter to the editor expressing the Boards thoughts on the comment. He noted that he would review the letter with the Board members prior sending it to the Telegraph Herald.

Stewart suggested that religion be added to the Title VI on the agenda.

Public Comments

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

Adjournment

Motion by Esser, second by Knight to adjourn the Thursday, May 8, 2014 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:33 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 12th of June, 2014.

Joel Lightcap, Chairperson
Dubuque Transit Advisory Board