PUBLIC NOTICE OF MEETING
Dubuque Transit Advisory Board
Consolidated Funding Public Hearing
Thursday, October 8, 2015
4:15 pm-5:30 pm
Intermodal Transportation Center
950 Elm Street, Dubuque IA 52001

Notice is hereby given that the above identified governmental body will meet at the time, date and places as set for the above:

Consolidate

Agenda

1. Call to Order
2. New Board Member - Oath of Office – Carrie Lohrman (Tentative)
3. Review/Approve the Agenda for the Thursday, October 8, 2015 Dubuque Transit Advisory Board meeting (Action item), (Enclosure 1)
4. Review/Approve the minutes of the Thursday, August 20, 2015 Dubuque Transit Advisory Board meeting, (Action item), (Enclosure 2)
5. Manager’s Report
   a. Review/ Approve statistical data, (Action item), (Enclosure 3)
   b. Update on Bus Storage Facility
   c. Other Updates
6. Review PTP Projects, follow- up discussion (Enclosure 4)
   a. Other Business
7. Next meeting – Intermodal Facility- November 12, 2015 at 4:15pm
8. Board Comments
9. Public Comments
10. Adjournment

This notice is given pursuant to chapter 21, Code of Iowa and applicable local regulations of the City of Dubuque and/or the governmental body holding this meeting.

Authorized Signature

The Jule receives federal funding and may not discriminate against anyone on the basis of Age, Color, Disability, National Origin, Race, Sex, Creed, Gender Identity, Religion and Sexual Orientation, according to Title VI of the Civil Rights Act of 1964. For more information or to obtain a Title VI Complaint form, call 563-589-4196

NOTICE: Any visually impaired or hearing-impaired person needing assistance to participate in this meeting should contact Jule at 563-589-4196 or TDD 319-589-4193 at least 48 hours prior to the meeting.
Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, August 20, 2015
4:15 p.m. to 5:30 p.m.
Intermodal Transportation Center
Room 105

Transit Advisory Board Members:
☐ Don Stedman  ☑ Matt Esser  ☑ George Enderson

☐ R.R.S. Stewart

Others Present
☐ Candace Eudaley-Loebach
   The Jule Transit Director
☐ Jodi Johnson
   Jule Operations Supervisor
☐ Maurice Jones
   City of Dubuque
❑ Yvette Bahena
   Confidential Account Clerk

Public Present
Chris Chapin-Tilton, United Way

Call to Order
The Dubuque Transit Advisory Board meeting was called to order by Board Chair, Don Stedman at 4:25 p.m.

**Review/approve the agenda for the Thursday, August 20, 2015 Dubuque Transit Advisory Board meeting**
Motion by Enderson, second by Esser to approve the agenda for the Thursday, August 20, 2015 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

**Review/approve the minutes for the Thursday July 23, 2015 Dubuque Transit Advisory Board meeting**
Motion by Enderson, second by Esser to approve the minutes for the Thursday July 23, 2015 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

**Announcement of Rhonda Knight’s resignation from the Dubuque Transit Advisory Board**
Eudaley announced Knight’s submission of resignation from the Dubuque Transit Advisory Board effective August 20, 2015.

**Manager’s Report**
Motion by Stewart, second by Esser to review the Manager’s report with Statistical Data. Motion passed unanimously.

**Review/Recommend Approval of Statistical Data**
Eudaley reported that the ridership has increased since this point last year. She reported that the majority of this increase comes from the fixed route system. Eudaley also reported Trolley and Business Shuttle ridership is down by 2,458 in comparison from last year. The decrease in Trolley ridership is likely because it only runs on Saturdays and the decrease in Business shuttle ridership is linked to a decrease in IBM employees.

Ridership by Route from July 2014 until July 31, 2015 showed that the Express continues to be the most successful route of the system. Eudaley pointed out changes for the Red and Green lines due to the tight route schedule it currently runs. Changes will be necessary and will likely affect the 6th and Iowa stop. Drivers have put in their suggestions in order to make these two lines more time effective. The issue will be addressed before school starts.

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

**Update on Intermodal Facility**
Eudaley reported the opening of the Intermodal interior to be on August 24th. Due to set-backs with building, the original date was pushed back, but the new routes have not been affected. The routes began to run on August 17, 2015 and have been well received.

**Update on the Bus Storage Facility**
Eudaley reported the Request for Qualifications for the Bus facility will be reviewed following the City Council Meeting.
**Other Updates**
Burlington Trailways are to move into the Intermodal facility by September 1, 2015.

**Other Business**

**October meeting**
The October meeting will be held on Thursday, October 8, 2015 at 4:15 p.m. in the Intermodal facility, 950 Elm Street.

**Passenger Transportation Plan**
Board Members reviewed Passenger Transportation Plan Projects to prioritize the energy and time spent by staff on various projects. The Transit Advisory board concluded the following items:

1. The extension of service hours for riders. (No. 17)*
2. The possibility of expanding the geographic coverage of the routes. (No. 21 & 27)*
   a. Geographic areas include, but are not limited to, Asbury, John Deere and East Dubuque
3. Including service to new industrial park employment areas. (No. 29 & 30)*
   a. Key West area
4. Improvements to the west-end transfer area, such as an indoor waiting area and restrooms. (No. 9)*
5. Establishing a partnership between RTA and the Jule in order to provide service to Peosta. (No. 18)*
6. The possibility of increasing the number of benches, and, or shelters at high ridership locations. (No. 26)*

Discussion followed.

Motioned by Stewart, second by Esser to prioritize the list above.

*They represent the numbers as they are listed on the Passenger Transportation Plan

**Board Member comments**
Stewart brought to the board’s attention the celebration of Day of Peace on September 19th. The Jule is a sponsor for the event, therefore free bus passes will be distributed to different locations for users to use to travel on that date to the event.

**Public Comments**
None

**Adjournment**
Motion by second by Esser to adjourn the Thursday, August 20, 2015 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:17 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 8th day of October, 2015.

________________________________
Don Stedman
Dubuque Transit Advisory Board
Section Four: Priorities and Strategies

Section Four describes proposed transportation investment strategies for the next five years. Following the 2013 surveys and meetings. Staff met with the TAG to discuss the input collected, and to convert that input into objectives and action steps. The TAG was divided into an urban subcommittee and a rural subcommittee. This section includes a summary of the objectives and action steps developed for the Jule, the RTA, and Clinton MTA.

The Jule Objectives and Action Steps

Developed through a partnership with the Transit Action Group Monday December 9th, 2013

1. To provide safe, accessible, consistent, convenient, timely, and robust service:
   A. Reliability (on time/on route)
   B. Expansion of hours
      i. Add more buses at each route to avoid drivers waiting for “regulars”
      ii. Expand hours to serve 8 hour work day
      iii. Expand hours - Sundays and evenings
      iv. Expand hours - holiday service
      v. Expand hours – 365 days/year
      vi. Expand hours 5pm-7:30pm
      vii. Expand hours to 9pm on weekdays
   C. Expand service within the city of Dubuque
      i. Shiras Avenue/Eagle Point Park
      ii. Kelly Lane
      iii. Freemont
      iv. Key West
      v. Point & Windsor
      vi. Grandview & 32nd Street
   D. Expand service areas outside of the city of Dubuque
      i. Partnership with Asbury
      ii. Illinois and Wisconsin
      iii. John Deere
   E. Improve accessibility
      i. Ensure 100% of bus stops are ADA compliant

2. Increase marketing efforts to increase ridership
   A. Advertise new routes with a variety of mediums
      i. City water bills
      ii. Give out brochures to current riders or other agencies
      iii. Inserts for Wal-Mart or grocery store shopping bags
      iv. TH insert with new route
      v. Map with all routes
      vi. Roll out an app or mobile site
      vii. Tell people about website
      viii. Advertise Jule 101 – news, billboard, radio, DBQ Advertiser, Golden View
   B. Ongoing awareness campaigns
      i. Ride the Jule free day (try us out!)
      ii. Incentives for riding at off peak times
iii. Referral/reward system: “if a current rider brings a new rider get a free ride or something”
iv. Partner with businesses to promote riding the Jule ex: ride the Jule the week of so and so and get a free cup of coffee or one dry cleaning service

3. To provide excellent customer/public service
   A. Provide public restrooms at all hubs
      i. Build public facilities
      ii. Make arrangements with businesses near the stops and compensate for expenses
      iii. Portable restrooms
   B. Provide a “mentor” to learn to ride
      i. Pair experienced riders with new riders
      ii. Hire more Jule staff to assist riders
   C. Driver Professionalism and customer service
      i. Provide driver training regarding customer service and sensitivity/professionalism
      ii. Consistent dress code/color, uniforms, and ID badges for drivers
   D. Provide information in a variety of ways and easy to understand
      i. Information available (any information that needs to be provided): - 7 votes
         1. In print
         2. Online
         3. Signs
         4. Pictures
      ii. Form a committee for public communication i.e. for sight or hearing impaired

The RTA Objectives and Action Steps
1. Identify, market and educate about transportation needs
   A. Increase and educate ridership about options available around socialization
      i. Educate professionals about flexibility of use
      ii. Educate agencies about how to set up service
         a. Hills & Dales
         b. ARC
         c. Sunnycrest
         d. ARK
         e. Schools
      iii. Market that services are not limited according to ride type (work, education, leisure)
      iv. Partner with more agencies about waivers/educate about what they can be used for
      v. Write and submit articles for neighborhood news (NEI3A Newsletter, et al)
      vi. Meet with case managers, supervisors or coordinators in each county to garner assistance and support for more rides for consumers
      vii. Partner with social activities and coordinate with promoters to market RTA services along with events
   B. Increase number of marketing contacts
      i. Attend meetings and get on agendas in each county to present RTA services
      ii. Expand contacts with agencies that provide service to low-income individuals and child welfare agencies
      iii. Advertise on Facebook, Twitter and Instagram
      iv. Develop public service announcements (PSA) for radio and print media
v. Targeted marketing/educational sessions with captive audiences
vi. Ask to have TV ads running in offices in each community
vii. Ask each agency for a representative to contact
viii. Reach out to medical professionals, providers of service, (e.g. Unified Therapy, Tax Professionals.
ix. Have info card/magnets available

C. Increase outreach with partnering individuals, groups, agencies and service providers
   i. Attend council meetings and other community events to better understand where needs are
   ii. Get school systems more involved
   iii. Talk with economic developers on strategies for employers
   iv. Hold a transportation summit and invite area partners to educate about services
   v. Partner with NEI3A
   vi. Hold train-the-trainers type sessions
   vii. Advertise in communities using Shopping News, church bulletins, agency newsletters, ag publications (these are usually issued frequently and fairly cheap)
   viii. Present at meetings, provide educational materials, follow up after presentation
   ix. Partner with Dubuque events & market ride availability
      a. Taste of Dubuque
      b. ARK, ARC, School events & programs
      c. Weekend shopping

D. Develop a marketing strategy
   i. Maintain a dependable and consistent marketing presence within each community
   ii. Evaluate and simplify pricing structure
      a. Inform and educate TAG
      b. Create a web tool
   iii. Reduce costs
      a. Identify opportunities for sponsorships
      b. Maximize use of waivers
      c. Budget awareness for TAG

2. Expand Services
   A. Create more flexibility for riders
      i. Use all three Jule transfer points in Dubuque to pick up RTA riders
      ii. Develop a flex route that is available for same day needs
      iii. Offer more route times and schedules
      iv. Consider weekend service if minimum number of riders is met
      v. Need more options available from 7 am to 5 pm
      vi. Get information out to public about what is available
   B. Evaluate services annually
      i. Track & evaluate trip requests/service denials for review w/ TAG and board
      ii. Use TAG membership and partner with agencies to target and assess needs of non-riders
      iii. Make riding fun
      iv. Evaluate and use trip denial data to plan for expanded service options
      v. Survey providers and agencies that use services
   C. Expand transportation assets including buses, staff: drivers, dispatchers and mobility coordinators
i. Continue to advocate with legislators about needs of transportation providers
ii. Annual advocacy day
iii. Legislative report to TAG
iv. Highlight negatives/needs for city councils
v. Buy smaller buses/vans
vi. Create a donation program with car dealerships

3. **TAG membership is diverse and representative of the population served**
   A. Hold TAG subgroup meetings in Jackson and Delaware counties
   B. Recruit to create a more diverse representation of service providers on the TAG
      i. School districts
      ii. Colleges
         a. Adult Education/GED Programs
         b. Disability Coordinators
         c. PAVE Programs
      iii. City officials
      iv. Chambers of Commerce

**Clinton MTA Objectives and Action Steps**
A. Running later on weekdays and Saturday
B. Sunday service
C. Service to Royal Pines
D. 2nd and 3rd shift service
E. Service to Camanche and Fulton
F. Service to riverfront and west side
G. Service to marina and hotels

**Projects and Initiatives**
The following charts summarize the current project list for the Jule, RTA 8, and Clinton MTA. The charts include a description of the service need, the project identified to address the need, the agency that recommended the project, when the project was identified, and the status of the project as of May 2015. Please note, that any Enhanced Mobility for Seniors and individuals with Disabilities projects (Section 5310 funding) must be specifically included in the PTP. All other projects and initiatives funded by other means are encouraged to include in the PTP but are not required.

<table>
<thead>
<tr>
<th>No.</th>
<th>Project</th>
<th>Approximate Annual Funding</th>
<th>Years</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General Operations, funding through E DBQ, IL Service Contract.</td>
<td>15,000</td>
<td>FY 2016 - 2020</td>
<td>Annual Funding; Enhanced Mobility of Seniors and Individuals with Disabilities</td>
</tr>
<tr>
<td>No.</td>
<td>Service Need</td>
<td>Agency(s)</td>
<td>Project</td>
<td>Year Identified</td>
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<td>----------------</td>
</tr>
<tr>
<td>1</td>
<td>Greater Accessibility to Service</td>
<td>Jule Consumers and Human Service Providers (DHS, LSI, Families First, Unified Therapy Services)</td>
<td>Shorten wait times, adjust route pickup times</td>
<td>2007</td>
</tr>
<tr>
<td>2</td>
<td>Knowledge of routes, schedules, and service options for consumers</td>
<td>Jule Consumers and Human Service Providers (Iowa Workforce Development Center, Multicultural Center)</td>
<td>Increase knowledge of and market routes and fares</td>
<td>2007</td>
</tr>
<tr>
<td>3</td>
<td>Passenger Rail Service Between Chicago and Dubuque</td>
<td>City of Dubuque</td>
<td>Passenger Rail Service Between Dubuque and Chicago</td>
<td>2007</td>
</tr>
<tr>
<td>4</td>
<td>Review and develop standard design guidelines and amenities for bus stops</td>
<td>The Jule</td>
<td>Review and develop standard design guidelines and amenities for bus stops</td>
<td>2015</td>
</tr>
<tr>
<td>5</td>
<td>Improve customer fare collection system</td>
<td>The Jule</td>
<td>Electronic fareboxes</td>
<td>2007</td>
</tr>
<tr>
<td>6</td>
<td>Improve security on buses</td>
<td>Jule Passengers</td>
<td>Install security systems on buses</td>
<td>2007</td>
</tr>
<tr>
<td>7</td>
<td>Improve fleet dispatch efficiency</td>
<td>The Jule</td>
<td>Install GPS and MDT systems</td>
<td>2007</td>
</tr>
<tr>
<td>8</td>
<td>Update bus stops on the bus route maps,</td>
<td>Operation New View Head Start</td>
<td>Some stops have outdated bus maps and update correct bus stops on the map</td>
<td>2011</td>
</tr>
<tr>
<td>9</td>
<td>Public Transit Infrastructure Grant: ARC Transfer Center Phase II</td>
<td>The Jule, Area Residential Care (ARC), Jule Consumers and Human Service Providers (DHS, LSI, Families First, Unified Therapy Services)</td>
<td>Improvements to west-end transfer center including indoor waiting area and public restrooms</td>
<td>2012</td>
</tr>
<tr>
<td>10</td>
<td>Facility Security Cameras/Proximity Readers</td>
<td>The Jule</td>
<td>Install new security cameras and proximity readers at transit facility.</td>
<td>2007</td>
</tr>
<tr>
<td>11</td>
<td>VMT Project Service Expansion</td>
<td>The Jule</td>
<td>Implement new transit routes.</td>
<td>2012</td>
</tr>
<tr>
<td>12</td>
<td>Upgrade Sprinkler system</td>
<td>The Jule</td>
<td>Bring sprinkler system up to current fire code.</td>
<td>2011</td>
</tr>
<tr>
<td>13</td>
<td>Intercity Bus Facility</td>
<td>The Jule</td>
<td>New intercity bus facility as part of new intermodal campus terminal.</td>
<td>2012</td>
</tr>
<tr>
<td>14</td>
<td>Promotion of Intercity Bus Station and Connections to Jule Services</td>
<td>The Jule</td>
<td>Intercity Bus (S311) Promotion of intercity connections at Intermodal Center</td>
<td>2015</td>
</tr>
<tr>
<td>15</td>
<td>Intermodal Facility</td>
<td>The Jule</td>
<td>New intermodal facility</td>
<td>2012</td>
</tr>
<tr>
<td>16</td>
<td>Bus Storage and Maintenance Facility</td>
<td>The Jule</td>
<td>Construct new bus storage and maintenance facility.</td>
<td>2012</td>
</tr>
</tbody>
</table>
| 17  | Iowa Clean Air Attainment Program: Expanded Weekday Evening Hours; minimum Nightrider service routes, all routes preferred | Goodwill; Human Service Providers; Greater Dubuque Development Corporation; DubuqueWorks                     | a. extend weeknight service hours to 7:30pm 
  b. extend weeknight service hours to 8:30pm 
  c. extend weeknight service hours to 9:00pm | 2007; updated 2015 | Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service. |
<p>| 18  | Partnership service between RTA and The Jule for service to Peosta            | Greater Dubuque Development Corporation; DubuqueWorks; NICC                                                  | Partnership service between RTA and The Jule for service to Peosta    | 2015           | Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service. |</p>
<table>
<thead>
<tr>
<th>No.</th>
<th>Service Need</th>
<th>Agency(s)</th>
<th>Project</th>
<th>Year Identified</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>Sunday and Holiday Service</td>
<td>Human Service Providers (Transit Action Group)</td>
<td>Add service on: New Year's Day; Memorial Day; Independence Day; Labor Day; Thanksgiving Day; Christmas Eve, Christmas Day; New Year's Eve</td>
<td>2007</td>
<td>Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service.</td>
</tr>
<tr>
<td>20</td>
<td>Equalize AM and PM Pullouts</td>
<td>Jule Consumers</td>
<td>Adjust pullout schedules to deploy service equally throughout the city</td>
<td>2007</td>
<td>Project Complete; Route reconfiguration completed in January 2014 equalized service schedules.</td>
</tr>
<tr>
<td>21</td>
<td>Greater geographic coverage of routes</td>
<td>Jule Consumers and Human Service Providers (DHS, LSI, etc.)</td>
<td>Key West, West End Expansion, Asbury, Illinois, Wisconsin, John Deere</td>
<td>2007</td>
<td>Project Ongoing; Route reconfiguration completed in January 2014 increased service areas including Key West and all west end routes</td>
</tr>
<tr>
<td>22</td>
<td>Repair and replace existing roof</td>
<td>The Jule</td>
<td>Repair roof to avoid leaks in building</td>
<td>2011</td>
<td>Project Complete; Implementation FY 2015</td>
</tr>
<tr>
<td>23</td>
<td>HVAC System replacement</td>
<td>The Jule</td>
<td>Replace AC and heating system in office/driver area and in mechanic break room</td>
<td>2011</td>
<td>Project Pending; HVAC repairs on hold due to planned move to new facility.</td>
</tr>
<tr>
<td>24</td>
<td>Replace garage doors</td>
<td>The Jule</td>
<td>Replace doors and install effective door control</td>
<td>2011</td>
<td>Project Pending; door replacement on hold due to planned move to new facility.</td>
</tr>
<tr>
<td>25</td>
<td>Install LED lights throughout facility</td>
<td>The Jule</td>
<td>These lights are more energy efficient and can reduce electricity costs</td>
<td>2011</td>
<td>Project Pending; light replacement on hold due to planned move to new facility.</td>
</tr>
<tr>
<td>26</td>
<td>Increase the number of bus stop amenities including targeting partner and high ridership locations for bus shelters</td>
<td>Goodwill; Human Service Providers</td>
<td>Increase the number of bus stop amenities (benches, shelters, lighting) including targeting partner and high ridership locations for bus shelters</td>
<td>2011</td>
<td>Project Pending; Secure State or Federal funding for bus shelters and installation. Implementation FY 2016-2018.</td>
</tr>
<tr>
<td>27</td>
<td>Review East Dubuque Service Needs</td>
<td>The Jule</td>
<td>Operating Assistance for Day-To-Day Operation</td>
<td>2009</td>
<td>Annual Funding; Annual formula allocation</td>
</tr>
<tr>
<td>28</td>
<td>State Transit Assistance</td>
<td>The Jule</td>
<td>Operating Assistance for Day-To-Day Operation</td>
<td>2009</td>
<td>Annual Funding; Annual formula allocation</td>
</tr>
<tr>
<td>29</td>
<td>Iowa Clean Air Attainment Program: Service to Dubuque Industrial Center South (Seippel Rd &amp; Highway 20)</td>
<td>City of Dubuque Economic Development Department; Dubuque Industrial Center South Employers, Greater Dubuque Development Corporation</td>
<td>Operating assistance for service to new industrial park jobs</td>
<td>2015</td>
<td>Project Pending; Jule will continue to look for cost savings and funding that will support expansion of service.</td>
</tr>
<tr>
<td>30</td>
<td>Iowa Clean Air Attainment Program: Service to Kerper Blvd Industrial Area (including Veterans Freedom Center)</td>
<td>City of Dubuque Economic Development Department; Transit Advisory Board</td>
<td>Operating assistance for service to new industrial park jobs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Maintenance and repair of ADA features on all transit vehicles</td>
<td>The Jule</td>
<td>(5310) Capital Assistance</td>
<td>Ongoing</td>
<td>Annual Funding; Enhanced Mobility of Seniors and Individuals with Disabilities</td>
</tr>
<tr>
<td>32</td>
<td>New Freedoms</td>
<td>The Jule</td>
<td>Operating Assistance for Day-To-Day Operation</td>
<td>2009</td>
<td>Annual Funding; New Freedoms FY 2016</td>
</tr>
<tr>
<td>33</td>
<td>STA Special Projects</td>
<td>The Jule</td>
<td>Service Expansions Identified in PTP</td>
<td>2009</td>
<td>Annual Funding; Competitive grant FY 2016</td>
</tr>
<tr>
<td>34</td>
<td>ICAAP Funding</td>
<td>The Jule</td>
<td>Service Expansions Identified in PTP</td>
<td>2009</td>
<td>Annual Funding; Competitive grant FY 2016</td>
</tr>
<tr>
<td>35</td>
<td>Bus Replacements</td>
<td>The Jule, to assist with increase in services suggested by community</td>
<td>Replace 35' HD buses</td>
<td>2015</td>
<td>Project Pending; Review of service levels and vehicle sizing needs to take place in FY2016</td>
</tr>
<tr>
<td>36</td>
<td>Bus Replacements</td>
<td>The Jule, to assist with increase in services suggested by community</td>
<td>Replace 22' MD buses</td>
<td>2015</td>
<td>Project Pending; Review of service levels and vehicle sizing needs to take place in FY2016</td>
</tr>
<tr>
<td>No.</td>
<td>Service Need</td>
<td>Agency(s)</td>
<td>Project</td>
<td>Year Identified</td>
<td>Status</td>
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<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Expand mid-day service</td>
<td>Area Residential Care</td>
<td>Explore coordination opportunities between The Jule and RTA</td>
<td>2012</td>
<td>Determining need within the area and coordinating with the Jule for city of Dubuque requests. Implementation; ongoing</td>
</tr>
<tr>
<td>2</td>
<td>Market for Employer Incentives</td>
<td>Opening Doors, Multicultural Center, Sierra Club</td>
<td>Encourage employers to utilize current public transit systems</td>
<td>2010</td>
<td>Continue to meet with area businesses and financial supporters. Implementation FY16</td>
</tr>
<tr>
<td>3</td>
<td>Offer same day service, or demand response</td>
<td>Developing Alternative Choices, Central Point Coordinator, Crestridge</td>
<td>Provide services on an on call basis</td>
<td>2010</td>
<td>Continue to educate public on availability of services and same day trips Implementation; ongoing</td>
</tr>
<tr>
<td>4</td>
<td>Work with TMS to fill gaps in non-emergency medical service</td>
<td>Delaware County CPC</td>
<td>Continue collaboration with human service agencies, dialysis, and TMS</td>
<td>2012</td>
<td>Continue partnership with TMS and IME for Title XIX medical requests. Educate public of services that are already available and same day trips for medical appointments. Implementation; ongoing</td>
</tr>
<tr>
<td>5</td>
<td>Transportation to Iowa Works and Promise Jobs in Manchester and Dubuque</td>
<td>Workforce Investment Act WIA/PROMISE JOBS Program</td>
<td>Continue discussions with WIA &amp; PROMISEJobs</td>
<td>2012</td>
<td>Continue discussions with Iowa Works, Promise Jobs and WIA for workforce transportation needs. Implementation; ongoing</td>
</tr>
<tr>
<td>6</td>
<td>Expand Hours</td>
<td>Public Input</td>
<td>Expand hours to include late afternoons, evenings, weekends and holidays for all three counties</td>
<td>2007</td>
<td>Project pending due to funding constraints and lack of vehicles. Implementation; pending until further funding for operations and vehicles is available</td>
</tr>
<tr>
<td>7</td>
<td>Provide Inter-county transportation</td>
<td>Community Action of Eastern Iowa</td>
<td>Transportation in Dubuque, Delaware, Jackson, Clinton and Clayton Counties</td>
<td>2011</td>
<td>RTA continues to partner with Northeast Iowa Community Action Corporation and RiverBend for transportation requests outside of our region. Implementation; ongoing</td>
</tr>
<tr>
<td>8</td>
<td>Recruitment and retention of paid and volunteer drivers</td>
<td>RTA</td>
<td>Continue to recruit paid and volunteer drivers and retain current part time drivers.</td>
<td>2015</td>
<td>Project ongoing and efforts continue throughout three county region</td>
</tr>
<tr>
<td>9</td>
<td>Provide rider education and increase knowledge of routes and schedules</td>
<td>Goodwill, ARC</td>
<td>Continue Travel Training Program</td>
<td>2015</td>
<td>Continue with RTA Learn to Ride Courses. Implementation; ongoing</td>
</tr>
<tr>
<td>10</td>
<td>Provide transportation to Peosta, IA for NICC students and business employees</td>
<td>Iowa Works, Goodwill, NICC, Berry Plastics</td>
<td>Transportation from Dubuque to Peosta</td>
<td>2015</td>
<td>Continue to meet with Peosta businesses and financial supporters. Implementation FY16</td>
</tr>
<tr>
<td>11</td>
<td>Provide transportation to individuals who are affected by the mental health redesign</td>
<td>Delaware County Central Point Coordinator</td>
<td>Work with area agencies to determine needs of individuals who are affected by the mental health redesign</td>
<td>2015</td>
<td>Continue conversations with agencies and other transportation providers so we can determine need within our area. Implementation; 2016</td>
</tr>
<tr>
<td>12</td>
<td>Easily, accessible transportation information available on the internet for potential customers</td>
<td>DuRide, NEI3A, RTA, The Jule</td>
<td>Develop a “one stop” website for transportation options in our area</td>
<td>2015</td>
<td>Find funding to design and develop new website.</td>
</tr>
<tr>
<td>13</td>
<td>Update Transportation Resource Guide</td>
<td>TAG</td>
<td>Update Transportation Resource Guide</td>
<td>2015</td>
<td>Find local funding to update and print new Transportation Resource Guides</td>
</tr>
<tr>
<td>14</td>
<td>Reduce rates for those who are not able to afford</td>
<td>Operation New View Head Start</td>
<td>Reduce or eliminate fares.</td>
<td>2011</td>
<td>Project pending due to funding constraints. RTA continues to search local funding however project is too costly. Implementation; pending until further funding becomes available</td>
</tr>
<tr>
<td>15</td>
<td>Add more wheelchair buses</td>
<td>Area Residential Care</td>
<td>Add to wheelchair accessible fleet</td>
<td>2009</td>
<td>Capital replacement ongoing; RTA continues to seek additional grant funding for new buses.</td>
</tr>
<tr>
<td>16</td>
<td>Low Floor Accessible Mini Vans</td>
<td>Crestridge, Edgewood Convalescent Home, Region 8 RTA</td>
<td>Purchase (2) low floor minivans</td>
<td>2010</td>
<td>RTA continues to seek out funding for vehicles including low floor accessible mini vans. Implementation; ongoing</td>
</tr>
<tr>
<td>17</td>
<td>Driver Training First Aid/CPR Defensive Driving, Sensitivity, Passenger Assistance</td>
<td>Developing Alternative Choices, Goodwill, Area Residential Care, Region 8 RTA</td>
<td>Schedule Driver Training First Aid/CPR, Defensive Driving, Passenger</td>
<td>2009</td>
<td>Future trainings will be conducted with RTA and Jule drivers as time and funding for training permits. Implementation; ongoing</td>
</tr>
</tbody>
</table>
### RTA Service Needs and Projects

<table>
<thead>
<tr>
<th>No.</th>
<th>Service Need</th>
<th>Agency(s)</th>
<th>Project</th>
<th>Year Identified</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Mobility Coordinator</td>
<td>Members of the TAG</td>
<td>Continue with Mobility Coordinator funding</td>
<td>2011</td>
<td>Project Ongoing; funding from leftover New Freedom money through FY 2016.</td>
</tr>
<tr>
<td>19</td>
<td>Facility Maintenance/Improvements</td>
<td>Region 8 RTA</td>
<td>Established safety committee to diagnose facility and maintenance issues</td>
<td>2011</td>
<td>Implemented, on going</td>
</tr>
<tr>
<td>20</td>
<td>Continue MAP 21 funding</td>
<td>Region 8 RTA</td>
<td>Expand service in Delaware County</td>
<td>2012</td>
<td>Project Ongoing</td>
</tr>
<tr>
<td>21</td>
<td>Continuation funding of State Transit Assistance</td>
<td>Region 8 RTA</td>
<td>Operating Assistance for Day-To-Day Operation</td>
<td>2007</td>
<td>On going</td>
</tr>
<tr>
<td>22</td>
<td>Continuation funding of Federal Operating Assistance</td>
<td>Region 8 RTA</td>
<td>Operating Assistance for Day-To-Day Operation</td>
<td>2007</td>
<td>On going</td>
</tr>
<tr>
<td>23</td>
<td>Medicaid (Waiver) &amp; Title XIX</td>
<td>Region 8 RTA</td>
<td>Operating Assistance for Day-To-Day Operation</td>
<td>2007</td>
<td>TMS Management Group operating transportation brokerage for Medicaid transportation.</td>
</tr>
</tbody>
</table>

### Clinton MTA Service Needs and Projects

<table>
<thead>
<tr>
<th>No.</th>
<th>Service Need</th>
<th>Agency(s)</th>
<th>Project</th>
<th>Year Identified</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Camanche - Fulton Route</td>
<td>Residents in Camanche, Clinton and Fulton</td>
<td>Assess need for fixed route services to include Clinton to Camanche and Clinton to Fulton and summer expand services to City of Clinton.</td>
<td>2012</td>
<td>Project Pending due to funding. Implementation FY 2017. A Study will be done in FY 2016 by Augustana College.</td>
</tr>
<tr>
<td>2</td>
<td>Provide access to real time route information online.</td>
<td>MTA Riders</td>
<td>Secure funding for technology such as Google Transit.</td>
<td>2012</td>
<td>Project Pending due to funding. Implementation FY 2017. No funding for project, but MTA has implemented AVL on all routes so the office can have up-to-date information on vehicle locations.</td>
</tr>
<tr>
<td>3</td>
<td>Provide transportation to Davenport, Iowa City, &amp; Dubuque for Medical Appointments</td>
<td>MTA Riders</td>
<td>Assess Medicaid TMS Services Contract.</td>
<td>2012</td>
<td>Project Pending due to funding. Implementation FY 2016. Status; still a viable project if there is funding and a need.</td>
</tr>
<tr>
<td>4</td>
<td>Improve marketing.</td>
<td>Clinton MTA</td>
<td>Identify and implement marketing strategies such as webpage updating</td>
<td>2012</td>
<td>Project ongoing. MTA had two new cable commercial developed in FY 2015.</td>
</tr>
<tr>
<td>5</td>
<td>Expanded Hours and Days of Service</td>
<td>Residents of Clinton and Camanche</td>
<td>Evening Service to midnight/Weekend Service/Holiday Service</td>
<td>2007</td>
<td>Project Completed; Ashford University subsidizes a route that includes evenings and weekends. Implemented FY 2010 then reduced in 2012 because Ashford contract.</td>
</tr>
<tr>
<td>6</td>
<td>Mobility Manager</td>
<td>Clinton MTA and Human Service Agencies in Clinton</td>
<td>Secure funding to contract Region 8Mobility Manager in Clinton County</td>
<td>2011</td>
<td>Due to elimination of state and local funding position was eliminated FY 2014.</td>
</tr>
<tr>
<td>7</td>
<td>Driving staff in need of training</td>
<td>Clinton MTA</td>
<td>Increase training on first Aid/CPR, Defensive Driving &amp; Passenger Assistance</td>
<td>2009</td>
<td>Project Ongoing; as new drivers are hired.</td>
</tr>
<tr>
<td>8</td>
<td>GPS/AVL Technology</td>
<td>Clinton MTA</td>
<td>Equipment for buses to ensure accurate pick up and drop offs</td>
<td>2010</td>
<td>Project is completed with dispatch software upgrade.</td>
</tr>
<tr>
<td>9</td>
<td>Shop Equipment</td>
<td>Clinton MTA</td>
<td>Replace and maintenance of equipment, and computer software for new engine in buses</td>
<td>2010</td>
<td>Project Pending due to lack of funding. Purchase some equipment and software as needed. Ongoing as funding becomes available.</td>
</tr>
<tr>
<td>10</td>
<td>Dispatch Software</td>
<td>Clinton MTA</td>
<td>Software to assist with dispatching, scheduling, and accurate timelines</td>
<td>2010</td>
<td>Project Pending; Software update completed, however installation of GPS/AVL would take software to next level. Implemented FY 2015. Completed FY 2015.</td>
</tr>
<tr>
<td>No.</td>
<td>Service Need</td>
<td>Agency(s)</td>
<td>Project</td>
<td>Year Identified</td>
<td>Status</td>
</tr>
<tr>
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</tr>
<tr>
<td>15</td>
<td>STA Special Projects</td>
<td>Clinton MTA</td>
<td>Service Expansions Identified in PTP</td>
<td>2008</td>
<td>Competitive grant FY 2016.</td>
</tr>
<tr>
<td>16</td>
<td>ICAAP Funding</td>
<td>Clinton MTA</td>
<td>Service Expansions Identified in PTP</td>
<td>2008</td>
<td>Competitive grant FY 2016.</td>
</tr>
<tr>
<td>17</td>
<td>Work in partnership with Promise Jobs to provide</td>
<td>Iowa Workforce PROMISE JOBS</td>
<td>Rural clients struggle to get in to town for Promise Jobs activities that are required to receive welfare benefits.</td>
<td>2011</td>
<td>Project Ongoing; will work with Promise Jobs to Secure JARC funding, search for local match, and devise most active routes and services. Implementation FY 2016.</td>
</tr>
<tr>
<td>19</td>
<td>Transportation from Jackson County to Clinton County and from Clinton county to Jackson and Dubuque County</td>
<td>Community Action of Eastern Iowa</td>
<td>Expand service to Jackson, Clinton, and Dubuque Counties.</td>
<td>2011</td>
<td>Project Ongoing; work to provide inter-county transportation.</td>
</tr>
</tbody>
</table>