

Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, October 8, 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

Joel Lightcap, former Transit Advisory Board Member

Call to Order

The Dubuque Transit Advisory Board meeting was called to order by Board Chair, Don Stedman at 4:24 p.m.

Review/approve the agenda for the Thursday, October 8, 2015 Dubuque Transit Advisory Board meeting

Motion by Stedman, second by Esser to approve the agenda for the Thursday, October 8, 2015 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

New Member Oath of Office

Eudaley announced Carrie Lohrman has been approved by City Council to be part of the Transit Advisory Board. Her oath of office will be at the next meeting November 12, 2015.

Review/approve the minutes for the Thursday August 20, 2015 Dubuque Transit Advisory Board meeting

Motion by Enderson, second by Stewart to approve the minutes for the Thursday August 20, 2015 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Review/Recommend Approval of Statistical Data

Eudaley reminded the committee the changes in routes and schedules as she explained the positive impact it has had on cost savings. There has been no direct correlation that shows a negative impact on a decrease on ridership. In fact the decrease happened in prior months before the new route and schedule changes. September has a positive spike this year in comparison to last year in August, as school started later this year.

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 5,603 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 September 2014 until September 30, 2015 showed that the Express continues to be the most successful route of the system. Eudaley pointed out a decrease in the Purple – Shopper South route as school has started and young adults are no longer taking it as often to the mall. That being said an increase on the Orange Route has been noticed as the school year has begun.

Eudaley has reached out to the Economic Development Director to verify if the business shuttle service can be reduced due to its low ridership. She is waiting to hear back from him. Stewart has suggested the idea of advertising the business shuttle service, to improve the ridership. She has suggested a partnership with NICC in order to encourage the students to park at the Port and ride to the downtown campus.

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

Manager's Report

Update on the Bus Storage Facility

Eudaley reported the Request for Qualifications for the Bus facility has been released, and eight companies have responded. A committee has been established in order to select an engineering company. The projected date for the start of the project is in January 2017.

Other Updates

Stewart questioned if there is a partnership between the Dubuque School District and Transit to provide funding for the students. Eudaley stated there is no current partnership, but they are meeting with schools to establish a plan to discourage students from misbehaving on the buses as that has been an ongoing issue. Eudaley stated that staff will be evaluating how other cities deal with similar issues and will develop a proposal for the board to review.

Motion by Stewart, second by Esser to accept the Manager's Report. Motion passed unanimously.

Other Business

November meeting

The November meeting will be held on Thursday, November 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 time spent by staff on various projects. The Transit Advisory board concluded the following items with additional detail.

1. The extension of service hours for riders. (No. 17)*
 - a. Staff will look at the possibility to increase the service hours to certain routes till 9 pm. The decision will be determined by City Council depending on costs.
 - b. Esser suggested to reduce the level of service to hourly instead on half an hour during the extended hours. This could reduce the cost of extending the service to 9pm.
 - c. Enderson gave the opinion of creating new routes for the evening service, similar to the Nightrider, or possibly using the Nightrider routes only.
 - d. Eudaley stated that staff plan to conduct a detailed survey to see which routes have the highest demand from the public in the later evening hours.
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
 - b. Eudaley will be in communication with Beth Bonz, Asbury City Manager, over the next few months to see what interest they have and what funding they would be willing to provide. A contract and financial support would be necessary.
 - c. Expanding service to East Dubuque will require a contract and financial support.
3. Including service to new industrial park employment areas. (No. 29 & 30)*
 - a. Key West area -The idea has been discussed regarding the industrial park and airport access. As the SW Arterial project goes forward, continued discussion is expected.
4. Improvements to the west-end transfer area, such as an indoor waiting area and restrooms. (No. 9)*
 - a. Phase 2 for JFK Circle Transfer was submitted as a Capital Improvement Project for FY2018. It is unclear at this time whether it will be recommended for funding by the City Manager during the budget process.
5. Establishing a partnership between RTA and the Jule in order to provide service to Peosta. (No. 18)*
 - a. The idea has been discussed at the quarterly DubuqueWorks meetings. RTA currently provides a very limited service to Peosta and is exploring a grant from the state of Iowa to expand their service if businesses in the Peosta Industrial Park will provide match funding.
6. The possibility of increasing the number of benches, and/or shelters at high ridership locations. (No. 26)*
 - a. Bus stops are being reviewed in detail for ADA compliance. Any deficiencies will be submitted as capital improvement requests and prioritized for completion based on ridership and severity of the deficiency.
 - i. Current Transit ADA CIP plans include:
 1. Install access pads at 10 stops per year
 2. Install 3-5 SimmeSeat benches at stops that have high ridership

Discussion followed.

Motioned by Stewart, second by Esser to approve the list as prioritized above.

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

Board Member comments

Stewart asked for information on discount pass programs offered by The Jule. Eudaley explained to Stewart the TMS Program and the relationship it currently has with the Jule. TMS is a Federal funded program that provides transportation assistance to people on Medicaid who have certain number of doctor appointments each month.

Esser has requested to evaluate the summer trolley ridership for the next meeting. He has brought up the issue of people bringing in shopping carts in the bus and blocking the aisle. Eudaley has stated she will do a memo to the drivers in order to remind the drivers to ask the people to not block the aisle.

Esser questioned if the changes to the Red and Green Line have been beneficial. Esser has brought up the idea of changing the way the routes travel at the Medical Associates and Mercy. He has also mentioned the possibility of having organizations buy bus passes for their customers. The board has requested a list of organizations who get a discount when they buy bus passes.

Public Comments

Lightcap brought up his displeasure with being replaced on the Transit Advisory Board. Eudaley noted that staff and the TAB members have no control over who is approved for the board. Applicants for the Board positions are reviewed and appointed by the City Council, without recommendation from staff.

Adjournment

Motion by second by Esser to adjourn the Thursday, October 8, 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 12th day of November, 2015.

Don Stedman
Dubuque Transit Advisory Board