Minutes
The Dubuque Transit Advisory Board Meeting
Consolidated Funding Public Hearing
Thursday, June 9, 2016
4:15 p.m. to 5:45 p.m.

Intermodal Transportation Center
Room 105

Transit Advisory Board Members:

☐ Matt Esser  ☑ George Enderson  ☑ R.R.S. Stewart

☑ Carrie Lohrmann  ☑ Dora Serna

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

-None-_
Call to Order
The Dubuque Transit Advisory Board meeting was called to order by Vice Chair, Stewart at 4:24 pm.

Review/approve the agenda for the Thursday, June 9, 2016 Dubuque Transit Advisory Board meeting
Motion by Enderson, second by Serna to approve the agenda for the Thursday, June 9, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Review/approve the minutes from the Thursday May 12, 2016 Dubuque Transit Advisory Board meeting
Motion by Serna, second by Lohrmann to approve the minutes from the Thursday May 12, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Other Business
6 Month Bus Advertisement Pricing
Board has reviewed and approved the following pricing for 6 month and non-profit bus advertisements as well as multi-bus discounts.

<table>
<thead>
<tr>
<th>Bus Type</th>
<th>6 Month Contract</th>
<th>Monthly Payment</th>
<th>Total 12 month contract</th>
<th>Monthly Payments</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Duty (MiniBus)</td>
<td>$2,160</td>
<td>$360.00</td>
<td>$2,700</td>
<td>$225.00</td>
<td>$3,212</td>
</tr>
<tr>
<td>Medium Duty (Fixed Route)</td>
<td>$2,160</td>
<td>$360.00</td>
<td>$2,700</td>
<td>$225.00</td>
<td>$3,212</td>
</tr>
<tr>
<td>Light Duty (MiniBus)</td>
<td>$2,520</td>
<td>$420.00</td>
<td>$3,150</td>
<td>$262.50</td>
<td>$5,435</td>
</tr>
<tr>
<td>Medium Duty (Fixed Route)</td>
<td>$2,520</td>
<td>$420.00</td>
<td>$3,150</td>
<td>$262.50</td>
<td>$5,435</td>
</tr>
<tr>
<td>Heavy Duty (Fixed Route)</td>
<td>$2,880</td>
<td>$480.00</td>
<td>$3,600</td>
<td>$300.00</td>
<td>$6,888</td>
</tr>
<tr>
<td>Light Duty (MiniBus)</td>
<td>$1,500</td>
<td>$250.00</td>
<td>$1,890</td>
<td>$157.50</td>
<td>$2,957</td>
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<tr>
<td>Medium Duty (Fixed Route)</td>
<td>$1,560</td>
<td>$260.00</td>
<td>$1,890</td>
<td>$157.50</td>
<td>$3,009</td>
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<tr>
<td>Light Duty (MiniBus)</td>
<td>$1,200</td>
<td>$200.00</td>
<td>$1,440</td>
<td>$120.00</td>
<td>$2,052</td>
</tr>
<tr>
<td>Medium Duty (Fixed Route)</td>
<td>$1,260</td>
<td>$210.00</td>
<td>$1,620</td>
<td>$135.00</td>
<td>$2,555</td>
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<tr>
<td>Light Duty (MiniBus)</td>
<td>$1,140</td>
<td>$190.00</td>
<td>$1,350</td>
<td>$112.50</td>
<td>$1,805</td>
</tr>
<tr>
<td>Medium Duty (Fixed Route)</td>
<td>$1,200</td>
<td>$200.00</td>
<td>$1,530</td>
<td>$127.50</td>
<td>$2,014</td>
</tr>
</tbody>
</table>

Multi-bus Discount

<table>
<thead>
<tr>
<th>Buses</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bus</td>
<td>Full Price</td>
</tr>
<tr>
<td>2nd Bus</td>
<td>10% off Contract Fee</td>
</tr>
<tr>
<td>3 or more</td>
<td>20% off Contract Fee</td>
</tr>
</tbody>
</table>

If purchasing both sides and rear of one bus, rear is discounted by 40%
Route Ridership History
Board members reviewed Cost per Ride analysis for FY16 to date for each route and discussed the value and impact of each route for Dubuque residents. Board members looked closely at the Orange key West and Orange Fremont routes as these have low ridership and thus a higher cost per ride. The Board requested that staff propose alternative options to provide service in areas that have a greater demand for bus service with the idea of removing service to these outlying areas.

IBM Proposed Orange Route
Eudaley provided the IBM Proposed Orange Route map and explained the route is for illustrative purposes and has not been timed. Board members have asked the IBM Proposed Orange Route to be driven to see if it could work before the July Transit Advisory Board Meeting.

Eudaley reported she will also provide the IBM Proposed Green Route map for the next Transit Advisory Board Meeting.

Review Jule Transit 3 year goals
Eudaley explained to Lorhmann and Serna the definition of Goal #2 Accessibility /Convenience and #3 Bus stops walking distance for the Public as they had inquired about the definitions. Eudaley explained to them how the goals were determined during the fall of 2015 by the Transit Advisory Board members during their goal setting meeting.

Annual Bus Pass
Eudaley has asked board members to think about the possibility of having an annual bus pass for passengers who would like to purchase one. Board members have asked to move discussion for the July meeting with comparison information between other Iowa cities rates.

Intermodal Ribbon Cutting Event
Eudaley reminded board members the date for the Intermodal Ribbon Cutting Event to be June 22, 2016 at 11am.

July meeting
The July meeting will be held on Thursday, July 14, 2016 at 4:15 p.m. at the Intermodal Facility, 950 Elm Street.

Board Member comments
- None

General Public Comments and Service Requests
Eudaley reported on the meeting with Marla Loecke from Iowa Workforce Development regarding residents of the Elm Street Corrections Facility. IWD staff who work with residents at the facility are inquiring if night service could be a possibility for their residents as they are having difficulty finding transportation to and from 2nd shift jobs on the West side of Dubuque. Eudaley shared the idea of having a pilot 2nd shift Express route that would run from the Intermodal to the West Industrial Park between approximately 10:30 and 11:30 on weekdays. Eudaley said this concept would require review of DOT regulations regarding paratransit service and funding to support it.
Adjournment
Motion by Lohrmann, second by Serna to adjourn the Thursday, June 9, 2016 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:45 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 14th of July, 2016.

Matt Esser
Dubuque Transit Advisory Board