

**Minutes**  
**The Dubuque Transit Advisory Board Meeting**  
**Thursday, September 13, 2018**  
**4:30 pm-5:30 pm**  
**Intermodal Transportation Center Conference Room**

**Transit Advisory Board Members:**

Robert Daughters       Matt Esser, Chair       George Enderson  
 Carrie Lohrmann, Vice Chair       Dora Serna

**Others Present**

Candace Eudaley-Loebach       Jodi Johnson  
*Director of Transportation Services*      *Operations Supervisor*  
  
 Jason Duba  
*Transportation Analyst*

**Public Present** None

**1. Call to Order**

The Dubuque Transit Advisory Board meeting was called to order by Esser, Board Chair at 4:35 pm.

**2. Review/approve the agenda for the Thursday, September 13, 2018 Transit Advisory Board meeting**

Motion by Enderson, second by Lohrmann to approve amended agenda. The motion passed unanimously.

**3. Review/approve the minutes from the Thursday, May 10, 2018 Transit Advisory Board meeting**

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

**4. Oath of Office**

Daughters and Esser each took their Oath of Office. Esser's term is for three years lasting until July 2021. Daughters is filling out the term of a member who left the board, and his term goes through July 2020. Daughters is a new member and Esser renewed his commitment.

**5. General Public Comments & Service Requests**

Eudaley-Loebach reviewed the three bus stop requests made since the last meeting. None of the proposed stops will be added because two were outside the City of Dubuque and the third was near an existing stop.

## **6. Election of officers**

Esser was elected as Chair and Daughters was elected as Vice Chair after being nominated by Enderson and Serna respectively and being voted in unanimously.

## **7. Ridership Report**

Duba and Eudaley-Loebach reviewed ridership for Fiscal Year 2018 (July 2017 – June 2018). Three sets of data were reviewed:

- Total fixed-route + paratransit ridership by month, comparing FY18 to FY17 and FY16
- Total fixed-route ridership by route
- Total ridership and rides by type of service, comparing FY18 to FY17 and FY16

Total ridership for the year was 522,393, about 3,000 more than last year.

## **8. Review Five-year Plan and discuss TAB action steps**

Members reviewed and discussed their Five-year Goals and Priorities Plan about ways to act on Outreach & Communications, Capital Improvements & Infrastructure, and Service Expansion. Members discussed specific efforts they could engage in to help achieve their goals. Status updates will be made at the November meeting.

## **9. Review and propose annual pass and regulatory requirements related to fares**

The concept of an annual pass was brought up by Esser, and Eudaley-Loebach addressed the idea by saying it is possible now to pay for 12 months at once for the monthly pass card. Additionally, an auto-pay feature is in the works that would allow monthly pass holders to have an automatic withdrawal made from their bank account to pay for the next month's pass. It was discussed that offering an additional discount for an annual pass might not be equitable, as it would be those with more means to pay who would get the discount.

## **10. Board Comments**

Esser wondered about whether a regular fixed-route service to Diamond Jo Casino and the Port of Dubuque could be successful. Eudaley-Loebach said it has been tried, and it did not succeed. There have not been requests to renew that service or for bus stops in that area. There is the Park & Ride Shuttle that serves the Port of Dubuque.

## **11. Next Meeting**

The next meeting will be held Thursday, November 8, 2018 at 4:30pm at the Intermodal Conference Room.

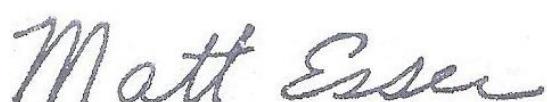
## **12. Adjournment**

Serna motioned to adjourn, second by Enderson. The meeting adjourned at 5:45 p.m.

---

Respectfully submitted,

These minutes passed, approved and adopted on this 15<sup>th</sup> day of November, 2018.



Matt Esser, Chair  
Dubuque Transit Advisory Board