

**Minutes**  
**The Dubuque Transit Advisory Board Meeting**  
**Thursday, 10 May 2018**  
**4:30 pm-5:30 pm**  
**Intermodal Transportation Center Conference Room**

**Transit Advisory Board Members:**

Matt Esser

George Enderson

Carrie Lohrmann

Dora Serna

Jeff Styles

**Others Present**

Candace Eudaley-Loebach

*Director of Transportation Services*

Jodi Johnson

*Operations Supervisor*

**Public Present**

**Call to Order**

The Dubuque Transit Advisory Board meeting was called to order by Matt Esser, Board Chair at 4:30 pm.

**Review/approve the agenda for the Thursday, 10 May 2018 Transit Advisory Board meeting**

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

**Review/approve the minutes from the Thursday, March 8, 2018 Transit Advisory Board meeting**

Motion by Lohrmann, second by Serna to approve the minutes from the February Transit Advisory Board meeting. The motion passed unanimously.

**General Public Comments & Service Requests**

No comments or service requests.

**Managers' Report**

a. Ridership Statistics

Eudaley-Loebach reported on YTD ridership statistics. Eudaley-Loebach also reported peak ridership remains between 2pm – 4pm, although the addition of evening service until 9:15pm has result in a shift and increase in ridership with 21,526 riders served between 6pm and 9:15pm which previously were not.

b. Youth Pass Council Decision

Board discussed Council's decision to accept TAB's recommended Annual Youth Pass price increase from a \$10.00 annual fee to \$15.00 annual fee for youth ages 11 – 18. The price change will take effect for passes purchased for the August 1, 2018 – July 31, 2019 season.

c. Orange Line Historical Ridership

Eudaley-Loebach delivered a 6-month review of the replacement of the Orange Key West + Fremont with the Orange University Plaza 20. The Orange University/Plaza 20 performs better compared individually to the Orange Key West and Orange Fremont. However, the combined Key West + Fremont ridership outperformed the Orange University/Plaza 20 monthly by an average of about 200 rides. This service area is still new and changes to the Plaza 20 area are expected with the new Veterans Administration Clinic slated to move to the former Kmart location.

**Review TAB Ordinance and Responsibilities**

Eudaley-Loebach provided a review of the Board responsibilities outlined in City Ordinance 50-14 (Transit Advisory Board).

**Board and Commission Accomplishments and Initiatives**

Board discussed 2017-2018 accomplishments and 2018 -2019 goals. Board completed the Council-provided worksheet to develop the following:

**2017 – 2018 Board Commission Successes**

- Success: Additional evening service came to fruition
  - Impacts: Positive for community sustainability initiatives and improvement of community access to community events, work, and City Council meetings

- Success: Working through 5-year Goals and Priorities for transit
  - Impacts: Provides direction for board and staff
- Success: Continued coordination with biking groups and other groups for transportation to community events
  - Impacts: Promotes access to events for all members of the community
- Success: Participation in the planning for moving the Midtown Transfer to Allison-Henderson Park
  - Impacts: Previously, TAB was not always included in early planning stages for community projects which involve transit. However, through early involvement in planning, the transit community is better able to serve the community’s transit needs and desires.

2018 – 2019 Board and Commission Initiatives

- Advocacy for sidewalks, trails, and connections to public transit and transportation in general
- Try to be more engaged in community projects to address how they impact public transit and alternative modes of transportation
- Continue working with community groups to promote transit usage for events through dual-promotion opportunities and the implementation of a “car-free event” marketing concept

**Board Comments**

No board member comments.

**Next Meeting**

The next meeting will be held September 13, 2018 at 4:30pm at the Intermodal Conference Room.

**Adjournment**

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

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Respectfully submitted,

These minutes passed, approved and adopted on this 13<sup>th</sup> day of September, 2018.

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Matt Esser  
Dubuque Transit Advisory Board