

TRAC Meeting Minutes
March 9, 2011, 11:30 a.m.
Greater Des Moines Partnership – 1st Floor

TRAC members present: Paul Bice, Eileen Bradley, Jinsong Chen, Crystal Estabrook, Kelly Henry, Rod Van Genderen, Greg Boesch, Stevie Sue Johnson, Cyrilla Gregory, Alexander Grgurich, Matt Ott and T. Anthony Welch.

TRAC members absent: Helen Boles and Al Root.

DART staff present: Elizabeth Presutti, Tom Reynolds, Gunnar Olson, Kirstin Baer-Harding and Jamie Schug.

1. CALL TO ORDER
2. ROLL CALL AND ESTABLISHMENT OF QUORUM
3. APPROVAL OF JANUARY 12, 2011, MINUTES
 - A. Approved unanimously.
4. ACTION ITEMS
 - A. 2011 Goals – Gunnar Olson, Public Information Officer
 - Gunnar Olson reviewed the five recommended goals that staff had developed based on TRAC's stated priorities for DART in 2011.

GOAL 1 – MARKETING
staff: Advertising Manager)

(Responsible

Carry out at least four (4) marketing campaigns on specific topics or to specific audiences, including:

1. The general public, on the topic of safety
2. Employees of Unlimited Access companies
3. RideShare users and potential users
4. Bicyclists – with bike rack display

GOAL 2 -- IMPROVING SERVICE
staff: Planning Director)

(Responsible

Finalize and approve the DART Forward 2035 master plan, which will become the roadmap for DART's continued growth and financial sustainability.

**GOAL 3 – IMPROVING SERVICE
staff: Planning Director)**

(Responsible

Evaluate and improve upon the bus stop placement in downtown and the East Village, such that all bus stops in these areas do not compete with automobile parking and are easily accessible by bus riders.

**GOAL 4 -- CUSTOMER SERVICE
Customer Service Manager)**

(Responsible staff:

Implement new email management software to improve communications with customers and the public, to reduce staff maintenance of email system, and eliminate duplicate messages to email subscribers.

**GOAL 5 – TECHNOLOGY
staff: Planning Director)**

(Responsible

Ensure the successful launch of new trip-planning software on DART's website, to go live this fall.

- Cyrilla Gregory asked if bus stop locations might also be examined in Altoona. Gunnar asked Cyrilla to provide more details later so DART could work on making any necessary improvements.
- Elizabeth Presutti said the reason for focusing the goal on improving bus stop signs in the downtown area is that there are accessibility issues there.
- Greg Boeschen asked what kind of email-management system DART was implementing. Gunnar said it is Constant Contact.
- Elizabeth Presutti said the trip planning software was being designed by Trapeze ITS and that it would provide a feed to Google Transit.

- TRAC unanimously approved the goals.

B. Naming the Transit Hub – Gunnar Olson, Public Information Officer

- Gunnar Olson reviewed the naming process and briefed the committee members on the results of an online public survey.
- Alexander Grgurich asked if members were to nominate names and then vote on them. Gunnar said it would be preferable for members to reach a consensus through discussion and then nominate and vote on it.
- Elizabeth suggested eliminating the names they didn't want.
- Tom Reynolds noted that "DART" would go implicitly with any name, whether or not it was a part of the official name of the facility.
- Kelly Henry observed that "-ART" will be in it one way or another. She said that, through her travels, she has seen several transit agencies ending in "ACT."
- Kelly Henry and Crystal Estabrook agreed that "DART" should be part of the name.
- Gunnar relayed an email from Helen, who was absent and said she wanted a short name.
- Matt Ott cautioned that DART could change its name one day, whereas Cherry Street is less likely to change. Gunnar said the change from the MTA to DART was a once-in-generations type

change and that DART wasn't likely to change names for many years to come.

- Eileen Bradley said she likes “DART” and “Central Station.”
- Gunnar Olson asked if “Cherry Street Central Station” is difficult to say out loud.
- Alexander Grgurich said Cherry Street is not well known.
- Matt Ott said the street name would help people locate the facility.
- Cryrilla Gregory asked if the committee would be voting on its top four and also naming a favorite? Gunnar said the committee's task was to vote on a single favorite to recommend.
- Matt Ott wondered about the placement of the sign on the building and whether building name would be next to the DART sign that is planned for the hub. Elizabeth Presutti said the plans for the signage have not been fully developed yet.
- Jinsong Chen said the name Central Station would look good on the roof of the facility, but that Cherry Street wouldn't.
- Rod Van Genderen observed that the public liked “Central Station.” He said he likes “DART” in name.
- Paul Bice said DART should be in the name.
- Greg Boeschen moved and Cyrilla Gregory seconded for “DART Central Station” to be TRAC's recommended name.

- The motion passed 11-1, with Stevie Johnson casting the lone nay vote.

5. DISCUSSION ITEMS

A. Fiscal Year 2012 Budget – Jamie Schug, Chief Financial Officer

- Jamie Schug outlined the recently adopted budget for Fiscal Year 2012 and described it as a “hold the line” budget. She said there will be no service cuts, except to the D-Line Downtown Shuttle due to a state funding cut. There is a structural budget gap that needs to be addressed in the next budget cycle. However, staff and the Commission decided to wait until the next budget cycle to address it, when the DART Forward 2035 plan will be complete.
- T Anthony Welch asked why the D-Line was being cut. Tom Reynolds said the D-Line route was being cut on the east end but not on the west end.

B. TRAC outreach plan – Gunnar Olson, Public Information Officer

- Gunnar Olson outlined four proposed methods of improving TRAC’s outreach, including two email groups, a means for the public to invite TRAC members to events, and a plan for staff to begin inviting TRAC members to presentations.
- Greg Boeschen said he liked the idea of having one, generic email address that the public can use to email TRAC members. That way, the email address will remain the same even as TRAC members come and go.

- Alexander Grgurich asked if the committee should vote on it. Gunnar said it wasn't on the agenda, but could be added to the next agenda for formal approval.
- Committee members seemed favorable to the plan and expressed no reservations.

C. Marketing campaigns – Kirstin Baer-Harding, Advertising Manager

- Kirstin Baer-Harding delivered a PowerPoint presentation on DART's upcoming marketing campaigns, including one on safety, participation in the Drake Relays Parade, and free rides on Earth Day.
 - Rod Van Genderen asked if the free rides could be extended to Ride Share. Kirstin said she would look into it. Elizabeth Presutti said this may be more difficult if space is limited, but thought a "bring a buddy" day might work.
- Kirstin shared plans for Bike to Work Month and a campaign planned for seniors.
- Alexander Grgurich asked if the Unlimited Access companies were listed on DART's website so he could share it with people he met from those companies. Kirstin said the names were not on the site yet but would be soon.
- Jinsong Chen asked for clarification that the D-Line will stop serving the Capitol starting Monday, March 14. Kirstin said that was correct.
- Jinsong said he would like for the D-Line turnout on the east side to be on Penn.

- Eileen Bradley asked why DART was holding a public hearing if the service was already going to be cut.
- Cyrilla Gregory said out-of-towners liked the D-Line because they could stay at downtown hotels and ride the shuttle to the Capitol. She noted the scarcity of parking near the Capitol.
- Elizabeth Presutti confirmed that the state was ending its participation in DART's Unlimited Access program and that the state would be informing state employees of the change soon.
- Matt Ott wondered what the savings to the state was. Elizabeth Presutti said the state's cost for Unlimited Access was \$50,000 annually.
- Kelly Henry observed that the route was altered each year to better serve the legislators and their visitors.

D. Schedule TRAC meeting with DART Forward 2035 planning consultants.

- Gunnar Olson said that the planning consultants would be in the city for a brief time in early April and that staff wanted for TRAC members to have a meeting with them. Staff proposed Wednesday the 6th at a central meeting place downtown.
- T Anthony Welch jokingly observed that 2035 was a long ways out.
- The general consensus was that Wednesday the 6th would work for most members. Gunnar said he would email members with confirmation.

- Greg Boeschen asked how DART would solicit feedback from people who don't currently ride the bus. Elizabeth Presutti said DART would use a public survey for that.

6. TRAC MEMBER COMMUNICATIONS

- T Anthony Welch shared some poor experiences he'd recently had with drivers untrained on working with handicapped people.
- Cyrilla Gregory said she loves the extended Route 7.
- Greg Boeschen asked that TRAC be updated on its goals at the next meeting.

7. PUBLIC COMMENT

8. FUTURE AGENDA ITEMS

A. Transit Hub update

9. OTHER – Communications

A. Next DART Commission Meeting: 5 p.m. Tuesday, March 29, 2011

B. Proposed meeting with consultants: 11:30 a.m. Wednesday, April 6, 2011

C. Next TRAC Meeting: 11:30 a.m. Wednesday, May 11, 2011