

TRAC MEETING MINUTES
January 14, 2014 - Noon
DART CENTRAL STATION – MULTIMODAL ROOM

TRAC Members Present:

Randy Anderson, Brenda Gill, Jay Peterson, Dina Ricketts, Denise Jones, Tonia Crawford, Pam Goehring, Mary Walter, Richard Sadler, Mark Hutchens

TRAC Members Absent:

Michele Meadors, Michael Barber, Randy Henriksen,

TRAC Staff Present:

Barbara Finch, Jim Tishim, Ethan Standard, Todd Struthers, Jamie Schug, Jennifer Long, Kirstin Baer-Harding, Ellye Kovner

Others Present:

None

CALL TO ORDER

The meeting was called to order by Chair Jay Peterson at 12:05 p.m.
Roll call was taken and a quorum was present.

Notice of the meeting was duly posted.

APPROVAL OF MINUTES

The Chair called for corrections to the November 12, 2014 meeting minutes.
Hearing none, the minutes from the meeting were approved by unanimous vote.

DISCUSSION ITEMS

1. Introduction of All TRAC Members – Jay Anderson, TRAC Chair

New TRAC Members were named. Michele Meadors, Brenda Gill, Randy Henriksen, Denise Jones, Pam Goehring, Mary Walter, Richard Sadler, Mark Hutchens. All Members and Staff went around the room and introduced themselves and how they use DART's services.

2. Customer Satisfaction Survey – Ethan Standard, DART Planner

Ethan Standard did a presentation on the 2014 Customer Satisfaction Survey. He stated that DART does the survey every 2 years on Fixed Route, Rideshare and Paratransit. Temporary employees went out on buses and did surveys on the buses and there were also online surveys. (See DART 2014 Customer Survey Presentation)

Jay Peterson asked if they were specifically asked if they use this building (DCS) or a specific shelter. Ethan Standard answered that no, they were not asked specific shelter, it just said bus shelters, so if someone interpreted it to mean this building, then that could play into the numbers.

Brenda Gill asked if there has been any benchmarking for other services DART's size. Ethan answered that yes, there is an American Bus Benchmarking Group (ABBG) with 17 other members. These results are compared to the other 17 members in that group. Jamie Schug said they also do a Customer Satisfaction Survey and we will be getting that information soon this spring to compare. Jim Tishim said that the other members are very comparable in size.

3. TRAC Goals for DART in 2015 – Jim Tishim, DART Planning Director

Jim Tishim read the goals for 2014 and explained progress to new members. Jim showed 2015 goals on the screen and explained some information on them. The 6 goals staff proposed were presented as follows.

#1 DART Forward Transit Service Plan – Begin first update to plan.

#2 Technology: New Fare Boxes – Develop rollout plan for implementation.

#3 Technology – Develop & Implement open data feeds.

#4 New Fare Policy – Adopt a new policy in preparation for smart cards.

#5 Shelters – Continue work to expand shelters in system.

#6 Social Media – create a greater social media presence for DART.

Jim asked to approve these goal and Jay reiterated that other things can be talked about at any time. Ethan suggested to wait to approve until the next meeting to allow new members to review the goals.

Mary Walter asked about the fare prices changing and Jamie answered no, they will not. There was a vote to wait for approval.

Pam motioned. Brenda Second. All voted in favor.

4. Fare Policy Update – Jamie Schug, DART Chief Financial Officer

Jamie had a handout on the new Fare Policy. Jamie announced that DART was able to purchase new fare boxes because our technology is between 20-25 years old and out of date and no longer supported by our vendor. The new fare boxes allow for new technology and smart cards. There will be no change in fare to board the buses, but will change how customer's pay. Cards will be reloadable. She explained where customers could purchase passes. That there is no need to come in to purchase passes, they can be loaded virtually anywhere. She also explained how we are trying to eliminate paper transfers to eliminate fraud and disputes, since this is a source of driver and passenger struggles. She also announced the passes were changed to a 31 day pass instead of 30. And the Day pass is now a 24 hour pass. Also offering rolling period passes that are good for 31 days, not month to month. Jamie explained they can have a pass and cash, if needed. She stated the handouts had all fare schedules along with a list of all the pass sales outlets.

Questions?

Mark Hutchens asked that on page 2 of the print out, how does the 7 day pass does not account for holidays. Jamie said yes, we didn't account for that on the 7 day pass. Mark stated that he just wanted to make sure DART was aware of that.

Mark also asked about the \$50 cash value limit. Jamie explained that a customer could load cash value, plus pass products, but only \$50 cash value. Reason why it is limited is accounting liabilities on DART's behalf and also the option to reload on the website.

Mary Walters asked how a smart card is different than paying as you go versus monthly pass. Jamie said if you have an active monthly pass and cash value on your smart card, it will used the active monthly pass first. If you don't have an active monthly pass on your card, then it will use the cash value.

Jay asked about the Sales Outlets. Why do those types of passes vary so much on what the sales outlets are offering within the same company? Jamie explained that it is what the stores want to offer the customers and also the need may vary from store to store. Jamie also mentioned they don't charge DART for selling our products, so we are glad they are doing us the service.

Brenda Gill asked whether we should have the Altoona Walmart offer pass sales also. Jamie said we will look into that.

Mark asked if there would be any stand-alone kiosks and Jamie answered that we don't have any planned. There are 2 ticket vending machines planned at the DCS building, but no others planned at this time.

Brenda asked if there was any concern with the Dahl's locations, since they filed for bankruptcy and Jamie answered that there were no concerns at this time, but would address any problems in the future. If we were to lose Dahl's, then we would try to find somewhere else in that geographical area to replace them.

Mark asked how far along we were in using employee/employer IDs. Jamie said that we were just in the initial stages of seeing how that would look like and the preliminary design stages of the whole project.

ACTION ITEMS

1. DART Fare Policy

Jamie asked that the TRAC committee vote on the Fare Policy so that it can be presented to the Commission at the March Commission Meeting.

Jay asked to motion to approve the DART Fare Policy as it stands. Mark motioned and Brenda second. All voted in favor.

OTHER BUSINESS

1. TRAC IDs

Ethan handed out the IDs for the TRAC Members. TRAC IDs will allow TRAC Members to ride DART Services for Free.

TRAC MEMBER COMMUNICATIONS

Jay asked if there were any questions, but there were not any.

STAFF UPDATES

1. Kirstin

Kirstin talked about the DART Forward 2035 and how we are working to move forward. Kirstin talked about the technology, which one of the main goals was to launch MyDART Real-Time Tools. So far we have released Trip Planner, which has Next Bus, Real-Time Map, and Alerts where you can go online and get emails for Real-Time information. It is our goal to release January 26th. For the Texting, it will be a staged rollout because of the signage. It is estimated to take about 6 months to get everything done, but are hoping to get some additional staff to get it done a little bit quicker. We also have a Mobile App, which will be available through Google and iTunes and others to download for free. After these are released. DART Will provide open data feeds, where other developers will be able to create their own apps. First will be the schedules and then Real-Time, which will then go to Google and others.

Also, the next big thing will be the public outreach, to reach out to the public and potential riders, so everybody knows about these options. There will be some informational sessions and other types of multimedia information letting people know what's available to them. Coming up there will be some activity involving technology and service changes in February, along with spring ridership campaigns in April and May, Bike Month, and public outreach.

Questions?

Pam Goehring asked if the Mobile app would be like a one stop shop to see routes and purchase smart cards and find all you want to know about DART. Kirstin replied that it would not be for the first release. It will just be making sure everyone gets the information and then maybe add the smart card purchases to it later.

2. Jim Tishim – DART Planning Director

Jim announced the new Service Change will be February 22nd. There should be some information on the buses soon. Most of the changes will be adjusting services and making a few changes. Significant change is to the Link Route which operates from Center Street Park and Ride to Downtown. One of the major changes is that Principal Corporate offices will be shut down for 2 years, about 1,900 employees will be shifted to 801 Grand and Voya. Principal suggested readjusting the route to serve the large number of people in that area. After doing a title VI search, it is OK to do a service change. The bus will be shifted over to 9th instead of 7th. This change will begin with the new service change on February 22nd.

Mark Hutchens asked about Walnut sidewalk being closed and EMC People. Jim answered Walnut will be closed for quite some time and EMC employees will be able to enter on 8th by Mulberry. Jim said if we need to make more adjustments, we can work on it.

PUBLIC COMMENTS

No public attendance or comment.

FUTURE AGENDA ITEMS

1. TRAC 2015 Goals adoption

UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, February 3, 2015, DART Multimodal Room
2. TRAC – Noon Wednesday, March 11, DART Multimodal Room

MOTION TO ADJOURN – 1:15 PM

Jay moved and Randy seconded that the TRAC meeting be adjourned. The motion carried unanimously.