



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

JULY 8, 2015 – NOON

**DART Central Station, Multimodal Room
620 Cherry Street, Des Moines, Iowa**

TRAC Members Present:

Randy Anderson (phone), Pam Goehring, Mark Hutchens (phone), Randy Henriksen, Michele Meadors, Jay Peterson, Dina Ricketts, Richard Sadler

TRAC Members Absent:

Mary Walter, Michael Barber, Tonia Crawford, Brenda Gill, Denise Jones

TRAC Staff Present:

Elena Baas, Kirstin Baer-Harding, Anna Johnson, Matt Johnson, Ellye Kovner, Madi Linkenmeyer, Jamie Schug, Ethan Standard, Jim Tishim, Amanda Wanke

Others Present:

None

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Chair, Jay Peterson at 12:03 PM.

Roll call was taken and quorum was not met.

Notice of the meeting was duly posted.

B. APPROVAL OF MARCH 11, 2015 MINUTES

The motion to approve the March 11, 2015 minutes was not immediately heard due to a short quorum at the time of the agenda reading. Approval of the minutes was postponed until a quorum was reached with the arrival of Michele Meadors at 12:08. The minutes of the previous meeting were approved unanimously.

C. DISCUSSION ITEMS

1. New Staff Introductions

Ethan Standard introduced Amanda Wanke, DART's Chief Engagement Communications Officer. Amanda will lead DART's marketing, planning, customer service, advertising, RideShare and mobility programs. Also introduced, Brian Oeffner, Safety and Training Manager. Brian brings over 20 years of experience in the safety arena with his last 8 ½ years being with the U.S. Department of Defense and the Iowa National Guard. It was also announced that Matt Johnson has been promoted from Operations Supervisor to Paratransit Manager. He will take the place of Georgia Parkey, who is retiring after 35 years of service at DART.

2. 2015 TRAC Goal Updates

Goal 1 - DART Forward Transit Service Plan: DART Forward Phase II update to begin the fall of 2015 with a public participation process to gain public input

Jim Tishim, Planning Director, provided an update on the Phase II plan. DART staff has been working with consultants from Transportation Management and Design (TMD) on the Scope of Work (SOW) for the project. TMD has the preliminary outline and is in the process of formalizing the SOW into a final agreement. The completion of the SOW is anticipated to be completed in the next thirty (30) days. TMD is planning to begin this fall.

Goal 2 – Technology: New Fare Boxes: Develop a customer information rollout plan for the new fare box implementation

Jamie Schug, Chief Financial Officer, provided an update on the fare box rollout plan. Staff has been working on putting together a draft rollout plan, with current efforts heavily focused on the naming and branding of the smart card technology. Later this year, the public will have the opportunity to participate in the selection of the new name.

Goal 3 – Technology: Open Data: Develop and implement open data feeds for DART’s schedule and real-time data

Kirstin Baer-Harding, Marketing Director, provided an update on the open data feed project. Real-time information is currently scheduled to go live on Google Maps in the middle of July. The website will also have a new “Developer Resources” section added before the end of the month. A luncheon presentation has been scheduled with Gravitare, a group of local technology start-up firms, to begin outreach to the local web development community.

Goal 4 – Shelters: Continue work to expand shelters in the DART system

Ethan Standard, Planner, provided an update on the shelter expansion project. A new shelter was installed at Cowles Commons at the end of April. An additional shelter has been permitted at La Placita (e. Grand & 16th) and will be installed following the neighborhood’s Jazz in July Festival. The existing shelter at Hubbell & E. 18th Street will be replaced later this fall once the vacation hearing has been held by the Des Moines City Council. This will bring the total number of new shelters installed in the metro up to eight (8), with several more still in the planning stages.

Goal 5 – Social Media; Create a greater social media presence for DART among the various social media sites (Measured by activity, views, follows, likes, etc.)

Kirstin Baer-Harding, provided an update on DART’s current social media trends. Facebook likes have increased 21% since January 2015 (1070 today; 837 in January). Twitter followers have grown by 7% since January (1508 today; 1398 in January). DART also launched an Instagram page in June to better connect with a younger audience and create an even more online engagement. In one month, there have been twenty-five (25) photos posted, 68 followers, and more than 160 photo likes.

Goal 6 - Capital Improvements: Continue to aggressively pursue the fleet replacement schedule as set out in DART's Capital Improvement Plan (CIP). Replace 6 articulated buses, 3 medium duty Paratransit buses, and 3 medium duty Flex/On-Call buses by year's end.

One (1) of six (6) articulated bus has been delivered to DART, with two more scheduled for delivery in the first part of July. The Paratransit and Flex/On-Call buses have been purchased, and are scheduled to be delivered by January 2016.

3. FY 2015 Marketing Plan

Kirstin Baer-Harding provided a presentation on the FY 2015 Marketing Plan. Several marketing campaigns promoting ridership and awareness are in the works.

D. ACTION ITEMS

None

E. OTHER BUSINESS

1. Route 5 realignment is coming up.
2. August Service change will be in effect August 23, 2015.

F. TRAC MEMBER COMMUNICATIONS

Michele Meadors stated she will be representing Iowa on the National Board of Transportation. Ms. Meadors said she would be meeting with various representatives from Washington D.C. to discuss ADA matters and was proud to be representing Iowa at the National level.

G. STAFF UPDATES

None

H. PUBLIC ITEMS

None

I. FUTURE AGENDA

1. Pam Goehring stated she would like an update on DART's RideShare Statistics. Anna Johnson, Rideshare Coordinator will provide the current data.

J. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, September 1, 2015. DART Central Station
2. TRAC – Noon Wednesday, September 9, 2015, DART Central Station

K. ADJOURN

Pam Goehring motioned, Michelle Meadors seconded. Voted and hearing none, the meeting was adjourned at 12:35 pm.

1. TRAC Member Tour of the new DART Refurbished Articulated Bus.
Following the adjournment of the meeting, TRAC members joined DART staff for an optional and informal tour of one (1) of the newly purchased refurbished articulated buses on display at DART Central Station.