

**TRANSIT RIDERS ADVISORY COMMITTEE
MEETING MINUTES
July 10, 2013 - Noon
DART CENTRAL STATION – MULTIMODAL ROOM**

TRAC Members Present:

Randy Anderson, Jay Peterson, Rod Van Genderen, Lisa Ryan, Greg Boesch, Tonia Crawford, Dina Ricketts, Alexander Grgurich

TRAC Members Absent:

Cyrilla Gregory, Laura Fries, Patrick Karnes

TRAC Staff Present:

Gunnar Olson, Elizabeth Presutti, Kirstin Baer-Harding, Jennifer Long, Tony Filippini, Ethan Standard, Jennifer Greiner, Todd Struthers, Garry Dupper, John Clark, Adam Lewis, Suzanne Robinson

Others Present:

None

CALL TO ORDER

The meeting was called to order by Chair Rod Van Genderen at 12:06 pm. 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 May 29, 2013 meeting minutes.

The minutes from the meeting were adopted by unanimous vote.

ACTION ITEMS

None

DISCUSSION ITEMS

Marketing and Communication Plan – Marketing Director Kirstin Baer-Harding

Kirstin made a power point presentation on highlights of the new Marketing and Communication Plan (attached). She summarized last year's marketing activities and gave a run-down of what's in store for the rest of the fiscal year, including:

The chair asked what program works best in increasing ridership. Kirstin responded that the most effective technique is teaching one-to-one how to ride the bus. The chair asked if there were statistics on how many DART riders were tech savvy and had access to DART's website. Kirstin said that most riders had access to the internet, if not at home, through the workplace or through smart phones. Gunnar added that in the public portion of the plan riders were asked about web access, and across all income levels use of the DART website was most popular.

Kirstin was asked about the upcoming changes in the DART website design, and responded that the new website would be delayed in order to debut at the same time as the Trip Planner. She said that a new vendor will be designing the new site. Alexander asked if it would include "responsive design" (according to Wikipedia, a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices from desktop computer monitors to mobile phones), and that was affirmed. He also asked if there would be an opportunity for TRAC to have input into the website redesign. Kirstin said that input will be solicited as the process continues.

TRAC COMMUNICATIONS

Lisa said that she received a call from a neighbor who lives north of Meredith Drive, and complained that one of the Paratransit vehicles stops just east of 86th Street and Meredith Drive every morning and blocks traffic in the right lane. Gunnar said he would have a supervisor investigate and get back to her.

Tonia said her sister rides Express Route 52, and would like to see a bus stop sign at the Quik Trip on 22nd Street in West Des Moines. She also mentioned that the dam-to-dam run interfered with regular bus service so drastically that her son waited as three buses did not appear at his stop due to delays caused by the event, so he was late to work. Gunnar and Kirstin responded that DART is actively working with the City of Des Moines to find ways to keep the most important bus corridors open during the big summer street-closure events, and Gunnar asked Tonia to e-mail a summary of her remarks about her son's experience to him to include in his talks with the City.

Alexander asked for an update on the timeline for the trip planner. Kirstin said beta testing will launch this fall, but with no firm date yet. Alexander asked about consults with the local tech

community for input, and Gunnar said there was no formal timeline developed as yet, but there will be as part of the ongoing process.

Dina said there was still no replacement for the bus stop sign at the corner of 38th Street and Ingersoll Avenue. Tony replied that the stop would probably not be replaced at that location. Dina also reported that the Ankeny Express is constantly late and this has become an ongoing frustration for commuters. She said that when there was a different driver at one time, the express was on time, so wondered if the chronic lateness was due to driver issues.

Discussion by TRAC members on bus on-time performance led to agreement that there were two frequent problems: bus breakdowns while enroute, and no-shows.

Greg heard from a rider who said the service for Yankee Doodle Pops was great.

Jay wanted to know who to talk to about an unusually noisy air conditioner on one of the buses. DART's maintenance department will be notified when Greg relays the bus number to us.

STAFF UPDATES

Gunnar announced that the new DART Commissioner was JoAnn Muldoon, who began her tenure at the July Commission meeting. He said she is an epidemiologist and is both a bus rider and bicycle aficionado. He also announced that DART has a new Chief Operating Officer who is coming to us from St. Louis Metro, and will begin in September.

Gunnar informed the members that the City of Sheldahl will be leaving the Authority as of July 1, 2014. He also commented on ridership statistics, stating that as expected, service changes brought a drop in ridership, but that growth has begun, with 10,000 new rides on Route 60 and increases in ridership on Route 92, but with some express routes showing continuing ridership drops.

In Jim Tishim's absence, Gunnar reported on the news from the Planning Department, and explained about the change in service to Merle Hay Mall with the route being split into two different routes.

PUBLIC COMMENTS

None

FUTURE AGENDA ITEMS

1. Fare policy
2. Website refresh
3. Shelter locations
4. Snow removal

NEXT MEETING DATE

September 11, 2013 – DART Multimodal Room

MOTION TO ADJOURN – 2:30 PM

Prior to adjournment, TRAC members were invited to go to the work stations to explore and test the trip planner software.

It was moved and seconded that the TRAC meeting adjourn. The motion carried unanimously.