

TRAC Meeting Minutes
May 9, 2012, at 12 p.m.
Greater Des Moines Partnership – 2nd Floor

TRAC members present: Crystal Estabrook, Jinsong Chen, Helen Boles, Eileen Bradley, Kelly Henry, Rod Van Genderen, Greg Boesch, Matthew Ott, Alexander Grgurich, Peggy Chong and Al Root.

TRAC members absent: Cyrilla Gregory.

DART staff present: Kirstin Baer-Harding, Greg Schmitt, Gunnar Olson.

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

Roll call was taken and a quorum was present.

B. APPROVAL OF MARCH 14, 2012, MINUTES

The minutes were unanimously approved as amended by TRAC Member Helen Boles.

C. DISCUSSION ITEMS

1. New Schedule Design Concepts – Kirstin Baer-Harding, Advertising Manager, reviewed design concepts for new DART schedules and maps. TRAC members provided feedback on the various concepts. TRAC members were unanimous in their preference for using a wide variety of individual colors to identify each of the individual routes. They all preferred that option to the alternative, which is to use a handful of colors, each signifying a quadrant of the metro area, with variations of each color used to distinguish individual routes within that quadrant.

Kelly Henry said variations of yellow are hard to differentiate.

Greg Boeschen said the colors would be easy to confuse with one another.

Peggy Chong said separate colors for individual routes would be better for people with limited sight.

Kirstin posed the possibilities of having all routes the same color and differentiate them by number only.

Matt Ott said that might look like all of the routes were connected as one.

Eileen Bradley said the timetables should be printed using high-contrast lettering for people with limited sight. She advised staff to avoid low-contrast lettering such as black on red or black on blue.

Helen Boles said some people have trouble seeing red.

Peggy concurred.

TRAC members reviewed all of the options and stated their preferences. At the same time, they noted their preferences on handouts. These were collected by staff and the results were tallied.

2. AVL Installation – Greg Schmitt, Training Manager, provided a presentation on “automatic vehicle location,” the system sometimes referred to as “Bus GPS” that is being installed on DART buses and vehicles.

Asked about the “talking buses,” Schmitt said that automatic enunciators are being installed on approximately half of DART’s fleet. The technology couldn’t be added to all vehicles due to the expense, he said. He added that, as older vehicles are replaced, the new vehicles will include the technology. The “automatic enunciators”

make audio announcements of bus stops automatically based on their location.

Alexander Grgurich asked about opening the data from the AVL system to app developers. He wanted to know if all of the data would be shared or just the location data.

Gunnar Olson said he believed that only the location data would be preemptively made available via an open data stream.

Peggy Chong asked if the buses will know when the routes are on detour and if those would be announced.

Schmitt said detours would need to be programmed one by one. As such, DART would have to determine which detours to program and which ones not to program. He said this would likely be based on the severity and duration of the detour. Some short-term detours wouldn't last long enough for them to be programmed in time to be useful, he pointed out.

Bradley wanted to make sure that every bus stop had information including the bus stop's ID number.

Baer-Harding said every bus stop would have a posted ID number that customers could use to access information via phone.

Bradley wanted to know how people without sight would know what the ID number of the bus stop they are at.

Baer-Harding said they would have to learn the stop ID number by calling into DART.

3. Finalized 2012 Service Changes – Gunnar Olson, Public Information Officer, reviewed the service changes that would take effect Sunday, June 10.

Boles asked if service would begin being offered to the medical complexes on University Avenue in the western suburbs at that time. Olson said that area would begin being served by the new Flex route 72 at that time.

Boeschen recommended staff get the schedules out as soon as possible.

D. TRAC MEMBER COMMUNICATIONS

There were none.

E. STAFF COMMUNICATIONS

1. Summary of 2012 State Legislative Session

Olson provided an update on two legislative priorities for the 2012 session. He said DART asked lawmakers to stiffen penalties on assailants of bus operators. While lawmakers were more receptive to the idea this year than in year's past, the proposal didn't make it into law.

Olson said DART's bus-rapid transit project stood to be funded \$2 million from the state. However, the funding was cut in conference committee.

2. TRAC Goals Update

Olson said DART was on track to meet TRAC's goals for the organization.

3. Online Trip Planner

Baer-Harding said the online trip planner was nearing the point of beta testing. She said staff would be asking TRAC members soon to assist with the testing.

F. PUBLIC COMMENT

Rick and Desiree Effner were in the audience. Rick said they had recently moved to Des Moines from Portland, Oregon, and that they were impressed with the committee and its work.

G. FUTURE AGENDA ITEMS

1. RideShare Overview
2. Customer-Satisfaction Survey
3. Federal and State Transit Issues
4. Upcoming Events

H. Next DART Commission Meeting: 5 p.m. Tuesday, May 22, 2012

I. Next TRAC Meeting: Wednesday, July 11, 2012