

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

**TRAC Members Present:**

Randy Anderson, Rod Van Genderen, Greg Boeschen, Daniel Rittel , Tonia Crawford, Dina Ricketts, Jay Peterson

**TRAC Members Absent:**

Laura Friest, Patrick Karnes , Cyrilla Gregory, Alexander Grgurich, Michael Barber

**TRAC Staff Present:**

Gunnar Olson, Kirstin Baer-Harding, Jennifer Long, Ethan Standard, Jim Tishim, Jamie Schug, Todd Struthers, Jennifer Greiner, Tony Lafata, Suzanne Robinson

**Others Present:**

None

**CALL TO ORDER**

The meeting was called to order by Chair Greg Boeschen at 12:04 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 March 12, 2014 meeting minutes.

Hearing none, it was moved by Rod Van Genderen and seconded by Daniel Rittel that the minutes be approved.

The minutes from the meeting were approved by unanimous vote.

## **DISCUSSION ITEMS**

### **1. Fare Policy – Gunnar Olson, Public Affairs Manager**

Gunnar Olson stated that DART is installing new fare boxes in 2015, which will expand options for collecting fares including the use of “smart cards”. He stressed that there are no immediate plans for raising fares.

Gunnar reviewed the reasons DART needs the new Fare Policy:

- Existing fare boxes are over 25 years old and the manufacturer no longer supports them.
- Handling tokens is costly, and they are subject to re-sale on the streets.
- Paper transfers slow down boarding and travel times, are subject to fraud and lead to disputes with bus drivers.

Goals of new system are:

- Speed up travel and cost less to maintain.
- Reduce use of cash, tokens and paper transfers.
- Provide benefits to riders of faster boarding times and more options for paying fares.

He listed current ways customers pay fares:

- Magnetic strip bus pass
- Employee ID
- Tokens
- Cash

Recommended fare vehicles are:

- Smart cards
- Employee ID smart cards
- Limited use smart cards
- Cash

He said that smart cards will allow more flexibility, as customers can store funds on the cards that will have no expiration date, provide free transfers, incentivize by giving bonus trips for use, and utilize a “rolling period” which starts a monthly or weekly pass on the card’s first use, not by the calendar.

The limited-use smart cards are pre-programmed and disposable, and will provide single-use passes, day passes and weekly passes. The single-use cards are meant to take the place of tokens and have no expiration and will include one free transfer. Cash will still be accepted as payment of fare, but no paper transfers will be provided, so customers will pay full fare upon boarding each bus they take. This is a big incentive to get riders to use the single-use smart card with the built-in transfer.

All existing programs will be maintained, including Unlimited Access, Opportunities Thru Transit, Employer Support Programs and Reduced Fare clients. The only difference will be that program participants will need only one smart card which will have their ID on it, instead of a pass and an ID.

The DART Commission received the recommendations of staff as outlined in this presentation at their May meeting, and will discuss the recommendations at their June meeting for approval at the July 2014 meeting. If approved, public meetings will be held in the Fall of 2014 with implementation to be scheduled for 2015.

Rod asked about the disposal of single-use cards, and Gunnar explained that once the card is read in the scanner, it cannot be used again, and can just be thrown away.

Randy asked if Paratransit will also have new fareboxes, and Tony Lafata said they would not.

Dina asked how many times someone can ride with a 30-day smart card, and Tony responded that they can ride an unlimited number of times, but in order to prevent passing the card to multiple riders, there is a time limit, so that directly after using the card, it cannot be used a second time.

Dan asked if people with tokens will be able to get a refund, and Gunnar said that tokens will be exchanged for smart-card value. Tonia asked how such entities as residential treatment facilities, who now buy a large quantity of tokens for their clients, will handle funding their transportation needs, and Gunnar said that instead of tokens, they will be able to buy a large quantity of single-use smart cards. Greg asked where customers will be able to buy smart cards, and Gunnar said they will be sold wherever DART now has pass-sales outlets, and also at the DART customer-service window, in a kiosk in the Dart Central Station lobby, and online.

Jay asked if there will be a mobile version of the smart card, and Jamie Schug responded that it is yet to be determined if this will be an option. Greg stated that the easier DART makes it for clients to purchase and use the new fare options, the less pushback there will be from customers.

## **2. Real Time Launch Plan – Kirstin Baer-Harding, Marketing Director**

“MyDART” Real-Time technology tools consist of:

- MyDART Trip Planner
- MyDART Alerts
- MyDART Phone
- Real-Time Map

Kirstin showed the DART interface for each of these features and explained how they will be used. She said that all applications will also be available in Spanish.

Jay asked if notifications could be sent by texting, and Kirstin explained that staff is working on getting information and costs to see if it’s feasible. Greg added that SMS text messages are a better vehicle for information since e-mail can be delayed.

## **2. Open Data – Todd Struthers, IT Manager**

Todd started with definitions:

- GTFS: Schedule Arrival/Departure Times Data Feed
- GTFS-R: Real Time Arrival/Departure Times Data Feed
- Open Data: Providing the community access to that Schedule and Real Time data feeds to developers.

- **He stressed that no personally identifiable, rider-specific, or internal DART user data is provided or accessible through these data feeds.**

He stated the Project Goals:

- Improve customer access to information
- Reduce customer service calls and queue hold/wait times
- Drive DART loyalty
- Be a leader in transit innovation
- Grow ridership

Todd also listed a number of other transit agencies who have worked with open data, and provided valuable insights for DART on the subject. Following are some findings from other agencies:

- Open data drives increased ridership, reduces customer service questions and improves loyalty.
- Reduces service calls and questions.
- Suggested that DART make it as easy as possible for developers, since more developers and apps mean more choices and better options for riders.
- Advised that DART not monetize the data.
- Said stay engaged with developers who will provide a free test environment for the data and can relay any issues.

Todd said that the recommendation is to provide DART's schedule and real-time data via GTFS and GTFS-R data feeds to the public. Other recommendations include:

- Data will be accessed via usage agreement.
- It will be free of charge.
- DART will publish and maintain the GTFS feed on the open data exchange board.
- Developing relationships with the technology community to encourage app development.
- Apps published by developers will be tested by DART staff to ensure functionality and that apps meet DART's terms and conditions.
- DART will publish the apps on our website so riders can get access to them.
- Violations of our term-of-service agreements will remove a developer's link.

Todd said that the next steps if for the policy to be adopted at the DART commission meeting in June, and if it's approved:

- September 2014 – schedule data goes live
- December 2014 – real-time data goes live

Greg asked how the commission responded to the recommendation. Todd said that they were worried about others gaining access to DART data other than that provided, but that he allayed their fears.

## **TRAC COMMUNICATIONS**

Jay mentioned that he had the pleasure of taking a group of pre-schoolers for a bus trip on Route #60, to much excitement from the pre-schoolers and exhaustion for the chaperones.

## **STAFF UPDATES**

### **Jim – Approved Service Enhancements**

Jim listed the service enhancements that were approved at the May commission meeting. They were discussed at length at the TRAC meeting in March. All were approved.

Greg asked if they had considered taking the #91 express north of Aurora into Johnston, and Jim explained that staff is still working on a way to do that which won't add too much time into the route.

### **Jennifer – DART Website**

Jennifer gave a preview of the newly designed website to TRAC members, and described some of the new features that will make it both an easier and richer experience for users. She announced that staff expects the new website to go live in just a few weeks. Greg asked if the schedule pages could be bookmarked in part, rather than in whole, and Jennifer said that isn't possible – the bookmark will bring up the whole page.

### **Gunnar – Land Use Planning and Development**

Gunnar announced that DART has joined the **Land Use Planning and Development** group, which promotes smart ways of developing urban centers. The group will focus on how the transportation pieces work in the urban environment, with DART being one of those pieces. Gunnar said that the groups Executive Director may plan an event to be held at DART sometime this summer.

## **PUBLIC COMMENTS**

None

## **FUTURE AGENDA ITEMS**

- Snow Removal
- Bus Stops

## **NEXT MEETING DATE**

Wednesday July 9 at Noon  
DART MultiModal Room

## **MOTION TO ADJOURN – 1:11 PM**

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