

TRAC MEETING MINUTES
November 12, 2014 - Noon
DART CENTRAL STATION – MULTIMODAL ROOM

TRAC Members Present:

Randy Anderson, Greg Boesch, Tonia Crawford, Dina Ricketts, Jay Peterson, Cyrilla Gregory, Rod Van Genderen, Michael Barber

TRAC Members Absent:

Laura Friest, Patrick Karnes, Daniel Rittel

TRAC Staff Present:

Gunnar Olson, Kirstin Baer-Harding, Jennifer Long, Ethan Standard, Jim Tishim, Matt Pitstick, Suzanne Robinson, Barbara Finch, Tony Lafata arrived at 12:35

Others Present:

Michael Barber's Assistant

CALL TO ORDER

The meeting was called to order by Chair Greg Boesch 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 September 10, 2014 meeting minutes.
Hearing none, the minutes from the meeting were approved by unanimous vote.

RECOGNITION OF OUTGOING TRAC MEMBERS – Gunnar Olson, Public Affairs Manager

Rod Van Genderen, Greg Boesch, and Cyrilla Gregory have all been members for four-plus years and were presented with certificates of appreciation and photographs were taken.
Alexander Grgurich, who was not present will also receive a certificate.

Gunnar also made a couple of announcements to the Trac Members. He announced the loss of PJ Sass, DART's Service manager on November 6th due to complications of cancer, and said she will be greatly missed by many staff members at DART. Gunnar also announced Suzanne Robinson is retiring and this will be her last meeting, and introduced her replacement going forward who is Barbara Finch.

ACTION ITEMS

1. 2015 TRAC Leadership

Jay announced that there will be an election of a new Chair and Vice Chair and explained a little bit about the duties of these positions. The Vice Chair will be leading meetings and, along with Gunnar's help will be making agendas, and meeting the week before each meeting to talk about the subjects and add items to the agenda. Duties of the Vice Chair will be to talk to the Commission at the monthly meeting to give a summary of what is going on.

Jay nominated himself, Randy seconded and the motion was carried unanimously.
Dina nominated herself, Cyrilla seconded and the motion was carried unanimously

2. 2015 Meeting Dates

Randy moved, and Todd seconded that the following meeting dates for 2015 be approved:

- Wednesday, January 14
- Wednesday, March 11
- Wednesday, May 13
- Wednesday, July 8
- Wednesday, September 9
- Wednesday, November 11

The motion carried unanimously.

DISCUSSION ITEMS

1. Fare Policy – Gunnar Olson, Public Affairs Manager

Gunnar handed out information on the DART Draft Fare Policy and also gave a presentation on the DART Draft Fare Policy Comparing the Current Policy vs. the Recommended Policy. Points he went over are as follows.

Current Fare Policy

Tokens

- Single-use
- Free transfers

Cash & Coin

- Accepted on all vehicles
- No change made on bus
- Free paper transfers

Magnetic-Stripe Cards

- Weekly, Monthly, Express
- Fixed to specific dates of calendar
- Unlimited use within time period
- Free transfers
- Half-fare available

Employee ID Badges

- Employer contracts with DART
- Badges used as fare for Unlimited Access company employees
- Rides manually entered by operator

Recommended Fare Policy

Limited-Use Smart Cards

- Single-use with free transfer
- Day pass with unlimited use for day
- Disposable

Cash & Coin

- Accepted on all vehicles
- No change made on bus
- **NO free transfers**
- Payment required on each boarding

Smart Cards – Pass Products

- Daily, 7-day, 30-day 3-day Express
- **Rolling period starts on first use**
- Unlimited use within time period
- Free transfers
- Half-fare available

Smart Cards – Stored Value

- Currency stored on account
- No expiration
- **Free transfers**
- Bonus trips (Every 11th ride free)

Employee ID Badges

- No change to employer contracts with DART
- Use chips in existing ID badges OR add chips via stickers to make transactions with fare box

Downtown Loop Zone

- Boundaries are south of I-235 to Cherry Street/Court Avenue (including DART Central Station) east of 15th Street to E. 14th Street.
- Cost reduced from \$1.75 to \$0.75
- Trips must begin and end within zone

Downtown Loop Zone

- **Discontinued**
- D-Line and LINK shuttles continue to operate for FREE, covering much of former Downtown Loop Zone

Analysis conclusions:

- Revenue would be effected minimally by new fare policy (-1.4 percent)
- Ridership would be effected minimally by new fare policy (0.7 percent)
- Achieves goals:
 - Eliminate paper transfers, transfer cutters, on-board handling and minimize fare disputes
 - Encourage use of fare media over cash
 - Ease of use for operators and riders

Next steps of implementation:

October 2013 – Commission retreat

November 2013 – Public meetings

Spring 2014 – Meetings with service agencies

May 2014 – Recommendation to Commission

November 2014 – Commission OK to release draft for public comment

November 2014 – Public meetings

December 2014 – Public hearing

January 2015 – Action item to adopt final policy

2015/2016 – New policy is implemented with farebox installation

Public Meeting dates being held to discuss the DART Fare Policy:

- **Monday, November 10**
 - 5 – 6 p.m., Altoona Public Library, 700 8th St. SW, Altoona
- **Tuesday, November 11**
 - Noon – 1 p.m., DART Central Station, Multimodal Room, 620 Cherry St., Des Moines
- **Wednesday, November 12**
 - 5 – 6 p.m., Ankeny City Hall, 410 W. 1st St., Ankeny
 - 7 – 8 p.m., Johnston City Hall, 6221 Merle Hay Road, Johnston
- **Thursday, November 13**
 - 2 – 3 p.m., DART Central Station, Multimodal Room, 620 Cherry St., Des Moines
 - 5 – 6 p.m., North Side Library, 3516 Fifth Ave., Des Moines
- **Monday, November 17**
 - 5 – 6 p.m., West Des Moines Community Center, 217 5th St., West Des Moines
 - 7 – 8 p.m., Forest Avenue Library, 1326 Forest Ave., Des Moines
- **Tuesday, November 18**
 - 4 :30 – 5 :30 p.m., Urbandale Library, 3520 86th St., Urbandale
 - 6:30 – 7:30 p.m., East Side Library, 2559 Hubbell Ave., Des Moines
- **Wednesday, November 19**
 - 5 – 6 p.m., South Side Library, 1111 Porter Ave., Des Moines
 - 7 – 8 p.m., Jordan Creek Town Center, Community Room, 101 Jordan Creek Pkwy., West Des Moines

Questions?

Rod: What is the feedback from the bus operators regarding the fare policy, or comments on paper transfers?

Gunnar: I don't think we have done a formal session with operators, but they have been represented by staff. DART's CFO, Jamie Schug, is a former operator herself, and project manager, so she is familiar as an operator, and the operator's interests are being represented.

Tony: The topic has been discussed in the monthly DART Safety Meetings that all operators required to attend.

Jamie: Where we intend to get them involved is more in the design of the screens of the fare boxes and get their input on what that looks like and how it feels to them.

Jay: Is there a way to partner with employers and have their employee's badges work as their smart card or bus pass?

Gunnar: This is something we are looking into to see if their magnetic strip can be swiped through our system, or add a microchip, and if not, we would put a sticker on their badge.

Greg: I think there should be a discussion about increasing the number of places to purchase smart cards, such as convenience stores.

Gunnar: I think that is a good suggestion. We have entertained some discussions with other vendors, such as Kum & Go. Also customers would be able to make these purchases online, so that is an option that is not currently available. Avenues to get bus passes should expand as part of this.

Greg: When you order the pass online, would they mail it to you?

Gunnar: The idea is when you purchase a smart card, you would have to do that in a physical location. Once you have an account you will be able to load money to it or set up reoccurring payments.

Dina: Will you only be offering the one option to companies? When I am on vacation, can my company fix it so that I only pay a pro-rated amount for that month's pass?

Gunnar: I'm not sure.

Jamie: Ideally for ESPs we would want the Employer Support Program to manage such transactions. The employer will have a portal to log into the site and determine who gets a pass.

Mike: How does one know if they have a value on their smart card, or if a person loses their card and has money left on it, what happens?

Gunnar: The system is set up to handle those types of things. The way it works is you register your card with an account with DART and give DART your identifying information. Then if a person loses their pass, or it's stolen they would then come to DCS or call and notify DART and we would then suspend or disconnect the account associated with the smartcard. We would then restore the pass products or cash value onto the new smartcard. This requires 1. Registering with DART, which is optional. 2. Assessed a fee.

Greg: Suggested calling it the "single trip" pass instead of "single use" to avoid confusion.

Gunnar: Good Suggestion.

Gunnar asked that everyone fill out the fare policy survey, which is also available on the website. www.ridedart.com

2. MyDART Text and Phone – Kirstin Baer-Harding, Marketing Director

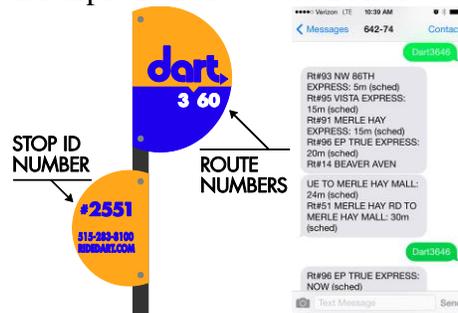
Kirstin gave a presentation on the MyDART Text and Phone procedures.

Phone:

- Automated Schedule Information and Next Bus Information
- 515-283-8100, Option 1
- Information available by
 - Bus stop, Route, Address, Landmark
- English and Spanish

Text:

- Next Bus Information via mobile device
- Text **64274**, enter **DART** and (**Stop ID#**)
 - Example DART3646 or DART 6030



Signage:



Next Steps:

- Testing/Feedback
 - Phone
 - Test Number 515-471-8319
 - Text (when available)
- Rollout
 - Stage Roll out

Kirstin asked for and feedback or questions on the Phone or Texting options.

Michael: Asked for clarification on how these options would be accessible to a person who is blind? He suggested that something like this should have been done already.

Kirstin: Suggested they should always use the phone to call to find out where the bus was located and mentioned the new app that Todd Struthers will be talking about next.

Greg: Mentioned that he really liked the route feature, especially with all the routes that pass through downtown.

Kirstin: Agreed and mentioned she didn't want it to get too text heavy.

Kirstin asked for some testing and feedback using the information on the back of the DART MyDART Phone handout she passed out. She also mentioned that the plan for the texting would be up and running by the next meeting. Next will come rollout starting with Route 60 and should take about 60 to complete the rollout.

Any Questions? NO

Todd Struthers, IT Manager talked about the Upcoming Technology. He added that if anyone wants to do some testing, they should reach out to Gunnar Olson.

Upcoming Technology:

- Mobile App,
- Open Data
 - Development Site
 - Process Development
 - Release Timeline
 - Schedule data
 - Real-Time data

Michael: Is DART developing the app themselves?

Todd: NO, the app is being developed by a partner called Logic Tree from Colorado.

Michael: Is it possible to make sure they have the option to label the buttons? Some don't have their apps labeled properly for the blind, so they are hard to use.

Todd: That's great feedback. I have a meeting with them on Friday, so I will mention that.

Todd says approximately 30 days to release, pending any problems.

TRAC COMMUNICATIONS

Tonia: Mentioned when the bus pulls up to the Mercy parking lot, and where it stops at the curb, there are a lot of business people who are dressed up in heels and dress clothes. Stepping off into rocks and a tree. She suggested if they could pull up just a little bit further it would be better. She has heard a lot of discord from customers about this subject.

Gunnar: Tony, our COO, will carry that message to operations.

Rod: Very long stop from a train and felt bad for the PR that gets generated. One woman mentioned it happened twice a day. I was wondering about the road closure and how that would be effected and how do you handle trains blocking intersections?

Tony: Unfortunately we are at the mercy of the railroad. They say the will be closed for a little while, but how long is a little while. We can always ask and see what kind of answer we get back.

STAFF UPDATES

1. TRAC Goals Update

Gunnar updated TRAC members on the status of goals that were set for this year for DART to implement.

Goal 1 – Bus Service

The latest service expansion was completed in August.

Goal 2 – Technology

Real-time components of MyDART Trip Planner were published to the public in September 2014 and additional information will soon be available via texting and phone applications.

Goal 3 – Technology

Open data feeds for DART's schedule, and real-time data, are proceeding with a planned release of schedule data in September and real-time data in winter 2015.

Goal 4 – New Fare Policy

A new fare policy has been drafted, presented to the Commission. The final stage for adoption in January 2015. Installation for the fare boxes and implementation anticipated late 2015 or early 2016.

Goal 5 - Shelters

A new shelter was installed in early November at Park Fair Mall and another at Douglas & Hubbell in Des Moines. Site plans have been developed for one additional shelters.

PUBLIC COMMENTS

None

FUTURE AGENDA ITEMS

1. (Continued) Snow removal at bus stops – DART staff

UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, December 2, 2014, DART MultiModal Room
2. TRAC – Noon Wednesday, January 14, 2015, DART MultiModal Room

MOTION TO ADJOURN – 1:15 PM

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