



# Meeting Minutes

## DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE MAY 31, 2023 – NOON Hybrid Meeting

***[The above TRAC Meeting was hybrid – in person at DART Central Station and virtual via Zoom. The Committee determined that it is convenient to offer this option to members of the Committee, staff and members of the public to accommodate for concerns related to the Covid-19 pandemic.]***

### **TRAC Members Present:**

Kaylynn Strain, Kirk Gustafson, Jeremy Guenther, Justin Bates, Brandon Paulsen, James Hanold, MaryAnn Ryan, Todd Kilzer, Laurie Jones, David Campbell

### **TRAC Members Absent:**

Lee Jasinski

### **DART Staff Present:**

Lewis Lowry, Erin Hockman, Carissa Meredith, Tony Filippini, Catlin Curry, Jan Keeling, Keegan Haines, Sheri Kyras, Brandon Smiley

### **ROLL CALL AND ESTABLISHMENT OF QUORUM**

The meeting was called to order by Chair, Brandon Paulsen at 12:00 p.m.  
Roll call was taken and a quorum was met.

### **A. APPROVAL OF MEETING MINUTES**

April minutes were approved.  
Motion was approved by Todd Kilzer and seconded by Justin Bates

### **B. PUBLIC COMMENT**

Garland Armstrong: Urbandale bus sign for Route 5 target date?

James Hanold: 52 & 72 realignments look workable and hoping for increased ridership

Todd Kilzer:

1. Paratransit GPS is antiquated. Most operators do not use DART system, relying instead on memory or their own phones.
2. Scheduling difficulties on one end or the other of his trip. Creates difficulties with doctor appointments as there is a very limited time frame for check in. Would like to see a priority scheduling system put in place so that "needed" trips take priority over joy rides.
3. Why aren't debit cards a payment option on the buses?
4. Paratransit operators are frustrated by not having building numbers within an apartment complex.
5. He has been "forgotten" on two dialysis trips

Kaylynn Strain: detours on 42nd Street? Temp stop just past the Git N Go since the stop is closed in front of Hy Vee?

## **C. TRAC MEMBER COMMUNICATIONS**

- 1. Catlin introduced Laurie Jones and David Campbell to the Committee**

## **D. DISCUSSION ITEMS**

### **1. Performance Metrics Discussion (Lewis)**

Lewis discussed performance metrics and how they play a role in DART.

1. On time performance
2. Paratransit

What information would be beneficial to this group?

1. On time performance
2. Financial impacts of road closures
3. Ridership
4. Scheduled / completed trips
5. Unique riders – percentage of different types of riders
6. Trips per hour
7. All information is valuable to the committee – we can always scale back.

## **E. OTHER BUSINESS**

### **1. DART Legislative and Funding Update (Erin)**

Erin provided an update on the funding issues as they relate to DART. Working with the Commission and the City of DSM to vote the franchise fee into effect and when it will be put on their agenda. Unsure of the percentage of the fee at this time. TRAC members are encouraged to attend the City Council meeting for this vote and reach out to elected representatives.

### **2. DART Brand Refresh (Carissa)**

Carissa gave an overview of the DART brand refresh project. First refresh since 2006. Want to be sure all services have consistent branding and clarity.

Received feedback from several varied groups

"Making Moves" – added a gradient and swoosh to tie in all brands

Increased colors to the palette

Removed the arrows from the logo

Rideshare rebranding to be determined

DOD and Paratransit vehicles will be first to show the new branding

New promo merchandise in the future

June – new buses should be added to service

July – September

Complete brand guidelines

Update business collateral

New rider campaigns

### **3. Summer Service Changes (Tony)**

Tony provided details on the summer service changes that will take place June 12.

These changes are to better serve our DART riders.

On August 20, the next schedule change will be made to support DMPS. Adding trips for schools and a slight change to Route 14. Proposing moving Center / 15<sup>th</sup> Street to Crocker. About a one block move. Update the timetable and improve the on-time performance. The feedback received has been positive.

Express Routes will have some changes – more to come.

All schedule changes need to maintain cost neutrality.

Effort to make connections easier

## **F. FUTURE AGENDA ITEMS**

### **1. ISF / TRAC involvement**

## **G. UPCOMING MEETINGS**

1. DART Commission – Noon Tuesday, June 6, 2023 – Zoom / DCS

2. TRAC – Noon Wednesday, June 28, 2023 – Zoom / DCS

## **H. ADJOURN**

Brandon adjourned the meeting at 1:00. It was moved by Kaylynn Strain and seconded by Justin Bates. The motion carried unanimously.