



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
TRANSIT RIDERS ADVISORY COMMITTEE
MAY 12, 2010 – 11:30 AM**

Greater Des Moines Partnership Conference Room – 1st Floor
700 Locust Street, Des Moines, Iowa

1. CALL TO ORDER
2. ROLL CALL AND ESTABLISHMENT OF QUORUM
3. APPROVAL OF MARCH 10, 2010 MINUTES
4. DISCUSSION ITEMS
 - A. DART April 25, 2010 Service Change and Fare Increase Update
 - B. DART Social Media Plan
 - C. DART Customer Service Follow-up
5. TRAC MEMBER COMMUNICATIONS
6. PUBLIC COMMENT
7. FUTURE AGENDA ITEMS
 - A. New DART Website Demonstration
8. OTHER – Communications
 - A. Next DART Commission Meeting: May 25, 2010, 5:00 p.m.
 - B. Next TRAC Meeting: July 14, 2010, 11:30 a.m.

TRAC Meeting Minutes
March 10, 2010, 11:30 a.m.
Greater Des Moines Partnership – 1st Floor

TRAC members present:

Paul Bice
Helen Boles
Eileen Bradley
Monica Brill
Jinsong Chen
Crystal Estabrook
Kelly Henry
Mary McGee
Linda Urias

DART staff present:

Elizabeth Presutti
PJ Sass
Gunnar Olson
Jim Tishim
Rebecca Lovig
Kirstin Baer-Harding

Public present:

John Halspand
Michael Manahl

1. Call to order
2. Roll call and establishment of quorum
3. February 10, 2010 TRAC meeting minutes
 - Approved.
4. Action Item
 - A. TRAC 2010 Goals
 - Approved.
5. Discussion Items
 - A. Presentation regarding April 25 service changes and fare increase, given by DART Chief Development Officer Elizabeth Presutti.
 - TRAC Members Helen Boles and Paul Bice asked questions about changes to specific routes including Routes 1 and 3.
 - B. Presentation about website redesign, given by Advertising Manager Kirstin Baer-Harding.
 - TRAC Member Crystal Estabrook asked if the updated web page for the RideShare program would show stops along vanpool routes. RideShare Manager Rebecca Lovig said that was a good idea; she'd look into it.
 - C. Presentation about DART's Customer Service Department, given by Customer Service Manager PJ Sass.
 - TRAC Member Kelly Henry asked if DART's phone system had the ability to track dropped calls; Sass said yes, it did.
 - TRAC Member Mary McGee asked if compliments to employees were passed on to them as a way of boosting moral; Sass said yes, they were.

-- McGee asked for a breakdown by percentage of types of calls; Sass said she didn't have that information off the top of her head but noted that roughly 10 percent of the calls were commendations.

-- McGee asked how long the commendations were kept on file; Presutti said DART followed its record-retention policy for commendations.

-- TRAC Member Eileen Bradley proposed having DART's automated phone system tell callers if the buses were running on schedule.

-- Estabrook proposed doing the same on DART's website.

-- Henry observed that DART had only one customer service staff answering phones at times with some of the highest call frequency.

-- Boles, referring to her recent poor experiences with On-Call that she detailed in a letter to staff, said there was poor communication between On-Call staff and their riders.

D. Presentation on the fuel savings of DART's hybrid bus, given by Presutti.

-- McGee sought to clarify the period over which DART saved \$1,000 in fuel savings; Presutti said that was the total savings since the bus was put into service in August 2009 and added that the full savings of a hybrid bus would be realized over its 15- to 17-year lifetime. Planning Director Jim Tishim added that the hybrid bus was most efficient in city driving. Presutti then introduced to Tishim to the committee members.

6. Public Comment

A. McGee said she had an Access Advisory Board meeting next week and would ask the city lawyer for advice on the process of changing a city ordinance such that bus stop signs would be treated the same as sidewalks; that is, to place the responsibility of clearing snow from around the sign on the property owner on whose property the sign is located.

B. Henry held up a soggy piece of soiled paper that she said was a detour sign of DART's and which she said looked unprofessional and ought to have been laminated.

7. Future Agenda Items

A. Presentation of a social media plan, to be given by Public Information Officer Gunnar Olson.

8. Motion to adjourn

-- Approved.