



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

JULY 11, 2018 – NOON

DART Central Station, Multimodal Room
620 Cherry Street, Des Moines, Iowa

TRAC Members Present:

Teresa Volcheck (Chair) Mark Hutchens (Vice Chair), Hayley Anderson, Allen Root, Emmanuel Smith, Michele Meadors, Denise Jones (via phone)

TRAC Members Absent:

Randy Henrikson

TRAC Staff Present:

Catlin Curry, Melissa Fuller, Amanda Wanke, Tim Sanderson, Luis Montoya, Matt Johnson, Jamie Schug, Carl Saxon, Rachel Simon, Amy Larson

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Chair, Teresa Volcheck at 12:00 PM.
Roll call was taken and a quorum met.

B. APPROVAL OF MAY 10, JULY 12, SEPTEMBER 13 AND NOVEMBER 8, 2017, JANUARY 10, MARCH 14 AND May 9 2018 MEETING MINUTES

Teresa Volcheck called for any corrections to the May 10, July 12, September 13 and November 8, 2017, January 10, March 14 and May 19, 2018 meeting minutes. It was moved by Michele Meadors and seconded by Emmanuel Smith to approve the meeting minutes as presented. The motion carried unanimously.

C. ACTION ITEMS

1. TRAC Bylaws

Catlin Curry presented the TRAC Bylaws and explained to help support the new commission structure the following has been proposed: TRAC shall be composed of eleven (11) members. These 11 members will include riders from Express Routes (2), Local Routes (2), Paratransit (2), Rideshare (1) and at-large membership to include three (3) members representing key constituencies such as refugee, senior citizens, students, low-income individuals or millennials.

It was moved by Denise Jones and seconded by Allen Root to approve the TRAC Bylaws subject to Teresa Volcheck and Mark Hutchens reviewing changes as discussed. The motion carried unanimously.

D. DISCUSSION ITEMS

1. Windsor Heights Wal-Mart Bus Stop update – Carl Saxon

Carl Saxon, Transit Planner provided an update on the Windsor Heights Wal-Mart Bus Stop. Staff are working with representatives from the City of Windsor Heights and Wal-Mart to design improvements to the bus stops at that location. DART received a federal grant for the improvements that expires at the end of this year.

2. Des Moines Public School Contract updates – Tim Sanderson

Tim Sanderson, Chief Operating Officer, provided history between DART and Des Moines Public Schools. DART has been providing Des Moines Public School middle and high school students transportation to and from school since 1993. Over 2,500 student trips per day are provided on DART's regular fixed route services as well as additional bus routes that include slight variations off a DART route. As part of the contract, DART provides unlimited ridership privileges to eligible students every day of the week throughout the entire year including all break periods (Christmas Break, Spring Break, and Summer Break).

3. DART Goals – Amanda Wanke

Amanda Wanke, Chief External Affairs Officer, provided an overview of FY19 DART Goals. Once finalized Catlin will send out via email to TRAC members.

4. Marketing/Communications updates

i. Mini-fleet Recap – Rachel Simon

Rachel Simon, Communications Coordinator, shared an update on the Mini-fleet pilot testing. DART partnered with 100 riders to test the new fareboxes. The testing period will run July 23 through August 19 during which we'll continue collecting and researching any issues related to the new fareboxes.

ii. Farebox update – Amy Larson & Rachel Simon

Amy Larson, IT Contractor and Rachel Simon, Communications Coordinator, provided a Farebox update. The new farebox is currently installed on 17 buses; assuming no major issues arise, all the buses will be installed by the end of September 2018. DART will continue to collect communication and feedback from riders and operators.

iii. Iowa State Fair 2018 update – Madi Linkenmeyer

Madi Linkenmeyer, Marketing Coordinator, provided an update on the 2018 Iowa State Fair. Two changes this year:

- Gate 8 has been eliminated and will be combined at Gate 10. All buses from SE Polk, Capitol and Center Street Park & Rides will go in and out of Gate 10. DART has worked closely with the Iowa State Fair to ensure a successful and streamline process.
- DART is selling bus tickets on the MyDART app. Purchase your ticket on the MyDART app to receive half off the round-trip fare.

iv. New Route 50 Promotion Plans – Madi Linkenmeyer

Madi, Linkenmeyer, Marketing Coordinator, shared with the committee the Route 50 Promotion plans. The marketing team is planning outreach along the new Route 50 in advance of the August 20 start date. Outside of regular rider communications, we are taking a more hands-on approach to marketing efforts by providing route information in-person to large employers, housing complexes, human service agencies and various organizations. In addition, Staff is planning the inaugural ride of Route 50 on Friday, August 17. Commissioners, stakeholders, TRAC members and media have been invited to hear from DART as well as several organizations located along the route. The ride will begin and end at Conlin Properties' Hilltop Apartments.

E. OTHER BUSINESS

1. 2018 TRAC Goals

Catlin Curry recommended the TRAC Committee wait to complete their 2018 TRAC goals until the Commission approves DART FY19 goals.

2. TRAC Meeting Dates

Catlin proposed to set future TRAC meeting dates on the second Wednesday of the month every quarter. The committee agreed to add to this as an agenda item to discuss at the next meeting in September.

F. TRAC MEMBER COMMUNICATIONS

None mentioned.

G. STAFF UPDATES

None.

H. PUBLIC COMMENT

None.

I. FUTURE AGENDA ITEMS

TRAC Meeting Dates.

J. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, August 7, 2018, DART Central Station
2. TRAC – Noon Wednesday, September 12, 2018, DART Central Station

K. ADJOURN

Teresa Volcheck, Chair adjourned the meeting at 1:00 PM.