



# Meeting Minutes

## DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

NOVEMBER 11, 2015 – NOON

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

### TRAC Members Present:

Randy Anderson, Pam Goehring, Mark Hutchens, Jay Peterson, Richard Sadler, Teresa Volcheck, Denise Jones, Michele Meadors

### TRAC Members Absent:

Randy Henriksen, Mary Walter, Michael Barber, Tonia Crawford, Brenda Gill

### TRAC Staff Present:

Barbara Finch, Jamie Schug, Ethan Standard, Jim Tishim, Jennifer Long, Madi Linkenmeyer, Amanda Wanke

### Others Present:

None

## A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Chair, Jay Peterson at 12:05 PM.  
Roll call was taken and quorum was met.

## B. APPROVAL OF JULY 8, 2015 MINUTES

Ethan stated there was a correction on page 4. Jay Anderson was listed and it should be Jay Peterson and everyone was given a printed copy. The motion to approve the September 9, 2015 minutes by Michelle Meadors and all were in favor and approved unanimously.

## C. DISCUSSION ITEMS

### 1. DART Forward – Amanda Wanke, Chief Engagement and Communications Officer

Amanda introduced herself as the new Chief Engagement and Communications Officer. She talked about the DART Forward 2035 plan is our long-range plan for system development, addressing where and how we provide service in the years to come. The first DART Forward 2035 plan was adopted by the commission in 2011 and implementation began in 2012. It was recommended at that time to establish a best practice and review the plan every 5 years. As we are heading into 2016, we are starting to look into that long-range plan again. That gives us a point to touch base with all our communities and all of our citizens to understand the needs and wishes of the community in terms of public transit. Amanda spoke about the public outreach components. Public Outreach - Phase 1 is gathering all input from community regarding public transit. Phase 2 will be a draft plan and requesting feedback.

#### Timeline: Public Outreach Phase 1

##### ► November:

- ▷ Express route surveys
- ▷ Invites to Project Advisory Committee
- ▷ TRAC feedback
- ▷ Establish staff advisory committee

##### ► December:

- ▷ Focus groups/Stakeholder meetings

##### ► January:

- ▷ Non-rider and rider survey
- ▷ Focus groups/Stakeholder meetings

##### ► February-March:

- ▷ Public meetings

### **Project Advisory Committee**

- ▶ Suggested participant groups
  - ▷ Schools (Secondary/Post-Secondary)
  - ▷ Developers
  - ▷ Transit Future Work Group
  - ▷ MPO
  - ▷ Unlimited Access
  - ▷ Human Services
  - ▷ Young Professionals
  - ▷ AARP

### **Outreach Techniques**

- ▶ Community open house meetings
- ▶ Stakeholder workshops
- ▶ Pop-up meetings
- ▶ Go-to-them meetings
- ▶ Project Website
- ▶ Online Engagement tools
- ▶ Targeted Surveys (online and telephone)
- ▶ One-on-one interviews
- ▶ Social Media (Twitter, Facebook)

### **Next Steps**

- ▶ Invite to Project Advisory Committee
- ▶ TRAC feedback on Public Outreach Plan
- ▶ Establish Staff Advisory Committee
- ▶ Express route survey

### **Questions**

Jay Peterson asked what is an unlimited access partner. We have 13 businesses contracted with us to provide free rides on DART for their employees. The businesses are contracted with DART so their employees can ride for free just by showing their badge.

Michele Meadors said riders with disabilities should be represented. She could volunteer to be spokesperson, but could also contact Olmstead consumer task force. Also, suggest contacting people in all aspects of disabilities like wheelchair, blind/sight impaired, deaf.

Michele Meadors asked if the survey was something that is already established? Amanda Wanke answered they are in the final stages of being created.

Michele Meadors asked how people will know of surveys. Amanda said they are asking a variety of people to get them out and to get word out.

### **2. Merle Hay Mall Stop Relocation – Jim Tishim, Planning Manager**

Jim Tishim talked about the change in the bus stop location at Merle Hay Mall, which was short notice to DART. Our 10 year agreement with Merle Hay Mall ended 11-23-15. Merle Hay Mall wanted us to move to west side of mall, but the cost was too large to bring up to required specifications. A contract was signed with Haymarket Mall and they will be putting in a new bus shelter in the near future. New signage will also be put up. Jim showed a map of the new routing. Routes 5, 14 and 16 will move Sunday, November 15<sup>th</sup>. This stop currently handles about 300 passengers a day.

### **Questions**

Michele Meadors asked why Merle Hay Mall wasn't more receiving. Jim Tishim said new mall manager had something to do with it.

Denise Jones asked if the stop will be handicap accessible. Jim Tishim said there is already a raised curb and hangover, so that would be great for the handicapped.

### **3. 2015 TRAC Goal Updates – DART Staff**

- a. **GOAL 1 – DART FORWARD TRANSIT SERVICE PLAN**  
**Responsible departments: Planning, Marketing**

DART Forward Phase II update to begin the fall of 2015 with a public participation process to gain public input.

DART and TMD held our project kick-off meeting on October 21 to discuss each task and coordinate the process moving forward. The Planning Department is in the final stages of providing the data TMD requested to complete the DART Forward 2035 Transit Service Plan Update. A transfer analysis was completed on Saturday, Oct 31, Sunday, November 1 and Tuesday, November 3 and the information was forwarded to TMD to complete the study. Staff is in the process of developing an online express service survey to be taken in November. Also, we are developing our public participation and outreach plans. Chief Engagement and Communications Officer, Amanda Wanke will be presenting our Public Outreach Plan Update and seeking feedback from TRAC at the November 11 meeting.

**b. GOAL 2 – TECHNOLOGY: NEW FARE BOXES**

**Responsible departments:** Finance, Marketing

Develop a customer information rollout plan for the new fare box implementation.

*With the recent termination of the fare box contract, we will need to reproduce our customer information rollout plan for the implementation. This unfortunate development will delay the timeline for the project by at least 12 months.*

**c. GOAL 3 – TECHNOLOGY: OPEN DATA**

**Responsible departments:** Marketing, Planning, IT

Develop and implement open data feeds for DART's schedule and real-time data.

*DART's real-time information went live on Google Maps and was made available for developers to utilize in July of 2015. Since July, DART's website "Developer Resources" section has provided access for eleven developers to DART's data. Staff continues to work with local technology groups on future development projects.*

**d. GOAL 4 – SHELTERS**

**Responsible departments:** Planning

Continue work to expand shelters in the DART system.

*A shelter will be installed at the new stop for Merle Hay/Haymarket mall in the coming weeks. This will join new shelters at Cowles Commons, La Placita, and Hubbell & E 18<sup>th</sup>, bringing the year's total number of new shelters to 4. In 2014-2015, DART has installed 9 new shelters throughout the metro area. Several other locations are in the planning stages, and work will continue into 2016 and beyond to increase the number of shelters at stops in the DART network.*

**e. GOAL 5 – SOCIAL MEDIA**

**Responsible departments:** Marketing

Create a greater social media presence for DART among the various social media sites (Measured by activity, views, follows, likes, etc.).

*Facebook likes have increased 58% since January (1,323 today; 837 in January). Twitter followers have grown by 15% since January (1,606 today; 1,398 in January). DART also launched an Instagram page in June to better connect with a younger audience and create even more online engagement. Since June, there have been 98 photos posted and 191 followers.*

**f. GOAL 6 – CAPITAL IMPROVEMENTS**

**Responsible departments:** Operations

Continue to aggressively pursue the fleet replacement schedule as set out in DART's Capital Improvement Plan (CIP). Replace 6 articulated buses, 3 medium duty Paratransit buses, and 3 medium duty Flex / On-Call buses by year's end.

*DART received all 6 articulated buses between June 23 and July 27, 2015. All 6 articulated buses were placed into service on the first day of the Iowa State Fair on August 13, 2015.*

*The 3 medium duty Paratransit buses, and 3 medium duty Flex / On-Call buses are currently being built. We are now expecting delivery of all 6 buses in December. We plan to have them in-service by the end of January 2016.*

**D. ACTION ITEMS**

**1. 2015 TRAC Leadership Elections**

Jay Peterson discussed nominations. No other nominations were received. Nominations were Mark Hutchens and Jay Peterson for chair. Highest votes would get Chair and 2<sup>nd</sup> highest would get Vice Chair. Can serve on TRAC for 4 years and they are 2 year terms. Leadership can serve for 2 years and

they are 1 year terms. Nominations were closed and voting commenced. Jay Peterson was elected by the committee to serve a second term as Chair, and Mark Hutchens was elected to serve as Vice Chair.

**E. OTHER BUSINESS**

None mentioned

**F. TRAC MEMBER COMMUNICATIONS**

Mark Hutchens said that he felt the RideShare Vaniversary was very well received and successful.

Jay Peterson mentioned the ads on the roof of the bus was a different and interesting idea.

Michele Meadors asked about the replacement of the Mobility Coordinator position. Amanda said they are working on the job description and current needs and getting ready to post the job.

Madi Linkenmeyer talked about the Fares for Food promotion on December 10<sup>th</sup>. It is the 3<sup>rd</sup> year that DART will donate all fares for that day to a local food pantry.

**G. STAFF UPDATES**

None mentioned

**H. PUBLIC COMMENT**

None mentioned

**I. FUTURE AGENDA ITEMS**

None mentioned

**J. UPCOMING MEETINGS**

1. DART Commission – Noon Tuesday, December 1, 2015, DART Central Station

2. TRAC – Noon Wednesday, January 13, 2016, DART Central Station

**K. ADJOURN**

Randy Anderson motioned, Michele Meadors seconded. Voted and hearing none, the meeting was adjourned at 12:56 pm.