



# Meeting Minutes

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

MAY 11, 2016 – NOON

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

### TRAC Members Present:

Randy Anderson, Mark Hutchens, Jay Peterson, Teresa Volcheck, Pilar Tromacek, Pam Goehring, Michele Meadors

### TRAC Members Absent:

Mary Walter, Brenda Gill, Randy Henriksen, Denise Jones

### TRAC Staff Present:

Barbara Finch, Ethan Standard, Jim Tishim, Kat Lewis, Tim Sanderson, Mike Tiedens, Dan Clark, Madi Linkenmeyer

### Others Present:

Melissa Davidson from TMD

### A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Chair, Jay Peterson at 12:03 PM.  
Roll call was taken and quorum was met.

### B. APPROVAL OF NOVEMBER, 2015 MINUTES

The Chair called for any corrections to the November 11, 2015 and January 13, 2016 meeting minutes. Michele Meadors moved to approve the November 11, 2015 and January 13, 2016 minutes and Mark seconded.  
Hearing none, the minutes from the prior meetings were approved by unanimous vote.

### C. ACTION ITEMS

#### 1. Audio Advertising – Mike Tiedens, Procurement Manager

Ethan stated that there was not a lot of feedback regarding the new goals from the previous meeting. There were five final goals that were decided upon. Michele Meadors moved to approve and Pam Goehring seconded. It was approved by unanimous vote that a recommendation be sent to the Commission to approve the audio advertising contract. Jay Peterson abstained from voting.

### D. DISCUSSION ITEMS

#### 1. DART Forward – Melissa Davidson, Transportation Management & Design, Inc.

Ethan Standard introduced Melissa, who joined the meeting via audio from California. Melissa gave a presentation highlighting progress made on the draft version of the DART Forward 2035 Plan Update. Mark Hutchens and Jay Peterson had questions about on demand service and partnerships with transportation network companies such as Uber. Jay expressed interest in how the Bridj service offered in Kansas City was developed. There were also questions relating to the service area map.

### E. OTHER BUSINESS

#### 1. Valley West Mall Update – Tim Sanderson, Chief Operations Officer

Tim reported to the committee that Valley West Mall had asked DART to remove its vehicles from their property. It has been agreed that Valley West Mall will construct sidewalks to the mall from 31<sup>st</sup> Street and DART will install a shelter at the site. Paratransit and On Call will continue to operate on mall property.

**2. Garth Brooks Events – Tim Sanderson, Chief Operations Officer**

Tim talked about ridership on DART to the Garth Brooks concerts. DART carried approximately 40,000 people in the 3 day period the concerts were in town. Everything ran great, and the buses were packed full to and from the concerts. Michele Meadors commented that we should promote similar services for other large events like NCAA tournaments when they come to Des Moines.

**3. Upcoming Summer Events – Madi Linkenmeyer, Marketing Coordinator**

Madi spoke about several events that DART will be participating in over the summer, and offered to send out more information to any member interested in participating in any of them.

**F. TRAC MEMBER COMMUNICATIONS**

**G. STAFF UPDATES**

None mentioned

**H. PUBLIC COMMENT**

None mentioned

**I. FUTURE AGENDA ITEMS**

None mentioned

**J. UPCOMING MEETINGS**

1. DART Commission – Noon Tuesday, June 15, 2016, DART Central Station
2. TRAC – Noon Wednesday, July 13, 2016, DART Central Station

**K. ADJOURN**

It was moved and seconded that the meeting adjourn.