



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
TRANSIT RIDERS ADVISORY COMMITTEE
JANUARY 11, 2017 – NOON
DART Central Station, Multimodal Room
620 Cherry Street, Des Moines, Iowa**

TRAC Members Present:

Jay Peterson (Chair), Mark Hutchens (Vice Chair), Randy Henriksen, Randy Anderson, Teresa Volcheck, Denise Jones, Pilar Tromacek, Pam Goehring (via phone)

TRAC Members Absent:

Brenda Gill, Richard Sadler, Michele Meadors, Mary Walter

TRAC Staff Present:

Melissa Fuller, Alison Walding, Matt Johnson, John Clark, Tim Sanderson, Madi Linkenmeyer, Amy LeRue, Amanda Wanke

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Jay Peterson at 12:00 PM.

Roll call was taken and quorum was met.

B. APPROVAL OF SEPTEMBER 24, 2016 MINUTES & APPROVAL OF NOVEMBER 9, 2016 MINUTE

Jay Peterson called for any corrections to the September 24, 2016 and the November 9, 2016 meeting minutes. It was moved and seconded that the meeting adjourn. The minutes from both of the prior meetings were approved by unanimous vote.

C. YEARS OF SERVICE PRESENTATION

Randy Anderson and Jay Peterson were acknowledged and presented a plaque for their service on the committee.

D. DISCUSSION ITEMS

1. 2017 TRAC Goals – Alison Walding

Alison Walding asked the committee to start thinking about what goals they would like to set for 2017.

Ideas discussed:

- Rider Awareness – what can the committee do to keep involved (i.e. city council meetings, community outreach, etc.)
- Rider Feedback – what is the best to get people involved
- Shelters
- Mobile Ticketing
- Farebox

2. TRAC Officers Discussion – Alison Walding

Jay Peterson's one year term as Chair has been completed. The positions for Chair and Vice Chair need to be assigned; Alison Walding proposed Teresa Volcheck, Chair and Mark Hutchens, Vice Chair. It was moved by Randy Henriksen and seconded by Pilar Tromacek to approve Teresa Volcheck as Chair. The

motion carried unanimously. It was moved by Pilar Tromacek and seconded by Randy Anderson to approve Mark Hutchens as Vice Chair. The motion carried unanimously.

3. DMPS Pilot Program – Amanda Wanke

Des Moines Public Schools, United Way of Central Iowa and DART are teaming up to offer free public transit access to Hiatt Middle School students to see if the program improves student attendance. The pilot program began December 19 and continues through the rest of the 2016-17 school year. The United Way of Central Iowa is covering the cost of the students' fare to improve access to education. During the pilot program, any Hiatt Middle School student can show his or her Hiatt ID and they will be able to ride DART for free at any time.

4. DART Wifi Pilot – Erin Hockman

Erin Hockman gave an update on the pilot that will install Wi-Fi on 20 buses operating on two of DART's routes for one year. DART buses on Routes 52 and 98 will be equipped with free Wi-Fi to determine if Wi-Fi access increases ridership and improves customer satisfaction. The launch to riders will begin on February 19. The launch to non-riders and general public will begin late March or early April.

5. Mobile Ticketing – Erin Hockman

Erin Hockman gave an update on the Mobile Ticketing Software and Implementation with the focus on the Mobile Ticketing App Branding. She provided a hand out and reviewed the marketing objectives, branding approach, mobile app names and mobile app icons.

6. Review New Marketing Brochure – Madi Linkenmeyer

Madi Linkenmeyer handed out a sample of the new marketing brochure to the committee for review. She asked for the committee to email Alison Walding with any feedback they might have.

7. Route 10 Update – Madi Linkenmeyer

Madi Linkenmeyer gave an update on Route 10. The new route was introduced on November 21, 2016. It services the new Broadlawns Clinic and Pleasant Hill via East University. The average number of rides in the first 30 days was 108. DART will continue to monitor the number of rides and hopes to see the increase in ridership.

8. Customer Satisfaction Survey – Tim Sanderson

Tim Sanderson shared the results of the biennial Customer Satisfaction Survey DART conducted in the fall of 2016. The survey covered all three of DART's services including Fixed Route, Paratransit and Rideshare. DART received an overall customer satisfaction rating of 84% for all DART Services; this is a 1% increase from 2014. Fixed Route received 90%, Paratransit received 81% and Rideshare received 82%. According to ETC our results are exceptionally high for the transit business.

E. ACTION ITEMS

None mentioned

F. OTHER BUSINESS

1. TRAC IDs

Alison Walding asked members if they need a TRAC ID; everyone has one.

G. TRAC MEMBER COMMUNICATIONS

None mentioned

H. STAFF UPDATES

None mentioned.

I. PUBLIC COMMENT

None mentioned

J. FUTURE AGENDA ITEMS

1. Ride Share Update

K. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, February 7, DART Central Station
2. TRAC – Noon Wednesday, March 8, 1100 Dart Way

L. ADJOURN

It was moved and seconded that the meeting adjourn. The motion was carried unanimously.