



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

NOVEMBER 6, 2019 – NOON

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

TRAC Members Present:

Hayley Anderson (Chair) Allen Root (Vice Chair), Teresa Volcheck, Susan Wells, Zacharey Bradley, Cindy Tonsfeldt, Jennifer Naber, Emmanuel Smith, Carrie Kruse, Rick Marmon

TRAC Members Absent:

None

TRAC Staff Present:

Catlin Curry, Melissa Peterson, Matt Harris, Megan Grandgeorge, Amanda Wanke, Erin Hockman, Fred Gilliam, Carl Saxon, Steve Wright, Elijah Dantzler, Giada Morresi

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

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

B. APPROVAL OF SEPTEMBER 18, 2019 MEETING MINUTES

Chair, Hayley Anderson called for any corrections to the September 18, 2019 meeting minutes. It was moved by Jennifer Naber and seconded by Zacharey Bradley to approve the meeting minutes as presented. The motion carried unanimously.

C. PUBLIC COMMENT

None.

D. ACTION ITEMS

1. 2020 TRAC Meeting Dates

TRAC Coordinator, Catlin Curry proposed the following 2020 TRAC Meeting Dates:

- January 8, 2020
- March 11, 2020
- May 13, 2020
- July 8, 2020
- September 9, 2020
- November 11, 2020

It was moved by Allen Root and seconded by Susan Wells to approve the meeting dates as presented. The motion carried unanimously.

E. DISCUSSION ITEMS

1. TRAC Member Update

TRAC Coordinator, Catlin Curry and CEO, Elizabeth Presutti presented a DART plaque and a special thank you to Teresa Volcheck for serving two terms on TRAC, including two years as the Chair of the committee.

TRAC Coordinator, Catlin Curry provided an update on TRAC Member Recruitment. There are currently two open positions, one Express and one Local Route Rider, with terms starting January 2020. DART has 20 applicants to review for filling the open positions.

2. Marketing and Communication Updates

Senior Marketing Specialist Megan Grandgeorge shared the following Marketing and Communications Updates:

- i. Promotions
Highlighted DART marketing promotions #DARTtothePolls, free rides to the polls Nov 5 and the New Mover Campaign, focusing on new movers and offering free rides for those who live in the area of Flex Connect, 72, 93, 50, 11 Ankeny On Call. Also, happy to report that 2,321 rides were given during the Des Moines Public Library Week in September for free rides with your DMPL library card.
- ii. Library Story Time
DART staff and Commissioners are currently participating in a DART member community library story hour. We are continuing to share "Last Stop on Market Street" with the communities we service. DART has scheduled with each public library in our service area a special "Get on Board" story time. Pictures can be found on DART's social media pages.
- iii. Transit Tunes
DART's Mobility and Marketing Intern, Giada Morresi created a Transit Tunes playlist, made of songs recommended by DART staff. You can find it at Ridedart.com/Transittunes.

3. October Service Change Update

Transit Planner, Carl Saxon provided an update on the October Service Change and next steps which include to continue to monitor productivity and public feedback, identify minor modifications for a February service change and evaluate the Flex Connect Pilot.

4. Business and Community Partnerships Update

Business and Community Partnerships Manager, Matt Harris shared that DART is currently in the process of on-boarding Wittern Group as a new Unlimited Access Partner.

5. Customer Service Updates

Customer Experience Manager, Steve Wright provided an overview for the month of September speaking to the four key areas of Call Volume, Quality Assurance, Service Levels and Top 5 Complaints.

6. Customer Service Satisfaction Survey

Post-poned to January's meeting.

F. OTHER BUSINESS

None.

G. FUTURE AGENDA ITEMS

H. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, December 3, 2019, DART Central Station
2. TRAC – Noon Wednesday, January 8, 2019, DART Central Station

I. ADJOURN

Chair, Hayley Anderson called to adjourn the meeting at 1:30 PM. It was moved by Jennifer Naber and seconded by Susan Well. The motion was carried unanimously.