



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

MARCH 8, 2017 – NOON

DART Operations, Hub Room
1100 Dart Way, Des Moines, Iowa

TRAC Members Present:

Teresa Volcheck (Chair), Mark Hutchens (Vice Chair), Randy Henriksen, Emmanuel Smith, Pilar Tromacek, Pam Goehring

TRAC Members Absent:

Brenda Gill, Richard Sadler, Michele Meadors, Mary Walter, Denise Jones

TRAC Staff Present:

Alison Walding, Melissa Fuller, Matt Johnson, John Clark, Tim Sanderson, Amanda Wanke, Jamie Schug, Elizabeth Presutti, Katie Stull, Zanetta Moore, Brandon Pollard

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Teresa Volcheck at 12:00 PM.
Roll call was taken and a quorum was not met.

B. INTRODUCTION OF NEW MEMBER

Alison Walding introduced TRAC's new member representing Paratransit, Emmanuel Smith.

C. STATUS UPDATE ON TRAC OPENINGS

Positions remain open. DART staff is working diligently to get these positions filled.

D. APPROVAL OF JANUARY 11, 2017 MINUTES

The minutes of the January 11, 2017 meeting could not be approved because there was not quorum.

E. PUBLIC COMMENT

None mentioned.

F. ACTION ITEMS

1. 2017 TRAC Goals – Alison Walding

Alison Walding reviewed the five 2017 goals that were provided to members and asked members to read them over and provide feedback. Members were encouraged to brainstorm other goals as well. The committee will approve the goals at the next meeting scheduled on May 10, 2017.

G. DISCUSSION ITEMS

1. Ride Share Update – Brandon Pollard

Brandon Pollard gave an update on Ride Share. Currently there are over 100 vans and 70 of the vans are active. He is looking at different ways to continue to promote Ride

Share; ideas include social media, newsletter to employers along with a bi-annual visit, Chamber of Commerce meetings and face to face meetings with larger companies.

2. Paratransit Software Update Communication – Matt Johnson

Matt Johnson provided an update on the new Paratransit software that is being launched in late March. With this new launch, DART will be sending out a communication to all Paratransit riders. Matt read his DRAFT letter to the members and asked for feedback. The letter will be mailed out on Friday, March 30, 2017.

3. Fare Box Update – Jamie Schug

Jamie Schug provided an update on the Fare Box. The RFP for the Fare Box was opened on Friday, March 3, 2017. Proposals are due on April 12, 2017. Oral presentations are tentatively scheduled for the week of May 1, 2017. Alison will communicate the oral presentation schedule for any TRAC members who are interested in attending.

H. OTHER BUSINESS

1. Leadership Team Roundtable

Elizabeth Presutti, Chief Executive Officer (CEO); Amanda Wanke, Chief Engagement & Communications Officer (CECO); Tim Sanderson, Chief Operating Officer (COO); Jamie Schug, Chief Financial Officer (CFO); Katie Stull, Chief Human Resources Officer (CHRO)

- WiFi Pilot: On routes 98 & 52. Very positive feedback so far. Receiving over 250 hits a day and an average of 4-5 calls a day with riders saying thank you. Next steps for the pilot will be marketing on social media and to riders. Pilot will continue through Feb. 20, 2018.
- Ridership Trend: Down 3% but trending well in comparison to other transit companies our size. Continuing to market promotions and focus on ridership; looking at a variety of options.
- DART Forward: Received feedback from the public which showed strong support for increased transit service in our community. The Commission approved two action items as next steps to continue discussions:
 - **DART Funding Study Request to Greater Des Moines Partnership:** The Commission approved a letter to the Greater Des Moines Partnership requesting the Partnership and Transit Future Work Group commission an independent study of funding options to advance public mobility in the region. This analysis should look at both public and private revenue streams in order to determine the feasibility of the future transit plans suggested in DART Forward 2035. DART staff will work closely with Partnership staff on next steps.
 - **DART Governance Task Force and Facilitation Services:** The Commission approved the formation of an independent task force on governance, which will have assistance from the Community Foundation of Greater Des Moines, to evaluate DART's governance structure and provide governance recommendations to the DART Commission in spring 2017. The task force will be made up of the following communities and organizations:

Cities: Altoona, Ankeny, Des Moines, Grimes, Johnston, Pleasant Hill, Urbandale, West Des Moines

Community Partners: Greater Des Moines Partnership, DART Unlimited Access Partner, United Way of Central Iowa, Central Iowa Taxpayers Association

I. STAFF UPDATES

Zanetta Moore has joined DART as a Public Ally through Urban Dreams. She'll be working closely with Alison Walding in her role as Mobility Assistant through October 2017.

J. TRAC MEMBER COMMUNICATIONS

None mentioned

K. FUTURE AGENDA ITEMS

Approval of 2017 TRAC Goals

L. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, April 4, 2017, DART Central Station
2. TRAC – Noon Wednesday, May 10, 2017, DART Central Station

M. OPTIONAL DART WAY TOUR

Tim Sanderson, COO, provided a tour of the newly remodeled DART Operations facility.

N. ADJOURN