



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

MARCH 13, 2019 – NOON

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

TRAC Members Present:

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

TRAC Members Absent:

Randy Henrickson, Michele Meadors, Jennifer Naber, Matthew Cook

TRAC Staff Present:

Catlin Curry, Melissa Fuller, Luis Montoya, Amanda Wanke, Erin Hockman, Evan Stober

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 JANUARY 9, 2019 MEETING MINUTES

Chair, Hayley Anderson called for any corrections to the January 9, 2019 meeting minutes. It was moved by Susan Wells and seconded by Cindy Tonsfeldt to approve the meeting minutes as presented. The motion carried unanimously.

C. PUBLIC COMMENT

None.

D. ACTION ITEMS

None.

E. DISCUSSION ITEMS

1. TRAC Member Service Awards – Elizabeth Presutti & Catlin Curry

Elizabeth Presutti, Chief Operating Officer, and Catlin Curry, TRAC Coordinator, presented service awards to Randy Henrickson and Mark Hutchens for their time served on the TRAC committee. Michele Meadors was also recognized in her absence.

2. Public Affairs & Legislative Updates – Amanda Wanke & Erin Hockman

Amanda Wanke, Chief External Affairs Officer, provided the committee an update on the status of DART's legislative priorities. Erin Hockman, Marketing and Communications Manager, shared that staff began implementing a social media campaign featuring rider stories about the importance of transit. The ads are directing people to a new section on ridedart.com with more information about the benefits of public transportation.

3. "DART" Will Keeps Music Video (Erin Hockman)

Erin Hockman, Marketing and Communications Manager, shared the music video local rap artist Will Keeps directed featuring DART and DMPS students and the impact he hopes it will have on fostering respect and safety for everyone using DART.

4. Get on Board Promotion (Evan Stober)

Evan Stober, External Affairs Assistant, shared that April 25th is National "Get on Board" Day which is a promotion to raise awareness and use of our fixed route services. DART will be promoting on social media and at DART Central Station.

5. Service Change Updates (Luis Montoya)

Luis Montoya, Planning and Development Manager, shared staff has developed options for service changes for routes in the western suburbs and Ankeny that could be implemented in the fall of 2019. The goal of these changes is to improve the efficiency and effectiveness of these routes in a cost-neutral fashion. Options were presented to the Planning Committee in March, with more discussion to come in April. Public outreach events will be held in Ankeny, Clive, Grimes, Urbandale and West Des Moines to share options with the public and collect feedback.

TRAC Member Mr. Smith voiced reservations with the potential of Uber or Lyft being looked at as alternatives to the current Ankeny route, and raised concerns about both the lack of accessibility of such an option, as well as the implications of the lack of oversight over Uber and Lyft drivers such a move would bring.

6. Title VI Updates (Luis Montoya)

Luis Montoya, Planning and Development Manager, shared that staff is developing a three-year update to DART's Title VI Program as required by the FTA. Draft policy recommendations were shared at two public meetings at DART Central Station, as well on our website and via emails to customers and partners. Discussion and approval items will be brought to the DART Commission in February, March, April and May.

F. OTHER BUSINESS

1. Art bus unveiling today at 1:45 at DART Central Station
2. TRAC members group photo in May; more details to follow

G. TRAC MEMBER COMMUNICATIONS

None.

H. FUTURE AGENDA ITEMS

1. TRAC Goal Updates
2. Rider and Non Rider Survey Results
3. DART Budget Overview

I. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, April 2, 2019, DART Central Station
2. TRAC – Noon Wednesday, May 8, 2019, DART Central Station

J. ADJOURN

Chair, Hayley Anderson adjourned the meeting at 1:30 PM. It moved by Allen Root and seconded by Emmanuel Smith. The motion was carried unanimously.