



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

MAY 8, 2019 – NOON

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

TRAC Members Present:

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

TRAC Members Absent:

Hayley Anderson (Chair)

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 TRAC Member, Teresa Volcheck at 12:03 PM. Roll call was taken and a quorum met.

B. APPROVAL OF MARCH 13, 2019 MEETING MINUTES

Vice Chair, Allen Root called for any corrections to the March 13, 2019 meeting minutes. Emmanuel Smith asked for an amendment to the meeting minutes; in section E5, he asked for the concerns he voiced regarding the discussion to be noted. It was moved by Teresa Volcheck and seconded by Susan Wells to approve the meeting minutes and amendment. The motion carried unanimously.

C. PUBLIC COMMENT

None.

D. ACTION ITEMS

None.

E. DISCUSSION ITEMS

1. Rider & Non Rider Survey – Erin Hockman

Erin Hockman, Marketing and Communications Manager, reviewed the Rider and Non Rider Survey highlighting the results for Fixed Route, Paratransit and Rideshare. Overall results came in high and customers were satisfied. Areas for Improvement include On Time Performance (OTP), cleanliness of bus shelters and safeness.

2. Marketing Update – Erin Hockman

Erin Hockman, Marketing and Communications Manager, provided a marketing update to the committee. She highlighted the DART marketing promotions coming up this summer such as Farmers' Market, Bike Month, Yankee Doodle Pops, 80/35 and Iowa State Fair; the Route 50 (Euclid/Douglas Crosstown) ridership strategy where marketing awareness has been increase to increase ridership and the digital marketing campaign that will get an updated creative look to begin running in March on Facebook, display

ads and Snapchat to target the 18-34 year-olds in the Metro, West Des Moines, Ankeny and Downtown workforce.

3. DART & DMPS Partnership – Amanda Wanke

Amanda Wanke, Chief External Affairs Officer, discussed the partnership between DART and DMPS. Highlights include the contract, who pays for the rides, who determines which kids get to ride and communication around that to families and how DMPD is involved at DART Central Station. Due to time and the number of questions surrounding this agenda topic, it will be moved to the July meeting to continue the discussion.

4. DART Budget Update – Amanda Wanke

Did not have time to discuss this item; will move to future agenda items.

5. Fall Service Change & Public Participation – Luis Montoya

Luis Montoya, Planning and Development Manager, shared an update and overview of the planned Fall Service Change, which will focus on DART routes in the following member communities: Ankeny, Clive, Des Moines, Grimes, Pleasant Hill, Urbandale and West Des Moines. DART will be holding a second round of public meetings in the communities impacted by the fall 2019 service change.

6. Review TRAC Goals – Catlin Curry

Did not have time to discuss this item; will move to future agenda items.

F. OTHER BUSINESS

None.

G. TRAC MEMBER COMMUNICATIONS

None.

H. FUTURE AGENDA ITEMS

1. TRAC Member Forum
2. Continuation of DART & DMPS Partnership
3. Review TRAC Goals
4. DART Budget Update

I. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, June 4, 2019, DART Central Station
2. TRAC – Noon Wednesday, July 10, 2019, DART Central Station

J. ADJOURN

Chair, Hayley Anderson adjourned the meeting at 1:10 PM. It moved by Susan Wells and seconded by Matthew Cook. The motion was carried unanimously.