

TRAC Meeting Minutes
January 12, 2011, 11:30 a.m.
Greater Des Moines Partnership – 1st Floor

TRAC members present: Paul Bice, Helen Boles, Eileen Bradley, Crystal Estabrook, Kelly Henry, Rod Van Genderen, Greg Boeschen, Stevie Sue Johnson, Al Root, Cyrilla Gregory, Alexander Grgurich, Matthew Ott and T. Anthony Welch.

TRAC members absent: Jinsong Chen.

DART staff present: Elizabeth Presutti, Tom Reynolds, Gunnar Olson, Jim Tishim and Rebecca Lovig.

1. CALL TO ORDER

2. ROLL CALL AND ESTABLISHMENT OF QUORUM

- Vice Chair Crystal Estabrook recognized the four new members of TRAC -- Cyrilla Gregory, Alexander Grgurich, Matthew Ott and T. Anthony Welch.
- All members and staff introduced themselves.

3. APPROVAL OF NOVEMBER 10, 2010, MINUTES

- A. Approved unanimously.

4. DISCUSSION ITEMS

- A. New Chief Operating Officer – Tom Reynolds, Chief Operating Officer

Tom Reynolds introduced himself to the committee members and shared a brief summary of his transit background. He will be attending TRAC meetings regularly.

- B. TRAC Goals for 2011 – Gunnar Olson, Public Information Officer

TRAC members suggested areas of improvement for DART, from which staff would develop specific goals for DART for 2011. Suggestions included:

- GPS for Paratransit (Elaine)
- Small events to promote DART brand name (Alexander)
- Easier access to schedules, passes, tokens (Helen)
- More interconnecting routes (Helen)
- Better bus stop locations in winter (T. Anthony)
- Longer service hours (T. Anthony)
- Restore service that was cut in April and improve routes in process (Kelly)
- Keep construction of Transit Hub on schedule (Rod)
- More ride-matching and web marketing (Crystal)
- Include RideShare in marketing efforts (Crystal)
- More marketing to state employees and all Unlimited Access companies (Cyrilla)

C. February service changes, including review of comments from December public meetings – Jim Tishim, Planning Director

Tishim reviewed the service changes that would be going into effect on Sunday, February 6. He focused on the expansion of Route 7 to Altoona midday and during the weekends.

D. DART Project Updates – Elizabeth Presutti, Chief Development Officer

Presutti updated TRAC members on multiple projects, including the Transit Hub and the DART Forward 2035 planning study.

E. Naming the Transit Hub – Gunnar Olson, Public Information Officer

TRAC members suggested possible new names for the transit hub. Olson said DART would also solicit suggestions from DART employees and the public, narrow the field, then return to the committee members at the March TRAC meeting for their recommendation. Members' suggestions included:

- DART Board (Greg)
- GWYG Transportation Center, aka Get Where You're Going Transportation Center (Eileen)
- Transit Mall or Transit Center (T. Anthony)
- The Hub (Crystal)
 - She questioned whether this name would be confused with the Hub Tower.
- DART Bus Depot (Paul)
- DART Depot (Crystal)
- Cherry Street _____ (Matt)
- DART Central (Greg)
- Cherry Central (Greg)
- Bus Stop or Link (T. Anthony)
 - T. Anthony suggested having a short name to save on the cost of marketing
- DART Central Stop (Alexander)
- D-Link (Allen)
- Cherry Street _____ (Stevie)

Alexander and Rod said they thought the name should include “DART” for branding purposes. Stevie and Matt both suggested using Cherry Street in the name.

Reynolds asked what the TRAC members would think of a corporate sponsor for the transit hub and using that sponsor’s name in the transit hub’s name. Greg said he thought that would cause issues of competing sponsors between local companies such as Wellmark and Principal.

Alexander said the transit hub’s name should remain the same for a long time for branding purposes, and he suggested that a corporate-sponsored name would be more likely to change periodically. Alexander suggested possibly using sponsors in naming sections or rooms of the transit hub.

5. ACTION ITEMS

A. TRAC Chair Nominations and Approval

Olson reviewed the additional responsibilities of the TRAC Chair and said that, because the position required an additional time commitment, it was preferable for the eventual nominee to appoint him- or herself.

Crystal asked for volunteers to nominate themselves. Alexander nominated himself. There were no other volunteers.

Crystal asked Alexander to share his qualifications for the role. Alexander cited his experience as a former Norwalk City Council member and his reliance on public transit.

Crystal called for a vote. The committee voted unanimously to appoint Alexander as Chair.

6. TRAC MEMBER COMMUNICATIONS

None.

7. PUBLIC COMMENT

None.

8. FUTURE AGENDA ITEMS

- A. Naming the new Transit Hub
- B. Approve TRAC goals for 2011
- C. DART Forward 2035 Plan Update
- D. Budget for Fiscal Year 2012

9. OTHER COMMUNICATIONS

- A. Next DART Commission Meeting: 5 p.m. Tuesday, January 25, 2011.
- B. Next TRAC Meeting: 11:30 a.m. Wednesday, March 9, 2011.