



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
TRANSIT RIDERS ADVISORY COMMITTEE  
SEPTEMBER 14, 2016 – NOON  
DART Central Station, Multimodal Room  
620 Cherry Street, Des Moines, Iowa**

**TRAC Members Present:**

Jay Peterson, Mark Hutchens (via phone), Randy Henriksen, Randy Anderson, Denise Jones, Teresa Volcheck, Pam Goehring

**TRAC Members Absent:**

Brenda Gill, Richard Sadler, Michele Meadors, Pilar Tromacek, Mary Walter

**TRAC Staff Present:**

Melissa Fuller, Tim Sanderson, John Clark, Todd Struthers, Erin Hockman

**A. ROLL CALL AND ESTABLISHMENT OF QUORUM**

The meeting was called to order by Jay Peterson at 12:00 PM.  
Roll call was taken and quorum was met.

**B. APPROVAL OF JULY 13, 2016 MINUTES**

Jay Peterson called for any corrections to the July 13, 2016 meeting minutes. Pam Goehring moved to approve the July 13, 2016 minutes and Randy Henriksen seconded. The minutes from the prior meeting were approved by unanimous vote.

**C. ACTION ITEMS**

None mentioned

**D. DISCUSSION ITEMS**

**1. Mobile Ticketing Update – Todd Struthers, IT Manager**

Todd gave an update on the Mobile Ticketing Software and Implementation. Currently in the process of negotiating the contract with Bytemark, Inc., with the final contract to be approved by the Commission at an upcoming meeting. Goal is to be live Q1, will start project with a six month pilot. RideTime app will still be available, this is an addition. 2 phases to the project: phase 1 is the flash pass; phase 2 will be pairing the phone with a reader on the bus.

**2. Wi-Fi Pilot – Todd Struthers, IT Manager**

Todd gave an update on the pilot that will install Wi-Fi networks on 20 buses operating on two of DART's routes for one year. The pilot will begin in the first quarter of 2017 and will operate on Local Route 52 and Express Route 98. After a year with the program, DART will evaluate whether or not it is successful and decide if Wi-Fi should be expanded to include the entire fleet.

**3. 2016 Goals Progress Update – DART Staff**

TRAC members received a copy of the 2016 Goals set for DART staff by the Transit Riders Advisory Committee. An update was provided for each goal; staff read through each one.

**4. FY2017 Marketing & Communications Plan – Erin Hockman, Marketing & Communications Manager**

Erin provided an update on the Marketing and Communications Plan for FY2017. In this plan, priority will be given to increasing awareness of DART services, using marketing tactics to increase campaign ridership and improving the public perception of DART.

**E. OTHER BUSINESS**

None mentioned

**F. TRAC MEMBER COMMUNICATIONS**

None mentioned

**G. STAFF UPDATES**

None mentioned

**H. PUBLIC COMMENT**

None mentioned

**I. FUTURE AGENDA ITEMS**

1. Iowa Rideshare Update

**J. UPCOMING MEETINGS**

1. DART Commission – Noon Tuesday, October 4, 2016, DART Central Station
2. TRAC – Noon Wednesday, November 9 , 2016, DART Central Station

**K. ADJOURN**

It was moved and seconded that the meeting adjourn.