

**TRAC Meeting Minutes**  
**Sept. 14, 2011, 11:30 a.m.**  
**Greater Des Moines Partnership – 1<sup>st</sup> Floor**

**TRAC members present:** Crystal Estabrook, Jinsong Chen, Helen Boles, Eileen Bradley, Kelly Henry, Rod Van Genderen, Greg Boeschen, Stevie Sue Johnson, Cyrilla Gregory, Matthew Ott, Paul Bice and Al Root.

**TRAC members absent:** T Anthony Welch and Alexander Grgurich.

**DART staff present:** Tom Reynolds, Jim Tishim, Kirstin Baer-Harding and Gunnar Olson.

**Others present:** One member of the public was present.

1. CALL TO ORDER
2. ROLL CALL AND ESTABLISHMENT OF QUORUM
3. APPROVAL OF JULY 13, 2011 MINUTES
4. DISCUSSION ITEMS
  - A. DART's 5<sup>th</sup> Birthday – Kirstin Baer-Harding, Marketing Manager  
Marketing Manager Kirstin Baer-Harding reviewed plans for celebrating the fifth anniversary of the creation of DART in 2006. She said DART staff would be holding “birthday parties” at libraries in DART’s member cities throughout the months of October and November. In addition, DART would hold a

photography contest during the month of October. DART will use the resulting photos in subsequent marketing initiatives.

Rod Van Genderen asked if DART planned to use the bus wrapped in the image of DART Central Station. Baer-Harding said that was the plan.

Matt Ott suggested using the pictures from the contest as art in the new DART Central Station. Baer-Harding said that was a possibility.

- B. TRAC Goals update – Gunnar Olson, Public Information Officer  
DART staff including Chief Operating Officer Tom Reynolds, Planning Director Jim Tishim and Public Information Officer Gunnar Olson gave an overview of the TRAC goals for DART in 2011.

Regarding marketing events, Van Genderen suggested using the Principal Plaza.

Regarding the implementation of the online trip planner, Lewis suggested using TRAC members as a focus group to test the product.

Ott inquired about the timing of the rollout of the automatic-vehicle-location system. Reynolds said DART staff wants that to rollout before the 2012 Iowa State Fair. He stated further that the rollout should happen over approximately one and a

half months because of DART's relatively small fleet of vehicles.

Kelly Henry asked if DART implement technology to make the real-time schedule information available to people without sight. Reynolds said DART Central Station would have kiosks with talking capabilities such that customers could listen to schedule information.

#### C. Projects update – DART staff

##### i. DART Central Station

##### ii. Alternatives Analysis

DART staff reported on the start of the Alternatives Analysis process of exploring the possibility of bringing bus-rapid transit to Des Moines. A Stakeholders Advisory Committee has been started. Tishim noted that community support would be very important to the process.

##### iii. State Fair

Reynolds reported high ridership on the service to the 2011 Iowa State Fair. More than 200,000 rides were given to the Fair from DART's three Park and Ride locations. That represented roughly one in five of this year's State Fair attendees.

Helen Boles said she rode DART to the State Fair for the first time this year and that she was impressed with the service. She commented that standing and waiting for buses to and from the State Fair could be tiresome for some people. She suggested DART explore the possibility of locating benches. Tishim said that DART could talk with the State Fair about that idea.

#### D. DART Forward 2035 Adjustments – DART Staff

DART staff gave an overview of the DART Forward 2035 Plan in its final format before going to the DART Commission for a vote. Staff highlighted the changes since the initial recommendations had been presented to TRAC and the public in July.

Greg Boeschen stated that customers who use Route 91 along Beaver Avenue are disappointed by the recommendation to reroute that service along Merle Hay Road. He noted that many of the customers are long-time riders of DART.

Eileen Bradley pointed out that some of the changes would mean longer walks for some customers.

Boeschen stated that he liked the proposed new crosstown routes, calling them a great addition.

Van Genderen said he liked the fact that the DART Forward 2035 Plan was rooted in a fact-based analysis. Lewis agreed.

Henry said she liked the predictability that would come from having a public, stated plan of DART's plans for growth. Staff asked for each TRAC member's opinion of the plan. Every member who was present found the plan to be an overall improvement for public transit. Voicing support for the plan, the committee voted unanimously to endorse the plan to the DART Commission.

## 5. TRAC MEMBER COMMUNICATIONS

There were none.

## 6. PUBLIC COMMENT

## 7. FUTURE AGENDA ITEMS

A. Detour Communications

B. Final TRAC Goals update

## 8. OTHER – Communications

A. Next DART Commission Meeting: 5 p.m. Tuesday, September 27, 2011

B. Next TRAC Meeting: 11:30 a.m. Wednesday, November 9, 2011

1. CALL TO ORDER

2. ROLL CALL AND ESTABLISHMENT OF QUORUM

3. APPROVAL OF M1Y 11, 2011 MINUTES

4. DISCUSSION ITEM

## A. DART Forward 2035 Recommendations – New DART General Manager Elizabeth Presutti and Transportation Management & Design.

General Manager Elizabeth Presutti opened the discussion of the DART Forward 2035 Recommendations. She said the plan was based on the data collected in late 2010. She said that while coverage of the region is important, it is more effective to concentrate resources on key transit corridors. She said she believed in the strength of the overall plan but acknowledged that not everyone would be happy personally.

TRAC members asked many questions. Greg Boeschen inquired about frequency of routes on the northwest side.

Cyrylla Gregory stated that she was for the change and suggested that people give the new plan a chance.

TRAC members also had suggestions for presenting the recommendations to the public. Rod Van Genderen suggested incorporating other DART initiatives such as DART Central Station and the online trip planner into the presentation. Kelly Henry suggested providing definitions of the route numbers and how they are differentiated.

## 5. PUBLIC COMMENT

There was no public comment.

6. FUTURE AGENDA ITEMS

A. DART Central Station Update

B. DART Forward 2035 Update

C. TRAC Goals Update

7. OTHER – Communications

A. Next DART Commission Meeting: 5 p.m. Tuesday, July 26, 2011

B. Next TRAC Meeting: 11:30 a.m. Wednesday, September 14,  
2011