

TRAC Meeting Minutes
September 12, 2012, at 12 p.m.
Greater Des Moines Partnership – 2nd Floor

TRAC members present: Crystal Estabrook, Helen Boles, Eileen Bradley, Kelly Henry, Rod Van Genderen, Greg Boesch, Peggy Chong, Randy Anderson, Jinsong Chen and Cyrilla Gregory.

TRAC members absent: Alexander Grgurich, Al Root and Matthew Ott.

DART staff present: Kirstin Baer-Harding, John Clark and Gunnar Olson.

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

Vice Chair Rod Van Genderen led the meeting in Alexander Grgurich's absence. Roll call was taken and a quorum was present.

B. APPROVAL OF July 11, 2012, MINUTES

The minutes from the July 11, 2012, meeting were adopted by unanimous vote.

C. ACTION ITEMS

1. Update TRAC Bylaws – Gunnar Olson, Public Information Officer
Public Information Officer Gunnar Olson described the recent redistricting of the DART Commission. The decennial census required an adjustment of the Commissioners' political boundaries. Those same boundaries are used for seven of the TRAC members' appointments. Because the Commissioners' districts changed, so too did those of TRAC members. However, TRAC's bylaws are silent on what happens to members' appointments following such redistricting. Staff recommended to amend the bylaws to state that

members whose districts were affected by a redistricting to complete their current terms. However, upon completion of their term, members would be subject to reappointment by whichever Commissioner now represented their district. Other restrictions, such as two-term term limits, still apply.

While amending the bylaws, staff recommended changing language regarding DART's staffing of the committee. Originally, specific positions within DART were identified as being the primary contacts for TRAC. However, neither of the positions exists at DART any longer. Staff recommended changing the bylaws to say that a "TRAC liaison" would be appointed by the General Manager. This would give DART flexibility in staffing TRAC.

TRAC members inquired about their status of their individual appointments.

Olson handed out letters to each committee member with this information. Five of the committee's founding members were coming up on the end of their second and final terms. Six other TRAC members' appointments were expiring and they would need to be reappointed. Only two members had appointments that carried beyond December 31, 2012.

The committee voted unanimously to approved the updated TRAC bylaws.

D. DISCUSSION ITEMS

1. Marketing and Communications Plan – Kirstin Baer-Harding, Marketing and Advertising Manager

Olson and Marketing and Advertising Manager Kirstin Baer-Harding presented the FY2013 DART Marketing and Communications Plan. Olson provided the context for the plan, explaining how DART has a unique opportunity to reintroduce itself to the community due to the drastic changes being made this year. Baer-Harding explained out this theme would play out with all of the various marketing strategies, such as the opening of the station, new branding, and a new slogan that will be used in a marketing campaign to promote the new services.

Baer-Harding also asked committee members to review three variations of new schedule fronts. Committee members provided feedback. Peggy Chong said she preferred having the effective date at the very top of the schedule. The other committee members concurred.

2. Customer-Satisfaction Survey -- Gunnar Olson, Public Information Officer

Olson gave a presentation on some of the key findings of the Customer Service Satisfaction Survey that was conducted in May and June of this year. The key findings across all services – Fixed Route, Paratransit and RideShare – were that a majority of riders thought DART provided a valuable service to the region and would continue to ride DART.

Van Genderen commented on the high response rate of RideShare uses.

Kelly Henry asked if there were plans to add service on holidays.

Olson replied that there were no immediate plans to do so, but acknowledged the transit systems in larger cities do offer service on holidays.

Helen Boles suggested having kiosks at Drake University to educate students about bus service. Baer-Harding commented that DART does work with Drake to inform students about transit options.

E. TRAC MEMBER COMMUNICATIONS

Greg Boeschen asked when riders could expect real-time bus schedule information. Baer-Harding indicated that the real-time departure information would likely be available at DART Central Station at the time of its opening in November. She said it could be 2013 before the real-time information was available via customers' mobile devices or Internet browsers.

F. STAFF COMMUNICATIONS

1. TRAC Goals Update

Olson gave a quick update on DART's progress meeting the goals set out for the authority by TRAC.

2. DART Central Station Grand Opening

Olson summarized the events that are planned for the grand opening of DART Central Station, including a ribbon-cutting ceremony, an employee open house and a public open house.

G. PUBLIC COMMENT

No members of the public were present.

H. FUTURE AGENDA ITEMS

1. Automatic-Vehicle Location System
 2. Nominate Chair and Vice Chair for 2013
 3. 2013 Meeting Dates
 4. Recognized Original TRAC Members
- I. Next DART Commission Meeting: 5 p.m. Tuesday, September 25, 2012
 - J. Next TRAC Meeting: Wednesday, November 14, 2012

The meeting was adjourned.