

TRAC Meeting Minutes
July 14, 2010, 11:30 a.m.
Greater Des Moines Partnership – 1st Floor

TRAC members present: Paul Bice, Helen Boles, Eileen Bradley, Stevie Sue Johnson, Crystal Estabrook, Kelly Henry, Gini Wolf, Sarah Riley, Rod VanGenderen, and Allen Root

DART staff present: Elizabeth Presutti, PJ Sass, Gunnar Olson, Jim Tishim, Rebecca Lovig, and Kirstin Baer-Harding

Visitor and Guest Speaker: Adam Hammes of Urban Ambassadors

1. Call to Order
2. Roll call and establishment of quorum
3. May 12, 2010 TRAC meeting minutes
--approved.
4. Introductions and welcome of new TRAC members; Allen Root and Stevie Sue Johnson
4. Discussion Items

--Presentation by Jim Tishim

A. August 22 Service Changes

- Route 11 extended hours
- School service changes
- Route 91 NW Express, minor changes

-- TRAC Member Allen Root asked about anticipated crowding on route 1 once school started; DART staff will monitor loads and adjust as need be

--TRAC Member Gini Wolf asked how much compensation DART receives from DMPS; over \$6,000

B. Service in planning stages

- Should DART incorporate an extra dead-head trip on days when school is in service to allow riders to board as bus is returning to bus garage?
 - a. TRAC members were asked to provide feed-back as to if this trip should be a published trip, or just a bonus trip with the public educated that the trip should not be counted on; TRAC members felt like the trip should be a bonus trip with rider education
- SE Polk Schools to vote on allowing DART to provide school transportation
- Urbandale/Clive to add new park & ride location; possible at the new Wal-mart in Grimes
- Extended service on the #1 Fairgrounds to Pleasant Hill business area

C. State Fair Service Update

- Will use drivers from West Des Moines Schools this year, instead of DMPS drivers
 - This means yellow bus will have A/C and more seating capacity
- New staging area at the Fair Grounds, so will need to educate public on safety

D. Trip Planner Update and Demonstration

--Presentation by Kirstin Baer-Harding

Demonstrations were presented on two possible trip planners, and TRAC members were asked to provide feed-back on best features and benefits of the two products

- Toronto Transit Commission Trip Planner

- Trans Link Trip Planner
 - TRAC members like to see google maps
 - Like to have the option to print the map or the route
 - Like the calendar feature instead of drop down with date
 - Like that Trans Link provides a check box for multiple selections at one time
 - Like having the option for an email link

TRAC member Gini Wolf said this is great, but we will still have customers that want a live CSR, she also feels we will need to educate the public on how to use the new technology.

TRAC members overall chose the TRANS LINK site as the preferred site. Kirstin Baer-Harding said that DART hopes to have the service up and running by Winter of 2011.

E. The Big Photo Shoot

--Presentation by Gunnar Olson and Adam Hammes

Gunnar and Adam presented a photo that was used in Muenster Germany that demonstrates the impact of using a bus or bicycles in lieu of single occupancy vehicles. DART will sponsor and help re-create a similar photo shoot to be used by DART and other sponsors concerned with the environment.

- Photo shoot will be on August 8, 2010 from 1-3 p.m. in the East Village on Locust Street
- Will run a 2-3 week social media campaign to generate interest in the photo
- Photo will feature 40 cyclists, 40 cars, and 40 people
 - Volunteers needed
 - After party at Mullets or Continental as thank you

TRAC member Gini Wolfe asked if TRAC members could participate. Adam suggested anyone that might be interested should contact him by phone or

email. TRAC member Rod VanGenderen asked if the photo shoot could include vanpools as another option for removing vehicles from the road. Adam said possible if time would allow.

F. Customer Service Update - PJ Sass

Customer service update was postponed until next meeting due to time constraints. An update of ridership statistics for the D-Line was presented.

5. Future Agenda Items

A. Will need to elect new Vice-Chair

- Gini Wolf will step down as Chair in November, so will need to find new Chair as well

B. Customer Service Update

6. Motion to Adjourn

A. Approved