

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

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

TRAC members absent: T. Anthony Welch and Al Root.

DART staff present: Tom Reynolds, Gunnar Olson, Kirstin Baer-Harding, Rebecca Lovig, and operators Missie Beghtel and Randy Chassells.

1. CALL TO ORDER
2. ROLL CALL AND ESTABLISHMENT OF QUORUM
3. APPROVAL OF MARCH 9, 2011 MINUTES
4. DISCUSSION ITEMS
 - A. Operator Q and A – With Operators Missie Beghtel and Randy Chassells

The operators each described what it is like being a DART operator. Topics included the early start times, working with different types of the population, operators' sleep patterns, and others. TRAC members asked many questions, including how to deal with unruly passengers, the issue of when to and when not to "kneel" the bus, training, how operators pick routes.

B. 2011 Goals update – Gunnar Olson, Public Information Officer
Olson briefly updated TRAC on the progress being made on the goals TRAC set for DART staff at the beginning of the year.

C. How to Ride Video -- Kirstin Baer-Harding, Advertising Manager

Baer-Harding previewed an animated “How to Ride” video. She explained its conception and development. She said the video would be made available on the web and shared with partners of DART such as the employers participating in the Unlimited Access program.

D. RideShare Survey Results – Rebecca Lovig, RideShare Manager
Lovig shared the results of a survey of RideShare customers regarding the increase of fares. She shared possible approaches for raising fares – in larger amounts as needed, or in smaller amounts in regular intervals – and solicited feedback. Van Genderen, a RideShare customer, said RideShare’s approach to raising fares was fair and generous. Ott questioned the use of perks for RideShare drivers. Van Genderen said that eliminating perks for drivers would guarantee the loss of drivers from the program.

5. ACTION ITEMS

A. Expanded TRAC roles – Gunnar Olson, Public Information Officer

Olson reviewed the plan for expanding TRAC members' roles in the community, including new email distribution groups for internal and external use. The motion carried unanimously.

6. PUBLIC COMMENT

There was no public comment.

7. FUTURE AGENDA ITEMS

- A. Transit Hub Update
- B. Safety Program Update
- C. Trip Planner Update

8. OTHER – Communications

- A. Transit Hub Ground Breaking Ceremony: 11 a.m. Friday, May 20, 2011
- B. Next DART Commission Meeting: 5 p.m. May 31, 2011.
- C. Next TRAC Meeting: 11:30 a.m. July 13, 2011.