



Meeting Minutes

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
TRANSIT RIDERS ADVISORY COMMITTEE
NOVEMBER 11, 2020 – NOON
Zoom Meeting**

[The above TRAC Meeting was held via Zoom. The Committee determined that it is impossible and impractical for all members of the Committee, staff and members of the public to be physically present at this meeting due to the Covid-19 pandemic, and that it is necessary to conduct this Committee meeting by electronic means.]

TRAC Members Present:

Hayley Anderson (Chair), Emmanuel Smith, Cindy Tonsfeldt, Carrie Kruse, Susan Wells, Zachary Bradley (arrived late),

TRAC Members Absent:

Al Root (Vice Chair), Jennifer Naber, Nicholas Phillip, Cecelia Martinez

DART Staff Present:

Catlin Curry, Matt Harris, Luis Montoya, Amy McCoy, Kent Farver, Megan Grandgeorge, Carl Saxon, Amber Dakan, Rick Pallister, Vicky Barr and Jan Keeling

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Chair, Hayley Anderson at 12:04 pm
Roll call was taken, and a quorum was not met.

B. APPROVAL OF MEETING MINUTES

Due to quorum not being met, the July 8, 2020 and September 9, 2020 minutes will be approved at the next scheduled TRAC meeting.

C. PUBLIC COMMENT

None

D. ACTION ITEMS

2021 TRAC Meeting Dates

Due to quorum not being met, no action was taken. The 2021 TRAC Meeting dates will be approved via email to members.

TRAC Chair / Vice Chair

Due to quorum not being met, no action was taken. The TRAC Chair/Vice Chair will be approved via email to members.

E. DISCUSSION ITEMS

1. Service Planning Updates (Luis)

- i. November Service Change
- ii. Transit Optimization Study: Part2

Chief Planning Officer, Luis Montoya, provided an update on Service Planning and identified a timeline for the Transit Optimization Pilot.

2. External Affairs Updates

i. Marketing / Communications Updates (Megan)

Senior Marketing Specialist, Megan Grandgeorge, updated the committee on the Safety Light campaign, Cash for Mobile Ticket updates, and the unveiling of the Electric Bus on October 1, 2020.

ii. Reduced Fare Pilot (Matt / Catlin)

Business & Community Partnerships Manager, Matthew Harris, apprised the committee of the Reduced Fare pilot. Mr. Harris also shared that the proposed changes were reviewed in accordance with Federal requirements as it relates to the Title VI.

3. DART Leadership Updates (Kent / Amber)

i. Budget Update

Chief Financial Officer, Kent Farver, and Finance Manager, Amber Dakan provided a financial overview of the budget.

4. TRAC Membership Update (Catlin)

Mobility Coordinator, Catlin Curry, thanked outgoing committee members (Haley Anderson, Cindy Tonsfeldt, Al Root, and Jennifer Nabor) for their service on the DART Transit Riders Advisory Committee.

F. FUTURE AGENDA ITEMS

1. Review of DART's Diversity, Equity and Inclusion Efforts
2. Rider Marketing Campaign
3. Property Tax Formula Update

G. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, December 1, 2020
2. TRAC – Noon Wednesday, January 13, 2020

H. ADJOURN

Chair, Hayley Anderson adjourned the meeting at 1:17 PM. It moved by Susan Wells and seconded by Cindy Tonsfeldt. The motion was carried unanimously.