



Meeting Minutes

DES MOINES AREA REGIONAL TRANSIT AUTHORITY TRANSIT RIDERS ADVISORY COMMITTEE

JANUARY 13, 2015 – NOON

DART Central Station, Multimodal Room
620 Cherry Street, Des Moines, Iowa

TRAC Members Present:

Randy Anderson, Mark Hutchens, Jay Peterson, Richard Sadler, Teresa Volcheck

TRAC Members Absent:

Randy Henriksen, Mary Walter, Brenda Gill, Pam Goehring, Denise Jones, Michele Meadors

TRAC Staff Present:

Barbara Finch, Ethan Standard, Jim Tishim, Jennifer Long, Madi Linkenmeyer, Kat Lewis, Tim Sanderson, Kirstin Baer-Harding

Others Present:

None

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

The meeting was called to order by Chair, Jay Peterson at 12:04 PM.
Roll call was taken and quorum was not met.

B. APPROVAL OF NOVEMBER, 2015 MINUTES

Meeting minutes were out for review, but voting was postponed due to quorum not being met.

C. DISCUSSION ITEMS

1. Strategic Planning Update – Tim Sanderson, Chief Operating Officer

Tim Sanderson introduced himself as the new Chief Operating Officer. He announced that DART's Strategic Plan is being used to create goals throughout the organization to better connect DART and customers. S.M.A.R.T Goals were developed for the organization as a whole, allowing administrators to see what we are providing and areas of need and how the different departments interact. He explained how each goal effects each department. He then went over the organization's Strategic Framework and quickly explained each performance goal as listed. There were no questions.

2. 2016 TRAC Goals – Ethan Standard, Transit Planner

Jay Anderson introduced a proposed draft of some of the 2016 TRAC goals and asked for some input on what type of goals the team would like to implement.

Ethan Standard went over the goals and asked for some additional ideas.

GOAL 1 – (Open for Suggestions)

Responsible departments: Operations

OPEN FOR SUGGESTIONS

GOAL 2 – DART FORWARD TRANSIT SERVICE PLAN

Responsible departments: Planning, Marketing

Complete 5 year update of DART Forward 2035 by November 2016

GOAL 3 – CUSTOMER SATISFACTION SURVEY

Responsible departments: Customer Service, Planning

Conduct biannual Customer Satisfaction Survey in fall of 2016

GOAL 4 – WORKFORCE WELLBEING

Responsible departments: Human Resources
Establish Framework for employee wellness program in 2016

GOAL 5 –
Responsible departments: IT
Possibly looking for web developers to create apps. Suggestions?

GOAL 6 –
Responsible departments: Finance
Regarding 5 million rides begin tracking and reporting farebox recovery ratios and ensure that the system-wide rate remains above 20%.

Questions and Comments? Teresa Volcheck asked about a ridership ticker on the website. Kirstin said yes there is one on our website at the top. She also encouraged people to ride as much as possible and suggested taking the bus to and from lunch, etc. She also encouraged everyone to share their experiences or story to be used on the website. Kirstin Baer-Harding and Madi Linkenmeyer talked about a student competition that they have been talking to Simpson College about and could be presented to other colleges. The plan was to put together some type of formal competition with other colleges to have them develop apps that could possibly be useful to DART customers.

3. DART Forward – Kat Lewis, Marketing Coordinator

Kat Lewis introduced herself. She is working with the Marketing team temporarily to help out with the first phase of public outreach for the DART Forward plan update. Ethan Standard gave a presentation prepared by Kat.

TIMELINE

- ▶ **December – March: Phase 1 Public Outreach**
 - ▷ January 26-29: TMD on site for Advisory Committee, Staff meetings, field work
 - ▷ Late January through early March: stakeholder meetings and presentations, ETC survey, online survey/tools, employer and human service agency surveys
 - ▷ February 29 – March 3: TMD on site for Commission workshop, Public meetings, Advisory Committee meeting, staff meetings and more.
- ▶ **May – June: Phase 2 Public Outreach**
- ▶ **September – October: Updated plan finalized and shared**

PROJECT ADVSORY COMMITTEE

- ▶ **Participant groups**
 - ▷ Des Moines Public Schools
 - ▷ Drake University
 - ▷ Christensen Development
 - ▷ Des Moines MPO
 - ▷ Nationwide
 - ▷ United Way
 - ▷ Young Professionals Connection
 - ▷ AARP
 - ▷ UnityPoint Health
 - ▷ State Independent Living Council
 - ▷ Des Moines Foundation
 - ▷ Lutheran Services (LSI)
 - ▷ Polk County Housing Trust Fund
 - ▷ City of Des Moines
 - ▷ The Greater Des Moines Partnership
 - ▷ Taxpayers Association
 - ▷ Polk County Continuum of Care Board

OUTREACH TECHNIQUES

- ▶ Community open house meetings
- ▶ Stakeholder workshops

- ▶ Pop-up meetings
- ▶ Go-to-them meetings
- ▶ Project Website
- ▶ Online Engagement tools
- ▶ Targeted Surveys (online and telephone)
- ▶ One-on-one interviews
- ▶ Social Media (Twitter, Facebook)

DART SURVEYS

- ▶ Express Route Survey (Completed)
- ▶ To be released at the end of January:
 - ▷ Non-rider/Rider/Past-rider Survey
 - ▷ Employer Survey
 - ▷ Human Services Survey
- ▶ In addition to online options, DART will be requesting your help in distributing these surveys.

NEXT STEPS

- ▶ TMD Visit 1 – Jan 26– 29
 - ▷ Project Advisory meeting & Staff Advisory meeting
- ▶ Review Express Route Survey findings
- ▶ TMD Visit 2 – Feb 29 – Mar 3

TRAC NEXT MEETING OPTION

- ▶ Keep as is on March 9
 - ▷ Add a staff led workshop
- ▶ Push one week earlier when Transportation, Management & Design (TMD) is on site for their second visit February 29 – March 3

Questions and Comments? Discussion was had on moving the date of the next TRAC meeting to March 2nd. It was decided that the next TRAC meeting date would be moved and communications would be sent out letting everyone know of the change.

Jay Peterson asked what the plan is with the 2035 DART Forward plan and didn't feel he had enough information on that. Ethan Standard said it is basically the long range service plan that spells out what we want DART to look like in the future. It also guides how DART spends its funding. Do we spend funds to cover more area, or spend money on more frequency, etc.

D. ACTION ITEMS

E. OTHER BUSINESS

1. TRAC IDs

Ethan Standard passed out new ID's for the 2016 year.

2. Snow removal at bus stops

Jay Peterson mentioned the snow removal as a goal. Maybe talking with city and property owners to help with the maintenance of the bus stops and shelters. Ethan Standard suggested that we should have a sub-committee that would work on ways to get the word out and clean bus stops.

F. TRAC MEMBER COMMUNICATIONS

None mentioned

G. STAFF UPDATES

None mentioned

H. PUBLIC COMMENT

None mentioned

I. FUTURE AGENDA ITEMS

None mentioned

J. UPCOMING MEETINGS

1. DART Commission – Noon Tuesday, February 2, 2016, DART Central Station
2. TRAC – Noon Wednesday, March 2, 2016, DART Central Station

K. ADJOURN

Randy Anderson motioned, Mark Hutchens seconded. Voted and hearing none, the meeting adjourned at 12:52 pm.