



AGENDA

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
TRANSIT RIDERS ADVISORY COMMITTEE
MARCH 10, 2010 – 11:30 AM**

Greater Des Moines Partnership Conference Room – 1st Floor
700 Locust Street

1. CALL TO ORDER
2. ROLL CALL AND ESTABLISHMENT OF QUORUM
3. APPROVAL OF FEBRUARY 10, 2010 MINUTES
4. ACTION ITEMS
 - A. TRAC 2010 Goals
5. DISCUSSION ITEMS
 - A. Update - DART April 25, 2010 Service Change and Fare Increase
 - B. DART Website Enhancements
 - C. DART Customer Service (Kelly Henry)
 - D. Hybrid Bus Questions
6. PUBLIC COMMENT
7. FUTURE AGENDA ITEMS
 - A. DART Social Media Plan
8. OTHER – Communications
 - A. Next DART Commission Meeting: March 30, 2010, 5:00 p.m.
 - B. Next TRAC Meeting: May 12, 2010, 11:30 am

TRAC Meeting Minutes
February 10, 2010, 11:30 am
Greater Des Moines Partnership – 2nd Floor Conference Room

TRAC Members Present:

Gini Wolf
Jade Howser
Kelly Henry
Linda Urias
Helen Boles
Crystal Estabrook
Mary McGee
Jinsong Chen

DART Staff Present:

Rebecca Lovig
Elizabeth Presutti
Brad Miller
Gunnar Olson
PJ Sass
Kirstin Baer-Harding

1. Call to Order
2. December 2, 2010 Meeting Minutes approved and seconded
3. Action Item - TRAC By-laws approved and seconded
4. Action Item - 2010 goals
 - A. Presentation by Elizabeth on TRAC 2010 Goals (Handout)
 - B. Questions - What is the total number of bust stops ; answer 3500
 - C. Discussion over reduced price fare cards for people age 65 and people with disabilities – reduced price information located with schedules.
 - D. Question – can age be lowered to 62 (the same age that one can collect Social Security); answered by Brad – would need to do analysis of riders that age and how to attract more seniors to riding. Discussion of collaborating with agencies to recruit volunteers to give seniors (and people with special needs) individualized instruction on riding the bus.
 - E. Suggestion to include locations for grocery stores, drug stores, etc. on schedules; use to increase revenue – example, sell space to HyVee, Walmart, etc.
 - F. Contact Elizabeth or Gini if interested in working on specific goals.
 - G. Action on TRAC goals tabled until next meeting

4. Discussion Item - FY 2011 Budget Update

- A. Presentation by Brad on Proposed Service Reductions (Handout).
- B. Thank you to TRAC members who attended public input meetings; over 100 people attended one meeting and over 60 emails/comments generated.
- C. Issue with bus service south of airport – public comments about losing jobs if bus service is cut.
- D. Issue with ending service at 8:45pm – people who work at malls will not be able to get home.
- E. Would like to be able to get additional insurance for accident coverage.
- F. Looking at refinancing debt for accident liabilities already incurred.
- G. Money for public transportation may be allotted in jobs-focused stimulus bill.
- H. Service adjustments need to be implemented by April 25, 2010 in order for there to be carryover savings in the current fiscal year.
- I. In coming time – expect comprehensive planning sessions to incorporate suggestions and with less focus on individual services and route cuts and more on a comprehensive system.
- J. Mary asked about cost effectiveness of hybrid buses- Elizabeth answered that she has compiled most of the information, but still has some follow-up questions with maintenance.
- K. Helen – On-Call drivers have mentioned that they have not had the opportunity to talk management about ideas for improvement; Brad answered that he has talked to over 100 employees.
- L. Brad has worked with the union to address issues and all drivers have been publicly invited to give comment. Helen – specifically West Des Moines On-Call; collaborate with management out there.
- M. Discussion on fostering environment where people feel comfortable raising concerns.

5. Discussion Item - Bus Service and Bus Stop Safety/Accessibility Concerns:

- A. Mary – meeting with Access Advisory Board – parking meters are placed in areas that may be too close to bus stops, but are within legal city ordinance. Talk of moving/rearranging parking meters so that there will be more room – 6 targeted areas: Ingersoll Ave., Beaverdale area, Methodist Hospital, Drake University, Broadlawns Hospital, and certain parts of East Village.
- B. Snow removal issues – for bus stops with a bench- there is a contract with

Creative Outdoors to remove snow, but did not do a good job this winter. Has been addressed. Shelters are responsibility of DART to clear snow. At standing bus stops (by poles with signs) it is the responsibility of the property owner to clear the snow. The issue with this is that they are only required to clear the sidewalk. Call the Public Works Action Center who gives a warning to clear snow within 36 hours at risk of a fine.

- C. Mary said they gave a presentation about how accessibility is beneficial to everyone. Talked about outreach to public about educating them on the issue. There is no ordinance on snow removal between the sidewalk on the curb and the focus will be on appealing to the public to clear the bus stop – similar to how people are asked to clear the snow around a fire hydrant.
 - D. Issue with DART clearing certain areas on major arterioles is that then sets a precedent to always clear the areas, which could lead to having to clear all bus stops.
 - E. Current recourse is working with city council to change ordinance to require property owners to clear snow on their easements.
 - F. Look at bus stops as year-round stops as opposed to seasonal ridership – have riders send in pictures of their bus stops for evidence to justify changing ordinance.
6. Future Agenda Items:
- A. Demo for new website features.
 - B. Update on ordinance change.
 - C. Public service campaign – bus riders encouraging others to ride the bus.
7. Motion to adjourn approved and seconded.

For 2010 the Transit Riders Advisory Committee would like to accomplish the following goals:

- **Increase Ridership**
- **Increase Number of Sheltered Stops**

Below outlines strategies to best accomplish these goals:

1) Increase Ridership among the following customer groups.

- a. Seniors - DART has not recently done any targeted advertising to senior citizens

ACTION STEP: Promotion offering free rides on DART fixed route services on a set day every month to seniors. DART will promote the “Free Day” with senior centers, senior apartments, etc.

TIMELINE: SPRING 2010

- b. Schools - DART has a contract with Des Moines Public Schools offering free rides after school, weekends and all day during breaks. Last year staff did present DART service info to 4 schools last year.

ACTION STEP: Promote riding DART to jobs, the mall, etc during school breaks. Also, contact schools regarding participating in Earth Day events.

TIMELINE: SPRING 2010

- c. Persons with Disabilities - DART currently partners with the Central Iowa Center for Independent Living in teaching clients how to utilize DART services.

ACTION STEP: Increase outreach to other human service agencies whose clients utilize the bus.

TIMELINE: SPRING 2010

- d. Unlimited Access - Advertising for the Unlimited Access Program is currently word of mouth, DART does little marketing of the program due to staff and technology constraints.

ACTION STEP: Create an advertising brochure for the Unlimited Access program that could be sent to companies throughout the metro. The brochure would include information on how to get started and the benefits.

TIMELINE: FALL 2010

- e. RideShare – DART had a promotion this winter to encourage use of RideShare by offering \$10.00 Amici Espresso gift cards for new riders.

ACTION STEP: Execute a new campaign quarterly to bring awareness to the RideShare program.

TIMELINE: All Year

2) Increase Number of Sheltered Stops

- a. DART currently has 27 shelters and is working on the installation of an additional 2.

ACTION STEP: Increase the number of shelters by 5 every year.

TIMELINE: FALL 2010