

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES**

**620 Cherry Street – Des Moines, Iowa 50309
October 8, 2013**

ROLL CALL

Commissioners Present: Angela Connolly, Tom Gayman, Christine Hensley (5:15pm), Gaye Johnson, Bob Mahaffey, Joann Muldoon, Steve Van Oort

Commissioner Absent: Steve Brody, Skip Conkling

Alternates Present: Steve Peterson, Keith Ryan, Paula Dierenfeld

Staff Present: Elizabeth Presutti, General Manager; Jamie Schug, Chief Financial Officer; Gunnar Olson, Public Affairs Manager; Randy Ross, HR Director; Mark Burkman, Buyer; Amber Dakan, Staff Accountant; Kirstin Baer-Harding, Marketing Director; Debra Meyer, Financial Analyst; Greg Schmitt, Training Manager; Jim Tishim, Planning Director; Mike Tiedens, Purchasing Manager; PJ Sass, Customer Service Manager; Kyle McCann, Attorney, Brick Gentry, P.C.

Others Present: Jennifer Roberts, Mobility Manger; John Halsband, Customer; Alexander Grgurich, Fresk Interactive; Susan Osby, PCHS

CALL TO ORDER

The meeting was called to order by Chair, Steve Van Oort at 5:02pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF AGENDA

Mr. Van Oort called for approval of the October 8, 2013 meeting agenda.

It was moved by Mr. Mahaffey and seconded by Mr. Gayman to approve the October 8, 2013 Agenda. The motion carried unanimously.

Mr. Van Oort introduced DART's new COO, Tony Lafata.

PUBLIC COMMENT

Alexander Grgurich addressed the Commission and argued in favor of releasing trip planner data publicly, such that outside developers can create applications with the data. He expressed frustration with the time it has taken for DART to make a decision on the matter.

Mr. Van Oort requested to have Elizabeth follow up with the Commission at the next meeting.

Ms. Presutti added that we do have an internal group working on this and that we will be bringing it to our leadership group. The plan is to look into this further and that a policy decision will need to be brought back to the Commission for final approval.

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TRAC UPDATE

TRAC Chair, Rod Van Genderen updated the Commission on the last TRAC Meeting. Topics that were discussed:

- Welcomed two new TRAC members
- Web Re-design
- Fare Policy

Commissioner Chris Hensley arrived at 5:15pm.

CONSENT ITEMS

7A – September 3, 2013 Minutes

It was moved by Mr. Peterson and seconded by Ms. Johnson to amend the minutes to reflect that Commissioner Muldoon was in attendance at the September 3, 2013 meeting. The motion carried unanimously.

ACTION ITEMS

8A – DART 2014 Legislative Agenda

Mr. Gunnar Olson provided an update to the Commission on the 2014 State and Federal Legislative Priorities.

- The four state priorities include:
 - Explore state funding for developing the first Bus Rapid Transit line on the Ingersoll/University corridor
 - Increase legal protection of DART's civil servants by steepening penalties of assailants of bus operators
 - Maintain customer data privacy as a new farebox system with smart card technology is implemented in the next two years
 - Explore alternative forms of revenue other than property taxes
- The two federal priorities include:
 - Explore funding strategies for DART's first Bus Rapid Transit line
 - Advocate for transportation authorization bill that is long term and offers more equitable funding for mid-sized transit agencies such as DART

It was moved by Ms. Hensley and seconded by Mr. Peterson that the Commission approve the DART 2014 Legislative Agenda. The motion carried unanimously.

8B – August 2013 Financials

Ms. Amber Dakan presented the August financials to the Commission.

It was moved by Mr. Mahaffey and seconded by Mr. Peterson that the Commission approve the August 2013 Financials. The motion carried unanimously.

DISCUSSION ITEM

9A – Polk County Mobility Manager Update

Ms. Jennifer Roberts provided an update to the Commission on her activities and accomplishments over the past 10 months. The position is only funded through April of next year. A brochure and handout were provided to the Commission outlining the presentation.

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Ms. Hensley inquired about the benchmarks to keep this as a permanent position, and how this has been handled in the past.

Ms. Johnson and Ms. Connolly have heard a lot of compliments and what a valuable resource Jennifer has been.

9B – Trip Planner Update and Try Transit Week

The Commission received an update from Planning Director Jim Tishim on the October 1st launch of MyDART Trip Planner BETA. Mr. Olson worked with Juice and the Des Moines Register on a media release that has created a lot of great buzz. Mr. Tishim provided an example of a trip using the MyDART Trip Planner.

The Commission also received an update from Marketing Director Kirstin Baer-Harding on the latest marketing efforts to boost ridership.

- DART is holding a “Try Transit Week” October 6-12, offering free rides on all Local, Express, On Call and Flex Routes
- The week-long promotion included events throughout the metro where people meet with staff and learn about riding the bus
- Early ridership numbers indicate that the promotion has been successful, with higher than average daily ridership totals
- The promotion draws attention to the recently expanded service, the new DART Central Station, and the newly launched MyDART Trip Planner
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9C – August 2013 Performance Report

Ms. Presutti updated that the August ridership is looking really good. We are not looking as well as last year due to the way the weekdays fall and the start date of school. Preliminary numbers for September are also looking great. We carried about 2,000 more people this Monday than last Monday due to the promotion.

MONTHLY REPORTS

Operations Report

No update

Marketing Report

No update

Planning Report

Mr. Tishim provided an update on the Route 73 planning study. We held 3 public meetings that had 23 attendees, and 26 online surveys were filled out by those who could not attend. There were no real strong responses one way or the other; however the only underlying theme was to have a shorter trip.

General Manager

Ms. Presutti updated that the Wichita Chamber came to visit Des Moines at the end of September and provided a panel discussion. The event was well received.

We are also working to schedule an update on DART with all of the cities in Polk County and where we are headed in the next year.

FUTURE AGENDA ITEMS

No update

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COMMISSIONER ITEMS

Mr. Van Oort updated that we will be looking to set the 2014 Commission Meeting dates at the next meeting, and asked if the current meeting time has worked for everyone.

The majority of the Commissioners were in favor of moving the meetings to the Noon hour.

OTHER - Communications

Mr. Van Oort updated the Commission on the APTA Meeting from last week in Chicago.

Next Meeting

November 5, 2013 at 5:00pm

ADJOURNMENT

A motion by Mr. Peterson and second by Ms. Connolly to adjourn the regular Commission Meeting was made at 6:11pm. The motion carried unanimously.

Future 2013 Meeting Dates

Nov 5, Dec 3

Chair

Clerk

Date