



DES MOINES AREA REGIONAL TRANSIT AUTHORITY
NOTICE OF COMMISSION MEETING AND AGENDA
APRIL 2, 2013 – 5:00 p.m.
DART MULTIMODAL ROOM, 620 CHERRY STREET

	PAGE #
1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF APRIL 2, 2013 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. TRANSIT RIDERS ADVISORY COMMITTEE REPORT	
7. CONSENT ITEMS	
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10. DEPARTMENTAL MONTHLY REPORTS (By Exception)	
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11. RECEIVE AND FILE	
A. Petition – Service to SE 6 th Street & Hartford Bus Stop	
B. Letter from FTA Regarding Title VI Complaints	
12. FUTURE AGENDA ITEMS	28
13. COMMISSIONER ITEMS	
A. Committee to Review DART Central Station Vendor Space Lease	
14. OTHER – Communications	
15. NEXT MEETING: Regular DART Meeting Tuesday, May 7, 2013 – 5:00 p.m.	
16. ADJOURN	

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

**620 Cherry Street – Des Moines, IA 50309
March 5, 2013**

ROLL CALL

Commissioners Present: Steve Brody, Skip Conkling, Angela Connolly, Tom Gayman, Christine Hensley(Arrived 4:09pm), Gaye Johnson (Arrived 4:03pm), Bob Mahaffey, Steve Van Oort

Commissioner Absent:

Alternates Present:

Staff Present: Elizabeth Presutti, General Manager; Jamie Schug, Chief Financial Officer; Gunnar Olson, Public Information Officer; Tom Reynolds, Chief Operating Officer; Jim Tishim, Planning Director; Randy Ross, HR Director; PJ Sass, Customer Service Manager; Mark Burkman, Purchasing Manager; Amber Dakan, Staff Accountant; Greg Schmitt, Training Manager; Kirstin Baer-Harding, Marketing Director; Mike Kaiser, Service Management Manager; Tony Filippini, Transit Planner; Debra Meyer, Capital Grants Manager; Georgia Parkey, Paratransit Operations Manager; Matt Pitstick, Facilities Manager; Kyle McCann, Attorney, Brick Gentry, P.C.

Others Present: John Halsband, DART Customer

CALL TO ORDER

The meeting was called to order by Chair, Steve Van Oort at 4:01pm. 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 March 5, 2013 meeting agenda.

It was moved by Mr. Mahaffey and seconded by Mr. Conkling to approve the March 5, 2013 Agenda. The motion carried unanimously.

PUBLIC COMMENT

No Comments

PUBLIC HEARING ON FY2014 Budget and Tax Levy Rates

Gaye Johnson arrived at 4:03pm

Jamie Schug, Chief Financial Officer gave an overview of the FY2014 Budget to the Commission.

The Hearing was opened for public comments at 4:15pm. There were no public comments.

Mr. Van Oort called for approval to close the Public Hearing at 4:15pm.

It was moved by Mr. Brody and seconded by Mr. Gayman to close the Public Hearing for the FY2014 Budget and Tax Levy Rates.

Action Item 6A – Approve FY2014 Fixed Route Budget and Tax Levy Rates

It was moved by Mr. Conkling and seconded by Mr. Brody that the Commission approve the FY 2014 Fixed Route Budget and Tax Levy Rates. The motion carried unanimously.

CONSENT ITEMS

7-A – February 5, 2013 Minutes

7-B – FY 2014 Grant Approvals

It was moved by Mr. Mahaffey and seconded by Ms. Connolly that the consent items be approved. The motion carried unanimously.

ACTION ITEMS

Action Item 8A – January 2012 Financials

Jamie Schug, Chief Financial Officer gave a presentation to the Commission regarding the January financials.

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

DISCUSSION ITEMS

9A – DART University/Ingersoll BRT Project Update

Ms. Presutti gave a presentation to the Commission on the BRT Project and discussed the changes from FTA.

The first line would be developed on the newly launched Route 60 and would include:

- Stations, not stops
- Real-time schedule signs
- Specially branded diesel-electric buses
- Techniques to speed up travel

A fund-raising effort is ongoing to raise \$5 million in local match money to leverage \$20 million in potential federal grant funding.

The project remains viable under new federal criteria.

9B - January 2012 Performance Report

Elizabeth Presutti, General Manager updated that some of the services that were implemented in June are really starting to take off and are producing regular ridership. The full benefits of service are expected to be realized gradually. The recent weather and school closures has a large impact on us

MONTHLY REPORTS

Operations Report

Tom Reynolds, Chief Operating Officer announced his resignation to the Commission.

Mr. Reynolds introduced Matt Pitstick, DART's new Facilities Manager. Matt comes from 30 years with the US Army at Camp Dodge.

Marketing Report

No update

Planning Report

No update

General Manager

Elizabeth Presutti, General Manager updated that the records retention committee met last week and reviewed the Open Records Policy. The Records Retention Policy will be reviewed in the weeks to come and will look to bring this to the Commission for approval in the April - May timeframe.

FUTURE AGENDA ITEMS

No update

COMMISSIONER ITEMS

Ms. Presutti, Mr. Van Oort and Mr. Conkling will all be traveling to Washington, DC for the APTA Legislative Conference March 9 - 12.

Future Commission meetings will be moved to 5:00pm. The Clerk will update the meeting requests to the Commissioners.

Mr. Van Oort requested to put a search committee in play to begin the replacement of the COO position and discuss role definition. Mr. Van Oort, Mr. Gayman, Mr. Conkling and Ms. Connolly will all serve on the Committee. The clerk was asked to set a meeting for this Committee to meet.

OTHER - Communications

No update

ADJOURNMENT

The regular Commission Meeting was adjourned at 5:01pm. It was moved by Ms. Connolly and seconded by Ms. Johnson. The motion carried unanimously.

Next Meeting

April 2, 2013 at 5:00pm

Future 2013 Meeting Dates

May 7, Jun 4, Jul 2, Aug 6, Sep 3, Oct 1, Nov 5, Dec 3

Chair

Clerk

Date

CONSENT ITEM



7B: The Tomorrow Plan Community Partner

Action: Approve of DART being considered a “Community Partner” in the continued development of the The Tomorrow Plan.

Staff Resource: Elizabeth Presutti, General Manager;
Gunnar Olson, Public Affairs Manager

Background:

- The Tomorrow Plan is a long-range plan for sustainable, coordinated growth of the Greater Des Moines over the next 40 years. The lead agency developing the plan is the Des Moines Area Metropolitan Planning Organization (MPO).
- In addition, several outside organizations assisted in the development of the plan, including several transportation-related organizations such as the Des Moines Bicycle Collective, Purple Heart Highway Coalition and DART.
- DART participated in the development of the plan by serving on the steering committee and providing transit-related information to the MPO.
- DART was also an important contributor to the local match that leveraged the federal funding to conduct this study. This match came in the form of the DART Forward 2035 Plan, the recommendations of which are incorporated into The Tomorrow Plan.

Recommendation:

- Approve DART being considered a “Community Partner” in the continued development of the The Tomorrow Plan..

ACTION ITEM



8A:	FY2012 Audited Financial Statements
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Action:	Accept the FY2012 Audited Financial Statements
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Staff Resource: Jamie Schug, Chief Financial Officer

Background:

- Jerry Heinzler, Partner with Denman & Company, LLC, DART's auditor, as well as Mandi Holcomb will summarize the findings and recommendations as part of their completed FY2012 Annual Audit.
- The 28M Agreement creating the Regional Transit Authority requires such an annual audit be conducted per Iowa State Law. Additionally, the Federal Transit Administration requires such an audit.

Recommendation:

- Accept the FY2012 Audited Financial Statements.

ACTION ITEM



8B: February FY2013 Consolidated Financial Report

Action: Approve the February FY2013 Consolidated Financial Report

Staff Resource(s): Amber Dakan, Staff Accountant
Jamie Schug, Chief Financial Officer

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating Revenue year to date comes in at 5% under projected levels. Revenues are expected to trend upwards as weather improves.
- Fixed Route Non-Operating Revenue for FY13 is meeting budgetary expectations.
- Paratransit Operating Revenue was less than budgetary expectations by approximately 17%. Polk County Funding, a significant portion of Paratransit Revenue, continues to be the primary reason for the shortfall. FY14 Budget projections have been adjusted for the change in revenue levels.
- Rideshare Revenues remains approximately 4% under projected totals for the fiscal year to date. Monthly revenue continues to remain steady at the expected budget levels.

Operating Expense:

- Fixed Route Budget Summary – Fixed Route expenses maintained 10% below budget levels for the month of February and year to date. Savings are primarily attributed to Fuels and Lubricants and within and Equipment Repairs.
- Paratransit Budget Summary – Year to date Paratransit expenses were below budget by approximately 5% from projected levels and will continued to be closely monitored for opportunities to increase revenue and reduce expenses.
- Rideshare Expenses year to date are down almost 17% from budgetary expectations. This more than offsets the 4% under budget revenue variance. Continued savings are accounted for in the Fuel and Lubricants categories as well as Equipment Repair Parts, and Salaries.

Recommendation:

- Approve the February FY2013 Consolidated Financial Report.

**** TOTAL Un-Audited Year-End February FY2013 as Compared to Budget:**

Fixed Route	\$	1,401,404	Reserve For Accidents (See Balance Sheet):
Paratransit	\$	(174,561)	FY2013 \$1,391,737.84
Rideshare	\$	83,494	
Total	\$	1,310,338	

FY2013 Financials:

February 2013

FIXED ROUTE	February 2013			Year-To-Date-(8) Months Ending 02/28/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	285,731	387,019	(101,288)	2,935,064	3,096,152	(161,088)
Non-Operating Revenue	1,388,281	1,331,818	56,463	11,048,372	10,994,544	53,828
Subtotal	1,674,012	1,718,837	(44,825)	13,983,436	14,090,696	(107,260)
Operating Expenses	1,565,957	1,748,906	182,949	12,621,299	14,129,963	1,508,664
Gain/(Loss)	108,056	(30,069)	138,125	1,362,138	(39,267)	1,401,404

PARATRANSIT	February 2013			Year-To-Date-(8) Months Ending 02/28/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	157,830	209,683	(51,853)	1,392,180	1,677,464	(285,284)
Non-Operating Revenue	74,674	63,263	11,411	470,985	506,104	(35,119)
Subtotal	232,504	272,946	(40,442)	1,863,165	2,183,568	(320,403)
Operating Expenses	219,598	258,705	39,107	1,926,771	2,072,614	145,842
Gain/(Loss)	12,906	14,241	(1,335)	(63,606)	110,954	(174,561)

RIDESHARE	February 2013			Year-To-Date-(8) Months Ending 02/28/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	82,334	83,333	(999)	639,606	666,664	(27,058)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	82,334	83,333	(999)	639,606	666,664	(27,058)
Operating Expenses	70,339	83,345	13,006	557,183	667,735	110,552
Gain/(Loss)	11,995	(12)	12,007	82,423	(1,071)	83,494

ACTION ITEM



8C: RideShare Fare Adjustment Proposal and Advertisement of Public Hearing

Action: Approve the advertisement of a Public Hearing for a RideShare Fare Adjustment based on the recommended proposal.

Staff Resource: PJ Sass, Customer Service and RideShare Manager

Background:

- At the DART Commission Meeting on June 28, 2011, the Commission adopted a fare policy whereby fares would be increased bi-annually at a rate not to exceed 5 percent per adjustment period to be in alternating years beginning July 2013.
- At the June 28, 2011 Commission Meeting, the Commission also approved an increase in the fee charged for going over the monthly allotment of personal miles to the rate posted by the IRS each year. The rate was to be adjusted each year in July to the current IRS rate.

Fare Increase:

- Based upon a review of the budget and current market conditions, RideShare staff is proposing:
 - A fare adjustment of 2 percent to be implemented in July 2013.
 - An increase in the fee for going over the monthly allotment of personal miles to \$0.56 per mile to bring it in line with the current IRS rate.
- In FY2014, this fare increase is projected to generate an additional \$20,000 in revenues based on the number of vans in operation to date.
- Vanpool riders pay fares based on a sliding scale depending on the number of passengers in the van and mileage traveled.
- Attached is a matrix showing the recommended change in fares. Riders will see a monthly increase between \$2.00 and \$8.00.

Recommendation:

- Approve the advertisement of a public hearing and opportunity for comment for RideShare customers in addition to written comment:
 - April 30, 2013, at 12:00 p.m. noon at the DART Central Station (lunchtime opportunity).
The DART Commission will be able to review all comments at the May 7, 2013, meeting and take action at this meeting.
- It is recommended by the FTA that all fare increases be reviewed by FTA staff prior to implementation. In addition, a Title VI fare and equity analysis will need to be prepared. DART staff is working to complete the requested materials for the FTA.

ACTION ITEM



8D: DART Public Participation Plan

Action: Adopt the DART Public Participation Plan

Staff Resource: Gunnar Olson, Public Affairs Manager
Jim Tishim, Planning Director

Background:

- DART has developed a “Public Participation Plan,” in keeping with federal guidelines, as a means of formalizing and improving its existing methods for providing public access to DART’s decision-making process, with focus on assuring access to Low Income, Minority and Limited English Proficiency populations.
- The public has been consulted in the development of this plan, including two public meetings held Thursday, March 14, 2013, at DART Central Station, as well as a survey that was distributed both online and in paper formats. More than 400 people provided input.
- The Public Participation Plan will be included in DART’s Title VI Plan Update to the Federal Transit Administration (FTA) this summer.
- Staff will be seeking approval to submit DART’s Title VI Plan update at the May DART Commission meeting.
- Copies of the plan will be provided at the DART Commission Meeting.

Recommendation:

- Adopt the DART Public Participation Plan.

ACTION ITEM



8E:	DART Fare Equity Policy
Action:	Adopt the DART Fare Equity Policy

Staff Resource: Jim Tishim, Planning Director
Tony Filippini, Planner

Background:

- DART has developed a Fare Equity Policy, in keeping with federal guidelines, with the purpose of ensuring fairness in any future changes to the price, media or structure of bus fares.
- The goal of the policy is to make sure that such changes do NOT affect a population disproportionately.
- The public has been consulted in the development of this policy, including two public meetings held Thursday, March 14, 2013, at DART Central Station.
- The Fare Equity Policy will be included in DART's Title VI Plan Update to the Federal Transit Administration (FTA) this summer.
- DART's fare policy is subject to change in the near future in conjunction with the replacement of the fare boxes on DART buses. For example, the new fare boxes will make possible new payment methods such as "smart cards." No specific recommendations have been made or developed at this point regarding the actual fare policy.
- The proposed Fare Equity Policy is provided as an attachment.

Recommendation:

- Approve the Fare Equity Policy.



Fare Equity Policy

Date: April 2, 2013

Responsible Division: Planning

Purpose:

The purpose of the policy is to define a threshold for determining whether potential changes to existing transit fares will have a discriminatory impact based on race, color, or national origin, or whether a potential fare adjustment will have a disproportionately high or adverse impact on minority and/or low-income populations

Scope:

Periodically, the Des Moines Area Regional Transit Authority make adjustments to transit fares in order to generate revenues to help sustain transit service operations. Federal law requires DART to prepare and submit fare equity analysis for all potential transit fare adjustments, as outlined in Federal Transit Administration (FTA) Circular 4702.1B, effective October 1, 2012

Policy:

The following are policies for determining if a fare adjustment will result in a minority disparate impact or low-income disproportionate impact.

A. Minority Disparate Impact Policy (Fare Equity Analysis)

If a planned transit fare adjustment results in minority populations bearing a fare rate change of greater than 5 percentage points as compared to non-minority populations, the resulting effect will be considered a minority disparate impact.

B. Low-Income Disproportionate Burden Policy (Fare Equity Analysis)

If a planned transit fare adjustment results in low-income populations bear a fare rate change of greater than 5 percentage points as compared to non-low-income populations, the resulting effect will be considered a low-income disproportionate burden.

DISCUSSION ITEM



9A:	DART's Street Closure Response
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Staff Resource: Gunnar Olson, Public Affairs Manager
Randy McKern, Transportation Manager

- A presentation on how DART responds to Street Closures will be provided at the meeting.

9B: DART Forward 2035 Year Two Service Recommendation

Staff Resource: Jim Tishim, Planning Director
Gunnar Olson, Public Affairs Manager

Background:

- The DART Forward 2035 Services Plan outlines the ongoing expansion of public transit service throughout Greater Des Moines.
- In March 2013, the DART Commission adopted its FY 2013 budget which included funding for Year 2 service improvements.
- The FY 2014 service recommendations are based on the plan's Year 2 service recommendations, although they are not identical.
- The FY 2014 service recommendations build on the substantially restructured service network that was put into place in FY 2013 as part of the DART Forward 2035.
- DART will be holding a series of public meetings in April to gain additional input and feedback on the recommendations from the public.
- Staff will present the finalized service recommendations to the Commission for approval at the May meeting.



System Summary Performance Report February 2013

	August 2012	September 2012	October 2012	November 2012	December 2012	January 2013	February 2013	February 2012	Percent Change 2013/2012	FY13 Year To Date	FY12 Year To Date	Percent YTD Change 2013/2012
DART Fixed Route												
Total Ridership	524,609	339,496	385,505	337,521	274,548	326,769	306,426	342,715	-10.59%	2,758,061	2,823,706	-2.32%
OTT Ridership	19,910	14,501	19,436	16,885	16,626	17,197	15,976	17,696	-9.72%	139,368	150,558	-7.43%
Unlimited Access Ridership	40,894	34,530	42,682	35,943	26,436	37,527	37,164	37,518	-0.94%	288,549	290,644	-0.72%
Bike Rack Usage	5,952	4,168	4,628	3,295	2,053	1,705	1,738	1,799	-3.39%	28,695	28,876	-0.63%
Passengers/Revenue Hour	27.59	24.59	23.80	23.27	19.28	20.94	21.34	23.34	-8.58%	22.51	23.16	-2.82%
Avg. Passengers Weekday	21,668	16,126	15,677	15,520	12,930	13,541	14,145	15,181	-6.83%	15,200	15,509	-1.99%
Avg. Passengers Weekend Day	3,280	3,677	3,116	3,014	2,625	3,609	2,941	2,989	-1.60%	3,138	3,073	2.12%
Complaints/100,000 Riders	19.82	25.04	29.83	22.52	34.97	33.66	15.34	23.93	-35.90%	26.07	29.04	-10.23%
Commendations/100,000 Riders	5.53	2.65	4.93	1.48	2.91	2.75	2.94	2.92	0.66%	3.30	3.01	9.61%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	3.01	2.04	1.34	1.73	2.02	1.67	1.83	1.02	78.63%	1.87	1.61	15.96%
Non-Preventable/100,000 Miles	1.88	0.51	1.79	0.00	1.51	2.09	5.03	0.51	882.46%	1.12	0.42	164.48%
Maintenance:												
Total Miles Operated	265,668	195,965	223,581	230,630	198,064	238,856	218,565	195,210	11.96%	1,768,766	1,616,037	9.45%
Road Calls/100,000 Miles	21.83	20.92	22.36	19.08	10.60	13.82	17.39	18.95	-8.27%	18.94	21.35	-11.28%
Active Vehicles in Fleet	107	109	112	125	107	113	111	114	-2.63%	111	123	-9.54%
DART Paratransit												
Total Ridership	12,528	10,818	12,941	11,554	9,905	12,257	10,740	11,530	-6.85%	92,094	97,282	-5.33%
Passengers/Revenue Hour	2.99	2.95	3.02	2.98	2.87	3.01	2.95	3.03	-2.64%	2.98	3.08	-3.25%
Average Trip Length	6.40	6.44	6.32	6.31	6.38	6.01	6.31	6.09	3.58%	6.05	5.66	6.91%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	1.29	1.50	0.00	1.44	1.68	2.85	3.11	1.48	109.34%	1.44	1.27	12.92%
Non-Preventable/100,000 Miles	0.00	0.00	1.27	1.44	1.68	0.00	1.55	1.48	0.00%	0.90	0.91	-1.20%
Maintenance:												
Total Miles Operated	77,470	66,697	78,563	69,461	59,434	70,193	64,396	67,403	-4.46%	557,013	550,347	1.21%
Active Vehicles in Fleet	29	29	29	29	29	29	29	29	0.00%	29	29	0.00%
DART RideShare												
Total Ridership	23,152	20,142	24,266	20,752	17,352	23,250	21,076	24,826	-15.11%	171,830	189,212	-9.19%
Total Vans in Circulation	92	93	93	93	93	93	93	95	-2.11%	93	96	-3.51%
Total RideShare Customers	823	825	817	823	815	813	805	857	-6.07%	822	875	-6.10%
Accident Frequency Rate by Service:												
Preventable	0.00	0.00	0.00	0.00	0.00	0.61	0.66	0.00	0.00%	0.16	0.07	0.00%
Non-Preventable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.72	-100.00%
Maintenance:												
Total Miles Operated	175,048	148,781	177,835	156,349	137,393	165,239	150,437	169,495	-11.24%	1,273,206	1,380,034	-7.74%
Active Vehicles in Fleet	100	100	100	100	100	100	100	99	1.01%	100	105	-5.10%



System Performance Ridership Report February 2013

	August 2012	September 2012	October 2012	November 2012	December 2012	January 2013	February 2013	February 2012	Percent Change 2012/2011	FY13 Year To Date	FY012 Year To Date	Percent YTD Change 2013/2012
DART Fixed Route Ridership	524,609	339,496	385,505	337,521	274,548	326,769	306,426	342,715	-10.59%	2,758,061	2,823,706	-2.32%
Local Routes:												
#1 - Fairgrounds	213,812	19,548	22,441	20,842	15,667	19,831	19,351	19,808	-2.31%	344,819	351,914	-2.02%
#3 - University	71,668	74,618	83,627	65,711	36,203	34,718	31,410	70,793	-55.63%	457,359	566,374	-19.25%
#4 - Urbandale	29,278	28,837	33,576	26,822	13,971	16,463	15,468	33,823	-54.27%	189,034	254,594	-25.75%
#5 - Clark	16,532	17,702	19,524	13,460	3,308	4,165	4,368	17,842	-75.52%	92,906	130,362	-28.73%
#6 - Douglas	52,391	54,118	59,848	44,881	18,314	20,851	19,545	53,800	-63.67%	312,007	409,840	-23.87%
#7 - Ft. Des Moines	46,431	46,889	53,848	44,200	27,147	33,713	32,513	45,838	-29.07%	322,218	352,470	-8.58%
#8 - South Union	14,265	15,514	17,439	12,396	4,131	5,336	4,982	13,715	-63.67%	84,072	101,837	-17.44%
#11 - Ingersoll Ave.	19,619	19,482	21,358	14,482	1,963	2,400	2,175	18,095	-87.98%	99,369	149,897	-33.71%
#13 - SE Park Ave.	3,879	7,129	7,717	6,931	4,826	7,272	7,134	6,846	4.21%	45,472	43,871	3.65%
#14 - Beaver Ave.	0	0	0	5,152	16,854	19,731	18,676	0	100.00%	60,413	0	#DIV/0!
#15 - 6th Ave.	0	0	0	6,530	19,558	24,305	22,739	0	100.00%	73,132	0	#DIV/0!
#16 - Douglas Ave.	0	0	0	9,208	30,406	35,999	33,064	0	100.00%	108,677	0	#DIV/0!
#17 - Hubbell Ave.	0	0	0	4,764	13,795	16,986	15,301	0	100.00%	50,846	0	#DIV/0!
#52 - Valley West/Jordan Creek	0	0	0	2,154	8,270	8,916	8,689	0	100.00%	28,029	0	#DIV/0!
#60 - Ingersoll/University	0	0	0	4,428	15,763	19,909	19,124	0	100.00%	59,224	0	#DIV/0!
#71 - Ankeny/Delaware**	820	641	709	435	0	0	0	984	-100.00%	3,294	7,747	-57.48%
Shuttle Routes:												
Link Shuttle	1,173	1,125	1,582	1,478	866	984	865	1,159	-25.37%	9,010	9,902	-9.01%
Dline	19,869	17,633	20,912	16,347	14,053	14,601	14,431	15,672	-7.92%	134,209	126,842	5.81%
DMACC	0	0	0	0	0	0	0	262	-100.00%	0	1,412	-100.00%
Lincoln/McCombs	4,644	10,555	11,681	10,367	6,563	9,465	8,416	8,410	0.07%	61,691	52,285	17.99%
Express Routes:												
#90 - Airport South Business Park	0	0	0	0	0	0	0	1,047	-100.00%	0	8,076	-100.00%
#91 - Merle Hay Express	849	698	999	1,062	848	1,198	1,085	1,748	-37.93%	7,416	12,624	-41.25%
#92 - Hickman Express	3,079	2,751	3,225	2,698	2,523	3,754	3,284	3,037	8.13%	24,111	22,013	9.53%
#93 - NW 86th Express	4,450	3,493	4,130	3,455	2,847	3,614	3,441	5,594	-38.49%	29,291	38,128	-23.18%
#94 - Westown	1,478	1,281	1,590	1,534	1,425	1,727	1,212	1,286	-5.75%	11,735	10,484	11.93%
#95 - Vista	2,479	1,972	2,311	2,032	1,624	2,125	1,940	3,176	-38.92%	16,710	23,957	-30.25%
#96 - E.P. True	3,066	2,768	3,199	2,672	1,862	2,721	2,399	3,737	-35.80%	21,513	28,710	-25.07%
#98 - Ankeny	8,401	7,966	9,372	7,830	6,076	9,018	8,465	7,635	10.87%	63,586	58,376	8.92%
#99 - Altoona	2,276	1,803	2,321	1,894	1,573	2,120	1,914	2,700	-29.11%	15,846	19,277	-17.80%
On-Call/Flex Routes (Operated by Paratransit):												
On-Call: Ankeny	177	159	212	165	122	146	161	183	-12.02%	1,314	1,353	-2.88%
On-Call: Des Moines	432	302	269	250	231	276	294	394	-25.38%	2,492	2,900	-14.07%
On-Call: Johnston/Grimes	817	448	676	474	380	640	668	2,219	-69.90%	4,698	0	#DIV/0!
#73 Flex: Urbandale/Windsor Heights	855	660	994	887	725	949	725	1,553	-53.32%	6,478	16,535	-60.82%
#72 Flex: West Des Moines/Clive	1,627	1,295	1,847	1,858	2,553	2,750	2,492	1,252	99.04%	15,695	13,492	16.33%
On-Call: Clive ** (Ran for one week then combined with Flex Rou	0	0	0	0	0	0	0	107	-100.00%	0	7,238	-100.00%
On-Call: REGIONAL	242	109	98	122	101	86	95	0	0.00%	1,395	1,196	16.64%
DART Paratransit Ridership	12,528	10,818	12,941	11,554	9,905	12,257	10,740	11,530	-6.85%	92,094	97,282	-5.33%
Bus/Van	12,112	10,354	12,433	11,004	9,315	11,687	10,206	11,065	-7.76%	88,067	92,938	-5.24%
Cab	416	464	508	550	590	570	534	465	14.84%	4,027	4,344	-7.30%
DART RideShare Ridership	23,152	20,142	24,266	20,752	17,352	23,250	21,076	24,826	-15.11%	171,830	189,212	-9.19%
TOTAL RIDERSHIP	560,289	370,456	422,712	369,827	301,805	362,276	338,242	379,071	-10.77%	3,021,985	3,110,200	-2.84%

10A: Operations Department

Staff Resources: Elizabeth Presutti, General Manager

Transportation - Randy McKern, Manager

- Operators continue to receive their 4 hour refresher course training on the Smith System in March 2013, and will continue into mid April 2013.
- The NCAA Wrestling Tournament (March 21-23, 2013) has come and gone, Operators and Bus Ambassadors did a great job representing DART to our city's visiting guests.
- The Grand Avenue Bridge closed on Monday, March 23, 2013, and will remain closed for removal and replacement of the bridge until next fall. A lot of time and effort from DART's Planning Department was put into making this huge inconvenience to our Route 11 customers better with the addition of a Shuttle Bus. So far so good on the Route 11 and Shuttle Bus getting our customers to and from their destinations.

Maintenance - Scott Reed, Senior Manager

- All six (6) New Flyer buses have been placed in service.

Paratransit - Georgia Parkey, Manager

- The Paratransit department did a mass mailing of the new Bus Plus riders guide. Over 650 were mailed out to Bus Plus customers that have ridden in the last 12 months.
- Over ½ of the Paratransit operators have completed the Smith System refresher training.

Training - Greg Schmitt, Manager

- One (1) Fixed Route Operator graduated from training. Currently two (2) students are in training for the Fixed Route Department. A class of Fixed Route Operators in Training began on March 25th.
- Four (4) hour Smith System Defensive Driving Refresher courses are underway with seventy-five (75) percent of the required safety sensitive operations employees completed. Training will wrap-up by middle of April.
- Turn Guides were completed and distributed to all Fixed Route Operators in March before the March 10th service changes. With the assistance from the Marketing team, Fixed Route Operators now have turn by turn directions accompanied by maps for all local, shuttle, and express routes. This was an effort to expand upon the popular Operator Guide to November 2012 Service Changes that provided turn by turn directions for only the routes that had changed with the November 2012 service changes.

Facilities - Matt Pitstick, Manager

- Epoxy floor coating in the maintenance shop will be completed on 4/6/2013.
- Lamps in the administrative area at 1100 Dart Way have been replaced with more energy efficient T8 bulbs and ballasts. We are planning future fixture retrofit in the maintenance shop and wash bay.
- Pre cooling season preventative maintenance is being planned for 1100 DART Way.

MONTHLY REPORT
10A: Operations



- We are continuing to track warranties items and maintain systems so they will continue to perform as designed at DART Central Station.
- Capitol project planning includes an upgrade to the current money room to prepare for the new fare box equipment and vaults. We are finishing up plans and specifications for a spring bid. Other future planning includes bus barn doors and fuel dispensing equipment upgrades.

10B: Marketing and Communications, Customer Service and RideShare Departments
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Staff Resources: Kirstin Baer-Harding, Marketing Director

Marketing Updates:

- Staff prepared for the materials for the expanded services on the Route 52 and D-Line for NCAA tournament. The information about NCAA DART services distributed to area hotels, downtown businesses and posted on the website with links to all the schedules. Staff attended a meeting with the area hotel hosted by the Convention and Visitor Bureau and provided details about DART services for the tournament.
- DART staff did an excellent job assisting visitors with DART information. Over a 0000 rides to during the tournament with visitors utilizing a variety of routes. Staff was available throughout the tournament at the transportation booth located outside of Fan Fest and a transportation table with schedules was provided inside the arena as well. Transit Ambassadors were at key bus stop locations throughout the greater Des Moines area to assist riders. Customer Service and Marketing staff monitored social media to assist visitors with and questions or comments. During the tournament, DART promoted to area residents to Ride DART to avoid the NCAA Traffic. Radio ads, interior bus posters, emails and social media helped in delivering the message. DART Staff extends thanks to all the partners involved in this event: Polk County, City of Des Moines, Iowa Events Center, Convention and Visitor Bureau and the area hotels.
- Staff finalizing route specific marketing materials for Route 60 which will kick off April 1 with FREE rides. The material and information will be has been sent out to the neighborhood groups, Chambers and route businesses. Staff is working with Des Moines University, Mercy Campus, Drake, and DMACC Urban Campus.
- Staff is partnering with the Science Center of Iowa for an Earth Day event on Saturday, April 20.
- DART will be participating in the Drake Relays parade on Sunday, April 21.
- Staff has been working with the RideShare staff in developing marketing material for a Reason to Ride Spring campaign to promote DART's RideShare vanpools services. Marketing efforts will be assist potential new riders in joining a vanpool and along with promoting the vanpools in to rural communities.
- Staff has developed and distributed marketing material in promoting DART services to our Unlimited Access partners.
- Staff has been finishing up all the last details for the DART Trip Planner. Data is being finalized and double checked. Staff is looking at having a beta site live this spring.
- Staff is finalizing the execution of a redesigned website to incorporate the trip planner information. This will roll out with the beta trip planner this spring.
- Staff has been finalizing the Bike Storage marketing material. Material is scheduled to be this next month.
- Staff met with 80/35 and is developing a partnership and marketing opportunities for the event in July.

MONTHLY REPORT

10B: Marketing and Communications, Customer Service and RideShare



Communication Updates – Gunnar Olson:

- Staff is working with a local film maker on a video about the many reasons to ride transit. The video is aimed at educating the public and decision-makers on the varied benefits, both direct and indirect, that public transit provides to a region. The film will tie in with DART's new tagline, "Ride for a Reason."
- Staff provided support to the Planning Department to clearly publicize the extended and substantial detour to Route 11 due to the closure of the Grand Avenue bridge at 63rd Street. The detour is expected to last throughout the construction, which is expected to last until September.
- DART is joining the April Bus Tour by the Polk County Housing Trust Fund as a cohost and sponsor. The bus tour is a signature event for the Polk County Housing Trust Fund that is designed to highlight aspects of affordable housing. The tour in April will focus will be on the relationship between affordable housing and public transit. The tour will follow the new Route 60, which travels through many neighborhoods with affordable housing.
- Staff assisted in publicizing DART's expanded service for the NCAA Wrestling Tournament through earned media and social media. Staff issued a press release that was reported in the Des Moines Register as well as on multiple TV and radio stations. In addition, the services were highlighted during the DART Morning Report on WHO TV throughout the week.
- Staff led the development of a Public Participation Plan. The plan formalizes and improves its existing methods for providing public access to DART's decision-making process, with focus on assuring access to Low Income, Minority and Limited English Proficiency populations.
 - Two public meetings were held Thursday, March 14, 2013, at DART Central Station.
 - A survey that was distributed both online and in paper formats. The survey results were compiled and analyzed.
 - More than 400 people provided input.

Legislative Updates - Gunnar Olson:

- Researched and developed materials related to operator assaults. The reference material is aimed at supporting DART's legislative priority of having penalties steepened against assailants of bus operators.

Advertising Program:

New March Advertisers

- Iowa Speedway

Customer Service Report: PJ Sass

February Employer and Group Presentations:

- Principal Orientation – 4 visits

MONTHLY REPORT

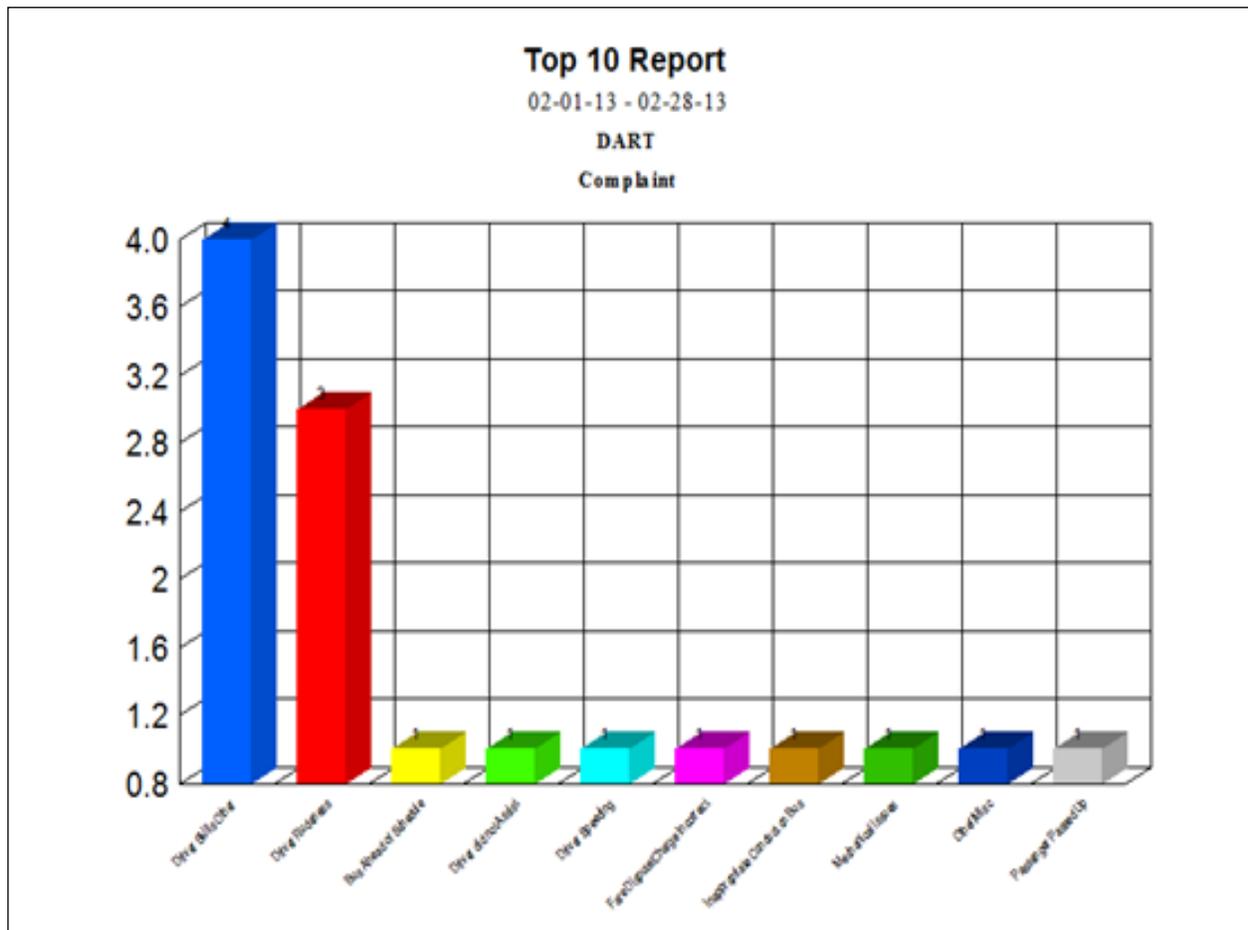
10B: Marketing and Communications, Customer Service and RideShare



- Catholic Charities- Refugee Resettlement Program
- Probation and Parole
- Principle Grab & Go
- Marsha Kephart, Iowa State Bank
- Train the trainer classes - 8 people

February Customer Service Statistics:

- Bus Stop/Shelter Requests = 4
 - Customer Service Requests = 55
 - Contact/Feedback Form = 40
 - Other/Misc = 20
-
- Total Emails = 119
 - 192 voicemails answered 20 required some type of response
 - 47 complaints received
 - 9 commendations received
 - 16 inquiries/suggestions



MONTHLY REPORT

10B: Marketing and Communications, Customer Service and RideShare



Comments were significantly down this month. The top five comments for January were: Driver Skills, Driver Rudeness, Bus Ahead of Schedule, Driver Didn't assist and Driver Speeding. We had a couple of comments regarding the lack of service on route 11. We had several issues with drivers running hot this month and some confusion on the fare for students. Rider would like to see half hour service on the weekends so riders don't have to wait an hour for their connecting bus. A great comment regarding the Ankeny Express and the service it is now providing to the DMACC Ankeny campus

Out of the 47 comments, 10 are still in the investigation process and 11 were founded which is 29% of the total completed comments for this month.

Travel Training:

Jennifer Roberts and PJ Sass held the first travel training class at DCS on March 14, 2013, three people attended the class. After detailed training on how to read the schedules and utilize the DART system we boarded a bus and discussed fares, proper etiquette for bus riding and securing mobility devices. The next training will be held on April 19, 2013.

RideShare: Jennifer Long

- Staff went out to the Veterans Hospital to talk with employees about the benefits of RideShare.
- Staff is in the process of cleaning up the database to ensure customers receive the most accurate ridematching.
- Staff rotated several vans to ensure even wear.

Staff Accommodations:

- Caller wanted DART to know that Missy did an outstanding job driving during the snow storm, she felt very safe. Thank you
- Sara: I ride the 7:25 Ankeny Express and I wanted to let you know I felt very safe riding the roads with the driver in the articulator bus. He was careful and took his time to ensure our safety. I also want you to know that I appreciate him telling us about the service change happening due to construction starting on March 3rd, it impacts where I get on the bus, thank you. Driver was David Colton

10C: Planning Department

Staff Resource: Jim Tishim – Planning Director

AVL/RTIS & Trip Planner Update:

- Trapeze Transit Master AVL/RTIS System:
 - The System Acceptance Test to evaluate all AVL systems was successfully completed on February 25, 2013. The functionality of each piece of equipment and the software programs were tested and approved prior to starting the next step, a System Availability Test.
 - The System Availability Test began on February 26, 2013. It is a 30 day test of the entire system. Any failure in the system is tracked for the amount of down time until the system is back fully functioning properly. This test will be completed on March 28, 2013.
 - The contract required a 99.7% availability rate prior to approval of the entire system.
 - A Failure Review Board was established to review any system failure to determine if it will be considered against the availability rate.
 - To date the System Availability Test has been without a failure and 100% available.
 - The Close-Out Plan staff requirements we requested from Trapeze were received and the plan was approved.
 - A fix has been determined to resolve the problem with the system fallback function to open radio channels when there is a system communication failure. A debug version of the Master Communications Controller was installed to capture system communication logs to determine the source of any problem, if it goes down. The system has not gone down again. The fix has been tested and is ready to be installed.
 - The solution for the DART Central Station sign configuration was fully tested and approved.
- Trapeze Back-Office System Move to DART Central Station:
 - DART has been working with Trapeze to move all the Trapeze Back-Office programs to the new servers at DART Central Station.
 - After further evaluation, it was determined that there is a less costly option to consider. Several of the back-office programs are currently in a test environment. Once testing is completed they will be moved to a production server. Also, a couple programs are due upgrades. When the programs are being moved to production or the new upgrades installed, it is possible to place them directly on the new servers at DART Central Station.
 - The change order to move the services is again under evaluation.

- Trapeze Transit Master AVL/RTIS System Training:
 - The following training courses have been scheduled:
 - DART Central Station Sign Configuration – April 8-9, 2013
 - Administration I Training – May 6-10, 2013
 - Administration II Training – June 10-14, 2013

Planning Department Projects:

- Title VI Plan:
 - DART is required to submit a Title VI Plan every three years to the Federal Transit Administration. DART is required to submit our plan this year by June 1, 2013.
 - Transit Planner Tony Filippini has been assigned as the project manager.
 - Tony completed an evaluation of the Title VI Program and all the new requirements by the Federal Transit Administration.
 - Tony has been coordinating staff development of all required documents for the plan. He is also responsible to finalize our Plan and submit it to the Federal Transit Administration.
 - We discovered through the development process that two plan requirements needed to be developed and approved through public participation and the DART Commission. The two plans are:
 - The Public Participation Plan
 - The Fare Equity Plan
 - Both are currently in the development process.
- CVS Pharmacy Construction Project & Shelter Plan :
 - CVS Pharmacy will be building a new store on the northwest corner of 2nd Ave and Euclid Ave by Park Fair Mall. They will be taking over the entire block on Euclid Ave from 2nd Ave to 3rd St.
 - DART was presented with an opportunity to be included in their development plans by establishing a new shelter location on their property.
 - The Planning Department worked with CVS Pharmacy, their Architectural Firm and the City of Des Moines to incorporate our new shelter design into their construction plans.
 - The Final Engineering Plans were submitted to CVS Pharmacy. DART received a copy of the Final Engineering Plans on February 25, 2013.

- Des Moines Public Schools Additional Service Planning:
 - The Des Moines Public School District requested I evaluate all their Middle and High School services for options to shift more service to DART for the coming 2013-2014 school year.
 - I submitted my final findings to the School District on March 4, 2013. There are several options for the Des Moines Public School District to consider.
- March 10, 2013 Service Changes:
 - Several routes were under evaluation since the November 23, 2012 major service change went into effect.
 - Adjustments were made to several routes, with primary attention given to the two new routes; #60 University/Ingersoll Loop and #52 Valley West/Jordan Creek.
 - Route #4 E. 14th St received some alterations to improve service to Goodwill Industries at 4900 NE 22nd St. north of Broadway Ave.
 - Additional adjustment to remaining routes will be completed for the June 2013 service changes.

MONTHLY REPORT



10D:	General Manager
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Staff Resource: Elizabeth Presutti, General Manager

- APTA Legislative Conference – I attended the APTA Legislative Conference in Washington DC March 10-12, 2013 along with Commissioner Van Ort, Commissioner Conkling and Jamie Schug. There were several updates from Congressional Staff, US DOT Administrators and others. We had the opportunity of meeting with Congressman Latham, Richard Bender from Senator Harkin's staff and Sherry Kuntz from Senator Grassley's staff.
- Executive Search Firm for Chief Operating Officer – I sent out a Request for Proposals for an Executive Search Firm to assist in the recruitment of a Chief Operating Officer. Proposals are due on April 3, 2013 and I hope to select a firm by April 5, 2013. Once a firm is selected we will establish a recruitment strategy for the Chief Operating Officer.



FUTURE DART COMMISSION ITEMS

APRIL 2, 2013

May 7, 2013 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - Open Records Policy - Records Retention Policy - On-call Architecture and Engineering Services Contract - Title VI Program - RideShare Fare Increase 	<ul style="list-style-type: none"> - Fare Policy - Trip Planner Demonstration and Beta-Site Rollout Plan - Open Records Policy - Records Retention Policy
June 4, 2013 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - Open Records Policy - Records Retention Policy - On-call Architecture and Engineering Services Contract 	<ul style="list-style-type: none"> - Fare Policy
July 2, 2013 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - Fare Policy 	
August 6, 2013 - 5:00 P.M.	
Action Items	Information Items
September 3, 2013 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - Farebox System Replacement 	
October 1, 2013 - 5:00 P.M.	
Action Items	Information Items

Key Meetings/Dates:

- May 5-8, 2013: APTA Bus & Paratransit Conference, Indianapolis, IN
- May 8-10, 2013 – Greater Des Moines Partnership Trip Washington, DC
- June 1, 2013 – DART Bus Roadeo
- June 19-22, 2013 – IPTA Annual Meeting and State Bus Roadeo - Ames, IA
- July 20-23, 2013 - Transit Board Members Seminar & Board Support Employee Development Workshop – Austin, TX
- September 16-18, 2013 – Annual Mid-Sized Bus Performance Benchmarking Meeting – St. Petersburg, FL
- September 29–October 2, 2013 – APTA Annual Meeting Chicago, IL