



DES MOINES AREA REGIONAL TRANSIT AUTHORITY
NOTICE OF COMMISSION MEETING AND AGENDA
DECEMBER 2, 2014 – 12:00 p.m.
DART MULTIMODAL ROOM, 620 CHERRY STREET

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
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14. OTHER – Communications	
15. NEXT MEETING: Regular DART Meeting Tuesday, January 6, 2015 – 12:00 p.m.	
16. ADJOURN	

Language, visual, hearing and transportation services are available at meetings upon request.
For requests, please call DART at 515.283.8100 at least 48 hours in advance of the meeting.

6: Public Hearing on New Fare Policy DRAFT

Staff Resource: Jamie Schug, Chief Financial Officer
Gunnar Olson, Public Affairs Manager

Background:

- DART is preparing a new fare box policy to prepare for the implementation of a new farebox system on DART buses in 2015.
- The new policy will provide guidance for the consistency and fairness of DART's fare-collection process on fixed-route service and addresses fare structure, types of fare media and payment options.
- DART conducted a Fare Policy Revenue and Ridership Analysis, which found that the new fare policy would have minimal impact on revenue or ridership.
- DART conducted a Fare Policy Title VI Analysis, which found that the new fare policy will comply with the U.S. DOT's Title VI Regulations under the Civil Rights Act of 1964. This is contingent on executing some mitigation measures that DART has planned.
- Any written correspondence received prior to the meeting will be available for review.

Public Hearing Procedures:

- Any participants wishing to speak on the proposed subject should sign up on the appropriate speakers list.
- If necessary, DART staff will make a brief presentation regarding the subject of the hearing prior to receiving comment.
- Speakers will be asked to state their:
 - Name
 - Address
 - Affiliation (if any)
- Speakers will be asked to limit their remarks to 3 minutes.
- Written comments/emails received to date will be made available to anyone wishing to review them.

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

**620 Cherry Street – Des Moines, Iowa 50309
November 4, 2014**

ROLL CALL

Commissioners Present: Angela Connolly, Chris Hensley, Gaye Johnson, Bob Mahaffey (12:06pm), Joann Muldoon (12:02pm), Steve Peterson and Steve Van Oort

Commissioner Absent: Skip Conkling, Tom Gayman

Alternates Present: Keith Ryan

CALL TO ORDER

The meeting was called to order by Chair, Steve Van Oort at 12:01pm. 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 November 4, 2014 meeting agenda.

It was moved by Ms. Hensley and seconded by Mr. Peterson to approve the November 4, 2014 Agenda. The motion carried unanimously.

Commissioner Muldoon arrived at 12:02pm.

PUBLIC COMMENT

Scott Weaver – 6805 University Drive, Windsor Heights. Mr. Weaver is a Paratransit customer who had concerns regarding being picked up on a timely basis at night within the 30 minute window.

Ms. Presutti will work with staff to look into the matter further and follow up with Mr. Weaver at either 515-661-9921 or via Kate Weiss at 515-661-9922.

Ms. Hensley requested to have follow up on the resolution with the Commission.

Kenneth Waldron – 2557 Wedgewood Road, Apt. 63, Des Moines addressed the Commission regarding transfers, and on the possibility of the conversion of the Route 17 and 99 in Altoona.

Commissioner Mahaffey arrived at 12:06pm.

CONSENT ITEMS

6A – Commission Meeting Minutes – October 7, 2014

It was moved by Ms. Connolly and seconded by Ms. Johnson that the consent item be approved. The motion carried unanimously.

ACTION ITEMS

7A – Fare Policy

Gunnar Olson, Public Affairs Manager and Jamie Schug, Chief Financial Officer provided a presentation to the Commission on the Fare Policy. Two handouts were provided to the Commission detailing the information. Ms. Schug provided background on ridership and revenue analysis to the Commission. Mr. Olson reviewed the timeline with the Commission and next steps on the public feedback process. A final vote on the policy could occur as early as January 2015.

It was moved by Ms. Hensley and seconded by Mr. Peterson that the Commission approve the new Fare Policy DRAFT. The motion carried unanimously.

7B – State and Federal Legislative Priorities

Mr. Olson provided an update on the recommended state and federal legislative priorities after consultation with APTA, IPTA, DART lobbyists Bill Wimmer and Angela Davis. The recommended priorities were also presented to the Commission's Legislative Committee for review.

The recommended Priorities are:

State Legislative Priorities:

- Bus-Rapid Transit (BRT)
- Protect DART's Civil Servants
- Need Funding Options

Federal Funding Options:

- Bus-Rapid Transit (BRT)
- Long-term Surface Transportation Authorization Bill

Ms. Hensley requested that a letter go out to our local representatives after the election. Mr. Olson will assist with drafting a letter and sending it out on behalf of the Commission.

Ms. Hensley also requested that our lobbyist provide an update at the December meeting.

It was moved by Ms. Connolly and seconded by Ms. Johnson that the Commission approve the State and Federal Legislative Priorities. The motion carried unanimously.

7C – Procurement Manual

Mike Tiedens provided background on the DART Procurement Policies and Procedures Manual. Following the 2012 Triennial Review, it was recommended that DART revise its Procurement Policies and Procedures Manual. The proposed DRAFT of the Procurement Manual was reviewed with the Commission Procurement Committee over two sessions in April 2014. The proposed DRAFT Manual has been reviewed and approved by DART's general legal counsel, Brick Gentry.

It was moved by Mr. Mahaffey and seconded by Mr. Peterson that the Commission approve the DART Procurement Manual. The motion carried unanimously.

7D – 1100 DART Way Administration Renovation Architecture & Engineering Services

Mike Tiedens provided background on a task order with Substance Architecture for the Architecture and Engineering for the 1100 DART Way remodel. The task order will be for the amount of \$182,000. A portion of the funding was awarded from the State of Iowa PTIG Grant along with budgeted formula funds and the required local match for all sources.

It was moved by Ms. Connolly and seconded by Mr. Peterson that the Commission approve the 1100 DART Way Administration Renovation and Engineering Services Task Order with Substance Architecture for the amount of \$182,000. The motion carried unanimously.

7E – On-Call Public Relations and Marketing Contract

Mike Tiedens provided background on a contract for On-Call Public Relations and Marketing Services. Four proposals were received from Alt Studios, Happy Medium, Trilix and ZLR Ignition. Following the evaluation of the proposals, Happy Medium and Trilix scored the highest and were deemed to have the best value to DART. Funding will be from the approved budget and /or an associated project grant.

It was moved by Ms. Hensley and seconded by Ms. Johnson that the Commission approve 2 contracts with Happy Medium and Trilix. The two contracts will be for two (2) On-Call Public Relations and Marketing Services for a five (5) year term with an aggregate total amount not to exceed \$400,000. The motion carried unanimously.

7F – September 2014 Financials

Amber Dakan, Finance Manager provided a presentation on the September 2014 Financials. Fixed Route revenue ended the month 1.92% higher than budget projections and expenses are on target at 1% above budget. Paratransit revenue is 5.5% lower than budget and operating expenses are currently 5.4% under forecasted levels. RideShare revenue is 18.9% below budget levels year to date with expenses 8% below budgetary expectations. RideShare revenue is expected to increase and expense monitoring is in place to offset the shortfall.

It was moved by Mr. Peterson and seconded by Mr. Mahaffey that the Commission approve the September FY2015 consolidated financial report. The motion carried unanimously.

DISCUSSION ITEMS

8A – DART Investment Policy DRAFT

Ms. Schug provided background on the Investment Policy DRAFT. A handout of the DRAFT policy was provided to each Commissioner. The intent of the Investment Policy is to define the parameters within which funds are to be managed and also provide framework for DART's investment activities. A resolution would come back to the Commission to approve the CFO as the authorizer along with a dollar amount. Most of the governmental entities in the metro allow for \$200,000. Policy would come back at the next meeting in December for approval. DART's legal counsel, Brick Gentry would also review the policy in the meantime.

8B – Quarterly Safety Report

Randy McKern, Transportation Manager, provided an update on the 1st quarter analysis of accidents for FY2015. Most of the collisions that are occurring are either another vehicle into bus or a bus into a fixed object. DART is trying to be proactive with our one-two year Operators who contribute to most of the accidents to retraining when accidents do occur and to head them off.

8C – September 2014 Performance Report

Ms. Presutti updated that ridership continues to increase and is up over 4.71% year to date on all of our services. Fixed Route is up 5.7%. Ms. Presutti made note of Route 14, 16, 17, 52 and 60 that are doing particularly well. Expresses that are seeing improvements are the 92, 93 and newly formed Route 74. Paratransit and RideShare are also up in ridership.

MONTHLY REPORTS

10A – Operations Report

No update

10B – Marketing Report

Kirstin Baer-Harding, Marketing Director provided an update on Try Transit Week. We were up about 20% or 20,000 rides from the week prior to Try Transit Week. We are also moving forward with launching the rest of the technologies, which include the SMS for real-time information at the bus stops via text. Also the IVR which is the automated MYDART Phone technology will be moving forward for late Fall.

Mr. Olson provided background on a conversation that was had with Principle Financial Group regarding rerouting of the LINK shuttle to transport their employees to parking facilities. New routing would take effect in February. This rerouting is in response to a temporary relocation of approximately 1200 employees.

10C – Planning Report

No update

10D – Procurement

No update

10E – General Manager

Ms. Presutti provided an update on the APTA Annual Meeting and EXPO. DART did exchange contract proposals with the ATU at the end of October. Our hope is to begin negotiations the first full week of January. Ms. Presutti also updated that we are planning to do the Fares for Food event again this year. We found that that last year’s Fares for Food fare collection for a day was more successful than doing the food donation on the buses. The recipient selected for this year’s fares will be DMARC.

FUTURE AGENDA ITEMS

COMMISSIONER ITEMS

OTHER – Communications

NEXT MEETING

December 2, 2014 at 12:00pm

ADJOURNMENT

A motion by Mr. Peterson and second by Ms. Johnson to adjourn the regular Commission Meeting was made at 1:17pm. The motion carried unanimously.

Future 2014 Meeting Dates

Dec 2

Future 2015 Meeting Dates

Jan 6, Feb 3, Mar, 3, Apr 7, May 5, Jun 2,
Jul 7, Aug 4, Sept 1, Sept 29, Nov 3, Dec 1

Chair

Clerk

Date

ACTION ITEM



9A: Fare Policy Equity Analysis

Action: Approval of Equity Analysis of the new fare policy DRAFT

Staff Resource: Jamie Schug, Chief Financial Officer
Gunnar Olson, Public Affairs Manager

Background:

- DART has drafted a new fare box policy to prepare for the implementation of a new farebox system on DART buses in 2015.
- The new policy will provide guidance for the consistency and fairness of DART's fare-collection process on fixed-route service and addresses fare structure, types of fare media and payment options.
- DART conducted a Fare Policy Title VI Analysis, which found that the new fare policy will comply with the U.S. DOT's Title VI Regulations under the Civil Rights Act of 1964. This is contingent on executing some mitigation measures that DART has planned.
- A vote by the Commission to approve the Fare Policy Title VI Analysis is needed prior to the policy being adopted.
- A final vote on the policy could occur as early as January, pending feedback from the public and a public hearing at the December Commission meeting.

Recommendation:

- Approve the Fare Equity Title VI Analysis.



**Des Moines Area Regional Transit
Authority Title VI/Environmental Justice
Fare Equity Analysis**

August 2014

Prepared by:  **TMD**

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Purpose

In order to comply with the Department of Transportation's Title VI regulations under the Civil Rights Act of 1964, the Federal Transit Administration (FTA) requires transit service providers to monitor the performance of the transit system to ensure that fare changes do not result in a disparate impact on the basis of race, ethnicity, or national origin or a disproportionate burden on low-income populations.

Des Moines Area Regional Transit Authority (DART) is proposing a revised fare structure as part of an initiative to provide customers with more options for paying fares and to improve bus operating speed. Since certain fare options are being eliminated, a fare equity analysis is required to ensure compliance with the FTA regulations. The purpose of this analysis is to determine whether the proposed fare changes will create disparate impacts for minority populations or a disproportionate burden on low-income populations.

Background

DART is the primary fixed-route transit operator serving the Des Moines Metropolitan Area. The agency serves 18 cities in and around Polk County including Alleman, Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines, Elkhart, Granger, Grimes, Johnston, Mitchellville, Pleasant Hill, Polk City, Runnells, Urbandale, West Des Moines and Windsor Heights. DART operates local routes, express lines, and flex routes based on market conditions and consumer demand.

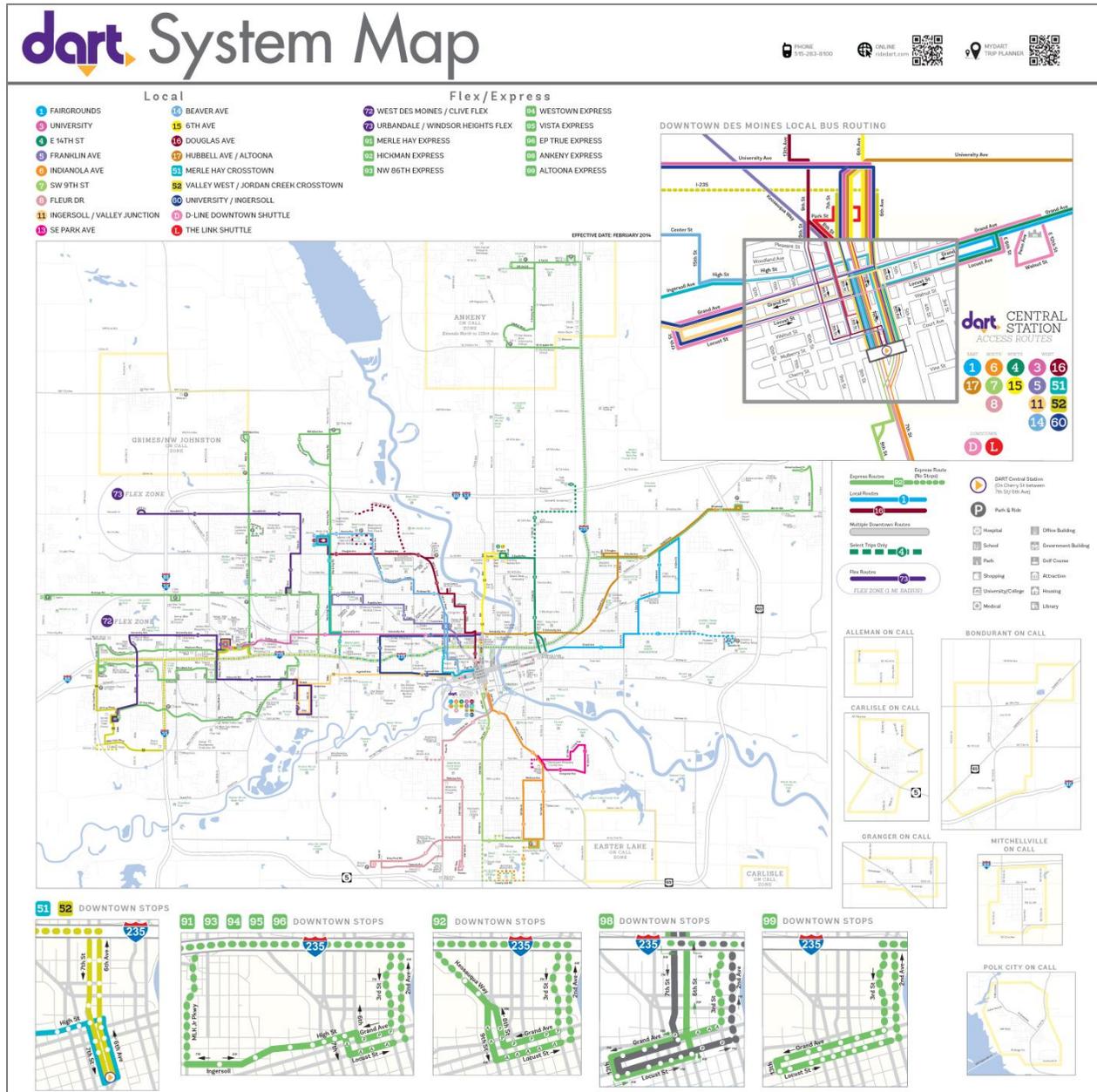


Figure 1: DART System Map

Proposed Fare Policy Changes

DART has proposed changes to the fare policy to coincide with the installation of new fareboxes. New fareboxes are being installed in order to modernize fare collection, reduce costs and improve boarding and travel times. Currently the agency accepts cash, tokens, partner employee badges and prepaid bus passes as forms of fare payment. The new farebox system is designed to introduce new Smart Cards which will allow riders to use stored value or rolling period passes for fare payment. Smart Cards will be able to be purchased and refilled at designated transit centers, partner retail locations, and online.

The introduction of Smart Cards, and proposed fare policy changes, will allow DART to eliminate tokens and offer in its place limited-use Smart Cards, including single-use Smart Cards and Day Passes. Cash-paying customers who receive a free paper transfer would be required to obtain a Smart Card to maintain the benefit of free transfers. Additionally, DART's Downtown Fare Zone, which allows customers to pay discounted cash fare when traveling within the zone, is proposed to be discontinued.

The following table illustrates the proposed fare policy changes. The introduction of a new Day Pass will allow the user unlimited transit trips in one calendar day.

Existing	Proposed
Magnetic-strip bus pass	Smart Card
Employee ID	Employee ID Smart Card
Token	Limited-use Smart Card
Cash	Cash

Figure 2: DART Fare Types

Smart Card users will fall under the existing transfer policy which allows unlimited transfers in a two hour period with the exception of a return trip. Passengers that choose to continue paying with cash will have to pay an additional fare if transferring. These changes will reduce delay at bus stops as Smart Cards can be used much faster during the boarding process.

Definitions

Disparate Impact Definition:

"The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations" (FTA C 4702.1B, Chap. IV-17)

DART Fare Equity Disparate Impact Policy:

"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." (DART Title VI Program, Pg. 47)

Disproportionate Burden Definition:

"The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts borne by non-low-income populations" (FTA C 4702.1B, Chap. IV-17)

DART Fare Equity Disproportionate Burden Policy:

"If a planned transit fare adjustment results in low-income populations bearing 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" (DART Fare Equity Policy, Pg. 1)

Data Sources

To ensure compliance with Title VI regulations, the fare equity analysis was completed using passenger survey data supplemented with data from the United States Census Bureau.

Passenger survey data was used to analyze DART ridership characteristics and behavior. DART conducted a system-wide on-board passenger survey in both 2010 and 2012. Both surveys were utilized for this analysis. Questionnaires were developed and distributed by surveyors on all DART routes.

The following information was obtained from the passenger surveys for use in the following analyses:

2010 passenger survey:

- Passenger demographics;
- Transfers;
- Downtown Fare Zone;

2012 passenger survey:

- Passenger demographics;
- Method of fare payment;

Survey origin and destination data combined with U.S. Census data were used to compare the demographics of neighborhoods with access to Smart Card sales outlets and the service area as a whole. This information will help determine whether there is an equitable distribution of Smart Card sales outlets.

Methodology

In the fare equity analysis minority passengers are considered survey respondents who filled out the race/ethnicity question and marked any category besides non-Hispanic white. Low-income riders are considered survey respondents who filled out the income question and listed household income as less than \$20,000 per year. This threshold was established using Federal Poverty guidelines. Due to the fact that the passenger surveys were conducted two years apart, the minority and low-income ridership proportions will differ based on which survey was used for a specific component of the analysis.

Persons in Family	Poverty Guideline
1	\$10,830
2	\$14,570
3	\$18,310
4	\$22,050
5	\$25,790
6	\$29,530
7	\$33,270
8	\$37,010
For families with more than 8 persons, add \$3,740 for each additional person.	

Figure 3: 2010 Federal Poverty Guidelines

Using these two datasets, the method of fare payment and the demographic characteristics of each rider could be determined. The analysis is broken down into multiple components. The first component will focus on the method of fare payment and the second component of the analysis will focus on transfers. The next portion of the analysis will evaluate access to Smart Card sales outlets, and the final portion will evaluate the impact of the Downtown Fare Zone discount discontinuation.

Method of Payment Analysis

Changes in the fare policy will impact DART riders differently based on their method of fare payment. To determine if there is any disparate impact or disproportionate burden as a result of these changes, riders are broken down by race/ethnicity and income levels. The most reliable data to approximate DART ridership characteristics is the 2012 Passenger Survey. With this passenger survey, the method of fare payment for minority riders will be compared to method of fare payment for all riders. The same comparison will be completed for low-income riders against all riders. All riders in this case will be represented by the total number of survey responses from the 2012 Passenger Survey which had the “fare type” question filled out. The minority population is defined as the number of people within this population that marked something other than “non-Hispanic white” and the low-income population is defined as survey respondents within this population who marked that they earn less than \$20,000 per year. Based on the 2012 passenger survey, 34.9% of DART riders are minorities and 50.4% are low-income.

Fare Type	All Riders	Minority Riders	Absolute Difference
DART pass	53.8%	59.4%	5.6%
DART token	7.1%	6.9%	-0.2%
Employee badge	14.7%	9.6%	-5.1%
Cash	24.4%	24.1%	-0.2%
All Riders	100.0%	34.9%	

Figure 4: Disparate Impact Method of Payment Analysis

According to the Disparate Impact Analysis, there is a negligible 0.2% difference between minority riders and riders as a whole when it comes to using cash to pay for fares. Based on the 5% threshold set in the DART Title VI policy, minority riders would not experience a disparate impact from the proposed fare policy changes. Riders using DART pass and employee badges are not impacted by the discontinuation of free two hour transfers. DART token users will be transferred over to limited-use Smart Cards and will not be affected by this change either.

Fare Type	All Riders	Low-Income Riders	Absolute Difference
DART pass	52.6%	58.3%	5.6%
DART token	7.0%	8.4%	1.4%
Employee badge	15.7%	3.0%	-12.7%
Cash	24.7%	30.3%	5.7%
Percent of Total Ridership	100.0%	50.4%	

Figure 5: Disproportionate Burden Method of Payment Analysis

According to the Disproportionate Burden Analysis, low-income riders are 5.7% more likely to use cash to pay for fares. Based on the 5% threshold set in the DART Title VI Policy, there is a disproportionate burden on low-income populations that use cash to pay for fares from the proposed fare policy changes. Although the cost of a single trip is not going up for those using cash, there will no longer be free paper transfers available to transit riders paying with cash.

Transfer Analysis

DART is proposing a discontinuation of free two hour transfers for riders who pay with cash. However, riders will be allowed to transfer if using a Smart Card for fare payment. An analysis of passenger transfer behavior will help determine if minority and low-income riders would face a disparate impact or disproportionate burden from these changes. Riders who fell into the transfer category selected multiple routes on the passenger survey. Based on the method of fare payment analysis, low-income riders are already more likely to use cash than riders as a whole. All riders in this analysis are based on the total number of surveys completed that include transit route information in the 2010 passenger survey. The minority population is then calculated by separating out all of the surveys that completed the race/ethnicity section and marked a category besides non-Hispanic white. The low-income population is categorized as respondents who selected earning less than \$20,000 per year. Based on the 2010 survey, DART ridership is 32.30% minority and 40.48% low-income.

Number of Routes Taken	All Riders	Minority Riders	Absolute Difference
No Transfer	65.31%	64.24%	1.07%
Transfer	34.69%	35.76%	-1.07%

Figure 6: Disparate Impact Transfer Analysis

Based on the table above, minority riders are 1.07% more likely to transfer than all riders. This is a negligible difference and falls within the 5% threshold DART set for disparate impact. Therefore, changes in the fare policy which affects transfers will not result in a disparate impact on minority populations.

Number of Routes Taken	All Riders	Low-Income Riders	Absolute Difference
No Transfer	65.31%	54.75%	10.56%
Transfer	34.69%	45.25%	-10.56%

Figure 7: Disproportionate Burden Transfer Analysis

Low-income riders are 10.56% more likely to make transfers than riders as a whole. This difference is above the 5% threshold set by DART to declare a disproportionate burden. As shown earlier, low-income riders are also more likely than riders as a whole to pay for fares with cash. As a result, low-income riders would face a disproportionate burden from changes in the fare policy that would eliminate free two hour transfers for riders paying fares with cash.

Smart Card Access

The new Smart Card fare media will give DART riders a faster way to ride mass transit. Once a Smart Card has been loaded with fare, a quick tap is all that is needed to board a bus. DART is working to ensure Smart Cards can be purchased and refilled conveniently and that there will be a smooth transition to the new service. Special attention is being paid to minority and low-income riders to guarantee equitable access to Smart Card purchase and refill locations. DART is working to make sure that there will not be a disparate impact on minority populations or disproportionate burden on low-income populations. Each of the locations where Smart Cards can be purchased or refilled has been plotted, showing the geographic distribution of Smart Card access.

	Minority	Low-Income
All Riders	32.40%	39.50%
Within 1/2 Mile Walking Distance of Sales Outlet	27.60%	37.67%
Absolute Difference	4.80%	1.83%

Figure 8: Smart Card Access by Trip

	Minority	Low-Income
DART Service Area	18.30%	10.60%
Census Tracts within ½ mile walk of a Smart Card Sales Outlet	17.90%	10.30%
Absolute Difference	0.40%	0.30%

Figure 9: Smart Card Access by Census Tract

DART passenger access was evaluated based on neighborhood demographics from the 2010 Census and origin and destination data from the 2010 DART Passenger Survey. According to the Census data analysis, there is not a significant difference in neighborhood demographics (race/ethnicity and income) between Census tracts within a ½ mile walk of a Smart Card sales outlet and the DART service area as a whole. The DART service area is 18.3% minority and 10.6% low-income, while census tracts with access to Smart Card sales outlets are 17.9% minority and 10.3% low-income. Based on the passenger survey, 27.60% of riders who have at least a portion of their trip within a ½ mile walking distance of a Smart Card sales outlet are minorities while 37.67% are low-income. Minority riders are 4.80% less likely to have at least a portion of their trip within walking distance to a sales outlet. Since this is within the 5% DART threshold there would not be a disparate impact on minority riders when it comes to Smart Card access. Low-income riders are 1.83% less likely to be within walking distance of a Smart Card sales outlet. Since this is also within the 5% threshold, there would not be a disproportionate burden on low-income riders when it comes to Smart Card accessibility.

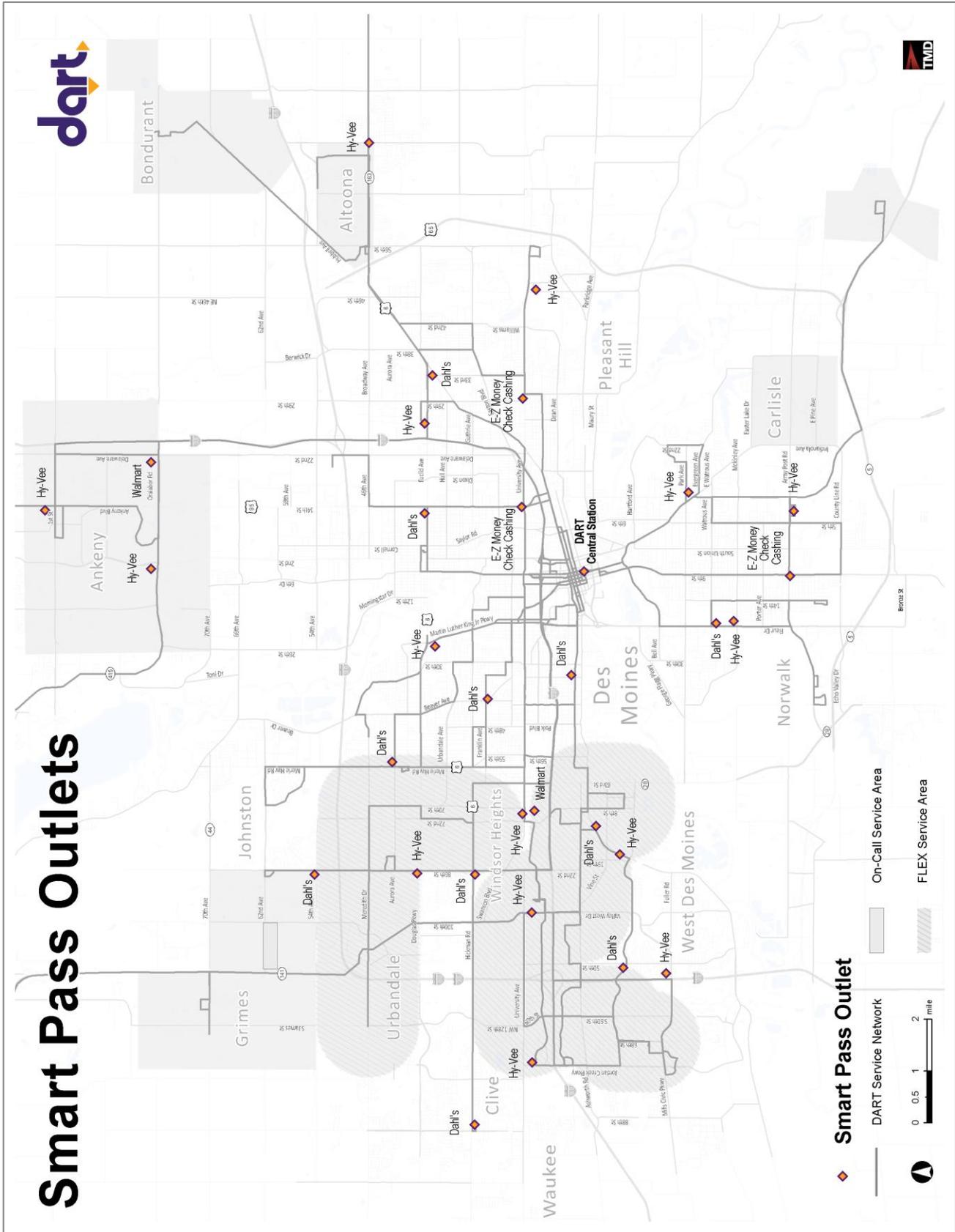


Figure 10: Location of Smart Card Pass Outlets

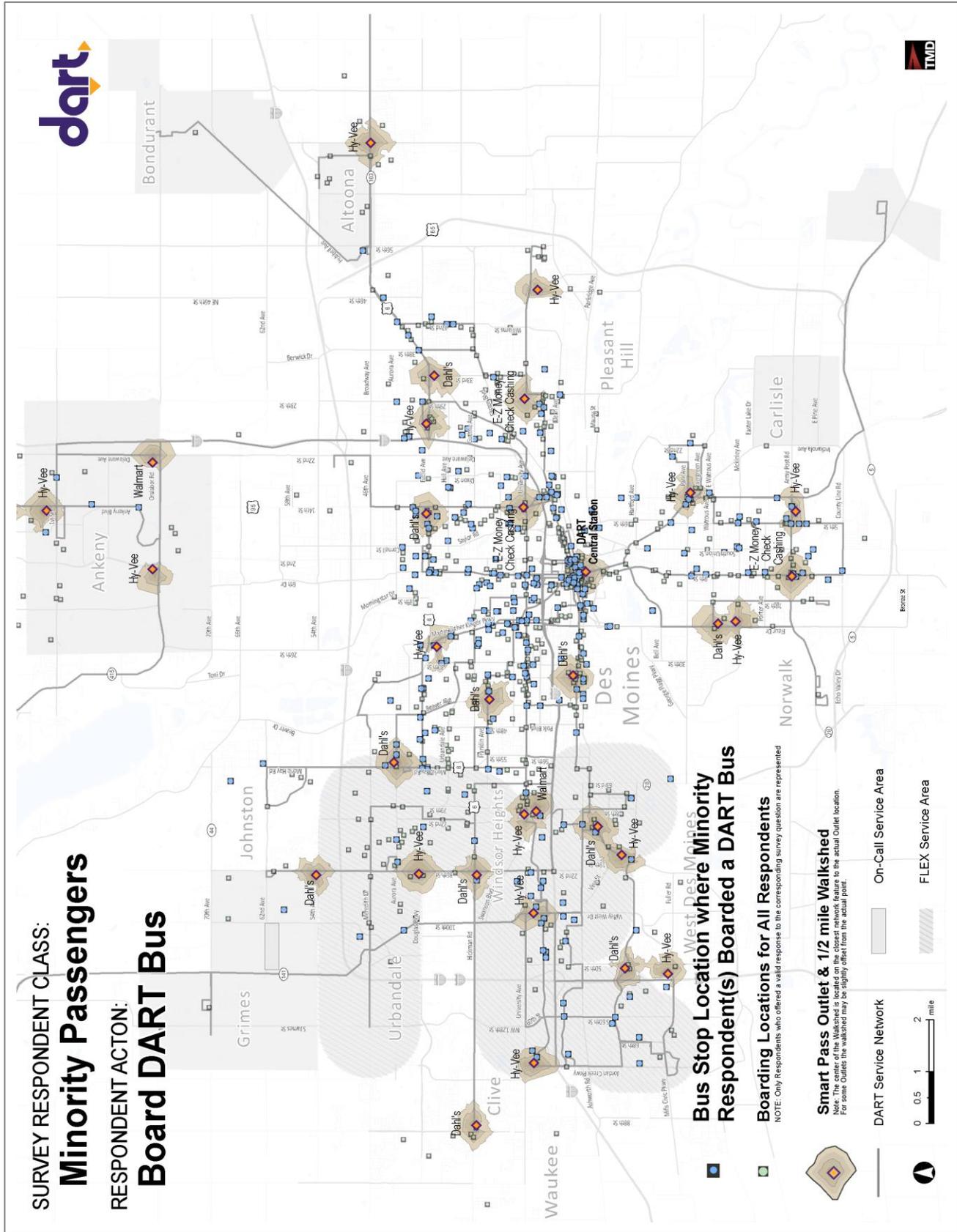


Figure 11: Minority Trip Origins and Smart Card Pass Outlets

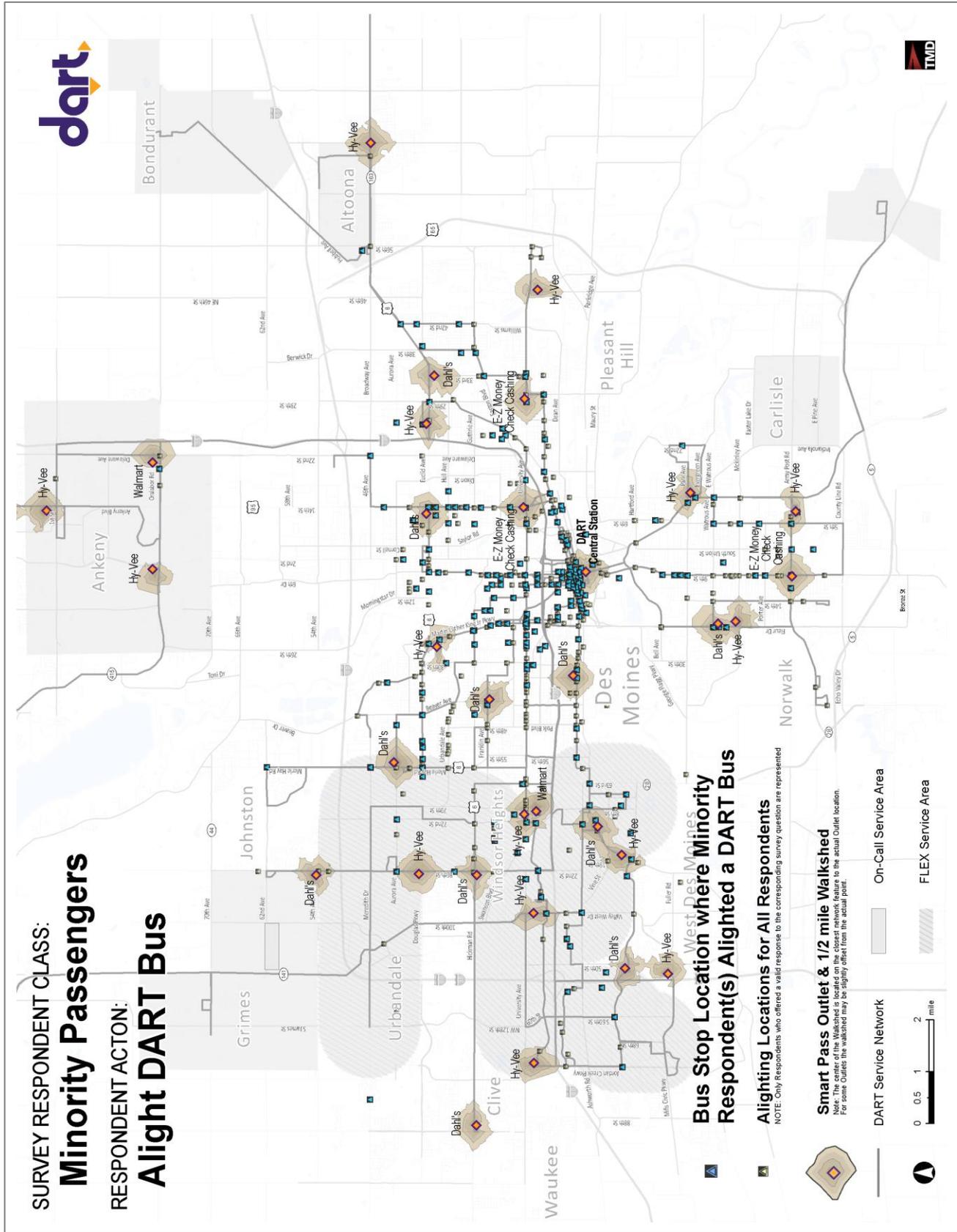


Figure 12: Minority Trip Destinations and Smart Card Pass Outlets

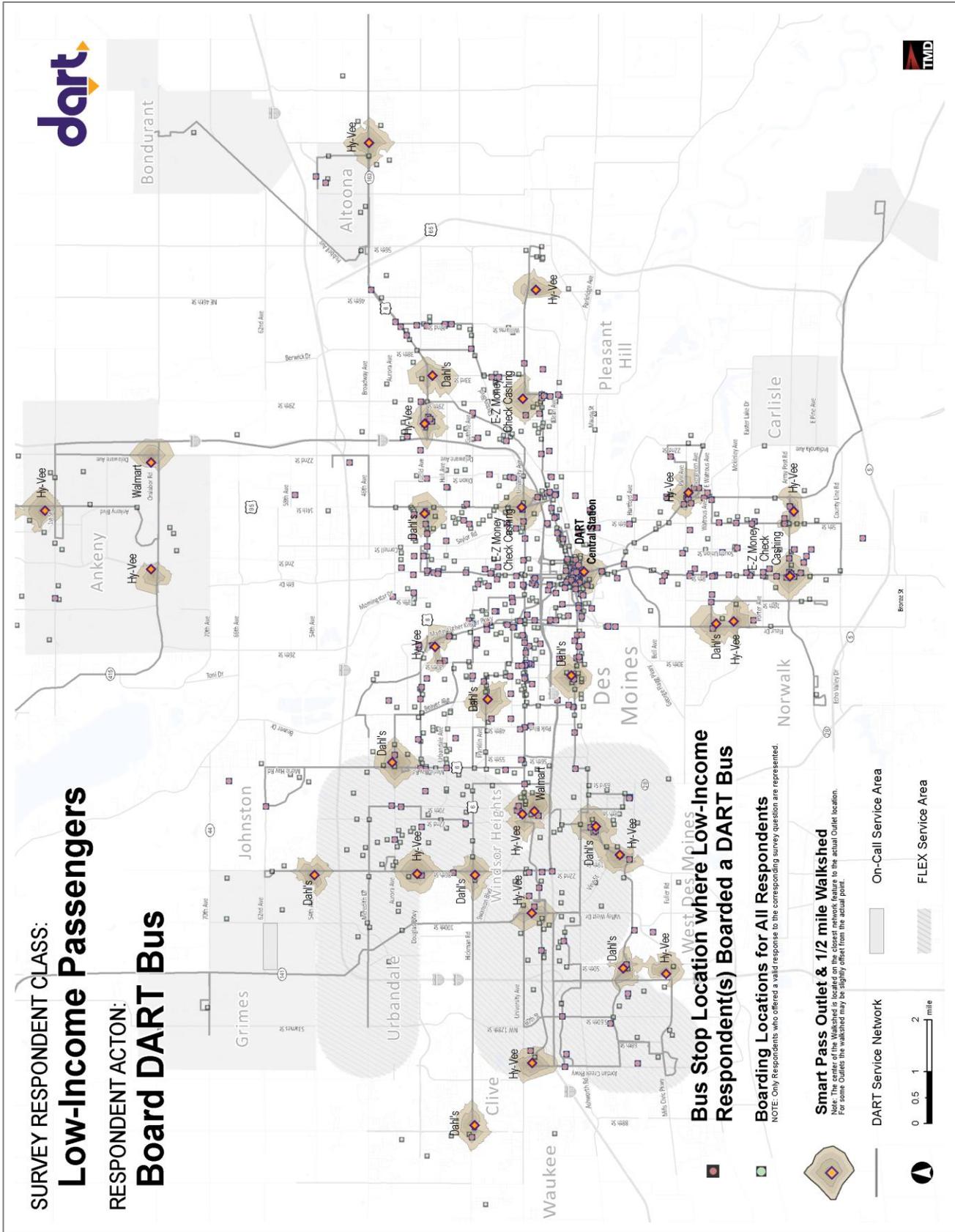


Figure 13: Low-Income Trip Origins and Smart Card Pass Outlets

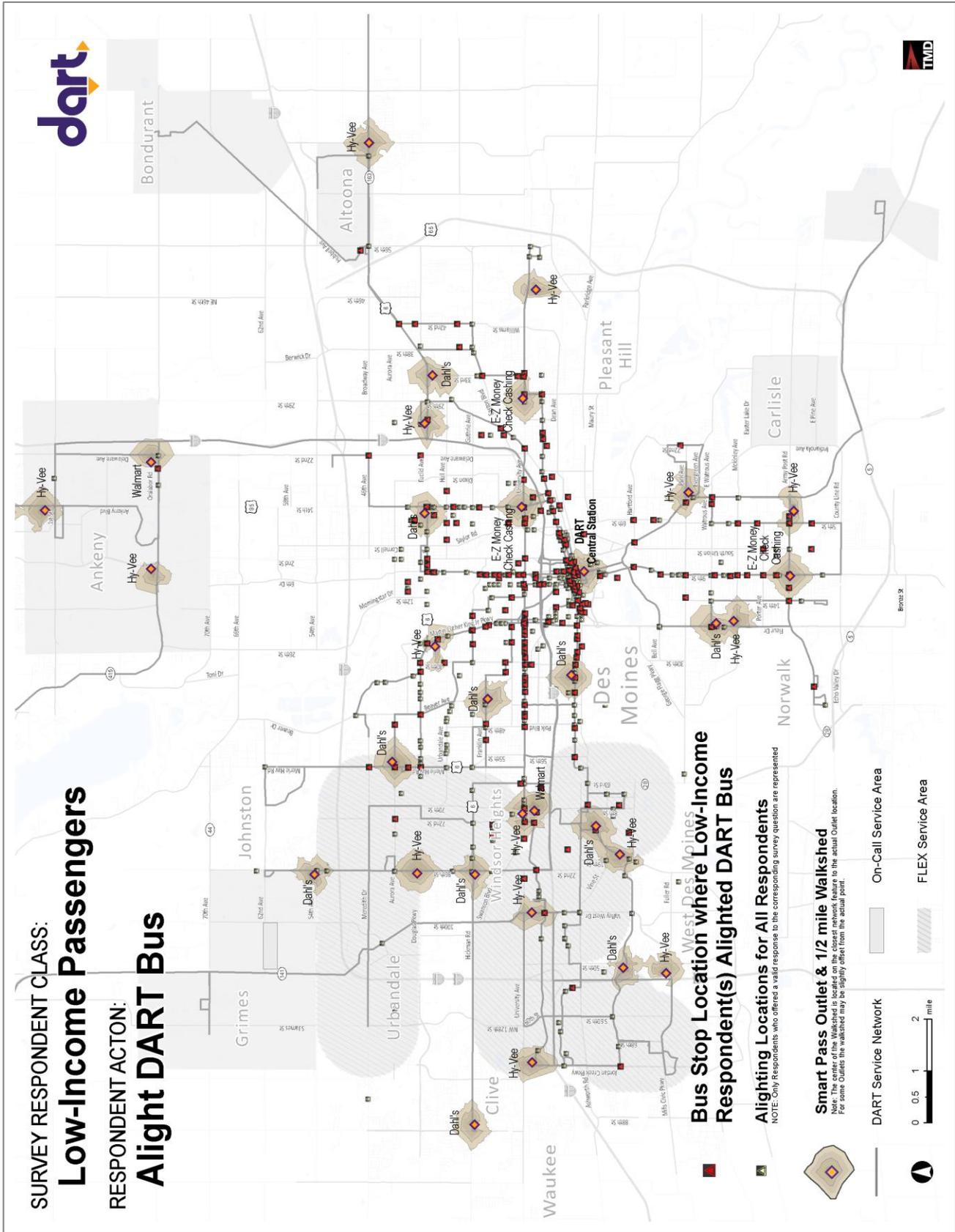


Figure 14: Low-Income Trip Destinations and Smart Card Pass Outlets

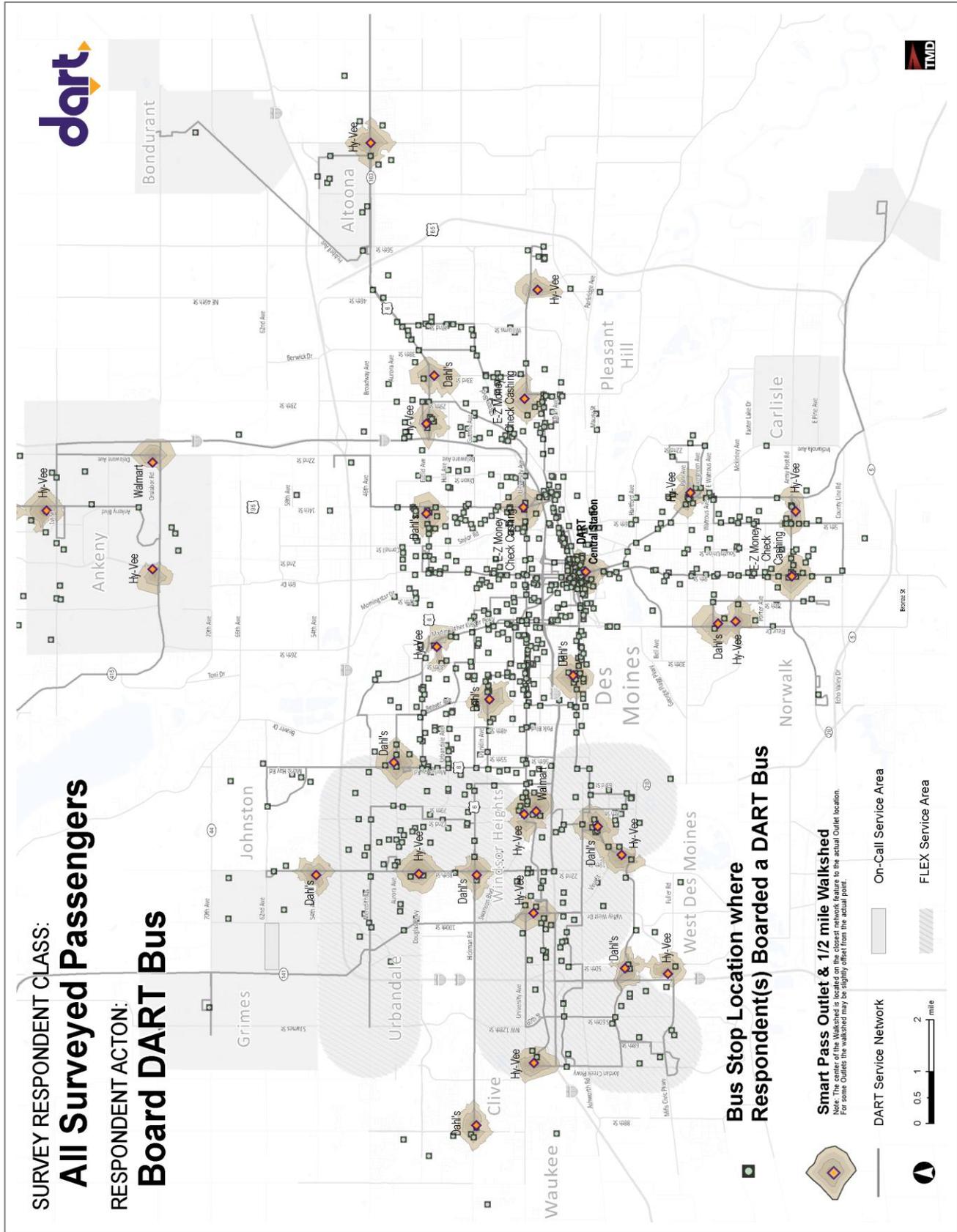


Figure 15: All Rider Trip Origins and Smart Card Pass Outlets

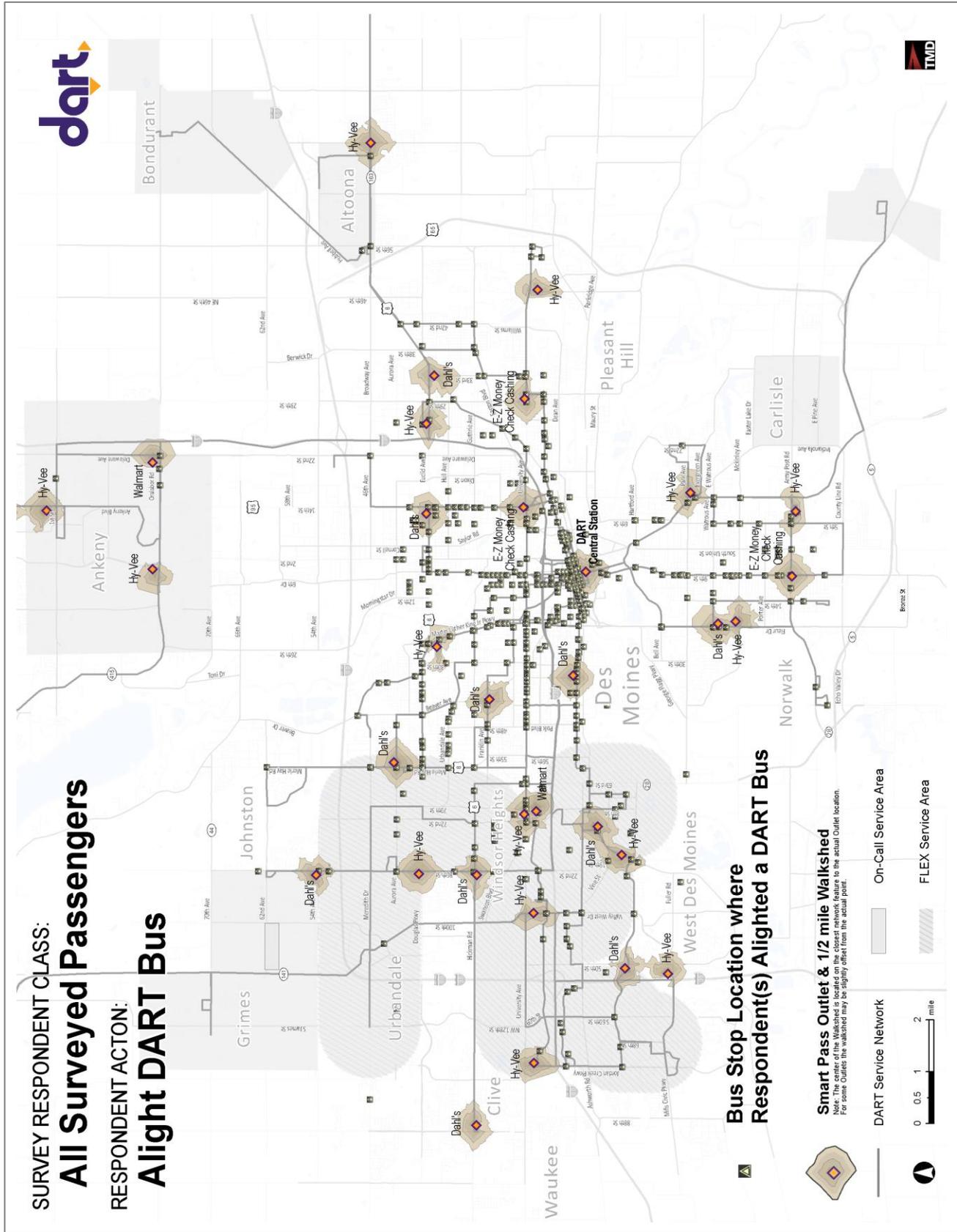


Figure 16: All Rider Trip Destinations and Smart Card Pass Outlets

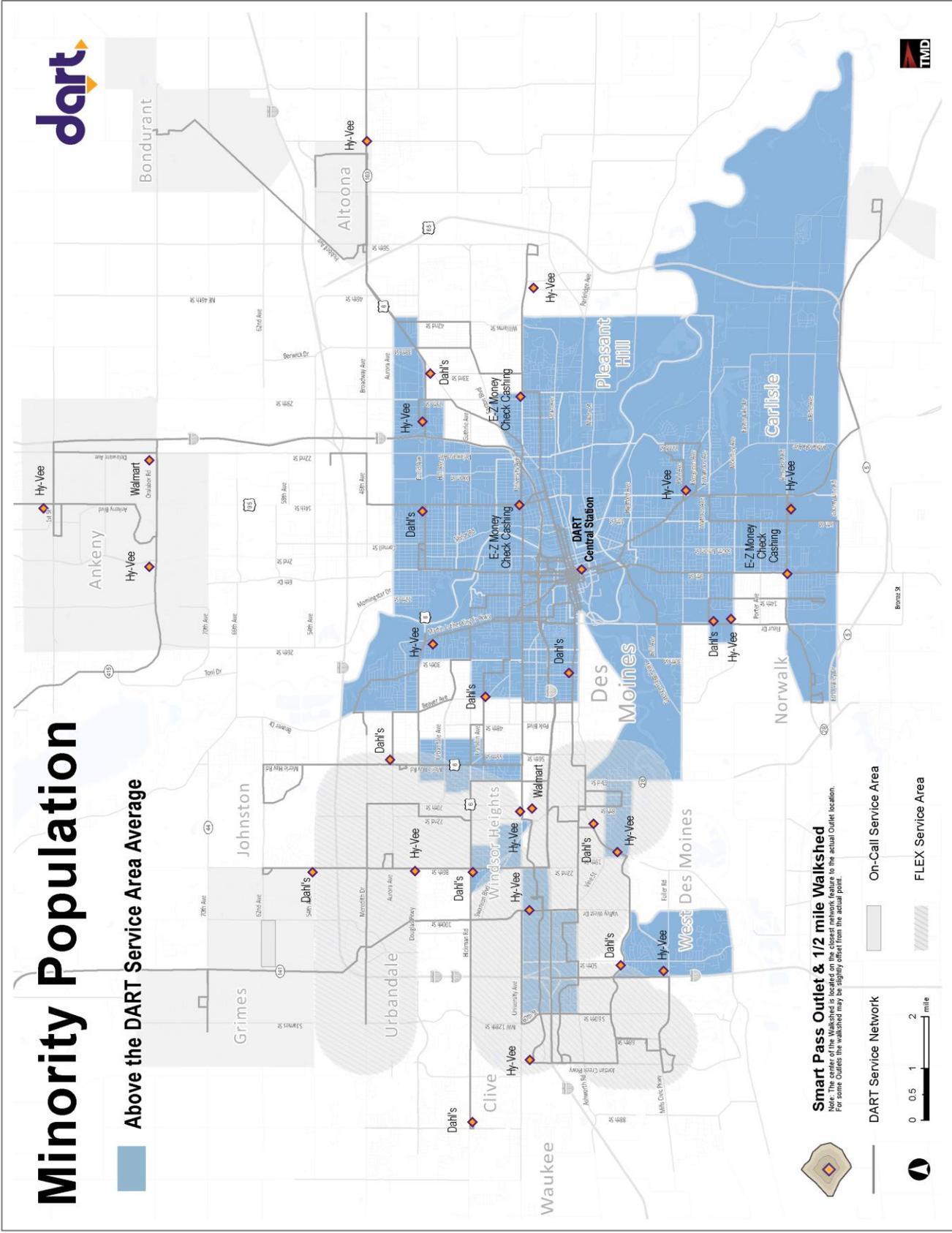


Figure 17: Minority Census Tracts and Smart Card Pass Outlets

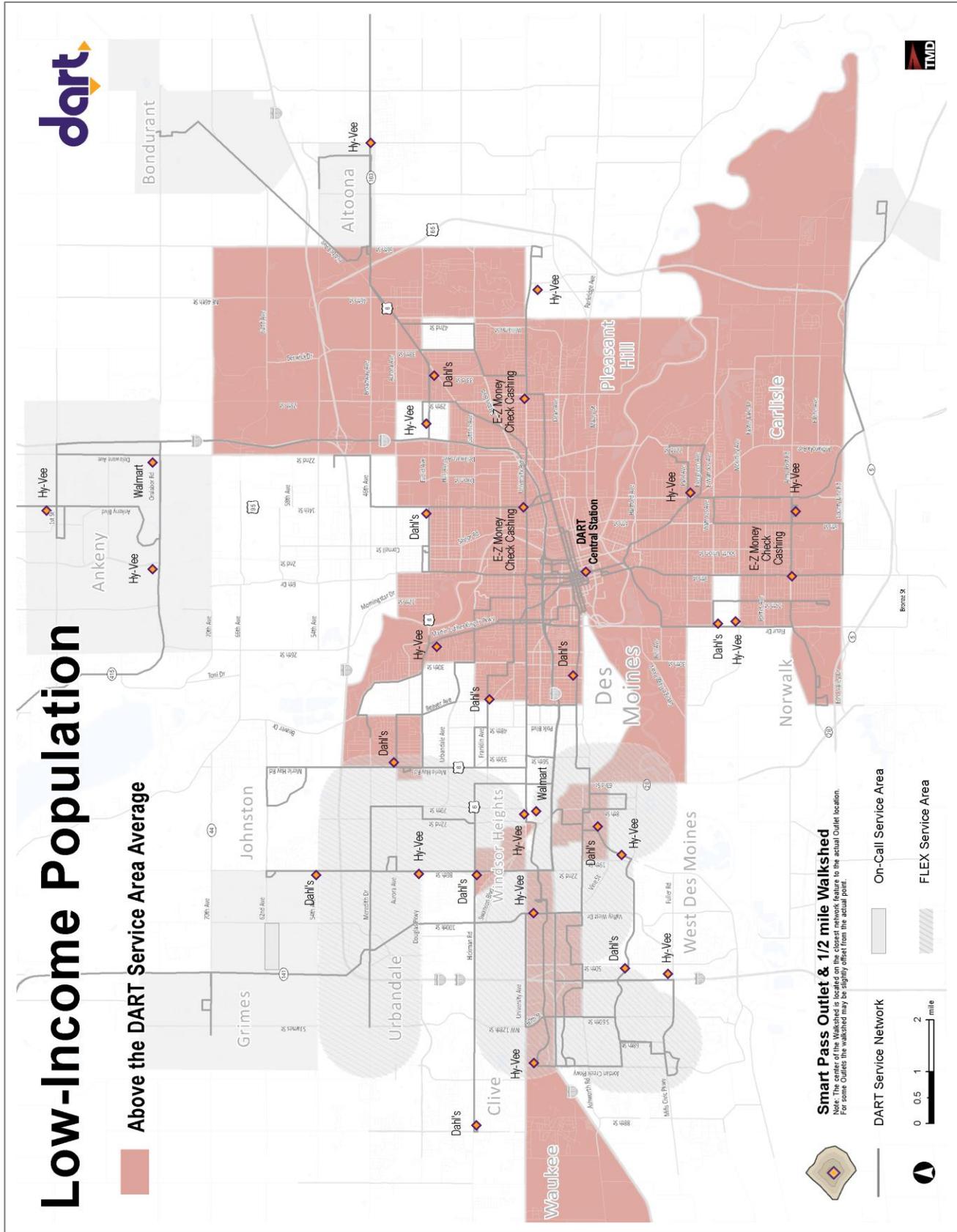


Figure 18: Low-Income Census Tracts and Smart Card Pass Outlets

Downtown Fare Zone

Currently, DART offers discount fares for passengers using transit service within a designated Downtown Fare Zone. The boundaries of the fare zone are South of I-235 to Cherry Street/Court Avenue (including DART Central Station), east of W. 15th Street to E. 14th Street. The cost for passengers is reduced from the base fare of \$1.75 to \$0.75. In order to qualify for this discount, trips must begin and end within the fare zone boundaries.

It is difficult to ensure passengers pay the full fare if they intend to ride beyond the limit of the Downtown Fare Zone. In addition, DART operates two free-to-ride shuttle services, the D-Line and the Link, that operate in downtown Des Moines on weekdays and cover a majority of the Downtown Fare Zone. In response, DART has proposed discontinuation of the Downtown Fare Zone. With this proposed change to the existing fare discount, an analysis is needed to ensure minority and low-income populations are not being adversely impacted.

Based on an analysis of the 2010 Passenger Survey, 26.92% of riders who completed their trip within the Downtown Fare Zone boundary were minorities. According to the same 2010 Passenger Survey, minorities make up 32.30% of system-wide ridership. Therefore, the elimination of this fare discount would not have a disparate impact on minority riders.

Low-income riders make up 34% of Downtown Fare Zone passengers based on the 2010 Passenger Survey. System-wide, low-income passengers made up 40.48% of ridership. As a result, the discontinuation of the Downtown Fare Zone would not have a disproportionate burden on low-income riders.

	Minority	Low-Income
All Riders	32.30%	40.48%
Downtown Fare Zone Riders	26.92%	34.00%
Absolute Difference	-5.38%	-6.48%

Figure 19: Downtown Fare Zone Analysis

Mitigation Measures

Based on the Title VI/ Environmental Justice Analysis, low-income riders would face a disproportionate burden due to the elimination of a free two hour transfer for cash-paying customers. Low-income riders are more likely than riders as a whole to both pay fares with cash and make transfers. However, new Smart Cards are being introduced for DART passengers, which will retain the free two hour transfer. Low-income riders are only 1.83% less likely than riders as a whole to be within walking distance of a Smart Card sales outlet. In order to mitigate the impacts of replacing cash-based transfers with Smart Card-based transfers, DART will be implementing some of the following measures.

- Offer the Smart Cards for free to all riders during a promotional period;
- Offer the Smart Cards for free on a continual basis for low-income riders who receive transit passes from social service agencies;
- Introduce a new day pass fare on the Smart Cards to allow for unlimited daily travel throughout the DART system;
- Include bonus trips on the Smart Card Stored Value cards;
- Permit for negative balance trips to allow riders with an insufficient fare to reach a pass sales outlet to refill their card;
- Conduct additional outreach to educate low-income riders about the benefits of switching to a Smart Card.

In addition to these mitigation measures, Smart Cards will be sold at 34 sales outlets located throughout the DART service area. These locations have been equitably distributed to ensure that low-income riders have equal access to the Smart Cards. Sales outlets will include various grocery stores, check-cashing locations and the DART Central Station, which functions as the primary transfer hub for local routes in the DART system. In addition to the Smart Card sales outlets, all riders, including low-income riders, will be able to use the Internet to refill their Smart Cards.

Conclusion

DART's proposed fare policy changes that would result in the discontinuation of the Downtown Fare Zone and the replacement of tokens with limited-use Smart Cards would not result in a disparate impact on minority populations or a disproportionate burden on low-income populations. In addition, the Smart Card sales outlets were found to be located within areas that would be convenient to minority and low-income riders. The replacement of cash-based transfers with the Smart Card was found to result in a disproportionate burden on low-income riders but did not result in a disparate impact on minority riders. By implementing mitigation measures, DART will ensure full compliance with the Department of Transportation's Title VI regulations as established the Civil Rights Act of 1964.

Appendix

Proposed Smart Card Sales Outlets

Number	Sales Outlet Type	Address	City
1	Dahl's Food Marts	3425 Ingersoll Avenue	Des Moines, IA
2	Dahl's Food Marts	1819 Beaver Avenue	Des Moines, IA
3	Dahl's Food Marts	3400 E 33rd Street	Des Moines, IA
4	Dahl's Food Marts	4121 Fleur Drive	Des Moines, IA
5	Dahl's Food Marts	4343 Merle Hay Road	Des Moines, IA
6	Dahl's Food Marts	1320 E Euclid Avenue	Des Moines, IA
7	Dahl's Food Marts	8700 Hickman Road	Clive, IA
8	Dahl's Food Marts	15500 Hickman Road	Clive, IA
9	Dahl's Food Marts	5440 NW 86th Street	Johnston, IA
10	Dahl's Food Marts	1208 Prospect Avenue	West Des Moines, IA
11	Dahl's Food Marts	5003 E. P. True Pkwy	West Des Moines, IA
12	DART Central Station	620 Cherry Street	Des Moines, IA
13	E-Z Money Check Cashing	2910 E University Avenue	Des Moines, IA
14	E-Z Money Check Cashing	1238 E 14th Street	Des Moines, IA
15	E-Z Money Check Cashing	904 Army Post Road	Des Moines, IA
16	Hy-Vee Drugstore	4100 University Avenue	Des Moines, IA
17	Hy-Vee Food Stores	3330 Martin Luther King Jr. Pkwy	Des Moines, Iowa
18	Hy-Vee Food Stores	2540 E Euclid Avenue	Des Moines, IA
19	Hy-Vee Food Stores	3221 SE 14th Street	Des Moines, IA
20	Hy-Vee Food Stores	4707 Fleur Drive	Des Moines, IA
21	Hy-Vee Food Stores	1107 E Army Post Road	Des Moines, IA
22	Hy-Vee Food Stores	8601 Douglas Avenue	Urbandale, IA
23	Hy-Vee Food Stores	1700 35th Street	West Des Moines, IA
24	Hy-Vee Food Stores	1900 Grand Avenue	West Des Moines, IA
25	Hy-Vee Food Stores	555 S 51st Street	West Des Moines, IA
26	Hy-Vee Food Stores	1725 Jordan Creek Pkwy	West Des Moines, IA
27	Hy-Vee Food Stores	7101 University Avenue	Windsor Heights, IA
28	Hy-Vee Food Stores	100 8th Street Southwest	Altoona, IA
29	Hy-Vee Food Stores	4815 Maple Drive	Pleasant Hill, IA
30	Hy-Vee Food Stores	410 N Ankeny Blvd	Ankeny, IA
31	Hy-Vee Food Stores	2510 SW State Street	Ankeny, Iowa
32	Walmart	1002 SE National Drive	Ankeny, IA
33	Walmart	1001 73rd Street	Windsor Heights, IA

Demographics by Census Tract (2012 ACS 5-year estimates)

Census Tracts	Total Population (per Tract)	Total Minority Population (per Tract)	Minority Population Percentage	Total Low-Income Population (per Tract)	Low-Income Population Percentage
1.01	3,491	745	21.34%	1,005	28.79%
1.02	3,853	665	17.26%	382	9.91%
1.03	2,216	190	8.57%	308	13.90%
2.01	2,758	828	30.02%	158	5.73%
2.02	3,586	642	17.90%	432	12.05%
3	4,144	1,497	36.12%	581	14.02%
4	4,912	1,400	28.50%	363	7.39%
5	4,888	1,867	38.20%	723	14.79%
6	3,956	973	24.60%	520	13.14%
7.01	3,206	1,988	62.01%	984	30.69%
7.02	3,105	901	29.02%	447	14.40%
7.03	2,980	269	9.03%	273	9.16%
7.04	2,897	771	26.61%	88	3.04%
8.01	5,926	944	15.93%	743	12.54%
8.02	3,412	200	5.86%	96	2.81%
8.03	3,769	849	22.53%	272	7.22%
9.01	3,596	723	20.11%	260	7.23%
9.02	3,341	331	9.91%	283	8.47%
10	4,399	885	20.12%	654	14.87%
11	5,235	2,414	46.11%	1,326	25.33%
12	3,242	2,387	73.63%	861	26.56%
15	3,574	782	21.88%	664	18.58%
17	2,548	2,117	83.08%	447	17.54%
18	1,987	447	22.50%	248	12.48%
19	4,028	593	14.72%	791	19.64%
21	4,706	1,581	33.60%	1,129	23.99%
26	2,410	1,358	56.35%	946	39.25%
27	3,190	1,275	39.97%	1,115	34.95%
28	3,405	835	24.52%	938	27.55%
29	4,411	860	19.50%	1,177	26.68%
30.01	1,833	191	10.42%	61	3.33%
30.02	3,357	198	5.90%	165	4.92%
31	1,847	101	5.47%	123	6.66%
32	2,558	83	3.24%	156	6.10%
39.01	3,686	1,956	53.07%	895	24.28%
39.02	5,295	2,318	43.78%	990	18.70%

Census Tracts	Total Population (per Tract)	Total Minority Population (per Tract)	Minority Population Percentage	Total Low-Income Population (per Tract)	Low-Income Population Percentage
40.01	3,968	1,138	28.68%	736	18.55%
40.04	3,346	292	8.73%	72	2.15%
41	3,372	632	18.74%	579	17.17%
42	1,829	370	20.23%	328	17.93%
43	5,634	1,096	19.45%	697	12.37%
44	4,107	1,806	43.97%	1,144	27.85%
45.01	4,158	1,368	32.90%	872	20.97%
45.02	2,573	519	20.17%	259	10.07%
46.02	6,123	1,555	25.40%	810	13.23%
46.03	3,671	643	17.52%	429	11.69%
47.01	4,217	793	18.80%	486	11.52%
47.02	3,148	1,516	48.16%	777	24.68%
48	3,018	1,897	62.86%	990	32.80%
49	2,323	1,125	48.43%	654	28.15%
50	3,743	3,327	88.89%	1,042	27.84%
51	4,553	1,616	35.49%	1,281	28.14%
52	3,258	1,628	49.97%	1,433	43.98%
53	2,903	900	31.00%	501	17.26%
101.01	4,434	20	0.45%	179	4.04%
101.02	5,901	241	4.08%	119	2.02%
102.03	20,350	1,681	8.26%	374	1.84%
102.05	5,900	466	7.90%	567	9.61%
102.07	4,770	176	3.69%	273	5.72%
102.08	4,011	448	11.17%	292	7.28%
102.09	5,708	330	5.78%	430	7.53%
102.11	3,708	241	6.50%	230	6.20%
102.12	3,948	198	5.02%	369	9.35%
104.04	4,577	574	12.54%	114	2.49%
104.05	6,899	806	11.68%	458	6.64%
104.06	4,199	410	9.76%	166	3.95%
104.07	4,820	261	5.41%	225	4.67%
104.08	3,785	587	15.51%	210	5.55%
104.09	4,044	219	5.42%	270	6.68%
105	5,538	390	7.04%	429	7.75%
106	8,263	623	7.54%	1,203	14.56%
107.02	5,852	316	5.40%	432	7.38%
107.03	4,630	340	7.34%	462	9.98%
107.05	4,487	43	0.96%	113	2.52%

Census Tracts	Total Population (per Tract)	Total Minority Population (per Tract)	Minority Population Percentage	Total Low-Income Population (per Tract)	Low-Income Population Percentage
107.06	5,986	462	7.72%	164	2.74%
108.02	9,099	2,083	22.89%	1,088	11.96%
108.03	5,092	696	13.67%	411	8.07%
108.04	4,113	510	12.40%	221	5.37%
110.01	3,544	865	24.41%	356	10.05%
110.21	4,479	376	8.39%	110	2.46%
110.25	3,878	304	7.84%	38	0.98%
110.26	5,629	369	6.56%	61	1.08%
110.27	7,199	1,571	21.82%	444	6.17%
110.28	4,812	648	13.47%	341	7.09%
111.11	5,216	936	17.94%	573	10.99%
111.12	3,965	419	10.57%	218	5.50%
111.13	2,235	427	19.11%	253	11.32%
111.14	4,498	1,474	32.77%	478	10.63%
112.01	4,912	582	11.85%	360	7.33%
112.03	3,741	304	8.13%	22	0.59%
112.05	3,419	1,300	38.02%	391	11.44%
112.06	3,577	170	4.75%	104	2.91%
113	14,451	1,075	7.44%	864	5.98%
114.04	5,730	627	10.94%	371	6.47%
115	5,452	148	2.71%	55	1.01%
117.01	8,328	740	8.89%	270	3.24%
117.02	2,941	75	2.55%	174	5.92%
201	2,215	53	2.39%	46	2.08%
204	4,280	206	4.81%	363	8.48%
501	4,551	333	7.32%	230	5.05%
508.03	5,987	640	10.69%	138	2.30%
508.05	5,715	596	10.43%	78	1.36%
508.07	6,014	568	9.44%	152	2.53%
508.09	6,157	709	11.52%	950	15.43%
508.11	8,569	1,085	12.66%	405	4.73%
508.12	1,890	117	6.19%	61	3.23%
509.01	3,183	127	3.99%	67	2.10%

ACTION ITEM



9B: Van Donation Program Recommendation

Action: Approve the donation of three (3) retired RideShare vehicles in accordance with Van Donation Program

Staff Resource: Jennifer Long, RideShare Program Coordinator

Background:

- The DART Commission approved implementation of the RideShare Van Donation Program at their September 2, 2014 meeting.
- This annual program will provide up to three passenger vans to eligible non-profit organizations and governmental agencies to enhance transportation service provided within DART's service area.

Application Process:

- DART distributed application packets to the City Managers of all of DART's member governments and the United Way who forwarded it to their mailing list of 80 agencies.
- Six applications were received:
 - Eyerly Ball Community Mental Health Services
 - Oakridge Neighborhood Services
 - Iowa Arts in Education (DBE Art Force Iowa)
 - Youth Emergency Services & Shelter (YESS)
 - Iowa Homeless Youth Centers partnering with Youth & Shelter Services
 - Pearls for Girls, Inc. partnering with Ultimate Afterschool Program, Brothers in the Room and Chrysalis Foundation
- All agencies submitted copies of their 501(c)(3) documentation.
- The selection panel consisted of Jamie Schug, Chief Financial Officer, Timothy Ruggles, Staff Accountant and Jennifer Long, RideShare Program Coordinator.
- After evaluating the applications, Oakridge Neighborhood Services, Youth Emergency Services & Shelter (YESS) and Iowa Homeless Youth Centers partnering with Youth & Shelter Services scored the highest.

Recommendation:

- Approve donation of three (3) retired RideShare vehicles to Oakridge Neighborhood Services, Youth Emergency Services & Shelter (YESS) and Iowa Homeless Youth Centers partnering with Youth & Shelter Services in accordance with the Van Donation Program.

ACTION ITEM



9C:	Federal Lobbying Services
Action:	Approval of a contract extension with Federal Advocates, Inc. for Federal Lobbying Services. The term of the extension will be for six (6) months.

Staff Resource: Mike Tiedens, Procurement Manager

Background:

- DART is currently contracted with Federal Advocates, Inc. to represent them on federal transit related issues.
- The current DART arrangement with Federal Advocates, Inc. is through their contract with Polk County.
 - DART reimburses Polk County to cover the services provided to DART.
 - Cost to DART is \$2,500 per month.
 - Current Polk County contract is through December 31, 2014.
 - Polk County's intention is to renew their contract with Federal Advocates, Inc. for twelve (12) months through December 31, 2015.
- DART's intention is to join with Polk County on the renewal with Federal Advocates, Inc. through June 30, 2015.
- After the extension, DART will conduct a separate procurement project to contract with an agency for their federal lobbying service needs.

Recommendation:

- Approval of a contract extension with Federal Advocates, Inc. for Federal Lobbying Services for a six (6) month term through June 30, 2015.

ACTION ITEM



9D:	DART Investment Policy
Action:	Approve DART Investment Policy

Staff Resource: Jamie Schug, Chief Financial Officer

Background:

- DART does not currently have an Investment Policy.
- DART staff reviewed several other organizations Investment Policies as well as the recommended best practices of the Government Finance Officers Association.
- A draft was presented at the November 4th Commission meeting. Legal has subsequently reviewed the draft policy.
- The proposed Investment Policy is attached that incorporates the comments made by legal.

Recommendation:

- Approve the attached Investment Policy.



DART INVESTMENT POLICY

Commission Approval Date:

Purpose:

The purpose of this DART Investment Policy (this "Policy") is to assure DART's compliance with Section 12B.10B of the Code of Iowa, which requires political subdivisions of the State of Iowa to have written investment policies, and to define the parameters within which DART's funds are to be managed. In methods, procedures and practices, this Policy formalizes the framework for DART'S investment activities that must be exercised to ensure effective and judicious fiscal and investment management of DART'S funds. This Policy is intended to be broad enough to allow the investment officer to function properly within the parameters of responsibility and authority, yet specific enough to adequately safeguard the investment assets.

Governing Authority:

DART's investment program shall be conducted in conformance with all applicable federal, state, and other legal requirements, including, without limitation, Chapters 12B, 12C, and 28M of the Code of Iowa.

Scope:

This Policy applies to activities of DART with regard to investing the financial assets of all funds. In addition, funds held by trustees or fiscal agents are excluded from this Policy; however, all funds are subject to regulations established by the State of Iowa. The covered funds, and any new funds created by DART, unless specifically exempted by the DART Commission and this Policy, are defined in DART'S Annual Financial Audit Report.

Except for funds in certain restricted and special funds, DART commingles its funds to maximize investment earnings and to increase efficiencies with regard to investment pricing, safekeeping and administration. Investment income will be allocated to the various funds based on their respective participation and in accordance with generally accepted accounting principles.

General Objectives:

The primary objectives, in priority order, of investment activities shall be:

1. Safety

Safety of principal is the foremost objective of the investment program. Investments shall be undertaken in a manner that seeks to ensure the preservation of capital in the overall portfolio. The goal will be to mitigate credit risk and interest rate risk.

2. Liquidity

The investment portfolio shall remain sufficiently liquid to meet all operating requirements that may be reasonably anticipated.

3. Return

The investment portfolio shall be designed with the objective of attaining a market rate of return throughout budgetary and economic cycles, taking into account the investment risk constraints of safety and liquidity needs.



Standards of Care:

1. Prudence

The standard of prudence to be used by the investment officer shall be the “prudent person” standard and shall be applied in the context of managing an overall portfolio. When acting in accordance with written procedures and this Policy and exercising due diligence, the investment officer shall be relieved of personal liability for an individual security’s credit risk or market price changes, provided deviations from expectations are reported in a timely fashion and appropriate action is taken to control adverse developments.

Under Iowa law, the “prudent person” standard requires that a person investing or depositing public funds, exercise the care, skill, prudence, and diligence under the circumstances then prevailing that a prudent person acting in a like capacity and familiar with such matters would use to attain the primary objectives of the investment program. This standard requires that when making investment decisions, a person shall consider the role that the investment or deposit plays within the portfolio of assets and goals of the public entity.

2. Ethics and Conflicts of Interest

The investment officer and employees involved in the investment program shall refrain from personal activity that could conflict with the proper execution and management of the investment program, or that could impair their ability to make impartial investment decisions. The investment officer and employees shall disclose any material interests in financial institutions with which they conduct business. Disclosure shall be made to the governing body. The investment officer and employees shall further disclose any personal financial/investment positions that could be related to the performance of the investment portfolio. The Investment officer and employees shall refrain from undertaking any personal investment transactions with the same individual with whom business is conducted on behalf of DART.

3. Delegation of Authority and Responsibilities

Governing Body

The governing body will retain ultimate fiduciary responsibility for the portfolios. The governing body will receive monthly reports, designate investment officers and review this Policy making any changes necessary by adoption.

Investment Officers

Authority to manage the investment program is hereby granted to DART’s Chief Financial Officer (hereinafter referred to as the “investment officer”).

Responsibility for the operation of the investment program is hereby delegated to the investment officer who shall act in accordance with established written procedures and internal controls for the operation of the investment program consistent with this Policy. The Investment officer will prepare monthly investment reports and other special reports as may be deemed necessary.

The investments officer and employees involved in the investment program shall act responsibly as custodians of the public trust. No investment officer or employee may engage in an investment transaction except as provided under the terms of this Policy and supporting procedures.

Investment Committee

The DART Commission may seek to establish an investment committee to provide guidance to the investment officer.



Investment Adviser

DART may engage the services of one or more external investment advisers to assist in the management of DART's investment portfolio in a manner consistent with DART's objectives and this Policy. Such external investment advisers may be granted discretion to purchase and sell investment securities in accordance with this Policy. Any such external investment advisers must be registered under the Investment Advisers Act of 1940.

Authorized Financial Institutions, Depositories, and Broker/Dealers:

The investment officer shall maintain a list/resolution of financial institutions authorized to provide investment services. In accordance with the Code of Iowa, this list will state the maximum authorized amount allowed in each financial institution and must be approved by the DART Commission. In addition, a list of brokers/dealers shall be maintained and selected by creditworthiness, who are authorized to provide investment services in the State of Iowa. Brokers/dealers shall qualify under United States Securities and Exchange Commission ("SEC") Rule 15C3-1.

All financial institutions and brokers/dealers who desire to become qualified bidders for investment transactions must supply the investment officer with the following:

1. The firm's audited financial statements, provided annually;
2. Proof of the firm's State of Iowa securities sales license;
3. Copy of the broker's license for the individuals servicing the account;
4. Completed broker/dealer questionnaire;
5. Any pending legal or regulatory sanctions; and
6. Certification of understanding and agreement to comply with this Policy.

Authorized and Suitable Investments:

1. U.S. Treasury obligations which carry the full faith and credit guarantee of the U.S. Government and are considered to be the most secure instruments available;
2. U.S. Government agency and instrumentality obligations that have a liquid market with a readily determinable market value;
3. Negotiable certificates of deposit and other evidences of deposit at federally insured financial depository institutions pursuant to Chapter 12C of the Code of Iowa;
4. Prime bankers' acceptances that mature within two hundred seventy (270) days, issued by domestic or foreign banks and which are eligible for purchase by the Federal Reserve System, provided that at the time of purchase no more than ten percent (10%) of the investment portfolio shall be in investments authorized by this provision and that at the time of purchase no more than five percent (5%) of the investment portfolio shall be invested in the securities of a single issuer;
5. Commercial paper or other short-term corporate debt that matures within two hundred seventy (270) days and that is rated within one of the two highest investment rating classifications as established by at least one of the standard nationally recognized rating agencies approved by the superintendent of banking by rule adopted pursuant to Chapter 17A of the Code of Iowa, provided that at the time of purchase no more than five percent of all amounts invested in commercial paper and other short-term corporate debt shall be invested in paper and debt rated in the second highest classification, and provided further that at the time of purchase no



more than ten percent (10%) of the investment portfolio shall be in investments authorized by this provision and that at the time of purchase no more than five percent (5%) of the investment portfolio shall be invested in the securities of a single issuer;

6. Money market mutual funds regulated by the SEC and whose portfolios consist only of dollar-denominated securities; and
7. Repurchase agreements whose underlying purchased securities consist of the aforementioned investment instruments;
8. Warrants or improvement certificates of a levee or drainage district; and
9. Investments authorized under Section 12B.10(7).

Prohibited Investments and Investment Practices:

DART's assets shall not be invested in reverse purchase agreements or futures and options contracts.

Prohibited investment practices include the following:

1. Trading of securities strictly for speculation or the realization of short-term trading profits;
2. Entering into a contract providing for the compensation of an agent or fiduciary based upon the performance of the invested assets;
3. Entering into any oral (i.e., non-written) contract for the investment of public funds;
4. Entering into any contract for the investment of public funds that does not contain a provision requiring all investments to be made in accordance with the laws of the State of Iowa; and
5. If a fiduciary or other third party with custody of DART's public investment transaction records fails to produce such records within a reasonable time after such records are requested by DART, DART shall not purchase new investments with or through the fiduciary or third party and shall not renew maturing investments with or through the fiduciary or third party.

Diversification:

With this Policy, the DART Commission intends to allow for diversification of DART's investment portfolio while attaining market rates of return and still enabling DART to meet all anticipated cash requirements. To eliminate the risk of loss resulting from the over-concentration of assets in a specific maturity, issuer or class of securities, all cash and cash equivalent assets in all DART funds shall be diversified by maturity, issuer and class of security. Diversification strategies shall be determined and revised periodically for all funds. Certificates of deposit shall be limited to the amount approved by the DART Commission for each financial institution in accordance with the adopted depository resolution.

Maximum Maturities:

To the extent possible, DART will attempt to match the maturities of its investments with anticipated cash flow needs and uses.

1. Operating funds: Operating funds are those funds that can be reasonably expected to be expended during a current budget year or within fifteen (15) months of receipt. These funds may only be invested in instruments that mature within three hundred ninety-seven (397) days or less and which are authorized by law. Operating funds must be identified and distinguished from all other funds available for investment.
2. Non-Operating funds: Reserve funds for debt service and funds being accumulated for capital improvements on a pay-as-you-go basis, that are not required for operations may be invested



for longer than three hundred ninety-seven (397) days. These maturities shall coincide as nearly as possible with the anticipated needs and uses.

Safekeeping and Custody:

All invested assets of DART involving the use of a public funds custodial agreement, as defined in Section 12B.10C of the Code of Iowa, shall comply with all rules adopted pursuant to Section 12B.10C. All custodial agreements shall be in writing and shall contain a provision that all custodial services are provided in accordance with the laws of the State of Iowa.

Reporting:

Methods: The investment officer shall prepare and submit an investment report to the DART Commission no less than quarterly. The report shall include the following:

1. List of individual securities held at the end of the reporting period, further detailed by issuer, purchase date, maturity date, coupon rate, par value, market value and yield to maturity.
2. A report summarizing the portfolio by type, the percentages of the total portfolio which each type of investment represents, par value, days to maturity and year-to-date earnings.

Performance Standards:

The portfolio market value is calculated monthly. The portfolio is benchmarked to the applicable treasuries constant maturities rate as reported by the Federal Reserve System.

Appendices:

Attached to this Policy are Appendix A: Glossary of Terms and Appendix B: Broker/Dealer Questionnaire and Certification.

Policy Revision Log

Revision	Date



Appendix A - Glossary of Terms:

AGENCY: A debt security issued by a federal or federally sponsored agency. Federal agencies are backed by the full faith and credit of the U. S. Government. Federally sponsored agencies (FSAs) are backed by each particular agency with a market perception that there is an implicit government guarantee. An example of a federal agency is the Government National Mortgage Association. An example of an FSA is the Federal National Mortgage Association (FNMA).

ASKED: The price at which securities are offered.

BENCHMARK: A comparative base for measuring the performance or risk tolerance of the investment portfolio. A benchmark should represent a close correlation to the level of risk and the average duration of the portfolio's investment.

BID: The price offered by a buyer of securities. (When you are selling securities, you ask for a bid.) See *Offer*.

BOOK VALUE: The value at which a security is carried on the inventory lists or other financial records of an investor. The book value may differ significantly from the security's current value in the market.

BROKER: A broker brings buyers and sellers together for a commission.

CERTIFICATE OF DEPOSIT (CD): A time deposit with a specific maturity evidenced by a certificate. Large-denomination CDs are typically negotiable.

COLLATERAL: Securities, evidence of deposit or other property which a borrower pledges to secure repayment of a loan. Also refers to securities pledged by a bank to secure deposits of public monies.

COMMERCIAL PAPER: An unsecured short-term promissory note issued by corporations, with maturities ranging from two (2) to two hundred seventy (270) days.

COUPON: (a) The annual rate of interest that a bond's issuer promises to pay the bondholder on the bond's face value. (b) A certificate attached to a bond evidencing interest due on a payment date.

CREDIT RISK: The risk to an investor that an issuer will default in the payment of interest and/or principal on a security.

DISCOUNT: The difference between the cost price of a security and its maturity when quoted at lower than face value. A security selling below original offering price shortly after sale also is considered to be at a discount.

DISCOUNT SECURITIES: Non-interest bearing money market instruments that are issued at a discount and redeemed at maturity for full face value (e.g., Treasury Bills).

DIVERSIFICATION: Dividing investment funds among a variety of securities offering independent returns.

DURATION: A measure of the timing of the cash flows, such as the interest payments and the principal repayment, to be received from a given fixed-income security. This calculation is based on three variables; term to maturity, coupon rate, and yield to maturity. The duration of a security is a useful indicator of its price volatility for given changes in interest rates.



FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC): A federal agency that insures bank deposits, currently up to Two Hundred Fifty Thousand Dollars (\$250,000) per deposit.

FEDERAL HOME LOAN MORTGAGE CORPORATION (FHLMC): Established to help maintain the availability of mortgage credit for residential housing. Participation is in the conventional loan market.

FEDERAL NATIONAL MORTGAGE ASSOCIATION (FNMA): FNMA was chartered under the Federal National Mortgage Association Act in 1938. FNMA is a federal corporation working under the auspices of the Department of Housing and Urban Development (HUD). It is the largest single provider of residential mortgage funds in the United States. Fannie Mae, as the corporation is called, is a private stockholder-owned corporation. The corporation's purchases include a variety of adjustable mortgages and second loans, in addition to fixed-rate mortgages. FNMA's securities are also highly liquid and are widely accepted. FNMA assumes and guarantees that all security holders will receive timely payment of principal and interest.

FEDERAL RESERVE SYSTEM: The Central Bank of the United States created by Congress and consisting of a seven member Board of Governors in Washington, D. C., twelve (12) regional banks and about five thousand seven hundred (5,700) commercial banks that are members of the system.

FIDUCIARY: Person, company, or association holding assets in trust of a beneficiary.

FUTURES CONTRACT: Agreement to buy or sell a specific amount of a commodity or financial instrument at a particular price on a stipulated future date.

INVESTMENT POLICY: A concise and clear statement of the objectives and parameters formulated by an investor or investment officer for a portfolio of investment securities.

LIQUIDITY: A liquid asset is one that can be converted easily and rapidly into cash without a substantial loss of value. In the money market, a security is said to be liquid if the spread between bid and asked prices is narrow and reasonable size can be done at those quotes.

LOCAL GOVERNMENT INVESTMENT POOL: The aggregate of all funds from political subdivisions that are placed in the custody of the State Treasurer for investment and reinvestment.

MARKET VALUE: The price at which a security is trading and could presumably be purchased or sold.

MATURITY: The date upon which the principal or stated value of an investment becomes due and payable.

MONEY MARKET: The market in which short-term debt instruments (bills, commercial paper, bankers' acceptances, etc.) are issued and traded.

OFFER: The price asked by a seller of securities. (When you are buying securities, you ask for an offer.) See *Asked and Bid*.

OPTION: Right to buy or sell property that is granted in exchange for an agreed upon sum. If the right is not exercised after a specified period, the option expires and the option buyer forfeits the money.

PORTFOLIO: Collection of securities held by an investor.



PRIMARY DEALER: A group of government securities dealers who submit daily reports of market activity and positions and monthly financial statements to the Federal Reserve Bank of New York and are subject to its informal oversight. Primary dealers include Securities and Exchange Commission (SEC)-registered securities broker-dealers, banks, and a few unregulated firms.

PRUDENT PERSON STANDARD: An investment standard. In some states, the law requires that a fiduciary, such as a trustee, may invest money only in a list of securities selected by the custody state---the so-called legal list. In other states, the trustee may invest in a security if it is one which would be bought by a prudent person of discretion and intelligence who is seeking a reasonable income and preservation of capital.

RATE OF RETURN: The yield obtainable on a security based on its purchase price or its current market price. This may be the amortized yield to maturity.

REPURCHASE AGREEMENT: A holder of securities sells these securities to an investor with an agreement to repurchase them at a fixed price on a fixed date. The security "buyer" in effect lends the "seller" money for the period of the agreement, and the terms of the agreement are structured to compensate for this. Dealers use repurchase agreements extensively to finance their positions. Exception: When the Federal Reserve System is said to be doing repurchase agreements, it is lending money that is, increasing bank reserves.

SAFEKEEPING: A service to customers rendered by banks for a fee whereby securities and valuables of all types and descriptions are held in the bank's vaults for protection.

SEC RULE 15C3-1: Securities and Exchange Commission requirement, commonly known as the Uniform Net Capital Rule, that member firms as well as nonmember broker-dealers in securities maintain a maximum ratio of indebtedness to liquid capital of fifteen (15) to one (1). Indebtedness covers all money owed to a firm, including margin loans and commitments to purchase securities, one reason new public issues are spread among members of underwriting syndicates. Liquid capital includes cash and assets easily converted into cash.

SECURITIES AND EXCHANGE COMMISSION (SEC): Agency created by Congress to protect investors in securities transactions by administering securities legislation.

SPECULATION: Assumption of risk in anticipation of gain but recognizing a higher than average possibility of loss.

TREASURY BILLS (T-Bills): A non-interest bearing discount security issued by the U. S. Treasury to finance the national debt. Most bills are issued to mature in three months, six months, or one year.

TREASURY BONDS (T-Bonds): Long-term coupon-bearing U. S. Treasury securities issued as direct obligations of the U.S. Government and having initial maturities of more than ten years.

TREASURY NOTES (T-Notes): Medium-term coupon-bearing U. S. Treasury securities issued as direct obligations of the U.S. Government and having initial maturities from two to ten years.

VOLATILITY: A degree of fluctuation in the price and valuation of securities.

YIELD: The rate of annual income return on an investment, expressed as a percentage. (a) **INCOME YIELD** is obtained by dividing the current dollar income by the current market price for the security. (b) **YIELD TO MATURITY** is the current income yield minus any premium above par or plus any discount from par in purchase price, with the adjustment spread over the period from the date of purchase to the date of maturity of the bond.



YIELD CURVE: A graphic representation that depicts the relationship at a given point in time between yields and maturity for bonds that are identical in every way except maturity. A normal yield curve may be alternatively referred to as a positive yield curve.

YIELD TO MATURITY: The rate of return yielded by a debt security held to maturity when both interest payments and the investor's potential capital gain or loss are included in the calculation of return.

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Appendix B – Broker/Dealer Questionnaire and Certification:

Name of Firm: _____

Local Address

National Headquarters

Local Telephone Number(s) and/or Toll Free Number(s)

Primary Representative/Manager/Partner-in-Charge

Name: _____

Name: _____

Title: _____

Title: _____

Identify personnel who will be trading with or quoting prices of securities to DART.

Name: _____

Name: _____

Title: _____

Title: _____

Is the firm a primary or regional dealer in U.S. Government Securities, as designated by the Federal Reserve of New York, qualifying under SEC Rule 15c3-1?

Primary? Yes ___ No ___ Regional? Yes ___ No ___

If yes, how long has the firm been a primary dealer? _____ years

If yes, how long has the firm been a regional dealer? _____ years

Is the firm a commercial bank or an NASD member affiliate of a bank chartered under the laws of one of the United States?

Yes ___ Chartered under laws of the State of _____

No ___

If yes, are the bank customers' deposits insured by the FDIC?

Yes ___

No ___

Place an "X" by each regulatory agency that your firm is examined by and/or subject to its rules and regulations.

____ FDIC _____ SEC _____ NYSE _____ Comptroller of Currency
____ Federal Reserve System _____ Other (Example: State Regulatory Agency)

Is the firm licensed to sell securities in the State of Iowa? Yes ___ No ___

Is/are the person(s) designated to service DART's account licensed to sell securities in the State of Iowa? Yes ___ No ___



Is the firm a member of the Federal Reserve System? Yes ____ No ____

What was the firm's approximate total retail volume in U.S. Treasury and Agency securities last year?

Firm wide \$ _____ # of Transactions _____

Local Office \$ _____ # of Transactions _____

Fully disclose the method in which you would be compensated for your services.

Please identify the firm's most directly comparable public sector clients in our geographical area.

Entity: _____ Contact Person: _____

Telephone#: _____ Client since: _____

Entity: _____ Contact Person: _____

Telephone#: _____ Client since: _____

Place an "X" next to each of the instruments set forth below in which you make an active market (both buy and sell).

- _____ T-Bills
- _____ Commercial Paper
- _____ FNMAs
- _____ T-Notes/T-Bonds
- _____ Bank CDs
- _____ FHLMCs
- _____ Instrumentalities (Please specify) _____

Does your firm specialize in any of the instruments listed above? If so, please specify which ones.

Have any of your public sector clients ever reported to the firm, its officers or employees, that they sustained a loss (in a single year) exceeding ten percent (10%) of original purchase price on any individual security purchased through the firm?

Has the firm ever been subject to a regulatory or state/federal agency investigation for alleged improper, fraudulent, disreputable, or unfair activities related to the sale of securities?



Who audits the fiduciary systems of the firm's custody and delivery processes?

Has the firm consistently complied with the Federal Reserve's Capital Adequacy Standard?
Yes ___ No ___

Has the firm's capital position ever fallen short of the Capital Adequacy Standard? Yes ___ No ___

What portfolio information do you require from your clients?

What reports, confirmations, documents and audit trail will we receive?

Approximately how many and what percentage of the firm's transactions failed?

Last month	# of transaction	_____	_____%
Last year	# of transactions	_____	_____%

Describe the precautions taken by the firm to protect the interest of the public when dealing with governmental agencies as investors.

Please supply the following:

- A. The firm's most recent audited annual financial report.
- B. Proof of the firm's designation by the Federal Reserve Bank of New York as a "primary securities dealer" OR Proof of FDIC coverage.
- C. Proof of individual's (assigned to service DART's account) State of Iowa securities sales license.
- D. Proof of the firm's State of Iowa securities sales license.



CERTIFICATION

The undersigned hereby certifies on behalf of the Firm that the information provided on this Broker/Dealer Questionnaire and Certification is true and accurate as of the date written below. The undersigned certifies he/she is authorized to execute this document on behalf of the Firm.

Signed: _____

Name: _____

Title: _____

Date: _____

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ACTION ITEM



9E:	October FY2015 Consolidated Financial Report
Action:	Approve the October FY2015 Consolidated Financial Report

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

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating Revenue ended the month at 1.11% higher than budget projections. Cash Fares, shuttle services for the Iowa State Fair, and the Unlimited Access program are all contributing to the higher than budget levels.
- Fixed Route Non-Operating Revenue year to date is 1% below budget.
- Paratransit Operating Revenue is 3.2% lower than budget expectations. Cash fares are above target while contracted trips are currently lower than forecasted.
- Rideshare Revenues are 16.3% below budgeted levels at year to date. Rideshare revenue has increased with the additional vanpools and expense monitoring continues to take place.

Operating Expense:

- Fixed Route Budget Summary - Operating expenses are on target at 1.53% below budget projections year to date.
- Paratransit Budget Summary - Operating expenses are currently 5.78% under forecasted levels. Fuel and Equipment Repairs are the two categories seeing the most savings.
- Rideshare Expenses are below budgetary expectations by 11.38%. Fuel and Accident Repairs are driving the budget savings year to date.

Recommendation:

- Approve the October FY2015 Consolidated Financial Report.

**** TOTAL Un-Audited Year-End October FY2015 as Compared to Budget:**

Fixed Route	\$	74,726	Reserve For Accidents (See Balance Sheet):	
Paratransit	\$	38,050	FY2015	\$154,808.04
Rideshare	\$	<u>(16,953)</u>		
Total	\$	95,823		

FY2015 Financials:

October 2014

FIXED ROUTE	October 2014			Year-To-Date-(4) Months Ending 10/31/2014		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	360,418	413,208	(52,790)	1,671,181	1,652,831	18,350
Non-Operating Revenue	1,910,144	1,626,932	283,212	6,440,814	6,507,730	(66,916)
Subtotal	2,270,562	2,040,140	230,422	8,111,995	8,160,561	(48,566)
Operating Expenses	2,093,881	2,010,172	(83,709)	7,917,395	8,040,688	123,293
Gain/(Loss)	176,681	29,968	146,713	194,599	119,873	74,726

PARATRANSIT	October 2014			Year-To-Date-(4) Months Ending 10/31/2014		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	180,768	174,167	6,601	674,217	696,667	(22,449)
Non-Operating Revenue	76,381	77,548	(1,167)	305,525	310,191	(4,666)
Subtotal	257,149	251,714	5,434	979,742	1,006,857	(27,115)
Operating Expenses	262,415	281,683	19,268	1,061,565	1,126,730	65,165
Gain/(Loss)	(5,266)	(29,968)	24,702	(81,823)	(119,873)	38,050

RIDESHARE	October 2014			Year-To-Date-(4) Months Ending 10/31/2014		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	78,431	85,685	(7,254)	286,775	342,742	(55,966)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	78,431	85,685	(7,254)	286,775	342,742	(55,966)
Operating Expenses	67,265	85,685	18,420	303,728	342,742	39,014
Gain/(Loss)	11,166	-	11,166	(16,953)	-	(16,953)

DISCUSSION ITEM



10A:	FY 2016 Budget Development
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Staff Resource: Jamie Schug, Chief Financial Officer

- A presentation on the development of the FY 2016 Budget will be provided at the meeting.

DISCUSSION ITEM



10B:	DART State Lobbyist Update
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Staff Resource: Elizabeth Presutti, General Manager
Gunnar Olson, Public Affairs Manager

- A presentation by Bill Wimmer, DART State Lobbyist, will be provided at the meeting.

DISCUSSION ITEM



10C:	Mobility Manager Update
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Staff Resource: Ellye Kovner, DART Mobility Coordinator

- An update regarding Mobility Management will be provided and presented at the Commission meeting.



System Summary Performance Report October 2014

	April 2014	May 2014	June 2014	July 2014	August 2014	September 2014	October 2014	October 2013	Percent Change 2015/2014	FY15 Year To Date	FY14 Year To Date	Percent YTD Change 2015/2014
DART Fixed Route												
Total Ridership	380,216	368,948	290,945	305,523	549,220	387,342	439,025	430,464	1.99%	1,681,110	1,605,575	4.70%
OTT Ridership	25,996	23,869	21,755	24,664	24,611	20,494	21,217	19,194	10.54%	90,986	86,034	5.76%
Unlimited Access Ridership	34,378	32,143	30,407	31,539	31,895	33,906	34,738	37,702	-7.86%	132,078	145,944	-9.50%
Bike Rack Usage	3,179	4,370	5,238	5,636	5,440	5,874	6,337	6,618	-4.25%	23,287	26,791	-13.08%
Passengers/Revenue Hour	21.19	21.10	17.14	17.42	25.51	21.73	22.73	22.70	0.13%	22.06	22.16	-0.43%
Avg. Passengers Weekday	15,846	15,724	12,263	12,471	19,220	16,856	17,463	17,197	1.55%	16,478	15,918	3.52%
Avg. Passengers Weekend Day	3,950	4,306	3,713	3,895	14,560	4,170	4,673	4,368	7.00%	7,280	6,491	12.14%
Complaints/100,000 Riders	26.83	26.56	34.03	38.95	28.04	35.89	31.43	30.66	2.51%	32.72	26.91	21.59%
Commendations/100,000 Riders	4.47	3.25	4.12	3.60	3.10	2.07	3.19	4.41	-27.75%	2.97	2.78	6.87%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	1.82	1.13	1.99	1.53	1.85	1.46	1.68	2.90	-42.23%	1.64	1.81	-9.12%
Non-Preventable/100,000 Miles	0.73	1.13	1.59	0.77	1.85	2.92	1.34	2.18	-38.38%	1.19	1.18	0.53%
Maintenance:												
Total Miles Operated	274,222	265,844	251,211	260,874	324,379	274,417	298,021	275,444	8.20%	1,157,691	1,052,141	10.03%
Road Calls/100,000 Miles	14.59	19.94	22.69	26.83	21.58	24.42	14.43	17.79	-18.89%	21.59	14.54	48.50%
Active Vehicles in Fleet	126	126	126	126	126	126	126	126	0.00%	126	100	25.69%
DART Paratransit												
Total Ridership	12,266	11,617	11,861	12,433	11,372	11,502	12,536	12,700	-1.29%	47,843	48,534	-1.42%
Passengers/Revenue Hour	3.05	2.98	3.05	3.06	2.92	2.96	2.97	2.99	-0.67%	2.98	3.06	-2.62%
Average Trip Length	5.69	5.71	5.76	5.28	5.56	5.44	5.40	6.16	-12.41%	7.18	5.94	20.92%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	1.43	1.51	0.00	1.52	0.00	0.00	0.00	2.56	-100.00%	0.39	3.12	-87.64%
Non-Preventable/100,000 Miles	0.00	0.00	0.00	1.52	4.75	1.60	0.00	0.00	0.00%	1.93	0.69	178.01%
Maintenance:												
Total Miles Operated	69,817	66,293	68,315	65,608	63,221	62,609	67,675	78,271	-13.54%	259,113	288,147	-10.08%
Active Vehicles in Fleet	20	20	20	20	20	20	20	26	-23.08%	20	27	-26.61%
DART RideShare												
Total Ridership	20,590	19,092	18,622	18,618	17,564	20,564	22,374	23,660	-5.44%	79,120	86,884	-8.94%
Total Vans in Circulation	91	90	90	90	90	95	95	93	2.15%	93	93	-0.54%
Total RideShare Customers	697	690	674	670	667	721	726	784	-7.40%	696	783	-11.11%
Accident Frequency Rate by Service:												
Preventable	0.60	0.64	0.65	0.62	0.00	0.00	0.56	1.14	-51.07%	0.30	1.04	-70.86%
Non-Preventable	0.60	1.28	1.94	0.62	0.65	0.61	1.11	0.57	95.71%	0.76	0.45	69.96%
Maintenance:												
Total Miles Operated	166,693	156,668	154,259	161,031	152,736	165,201	180,022	176,158	2.19%	658,990	672,029	-1.94%
Active Vehicles in Fleet	100	100	100	100	100	100	100	120	-16.67%	100	115	-13.04%



System Performance Ridership Report October 2014

	April 2014	May 2014	June 2014	July 2014	August 2014	September 2014	October 2014	October 2013	Percent Change 2015/2014	FY15 Year To Date	FY14 Year To Date	Percent YTD Change 2015/2014
DART Fixed Route Ridership	380,216	368,948	290,945	305,523	549,033	386,842	438,432	430,464	1.85%	1,649,783	1,605,575	2.75%
Local Routes:												
#1 - Fairgrounds	22,861	21,665	15,238	17,423	242,186	22,505	24,770	27,437	-9.72%	306,884	288,653	6.32%
#3 - University	37,117	36,698	32,021	33,857	36,283	36,362	41,313	42,962	-3.84%	147,815	151,909	-2.70%
#4 - E. 14th	18,958	18,488	15,224	15,812	16,144	19,712	22,056	22,938	-3.85%	73,724	73,082	0.88%
#5 - Franklin Ave	3,549	3,424	1,311	1,220	2,233	3,879	4,069	4,906	-17.06%	11,401	12,635	-9.77%
#6 - Indianola Ave.	25,093	25,177	21,462	23,239	24,128	26,807	31,256	31,025	0.74%	105,430	99,798	5.64%
#7 - SW 9th St.	37,896	38,572	27,725	27,791	31,122	36,980	41,883	41,626	0.62%	137,776	128,171	7.49%
#8 - Fleur Dr.	5,303	5,396	2,451	2,313	3,000	5,302	5,716	6,014	-4.96%	16,331	18,653	-12.45%
#11 - Ingersoll Ave.	2,146	2,220	2,254	2,454	2,506	2,489	2,573	2,545	1.10%	10,022	10,775	-6.99%
#13 - Evergreen/SE Park Ave.	6,744	5,956	676	508	3,138	7,879	8,450	7,715	9.53%	19,975	18,395	8.59%
#14 - Beaver Ave.	24,347	23,194	16,654	17,702	20,235	26,469	30,323	26,073	16.30%	94,729	82,887	14.29%
#15 - 6th Ave.	28,231	28,162	19,674	20,567	22,196	27,773	31,269	34,102	-8.31%	101,805	106,304	-4.23%
#16 - Douglas Ave.	40,382	37,942	30,193	31,741	34,421	42,304	49,027	45,586	7.55%	157,493	142,989	10.14%
#17 - Hubbell Ave.	20,287	20,950	18,832	19,750	20,059	22,046	25,991	22,772	14.14%	87,846	71,914	22.15%
#51 - Merle Hay Crosstown	3,522	2,551	2,339	2,609	2,178	2,465	2,958	2,611	13.29%	10,210	5,181	97.07%
#52 - Valley West/Jordan Creek	12,258	13,293	13,241	15,368	15,769	16,322	19,603	14,073	39.30%	67,062	47,677	40.66%
#60 - Ingersoll/University	36,758	35,311	28,851	27,381	28,921	33,883	37,864	35,040	8.06%	128,049	112,314	14.01%
Shuttle Routes:												
Link Shuttle	1,003	834	834	684	742	752	1,038	857	21.12%	3,216	3,049	5.48%
Dline	14,605	13,923	15,105	17,564	14,101	14,172	15,675	18,585	-15.66%	61,512	87,613	-29.79%
Lincoln/McCombs	9,162	8,215	429	0	4,084	10,764	10,760	11,304	-4.81%	25,608	25,941	-1.28%
Express Routes:												
#91 - Merle Hay Express	1,165	1,033	941	887	804	746	1,104	1,065	3.66%	3,541	3,902	-9.25%
#92 - Hickman Express	3,385	3,006	3,086	3,074	2,835	3,190	3,385	3,498	-3.23%	9,099	12,428	-26.79%
#93 - NW 86th Express	3,094	2,877	2,805	3,175	2,927	3,217	3,612	3,421	5.58%	9,319	13,203	-29.42%
#94 - Westtown	1,139	984	1,073	960	938	1,014	1,228	1,338	-8.22%	2,912	5,003	-41.79%
#95 - Vista	2,202	1,994	1,740	1,743	1,647	1,914	1,943	2,089	-6.99%	5,304	7,984	-33.57%
#96 - E.P. True	3,316	2,963	2,886	2,851	2,440	2,774	3,166	3,078	2.86%	8,065	11,256	-28.35%
#98 - Ankeny	8,606	7,431	7,399	7,299	7,217	8,281	9,850	10,121	-2.68%	22,797	36,498	-37.54%
#99 - Altoona	1,952	1,702	1,587	1,793	1,668	1,661	1,572	2,110	-25.50%	5,122	7,221	-29.07%
On-Call/Flex Routes (Operated by Paratransit):												
On-Call: Ankeny	267	250	235	219	207	203	209	234	-10.68%	629	939	-33.01%
On-Call: Des Moines	0	0	0	0	0	0	0	0	0.00%	0	422	-100.00%
On-Call: Johnston/Grimes	315	256	179	270	281	313	328	531	-38.23%	864	2,038	-57.61%
#73 Flex: Urbandale/Windsor Heights	731	698	677	720	527	401	398	791	-49.68%	1,648	2,524	-34.71%
#72 Flex: West Des Moines/Clive	3,732	3,670	3,544	4,008	3,952	4,130	4,948	3,886	27.33%	12,090	13,439	-10.04%
#74 Flex: NW Urbandale	0	0	0	0	187	500	593	0	100.00%	687	0	100.00%
On-Call: REGIONAL	90	113	279	541	144	133	95	131	-27.48%	818	778	5.14%
DART Paratransit Ridership	12,266	11,617	11,861	12,433	11,372	11,502	12,536	12,700	-1.29%	35,307	48,539	-27.26%
Bus/Van	11,440	10,602	10,896	11,457	10,475	10,545	11,585	11,879	-2.47%	32,477	45,620	-28.81%
Cab	826	1,015	965	976	897	957	951	821	15.83%	2,830	2,919	-3.05%
DART RideShare Ridership	20,590	19,092	18,622	18,618	17,564	20,564	22,374	23,660	-5.44%	79,120	86,884	-8.94%
TOTAL RIDERSHIP	413,072	399,657	321,428	336,574	577,969	418,908	473,342	466,824	1.40%	1,764,210	1,740,998	1.33%

11A: Operations Department

Staff Resources: Anthony Lafata, Chief Operating Officer

Transportation - Randy McKern, Manager

- Operations staff were stationed at Valley West Mall November 2-4, 2014 to help facilitate the transition from the old bus stop south of JC Penney's to the new bus stop located north of JC Penney's near the Food Court entrance. Operations Supervisors were available to assist customers that were not aware of the bus stop location change. The transition went smoothly with our customers and Bus Operators.
- The Vacation Bid for Full-time Operators was posted on November 1, 2014 and bidding began on November 10, 2014. The Vacation Bid will conclude November 21, 2014.
- A Special Bid for the day after Thanksgiving was posted on November 7, 2014 and bidding began on November 19, 2014. The Special Bid will conclude November 20, 2014.

Maintenance - Scott Reed, Manager

- The Maintenance safety meeting was held on November 29th. Main topics covered during the meeting were the annual Personal Protective Equipment (PPE) training and maintaining safe driving and working practices during inclement weather.
- I attended the IPTA conference on November 5th and participated in two very informative training sessions involving Conflict Resolution and Coaching for Success.
- Nine of the ten Champion buses are now on site and undergoing the final steps in the "make ready" process. Operators are currently undergoing training on the new buses. Several buses should be placed in service the week of November 17th in both the On Call/Flex and Paratransit services.

Paratransit - Georgia Parkey, Manager

- In the November Paratransit safety meeting, the subject of "New Bus Familiarization" was discussed. Carl Saxon, Training Instructor, along with the assistance of a couple Behind the Wheel Trainers, worked with groups of Operators to familiarize them with the modifications on the new Champion buses and also answer questions regarding the new fleet additions.
- I attended the "Conflict Resolution" and "Coaching for Success" training at the IPTA conference on Nov. 5, 2014. The sessions were well presented and very informational.

Training - Mike Kaiser, Interim

- The Training Department graduated 2 Fixed Route Operators and are now in revenue service. Additionally, we have 1 Fixed Route Operator in training.
- The Training Department currently has 1 Maintenance employee in CDL training.

Facilities - Matt Pitstick, Manager

- Training was conducted on snow equipment for the upcoming season. We activated our primary removal crew on the 15th for the 2 inch snowfall.

- Boiler project is nearly complete. The manifold is complete and the system was flushed. Expecting insulation and substantial completion mid-December.
- Completed semi-annual preventative maintenance checks on equipment and systems.

Service Management - Mike Kaiser, Lead Supervisor

- With the early arrival of light snow and varying winter weather conditions, Supervisors are working closely with day and evening operators to maintain on-time service standards and running routes accident free.
- Supervisors continue to provide a visible on-street presence.

11B: Marketing, Communications, Customer Service and RideShare Departments

Staff Resources: Kirstin Baer-Harding, Marketing Director
Gunnar Olson, Public Affairs Manager
John Clark, Customer Service Supervisor
Jennifer Long, RideShare Coordinator

Marketing Updates:

- Staff developed, designed and deployed materials for the November New Fare Draft Policy Public Meetings. Website, social media, emails, newspaper ads, interior signage and hang tags were distributed.
- Staff gave a short presentation on the upcoming technology tools at the November TRAC meeting on Nov. 12.
- DART along with the Greater Des Moines Public Art Foundation and ProjectSPACES unveiled a new public art wrapped bus on Thursday, November 20, 2014, at the HubSpot. The unveiling of the bus was a success, the event was well attended and there was great press coverage from all the news stations. Thank you to Commissioner Christine Hensley for speaking on behalf of DART and Commission Chair Steve Van Oort, Commissioner Skip Conkling, and Commissioner Bob Mahaffey for attending the event.
- Staff developed and is working to distribute communications and materials about the DART “Fares for Food” event on Thursday, December 11, 2014. DART will donate all cash fares, and any amount beyond a standard fare, collected from Local, Express, Flex and On Call services to DMARC. A check presentation will be scheduled the following week.
- Staff has been working on the ‘Tis the Season to Ride for a Reason 2014 holiday gifts. Staff will distribute the gifts to the Pass Sales Outlets as a thank you for all their assistance throughout the year.
- Staff continues working with Trapeze and a local translator on the Spanish version of the MyDART Phone (IVR) which will launch by end of year.
- Staff has been working on the next technology tools which consist of SMS, a mobile App and the open data release which will include schedule information deploying first and the real-time information sometime after. Staff has been working on testing, marketing collateral and signage. Staff is coordinating with all departments as we prepare the launch.
- Staff has been working on the communications and marketing material for the Christmas and New Year’s holiday service. Materials will be distributed the first of December.

Communication Updates – Gunnar Olson:

- Staff finalized a contract with Ruan to become an Unlimited Access company effective December 1, 2014. Staff partnered with Mobility Manager Ellye Kovner to give a presentation to Ruan employees on Monday, November 10, followed by a Grab and Go informational table with Customer Service Representative Risha Popa.
- Staff organized the sixth and final Transit Riders Advisory Committee meeting on Wednesday, November 12. Four members were recognized for their four years of service to the committee,

including Greg Boesch, Cyrilla Gregory, Rod Van Genderen and Alexander Grgurich, each of whom has reached the end of their two-term limit. Commissioners will be presented with candidates for new positions on TRAC soon. Other topics of the meeting included the new fare policy DRAFT, a new texting tool for riders, and a year-end review of the 2014 goals that TRAC set for DART.

- Staff publicized a series of public meetings regarding the new fare policy DRAFT, including press release and an online video of the presentation that would be given at the meetings.
- Staff organized and held 12 public meetings November 10-13 and 17-19 regarding the new fare policy. Attendance totaled 43. In addition, a survey was conducted for which 42 responses were collected online and in print. Commissioners Steve Peterson, Skip Conkling and Joann Muldoon all attended meetings.
- Staff attended the West Side Legislative Breakfast at The Village at Legacy Pointe in Waukee, where state legislators representing the western side of the Greater Des Moines region spoke about their priorities and predictions for the 2015 State Legislative Session.
- Staff worked with Commissioner Angela Connolly and General Manager Elizabeth Presutti to provide an update on the BRT project to Nationwide as a private partner in the project.
- Gunnar Olson was a featured speaker at the Healthy People Healthy Places conference on Thursday, November 13, that was organized by the Urban Land Institute of Iowa. The conference focused on how the built environment affects public health. I spoke about how biking and walking throughout the metro are more feasible due to the connections that public transit provides.
- Staff responded to press inquiries regarding the benefits to DART of additional STP funding as proposed at the Des Moines Area Metropolitan Planning Organization (MPO).
- Staff is working with the Des Moines Area MPO to renew its contract for Unlimited Access with DART.
- Staff supported the Marketing Department by publicizing an event to unveil a bus wrapped in art – a public art endeavor called ProjectSPACES organized with the Greater Des Moines Public Art Foundation. The event was Thursday, November 20, at The Hub Spot.
- Staff provided information regarding past attempts to provide transit service on Park Avenue between Fleur Drive and 63rd Street to Commissioner Hensley for a meeting with the Southwestern Hills Neighborhood Association. That area was last served with fixed-route service from November 2002 to August 2005, and ridership averaged 250-300 riders per month – the poorest performing Express route at that time.
- Staff provided information regarding DART’s technology improvements to Commissioner Connolly for a presentation to the Physical Capital of the Capital Crossroads plan.
- Staff participated in an assessment of biking, walking and transit for the U.S. Department of Transportation on Monday, November 24.

Customer Service Report – John Clark:

October Employer and Group Presentations:

- Principal Orientation (3 visits)
- Train The Trainer

October Website Communication and Messages

- Completed Answered emails – 5
- Bus Stop/Shelter Requests – 0
- Contact/Feedback Forms – 74
- Customer Service Requests – 2
- Other/Misc. – 7
- Voicemails – 161, voicemails requiring response – 32 (20%)

Total Calls for October 2014

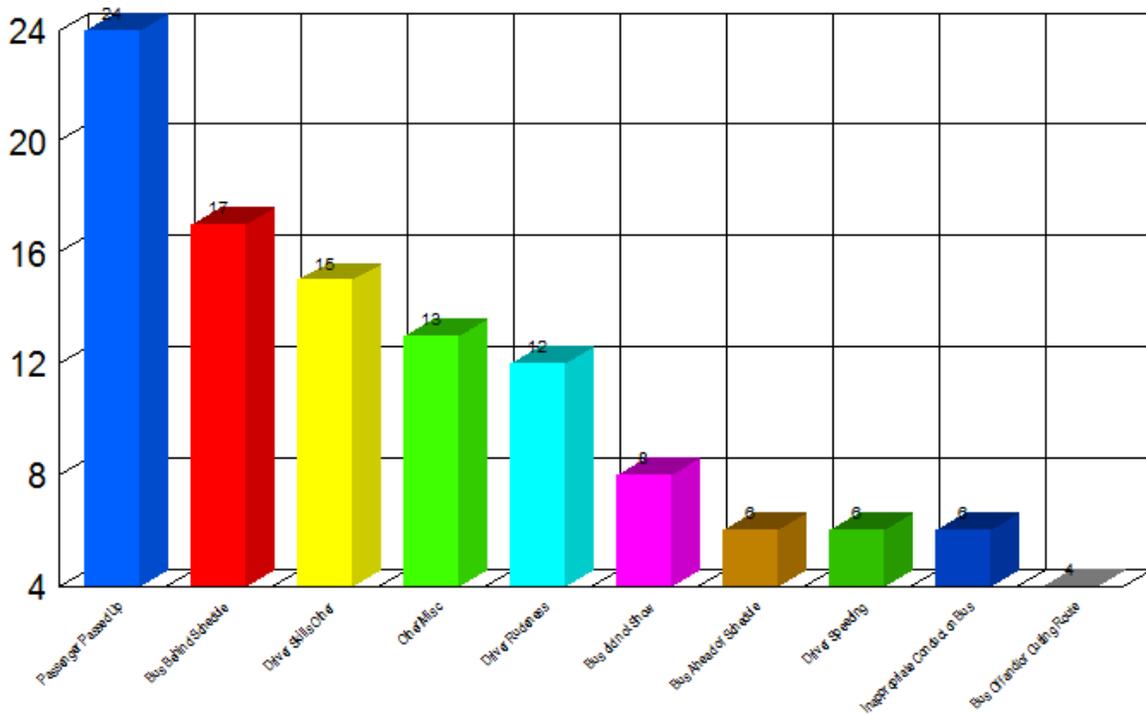
- Schedule Information – 12, 192
- Spanish Line – 126
- Receptionist – 536
- Ride-Share – 376

Top 10 Report

10-01-14 - 10-31-14

DART

Complaint



- The top five comments for October 2014 were: Passenger Passed Up, Bus behind schedule, Driver Skills Other, Other/Misc. and Driver Rudeness.
- In summary, October we had 134 complaints, 14 commendations and 10 Inquiry/suggestions. Out of the total 134 complaints for October, 30 are still being investigated. For October a total of 30 complaints were founded which is about 22% of the total completed complaints.

RideShare – Jennifer Long:

October 2014

- Staff took delivery of 11 new passenger vans and are prepping them for service.
- Staff held a Fall Special. All new riders who join a vanpool in September or October will receive 25% off their first three month's fare.
- Staff signed up 86 new riders for the Fall Special promotion. An additional 10 return riders signed up at the regular monthly rate.

Staff Commendations:

DART had several comments in October recognizing DART staff:

- Customer wanted to thank the driver (RUN 27041-Leon Smith). Customer stated he was having stroke symptoms and was very ill. Leon stayed with him and "helped him up" while the ambulance was approaching. He stated he has never had such great service before.
- I'm writing to compliment Bus 51 driver (Pete) for his ability to assess the inappropriate behavior of two teenagers and take action. I was riding the 4:40pm bus leaving Merle Hay Mall southbound when two teenagers began to engage in a very vulgar and graphic sexual discussion. The driver then acted by kicking the two boys off the bus. I say Pete should be commended for his courage to take action because oftentimes there are teenagers on the bus with behavior or language that warrants removal but the drivers fail to take action. I understand giving teenagers a little break because of immaturity but your drivers need additional training on when to take actions. I'm thankful that I was riding with a driver who knew what to do and had the courage to act. In addition, as the boys were leaving they made a threat of retaliation by their grandma. I wasn't sure if that comment was directed at me or him but additional security precautions may be necessary.
- Goodwill Supervisor called to let us know how really great Corey is with their clients. She stated he is an "exceptional" employee and representative of DART. It was her request we recognize him and for doing a fantastic job.
- I recently started to ride the bus and had a lot of questions. Your website was very helpful, including the video and trip planner!!!
- I just moved here about two months ago from a much larger city with a very good public transportation system. I assumed I wouldn't get to use any public transport at all when I moved here, but after trying it out, I realized I could use it at least a couple days a week. I have been very impressed by the cleanliness of the buses and the friendliness of every driver I've had so far! They have truly brightened my day every time I've ridden the bus and it has been wonderful to get to use public transport again! Thank you so much for a pleasant experience!
- Email to Gunner Olson - Would you pass on my note of thanks for my bus driver. This is the driver of the #92 Express, leaving the Ice Arena inbound (east) at 7:51 am. I did thank him in person. But most people only get the complaints in their files. I want to make sure my driver gets a good note. THANK YOU SO MUCH!!!!!! I ran a little late this morning and had trouble getting across Hickman Road to get to the south side of the street to board the #92 bus. The

traffic light was not in my favor. But I waived at my driver (from the north side of the street) and he saw me and pulled to the right, to make my stop. I was able to get across the street without making him wait. But if he had not seen me, he wouldn't have had to make the stop. THANK YOU, THANK YOU, THANK YOU!!!! It's that kind of "paying attention" that makes a big difference in a person's day. Certainly made my day better. Thank you!

- I just love talking to you ladies, I know that it's hard to understand me because of my issue with my neck, but I can count on you to understand me anyway. Thanks for all you do!
- Message from General Manager's Office - I received a very nice call this afternoon from Mavis (Mary) Grimes who was trying to reach Elizabeth's office. She is a Para-transit customer and she couldn't say enough great things about our service. She's been riding for over 10 years and thinks we have the nicest drivers. Said in all the years she's maybe only encountered 2 drivers who were a little grumpy. Said she couldn't function or get to where she needs to go without the PT service. Her 2 primary stops are to Broadlawns and Mercy. She wishes on the recent Customer Satisfaction Survey the rating scale had 'Excellent' instead of 'Very Good'. Very good in her words, just wasn't sufficient.
- Caller said that the driver of the Route 60 is a phenomenal driver, wonderful, polite and nice she made my day. A breath of fresh air.
- I am very thankful and very grateful to have enjoyed the ride DART free week. I know that most of the drivers weren't too pleased with it. As a regular DART customer it was very uplifting. I look forward to seeing free week again. It allowed me to do necessary things that I normally just were unable to do. Could be I wasn't able to buy my bus card or whatever. I accomplished so much this week. I look forward to this again. Thank You so much.
- Robert demonstrated excellent defensive-driving techniques when he stopped midway through a turn after a runner ran into the intersection. Kudos to him. (Run 17603)
- The bus driver driving bus 17 on Hubbell headed toward University Ave at approximately 3:12 on October was driving very responsibly. There was also an older lady half running to get to the bus stop close to the dairy on the west side of the road and she was waving her hand, which Skip who talks about DART on WHO 13 in the morning says to do if you need the bus driver to stop, he slowed down and stopped and the woman was picked up. I just wanted you to know that this really stood out to me and I would hope that this bus driver knows that his actions are noticed and appreciated by car drivers and I'm sure the lady that he stopped for.
- Customer Service Voice mail – Call wants to commend two drivers.
Route 60 & D Line Trolley (Driver Luther) – She stated: Both drivers take their time, never rushing a passenger. They both are very considerate of elderly/handicapped people. They are both great drivers who help their passengers.

11C: Planning Department

Staff Resource: Jim Tishim – Planning Director

Transit Master AVL/RTIS and Trip Planner Update:

- TransitMaster AVL/RTIS System: The IT Department has been working with Trapeze on correcting the problem with the Automatic Passenger Counter (APC) false errors. Trapeze has not yet found a solution. Trapeze reported that another customer has developed the same problem. They will be working with the other customer to see if their system will point to a solution.

Planning Department Projects:

- The LINK Shuttle Route Change: Principal Financial Group requested a change to The Link Shuttle route to accommodate moving all their employees from the main Corporate Offices at 711 High Street to their 801 Grand Avenue building and the Voya Financial building at 909 Locust Street during their remodeling project. The proposal and the Title VI Analysis will be presented at the December 2, 2014 Commission Meeting for Commission approval. If approved, the change would take effect with our next planned service change on February 22, 2015.
- Scheduling Analysis: The Planning Department completed a scheduling analysis on October 20-21, 2014. Transportation Management & Design (TMD) Consultant Edmund Dornheim evaluated all aspects of our scheduling process to find areas to improve efficiencies and our use of the scheduling software.
- FTA Region 5 FY 2015 Triennial Review Workshop: DART staff Tony Lafata, Jamie Schug, Amber Dakan, Mike Tiedens, Debra Meyer and I attended the FTA Region 5 FY 2015 Triennial Review Workshop in Chicago, IL on Oct 27-28, 2014.
- 2014 Customer Satisfaction Surveys: The Planning Department worked with Transportation Management & Design, Inc. (TMD) and ETC Institute on the Fixed Route, Paratransit and Rideshare 2014 Customer Satisfaction Surveys that were competed mid-September through October.

The draft final reports was completed on November 13, 2014. We will evaluate the reports and submit any changes to ETC by November 26, 2014. DART will receive the final report in December and ETC will present the final report to the Commission at the January 2015 Commission Meeting.

- Other Participation:
 - October 6: Altoona Chamber Ribbon Cutting Event
 - October 9: Healthiest State Initiative – Healthiest State Walk
 - October 18: DART 2014 Safety Banquet
 - November 3: Johnston City Council Meeting – DART Presentation by Elizabeth
 - November 5: IPTA Mid-Year Meeting – Marriott, West Des Moines
 - November 10-19: Fare Policy Public Meetings

11D:	Procurement Department
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Staff Resources: Mike Tiedens, Procurement Manager

Procurements in Process:

Bus Inspection Services – *DART is seeking a single firm to contract with to provide bus inspection services. This will include the following services: production line inspection, secondary in-plant quality inspection, and Buy America Pre-Award/Post-Delivery inspections and audits.*

- Request for Proposals was released on October 17 and proposals were due on November 14, 2014.
- Three proposals were received: First Transit, Transit Associates, and Transit Resource Center.
- Proposals are currently under evaluation.

Installation of Lifts – Maintenance Shop Update - Update – *DART is seeking an experienced Contractor to provide construction for installation of two (2) new lifts in the Maintenance Shop. Work includes selective demolition of existing concrete and equipment; new cast in place concrete pit and floor slabs; steel at new edge of pit; epoxy floor coating and striping; associated mechanical and electrical modifications.*

- Invitation for Bid was released on November 10, 2014.
- Pre-Bid Meeting was held on November 18, 2014.
- Bids are due on December 4, 2014. Bids will be opened publicly.
- The lifts will be purchase from Steril Koni through the State of Iowa, Department of Administrative Services existing contract. The lifts will match the most recently installed ones in the Maintenance Shop.

Auto Glass Repair (Rideshare Vans) – *DART is currently accepting quotes for glass repair and replacement on Rideshare vans. Service will include windshields, side and rear windows on all makes and models in the Rideshare fleet. On location service in the geographic service area is desired.*

Service Lane – Maintenance Shop – *DART is seeking an experienced Contractor to provide upgrades to the Service Lane. The Service Lane is used for fueling and washing the buses. Work will include removal of existing coatings, cleaning the surfaces to remove substances that may interfere with bond of the new coating products; abrading and applying new high performance coatings for the lane walls, floors, and trim as recommended by the coating manufacturer.*

- Request for quotes estimated to be released week of December 1, 2014.
- Funding is from 2014 State of Iowa PTIG Grant.

Contracts and Task Orders Approved in September:

None

Upcoming Procurements:

- Applicant Tracking / Talent Management Systems
- Taxi Cab Services
- Heavy Duty Bus Manufacturer

- Employee Benefit Broker Services
- Schedule Printing Services
- Employee Benefit Broker Services
- Insurance Broker Services
- Air Compressor System
- Paratransit Scheduling System
- Federal Lobbying Services

11E:	General Manager
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Staff Resource: Elizabeth Presutti, General Manager

- **IPTA Mid-Year Meeting** – On November 4-6, 2014 I attended the IPTA mid-year meeting in West Des Moines. The meeting offered updates from the Iowa DOT, FTA as well as IPTA’s State Lobbyist. In addition, Congressman-Elect David Young was able to make time to stop by the meeting and introduce himself.
- **U.S. DOT Secretary Foxx Bicycle and Pedestrian Assessment for Iowa** – On November 24, DART staff including Tony Lafata, Jim Tishim, Gunnar Olson and Ethan Standard participated in an assessment of the walking, biking and public transit infrastructure in Des Moines. The assessment was part of a nationwide initiative announced in September 2014 by U.S. Department of Transportation Secretary Anthony Foxx to reduce the growing number of pedestrian and bicyclist injuries and fatalities. In addition to DART staff, there were representatives from the National Highway Traffic Safety Administration, the Iowa Department of Transportation, the City of Des Moines, the Des Moines Area Metropolitan Planning Organization and the Des Moines Bicycle Collective.

Below is the assessment update that will be provided to management at the US DOT:

On November 24, 2014, a cold blustery Monday in Des Moines Iowa, The Iowa Division Planning and Development Team Leader facilitated 22 participants from 9 agencies and completed the US DOT Secretary Foxx initiative to complete a Bicycle Pedestrian Assessment. Our assessment focused on the newly constructed Tiger II Funded DART Central Station located on Cherry Street between 6th and 7th Streets in downtown Des Moines. Federal participants were from NHTSA, FMCSA, and FHWA. FRA and FTA were not able to attend the assessment but have been involved with the planning and were available as resources. The State of Iowa was represented by four Iowa DOT Staff – Rail, Transit, Bike/Ped Coordinator and District Planner along with the Director of GTSB. We had staff from City of Des Moines Engineer and Traffic Operations, DART, DMAMPO and a representative from the Des Moines Bike Collective.

There were a few minor infrastructure comments during the field review. The main finding is there needs to be educational component not only for vehicular drivers but for bicyclists on how to share the road when designated bicycle lanes are provided. There even was bicycle designated traffic signals for when bicyclists were given different signals from the vehicular traffic.

A benefit of the assessment was the networking opportunity that was provided for the various staff to meet and work with others that are involved with Bicycle, Pedestrian and Transit safety.

- **Presentations** – I presented to a group visiting Des Moines from Rochester, MN on DART and how we have integrated into the regional planning process. Commissioner Gayman, Gunnar Olson, Jim Tishim and myself went to the Johnston City Council workshop on November 3, 2014 and updated them on DART as well as results from a survey we conducted earlier this year. Commissioner Connolly, Gunnar Olson and myself presented an update on the BRT project to Nationwide on November 14, 2014. DART will be presenting at the West Des Moines City Council Meeting on December 1, 2014.



FUTURE DART COMMISSION ITEMS DECEMBER 2, 2014

January 6, 2015 - 12:00 P.M.	
Action Items	Information Items
- FY 2014 Audit - Fare Policy	- FY 2016 Budget - DART Customer Satisfaction Survey
February 3, 2015 - 12:00 P.M.	
Action Items	Information Items
	- FY 2016 Budget - Quarterly Safety Report
March 3, 2015 - 12:00 P.M.	
Action Items	Information Items
- FY 2016 Budget	
April 7, 2015 - 12:00 P.M.	
Action Items	Information Items
- 5-Year Heavy Duty Bus Contract - Taxi Cab Contract	- Mobility Manager Update
May 5, 2015 - 12:00 P.M.	
Action Items	Information Items
	- Quarterly Safety Report
June 2, 2015 - 12:00 P.M.	

Key Meetings/Dates:

- February 3-4, 2015: IPTA State Legislative Conference, Des Moines, IA
- February 17, 2015: IPTA Federal Legislative Meeting, Washington, D.C.
- March 8-11, 2015: APTA Legislative Conference, Washington, D.C.

Other Future Items:

- Benefits Administration Services
- Insurance Broker Services
- Open Records Policy
- Records Retention Policy