



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

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF NOVEMBER 5, 2013 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
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12. OTHER – Communications	
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14. NEXT MEETING: Regular DART Meeting Tuesday, December 3, 2013 – 5:00 p.m.	
15. 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.**

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

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

ROLL CALL

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

Commissioner Absent: Steve Brody, Skip Conkling

Alternates Present: Steve Peterson, Keith Ryan, Paula Dierenfeld

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

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

CALL TO ORDER

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

Notice of the meeting was duly published.

APPROVAL OF AGENDA

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

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

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

PUBLIC COMMENT

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

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

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

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

OCTOBER 8, 2013

TRAC UPDATE

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

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

Commissioner Chris Hensley arrived at 5:15pm.

CONSENT ITEMS

7A – September 3, 2013 Minutes

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

ACTION ITEMS

8A – DART 2014 Legislative Agenda

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

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

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

8B – August 2013 Financials

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

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

DISCUSSION ITEM

9A – Polk County Mobility Manager Update

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

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

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

9B – Trip Planner Update and Try Transit Week

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

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

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

9C – August 2013 Performance Report

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

MONTHLY REPORTS

Operations Report

No update

Marketing Report

No update

Planning Report

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

General Manager

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

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

FUTURE AGENDA ITEMS

No update

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

OCTOBER 8, 2013

COMMISSIONER ITEMS

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

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

OTHER - Communications

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

Next Meeting

November 5, 2013 at 5:00pm

ADJOURNMENT

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

Future 2013 Meeting Dates

Nov 5, Dec 3

Chair

Clerk

Date

CONSENT ITEM



6B:	FY2018 Federal STP Funding Request
Action:	Authorize submission of applications to the DMAMPO for Federal STP Funds in the amount of \$1,400,000.

Staff Resource: Debra Meyer, Financial Analyst

Background:

- Applications for FY2018 Federal Surface Transportation Program (STP) funding are due to the DMAMPO on December 6, 2013.
- The total STP funding available for FY2018 is approximately \$11.5 million with MPO policy dictating the distribution to “Other Projects” (minor construction, preservation, alternative transportation, & planning studies) at 20% of the total, but not more than 10% per individual category. If the MPO’s estimate is understated, the 2018 unallocated portion is distributed to projects that were either partially funded or unfunded, but only up to the original application amount.
- DART requested \$1,500,000 in STP funds for FY2017 and was awarded \$900,000 for replacement buses.

Proposed Request:

- DART will request \$1,400,000 in FY2018 STP funds to be used towards the purchase of five heavy-duty buses.

Recommendation:

- Approve the submission of the grant as presented to the DMAMPO.

ACTION ITEM



7A: DART Advertising Rates for 2014 and 2015

Action: Approve the new DART Advertising Rates for 2014 and 2015

Staff Resource: Kirstin Baer-Harding, Marketing Director

Background:

- DART's Advertising rates were last reviewed and increased October 2009 and in effort to bring the rates in line with other transit advertising programs across the country staff is proposing an increase for January 2014.
- The DART Commission Advertising Committee of Commissioner Van Oort, Commisisoner Hensley and Commisisoner Muldoon met with DART's Legal Counsel on October 25th. The Committee discussed the rate increase along with reviewing the current advertising policy. The Committee asked staff to review the policy as it realtes to e-cigarettes, discounts for charitable non-profits and public service announcements. Staff will review and provide a recommendation to the Commission at a future meeting.
- The rate increase ranges between 12% and 20% depending up on the quantity purchased and the type of ad.

Attachments:

New Advertising Rates for 2014 and 2015.

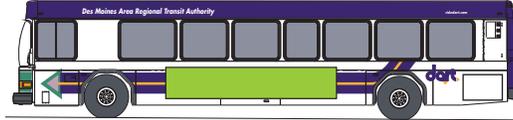
Recommended Action:

Approve the new Advertising Rates for 2014 and 2015



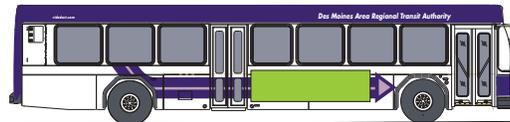
Bus Displays Monthly Rates

KINGS (144" x 30")



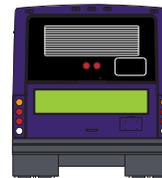
Number of Bus Boards per month	12 Months Each Bus Board	Proposed		6 Months Each Bus Board	Proposed		3 Months Each Bus Board	Proposed		1-2 Months Each Bus Board	Proposed	
1-10	\$146.00	\$163.00	\$163.00	\$162.00	\$186.00	\$186.00	\$179.00	\$206.00	\$206.00	\$193.00	\$232.00	\$232.00
11-20	\$141.00	\$158.00	\$158.00	\$156.00	\$179.00	\$179.00	\$173.00	\$199.00	\$199.00	\$189.00	\$227.00	\$227.00
21 & Up	\$135.00	\$151.00	\$151.00	\$150.00	\$173.00	\$173.00	\$168.00	\$193.00	\$193.00	\$182.00	\$218.00	\$218.00

QUEENS (108" x 30")



Number of Bus Boards per month	12 Months Each Bus Board	Proposed		6 Months Each Bus Board	Proposed		3 Months Each Bus Board	Proposed		1-2 Months Each Bus Board	Proposed	
1-10	\$124.00	\$139.00	\$139.00	\$139.00	\$160.00	\$160.00	\$150.00	\$172.00	\$172.00	\$163.00	\$196.00	\$196.00
11-20	\$118.00	\$132.00	\$132.00	\$133.00	\$153.00	\$153.00	\$145.00	\$167.00	\$167.00	\$158.00	\$190.00	\$190.00
21 & Up	\$112.00	\$125.00	\$125.00	\$127.00	\$147.00	\$147.00	\$139.00	\$160.00	\$160.00	\$151.00	\$181.00	\$181.00

TAILS (72" x 18")



Number of Bus Boards per month	12 Months Each Bus Board	Proposed		6 Months Each Bus Board	Proposed		3 Months Each Bus Board	Proposed		1-2 Months Each Bus Board	Proposed	
1-10	\$107.00	\$120.00	\$120.00	\$116.00	\$133.00	\$133.00	\$133.00	\$153.00	\$153.00	\$145.00	\$174.00	\$174.00
11-20	\$100.00	\$112.00	\$112.00	\$110.00	\$127.00	\$127.00	\$127.00	\$146.00	\$146.00	\$139.00	\$167.00	\$167.00
21 & Up	\$96.00	\$118.00	\$118.00	\$104.00	\$120.00	\$120.00	\$122.00	\$140.00	\$140.00	\$133.00	\$160.00	\$160.00

HEADLIGHTS (44" x 16")



Number of Bus Board per month	12 Months Each Bus Board	Proposed		6 Months Each Bus Board	Proposed		3 Months Each Bus Board	Proposed		1-2 Months Each Bus Board	Proposed	
1-10	\$45.00	\$50.00	\$50.00	\$53.00	\$61.00	\$61.00	\$58.00	\$67.00	\$67.00	\$66.00	\$79.00	\$79.00
11-20	\$42.00	\$47.00	\$47.00	\$48.00	\$55.00	\$55.00	\$55.00	\$63.00	\$63.00	\$63.00	\$76.00	\$76.00
21 & Up	\$37.00	\$41.00	\$41.00	\$44.00	\$51.00	\$51.00	\$49.00	\$56.00	\$56.00	\$58.00	\$70.00	\$70.00

Proposed Rates Effective January 1, 2014

Des Moines Area Regional Transit Authority

620 Cherry Street
Des Moines, Iowa
50309-4530

515-283-8100
Fax 515-283-8135
ridedart.com

Monthly Rates

FULL WRAPS

12 Months Contract	\$1,235.00	Proposed	\$1,383.00
6 Months Contract	\$1,500.00		\$1,725.00
3 Months Contract	\$1,730.00		\$1,990.00
1-2 Months Contract	\$3,600.00		\$4,320.00



KING KONG

12 Months Contract	\$615.00	Proposed	\$689.00
3-6 Months Contract	\$635.00		\$730.00
1-2 Months Contract	\$905.00		\$1,086.00



FULL BACKS

12 Months Contract	\$450.00	Proposed	\$504.00
3-6 Months Contract	\$460.00		\$529.00
1-2 Months Contract	N/A		\$600.00



HALFBACKS

12 Months Contract	\$365.00	Proposed	\$409.00
3-6 Months Contract	\$375.00		\$431.00
1-2 Months Contract	N/A		\$510.00



INTERIORS (26" x 10.75") (17" x 10.75")



Number of Displays	12 Months	Proposed	6 Months	Proposed	3 Months	Proposed	1-2 Months	Proposed
90	\$258.00	\$289.00	\$289.00	\$332.00	\$318.00	\$366.00	\$357.00	\$428.00

SHELTERS (4' x 6')



	12 Months	Proposed	6 Months	Proposed	3 Months	Proposed	1-2 Months	Proposed
Interior	\$124.00	\$139.00	\$133.00	\$153.00	\$139.00	\$160.00	\$158.00	\$189.00
Exterior	\$158.00	\$177.00	\$168.00	\$193.00	\$173.00	\$199.00	\$195.00	\$234.00

**Des Moines
Area Regional
Transit Authority**

620 Cherry Street
Des Moines, Iowa
50309-4530

515-283-8100
Fax 515-283-8135
ridedart.com

Proposed Rates Effective January 1, 2014



Paratransit Monthly Rates

STREETSIDE/CURBSIDE SIGNS

Proposed 12 Months	Proposed 6 Months	Proposed 3 Months	Proposed 1-2 Months
\$120.00	\$133.00	\$153.00	\$174.00



BACK WINDOW SIGNS

Proposed 12 Months	Proposed 6 Months	Proposed 3 Months	Proposed 1-2 Months
\$50.00	\$61.00	\$67.00	\$79.00



D-Line Interiors Monthly Rates

INTERIORS (26" x 10.75")(17" x 10.75")



12 Months	Proposed	6 Months	Proposed	3 Months	Proposed	1-2 Months	Proposed
\$60.00	\$67.00	\$75.00	\$86.00	\$90.00	\$103.00	\$105.00	\$125.00

**Des Moines
Area Regional
Transit Authority**

620 Cherry Street
Des Moines, Iowa
50309-4530

515-283-8100
Fax 515-283-8135
ridedart.com

Proposed Rates Effective January 1, 2014

ACTION ITEM



7B: September FY2014 Consolidated Financial Report

Action: Approve the September FY2014 Consolidated Financial Report

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

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating Revenue comes in at 13% higher than budget expectations year to date. This is from the commencement of Contracted Revenue following the academic break coupled with State Fair Revenues from August.
- Fixed Route Non-Operating Revenue year to date is 6% lower than budget; largely due to timing of the early stages of fiscal year 2014.
- Paratransit Operating Revenue is within 1% of budget through the month of September.
- Rideshare Revenues are 5.8% below budgeted levels year to date. Rideshare expense savings year to date more than offset the decrease in revenue.

Operating Expense:

- Fixed Route Budget Summary – Operating expenses for Fixed Route are approximately 6% below budget year to date. Savings are seen in multiple categories including contracted services, fuels and lubricants, tires and equipment repair parts.
- Paratransit Budget Summary – Year to date, Paratransit expenses are 6.6% under projected levels. Fuel and equipment repair parts are two of the categories experiencing savings.
- Rideshare Expenses are below budgetary expectations by approximately 7.8%. Fuel and equipment repair parts are the two main categories contributing to the savings.

Recommendation:

- Approve the September FY2014 Consolidated Financial Report.

**** TOTAL Un-Audited Year-End September FY2014 as Compared to Budget:**

Fixed Route	\$	204,182	Reserve For Accidents (See Balance Sheet):	
Paratransit	\$	45,629	FY2014	\$364,334
Rideshare	\$	7,852		
Total	\$	257,663		

FY2014 Financials:

September 2013

FIXED ROUTE	September 2013			Year-To-Date-(3) Months Ending 09/30/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	563,355	375,033	188,322	1,275,956	1,125,099	150,857
Non-Operating Revenue	1,372,033	1,523,738	(151,705)	4,278,914	4,571,213	(292,299)
Subtotal	1,935,388	1,898,771	36,617	5,554,871	5,696,312	(141,441)
Operating Expenses	1,710,038	1,874,058	164,020	5,276,551	5,622,174	345,623
Gain/(Loss)	225,350	24,713	200,637	278,320	74,138	204,182

PARATRANSIT	September 2013			Year-To-Date-(3) Months Ending 09/30/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	162,439	173,750	(11,311)	526,424	521,250	5,174
Non-Operating Revenue	64,583	68,833	(4,250)	193,751	206,500	(12,749)
Subtotal	227,022	242,583	(15,561)	720,175	727,750	(7,575)
Operating Expenses	238,178	267,405	29,226	749,010	802,214	53,204
Gain/(Loss)	(11,156)	(24,821)	13,665	(28,835)	(74,464)	45,629

RIDESHARE	September 2013			Year-To-Date-(3) Months Ending 09/30/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	78,662	85,685	(7,023)	241,927	257,056	(15,129)
Non-Operating Revenue	-	-	-	2,748	-	2,748
Subtotal	78,662	85,685	(7,023)	244,675	257,056	(12,381)
Operating Expenses	78,193	85,685	7,492	236,823	257,056	20,233
Gain/(Loss)	469	-	469	7,852	-	7,852

DISCUSSION ITEM



8A: Route 73 Planning Study Update
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Staff Resource: Jim Tishim, Planning Director

- A presentation on the Route 73 Planning Study will be provided at the Commission meeting.

8B:	Bus Schedule and Real Time Data
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Staff Resource: Gunnar Olson, Public Affairs Manager

Background:

- DART recently launched the MyDART Trip Planner and plans to add real-time schedule information to the product in early 2014.
- As part of this project, DART has developed GTFS and GTFS-RT data (General Transit Feed Specification and General Transit Feed Specification – Real Time, respectively.) These are common formats for public transit schedules and associated geographic information and real-time location information.
- These data can be used by developers to write a wide range of applications for smart phones and other devices.
- The question that staff is exploring at the Commission’s direction is whether to publish that data in an “open” feed, where third-party app developers can access it and create applications from it. The alternative is to use the data to develop an in-house application. This was the subject of a public comment from the October Commission meeting.
- The presentation will cover the timeline for making a recommendation, as well as the areas of interest that staff is exploring to reach that recommendation.



System Summary Performance Report September 2013

	March 2013	April 2013	May 2013	June 2013	July 2013	August 2013	September 2013	September 2012	Percent Change 2013/2012	FY14 Year To Date	FY13 Year To Date	Percent YTD Change 2014/2013
DART Fixed Route												
Total Ridership	315,315	354,582	349,345	270,790	284,305	520,188	369,520	339,496	8.84%	1,174,013	1,127,292	4.14%
OTT Ridership	17,157	16,501	19,283	19,820	21,095	22,582	23,163	14,501	59.73%	66,840	53,248	25.53%
Unlimited Access Ridership	37,267	33,494	37,174	32,488	33,715	37,097	37,430	34,530	8.40%	108,242	108,797	-0.51%
Bike Rack Usage	2,106	3,549	5,095	5,370	6,470	6,996	6,707	4,168	60.92%	20,173	15,276	32.06%
Passengers/Revenue Hour	19.40	21.36	21.05	17.40	18.43	31.12	21.95	24.59	-10.71%	23.36	23.67	-1.30%
Avg. Passengers Weekday	13,688	14,990	14,783	12,041	11,834	22,153	16,710	16,126	3.62%	16,905	16,523	2.31%
Avg. Passengers Weekend Day	2,786	3,102	3,016	2,996	2,994	3,647	3,925	3,677	6.75%	3,542	3,321	6.66%
Complaints/100,000 Riders	32.98	27.07	25.19	26.22	24.27	21.34	32.47	25.04	29.71%	25.55	24.39	4.75%
Commendations/100,000 Riders	5.71	3.38	3.72	4.43	3.87	3.08	2.16	2.65	-18.33%	2.98	3.64	-18.03%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	1.37	2.24	1.34	3.51	1.78	1.24	1.67	2.04	-18.42%	1.56	2.12	-26.76%
Non-Preventable/100,000 Miles	0.91	1.79	0.45	1.50	0.89	1.24	3.33	0.51	552.64%	1.11	0.71	56.03%
Maintenance:												
Total Miles Operated	218,919	223,608	224,466	199,368	225,271	241,562	240,213	195,965	22.58%	707,046	659,070	7.28%
Road Calls/100,000 Miles	11.42	14.76	17.37	22.57	11.99	15.73	16.24	20.92	-22.40%	14.71	22.61	-34.94%
Active Vehicles in Fleet	118	117	117	116	117	117	117	109	7.34%	117	108	8.67%
DART Paratransit												
Total Ridership	12,060	12,511	12,180	11,335	12,254	12,306	11,274	10,818	4.22%	35,834	34,697	3.28%
Passengers/Revenue Hour	3.10	3.13	3.06	3.12	3.19	3.03	3.02	2.95	2.37%	3.08	3.01	2.44%
Average Trip Length	6.02	6.11	6.13	6.35	6.19	6.18	6.29	6.44	-2.34%	5.86	6.20	-5.47%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	0.00	4.14	0.00	4.45	4.18	1.40	4.51	1.50	200.52%	3.34	0.93	258.49%
Non-Preventable/100,000 Miles	0.00	1.38	0.00	1.48	0.00	0.00	3.00	0.00	0.00%	0.95	0.47	104.85%
Maintenance:												
Total Miles Operated	68,858	72,441	70,514	67,344	71,823	71,472	66,581	66,697	-0.17%	209,876	214,966	-2.37%
Active Vehicles in Fleet	29	29	29	29	29	29	25	29	-13.79%	28	29	-4.60%
DART RideShare												
Total Ridership	22,546	23,780	22,514	20,086	21,080	21,624	20,520	20,142	1.88%	63,224	65,134	-2.93%
Total Vans in Circulation	94	93	93	93	93	93	93	93	0.00%	93	93	0.36%
Total RideShare Customers	805	882	807	799	797	779	772	825	-6.42%	783	833	-6.08%
Accident Frequency Rate by Service:												
Preventable	0.00	0.00	0.00	0.00	1.18	0.59	1.28	0.00	0.00%	1.01	0.00	0.00%
Non-Preventable	0.00	0.00	0.00	0.00	0.59	0.59	0.00	0.00	#DIV/0!	0.40	0.00	#DIV/0!
Maintenance:												
Total Miles Operated	163,869	174,504	172,387	155,224	168,997	170,116	156,758	148,781	5.36%	495,871	485,953	2.04%
Active Vehicles in Fleet	100	100	100	100	100	120	120	100	20.00%	113	100	13.33%



System Performance Ridership Report September 2013

	March 2013	April 2013	May 2013	June 2013	July 2013	August 2013	September 2013	September 2012	Percent Change 2013/2012	FY14 Year To Date	FY013 Year To Date	Percent YTD Change 2014/2013
DART Fixed Route Ridership	315,315	354,582	349,345	270,790	284,305	519,494	367,644	339,496	8.29%	1,174,013	1,127,292	4.14%
Local Routes:												
#1 - Fairgrounds	18,375	21,273	21,557	14,141	14,563	223,225	23,428	19,548	19.85%	261,216	246,687	5.89%
#3 - University	32,326	36,919	38,353	34,560	33,832	37,726	37,389	74,618	-49.89%	108,947	205,690	-47.03%
#4 - Urbandale	16,531	17,646	17,411	14,156	14,354	15,784	20,006	28,837	-30.62%	50,144	82,734	-39.39%
#5 - Clark	4,725	4,126	4,103	1,517	1,729	2,102	3,898	17,702	-77.98%	7,729	48,081	-83.93%
#6 - Indianola	20,058	22,664	22,309	19,951	19,741	22,935	26,097	54,118	-51.78%	68,773	148,568	-53.71%
#7 - Ft. Des Moines	30,748	34,111	33,621	24,481	23,677	27,903	34,965	46,889	-25.43%	86,545	130,797	-33.83%
#8 - South Union	4,427	5,601	5,711	3,029	3,311	3,872	5,456	15,514	-64.83%	12,639	39,788	-68.23%
#11 - Ingersoll Ave.	2,291	2,785	2,861	2,456	2,916	2,863	2,451	19,482	-87.42%	8,230	56,991	-85.56%
#13 - SE Park Ave.	5,255	7,761	7,246	1,272	651	2,921	7,108	7,129	-0.29%	10,680	11,592	-7.87%
#14 - Beaver Ave.	18,498	20,681	20,815	15,674	15,427	18,607	22,780	0	100.00%	56,814	0	100.00%
#15 - 6th Ave.	23,019	25,480	25,215	19,152	18,498	23,956	29,748	0	100.00%	72,202	0	100.00%
#16 - Douglas Ave.	34,422	37,598	37,263	28,324	27,911	32,215	37,277	0	100.00%	97,403	0	100.00%
#17 - Hubbell Ave.	15,510	16,541	16,800	14,543	14,301	16,296	18,545	0	100.00%	49,142	0	100.00%
#51 - Merle Hay Crosstown								1,876	100.00%	2,570	0	100.00%
#52 - Valley West/Jordan Creek	10,544	10,138	10,027	10,028	10,339	11,885	11,380	0	100.00%	33,604	0	100.00%
#60 - Ingersoll/University	21,261	32,401	26,620	21,098	22,943	24,071	30,260	0	100.00%	77,274	0	100.00%
#71 - Ankeny/Delaware**	0	0	0	0	0	0	0	641	-100.00%	0	2,150	-100.00%
Shuttle Routes:												
Link Shuttle	981	1,023	944	797	861	679	652	1,125	-42.04%	2,192	3,235	-32.24%
Dline	17,332	18,429	20,446	17,916	31,075	19,712	18,241	17,633	3.45%	69,028	53,865	28.15%
Lincoln/McCombs	8,408	8,993	8,943	750	0	3,660	10,977	10,555	4.00%	14,637	15,199	-3.70%
Express Routes:												
#91 - Merle Hay Express	1,187	1,113	1,035	935	1,001	987	849	698	21.63%	2,837	2,224	27.56%
#92 - Hickman Express	3,356	3,668	3,408	2,910	3,104	2,890	2,936	2,751	6.72%	8,930	8,627	3.51%
#93 - NW 86th Express	3,458	3,551	3,531	3,289	3,456	3,324	3,002	3,493	-14.06%	9,782	11,804	-17.13%
#94 - Westtown	1,230	1,311	1,294	1,090	1,065	1,424	1,176	1,281	-8.20%	3,665	4,247	-13.70%
#95 - Vista	2,090	2,000	2,011	1,925	1,975	2,090	1,830	1,972	-7.20%	5,895	6,678	-11.73%
#96 - E.P. True	3,065	3,153	3,260	2,700	2,803	2,761	2,614	2,768	-5.56%	8,178	8,660	-5.57%
#98 - Ankeny	9,605	8,743	8,268	7,663	8,099	9,386	8,892	7,966	11.62%	26,377	22,825	15.56%
#99 - Altoona	1,976	1,842	1,816	1,630	1,670	1,744	1,697	1,803	-5.88%	5,111	6,024	-15.16%
On-Call/Flex Routes (Operated by Paratransit):												
On-Call: Ankeny	185	204	203	193	315	209	181	159	13.84%	705	508	38.78%
On-Call: Des Moines	271	291	263	224	269	153	0	302	-100.00%	422	1,172	-63.99%
On-Call: Johnston/Grimes	662	611	687	522	518	518	471	448	5.13%	1,507	1,860	-18.98%
#73 Flex: Urbandale/Windsor Heights	792	784	683	615	562	550	621	660	-5.91%	1,733	2,198	-21.16%
#72 Flex: West Des Moines/Clive	2,605	3,045	2,563	2,878	3,070	2,896	2,644	1,295	104.17%	8,610	4,195	105.24%
On-Call: REGIONAL	122	96	78	371	269	150	73	109	-33.03%	492	893	-44.90%
DART Paratransit Ridership	12,060	12,511	12,180	11,335	12,254	12,306	11,274	10,818	4.22%	35,834	34,697	3.28%
Bus/Van	11,431	11,863	11,500	10,605	11,594	11,563	10,584	10,354	2.22%	33,741	33,422	0.95%
Cab	629	648	680	730	660	743	690	464	48.71%	2,093	1,275	64.16%
DART RideShare Ridership	22,546	23,780	22,514	20,086	21,080	21,624	20,520	20,142	1.88%	63,224	65,134	-2.93%
TOTAL RIDERSHIP	349,921	390,873	384,039	302,211	317,639	553,424	399,438	370,456	7.82%	1,273,071	1,227,123	3.74%

9A: Operations Department

Staff Resources: Anthony Lafata, Chief Operating Officer

Transportation - Randy McKern, Manager

- Tony Lafata, PJ Sass and I hosted a meeting with Des Moines Public School officials regarding shared concerns regarding student fights onboard buses. The school district and DART are committed to identifying and implementing strategies to decrease these disruptive behaviors.

Maintenance - Scott Reed, Manager

- Preparations for the upcoming winter are underway. The plows have been mounted on the trucks and the salt spreader is undergoing repairs to the power plant.
- We are currently prepping eight buses for auction. Four 40-foot Gilligs and four cutaways. They will be offered on the IDOT website prior to the listing on the online auction site.

Training - Greg Schmitt, Manager

- Three Fixed Route Operators have graduated from training. Currently we have one Paratransit Operators in training.

Facilities - Matt Pitstick, Manager

- The Facilities Section has completed winter weather preparations to include the fabrication of a brine dispenser to pretreat the concrete at DART Central Station and the 1100 facilities.
- We are working with Substance Architecture to finalize designs for several infrastructure grants. Projects include the Money Room upgrade, Fuel Distribution replacement, Bus Barn Portals, Service Lane upgrade, Operations Admin Phase I, Boiler Replacement and a Needs Assessment.

Service Management - Mike Kaiser, Manager

- We are currently working with Human Resources setting up interviews to fill the Service Management Supervisor position recently opened with the resignation of Russ Pamulak. Russ left DART for a position with the public transit provider in Osh Kosh, WI. Human Resources received several quality applicants both internally and externally, and we look forward to filling the vacancy very soon.

9B: Marketing, Communications, Customer Service and RideShare Departments

Staff Resources: Kirstin Baer-Harding, Marketing Director
Gunnar Olson, Public Affairs Manager
PJ Sass, Customer Service and RideShare Manager

Marketing Updates:

- Try Transit week wrapped up on October 12 with a 20% increase in ridership for the week. Staff did a fantastic job as Transit Ambassadors out in the communities in the early morning hours to promote Try Transit Week. We appreciated all the extra help in making this promotion a success and look forward to next year.
- Staff has been working with the owners of Java Joes on marketing materials promoting the opening of the CoffeeHouse at DART Central Station. DART will be hosting a welcome event shortly following their official opening.
- Staff has been working on the development of a new website to encompass updated features and new technologies. The redesign is set to rollout in early 2014.
- Staff continues working with Trapeze on product development for the upcoming technology deployment which includes Real Time Map and MyDART Alerts (TranistNow).
- Staff continues working with RideShare on upcoming marketing materials and continues to distribute information about the RideShare Fall Special to promote new ridership.
- Staff is currently developing and designing route specific marketing material. The marketing materials will start to be deployed in November and continuing through December.
- Staff is working on the final touches for its Brand Standards templates which will be distributed to staff to provide a standard look and feel for all internal and external documents. The Brand Standards continues to build and strengthen DART's brand moving forward and bring a standard consistency.
- Staff is working with Planning and other departments in the development and design for the publication of the upcoming public meetings in November.
- Staff is currently working on an open house event in early December.

Communication Updates - Gunnar Olson:

- Staff is coordinating with the Planning Department to organize the second round of public meetings regarding the Route 73 Planning Study. DART collected initial ideas and input from members of the public during the first round of public meetings in September. DART will present possible alternatives to the public and collect feedback at the second round of public meetings in November. Three public meetings will be held on Tuesday and Thursday, November 12 and 14.
- Staff is coordinating with the consulting team from CH2M Hill to advance the internal and external discussion regarding new fare policy that is being developed. Staff supported the development of a presentation for the DART Commission during the October 29th Commission Retreat. Staff is also organizing a series of 11 public meetings that will be held November 18-21. A public survey is being developed, as well.
- Staff assisted with the planning of the 2013 DART Safety Banquet.

MONTHLY REPORT

9B: Marketing and Communications, Customer Service and RideShare



- Staff gave four live interviews to ABC-5 reporter Jason Rantala for Try Transit Week, the seven-day promotion in which all services were free to ride. The live shots were filmed early in the morning on Wednesday, October 9; two were filmed at DART Central Station, and two were filmed live aboard a DART bus.
- Staff attended an Iowa Public Transportation Association conference October 22 and 23. The Iowa Department of Transportation gave a presentation on the funding concepts that Director Paul Trambino developed at the request of Governor Terry Branstad as alternatives to increasing the state gas tax; the concepts, if implemented, would offer opportunities and challenges to public transit agencies such as DART. Staff also heard a presentation on the aging population in Iowa and the role the public transit plays in helping seniors maintain independence and quality of life.
- Staff gave a presentation on the transformation of DART to the Eastern Polk County Leadership Group.
- Staff supported General Manager Elizabeth Presutti in giving a presentation on the recent transformation of DART on Thursday, October 17, to the Clive City Council.
- Staff supported General Manager Elizabeth Presutti in giving a presentation on the recent transformation of DART on Monday, October 28, to the West Des Moines City Council.
- Staff is coordinating with the Marketing Department and the owners of Java Joes on announcing the opening of the Java Joes location at DART Central Station.

Advertising Program:

New October Advertisers

- Houck Advertising
- Food Bank of Iowa

Customer Service Report – PJ Sass:

September Employer and Group Presentations:

- Principal Orientation (four visits)
- Iowa Methodist Medical Center, two travel training classes
- Iowa Lutheran Hospital
- Debbie Sandquist - DART Presentation and travel training
- DMACC South, Grab & Go
- EMC Benefit Fair
- Ligutti Tower
- Elsie Manor

Bus Stop/Shelter Request = 1

Customer Service Request = 67

Contact/Feedback Form = 43

Other/Misc. = 19

Voicemails = 84 (approx. 15 required reply)

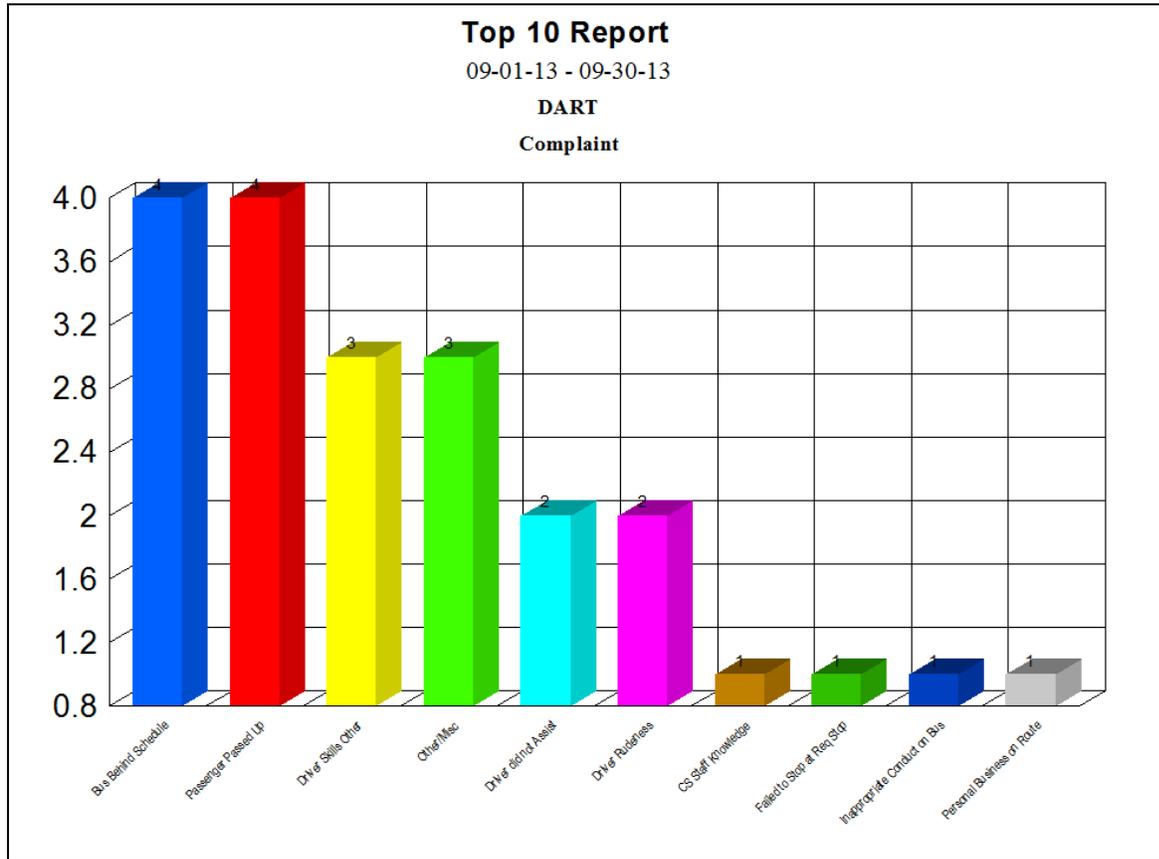
MONTHLY REPORT

9B: Marketing and Communications, Customer Service and RideShare



Total Calls for September 2013

- Schedule Information – 12,638
- Spanish Line – 128
- Receptionist – 657
- RideShare - 468



The top five comments for August were: Bus behind schedule, Passenger Passed Up, Driver Skills/Other, Other Misc., and Driver Didn't Assist.

In summary we had 120 complaints, 8 commendations and 12 suggestions. Out of the 120 complaints 10 are still being investigated and 22 were founded which is 0.20% of the total completed complaints for this month.

Travel Training:

Travel Training class was held on October 30th we had 3 attendees.

RideShare – Jennifer Long/PI Sass:

- All the new van have been assigned and swapped out.
- We will be reviewing mileage on the returned and existing vans to maintain the mileage for each vehicle.
- RideShare has five more vans ready to be sold.

MONTHLY REPORT

9B: Marketing and Communications, Customer Service and RideShare



Staff Commendations:

DART had several comment this month pertaining to the fair service and how awesome our drivers were. Also a comment regarding the free service DART provided to those utilizing the cooling centers.

- Comments: I was recently stuck at a gas station with only 2 dollars on my debit card. Todd gave me 5 dollars so that I could make it home. Not only did this reflect positively on Todd's character, but DART's ability to hire good people. I don't know how to identify Todd, besides the fact that he had beads in his hair and I think he drove specialty buses. I just hope that he receives the recognition he deserves for his acts. I hope this reaches the correct person. "You guys do a great job! I'm new to Iowa and have been so impressed by the efficiency of the routes and the drivers on the #14 and #16 have been great! Please let them all know."
- Kristi, in Paratransit, is so nice and kind, she has talked me through a tough time and I really appreciate it.
- I just want to say how impressed I am with the kindness DART is showing to people who need a cool place to be overnight. On behalf of anyone who needs this service I say "Thank you, DART". You are an asset and a blessing to our city!!!
- Caller just wanted us to know that this driver was extremely kind to a lady in a wheelchair. Said it was neat to see someone make that extra effort to assist her.
- Caller said a group of girls were being very loud and rowdy. The driver took care of the situation very well. He was very cordial to other riders.

9C: Planning Department

Staff Resource: Jim Tishim – Planning Director

Transit Master AVL/RTIS & Trip Planner Update:

- Trip Planner programs INFO-Web and INFO-Web/Mobile were completed. The MyDART Trip Planner BETA went live to the public on October 1, 2013.
- Final changes to the Google Trip Planner were completed. We anticipate this product going out to the public in the near future.
- The Bing Trip Planner became available on Friday, October 25.
- An upgrade to the Enterprise Asset Management (EAM) maintenance program was completed on October 10. The Maintenance and IT Departments are currently testing the program. The TransitMaster Engine Control Module (ECM), which is an engine health-monitoring system on board 57 fully-equipped AVL buses, connects to the EAM. Information from the ECM will flow through the EAM to report vehicle health information to help preempt major mechanical problems before costly repairs are required. Testing the ECM connection and reports are final punch list items required to complete the TransitMaster AVL/RTIS system.

Planning Department Projects:

- Ethan Standard has accepted the position as our new Transit Planner. Ethan started with DART as a Planning Technician, while finishing his degree in Community and Regional Planning at Iowa State University. After graduation this past May, Ethan continued on in the Planning Department as a Planning Intern. Ethan has been a great asset to our department and we are excited to have him part of our team.
- The Grand Ave and 63rd Street Bridge construction project continues to be a challenge for DART. Additional service adjustments were required for the #11 Ingersoll/Valley Junction route for the August 18 service changes. The Planning Department has been working on the final service changes for the proposed reopening of the bridge planned for later this year.
- Transit Planner Tony Filippini and I have accepted the opportunity to be part of the Capitol Park Neighborhood Steering Committee and the Capitol East Neighborhood Steering Committee.
- The Planning Department has undertaken a considerable amount of Trapeze FX Scheduling Program training over the past two months. Selected staff from the IT Department was invited to attend training courses that pertained to their duties. This training will bring our Transit Planners up to the task of assisting the Scheduling Manager and to become back-up on system scheduling. The list of training courses completed are:
 - Runcutting & Parameter Training Part I
 - Runcutting & Parameter Training Part II
 - Distribution of Workload & Exceptions
 - Setting Up an Archive Database
 - Basic Rostering
 - Setting Up Reports

MONTHLY REPORT
9C: Planning Department



- The 73 Urbandale/Windsor Heights Flex Route Planning Study is well underway. A presentation on our findings to-date will be made at the November 5, 2013 Commission Meeting.
- The DART Forward 2035 Year #3 Transit Service Plan is in the preliminary stages of development.
- Planning staff have been working on updating Bus Stop Guidelines. The guidelines will primarily focus on bus stop sign and shelter installations.

MONTHLY REPORT



9D: General Manager

Staff Resource: Elizabeth Presutti, General Manager

- **DART Commission Bus Rides** – Gunnar and/or I have had the opportunity to take a bus ride with Commissioners Conkling, Hensley, Van Oort and Johnson. All of the rides have been a great opportunity to connect with customers and learn more about how our customers utilize the service.
- **City Council Presentations** – Staff has been scheduling DART updates with our member communities. In October we presented to the Clive City Council and the West Des Moines City Council. In November we are scheduled to present to the Windsor Heights City Council.
- **City Managers Meeting** – On October 30th, staff met with the City Managers of DART’s Member Communities to discuss preliminary budget projections and other budgetary issues DART will be facing in the future.
- **DART Teamster Union Contract** – On October 31st, contract proposals were exchanged with Teamsters Local 238 which represents DART’s Paratransit Operators.



**FUTURE DART COMMISSION ITEMS
NOVEMBER 5, 2013**

December 3, 2013 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - FY 2013 Audit - Medium Duty Bus Purchase - Heavy Duty Bus Purchase - Bus Stop and Shelter Guidelines 	<ul style="list-style-type: none"> - FY 2015 Budget
January 7, 2014 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - On-Call Technology Services - On-Call Planning Services 	<ul style="list-style-type: none"> - FY 2015 Budget - Open Records Policy - Records Retention Policy
February 4, 2014 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - Farebox System Contract 	<ul style="list-style-type: none"> - FY 2015 Budget - Fare Policy
March 4, 2014 - 5:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> - FY 2015 Budget - Fare Policy - Taxi Cab Contract 	
April 1, 2013 - 5:00 P.M.	
Action Items	Information Items
May 6, 2013 - 5:00 P.M.	
Action Items	Information Items

<p><u>Key Meetings/Dates:</u></p>
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COMMISSIONER ITEM



11A: Commission Meeting Dates And Times

Staff Resource: Whitney Davidson, Executive Coordinator & Commission Clerk

- Based on current meeting dates the proposed 2014 DART Commission Meeting dates are:

Commission Meeting Dates 2014:

- January 7
- February 4
- March 4
- April 1
- May 6
- June 3
- July 1
- August 5
- September 2
- October 7
- November 4
- December 2

CLOSED SESSION



13:	Closed Session – General Manager Performance Review
Action:	The Commission meeting be recessed and reconvened in closed session pursuant to Section 21.5, Subparagraph I of the Iowa Code.

Staff Resource: Elizabeth Presutti, General Manager

Background:

- In order to adjourn for a closed session, an affirmative vote must be taken of the Commission of either two-thirds of the commission or all of the members present at the meeting.

Procedures for Closed Session at Commission Meetings:

1. The Chairman asks for a motion to recess the meeting and reconvene in closed session.
2. Motion is made with following language:
“I move that the Commissioners of the Des Moines Area Regional Transit Authority go into closed session to evaluate the professional competency of an individual whose appointment, hiring, performance or discharge is being considered when necessary to prevent needless and irreparable injury to that individual's reputation and that individual requests a closed session.”
3. Motion is seconded.
4. Roll Call Vote is taken.
5. All visitors leave the room.
6. A special tape must be recorded and kept by the commission clerk for a period of one year of the closed session.
7. No action may be taken in a closed session.
8. The Chair will adjourn the closed session when discussion is over.
9. The Chair will state for the record that no action was taken during the closed session.
10. Action may be taken at this time on any discussion made in the closed session.

Closed Session:

- The Commission will discuss and consider approving a compensation level adjustment for the General Manager.



October 27, 2013

Dear Chair Van Oort and Members of the DART Commission:

It has come to my attention that the DART Commission will evaluate my performance as General Manager at its meeting on the 5th of November, 2013. In order to prevent needless and irreparable injury to my reputation I hereby request that my evaluation be conducted in Closed Session.

Respectfully submitted,

A handwritten signature in blue ink, which appears to read "Elizabeth Presutti". The signature is written in a cursive style.

Elizabeth Presutti
General Manager

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