



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
NOTICE OF COMMISSION MEETING AND AGENDA
OCTOBER 8, 2013 – 5:00 p.m.
DART MULTIMODAL ROOM, 620 CHERRY STREET**

	PAGE #
1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF OCTOBER 8, 2013 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. TRAC UPDATE	
7. CONSENT ITEMS	
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12. COMMISSIONER ITEMS	
13. OTHER – Communications	
14. NEXT MEETING: Regular DART Meeting Tuesday, November 5, 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
September 3, 2013**

ROLL CALL

Commissioners Present: Skip Conkling, Angela Connolly, Tom Gayman, Christine Hensley, Gaye Johnson (Arrived 5:06pm), Bob Mahaffey, Steve Van Oort

Commissioner Absent: Steve Brody

Alternates Present: Steve Peterson, Ruth Randleman

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; Georgia Parkey, Paratransit Operations Manager; Debra Meyer, Financial Analyst; Greg Schmitt, Training Manager; Jim Tishim, Planning Director; Jennifer Greiner, Marketing Coordinator; Carmella Comito, Risk Manager; Mike Tiedens, Purchasing Manager; Kyle McCann, Attorney, Brick Gentry, P.C.

Others Present: Zach Young, MPO

CALL TO ORDER

The meeting was called to order by Chair, Steve Van Oort at 5:00pm. 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 September 3, 2013 meeting agenda.

It was moved by Mr. Mahaffey and seconded by Mr. Gayman to approve the September 3, 2013 Agenda. The motion carried unanimously.

PUBLIC COMMENT

No Comments

TRAC UPDATE

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

- Marketing & Communication Plan
- Trip Planner Testing
- Website Redesign

Mr. Van Oort expressed his gratitude for TRAC's involvement and their time.

CONSENT ITEMS

7A - ICAAP Applications

7B - Prairie Meadows Legacy Grant Application

7C - July 2, 2013 Minutes

7D - July 17, 2013 Minutes

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

ACTION ITEMS

8A - Bus Shelter Installation Contract

Mr. Tiedens presented to the Commission the results of the RFP for the Bus Shelter Contract. The evaluation scoring and pricing were included in the packet.

- DART recently purchased 15 new bus shelters as part of its Capital Improvement Plan
- DART has identified potential sites for new shelters. The remaining will need to go to planning and zoning in order to be approved
- The contract is not to exceed \$500,000
- The shelter program is funded through federal transit program funding and DART local match

It was moved by Ms. Hensley and seconded by Mr. Gayman that the Commission approve the Bus Shelter Installation Contract. The motion carried unanimously.

8B - Payroll ACH Limit

Ms. Schug presented to the Commission the request to increase the Payroll ACH limit to \$300,000. Mr. Peterson requested to move the ACH limit to \$320,000.

It was moved by Mr. Peterson and seconded by Ms. Hensley that the Commission approve the Payroll ACH Limit to \$320,000. The motion carried unanimously.

8C - June 2013 Financials

Ms. Dakan presented the June financials to the Commission. Savings are being seen in salaries, vehicle repair, fringes and fuel. The auditors will be coming in the week of September 9th to help us make any final adjustments to the FY13 budget.

It was moved by Ms. Hensley and seconded by Mr. Peterson that the Commission approve the June 2013 Financials. The motion carried unanimously.

8D - July 2013 Financials

Ms. Dakan presented the July financials to the Commission. Ms. Dakan made note of the new format for July.

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

DISCUSSION ITEM

9A - New DART Member Government Process

Mr. Olson provided a presentation to the Commission on the process of having a new member join DART. A committee will be formed and a final draft of this process will come back to the Commission for full approval.

9B – Future Procurements and Approach

Mr. Tiedens provided a presentation on the future procurements and approach. DART will mirror all state and local guidelines that are currently in place. Mr. Tiedens discussed the projects that are currently in process and what is anticipated over the next 18 months. He also discussed the 5 different procurement processes.

We will be looking for volunteers to assist on a procurement committee to review the procurement policy and manual and to work with department on large scale procurements.

Mr. Conkling departed the meeting at 5:43pm.

9C – Title VI Update

Mr. Tishim updated the Commission on the standing of the Title VI review. A large portion of the document was consolidated and removed based on feedback from the FTA. We are waiting on approval from the FTA and will bring this back to the Commission for final approval. We will have to update this every three years.

9D – August Service Change and State Fair Update

Mr. Olson updated the Commission on the year 2 service changes from the DART Forward 2035 Plan that went into effect on Sunday, August 18th.

- The service change went smoothly
- Customers were very pleased with improvements, especially the expanded hours
- Improvements include:
 - New Merle Hay Crosstown Route 51
 - Night service to Des Moines' East side and Altoona
 - Additional trips and frequencies on Routes 11, 60 and 99
 - Expanded weekday and weekend hours on Routes 1, 3, 4, 6, 7, 14, 15, 16, 17, 52, 60 and 72
 - Additional day of service for Ankeny On Call

Ms. Hensley requested to set up a meeting with Liz Holland of Merle Hay Mall regarding the need for a park and ride.

Commissioners also received an update on DART's service to the Iowa State Fair.

- DART gave more than 200,000 rides to and from the Iowa State Fair this year
- That's a 7% increase over last year
- The increase in ridership came in spite of State Fair attendance being down 5%

Mr. Van Oort congratulated staff on the great work for this year's state fair and the exposure on Facebook.

9E – June 2013 and July 2013 Performance Report

Ms. Presutti updated that we have our unaudited numbers for 2013. We ended up 3% below last year. We are trending really well in July compared to last year. The Ragbrai event helped ridership on the D-line and we anticipate the same for August.

MONTHLY REPORTS

Operations Report

No update

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

SEPTEMBER 3, 2013

Marketing Report

Ms. Baer-Harding provided an update on the DART Date Night promotion. The event received a lot of great buzz.

DART also received four AdWheel awards for marketing pieces that were submitted to APTA. Four of the seven pieces that were submitted received first place awards that will be presented at this year's Annual APTA Meeting September 29th - October 2nd in Chicago.

Mr. Van Oort thanked Kirstin for her involvement in the Ankeny Play Day. DART had a bus at the event, and we had a lot of people walk through and pick up schedules.

Ms. Presutti updated that we will have a booth at three of the four Wednesday Farmer's Markets located in downtown.

Mr. Olson provided an update on the Farebox project and the involvement of the focus group.

Planning Report

Mr. Tishim updated that we are engaging in an in depth study for the Route 73 service. Public meetings are scheduled in late September to gain public input. Recommendations will be brought back to the Commission this fall.

General Manager

Ms. Presutti reviewed the S & P report with the Commission and provided an update on how DART was rated. The report did reaffirm DART's rating at AA/Stable.

Tony Lafata, DART's new COO will be starting next Monday, September 9th.

FUTURE AGENDA ITEMS

COMMISSIONER ITEMS

The clerk will be sending out an online survey in the next few days to complete a review on the General Manager. If requested by the General Manager, we will be going into Closed Session to conduct the review.

12A - Commissioner Committee's

Mr. Van Oort has appointed Commissioners to various committees. A list was provided to each Commissioner. Commissioners were instructed to let the General Manager or Clerk know if there was an appointment that they were not comfortable with.

OTHER - Communications

CLOSED SESSION

It was moved by Ms. Hensley and seconded by Mr. Mahaffey that the Commission adjourn and reconvene in closed session pursuant to Section 21.5, Subsection 1, Paragraph c of the Iowa code to discuss strategy with council in matters that are presently in litigation or where litigation is imminent where its disclosure would be likely to prejudice or disadvantage the position of the governmental body in that litigation.

Roll Call: Peterson-Yea, Conkling-Yea, Connolly-Yea, Gayman-Yea, Hensley-Yea, Johnson-Yea, Mahaffey-Yea, Muldoon-Yea, Van Oort-Yea. The motion carried unanimously. Chair Van Oort recessed the meeting at 6:08 pm.

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

SEPTEMBER 3, 2013

At 6:21 pm it was moved by Ms. Hensley and seconded by Ms. Connolly that the closed session be adjourned. The motion carried unanimously.

Meeting Reconvened in Open Session:

The regular Commission meeting was resumed at 6:21 pm. Ms. Hensley stated for the record that no action was taken during the closed session.

Next Meeting

October 8, 2013 at 5:00pm

ADJOURNMENT

A motion by Mr. Peterson and second by Ms. Johnson to adjourn the regular Commission Meeting was made at 6:22pm. The motion carried unanimously.

Future 2013 Meeting Dates

Oct 8, Nov 5, Dec 3

Chair

Clerk

Date

ACTION ITEM



8A: 2014 State and Federal Legislative Priorities

Action: Approval of the 2014 Federal and State Legislative Priorities

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

Background:

- Staff members consulted the American Public Transportation Association, the Iowa Public Transit Association, DART state lobbyist Bill Wimmer and DART federal lobbyist Federal Advocates.
- The recommended legislative priorities are being presented to the Commission's Legislative Committee on October 7th for reviewed by its members, including Commission Chair Steve Van Oort, Commissioner Christine Hensley, and Commissioner Skip Conkling.

Recommended Priorities:

The recommended priorities, once reviewed and approved by the Legislative Committee, will be presented to the DART Commission at its October 8th meeting.

ACTION ITEM



8B:	August FY2014 Consolidated Financial Report
Action:	Approve the August 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 year to date comes in 5% under projected levels; similar to last month and attributed to the academic break in contacted services. Within Operating Revenue, Cash Fares was higher than budget due to the Iowa State Fair services.
- Fixed Route Non-Operating Revenue year to date is 4% lower than budget; largely due to timing of the early stages of fiscal year 2014.
- Paratransit Operating Revenue is 4.7% higher than projected levels in the second month of FY2014. This is currently attributed to higher than budgeted scheduled Medicaid trips.
- Rideshare Revenues is 5% under budget expectation fiscal year to date. Rideshare and Marketing are continuing to concentrate on advertising and fare specials.

Operating Expense:

- Fixed Route Budget Summary - Fixed Route is showing a 2% below budget level year to date. Savings are spread among several categories due to the early status of the year.
- Paratransit Budget Summary - Year to date, Paratransit expenses are 4% under projected levels. Fuel and Tires are two of the categories experiencing savings thus far.
- Rideshare Expenses are below budgetary expectations by approximately 7%. Fuel and Vehicle Supplies are the two main categories that are attributing to the savings.

Recommendation:

- Approve the August FY2014 Consolidated Financial Report.

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

Fixed Route	\$	(80,171)	Reserve For Accidents (See Balance Sheet):	
Paratransit	\$	25,296	FY2014	\$352,631.79
Rideshare	\$	7,569		
Total	\$	(47,306)		

FY2014 Financials:

August 2013

FIXED ROUTE	August 2013			Year-To-Date-(2) Months Ending 08/31/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	413,510	375,033	38,476	712,173	750,066	(37,893)
Non-Operating Revenue	1,505,819	1,523,738	(17,918)	2,913,255	3,047,475	(134,221)
Subtotal	1,919,329	1,898,771	20,558	3,625,428	3,797,541	(172,113)
Operating Expenses	1,859,122	1,874,058	14,936	3,656,174	3,748,115.83	91,942
Gain/(Loss)	60,207	24,713	35,494	(30,746)	49,426	(80,171)

PARATRANSIT	August 2013			Year-To-Date-(2) Months Ending 08/31/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	182,259	173,750	8,509	363,986	347,500	16,486
Non-Operating Revenue	61,250	68,833	(7,584)	122,499	137,667	(15,167)
Subtotal	243,509	242,583	925	486,485	485,167	1,318
Operating Expenses	246,190	267,405	21,214	510,832	534,809.50	23,978
Gain/(Loss)	(2,682)	(24,821)	22,140	(24,347)	(49,643)	25,296

RIDESHARE	August 2013			Year-To-Date-(2) Months Ending 08/31/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	79,801	85,685	(5,884)	163,402	171,370.83	(7,968)
Non-Operating Revenue	2,748	-	2,748	2,748	-	2,748
Subtotal	82,550	85,685	(3,136)	166,150	171,371	(5,220)
Operating Expenses	76,766	85,685	8,919	158,581	171,370.83	12,790
Gain/(Loss)	5,784	-	5,784	7,569	-	7,569

DISCUSSION ITEM



9A:	Polk County Mobility Manager Update
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Staff Resource: Jennifer Roberts, Polk County Mobility Manager

- A presentation will be given on the progress made to date by the Polk County Mobility Manager, Jennifer Roberts.

DISCUSSION ITEM



9B:	Trip Planner Update and Try Transit Week
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Staff Resource: Jim Tishim, Planning Director
Kirstin Baer-Harding, Marketing Director

- A presentation will be given on Trip Planner Launch as well as Try Transit Week.



System Summary Performance Report August 2013

	February 2013	March 2013	April 2013	May 2013	June 2013	July 2013	August 2013	August 2012	Percent Change 2013/2012	FY14 Year To Date	FY13 Year To Date	Percent YTD Change 2014/2013
DART Fixed Route												
Total Ridership	306,426	315,315	354,582	349,345	270,790	284,305	520,188	524,609	-0.84%	804,493	787,796	2.12%
OTT Ridership	15,976	17,157	16,501	19,283	19,820	21,095	22,582	19,910	13.42%	43,677	38,747	12.72%
Unlimited Access Ridership	37,164	37,267	33,494	37,174	32,488	33,715	37,097	40,894	-9.28%	70,812	74,267	-4.65%
Bike Rack Usage	1,738	2,106	3,549	5,095	5,370	6,470	6,996	5,952	17.54%	13,466	11,108	21.23%
Passengers/Revenue Hour	20.14	19.40	21.36	21.05	17.40	18.00	30.52	27.59	10.61%	23.60	23.29	1.33%
Avg. Passengers Weekday	14,145	13,688	14,990	14,783	12,041	11,834	22,153	21,668	2.24%	16,994	16,694	1.79%
Avg. Passengers Weekend Day	2,941	2,786	3,102	3,016	2,996	2,994	3,647	3,280	11.18%	3,340	3,133	6.61%
Complaints/100,000 Riders	15.34	32.98	27.07	25.19	26.22	24.27	21.34	19.82	7.64%	22.37	24.12	-7.23%
Commendations/100,000 Riders	2.94	5.71	3.38	3.72	4.43	3.87	3.08	5.53	-44.36%	3.36	4.06	-17.38%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	1.83	1.37	2.24	1.34	3.51	1.79	1.02	3.01	-66.25%	1.35	2.16	-37.54%
Non-Preventable/100,000 Miles	5.03	0.91	1.79	0.45	1.50	0.89	1.02	1.88	-45.99%	0.62	0.89	-30.05%
Maintenance:												
Total Miles Operated	218,565	218,919	223,608	224,466	199,368	223,893	295,144	265,668	11.10%	519,037	463,105	12.08%
Road Calls/100,000 Miles	17.39	11.42	14.76	17.37	22.57	12.06	12.88	21.83	-41.03%	12.52	23.32	-46.30%
Active Vehicles in Fleet	111	118	117	117	116	117	117	107	9.35%	117	107	9.35%
DART Paratransit												
Total Ridership	10,740	12,060	12,511	12,180	11,335	12,254	12,306	12,528	-1.77%	24,560	23,879	2.85%
Passengers/Revenue Hour	2.95	3.10	3.13	3.06	3.12	3.19	3.03	2.99	1.34%	3.11	3.04	2.47%
Average Trip Length	6.31	6.02	6.11	6.13	6.35	6.19	6.18	6.40	-3.36%	5.83	6.21	-6.03%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	3.11	0.00	4.14	0.00	4.45	4.18	1.40	1.29	8.39%	2.79	0.67	313.88%
Non-Preventable/100,000 Miles	1.55	0.00	1.38	0.00	1.48	0.00	0.00	0.00	0.00%	0.00	0.67	-100.00%
Maintenance:												
Total Miles Operated	64,396	68,858	72,441	70,514	67,344	71,823	71,472	77,470	-7.74%	143,295	148,269	-3.35%
Active Vehicles in Fleet	29	29	29	29	29	29	29	29	0.00%	29	29	0.00%
DART RideShare												
Total Ridership	21,076	22,546	23,780	22,514	20,086	21,080	21,624	23,152	-6.60%	42,704	44,992	-5.09%
Total Vans in Circulation	93	94	93	93	93	93	93	92	1.09%	93	93	0.54%
Total RideShare Customers	805	805	882	807	799	797	779	823	-5.35%	788	838	-5.91%
Accident Frequency Rate by Service:												
Preventable	0.66	0.00	0.00	0.00	0.00	1.18	0.59	0.00	0.00%	0.88	0.00	0.00%
Non-Preventable	0.00	0.00	0.00	0.00	0.00	0.59	0.59	0.00	#DIV/0!	0.59	0.00	#DIV/0!
Maintenance:												
Total Miles Operated	150,437	163,869	174,504	172,387	155,224	168,997	170,116	175,048	-2.82%	339,113	337,172	0.58%
Active Vehicles in Fleet	100	100	100	100	100	100	120	100	20.00%	110	100	10.00%



System Performance Ridership Report

August 2013

	February 2013	March 2013	April 2013	May 2013	June 2013	July 2013	August 2013	August 2012	Percent Change 2013/2012	FY14 Year To Date	FY013 Year To Date	Percent YTD Change 2014/2013
DART Fixed Route Ridership	306,426	315,315	354,582	349,345	270,790	284,305	519,494	524,609	-0.98%	804,493	787,796	32.11%
Local Routes:												
#1 - Fairgrounds	19,351	18,375	21,273	21,557	14,141	14,563	223,225	213,812	4.40%	237,788	227,139	4.69%
#3 - University	31,410	32,326	36,919	38,353	34,560	33,832	37,726	71,668	-47.36%	71,558	131,072	-45.41%
#4 - Urbandale	15,468	16,531	17,646	17,411	14,156	14,354	15,784	29,278	-46.09%	30,138	53,897	-44.08%
#5 - Clark	4,368	4,725	4,126	4,103	1,517	1,729	2,102	16,532	-87.29%	3,831	30,379	-87.39%
#6 - Indianola	19,545	20,058	22,664	22,309	19,951	19,741	22,935	52,391	-56.22%	42,676	94,450	-54.82%
#7 - Ft. Des Moines	32,513	30,748	34,111	33,621	24,481	23,677	27,903	46,431	-39.90%	51,580	83,908	-38.53%
#8 - South Union	4,982	4,427	5,601	5,711	3,029	3,311	3,872	14,265	-72.86%	7,183	24,274	-70.41%
#11 - Ingersoll Ave.	2,175	2,291	2,785	2,861	2,456	2,916	2,863	19,619	-85.41%	5,779	37,509	-84.59%
#13 - SE Park Ave.	7,134	5,255	7,761	7,246	1,272	651	2,921	3,879	-24.70%	3,572	4,463	-19.96%
#14 - Beaver Ave.	18,676	18,498	20,681	20,815	15,674	15,427	18,607	0	100.00%	34,034	0	100.00%
#15 - 6th Ave.	22,739	23,019	25,480	25,215	19,152	18,498	23,956	0	100.00%	42,454	0	100.00%
#16 - Douglas Ave.	33,064	34,422	37,598	37,263	28,324	27,911	32,215	0	100.00%	60,126	0	100.00%
#17 - Hubbell Ave.	15,301	15,510	16,541	16,800	14,543	14,301	16,296	0	100.00%	30,597	0	100.00%
#51 - Merle Hay Crosstown							694	0	100.00%	694	0	100.00%
#52 - Valley West/Jordan Creek	8,689	10,544	10,138	10,027	10,028	10,339	11,885	0	100.00%	22,224	0	100.00%
#60 - Ingersoll/University	19,124	21,261	32,401	26,620	21,098	22,943	24,071	0	100.00%	47,014	0	100.00%
#71 - Ankeny/Delaware**	0	0	0	0	0	0	0	820	-100.00%	0	1,509	-100.00%
Shuttle Routes:												
Link Shuttle	865	981	1,023	944	797	861	679	1,173	-42.11%	1,540	2,110	-27.01%
Dline	14,431	17,332	18,429	20,446	17,916	31,075	19,712	19,869	-0.79%	50,787	36,232	40.17%
Lincoln/McCombs	8,416	8,408	8,993	8,943	750	0	3,660	4,644	-21.19%	3,660	4,644	-21.19%
Express Routes:												
#91 - Merle Hay Express	1,085	1,187	1,113	1,035	935	1,001	987	849	16.25%	1,988	1,526	30.28%
#92 - Hickman Express	3,284	3,356	3,668	3,408	2,910	3,104	2,890	3,079	-6.14%	5,994	5,876	2.01%
#93 - NW 86th Express	3,441	3,458	3,551	3,531	3,289	3,456	3,324	4,450	-25.30%	6,780	8,311	-18.42%
#94 - Westtown	1,212	1,230	1,311	1,294	1,090	1,065	1,424	1,478	-3.65%	2,489	2,966	-16.08%
#95 - Vista	1,940	2,090	2,000	2,011	1,925	1,975	2,090	2,479	-15.69%	4,065	4,706	-13.62%
#96 - E.P. True	2,399	3,065	3,153	3,260	2,700	2,803	2,761	3,066	-9.95%	5,564	5,892	-5.57%
#98 - Ankeny	8,465	9,605	8,743	8,268	7,663	8,099	9,386	8,401	11.72%	17,485	14,859	17.67%
#99 - Altoona	1,914	1,976	1,842	1,816	1,630	1,670	1,744	2,276	-23.37%	3,414	4,221	-19.12%
On-Call/Flex Routes (Operated by Paratransit):												
On-Call: Ankeny	161	185	204	203	193	315	209	177	18.08%	524	349	50.14%
On-Call: Des Moines	294	271	291	263	224	269	153	432	-64.58%	422	870	-51.49%
On-Call: Johnston/Grimes	668	662	611	687	522	518	518	817	-36.60%	1,036	1,412	-26.63%
#73 Flex: Urbandale/Windsor Heights	725	792	784	683	615	562	550	855	-35.67%	1,112	1,538	-27.70%
#72 Flex: West Des Moines/Clive	2,492	2,605	3,045	2,563	2,878	3,070	2,896	1,627	78.00%	5,966	2,900	105.72%
On-Call: REGIONAL	95	122	96	78	371	269	150	242	-38.02%	419	784	-46.56%
DART Paratransit Ridership	10,740	12,060	12,511	12,180	11,335	12,254	12,306	12,528	-1.77%	24,560	23,879	2.85%
Bus/Van	10,206	11,431	11,863	11,500	10,605	11,594	11,563	12,112	-4.53%	23,157	23,068	0.39%
Cab	534	629	648	680	730	660	743	416	78.61%	1,403	811	73.00%
DART RideShare Ridership	21,076	22,546	23,780	22,514	20,086	21,080	21,624	23,152	-6.60%	42,704	44,992	-5.09%
TOTAL RIDERSHIP	338,242	349,921	390,873	384,039	302,211	317,639	553,424	560,289	-1.23%	871,757	856,667	1.76%

10A: Operations Department

Staff Resources: Anthony Lafata, Chief Operating Officer

Transportation - Randy McKern, Manager

- Safety Meeting Highlights
 - Introduction of Tony Lafata to Operators at all 3 safety meetings
 - Safe Driver Awards for August 2013 were presented to 11 Operators.
 - August Service Awards were presented to 3 Operators.
 - A marketing update was presented by Kirstin Baer-Harding for upcoming promotions for October 2013.
 - Accident Frequency Rate for July and August 2013. Fixed Route has had 6 less preventable accident from one year ago. Way to start the fiscal year!
 - Lt. Mark Dooley of the Des Moines Fire Department presented to the Operators different types of fire extinguishers, and then Operators went outside and practiced extinguishing fires.
- Attended an Extreme Heat Response Hot Wash at Polk County Building - Carpenter Avenue. Overall, positive comments on DART's assistance getting individuals in need to and from the cooling center.
- Worked with Harding Middle School staff and district officials on overcrowding issues with morning school trips. Issues resolved.

Maintenance - Scott Reed, Manager

- Safety meetings were held on Thursday, September 19th. A Class "C" Operator refresher PowerPoint was presented and all Maintenance personnel were provided a link to access the DNR website in which they will take an online training class regarding underground storage tank safety and responsibilities.
- Safety continues to be a priority for the Maintenance department. Year to date we have one lost time injury and our next target date is October 20th. If we achieve this target it will be our 17th 120 day work period since the fall of 2007 without a work incurred injury.

Paratransit - Georgia Parkey, Manager

- 3 Paratransit operators received service awards at the monthly safety meeting, one of them, Dale Spencer, for 13 years.
- 6 Paratransit operators received safety awards, Paul Flohrs, earning his for 10 years safe driving.
- Operators were given updated information and hands on practice on the use of fire extinguishers, along with bus evacuation procedures.
- Did presentations at five different Polk County Housing Authority locations on how to apply and use DART Paratransit and fixed route transportation.

MONTHLY REPORT
10A: Operations Department



Training - Greg Schmitt, Manager

- Two Fixed Route Operators and three Paratransit Operators have graduated from training. Currently we have two Fixed Route Operators in training.

Facilities - Matt Pitstick, Manager

- The shop lighting project is complete at 1100 Dartway. We have received dozens of positive comments. We have more light in the shop and will see energy savings. The next priority for lighting is replacing the exterior building fixtures with LED and installing high bay fluorescent fixtures in the old bus barn to replace the high pressure sodium fixtures.
- DART Central Station comes out of the main warranty period this month. We are tracking the remaining issues and ensuring repairs are being made. The list is relatively short for a building of this size and complexity.
- We are preparing for winter operations. The plow trucks are being serviced and repaired as needed. We will be pretreating with brine at both locations. Snow removal at DCS will be contracted.
- Since implementing our work order system in April, we have completed 270 work requests at the 1100 and DCS locations. We have begun imputing cyclic maintenance requirements into the system.

Service Management - Mike Kaiser, Manager

- Shift hours for Service Management staff have been adjusted to ensure dispatch and/or supervision coverage during all hours of operation.

10B: 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:

- Staff distributed materials and setup mall kiosk displays at Jordan Creek Town Center and Merle Hay Mall. From mid-September through mid-October mall goers can check out additional service information and promotions while shopping.
- Staff participated in the Wednesday Downtown Farmers' Market on September 4, 11 and 25 and October 2. Staff talked with more than 500 people throughout the month. Staff was able to promote the August service expansion, MyDART Trip Planner BETA, Try Transit Week and Java Joes coming to DART Central Station.
- Staff worked to successfully deploy the new MyDART Trip Planner BETA, which became publically available on October 1. A refresh of the website was deployed as well to accommodate the MyDART Trip Planner BETA widget on the homepage. Staff has received great feedback from customers about the trip planner and looks forward to additional comments coming in during the BETA testing period. MyDART trip planner BETA has been promoted through bus flyers and audio messaging, website, social media, email, print and radio advertising and DART Central Station and bus shelter advertising.
- Staff has prepared materials and planned events for Try Transit Week, which started Sunday, October 6 and continues through Saturday, October 12, 2013. DART is offering free rides on all Local, Express, Flex and On Call services during the week. We are encouraging new and current riders to explorer the Greater Des Moines and discover just how many trips they can make on DART, with the aid of MyDART Trip Planner BETA. During Try Transit Week DART Ambassadors will be hosting morning events in several communities to assist customers with riding DART.
 - **Monday, October 7 – Get Onboard with DART:** DART staff will be downtown Des Moines, on 12th Street between Grand Avenue and Locust Street, from 11 a.m. to 1 p.m.
 - **Tuesday, October 8 – Try the Bus with DART in Johnston:** Join DART staff Johnston City Hall between 5:55 a.m. and 7:30 a.m. to take Express Route 91 downtown.
 - **Wednesday, October 9 – Try the Bus with DART in West Des Moines:** Join DART at Jordan Creek Town Center between 5:50 a.m. and 7:05 a.m. to take Express Route 96 downtown; between 6:50 a.m. and 7:50 to take Flex Route 72 to Valley West Mall then Valley Junction; or between 5:50 a.m. and 7:50 a.m. to take Local Route 52 to Valley West Mall then downtown.
 - **Thursday, October 10 – Try the Bus with DART in Altoona:** Join DART staff at Wal-Mart Park & Ride, 3501 8th St., between 5:40 a.m. and 7:15 a.m. to take Express Route 99 downtown.
 - **Friday, October 11 – DART Date Night:** Whether it's happy hour with a friend, dinner and a movie with that special someone or quality time with the family, let DART be your free ride for a night on the town.

MONTHLY REPORT

10B: Marketing and Communications, Customer Service and RideShare



The events will be promoted throughout the week with a radio remote on Monday, radio ads throughout the week, community newspaper ads, DART and community websites, bus flyers and audio messaging, panel cards, DART Central Station signage, email and social media.

- Staff continues working with Trapeze on the product development for the remaining technology, including Real Time and MyDART Alerts (TranistNow).
- Staff prepared and continues to distribute information about the RideShare Fall Special to promote new ridership.
- Staff is working on additional targeted marketing efforts for routes in October and November.
- Staff is working with the Des Moines Public Art Foundation on coordinating an upcoming art and transit project.
- Staff is working on an anniversary event for November.

Communication Updates – Gunnar Olson:

- Staff organized and held the September meeting of the Transit Riders Advisory Committee (TRAC). TRAC members spent most of the time discussing possibilities for a new fare policy once the new fare boxes are installed on DART buses. This discussion was facilitated in collaboration with CH2M Hill.
- Staff organized and held a focus group of DART riders to discuss possibilities for a new fare policy once the new fare boxes are installed on DART buses. This discussion was facilitated in collaboration with CH2M Hill.
- Staff worked with the Marketing, Planning and IT Departments on the launch of the MyDART Trip Planner. Meetings between the departments were held weekly for months leading up to the launch.
- Staff issued a press release on October 1 on the launch of the MyDART Trip Planner BETA. Staff interviewed with reporter Josh Hafner of Juice Magazine and the Des Moines Register.
- Staff organized and held three public meetings September 24 and 26 to gather public input on how to improve the performance of the Urbandale / Windsor Heights Flex Route 73. A total of 23 people attended the meetings; 26 people completed a survey that was available online and in print.
- Staff gave a presentation on September 12 at the Greater Des Moines Neighborhood Conference. Staff highlighted the important role that public transit plays in making communities more livable.
- Staff gave a joint presentation on DART Central Station with Luis Leon of LT Leon Associates at the MOVITE Annual Meeting in Des Moines.
- Staff helped play host to a group of business and civic leaders from Wichita who were visiting Des Moines to get ideas for improving their own city. Among the guests was Steve Spade, former general manager of Des Moines Metropolitan Transit Authority and the current director of transit in Wichita. The tour included a panel discussion with Greater Des Moines transit officials and supporters, including Commission Chair Steve Van Oort, Commissioner Skip Conkling and General Manager Elizabeth Presutti, as well as Michael Kulik, chair of the Transit Roundtable. Additionally, staff led a group of the Wichita guests on a tour of DART Central Station.
- Staff gave a radio interview with Michael Libbie on 1350-KRNT to discuss the many recent changes and improvements to DART.

MONTHLY REPORT

10B: Marketing and Communications, Customer Service and RideShare



- Staff has been attending the state legislative meetings put on by the Greater Des Moines Partnership's Government Policy Council.
- Staff issued a press release on the Try transit Week promotion.
- Staff provided an update on DART activities to the Transit Roundtable.
- Staff collaborated with the Marketing Department to put out the DART Board newsletter, now being published quarterly.

Advertising Program:

New September Advertisers

- Strategic America

Customer Service Report – PJ Sass:

August Employer and Group Presentations:

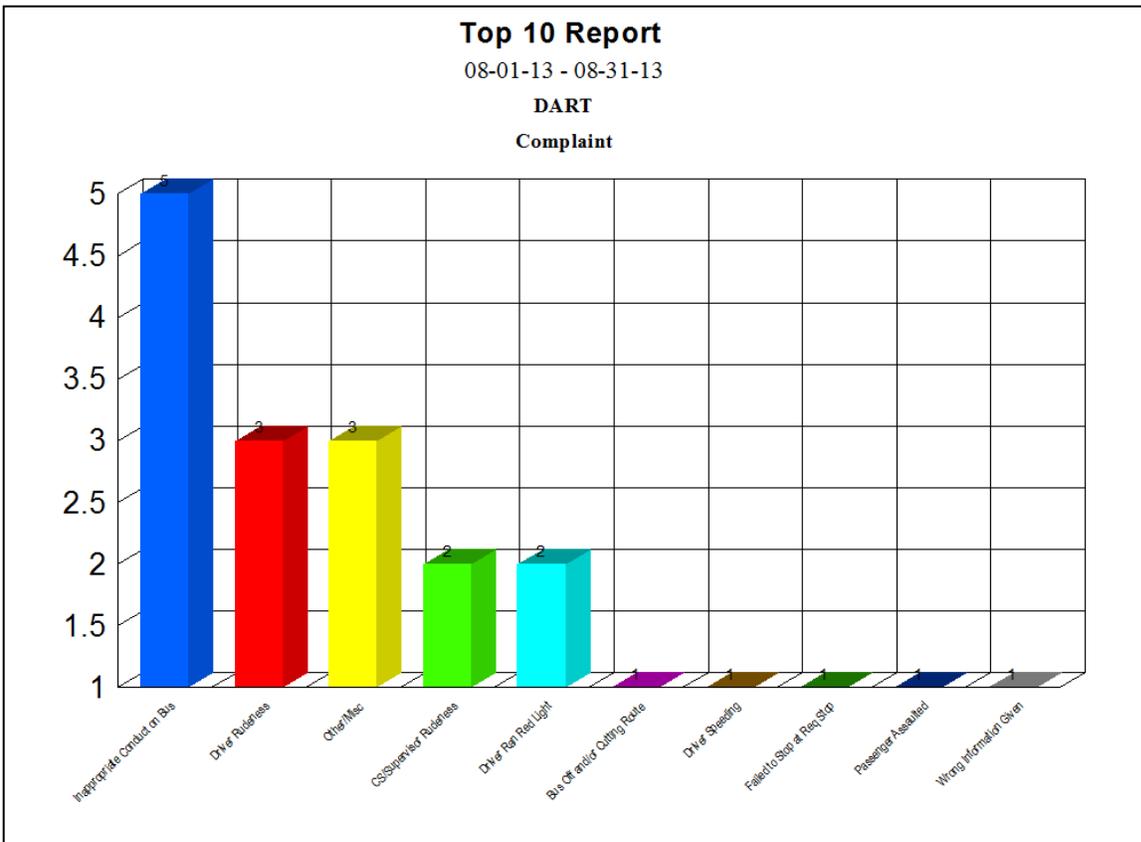
- Principal Orientation (four visits)
- Marketing Unlimited Access with Unity Point
- Linda Kelly - DART Presentation
- ING/Cognizant Grab & Go
- EMC Grab & Go
- Unity Point Grab & Go Methodist & Lutheran

August Customer Service Statistics:

- General Schedule Info = 4
- Bus Stop/Shelter Request = 2
- Customer Service Requests = 113
- Contact/Feedback = 41
- Misc/Other = 19
- Voicemails = 73 (apprx 10 needing responses)

Total Calls for August 2013

- Schedule Information – 15,700
- Spanish Line – 171
- Receptionist – 888



The top five comments for August were: Conduct on a bus, Driver Rudeness, Other/Misc., CS/Supervisor and Driver ran a red light. We had 147 comments in August. In summary we had 111 complaints, 16 commendations and 20 suggestions. Out of the 111 complaints 21 are still being investigated and 19 were founded which is 0.21% of the total completed complaints for this month.

Travel Training:

No travel training class was held in August due to the fair. The next training will be held in October.

RideShare – Jennifer Long/PI Sass:

August

- EZ Pay Upgrade
- Update NTD Reporting, process and spreadsheet
- Updated policies for key distribution and bonuses
- Preparing trade out for twenty new RideShare vans

September

- 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.

MONTHLY REPORT

10B: 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.

- Caller said that the driver for the #72 Flex going westbound was super friendly and that he makes his customers feel appreciated and goes above his call of duty. He makes sure passengers are going to the right place.
- "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."
- The new 51 line is great. A little confusing for people - one off from 52 and stationed right behind at DART. But people will catch on. Date Night was fun too, though we expected refreshments and entertainment on the bus! Just kidding. And thanks for getting the new systems map out so quickly. That takes up our kitchen wall. Things seem to be going well. Your customer service folks at DART are sure nice. Keep cool this week, Desiree Effner.
- 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!!!

MONTHLY REPORT



10C: Planning Department
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Staff Resource: Jim Tishim – Planning Director

Transit Master AVL/RTIS & Trip Planner Update:

- Trip Planner programs INFO-Web and INFO-Web/Mobile have completed internal testing. The Go-Live for MyDART Trip Planner BETA to the public was on October 1, 2013.
 - The Trip Planner has a comment form for customers to inform us of any problems planning their trips. The Planning Department will investigate, track and make program improvements, as needed.
 - The Spanish version is in Trapeze development. Trapeze will send DART our complete programs converted to Spanish. DART will have it corrected for dialect, then Trapeze will update the program and install the Spanish version.
 - MyDART Trip Planner will remain in a BETA format for approximately two months.
- The Google and Bing Transit Trip Planners are in their final approval stage. We plan to introduce the Google Transit Trip Planner shortly, with Bing Transit to follow.
- Vehicle Installation of all the AVL/RTIS systems were completed on the six new “New Flyer” Hybrid buses, five Orion buses and one 2010 Orion Hybrid on August 19- September 4, 2013.

Planning Department Projects:

- The 73 Urbandale/Windsor Heights Flex Route Study public meetings were held September 24 and 26, 2013.
 - Three public meetings were held at Merle Hay Mall, DART Central Station and Gloria Dei Church at Aurora Avenue and 86th Street to receive input on what was needed to improve service.
 - An on-line survey was provided for those unable to attend the public meeting.
 - A direct mailing was sent to old Urbandale On-Call customers using the Paratranit database of contact information.
 - A total of twenty-three people attended the public meetings and twenty-six surveys were completed.
 - An analysis of all the information we received will be completed. Recommendations will be presented to the DART Commission later this fall with possible implementation in February 2014.
- The Planning Department has been working with Principal on their 801 Grand building construction project. Principal incorporated in their design a bump-out expansion of the curb at Grand Avenue and 9th Street to accommodate a bus stop, shelter and future station location for our planned BRT service. Due to the addition of a bicycle lane on Grand Avenue, the City of Des Moines required Principal to reduce the depth of the bump-out by removing four feet.

MONTHLY REPORT
10C: Planning Department



- This change has caused a problem with incorporating our original shelter plans. Principal is looking into changing their planter design and will set the shelter further back onto their property.
- Principal is also talking about building their own bus shelter to blend into their design. DART will be working with Principal on final approval.
- The Bus Shelter Installation and Site Preparation contract was completed with A & B Construction on September 5, 2013.
 - The first shelter installation was completed on October 1, 2013 at the new CVS Pharmacy at Euclid Avenue and 2nd Avenue. The Planning Department worked with CVS Pharmacy to incorporate the shelter concrete pad and electrical connection into their design plans.
 - A second shelter is planned for installation at Dahl's on Ingersoll Avenue and 35th Street. The Planning Department worked with Dahl's and the City of Des Moines to incorporate the concrete pad and electrical connection into their design plans.

MONTHLY REPORT



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

- **Federal Transit Administration Shutdown** – The Federal Shutdown effective October 1, 2013 has impacted the Federal Transit Administration (FTA). FTA is not open during this time and not processing any grants or payments. DART comfortably has two to three months' worth of operating cash reserves should the shutdown persist. If it goes beyond three months, DART would be negatively impacted.
- **American Bus Benchmarking Group Annual Meeting** – On September 16-18, 2013, I attended along with Jamie Schug the annual meeting of the Bus Benchmarking Group to review data sets and benchmarking results for FY 2012. Once we have the final data sets we look forward to sharing the results with the Commission.
- **Wichita Chamber Group** – The Wichita Chamber brought over 40 community leaders to Des Moines to learn about our successes. As part of their program DART had the opportunity to present on the success of our Regional Transit Authority. I would like to thank Commissioner Van Oort, Commissioner Conkling and Mike Kulik for sitting on the panel to discuss the development of public transit in Des Moines. Several of the guests from Wichita also participated in a tour of DART Central Station.
- **APTA Annual Meeting** – On September 29 – October 2, 2013, I attended along with Commissioner Van Oort, Commissioner Muldoon, Jamie Schug and Tony Lafata the APTA Annual Meeting in Chicago, IL. The meeting offered a lot of information on new trends in the transit industry. DART accepted its first place awards in four AdWheel categories for marketing materials. In addition, Jamie Schug graduated for the Leadership APTA Program making her one of only 400 alums of the program.



FUTURE DART COMMISSION ITEMS

OCTOBER 8, 2013

November 5, 2013 - 5:00 P.M.	
Action Items	Information Items
- Bus Stop and Shelter Guidelines	- FY 2015 Budget
December 3, 2013 - 5:00 P.M.	
Action Items	Information Items
- On Call Technology Services - On Call Planning Services - FY 2013 Audit	- FY 2015 Budget
January 7, 2014 - 5:00 P.M.	
Action Items	Information Items
- Farebox System Contract	- FY 2015 Budget - Open Records Policy - Records Retention Policy
February 4, 2014 - 5:00 P.M.	
Action Items	Information Items
	- FY 2015 Budget - Fare Policy
March 4, 2014 - 5:00 P.M.	
Action Items	Information Items
- FY 2015 Budget - Fare Policy - Taxi Cab Contract	
April 1, 2013 - 5:00 P.M.	
Action Items	Information Items

Key Meetings/Dates:

- October 22 -23, 2013 – IPTA Mid-Year Meeting, Des Moines, IA