



NOTICE OF COMMISSION MEETING AND AGENDA
DES MOINES AREA REGIONAL TRANSIT AUTHORITY
DART MULTIMODAL ROOM, 620 CHERRY STREET
JULY 11, 2017 – 12:00 PM



	Page
1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF JULY 11, 2017 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. DRIVER'S OF THE YEAR RECOGNITION	
A. Fixed Route – Randy Archer	
B. Paratransit – William (Will) Buckley	
7. DART STATE ROADEO WINNER RECOGNITION	
A. Large Bus – Cesar Chavez (3 rd Place)	
8. CONSENT ITEMS	
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14. NEXT MEETING: Regular DART Meeting Tuesday, August 1, 2017 – 12:00 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
JUNE 6, 2017**



ROLL CALL

Commissioners Present: Angela Connolly, Tom Gayman, Chris Hensley, Gaye Johnson, Gary Lorenz, Skip Moore (arrived in room at 12:01 pm), Joann Muldoon and Steve Peterson

Commissioner Absent: Skip Conkling

Alternate Present: Jon Woods

CALL TO ORDER

The meeting was called to order by Chair, Tom Gayman at 12:00 pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF AGENDA

Chair, Tom Gayman requested a motion to approve the agenda as presented.

It was moved by Mr. Peterson and seconded by Ms. Hensley to approve the June 6, 2017 Agenda as presented. The motion carried unanimously.

PUBLIC COMMENT

No comments.

TRANSIT RIDERS ADVISORY COMMITTEE UPDATE

Teresa Volcheck, Vice Chair of the Transit Riders Advisory Committee, gave an update of the recent TRAC Meeting to the Commission. The TRAC members reviewed and approved 2017 TRAC Goals, and three people from DART presented at this meeting.

PUBLIC HEARING ON PROPOSED GOVERNANCE CHANGES FOR DART

Elizabeth Presutti, DART CEO provided an overview of the proposed governance recommendations. Chair, Tom Gayman requested a motion to announce a public hearing to discuss the Proposed Governance Task Force Recommendation was convened and asked for comments from the floor. It was moved by Steve Peterson and seconded by Angela Connolly to open the public hearing.

Mayor Frank Cownie, was the only speaker from the public and spoke about the Governance Task Force Meetings and his of the proposed governance recommendations.

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Chair, Tom Gayman requested a motion to close the public hearing of the Proposed Governance Task Force Recommendation. It was moved by Steve Peterson and seconded by Skip Moore to close the public hearing.

ACTION ITEM 7A: APPROVAL OF PROPOSED DART GOVERNANCE CHANGES

It was moved by Christine Hensley and seconded by Steve Peterson to approve the proposed revisions, as presented to the DART 28E agreement for final vote by DART's Participating Communities. The motion carried unanimously.

Elizabeth Presutti, DART CEO, also outlined the process moving forward and that each DART member community's governing body must approve the new 28E agreement with DART along with appointing their representative and alternate. The new Commission will likely be seated in October 2017.

CONSENT ITEMS

8A – Commission Meeting Minutes – May 2, 2017

8B – FY2017 Federal Transit Administration (FTA) Low or No Emission Bus Grant Program

8C – ICAP FY18 Renewal

There was an update to item 8B, and a copy of the revised item was given to each Commissioner. Elizabeth Presutti, DART CEO, provided an overview of the grant program and that DART would be selecting an on electric bus vendor to partner with for the grant submission based on a request for proposals.

It was moved by Mr. Peterson and seconded by Mr. Woods to approve the consent items as presented. The motion carried unanimously.

ACTION ITEMS

9A – DART Annual Health Insurance Renewal

Katie Stull, Chief Human Resources Manager, introduced Kyle Mertz from True North Companies. Kyle presented the DART Annual Health Insurance Renewal to the Commission. The DART Commission was asked to approve a one year renewal of DART's Health Insurance Coverage through Wellmark BCBC, not to exceed \$1.7 million.

It was moved by Mr. Moore and seconded by Ms. Johnson to approve the DART Annual Health Insurance Renewal. The motion carried unanimously.

9B – Farebox and Automated Fare Collection System Contract Award

Luke Lester, IT Manager, provided an overview of the DART Fare Collection System project components along with their associated timeline and the overall project budget. Mike Tiedens, Procurement Manager, presented on the procurement for the Farebox and Automated Fare Collection System Contract Award to the Commission. The DART Commission was asked to approve a contract with Trapeze for the Farebox and Automated Fare Collection (AFC) System at a cost not to exceed \$3,300,000. This will allow DART to replace its current fareboxes and

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technologies that are more than 25 years old. Through the contract, new technologies and hardware from Trapeze will be integrated to perform with mobile ticketing software DART procured through Bytemark earlier this year. In order to facilitate near real-time validation of fare media, it is recommended that DART install Wi-Fi on all of the buses as part of the project. The project is being funded through a discretionary grant from the Federal Transit Administration.

It was moved by Mr. Peterson and seconded by Ms. Connolly to approve the Farebox and Automated Fare Collection System Contract Award. The motion carried unanimously.

9C – FY2018 Des Moines Public Schools Contract

Tim Sanderson, Chief Operating Officer, presented the FY2018 Des Moines Public Schools Contract to the Commission. The DART Commission was asked to approve a one year agreement with the Des Moines Public Schools for a Contract Value of \$755,094 for the 2017-2018 School Year. DART has been providing Des Moines Public School middle and high school students transportation to and from school since 1993.

It was moved by Ms. Hensley and seconded by Ms. Connolly to approve the FY2018 Des Moines Public Schools Contract. The motion carried unanimously.

9D – BCycle Purchase Agreement

Mike Tiedens, Purchasing Manager, presented the BCycle Purchase Agreement to the Commission. The DART Commission was asked to approve a Contract with B-Cycle, LLC. for the purchase of up to nine (9) B-Cycle Bike Share Stations for the amount not to exceed \$268,750. This contract would be for the purchase and installation of the stations.

It was moved by Mr. Peterson and seconded by Ms. Hensley to approve BCycle Purchase Agreement. This motion carried unanimously.

9E – Records Retention Policy

Dan Clark, Contract Administrator, presented the Records Retention Policy to the Commission. The DART Commission was asked to approve the Des Moines Area Regional Transit Authority Records Management Policy and Program. The purpose of this policy is to provide an efficient, economical and effective control over the creation, storage, retrieval, organization, maintenance, retention and final disposition of all DART records.

It was moved by Ms. Muldoon and seconded by Mr. Peterson to approve the Records Retention Policy. The motion carried unanimously.

9F – April 2017 Financials

Amber Dakan, Finance Manager, gave a presentation on the April FY 2017 Financials. Amber reviewed the actual versus the budgeted for all three divisions and found that Fixed Route is netting to a positive \$1,973,502, Paratransit is netting to a positive \$133,806, and Rideshare is

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netting to a positive \$2,585. The total of all three divisions combined is \$2,109,892. All three divisions are on track and Rideshare and Paratransit continue to cover expenses.

It was moved by Mr. Peterson and seconded by Ms. Connolly to approve the April 2017 Financials. The motion carried unanimously.

DISCUSSION ITEMS

10A – Performance Report – April 2017

Elizabeth Presutti, Chief Executive Officer, reviewed the Performance Report for April 2017. Ridership was down this April over April 2016 primarily due to the additional DLine service we offered last year to facilitate transportation to the Garth Brooks concerts.

MONTHLY REPORTS

9A – Operations

Tim Sanderson, Chief Operating Officer, gave two updates:

- There was a phone call last week about the 13 (c) challenge from the Amalgamated Transit Union as a result of the changes to the collective bargaining process under Iowa law. DART is continuing to work on this and hopes to have this resolved soon.
- Because of the upcoming Iowa State Fair, there are discussions about the SE Polk parking lot. This year, there will be another parking lot that DART can use and a dedicated DART Supervisor to assist with this location.

9B – Engagement

No update

9C – Procurement

No update.

9D - Chief Executive Officer

Elizabeth Presutti, Chief Executive Officer, shared that Congressman Young joined DART at the Bus Roadeo and took a bus out for a ride on June 2, 2017. Ed Redfern with The Bus Coalition is working to establish a bus caucus and Congressman Young has agreed to chair this.

FUTURE AGENDA ITEMS

No update.

COMMISSIONER ITEMS

Chair, Tom Gayman thanked all the Commissioners for their time and effort to move the governance changes forward.

OTHER – COMMUNICATIONS

No update.

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FUTURE 2017 MEETING DATES:

July 11, August 1, September 1, October 3, November 7 and December 5.

A motion by Mr. Peterson and second by Ms. Connolly to adjourn the regular Commission Meeting was made at 1:38 pm. The motion carried unanimously.

Chair

Clerk

Date

*****OFFICIAL NOTICE OF THE NEXT DART COMMISSION MEETING DATE IS HEREBY PUBLISHED:**

The next regular DART monthly Commission Meeting has been scheduled for July 11, 2017 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



ACTION ITEM



9A:	Marketing and Public Affairs Services Contract
Action:	Approve individual three (3) year contracts with two (2), one (1) year options with DDC and Flynn Wright for Marketing and Public Affairs Services for the amount Not to Exceed \$500,000.

Staff Resource: *Mike Tiedens, Procurement Manager*

Background:

- DART is seeking a qualified firm or firms to provide them the following Marketing and Public Affairs Services (including but not limited to):
 - Branding
 - Research
 - Marketing Campaign and Message Development & Strategy
 - Community Organization and Mobilization
 - Stakeholder Engagement
 - Public Education Planning and Execution

Procurement:

- DART conducted a Request for Proposals (RFP) for the project. The RFP was published on April 20, 2017 and proposals were due at 2:00 PM CDT on May 19, 2017.
- Twelve (12) proposals were received, and all proposals were deemed responsive.

Marketing	Public Affairs
Attaché, Inc.	
C3 Marketing	
DDC Public Affairs	DDC Public Affairs
Flynn Wright	Flynn Wright
Happy Medium	Happy Medium
LS2 Group	LS2 Group
Pavlov Advertising	
PolicyWorks	PolicyWorks
Register Media	Register Media
The Quotient	The Quotient
Trilix	Trilix
Upward	



ACTION ITEM

9A: Marketing and Public Affairs Services Contract

- Preliminary evaluations were conducted to determine finalists for both services.
- Finalists:

Marketing	Public Affairs
C3 Marketing	DDC Public Affairs
DDC Public Affairs	LS2 (declined invitation)
Flynn Wright	PolicyWorks
Pavlov Advertising	
Upward	

- DART conducted on-site interviews with the finalists on June 12th and June 14th, 2017.
- After on-site interviews were conducted, Flynn Wright and DDC Public Affairs were scored as the highest proposers for the Marketing and Public Affairs Services, respectively.

DDC Background:

- DDC is an advocacy-focused firm with transit experience based in Washington DC and has been in business for 21 years.
- Customers include:
 - American Public Transportation Association (APTA)
 - DART in Dallas, TX
 - Michigan Energy First
 - The Rapid in Grand Rapids, MI

Flynn Wright Background:

- Flynn Wright is a full service marketing firm based in Des Moines, IA and has been in business for 33 years
- Local customers include:
 - Kum & Go,
 - MidAmerican Energy
 - MyIowaFuture.com
 - Cultivation Corridor

Funding:

- Funding will come from budgeted operating funds.

Recommendation:

- Approve individual three (3) year contracts with two (2), one (1) year options with DDC and Flynn Wright for Marketing and Public Affairs Services for the amount Not to Exceed \$500,000.



ACTION ITEM



9B: Heavy Duty Bus Purchase

Action: Approve the purchase of seven (7) Heavy Duty Buses from New Flyer of America at a cost Not to Exceed \$3,317,000.

Staff Resource: Mike Tiedens, Procurement Manager

Background:

- Three (3) of the seven (7) buses are replacements for 40 foot vehicles that have met their useful life and are due for replacement; the other four (4) buses are replacements for the trolleys that were disposed of in April 2017. These 4 buses will be 35 feet in length.
- Useful life of the vehicles is twelve (12) years per the Federal Transit Administration (FTA).

Procurement:

- DART will be utilizing the State of Iowa, Department of Transportation contract for the purchase of the buses.
- The 40 foot New Flyer Xcelsior which will match previous Heavy Duty Bus purchases by DART.
 - Base bus price = \$407,650.00
 - Estimated price after adding in DART options = \$453,000.00
 - Total maximum cost per bus with contingency = \$475,650 per bus
 - Allows 5% contingency for make ready costs
- The 35 foot New Flyer Xcelsior which are replacing the trolleys will match previous Heavy Duty Bus purchases by DART (other than in length).
 - Base bus price = \$403,650.00
 - Estimated price after adding in DART options = \$449,000.00
 - Total maximum cost per bus with contingency = \$471,450 per bus
 - Allows 5% contingency for make ready costs
- DART has reviewed the state's purchasing documentation and determined that the solicitation meets DART's procurement policies and New Flyer of America is a responsive and responsible bidder.

Funding:

- Funding will come from multiple sources:
 - Surface Transportation Block Grant (formerly STP grant) from the Des Moines MPO
 - Federal funding sources
 - 5339 – capital funds
 - 5307 – formula funds



ACTION ITEM

9B: Heavy Duty Bus Purchase

- Corresponding local match (including proceeds from trolley sales)

Recommendation:

- Approval of a purchase order with New Flyer of America for seven (7) Heavy Duty Buses for the Amount Not to Exceed \$3,317,000.00.



ACTION ITEM



9C: May FY2017 Consolidated Financial Report

Action: Approve the May FY2017 Consolidated Financial Report

Staff Resource: Amber Dakan, Finance Manager

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating revenue 1.7% below budget projections. Other Contracted Services and School Funding are out performing budget while Cash Fares are behind budget.
- Fixed Route Non-Operating revenue is exceeding budget by 2.8% year to date. Revenues from Federal Grants are outpacing budget.
- Paratransit Operating revenue is 21% lower than budget expectations. Contracted trips are showing below budgeted levels.
- Paratransit Non-Operating revenue is 2% above budget due to higher levels of Federal Grant revenue received in comparison to budget.
- Rideshare revenues were 22.9% below budgeted levels for May. Rideshare revenue continues to cover expenses.

Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 5.2% below budget projections year to date. Fuel & Lubricants, Salaries, Wages & Fringes, and Insurance Expense are seeing the most savings year to date.
- Paratransit Budget Summary – Operating expenses are currently showing budget savings of 16.4%. Many categories are continuing to show savings including Fuel & Lubricants, Salaries, Wages & Fringes, and Equipment Repair Parts.
- Rideshare Budget Summary – Rideshare expenses are below budgetary expectations by 24%. Many categories are also showing savings within this division and in alignment with the lower levels of revenue received versus budget.

Recommendation:

- Approve the May FY2017 Consolidated Financial Report.

**** TOTAL Un-Audited Performance of May FY2017 Year to Date as Compared to Budget:**

Fixed Route	\$	1,737,445
Paratransit	\$	141,574
Rideshare	\$	<u>8,873</u>
Total	\$	1,887,892

Reserve for Accidents (See Balance Sheet): \$373,008.83

FY2017 Financials:

May 2017

FIXED ROUTE	May 2017			Year-To-Date-(11) Months Ending 05/31/2017		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	390,820	423,250	(32,430)	4,575,660	4,655,750	(80,090)
Non-Operating Revenue	1,643,267	1,789,594	(146,327)	20,238,245	19,685,529	552,717
Subtotal	2,034,087	2,212,844	(178,757)	24,813,905	24,341,279	472,626
Operating Expenses	2,277,612	2,212,844	(64,768)	23,076,460	24,341,279	1,264,819
Gain/(Loss)	(243,525)	-	(243,525)	1,737,445	-	1,737,445

PARATRANSIT	May 2017			Year-To-Date-(11) Months Ending 05/31/2017		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	135,576	169,083	(33,508)	1,469,259	1,859,917	(390,657)
Non-Operating Revenue	128,349	111,722	16,628	1,253,641	1,228,939	24,702
Subtotal	263,925	280,805	(16,880)	2,722,901	3,088,856	(365,955)
Operating Expenses	256,067	280,805	24,738	2,581,327	3,088,856	507,529
Gain/(Loss)	7,858	-	7,858	141,574	-	141,574

RIDESHARE	May 2017			Year-To-Date-(11) Months Ending 05/31/2017		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	63,853	75,000	(11,147)	636,259	825,000	(188,741)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	63,853	75,000	(11,147)	636,259	825,000	(188,741)
Operating Expenses	57,249	75,000	17,751	627,386	825,000	197,614
Gain/(Loss)	6,604	-	6,604	8,873	-	8,873



DISCUSSION ITEM



10A: Fare Policy Update

Staff Resource: Jamie Schug, Chief Financial Officer

- Jamie Schug will present regarding the Fare Policy Update.
- Current Fare Policy was approved by the Commission in 2014 in preparation for a new fare collection system
- At that time the project included a smart card system, the revised project approach replaces the smart card system with mobile ticketing
- Accordingly, the Fare Policy needs to be revised to reflect the removal of smart cards and the addition of mobile ticketing



DART Fare Policy DRAFT UPDATE



Scope: DART Customers

Responsible Department: Finance

Effective Date:

Approved By:

1. Purpose

The purpose of this Fare Collection Policy is to establish guidance for the consistency and fairness of DART's fare collection process on fixed-route service. This policy addresses DART's fare structure, types of fare media, and payment options.

2. Goals

The goal of the policy is to establish a fare collection system that is adaptable to the changing market conditions and technology in order to meet the varied needs of DART riders, operations, and community partners in business, government and social services.

Objectives relating to riders and community partners:

- Improve rider experience
- Expand payment options
- Speed up service by encouraging faster payment methods
- Ensure a clear, equitable and consistent fare structure
- Make the payment of fare as simple and convenient as possible
- Provide a variety of fare purchase options while respecting customers' privacy and ensuring security of personal payment information

Objectives related to operations:

- Improve system performance and increase ridership
- Minimize driver and customer interactions relating to fare payment
- Improve fare recovery
- Reduce fraudulent transactions and fare disputes with operators
- Simplify fare collection reporting, improve data collection and ridership use evaluation
- Decrease fare payments by cash on board buses and increase use of other payment methods to improve efficiency
- Eliminate use of paper transfers by offering free transfers on smart-card-mobile ticket and day pass products only

3. Fare Structure and Passes

DART riders can pay their fares ~~onboard buses~~ in the following ways:

A. Magnetic Stripe Passes

Effective Date:

Magnetic Stripe Passes for specific calendar periods are currently sold at pass sales outlets and DART Central Station.

Pass Products

- Monthly Pass (Local)
 - Covers full fare on all Local routes
 - Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash
 - Valid for a specific calendar month, including holidays with no DART service
 - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- Monthly Pass (Express)
 - Covers full fare on all Local, Express, On Call and Flex routes
 - Valid for a specific calendar month, including holidays with no DART service
 - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- Weekly Pass (Local)
 - Covers full fare on all Local routes
 - Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash
 - Valid for a specific calendar week, including holidays with no DART service
 - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time

B. Mobile Ticketing Smart Card

Mobile Ticketing allows passengers to buy and display tickets or passes on their smart phones. Users will need to download the My DART mobile app. A smart card is a plastic card with a computer chip that can be programmed in two basic ways — stored cash value and/or pass products. Purchases can be made via a credit card or bank account. For those users who would like to load cash on the mobile app DART will allow that via a partnership with Pay Near Me.

Cash Value

- ~~The amount of cash value on a card is tracked on the card in a “transit purse” (t-purse). If the user has created an account and linked the card to the account, a record of the cash value on the card will be stored in the user’s account~~
- ~~Cash Value can be recovered for registered cards~~
- ~~Can be drawn down over time~~
- ~~Free transfers~~
- ~~Eligible for bonus trips (Attachment A)~~
- ~~A maximum amount on the card can be stored, including cash value and number of unused pass products. See Fare Schedule (Attachment A).~~



- ~~Eligible for "pass backs," meaning the value can be used to pay for multiple people boarding~~

Pass Products

- 31-day pass (Local)
 - Activated on first use
 - Covers full fare on all Local routes
 - Covers partial fare on Express, On Call and Flex routes; trip upgrade available for purchase in mobile app ~~difference must be paid in cash or with cash value on smart card~~
 - Valid for any 31 consecutive days, including holidays with no DART service
 - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- 31-day pass (Express)
 - Activated on first use
 - Covers full fare on all Local, Express, On Call and Flex routes
 - Valid for any 31 consecutive days, including holidays with no DART service
 - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- 7-day pass (Local)
 - Activated on first use
 - Covers full fare on all Local routes
 - Covers partial fare on Express, On Call and Flex routes; trip upgrade available for purchase in mobile app ~~difference must be paid in cash or with cash value on smart card~~
 - Valid for any 7 consecutive days, not counting including holidays with no DART service
 - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time
- ~~24-Hour~~ Day pass (Local and Express)
 - Activated on first use
 - Covers full fare on all Local and Express Routes.
 - Covers non-flex trips on Flex Routes.
 - Pass plus an upcharge (See Attachment A) for On Call trips and flex trips on Flex Routes
 - Valid for up to -24-hours ~~period starting at the minute of the first use~~ expires at 3:00 am the morning following ticket activation, including hours when DART is not in service including holidays with no DART service
 - Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time



Effective Date:

~~Smart cards can be purchased at DART Central Station and DART pass sales outlets. Cards can also be reloaded through DART's website. To ensure access to sales locations and adequate time for sales to be updated in the system, smart card holders will be allowed to have a negative balance equivalent to one ride. The negative balance will be required to be repaid before another transaction will be allowed.~~

~~Smart cards cannot be purchased on the bus. Value cannot be added to smart cards on the bus.~~

~~Smart cards can be registered with DART, allowing the user to add value or passes, and loss protection. Benefits include:~~

- ~~• Registered smart cards may be reloaded any number of times.~~
- ~~• If a registered smartcard is lost or stolen, riders should report the loss to DART Customer Service, and a new card will be issued with the value associated with their account, minus a card replacement fee. See Attachment A.~~
- ~~• Riders who register their cards will be able to view their recent transaction history on DART's website through a secure account with log in.~~

~~**C. Special Programs with ID Smart Cards**~~

~~Employers, colleges and universities, and other organizations and agencies can partner with DART to provide fare payment by allowing the use of their own issued identification cards, as feasible, to also function as DART smart cards for use by their employees, affiliates and students riding DART. Alternatively, if using their own issued cards is not an option, organizations can adhere stickers with chips to their own issued IDs that allow them to function as DART smart cards.~~

- ~~• **Unlimited Access** — Employers, colleges and universities, and other organizations and agencies participating in DART's Unlimited Access program.~~
- ~~• **Employee Support Program (ESP)** — Employers, colleges and universities, and other organizations and agencies participating in the Employee Support Program.~~
- ~~• **Opportunities Thru Transit (OTT)** — The implementation of smart cards for income eligible residents enrolled in the OTT program will be developed in collaboration partner agencies.~~
- ~~• **Other Special Programs** — The implementation of smart cards for other special programs will be developed in collaboration with staff members from the organization.~~

~~**D. Limited Use Smart Card**~~

~~A limited use smart card is a plastic or paper card with a computer chip. A limited use smart card comes preprogrammed with a specific fare product already on it. A limited use smart card is meant to be disposable after use; it cannot be reprogrammed or have value added to it.~~

- ~~• **7-day pass (Local and Express)**
 - ~~○ Activated on first use~~
 - ~~○ Covers full fare on all Local routes and non-flex trips on Flex Routes~~
 - ~~○ Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash or with cash value on smart card~~
 - ~~○ Valid for any 7 consecutive days, including holidays with no DART service~~~~



Effective Date:

- ~~○ Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time~~
- ~~24 Hour Day pass (Local and Express)~~
 - ~~○ Activated on first use~~
 - ~~○ Valid for 24-hour period starting at the minute of the first use, including hours when DART is not in service, including holidays with no DART service~~
 - ~~○ Can be used by only one person for one ride at a single boarding; cannot be used by multiple people boarding at the same time~~
- ~~Single-use passes (Local)~~
 - ~~○ Activated on first use~~
 - ~~○ Valid for any one trip, including transfers between routes within two hours of first use~~
 - ~~○ Covers full fare on Local Routes~~
 - ~~○ Covers partial fare on Express, On Call and Flex routes; difference must be paid in cash or with cash value on smart card~~
 - ~~○ Can be used by only one person for one ride at a single boarding~~

E.C. **Cash (U.S. currency)**

- Exact fare is required. No change will be given when paying cash.
- Can be used to pay for a single, one-bus fare
- The farebox will accept currency in the following US denominations: 1¢, 5¢, 10¢, 25¢, 50¢, \$1 coins – Susan B. Anthony (SBA) and "Golden Dollar" (Sacagawea and Presidential), \$1, \$2, \$5, \$10 and \$20. All other denominations will be rejected by the farebox.
- ~~Does not include free transfer. (Note: Free transfers are offered on smart cards, only.)~~

D. **Other Fare Media**

- If possible, DART may use media not issued by DART but that has the ability to be read by DART fare collection devices for boarding DART buses, for example utilizing Des Moines Public Schools ID cards as fare media.

4. Fare Levels

A. Fares may vary to reflect operational characteristics and average trip length:

- 1) Local route bus trips are considered standard fixed-route service and are assessed a base fare rate.
- 2) Express bus trips operating primarily in peak traffic periods are assessed higher single and period pass fares than standard fixed-route local service. Riders transferring from Local to Express service will be required to pay the difference between the Local and Express fare. See Attachment A. ~~The additional Express fare will be deducted automatically from smart cards that have available stored value. Users who do not have enough stored value in the t-purse of their smart card will be asked to pay the additional Express fare with cash.~~
- 3) On Call and Flex Route trips are assessed higher single and period pass fares than standard fixed-route local service. Riders transferring from local to On Call or Flex Route



Effective Date:

services will be required to pay the difference between the local and On Call or Flex Route fare. See Attachment A. ~~The additional Express fare will automatically be deducted from smart cards that have available stored value. Users who do not have a smart card with available stored value will be asked to pay the additional Express fare in cash.~~

4) Shuttle services operating within downtown Des Moines are assessed no fares. See Attachment A.

B. Reduced fares are offered to persons with disabilities, seniors, students, or refugees and OTT program participants. The reduced fare will not exceed one-half of the adult full fare.

1) Seniors, persons with disabilities, refugees, OTT program participants and students outside the Des Moines Public Schools District who meet the relevant program criteria will be able to access fare media via the mobile app after being approved by DART customer service and their e-mail address added to the mobile ticketing system. ~~issued DART smart cards that are personalized with the individual's photo ID. These cards will be programmed to charge the appropriate reduced rates for single trips and passes.~~

C. Reduced fares are offered to children when riding with adults.

- 1) Children 5 years old and younger accompanied by an adult ride fare-free.
- 2) Children ages 6 to 10 years old ride at no more than one-half the adult full fare.

5. Transfer Trips

A. Customers who use ~~stored value on DART smart cards~~ Mobile Tickets will be provided unlimited transfers within two hours of their initial trip without an additional fare ~~deducted~~. After two hours, another full fare will be ~~deducted~~ required.

B. Cash-paying riders will NOT receive free transfers. Alternatively, riders can receive free transfers by purchasing a ~~limited use smart card or put value on a smart card at a pass sales outlet;~~ Day Pass. Day Passes can be purchased ~~these products will not be available onboard DART buses~~ or at DART Customer Service.

C. This transfer fare structure is meant to encourage the use of smart cards/media, which speed up boarding times on buses and shorter dwell times at stops, resulting in service that is more efficient.

6. Fare Disputes

Disputes over payment of fare will be resolved through the following process:

- DART bus operators will default to message on the fare box.
- Fare disputes will be resolved by a DART Supervisor or at DART Central Station's Customer Service.

7. Fare Changes

A. DART will adhere to local and federal public involvement guidelines including the DART Public Participation Plan and Title VI of the Civil Rights Act of 1964 when considering fare increases.

B. When fares change, passes will be honored at purchased value through expiration.

8. Distribution of Fare Media

A. DART Mobile fare media will be available for purchase ~~online at~~ via the My DART Mobile app. DART will also continue to partner with retail outlets (see Attachment B) to meet



Effective Date:

demand and make purchasing DART fare media accessible throughout DART's service area.

~~B. To encourage the use of smart cards, DART will provide smart cards free of charge to riders who purchase of smart card media. In other words, when a customer makes a purchase of a DART fare product on a smart card, DART will waive the cost of the actual physical card. To receive a free card, customers must purchase the value of at least a 24-Hour day pass on the card. DART smart cards will be available online, at DART Central Station or at DART pass sales outlets.~~

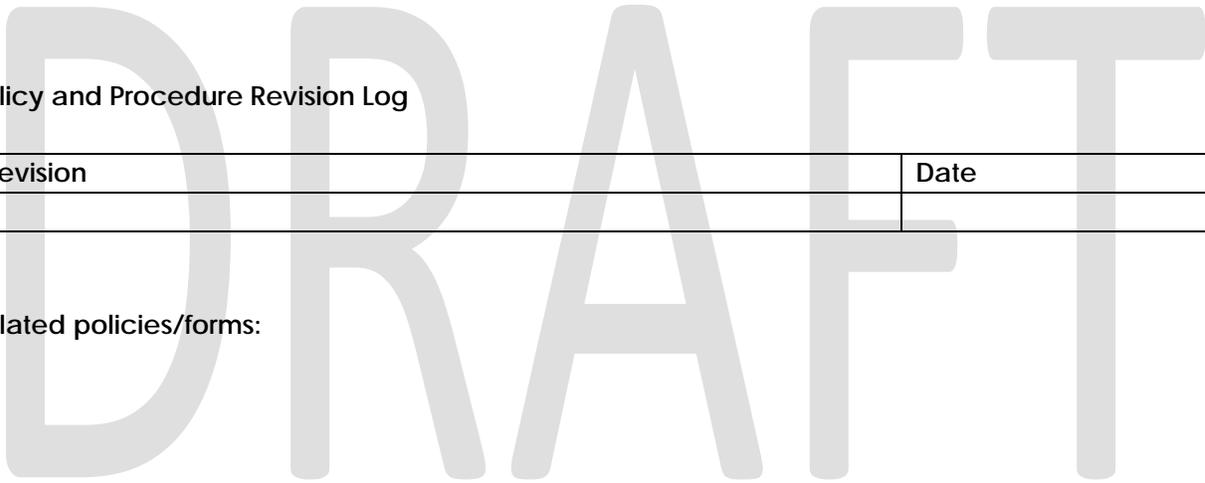
~~C. Following the initial distribution of free cards, there will be a cost to buy a new smart card. However, when a customer registers their new smartcard for the first time the cost of the card will automatically be added to the card as stored value for use as bus fare.~~

~~D. The cards can be purchased online using credit or debit cards issued by major banks. The cards can be purchased at pass sales outlets and DART Central Station using cash, check, or credit or debit cards issued by major banks. Neither checks nor credit or debit cards are accepted aboard DART buses.~~

Policy and Procedure Revision Log

Revision	Date

Related policies/forms:





ATTACHMENT A

DART FARE SCHEDULE

DART's fare schedule reflects current pricing for use of DART service through the various fare products available. The schedule is laid out ~~in three~~in four parts:

1. Cash
2. ~~Smart card pass products~~Magnetic Stripe Passes
3. ~~Smart card stored value~~Mobile Tickets
4. ~~Limited use smart cards~~

DRAFT



ATTACHMENT A

DART FARE SCHEDULE – CASH

Cash

Service Type	Full fare	Half-Fare	Children 6-10	Children 5 and younger	Transfer
Local Routes	\$1.75	\$0.75	\$0.75	FREE	No free transfer
Express Routes	\$2.00	\$0.75	\$0.75	FREE	No free transfer
On Call	\$3.50	\$0.75	\$0.75	FREE	No free transfer
Flex Route (regular route without flex trip)	\$1.75	\$0.75	\$0.75	FREE	No free transfer
Flex Route (off route for flex trip)	\$3.50	\$0.75	\$0.75	FREE	No free transfer
Shuttles (D-Line and Link)	FREE	FREE	FREE	FREE	No free transfer



ATTACHMENT A

DART FARE SCHEDULE – ~~Smart Card~~Magnetic Stripe Pass Products

Magnetic Stripe~~Smart Card~~ -- Pass Products

Service Type	31-day <u>31-day</u> Monthly Express Pass	31-day <u>31-day</u> Monthly regular	31-day <u>31-day</u> Monthly Half Fare	Weekly <u>Weekly</u> 7-day Local	7-day <u>7-day</u> Weekly Half Fare	24 Hour <u>24 Hour</u> Day pass	24 Hour <u>24 Hour</u> Day pass Half-Fare
	\$58.00	\$48.00	\$24.00	\$16.00	\$7.00	\$4.00	\$2.00
Local Routes	Pass	Pass	Pass	Pass	Pass	Pass	Pass
Express Routes	Pass	Pass + \$0.25	Pass	Pass	Pass + \$0.25	Pass	Pass
On Call	Pass	Pass + \$1.75	Pass + \$1.75	Pass + \$1.75	Pass + \$1.75	Pass + \$1.50	Pass + \$1.50
Flex Route (regular route without flex trip)	Pass	Pass	Pass	Pass	Pass	Pass	Pass
Flex Route (off route for flex trip)	Pass	Pass + \$1.75	Pass + \$1.75	Pass + \$1.75	Pass + \$1.75	Pass + \$1.50	Pass + \$1.50
Shuttles (D-Line and Link)	FREE	FREE	FREE	FREE	FREE	FREE	FREE



ATTACHMENT A

DART FARE SCHEDULE – Mobile Ticketing Pass Products

Mobile Ticketing -- Pass Products



ATTACHMENT A - DART FARE SCHEDULE

<u>Service Type</u>	<u>31 Day Express Pass</u>	<u>31 Day regular</u>	<u>31 Day Half Fare</u>	<u>7 Day Local</u>	<u>7 Day Half Fare</u>	<u>Day pass</u>	<u>Day pass Half-Fare</u>
	<u>\$58.00</u>	<u>\$48.00</u>	<u>\$24.00</u>	<u>\$16.00</u>	<u>\$7.00</u>	<u>\$4.00</u>	<u>\$2.00</u>
<u>Local Routes</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>
<u>Express Routes</u>	<u>Pass</u>	<u>Pass + \$0.25</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass + \$0.25</u>	<u>Pass</u>	<u>Pass</u>
<u>On Call</u>	<u>Pass</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.50</u>	<u>Pass + \$1.50</u>
<u>Flex Route (regular route without flex trip)</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>	<u>Pass</u>
<u>Flex Route (off route for flex trip)</u>	<u>Pass</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.75</u>	<u>Pass + \$1.50</u>	<u>Pass + \$1.50</u>
<u>Shuttles (D-Line and Link)</u>	<u>FREE</u>	<u>FREE</u>	<u>FREE</u>	<u>FREE</u>	<u>FREE</u>	<u>FREE</u>	<u>FREE</u>



ATTACHMENT A

DART FARE SCHEDULE – Smart Card Stored Value

**Smart Card – Stored Value
(Maximum value: \$50)**

Service Type	Full fare	Half-Fare	Children 6-10	Children 5 and younger	Bonus Trips	Transfer
Local Routes	\$1.75	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
Express Routes	\$2.00	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
On-Call	\$3.50	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
Flex-Route (regular route without flex trip)	\$1.75	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
Flex-Route (off route for flex trip)	\$3.50	\$0.75	\$0.75	FREE	Every 11th Trip FREE	FREE
Shuttles (D-Line and Link)	FREE	FREE	FREE	FREE	Every 11th Trip FREE	FREE



ATTACHMENT A

DART FARE SCHEDULE – Limited-Use Smart Cards

Limited-Use Smart Card

Service Type	7-Day Local	7-Day Half-Fare	24 Hour Day Pass	24 Hour Day Pass Half-Fare	Single Use	Single-Use Half-Fare
	\$16.00	\$7.00	\$4.00	\$2.00	\$1.75	\$0.75
Local Routes	Pass	Pass	Pass	Pass	Pass	Pass
Express Routes	Pass	Pass + \$0.25	Pass	Pass	Pass + \$0.25	Pass
On-Call	Pass	Pass + \$1.75	Pass + \$1.50	Pass + \$1.50	Pass + \$1.75	Pass + \$1.75
Flex-Route (regular route without flex trip)	Pass	Pass	Pass	Pass	Pass	Pass
Flex-Route (off route for flex trip)	Pass	Pass + \$1.75	Pass + \$1.50	Pass + \$1.50	Pass + \$1.75	Pass + \$1.75
Shuttles (D-Line and Link)	FREE	FREE	FREE	FREE	FREE	FREE

ATTACHMENT BA – DART FARE SCHEDULE~~PASS SALES OUTLETS~~

ATTACHMENT B
Pass Sales Outlets

DART's pass sales outlets show locations where DART physical fare media is available.

Organization	Address	City	Weekly Local	Monthly Local	Express	Tokens
PRICE CHOPPER DAHL'S JOHNSTON	5440 NW 86TH STREET	JOHNSTON	yes	yes	yes	yes
DAHL'S 50TH & EP TRUE	5003 EP TRUE PARKWAY	WEST DES MOINES	yes	yes	yes	yes
DAHL'S 86TH & HICKMAN	8700 HICKMAN ROAD	CLIVE	yes	yes	yes	yes
DAHL'SPRICE CHOPPER BEAVER	1819 BEAVER AVENUE	DES MOINES	yes	yes	yes	yes
DAHL'S EAST 33RD	3400 EAST 33RD	DES MOINES	yes	yes	yes	yes
DAHL'SCASH SAVER EUCLID	1320 EAST EUCLID AVENUE	DES MOINES	yes	yes	yes	yes
DAHL'SCASH SAVER FLEUR	4121 FLEUR DRIVE	DES MOINES	yes	yes	yes	yes
DAHL'SPRICE CHOPPER INGERSOLL	3425 INGERSOLL AVENUE	DES MOINES	yes	yes	yes	yes
DAHL'SPRICE CHOPPER MERLE HAY	4343 MERLE HAY ROAD	DES MOINES	yes	yes	yes	yes
DAHLS WEST	15500 HICKMAN	CLIVE	no	no	yes	no
HY-VEE 86TH & DOUGLAS	8701 DOUGLAS AVE	URBANDALE	yes	yes	yes	yes
HY-VEE ALTOONA	100 8TH STREET SW	ALTOONA	yes	yes	yes	yes
HY-VEE ANKENY	410 NORTH ANKENY BLVD	ANKENY	yes	yes	yes	yes
HY-VEE ANKENY	2510 SW STATE ST.	ANKENY	yes	yes	yes	yes



Organization	Address	City	Weekly Local	Monthly Local	Express	Tokens
HY-VEE EUCLID	2540 EAST EUCLID AVENUE	DES MOINES	yes	yes	yes	yes
HY-VEE WINDSOR HEIGHTS	7101 UNIVERSITY	WINDSOR HEIGHTS	yes	yes	yes	yes
HY-VEE 35TH	1700 VALLEY WEST DRIVE	WEST DES MOINES	yes	yes	yes	yes
HY-VEE DRUGSTORE	4100 UNIVERSITY AVENUE	DES MOINES	yes	yes	yes	yes
HY-VEE FLEUR	4605 FLEUR DRIVE	DES MOINES	yes	yes	yes	yes
HY-VEE GRAND WDM	1990 GRAND AVENUE	DES MOINES	yes	yes	yes	yes
HY-VEE MILLS CIVIC PKWY	555 SOUTH 51ST STREET	WEST DES MOINES	yes	yes	yes	yes
HY-VEE MLK	3330 MARTIN LUTHER KING PKWY	DES MOINES	yes	yes	yes	yes
HY-VEE PARK AVENUE	3221 SE 14TH STREET	DES MOINES	yes	yes	yes	yes
HY-VEE PLEASANT HILL	4815 MAPLE DRIVE	PLEASANT HILL	yes	yes	yes	no
HY-VEE SOUTHRIDGE	1107 EAST ARMY POST ROAD	DES MOINES	yes	yes	yes	yes
HY-VEE WEST DES MOINES	1725 JORDAN CREEK PKWY	WEST DES MOINES	no	yes	yes	no
WALMART ANKENY	1002 SE NATIONAL DRIVE	ANKENY	yes	yes	yes	no
WALMART WINDSOR HEIGHTS	1001 73RD ST.	WINDSOR HEIGHTS	yes	yes	yes	no
E-Z MONEY CHECK CASHING	904 ARMY POST ROAD	DES MOINES	yes	yes	yes	yes
E-Z MONEY CHECK CASHING	1238 EAST 14TH STREET	DES MOINES	yes	yes	yes	yes
E-Z MONEY CHECK CASHING	2910 EAST UNIVERSITY	DES MOINES	yes	yes	yes	yes



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

June 2017

Prepared by:  **TMD**

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Purpose

Des Moines Area Regional Transit Authority (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, flex routes, and on-call services based on market conditions and consumer demand.

In order to comply with the U.S. 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.

DART is proposing a revised fare structure that is adaptable to the changing market conditions and technology. The proposed fare structure looks to meet the varied needs of DART, its riders, and community partners in business, government, and social services. Since the fare structure is changing, 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 and/or a disproportionate burden on low-income populations.

Definitions

The fare equity analysis will use the following policies and thresholds to assess the impacts of the new fare structure.

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)

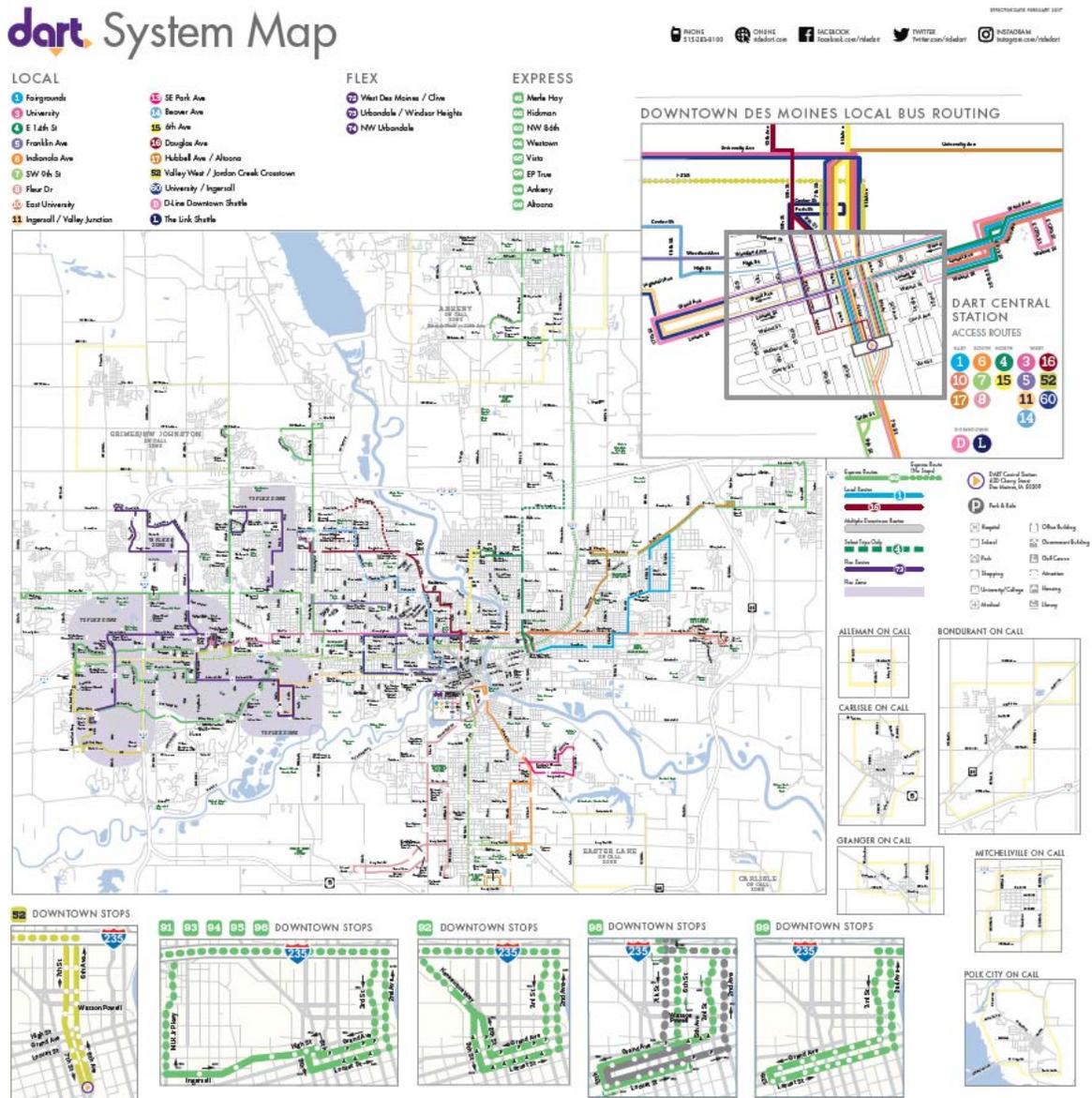
Disproportionate Burden Definition:

"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)

Figure 1: DART System Map



Proposed Fare Policy Changes

DART's proposed Fare Policy is included in the appendix. The following section summarizes the proposed fare policy changes.

Payment and Fare Media

DART currently accepts cash, tokens, partner employee badges, and prepaid bus passes as forms of fare payment. DART will continue to accept these fare media but will also introduce mobile ticketing. Mobile ticketing gives passengers the option of buying and displaying their fare on smart phones.

Table 1: DART Fare Payment Options

Payment and Fare Media	
Existing	Proposed
Cash	Cash
Magnetic-strip bus pass	Magnetic-strip bus pass
Employee ID	Employee ID
Token	Token
	Mobile ticketing

Fares and Passes

Table 2 provides a high-level summary of DART's existing and proposed fare structure. DART is proposing three main changes to how riders pay for their trips. First, cash transfers will no longer be available when the fare policy is implemented. This means that riders currently paying \$1.75 in cash for a one-way trip with one transfer would now have to pay \$3.50. However, passengers who purchase and activate a single ride base fare with mobile ticketing will have access to unlimited transfers for a two-hour period from first use. Finally, DART is introducing a \$4.00-day pass that gives passengers unlimited rides on Local and Express routes until 3 AM the next business day. This change to the fare structure is meant to reduce the use of cash and encourage the use of media, which speeds up boarding times on buses, reduces dwell time, and results in more efficient service.

Table 2: DART Fare Structure Comparison

DART Fare Structure		
	Existing	Proposed
Base Fare		
Local Fare	\$1.75	\$1.75
Express Fare	\$2.00	\$2.00
Cash Transfers		
Local to Local	Free	N/A
Local to Express	\$0.25	N/A
Express to Local	Free	N/A
Multi-Use Passes		
Weekly	\$16.00	\$16.00
Month	\$48.00	\$48.00
Monthly Express	\$58.00	\$58.00
Day Pass	N/A	\$4.00

Points of Purchase

Passengers can currently purchase fares onboard buses, at DART Central Station, and at partnered retail locations. Under the proposed fare structure, two additional channels will be available to passengers: an online store accessible via DART's website and mobile ticketing.

The new day pass will be available for purchase onboard DART buses, at DART Customer Service, or on mobile ticketing.

Table 3: DART Points-of-Purchase

	DART Points of Purchase - Existing					DART Points of Purchase - Proposed				
	On Board	DART Central	Outlets	Online	Mobile	On Board	DART Central	Outlets	Online	Mobile
Base Fare	X					X				X
Transfers	X									X ¹
Weekly		X	X				X	X	X	X
Monthly		X	X				X	X	X	X

¹ Mobile ticketing offers two-hour period of unlimited transfers with the purchase and activation of one-way fare.

Monthly Express		X	X				X	X	X	X
Day Pass						X	X			X

Fare Equity Analysis

The following section evaluates whether the proposed fare structure changes have a disparate impact on minority riders and/or a disproportionate burden on low-income riders.

Data Sources and Methodology

To ensure compliance with Title VI regulations, the fare equity analysis was completed using passenger survey data from a 2016 system-wide, on-board survey. Surveyors developed and distributed the questionnaires on all DART routes. The fare equity analysis was based on unweighted survey results. The following survey data was used to gain a detailed understanding of passengers and their travel patterns:

- Passenger demographics
- Fare payment
- Transfers

Minority passengers are considered survey respondents who filled out the race/ethnicity question and marked any category besides non-Hispanic white.

The US Department of Health & Human Services (HHS) published updated poverty guidelines in January 2017. The guidelines identify households in poverty based on household size and annual income. The table below summarizes these guidelines. This fare equity analysis uses household incomes of \$25,000 per year as its threshold for low-income due to the discrete survey response choices for household income. It is not possible to determine a respondent’s exact household size and income. The analysis assumes average household sizes of 4 individuals and includes the survey choices that best capture the poverty threshold for a household of this size: less than \$10,000, \$10,000 - \$14,999, and \$15,000 - \$24,999.

Table 4: 2017 Federal Poverty Guidelines

Persons in Family	Poverty Guideline
1	\$12,060
2	\$16,240
3	\$20,420
4	\$24,600
5	\$28,780

6	\$32,960
7	\$37,140
8	\$41,320
For families with more than 8 persons, add \$4,180 for each additional person.	

Existing Payment Methods

Changes in the fare policy will impact DART riders differently based on their method of fare payment. To determine if there are any disparate impacts or disproportionate burdens as a result of these changes, riders are broken down by race/ethnicity and income levels. DART defines a disparate impact or disproportionate burden when there is more than a 5-percentage point difference between characteristics of minority/low-income riders and non-minority/non-low-income riders. The tables below summarize fare usage for minority, non-minority, low-income, and non-low-income passengers.

Based on the 2016 passenger survey, 34.6 percent of DART riders are minorities and 62.9 percent are low-income.

Overall, the majority of DART boardings were transacted using a monthly pass, cash, or employee badge. These fare types make up nearly 90 percent of the total ridership. When broken down by passenger group:

- Minority riders use cash and weekly passes at higher rates than non-minority riders.
- Minority riders use employee badges at a lower rate than non-minority riders.
- Low-income riders have significantly lower rates of employee badge use than non-low-income riders.
- Low-income riders use cash, monthly passes, tokens, and weekly passes at higher rates than non-low-income riders.

Table 5: Disparate Impact Method of Payment Analysis

Fare Type	Minority	Non-Minority	Difference
Cash	24.9%	18.5%	6.4%
Employee Badge	16.4%	23.7%	-7.3%
Monthly	47.6%	48.1%	-0.5%
Token	4.4%	5.9%	-1.5%
Weekly	6.7%	3.8%	2.9%

Table 6: Disproportioned Burden Impact Method of Payment Analysis

Fare Type	Low-Income	Non-Low-Income	Difference
Cash	23.1%	18.9%	4.2%
Employee Badge	5.6%	46.9%	-41.3%

Monthly	57.2%	29.3%	27.9%
Token	6.9%	3.6%	3.3%
Weekly	7.2%	1.4%	5.8%

Impacts of New Fare Structure

The following section evaluates how the new fare structure will affect passengers based on the current fares they use. **Impacts to Current Cash Passengers**

Cash passengers will no longer be able to purchase a transfer onboard the bus. Passengers who currently purchase a transfer with (\$1.75 per one-way trip) will have a fewer options under the new fare structure: they can buy two one-way fares (\$3.50), purchase a day pass with unlimited transfers (\$4.00), or use mobile ticketing to purchase a base fare and access two-hours of free transfers upon activation (\$1.75). Since the fare structure changes would only impact riders who transfer, the following analysis focuses on cash-using passengers who transfer.

Table 7 shows the breakdown of riders by fare type and whether or not they transfer as part of their trip. Overall, 14.2 percent of minority riders pay with cash and transfer while 11.1 percent of non-minority riders pay with cash and transfer, a 3.1 percentage point difference. Since this difference is less than 5 percentage points, there is no disparate impact to minority riders. 14.7 percent of low-income riders pay with cash and transfer while 10.5 percent of non-low-income riders pay with cash and transfer, a 4.2 percentage point difference. Since this difference is less than 5 percentage points, there is no disproportionate burden to low-income riders.

Table 7: Cash Transfers

Fare Type	Transfer?	Minority	Non-Minority	Low-Income	Non-Low-Income
Monthly Pass	No	31.1%	30.2%	35.9%	19.2%
	Yes	16.0%	17.9%	21.2%	10.0%
Weekly Pass	No	3.7%	2.8%	4.8%	0.9%
	Yes	3.2%	0.9%	2.4%	0.5%
Cash	No	11.0%	7.6%	8.6%	8.7%
	Yes	14.2%	11.1%	14.7%	10.5%
Employee Badge	No	12.8%	20.8%	4.0%	40.6%
	Yes	4.1%	3.1%	1.6%	6.8%
Token	No	1.4%	3.1%	4.0%	0.9%
	Yes	2.7%	2.6%	2.7%	1.8%
Total		100%	100%		

Riders paying with cash who transfer have the option of switching to mobile ticketing to maintain the same fare. DART asked passengers about their smartphone access and nearly 76 percent of minority passengers have access to a smartphone, which is seven percentage points higher than non-minority access. This high rate of access will help offset transfer costs for many minority passengers.

Although there is no official disproportionate burden to low-income riders, low-income riders do have much less access to smartphones than non-low-income riders and may have reduced ability to utilize mobile ticketing.

Table 8: Access to a Smartphone

Smartphone Access				
Access to Smartphone?	Minority	Non-Minority	Low-Income	Non-Low-Income
Yes	76.1%	69.1%	62.2%	85.6%
No	23.9%	30.9%	37.8%	14.4%

Impacts to Current Weekly Pass and Monthly Passengers

Weekly and monthly passes are currently available at DART Central Station and retail outlets. Under the new fare structure, weekly and monthly passes will still be available through these channels. DART will also offer this product online and on mobile devices. The price for the weekly and monthly pass will remain the same. As a result, there are no projected disparate impacts or disproportionate burdens on minority or low-income riders currently using the weekly and monthly passes.

Impacts to Current Employee Badge and Token Passengers

Passengers will still be able to board DART services with their Employee Badge or tokens. No impact is assumed to these passengers.

Conclusion

DART's new fare system will make paying for transit faster, easier to use, and more flexible. In preparation for this upcoming change, DART has conducted a fare equity analysis to ensure that the proposed changes do not result in a disparate impact on the basis of race, ethnicity, or national origin or a disproportionate burden on low-income households. This fare equity analysis detailed the existing fare structure, the proposed fare structure, and the differences between the two.

DART's proposed fare policy ends the purchase of onboard transfers with cash. The analysis examined transfer patterns of riders who pay with cash and transfer and found neither a disparate impact on minority riders nor a disproportionate burden on low-income riders. Though both minority and low-income riders use cash and transfer at a higher rate than non-minority and non-low-income riders, the difference was within than DART's five percentage point threshold. To mitigate the fare increase for cash users who transfer, DART should encourage passengers to use the new mobile ticketing and day pass options. Mobile ticketing is a cost-neutral solution for passengers. With this technology, passengers have a two-hour period of free transfers. The passenger survey showed that 76 percent of minority passengers have access to a smartphone compared to just 69 percent of non-minority passengers. Low-income riders have less access to smartphones than non-low-income riders, but almost one in every three low-income riders has smartphone access. The new day passes will cost \$4.00, but it will offer a benefit to passengers who take more than two one-way trips in a day.

In addition to mobile ticketing, DART will operate an online store via the DART website that sells weekly and monthly passes. These options are not expected to create disparate impacts or disproportionate burdens because they add to the existing set of options. Minority and low-income passengers can choose these new channels if it fits their needs.



DISCUSSION ITEM



10B: Upcoming Service Changes

Staff Resource: Amanda Wanke, Chief Engagement and Communications Officer

- A presentation on upcoming service changes DART is considering to the Routes 5, 17 and 19 will be provided at the meeting.



DISCUSSION ITEM



10C: Performance Report – May 2017

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- The May 2017 Performance Report will be provided at the Commission meeting.



MONTHLY REPORT



11A: Operations

Staff Resources: Tim Sanderson, Chief Operating Officer

- In July, the DART Operations Team is working on preparations for the 2017 Iowa State Fair. No major changes are expected this year although a number of small modifications will be undertaken in order to improve both the efficiency and effectiveness of this undertaking. These include:
 1. Fixed assignments for Operations Staff in order to ensure consistency of service provision.
 2. Availability of additional parking at SE Polk on weekends.
 3. Enhancements to Gate 10 loading in order to improve safety and wayfinding.



MONTHLY REPORT



11B:	Engagement
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Staff Resources: *Amanda Wanke, Chief Engagement and Communications Officer*

Engagement

Funding Analysis: DART and the Greater Des Moines Partnership are inviting community representatives and stakeholders to participate in a series of three funding workshops to identify potential funding options for the future of transit in the community. The workshops are being led by HNTB, an infrastructure solutions firm, and will be held July 27, September 6, and October 5.

Public Input on Routes 91 and 5: Staff are working with the City of Johnston to evaluate potential changes to the Routes 91 and 5 in order to offer all-day transit service further North on Merle Hay Road. In order to do the change in a cost-neutral fashion, the Route 91 would need to be eliminated as it currently runs, and replaced with an extension to the Route 5. DART received feedback from more than 200 community members via a survey, and public meetings will be held on Monday, July 10, at noon at Franklin Avenue Library, and Thursday, July 13, at 6 p.m. at the Johnston Public Library. A final recommendation will be brought to the Commission in August.

Marketing and Communications – Erin Hockman, Marketing and Communications Manager

Bike Month: DART offered free rides to anyone who boarded with a bike during National Bike Month in May. Initial ridership reported 9,318 Bike & Ride trips were taken on DART in May 2017. This is an 11.8% increase over May 2016, during which there were 8,214 Bike & Ride trips. The ridedart.com webpage also saw increases with 354 clicks, compared to 121 in 2016. Staff will monitor Bike & Ride trips throughout the summer and fall to see if the promotion increases Bike & Ride trips long-term.

Yankee Doodle Pops: Every year DART extends D-Line service for the annual Yankee Doodle Pops concert at the Iowa State Capitol. The service alleviates parking congestion from the event's approx. 100,000 attendees. The marketing team worked with the Des Moines Symphony to create website content, social media posts and media outreach. In addition, DART is running a Google AdWords campaign and Facebook advertising. The goal is to increase 2017 Yankee Doodle Pops ridership by 14% over 2016 to 2,500 rides. (The 2,144 rides in 2016 was a 28.9% increase over 2015.)

80/35 Music Festival: 2016 was the first year DART extended Route 60, operating every 20 minutes through midnight, for the festival, and we saw about a 6% increase in Route 60 ridership, compared to prior festival weekends. We're offering the same extended service this year with a goal to increase Local Route 60 ridership during 80/35 by 6.8% over FY17 and 20.7% over FY2016 to 1,929 rides. The 80/35 audience is a non-rider target audience for DART, and we see the festival as an opportunity to attract future riders. The festival organizers put DART info on their website, in emails newsletters and in social media posts. DART will run Google AdWords and a Facebook advertising campaign in addition to communication to current riders through website content, email, social media and in-person tactics.

MONTHLY REPORT
11B: Engagement



Marketing Materials: The team is updating DART's printed marketing materials, with the exception of the system route map and individual route schedules. A general brochure has been finalized so the team will start distributing at grab n' go's, community events, to potential employees and other events. Future brochures include a Rider Guide, Paratransit brochure, RideShare brochure and Reduced Fares Guide.

Downtown Farmers' Market: Extended D-Line service for the Farmers' Market began on Saturday, May 6. Staff worked with the Farmers' Market to co-brand a brochure and launch the service. In its first 6 weeks, the service averaged 302 rides/Saturday as compared to the prior 6 weeks of 127 rides/Saturday. Staff will continue to promote through the Farmers' Market season to increase Saturday ridership.

Art Bus Unveiling: DART and the Greater Des Moines Public Art Foundation partnered to unveil their sixth art bus on Friday, June 23. The bus was wrapped in art designed by local artist Jordan Weber. It was viewed by thousands of people during the Des Moines Arts Festival and will now be used on several of DART's routes across the region. DART and the Greater Des Moines Public Art Foundation also partnered to provide two art tour bus rides during the Des Moines Arts Festival on Saturday, June 24.

Stakeholder Newsletter: DART's latest edition of its quarterly newsletter was sent to stakeholders in June. The summer 2017 edition of "Forward" features articles, statistics and information about rising technologies for DART and other public transit systems across the country. It also featured a spread honoring state senator Matt McCoy, recognizing his "Leaders in Motion" award, and a memorial dedication to former DART Commissioner and Altoona Mayor, Skip Conkling.

Marketing Analytics Report

Metric	Dec. 2016	Jan. 2017	Feb. 2017	Mar. 2017	Apr. 2017	May 2017	May 2016	% Change Year Prior
Website Unique Visitors	29,136	31,719	28,686	32,881	29,987	34,677	32,090	7.46%
Facebook Likes	2,645	2,673	2,689	2,712	2,728	2,748	1,839	33.08%
Twitter Followers	1,831	1,845	1,848	1,866	1,888	1,903	1,739	8.62%
Email Subscribers	4,220	4,630	4,570	4,660	4,870	4,880	4,060	16.80%
Trip Plans	7,905	9,348	6,994	8,724	7,248	7,260	10,088	-38.95%
Next Bus	2,889	3,884	3,677	3,282	2,975	3,037	2,035	32.99%
Schedules	1,475	2,026	1,156	1,690	1,740	1,960	2,139	-9.13%
RideTime App	30,395	32,669	34,107	36,145	33,208	35,936	28,003	22.08%
SMS Text Messaging	56,641	64,183	669,60	68,687	64,436	69,153	48,878	29.32%
IVR	7,889	7,585	7,186	8,178	7,853	8,992	8,155	9.31%

MONTHLY REPORT
11B: Engagement



Community and Customer Relations – John Clark, Community and Customer Relations Manager

May 2017 Website Communication and Messages:

- Contact/Feedback Form – 48
- Bus Stop/Shelter Requests - 0
- Voicemails – 145, voicemails requiring response – 12 (8%)

Total Calls for May 2017:

- Schedule Information – 7334
- Spanish Line – 23
- Receptionist – 839
- RideShare – 286

Community Events Performed for May 2017:

Mobility Coordination

- How to Ride DMACC ESL Class **(15)**
- Polk County Senior Fest Exhibitor Table
- 2017 Passenger Transportation Summit
- How to Ride Fresh Start Women's Facility **(11)**
- Fort Des Moines Senior Housing Ten Toes Informational Meeting **(25)**
- Bright Horizon's Daycare tour **(27)**
- How to Ride at the VA **(30)**
- How to Ride Fort Des Moines **(72)** men total for 4 weeks
- DART How to Ride **(2)**
- How to Ride House of Mercy **(7)**

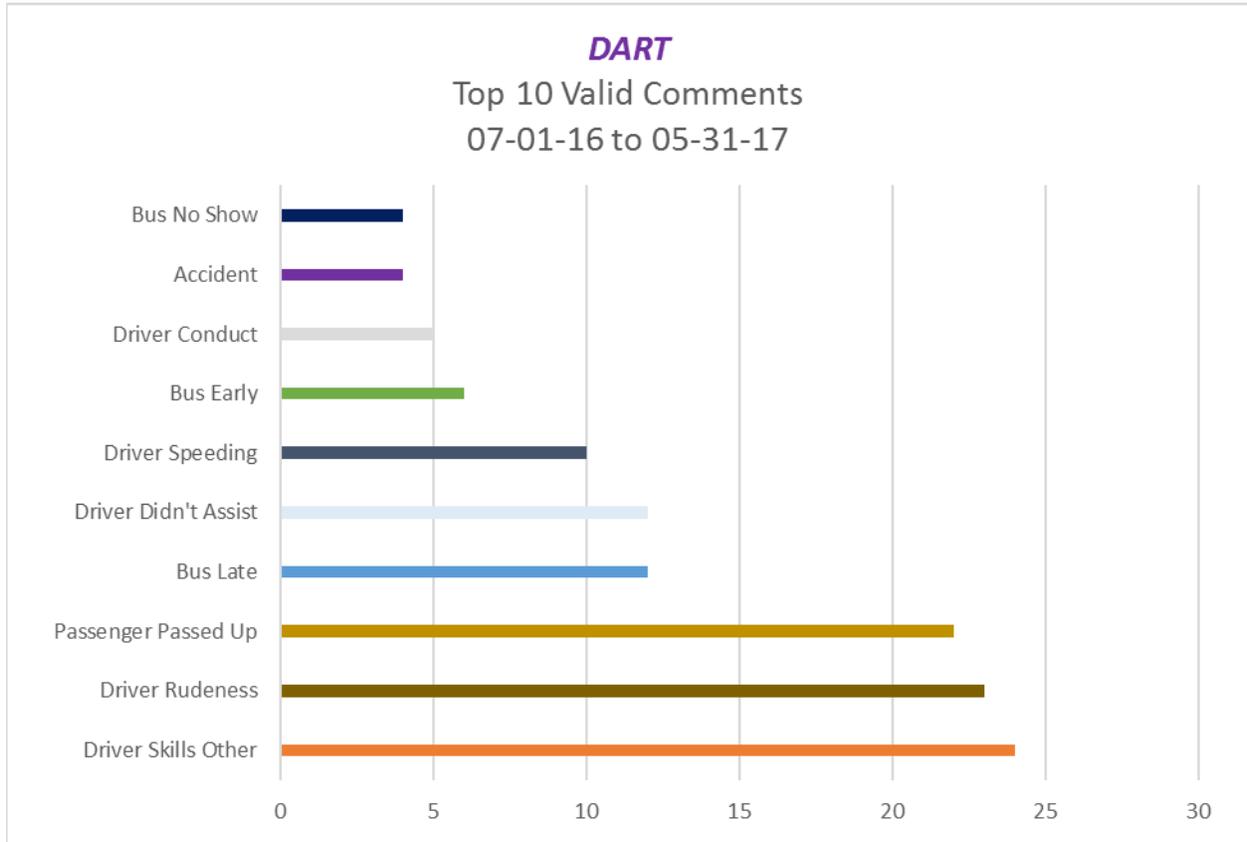
RideShare / Business Development

- Launched eight (3) more RideShare Vans for TPI
- Drivers Training Program



Community Relations

Top 10 Valid Complaints (per 100,000 passengers) as of May 31, 2017



Planning

Extension of Route 17 to the Altoona Outlet Mall: Staff are working to extend the Route 17 to the new Outlets of Des Moines in Altoona this fall. We are tentatively planning to add that service beginning October 1 and will bring it to the Commission for approval in August.

August Service Change: The August service change, effective August 20, will focus on adding back in the school service.



MONTHLY REPORT



11C: Procurement

Staff Resource: Mike Tiedens, Procurement Manager

Upcoming Procurements:

On Call Taxi and Paratransit Services – DART is seeking a Contractor or Contractors for the operation and management of taxi cab and other types of overflow services in support of demand response for general public and public paratransit services as well as other DART programs, using Contractor provided vehicles.

- Request for Proposals tentatively to be published in July 2017

Contracts and Task Orders Approved Recently:

Battery Electric Bus Low or No Emission Grant Partnership – DART published an RFP for seeking proposals from teams made up of manufacturers of battery electric buses, charging systems, grant writers and other critical partners to develop a comprehensive plan to implement a battery electric bus program.

- The winning proposer was Proterra
- Proterra's differentiators are:
 - Superior results in Altoona bus test
 - Strong cold weather package
 - Range of the battery electric bus (251 – 300 miles)

Cargo Containers – DART solicited quotes for 2 storage cargo containers at 1100 DART Way.

- The winning bid was \$10,850.00 and the winning bidder is High Plains Holding Company.

Picnic Tables (1100 DART Way) – DART solicited quotes for 3 outdoor picnic tables at 1100 DART Way.

- The winning bid was \$3,322.92 and the winning bidder is Belson Outdoors.

Marketing Brochures – DART solicited quotes for a printing contractor to provide 1,500 DART brochures.

- The winning bid was \$3,066.00 and the winning bidder is ColorFX/Mittera Group.

Flatbed Trailer – DART solicited quotes for an eighteen foot (18') flatbed trailer to be used to move medium sized equipment and ticket booths.

- The winning bid was \$4,100.00 and the winning bidder is D&S Trailers.

MONTHLY REPORT
11C: Procurement



Future Procurements:

- Taxi Cab Services
- Janitorial Services – 1100 DART Way
- Mystery Shopper Services
- Bus Shelters
- Employment Services
- Armored Car / Courier Services
- Printing Services
- Bus Wash



MONTHLY REPORT



11D: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- **DART 28E Agreement Approval Process:** As of the end of June, the new agreement has been presented and unanimously approved by the following communities:
 - Windsor Heights
 - Johnston
 - Polk County
 - Clive
 - West Des Moines
 - Mitchellville
 - Pleasant Hill

The schedule for the remaining communities is as follows:

- Carlisle – July 10th at 6:30 pm
- Alleman – July 10th at 7:30 pm
- Grimes – July 11th at 5:30 pm
- Runnells – July 11th at 7:00 pm
- Granger – July 12th at 7:00 pm
- Ankeny – July 17th at 5:30 pm
- Altoona – July 17th at 6:30 pm
- Elkhart – July 17th at 7:30 pm
- Urbandale – July 18th at 7:00 pm
- Des Moines – July 24th
- Bondurant – July 24th at 6:00 pm
- Polk City – July 24th at 6:30 pm



FUTURE DART COMMISSION ITEMS



FUTURE AGENDA ITEMS:

August 1, 2017 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> Fare Policy Update Polk County/Metro Area Mutual Aid Agreement 	<ul style="list-style-type: none"> DART Cyber Security Program Quarterly Safety Report - Pat Quarterly Investment Report – Amber
September 5, 2017 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> Taxi Services Award Occupational Medical Services Award 	
October 3, 2017 – 12:00 P.M.	
Action Items	Information Items