



**NOTICE OF COMMISSION MEETING AND AGENDA**  
**DES MOINES AREA REGIONAL TRANSIT AUTHORITY**  
**DART MULTIMODAL ROOM, 620 CHERRY STREET**  
**JULY 9, 2019 – 12:00 PM**

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF JULY 9, 2019 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
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12. NEXT MEETING: Regular DART Meeting - <b>Tuesday, August 6, 2019 – 12:00 P.M.</b>	
13. 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 4, 2019**



**ROLL CALL**

**Commissioners/Alternates Present and Voting:**

Scott Henry, Gary Lorenz, Doug Elrod, Michael McCoy (arrived 12:01 pm/ left 1:26 pm), Jeremy Hamp, Paula Dierenfeld (left 1:17 pm), Sara Kurovski (left 1:17 pm), Angela Connolly, Tom Gayman, Russ Trimble (arrived 12:02 pm) and Zac Bales-Henry

**Commissioners Absent:**

Arlene Sampson, Vern Willey, Mike Backous and Frank Cownie

**Other Commissioners/Alternates Present:**

Ross Grooters

**CALL TO ORDER**

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

Notice of the meeting was duly published.

**APPROVAL OF AGENDA**

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

It was moved by Sara Kurovski and seconded by Jeremy Hamp to approve the June 4, 2019 agenda. The motion carried unanimously.

**PUBLIC COMMENT**

Udella Edna Hall from Des Moines asked for consideration of more DART night and Holiday services to assist with getting to and from jobs and medical appointments. She has been riding with DART since 2017.

**TRANSIT RIDERS COMMITTEE UPDATE**

Allen Root, TRAC Vice Chair updated the Commission on the May TRAC meeting and shared that the Committee was provided information on the bi-annual survey, on-time performance, cleanliness of bus shelters, upcoming service changes and how DART is working with Des Moines Public Schools. The Committee was given an opportunity to suggest how to work better with DMPS/students.

**CONSENT ITEMS**

7A – Commission Meeting Minutes – May 7, 2019

7B – Quarterly Investment Report

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7C – Participating Community Status of Withdrawal Cities

It was moved by Michael McCoy and seconded by Sara Kurovski to approve the consent items as presented. The motion carried unanimously.

**ACTION ITEMS**

8A – August 2019 Service Changes

Luis Montoya, Planning and Development Manager, provided information on the August 2019 service changes sharing that each August, DART implements a service change in order to make any necessary route and/or schedule changes to continue to improve service for its customers and identified those changes.

It was moved by Sara Kurovski and seconded by Michael McCoy to approve the August 2019 Service Changes. The motion carried unanimously.

8B – Community Foundation 28E Agreement

Matt Harris, Business and Community Partnerships Manager outlined the background of the stages for funding, specifically for new bus shelters. Currently DART does not have an established 501(c)(3) to have the ability to accept private and sector charitable giving. Establishing an art shelter project fund with the Community Foundation of Greater Des Moines enables DART to accept charitable contributions and additional incentives.

It was moved by Russ Trimble and seconded by Sara Kurovski to approve 28E agreement to establish a Fiscal Sponsor Community Betterment Fund with the Community Foundation of Greater Des Moines to facilitate and accept private charitable funding in support of art shelter projects as presented. The motion carried unanimously.

8C - FY2019 Buses and Bus Facilities Infrastructure Investment Program Grant

Jaime Schug, Chief Financial Officer shared that the Federal Transit Administration (FTA) announced the opportunity to apply for approximately \$423.3 million under the Grants for Buses and Bus Facilities Infrastructure Investment Program. Grant applications are due June 21, 2019. Staff is requesting permission to submit a grant application for the first phase of construction on a new Bus Operations and Maintenance Facility based on direction from the DART Executive Committee at their May, 2019 meeting.

It was moved by Sara Kurovski and seconded by Angela Connolly to approve staff to submit a grant application for the first phase construction of a new Bus Operations and Maintenance Facility. The motion carried unanimously.

8C – April 2019 Financials

Amber Dakan, Finance Manager provided a presentation on the April 2019 Financials, outlining cash flows for YTD.

Fixed Route Operating revenue year to date is at 5.87% below budget projections. Operations expenses are 0.5% below budget projections year to date.

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Paratransit Operating revenue is 36.27% lower than budget expectations. Operating expenses are 9.67% under budget.

Rideshare revenues were 4.8% below budget. Operating expenses has a budget savings of 9.35% year to date.

It was moved by Michael McCoy and seconded by Russ Trimble to approve the April 2019 Financials. The motion carried unanimously.

**DISCUSSION ITEMS**

9A – October Service Change

Luis Montoya, Planning and Development Manager, presented proposals for a number of major, budget-neutral service changes for October 2019. The goal of these changes is to improve the efficiency and effectiveness of bus service in many of DART's suburban member communities. To accomplish this, staff propose to shift resources—eliminating or changing underperforming routes and trips in order to improve and add service where demand warrants. The DART Commission Planning Committee has been involved and supportive of the changes. Public feedback has been also been mostly supportive of the proposed changes.

9B – Transit Optimization Study Update

Luis Montoya, Planning and Development Manager, gave a brief update the Commission on the process to select a consultant for the Transit Optimization Study and contract negotiations. Commissioners involved in the process were identified and thanked for their contribution.

9C – Quarterly Safety Report

Pat Daly, Safety and Training Manager, provided a safety report on the 3<sup>rd</sup> quarter of FY2019.

9D – Performance Report

Elizabeth Presutti, Chief Executive Officer shared that our Farebox recovery ratio is up over 20% which is the industry standard. Our on-time performance is up 84% across the year. Road calls continue to decrease and have done by 25% which causes less interruptions to service. Ridership is up 3% for the month of March over last year. We unfortunately do not anticipate making up the total yearly numbers due to the bad weather we experienced January-March. Paratransit is increasing by 4%. This is a direct impact from Medicaid. Overall ridership is down by 3% which is mainly due to the bad weather earlier in the year.

**MONTHLY REPORTS**

10A – Operations

No Update

10B – External Affairs

Matt Harris, Business and Partnerships Manager shared that the Des Moines Area Community College (DMACC) are in the early stages to enter into an Unlimited Access agreement with DART

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in order to reduce barriers to transportation for their employees and students. We are anticipating this to launch Fall 2019. This will be a one-year pilot which can be extended. Updates will be provided to the Commission appropriately.

10C – Procurement

No Update

10D – Chief Executive Officer

Elizabeth Presutti recognized DART Bus Operator Cesar Chavez who represented DART well at the American Public Transportation Association (APTA) International Bus Roadeo in Louisville, KY on May 19, 2019. Chavez placed 25<sup>th</sup> overall out of 78 operators and earned the opportunity to represent DART and the State of Iowa, when he won first place in both the DART Roadeo in May 2018, and later the Iowa Public Transportation Association (IPTA) State Roadeo in June of 2018.

It was also shared that we have been working with Polk County on juror parking for the courts which has provided a significant increase in our overall ridership.

**FUTURE AGENDA ITEMS**

None

**COMMISSIONER ITEMS**

None

Tom Gayman, Chair adjourned the meeting at 1:32 p.m.

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Chair

\_\_\_\_\_

Clerk

\_\_\_\_\_

Date

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

The next regular DART monthly Commission Meeting is scheduled for July 9, 2019 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



## CONSENT ITEM



**6B: FY 2020 Des Moines Public Schools Contract Pricing**

**Action: Approve the Des Moines Public Schools Contract Value of \$726,000 for the 2019-2020 School Year.**

**Staff Resource:** *Elizabeth Presutti, Chief Executive Officer*

**Background:**

- DART has been providing Des Moines Public School middle and high school students transportation to and from school since 1993.
- Over 2,500 student trips per day are provided on DART’s regular fixed route services as well as additional bus routes that include slight variations off a DART route.
- As part of the contract, DART provides unlimited ridership privileges to eligible students every day of the week throughout the entire year including all break periods (Christmas Break, Spring Break, and Summer Break).
- Unlimited ridership privileges for eligible summer-school students.
- Unlimited free access to all DART transit services for any of the approximately 5,000 Des Moines Public School District employees.
- DMPS compensates DART for the true cost of DART services, not an estimated amount based on student passes issued. The district’s payment will be guaranteed and received in 10 equal monthly payments during the school year.
- The DART Commission approved a new five-year contract with Des Moines Public Schools in July 2018.

**Costs:**

- DMPS will pay DART an amount of \$726,000 in Year 2 subject to the addition or deletion of any existing routes, school days, or major cost escalation (fuel).
- The contract structure is in effect for a five-year term, but the contract amount shall be renegotiated each year and subject to DART Commission and School Board approval.

**Recommendation:**

- Approve the 2019-2020 school year contract value of \$ 726,000.



## CONSENT ITEM



**6C: ICAP FY 2020 Renewal**

**Action: Approve the renewal contract in the amount of \$822,297 with Iowa Communities Assurance Pool (ICAP) for Fiscal Year 2020.**

**Staff Resource: Amber Dakan, Finance Manager**

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### **Background:**

- DART entered into the ICAP risk pool on July 1<sup>st</sup>, 2015. This will be DART's fifth year of coverage.
- DART's policy includes: Liability (General, Automobile, Law Enforcement and Excess), Public Officials Wrongful Acts, Vehicle, Property, Equipment Breakdown, Crime, and Limited Cyber coverage.
- This year's renewal has no change in coverage, deductibles, or policy limits.
- The deductible remains at \$50,000 for our Fixed Route and Paratransit buses and \$10,000 for our Rideshare fleet.

### **Costs:**

- Based on total pool performance in property and casualty coverage, DART has received a rebate for to apply to this year's renewal payment in the amount of \$12,440.34.
- DART's membership in the risk pool will vest after five years, making us eligible for additional rebates beginning in FY2021.
- Total cost of renewal is \$822,297.
- FY20 renewal rate is a decrease from the prior year by \$5,489, or 0.66%.
- ICAP's FY20 renewal amount was anticipated and therefore, within budget.

### **Recommendation:**

- Approve the FY2020 ICAP contract renewal of \$822,297.



## CONSENT ITEM



<b>6D:</b>	<b>FY2021 Iowa Clear Air Attainment Program (ICAAP)</b>
<b>Action:</b>	<b>Authorize submission of a grant to the Iowa Department of Transportation (Iowa DOT) and the Des Moines Area Metropolitan Planning Organization (DMAMPO) for Route 50.</b>

**Staff Resource:** *Debra Meyer, Financial Analyst*

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### **Background:**

- DART staff recommends submitting a grant application for the FY2021 State of Iowa Clean Air Attainment Program to support the initiative described below:

#### ***Euclid/Douglas Avenue Crosstown Route***

- DART was awarded a grant starting in FY2019 to implement service along the Euclid/Douglas Avenue corridor. Staff is proposing to submit the same project for the third and final year of funding. The new Route 50 adds five new directional miles to the transit network and connects with seven other routes for expanded travel options. The service was recommended in the approved DART Forward 2035 plan.
- The estimated total costs are \$490,425 with DART asking for \$313,749 in grant funding, which is 80% of the net operating costs.
- The deadline for submitting applications to the Iowa DOT is October 1, 2019; pre-applications are due to the DMAMPO on July 23, 2019.

### **Recommendation:**

- Approve the submission of a grant to the Iowa Department of Transportation (Iowa DOT) and the Des Moines Area Metropolitan Planning Organization (DMAMPO) for Route 50.



## ACTION ITEM



<b>7A:</b>	<b>October 2019 Service Change</b>
<b>Action:</b>	<p><b>A. Approve the Title VI Service Equity Analysis for the October 2019 Service Change</b></p> <p><b>B. Approve service changes to select fixed route and on call routes effective October 13, 2019</b></p>

**Staff Resource:** *Luis Montoya, Planning and Development Manager*

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### Background:

- DART regularly evaluates its services and implements any necessary route and/or schedule changes to continue to improve the efficiency and effectiveness of its fixed-route bus service.
- Under direction from the Commission’s Planning Committee, staff are proposing a number of major, budget-neutral service changes for October 2019. The goal of these changes is to improve the efficiency and effectiveness of bus service in many of DART’s suburban member communities. To accomplish this, staff propose to shift resources—eliminating or changing underperforming routes and trips—in order to improve and add service where demand warrants.
- This follows up on similar budget-neutral changes implemented in August 2018 to improve efficiency and effectiveness of routes that serve the Des Moines core.
- Information about the proposed changes has been shared online ([www.ridedart.com/2019](http://www.ridedart.com/2019)), on board affected routes, on social media, and through two rounds of public meetings in each of the following member communities: Ankeny, Clive, Des Moines, Grimes, Urbandale, and West Des Moines.
- Public feedback has been mostly supportive of the proposed changes, however some customers have expressed concerns about reductions to services that they rely on, or that DART is not going far enough to improve services in some areas.
- Staff made some adjustments to the recommendations for Route 93 in Grimes and Route 52 in the vicinity of the Wells Fargo campus in response to public feedback.

### Proposed Changes:

#### **1. Eliminate Midday Service on Route 10**

- DART created Local Route 10 in 2016 as a partnership with Broadlawns Medical Center to provide all day service to its East University Clinic. Previously, there was an extension of Route 1 that traveled along East University to Pleasant Hill during peak hours only.
- After several years in service, ridership along Route 10 did not meet DART’s service standards, and Broadlawns has decided to no longer continue its financial support of the midday service. Therefore, DART is proposing to discontinue Route 10 midday service, essentially returning service to the level it was at prior to the partnership with Broadlawns.



## **ACTION ITEM**

### **7A: October 2019 Service Change**

- Route 10 would continue to operate with the same alignment and schedule during the peak hours.
- 2. Extend Route 11 to serve the Deer Ridge apartment complex**
    - This change would extend Local Route 11 to travel to the Deer Ridge Apartment Complex to provide residents with better access to transit.
    - The change would reduce frequency on Local Route 11 for current riders but would provide service for a longer span of time each weekday.
    - The Deer Ridge Shuttle would no longer be needed and would be discontinued.
  - 3. Redesign Route 52**
    - DART is proposing routing changes to Local Route 52 to help improve efficiency and simplify the route.
    - The change would align the service along the same route all-day long and would eliminate inefficient portions of the route. This would include trips into the Wells Fargo and Athene campuses, where modest ridership does not justify a major deviation into those corporate campuses. DART would still pull into the east side of the Wells Fargo campus, but the minor deviation would only add approximately one minute to the running time.
    - A re-aligned Route 72 would provide service on Mills Civic Parkway east of S 64th Street.
  - 4. Extend Route 72 to connect with more jobs, residences and services**
    - This route would change from a Flex Route into a Local Route.
    - The new route would travel much of the same route that the previous route did, but riders would no longer have the option to “flex” service off the fixed route.
    - The change would additionally create a circulator route that would extend service along Mills Civic Parkway.
    - This new route would provide all-day service to key destinations from Valley Junction to other areas of West Des Moines, including Hy-Vee, Walmart and the West Des Moines Library.
  - 5. Replace Route 73 with On Demand service**
    - This change would discontinue service on Flex Route 73 and replace it with a pilot project for Mobility on Demand (MOD) service.
    - Currently, Route 73 operates during peak travel commute times on weekdays, connecting residents to Express Routes 93 and 92 at the Gloria Dei and Buccaneer Ice Arena Park & Ride lots. Route 73 averages approximately five boardings per day.
    - The MOD pilot would allow DART to partner with one or more private transportation companies, such as local taxis, Uber or Lyft, to provide service within a designated zone. Qualifying trips would have to start or end at either the Gloria Dei (Route 93) or Buccaneer Ice Arena (Route 92) Park & Ride lots, or at Merle Hay Mall (Routes 5, 14, 16 and 50).
    - Under this service model, a rider would request a trip using a smart phone app or call-in number from their home or one of those three locations. DART would subsidize the full cost of the trip as long as customers were transferring to a DART bus route.



## **ACTION ITEM**

### **7A: October 2019 Service Change**

- This type of service allows for more transfer opportunities for those currently using Flex Route 73, including to popular local routes. Additionally, the service will be available from 5:30am to 8:00pm every weekday, expanding opportunities to utilize DART.
- DART will design the service to ensure that there are options to accommodate people with a mobility device that require a vehicle with a ramp or lift, customers who can't or choose not to pay by credit card, or people without smart phones or those who wish to book a trip over the phone. The pilot nature of the program allows DART to adjust the service as necessary to meet the needs of our customers.

#### **6. Extend Route 74 to serve more job sites**

- Route 74 would transition from a Flex Route to a Local Route, discontinuing the flex zone.
- DART proposes to maintain the existing schedule and route, and to extend the route to the Walmart in Windsor Heights via University Avenue to serve additional employers along that corridor.

#### **7. Consolidate evening trips on Route 92**

- In order to improve the efficiency of this route, trips that have ridership of five passengers or less would be consolidated so that the same number of customers could be served with fewer resources.
- The route would have five afternoon trips instead of the current seven. There will be no changes to morning trips.

#### **8. Replace Grimes/NW Johnston On Call with extended Route 93**

- This change would discontinue the Grimes/NW Johnston On Call and replace it with an extension of Express Route 93.
- Currently, the On Call service transports riders from their homes and a Park & Ride lot at the Walmart in Grimes, to the terminal of Route 93 in Johnston. The service operates during peak commute hours in the mornings and evenings on weekdays.
- Under this proposal, Express Route 93 would be extended to the Park & Ride lot at the Grimes Walmart and further East into Grimes so that riders have an option to travel to downtown Des Moines without needing to transfer. (Note that the proposed alignment extends further east than originally proposed based on feedback from customers and the Grimes City Council.)
- DART will also update the Route 93 schedule to accommodate the extension, consolidate trips with low ridership, and change the time of the early afternoon trip to better align with the schedule of the Goodwill training facility on NW 86<sup>th</sup> Street.

#### **9. Consolidate Route 95 trips to improve efficiency**

- This change would combine some trips on this route that have low ridership.
- The change would reduce service from four trips to three trips in both the morning and evening.

#### **10. Minor change to Route 96 schedule to better align with shift times**

- Minor changes would be made to the morning schedule of Route 98 to arrive downtown just before the top and bottom of the hour to better align with commuter work schedules.



## **ACTION ITEM**

### **7A: October 2019 Service Change**

#### **11. Increase Route 98 efficiency by consolidating trips and streamlining the route**

- Changes to Route 98 would include reducing services midday when ridership is particularly low. The total number of trips would be reduced from 23 to 19.
- Route 98 would no longer serve DMACC Urban Campus in Des Moines. Ridership statistics show that the majority of riders are riding Route 98 between downtown and Ankeny, with few riders getting on and off at DMACC Urban. The route will continue to serve the Park & Ride lot at DMACC's Ankeny Campus, and DMACC Urban will continue to be served by DART Local Routes 3, 15, 16, 17 and 60.

#### **12. Extend Ankeny On Call Shuttle**

- This change would utilize resources found by improving efficiency on Express Route 98 to extend the Ankeny On Call zone and expand the hours that this shuttle operates. The new hours would be 9am-4pm Monday through Friday.
- The On Call shuttle provides door-to-door service to anywhere within the on call zone. This route is open to anyone who reserves a trip with DART, and would provide a service for people in Ankeny to travel to local businesses, medical and other appointments within the community.
- This route also allows riders to schedule trips from within Ankeny to transfer points for Local Route 4 and Express Route 98.
- This change is being made to respond to requests we have received from residents for more public transit options that allow them to travel within the city of Ankeny.

#### **Title VI:**

- As required by Federal regulations and consistent with DART's adopted Service and Fare Equity Policy, staff conducted an analysis of the potential impact that the proposed changes would have on minority and low-income individuals. The full analysis and report is included in the agenda packet.
- The analysis found that minority and low-income populations living in the vicinity of Route 10 (East Des Moines and Pleasant Hill) would be disproportionately affected by the proposed changes. Other proposed changes either would be minor changes or would not disproportionately impact minority and low income populations.
- A potential mitigation to the disproportionate impacts of reducing service on Route 10 would be to identify additional revenues or savings from other routes so that midday service could be retained. There are no other major businesses or institutions along the route that might be interested in partnering to continue midday service. Also, midday ridership does not justify transferring resources from another route.
- The change to Route 10 is therefore recommended since it reverts service back to 2016 levels and is the result of an attempt to improve service along the corridor and none of the identified mitigation measures were feasible or advisable.

#### **Recommendation:**

- A. Approve the Title VI Service Equity Analysis for the October 2019 Service Change.
- B. Approve the above listed service changes to fixed route and on call services effective October 13, 2019.



# Title VI Service Equity Analysis for October 2019 Service Change

July 2019



## Purpose

In compliance with Title VI of the Civil Rights Act of 1964, the Federal Transit Administration (FTA) requires all transit agencies receiving federal funding to monitor the performance of their systems, ensuring services are made available and/or distributed equitably. Each transit agency must develop a Title VI Program to document its policies and procedures for meeting FTA requirements. The DART Title VI Program (last updated in May 2019) stipulates that any major service change must be evaluated to determine its impact on minority (race, ethnicity or national origin) and low-income populations.

The Des Moines Area Regional Transit Authority (DART) is the primary fixed-route transit operator serving the Des Moines Metropolitan Area and the largest public transit agency in Iowa. The agency serves 11 cities and other parts of Polk County. Member communities include: Altoona, Ankeny, Bondurant, Clive, Des Moines, Grimes, Johnston, Pleasant Hill, Urbandale, West Des Moines, and Windsor Heights. DART operates Local, Express, Shuttle, and On-Call services.

DART has proposed service changes to several services. Changes are proposed to improve efficiency and productivity of DART's services. These changes are scheduled to take effect in October 2019, pending DART Commission approval. This Title VI analysis will perform the following functions:

- Describe the proposed changes
- Determine whether the proposed changes constitute a "major service change" or not,
- Evaluate how the proposed changes may impact low-income and minority populations, and
- Identify strategies to avoid, minimize, or mitigate any disproportionate burdens, disparate impacts or any potentially negative outcomes.

## Relevant Policies

DART's Service and Fare Equity Policy (approved by the Commission in March, 2019 and included in DART's 2019 Title VI Program Update) outlines how Title VI analysis should be performed for any major service change. The following definition apply to this service change Title VI analysis:

- **Major Service Change:** A major service change is when 25 percent or more of a route's revenue hours or revenue miles is added or reduced, or when the total revenue hours for the system are expanded or reduced by 10 or more percent." (DART 2019 Title VI Program Update, Service and Fare Equity Policy)
- **Disparate Impact:** DART will consider a proposed major service change to have a disparate impact if the affected route's minority population is more than 5 percentage points greater than the system average.
- **Disproportionate Burden:** DART will consider a proposed major service change to have a disproportionate burden if the affected route's low-income population is more than 5 percentage points greater than the system average.



## Proposed Changes

DART is continually evaluating its schedules and services to improve efficiency and optimize resources. In review of system and route performance since the August 2018 service changes, DART determined productivity was falling below service standards on some routes. The proposed service changes for October 2019 include trip consolidation, route realignments, route elimination, service reductions, and service enhancements. Table 1 summarizes the proposed service changes for October 2019.

Table 1: Proposed Service Changes for October 2019

Route	Proposed Service Change for October 2019
10 – East University	Remove Midday service due to low ridership and sunset of funding partnership
11 – Ingersoll Age	Extend route to multi-family housing complex to improve productivity of route
52 – Valley West / Jordan Creek	Realign route to improve operation of service and legibility for riders
72 – West Des Moines / Clive Flex	Remove inefficient “Flex” portion of service Realign route to create loop that serves more parts of the communities
73 – Urbandale / Windsor Heights	Discontinue Service Replace with Mobility on Demand Pilot
74 – Urbandale Flex	Discontinue “Flex” Service Extend Route to Windsor Heights via University Ave.
92 – Hickman Express	Consolidate underutilized afternoon trips to increase efficiency
93 – NW 86 <sup>th</sup> Express	Extend route to Grimes Walmart Adjust service schedule Consolidate underutilized trips to increase efficiency
95 – Vista Express	Consolidate underutilized trips to increase efficiency
96 – EP True Express	Adjust Trip Times
98 – Ankeny Express	Consolidate underutilized midday trips Realign service to no longer serve DMACC Urban Campus
Ankeny on Call Shuttle	Expand hours of service Expand Service Zone
Grimes On Call Shuttle	Discontinue Service Replace with Route 93 extension
Deer Ridge Shuttle	Discontinue Service Replace with Route 11 extension
Mobility on Demand Pilot	Introduce Mobility on Demand Pilot to replace Route 73

## Impact of Proposed Changes

DART policy requires that all major service changes be evaluated for any potential disproportionate burden or disparate impact. The impacts of proposed changes must be calculated to determine whether or not the change is a “major service change.” Route-by-route changes in annual revenue hours and miles is summarized in [Table 2](#) located in the appendix.

*Result:* DART defines a “major service change” as when 25 percent or more of a route’s revenue hours or revenue miles is added or reduced, or when the total revenue hours for the system are expanded or reduced by 10 percent”. Analysis of DART’s October 2019 planned service changes compared to existing revenue miles and hours found the following changes meet the criteria of a major service change: Routes 10, 11, 52, 72, 73, 92, 95, Ankeny On-Call, Deer Ridge Shuttle, and Grimes On-Call (See Appendix Table 2). Thus, changes to these routes will be the focus for the remainder of the report. Changes to remaining impacted routes are not considered a major service change by DART’s policy.

## Proposed Changes that will disproportionately impact minority and/or low income populations

### Route 10 Midday Service Reduction

DART created Local Route 10 in 2016 as a partnership with Broadlawns Medical Center to provide all day service to its East University Clinic. Previously, there was an extension of Route 1 that traveled along East University to Pleasant Hill during peak hours only. After several years in service, ridership along Route 10 still does not meet DART’s service standards, and Broadlawns isn’t able to continue subsidizing the service. Therefore, DART is proposing to discontinue Route 10 midday service, essentially returning service to the level it was at prior to the partnership with Broadlawns. Route 10 would continue to operate with the same alignment and schedule during the peak hours.

This change reduces revenue miles and hours by more than 25%, the threshold for being a major service change. Route 10 also has a finding of being a route serving an area of above average minority population compared to the DART service area as a whole. The analysis of the service reduction and affected demographics can be found in the appendix. While the reduction in service hours and miles is significant, Route 10 does not meet DART service standards and has been identified for remedial action.

A potential mitigation to the disparate impact of reducing service on Route 10 would be to identify additional revenues or savings from other routes so that midday service could be retained. There are not other major businesses or institutions along the route that might be interested in partnering to continue midday service. Also, midday ridership does not justify transferring resources from another route.

The change to Route 10 is therefore recommended since it reverts service back to 2016 levels and is the result of an attempt to improve service along the corridor and none of the identified mitigation measures were feasible or advisable.

Other major service changes where minority and low income populations were not disproportionately impacted.

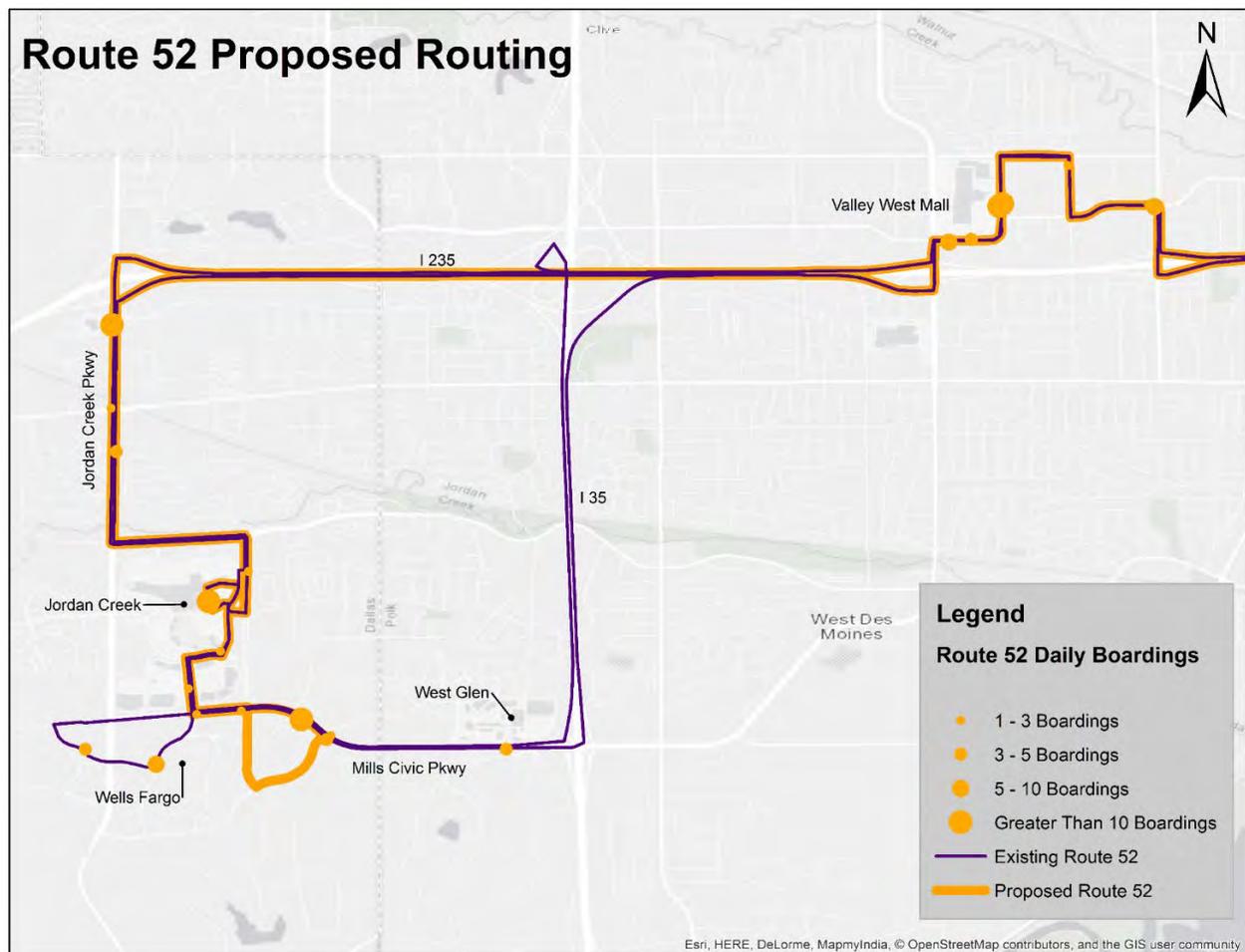
### DART Route 11

DART proposes alignment changes in order to improve the productivity of the route and in order to serve the Deer Ridge multifamily housing complex. Service hours and miles will be increased as a result of the alignment change. Schedule changes are also proposed in order to increase the span of service to offer improved access to the transit network. The increase in span will come at a cost to frequency of AM and PM peak trips.

### DART Route 52

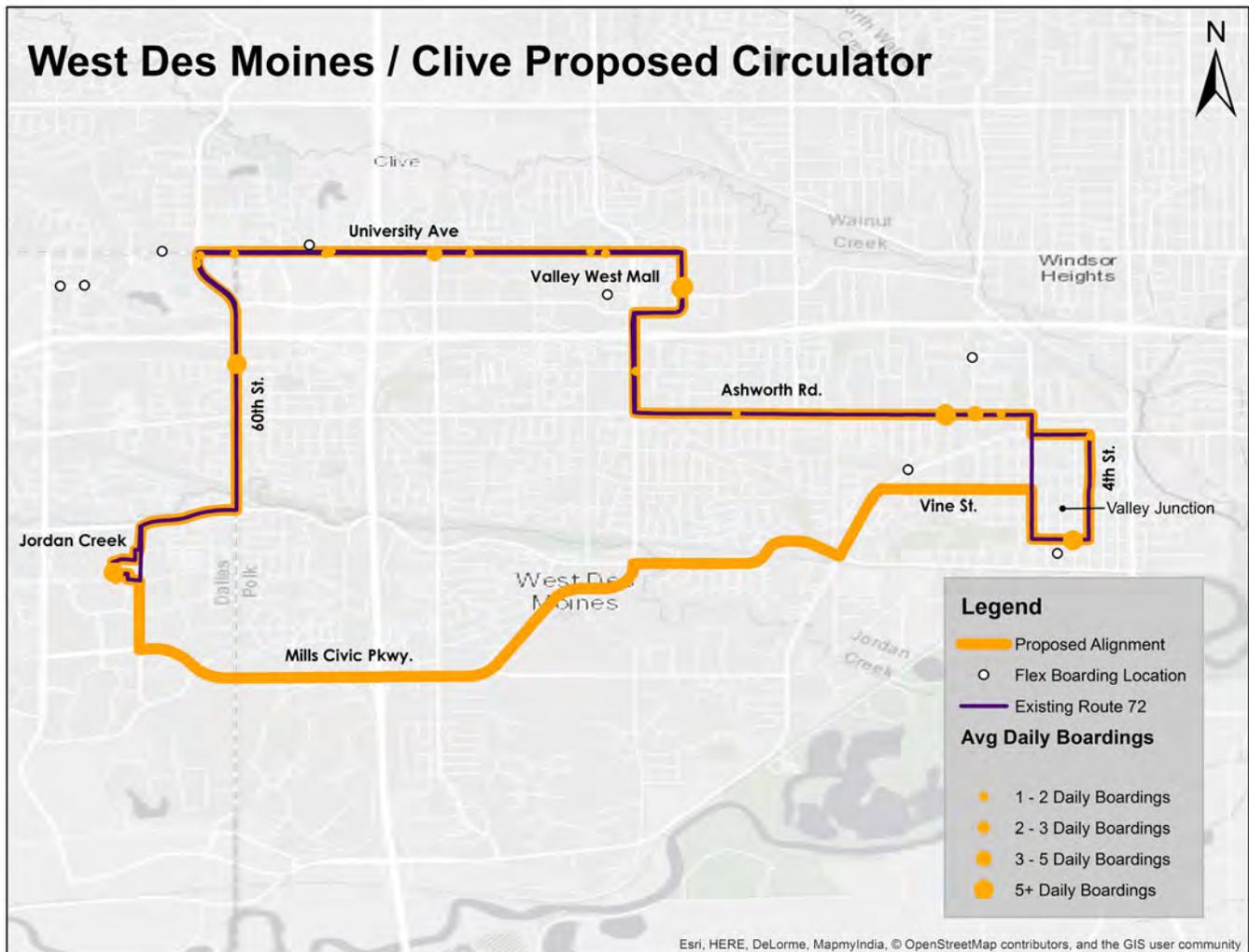
DART proposes changes in the alignment of the existing route. The current alignment for Route 52 includes a one-way loop along Mills Civic Parkway and I-35 which changes direction depending on time of day. DART proposes to eliminate this loop, as it does not contribute to route productivity and legibility of the service. Proposed alignment will create a bi-directional line to improve the usability of the service. This change causes an increase in revenue miles by more than 25%.

*Proposed Route 52 Alignment*



### DART Route 72

DART proposes to discontinue the Flex 72 route in order to realign the service into a fixed route circulator to increase the usefulness of the route. Existing flex ridership is very low which causes the bus to sit for extended periods of time when no flex trips are scheduled. The proposed route will extend service to Mills Civic Parkway in West Des Moines to create a bi-directional loop. Much of the existing fixed portion of the route will remain. While service hours only slightly increase, revenue miles will increase significantly as an increased number of trips have been added to the route with the time saved from discontinuing the flex portion of the route.



### DART Route 73

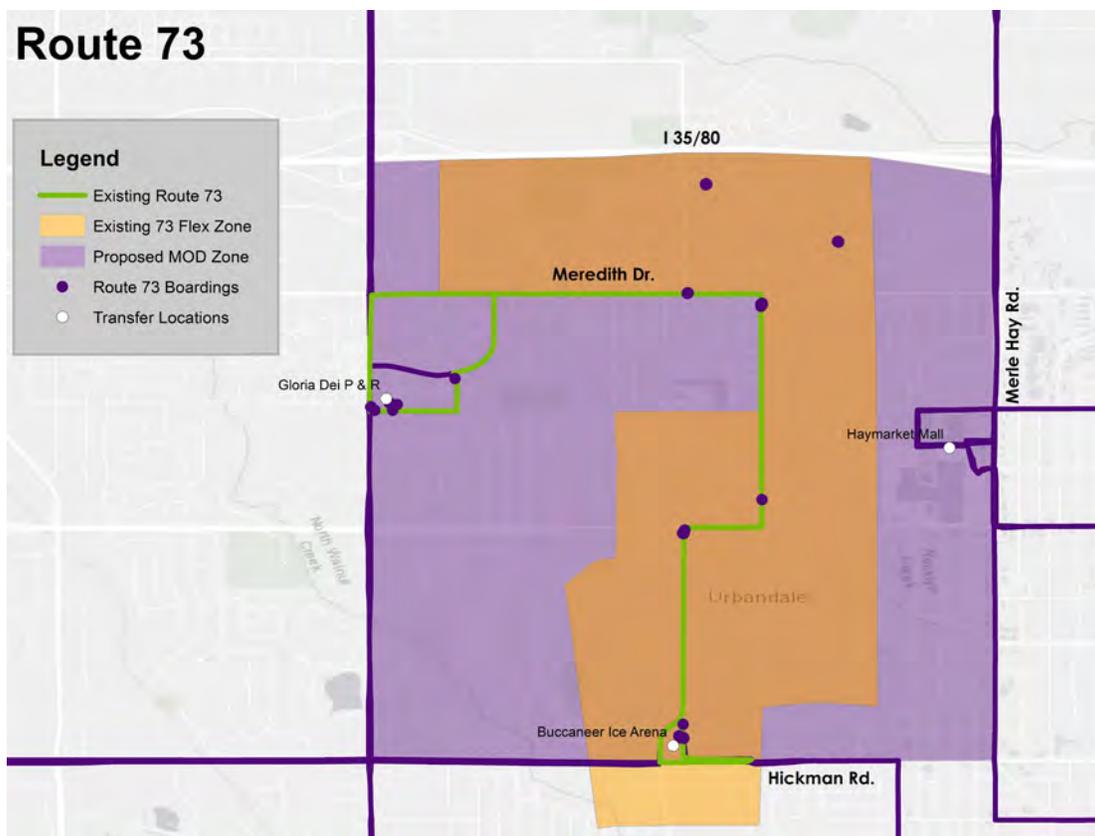
DART proposes to discontinue service on Flex Route 73 and replace it with a pilot project for Mobility on Demand (MOD) service. Currently, Route 73 operates during peak travel commute times on weekdays, connecting residents to Express Routes 93 and 92 at the Gloria Dei and Buccaneer Ice Arena Park & Ride lots. Route 73 averages approximately five boardings per day.

The MOD pilot would allow DART to partner with one or more private transportation companies, such as local taxis, Uber or Lyft, to provide service within a designated zone. Qualifying trips

would have to start or end at either the Gloria Dei (Route 93) or Buccaneer Ice Arena (Route 92) Park & Ride lots, or at Merle Hay Mall (Routes 5, 14, 16 and 50).

Under this service model, a rider would request a trip using a smart phone app or call-in number from their home or one of those three locations. DART would subsidize the full cost of the trip as long as customers were transferring to a DART bus route. This type of service allows for more transfer opportunities for those currently using Flex Route 73, including to popular local routes. Additionally, the service will be available from 5:30 a.m. to 8 p.m. every weekday, expanding opportunities to utilize DART.

DART will design the service to ensure that there are options to accommodate people with a mobility device that require a vehicle with a ramp or lift, customers who can't or choose not to pay by credit card, or people without smart phones or those who wish to book a trip over the phone. The pilot nature of the program allows DART to adjust the service as necessary to meet the needs of our customers.



**DART Route 75 Grimes On-Call**

DART proposes to eliminate the Grimes On-Call route due to the low use and efficiency of the service. Instead, DART will serve the area with an extension on the route 93 NW 86<sup>th</sup> Street.

**DART Route 76 Deer Ridge Shuttle**

DART proposes to eliminate the Deer Ridge Shuttle. This service was put in place as a temporary measure while a long term solution was planned and implemented. Currently, the shuttle operates just two days a week with limited access to just one stop at the Windsor Heights

Walmart. This area will instead be served by a weekday service fixed route 11. The proposed service extension on the Route 11 will provide expanded access to the transit network and a direct route into downtown Des Moines.

**DART Route 92**

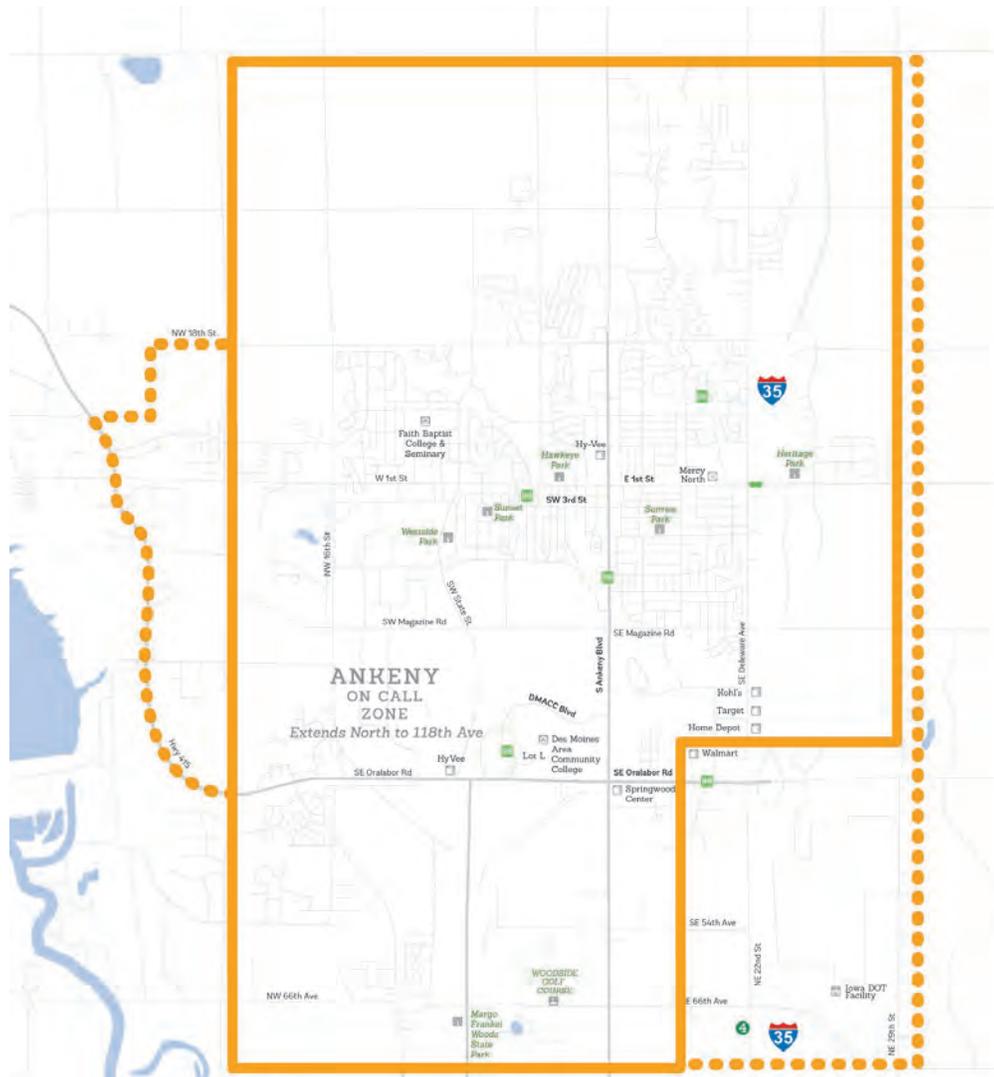
DART has proposed consolidating two PM peak trips with low ridership on Route 92. The proposed schedule consolidates those trips into five outbound trips and two inbound trips. Morning trips are not affected by this change.

**DART Route 95**

DART Proposes to consolidate trips in both the AM and PM peak commute times. Existing AM trips will be reduced from four to three trips and PM trips will be reduced from four to three trips. Trips times were also adjusted slightly to improve departure and arrival times downtown.

**Ankeny On-Call Service**

DART is proposing to increase the span of service hours from the current schedule of three days a week with limited hours to operating all weekdays from 9 a.m. to 4 p.m. DART also proposes to increase the service zone to include the Iowa DOT.





## Public Participation Plan and Outreach

DART staff designed a Public Participation Plan in accordance with the agency's Title VI Program guidelines to share proposed service changes with the public and gather meaningful feedback. DART has offered early and continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of the proposed service changes. Outreach efforts occurred in the Fall of Winter of 2018 to collect feedback on existing conditions as well as in Spring of 2019 to share recommended changes and collect feedback.

Information about the proposed changes was shared online ([www.ridedart.com/2019](http://www.ridedart.com/2019)), on board affected routes, on social media, and through two rounds of public meetings in each of the following member communities: Ankeny, Clive, Des Moines, Grimes, Urbandale, and West Des Moines. The meetings were publicized in advance via on-board and email messages to riders. For those unable to attend the meetings, notices made customers aware that comments could be directed to DART Customer Service by phone or email. A video overview of the changes and opportunity to ask questions and provide feedback was streamed on Facebook Live and made available thereafter.

Public feedback has been mostly supportive of the proposed changes, however some customers have expressed concerns about reductions to services that they rely on, or that DART is not going far enough to improve services in some areas. In particular, DART received a number of concerns about proposed alignment changes from customers who ride Route 52 to the Wells Fargo and Athene campuses near Jordan Creek in West Des Moines. Additionally, DART was responsive to concerns raised by customers of the Grimes/NW Johnston On Call and Grimes City council to ensure that the alignment for the extension of Route 93 best served area residents. DART also received several comments from customers who would like to see the midday service on Route 10 maintained.

## Conclusion

Since implementing substantial schedule changes in August 2018 and additional changes in January 2019, DART has evaluated the effectiveness of those changes and developed the proposed October 2019 changes to make necessary adjustments to improve the efficiency and effectiveness of the transit network. The proposed changes are considered "major service changes" under DART's policy for routes 10, 11, 52, 72, 73, 92, 95, Ankeny On-Call, Grimes On-Call, and the Deer Ridge Shuttle. Route 10 was the only "major service change" route to possibly cause a disparate impact on minority populations.

A potential mitigation to the disparate impact of reducing service on Route 10 would be to identify additional revenues or savings from other routes so that midday service could be retained. There are no other major businesses or institutions along the route that might be interested in partnering to continue midday service. Also, low midday ridership does not justify transferring resources from another route.



## APPENDIX

# Methodology and Analysis



## Title VI Service Equity Analysis

### Data Sources and Definitions

Data from the American Community Survey (ACS), DART ridership reporting, and customer surveys were used to perform the Title VI analysis.

2017 ACS five-year estimates provided block-group-level population data for the existing network demographic analysis. For purposes of this analysis, the following origin by race categories were defined as minority:

- Black or African American alone
- American Indian or Alaska Native alone
- Asian alone
- Native Hawaiian or Other Pacific Islander alone
- Hispanic or Latino alone
- "Other" race alone
- Two or more races

Individuals who reported in the ACS that their income over the previous 12 months fell below the federal poverty line were defined as low-income for the geographic analysis.

Results from the 2018 DART Customer Satisfaction on-board survey informed the Title VI evaluation of whether proposed service changes created a potential for a disparate impact or disproportionate burden. Survey respondents were asked to identify their race or ethnicity from the following categories and could select all that applied:

- Caucasian/White
- African American/Black
- Hispanic/Latino
- Native American
- Asian/Pacific Islander
- Middle Eastern/North African
- Other

Respondents who selected any combination of answers other than only Caucasian/White were considered minority riders.

The survey also asked respondents to provide their household income before taxes among the following income brackets:

- Less than \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999

- \$50,000 - \$74,999
- \$75,000 or More

DART utilizes the federal poverty guideline updated each year by the U.S. Department of Health and Human Services to define low-income populations. See [Table 6](#). The survey data did not include information on respondents' household sizes. Assuming an average household size of four people, incomes under \$25,750 fall below the poverty guideline. Thus, all DART survey respondents who selected "Less than \$10,000," "\$10,000 - \$14,999," and "\$15,000 - \$24,999" were considered low- income for purposes of this analysis.

*Table 1: 2019 Poverty Guideline for Determining Low-Income Status*

HHS Poverty Guideline for 2019	
Household Size	Income
1	\$12,490
2	\$16,910
3	\$21,330
4	\$25,750
5	\$30,170
6	\$34,590
7	\$39,010
8	\$43,430

Source: U.S. Department of Health and Human Services, 2019.

### Magnitude of Service Changes

A major service change is when 25 percent or more of a route's revenue hours or revenue miles is added or reduced, or when the total revenue hours for the system are expanded or reduced by 10 or more percent." (DART 2019 Title VI Program Update, Service and Fare Equity Policy).

[Table 2](#) below shows the magnitude of the proposed change by each affected route. Highlighted routes are identified as major service changes.



Table 2: Service Change Hours and Miles Comparison

October 2019 Service Change Revenue Hours / Miles Comparison							
Route	Route Description	Existing Revenue Hours	Existing Revenue Miles	Proposed Revenue Hours	Proposed Revenue Miles	% change in Revenue Hours	% change in Revenue Miles
10	EAST UNIVERSITY	3,562	56,880	1,586	26,421	-55%	-54%
11	INGERSOLL AVE	2,150	22,037	2,576	28,823	19.8%	30.8%
14	BEAVER AVE	8,354	132,008	8,925	124,853	6.8%	-5.4%
52	VALLEY WEST/JORDAN CREEK	9,574	244,141	12,138	292,232	26.8%	19.7%
72	WEST DES MOINES/CLIVE FLEX	10,248	102,790	10,684	170,337	4.3%	65.7%
73	URBANDALE/WINDSOR HTS FLEX	2,499	30,416	0	0	-100.0%	-100.0%
74	NW URBANDALE FLEX	989	17,281	1,020	19,890	3.1%	15.1%
75	GRIMES ON CALL	1,239	12,250	0	0	-100.0%	-100.0%
76	DEER RIDGE SHUTTLE	179	2,438	0	0	-100.0%	-100.0%
92	HICKMAN EXPRESS	3,154	65,438	2,295	48,139	-27.2%	-26.4%
93	GRIMES/NW JOHNSTON	3,613	86,287	3,769	86,621	4.3%	0.4%
95	VISTA EXPRESS	1,245	23,695	898	18,199	-27.9%	-23.2%
98	ANKENY EXPRESS	7,170	180,517	5,661	136,425	-21.0%	-24.4%
OC-ANK	ANKENY ON CALL	858	8,419	2,040	27,540	137.8%	227.1%
MOD Pilot	MOBILITY ON DEMAND PILOT	NA	NA	NA	NA	100.0%	NA
Total		54,834	984,598	51,591	979,480	-5.9%	-0.5%

\*Actual impact on DART's operating budget is neutral since revenue from the Broadlawns partnership on Route 10 will decrease proportionately to the service decrease, and the MOD Pilot will incur costs not reflected in this table.



## Geographic Concentrations of Minority and Low-Income Populations

*Methodology:* To evaluate which demographic groups would be impacted by the proposed service changes, geographic concentrations of minority and low-income populations were identified using Geographic Information Systems (GIS) analysis. All Census block groups were joined with 2017 ACS demographic data. All people living within a half-mile of the DART network were included in the analysis. The percentage of minority and low-income riders for each route were compared to the percentages for the total system, per DART policy. A route with a major service change that serves a population that is 5 percentage points or more above the system average minority population or low income population would indicate a disparate impact or disproportionate burden, respectively.

*Result:* Table 3 includes the population and minority and low-income percentages for each route with above-average routes highlighted. Above-average block groups are also identified in Map 1 and Map 2. Upon analysis, Route 10 serves an area with above average minority population. The midday service reduction could therefore have a disparate impact on minority populations.

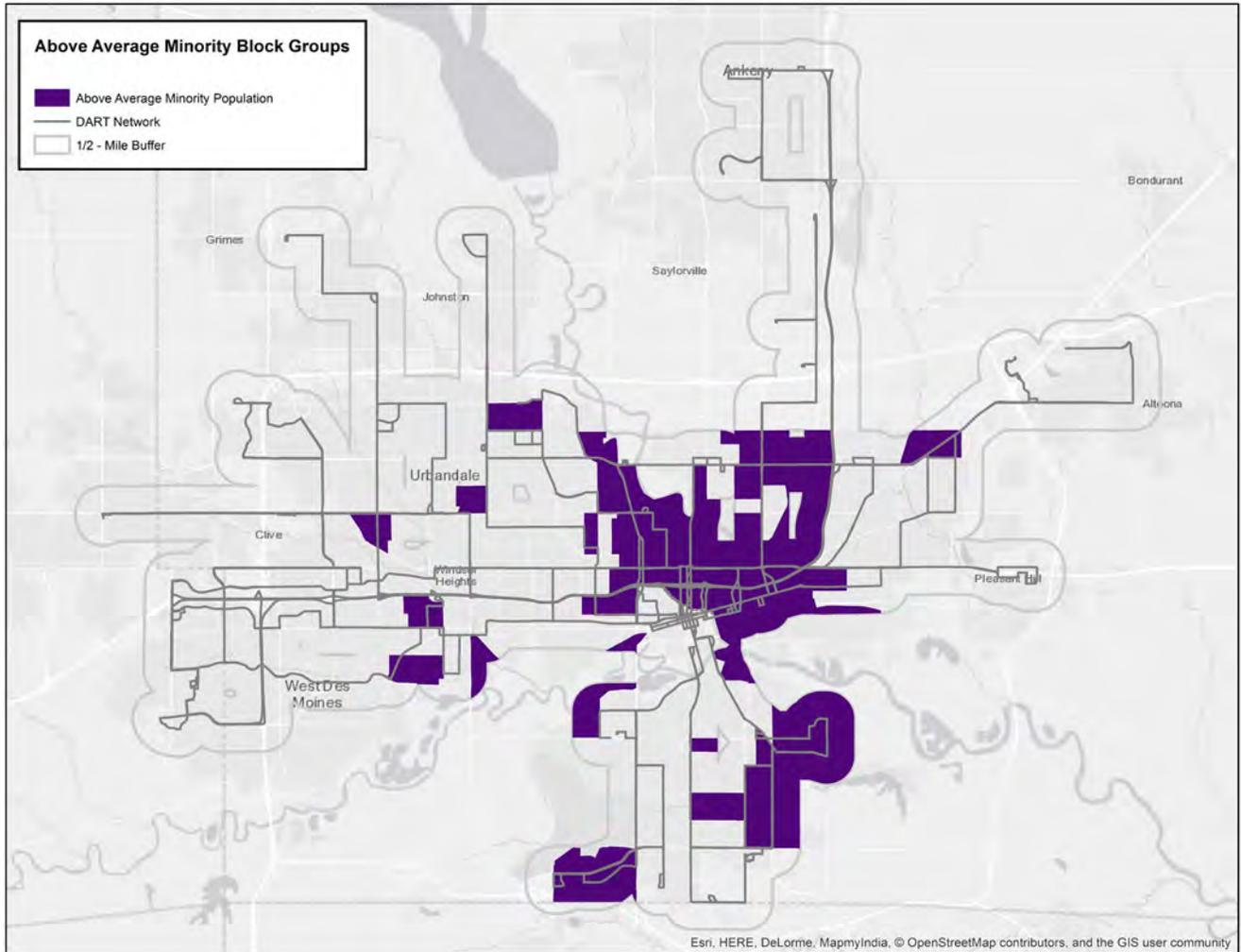


Table 3: DART Network Demographics, ACS 2017 5-Year Average

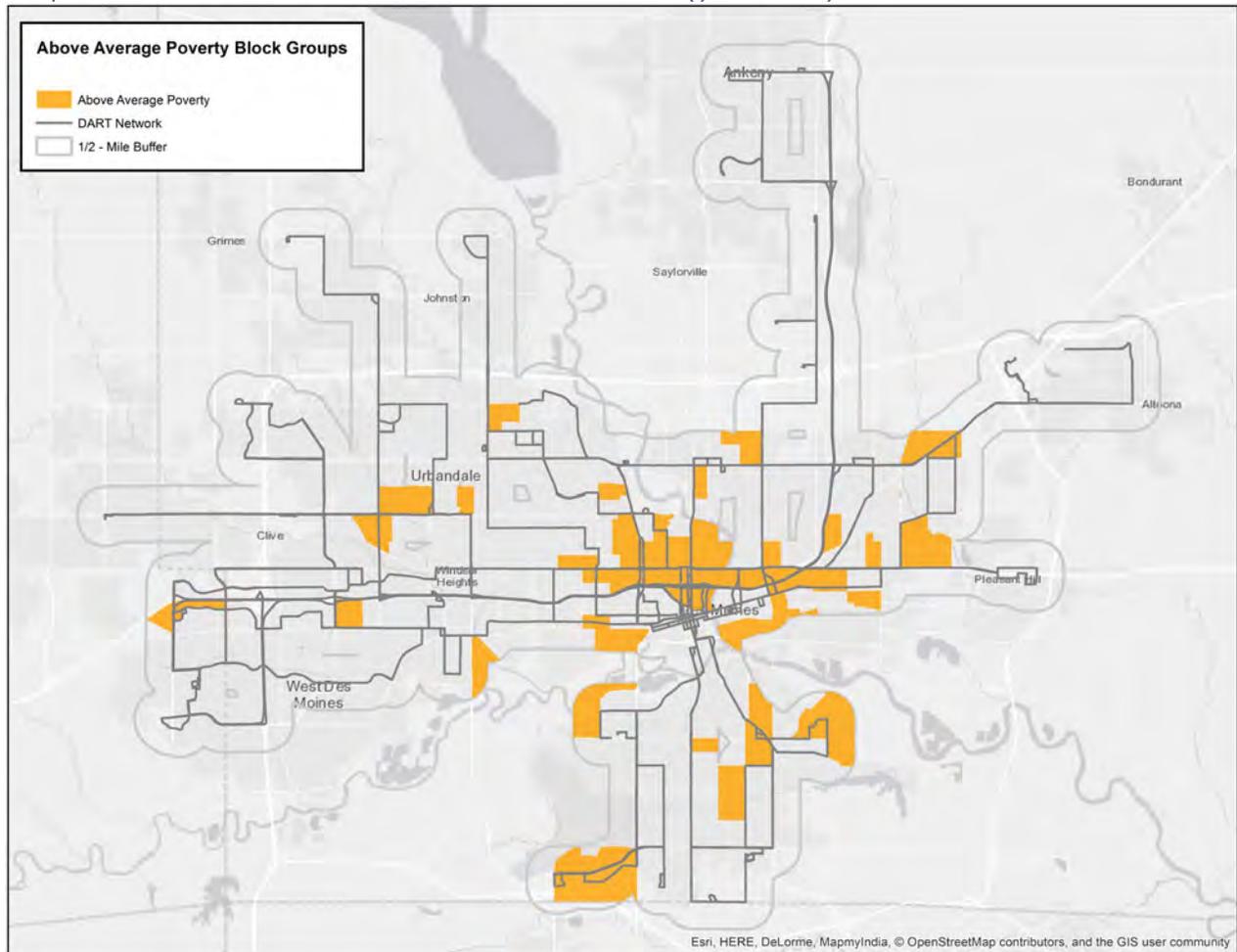
Minority and Low Income Population by Route					
Current Route	Total Population	Low-Income Population	Low-Income Percentage	Minority Population	Minority Percentage of the Population
1	29,438	6,329	21.50%	9,990	33.93%
3	33,674	7,380	21.92%	12,137	36.04%
4	29,970	5,452	18.19%	13,144	43.86%
5	43,706	6,773	15.50%	9,974	22.82%
6	23,286	5,143	22.09%	7,389	31.73%
7	22,664	3,647	16.09%	5,013	22.12%
8	21,081	3,026	14.36%	4,395	20.85%
10	26,129	5,664	21.68%	11,099	42.48%
11	23,416	2,974	12.70%	4,925	21.03%
13	10,692	2,820	26.38%	5,260	49.20%
14	37,457	7,511	20.05%	14,356	38.33%
15	21,235	4,891	23.03%	9,777	46.04%
16	37,711	7,401	19.63%	15,998	42.42%
17	32,918	7,749	23.54%	14,370	43.65%
50	38,653	6,274	16.23%	11,505	29.76%
52	54,893	7,570	13.79%	14,225	25.92%
60	33,062	7,800	23.59%	12,398	37.50%
72	25,429	1,701	6.69%	4,723	18.57%
73	19,750	1,742	8.82%	3,089	15.64%
74	9,945	487	4.90%	1,458	14.66%
92	50,207	7,911	15.76%	12,916	25.72%
93	48,902	7,769	15.89%	13,327	27.25%
94	40,979	6,999	17.08%	12,073	29.46%
95	42,578	6,153	14.45%	10,951	25.72%
96	46,578	6,100	13.10%	11,434	24.55%
98	42,072	7,696	18.29%	13,596	32.32%
99	33,963	6,632	19.53%	12,015	35.38%
D-LINE	8,625	2,159	25.03%	3,726	43.20%
LINK	3,907	1,051	26.91%	1,452	37.15%
System Total	892,921	154,803	17.34%	276,713	30.99%
Finding Threshold			22.34%		35.99%



Map 1: DART Service Area: Areas of Above Average Minority Populations



Map 2: DART Service Area: Areas of Above Average Poverty





## ACTION ITEM



**7B: Uniform Services Contract**

**Action: Approve a Three (3) Year Contract with Two (2) individual One (1) year options with Galls, LLC. to provide Uniforms and Uniform-Related Services for the Not to Exceed Amount of \$500,000**

**Staff Resource: Mike Tiedens, Procurement Manager**

### Background:

- DART is seeking a contractor to provide uniforms and uniform related services to DART. The services include, but are not limited to:
  - Durable high quality garments for Operators, Supervisors, Dispatchers, and Maintenance and Service personnel.
  - On-line, individualized accounts where employees can order selected garments and use their uniform allotment to purchase.
  - Measurement and tailoring services, emblem, patch and embroidery management, as needed.

### Procurement:

- DART conducted a Request for Proposals (RFP) the project. The RFP was published on May 14, 2019 and proposals were due on June 7, 2019.
- Three (3) proposals were received for the requested services and all were deemed responsive. The 3 proposers were:
  - Aramark
  - Cintas
  - Galls

### Evaluation Summary:

- Based upon the evaluation criteria identified in the RFP, DART has ranked the proposing firms in the following order with the referenced scores:
  - 1) Galls      3.81 / 5.0
  - 2) Aramark   2.48 / 5.0
  - 3) Cintas     2.39 / 5.0

### Galls, LLC Background:

- Formerly Carpenter Uniforms, purchased by Galls in 2017.
- Carpenter Uniforms was locally based and has been a provider of uniforms to DART for the last 7+ years.
- Galls is based out of Lexington, KY with a wide with a diverse product base and distribution nationwide.



## **ACTION ITEM**

### **7B: Uniform Services Contract**

#### **Product and Pricing Summary:**

- Approximately 50 different products across the departments
- Focus on comfort, durability and professional look
- Added high visibility (where applicable)
- Pricing proposal is approximately 1.5% increase from current prices; it also includes the same increase year over year for the term of the contract
- Uniform expense over past 3 years:
  - 2017 = \$102,220
  - 2018 = \$84,755
  - 2019 = \$89,150 (projected)

#### **Funding:**

- Funding will come from budgeted operating funds. The budget is dictated by the bargaining unit agreements.

#### **Recommendation:**

- Approve a Three (3) Year Contract with Two (2) individual One (1) year options with Galls, LLC. to provide Uniforms and Uniform-Related Services for the Not to Exceed Amount of \$500,000



## ACTION ITEM



**7C: Transit Optimization Study Contract**

**Action: Approve a contract with HNTB Corporation to provide a Transit Optimization Study for the amount Not to Exceed \$350,000.**

**Staff Resource: Mike Tiedens, Procurement Manager**

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### **Background:**

- DART is seeking a qualified contractor to provide a study and corresponding plan to determine the best way for DART to serve the greater Des Moines region with public transportation services, ensure that all mobility options are coordinated, and meet the region's current and future needs. The scope of study will address the following items (but is not limited to):
  - Comprehensive evaluation of DART's existing services and system
    - Analysis of effectiveness and efficiency including ridership and performance
  - Market demand analysis
    - Assessment of regional transportation needs utilizing current market information as well as growth projections
  - Regional Mobility Model Assessment
    - Deliver a plan which will describe the range of public and private transportation service models that can meet the needs of the region
  - Recommendation for an Integrated Mobility Plan
    - Develop a vision for how DART can lead the greater Des Moines region towards identified mobility goals
  - Stakeholder and Public Participation
    - Detailed plan to accomplish outreach to all relevant parties and a plan to integrate the feedback

### **Procurement:**

- DART conducted a Request for Proposals (RFP) for the project. The RFP was published on March 25, 2019 and proposals were due at 2:00 PM on April 26, 2019.
- 4 Proposals Received :
  - HNTB Corporation
  - Macro
  - SRF Consulting
  - WSP USA
- DART conducted on-site interviews with the top 3 finalists on May 16, 2019



## **ACTION ITEM**

### **7C: Transit Optimization Study Contract**

#### **Evaluation Summary:**

- After on-site interviews were conducted and evaluations were completed, HNTB had the highest score:
  1. HNTB Corporation = 3.98
  2. WSP USA = 3.17
  3. SRF Consulting = 2.74
  4. Macro = 1.91
- Differentiating factors for selecting HNTB:
  - Demonstrated understanding of the opportunities and constraints of DART and the Des Moines region
  - Clear deliverables and a thoughtful approach to project steering and governance
  - Shared Use Mobility Center as a subcontractor; SUMC is a think tank for alternative forms of transportation/new mobility
  - Demonstrated a clear understanding of testing different business models
  - Data and analytics platform for origin-destination and travel analysis

#### **HNTB Background:**

- Engineering and planning consulting firm that specializes in program development and funding strategy implementation
- Incorporated in 1992 and based out of Kansas City, Missouri
- Similar project references include KCATA, City of Columbus (OH) and the Regional Transit Authority (RTA) of Southeast Michigan

#### **Cost and Funding:**

- Proposed Cost = \$299,813
- Proposed contingency for unforeseen additional tasks= 10%
- DART to negotiate final cost, schedule and scope of the project
- Funding will come from budgeted operating funds

#### **Recommendation:**

- Approve a contract with HNTB Corporation for the Transit Optimization Study for the amount Not to Exceed \$350,000
- Includes contingency for in-process changes in scope and the potential of additional funding and unidentified work



## ACTION ITEM



**7D: FY 2020 DART Business Planning**

**Action: Approve the proposed DART FY 2020 Business Scorecard**

**Staff Resource: Elizabeth Presutti, Chief Executive Officer**

### Background:

- Over three years ago, the DART Commission established Strategic Priority areas for the organization. These included:
  - Safety and Operational Excellence
  - Financial Stewardship and Sustainability
  - Workforce Performance, Readiness and Wellbeing
  - Partnerships and Engagement
- Objectives were established for these priority areas to ensure that staff were working on common goals, which were linked to individual annual performance plans.
- Given the changes in public transit industry, DART governance and staff it is the appropriate time to revisit our business plan moving forward.
- Since September 2019, the DART management team has been meeting to establish business focus areas and objectives for the next 3 years, commencing in FY 2020.
- These organizational focus areas and objectives were used to prioritize initiatives in the development of the FY 2020 budget as well as in the development of individual performance plans.
- The Commission approved in December 2019 the following business focus areas and associated objectives:

<b>1) Safety: DART provides a safe and secure transportation environment and ensures emergency preparedness</b>
• Keep our people safe and secure
• Ensure the security of DART facilities and information
• Plan for and execute regional emergency response
<b>2) Customers: DART is dedicated to providing a valued-customer experience</b>
• Plan and deliver effective service
• Prioritize the customer experience
• Improve public awareness
<b>3) Financial Stewardship: DART is committed to using resources wisely and increasing the efficiency of its operations</b>
• Ensure service is efficient
• Control costs
• Generate a sustainable funding structure for short- and long-term needs



**ACTION ITEM**

**7D: FY 2020 DART Business Planning**

<b>4) Community: DART enhances the region and lives through mobility and access to opportunity</b>
• Facilitate access to jobs, education and healthcare
• Support a strong, diverse, sustainable economy
• Collaborate with regional partners to enable mobility options for the region
<b>5) Preparing For The Future: DART is prepared for the future and fostering innovation</b>
• Build and nurture an inclusive, inspired, and high-performing workforce
• Drive and foster organizational innovation and agility
• Plan for the future mobility and facility needs for the region

- Since December, staff has been working on establishing measurements and goals for the established organizational objectives. Departments have also worked to establish measurements and goals for the established objectives.
- The proposed FY 2020 enterprise business scorecard with measurements and targets for the associated objectives is attached.

**Recommendation:**

- Approve the proposed DART FY 2020 Business Scorecard.



● Draft 
 ● Not started 
 ● On Track 
 ● Behind 
 ● Overdue 
 ● Complete 
 ↗ Direct Alignment 
 ↘ Indirect Alignment

**DART PLAN SAFETY**

Measurement	DART Target	YTD	Current Co...	Update
<b>Keep people safe and secure</b>				
→ Maintain Preventable Accident Rate of 2 per 100,000 miles	< 2 Accidents		Not started	No updates recorded
→ Maintain sum of property and casualty damage <\$50,000	\$50,000		Not started	No updates recorded
→ Achieve Safety and HR worker's compensation measurements	100%		Not started	No updates recorded
<b>Ensure the security of DART information</b>				
→ Maintain Zero Intrusion Outage Incidents	0 Incidents		Not started	No updates recorded
→ Complete Privacy Data Audit	100% Completion		Not started	No updates recorded
<b>Plan for and execute regional emergency response</b>				
→ Conduct one annual emergency training exercise	1 Exercise		Not started	No updates recorded
→ Develop a disaster recovery plan	100%		Not started	No updates recorded

**CUSTOMERS**

Measurement	DART Target	YTD	Current Co...	Update
<b>Plan and deliver effective service</b>				
→ Maintain average monthly on-time performance of 85%	85%		Not started	No updates recorded
→ Increase ridership by 1% over FY2019	1% increase		Not started	No updates recorded
<b>Prioritize the customer experience</b>				
→ Increase rider satisfaction with overall quality of service by 2% 81%	81%		Not started	No updates recorded
→ Improve customer response time to 2 business days	2 Business Days		Not started	No updates recorded
→ Maintain employee engagement survey score of 5.0 (FY21)	5.0 Survey Score		Not started	No updates recorded
<b>Improve public awareness</b>				
→ Increase percent of boardings using the mobile app:	8.0%		Not started	No updates recorded
→ Improve awareness of DART among non-riders by 1%	87%		Not started	No updates recorded

**FINANCIAL STEWARDSHIP**

Measurement	DART Target	YTD	Current Co...	Update
<b>Ensure service is efficient</b>				
→ Increase farebox cost recovery ratio to 20%	20%		Not started	No updates recorded
→ Increase average passengers per hour tby 5%	5%		Not started	No updates recorded
<b>Control costs</b>				
→ Cost per rider	<\$150.00		Not started	No updates recorded

→ Maintain actual expenses below budget	100%	Not started	No updates recorded
→ Establish forecast of IT maintenance contract costs to project future expenses	100%	Not started	No updates recorded
<b>Generate a sustainable funding structure for short- and long-term needs</b>		Not started	No updates recorded
→ Increase Partnership & Advertising revenue: \$1.0445m to \$1.89m	\$1.89 million	Not started	No updates recorded
→ Maintain timely reporting of mandated filings for grant compliance	100%	Not started	No updates recorded
→ Complete accounts payable aging analysis	100%	Not started	No updates recorded
→ Pursue legislative initiatives to meet DART's funding needs		Not started	No updates recorded

## COMMUNITY

Measurement	DART Target	YTD	Current Co...	Update
<b>Facilitate access to jobs, education and healthcare</b>			Not started	No updates recorded
→ Maintain service of local routes to half of the region's jobs, healthcare and educational facilities	50%		Not started	No updates recorded
→ Develop service request tracking mechanism and reporting process:	100%		Not started	No updates recorded
<b>Support a strong, diverse, sustainable economy</b>			Not started	No updates recorded
<b>Collaborate with regional partners to enable mobility options for the region</b>			Not started	No updates recorded
→ Introduce alternative transportation provider partnerships (FY21)			Not started	No updates recorded
→ Identify partnership satisfaction with DART (FY21)			Not started	No updates recorded

## PREPARING FOR THE FUTURE

Measurement	DART Target	YTD	Current Co...	Update
<b>Build and nurture an inclusive, inspired, and high-performing workforce</b>			Not started	No updates recorded
→ Maintain average turnover rate of 3%	3%		Not started	No updates recorded
→ Maintain Average Vacancy Rate of <5%	5%		Not started	No updates recorded
→ Establish Training and Development Plans for all Administrative Staff:	100%		Not started	No updates recorded
<b>Drive and foster organizational innovation and agility</b>			Not started	No updates recorded
→ Successfully pilot Mobility on Demand Program	100%		Not started	No updates recorded
<b>Plan for the future mobility and facility needs for the region</b>			Not started	No updates recorded
→ Update the Capital Plan for FY2020	100%		Not started	No updates recorded
→ Conduct a transit optimization study	100%		Not started	No updates recorded
→ Develop a technology plan for short and long-term needs	100%		Not started	No updates recorded



## ACTION ITEM



**7D: May FY2019 Consolidated Financial Report**

**Action: Approve the May 2019 Consolidated Financial Report**

**Staff Resource: Amber Dakan, Finance Manager**

### Year-to-Date Budget Highlights:

#### Revenue:

- Fixed Route Operating revenue year to date is 6.21% below budget projections. Cash Fares and Monthly Passes are driving the underbudget levels. Conversely, the categories Mobile Ticketing, Other Contracted Revenue, School Funding, and Advertising Revenue have all exceeded the annual budget amount.
- Fixed Route Non-Operating revenue is higher than budget projections by 2.24%. This is resulting from higher performing interest income, higher than budgeted Miscellaneous Income and Federal Leasing Funds.
- Paratransit Operating revenue is under budget by 35.36%. Other Contracted Services trips account for the shortfall in revenue.
- Paratransit Non-Operating revenue is 2.56% under budget resulting from less eligible expenses reimbursable by 5310 federal funds.
- Rideshare revenues are 5.03% below budget. Rideshare revenue does cover the year to date expenses.

#### Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 0.01% below budget projections. Fuel and Insurance continue to see savings which is offset by unanticipated expenses in other areas such as Loss on Disposition of Fixed Assets, FEMA Related Expenses, and Repairs to Buildings & Grounds.
- Paratransit Budget Summary – Operating expenses are 9.82% under budget. Salaries, Wages, and Fringes, Fuel & Lubricants, and Insurance expenses are seeing the largest savings.
- Rideshare Budget Summary – Rideshare has a budget savings of 9.35% year to date. Salaries, Wages, and Fringes and Insurance Expense are the primary categories seeing savings.

#### Recommendation:

- Approve the May 2019 Consolidated Financial Report.

#### **\*\* TOTAL Un-Audited Performance of May FY2019 Year to Date as Compared to Budget:**

Fixed Route	\$	162,700	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	(265,260)	\$255,751.34
Rideshare	\$	<u>21,513</u>	
Total	\$	(81,047)	

**FY2019 Financials:**

**May 2019**

FIXED ROUTE	May 2019			Year-To-Date-(11) Months Ending 05/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	426,802	470,500	(43,698)	4,853,904	5,175,500	(321,596)
Non-Operating Revenue	1,923,171	1,952,302	(29,131)	21,957,114	21,475,325	481,789
Subtotal	2,349,973	2,422,802	(72,830)	26,811,018	26,650,825	160,193
Operating Expenses	2,615,280	2,409,538	(205,742)	26,502,413	26,504,921	2,507
Gain/(Loss)	(265,307)	13,264	(278,571)	308,604	145,904	162,700

PARATRANSIT	May 2019			Year-To-Date-(11) Months Ending 05/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	98,394	133,333	(34,940)	948,072	1,466,667	(518,595)
Non-Operating Revenue	132,872	133,872	(1,000)	1,437,285	1,472,589	(35,304)
Subtotal	231,265	267,205	(35,940)	2,385,357	2,939,256	(553,899)
Operating Expenses	233,649	267,205	33,556	2,650,617	2,939,256	288,639
Gain/(Loss)	(2,383)	-	(2,383)	(265,260)	-	(265,260)

RIDESHARE	May 2019			Year-To-Date-(11) Months Ending 05/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	66,995	71,283	(4,288)	744,658	784,117	(39,459)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	66,995	71,283	(4,288)	744,658	784,117	(39,459)
Operating Expenses	76,926	71,283	(5,643)	723,145	784,117	60,972
Gain/(Loss)	(9,931)	-	(9,931)	21,513	-	21,513

Summary	May 2019			Year-To-Date-(11) Months Ending 05/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	592,190	675,117	(82,926)	6,546,634	7,426,283	(879,650)
Non-Operating Revenue	2,056,043	2,086,174	(30,131)	23,394,399	22,947,914	446,485
Subtotal	2,648,233	2,761,291	(113,058)	29,941,033	30,374,197	(433,165)
Operating Expenses	2,925,855	2,748,027	(177,828)	29,876,175	30,228,293	352,118
Gain/(Loss)	(277,622)	13,264	(290,886)	64,857	145,904	(81,047)



## DISCUSSION ITEM



8A: Advertising Policy

*Staff Resource: Paul Drey, DART Legal Counsel*

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- DART's legal counsel will give an update regarding potential changes to DART's advertising policy.



## DISCUSSION ITEM



8B: Facilities Project Update

*Staff Resource: Jamie Schug, Chief Financial Officer*

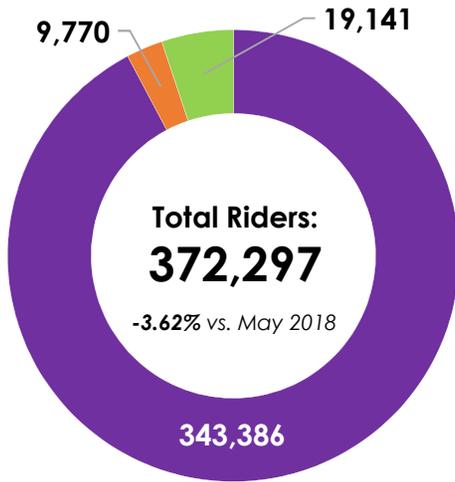
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- Staff will give a presentation to update the commission on progress and next steps regarding DART facilities



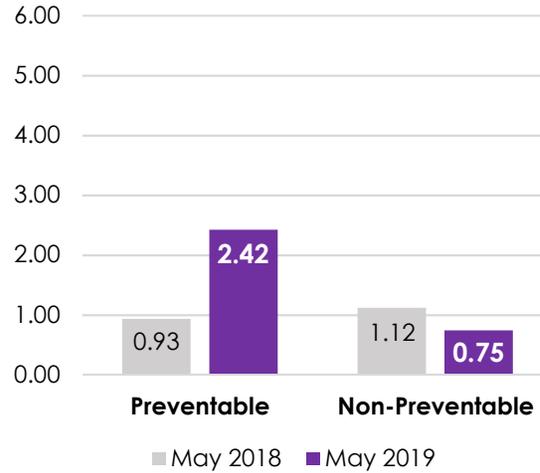
# Performance Summary – May 2019

## Ridership

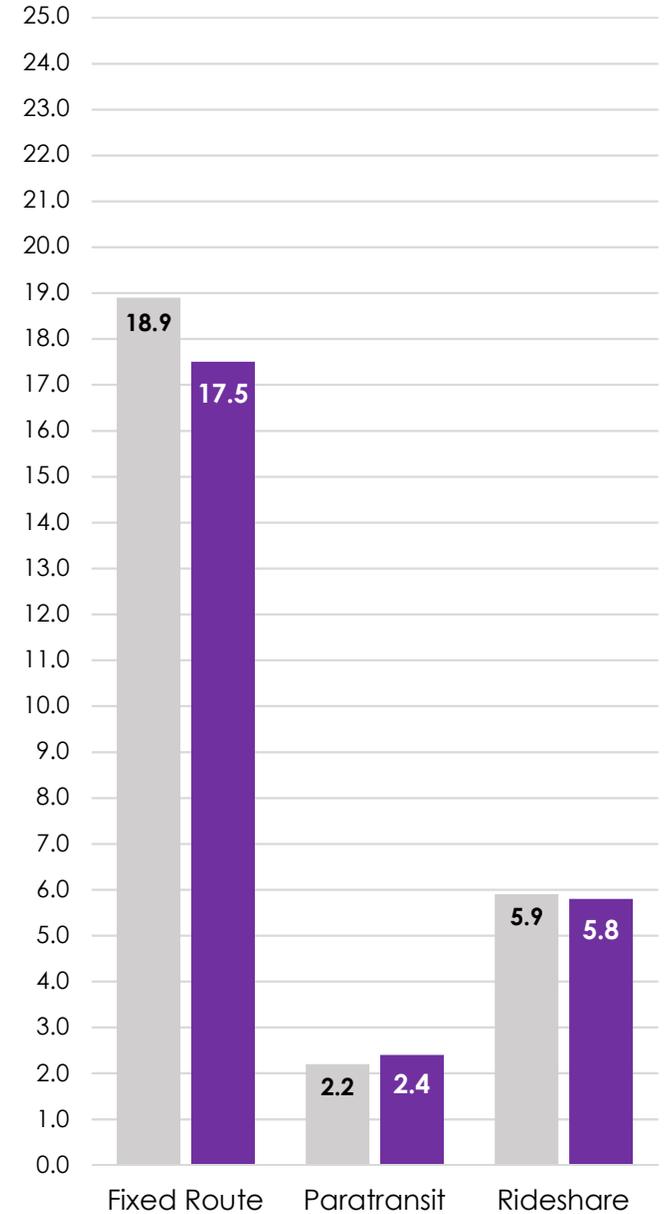


■ Fixed Route ■ Paratransit ■ Rideshare

## Accidents / 100K Miles

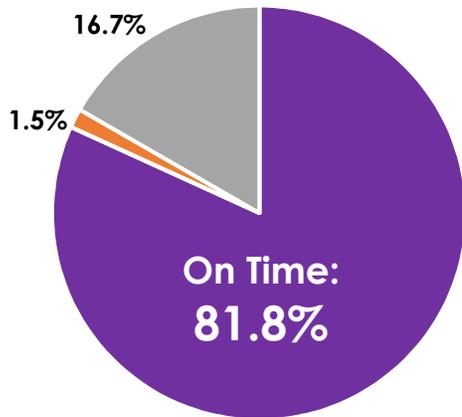


## Passengers Per Revenue Hour



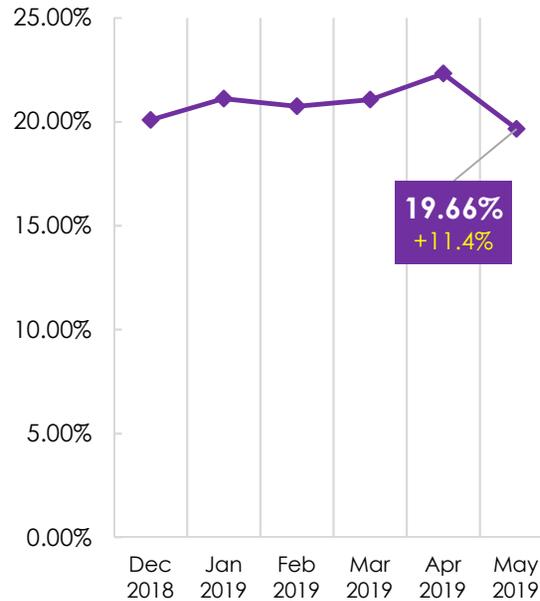
■ May 2018 ■ May 2019

## On Time Performance



■ On Time ■ Early ■ Late

## Cost Recovery Ratio



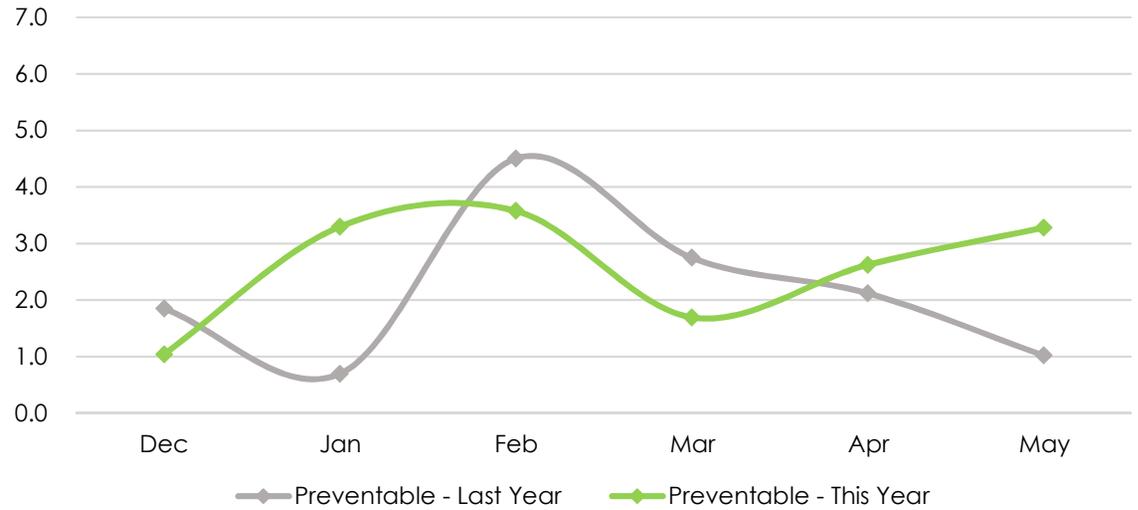


# Safety Performance – May 2019

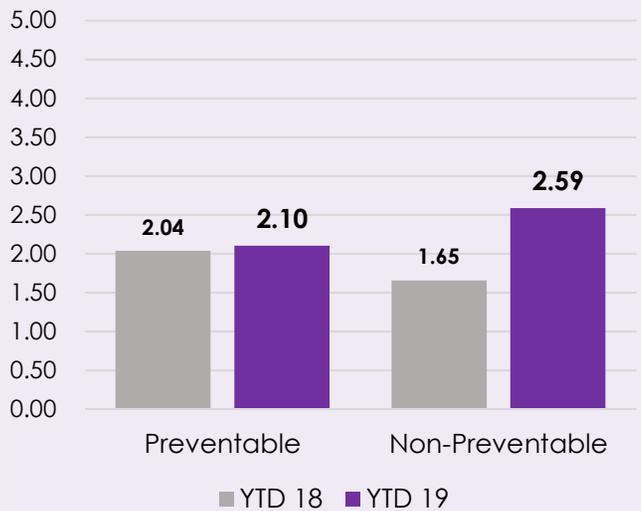
## Preventable Accident Report May 2019

	Accidents	Per 100,000 Miles
Dec 2018	5	1.04
Jan 2019	11	2.15
Feb 2019	11	2.28
Mar 2019	9	1.73
Apr 2019	9	1.60
<b>May 2019</b>	13	2.42
<b>YTD 2019</b>	90	1.55
YTD 2018	83	1.46
<b>YTD Change</b>	+7	6.16%

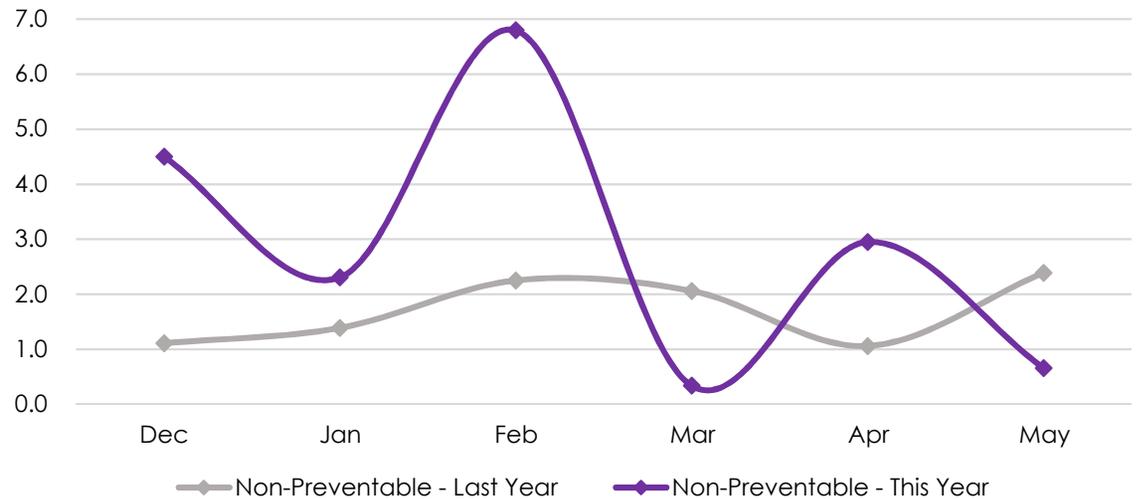
## Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



## Year To Date – Fixed Route Accidents Per 100,000 Miles



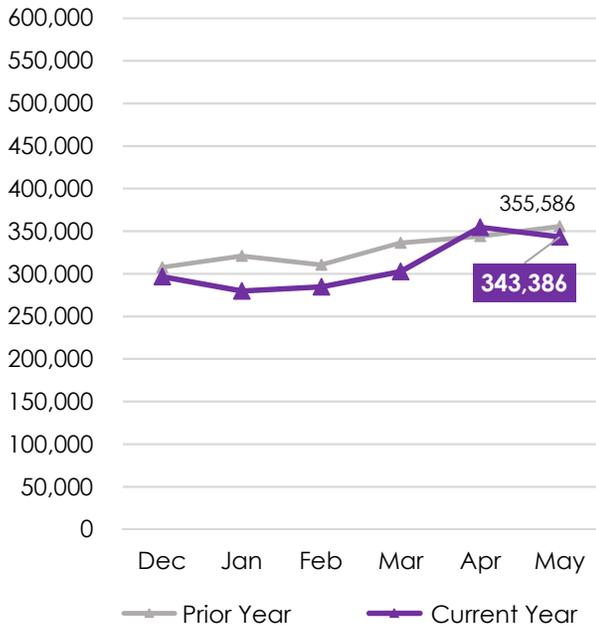
## Non-Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



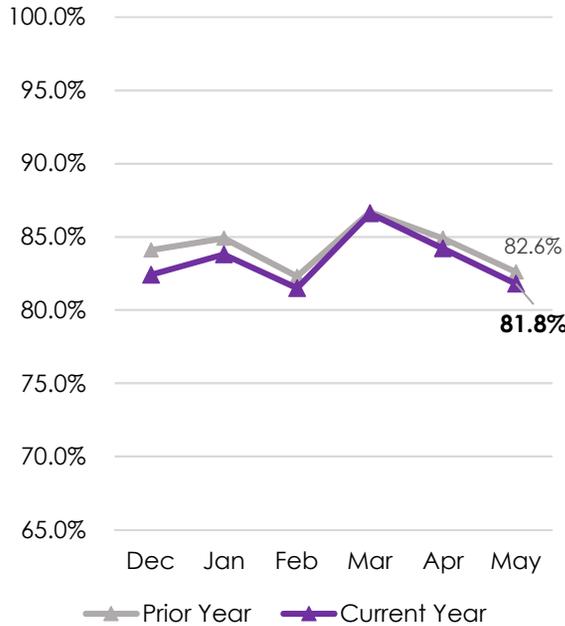


# Fixed Route Performance – May 2019

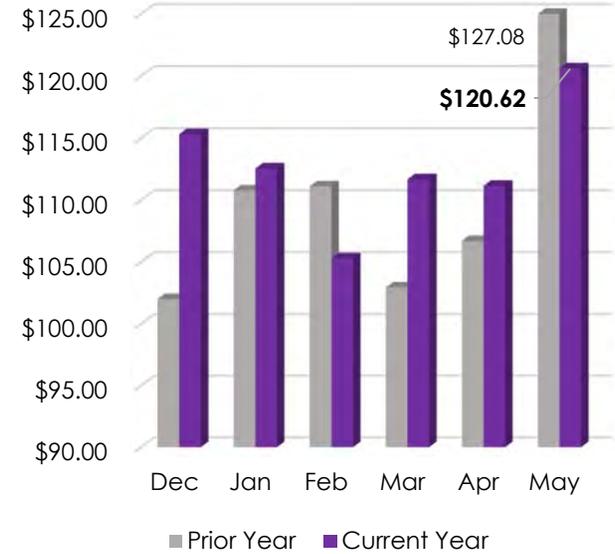
### Total Ridership



### On Time Performance



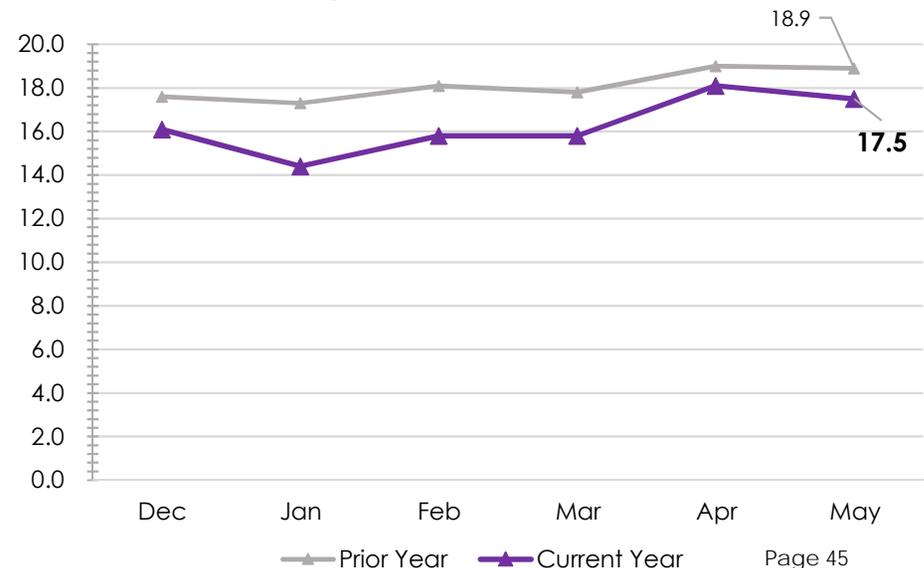
### Operating Cost Per Revenue Hour



### YTD Report – Fixed Route

Metrics	FY18	FY19	% Change
<b>Customer Service</b>			
On Time Performance	82.36%	81.50%	-1.04%
Complaints p/100K Cust.	13.72	11.98	-12.71%
Roadcalls p/100K Miles	22.33	15.66	-29.86%
Passengers Per Revenue Hour	19.2	17.8	-7.15%
<b>Financial</b>			
Operating Cost/Rev. Hour	\$107.82	\$113.05	4.85%
<b>Ridership</b>			
Fixed Route Ridership	3,898,821	3,791,391	-2.76%

### Passengers Per Revenue Hour

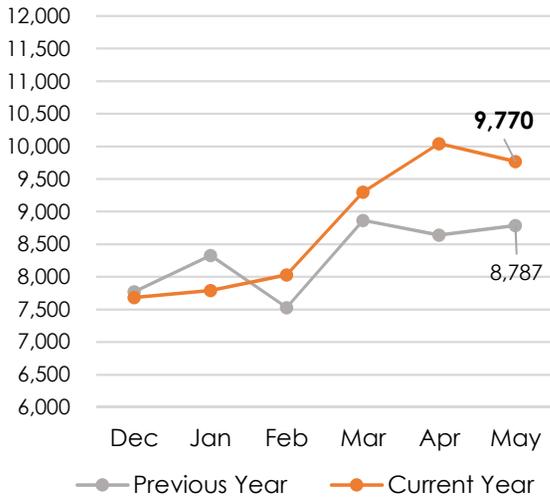




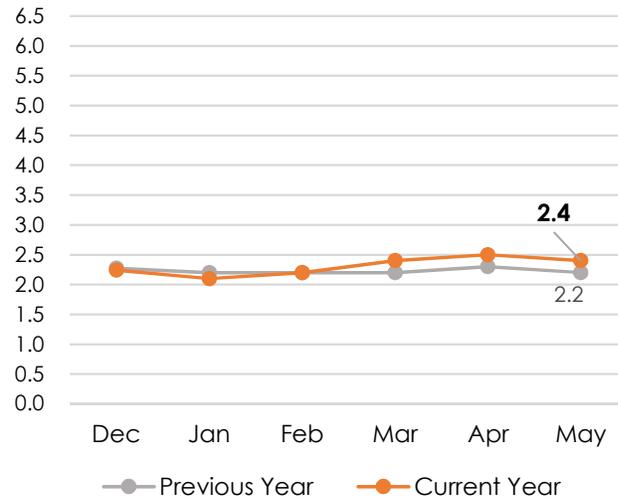
# Paratransit & Rideshare Performance – May 2019

## Paratransit

**Total Ridership**



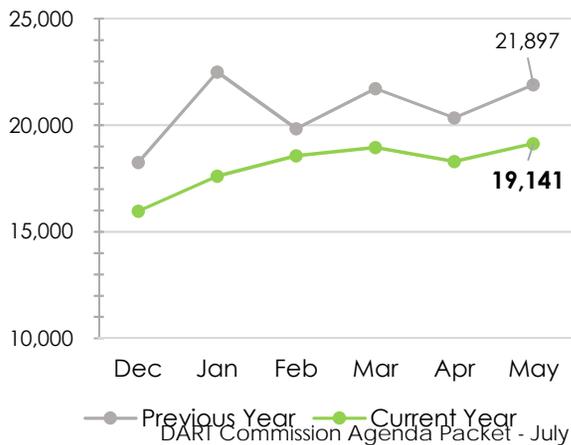
**Passengers Per Revenue Hour**



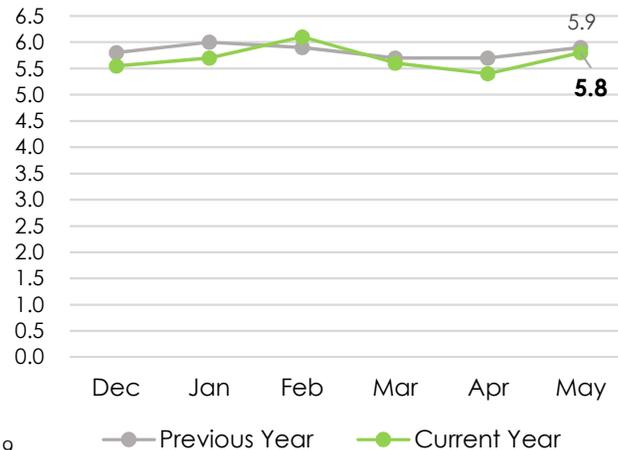
YTD Report	FY18	FY19	% Change
<b>Customer Service</b>			
On Time Performance	83.51%	83.95%	0.52%
Complaints p/100K Cust.	107.86	137.18	27.19%
Roadcalls p/100K Miles	7.79	4.88	-37.34%
Passengers Per Revenue Hour	2.3	2.2	-3.65%
<b>Financial</b>			
Operating Cost Per Run	\$402.11	393.51	-2.14%
<b>Ridership</b>			
Total Passengers	94,566	94,763	0.21%

## Rideshare

**Total Ridership**



**Passengers Per Revenue Hour**



YTD Report	FY18	FY19	% Change
<b>Customer Service</b>			
Passengers Per Revenue Hour	5.7	5.7	0.57%
<b>Financial</b>			
Operating Cost Per Passenger	\$5.85	\$6.03	3.08%
<b>Ridership</b>			
Total Passengers	216,428	204,893	-5.33%



# Detailed Ridership Report – May 2019

	19-Feb	19-Mar	19-Apr	19-May	18-May	May % Change FY19	FY19 May YTD	FY18 May YTD	YTD % Change FY19
<b>Fixed Route</b>	284,673	302,662	354,719	343,386	355,586	-3.43%	3,791,391	3,898,821	-2.76%
<b>1. Local</b>									
#1 - Fairgrounds	13,392	13,823	16,331	15,879	19,247	-17.50%	402,288	424,395	-5.21%
#3 - University	25,581	30,005	33,542	32,287	29,922	7.90%	340,304	330,294	3.03%
#4 - E. 14th	13,366	15,428	17,982	17,182	17,575	-2.24%	172,330	172,126	0.12%
#5 - Franklin Ave/Johnston	8,981	8,398	10,944	10,283	11,990	-14.24%	105,053	105,756	-0.66%
#6 - Indianola	23,320	24,162	29,322	28,475	29,454	-3.32%	288,744	303,360	-4.82%
#7 - SW 9th St	31,017	32,888	37,634	36,712	33,235	10.46%	361,945	372,160	-2.74%
#8 - Fleur Dr	3,629	3,136	4,205	3,630	5,800	-37.41%	43,207	52,831	-18.22%
#10 - East University	2,486	2,607	3,262	3,145	3,865	-18.63%	31,956	34,132	-6.38%
#11 - Ingersoll/Valley Junction	1,786	1,843	1,878	1,990	1,874	6.19%	21,112	19,353	9.09%
#13 - Evergreen	6,354	4,542	6,318	5,633	8,128	-30.70%	59,230	70,487	-15.97%
#14 - Beaver Ave	15,214	15,273	19,546	19,275	21,037	-8.38%	193,349	216,152	-10.55%
#15 - 6th Ave	21,623	20,895	26,308	25,630	25,849	-0.85%	264,635	263,516	0.42%
#16 - Douglas Ave	27,708	30,110	34,920	33,045	37,699	-12.35%	356,770	375,007	-4.86%
#17 - Hubbell Ave/Altoona	17,636	20,077	23,462	23,636	25,230	-6.32%	247,859	255,780	-3.10%
#50 - Euclid	3,899	4,386	5,209	5,327	0	100.00%	39,691	0	100.00%
#52 - Valley West/Jordan Creek	10,529	12,368	12,597	12,296	13,758	-10.63%	138,091	149,299	-7.51%
#60 - Ingersoll/University	27,158	29,118	33,847	32,273	34,284	-5.87%	335,227	352,765	-4.97%
<b>2. Shuttle</b>									
Hy-Vee Shuttle	0	0	0	0	0	0.00%	1,560	0	100.00%
D-Line	11,221	13,233	14,492	14,912	15,898	-6.20%	152,315	155,018	-1.74%
Link Shuttle	594	591	1,708	1,376	379	263.06%	7,151	6,455	10.78%
<b>3. Express</b>									
#91 - Merle	0	0	0	0	0	0.00%	0	3,501	-100.00%
#92 - Hickman	2,462	2,250	2,525	2,423	2,462	-1.58%	25,946	25,575	1.45%
#93 - NW 86th	2,459	2,721	3,043	2,783	2,823	-1.42%	30,725	30,080	2.14%
#94 - Westtown	603	684	682	692	876	-21.00%	9,589	10,997	-12.80%
#95 - Vista	1,111	1,069	1,219	1,197	1,011	18.40%	11,752	11,182	5.10%
#96 - E.P. True	1,837	1,995	2,140	2,055	1,954	5.17%	22,175	22,261	-0.39%
#98 - Ankeny	5,781	5,660	6,030	5,526	6,036	-8.45%	66,556	71,221	-6.55%
#99 - Altoona	1,300	1,178	1,348	1,326	1,223	8.42%	14,361	15,473	-7.19%
<b>4. Flex</b>									
#72 - West Des Moines/Clive	2,703	3,259	3,229	3,490	2,876	21.35%	36,282	37,909	-4.29%
#73 - Urbandale/Windsor Heights	204	190	194	170	165	3.03%	1,970	2,125	-7.29%
#74 - NW Urbandale	498	515	573	538	633	-15.01%	6,734	6,383	5.50%
<b>5. On Call</b>									
Deer Ridge	12	17	6	7	49	-85.71%	134	181	-25.97%
Ankeny	60	102	91	71	100	-29.00%	1,017	1,128	-9.84%
Johnston/Grimes	149	137	129	120	137	-12.41%	1,294	1,497	-13.56%
Regional	0	2	3	2	17	-88.24%	58	422	-86.26%
<b>Paratransit</b>	8,033	9,300	10,044	9,770	8,787	11.19%	94,763	94,566	0.21%
Medicaid	998	1,095	1,210	1,243	1,394	-10.83%	8,650	12,298	-29.66%
ADA BusPlus	4,480	4,873	5,057	4,994	4,348	14.86%	92,350	88,010	4.93%
<b>Rideshare</b>	18,576	18,953	18,300	19,141	21,897	-12.59%	204,893	216,428	-5.33%
<b>Total Ridership</b>	<b>311,282</b>	<b>330,915</b>	<b>383,063</b>	<b>372,297</b>	<b>386,270</b>	<b>-3.62%</b>	<b>4,091,047</b>	<b>4,209,815</b>	<b>-2.82%</b>



# MONTHLY REPORT



## 9A: Operations Team Report

Staff Resources: *Jamie Schug, CFO/Interim Chief Operating Officer*

- **DART Rodeo:** On June 22, 2019 DART held its annual Bus Operator Rodeo at the Lincoln High School north student parking lot. The winners of the small and large bus competitions had the opportunity to compete at the State Rodeo.

### Large Bus – Competition Class

- 1st place – Cesar Chavez
- 2nd place – Mohan Subba
- 3rd place – Justin Hazebroek

### Large Bus – Open Class

- 1st place – Greg Moore
- 2nd place – Carl Saxon
- 3rd place – Matt Rosendahl

### Small Bus – Competition Class

- 1st place – Kurt Mackel-Wiederanders

- **IPTA Conference and State Rodeo:** DART was able to recognize Pablo Martinez as 2019 Fixed Route Operator of the Year and Mark Smith as 2019 Paratransit Operator of the Year. Congratulations to both of these valued employees, they do an excellent job of demonstrating DART’s values to our riders.

Cesar Chavez, Mohan Subba and Kurt Mackel-Wiederanders competed against operators from across the state in the IPTA Rodeo held on June 29<sup>th</sup> at the Iowa Speedway in Newton. Cesar took home second place in the large bus competition.



- **Johnston Green Days Parade:** On June 15, 2019 DART participated in the Johnston Green Days Parade.





# MONTHLY REPORT



9B: External Affairs Team Report

Staff Resources: Amanda Wanke, Chief External Affairs Officer

## Marketing and Communications – Erin Hockman, Marketing and Communications Manager

- **Soft launch of DMACC’s Unlimited Access partnership** – To celebrate and kick off DMACC’s Unlimited Access partnership, DMACC President Rob Denson and KCWI “Iowa Live” host Lou Sipolt participated in a friendly driving competition on DART’s Rodeo course at Lincoln High School on Friday, June 21. Staff will be working with DMACC’s marketing team to develop a marketing plan and toolkit for DMACC to use to promote their new transit benefits to students, staff and faculty beginning this fall.
- **Member community outreach** – DART staff had the opportunity to participate in several community events, including:
  - Juneteenth Neighbor’s Day on June 15
  - Johnston Green Days Parade on June 15



- **MyDART app** – An update was released at the end of June adding social sign-in and the ability for DART to offer discounts using promotional codes. IT, marketing and customer service staff will be testing new ticket designs developed by Bytemark later this summer.
- **Special event promotions** – Staff is implementing marketing plans that promote DART service for several summer events, including:
  - Yankee Doodle Pops – DART will extend D-Line service so concertgoers can park anywhere along the route and ride the D-Line to and from the Capitol for the concert on July 3.
  - 80/35 Music Festival – DART is extending Route 60 service to every 20 minutes through midnight on July 12-13 for festival attendees. On these days, DART will offer a 50% discount on day passes purchased in the MyDART app with the promo code Festival50.
  - Iowa State Fair – DART will provide Park & Ride service to the Iowa State Fair August 8-18 and will again be offering half-priced tickets in the MyDART app.

**MONTHLY REPORT**  
**9B: External Affairs**



**Marketing Analytics Report**

Metric	Dec. 2018	Jan. 2019	Feb. 2019	March 2019	Apr. 2019	May 2019	May 2018	% Change Year Prior
MyDART App Accounts	8,859	9,317	9,751	10,159	10,601	11,185	2,687	75.98%
Website Unique Visitors	20,698	23,895	21,215	24,141	26,806	29,681	40,261	-35.65%
Facebook Likes	3,570	3,590	3,637	3,662	3,834	3,947	3,258	17.46%
Twitter Followers	2,150	2,177	2,181	2,201	2,206	2,230	2,129	4.53%
Email Subscribers	14,691	14,691	14,720	14,715	14,720	14,800	7,870	46.82%
Next DART Bus	115,312	165,613	194,468	169,534	149,736	157,967	55,846	64.65%
Real-time Map	28,580	38,748	38,580	38,128	29,977	30,074	21,284	29.23%
Trip Plans	19,704	26,742	26,209	26,280	26,104	20,081	11,322	43.62%
SMS Text Messaging	194,978	215,505	229,536	232,591	251,269	269,340	96,165	64.30%
IVR	8,121	7,692	7,064	7,758	8,421	8,808	7,809	11.34%

**MyDART App Report**

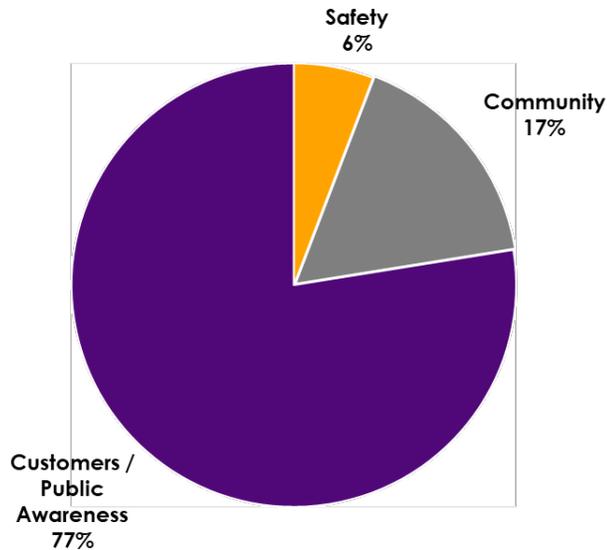
Metric	Dec. 2018	Jan. 2019	Feb. 2019	March 2019	April 2019	May 2019	TOTAL
Downloads	487	620	614	565	569	651	13,775
iOS	114	161	168	158	168	198	4,680
Android	373	459	446	407	401	453	9,095
Accounts Created	356	458	434	408	442	584	11,185
Orders Placed	2,404	2,517	2,451	2,923	3,162	3,275	42,911
Passes Purchased	2,964	3,199	3,026	3,828	5,058	7,013	63,079
Revenue	\$17,928	\$19,015	\$18,166	\$21,686	\$21,948	\$19,856	\$291,282

**DART in the News**

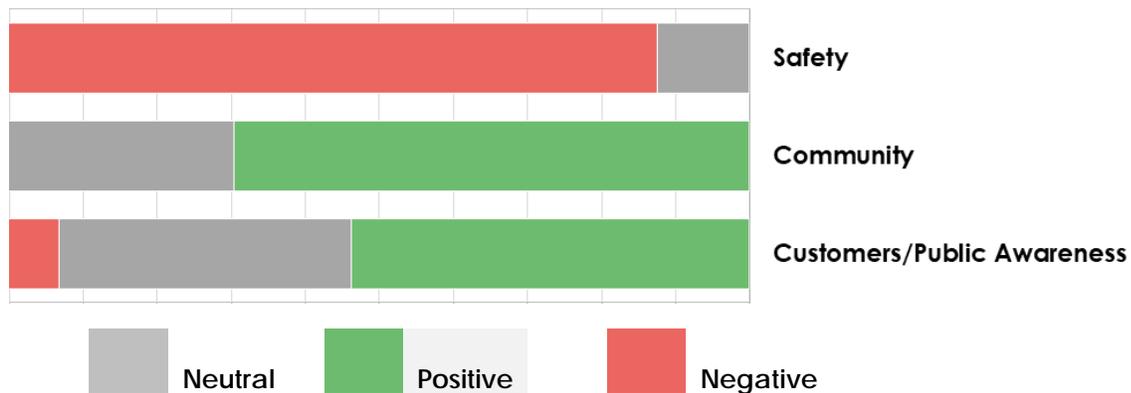
Date	Headline	Source	Medium	Reach	Sentiment	Strategic Priority
21-Jun-19	Local 5 News at Ten	WOI-DM (ABC)	Broadcast	7,058	Positive	Community
21-Jun-19	Local 5 News at Ten	WOI-DM (ABC)	Broadcast	7,058	Positive	Community
21-Jun-19	Local 5 News at Five	WOI-DM (ABC)	Broadcast	8,419	Positive	Community
2-Jun-19	Today in Iowa Sunday	WHO-DM (NBC)	Broadcast	16,228	Negative	Safety
2-Jun-19	Today in Iowa Sunday	WHO-DM (NBC)	Broadcast	16,228	Negative	Safety
1-Jun-19	Channel 13 News at 10	WHO-DM (NBC)	Broadcast	28,621	Negative	Safety
1-Jun-19	Channel 13 News at 6	WHO-DM (NBC)	Broadcast	47,741	Negative	Safety
31-May-19	Channel 13 News at 10	WHO-DM (NBC)	Broadcast	34,330	Negative	Safety
1-Jun-19	4 Juveniles Arrested After Hundreds of Teens Form Massive Brawl in Des Moines	WHOTV.com	Online	177,104	Negative	Safety
<b>Total Reach</b>				<b>342,787</b>		



DART NEWS AND SOCIAL MEDIA COVERAGE BY TOPIC



DART NEWS AND SOCIAL MEDIA SENTIMENT BY TOPIC



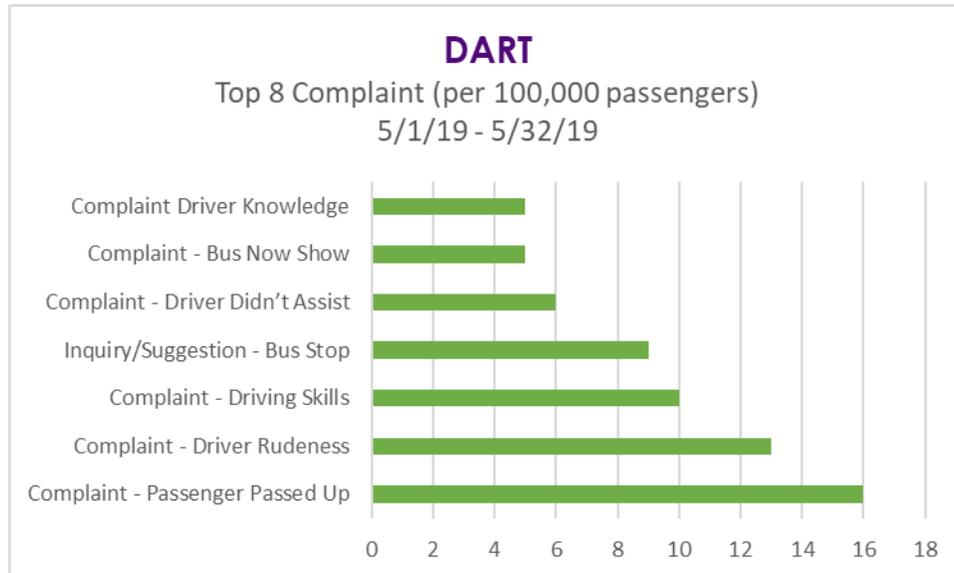
Customer Experience – Stephen Wright, Customer Experience Manager

Total Calls for May 2019

- Schedule Information – 4,889
- Receptionist – 299
- Paratransit – 4,201
- RideShare – 188
- Spanish Line – 35

Website Communication and Messages for May 2019

- Contact/Feedback Form = 57
- Voicemails = 111
  - Required response = 13 (9%)



**Planning – Luis Montoya, Planning and Development Manager**

- **October Service Change:** Proposed service changes to many of DART's suburban routes were finalized and prepared for approval by the DART Commission.
- **Mobility on Demand Pilot:** Staff have issued a Request for Proposals (RFP) for private transportation providers who can provide on-demand services to improve connections between a selected residential area and three popular DART bus stops. Staff hopes to partner with multiple companies such as taxis, Uber, or Lyft to provide options for customers and learn about the opportunities and challenges of this innovative transportation service model. Contract awards are expected at the August Commission meeting.
- **Transit Optimization Study:** Staff have selected a preferred contractor and negotiated a scope and budget. A recommendation to award a contract will be taken to the DART Commission at the July meeting.
- **June Service Change:** A minor service change was implemented on June 2, primarily to remove Des Moines Public Schools service.
- **August Service Change:** Staff are preparing a minor service change to be implemented in August, primarily to add back Des Moines Public Schools service for the summer and make adjustments to schedules to improve operations at Merle Hay Mall.

**Business and Community Partnerships – Matt Harris, Business and Community Partnerships Manager**

- **Funding Feasibility Study RFP:** DART has launched a feasibility study with the Cedar Falls, Iowa firm, Amperage Marketing & Fundraising, to identify potential fundraising opportunities for art shelters as well as other DART programs. The study will include interviews with prospective donors and will conclude by the end of calendar 2019 or early 2020.
- **HIRTA RideShare Partnership:** DART recently met with HIRTA staff to plan for the July 2019 launch of a vanpooling partnership between the two agencies. Individuals and businesses in the HIRTA region seeking commuter vanpooling solutions will be referred to DART to encourage their participation in the RideShare program.

**MONTHLY REPORT**  
**9B: External Affairs**



- Mobility Coordination Outreach:** DART’s mobility coordination outreach is a collaboration with Polk County Division of Children, Family and Youth Services. Efforts include transportation resource coordination and public education through ongoing travel training and human services outreach as well as participation in transit stakeholder meetings and community engagement events.

<b>FY2019 Mobility Coordination Training &amp; Outreach Totals</b>	<b>May 2019</b>	<b>FY2019 YTD</b>
Education/Schools	12	298
General Public	2	84
Human Services	35	722
Re-Entry	121	1,076
Refugee	21	156
Senior		99
<b>Total Participants</b>	<b>191</b>	<b>2,435</b>

- Staffing Update:** Business Partnerships Coordinator Nick Peterson has accepted a new role and will be leaving DART in July to become Community Outreach Manager for Alliant Energy. Since joining DART in 2016, Nick has been instrumental to securing and sustaining business partnerships for DART through the Unlimited Access and RideShare programs. DART wishes Nick well and thanks him for his contributions to the organization.
- Transit Riders Advisory Committee:** The next TRAC meeting is scheduled for Wednesday, July 10, 2019. Agenda items will include updates on DART’s partnership with Des Moines Public Schools, the Fall 2019 service change and the upcoming Transit Optimization Study.
- Unlimited Access Program:** DART is excited to welcome Des Moines Area Community College as a new Unlimited Access partner and recently announced the partnership at a special event with President Rob Denson. The City of Des Moines has signed a three-year renewal of their Unlimited Access partnership and Principal comes up for renewal in September 2019.



## MONTHLY REPORT



9C: Procurement

*Staff Resource: Mike Tiedens, Procurement Manager*

### Upcoming Procurements:

**Mobility on Demand Pilot** – DART is soliciting proposals from qualified transportation providers to provide travel to and from select DART bus stops. DART will partner with the providers to meet the various needs of the customers, provide options, and better understand customer preferences and costs. The partnerships will make up a pilot program that will run for approximately twelve (12) months and DART will evaluate the pilot during this time.

- Request for Proposals published in June 2019

**IT Consulting Services** – DART is soliciting proposals from qualified Information Technology (IT) firms to provide on-call/as needed support and consulting to DART staff. The IT support will address all agency IT needs. This includes managing the agency's data and voice network infrastructure (and the associated security), and developing and supporting agency enterprise applications such as financials, human resources, payroll, parts inventory, vehicle and facilities maintenance, route and manpower scheduling, and many more.

- Request for Proposals to be published in July 2019

**Electrical Infrastructure Upgrade (1100 DART Way)** – DART is seeking formal bids from construction firms to provide the electrical upgrade to the Paratransit Building at 1100 DART Way. The electrical upgrade is required in order to properly install the bus chargers to charge the battery electric buses arriving in 2020. Work will include demolition, electrical upgrade installation, installation of bus chargers and other associated work.

- Invitation for Bids published in June 2019

### Contracts and Task Orders Approved Recently:

**Parking Lot Crack Repair (1100 DART Way)** – DART sought quotes for the repair of cracks and potholes in the parking lot at 1100 DART Way. Work consists of applying hot polymer asphalt in spots in need of repair.

- The lowest bidder was Parking Lot Specialties and the winning bid was \$3,352

### **Transportation Management & Design, Inc. (TMD), On-Call Planning Services Contract**

- Financial Model Support – Provide support to DART for updates to the Financial Model
  - Model the financial impacts of increasing the property tax levy for each member community, potentially introducing a new regional sales tax, or shifting existing expenses to other tax levies
  - Model the financial impacts of DART service changes and determine DART's long-term financial sustainability
  - Task order was approved for the Amount Not to Exceed \$60,000

**MONTHLY REPORT**  
**9C: Procurement**



**Transportation Management & Design, Inc. (TMD), On-Call Planning Services Contract**

- On Call Planning Support – Provide support to DART staff for planning services
  - Route and network planning including analysis of alignments, service levels, and efficiency in use of resources
  - Title VI analysis of proposed service or fare changes
  - Scheduling support including blocking, run cutting, and rostering
  - Demographic and market research
  - Preparation of summary reports or technical memorandums related to analysis
  - Task order was approved for the Amount Not to Exceed \$50,000

**Future Procurements:**

- Bus Wash (hold)
- Shop Drains (hold)
- IT Consulting Services
- Mobility On Demand Pilot
- Transit Technology Consulting Services
- Transit Technology Consulting Services
- On Call Planning Consulting Services
- Compensation Study
- Electrical Infrastructure for Electric Buses



# MONTHLY REPORT



9D: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- **DART Executive Committee** - The DART Executive Committee met on Friday, June 21, 2019. The discussion items presented during the meeting included:
  - o October Service Change
  - o Advertising Policy
  - o Business Planning
  - o Commission Planning
  - o Facilities Project Update

The next DART Executive Committee meeting is scheduled for Friday, July 19, 2019 at 7:30 a.m.

- **New Chief Operating Officer** - I am happy to be able to announce that Fred Gilliam has accepted the position as DART's new COO. Fred's first day at DART is July 8, 2019. Fred comes from the Capitol District Transportation Authority (CDTA) which is located in Albany, New York in which he was the Director of Transportation. Prior to his tenure in Albany he worked in a variety of leadership positions at New Jersey Transit (NJT) and also served as a Bus Operator with NJT early on in his career. We are excited to welcome Fred to DART!
- **Chief Human Resources Officer** - Katie Stull has left her position as DART's Chief Human Resources Officer on July 3, 2019. She accepted a position at Principal Financial Group in their new HR Consulting department. I would like to recognize Katie for her insight and energy across the organization and especially in the HR and Training Department. We have initiated a recruitment search and hope to have a strong CHRO in place soon.
- **Speaking Engagements** - In the month of June, I had the opportunity to participate in several events. These included participating in the Principal Charity Classic Networking on the Green panel as well as Seize the City's panel on Personal Brand. I was also the keynote speaker at a conference that brought Liberians from across the United States together in an effort to raise money for a library in Liberia. My address focused on how DART works everyday to foster unity in Greater Des Moines!





## FUTURE DART COMMISSION ITEMS



### FUTURE AGENDA ITEMS:

August 6, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>• Electrical Infrastructure Upgrade</li> <li>• Mobility on Demand Pilot Contract(s)</li> </ul>	<ul style="list-style-type: none"> <li>• Transit Riders Advisory Committee Update</li> <li>• State Fair Update</li> </ul>
September 3, 2019 – 12:00 P.M.	
Action Items	Information Items
	<ul style="list-style-type: none"> <li>• Marketing Update</li> </ul>
October 1, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>• IT On-Call Support Services Contract</li> <li>• Transit Technology Consulting Services Contract</li> </ul>	<ul style="list-style-type: none"> <li>• Transit Riders Advisory Committee Update</li> <li>• Quarterly Safety Update</li> <li>• Quarterly Investment Update</li> </ul>

### Other Future Agenda Items:

- Planning Consulting Services Contract

### Upcoming DART Meetings:

- DART Planning Committee – No July 2019 meeting
- DART Executive Committee – the next meeting is scheduled for July 19, 2019 at 7:30 a.m.
  - Location - DART Central Station
- DART Transit Riders Advisory Committee – the next meeting is scheduled for July 10, 2019 at 12:00 p.m.
  - Location - DART Central Station