



NOTICE OF COMMISSION MEETING AND AGENDA
DES MOINES AREA REGIONAL TRANSIT AUTHORITY
DART MULTIMODAL ROOM, 620 CHERRY STREET
MAY 3, 2016 – 12:00 PM

	PAGE #
1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF MAY 3, 2016 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
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12. OTHER – Communications	
13. NEXT MEETING: Regular DART Meeting Tuesday, June 15, 2016 – 12:00 p.m.	
14. 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
APRIL 5, 2016**



ROLL CALL

Commissioners Present: Skip Conkling, Tom Gayman, Chris Hensley, Gaye Johnson, Bob Mahaffey, Joann Muldoon, Steve Peterson and Steve Van Oort

Commissioners Absent: Angela Connolly

Alternates Present: Ruth Randleman

CALL TO ORDER

The meeting was called to order by Chair, Steve Peterson at 12:05 pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF AGENDA

Chair, Steve Peterson requested a motion to approve the agenda as presented.

It was moved by Ms. Hensley and seconded by Mr. Van Oort to approve the April 5, 2016 Agenda as presented. The motion carried unanimously.

PUBLIC COMMENT

No comments.

TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) UPDATE

Jay Peterson, TRAC President provided a brief update on the November TRAC meeting:

- 2016 TRAC Goals
- DART Forward – Introduction of Transportation Management & Design, Inc. (TMD)
- Snow removal at bus stops
- Merle Hay Bus Stop

CONSENT ITEMS

7A – Commission Meeting Minutes – March 1, 2016

7B – FY 2017 State Grant Application

It was moved by Mr. Conkling and seconded by Ms. Hensley to approve the consent items as presented. The motion carried unanimously.

ACTION ITEMS

8A – Advertising Sales, Production, Installation Services

It was moved by Ms. Hensley and seconded by Mr. Mahaffey that the Commission approve 8A1;

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the five (5) year contract with three (3), one (1) year options with Advertising Vehicles to provide Print Advertising Sales, Production and Installation Services and to defer pending further discussion, Action Item 8A2; the approval a five (5) year contract with three (3), one (1) year options with Commuter Advertising to provide Audio Advertising Service. Item 8A2 will be revisited at a later date. The motion carried unanimously.

8B – February 2016 Financials

Ms. Amber Dakan, Finance Manager, provided a presentation on the February FY 2016 Financials. Fixed Route revenues performed 7.55% below budget projections as February year to date. Operating expenses are 6.25% below budget projections year to date.

Paratransit revenue is 15.79% lower than budget expectations. Operating expenses are currently 15.28% below forecasted levels.

Rideshare revenues are 15.95% below budgeted levels year to date. Operating expenses are below budgetary expectations by 18.03%.

It was moved by Mr. Mahaffey and seconded by Ms. Johnson that the Commission approve the February FY 2016 Consolidated Financials as presented. The motion carried unanimously.

DISCUSSION ITEMS:

9A – RideShark Software Partnership

Ms. Jamie Schug, Chief Financial Officer provided information with the Commission on a partnership with the Iowa DOT, the Metropolitan Area Planning Agency (MAPA) Metro! Rideshare, the University of Iowa (U of I) Rideshare Program and a new regional rideshare program. Through this partnership, DART will administer its ridesharing services through RideShark software. The move benefits DART by improving the monthly billing process and eliminating annual maintenance fees. The user-friendly interface will be good for customers and will also offer the potential to match "buddies" for walking, biking and other modes of transportation.

9B – 1100 DART Way Renovation – Phase III Update

Mr. Timothy Sanderson, Chief Operating Officer provided the Commission with a brief overview of the Phase III construction progress. Three (3) primary objectives of the project are:

- remedy and repair of infrastructure issues
- improve the operational capabilities to current state of the art capabilities
- provide a welcoming and inviting environment for our employees

Mr. Sanderson stated the new re-design will offer 25% more usable space by removing walls and reorganizing current space. Cost of the renovation is estimated at \$800,000 with funding identified in the current FY2017 budget. Construction is slated to begin in July with an estimated completion date of November 1, 2016.

9C – March 2016 Performance Report

Ms. Elizabeth Presutti, General Manager, provided an update on the March Performance. Fixed Route ridership was up nearly one tenth of percent (.001%) year to date. System wide ridership is

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down .68% year to date. Ms. Presutti cited a large dip in paratransit ridership since the Medicaid announcement last year and anticipates numbers to go up with the fully funded trips. RideShare has seen an impact of low gas prices. As gas prices increase, we anticipate ridership to increase. Ms. Presutti was pleased to say Fixed Route numbers were stable given the other transit systems continue to see declines in their bus ridership due to lower gas prices.

Ms. Presutti was very pleased to report that Fixed Route has seen a reduction in the accident frequency rate for preventable accident year to date by 18%.

MONTHLY REPORTS

10A – Operations Report

DART previously provided some transportation services through Iowa Medicaid Enterprise (IME) and a transportation broker. As part of Iowa's Medicaid privatization, transportation services are now being provided through transportation brokers who are contracted with Managed Care Organizations (MCOs). Staff shared that the recent transition to the Medicaid privatization transition has gone well. DART staff were proactive and made several phone calls in the days before the April 1 change to MCOs to ensure clientele had a smooth transition. DART has a contract completed with one MCO, and is near finalizing contracts with the other two.

Additionally, Ms. Presutti thanked Tim Sanderson, Chief Operating Officer and his staff for their time and effort assisting the Des Moines Police Department with transportation to the funerals of fallen police officers, Susan Farrell and Carlos Puente-Morales.

10B – Engagement

Amanda Wanke, Chief Engagement and Communication Officer provided a brief update on three (3) areas seeing improvement on DART analytics:

- Ride Time App; sessions have doubled over the past 6 months. September 2015 averaged 14,000 sessions, while February 2016 averaged 29,000 sessions.
- SMS Texting Service; for four (4) consecutive months SMS has reached 50,000 texts per month with the month of March alone seeing a record high 55,000 text messages.
- Social Media/Email Subscriptions; growth in both areas continue to see increase in usage
- Ms. Wanke recognized the efforts of DART's IT, Marketing and Customer Service teams for coming together to make our DART customer service experience better.

Amanda Wanke provided an update on the notice that DART received from Valley West Mall regarding no longer providing service on mall property. There was consensus of the DART Commissioners to have DART's attorney to work with staff and the City of West Des Moines on the issue at hand.

10C – Procurement

No update.

10D – General Manager

Ms. Presutti shared with the Commission the Central Iowa Opportunity Community Plan released by United Way on April 4, 2016. Ms. Presutti served on the leadership team and also assisted with

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the development of the plan. United Way has done a great job of thinking how public transportation plays into some of the factors that contribute to poverty within the region. Transportation, Homelessness and Housing were grouped together as one priority because they all connect to helping individual families live and work in our community.

Amanda and I met with West Des Moines Public School Superintendent, Dr. Lisa Remy to introduce ourselves and let her know about DART.

DART Forward 2035 Plan Updates have been presented to the City of Johnston, the City of Bondurant and the City of Clive as well as with the City of Ankeny and West Des Moines. The cities have been very receptive to talking about transit.

With the help of DART's new lobbyists, Christopher Rants and John Cacciatore, Amanda and I have been going up to the Capitol every Wednesday since the beginning of session. As part of my monthly report, I have included who we have met on those Wednesdays. In March we met with Representative Ako Abdul-Samad, Representative Tom Sands, Senator Joe Bolkcom, Senate Ways and Means Committee, Senator Michael Breitbach, and Senator Randy Feenstra.

FUTURE AGENDA ITEMS

No update.

COMMISSIONER ITEMS

12A – DART Chief Executive officer/General Manager Position Description

As part of an effort to update all position descriptions for DART staff members, the DART General Manager Position description was addressed. The DART Executive Committee worked with DART General Manager, Elizabeth Presutti to create and update an official position description. The full DART Commission reviewed the description at a workshop on March 31, 2016. As part of the position update a review of the General Manager title was evaluated. It was recommended by the DART Executive Committee to change the official title of the position to Chief Executive Officer/General Manager. The General Manager reference is being maintained in the official position title due to references in the DART 28E agreement. For everyday business related purposes, the position will be referred to as the Chief Executive Officer (CEO).

Chair Steve Peterson requested a motion to approve the updated Chief Executive Officer/General Manager Position Description as presented. It was moved by Mr. Van Oort and seconded by Mr. Conkling. The motion carried unanimously.

OTHER – Communications

No update

CLOSED SESSION

It was moved by Mr. Conkling and seconded by Ms. Hensley that the Commission adjourn the regular session and reconvene in closed session. The motion carried unanimously.

Chair Steve Peterson recessed the meeting at 1:25 pm.

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Chair Steve Peterson moved that the Commissioners of the Des Moines Area Regional Transit Authority go into closed session to discuss strategy with council in matters that are presently in litigation or where litigation is imminent where its disclosure would be likely to prejudice or disadvantage the position of the governmental body in that litigation.

Roll Call: Conkling-Yea, Connolly-Absent, Gayman-Yea, Hensley-Yea, Johnson-Yea, Mahaffey-Yea, Muldoon-yea, Peterson-Yea, Van Oort-Yea.

Alternate Ruth Randleman was present during the closed session.

At 1:49 pm it was moved by Mr. Van Oort and seconded by Mr. Gayman that the closed session be adjourned. The motion carried unanimously.

MEETING RECONVENED IN OPEN SESSION

At 1:50 pm it was moved by Mr. Conkling and seconded by Ms. Muldoon that the regular Commission meeting reconvene. Chair Steve Peterson stated for the record that no action was taken during the closed session.

Roll Call: Conkling-Yea, Connolly-Absent, Gayman-Yea, Hensley-Yea, Johnson-Yea, Mahaffey-Absent, Muldoon-Yea, Peterson-Yea, Van Oort-Yea. The motion carried unanimously.

Alternate Ruth Randleman was present during the reconvened open session.

A motion by Ms. Hensley and second by Mr. Gayman to adjourn the regular Commission meeting was made at 1:51 pm. The motion carried unanimously.

NEXT MEETING

May 3, 2016 at 12:00 pm

ADJOURNMENT

A motion by Ms. Muldoon and second by Ms. Johnson to adjourn the regular Commission Meeting was made at 1:52 pm. The motion carried unanimously.

FUTURE 2016 MEETING DATES:

May 3, June 15, July 12, August 2, September 6, October 4, November 1 and December 6.

Chair

Clerk

Date

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COMMISSION MEETING MINUTES – APRIL 5, 2016



OFFICIAL NOTICE OF THE NEXT DART COMMISSION MEETING DATE IS HEREBY PUBLISHED:
The next regular DART monthly Commission Meeting has been scheduled for May 3, 2016, at 12:00 p.m. in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



ACTION ITEM



7A:	DART Annual Health Insurance Renewal
Action:	Approve a one year renewal of DART's Health Insurance Coverage through Aetna (formerly Coventry Health Care of Iowa) not to exceed \$1.5 million.

Staff Resource: *Stephen Hansen, Director of Human Resources*

Background:

- DART has had a fully insured Medical Plan through Aetna (formerly Coventry Health Care of Iowa) since July 1, 2009.
- Effective March 1, 2016, DART completed an RFP for benefit brokerage services. As a result of that RFP, DART switched from Holmes Murphy & Associates to Frank Berlin & Associates (FB&A), a TrueNorth Company.
- DART requested that FB&A go to market and shop the entire suite of employee benefit products offered by DART, including the fully insured medical plans.
- As a result of shopping the medical insurance market DART has been able to secure a commitment from Aetna to maintain the current levels of coverage with a 5.8% increase to current premium rates.
- DART's total expenditure for all medical plans is projected to move from an annual spend of \$1,308,213.48 to \$1,384,062.24. This 5.8% increase is equivalent to an increase of \$75,848.76.
- A breakdown of coverages, plan rates and estimated headcount per plan is attached. A contingency is included should employees add or change coverages through the year based on the estimated headcount.

Recommendation:

- Approval of a one year renewal of DART's Health Insurance Coverage through Aetna (formerly Coventry Health Care of Iowa) not to exceed \$1.5 million.



DART Health Insurance Renewal - July 1, 2016

Aetna									
4-Tier Rates	\$1,000 Deductible Plan HNOption 1000 80 \$25/\$25 GF			\$3,000 HDHP Plan HNOption 3000 100 HAS OTS			\$5,000 HDHP Plan HNOption 5000 100 EMB HAS OTS		
	Head Count	Rate	Annualized	Head Count	Rate	Annualized	Head Count	Rate	Annualized
Single	26	\$519.47	\$162,074.64	63	\$384.78	\$290,893.68	16	\$345.09	\$66,257.28
EE/Spouse	5	\$1,090.90	\$65,454.00	23	\$807.96	\$222,996.96	0	\$724.62	\$0.00
EE/Child	1	\$987.02	\$11,844.24	13	\$731.03	\$114,040.68	0	\$655.62	\$0.00
Family	5	\$1,506.47	\$90,388.20	26	\$1,115.72	\$348,104.64	1	\$1,000.66	\$12,007.92
			\$329,761.08			\$976,035.96			\$78,265.20
Change from current			0.04%			7.77%			7.38%
Combined Total							179		\$1,384,062.24
									5.80%
Plan Design	\$1,000 Deductible Plan In Network			\$3,000 HDHP Plan In Network			\$5,000 HDHP Plan In Network		
Deductible	\$1,000 / \$2,000			\$3,000/\$6,000			\$5,000/\$10,000 (Embedded)		
Coinsurance	80%/20%			100%/0%			100%/0%		
Out of Pocket Max.	\$3,000 / \$6,000			\$3,000 / \$6,000			\$5,000/\$10,000		
Office Visit	\$25 copay			<i>Deductible and Coinsurance</i>			<i>Deductible and Coinsurance</i>		
Preventive Benefits	Paid at 100%			Paid at 100%			Paid at 100%		
Urgent Care	\$50 Copay			<i>Deductible and Coinsurance</i>			<i>Deductible and Coinsurance</i>		
Emergency Services	\$150 Copay followed by coinsurance			Deductible and Coinsurance			Deductible and Coinsurance		
Inpatient	Deductible and Coinsurance			Deductible and Coinsurance			Deductible and Coinsurance		
Outpatient	Deductible and Coinsurance			Deductible and Coinsurance			Deductible and Coinsurance		
Rx	\$10/\$20/\$40			Deductible and Coinsurance			Deductible and Coinsurance		
Lifetime Max.	Unlimited			Unlimited			Unlimited		

This is only a summary, please see Summary of Benefits and Coverage (SBC) for complete details.



ACTION ITEM



7B:	FTA Title VI Plan Update
Action:	<ol style="list-style-type: none"> 1) Approve update to Language Assistance Implementation Plan 2) Approve update to DART's Title VI Program

Staff Resource: *Ethan Standard, Transit Planner*
Jim Tishim, Planning Manager

Background:

- As a recipient of federal funding, DART is required to operate its programs and activities in accordance with the Civil Rights Act of 1964 and its amendments, collectively known as Title VI, which prohibit discrimination on the basis of race, color or national origin.
- DART's Title VI Program is updated every three years and submitted to the Federal Transit Administration (FTA) Region VII Civil Rights Officer to verify DART's compliance.
- The update is a comprehensive document, including the Title VI public notices, complaint procedures and complaint forms; a list of Title VI investigations, lawsuits and complaints; table of racial composition of non-elected bodies, where membership is selected by DART; locations of DART stations and facilities; customer demographics and travel patterns; and system performance measures.
- DART's last Title VI Plan update was approved by the Federal Transit Administration in 2013.
- The updates for 2016 include more recent demographic data, charts, and maps.
- There are no major policy changes included in the update.

Recommendation:

- Approve the updated Language Assistance Implementation Plan and Title VI Program with staff authorization to make minor revisions if recommended by the FTA.



Language Assistance Implementation Plan

Submitted by:

Des Moines
Area Regional
Transit Authority
(DART)

Submitted to:
Federal Transit Administration
Region 7

Date:
July 2010
Revised – April 2011
Updated – April 2013
Updated – April 2016



1. Introduction

In 2006, the Des Moines Area Regional Transit Authority (DART) was formed as Iowa's first regional transit authority by Polk County and the cities of Altoona, Ankeny, Alleman, Bondurant, Carlisle, Clive, Des Moines, Elkhart, Granger, Grimes, Johnston, Mitchellville, Pleasant Hill, Polk City, Urbandale, West Des Moines and Windsor Heights. Prior to DART, the Metropolitan Transit Authority (MTA) provided public transit services through the membership cities of Des Moines, West Des Moines, Clive, Windsor Heights, and Urbandale.

DART serves as the primary public transportation provider for the Greater Des Moines Region, primarily Polk County in central Iowa. DART operates 15 fixed local routes, 8 express routes, 2 shuttle routes, 3 flex routes and 5 on-call routes. DART also provides general purpose paratransit services on behalf of Polk County as well as ADA paratransit services open to those customers with a qualified disability. Furthermore, DART operates a RideShare vanpool program with nearly 90 vans in active service.

Nearly 5 million passenger trips are provided annually between all of its services (fixed route, paratransit and RideShare). DART FY 2015 ridership is provided in the table below.

TABLE 1: DART FY 2015 Ridership

Mode	Ridership
Fixed Route	4,429,136
Paratransit	135,025
RideShare (Vanpool)	231,109
TOTAL	4,795,270

Service hours are approximately 5:30 a.m. to 11:30 p.m. Monday through Friday, 6:45 a.m. to 10:15 p.m. on Saturdays, and 7:45 a.m. to 6:45 p.m. on Sundays. DART paratransit services operate during the hours of DART's fixed route services.

Together, the three services provide access to many demographic groups including persons of low income, foreign-born and Low English Proficiency.



DART Service Area Map



dart System Map



LOCAL

- 1 Fairgrounds
- 2 University
- 3 E 14th St
- 4 Franklin Ave
- 5 Indianapolis Ave
- 6 SW 9th St
- 7 Fleur Dr
- 8 Ingersoll / Valley Junction
- 9 SE Park Ave

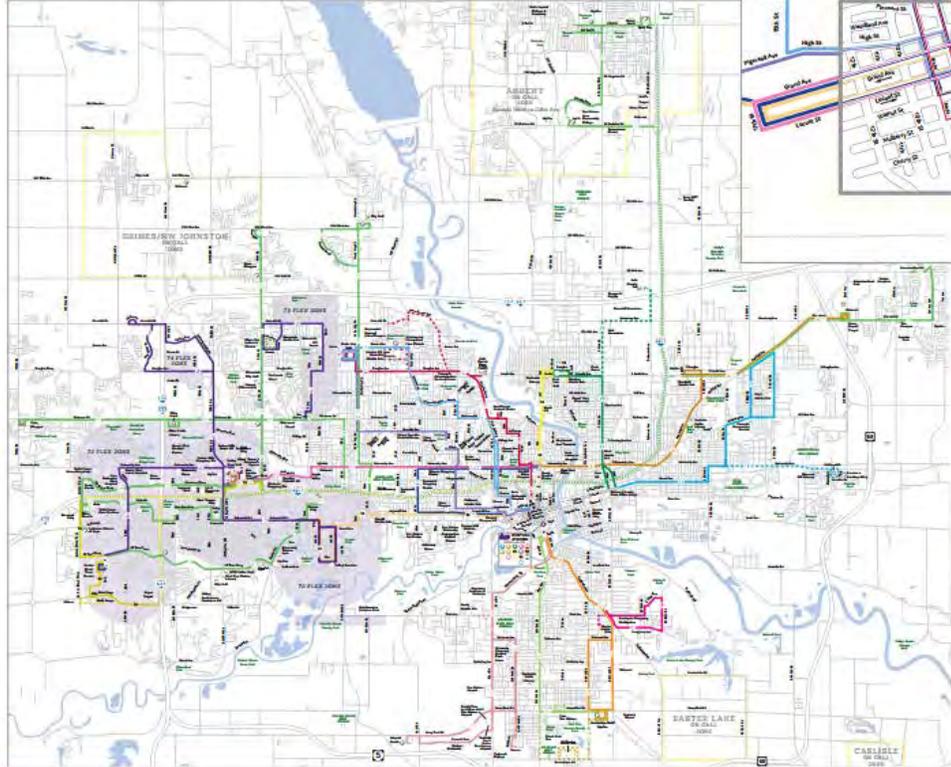
- 10 Beaver Ave
- 11 6th Ave
- 12 Douglas Ave
- 13 Hubbell Ave / Alboano
- 14 Valley West / Jordan Creek Crossway
- 15 University / Ingersoll
- 16 D-Line Downtown Shuttle
- 17 The Link Shuttle

FLEX

- 18 West Des Moines / Clive
- 19 Urbandale / Windsor Heights
- 20 NW Urbandale

EXPRESS

- 21 Merle Hay
- 22 Hickman
- 23 NW 86th
- 24 Westown
- 25 Vista
- 26 EP True
- 27 Ankeny
- 28 Alboano



DOWNTOWN DES MOINES LOCAL BUS ROUTING



DART Central Station
400 Cherry Street
Des Moines, IA 50320

Park & Ride

- Presnell
- School
- Public
- Shopping
- University/College
- Medical
- Other Building
- Government Building
- Ball Courts
- Attraction
- Library

ALLEMAN ON CALL

SONDURANT ON CALL

CARLEISLE ON CALL

GRANDEE ON CALL

MITCHELLVILLE ON CALL

POLK CITY ON CALL



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2. Purpose

This Language Assistance Implementation Plan has been prepared to address DART's responsibilities as a recipient of federal financial assistance as they relate to the needs of individuals with limited English language skills. The plan has been prepared in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq, and its implementing regulations, which state that no person shall be subjected to discrimination on the basis of race, color, or national origin.

Executive Order 13166, titled Improving Access to Services for Persons with Limited English Proficiency, indicates that differing treatment based upon a person's inability to speak, read, write or understand English is a type of national origin discrimination. It directs each federal agency to publish guidance for its' respective recipients clarifying their obligation to ensure that such discrimination does not take place. This order applies to all state and local agencies which receive federal funds, including the Des Moines Area Regional Transit Authority (DART) which receives federal assistance through the U.S. Department of Transportation (U.S. DOT).

A solid orange triangle pointing to the right, located to the left of the section header.

3. Scope of Policy & Definitions

These requirements apply to the Des Moines Area Regional Transit Authority including subcontractors, vendors, and sub recipients.

DART will ensure that LEP individuals have meaningful access to benefits and services provided through contractors or service providers receiving federal funding from DART.

Limited English Proficient (LEP) individuals – Any prospective, potential, or actual recipient of services from DART, who cannot speak, read, write, or understand the English language at a level that permits them to interact effectively with transit system staff.

Vital Documents – These forms include, but are not limited to, applications, consent forms, letters containing important information regarding participation in a program; notices pertaining to the reduction, denial, or termination of services, the right to appeal such actions, or that require a response from notices advising LEP persons of the availability of free language assistance, and other outreach materials.

DART Community and Customer Relations Manager – The person responsible for compliance with Title VI policies.

Substantial number of LEP – 5% or 4,500 people, whichever is smaller, are prospective, potential or actual recipients of service and speak a primary language other than English and have limited English proficiency or who cannot read, write or understand the English language at a level that permits them to interact effectively with transit system staff.



4. Four-Factor Framework Analysis

This plan utilizes the four-factor analysis of an individualized assessment described in the FTA guidance publication of April 13, 2007 entitled “Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons: A Handbook for Public Transportation Providers.”

DART’s prior experience with LEP individuals is longstanding. Employees of DART and its operators are also an ethnically diverse group, of which many individuals share cultural backgrounds with ethnic groups in the service area. This personal experience and connection with local communities is one of the most regular and important ways that DART has developed and maintains its sensitivity to the concerns of LEP persons.

In accordance with this guidance, this section examines each of the following factors to determine the level and extent of language assistance measures required to sufficiently ensure meaningful access to public transit services within DART’s service area. These factors are:

- Factor 1: Proportion, Numbers and Distribution of LEP Persons in DART’s Service Area
- Factor 2: Frequency of Contact with LEP Persons
- Factor 3: Nature and Importance of DART Services to LEP Persons
- Factor 4: Resources Available to DART and Overall Cost

Implementation measures to address the results are then based on the results of the analysis are described in Section 6.

A. FACTOR 1: PROPORTION, NUMBERS, AND DISTRIBUTION OF LEP PERSONS IN DART’S SERVICE AREA

The U.S. Census Bureau has a range of 4 classifications of how well people speak English. The classifications are ‘very well,’ ‘well,’ ‘not well,’ and ‘not at all.’ Consistent with federal guidance, this plan considers people who are reported by the Census to speak English less than “very well” as Limited English Proficient persons.

Service Area Boundaries

DART’s service area is primarily Polk County; however some community boundaries do spill over into adjacent counties. For this analysis, only Polk County boundaries will be used. The communities within Polk County include:

- | | |
|--------------|------------------------------|
| • Altoona | • Johnston |
| • Ankeny | • Mitchellville |
| • Alleman | • Pleasant Hill |
| • Bondurant | • Polk City |
| • Clive | • Urbandale |
| • Des Moines | • West Des Moines |
| • Elkhart | • Windsor Heights |
| • Granger | • Unincorporated Polk County |
| • Grimes | |



Analysis of Language Related Population Data

Language Spoken at Home

Analysis of the 2010-2014 American Community Survey 5-Year estimates data for Polk County presented in Table 2 shows that the proportion of residents within the DART service area who may be considered LEP is 5.7 percent. Of the population 5 years of age or older in Polk County, 12.4 percent speak a language other than English at home, with 46 percent of that population speaking English less than "very well."

TABLE 2: Language Spoken at Home (5 Years and Over)

LANGUAGE SPOKEN AT HOME (5 YEARS AND OVER)	ESTIMATE	PERCENT
English only	361,177	87.6%
Language other than English	51,126	12.4%
Speak English less than "very well"	23,518	5.7%
Spanish	24,150	5.9%
Speak English less than "very well"	11,640	2.8%
Other Indo-European Languages	10,013	2.4%
Speak English less than "very well"	3,735	0.9%
Asian and Pacific Islander Languages	11,402	2.8%
Speak English less than "very well"	5,667	1.4%
Other Languages	5,589	1.4%
Speak English less than "very well"	2,487	0.6%
TOTAL	412,303	100%

Limited English Speaking Households

According to the US Census Bureau, a "limited English speaking household" is one in which no member 14 years old and over (1) speaks only English or (2) speaks a non-English language and speaks English "very well." In other words, all members 14 years old and over have at least some difficulty with English. By definition, English-only households cannot belong to this group. Previous Census Bureau data products have referred to these households as "linguistically isolated" and "Household where no one age 14 and over speaks English only or speaks English 'very well.'" In 2014, and shown in Table 3 below, Polk County has 174,759 total households, and of the limited English speaking households Spanish is the most prevalent.

TABLE 3: Limited English Speaking Households

LIMITED ENGLISH SPEAKING	TOTAL	PERCENT
English	152,889	87.5%
Spanish	9,968	5.7%
<i>Limited English Speaking</i>	2,513	1.4%
<i>Not Limited English Speaking</i>	7,455	4.3%
Other Indo-European languages	4,940	2.8%
<i>Limited English Speaking</i>	807	0.5%
<i>Not Limited English Speaking</i>	4,133	2.4%
Asian and Pacific Island language:	4,743	2.7%
<i>Limited English Speaking</i>	1,337	0.8%
<i>Not Limited English Speaking</i>	3,406	1.9%
Other languages	2,219	1.3%
<i>Limited English Speaking</i>	704	0.4%
<i>Not Limited English Speaking</i>	1,515	0.9%
TOTAL	174,759	100%

Des Moines Public Schools

The Des Moines Public School district is the largest in Polk County and by far the most diverse. Data retrieved from the district shows that as of 2016, approximately 6,500 students are enrolled in the district's English Language Learners (ELL) program. This program is designed for students learning English as a second language. With nearly 32,000 students enrolled district-wide, one in five students in the district are enrolled in the ELL program. Approximately 8,000 students in Des Moines Public Schools speak Spanish, but only half are enrolled in the ELL Program, indicating that around 50% of Spanish speaking students also have some English speaking proficiency. Though there are over 100 different languages spoken in households within the Des Moines Public School District, the top 4 primary languages for students enrolled within the school system's ELL program are ranked in the following order:

- Spanish (4,000 students)
- Korean (650 students)
- Arabic (200 students)
- Vietnamese (200 students)

Summary

In using the above census data as well as information from the Des Moines Public School District, DART has determined that the greatest non-English language need in the community is Spanish.

B. FACTOR 2: FREQUENCY OF CONTACT OF LEP PERSONS

Employees of DART and its operating companies are in contact with LEP persons on a daily basis. The most frequent type of encounter is between bus driver and passenger. The second most frequent contact is via telephone on the DART Schedule Information line. Other points of contact include:

- Assistance from operations staff at DART Central Station
- Walk-in customers at DART Central Station
- Public hearings and meetings with community based organizations
- Agency training sessions, providing education on how to ride and service information

Note:

DART has established a reduced fare program for refugees. To help assist the program applicants, DART monitors the languages spoken by refugee persons applying for the program, which allow them to ride DART's services for less than half the cost of a full fare. The following table 4 is a breakdown of languages spoken by refugees that obtained one of the 1,702 "Half Fare" ID's made between April 2013 and February 2016.

TABLE 4: Languages Spoken by DART Refugee Reduced Fare Program Pass Holders

Language	Number	Percent of Total
Arabic	106	6.2%
Buhtan	1	0.1%
Burmese	288	16.9%
Chin	185	10.9%
Dari	12	0.7%
French	13	0.8%
Hindu	3	0.2%
Karen	538	31.6%
Kirundi	14	0.8%
Korean	6	0.4%
Kunama	30	1.8%
Kurdish	2	0.1%
Lai	15	0.9%
Mandarin	1	0.1%
Mizo	12	0.7%
Nepali	343	20.2%
Pashto	9	0.5%
Saho	4	0.2%
Somali	32	1.9%
Spanish	3	0.2%
Sudanese	5	0.3%
Swahili	36	2.1%
Thai	1	0.1%
Tigrinya	43	2.5%
TOTAL	1,702	100.0%

C. FACTOR 3: NATURE AND IMPORTANCE OF DART SERVICES TO LEP PERSONS

DART is committed to making its services available and as accessible as possible to all persons living within its service area. DART is also committed to providing opportunities for all persons to participate in transit planning processes.

Any denial, delay or reduction in access to DART services because of language-related barriers is unacceptable to DART. DART recognizes that thousands of persons depend on transit each day in its service region for critical mobility needs, such as traveling to medical appointments, shopping for food, commuting to work, and getting to school.

Public transportation has been considered the “to” in Welfare to Work, Access to Healthcare, and several other programs and/or services that often are utilized by the low-income, minorities, and LEP persons. Without access to public transportation many of these individuals would not be able to take advantage of other services that could potentially be life changing or life sustaining.

Example: DART interior Signage



D. FACTOR 4: RESOURCES AVAILABLE TO DART AND OVERALL COST

DART is committed to providing resources that could be used for providing LEP assistance. Today bilingual information (English/Spanish) is distributed in a number of mediums and DART is looking at ways to implement additional resources. Currently the following are being done:

- A bilingual (English/Spanish) website
- Bilingual English/Spanish hang tags/information flyers for buses
- One Bilingual English/Spanish speaking customer service representative
- Access to CTS Language Link providing DART with 240 language options
- Bilingual interpreter at public meetings when requested
- Recruitment of bilingual English/Spanish drivers and administration staff
- Partnerships with local agencies who work specifically with LEP populations to assist with rider concerns

The outreach cost associated with these efforts fall within the marketing and customer service budget. Current costs are predominately a reflection of translation/interpretation services and marketing materials.

5. Implementation Plan

There are five areas that comprise DART's LEP Plan:

- Identifying LEP individuals who need language assistance
- Language assistance measures
- Training staff
- Providing Notice to LEP persons
- Monitoring and updating the LEP Plan

A. IDENTIFYING LEP INDIVIDUALS WHO NEED LANGUAGE ASSISTANCE

DART identifies LEP persons who need language assistance through the following programs, activities and services:

- Examine customer service records for language assistance have been received in the past, either at meetings or over the phone
- Telephone assistance and assessment by Schedule Information staff
- Conversation with DART bus operators and field personnel
- Conversational assessment of walk-in customers at DART Central Station, at public meetings and at other DART sponsored events
- Inclusion of instructions for requesting language translation on public meeting notices.
- Asking persons attending public hearings if Spanish language translation and/or signing interpreter services are desired or needed (services are always available).
- Demographic assessment of census data to ascertain likely geographic location of potential LEP customers.
- Outreach to community based organizations and municipal agencies to ask their assistance in identifying LEP persons who may need language assistance.

Table 5 below are the number of customers served through CTS Language Link translation services from April 2013 to February 2016.

TABLE 5: Customers Served by CTS Language Link

Spoken Language	Customers Served through Interpretation
Mandarin	4
Vietnamese	1
Cambodian (Khmer)	1
French	1
Karen	1



B. LANGUAGE ASSISTANCE MEASURES

This section describes the current and future services that DART provides for enhancing the access of its system to LEP persons.

Information regarding DART services is made available through multiple means, including website translation services, system maps and providing a bilingual staff member whenever possible. There are no costs to users for these services

Existing LEP Programs and Services

Following is a summary of the language assistance, programs and services currently provided:

- One of the four staff persons at the Schedule Information department bilingual (Spanish)
- Customer Service staff regularly evaluate customers' LEP needs and options to better serve them
- Spanish translation of DART policies and services on DART's website
- Onboard passenger surveys available in Spanish and administered by bilingual surveyors
- Many DART bus operators are bilingual (Spanish as well as other languages)
- Many bus operators are also familiar with common phrases used by customers in languages other than English.
- Announcements and other onboard notices printed in English and Spanish
- Title VI policy and complaint form are translated in Spanish
- Translation of key DART documents available upon request
- Meetings with community based organizations
- DART's website has the ability to translate into 103 different languages through Google translate
- DART's automated telephone schedule information line includes a Spanish translation option
- Partnerships with community organizations to develop a list of language translation volunteers who are available for public meetings.
- Training Schedule Information staff in the use of online translation services for other languages (i.e., Russian, Portuguese, Vietnamese) to assist customers.
- Provide translation and interpretation services upon request.
- Spanish translation of DART policies and services on the system map and route schedules.
- Meeting notices include explanation of procedures to request language translation.
- Provide Language Identification Flashcards on all transit vehicles, at DART administrative offices, and in DART administrative vehicles.
- Post DART's Title VI and LEP Plan on the DART website.



Future LEP Programs and Services

DART's proposed future programs and services to enhance accessibility of transit services to LEP persons:

- Development of written translation and oral interpreter service providers' database. This would improve the speed and convenience with which written documents can be translated for the public, and reduce the need to have public requests for them.
- Ensure DART member governments are aware of the USDOT LEP guidance and inform them of DART's measures to inform LEP individuals, as appropriate.
- Use of Des Moines MPO's LEP services outlined in the organization's LEP plan, as developed.
- Continue to identify community based organizations that are not being contacted through existing outreach.
- Incorporate services to assist LEP customers in forthcoming intelligent transportation system (ITS) passenger information capabilities, including onboard audio announcement in multiple languages and on electronic signs.
- Survey bus operators and other front line staff annually about their contact with LEP persons during the previous year.
- Include language "Spanish a plus" on bus operator recruitment flyers.
- Prepare a customized foreign language booklet in Spanish for Bus Operators which will contain a number of common transit-related phrases such as "Please provide exact change" and "Where would you like to go?"
- Continue to work directly with local agencies to provide "how to ride" training for Refugees

C. TRAINING STAFF

DART will train staff on its role and responsibilities in providing meaningful access to services for LEP persons in the following ways:

- An educational PowerPoint has been administered to educate DART staff on Title VI and LEP requirements for providing meaningful access to services for LEP persons
- DART staff is trained on how to utilize the language assistance services offered
- DART staff is equipped with the specific procedures to assist when encountering an LEP person, including how to handle a potential Title VI/LEP complaint
- Staff has access to a Language Identification Sheet that identifies 240 different languages
- Title VI and LEP training is provided to all new hires
- Travel Cards are utilized by agencies for riders to assist in providing quality service
- All staff is trained to utilize half fare ID cards when assisting riders

Example: Travel Card & Refugee Half Fare ID Card

Travel Card

Bus #/ _____

Transfer #/ _____

Destination/ _____

Agency Name _____

Phone # _____ Language _____

Home Address _____

Reduced Fare
Identification Card



Name Kaziah Kohahva

Spoken Language Bosnian

Agency Name Lutheran Services of Iowa

Agency Phone # (515) 271-7335

02/24/2012 Exp. Date: **02/24/2017** Pass Number: 143

ISSUED SUBJECT TO CONDITIONS ON BACK
Des Moines Area Regional Transit Authority

D. PROVIDING NOTICE TO LEP INDIVIDUALS

USDOT LEP guidance states: "Once an agency has decided, based on the four factors, that it will provide language service, it is important that the recipient notify LEP persons of services available free of charge. Recipients should provide this notice in languages LEP persons can understand.

DART provides this notification through the following:

- Using automated telephone voice mail attendant or menu which can provide information about DART services in Spanish
- Issuing service related notices in English and Spanish
- Meeting notices include instructions on how to request language assistance (with advance notice)
- Providing presentations and/or notices at schools and religious organizations.
- Stating in outreach documents that language services are available from the agency.
- Offer general information, such as operation hours of the Transit Center/ Administrative Offices, fares, Lost and Found, etc., on the DART's customer service line in Spanish
- Use of an automated telephone greeting in both Spanish and English, directing callers to select which language they prefer



Future notification services are expected to include:

- An inventory of existing public service announcements and community outreach the agency currently performs.
- Greater incorporation of notices of language assistance availability into existing outreach.
- Targeted community outreach to LEP persons, especially via community based organizations that serve and represent them.
- Working with community-based organizations and other stakeholders to inform LEP individual of the recipient's services, including the availability of language assistance services.
- Continue to provide the title and effective date in both English and Spanish on the cover of the DART System Map indicating that the publication is accessible to Spanish speakers;
- Continue to work to have the following written communications printed in both English and Spanish;
 - DART's System Map and Route Schedules available on the website in Spanish
 - Temporary signs at bus stops and transit centers informing customers of any detours or route changes
 - Interior bus cards displaying cash fare, cost of monthly discount passes and special promotions/campaigns
 - Onboard surveys
- Provide information in both English and Spanish about DART's non- discrimination policies and information on the local/federal complaint process and place on the agency's website and available at public meetings.
- Provide flyer information to all agencies in a format that can easily be translated to accommodate any language needed by the agency.

E. MONITORING AND UPDATING THE LEP PLAN

This plan is designed to be flexible, and should be viewed as a work in progress. As such, it is important to consider whether new documents and services need to be made accessible for LEP persons, and also to monitor changes in demographics and types of services. DART will update the LEP as required by U.S. DOT. At a minimum, the plan will be reviewed and updated when data from the 2020 U.S. Census is available, or when it is clear that higher concentrations of LEP individuals are present in the DART service area.

DART will examine and update its' LEP Plan in the following manner:

- Work with local agencies to insure clients are being served
- Determine how the needs of LEP persons have been addressed
- Determine whether local language assistance programs have been effective and sufficient to meet the need
- Determine whether transit system's financial resources are sufficient to fund language assistance resources needed
- Determine whether DART has fully complied with the goals of this LEP Plan



- Determine the current LEP population in the service area and whether the need for translation services has changed
- Determine the current LEP population in the service area and whether the need for translation services has changed



2016 Title VI Program Update

Submitted by:

Des Moines
Area Regional
Transit Authority
515-645-9385

Recipient ID: 1831

Submitted to:

Federal Transit Administration
Region 7

June 2016



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I. Introduction

This 2016 Title VI Program Update of the Des Moines Area Regional Transit Authority (DART) is offered to verify compliance with Civil Rights Act of 1964 and its amendments (42 U.S.C. §2000d), collectively known as Title VI, which prohibit discrimination on the basis of race, color or national origin in programs and activities that receive federal funds.

This document has been produced consistent with the guidelines in Federal Transit Administration (FTA) Circular 4702.1B, effective October 1, 2012, as well as the requirements of 49 C.F.R. § 21.23(f). Updates to this Title VI Program are submitted to the Federal Transit Administration Region Seven Civil Rights Officer every three years, as required by 49 CFR Section 21.9(b). The date arranged by FTA for submittal of the DART 2016 Title VI Program Update is June 1, 2016.

The Des Moines Area Regional Transit Authority is the regional transit authority governed by an independent commission. DART's service area includes the following communities: Alleman, Altoona, Ankeny, Bondurant Carlisle, Clive, Des Moines, Elkhart, Granger, Grimes, Johnston, Mitchellville, Pleasant Hill, Polk City, Unincorporated Polk County, Runnells, Urbandale, West Des Moines, and Windsor Heights. DART operates 15 fixed local routes, 8 express routes, 2 shuttle routes, 3 flex routes and 5 on-call routes. DART Paratransit provides both general public demand response transportation services as well as ADA complimentary service. DART also has an extensive RideShare program that operates over 90 vans throughout the region serving approximately 900 customers. The population of Des Moines is approximately 200,000 and the regional metro service area has a population of approximately 580,000. About 4.8 million unlinked passenger trips are provided annually.

This 2016 Title VI Program Update has been prepared to verify that:

- DART benefits and services supported by FTA funds are available to, and fairly distributed among, transit customers without regard to race, color or national origin;
- The opportunity and ability of persons to participate in transit planning, programming and implementation is not limited on the basis of race, color or national origin; and
- Any necessary corrective, remedial and affirmative actions have been taken to eliminate and prevent discriminatory treatment of people on the basis of race, color or national origin.



II. General Requirements & Guidelines

A. Annual Title VI Certification and Assurance

DART's Annual Title VI Certifications and Assurances are current. The annual certificate of assurances submission was filed in TrAMS in May 2016.

B. Title VI Notice

DART notifies the public of the agency's Title VI obligations and informs the public of the protections against discrimination afforded by Title VI regulations. DART's Title VI Public Notice is posted at the following locations: Onboard DART vehicles, on the DART website (<http://www.ridedart.com>), at the Customer Service window at DART Central Station, and on the system map brochure.

It is DART's policy to utilize its best efforts to assure that no person shall, on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under its program of transit service delivery and related benefits. Any person who believes that he or she has been subjected to discrimination under Title VI on the basis of race, color or national origin may file a Title VI complaint with DART.

Complaints may be filed with DART in writing and addressed to: DART, Community and Customer Relations Manager, 620 Cherry Street, Des Moines, Iowa 50309 or e-mail to: dart@ridedart.com

For additional information on Title VI, please contact DART's Community and Customer Relations Manager at 515-283-8100 or email dart@ridedart.com.

These notices include:

- A statement that DART operates programs without regard to race, color, and national origin;
- A description of how to contact DART for additional information on the recipient's nondiscrimination obligations; and,
- A description of how to file a discrimination complaint against DART.
- The notice is provided in English along with Spanish, an identified language exceeding the safe harbor threshold.

Sample Title VI Notice:

We are Proud to Serve You!

It is DART's policy to utilize its best efforts to assure that no person shall, on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under its program of transit service delivery and related benefits.

Any person who believes that he or she has been subjected to discrimination under Title VI on the basis of race, color or national origin may file a Title VI complaint with DART.

Complaints may be filed with DART in writing and addressed to:

DART, Customer Service Manager, 620 Cherry Street, Des Moines, Iowa 50309

Or e-mail to: dart@ridedart.com

For additional information on Title VI, please contact DART's Customer Service Manager at 515-283-8100 or email dart@ridedart.com.

Son las normas de DART hacer su mejor esfuerzo para asegurar que ninguna persona bajo ninguna circunstancia de raza, color, o nacionalidad sea excluida de participar o se le nieguen los beneficios o sea sujeto a discriminación bajo el programa de entregas y servicios de tránsito y beneficios relacionadas.

Cualquier persona que crea que él o ella a sido sujeto(a) a discriminación bajo el Título VI basado en raza, color o nacionalidad puede registrar una queja Título VI con DART.

Quejas serán registradas con DART Escritas y se dirigirán a:

DART, Manejadora de servicio al cliente, 620 Cherry Street, Des Moines, IA 50309

O al correo electrónico: dart@ridedart.com

Para obtener más información sobre el Título VI, por favor póngase en contacto con el Administrador de servicios al cliente de DART a 515-283-8100 o por correo electrónico dart@ridedart.com.

Federal Transit Administration's Office of Civil Rights
www.fta.dot.gov

Iowa Civil Rights Commission
www.iowa.gov



515-283-8100 ridedart.com

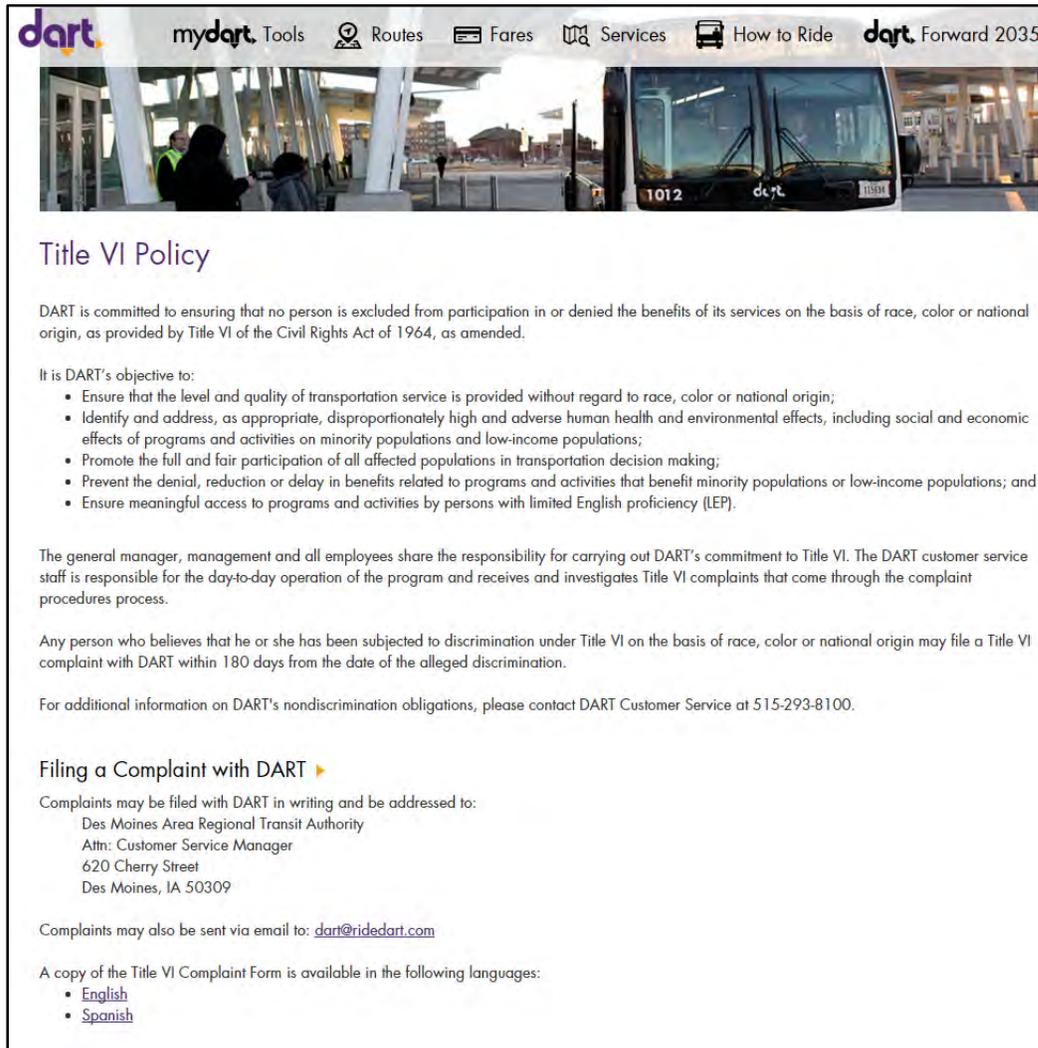
C. Title VI Complaint Procedures

DART has established and implemented a Title VI complaint procedure and are available on the DART website at www.ridedart.com.

The Community and Customer Relations Manager will review and investigate every complaint promptly. Reasonable measures will be undertaken to preserve any information that is confidential. At a minimum the Community and Customer Relations Manager will:

- Identify and review all relevant documents, practices and procedures;
- Identify and interview persons with knowledge of the Title VI violation, i.e., the person making the complaint; witnesses or anyone identified by the complainant; anyone who may have been subject to similar activity; or anyone with relevant information.

Title VI Webpage on Ridedart.com



dart mydart Tools Routes Fares Services How to Ride **dart** Forward 2035

Title VI Policy

DART is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended.

It is DART's objective to:

- Ensure that the level and quality of transportation service is provided without regard to race, color or national origin;
- Identify and address, as appropriate, disproportionately high and adverse human health and environmental effects, including social and economic effects of programs and activities on minority populations and low-income populations;
- Promote the full and fair participation of all affected populations in transportation decision making;
- Prevent the denial, reduction or delay in benefits related to programs and activities that benefit minority populations or low-income populations; and
- Ensure meaningful access to programs and activities by persons with limited English proficiency (LEP).

The general manager, management and all employees share the responsibility for carrying out DART's commitment to Title VI. The DART customer service staff is responsible for the day-to-day operation of the program and receives and investigates Title VI complaints that come through the complaint procedures process.

Any person who believes that he or she has been subjected to discrimination under Title VI on the basis of race, color or national origin may file a Title VI complaint with DART within 180 days from the date of the alleged discrimination.

For additional information on DART's nondiscrimination obligations, please contact DART Customer Service at 515-293-8100.

Filing a Complaint with DART ▶

Complaints may be filed with DART in writing and be addressed to:

Des Moines Area Regional Transit Authority
 Attn: Customer Service Manager
 620 Cherry Street
 Des Moines, IA 50309

Complaints may also be sent via email to: dart@ridedart.com

A copy of the Title VI Complaint Form is available in the following languages:

- [English](#)
- [Spanish](#)

Upon completion of the investigation, the Community and Customer Relations Manager will complete a final report for the DART Chief Financial Officer. If a Title VI violation is found to exist, remedial steps as appropriate and necessary will be taken immediately. The complainant will also receive a final report together with any remedial steps. The investigation process and final report should take no longer than twenty (20) business days. If no violation is found and the complainant wishes to appeal the decision, he or she may appeal directly to the General Manager, DART, 620 Cherry St., Des Moines, Iowa, 50309.

The Community and Customer Relations Manager shall maintain a log of Title VI complaints received from this process. The log shall include the date the complaint was filed; a summary of the allegations; the status of the complaint; and actions taken by DART in response to the complaint. Should DART receive a Title VI complaint in the form of a formal charge or lawsuit, the complaint will be forwarded to DART's Attorney.



The complaint forms are available for download on the website at <http://www.ridedart.com> and are also available at DART offices and customer service windows. The forms are available in English and Spanish.

D. Record of Title VI Investigations, Complaints, and Lawsuits

DART maintains a record of all Title VI investigations, complaints and lawsuits. The following table describes all cases for years 2013-16 and the current status.

Investigations	File Date	Summary of Incident	Summary of Findings	Other Claims Filed	Actions Taken	Close Date
1	July 23, 2015	Mr. Hall (RideShare participant) stated another passenger was personally attacking him by using words that are racial. He stated "it's derogatory and makes me uncomfortable"	After careful investigation and speaking with available parties, it was concluded that this incident was a Title VI violation. However, since the complainant (Mr. Hall) no longer wished to pursue the case, it was administratively closed.	None	Sent letter to passenger advising that she did violate Title VI policy. Since the case is being dismissed, a copy of DART's Title VI policy was sent advising her to review.	August 10, 2015
Lawsuits	File Date	Summary of Incident	Summary of Findings	Other Claims Filed	Actions Taken	Close Date
Complaints	File Date	Summary of Incident	Summary of Findings	Other Claims Filed	Actions Taken	Close Date



E. Public Participation Plan

1. Purpose

The purpose of the Public Participation Plan (Plan) is to assure and improve access to DART's decision-making process for low income, minority and limited English proficient (LEP) populations.

DART is a recipient of federal funding and, pursuant to Federal Transit Administration (FTA) Title VI regulatory guidance, should therefore seek out and consider the viewpoints of minority, low income and LEP populations "in the course of conducting public outreach and involvement activities." (FTA Circular 4702.1A) Additionally, the funding recipient should offer "early and continuous opportunities for the public to be involved in the identification of social, economic and environmental impacts of proposed transportation decisions at DART."

DART may modify its public participation methods over time based on feedback from the low income, minority and LEP populations, including customer and community based organizations. The Plan is a "living" document that may be updated periodically to reflect community preferences, changing demographics and transit services, as well as respond to new communication and outreach methods.

2. Goals

DART endeavors to provide meaningful opportunities for the public to assist staff in identifying social, economic, and environmental impacts of proposed transportation decisions. This includes input from low income, minority and limited English proficient populations.

Specific goals and outcomes include:

- Quality Input and Participation – Comments received by DART are useful, relevant and constructive, contributing to better plans, projects, strategies and decisions.
- Consistent Commitment – DART communicates regularly, develops trust with communities and builds community capacity to provide public input.
- Diversity – Participants represent a range of socioeconomic, ethnic and cultural perspectives, with representative participants including residents from low income neighborhoods, ethnic communities and residents with limited English proficiency.
- Accessibility – Effort is made to ensure that opportunities to participate are accessible physically, geographically, temporally, linguistically and culturally.
- Relevance – Issues are framed in such a way that the significance and potential effect is understood by participants.
- Participant Satisfaction – People who take the time to participate feel it is worth the effort to join the discussion and provide feedback.
- Clarity in Potential for Influence – The process clearly identifies and communicates where and how participants can have influence and direct impact on decision-making.

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3. Principles

Effective public participation should be based on the following principles:

- Flexible – The engagement process should accommodate participation in a variety of ways and be adjusted as needed.
- Inclusive – DART should proactively reach out and engage low income, minority and LEP populations from the DART service area so these groups will have an opportunity to participate.
- Respectful— All feedback received should be given careful and respectful consideration.
- Tailored – DART's public participation methods should be tailored to match local and cultural preferences as much as possible.
- Proactive and Timely – Participation methods should allow for early involvement and be ongoing and proactive so participants can influence decisions.
- Clear, Focused and Understandable – Participation methods should have a clear purpose and use for the input, and should be described in language that is easy to understand.
- Trustworthy – Information provided should be accurate and trustworthy.
- Responsive – DART should strive to respond and incorporate appropriate public comments into transportation decisions.
- Transparent in Impact – DART should communicate the results of the public's input in terms of the impact on decisions at a broad summary level, providing the major themes, the decisions reached and rationale for the decisions.
- Authentic and Meaningful – DART should support public participation as a dynamic and meaningful activity that requires teamwork and commitment at all levels of the organization.

DART's Public Participation Plan is aimed at assuring and improving access to DART's decision-making by the whole population of Greater Des Moines, with emphasis on minority and limited English proficient (LEP) populations.

DART conducted a survey to identify the preferred methods by minority and LEP populations of being engaged in DART's decision-making process. Though their preferences were minimal, some different preferences among populations did emerge.

4. Selection of Meeting Times, Locations, and Dates

Through consultation with minority and the Limited English Proficiency population, our surveys found that the preferences of these groups are similar to those of the general public – including how they receive information about changes to DART services, when they prefer to attend DART meetings, and the best locations for those DART meetings. These minor differences are best mitigated by assuring that public participation includes an array of alternatives that appeal to all groups.

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For example, meetings on service changes should be shared with the public by both on-board and digital means; they should be held not only in the early afternoon but also in the late afternoon and early evening; and they should be held at locations in downtown Des Moines as well as regional locations such as suburban and Des Moines branch libraries. A strategy for specific participation with these groups includes the following guidelines:

Minority

- DART riders who are Minorities are best reached with information on DART's website and on-board newsletters.
- Meeting times in the mid to late afternoon are preferred by Minority riders.
- Minority riders prefer meeting in downtown Des Moines.

Limited English Proficiency

- DART riders with Limited English Proficiency are best reached with information via on-bus newsletters and DART's website.
- Meeting times in the mid to late afternoon are the best for LEP riders. Noontime meetings are acceptable.
- LEP riders prefer meeting in downtown Des Moines, preferably at DART Central Station. Suburban and Des Moines branch libraries are acceptable.

5. Direct Communications

The Public Participation Plan identifies a menu of available methods for informing the public. While aimed at the general public, they are important tools in reaching minority and LEP populations, who identified them as means by which they receive relevant information. These include:

Emails to partners – These electronic communications can be sent out directly from staff members' email accounts, as well as through DART's Constant Contact email service. Similar to mailers, these can include letters to key staff members at these locations, as well as additional posters or other materials for them to distribute.

Emails to DART emails subscribers (customers) –These electronic communications are sent out via DART's Constant Contact email subscription service. Customers can sign up on DART's website to receive emails from DART on topics of interest to them. They can select to receive emails about individual routes, press releases, et cetera. Staff has the flexibility to target email communications to subgroups of DART ridership, such as those on a particular route. Staff can also elect to send email to all DART customers.

Press releases – Press releases are aimed at generating news coverage of DART events, changes, meetings, et cetera. They are distributed electronically via DART's media email list, as well as posted on the News and Media page of DART's website.

Community newsletters – DART has several partners in the community that publish newsletters, including several member governments. DART can provide articles to these partners for publication in their newsletters.

***On-board newsletters or "hangtags"** – These are printed materials with round cutouts (shaped like "Do Not Disturb" door hangers at hotels) that hang from the hang bars on buses. They are printed on both sides, with English on one side and Spanish on the other side. Their size can be increased with additional folding panels, depending on the amount of information. They are a highly visible and effective means of communicating directly with DART riders.

RIDER NEWS

CAMBIO DE RUTAS HORARIOS
21 De Febrero de 2016

CAMBIO EN LOS SERVICIOS A PARTIR DEL DOMINGO, 21 DE FEBRERO DE 2016

Para dar un mejor servicio a los clientes de DART, a partir del **domingo, 21 de febrero de 2016**, se harán los siguientes cambios:

Se harán ajustes menores en las horas de los horarios:

- Rutas Locales 5, 6, 16 y 52
- Ruta Expresa 92
- Rutas Flex 72, 73 y 74

Ruta Local de 4 - Calle E 14: A partir de inicio de marzo de 2016, se descontinuarán los dos recorridos que dan servicios a Goodwill Industries en la Calle NE 22 debido al cierre de Goodwill en esta ubicación. Los recorridos que salen de la Estación Central de DART a las 7:30 a.m. y que salen de Goodwill Industries a las 3:45 pm darán servicio hasta que Goodwill Industries cierre el edificio en la Calle NE 22. Este cambio no afectará a ninguno de los recorridos que viajan hacia la Cárcel del Condado de Polk (Polk County Jail).

Ruta Expresa 91 - Merle Hay: Se eliminarán las paradas de autobuses de DART #3823 y #2040 sobre el Merle Hay Road y la Avenida Madison. La parada en el punto de tiempo se trasladará a Merle Hay Rd. y la entrada del centro comercial Merle Hay, paradas de autobuses #2041 y #2020.

Los horarios nuevos estarán disponibles en línea en ridedart.com a partir del lunes, 1 de febrero de 2016. Copias impresas de los horarios estarán disponibles en la Estación Central de DART y en los autobuses de DART a partir del miércoles 17 de febrero de 2016.

SIGUIENTE CAMBIO PROGRAMADO DE SERVICIO: JUNIO DE 2016

SERVICIO EN DÍAS FERIADOS
Debido a la celebración del Día de Comemoración de los Caldos (Memorial Day), DART no brindará sus servicios el lunes 30 de mayo de 2016.

www.ridedart.com ▶ 515-283-8100

RIDETIME - APLICACIÓN GRATIS PARA CELULARES

Una aplicación gratis para celulares, RideTime, está disponible ahora para los pasajeros de DART:

- Encuentre la parada más cercana utilizando la ubicación de su teléfono.
- Guarde sus paradas de autobuses favoritos.
- Ponga alarmas para recordar cuándo llegará su autobús.

Busque "RideTime" en el almacén de aplicaciones de su teléfono Apple, android o Windows.

#5MILLIONRIDES

Únase a DART mientras nos esforzamos por alcanzar 5 Millones de Viajes (5 Million Rides) para el 30 de junio de 2016. Este es un gran hito que no podemos hacer sin ti - ¡gracias por montar!

¡Por qué viajar con DART? Comparta su historia acerca de DART con el hashtag #5MillionRides.

DELE LAS GRACIAS A SU CONDUCTOR EL VIERNES, 18 DE MARZO

¿Le ha dado las gracias a su conductor últimamente? El día Nacional de Agradecimiento al Conductor de Autobuses es el viernes, 18 de marzo de 2016. Recuerde darle las gracias a su conductor por su atención al cliente y dedicación para llevarlo a donde necesita ir.

REDES SOCIALES DE DART

Facebook: DART
Twitter: @rideDART
Instagram: @rideDART

INSTRUCCIÓN SOBRE CÓMO VIAJAR EN AUTOBÚS

En la instrucción se demuestra cómo planear un viaje, leer mapas y horarios, reconocer las paradas de los autobuses, pagar pasajes, practicar seguridad de los pasajeros y mucho más. Las sesiones de instrucción sobre Cómo Viajar en Autobús son gratuitas y están abiertas al público.

Sesiones de Instrucción sobre Cómo Viajar en Autobús:

- Miércoles, 10 de febrero de 2016** desde las 2 hasta las 4 p.m.
- Miércoles, 9 de marzo de 2016** desde las 4:30 hasta las 6:30 p.m.
- Martes, 12 de abril de 2016** desde las 10 a.m. hasta el mediodía

Todas las sesiones de instrucción sobre Cómo Viajar en Autobús se dictan en el Salón Multimodal (segundo piso) en la Estación Central de DART, 620 Cherry Street, Des Moines. Si tiene preguntas o desea reservar un cupo, por favor llame al Servicio de Atención al Cliente al 515-283-8100.

RIDER NEWS

SERVICE CHANGES
February 21, 2016

SERVICE CHANGE EFFECTIVE FEBRUARY 21, 2016

Beginning Sunday, Feb. 21, 2016, the following changes will be made to better serve DART riders.

Minor time adjustments on:

- Local Routes 5, 6, 16 and 52
- Express Route 92
- Flex Routes 72, 73 and 74

Local Route 4 - E. 14th St.: In early March 2016, the two trips serving Goodwill Industries on NE 22nd St. will be discontinued due to Goodwill closing this location. The trips leaving DART Central Station at 7:30 a.m. and leaving Goodwill Industries at 3:45 p.m. will be in service until Goodwill Industries closes the NE 22nd St. building. This change will not affect any trips travelling to Polk County Jail.

Express Route 91 - Merle Hay: DART bus stops #3823 and #2040 at Merle Hay Rd. & Madison Ave. will be eliminated. The timepoint will be moved to DART bus stops #2041 and #2020 at Merle Hay Rd. and the Merle Hay Mall entrance.

New schedules will be available online at ridedart.com beginning Monday, Feb. 1, 2016. Printed schedules will be available at DART Central Station and on DART buses beginning Wednesday, Feb. 17, 2016.

NEXT SCHEDULED SERVICE CHANGE: JUNE 2016

www.ridedart.com ▶ 515-283-8100

RIDETIME - FREE MOBILE APP

A free mobile app, RideTime, is now available for DART riders:

- Find the closest bus stop using your phone's location
- Save your favorite bus stops
- Set reminders for when your bus will arrive

Search "RideTime" in the app store on your Apple, Android or Windows phone.

#5MILLIONRIDES

Join DART as we work toward 5 Million Rides by June 30, 2016. This is a huge milestone that we can't accomplish without our wonderful riders - thank you for riding!

Why do you ride DART? Share your DART story with the hashtag #5MillionRides.

HOLIDAY SERVICE

In observance of Memorial Day, DART services will not operate on Monday, May 30, 2016.

THANK YOUR DRIVER ON FRIDAY, MAR. 18, 2016

Have you thanked your driver lately? National Transit Driver Appreciation Day is Friday, Mar. 18, 2016. Remember to thank your driver for his or her customer service and dedication to getting you where you need to go.

DART SOCIAL MEDIA

Facebook: DART
Twitter: @rideDART
Instagram: @rideDART

HOW TO RIDE TRAINING

Learn how to plan a trip, read maps and schedules, recognize bus stops, pay fares, practice rider safety and more. How to Ride Training sessions are free and open to the public.

How to Ride Training sessions:

- Wednesday, Feb. 10, 2016** from 2 to 4 p.m.
- Wednesday, March 9, 2016** from 4:30 to 6:30 p.m.
- Tuesday, April 12, 2016** from 10 a.m. to noon

All How to Ride Training sessions are held in the Multimodal Room (second floor) at DART Central Station, 620 Cherry Street, Des Moines. For questions or to reserve a seat, please call DART Customer Service at 515-283-8100.

On-board audio announcements – DART's Automatic Vehicle Location System has the capability of scheduling automatic audio announcements on DART buses. These announcements can be scheduled on all routes, or single routes, and can be triggered by location on route or on regularly timed intervals.

Ads on buses and bus shelters – Overhead advertisements can be posted inside DART's buses. Additionally, printed advertisements can be posted on the sides of DART's bus shelters.

Posters at DART Central Station – Printed posters can be posted around DART Central Station, including designated news bulletin areas within the waiting area and at the Customer Service Window.

2016 Title VI Program Update
May 2016

DART Commission Agenda Packet - May 3, 2016

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Mailers to partners – These printed materials can be distributed via mail to DART's partners. They can include letters to key staff at these locations, as well as additional posters or other materials for them to post around their offices.

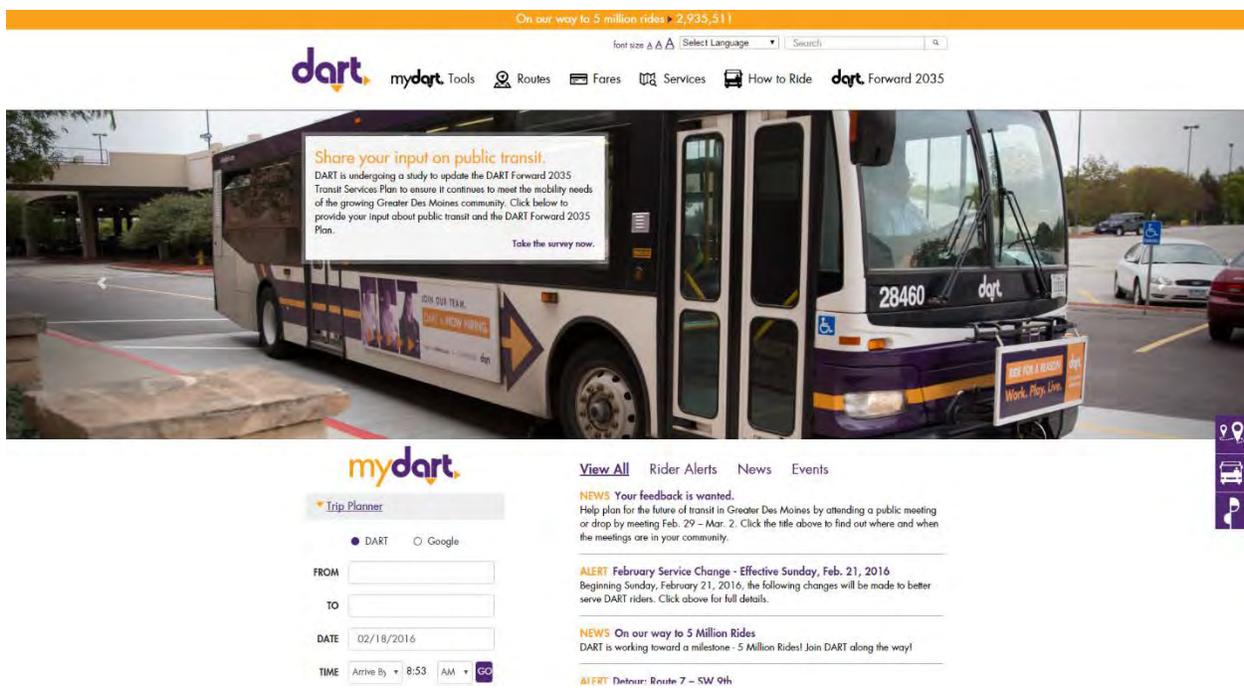
Partners' websites – Like community newsletters, DART's many community partners maintain websites that are frequented by the public. DART can provide information to these partners to be included on their websites.

Community calendars – One feature that is common to many of DART's partners' websites is a calendar. DART can share the times and dates of key meetings or events with the partners for inclusion on these calendars.

Paid ads in daily newspaper – DART can publish paid advertisements in the daily newspaper of record, The Des Moines Register.

***Paid ads in non-English newspapers** – DART can publish paid advertisements in non-English newspapers, including Spanish and Bosnian newspapers, to reach a wider span of the population.

Public notices – These are published in the daily newspaper of record, The Des Moines Register, and are also posted on DART's website.



***DART's website** – DART's website, www.ridedart.com, is one of the primary sources of information for DART riders. Several tools are available within the site to communicate changes in service as well as to notify the public of opportunities to participate in DART's decision-making process. These include "news items" that appear as short summaries on the home page and, when selected, can lead to longer news items, including meeting schedules and links to route maps, surveys, et cetera.



DART's Facebook page – DART's Facebook page is used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in DART's decision-making process.



DART's Twitter feed – DART's Twitter account allows staff to share newsworthy items with riders, including service changes and opportunities for the public to participate in DART's decision-making process.

National Federation for the Blind Newline – DART press releases are sent to the local content provider to the National Federation for the Blind Newline. DART's news items are thereby able to be heard by calling the Newline, rather than relying on printed materials.

Informational Sessions – Informational

sessions are meetings held throughout the community for the purpose of sharing information, such as significant route changes, with members of the public.

* These communication methods are typically offered in English and Spanish. All methods are available for translation or interpretation upon request.

6. Methods of Involving the Public

Similarly, the Public Participation Plan includes a menu of available methods for involving public participation in DART's decision-making process. Again, these are important means of engaging minority and LEP populations as well as the general public. These include:

Public Meetings – A public meeting is a discussion between interested parties, often including riders. It is a question-and-answer format and an open discussion with a member of the DART staff to make sure comments stay focused on the proposed change and that everyone has a chance to ask questions. A public meeting is NOT required by federal regulations and comments do not go into the public record.

Public Hearings - A public hearing is required by federal or state regulations where comments from the public go into the public record. A public hearing is governed by rules concerning who speaks when and for how long and is overseen by a DART official. A public hearing is NOT a question-and-answer format.

Opportunity for Public Comment – An Opportunity for Public Comment is a solicitation for public input on a specific subject over a specified duration of time. DART may offer these by advertising them as if would a Public Hearing.

Surveys – Surveys are a series of specific questions, often in multiple-choice format that can be distributed in print form as well as in digital form. The results from surveys can be quantified and analyzed, but are not as conducive to broader, more open ended discussions.

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Public Comment Cards – Public Comment cards open-ended questionnaires that can be distributed in printed form as well as in digital form. Comments from comment cards are valuable for open-ended discussions, although they are not as easy to quantify or analyze.

General Comments – DART is always open to and accepting of public comments, regardless of whether they were given as part of an organized effort. Comments can be shared with DART by phone at 515-283-8100, by email at dart@ridedart.com, or by mail at 620 Cherry Street, Des Moines, Iowa, 50309.

7. 2014 – 2016 Outreach

DART's outreach for its long-range planning and major service changes included the following activities:

- Six public meetings were held April 15-18, 2013, to collect public input on a proposed major service change for August 2013.
- Four public meetings were held April 14-17, 2014, to collect public feedback on recommendations for a major service change in August 2014.
- Four public meetings were held April 22-24 2015, to collect public feedback on recommendations for a major service change in August 2015.

8. Translation and Interpretive Services

DART's program for providing translation and interpretive services is critical to the success of the Public Participation Plan in reaching minority and LEP populations. The program provides translation and interpretive services to anyone who needs them. The program was established in keeping with the Language Assistance Implementation Plan that was submitted to the FTA in July 2010 and most recently revised in May 2016.

DART contracts with a firm called CTS Language Link to provide interpretation services in over 240 languages to customers upon request. These services can be accessed by phone at DART Central Station.

Additionally, DART makes translation services available at its public meetings to anyone who requests them. The translation services are publicized in meeting notices.

9. DART Partners

DART utilizes a network of community partners to reach minority and LEP populations.

- DART can “amplify” its messages by routing them through partners' communication networks, thereby reaching more of the minority and LEP populations. These messages include:
 - Relay valuable information
 - Opportunities to participate in DART's decision-making process
- DART can consult with these partners' staff and clients on:
 - Transportation needs

- 
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- o Solutions to potential or real issues

DART counts more than 340 organizations, businesses and other government agencies among its list of partners. These organizations fit into one of the following categories:

- Youth centers
- Rehabilitation centers
- Agencies for low-income individuals
- Refugee agencies
- Human rights organization
- Shelters
- Community action centers
- Correctional facilities
- Agencies for people with disabilities
- Corporate partners
- Pass-sales outlets
- Member governments
- State government agencies
- Federal government agencies

These DART partners provide valuable avenues for reaching minority and LEP populations.



F. Limited English Proficiency (LEP) Assistance and Language Assistance Implementation Plan

1. Purpose

This Limited English Proficiency Plan has been prepared to address DART's responsibilities as a recipient of federal financial assistance as they relate to the needs of individuals with limited English language skills. The plan has been prepared in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq, and its implementing regulations, which state that no person shall be subjected to discrimination on the basis of race, color, or national origin.

Executive Order 13166, titled Improving Access to Services for Persons with Limited English Proficiency, indicates that differing treatment based upon a person's inability to speak, read, write or understands English is a type of national origin discrimination. It directs each federal agency to publish guidance for its' respective recipients clarifying their obligation to ensure that such discrimination does not take place. This order applies to all state and local agencies which receive federal funds, including the Des Moines Area Regional Transit Authority (DART) which receives federal assistance through the U.S. Department of Transportation (U.S. DOT).

2. Scope of Policy & Definitions

These requirements apply to the Des Moines Area Regional Transit Authority including subcontractors, vendors, and sub recipients.

DART will ensure that LEP individuals have meaningful access to benefits and services provided through contractors or service providers receiving federal funding from DART.

Limited English Proficient (LEP) individuals – Any prospective, potential, or actual recipient of services from DART, who cannot speak, read writes or understand the English language at a level that permits them to interact effectively with transit system staff.

Vital Documents – These forms include, but are not limited to, applications, consent forms, letters containing important information regarding participation in a program; notices pertaining to the reduction, denial, or termination of services, the right to appeal such actions, or that require a response from notices advising LEP persons of the availability of free language assistance, and other outreach materials.

DART Community and Customer Relations Manager – The person responsible for compliance with Title VI policies.

Substantial number of LEP – 5% or 4,500 people, whichever is smaller, are prospective, potential or actual recipients of service and speak a primary language other than English and have limited English proficiency or who cannot read, write or understand the English language at a level that permits them to interact effectively with transit system staff.



3. Four Factor Framework Analysis

This plan utilizes the four-factor analysis of an individualized assessment described in the FTA guidance publication of April 13, 2007 entitled “Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons: A Handbook for Public Transportation Providers.”

DART’s prior experience with LEP individuals is longstanding. Employees of DART and its operators are also an ethnically diverse group, of which many individuals share cultural backgrounds with ethnic groups in the service area. This personal experience and connection with local communities is one of the most regular and important ways that DART has developed and maintains its sensitivity to the concerns of LEP persons.

In accordance with this guidance, this section examines each of the following factors to determine the level and extent of language assistance measures required to sufficiently ensure meaningful access to public transit services within DART’s service area. These factors are:

- Factor 1: Proportion, Numbers and Distribution of LEP Persons in DART’s Service Area
- Factor 2: Frequency of Contact with LEP Persons
- Factor 3: Nature and Importance of DART Services to LEP Persons
- Factor 4: Resources Available to DART and Overall Cost

Implementation measures to address the results are then based on the results of the analysis are described in Section 6.

a) Factor 1: Proportion, Numbers and Distribution of LEP Persons in DART’s Service Area

The U.S. Census Bureau has a range of 4 classifications of how well people speak English. The classifications are ‘very well,’ ‘well,’ ‘not well,’ and ‘not at all.’ Consistent with federal guidance, this plan considers people who are reported by the Census to speak English less than “very well” as Limited English Proficient persons.

Service Area Boundaries

DART’s service area is primarily Polk County; however some community boundaries do slightly spill over into adjacent counties. For this analysis, only Polk County boundaries will be used. The communities within Polk County include:

- Altoona
- Ankeny
- Alleman
- Bondurant
- Clive
- Des Moines
- Elkhart
- Granger
- Grimes
- Johnston
- Mitchellville
- Pleasant Hill
- Polk City
- Urbandale
- West Des Moines
- Windsor Heights
- Unincorporated Polk County

Analysis of Language Related Population Data

Language Spoken at Home

Analysis of the 2010-2014 American Community Survey 5-Year estimates data for Polk County presented in Table A shows that the proportion of residents within the DART service area who may be considered LEP is 5.7 percent. Of the population 5 years of age or older in Polk County, 12.4 percent speak a language other than English at home, with 46 percent of that population speaking English less than "very well."

TABLE A: Language Spoken at Home (5 Years and Over)

LANGUAGE SPOKEN AT HOME (5 YEARS AND OVER)	ESTIMATE	PERCENT
English only	361,177	87.6%
Language other than English	51,126	12.4%
Speak English less than "very well"	23,518	5.7%
<i>Spanish</i>	24,150	5.9%
<i>Speak English less than "very well"</i>	11,640	2.8%
<i>Other Indo-European Languages</i>	10,013	2.4%
<i>Speak English less than "very well"</i>	3,735	0.9%
<i>Asian and Pacific Islander Languages</i>	11,402	2.8%
<i>Speak English less than "very well"</i>	5,667	1.4%
<i>Other Languages</i>	5,589	1.4%
<i>Speak English less than "very well"</i>	2,487	0.6%
TOTAL	412,303	100%

Limited English Speaking Households

According to the US Census Bureau, a "limited English speaking household" is one in which no member 14 years old and over (1) speaks only English or (2) speaks a non-English language and speaks English "very well." In other words, all members 14 years old and over have at least some difficulty with English. By definition, English-only households cannot belong to this group. Previous Census Bureau data products have referred to these households as "linguistically isolated" and "Household where no one age 14 and over speaks English only or speaks English 'very well.'" In 2014, and shown in Table B below, Polk County has 174,759 total households, and of the limited English speaking households Spanish is the most prevalent.

TABLE B: Limited English Speaking Households

LIMITED ENGLISH SPEAKING	TOTAL	PERCENT
English	152,889	87.5%
Spanish	9,968	5.7%
<i>Limited English Speaking</i>	2,513	1.4%
<i>Not Limited English Speaking</i>	7,455	4.3%
Other Indo-European languages	4,940	2.8%
<i>Limited English Speaking</i>	807	0.5%
<i>Not Limited English Speaking</i>	4,133	2.4%
Asian and Pacific Island language:	4,743	2.7%
<i>Limited English Speaking</i>	1,337	0.8%
<i>Not Limited English Speaking</i>	3,406	1.9%
Other languages	2,219	1.3%
<i>Limited English Speaking</i>	704	0.4%
<i>Not Limited English Speaking</i>	1,515	0.9%
TOTAL	174,759	100%

Des Moines Public Schools

The Des Moines Public School district is the largest in Polk County and by far the most diverse. Data retrieved from the district shows that as of 2016, approximately 6,500 students are enrolled in the district's English Language Learners (ELL) program. This program is designed for students learning English as a second language. With nearly 32,000 students enrolled district-wide, one in five students in the district are enrolled in the ELL program. Approximately 8,000 students in Des Moines Public Schools speak Spanish, but only half are enrolled in the ELL Program, indicating that around 50% of Spanish speaking students also have some English speaking proficiency. Though there are over 100 different languages spoken in households within the Des Moines Public School District, the top 4 primary languages for students enrolled within the school system's ELL program are ranked in the following order:

- Spanish (4,000 students)
- Korean (650 students)
- Arabic (200 students)
- Vietnamese (200 students)

Summary

In using the above census data as well as information from the Des Moines Public School District, DART has determined that the greatest non-English language need in the community is Spanish.

b) Factor 2: Frequency of Contact of LEP Persons

Employees of DART and its operating companies are in contact with LEP persons on a daily basis. The most frequent type of encounter is between bus driver and passenger. The second most frequent contact is via telephone on the DART Schedule Information line. Other points of contact include:

- Walk-in customers and assistance from operations staff at DART Central Station
- Public hearings and meetings with community based organizations
- Agency training sessions, providing education on how to ride and service information

Note:

DART also monitors the languages spoken by refugee persons applying for "Half Fare" ID cards, which allow them to ride DART's services for less than half the cost of a full fare. The following table is a breakdown of languages spoken by refugees that obtained one of the 1,702 "Half Fare" ID's made between April 2013 and February 2016.

Language	Number	Percent of Total
Arabic	106	6.2%
Buhtan	1	0.1%
Burmese	288	16.9%
Chin	185	10.9%
Dari	12	0.7%
French	13	0.8%
Hindu	3	0.2%
Karen	538	31.6%
Kirundi	14	0.8%
Korean	6	0.4%
Kunama	30	1.8%
Kurdish	2	0.1%
Lai	15	0.9%
Mandarin	1	0.1%
Mizo	12	0.7%
Nepali	343	20.2%
Pashto	9	0.5%
Saho	4	0.2%
Samali	32	1.9%
Spanish	3	0.2%
Sudanese	5	0.3%
Swahili	36	2.1%
Thai	1	0.1%
Tigrinya	43	2.5%
TOTAL:	1,702	100.0%

c) Factor 3: Nature and Importance of DART Services to LEP Persons

DART is committed to making its services available and as accessible as possible to all persons living within its service area. DART is also committed to providing opportunities for all persons to participate in transit planning processes.

Any denial, delay or reduction in access to DART services because of language-related barriers is unacceptable to DART. DART recognizes that thousands of persons depend on transit each day in its service region for critical mobility needs, such as traveling to medical appointments, shopping for food, commuting to work, and getting to school.

Public transportation has been considered the “to” in Welfare to Work, Access to Healthcare, and several other programs and/or services that often are utilized by the low-income, minorities, and LEP persons. Without access to public transportation many of these individuals would not be able to take advantage of other services that could potentially be life changing or life sustaining.

Example: DART interior Signage



d) Factor 4: Resources Available to DART and Overall Cost

DART is committed to providing resources that could be used for providing LEP assistance. Today bilingual information (English/Spanish) is distributed in a number of mediums and DART is looking at ways to implement additional resources. Currently the following are being done:

- A bilingual (English/Spanish) website
- Bilingual English/Spanish hang tags/information flyers for buses
- One Bilingual English/Spanish speaking customer service representative
- Access to CTS Language Link providing DART with 240 language options
- Bilingual English/Spanish translation at public meeting when requested
- Recruitment of bilingual English/Spanish drivers and administration staff
- Partnerships with local agencies who work specifically with LEP populations to assist with rider concerns



The outreach cost associated with these efforts fall within the marketing and customer service budget. Current costs are predominately a reflection of translation/interpretation services and marketing materials.

4. Implementation Plan

There are five areas that comprise DART's LEP Plan:

- Identifying LEP individuals who need language assistance
- Language assistance measures
- Training staff
- Providing Notice to LEP persons
- Monitoring and updating the LEP Plan

Identifying LEP Individuals who need Language Assistance

DART identifies LEP persons who need language assistance through the following programs, activities and services:

- Examine customer service records for language assistance have been received in the past, either at meetings or over the phone
- Telephone assistance and assessment by Schedule Information staff
- Conversation with DART bus operators and field personnel
- Conversational assessment of walk-in customers at DART Central Station, at public meetings and at other DART sponsored events
- Inclusion of instructions for requesting language translation on public meeting notices.
- Asking persons attending public hearings if Spanish language translation and/or signing interpreter services are desired or needed (services are always available).
- Demographic assessment of census data to ascertain likely geographic location of potential LEP customers.
- Outreach to community based organizations and municipal agencies to ask their assistance in identifying LEP persons who may need language assistance.

Customers served through CTS Language Link translation services from April 2013 to February 2016:

Spoken Language	Customers Served through Interpretation
Mandarin	4
Vietnamese	1
Cambodian (Khmer)	1
French	1
Karen	1

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Language Assistance Measures

This section describes the current and future services that DART provides for enhancing the access of its system to LEP persons.

Information regarding DART services is made available through multiple means, including website translation services, system maps and providing a bilingual staff member whenever possible. There are no costs to users for these services

Existing LEP Programs and Services

Following is a summary of the language assistance, programs and services currently provided:

- One of the four staff persons at the Schedule Information department bilingual (Spanish)
- Customer Service staff regularly evaluate customers' LEP needs and options to better serve them
- Spanish translation of DART policies and services on DART's website
- Onboard passenger surveys available in Spanish and administered by bilingual surveyors
- Many DART bus operators are bilingual (Spanish)
- Many bus operators are also familiar with common phrases used by customers in languages other than English.
- Announcements and other onboard notices printed in English and Spanish
- Title VI policy and complaint form are translated in Spanish
- Translation of key DART documents available upon request
- Meetings with community based organizations
- DART's website has the ability to translate into 103 different languages
- DART's automated telephone schedule information line includes a Spanish translation option
- Partnerships with community organizations to develop a list of language translation volunteers who are available for public meetings.
- Training Schedule Information staff in the use of online translation services for other languages (i.e., Russian, Portuguese, Vietnamese) to assist customers.
- Provide translation and interpretation services upon request.
- Spanish translation of DART policies and services on the system map and route schedules.
- Meeting notices include explanation of procedures to request language translation.
- Provide Language Identification Flashcards on all transit vehicles, at DART administrative offices, and in DART administrative vehicles.

- Post DART's Title VI and LEP Plan on the DART website.

Future LEP Programs and Services

DART's proposed future programs and services to enhance accessibility of transit services to LEP persons:

- Development of written translation and oral interpreter service providers' database. This would improve the speed and convenience with which written documents can be translated for the public, and reduce the need to have public requests for them.
- Ensure DART member governments are aware of the USDOT LEP guidance and inform them of DART's measures to inform LEP individuals, as appropriate.
- Use of Des Moines MPO's LEP services outlined in the organization's LEP plan, as developed.
- Continue to identify community based organizations that are not being contacted through existing outreach.
- Incorporate services to assist LEP customers in forthcoming intelligent transportation system (ITS) passenger information capabilities, including onboard audio announcement in multiple languages and on electronic signs.
- Survey bus operators and other front line staff annually about their contact with LEP persons during the previous year.
- Include language "Spanish a plus" on bus operator recruitment flyers.
- Prepare a customized foreign language booklet in Spanish for Bus Operators which will contain a number of common transit-related phrases such as "Please provide exact change" and "Where would you like to go?"
- Continue to work directly with local agencies to provide "how to ride" training for Refugees

Training Staff

DART will train staff on its role and responsibilities in providing meaningful access to services for LEP persons in the following ways:

- An educational PowerPoint has been administered to educate DART staff on Title VI and LEP requirements for providing meaningful access to services for LEP persons
- DART staff is trained on how to utilize the language assistance services offered
- DART staff is equipped with the specific procedures to assist when encountering an LEP person, including how to handle a potential Title VI/LEP complaint
- Staff has access to a Language Identification Sheet that identifies 240 different languages
- Title VI and LEP training is provided to all new hires
- Travel Cards are utilized by agencies for riders to assist in providing quality service
- All staff is trained to utilize half fare ID cards when assisting riders

Example: Travel Card & Refugee Half Fare ID Card

Travel Card

Bus #/ _____

Transfer #/ _____

Destination/ _____

Agency Name _____

Phone # _____ Language _____

Home Address _____

Reduced Fare
Identification Card



Name Kaziah Kohahva

Spoken Language Bosnian

Agency Name Lutheran Services of Iowa

Agency Phone # (515) 271-7335

02/24/2012 **Exp. Date: 02/24/2017** **Pass Number: 143**

 **ISSUED SUBJECT TO CONDITIONS ON BACK**
Des Moines Area Regional Transit Authority

Providing Notice to LEP Individuals

USDOT LEP guidance states: "Once an agency has decided, based on the four factors, that it will provide language service, it is important that the recipient notify LEP persons of services available free of charge. Recipients should provide this notice in languages LEP persons can understand.

DART provides this notification through the following:

- Using automated telephone voice mail attendant or menu which can provide information about DART services in Spanish
- Issuing service related notices in English and Spanish
- Meeting notices include instructions on how to request language assistance (with advance notice)
- Providing presentations and/or notices at schools and religious organizations.
- Stating in outreach documents that language services are available from the agency.
- Offer general information, such as operation hours of the Transit Center/ Administrative Offices, fares, Lost and Found, etc., on the DART's customer service line in Spanish

- Use of an automated telephone greeting in both Spanish and English, directing callers to select which language they prefer

Future notification services are expected to include:

- An inventory of existing public service announcements and community outreach the agency currently performs.
- Greater incorporation of notices of language assistance availability into existing outreach.
- Targeted community outreach to LEP persons, especially via community based organizations that serve and represent them.
- Working with community-based organizations and other stakeholders to inform LEP individual of the recipient's services, including the availability of language assistance services.
- Continue to provide the title and effective date in both English and Spanish on the cover of the DART System Map indicating that the publication is accessible to Spanish speakers;
- Continue to work to have the following written communications printed in both English and Spanish;
 - DART's System Map and Route Schedules available on the website in Spanish
 - Temporary signs at bus stops and transit centers informing customers of any detours or route changes
 - Interior bus cards displaying cash fare, cost of monthly discount passes and special promotions/campaigns
 - Onboard surveys
- Provide information in both English and Spanish about DART's non- discrimination policies and information on the local/federal complaint process and place on the agency's website and available at public meetings.
- Provide flyer information to all agencies in a format that can easily be translated to accommodate any language needed by the agency.

5. Monitoring and Updating the LEP Plan

This plan is designed to be flexible, and should be viewed as a work in progress. As such, it is important to consider whether new documents and services need to be made accessible for LEP persons, and also to monitor changes in demographics and types of services. DART will update the LEP as required by U.S. DOT. At a minimum, the plan will be reviewed and updated when data from the 2020 U.S. Census is available, or when it is clear that higher concentrations of LEP individuals are present in the DART service area.

DART will examine and update its' LEP Plan in the following manner:

- Work with local agencies to insure clients are being served
- Determine how the needs of LEP persons have been addressed

- 
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- Determine whether local language assistance programs have been effective and sufficient to meet the need
 - Determine whether transit system's financial resources are sufficient to fund language assistance resources needed
 - Determine whether DART has fully complied with the goals of this LEP Plan
 - Determine the current LEP population in the service area and whether the need for translation services has changed
 - Determine the current LEP population in the service area and whether the need for translation services has changed

G. Racial Breakdown of Non-Elected Committees

The Transit Riders Advisory Committee (TRAC) of the Des Moines Area Regional Transit Authority (DART) in Des Moines, Iowa, was established in 2008 as a means for transit riders to advise DART staff and the DART Commission on services, initiatives, and related programs.

The committee's bylaws define the composition of the committee and the appointment process:

1. Composition

TRAC shall be composed of thirteen (13) members. Seven (7) shall consist of one (1) member from each of the DART Commission Districts. Two (2) shall be users of RideShare. Two (2) shall be users of Paratransit or have a disability and use fixed route services. Two (2) shall be appointed by the General Manager.

All thirteen (13) members must reflect a broad representation of people from different geographic locations of the DART service area and not any particular advocacy group. Membership shall reflect a broad array of age, gender, race, culture and disabilities so as to best reflect the concerns of riders. DART employees, family members and elected officials are not eligible for membership on TRAC.

Table of Racial Breakdown of Non-Elected Committees

Body	Total	Caucasian	Latino	African American	Asian American	Native American
Polk County Population (Number)	430,640	364,895	32,647	25,853	15,220	1,384
Polk County Population (Percentage)	100%	85%	8%	6%	4%	0%
Past and Present Members since 2010 Transit Rider Advisory Committee (Number)	44	39	0	3	2	0
Past and Present Members since 2010 Transit Rider Advisory Committee (Percentage)	100%	89%	0%	7%	5%	0%
Active Membership as of April 2016 Transit Rider Advisory Committee (Number)	13	10	0	2	1	0
Active Membership as of April 2013 Transit Rider Advisory Committee (Percentage)	100%	77%	0%	15%	8%	0%

2. Selection Process for Members

Applications will be solicited on a bi-annual basis, corresponding to the expiration of terms of service. If all members are re-appointed for the second term, the solicitation process will be postponed until there is a vacancy to fill. All applications are valid for one year.

After the application deadline has passed, DART Commissioners from Regions 1 – 7 will make a recommendation from the applicant pool. The Commissioners from Polk County will make a recommendation for the two (2) RideShare and Paratransit seats, and the General Manager will recommend two (2) applicants.

Applicants are asked to identify their ethnicity, race, age, gender, and status of disability on the application in effort to provide enough information for the Commission and General Manager to select a diverse group of members. The Commissioners are responsible for selecting volunteers to serve on the TRAC Committee who have submitted an application from their district.

The day-to-day operation of the committee is handled by a “TRAC Liaison” who is designated by the General Manager. When there are openings on the committee, the TRAC Liaison works with the Marketing and Communications Department to solicit applications from the riding population. The approach is to reach as many transit riders as possible in their environment, as well as through other means. Approaches to get higher rates of participation from minority groups include the following:

- Provide applications to partner agencies that serve minority populations

- 
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- Ads on buses
 - Emails to subscription lists of fixed-route riders
 - Emails to RideShare members
 - Website
 - Press Release
 - Applications handed out at a series of 11 public meetings on service changes
 - Applications handed out at public reception desk

H. Efforts to Ensure Subrecipient Compliance with Title VI

To comply with Title VI requirements, all subrecipients of DART must also comply with Title VI requirements. To demonstrate compliance with Title VI, DART has a process for ensuring compliance, collects Title VI programs from subrecipients and reviews the program for compliance, collects and stores Title VI programs, and as required asks subrecipients to verify that their level and quality of service is provided on an equitable basis. DART monitors both contractors and sub-recipients for Title VI compliance as required by federal regulations. Third Party service contractors are required to follow DART's Title VI program and report all complaints or notices of lawsuit involving DART contracted services.

Currently DART's only sub-recipient is the City of Des Moines as it relates to the FTA funded Center Street Park & Ride facility (sub-grantee). The parking facility opened in spring 1999 and is operated and maintained by the city. DART provides a shuttle service from the parking facility to downtown Des Moines and the city pays for the bus service with the parking revenues.

The Title VI program is administered by the Des Moines Title VI Coordinator, who is responsible for providing the Title VI report to DART. This report details a list of all complaints or lawsuits, list of federal transit funding, description of project and advisory committee and a summary of civil rights compliance review activities conducted by the sub-recipient.

DART reviews subrecipients Title VI plan for the following items:

- A copy of the sub-recipients Title VI notice to the public including a listing of posting locations.
- A copy of the sub-recipients instructions to the public on how to file a Title VI complaint along with a copy of the form.
- A list of all public transportation-related Title VI investigations, complaints or lawsuits filed with the sub-recipient since the last submission related to the FTA funded project.
- A public participation plan that includes an outreach plan to engage minority and LEP populations and a summary of outreach efforts made since the last submission.
- A copy of the sub-recipients LEP plan.
- Membership of non-elected planning boards/councils/committees for transit-related projects, including racial breakdown and a description of efforts to encourage minority participation.
- A copy of the Title VI equity analysis conducting during the planning stage for facility projects.
- Copy of the subrecipients governing board approving the Title VI plan.

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Subrecipients are required to electronically file an annual Title VI report to DART's Grant Manager, and are subject to a desk or site review. DART will check all listed elements for compliance and offer a notice of concurrence that the program complies with Title VI requirements.

I. Environmental Justice Analysis of Construction Projects

In order to integrate, into environmental analyses, considerations expressed in the DOT Order on Environmental Justice, recipients and subrecipients should integrate an environmental justice analysis into their National Environmental Policy Act (NEPA) documentation of construction projects. DART has not engaged in a significant construction project between 2013 and 2016.



III. Title VI Program-Specific Requirements for Transit Providers

The following items respond to the specific information requirements described in Circular 4702.1B of October 1, 2012, for the Title VI programs of FTA transit funding recipients serving areas of 200,000 or more residents.

A. Requirements to Set Service Standards

1. Vehicle Load for Each Mode

It is DART's policy that vehicle loads not exceed 150 percent of capacity on a consistent basis. The vehicle manufacturer determined, based on the maximum Gross Vehicle Weight (GVW), that the load on each vehicle should not exceed 161 percent to 195 percent of the seated capacity. However, DART established the lower percentage after reviewing aisle capacity on the vehicles. DART's past experience has found that rarely is 110 percent of capacity ever exceeded on the buses. DART monitors the "vehicle load" policy in two ways. First, DART's Scheduling Manager periodically provides a sampling of vehicle loads. This sampling occurs mainly in the winter months when our ridership increases. DART also relies heavily upon information relayed from passengers and operators. Based on the comments, DART will send a supervisor or the Scheduling Manager to observe the extent of the overcrowding. Through these two methods DART takes the following action:

- If a small bus is used on a route, replace it with a larger vehicle.
- If the load exceeds capacity by 50 percent, a second vehicle will be placed on the route.

2. Vehicle Headway for Each Mode

Target headway policies are currently set on a route by route basis during the annual budget process. The current headway target for each route is as follows:

Service Type	Route Number	Peak (Minutes)	Off Peak (Minutes)	Weekend (Minutes)
Local	1	15	30	60
	3	20	30	30
	4	30	60	60
	5	30	60	-
	6	15	30	60
	7	15	30	60
	8	30	-	-
	11	30	-	-
	14	30	60	60
	15	15	30	30
	16	15	30	60
	17	15	30	60
	52	30	60	60
	60	20	20	40
	Circulator/Shuttle	13	30	-
40		15	15	-
42		10	10	-
72		30	60	60
73		20	-	-
74		30	-	-
Flex Route	91	30	-	-
	92	20	-	-
	93	20	-	-
	94	30	-	-
	95	30	-	-
Express	96	20/30	-	-
	98	20	90	-
	99	30	-	-

DART's long range transit services plan, DART Forward 2035, has established the following headway service targets for the DART network:

Service Type	Frequency Targets (Minutes)
Arterial BRT Rapid Bus	10
Key Corridor Local Bus	15
Supporting Local Bus	15 Peak / 30 Off Peak
Express Bus	Tailored to Demand
Crosstown Local Bus	15-30
Flex Route	30
On-Call	Demand Based

3. On Time Performance for Each Mode

An operator must be within 4 minutes and 59 seconds of the published times, but never early, to be considered on time. The service standard is 85 percent on-time performance. The Supervisor assigned to a group of routes provides time checks to the Transportation Manager who submits the data for monitoring. Any infractions are handled according DART's discipline policy outlined in the operator handbook. Individual runs are also referred to the Scheduling Supervisor for possible adjustments.

4. Service Availability for Each Mode

Weekday average stop spacing for DART local routes is about 0.13 miles, which is half of that typical for the industry (0.18-0.25). Spacing standards for bus stops is targeted at approximately 0.25 miles.

DART has regularly scheduled transit service available in 17 of the 18 member communities in Polk County, with general public paratransit available in all of Polk County. In addition, DART has the ability to expand into adjacent communities and counties per the State of Iowa Regional Transit Authority Legislation if the participating community signs a 28M Agreement. Individual service levels are developed with community feedback.



B. Requirements to Set Service Policies

1. Transit Amenities for Each Mode

The circular FTA C 1160.1A defines transit amenities as "items of comfort and convenience available to the general public." Based on this definition, DART has two types of transit amenities that are placed along bus routes: bus benches and bus shelters.

Bus benches are not currently owned by DART; therefore DART does not govern their placement. A private company owns and maintains these amenities and must file a permit with the City of Des Moines. The City of Des Moines does take a proactive approach in requesting boarding information on stops from DART before granting placement approval.

DART's Bus Stop & Amenity Design Guidelines provide guidance for the placement of amenities. Bus stops with a minimum of 25 average weekday passengers boarding are selected as candidates for improvements, excluding stops located at schools. A working list of candidate shelter locations has been developed for stops outside of downtown and within downtown, ranked by total number of passengers boarding. As route alignments change shelter locations may need to be modified. The list of bus stops and the criteria used to develop the list will be used to develop near-term and mid-term bus stop enhancements and included in required transportation plans.

2. Vehicle Assignment for Each Mode

It is generally DART's policy to rotate buses throughout the system. A few exceptions to this policy are made to provide a more comfortable and safer service for our passengers and drivers.

DART utilizes a fleet of six articulated buses on runs requiring extra capacity. These buses carry 66 seated passengers and are used on some express and school service routes where standard 40-foot buses would be overcrowded. On Flex and On Call routes, a fleet of 11 smaller cutaway buses (28 to 30 ft.) is used to better match the reduced passenger volume and allow for safe operation on narrow side streets. On the free downtown D-Line shuttle, four distinctively branded D-Line trolley buses provide service and are not used anywhere else in the system. The final exception applies to routes that have routinely low passenger volumes, including routes 8, 11, and The Link, where shorter 35 foot buses are assigned.

C. Collection of Demographic Data

1. Demographic and Service Profile Maps and Charts

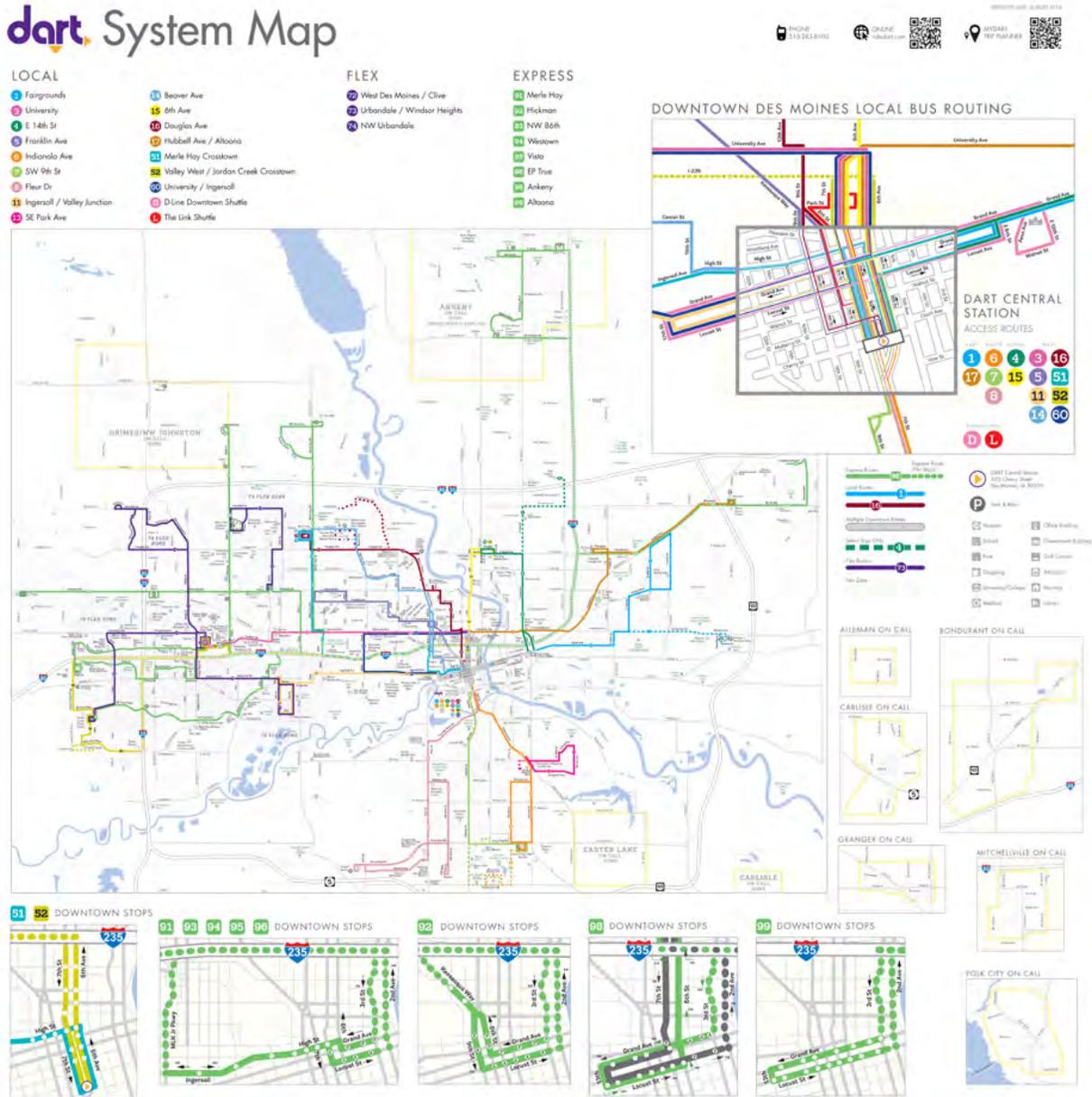
DART has prepared demographic and service profile maps and charts using 2010 Census data and the 2011 American Community Survey 5-year.

- A base map showing the current system network along with major attractors and generators within the service area.
- A demographic map showing Census block analysis of minority populations throughout the DART service area. According to 2010 Census data, DART's mean for minority population is 13.16 percent. Areas on this map that are shaded are the Census

blocks where the percentage of minorities is at or above average for DART's service area.

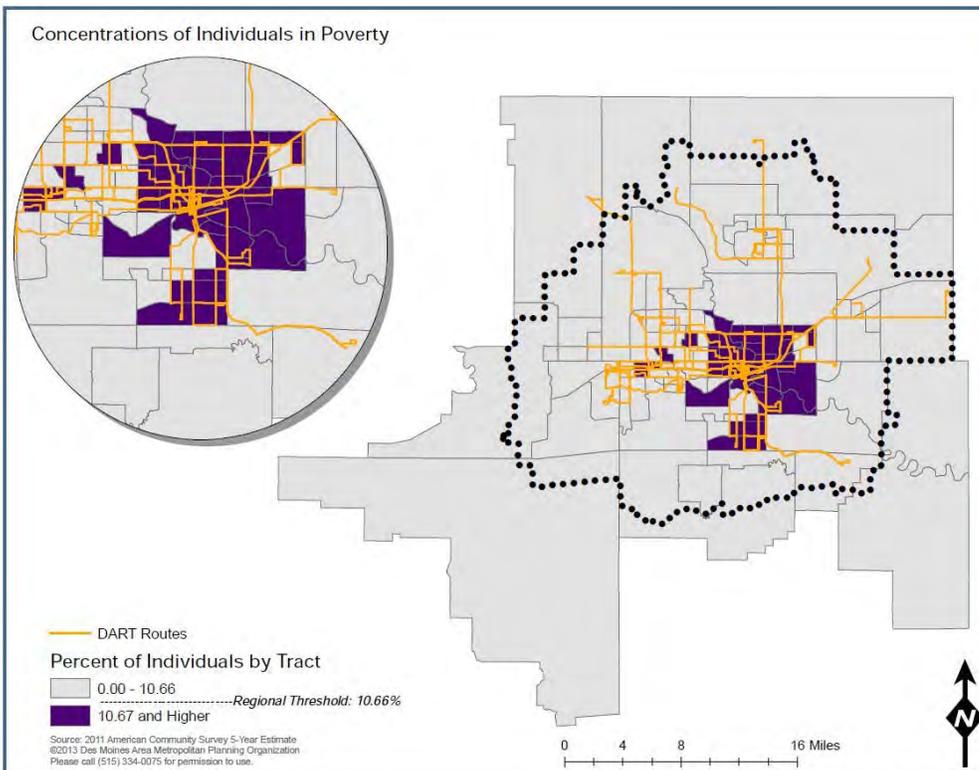
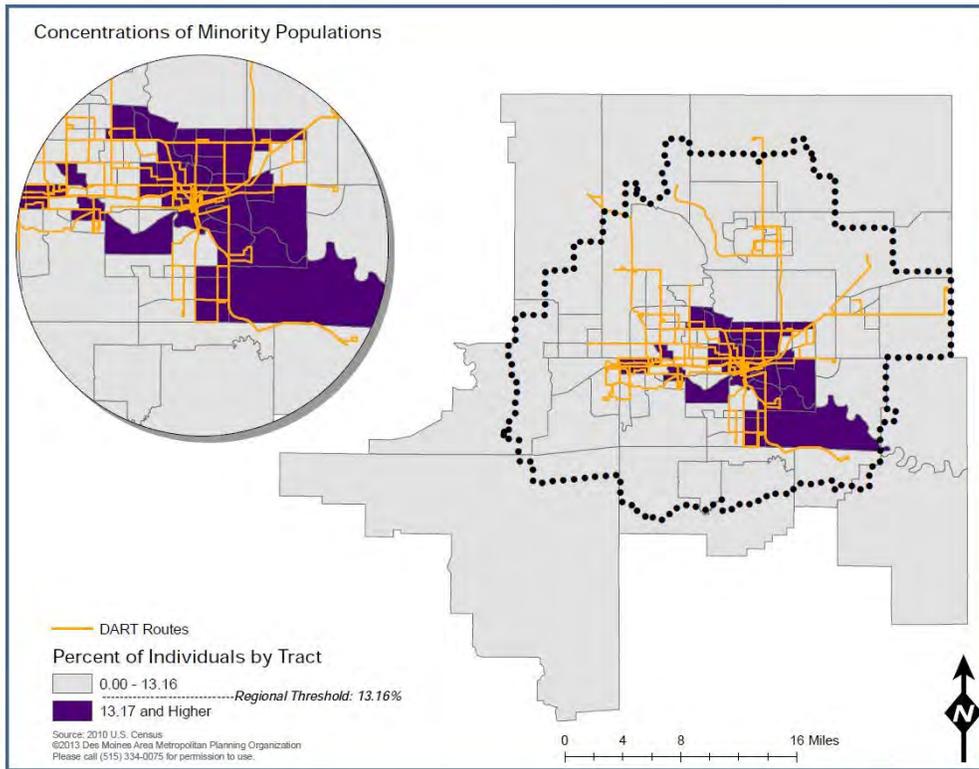
- A demographic map showing Census block analysis of low-income populations relative to DART's service area. According to 2011 American Community Survey 5-year data, the regional mean is 10.66 percent.

2. Current DART System Map





3. Demographic Data Maps





D. Results of Program Monitoring and Reports

1. Average Headways

DART's headways are set based on the type and productivity of the route. Regular routes run all day whereas express routes only run in the peak. The feeder and shuttle routes vary by service. Since all regular routes are considered minority and low-income transit routes, an analysis is not needed. The regular routes have more service availability than the express routes, which are typically in the outlying suburbs.

Service	AM Peak	Mid-Day	PM Peak
Regular Routes	10-20	15-60	10-20
Feeder/Shuttles	Varies	Varies	Varies
Express Routes	15-30	No Service	15-30

2. Service Area

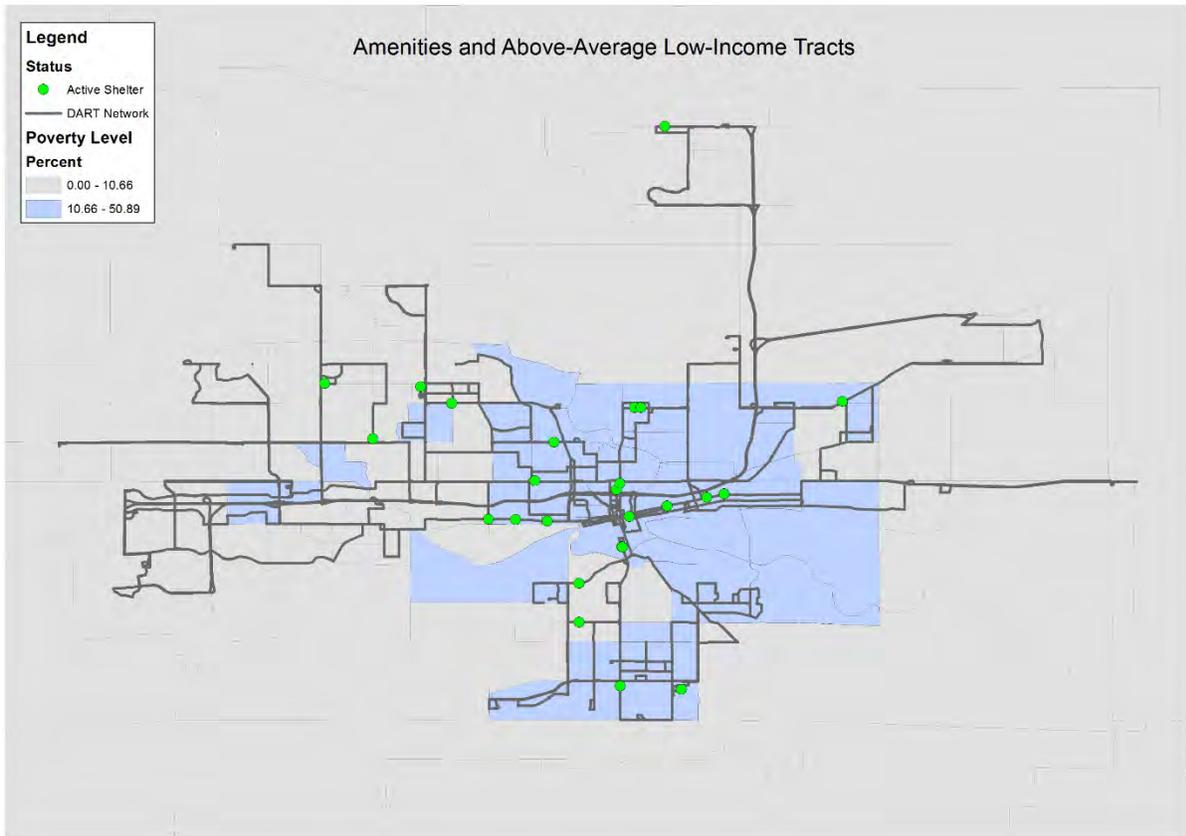
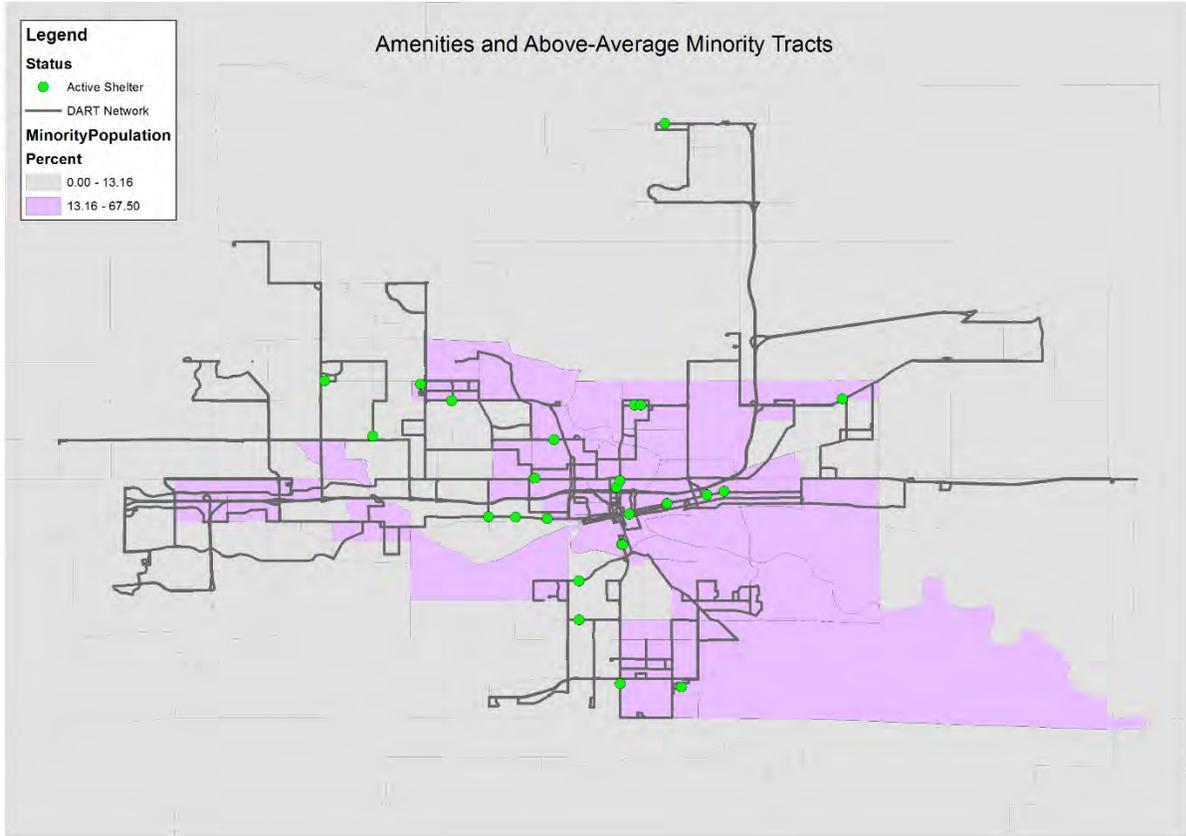
The minority and low-income Census tracts are by far the most served areas in the metropolitan. Most of the regular routes have been in existence for some time and run in established neighborhoods. Suburban growth has spurred the development of express routes, but the implementation has been relatively slow. Minority populations make up 18.9 percent of the service area.

3. Transit Amenities

The following maps show the current shelter locations layered with above-average minority and low-income census tracts within the DART service area. Of the 27 shelters in the service area owned and maintained by DART, __ are located within or adjacent to minority census tracts and __ are located within or adjacent to low income census tracts. The data confirms a balanced distribution of transit amenities through the service area.

4. On-Time Performance

The majority of routes within DART's network perform better than the established service standard of having 85% of vehicles arriving on time. Express routes that utilize the access controlled freeway tend to perform worse in general than local routes that run on collector and arterial streets without access control.



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E. Public Engagement Process for Setting Major Service Change Policy, Disparate Impact Policy, and Disproportionate Burden Policy

In 2009, DART developed a Major Service Change Policy in concert with the development of the public comment policy. At the DART Commission meeting on January 20, 2009, the policy was reviewed and adopted by the Commission.

Major Service Change

A Major Service Change is when 25 percent or more of a route's ridership is affected. ridership impacts are calculated based on alignment changes, frequency reductions, and frequency improvements on an absolute basis.

Service Equity Disparate Impacts

Any major service change route with concentrations of minority and/or low-income populations greater than the modal network average is identified for disparate impacts.

Fare Equity Disparate Impact

If a planned transit fare adjustment results in minority populations bearing a fare rate change of greater than 5 percentage points as compared to non-minority populations the resulting effect will be considered a minority disparate impact.

In 2013, the policy was revised to develop a Disparate Impact Policy and Disproportionate Burden Policy. DART hosted two public meetings on March 14, 2013, at the central hub of its operations, DART Central Station, located at 620 Cherry Street in downtown Des Moines, Iowa. The meetings were held to gather public input on how DART could best provide information and receive public input on transportation issues from low income, minority and LEP populations. In addition, DART consulted with its partners in the community who work with low income, minority and LEP populations. On April 2, 2013, DART held a public hearing to consider and adopt the policy at the regularly scheduled DART Commission business meeting.

DRAFT Policy Part 1

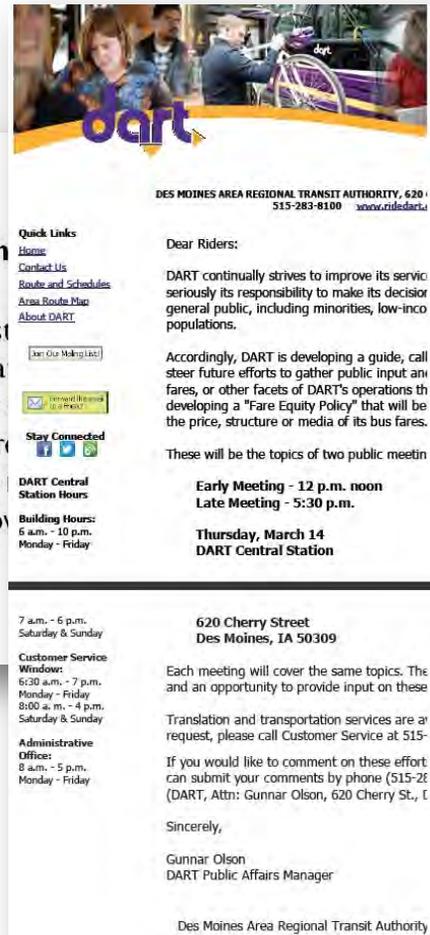
Minority Disparate Impact Policy

- If a planned transit fare adjustment results in a fare rate change of greater than 5 percentage points as compared to low-income populations, the effect will be considered a low disproportionate burden.

DRAFT Policy Part 2

Low Income Disproportionate Burden Policy

- If a planned transit fare adjustment results in low-income populations experiencing a fare rate change of greater than 5 percentage points as compared to low-income populations, the effect will be considered a low disproportionate burden.



DES MOINES AREA REGIONAL TRANSIT AUTHORITY, 620 CHERRY STREET, DES MOINES, IA 50309
515-283-8100 www.ridedart.com

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[About DART](#)

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DART Central Station Hours
Building Hours:
 6 a.m. - 10 p.m.
 Monday - Friday

7 a.m. - 6 p.m.
 Saturday & Sunday

Customer Service Windows:
 6:30 a.m. - 7 p.m.
 Monday - Friday
 8:00 a.m. - 4 p.m.
 Saturday & Sunday

Administrative Offices:
 8 a.m. - 5 p.m.
 Monday - Friday

**620 Cherry Street
 Des Moines, IA 50309**

Dear Riders:

DART continually strives to improve its service seriously its responsibility to make its decision general public, including minorities, low-income populations.

Accordingly, DART is developing a guide, call steer future efforts to gather public input and fares, or other facets of DART's operations th developing a "Fare Equity Policy" that will be the price, structure or media of its bus fares.

These will be the topics of two public meetin

**Early Meeting - 12 p.m. noon
 Late Meeting - 5:30 p.m.**

**Thursday, March 14
 DART Central Station**

Each meeting will cover the same topics. The and an opportunity to provide input on these

Translation and transportation services are a request, please call Customer Service at 515-

If you would like to comment on these effort can submit your comments by phone (515-283-8100) (DART, Attn: Gunnar Olson, 620 Cherry St., I

Sincerely,

Gunnar Olson
 DART Public Affairs Manager

Des Moines Area Regional Transit Authority

DART notified the public about the meetings and surveys using the following methods. Translation services were available upon request.

- Notices on DART's website, www.ridedart.com
- Advertisements in daily newspaper The Des Moines Register
- Email distribution lists
- Notices at DART Central Station
- Distribution of surveys to customers at DART Central Station
- Social media including Facebook and Twitter



F. Results of Service Analysis and/or Fare Equity Analysis since Last Submission

Since the last Title VI Program Update, there were 12 service changes. Three service changes, the August 2013, August 2014 and August 2015 schedule periods, met the threshold of a defined “major service change”. A Service Equity Analysis was performed for each of the service changes and is available by contacting the DART administrative offices at (515) 283-8100. DART also performed a Fare Equity Analysis in August 2014 in anticipation of a change in fare media with the delivery of a new farebox system, the introduction of new fare options, and the elimination of some fare options.

Year	January	February	June	August	November
2013	PAST REPORTING		SERVICE CHANGE	MAJOR SERVICE CHANGE	SERVICE CHANGE
2014		SERVICE CHANGE	SERVICE CHANGE	MAJOR SERVICE CHANGE	
2015		SERVICE CHANGE	SERVICE CHANGE	MAJOR SERVICE CHANGE	
2016		SERVICE CHANGE	SERVICE CHANGE	FUTURE REPORTING	

G. DART Commission Approval of Title VI Program

On **May 3, 2016**, at their regularly scheduled meeting, the DART Commission approved the 2016 Title VI Program. The agenda and minutes for the meeting are included in the Appendix.

Appendices

- August 2013 Service Equity Analysis
- August 2014 Service Equity Analysis
- August 2015 Service Equity Analysis
- Fare Equity Analysis
- Commission agenda, minutes of approval



APPENDICES

DART Forward 2035 – Year 2

August 2013 Service Equity Analysis

PREPARED BY: DART

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DART Forward 2035 Year 2 Title VI Analysis

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Purpose

Title VI of the Civil Rights Act of 1964 ensures that “no person in the United States shall, on the basis of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” Des Moines Area Regional Transit Authority (DART) has committed to the Federal Transit Administration (FTA) Title VI objectives set forth in Circular 4702.1, ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color or national origin.

This analysis was conducted in compliance with 49 CFR Section 21.5 (b) (7) Appendix C to 49 CFR Part 21 and FTA Circular 4702.1B that was issued on October 1, 2012. As required by these FTA requirements, DART evaluated its service changes to comply with Title VI requirements and to receive financial assistance from the FTA.

Background

DART Today

As the largest public transit agency in Iowa, DART has a service area including nineteen cities and unincorporated areas in Polk County. DART utilizes approximately 93 peak vehicles, operates roughly 160,526 annual revenue hours, and 2,151,166 annual vehicle revenue miles.

DART Forward 2035 Transit Services Plan

Overview

Des Moines has recently begun to reinvest in transit, envisioning the development of a robust regional network. Along these lines, DART developed and adopted the *DART Forward 2035 Transit Services Plan*, a blueprint for building better public transit system in Greater Des Moines.

The *DART Forward 2035* recommendations were based on data analysis, stakeholder input, and public participation to create a truly regional transit system. The recommendations aim to both increase the availability of public mobility for customers and build a financial sustainability network for the region by accomplishing the following objectives:

- Create a faster travel experience with less waiting time.
- Introduce new services and invest in successful established services.
- Build a network for non-downtown transfer opportunities.
- Serve more places and more customers.
- Invest in future enhanced transit service.

Plan Approach and Recommendation Development

The *DART Forward 2035* plan is the result of a collaboration between DART and the community. The combination of data-driven market research and an extensive public outreach campaign drove development of a planning context for the Greater Des Moines region which in turn informed the final *DART Forward 2035* plan.

Development of the *DART Forward 2035* plan included market analysis, evaluation of existing DART service, extensive public outreach, collaborative development of guiding principles and design guidelines, network and route design recommendations, and a corresponding financial plan.

Data-Driven Plan

In order to assess and evaluate current market conditions and DART's existing services, a wide variety of data was collected about the Greater Des Moines metropolitan area and the DART system. Data and reports reviewed included 2000 census (at the time of data collection, 2010 numbers were not yet available), population and employment projections from Des Moines Area Metropolitan Planning Organization (DMAMPO), travel demand data from Iowa Department of Transportation (IDOT), system-wide ridership counts (collected in Fall 2010), and an on-board survey (conducted in Fall 2010), as well as previous studies provided by DART.

Market

An assessment of the market for transit in Greater Des Moines provided a market context for the DART system in addition to identifying opportunities for DART to increase system ridership. Understanding of the new regional development paradigm and emerging regional growth patterns will better position DART to capture additional ridership potential for transit service.

Service

The Service Evaluation provided comprehensive analysis of the DART network prior to February 2011, with separate analyses of fixed-route and on-call services, in order to identify opportunities to increase ridership and revenue for DART, while preparing for expanded service options should new opportunities arise.

Outreach

Public participation played a key role in the development and review of the *DART Forward 2035* plan. The *DART Forward 2035* plan included two stages of participation to inform and seek input from the public and key stakeholders. DART received comments and suggestions from nearly 1,500 citizens during two rounds of public meetings held throughout the metro area and through an online survey. The first stage of public meetings, in conjunction with the online survey, collected more than 1,300 comments. The second stage of public meetings generated attendance in excess of 200 individuals and collected more than 160 comments. Input from elected officials and business leaders was also incorporated into the recommendations.

Proposed Service Changes

In August 2013, DART is planning to implement the Year Two service change recommendations outlined in DART Forward 2035 with some modifications following system performance and public participation. The following chart reflects the Year Two service changes.

Route	Proposed Service Changes
Route 1	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 3	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours
Route 4	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 5	No changes.
Route 6	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 7	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 8	No changes.
Route 11	Add an additional trip during the morning and afternoon peak period.
Route 13	No changes.
Route 14	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 15	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 16	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 17	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 51	New crosstown service operating weekdays during the peak and midday service periods. The route will operate between Merle Hay Mall and DART Central Station providing additional local service along Merle Hay Road.
Route 52	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 60	Extend weekday service hours later into the evening with improved midday frequency. Expand Saturday and Sunday hours along with improved frequency.
Route 72	Extend weekday service hours later into the evening. Expand Saturday and Sunday hours.
Route 73	No changes.
Route 91	No changes.
Route 92	No changes.
Route 93	No changes.
Route 94	No changes.

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Route 95	No changes.
Route 96	No changes.
Route 98	No changes.
Route 99	Add an additional trip during the morning peak and afternoon peak period.
D-Line	No changes.
LINK	No changes.
Ankeny On-Call	One additional day of service.
Allemen/Bondurant/Mitchelville On-Call	No changes.
Carlisle/Easter Lake On-Call	No changes.
Des Moines On-Call	On-call area will be replaced by Routes 1 and 17.
Granger/Grimes/Polk City On-Call	No changes.
Grimes/NW Johnston On-Call	No changes.

Definition of a Major Service Changes

Compliance with Title VI regulations requires a comprehensive review of any service reductions or additions considered to be “major service changes.” DART defines a major service change as one affecting 25 percent of a route’s ridership. In addition to a required review of major service changes, Title VI regulations also mandate an analysis of any changes in fares or fare structures.

All recommended *DART Forward 2035 Year 2* service changes were assessed individually by route to determine if they constituted a “Major Service Change”. Ridership impacts were calculated based on alignment changes, frequency reductions, and frequency improvements on an absolute basis.

- **Alignment Changes:** Ridership impacts were assessed on a stop-by-stop basis. Riders were considered to be impacted if the stop was no longer located directly on the route’s alignment as a result of the service change. Alternative service options within walking distance were not considered at this stage of the analysis.
- **Frequency Reductions:** Where a service change would result in a reduction in frequency ridership loss was calculated based on a frequency elasticity which captures the impact of reduced service levels.
- **Frequency Improvements:** Where a service change would result in an improvement in frequency additional ridership was calculated by adding the existing average number of boardings per trip multiplied by the number of additional trips.

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- **On Call:** Existing boardings in areas outside the new flex service area were defined as impacted ridership.

Figure 1 outlines the ridership determined to be potentially impacted by service changes categorized by route. This takes into account those affected by alignment changes based on existing ridership by stop, as well as the number of people affected by frequency reductions or improvements based on average route ridership.

Based on DART's 25 percent affected ridership threshold, routes 60, and 99 were classified as major service changes. In addition, all routes operating on Saturday are classified as major service changes which includes routes 1, 3, 4, 6, 7, 14, 15, 16, 17, 52, 60, 72; as is the new Route 51.

DART Ridership Impacts												
	Current route	Proposed route	Weekday			Saturday			Sunday			
			Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	
	1	1	805	138	17%	191	96	50%	103	10	10%	
	3	3	1279	37	3%	664	323	49%	432	49	11%	
	4	4	700	23	3%	239	120	50%	126	13	10%	
	5	5	225	0	0%							
	6	6	851	21	2%	247	124	50%	191	19	10%	
	7	7	1306	64	5%	406	203	50%	257	26	10%	
	8	8	211	0	0%							
	11	11	109	22	20%							
	13	13	250	0	0%							
local Routes	14	14	790	33	4%	234	117	50%	148	15	10%	
	15	15	978	23	2%	343	182	53%	153	18	12%	
	16	16	1501	35	2%	362	181	50%	219	22	10%	
	17	17	643	100	15%	216	98	45%	183	17	9%	
	52	52	413	38	9%	272	136	50%	104	10	10%	
	---	51										
	60	60	918	320	35%	235	124	53%	161	17	11%	
	91	91	57	0	0%							
	92	92	160	0	0%							
	93	93	165	0	0%							
Express Routes	94	94	59	0	0%							
	95	95	100	0	0%							
	96	96	146	0	0%							
	98	98	457	0	0%							
	99	99	94	31	33%							
	Ankeny	Ankeny	23	0	0%							
Flex/On Call	Des Moines East	Des Moines East	13	0	0%							
	Grimes/Johnston	Grimes/Johnston	32	0	0%							
	72	72	84	8	9%	84	44	53%	84	9	11%	
	73	73	38	0	0%							
	40	40	47	0	0%							
Shuttle	42	42	400	0	0%							

key:
 -- Refers to a new route
 Discontinued Refers to a discontinued route
 100.00% Indicates that further Title VI analysis is necessary

Figure 1 - Major Service Change Determination
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Effects of Major Service Changes on Minority and Low-Income Populations:

Service Equity Analysis

DEFINITIONS

Minority populations were defined by people who are American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, native Hawaiian and other Pacific Islander. Low-income populations were defined as being populations identified as falling below federal poverty thresholds as defined by the U.S. Census 2010.

Identification of Geographic Concentrations of Minority and Low-Income

Demographic analysis of the service area and individual route assessment is done using 2010 Census data at the Census Tract level. Geographic concentrations of minority and low-income populations were assessed at the modal level, with separate analysis for local service, express service, on-call services, and shuttle services. Census tracts were selected for the analysis if they met any of the following criteria: within a half-mile of local route alignments excluding interstate travel, half-mile of open door service along an express route, or within the one-mile flex/on-call zone.

Results of the analysis are presented on a route-by-route basis below, with any concentrations of minority or low-income populations above the modal network average highlighted. Figure 2 shows the ridership demographic for current routes in the system grouped by mode. Figure 3 shows the ridership demographic for new or changed routes in the system.

In all of the maps, localized rates of poverty and of minority ethnicities at the census tract level were compared to DART's service area averages. The following maps illustrate the census tracts with concentrations of minority and low-income populations above the service area average with an overlay of the system network with service improvements highlighted.

- Figure 4 – Routes identified as a Major Service Change during Weekday with Minority Census Tracts
- Figure 5 – Routes identified as a Major Service Change during Weekday with Low-Income Census Tracts
- Figure 6 – Routes identified as a Major Service Change during Weekends with Minority Census Tracts
- Figure 7 – Routes Identified as a Major Service Change during Weekends with Low-Income Census Tracts
- Figure 8 – Routes with improved schedules with Minority Census Tracts
- Figure 9 – Routes with improved schedules with Low-Income Census Tracks

Existing Network Demographics

Route	Total Population	Population "In Poverty"	Population "In Poverty" - % of total population	Minority Population	Minority Population - % of total population
Entire System	454,690	43,527	9.6%	86,110	18.9%
Local Network	314,314	38,295	12.2%	74,131	23.6%
1	70,464	10,917	15.5%	18,668	26.5%
3	81,260	14,066	17.3%	26,344	32.4%
4	55,731	11,025	19.8%	18,479	33.2%
5	61,977	12,008	19.4%	21,998	35.5%
6	59,899	10,600	17.7%	18,262	30.5%
7	57,241	9,410	16.4%	15,293	26.7%
8	56,337	7,981	14.2%	12,872	22.8%
11	54,307	7,582	14.0%	11,738	21.6%
13	31,437	4,317	13.7%	9,850	31.3%
14	78,307	13,032	16.6%	24,390	31.1%
15	51,909	12,923	24.9%	22,943	44.2%
16	75,860	12,625	16.6%	24,602	32.4%
17	77,348	14,699	19.0%	26,273	34.0%
51	76,863	11,575	15.1%	22,236	28.9%
52	76,842	11,764	15.3%	23,393	30.4%
60	63,846	12,971	20.3%	23,042	36.1%
Express Network	297,057	22,775	7.7%	47,556	16.0%
91	98,183	13,347	13.6%	26,731	27.2%
92	106,078	12,188	11.5%	25,215	23.8%
93	108,700	14,437	13.3%	29,390	27.0%
94	91,523	14,321	15.6%	27,890	30.5%
95	84,108	13,458	16.0%	25,793	30.7%
96	104,310	14,508	13.9%	28,863	27.7%
98	89,975	11,245	12.5%	20,556	22.8%
99	52,135	6,812	13.1%	9,811	18.8%
Flex/On-Call Network	322,681	20,151	6.2%	40,050	12.4%
Ankeny	73,174	3,108	4.2%	5,253	7.2%
Des Moines East	41,540	6,384	15.4%	9,010	21.7%
Grimes/Johnston	32,832	1,357	4.1%	2,850	8.7%
72	103,236	6,210	6.0%	14,471	14.0%
73	75,469	3,794	5.0%	9,750	12.9%
Shuttle Network	34,951	8,616	24.7%	16,410	47.0%
LINK	19,693	6,361	32.3%	10,530	53.5%
D-Line	28,653	6,729	23.5%	11,943	41.7%

* Includes census tracts within a half-mile buffer of each route alignment, and in the case of flex and on-call services, this includes tracts within the flex or on-call

Figure 2 - Existing Network Demographics
 DART Commission Agenda Packet - May 3, 2016

Proposed Network Demographics

Route	Total Population	Population "In Poverty" - % of total population	Population "In Poverty" - % of total population	Minority Population	Minority Population - % of total population
Entire System					
Local Network					
1		No Change in Alignment			
3		No Change in Alignment			
4		No Change in Alignment			
5		Service Unchanged			
6		No Change in Alignment			
7		No Change in Alignment			
8		Service Unchanged			
11		No Change in Alignment			
13		Service Unchanged			
14		No Change in Alignment			
15		No Change in Alignment			
16		No Change in Alignment			
17		No Change in Alignment			
51	76,863	15.1%	11,575	22,236	28.9%
52		No Change in Alignment			
60		No Change in Alignment			
Express Network					
Compare to Existing Network Averages					
91		Service Unchanged			
92		Service Unchanged			
93		Service Unchanged			
94		Service Unchanged			
95		Service Unchanged			
96		Service Unchanged			
98		Service Unchanged			
99		No Change in Alignment			
Flex/On-Call Network					
Compare to Existing Network Averages					
Ankeny		Service Area Unchanged			
Des Moines East		DISCONTINUED			
Grimes/Johnston		Service Unchanged			
72		No Change in Alignment			
73		Service Unchanged			
Shuttle Network					
Compare to Existing Network Averages					
LINK		Service Unchanged			
D-Line		Service Unchanged			
Flex/On-Call					
Shuttle					

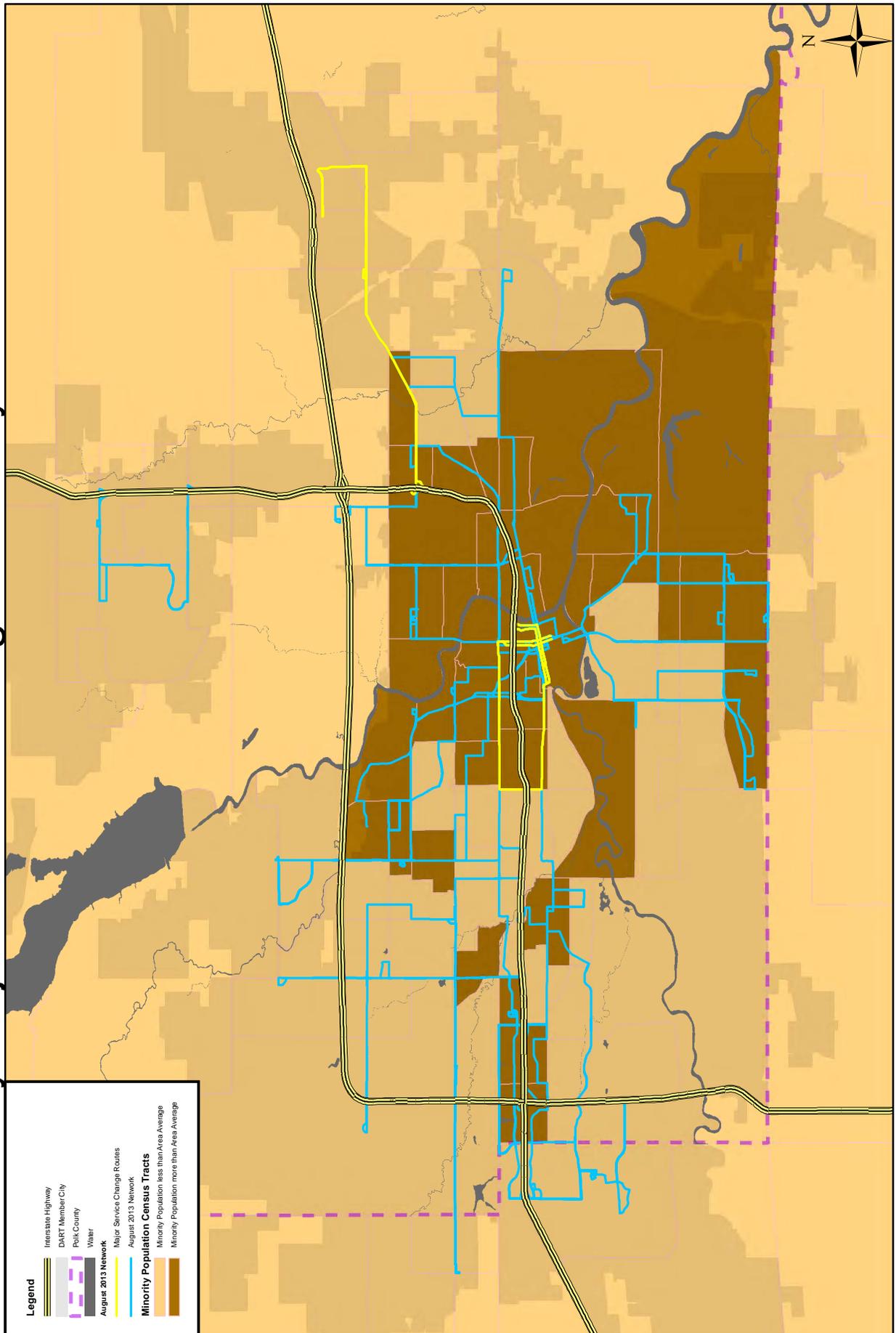
Including census tracts within a 1/2 mile of the route alignment

Including census tracts within a 1/2 mile of an express route excluding closed door service

Including census tracts with any part inside the 1-mile flex or within the on-call zone

*Includes census tracts within a half-mile buffer of each route alignment, and in the case of flex and on-call services, this includes tracts within the flex or on-call

Weekday Major Service Change - Minority Census Tracts



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 Produced: 6/26/2013

Coordinate System: GCS North American 1983
 Datum: North American 1983
 Units: Degree

5 Miles
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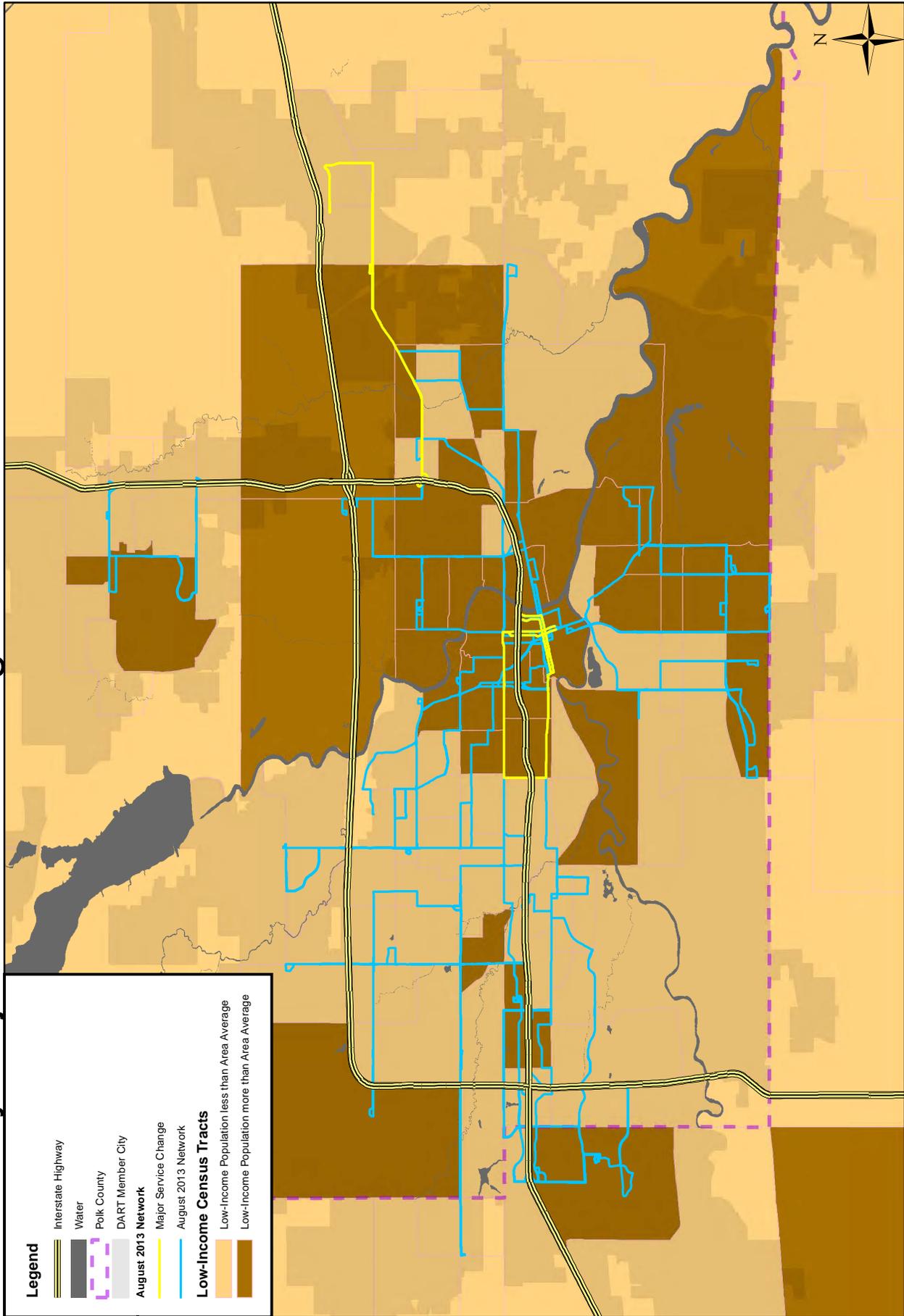
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Figure 4
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Weekday Major Service Change - Low-Income Census Tracts



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Figure 5
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Saturday Major Service Change - Minority Census Tracts

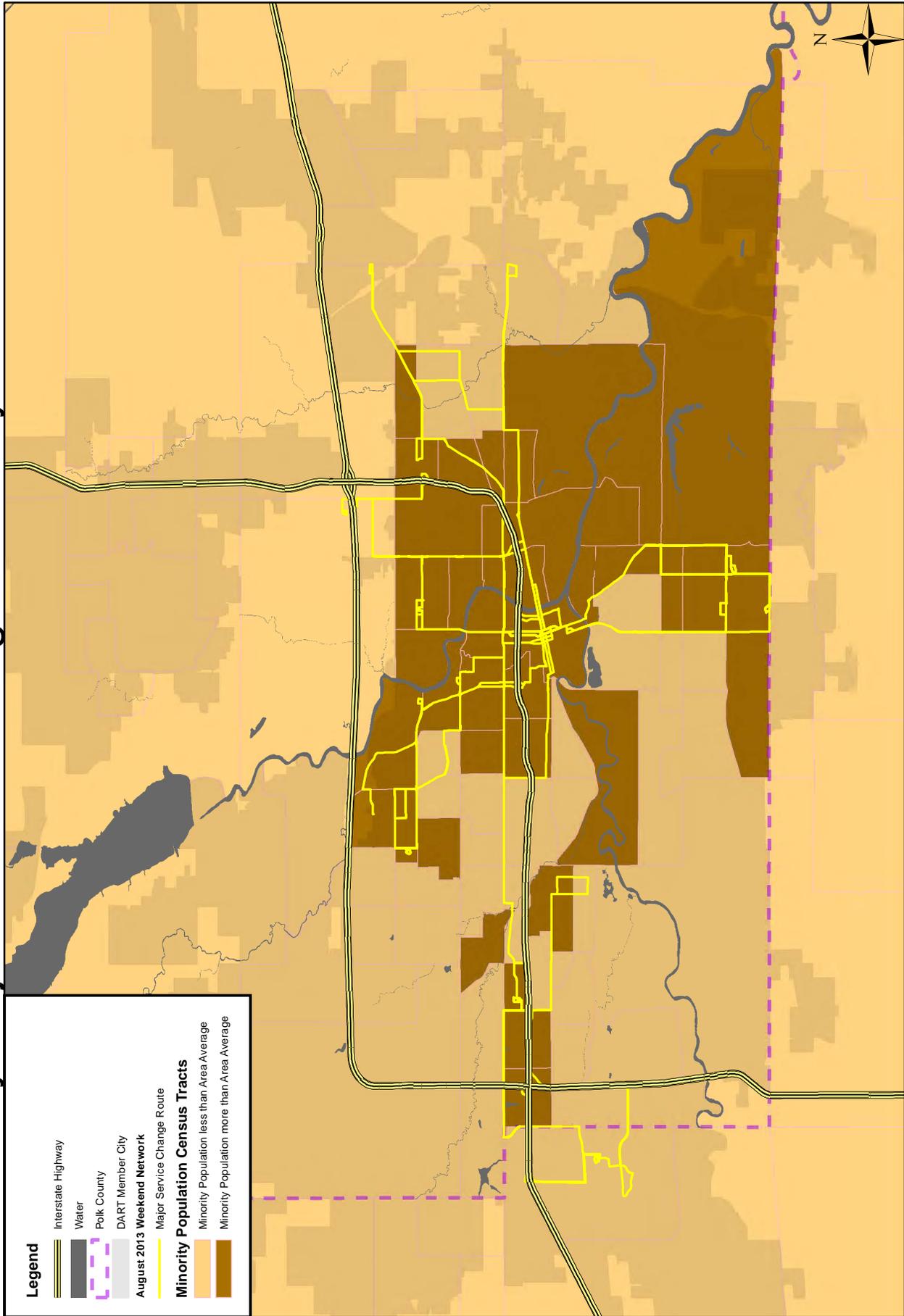


Figure 6
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5 Miles
2.5
1.25
0

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Saturday Major Service Change - Low-Income Census Tracts

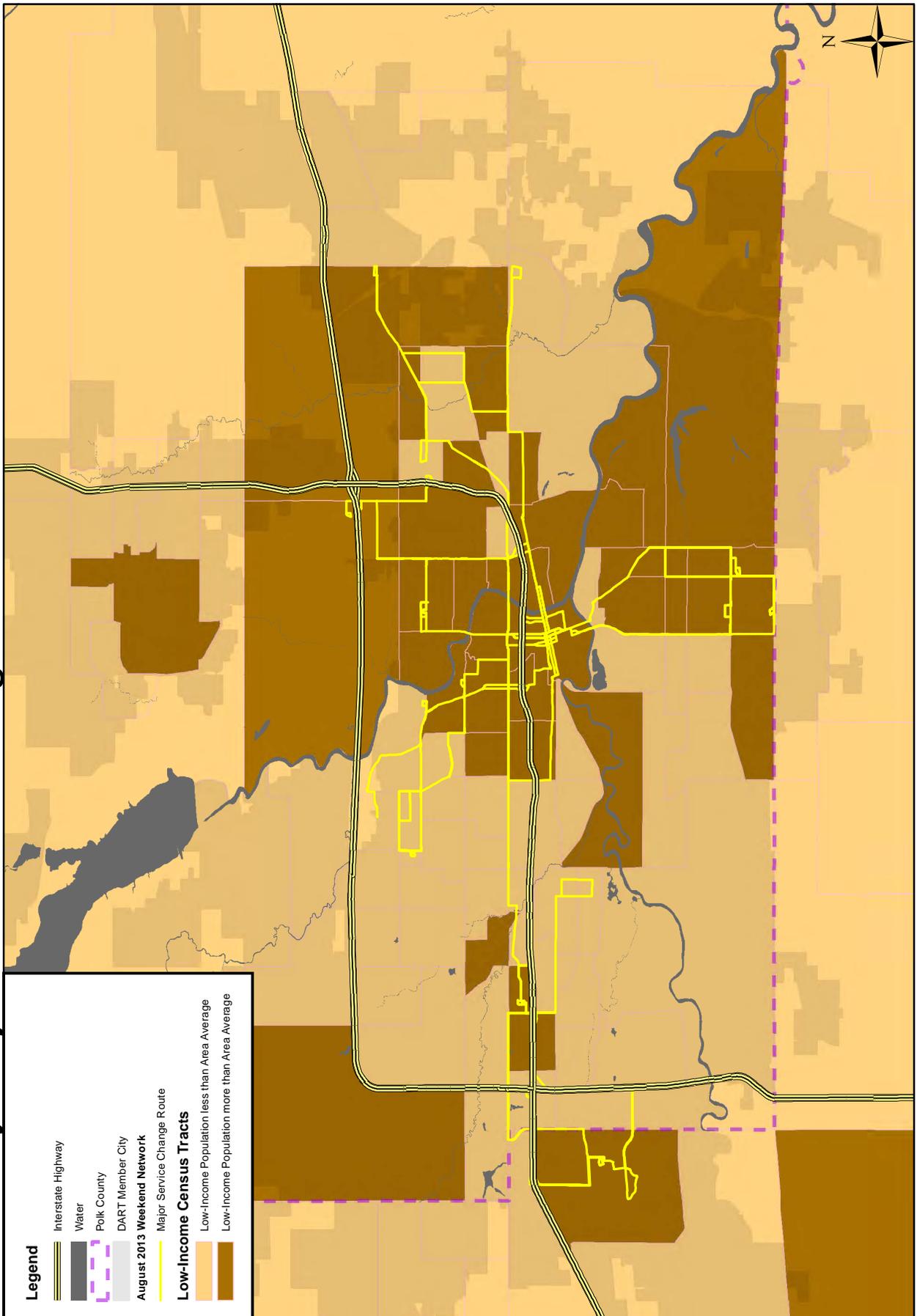
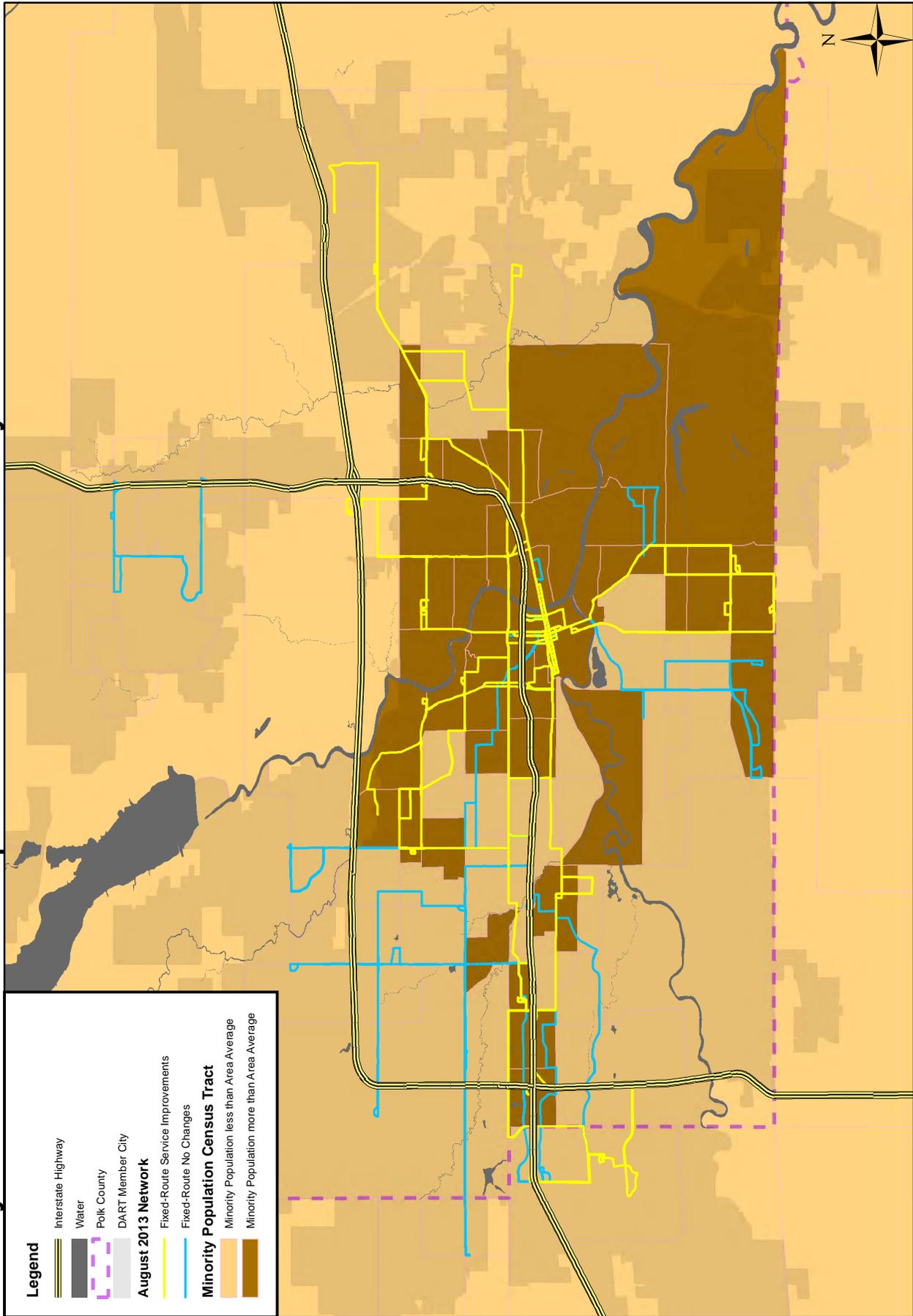


Figure 7
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 Coordinate System: GCS North American 1983
 Datum: North American 1983
 Units: Degree
 0 1.25 2.5 5 Miles

System Service Improvements - Minority Census Tracts

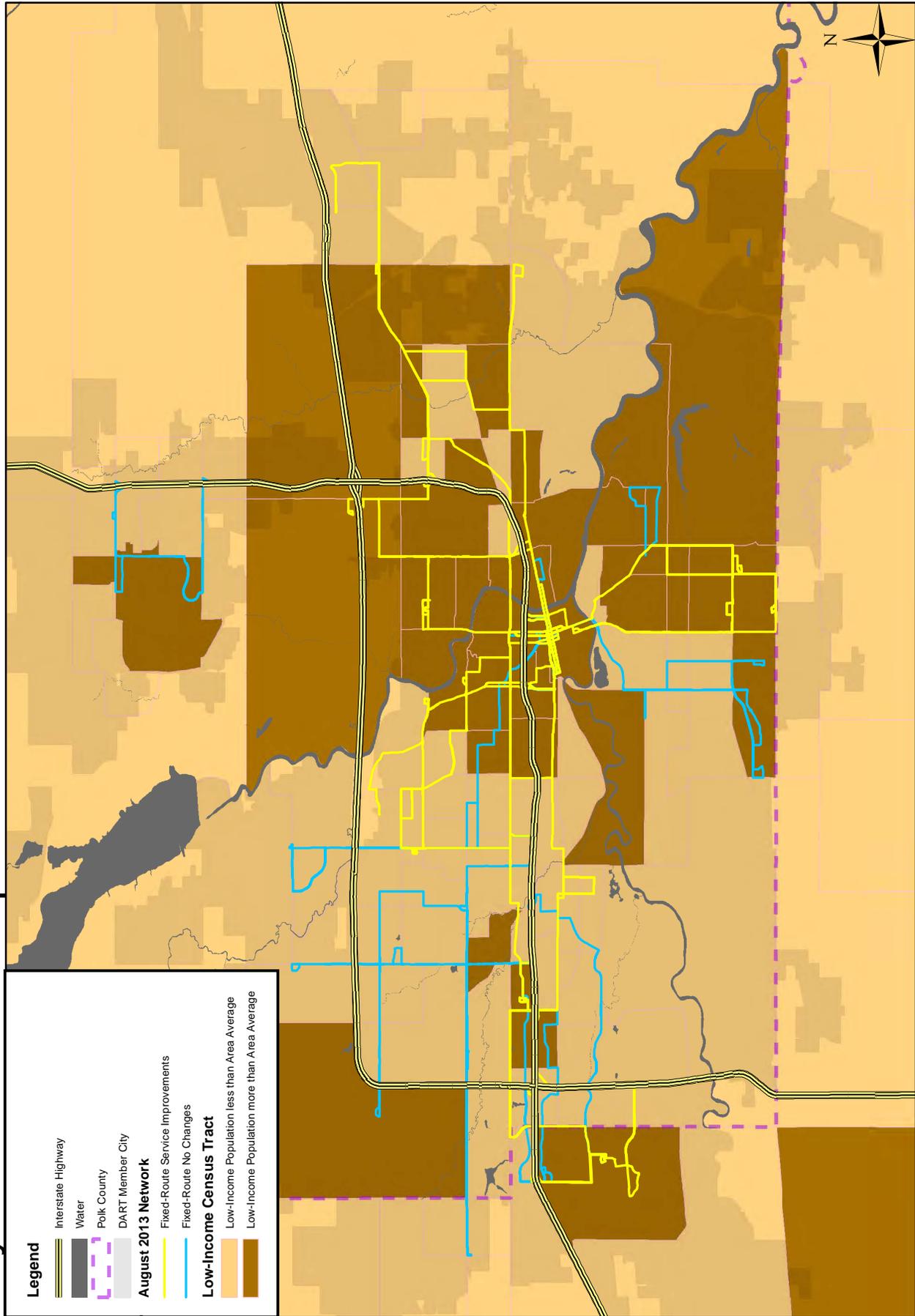


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Figure 8
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System Service Improvements - Low-Income Census Tracts



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Figure 9
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Demographic Comparisons

The proposed August 2013 service changes only consist of service additions in terms of longer service hours on weekdays and on weekends. One route, 60, will increase frequency during the midday on weekdays in addition to longer service hours. There is a proposal for a new route 51 Merle Hay Crosstown. This route would run on weekdays during morning peak, midday, and evening peak to help supplement Route 91 Merle Hay Express and provide additional connection opportunities along Merle Hay Road and DART Central Station during the day. The Des Moines On-Call is replaced by Route 1 and Route 17. Both of these routes are proposed to extend into the evening, thus providing fixed-route and routine service to the area now covered by the Des Moines On-Call.

Since there are no proposed realignments or reductions, there are no disproportionate burdens or disparate impacts.

Since only service improvements are proposed, a comparison of minorities and non-minorities on the routes with a major service changes are needed. In figure 10, the data shows that the “major change” routes serve minorities at a higher percentage than the system-wide total.

DART Ridership by Ethnicity					
Current Route	Proposed Route	White/Caucasian	Minority Total	Overall % of Minorities	Overall Totals
1	1	51,796	18,668	26.5%	70,464
3	3	54,916	26,344	32.4%	81,260
4	4	37,252	18,479	33.2%	55,731
6	6	41,637	18,262	30.5%	59,899
7	7	41,948	15,293	26.7%	57,241
14	14	53,917	24,390	31.1%	78,307
15	15	28,966	22,943	44.2%	51,909
16	16	51,258	24,602	32.4%	75,860
17	17	51,075	26,273	34.0%	77,348
-	51	54,627	22,236	28.9%	76,863
52	52	53,449	23,393	30.4%	76,842
60	60	40,804	23,042	36.1%	63,846
99	99	42,324	9,811	18.8%	52,135
72	72	88,765	14,471	14.0%	103,236
Des Moines On Call	Replaced with 1, 17	32,530	9,010	21.7%	41,540
"Major Change" Totals		256,132	75,762	22.8%	331,894
Non "Major Change" Totals		284,642	65,597	18.7%	350,239
System-Wide Totals		368,580	86,110	18.9%	454,690

Figure 10 DART Ridership by Ethnicity

DART Forward 2035 Year 2 Title VI Analysis

A comparison of low-income and non-low-income populations on the routes with a major service adjustment shows that the “major change” routes serve low-income populations at a higher percentage than the system-wide total.

DART Ridership by Income					
<i>Current Route</i>	<i>Proposed Route</i>	<i>Not Low-Income</i>	<i>Low-Income Total</i>	<i>Overall % Low-Income</i>	<i>Overall Totals</i>
1	1	59,547	10,917	15.5%	70,464
3	3	67,194	14,066	17.3%	81,260
4	4	44,706	11,025	19.8%	55,731
6	6	49,299	10,600	17.7%	59,899
7	7	47,831	9,410	16.4%	57,241
14	14	65,275	13,032	16.6%	78,307
15	15	38,986	12,923	24.9%	51,909
16	16	63,235	12,625	16.6%	75,860
17	17	62,649	14,699	19.0%	77,348
-	51	65,288	11,575	15.1%	76,863
52	52	65,078	11,764	15.3%	76,842
60	60	50,875	12,971	20.3%	63,846
99	99	45,323	6,812	13.1%	52,135
72	72	97,026	6,210	6.0%	103,236
Des Moines On Call	Replaced with 1, 17	35,156	6,384	15.4%	41,540
"Major Change" Totals		292,776	39,118	11.8%	331,894
Non "Major Change" Totals		319,248	30,991	8.8%	350,239
System-Wide Totals		411,163	43,527	9.6%	454,690

Figure 11 DART Ridership by Income

Local Mode Discussion

ROUTE 11

Route 11 is a peak period service connecting Valley Junction in West Des Moines and Downtown Des Moines by way of Grand Avenue in West Des Moines and Ingersoll Avenue in Des Moines. One additional trip in both the morning peak period and the afternoon peak period is proposed to create additional direct trips between these two major districts.

ROUTE 51

Route 51 is a new all-day, bi-directional crosstown service along Merle Hay Road and I-235 between DART Central Station and Merle Hay Mall. The new service will provide access along Merle Hay Road during the midday with a faster connection into the central business district. The new service will decrease travel time over current service options, improves frequency along the route served by Route 91 Merle Hay Express, expand opportunities for reverse commutes, and offer greater network connectivity.

DART Forward 2035 Year 2 Title VI Analysis

ROUTE 60

Increased midday frequency on weekdays and weekends is proposed on Route 60 University/Ingersoll Loop. The route was introduced into the network in late November of 2012 creating a high frequency bi-directional loop route connecting the central business district, Ingersoll Avenue, University Avenue, and 42nd Street. Route 60 will also have extended weekday and weekend service hours as discussed in the following paragraphs.

WEEKDAY SERVICE HOUR EXPANSION

Adding evening service is proposed on Routes 1 and 17. The following routes will operate an additional hour later than their current hours of operation during the weekday: 3, 4, 6, 7, 14, 15, 16, 52, 60, and 72.

SATURDAY SERVICE HOUR EXPANSION

Longer service hours on routes 1, 3, 4, 6, 7, 14, 15, 16, 17, 52, 60, and 72 by adding one additional hour in the morning and adding four additional hours in the evening on Saturday.

SUNDAY SERVICE HOUR EXPANSION

Longer service hours on route 1, 3, 4, 6, 7, 14, 15, 16, 17, 52, 60, and 72 by adding one additional hour in the evening on Sunday.

Express Mode Discussion

Route 99: Altoona Express

Based on strong existing ridership Route 99 will operate an additional peak trip in both the morning peak and evening peak periods. The additional trips on Route 99 will create additional travel flexibility to/from downtown from Altoona.

On Call Discussion

ANKENY ON-CALL

The Ankeny On-Call service currently operates two days during the week. Year 2 of the Forward 2035 Plan identifies the institution of an Ankeny Flex Route. Due to lower than anticipated ridership, this improvement is proposed to be postponed and instead added an additional day of On-Call service to the area to continue to develop ridership in anticipation for a local flex route in the future.

DES MOINES ON-CALL

The Des Moines On-Call service is replaced by Routes 1 and 17. The Des Moines On-Call provided trips to the service area of Route 1 and 17 in the evening once these routes stopped running. The expanded fixed-route hours will provide service to this area, bringing more predictable frequencies, and regular service.

Assessment of Service Improvements

These system changes improve service throughout the network adding service hours on all days and improving frequencies along major corridors within the system. DART Forward 2035 represents an overall increase in investment in DART's network. Based on the data and analysis, DART concludes that minority and low-income populations are expected to benefit from the expansion of service as much as non-minority and non-low-income populations.

DART Forward 2035 – Year 3 Service Equity Analysis

PREPARED BY: DART

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Purpose

Title VI of the Civil Rights Act of 1964 ensures that “no person in the United States shall, on the basis of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” Des Moines Area Regional Transit Authority (DART) has committed to the Federal Transit Administration (FTA) Title VI objectives set forth in Circular 4702.1, ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color or national origin.

This analysis was conducted in compliance with 49 CFR Section 21.5 (b) (7) Appendix C to 49 CFR Part 21 and FTA Circular 4702.1B that was issued on October 1, 2012. As required by these FTA requirements, DART evaluated its service changes to comply with Title VI requirements and to receive financial assistance from the FTA.

Background

DART Today

As the largest public transit agency in Iowa, DART has a service area including nineteen cities and unincorporated areas in Polk County. DART utilizes approximately 95 peak vehicles, operates roughly 160,526 annual revenue hours, and 2,151,166 annual vehicle revenue miles.

DART Forward 2035 Transit Services Plan

Overview

Des Moines has recently begun to reinvest in transit, envisioning the development of a robust regional network. Along these lines, DART developed and adopted the *DART Forward 2035 Transit Services Plan*, a blueprint for building better public transit system in Greater Des Moines.

The *DART Forward 2035* recommendations were based on data analysis, stakeholder input, and public participation to create a truly regional transit system. The recommendations aim to both increase the availability of public mobility for customers and build a financial sustainability network for the region by accomplishing the following objectives:

- Create a faster travel experience with less waiting time.
- Introduce new services and invest in successful established services.
- Build a network for non-downtown transfer opportunities.
- Serve more places and more customers.
- Invest in future enhanced transit service.

Plan Approach and Recommendation Development

The *DART Forward 2035* plan is the result of collaboration between DART and the community. The combination of data-driven market research and an extensive public outreach campaign drove development of a planning context for the Greater Des Moines region which in turn informed the final *DART Forward 2035* plan.

Development of the *DART Forward 2035* plan included market analysis, evaluation of existing DART service, extensive public outreach, collaborative development of guiding principles and design guidelines, network and route design recommendations, and a corresponding financial plan.

Data-Driven Plan

In order to assess and evaluate current market conditions and DART's existing services, a wide variety of data was collected about the Greater Des Moines metropolitan area and the DART system. Data and reports reviewed included 2000 census (at the time of data collection, 2010 numbers were not yet available), population and employment projections from Des Moines Area Metropolitan Planning Organization (DMAMPO), travel demand data from Iowa Department of Transportation (IDOT), system-wide ridership counts (collected in Fall 2010), and an on-board survey (conducted in Fall 2010), as well as previous studies provided by DART.

Market

An assessment of the market for transit in Greater Des Moines provided a market context for the DART system in addition to identifying opportunities for DART to increase system ridership. Understanding of the new regional development paradigm and emerging regional growth patterns will better position DART to capture additional ridership potential for transit service.

Service

The Service Evaluation provided comprehensive analysis of the DART network prior to February 2011, with separate analyses of fixed-route and on-call services, in order to identify opportunities to increase ridership and revenue for DART, while preparing for expanded service options should new opportunities arise.

Outreach

Public participation played a key role in the development and review of the *DART Forward 2035* plan. The *DART Forward 2035* plan included two stages of participation to inform and seek input from the public and key stakeholders. DART received comments and suggestions from nearly 1,500 citizens during two rounds of public meetings held throughout the metro area and through an online survey. The first stage of public meetings, in conjunction with the online survey, collected more than 1,300 comments. The second stage of public meetings generated attendance in excess of 200 individuals and collected more than 160 comments. Input from elected officials and business leaders was also incorporated into the recommendations.

Proposed Service Changes

DART is planning to implement the Year Three service change recommendations outlined in DART Forward 2035 with some modifications following system performance and public participation. The following chart reflects the Year Three service changes.

Route	Proposed Service Changes
Route 1	No changes.
Route 3	Increase night service frequency from 60 minutes to 40 minutes.
Route 4	No changes.
Route 5	No changes.
Route 6	Increase night service frequency from 60 minutes to 30 minutes.
Route 7	No changes.
Route 8	Add one additional trip in the morning.
Route 11	No changes.
Route 13	No changes.
Route 14	No changes.
Route 15	No changes.
Route 16	Increase night service frequency from 60 minutes to 30 minutes.
Route 17	Extend existing select peak trips to Altoona Walmart.
Route 51	No changes.
Route 52	No changes.
Route 60	No changes.
Route 72	No changes.
Route 73	Route split into two flex routes. Route 73 discontinued west of NW 86 th Street. New flex route along NW 100 th Street and NW Urbandale Drive between Valley West Mall and Urbandale Business Park.
Route 91	No changes.
Route 92	Add two morning and afternoon trips.
Route 93	Add two morning and afternoon trips.
Route 94	No changes.
Route 95	No changes.

DART Forward 2035 Year 3 Title VI Analysis

Route 96	No changes.
Route 98	Add three morning and afternoon trips.
Route 99	No changes.
D-Line	No changes.
LINK	No changes.
Ankeny On-Call	No changes.
Allemen/Bondurant/Mitchelville On-Call	No changes.
Carlisle/Easter Lake On-Call	No changes.
Granger/Grimes/Polk City On-Call	No changes.
Grimes/NW Johnston On-Call	No changes.

Definition of a Major Service Changes

Compliance with Title VI regulations requires a comprehensive review of any service reductions or additions considered to be “major service changes.” DART defines a major service change as one affecting 25 percent of a route’s ridership. In addition to a required review of major service changes, Title VI regulations also mandate an analysis of any changes in fares or fare structures.

All recommended *DART Forward 2035 Year 3* service changes were assessed individually by route to determine if they constituted a “Major Service Change”. Ridership impacts were calculated based on alignment changes, frequency reductions, and frequency improvements on an absolute basis.

- **Alignment Changes:** Ridership impacts were assessed on a stop-by-stop basis. Riders were considered to be impacted if the stop was no longer located directly on the route’s alignment as a result of the service change. Alternative service options within walking distance were not considered at this stage of the analysis.
- **Frequency Reductions:** Where a service change would result in a reduction in frequency ridership loss was calculated based on a frequency elasticity which captures the impact of reduced service levels.
- **Frequency Improvements:** Where a service change would result in an improvement in frequency additional ridership was calculated by adding the existing average number of boardings per trip multiplied by the number of additional trips.
- **On Call / Flex:** Existing boardings in areas outside the new flex service area were defined as impacted ridership.

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Figure 1 outlines the ridership determined to be potentially impacted by service changes categorized by route. This takes into account those affected by alignment changes based on existing ridership by stop, as well as the number of people affected by frequency reductions or improvements based on average daily route ridership. Average daily route ridership is taken from total farebox counts by route, divided by the number of days the route operated during the month.

Based on DART's 25 percent affected ridership threshold, routes 92, and 93 were classified as major service changes.

Year 3 Service Changes
Major Service Change Determination

		DART Ridership Impacts											
		Weekday				Saturday				Sunday			
Current route	Proposed route	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted
1	1	835	0	0%	199	0	0%	121	0	0%	474	0	0%
3	3	1403	117	8%	676	0	0%	136	0	0%	200	0	0%
4	4	694	0	0%	224	0	0%	273	0	0%	156	0	0%
5	5	181	0	0%	268	0	0%						
6	6	969	114	12%	400	0	0%						
7	7	1351	0	0%	251	0	0%						
8	8	229	38	17%	370	0	0%						
11	11	116	0	0%	335	0	0%						
13	13	283	0	0%	249	0	0%						
14	14	814	0	0%	224	0	0%						
15	15	995	0	0%	277	0	0%						
16	16	1503	154	10%	370	0	0%						
17	17	659	8	1%	249	0	0%						
51	51	69	0	0%	224	0	0%						
52	52	387	0	0%	277	0	0%						
60	60	1006	0	0%									
91	91	52	0	0%									
92	92	153	57	38%									
93	93	164	64	39%									
94	94	82	0	0%									
95	95	95	0	0%									
96	96	136	0	0%									
98	98	408	82	20%									
99	99	89	0	0%									
Ankeny	Ankeny	23	0	0%									
Grimes/Johnston	Grimes/Johnston	32	0	0%									
72	72	116	0	0%	56	0	0%						
73	73	36	8	22%									
40	40	44	0	0%									
42	42	812	0	0%									

Key
 - Refers to a new route
 - Refers to a discontinued route
 - Indicates that further Title VI analysis is necessary

Figure 1 Major Service Change Determination

Effects of Major Service Changes on Minority and Low-Income Populations:

Service Equity Analysis

DEFINITIONS

Minority populations were defined by people who are American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, native Hawaiian and other Pacific Islander. Low-income populations were defined as being populations identified as falling below federal poverty thresholds as defined by the U.S. Census 2010.

Identification of Geographic Concentrations of Minority and Low-Income

Demographic analysis of the service area and individual route assessment is done using 2010 Census data at the Census Tract level. Geographic concentrations of minority and low-income populations were assessed at the modal level, with separate analysis for local service, express service, on-call services, and shuttle services. Census tracts were selected for the analysis if they met any of the following criteria: within a half-mile of local route alignments excluding interstate travel, half-mile of open door service along an express route, or within the one-mile flex/on-call zone.

Results of the analysis are presented on a route-by-route basis below, with any concentrations of minority or low-income populations above the modal network average highlighted in red. Figure 2 shows the ridership demographic for current routes in the system by service group. Figure 3 shows the ridership demographic for new or changed routes in the system.

In all of the maps, localized rates of poverty and of minority ethnicities at the census tract level were compared to DART's service area averages. The following maps illustrate the census tracts with concentrations of minority and low-income populations above the service area average with an overlay of the system network with service improvements highlighted.

- Figure 4 – Routes identified as a Major Service Change with Title VI Census Tracts
- Figure 5 – Routes with service changes with Title VI Census Tracts
- Figure 6 – Route 73 Realignment Illustration
- Figure 7 – Route 92 Realignment Illustration

Existing Network Demographics						
Route	Total Population	Population "In Poverty"	Population "In Poverty" - % of total population	Minority Population	Minority Population - % of total population	
Entire System	454,690	43,527	9.6%	86,110	18.9%	
Local Network	314,314	38,295	12.2%	74,131	23.6%	
1	70,464	10,917	15.5%	18,668	26.5%	
3	81,260	14,066	17.3%	26,344	32.4%	
4	55,731	11,025	19.8%	18,479	33.2%	
5	61,977	12,008	19.4%	21,998	35.5%	
6	59,899	10,600	17.7%	18,262	30.5%	
7	57,241	9,410	16.4%	15,293	26.7%	
8	56,337	7,981	14.2%	12,872	22.8%	
11	54,307	7,582	14.0%	11,738	21.6%	
13	31,437	4,317	13.7%	9,850	31.3%	
14	78,307	13,032	16.6%	24,390	31.1%	
15	51,909	12,923	24.9%	22,943	44.2%	
16	75,860	12,625	16.6%	24,602	32.4%	
17	77,348	14,699	19.0%	26,273	34.0%	
51	76,863	11,575	15.1%	26,274	34.2%	
52	76,842	11,764	15.3%	23,393	30.4%	
60	63,846	12,971	20.3%	23,042	36.1%	
Express Network	297,057	22,775	7.7%	47,556	16.0%	
91	98,183	13,347	13.6%	26,731	27.2%	
92	106,078	12,188	11.5%	25,215	23.8%	
93	108,700	14,437	13.3%	29,390	27.0%	
94	91,523	14,321	15.6%	27,890	30.5%	
95	84,108	13,458	16.0%	25,793	30.7%	
96	104,310	14,508	13.9%	28,863	27.7%	
98	89,975	11,245	12.5%	20,556	22.8%	
99	52,135	6,812	13.1%	9,811	18.8%	
Flex/On-Call Network	322,681	20,151	6.2%	40,050	12.4%	
Ankeny	73,174	3,108	4.2%	5,253	7.2%	
Grimes/Johnston	32,832	1,357	4.1%	2,850	8.7%	
72	103,236	6,210	6.0%	14,471	14.0%	
73	75,469	3,794	5.0%	9,750	12.9%	
Shuttle Network	34,951	8,616	24.7%	16,410	47.0%	
LINK	19,693	6,361	32.3%	10,530	53.5%	
D-Line	28,653	6,729	23.5%	11,943	41.7%	

*Includes census tracts within a half-mile buffer of each route alignment, and in the case of flex and on-call services, this includes tracts within the flex or on-call service area.

Figure 2 Existing Network Demographics

Proposed Network Demographics					
Route	Total Population	Population "In Poverty"	Population "In Poverty" - % of total population	Minority Population	Minority Population - % of total population
Entire System					
Local Network					
1			Service Unchanged		
3			No Change in Alignment		
4			Service Unchanged		
5			Service Unchanged		
6			No Change in Alignment		
7			Service Unchanged		
8			No Change in Alignment		
11			Service Unchanged		
13			Service Unchanged		
14			Service Unchanged		
15			Service Unchanged		
16			No Change in Alignment		
17			No Change in Alignment		
51			Service Unchanged		
52			Service Unchanged		
60			Service Unchanged		
Express Network					
Compare to Existing Network Averages					
91			Service Unchanged		
92	115,565	13,120	11.4%	26,423	22.9%
93			Service Unchanged		
94			Service Unchanged		
95			Service Unchanged		
96			Service Unchanged		
98			Service Unchanged		
99			Service Unchanged		
Flex/On-Call Network					
Compare to Existing Network Averages					
Ankeny			Service Unchanged		
Grimes/Johnston			Service Unchanged		
72			Service Unchanged		
73	101,457	5,171	5.1%	9,133	9.0%
Shuttle Network					
Compare to Existing Network Averages					
LINK			Service Unchanged		
D-Line			Service Unchanged		

Including census tracts within a 1/2 mile of the route alignment

Including census tracts within a 1/2 mile of an express route excluding closed door service

Including census tracts with any part inside the 1-mile flex or within the on-call zone

*Includes census tracts within a half-mile buffer of each route alignment, and in the case of flex and on-call services, this includes tracts within the flex or on-call service

Figure 3 Proposed Network Demographics

Major Service Change - Title VI Census Tracts

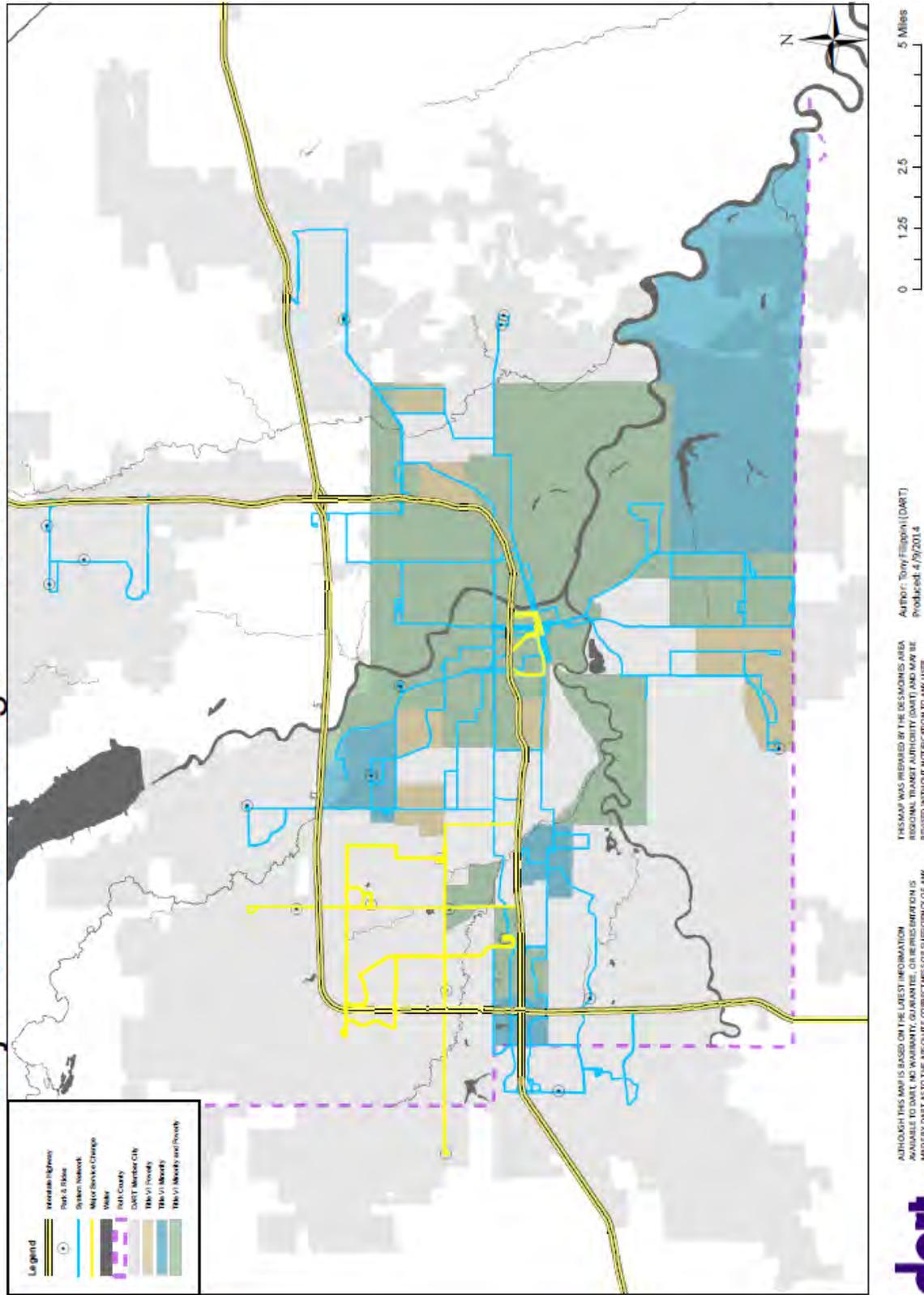


Figure 4 Routes Identified as a Major Service Change with Title VI Census Tracts

Service Improvements - Title VI Census Tracts

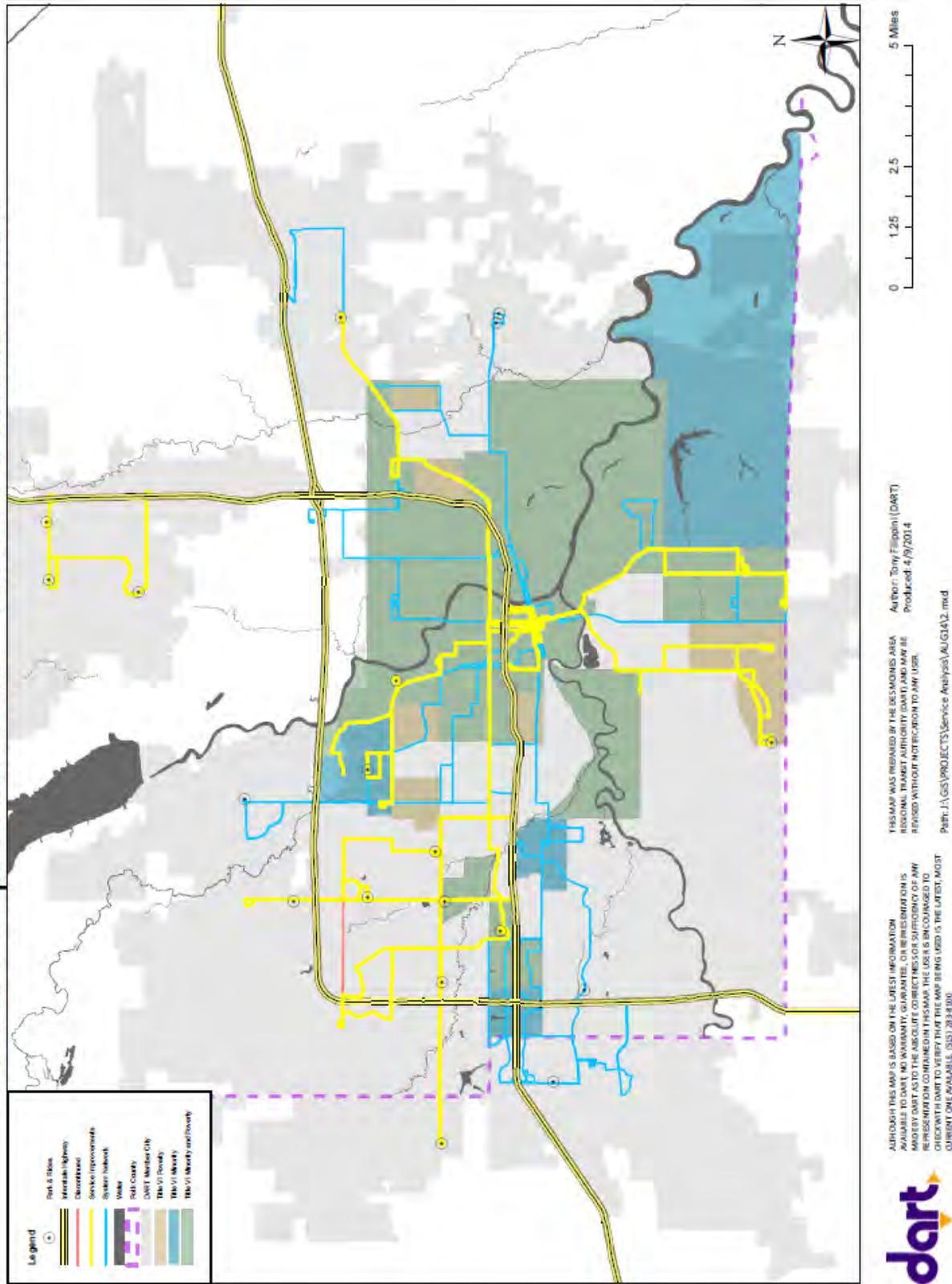


Figure 5 Routes with Service Improvements with Title VI Census Tracts

Route Realignment

The proposed Year 3 service improvements include two route realignments: Route 73 Urbandale/Windsor Heights Flex and Route 92 Hickman Express.

Route Analysis

ROUTE 73 Urbandale/Windsor Heights Flex

Route 73 Flex service is expanding into two branches to provide faster service to Urbandale Business Park and to local Park & Ride facilities. These routes are designed to flex off of the base route

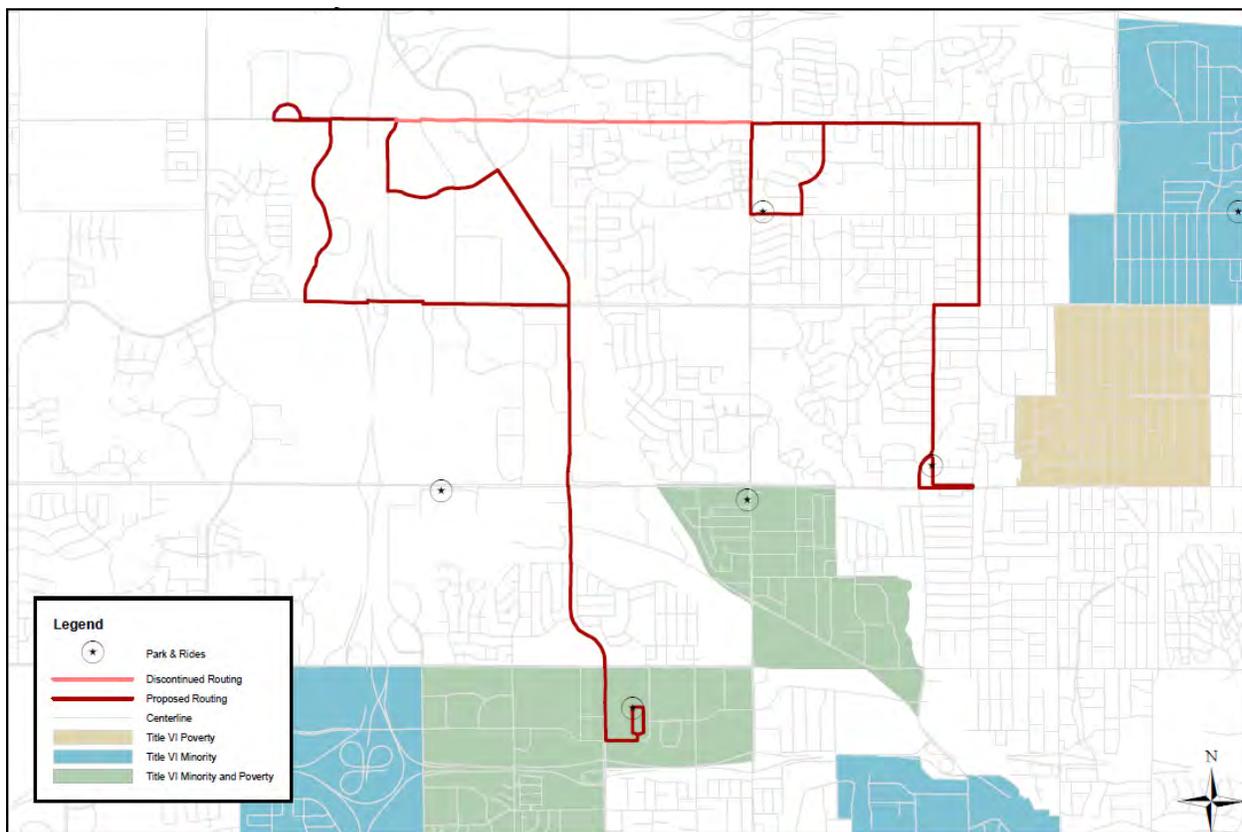


Figure 6 Route 73 Realignment Illustration

	Existing Network Demographics					
	Route	Total Population	Population "In Poverty"	Population "In Poverty" - % of total population	Minority Population	Minority Population - % of total population
Entire System	Entire System	454,690	43,527	9.6%	86,110	18.9%

DART Forward 2035 Year 3 Title VI Analysis

Route 73				
Type of Service Change	Minority Proportion of Population		Low-Income Proportion of Population	
	Census tracts along route	Average population in service area	Census tracts along route	Average population in service area
Changes in Routing	9.0%	18.9%	5.0%	9.6%
Route discontinuation	7.2%	18.9%	3.7%	9.6%

Minority populations in the affected area are below the service area average. The portion of Route 73 that will be discontinued will not affect minority populations more adversely than the population as a whole. The low-income population in the affected area is also below the service area average. It is determined that the low-income population will not be affected more adversely than the population as a whole.

ROUTE 92 Hickman Express

Route 92 Hickman Express is proposed to move the downtown alignment onto Ingersoll / High Street, 7th/6th Street instead of Keo Way and 9th/8th Street. The new alignment will match the alignment used by Express routes 91, 93, 94, 95, and 96. The former length along Keo Way and 9th/8th Street will still be served by Local Routes 5 and 16.

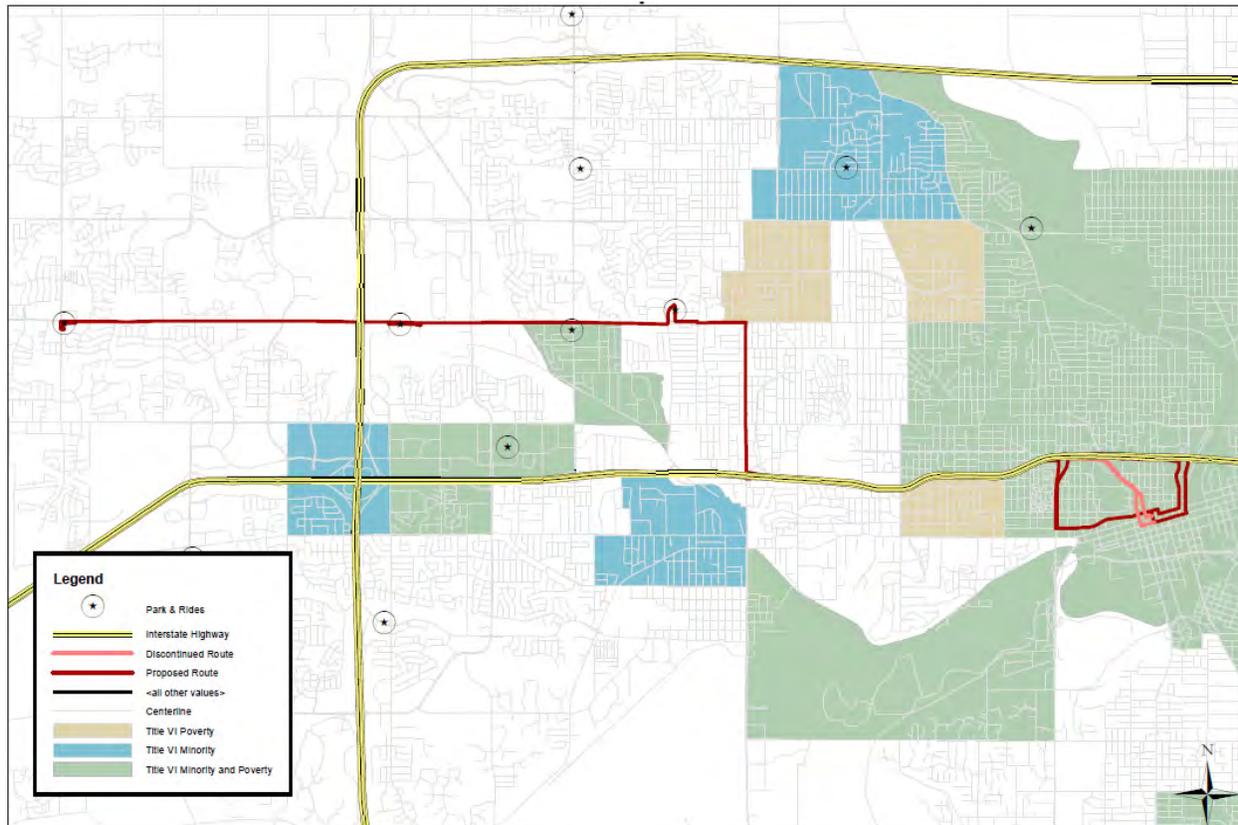


Figure 7 Route 92 Realignment Illustration

Existing Network Demographics						
	Route	Total Population	Population "In Poverty"	Population "In Poverty" - % of total population	Minority Population	Minority Population - % of total population
Entire System	Entire System	454,690	43,527	9.6%	86,110	18.9%

The bus stops along Keo Way and 9th/8th Street are within a ½ mile of current and additional bus stops along the proposed Ingersoll/High Street alignment. Although the discontinued segment is within Census tracts with both above-average minority and low-income populations, the stops are either served by other routes or have existing or new bus stop for Route 92 available within ½ mile. It is determined that the realignment will have no adverse impact on Title VI populations greater than the whole population.

Demographic Comparisons

The proposed Year 3 service changes consist of service additions in terms frequency on routes 3, 6, 8, 16, 17, 73, 92, 93, and 98 and no reduction in the number of trips. Route 92 and 93 have service changes that will impact at least 25 percent of their riders and are classified as “major service change” routes. Comparison of minorities and non-minorities in figure 6, shows that the routes with a “major service change” serve minorities at a lower percentage than the system-wide total. The difference does not meet the DART threshold as a disparate impact of 5 percent.

DART Ridership by Ethnicity				
<i>Current Route</i>	<i>White/Caucasian</i>	<i>Minority Total</i>	<i>Overall % of Minorities</i>	<i>Overall Totals</i>
3	54,916	26,344	32.4%	81,260
6	41,637	18,262	30.5%	59,899
8	43,465	12,872	22.8%	56,337
16	51,258	24,602	32.4%	75,860
17	51,075	26,273	34.0%	77,348
73	92,324	9,133	9.0%	101,457
92	89,142	26,423	22.9%	115,565
93	79,310	29,390	27.0%	108,700
98	69,419	20,556	22.8%	89,975
Percent of minority population in combined "Major Service Change" Area				
92 & 93	165,673	25,817	15.6%	191,490
Percent of minority population in DART Service Area			18.9%	

Figure 8 Ridership by Ethnicity

A comparison of low-income and non-low-income populations on the routes with a major service adjustment shows that the “major change” routes serve low-income populations at a higher percentage than the system-wide total.

DART Ridership by Income				
<i>Current Route</i>	<i>Not Low-Income</i>	<i>Low-Income Total</i>	<i>Overall % Low-Income</i>	<i>Overall Totals</i>
3	67,194	14,066	17.3%	81,260
6	49,299	10,600	17.7%	59,899
8	48,356	7,981	14.2%	56,337
16	63,235	12,625	16.6%	75,860
17	62,649	14,699	19.0%	77,348
73	96,286	5,171	5.1%	101,457
92	102,445	13,120	11.4%	115,565
93	94,263	14,437	13.3%	108,700
98	78,730	11,245	12.5%	89,975
Percent of minority population in combined "Major Service Change" Area				
92 & 93	165,673	17,461	10.5%	183,134
Percent of minority population in DART Service Area			9.6%	

Figure 9 Ridership by Income

Local Mode Discussion

ROUTE 3

Route 3 is a local service connecting Valley West Mall to Downtown Des Moines by way of Westown Parkway in West Des Moines and University Avenue in Windsor Heights and Des Moines. The improvements are designed to alleviate load issues on evening trips, improve recovery, and improve on time performance. The frequency will increase from 60 minutes to 40 minutes.

ROUTE 6

Route 6 is a local service connecting Southridge Mall to Downtown Des Moines by way of SE 5th Street, SE 14th Street, and Indianola Road in Des Moines. Evening frequency will be increased from 60 minutes to 30 minutes to provide enhanced headways on the route branches, currently with service every 2 hours. The improvements will provide service on the branches every 60 minutes and improve frequency at Southridge Mall and Indianola Road from 60 minutes to 30 minutes.

ROUTE 8

Route is a peak-hour only local service along Fleur Drive and SW 14th Street between DART Central Station and Airport South Park and Ride. A single morning round trip will be added to enhance capacity and improve connections downtown.

ROUTE 16

Route 16 is a local service connecting Merle Hay Mall to Downtown Des Moines by way of Douglas Avenue in Des Moines. Evening frequency will be increased from 60 minutes to 30 minutes. The improvements are designed to alleviate load issues on evening trips, improve recovery, improve on time performance, and increase connections at DART Central Station.

ROUTE 17

Route 17 is a local service connecting Altoona Walmart to Downtown Des Moines by way of Hubbell Avenue and E. University Avenue in Des Moines. Morning and afternoon peak trips will be extended from E 29th & Euclid Avenue to Altoona Walmart, a service currently only available during the midday.

Express Mode Discussion

ROUTE 92: Hickman Road Express

Route 92 will be realigned downtown onto Ingersoll Ave/High Street to follow the alignment used by Express Routes 91, 93, 94, 95, and 96. Two morning and afternoon trips will be added to improve route frequency.

ROUTE 93: NW 86th Street Express

Express Route 93 to Johnston via NW 86th Street will be improved with two more morning and afternoon trips to improve route frequency.

ROUTE 98: Ankeny Express

Express Route 98 to Ankeny and DMACC Urban and Ankeny campuses will be improved with three additional morning and afternoon trips to improve route frequency.

Assessment of Service Improvements

These system changes improve service throughout the network improving frequencies along major corridors within the system. DART Forward 2035 represents an overall increase in investment in DART's network. Based on the data and analysis, DART concludes that the Year 3 service changes were determined to not be a disparate impact on minority passengers or a disproportionate burden on low-income passengers when applied to DART's policy.

Key:

- Refers to a new route
- Discontinued Refers to a discontinued route
- 100.00% Indicates that further Title VI analysis is necessary

DART Ridership Impacts											
		Weekday			Saturday			Sunday			
Current route	Proposed route	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	Number of Existing Riders	Number of Riders Impacted	% of Riders Impacted	
Local Routes	1	1	429	0	0%	149	0	0%	78	0	0%
	3	3	668	0	0%	474	0	0%	260	0	0%
	4	4	371	0	0%	146	0	0%	80	0	0%
	5	5.2	65	24	37%						
	6	6	502	0	0%	213	0	0%	125	0	0%
	7	7	713	0	0%	261	0	0%	150	0	0%
	8	8	101	0	0%						
	11	11	52	0	0%						
	13	13	122	0	0%						
	14	14	473	0	0%	192	0	0%	101	0	0%
	15	15	527	0	0%	227	0	0%	115	0	0%
	16	16	788	0	0%	257	0	0%	139	0	0%
	17	17	405	0	0%	208	0	0%	123	0	0%
	51	5.2	81	3	4%						
	52	52	281	0	0%	166	0	0%	94	0	0%
60	60	676	0	0%	462	0	0%	147	0	0%	
Express Routes	91	91	21	0	0%						
	92	92	71	0	0%						
	93	93	70	0	0%						
	94	94	24	0	0%						
	95	95	45	0	0%						
	96	96	67	0	0%						
	98	98	185	0	0%						
99	99	40	0	0%							
Flex/On Call	Grims/NW Johnston On Call	Grims/NW Johnston On Call	6	0	0%						
	72	72	77	0	0%	36	0	0%	25	0	0%
	73	73	13	0	0%						
	74	74	4	0	0%						
Shuttle	40	40	21	0	0%						
	42	42	331	0	0%						



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

August 2014

Prepared by:  **TMD**

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Purpose

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

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

Background

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



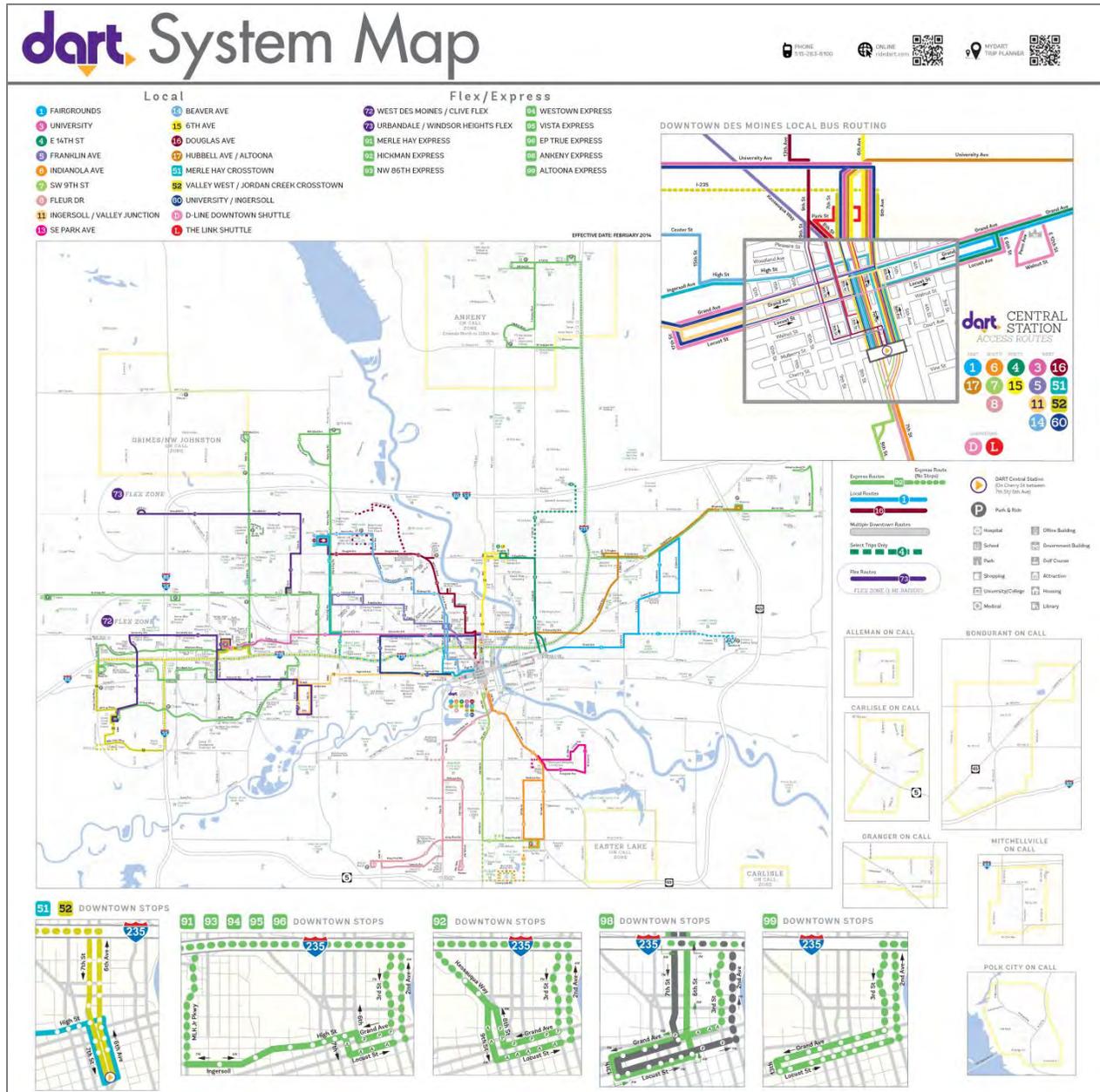


Figure 1: DART System Map

Proposed Fare Policy Changes

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



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

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

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

Figure 2: DART Fare Types

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

Definitions

Disparate Impact Definition:

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

DART Fare Equity Disparate Impact Policy:

"If a planned transit fare adjustment results in minority populations bearing a fare rate change of greater than 5 percentage points as compared to non-minority populations, the resulting effect will be considered a minority disparate impact." (DART Title VI Program, Pg. 47)

Disproportionate Burden Definition:

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

DART Fare Equity Disproportionate Burden Policy:

"If a planned transit fare adjustment results in low-income populations bearing a fare rate change of greater than 5 percentage points as compared to non-low-income populations, the resulting effect will be considered a low-income disproportionate burden" (DART Fare Equity Policy, Pg. 1)



Data Sources

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

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

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

2010 passenger survey:

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

2012 passenger survey:

- Passenger demographics;
- Method of fare payment;

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

Methodology

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

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

Figure 3: 2010 Federal Poverty Guidelines

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

Method of Payment Analysis

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

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

Figure 4: Disparate Impact Method of Payment Analysis



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

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

Figure 5: Disproportionate Burden Method of Payment Analysis

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

Transfer Analysis

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

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

Figure 6: Disparate Impact Transfer Analysis



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

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

Figure 7: Disproportionate Burden Transfer Analysis

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

Smart Card Access

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

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

Figure 8: Smart Card Access by Trip

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

Figure 9: Smart Card Access by Census Tract



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



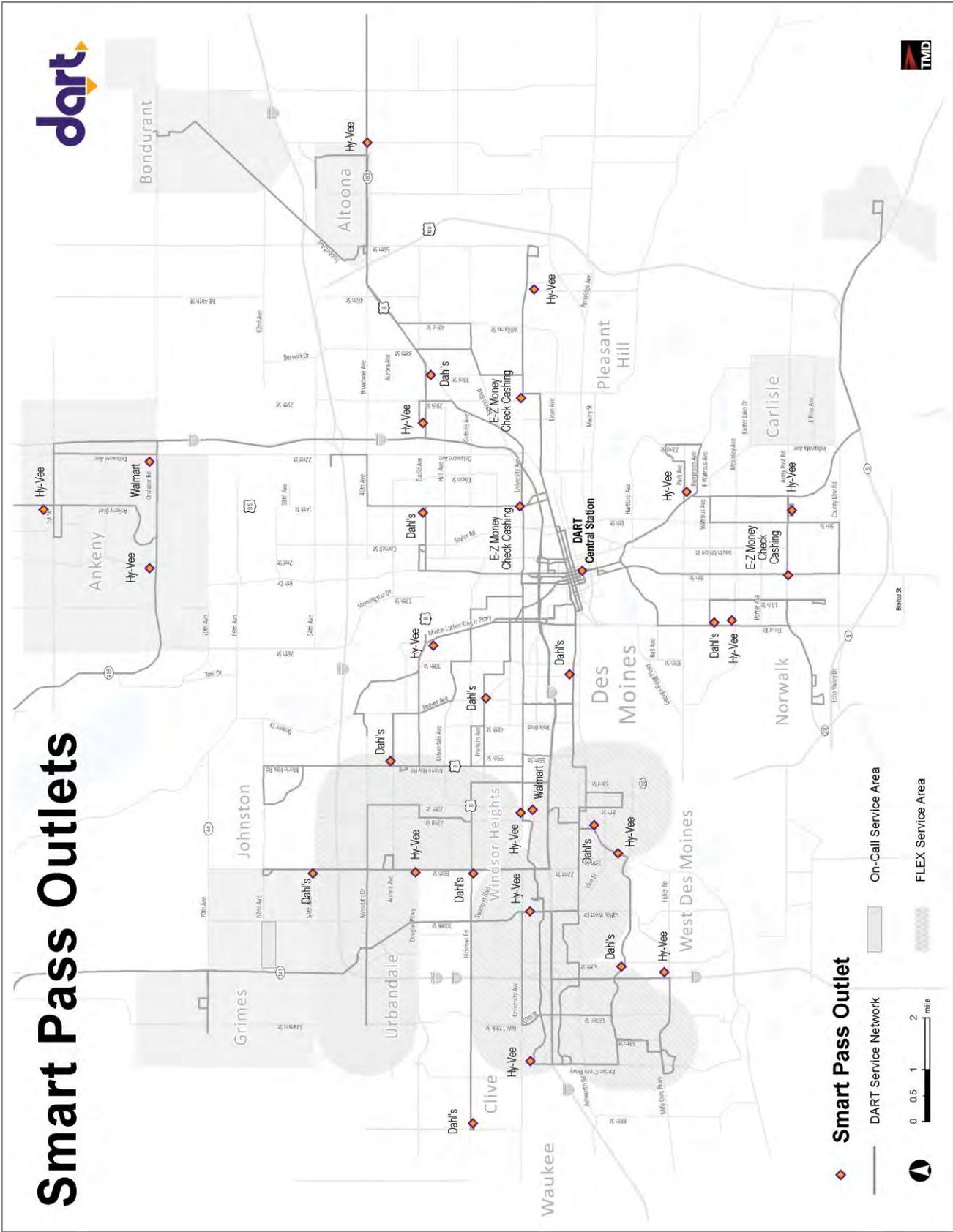


Figure 10: Location of Smart Card Pass Outlets



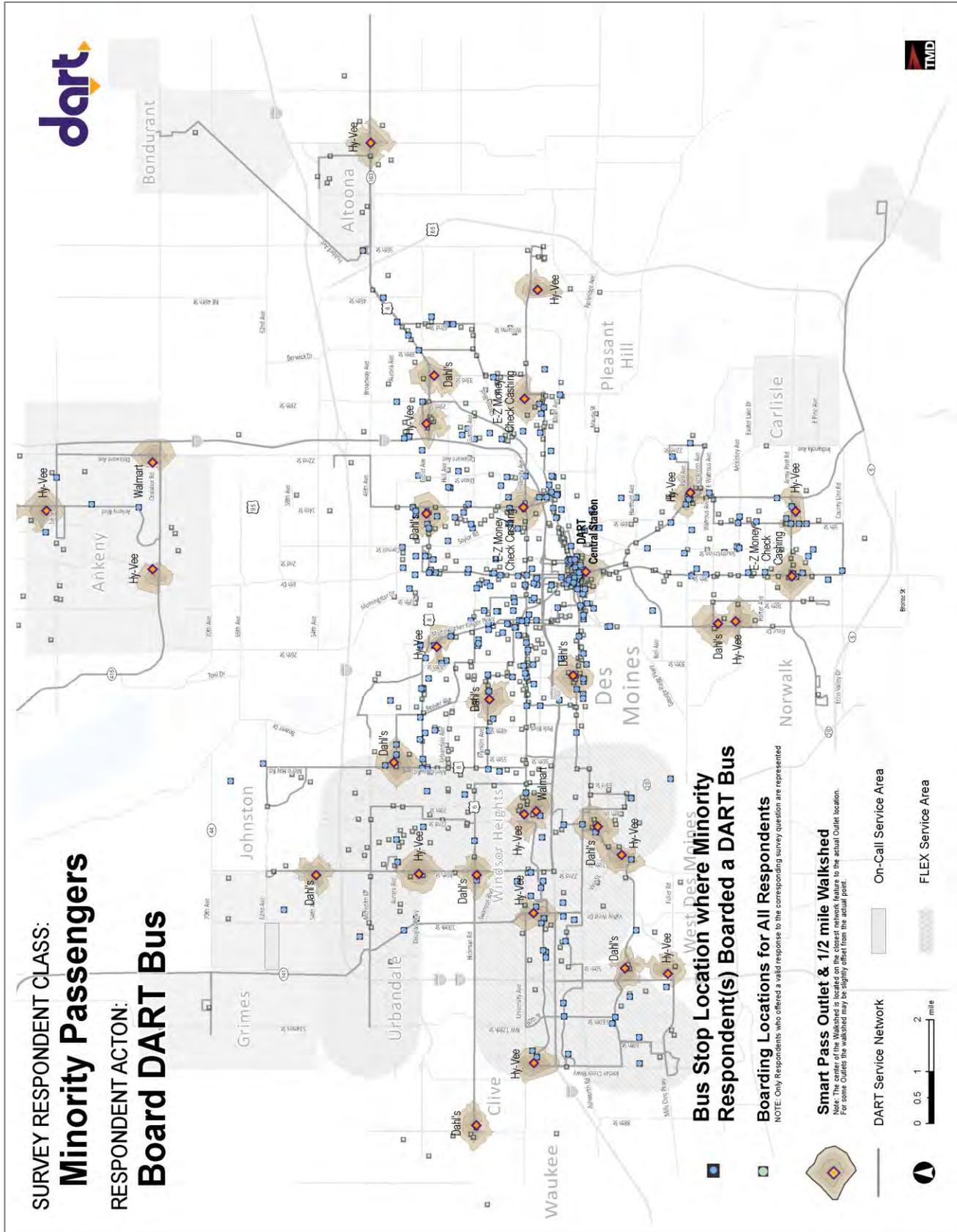


Figure 11: Minority Trip Origins and Smart Card Pass Outlets



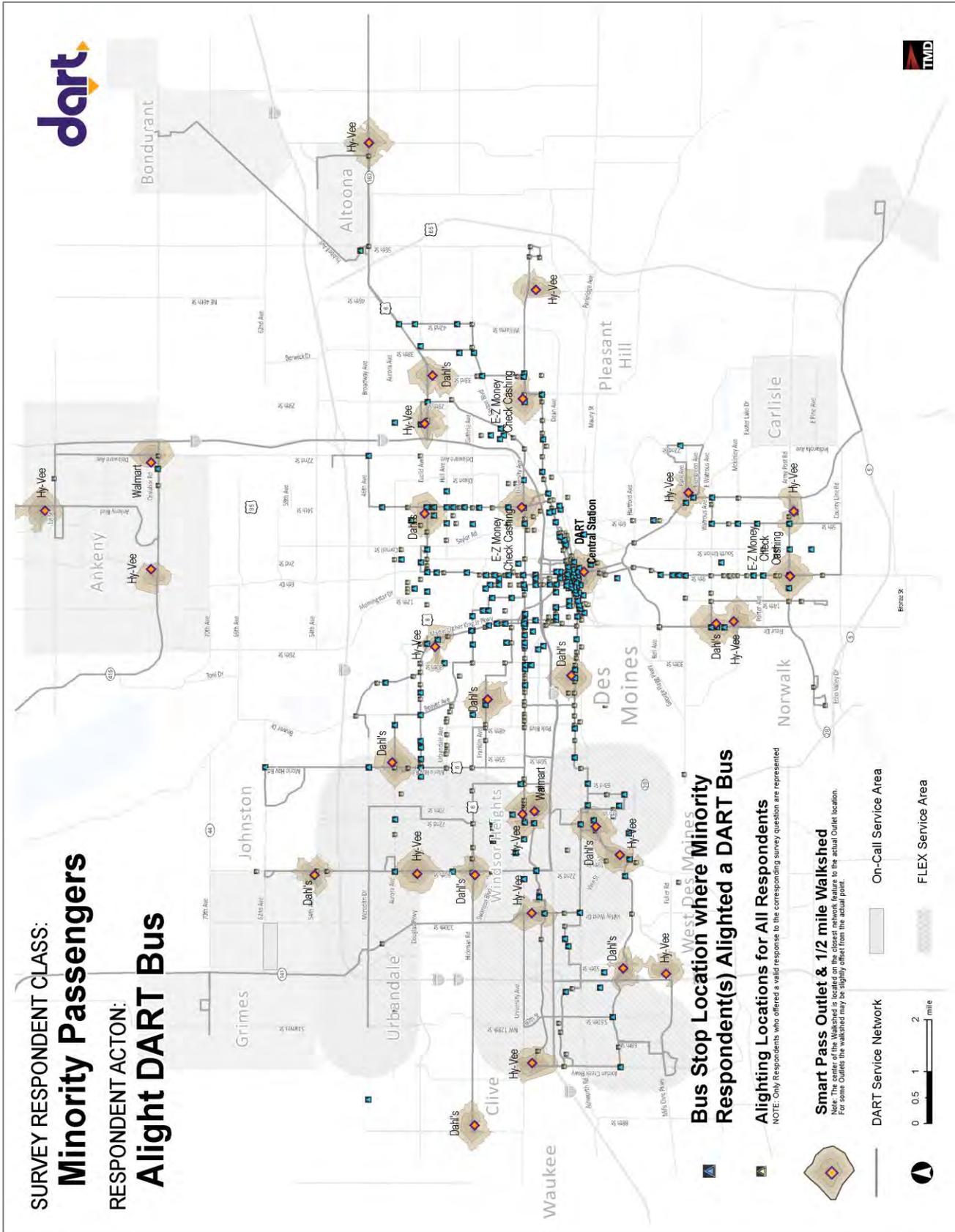


Figure 12: Minority Trip Destinations and Smart Card Pass Outlets

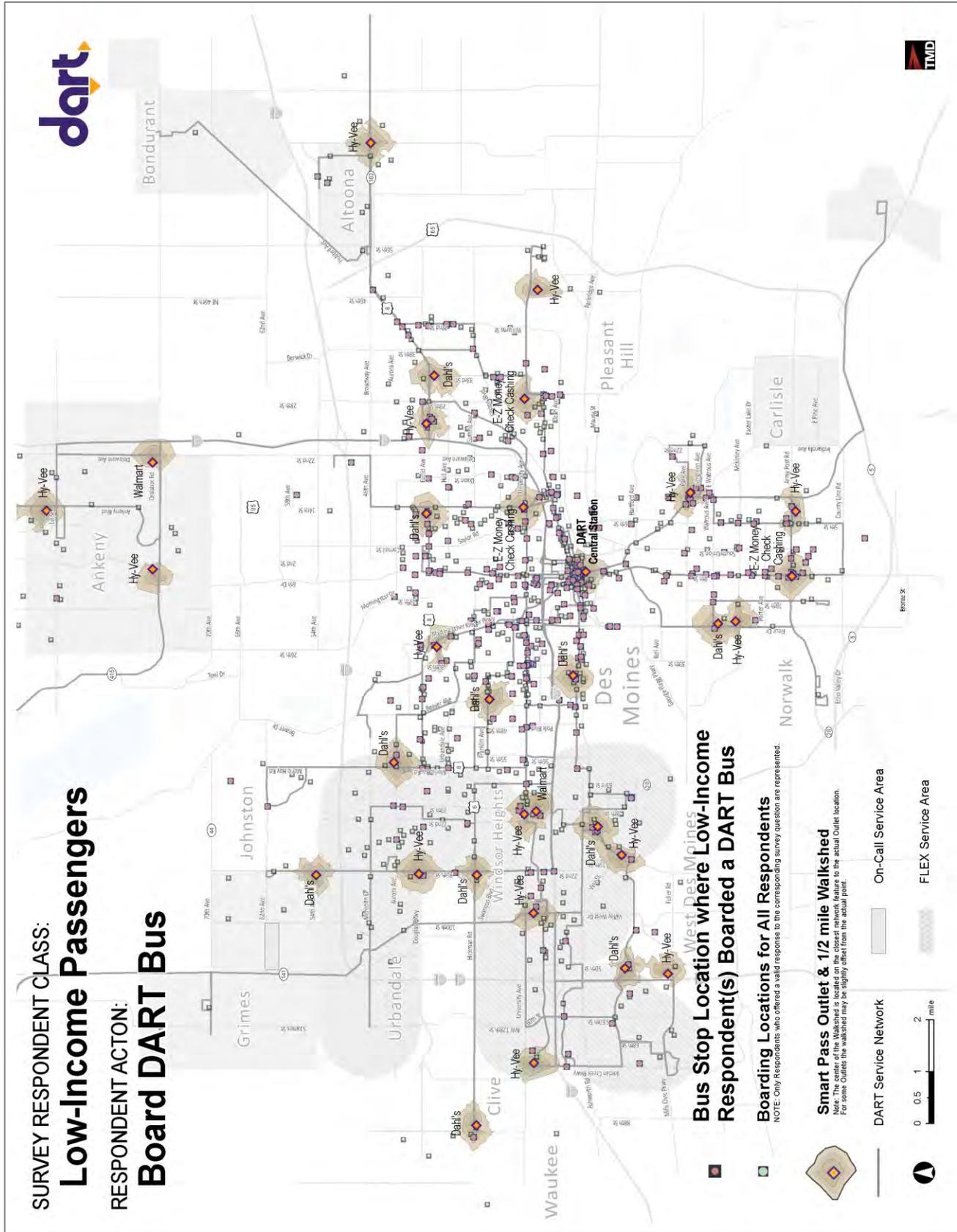


Figure 13: Low-Income Trip Origins and Smart Card Pass Outlets

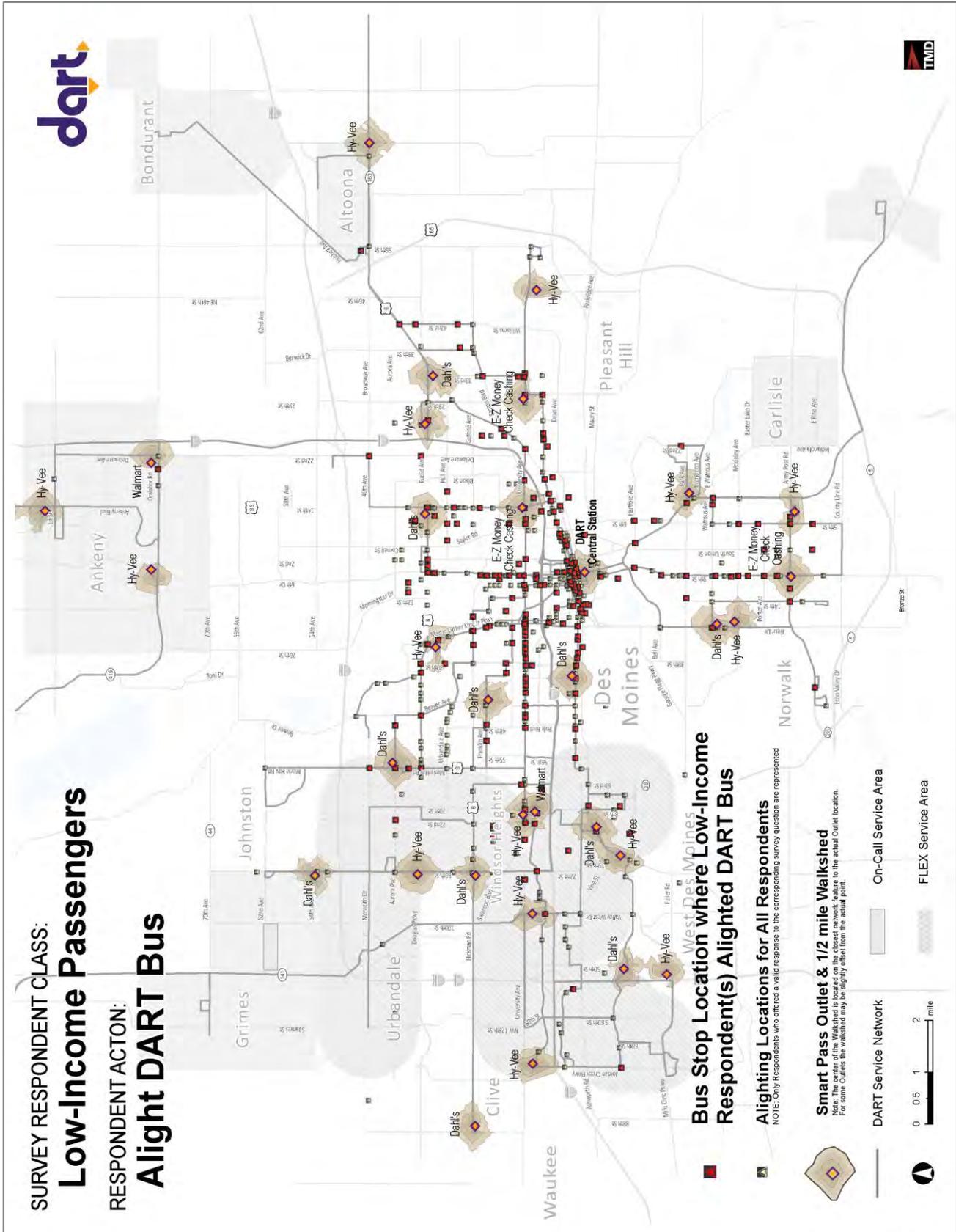


Figure 14: Low-Income Trip Destinations and Smart Card Pass Outlets

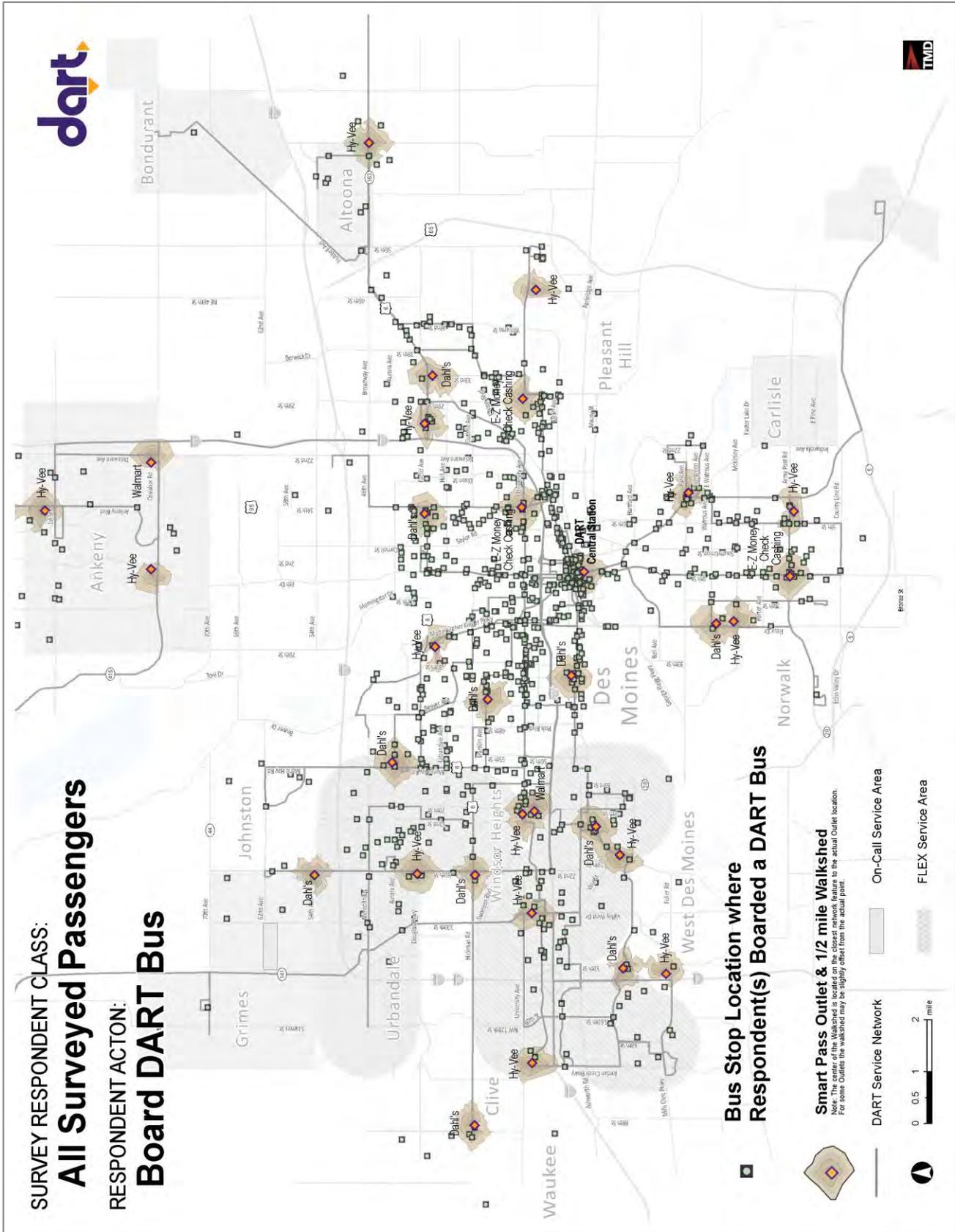


Figure 15: All Rider Trip Origins and Smart Card Pass Outlets

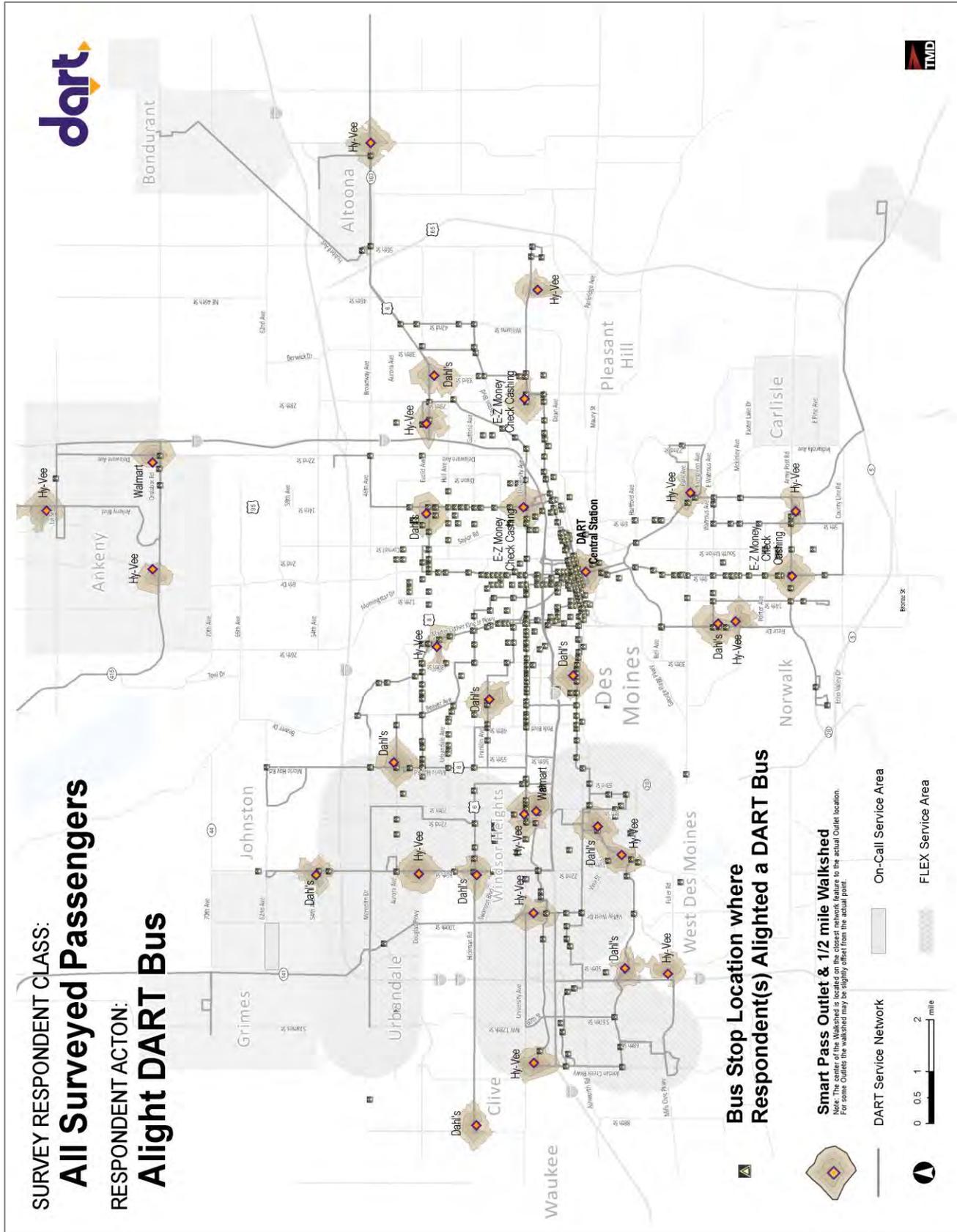


Figure 16: All Rider Trip Destinations and Smart Card Pass Outlets

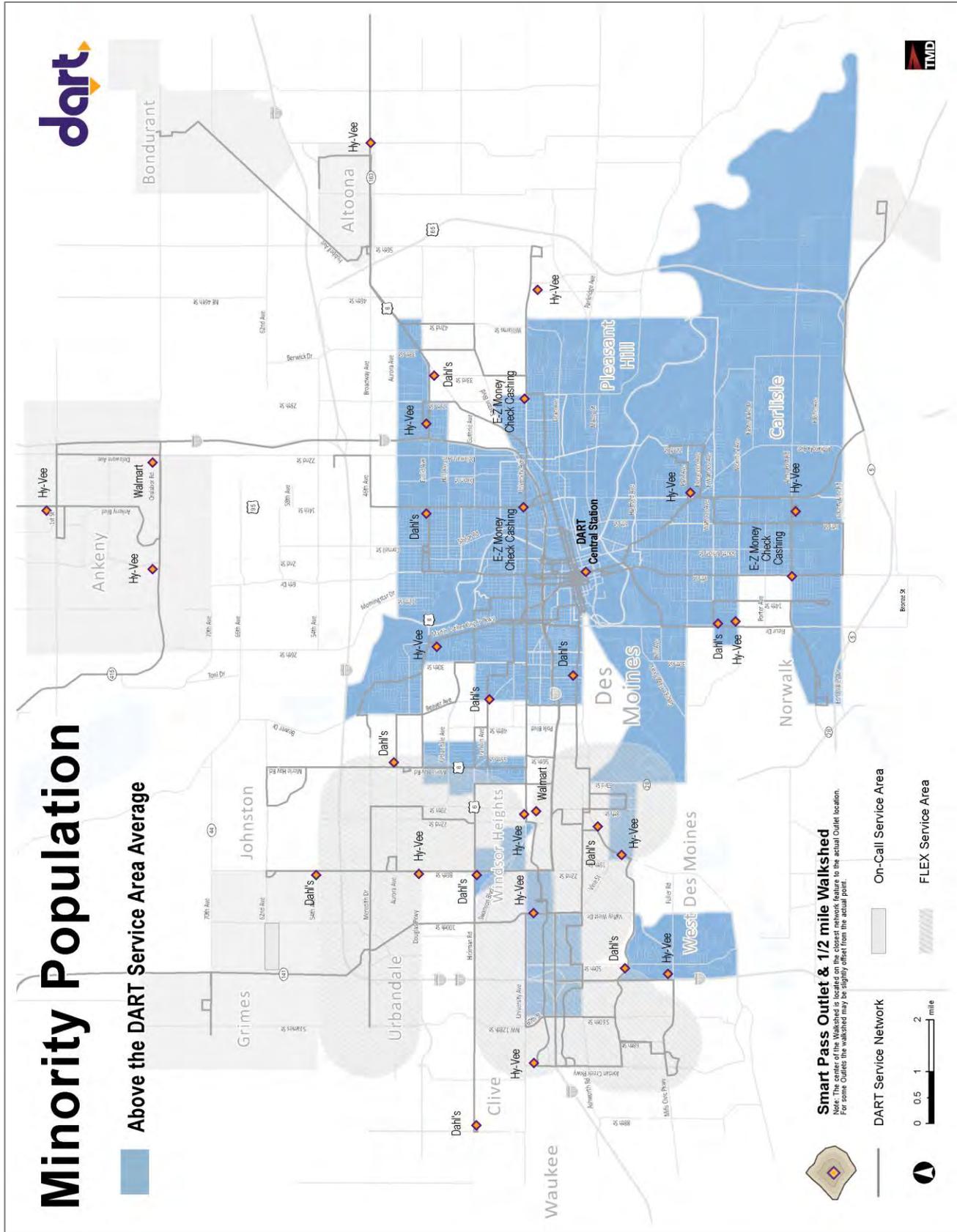


Figure 17: Minority Census Tracts and Smart Card Pass Outlets



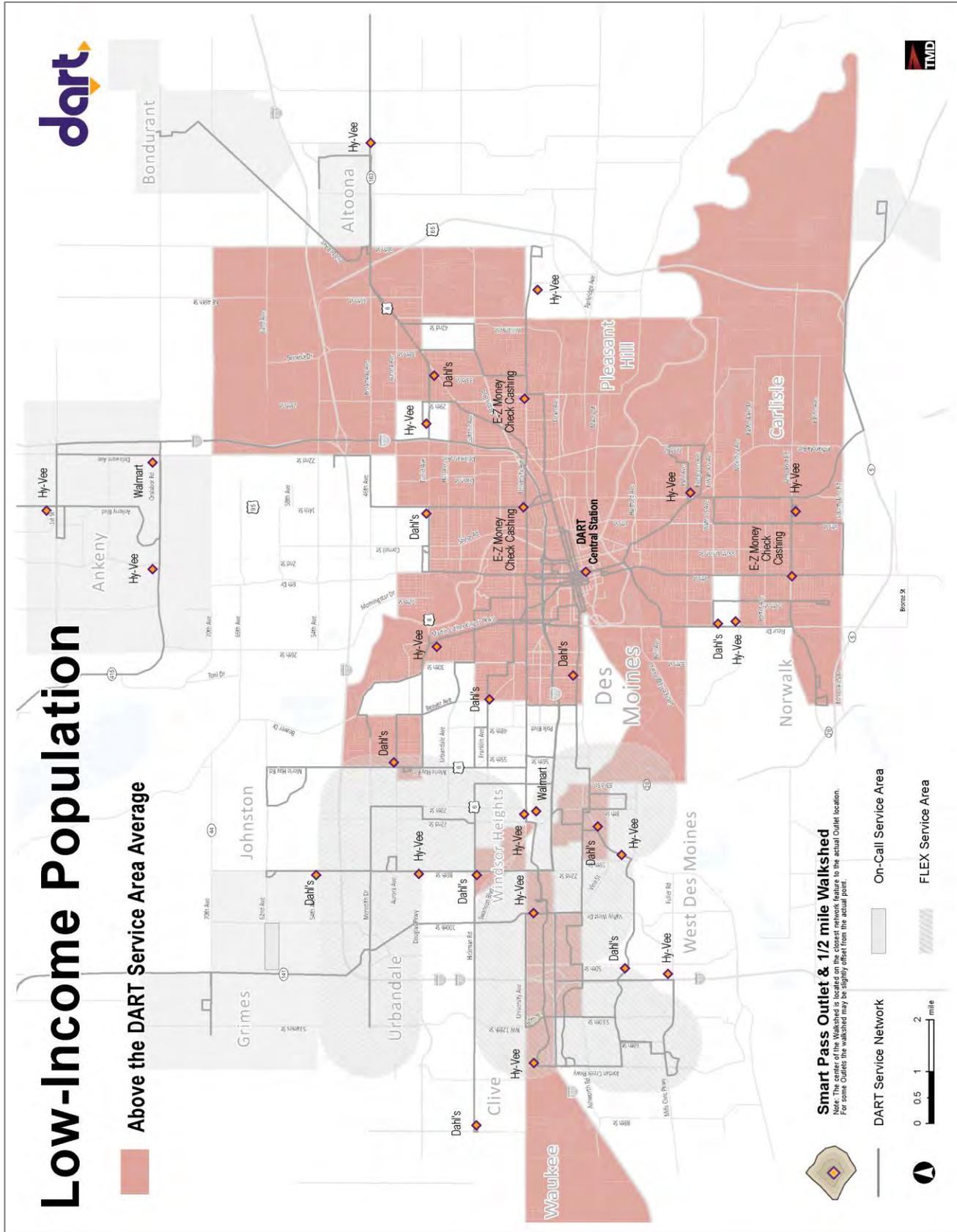


Figure 18: Low-Income Census Tracts and Smart Card Pass Outlets

Downtown Fare Zone

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

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

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

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

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

Figure 19: Downtown Fare Zone Analysis

Mitigation Measures

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

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

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

Conclusion

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



Appendix

Proposed Smart Card Sales Outlets

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



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

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

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

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



ACTION ITEM



7C: Paratransit Software Options

Action: Approve a Purchase Order with Trapeze Software Group for two (2) Paratransit Software Options at a cost Not to Exceed \$212,205.

Staff Resource: Mike Tiedens, Procurement Manager

Background:

- In December 2014, DART published a Request for Proposals (RFP) for the purchase and implementation of paratransit scheduling software.
- Objectives of the new Paratransit Scheduling System included:
 - Update the system so that the most current technologies are being used.
 - Updates to the imbedded maps.
 - Provide for efficient scheduling, routing and other operations.
 - Extensive training on the updated version.
 - Reporting for flexibility and integration for invoicing.
- In June 2015, the DART Commission approved a contract with Trapeze for the purchase and implementation of their paratransit scheduling software. The Not to Exceed Amount on the contract was \$642,000.
- At the time of approval, the Commission approved the scheduling and dispatch software along with updated maps and three (3) years of software maintenance.
- The total initial cost of first phase of the Paratransit Scheduling Software was \$282,981 and included:
 - Software, system implementation, interface and licensing, updated maps, reports, and training: \$196,385
 - 3 years of software warranty/maintenance: \$86,596
- It was requested of DART staff to get Commission approval of any additional options to the initial award.

Option(s) Details:

- DART is looking to exercise the following options:
 - Workforce Management Interface
 - Interactive Voice Response (IVR) and Web Function
- Benefits
 - Workforce Management Interface – Streamlines operational tasks such as bidding, dispatching, timekeeping, workforce management, yard management, automated



ACTION ITEM

7C: Paratransit Software Options

- sign-in, work assignment notification, payroll, employee appraisals, and transition between operations functions
- Interactive IVR and Web – Inserts the customers (and/or their representatives) into the business; gives them functionality for scheduling, confirmations, cancelations and notifications; stronger communication, customer service, and reduction in “no-shows”
- Cost:
 - Workforce Management Interface: \$72,185
 - Interactive Voice Response (IVR) and Web Function: \$140,020
 - Pricing includes 5% contingency for any unforeseen circumstances

Funding:

- Funding will come from paratransit funding and local funds.

Recommendation:

- The approval of a Purchase Order with Trapeze Software Group for the Paratransit Scheduling Software Options for the Workforce Management Interface and the IVR/Web Function. The total amount for Purchase Order will not exceed \$212,205.



ACTION ITEM



7D: March FY2016 Consolidated Financial Report

Action: Approve the March FY2016 Consolidated Financial Report

Staff Resource: Amber Dakan, Finance Manager

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating Revenue is at 8.31% below budget levels. Advertising Revenue and Cash Fares are currently trending under budget.
- Fixed Route Non-Operating Revenue is currently 2.69% below budget levels.
- Paratransit Operating Revenue is 15.54% lower than budget expectations. Contracted trips were below budgeted levels while cash fares are outpacing budget expectations.
- Paratransit Non-Operating Revenue is currently 0.4% higher than budget.
- Rideshare Revenues are 16.20% below budgeted levels year to date. Rideshare revenue continues to cover expenses.

Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 5.32% below budget projections. Fuel and Lubricants, Salaries, Wages, and Fringes, and Insurance Expense are the top three drivers of savings.
- Paratransit Budget Summary – Operating expenses are 15.08% below forecasted levels. Fuel and Lubricants, Salaries, Wages, & Fringes, and Equipment Repair Parts were the largest drivers of savings.
- Rideshare Budget Summary – Rideshare Expenses are below budgetary expectations by 20.48%. Fuel and Lubricants, Equipment Repair Parts, and Salaries, Wages and Fringes are the top three categories showing the most savings.

Recommendation:

- Approve the March FY2016 Consolidated Financial Report.

**** TOTAL Un-Audited Year-End March FY2016 as Compared to Budget:**

Fixed Route	\$	294,539	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	143,949	FY2016
Rideshare	\$	<u>27,915</u>	\$17,833.14
Total	\$	466,403	

FY2016 Financials:

March 2016

FIXED ROUTE	March 2016			Year-To-Date-(9) Months Ending 03/31/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	375,243	423,250	(48,007)	3,492,781	3,809,250	(316,469)
Non-Operating Revenue	1,572,918	1,729,248	(156,330)	15,144,123	15,563,235	(419,112)
Subtotal	1,948,161	2,152,498	(204,337)	18,636,904	19,372,485	(735,581)
Operating Expenses	2,007,135	2,152,498	145,363	18,342,365	19,372,485	1,030,120
Gain/(Loss)	(58,974)	-	(58,974)	294,539	-	294,539

PARATRANSIT	March 2016			Year-To-Date-(9) Months Ending 03/31/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	146,216	169,083	(22,867)	1,285,269	1,521,750	(236,481)
Non-Operating Revenue	108,814	108,564	250	980,793	977,078	3,715
Subtotal	255,030	277,648	(22,617)	2,266,061	2,498,828	(232,766)
Operating Expenses	239,452	277,648	38,195	2,122,112	2,498,828	376,715
Gain/(Loss)	15,578	-	15,578	143,949	-	143,949

RIDESHARE	March 2016			Year-To-Date-(9) Months Ending 03/31/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	64,637	76,250	(11,613)	575,079	686,250	(111,171)
Non-Operating Revenue	-	208	(208)	-	1,042	(1,042)
Subtotal	64,637	76,458	(11,822)	575,079	687,292	(112,212)
Operating Expenses	45,770	76,458	30,688	547,165	688,125	140,960
Gain/(Loss)	18,866	-	18,866	27,915	-	28,748



DISCUSSION ITEM



8A: Fare Collection System Project Update

Staff Resource: Jamie Schug, Chief Financial Officer

- A presentation regarding the Fare Collection System Project will be provided at the meeting.



DISCUSSION ITEM



8B: Quarterly Safety Report

Staff Resource: Patrick Daly, Safety and Training Manager

Analysis of accidents for the 3rd Quarter of FY2016:

ACCIDENTS BY ROUTE:	3 rd QTR	3 rd QTR	YTD	YTD
	<u>FY16</u>	<u>FY15</u>	<u>FY16</u>	<u>FY15</u>
#1 –FAIRGROUNDS	2	3	5	7
#3 –UNIVERSITY	3	2	6	6
#4 –14TH	2	1	3	3
#5 –FRANKLIN AVE	0	0	0	0
#6 –INDIANOLA AVE	4	0	4	3
#7 –SW 9 th ST	1	0	3	1
#8 –FLEUR DR	0	0	0	1
#9 - EXPRESSES	3	6	8	12
#11 –INGERSOLL/VALLEY JCT	0	0	0	1
#12 - ON PROPERTY	1	4	10	9
#13 – PARK AVE	1	1	2	2
#14 - BEAVER AVE	1	4	3	4
#15 – 6 th AVE	3	3	8	7
#16 – DOUGLAS AVE	4	2	9	2
#17 – HUBBELL AVE/ALTOONA	4	2	8	6
#51 – MERLE HAY/CROSSTOWN	0	0	0	2
#52 – VALLEY WEST/JORDAN CR	1	2	2	3
#60 – INGERSOLL/UNIVERSITY	1	3	6	6
#40 - LINK	0	0	0	0
#42 STATE CAPITAL/D-LINE	0	3	5	5
#SS - SCHOOL ROUTES	1	3	3	4
#20 - PARATRANSIT	9	22	28	41
#R - RIDESHARE	4	1	13	9
#A - ADMIN	1	0	1	2
#M – MAINTENANCE	0	0	0	0
SF- STATE FAIR	0	0	2	0
Training	0	0	1	1
TOTALS	46	62	130	137



DISCUSSION ITEM:

8B: Quarterly Safety Report

ACCIDENTS BY TYPE:	3 rd QTR	3 rd QTR	YTD	YTD
	<u>FY16</u>	<u>FY15</u>	<u>FY16</u>	<u>FY15</u>
BUS INTO FIXED OBJECT	13	16	39	34
PERSONAL INJURY	1	11	7	21
BUS INTO VEHICLE	9	12	29	23
VEHICLE INTO BUS	23	22	49	51
OTHER	0	1	6	8
MAINTENANCE	0	0	0	0
VANDALISM	0	0	0	0
TOTALS	46	62	130	137

ACCIDENTS BY CHARGEABILITY

CODE:	3 rd QTR	3 rd QTR	YTD	YTD
	<u>FY16</u>	<u>FY15</u>	<u>FY16</u>	<u>FY15</u>
NON PREVENTABLE	22	32	58	77
PREVENTABLE	20	30	68	55
ON PROPERTY	4	0	4	0
UNDETERMINED	0	0	0	0
NOT GRADED	0	0	0	5
TOTALS	46	62	130	137



System Summary Performance Report March 2016

	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016	March 2015	Percent Change 2016/2015	FY16 Year To Date	FY15 Year To Date	Percent YTD Change 2016/2015
DART Fixed Route												
Total Ridership	387,870	419,434	343,988	334,455	336,977	349,696	358,907	362,393	-0.96%	3,385,578	3,386,270	-0.02%
OTT Ridership	22,819	19,161	21,680	21,542	20,444	20,376	22,670	27,316	-17.01%	195,158	211,775	-7.85%
Unlimited Access Ridership	32,277	29,027	27,997	26,905	27,634	29,486	29,435	31,141	-5.48%	261,260	282,187	-7.42%
Bike Rack Usage	6,163	5,670	3,345	2,685	1,599	1,917	3,492	3,366	3.74%	37,454	36,969	1.31%
Passengers/Revenue Hour	22.00	22.54	20.72	18.36	19.46	19.77	20.29	19.41	4.52%	20.21	20.61	-1.92%
Avg. Passengers Weekday	16,679	17,043	16,160	13,711	14,946	15,058	14,263	14,748	-3.29%	17,594	15,656	12.38%
Avg. Passengers Weekend Day	4,701	4,944	3,695	4,102	3,806	4,184	3,857	4,216	-8.52%	5,489	5,275	4.07%
Complaints/100,000 Riders	36.61	21.93	22.09	21.83	17.21	19.16	16.44	21.52	-23.62%	22.60	29.27	-22.79%
Commendations/100,000 Riders	2.84	1.19	1.16	1.49	1.78	2.86	2.23	2.21	0.97%	2.45	2.60	-5.66%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	2.20	1.04	1.82	1.43	0.75	2.19	1.70	1.75	-3.04%	1.37	1.63	-16.09%
Non-Preventable/100,000 Miles	2.57	2.09	1.09	1.43	3.37	1.83	1.70	1.05	61.60%	1.48	1.27	16.30%
Maintenance:												
Total Service Miles	272,499	287,281	274,056	280,461	267,239	273,888	294,742	285,783	3.13%	2,553,508	2,509,980	1.73%
Road Calls/100,000 Miles	19.08	16.36	17.51	17.47	17.96	22.27	26.46	15.75	68.06%	19.27	19.52	-1.30%
Active Vehicles in Fleet	126	126	126	126	123	123	123	126	-2.38%	125	126	-0.79%
DART Paratransit												
Total Ridership	10,459	10,694	9,194	9,904	9,561	9,706	10,783	11,579	-6.87%	91,945	101,349	-9.28%
Passengers/Revenue Hour	2.77	2.69	2.67	2.57	2.57	2.73	2.70	2.88	-6.25%	2.66	2.85	-6.48%
Average Trip Length	5.36	5.36	5.45	5.60	5.48	5.56	5.70	5.96	-4.38%	5.49	5.63	-2.58%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	5.35	3.49	3.99	0.00	3.82	0.00	4.88	2.90	68.45%	3.57	1.40	154.59%
Non-Preventable/100,000 Miles	1.78	0.00	3.99	1.80	0.00	5.56	0.00	0.00	0.00%	1.59	1.58	0.58%
Maintenance:												
Total Miles Operated	56,040	57,367	50,082	55,451	52,360	53,944	61,438	68,993	-10.95%	504,514	570,868	-11.62%
Active Vehicles in Fleet	21	21	21	21	21	21	21	21	0.00%	21	20	3.28%
DART RideShare												
Total Ridership	17,550	18,530	16,106	16,343	17,615	17,623	19,114	20,500	-6.76%	157,408	175,422	-10.27%
Total Vans in Circulation	88	88	87	87	90	89	89	93	-4.30%	88	93	-5.36%
Total RideShare Customers	639	635	615	623	625	621	616	689	-10.60%	628	703	-10.64%
Accident Frequency Rate by Service:												
Preventable	0.00	0.00	0.00	1.36	0.68	0.67	0.00	0.00	0.00%	0.44	0.21	112.50%
Non-Preventable	0.66	0.63	0.74	0.68	0.00	0.00	0.00	0.00	0.00%	0.37	0.48	-24.11%
Maintenance:												
Total Miles Operated	152,501	157,836	135,958	147,129	147,378	149,086	166,649	169,704	-1.80%	1,361,161	1,446,266	-5.88%
Active Vehicles in Fleet	100	100	100	100	100	100	100	100	0.00%	100	100	0.00%



System Performance Ridership Report March 2016

	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016	March 2015	Percent Change 2016/2015	FY16 Year To Date	FY15 Year To Date	Percent YTD Change 2016/2015
DART Fixed Route Ridership	387,870	419,434	343,988	334,455	336,977	349,696	358,907	362,393	-0.96%	3,385,578	3,386,270	-0.02%
Local Routes:												
#1 - Fairgrounds	23,465	24,959	20,178	19,214	19,896	20,883	20,040	22,258	-9.96%	425,839	406,144	4.85%
#3 - University	35,213	40,265	32,363	32,108	29,804	31,324	33,785	34,631	-2.44%	303,469	310,348	-2.22%
#4 - E. 14th	18,970	20,510	16,744	17,322	17,237	17,173	16,887	18,059	-6.49%	158,335	159,858	-0.95%
#5 - Franklin Ave	8,551	8,260	7,026	7,303	7,526	8,092	7,948	3,285	141.95%	58,695	27,520	113.28%
#6 - Indianola Ave.	34,057	36,688	29,826	28,347	27,177	28,567	30,336	27,216	11.46%	264,770	228,888	15.68%
#7 - SW 9th St.	36,949	41,193	35,179	33,131	34,936	35,501	35,617	34,745	2.51%	305,566	303,356	0.73%
#8 - Fleur Dr.	5,920	5,973	4,247	4,305	4,626	5,142	4,655	3,687	26.25%	39,431	35,628	10.67%
#11 - Ingersoll Ave.	2,420	2,066	1,709	1,960	1,962	2,306	2,418	2,192	10.31%	18,890	20,458	-7.66%
#13 - Evergreen/SE Park Ave.	8,627	8,735	7,298	6,301	7,195	7,282	6,464	5,516	17.19%	54,581	50,519	8.04%
#14 - Beaver Ave.	24,389	26,183	21,990	20,388	21,273	20,862	20,295	22,720	-10.67%	187,084	211,961	-11.74%
#15 - 6th Ave.	28,035	30,391	24,829	23,492	25,044	26,359	25,799	25,805	-0.02%	226,658	224,408	1.00%
#16 - Douglas Ave.	41,788	44,778	36,082	35,501	34,431	36,412	37,693	38,431	-1.92%	329,192	339,883	-3.15%
#17 - Hubbell Ave.	24,207	26,582	21,647	20,744	21,155	21,836	23,480	21,835	7.53%	203,445	185,335	9.77%
#51 - Merle Hay Crosstown	0	0	0	0	0	0	0	2,902	-100.00%	5,465	22,964	-76.20%
#52 - Valley West/Jordan Creek	14,428	17,308	14,382	15,397	13,154	13,776	15,226	14,603	4.27%	133,462	140,091	-4.73%
#60 - Ingersoll/University	37,174	39,859	32,220	30,718	31,768	32,697	33,935	34,049	-0.33%	295,552	280,719	5.28%
Shuttle Routes:												
Link Shuttle	1,331	1,557	1,372	1,371	2,036	2,264	1,634	879	85.89%	13,648	7,625	78.99%
Dline	14,457	14,551	12,194	12,335	12,051	11,937	13,891	14,743	-5.78%	119,586	122,694	-2.53%
Lincoln/McCombs	0	0	0	0	0	0	0	8,015	-100.00%	0	65,492	-100.00%
Express Routes:												
#91 - Merle Hay Express	1,123	1,177	965	920	954	1,008	1,070	872	22.71%	9,336	7,614	22.62%
#92 - Hickman Express	3,015	2,888	2,356	2,294	2,610	2,831	2,892	2,915	-0.79%	24,503	25,867	-5.27%
#93 - NW 86th Express	3,053	3,104	2,487	2,498	2,784	3,086	3,594	2,919	23.12%	26,232	26,832	-2.24%
#94 - Westtown	761	1,008	828	951	940	905	804	936	-14.10%	8,007	8,408	-4.77%
#95 - Vista	1,975	2,219	1,644	1,771	1,766	1,775	1,870	1,940	-3.61%	17,350	16,528	4.97%
#96 - E.P. True	3,171	3,188	2,489	2,409	2,377	2,483	2,878	2,715	6.00%	25,074	24,613	1.87%
#98 - Ankeny	8,137	8,508	7,485	6,924	7,508	8,174	8,197	7,552	8.54%	69,351	69,171	0.26%
#99 - Altoona	1,441	1,616	1,474	1,495	1,470	1,524	1,538	1,472	4.48%	13,393	14,312	-6.42%
On-Call/Flex Routes (Operated by Paratransit):												
On-Call: Ankeny	285	274	218	263	280	180	289	211	36.97%	2,311	1,945	18.82%
On-Call: Johnston/Grimes	202	219	168	134	182	244	232	315	-26.35%	1,735	2,634	-34.13%
#73 Flex: Urbandale/Windsor Heights	299	354	301	307	378	326	264	330	-20.00%	2,919	3,611	-19.16%
#72 Flex: West Des Moines/Clive	3,725	4,309	3,737	3,901	3,793	4,083	4,452	3,917	13.66%	35,315	35,635	-0.90%
#74 Flex: NW Urbandale	633	610	463	569	605	590	653	641	1.87%	5,152	3,912	31.70%
On-Call: REGIONAL	69	102	87	82	59	74	71	87	-18.39%	1,232	1,297	-5.01%
DART Paratransit Ridership	10,459	10,694	9,194	9,904	9,561	9,706	10,783	11,579	-6.87%	91,945	101,349	-9.28%
Bus/Van	9,502	9,743	8,409	8,936	8,572	8,784	9,848	10,948	-10.05%	83,846	94,119	-10.91%
Cab	957	951	785	968	989	922	935	631	48.18%	8,099	7,230	12.02%
DART RideShare Ridership	17,550	18,530	16,106	16,343	17,615	17,623	19,114	20,500	-6.76%	157,408	175,422	-10.27%
TOTAL RIDERSHIP	#REF!	417,094	369,288	360,702	364,153	377,025	388,804	394,472	-1.44%	3,634,931	3,663,041	-0.77%



MONTHLY REPORT



9A: Operations

Staff Resource: Tim Sanderson, Chief Operating Officer

- On April 29 and April 30, 2016, DART was pleased to offer an extension to the D-Line in order to facilitate with crowd management of the Doubleheader Garth Brooks Concerts on these days.
- Phase III of the 1100 Dart Way renovation plan is progressing on schedule. The most recent costing exercise, completed in April indicates that the project is remaining within budget. We continue to anticipate that bid packages will be brought before the commission in June.



MONTHLY REPORT



9B: Engagement

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

DART Forward

- TMD worked closely with DART staff to develop short- and long-term service recommendations for the update to the DART Forward 2035 Transit Services Plan.
- TMD developed a PowerPoint presentation for meetings during an upcoming onsite visit the week of May 2nd to share service recommendations with key stakeholders. As part of the presentation, TMD created graphics and maps to present the service recommendations in a way that is easy to understand.
- TMD received comments on both the *Market Analysis* and *Service Evaluation* deliverables and is working on incorporating the comments into final versions of the reports.
- TMD assisted with identifying transfer locations around Valley West Mall.
- The TMD team completed the community survey (both the ETC survey and the online version).

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

March 2016 Website Communication and Messages:

- Contact/Feedback Form – 42
- Other/Misc. – 8
- Voicemails – 116, voicemails requiring response – 31 (27%)

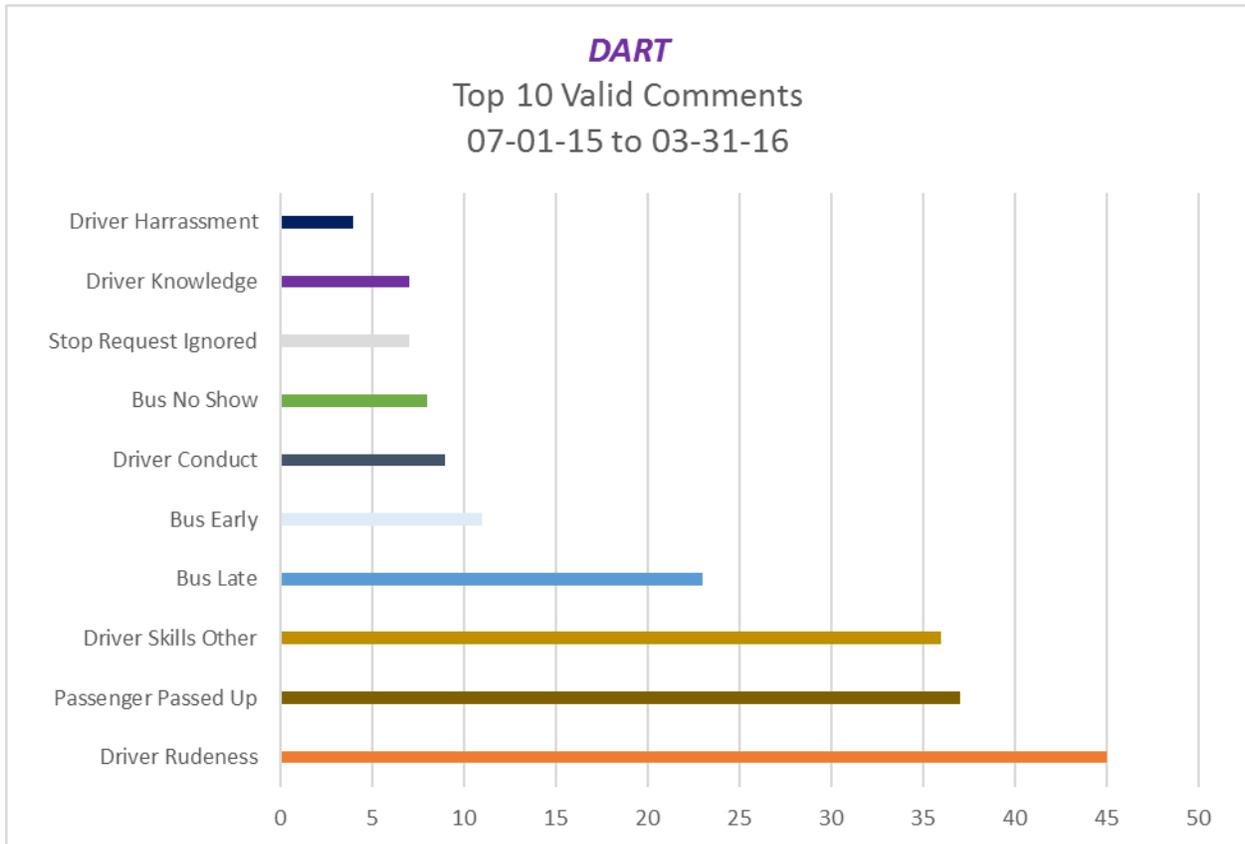
Total Calls for March 2016:

- Schedule Information – 6689
- Spanish Line – 35
- Receptionist – 424
- RideShare – 259

Total of Community Events Performed for March 2016:

- DART How to Ride Training Sessions – 4
- Grab & Go – 1
- Mobility Coordination Functions – 3
- Smart Steps Training – 1
- Unlimited Access Meetings – 1
- Community Speaking (DART Forward) – 11

MONTHLY REPORT
9B: Engagement



RideShare

- Work is still progressing with the transition from current vanpool management software to a new software that the Iowa Department of Transportation is coordinating and DART is participating in.
- Coordinated Drivers Training
- Continual cross training between RideShare and Customer Service Department.

Marketing and Communications

- DART has partnered with Uber and the Des Moines Bicycle Collective to promote alternative transportation options to summer events, starting with the Drake Relays and Garth Brooks concerts the last weekend in April.
- Marketing staff promoted the extension of the DLine to help serve the Garth Brooks concerts on April 29 and 30.
- Staff helped plan Transit Driver Appreciation Day to show thanks to our operators.
- DART's promotion of services during the NCAA tournaments drove more than 350 visits to the NCAA webpage on ridedart.com

MONTHLY REPORT
9B: Engagement



- In March there were 99 new Facebook page likes; 24 new Twitter followers; 38 new Instagram followers.

Planning - James Tishim, Planning Manager

- The Planning Department has been working on several service implementations including:
 - Valley West Mall changes, now effective with the June 5 service change.
 - Removal of Des Moines Public School services and some service adjustments effective with the June 5 service change.
 - Iowa State Fair Service: Effective August 11-21, 2016
 - Add back in the Des Moines Public School services and some service adjustments, effective with the August 21, 2016 Service Change.
- Hay Market Mall Transit Shelter: The Hay Market Mall transit shelter was installed the week of April 18, 2016. Work is still being done to get power to the shelter.



MONTHLY REPORT



9C: Procurement

Staff Resource: Mike Tiedens, Procurement Manager

Upcoming Procurements:

1100 DART Way Administration Remodel, Phase II – DART is seeking a contractor to perform demolition and construction for the second phase of renovation at 1100 DART Way. The renovation will be in the front operations office areas, dispatch, and driver's and mechanic's lounges.

- Invitation for Bid to be published May 2016

Mobile Ticketing System – DART is seeking a vendor to provide a mobile ticketing system which allows an alternative electronic method to the current DART pass. The mobile ticketing system is anticipated to include an account based back office application that will form the basis for a smart card ticketing system. The smart card ticketing system would be deployed in a second phase along with new farebox technology to manage all of DART's fare products and fare policy.

- RFP to be published May 2016

Contracts and Task Orders Approved Recently:

Canadian Urban Transit Association (CUTA)

- Transit Ambassador Program – *The Program teaches operators the skills necessary for interacting with the public and co-workers. The focus is a blend of interpersonal and customer service skills. The program includes a train the trainer concept along with tailored program materials. The focus is on managing stress, customer feedback, effective communication, essential customer service, difficult and dangerous situations and diversity.*
 - Approved contract amount was \$26,425

WW Grainger Inc.

- Mobile Ticket Booth – *Two person mobile ticket booth to be located at a remote passenger location for use during the Iowa State Fair and other events as needed. The booth will have air conditioning and be towable for ease of movement.*
 - Approved contract amount was \$15,957.50

Stroh Corporation

- No2 Sensors (Paratransit Barn) – *Purchase and installation (replacement) of No2 sensors in the Paratransit Barn. The sensors detect and alert when Nitrogen Dioxide levels reach unsafe levels.*
 - Approved contract amount was \$5,658

MONTHLY REPORT
9C: Procurement



Upcoming Procurements:

- Fareboxes and AFC System
- Taxi Cab Services
- Occupational Medical Services
- Mystery Shopper Services
- Employment Services
- Armored Car / Courier Services
- Printing Services
- Bus Shelters



MONTHLY REPORT



9D: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- **State Legislative Meetings:** We had five meetings with our State Lobbying team and members of the State Legislature in March. At all of the meetings we introduced the legislators to DART and discussed our current initiatives as well as our long-term financial outlook. The members of the State Legislature that we met with are:
 - Representative Peter Cownie
 - Representative Rob Taylor
 - Senator Charles Schneider
- **DART Forward 2035 Plan Update Presentations to Member Communities:**
 - **City of Ankeny** attended by Commissioner Van Oort, Amanda Wanke and Jamie Schug
 - **City of West Des Moines** attended by Commissioner Peterson, Elizabeth Presutti and Tim Sanderson
 - **City of Grimes** attended by Commissioner Gayman, Elizabeth Presutti and Tim Sanderson
 - **City of Altoona** attended by Commissioner Conkling, Elizabeth Presutti and Amanda Wanke
- **Community Presentations:** Amanda and I had the opportunity to present on the DART Forward 2035 Plan Update to the following groups in the community:
 - **Polk County Housing Trust Fund Housing Matters Symposium** – I participated in a panel discussion on community partnerships with other leaders. Tim Schott and I discussed the DART/Des Moines Public Schools partnership.
 - **Des Moines AM Rotary** – Amanda and I had the opportunity to present on the DART Forward 2035 Plan Update
 - **Des Moines Leadership Network** - Amanda and I had the opportunity to present on the DART Forward 2035 Plan Update
- **Other Updates:**
 - **Central Iowa Shelter and Services (CISS)** – I met with the new Executive Director of CISS on the transportation needs of their clients. We are looking at an innovative partnership to provide evening transportation. DART also committed to holding regular trainings on how to ride DART at CISS.
 - **B-Cycle** – DART received the grant funding from the MPO to partner with b-cycle on future stations in coordination with transit stops.
 - **City of Des Moines** – I along with Tim Sanderson and Matt Johnson met with City staff on how to assist with public transit access to City Council and Board meetings while City Hall is undergoing renovation.



FUTURE DART COMMISSION ITEMS



FUTURE AGENDA ITEMS:

June 15, 2016 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • 1100 DART Way Renovation Phase III Construction Contract • Des Moines Public Schools Contract • Taxi Services 	
July 12, 2016 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • 1100 DART Way Furniture Contract • Mobile Ticketing • Occupational Medical Services 	<ul style="list-style-type: none"> • Mobility Manager Update • Quarterly Investment Report
September 6, 2016 – 12:00 P.M.	
Action Items	Information Items
	<ul style="list-style-type: none"> • Quarterly Safety Report

Future Meetings and Conferences:

- DART Commission Workshop with TMD - May 4, 2016 – 12 pm, DART Central Station
- Greater Des Moines Partnership Legislative Trip to Washington, DC – May 11-13, 2016
- DART Executive Committee Meeting - May 19, 2016 – 11:30 am, DART Central Station