



NOTICE OF COMMISSION MEETING AND AGENDA
DES MOINES AREA REGIONAL TRANSIT AUTHORITY
DART MULTIMODAL ROOM, 620 CHERRY STREET
AUGUST 1, 2017 – 12:00 PM

	Page
1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF AUGUST 1, 2017 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. TRANSIT RIDERS ADVISORY COMMITTEE UPDATE	
7. CONSENT ITEMS	
A. Commission Meeting Minutes – July 11, 2017	2
B. ICAAP Grant Application	6
C. FTA Bus and Bus Facilities Grant Application	7
8. ACTION ITEMS	
A. October 2017 Service Changes	8
9. DISCUSSION ITEMS	
A. DART Cyber Security Program	9
B. 13C Transit Collective Bargaining Update	10
C. New Member Community Formula	11
D. Quarterly Safety Report	12
E. Quarterly Investment Review	14
F. Performance Report	15
10. DEPARTMENTAL MONTHLY REPORTS (BY EXCEPTION)	
A. Operations	17
B. Engagement	18
C. Procurement	22
D. Chief Executive Officer	23
11. FUTURE AGENDA ITEMS	24
12. COMMISSIONER ITEMS	
13. CLOSED SESSION	25
14. NEXT MEETING: Regular DART Meeting Tuesday, September 5, 2017 – 12:00 P.M.	
15. ADJOURN	

Language, visual, hearing and transportation services are available at meetings upon request. For requests, please call DART at 515.283.8100 at least 48 hours in advance of the meeting.



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES
620 CHERRY STREET – DES MOINES, IOWA 50309
JULY 11, 2017**



ROLL CALL

Commissioners Present: Angela Connolly, Tom Gayman, Chris Hensley (arrived at 12:05 pm),
Gaye Johnson, Skip Moore, Joann Muldoon

Commissioner Absent: Gary Lorenz, Steve Peterson

Alternate Present: Jon Woods, Bobbi Bentz (arrived at 12:05 pm)

CALL TO ORDER

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

Notice of the meeting was duly published.

APPROVAL OF AGENDA

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

It was moved by Ms. Connolly and seconded by Ms. Johnson to approve the July 11, 2017 agenda as presented. The motion carried unanimously.

PUBLIC COMMENT

No comments.

DRIVERS OF THE YEAR RECOGNITION

DART Operators Randy Archer (Fixed Route) and William (Will) Buckley (Paratransit) were recognized for being named DART's Drivers of the Year at the Iowa Public Transit Association (IPTA) Conference in Des Moines in June.

DART STATE ROADEO WINNERS

DART Operator Cesar Chavez was recognized for placing third in the Large Bus Competition at the IPTA State Bus Rodeo.

CONSENT ITEM

8A – Commission Meeting Minutes – June 6, 2017

It was moved by Ms. Connolly and seconded by Ms. Johnson to approve the consent item as presented. The motion carried unanimously.

ACTION ITEMS

9A – Marketing and Public Affairs Award

Amanda Wanke, Chief Engagement and Communications Officer, asked the Commission to approve three (3) year contracts with two (2) one (1) year options with DDC and Flynn Wright for Marketing and Public Affairs Services for the amount Not to Exceed \$500,000. Mike Tiedens, Procurement Manager, gave the background on this contract. DART is seeking a qualified firm or firms to provide them the following Marketing and Public Affairs (including but not limited to):

- o Branding
- o Research
- o Marketing Campaign and Message Development and Strategy
- o Community Organization and Mobilization
- o Stakeholder Engagement
- o Public Education Planning and Execution

It was moved by Mr. Moore and seconded by Ms. Connolly to approve the Marketing and Public Affairs Award. The motion carried unanimously.

9B – Heavy Duty Bus Purchase

Mike Tiedens, Purchasing Manager, asked the Commission to approve the purchase of seven (7) Heavy Duty Buses from New Flyer of America at a cost Not to Exceed \$3,317,000. Three (3) of the seven (7) buses are replacements for 40 foot vehicles that have met their useful life and are due for replacement; the other four (4) buses are replacements for the trolleys that were disposed of in April 2017. These 4 buses will be 35 feet in length. The useful life of the vehicles is twelve (12) years per the Federal Transit Administration (FTA).

It was moved by Ms. Hensley and seconded by Mr. Woods to approve the Heavy Duty Bus Purchase. The motion carried unanimously.

9C – May 2017 Financials

Amber Dakan, Finance Manager, gave a presentation on the May FY 2017 Financials. Fixed Route Operating Revenue is 1.7% below budget expectations. Other Contracted Services and School Funding is outperforming budget while Cash Fares are below budget. Fixed Route Non-Operating Revenue is exceeding budget by 2.8 %. Fixed Route Expenses are 5.2% below budget projections year to date. Paratransit Operating Revenue is 21% lower than budget expectations. Contracted trips are below budget levels. Paratransit Non-Operating Revenue is 2% above budget. Paratransit Expenses are currently showing 16.4% budget savings. Many categories are continuing to show savings including Fuel & Lubricants, Salaries, Wages & Fringes, and Equipment Repair Parts. The revenue for Rideshare continues to cover expenses. Rideshare Revenue is below budget by 22.9%. Rideshare Expenses are below budget by 24%. There are many categories that are showing budget saving within this division and in alignment with the lower levels of revenue versus budget.

Amber reviewed the actual versus the budgeted for all three divisions and found that Fixed Route is netting to a positive \$1,737,445, Paratransit is netting to a positive \$141,574, and Rideshare is netting to a positive \$8,873. The total of all three divisions combined is \$1,887,892.

It was moved by Mr. Hensley and seconded by Ms. Johnson to approve the May 2017 Financials. The motion carried unanimously.



DISCUSSION ITEMS

10A – Fare Policy Update

Jamie Schug, Chief Financial Officer, reviewed the Fare Policy Update with the Commissioners. At the time DART's fare policy was last approved, it was done in expectation of a smart card system. Given changes in technologies, DART is implementing mobile ticketing rather than smart cards, and the fare policy needs to be updated to reflect that. There will be public meetings in August, and the Commission will vote in September.

10B – Upcoming Service Changes

Amanda Wanke, Chief Engagement and Communications Officer, reviewed the Upcoming Service Changes with the Commissioners. Staff shared about route changes being considered for fall 2017, including the extension of Route 17 to the Outlets of Des Moines and the extension of Route 5 north on Merle Hay Road to the Johnston Public Library. This change will provide all-day service along the corridor. If the change takes effect, the Route 91 would be discontinued, and riders from that route would be able to take the Route 5 to downtown.

10C – Performance Report – May 2017

Elizabeth Presutti, Chief Executive Officer, reviewed the Performance Report for May 2017. May was bike month and there were 8,900 bikes carried. DART has been able to maintain the farebox recovery rate and rideshare saw an increase in Ridership of over 16% between May 2017 and May 2016.

MONTHLY REPORTS

11A – Operations

Tim Sanderson, Chief Operating Officer, gave two updates:

- There is no update to the 13 (c) challenge from the Amalgamated Transit Union as a result of the changes to the collective bargaining process under Iowa law. DART is continuing to work on this and hopes to have this resolved soon.
- DART is getting ready for the Iowa State Fair. Last year the route was changed on MLK and this helped with timing and efficiency. There will be fixed assignments for the Operations staff to help with consistency. DART will have additional parking at SE Polk on the weekends, and there will be enhancements to Gate 10 loading.

11B – Engagement

Amanda Wanke, Chief Engagement and Communications Officer, gave an update on the transit funding analysis. Work on the transit funding analysis being led by the Greater Des Moines Partnership with HNTB, an infrastructure solutions firm, has begun. A series of three stakeholder meetings will occur in July, September and October with recommendations expected late fall. All DART member communities are invited to have an elected official and staff member participate in the meetings, and should let DART know their representatives as soon as possible.

Amanda also met with Megan Sapon-Amoah, who is an ELL teacher with Des Moines Public School. Megan documented and shared on social media her experience riding the bus from her house to the school where she works. Amanda and Megan talked about what DART is doing to help with transportation needs in the community.

DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 11, 2017



11C – Procurement

No update.

11D - Chief Executive Officer

Elizabeth Presutti, Chief Executive Officer, shared that DART's chief executive officer has been presenting the recommended changes in the DART Commission structure as well as the updated 28E agreements to the governing body of each DART member government and continues to move forward. The remaining member community votes will take place throughout July and early August, with the new Commission expected to meet for the first time on October 3.

FUTURE AGENDA ITEMS

No update.

COMMISSIONER ITEMS

No update.

OTHER – COMMUNICATIONS

No update.

FUTURE 2017 MEETING DATES:

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

A motion by Mr. Moore and second by Ms. Connolly to adjourn the regular Commission Meeting was made at 1:14 pm. The motion carried unanimously.

Chair

Clerk

Date

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

The next regular DART monthly Commission Meeting has been scheduled for August 1, 2017 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



CONSENT ITEM



7B:	FY2019 Iowa Clear Air Attainment Program (ICAAP)
Action:	Authorize submission of grants to the Iowa Department of Transportation (Iowa DOT) and the Des Moines Area Metropolitan Planning Organization (DMAMPO) for two service projects

Staff Resource: *Debra Meyer, Financial Analyst*

Background:

DART staff recommends submitting two grant applications for the FY2019 State of Iowa Clean Air Attainment Program to support the initiatives described below:

1. Euclid/Douglas Avenue Crosstown Route

DART is proposing a new crosstown route to run along the Euclid/Douglas Avenue corridor from E42nd Street to Merle Hay Road. The proposed crosstown adds five new directional miles to the transit network and will connect with seven other routes for expanded travel options. The service was recommended in the DART Forward 2035 plan and is a frequently requested service.

The estimated costs are \$513,210 with DART asking for \$300,408 in grant funding, which is 80% of the net operating costs.

2. Route 4 Extension to Iowa DOT in Ankeny

DART is also proposing to extend the Route 4-E 14th to the Iowa DOT facility in Ankeny. The extension will serve the driver's license station, Polk County Jail, and multiple businesses along E 14th and E 22nd Streets. The project resulted from frequent requests from area businesses, nonprofits, and riders.

The estimated costs are \$447,996 with DART asking for \$281,548 in grant funding, which is 80% of the net operating costs.

The deadline for submitting applications to the Iowa DOT is October 1, 2017; pre-applications were due to the DMAMPO on July 24, 2017.

Recommendation:

Approve the submission of grants as presented to the Iowa DOT and DMAMPO.



CONSENT ITEM



7C:	FY2017 Federal Transit Administration (FTA) Bus and Bus Facilities Grant Program
Action:	Authorize submission of a grant to FTA to purchase three replacement buses

Staff Resource: Debra Meyer, Financial Analyst

Background:

DART staff recommends submitting a grant application for FTA's Bus and Bus Facilities Grant Program to support the initiative described below:

- **Purchase Three Replacements Buses**

DART is requesting funding to purchase three heavy-duty buses to replace 2003 models that are two years beyond useful life.

The total cost is \$1,482,000 with DART asking for \$1,185,600 in federal funding; the project requires \$296,400 in local match.

The deadline for submitting an application to FTA is August 25, 2017.

Recommendation:

Approve the submission of a grant to FTA for the purchase of three replacement buses.



ACTION ITEM



8A: October 2017 Service Changes

- Action:**
- Approval of October 2017 service changes:**
- Extension of the Route 17 to the Outlets of Des Moines
 - Expansion of the Route 5 to provide all-day service in Johnston north to 70th Avenue
 - Elimination of the Route 91

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

Background:

- **Route 17:** Staff have received requests to provide transit service to the Outlets of Des Moines. Given the timing of the Route 17, we are able to extend that route to the Outlets without additional financial resources.
- **Routes 91 and 5:** The City of Johnston and others have requested service further north on Merle Hay Road to serve new housing and businesses in the area. In addition, there have been requests for all-day service in the area. To meet these needs, DART has proposed an expansion of the Route 5 to provide all-day service from DART Central Station north to 70th Avenue in Johnston. In order to have the resources for this extension, the Route 91, which currently provides peak-only service, will be eliminated.

Staff completed public input on these changes including two public meetings, a presentation to the Johnston City Council, surveys, and opportunities for citizens to call and email with input. There was a variety of opinions on the route changes, from some who feel very strongly that this is an important opportunity, to others who are concerned about the loss of service on the 91 and Pioneer Parkway.

With all of the information and input received, the end result is that the positive impact of the change outweighs the negative, and therefore recommend making the change.

Recommendation: Approval of October 2017 service changes:

- Extension of the Route 17 to the Outlets of Des Moines
- Expansion of the Route 5 to provide all-day service in Johnston north to 70th Avenue
- Elimination of the Route 91



DISCUSSION ITEM



9A: DART's Cyber Security Program

Staff Resource: Luke Lester, IT Manager

- A presentation regarding DART's Cyber Security Program will be provided at the meeting.



DISCUSSION ITEM



9B: 13C Transit Collective Bargaining Update

Staff Resource: Tim Sanderson, Chief Operating Officer

- A presentation regarding DART's 13C transit collective bargaining challenge will be provided at the meeting.



DISCUSSION ITEM



9C: New Member Community Formula

Staff Resource: Jamie Schug, Chief Financial Officer

- A presentation regarding staff's work to develop a formula for a new DART member community will be provided at the meeting.



DISCUSSION ITEM



9D: Quarterly Safety Report

Staff Resource: Patrick Daly, Operations Manager - Safety

Analysis of accidents for the 4th Quarter of FY2017:

ACCIDENTS BY ROUTE:	4 th QTR FY17	4 th QTR FY16	YTD FY17	YTD FY16
#1 – FAIRGROUNDS	1	1	7	6
#3 – UNIVERSITY	0	5	6	11
#4 – 14TH	0	0	0	3
#5 – FRANKLIN AVE	2	0	5	0
#6 – INDIANOLA AVE	0	1	2	5
#7 – SW 9 th ST	2	3	9	6
#8 – FLEUR DR	3	0	5	0
#9 - EXPRESSES	3	3	16	11
#10 – EAST UNIVERSITY	0	0	1	0
#11 – INGERSOLL/VALLEY JCT	0	1	0	1
#12 - ON PROPERTY	3	3	14	13
#13 – PARK AVE	0	1	1	3
#14 - BEAVER AVE	0	1	9	4
#15 – 6 th AVE	1	1	6	9
#16 – DOUGLAS AVE	2	3	8	12
#17 – HUBBELL AVE/ALTOONA	2	0	6	8
#52 – VALLEY WEST/JORDAN CR	3	1	7	3
#60 – INGERSOLL/UNIVERSITY	0	5	7	11
#72 – WDM/CLIVE FLEX	5	0	5	1
#73 – URBANDALE/WHTS FLEX	0	0	1	0
#74 – NW URBANDALE FLEX	0	0	0	0
#40 - LINK	2	1	4	0
#42 - STATE CAPITAL/D-LINE	1	1	3	6
#SS - SCHOOL ROUTES	1	2	2	5
#20 - PARATRANSIT	8	5	31	33
#R - RIDESHARE	1	0	4	13
#A - ADMIN	0	0	1	1
#M – MAINTENANCE	0	0	1	0
SF- STATE FAIR	0	0	2	2
Training	0	1	1	2
TOTALS	40	39	164	169



DISCUSSION ITEM:

9D: Quarterly Safety Report

ACCIDENTS BY TYPE:	4 th QTR	4 th QTR	YTD	YTD
	<u>FY17</u>	<u>FY16</u>	<u>FY17</u>	<u>FY16</u>
BUS INTO FIXED OBJECT	14	17	65	56
PERSONAL INJURY	0	0	2	7
BUS INTO VEHICLE	11	2	38	31
VEHICLE INTO BUS	11	19	50	68
OTHER	3	1	7	7
MAINTENANCE	0	0	0	0
STRUCK ANIMAL	1	0	2	0
VANDALISM	0	0	0	0
TOTALS	40	39	164	169

**ACCIDENTS BY CHARGEABILITY
CODE:**

	4 th QTR	4 th QTR	YTD	YTD
	<u>FY17</u>	<u>FY16</u>	<u>FY17</u>	<u>FY16</u>
NON PREVENTABLE	13	18	77	83
PREVENTABLE - OPERATOR	21	17	67	68
PREVENTABLE - SYSTEM	0	0	2	0
ON PROPERTY	3	3	14	17
NOT GRADED/UNDETERMINED	3	1	4	1
TOTALS	40	39	164	169

ACCIDENTS BY SERVICE

	4 th QTR	4 th QTR	YTD	YTD
	<u>FY17</u>	<u>FY16</u>	<u>FY17</u>	<u>FY16</u>
FIXED ROUTE	31	33	124	118
PARATRANSIT	8	5	31	33
RIDESHARE	1	0	4	13
ADMINISTRATION	0	0	1	1
MAINTENANCE	0	0	1	0
STATE FAIR	0	0	2	2
TRAINING	0	1	1	2
TOTALS	40	39	164	169



DISCUSSION ITEM



9E: Quarterly Investment Review

Staff Resource: Amber Dakan, Finance Manager

- A presentation regarding the investment performance from April 1, 2017 – June 30, 2017 will be given by Amy Mitchell, Director with Miles Capital.



System Summary Performance Report

June 2017

	December 2016	January 2017	February 2017	March 2017	April 2017	May 2017	June 2017	June 2016	June % Change FY17	FY17 June YTD	FY16 June YTD	YTD % Change FY17
Fixed Route												
Passengers	315,266	334,782	343,089	349,952	336,921	345,259	287,280	308,552	(6.89%)	4,259,287	4,438,949	(4.05%)
OTT Ridership	20,199	18,465	19,042	19,122	18,938	18,105	19,236	20,694	(7.05%)	230,905	257,892	(10.46%)
Unlimited Access Ridership	25,087	25,620	26,911	28,451	25,857	26,075	27,003	27,736	(2.64%)	328,784	432,521	(23.98%)
Bike Rack Usage	2,647	2,121	3,154	3,740	3,690	8,876	5,995	6,480	(7.48%)	59,497	60,194	(1.16%)
Passengers Per Revenue Hour	17.0	18.1	20.4	18.2	19.3	19.5	16.9	17.1	(1.20%)	19.5	20.2	(3.68%)
Average Passenger Trip Length	4.37	4.39	4.37	4.38	4.37	4.34	4.42	4.06	8.89%	4.14	4.27	(3.11%)
Complaints Per 100,000 Passengers	10.47	9.56	11.95	13.14	12.76	11.88	11.49	17.50	(34.36%)	11.11	19.15	(42.01%)
Commendations Per 100,000 Passengers	1.27	1.19	2.62	4.29	1.48	1.45	3.13	1.62	93.32%	1.88	2.32	(19.06%)
On-Time Performance	83.21%	84.39%	82.95%	84.59%	83.33%	82.04%	81.72%	84.07%	(2.80%)	82.91%	83.34%	(0.52%)
<u>Accident Frequency Rate by Service:</u>												
Preventable/100,000 Miles	0.00	1.74	1.15	1.69	0.74	2.18	3.09	1.10	181.91%	1.49	1.46	1.88%
Non-Preventable/100,000 Miles	2.09	3.83	2.30	2.70	1.85	0.73	2.32	1.83	26.86%	2.32	1.99	16.23%
<u>Maintenance:</u>												
Total Service Miles	286,819.5	287,141.7	261,064.9	296,558.9	270,029.9	275,326.3	258,850.1	273,656.5	(5.41%)	3,365,669.0	3,360,322.3	0.16%
Roadcalls/100,000 Miles	33.82	35.87	37.54	39.79	31.85	39.95	33.61	33.62	(0.03%)	36.31	23.93	51.75%
Active Vehicles In Fleet	127	127	127	127	127	124	126	126	0.00%	126	124	1.82%
Paratransit												
Passengers	9,302	9,272	8,981	9,920	8,672	9,477	9,294	9,737	(4.55%)	110,604	120,315	(8.07%)
Passengers Per Revenue Hour	2.5	2.5	2.6	2.5	2.4	2.5	2.5	2.6	(5.63%)	2.5	2.7	(5.49%)
Average Passenger Trip Length	8.88	8.87	8.86	8.88	8.85	8.87	8.88	8.87	0.08%	8.87	8.86	0.09%
Complaints Per 100,000 Passengers	75.25	21.57	11.13	90.73	149.91	179.38	64.56	71.89	(10.20%)	66.00	63.17	4.49%
Commendations Per 100,000 Passengers	0.00	0.00	0.00	0.00	34.59	0.00	10.76	10.27	4.77%	3.62	16.62	(78.24%)
On-Time Performance	92.92%	91.63%	0.00%	81.54%	83.03%	82.81%	85.82%	92.15%	(6.87%)	89.59%	92.60%	(3.25%)
<u>Accident Frequency Rate by Service:</u>												
Preventable/100,000 Miles	1.37	2.77	1.48	2.58	0.00	5.28	1.32	0.00	0.00%	2.19	2.02	8.28%
Non-Preventable/100,000 Miles	0.00	1.38	0.00	1.29	1.37	0.00	2.63	0.00	0.00%	1.38	0.79	75.84%
<u>Maintenance:</u>												
Total Service Miles	72,968.4	72,234.2	67,641.1	77,645.4	72,821.2	75,798.1	76,018.2	75,967.0	0.07%	868,999.9	891,397.8	(2.51%)
Roadcalls/100,000 Miles	8.22	12.46	4.44	10.30	12.36	14.51	14.47	5.27	174.82%	10.70	4.38	144.61%
Active Vehicles In Fleet	22	22	22	22	22	22	25	23	8.70%	22	22	2.68%
Rideshare												
Passengers	13,862	16,110	15,643	18,108	15,182	19,782	19,195	16,735	14.70%	195,658	208,337	(6.09%)
Passengers Per Revenue Hour	4.9	5.4	5.5	5.4	5.4	6.1	5.5	5.2	4.59%	5.3	5.5	(3.63%)
Rideshare Customers	560	560	600	564	564	646	614	608	0.99%	575	622	(7.47%)
Rideshare Vans In Circulation	84	84	86	86	85	94	95	87	9.20%	86	88	(2.18%)
Average Passenger Trip Length	40.01	39.93	39.82	39.22	39.44	38.90	38.66	39.83	(2.95%)	39.68	40.63	(2.34%)
<u>Accident Frequency Rate by Service:</u>												
Preventable/100,000 Miles	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00%	0.18	0.29	(38.09%)
Non-Preventable/100,000 Miles	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	0.12	0.41	(70.52%)
<u>Maintenance:</u>												
Total Service Miles	126,431.8	133,410.3	129,841.0	150,797.1	130,953.9	159,248.0	157,781.0	142,662.5	10.60%	1,658,463.7	1,711,168.5	(3.08%)
Roadcalls/100,000 Miles	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
Active Vehicles In Fleet	108	108	105	108	108	127	127	108	17.59%	111	99	11.75%
System Total												
Farebox Recovery Ratio	20.11%	18.70%	20.78%	19.53%	19.73%	17.97%	17.98%	15.68%	14.65%	20.23%	20.37%	(0.70%)



System Performance Ridership Report

June 2017

	December 2016	January 2017	February 2017	March 2017	April 2017	May 2017	June 2017	June 2016	June % Change FY17	FY17 June YTD	FY16 June YTD	YTD % Change FY17
Fixed Route	315,266	334,782	343,089	349,952	336,921	345,259	287,280	308,552	(6.89%)	4,259,287	4,438,949	(4.05%)
1. Local:												
#1 - Fairgrounds	15,834	17,748	17,689	17,221	17,547	18,741	13,540	15,877	(14.72%)	444,787	482,384	(7.79%)
#3 - University	29,250	29,144	30,386	31,905	30,264	30,148	30,318	34,016	(10.87%)	386,128	403,329	(4.26%)
#4 - E. 14th	15,652	16,637	17,072	17,468	16,573	16,255	15,337	15,864	(3.32%)	198,251	206,272	(3.89%)
#5 - Franklin Ave	7,675	7,916	7,971	8,393	7,815	9,213	6,574	6,504	1.08%	95,222	86,625	9.92%
#6 - Indianola Ave	26,793	27,996	28,524	28,873	28,877	28,923	21,306	26,189	(18.65%)	342,098	351,737	(2.74%)
#7 - SW 9th St	31,235	34,437	35,391	35,745	34,273	35,876	27,380	27,252	0.47%	397,401	404,558	(1.77%)
#8 - Fleur Dr	4,324	5,030	5,193	5,176	5,618	5,743	2,393	1,924	24.38%	54,473	51,106	6.59%
#10 - East University	2,455	2,744	2,889	3,201	3,140	3,301	2,320	0	0.00%	20,844	0	0.00%
#11 - Ingersoll Ave	1,820	2,117	1,824	2,133	1,978	1,911	2,148	2,229	(3.63%)	25,146	25,367	(0.87%)
#13 - Evergreen/SE Park Ave	6,211	7,161	7,291	5,931	6,788	7,086	738	1,044	(29.31%)	68,362	70,137	(2.53%)
#14 - Beaver Ave	18,636	20,474	20,595	21,265	20,472	20,729	15,335	14,625	4.85%	234,172	242,556	(3.46%)
#15 - 6th Ave	22,731	23,357	23,826	23,466	23,682	24,339	18,847	20,803	(9.40%)	280,159	297,371	(5.79%)
#16 - Douglas Ave	33,443	35,312	37,262	37,931	35,961	37,019	27,678	30,659	(9.72%)	420,136	432,482	(2.85%)
#17 - Hubbell Ave	21,450	21,498	22,509	21,914	21,985	22,041	22,344	23,242	(3.86%)	273,154	272,440	0.26%
#52 - Valley West/Jordan Creek	14,177	13,049	12,927	14,322	12,365	13,800	13,650	15,026	(9.16%)	166,999	177,124	(5.72%)
#60 - Ingersoll/University	28,368	29,926	31,610	31,869	31,139	32,063	28,898	30,212	(4.35%)	376,722	390,097	(3.43%)
2. Shuttle:												
Dline	11,615	13,996	13,871	14,823	14,119	13,625	13,828	14,449	(4.30%)	165,097	205,712	(19.74%)
Link Shuttle	879	993	966	904	787	994	1,028	1,314	(21.77%)	11,586	17,268	(32.90%)
3. Express:												
#91 - Merle Hay Express	951	908	1,210	1,250	1,197	1,196	1,280	901	42.06%	12,935	12,167	6.31%
#92 - Hickman Express	2,290	2,664	2,413	2,596	2,285	2,256	2,044	2,921	(30.02%)	29,305	32,836	(10.75%)
#93 - NW 86th Express	2,941	3,234	3,189	3,229	3,095	2,991	2,811	3,565	(21.15%)	38,848	36,331	6.93%
#94 - Westtown	875	1,008	1,182	1,262	976	934	1,068	1,244	(14.15%)	13,511	11,035	22.44%
#95 - Vista	1,084	1,249	1,327	1,603	1,274	1,321	1,344	1,721	(21.91%)	16,411	22,170	(25.98%)
#96 - E.P. True	1,954	2,207	2,257	2,552	2,055	2,150	2,346	2,656	(11.67%)	26,801	32,568	(17.71%)
#98 - Ankeny	6,206	7,490	7,061	8,066	6,645	6,440	6,422	7,167	(10.39%)	82,092	90,728	(9.52%)
#99 - Altoona	1,654	1,888	1,757	1,776	1,508	1,547	1,557	1,556	0.06%	19,957	17,796	12.14%
4. Flex:												
#72 Flex: West Des Moines/Clive	3,390	3,439	3,610	3,818	3,485	3,615	3,667	3,750	(2.21%)	43,370	47,257	(8.23%)
#73 Flex: Urbandale/Windsor Heights	192	201	213	188	180	194	196	284	(30.99%)	2,476	3,596	(31.15%)
#74 Flex: NW Urbandale	575	386	508	613	447	505	570	610	(6.56%)	6,231	6,971	(10.62%)
5. On Call:												
On-Call: Ankeny	209	215	185	231	129	146	112	203	(44.83%)	2,318	3,037	(23.67%)
On-Call: Johnston/Grimes	215	208	196	107	97	129	127	263	(51.71%)	2,358	2,632	(10.41%)
On-Call: Regional	182	150	185	121	165	28	74	482	(84.65%)	1,937	3,260	(40.58%)
Paratransit	9,302	9,272	8,981	9,920	8,672	9,477	9,294	9,737	(4.55%)	110,604	120,315	(8.07%)
Cab	897	895	842	888	818	793	799	866	(7.74%)	10,401	10,870	(4.31%)
Bus/Van	8,405	8,377	8,139	9,032	7,854	8,684	8,495	8,871	(4.24%)	100,203	109,445	(8.44%)
Rideshare	13,862	16,110	15,643	18,108	15,182	19,782	19,195	16,735	14.70%	195,658	208,337	(6.09%)
Total Ridership	338,430	360,164	367,713	377,980	360,775	374,518	315,769	335,024	(5.75%)	4,565,549	4,767,601	(4.24%)



MONTHLY REPORT



10A: Operations

Staff Resources: Tim Sanderson, Chief Operating Officer

- The DART Operations Team is currently working hard on preparations for the 2017 Iowa State Fair. No major changes are expected this year and we are looking forward to a successful State Fair.



MONTHLY REPORT



10B: Engagement

Staff Resources: Amanda Wanke, Chief Engagement and Communications Officer

Engagement

Funding Analysis: The first funding analysis workshop was held July 27 at the Greater Des Moines Partnership. Upcoming workshops will be held September 6 and October 5.

Public Input on Routes 91 and 5: Staff completed public input on the changes being considered to the Routes 91 and 5, including two public meetings, a presentation to the Johnston City Council, surveys, and opportunities to call and email with input. The results and recommendation to extend the Route 5 and eliminate the Route 91 will be brought to the Commission in August.

Deer Ridge Service Identification: Several staff are working with those at the Deer Ridge apartment complex, USCRI, AMOS, and other organizations to survey Deer Ridge residents about their transit needs. There are a lot of refugees in the complex who depend on public transit; once information is gathered, DART will evaluate various service options.

Marketing and Communications – Erin Hockman, Marketing and Communications Manager

Wi-Fi pilot update – Twenty DART buses are equipped with Wi-Fi and running primarily on Routes 52 and 98. DART launched the Wi-Fi pilot mid-February 2017 and focused marketing efforts initially on riders. Beginning in late-April and early May we began promoting to non-riders in West Des Moines, Ankeny and downtown. Results to-date include:

- 26,000 Wi-Fi connections since it launched in February 2017.
- Route 52 ridership results: In May 2017, we saw a 3.6% increase in ridership on the Route 52 compared to May 2016, and a 14% increase in ridership compared to April 2017.
- Route 98 ridership results: In May 2017, we saw a slight increase in ridership over prior month (April 2017) and only a 1% decrease in ridership compared to prior year (May 2016) when ridership compared to prior year has been averaging nearly 11% less than prior year for FY 2017.

Iowa State Fair – The marketing team is finalizing its promotion for the Iowa State Fair service. Staff worked closely with the Fair to get DART info on the Fair's website, in printed materials and to media partners. For paid advertising, DART will run Facebook advertising as well as a smaller set of Google advertising. Staff members spoke at the Convention & Visitors Bureau hotels meeting on Tuesday, July 18 to provide hotel managers information for their guests during the Iowa State Fair.

Drake Welcome Weekend – Marketing and Customer Service are working with Drake University staff to coordinate promotion of Drake's Unlimited Access membership to incoming students next month. The marketing team is working to develop some customized, co-branded DART and Drake marketing content and materials to distribute to all students through print, social media, website and e-newsletters distributed by Drake. Marketing and Customer Service staff will also participate in the Welcome Weekend Service Fair on Aug. 25.

Mobile Ticketing – The marketing team has started to recruit pilot participants to help test and provide feedback on the MyDART app from Aug. 21–Sept. 10. The pilot will include

MONTHLY REPORT
10B: Engagement



approximately 75-100 participants who will be asked to download and use the app, providing feedback to DART Customer Service on any technical issues and completing a survey at the completion of the pilot. A marketing plan and campaign is also being developed to promote the app when it launches later this fall.

Fare Policy Public Meeting – A communication plan and content has been developed to make riders aware of the Fare Policy Public Meetings taking place on Aug. 22 and 28.

Marketing Analytics Report

Metric	Jan. 2017	Feb. 2017	Mar. 2017	Apr. 2017	May 2017	June 2017	June 2016	% Change Year Prior
Website Unique Visitors	31,719	28,686	32,881	29,987	34,677	32,990	32,437	6.46%
Facebook Likes	2,673	2,689	2,712	2,728	2,748	2,801	1,882	31.51%
Twitter Followers	1,845	1,848	1,866	1,888	1,903	1,912	1,747	8.20%
Email Subscribers	4,630	4,570	4,660	4,870	4,880	4,890	3,570	26.84%
Trip Plans	9,348	6,994	8,724	7,248	7,260	8,080	10,159	-39.93%
Next Bus	3,884	3,677	3,282	2,975	3,037	3,022	2,329	23.31%
Schedules	2,026	1,156	1,690	1,740	1,960	2,625	2,002	-2.14%
RideTime App	32,669	34,107	36,145	33,208	35,936	33,705	28,839	19.75%
SMS Text Messaging	64,183	66,960	68,687	64,436	69,153	59,740	48,867	29.33%
IVR	7,585	7,186	8,178	7,853	8,992	6,852	8,431	6.24%

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

June 2017 Website Communication and Messages:

- Contact/Feedback Form – 47
- Bus Stop/Shelter Requests - 0
- Voicemails – 113, voicemails requiring response – 9 (8%)

Total Calls for June 2017:

- Schedule Information – 7,452
- Spanish Line – 61
- Receptionist – 1,005
- RideShare – 350

Community Events Performed for June 2017:

Mobility Coordination

June 2017 Activities

- Ankeny Senior Fest Exhibitor Table



MONTHLY REPORT
10B: Engagement

- Southside Senior Center How to Ride **(100)**
- How to Ride Fresh Start Women's Facility (x2) **(18)**
- How to Ride Fort Des Moines **(75)** men total for 4 weeks
- DART How to Ride **(3)**
- How to Ride House of Mercy **(7)**
- How to Ride Training with DMACC Bridges Coaches
- How to Ride Eyerly Ball **(15)**
- How to Ride with East High School GEAR Up Coach
- How to Ride with North High School GEAR Up Coach
- How to Ride with Roosevelt High School GEAR Up Coach
- How to Ride with Hoover High School GEAR Up Coach
- How to Ride Bernie Lorenz **(17)**

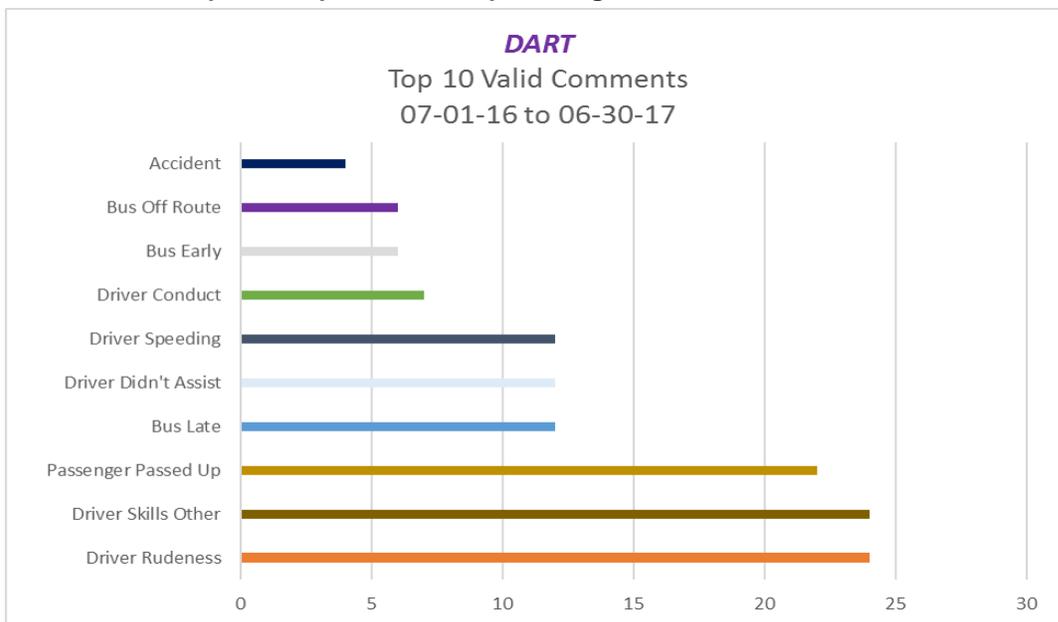
RideShare / Business Development

June 2017

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

Community Relations

Top 10 Valid Complaints (per 100,000 passengers) as of June 30, 2017



Planning

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

October Service Change: The Commission will vote on August 1 on the extension of Route 17 to the new Outlets of Des Moines in Altoona as well as the changes to the Routes 91 and 5 mentioned earlier in this route. If approved, these changes will take effect on October 1.

MONTHLY REPORT
10B: Engagement



BCycle and Shelter Installations: Several BCycle stations and shelters—mini mobility hubs when paired together—are being installed throughout late July and early August. Several other shelters are also being installed this summer and early fall.



MONTHLY REPORT



10C:	Procurement
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Staff Resource: Mike Tiedens, Procurement Manager

Upcoming Procurements:

Snow Removal Service – DART is seeking a Contractor to provide snow removal services at DART Central Station, DART bus shelters, and DART Park & Ride locations. Services include snow removal from all sidewalks, platforms, bus lanes, shelters, park and ride locations and other as-needed locations. All snow must be removed from the premises.

- Request for Proposals to be published in August 2017

Contracts and Task Orders Approved Recently:

Water Softener Replacement (Bus Wash at 1100 DART Way) – DART solicited quotes to replace the water softener system for the bus wash at 1100 DART Way.

- The winning bid was \$8,848.00 and the winning bidder is Culligan Water Treatment

Irrigation System Repair and Replacement (1100 DART Way) – DART solicited quotes to repair and replace the irrigation and sprinkler system at 1100 DART Way.

- The winning bid was \$12,820.00 (not to exceed amount) and the winning bidder is T & T Sprinkler Service, Inc.

Future Procurements:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Armored Car / Courier Services • Mystery Shopper Services • Bus Shelters • 5 Medium Duty Buses (4 Paratransit, 1 On Call) • 3 Support Vehicles | <ul style="list-style-type: none"> • Employment Services • Printing Services • Bus Wash • Data Management System (TransTrack) Maintenance Extension |
|--|---|



MONTHLY REPORT



11D: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

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

The schedule for the remaining communities is as follows:

- Des Moines – August 7th at 4 pm Workshop, August 14th at 4:30 pm Approval
- Grimes – August 8th at 5:30 pm
- Runnells – August 8th at 7:00 pm
- Alleman – August 14th at 7:00 pm



FUTURE DART COMMISSION ITEMS



FUTURE AGENDA ITEMS:

September 5, 2017 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> Occupational Medical Services Award Polk County/Metro Area Mutual Aid Agreement 	
October 3, 2017 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> Taxi Services Award 	<ul style="list-style-type: none"> DART Bylaws
November 7, 2017 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> DART Bylaws 	<ul style="list-style-type: none"> DART Budget Calendar



CLOSED SESSION



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

Staff Resource: Elizabeth Presutti, Chief Executive Officer

Background:

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

Procedures for Closed Session at Commission Meetings:

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

Closed Session:

- The Commission will discuss Chief Executive Officer performance and consider approving a compensation level adjustment for the Chief Executive Officer.