



**NOTICE OF COMMISSION MEETING AND AGENDA**  
**DES MOINES AREA REGIONAL TRANSIT AUTHORITY**  
**DART MULTIMODAL ROOM, 620 CHERRY STREET**  
**April 7, 2015 – 12:00 PM**

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF April 7, 2015 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. TRANSIT RIDERS ADVISORY COMMITTEE UPDATE	
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11. RECEIVE AND FILE	
A. DART and ATU Local 441 Interest Arbitration Award	
12. FUTURE AGENDA ITEMS	28
13. COMMISSIONER ITEMS	
14. OTHER – Communications	
15. NEXT MEETING: Regular DART Meeting <b>Tuesday, May 5, 2015 – 12:00 p.m.</b>	
16. 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

March 3, 2015



## ROLL CALL

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

Commissioner Absent:

Alternates Present:

## CALL TO ORDER

The meeting was called to order by Chair, Steve Van Oort at 12:04 pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

## APPROVAL OF AGENDA

Mr. Van Oort called for approval of the March 3, 2015 meeting agenda.

It was moved by Ms. Hensley and seconded by Mr. Peterson to approve the March 3, 2015 Agenda. The motion carried unanimously.

## PUBLIC COMMENT

Mr. John Tenikat, 2815 2<sup>nd</sup> Ave. Des Moines resident, commented on the publication of meetings and the ADA Accessibility of the bus stop at Park Fair Mall.

## PUBLIC HEARING ON FY 2016 BUDGET AND TAX LEVY RATES

Chair, Steve Van Oort announced that a public hearing to discuss the DART FY 2016 budget and tax levy rates was convened and asked for comments from the floor.

The following appeared regarding the FY 2016 Budget and Tax Levy Rates:

Mr. John Tenikat, 2815 2<sup>nd</sup> Avenue, Des Moines

Chair Van Oort closed the public hearing.

*6A - ACTION: Certify the Proposed FY 2016 DART Budget and the FY 2016 Regional Transit Authority Tax Levy As Presented*

It was moved by Ms. Connolly and seconded by Mr. Peterson that the Commission approve the FY 2016 Fixed Route Budget and Tax Levy Rates as presented.

Roll Call: Conkling – Nay, Connolly – Yea, Gayman – Yea, Hensley – Yea, Johnson – Yea, Mahaffey – Yea, Muldoon – Yea, Peterson – Yea, Van Oort – Yea. Motion carries.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – MARCH 3, 2015**



**CONSENT ITEMS**

*7A – Commission Meeting Minutes – February 3, 2015*

Mr. Van Oort entered a motion to approve the February 3, 2015 minutes. It was moved by Mr. Peterson and seconded by Ms. Johnson that the consent item be approved. The motion carried unanimously.

**ACTION ITEMS**

*8A – Medium Duty Bus Purchase*

Mr. Tiedens, Procurement Manager, asked for approval of a purchase order with Hoglund Bus Company for six (6) 2015 model year Medium Duty Buses for the amount not to exceed \$809,424.

It was moved by Mr. Conkling and seconded by Mr. Peterson to approve the purchase order. The motion carried unanimously.

*8B – New DART Fare Policy*

Jamie Schug, Chief Financial Officer, requested approval to adopt the new DART Fare Policy for implementation with the roll-out of the new smart-card fare collection system. A Fare Policy handout was provided during the meeting that explains the pass loading options.

The motion was moved by Mr. Peterson and seconded by Mr. Mahaffey to adopt the new DART Fare Policy.

*8C – Stand Up 4 Transportation Proclamation*

Ms. Baer-Harding presented details around the Stand Up 4 Transportation event at the Central Library and open street event in partnership with Des Moines MPO. It was recommended to sign the Stand Up 4 Transportation Day Proclamation for Thursday, April 9. Ms. Baer-Harding also introduced Ms. Linkenmeyer, DART's new Marketing Coordinator.

The recommendation was moved by Mr. Gayman and seconded by Ms. Johnson. The motion carried unanimously.

*8D – January FY 2015 Financials*

Ms. Dakan, Finance Manager, provided a presentation on the December FY 2015 Financials. Fixed Route performed 4.8% below budget projections as of January year to date. Operating expenses are 4.88% below budget projections year to date.

Paratransit revenue is 5.97% lower than budget expectations. Operating expenses are currently 7.05% under forecasted levels.

Rideshare revenue is 16.70% below budgeted levels at year to date. Expenses are below budgetary expectations by 19.97%.

Ms. Dakan requested to approve the January FY 2015 Consolidated Financial Report

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – MARCH 3, 2015**



The motion was moved by Ms. Hensley and seconded by Ms. Connolly to approve the January FY 2015 Consolidated Financial Report. The motion carried unanimously.

**DISCUSSION ITEMS**

*9A – Ames – Des Moines I-35 Commuter Corridor Feasibility Study*

Mr. Tishim, Planning Director introduced Zach Young, Metropolitan Planning Organization Senior Transportation Planner, who presented on the Ames – Des Moines I-35 Commuter Corridor Feasibility Study.

*9B – 1100 DART Way Administration Remodel Project*

Matt Pitstick, Facilities Manager introduced Matt Roderkamp of Substance Architecture, who presented an update on the 1100 DART Way Administration Remodel Project.

*9C – Quarterly Safety Report*

Randy McKern, Transportation Manager, provided an analysis of accidents for the 2<sup>nd</sup> Quarter of FY 2015. Both Fixed Route and Paratransit experienced no preventable accidents in the month of December. This was a great accomplishment and the bus operators were rewarded with treats at the January Safety Meetings. *9D – January 2015 Performance Report*

Ms. Presutti reviewed the System Performance Ridership Report for January 2015. Ridership has gone up. Marketing will be deploying a campaign targeting express routes in the coming months.

**MONTHLY REPORTS**

*10A – Operations Report*

No update

*10B – Marketing Report*

No update

*10C – Planning Report*

No update

*10D – Procurement*

No update

*10E – General Manager*

Ms. Presutti reviewed two Lobbyist report handouts; Federal lobbyist 2015 Monthly Report and DART 2015 Bill Tracking List from the State Lobbyist.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – MARCH 3, 2015**



**FUTURE AGENDA ITEMS**

Information provided in Commission packets.

**COMMISSIONER ITEMS**

Commissioner Van Oort reported to the Commission that Representative Zach Nunn from the Iowa Legislature, Mayor of Pleasant Hill and Mayor of Bondurant toured the DART facility on February 27, 2015. Discussed local funding and the impact on property tax.

**OTHER – Communications**

No Update

**NEXT MEETING**

April 7, 2015 at 12:00pm

**ADJOURNMENT**

A motion by Mr. Peterson and second by Ms. Connolly to adjourn the regular Commission Meeting was made at 1:27 pm. The motion carried unanimously.

**Future 2015 Meeting Dates**

May 5, Jun 2, Jul 7, Aug 4, Sept 1, Sept 29, Nov 3, Dec 1

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Chair

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Clerk

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Date



## CONSENT ITEM



**7B: FY2016 State Grant Application**

**Action: Approve the FY2016 consolidated state transit funding application**

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

### Background:

This consolidated resolution will summarize the individual grant programs included in the annual Iowa Consolidated Transit Funding Application. The Iowa Department of Transportation’s Office of Public Transit requires this resolution to be assured that the applying transit system has the necessary local-match resources and the ability to implement the projects according to its rules and regulations. All of the projects in the application support capital and operating projects identified in the FY2016 budgets.

### Operating:

#### State Transit Assistance Formula Funds (STA):

- The State of Iowa allocates approximately \$13.9 million of the registration fees on new vehicle sales to transit; the funds are distributed annually to the 35 rural and urban public transit agencies in Iowa.
- The state estimates the allotment for DART in FY2016 will be \$1.44 million, an increase of over \$150,000 from the current year. DART will be applying for the funds to offset operating costs.

#### 5311– Federal Rural Formula Program:

- The state distributes these federal funds annually based on populations served by DART outside the defined Des Moines Urbanized Area.
- The state lists DART’s portion for FY2016 at \$11,990, a 14% decrease from the current year. DART will be applying for the funds to offset operating service costs in the non-urban portions of Polk County.

### Capital:

#### Iowa State Public Transit Infrastructure Grants (PTIG):

- The PTIG program funds vertical infrastructure projects for Iowa transit agencies. The state budget for FY2016 is \$1.5 million, with no more than 40% of the total going to an individual agency in a single year.
- DART was successful in obtaining prior year grants to renovate the front offices of the 1100 DART Way Operations and Maintenance facility. The next project extends work east to the operations area and includes improvements to dispatch, support offices, driver ready room, and the break room. HVAC and low-voltage wiring will also be updated, along with much needed accessibility improvements.



## **ACTION ITEM**

### **7B: FY2016 State Grant Application**

- DART will request \$600,000 in state funding, which requires a \$150,000 local match.

#### 5339- PTMS Bus Replacements (transfer from CMAQ funding):

- The Iowa DOT allocates \$3 million in clean air funding to statewide transit to make up for the loss in 5309 funding (earmarks) for much-needed bus replacements. Iowa buses typically have to average 18 years of age to rank high enough to receive funding, so DART does not score well in the PTMS selection process.
- DART will be applying for \$2,570,750 in capital funding to replace seven 2002 model buses; if selected for funding, the project requires a \$614,250 local match.



## ACTION ITEM



**8A: February FY2015 Consolidated Financial Report**

**Action: Approve the February FY2015 Consolidated Financial Report**

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

### Year-to-Date Budget Highlights:

#### **Revenue:**

- Fixed Route Operating Revenue performed 6.4% below budget projections as of February year to date. Cash Fares and Monthly Passes are below budgeted levels while Unlimited Access and Other Contracted Services continued above budget.
- Fixed Route Non-Operating Revenue is 1.89% under budgeted levels. This is primarily a timing difference.
- Paratransit Operating Revenue is 6.17% lower than budget expectations. Cash fares are above target while contracted trips are currently lower than forecasted.
- Rideshare Revenues are 16.95% below budgeted levels at year to date. Currently, Rideshares revenue has exceeded its year to date expenses.

#### **Operating Expense:**

- Fixed Route Budget Summary – Operating expenses are 5.60% below budget projections year to date. Fuel and liability insurance are currently two large drivers of the savings.
- Paratransit Budget Summary – Operating expenses are currently 7.82% under forecasted levels. Fuel and Equipment Repairs are two categories seeing the most savings.
- Rideshare Expenses are below budgetary expectations by 22.53%. Fuel and Accident Repairs are driving the budget savings year to date.

### Recommendation:

- Approve the February FY2015 Consolidated Financial Report.

### **\*\* TOTAL Un-Audited Year-End February FY2015 as Compared to Budget:**

Fixed Route	\$	447,279	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	101,854	FY2015
Rideshare	\$	<u>41,772</u>	\$80,546.22
Total	\$	590,906	

**FY2015 Financials: February 2015**

FIXED ROUTE	February 2015			Year-To-Date-(8) Months Ending 02/28/2015		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	340,851	413,208	(72,357)	3,093,760	3,305,662	(211,902)
Non-Operating Revenue	1,436,638	1,596,964	(160,326)	12,534,738	12,775,714	(240,976)
Subtotal	1,777,489	2,010,172	(232,683)	15,628,498	16,081,376	(452,878)
Operating Expenses	1,786,155	2,010,172	224,017	15,181,219	16,081,376	900,157
Gain/(Loss)	(8,666)	-	(8,666)	447,279	-	447,279

PARATRANSIT	February 2015			Year-To-Date-(8) Months Ending 02/28/2015		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	155,907	174,167	(18,260)	1,307,392	1,393,333	(85,941)
Non-Operating Revenue	106,349	107,516	(1,167)	871,598	860,127	11,472
Subtotal	262,256	281,683	(19,426)	2,178,990	2,253,460	(74,470)
Operating Expenses	244,274	281,683	37,408	2,077,136	2,253,460	176,324
Gain/(Loss)	17,982	-	17,982	101,854	-	101,854

RIDESHARE	February 2015			Year-To-Date-(8) Months Ending 02/28/2015		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	69,696	85,685	(15,989)	569,326	685,483	(116,158)
Non-Operating Revenue	-	-	-	3,518	-	3,518
Subtotal	69,696	85,685	(15,989)	572,843	685,483	(112,640)
Operating Expenses	51,051	85,685	34,634	531,071	685,483	154,412
Gain/(Loss)	18,645	-	18,645	41,772	-	41,772



## MONTHLY REPORT



**9A:** Quarterly Investment Report

**Staff Resource:** *Jamie Schug, Chief Financial Officer*  
*Amber Dakan, Finance Manager*

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- The Finance Department has begun the process of implementing the Investment Policy approved at the December Commission Meeting. We have met with Banker's Trust to explore Sweep Account opportunities and are still considering the return on investment in relation to the staff time and bank requirements that must be upheld.
- In the coming month, staff will also begin exploring other modes of investment options such as Certificates of Deposit and other conservative investment modes.



## DISCUSSION ITEM



9B: Predictive Maintenance Program

*Staff Resource: Tony Lafata, Chief Operating Officer  
Scott Reed, Maintenance Manager*

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- A presentation will be provided on DART's Predictive Maintenance Program.



## DISCUSSION ITEM



9C: Proposed Route #5 and #51 Route Realignment

*Staff Resource: Jim Tishim, Planning Director*

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- A presentation will be provided on the proposed #5 Franklin Ave and #51 Merle Hay Rd Crosstown route realignment by Planning Director, Jim Tishim.



## DISCUSSION ITEM



9D:                    Mobility Manager Report

*Staff Resource: Ellye Kovner, Mobility Coordinator for Polk County*

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- An updated report for Mobility Management will be provided and presented at the Commission meeting.



# System Summary Performance Report

## February 2015

	August 2014	September 2014	October 2014	November 2014	December 2014	January 2015	February 2015	February 2014	Percent Change 2015/2014	FY15 Year To Date	FY14 Year To Date	Percent YTD Change 2015/2014
<b>DART Fixed Route</b>												
Total Ridership	549,220	387,342	439,025	332,964	334,381	341,476	333,946	331,061	0.87%	3,023,877	2,934,269	3.05%
OTT Ridership	24,611	20,494	21,217	23,539	25,335	24,677	19,922	22,830	-12.74%	184,459	178,470	3.36%
Unlimited Access Ridership	31,895	33,906	34,738	30,421	29,723	30,296	28,528	31,786	-10.25%	251,046	268,897	-6.64%
Bike Rack Usage	5,440	5,874	6,337	3,596	3,158	2,275	1,287	1,031	24.83%	33,603	35,451	-5.21%
Passengers/Revenue Hour	25.51	21.73	22.73	20.45	18.56	18.90	19.52	20.03	-2.53%	20.76	20.87	-0.53%
Avg. Passengers Weekday	19,220	16,856	17,463	16,244	14,326	14,547	15,112	15,100	0.08%	15,776	15,307	3.06%
Avg. Passengers Weekend Day	14,560	4,170	4,673	3,688	3,354	3,999	3,963	3,633	9.08%	5,407	5,034	7.42%
Complaints/100,000 Riders	28.04	35.89	31.43	29.43	21.83	26.06	30.84	33.83	-8.83%	30.19	27.91	8.17%
Commendations/100,000 Riders	3.10	2.07	3.19	1.20	2.09	2.34	3.29	3.02	9.05%	2.65	3.54	-25.36%
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	1.85	1.46	1.68	0.81	1.08	2.17	2.28	1.20	90.42%	1.62	1.83	-11.76%
Non-Preventable/100,000 Miles	1.85	2.92	1.34	0.81	0.00	2.53	4.18	4.79	-12.72%	4.93	1.77	178.05%
<b>Maintenance:</b>												
Total Miles Operated	324,379	274,417	298,021	248,339	278,147	276,807	263,213	250,606	5.03%	2,224,197	2,071,636	7.36%
Road Calls/100,000 Miles	21.58	24.42	14.43	12.89	12.94	25.65	21.28	18.36	15.91%	20.01	16.07	24.47%
Active Vehicles in Fleet	126	126	126	126	126	126	126	126	0.00%	126	113	11.38%
<b>DART Paratransit</b>												
Total Ridership	11,372	11,502	12,536	9,862	11,086	10,563	10,416	10,708	-2.73%	89,770	92,297	-2.74%
Passengers/Revenue Hour	2.78	2.82	2.83	2.92	2.88	2.78	2.80	2.91	-3.78%	2.84	2.99	-4.82%
Average Trip Length	5.56	5.44	5.40	5.56	5.62	5.93	6.05	5.87	3.04%	12.84	7.63	68.35%
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	0.00	0.00	0.00	0.00	0.00	3.19	4.76	1.59	199.30%	1.20	2.37	-49.48%
Non-Preventable/100,000 Miles	4.75	1.60	1.48	3.65	0.00	0.00	1.59	0.00	0.00%	2.19	1.27	72.02%
<b>Maintenance:</b>												
Total Miles Operated	63,221	62,609	67,675	54,785	62,313	62,661	63,003	62,857	0.23%	501,875	549,403	-8.65%
Active Vehicles in Fleet	20	20	20	20	20	20	20	20	0.00%	20	24	-16.67%
<b>DART RideShare</b>												
Total Ridership	17,564	20,564	22,374	17,681	18,890	20,198	19,033	19,574	-2.76%	154,922	166,104	-6.73%
Total Vans in Circulation	90	95	95	94	94	94	94	93	1.08%	93	93	0.13%
Total Rideshare Customers	667	721	726	710	727	708	708	739	-4.19%	705	763	-7.67%
<b>Accident Frequency Rate by Service:</b>												
Preventable	0.00	0.00	0.56	0.00	0.62	0.00	0.00	1.32	-100.00%	0.24	0.77	-69.60%
Non-Preventable	0.65	0.61	1.11	0.00	0.62	0.62	0.00	0.00	0.00%	0.55	0.54	1.33%
<b>Maintenance:</b>												
Total Miles Operated	152,736	165,201	180,022	142,972	161,112	161,301	152,187	151,071	0.74%	1,276,562	1,293,517	-1.31%
Active Vehicles in Fleet	100	100	100	100	100	100	100	100	0.00%	100	108	-7.08%



# System Performance Ridership Report February 2015

	August 2014	September 2014	October 2014	November 2014	December 2014	January 2015	February 2015	February 2014	Percent Change 2015/2014	FY15 Year To Date	FY14 Year To Date	Percent YTD Change 2015/2014
<b>DART Fixed Route Ridership</b>	<b>549,033</b>	<b>386,842</b>	<b>438,432</b>	<b>332,578</b>	<b>333,900</b>	<b>340,908</b>	<b>333,390</b>	<b>331,061</b>	<b>0.70%</b>	<b>3,023,877</b>	<b>2,934,269</b>	<b>3.05%</b>
<b>Local Routes:</b>												
#1 - Fairgrounds	242,186	22,505	24,770	18,721	18,186	20,219	19,876	20,355	-2.35%	383,886	367,655	4.41%
#3 - University	36,283	36,362	41,313	32,079	33,368	31,843	30,612	31,738	-3.55%	275,717	282,682	-2.46%
#4 - E. 14th	16,144	19,712	22,056	17,498	17,240	17,018	16,319	16,126	1.20%	141,799	142,309	-0.36%
#5 - Franklin Ave	2,233	3,879	4,069	3,489	3,071	3,000	3,274	3,298	-0.73%	24,235	26,015	-6.84%
#6 - Indianola Ave.	24,128	26,807	31,256	23,603	24,208	24,808	23,623	20,639	14.46%	201,672	188,979	6.72%
#7 - SW 9th St.	31,122	36,980	41,883	32,484	32,389	33,508	32,454	32,147	0.95%	268,611	259,785	3.40%
#8 - Fleur Dr.	3,000	5,302	5,716	3,933	3,501	4,202	3,974	5,174	-23.19%	31,941	38,540	-17.12%
#11 - Ingersoll Ave.	2,506	2,489	2,573	1,912	2,087	2,143	2,102	1,998	5.21%	18,266	19,170	-4.72%
#13 - Evergreen/SE Park Ave.	3,138	7,879	8,450	6,189	5,179	6,541	7,119	6,244	14.01%	45,003	42,132	6.81%
#14 - Beaver Ave.	20,235	26,469	30,323	23,720	23,246	23,718	23,828	22,198	7.34%	189,241	167,102	13.25%
#15 - 6th Ave.	22,196	27,773	31,269	23,324	24,247	24,771	24,456	26,197	-6.65%	198,603	209,937	-5.40%
#16 - Douglas Ave.	34,421	42,304	49,027	36,569	36,816	35,779	34,795	33,385	4.22%	301,452	277,749	8.53%
#17 - Hubbell Ave.	20,059	22,046	25,991	18,806	19,661	19,128	18,059	17,583	2.71%	163,500	142,924	14.40%
#51 - Merle Hay Crosstown	2,178	2,465	2,958	2,767	2,266	2,269	2,550	2,307	10.53%	20,062	13,627	47.22%
#52 - Valley West/Jordan Creek	15,769	16,322	19,603	14,942	15,141	14,841	13,502	10,648	26.80%	125,488	92,417	35.78%
#60 - Ingersoll/University	28,921	33,883	37,864	28,113	28,850	30,594	31,064	31,934	-2.72%	246,670	230,619	6.96%
#71 - Ankeny/Delaware**	0	0	0	0	0	0	0	0	0.00%	0	0	0.00%
<b>Shuttle Routes:</b>												
Link Shuttle	742	752	1,038	863	980	825	862	1,037	-16.88%	6,746	6,641	1.58%
Dline	14,101	14,172	15,675	11,118	11,891	12,174	11,256	12,507	-10.00%	107,951	140,760	-23.31%
Lincoln/McCombs	4,084	10,764	10,760	8,025	7,104	7,956	8,784	9,326	-5.81%	57,477	60,924	-5.66%
<b>Express Routes:</b>												
#91 - Merle Hay Express	804	746	1,104	713	832	814	842	794	6.05%	6,742	7,048	-4.34%
#92 - Hickman Express	2,835	3,190	3,385	2,373	2,671	2,705	2,719	3,141	-13.44%	22,952	24,603	-6.71%
#93 - NW 86th Express	2,927	3,217	3,612	2,891	2,749	2,715	2,627	2,766	-5.03%	23,913	24,240	-1.35%
#94 - Westown	938	1,014	1,228	898	791	788	855	1,018	-16.01%	7,472	9,343	-20.03%
#95 - Vista	1,647	1,914	1,943	1,686	1,842	1,907	1,906	2,013	-5.32%	14,588	15,372	-5.10%
#96 - E.P. True	2,440	2,774	3,166	2,608	2,567	2,827	2,665	2,729	-2.35%	21,898	21,609	1.34%
#98 - Ankeny	7,217	8,281	9,850	7,058	6,860	7,662	7,392	7,588	-2.58%	61,619	68,179	-9.62%
#99 - Altoona	1,668	1,661	1,572	1,523	1,329	1,608	1,686	1,780	-5.28%	12,840	14,853	-13.55%
<b>On-Call/Flex Routes (Operated by Paratransit):</b>												
On-Call: Ankeny	207	203	209	258	251	208	179	181	-1.10%	1,734	1,700	2.00%
On-Call: Des Moines	0	0	0	0	0	0	0	0	0.00%	0	422	-100.00%
On-Call: Johnston/Grimes	281	313	328	310	254	291	272	383	-28.98%	2,319	3,755	-38.24%
#73 Flex: Urbandale/Windsor Heigh	527	401	398	291	318	319	307	565	-45.66%	3,281	4,912	-33.20%
#72 Flex: West Des Moines/Clive	3,952	4,130	4,948	3,737	3,928	3,638	3,377	3,167	6.63%	31,718	27,118	16.96%
#74 Flex: NW Urbandale	187	500	593	386	481	568	556	0	100.00%	3,271	0	100.00%
On-Call: REGIONAL	144	133	95	77	77	89	54	95	-43.16%	1,210	1,148	5.40%
<b>DART Paratransit Ridership</b>	<b>11,372</b>	<b>11,502</b>	<b>12,536</b>	<b>9,862</b>	<b>11,086</b>	<b>10,563</b>	<b>10,416</b>	<b>10,708</b>	<b>-2.73%</b>	<b>89,770</b>	<b>92,302</b>	<b>-2.74%</b>
Bus/Van	10,475	10,545	11,585	9,146	10,329	9,815	9,819	10,103	-2.81%	83,171	86,621	-3.98%
Cab	897	957	951	716	757	748	597	605	-1.32%	6,599	5,681	16.16%
<b>DART RideShare Ridership</b>	<b>17,564</b>	<b>20,564</b>	<b>22,374</b>	<b>17,681</b>	<b>18,890</b>	<b>20,198</b>	<b>19,033</b>	<b>19,574</b>	<b>-2.76%</b>	<b>154,922</b>	<b>166,104</b>	<b>-6.73%</b>
<b>Des Moines Area Regional Transit Authority</b>	<b>1,908</b>	<b>1,908</b>	<b>473,342</b>	<b>360,121</b>	<b>363,876</b>	<b>371,669</b>	<b>362,839</b>	<b>361,343</b>	<b>0.41%</b>	<b>3,268,569</b>	<b>3,192,675</b>	<b>2.38%</b>



# Customer Engagement Report February 2015

	July 2014	August 2014	September 2014	October 2014	November 2014	December 2014	January 2015	February 2015	FY15 Year To Date
<b>Total System Monthly Ridership</b>	336,574	578,156	419,408	473,935	360,507	364,357	372,237	363,395	<b>3,268,569</b>
<b>Total Fixed Route Ridership</b>	305,523	549,220	387,342	439,025	332,964	334,381	341,476	333,946	<b>3,023,877</b>
<b>Website</b>									
Unique Visitors	40,898	49,900	42,583	41,187	34,366	32,230	36,111	35,168	312,443
<b>Social Media</b>									
Facebook Page Likes	692	703	716	757	778	778	837	864	
Twitter Followers	1,205	NA	NA	1,275	1,302	1,361	1,398	1,418	
<b>Email</b>									
Subscribers	NA	NA	NA	NA	3,027	3,039	3,073	3,091	
<b>MYDART Trip Planner</b>									
Trip Plans	12,823	20,326	19,399	21,582	16,142	14,229	16,577	16,418	137,496
Next Bus	668	1,143	1,660	2,990	1,301	2,938	5,689	4,626	21,015
Schedules	4,985	8,973	6,917	4,077	2,769	2,818	3,580	3,097	37,216



## MONTHLY REPORT



10A: Operations Department

*Staff Resources: Anthony Lafata, Chief Operating Officer*

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### Transportation - Randy McKern, Manager

- Fixed Route held its regular monthly Safety Meeting March 11, 2015. A Smith's System video was shown to refresh Operators to the dangers of intersections. Six (6) Operators were recognized for their combined 37 years of safe driving. Six (6) Operators were recognized for their combined 49 years of service with DART. Congratulations to all.
- Operation staff attended the Ops V14 Upgrade training class conducted by the IT Department on the current Trapeze System. The new upgrade will bring many significant improvements and enhancements to the various departments.

### Maintenance - Scott Reed, Manager

- The maintenance safety meeting was held on March 25th, 2015. General safety items were covered along with cell phone policy and parts look up in EAM refresher training.
- MAN axle disc brake training was held on March 17th and 18th with four technicians in attendance. Items covered were wheels on and wheels off inspections and caliper rebuild. Standard operating procedures will be developed and distributed to the technicians who did not attend the training. Those that did attend will assist in training the remaining technicians.
- Jay Cordell from AssetWorks was on site on March 19th to provide Fuel Focus training. Items covered were, Installation, programming and diagnostic procedures.

### Paratransit - Georgia Parkey, Manager

- Paratransit held their monthly Safety Meeting on March 10, 2015. Operations Instructor, Carl Saxon, presented a refresher course on the 5 Keys of the Smith System. Congratulations and Safe Driving Certificates were given to two (2) operators, Will Buckley nine (9) years and Wayne Payeur seven (7) years.

### Training - Mike Kaiser, Interim

- Carl Saxon, Operations Instructor, observed a RTA Roadworthy Communication training class in Dayton Ohio on March 17, 2015. The program is designed to give Operators and other front line employees a set of effective communication tools they can use when facing difficult or aggressive customers. The course is currently being evaluated to determine if DART Operators would benefit from such training if brought in-house.
- The Training Department currently has six (6) Fixed Route Cadets currently in training.
- The Training Department graduated one (1) Paratransit Operator and one (1) Maintenance employee from CDL training.

**MONTHLY REPORT**  
**10A: Operations**



**Facilities – Matt Pitstick, Manager**

- Spring cleanup is underway. We have had ideal weather allowing us to accomplish outdoor tasks in March that are normally done in April.
- The lift replacement project is underway, demolition is nearly complete. The Technician Latrine is beginning staging and demolition. The Operations Admin Remodel is out for Bid.

**Service Management - Mike Kaiser, Lead Supervisor**

- Mike VanderLinden, Operations Supervisor, attended Fundamentals in Bus Collision training in Charlotte, NC March 8-13, 2015.
- Supervisors are working effectively with Operators to lower overall Early On-Time Performances. As of January 4, 2015, Operators have decreased early arrivals counts by 8%. On-Time Performance is currently 95%.



# MONTHLY REPORT



<b>10B:</b>	<b>Marketing</b>
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*Kirstin Baer-Harding, Marketing Director*  
**Staff Resources:** *John Clark, Customer Service Manager*  
*Jennifer Long, RideShare Program Coordinator*

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### Marketing and Communications Updates:

- Staff and GM Elizabeth Presutti are coordinating efforts, along with partners, for the Stand Up for Transportation Day events on Thursday, April 9. Stand Up for Transportation Day is a national day to advocate for transportation before current federal funding expires on May 31, 2015. This funding is critical for DART to maintain and replace vehicles, expand services and plan for ridership increases.

The event will be held downtown Des Moines at the Central Library and along 12<sup>th</sup> Street between Grand Avenue and Locust Street.

#### **Open Street Event**

*11 a.m. to 1:30 p.m. on 12th Street between Grand Avenue and Locust Street*

Attendees can enjoy live music, grab lunch from food trucks and sign a DART bus in support of transportation.

#### **Panel Discussion**

*11 a.m. to 12:30 p.m. at the Des Moines Central Public Library, 1000 Grand Avenue*

Panel members will discuss the current state of our transportation systems and the importance of passing long-term federal funding to enable long-term planning.

**Guest speaker:** Congressman David Young

**Panel members:** Ben McLean, Ruan Transportation  
 John Cinealis, The Toro Company  
 Jake Christensen, Christensen Development

**Moderator:** Larry James Jr., Faegre Baker Daniels

#### **Social Media Takeover – 11 a.m. to 1:30 p.m.**

Join us in calling, emailing and/or tagging on social media (#StandUp4Transportation, #SU4T, #PublicTransportation) your congressional delegation, in support of sustainable and reliable transportation funding.



## MONTHLY REPORT 10B: Marketing

- Staff is developing and coordinating second quarter marketing efforts which include targeted Express Route marketing efforts and D-Line Shuttle outreach. Marketing efforts include direct mail, email notifications, business mailings, flyers, social media and community outreach.
- Staff is coordinating with RideShare on developing and deploying a spring ridership campaign, an Employer Guide to RideShare and the 20<sup>th</sup> Anniversary celebration. The spring campaign, which launched April 1, is targeted to add new riders to existing vanpools through 25% off first three months' fare promotion. Marketing efforts includes flyers, email marketing, social media, and paid and earned media. The employer guide will assist RideShare staff with their business outreach efforts to provide a better understanding of the program and the benefits.
- Staff presented the Stand Up for Transportation Day events at the March TRAC meeting and received positive feedback on the event.
- Staff is coordinating with Operations on materials for the IDOT/IPTA State Rodeo on Saturday, June 13. The rodeo is being hosted by DART this year.
- Kirstin Baer-Harding along with Commission Chair Steve Van Oort and General Manager Elizabeth Presutti attended the APTA Legislative Conference March 6–10.

### **Customer Service Report – John Clark:**

#### **February 2015 Employer and Group Presentations:**

- Principal Orientation (4 visits)
- Train The Trainer
- Smart Steps (2 visits)
- Polk County Judicial System (2 visits)

#### **February 2015 Website Communication and Messages:**

- Completed Answered emails – 0
- Bus Stop/Shelter Requests – 0
- Contact/Feedback Forms – 83
- Customer Service Requests – 4
- Other/Misc. – 2
- Voicemails – 71, voicemails requiring response – 14 (20%)

#### **Total Calls for February 2015:**

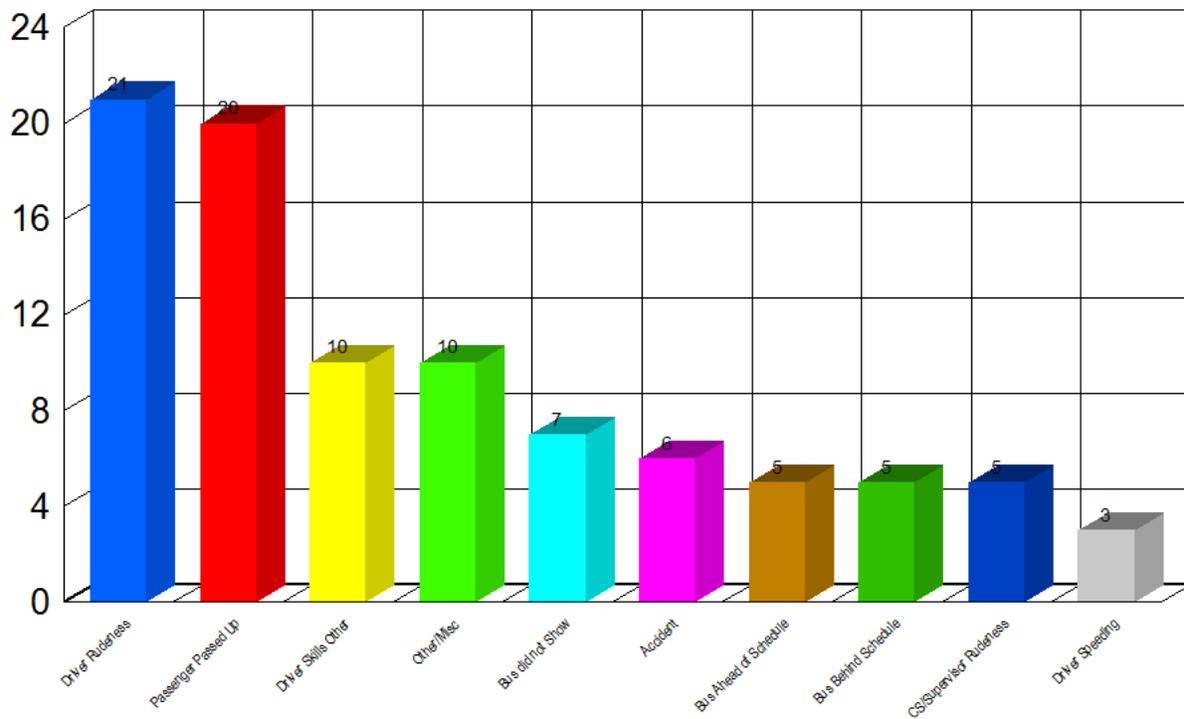
- Schedule Information – 6651
- Spanish Line – 423
- Receptionist – 1750
- Rideshare – 263



### Top 10 Report

02-01-15 - 02-28-15

#### DART Complaint



The top five comments for February 2015 were: Driver Rudeness, Passenger Passed Up, Driver Skills Other, Other Misc. and Bus did not Show.

- In summary, in February 2015 we had 109 complaints, 11 commendations and 26 Inquiry/suggestions. Out of the total 109 complaints for February 2015, all have been investigated and closed. For February 2015 a total of 31 complaints were founded which is 34% of the total completed complaints.

#### RideShare – Jennifer Long:

- New vanpool formed from Huxley to Des Moines.
- Staff met with Pella Corporation in Pella to discuss administering their current vanpool program.

#### Staff Commendations:

DART had several comments in February 2015 recognizing DART staff:

- Customer stated: Operator was on time, he knew what he was doing and was very professional. This was a wonderful experience.



## MONTHLY REPORT 10B: Marketing

- Customer stated: Driver was very helpful. He helped a blind rider pick up a paper sheet of braille from the sidewalk. I came inbound later (with the same driver) and was impressed with how he dealt with customers.
- Customer stated: This driver is fantastic! Does a good job and drives safe. This driver is also friendly.
- Customer stated: I would love to speak with Peg Hadley's supervisor to commend her for a job well done.
- Customer stated: I would like to commend Risha Pope on a job well done and for providing excellent customer service.
- Customer stated: I would like to commend Alyson Reimers for a job well done and for providing excellent customer service.
- Customer stated: I would like to compliment the driver of the Route 3 (John) on how he handled a situation. He didn't deserve a complaint the he received (4866), the rider was rude and difficult to him.
- Customer stated: I want to share a story from yesterday (February 18<sup>th</sup>) and to make sure I send a big compliment out to one of your bus drivers. I didn't get the bus number but it was about 2:45p on Grand Avenue at 12<sup>th</sup> Street (downtown). I witnessed your bus driver not only get off the bus to help a blind man get going in the right direction (which was very nice), but then after he safely crossed one street and was obviously struggling to find his way, the bus driver got off the bus again and went out of his way to get him safely across another busier street (Grand). On top of that, wind chills were around 25 below. I know the drivers have to keep a tight schedule and are probably very mindful of that at all times, so in that sense, I feel he went above and beyond. I want to make sure he knows someone witnessed that, and that I am thankful there are people like him in this world!
- Customer stated: I talked to one of the only helpful people that I found working for the company that told me there was a bus from Valley West Mall to Valley Junction.
- Customer stated: Received a call from a regular rider expressing that she and three other regular passengers really miss Les, and would like to have him back on the Route 51.
- Customer stated: Tonya Conley (driver Route 6) is very nice and cordial.



10C: Planning

*Staff Resource: Jim Tishim, Planning Director*

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### Transit Master AVL/RTIS and Trip Planner Update:

- MyDART Phones (IVR) Service: A Spanish interpretation problem was discovered while the Spanish version of the new Interactive Voice Response service was undergoing some Spanish language corrections. The program developer, Genesys investigated the problem and downloaded the solution on March 30. The Spanish interpreter DART uses is currently testing the program.

### Planning Department Projects:

- Principal Financial Group and the City of Des Moines Construction Projects: On May 1, Principal Financial Group will be starting a two year reconstruction project of their Corporate 1 Office Building on High Street between 7<sup>th</sup> Street and 8<sup>th</sup> Street. In addition, the City of Des Moines will begin the demolition of the 7<sup>th</sup> & High Street parking garage in September or October. The construction of the new parking garage will begin late 2015 or early 2016. This project is anticipated to take eighteen months to complete. Both projects are planned to be completed around May 2017.

DART is working with Principal Financial and the City of Des Moines to coordinate DART services with the closure of High Street between 8<sup>th</sup> Street and 7<sup>th</sup> Street when the demolition of the parking garage begins this fall. During the demolition of the parking garage, the deck span over 7<sup>th</sup> Street will also close 7<sup>th</sup> Street for a few weeks until the deck span can be removed.

- Routes #5 and #51 Route Realignment Proposal: Over the past few months, the Planning Department has been analyzing the #5 Franklin Ave and #51 Merle Hay Rd Crosstown routes for a possible route realignment to improve service performance. A presentation will be given at the April 7, 2015 DART Commission Meeting.
- DSM Public School District 2015-2016 Contract: DART and the Des Moines Public School District have started our annual contract discussions to finalize service costs for the 2015-2016 school year.
- August 2015 Service Action Plan: The Planning Department, in conjunction with the Marketing, IT and Transportation Departments completed our August 2015 Service Action Plan. The Planning Department is currently using that plan to develop the service changes for August 2015.
- Cowles Commons: DART, the City of Des Moines and the Des Moines Performing Arts have finalized an agreement for the construction of a bump-out at Cowles Commons on Locust Street at 4<sup>th</sup> Street. The bump-out includes the infrastructure for DART to install a bus shelter. The project is currently under construction. We anticipate the completion of the project by the end of April.



## MONTHLY REPORT

### 10C: Planning

- 2015 Iowa State Fair: The Planning and Transportation Departments have completed an analysis of the 2014 Iowa State Fair experience. Adjustments are in the process for updating our service delivery for the 2015 Iowa State Fair.
- TRAC March 2015 Meeting: The second TRAC meeting for 2015 was held on March 11, 2015. The 2015 TRAC Goals were unanimously approved. Additional discussion items included:
  - Technology Update by Luke Lester, IT Systems Administrator
  - Marketing Promotions Update by Madi Linkenmeyer, Marketing Coordinator
  - Windsor Heights Transit Station by Jim Tishim, Planning Director
  - FY 2016 Budget Update by Jamie Schug, Chief Financial Officer
  - 2015 DART Rodeo by Tony Lafata, Chief Operating Officer
- Trapeze Version 14 Upgrade Training: The Planning Department participated in three Trapeze Version 14 Upgrade Training session on March 25-27, 2015. The programs included; Trapeze FX scheduling program, BlockBuster runcutting and rostering program, Info-COM customer comment program and the OPS dispatching program.
- 2015 Altoona Chamber Annual Dinner: I had the privilege to attend the Altoona Chamber Annual Dinner on Saturday, February 21 at Prairie Meadows. The evening program was entitled "Mystery on the High Sea".



## MONTHLY REPORT



10D: Procurement

*Staff Resource: Mike Tiedens, Procurement Manager*

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### Procurements in Process:

**1100 DART Way Administration Area Remodel** – DART is seeking an experienced Contractor to provide construction services for the remodel of the administration area at 1100 DART Way. The work consists of interior renovation of existing administrative office and support spaces, new exterior stoop and ramp, new entrance and vestibule and windows, new roof mounted air handler, plus associated mechanical and electrical work.

- Bids were published on March 30, 2015
- Bid opening is April 24, 2015 at 2:00 PM, Central
- Substantial Completion is set for September 15, 2015
- Funding is from the State of Iowa, Department of Transportation PTIG (Public Transit Infrastructure Grant) and associated local match

**1100 DART Way Administration Area – Furniture** – DART is engaged with Saxton Inc. to develop the design and aesthetic for the furniture and workspaces for the newly remodeled administration area at 1100 DART Way. Saxton Inc. is the local vendor for Knoll brand furniture which has been selected as the furniture of choice. Knoll furniture will be purchased through an existing US Communities public contract that DART has the authority to purchase on.

- Focus is on durability
- Design of furniture and workspaces will closely match the existing furniture at DART Central Station for flexibility and cohesiveness

**Applicant Tracking System** – DART is seeking an experienced Contractor to provide an automated Applicant Tracking System. The system will use an automated application form and other various portals, tools, dashboards, and reporting tools to replace the current manual process of managing employment applicants.

- Request for Proposals was publicized on March 13, 2015.
- Proposals were due on April 3, 2015 at 2 PM, Central
- Proposals received are currently under evaluation

**Talent Management System** – DART is seeking an experienced Contractor to provide an automated Talent Management System. Included in the system will be the performance review functionality and other various tools, dashboards, and reporting tools.

- Request for Proposals was publicized on March 13, 2015.
- Proposals were due on April 3, 2015 at 2 PM, Central
- Proposals received are currently under evaluation

**MONTHLY REPORT**  
**10D: Procurement**



**Contracts and Task Orders Approved in March:**

None

**Upcoming Procurements:**

- Taxi Cab Services
- Heavy Duty Bus Manufacturer
- Schedule Printing Services
- Benefits Administration Services
- Insurance Broker Services
- Housekeeping Services (DART Central Station)
- Security Services (DART Central Station)
- State and Federal Lobbyist Services
- Occupational Medical Services



## MONTHLY REPORT



10E: General Manager

*Staff Resource: Elizabeth Presutti, General Manager*

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- **APTA Legislative Conference** – I attended the APTA Legislative Conference from March 7-10, 2015 with Commissioner Van Oort and Kirstin Baer-Harding, DART Marketing Director. We had the opportunity to hear from members of Congress as well as key officials from FTA regarding the status of a new surface transportation reauthorization bill. We also had the opportunity to meet with Senator Ernst and staff from Senator Grassley’s and Congressman Young’s office.
- **DART Financial Model** - Staff has been working diligently with our consultants on the DART Financial Model. A draft was presented to the City Manager’s and the DART Officer’s on April 2<sup>nd</sup> and April 3<sup>rd</sup>. Staff looks forward to presenting it to the full Commission at its meeting on April 13, 2015.
- **Paratransit Personal Information Leak** – Staff informed me of a leak of personal information for a group of paratransit customers on Tuesday, March 31, 2015. Since then staff has been working to secure the leaked information. Staff members are working to issue letters notifying those customers that were affected by the leak, as well as provide the ability to sign-up for credit protection at no cost to them. The letters will be mailed to customers the week of April 6<sup>th</sup>.



## FUTURE DART COMMISSION ITEMS



### FUTURE AGENDA ITEMS:

May 5, 2015 - 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>• 1100 DART Way Admin Remodel Construction</li> <li>• 1100 DART Way Admin Furniture</li> <li>• Paratransit Software Purchase</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly Safety Report</li> <li>• DBE Program</li> </ul>
June 2, 2015 - 12:00 P.M.	
Action Items	Information Items
July 7, 2015 - 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>• Taxi Cab Contract</li> </ul>	<ul style="list-style-type: none"> <li>• Mobility Manager Update</li> <li>• Quarterly Investment Report</li> </ul>
August 4, 2015 - 12:00 P.M.	
Action Items	Information Items

### Key Meetings/Dates:

- May 10-12: Greater Des Moines Partnership Trip, Washington, D.C.

### Other Future Items:

- Benefits Administration Services
- Insurance Broker Services
- Heavy Duty Buses
- Open Records Policy
- Records Retention Policy