



NOTICE OF COMMISSION MEETING AND AGENDA
DES MOINES AREA REGIONAL TRANSIT AUTHORITY
DART MULTIMODAL ROOM, 620 CHERRY STREET
OCTOBER 1, 2019 – 12:00 PM



Page #

1.	CALL TO ORDER	
2.	ROLL CALL AND ESTABLISHMENT OF QUORUM	
3.	NOTICE OF MEETING	
4.	APPROVAL OF OCTOBER 1, 2019 AGENDA	
5.	PUBLIC COMMENT (Limit 3 minutes)	
6.	TRANSIT RIDERS ADVISORY COMMITTEE UPDATE	
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13.	NEXT MEETING: Regular DART Meeting - Tuesday, November 5, 2019 – 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
SEPTEMBER 3, 2019**



ROLL CALL

Commissioners/Alternates Present and Voting:

Gary Lorenz, John Edwards, Josh Mandelbaum, Jeremy Hamp, Paula Dierenfeld, Sara Kurovski, Angela Connolly, Tom Gayman, Russ Trimble (arrived 12:02 pm) and Zac Bales-Henry

Commissioners Absent:

Vern Willey, Doug Elrod, Frank Cownie and Michael McCoy

CALL TO ORDER

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

Notice of the meeting was duly published.

APPROVAL OF AGENDA

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

It was moved by John Edwards and seconded by Sara Kurovski to approve the September 3, 2019 agenda. The motion carried unanimously.

PUBLIC COMMENT

Udella Hall provided suggestions on the DART Paratransit system for senior centers in Des Moines and asked for research to be done on possible options.

CONSENT ITEMS

6A – Commission Meeting Minutes – August 5, 2019

6B – Quarterly Investment Report

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

ACTION ITEMS

7A – Heavy Duty Bus Purchase

Mike Tiedens, Procurement Manager followed up on the DART Commissions direction to staff to mix 30' buses into the fleet to take advantage of the flexibility that the shorter buses offer. A brief background was provided in addition to the procurement process. DART will be utilizing the State of Iowa, Department of Transportation contract for the purchase of the buses.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – SEPTEMBER 3, 2019**



It was moved by John Edwards and seconded by Russ Trimble to approve the purchase order with Gillig, LLC. for five (5) Heavy Duty Buses for the Amount Not to Exceed \$2,350,000. The motion carried unanimously.

7B – Paratransit Service Area

Luis Montoya, Planning and Development Manager provided a background on DART's Paratransit service and identified the proposed changes as part of the October Service Change. These changes keep consistency with DART policies and federal guidelines, complementary paratransit service will also be made available within ¼ mile of the fixed-route extension.

It was moved by John Edwards and seconded by Jeremy Hamp to approve the updated Bus Plus Service Area map as provided in the packets. The motion carried unanimously.

7C – June 2019 Financials

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

Fixed Route Operating revenue year to date is at 8.5% below budget projections. Operations expenses are 1.38% above budget projections year to date.

Paratransit Operating revenue is 36.11% lower than budget expectations. Operating expenses are 12.76% under budget.

Rideshare revenue is 5.29% below budget. Operating expenses has a budget savings of 7.63% year to date.

It was moved by Russ Trimble and seconded by Jeremy Hamp to approve the June 2019 Financials. The motion carried unanimously.

7D – July 2019 Financials

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

Fixed Route Operating revenue year to date is at 31.8% ahead of budget projections. Operations expenses are 6.28% below budget projections year to date.

Paratransit Operating revenue is .72% lower than budget expectations. Operating expenses are 14.1% under budget.

Rideshare revenue is 21.2% below budget. Operating expenses has a budget savings of 24.2% year to date.

It was moved by John Edwards and seconded by Sara Kurovski to approve the July 2019 Financials. The motion carried unanimously.



DISCUSSION ITEMS

8A – E-Scooter Update

Luis Montoya, Planning and Development Manager provided an update on DART's involvement in discussions about how to structure a system to allow shared electric scooters (e-scooters) to operate locally in a way that fosters innovation while protecting public interests.

8B – DART Grant Funding Overview

Jamie Schug, Chief Financial Officer provided an educational overview of DART's grant funding structure including the funding agencies involved, types of opportunities available, and the role grant funding plays in the capital improvement plan.

8C – Fundraising Feasibility Study

Matt Harris, Business and Community Partnerships Manager provided an update on a Fundraising Feasibility Study being conducted by the consulting firm Amperage Fundraising and Marketing that will identify potential fundraising opportunities for art shelters and other DART programs.

8D – Literacy and Library Partnerships

Erin Hockman, Marketing Manager provided an update on several partnerships supporting and raising awareness of both literacy and transit, including sponsorship of United Way's Read to Succeed Program, a partnership with Des Moines Public Libraries and community story hours featuring the book *Last Stop on Market Street*.

8E – Commission Planning

Elizabeth Presutti, Chief Executive Officer provided an update on planning efforts related to the DART Commission and the proposed timeline for future planning. Documents were provided at the meeting.

8F – Performance Report – June and July 2019

Updated June performance report was included in the packets. None of the ridership information changed for June. The month of July was a strong ridership month, Fixed Route saw a 3% increase over last year and a 4% increase overall. The Bus Plus paratransit trips are trending upwards with a 23% increase this July over last July which computes to about 1000 rides in total. We will continue to monitor these numbers as the transition between Iowa Total Care and United Health Care happens.

MONTHLY REPORTS

10A – Operations

No Update

10B – External Affairs

No Update

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – SEPTEMBER 3, 2019**



10C – Procurement

No Update

10D – Chief Executive Officer

Elizabeth Presutti, Chief Executive Officer thanked the DART staff, especially the Operations team for all the hard work and dedication put in during the Iowa State Fair. In addition, the Commissioners and others that attended the Transit Future Workgroup meeting last week were recognized and shared the details of the meeting and when the next meeting will be. The DART and DMACC Partnership officially started on August 21. Erica Foreman, DART's new Chief Human Resources Officer was introduced to the Commission.

FUTURE AGENDA ITEMS

None

COMMISSIONER ITEMS

11A – CEO Review

Tom Gayman shared with the Commission that the Executive Committee is currently completing the CEO's annual review and Commissioners encouraged to provide any feedback or comments to Tom.

Tom Gayman, Chair adjourned the meeting at 1.11 p.m.

Chair

Clerk

Date

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

The next regular DART monthly Commission Meeting is scheduled for October 1, 2019 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



ACTION ITEM



7B: August FY2020 Consolidated Financial Report

Action: Approve the August 2019 Consolidated Financial Report

Staff Resource: Timothy Ruggles, Senior Staff Accountant

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating revenue year to date is 40.86% ahead of budget projections. Iowa State Fair Revenues, annual D-Line Funding, DMACC's Unlimited Access partnership and higher than forecasted Mobile Ticketing revenue account for the accelerated revenue.
- Fixed Route Non-Operating revenue is under budget by 4.13%. This is primarily a timing issue on grant funding as well as back fill funding.
- Paratransit Operating revenue is under budget by 15.76%. Other Contracted Services trips account for the shortfall in revenue. The exit of MCO broker United Healthcare and entrance of Iowa Total Care has caused new disruption to the Paratransit division. Staff anticipates a leveling of trips by the end of first quarter.
- Paratransit Non-Operating revenue is 0.72% under budget resulting from grant fund timing.
- Rideshare revenues are 20.45% below budget. Rideshare's revenue budget has increased 9% from prior year in anticipation of continued partnership growth. Rideshare program revenue continues to cover the year to date expenses.

Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 2.78% above budget projections. This is attributed to annual HSA contributions that occur in July, State Fair wages and overtime as well as higher than forecasted Equipment Repair Parts.
- Paratransit Budget Summary – Operating expenses are 11.39% under budget. Cab Service, Insurance, and Equipment Repair Parts are the categories seeing the most savings.
- Rideshare Budget Summary – Rideshare has a budget savings of 21.98% year to date. All but the Local Match category is seeing savings in the two months.

Recommendation:

- Approve the August 2019 Consolidated Financial Report.

**** TOTAL Un-Audited Performance of August FY2020 Year to Date as Compared to Budget:**

Fixed Route	\$	66,629	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	25,074	\$259,366.39
Rideshare	\$	<u>4,775</u>	
Total	\$	96,477	

FY2020 Financials:

August 2019

FIXED ROUTE	August 2019			Year-To-Date-(2) Months Ending 08/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	710,692	471,419	239,273	1,328,073	942,839	385,234
Non-Operating Revenue	2,049,282	2,116,809	(67,527)	4,058,696	4,233,618	(174,923)
Subtotal	2,759,974	2,588,229	171,746	5,386,768	5,176,457	210,311
Operating Expenses	2,691,094	2,586,020	(105,074)	5,315,723	5,172,041	(143,682)
Gain/(Loss)	68,880	2,208	66,672	71,045	4,417	66,629

PARATRANSIT	August 2019			Year-To-Date-(2) Months Ending 08/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	90,759	108,583	(17,824)	182,937	217,167	(34,230)
Non-Operating Revenue	160,747	161,913	(1,167)	321,493	323,826	(2,333)
Subtotal	251,506	270,497	(18,991)	504,430	540,993	(36,563)
Operating Expenses	233,857	270,497	36,639	479,356	540,993	61,637
Gain/(Loss)	17,648	-	17,648	25,074	-	25,074

RIDESHARE	August 2019			Year-To-Date-(2) Months Ending 08/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	62,615	77,958	(15,343)	124,026	155,917	(31,891)
Non-Operating Revenue	1,200	-	1,200	2,400	-	2,400
Subtotal	63,815	77,958	(14,143)	126,426	155,917	(29,491)
Operating Expenses	59,694	77,958	18,264	121,651	155,917	34,265
Gain/(Loss)	4,121	-	4,121	4,775	-	4,775

Summary	August 2019			Year-To-Date-(2) Months Ending 08/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	864,067	657,961	206,105	1,635,035	1,315,922	319,113
Non-Operating Revenue	2,211,229	2,278,722	(67,494)	4,382,589	4,557,445	(174,856)
Subtotal	3,075,295	2,936,683	138,612	6,017,624	5,873,367	144,257
Operating Expenses	2,984,646	2,934,475	(50,171)	5,916,730	5,868,950	(47,780)
Gain/(Loss)	90,649	2,208	88,441	100,894	4,417	96,477



ACTION ITEM



8A: West Des Moines Human Services Transportation

Action: Authorize staff to negotiate and enter into a revenue contract with the West Des Moines to provide Human Services Transportation

Staff Resource: Amanda Wanke, Chief External Affairs Officer

Background:

- Currently West Des Moines Human Services provides their own transportation to residents who qualify, averaging about 35 trips per weekday.
- Following hiring challenges for a transportation supervisor and positive experiences with DART providing ESL and meal site transportation for the city, West Des Moines Human Services has requested a proposal from DART to provide the transportation service.
- DART staff have proposed rates equivalent to what Polk County pays for paratransit services, which is \$26.72 per individual trip and \$13.05 per person per trip for group trips.
- DART will be able to provide the additional trips within its current vehicle and operator resources.
- In order to proceed in a timely manner to finalize the contract and bring it to West Des Moines City Council for approval, staff is seeking to Commission authorization to proceed on this contract at the above-mentioned rates.

Recommendation:

- Authorize staff to negotiate and enter into a revenue contract with the City of West Des Moines to provide their Human Services Transportation at a price of \$26.72 per individual trip and \$13.05 per person per trip for group trips.



DISCUSSION ITEM



9A: Central Iowa Transportation Analysis

Staff Resource: *Amanda Wanke, Chief External Affairs Officer*

- Staff will give the Commission an overview of the Central Iowa Transportation Analysis, a study being led by the United Way of Central Iowa and the Greater Des Moines Community Foundation, in partnership with multiple organizations including DART.



DISCUSSION ITEM



9B: Planning Update

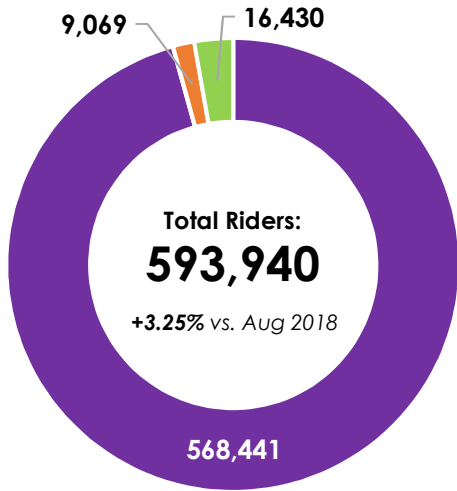
Staff Resource: *Luis Montoya, Planning and Development Manager*

- Staff will provide an update on DART's involvement in discussions about how to structure a system to allow shared electric scooters (e-scooters) to operate locally in a way that fosters innovation and improves transportation options while protecting public interests.
- Staff will also provide an update on the Transit Optimization Study.



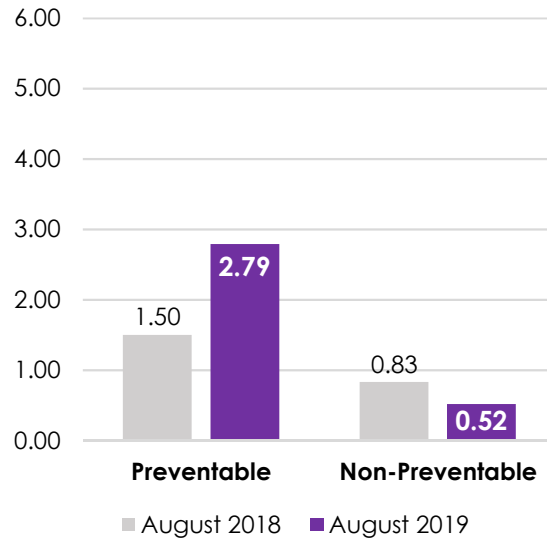
Performance Summary – August 2019

Ridership

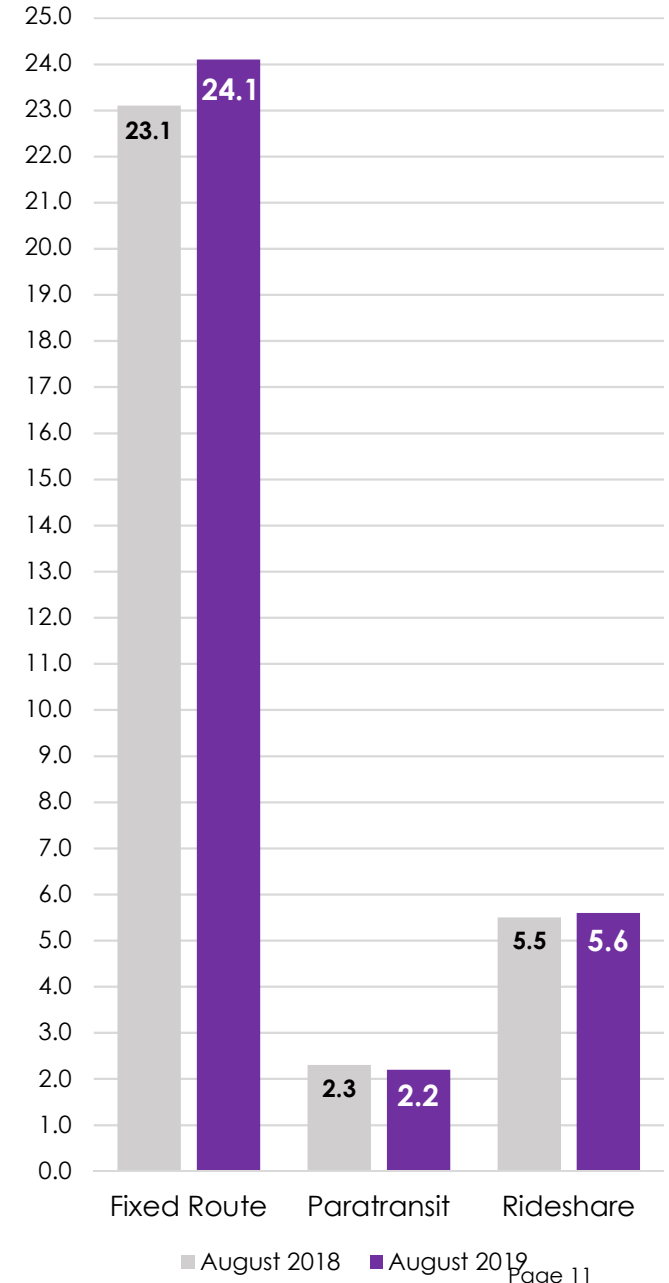


■ Fixed Route ■ Paratransit ■ Rideshare

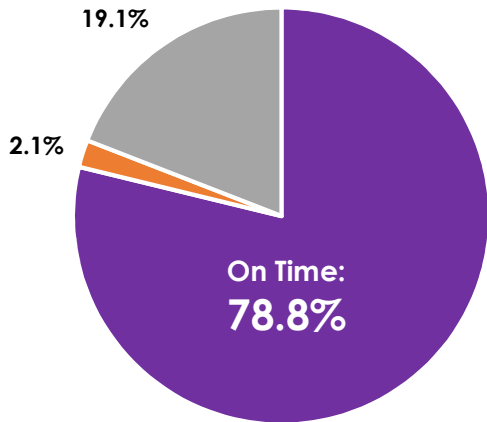
Accidents / 100K Miles



Passengers Per Revenue Hour

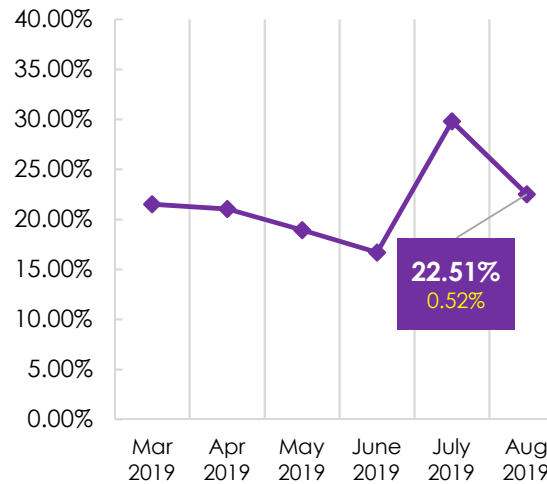


On Time Performance



■ On Time ■ Early ■ Late

Cost Recovery Ratio



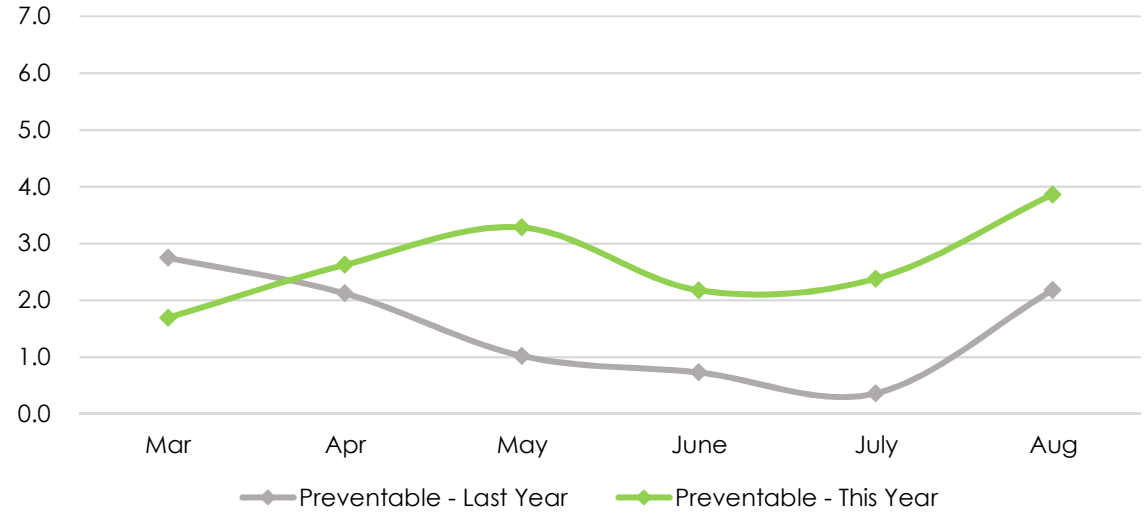


Safety Performance – August 2019

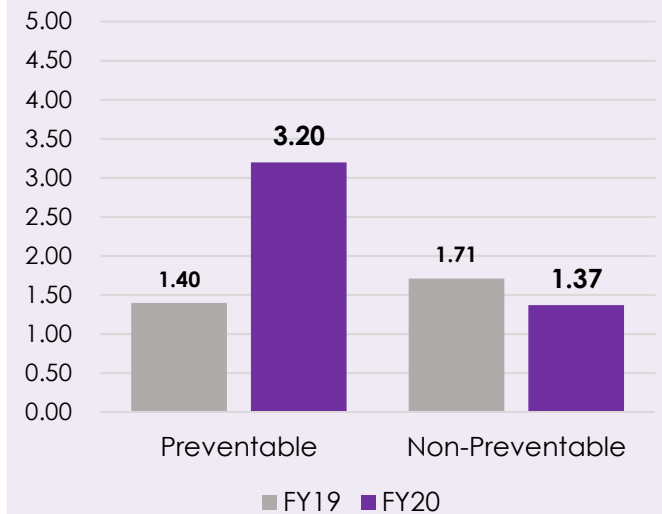
Preventable Accident Report August 2019

	Accidents	Per 100,000 Miles
Mar 2019	9	1.69
Apr 2019	9	1.65
May 2019	13	2.43
June 2019	8	1.66
July 2019	10	1.95
Aug 2019	16	2.79
YTD 2020	26	2.39
YTD 2019	10	0.92
YTD Change	+16	+160%

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

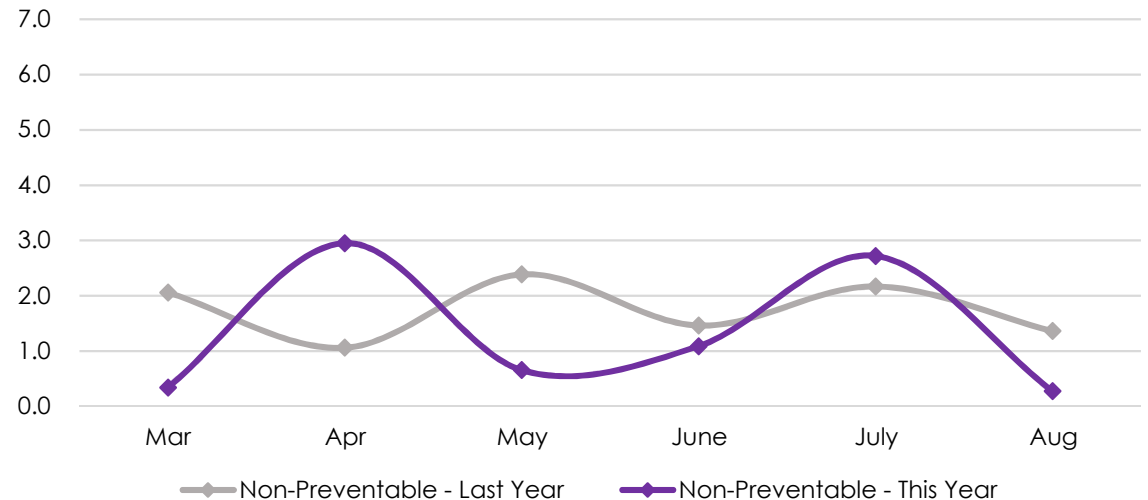


Year To Date – Fixed Route Accidents Per 100,000 Miles



DART Commission Agenda Packet - October 1, 2019

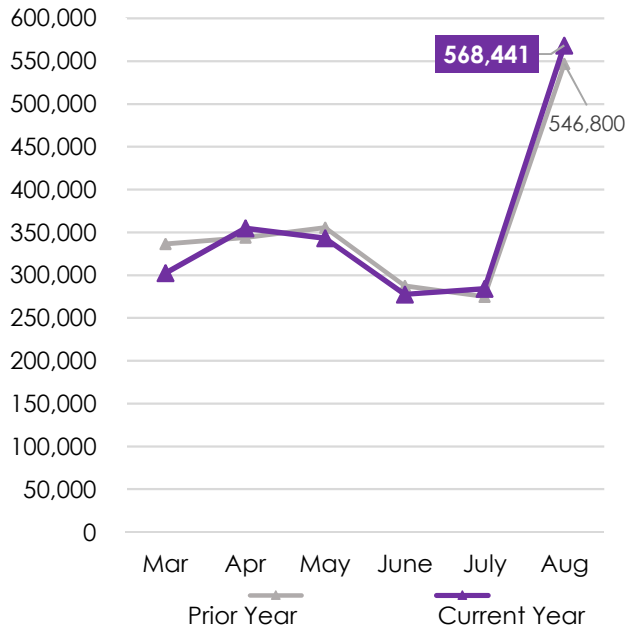
Non-Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



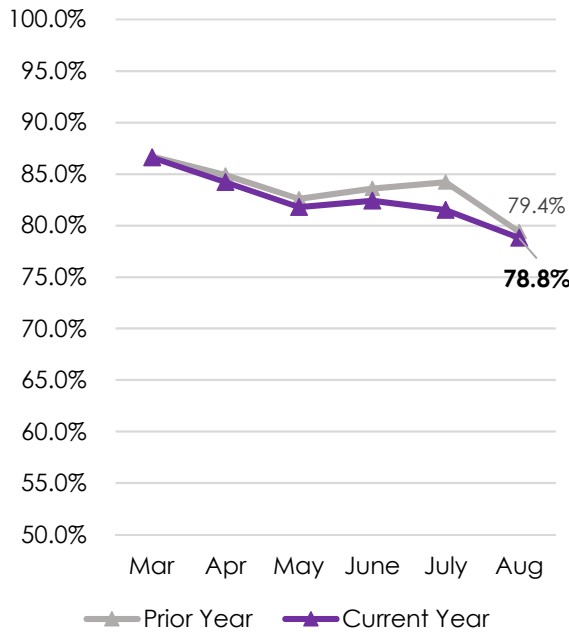


Fixed Route Performance – August 2019

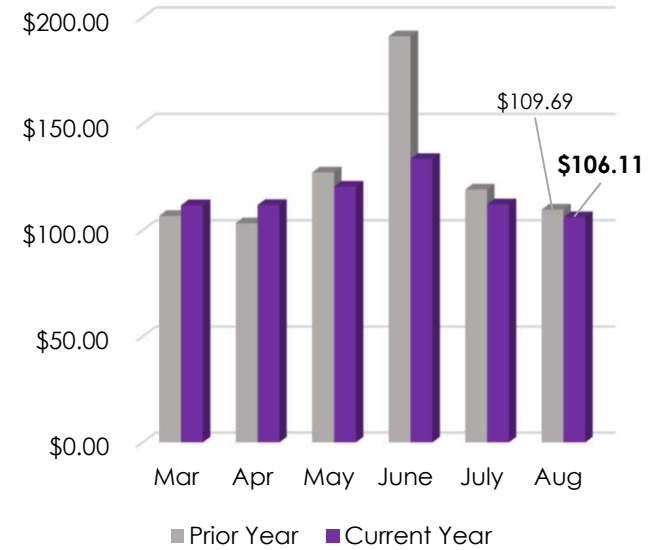
Total Ridership



On Time Performance



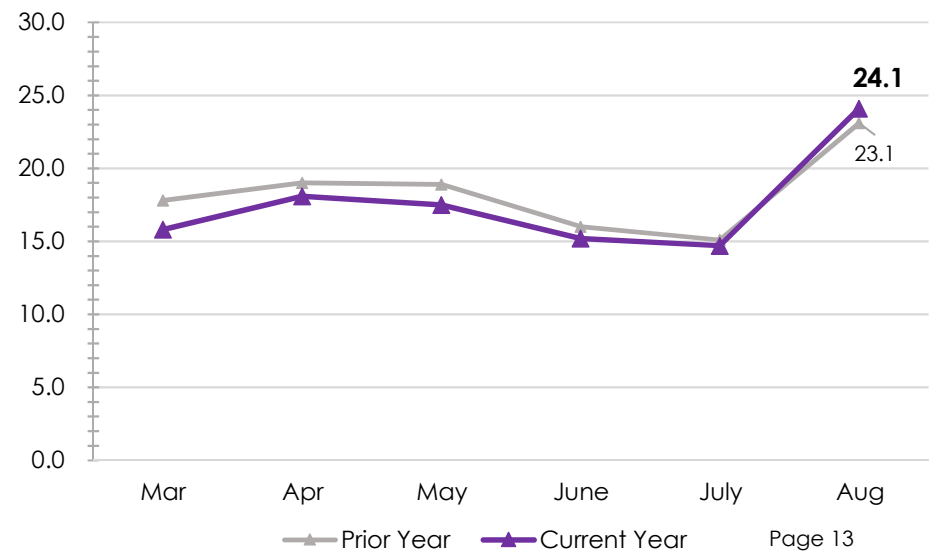
Operating Cost Per Revenue Hour



YTD Report – Fixed Route

Metrics	FY19	FY20	% Change
Customer Service			
On Time Performance	81.8%	80.2%	-1.96%
Complaints p/100K Cust.	13.51	10.67	-20.98%
Roadcalls p/100K Miles	15.84	15.23	-3.88%
Passengers Per Revenue Hour	19.6	19.8	0.95%
Financial			
Cost Per Revenue Hour	\$113.78	\$108.83	-4.35%
Ridership			
Fixed Route Ridership	821,711	852,529	3.75%

Passengers Per Revenue Hour

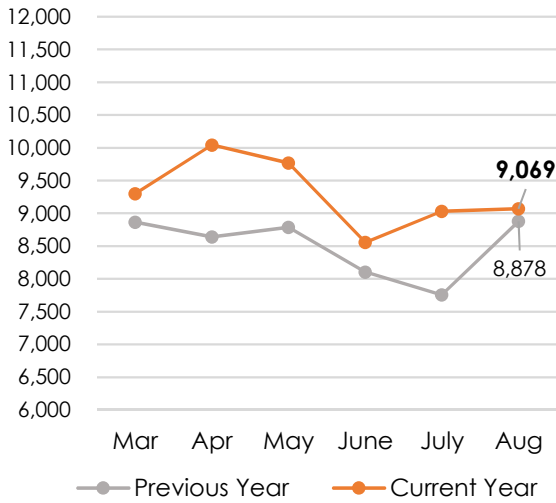




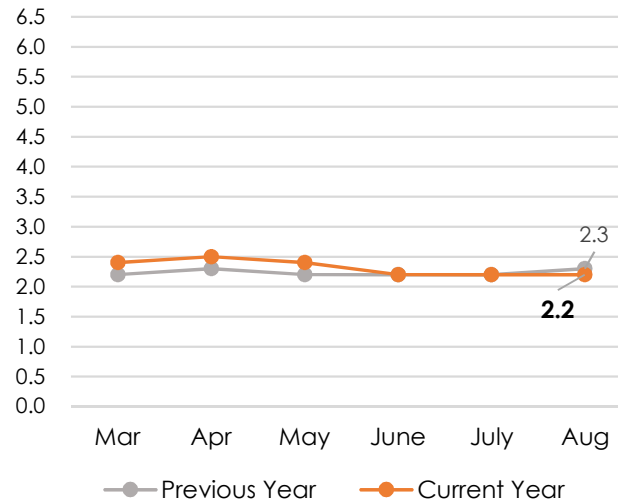
Paratransit & Rideshare Performance – August 2019

Paratransit

Total Ridership



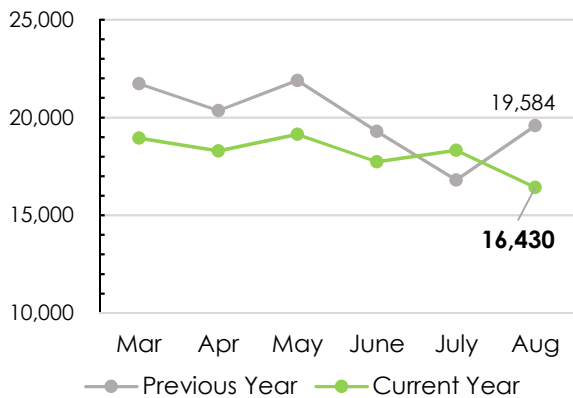
Passengers Per Revenue Hour



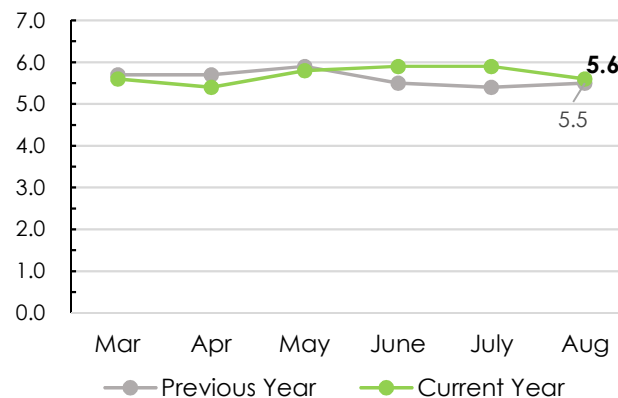
YTD Report	FY19	FY20	% Change
Customer Service			
On Time Performance	85.58%	89.76%	4.88%
Complaints p/100K Cust.	90.17	154.70	71.57%
Roadcalls p/100K Miles	3.64	1.31	-63.97%
Passengers Per Revenue Hour	2.2	2.2	-2.05%
Financial			
Operating Cost Per Run	\$370.60	\$351.16	-5.25%
Ridership			
Total Passengers	16,635	18,099	8.80%

Rideshare

Total Ridership



Passengers Per Revenue Hour



YTD Report	FY19	FY20	% Change
Customer Service			
Passengers Per Revenue Hour	5.5	5.8	5.69%
Financial			
Operating Cost Per Passenger	\$5.84	\$5.29	-9.42%
Ridership			
Total Passengers	36,390	34,754	-4.50%



Detailed Ridership Report – August 2019

	19-May	19-Jun	19-Jul	19-Aug	18-Aug	Aug % Change FY19	FY20 Aug YTD	FY19 Aug YTD	YTD % Change FY20
Fixed Route	343,386	277,602	284,088	568,441	546,800	3.96%	852,529	821,711	3.75%
1. Local									
#1 - Fairgrounds	15,879	11,307	11,956	269,646	247,801	8.82%	281,602	260,714	8.01%
#3 - University	32,287	32,505	33,149	35,121	31,299	12.21%	68,270	59,773	14.22%
#4 - E. 14th	17,182	17,671	16,460	16,047	16,757	-4.24%	32,507	32,347	0.49%
#5 - Franklin Ave/Johnston	10,283	7,000	7,737	8,744	8,918	-1.95%	16,481	18,049	-8.69%
#6 - Indianola	28,475	20,817	21,297	25,307	23,371	8.28%	46,604	43,356	7.49%
#7 - SW 9th St	36,712	26,458	25,442	30,802	29,764	3.49%	56,244	52,070	8.02%
#8 - Fleur Dr	3,630	1,497	1,603	2,359	3,057	-22.83%	3,962	4,965	-20.20%
#10 - East University	3,145	2,345	2,833	2,689	2,510	7.13%	5,522	4,984	10.79%
#11 - Ingersoll/Valley Junction	1,990	1,610	1,847	1,916	2,175	-11.91%	3,763	4,036	-6.76%
#13 - Evergreen	5,633	582	707	2,054	2,682	-23.42%	2,761	3,265	-15.44%
#14 - Beaver Ave	19,275	11,372	12,296	14,707	17,232	-14.65%	27,003	30,712	-12.08%
#15 - 6th Ave	25,630	17,438	16,544	20,710	21,640	-4.30%	37,254	38,461	-3.14%
#16 - Douglas Ave	33,045	28,832	28,716	31,684	32,571	-2.72%	60,400	62,398	-3.20%
#17 - Hubbell Ave/Altoona	23,636	21,660	20,757	21,150	25,184	-16.02%	41,907	49,035	-14.54%
#50 - Euclid	5,327	4,808	5,508	5,327	1,388	283.79%	10,835	1,388	680.62%
#52 - Valley West/Jordan Creek	12,296	12,808	12,787	12,807	13,063	-1.96%	25,594	25,807	-0.83%
#60 - Ingersoll/University	32,273	25,390	26,938	29,919	28,575	4.70%	56,857	55,649	2.17%
2. Shuttle									
Hy-Vee Shuttle	0	0	0	0	542	-100.00%	0	857	-100.00%
D-Line	14,912	13,704	16,850	15,345	15,251	0.62%	32,195	30,149	6.79%
Link Shuttle	1,376	913	861	1,104	334	230.54%	1,965	645	204.65%
3. Express									
#92 - Hickman	2,423	2,019	2,172	2,325	2,368	-1.82%	4,497	4,562	-1.42%
#93 - NW 86th	2,783	2,626	2,696	2,748	3,396	-19.08%	5,444	6,155	-11.55%
#94 - Westtown	692	797	997	1,031	1,066	-3.28%	2,028	2,005	1.15%
#95 - Vista	1,197	852	892	854	1,080	-20.93%	1,746	2,122	-17.72%
#96 - E.P. True	2,055	1,815	1,822	2,233	2,148	3.96%	4,055	4,062	-0.17%
#98 - Ankeny	5,526	5,260	5,227	5,889	6,426	-8.36%	11,116	12,387	-10.26%
#99 - Altoona	1,326	1,117	1,245	1,271	1,444	-11.98%	2,516	2,720	-7.50%
4. Flex									
#72 - West Des Moines/Clive	3,490	3,491	3,656	3,570	3,607	-1.03%	7,226	6,761	6.88%
#73 - Urbandale/Windsor Heights	170	149	197	216	112	92.86%	413	223	85.20%
#74 - NW Urbandale	538	519	587	620	748	-17.11%	1,207	1,483	-18.61%
5. On Call									
Deer Ridge	7	14	16	2	21	-90.48%	17	44	-61.36%
Ankeny	71	76	105	100	120	-16.67%	205	216	-5.09%
Johnston/Grimes	120	132	146	108	141	-23.40%	254	270	-5.93%
Regional	2	18	42	36	9	300.00%	78	41	90.24%
Paratransit	9,770	8,556	9,030	9,069	8,878	2.15%	18,099	16,635	8.80%
Medicaid	1,243	1,110	1,163	1,026	1,367	-24.95%	2,189	2,600	-15.81%
ADA BusPlus	4,994	4,488	4,614	4,853	4,316	12.44%	9,467	8,067	17.35%
Rideshare	19,141	17,734	18,324	16,430	19,584	-16.10%	34,754	36,390	-4.50%
Total Ridership	720,892	608,932	611,442	593,940	575,262	3.25%	905,382	874,736	3.50%



MONTHLY REPORT



10A: Operations Team Report

Staff Resources: *Fred Gilliam, Chief Operating Officer*

- Construction for the electric bus charging stations has started. We anticipate the construction will be complete by January 1, 2020.
- We conducted the pre-production meeting for the new electric buses as part of a site visit to Proterra. The first bus is expected to arrive at DART at the end of May 2020 with all of the buses being delivered by the end of June 2020.
- In preparation for the October 2019 service change, all operators, dispatchers, supervisors, mechanics and support staff will be training on the route changes and the adjusted service areas.



10B: External Affairs Team Report

Staff Resources: Amanda Wanke, Chief External Affairs Officer

Marketing and Communications – Erin Hockman, Marketing and Communications Manager

- **October service change** – New schedule brochures have been completed for all of the routes impacted by the October service change, which are available on our website at ridedart.com/2019. Staff are in the process of executing a rider communications plan to ensure all riders are aware of the many changes. This information will be shared with riders via email, website, social media, bus audio, hangtags on the buses and signage at DART Central Station. Additional marketing and outreach plans are in development for Routes 93, 72, 11 and the expanded Ankeny On Call service.
- **Flex Connect** – In addition to communications to existing Flex Route 73 riders, DART is planning a series of initiatives to raise awareness of its new Flex Connect service. This includes:
 - A how-to-ride training event will be held on Oct. 8 at Gloria Dei Lutheran Church
 - A ribbon cutting will be held with the Urbandale Chamber on Oct. 18 at 10:30 a.m.
- **New mover campaign** - A new direct mail campaign began in August, targeting new residents living in high-density areas within a 2.5 mile radius of downtown. This campaign is aimed at increasing awareness of DART services among non-riders and increasing MyDART app adoption rates. Every month a mailing will be sent to new residents who recently moved into the designated area. Each mailer includes a different promo code for individuals to access a free 31-day pass in the MyDART app. In the first month, 260 people have used the code.
- **READ to SUCCEED** – DART sponsored the United Way’s READ to SUCCEED event as part of the 2019 *Day of Action* on Sept. 10. As the sponsor, DART had the opportunity to provide information to 800 volunteers about how our services enrich lives, connect communities and expand opportunities for central Iowa residents. In addition, as a result of our sponsorship, 1,000 third grade students throughout central Iowa heard and took home a copy of the award-winning book, *Last Stop on Market Street*. A group of around 20 DART staff read with third graders at Monroe Elementary, nearly half of which had ridden DART.





Marketing Analytics Report

Metric	March 2019	Apr. 2019	May 2019	June 2019	July 2019	Aug. 2019	Aug. 2018	Year Prior
MyDART App Accounts	10,159	10,601	11,185	11,860	12,655	15,929	7,119	55.31%
Website Unique Visitors	24,141	26,806	29,681	38,115	38,745	32,904	59,932	-82.14%
Facebook Likes	3,662	3,834	3,947	4,078	4,216	4,245	3,490	17.79%
Twitter Followers	2,201	2,206	2,230	2,230	2,236	2,243	2,147	4.28%
Instagram Followers						1,206		
Email Subscribers	14,715	14,720	14,800	14,800	14,690	14,750	8,710	40.95%
Next DART Bus	169,534	149,736	157,967	175,433	207,145	243,074	235,599	3.08%
Real-time Map	38,128	29,977	30,074	21,532	19,400	28,555	51,364	-79.88%
Trip Plans	26,280	26,104	20,081	30,210	30,073	43,110	27,238	36.82%
SMS Text Messaging	232,591	251,269	269,340	239,536	138,611	154,160	116,088	24.70%
IVR	7,758	8,421	8,808	8,372	8,541	9,447	10,990	-16.33%

MyDART App Report

Metric	Feb. 2019	March 2019	April 2019	May 2019	June 2019	July 2019	Aug. 2019	TOTAL
Downloads	614	565	569	651	747	984	3,213	18,719
iOS	168	158	168	198	254	232	1,127	6,293
Android	446	407	401	453	493	752	2,086	12,426
Accounts Created	434	408	442	584	675	795	3,274	15,929
Orders Placed	2,451	2,923	3,162	3,275	5,504	3,613	7,216	59,244
Passes Purchased	3,026	3,828	5,058	7,013	6,852	4,429	12,960	87,320
Revenue	\$18,166	\$21,686	\$21,948	\$19,856	\$22,698	\$23,970	\$32,162	\$389,969

DART in the News

Date	Headline	Source	Medium	Reach	Sentiment	Strategic Priority
17-Sep-19	Channel 13 News at Four	WHO-DM (NBC)	Broadcast	22,024	Neutral	Customers / Public Awareness
13-Sep-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	13,711	Negative	Community
5-Sep-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	25,172	Neutral	Community
5-Sep-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	25,172	Neutral	Community
5-Sep-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	13,220	Neutral	Community
5-Sep-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	13,220	Neutral	Community
4-Sep-19	KCCI 8 News at Ten	KCCI-DM (CBS)	Broadcast	52,762	Neutral	Community
4-Sep-19	KCCI 8 News at Six	KCCI-DM (CBS)	Broadcast	53,935	Neutral	Community

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4-Sep-19	Channel 13 News at 6	WHO-DM (NBC)	Broadcast	41,075	Neutral	Community
4-Sep-19	KCCI 8 News at Five	KCCI-DM (CBS)	Broadcast	47,425	Neutral	Community
4-Sep-19	Channel 13 Live at 5	WHO-DM (NBC)	Broadcast	27,551	Neutral	Community
4-Sep-19	Channel 13 News at Four	WHO-DM (NBC)	Broadcast	16,760	Neutral	Community
28-Aug-19	KCCI 8 News at Six	KCCI-DM (CBS)	Broadcast	53,935	Positive	Community
28-Aug-19	Channel 13 News at 6	WHO-DM (NBC)	Broadcast	41,075	Positive	Community
28-Aug-19	Channel 13 News at 6	WHO-DM (NBC)	Broadcast	41,075	Positive	Community Customers / Public Awareness
20-Sep-19	15th Annual World Food and Music Festival Begins	WHOTV.com	Online	348,097	Positive	Community Customers / Public Awareness
17-Sep-19	New Housing, Retail Project Planned for Des Moines' Market District Area	WHOTV.com	Online	348,097	Neutral	Preparing for the future
16-Sep-19	Recent editorials published in Iowa newspapers	The Muscatine Journal	Online	32,787	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	SW Iowa News Source	Online	10,310	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	The Eagle	Online	123,899	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	WRAL.com	Online	2,189,325	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	The Argus-Press	Online	20,172	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	AP (Hosted)	Online	492,096	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	Daily lowegian	Online	13,287	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	Associated Press	Online	14,174,470	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	The Modesto Bee	Online	280,701	Neutral	Community
16-Sep-19	Recent editorials published in Iowa newspapers	Quad-City Times	Online	336,748	Neutral	Community Customers / Public Awareness
16-Sep-19	It's DART Week at the Des Moines Public Library	The Des Moines Register	Online	1,146,324	Positive	Community Customers / Public Awareness
13-Sep-19	The 2019 Iowa State Fair Was Record-Breaking	News Live TV	Online	7,164	Positive	Community Customers / Public Awareness

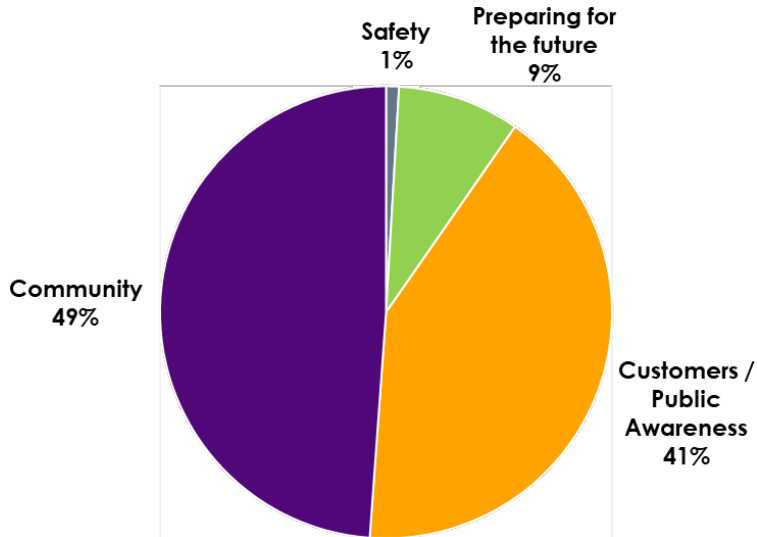
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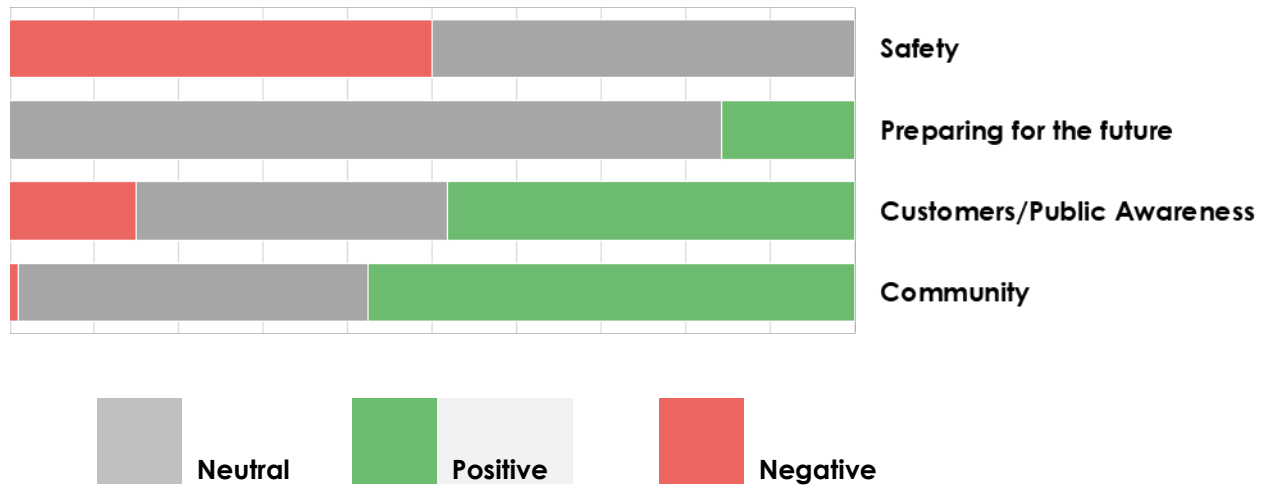
13-Sep-19	The 2019 Iowa State Fair Was Record-Breaking	DailyHeralds	Online	17,504	Positive	Customers / Public Awareness
13-Sep-19	The 2019 Iowa State Fair Was Record-Breaking	Centre Daily Times	Online	10,504	Positive	Customers / Public Awareness
13-Sep-19	Iowa State Fair marks record-breaking year in 2019	News Live TV	Online	7,164	Positive	Customers / Public Awareness
13-Sep-19	Iowa State Fair marks record-breaking year in 2019	DailyHeralds	Online	17,504	Positive	Customers / Public Awareness
13-Sep-19	Iowa State Fair marks record-breaking year in 2019	Centre Daily Times	Online	10,504	Positive	Customers / Public Awareness
13-Sep-19	Iowa State Fair marks record-breaking year in 2019	The Des Moines Register	Online	1,146,324	Positive	Customers / Public Awareness
12-Sep-19	Sidewalk construction causing restrictions for people with disabilities	KCCI Channel 8	Online	752,107	Neutral	Safety
12-Sep-19	Questions Iowans should ask before electric scooters zip into their towns	The Des Moines Register	Online	1,146,324	Neutral	Community
10-Sep-19	The Monument Walk - fundraiser to refurbish the Capitol Monuments	WHO Radio	Online	34,681	Positive	Customers / Public Awareness
6-Sep-19	Des Moines Public Library hosts monarch tagging programs	The Des Moines Register	Online	1,146,324	Positive	Customers / Public Awareness
5-Sep-19	Possibility of Electronic Scooters in Des Moines Being Explored	WHOTV.com	Online	348,097	Neutral	Community
5-Sep-19	Des Moines metro preparing for arrival of electric scooters	The Des Moines Register	Online	1,146,324	Neutral	Community
4-Sep-19	Electronic scooters possibly coming to Des Moines metro	KCCI Channel 8	Online	752,107	Neutral	Community

Total Reach 26,547,057

DART NEWS AND SOCIAL MEDIA COVERAGE BY TOPIC



DART NEWS AND SOCIAL MEDIA SENTIMENT BY TOPIC



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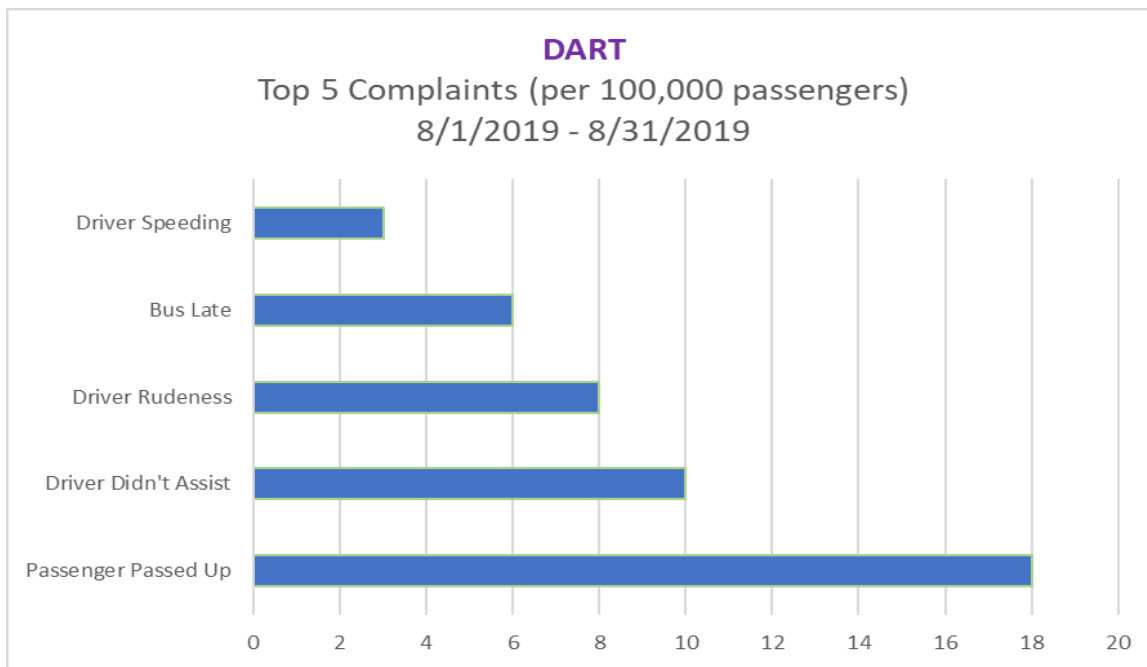
Customer Experience – Stephen Wright, Customer Experience Manager

Total Calls for August 2019

- Schedule Information – 6,063
- Paratransit – 3,772
- Spanish Line – 53
- Receptionist – 357
- RideShare – 131

Website Communication and Messages for August 2019

- Contact/Feedback Form = 30
- Iowa State Fair Questions = 59
- Voicemails = 96
 - Required response = 19 (14%)



Planning – Luis Montoya, Planning and Development Manager

- **Transit Optimization Study:** DART staff and the consultant team formally kicked off this project to explore how DART can best provide regional mobility services, including exploring alternative business models. The team met with the Planning Committee to share the study methodology and collect feedback.
- **October Service Change:** A major service change affecting many of DART's suburban routes will be implemented on October 13.
- **Flex Connect pilot:** The October service change will include the launch of a pilot program to have Uber and local taxi company Translowa provide mobility on-demand services to improve connections between a selected residential area and three popular DART bus stops.
- **Electric Scooter Sharing:** DART is working with the Greater Des Moines Partnership, Street Collective, MPO and City of Des Moines staff to consider whether e-scooters are a good fit

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for our region and if so, how best to design a system that fosters innovation while protecting public interests. DART staff participated in a discussion with the Des Moines City Council on September 23.

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

- **AARP Collaboration:** DART will partner with AARP Iowa to host a mobility lunch and learn for Central Iowa members on October 24. The event will feature a rider training opportunity on Local Route 60 that will educate AARP members on how to use DART as well as the impact of public transportation on aging in place.
- **Mobility Coordination Outreach:** DART's mobility coordination outreach is a collaboration with Polk County Division of Children, Family and Youth Services. Efforts include transportation resource coordination and public education through ongoing travel training and human services outreach as well as participation in transit stakeholder meetings and community engagement events.

FY2020 Mobility Coordination Training & Outreach Totals	Aug 2019	FY20 YTD
Education/Schools	41	55
General Public	0	10
Human Services	126	150
Re-Entry	76	211
Refugee	36	110
Senior	14	14
Total Participants	293	550
Total Organizations	15	26



MONTHLY REPORT



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

Upcoming Procurements:

Bus Inspection Services (Battery Electric Buses) – DART is soliciting proposals from qualified firms to provide bus inspection services for the upcoming battery electric bus order(s). The services will include but not be limited to the pre-award and post-delivery Buy America audits, safety certification inspections and audits, and manufacturing/specification compliance inspections. The services will require specialized experience in battery electric buses.

- Request for Proposals to be published in September 2019

Bus Inspection Services (Diesel and Gas Buses) – DART is soliciting proposals from qualified firms to provide bus inspection services for upcoming diesel and gas bus orders. The contract will cover DART's planned bus orders for the next five (5) years. The services will include but not be limited to the pre-award and post-delivery Buy America audits, safety certification inspections and audits, and manufacturing/specification compliance inspections.

- Request for Proposals to be published in September 2019

On Call Planning Consulting Services – DART is soliciting proposals from qualified firms to provide on demand planning services for the organization. The on demand services will be in support of DART's existing Planning and Development department. Services will include, but not be limited to short, mid-term and long range transit planning, technology planning and development, capital project planning, scheduling and run-cutting, survey work and analysis, compliance planning, service costing and modeling, service performance modeling, public outreach and participation services, paratransit/demand response service planning, and ridership modeling.

- Request for Proposals to be published in October 2019

Interior Painting (DART Central Station) – As part of periodic upkeep and preventive maintenance, DART is seeking quotes for a contractor to paint select interior spaces at DART Central Station. Work includes paint removal where necessary, surface preparation and repainting.

- Request for Quotes to be published in September 2019

Future Procurements:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Bus Inspections (Electric Bus) • Bus Inspections (Diesel/Gas) • Outdoor Signage Displays • Marketing Support Services • Heavy Duty Buses | <ul style="list-style-type: none"> • On Call Planning Consulting Services • Compensation Study • IT Consulting Services • Transit Technology Consulting Services |
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MONTHLY REPORT



10D: Chief Executive Officer

Staff Resource: *Elizabeth Presutti, Chief Executive Officer*

- **DART Executive Committee** - The DART Executive Committee met on Thursday, September 19, 2019. The discussion items presented during the meeting included:
 - Commission governance
 - West Des Moines Human Services Transportation
 - Central Iowa Transportation Analysis (Gap Analysis)
 - E-Scooter Update
 - CEO Review

The next DART Executive Committee meeting is scheduled for Friday, September 18, 2019 at 7:30 a.m.

- **Des Moines West Side Economic Bus Tour** –DART partnered with the Des Moines West Side Chamber of Commerce to assist with their Economic bus tour which took place on September 6, 2019. I had the opportunity to attend, along with Megan Grandgeorge, our Senior Marketing Specialist. Many leaders of the community attended the tour, and this was a great opportunity to showcase DART and share a few initiatives we are working on as an organization and we appreciate the West Side Chamber for allowing us to be part of the event.
- **IPTA Mid-West/SW Transit Conference** – I had the opportunity, with several other DART staff members to attend the IPTA Mid-West/SW Transit Conference which was held in Kansas City, September 11-13, 2019. This was an opportunity to learn about local transportation initiatives.



FUTURE DART COMMISSION ITEMS



FUTURE AGENDA ITEMS:

November 5, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • Heavy Bus Purchases • STBG Grant • IT On-Call Services 	<ul style="list-style-type: none"> • FY 2021 DART Budget Calendar • Quarterly Financial Update • Fare Collection System Update • Quarterly Safety Report • Quarterly Investment Report
December 3, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • Audited FY19 Financials 	<ul style="list-style-type: none"> • Property Tax Formula (Scott Raecker) • FY2021 DART Budget • Customer Experience Update
January 7, 2020 – 12:00 P.M. (Annual Meeting)	
Action Items	Information Items
<ul style="list-style-type: none"> • Winter Service Change • Labor Contract • Rideshare Van Donation 	<ul style="list-style-type: none"> • FY2021 DART Budget Development Update • Mobility Coordinator Quarterly Update

Other Future Agenda Items:

- Planning Consulting Services Contract
- DART Business Planning Update (quarterly)

Upcoming DART Meetings:

MEETING	DATE	TIME	LOCATION
DART Planning Committee	October 8, 2019	12:00 p.m.	DART Central Station
DART Executive Committee	October 18, 2019	7:30 a.m.	DART Central Station
DART Transit Riders Advisory Committee	November 6, 2019	12:00 p.m.	DART Central Station
Property Tax Formula Commission Workshop #1	December 13, 2019	8:45 a.m.	DART Central Station
Transit Optimization Study Commission Workshop	January 10, 2020	7:30 a.m.	DART Central Station
FY 2021 Budget Workshop	January 17, 2019	7:30 a.m.	DART Central Station
Property Tax Formula Commission Workshop #2	January 24, 2020	8:45 a.m.	DART Central Station
Property Tax Formula Commission Workshop #3	February 7, 2020	8:00 a.m.	DART Central Station



COMMISSIONER ITEM



12A: Nominating Committee Appointments
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Staff Resource: *Elizabeth Presutti, Chief Executive Officer*

Rules Relating to Nominating Committee Appointment:

- As stated in Article V, Section 2 of the 28E agreement (page 13), the Nominating Committee shall be appointed by the Chair at a regular Commission meeting held at least **three (3) months prior to the annual meeting in January.**
- As stated in Article III, Section 4 of the 28e agreement (page 10), the officers of the Commission shall be elected every year by and from the members of the Commission present at the annual meeting of the Commission for that year.
 - The Nominating Committee shall select and offer nominations for each office at the annual meeting. Nominations for the officer positions shall also be accepted from the representatives present at that annual meeting.
 - All nominees, including those offered by the Nominating Committee, must receive a second in order to be considered a candidate and voted on for said office.
- The officers of the Commission shall be the Chair, the Vice Chair and the Secretary/Treasurer, each of whom shall be elected each year by vote of the Commission at the annual meeting of the Commission for that year. Officers shall be elected for a one (1) year term, with a possible second term available. In no event shall a person hold one specific officer position for more than two (2) one-year terms. Although not required, it is anticipated that the Vice-Chair shall move into the position of the Chair, and the Secretary/Treasurer shall move into the position of Vice-Chair.

Nominating Committee Appointment and Proposed Schedule:

- The Nominating Committee shall meet and be prepared to make nominations at the December 2019 DART Commission meeting.



COMMISSIONER ITEM



12B: 2020 DART Commission Meeting Dates and Times

Staff Resource: *Vicky Barr, Executive Coordinator & Commission Clerk*

The proposed 2020 DART Commission Meeting dates and times are as follows:

- January 7, 2020 at 12:00 pm
- February 4, 2020 at 12:00 pm
- March 3, 2020 at 12:00 pm
- April 7, 2020 at 12:00 pm
- May 5, 2020 at 12:00 pm
- June 2, 2020 at 12:00 pm
- July 7, 2020 at 12:00 pm
- August 4, 2020 at 12:00 pm
- September 1, 2020 at 12:00 pm
- October 6, 2020 at 12:00 pm
- November 3, 2020 at 12:00 pm
- December 1, 2020 at 12:00 pm