



PUBLIC PARTICIPATION PLAN





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1 PURPOSE

The Des Moines Area Regional Transit Authority (DART) encourages timely public involvement and participation and strives to deliver information, services and programs that reflect community values and benefit all segments of the community. The Public Participation Plan (PPP) for DART was developed to ensure that all members of the public, including minorities and Limited English Proficient (LEP) populations, have meaningful opportunities to participate in the decision making process for DART.

DART's public outreach strategies are designed to provide the public with effective access to information about DART services and to provide a variety of efficient and convenient methods for receiving and considering public comment prior to implementing changes to services. DART also recognizes the importance of many types of stakeholders in the decision-making process, including other units of government, metropolitan area agencies, and community based organizations, major employers, passengers and the general public, including low-income, minority, LEP, and other traditionally underserved communities.



As a recipient of federal funding and, pursuant to Federal Transit Administration (FTA) Title VI regulatory guidance, DART should therefore seek out and consider the viewpoints of minority and low income populations, as well as individuals who do not speak English fluently "in the course of conducting public outreach and involvement activities." (FTA Circular 4702.1B) Additionally, the funding recipient should offer "early and continuous opportunities for the public to be involved in the identification of social, economic and environmental impacts of proposed transportation decisions at DART."

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

1.1 Regulations and Policies Relevant to DART's Public Participation Plan

DART functions under a wide variety of federal and state requirements. The list below provides an overview of the basic laws and regulations DART operates within.

- ▶ Federal Requirements:
 - ▷ Americans with Disabilities Act of 1990
 - ▷ Title VI of the Civil Rights Act of 1964
 - ▷ Executive Order 13166 -- Improving Access to Services for Persons with Limited English Proficiency
 - ▷ Executive Order 12898 -- Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations



- ▷ National Environmental Policy Act (NEPA)
- ▶ State of Iowa Requirements:
 - ▷ Open Public Meetings Act
 - ▷ Public Records Act

2 GOALS

The Public Participation Plan endeavors to promote meaningful opportunities for the public, including low income, minority, and limited English proficient populations, to be involved in the identification of potential impacts of proposed transportation decisions by DART.

Specific the specific goals of DART's public outreach efforts include:

- ▶ **Transparency** - The process should clearly identify and communicate where and how participants can have influence and direct impact on decision-making.
- ▶ **Participation** - DART customers and members of the public should have ample opportunity to participate in key decisions such as having multiple options for how they receive critical information and share feedback.
- ▶ **Accessibility** - Every effort is made to ensure that opportunities to participate are physically, geographically, temporally, and linguistically accessible.
- ▶ **Diversity of input** - Participants represent a range of socioeconomic, ethnic, and cultural perspectives, with representative participants including residents from low-income neighborhoods, ethnic communities and residents with limited English proficiency, and other traditionally underserved people.

3 PRINCIPLES

Public participation at DART is based on the following principles:

- ▶ **Proactive and Timely** – Participation methods should allow for early involvement and be ongoing and proactive so participants can influence decisions.
- ▶ **Tailored** – DART's public participation methods should be tailored to match local and cultural preferences as much as possible.
- ▶ **Authentic and Meaningful** – DART should support public participation as a dynamic and meaningful activity that requires teamwork and commitment at all levels of the organization.
- ▶ **Clarify in potential for influence** - DART should communicate to those giving input the factors weighing in the decisions, so they are clear on the potential for influence. In addition, staff should communicate the results of the public's input in terms of the impact on decisions at a broad summary level, providing the major themes, the decisions reached and rationale for the decisions.

The recommendations in the Public Participation plan reflect feedback from DART customers and the general public, as well as best practices in the field. Information on the preferences of DART customers and the general public was collected primarily through surveys conducted in the fall of 2018. DART staff analyzed the results of the survey based on self-reported demographic information to cater recommendations to the expressed preferences of minority and low-income respondents. DART also has close relationships with many human service



organizations that provide feedback on how DART can best communicate with the populations they serve.

4 PUBLIC INPUT POLICY

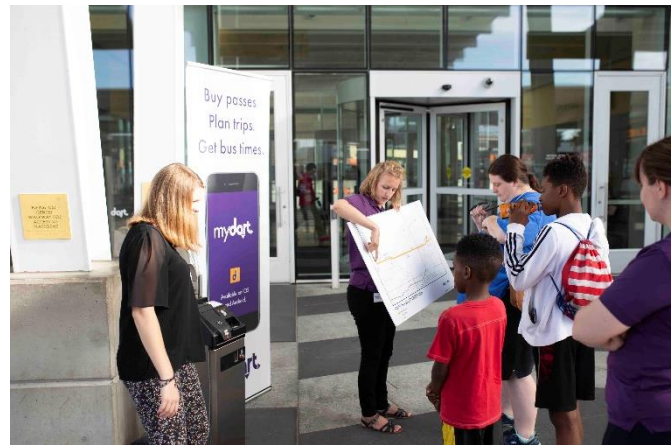
The methods described in the Public Participation Plan cover a range of ways in which DART engages with its customers and the general public. However, DART understands that decisions about budgets as well as changes to services or fares are of particular importance, and DART therefore has the following guidelines when considering such changes:

4.1 Major Service Changes and Fare Changes

DART will conduct public input on major service changes and fare changes. A major service change is defined as when 25 percent or more of a route's revenue hours or revenue miles is added or reduced, or when the total revenue hours for the system are expanded or reduced by 10 percent or more.

Major service changes and fare changes will meet the following public input requirements:

- ▶ Changes will be published for public review and comment no less than 60 days before the proposed changes.
- ▶ A minimum of one public meeting(s) will be held to gather comments within four weeks of the published notice.
- ▶ Public comment is always welcome at regularly scheduled DART Commission meetings.
- ▶ A notice of the final changes will be posted within 15 days of implementation.
- ▶ Notification methods may include on-board printed, digital, and audio announcements, posted notices at DART Central Station or affected bus stops, and various forms of electronic communication.
- ▶ The DART Commission must be given a verbal and/or written summary of public input and approval all significant changes.



In the event the DART Commission approves a comprehensive fare policy that approves multiple phases or implementations of fare or service adjustments over a period of time, DART reserves the right to modify this public comment process.

4.2 Budget and Tax Levy Changes

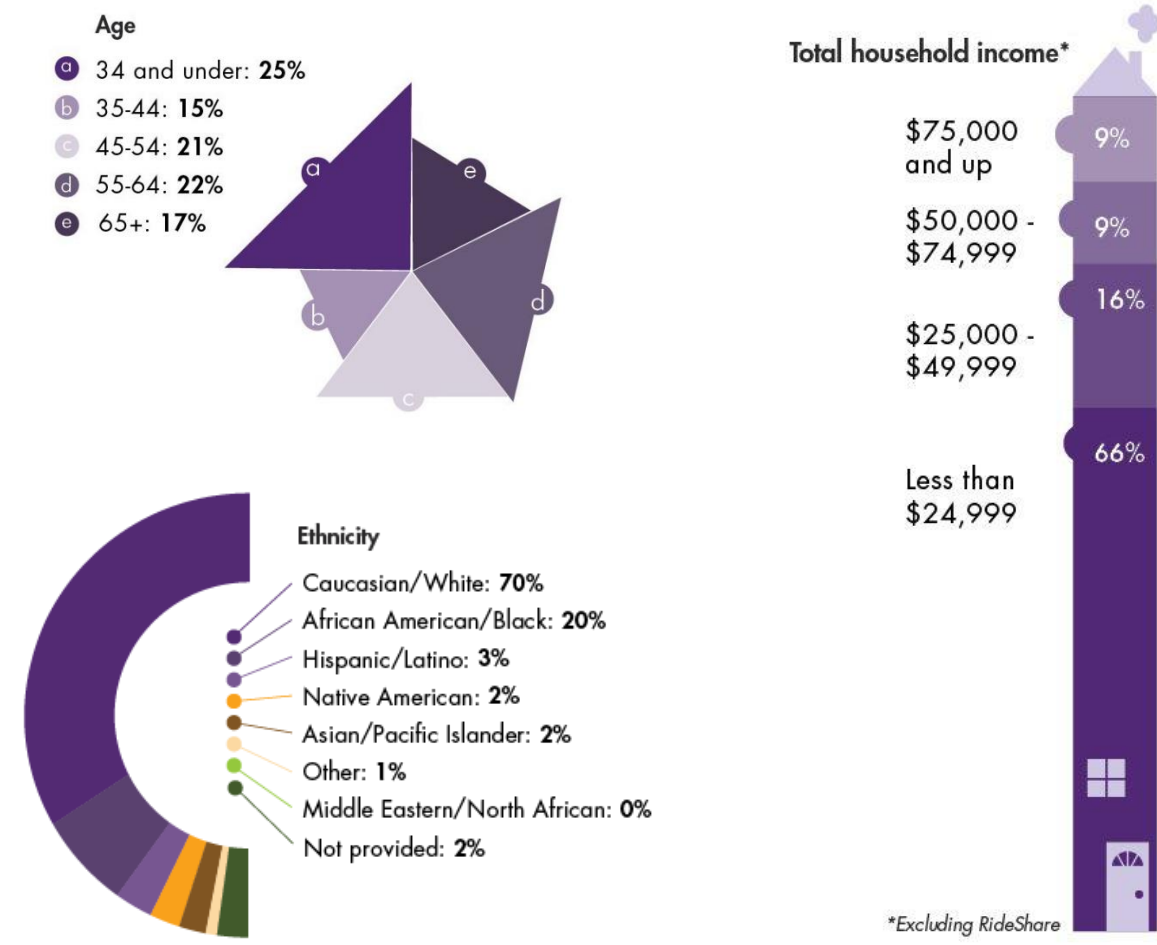
DART's annual budget and any associated tax levy changes will have a scheduled public hearing at a DART Commission Meeting. The public hearing will be advertised per Iowa Code, not more than 20 (twenty) days and not less than 10 (ten) days in advance.



5 CUSTOMER PREFERENCES

5.1 Customer Profile

DART understands the importance of tailoring communications and public participation techniques to the preferences of intended audiences. For most aspects of service planning and communication about DART's services, the primary audience is DART customers. In order to understand who DART's customers are, the following information was collected as part of a biannual customer satisfaction survey:



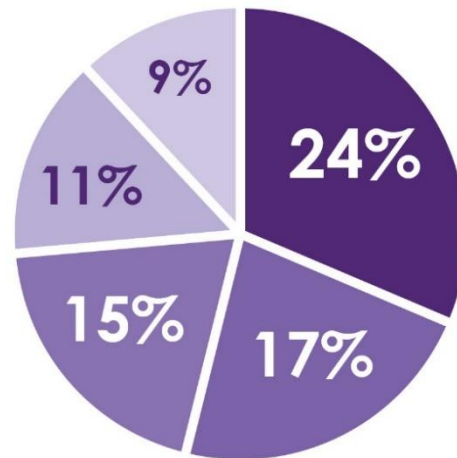
5.2 Preferred Customer Communication Techniques

In the fall of 2018 DART conducted a survey of its customers on all fixed routes to gauge various aspects of customer satisfaction and preferences. Among the questions asked were questions about how customers prefer to receive important updates from DART, how they prefer to share feedback with DART, as well as demographic information such as race and household income. The survey resulted in 769 unique responses, and a statistically significant sample size for the system as a whole and on each DART route.



The survey revealed the top five methods DART customers prefer to receive important service updates are:

- 9% = E-Mails from Dart
- 11% = Posters and Signs at Dart Central Station
- 15% = Bus Audio Announcements
- 17% = Printed on-board brochures ("hangtags"), printed in Spanish and English
- 24% = Dart Website (www.ridedart.com)

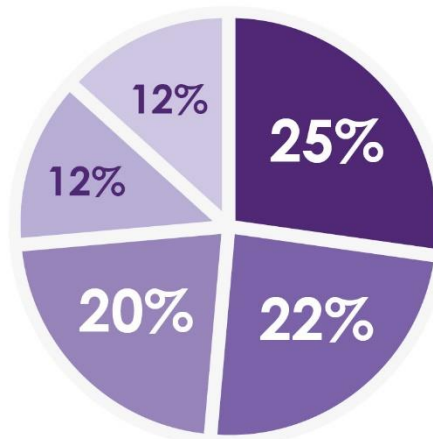


Other response options included bus shelter ads, interior/exterior bus ads, public meetings, Facebook, Twitter, Instagram, and member city communications, which collectively represented 24% of responses.

DART analyzed the responses from minority (39% of respondents) and low-income (52% of respondents), and found that the same top 5 methods for receiving information were preferred by these sub-groups of DART customers.

Additionally, the survey revealed the top five methods DART customers prefer to share feedback with DART are:

- 12% = Facebook
- 12% = E-mailing Dart
- 20% = Calling Customer Service
- 22% = Online Surveys
- 25% = Printed Surveys



Other response options included public meetings, Twitter and Instagram, which collectively represented 9% of responses.

DART analyzed the responses from minority (39% of respondents) and low-income (52% of respondents), and found that the same top 5 methods for sharing feedback with DART were preferred by these sub-groups of DART customers.



DART also analyzed the responses from separate surveys of paratransit and rideshare customers. While a much smaller proportion of DART's customers, tailoring communications about these programs to the formats preferred by established customers should improve participation rates.

- ▶ Paratransit customers have similar preferences for receiving information and sharing feedback as fixed-route customers (described above), with the exception that paratransit customer have a stronger preference for interpersonal forms of communication such as calling DART or attending a public meeting.
- ▶ Rideshare customers strongly prefer electronic forms of communication (email, website), as well as calling DART.



The customer preferences described above were used to guide the methods described in this public participation plan. Additionally, the tabular results of the surveys can be analyzed by bus route, member community and demographics in order to tailor communication with specific sub groups of customers as needed.

6 DIRECT COMMUNICATION METHODS

The Public Participation Plan identifies a menu of available methods for providing information to DART customers and the general public. While these communication methods are broadcast widely, they are important tools in reaching minority and LEP populations, who identified them as means by which they receive relevant information. These include:

- ▶ **DART's website*** – DART's website, www.ridedart.com, is one of the primary sources of information for DART riders. Several tools are available within the site to communicate changes in service as well as to notify the public of opportunities to participate in DART's decision-making process. These include "news items" that appear as short summaries on the home page and, when selected, can lead to longer news items, including meeting schedules and links to route maps, surveys, et cetera.
- ▶ **On-board newsletters or "hangtags"*** – These are printed materials with round cutouts (shaped like "Do Not Disturb" door hangers at hotels) that hang from the hang bars on buses. They are printed on both sides, with English on one side and Spanish on the other side. Their size can be increased with additional folding panels, depending on the amount of information. They are a highly visible and effective means of communicating directly with DART riders.



dart. RIDER NEWS

SERVICE CHANGES August 19, 2018

MAJOR SERVICE CHANGE SCHEDULED FOR AUGUST 19

This service change affects all DART routes. Significant changes include:

- New conversion route, Local Route 50 East/Ida
- Discontinue Local Routes
- Expand service on Local Routes
- Increased midday frequency on many local routes

Local Route 50: East/Douglas Centerway
DART's new conversion route will travel east and west along East and Douglas Avenues from E 42nd Street to Interstate 480 in Mason City Road.

Route 50 will not be operating west of Interstate 480. The area will see side transfer points for these areas: Local Routes:

- Local Route 1 – Grandview
- Local Route 2 – 14th Street
- Local Route 3 – East/Douglas/Ida
- Local Route 4 – Taylor Avenue
- Local Route 5 – 5th Avenue
- Local Route 6 – Douglas Avenue
- Local Route 7 – Medical Area/Albion

Earlier start times:
DART will begin its service day for several local routes one hour earlier to complete our goal to work by 6 a.m.

Because of this change, DART Central Station will open one hour earlier on weekdays. Your DART Customer Service window and printers will not change.

Increased midday frequency:
DART completed a comprehensive analysis of all local routes, and has identified several routes that will receive 20 minutes frequency during the peak and midday travel time. Because of this, midday frequencies will increase for the following local routes: Local Route 3 – University, Local Route 5 – 5th Avenue Ave., Local Route 7 – Medical Area/Albion, Local Route 10 – 9th Ave and Local Route 16 – Douglas Ave.

In addition to the routes listed above, Local Route 14 – River Hill and Local Route 17 – Valley Plaza/Jordan Creek Centerway will also see increased midday frequency.

Other changes:

- DART Ball Team:** 22 additional employees on several DART routes will be the new ball team for DART's outdoor ball field.
- Local Route 10 – East University:** After adjustments to the route for Route 10, these changes include:
 - The Midway changes: Midway is a route only from the Iowa State Central Campus and some local campus Avenue to meet the Midway to Iowa State for its "stop at Midway."
 - Increased Midway changes:** The route will increase from 15 to 20 minutes.
- Midway Change:** DART's new platform improvements for some local routes at DART Central Station.
- Schedule changes:** As a reminder, this service change will require schedule adjustments for all of DART's routes and services.

Because this is a major change to DART's service, all riders are expected to adjust to the changes. We will have our full schedule, including maps and schedules, available on our website. Information is also available from the DART Customer Service Window, which is located at DART Central Station, 620 Cherry Street, Des Moines. Printed schedules will be available from DART Customer Service on Wednesday, Aug 15.

Important Dates:

- Monday, Sept. 3, 2018:** DART will not have service on this day.
- Full 2018:** DART will roll out new schedules on all routes by 2018. Changes to bus routes are subject to change as DART's bus policy will go into effect. Major changes to DART's Customer Service routes will occur on the DART Customer Service.

If you have questions regarding this service change, please call DART Customer Service at 515-283-8100.

www.ridertart.com | 515-283-8100

dart. RIDER NEWS

CAMBIO DE HORARIO: ENTRA EN VIGOR EL 19 DE AGOSTO DE 2018

CAMBIO IMPORTANTE EN EL SERVICIO PROGRAMADO PARA EL 19 DE AGOSTO.

Este cambio en el servicio afecta a todas las rutas DART. Los cambios significativos incluyen:

- Nuevo servicio de conversión, Ruta Local 50 Este/Ida
- Discontinuar Rutas Locales
- Ampliar el servicio en Rutas Locales
- Aumentar la frecuencia de viajes en muchas rutas locales

Ruta Local 50 – Este/Douglas Centerway
El nuevo servicio de conversión de DART viajará hacia el este y hacia el oeste a lo largo de las avenidas East y Douglas desde E 42nd Street hasta la Intersección de la I-480 en Mason City Road.

Ruta Local 50 no estará operando al oeste de la Intersección de la I-480. El área verá puntos de transferencia lateral para estas áreas: Rutas Locales:

- Ruta Local 1 – Grandview
- Ruta Local 2 – 14th Street
- Ruta Local 3 – East/Douglas/Ida
- Ruta Local 4 – Taylor Avenue
- Ruta Local 5 – 5th Avenue
- Ruta Local 6 – Douglas Avenue
- Ruta Local 7 – Medical Area/Albion

Inicio más temprano:
DART comenzará su servicio diario para varias rutas locales una hora antes para completar nuestro objetivo de trabajar a las 6 a.m.

Debido a este cambio, DART Central Station abrirá una hora antes los días hábiles. Las ventanas de servicio al cliente y las impresoras de DART no cambiarán.

Aumento de la frecuencia de viajes:
DART completó un análisis exhaustivo de todas las rutas locales y ha identificado a 10 rutas que recibirán un aumento de 20 minutos de frecuencia durante los viajes de pico y de mediodía. Debido a esto, la frecuencia de viajes de mediodía aumentará para las siguientes rutas locales: Ruta Local 3 – University, Ruta Local 5 – 5th Avenue Ave., Ruta Local 7 – Medical Area/Albion, Ruta Local 10 – 9th Ave y Ruta Local 16 – Avenida Douglas.

Además de las rutas mencionadas anteriormente, las rutas locales 14 – Avenida Taylor y Ruta Local 17 – Valley Plaza/Jordan Creek Centerway también recibirán un aumento de frecuencia.

Fechas importantes:

- Lunes, 3 de septiembre, 2018:** DART no tendrá servicio en este día.
- Septiembre 2018:** DART implementará nuevos horarios en todas las rutas locales a lo largo de 2018. Los cambios a las rutas de autobuses están sujetos a cambios en función de la política de DART. Los cambios a las rutas de autobuses serán implementados en función de la política de DART. Los cambios a las rutas de autobuses serán implementados en función de la política de DART.

Si tiene alguna pregunta, llame al Servicio de atención al cliente de DART al 515-283-8100.

www.ridertart.com | 515-283-8100

- ▶ **On-board audio announcements*** – DART's Automatic Vehicle Location System has the capability of scheduling automatic audio announcements on DART buses. These announcements can be scheduled on all routes, or single routes, and can be triggered by location on route or on regularly timed intervals. Announcements can be recorded in both English and Spanish.
- ▶ **Emails to DART emails subscribers (customers)** – These electronic communications are sent out via DART's mass email subscription service. Customers can sign up on DART's website to receive emails from DART. Staff has the flexibility to target email communications to subgroups of DART ridership, such as those on a particular route. Staff can also elect to send an email to all email subscribers.
- ▶ **Emails to partners** – These electronic communications can be sent out directly from staff members' email accounts, as well as through DART's mass email program. Similar to mailers, these can include letters to key staff members at these locations, as well as additional posters or other materials for them to distribute.
- ▶ **Press releases** – Press releases are aimed at generating news coverage of DART events, changes, meetings, et cetera. They are distributed via email to DART's media contact list, as well as posted on the News and Media page of DART's website.
- ▶ **Community newsletters** – DART has several partners in the community that publish newsletters, including several member governments. DART can provide articles to these partners for publication in their newsletters.
- ▶ **Ads on buses and bus shelters** – Overhead advertisements can be posted inside DART's buses. Additionally, printed advertisements can be posted on the sides of DART's bus shelters.

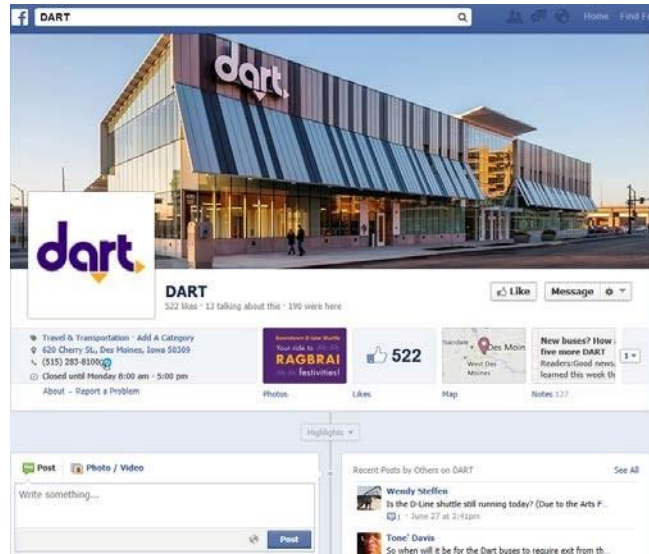


- ▶ **Posters at DART Central Station** – Printed posters can be posted around DART Central Station, including designated news bulletin areas within the waiting area and at the Customer Service Window.
- ▶ **Mailers to partners** – These printed materials can be distributed via mail to DART's partners. They can include letters to key staff at these locations, as well as additional posters or other materials for them to post around their offices.
- ▶ **Partners' websites** – Like community newsletters, DART's many community partners maintain websites that are frequented by the public. DART can provide information to these partners to be included on their websites.
- ▶ **Community calendars** – One feature that is common to many of DART's partners' websites is a calendar. DART can share the times and dates of key meetings or events with the partners for inclusion on these calendars.
- ▶ **Paid ads in local media** – DART can publish paid advertisements in the daily newspaper of record, The Des Moines Register, in community newsletters and on local broadcast channels.
- ▶ **Paid ads in non-English media*** – DART can publish paid advertisements in non-English newspapers, magazines and radio stations to reach a wider span of the population.
- ▶ **Public notices** – These are published in the daily newspaper of record, The Des Moines Register, and are also posted on DART's website.

The screenshot shows the DART website interface. At the top, there is a navigation bar with the DART logo, 'mydart' Tools, Routes, Fares, Services, How to Ride, and 'dart Forward 2035'. A search bar is also present. A prominent purple banner with the text 'SERVICE CHANGE' in large orange letters is the central focus. Above this banner, a small white box contains the text: 'DART service change: Jan. 13, 2019. DART is making changes to several of its routes and services on Sunday, Jan. 13, 2019. Click here to learn more.' Below the banner, the 'mydart' logo is visible, along with a 'Trip Planner' section containing input fields for 'FROM', 'TO', 'DATE' (set to 01/10/2019), and 'TIME' (set to 3:07 AM), with a 'GO' button. To the right, there is a 'View All' section with links for 'Rider Alerts', 'News', and 'Events'. Under 'NEWS', there are two items: 'NEWS DART service change: Sunday, Jan. 13, 2019' and 'NEWS DART evaluating service in Ankeny, Clive, Grimes, Urbandale and West Des Moines'. Under 'ALERT', there is an item: 'ALERT Detour: Route 14 - Effective: Thursday, November 8, 2018 until work is complete'. A small 'ALERT' item is partially visible at the bottom: 'ALERT Hickman Park & Ride to remain open for Express Route 92 riders'.



- ▶ **DART's Facebook page** – DART's Facebook page is used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in DART's decision-making process.
- ▶ **DART's Twitter feed** – DART's Twitter account allows staff to share newsworthy items with riders, including service changes and opportunities for the public to participate in DART's decision-making process.



* All communication methods are available for translation or interpretation upon request.

7 METHODS OF INVOLVING THE PUBLIC

DART employs a number of methods for involving the public in DART's decision-making process. Staff consider a number of factors when designing public outreach process, such as the magnitude of the proposed change or decision, what level of influence public opinion has over the decision, and who will be impacted by the decision. As cited above, DART customer surveys indicate that minority and low-income populations have similar preferences to DART riders as a whole.

DART's public involvement methods include:

- ▶ **Public Meetings** – A public meeting is a discussion between interested parties, often including riders. It is a question-and-answer format and an open discussion with a member of the DART staff to make sure comments stay focused on the proposed change and that everyone has a chance to ask questions. A public meeting is NOT required by federal regulations and comments do not go into the public record.
- ▶ **Public Hearings** - A public hearing is required by federal or state regulations where comments from the public go into the public record. A public hearing is governed by rules concerning who speaks when and for how long and is overseen by a DART official. A public hearing is NOT a question-and-answer format.
- ▶ **Grab-and-Go Events** – DART will staff informational tables at community events and at DART Central Station to share information about changes to service, new initiatives or community resources. These events allow DART to interact with a wide variety of community members for a shorter time span.
- ▶ **Surveys** – Surveys are a series of specific questions, often in multiple-choice format that can be distributed in print form as well as in digital form. The results from surveys can be quantified and analyzed, but are not as conducive to broader, more open-ended discussions.



- ▶ **Focus Groups** - At times, the complexity of a project, issues, or needed input may require engaging targeted audiences of stakeholders.
- ▶ **DART Commission Meetings** - The Board of Commissioners meets the first Tuesday of each month at 12:00 p.m. at DART Central Station, 920 Cherry Street, Des Moines, IA. These meetings are open to the public and include an opportunity for the public to comment on any item relating to transit.
- ▶ **Public Comment Cards** – Public comment cards open-ended questionnaires that can be distributed in printed form as well as in digital form. Comments from comment cards are valuable for open-ended discussions, although they are not as easy to quantify or analyze.
- ▶ **General Comments** – DART is always open to and accepting of public comments, regardless of whether they were given as part of an organized effort. Comments can be shared with DART by phone at 515-283-8100, by email at dart@ridedart.com, by mail at 620 Cherry Street, Des Moines, Iowa, 50309, or in person at DART Central Station.

7.1 Selection of meeting times and locations

The selection of meeting times and locations that are convenient for target audiences is crucial to providing meaningful opportunities for public participation. For example, announcements about meetings on service changes should be shared with the public by both on-board and digital means; they should be held not only in the early afternoon but also in the late afternoon or early evening; and they should be held at locations in downtown Des Moines as well as regional locations such as suburban and Des Moines branch libraries.

8 PUBLIC OUTREACH BETWEEN JUNE 2016 – MARCH 2019

DART's outreach for its long-range planning, major service changes and other changes impacting riders and the public included the following activities:

- ▶ Eleven public meetings were held Feb. 29 – March 2, 2016 to collect feedback on what service updates should be included in DART's long-range transportation plan, DART Forward 2035.
- ▶ Twelve public meetings were held Oct. 12 – Nov. 2, 2016, to collect public input on proposed updates to DART's long-range transportation plan, DART Forward 2035.
- ▶ One public meeting was held during a DART Board of Commissioners meeting on June 6, 2017 to collect input on structural changes to the DART Board of Commissioners.
- ▶ Two public meetings were held July 10-13, 2017 to collect feedback on recommendations on a service change that eliminated one Express Route and replaced service through an extension on a Local Route.





- ▶ Two public meetings were held Aug 22 and 28, 2017 to collect feedback on proposed changes to DART's fare policy.
- ▶ Two public meetings and five grab and go style public events were held April 16-23, 2018 to collect feedback on recommendations for a major service change in August 2018.
- ▶ Seven Grab and Go events were held at DART Central Station between June and October 2018 to inform riders on changes to DART's fare policy and the introduction of new fareboxes.
- ▶ Four public meetings and three grab and go events were held in several DART member communities between Dec. 8, 2018 and Jan. 14, 2019 to collect feedback on DART's services to inform DART's analysis of possible changes to service in those communities in the fall of 2019.
- ▶ Two public meetings were held at DART Central Station in February 2019 to share information and collect feedback on DART's Title VI Program Update, including Service Equity Policies, Service Standards, Public Participation Plan, and Language Assistance Plan.
- ▶ Public hearings were held on DART's budget process were held annually each March.

Attendance at public meetings typically averaged roughly 5-10 members of the public, while Grab and Go events resulted in dozens of interactions per event and surveys resulted in hundreds of responses. DART has found that paid promotion of public meetings on social media, as well as bus audio announcements have led to higher turnout at outreach events. DART also found that having technical staff available at outreach events in addition to customer service and communications staff can allow for more detailed conversations with customers and members of the public.

9 TRANSLATION AND INTERPRETIVE SERVICES

DART's program for providing translation and interpretive services is critical to the success of the Public Participation Plan in reaching minority and LEP populations. The program provides translation and interpretive services upon request at the customer service window, over the phone, at all public meetings, and for important documents.

For example, DART contracts with a firm called CTS Language Link to provide interpretation services in over 240 languages to customers upon request. These services can be accessed by phone or at the customer service window at DART Central Station.

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

More details about DART's strategy and resources to ensure that language is not a barrier for people to take full advantage of DART's services can be found in DART's Language Assistance Plan.



10 DART PARTNERS

DART utilizes a network of local partners to enhance its reach within the community.

- ▶ DART can “amplify” its messages by routing them through partners’ communication networks, thereby reaching more of the minority and LEP populations. These messages include:
 - ▷ Valuable information about DART’s services
 - ▷ Opportunities to participate in DART’s decision-making process
- ▶ DART can consult with these partners’ staff and clients on:
 - ▷ Transportation needs
 - ▷ Solutions to potential or real issues

DART counts more than 200 organizations, businesses and other government agencies among its list of partners. These organizations span the following categories (*a complete list of partners can be found in Appendix A*):

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

In particular, these DART partners provide valuable avenues for reaching minority and LEP populations.

11 EQUITY CONSIDERATIONS

DART recognizes that minority and low-income populations have historically been systematically excluded from participating in public decision-making. Due to persistent societal and cultural influences, it can be difficult to ensure diverse public participation in DART’s decision-making, despite the concerted efforts described in this plan. DART therefore recognizes the need to think carefully about how to design inclusive outreach processes, and to build in key steps to consider whether a public participation process and its outcomes are achieving the intended results.



DART staff will utilize the following considerations developed as part of the Capital Crossroads program, a collaborative vision for improving Central Iowa, to evaluate the racial equity implications of key decisions:

- ▶ Have a variety of ethnic communities/people of color been informed, meaningfully involved and authentically represented in this process/decisions?
 - ▷ How has this been done?
 - ▷ How has the feedback been considered, incorporated and lifted-up?
 - ▷ What challenges have we faced in hearing that voice?
- ▶ Is there a group that benefits more than another because of this process/decision?
- ▶ What could be one unintended consequence of this process/decision for ethnic communities/communities of color?
- ▶ What action will be implemented to advance equity in this process/decision?

12 OUTCOMES

The outcomes of public participation will be reported in an open and transparent manner. The expectation is that, once community members have participated in a process, DART owes it to them to say how their participation influenced the outcome. DART should be able to demonstrate that it explored the suggestions and recommendations of the public and taken that into consideration as part of the process.

13 CONCLUSION

This Public Participation Plan must, first and foremost, be accountable to the public. The strategic approach, goals, and guiding principles DART has established are intended to foster public participation by providing early, continuous, and meaningful public engagement processes for its stakeholders regardless of race, color, or national origin, including populations and individuals who may be underserved because of limited English proficiency (LEP), minority or socioeconomic status, or disability. The methods and techniques employed by DART help increase public participation rates, particularly among those individuals and populations that are often overlooked or underrepresented.



While the methods and techniques used during the public participation process may vary according to each circumstance, DART will make every effort to achieve the standards it has set and to design public outreach efforts with the goal of most effectively reaching out to the diverse populations throughout DART's service area. As a living document, the Plan may evolve according to the demographic makeup of DART's communities and their unique needs, as well as DART's evaluation of its public participation effectiveness.



APPENDIX A

LIST OF DART COMMUNITY PARTNERS



APPENDIX A: LIST OF DART COMMUNITY PARTNERS

- ▶ AARP IOWA
- ▶ ACHIEVING MAXIMUM POTENTIAL
- ▶ AGING ADVOCATES
- ▶ AGING RESOURCES OF CENTRAL IOWA
- ▶ ALLIANCE TECHNOLOGIES
- ▶ AMERICAN CANCER SOCIETY
- ▶ AMERICAN RED CROSS
- ▶ AMERIGROUP
- ▶ ANAWIM HOUSING
- ▶ ANKENY COMMUNITY SCHOOLS
- ▶ BANKERS TRUST
- ▶ BEACON OF LIFE
- ▶ BETHEL MISSION
- ▶ BIDWELL RIVERSIDE CENTER
- ▶ BOYS & GIRLS CLUB OF CENTRAL IOWA
- ▶ BRAVO GREATER DES MOINES
- ▶ BRIDGES OF IOWA
- ▶ BROADLAWNS MEDICAL CENTER
- ▶ CANDEO
- ▶ CASH SAVER
- ▶ CATHOLIC CHARITIES REFUGEE RESETTLEMENT
- ▶ CENTRAL IOWA CENTER FOR INDEPENDENT LIVING
- ▶ CENTRAL IOWA SHELTER AND SERVICES
- ▶ CENTRAL IOWA WORKS
- ▶ CENTRAL SENIOR CENTER
- ▶ CHI LIVING COMMUNITIES
- ▶ CHILDREN & FAMILIES OF IOWA
- ▶ CHILDSERVE
- ▶ CITIZENS FOR COMMUNITY IMPROVEMENT
- ▶ CITY OF ALTOONA
- ▶ CITY OF ANKENY
- ▶ CITY OF BONDURANT
- ▶ CITY OF CLIVE
- ▶ CITY OF DES MOINES
- ▶ CITY OF DES MOINES HOUSING
- ▶ CITY OF GRIMES
- ▶ CITY OF JOHNSTON
- ▶ CITY OF PLEASANT HILL
- ▶ CITY OF URBANDALE
- ▶ CITY OF WEST DES MOINES
- ▶ CITY OF WINDSOR HEIGHTS
- ▶ CLIVE SUITES & CONFERENCE CENTER
- ▶ COGNIZANT TECHNOLOGY SOLUTIONS
- ▶ COMMUNITY FOUNDATION OF GREATER DES MOINES
- ▶ COMMUNITY HOME SERVICES
- ▶ COMMUNITY SUPPORT ADVOCATES
- ▶ COMMUNITY YOUTH CONCEPTS
- ▶ CONLIN PROPERTIES
- ▶ CORINTHIAN GARDENS
- ▶ CREATIVE VISIONS
- ▶ CREST SERVICES
- ▶ DAVIS BROWN LAW FIRM
- ▶ DEAF ACTION CENTER
- ▶ DEEZEE MANUFACTURING
- ▶ DENTAL CONNECTIONS
- ▶ DES MOINES AREA COMMUNITY COLLEGE
- ▶ DES MOINES AREA METROPOLITAN PLANNING ORGANIZATION
- ▶ DES MOINES AREA RELIGIOUS COUNCIL
- ▶ DES MOINES CIVIL AND HUMAN RIGHTS COMMISSION
- ▶ DES MOINES PERFORMING ARTS
- ▶ DES MOINES PUBLIC LIBRARY
- ▶ DES MOINES PUBLIC SCHOOLS
- ▶ DES MOINES REGISTER
- ▶ DES MOINES STREET COLLECTIVE
- ▶ DES MOINES UNIVERSITY
- ▶ DISABILITY RIGHTS IOWA
- ▶ DOWLING CATHOLIC HIGH SCHOOL
- ▶ DRAKE UNIVERSITY
- ▶ EASTERSEALS IOWA
- ▶ EMBARC
- ▶ EMC INSURANCE
- ▶ EMPLOYEE & FAMILY RESOURCES
- ▶ EPILEPSY FOUNDATION OF IOWA



- ▶ EVELYN K. DAVIS CENTER FOR WORKING FAMILIES
- ▶ EVERystep
- ▶ EYERLY BALL
- ▶ E-Z MONEY CHECK CASHING
- ▶ FOOD BANK OF IOWA
- ▶ FORT DES MOINES CORRECTIONAL FACILITY
- ▶ FRESH START WOMEN'S CENTER
- ▶ GOODWILL INDUSTRIES OF CENTRAL IOWA
- ▶ GRANDVIEW COLLEGE
- ▶ GREATER DES MOINES CONVENTION AND VISITORS BUREAU
- ▶ GREATER DES MOINES PARTNERSHIP
- ▶ GREATER DES MOINES PUBLIC ART FOUNDATION
- ▶ GRIMES SENIOR CENTER
- ▶ GRUBB YMCA
- ▶ HAWTHORNE HILL
- ▶ HAYMARKET MALL
- ▶ HEART OF IOWA REGIONAL TRANSPORTATION AGENCY (HIRTA)
- ▶ HOMES OF OAKRIDGE NEIGHBORHOOD
- ▶ HORIZONS: A FAMILY SERVICE ALLIANCE
- ▶ HOUSE OF MERCY
- ▶ HY-VEE
- ▶ IMMANUEL PATHWAYS
- ▶ IMPACT COMMUNITY ACTION AGENCY
- ▶ INTERNATIONAL CENTER
- ▶ IOWA ASIAN ALLIANCE
- ▶ IOWA BUREAU OF REFUGEE SERVICES
- ▶ IOWA COUNCIL OF THE UNITED BLIND
- ▶ IOWA DEPARTMENT OF CORRECTIONS
- ▶ IOWA DEPARTMENT OF HUMAN SERVICES
- ▶ IOWA DEPARTMENT OF HUMAN SERVICES
- ▶ IOWA DEPARTMENT OF PUBLIC DEFENSE
- ▶ IOWA DEPARTMENT OF PUBLIC HEALTH
- ▶ IOWA DEPARTMENT OF THE BLIND
- ▶ IOWA DEPARTMENT OF TRANSPORTATION
- ▶ IOWA ENVIRONMENTAL COUNCIL
- ▶ IOWA FINANCE AUTHORITY
- ▶ IOWA HOMELESS YOUTH CENTER
- ▶ IOWA JUSTICE FOR OUR NEIGHBORS
- ▶ IOWA LEGAL AID
- ▶ IOWA LUTHERAN HOSPITAL
- ▶ IOWA MEDICAID ENTERPRISE
- ▶ IOWA METHODIST MEDICAL CENTER
- ▶ IOWA OFFICE OF OMBUDSMAN
- ▶ IOWA VOCATIONAL REHABILITATION SERVICES
- ▶ IOWA WORKFORCE DEVELOPMENT
- ▶ JOHNSTON COMMUNITY SCHOOL DISTRICT
- ▶ JOPPA OUTREACH
- ▶ JORDAN CREEK TOWN CENTER
- ▶ KATECHO
- ▶ LATINO RESOURCE CENTER
- ▶ LIFESERVE BLOOD CENTER OF IOWA
- ▶ LIGUTTI TOWER
- ▶ LINK ASSOCIATES
- ▶ LUTHER PARK
- ▶ LUTHERAN SERVICES OF IOWA
- ▶ LUTHERAN SERVICES OF IOWA - REFUGEE SERVICES
- ▶ MAINSTREAM LIVING
- ▶ MARSH
- ▶ MERCY MEDICAL CENTER
- ▶ MEREDITH CORPORATION
- ▶ MERLE HAY MALL
- ▶ MID-AMERICAN ENERGY
- ▶ MONSOON ASIAN & PACIFIC ISLANDERS IN SOLIDARITY
- ▶ MOSIAC IN CENTRAL IOWA
- ▶ NATIONWIDE
- ▶ NEWBURY LIVING
- ▶ OAKRIDGE NEIGHBORHOODS
- ▶ OFFICE OF ASIAN AND PACIFIC ISLANDERS AFFAIRS
- ▶ ONE IOWA
- ▶ OPTIMAE LIFE SERVICES
- ▶ ORCHARD PLACE
- ▶ PACE
- ▶ PASSAGEWAYS
- ▶ PENELOPE 38
- ▶ PIONEER INTERNATIONAL
- ▶ PLANNED PARENTHOOD OF THE HEARTLAND



- ▶ PLYMOUTH PLACE
- ▶ POLK COUNTY
- ▶ POLK COUNTY ADULT SERVICES
- ▶ POLK COUNTY COMMUNITY, FAMILY AND YOUTH SERVICES
- ▶ POLK COUNTY CRISIS AND ADVOCACY SERVICES
- ▶ POLK COUNTY DECATAGORIZATION
- ▶ POLK COUNTY EMERGENCY MANAGEMENT
- ▶ POLK COUNTY FAMILY ENRICHMENT
- ▶ POLK COUNTY HEALTH SERVICES
- ▶ POLK COUNTY JAIL
- ▶ POLK COUNTY SENIOR COMMUNITY CENTER
- ▶ POLK COUNTY SUPPLEMENTAL FOODS
- ▶ PRELUDE BEHAVIORAL HEALTH
- ▶ PRICE CHOPPER
- ▶ PRIMARY HEALTH CARE
- ▶ PRINCIPAL
- ▶ PROGRESS INDUSTRIES
- ▶ REFUGEE ALLIANCE OF CENTRAL IOWA
- ▶ RUAN TRANSPORTATION
- ▶ SALVATION ARMY
- ▶ SAVATION ARMY ADULT REHAB. CENTER
- ▶ SCAVO CAMPUS
- ▶ SCIENCE CENTER OF IOWA
- ▶ SE POLK COMMUNITY SCHOOLS
- ▶ SOCIAL SECURITY ADMINISTRATION
- ▶ SOUTHEAST COMMUNITY SERVICES
- ▶ SOUTHRIDGE MALL
- ▶ SQUARE ONE ASSESSMENTS LLC
- ▶ ST VINCENT DE PAUL
- ▶ ST. JOSEPH EMERGENCY SHELTER
- ▶ ST. MARY'S FAMILY CENTER
- ▶ STATE OF IOWA
- ▶ THE HOPE CENTER
- ▶ THE PROJECT OF PRIMARY HEALTHCARE
- ▶ THE ROSE OF DES MOINES
- ▶ TRANSIOWA CAB COMPANY
- ▶ U.S. COMMITTEE FOR REFUGEES AND IMMIGRANTS
- ▶ U.S. DEPARTMENT OF VETERANS AFFAIRS
- ▶ UNITED COMMUNITY SERVICES INC.
- ▶ UNITED HEALTHCARE
- ▶ UNITED WAY OF CENTRAL IOWA
- ▶ UNITY POINT
- ▶ URBAN DREAMS
- ▶ URBANDALE CHAMBER OF COMMERCE
- ▶ URBANDALE COMMUNITY ACTION NETWORK
- ▶ URBANDALE COMMUNITY SCHOOLS
- ▶ URBANDALE FOOD PANTRY
- ▶ VALLEY VIEW VILLAGE
- ▶ VALLEY WEST MALL
- ▶ VINTAGE HILLS RETIREMENT COMMUNITY
- ▶ VOYA FINANCIAL
- ▶ WALMART
- ▶ WELLMARK
- ▶ WESLEY ACRES COMMUNITY SERVICES
- ▶ WEST DES MOINES COMMUNITY SCHOOLS
- ▶ WEST DES MOINES HUMAN SERVICES
- ▶ WEST DES MOINES PUBLIC LIBRARY
- ▶ YMCA SUPPORTIVE HOUSING
- ▶ YOUNG WOMENS RESOURCE CENTER
- ▶ YOUTH EMERGENCY SHELTER