





## DISCUSSION ITEM



**7A: DART Commission Property Tax Formula Initiative**

**Staff Resource: Elizabeth Presutti, Chief Executive Officer**

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- Scott Raecker from the Robert D. and Billie Ray Center at Drake University will present the findings from the recent Stakeholder Interviews conducted as part of the DART Commission Property Tax Formula Initiative.



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES  
620 CHERRY STREET – DES MOINES, IOWA 50309  
NOVEMBER 5, 2019**



**ROLL CALL**

**Commissioners/Alternates Present and Voting:**

Vern Willey, Gary Lorenz, Doug Elrod, Josh Mandelbaum, Jeremy Hamp, Paula Dierenfeld (departed at 12:34 pm), Ross Grooters, Angela Connolly, Tom Gayman and Russ Trimble (arrived 12:05pm)

**Commissioners Absent:**

Michael McCoy, Frank Cownie, Sara Kurovski and Zach Bales-Henry

**CALL TO ORDER**

Tom Gayman, Chair called the meeting to order at 12.01p.m. 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 Vern Willey and seconded by Ross Grooters to approve the November 5, 2019 agenda. The motion carried unanimously.

**PUBLIC COMMENT**

Ms. Hall, DART rider shared some current observations she had from riding DART the last month. DART staff will follow up with Ms. Hall appropriately.

**CONSENT ITEMS**

6A – Commission Meeting Minutes – October 1, 2019

6B – 2024 Surface Transportation Block Grant (STBG)

6C – September 2019 Financials

6D – Quarterly Investment Report

It was moved by Ross Grooters and seconded by Russ Trimble to approve the consent items as presented. The motion carried unanimously.



**ACTION ITEMS**

7A – 2020 Legislative Priorities

Amanda Wanke, Chief External Affairs Officer presented the recommended DART 2020 State Legislative Agenda. The legislative agenda includes the following priorities: Exploring potential other funding solutions and funding diversification, seeking remedies to fix the current Medicaid challenges DART is facing and maintaining the property tax backfill.

It was moved by Angela Connolly and seconded by Josh Mandelbaum to approve the 2020 State Legislative Priorities as presented. The motion carried unanimously.

7B – IT On-Call Services

Mike Tiedens, Procurement Manager shared that DART is seeking partners to provide high quality Information Technology and other related support and consulting services to DART. The procurement process, pricing breakdown and pricing summary were outlined and upon the evaluation criteria identified in the RFP, DART identified three firms as scoring the highest and having the best value to DART. The contract term will be three years with two individual one year options.

It was moved by Russ Trimble and seconded by Ross Grooters to approve the contracts with RSM, SWC and IP Pathways to provide On Call IT Services for the Not to Exceed Amount of \$1,250,000. The motion carried unanimously.

**DISCUSSION ITEMS**

8A – FY2021 DART Budget Calendar

Jamie Schug, Chief Financial Officer provided an update regarding DART's upcoming FY2021 Budget Process.

8B – Fare Collection System Update

Jamie Schug, Chief Financial Officer and Erin Hockman, Marketing Manager reviewed the status of the goals for the Fare Collection System update that was completed in fall 2018 with the installation of new fareboxes on DART buses.

8C – October Service Change Update

Luis Montoya, Planning and Development Manager, provided an update regarding the implementation of service changes in October, including customer feedback.

8D – Quarterly Financial Update

Amber Dakan, Finance Manager provided a presentation on the Quarter 1, FY20 Financials in comparison to Quarter 1, FY19.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – NOVEMBER 5, 2019**



8E – Quarterly Safety Report

Pat Daly, Safety Manager, provided a safety report on the 1<sup>st</sup> quarter of FY2020.

8F - Performance Report – September 2019

Elizabeth Presutti, CEO shared that ridership was down by 3% for the month of September. October numbers are on a par with last year.

**MONTHLY REPORTS**

9A – Operations

No Update

9B – External Affairs

Amanda Wanke, Chief External Affairs Officer updated the Commission on DART's initiative with Raygun and the upcoming Transit Future Workgroup Meeting where there will be a presentation by representatives from the Grand Rapids, Michigan chamber and transit system.

10C – Procurement

No Update

10D – Chief Executive Officer

Elizabeth Presutti advised the Commission of the recent article about DART in the latest edition of the Business Record.

**FUTURE AGENDA ITEMS**

None

**COMMISSIONER ITEMS**

None

**CLOSED SESSION**

It was moved by Russ Trimble and seconded by Josh Mandelbaum that the Commission adjourn the regular session and reconvene in closed session.

Roll Call: Willey - Yea, Lorenz - Yea, Elrod – Yea, Mandelbaum - Yea, Hamp - Yea, Grooters - Yea, Connolly - Yea, Gayman - Yea and Trimble – Yea

Chair, Tom Gayman recessed the meeting at 1:24pm

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – NOVEMBER 5, 2019**



Chair, Tom Gayman moved that the Commissioners of the Des Moines Area Regional Transit Authority adjourn and reconvene in closed session pursuant to Section 21.5, Subsection I of the Iowa code to evaluate the professional competency of an individual whose appointment, hiring, performance, or discharge is being considered when necessary to prevent needless and irreparable injury to that individual's reputation and that individual requests a closed session.

No action was taken during the closed session.

At 1:45 pm, it was moved by Vern Wiley and seconded by Russ Trimble that the closed session be adjourned. The motion carried unanimously.

**MEETING RECONVENED IN OPEN SESSION**

At 1:45 pm it was moved Angela Connolly and seconded by Ross Grooters that the regular Commission meeting reconvene. It was moved by Russ Trimble and seconded by Vern Willey that the commission approve the performance review and the recommended compensation adjustment for the DART Chief Executive Officer, Elizabeth Presutti. The motion was carried unanimously.

Roll Call: Willey - Yea, Lorenz - Yea, Elrod – Yea, Mandelbaum - Yea, Hamp - Yea, Grooters - Yea, Connolly - Yea, Gayman - Yea and Trimble – Yea. The motion carried unanimously.

*Dierenfeld – provided email approval of the proposed recommendation prior to the meeting.*

Tom Gayman, Chair adjourned the meeting at 1:50 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 December 3, 2019 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.**



## CONSENT ITEM



**9B:                    FY2024 Transportation Alternatives Program (TAP) Grant**

**Action:             Authorize submission of a grant application to the Des Moines Area Metropolitan Planning Organization (DMAMPO) for Bus Shelters**

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

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**Background:**

- Bus shelters and seating are the top customer amenity request DART receives.
- In August 2018 DART staff shared an overview with the DART Commission demonstrating more than 100 bus stop locations that, based on ridership and other factors, should be considered for bus shelters as funding allows.
- DART primarily relies on completeive grants and Federal formula funding to purchase and install bus shelters, and while partnerships with public and private entities have allowed DART to maximize the effectiveness of those funds, there is still a shortfall to achieve the vision.
- DART staff recommends submitting a grant application for the FY2024 Transportation Alternatives Program to purchase and install bus shelters as described below:

***Bus Shelter Program***

- This grant would fund the purchase and installation of 16 bus shelters throughout DART's service area. The majority of the shelters would be located in suburban communities. Each shelter is budgeted to include a concrete base and any necessary ADA improvements, as well as public art integrated between layers of tamper-resistant glass. DART's standard "Empire" style shelter would be used, and the public art would be selected in coordination with affected member communities and appropriate public art entities.
- The estimated total cost for 16 bus shelters is \$493,000, with DART asking for \$394,000 in grant funding, which is 80% of the total costs.
- The deadline for submitting applications is December 6, 2019.

**Recommendation:**

- Approve the submission of a TAP grant application to the Des Moines Area Metropolitan Planning Organization (DMAMPO) for bus shelters.



## CONSENT ITEM



<b>9C:</b>	<b>Transit Riders Advisory Committee (TRAC) Member Recruitment</b>
<b>Action:</b>	<b>Approve the two recommended new TRAC members to commence their two-year terms in January 2020</b>

**Staff Resource:** *Catlin Curry, Mobility Coordinator*

### **BACKGROUND:**

Following the reconstitution of the DART Commission, the Transit Riders Advisory Committee (TRAC) was restructured to reflect these changes and now consists of 11 members who utilize DART Express Routes, Local Routes, Rideshare, and Paratransit services. The committee meets bi-monthly and seeks to represent key constituencies such as veterans, refugees, senior citizens, students and more.

DART staff are seeking approval from the DART Commission of two (2) new members and two (2) alternates at its December 3, 2019 meeting.

### **CURRENT MEMBERSHIP:**

<b>Name</b>	<b>Membership</b>	<b>City of Residence</b>	<b>Term Expiration</b>
Hayley Anderson	Express Route	Ankeny	12/31/2020
<b>Vacant</b>	<b>Express Route</b>		<b>TBD</b>
Allen Root	Local Route	Pleasant Hill	12/31/2020
Carrie Kruse	Local Route	Windsor Heights	12/31/2020
<b>Vacant</b>	<b>Local Route</b>		<b>TBD</b>
Zacharey Bradley	At-large	Des Moines	12/31/2020
Jennifer Naber	At-large	Des Moines	12/31/2020
Susan Wells	At-large	Des Moines	12/31/2020
Emmanuel Smith	Paratransit	West Des Moines	12/31/2020
Rick Marmon	Paratransit	Des Moines	12/31/2020
Cindy Tonsfeldt	Rideshare	Ogden	12/31/2020

### **APPLICATION PROCESS:**

- Online and paper application were available during the month of October.
- To determine a recommended slate, staff took into consideration strategic needs to ensure TRAC reflects a broad cross-section of DART customers, member communities and key constituencies.
- Recommended candidates were reviewed by the DART Commission Executive Committee.

### **SUMMARY OF APPLICATIONS:**

DART received 19 applications, including:

- 14 Local Route applicants and 5 Express Route applicants
- 2 Clive, 14 Des Moines, 1 Johnston, 2 Urbandale
- Gender: 10 Male, 5 Female, 1 Nonbinary





**CONSENT ITEM**

**9C: Approve new Transit Riders Advisory Committee (TRAC) members**

- Race: 14 White, 3 Black, 1 Hispanic, 1 Multiracial
- Years of Age: 1 (18-24), 4 (25-34), 1 (35-44), 4 (45-54), 7 (55-64), 1 (65+)
- Other considerations: 4 Disabled, 2 Veteran

**PROPOSED NEW TRAC MEMBERS AND ALTERNATES:**

First Name	Last Name	City	Representation	Slate
Nicholas	Phillip	Clive	Express Route	Proposed New Member
Cecilia	Martinez	Des Moines	Local Routes	Proposed New Member
Ross	Kelderman	Johnston	Express Route	Proposed Alternate
Brandon	Paulsen	Des Moines	Local Routes	Proposed Alternate

**COMMITTEE BREAKDOWN WITH NEW MEMBER SLATE:**



**RECOMMENDATION:**

- Approve the two recommended new TRAC members to commence their two-year terms in January 2020.

 **CONSENT ITEM**



<b>9D:</b>	<b>October FY2020 Consolidated Financial Report</b>
<b>Action:</b>	<b>Approve the October 2019 Consolidated Financial Report</b>

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

**Year-to-Date Budget Highlights:**

**Revenue:**

- Fixed Route Operating revenue year to date is 10.26% ahead of budget projections. The strong performance is attributed to new Unlimited Access Partnerships along with Iowa State Fair Revenues, annual D-Line Funding, and higher than forecasted Mobile Ticketing revenue.
- Fixed Route Non-Operating revenue is tracking to budget.
- Paratransit Operating revenue is under budget by 20.58%. Other Contracted Services trips account for the majority of 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.
- Paratransit Non-Operating revenue is 8.70% under budget resulting from grant timing as well as less eligible expenses tied to 5310 Funds.
- Rideshare revenues are 21.55% below budget. Rideshare's revenue budget has increased 9% from prior year in anticipation of continued partnership growth. Rideshare's program revenue is lower than their program expenses but expect to grow revenue in the coming months with more targeted marketing.

**Operating Expense:**

- Fixed Route Budget Summary – Operating expenses are tracking with budget projections. Currently operating expenses are at 33.13%. Services, Fuel & Lubricants, and Insurance are seeing savings which are offset with Salaries, Wages & Fringes and Equipment Repair Parts trending above budget.
- Paratransit Budget Summary – Operating expenses are 8.70% under budget. Equipment Repair Parts, Insurance Expense, and Purchased Transportation Services are the top three categories seeing savings.
- Rideshare Budget Summary – Rideshare has a budget savings of 18.92% year to date. Many categories are seeing savings year to date.

**Recommendation:**

- Approve the October 2019 Consolidated Financial Report.

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

Fixed Route	\$	360,348	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	(64,546)	\$241,046.13
Rideshare	\$	<u>(5,815)</u>	
Total	\$	289,987	

**FY2020 Financials:**

**October 2019**

<b>FIXED ROUTE</b>	<b>October 2019</b>			<b>Year-To-Date-(4) Months Ending 10/31/2019</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	363,780	471,419	(107,640)	2,079,189	1,885,678	193,511
Non-Operating Revenue	2,341,898	2,116,809	225,089	8,502,868	8,467,236	35,631
Subtotal	2,705,678	2,588,229	117,449	10,582,057	10,352,914	229,143
Operating Expenses	2,505,104	2,586,020	80,917	10,212,876	10,344,081	131,205
Gain/(Loss)	200,574	2,208	198,366	369,181	8,833	360,348

<b>PARATRANSIT</b>	<b>October 2019</b>			<b>Year-To-Date-(4) Months Ending 10/31/2019</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	88,569	108,583	(20,014)	344,954	434,333	(89,379)
Non-Operating Revenue	116,997	161,913	(44,917)	591,333	647,653	(56,319)
Subtotal	205,566	270,497	(64,931)	936,288	1,081,986	(145,698)
Operating Expenses	263,596	270,497	6,901	1,000,834	1,081,986	81,152
Gain/(Loss)	(58,030)	-	(58,030)	(64,546)	-	(64,546)

<b>RIDESHARE</b>	<b>October 2019</b>			<b>Year-To-Date-(4) Months Ending 10/31/2019</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	63,205	77,958	(14,754)	244,621	311,833	(67,212)
Non-Operating Revenue	-	-	-	2,400	-	2,400
Subtotal	63,205	77,958	(14,754)	247,021	311,833	(64,812)
Operating Expenses	63,768	77,958	14,190	252,836	311,833	58,997
Gain/(Loss)	(563)	-	(563)	(5,815)	-	(5,815)

<b>Summary</b>	<b>October 2019</b>			<b>Year-To-Date-(4) Months Ending 10/31/2019</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	515,554	657,961	(142,408)	2,668,764	2,631,844	36,920
Non-Operating Revenue	2,458,895	2,278,722	180,173	9,096,601	9,114,889	(18,288)
Subtotal	2,974,448	2,936,683	37,765	11,765,365	11,746,733	18,632
Operating Expenses	2,832,468	2,934,475	102,007	11,466,546	11,737,900	271,355
Gain/(Loss)	141,981	2,208	139,772	298,820	8,833	289,987



## ACTION ITEM



**10A: FY 2019 Audited Financial Statements**

**Action: Accept the FY 2019 Audited Financial Statements**

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

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**Background:**

- Jodi Dobson, Partner with Baker Tilly Virchow Krause, LLP, DART's auditor, will summarize the findings and recommendations as part of their completed FY 2019 Annual Audit.
- The audit report was discussed with the DART Executive Committee at the November 22nd meeting.
- The 28M Agreement creating the Regional Transit Authority requires such an annual audit be conducted per Iowa State Law. Additionally, the Federal Transit Administration requires such an audit.

**Recommendation:**

- Accept the FY 2019 Audited Financial Statements.



## ACTION ITEM



**10B: Heavy Duty Bus Purchase**

**Action: Approve the purchase of five (5) Heavy Duty Buses from New Flyer of America at a cost Not to Exceed \$2,510,000.**

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

**Background:**

- The five (5) buses are replacements for 40 foot vehicles that have met their useful life and are due for replacement.
- The order of buses will be 40 feet in length.
- Prior 40' heavy duty bus purchases have been New Flyer Excelsior models.
- In September, the Commission approved the purchase of five (5) 30 foot buses and this order completes the 2019 bus purchases that are scheduled.
- Useful life of the vehicles is twelve (12) years per the Federal Transit Administration (FTA).

**Procurement:**

- DART will be utilizing the State of Iowa, Department of Transportation contract for the purchase of the buses.
- The specifications for this 40 foot New Flyer Xcelsior bus order will match previous Heavy Duty Bus purchases by DART.
  - Base bus price = \$413,000
  - Estimated price after adding in DART options = \$478,000.00
  - Total maximum cost per bus with contingency = \$502,000 per bus
  - Allows 5% contingency for make ready costs
- The most recent New Flyer 40' bus purchase was for the amount of \$475,650 in FY 2018.
- DART has reviewed the state's purchasing documentation and determined that the solicitation meets DART's procurement policies and New Flyer of America is a responsive and responsible bidder.

**Funding:**

- Funding will come from DART's capital improvement budget and the corresponding local match.

**Recommendation:**

- Approval of a purchase order with New Flyer of America for five (5) Heavy Duty Buses for the Amount Not to Exceed \$2,510,000.



## ACTION ITEM



**10C: February 2020 Service Changes**

**Action: Approve the proposed February 2020 Service Changes**

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

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### **Background:**

- Each winter, DART implements a service change in order to make any necessary route and/or schedule changes to continue to improve service for its customers. All service changes are brought to the Commission for approval.
- Changes proposed for February 2020 include minor schedule modifications to improve on-time performance and customer transfer opportunities, as well as minor routing changes to improve safety.
  - Routes with schedule adjustments: 6, 8, 11, 16, 17, 72, 92, 93
  - Routes with routing changes: 10, 15, 74, 93, 94
- In most cases schedules are being adjusted for a limited number of trips, therefore the majority of customers on affected routes would not experience a change.

### **Title VI:**

- Due to the relatively minor nature of the proposed changes, they do not meet the threshold to be considered a Major Service Change per adopted DART policy. None-the-less, DART will follow its established protocols for appropriately informing customers of the changes.

### **Recommendation:**

- Approve the proposed February 2020 Service Changes.



## DISCUSSION ITEM



<b>11A: Customer Experiences Service Metrics</b>
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**Staff Resource: Steve Wright, Customer Experience Manager**

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- Staff will review the following information in the monthly DART Commission report as it relates to the Customer Experience:
  - Call Volumes
  - Quality Assurance
  - Complaint Trending
  - Service Level



## DISCUSSION ITEM



**11B: FY 2021 DART Budget Update**

***Staff Resource: Jamie Schug, Chief Financial Officer***

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- Staff will provide an update regarding DART's upcoming FY 2021 Budget Process.





## DISCUSSION ITEM



**11C: DART Operations and Maintenance Facility Update**

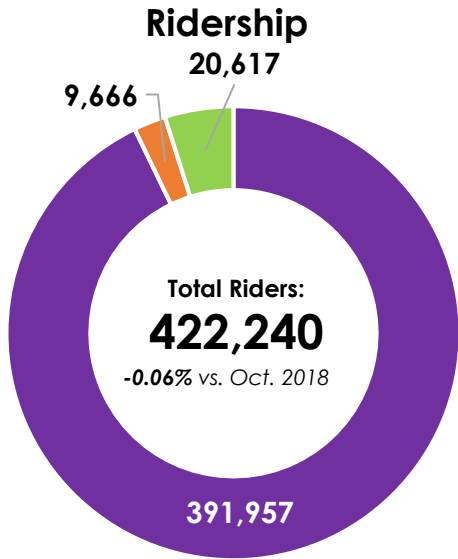
***Staff Resource: Jamie Schug, Chief Financial Officer***

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- Staff will provide an update regarding the DART Operations and Maintenance Facility project.

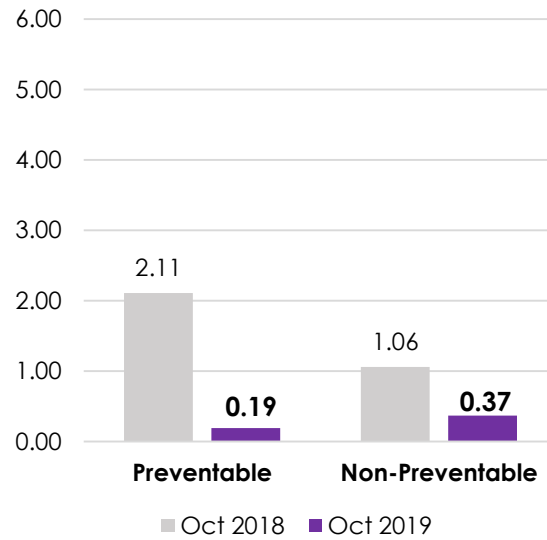


# Performance Summary – October 2019

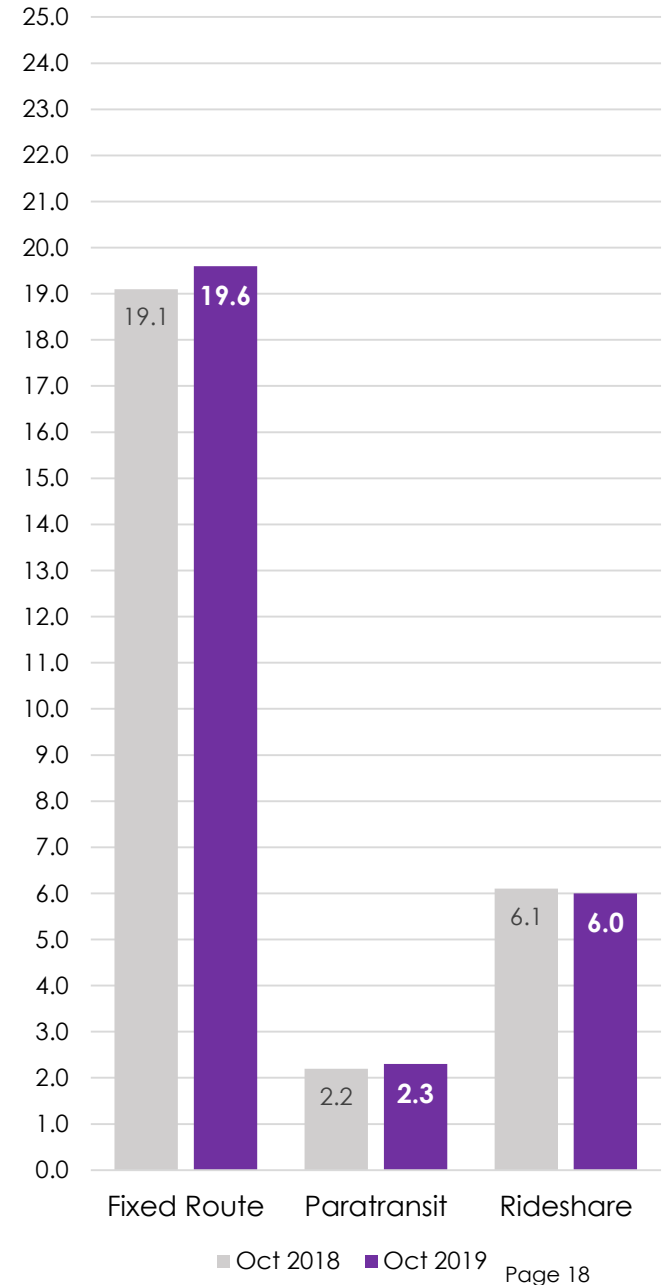


■ Fixed Route ■ Paratransit ■ Rideshare

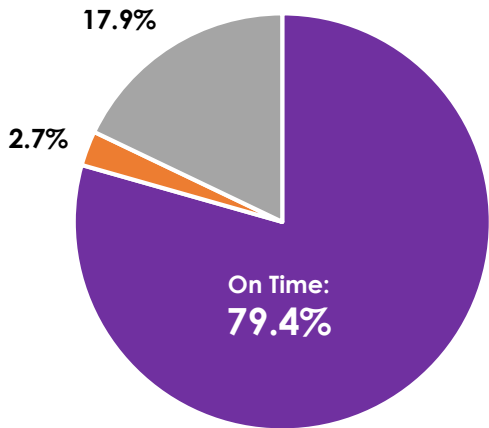
### Accidents / 100K Miles



### Passengers Per Revenue Hour

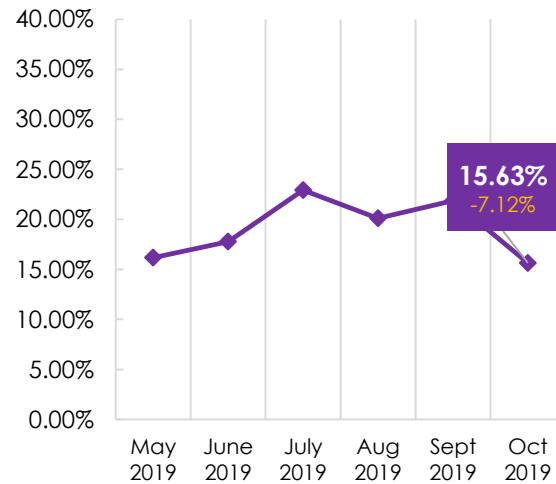


### On Time Performance



■ On Time ■ Early ■ Late

### Cost Recovery Ratio



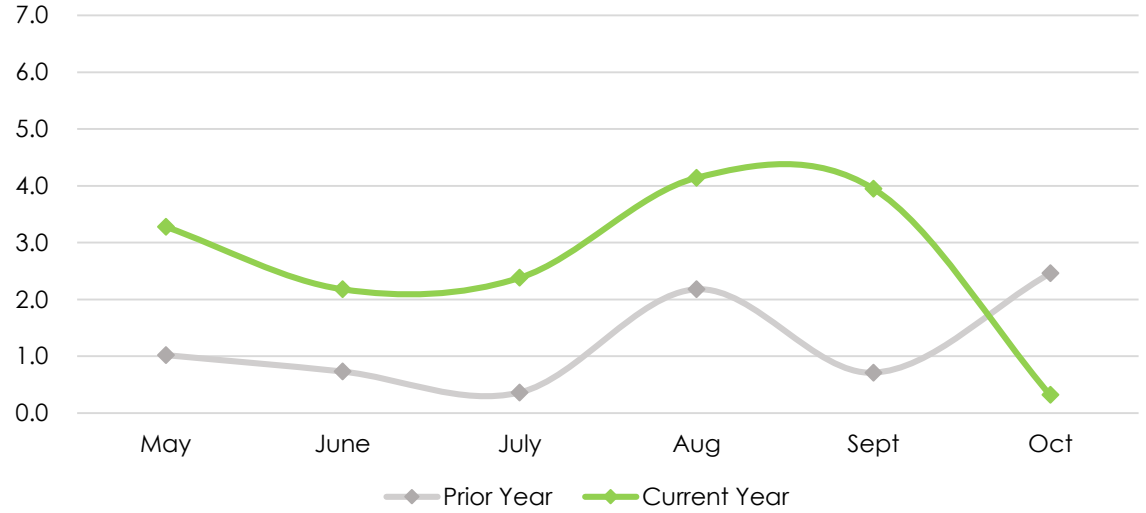


# Safety Performance – October 2019

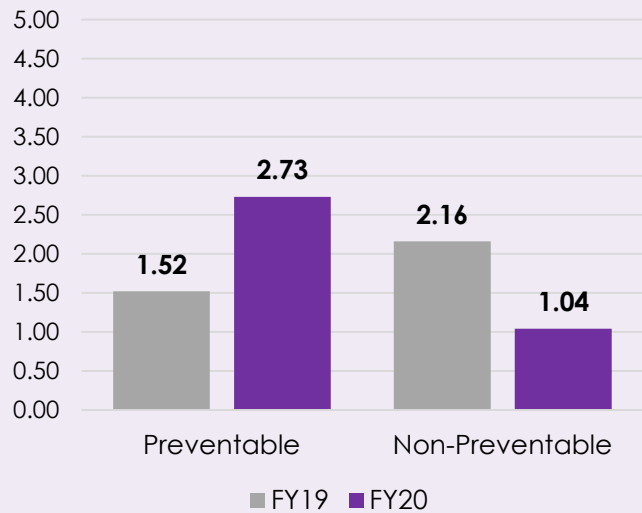
## Preventable Accident Report October 2019

	Accidents	Per 100,000 Miles
May 2019	13	2.43
June 2019	8	1.66
July 2019	10	1.95
Aug 2019	16	2.79
Sept 2019	12	2.43
<b>Oct 2019</b>	<b>1</b>	<b>0.19</b>
<b>YTD 2020</b>	<b>39</b>	<b>1.84</b>
YTD 2019	26	1.21
<b>YTD Change</b>	<b>+13</b>	<b>+52.2%</b>

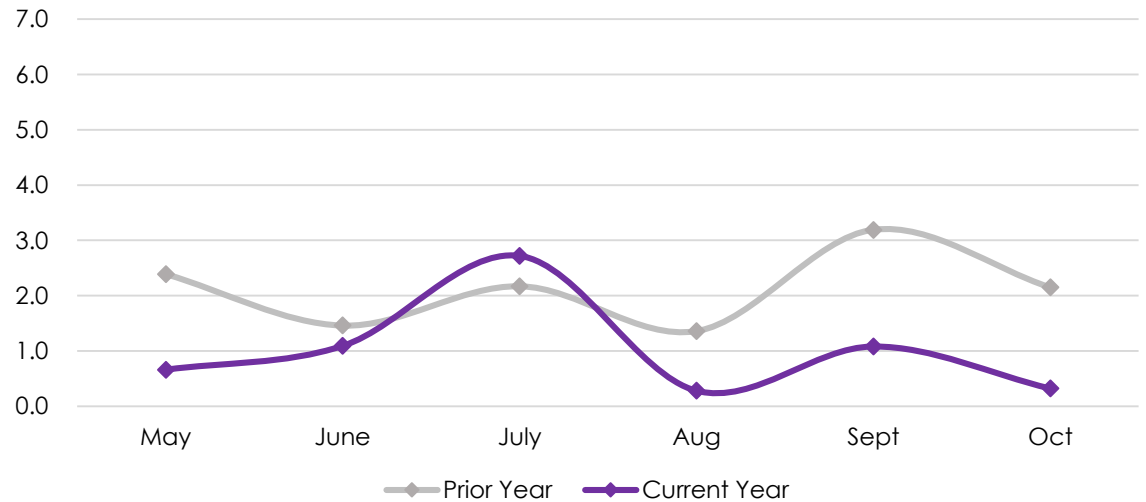
## Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



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



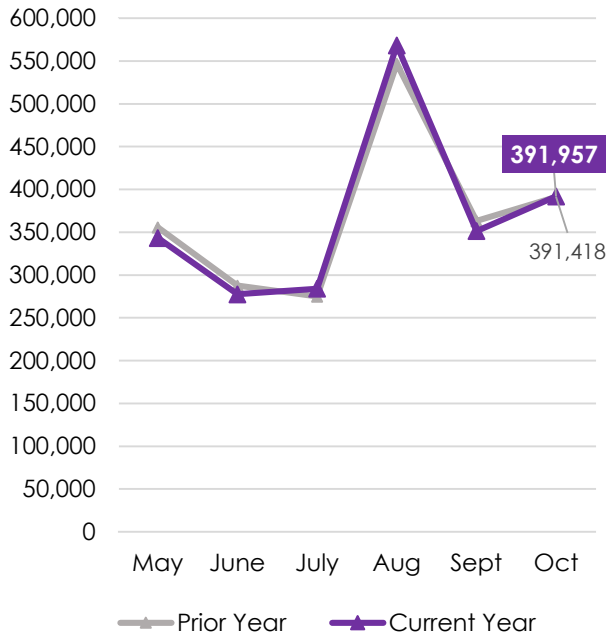
## Non-Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



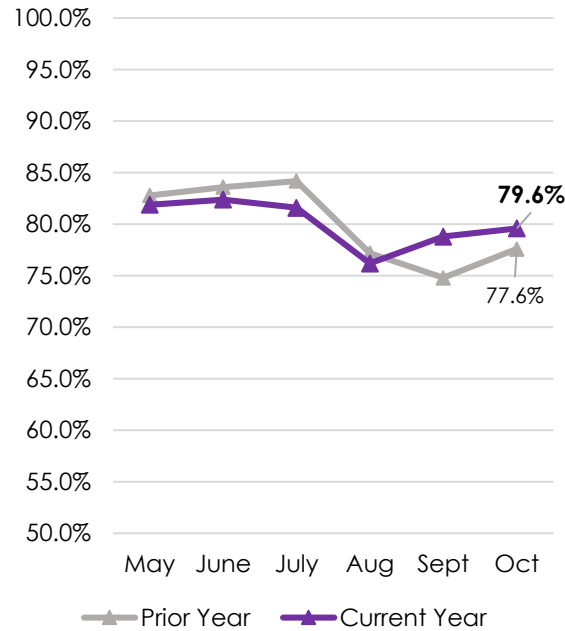


# Fixed Route Performance – October 2019

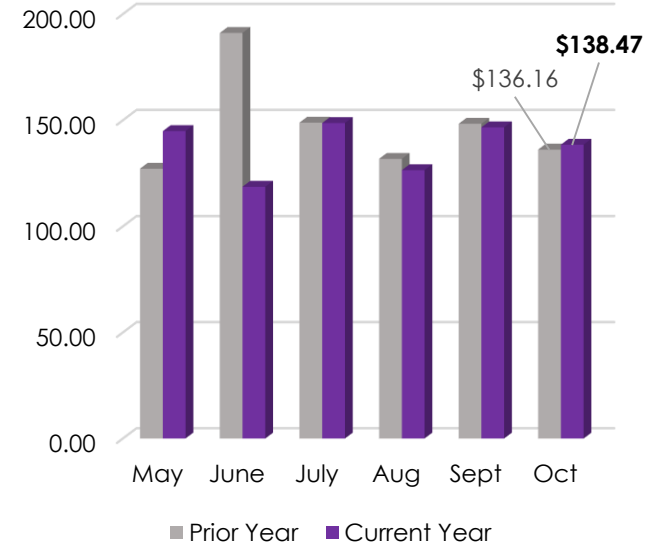
### Total Ridership



### On Time Performance



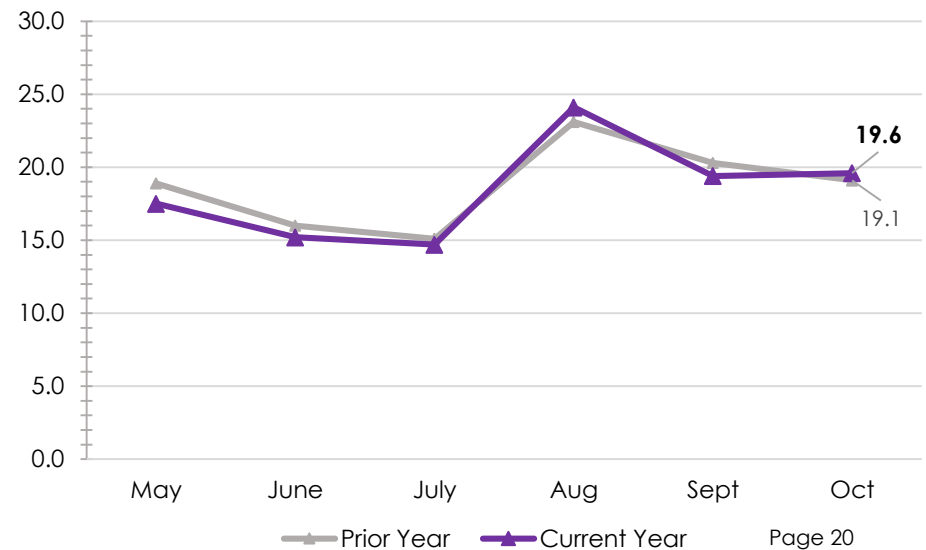
### Operating Cost Per Revenue Hour



### YTD Report – Fixed Route

Metrics	FY19	FY20	% Change
<b>Customer Service</b>			
On Time Performance	78.41%	79.05%	0.82%
Complaints p/100K Cust.	16.31	11.78	-27.75%
Roadcalls p/100K Miles	17.82	16.13	-9.48%
Passengers Per Revenue Hour	19.6	19.7	0.11%
<b>Financial</b>			
Cost Per Revenue Hour	\$140.45	\$139.24	-0.86%
<b>Ridership</b>			
Fixed Route Ridership	1,576,170	1,595,938	1.25%

### Passengers Per Revenue Hour

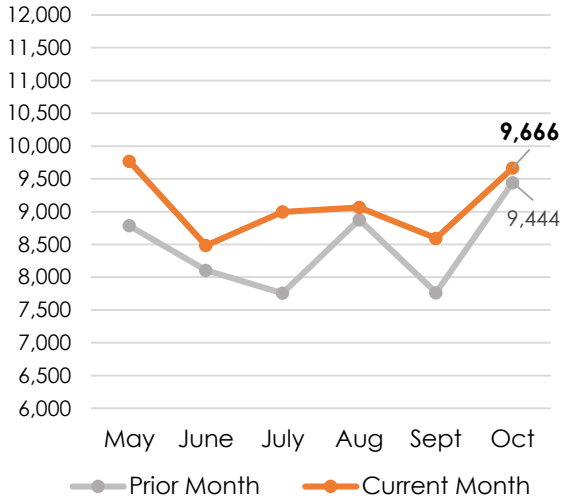




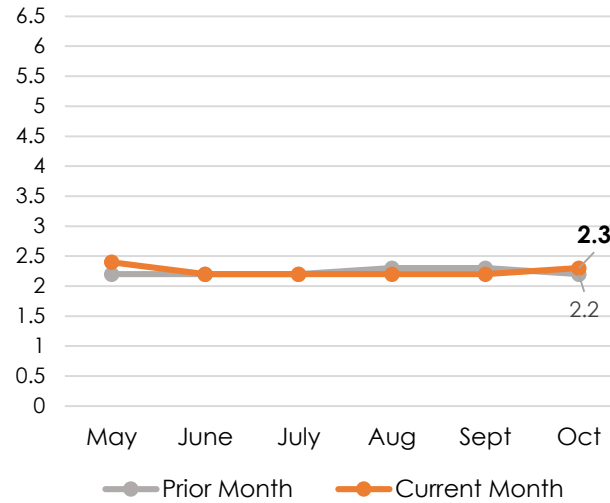
# Paratransit & Rideshare Performance – October 2019

## Paratransit

**Total Ridership**



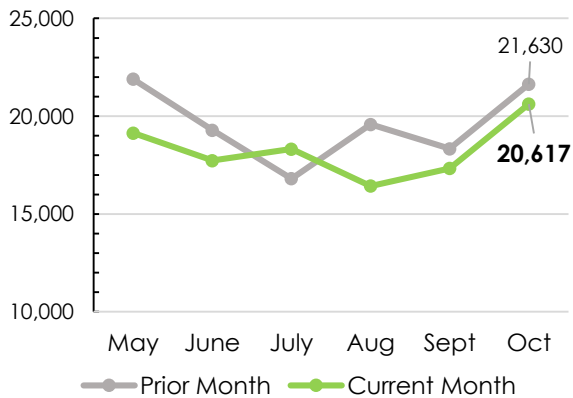
**Passengers Per Revenue Hour**



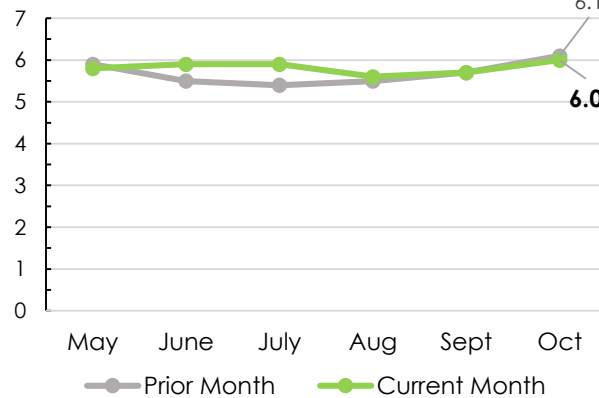
YTD Report	FY19	FY20	% Change
<b>Customer Service</b>			
On Time Performance	83.19%	88.84%	6.79%
Complaints p/100K Cust.	127.06	137.66	8.34%
Roadcalls p/100K Miles	5.45	3.69	-37.89%
Passengers Per Revenue Hour	2.2	2.2	-1.30%
<b>Financial</b>			
Operating Cost Per Run	\$407.95	\$399.87	-1.98%
<b>Ridership</b>			
Total Passengers	33,842	36,622	7.33%

## Rideshare

**Total Ridership**



**Passengers Per Revenue Hour**



YTD Report	FY19	FY20	% Change
<b>Customer Service</b>			
Passengers Per Revenue Hour	5.7	5.8	3.71%
<b>Financial</b>			
Operating Cost Per Passenger	\$5.90	\$6.01	1.86%
<b>Ridership</b>			
Total Passengers	76,357	72,702	-4.79%



# Detailed Ridership Report – October 2019

	19-Jul	19-Aug	19-Sep	19-Oct	18-Oct	Oct % Change FY19	FY20 Oct YTD	FY19 Oct YTD	YTD % Change FY20
<b>Fixed Route</b>	284,094	568,444	351,443	391,957	391,418	0.14%	1,595,938	1,576,170	1.25%
<b>1. Local</b>									
#1 - Fairgrounds	11,956	269,646	18,248	20,658	19,862	4.01%	320,508	299,309	7.08%
#3 - University	33,149	35,121	34,208	37,384	34,395	8.69%	139,862	128,344	8.97%
#4 - E. 14th	16,460	16,047	15,878	18,514	16,753	10.51%	66,899	65,456	2.20%
#5 - Franklin Ave/Johnston	7,737	8,744	11,766	13,429	11,297	18.87%	41,676	39,449	5.65%
#6 - Indianola	21,297	25,307	29,977	34,468	32,822	5.01%	111,049	106,923	3.86%
#7 - SW 9th St	25,442	30,802	36,436	41,710	40,685	2.52%	134,390	128,509	4.58%
#8 - Fleur Dr	1,603	2,359	3,919	4,217	5,901	-28.54%	12,098	16,017	-24.47%
#10 - East University	2,833	2,689	3,327	2,811	3,633	-22.63%	11,660	11,801	-1.19%
#11 - Ingersoll/Valley Junction	1,847	1,916	1,904	2,167	2,149	0.84%	7,834	8,254	-5.09%
#13 - Evergreen	707	2,054	6,097	6,544	8,434	-22.41%	15,402	19,118	-19.44%
#14 - Beaver Ave	12,296	14,707	19,378	21,406	23,338	-8.28%	67,787	75,028	-9.65%
#15 - 6th Ave	16,544	20,710	26,726	29,743	30,466	-2.37%	93,723	96,802	-3.18%
#16 - Douglas Ave	28,716	31,684	33,920	37,398	38,573	-3.05%	131,718	137,831	-4.44%
#17 - Hubbell Ave/Altoona	20,757	21,150	21,549	24,319	26,743	-9.06%	87,775	100,214	-12.41%
#50 - Euclid	5,508	5,327	5,238	5,670	4,131	37.25%	21,743	8,649	151.39%
#52 - Valley West/Jordan Creek	12,787	12,807	12,373	13,375	14,359	-6.85%	51,342	53,806	-4.58%
#60 - Ingersoll/University	26,938	29,919	33,633	37,424	36,800	1.70%	127,914	126,739	0.93%
#72 - West Des Moines Loop	3,656	3,570	3,468	4,039	4,076	-0.91%	14,733	14,516	1.49%
#74 - NW Urbandale	587	620	525	781	754	3.58%	2,513	2,862	-12.19%
<b>2. Shuttle</b>									
Hy-Vee Shuttle	0	0	0	0	361	-100.00%	0	1,560	-100.00%
D-Line	16,850	15,345	14,974	16,117	15,477	4.14%	63,286	60,434	4.72%
Link Shuttle	861	1,104	600	661	573	15.36%	3,226	1,843	75.04%
<b>3. Express</b>									
#92 - Hickman	2,172	2,325	2,404	2,880	2,599	10.81%	9,781	9,434	3.68%
#93 - NW 86th	2,696	2,748	2,614	3,123	2,960	5.51%	11,181	12,044	-7.17%
#94 - Westown	997	1,031	991	976	1,157	-15.64%	3,995	4,278	-6.62%
#95 - Vista	892	854	1,009	920	1,155	-20.35%	3,675	4,431	-17.06%
#96 - E.P. True	1,822	2,233	2,845	3,065	2,481	23.54%	9,965	8,589	16.02%
#98 - Ankeny	5,227	5,889	5,963	6,512	7,419	-12.23%	23,591	26,453	-10.82%
#99 - Altoona	1,245	1,271	1,113	1,398	1,608	-13.06%	5,027	5,811	-13.49%
<b>4. Flex</b>									
#73 - Urbandale/Windsor Heights	197	216	161	66	234	-71.79%	640	647	-1.08%
<b>5. On Call</b>									
Deer Ridge	15	2	11	1	0	0.00%	29	63	-53.97%
Ankeny	108	102	85	123	124	-0.81%	418	424	-1.42%
Johnston/Grimes	146	108	98	47	95	-50.53%	399	483	-17.39%
Regional	46	37	5	11	4	175.00%	99	49	102.04%
<b>Paratransit</b>	8,997	9,066	8,593	9,666	9,444	2.35%	36,322	33,842	7.33%
Medicaid	1,163	1,026	912	968	1,445	-33.01%	4,351	5,297	-17.86%
ADA BusPlus	4,614	4,853	4,530	5,153	4,985	3.37%	19,521	17,027	14.65%
<b>Rideshare</b>	18,324	16,430	17,331	20,617	21,630	-4.68%	72,702	76,357	-4.79%
<b>Total Ridership</b>	<b>311,415</b>	<b>593,940</b>	<b>377,367</b>	<b>422,240</b>	<b>422,492</b>	<b>-0.06%</b>	<b>1,704,962</b>	<b>1,686,369</b>	<b>1.10%</b>
<b>Flex Connect</b>				138	0	0.00%	138	0	0.00%
Taxi				10	0	0.00%	10	0	0.00%
Uber				128	0	0.00%	128	0	0.00%



## MONTHLY REPORT



<b>12A:                      Operations Team Report</b>
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**Staff Resources:     Fred Gilliam, Chief Operating Officer**

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- On November 4, 2019 DART recognized our Operations employees at the annual Safety Banquet. This year 109 employees received awards.
- The DART Operations Team is prepared for winter. This generally consists of ensuring that the snow clearing equipment is serviced and ready to go, as well as outfitting our Operations Supervisors with appropriate winter equipment, such as salt and scoops.
- In celebration of the holiday season, DART has once again decorated our DLine buses with festive lights and decorations. These vehicles will be operating in the downtown area throughout the season and become a noticeable addition to the winter landscape.



# MONTHLY REPORT

**12B: External Affairs Team Report**

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

- **Transit Future Work Group:** The Greater Des Moines Partnership's Transit Future Work Group convened on November 20 to hear from representatives from Grand Rapids, Michigan. Andrew Johnson, CEO of The Rapid, and Joshua Lunger, Senior Director of Government Affairs with the Grand Rapids Chamber shared information on how Grand Rapids is moving forward with transit in their community to drive economic development, including information on their mobility-for-all efforts, state and local funding, and advocacy support. The Grand Rapids area is of a similar size to Greater Des Moines, but with higher funding for transit sees greater ridership and is soon launching its second Bus Rapid Transit line.

**Marketing and Communications – Erin Hockman, Marketing and Communications Manager**

- **Community engagement:** DART participated in several community events in November, including:
  - FuseDSM (East/South Chamber) where Amanda Wanke represented DART as a featured speaker for the “What is New with Public Transportation” luncheon.
  - Discover Ankeny where DART staff tabled at this annual chamber celebration.
  - Transit Future Work Group where Amanda Wanke gave a brief update regarding key DART initiatives.
- **Route Specific Marketing Plans:** Staff is in the process of implementing targeted marketing plans to raise awareness of newly enhanced services, including the Ankeny On Call, Route 72 and Route 93. Campaigns include a mix of digital and social media ads, Chamber communications, direct mail campaign with a promotional code for a free 31-day pass and outreach to targeted locations along the routes.
- **Rider Acquisition Campaign:** DART's digital rider acquisition campaign ran from May through October 2019. The second year of the campaign was focused on leveraging targetable tactics to increase spend efficiency. Key performance metrics include:
  - Campaign garnered 1,748,342 impressions and a .68% click through rate.
  - The campaign drew 5,967 new users to ridedart.com between Sept. 10 and Oct. 27.

### Marketing Analytics Report

Metric	May 2019	June 2019	July 2019	Aug 2019	Sept 2019	Oct 2019	Oct 2018	Year Prior
MyDART App Accounts	11,185	11,860	12,655	15,929	16,960	17,791	8,064	120%
Website Unique Visitors	29,681	38,115	38,745	32,904	35,843	39,894	40,060	0%
Facebook Likes	3,947	4,078	4,216	4,245	4,310	4,357	3,530	23%
Twitter Followers	2,230	2,230	2,236	2,243	2,255	2,268	2,159	5%
Instagram Followers				1,206	1,210	1,235		100%
LinkedIn Followers						329		100%
Email Subscribers	14,800	14,800	14,690	14,750	14,780	14,810	8,790	68%
Trip Plans	20,081	30,210	30,073	43,110	41,483	42,821	21,834	96%
Real-time Map	30,074	21,532	19,400	28,555	24,911	29,913	33,182	-10%
Next DART Bus	157,967	175,433	207,145	243,074	205,723	255,069	154,082	66%
SMS Text Messaging	269,340	239,536	138,611	154,160	150,011	172,406	218,835	-21%
VR Phone Calls	8,808	8,372	8,541	9,447	8,893	9,309	10,428	-11%



**MONTHLY REPORT**  
**12B: External Affairs**



**MyDART App Report**

Metric	April 2019	May 2019	June 2019	July 2019	Aug. 2019	Sept. 2019	Oct. 2019	TOTAL
Downloads	569	651	747	984	3,213	1,473	747	20,939
iOS	168	198	254	232	1,127	320	286	6,899
Android	401	453	493	752	2,086	1,153	461	14,040
Accounts Created	442	584	675	795	3,274	1,031	831	17,791
Orders Placed	3,162	3,275	5,504	3,613	7,216	3,479	3,311	66,034
Passes Purchased	5,058	7,013	6,852	4,429	12,960	4,437	4,816	96,573
Revenue	\$21,948	\$19,856	\$22,698	\$23,970	\$32,162	\$23,186	\$22,956	\$436,111

**DART in the News**

Date	Headline	Source	Medium	Reach	Sentiment	Strategic Priority
5-Nov-19	Good Morning Iowa	WOI-DM (ABC)	Broadcast	1,469	Positive	Customers / Public Awareness
17-Nov-19	KCCI 8 News at Noon	KCCI-DM (CBS)	Broadcast	26,166	Neutral	Community
30-Oct-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	11,783	Neutral	Safety
17-Nov-19	Good Morning Iowa	WOI-DM (ABC)	Broadcast	816	Neutral	Safety
18-Nov-19	Man charged with attempted murder in Sunday standoff tells judge 'I am Jesus'	KCCI Channel 8	Online	1,545,693	Neutral	Safety
17-Nov-19	25-year-old male charged following active shooter situation in Des Moines	KWWL.com	Online	222,880	Neutral	Safety
17-Nov-19	25-Year-Old Male Charged Following Active Shooter Situation Sunday	WHOTV.com	Online	518,607	Neutral	Safety
17-Nov-19	Man charged with attempted murder of police officer in active shooter situation	KCCI Channel 8	Online	1,545,693	Neutral	Safety
17-Nov-19	Standoff ends in Des Moines after shooting incident, one man in custody	KCRG	Online	639,697	Neutral	Safety
17-Nov-19	Man charged with attempted murder of officer in active shooter scene	WHO Radio	Online	32,098	Neutral	Safety
15-Nov-19	Want to know if your veterinarian is licensed? Now you can check online	The Des Moines Register	Online	1,625,961	Positive	Customers / Public Awareness
13-Nov-19	2019 Urbandale Citizen of the Year Announced	Cityview	Online	9,655	Neutral	Community
8-Nov-19	Arctic front expected to bring low temperatures to Iowa	The Des Moines Register	Online	1,625,961	Positive	Customers / Public Awareness

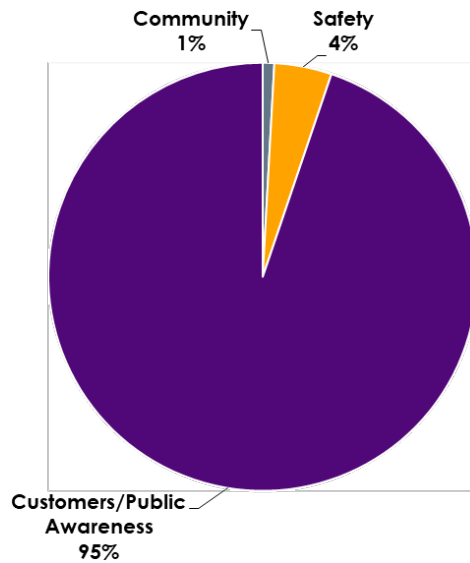
**MONTHLY REPORT**  
**12B: External Affairs**



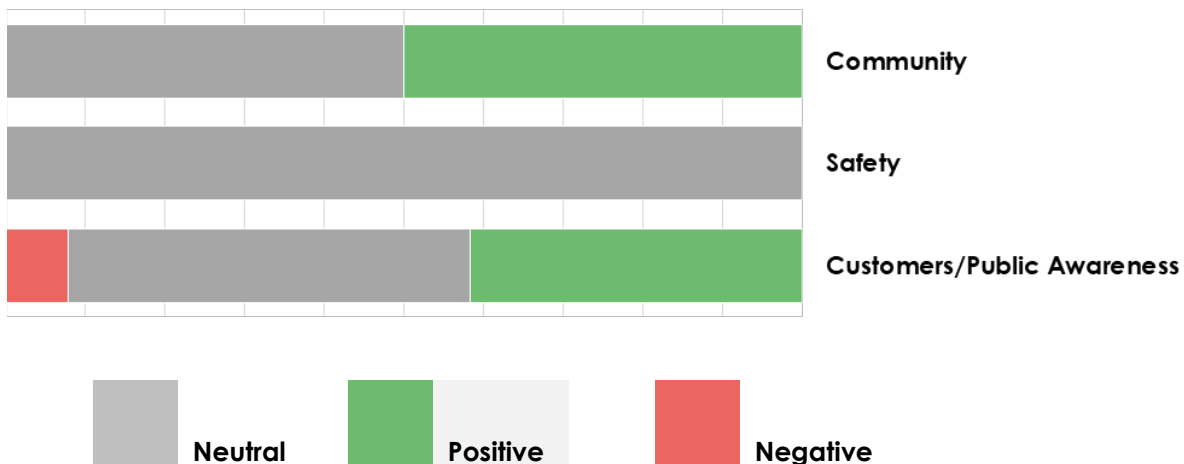
7-Nov-19	Broadlawns' newest clinic offers care to undeserved Des Moines residents	KCCI Channel 8	Online	1,545,693	Positive	Customers / Public Awareness
6-Nov-19	DART introduces Flex Connect with Uber and Yellow Cab Co. partnership	MassTransitmag.com	Online	44,616	Positive	Community
31-Oct-19	Polk County Emergency Management, Other Agencies Assist Residents Displaced by Apartment Fire	WHOTV.com	Online	515,612	Neutral	Safety

**Total Reach 9,912,400**

**DART NEWS AND SOCIAL MEDIA COVERAGE BY TOPIC**



**DART NEWS AND SOCIAL MEDIA SENTIMENT BY TOPIC**





**Planning – Luis Montoya, Planning and Development Manager**

- **Transit Optimization Study:** DART staff and the consultant team have started this project to explore how DART can best provide regional mobility services, including exploring alternative business models. The service analysis and regional mobility assessment are underway, and in November the Planning Committee reviewed and analysis of peer cities. A workshop with the full commission is scheduled in January.
- **February Service Change:** Staff reviewed on-time performance and customer feedback following the October Service Change. Minor modifications to a number of route schedules are proposed to be implemented as part of the next scheduled service change in February, pending DART Commission approval.
- **Electric Scooter Sharing:** DART staff issued a request for qualifications to formally collect information from electric scooter companies who wish to operate in our region. Eight proposals were received from a range of potential local and nationally based entities. DART staff will work with the City of Des Moines and local partners to review the proposals, continue to collect feedback from stakeholders, and develop recommendations for how best to design a system that fosters innovation and promotes mobility while protecting public interests.

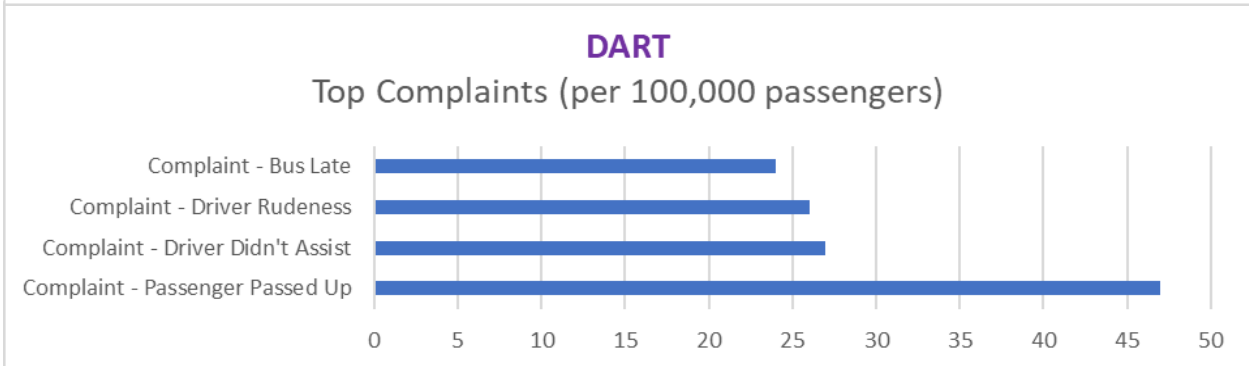
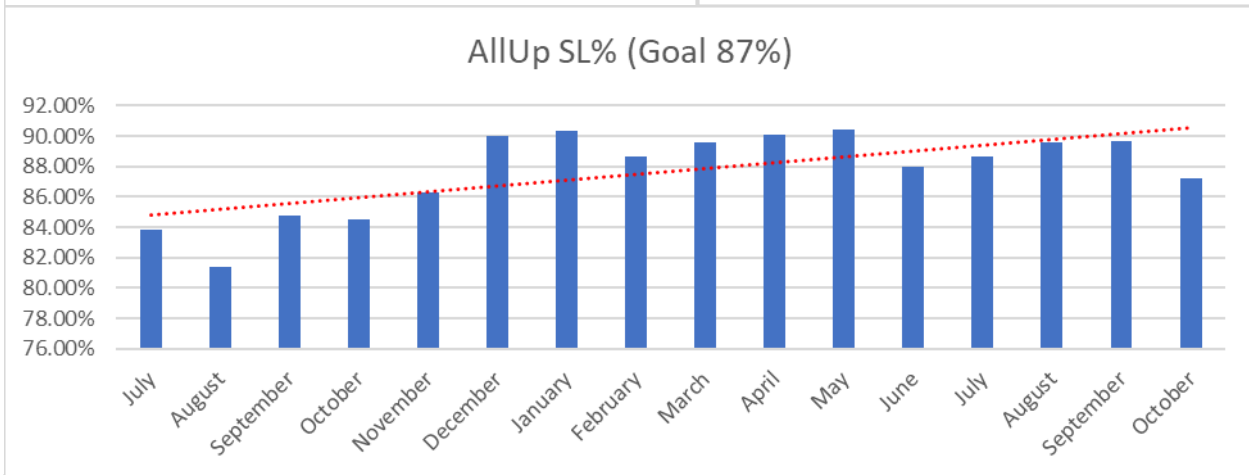
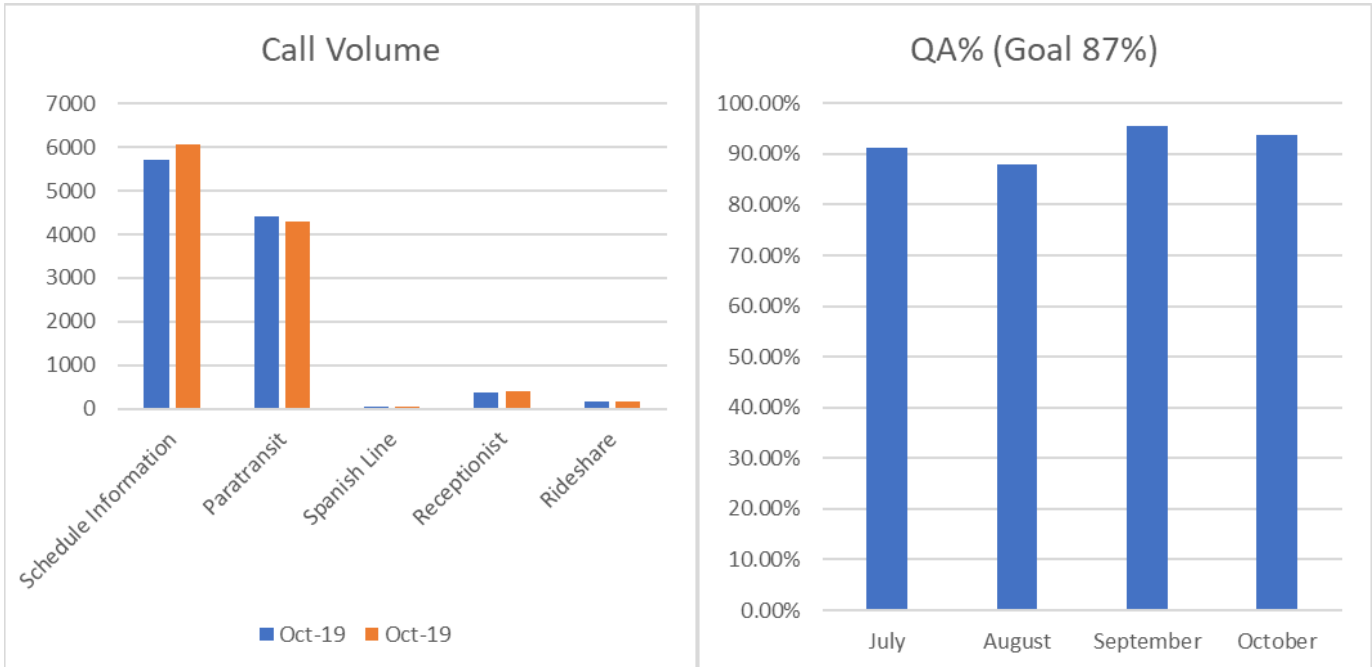
**Business and Community Partnerships – Matt Harris, Business and Community Partnerships Manager**

- **Fundraising Feasibility Study:** Community stakeholder conversations will take place in early 2020 as part of a feasibility study to identify potential fundraising opportunities for art shelters and other DART programs.
- **Governor’s Reentry Event:** On Tuesday, November 6, DART was a featured speaker at the Employer and Reentry Breakfast Roundtable hosted by Governor Kim Reynolds and Iowa Workforce Development at the Mitchellville Correctional Institution for Women. DART highlighted its RideShare partnership with Quantum Plastics and its mobility coordination outreach as examples of how reducing barriers to transportation can help improve employment outcomes for the reentry population.
- **Hospitality Sector Transportation:** Conversations surrounding business partnership opportunities with representatives from the local hospitality industry are ongoing following a recent presentation by DART that addressed transportation as a barrier to employment for the hospitality sector in Greater Des Moines.
- **Reduced Fare Task Force:** An internal review of DART’s reduced fare programs is underway and will identify opportunities for streamlining processes to reduce barriers to transit for populations in need of access. Conversations with human service agency partners are in progress and will inform recommendations to be brought to the DART Commission in 2020.

<b>FY2020 Mobility Coordination Training &amp; Outreach Totals</b>	<b>Oct 2019</b>	<b>FY20 YTD</b>
Education/Schools	0	146
General Public	9	37
Human Services	96	345
Re-Entry	118	410
Refugee	55	141
Senior	71	95
<b>Total Participants</b>	<b>349</b>	<b>1,174</b>
<b>Total Organizations</b>	<b>15</b>	



**Customer Experience – Stephen Wright, Customer Experience Manager**



- **Quality Assurance:** Measures Customer Service representatives average scores for the month. Scoring includes accuracy of information and appropriate soft skills used with customers.

- **Service Level:** The percentage of calls answered within 60 seconds.



# MONTHLY REPORT



**12C: Procurement Report**

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

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**Upcoming Procurements:**

**Compensation Study** – DART is soliciting proposals from qualified firms to provide a compensation study. The goal of the study includes, but is not limited to: understanding DART's competitive pay position based on industry benchmarks, agency size and geography, ensuring employee pay is market competitive to attract and retain talent, analyze pay rate and total compensation pay trends, and to identify the organization's compensation programs and total reward strategies.

- Request for Proposals to be published in December 2019/January 2020

**Heat Pump Replacement (DART Central Station)** – DART is soliciting quotes from qualified contractors to replace a heat pump above the server room at DART Central Station. The existing heat pump is under-sized has periodic failures. The work will include, but not be limited to: demolition and removal of existing heat pump, purchase and installation of a new heat pump and all associated hook-ups, piping etc.

- Request for Quotes to be published in November/December 2019

**Contracts and Task Orders Approved Recently:**

**Full Fare Tokens** – DART is soliciting quotes for 10,000 tokens for full fare for fixed route service. The tokens are used as fare media in the fixed route service.

- The winning bidder is American Changer and the bid price is \$2,293.75

**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.

- The winning bidder is CertaPro and the bid price is \$14,982.66 for select spaces

**Other Procurement Updates:**

**Retail space at DART Central Station** – DART has ended its relationship with Cushman & Wakefield as the real estate brokers to lease out the retail space that formerly housed Java Joe's. Staff will be assessing next steps to find a tenant to lease the space.

**Future Procurements:**

- |                              |  |
|------------------------------|--|
| • Outdoor Signage Displays   | • On Call Planning Consulting Services |
| • Marketing Support Services | • Compensation Study                   |
| • RideShare Mini-Vans        | • RideShare Vans                       |



## MONTHLY REPORT



**12D: Chief Executive Officer Report**

**Staff Resource:** *Elizabeth Presutti, Chief Executive Officer*

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- **DART Executive Committee** - The DART Executive Committee met on Friday, November 22, 2019. The discussion items presented during the meeting included:
  - FY 2019 Financial Audit
  - Property Tax Formula Interview Update
  - TRAC Member Recruitment
  - DART Compensation Study
  - Capital Plan Update

The next DART Executive Committee meeting is scheduled for Friday, December 13, 2019 at 7:30 a.m.
- **Bus and Bus Facilities Grant:** As shared we learned that DART's grant application for a Bus and Bus Facilities Grant was successful, and we will be awarded \$17.275 million toward a new operations and maintenance facility. We believe this award shows FTA's interest in pursuing a new facility as well as our federal delegation's commitment to the project. Thank you to the everyone who worked on making this possible.
- **Teamsters Negotiation:** DART Management staff along with our Labor Attorney, Mr. Matt Brick of Brick Gentry, PC, and the negotiating team from the Teamsters Local 238, worked on the renewal of the collective bargaining agreement this past month. We were able to meet a tentative agreement which will be presented to the Commission at the January 2020 meeting.
- **Operations Team Update:** Fred Gilliam has decided to resign from his position at DART due to personal / family reasons. His last day with us will be Friday, December 6<sup>th</sup>. We have already started the search for a new COO and are working on an interim plan.



## FUTURE DART COMMISSION ITEMS



### Future Agenda Items:

<b>January 7, 2019 – 12:00 P.M. (Annual Meeting)</b>	
<b>Action Items</b>	<b>Information Items</b>
<ul style="list-style-type: none"> <li>Rideshare Van Donation</li> <li>Teamsters Contract</li> </ul>	<ul style="list-style-type: none"> <li>FY2021 DART Budget Development Update</li> <li>Mobility Coordinator Quarterly Update</li> <li>E-Scooter Update</li> </ul>
<b>February 4, 2020 – 12:00 P.M.</b>	
<b>Action Items</b>	<b>Information Items</b>
<ul style="list-style-type: none"> <li>FY 2021 Budget Public Hearing Date</li> <li>Transit Technology Consulting Contract</li> <li>RideShare Van Purchase Order</li> <li>Teamsters Labor Contract</li> <li>Planning Consulting Services Contract</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly Investment Report</li> <li>Quarterly Financial Update</li> <li>Quarterly Safety Report</li> </ul>
<b>March 3, 2020 – 12:00 P.M.</b>	
<b>Action Items</b>	<b>Information Items</b>
<ul style="list-style-type: none"> <li>FY 2021 Budget</li> </ul>	

### Other Future Agenda Items:

- Departure Sign Replacements

### Upcoming DART Meetings:

<b>MEETING</b>	<b>DATE</b>	<b>TIME</b>	<b>LOCATION</b>
<b>Property Tax Formula Commission Workshop #1</b>	December 13, 2019	8:45 a.m.	DART Central Station
<b>Transit Optimization Study Commission Workshop</b>	January 10, 2020	7:30 a.m.	DART Central Station
<b>FY 2021 Budget Workshop</b>	January 17, 2019	7:30 a.m.	DART Central Station
<b>Property Tax Formula Commission Workshop #2</b>	January 24, 2020	8:45 a.m.	DART Central Station
<b>Property Tax Formula Commission Workshop #3</b>	February 7, 2020	8:00 a.m.	DART Central Station