



# DES MOINES AREA REGIONAL TRANSIT AUTHORITY COMMISSION MEETING MINUTES

620 Cherry Street – Des Moines, Iowa 50309

July 7, 2015, 12:00 p.m.



## ROLL CALL

Commissioners Present: Angela Connolly, Tom Gayman, Christine Hensley, Gaye Johnson, Bob Mahaffey, Joann Muldoon, Steve Peterson and Steve Van Oort, Skip Conkling (12:15 PM)

Commissioner Absent: None

Alternates Present: None

## CALL TO ORDER

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

Notice of the meeting was duly published.

## APPROVAL OF AGENDA

Mr. Peterson, the Commission Chair, called for a motion to approve the July 7, 2015 agenda.

It was moved by Ms. Johnson and seconded by Ms. Connolly to approve the July 7, 2015 agenda. The motion carried unanimously.

## PUBLIC COMMENT

No Public Comment.

## CONSENT ITEM

- 10A – Commission Meeting Minutes – June 2, 2015
- 10B – ATU Collective Bargaining Agreement
- 10C - FY 2016 Des Moines Public Schools Contract Pricing
- 10D – Polk County Paratransit Contract

It was moved by Ms. Hensley and seconded by Ms. Connolly to approve the consent items. The motion carried unanimously.

## ACTION ITEMS

- 11A – FY2016 - FY2025 DART Capital Improvement Plan

It was moved by Ms. Johnson and seconded by Ms. Connolly to approve the adoption of the FY2016 – FY2025 Capital Improvement Plan as presented. Mr. Conkling voted against the motion. The motion carried 8-1.

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11B – May 2015 Financials

Ms. Amber Dakan, Finance Manager, provided a presentation on the May FY 2015 Financials. Fixed Route performed 6.4% below budget projections as of May year to date. Operating expenses are 3.27% below budget projections year to date.

Paratransit revenue is 9.5% lower than budget expectations. Operating expenses are currently 12.2% under forecasted levels.

Rideshare revenues are 18.25% below budgeted levels at year to date. Expenses are below budgetary expectations by 24.81.

It was moved by Ms. Hensley and seconded by Mr. Mahaffey to approve the May FY2015 Consolidated Financial Report. The motion carried unanimously.

**DISCUSSION ITEMS**

*12A – FY 2016 Marketing Plan*

Ms. Kirstin Baer-Harding, Marketing Director, provided a presentation on the FY 2016 Marketing and Communication Plan. Highlights of last year included the rollout of Route 74 in NW Urbandale and the redesign of Route 73 in Urbandale and Windsor Heights; the launch of DART's Real Time tools with SMS text messaging capabilities and the new DART Mobile App as well as continued community outreach efforts promoting the family of services; how to ride training, hosting Chamber events and continued community partnerships with the Public Art Foundation and Project Spaces. FY 2016 Marketing Plan efforts will focus on support and awareness of DART services, increase ridership with DART's 5 million rides campaign and public participation of the DART Forward Plan. Goals and initiatives include informational sessions, community engagement, business outreach and multimedia communications creating a solid road map to another successful year.

*12B – Mobility Manger Report*

Ms. Ellye Kovner, Mobility Manager, provided an update on three current mobility initiative projects; 1) Ten Toe Express; introduces seniors to public transit, while incorporating physical activity and social interaction. The pilot program will run for 8 weeks, beginning in August. The first group of seniors to participate are from Plymouth Place Apartments. 2) Volunteer refugee travel training program; a collaboration project with Lutheran Services of Iowa in their refugee resource center. Refugees who have been in the community and are confident bus riders will be identified as navigators who in turn will teach new refugees and new arrivals how to ride and master the bus system. 3) NCMM grant; is a grant opportunity through the National Center for Mobility Management which focuses on transportation solutions for high risk individuals who lack resources. DART recently received notice that we were awarded this grant. This project will be developing over the next several months.

*12C – May 2015 Performance Report*

Ms. Elizabeth Presutti, General Manager, reviewed the System Performance Ridership Report for May 2015. Overall, ridership has seen an increase of nearly 2% year to date system wide. For Fixed Route services year to date, there has been an increase of about 2.5%.

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**MONTHLY REPORTS**

*10A – Operations Report*

No update

*10B – Marketing Report*

No Update

*10C – Planning Report*

No update

*10D – Procurement*

No Update

*10E – General Manager*

Ms. Elizabeth Presutti, General Manager introduced Ms. Amanda Wanke as DART's new Chief Engagement and Communications Officer. Ms. Wanke will lead DART's marketing, planning, customer service, advertising, RideShare and mobility programs.

Ms. Presutti stated her intent to register DART as a member of the Federal Lobbyist Coalition. No distain was heard by the Commissioner's as to DART's participation in the coalition. Ms. Presutti will proceed with registering DART as a member of the Federal Lobbyist Coalition.

"DART Leaders in Motion" was selected as the focal name for the leadership award program which will acknowledge and recognize the various people and businesses that have helped DART along the way was recommended.

The Commission Workshop on Strategic Planning will be held on July 23, 2015 at 9:00 AM at DART Central Station.

Ms. Presutti provided an overview of the June 11, 2015 meeting with representatives of Merle Hay Mall. Ms. Presutti, DART staff members, along with Commissioner Chris Hensley and Councilman Bill Grey were in attendance to discuss Merle Hay Mall's desire to relocate DART from its current location on the mall property. Recommendations of a new location are currently under discussion.

**FUTURE AGENDA ITEMS**

**COMMISSIONER ITEMS**

Mr. Peterson reminded Commissioners to complete the Conflict of Interest Statements provided in their commission packets and return to them to Elena Baas, Commission Clerk upon adjournment.

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The Commission decided not to hold the August Commission Meeting. The next meeting will be held on September 1. The October meeting will be held on September 29 due to the APTA Annual Meeting.

**OTHER – Communications**

No Update

**NEXT MEETING**

September 1, 2015 at 12:00 pm

**ADJOURNMENT**

A motion by Mr. Conkling and second by Mr. Gayman to adjourn the regular Commission Meeting was made at 1:17pm. The motion carried unanimously.

**Future 2015 Meeting Dates**

Sept 1, Sept 29, Nov 3, Dec 1

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Chair

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Clerk

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Date