



DES MOINES AREA REGIONAL TRANSIT AUTHORITY
NOTICE OF COMMISSION MEETING AND AGENDA
MAY 7, 2013 – 5:00 p.m.
DART MULTIMODAL ROOM, 620 CHERRY STREET

	PAGE #
1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF MAY 7, 2013 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. CONSENT ITEMS	
A. April 2, 2013 Minutes	2
B. Des Moines Public Schools Contract	7
C. Concrete Work at 1100 DART Way	8
D. RideShare Passenger Vans	9
7. ACTION ITEMS	
A. DART Public Participation Plan	11
B. 2013 DART Title VI Program Update	12
C. RideShare Program Fare Increase	15
D. FY 2014 Service Recommendations	17
E. March 2013 Financials	18
8. DISCUSSION ITEMS	
A. State Legislative Update	20
B. Trip Planner Demo	21
C. Quarterly Safety Report	22
D. DART Ridership Trends	24
E. March 2013 Performance Report	25
9. DEPARTMENTAL MONTHLY REPORTS (By Exception)	
A. Operations	27
B. Marketing	29
C. Planning	33
D. General Manager	35
10. FUTURE AGENDA ITEMS	36
11. COMMISSIONER ITEMS	
A. Nominating Committee Appointments	37
12. OTHER – Communications	
13. NEXT MEETING: Regular DART Meeting Tuesday, June 4, 2013 – 5:00 p.m.	
14. ADJOURN	

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES**

**620 Cherry Street – Des Moines, IA 50309
April 2, 2013**

ROLL CALL

Commissioners Present: Steve Brody, Skip Conkling, Angela Connolly, Tom Gayman, Christine Hensley, Gaye Johnson, Bob Mahaffey, Steve Van Oort

Commissioner Absent:

Alternates Present: Ruth Randleman, Mayor of Carlisle

Staff Present: Elizabeth Presutti, General Manager; Jamie Schug, Chief Financial Officer; Gunnar Olson, Public Affairs Manager; Tom Reynolds, Chief Operating Officer; Jim Tishim, Planning Director; Randy Ross, HR Director; PJ Sass, Customer Service Manager; Mark Burkman, Purchasing Manager; Amber Dakan, Staff Accountant; Greg Schmitt, Training Manager; Kirstin Baer-Harding, Marketing Director; Mike Kaiser, Service Management Manager; Tony Filippini, Transit Planner; Debra Meyer, Capital Grants Manager; Georgia Parkey, Paratransit Operations Manager; Matt Pitstick, Facilities Manager; Randy McKern, Transportation Manager; Teresa Cashman, Scheduling Manager; Barb Finch, Accounting Temp; Jennifer Long, RideShare Program Coordinator; Garry Dupper, AVL System Administrator; Kyle McCann, Attorney, Brick Gentry, P.C.

Others Present: John Halsband, DART Customer; Barb Andersen, TMA/DCA; Mandi Holdcomb, Denman & Company; Carolyn and Dan Rodgers, Union Park Neighborhood Association

CALL TO ORDER

The meeting was called to order by Chair, Steve Van Oort at 5:00pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF AGENDA

Mr. Van Oort called for approval of the April 2, 2013 meeting agenda.

It was moved by Ms. Hensley and seconded by Ms. Johnson to approve the April 2, 2013 Agenda. The motion carried unanimously.

PUBLIC COMMENT

No Comments

6A – Transit Riders Advisory Committee Report

Rod Van Genderen gave an update to the Commission on the last TRAC meeting. Topics that were discussed:

- Performance Goals
 - Service expansion (Expanded hours and more frequency)
 - Social media
 - Technology (BETA launch of Trip Planner)
 - Bus shelter locations
 - Increased awareness of routes 52 & 60
- Public Participation Plan
 - Assurance and improve on access to DART's decision making process

CONSENT ITEMS

7-A – March 5, 2013 Minutes

7-B – Tomorrow Plan Community Partner

It was moved by Mr. Conkling and seconded by Mr. Mahaffey that the consent items be approved. The motion carried unanimously.

ACTION ITEMS

Action Item 8A – FY 2012 Audit

Mandi Holcomb from Denman & Company presented to the Commission on the FY2012 audit. Denman met with the Executive Committee last week. Total assets went up substantially this year with the construction of DART Central Station.

Ms. Hensley would like follow up on the additional fees as a result of having to pull out of the field.

It was moved by Ms. Hensley and seconded by Mr. Mahaffey that the Commission approve the FY 12 Audit. The motion carried unanimously.

Action Item 8B – February 2013 Financials

Jamie Schug, Chief Financial Officer gave a presentation to the Commission regarding the February financials.

It was moved by Mr. Mahaffey and seconded by Mr. Brody that the Commission approve the February 2013 Financials. The motion carried unanimously.

Action Item 8C – RideShare Program Fare Adjustment and Public Hearing Date

Jennifer Long, RideShare Program Coordinator gave a presentation to the Commission regarding the fare adjustment that will take effect on July 1, 2013. Comments from the Public Hearing will be presented at the May 7, 2013 Commission Meeting.

It was moved by Mr. Brody and seconded by Mr. Mahaffey that the Commission approve a Public Hearing for a RideShare Fare Adjustment for 12:00pm on April 30, 2013 at DART Central Station. The motion carried unanimously.

Action Item 8D – DART Public Participation Plan

Gunnar Olson, Public Affairs Manager gave a presentation to the Commission regarding the Draft Public Participation Plan. This plan will come back to the Commission in May for final approval.

The Commission discussed in length the current service for low income and Limited English Proficiency populations. The availability of demographic information was also discussed. Commissioners will continue to coordinate with DART staff regarding education for targeted populations.

A motion was made by Ms. Hensley and seconded by Ms. Connolly that the Commission move to hold the vote on the DART Public Participation Plan until the next scheduled meeting on May 7, 2013. The motion carried unanimously.

Action Item 8E - DART Fare Equity Policy

Tony Filippini, Transit Planner gave a presentation to the Commission regarding the Fare Equity Policy. The purpose of the policy is to ensure that there is fairness in changes to fare media, prices and structure, and is being updated as a component of the Title VI Plan.

It was moved by Ms. Connolly and seconded by Ms. Hensley that the Commission approve the DART Fare Equity Policy with an amendment to the policy to clarify that it is specific to Fixed Route only. The motion carried unanimously.

DISCUSSION ITEMS

9A - DART's Street Closure Response

Ms. Olson gave a presentation to the Commission on the process of detouring DART service when there are street closures.

- Detouring DART is more than moving buses. It requires:
 - Moving Routes
 - Revised Schedules
 - Moving or updating signage
 - Moving customers to different stops
- The effect on riders can be serious, especially those who depend on transit to go to jobs, critical appointments, and school.
- DART works to respond to detours due to street closures for vital infrastructure improvements.
 - When detours are elective for events, DART tries to work proactively with the organizers in order to mitigate effects on riders while still holding successful events.

Commissioners suggested getting with Kandi Reindl to get on the agenda to do a presentation to the area City Manager's.

9B - FY 2014 Service Recommendations

Mr. Olson gave the Commission an overview of the recommended service changes that are slated for August.

- The recommendations are based on the DART Forward 2035 Services Plan.
- Recommendations include:
 - Adding night service on two east-side Des Moines routes
 - Expanding all night service later into the evening
 - Expanding hours of operation on weekends
- DART will hold public meetings later this month to get public feedback.
 - The schedule of meeting times, dates and locations will be announced soon.

9C - February 2012 Performance Report

Elizabeth Presutti, General Manager updated the Commission that due to a couple less weekdays in February and public schools that were let out early due to inclement weather we saw a change in ridership compared to the same time period last year and the prior month.

Ms. Presutti will be preparing a ridership trends report for next month’s meeting.

MONTHLY REPORTS

Operations Report

No update

Marketing Report

Kirstin Baer-Harding, Marketing Director gave an update to the Commission.

- DART is participating in a Customer Service Survey with the Bus Benchmarking Group
- How to Ride Training has been scheduled for each month at DART Central Station

Planning Report

No update

General Manager

Elizabeth Presutti, General Manager updated that we are participating with the Polk County Housing Trust Fund Bus Tour on April 19th beginning at 9:30am. A tour of DART Central Station will conclude the tour. Information regarding the tour can be found at www.pchtf.org.

RECEIVE AND FILE

11A - Petition - Service to SE 6th Street & Hartford Bus Stop

11B - Letter from FTA Regarding Title VI Complaints

A copy of the Title VI response will be provided to the complainants by the FTA. DART will provide a copy to the Human Rights Commission.

It was moved by Mr. Conkling and seconded by Ms. Johnson that the Commission Receive and File items 11A and 11B. The motion carried unanimously.

FUTURE AGENDA ITEMS

No update

COMMISSIONER ITEMS

13A - Committee to Review DART Central Station Vendor Space Lease

Mr. Van Oort, Chair asked that Mr. Gayman and Mr. Mahaffey act as the committee to review the lease.

OTHER - Communications

We will be establishing a nominating committee at the next meeting to elect Commission seats for the next fiscal year.

The clerk will send out a meeting notice to Commissioners regarding the Public Hearing for the RideShare Fare Increase.

A special meeting will likely be held for the approval of the vendor space lease prior to the next Commission meeting.

Next Meeting

May 7, 2013 at 5:00pm

ADJOURNMENT

The regular Commission Meeting was adjourned at 6:32pm. It was moved by Ms. Connolly and seconded by Ms. Johnson. The motion carried unanimously.

Future 2013 Meeting Dates

Jun 4, Jul 2, Aug 6, Sep 3, Oct 1, Nov 5, Dec 3

Chair

Clerk

Date

ACTION ITEM



6B: Des Moines Public Schools Contract

Action: Approve the Des Moines Public Schools Year 2 Contract Value of \$684,460.68.

Staff Resource: Jim Tishim, Planning Director

Background:

- DART has been providing Des Moines Public School middle and high school students transportation to and from school since 1993.
- Over 2,500 student trips per day are provided on DART's regular fixed route services as well as 40 additional bus routes that include slight variations off a DART route.
- As part of the contract, DART provides unlimited ridership privileges to eligible students every day of the week throughout the entire year including all break periods (Christmas Break, Spring Break, and Summer Break).
- Unlimited ridership privileges for eligible summer-school students.
- Unlimited free access to all DART transit services for any of the approximately 5,000 Des Moines Public School District employees.
- DMPS compensates DART for the true cost of DART services, not an estimated amount based on student passes issued. The district's payment will be guaranteed and received in 10 equal monthly payments during the school year.
- The DART Commission approved a new 5-year contract with Des Moines Public Schools in May 2012.

Costs:

- DMPS will pay DART an amount not to exceed \$684,460.68 for Year 2 of the contract subject to the addition or deletion of any existing routes, school days, or major cost escalation (fuel).

Recommendation:

- Approve the Year 2 contract value for the 2013-2014 school year contract value not to exceed \$684,460.68.

CONSENT ITEM



6C: Concrete Work at 1100 DART Way

Action: Approve \$260,000 for concrete replacement with A&B Concrete.

Staff Resource: Matt Pitstick, Facilities Manager

Background:

- DART is in its final year of a five year contract to replace deteriorating concrete at 1100 DART Way location.
- The project includes cutting and removal of waste concrete, compaction of subbase and pouring of 2,523 square yards of new pavement.

Costs:

- The total budget for the project is \$260,000 with the estimated project cost at \$242,249.28 and \$17,750.72 for contingency.

Funding:

- DART's capital improvement program.

Recommendation:

- Approve \$260,000 for concrete replacement at 1100 DART Way with A & B Concrete.

CONSENT ITEM



6D:	RideShare Passenger Vans
Action:	<p>A) Approve a three year contract with Stew Hansen Dodge for 7-passenger minivans for the RideShare Program not to exceed \$1,750,000.</p> <p>B) Approve the purchase of nine (9) passenger minivans for the RideShare Program at a cost not to exceed \$225,000.</p>

Staff Resource: Mark Burkman, Purchasing Manager

Background:

- DART’s RideShare fleet includes minivans, 12-passenger vans and 15-passenger vans.
- DART’s prior RideShare minivan contract was awarded to Wilson Toyota of Ames. This contract has completed its term.
- DART’s vanpool fleet of over 100 vans need to be replaced every 5-years assuming the van has operated 100,000 miles.
- These nine minivans will be 2013 model-year vehicles and be used to replace the oldest vans in the fleet.

Procurement:

- DART conducted a Request for Bid for the purchase of passenger vans in November 2012. Stew Hansen Dodge was the lowest bidder on 7-passenger vehicles.

7 Passenger	
Stew Hansen Dodge	Dodge Grand Caravan
	2013 Model Year \$ 24,084.00
	2014 Model Year \$ 24,084.00
	2015 Model Year \$ 24,084.00
Bob Brown Chevrolet	Chevrolet Traverse
	2013 Model Year \$ 27,959.00
	2014 Model Year \$ 28,259.00
Karl Chevrolet	Chevrolet Traverse
	2013 Model Year \$ 28,860.00
	2014 Model Year \$ 29,760.00
	2015 Model Year \$ 30,660.00
	Chevrolet Traverse 8 passenger seating
	2013 Model Year \$ 25,406.00
	2014 Model Year \$ 26,256.00
2015 Model Year \$ 27,106.00	

ACTION ITEM
6D: RideShare Passenger Vans



- Estimated delivery is for the minivans is 6-8 weeks.

Funding:

- Adopted DART Capital Program.

Recommendation:

- Approve a three year contract with Stew Hansen Dodge for 7- passenger minivans for the RideShare Program not to exceed \$1,750,000.
- Approve the purchase of nine (9) seven-passenger minivans for the RideShare Program at a cost not to exceed \$225,000.

ACTION ITEM



7A:	DART Public Participation Plan
Action:	Adopt the DART Public Participation Plan

Staff Resource: Gunnar Olson, Public Affairs Manager
Jim Tishim, Planning Director

Background:

- DART has developed a “Public Participation Plan,” in keeping with federal guidelines, as a means of formalizing and improving its existing methods for providing public access to DART’s decision-making process, with focus on assuring access to Low Income, Minority and Limited English Proficiency populations.
- The public has been consulted in the development of this plan, including two public meetings held Thursday, March 14, 2013, at DART Central Station, as well as a survey that was distributed both online and in paper formats. More than 400 people provided input.
- The Public Participation Plan will be included in DART’s Title VI Plan Update to the Federal Transit Administration (FTA) this summer.
- Staff will be seeking approval to submit DART’s Title VI Plan update at the May DART Commission meeting.
- Copies of the plan were provided at the DART Commission Meeting in April.

Recommendation:

- Adopt the DART Public Participation Plan.

ACTION ITEM



7B: 2013 DART Title VI Program Update

Action: Adopt the 2013 DART Title VI Program Update and Authorize Staff to Make Minor Revisions if Recommended by FTA after submittal

Staff Resource: Tony Filippini, Transit Planner
Jim Tishim, Planning Director

Background:

- As a recipient of federal funding, DART is required to operate its programs and activities in accordance with the Civil Rights Act of 1964 and its amendments, collectively known as Title VI, which prohibit discrimination on the basis of race, color or national origin.
- DART's Title VI Program is updated every three years and submitted to the Federal Transit Administration (FTA) Region VII Civil Rights Officer to verify DART's compliance.
- The 2013 Title VI Program Update has been produced consistent with FTA's most recent guidelines, published in October 2012.
- The update is a comprehensive document, including the Title VI public notices, complaint procedures and complaint forms; a list of Title VI investigations, lawsuits and complaints; table of racial composition of non-elected bodies, where membership is selected by DART; locations of DART stations and facilities; customer demographics and travel patterns; and system performance measures.
- The 2013 Title VI Program Update includes several plans and policies, including:
 - Transit Service Policies
 - Social Equity Policies
 - Limited English Proficiency Plan
 - Public Participation Plan
- Attached is the Executive Summary for the Title VI plan, Commissioners received a full copy of the plan in advance of the meeting.

Recommendation:

- Adopt the 2013 DART Title VI Program Update with staff authorization to make minor revisions if recommended by the FTA.

2013 TITLE VI PROGRAM UPDATE DES MOINES AREA REGIONAL TRANSIT AUTHORITY

EXECUTIVE SUMMARY

The Des Moines Area Regional Transit Authority (DART), as a recipient of federal funding, is required to operate its programs and activities in accordance with the Civil Rights Act of 1964 and its amendments, collectively known as Title VI, which prohibit discrimination on the basis of race, color or national origin. DART's Title VI Program is updated every three years and submitted to the Federal Transit Administration (FTA) Region VII Civil Rights Officer to verify DART's compliance.

The 2013 Title VI Program Update has been produced consistent with FTA's most recent guidelines, published in October 2012. The update is a comprehensive document, including the Title VI public notices, complaint procedures and complaint forms; a list of Title VI investigations, lawsuits and complaints; table of racial composition of non-elected bodies, where membership is selected by DART; locations of DART stations and facilities; customer demographics and travel patterns; and system performance measures.

The 2013 Title VI Program Update includes several plans and policies, including:

- Transit Service Policies
- Social Equity Policies
- Limited English Proficiency Plan
- Public Participation Plan

Transit Service Policies

The Title 2013 Program Update includes several policies on how DART evaluates the performance of its fixed-route services in its service area.

DART will evaluate services annually to determine if adjustments are warranted. Service standards include vehicle load (passengers), vehicle headway (frequency), on-time performance, and service accessibility.

Social Equity Policies

The Title 2013 Program Update encompasses several policies to ensure social equity. These policies exist to protect all protected classes and low-income communities from changes to DART programs, policies and/or services in any way that would disproportionately affect these individuals. On a triennial basis or as warranted, DART will determine if routes meet the criteria as a minority or low-income transit route as defined by the FTA.

The annual Level of Service Monitoring Report involves comparative analysis of low-income, minority, and non-minority routes relative to service standards for vehicle load, vehicle headway, on-time performance, and service accessibility. Additionally, a comparative analysis is required relative to policies for vehicle assignment and distribution of amenities.

Additionally, DART will conduct a Service Equity Analysis for all major service changes to ensure that these changes are equitable. Major service changes are defined as those that affect more than 25 percent of passengers on a given transit route. Similarly, DART will conduct a Fare Equity Analysis for any change to DART fares, including changes to cost, structure and/or fare media.

Limited English Proficiency (LEP) Plan

The 2013 Title VI Program Update includes DART's Limited English Proficiency Plan. The LEP Plan outlines DART's efforts to assist people in its service area who have Limited English Proficiency to ensure equal access to DART information and services. There are five areas that comprise DART's LEP Plan:

- Identifying LEP individuals who need language assistance
- Language assistance measures
- Training Staff
- Providing Notice to LEP persons
- Monitoring and updating the LEP Plan

Public Participation Plan

The 2013 Title VI Program Update also includes DART's Public Participation Plan. The purpose of the Public Participation Plan is to assure and improve access to DART's decision-making process for low income, minority and limited English proficient (LEP) populations.

In summary, the plan embodies DART's efforts to seek and consider the viewpoints of minority, low income and LEP populations, as well as to 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.

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.

ACTION ITEM



7C: RideShare Program Fare Increase

Action: Approval of a Two (2) Percent Fare Increase for RideShare

Staff Resource: Jennifer Long, RideShare Program Coordinator

Background:

- At the DART Commission Meeting on June 28, 2011, the Commission adopted a fare policy whereby fares would be increased bi-annually at a rate not to exceed five (5) percent per adjustment period to be in alternating years beginning July 2013.
- At the June 28, 2011 Commission Meeting, the Commission also approved an increase in the fee charged for going over the monthly allotment of personal miles to the rate posted by the IRS each year. The rate was to be adjusted each year in July to the current IRS rate.
- At the DART Commission Meeting on April 2, 2013, the Commission approved the advertisement of a public hearing and opportunity for public comment for RideShare customers in addition to written comment:
 - On April 10 and April 22, 2013, all active customers were notified of the proposed change and upcoming hearing. Notice was also published in the Des Moines Register on April 11, 2013. Customers were offered the opportunity to submit comment by mail or email in lieu of attending the public hearing.
 - Four comments were received by email.
 - Public Comment Hearing was held on Tuesday, April 30, 2013, at 12:00 p.m. noon at DART Central Station in Des Moines.
 - No one attended.
- Copies of the comments will be provided at the DART Commission meeting.
- Attached is the proposed RideShare rate structure for July 2013 including the two (2) percent increase.
- DART staff worked with the FTA to confirm the Title VI fare equity analysis would not apply to RideShare.

Fare Increase Recommendation:

- Staff recommends:
 - A fare adjustment of two (2) percent to be implemented with the July 2013 fares.
 - An increase in the fee for going over the monthly allotment of personal miles to \$0.56 per mile to bring it in line with the current IRS rate.

**Proposed Monthly RideShare Fares
Effective July 1, 2013**

Daily Round Trip Van Miles	4 Passengers*			5-6 Riders*			7-8 Riders*			9-10 Riders*			11-14 Riders*		
	Current	Increase	New	Current	Increase	New	Current	Increase	New	Current	Increase	New	Current	Increase	New
1 - 30 Miles	\$82	\$2.00	\$84.00	\$82	\$2.00	\$84.00	\$82	\$2.00	\$84.00	\$82	\$2.00	\$84.00	\$82	\$2.00	\$84.00
31 - 40 Miles	\$94	\$2.00	\$96.00	\$94	\$2.00	\$96.00	\$87	\$2.00	\$89.00	\$85	\$2.00	\$87.00	\$82	\$2.00	\$84.00
41 - 50 Miles	\$108	\$2.00	\$110.00	\$108	\$2.00	\$110.00	\$101	\$2.00	\$103.00	\$92	\$2.00	\$94.00	\$83	\$2.00	\$85.00
51 - 60 Miles	\$128	\$3.00	\$131.00	\$128	\$3.00	\$131.00	\$114	\$2.00	\$116.00	\$95	\$2.00	\$97.00	\$86	\$2.00	\$88.00
61 - 70 Miles				\$137	\$3.00	\$140.00	\$120	\$2.00	\$122.00	\$100	\$2.00	\$102.00	\$87	\$2.00	\$89.00
71 - 80 Miles				\$143	\$3.00	\$146.00	\$125	\$3.00	\$128.00	\$104	\$2.00	\$106.00	\$90	\$2.00	\$92.00
81 - 90 Miles				\$159	\$3.00	\$162.00	\$129	\$3.00	\$132.00	\$108	\$2.00	\$110.00	\$91	\$2.00	\$93.00
91 - 100 Miles				\$174	\$3.00	\$177.00	\$134	\$3.00	\$137.00	\$111	\$2.00	\$113.00	\$98	\$2.00	\$100.00
101 - 110 Miles				\$193	\$4.00	\$197.00	\$149	\$3.00	\$152.00	\$120	\$2.00	\$122.00	\$107	\$2.00	\$109.00
111 - 120 Miles				\$209	\$4.00	\$213.00	\$161	\$3.00	\$164.00	\$136	\$3.00	\$139.00	\$112	\$2.00	\$114.00
121 - 130 Miles				\$226	\$5.00	\$231.00	\$172	\$3.00	\$175.00	\$145	\$3.00	\$148.00	\$119	\$2.00	\$121.00
131-140 Miles				\$242	\$5.00	\$247.00	\$185	\$4.00	\$189.00	\$153	\$3.00	\$156.00	\$128	\$3.00	\$131.00
141 - 150 Miles				\$256	\$5.00	\$261.00	\$196	\$4.00	\$200.00	\$161	\$3.00	\$164.00	\$135	\$3.00	\$138.00
151-160 Miles				\$307	\$6.00	\$ 313.00	\$230	\$5.00	\$ 235.00	\$184	\$4.00	\$ 188.00	\$153	\$3.00	\$ 156.00
161-170 Miles				\$327	\$7.00	\$ 334.00	\$245	\$5.00	\$ 250.00	\$196	\$4.00	\$ 200.00	\$163	\$3.00	\$ 166.00
171-180 Miles				\$347	\$7.00	\$ 354.00	\$260	\$5.00	\$ 265.00	\$208	\$4.00	\$ 212.00	\$174	\$3.00	\$ 177.00
181-190 Miles				\$367	\$7.00	\$ 374.00	\$276	\$6.00	\$ 282.00	\$220	\$4.00	\$ 224.00	\$184	\$4.00	\$ 188.00
191-200 Miles				\$388	\$8.00	\$ 396.00	\$291	\$6.00	\$ 297.00	\$233	\$5.00	\$ 238.00	\$194	\$4.00	\$ 198.00

*The van driver is excluded from this passenger count.

ACTION ITEM



7D: FY 2014 Service Change Recommendations

Action: Adopt the FY 2014 Service Change Recommendations

Staff Resource: Jim Tishim, Planning Director
Gunnar Olson, Public Affairs Manager

Background:

- The DART Forward 2035 Services Plan outlines the ongoing expansion of public transit service throughout Greater Des Moines.
- In March 2013, the DART Commission adopted its FY 2013 budget which included funding for Year 2 service improvements.
- The FY 2014 service recommendations were presented to the DART Commission at the April meeting. These recommendations were based on the plan's Year 2 service recommendations, although they are not identical, and build on the substantially restructured service network that was put into place in FY 2013.
 - Additional trips on Route #99 (Altoona Express) and Route #11 (Ingersoll/Valley Junction)
 - Expanded frequency on Route #60 (University/Ingersoll)
 - Night service on Route #1 (Fairgrounds) and #17 (Hubbell Ave) and discontinue Des Moines On Call service
 - Add midday service on Route #91 between Merle Hay Mall and DART Central Station
 - One additional day of service on Ankeny On-Call
 - Later service on weekdays for local routes
 - Earlier and later service on Saturday and Sunday
- The recommendations were reviewed and commented on by the public at a series of six public meetings in April, as well as through an online survey. The meetings were held at various times and places throughout the metro, and 86 people attended. Additionally, 596 people completed the survey.
- Pending Commission approval, the FY 2014 service changes would be implemented in August.

Recommendation:

- Adopt the FY 2014 Service Change Recommendations.

ACTION ITEM



7E: March FY2013 Consolidated Financial Report

Action: Approve the March FY2013 Consolidated Financial Report

Staff Resource(s): Amber Dakan, Staff Accountant
Jamie Schug, Chief Financial Officer

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating Revenue year to date comes in at 2.8% under projected levels; an improvement from February's standing. This indicates a positive uptick in ridership as weather conditions improve.
- Fixed Route Non-Operating Revenue is on par for FY13.
- Paratransit Operating Revenue continues to operate approximately 17% below budgetary expectations. Polk County Funding, a significant portion of Paratransit Revenue, continues to be the primary reason for the shortfall. FY14 Budget projections have been adjusted for the change in revenue levels.
- Rideshare Revenues remain approximately 4% under projected totals for the fiscal year to date. Monthly revenue continues to remain steady at this level.

Operating Expense:

- Fixed Route Budget Summary – Fixed Route has maintained a 10% below budget level for the month of March and year to date. Savings are primarily attributed to Fuels and Lubricants and within and Equipment Repairs.
- Paratransit Budget Summary – Year to date, Paratransit expenses were below budget by approximately 6.7% from projected levels and will continued to be closely monitored for opportunities to increase revenue and reduce expenses through the completion of FY2013.
- Rideshare Expenses year to date are below budgetary expectations by approximately 15%. As in prior months, this continues to offset the 4% revenue shortfall. Continued savings are accounted for in the Fuel and Lubricants categories as well as Equipment Repair Parts, and Salaries.

Recommendation:

- Approve the March FY2013 Consolidated Financial Report.

**** TOTAL Un-Audited Year-End March FY2013 as Compared to Budget:**

Fixed Route	\$	1,438,161	Reserve For Accidents	(See Balance Sheet):
Paratransit	\$	(213,694)		FY2013 \$1,402,650.82
Rideshare	\$	86,704		
Total	\$	1,311,172		

FY2013 Financials:

March 2013

FIXED ROUTE	March 2013			Year-To-Date-(9) Months Ending 03/31/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	445,209	387,019	58,190	3,384,304	3,483,171	(98,867)
Non-Operating Revenue	1,238,101	1,331,818	(93,717)	12,286,473	12,326,362	(39,889)
Subtotal	1,683,309	1,718,837	(35,528)	15,670,777	15,809,533	(138,756)
Operating Expenses	1,673,413	1,748,906	75,493	14,301,952	15,878,869	1,576,917
Gain/(Loss)	9,897	(30,069)	39,966	1,368,826	(69,336)	1,438,161

PARATRANSIT	March 2013			Year-To-Date-(9) Months Ending 03/31/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	172,492	209,683	(37,191)	1,564,672	1,887,147	(322,475)
Non-Operating Revenue	51,368	63,263	(11,895)	522,353	569,367	(47,014)
Subtotal	223,860	272,946	(49,086)	2,087,025	2,456,514	(369,489)
Operating Expenses	248,752	258,705	9,953	2,175,524	2,331,319	155,795
Gain/(Loss)	(24,892)	14,241	(39,133)	(88,498)	125,195	(213,694)

RIDESHARE	March 2013			Year-To-Date-(9) Months Ending 03/31/2013		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	81,269	83,333	(2,064)	720,876	749,997	(29,121)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	81,269	83,333	(2,064)	720,876	749,997	(29,121)
Operating Expenses	78,071	83,345	5,274	635,254	751,080	115,826
Gain/(Loss)	3,198	(12)	3,210	85,621	(1,083)	86,704

DISCUSSION ITEM



8A:	State Legislative Update
------------	---------------------------------

Staff Resource: Elizabeth Presutti, General Manager

Bill Wimmer of Wasker, Dorr, Wimmer & Marcouiller, DART's state lobbyist will provide a status report on state legislative activities, including:

- Funding for DART's Bus Rapid Transit Project on Ingersoll and University Avenues.
- Commercial property tax reform.
- Bus operator assaults.

Mr. Wimmer will also update the Commission on other legislative items that may affect DART activities.

DISCUSSION ITEM



8B:	Trip Planner Demonstration
------------	----------------------------

Staff Resource: Gunnar Olson, Public Affairs Manager
Jim Tishim, Planning Director
Kirstin Baer-Harding, Marketing Director

- A demonstration of DART's online trip planner will be provided at the meeting.

DISCUSSION ITEM



8C: Quarterly Safety Report

Staff Resource: Carmella Comito, Risk Manager

Analysis of accidents for the 3rd Quarter of FY2013:

<i>ACCIDENTS BY ROUTE:</i>	3nd QTR	3nd QTR	YTD	YTD
	<u>FY13</u>	<u>FY12</u>	<u>FY13</u>	<u>FY12</u>
#1 -FAIRGROUNDS	1	2	2	3
#3 -UNIVERSITY	4	5	10	14
#4 -14TH	3	0	4	1
#5 -FRANKLIN AVE	0	0	2	0
#6 -INDIANOLA AVE	0	2	3	6
#7 -SW 9 th ST	0	1	1	4
#8 -FLEUR DR	0	1	1	2
#9 -EXPRESSES	3	0	8	4
#11 -INGERSOLL/VALLEY JCT	2	1	4	1
#12 - ON PROPERTY	0	1	5	4
#13 - PARK AVE	0	0	1	0
#14 - BEAVER AVE	4	0	4	0
#15 - 6 th AVE	1	0	1	0
#16 - DOUGLAS AVE	3	0	5	0
#17 - HUBBELL AVE/ALTOONA	3	0	3	0
#52 - VALLEY WEST/JORDAN CR	1	0	1	0
#60 - INGERSOLL/UNIVERSITY	1	0	1	0
#40 - LINK	2	0	4	2
#42 - D-LINE	1	1	2	1
#SS - SCHOOL ROUTES	2	1	2	4
#20 - PARATRANSIT	5	6	14	14
#R - RIDESHARE	2	1	4	9
#A - ADMIN	0	1	2	2
#M - MAINTENANCE	0	0	0	0
SF- STATE FAIR	0	0	0	1
Training	0	0	3	1
TOTALS	38	24	87	73

DISCUSSION ITEM
8C: Quarterly Safety Report



<i>ACCIDENTS BY TYPE:</i>	3rd QTR	3rd QTR	YTD	YTD
	<u>FY13</u>	<u>FY12</u>	<u>FY13</u>	<u>FY12</u>
BUS INTO FIXED OBJECT	13	3	33	21
PERSONAL INJURY	0	0	1	1
BUS INTO VEHICLE	6	7	12	16
VEHICLE INTO BUS	17	11	38	29
OTHER	1	2	2	6
MAINTENANCE	0	0	0	0
VANDALISM	1	0	1	0
TOTALS	38	23	87	73

<i>ACCIDENTS BY CHARGEABILITY CODE:</i>	2nd QTR	2nd QTR	YTD	YTD
	<u>FY13</u>	<u>FY12</u>	<u>FY13</u>	<u>FY12</u>
NON PREVENTABLE	18	11	37	27
PREVENTABLE	18	11	45	37
NOT GRADED	2	1	5	9
TOTALS	38	23	87	73

DISCUSSION ITEM



8D:	Ridership Trends
------------	------------------

Staff Resource: Elizabeth Presutti, General Manager

- A presentation on current ridership trends will be provided at the meeting.



System Summary Performance Report March 2013

	September 2012	October 2012	November 2012	December 2012	January 2012	February 2013	March 2013	March 2012	Percent Change 2013/2012	FY13 Year To Date	FY12 Year To Date	Percent YTD Change 2013/2012
DART Fixed Route												
Total Ridership	339,496	385,505	337,521	274,548	326,769	306,426	315,315	338,268	-6.79%	3,073,376	3,161,974	-2.80%
OTT Ridership	14,501	19,436	16,885	16,626	17,197	15,976	17,157	18,642	-7.97%	156,525	169,200	-7.49%
Unlimited Access Ridership	34,530	42,682	35,943	26,436	37,527	37,164	37,267	38,210	-2.47%	325,816	328,854	-0.92%
Bike Rack Usage	4,168	4,628	3,295	2,053	1,705	1,738	2,106	3,160	-33.35%	30,801	32,036	-3.86%
Passengers/Revenue Hour	24.59	23.81	21.93	18.25	19.69	20.14	19.40	21.88	-11.34%	21.59	23.02	-6.18%
Avg. Passengers Weekday	16,126	15,677	15,520	12,930	13,541	14,145	13,688	14,074	-2.74%	15,031	15,343	-2.03%
Avg. Passengers Weekend Day	3,677	3,116	3,014	2,625	3,609	2,941	2,786	3,182	-12.44%	3,094	6,956	-55.52%
Complaints/100,000 Riders	25.04	29.83	22.52	34.97	33.66	15.34	5.71	21.58	-73.55%	23.98	28.24	-15.09%
Commendations/100,000 Riders	2.65	4.93	1.48	2.91	2.75	2.94	32.98	2.66	1139.67%	6.34	2.97	113.43%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	2.04	1.34	1.73	2.02	1.67	1.83	1.37	2.47	-44.55%	1.81	1.70	6.24%
Non-Preventable/100,000 Miles	0.51	1.79	0.00	1.51	2.09	5.03	0.91	1.48	-38.39%	1.07	0.47	126.66%
Maintenance:												
Total Miles Operated	195,965	223,581	230,630	198,064	238,856	218,565	218,919	202,318	8.21%	1,987,685	1,818,355	9.31%
Road Calls/100,000 Miles	20.92	22.36	19.08	10.60	13.82	17.39	11.42	15.82	-27.80%	18.11	20.73	-12.64%
Active Vehicles in Fleet	109	112	125	107	113	111	118	114	3.51%	112	122	-8.19%
DART Paratransit												
Total Ridership	10,818	12,941	11,554	9,905	12,257	10,740	12,450	12,339	0.90%	104,544	109,621	-4.63%
Passengers/Revenue Hour	2.95	3.02	2.98	2.87	3.01	2.95	3.10	3.08	0.65%	2.99	3.08	-2.81%
Average Trip Length	6.44	6.32	6.31	6.38	6.01	6.31	5.83	5.98	-2.53%	5.99	5.67	5.64%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	1.50	0.00	1.44	1.68	2.85	3.11	0.00	0.00	#DIV/0!	1.28	1.13	13.43%
Non-Preventable/100,000 Miles	0.00	1.27	1.44	1.68	0.00	1.55	0.00	0.00	0.00%	0.80	0.80	-0.75%
Maintenance:												
Total Miles Operated	66,697	78,563	69,461	59,434	70,193	64,396	68,858	70,854	-2.82%	625,871	621,201	0.75%
Active Vehicles in Fleet	29	29	29	29	29	29	29	29	0.00%	29	29	0.00%
DART RideShare												
Total Ridership	20,142	24,266	20,752	17,352	23,250	21,076	22,546	25,232	-10.65%	194,376	214,444	-9.36%
Total Vans in Circulation	93	93	93	93	93	93	94	95	-1.05%	93	96	-3.24%
Total Rideshare Customers	825	817	823	815	813	805	805	865	-6.94%	820	874	-6.19%
Accident Frequency Rate by Service:												
Preventable	0.00	0.00	0.00	0.00	0.61	0.66	0.00	0.00	0.00%	0.14	0.06	0.00%
Non-Preventable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.64	-100.00%
Maintenance:												
Total Miles Operated	148,781	177,835	156,349	137,393	165,239	150,437	163,869	177,716	-7.79%	1,437,075	1,557,750	-7.75%
Active Vehicles in Fleet	100	100	100	100	100	100	94	99	-5.05%	99	105	-5.10%



System Performance Ridership Report

March 2013

	September 2012	October 2012	November 2012	December 2012	January 2012	February 2013	March 2013	March 2012	Percent Change 2012/2011	FY13 Year To Date	FY012 Year To Date	Percent YTD Change 2013/2012
DART Fixed Route Ridership	339,496	385,505	337,521	274,548	326,769	306,426	315,315	338,268	-6.79%	3,073,376	3,161,974	-2.80%
Local Routes:												
#1 - Fairgrounds	19,548	22,441	20,842	15,667	19,831	19,351	18,375	20,007	-8.16%	363,194	371,921	-2.35%
#3 - University	74,618	83,627	65,711	36,203	34,718	31,410	32,326	69,812	-53.70%	489,685	636,186	-23.03%
#4 - Urbandale	28,837	33,576	26,822	13,971	16,463	15,468	16,531	33,744	-51.01%	205,565	288,338	-28.71%
#5 - Clark	17,702	19,524	13,460	3,308	4,165	4,368	4,725	17,495	-72.99%	97,631	147,857	-33.97%
#6 - Douglas	54,118	59,848	44,881	18,314	20,851	19,545	20,058	53,437	-62.46%	332,065	463,277	-28.32%
#7 - Ft. Des Moines	46,889	53,848	44,200	27,147	33,713	32,513	30,748	46,284	-33.57%	352,966	398,754	-11.48%
#8 - South Union	15,514	17,439	12,396	4,131	5,336	4,982	4,427	13,301	-66.72%	88,499	115,138	-23.14%
#11- Ingersoll Ave.	19,482	21,358	14,482	1,963	2,400	2,175	2,291	19,711	-88.38%	101,660	169,608	-40.06%
#13 - SE Park Ave.	7,129	7,717	6,931	4,826	7,272	7,134	5,255	5,122	2.60%	50,727	48,993	3.54%
#14 - Beaver Ave.	0	0	5,152	16,854	19,731	18,676	18,498	0	100.00%	78,911	0	#DIV/0!
#15 - 6th Ave.	0	0	6,530	19,558	24,305	22,739	23,019	0	100.00%	96,151	0	#DIV/0!
#16 - Douglas Ave.	0	0	9,208	30,406	35,999	33,064	34,422	0	100.00%	143,099	0	#DIV/0!
#17 - Hubbell Ave.	0	0	4,764	13,795	16,986	15,301	15,510	0	100.00%	66,356	0	#DIV/0!
#52 - Valley West/Jordan Creek	0	0	2,154	8,270	8,916	8,689	10,544	0	100.00%	38,573	0	#DIV/0!
#60 - Ingersoll/University	0	0	4,428	15,763	19,909	19,124	21,261	0	100.00%	80,485	0	#DIV/0!
#71 - Ankeny/Delaware**	641	709	435	0	0	0	0	1,060	-100.00%	3,294	8,807	-62.60%
Shuttle Routes:												
Link Shuttle	1,125	1,582	1,478	866	984	865	981	1,098	-10.66%	9,991	11,000	-9.17%
Dline	17,633	20,912	16,347	14,053	14,601	14,431	17,332	16,785	3.26%	151,541	143,627	5.51%
DMACC	0	0	0	0	0	0	0	213	-100.00%	0	1,625	-100.00%
Lincoln/McCombs	10,555	11,681	10,367	6,563	9,465	8,416	8,408	6,208	35.44%	70,099	58,493	19.84%
Express Routes:												
#90 - Airport South Business Park	0	0	0	0	0	0	0	834	-100.00%	0	8,910	-100.00%
#91 - Merle Hay Express	698	999	1,062	848	1,198	1,085	1,187	1,628	-27.09%	8,603	14,252	-39.64%
#92 - Hickman Express	2,751	3,225	2,698	2,523	3,754	3,284	3,356	2,794	20.11%	27,467	24,807	10.72%
#93 - NW 86th Express	3,493	4,130	3,455	2,847	3,614	3,441	3,458	4,519	-23.48%	32,749	42,647	-23.21%
#94 - Westown	1,281	1,590	1,534	1,425	1,727	1,212	1,230	1,386	-11.26%	12,965	11,870	9.22%
#95 - Vista	1,972	2,311	2,032	1,624	2,125	1,940	2,090	3,132	-33.27%	18,800	27,089	-30.60%
#96 - E.P. True	2,768	3,199	2,672	1,862	2,721	2,399	3,065	3,620	-15.33%	24,578	32,330	-23.98%
#98 - Ankeny	7,966	9,372	7,830	6,076	9,018	8,465	9,605	7,587	26.60%	73,191	65,963	10.96%
#99 - Altoona	1,803	2,321	1,894	1,573	2,120	1,914	1,976	2,804	-29.53%	17,822	22,081	-19.29%
On-Call/Flex Routes (Operated by Paratransit):												
On-Call: Ankeny	159	212	165	122	146	161	185	162	14.20%	1,499	1,515	-1.06%
On-Call: Des Moines	302	269	250	231	276	294	271	479	-43.42%	2,763	3,379	-18.23%
On-Call: Johnston/Grimes	448	676	474	380	640	668	662	2,246	-70.53%	5,360	0	#DIV/0!
#73 Flex: Urbandale/Windsor Heights	660	994	887	725	949	725	792	1,537	-48.47%	7,270	18,781	-61.29%
#72 Flex: West Des Moines/Clive	1,295	1,847	1,858	2,553	2,750	2,492	2,605	1,130	130.53%	18,300	15,029	21.76%
On-Call: Clive ** (Run for one week then combined with Flex Rout	0	0	0	0	0	0	0	133	-100.00%	0	8,368	-100.00%
On-Call: REGIONAL	109	98	122	101	86	95	122	0	0.00%	1,517	1,329	14.15%
DART Paratransit Ridership	10,818	12,941	11,554	9,905	12,257	10,740	12,450	12,339	0.90%	104,544	109,621	-4.63%
Bus/Van	10,354	12,433	11,004	9,315	11,687	10,206	11,821	11,856	-0.30%	99,888	104,794	-4.68%
Cab	464	508	550	590	570	534	629	483	30.23%	4,656	4,827	-3.54%
DART RideShare Ridership	20,142	24,266	20,752	17,352	23,250	21,076	22,546	25,232	-10.65%	194,376	214,444	-9.36%
TOTAL RIDERSHIP	370,456	376,703	369,827	301,805	362,276	338,242	350,311	375,839	-6.79%	3,372,296	3,486,039	-3.26%

9A: Operations Department

Staff Resources: Elizabeth Presutti, General Manager

Transportation - Randy McKern, Manager

- We had 16 Operators who received Safe Driver Awards in February and March.
- Fixed Route covered Emergency Management Steps: Robbery, Assault or Hijacking.
- Provided tips to Operators to reduce sun glare that occurs in early fall and spring. Also provided tips on night driving glare as it presents challenges due to decreased visual distance and sensitivity to contrast between darkness and bright lights along roadways.
- Fixed Route and Paratransit Operators received a presentation by Roxanne Cogil, Iowa Epilepsy Service Coordinator, on seizure training.
- Garry Dupper, AVL Administrator, gave a presentation to Operators on using the Transfer Request option in AVL.

Maintenance - Scott Reed, Senior Manager

- HVAC inspections are currently underway on the DART fleet. Forty one inspections have been completed to date.
- The maintenance department has been working with the IT staff and accounting departments to ensure a smooth transition when the new requisition software and maintenance software upgrades go on line.
- Staff from Trapeze has been on site performing bus inspections and repairs as needed to the Fuel Focus fuel tracking system. Issues identified to date include needed programming updates, minor equipment issues and procedural changes.
- The maintenance department enjoyed its sixteenth safety lunch on Wednesday May 1st. In the past five years the department has enjoyed sixteen 120 day periods without a work incurred injury.

Paratransit - Georgia Parkey, Manager

- At the April Safety meeting we had a guest speaker, Roxanne Cogil, from the Epilepsy Foundation. The talk she gave on seizures and how to react to someone having one was very informative.
- This month four (4) drivers earned safe driving awards.
- Paratransit Operations Manager, Georgia Parkey and Supervisor, Neil Hampton attended a two (2) day NTI Training session in Kansas City on “ADA Paratransit Eligibility”.

Training - Greg Schmitt, Manager

- Four Fixed Route Operators and two Paratransit Operators graduated from training. Currently three students are in training for the Fixed Route Department and two students are in training for the Paratransit Department.
- The four hour Smith System Defensive Driving Refresher course training effort required for all safety sensitive employees has been completed.

MONTHLY REPORT

9A: Operations



- DART hosted the Transportation Safety Institute's Fundamentals of Bus Collision Investigation course at DART Central Station April 22 – 26, 2013. DART staff participants who completed the course include Lyle Maberry, Matt Johnson, Barb Edwards, and Brad Deaton. Other participants were from Heart of Iowa Regional Transit Authority (HIRTA) based in Urbandale, IA, Marshalltown Municipal Transit based in Marshalltown, IA, and Jacksonville Transit Authority (JTA) based in Jacksonville, FL.
- Training Manager, Greg Schmitt, participated in the National Transit Institute's Project Management for Transit Professionals course hosted by DART April 17 – 18, 2013.

Facilities – Matt Pitstick, Manager

- Spring cleaning is underway at DART. We have been repairing fences, picking up trash and power washing. Next week we will be painting parking lines and landscaping at 1100 DART Way.
- We are preparing to execute several energy projects at 1100. We are replacing 32 metal halide 400 watt fixtures with energy efficient high bay fluorescent fixtures. The wash bay will be retrofitted with new LED fixtures that save energy and provide more light for maintenance inspections. We will be replacing the window air conditioning units in the maintenance admin offices with energy efficient split systems.
- The final phase of the concrete replacement at 1100 will be underway within 30 days.
- DART Central Station continues to perform well. Energy and water usage is very low. Warranty issues are addressed to the contractor as they arise.

MONTHLY REPORT



9B: Marketing and Communications, Customer Service and RideShare Departments

Staff Resources: Kirstin Baer-Harding, Marketing Director

Marketing Updates:

- The Route 60 promotion kicked off April 1 offering free rides. The month-long promotion was rolled out with direct mail, billboards on 42nd Street, two King Kong wrapped buses, bus boards, shelter ads, interior bus signage, flyers to businesses and social media. Staff received great feedback from customers. Ridership increased more than 10,000 rides from the previous month.
- The Route 60 with “Ride to Win” campaign ran April 15-30. Customers were encouraged to stop by four local coffee shops (Amici, Mars Cafe, Zanzibar, Ritual Café) along Route 60 to pick up their entry forms. Participants needed to ride to be entered into the drawings. The prizes included: a grand prize that included a \$75.00 Downtown gift card, a monthly bus pass, a DART bag and coffee mug; eight coffee shop gift certificates and DART goodies bags; and 10 monthly bus passes. A big thank you to the coffee shops for promoting Route 60 and donating gift certificates.
- Staff participated in the Science Center of Iowa Earth Day event on Saturday, April 20. We had one of the new hybrid buses available for people to hop on and check out. Staff handed out DART bags and schedules were on hand along with flyers promoting Route 60’s free rides and coffee shop promotion.
- DART participated in the Drake Relays parade on Sunday, April 21. It was a great, enthusiastic crowd this year. Lots of candy was tossed and we heard great comments about DART.
- The month of April kicked off DART’s RideShare marketing efforts to increase ridership with a “Reason to Ride” spring campaign offering 50% off first month fares. Marketing efforts continue to roll out within the Unlimited Access companies and targeted communities.
- Staff began meeting with Unlimited Access partners to develop strategies and tools to deliver DART information to their employees. Staff will continue to work with all companies and organizations improve distribution of DART information.
- Staff is finishing the deployment of the Beta MyDART Trip Planner. The beta version is scheduled to go out customers later this month.
- Staff continues to promote the American Bus Benchmark Customer Survey. This survey is being conducted by 14 other transit agencies throughout the country. The compiled results will be shared amongst the group so the agencies can make comparisons for the purpose of identifying areas to improve.
- Staff has been working with the city of Pleasant Hill in promoting DART services to residents. An article was sent out in the Pleasant Hill city newsletter and updated schedules sent out to city hall and the library.
- Staff welcomes Jennifer Greiner as DART’s Marketing Coordinator. She comes to DART with extensive design, marketing and journalism experience. We welcome her and are excited to have her part of marketing team.

MONTHLY REPORT

9B: Marketing and Communications, Customer Service and RideShare



- The B-Cycle station was installed on the northeast side of DART Central Station on April 30. The station has 15 bike docks. Staff met with Carl Voss about marketing strategies to promote the station.
- DART will be participating in Bike to Work Week (May 13-17) by offering free rides to all cyclists with a working bicycle.

Communication Updates – Gunnar Olson:

- Staff is wrapping up production of a video about the many reasons to ride transit. The video is aimed at educating the public and decision-makers on the varied benefits, both direct and indirect, that public transit provides to a region. The film will tie in with DART's new tagline, "Ride for a Reason." It will premiere at an event during the Greater Des Moines Partnership's Washington, D.C. trip.
- Staff worked with *Des Moines Register* reporter Perry Beeman on an article about trends among commuters in Iowa. The article includes the story of the driver of a DART RideShare vanpool, as well as an interview with General Manager Elizabeth Presutti.
- Staff worked with *Juice* magazine reporter Emily Genco on an article about going carless in Greater Des Moines. The article features transportation advocate and regular DART rider Adam Hammes, who recently decided to go without a personal vehicle. In addition, the article includes information about DART, recent improvements and the proposed 2013 service recommendations. The article is due out on May 8.

Advertising Program:

New April Advertisers

- ABATE
- Des Moines Obedience Training Club

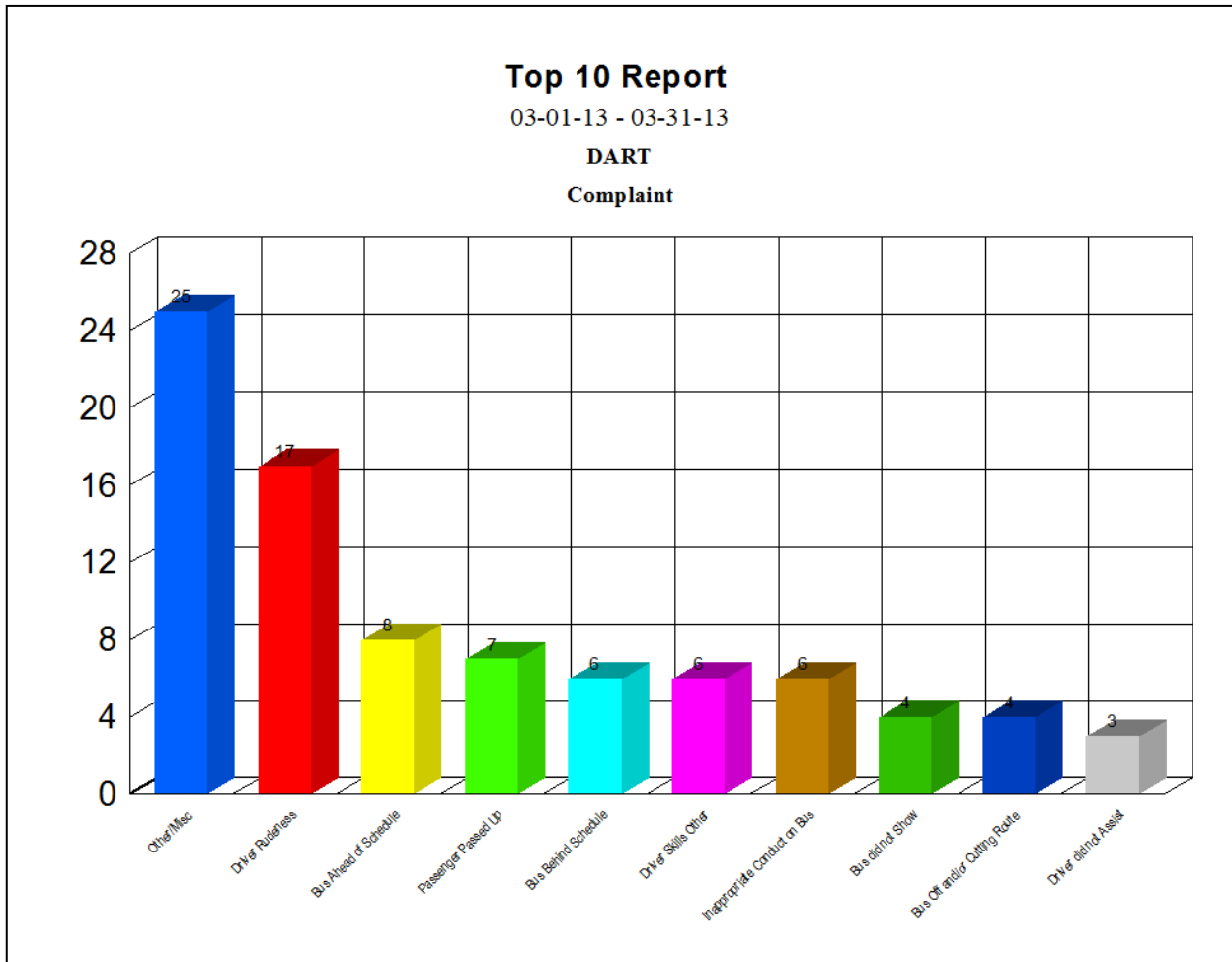
Customer Service Report -- PJ Sass

March Employer and Group Presentations:

- Principal Orientation – 4 visits
- Jennifer Roberts training
- Principal 6200 Park Grab & Go
- Principal Grab & Go Brian
- Moffett Probation and Parole DART presentation
- Sauer Danfoss for RideShare
- Train the Trainer classes – 11 people

March Customer Service Statistics:

- Bus Stop/Shelter Requests – 1
- Customer Service Requests – 43
- Contact/Feedback Form – 29
- Other/Misc. – 21
- Total Emails, March 2013 – 94
- Voicemails – 183 (about 10% required response or forwarding)
- 104 complaints received
- 18 commendations received
- 26 inquiries/suggestions



Comments were significantly down this month. The top five comments for March were: other/mics, driver rudeness, bus ahead of schedule, passenger passed up and bus behind schedule. We did have some issue with new drivers making wrong turn and running behind and ahead of service. We had several issues with a Brody school route; driver was having issue with students. Driver has been placed on a new route. We had 17 comments regarding rude driver, after all the investigation was completed only one was found to be valid. Out of the 104 comments, 14 are still in the investigation process and 21 were founded which is 23% of the total completed comments for this month.

We had multiple comments in regards to putting Route 5 back in service on Franklin.

Travel Training:

Jennifer Roberts and PJ Sass held the second travel training class at DCS on April 19 for 25 attendees. After detailed training on how to read the schedules and utilize the DART system we boarded a bus and discussed fares, proper etiquette for bus riding and securing mobility devices. Attendee’s practiced taking the bike on and off the bike rack. The next training will be held in later this month.

RideShare -- Jennifer Long

- Staff went out to Sauer Danfoss twice to talk with employees. RideShare was also advertised in their company newsletter for six weeks.
- New vanpool started on March 25.

MONTHLY REPORT

9B: Marketing and Communications, Customer Service and RideShare



- Staff completed testing for the upgrade to the EZPay payment system. Upgrade is set to go live early this month.
- A large group attended Drivers' Training this month.

Staff Accommodations:

- Good job of safe driving Route 93 last week to drivers, Virginia, John and Jeff and also to Doug a sub driver on Grimes On Call for getting us safely to work and home.
- Caller was extremely impressed with this driver's customer service. At the Mercy stop, the driver stopped the bus and got off with a blind passenger and assisted that person across the street. Thought it was awesome that our driver went above and beyond his duties to be so helpful. Run #17173
- Caller wanted to let Peg's supervisor know how wonderful she is and how much she helped her figure out the system. Every time she called and talked with Peg, she made her life so much easier by just helping her understand what to do, where to go, etc. Peg never lost patience with her, made it easy to understand and was just a joy to talk too. (original COM #1772)

MONTHLY REPORT



9C: Planning Department

Staff Resource: Jim Tishim – Planning Director

AVL/RTIS & Trip Planner Update

- Trapeze Transit Master AVL/RTIS System:
 - The Change Order to install the AVL/RTIS system on the seven new Paratransit Aerotech Eldorado vehicles was finalized. The installation is planned for the week of May 20, 2013.
 - An overheating problem was discovered with the DART Central Station exterior display signs. One sign was sent back to the manufacturer for evaluation. They were able to duplicate the problem and a solution was determined. The display sign was returned to DART for further testing. The sign was tested over a period of time without any further problems. The five remaining signs will require the same corrections to prevent the overheating. DART will be working with Trapeze and the Manufacturer to fix the remaining signs.
- Trapeze Transit Master AVL/RTIS System Training:
 - DART Central Station Sign Configuration training was completed April 8-9, 2013.

Planning Department Projects

- A preliminary meeting was held with the Iowa State Fair to begin planning services for the 2013 Iowa State Fair on August 8-18, 2013.
- Title VI Plan:
 - The Public Participation and Fare Equity Plans were completed and ready for Commission approval.
 - Two Public meetings were held, including an on-line survey.
 - The final plan is recommended for Commission approval on May 7, 2013.
- 63rd St & Grand Avenue Bridge Construction Project:
 - The 63rd St & Grand Avenue Bridge Construction project has required DART to redesign the #11 Ingersoll/Valley Junction route to detour around the street closure.
 - In order to maintain bus stops on both sides of the river, it required the route to be split into two route segments. Both route halves meet at Ingersoll Avenue and 42nd St for a timed transfer of passengers going to/from the Valley Junction area.
 - The project is expected to be completed in September 2013.
- SW 14th St Quiet Street Project:
 - The SW 14th St Quiet Street Project affects a section of route #8 Fleur Dr and some school services on SW 14th St between Park Ave and West St.
 - The plan involves the addition of bike lanes and other traffic calming options to reduce traffic speed through the area.
 - I have been part of the stakeholders group working on this project.

MONTHLY REPORT
9C: Planning Department



- RAGBRI Event & Transportation Committee:
 - RAGBRI will be coming to Des Moines on Tuesday, June 23, 2013.
 - The first stakeholders planning meeting took place on April 17, 2013.
- Multiple Agencies, One System, One Seminar – Signal Priority System:
 - I attended a seminar on Signal Priority Systems on April 3, 2013 at Principal Park.
 - A Signal Priority System is part of the Alternatives Analysis for the Bus Rapid Transit (BRT) project. The system will allow our vehicles to hold green lights to move through lighted intersections. It will help maintain schedules and provide for improved travel times for customers.
 - The seminar demonstrated the new technology available with this type of system.

MONTHLY REPORT



9D:	General Manager
------------	------------------------

Staff Resource: Elizabeth Presutti, General Manager

- Executive Search Firm for Chief Operating Officer – KL Executive Search, LLC was chosen to assist DART with its recruitment of a Chief Operating Officer. Tony Kouneski and Jack Leary, the principals of KL Executive Search, conducted a phone interview with DART executive staff over a week ago and from that they developed a profile on DART and the position. The position was posted on Transit Talent this week and the response has been good. We hope to begin reviewing resumes and candidates by the middle of May.



FUTURE DART COMMISSION ITEMS MAY 7, 2013

June 4, 2013 - 5:00 P.M.	
Action Items	Information Items
- Appointment of FY 2014 Officers	- Open Records Policy - Records Retention Policy
July 2, 2013 - 5:00 P.M.	
Action Items	Information Items
- On-call Architecture and Engineering Services Contract - Audit Services Contract - Open Records Policy - Records Retention Policy	- Fare Policy
August 6, 2013 - 5:00 P.M.	
Action Items	Information Items
- Fare Policy	
September 3, 2013 - 5:00 P.M.	
Action Items	Information Items
- Farebox System Replacement	
October 1, 2013 - 5:00 P.M.	
Action Items	Information Items
November 5, 2013 - 5:00 P.M.	
Action Items	Information Items

Key Meetings/Dates:

- May 5-8, 2013: APTA Bus & Paratransit Conference, Indianapolis, IN
- May 8-10, 2013 – Greater Des Moines Partnership Trip Washington, DC
- June 8, 2013 – DART Bus Roadeo
- June 19-22, 2013 – IPTA Annual Meeting and State Bus Roadeo - Ames, IA
- July 20-23, 2013 - Transit Board Members Seminar & Board Support Employee Development Workshop – Austin, TX
- September 16-18, 2013 – Annual Mid-Sized Bus Performance Benchmarking Meeting – St. Petersburg, FL
- September 29–October 2, 2013 – APTA Annual Meeting Chicago, IL

11: Nominating Committee Appointments

Staff Resource: Elizabeth Presutti, General Manager

Rules Relating to Nominating Committee Appointment:

- Per the DART Bylaws, a Nominating Committee is to be appointed by the Commission Chair at least three months in advance of the annual meeting.
- The Nominating Committee is charged with selecting and offering nominations for each office of the Commission (i.e., Chair, Vice-Chair and Secretary/Treasurer) at the annual meeting.
- The Nominating Committee shall be chaired by a representative elected by the other members of the Nominating Committee.
- Nominations for each office of the Commission will also be accepted from any Commissioner present at the annual meeting.
- The Commission shall elect the officers of the Commission at the annual meeting.

Nominating Committee Appointment and Proposed Schedule:

- Although the Nominating Committee was inadvertently not appointed in a timely manner, in an effort to permit the election of officers of the Commission to occur at the annual meeting, the Nominating Committee shall be appointed at the May DART Commission Meeting.
- The Nominating Committee shall meet and be prepared to make nominations at the annual meeting in June.
- Election of the officers of the Commission will still take place as scheduled, and in accordance with the Bylaws, at the annual meeting.

**DART COMMISSION OFFICERS
NOMINATING COMMITTEE AND OFFICERS – YEAR BY YEAR**

NOMINATING COMMITTEE	OFFICERS		
	Chair	Vice Chair	Sec/Treas
1992			
Aasheim, Black and Parkin	Easley	Iles	Crawford
1993			
Aasheim, Black	Iles	Crawford	Hansen
1994			
Easley, Hufford	Iles	Crawford	Hansen
1995			
Hansen, Hearn and Iles	Crawford	Black	Hufford
1996			
N/A	Crawford	Black	Hufford
1997			
Easley, Iles and Crawford	Edwards	Parks	Easley
1998			
Crawford, Iles and Hansen	Edwards	Parks	Easley
1999			
Iles, Gillette, Hansen	Parks	Easley	Gillette
2000			
Iles, Gillette, Hansen	Parks	Easley	Gillette
2001			
Easley, Hansen, Parks	Easley	Edwards	Forst
2002			
Iles, Hensley, Easley	Edwards	Forst	Hensley
2003			
Easley, Parks, Johnson	Edwards	Forst	Hensley
2004			
Easley, Conkling, Edward	Hensley	Forst	Boesen
2005			
Kinman, Conkling, Edwards	Hensley	Forst	Boesen
<u>DART BEGINS</u>			
2006 (July 6 mo.)			
Conkling, Parks, Forst	Hensley	Forst	Boesen
2007			
Forst, Connolly, Van Oort	Hensley	Conkling	Boesen
2008			
Connolly, Van Oort, Mahaffey	Conkling	Connolly	Boesen
2009			
Connolly, Parks, Mahaffey	Connolly	Mahaffey	Boesen
2010			
Mahaffey, Boesen, Gayman	Connolly	Mahaffey	Boesen
2011			
Mahaffey, Gayman, Hensley	Connolly	Van Oort	Boesen
2012			
Conkling, Peterson, Johnson	Van Oort	Brody	Mahaffey