



**NOTICE OF COMMISSION MEETING AND AGENDA
DES MOINES AREA REGIONAL TRANSIT AUTHORITY
DART MULTIMODAL ROOM, 620 CHERRY STREET
AUGUST 6, 2019 – 12:00 PM**



PAGE #

1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF JULY 9, 2019 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. TRANSIT RIDERS ADVISORY COMMITTEE UPDATE	
7. CONSENT ITEMS	
A. Commission Meeting Minutes – July 9, 2019	2
8. ACTION ITEMS	
A. Electrical Infrastructure Upgrade	6
B. Mobility on Demand Pilot Contract(s)	8
C. October Service Change – Additional Service Modifications	11
D. DART Advertising Policy Update	12
9. DISCUSSION ITEMS	
A. Iowa State Fair Update	19
B. E-Scooters	20
C. Mobility Coordinator Update	21
D. Performance Report – June 2019	22
10. DEPARTMENTAL MONTHLY REPORTS (BY EXCEPTION)	
A. Operations	27
B. External Affairs	28
C. Procurement	34
D. Chief Executive Officer	35
11. FUTURE AGENDA ITEMS	36
12. COMMISSIONER ITEMS	
13. NEXT MEETING: Regular DART Meeting - Tuesday, September 3, 2019 – 12:00 P.M.	
14. ADJOURN	

Language, visual, hearing and transportation services are available at meetings upon request. For requests, please call DART at 515.283.8100 at least 48 hours in advance of the meeting.



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES
620 CHERRY STREET – DES MOINES, IOWA 50309
JULY 9, 2019**



ROLL CALL

Commissioners/Alternates Present and Voting:

Vern Willey, Gary Lorenz, Doug Elrod, Michael McCoy (arrived 12:06 pm), Frank Cownie (left 1.26 pm), Jeremy Hamp (left 1.41 pm), Ross Grooters, Angela Connolly, Tom Gayman, Russ Trimble and Zac Bales-Henry

Commissioners Absent:

Paula Dierenfeld and Sara Kurovski

CALL TO ORDER

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

Notice of the meeting was duly published.

APPROVAL OF AGENDA

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

It was moved by Frank Cownie and seconded by Russ Trimble to approve the July 9, 2019 agenda. The motion carried unanimously.

PUBLIC COMMENT

Cindy Hunting, a Wells Fargo employee and City of Clive resident shared her concerns on the proposed changes for Route 52. She outlined her conversations with Luis Montoya, Planning and Development Manager and expressed her support for the revised proposal that maintained the bus stop on the Wells Fargo campus for select trips, rather than taking stop away.

Thomas Washington would like to see some benches at the Merle Hay bus stop to make it easier for all customers, especially those with mobility devices.

Udela Hall shared her recent experience with transferring between Route 52 and Route 6.

CONSENT ITEMS

6A – Commission Meeting Minutes – June 4, 2019

6B – FY 2020 Des Moines Public Schools Contract Pricing

6C – FY 2020 Iowa Communities Assurance Pool Renewal (ICAP)

6D - FY 2021 Iowa Clear Air Attainment Program (ICAAP)

It was moved by Frank Cownie and seconded by Jeremy Hamp to approve the consent items as presented. The motion carried unanimously.

ACTION ITEMS

7A – October 2019 Service Change

Luis Montoya, Planning and Development Manager, reminded the Commission that based on feedback from the Planning Committee, staff are proposing a few major, budget-neutral service changes for October 2019. The goal of these changes is to improve the efficiency and effectiveness of bus service in many of DART's suburban member communities. To accomplish this, staff propose to shift resources—eliminating or changing underperforming routes and trips—in order to improve and add service where demand warrants. Process thus far as well as historical information and proposed service changes were shared with the Commission.

As required by Federal regulations and consistent with DART's adopted Service and Fare Equity Policy, staff conducted a Title VI analysis of the potential impact that the proposed changes would have on minority and low-income individuals. The full analysis and report were included in the agenda packet for Commission review. Luis Montoya, Planning and Development Manager shared findings of the analysis with the Commission.

It was moved by Frank Cownie and seconded by Michael McCoy to approve the Title VI Service Equity Analysis for the October Service Change. The motion carried unanimously.

It was moved by Ross Grooters and seconded by Jeremy Hamp to approve the discussed August Service Changes to Fixed Route and On-Call services, effective October 13, 2019. The motion carried unanimously.

7B – Uniform Services Contract

Mike Tiedens, Procurement Manager shared the background and procurement process in seeking a contractor to provide uniforms and uniform related services to DART. The evaluation summary was outlined as well as the product and pricing summary. Funding will come from budgeted operating funds.

It was moved by Angela Connolly and seconded by Vern Willey to approve a Three (3) Year Contract with Two (2) individual One (1) year options with Galls, LLC. to provide Uniforms and Uniform-Related Services for the Not to Exceed Amount of \$500,000. The motion carried unanimously.

7C – Transit Optimization Study Contract

Luis Montoya, Planning and Development Manager shared that per direction of the Planning Committee, DART has been seeking a qualified contractor to provide a study and corresponding plan to determine the best way for DART to serve the greater Des Moines region with public transportation services, ensure that all mobility options are coordinated, and meet the region's current and future needs. The scope of study and the procurement process was shared and Commissioner's Grooters, Mandelbaum and Trimble were recognized for their assistance in reviewing the consultant proposals and participating in the interview process.

It was moved by Doug Elrod and seconded by Vern Willey to approve a contract with HNTB Corporation for the Transit Optimization Study for the amount Not to Exceed \$350,000. Includes contingency for in-process changes in scope and the potential of additional funding and unidentified work. The motion carried unanimously.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 9, 2019**



7D – FY 2020 DART Business Planning

Elizabeth Presutti, Chief Executive Officer shared the background of the work completed for the DART Business Planning process including identifying our priority areas for the organization. DART staff will update the Commission on progress related to the business scorecard on a quarterly basis.

It was moved by Frank Cownie and seconded by Jeremy Hamp to approve the proposed DART FY 2020 Business Scorecard as presented. The motion carried unanimously.

7E – May 2019 Financials

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

Fixed Route Operating revenue year to date is at 6.21% below budget projections. Operations expenses are 0.01% below budget projections year to date.

Paratransit Operating revenue is 35.36% lower than budget expectations. Operating expenses are 9.82% under budget.

Rideshare revenue is 5.03% below budget. Operating expenses has a budget savings of 9.35% year to date.

It was moved by Michael McCoy and seconded by Russ Trimble to approve the May 2019 Financials. The motion carried unanimously.

DISCUSSION ITEMS

8A – Advertising Policy

Amanda Wanke, Chief External Affairs Officer and Paul Drey, DART's Legal Counsel provided an update regarding potential changes to DART's advertising policy. It was shared that the DART Executive Committee reviewed and discussed the policy at their June Committee meeting. Paul Drey, DART Legal Counsel will update the policy, based on discussion ready to present to the Commission as an action item in August.

8B – Facilities Project Update

Jamie Schug, Chief Financial Officer presented an update to the Commission on the progress and next steps regarding the DART facilities project. Commission workshops were discussed, and calendar invites will be sent based on discussions.

8D – Performance Report

Elizabeth Presutti, Chief Executive Officer identified that the Performance Report was in the Commission packets for review.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 9, 2019**



MONTHLY REPORTS

9A – Operations

No Update

9B – External Affairs

Amanda Wanke, Chief External Affairs Officer briefly updated the Commission on working with BRAVO on a commitment to art at DART bus shelters. More information will be shared to the Commission as more information is known. Amanda thanked DART staff, Matthew Harris, Business and Community Partnerships Manager and Sally Dix at BRAVO for their work on this initiative. In addition, it was shared that we are initial stages with the Greater Des Moines Partnership, vendors and the City of Des Moines on the possibility of introducing e-scooters as a multimodal option to DART service. More information on this project will be shared with the Commission in the upcoming months.

9C – Procurement

No Update

9D – Chief Executive Officer

Elizabeth Presutti, Chief Executive Officer, shared that DART staff will be putting together a plan for upcoming DART Commission work, recognizing there is a lot to do in future months including the facility project, DART funding formula and how to move forward and the two-year review of the DART Governance model based on the 28E agreement. This plan will be presented to the Executive Committee for upcoming discussion at a future Commission meeting.

FUTURE AGENDA ITEMS

None

COMMISSIONER ITEMS

None

Tom Gayman, Chair adjourned the meeting at 1.53 pm.

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 August 6, 2019 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



ACTION ITEM



8A:	Electrical Infrastructure Upgrade
Action:	Approve a contract with ABC Electrical Services for the Electrical Infrastructure Upgrade to the Paratransit Barn at 1100 DART Way for the Not to Exceed of \$198,000.

Staff Resource: *Mike Tiedens, Procurement Manager*

Background:

- In Spring of 2020, DART will be receiving seven (7) battery electric buses as part of its pilot project. The buses are 40 feet in length and the manufacturer is Proterra.
- In coordination with the delivery of the buses, DART must make infrastructure improvements to the Paratransit building to allow for charging of the battery electric buses.
- The construction work for this project includes, but is not limited to:
 - Coordination of a new service entrance with MidAmerican Energy
 - Installation of new distribution panels and pathways to spots where chargers will be located
 - Replace existing 208/120v, 200 amp service with 408/277v, 2000 amp service
 - Install pathways to 7 bus charging stations
 - Associated landscaping and patching
- The upgrade will allow charging up to 18 or 24 buses, depending on the size of the chargers.

Procurement:

- DART conducted an Invitation for Bid for the project. The IFB was published on June 25, 2019 and bids were opened on July 19, 2019 at 2:00 PM Central.
- The Bid Documents and Project Manual were posted in 3 public virtual plan rooms as well as sent to multiple contractors.

Bid Results:

BIDDER	RANK (Lowest to Highest Bid)	BID PRICE
ABC Electrical Services	1	\$172,534.00
Commonwealth Electric	2	\$225,911.00
Baker Electric	3	\$227,000.00



ACTION ITEM

8A: Electrical Infrastructure Upgrade

ABC Electrical Services Background:

- Has been in business performing work in Central Iowa since 1959.
- Provide diverse array of services but their focus is on commercial and industrial work.
- Local projects include the Des Moines Art Center, Polk County River Place Complex and the VA Hospital, among other multiple private projects.

Funding:

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

Recommendation:

- Approval of a contract with ABC Electrical Services for the Electrical Infrastructure Upgrade Contract for the amount Not to Exceed \$198,000.00. This amount includes the total lump sum for demolition, construction, and 15% for any contingencies.



ACTION ITEM



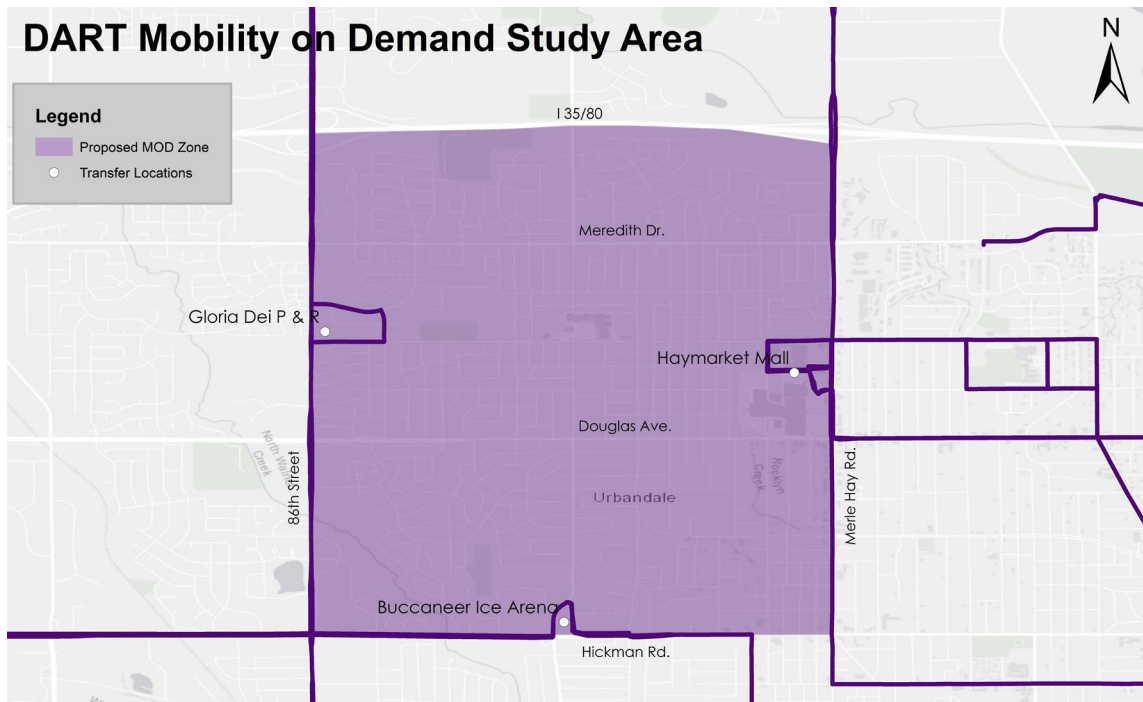
8B: Mobility on Demand Pilot Project Contracts

- Action:**
- A. Award a contract to Uber to provide on-demand mobility services for the amount Not to Exceed \$50,000.
 - B. Award a contract to Translowa to provide on-demand mobility services for the amount Not to Exceed \$50,000.

Staff Resource: Luis Montoya, Planning and Development Manager

Background:

- On July 9th, 2019 the DART Commission approved a pilot project to facilitate local residents using private transportation providers to travel to and from select DART bus stops. The parameters of the pilot include:
 - DART will pay for trips provided by private transportation providers to or from the selected bus stops shown below, as long as the trip starts and ends within the designated service area and facilitates a transfer to DART's bus route system.



- The program will be available between 5:30am and 6:30pm Monday through Friday.
- Trips provided through the pilot program may be booked using mobile apps or by telephone, and options will be available for advance booking or on-demand ride hailing.
- DART will execute trips directly for customers requiring a wheelchair accessible vehicle.



ACTION ITEM

8B: Mobility On Demand Pilot Project Contracts

- Companies selected to provide trips through the program will meet or exceed all state and federal regulations designed to ensure the personal safety of customers, including licensing, insurance, and background checks.
- The primary objective of the pilot is to better understand how DART can harness technology, navigate regulations, and enhance service for our customers. Therefore staff recommend partnering with two transportation providers to meet the various needs of its customers and compare different delivery models in terms of cost, data availability, and administrative oversight.
- DART will consistently review and evaluate the performance of the pilot project to determine if changes to the length or design of the pilot are warranted.
- Service for the Pilot Project will start on October 13, 2019 and is envisioned to be in effect for 12 months. If the pilot project is successful, DART may extend or expand the service.

Procurement:

- DART conducted a Request for Proposals (RFP) for the project. The RFP was published on June 14, 2019 and proposals were due at 2:00 PM on July 12, 2019.
- 4 Proposals Received :
 - Lyft
 - Translowa
 - Uber
 - Via

Evaluation Summary:

- Each proposal was evaluated based on criteria established in the RFP, and Translowa and Uber had the highest scores:
 1. Translowa = 4.05
 2. Uber = 4
 3. Lyft = 3.8
 4. Via = 2.85
- Differentiating factors for selecting Translowa:
 - Demonstrated history providing on-demand transportation services locally
 - Thorough driver training, as well as drug and alcohol testing
 - Willingness to share data
- Differentiating factors for selecting Uber:
 - Demonstrated understanding of the opportunities and constraints of DART and experience with similar transit partnerships
 - Willingness to share data



ACTION ITEM

8B: Mobility On Demand Pilot Project Contracts

- Price

Cost and Funding:

- Proposed Cost Not to Exceed \$50,000 for each contract, Not to Exceed \$100,000 program total
- DART to negotiate final cost, schedule and scope of the project
- Funding will come from operating funds saved from the elimination of Flex Route 73

Recommendation:

- A. Approve a contract with Uber for on-demand mobility services for the amount Not to Exceed \$50,000
- B. Approve a contract with Translowa for on-demand mobility services for the amount Not to Exceed \$50,000



ACTION ITEM



8C: October 2019 Service Change – Additional Service Modifications

Action: Approve the additional service changes to select fixed routes effective October 13, 2019

Staff Resource: Luis Montoya, Planning and Development Manager

Background:

- On July 9, 2019 the DART Commission approved a major service change focusing on improvements to the efficiency and effectiveness of bus service in many of DART's suburban member communities.
- As staff began the process of implementing these changes, a few additional minor modifications were identified that would be beneficial and timely.
- These changes would have very minor impacts on customers, and would not affect the Title VI analysis previously approved by the Commission.
- Information about the proposed changes has been added to the service change website (www.ridedart.com/2019), and a survey was conducted on board Route 99 to gauge feedback from riders.

Proposed Changes:

1. Simplify Route 8

- A change is proposed to the routing of Route 8 to simplify the section of route along Army Post Road west of Fleur Drive. This one-way loop would no longer change direction based on the time of the day, but rather it would maintain the same direction of travel in both the morning and afternoon service periods.
- The purpose of this change is to make the route easier to understand, and to address a safety concern by eliminating a left turn onto Fleur Dr. at an uncontrolled intersection.

2. Update route and schedule for Route 99

- As part of the package of changes approved by the DART Commission on July 9, almost every express route will have its schedule redesigned to improve efficiency and make them easier for customers to understand. Route 99 to Altoona was not included in that list because efficiency changes were not envisioned, however the route has been on detour due to construction on Hubbell Ave., and feedback from customers and operators has led us to recommend that the route utilize the interstate on a permanent basis to improve travel time.
- Additionally, staff will use this opportunity to rebuild the schedule to more clearly indicate which trips are inbound and which trips are outbound.

Recommendation:

- Approve the above listed service changes effective October 13, 2019.



ACTION ITEM



8D: DART Advertising Policy Update

Action: Approve the updated DART Advertising Policy

Staff Resource: Amanda Wanke, Chief External Affairs Officer

Background:

- DART's advertising policy was established by the DART Commission in 2009 and was modified by the Commission in 2016 and 2017.
- Given the restructuring of the DART Commission since the last update, feedback from Commissioners and an evolving legal landscape, staff are recommending further modifications at this time as well as an annual review of the policy.
- The following proposed changes are a result of several conversations with the DART Commission and Executive Committee.

Proposed Changes:

- The updated policy is attached. The intent of the changes is to:
 - Ensure language reflects current best practices;
 - Make the policy less subjective and easier to understand and apply; and
 - Add religious advertising to the list of current restrictions including, but not limited to:
 - alcoholic beverages,
 - tobacco products,
 - firearms or weapons.

Recommendation:

- Approve the attached advertising policy and instate annual reviews of the policy in August of each year.



Policies and Standards for Advertising on or within DART Transit Facilities



Scope:	DART Employees and Contractors
Responsible Department:	External Affairs
Effective Date:	October 1, 2019
Approved By:	DART Commission

The Des Moines Area Regional Transit Authority (“DART”) is a regional transit system created under section 28M of the Code of the State of Iowa. DART owns and operates buses, bus shelters, a garage and other properties (collectively referred to as “Transit Facilities”) in conjunction with its regional transit system. It is in the public interest to make advertising space available on certain designated transit facilities to generate revenue and help fund the operation of the regional transit system.

I. PURPOSE

1.01 Nonpublic Forum; Commercial / Proprietary Functions. DART will make space on its transit facilities available for limited types of Permitted Advertising (defined in Section 2.02 below) in accordance with the policies and standards contained herein (this “Policy”). By allowing Permitted Advertising on or within its designated Transit Facilities, DART does not intend to create a public forum for public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of Permitted Advertising on designated Transit Facilities is intended only to supplement fare revenue, tax proceeds and other income that fund the regional transit system.

1.02 Intent of Limits on Advertising. By placing reasonable limits on Permitted Advertising displayed on or within its Transit Facilities, and by not accepting Excluded Advertising (defined in Section 2.01 below), DART’s intention is to:

- (a) maintain an image of professionalism and decorum;
- (b) maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its regional transit system;
- (c) maintain and portray an image of neutrality on political matters and other noncommercial issues that may be the subject of public debate and concern;
- (d) foster a safe and secure environment on or within DART Transit Facilities;
- (e) avoid subjecting its passengers and other members of the public to material that may discourage them from using regional transit services, and avoid any decrease in transit ridership;
- (f) avoid displaying content that is not suitable for minors; and
- (g) preserve and augment revenues by attracting and maintaining the patronage of passengers.



II. ADVERTISING POLICIES, STANDARDS, AND RESTRICTIONS

2.01 Excluded Advertising. For the purposes of this Policy, the advertising described in this Section 2.01 is "Excluded Advertising." DART will not accept the following Excluded Advertising for display, posting or placement on or within its Transit Facilities:

- (a) **Alcoholic Beverages.** Advertising, soliciting or promoting the direct sale or use of alcoholic beverages with the exception of the following: images of beer or wine (including logos), which said images may be displayed within advertising that primarily promote eating establishments, grocery or convenience stores, or specific events, festivals or attractions, provided however, any such advertising shall contain a responsible drinking message.
- (b) **Tobacco Products.** Advertising, soliciting or promoting the sale or use of tobacco products including, but not limited to, cigarettes, cigars, and smokeless tobacco.
- (c) **Advertisements Affecting Image or Operation.** Advertising that threatens or adversely affects DART's public image; DART'S ability to operate its Transit Facilities; or DART'S ability to attract and maintain the patronage of passengers.
- (d) **Religious Advertising.** Advertising that promotes or opposes any religion, religious practice, religious belief or lack of religious beliefs.
- (e) **False, Misleading, Deceptive or Disrespectful Advertising.** Advertising or any material or information in the advertising that is false, misleading or deceptive, or that is intended to be (or reasonably could be interpreted as being) disparaging, disreputable or disrespectful to persons, groups, businesses or organizations, including but not limited to advertising that portrays individuals as inferior, evil or contemptible because of their race, color, creed, gender, pregnancy, age, religion, ancestry, national origin, marital status, disability, affectional or sexual orientation, or any other characteristic protected under federal, state or local law.
- (f) **Unauthorized Endorsement.** Advertising that implies or declares that DART endorses a product, service, point-of-view, event or program. The prohibition against endorsement does not apply to advertising for a service, event or program for which DART is an official sponsor, co-sponsor or participant, provided DART's Chief Executive Officer or other designated representative gives prior written approval of the endorsement.
- (g) **Obscene or Offensive Material.** Advertising that contains obscene or offensive materials. "Obscene materials" for purposes of this Policy are material(s) that display information that, taken as a whole, appeals to the prurient interest in sex and depicts or describes, in a patently offensive manner, sexual conduct and which, taken as a whole, does not have serious literary, artistic, political, or scientific value, or otherwise qualifies as "obscene material" as that phrase is defined in the Iowa Code section 728.1 (5). "Offensive materials" for purposes of this Policy means displays or information that would be offensive to a reasonably prudent person of average sensitivity in the community, including but not limited to advertising that contains derisive, distorted, immoral, profane or disreputable language or impressions.

- (h) **Unlawful Goods or Services.** Advertising or any material or information in the advertising that depicts, promotes or reasonably appears to encourage the use or possession of unlawful or illegal goods or services.
- (i) **Unlawful Conduct.** Advertising or any material or information in the advertising that: depicts, promotes or reasonably appears to encourage unlawful or illegal behavior or conduct, including but not limited to unlawful behavior of a violent or antisocial nature; is libelous or an infringement of copyright; is otherwise unlawful or illegal; or is likely to subject DART to liability.
- (j) **Adult Entertainment.** Advertising that promotes or displays content associated with adult bookstores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult internet sites or escort services.
- (k) **Graffiti.** Advertising that uses images or symbols that depict or represent graffiti.
- (l) **Firearms and Weapons.** Advertising that contains images or depictions of firearms or other weapons, or the use of firearms or other weapons.
- (m) **Internet Addresses and Telephone Numbers.** Advertising that directs viewers to internet addresses or telephone numbers that contain materials, images or information that would violate this Policy if the materials, images or information were contained in advertising displayed or posted on or within DART Transit Facilities.
- (n) **Distractions and Interference.** Advertising that incorporates or displays any rotating, revolving, or flashing devices or other moving parts or any word, phrase, symbol or character, any of which are likely to interfere with, mislead or distract traffic or conflict with any traffic control device or motor vehicle regulation.

2.02 Permitted Advertising. Subject to the viewpoint-neutral standards in this Policy, DART will accept Permitted Advertising for play, display, or placement on or within designated DART Transit Facilities. For the purposes of this Policy, Permitted Advertising is advertising that:

- (a) Does not qualify as Excluded Advertising under Section 2.01;
- (b) Generally relates to the economic interests of the advertiser and its audience or is a type of advertising set forth in Section 2.03 or 2.04 below;
- (c) Is paid advertising; and
- (d) Is delivered through electronic, audio, and printed media.

2.03 Political or "Issues" Advertising. In addition to the requirements of Section 2.02 above and the other terms of this Policy, DART has the following disclaimer requirements for the types of Permitted Advertising listed below. The disclaimer must be placed on each advertisement and be legible five (5) feet from the advertisement.

- (a) **Political Candidates.** On an advertisement that is authorized and paid for by a candidate or his/her campaign committee, the disclaimer must identify who paid for the advertisement.
- (b) **Political Candidate Advertisement Paid by a Different Party.** On an advertisement that is authorized by a candidate or his/ her campaign committee, but is paid for by a third party the disclaimer notice must:



- Identify who paid for the advertisement.
- Indicate that the candidate authorized the message.

(c) **Political Advertisement Not For Political Candidate.** On an advertisement that is not authorized by a particular candidate or his/her campaign committee, the disclaimer notice must:

- Identify who paid for the advertisement.
- State that the advertisement was not authorized by any candidate or candidate's campaign committee.
- List the permanent address, telephone number or world wide web address of the third party who paid for the advertisement.

(d) **Political Issue or Other Non-Commercial Issue Advertisements.** The disclaimer notice must:

- Identify who paid for the advertisement.
- List the permanent address, telephone number or web address of the party that paid for the advertisement.

2.04 Public Service Announcements. DART may make advertising space available for Permitted Advertising proposed by governmental entities, academic institutions or tax-exempt, 501(c)3 nonprofit organizations (examples include: advertisements focusing on personal health or wellness issues, or advertisements informing the public about programs, services or events). In addition to the requirements of Section 2.02 above and the other terms of this Policy, the types of Permitted Advertising under this section must comply with the requirements in this section. Nonprofit entities must confirm and/or verify their IRS tax exempt status. Costs associated with the design, production, installation and removal of public service announcements are the responsibility of the group or organization requesting the public service announcement. Unless the source of the advertising or public service announcement is obvious from the content or copy, the advertisement or public service announcement must specifically identify the sponsor of the advertisement or public service announcement.

2.05 Prohibitions on Literature or Product Distribution and Leafleting. DART'S purpose in operating a regional transit system is to meet the public's need for efficient, effective and safe public transportation. DART Transit Facilities are not intended to be public forums for public discourse or expressive activity. Literature or product distributions, leafleting and similar activities can disrupt or delay passengers who are boarding and exiting buses and other transit vehicles, distract passengers, distract bus operators, cause maintenance issues, and otherwise create safety issues for passengers, operators and surrounding traffic. Accordingly, political campaign activities, distribution of political or issues campaign literature, leafleting, and other informational or campaign activities are prohibited on or within DART Transit facilities. Notwithstanding the provisions of this Policy that allow Permitted Advertising on designated DART Transit Facilities, nothing in this Policy authorizes or permits advertisers to distribute literature, leaflets, coupons, products, samples or other items on or within DART Transit Facilities.



On a limited basis and provided DART's Chief Executive Officer or other designated representative has given prior written approval, DART may allow an advertiser to distribute Permitted Advertising on or within DART Transit Facilities. Any distribution of literature, leaflets, coupons, products, samples or other items must comply strictly with terms and conditions established by DART.

- 2.06 Space Availability.** DART limits the amount of space on or within its Transit Facilities available for advertising and does not represent that it can accommodate all requests for advertising space. Advertising space will be made available only on DART Transit Facilities designated by DART. No advertising, signs and other types of postings or messages may be played, displayed, posted or placed on or within any other DART Transit Facilities.
- 2.07 Reservation of Rights.** This Policy may be reviewed by the DART Commission on an annual basis. Notwithstanding the foregoing, DART reserves the right to amend this Policy at any time. Subject to any then existing contractual obligations, DART reserves the right to discontinue any or all advertising on or within DART Transit Facilities. DART reserves the right to limit the availability of advertising space on or within its Transit Facilities and remove advertising that does not comply with this Policy, subject to any contractual obligations.

III. ADVERTISING PROGRAM AND ADMINISTRATION

- 3.01 Advertising Contractor.** DART shall, from time to time, select an "Advertising Contractor" who shall be responsible for the administration of DART's advertising program, in a manner consistent with this Policy and the terms of its agreement with DART. The advertising program shall include, but not be limited to, promotion, solicitation, sales, accounting, billing, collections, fabrication, posting of advertising displays, and playing of audio advertisements on or within DART Transit Facilities.
- (a) DART will designate a DART staff person to be the primary contact for the Advertising Contractor. Questions regarding the terms, provisions, and requirements of this Policy shall be addressed initially to the designated DART staff person.
 - (b) The Advertising Contractor shall provide, or shall subcontract for, all employees and equipment necessary to perform the work and provide the services required by DART.
 - (c) The Advertising Contractor shall comply with this Policy and shall review all proposed advertising with reference to the standards set forth herein. The Advertising Contractor shall make all initial decisions whether to accept or reject proposed advertising in accordance with this Policy. If the Advertising Contractor has any question(s) regarding application of the terms, provisions, and/or requirements of this Policy to any proposed advertising, the Advertising Contractor shall present such proposed advertising to the designated DART staff person for review. In any such case, the designated DART staff person shall work with the Advertising Contractor to resolve the Advertising Contractor's question(s), and the Advertising Contractor shall determine whether the proposed advertising will be accepted.

IV. APPEAL OF ADVERTISING DECISIONS

- 4.01 Initial Reviews.** As set forth in Paragraph 3.01 above, DART's Advertising Contractor will make all initial decisions about accepting or rejecting all proposed advertising in



accordance with this Policy. DART's Advertising Contractor will work with advertisers to resolve issues about advertisements that do not comply with this Policy and the procedures contained herein. Resolution may include modification of the art, copy, or both.

- 4.02 Appeals to Advertising Review Committee.** An advertiser may appeal a decision to reject or remove an advertisement by filing a written request with the Advertising Review Committee (defined below) within ten (10) business days after the rejection or removal decision. The advertiser's request must state why the advertiser disagrees with the decision in light of this Policy. The "Advertising Review Committee" consists of the following DART personnel: DART's Marketing and Communications Manager, DART's Chief External Affairs Officer, and DART's Chief Operations Officer. The Advertising Review Committee may consult with DART'S legal counsel. The Advertising Review Committee will review the basis for the rejected or removed advertisement and will consider the advertiser's reasons for filing the request. The Advertising Review Committee will make a decision on the request and will notify the advertiser of its decision in writing within fifteen (15) business days of receipt of the advertiser's request.
- 4.03 Further Review by Chief Executive Officer.** An advertiser who disagrees with a decision of the Advertising Review Committee may request DART'S Chief Executive Officer to review the Advertising Review Committee's decision. The advertiser's written request for further review must be received within five (5) business days after receipt of the Advertising Review Committee's adverse decision. The Chief Executive Officer may accept, reject or modify the Advertising Review Committee's decision and will notify the advertiser of the Chief Executive Officer's decision within five (5) business days after the Chief Executive Officer receives the advertiser's request for further review. The Chief Executive Officer's decision is final.



DISCUSSION ITEM



9A: Iowa State Fair Update

Staff Resource: Fred Gilliam, Chief Operating Officer

- Fred Gilliam will provide a presentation on DART's 2019 Iowa State Fair Service at the DART Commission meeting.



DISCUSSION ITEM



9B: E-Scooters Update

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

- DART staff are working with the Greater Des Moines Partnership, City of Des Moines, Des Moines Streets Collective, Des Moines Area MPO, and other key stakeholders on designing a process that would facilitate the deployment of shared electric push scooters (e-scooters) in the region.
- Several private entities have approached the City of Des Moines to express interest in operating an e-scooters, and the group described above is discussing how best to structure a permitting process so that this and other shared personal mobility devices can complement existing transportation options and build on our region's high quality of life.



DISCUSSION ITEM



9C: Mobility Coordinator Update

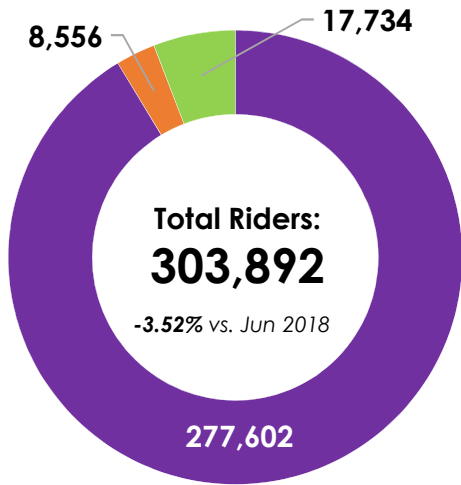
Staff Resource: Catlin Curry, Mobility Coordinator

- DART's Mobility Coordinator will give an update to the Commission on recent community outreach as well as an overview of activities from FY19.



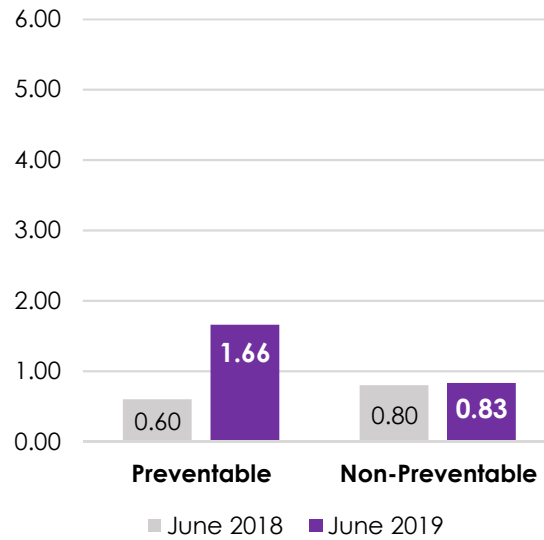
Preliminary Performance Summary – June 2019

Ridership

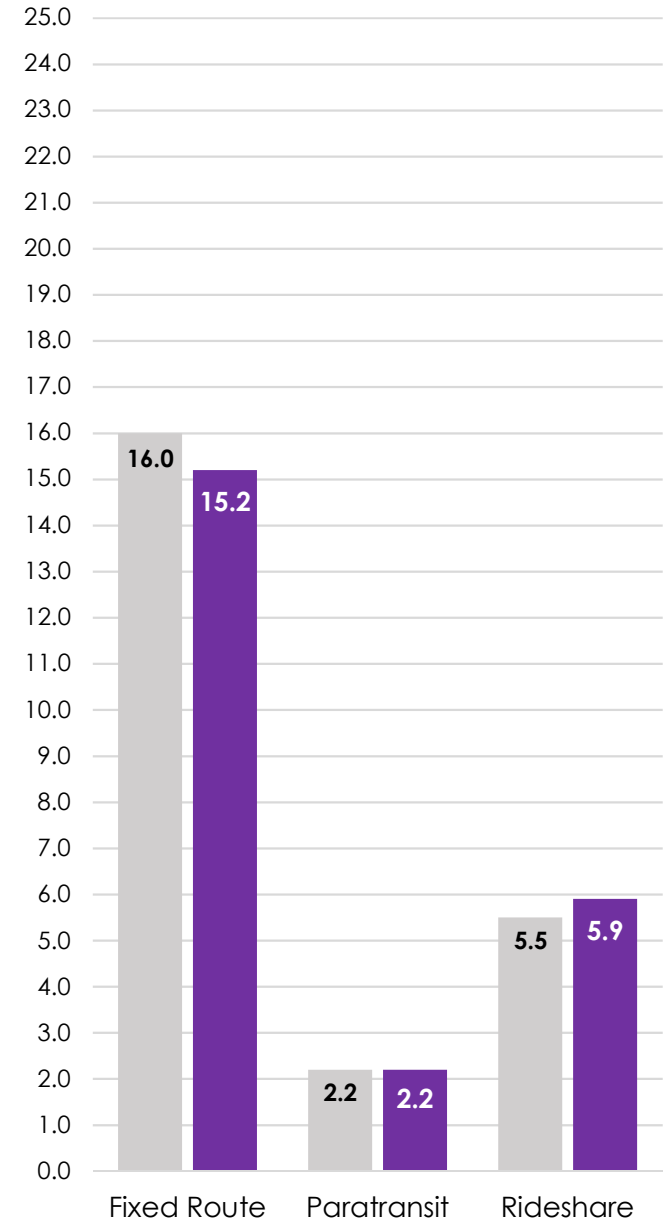


■ Fixed Route ■ Paratransit ■ Rideshare

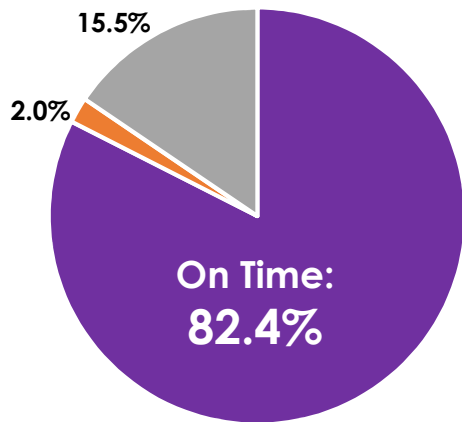
Accidents / 100K Miles



Passengers Per Revenue Hour

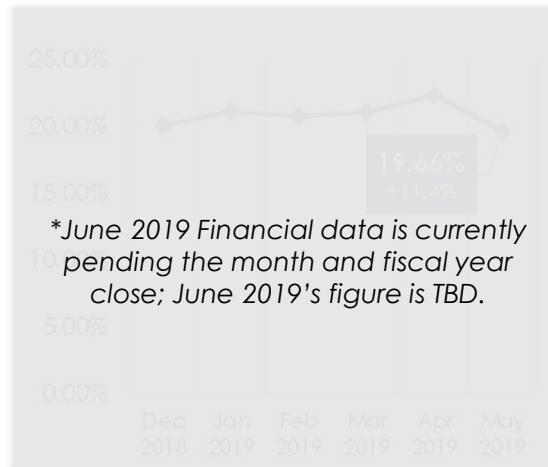


On Time Performance



■ On Time ■ Early ■ Late

Cost Recovery Ratio*



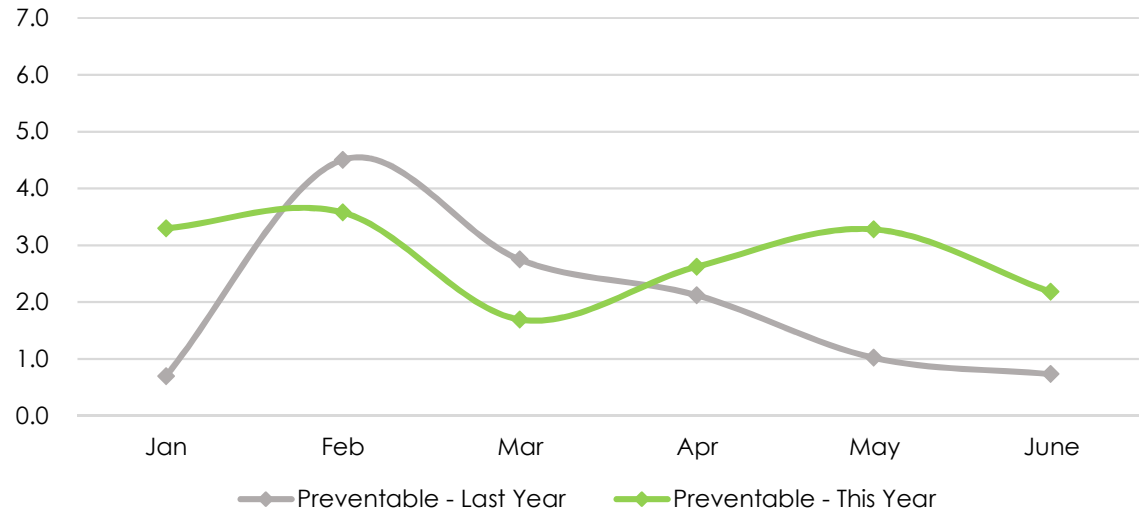


Safety Performance – June 2019

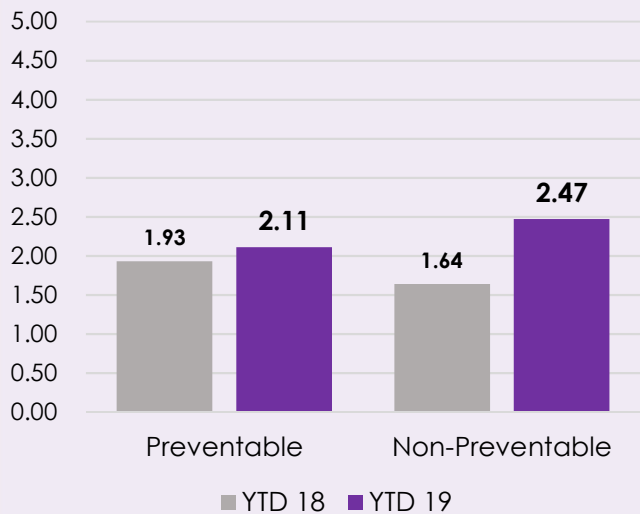
Preventable Accident Report June 2019

	Accidents	Per 100,000 Miles
Jan 2019	11	2.15
Feb 2019	11	2.28
Mar 2019	9	1.73
Apr 2019	9	1.60
May 2019	13	2.42
Jun 2019	8	1.66
YTD 2019	98	1.56
YTD 2018	86	1.39
YTD Change	+12	+12.43%

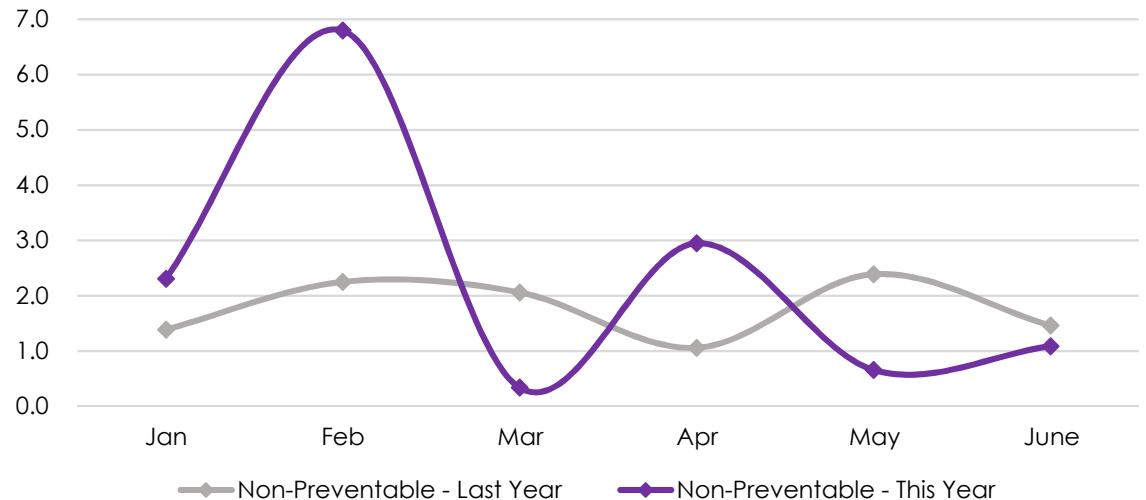
Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



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



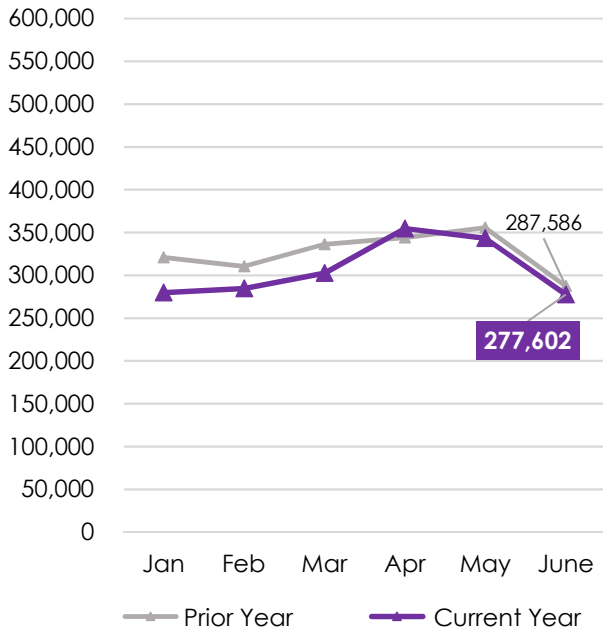
Non-Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



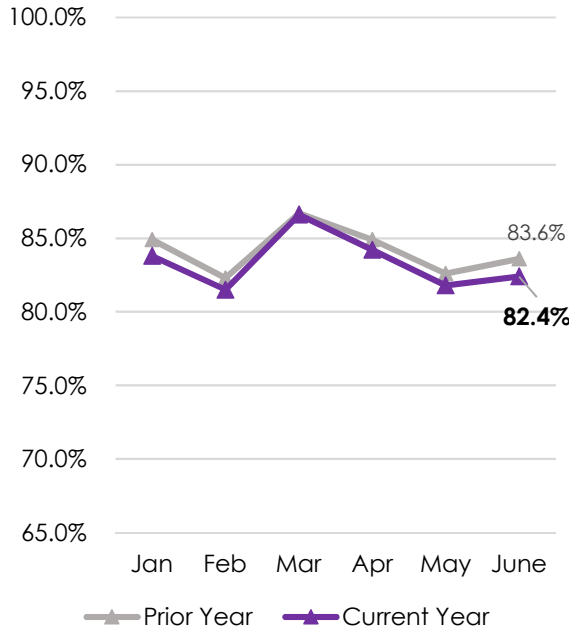


Fixed Route Performance – June 2019

Total Ridership



On Time Performance



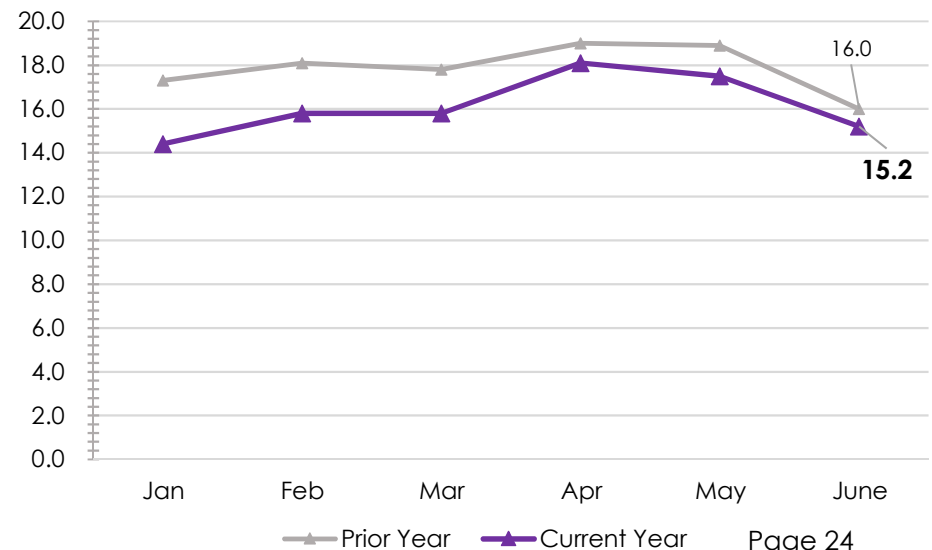
Operating Cost Per Revenue Hour*



YTD Report – Fixed Route

Metrics	FY18	FY19	% Change
Customer Service			
On Time Performance	82.46%	81.58%	-1.07%
Complaints p/100K Cust.	13.95	17.59	26.06%
Roadcalls p/100K Miles	22.07	15.38	-30.29%
Passengers Per Revenue Hour	18.9	17.7	-6.68%
Financial*			
Ridership			
Fixed Route Ridership	4,186,407	4,068,993	-2.80%

Passengers Per Revenue Hour



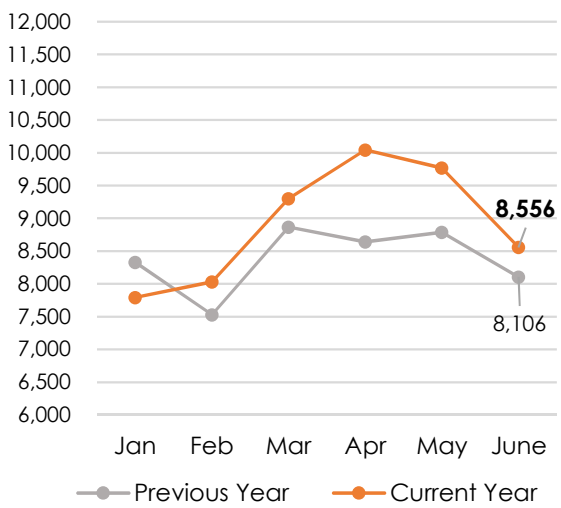
*June 2019 Financial data is currently pending the month and fiscal year close; June 2019's figure is TBD.



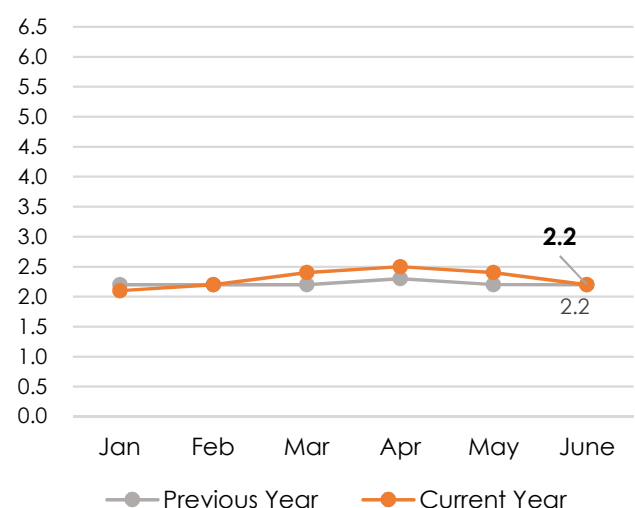
Paratransit & Rideshare Performance – June 2019

Paratransit

Total Ridership



Passengers Per Revenue Hour

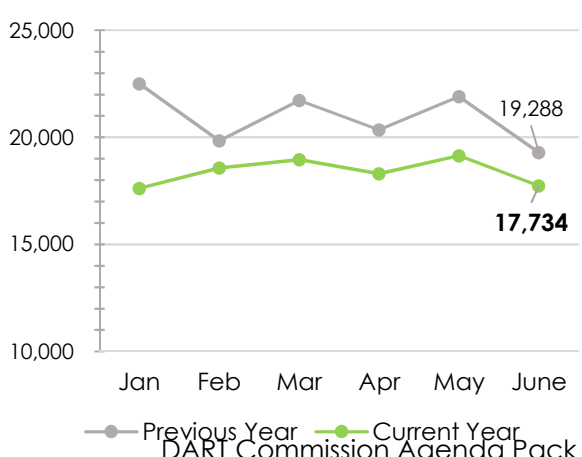


YTD Report	FY18	FY19	% Change
Customer Service			
On Time Performance	83.62%	84.47 %	1.01%
Complaints p/100K Cust.	103.24	132.60	28.44%
Roadcalls p/100K Miles	7.53	4.48	-40.45%
Passengers Per Revenue Hour	2.3	2.2	-3.29%
Financial*			
Ridership			
Total Passengers	102,672	103,319	0.63%

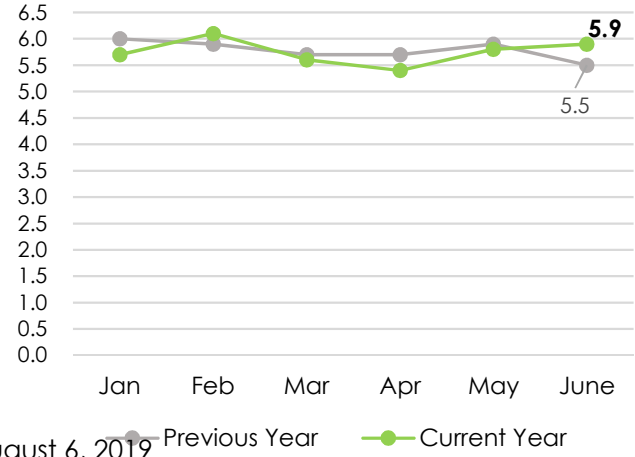
*June 2019 Financial data is currently pending the month and fiscal year close; June 2019's figure is TBD.

Rideshare

Total Ridership



Passengers Per Revenue Hour



YTD Report	FY18	FY19	% Change
Customer Service			
Passengers Per Revenue Hour	5.7	5.7	1.08%
Financial*			
Ridership			
Total Passengers	235,716	222,627	-5.55%

*June 2019 Financial data is currently pending the month and fiscal year close; June 2019's figure is TBD.



Detailed Ridership Report – June 2019

	19-Mar	19-Apr	19-May	19-Jun	18-Jun	Jun % Change FY19	FY19 Jun YTD	FY18 Jun YTD	YTD % Change FY19
Fixed Route	302,662	354,719	343,386	277,602	287,586	-3.47%	4,068,993	4,186,407	-2.80%
1. Local									
#1 - Fairgrounds	13,823	16,331	15,879	11,307	14,000	-19.24%	413,595	438,395	-5.66%
#3 - University	30,005	33,542	32,287	32,505	29,729	9.34%	372,809	360,023	3.55%
#4 - E. 14th	15,428	17,982	17,182	17,671	17,047	3.66%	190,001	189,173	0.44%
#5 - Franklin Ave/Johnston	8,398	10,944	10,283	7,000	8,448	-17.14%	112,053	114,204	-1.88%
#6 - Indianola	24,162	29,322	28,475	20,817	20,393	2.08%	309,561	323,753	-4.38%
#7 - SW 9th St	32,888	37,634	36,712	26,458	25,704	2.93%	388,403	397,864	-2.38%
#8 - Fleur Dr	3,136	4,205	3,630	1,497	2,057	-27.22%	44,704	54,888	-18.55%
#10 - East University	2,607	3,262	3,145	2,345	2,429	-3.46%	34,301	36,561	-6.18%
#11 - Ingersoll/Valley Junction	1,843	1,878	1,990	1,610	2,017	-20.18%	22,722	21,370	6.33%
#13 - Evergreen	4,542	6,318	5,633	582	548	6.20%	59,812	71,035	-15.80%
#14 - Beaver Ave	15,273	19,546	19,275	11,372	15,163	-25.00%	204,721	231,315	-11.50%
#15 - 6th Ave	20,895	26,308	25,630	17,438	17,707	-1.52%	282,073	281,223	0.30%
#16 - Douglas Ave	30,110	34,920	33,045	28,832	30,560	-5.65%	385,602	405,567	-4.92%
#17 - Hubbell Ave/Altoona	20,077	23,462	23,636	21,660	24,711	-12.35%	269,519	280,491	-3.91%
#50 - Euclid	4,386	5,209	5,327	4,808	0	100.00%	44,499	0	100.00%
#52 - Valley West/Jordan Creek	12,368	12,597	12,296	12,808	12,887	-0.61%	150,899	162,186	-6.96%
#60 - Ingersoll/University	29,118	33,847	32,273	25,390	28,590	-11.19%	360,617	381,355	-5.44%
2. Shuttle									
Hy-Vee Shuttle	0	0	0	0	0	0.00%	1,560	0	100.00%
D-Line	13,233	14,492	14,912	13,704	15,000	-8.64%	166,019	170,018	-2.35%
Link Shuttle	591	1,708	1,376	913	439	107.97%	8,064	6,894	16.97%
3. Express									
#91 - Merle	0	0	0	0	0	0.00%	0	3,501	-100.00%
#92 - Hickman	2,250	2,525	2,423	2,019	2,292	-11.91%	27,965	27,867	0.35%
#93 - NW 86th	2,721	3,043	2,783	2,626	2,601	0.96%	33,351	32,681	2.05%
#94 - Westtown	684	682	692	797	931	-14.39%	10,386	11,928	-12.93%
#95 - Vista	1,069	1,219	1,197	852	1,036	-17.76%	12,604	12,218	3.16%
#96 - E.P. True	1,995	2,140	2,055	1,815	1,984	-8.52%	23,990	24,245	-1.05%
#98 - Ankeny	5,660	6,030	5,526	5,260	6,027	-12.73%	71,816	77,248	-7.03%
#99 - Altoona	1,178	1,348	1,326	1,117	1,229	-9.11%	15,478	16,702	-7.33%
4. Flex									
#72 - West Des Moines/Clive	3,259	3,229	3,490	3,491	3,163	10.37%	39,773	41,072	-3.16%
#73 - Urbandale/Windsor Heights	190	194	170	149	153	-2.61%	2,119	2,278	-6.98%
#74 - NW Urbandale	515	573	538	519	453	14.57%	7,253	6,836	6.10%
5. On Call									
Deer Ridge	17	6	7	14	30	-53.33%	148	211	-29.86%
Ankeny	102	91	71	76	107	-28.97%	1,093	1,235	-11.50%
Johnston/Grimes	137	129	120	132	109	21.10%	1,426	1,606	-11.21%
Regional	2	3	2	18	42	-57.14%	76	464	-83.62%
Paratransit	9,300	10,044	9,770	8,556	8,106	5.55%	103,319	102,672	0.63%
Medicaid	1,095	1,210	1,243	1,110	1,274	-12.87%	14,316	25,921	-44.77%
ADA BusPlus	4,873	5,057	4,994	4,488	3,896	15.20%	53,771	40,961	31.27%
Rideshare	18,953	18,800	19,141	17,734	19,288	-8.06%	222,627	235,716	-5.55%
Total Ridership	330,915	383,063	372,297	303,892	314,980	-3.52%	4,394,939	4,524,795	-2.87%



MONTHLY REPORT



10A:	Operations
-------------	-------------------

Staff Resources: *Fred Gilliam, Chief Operating Officer*

- The Operations Team is currently working hard on preparations for the 2019 Iowa State Fair. No major changes are expected this year and we are looking forward to a successful State Fair.



10B: External Affairs Team Report

Staff Resources: Amanda Wanke, Chief External Affairs Officer

Marketing and Communications – Erin Hockman, Marketing and Communications Manager

- **10th art bus unveiling** – DART and the Greater Des Moines Public Art Foundation unveiled the 10th art bus on July 25 near “A Monumental Journey” in downtown Des Moines. The installment features artwork by Iowa State professor Mitchell Squire, entitled “Multiple Black”. The unveiling featured remarks by the Public Art Foundation’s board president, Tim Hickman; DART Commissioners, Supervisor Connolly and Mayor Cownie; and Squire as well as a poetry reading by Daron Richardson, a performance by Jordan Gregory dancers and live music by hip hop musician MarKaus. During the program, the Greater Des Moines Public Art Foundation and Squire presented \$500 awards to Art Force Iowa, CFUM (Children Family Urban Movement) and Urban Dreams. They will use the funds to purchase bus passes, reducing the transportation barrier for youth and families in central Iowa.



- **Route 50 promotion** – Staff is implementing a marketing plan to drive awareness of Local Route 50. Tactics include digital advertising as well as outreach to neighborhood associations, businesses and human services agencies along the route. Staff also attended the Beaverdale Farmer’s Market on July 23 to promote the Route 50.
- **Service change communication** – DART is conducting a final round of rider notifications in advance of the service change on Aug. 18. Staff is also in the process of developing rider communications regarding the October service change. DART will begin notifying riders of what changes to expect with this service change in September.
- **DMACC Unlimited Access promotion** – DART’s marketing team is working closely with DMACC’s marketing team to announce to students and staff their new benefit of free, unlimited access to DART. Promotional plans include a media event and DMACC campus bus tour, full bus wrap, radio advertising and more.

Marketing Analytics Report

Metric	Jan. 2019	Feb. 2019	March 2019	Apr. 2019	May 2019	June 2019	June 2018	Year Prior
MyDART App Accounts	9,317	9,751	10,159	10,601	11,185	11,860	3,582	231.10%
Website Unique Visitors	23,895	21,215	24,141	26,806	29,681	38,115	38,698	-1.51%
Facebook Likes	3,590	3,637	3,662	3,834	3,947	4,078	3,351	21.70%
Twitter Followers	2,177	2,181	2,201	2,206	2,230	2,230	2,143	4.06%

MONTHLY REPORT
10B: External Affairs



Email Subscribers	14,691	14,720	14,715	14,720	14,800	14,800	8,640	71.30%
Next DART Bus	165,613	194,468	169,534	149,736	157,967	175,433	95,996	82.75%
Real-time Map	38,748	38,580	38,128	29,977	30,074	21,532	28,755	-25.12%
Trip Plans	26,742	26,209	26,280	26,104	20,081	30,210	15,435	95.72%
SMS Text Messaging	215,505	229,536	232,591	251,269	269,340	239,536	81,301	194.63%
IVR	7,692	7,064	7,758	8,421	8,808	8,372	8,466	-1.11%

MyDART App Report

Metric	Dec. 2018	Jan. 2019	Feb. 2019	March 2019	April 2019	May 2019	June 2019	TOTAL
Downloads	487	620	614	565	569	651	747	14,522
iOS	114	161	168	158	168	198	254	4,934
Android	373	459	446	407	401	453	493	9,588
Accounts Created	356	458	434	408	442	584	675	11,860
Orders Placed	2,404	2,517	2,451	2,923	3,162	3,275	5,504	48,415
Passes Purchased	2,964	3,199	3,026	3,828	5,058	7,013	6,852	69,931
Revenue	\$17,928	\$19,015	\$18,166	\$21,686	\$21,948	\$19,856	\$22,698	\$333,836

DART in the News

Date	Headline	Source	Medium	Reach	Sentiment	Strategic Priority
25-Jul-19	Channel 13 News at Noon	WHO-DM (NBC)	Broadcast	15,156	Positive	Customers / Public Awareness
25-Jul-19	Local 5 News Midday	WOI-DM (ABC)	Broadcast	5,346	Positive	Customers / Public Awareness
25-Jul-19	Local 5 News Midday	WOI-DM (ABC)	Broadcast	5,346	Positive	Customers / Public Awareness
25-Jul-19	Today in Iowa at 6	WHO-DM (NBC)	Broadcast	16,479	Positive	Customers / Public Awareness
25-Jul-19	Today in Iowa at 5:30	WHO-DM (NBC)	Broadcast	13,561	Positive	Customers / Public Awareness
25-Jul-19	Today in Iowa at 5	WHO-DM (NBC)	Broadcast	6,079	Positive	Customers / Public Awareness
19-Jul-19	Channel 13 News at Noon	WHO-DM (NBC)	Broadcast	15,704	Positive	Safety
19-Jul-19	Channel 13 News at Noon	WHO-DM (NBC)	Broadcast	13,299	Positive	Safety
19-Jul-19	Today	WHO-DM (NBC)	Broadcast	24,394	Positive	Safety
19-Jul-19	Today in Iowa at 6	WHO-DM (NBC)	Broadcast	15,705	Positive	Safety
19-Jul-19	Today in Iowa at 6	WHO-DM (NBC)	Broadcast	15,705	Positive	Safety
19-Jul-19	Today in Iowa at 5	WHO-DM (NBC)	Broadcast	9,355	Positive	Safety

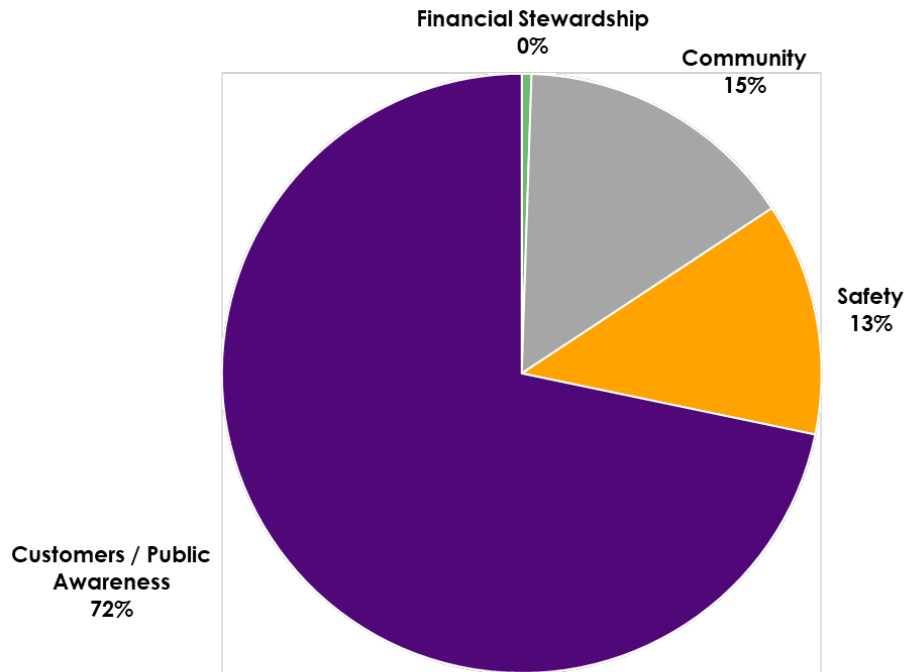
MONTHLY REPORT
10B: External Affairs



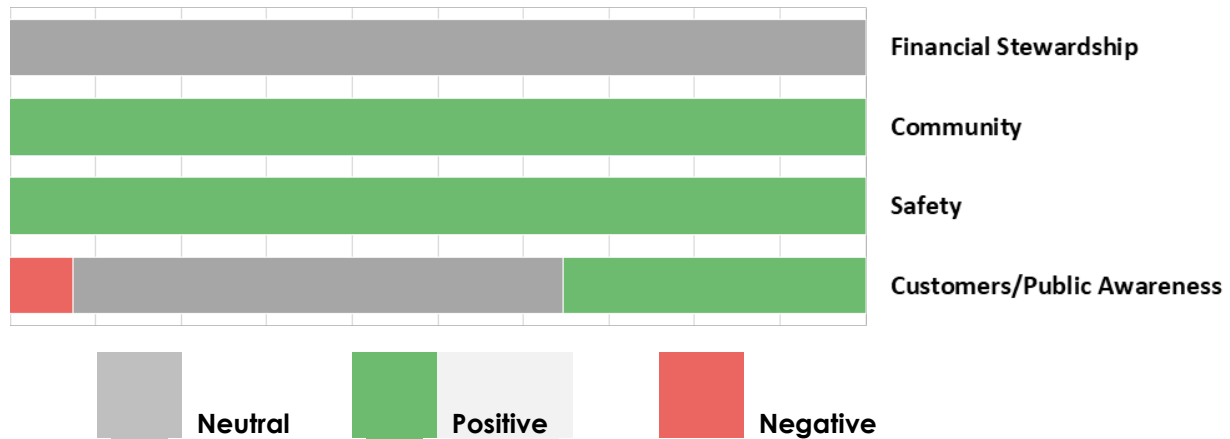
18-Jul-19	Channel 13 News at Four	WHO-DM (NBC)	Broadcast	16,720	Positive	Safety
17-Jul-19	KCCI 8 News at Six	KCCI-DM (CBS)	Broadcast	56,988	Positive	Safety
10-Jul-19	KCCI 8 News at Ten	KCCI-DM (CBS)	Broadcast	49,450	Positive	Customers / Public Awareness
28-Jun-19	KCCI 8 News at Six	KCCI-DM (CBS)	Broadcast	50,213	Positive	Safety
21-Jun-19	Local 5 News at Ten	WOI-DM (ABC)	Broadcast	7,058	Positive	Community
21-Jun-19	Local 5 News at Ten	WOI-DM (ABC)	Broadcast	7,058	Positive	Community
21-Jun-19	Local 5 News at Five	WOI-DM (ABC)	Broadcast	8,419	Positive	Community
25-Jul-19	10th D'ART' Bus Celebrates Des Moines' Black Community, Unveiling Thursday	WHOTV.com	Online	210,911	Positive	Customers / Public Awareness
25-Jul-19	West Des Moines, IA Local News	Iowa Patch.com	Online	4,458,541	Neutral	Customers / Public Awareness
16-Jul-19	Metro Shelters Offering Places to Escape the Heat	WHOTV.com	Online	210,911	Positive	Safety
13-Jul-19	Here's how to beat the heat before temperatures shoot up this week	The Des Moines Register	Online	807,289	Positive	Safety
10-Jul-19	30,000 people expected to attend 80/35 Music Festival	KCCI Channel 8	Online	349,045	Positive	Customers / Public Awareness
5-Jul-19	80/35 returns next week with more live music and a refreshed layout; more than 40 bands on 5 stages in downtown Des Moines	Cityview	Online	6,380	Positive	Customers / Public Awareness
1-Jul-19	THE DES MOINES SYMPHONY'S 26TH ANNUAL YANKEE DOODLE POPS	Cityview	Online	6,380	Positive	Customers / Public Awareness
1-Jul-19	\$3 million and counting: What Polk County has paid a lobbyist to try to protect Prairie Meadows, tap federal dollars	The Des Moines Register	Online	807,289	Neutral	Financial Stewardship
Total Reach				7,208,781		



DART NEWS AND SOCIAL MEDIA COVERAGE BY TOPIC



DART NEWS AND SOCIAL MEDIA SENTIMENT BY TOPIC



Customer Experience – Stephen Wright, Customer Experience Manager

Total Calls for June 2019

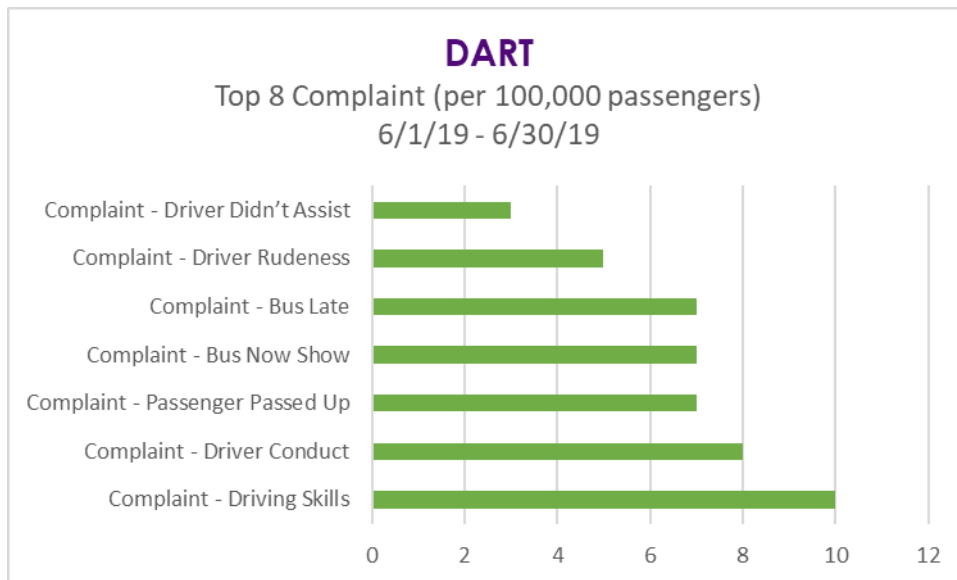
- Schedule Information – 4,665
- Paratransit – 4,101
- Spanish Line – 33
- Receptionist – 275
- RideShare – 165

MONTHLY REPORT
10B: External Affairs



Website Communication and Messages for June 2019

- Contact/Feedback Form = 61
- Voicemails = 99
 - Required response = 11 (7%)



Planning – Luis Montoya, Planning and Development Manager

- **Electric Scooter Sharing:** DART staff are participating in a working group to consider how to design an e-scooter program for short-term rentals in the region. Several private companies have expressed an interest in operating in downtown Des Moines, and DART is working with the Greater Des Moines Partnership, Street Collective, MPO and City of Des Moines staff to consider how best to move forward.
- **August Service Change:** Staff are preparing a minor service change to be implemented on August 19, primarily to add back Des Moines Public Schools service for the summer and make adjustments to schedules to improve operations at Merle Hay Mall.
- **October Service Change:** The DART Commission approved service changes to many of DART's suburban routes. A communications plan was developed to remind customers and key stakeholders about the changes before they are implemented in October 2019.
- **Mobility on Demand Pilot:** Four proposals were received from private transportation companies to provide on-demand services to improve connections between a selected residential area and three popular DART bus stops. Staff will make a recommendation to the DART Commission to award contracts to multiple companies such as taxis, Uber, or Lyft to provide options for customers and learn about the opportunities and challenges of this innovative transportation service model.

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

- **Funding Feasibility Study:** DART is working with Amperage Marketing & Fundraising, a Cedar Falls, Iowa firm, to conduct a feasibility study that will identify potential fundraising opportunities for art shelters and other DART programs. The study kicks off this summer and will conclude by early 2020.

MONTHLY REPORT
10B: External Affairs



- **HIRTA RideShare Partnership:** DART announced a one-year pilot partnership with Heart of Iowa Regional Transit (HIRTA) to expand access to vanpooling services for commuters in Boone, Dallas, Jasper, Madison, Marion, Story and Warren Counties via the RideShare program.
- **Unlimited Access Program:** DART is in the process of on-boarding Des Moines Area Community College (DMACC) as a new Unlimited Access partner beginning with the fall 2019 semester. Current Unlimited Access partner Principal Financial Group comes up for renewal in September 2019.

- **Mobility Coordination Outreach:** DART's mobility coordination outreach is a collaboration with the Polk County Division of Children, Family and Youth Services. Efforts include transportation resource coordination and public education through ongoing travel training and human services outreach as well as participation in transit stakeholder meetings and community engagement events.

	June 2019	FY2019 Total
FY2019 Mobility Coordination Training & Outreach Totals		
Education/Schools	53	339
General Public	11	95
Human Services	134	870
Re-Entry	72	1,148
Refugee	68	224
Senior	0	99
Total Participants	338	2,775



MONTHLY REPORT



10C: Procurement

Staff Resource: *Mike Tiedens, Procurement Manager*

Upcoming Procurements:

IT Consulting Services – DART is soliciting proposals from qualified Information Technology (IT) firms to provide on-call/as needed support and consulting to DART staff. The IT support will address all agency IT needs. This includes managing the agency's data and voice network infrastructure (and the associated security), and developing and supporting agency enterprise applications such as financials, human resources, payroll, parts inventory, vehicle and facilities maintenance, route and manpower scheduling, and many more.

- Request for Proposals to be published in July 2019

Contracts and Task Orders Approved Recently:

APC Modular Battery Replacement – DART sought quotes for the service and replacement of batteries for the Galaxy 3500 servers at DART Central Station. The purchase also includes an upgrade to the unit.

- The winning proposer is CDW-G through the General Services Administration (GSA) Schedule 70 contract and the bid price is \$7,413

Water Line at DART Central Station – DART sought quotes for the installation of a new water line from the janitor's closet to serve as an outside faucet and will service the roof of the facility.

- The winning proposer is Kriens Plumbing and Mechanical Corp. and the bid price is \$1,910

Future Procurements:

- Bus Inspections (Electric Bus)
- Outdoor Signage Displays
- IT Consulting Services
- Marketing Support Services
- Transit Technology Consulting Services
- On Call Planning Consulting Services
- Compensation Study



MONTHLY REPORT



10D: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- **DART Executive Committee** - The DART Executive Committee met on Friday, July 19, 2019. The discussion items presented during the meeting included:
 - Advertising Policy
 - Commission PlanningThe next DART Executive Committee meeting is scheduled for Friday, August 16, 2019 at 7:30 a.m.
- **Bus Coalition Meeting** – I attended the Bus Coalition Meeting along with Amanda Wanke. The meeting was held in Washington, DC on July 16-17 and included a press conference with the co-chairs of the Bus Caucus, Congressman Larsen and LaHood. While we were in DC we also met with Senator Ernst and Grassley staff members and Congresswoman Axne.



FUTURE DART COMMISSION ITEMS



FUTURE AGENDA ITEMS:

September 3, 2019 – 12:00 P.M.	
Action Items	Information Items
	<ul style="list-style-type: none"> State Fair Update
October 1, 2019 – 12:00 P.M.	
Action Items	Information Items
	<ul style="list-style-type: none"> Legislative Priorities Transit Riders Advisory Committee Update Quarterly Investment Report Quarterly Safety Report
November 5, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> STBG Grant IT On-Call Services 	<ul style="list-style-type: none"> FY 2021 DART Budget Calendar

Other Future Agenda Items:

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

Upcoming DART Meetings:

- DART Planning Committee – the next meeting is scheduled for August 13, 2019 at 12:00 p.m.
 - Location - DART Central Station
- DART Executive Committee – the next meeting is scheduled for August 16, 2019 at 7:30 a.m.
 - Location - DART Central Station
- Commission Operations and Maintenance Facility Workshop #1 – is scheduled for August 16, 2019 at 8.45 a.m.
 - Location – DART Central Station
- Commission Operations and Maintenance Facility Workshop #2 – is scheduled for September 13, 2019 at 8.45 a.m.
 - Location – DART Central Station
- DART Transit Riders Advisory Committee – the next meeting is scheduled for September 18, 2019 at 12:00 p.m.
 - Location - DART Central Station