



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
NOTICE OF COMMISSION MEETING AND AGENDA
MARCH 29, 2011 – 5:00 p.m.
DART MULTI-PURPOSE ROOM, 1100 DART Way**

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2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
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**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES**

**1100 DART Way – Des Moines, IA 50309
February 22, 2011**

ROLL CALL

Commissioners Present: Bob Mahaffey, Gaye Johnson, Christine Hensley, Tom Gayman, Angela Connolly, Steve Van Oort, Ted Boesen; Steve Peterson for Steve Brody

Commissioners Absent: Steve Brody, Skip Conkling

Alternates Present: Steve Peterson and Ruth Randleman

Staff Present: Brad Miller, General Manager; Elizabeth Presutti, Chief Development Officer; Randy Ross, HR Director; Kirstin Baer-Harding, Advertising Manager; Jamie Schug, Chief Financial Officer; Tom Reynolds, Chief Operating Officer; Jim Tishim, Planning Director; Rebecca Lovig, RideShare Manager; Teresa Cashman, Scheduling Manager; Chet Bor, Paratransit Director; Debra Meyer, Capital Grants Manager; Randy McKern, Transportation Manager; P.J. Sass, Customer Service Manager; Gunnar Olson, Public Information Officer; Suzanne Robinson, Clerk to the Commission; Clifford Swartz, Legal Counsel

Others Present: Dana Conn, TMA; Dylan Mullenix, MPO; Mary Benetti, John Halsband; DART employees Mike Kaiser, Neil Hampton, Greg Schmitt

CALL TO ORDER

The meeting was called to order by Chair Angela Connolly at 5:01 p.m. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF MINUTES

Chair Connolly called for corrections to the January 25, 2011, meeting minutes. There being no comments on the minutes, it was moved by Ms Christine Hensley and seconded by Mr. Ted Boesen that the minutes be approved. The minutes were approved as written.

PUBLIC COMMENTS SECTION

None

RECOGNITION OF NEIL HAMPTON, PARATRANSIT DRIVER

Chair Connolly introduced Neil Hampton, Paratransit Driver, and General Manager Brad Miller offered congratulations on Neil being selected to receive the DART Employee Recognition Award. Paratransit Director Chet Bor described how Neil has gone the extra mile while filling in so ably as the paratransit supervisor while the regular supervisor was on active duty with the US Army in Iraq.

PUBLIC HEARING ON FY-2012 BUDGET (FARE INCREASE AND TAX LEVY)

Chair Angela Connolly announced that a public hearing to discuss the DART FY-2012 budget and the tax levy to the cities was convened. Ms. Jamie Schug, DART Chief Financial Officer, displayed a powerpoint presentation (attached) explaining the ins and outs of the tax levy, and also presenting the results and recommendations produced by the DART Service and Budget Committee, which consists of DART member city managers. Ms. Hensley commented that while DART was balancing this budget by taking funds from its reserves, that this is not a good solution and certainly can't continue in upcoming budgets as a long-term strategy. She said that DART should schedule some planning sessions for the commission to look at all funding sources and make decisions about the future. Mr. Gayman agreed. Chair Connolly noted that if the legislature lowers the corporate tax rate as the Governor has requested, the cities will hard pressed to come up with the funds that will be lost as a result, making it even more difficult for DART.

Chair Connolly asked for comments from the floor. There were no speakers from the floor so Chair Connolly announced that the public hearing was adjourned.

Action Item 9A – Approve FY2012 Fixed Route Budget and Tax Levy Rates

It was moved by Mr. Boesen and seconded by Ms. Gaye Johnson that the DART FY 2012 Budget be certified as recommended and the FY-2012 Regional Transit Authority Tax Levy be approved as presented. The motion carried unanimously.

CONSENT ITEMS

8A – FY-2012 Grant Approvals

8B – DART Land Sale to City of Des Moines

8C – January 2011 Financial Reports

It was moved by Ms. Hensley and seconded by Ms. Johnson that the consent items be approved. The motion carried unanimously.

ACTION ITEMS

Action Item 9A – Amalgamated Transit Union 441 Agreement

Mr. Miller announced that an Agreement was reached with ATU Local 441 for the Commission's approval. He summarized the top issues:

- The Mediator ruled for a one-year time frame for the Agreement, even though DART had requested a longer time frame. This means that negotiations will begin again this Fall.

- Salaries will be raised 1% beginning June 1, 2010, and will rise another ½% six months later.
- If health insurance premiums increase, DART will pay the increase.

Ms. Hensley asked how many employees belonged to the Health Savings Account insurance program. Mr. Miller responded that about half the administrative staff, but very few drivers. He said that the provisions for short-term disability had also been improved for drivers, and this change was consistent with the DART budget. Ms. Hensley asked when DART would receive quotes from the insurance companies for health insurance costs, and Mr. Miller said these would come in sometime in April. Mr. Mahaffey asked if we had some idea of the amount of the increase, and Mr. Miller said that his prediction was around 18%. He added that DART's experience for the past year was a good one, and so there was room to negotiate.

Mr. Miller thanked staff and ATU negotiators for their time and hard work in making the process a productive one.

It was moved by Mr. Boesen and seconded by Ms. Hensley that the Commission approve a one-year labor Agreement with the Amalgamated Transit Union Local #441.

The motion carried unanimously.

Action Item 9B – March 8, 2011 Public Hearing on Pending Reductions to D-Line Service

Ms. Presutti announced that there will be a Public Hearing for the D-Line Service Change on March 8, 2011, at the Downtown Public Library during the Noon hour. Ms. Hensley suggested that DART also hold a Public Hearing at the State Capitol. Mr. Peterson suggested that it be held as soon as possible, and Ms. Presutti said she would check with the Capitol schedulers to reserve a room in the same week as the meeting at the library.

It was moved by Ms. Hensley and seconded by Mr. Mahaffey that the DART Commission approve holding a Public Hearing to reduce service on the D-Line route so that it will no longer serve the Capitol Complex, on March 8, 2011 at 11:30 a.m. at the Central Public Library, and a meeting at the Statehouse in the same week at a location as yet to be determined.

The motion carried unanimously.

DISCUSSION ITEMS

10-A – Unlimited Access Program Update

Ms. Presutti displayed a powerpoint presentation (attached) on the specifics of the current Unlimited Access program, which allows eligible riders to access all of DART's fleet by showing their employer ID cards. Mr. Boesen asked if ridership is tracked. Ms. Presutti said that the drivers have a key on the farebox that they push for each Unlimited Access rider. Chair Connolly asked if there was any technology that would provide a more accurate count. Ms. Presutti replied that DART would like to obtain technology to read proximity cards. Mr. Miller added that funding for this technology is currently on the list of DART capital requests. Chair Connolly asked Ms. Presutti to list the companies that currently subscribe to the Unlimited Access Program, and noted the loss of ridership's correspondence to the building of parking garages by downtown employers and the City of Des Moines. Ms. Presutti also pointed out that all participating companies are focused on the cost/benefit per rider statistics, which limits DART's ability to increase fees. Ms. Hensley asked

how much revenue was generated by the program. Ms. Schug said approximately \$590,000 per year. Ms. Presutti said that DART will be negotiating with the three largest contributors to the Unlimited Access program later this year, and added that if gas prices go up there may be more room for negotiation with these companies.

Mr. Miller explained how important this program is to DART. He said that now about 78% of DART's suburban riders are riding free as part of this program. Mr. Boesen asked if there were any large downtown employers who have not yet subscribed to the program, and Mr. Miller said that Wells Fargo is a holdout. He added that DMACC would like to subscribe, but has so many potential riders that they can't afford the cost.

10-B – Sustainable Multi-Modal Transit Hub Update

Ms. Presutti displayed a powerpoint presentation with the Transit Hub in its current and final incarnation, stating that the design process is 95% completed. She said that a new name for the hub will be chosen from an extensive list of entries, with the Transit Riders Advisory Council picking from a refined list of entries at their next meeting, and the Commission would then approve the choice at its March meeting.

Ms. Presutti said that approval of the land acquisitions for the Hub will be presented at the March meeting, and that the Public Art portion of the design, which is funded through a federal grant in the amount of \$300,000, will begin with an RFP to artists and in-kind help from the Greater Des Moines Public Art foundation. She stated that artists will be interviewed in May and the Commission will approve the selection at its May meeting. She also mentioned that the joint development provision, regarding the 1,300 square feet of vendor space, has had a draft market assessment done which approves the viability of this portion of the Hub project, and the choice of vendor will go forward.

10C – Performance Reports

Mr. Miller noted that total ridership is up 7.1%, the first uptick in ridership in two years. He said that ridership on the express buses and for Ankeny and Altoona is back to their highest levels ever.

MONTHLY REPORTS

Mr. Miller highlighted the IPTA Legislative breakfast at the State Capitol on February 23, and invited all commission members to attend.

Mr. Miller announced that there would be a Commission Retreat prior to the April 26, 2011 Commission meeting. The Retreat will begin at Noon, and the Commission meeting will follow at around 3:00 p.m., with the meeting to adjourn prior to 5:00 p.m.

COMMISSION ITEMS

Ms. Hensley and Chair Connolly will be unable to attend the March 29, 2011 Commission meeting. Ms. Connolly's alternate will attend in her place.

ADJOURNMENT

The meeting was adjourned at 6:02 p.m.

2011 Meeting Dates

Mar 29, Apr 26, May 24, Jun 28, Jul 26, No Commission Meeting in August,
Sep 27, Oct 25, Nov 22, Dec 20

Date: _____

Chair: _____

Secretary: _____

CONSENT ITEM



7A: Bus Maintenance Hoist Replacement

Action: Approve a Contract for the Replacement of DART's Maintenance Hoists, Maintenance Shop Floor and Lifting Columns by A&B Contracting, LLC, Des Moines for an amount not to exceed \$615,000.

Staff Resource: Mike Drottz, Purchasing Manager

Background:

- DART's Maintenance Shop currently has six in-ground bus-hoists, original to the 32 year old facility, for performing repairs to vehicles.
- These hoists have been rehabilitated at least twice in the last 15 years and now only four of the six remain usable.
- A&B Contracting will replace 5 of the hoists and demolish one of the unusable hoists to return that bay to a flat shop floor, removing a tripping hazard.
- Additional options included in the contract will be to provide a special epoxy coating of the maintenance shop floor to provide a much brighter finish and to help prevent slip and falls as well as the purchase of additional mobile columns for lifting the buses.
- The deterioration of the existing hoists and the significant amount of excavation and concrete work associated with replacing them, requires a delay in implementing the two options until later in the project when it is determined what available funding is remaining. That is the reason the epoxy and additional mobile lifts were procured as options.

Procurement:

- DART conducted a "Request for Proposals (RFP)" for the purchase of In-Ground Bus Hoists. Four proposals were received. DART conducted best and final offer negotiations with all four firms. These are the results of the scoring by our Proposal Evaluation Team.

Firm	Hoist Project Scoring
A & B Contracting LLC.	32.80
ACTERRA Group	27.15
Neumann Builders	30.35
Seneca Companies	28.85

Funding:

- A&B's proposed project cost is \$526,961.16, leaving approximately \$88,000 in contingency. If there is a balance at the conclusion of the hoist replacement project, then DART will determine whether or not to pursue the epoxy coating of the shop or to purchase additional mobile columns to complete the desired shop configuration.

ACTION ITEM



7A: Bus Maintenance Hoist Replacement

- The project will be federally financed and is a longstanding project within DART's adopted DART Capital Program. Federal Grants IA-90-X342 (DART's FY2010 Federal Formula Grant) and IA-96-X002 (ARRA Economic Recovery Funds) will be used.

Disadvantaged Business Enterprise:

- Since A&B Contracting, LLC is a qualified DBE firm, this project qualifies as a 99% DBE, race neutral classification project, significantly advancing DART towards reaching its federally required goals.
- Project completion is slated for July 31, 2011.

CONSENT ITEM



7B: February FY2011 Consolidated Financial Report

Action: Approve the February FY2011 Consolidated Financial Report

Staff Resource: Jamie Schug, Chief Financial Officer

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating Revenue through eight months remains strong at 12% greater than budgeted. It is expected that operating revenue will be near budgeted levels for the fiscal year despite the State of Iowa no longer funding the Unlimited Access program for State employees.
- Fixed Route Non-Operating Revenue is approximately 2% greater than budget through the first eight months of the fiscal year. Fixed route non-operating revenue is expected to be near budgeted levels for the fiscal year.
- Paratransit Operating Revenue is 8% under budget for the first eight months of the fiscal year, primarily in the area of Medicaid reimbursement.
- Rideshare Revenues are approximately 11% below budget through the first eight months of the fiscal year. Corresponding expenditures are approximately 12% under budget, primarily in the areas of fuel and vehicle repair parts leading to a small surplus through the first eight months of FY2011.

Operating Expense:

- Fixed Route Budget Summary – Through the first eight months of the fiscal year, actual operating expenses are 2.9% below budget. Fuel has been an area of significant savings through the first part of the fiscal year, that savings will diminish if fuel prices continue to rise. Staff is closely monitoring the fuel prices.
- Paratransit Budget Summary- Through eight months the Paratransit program has expenses lower than budgeted. Taxicab expenses continue to be an area of substantial savings with actual expenses 34% below budget year to date. Vehicle repair parts are 33% below budget year to date.
- Rideshare Expenses are approximately 12% below budgetary expectations through eight months. Savings are predominantly in vehicle repairs and fuel expenses.

**** TOTAL Un-Audited Year-End February FY2011 as Compared to Budget:**

Fixed Route	\$ 878,707	Reserve For Accidents (See Balance Sheet):
Paratransit	\$ 406,842	FY2011 - \$ 963,386
Rideshare	\$ 15,326	Prior- \$ -8,659
Total	\$ 1,300,875	

FY2011 Financials:

February 2011

FIXED ROUTE	February 2011			Year-To-Date-(8) Months Ending 02/28/2011		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	394,700	336,866	57,834	3,026,423	2,694,928	331,495
Non-Operating Revenue	1,060,995	1,110,941	(49,946)	9,125,340	8,887,528	237,812
Subtotal	1,455,696	1,447,807	7,889	12,151,763	11,582,456	569,307
Operating Expenses	1,173,256	1,310,326	137,070	10,173,214	10,482,614	309,400
Gain/(Loss)	282,440	137,481	144,959	1,978,549	1,099,842	878,707

PARATRANSIT	February 2011			Year-To-Date-(8) Months Ending 02/28/2011		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	167,109	213,413	(46,304)	1,566,034	1,707,304	(141,270)
Non-Operating Revenue	58,126	63,063	(4,937)	695,291	504,504	190,787
Subtotal	225,235	276,476	(51,241)	2,261,325	2,211,808	49,517
Operating Expenses	318,447	385,485	67,037	2,726,552	3,083,878	357,326
Gain/(Loss)	(93,212)	(109,009)	15,796	(465,227)	(872,070)	406,842

RIDESHARE	February 2011			Year-To-Date-(8) Months Ending 02/28/2011		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	74,578	84,583	(10,006)	604,890	676,664	(71,774)
Non-Operating Revenue	25	-	25	125	-	125
Subtotal	74,603	84,583	(9,981)	605,015	676,664	(71,649)
Operating Expenses	86,253	92,134	5,881	650,100	737,075	86,975
Gain/(Loss)	(11,650)	(7,551)	(4,099)	(45,085)	(60,411)	15,326

ACTION ITEM



8A: Liability Settlement

Action: Approve a settlement agreement with Mr. Roger Christenson in an amount of \$350,000 to Mr. Christenson's conservatorship.

Staff Resource: Brad Miller, General Manager

Background:

- In March, 2008, a DART bus struck Mr. Roger Christenson at 6th and Walnut Streets in downtown Des Moines.
- A trial date was set for this July, 2011 but the parties have agreed, through the mediation process, to the recommended settlement.
- For the period when this accident occurred, DART was self-insured for the first \$2,000,000 of liability from any incident or accident. Since this past May, 2010, DART is now covered additionally by a second insurance policy so the effective liability per occurrence is no more than \$500,000.
- DART's Financial Planning had assumed a liability payment of this amount during the planning and ultimate June 2010 issuance of \$3.5 million in General Obligation Bonds to cover prior accident liabilities. This settlement will be paid partially out of these bond proceeds and partially out of DART's FY2011 accident liability reserves.

Payment:

- Prior to making this payment, a conservatorship needs to be established by Mr. Christenson to receive the payment. This process is underway.

Recommendation:

- Approve the recommended settlement.

ACTION ITEM



8B: Transit Hub Land Acquisition

- Action:**
- A. Approve Purchase Agreement with Polk Cunty for \$1.00.**
 - B. Approve Purchase Agreement with Wells Fargo Bank for the appraised value, \$650,000.**

Staff Resource: Elizabeth Presutti, Chief Development Officer

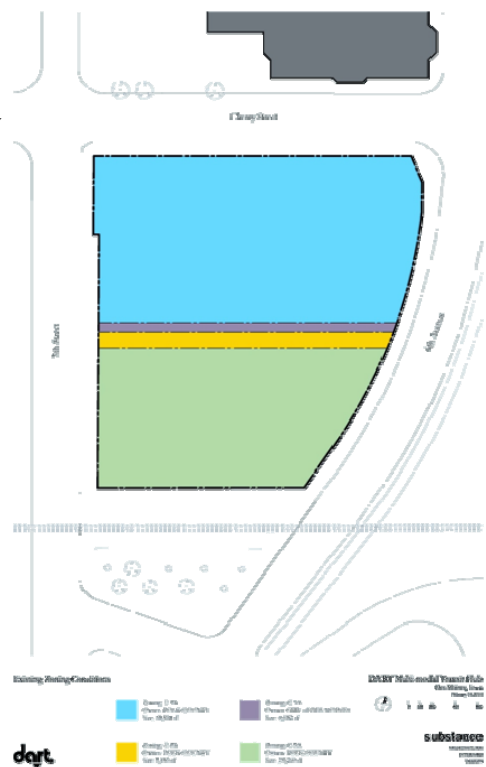
Background:

Polk County Land

- DART's Legal Counsel and Polk County's Attorney have prepared a purchase agreement for \$1.00 for the primary parcel on the Transit Hub site.
- Polk County is scheduled to approve the sale at their Tuesday, March 29, 2011 Board of Supervisors Meeting.
- Subject to the County's approval, a closing will be scheduled in April.

Wells Fargo Land

- The second largest parcel needed for the hub is approximately a 0.58 acre parcel owned by Wells Fargo Bank and used as a surface parking lot for about 75 cars.
- In June 2008 the DART Commission approved a 28E Agreement with the City of Des Moines' Real Estate Divisions to complete negotiations and acquisition procedures for the remaining parcels needed for the Hub.
- The Real Estate Division completed an initial appraisal and appraisal review of the Wells Fargo parcel in 2009 and as required by FTA, updated it earlier this Fall.
- Because DART only now has secured the funding for the Hub, the Federal Transit Administration required DART to get an updated appraisal and review and these were done this Fall with an August 29, 2010 appraisal determining the revised value to be \$650,000.
- The City of Des Moines submitted the offer to Wells Fargo Bank in mid-December and heard back from them in early-March agreeing to sell the land at the appraised value of \$650,000.
- A closing date is being set for May 2011 which allow for Wells Fargo Bank to find alternate parking for its employees parking on the parcel.



Recommendation:

- Approve Puchase Agreement with Wells Fargo Bank for \$650,000 and Purchase Agreement with Polk County for \$1.00.

ACTION ITEM



8C: Nationwide Performance Benchmarking Consortium Participation

Action: Approve DART's Participation in a New Mid-Sized Bus Performance Benchmarking Group at an Annual Cost Not to Exceed \$20,000.

Staff Resource: Brad Miller, General Manager

Background:

- For years, the American Public Transportation Association (APTA) has had strong groups within its association for small transit operations as well as the largest, heavy rail metro systems.
- However, it was only last fall that APTA created the first Mid-Sized Bus Committee to advocate for the interests of public transit systems like DART that have approximately 100 to 600 buses, and serve populations between 300,000 and 2,000,000.
- One of the first initiatives of the Mid-Sized Bus members is to form a consortium of similar transit systems to share performance data in a structured manner that would allow accurate comparisons and opportunities to share successful practices and techniques to improve performance.

How the Program Works:

- **Coordinator** - The Consortium is being modeled after existing transit consortiums that exist for the 9 largest metro systems in the world as well as an international group of the largest bus systems. Like those consortiums, this consortium would be managed by Imperial College of London.
- **Cost** - DART would exercise a letter of commitment to participate and to provide an annual participation fee that is estimated to be \$15,000 in the first year. The more systems that participate, the lower the cost so the fee could be as low as \$12,000 and as high as \$17,000.
- **Confidentiality** - DART would also sign a confidentiality agreement that would restrict our public identification of the specific data associated with specific transit systems. Within the consortium the identifications are known but they can not be shared outside the group.
- **Annual Reporting** - DART staff would regularly report performance statistics to Imperial College who would analyze the data and provide an annual report and conduct an annual meeting at one of the member participants transit properties.
- **Annual Meeting** - At the annual meeting, systems that are excelling in a particular benchmarked area would give presentations on how they were achieving these results so other members of the consortium.

Why DART Should Participate:

- **Iowa Systems are not Comparable** - So often, DART is perhaps inappropriately compared to other much smaller public transit systems in Iowa on labor issues, safety records, ridership performance, etc. Having comparison statistics with more appropriate true peer systems around the country will greatly assist DART in identifying management focus areas.
- **Benchmarking vs. Comparison** - The greatest advantage to DART will be from attending the annual meetings and learning about the successful processes that other systems use to achieve

DISCUSSION ITEM

8C: Performance Benchmarking Consortium



results: If Milwaukee has performance metrics that show they have by far the cleanest buses in the consortium – how do they do that? DART should copy their method.

- **Federal Transportation Policy** – Over the past two years as transportation policy has been debated in Washington, D.C. in the development of a new transportation authorization bill, more and more emphasis on quantitative performance measurement and competitive funding awards based on performance is being made.

Other Likely Participants in the Consortium:

- Albany, NY
- Dayton, OH
- Fort Worth, TX
- Milwaukee, WI
- Orlando, FL
- Providence, RI
- Rochester, NY
- Stockton, CA
- Vancouver, WA
- Hampton Roads, VA
- Eugene, OR
- Louisville, KY
- Spokane, WA
- Foothill Transit, CA

ACTION ITEM



8D:	Political Activity Policy
Action:	Adopt the Attached Political Policy

Staff Resource: Brad Miller, General Manager

Background:

On March 23, 2011, ABC News conducted an on-camera interview with Congresswoman Michelle Bachmann onboard one of DART's operating D-Line Trolley vehicles. In early 2008, congressional candidate Ed Fallon held a press event along Walnut Street with DART buses in the background.

- Neither event was a political advertisement or specifically related to anything related to DART but the two events highlight the ever-present political spotlight that Iowa and Des Moines have given the Iowa Caucuses.
- The events also highlight the need for DART to adopt a specific policy covering the filming or depiction of DART facilities or buses in political advertisements or other material.
- DART is a public transportation service, integral to Central Iowa, that encourages all members of the public, including elected officials and those seeking elected office to take advantage of our services. Additionally, the recently revised DART advertising policy allows for paid political advertisements on the exteriors of buses as long as the candidate or group identifies who paid for the ads.
- However, including DART buses or facilities, in either or a positive or negative light, in political advertisements and other material cannot be fairly allocated or governed so the policy entirely prohibits this use.

City of Des Moines' Political Activity Policy:

- The proposed DART policy is modeled significantly off a similar policy the City of Des Moines has implemented for more than 10 years.



Subject: Political Activities for DART Employees or Using DART Property

Responsible Division: General Manager

Date revised: March 29, 2011

Purpose

To clarify use of DART's equipment and facilities for political activities or by political candidates as well as employees' rights and responsibilities with regard to political activity both during working and non-working hours.

Policies

A. Equipment & Facilities

No DART equipment or facility that is not normally accessible to the public may be used or permitted for use for political activities or for furthering the election or defeat of any candidate for federal, state, or local public office. No endorsement may be given that involves any display of DART insignia or logo, the use of any DART equipment or property.

The use of the following in political advertisements is prohibited, and DART employees shall not facilitate or accommodate such use:

1. DART property not normally accessible to the public (bus stops/shelters and other public areas would be excluded from this restriction); and
2. DART equipment.

In practice, this means the filming of DART equipment including the use or depiction of the interior or exteriors of DART buses for political purposes would be prohibited.

Filming by independent media outlets or others may be permitted on DART buses or at DART facilities but not without advance notice to DART's Public Information Officer at least one hour before filming is to begin.

Paid exterior advertising on DART buses in compliance with DART's advertising policies is excluded from this prohibition.

B. Employees

No endorsement may be given that involves any employee when on-duty. An employee may give endorsements or support political activity when off-duty, so long as they avoid the use of DART equipment, insignia, logo, or property. They must do all in their power to clarify that their endorsement is personal or of some organization other than DART or one of its departments.

Employees in uniforms that display DART insignia and logos or any use of DART employees while on DART time may not be used in political advertisements.

DISCUSSION ITEM



9A:	Title VI and Limited English Proficiency Plan
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Staff Resource: Elizabeth Presutti, Chief Development Officer
PJ Sass, Customer Service Manager

Presentation:

- A presentation will be made at the Commission meeting on the DART Title VI and Limited English Proficiency Plan.

DISCUSSION ITEM



9B:	DART Website Redesign
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Staff Resource: Kirstin Baer-Harding, Advertising and Marketing Manager

Presentation:

- A presentation will be made at the Commission meeting on the DART Website Redesign.

DISCUSSION ITEM



9C:	DART Forward 2035 Guiding Principles
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Staff Resource: Elizabeth Presutti, Chief Development Officer

Presentation:

- A presentation will be made at the Commission meeting on the DART Forward 2035 Guiding Principles.



System Summary Performance Report February 2011

	August 2010	September 2010	October 2010	November 2010	December 2010	January 2011	February 2011	February 2010	Percent Change 2011/2010	FY11 Year To Date	FY10 Year To Date	Percent YTD Change 2011/2010
DART Fixed Route												
Total Ridership	438,265	324,370	324,015	294,347	278,278	300,404	285,233	321,183	-11.19%	2,496,459	2,757,220	-9.46%
OTT Ridership	18,169	16,596	17,852	18,115	16,718	15,639	17,768	12,570	41.35%	137,455	100,671	36.54%
Unlimited Access Ridership	45,815	46,290	46,033	41,197	40,709	45,047	42,829	54,432	-21.32%	349,263	424,957	-17.81%
Bike Rack Usage	4,425	3,945	3,862	2,623	1,316	636	868	356	143.82%	21,849	20,248	7.91%
Passengers/Revenue Hour	8.76	21.76	20.77	20.06	18.52	19.26	19.91	20.53	-3.02%	15.92	16.67	-4.49%
Avg. Passengers Weekday	16,050	14,432	14,093	13,640	13,079	13,251	13,150	14,802	-11.16%	12,155	15,328	-20.70%
Avg. Passengers Weekend Day	9,462	2,662	2,807	2,394	1,669	2,213	2,780	3,142	-11.53%	3,260	3,125	4.33%
Complaints/100,000 Riders	29.74	41.24	26.02	23.09	19.11	42.04	30.80	17.23	78.78%	31.35	25.78	21.60%
Commendations/100,000 Riders	4.53	4.62	1.01	1.10	3.44	3.59	3.04	1.01	200.18%	3.10	3.12	-0.77%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	2.93	1.01	1.47	1.04	1.53	0.00	0.52	2.27	-77.03%	1.08	1.93	-44.27%
Non-Preventable/100,000 Miles	1.47	1.52	1.47	1.04	5.09	1.51	2.61	5.90	-55.82%	1.28	1.94	-33.72%
Maintenance:												
Total Miles Operated	204,639	197,384	203,593	192,993	196,375	198,988	191,894	220,422	-12.94%	1,580,571	1,813,403	-12.84%
Road Calls/100,000 Miles	25.90	15.20	16.21	25.91	21.90	25.63	30.75	19.05	61.36%	22.33	19.08	17.05%
Active Vehicles in Fleet	117	117	117	117	117	117	117	110	6.36%	117	115	1.85%
DART Paratransit												
Total Ridership	13,713	13,035	12,964	12,059	11,918	12,248	11,196	13,324	-15.97%	100,437	107,057	-6.18%
Passengers/Revenue Hour	3.10	3.14	3.14	3.08	3.02	3.08	3.05	3.13	-2.56%	3.09	3.13	-1.08%
Average Trip Length	6.08	5.94	5.92	6.00	6.07	5.91	6.19	5.81	6.58%	5.60	5.48	2.22%
Accident Frequency Rate by Service:												
Preventable/100,000 Miles	0.00	1.39	1.41	0.00	2.95	1.48	0.00	4.24	-100.00%	1.01	2.56	-60.64%
Non-Preventable/100,000 Miles	0.00	2.78	0.00	1.48	0.00	0.00	1.52	0.00	#DIV/0!	0.80	1.70	-52.76%
Maintenance:												
Total Miles Operated	77,632	72,014	71,083	67,356	67,684	67,560	65,856	70,786	-6.96%	562,930	586,999	-4.10%
Active Vehicles in Fleet	29	29	29	29	29	29	29	28	3.57%	29	27	9.43%
DART RideShare												
Total Ridership	23,160	22,998	21,478	21,730	21,978	23,254	21,690	24,470	-11.36%	179,240	193,594	-7.41%
Total Vans in Circulation	97	95	92	92	93	91	91	102	-10.78%	93	100	-6.51%
Total Rideshare Customers	846	814	786	803	822	818	822	879	-6.48%	819	867	-5.50%
Accident Frequency Rate by Service:												
Preventable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	0.07	0.00	#DIV/0!
Non-Preventable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	0.44	0.70	-36.84%
Maintenance:												
Total Miles Operated	179,723	176,635	168,289	161,986	167,901	160,904	153,619	174,572	-12.00%	\$1,348,361	1,419,400	-5.00%
Active Vehicles in Fleet	111	116	116	116	116	116	116	107	8.41%	114	107	6.67%



System Performance Ridership Report February 2011

	August 2010	September 2010	October 2010	November 2010	December 2010	January 2011	February 2011	February 2010	Percent Change 2010/2009	FY11 Year To Date	FY10 Year To Date	Percent YTD Change 2011/2010
DART Fixed Route Ridership	438,265	324,370	324,015	294,347	278,278	300,404	285,233	321,183	-11.19%	2,496,459	2,413,991	3.42%
Local Routes:												
#1 - Fairgrounds	174,724	20,004	18,584	16,435	15,032	17,144	14,827	39,914	-62.85%	287,878	389,708	-26.13%
#3 - University	64,136	65,136	64,783	59,014	56,603	59,219	56,131	64,950	-13.58%	486,731	462,374	5.27%
#4 - Urbandale	26,677	31,198	31,858	28,996	26,832	28,819	26,976	28,681	-5.94%	226,103	198,489	13.91%
#5 - Clark	13,619	16,269	15,998	15,430	14,314	15,977	15,585	20,487	-23.93%	119,630	133,503	-10.39%
#6 - Douglas	39,446	47,165	48,535	44,244	42,422	43,671	42,999	42,897	0.24%	345,258	303,443	13.78%
#7 - Ft. Des Moines	33,932	41,201	41,346	38,444	34,879	36,609	37,284	37,781	-1.32%	295,592	270,144	9.42%
#8 - South Union	6,530	10,077	9,373	8,607	7,426	9,152	8,557	9,358	-8.56%	65,494	60,366	8.49%
#10 - Pleasant Hill**	0	0	0	0	0	0	0	267	-100.00%	0	66,794	-100.00%
#11 - Ingersoll/WDM	20,570	22,126	24,370	18,578	20,635	22,125	21,657	1,631	1227.84%	168,710	13,769	1125.29%
#12 - Urbandale Business Park	0	0	0	0	0	0	0	400	-100.00%	0	3,120	-100.00%
#13 - SE Park Ave.	2,037	7,784	7,383	7,119	5,938	6,991	6,290	6,205	1.37%	44,191	31,590	39.89%
#71 - Ankeny/Delaware**	1,330	951	746	764	651	649	782	688	13.66%	6,934	5,755	20.49%
Shuttle Routes:												
Link Shuttle	1,502	1,835	1,905	1,648	1,513	1,678	1,030	8,768	-88.25%	12,428	68,900	-81.96%
Dline	18,580	19,061	17,867	16,691	15,398	14,674	14,594	15,850	-7.92%	131,463	126,262	4.12%
DMACC	81	271	204	161	102	169	147	121	21.49%	1,226	878	39.64%
Lincoln/McCombs	2,050	9,852	8,978	8,557	6,736	8,556	7,339	9,789	-25.03%	52,068	47,838	8.84%
Express Routes:												
#90 - Airport South Business Park	1,356	896	1,039	967	1,039	1,014	612	992	-38.31%	7,707	6,279	22.74%
#91 - Northwest	1,633	1,383	1,274	1,210	1,254	1,502	1,280	1,632	-21.57%	10,969	11,641	-5.77%
#92 - Urbandale	3,723	3,269	3,164	2,395	2,556	3,296	2,654	3,216	-17.48%	24,280	21,361	13.67%
#93 - NW 86th Express	2,585	3,660	3,574	3,488	3,568	4,070	3,831	3,275	16.98%	28,592	24,118	18.55%
#94 - Westown	2,615	1,160	1,184	1,225	1,287	1,632	1,333	1,218	9.44%	11,876	9,764	21.63%
#95 - Vista	3,510	3,156	3,217	2,961	2,653	3,134	3,181	2,610	21.88%	24,659	19,947	23.62%
#96 - E.P. True	5,347	3,458	3,566	3,001	3,092	3,694	3,355	4,586	-26.84%	28,889	30,552	-5.44%
#98 - Ankeny	5,100	7,369	7,429	7,106	6,970	8,380	7,312	8,640	-15.37%	56,738	55,491	2.25%
#99 - Altoona	2,258	2,025	2,126	2,067	2,299	2,636	2,198	2,556	-14.01%	17,684	17,427	1.47%
On-Call Routes (Operated by Paratransit):												
On-Call: Ankeny	183	162	170	176	166	152	152	323	-52.94%	1,319	1,757	-24.93%
On-Call: Des Moines	264	238	235	255	299	332	307	323	-4.95%	2,160	2,124	1.69%
On-Call: Urbandale	2,392	2,459	2,568	2,406	2,372	2,670	2,478	2,078	19.25%	19,445	16,056	21.11%
On-Call: West Des Moines	1,460	1,472	1,634	1,640	1,687	1,680	1,608	1,461	10.06%	12,536	10,345	21.18%
On-Call: Clive	288	602	750	638	465	653	596	372	60.22%	4,213	2,870	46.79%
On-Call: REGIONAL	337	131	155	124	90	126	138	114	21.05%	1,686	1,326	27.15%
DART Paratransit Ridership	13,713	13,035	12,964	12,059	11,918	12,248	11,196	13,324	-15.97%	100,437	107,051	-6.18%
Bus/Van	12,758	12,119	12,002	11,223	11,158	11,432	10,639	12,188	-12.71%	93,609	97,720	-4.21%
Cab	955	916	962	836	760	816	557	1,136	-50.97%	6,828	9,331	-26.82%
DART RideShare Ridership	23,160	22,998	21,478	21,730	21,978	23,254	21,690	24,470	-4.97%	179,240	193,594	-7%
TOTAL RIDERSHIP	475,138	360,403	358,457	328,136	312,174	335,906	318,119	358,977	-11.38%	2,776,136	2,714,636	2.27%

* Last day of operation 4/23/10

** April 23 was the last day of operation. Is now route 1.

March 29, 2011

MONTHLY REPORT



10A: Development Department

Staff Resource: Elizabeth Presutti, Chief Development Officer

February Employer Presentations:

- Principal (3 visits)

February Customer Service Statistics:

- 100 email replies were provided.
 - 83 complaints were received.
 - 8 commendations were received.
-

- Comments were down by 42 for the month of February.
- Rude and Customer Relation were lower than the previous month. I think this was caused by the nicer weather.
- While entering in the closed comments 70% of them were invalid.
- The comments that were dealing with driving skills, over half of them there was a video available that showed the driver did nothing wrong.
- Two comment for early/late the supervisor was able to view the video and the person calling was not at the bus stop.
- There was one comment called in, and when the customer was contacted by the supervisor doesn't remember even making the original call.
- Overall a good month.

Public Information and Communications:

- Staff planned a public meeting at the Iowa State Capitol on the state's withdrawal from the public-private partnership that funds the D-Line Downtown Shuttle. The meeting was modestly attended, but several people left comments at the meeting or emailed them separately. News of the cut did attract media attention both in print and on TV.
- Staff has begun and continues organizing the public outreach component of the DART Forward 2035 planning study, including four public meetings in April. Meetings with stakeholder groups such as neighborhood associations and chambers of commerce are also in the works. In addition, staff has scheduled meetings with editorial staff at The Des Moines Register, the Des Moines Business Record, KCCI, WHO-TV and ABC 5 to provide background and updates on the planning study.
- Staff developed web site content for the transit hub and the DART Forward 2035 planning study.

MONTHLY REPORT

10A: Development Department



- Staff worked with national network producers for ABC News to film a segment for “Good Morning America” featuring an interview with Rep. Michele Bachmann of Minnesota. The segment was shot inside a D-Line Shuttle. The segment was not about DART nor public transit. The shuttle served as a backdrop and as a representation of Des Moines to a national audience.

Bus Storage Garage Addition:

- DART received a “Temporary Partial Occupancy Permit” to occupy the main bus garage storage area on Monday, March 14, 2011. Buses were moved into the facility on Tuesday, March 15, 2011.
- To obtain a complete Occupancy Permit requires completion of two items:
 - The step up into the Sign Shop exceeds the city building code. A solution has been designed and approved by the City Building Inspector. The construction of the step is being scheduled.
 - The completion of the south side of the garage. A temporary rock stoop was put into place to temporarily bring the south exit door into compliance with the city building code, until the south side construction can be completed this spring.
- Completed this past month:
 - Garage doors electrical connections and new door control box installed. The garage door system is completed.
 - HVAC fire detection system installed. The HVAC System passed inspection and is fully operational.
 - The Fire Sprinkler System failed to pass inspection on two separate tests by the Fire Marshall. The system required modification to bring the system in line with the city building code flow rates. The Fire Sprinkler and Back-Flow Preventer Systems passed the Fire Marshall inspection on March 3, 2011.
 - Flood light on south end of the building.
 - The interior caulking was replaced on the south wall of the facility for failure to adhere correctly, due to the expansion and contraction of the south wall. The caulking was replaced with an exterior type caulk, which will allow for the expanding and contracting with the building.
- Main Punchlist Items to be Completed:
 - The building lighting system specified 62 light fixtures. Only 57 fixtures were used by the lighting contractor. Two of the remaining lights were requested to be placed in areas not covered adequately by light. A Change Order was requested to refund the costs of the remaining 3 lights. The additional lights are currently on order.
 - Weather stripping for the top exterior of the doors to provide a better seal.



MONTHLY REPORT

10A: Development Department



- The Emseal was not installed according to manufactures specifications and will not receive the required warranty. The contractor is required to replace the Emseal, which will be completed this spring.
 - Electrical panels to receive new seals and locks. The locks are currently on order.
 - The electrical conduit to each light fixture was not installed with the specified conduit materials. A flexible SEOW cord connection was installed. The Architect has approved of this option. The SEOW codes are less in cost for materials and instillation. We have requested a credit reimbursement to DART for the difference.
- To be completed in the spring:
 - Pre-cast texture and stain refinishing.
 - South side of the bus garage finish grade, rock and concrete paving.
 - West retaining wall
 - Replacement of the expandable Emseal joint on the west side.



AVL Vehicle Engineering Kick-Off:

- DART began the instillation of AVL on our fleet with an AVL Vehicle Engineering Kick-Off meeting on February 3, 2011.
- The following week of February 7-11, Trapeze engineers were at DART completing vehicle surveys for fourteen make, model and year vehicles that will receive the AVL system.
- Stake holders from Fixed Route, Paratransit and Maintenance worked directly with the engineers to determine placement of all the equipment required for each vehicle.
- The engineers then mapped out the electronic configurations and documented each placement to develop a Vehicle Survey Summary for each vehicle.
- We are currently in the final stages of approving the final changes to the Vehicle Survey Summary's.

February 6, 2010 Service Changes:

- On February 6, 2011 the implementation of four primary service changes went into effect:
 - #7 Fort Des Moines / Hubbell expansion to Altoona on Monday through Sunday with thirty minute service during the weekday midday hours from Southridge Mall to Altoona.
 - The Link services were combined into one route with some reduction in service hours.
 - #90 Airport South Business Park Express open door service was expanded to include all downtown from Locust & 17th St. to 7th St. & Walnut, and then back to Bell Ave. & Fleur Dr.
 - Regional On-Call services were redesigned to expand service areas and improve scheduling opportunities for passengers.

MONTHLY REPORT
10A: Development Department



- A large number of bus stop changes were required for each service change. All were completed prior to implementation.
- On February 6, 2011, all the service changes went into effect without any problems.

RideShare:

- Sixty new riders have joined RideShare since January.
- Twenty-eight contracts are pending to start between now and April 1.
- Three new vanpools started after driver training class this Saturday.
- Presentations were made to Iowa DNR on Hickman and Wells Fargo at Jordan Creek.

DART Advertising Program – New February Advertisers:

- Kosama Downtown
- Mercy College

Other Marketing Activities:

- April 22nd – “Ride Free” Earth Day promotion.
- May - Bike to Work Month

MONTHLY REPORT



10B: Operations (Fixed Route & Maintenance) Department

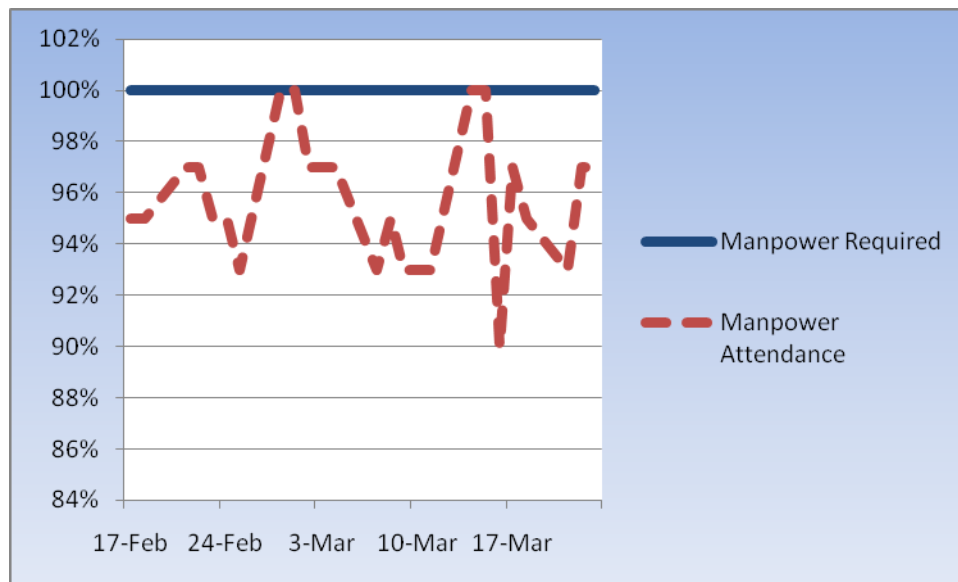
Staff Resource: Tom Reynolds, Chief Operating Officer

Operations:

March is a transitional month. DART personnel will see less frigid temps and heavy snowfalls (hopefully). However, the warmer weather will present new challenges: Special Events. The first big special event was the St. Patrick's Day Parade. While it is a marvelous event, it cuts DART service in half for that mid-day. Supervisor Greg Schmitt, remembering the delays incurred from last year's event, presented a new way to keep DART rolling during the parade. His innovative plan worked very well thanks to the effort made by Supervisors and volunteers.

Transportation:

Manpower Report - Attendance for AM Pull-outs has improved slightly from the prior period. AM Service Requirements continue to be met on a daily basis.

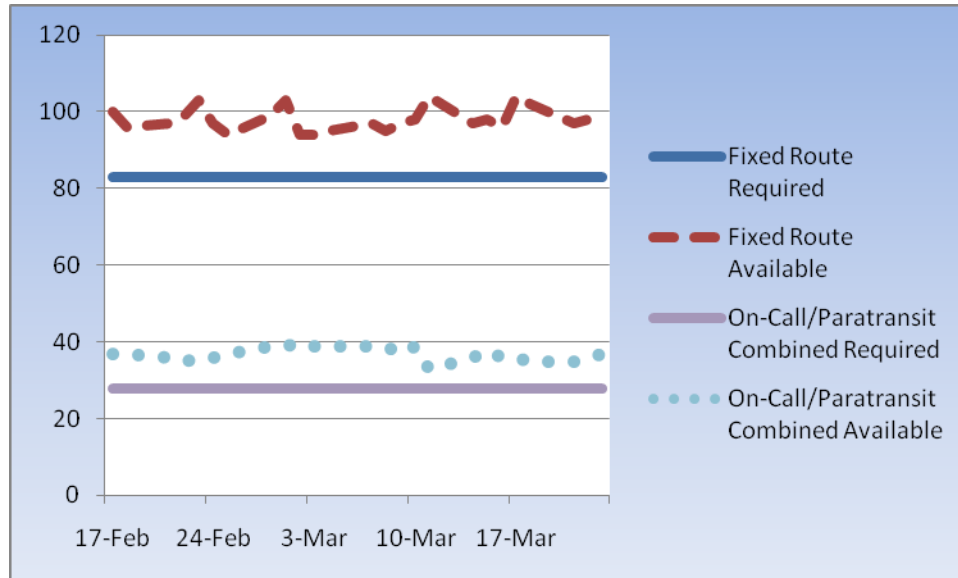


Incidents involving youth on the Fixed Route system have been an ongoing issue through the school year. DART has been working with the public schools and/or the police depending on the severity of the incidents. The on-board camera systems on DART buses have been very helpful.

Maintenance:

Vehicle availability has been higher than previous periods. With the Winter season past us, Maintenance has been, and will be, looking to reduce the fleet slightly with older Paratransit vehicles marked for retirement.

MONTHLY REPORT
10B: Transportation Department



The major task for Spring will be Summer Prep (air conditioning). Maintenance Manager Scott Reed sent a number of Technicians to A/C training last year. This allows DART to keep this task in-house.

Updates on Other Campaigns: Turn Signal Alarms - as of the drafting of this report, 106 buses out of 114 have been retrofitted. Paratransit Operators Seats - 4 of the 2011 Eldorado cutways have been retrofitted to increase the legroom. Fuel Focus Transmitters - 50 of 160 buses have been retrofitted to increase signal strength for better reporting.

Purchasing:

Purchasing Manager Mike Drottz developed and bid out the Maintenance Shop Hoist/Lift Rehabilitation project. The winning proposal is included in the Commission packet for approval. A number of the lifts are inoperable and/or approaching the end of their useful life. This project will upgrade DART's ability to work on our buses.

The Maintenance Shop's roof project began prior to the planned April 1st start date. The contractor is making good progress. The project is well within budget and it is expected to stay that way.

Buildings & Grounds:

Work on the City of Des Moines Lift Station has begun on the west side of our facility. Once the station is in, DART will be building its new driveway that allows vehicles to exit directly onto SW 11th.

MONTHLY REPORT



10C: Paratransit Department

Staff Resource: Chet Bor, Paratransit Director

Safety Initiatives:

- The March safety meeting covered the annual drug and alcohol awareness training as required by CFR 49 Part 40. We also did follow-up training from the annual Smith System defensive driving review from last month. We did detailed training on proper backing techniques.
- There were no preventable accidents for February and that brought our Accident Frequency Rate (AFR) to above the 100,000 miles mark! Paratransit has an AFR of 111,103 miles traveled between preventable accidents.

Paratransit	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD AFR
Accidents	2	0	1	1	0	2	1	0					7
Mileage	97,313	103,836	100,111	99,372	94,235	95,560	95,302	91,990					777,719
AFR	48,657	103,836	100,111	99,372	94,235	47,780	95,302	91,990	0	0	0	0	111,103
Per 100K Miles	2.06	0.00	1.00	1.01	0.00	2.09	1.05	0.00	0.00	0.00	0.00	0.00	0.90

Regional On Call Improvements:

- On February 7, the Regional On Call transitioned to a reservation-based service. The purpose of this change was twofold:
 - 1) Provide **better service to our passengers**
 - 2) Be **more efficient and cost effective**
- Prior to the change, a public hearing was held and DART staff met with current riders to explain the changes.
- Passengers now schedule a trip at the time they desire and now have a much wider area in which they may travel. A second day of service was added for Carlisle.
- Since trips are scheduled, DART can utilize the previously unused capacity for other paratransit trips, including some that were scheduled on taxicabs.
- The first month showed very positive results:

	January	February
Productivity (Passengers per hour)	1.33	2.07 *
Total Passengers	126	161
Pssgers Per Day	7.9	10.5 *
Miles	2032	1778 *
Miles Per Day	127	109 *

* Since the change to reservation basis on 2/7/11.

MONTHLY REPORT



10D:	General Manager
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Staff Resource: Brad Miller, General Manager

Legislative Activities:

- **Washington DC** - Thanks to Commission Chair Connolly and Elizabeth for joining me in Washington, DC from Saturday March 12 through Tuesday March 15, 2011. We had informative discussions with Richard Bender and Sherry Kuntz from Senators Harkin and Grassley respectively, as well as Congressmen Boswell and Latham and their staffs.
- **Des Moines** - Thanks to Commissioners Mahaffey and Conkling for joining me at the annual IPTA State Legislative breakfast meeting on Wednesday, February 23.
- **Des Moines/Urbandale** - I made our annual presentation to the MPO's STP Funding Subcommittee on Thursday, March 4, 2011.

City of Des Moines Municipal Service Park:

- On March 22, 2011 I attended an advisory committee meeting along with representatives from Polk County, Des Moines Schools, Des Moines Water Works, Mid-American Energy and others to learn about the master planning activities the City is beginning for a large municipal service facility off of SE 14th Street in Des Moines.
- The City is just beginning planning efforts for the facility but has reached out to all these other entities so that future service planning and efficiency opportunities can be identified, costed, and considered when developing this facility.
- DART of course, is obviously focused on completing its Transit Hub project which, when completed, will allow for expanded capacity of 1100 DART Way for our operations. However, we will eagerly participate in this planning effort to identify if longer-term efficiencies with co-located operation centers could be identified with DART's longer-term plans.



Future DART Commission Items March 29, 2011

April 26, 2011 4:00 P.M.	
Action Items	Information Items
- Adopt DART Forward 2035 Guiding Principles	- Quarterly Safety Report
May 31, 2011 5:00 P.M.	
Action Items	Information Items
- Approve Transit Hub Construction Contract - Approve Public Art Design Contract	
June 28, 2011 5:00 P.M.	
Action Items	Information Items
- Approve DART Forward 2035 Draft Plan for Public Input	
July 26, 2011 5:00 P.M.	
Action Items	Information Items
	- Quarterly Safety Report
September 27, 2011 5:00 P.M.	
Action Items	Information Items
- Adopt DART Forward 2035 Plan	

Key Meetings/Dates:

- May 5-6 – Benchmarking Kick-Off Meeting, Rochester, NY
- May 11-13 – DM Partnership DC Trip
- June 11 – DART Bus Rodeo

Other Future Items: