



# NOTICE OF COMMISSION MEETING AND AGENDA DES MOINES AREA REGIONAL TRANSIT AUTHORITY

[WebEx Meeting ONLY](#)

Dial In - 1-408-418-9388/Access Code - 126 544 8240

**JULY 7, 2020 – 12:00 PM**

---

	<u>Page</u>
1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF JULY 7, 2020 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. CONSENT ITEMS	
A. Commission Meeting Minutes – June 2, 2020	2
B. FY 2022 Iowa Clear Air Attainment Program (ICAAP) Grant Application	6
C. May 2020 Financials	7
7. ACTION ITEMS	
A. August 2020 Service Change	9
8. DISCUSSION ITEMS	
A. DART COVID-19 Response Update	10
B. Art Shelter Plan Update	15
C. DART Advertising Policy and Contract Update	16
D. Electric Bus Pilot Project Update	23
E. Monthly Performance Report – May 2020	24
9. DEPARTMENTAL MONTHLY REPORTS (BY EXCEPTION)	
A. Operations	30
B. Planning	32
C. External Affairs	33
D. Procurement	37
E. Chief Executive Officer	38
10. FUTURE AGENDA ITEMS	39
11. COMMISSIONER ITEMS	
12. NEXT MEETING: Regular DART Meeting - <b>Tuesday, August 4, 2020 – 12:00 P.M.</b>	
13. 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  
MEETING HOSTED BY WEBEX  
620 CHERRY STREET – DES MOINES, IOWA 50309  
JUNE 2, 2020**



*[The above Commission Meeting was held via WebEx. The Commission determined that it is impossible and impractical for all members of the Commission, staff and members of the public to be physically present at this Commission meeting due to the Covid-19 pandemic, and that it is necessary to conduct this Commission meeting by electronic means.]*

**ROLL CALL**

**Commissioners/Alternates Present and Voting:**

Vern Willey, Kelly Whiting, Doug Elrod, Michael McCoy, John Edwards, Josh Mandelbaum, Ross Grooters, Bridget Montgomery and Russ Trimble (left at 12:59pm)

**Commissioners Absent:**

Angela Connolly, Jill Altringer, Paula Dierenfeld and Joseph Jones

**CALL TO ORDER**

Chair, Russ Trimble, called the meeting to order at 12.01pm Roll call was taken, and a quorum was present.

Notice of the meeting was duly published.

**APPROVAL OF AGENDA**

Chair, Russ Trimble requested a motion to approve the agenda as presented.

It was moved by Vern Willey and seconded by Doug Elrod to approve the June 2, 2020 agenda. The motion carried unanimously.

**PUBLIC COMMENT**

None

**TRANSIT RIDERS ADVISORY COMMITTEE UPDATE**

Chair, Russ Trimble, referred the Commission to the packet to review the Transit Riders Advisory Committee update.

**CONSENT ITEMS**

7A – Commission Meeting Minutes – May 5, 2020

7B – FY 2021 Iowa Communities Assurance Pool (ICAP) Renewal

7C – DART Annual Health Insurance Renewal

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – JUNE 2, 2020**



7D – Banking Authorized Resolution

7E – April 2020 Financials

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

**ACTION ITEMS**

8A – Bus and Bus Facilities Discretionary Grant Encumbrance

Elizabeth Presutti, Chief Executive Officer, shared with the commission the progress staff has made in continued refinement of the possible Operations & Maintenance Facility project. Presutti explained the next few steps to more fully understand the project including an environmental analysis (known as NEPA). There is planned future discussion on whether DART should invest in a facility or to repair the existing facility. Careful consideration with additional analysis will take place throughout the summer and fall before the Commission decides later this year on how best to move forward. In the interim, staff recommended that DART move forward with encumbering the awarded \$17.275M Bus and Bus Facilities discretionary grant award so as to shelter the funds until a final decision is made.

It was moved by Josh Mandelbaum and seconded by Bridget Montgomery to approve the encumbrance of the \$17.275,000 million Bus and Bus Facilities Discretionary Grant dollars in order to secure funds with FTA. Staff will not draw down on the funding without Commission approval. The motion was carried unanimously.

8B – Transportation Improvement Program (TIP) Amendments

Amber Dakan, Finance Manager, updated the Commission on the TIP amendments related to DART's FY 2020 Formula Funds and Discretionary Grant funds. The formula fund adjustments align with projects and revenue to support DART's FY 2020 Operating Budget. The discretionary project amendments adjust the total grant award to match actual Bus & Bus Facilities grant award of \$17,275,000 and the corresponding 20% local match of \$4,318,750. Currently, this project is listed in the TIP at less than what DART was awarded.

It was moved by Ross Grooters and seconded by Josh Mandelbaum to approve the proposed amendments as submitted. The motion carried unanimously.

8C – Rideshare Part-Time Fare Proposal

Erin Hockman, Chief External Affairs Officer shared a background of the DART Rideshare vanpooling program and some history of the program since its foundation in 1995. The impacts of COVID-19 on the Rideshare program was shared which identified a revenue loss due to changes in commuting patterns, employees working from home and other factors related to the impact of the pandemic. The current fare structure was presented along with the new proposed fare structure which allows for flexibility to our Rideshare customers.

It was moved by Doug Elrod and seconded by Josh Mandelbaum to approve the proposed FY 21 Rideshare part-time fare structure as presented. The motion carried unanimously.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – JUNE 2, 2020**



**DISCUSSION ITEMS**

9A – DART COVID-19 Response Update

As part of DART's response to the COVID-19 pandemic, DART staff provided an update on the most recent measures DART has put in place since the last Commission meeting and upcoming Covid-19 efforts and planning.

9B – Performance Report – April 2020

Elizabeth Presutti, Chief Executive Officer shared that due to COVID-19 ridership remains down by about 63%. The good news is this is not the case on all of our routes across the board hence the reason we have been strategic in bringing service back later this month. It was shared that less service has kept our accident rates are down and our on-time performance is at 92%. Our cost recovery ratio has been significantly impacted due to the pandemic as we are not currently taking fares. As shared, fare collection will resume July 1.

**MONTHLY REPORTS**

10A – Operations

Amanda Wanke, Chief Operations Officer shared the recent actions we have taken to keep our staff safe and our property protected in the light of the recent violent protesting in Des Moines. In addition, an update was provided on our electric bus timeline to date and more information will be provided to the Commission at a future date. The Commission was informed we have not heard from the Iowa State Fair and whether it will be cancelled this summer, we hope to hear mid-June.

10B – External Affairs

None

10C – Procurement

None

10D – Chief Executive Officer

Elizabeth Presutti, Chief Executive Officer shared that she has been invited to speak at a transportation cooperative webinar with members of Congress staffers, discussing transportation funding for the future. In addition, Elizabeth will be participating in an infrastructure webinar, sharing examples on transportation funding especially as it related to Des Moines and DART. Finally, Elizabeth thanked the DART Commission for their support to DART during these difficult few months.

**FUTURE AGENDA ITEMS**

None

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – JUNE 2, 2020**



**COMMISSIONER ITEMS**

In the Chair's absence, Doug Elrod, Vice Chair adjourned the meeting at 1.32pm.

\_\_\_\_\_  
**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 Tuesday, July 7, 2020 at 12:00 p.m. in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa (if the Administration offices at DART Central Station remains closed on July 7 and the Dart Commission determines that it is still impractical and impossible to have Commission members, staff and the public physically present for this Commission meeting, then the July 7 Commission meeting will again be hosted via WebEx. Participation directions for such WebEx meeting will be forthcoming).



## CONSENT ITEM



<b>6B:</b>	<b>FY2022 Iowa Clear Air Attainment Program (ICAAP) Grant Application</b>
<b>Action:</b>	<b>Authorize submission of a grant to the Iowa Department of Transportation (Iowa DOT) and the Des Moines Area Metropolitan Planning Organization (DMAMPO) for the Route #17 Extension</b>

**Staff Resource:** *Debra Meyer, Financial Analyst*

---

### **Background:**

- DART staff recommends submitting a grant application for the FY2022 State of Iowa Clean Air Attainment Program to support the initiative described below:

#### ***Route 17 Extension to Bondurant***

- DART is planning to extend the existing Route #17 in October 2020 to service the Amazon facility opening in Bondurant. The route currently runs from DART Central Station to the Outlets of Des Moines in Altoona via Hubbell Ave. The route will be extended from the Outlets of Des Moines for four daily roundtrips to the new facility located at 1<sup>st</sup> Street N and NE 62<sup>nd</sup> Avenue in Bondurant.
- The estimated annual cost is \$81,000 with DART asking for \$54,000 in grant funding, which is 80% of the net project cost.
- The deadline for submitting applications to the Iowa DOT is October 1, 2020; pre-applications are due to the DMAMPO on July 24, 2020.

### **Recommendation:**

- Approve the submission of a grant to the Iowa Department of Transportation (Iowa DOT) and the Des Moines Area Metropolitan Planning Organization (DMAMPO) for the Route #17 extension to Bondurant.

 **CONSENT ITEM**



<b>6C:</b>	<b>May FY2020 Consolidated Financial Report</b>
<b>Action:</b>	<b>Approve the May 2020 Consolidated Financial Report</b>

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

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

**Revenue:**

- Fixed Route Operating revenue year to date is 22.71% below of budget projections year to date. DART suspended fare collection effective March 17<sup>th</sup> in response to the COVID-19 pandemic.
- Fixed Route Non-Operating revenue is 0.25% lower than budget projections. Interest Income and State Operating Assistance are trending above budget year to date. Recognition of the CMAQ funding has brought that status nearly to target.
- Paratransit Operating revenue is under budget by 43.99%. DART also suspended the collection of cash fares for Paratransit beginning March 17<sup>th</sup>.
- Paratransit Non-Operating revenue is 1.34% under budget resulting from grant timing as well as fewer eligible expenses tied to 5310 Funds.
- Rideshare revenues are 34.48% below budget. Their prior underbudget levels are compounded by significantly less commuters during this time.

**Operating Expense:**

- Fixed Route Budget Summary – Operating expenses are 4.74% under budget. Services, Fuel & Lubricants, and Insurance expense continue to be the three categories seeing the most savings.
- Paratransit Budget Summary – Operating expenses are 15.5% under budget. Several categories are seeing savings. Salaries, Wages, & Fringes, Fuel & Lubricants, and Insurance Expense are seeing the largest to date.
- Rideshare Budget Summary – Rideshare has a budget savings of 25.94% year to date. Every category is seeing savings with the exception of Local Match.

**Recommendation:**

- Approve May 2020 Consolidated Financial Report.

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

Fixed Route	\$ 112,571	Reserve for Accidents (See Balance Sheet):
Paratransit	\$ (85,644)	\$147,616.55
Rideshare	\$ <u>(70,899)</u>	
Total	\$ (43,971)	

**FY2020 Financials:**

**May 2020**

<b>FIXED ROUTE</b>	<b>May 2020</b>			<b>Year-To-Date-(11) Months Ending 05/31/2020</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	151,804	471,419	(319,616)	4,007,831	5,185,614	(1,177,783)
Non-Operating Revenue	2,268,559	2,116,809	151,749	23,209,178	23,266,567	(57,388)
Subtotal	2,420,362	2,588,229	(167,866)	27,217,009	28,452,180	(1,235,171)
Operating Expenses	2,317,623	2,586,020	268,397	27,080,147	28,427,889	1,347,743
Gain/(Loss)	102,739	2,208	100,531	136,862	24,291	112,571

<b>PARATRANSIT</b>	<b>May 2020</b>			<b>Year-To-Date-(11) Months Ending 05/31/2020</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	5,401	108,583	(103,183)	668,967	1,194,417	(525,450)
Non-Operating Revenue	161,330	161,913	(583)	1,775,190	1,799,378	(24,188)
Subtotal	166,730	270,497	(103,766)	2,444,156	2,993,795	(549,638)
Operating Expenses	170,024	270,497	100,472	2,529,801	2,993,795	463,994
Gain/(Loss)	(3,294)	-	(3,294)	(85,644)	-	(85,644)

<b>RIDESHARE</b>	<b>May 2020</b>			<b>Year-To-Date-(11) Months Ending 05/31/2020</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	24,190	77,958	(53,768)	561,824	857,542	(295,718)
Non-Operating Revenue	-	-	-	2,400	-	2,400
Subtotal	24,190	77,958	(53,768)	564,224	857,542	(293,318)
Operating Expenses	39,346	77,958	38,612	635,122	857,542	222,419
Gain/(Loss)	(15,156)	-	(15,156)	(70,899)	-	(70,899)

<b>Summary</b>	<b>May 2020</b>			<b>Year-To-Date-(11) Months Ending 05/31/2020</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	181,394	657,961	(476,567)	5,238,621	7,237,572	(1,998,951)
Non-Operating Revenue	2,429,888	2,278,722	151,166	24,986,768	25,065,945	(79,177)
Subtotal	2,611,283	2,936,683	(325,401)	30,225,389	32,303,517	(2,078,128)
Operating Expenses	2,526,993	2,934,475	407,482	30,245,070	32,279,226	2,034,156
Gain/(Loss)	84,289	2,208	82,081	(19,681)	24,291	(43,971)



## ACTION ITEM



**7A: August 2020 Service Change**

**Action: Approve the proposed service modifications for the August 2020 Service Change.**

**Staff Resource: Luis Montoya, Chief Planning Officer**

---

### **Background:**

- Each August DART implements a service change in order to add back school routes and to make other route and/or schedule changes to continue to improve the efficiency and effectiveness of bus service.
- Like other recent service changes, staff will utilize the best available data and feedback from partners to provide service levels that balance customer needs, health precautions, and available resources.
- At this time, we are still working through the specifics of the service levels that Des Moines Public Schools will need, and monitoring the recently implemented June 28<sup>th</sup> service change to advise further service modifications, but the likely changes will be:
  - Add back Des Moines Public Schools service.
  - Schedule changes to manage passenger loads.
  - Increase service on select routes to bring them closer to normal levels
- These changes are intended to go into effect on August 23, 2020. However, due to the evolving nature of the COVID-19 outbreak and DART's corresponding service levels, staff will consider prevailing conditions and coordinate with DMPS and may modify the timeline of implementation in consultation with the Executive Committee.

### **Recommendation:**

- Approve the proposed service modifications for the August 2020 Service Change, recognizing that staff will continue to refine the details and consult with the Executive Committee.



## DISCUSSION ITEM



### 8A: DART COVID-19 Response Update

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

As part of DART's response to the COVID-19 pandemic, below are some of the measures DART has put in place. Staff also will provide a presentation on DART's COVID-19 response at the Commission meeting.

The goals DART seeks to achieve throughout our evolving response include:

- Provide essential transportation service throughout the term of the COVID-19 outbreak
- Maintain a level of service that manages available staff and budget resources
- Reduce exposure of DART staff and customers
- Maintain employee engagement and retention

#### Updates *since last Commission meeting on June 2:*

- Service level changes:
  - With restrictions on businesses mostly lifted, we are gradually increasing service levels so that we can provide reliable transportation as more people get back to work. However, that will be balanced with the desire to maintain social distancing and in recognition that ridership will still be down for the foreseeable future.
  - On June 28th we increased service levels which were timed to coincide with the ending of operator leaves and resumption of fare collection:
    - The following routes now have weekday service restored back to near pre-COVID-19 levels as of June 28: Routes 3, 6, 7, 8, 15, 16, 17, 60, 74
    - The following routes will continue operating Saturday service with additional night trips added to weekday service schedules: Local Routes 1, 4, 14, 52, 72
    - Two routes will stay suspended after this service update. These routes are Local Route 13 – Park Ave and the Link Shuttle.
    - Express Routes will continue to run on a limited schedule.
- Fare resumption:
  - DART began collecting fares again on July 1. DART put in place numerous protections to keep both operators and riders safe, which are outlined in the safety bullet point below.
- Covid-19 testing and employee status
  - 17 positive cases of COVID-19
    - 15 are back to work
  - 201 negative cases of COVID-19
- High risk leaves & premium pay ended on June 27<sup>th</sup>



## DISCUSSION ITEM

### 8A: DART COVID-19 Response Update

- Administrative return to work plan:
  - Effective July 20, 50% of administrative workforce will come back in the office. At the end of August, we will look to increase that number to 75% and in October, we hope to get back to a new normal.
  - High risk and childcare accommodations are in place
  - Return to work kits will be given out
- Customer and stakeholder efforts
  - Surveyed riders to solicit feedback on DART's COVID-19 response as well as feedback to inform service, safety and communications plans moving forward
  - Implemented a rider education and communications plan related to fare resumption, service levels and safety
  - Developing a business partner retention strategy

#### Response efforts *prior to last Commission meeting on June 2:*

##### **Safety**

- Encouraging employee safety practices such as:
  - Use disposable cups, plates and silverware and not the communal items found in the breakrooms
  - Wash hands regularly, at least once per hour
  - Sanitize your desk or personal workspace often
  - Avoid sharing items with coworkers
  - Don't put items, including pens, pencils or your hands, near or in your mouth
  - Use a barrier, such as a paper towel, Kleenex or sleeve to open doors
- Suspending fare collection to minimize interaction between employees and riders;
- Asking all riders who can safely do so to get on and off the bus through the back door;
- Disinfecting all vehicles daily by spraying a CDC-recommended antiviral agent;
- Increasing the frequency of cleaning and sanitizing high touch surface areas throughout our facilities; additional deep cleaning of all break areas, lounges and restrooms at DART Central Station and DART Way every Sunday.
- Installed rope barriers behind the wheel well of Fixed Route buses to keep passengers back from DART operators.
- Encouraging social distancing by asking riders to maintain six feet of distance from other people on the bus, at bus stops or while at DART Central Station; and
- Cancelling all public meetings and how-to-ride training sessions.
- Employees who can work from home have been encouraged to work remotely.
- Closed the second floor of DART Central Station to the public and is encouraging anyone who needs assistance to see the Customer Service window.



## DISCUSSION ITEM

### 8A: DART COVID-19 Response Update

- Further encouraged social distancing and limited DART trips to essential purposes only by:
  - Restricting access to DART Central Station to riders who need to speak with customer service, need to use the restroom, or need to wait for a transferring bus for 15+ minutes.
  - All doors to the lobby at DCS are locked during the day, except the south doors (doors facing the platform).
  - DART Supervisors and DART Central Station Security began asking riders where they are traveling to. Anyone traveling for a nonessential reason will not be permitted to ride.
  - Limiting trips to one-way only and asking riders to get off the bus at the end of the line.
  - Running extra buses on busier routes during peak travel times to limit the number of riders on a bus at one time.
- On April 20, 2020, DART further restricted access to DART Central Station—allowing one person in at a time to use the restroom or speak with customer service.
- Riders are being strongly encouraged to wear masks. DART will begin providing bandanas to riders who are not wearing a mask or face covering at DART Central Station. Each DART operator will receive a supply of bandanas to provide to riders not wearing a face covering if they must come within six feet of the individual.
- Distribution of PPE to front-line staff. This includes at least one face mask, hand sanitizer and sanitizing wipes.
- Operators have been instructed to:
  - Manage airflow in their buses to maximize their safety
  - Follow an updated policy regarding mobility device securement on Fixed Route buses to minimize the opportunity for cross contamination.

### **Service Level Changes**

- On March 26, 2020 DART reduced fixed route service by approximately 20%, focusing mainly on reducing peak hour frequency. Nearly every DART route is impacted by the temporary service reduction. The changes include:
  - The following Local Routes will end service at approximately 9 p.m. on weekdays: 1, 4, 6, 14, 15, 17, 52 and 72
  - The following Local Routes will end service at approximately 10 p.m. on weekdays: 3, 7, 16, 60
  - DART Express Routes will reduce to only make two morning and two evening trips
  - The D-Line will now run every 15 minutes
  - The Link Park and Ride Shuttle will be discontinued
  - Frequency on several Local Routes 1, 6, 8, 17 and 72 will be reduced during peak travel times
  - Paratransit service will end at 10 p.m. on weekdays
  - DART Central Station will close at 10 p.m. on weekdays



## DISCUSSION ITEM

### 8A: DART COVID-19 Response Update

- On April 12, DART reduced its service to about 50%. This was driven primarily by a reduction in our operator availability and is appropriate given our ridership has decreased by about 55%.
  - The following Local Routes will follow a Saturday service schedule on weekdays: 3, 7, 16
  - The following Local Routes will follow a Saturday service schedule on weekdays with reduced service in the evenings after approximately 8:30 p.m.: 1, 4, 6, 14, 15, 17, 52, 60, 72
  - Local Route 5 will continue to operate on its weekday schedule since it does not have a Saturday service schedule to follow. This route will end earlier in the evening.
  - Regular weekday service will continue for the following: Local Route 50, Ankeny On Call, Bondurant On Call, Easter Lake On Call, Grimes On Call and Flex Connect
  - Several Local Routes will be temporarily suspended: 8, 10, 11, 13, 74
  - The service schedules for Express Routes that were put in place as part of March 26, 2020 will remain in place as well as the reduced frequency on the D-Line shuttle to run every 15 minutes and the suspension of the LINK Shuttle.
  - DART worked with Unlimited Access partners impacted by these changes to provide shuttle routes between DART Central Station and their facility.
  - Uber and taxi service is being provided at no cost to customers who have indicated they relied on one of the five discontinued routes and need to travel to work, the pharmacy, grocery store or a medical appointment.
- Limiting and managing the amount of non-essential riders, specifically from the homeless population). DART staff has been working with Central Iowa Shelter and Services (CISS) to find solutions. Between March 21 and April 28, DART transported 106 individuals from CISS to area motels. DART also transported one individual who tested positive to the isolation shelter at the Iowa State Fairgrounds.
- May 18, 2020 – select trips were reinstated on suspended Route 8—Fleur Dr
- June 1, 2020
  - Service reinstated on suspended Route 10—East University Ave
  - Service reinstated on suspended Route 11—Ingersoll/Valley Junction
  - Additional trips were restored on Express Route 98—Ankeny

### Workforce

- The following paid leave scenarios were put in place:
  - DART will provide two weeks paid leave for an employee who has to self-quarantine due to a medical recommendation, to seek a diagnosis, receive a treatment for COVID-19, or needs to quarantine due to a family member testing positive. The employee must provide appropriate documentation from a medical professional.
  - DART will provide 2/3 paid leave for an employee with high risk factors including anyone over the age of 65 or who has lung disease, heart disease, diabetes, asthma, HIV, a suppressed immune system or is pregnant. This will be paid for the duration of the recommended quarantine or 4 weeks, whichever is shorter.



## DISCUSSION ITEM

### 8A: DART COVID-19 Response Update

- DART will provide 2/3 paid leave for an employee who needs to care for their children due to a school closure or childcare provider is unavailable due to COVID-19.
- Offering a small premium pay incentive payment to operators and maintenance staff who are continuing to work as well as other positions who are having regular exposure to the public and others in the organization.
- Drafted communications so we are prepared in the event we learn of an employee testing positive for COVID-19. Our communications strategy is aimed at protecting the employee's identity while sharing enough information to adequately inform our employees, rider and the public of what they may need to be aware of. The most information we will share is what area the employee worked: administration, Fixed Route, Paratransit, or maintenance, and the last day the individual reported to work.
- Beginning April 27, 2020 DART enacted the following policies:
  - Wellbeing screening are required at the start of each workday for all operators and any other employees reporting to work at DART Way
  - DART employees are required to wear masks while on DART property
  - Limiting the use of break rooms, encouraging people to eat at their desks or another location away from people
  - Continue to encourage staff to stay at home if they are sick
- As of April 30, 2020, 3 employees have tested positive for COVID-19 and 1 employee has tested negative. DART is notifying employees at the end of each day if it learns throughout the day that an employee tested positive. Moving forward, DART will share positive and negative test results on its website at [ridedart.com/dart-employees-impacted-covid-19](https://ridedart.com/dart-employees-impacted-covid-19).
- Covid-19 testing and employee status: DART was able to work with area partners to secure COVID-19 testing for all employees on Tuesday, May 12. Nearly 200 employees were tested, with 9 employees testing positive. Since the beginning of the pandemic, a total of 16 employees have tested positive, and 8 of those have since returned to work.
- Childcare leaves ended on May 30, 2020



## DISCUSSION ITEM



<b>8B:</b>	<b>Art Shelter Plan Update</b>
------------	--------------------------------

*Luis Montoya, Chief Planning Officer*

**Staff Resource:** *Matt Harris, Business & Community Partnerships Manager*

---

### **Background:**

- In August 2018, DART staff shared a vision with the DART Commission for increasing the number of shelters at the busiest bus stops, key transfer locations and nodes. Part of that vision included the opportunity to upgrade the standard shelter design at select locations by incorporating two-dimensional art into the glass of DART bus shelters.
- Two pilot projects are slated for installation in Fall 2020 along the 6<sup>th</sup> Avenue Corridor as well as the Drake University / University Avenue corridor in Des Moines. Both projects undertook a facilitated public art process that engaged community stakeholders in the selection of artist concepts for two shelters to be installed along University Avenue and up to 12 shelters to be installed along 6<sup>th</sup> Avenue.
- DART staff have been seeking outside funding partners and coordinating with member communities to include bus shelters as part of streetscape and private development projects. Major funding partnerships to date include a \$250,000 allocation from Bravo Greater Des Moines and a \$200,000 Transportation Alternatives Program grant awarded from the Des Moines Area Metropolitan Planning Organization.
- In January 2020, the DART Commission approved a Memorandum of Understanding between DART and Bravo Greater Des Moines to support art-related shelter expenses. A project plan was submitted to Bravo on June 30, 2020 that prioritizes the first 50 percent of Bravo funding toward shelter installation projects where there is a high degree of confidence for planning or installation being completed between July 1, 2020 and June 30, 2021. The plan indicates that DART will:
  - monitor impact of COVID-19 on ridership at select locations proposed for shelters;
  - conduct outreach to member communities to confirm participation;
  - coordinate with the Greater Des Moines Public Art Foundation, local public art commissions and public art stakeholders;
  - adhere to shelter specifications, art standards and process guidelines;
  - collaborate with Bravo on a contingency strategy to fund alternative shelter locations in Des Moines;
  - submit an updated project plan for the remaining 50 percent of Bravo funding by December 31, 2020.
- Staff will provide an update on progress to date and anticipated FY21 shelter project activity.



## DISCUSSION ITEM



<b>8C: DART Advertising Policy and Contract Update</b>
--

**Staff Resource:** *Erin Hockman, Chief External Affairs Officer*

---

- Staff will provide an update on advertising over the last year, including:
  - A review of DART's advertising policy, last updated in August 2019; and
  - A review of DART's advertising contractor Adspore as DART enters its last year of a 5-year agreement.
- The Commission discussed DART's advertising policy in the spring and summary of 2019. The conversation focused on what types of advertising should be excluded in order to:
  - minimize DART's legal risk;
  - maximize advertising revenue;
  - minimize potentially objectionable material; and
  - maintain and enhance relationships with partner organizations.
- As a result of these discussions and in close consultation with DART's legal counsel, the Commission adopted a revised advertising policy in August of 2019 that excluded religious advertising, with the request that the policy be revisited annually moving forward.



# Policies and Standards for Advertising on or within DART Transit Facilities



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

---

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



**8D: Electric Bus Pilot Project Update**

**Staff Resource:** *Amanda Wanke, Chief Operations Officer and Deputy Chief Executive Officer*

---

- Staff will provide an update regarding DART's electric bus pilot project.



## MONTHLY REPORT



**8E: Monthly Performance Report - May 2020**

**Staff Resource: Greg Ellingson, Business Analyst Manager**

---

### **Summary of May 2020 Monthly Performance:**

- Most of DART's performance summary indicators reflect the changes in service and mobility from the ongoing COVID-19 pandemic.
- Overall May ridership was down 63.8% compared to May 2019. Fixed route was down 62.9%, Paratransit was down 75.9%, and RideShare was down 74.6%.
- Preventable accidents per 100,000 miles decreased in May compared to May 2019 by 26.1%. Year to date, this has decreased by 29.1%.
- Non-Preventable accidents per 100,000 miles increased 47.9% in May 2020 vs. May 2019, however this metric has decreased 43.6% year to date compared to fiscal year 2019.
- On-Time Performance has increased with decreased ridership to 89.6%, up 9.0% from May 2019. Year to date, this is improved by 2.3%.
- In the absence of fare collection on fixed route and paratransit service, our farebox recovery ratio was 5.19% in May.
- Fixed Route operating costs per revenue hour have increased because operating costs have decreased at a slower rate compared to revenue hours with service reductions.
- Road calls per 100,000 miles for fixed route increased 27.2% in May 2020 vs. May 2019, however this number has decreased 12.4% this fiscal year compared to last year.
- Complaints per 100,000 miles for fixed route increased 27.9% in May 2020 vs. May 2019, however this has decreased 29.6% year to date for the fiscal year.
- Paratransit and RideShare operating costs per passenger have increased over the last three months due to operating costs declining less than the overall count of passengers.
- Paratransit's passengers have been more likely to be Bus Plus passengers over the last three months as contracted trips with Medicaid and Polk County have decreased faster than Bus Plus.

### **June Ridership Outlook:**

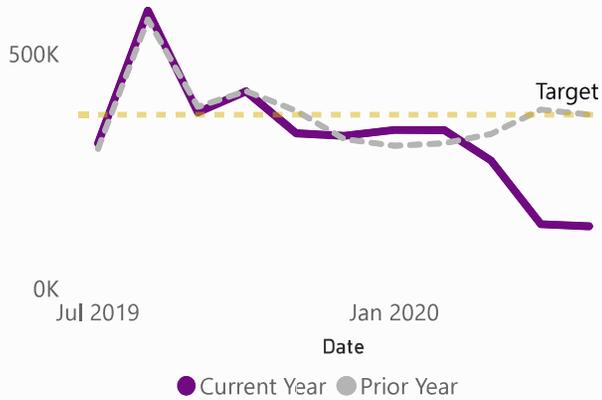
Ridership continues to be down, but fixed route and paratransit have increased in recent weeks. Fixed route service has increased 36.4% in June compared to lows in April, but it remains down 53.0% from March peaks. Paratransit ridership has increased 58.1% from lows in April, but it remains down 70.7% from March peaks.



# Performance Summary - May 2020

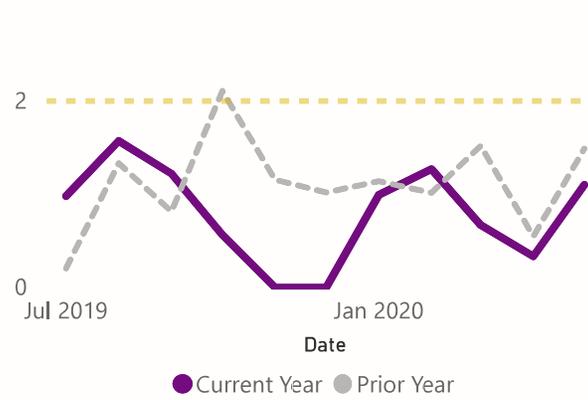
## Ridership

Monthly **134,645!** YTD **3,592,459!**  
 FY19: 372,381 (-63.84%) FY19: 4,091,507 (-12.2%)



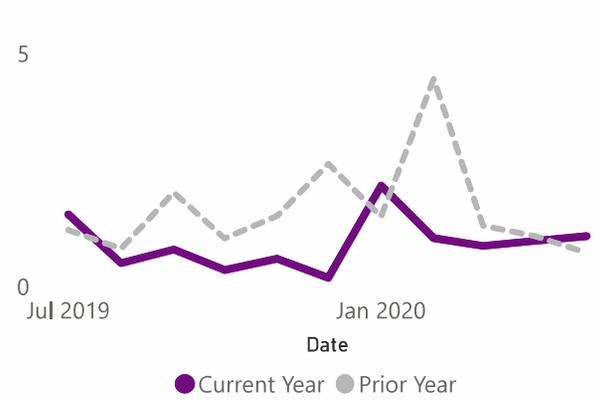
## Preventable Accidents/100k Miles

Monthly **1.10✓** YTD **0.81✓**  
 FY19: 1.49 (+26.07%) FY19: 1.14 (+29.12%)



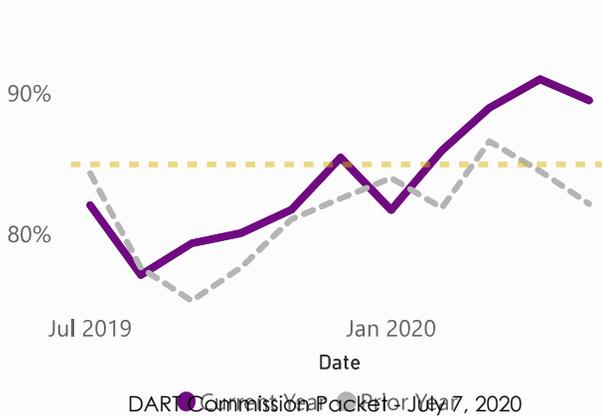
## Non-Preventable Accidents/100k

Monthly **1.10!** YTD **0.93✓**  
 FY19: 0.74 (-47.85%) FY19: 1.64 (+43.55%)



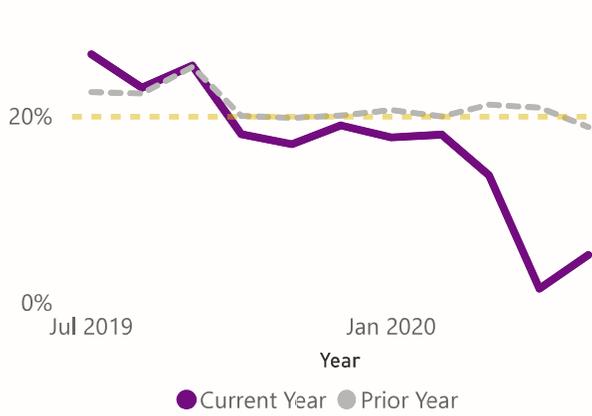
## On-Time Performance

Monthly **89.55%✓** YTD **83.50%✓**  
 FY19: 82.19% (+8.95%) FY19: 81.66% (+2.25%)



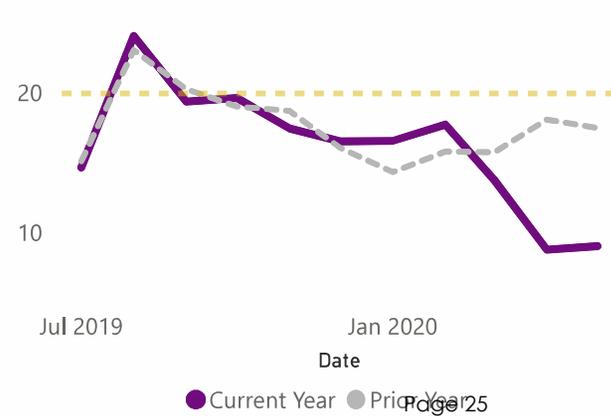
## Farebox Recovery Ratio

Monthly **5.19%!**  YTD **17.23%!**   
 FY19: 18.91% (-72.56%) FY19: 21.16% (-18.56%)



## FR Passengers/ Revenue Hour

Monthly **9.09!** YTD **16.69!**  
 FY19: 17.53 (-48.15%) FY19: 17.78 (-6.17%)





# Fixed Route Performance

## Ridership

Monthly

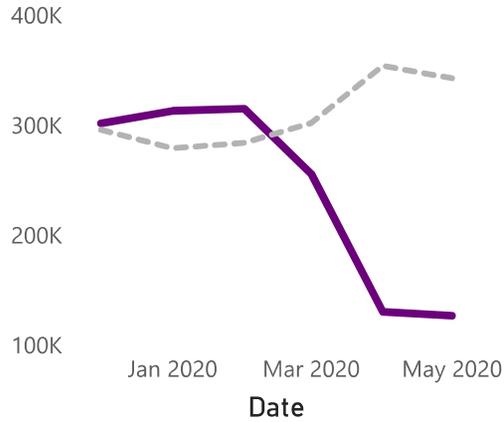
**127,395!**

FY19: 343,382 (-62.9%)

YTD

**3,351,400!**

FY19: 3,790,591 (-11.59%)



● Current Year ● Prior Year

## On-Time Performance

Monthly

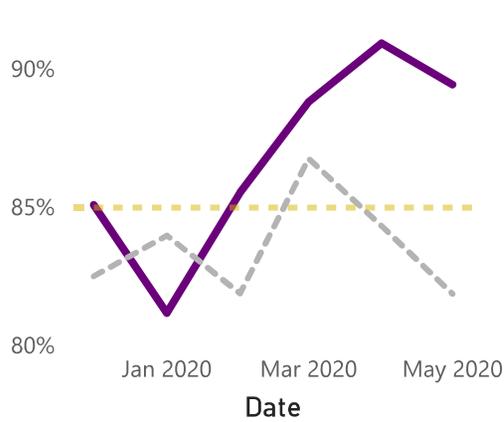
**89.45%✓**

FY19: 81.88% (+9.24%)

YTD

**83.08%✓**

FY19: 81.50% (+1.94%)



● Current Year ● Prior Year

## Operating Cost/Rev. Hour

Monthly

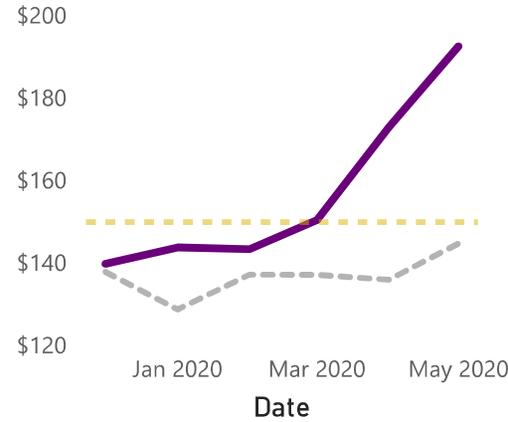
**\$192.64!**

FY19: \$144.83 (-33.01%)

YTD

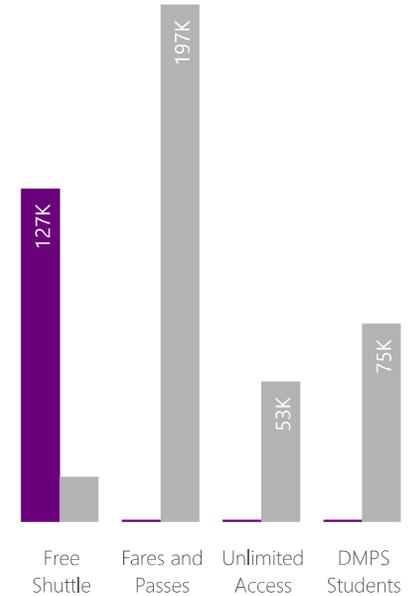
**\$148.83!**

FY19: \$137.71 (-8.07%)



● Current Year ● Prior Year

## Monthly Ridership by Fare Group



## Preventable Acc./100k

Monthly

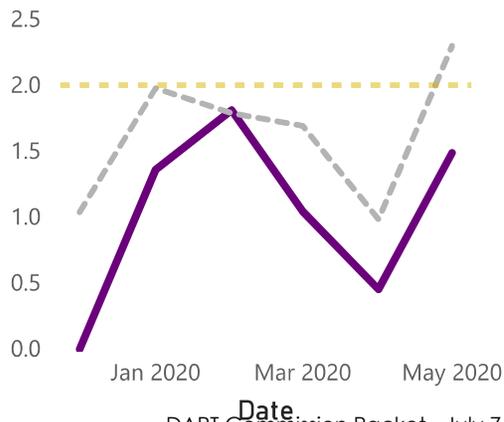
**1.49✓**

FY19: 2.30 (+35.24%)

YTD

**1.14✓**

FY19: 1.56 (+27.25%)



● Current Year ● Prior Year

## Non-Preventable Acc./100k

Monthly

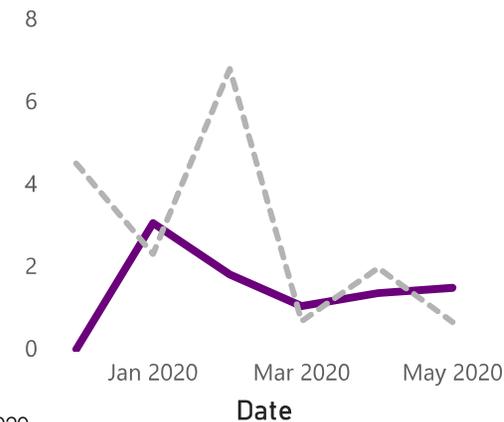
**1.49!**

FY19: 0.66 (-126.64%)

YTD

**1.27✓**

FY19: 2.50 (+49.21%)



● Current Year ● Prior Year

## Road Calls/100k Miles

Monthly

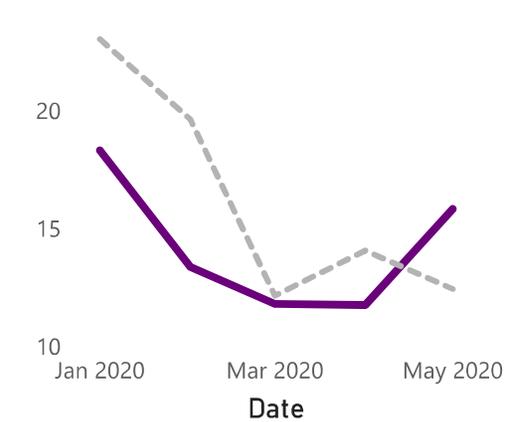
**15.87!**

FY19: 12.47 (-27.24%)

YTD

**14.62✓**

FY19: 16.69 (+12.42%)



● Current Year ● Prior Year

## Complaints/100k Miles

Monthly

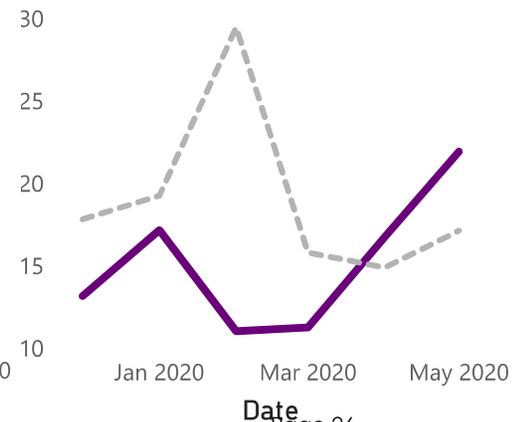
**21.98!**

FY19: 17.18 (-27.92%)

YTD

**12.75✓**

FY19: 18.10 (+29.57%)



● Current Year ● Prior Year



# Paratransit Performance

## Ridership

Monthly

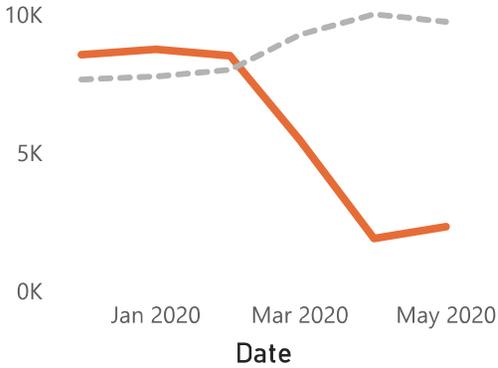
**2,358!**

FY19: 9,770 (-75.86%)

YTD

**80,338!**

FY19: 94,763 (-15.22%)



● Current Year ● Prior Year

## On-Time Performance

Monthly

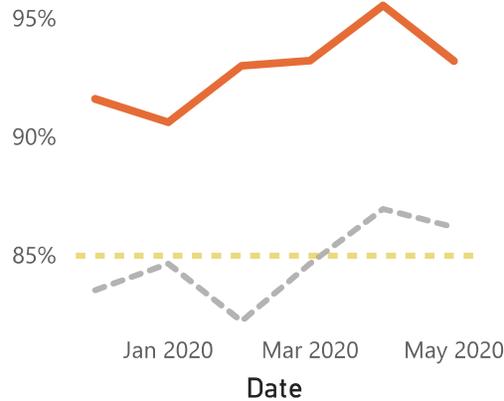
**93.22%✓**

FY19: 86.20% (+8.14%)

YTD

**90.37%✓**

FY19: 83.95% (+7.65%)



● Current Year ● Prior Year

## Operating Cost/Passenger

Monthly

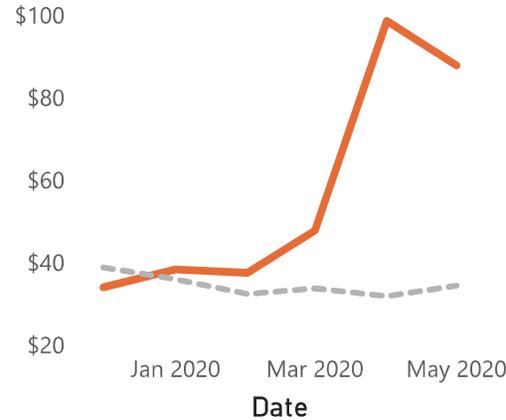
**\$88.02!**

FY19: \$34.60 (-154.41%)

YTD

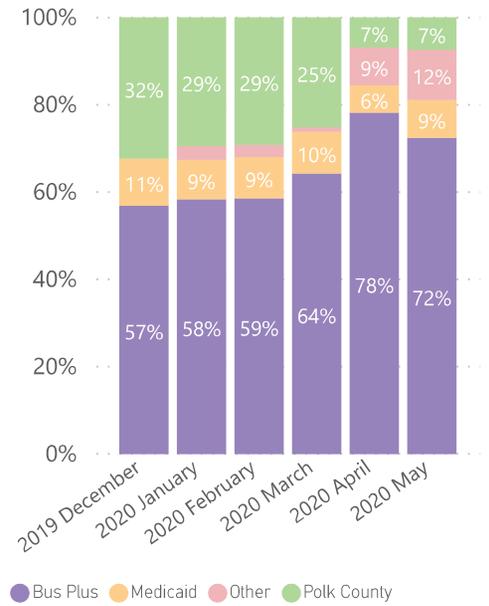
**\$39.84!**

FY19: \$35.62 (-11.84%)



● Current Year ● Prior Year

## Paratransit Customer Type Breakdown



● Bus Plus ● Medicaid ● Other ● Polk County

## Preventable Acc./100k

Monthly

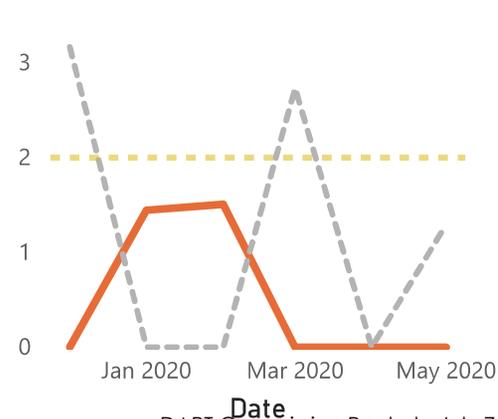
**0.00✓**

FY19: 1.29 (+100%)

YTD

**0.75✓**

FY19: 1.66 (+54.64%)



● Current Year ● Prior Year

## Non-Preventable Acc./100k

Monthly

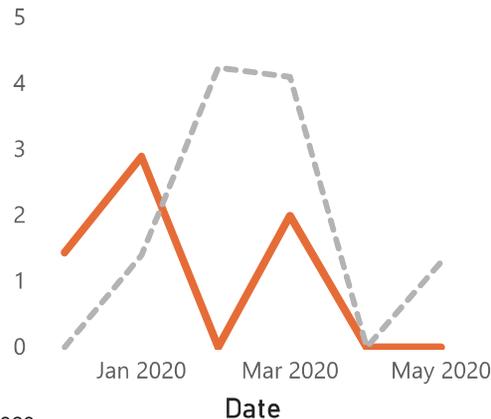
**0.00✓**

FY19: 1.29 (+100%)

YTD

**1.20!**

FY19: 1.15 (-4.83%)



● Current Year ● Prior Year

## RideShare - Ridership

Monthly

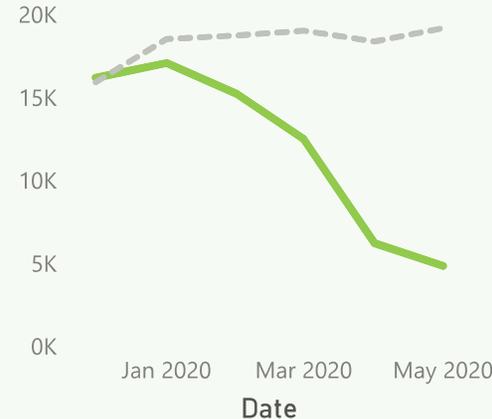
**4,892!**

FY19: 19,229 (-74.56%)

YTD

**160,721!**

FY19: 206,153 (-22.04%)



● Current Year ● Prior Year

## RideShare - Op. Cost/Passenger

Monthly

**\$8.04!**

FY19: \$7.47 (-7.73%)

YTD

**\$6.73!**

FY19: \$6.03 (-11.55%)



● Current Year ● Prior Year



# Route Details

Program	Route	Month Ridership	Month Last Year	YTD Ridership	Last Year YTD Ridership	YTD Change	YTD Change %	YTD Passengers/Revenue Hour	YTD On-Time Performance
1. Local	#1 - Fairgrounds	6,014	16,308	410,422	405,890	4,532	1.1%	31.83	76.70%
	#3 - University	24,727	32,867	346,676	349,567	-2,891	-0.8%	20.11	83.63%
	#4 - E. 14th	6,679	17,507	153,189	176,377	-23,188	-13.1%	16.05	86.36%
	#5 - Franklin Ave/Johnston	3,246	10,387	99,665	106,619	-6,954	-6.5%	12.06	82.46%
	#6 - Indianola	9,965	29,052	265,674	294,757	-29,083	-9.9%	23.50	88.02%
	#7 - SW 9th St.	13,631	37,116	329,239	368,900	-39,661	-10.8%	28.12	87.84%
	#8 - Fleur Dr.	275	3,661	27,268	43,870	-16,602	-37.8%	17.90	72.45%
	#10 - East University		3,246	19,155	32,683	-13,528	-41.4%	10.42	73.67%
	#11 - Ingersoll/Valley Junction		2,019	17,386	21,247	-3,861	-18.2%	11.89	70.64%
	#13 - Evergreen		5,639	38,704	59,319	-20,615	-34.8%	44.09	85.65%
	#14 - Beaver Ave.	6,015	19,506	163,005	196,293	-33,288	-17.0%	16.88	84.57%
	#15 - 6th Ave.	8,846	26,166	227,433	270,721	-43,288	-16.0%	24.12	87.09%
	#16 - Douglas Ave.	15,688	33,516	323,068	363,948	-40,880	-11.2%	19.87	82.87%
	#17 - Hubbell Ave.	11,624	24,190	215,511	255,240	-39,729	-15.6%	14.15	86.14%
	#50 - Euclid	3,796	5,479	54,505	41,194	13,311	32.3%	7.29	93.75%
	#52 - Valley West/Jordan Creek	4,932	12,541	120,976	141,451	-20,475	-14.5%	11.12	85.27%
#60 - Ingersoll/University	12,749	32,677	302,690	339,602	-36,912	-10.9%	19.27	81.70%	
#72 - West Des Moines Loop	2,481	3,524	39,532	36,714	2,818	7.7%	3.85	84.58%	
#74 - NW Urbandale		538	5,387	6,738	-1,351	-20.1%	4.61	72.70%	
2. Shuttle	Link Shuttle		1,377	5,739	7,189	-1,450	-20.2%	2.32	72.45%
	Downtown Shuttle	3,450	15,128	136,521	154,331	-17,810	-11.5%	15.59	80.94%
	#43 - Hy-Vee Shuttle				1,685	-1,685	-100.0%		
3. Express	#92 - Hickman	161	2,468	19,401	26,428	-7,027	-26.6%	8.42	71.43%
	#93 - NW 86th	204	2,828	24,497	31,135	-6,638	-21.3%	7.61	77.06%
	#94 - Westtown	211	711	8,394	9,726	-1,332	-13.7%	9.53	80.14%
	#95 - Vista	63	1,212	7,037	11,831	-4,794	-40.5%	7.90	72.21%
	#96 - E.P. True	197	2,066	21,443	22,314	-871	-3.9%	14.99	77.41%
	#98 - Ankeny	366	5,568	49,006	67,555	-18,549	-27.5%	9.82	75.29%
	#99 - Altoona	147	1,339	10,996	14,572	-3,576	-24.5%	6.83	73.69%
4. Flex	#73 - Flex: Urbandale / Windsor Heights		170	640	1,970	-1,330	-67.5%	0.80	65.80%
5. On Call	#76 - Deer Ridge Shuttle		7	30	149	-119	-79.9%	0.60	98.81%
	Ankeny	46	71	1,341	1,039	302	29.1%	3.58	77.04%
	NW Johnston / Grimes		120	400	1,297	-897	-69.2%	1.20	97.94%
	Regional		2	218	156	62	39.7%	10.19	79.81%
Cab	Paratransit: Taxi	158	652	6,920	7,909	-989	-12.5%	4.17	
Paratransit	Paratransit: Bus/Van	2,353	9,717	78,863	92,437	-13,574	-14.7%	2.19	90.37%
RideShare	RideShare	4,892	19,229	160,721	206,153	-45,432	-22.0%	5.51	

## DART Performance Report Metric Guide

Statistic	Definition	Data Source
<b>Ridership</b>	Total number of passenger trips across all DART service	Farebox, Paratransit Manifest, RideShare Manifest
<b>Preventable Accidents/100k Miles</b>	Total number of accidents deemed preventable per 100,000 miles of service across all DART service	TransitMaster Incident Reports, Route schedule, Paratransit Manifest, RideShare Manifest
<b>Non-Preventable Accidents/100k Miles</b>	Total number of accidents deemed non-preventable per 100,000 miles of service across all DART service	TransitMaster Incident Reports, Route schedule, Paratransit Manifest, RideShare Manifest
<b>On-Time Performance</b>	The percentage of fixed route and paratransit trips performed on time. Fixed route trips performed within 5 minutes of schedule. Paratransit trips performed within 30 minutes.	TransitMaster AVL Stop Adherence, Paratransit Manifest
<b>Farebox Recovery Ratio</b>	Total incidents deemed accidents and non-preventable in TransitMaster incidents	GP Financials
<b>Passengers per Revenue Hour</b>	Total ridership divided by the total hours of service across all DART service	Farebox, Paratransit Manifest, RideShare Manifest, Route schedule
<b>Operating Cost per Revenue Hour</b>	Total operating costs divided by the total hours of service across all DART service	GP Financials, Farebox, Paratransit Manifest, RideShare Manifest, Route schedule
<b>Road Calls/100k Miles</b>	Total number of road calls for maintenance per 100,000 miles of service across all DART service	Trapeze EAM Asset Works, Route schedule, Paratransit Manifest, RideShare Manifest
<b>Complaints/100k Miles</b>	Total number of complaints per 100,000 miles of service across all DART service	Trapeze Customer Feedback, Route schedule, Paratransit Manifest, RideShare Manifest
<b>Operating Cost per Passenger</b>	Total operating costs divided by ridership	GP Financials, Farebox, Paratransit Manifest, RideShare Manifest



<b>9A:</b>	<b>Operations Team Report</b>
------------	-------------------------------

**Staff Resources:** *Amanda Wanke, Chief Operations Officer and Deputy Chief Executive Officer*

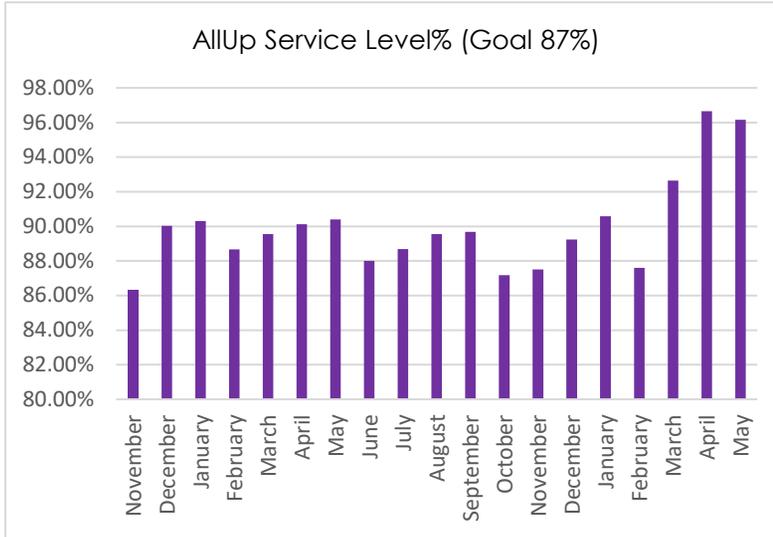
---

- **Des Moines Public Schools (DMPS) Update:** DART staff are working with DMPS staff to prepare for the start of the new school year. This includes many efforts such as:
  - Preparing for COVID-related changes in procedures and the related trainings and communication that need to happen
  - Training DART operators on interacting with students and processes for dealing with behavior challenges
  - Orientation and communication for DMPS staff, students, and parents related to procedures and expectations for using DART
- **Electric Bus Update:** Seven new 40' electric buses are being built; the first bus build started on May 18, 2020 with an estimated completion date for all seven buses in August. We are currently reviewing daily, live video with Proterra staff and an inspector. DART staff were on-site in June to inspect each bus. The first bus is expected to come off the build line the week of July 6.
- **Gillig Bus Build:** The first of five new 30' buses arrived at DART the week of June 28 with the other four being completed and delivered throughout July. The buses will go through a process at DART to prepare them for the road, and we expect customers to begin seeing them on the road early this fall.

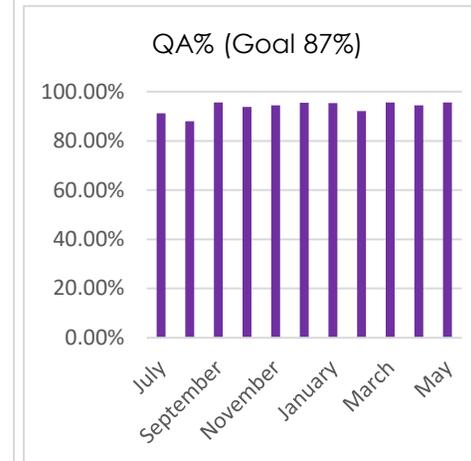
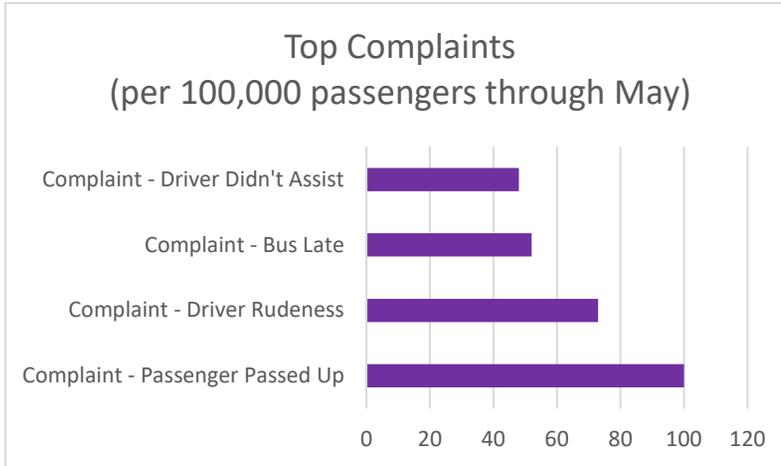
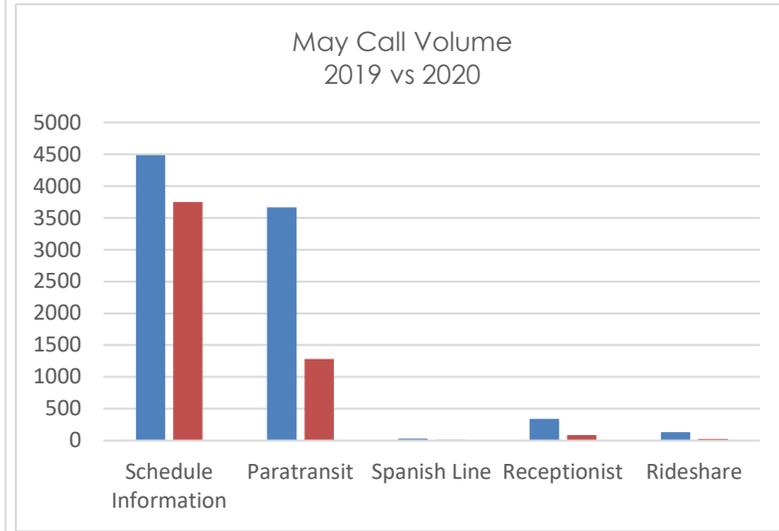
**MONTHLY REPORT**  
**10A: Operations**



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



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



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



<b>9B: Planning Team Report</b>
---------------------------------

**Staff Resources:** *Luis Montoya, Chief Planning Officer*

---

- **Transit Optimization Study:** The project team is preparing alternative scenarios for consideration at a second Commission workshop later this summer. The overall goals of the project remain the same, but the timeline and approach to public outreach will evolve to account for evolving changes due to COVID-19.
- **Service Changes:** With restrictions on businesses mostly lifted, we are gradually increasing service levels so that we can provide reliable transportation as more people get back to work. However, that will be balanced with the desire to maintain social distancing and in recognition that ridership will still be down for the foreseeable future.
  - On May 17<sup>th</sup> a minor service change was implemented to add back service on Route 8—Fleur Dr.
  - On June 1<sup>st</sup> service was additionally added back on Route 10—East University Ave, Route 11—Ingersoll/Valley Junction, and additional trips were added to Express Route 98—Ankeny.
  - On June 28<sup>th</sup> we further increased service levels. This increase was timed to coincide with the ending of operator leaves and with the expectation that we will have a full workforce and increased demand for our services.
  - We also are working with Des Moines Public Schools to determine the appropriate level of service they will need and the timing of the resumption of school service.
- **Bus stop improvements:** Staff are refining a plan to install and maintain bus shelters, benches and trash cans at bus stops. Additional funding has been secured and staff are reassessing planned locations due to COVID-19 impacts.
- **Performance Report:** A new format was developed for the monthly performance report which highlights key performance indicators for the Commission and interested members of the public.
- **FY 21 Business Planning:** The DART Leadership Team is updating the priorities and KPIs developed for FY 20 to reflect the evolving conditions of FY 21. The focus will be on continuing to respond to COVID-19 and the resultant impacts while still making progress on priority initiatives.
- **NSF Grant Application:** DART is collaborating with Iowa State University (ISU) researchers and other local partners on a National Science Foundation (NSF) grant application to study the transportation barriers affecting low-income and minority residents' access to jobs. ISU will be the lead on the application, and if awarded the grant would fund targeted outreach by community-based organizations and ISU researchers to understand unmet community needs and could potentially also fund transportation interventions such as additional transit or private mobility services.



9C: External Affairs Team

Staff Resources: Erin Hockman, Chief External Affairs Officer

**Marketing and Communications – Marketing and Communications Manager**

- **Electric bus unveiling and promotion:** Planning is underway for an electric bus unveiling event in early to mid-September. In addition, staff have been working with Flynn Wright to develop a marketing campaign that will promote the benefits of electric buses throughout the fall. Two concepts have been refined and will be presented to MidAmerican for feedback before a final concept is selected.
- **Fare resumption and service change communications plans:** Staff executed a fare resumption and a service change communications plan to inform riders of changes to service that took effect June 28 and the resumption of fare collection that took effect July 1.
- **Highlighting our essential workers:** DART continues to highlight the role of its employees in providing an essential service. A [short video](#) highlighting our front-line employees was released in June and the ad below will be featured in July 3<sup>rd</sup> edition the Business Record along with a short story on one of our operators who has assisted, in partnership with Polk County Emergency Management, with providing transportation to central lowans who have tested positive for COVID-19.
- **Marketing and Communications Coordinator:** DART is pleased to welcome Giada Morresi as marketing and communications coordinator. A recent graduate from Drake University, Giada has been working for DART over the last year as marketing and mobility intern. In her new role, Giada will continue to provide content for DART social media channels, develop marketing plans to promote service extensions, coordinate community and chamber events and assist the department with content development.



**MONTHLY REPORT**  
**9C: External Affairs**



**MyDART Analytics Report**

Metric	Dec 2019	Jan 2020	Feb. 2020	Mar. 2020	April 2020	May 2020	May 2019	Year Prior
MyDART App Accounts	19,018	19,480	20,224	20,718	20,920	21,148	11,185	47%
Website Unique Visitors	29,231	32,616	30,154	24,063	11,890	11,159	29,681	-166%
Facebook Likes	4,414	4,498	4,520	4,591	4,661	4,675	3,947	16%
Twitter Followers	2,284	2,303	2,325	2,340	2,353	2,356	2,230	5%
Instagram Followers	1,256	1,272	1,280	1,306	1,309	1,324		
LinkedIn Followers	364	379	402	412	415	441		
Email Subscribers	15,120	15,140	15,200	16,260	16,360	16,450	14,800	10%
Trip Plans	33,732	39,288	35,505	24,987	13,363	12,353	20,081	-63%
Real-time Map	20,632	25,662	22,633	12,975	8,013	7,787	30,074	-286%
Next DART Bus	289,298	397,191	257,117	194,498	105,689	106,403	157,967	-48%
SMS Text Messaging	142,068	148,421	151,367	101,726	121,171		269,340	
IVR Phone Calls	7,177	7,500	7,674	7,383	4,986	3,842	8,808	-129%

**MyDART App Report**

Metric	Dec. 2019	Jan. 2020	Feb. 2020	Mar. 2020	Apr. 2020	May 2020	TOTAL
Downloads	870	976	1,206	765	484	472	26,393
iOS	253	253	254	163	89	101	8,247
Android	617	723	952	602	395	371	18,111
Accounts Created	546	462	744	494	202	228	21,148
Orders Placed	3,468	4,046	3,628	2,019	0	0	82,622
Passes Purchased	4,283	5,278	10,004	2,673	0	0	123,210
Revenue	\$24,012	\$27,347	\$23,886	\$14,288	\$0	\$0	\$547,227

**DART in the NEWS**

**Top Stories**

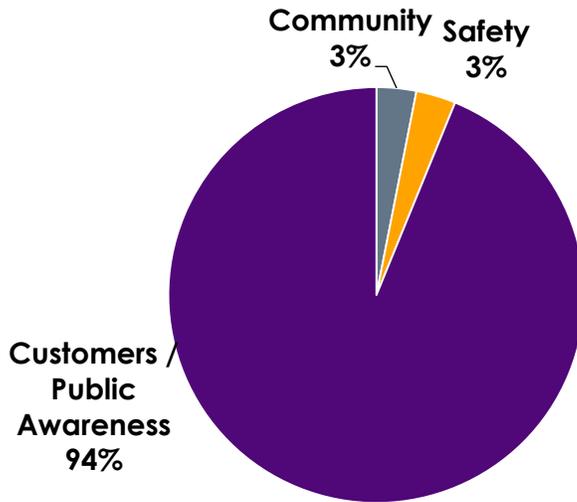
[Des Moines buses expanding service, collecting fares again soon](#)  
[40,000+ feet of sidewalk construction underway](#)

**Total Reach**

Broadcast reach	137,374
Online reach	63,770
<b>Total reach</b>	<b>201,144</b>



DART News Coverage by Topic



DART News and Social Media Sentiment by Topic



**RideShare – Victoria Lundgren, RideShare Supervisor**

- **Ridesharing software and program administration:** DART currently utilizes RideShark, a ride matching software, provided by the Iowa Department of Transportation (DOT). The State is interested in moving away from RideShark and is partnering with DART to research alternative options for ride matching, customer management and fleet management software.
- **Safety protocols:** As more vans begin to enter back into service, DART is implementing the following safety protocols for RideShare:
  - Service will not be provided to anyone who knowingly has COVID-19 to protect the safety of other passengers.



**MONTHLY REPORT**

**9C: External Affairs**

- Encourage passengers to conduct daily self-wellness checks and not ride if they are experience any symptoms.
  - Will require passengers to wear masks; each van will be given a package of free masks.
  - Encourage the use of alcohol-based hand rubs containing at least 60% alcohol for passengers.
  - Encouraging the use of EPA approved cleaners and suggested by the CDC.
- **Part-time fare proposal:** Staff is working to update billing codes and rider communications to introduce the new part-time fare structure to accommodate more flexible working arrangements for RideShare participants over the coming fiscal year.

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

- **Art Shelters:** Staff are planning for outreach to each DART member community to discuss the vision for art shelters and to identify appropriate points of contact to engage in localized planning. An initial plan for art shelter installation was submitted to Bravo Greater Des Moines on June 30, 2020.
- **Mobility Coordination Outreach:** Due to the ongoing response to COVID-19, all DART mobility trainings or events have been canceled. DART staff remain in frequent contact with human service agency partners and are actively participating in mobility stakeholder groups.
- **Reduced Fare Task Force:** An internal review of DART's reduced fare programs has identified opportunities for streamlining processes to reduce barriers to transit for populations in need of access. Task force recommendations are being revisited as a result of COVID-19 to determine what, if any, adjustments are warranted prior to bringing a proposal to the DART Commission.
- **Unlimited Access Partnerships:** DART staff have been in frequent communication with Unlimited Access partners to provide updates on DART's response to COVID-19 and to address interim transportation needs as a result of service reductions. Retention planning is underway to ensure partners remain engaged in their Unlimited Access partnerships.

<b>FY2020 Mobility Coordination Training &amp; Outreach Totals</b>	<b>FY20 YTD</b>
Education/Schools	295
General Public	102
Human Services	558
Re-Entry	819
Refugee	189
Senior	143
<b>Total Participants</b>	<b>2,106</b>



## MONTHLY REPORT



**9D: Procurement**

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

---

### **Upcoming Procurements:**

**State Lobbying Services** – DART is soliciting responses from Consultants to provide the following legislative services at the state level (including, but not limited to): representation, monitoring of state legislative issues and priorities, advisory services to DART staff and the DART Commission, drafting agreed upon legislation on behalf of DART, coordination of meetings with legislators, legislative staff, and other pertinent public transportation groups and associations, and preparation of DART positions to be presented to legislators.

- Request for Proposals to be published in July / August 2020

### **Contracts and Task Orders Approved Recently:**

#### **Brake Lathe**

- DART requested quotes for the replacement of a brake lathe. The brake lathe will perform functions on-vehicle. The lathe is programmed and budgeted for in the capital plan.
  - Ari-Phoenix submitted the lowest, responsive bid and the bid price is \$19,691

### **Future Procurements:**

- State Lobbying Services
- Federal Lobbying Services
- Printing Services
- Outdoor Signage Displays
- Marketing Support Services
- Snow Removal Services
- Financial Advisory Services
- E-Procurement System
- Security Services



## MONTHLY REPORT



**9E: Chief Executive Officer**

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

---

- **DART Executive Committee: DART Executive Committee:** The DART Executive Committee met on Friday, June 19, 2020. The discussion items presented during the meeting included:
  - DART COVID-19 Response Plan
  - Bravo Art Shelter Plan

The next DART Executive Committee meeting is scheduled for Friday, July 24, 2020.

- **WTS Iowa Chapter Webinar** – On July 1, 2020, I was invited to speak to the WTS Iowa Chapter by way of a zoom meeting. I shared the impacts to public transportation in our area and the challenges that we have faced during the COVID-19 pandemic
- **New IT Director** – I am happy to share that Shane Galligan has accepted the IT Director position and will be starting on July 6, 2020. Shane comes to us with over 15 years of experience in Information Technology and networking. He is well experienced in networks/switches/firewalls, project management and vendor management. Shane also has transportation related industry experience and recently worked at Digital Traffic Systems.



## FUTURE DART COMMISSION ITEMS



### Future Agenda Items:

August 4, 2020 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>Housekeeping Services</li> <li>DART Advertising Policy</li> <li>Des Moines Public Schools Contract for 2020-2021</li> </ul>	<ul style="list-style-type: none"> <li>Transit Riders Advisory Committee Update</li> <li>DART Operations and Maintenance Facility</li> </ul>
September 1, 2020 – 12:00 P.M.	
Action Items	Information Items
	<ul style="list-style-type: none"> <li>DMPS/Student Behavior Update</li> <li>Mobility Coordinator Update</li> <li>Marketing Update</li> <li>PTASP Review</li> </ul>
October 6, 2020 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>PTASP</li> <li>Federal Lobbying Contract</li> <li>State Lobbying</li> </ul>	<ul style="list-style-type: none"> <li>Transit Riders Advisory Committee Update</li> <li>Quarterly Safety Update</li> <li>Quarterly Investment Update</li> <li>Comp Study Findings</li> </ul>

### Other Future Agenda Items:

### Upcoming DART Meetings:

MEETING	DATE	TIME	LOCATION
DART Executive Committee	July 24, 2020	7:30am	WebEx Meeting