



DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
NOTICE OF COMMISSION MEETING AND AGENDA  
OCTOBER 7, 2014 – 12:00 p.m.  
DART MULTIMODAL ROOM, 620 CHERRY STREET

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF OCTOBER 7, 2014 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. TRANSIT RIDERS ADVISORY COMMITTEE	
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14. NEXT MEETING: Regular DART Meeting <b>Tuesday, November 4, 2014</b> – 12:00 p.m.	
15. ADJOURN	

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

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

**620 Cherry Street – Des Moines, Iowa 50309  
September 2, 2014**

**ROLL CALL**

Commissioners Present: Skip Conkling, Angela Connolly, Tom Gayman, Chris Hensley, Gaye Johnson, Bob Mahaffey, Joann Muldoon, Steve Peterson and Steve Van Oort

Commissioner Absent:

Alternates Present:

**CALL TO ORDER**

The meeting was called to order by Chair, Steve Van Oort at 12:05pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

**APPROVAL OF AGENDA**

Mr. Van Oort called for approval of the September 2, 2014 meeting agenda.

It was moved by Mr. Mahaffey and seconded by Ms. Hensley to approve the September 2, 2014 Agenda. The motion carried unanimously.

**PUBLIC COMMENT**

No comments

**TRANSIT RIDERS ADVISORY COMMITTEE**

Greg Boesch provided the Commission an update on the July Meeting. Topics included:

- RideShare participation and expansion to Pella
- Overview of the Capital Improvement Plan
- Open Date Policy and proposed rollout
- Reviewed article on social media site – Re: Adopting a fire hydrant

**CONSENT ITEMS**

**7A – Commission Meeting Minutes – July 1, 2014**

**7B – Iowa Clean Air Attainment Program (ICAAP)**

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

**ACTION ITEMS**

**8A – Bus Video Surveillance System**

Jamie Schug, Chief Financial Officer provided background on the Bus Video Surveillance System to the Commission. Of the six proposals that were received, TransIT Solutions scored the highest. Funding for the project will be from budgeted operating and capital “make-ready” funds and the required local

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COMMISSION MEETING MINUTES**

**September 2, 2014**

match. Staff recommends the approval of a five year contract with TransIT Solutions, LLC for the not to exceed amount of \$550,000.

It was moved by Ms. Connolly and seconded by Mr. Peterson that the Commission approve the Bus Video Surveillance System. The motion carried unanimously.

**8B – June 2014 and July 2014 Financials**

Ms. Amber Dakan, Finance Manager provided the Commission a presentation on the June and July financials.

It was moved by Ms. Hensley and seconded by Mr. Mahaffey that the Commission approve the June 2014 Financials. The motion carried unanimously.

It was moved by Mr. Conkling and seconded by Mr. Peterson that the Commission approve the July 2014 Financials. The motion carried unanimously.

**8C – RideShare Van Rental Policy**

Ms. Jennifer Long, RideShare Program Coordinator provided background to the Commission on the RideShare Van Rental Policy.

It was moved by Ms. Connolly and seconded by Ms. Johnson that the Commission approve the RideShare Van Rental Policy with the amendment to include all public schools within DART's Member Government. The motion carried unanimously.

**DISCUSSION ITEMS**

**9A – RideShare Van Donation Program – with option to take action**

Ms. Long provided a presentation on the RideShare Van Donation Program to the Commission. Mr. Van Oort made note of the comments that were provided by the City of Clive. Ms. Hensley would like to have this program come back in a year for review by the Commission. She also requested that users would need to give us a year-end report. Mr. Conkling asked if this could come back as a Consent Item going forward to approve the 3 grantees.

It was moved by Mr. Conkling and seconded by Mr. Peterson that the Commission approve the RideShare Van Donation Program. The motion carried unanimously.

**9B – DART Commission Travel Policy – with option to take action**

Ms. Elizabeth Presutti provided an update to the Commission on the DART Commission Travel Policy. The policy closely mimics the procedures that are required of staff.

It was moved by Ms. Hensley and seconded by Mr. Gayman that the Commission approve the DART Commission Travel Policy amending the reimbursement amount for expenses without a receipt from Ten Dollars (\$10) to Twenty Five Dollars (\$25). The motion carried unanimously.

**9C – DART Financial Policies**

Ms. Schug reviewed the Financial Policy with the Commission. A handout of the General Fund Reserve Policy was provided to the Commission. This policy will come back as an action item on the October agenda.

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**September 2, 2014**

**9D – 1100 DART Way Improvements**

Mr. Matt Pitstick, Facilities Manager provided a presentation on improvements made at the 1100 DART Way location to the Commission. Improvements included:

- Money Room
- Bus Barn Portals
- Fuel Distribution
- Boiler Replacement
- Energy Conservation
- Landscaping
- Facility Maintenance
- Security

**9E – Iowa State Fair Update**

Mr. Gunnar Olson, Public Affairs Manager provided a presentation to the Commission on the 2014 Iowa State Fair. DART saw an 8% growth in ridership over last year providing 221,188 rides. The addition of ticketing booths at the State Capitol and Center Street Park & Ride helped expedite the loading process exponentially. Ms. Hensley requested that Elizabeth be invited to the breakfast with the Iowa State Fair Commission going forward.

**9F – Real-Time Data Rollout and Try Transit Week Update**

Ms. Greiner provided an update on the Real-Time Data rollout and Try Transit Week. The project remains on schedule and staff plans to begin publishing real-time bus location information to the public in late September – early October. The real-time location information will be available on several platforms:

- MyDART Trip Planner
- MyDART Real-Time Map
- MyDART Phone
- MyDART Email Alerts

Mr. Van Oort requested that each Commissioner be invited to the event(s) scheduled in their communities.

**9G – BRT Update**

Mr. Olson gave an update to the Commission on the University/Ingersoll BRT Project. Ridership on Route 60 has been growing steadily since the route was introduced in November 2012. A ridership forecast has been recently completed along with the environmental analysis. Preferred station locations have been identified throughout the route by DART staff, HNTB (DART's Consultant) and the City of Des Moines Traffic and Economic Development. All three groups have toured the route and have identified a few alternative locations. The stations are being designed by Substance Architecture. The next steps will be public and stakeholder involvement on the station designs and locations.

**9H – June 2014 and July 2014 Performance Report**

Ms. Presutti updated that ridership is up over 5.7% overall and Fixed Route was up over 6.68%. FY15 is off to a fantastic start with July ridership up over 6% overall.

**MONTHLY REPORTS**

**10A – Operations Report**

No update

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COMMISSION MEETING MINUTES**

**September 2, 2014**

**10B – Marketing Report**

Ms. Kirstin Baer-Harding, Marketing Director provided an update that we are working with the Greater Des Moines Art Foundation on an art bus wrap. It will unveil in the next couple of months, with a new wrap going on the buses every 6 months.

**10C – Planning Report**

No update

**10D – Procurement**

No update

**10E – General Manager**

Ms. Presutti updated that she has been participating in the MPO Long Range Transportation Plan Steering Committee along with Commissioner Conkling. Transit historically has received 10% funding and will be recommended to move up to 15%. This equates to 3 buses instead of 2 for DART.

Ms. Presutti also thanked everyone who attended the Route 74 ribbon cutting event that was held on August 13<sup>th</sup>.

**FUTURE AGENDA ITEMS**

**COMMISSIONER ITEMS**

Mr. Van Oort and Ms. Presutti updated the Commission on the discussion regarding alternative revenue forecasting. Staff recommended an approach to the Executive Committee. Staff sat through a couple presentations of financial models last week and chose Transportation Management & Design, Inc. (TMD) and its partner HNTB to complete the development of a financial model and identification of funding scenarios for existing and future DART service.

**OTHER – Communications**

**NEXT MEETING**

October 7, 2014 at 12:00pm

**ADJOURNMENT**

A motion by Mr. Peterson and second by Ms. Hensley to adjourn the regular Commission Meeting was made at 1:36pm. The motion carried unanimously.

**Future 2014 Meeting Dates**

Oct 7, Nov 4 & Dec 2

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Chair

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Clerk

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Date

## ACTION ITEM



<b>8A:</b>	<b>DART General Fund Reserve Policy</b>
<b>Action:</b>	<b>Approve DART General Fund Reserve Policy</b>

**Staff Resource:** Jamie Schug, Chief Financial Officer

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### **Background:**

- The current General Fund Reserve Policy has not been updated since 2006.
- DART staff reviewed several other organizations General Fund Reserve Policies as well as the recommended best practices of the Government Finance Officers Association.
- DART staff presented a proposed draft of the General Fund Reserve Policy to the DART Chair, Vice-Chair and Secretary at a meeting held on July 17, 2014.
- The proposed General Fund Reserve Policy is attached.

### **Recommendation:**

- Approve the attached General Fund Reserve Policy.



## GENERAL FUND RESERVE POLICY

Commission Approval Date:

### Purpose:

DART desires to maintain a prudent level of financial resources to guard its stakeholders against service disruption in the event of unexpected temporary revenue shortfalls or unpredicted one-time expenditures. In addition, this policy is intended to document the appropriate Reserve level to protect the DART's credit worthiness. The General Fund Reserves are accumulated and maintained to provide stability and flexibility to respond to unexpected adversity and/or opportunities.

This policy establishes the amounts DART will strive to maintain in its General Fund Reserve, how the Reserve will be funded, and the conditions under which Reserve may be used.

### Definitions:

For purposes of this Policy, the following terms or phrases shall have the following meanings:

- **"Commission"** shall mean DART's duly appointed policy-making and governing body.
- **"DART"** shall mean Des Moines Regional Transit Authority, an Iowa Code Chapter 28E entity.
- **"General Fund"** shall mean one of five governmental fund types. The General Fund typically serves as the chief operating fund of a government. The General Fund is used to account for all financial resources not accounted for in some other fund.
- **"Reserve"** shall mean only the portion of Fund Balance that is intended to provide stability and respond to unplanned events or opportunities.

### Reserve Level Target:

DART will strive to hold 20-25% expressed as a percentage of DART's annual operating expenditures in General Fund balance. This amount is expressed as a goal range to recognize that fund balance levels can fluctuate from year to year due to the normal course of operations.

### Conditions for Use of Reserves:

The use of reserves shall be limited to unanticipated, non-recurring needs, or anticipated future obligations. Fund balances shall not be used for normal or recurring annual operating expenditures.

The General Manager is authorized to make recommendations to the Commission for use of reserves. A majority vote of the Commission will be required to use reserves. Any recommendation shall be accompanied by a proposal for the replenishment of the reserves to the Commission.

In no circumstances shall the total General Fund Reserve balance drop below 20% of DART's annual operating expenditures for the General Fund.



**Policy Review:**

The General Fund Reserve Policy shall be subject to review and revision by the DART Commission at least every three (3) years. This does not preclude the DART Commission from revising the General Fund Reserve Policy should the DART Commission determine that the best interest of the public and/or DART would be served by making such a revision.

The DART Commission must approve any amendment or revision by majority vote before said amendment or revision shall become official policy of DART.

## ACTION ITEM



**8B: Banking Services Contract**

**Action: Approve a Contract with Bankers Trust Company to provide general banking services to DART. The contract will be for five (5) years with two (2), one (1) year options, with a Not to Exceed Amount of \$225,000.**

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

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### **Background:**

- DART is seeking a single commercial bank to provide business banking services.
- Services include general checking and investment accounts when funds are available, direct deposit, ACH debit and credit services, and other required services.

### **Procurement:**

- DART conducted a Request for Proposal for the Banking Services. The RFP was published on August 19, 2014 and bids were opened on September 15, 2014.
- Two proposals were received:
  - Bankers Trust
  - West Bank
- Both firms were responsive to the RFP.
- Both firms were invited to come to DART for oral interviews on September 23, 2014.
- After evaluating both proposals, Bankers Trust scored the highest and was deemed to have the best value to DART.

### **Funding:**

- Funding is from the approved operating budget.

### **Recommendation:**

- The approval of a five (5) year Contract with Bankers Trust for DART's banking services for the Not to Exceed Amount of \$225,000. The contract will have two (2), one (1) year options.

**ACTION ITEM**



<b>8C:</b>	<b>RideShare Van Contract</b>
<b>Action:</b>	<p><b>A) Approve a Contract with Bob Brown Chevrolet for the purchase of up to 90 Rideshare Vans. The contract will be for three (3) years with a Not to Exceed Amount of \$3,400,000.</b></p> <p><b>B) Approve the purchase of sixteen (16) Rideshare passenger vans for the Rideshare Program at a cost of \$587,588.</b></p>

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

**Background:**

- DART’s Capital Investment Program calls for the replacement of a Rideshare van every five (5) years. This will allow the average age of the fleet to stay near the target of 2.5 years.
- Thirty vans per year will help DART stay near the target and allow for the possibility of expansion of service.
- The previous Rideshare van contract was for two years and expired after the 2014 model year vans were purchased.
- This contract will give DART the flexibility to purchase 11 or 12 seat vans and it will be for the next three model years (2015, 2016, and 2017).

**Procurement:**

- DART conducted an Invitation for Bid for a Rideshare Van provider. The IFB was published on August 29, 2014 and bids were opened on September 19, 2014 at 2:00 PM CST.
- Two firms submitted bids:
  - Karl Chevrolet
  - Bob Brown Chevrolet
- Both firms were responsive to the IFB and were deemed responsible bidders.
- Bob Brown Chevrolet submitted the lowest overall bid for the vans.

	<b>11 Seat Configuration</b>		<b>12 Seat Configuration</b>	
<b>Bob Brown Chevrolet</b>	<b>Chevrolet 3500</b>		<b>Chevrolet 3500</b>	
	2015 Model Year	\$ 36,428.00	2015 Model Year	\$ 37,218.00
	2016 Model Year	\$ 36,828.00	2016 Model Year	\$ 37,618.00
	2017 Model Year	\$ 37,228.00	2017 Model Year	\$ 38,018.00
<b>Karl Chevrolet</b>	<b>Chevrolet 3500</b>		<b>Chevrolet 3500</b>	
	2015 Model Year	\$ 35,816.76	2015 Model Year	\$ 36,646.76
	2016 Model Year	\$ 37,493.15	2016 Model Year	\$ 38,348.01
	2017 Model Year	\$ 38,483.48	2017 Model Year	\$ 39,364.03

**Funding:**

- Funding will come from formula funds; the Rideshare vans are part of the capital budget.

**ACTION ITEM**  
**8C: RideShare Van Contract**



**Recommendation:**

- Approval of a Contract for up to 90 Rideshare vans with Bob Brown Chevrolet. The contract will be for three (3) years with a Not to Exceed Amount of \$3,400,000.
- Approval of the purchase of sixteen (16) 2015 model year Rideshare vans from Bob Brown Chevrolet. Six (6) vans will be the 12 seat configuration, and ten (10) vans will be the 11 seat configuration. The total purchase cost is \$587,588.

## ACTION ITEM



<b>8D:</b>	<b>Remanufactured Articulated Bus Contract</b>
<b>Action:</b>	<b>1) Approve a Contract with Complete Coach Works (CCW) to produce and deliver six (6) remanufactured articulated buses. Included is an option to purchase three (3) additional buses. The contract will be for five years (5) years, with a Not to Exceed Amount of \$3,384,000.</b>
	<b>2) Approve the purchase of six (6) remanufactured articulated buses for a total amount not to exceed \$2,256,000.</b>

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

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### **Background:**

- DART currently operates seven (7) articulated buses in its fixed route service.
- The seven buses are model year 2000 and are scheduled for replacement in the DART Capital Investment Program.
- The articulated buses are essential for day-to-day DART services as well as during the Iowa State Fair.
- DART has determined that a remanufactured articulated bus will provide the same or better return on investment than purchasing new from the factory.
- DART intends to replace six of the seven articulated buses.

### **Procurement:**

- DART conducted a Request for Proposals for the purchase of the remanufactured articulated buses. The RFP was published on August 1, 2014 and responses were due on September 5, 2014.
- One bid was received:
  - Complete Coach Works (CCW)
- Due to receiving only one bid, DART conducted an extensive review to determine that there were no factors limiting competition. The review determined that the RFP did not limit competition.
- After the review, CCW's proposal was deemed responsive and responsible.

<b>Item Description</b>	<b>Quantity</b>	<b>Unit Price</b>	<b>Total Price</b>
Remanufactured Articulated 60 ft. Bus	6	\$ 349,987	\$ 2,099,922
Remanufactured Articulated 60 ft. Bus - <u>Options</u>	3	\$ 349,987	\$ 1,049,961
		<b>Total</b>	<b>\$ 3,149,883</b>

## **ACTION ITEM**

### **8D: Remanufactured Articulated Bus Contract**



- A contingency of approximately seven (7) percent has been included in the contract purchase price per vehicle for additional make-ready costs that could be encountered. This equates to a unit price of \$376,000 per vehicle.

#### **Funding:**

- Funding is from budgeted capital funds plus the local match.

#### **Recommendation:**

- The approval of a Contract with Complete Coach Works for the production and delivery of six (6) remanufactured articulated buses, with an option to purchase three (3) additional buses. The contract will have a Not to Exceed Amount of \$3,384,000.
- The approval of the purchase of six (6) remanufactured articulated buses for a total amount not to exceed \$2,256,000.

## ACTION ITEM



<b>8E:</b>	<b>Bus Advertisement Printing, Installation and Removal Contract</b>
<b>Action:</b>	<b>Approve a Contract with Houck Transit Advertising for Bus Advertising Services. The contract will be for two (2) years with three (3), one (1) year options with a Not to Exceed Amount of \$200,000.</b>

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

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### **Background:**

- DART does not currently have a firm under contract to provide bus advertising material as well as the installation and removal of the advertising on its buses and shelters.
- As part of DART's effort to increase advertising revenue, we are seeking a firm to provide these specific services.
- This will also facilitate the ease of advertising with DART and help increase the quality and quantity of advertising.

### **Procurement:**

- DART conducted a Request for Proposal for Bus Advertisement Material Printing, Installation and Removal Services. The RFP was published on August 15, 2014 and proposals were due on September 19, 2014 at 2:00 PM CST.
- Five firms responded to the RFP. The five firms were:
  - Garner Printing
  - Houck Transit Advertising.
  - Schneider Graphics
  - Screen Graphics, Inc.
  - Vernon Company
- All five firms were responsive to the RFP.
- After evaluations, Houck Transit Advertising scored the highest among the proposals received.

### **Funding:**

- Funding will come from the DART annual operating budget.

### **Recommendation:**

- The approval of a Contract for bus advertising services with Houck Transit Advertising for a two (2) year term with three (3), one (1) year options for a total Amount Not to Exceed \$200,000.

## ACTION ITEM



**8F: Data Management System Contract**

**Action: Approve a Contract with TransTrack Systems for the purchase and implementation of a Data Management System. The contract will be for five (5) years with a Not to Exceed Amount of \$575,000.**

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

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### **Background:**

- The purpose of a DART Data Management System is to aggregate data from all of the different sources within the organization to provide analytical and reporting tools to assist management and staff in making business decisions.
- The system will allow for DART to easily prepare its required National Transit Database (NTD) Reporting without significant manual manipulation.
- The project will also have the ability to create ridecheck forms and store the data necessary for DART's NTD data collection.
- Data and reporting system will be used to develop key performance indicators and necessary performance reporting,
- The implementation of the system will be phased starting with key data sources needed to produce DART's NTD reports.

### **Procurement:**

- DART conducted a Request for Proposal for the Data Management System. The RFP was published on March 19, 2014 and proposals were due on April 14, 2014.
- Five firms responded to the RFP with Proposals. The five firms were:
  - Trapeze
  - TransTrack Systems
  - CBIG Consulting
  - FedResults
  - Savant Consulting
- All five firms were responsive to the RFP.
- Based on initial evaluations, three of the firms were eliminated due to pricing and or the quality of the proposal. The three firms were CBIG Consulting, FedResults, and Savant Consulting.
- Oral presentations and interviews were held with the two finalists (Trapeze and TransTrack Systems) on September 5, 2014.
- After evaluations, TransTrack Systems scored the highest among the proposals received.

## **ACTION ITEM**

### **8F: Data Management System Contract**



- Total cost of the TransTrack software is a maximum of \$362,875. The implementation will be phased, with the initial phase costing \$224,960. Software maintenance costs over the five years will not exceed \$180,000 and will be subject to the implementation schedule.
- Contingency funds are built into to the total contract amount for additional technical assistance, custom reporting and process improvement consulting that may be needed over the five-year contract.

#### **Funding:**

- DART Capital and Operating Funds

#### **Recommendation:**

- The approval of a Contract with TransTrack Systems for the purchase of a Data Management System. The contract will have a Not to Exceed Amount of \$575,000.

**ACTION ITEM**



<b>8G:</b>	<b>August FY2015 Consolidated Financial Report</b>
<b>Action:</b>	<b>Approve the August FY2015 Consolidated Financial Report</b>

**Staff Resource(s):** Amber Dakan, Finance Manager  
 Jamie Schug, Chief Financial Officer

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

*Revenue:*

- Fixed Route Operating Revenue ended the year at 11.72% higher than budget projections. This increase in revenue is primarily attributed to the Iowa State Fair shuttle services.
- Fixed Route Non-Operating Revenue remains on target with a 2.67% lower than budget level. This is largely a timing issue as FY15 begins.
- Paratransit Operating Revenue is 5.78% lower than budget expectations. Cash fares are above target while contracted trips are currently lower than forecasted.
- Rideshare Revenues are 18.7% below budgeted levels at year to date. Rideshare revenue is expected to increase with the addition of the new van pool location added in Pella.

*Operating Expense:*

- Fixed Route Budget Summary – Operating expenses are on target at 1% below budget projections year to date.
- Paratransit Budget Summary – Operating expenses are currently 3.62% over projected levels. Service expenses as well as Cab expenses are the two categories attributing to the overage.
- Rideshare Expenses are below budgetary expectations by 6.3%. Several categories are experiencing a savings this early in the year.

**Recommendation:**

- Approve the August FY2015 Consolidated Financial Report.

**\*\* TOTAL Un-Audited Year-End August FY2015 as Compared to Budget:**

Fixed Route	\$	(31,522)	Reserve For Accidents (See Balance Sheet):
Paratransit	\$	(2,078)	FY2015
Rideshare	\$	<u>(21,168)</u>	\$135,581.56
Total	\$	(54,769)	

**FY2015 Financials:**

**August 2014**

<b>FIXED ROUTE</b>	<b>August 2014</b>			<b>Year-To-Date-(2) Months Ending 08/31/2014</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	615,167	413,208	201,959	923,246	826,416	96,831
Non-Operating Revenue	1,625,965	1,626,932	(967)	3,166,859	3,253,865	(87,006)
Subtotal	2,241,132	2,040,140	200,992	4,090,105	4,080,280	9,825
Operating Expenses	2,083,034	2,010,172	(72,862)	4,061,691	4,020,344	(41,347)
Gain/(Loss)	158,099	29,968	128,131	28,414	59,936	(31,522)

<b>PARATRANSIT</b>	<b>August 2014</b>			<b>Year-To-Date-(2) Months Ending 08/31/2014</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	148,431	174,167	(25,736)	328,203	348,333	(20,131)
Non-Operating Revenue	76,381	77,548	(1,166)	152,763	155,095	(2,333)
Subtotal	224,812	251,714	(26,902)	480,965	503,429	(22,463)
Operating Expenses	267,285	281,683	14,398	542,980	563,365	20,385
Gain/(Loss)	(42,473)	(29,968)	(12,505)	(62,015)	(59,936)	(2,078)

<b>RIDESHARE</b>	<b>August 2014</b>			<b>Year-To-Date-(2) Months Ending 08/31/2014</b>		
	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>	<b>Actual</b>	<b>Budgeted</b>	<b>Variance</b>
Operating Revenue	69,630	85,685	(16,056)	139,342	171,371	(32,029)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	69,630	85,685	(16,056)	139,342	171,371	(32,029)
Operating Expenses	70,671	85,685	15,014	160,510	171,371	10,861
Gain/(Loss)	(1,041)	-	(1,041)	(21,168)	-	(21,168)

## ACTION ITEM



**8H: Bus Rapid Transit Project Development Letter Submittal**

**Action: Approve the preparation and submittal of the entry into Project Development letter to the Federal Transit Administration for the University/Ingersoll Bus Rapid Transit Project.**

**Staff Resource:** Elizabeth Presutti, General Manager

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### **Background:**

- The University/Ingersoll corridor (current DART Route 60) as a potential Bus Rapid Transit corridor in the DART Forward 2035 plan.
- DART completed the Alternatives Analysis for the corridor and the DART Commission approved the “Locally Preferred Alternative” for the corridor in January 2012.
- As part of the new surface transportation legislation, MAP-21, the rules around advancing a project for federal funding changed as well as the criteria. The much simpler Very Small Starts program was eliminated requiring DART to work through the Small Starts program.
- Staff worked with City of Des Moines staff to finalize the station locations in June 2014.
- The project cleared the necessary environmental, archeological and historic preservation reviews in July 2014.
- Substance architecture has developed three potential concept designs for the various station types. Staff conducted three public meetings on September 29, 2014 seeking input on the designs and station locations. An online survey was also used to seek input and it will close later in October.
- In order for DART to advance the University/Ingersoll Bus Rapid Transit Project in the Small Starts program, DART must submit a letter to request entry into Project Development phase of the process. The Project Development phase allows for the following activities:
  - Complete environmental review process including developing and reviewing alternatives, selecting locally preferred alternative (LPA), and adopting it into fiscally constrained long range transportation plan - **DART HAS COMPLETED**
  - Gain commitments of all non-5309 funding
  - Complete sufficient engineering and design
  - Completion of the activities required to obtain a project rating under the evaluation criteria outlined in the law
- Once DART is able to enter Project Development and the project is rated, then DART would be able to receive funding under the Small Starts program. DART must receive a rating of “medium” or better in order to receive funding through the Small Starts program.

### **Recommendation:**

- Approve the preparation and submittal of the entry into project development letter to the Federal Transit Administration for the University/Ingersoll Bus Rapid Transit project.

## ACTION ITEM



<b>8I:</b>	<b>Transit Oriented Development Planning Grant</b>
<b>Action:</b>	<b>Approve the submittal of a TOD Planning Grant in coordination with the City Des Moines.</b>

**Staff Resource:** Elizabeth Presutti, General Manager

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### **Background:**

- DART is currently determining if our University/Ingersoll Bus Rapid Transit (BRT) project is eligible for the program. This should be determined prior to the DART Commission meeting on October 7, 2014.
- A detailed action item outlining the details of the program and the commitment required of DART in order to submit the grant application will be provided at the Commission Meeting if DART's BRT project is deemed eligible.

## DISCUSSION ITEM



<b>9A:</b>	<b>Real-Time Data Rollout and Try Transit Week Update</b>
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**Staff Resource:** Jennifer Greiner, Marketing Coordinator

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- A presentation on the Real-Time Data Rollout and Try Transit Week will be provided at the meeting.

**DISCUSSION ITEM**



**9B: Quarterly Safety Report**

**Staff Resource:** Mike Kaiser, Lead Supervisor

**Analysis of Accidents for the 4<sup>th</sup> Quarter of FY2014:**

<b>ACCIDENTS BY ROUTE:</b>	<u>4<sup>th</sup> QTR</u> <u>FY14</u>	<u>4<sup>th</sup> QTR</u> <u>FY13</u>	<u>YTD</u> <u>FY14</u>	<u>YTD</u> <u>FY13</u>
#1 - FAIRGROUNDS	2	0	4	2
#3 - UNIVERSITY	2	2	8	12
#4 -14TH	0	1	4	5
#5 -FRANKLIN AVE	0	0	0	2
#6 -INDIANOLA AVE	0	1	6	4
#7 -SW 9 <sup>th</sup> ST	0	2	6	3
#8 -FLEUR DR	0	0	1	1
#9 - EXPRESSES	2	6	12	14
#11 -INGERSOLL/VALLEY JCT	0	0	4	4
#12 - ON PROPERTY	5	7	11	12
#13 - PARK AVE	0	2	1	3
#14 - BEAVER AVE	0	0	2	4
#15 - 6 <sup>th</sup> AVE	1	1	11	2
#16 - DOUGLAS AVE	5	1	19	6
#17 - HUBBELL AVE/ALTOONA	4	1	10	4
#51 - MERLE HAY/CROSTOWN	0	0	1	0
#52 - VALLEY WEST/JORDAN CR	2	0	7	1
#60 - INGERSOLL/UNIVERSITY	2	2	9	3
#40 - LINK	0	0	0	4
#42 - STATE CAPITAL/D-LINE	3	0	10	2
#SS - SCHOOL ROUTES	0	0	4	2
#20 - PARATRANSIT	2	7	26	21
#R - RIDESHARE	6	0	20	4
#A - ADMIN	0	0	1	2
#M - MAINTENANCE	0	0	1	0
SF- STATE FAIR	0	0	0	0
TRAINING	1	0	2	3
<b>TOTALS</b>	<b>37</b>	<b>33</b>	<b>180</b>	<b>120</b>

**DISCUSSION ITEM**  
**9B: Quarterly Safety Report**



<b><i>ACCIDENTS BY TYPE:</i></b>	4 <sup>th</sup> QTR	4 <sup>th</sup> QTR	YTD	YTD
	<u>FY14</u>	<u>FY 13</u>	<u>FY14</u>	<u>FY 13</u>
BUS INTO FIXED OBJECT	19	13	66	46
PERSONAL INJURY	2	0	4	1
BUS INTO VEHICLE	3	7	21	19
VEHICLE INTO BUS	9	12	75	50
OTHER	3	1	11	3
MAINTENANCE	0	0	0	0
VANDALISM	1	0	3	1
<b>TOTALS</b>	<b>37</b>	<b>33</b>	<b>180</b>	<b>120</b>

<b><i>ACCIDENTS BY CHARGEABILITY</i></b>	4 <sup>th</sup> QTR	4 <sup>th</sup> QTR	YTD	YTD
<b><i>CODE:</i></b>	<u>FY14</u>	<u>FY13</u>	<u>FY14</u>	<u>FY13</u>
NON PREVENTABLE	10	12	79	49
PREVENTABLE	17	21	77	66
NOT GRADED	10	0	24	5
<b>TOTALS</b>	<b>37</b>	<b>33</b>	<b>180</b>	<b>120</b>



# System Summary Performance Report August 2014

	February 2014	March 2014	April 2014	May 2014	June 2014	July 2014	August 2014	August 2013	Percent Change 2015/2014	FY15 Year To Date	FY14 Year To Date	Percent YTD Change 2015/2014
<b>DART Fixed Route</b>												
Total Ridership	331,061	345,246	380,216	368,948	290,945	305,523	549,220	520,702	5.48%	854,743	805,007	6.18%
OTT Ridership	22,830	26,461	25,996	23,869	21,755	24,664	24,611	22,582	8.99%	49,275	43,677	12.82%
Unlimited Access Ridership	31,786	32,555	34,378	32,143	30,407	31,539	31,895	37,097	-14.02%	63,434	70,812	-10.42%
Bike Rack Usage	1,031	2,026	3,179	4,370	5,238	5,636	5,440	6,996	-22.24%	11,076	13,466	-17.75%
Passengers/Revenue Hour	20.03	19.66	21.19	21.10	17.14	17.42	25.51	25.64	-0.48%	21.88	22.16	-1.28%
Avg. Passengers Weekday	15,100	14,625	15,846	15,724	12,263	12,471	19,220	17,919	7.26%	15,767	14,876	5.99%
Avg. Passengers Weekend Day	3,633	3,813	3,950	4,306	3,713	3,895	14,560	14,055	3.60%	9,820	8,850	10.96%
Complaints/100,000 Riders	33.83	29.54	26.83	26.56	34.03	38.95	28.04	21.32	31.53%	31.94	22.36	42.84%
Commendations/100,000 Riders	3.02	6.08	4.47	3.25	4.12	3.60	3.10	3.07	0.73%	3.28	3.35	-2.33%
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	1.20	2.26	1.82	1.13	1.99	1.53	1.85	1.01	82.62%	1.71	1.32	29.63%
Non-Preventable/100,000 Miles	4.79	1.13	0.73	1.13	1.59	0.77	1.85	1.01	82.62%	0.94	0.62	50.69%
<b>Maintenance:</b>												
Total Miles Operated	250,606	264,942	274,222	265,844	251,211	260,874	324,379	296,183	9.52%	585,253	531,078	10.20%
Road Calls/100,000 Miles	18.36	14.72	14.59	19.94	22.69	26.83	21.58	12.83	68.20%	23.92	12.24	95.45%
Active Vehicles in Fleet	126	126	126	126	126	126	126	96	31.25%	126	90	40.78%
<b>DART Paratransit</b>												
Total Ridership	10,708	11,487	12,266	11,617	11,861	12,433	11,372	12,306	-7.59%	23,805	24,560	-3.07%
Passengers/Revenue Hour	2.91	2.98	3.05	2.98	3.05	3.06	2.92	3.03	-3.63%	2.99	3.11	-3.86%
Average Trip Length	5.87	5.81	5.69	5.71	5.76	5.28	5.56	5.81	-4.28%	5.41	5.83	-7.24%
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	1.59	4.50	1.43	1.51	0.00	1.52	0.00	1.40	-100.00%	0.78	2.79	-72.19%
Non-Preventable/100,000 Miles	0.00	1.50	0.00	0.00	0.00	1.52	4.75	0.00	0.00%	3.10	0.00	0.00%
<b>Maintenance:</b>												
Total Miles Operated	62,857	66,726	69,817	66,293	68,315	65,608	63,221	71,472	-11.54%	128,829	143,295	-10.10%
Active Vehicles in Fleet	20	20	20	20	20	20	20	29	-31.03%	20	29	-31.03%
<b>DART RideShare</b>												
Total Ridership	19,574	20,064	20,590	19,092	18,622	18,618	17,564	21,624	-18.78%	36,182	42,704	-15.27%
Total Vans in Circulation	93	92	91	90	90	90	90	93	-3.23%	90	93	-3.23%
Total RideShare Customers	739	714	697	690	674	670	667	779	-14.38%	669	788	-15.16%
<b>Accident Frequency Rate by Service:</b>												
Preventable	1.32	0.00	0.60	0.64	0.65	0.62	0.00	0.59	-100.00%	0.32	0.88	-63.97%
Non-Preventable	0.00	0.62	0.60	1.28	1.94	0.62	0.65	0.59	11.38%	0.64	0.59	8.08%
<b>Maintenance:</b>												
Total Miles Operated	151,071	161,329	166,693	156,668	154,259	161,031	152,736	170,116	-10.22%	313,767	339,113	-7.47%
Active Vehicles in Fleet	100	100	100	100	100	100	100	120	-16.67%	100	110	-9.09%



# System Performance Ridership Report

## August 2014

	February 2014	March 2014	April 2014	May 2014	June 2014	July 2014	August 2014	August 2013	Percent Change 2015/2014	FY15 Year To Date	FY14 Year To Date	Percent YTD Change 2015/2014
<b>DART Fixed Route Ridership</b>	<b>331,061</b>	<b>345,246</b>	<b>380,216</b>	<b>368,948</b>	<b>290,945</b>	<b>305,523</b>	<b>549,033</b>	<b>520,702</b>	<b>5.44%</b>	<b>854,743</b>	<b>805,007</b>	<b>6.18%</b>
<b>Local Routes:</b>												
#1 - Fairgrounds	20,355	19,836	22,861	21,665	15,238	17,423	242,186	223,225	8.49%	259,609	237,788	9.18%
#3 - University	31,738	34,426	37,117	36,698	32,021	33,857	36,283	37,726	-3.82%	70,140	71,558	-1.98%
#4 - E. 14th	16,126	17,405	18,958	18,488	15,224	15,812	16,144	15,784	2.28%	31,956	30,138	6.03%
#5 - Franklin Ave	3,298	2,972	3,549	3,424	1,311	1,220	2,233	2,102	6.23%	3,453	3,831	-9.87%
#6 - Indianola Ave.	20,639	23,453	25,093	25,177	21,462	23,239	24,128	22,935	5.20%	47,367	42,676	10.99%
#7 - SW 9th St.	32,147	32,818	37,896	38,572	27,725	27,791	31,122	27,903	11.54%	58,913	51,580	14.22%
#8 - Fleur Dr.	5,174	4,629	5,303	5,396	2,451	2,313	3,000	3,872	-22.52%	5,313	7,183	-26.03%
#11 - Ingersoll Ave.	1,998	1,788	2,146	2,220	2,254	2,454	2,506	2,863	-12.47%	4,960	5,779	-14.17%
#13 - Evergreen/SE Park Ave.	6,244	4,846	6,744	5,956	676	508	3,138	2,921	7.43%	3,646	3,572	2.07%
#14 - Beaver Ave.	22,198	22,182	24,347	23,194	16,654	17,702	20,235	18,607	8.75%	37,937	34,034	11.47%
#15 - 6th Ave.	26,197	26,331	28,231	28,162	19,674	20,567	22,196	23,956	-7.35%	42,763	42,454	0.73%
#16 - Douglas Ave.	33,385	36,547	40,382	37,942	30,193	31,741	34,421	32,215	6.85%	66,162	60,126	10.04%
#17 - Hubbell Ave.	17,583	18,935	20,287	20,950	18,832	19,750	20,059	16,296	23.09%	39,809	30,597	30.11%
#51 - Merle Hay Crosstown	2,307	2,506	3,522	2,551	2,339	2,609	2,178	694	213.83%	4,787	694	589.77%
#52 - Valley West/Jordan Creek	10,648	12,580	12,258	13,293	13,241	15,368	15,769	11,885	32.68%	31,137	22,224	40.11%
#60 - Ingersoll/University	31,934	34,152	36,758	35,311	28,851	27,381	28,921	24,071	20.15%	56,302	47,014	19.76%
<b>Shuttle Routes:</b>												
Link Shuttle	1,037	1,118	1,003	834	834	684	742	679	9.28%	1,426	1,540	-7.40%
Dline	12,507	14,423	14,605	13,923	15,105	17,564	14,101	19,712	-28.46%	31,665	50,787	-37.65%
Lincoln/McCombs	9,326	6,961	9,162	8,215	429	0	4,084	3,660	11.58%	4,084	3,660	11.58%
<b>Express Routes:</b>												
#91 - Merle Hay Express	794	1,007	1,165	1,033	941	887	804	987	-18.54%	1,691	1,988	-14.94%
#92 - Hickman Express	3,141	2,983	3,385	3,006	3,086	3,074	2,835	2,890	-1.90%	5,909	5,994	-1.42%
#93 - NW 86th Express	2,766	2,816	3,094	2,877	2,805	3,175	2,927	3,324	-11.94%	6,102	6,780	-10.00%
#94 - Westown	1,018	1,214	1,139	984	1,073	960	938	1,424	-34.13%	1,898	2,489	-23.74%
#95 - Vista	2,013	2,150	2,202	1,994	1,740	1,743	1,647	2,090	-21.20%	3,390	4,065	-16.61%
#96 - E.P. True	2,729	3,068	3,316	2,963	2,886	2,851	2,440	2,761	-11.63%	5,291	5,564	-4.91%
#98 - Ankeny	7,588	7,729	8,606	7,431	7,399	7,299	7,217	9,386	-23.11%	14,516	17,485	-16.98%
#99 - Altoona	1,780	1,719	1,952	1,702	1,587	1,793	1,668	1,744	-4.36%	3,461	3,414	1.38%
<b>On-Call/Flex Routes (Operated by Paratransit):</b>												
On-Call: Ankeny	181	199	267	250	235	219	207	209	-0.96%	426	524	-18.70%
On-Call: Des Moines	0	0	0	0	0	0	0	153	-100.00%	0	422	-100.00%
On-Call: Johnston/Grimes	383	334	315	256	179	270	281	518	-45.75%	551	1,036	-46.81%
#73 Flex: Urbandale/Windsor Heights	565	620	731	698	677	720	527	550	-4.18%	1,247	1,112	12.14%
#72 Flex: West Des Moines/Clive	3,167	3,391	3,732	3,670	3,544	4,008	3,952	3,410	15.89%	7,960	6,480	22.84%
#74 Flex: NW Urbandale	0	0	0	0	0	0	187	0	100.00%	187	0	100.00%
On-Call: REGIONAL	95	108	90	113	279	541	144	150	-4.00%	685	419	63.48%
<b>DART Paratransit Ridership</b>	<b>10,708</b>	<b>11,487</b>	<b>12,266</b>	<b>11,617</b>	<b>11,861</b>	<b>12,433</b>	<b>11,372</b>	<b>12,306</b>	<b>-7.59%</b>	<b>23,805</b>	<b>24,560</b>	<b>-3.07%</b>
Bus/Van	10,103	10,802	11,440	10,602	10,896	11,457	10,475	11,563	-9.41%	21,932	23,157	-5.29%
Cab	605	685	826	1,015	965	976	897	743	20.73%	1,873	1,403	33.50%
<b>DART RideShare Ridership</b>	<b>19,574</b>	<b>20,064</b>	<b>20,590</b>	<b>19,092</b>	<b>18,622</b>	<b>18,618</b>	<b>17,564</b>	<b>21,624</b>	<b>-18.78%</b>	<b>36,182</b>	<b>42,704</b>	<b>-15.27%</b>
<b>TOTAL RIDERSHIP</b>	<b>361,343</b>	<b>376,797</b>	<b>413,072</b>	<b>399,657</b>	<b>321,428</b>	<b>336,574</b>	<b>577,969</b>	<b>554,632</b>	<b>4.21%</b>	<b>914,730</b>	<b>872,271</b>	<b>4.87%</b>

<b>10A: Operations Department</b>
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**Staff Resources:** Anthony Lafata, Chief Operating Officer

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**Transportation - Randy McKern, Manager**

- September Safety Meeting highlights: Facilities Manager, Matt Pitstick provided updates on current projects at 1100 DART Way; Steve Hansen, Human Resources Director introduced Operators to DART's 2014 United Way Campaign; Kirstin Baer-Harding, Marketing Director updated Operators on DART's Riding The Bus campaign and Try Transit Week.
- Six Operators achieved a combined 63 years of safe driving for the month of August.
- DART's Fixed Route Operator of the Year, John Bartlett, was selected to drive for Senator Tom Harkin's farewell legacy tour of Des Moines.

**Maintenance - Scott Reed, Manager**

- September's Safety meeting included the annual United Way kick-off, Health Screening and Flu shot announcements and miscellaneous shop safety items that needed to be reiterated.
- As of September 24<sup>th</sup>, we have three of the six 2014 New Flyer buses on the street. The last three are in the final stages of the make ready process.
- We should begin seeing our 2014 Champion buses September 25<sup>th</sup> or 26<sup>th</sup>. Two of the buses are at the dealer in Marshalltown undergoing final prep prior to delivery to DART.

**Paratransit - Georgia Parkey, Manager**

- Our September Safety meeting had a full agenda including an overview of "Bus Evacuation and Fire Extinguisher Use". These topics are covered annually with staff. Steve Hansen teamed up with United Way Representatives to kick-off the 2014 United Way Campaign. Marketing Director, Kirstin Baer-Harding provided cupcakes to the Operators, promoting DART's campaign, "Riding is a Piece of Cake." The slogan is part of the October promotions of the MyDART online tools available to customers. Kirstin also updated staff on the enhancement features found in "Real Time AVL" system.
- I conducted several presentations for Ahepa Apartments at their locations in Johnston and Ankeny, on the "Bus Plus Paratransit" and "On Call" services that DART offers within their communities. *Ahepa; provides affordable housing for the low-income and disabled persons and ensure they receive the services designed to meet their physical and social needs.*
- Paratransit Operators celebrated with a BBQ on September 30<sup>th</sup>. Operators reached another safety milestone celebrating 120 days worked without a reportable injury.

**Training - Mike Kaiser, Interim**

- Fixed Route has two Operators in classroom training; two Operators in CDL training; three Operators in cadet training
- Paratransit graduated two Operators from training and were placed actively in service. Current transitions stand at one operator in Cadet training

## MONTHLY REPORT

### 10A: Operations Department



#### **Facilities – Matt Pitstick, Manager**

- Facilities has completed the Barn Portal, Fuel Distribution and Photo Voltaic projects. They are substantially complete and we are tracking warranties.
- In preparation for winter, we have been clearing the west fence at 1100 to provide more parking for buses awaiting maintenance as well as more snow storage.
- Finishing up the Asbestos abatement project in the boiler room. Completed an Arc flash study at 1100 that outlines required protective equipment when maintaining electrical infrastructure.

#### **Service Management - Mike Kaiser, Lead Supervisor**

- Service Management staff continues an active on-street presence throughout our service area.
- Service Management staff continues to facilitate communication efforts with DART riders and Operators ensuring the distribution of detour information is posted quickly and accurately throughout our service area.

## 10B: Marketing, Communications, Customer Service and RideShare Departments

**Staff Resources:** Kirstin Baer-Harding, Marketing Director  
Gunnar Olson, Public Affairs Manager  
PJ Sass, Customer Service and RideShare Manager

### Marketing Updates:

- On Sept. 3 and 4, the Urbandale Public Library hosted story time on the bus. Kids were able to hop on, learn about riding the bus, put tokens in the fare box, listen to a great story book and sit in the driver seat. Fun was had by all.
- Staff attended the Sept. 10 TRAC meeting and provided an update along with a presentation of the MyDART Real-Time Tools and the upcoming Try Transit Week events. A short demonstration of the online tools was given.
- Staff attended the four DSMove events throughout the month. The events were held on Southwest 9th Street, Southeast 9th Street, Meredith Drive (Urbandale) and University Avenue. All were well attended. A special thanks to the following staff who assisted throughout the month to ensure we could attend each event: Ethan Standard, Brandi Doung, Priscilla Giron, Lyle Mayberry and Marlon Paiz.
- MyDART Real-Time tools, including the Next DART Bus feature in Trip Planner, Real-Time Map and Alerts, were deployed on Sept. 21 to the public. Staff continues to work with Trapeze on the final development for the remaining technology, including MyDART Phone (IVR).
- Staff has deployed communications for the upcoming Try Transit Week, Oct. 5-11. DART will give free rides on all Local, Express, Flex and On Call services during the week. During Try Transit Week, DART will hold events throughout Greater Des Moines to encourage the riders and the public to discover how easy riding DART is with the introduction of MyDART Tools.
  - **Monday, October 6:**
    - Southridge Farmers Market (1111 E Army Post Rd, Des Moines), 3 - 6:30 p.m.
    - Altoona Chamber Event at Altoona Walmart (3501 8th St. SW), 3:30 - 5 p.m.
  - **Tuesday, October 7:**
    - Rider Appreciation at DART Central Station, 1:30 - 2:30 p.m.
    - Grab'n'Go at Grimes Walmart (2150 E 1st St.), 4 - 5:30 p.m.
  - **Wednesday, October 8:**
    - Rider Appreciation along Grand Avenue and High Street, 3 - 5:30 p.m.
  - **Thursday, October 9:**
    - Grab'n'Go at Clive Dahl's (15500 Hickman Rd.), 4 - 5:30 p.m.
  - **Friday, October 10:**
    - Rider Appreciation at DART Central Station, 10 a.m. - Noon

The events will be promoted throughout the week with a 100.3 The Bus remote broadcast on Monday, radio ads throughout the week, community newspaper ads, DART and community websites, bus flyers and audio messaging, panel cards, DART Central Station signage, email and social media.

## MONTHLY REPORT

### 10B: Marketing and Communications, Customer Service and RideShare



- Staff has been working on additional targeted marketing efforts for the new Flex Routes 73 and 74. An every door direct mail piece began showing up in mail boxes mid-September. The direct mail piece included two free ride passes which are valid until the end of October. Additional business outreach is being developed and look to deploy this fall.
- Staff continues coordinating a detour communication committee. This committee is working on developing guidelines and processes for detour, reviewing and establishing streamlined processes, and incorporating MyDART Tool into the detour process.
- Staff prepared and continues to distribute information about the RideShare Fall Special to promote new ridership. Additional marketing efforts are being deployed with newspaper ads in targeted communities and Facebook advertising.
- DART is working on a public art bus wrap project with the Greater Des Moines Public Art Foundation and ProjectSPACES. DART is working on approval of the artwork and working on preparing the bus. The project is a two year project with each artist's work being on display for six months.

#### **Advertising Program:**

##### *New September Advertiser*

- Kelly Scott Madison Media

#### **Communication Updates – Gunnar Olson:**

- Staff supported Commission Chair Steve Van Oort and General Manager Elizabeth Presutti for a presentation to the Ankeny City Council on Tuesday, Sept. 2.
- Staff helped organize bus rides with DART General Manager Elizabeth Presutti and metro-area mayors, including Mayor Frank Cownie of Des Moines, Mayor and DART Commissioner Skip Conkling of Altoona, and Mayor Scott Cirksena of Clive. Additional bus rides have been scheduled with more metro-area mayors, as well.
- Staff provided the voiceover for a trio of videos explaining how to use three of the new MyDART Tools that are now available with the launch of the real-time bus location information.
- Staff has been working with Ruan to finalize an Unlimited Access agreement with that company to start soon.
- Staff publicized Try Transit Week with a press release.
- Staff publicized DART's release of real-time bus-location information on its MyDART Trip Planner. This included a press release followed by interviews with radio and Des Moines Register reporters.
- Staff organized and held three public meetings for the Bus Rapid Transit project on Route 60 in coordination with Planning, Substance Architecture and HNTB. Additionally, staff released an online survey. The goal of the public feedback is to get a public preference for the designs of the stations, as well as feedback on the proposed station locations. This feedback will help inform staff's recommendation to the Commission.
- Staff publicized the BRT public meetings and online survey through a press release, followed by interviews with WHO TV and ABC5.
- Staff organized and held the September meeting of the Transit Riders Advisory Committee. Topics included updates on the BRT project, the release of real-time bus-location information, and facility improvements at 1100 DART Way.

## MONTHLY REPORT

### 10B: Marketing and Communications, Customer Service and RideShare



- Staff is serving on the committee preparing for the 2014 DART Safety Banquet.
- Staff participated in the quarterly meeting of the Polk County Housing Trust Fund marketing committee.
- Staff attended a day-long seminar called "The Disney Approach to Business Excellence," and the training opportunity provided many valuable insights on running a great organization.
- Staff attended the Sept. 18 candidate forum with gubernatorial candidate Jack Hatch.
- Staff attended the Sept. 23 candidate forum with congressional candidate David Young.
- Staff organized and participated in meetings with stakeholders to the BRT project, including Drake University, the Downtown Community Alliance, the Grand / Ingersoll SMIDD Board of directors and DMACC. Additional meetings have been scheduled in October.

#### **Customer Service Report – PJ Sass:**

##### *August Employer and Group Presentations:*

- Principal Orientation (5 visits)
- Smart Steps Program (9 students)
- EMBARC, Train the Trainer – 8 people
- EMBARC, Train the Trainer – 15 people
- Train The Trainer – 10 people

##### *August Website Communication and Messages*

- Answered/Completed Calls: 13
- Bus Stop/Shelter Requests: 0
- Contact/Feedback Form: 108
- Customer Service Requests: 2
- Other/Misc: 2
- Voicemails Received: 192 (41 of which required response)

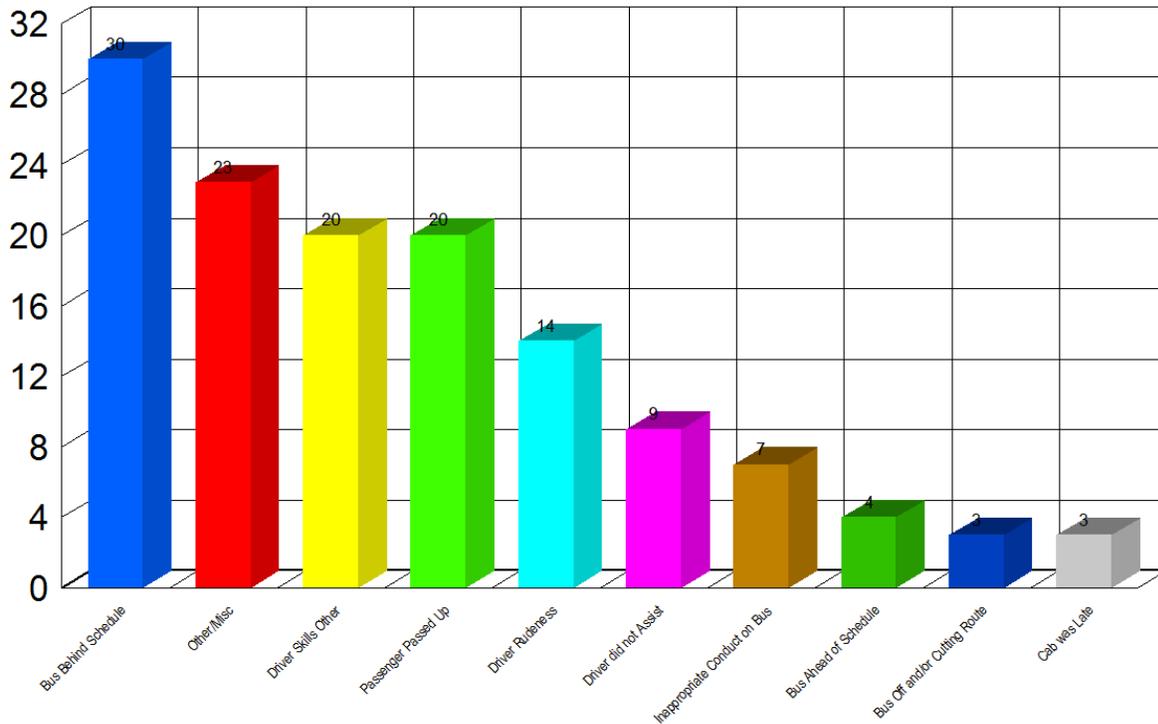
##### *Total Calls for August 2014*

- Schedule Information – 13,294
- Spanish Line – 189
- Receptionist – 895
- RideShare – 578



08-01-14 - 08-31-14

**DART  
Complaint**



- The top five comments for August were: Bus behind schedule, Other/Misc, Driver Skills, Passenger Passed Up, and Driver Rudeness.
- In summary, August we had 154 complaints, 17 commendations and 23 suggestions. Out of the total 154 complaints for August, 12 are still being investigated. For August a total of 20 complaints were founded which is about 8% of the total completed complaints

*Travel Training*

- No travel training during the month of August 2014.

**RideShare - Jennifer Long:**

**August 2014**

- Staff traveled to Vermeer Manufacturing on August 30 for a special Driver’s Training session.
- 18 people attended driver’s training this month.
- Staff worked with Marketing on Fall Special. All new riders who join a vanpool in September or October will receive 25% off their first three months’ fare. Content created for the special will be advertised on the DART website, social media, select newspapers, RideShare News lists, and Unlimited Access businesses.

## MONTHLY REPORT

### 10B: Marketing and Communications, Customer Service and RideShare



#### **Staff Commendations:**

DART had several comments in August recognizing DART staff:

- Catherine Dewitt: Regarding the additional runs on the #98... YAY! THANK YOU!!!! Just please do not take them back out again!
- TWITTER Feed: Give a shout out to Demetrius (driver of the 73 Flex Route, for his handling of a very sensitive incident on his bus yesterday afternoon (Aug 4) kudos!!!
- Barb Nelson: Passenger wanted us to know that Para-transit Operator "TJ" is great. Ms. Nelson thinks she should be given a big raise.
- Deb McMahon (voicemail) – My family and I travel on DART every August (Center Street Park and Ride). It is well organized, the staff are professional and so friendly. Thank you for making our experience so pleasant!!
- Gary Friemel: Phoned in to commend us on our services and especially for the fair. He caught the bus at Center Street on Monday and there was a younger female with dark hair assisting. She was very friendly - going above and beyond. He could not tell me enough how great she was. He rode to Gate 10 and was really nervous because his mobility device had a low battery. She made she got him on the bus first without making a huge scene, not causing a ruckus with everyone. He said "If I could, I would hold her up in front of all your employees and tell them how great of a worker she is". He stated he would even speak about DART in a commercial.
- Santana: I want Jerry to be our driver all the time, because he is so nice and always on time. I haven't been late to work (Wendy's) since he has been driving my route.
- Timothy Stock: My wife and I used DART for transportation to and from the fair. On our ride back to the 7<sup>th</sup> Avenue parking garage the bus driver was a joy to all on the bus – displaying an pleasant disposition. I wanted to send a note to DART to "Keep the bum on the bus".
- Mark Shellengerg: On Aug. 8, a new driver running route 52 inbound was hopelessly behind schedule and made a number of mistakes that caused me to miss the last Route 5. I was very mad when I contacted customer service and by the time I was done talking (with Brandi) all was well. She turned the situation around for me and solved my problem.
- Rosie Bernardino: I would like to compliment DART on their awesome customer service reps. Any time I've had to call in, the rep has been very helpful and friendly. Today she went above and beyond to assist me in getting everything situated for my child's bus schedule. Despite being very busy, she was patient, kind and happy. Thank you so much.
- Thomas Schmeh: Just read a blurb (press release in paper) on your Iowa State Fair Park and Ride Program and it prompted me to say "great job"!! My friend and I drove in and knew nothing about the program until we saw signage around SE Polk High School. We parked and rode thinking it was the greatest thing ever. Keep up the great work.

<b>10C: Planning Department</b>
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**Staff Resource:** Jim Tishim – Planning Director

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**Transit Master AVL/RTIS and Trip Planner Update:**

- On Sunday, September 21, 2014 three of the Trip Planner programs were released to the public. All three programs include the Spanish version:
  - MyDART Trip Planner
  - MyDART Real-Time Map
  - MyDART Alerts

MyDART Phones (IVR) is in the final stages of development. We expect to release it to the public later this fall.

- TransitMaster AVL/RTIS DART Reimbursement Change Order: DART and Trapeze came to agreement on reimbursements due DART. The majority of the funds being reimbursed comes from Network equipment DART purchased early in the project that was determined later to be a requirement for Trapeze to purchase. The total amount of the reimbursement to DART is \$3,701.87.
- TransitMaster AVL/RTIS System: Trapeze installed the mobile corrections for the Public Announcement (PA) System, Automatic Passenger Counter (APC) false errors and the Yellow Triangle application for the supervisor vehicles. The IT Department installed the fixes on test vehicles to verify the changes made to correct the program problems. The PA system was verified as resolved. The only two remaining open items to close out this project are the Automatic Passenger Counter (APC) false errors and the Yellow Triangle application for the supervisor vehicles. The installation of the mobile corrections did not correct the problems with the APC false errors. Trapeze has placed it back into development for more work. DART is in the process of final testing on the Yellow Triangle application for the supervisor vehicles.

**Planning Department Projects:**

- Valley West Mall Staging Area Move: Valley West Mall is requiring that we move our current staging location from the south side of JC Penney’s on the main level to an area north by the main Food Court entrance on the east side lower level of the mall. Currently, four fixed routes operate out of Valley West Mall; #3 University Ave, #52 Valley West/Jordan Creek Crosstown, #72 West Des Moines/Clive Flex and the new #74 NW Urbandale Flex. The move to the new location will take effect on Sunday, November 2, 2014.
- Planning Studies: The Planning Department is participating on two planning study steering committees; the SW 9<sup>th</sup> Street Corridor Planning Study and the River Bend Neighborhood Planning Study. Transit Planner, Ethan Standard, is serving on both committees.

**MONTHLY REPORT**  
**10C: Planning Department**



- Iowa Department of Transportation (IDOT) Iowa Park & Ride System Plan: The Planning Department participated in the discussion for the initial proposed Iowa Park & Ride System Plan back on March 6, 2014. The discussion centered on current Park & Ride locations throughout Iowa and possible new locations within the Metropolitan area. On September 11 the IDOT held an open house to unveil their draft proposed plan and to solicit feedback before finalizing the plan.

The Iowa Park & Ride System Plan for the first time provides for five locations within the Metropolitan area. These are general locations and not yet specifically defined. All five have potential for cooperation between the IDOT and DART to combining Park & Ride lots to include DART Express services.

- February 22, 2015 Service Change Planning: Planning staff started gathering information for our next service change on February 22, 2015. After each service change, the Planning Department holds a Run Review for the bus operators to have their input into service planning and adjustments. The bus operator Run Review meetings were held on September 17-19, 2014.
- South Ankeny Blvd Redevelopment Planning Session: The City of Ankeny is beginning their redevelopment planning study for South Ankeny Blvd. between Oralabor Road and 1<sup>st</sup> Street. The Planning Department participated in the initial planning session on September 10.
- Other Participation:
  - Data Management System RFP interviews and evaluations on September 5 for the two finalist; TransTrack & Trapeze.
  - DSMove SW 9th St Event on Saturday, September 7.
  - Attended the Disney's Approach to Business Excellence seminar on September 16 at Southridge Mall

<b>10D: Procurement Department</b>
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**Staff Resources:** Mike Tiedens, Procurement Manager

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**Procurements in Process:**

**On Call Public Relations Services** – *DART is seeking an experienced Contractor to provide on-call Marketing and Public Relations Services for various DART projects.*

- RFP was released on September 18, 2014.
- Proposals are due on October 17, 2014 at 2 PM CST.
- On-site oral interviews are tentatively scheduled for week of October 27 – 31.

**Refurbished Articulated Buses** – *DART is looking to purchase 6 refurbished articulated buses (with an option for 3 additional buses) from an experienced Contractor with experience in the production of remanufactured buses.*

- RFP was released on August 1, 2014.
- Proposals were due on September 5, 2014 at 2 PM CST.
- 1 Proposal was received: Complete Coach Works (CCW).
- Intend to recommend a contract be awarded to CCW via Single Bid.

**Rideshare Vans** – *DART is seeking an experienced Contractor to furnish Rideshare Vans of the 15-passenger size/configuration. 11 and 12 seat configurations will be available.*

- Up to 90 vans over 3 years (for replacement and potential expansion).
- Invitation for Bid was released on August 22, 2014.
- Bid Opening was on September 19, 2014, 2 PM CST.
- 2 Bids were received: Karl Chevrolet, Bob Brown Chevrolet.
- Intend to recommend a contract be awarded to Bob Brown Chevrolet.

**Bus Advertising Production, Installation and Removal Project** – *DART is seeking an experienced Contractor to produce, install, and remove advertising material on its vehicles and shelters.*

- RFP was released on August 15, 2014.
- Proposals were due on September 19, 2014, 2 PM CST.
- 5 Proposals were received: Garner Printing, Houck Transit Advertising, Vernon Company, Schneider Graphics, Screen Graphics, Inc.
- Intend to recommend a contract be awarded to Houck Transit Advertising.

**Banking Services** – *DART is seeking to contract with a commercial bank to provide business banking services, which would include general checking and investment accounts, direct deposit, ACH debit and credit services and others.*

- RFP was released on August 19, 2014.
- Proposals were due on September 15, 2014, 2 PM CST.
- Two Proposals were received: Bankers Trust and West Bank.

**MONTHLY REPORT**  
**10D: Procurement Department**



- On-site oral interviews were held on September 23<sup>rd</sup>.
- Intend to recommend a contract be awarded to Bankers Trust.

**Data Management System** – *DART is looking to contract with a vendor who would provide DART with a tool to aggregate data from all of the different sources within the organization and provide analytical and reporting tools to assist staff in making business decisions.*

- RFP was released on March 19, 2014.
- Proposals were due Monday, April 14, 2014, 2 PM CST.
- 5 Proposals were received: TransTrack Systems, Trapeze, Savant Consulting, CBIG Consulting, FedResults
- On-site oral interviews were held with the finalists on September 5, 2014.
- Intend to recommend a contract be awarded to TransTrack Systems, Inc.

**Drug and Alcohol Testing Services** – *DART is currently evaluating the contract that is in place with a Drug and Alcohol Testing Vendor through the Department of Administrative Services, State of Iowa.*

**SMS Services Project** – *DART is looking to contract with a vendor who would provide DART with the tools to integrate with SMS capability for delivery of GTFS schedule and real-time data as well as development of a mobile application.*

- RFP was released on August 5, 2014.
- Proposals were due last Friday, August 22, 2014, 2 PM CST.
- 3 Proposals were received: Cambridge Systematics, LogicTree, TransLoc
- After the evaluations were completed, LogicTree scored the highest and was awarded a contract.

**Contracts and Task Orders Approved in September:**

**TMD, Planning Services Order Contract**

- Scheduling Efficiency Review – *Review and analysis of DART's scheduling practices and the scheduling staff's role in the development and implementation of DART's fixed route service*
  - Task Order was approved on September 24, 2014 for the amount of \$16,242.00
- Customer Satisfaction Survey – *Conduct a customer satisfaction survey of DART riders*
  - Task Order was approved on September 8, 2014 for the amount of \$32,654.00

**CH2M Hill, Information Technology Services Contract**

- Paratransit Scheduling Software – *Provide design and scope of work development for paratransit scheduling software*
  - Task Order was approved on September 10, 2014 for the amount of \$87,527.00

**Upcoming Procurements:**

- Applicant Tracking / Talent Management Systems
- Taxi Cab Services
- Heavy Duty Bus Manufacturer
- Employee Benefit Broker Services

**MONTHLY REPORT**  
**10D: Procurement Department**



- Bus Inspection Services
- Bus Stop Installation Services
- Schedule Printing Services
- Employee Benefit Broker Services
- Insurance Broker Services

## MONTHLY REPORT



<b>10E:</b>	<b>General Manager</b>
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**Staff Resource:** Elizabeth Presutti, General Manager

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- **DART Central Station Award** – Substance Architecture received a 2014 AIA Iowa Excellence In Design Merit Award for DART Central Station on September 25, 2014. Jamie Schug and I attended the award ceremony, it was a great honor to see the facility recognized in this capacity.
- **Mayor and Councilmember Bus Rides** – I have been out and about taking our member government mayors and councilmembers for a bus ride. To date I have ridden with Mayor and DART Commissioner Conkling from Altoona, Mayor Cownie from Des Moines, Mayor Cirksena and Councilmember Judkins from Clive and Councilmember Messerschmidt from West Des Moines. I am currently working to schedule rides with Mayor Dierenfeld from Johnston and Mayor Gaer from West Des Moines. I believe that the rides taken to date have been well received and it has been a great opportunity to share with community leaders the benefits that DART services provide within the community.
- **Executive Committee Meeting** – Commissioner Van Oort, Commissioner Peterson and Commissioner Mahaffey met with staff on October 1, 2014. At the meeting we discussed the upcoming DART Commission Retreat, DART Commission Policies as well as a review of DART procurements.
- **Long Range Transportation Plan** – Discussions on the break out of funding and the allocation to public transit for the Long Range Transportation Plan (Mobilizing Tomorrow) continue to take place. I will be presenting to the MPO Policy Committee along with Jamie Schug on DART Finances at the October 16, 2014 meeting.
- **ATU Negotiations** – DART Management and the ATU Local 441 will exchange initial proposals to commence labor negotiations on October 28, 2014. ATU Local 441 represents DART's fixed route bus operators and DART's maintenance personnel.



# FUTURE DART COMMISSION ITEMS

## OCTOBER 7, 2014

November 4, 2014 - 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>- Fare Policy Recommendation</li> <li>- On-Call Marketing and Public Relations Services</li> </ul>	<ul style="list-style-type: none"> <li>- DART Investment Policy</li> <li>- FY 2016 Budget</li> </ul>
December 2, 2014 - 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>- DART Investment Policy</li> </ul>	<ul style="list-style-type: none"> <li>- FY 2016 Budget</li> </ul>
January 6, 2015 - 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>- Taxi Cab Contract</li> </ul>	<ul style="list-style-type: none"> <li>- FY 2016 Budget</li> </ul>
February 3, 2015 - 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> </ul>	<ul style="list-style-type: none"> <li>- FY 2016 Budget</li> </ul>
March 3, 2014	
Action Items	Information Items
<ul style="list-style-type: none"> <li>- FY 2016 Budget</li> </ul>	<ul style="list-style-type: none"> </ul>
April 7, 2014	
Action Items	Information Items
<ul style="list-style-type: none"> <li>- 5-Year Heavy Duty Bus Contract</li> </ul>	<ul style="list-style-type: none"> </ul>

### Key Meetings/Dates:

- October 8-10, 2014: American Bus Benchmarking Group Annual Meeting, Austin, TX
- October 12-15, 2014: APTA Annual Meeting & EXPO, Houston, TX
- November 4-5, 2014: IPTA Mid-Year Meeting, West Des Moines, IA

### Other Future Items:

- Benefits Administration Services
- Insurance Broker Services
- Open Records Policy
- Records Retention Policy

## COMMISSIONER ITEM



<b>12A: Commission Meeting Dates And Times</b>
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**Staff Resource:** Whitney Davidson, Executive Coordinator & Commission Clerk

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- Based on current meeting dates the proposed 2015 DART Commission Meeting dates are:

**Commission Meeting Dates 2015:**

- January 6
- February 3
- March 3
- April 7
- May 5
- June 2
- July 7
- August 4
- September 1
- September 29
- November 3
- December 1