



NOTICE OF COMMISSION MEETING AND AGENDA
DES MOINES AREA REGIONAL TRANSIT AUTHORITY
DART MULTIMODAL ROOM, 620 CHERRY STREET
MAY 7, 2019 – 12:00 PM

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
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4. APPROVAL OF MAY 7, 2019 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
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13. NEXT MEETING: Regular DART Meeting - Tuesday, May 7, 2019 – 12:00 P.M.	
14. ADJOURN	

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



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES
620 CHERRY STREET – DES MOINES, IOWA 50309
APRIL 2, 2019**



ROLL CALL

Commissioners/Alternates Present and Voting:

Vern Willey, Gary Lorenz, Doug Elrod, Michael McCoy (arrive at 12:04 p.m. and left at 1:40 p.m.), Frank Cownie, Jeremy Hamp, Sara Kurovski, Angela Connolly (left at 1:33 p.m.), Tom Gayman, Zac Bales-Henry

Commissioners Absent:

Arlene Sampson, Mike Bakous, Paula Dierenfeld, Russ Trimble,

Other Commissioners/Alternates Present:

CALL TO ORDER

Tom Gayman, Chair called the meeting to order at 12:02 pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF AGENDA

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

It was moved by Doug Elrod and seconded by Sara Kurovski to approve the April 2, 2019 agenda. The motion carried unanimously.

PUBLIC COMMENT

A group from Passageway requested more bus service during the day at along Grand Avenue. They expressed it's been hard for members who rely on public transportation to attend activities.

Thomas Washington, Des Moines resident, shared recent information he learned from his day at Capitol Hill.

TRANSIT RIDERS ADVISORY COMMITTEE

Hayley Anderson, TRAC Chair, provided updates on the last TRAC Committee Meeting. There are three TRAC members who have completed their term on the committee and received an award for their service, Get on Board promotion and updates on DART public affairs, legislative and service changes.

CONSENT ITEMS

7A – Commission Meeting Minutes – March 5, 2019

7B – FY2020 State Grant Application

It was moved by Zac Bales-Henry and seconded by Sara Kurovski to approve the consent items as presented. The motion carried unanimously.



ACTION ITEMS

8A – Heart of Iowa Regional Transit Agency (HIRTA) Vanpool Partnership

Matthew Harris, Business and Community Partnerships Manager, provided a brief background on the Heart of Iowa Regional Transit Agency (HIRTA) Vanpool Partnership. The vanpooling agreement is between DART and HIRTA to provide van pooling services to support the needs of commuters to Boone, Dallas, Jasper, Madison, Marion, Story and Warren Counties via the DART Rideshare program.

It was moved by Frank Cownie and seconded by Sara Kurovski to approve the Heart of Iowa Regional Transit Agency (HIRTA) Vanpool Partnership. The motion carried unanimously.

8B – DART Public Participation Plan

Amanda Wanke, Chief External Affairs Officer, shared that as part of DART's Title VI Program update that DART's Public Participation Plan also needs to be updated. Staff provided an overview of the updated plan to the Commission at the March 2019 meeting. The purpose of the plan is to ensure that the communication needs of minority and low-income groups are considered through DART's various planning processes.

It was moved by Angela Connolly and seconded by Vern Willey to approve the DART Public Participation Plan. The motion carried unanimously.

8C – June 2019 Service Change

Luis Montoya, Planning and Development Manager, shared DART's plans for the June 2019 Service Change. This service change includes the removal of school service on several routes for the summer, removal of On Call service in Alleman and Granger (effective July 1, when the cities withdrawals from DART become effective) and minor time adjustments to some DART schedules.

It was moved by Sara Kurovski and seconded by Jeremy Hamp to approve the June 2019 Service Change. The motion carried unanimously.

8D – February 2019 Financials

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

Fixed Route Operating revenue year to date is at 5.1% below budget projections. Operations expenses are 2.85% below budget projections year to date.

Paratransit Operating revenue is 37.5% lower than budget expectations. Operating expenses are 9.44% under budget.

Rideshare revenues were 5.25% below budget. Operating expenses has a budget savings of 8.40% year to date.

It was moved by Gary Lorenz and seconded by Sara Kurovski to approve the February 2019 Financials. The motion carried unanimously.



DISCUSSION ITEMS

9A – Planning Update

Luis Montoya, Planning and Development Manager, provided an update on the 2019 Service Planning Project to consider changes in the western suburbs and Ankeny for implementation in the fall. He also provided an update on the Transit Optimization Study and next steps that will take place.

9B – DART Service Standard Guidelines

Luis Montoya, Planning and Development Manager, provided a presentation to the Commission on DART’s Service Standard Guidelines. The purpose of the Service Standard Guidelines is to routinely evaluate DART’s performance based on established criteria, and to share those results and any proposed corrective actions with the Commission and general public.

9C – DART Advertising Policy

Erin Hockman, Marketing and Communications Manager, and Paul Drey, DART Legal Counsel, provided an overview of DART’s advertising policy including the history of the policy and current advertising revenues.

9D – Electric Bus Pilot Program Update

Jamie Schug, Chief Financial Officer, provided an update on DART’s Electric Bus Pilot Program sharing with the Commission the new model and manufacturing needs, new timeline and managing funding.

9E – Java Joes Update

Jamie Schug, Chief Financial Officer, provided an update on DART’s lease with Java Joe’s coffee shop vendor located in DART Central Station sharing with the Commission that the owner has decided to terminate the lease. DART is in agreement with this and will move forward with next steps.

9F – Performance Report

Elizabeth Presutti, Chief Executive Officer, shared that February was a tough month for ridership mainly due to the weather. Due to this we saw a decline in ridership on our local routes. There was an increase in ridership on some of the express routes, which is likely due to weather and people utilizing DART services. Paratransit ridership is up by 500 rides.

MONTHLY REPORTS

10A – Operations

No Update.

10B – Engagement –

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – APRIL 2, 2019**



Amanda Wanke, Chief External Affairs Officer, shared two events that are coming up. The first event on April 22, 2019 is with Guest Speaker Adie Tomer, a Brookings Institution fellow on metropolitan policy and infrastructure, for the Tomorrow Plan Speaker Series and Transit Future Work Group. The second event on April 25, 2019 is National “Get on Board” Day which is a promotion to raise awareness and use of our fixed route services; DART will be promoting on social media and at DART Central Station.

10C – Procurement

No Update.

10D – Chief Executive Officer

Elizabeth Presutti, Chief Executive Office, shared that Vicky Barr is currently out of the office and will be out through middle of the May. Amanda and her traveled to DC in March where they met with DART’s professional delegation and had a lot of discussion around infrastructure.

FUTURE AGENDA ITEMS

None

COMMISSIONER ITEMS

None

Tom Gayman, Chair adjourned the meeting at 1:49 pm.

Chair

Clerk

Date

*****OFFICIAL NOTICE OF THE NEXT DART COMMISSION MEETING DATE IS HEREBY PUBLISHED:**

The next regular DART monthly Commission Meeting is scheduled for May 7, 2019 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



CONSENT ITEM



7B:	DART Annual Health Insurance Renewal
Action:	Approve a one-year renewal of DART's Health Insurance Coverage through Wellmark BCBS, not to exceed \$2.0 million.

Staff Resource: *Katie Stull, Chief Human Resources Officer*

Background:

- DART has had a fully insured Medical Plan through Wellmark since July 1, 2017.
- DART's total expenditure for all medical plans is projected to move from an annual spend of \$1,807,427 to \$1,915,811. This 6.0% increase is equivalent to an increase of \$108,384.
- A breakdown of coverages, plan rates and estimated headcount per plan is attached. A contingency is included should employees add or change coverages through the year based on the estimated headcount.

Recommendation:

- Approval of a one-year renewal of DART's Health Insurance Coverage through June 30, 2020 not to exceed \$2.0 million.



DART Health Insurance Renewal - July 1, 2019

Wellmark									
4-Tier Rates	\$1,000 Deductible Plan Alliance Select 1000 80 \$25/\$25 GF			\$3,000 HDHP Plan Alliance Select 3000 100 HAS OTS			\$5,000 HDHP Plan Alliance Select 5000 100 EMB HAS OTS		
	Head Count	Rate	Annualized	Head Count	Rate	Annualized	Head Count	Rate	Annualized
Single	23	\$601.31	\$165,962	70	\$503.82	\$423,209	18	\$409.61	\$88,476
EE/Spouse	2	\$1,231.48	\$29,556	33	\$1,031.82	\$408,601	3	\$838.88	\$30,200
EE/Child	3	\$1,138.28	\$40,978	28	\$953.73	\$320,453	2	\$775.39	\$18,609
Family	1	\$1,845.42	\$22,145	19	\$1,546.22	\$352,538	1	\$1,257.09	\$15,085
			\$258,640			\$1,504,801			\$152,370
Change from current			5.1%			4.94%			6.3%
Combined Total							203		\$1,915,811
									6.0%
Plan Design	\$1,000 Deductible Plan In Network			\$3,000 HDHP Plan In Network			\$5,000 HDHP Plan In Network		
Deductible	\$1,000 / \$2,000			\$3,000/\$6,000			\$5,000/\$10,000 (Embedded)		
Coinsurance	80%/20%			100%/0%			100%/0%		
Out of Pocket Max.	\$3,000 / \$6,000			\$3,000 / \$6,000			\$5,000/\$10,000		
Office Visit	\$25 copay			<i>Deductible and Coinsurance</i>			<i>Deductible and Coinsurance</i>		
Preventive Benefits	Paid at 100%			Paid at 100%			Paid at 100%		
Urgent Care	\$50 Copay			<i>Deductible and Coinsurance</i>			<i>Deductible and Coinsurance</i>		
Emergency Services	\$150 Copay followed by coinsurance			Deductible and Coinsurance			Deductible and Coinsurance		
Inpatient	Deductible and Coinsurance			Deductible and Coinsurance			Deductible and Coinsurance		
Outpatient	Deductible and Coinsurance			Deductible and Coinsurance			Deductible and Coinsurance		
Rx	\$10/\$20/\$40			Deductible and Coinsurance			Deductible and Coinsurance		
Lifetime Max.	Unlimited			Unlimited			Unlimited		

This is only a summary, please see Summary of Benefits and Coverage (SBC) for complete details.



CONSENT ITEM



7C:	DART Annual Workers Compensation Insurance Renewal
Action:	Approve a one-year renewal of DART's Workers Compensation Insurance Coverage through West Bend, not to exceed \$550,000.

Staff Resource: *Katie Stull, Chief Human Resources Officer*

Background:

- DART has had a fully insured Workers Compensation Insurance Plan through West Bend since July 1, 2016.
- DART's total expenditure for this insurance plan is projected to move from an annual spend of \$585,714 to \$498,732. This 15% decrease is equivalent to \$86,982.
- A breakdown of the premium, MOD and discounts is attached.

Recommendation:

- Approval of a one year renewal of DART's Workers Compensation Insurance Coverage through not to exceed \$550,000.

Des Moines Area Regional Transit Authority
Workers Compensation Rate Comparison

<i>Classification</i>		<i>Payroll</i>			<i>Rates Per \$100</i>			<i>Premium</i>		
<i>Description</i>	<i>Code</i>	<i>2018-19</i>	<i>2019-20</i>	<i>Chg</i>	<i>2018-19</i>	<i>2019-20</i>	<i>Chg</i>	<i>2018-19</i>	<i>2019-20</i>	<i>Chg</i>
Limo Co: All Other Empl & Drivers-Scheduled	7382	9,536,247	9,536,247	0%	4.41	4.42	0%	420,548	421,502	0%
Automobile Rental Co: Garage Employees	8385	2,075,633	2,075,633	0%	2.38	2.35	-1%	49,400	48,777	-1%
Clerical Office Employees NOC	8810	3,414,653	3,414,653	0%	0.24	0.21	-13%	8,195	7,171	-12%
Totals		15,026,533	15,026,533	0%				478,143	477,450	0%
Increased Limits Charge					1.1%	1.1%	0%	5,260	5,252	0%
Waiver of Subrogation								100	100	
Rate Deviated Premium					0%	0%		483,503	482,802	0%
Schedule Modification					6%	6%	0%	512,513	511,770	0%
Experience Modified Premium					1.27	1.08	-15%	650,892	552,712	-15%
ARAP Modified Premium-if applicable					1.00	1.00	0%	650,892	552,712	-15%
Premium Discount					10.50%	10.34%	-2%	68,344	57,146	-16%
Discounted Premium								582,548	495,566	-15%
Terrorism Charges					2%	2%		3,006	3,006	0%
Other Charges								0	0	
Expense Constant								160	160	0%
Total Premium								585,714	498,732	-15%

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ACTION ITEM



8A: Service Standard Guidelines

Action: Approve the DART Service Standard Guidelines

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

Background:

- DART's Service Standard Guidelines are a set of goals and metrics for monitoring the efficiency and effectiveness of its fixed route service, as well as a description of processes for addressing areas in need of improvement.
- The purpose of the Service Standard Guidelines is to routinely evaluate DART's performance based on established criteria, and to share those results and any proposed corrective actions with the Commission and general public. This process ensures that resources are deployed rationally based on targets and system performance in order to avoid the impression that service planning decisions are made based on racial, socioeconomic or other biases.
- The Service Standard Guidelines were introduced to the Planning Committee in January 2019, were shared as part of the public outreach for the 2019 Title VI Program Update, and have been updated based on feedback and research into best practices. An informational overview was shared with the DART Commission in April 2019, and the full document was also shared with the Planning Committee in April 2019.
- DART's Service Standard Guidelines include the following:
 - An explanation of the different categories of DART's fixed-route service.
 - A description and target for metrics to monitor the efficiency and effectiveness of service, including route performance and operating cost.
 - A description and target for metrics to monitor the quality of service, including frequency, on-time performance, missed trips, and metrics related to vehicle quality and bus stop placement.
 - Guidelines for how the service standards will be applied.
 - An explanation of potential corrective actions and mitigation measures that could be employed when a route or the system is underperforming.
 - References to other relevant DART policies and procedures such as the Service Equity Policy and Public Participation Plan.
- The Service Standard Guidelines are a basis for the Commission to direct staff and make service planning decisions, but they do not require or preclude the Commission from taking any action it deems appropriate and necessary.

Recommendation:

- Approve the DART Service Standard Guidelines.



SERVICE STANDARDS AND PERFORMANCE MONITORING GUIDELINES





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1 INTRODUCTION

Service standards are a set of metrics and targets for monitoring DART service delivery and ensuring effective use of public investments. DART strives to meet the expectations of riders, taxpayers, community members, and other stakeholders while allocating resources responsibly to provide the best possible transportation service to the Greater Des Moines area. The service standards described in this document provide a framework for consistently monitoring the performance of DART services and adjusting investments accordingly. For example, routes that repeatedly underperform may require corrective action to improve route performance or reallocation of those resources into more effective service options. These standards have been approved by the DART Commission and are applied on an on-going basis by DART staff.

2 PURPOSE

There are many reasons to establish service standards and performance monitoring guidelines, including:

▶ **Objective Evaluation Tool**

The performance indicators, standards, and guidelines for performance monitoring collectively function as a management tool for fairly and objectively evaluating service and developing minor and major service changes.

▶ **Institutional Consistency and Transparency**

Using service standards and consistent performance monitoring processes ensures that evaluation of service is not only objective, but consistent over time and across the planning department. It also ensures public transparency and accountability in the service planning process.

▶ **Compliance with Federal Requirements**

As part of the guidance for Title VI compliance (see Federal Transit Administration (FTA) circular *FTA C 4702.1B*), the FTA requires transit agencies with fixed-route service to set system-wide service standards and policies for all fixed-route modes, though the full list of metrics and thresholds are defined by each agency. In this document, DART addresses all service standards and policies required by the FTA (see *FTA C 4702.18*, Chapter IV-4 - IV-7):

- ▷ Vehicle load for each mode (must set quantitative standard)
- ▷ Vehicle headway for each mode (must set quantitative standard)
- ▷ On-time performance for each mode (must set quantitative standard)
- ▷ Service availability for each mode (must set quantitative standard)
- ▷ Distribution of transit amenities for each mode
- ▷ Vehicle assignment for each mode



3 SERVICE CLASSIFICATION

DART operates different transit service types to meet the diverse transportation needs within the region. Each service type differs in its purpose within the network and markets served. Thus, performance targets vary from one service type to another. DART utilizes the five service types listed in **Table 1**. In the appendix, **Table A1** summarizes the classification of existing routes.

Table 1: DART Service Types

Service Type	Description
Core Local Route	<ul style="list-style-type: none"> ▶ Serves transit-supportive markets (busy/dense corridors with key regional destinations) and yields strong ridership. ▶ Strong ridership drives investment in frequent service. ▶ All-day, all-week service, to greatest financial extent possible.
Support Local Route	<ul style="list-style-type: none"> ▶ Serves a less transit-supportive market (lower-density development with few regional destinations) to improve connectivity of the transit network or provide access to riders in low-density areas of the region. ▶ Modest investment of resources; less frequent service. ▶ Limited span of service, peak-only where appropriate.
Express Route	<ul style="list-style-type: none"> ▶ Serves commuters with limited-stop/closed-door service for most of trip. Travel time should be competitive with private car travel for similar trip. ▶ Frequent departures during peak of the peak. Under-utilized trips may be eliminated. ▶ Peak-hour, peak-direction service (bi-directional service may be appropriate for some routes).
Shuttle Service	<ul style="list-style-type: none"> ▶ Circulator or short-distance routes for inter-community travel or first-/last-mile connections to/from Local or Express service. ▶ Frequent service facilitates spontaneous travel and accommodates more network connections; however, frequency and span vary based on market/function of route.
On-Call Service	<ul style="list-style-type: none"> ▶ Service by reservation that takes riders to requested destinations within a set service area. ▶ Limited service days, mostly mid-day service.



4 SUMMARY OF KEY PERFORMANCE INDICATORS

To achieve its mission of enriching lives, connecting communities, and expanding opportunities, DART must balance the customer experience with an efficient allocation of resources. Thus, DART has standards related to efficiency and effectiveness as well as standards related to service quality. Both are necessary to maintain and grow a strong regional transit network. This section provides a description of each key performance indicator DART uses to evaluate service. The associated standard, or threshold, for each performance indicator is listed in **Table 2** below.

Service Type	Efficiency & Effectiveness Standards		Service Quality Standards						
			Reliability		Comfort			Convenience	
	Passengers Per Hour	Cost Per Customer	On-Time Performance	Percent Trips Completed	Passenger Load	Vehicle Assignment	Average Fleet Age	Headways	Stop Spacing
Core Local	20	\$6.00	85%	98%	125%	40' (60' or 35' where appropriate)	8 years	15 - 30 min	0.25
Support Local	15	\$10.00			125%	40' (60' or 35' where appropriate)		30 - 60 min	0.25
Express	10	\$15.00			100%	40' (60' or 35' where appropriate)		20 - 30 min	Only as needed
Shuttle	5	\$25.00			125%	Vehicle smaller than 30' medium duty bus		Varies based on demand	0.25
Regional On-Call	5	\$25.00			125%	Vehicle smaller than 30' medium duty bus		On demand	N/A

Table 2: Summary of Service Standards by Service Type

4.1 Efficiency and Effectiveness Measures

As an agency that operates with taxpayer dollars, DART has an obligation to use its resources responsibly. Efficiency and effectiveness standards ensure that the community receives the



maximum benefit from each dollar invested in service. Measuring passengers per hour and cost per passenger helps DART to determine the return on investment: how many riders are returned for each unit of service investment.

4.1.1 Passengers Per Service Hour

Passengers per service hour is a performance indicator that helps DART evaluate a route's productivity: ridership generated per hour of service operated. A service that carries 20 passengers per hour of service operated is more effective than a service that carries 10 passengers per hour of service operated. DART is expending the same cost while carrying twice as many riders.

Application Example: Consider a route that carries 500 passengers per day using 3 vehicles over a 12-hour period. There are 36 total hours of service operated, for a productivity of 13.8 passengers per hour. However, if this route could be operated more efficiently by speeding up service, reducing delay, and reducing recovery time at the end of the route, it might only require the use of 2 vehicles to provide the same level of service. In this case, there are 24 total hours of service operated, for a productivity of 20.8 passengers per hour. In this scenario, the productivity increased through using existing resources more efficiently.

4.1.2 Cost per Customer

Cost per customer measures the cost to provide service on a per-passenger boarding basis. Like productivity, it is influenced both by how many riders a route carries and by how efficiently resources are deployed on the route. Since cost is primarily driven by the number of hours of service provided, routes with high productivity tend to have lower costs than routes with low productivity. However, cost metrics may vary depending on what type of vehicle is used (fuel efficiency, maintenance costs) and the presence of any cost-sharing partnerships. For services that do not meet minimum standards, DART can consider whether higher costs are acceptable relative to strategic priorities, such as access to job. Additionally, DART can explore funding partnerships that share the cost burden with the entities receiving the service.

4.2 Service Quality Measures

While efficiency and effectiveness measures evaluate how well resources are utilized, service quality measures evaluate how well DART is providing service to customers. It is not enough to simply operate a trip as scheduled. DART service must be reliable, comfortable, convenient, and accessible to be an attractive transportation option. Measuring on-time performance and trips completed evaluates reliability. Measuring passenger load, vehicle assignment, and fleet age evaluates passenger comfort. Finally, measuring frequency/headways and stop spacing evaluates accessibility and convenience. Distribution of transit amenities are often not controlled by DART alone, but they are addressed in these standards to ensure FTA compliance.

4.2.1 On-Time Performance

On-time performance is a performance indicator of service reliability and measures how closely a route adheres to its published timetable. It is measured as the percentage of trips that were delivered "on-time," which DART defines as departing any amount of time before or up to five minutes after the scheduled departure time at each scheduled timepoint along a route.

If a bus departs from a schedule timepoint early, it may result in riders missing their bus. Similarly, a bus arriving late to DART Central Station may cause a customer to miss a connection to



another route. Consistently delivering on-time service makes trip planning easier for the customer and gives customers confidence in using DART service.

Setting the on-time performance standard requires effective use of recovery time in the schedule to accommodate travel delays and travel time variability without generating excessive recovery time that consumes resources without generating ridership.

4.2.2 Trips Completed

By monitoring the number of scheduled trips that are completed, DART ensures effective resource management and customer reliability. Even if a given trip was consistently behind schedule and failed to meet the on-time performance definition at any of its timepoints or required a replacement vehicle, if the scheduled trip itself was completed, it is still considered service provided. Thus, DART measures trips completed as scheduled in addition to on-time performance. This indicator is useful in operations planning for establishing and monitoring operator and fleet availability requirements.

4.2.3 Passenger Load

A passenger load standard is one component of ensuring buses are not overcrowded and customers have a comfortable ride experience. While strong ridership per trip indicates a successful service, overcrowding for large portions of a trip increases the number of standing passengers and the duration of standing time. A passenger load standard must balance efficient allocation of vehicles with customer comfort. The vehicle assignment standard should complement the passenger load standard to achieve this balance.

Passenger load is measured as a ratio of the number of people on a vehicle to the seating capacity of the vehicle. So, if every seat on a vehicle is occupied by a customer at the time of measurement, the passenger load of that vehicle is 100 percent.

Application Example: If a bus has a 32-seat capacity and there are 43 passengers on board, the passenger load would be 134 percent. If the standard for that route is 125 percent, this bus would not meet the passenger load standard.

Customers are more tolerant of standing for short trips and/or at slower speeds than on longer trips and/or at higher speeds. Thus, the passenger load standard for express routes (longer trips at faster speeds) is generally lower than for local or shuttle routes.

4.2.4 Vehicle Assignment

A vehicle assignment standard provides guidance for matching the appropriate vehicle type to each service type. The primary consideration for vehicle assignment is the number of people on the vehicle at any one time (load). Most fixed-route services require a standard 40-foot bus; however, load variation may call for a different vehicle with more or less capacity. This standard is required of all fixed-route operators to ensure bus capacity is distributed in accordance with load or another objective measure.

4.2.5 Average Fleet Age

Average fleet age is a simple average of the age (number of years since the vehicle was manufactured—not purchased) of every vehicle in DART's fleet. Monitoring average fleet age helps DART perform effective transit asset management and budgeting (Note: Additional factors, such as total vehicle mileage, number of preventable accidents, mean distance



between failures, trips missed due to major breakdowns, and duration of out-of-service maintenance time are also considered in these processes. More information is available in the *DART Transit Asset Management Plan*). Buses that have been in operation too long are prone to more maintenance issues and the “wear and tear” of usage may impact the customer experience. By consistently purchasing new rolling stock, DART increases the reliability of its fleet and improves the customer experience.

4.2.6 Frequency/Headways

Service frequency is a strong indicator of how convenient transit service is for customers. Frequency is measured as the number of trips a bus route operates within an hour. Frequency is often referenced alongside the term “headway,” which is the time interval between bus trips, typically measured in minutes. For example, a bus with 15-minute headways has a frequency of 4 trips per hour. Most customers think of service accessibility and convenience in terms of minutes waiting for the next bus, so DART’s standard for frequency is defined as acceptable headway ranges for each service type.

Frequency of service is the number one factor that attracts riders to use transit service. Most riders want to be able to simply walk out to a stop and catch the next trip without consulting a schedule, but this can result in long wait times if a bus only operates every 30 to 60 minutes. While availability of real-time arrival information helps reduce some uncertainty with trip planning, it does not reduce the time riders have to wait for their bus to arrive. Wide headways reduce travel flexibility and convenience, making transit use less attractive.

4.2.7 Stop Spacing

Stop spacing refers to the distance between bus stops and is measured in miles. The average distance between stops on a route is one indicator of service accessibility—how many people can access a given route or the DART network. Important considerations in stop spacing include environment, speed, and service type/customer expectation.

Surrounding land use and density should be taken into consideration when siting bus stops. For example, areas with unsafe pedestrian conditions may require more frequent stops in order to be accessible for riders or may increase the average distance between stops if there are not enough places for a bus to safely pull over for passengers to board or exit the vehicle. Speed impact is another important consideration. Stops spaced too closely together slow down bus operations by causing the bus to decelerate, stop, board passengers, and merge back into traffic more frequently. Finally, service type and customer expectation play an important role in determining appropriate stop spacing. For example, a circulator service in a dense area (ex: Downtown D-Line) should have less distance between stops (every few blocks) compared to express service that should collect riders at/near the beginning of the route, spend most of the route with limited-stop/closed-door service (only stopping at major destinations), and then distribute riders at the end of the route.

4.2.8 Distribution of Transit Amenities

DART selects all bus shelter locations, and bus shelter investments are prioritized where there is strong ridership, key transportation corridors, partnership opportunities, and/or a walkable environment. When citing a location, DART may have to work with private property owners to acquire additional permits or reach agreements about a shelter location.



5 PERFORMANCE MONITORING GUIDELINES

In order for service standards to be an effective tool, they must be accompanied by guidelines for application. This section lays out timelines for monitoring service performance, actions to take if a route falls below expectations, and the process for evaluating requests for new service.

5.1 Performance Monitoring Schedule and Process

DART should evaluate each route based on the key performance indicators outlined in Section 4 on a quarterly basis. In most cases, an average of all trips on a route within the quarterly reporting period will be generated to compare to the DART standard. If a route does not meet one of the standards during one quarterly reporting period, no immediate action is required. However, if a route fails to meet either of the efficiency and effectiveness standards (passengers per service hour or cost per customer) for three consecutive quarterly evaluations, DART will conduct a more thorough review of that route's performance and determine the best corrective action.

5.2 Corrective Actions and Exceptions

Routes that fall below an efficiency and effectiveness standard (either passengers per service hour or cost per customer) for three consecutive quarters will be considered "under review for corrective action." DART should develop a Corrective Action Plan to address the route's underperformance. Strategies for the Corrective Action Plan might include:

- ▶ **Segment Level Analysis:** A segment-level analysis of a low-performing service may highlight a specific portion of the route that significantly reduces the overall performance, causing it to fall below standards. If a low-performing segment is identified, it can be modified to attempt to raise productivity for the route as a whole.
- ▶ **Operational Analysis:** Often the difference between meeting and failing minimum performance standards is inefficient use of vehicle resources. Realigning service to cover only critical segments, removing deviations, reducing recovery time, and eliminating excess dwell time are ways to reduce travel time and save resources, thereby raising performance levels without significantly affecting ridership.
- ▶ **Changes in Service Levels:** Adjusting the service levels of a low-performing route – by any combination of frequency, span, or day of week changes – may help tailor the transit product to its market and increase productivity. Some low-performing routes may not warrant the existing scheduled frequencies, and right-sizing investment in the route may be required.
- ▶ **Cost Sharing:** Exploring cost sharing or public-private partnerships can reduce the amount of public funding required on low-performing services. If a route does not meet passenger per hour thresholds but provides access to priority service destinations, continued service may be justified if funding partnerships offset enough cost so that DART's cost per passenger meets the standard.
- ▶ **Targeted Marketing:** Marketing tactics can help raise public awareness of a route in need of remedial action. Poor ridership may be a result of a miscalculation of a route's potential market. Investing in targeted marketing may be effective, particularly if a route is designed to serve concentrated market groups like employment centers, shopping districts, schools, hospitals, social service offices, or other major destinations.



- ▶ **Rider Outreach:** On-board surveys and rider interviews can provide valuable insight into how a route can be improved. Riders may share information on why the route schedule, alignment, or operation may be preventing people from using it more often.

Once a Corrective Action Plan has been developed and implemented, the route is expected to meet standards for three consecutive reporting periods to no longer be considered “under review.” If the route does not meet both efficiency and effectiveness standards for at least three of the four reporting periods after implementation of corrective action, revision of the corrective action plan or potential route discontinuation may be considered to ensure responsible distribution of resources. Route discontinuation is the final option for a low-performing route that does not meet performance standards and may be applied geographically (to a particular segment or route pattern) or temporally (during a particular service day or time of day).

Some routes that fail to meet service standards may be exempt from corrective action planning. This includes new service that has not yet matured (see Section 5.3), routes that provide necessary coverage or service to minority or low-income populations, routes that achieve strategic objectives (such as access to jobs), and other justifications deemed appropriate by the DART Commission. Routes that provide critical service to minority and low-income populations are determined through the service equity process outlined in Section 5.2.

5.2 Major and Minor Service Changes and Equity Analysis

Quarterly performance monitoring will play a role in DART's service planning decisions. Any change in service must be evaluated to determine if it is a minor or a major service change. (See *DART Service and Fare Equity Policy* for definitions and thresholds.) Major service changes are subject to a service equity analysis in accordance with Title VI of the Civil Rights Act of 1964, as applied in the Code of Federal Regulations and interpreted by FTA Title VI Requirements.

A service equity analysis must be conducted for any major service change and performed in compliance with FTA guidelines, as outlined in *FTA C 4702.1B*, and DART's *Service and Fare Equity Policy*. If a disparate impact or disproportionate burden is identified, DART will mitigate the impacts, where possible, but may proceed with the change if staff have demonstrated that there are no practicable alternatives that would accomplish DART's program goals and have less of an impact on minority and/or low-income communities.

Major service changes also require certain public outreach efforts, as outlined in the *DART Public Participation Plan*. These efforts may include a public meeting, opportunities for public input, and notice and communication of final changes. When possible, DART uses data from past public outreach efforts to identify the communication methods preferred or most utilized by DART customers. Monitoring customer communication preferences helps DART design a public outreach strategy that will reach the most customers (or specific markets, when appropriate) and generate robust public input.

Minor service changes or adjustments are not subject to the *DART Public Participation Plan* requirements or a service equity analysis.

5.3 Responding to Requests for New Service

DART frequently receives new requests for service from businesses, residents or regional destinations. DART must evaluate each request to see if the service proposed would meet established service standards. Understanding how many hours of service would be required,



DART can estimate the number of passengers the new service must generate to meet established cost per passenger and passengers per hour standards. DART should consider potential ridership and cost-per passenger standards when responding to requests for new service.. Additionally, DART should also consider cost-sharing partnership with the entity requesting service in order to allow the service to meet the cost per passenger standard without jeopardizing overall system performance.

When a new service is implemented, it should operate for a two to three year trial period. If after trial period the service does not meet passenger per hour and cost per passenger service standards, the route may need to be modified or undergo some other corrective action.



APPENDIX

Table A1: Routes by Service Classification

Service Classification	Route Name
Core Local	1-Fairgrounds 3-University 4-E 14 th St 6-Indianola Ave 7-SW 9 th Ave 14-Beaver Ave 15-6th Ave 16-Douglas Ave 17-Hubbell Ave/Altoona 52-Valley West/Jordan Creek 60-University/Ingersoll
Support Local	5-Franklin Ave 8-Fleur Dr 10-East University Ave 11-Ingersoll/Valley Junction 50-Euclid/Douglas
Express	92-Hickman 93-NW 86 th 94-Westown 95-Vista 96-EP True 98-Ankeny 99-Altoona
Shuttle	13-SE Park Ave 40-LINK 42-D-Line 72-West Des Moines Flex/Clive 73-Urbandale/Windsor Heights Flex 74-NW Urbandale
On-Call	Alleman Ankeny Easter Lake Granger/Grimes Grimes/NW Johnston



ACTION ITEM



8B: Title VI Program Update

Action: Approve Title VI Program Update

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

Background:

- As a recipient of federal funding, DART is required to operate its programs and activities in accordance with Title VI of the Civil Rights Act of 1964 and its amendments, collectively known as Title VI, which prohibit discrimination on the basis of race, color or national origin.
- DART’s Title VI Program is updated every three years and submitted to the Federal Transit Administration (FTA) Region VII Civil Rights Officer to verify DART’s compliance.
- The update is a comprehensive document, including the Title VI public notices, complaint procedures and complaint forms; a list of Title VI investigations, lawsuits and complaints; table of racial composition of non-elected bodies, where membership is selected by DART; locations of DART stations and facilities; customer demographics and travel patterns; and system performance measures.
- DART’s last Title VI Plan update was approved by the Federal Transit Administration in 2016.
- The updates for 2019 include more recent demographic data, charts, and maps, as well as the following policy updates that have separately been approved by the DART Commission:
 - Service and Fare Equity Policy
 - Public Participation Plan
 - Service Standards Guidelines
- Two public meetings were held at DART Central Station in February 2019 to share and discuss the Title VI Program Update, including the related policies listed above. Title VI Program Update materials were made available on the DART website, and shared with DART customers, stakeholders, and the general public in accordance with our Public Participation Plan.

Recommendation:

- Approve the 2019 Update to DART’s Title VI Program.



2019

TITLE VI PROGRAM UPDATE



Submitted by:

Des Moines
Area Regional
Transit Authority
515-283-8102

Recipient ID: 1831

Submitted to:

Federal Transit Administration
Region 7

MAY 2019



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1 Introduction

This 2019 Title VI Program Update of the Des Moines Area Regional Transit Authority (DART) is offered to verify compliance with Civil Rights Act of 1964 and its amendments (42 U.S.C. §2000d), collectively known as Title VI, which prohibit discrimination on the basis of race, color or national origin in programs and activities that receive federal funds.

This document has been produced consistent with the guidelines in Federal Transit Administration (FTA) Circular 4702.1B, effective October 1, 2012, as well as the requirements of 49 C.F.R. § 21.23(f). Updates to this Title VI Program are submitted to the Federal Transit Administration Region Seven Civil Rights Officer every three years, as required by 49 CFR Section 21.9(b). The date arranged by FTA for submittal of the DART 2019 Title VI Program Update is June 1, 2019.

DART is the regional transit authority governed by an independent commission. Effective July 1, 2019, DART's service area includes the following communities: Altoona, Ankeny, Bondurant, Clive, Des Moines, Grimes, Johnston, Pleasant Hill, Unincorporated Polk County, Urbandale, West Des Moines, and Windsor Heights. DART operates 17 fixed local routes, 7 express routes, 3 shuttle routes, 3 flex routes and 5 on-call routes. DART Paratransit provides both general public demand response transportation services as well as ADA complementary service. DART also has an extensive RideShare program that operates more than 90 vans throughout the region serving approximately 900 customers. The population of Des Moines is approximately 218,000 and the regional metro service area has a population of approximately 480,000. About 4.6 million unlinked passenger trips are provided annually.

This 2019 Title VI Program Update has been prepared to verify that:

- ▶ DART benefits and services supported by FTA funds are available to, and fairly distributed among, transit customers without regard to race, color or national origin;
- ▶ The opportunity and ability of persons to participate in transit planning, programming and implementation is not limited on the basis of race, color or national origin; and
- ▶ Any necessary corrective, remedial and affirmative actions have been taken to eliminate and prevent discriminatory treatment of people on the basis of race, color or national origin.



2 General Requirements & Guidelines

2.1 Annual Title VI Certification and Assurance

DART's Annual Title VI Certifications and Assurances are current. The annual certificate of assurances submission was filed in TrAMS in 2018.

2.2 Title VI Notice

DART notifies the public of the agency's Title VI obligations and informs the public of the protections against discrimination afforded by Title VI regulations. DART's Title VI public notice is posted at the following locations: Onboard DART vehicles, on the DART website (<http://www.ridedart.com>), at the Customer Service window at DART Central Station, and on the system map brochure.

These notices include:

- ▶ A statement that DART operates programs without regard to race, color and national origin;
- ▶ A description of how to contact DART for additional information on the recipient's nondiscrimination obligations; and,
- ▶ A description of how to file a discrimination complaint against DART.

The notice is provided in English along with Spanish, an identified language exceeding the safe harbor threshold.

We are Proud to Serve You!

It is DART's policy to utilize its best efforts to assure that no person shall, on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under its program of transit service delivery and related benefits.

Any person who believes that he or she has been subjected to discrimination under Title VI on the basis of race, color or national origin may file a Title VI complaint with DART.

Complaints may be filed with DART in writing and addressed to:

DART, Customer Service Manager, 620 Cherry Street, Des Moines, Iowa 50309

Or e-mail to: dart@ridedart.com

For additional information on Title VI, please contact DART's Customer Service Manager at 515-283-8100 or email dart@ridedart.com.

Son las normas de DART hacer su mejor esfuerzo para asegurar que ninguna persona bajo ninguna circunstancia de raza, color, o nacionalidad sea excluida de participar o se le nieguen los beneficios o sea sujeto a discriminación bajo el programa de entregas y servicios de tránsito y beneficios relacionadas.

Cualquier persona que crea que él o ella a sido sujeto(a) a discriminación bajo el Título VI basado en raza, color o nacionalidad puede registrar una queja Título VI con DART.

Quejas serán registradas con DART Escritas y se dirigirán a:

DART, Manejadora de servicio al cliente, 620 Cherry Street, Des Moines, IA 50309

O al correo electrónico: dart@ridedart.com

Para obtener más información sobre el Título VI, por favor póngase en contacto con el Administrador de servicios al cliente de DART a 515-283-8100 o por correo electrónico dart@ridedart.com.

Federal Transit Administration's Office of Civil Rights
www.fta.dot.gov

Iowa Civil Rights Commission
www.iowa.gov



515-283-8100 ridedart.com

2.3 Title VI Complaint Procedures

DART has established and implemented a Title VI complaint procedure, which is available on the DART website at www.ridedart.com.

The Customer Experience Manager will review and investigate every complaint promptly. Reasonable measures will be undertaken to preserve any information that is confidential. At a minimum the Customer Experience Manager will:

- ▶ Identify and review all relevant documents, practices and procedures;
- ▶ Identify and interview persons with knowledge of the Title VI violation, i.e., the person making the complaint; witnesses or anyone identified by the complainant; anyone who may have been subject to similar activity; or anyone with relevant information.
- ▶ Upon completion of the investigation, the Customer Experience Manager will complete a final report for the DART Chief Financial Officer. If a Title VI violation is found to exist, remedial steps as appropriate and necessary will be taken immediately. The complainant will also receive a final report together with any remedial steps. The investigation process and final report should take no longer than twenty (20) business days. If no violation is found and the complainant wishes to appeal the decision, he or



she may appeal directly to the Chief Executive Officer, DART, 620 Cherry St., Des Moines, Iowa, 50309.

The Customer Experience Manager shall maintain a log of Title VI complaints received from this process. The log shall include the date the complaint was filed; a summary of the allegations; the status of the complaint; and actions taken by DART in response to the complaint. Should DART receive a Title VI complaint in the form of a formal charge or lawsuit, the complaint will be forwarded to DART's attorney.

The complaint forms are available for download on the website at www.ridedart.com and are also available at DART offices and customer service windows. The forms are available in English and Spanish.

Title VI Complaint Form
Des Moines Area Regional Transit Authority (DART)

DART is committed to ensuring that no person is excluded from participation in or denied the benefits of its services. If you believe you have been discriminated against, you may file a complaint with DART. The following information you require any assistance, please contact the Customer Service Manager. Complaints must be returned to DART, Customer Service, 620 Cherry St., Des Moines, Iowa 50309.

PERSON DISCRIMINATED
NAME: _____
STREET ADDRESS: _____

WHICH OF THE FOLLOWING DISCRIMINATION? (CHECK ONE)
 RACE
 LIMITED ENGLISH PROFICIENCY
DATE OF INCIDENT: _____

DESCRIBE THE ALLEGED DISCRIMINATION. INCLUDE THE ALLEGED EMPLOYER'S TITLES OF ALL DART EMPLOYEES WHOM YOU BELIEVE WERE INVOLVED IN THE INCIDENT. PLEASE LIST ALL INFORMATION. PLEASE LIST ALL INFORMATION. PLEASE LIST ALL INFORMATION. PLEASE LIST ALL INFORMATION.

HAVE YOU FILED A COMPLAINT WITH ANY OTHER FEDERAL, STATE OR LOCAL AGENCIES? (CHECK ONE)
 YES NO

IF SO, LIST AGENCY/AGENCIES AND CONTACT INFO:

AGENCY:	CONTACT NAME:
ADDRESS:	PHONE NUMBER:

AGENCY:	CONTACT NAME:
ADDRESS:	PHONE NUMBER:

I AFFIRM THAT I HAVE READ THE ABOVE CHARGE AND IT IS TRUE TO MY BEST KNOWLEDGE.

COMPLAINANT'S SIGNATURE _____ DATE _____

PRINT OR TYPED NAME OF COMPLAINANT _____

DATE RECEIVED: _____
RECEIVED BY: _____



2.4 Record of Title VI Investigations, Complaints, and Lawsuits

DART maintains a record of all Title VI investigations, complaints and lawsuits. Several complaints were received between June 2016 and May 2019, either made directly to DART or to the Iowa Civil Rights Commission (ICRC).

File Date	Summary of Complaint	Summary of Findings	Actions Taken	Close Date
7/28/2018	Allegation that a DART Operator referred to complainant as a "heroin addict" while using the system	Video showed no use of unprofessional conduct by DART Operators, including words used, body language and tone of voice	Explained findings	12/20/2018
7/31/2018	Disabled individual banned from using DART services or facilities in 2016.	Complainant was banned due to ongoing violations of DART's code of conduct and harassment of employees	Explained findings	12/18/2018
7/31/2018	Complainant alleges her son was discriminated against because of race when a DART Operator refused a sticker as authorization for a prepaid ride; Operator removed the sticker from student's clothing	DART has no knowledge of stickers ever being an authorized form of identification of the bus program; only school IDs and printed passes (by DART) are accepted forms of authorization. Operator acted to enforce the fare.	Pending mediation	
12/6/2018	Complainant's daughters were allegedly denied service when DART prematurely called DMPD to respond to a rumored fight happening on DART premises.	DART employs DMPD officers regularly to provide security at DA Central Station. No call was made by DART to prompt police action on the date in question. DART had no involvement with the arrests made.	Pending ICRC review	
12/6/2018	Complainant claims daughter was threatened to be kicked off the bus for unruly behavior though she was not involved in the unruly behavior	DART does not have a record of this incident, and it is not clear that complainant was denied service.	Pending ICRC review	
4/10/2019	Complainant alleges DART denied him public accommodation due to his race.	Complainant violated DART's rules of conducts and repeatedly harassed staff, resulting in his trespass. He is eligible to appeal per DART's policies after 12 months. He is still able to use DART's bus service, but not DART Central Station	Pending ICRC review	



3 Public Participation Plan

3.1 Purpose

The Des Moines Area Regional Transit Authority (DART) encourages timely public involvement and participation and strives to deliver information, services and programs that reflect community values and benefit all segments of the community. The Public Participation Plan (PPP) for DART was developed to ensure that all members of the public, including minorities and Limited English Proficient (LEP) populations, have meaningful opportunities to participate in the decision making process for DART.

DART’s public outreach strategies are designed to provide the public with effective access to information about DART services and to provide a variety of efficient and convenient methods for receiving and considering public comment prior to implementing changes to services. DART also recognizes the importance of many types of stakeholders in the decision-making process, including other units of government, metropolitan area agencies, and community based organizations, major employers, passengers and the general public, including low-income, minority, LEP, and other traditionally underserved communities.



As a recipient of federal funding and, pursuant to Federal Transit Administration (FTA) Title VI regulatory guidance, DART should therefore seek out and consider the viewpoints of minority and low income populations, as well as individuals who do not speak English fluently “in the course of conducting public outreach and involvement activities.” (FTA Circular 4702.1B) Additionally, the funding recipient should offer “early and continuous opportunities for the public to be involved in the identification of social, economic and environmental impacts of proposed transportation decisions at DART.”

DART may modify its public participation methods over time based on feedback from its customers and the general public. The Plan is a “living” document that may be updated periodically to reflect community preferences, changing demographics and transit services, as well as respond to new communication and outreach methods.

Regulations and Policies Relevant to DART’s Public Participation Plan

DART functions under a wide variety of federal and state requirements. The list below provides an overview of the basic laws and regulations DART operates within.

- ▶ Federal Requirements:
 - ▷ Americans with Disabilities Act of 1990
 - ▷ Title VI of the Civil Rights Act of 1964
 - ▷ Executive Order 13166 -- Improving Access to Services for Persons with Limited English Proficiency
 - ▷ Executive Order 12898 -- Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations



- ▷ National Environmental Policy Act (NEPA)
- ▶ State of Iowa Requirements:
 - ▷ Open Public Meetings Act
 - ▷ Public Records Act

3.2 Goals

The Public Participation Plan endeavors to promote meaningful opportunities for the public, including low income, minority, and limited English proficient populations, to be involved in the identification of potential impacts of proposed transportation decisions by DART.

Specific the specific goals of DART's public outreach efforts include:

- ▶ **Transparency** - The process should clearly identify and communicate where and how participants can have influence and direct impact on decision-making.
- ▶ **Participation** - DART customers and members of the public should have ample opportunity to participate in key decisions such as having multiple options for how they receive critical information and share feedback.
- ▶ **Accessibility** - Every effort is made to ensure that opportunities to participate are physically, geographically, temporally, and linguistically accessible.
- ▶ **Diversity of input** - Participants represent a range of socioeconomic, ethnic, and cultural perspectives, with representative participants including residents from low-income neighborhoods, ethnic communities and residents with limited English proficiency, and other traditionally underserved people.

3.3 Principles

Public participation at DART is based on the following principles:

- ▶ **Proactive and Timely** – Participation methods should allow for early involvement and be ongoing and proactive so participants can influence decisions.
- ▶ **Tailored** – DART's public participation methods should be tailored to match local and cultural preferences as much as possible.
- ▶ **Authentic and Meaningful** – DART should support public participation as a dynamic and meaningful activity that requires teamwork and commitment at all levels of the organization.
- ▶ **Clarify in potential for influence** - DART should communicate to those giving input the factors weighing in the decisions, so they are clear on the potential for influence. In addition, staff should communicate the results of the public's input in terms of the impact on decisions at a broad summary level, providing the major themes, the decisions reached and rationale for the decisions.

The recommendations in the Public Participation plan reflect feedback from DART customers and the general public, as well as best practices in the field. Information on the preferences of DART customers and the general public was collected primarily through surveys conducted in



the fall of 2018. DART staff analyzed the results of the survey based on self-reported demographic information to cater recommendations to the expressed preferences of minority and low-income respondents. DART also has close relationships with many human service organizations that provide feedback on how DART can best communicate with the populations they serve.

3.4 Public Input Policy

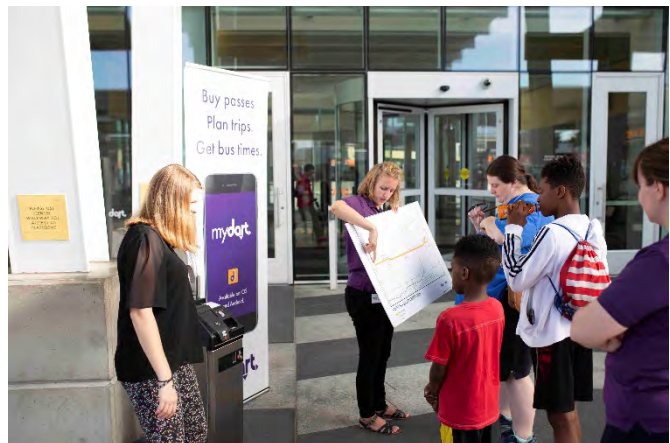
The methods described in the Public Participation Plan cover a range of ways in which DART engages with its customers and the general public. However, DART understands that decisions about budgets as well as changes to services or fares are of particular importance, and DART therefore has the following guidelines when considering such changes:

Major Service Changes and Fare Changes

DART will conduct public input on major service changes and fare changes. A major service change is defined as when 25 percent or more of a route's revenue hours or revenue miles is added or reduced, or when the total revenue hours for the system are expanded or reduced by 10 percent or more.

Major service changes and fare changes will meet the following public input requirements:

- ▶ Changes will be published for public review and comment no less than 60 days before the proposed changes.
- ▶ A minimum of one public meeting(s) will be held to gather comments within four weeks of the published notice.
- ▶ Public comment is always welcome at regularly scheduled DART Commission meetings.
- ▶ A notice of the final changes will be posted within 15 days of implementation.
- ▶ Notification methods may include on-board printed, digital, and audio announcements, posted notices at DART Central Station or affected bus stops, and various forms of electronic communication.
- ▶ The DART Commission must be given a verbal and/or written summary of public input and approval all significant changes.



In the event the DART Commission approves a comprehensive fare policy that approves multiple phases or implementations of fare or service adjustments over a period of time, DART reserves the right to modify this public comment process.



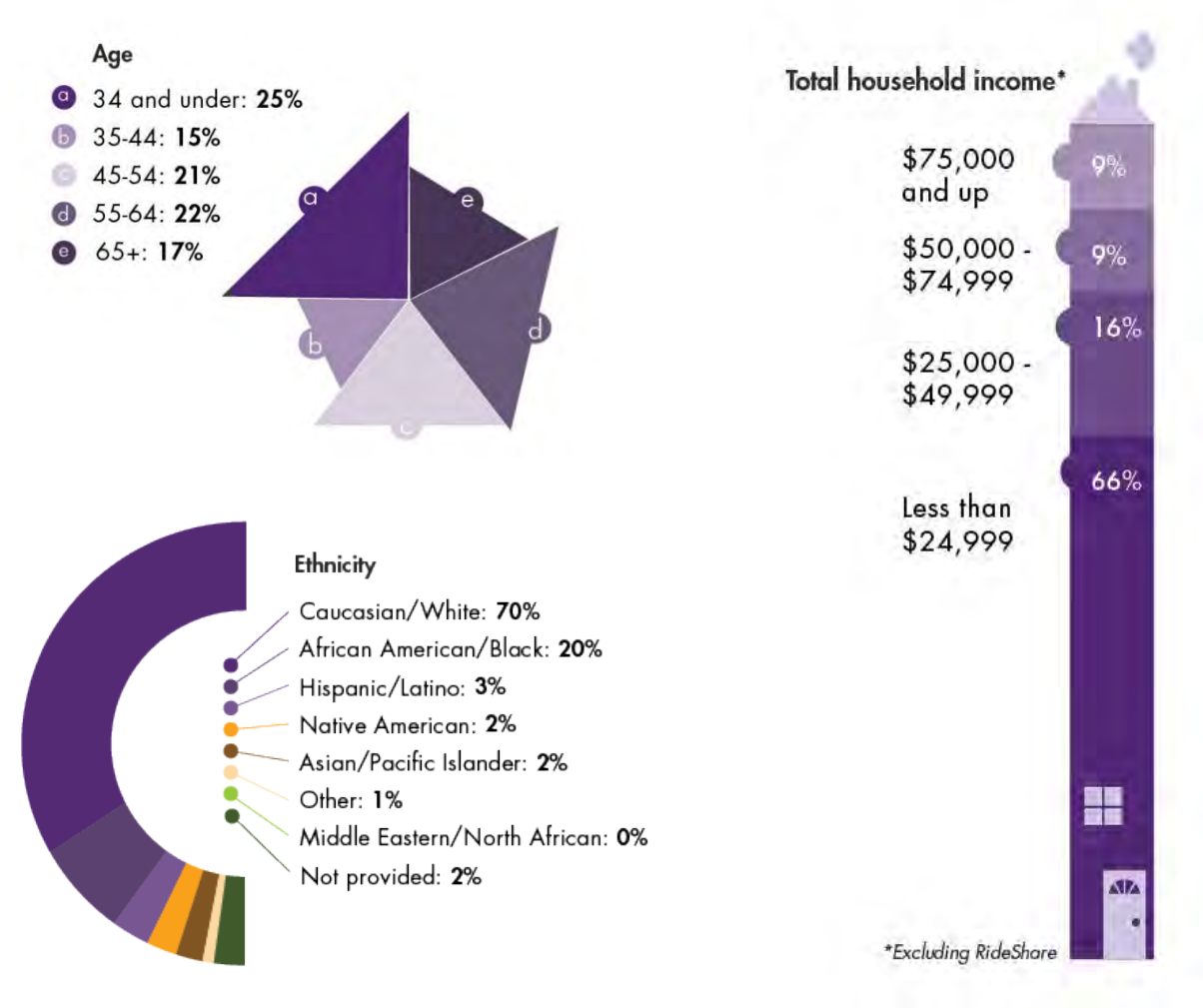
Budget and Tax Levy Changes

DART’s annual budget and any associated tax levy changes will have a scheduled public hearing at a DART Commission Meeting. The public hearing will be advertised per Iowa Code, not more than 20 (twenty) days and not less than 10 (ten) days in advance.

3.5 Customer Preferences

Customer Profile

DART understands the importance of tailoring communications and public participation techniques to the preferences of intended audiences. For most aspects of service planning and communication about DART’s services, the primary audience is DART customers. In order to understand who DART’s customers are, the following information was collected as part of a biannual customer satisfaction survey:

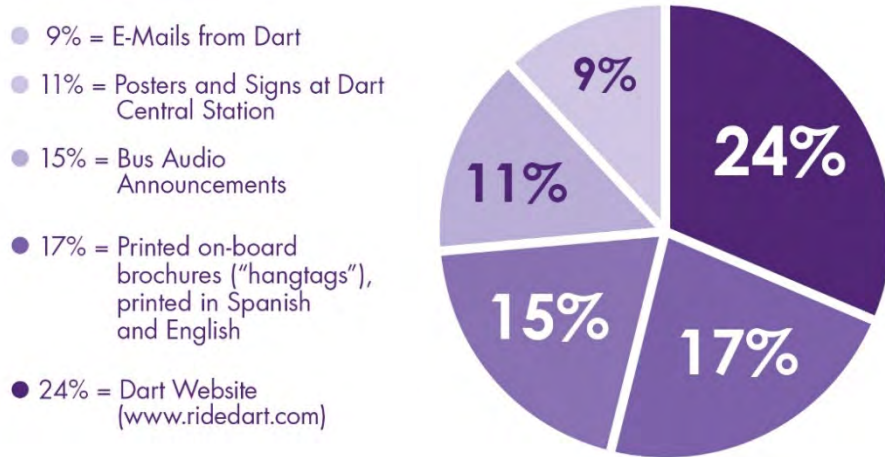




Preferred Customer Communication Techniques

In the fall of 2018 DART conducted a survey of its customers on all fixed routes to gauge various aspects of customer satisfaction and preferences. Among the questions asked were questions about how customers prefer to receive important updates from DART, how they prefer to share feedback with DART, as well as demographic information such as race and household income. The survey resulted in 769 unique responses, and a statistically significant sample size for the system as a whole and on each DART route.

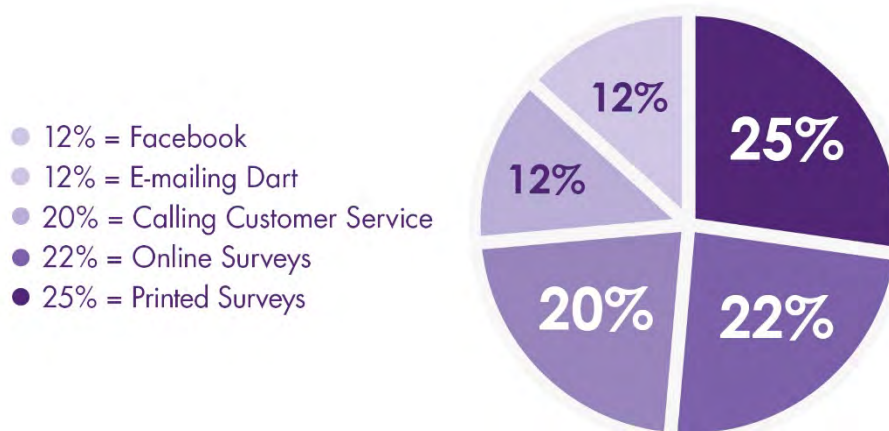
The survey revealed the top five methods DART customers prefer to receive important service updates are:



Other response options included bus shelter ads, interior/exterior bus ads, public meetings, Facebook, Twitter, Instagram, and member city communications, which collectively represented 24% of responses.

DART analyzed the responses from minority (39% of respondents) and low-income (52% of respondents), and found that the same top 5 methods for receiving information were preferred by these sub-groups of DART customers.

Additionally, the survey revealed the top five methods DART customers prefer to share feedback with DART are:





Other response options included public meetings, Twitter and Instagram, which collectively represented 9% of responses.

DART analyzed the responses from minority (39% of respondents) and low-income (52% of respondents), and found that the same top 5 methods for sharing feedback with DART were preferred by these sub-groups of DART customers.

DART also analyzed the responses from separate surveys of paratransit and rideshare customers. While a much smaller proportion of DART’s customers, tailoring communications about these programs to the formats preferred by established customers should improve participation rates.

- ▶ Paratransit customers have similar preferences for receiving information and sharing feedback as fixed-route customers (described above), with the exception that paratransit customer have a stronger preference for interpersonal forms of communication such as calling DART or attending a public meeting.
- ▶ Rideshare customers strongly prefer electronic forms of communication (email, website), as well as calling DART.

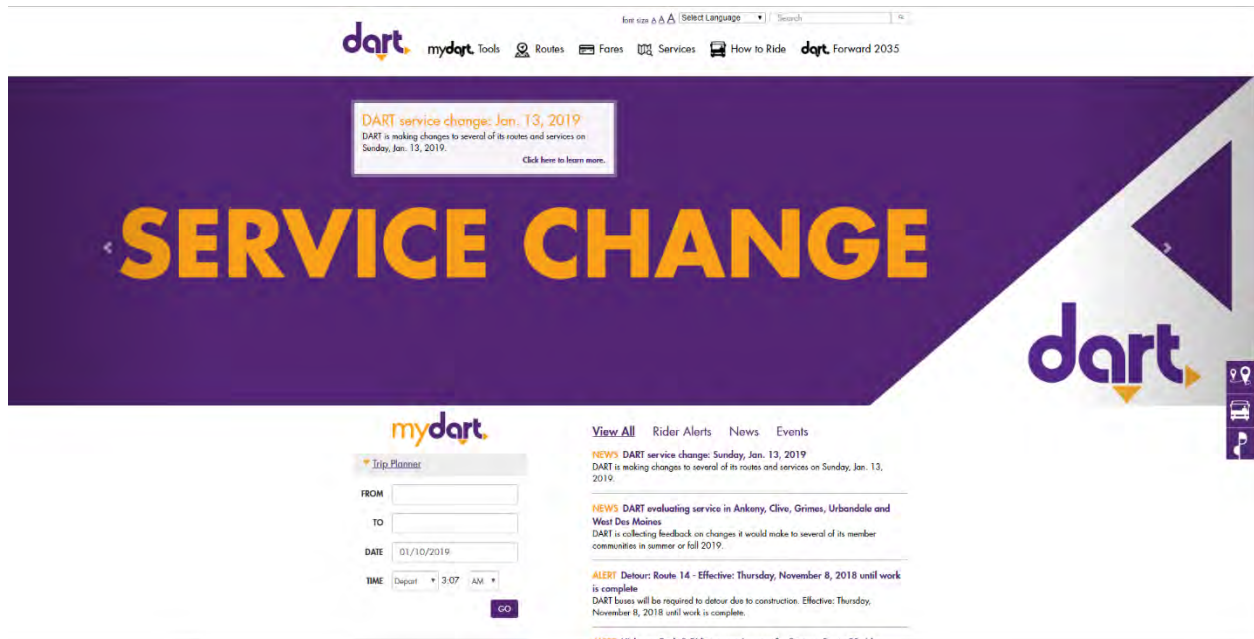


The customer preferences described above were used to guide the methods described in this public participation plan. Additionally, the tabular results of the surveys can be analyzed by bus route, member community and demographics in order to tailor communication with specific sub groups of customers as needed.

3.6 Direct Communication Methods

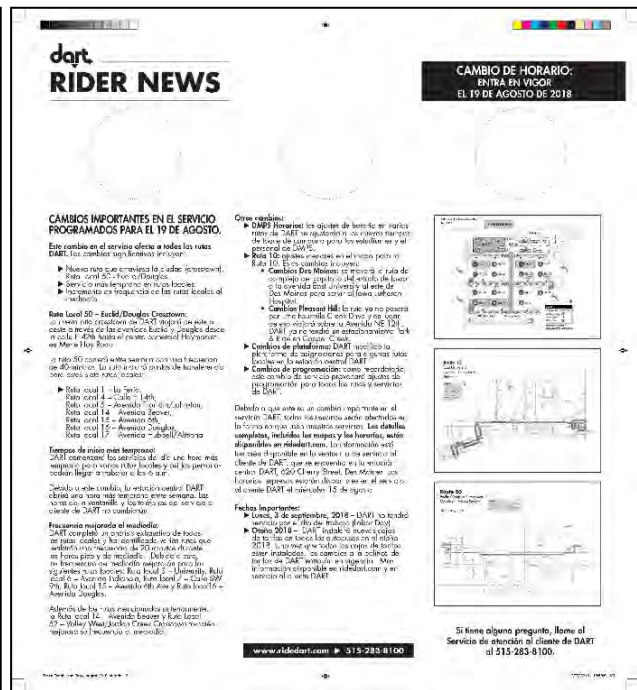
The Public Participation Plan identifies a menu of available methods for providing information to DART customers and the general public. While these communication methods are broadcast widely, they are important tools in reaching minority and LEP populations, who identified them as means by which they receive relevant information. These include:

- ▶ **DART’s website*** – DART’s website, www.ridedart.com, is one of the primary sources of information for DART riders. Several tools are available within the site to communicate changes in service as well as to notify the public of opportunities to participate in DART’s decision-making process. These include “news items” that appear as short summaries on the home page and, when selected, can lead to longer news items, including meeting schedules and links to route maps, surveys, et cetera.



Sample view of www.ridedart.com

- ▶ **On-board newsletters or "hangtags"** – These are printed materials with round cutouts (shaped like "Do Not Disturb" door hangers at hotels) that hang from the hang bars on buses. They are printed on both sides, with English on one side and Spanish on the other side. Their size can be increased with additional folding panels, depending on the amount of information. They are a highly visible and effective means of communicating directly with DART riders.



Sample on-board newsletter ("hangtag")



- ▶ **On-board audio announcements*** – DART’s Automatic Vehicle Location System has the capability of scheduling automatic audio announcements on DART buses. These announcements can be scheduled on all routes, or single routes, and can be triggered by location on route or on regularly timed intervals. Announcements can be recorded in both English and Spanish.
- ▶ **Emails to DART email subscribers (customers)** – These electronic communications are sent out via DART’s mass email subscription service. Customers can sign up on DART’s website to receive emails from DART. Staff has the flexibility to target email communications to subgroups of DART ridership, such as those on a particular route. Staff can also elect to send an email to all email subscribers.
- ▶ **Emails to partners** – These electronic communications can be sent out directly from staff members’ email accounts, as well as through DART’s mass email program. Similar to mailers, these can include letters to key staff members at these locations, as well as additional posters or other materials for them to distribute.
- ▶ **Press releases** – Press releases are aimed at generating news coverage of DART events, changes, meetings, et cetera. They are distributed via email to DART’s media contact list, as well as posted on the News and Media page of DART’s website.
- ▶ **Community newsletters** – DART has several partners in the community that publish newsletters, including several member governments. DART can provide articles to these partners for publication in their newsletters.
- ▶ **Ads on buses and bus shelters** – Overhead advertisements can be posted inside DART’s buses. Additionally, printed advertisements can be posted on the sides of DART’s bus shelters.
- ▶ **Posters at DART Central Station** – Printed posters can be posted around DART Central Station, including designated news bulletin areas within the waiting area and at the Customer Service Window.
- ▶ **Mailers to partners** – These printed materials can be distributed via mail to DART’s partners. They can include letters to key staff at these locations, as well as additional posters or other materials for them to post around their offices.
- ▶ **Partners’ websites** – Like community newsletters, DART’s many community partners maintain websites that are frequented by the public. DART can provide information to these partners to be included on their websites.
- ▶ **Community calendars** – One feature that is common to many of DART’s partners’ websites is a calendar. DART can share the times and dates of key meetings or events with the partners for inclusion on these calendars.
- ▶ **Paid ads in local media** – DART can publish paid advertisements in the daily newspaper of record, The Des Moines Register, in community newsletters and on local broadcast channels.
- ▶ **Paid ads in non-English media*** – DART can publish paid advertisements in non-English newspapers, magazines and radio stations to reach a wider span of the population.
- ▶ **Public notices** – These are published in the daily newspaper of record, The Des Moines Register, and are also posted on DART’s website.



- ▶ **DART’s Facebook page** – DART’s Facebook page is used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in DART’s decision-making process.
- ▶ **DART’s Twitter feed** – DART’s Twitter account allows staff to share newsworthy items with riders, including service changes and opportunities for the public to participate in DART’s decision-making process.



Sample view of DART’s Facebook page

* All communication methods are available for translation or interpretation upon request.

3.7 Methods of Involving the Public

DART employs a number of methods for involving the public in DART’s decision-making process. Staff consider a number of factors when designing public outreach process, such as the magnitude of the proposed change or decision, what level of influence public opinion has over the decision, and who will be impacted by the decision. As cited above, DART customer surveys indicate that minority and low-income populations have similar preferences to DART riders as a whole.

DART’s public involvement methods include:

- ▶ **Public Meetings** – A public meeting is a discussion between interested parties, often including riders. It is a question-and-answer format and an open discussion with a member of the DART staff to make sure comments stay focused on the proposed change and that everyone has a chance to ask questions. A public meeting is NOT required by federal regulations and comments do not go into the public record.
- ▶ **Public Hearings** - A public hearing is required by federal or state regulations where comments from the public go into the public record. A public hearing is governed by rules concerning who speaks when and for how long and is overseen by a DART official. A public hearing is NOT a question-and-answer format.
- ▶ **Grab-and-Go Events** – DART will staff informational tables at community events and at DART Central Station to share information about changes to service, new initiatives or community resources. These events allow DART to interact with a wide variety of community members for a shorter time span.
- ▶ **Surveys** – Surveys are a series of specific questions, often in multiple-choice format that can be distributed in print form as well as in digital form. The results from surveys can be



quantified and analyzed, but are not as conducive to broader, more open-ended discussions.

- ▶ **Focus Groups** - At times, the complexity of a project, issues, or needed input may require engaging targeted audiences of stakeholders.
- ▶ **DART Commission Meetings** - The Board of Commissioners meets the first Tuesday of each month at 12:00 p.m. at DART Central Station, 920 Cherry Street, Des Moines, IA. These meetings are open to the public and include an opportunity for the public to comment on any item relating to transit.
- ▶ **Public Comment Cards** - Public comment cards open-ended questionnaires that can be distributed in printed form as well as in digital form. Comments from comment cards are valuable for open-ended discussions, although they are not as easy to quantify or analyze.
- ▶ **General Comments** - DART is always open to and accepting of public comments, regardless of whether they were given as part of an organized effort. Comments can be shared with DART by phone at 515-283-8100, by email at dart@ridedart.com, by mail at 620 Cherry Street, Des Moines, Iowa, 50309, or in person at DART Central Station.

3.8 Selection of meeting times and locations

The selection of meeting times and locations that are convenient for target audiences is crucial to providing meaningful opportunities for public participation. For example, announcements about meetings on service changes should be shared with the public by both on-board and digital means; they should be held not only in the early afternoon but also in the late afternoon or early evening; and they should be held at locations in downtown Des Moines as well as regional locations such as suburban and Des Moines branch libraries.

3.9 June 2016 – March 2019 Outreach

DART’s outreach for its long-range planning, major service changes and other changes impacting riders and the public included the following activities:

- ▶ Eleven public meetings were held Feb. 29 – March 2, 2016 to collect feedback on what service updates should be included in DART’s long-range transportation plan, DART Forward 2035.
- ▶ Twelve public meetings were held Oct. 12 – Nov. 2, 2016, to collect public input on proposed updates to DART’s long-range transportation plan, DART Forward 2035.
- ▶ One public meeting was held during a DART Board of Commissioners meeting on June 6, 2017 to collect input on structural changes to the DART Board of Commissioners.
- ▶ Two public meetings were held July 10-13, 2017 to collect feedback on recommendations





on a service change that eliminated one Express Route and replaced service through an extension on a Local Route.

- ▶ Two public meetings were held Aug 22 and 28, 2017 to collect feedback on proposed changes to DART's fare policy.
- ▶ Two public meetings and five grab and go style public events were held April 16-23, 2018 to collect feedback on recommendations for a major service change in August 2018.
- ▶ Seven Grab and Go events were held at DART Central Station between June and October 2018 to inform riders on changes to DART's fare policy and the introduction of new fareboxes.
- ▶ Four public meetings and three grab and go events were held in several DART member communities between Dec. 8, 2018 and Jan. 14, 2019 to collect feedback on DART's services to inform DART's analysis of possible changes to service in those communities in the fall of 2019.
- ▶ Two public meetings were held at DART Central Station in February 2019 to share information and collect feedback on DART's Title VI Program Update, including Service Equity Policies, Service Standards, Public Participation Plan, and Language Assistance Plan.
- ▶ Public hearings were held on DART's budget process were held annually each March.

Attendance at public meetings typically averaged roughly 5-10 members of the public, while Grab and Go events resulted in dozens of interactions per event and surveys resulted in hundreds of responses. DART has found that paid promotion of public meetings on social media, as well as bus audio announcements have led to higher turnout at outreach events. DART also found that having technical staff available at outreach events in addition to customer service and communications staff can allow for more detailed conversations with customers and members of the public.

3.10 Translation and Interpretive Services

DART's program for providing translation and interpretive services is critical to the success of the Public Participation Plan in reaching minority and LEP populations. The program provides translation and interpretive services upon request at the customer service window, over the phone, at all public meetings, and for important documents.

For example, DART contracts with a firm called CTS Language Link to provide interpretation services in over 240 languages to customers upon request. These services can be accessed by phone or at the customer service window at DART Central Station.

Additionally, DART makes translation services available at its public meetings to anyone who requests them. The translation services are publicized in meeting notices.

More details about DART's strategy and resources to ensure that language is not a barrier for people to take full advantage of DART's services can be found in DART's Language Assistance Plan.



3.11 DART Partners

DART utilizes a network of local partners to enhance its reach within the community.

- ▶ DART can “amplify” its messages by routing them through partners’ communication networks, thereby reaching more of the minority and LEP populations. These messages include:
 - ▷ Valuable information about DART’s services
 - ▷ Opportunities to participate in DART’s decision-making process
- ▶ DART can consult with these partners’ staff and clients on:
 - ▷ Transportation needs
 - ▷ Solutions to potential or real issues

DART counts more than 200 organizations, businesses and other government agencies among its list of partners. These organizations span the following categories (*a complete list of partners can be found in Appendix A*):

- ▶ Youth centers
- ▶ Rehabilitation centers
- ▶ Agencies for low-income individuals
- ▶ Refugee resettlement agencies
- ▶ Human rights organization
- ▶ Shelters
- ▶ Community action centers
- ▶ Correctional facilities
- ▶ Agencies for people with disabilities
- ▶ Corporate partners
- ▶ Pass-sales outlets
- ▶ Member governments
- ▶ State government agencies
- ▶ Federal government agencies

In particular, these DART partners provide valuable avenues for reaching minority and LEP populations.

3.12 Equity Considerations

DART recognizes that minority and low-income populations have historically been systematically excluded from participating in public decision-making. Due to persistent societal and cultural influences, it can be difficult to ensure diverse public participation in DART’s decision-making, despite the concerted efforts described in this plan. DART therefore recognizes the need to think



carefully about how to design inclusive outreach processes, and to build in key steps to consider whether a public participation process and its outcomes are achieving the intended results.

DART staff will utilize the following considerations developed as part of the Capital Crossroads program, a collaborative vision for improving Central Iowa, to evaluate the racial equity implications of key decisions:

- ▶ Have a variety of ethnic communities/people of color been informed, meaningfully involved and authentically represented in this process/decisions?
 - ▷ How has this been done?
 - ▷ How has the feedback been considered, incorporated and lifted-up?
 - ▷ What challenges have we faced in hearing that voice?
- ▶ Is there a group that benefits more than another because of this process/decision?
- ▶ What could be one unintended consequence of this process/decision for ethnic communities/communities of color?
- ▶ What action will be implemented to advance equity in this process/decision?

3.13 Outcomes

The outcomes of public participation will be reported in an open and transparent manner. The expectation is that, once community members have participated in a process, DART owes it to them to say how their participation influenced the outcome. DART should be able to demonstrate that it explored the suggestions and recommendations of the public and taken that into consideration as part of the process.

3.14 Conclusion

This Public Participation Plan must, first and foremost, be accountable to the public. The strategic approach, goals, and guiding principles DART has established are intended to foster public participation by providing early, continuous, and meaningful public engagement processes for its stakeholders regardless of race, color, or national origin, including populations and individuals who may be underserved because of limited English proficiency (LEP), minority or socioeconomic status, or disability. The methods and techniques employed by DART help increase public participation rates, particularly among those individuals and populations that are often overlooked or underrepresented.

While the methods and techniques used during the public participation process may vary according to each circumstance, DART will make every effort to achieve the standards it has set and to design public outreach efforts with the goal of most effectively reaching out to the diverse populations throughout DART's service area. As a living document, the Plan may evolve according to the demographic makeup of DART's communities and their unique needs, as well as DART's evaluation of its public participation effectiveness.



4 Limited English Proficiency (LEP) and Language Assistance

4.1 Four Factor Framework Analysis

This plan utilizes the four-factor analysis of an individualized assessment described in the FTA guidance publication of December 14, 2005 entitled "Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons: A Handbook for Public Transportation Providers."

In accordance with this guidance, this section examines each of the following factors to determine the level and extent of language assistance measures required to sufficiently ensure meaningful access to public transit services within DART's service area. These factors are:

- ▶ Factor 1: Proportion, Numbers and Distribution of LEP Persons in DART's Service Area
- ▶ Factor 2: Frequency of Contact with LEP Persons
- ▶ Factor 3: Nature and Importance of DART Services to LEP Persons
- ▶ Factor 4: Resources Available to DART and Overall Cost

Factor 1: Proportion, Numbers and Distribution of LEP Persons in DART's Service Area

The U.S. Census Bureau has a range of 4 classifications of how well people speak English. The classifications are 'very well,' 'well,' 'not well,' and 'not at all.' Consistent with federal guidance, this plan considers people who are reported by the Census to speak English less than "very well" as Limited English Proficient persons.

A. Service Area Boundaries

DART's service area is primarily Polk County; however some community boundaries do slightly spill over into adjacent counties. For this analysis, only Polk County boundaries will be used. DART member communities as of July 1, 2019 include:

- | | | |
|-------------|---------------|-------------------|
| ▶ Altoona | ▶ Des Moines | ▶ Pleasant Hill |
| ▶ Ankeny | ▶ Grimes | ▶ Urbandale |
| ▶ Bondurant | ▶ Johnston | ▶ West Des Moines |
| ▶ Clive | ▶ Polk County | ▶ Windsor Heights |

B. Analysis of Language Related Population Data

Language Spoken at Home

Analysis of the 2013-2017 American Community Survey 5-Year estimates data for Polk County presented in Table A shows that the proportion of residents within the DART service area who may be considered LEP is 5.7 percent. Of the population 5 years of age or older in Polk County, 12.6 percent speak a language other than English at home, with 45.9 percent of that population speaking English less than "very well."



TABLE A:

Language Spoken at Home (5 Years and Over)

LANGUAGE SPOKEN AT HOME (5 YEARS AND OVER)	ESTIMATE	PERCENT
English only	378,889	87.4%
Language other than English	54,740	12.6%
Speak English less than "very well"	25,139	5.7%
<i>Spanish</i>	24,200	5.6%
<i>Speak English less than "very well"</i>	11,380	2.6%
<i>Other Indo-European Languages</i>	11,665	2.7%
<i>Speak English less than "very well"</i>	4,198	0.9%
<i>Asian and Pacific Islander Languages</i>	12,688	2.9%
<i>Speak English less than "very well"</i>	6,936	1.6%
<i>Other Languages</i>	6,187	1.4%
<i>Speak English less than "very well"</i>	2,625	0.6%
TOTAL	433,512	100%

C. Limited English Speaking Households

According to the US Census Bureau, a "limited English speaking household" is one in which no member 14 years old and over (1) speaks only English or (2) speaks a non-English language and speaks English "very well." In other words, all members 14 years old and over have at least some difficulty with English. By definition, English-only households cannot belong to this group. Previous Census Bureau data products have referred to these households as "linguistically isolated" and "Household where no one age 14 and over speaks English only or speaks English 'very well.'" In 2017, and shown in Table B below, Polk County has 181,316 total households, and of the limited English speaking households Spanish is the most prevalent.



TABLE B:

Limited English Speaking Households

LIMITED ENGLISH SPEAKING	TOTAL	PERCENT
English	152,889	87.5%
Spanish	9,674	5.3%
<i>Limited English Speaking</i>	2,285	1.3%
<i>Not Limited English Speaking</i>	7,389	4.1%
Other Indo-European languages	5,529	3%
<i>Limited English Speaking</i>	805	0.4%
<i>Not Limited English Speaking</i>	4,724	2.6%
Asian and Pacific Island language:	5,193	2.9%
<i>Limited English Speaking</i>	1,645	0.9%
<i>Not Limited English Speaking</i>	3,548	1.9%
Other languages	2,696	1.5%
<i>Limited English Speaking</i>	696	0.4%
<i>Not Limited English Speaking</i>	2,000	1.1%
TOTAL	181,316	100%

D. Des Moines Public Schools

Another way that DART analyzes the language diversity of the communities it serves is by reviewing student enrollment data. The Des Moines Public School district is the largest in Polk County and by far the most diverse. Data retrieved from the district shows that as of 2017 (the most recent year that data was available), approximately 6,800 students are enrolled in the district’s English Language Learners (ELL) program. This program is designed for students learning English as a second language. With nearly 33,000 students enrolled district-wide, about one in five students in the district is enrolled in the ELL program. Approximately 8,700 students in Des Moines Public Schools speak Spanish, but only 45% are enrolled in the ELL Program, indicating that around 55% of Spanish speaking students also have some English speaking proficiency. Though there are over 100 different languages spoken in households within the Des Moines Public School District, the top 4 primary languages for students enrolled within the school system’s ELL program are ranked in the following order:

- ▶ Spanish (3,875 students)
- ▶ Somali (271 students)
- ▶ Karen Languages (569 students)
- ▶ Arabic (267 students)



E. Summary

In using the above census data as well as information from the Des Moines Public School District, DART has determined that the greatest non-English language need in the community is Spanish, and therefore DART should focus its language assistance efforts on this sub-population. Additionally, the community that DART serves is ethnically and linguistically diverse, and DART should also consider how to provide appropriate language assistance to these groups as well.

Factor 2: Frequency of Contact of LEP Persons

Employees of DART are in contact with LEP persons on a daily basis. The most frequent type of encounter is between bus driver and passenger. The second most frequent contact is via telephone on the DART Schedule Information line. Other points of contact include:

- ▶ Walk-in customers and assistance from operations staff at DART Central Station
- ▶ Public hearings and meetings with community-based organizations
- ▶ Agency training sessions, providing education on how to ride and service information

DART staff and community partners were consulted in the development of this plan to ensure that the languages focused on and the methods described in this plan are consistent with their front-line experience serving customers and the general public.

One way to demonstrate this is to review how many customers of various languages were served through DART’s real-time telephone translation services from April 2016 to February 2019:

Spoken Language	Customers Served through Interpretation
Arabic	1
French	1
Haitian Creole	1
Krahn	1
Mandarin	2
Somali	2
Spanish	2
Arabic	1
French	1
TOTAL	12

Another way DART monitors the languages spoken by refugee persons applying for “Half Fare” ID cards, which allow them to ride DART’s services for less than half the cost of a full fare. The following table is a breakdown of languages spoken by refugees that obtained one of the 960 “Half Fare” ID’s made between June 2016 and February 2019.



Language	Number	Percent of Total
Acholi	1	0.10%
Amharic	3	0.31%
Arabic	163	16.98%
Belin	1	0.10%
Bembe	7	0.73%
Burmese	65	6.77%
Burundi	3	0.31%
Chin	12	1.25%
Dah	1	0.10%
Dari	4	0.42%
Dinka	2	0.21%
Eliteria	4	0.42%
English	3	0.31%
Eritrea	1	0.10%
Falam	9	0.94%
Haka	3	0.31%
Kanyarwanda	2	0.21%
Karen	44	4.58%
Karenni	5	0.52%
Karen-Siyin	1	0.10%
Kibembe	3	0.31%
Kigwahili	1	0.10%
Kinyabwisha	1	0.10%
Kinyamulenge	23	2.40%
Kinyarwanda	97	0.10%
Kirundi	1	0.10%
Kiswahili	60	6.25%
Koren	3	0.31%
Kunama	48	5.00%
Mara	2	0.21%
Massalit	1	0.10%
Matu	5	0.52%
Mizo	3	0.31%
Movo	1	0.10%
Nepali	174	18.13%
Nuba	1	0.10%
Oromo	3	0.31%
Pashto	11	1.15%
Pashto Northern	3	0.31%



Language	Number	Percent of Total
Pashton	3	0.31%
Samali	1	0.31%
Sgnaw	22	2.29%
Sidama	2	0.21%
Somali	66	6.88%
Spanish	2	0.21%
Swahili	42	4.38%
Tedim	4	0.42%
Tigrinya	41	4.27%
Urdu	1	0.10%
Zotung	1	0.10%
TOTAL	960	100%

Factor 3: Nature and Importance of DART Services to LEP Persons

DART recognizes that thousands of people depend on its services each day for critical mobility needs, such as traveling to work, medical appointments, shopping for food, and getting to school.

Public transportation has been considered the “to” in Welfare to Work, Access to Healthcare, and several other programs and/or services that often are utilized by low-income, minorities and LEP persons. Without access to public transportation many of these individuals would not be able to take advantage of other services that could potentially be life changing or life sustaining. Any denial, delay or reduction in access to DART services because of language-related barriers is unacceptable to DART.

Factor 4: Resources Available to DART and Overall Cost

DART is committed to providing resources for language assistance. Today, DART mainly focuses its language assistance resources on providing important information in Spanish, and DART has leveraged technology and community partnerships to amplify its ability to provide useful information in many more languages used by the local population.

The cost associated with these efforts fall within DART’s operating budget. Current costs are predominately a reflection of translation/interpretation services and marketing materials. DART’s budget for these services is set annually using a base level consistent with historical need, plus consideration of service planning, public outreach, or targeted marketing that might require additional language assistance resources.



4.2 Implementation Plan

Existing Language Assistance Programs and Services

DART utilizes the following methods to assist customers and the general public with understanding and accessing its services in their native language:

A. General Language Assistance

- ▶ DART website content can be translated into over 100 languages.
- ▶ Access to real-time telephone translation services, providing DART with 240 language options to translate with customers.
- ▶ Translation of DART documents is made available upon request.
- ▶ Translation services available at all public meetings by request.
- ▶ Meeting notices include explanation of procedures to request language translation.
- ▶ Pocket guides printed in eight languages to provide guidance on how to ride DART, as well as a trip identification tool to help front-line DART staff assist LEP customers.
- ▶ A pilot wayfinding sign program was launched at 30 bus stops along a corridor with multiple human service agencies and shopping destinations with icons and maps that were designed to be accessible regardless of English language abilities.
- ▶ DART’s Title VI and Language Assistance Plan are posted on the DART website.
- ▶ Partnerships with local agencies who work specifically with LEP populations to assist with applying for reduced fare programs and other services, as well as “How-to-Ride” training.
- ▶ Training of all staff on Title VI requirements and how to provide language assistance.

B. Spanish Language Assistance

- ▶ Vital documents such as the Title VI policy and complaint form and paratransit application form are available in Spanish.
- ▶ On-board customer information bulletins (“hang tags”) are printed in English and Spanish.
- ▶ On-board audio announcements regarding changes in service or public outreach opportunities are provided in Spanish.
- ▶ DART’s automated telephone schedule information line includes a Spanish translation option.

DART POCKET GUIDE

Plan your trip



WEB | ridedart.com
GOOGLE MAPS | google.com/maps



My stop # is: _____
My Route # is: _____
My destination stops are: _____

Pay



PASS | Weekly or monthly paper pass



CASH | Pay with exact change



APP | Download MyDART app to buy your pass

Boarding the bus



ARRIVE at your bus stop ontime.
Check the Route number



BOARD the bus



PAY your fare

English version of DART Pocket guide



- ▶ Onboard passenger surveys are available in Spanish.
- ▶ Many DART bus operators are bilingual, and Spanish language skills are targeted during bus operator recruitment.
- ▶ Some staff in the Customer Experience department are bilingual (Spanish).



Sample on-board bilingual signage

Opportunities for Improvement

DART's intends to continue to evaluate and improve its language assistance programs and services in the following ways:

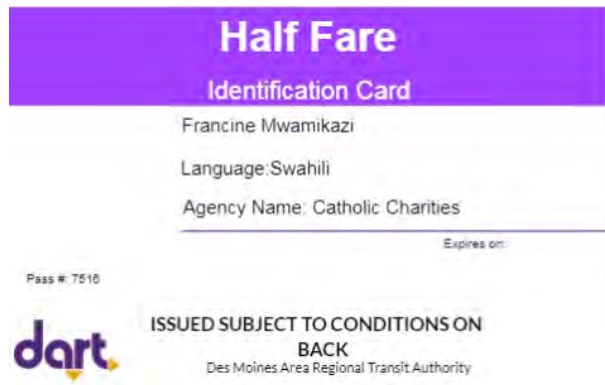
- ▶ Translate additional key documents: Analyze the use of the DART website and inquiries at the customer service window to determine what information is important to our customers and should be proactively translated into Spanish and other prevalent languages. For example, while applications for reduced-fare programs are available in Spanish, additional information about the various fare categories could be proactively translated.
- ▶ Improve how we coordinate with member governments to share best practices and leverage language assistance resources and outreach opportunities with LEP populations.
- ▶ Continue to identify community-based organizations that work with underrepresented groups such as LEP, minority and low-income populations to amplify DART's information sharing and provide "how-to-ride" training and other information to improve access to DART's services. Also work with those groups to design inclusive public outreach and target hard-to-reach populations to ensure that more diverse voices are included in DART's public participation processes.
- ▶ Recognizing that the rate at which DART's language interpretation services are utilized is relatively low, DART should consider how to improve how it advertises those services.
- ▶ Incorporate services to assist LEP customers in forthcoming intelligent transportation system (ITS) passenger information capabilities, including onboard audio announcement in multiple languages and on electronic signs.

Training Staff

DART trains its staff on its role and responsibilities to provide meaningful access to services for LEP persons in the following ways:



- ▶ Training is provided to all new hires on Title VI and language assistance policies for providing meaningful access to services for LEP persons.
- ▶ DART staff re-trained annually on DART’s Title VI policy and how to access language assistance resources.
- ▶ Front-line staff such as bus operators and customer service representatives receive additional specialized training in language assistance and how to handle a potential Title VI complaint.
- ▶ DART Customer Service and partner human service agencies encourage the use of Pocket Guides and Travel Cards to assist customers with navigating the system and identifying their destination and language preferences so that front line staff can best assist them.



Providing Notice to LEP Individuals

USDOT LEP guidance states: “Once an agency has decided, based on the four factors, that it will provide language service, it is important that the recipient notify LEP persons of services available free of charge. Recipients should provide this notice in languages LEP persons can understand.”

DART provides this notification through the following:

- ▶ Issuing service related notices in English and Spanish.
- ▶ Meeting notices include instructions on how to request language assistance (with advance notice) written in both English and Spanish.
- ▶ DART’s route system map includes a statement in Spanish about the availability of interpretation services and how to access them.
- ▶ Providing information for how to request translation services as part of outreach and training that DART conducts with clients of various human service agencies.
- ▶ Use of an automated telephone greeting in both Spanish and English, directing callers to select which language they prefer.
- ▶ Public Participation and Language Assistance Plans are available on DART’s website.
- ▶ Interior signage on all buses.
- ▶ Signs displayed at DART Central Station.



4.3 Monitoring and Updating the Language Assistance Plan

This plan is designed to be flexible, and should be viewed as a framework rather than a recipe since communications and methods should always be tailored to the circumstances and needs of the intended recipient. As such, it is important to consider whether new documents and services need to be made accessible for LEP persons, and also to monitor changes in demographics and types of services. Additionally, a tailored public participation plan, including language assistance activities, should be developed for major undertakings such as fare changes or service planning activities.

On an ongoing basis, DART will examine and update its Language Assistance Plan in the following manner:

- ▶ Work with partner human service agencies to collect feedback on the accessibility and usefulness of DART's language assistance services.
- ▶ Monitor feedback from Customer Service staff about the effectiveness and utilization of language assistance services.
- ▶ Determine whether DART's financial resources are sufficient to fund language assistance resources needed as part of annual budgeting activities.
- ▶ On an annual basis, staff will review whether DART is complying with the goals and methods described in this Language Assistance Plan.

4.4 Racial Breakdown of Non-Elected Committees

The Transit Riders Advisory Committee (TRAC) of the Des Moines Area Regional Transit Authority (DART) in Des Moines, Iowa, was established in 2008 as a means for transit riders to advise DART staff and the DART Commission on services, initiatives, and related programs.

The committee's bylaws define the composition of the committee and the appointment process, and were updated in 2018 to reflect changes to DART's governance structure, and to ensure more diverse participation across DART's customer base by selecting riders of various DART services, cultural backgrounds, ages and abilities :

Composition

TRAC shall be composed of eleven (11) members. These 11 members will include riders from Express Routes (2), Local Routes (3), Paratransit (2), Rideshare (1) and at-large membership to include three (3) members representing key constituencies such as refugees, senior citizens, students, low-income individuals or millennials.

All 11 members must reflect a broad representation of people from different geographic locations of DART's service area and not any particular advocacy group. Membership shall reflect a broad array of age, gender, race, culture and disabilities so as to best reflect the concerns of riders. DART employees, family members and elected officials are not eligible for membership on TRAC.



**Table C:
Racial Breakdown of Non-Elected Committees**

Body	Total	Caucasian	Latino	African American	Asian American	Native American	Multiracial
Polk County Population (Number)	430,640	364,895	32,647	25,853	15,220	1,384	Unsure
Polk County Population (Percentage)	100%	85%	8%	6%	4%	0%	Unsure
Active Membership as of January 2019 Transit Rider Advisory Committee (Number)	11	8	0	1	1	0	1
Active Membership as of January 2019 Transit Rider Advisory Committee (Percentage)	100%	73%	0%	9%	9%	0%	9%

Selection Process for Members

Applications will be solicited on a bi-annual basis, corresponding to the expiration of terms of service. If all members are re-appointed for the second term, the solicitation process will be postponed until there is a vacancy to fill. All applications are valid for one year.

After the application deadline has passed, DART Commissioners from Regions 1 – 7 will make a recommendation from the applicant pool. The Commissioners from Polk County will make a recommendation for the two (2) RideShare and Paratransit seats, and the General Manager will recommend two (2) applicants.

In order to be considered for TRAC, and to remain an active TRAC member, riders must:

- ▶ Be regular users of DART provided services, including local and express routes, vanpools, and paratransit services. Frequent use of the system is encouraged to keep a strong connection to fellow riders and the system.
- ▶ Be able to attend 2/3 of the scheduled TRAC meetings, and notify DART staff if unable to attend. Attendance by conference call, webinar or other such technology is permitted.
- ▶ Be willing to participate in projects or events outside of regularly scheduled TRAC meetings as needed or as requested.

Applicants are asked to identify their ethnicity, race, age, gender, and status of disability on the application in effort to provide enough information for the Commission and General Manager to



select a diverse group of members. The Commissioners are responsible for selecting volunteers to serve on the TRAC Committee who have submitted an application from their district. The day-to-day operation of the committee is handled by a "TRAC Liaison" who is designated by the Chief Executive Officer. When there are openings on the committee, the TRAC Liaison works with the Marketing and Communications Department to solicit applications from the riding population. The approach is to reach as many transit riders as possible in their environment, as well as through other means. Approaches to get higher rates of participation from minority groups include the following:

- ▶ Emails to partner agencies that serve minority populations
- ▶ Emails to subscription lists of fixed-route riders
- ▶ Emails to RideShare members
- ▶ Audio ads on buses
- ▶ Website
- ▶ Posters displayed at Dart Central Station
- ▶ Applications handed out at public reception desk

4.5 Efforts to Ensure Subrecipient Compliance with Title VI

DART's only sub-recipient is the City of Des Moines as it relates to the FTA funded Center Street Park & Ride facility (sub-grantee). The parking facility opened in spring 1999 and is operated and maintained by the city. DART provides a shuttle service from the parking facility to downtown Des Moines, and the city pays for the bus service with the parking revenues.

DART regularly reviews the City of Des Moines' Title VI plan for compliance with FTA requirements, and requests documentation of all Title VI investigations, complaints or lawsuits filed with the sub-recipient since the last submission.

The City of Des Moines Title VI plan was last updated in January 2019. That plan was reviewed in February 2019 and found to be meet FTA requirements. There have been no transportation related Title VI complaints, investigations, or lawsuits against the City of Des Moines over the past three years.

4.6 Environmental Justice Analysis of Construction Projects

In order to integrate, into environmental analyses, considerations expressed in the DOT Order on Environmental Justice, recipients and subrecipients should integrate an environmental justice analysis into their National Environmental Policy Act (NEPA) documentation of construction projects. DART has not engaged in a significant construction project between June 2016 and May 2019.



5. Title VI Program-Specific Requirements for Transit Providers

The following items respond to the specific information requirements described in Circular 4702.1B of October 1, 2012, for the Title VI programs of FTA transit funding recipients serving areas of 200,000 or more residents.

5.1 Requirements to Set Service Standards and Service Policies

DART's Service Standards and Performance Monitoring Policies can be found in Appendix A.

5.2 Collection of Demographic Data

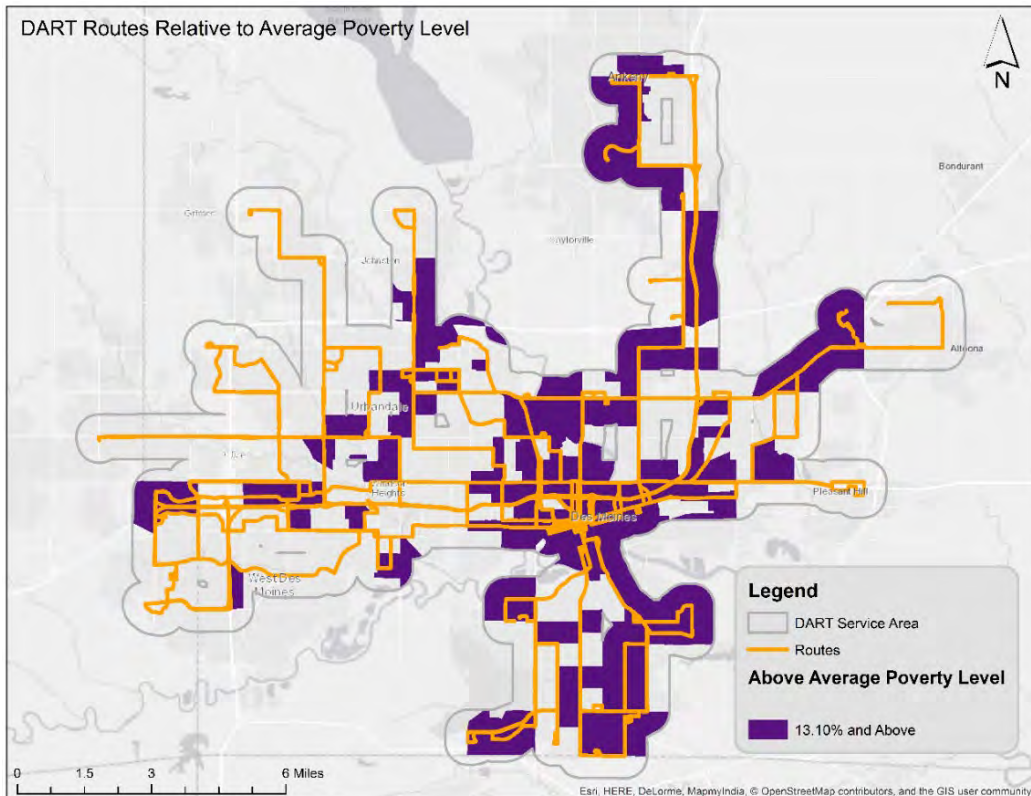
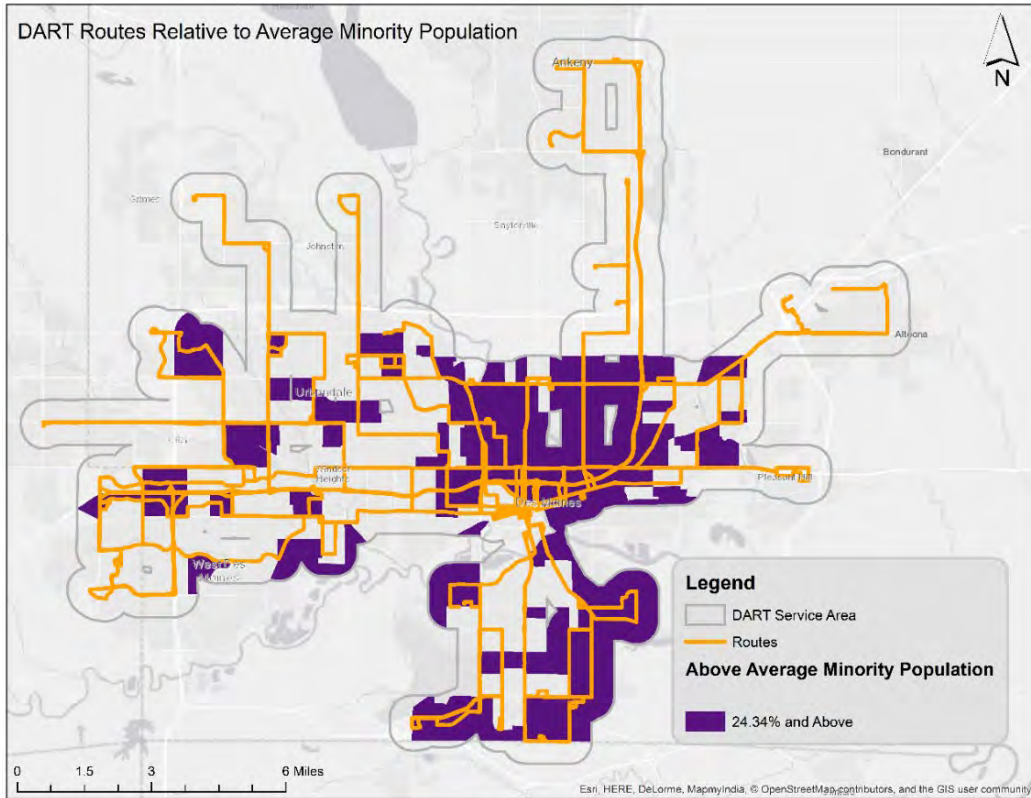
Demographic and Service Profile Maps and Charts

DART has prepared demographic and service profile maps and charts using the most recently available Census and American Community Survey data.

- ▶ A base map showing the current system network along with major attractors and generators within the service area.
- ▶ A demographic map showing Census block analysis of minority populations throughout the DART service area. Areas on this map that are shaded are the Census blocks where the minority population percentage is at or above the average for DART's service area.
- ▶ A demographic map showing Census block analysis of low-income populations relative to DART's service area. Areas on this map that are shaded are the Census blocks where the low-income population percentage is at or above average for DART's service area.



Demographic Data Maps





5.3 Results of Program Monitoring and Reports

The FTA requires transit providers that operate 50 or more fixed route vehicles in peak service and are located in urbanized areas (UZA) of 200,000 or more people to monitor their service standards and policies. Service standards and policies provide the framework for monitoring performance and comparing performance in minority communities to performance in non-minority communities for the purposes of assessing whether services are being provided equitably.

In general, DART's hub and spoke network provides the most coverage and frequency in the central area of the region, which is also generally the portion of DART's service area with the highest concentrations of minority populations. Additionally, DART has identified a representative sample of routes in order to compare the performance of minority routes relative to non-minority routes.

Sample Minority Routes:

- Core Local: Route 7
- Support Local: Route 10
- Shuttle: Route 13

Sample Non-Minority Routes:

- Core Local: Route 52
- Support Local: Route 5
- Shuttle: Route 73

For reference, DART's service standards are summarized below, and explained in more detail in Appendix B.

Service Type	Efficiency & Effectiveness Standards		Service Quality Standards						
	Passengers Per Hour	Cost Per Customer	Passenger Load	Vehicle Assignment	Headways	Stop Spacing	On-Time Performance	Percent Trips Completed	Average Fleet Age
Core Local	20	\$6.00	125%	40' (60' or 35' where appropriate)	15 - 30 min	0.25	85%	98%	6.5 years
Support Local	15	\$10.00	125%	40' (60' or 35' where appropriate)	30 - 60 min	0.25			
Express	15	\$15.00	100%	40' (60' or 35' where appropriate)	20 - 30 min	Only as needed			
Shuttle	5	\$25.00	125%	Vehicle smaller than 30' medium duty bus	Varies based on demand	0.25			



Route Level Analysis and Comparison

DART analyzed the performance of each sample route against its service standards for the first two quarters of the current fiscal year (July 2018-December 2018). Most service standards are appropriate to analyze and compare by route, and some are appropriate to analyze for the entire system. Below are the results of the route level analysis comparing sample minority and non-minority routes, with a discussion of the findings.

Minority Route	Efficiency & Effectiveness Standards		Service Quality Standards				
	Passengers Per Hour	Cost Per Customer	Passenger Load	Headways (minutes)	On-Time Performance	Percent Trips Completed	
Core Local	Minority: Route 7	30.8	\$3.61	118%	20 (peak) 20 (midday)	81%	99%
	Non-Minority: Route 52	14.5	\$8.59	93%	30 (peak) 40 (midday)	81%	99%
Support Local	Minority: Route 10	10.5	\$13.01	65%	60 (peak) 60 (midday)	88%	99%
	Non-Minority: Route 5	13.4	\$8.74	70%	30 (peak) 60 (midday)	68%	99%
Shuttle	Minority: Route 13	57.4	\$2.59	75%	30 (peak only)	68%	99%
	Non-Minority: Route 73	0.8	\$164.79	8%	30 (peak only)	65%	99%

During the period reviewed, Route 7 met all DART service standards except for On-Time Performance, since its 81% on-time performance was below the goal of 85%. By comparison, Route 7’s on-time performance was similar to non-minority core local route 52 during this period, and DART’s overall on-time performance for this period was also 81%.

Route 52 falls below DART’s target for passengers per hour and above the target for cost per customer. DART is currently evaluating options to realign the route to make it more direct in order to attract more customers and reduce costs.

Route 10 does not meet its targets for passengers per hour and cost per customer. Both of these indicate that more resources are being deployed to the route than the ridership might justify. In the recent past, DART transitioned this route from peak-only to all-day service. DART is considering targeted marketing and/or reducing midday service to improve performance.

Route 5 does not meet DART’s targets for passengers per hour or on-time performance. The route is relatively new, and DART updated the schedule in January 2019 which helped improve on-time performance and will hopefully increase ridership.



Route 13 met all DART service standards except for On-Time Performance. By comparison, Route 13's on-time performance was similar to non-minority shuttle route 73 during this period. Shuttle routes are designed to facilitate transfers to local or express routes. When those local or express routes run late, the shuttle must wait for them, and since the shuttles have so few trips this delay has a major effect on on-time performance.

Route 73 does not meet DART's targets for passengers per hour, cost per customer, or on-time performance. This route serves a lower density residential neighborhood, and DART is considering replacing the fixed-route service with a more cost-effective demand response service.

This analysis shows that DART routes in minority communities perform relatively well compared to routes in non-minority communities. This is primarily due to land use, density and the hub and spoke model of DART's fixed route network. Where routes do not meet DART's performance standards, efforts are already underway to consider remedial action.

System Level Analysis

Vehicle Assignment

DART's policy is to assign vehicles based on ridership and operational needs. The vast majority of fixed-route service is performed using 40' heavy duty buses. Due to low passenger loads, shuttle routes are operated using medium duty buses that are 30' or less. DART additionally has a small fleet of articulated buses that it uses on specific trips with high passenger loads, such as during peak periods or special events. Within each size category, buses are randomly assigned each day to ensure that each route uses buses of varying ages, and to evenly distribute mileage on the vehicles. This policy ensures that minority and non-minority routes are treated equally.

Service Availability

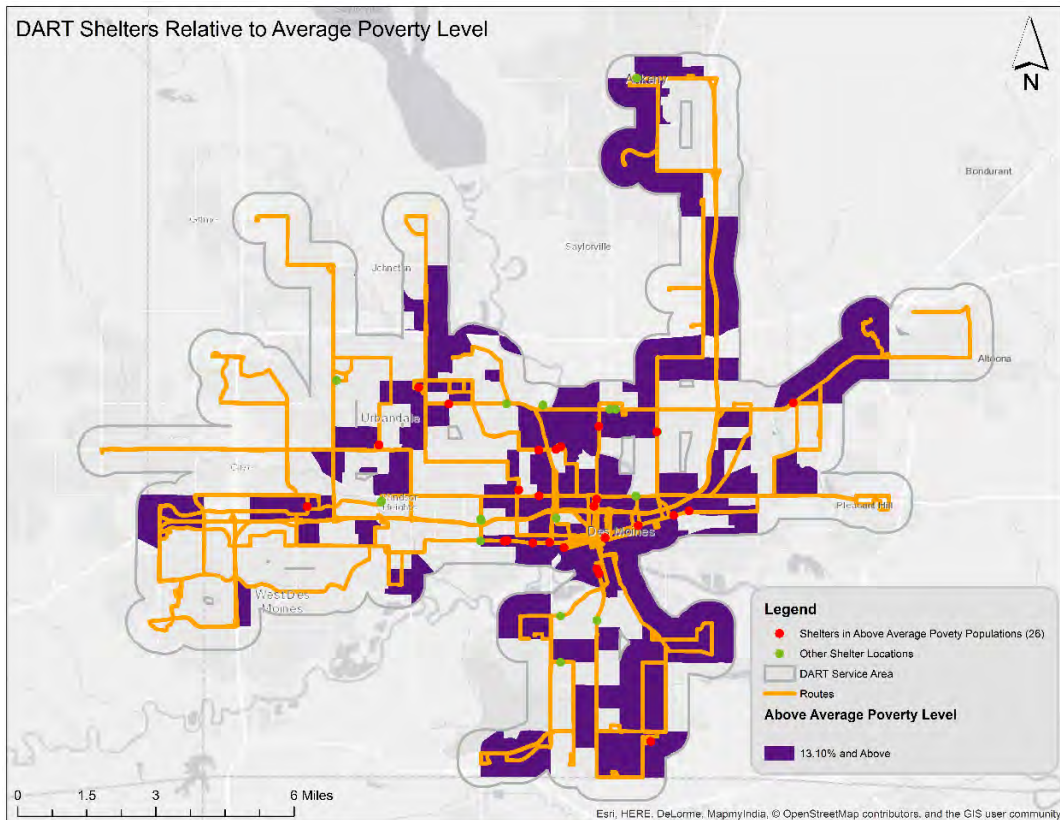
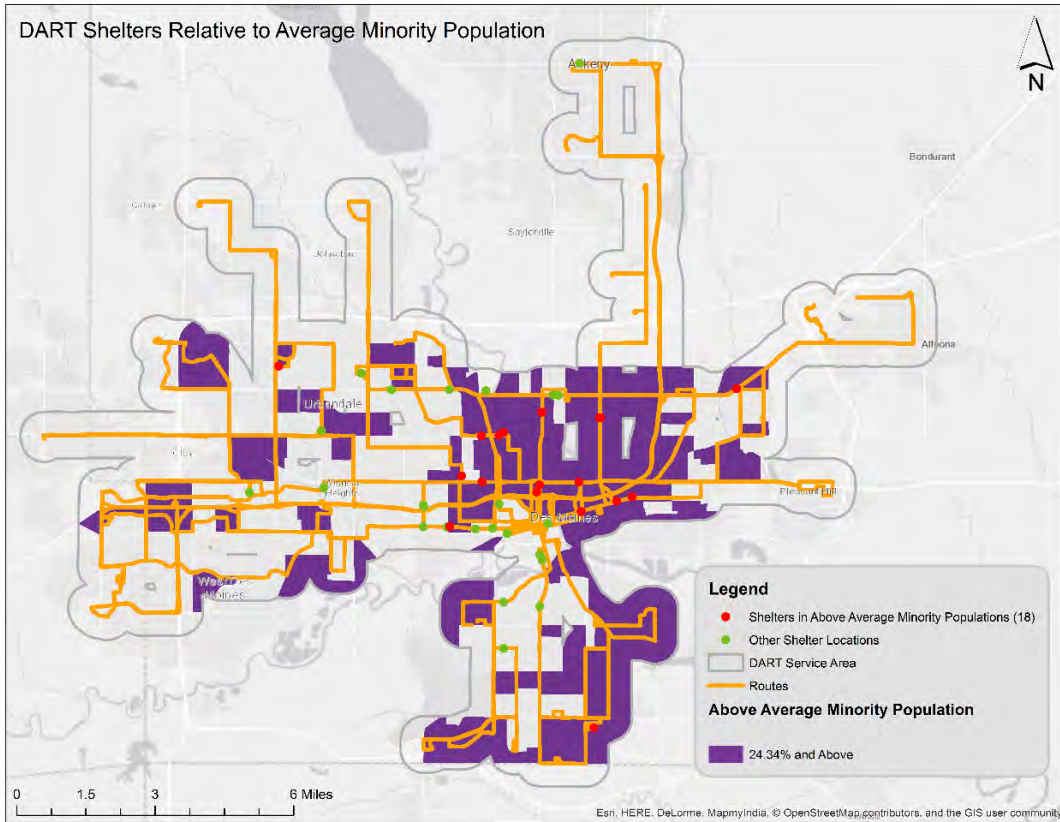
DART uses bus stop spacing to measure service availability. DART's stop spacing target is 0.25 miles for the entire system. Bus stop spacing for each route or corridor depends on a number of factors, such as distance between controlled intersections and key destinations. Therefore, bus stops may be located more or less than the target distance. Current stop spacing for the entire system is 0.15 miles, due to the majority of service being concentrated in the urban core of the region where more frequent bus stops are appropriate.

Average Fleet Age

Since DART's policy is to rotate buses of appropriate size throughout the system, it is appropriate to gauge this service standards at the system level. The average fleet age as of December 31st 2019 is 7.5 years.

Transit Amenities

The following maps show the current shelter locations relative to above-average minority and low-income census tracts within the DART service area. Of the 26 shelters in the service area owned and maintained by DART, 19 are located within or adjacent to minority census tracts and 20 are located within or adjacent to low income census tracts. The analysis confirms a balanced distribution of transit amenities through the service area.





5.4 Public Engagement Process for Setting Major Service Change Policy, Disparate Impact Policy, and Disproportionate Burden Policy

In early 2019, DART updated its Service and Fare Equity Policies.

DART hosted two public meetings on February 18 and 19, 2019 to gather public input on the proposed policy updates, as well as discuss how DART could best provide information and receive public input on transportation issues from low income, minority and LEP populations. Information was also shared about other elements of this Title VI Program update.

DART notified the public about the meetings and provided opportunities for electronic review and commenting using the following methods:

- ▶ Audio and text announcements in both English and Spanish on board all buses
- ▶ Notices on DART’s website, www.ridedart.com
- ▶ Email distribution lists
- ▶ Requested that partner human service providers help us advertise the public meetings and website, or provide feedback directly
- ▶ Notices at DART Central Station
- ▶ Social media including Facebook and Twitter

Translation services were made available upon request.

<p style="text-align: center;">REUNIONES PÚBLICAS DE DART Necesitamos retroalimentación en posibles actualizaciones a su Programa de Título VI.</p>	<p style="text-align: center;">DART PUBLIC MEETINGS Your input is wanted on updates to the Title VI Program</p>
<ul style="list-style-type: none"> ▶ Lunes, 18 de febrero de 2019 12 – 1 p.m., Multimodal Room (segunda planta), DART Central Station ▶ Martes, 19 de febrero de 2019 5:30 – 6:30 p.m., Multimodal Room (segunda planta), DART Central Station <p style="font-size: small;">Los detalles completos disponibles en ridedart.com/TitleVI Servicios gratis de idiomas, visuales y de audición están disponibles para las reuniones, si se solicitan. También están disponibles los servicios de transporte. Para peticiones, por favor llame al Servicio de Atención al Cliente al 515-283-8100 con la mayor anticipación como le sea posible.</p>	<ul style="list-style-type: none"> ▶ Monday, Feb. 18, 2019 12 – 1 p.m., Multimodal Room (second floor), DART Central Station ▶ Tuesday, Feb. 19, 2019 5:30 – 6:30 p.m., Multimodal Room (second floor), DART Central Station <p style="font-size: small;">Complete details available at ridedart.com/TitleVI Free language, visual and hearing services are available at meetings upon request. Transportation services are also available. For requests, please call DART Customer Service at 515-283-8100.</p>

Bilingual public meeting announcements

At the DART Commission meeting on March 5, 2019, the policy was reviewed and adopted.



5.5 Major Service Change, Disparate Impact Policy, & Disproportionate Burden Policy

On March 5, 2019 the DART Commission adopted an updated version of DART's Service and Fare Equity Policy. The full policy document can be found in Appendix C, and the individual policies are listed below:

Major Service Change

A major service change is defined as when 25 percent or more of a route's revenue hours or revenue miles is added or reduced, or when the total revenue hours for the system are expanded or reduced by 10 percent or more.

Disparate Impacts

DART will consider a proposed major service change to have a disparate impact if the affected route's minority population is more than 5 percentage points greater than the system average.

DART will consider a proposed fare rate or media change to have a disparate impact if the proportion of minority customers likely to be negatively affected is more than 5 percentage points greater than the overall proportion of DART customers likely to be affected.

Disproportionate Burden

DART will consider a proposed major service change to have a disproportionate burden if the affected route's low-income population is more than 5 percentage points greater than the system average.

DART will consider a proposed fare rate or media change to have a disproportionate burden if the proportion of low-income customers likely to be negatively affected is more than 5 percentage points greater than the overall proportion of DART customers likely to be affected.

5.6 Results of Service Analysis and/or Fare Equity Analysis since Last Submission

Since the last Title VI Program Update, there were 12 service changes. Four service changes, listed below, met the threshold of a defined "major service change". A Service Equity Analysis was performed for each of the service changes and is included as Appendices D and E. No fare changes were approved during this reporting period. However, changes approved and



reported on as part of the previous Title VI Program update were implemented during this reporting period.

Major Service Changes

- ▶ August 2018
- ▶ January 2019

Minor Service Changes

- ▶ June 2016
- ▶ August 2016
- ▶ November 2016
- ▶ February 2017
- ▶ March 2017
- ▶ June 2017
- ▶ August 2017
- ▶ October 2017
- ▶ February 2018
- ▶ June 2018

5.7 DART Commission Approval of Title VI Program

On May 7, 2019, at their regularly scheduled meeting, the DART Commission approved the 2019 Title VI Program. The agenda and minutes for the meeting are included in Appendix F.



6. Appendices

- A. List of DART Community Partners
- B. Service Standards and Performance Monitoring Guidelines
- C. Service and Fare Equity Policy
- D. August 2018 Service Equity Analysis
- E. January 2019 Service Equity Analysis
- F. Commission agenda, minutes of approval of 2019 Title VI Program Update



APPENDIX A

LIST OF DART COMMUNITY PARTNERS



- ▶ AARP IOWA
- ▶ ACHIEVING MAXIMUM POTENTIAL
- ▶ AGING ADVOCATES
- ▶ AGING RESOURCES OF CENTRAL IOWA
- ▶ ALLIANCE TECHNOLOGIES
- ▶ AMERICAN CANCER SOCIETY
- ▶ AMERICAN RED CROSS
- ▶ AMERIGROUP
- ▶ ANAWIM HOUSING
- ▶ ANKENY COMMUNITY SCHOOLS
- ▶ BANKERS TRUST
- ▶ BEACON OF LIFE
- ▶ BETHEL MISSION
- ▶ BIDWELL RIVERSIDE CENTER
- ▶ BOYS & GIRLS CLUB OF CENTRAL IOWA
- ▶ BRAVO GREATER DES MOINES
- ▶ BRIDGES OF IOWA
- ▶ BROADLAWNS MEDICAL CENTER
- ▶ CANDEO
- ▶ CASH SAVER
- ▶ CATHOLIC CHARITIES REFUGEE RESETTLEMENT
- ▶ CENTRAL IOWA CENTER FOR INDEPENDENT LIVING
- ▶ CENTRAL IOWA SHELTER AND SERVICES
- ▶ CENTRAL IOWA WORKS
- ▶ CENTRAL SENIOR CENTER
- ▶ CHI LIVING COMMUNITIES
- ▶ CHILDREN & FAMILIES OF IOWA
- ▶ CHILDSERVE
- ▶ CITIZENS FOR COMMUNITY IMPROVEMENT
- ▶ CITY OF ALTOONA
- ▶ CITY OF ANKENY
- ▶ CITY OF BONDURANT
- ▶ CITY OF CLIVE
- ▶ CITY OF DES MOINES
- ▶ CITY OF DES MOINES HOUSING
- ▶ CITY OF GRIMES
- ▶ CITY OF JOHNSTON
- ▶ CITY OF PLEASANT HILL
- ▶ CITY OF URBANDALE
- ▶ CITY OF WEST DES MOINES
- ▶ CITY OF WINDSOR HEIGHTS
- ▶ CLIVE SUITES & CONFERENCE CENTER
- ▶ COGNIZANT TECHNOLOGY SOLUTIONS
- ▶ COMMUNITY FOUNDATION OF GREATER DES MOINES
- ▶ COMMUNITY HOME SERVICES
- ▶ COMMUNITY SUPPORT ADVOCATES
- ▶ COMMUNITY YOUTH CONCEPTS
- ▶ CONLIN PROPERTIES
- ▶ CORINTHIAN GARDENS
- ▶ CREATIVE VISIONS
- ▶ CREST SERVICES
- ▶ DAVIS BROWN LAW FIRM
- ▶ DEAF ACTION CENTER
- ▶ DEEZEE MANUFACTURING
- ▶ DENTAL CONNECTIONS
- ▶ DES MOINES AREA COMMUNITY COLLEGE
- ▶ DES MOINES AREA METROPOLITAN PLANNING ORGANIZATION
- ▶ DES MOINES AREA RELIGIOUS COUNCIL
- ▶ DES MOINES CIVIL AND HUMAN RIGHTS COMMISSION
- ▶ DES MOINES PERFORMING ARTS
- ▶ DES MOINES PUBLIC LIBRARY
- ▶ DES MOINES PUBLIC SCHOOLS
- ▶ DES MOINES REGISTER
- ▶ DES MOINES STREET COLLECTIVE
- ▶ DES MOINES UNIVERSITY
- ▶ DISABILITY RIGHTS IOWA
- ▶ DOWLING CATHOLIC HIGH SCHOOL
- ▶ DRAKE UNIVERSITY
- ▶ EASTERSEALS IOWA
- ▶ EMBARC
- ▶ EMC INSURANCE
- ▶ EMPLOYEE & FAMILY RESOURCES
- ▶ EPILEPSY FOUNDATION OF IOWA
- ▶ EVELYN K. DAVIS CENTER FOR WORKING FAMILIES
- ▶ EVERYPART
- ▶ EYERLY BALL
- ▶ E-Z MONEY CHECK CASHING
- ▶ FOOD BANK OF IOWA



- ▶ FORT DES MOINES CORRECTIONAL FACILITY
- ▶ FRESH START WOMEN'S CENTER
- ▶ GOODWILL INDUSTRIES OF CENTRAL IOWA
- ▶ GRANDVIEW COLLEGE
- ▶ GREATER DES MOINES CONVENTION AND VISITORS BUREAU
- ▶ GREATER DES MOINES PARTNERSHIP
- ▶ GREATER DES MOINES PUBLIC ART FOUNDATION
- ▶ GRIMES SENIOR CENTER
- ▶ GRUBB YMCA
- ▶ HAWTHORNE HILL
- ▶ HAYMARKET MALL
- ▶ HEART OF IOWA REGIONAL TRASPOTATION AGENCY (HIRTA)
- ▶ HOMES OF OAKRIDGE NEIGHBORHOOD
- ▶ HORIZONS: A FAMILY SERVICE ALLIANCE
- ▶ HOUSE OF MERCY
- ▶ HY-VEE
- ▶ IMMANUEL PATHWAYS
- ▶ IMPACT COMMUNITY ACTION AGENCY
- ▶ INTERNATIONAL CENTER
- ▶ IOWA ASIAN ALLIANCE
- ▶ IOWA BUREAU OF REFUGEE SERVICES
- ▶ IOWA COUNCIL OF THE UNITED BLIND
- ▶ IOWA DEPARTMENT OF CORRECTIONS
- ▶ IOWA DEPARTMENT OF HUMAN SERVICES
- ▶ IOWA DEPARTMENT OF HUMAN SERVICES
- ▶ IOWA DEPARTMENT OF PUBLIC DEFENSE
- ▶ IOWA DEPARTMENT OF PUBLIC HEALTH
- ▶ IOWA DEPARTMENT OF THE BLIND
- ▶ IOWA DEPARTMENT OF TRANSPORTATION
- ▶ IOWA ENVIRONMENTAL COUNCIL
- ▶ IOWA FINANCE AUTHORITY
- ▶ IOWA HOMELESS YOUTH CENTER
- ▶ IOWA JUSTICE FOR OUR NEIGHBORS
- ▶ IOWA LEGAL AID
- ▶ IOWA LUTHERAN HOSPITAL
- ▶ IOWA MEDICAID ENTERPRISE
- ▶ IOWA METHODIST MEDICAL CENTER
- ▶ IOWA OFFICE OF OMBUDSMAND
- ▶ IOWA VOCATIONAL REHABILITATION SERVICES
- ▶ IOWA WORKFORCE DEVELOPMENT
- ▶ JOHNSTON COMMUNITY SCHOOL DISTRICT
- ▶ JOPPA OUTREACH
- ▶ JORDAN CREEK TOWN CENTER
- ▶ KATECHO
- ▶ LATINO RESOURCE CENTER
- ▶ LIFESERVE BLOOD CENTER OF IOWA
- ▶ LIGUTTI TOWER
- ▶ LINK ASSOCIATES
- ▶ LUTHER PARK
- ▶ LUTHERAN SERVICES OF IOWA
- ▶ LUTHERAN SERVICES OF IOWA - REFUGEE SERVICES
- ▶ MAINSTREAM LIVING
- ▶ MARSH
- ▶ MERCY MEDICAL CENTER
- ▶ MEREDITH CORPORATION
- ▶ MERLE HAY MALL
- ▶ MID-AMERICAN ENERGY
- ▶ MONSOON ASIAN & PACIFIC ISLANDERS IN SOLIDARITY
- ▶ MOSIAC IN CENTRAL IOWA
- ▶ NATIONWIDE
- ▶ NEWBURY LIVING
- ▶ OAKRIDGE NEIGHBORHOODS
- ▶ OFFICE OF ASIAN AND PACIFIC ISLANDERS AFFAIRS
- ▶ ONE IOWA
- ▶ OPTIMAE LIFE SERVICES
- ▶ ORCHARD PLACE
- ▶ PACE
- ▶ PASSAGEWAYS
- ▶ PENELOPE 38
- ▶ PIONEER INTERNATIONAL
- ▶ PLANNED PARENTHOOD OF THE HEARTLAND
- ▶ PLYMOUTH PLACE
- ▶ POLK COUNTY
- ▶ POLK COUNTY ADULT SERVICES
- ▶ POLK COUNTY COMMUNITY, FAMILY AND YOUTH SERVICES
- ▶ POLK COUNTY CRISIS AND ADVOCACY SERVICES
- ▶ POLK COUNTY DECATAGORIZATION



- ▶ POLK COUNTY EMERGENCY MANAGEMENT
- ▶ POLK COUNTY FAMILY ENRICHMENT
- ▶ POLK COUNTY HEALTH SERVICES
- ▶ POLK COUNTY JAIL
- ▶ POLK COUNTY SENIOR COMMUNITY CENTER
- ▶ POLK COUNTY SUPPLEMENTAL FOODS
- ▶ PRELUDE BEHAVIORAL HEALTH
- ▶ PRICE CHOPPER
- ▶ PRIMARY HEALTH CARE
- ▶ PRINCIPAL
- ▶ PROGRESS INDUSTRIES
- ▶ REFUGEE ALLIANCE OF CENTRAL IOWA
- ▶ RUAN TRANSPORTATION
- ▶ SALVATION ARMY
- ▶ SAVATION ARMY ADULT REHAB. CENTER
- ▶ SCAVO CAMPUS
- ▶ SCIENCE CENTER OF IOWA
- ▶ SE POLK COMMUNITY SCHOOLS
- ▶ SOCIAL SECURITY ADMINISTRATION
- ▶ SOUTHEAST COMMUNITY SERVICES
- ▶ SOUTHRIDGE MALL
- ▶ SQUARE ONE ASSESSMENTS LLC
- ▶ ST VINCENT DE PAUL
- ▶ ST. JOSEPH EMERGENCY SHELTER
- ▶ ST. MARY'S FAMILY CENTER
- ▶ STATE OF IOWA
- ▶ THE HOPE CENTER
- ▶ THE PROJECT OF PRIMARY HEALTHCARE
- ▶ THE ROSE OF DES MOINES
- ▶ TRANSIOWA CAB COMPANY
- ▶ U.S. COMMITTEE FOR REFUGEES AND IMMIGRANTS
- ▶ U.S. DEPARTMENT OF VETERANS AFFAIRS
- ▶ UNITED COMMUNITY SERVICES INC.
- ▶ UNITED HEALTHCARE
- ▶ UNITED WAY OF CENTRAL IOWA
- ▶ UNITY POINT
- ▶ URBAN DREAMS
- ▶ URBAN DALE CHAMBER OF COMMERCE
- ▶ URBAN DALE COMMUNITY ACTION NETWORK
- ▶ URBAN DALE COMMUNITY SCHOOLS
- ▶ URBAN DALE FOOD PANTRY
- ▶ VALLEY VIEW VILLAGE
- ▶ VALLEY WEST MALL
- ▶ VINTAGE HILLS RETIREMENT COMMUNITY
- ▶ VOYA FINANCIAL
- ▶ WALMART
- ▶ WELLMARK
- ▶ WESLEY ACRES COMMUNITY SERVICES
- ▶ WEST DES MOINES COMMUNITY SCHOOLS
- ▶ WEST DES MOINES HUMAN SERVICES
- ▶ WEST DES MOINES PUBLIC LIBRARY
- ▶ YMCA SUPPORTIVE HOUSING
- ▶ YOUNG WOMENS RESOURCE CENTER
- ▶ YOUTH EMERGENCY SHELTER



APPENDIX B

Service Standards and Performance Monitoring Guidelines



SERVICE STANDARDS AND PERFORMANCE MONITORING GUIDELINES





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1 INTRODUCTION

Service standards are a set of metrics and targets for monitoring DART service delivery and ensuring effective use of public investments. DART strives to meet the expectations of riders, taxpayers, community members, and other stakeholders while allocating resources responsibly to provide the best possible transportation service to the Greater Des Moines area. The service standards described in this document provide a framework for consistently monitoring the performance of DART services and adjusting investments accordingly. For example, routes that repeatedly underperform may require corrective action to improve route performance or reallocation of those resources into more effective service options. These standards have been approved by the DART Commission and are applied on an on-going basis by DART staff.

2 PURPOSE

There are many reasons to establish service standards and performance monitoring guidelines, including:

▶ **Objective Evaluation Tool**

The performance indicators, standards, and guidelines for performance monitoring collectively function as a management tool for fairly and objectively evaluating service and developing minor and major service changes.

▶ **Institutional Consistency and Transparency**

Using service standards and consistent performance monitoring processes ensures that evaluation of service is not only objective, but consistent over time and across the planning department. It also ensures public transparency and accountability in the service planning process.

▶ **Compliance with Federal Requirements**

As part of the guidance for Title VI compliance (see Federal Transit Administration (FTA) circular *FTA C 4702.1B*), the FTA requires transit agencies with fixed-route service to set system-wide service standards and policies for all fixed-route modes, though the full list of metrics and thresholds are defined by each agency. In this document, DART addresses all service standards and policies required by the FTA (see *FTA C 4702.18*, Chapter IV-4 - IV-7):

- ▷ Vehicle load for each mode (must set quantitative standard)
- ▷ Vehicle headway for each mode (must set quantitative standard)
- ▷ On-time performance for each mode (must set quantitative standard)
- ▷ Service availability for each mode (must set quantitative standard)
- ▷ Distribution of transit amenities for each mode
- ▷ Vehicle assignment for each mode



3 SERVICE CLASSIFICATION

DART operates different transit service types to meet the diverse transportation needs within the region. Each service type differs in its purpose within the network and markets served. Thus, performance targets vary from one service type to another. DART utilizes the five service types listed in **Table 1**. In the appendix, **Table A1** summarizes the classification of existing routes.

Table 1: DART Service Types

Service Type	Description
Core Local Route	<ul style="list-style-type: none"> ▶ Serves transit-supportive markets (busy/dense corridors with key regional destinations) and yields strong ridership. ▶ Strong ridership drives investment in frequent service. ▶ All-day, all-week service, to greatest financial extent possible.
Support Local Route	<ul style="list-style-type: none"> ▶ Serves a less transit-supportive market (lower-density development with few regional destinations) to improve connectivity of the transit network or provide access to riders in low-density areas of the region. ▶ Modest investment of resources; less frequent service. ▶ Limited span of service, peak-only where appropriate.
Express Route	<ul style="list-style-type: none"> ▶ Serves commuters with limited-stop/closed-door service for most of trip. Travel time should be competitive with private car travel for similar trip. ▶ Frequent departures during peak of the peak. Under-utilized trips may be eliminated. ▶ Peak-hour, peak-direction service (bi-directional service may be appropriate for some routes).
Shuttle Service	<ul style="list-style-type: none"> ▶ Circulator or short-distance routes for inter-community travel or first-/last-mile connections to/from Local or Express service. ▶ Frequent service facilitates spontaneous travel and accommodates more network connections; however, frequency and span vary based on market/function of route.
On-Call Service	<ul style="list-style-type: none"> ▶ Service by reservation that takes riders to requested destinations within a set service area. ▶ Limited service days, mostly mid-day service.



4 SUMMARY OF KEY PERFORMANCE INDICATORS

To achieve its mission of enriching lives, connecting communities, and expanding opportunities, DART must balance the customer experience with an efficient allocation of resources. Thus, DART has standards related to efficiency and effectiveness as well as standards related to service quality. Both are necessary to maintain and grow a strong regional transit network. This section provides a description of each key performance indicator DART uses to evaluate service. The associated standard, or threshold, for each performance indicator is listed in **Table 2** below.

Service Type	Efficiency & Effectiveness Standards		Service Quality Standards						
			Reliability		Comfort			Convenience	
	Passengers Per Hour	Cost Per Customer	On-Time Performance	Percent Trips Completed	Passenger Load	Vehicle Assignment	Average Fleet Age	Headways	Stop Spacing
Core Local	20	\$6.00	85%	98%	125%	40' (60' or 35' where appropriate)	8 years	15 - 30 min	0.25
Support Local	15	\$10.00			125%	40' (60' or 35' where appropriate)		30 - 60 min	0.25
Express	10	\$15.00			100%	40' (60' or 35' where appropriate)		20 - 30 min	Only as needed
Shuttle	5	\$25.00			125%	Vehicle smaller than 30' medium duty bus		Varies based on demand	0.25
Regional On-Call	5	\$25.00			125%	Vehicle smaller than 30' medium duty bus		On demand	N/A

Table 2: Summary of Service Standards by Service Type

4.1 Efficiency and Effectiveness Measures

As an agency that operates with taxpayer dollars, DART has an obligation to use its resources responsibly. Efficiency and effectiveness standards ensure that the community receives the



maximum benefit from each dollar invested in service. Measuring passengers per hour and cost per passenger helps DART to determine the return on investment: how many riders are returned for each unit of service investment.

4.1.1 *Passengers Per Service Hour*

Passengers per service hour is a performance indicator that helps DART evaluate a route's productivity: ridership generated per hour of service operated. A service that carries 20 passengers per hour of service operated is more effective than a service that carries 10 passengers per hour of service operated. DART is expending the same cost while carrying twice as many riders.

Application Example: Consider a route that carries 500 passengers per day using 3 vehicles over a 12-hour period. There are 36 total hours of service operated, for a productivity of 13.8 passengers per hour. However, if this route could be operated more efficiently by speeding up service, reducing delay, and reducing recovery time at the end of the route, it might only require the use of 2 vehicles to provide the same level of service. In this case, there are 24 total hours of service operated, for a productivity of 20.8 passengers per hour. In this scenario, the productivity increased through using existing resources more efficiently.

4.1.2 *Cost per Customer*

Cost per customer measures the cost to provide service on a per-passenger boarding basis. Like productivity, it is influenced both by how many riders a route carries and by how efficiently resources are deployed on the route. Since cost is primarily driven by the number of hours of service provided, routes with high productivity tend to have lower costs than routes with low productivity. However, cost metrics may vary depending on what type of vehicle is used (fuel efficiency, maintenance costs) and the presence of any cost-sharing partnerships. For services that do not meet minimum standards, DART can consider whether higher costs are acceptable relative to strategic priorities, such as access to job. Additionally, DART can explore funding partnerships that share the cost burden with the entities receiving the service.

4.2 *Service Quality Measures*

While efficiency and effectiveness measures evaluate how well resources are utilized, service quality measures evaluate how well DART is providing service to customers. It is not enough to simply operate a trip as scheduled. DART service must be reliable, comfortable, convenient, and accessible to be an attractive transportation option. Measuring on-time performance and trips completed evaluates reliability. Measuring passenger load, vehicle assignment, and fleet age evaluates passenger comfort. Finally, measuring frequency/headways and stop spacing evaluates accessibility and convenience. Distribution of transit amenities are often not controlled by DART alone, but they are addressed in these standards to ensure FTA compliance.

4.2.1 *On-Time Performance*

On-time performance is a performance indicator of service reliability and measures how closely a route adheres to its published timetable. It is measured as the percentage of trips that were delivered "on-time," which DART defines as departing any amount of time before or up to five minutes after the scheduled departure time at each scheduled timepoint along a route.

If a bus departs from a schedule timepoint early, it may result in riders missing their bus. Similarly, a bus arriving late to DART Central Station may cause a customer to miss a connection to



another route. Consistently delivering on-time service makes trip planning easier for the customer and gives customers confidence in using DART service.

Setting the on-time performance standard requires effective use of recovery time in the schedule to accommodate travel delays and travel time variability without generating excessive recovery time that consumes resources without generating ridership.

4.2.2 Trips Completed

By monitoring the number of scheduled trips that are completed, DART ensures effective resource management and customer reliability. Even if a given trip was consistently behind schedule and failed to meet the on-time performance definition at any of its timepoints or required a replacement vehicle, if the scheduled trip itself was completed, it is still considered service provided. Thus, DART measures trips completed as scheduled in addition to on-time performance. This indicator is useful in operations planning for establishing and monitoring operator and fleet availability requirements.

4.2.3 Passenger Load

A passenger load standard is one component of ensuring buses are not overcrowded and customers have a comfortable ride experience. While strong ridership per trip indicates a successful service, overcrowding for large portions of a trip increases the number of standing passengers and the duration of standing time. A passenger load standard must balance efficient allocation of vehicles with customer comfort. The vehicle assignment standard should complement the passenger load standard to achieve this balance.

Passenger load is measured as a ratio of the number of people on a vehicle to the seating capacity of the vehicle. So, if every seat on a vehicle is occupied by a customer at the time of measurement, the passenger load of that vehicle is 100 percent.

Application Example: If a bus has a 32-seat capacity and there are 43 passengers on board, the passenger load would be 134 percent. If the standard for that route is 125 percent, this bus would not meet the passenger load standard.

Customers are more tolerant of standing for short trips and/or at slower speeds than on longer trips and/or at higher speeds. Thus, the passenger load standard for express routes (longer trips at faster speeds) is generally lower than for local or shuttle routes.

4.2.4 Vehicle Assignment

A vehicle assignment standard provides guidance for matching the appropriate vehicle type to each service type. The primary consideration for vehicle assignment is the number of people on the vehicle at any one time (load). Most fixed-route services require a standard 40-foot bus; however, load variation may call for a different vehicle with more or less capacity. This standard is required of all fixed-route operators to ensure bus capacity is distributed in accordance with load or another objective measure.

4.2.5 Average Fleet Age

Average fleet age is a simple average of the age (number of years since the vehicle was manufactured—not purchased) of every vehicle in DART's fleet. Monitoring average fleet age helps DART perform effective transit asset management and budgeting (Note: Additional factors, such as total vehicle mileage, number of preventable accidents, mean distance



between failures, trips missed due to major breakdowns, and duration of out-of-service maintenance time are also considered in these processes. More information is available in the *DART Transit Asset Management Plan*). Buses that have been in operation too long are prone to more maintenance issues and the “wear and tear” of usage may impact the customer experience. By consistently purchasing new rolling stock, DART increases the reliability of its fleet and improves the customer experience.

4.2.6 Frequency/Headways

Service frequency is a strong indicator of how convenient transit service is for customers. Frequency is measured as the number of trips a bus route operates within an hour. Frequency is often referenced alongside the term “headway,” which is the time interval between bus trips, typically measured in minutes. For example, a bus with 15-minute headways has a frequency of 4 trips per hour. Most customers think of service accessibility and convenience in terms of minutes waiting for the next bus, so DART’s standard for frequency is defined as acceptable headway ranges for each service type.

Frequency of service is the number one factor that attracts riders to use transit service. Most riders want to be able to simply walk out to a stop and catch the next trip without consulting a schedule, but this can result in long wait times if a bus only operates every 30 to 60 minutes. While availability of real-time arrival information helps reduce some uncertainty with trip planning, it does not reduce the time riders have to wait for their bus to arrive. Wide headways reduce travel flexibility and convenience, making transit use less attractive.

4.2.7 Stop Spacing

Stop spacing refers to the distance between bus stops and is measured in miles. The average distance between stops on a route is one indicator of service accessibility—how many people can access a given route or the DART network. Important considerations in stop spacing include environment, speed, and service type/customer expectation.

Surrounding land use and density should be taken into consideration when siting bus stops. For example, areas with unsafe pedestrian conditions may require more frequent stops in order to be accessible for riders or may increase the average distance between stops if there are not enough places for a bus to safely pull over for passengers to board or exit the vehicle. Speed impact is another important consideration. Stops spaced too closely together slow down bus operations by causing the bus to decelerate, stop, board passengers, and merge back into traffic more frequently. Finally, service type and customer expectation play an important role in determining appropriate stop spacing. For example, a circulator service in a dense area (ex: Downtown D-Line) should have less distance between stops (every few blocks) compared to express service that should collect riders at/near the beginning of the route, spend most of the route with limited-stop/closed-door service (only stopping at major destinations), and then distribute riders at the end of the route.

4.2.8 Distribution of Transit Amenities

DART selects all bus shelter locations, and bus shelter investments are prioritized where there is strong ridership, key transportation corridors, partnership opportunities, and/or a walkable environment. When citing a location, DART may have to work with private property owners to acquire additional permits or reach agreements about a shelter location.



5 PERFORMANCE MONITORING GUIDELINES

In order for service standards to be an effective tool, they must be accompanied by guidelines for application. This section lays out timelines for monitoring service performance, actions to take if a route falls below expectations, and the process for evaluating requests for new service.

5.1 Performance Monitoring Schedule and Process

DART should evaluate each route based on the key performance indicators outlined in Section 4 on a quarterly basis. In most cases, an average of all trips on a route within the quarterly reporting period will be generated to compare to the DART standard. If a route does not meet one of the standards during one quarterly reporting period, no immediate action is required. However, if a route fails to meet either of the efficiency and effectiveness standards (passengers per service hour or cost per customer) for three consecutive quarterly evaluations, DART will conduct a more thorough review of that route's performance and determine the best corrective action.

5.2 Corrective Actions and Exceptions

Routes that fall below an efficiency and effectiveness standard (either passengers per service hour or cost per customer) for three consecutive quarters will be considered "under review for corrective action." DART should develop a Corrective Action Plan to address the route's underperformance. Strategies for the Corrective Action Plan might include:

- ▶ **Segment Level Analysis:** A segment-level analysis of a low-performing service may highlight a specific portion of the route that significantly reduces the overall performance, causing it to fall below standards. If a low-performing segment is identified, it can be modified to attempt to raise productivity for the route as a whole.
- ▶ **Operational Analysis:** Often the difference between meeting and failing minimum performance standards is inefficient use of vehicle resources. Realigning service to cover only critical segments, removing deviations, reducing recovery time, and eliminating excess dwell time are ways to reduce travel time and save resources, thereby raising performance levels without significantly affecting ridership.
- ▶ **Changes in Service Levels:** Adjusting the service levels of a low-performing route – by any combination of frequency, span, or day of week changes – may help tailor the transit product to its market and increase productivity. Some low-performing routes may not warrant the existing scheduled frequencies, and right-sizing investment in the route may be required.
- ▶ **Cost Sharing:** Exploring cost sharing or public-private partnerships can reduce the amount of public funding required on low-performing services. If a route does not meet passenger per hour thresholds but provides access to priority service destinations, continued service may be justified if funding partnerships offset enough cost so that DART's cost per passenger meets the standard.
- ▶ **Targeted Marketing:** Marketing tactics can help raise public awareness of a route in need of remedial action. Poor ridership may be a result of a miscalculation of a route's potential market. Investing in targeted marketing may be effective, particularly if a route is designed to serve concentrated market groups like employment centers, shopping districts, schools, hospitals, social service offices, or other major destinations.



- ▶ **Rider Outreach:** On-board surveys and rider interviews can provide valuable insight into how a route can be improved. Riders may share information on why the route schedule, alignment, or operation may be preventing people from using it more often.

Once a Corrective Action Plan has been developed and implemented, the route is expected to meet standards for three consecutive reporting periods to no longer be considered “under review.” If the route does not meet both efficiency and effectiveness standards for at least three of the four reporting periods after implementation of corrective action, revision of the corrective action plan or potential route discontinuation may be considered to ensure responsible distribution of resources. Route discontinuation is the final option for a low-performing route that does not meet performance standards and may be applied geographically (to a particular segment or route pattern) or temporally (during a particular service day or time of day).

Some routes that fail to meet service standards may be exempt from corrective action planning. This includes new service that has not yet matured (see Section 5.3), routes that provide necessary coverage or service to minority or low-income populations, routes that achieve strategic objectives (such as access to jobs), and other justifications deemed appropriate by the DART Commission. Routes that provide critical service to minority and low-income populations are determined through the service equity process outlined in Section 5.2.

5.2 Major and Minor Service Changes and Equity Analysis

Quarterly performance monitoring will play a role in DART's service planning decisions. Any change in service must be evaluated to determine if it is a minor or a major service change. (See *DART Service and Fare Equity Policy* for definitions and thresholds.) Major service changes are subject to a service equity analysis in accordance with Title VI of the Civil Rights Act of 1964, as applied in the Code of Federal Regulations and interpreted by FTA Title VI Requirements.

A service equity analysis must be conducted for any major service change and performed in compliance with FTA guidelines, as outlined in *FTA C 4702.1B*, and DART's *Service and Fare Equity Policy*. If a disparate impact or disproportionate burden is identified, DART will mitigate the impacts, where possible, but may proceed with the change if staff have demonstrated that there are no practicable alternatives that would accomplish DART's program goals and have less of an impact on minority and/or low-income communities.

Major service changes also require certain public outreach efforts, as outlined in the *DART Public Participation Plan*. These efforts may include a public meeting, opportunities for public input, and notice and communication of final changes. When possible, DART uses data from past public outreach efforts to identify the communication methods preferred or most utilized by DART customers. Monitoring customer communication preferences helps DART design a public outreach strategy that will reach the most customers (or specific markets, when appropriate) and generate robust public input.

Minor service changes or adjustments are not subject to the *DART Public Participation Plan* requirements or a service equity analysis.

5.3 Responding to Requests for New Service

DART frequently receives new requests for service from businesses, residents or regional destinations. DART must evaluate each request to see if the service proposed would meet established service standards. Understanding how many hours of service would be required,



DART can estimate the number of passengers the new service must generate to meet established cost per passenger and passengers per hour standards. DART should consider potential ridership and cost-per passenger standards when responding to requests for new service.. Additionally, DART should also consider cost-sharing partnership with the entity requesting service in order to allow the service to meet the cost per passenger standard without jeopardizing overall system performance.

When a new service is implemented, it should operate for a two to three year trial period. If after trial period the service does not meet passenger per hour and cost per passenger service standards, the route may need to be modified or undergo some other corrective action.



APPENDIX

Table A1: Routes by Service Classification

Service Classification	Route Name
Core Local	1-Fairgrounds 3-University 4-E 14 th St 6-Indianola Ave 7-SW 9 th Ave 14-Beaver Ave 15-6th Ave 16-Douglas Ave 17-Hubbell Ave/Altoona 52-Valley West/Jordan Creek 60-University/Ingersoll
Support Local	5-Franklin Ave 8-Fleur Dr 10-East University Ave 11-Ingersoll/Valley Junction 50-Euclid/Douglas
Express	92-Hickman 93-NW 86 th 94-Westown 95-Vista 96-EP True 98-Ankeny 99-Altoona
Shuttle	13-SE Park Ave 40-LINK 42-D-Line 72-West Des Moines Flex/Clive 73-Urbandale/Windsor Heights Flex 74-NW Urbandale
On-Call	Alleman Ankeny Easter Lake Granger/Grimes Grimes/NW Johnston



APPENDIX C

Service and Fare Equity Policy



SERVICE AND FARE EQUITY POLICY



SCOPE:	DART TRANSIT SERVICES
RESPONSIBLE DEPARTMENT:	PLANNING AND DEVELOPMENT
APPROVAL DATE:	MARCH 5, 2019
APPROVED BY:	DART COMMISSION

Purpose:

The purpose of this policy is to establish thresholds for analyzing and reporting potential adverse impacts of transit service or fare changes on minority and low-income communities. This policy describes the criteria for analyzing changes to service and fares, as well as the steps that will be taken as a result of the analysis.

Title VI of the Civil Rights Act of 1964 states that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. The Federal Transit Administration (FTA) has several requirements to ensure that transit agencies comply with Title VI, among them the requirement to analyze changes to transit service or fares to determine whether changes are being applied equitably to minority and low-income communities.

Minor changes to service are exempted from this analysis and reporting, but each transit agency must identify what constitutes a Major Service Change for its system, as only Major Service Changes are subject to a service equity analysis. Changes that are anticipated to last less than 12 months, such as construction detours, are considered minor service changes and not subject to equity analysis.

All changes to fare cost and payment methods are subject to this analysis and reporting, excluding temporary or promotional fares lasting 12 months or less.

Definitions:

- **Adverse Effect** is defined as a geographical or time-based reduction in service which includes but is not limited to span of service changes, frequency changes, route segment elimination, rerouting, or route elimination.
- **Disparate Impact** refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where DART's policy or practice lacks a substantial legitimate justification and where there exist one or more alternatives that would serve the same legitimate objective but with less disproportionate effect on the basis of race, color, or national origin.
- **Disparate Treatment** refers to actions that result in circumstances where similarly situated persons are intentionally treated differently (i.e., less favorably) than others because of race, color, or national origin.
- **Disproportionate Burden** refers to a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of



SERVICE AND FARE EQUITY POLICY



disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where practicable.

- **Low-income Person** means a person whose household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines.
- **Low-income Population** refers to any readily identifiable group of low-income persons who live in geographic proximity, and, if circumstances warrant, geographically dispersed/transient persons (such as migrant workers or Native Americans) who will be similarly affected by a proposed FTA program, policy or activity.
- **Minority Persons** include those persons who self-identify as being one more of the following ethnic groups: American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian and Other Pacific Islander, as defined in the FTA Title VI Circular.
- **Minority Populations** means any readily identified group of minority persons who live in geographic proximity and, if circumstances warrant, geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed DOT program, policy, or activity.

Major Service Change Policy:

A service equity analysis will be conducted whenever DART implements a major service change.

- A major service change is defined as when 25 percent or more of a route's revenue hours or revenue miles is added or reduced, or when the total revenue hours for the system are expanded or reduced by 10 percent or more.

Changes to service that do not meet the major service change threshold are not subject to further Title VI analysis.

Disparate Impact Policy for Major Service and Fare Changes:

The purpose of this policy is to establish a threshold which identifies when adverse effects of a major service change or any fare change are borne disproportionately by minority populations.

- DART will consider a proposed major service change to have a disparate impact if the affected route's minority population is more than 5 percentage points greater than the system average.
- DART will consider a proposed fare rate or media change to have a disparate impact if the proportion of minority customers likely to be negatively affected is more than 5 percentage points greater than the overall proportion of DART customers likely to be affected.



SERVICE AND FARE EQUITY POLICY



Disproportionate Burden Policy for Major Service and Fare Changes:

The purpose of this policy is to establish a threshold which identifies when adverse effects of a major service change or any fare change are borne disproportionately by low-income populations.

- DART will consider a proposed major service change to have a disproportionate burden if the affected route's low-income population is more than 5 percentage points greater than the system average.
- DART will consider a proposed fare rate or media change to have a disproportionate burden if the proportion of low-income customers likely to be negatively affected is more than 5 percentage points greater than the overall proportion of DART customers likely to be affected.

Service and Fare Equity Analysis Process:

If either a disparate impact to minority communities or a disproportionate burden on low-income communities is identified, DART will take the following steps:

- Consider the degree of the adverse effects to these vulnerable communities and whether any adverse effects can be avoided or mitigated.
- Conduct public outreach to share the proposed major service changes and impacts and /or fare changes and impacts. Staff will collect feedback, consistent with the methods described in DART's Public Participation Plan.
- Prepare a report regarding all Major Service Changes and/or Fare Changes for consideration by the DART Commission prior to approval and implementation,
 - The report will outline the impacts to minority and low-income communities and describe public engagement process and the rationale used to develop the recommendations.
- If the DART Commission chooses, it may implement the service or fare change despite an inequity finding if there is justification for the change AND staff have demonstrated that there are no practical alternatives that would accomplish DART's program goals and have less of an impact on minority and/or low-income communities.



APPENDIX D

August 2018 Service Equity Analysis



**Des Moines Area Regional Transit
Authority Title VI/Environmental Justice
Analysis for August 2018 Service Changes**

May 1, 2018

Prepared by:  **TMD**

Purpose

In compliance with Title VI of the Civil Rights Act of 1964, the Federal Transit Administration (FTA) requires all transit agencies receiving federal funding to monitor the performance of their systems, ensuring services are made available and/or distributed equitably. Each transit agency must develop a Title VI Program to document its policies and procedures for meeting FTA requirements. The DART Title VI Program (last updated in 2013) stipulates that any major service change must be evaluated to determine its impact on minority (race, ethnicity or national origin) and low-income populations.

The Des Moines Area Regional Transit Authority (DART) is the primary fixed-route transit operator serving the Des Moines Metropolitan Area and the largest public transit agency in Iowa. The agency serves 18 cities in and around Polk County, including: Alleman, Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines, Elkhart, Granger, Grimes, Johnston, Mitchellville, Pleasant Hill, Polk City, Runnells, Urbandale, West Des Moines, and Windsor Heights. DART operates Local, Express, Flex, Shuttle, and On-Call services.

DART has proposed service changes for 13 existing Local routes and the addition of a new crosstown route, scheduled to take effect August 2018, pending DART Commission approval. This Title VI analysis will perform the following functions:

- Evaluate how the proposed service changes may impact low-income and minority populations,
- Determine whether these impacts constitute a disproportionate burden and/or disparate impact, and
- Identify strategies to avoid, minimize, or mitigate any disproportionate burdens, disparate impacts or any potentially negative outcomes.

Relevant Policies

DART policy requires Title VI analysis for any major service change, using the following definition: “A major service change is when 25 percent or more of a route’s ridership is affected. Ridership impacts are calculated based on alignment changes, frequency reductions, and frequency improvements on an absolute basis.” (DART 2013 Title VI Program Update, page 47) Changes in fare, fare structures, or fare media also require a Title VI evaluation, in accordance with DART’s Fare Equity Policy.

Ridership impacts are determined in the following ways:

- **Alignment Changes:** Ridership impacts are assessed on a stop-by-stop basis. Riders are considered “impacted” if the stop is no longer located directly on the route’s alignment as a result of the service change. Alternative service options within walking distance or other route service to the stop are not considered in this analysis.
- **Frequency Reduction:** Where a service change would result in a reduction in frequency, ridership loss is calculated based on a frequency elasticity, which captures the impact of reduced service levels.
- **Frequency Improvements:** Where a service change would result in an improvement in frequency, additional ridership is calculated by multiplying the existing average number of boardings per trip by the number of additional trips.

Definitions and policies from the FTA Title VI Circular (FTA C 4702.1B) and DART 2013 Title VI Program also guide Title VI analysis.

Disparate Impact Definition:

“The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations” (FTA C 4702.1B, Chap. IV-17)

Disproportionate Burden Definition:

“The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts borne by non-low-income populations” (FTA C 4702.1B, Chap. IV-17)

Service Equity Policy:

“Any major service change route with concentrations of minority and/or low-income populations greater than the modal network average is identified for disparate impacts.” (DART 2013 Title VI Program Update, Page 47)

Proposed Changes

DART is continually evaluating schedules and services to improve efficiency and optimize resources. Service changes are typically implemented in February, June, and August. DART has updated the schedules for 13 routes to better serve the Greater Des Moines Area. The new schedules improve frequency and service span for most Local routes.

In addition to the improvements in frequency and span, DART plans on realigning Route 10 (to better serve Iowa Lutheran Hospital and East Village) and introducing a new crosstown route, Route 50. Route 50 will provide a direct connection between Capitol Heights/East University and Merle Hay without requiring a transfer at DART Central Station in Downtown Des Moines.

Schedule Changes

For most Local routes, the proposed schedule expands the service span, with buses starting service earlier. Table 1 compares the current schedule to the proposed schedule, showing the earliest inbound arrival time at DART Central Station for each route.

Table 1: First Inbound Trip Arrival at DART Central Station

Route	WEEKDAY Current	WEEKDAY Proposed	SATURDAY Current	SATURDAY Proposed	SUNDAY Current	SUNDAY Proposed
Route 1	6:15 AM	5:10 AM	7:40 AM	6:40 AM	8:40 AM	7:40 AM
Route 3	6:15 AM	5:07 AM	7:50 AM	6:03 AM	8:50 AM	7:33 AM
Route 4	6:10 AM	5:03 AM	7:40 AM	6:35 AM	8:40 AM	7:35 AM
Route 5	6:40 AM	5:37 AM	--	--	--	--
Route 6	6:10 AM	5:13 AM	7:38 AM	6:34 AM	8:38 AM	7:28 AM
Route 7	6:10 AM	5:15 AM	7:40 AM	6:34 AM	8:40 AM	7:32 AM
Route 10 (Proposed)	6:47 AM	5:50 AM	--	--	--	--
Route 14	6:07 AM	5:05 AM	7:35 AM	6:13 AM	8:35 AM	6:13 AM
Route 15	6:10 AM	5:15 AM	7:37 AM	7:33 AM	8:37 AM	8:32 AM
Route 16	6:08 AM	5:10 AM	7:36 AM	7:10 AM	8:36 AM	7:35 AM
Route 17	6:06 AM	5:15 AM	7:40 AM	6:16 AM	8:30 AM	7:20 AM
Route 52	6:30 AM	5:00 AM	7:55 AM	6:52 AM	8:55 AM	7:50 AM
Route 60	6:26 AM	5:11 AM	7:58 AM	6:54 AM	8:38 AM	7:53 AM

The proposed service changes are an outcome of schedule optimization to improve service. Most routes will have an overall/net frequency improvement, even if there is a frequency reduction during some hours of service. For example, Route 16 currently has 10- to 15-minute frequency during peaks and 30-minute mid-day frequency. With the new schedule, Route 16 will have 20-minute frequency all day. Overall, the route frequency is improved, despite a slight reduction in frequency during peak service. Routes that do not have an improved frequency maintain their current frequencies, except for Route 1, which has a minor net frequency reduction. Proposed frequencies are summarized in Table 2.

Table 2: Comparison of Current and Proposed Frequency by Route

Route	Current Frequency	Proposed Frequency
Route 1	15-30 peak / 30 midday	30 all day
Route 3	20 peak / 30 midday	20 all day
Route 4	30 peak / 60 midday	30 peak / 60 midday
Route 5	30 peak / 50 midday	30 peak / 60 midday
Route 6	10-20 peak / 30 midday	20 all day
Route 7	15-20 peak / 30 midday	20 all day
Route 10 (Proposed)	60 all day (except 30 first hour)	60 all day (except 30 first hour)
Route 14	30 peak / 60 midday	30 all day
Route 15	15 peak / 30 midday	20 all day
Route 16	10-15 peak / 30 midday	20 all day
Route 17	30 all day (except 15 on Hubbell shortline in peaks)	30 all day (except 15 on Hubbell shortline in peaks)
Route 50	--	40 all day
Route 52	30 peak / 60 midday	30 all day
Route 60	20 all day	20 all day

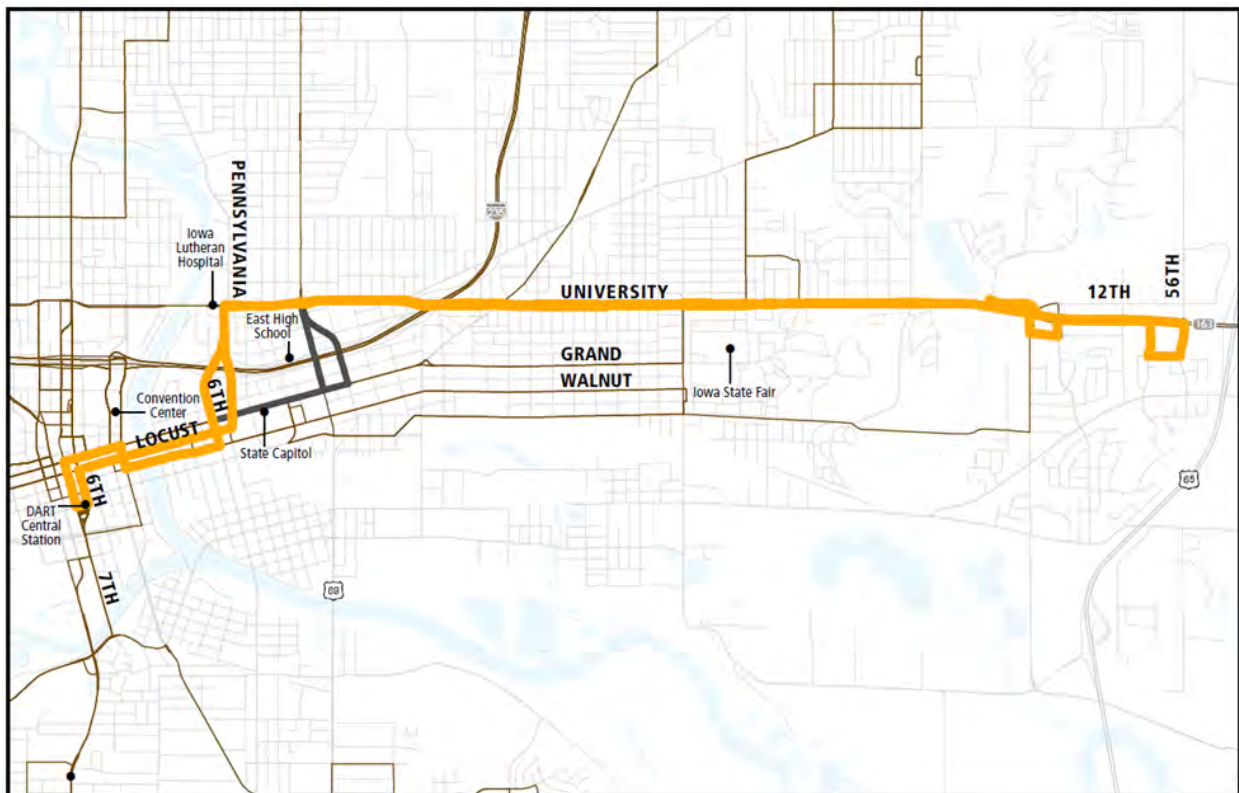
Route 10 Re-Alignment

In 2016, a year five update was performed for the DART Forward 2035 Transit Services Plan. At that time, Route 1 operated multiple trip patterns throughout the day. One recommendation from the plan update was to simplify Route 1 to operate the same trip pattern all day and shift Pleasant Hill service to a new route (which became Route 10). Route 10 was designed to connect Pleasant Hill to Downtown Des Moines via University and Grand Avenues and provide service to Broadlawns East University Clinic.

To provide additional service to Iowa Lutheran Hospital and East Village and improve route performance, DART is adjusting the alignment of Route 10. [Map 1](#) illustrates the current and proposed alignments for Route 10. The 14 stops currently served by Route 10 that will not be served by the new alignment are listed in

Table 3. The stops that will no longer be served represent 15 percent of the route’s total ridership, which is below the 25 percent threshold for a “major service change.”

Map 1: Current and Proposed Route 10 Alignment



ROUTE 10 - UNIVERSITY AVE

- Proposed Alignment
- Existing Network
- Discontinued Segment
- Streets



Table 3: Stops Affected by Route 10 Re-Alignment

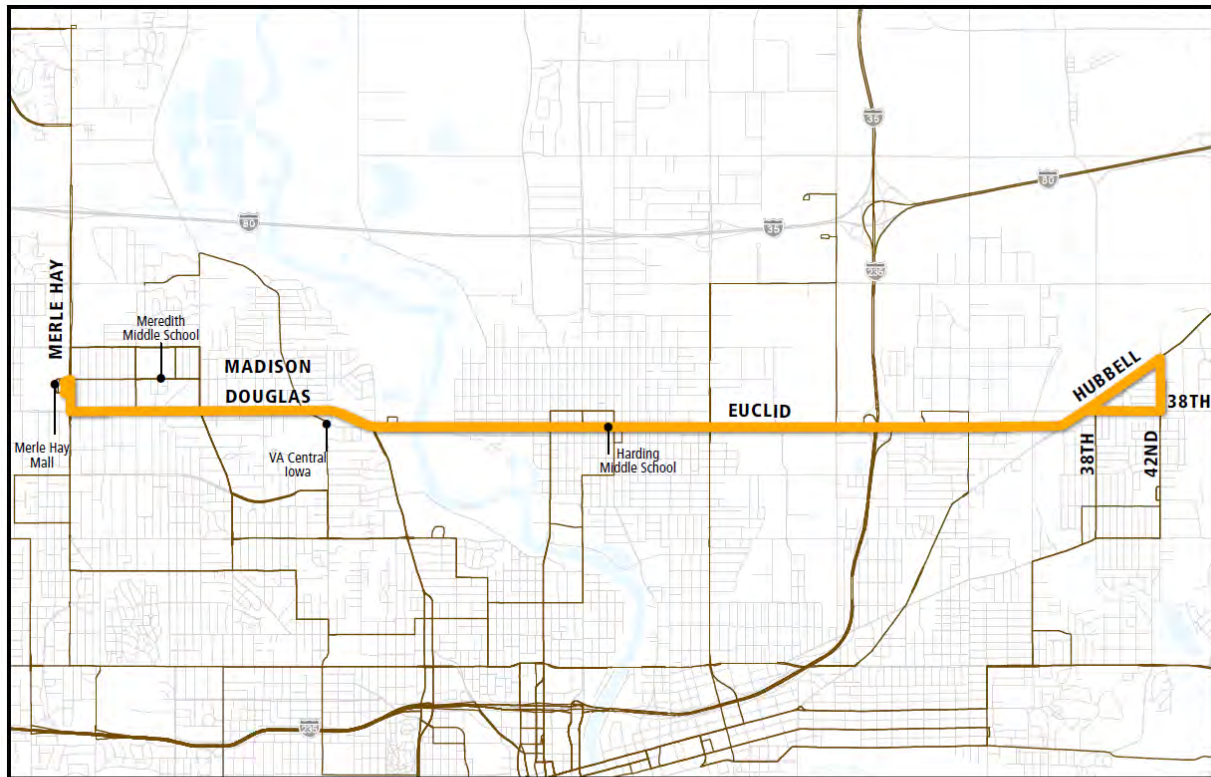
Direction	Stop ID	Stop Description	Average Daily Boardings	Average Daily Alightings
Westbound	1040	E. 14th St. / Buchanan St.	3	1
Westbound	1095	E. 14th St. / Walker St.	13	8
Westbound	1062	E. 14th St. / Des Moines St.	2	1
Westbound	1570	E. Grand Ave. / State Capitol	0	0
Westbound	1572	E. Grand Ave. / E. 12th St.	2	1
Westbound	1576	E. Grand Ave. / E. 14th St. (Far-Side)	3	1
Westbound	1608	E. Grand Ave. / E. 9th St.	0	0
Eastbound	1102	E. 15th St. / E. Grand Ave. (Far-Side)	1	2
Eastbound	1104	E. 15th St. / Walker St. (Far-Side)	2	2
Eastbound	1569	E. Grand Ave. / State Capitol	0	0
Eastbound	1571	E. Grand Ave. / E. 12 th St.	1	3
Eastbound	1575	E. Grand Ave. / E. 14 th St. (Far-Side)	1	3
Eastbound	1607	E. Grand Ave. / E. 9 th St.	0	0
Eastbound	1610	E. Grand Ave. / E. 13 th St. (Far-Side)	0	0
Stops No Longer Served Due To Alignment Change			28	22
Route 10 Total (All Current Stops)			191	186
Impact of Re-Alignment on Route 10 Boardings			15%	*

*Alightings are included to share additional data on the affected stops. Analysis of alightings is not required to determine impact.

New Route 50 Crosstown

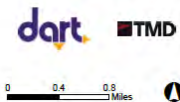
DART Forward identified demand and a need for an east-west route on the north side of Des Moines. With funding from an Iowa Clean Air Attainment Program grant, DART is now able to implement a new crosstown route to meet this demand. Route 50 runs from Capitol Heights/East University to Merle Hay along the Euclid Ave./Douglas Ave. corridor. (See [Map 2.](#)) While Route 17 serves northeast neighborhoods and extends to Altoona and Route 16 provides service from Merle Hay/Urbandale into Downtown, there is currently no service providing a direct connection between these two areas that doesn't require a transfer Downtown. Route 50 is designed to address this service gap to provide more efficient east-west travel for DART customers on the north side.

Map 2: New Route 50 Euclid/Douglas Crosstown



ROUTE 50 - EUCLID CROSSTOWN

- Proposed Alignment
- Existing Network
- Streets



Public Participation Plan and Outreach

DART staff designed a Public Participation Plan in accordance with the agency's Title VI Program guidelines to share proposed service changes with the public and gather meaningful feedback. DART has offered early and continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of the proposed service changes.

In February and March 2018, DART surveyed riders on Route 1 and 10 and several routes operating near the proposed Route 50 crosstown. Responses from these surveys informed the proposed Route 10 alignment and Route 50 service. In April, DART planned and implemented a Public Participation Plan utilizing a variety of strategies to create extensive public engagement:

- Press releases to the DART media list
- Information available on www.ridedart.org and websites of member governments
- Information shared on social media and in an email to all riders subscribed to DART News and DART Meetings lists
- Audio announcements on buses
- Poster and information on arrival/departure monitors at DART Central Station
- Print advertisements in the *Des Moines Register*
- Public meetings and Grab & Go events scheduled throughout the service area:
 - Public meeting in Principal Group Conference Room A in the Student Center on Grand View University Campus: Monday, April 16, 6:00 PM
 - Public meeting in the Multimodal Room on the 2nd Floor of DART Central Station: Wednesday, April 18, 12:00 PM
 - Grab & Go event at DART Central Station: Wednesday, April 18, 2:00 to 5:00 PM
 - Grab & Go event at Java Joes on Douglas: Thursday, April 19, 7:30 AM to 9:00 AM
 - Grab & Go event on-board Routes 3 and 52: Thursday, April 19
 - Grab & Go event at Polk County River Place: Friday, April 20, 11:00 AM to 1:30 PM
 - Grab & Go event on-board Route 17: Monday, April 23, 11:00 AM to 1:00 PM
- Online public meeting (using Facebook Live): Tuesday, April 17, 12:00 PM
- Survey available at public meetings and online
- Report to the DART Commission at May 1 meeting

DART collected 230 survey responses, with a total of 401 comments on all routes. (Respondents had the opportunity to comment on multiple routes.) Route-level comments were well-distributed among the routes, with 21 to 37 comments per route. In general, riders responding to the survey were in favor of the proposed service changes. Over half of respondents said they plan to ride DART more frequently when the proposed service changes are implemented.

Title VI Analysis

Data Sources and Definitions

Data from the American Community Survey (ACS), DART ridership reporting, and customer surveys were used to perform the Title VI analysis.

2016 ACS five-year estimates provided block-group-level population data for the existing network demographic analysis. For purposes of this analysis, the following origin by race categories were defined as minority:

- Black or African American alone
- American Indian or Alaska Native alone
- Asian alone
- Native Hawaiian or Other Pacific Islander alone
- Hispanic or Latino alone
- "Other" race alone
- Two or more races

Individuals who reported in the ACS that their income over the previous 12 months fell below the federal poverty line were defined as low-income for the geographic analysis.

Results of the most recently completed DART Customer Satisfaction on-board survey (from 2016) informed the Title VI evaluation of whether proposed service changes created a potential for a disparate impact or disproportionate burden. Survey respondents were asked to identify their race or ethnicity from the following categories and could select all that applied:

- Caucasian/White
- African American/Black
- Hispanic/Latino
- Native American
- Asian/Pacific Islander
- Middle Eastern/North African
- Other (with room to write in the response)

Respondents who selected any combination of answers other than only Caucasian/White were considered minority riders.

The survey also asked respondents to provide their household income before taxes among the following income brackets:

- Less than \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$34,999

- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 or More

DART utilizes the federal poverty guideline updated each year by the U.S. Department of Health and Human Services to define low-income populations. Since the survey data is from 2016, the 2016 threshold was used to determine low-income status. See Table 4. The survey data did not include information on respondents' household sizes. Assuming an average household size of four people, incomes under \$24,300 fall below the poverty guideline. Thus, all DART survey respondents who selected "Less than \$10,000," "\$10,000 - \$14,999," and "\$15,000 - \$24,999" were considered low-income for purposes of this analysis.

Table 4: 2016 Poverty Guideline for Determining Low-Income Status

HHS Poverty Guideline for 2016	
Household Size	Income
1	\$11,880
2	\$16,020
3	\$20,160
4	\$24,300
5	\$28,440
6	\$32,580
7	\$36,730
8	\$40,890

Source: U.S. Department of Health and Human Services, 2016.

Determine Impact of Service Changes

Methodology: DART policy requires that any major service change be evaluated for any potential disproportionate burden or disparate impact. Ridership data from October 2017 is provided by route in Table 5. "Number of Existing Riders" represents the average weekday, Saturday, and Sunday passenger boardings from all service days in the month of October. As Route 50 is a new route, it is considered a major service change regardless of the size of potential ridership. Those routes in gray are not affected by the August 2018 proposed service changes.

Result: All routes affected by the August 2018 scheduling changes are considered major service changes since the changes will affect over 25% of DART's ridership. Route 50 is considered a major service change because it is a new route. The Route 10 re-alignment is not considered a major service change because only 15 percent of the route's ridership will be affected.

Table 5: DART Ridership Impacts Based on October 2017 Average Ridership

Current Route	Service Type	Weekday		Saturday		Sunday	
		Number of Existing Riders	Riders Impacted	Number of Existing Riders	Riders Impacted	Number of Existing Riders	Riders Impacted
Route 1	Local	667	100%	280	100%	165	100%
Route 3	Local	1,209	100%	905	100%	586	100%
Route 4	Local	780	100%	290	100%	188	100%
Route 5	Local	No Data Available					
Route 6	Local	1,069	100%	389	100%	307	100%
Route 7	Local	1,358	100%	603	100%	403	100%
Route 8	Local	189	0%	--	--	--	--
Route 10 – Schedule Route 10 - Alignment	Local	194	100% 15%	--	--	--	--
Route 11	Local	91	0%	--	--	--	--
Route 13	Local	91	0%	--	--	--	--
Route 14	Local	762	100%	419	100%	235	100%
Route 15	Local	1,004	100%	507	100%	277	100%
Route 16	Local	1,349	100%	496	100%	365	100%
Route 17	Local	1,078	100%	552	100%	390	100%
Route 52	Local	564	100%	388	100%	247	100%
Route 60	Local	1,534	100%	856	100%	411	100%
Route 72	Flex	No Data Available					
Route 73	Flex						
Route 74	Flex						
Route 92	Express	101	0%	--	--	--	--
Route 93	Express	133	0%	--	--	--	--
Route 94	Express	44	0%	--	--	--	--
Route 95	Express	44	0%	--	--	--	--
Route 96	Express	99	0%	--	--	--	--
Route 98	Express	348	0%	--	--	--	--
Route 99	Express	67	0%	--	--	--	--
D-LINE (42)	Shuttle	1,155	0%	556	0%	--	--
LINK (40)	Shuttle	175	0%	--	--	--	--
System Total		14,105	82%	6,241	91%	3,574	100%
Affected Route Total		11,568	--	5,685	--	3,574	--

Source: Ridership data reported by DART in October 2017.

Identify Geographic Concentrations of Minority and Low-Income Populations

Methodology: To evaluate the impact of the August 2018 service changes, geographic concentrations of minority and low-income populations were identified using Geographic Information Systems (GIS) analysis. All Census block groups were joined with 2016 ACS demographic data. All people living within a half-mile of the DART network (including Route 50 and the new Route 10 alignment) were included in the analysis. The percentage of minority and low-income riders for each route were compared to the percentages for the total system, per DART policy.

Result: Of the 14 routes related to the August service change, 10 had above-average minority and low-income populations. [Table 6](#) includes the population and minority and low-income percentages for each route with above-average routes highlighted. Above-average block groups are also identified in [Map 3](#) and [Map 4](#).

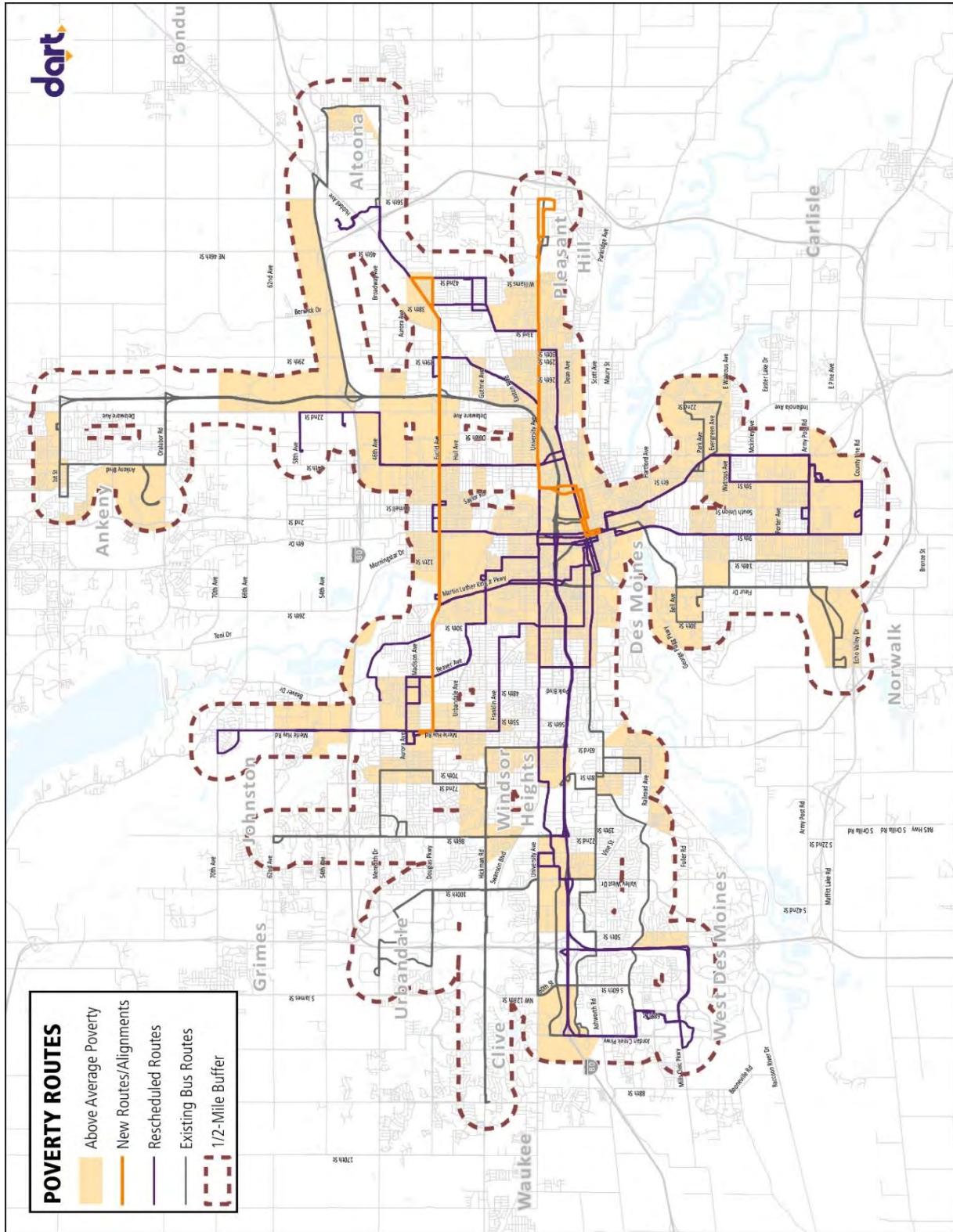
Table 6: DART Network Demographics, ACS 2016

Current Route	Total Population	Low-Income Population	Low-Income Percentage of Total Population	Minority Population	Minority Percentage of Total Population
Local Total*	513,992	104,005	20%	170,662	33%
Route 1	29,301	6,580	22%	9,658	33%
Route 3	33,862	8,101	24%	12,186	36%
Route 4	28,388	5,757	20%	12,855	45%
Route 5	44,047	7,612	17%	9,769	22%
Route 6	23,563	5,231	22%	7,379	31%
Route 7	22,234	3,796	17%	5,103	23%
Route 8	20,382	3,001	15%	4,155	20%
Route 10 (Existing)	25,168	5,345	21%	10,730	43%
Route 10 (Proposed)	25,713	5,466	21%	11,173	43%
Route 11	22,651	3,460	15%	4,304	19%
Route 13	10,749	2,815	26%	5,349	50%
Route 14	37,234	8,001	21%	13,586	36%
Route 15	20,554	5,220	25%	8,874	43%
Route 16	38,569	8,009	21%	15,288	40%
Route 17	32,288	7,602	24%	14,081	44%
Route 50	37,634	6,392	17%	11,083	29%
Route 52	54,213	8,423	16%	13,828	26%
Route 60	32,610	8,537	26%	11,951	37%
Flex Total	54,870	4,420	8%	8,743	16%
Route 72	25,254	1,956	8%	4,320	17%
Route 73	19,767	1,952	10%	3,066	16%
Route 74	9,849	513	5%	1,361	14%
Express Total	305,209	53,909	18%	84,217	28%
Route 92	49,790	8,481	17%	12,667	25%
Route 93	48,854	8,442	17%	13,081	27%
Route 94	40,821	7,882	19%	11,748	29%
Route 95	42,464	6,961	16%	10,620	25%
Route 96	46,048	6,913	15%	10,729	23%
Route 98	42,044	8,109	19%	13,419	32%
Route 99	35,189	7,122	20%	11,954	34%
System Total*	874,071	162,334	19%	263,586	30%

Source: American Community Survey 5-Year Estimates, 2016. Table B03002: Origin by Race and Table B17021: Poverty Status of Individuals in the Past 12 Months.

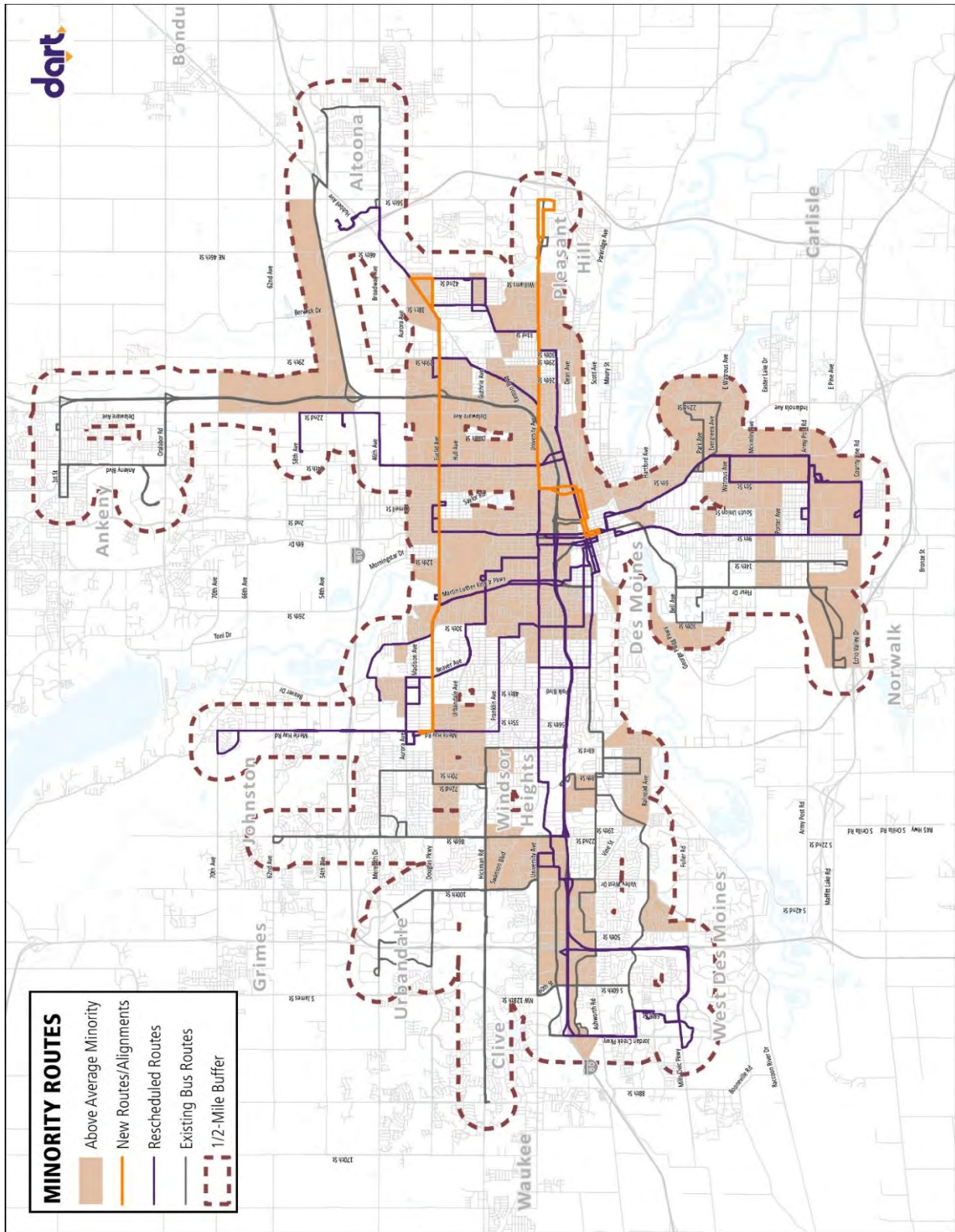
*Total includes the new Route 10 alignment and Route 50 and excludes the existing Route 10 alignment.

Map 3: Above-Average Low-Income Population by Census Block Group



Source: American Community Survey 5-Year Estimates, 2016. Table B17021: Poverty Status of Individuals in the Past 12 Months. ESRI ArcGIS base map.

Map 4: Above-Average Minority Population by Census Block Group



Source: American Community Survey 5-Year Estimates, 2016. Table B03002: Origin by Race. ESRI ArcGIS base map.

Compare Route Ridership to System Average

Methodology: American Community Survey data provides demographic context for the population within a half-mile that is most likely to use a given route. However, analysis of on-board survey results can provide a clearer picture of actual ridership and how minority and low-income customers are using the DART system. [Table 8](#) and [Table 7](#) provide summaries of the 2016 DART Customer Satisfaction on-board survey data. The survey data represents actual respondents. The data is not weighted and therefore may not be proportionally representative of overall DART ridership. The 2018 DART Customer Satisfaction survey is not yet complete, so the 2016 survey data is the most recent. As Route 10 was not in service yet when the 2016 responses were collected, it is not included in this portion of the analysis.

Result: Similar to the findings of the ACS demographic data, most of the routes with proposed service changes have above-average minority and low-income ridership. As is the case with most systems, local routes tend to provide more service to low-income and minority populations than commuter or express service. (All routes affected by the August service change are Locals.) Data from the survey is included in [Table 7](#) and [Table 8](#) and the routes affected by the service change are summarized in [Table 9](#).

Routes affected by the service change where the minority or low-income ridership falls above the system average are highlighted in yellow. For low-income ridership, the system average was 63 percent, and for minority ridership, the system average was 30 percent. The minority percentage is consistent with the general population within a half-mile (30 percent for both), but the low-income percentage is much higher among riders than the general population within a half-mile (63 percent compared to 19 percent).

Table 7: 2016 DART Riders by Income Status

Current Route	Low-Income Riders	Non-Low-Income Riders	Low-Income Percentage of Total Riders	Total Riders
Route 1	20	6	77%	26
Route 3	36	9	80%	45
Route 4	20	8	71%	28
Route 5	7	11	39%	18
Route 6	26	9	74%	35
Route 7	41	10	80%	51
Route 8	11	6	65%	17
Route 10	No Data Available			
Route 11	0	6	0%	6
Route 14	16	7	70%	23
Route 15	35	4	90%	39
Route 16	36	6	86%	42
Route 17	30	5	86%	35
Route 52	15	13	54%	28
Route 60	41	15	73%	56
Route 72	4	4	50%	8
Route 73	0	1	0%	1
Route 74	1	3	25%	4
Route 91	0	5	0%	5
Route 92	2	8	20%	10
Route 93	2	11	15%	13
Route 94	3	7	30%	10
Route 95	0	10	0%	10
Route 96	1	11	8%	12
Route 98	7	26	21%	33
Route 99	2	5	29%	7
Affected Routes Total	323	103	76%	426
Non-Affected Routes Total	33	103	24%	136
System Total	356	206	63%	562

Source: DART 2016 Customer Satisfaction On-Board Survey.

Table 8: 2016 DART Riders by Race/Ethnicity

Current Route	Minority Riders	Non-Minority Riders	Minority Percentage of Total Riders	Total Riders
Route 1	14	18	44%	32
Route 3	13	35	27%	48
Route 4	9	19	32%	28
Route 5	7	13	35%	20
Route 6	7	30	19%	37
Route 7	14	37	28%	51
Route 8	7	10	41%	17
Route 10	No Data Available			
Route 11	1	5	17%	6
Route 14	4	23	15%	27
Route 15	15	23	40%	38
Route 16	21	32	40%	53
Route 17	17	22	44%	39
Route 52	9	20	31%	29
Route 60	17	40	30%	57
Route 72	3	6	33%	9
Route 73	0	1	0%	1
Route 74	1	3	25%	4
Route 91	0	6	0%	6
Route 92	2	11	15%	13
Route 93	1	13	7%	14
Route 94	5	5	50%	10
Route 95	3	7	30%	10
Route 96	6	7	46%	13
Route 98	4	32	11%	36
Route 99	0	7	0%	7
Affected Routes Total	147	312	32%	459
Non-Affected Routes Total	33	113	23%	146
System Total	180	425	30%	605

Source: DART 2016 Customer Satisfaction On-Board Survey.

Table 9: Routes Affected by August Service Change by Minority and Low-Income Ridership

Current Route	Low-Income Percentage of Total Riders	Minority Percentage of Total Riders
Route 1	77%	44%
Route 3	80%	27%
Route 4	71%	32%
Route 5	39%	35%
Route 6	74%	19%
Route 7	80%	28%
Route 10	No Data Available	
Route 14	70%	15%
Route 15	90%	40%
Route 16	86%	40%
Route 17	86%	44%
Route 52	54%	31%
Route 60	73%	30%
System Total	63%	30%

Source: DART 2016 Customer Satisfaction On-Board Survey.

Title VI Impact Assessment and Mitigation Considerations

As identified in Table 9, all of the routes slated for August 2018 service schedule changes have above-average minority ridership, above-average low-income ridership, or both. The task of Title VI analysis is to evaluate the impacts of proposed service changes. As outlined at the beginning of the report, the proposed scheduling changes create frequency and service span improvements for most Local routes. All affected routes except Route 1 have a net frequency improvement, even if the frequency is reduced during select hours of service. Since most affected routes have above-average minority and low-income ridership, minority and low-income riders are more likely than non-minority and non-low-income riders to see the benefits of the proposed service changes. There are no clear findings of negative impacts on minority or low-income populations for any of the proposed service changes, but further analysis of Route 1 is provided below.

Route 1 is the only route that experiences a slight reduction in peak frequency without frequency improvements for all-day service. The current schedule runs 30-minute frequency all day, with 15- to 30-minute peak frequency. The proposed schedule runs 30-minute all-day frequency, including peaks. The weekday westbound/inbound schedule is shown in [Figure 1](#) and

Figure 2. Purple boxes in Figure 1 indicate trips where the frequency is better than 30 minutes. These trips would be reduced to 30-minute frequency under the proposed schedule. However, the current schedule also has trips with longer than 30-minute frequency that would be improved to 30-minute frequency under the proposed schedule. Those trips are circled in orange in

Figure 2.

Figure 1: Current Route 1 Weekday Westbound/Inbound Schedule, Better than 30 Minute Frequency

Route 1 • Weekday / Westbound-Inbound • Effective 02/04/18						
	Easton Blvd & E 37th Ct (EB/OB)	Hubbell Ave & E 42nd St	Easton Blvd & E 37th Ct (WB/IB)	Grand Ave & E 30th St	Grand Ave & E 14th St	DART Central Station
AM	5:34	5:40	5:48	5:54	6:03	6:15
	5:47	5:53	6:01	6:09	6:18	6:30 **
	6:17	6:23	6:31	6:39	6:48	7:00
	6:48	6:54	7:02	7:09	7:18	7:30
	7:26	7:31	7:36	7:44	7:53	8:05
	7:42	7:48	7:53	8:00	8:09	8:20
	7:56	8:02	8:08	8:15	8:24	8:35
	8:18	8:24	8:30	8:36	8:44	8:55
	8:33	8:39	8:45	8:51	8:59	9:10 *
	9:03	9:09	9:15	9:21	9:29	9:40 *
	9:35	9:40	9:45	9:51	9:59	10:10 *
	10:05	10:10	10:15	10:21	10:29	10:40 *
	10:35	10:40	10:45	10:51	10:59	11:10 *
	11:05	11:10	11:15	11:21	11:29	11:40 *
11:35	11:40	11:45	11:51	11:59	12:10 *	
PM	----	----	12:15	12:21	12:29	12:40 *
	----	----	12:45	12:51	12:59	1:10 *
	----	----	1:15	1:21	1:29	1:40 *
	----	----	1:45	1:51	1:59	2:10 *
	----	----	2:15	2:21	2:29	2:40 *
	----	----	2:50	2:56	3:04	3:15
	----	----	3:25	3:31	3:39	3:50 **
	----	----	3:59	4:06	4:14	4:25
	----	----	4:14	4:21	4:29	4:40 **
	----	----	4:51	4:58	5:04	5:15 **
	----	----	5:08	5:15	5:21	5:30
	----	----	5:48	5:55	6:01	6:10
	----	----	6:18	6:25	6:31	6:40 *
	----	----	7:18	7:25	7:31	7:40 *
----	----	8:18	8:25	8:31	8:40 *	
----	----	9:18	9:25	9:31	9:40 *	
----	----	10:18	10:25	10:31	10:40 *	
----	----	11:13	11:19	11:24	11:30	

* These trips become the #15 6th Ave bus at DART Central Station and pull into Platform "H".

** These trips become the #10 East University bus at DART Central Station and pull into Platform "O".

Weather, special events and traffic conditions may alter service.

Figure 2: Current Route 1 Weekday Westbound/Inbound Schedule, More than 30 Minute Frequency

Route 1 • Weekday / Westbound-Inbound • Effective 02/04/18						
	Easton Blvd & E 37th Ct (EB/OB)	Hubbell Ave & E 42nd St	Easton Blvd & E 37th Ct (WB/IB)	Grand Ave & E 30th St	Grand Ave & E 14th St	DART Central Station
AM	5:34	5:40	5:48	5:54	6:03	6:15
	5:47	5:53	6:01	6:09	6:18	6:30 **
	6:17	6:23	6:31	6:39	6:48	7:00
	6:48	6:54	7:02	7:09	7:18	7:30
	7:26	7:31	7:36	7:44	7:53	8:05
	7:42	7:48	7:53	8:00	8:09	8:20
	7:56	8:02	8:08	8:15	8:24	8:35
	8:18	8:24	8:30	8:36	8:44	8:55
	8:33	8:39	8:45	8:51	8:59	9:10 *
	9:03	9:09	9:15	9:21	9:29	9:40 *
	9:35	9:40	9:45	9:51	9:59	10:10 *
	10:05	10:10	10:15	10:21	10:29	10:40 *
	10:35	10:40	10:45	10:51	10:59	11:10 *
	11:05	11:10	11:15	11:21	11:29	11:40 *
	11:35	11:40	11:45	11:51	11:59	12:10 *
PM	----	----	12:15	12:21	12:29	12:40 *
	----	----	12:45	12:51	12:59	1:10 *
	----	----	1:15	1:21	1:29	1:40 *
	----	----	1:45	1:51	1:59	2:10 *
	----	----	2:15	2:21	2:29	2:40 *
	----	----	2:50	2:56	3:04	3:15
	----	----	3:25	3:31	3:39	3:50 **
	----	----	3:59	4:06	4:14	4:25
	----	----	4:14	4:21	4:29	4:40 **
	----	----	4:51	4:58	5:04	5:15 **
	----	----	5:08	5:15	5:21	5:30
	----	----	5:48	5:55	6:01	6:10
	----	----	6:18	6:25	6:31	6:40 *
	----	----	7:18	7:25	7:31	7:40 *
	----	----	8:18	8:25	8:31	8:40 *
----	----	9:18	9:25	9:31	9:40 *	
----	----	10:18	10:25	10:31	10:40 *	
----	----	11:13	11:19	11:24	11:30	

* These trips become the #15 6th Ave bus at DART Central Station and pull into Platform "H".

** These trips become the #10 East University bus at DART Central Station and pull into Platform "O".

Weather, special events and traffic conditions may alter service.

It should also be noted that frequency is not the only factor that impacts the rider experience. Under the proposed schedule, the first inbound trip would arrive at DART at 5:10 AM rather than 6:15 AM (the current scheduled arrival time), providing earlier service. The proposed DART schedule is also easier for frequent riders to memorize with consistent all-day frequency. It is easier to remember that the bus will arrive at the :08 every half-hour (10:08, 10:38, 11:08, 11:38) than the current schedule, which has varied frequency.

Among DART riders who commented on Route 1 in the April survey, 81 percent said they liked the proposed service change. The October 2017 ridership data used for this analysis also indicates that Route 1 is not a top-performing route. 15-minute frequency on Route 1 may not be the best allocation

of resources if there isn't a demonstrated demand reflected in the ridership data. To address any potential equity concerns related to Route 1, DART has a few options. First, DART could implement the proposed service change and monitor route performance. Second, DART could conduct further public outreach focused on Route 1 and surrounding neighborhoods prior to final approval/implementation. Or, third, DART could keep the existing Route 1 schedule rather than adopt the proposed schedule.

Conclusion

The August 2018 proposed DART service changes generally improve service through schedule optimization of 13 Local routes. Route 50 provides new service and the Route 10 re-alignment is a minor change to a newer route. Based on ridership data, all routes affected by the proposed service change (excluding Route 10 and Route 50) have above-average minority and/or low-income ridership. The proposed service changes include net frequency improvements and extended service spans. Since there is no planned service reduction, no mitigating action is required to offset potential impacts. Route 1 changes represent a slight frequency reduction, and this analysis recommends monitoring the route to ensure there are no disparate impacts or disproportionate burdens resulting from the frequency changes. The Title VI analysis finds that minority and low-income riders should benefit more from the August service change than the current system schedule.



APPENDIX E

January 2019 Service Equity Analysis



**Des Moines Area Regional Transit
Authority Title VI/Environmental Justice
Analysis for January 2019 Service Changes**

December 1, 2018

Prepared by:  **TMD**

Purpose

In compliance with Title VI of the Civil Rights Act of 1964, the Federal Transit Administration (FTA) requires all transit agencies receiving federal funding to monitor the performance of their systems, ensuring services are made available and/or distributed equitably. Each transit agency must develop a Title VI Program to document its policies and procedures for meeting FTA requirements. The DART Title VI Program (last updated in 2013) stipulates that any major service change must be evaluated to determine its impact on minority (race, ethnicity or national origin) and low-income populations.

The Des Moines Area Regional Transit Authority (DART) is the primary fixed-route transit operator serving the Des Moines Metropolitan Area and the largest public transit agency in Iowa. The agency serves 13 cities and other parts of Polk County. Member communities include: Alleman, Altoona, Ankeny, Bondurant, Clive, Des Moines, Granger, Grimes, Johnston, Pleasant Hill, Urbandale, West Des Moines, and Windsor Heights. DART operates Local, Express, Flex, Shuttle, and On-Call services.

DART has proposed service changes to improve on-time performance on six routes and make minor adjustments to the system schedule to improve efficiency, customer service, and operations. These changes are scheduled to take effect in January 2019, pending DART Commission approval. This Title VI analysis will perform the following functions:

- Determine whether the proposed changes constitute a “major service change” or not,
- Evaluate how the proposed changes may impact low-income and minority populations, and
- Identify strategies to avoid, minimize, or mitigate any disproportionate burdens, disparate impacts or any potentially negative outcomes.

Relevant Policies

DART policy requires Title VI analysis for any major service change, using the following definition: “A major service change is when 25 percent or more of a route’s ridership is affected. Ridership impacts are calculated based on alignment changes, frequency reductions, and frequency improvements on an absolute basis.” (DART 2013 Title VI Program Update, page 47) Changes in fare, fare structures, or fare media also require a Title VI evaluation, in accordance with DART’s Fare Equity Policy.

Ridership impacts are determined in the following ways:

- **Alignment Changes:** Ridership impacts are assessed on a stop-by-stop basis. Riders are considered “impacted” if the stop is no longer located directly on the route’s alignment as a result of the service change. Alternative service options within walking distance or other route service to the stop are not considered in this analysis.
- **Frequency Reduction:** Where a service change would result in a reduction in frequency, ridership loss is calculated based on a frequency elasticity, which captures the impact of reduced service levels.
- **Frequency Improvements:** Where a service change would result in an improvement in frequency, additional ridership is calculated by multiplying the existing average number of boardings per trip by the number of additional trips.

Definitions and policies from the FTA Title VI Circular (FTA C 4702.1B) and DART 2013 Title VI Program also guide Title VI analysis.

Disparate Impact Definition:

“The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations” (FTA C 4702.1B, Chap. IV-17)

Disproportionate Burden Definition:

“The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts borne by non-low-income populations” (FTA C 4702.1B, Chap. IV-17)

Service Equity Policy:

“Any major service change route with concentrations of minority and/or low-income populations greater than the modal network average is identified for disparate impacts.” (DART 2013 Title VI Program Update, Page 47)

Proposed Changes

DART is continually evaluating its schedules and services to improve efficiency and optimize resources. In review of system and route performance since the August 2018 service changes, DART determined on-time performance was dropping off on some routes (1, 5, 6, 7, 15, and 16). The proposed service changes for January 2019 include scheduling and operational adjustments to improve on-time performance (OTP) on these routes as well as minor changes to improve overall system performance. [Table 1](#) summarizes the proposed service changes for January 2019.

Table 1: Proposed Service Changes for January 2019

Route	Proposed Service Change for January 2019
1- Fairgrounds	<ul style="list-style-type: none"> • Interline with Route 6 • Add AM tripper to help with school loads • No changes to frequency or alignment
5- Franklin Ave/Johnston	<ul style="list-style-type: none"> • Eliminate clockface scheduling to improve OTP and overall schedule efficiency • No changes to frequency or alignment
6- Indianola Ave	<ul style="list-style-type: none"> • Interline with Route 1 • Redistribute McCombs school work • Reduce 20-minute frequency to 30-minute frequency during midday (9:00 AM – 3:30 PM) • Improve frequency from 20-minute to 15-minute during peaks

7- SW 9th St	<ul style="list-style-type: none"> • Redistribute McCombs school work • No changes to frequency or alignment
15- 6th Ave	<ul style="list-style-type: none"> • Realign route terminus at Park Fair mall • Retain interline with Route 7 • No changes to frequency
16- Douglas Ave	<ul style="list-style-type: none"> • Run by itself/no longer interlined • No changes to frequency or alignment
92- Hickman Express	<ul style="list-style-type: none"> • Consolidate morning trips with low ridership, reducing morning frequency and span • Afternoon trips will not be affected

Per DART’s Title VI policy, ridership impacts for service changes should be calculated based on alignment changes, frequency reductions, and frequency improvements. The changes proposed for Routes 1, 5, 7, and 16 will not affect the frequency or alignment. The only customer service impact of the changes on these routes should be more reliable service, as these changes are designed to improve on-time performance. The changes proposed for Routes 6, 15, and 92 include frequency and/or alignment changes and will be evaluated to determine if they are major service changes that require Title VI consideration.

Frequency Change on Route 6

Prior to the August 2018 scheduling changes, Route 6 ran 10- to 20-minute frequency during peak hours and 30-minute frequency during the midday on weekdays. One component of the August service change was implementing 20-minute all-day frequency on a number of routes, including Route 6. For the January 2019 service changes, DART has proposed reducing weekday midday frequency to 30 minutes to facilitate interlining with Route 1 and the other proposed operational changes. Peak frequency will be improved from 20-minute to 15-minute. Though the system previously ran 30-minute frequency for the midday, this is still considered a frequency reduction from the existing schedule and needs to be evaluated for any Title VI findings, per DART policy.

DART defines the midday as those trips between 9:00 AM and 3:30 PM. Midday riders constitute 40 percent of Route 6 weekday ridership, according to DART’s October 2018 ridership data. (See [Table 2.](#)) Thus, 40 percent of riders will experience a frequency reduction with a change from 20-minute to 30-minute frequency. The 40 percent exceeds the 25 percent threshold for a major service change. This proposed service change will be analyzed to determine if it could create a disparate impact or disproportionate burden for minority and low-income riders, respectively.

Table 2: Route 6 Midday Ridership

Dates of Data Collection	Midday Riders	Total Riders (All Trips)	Midday Share of Route Ridership
September 24 – October 26, 2018 (25 weekday service days)	9,883	24,523	40%

Alignment Adjustment on Route 15

The current alignment for Route 15 includes a double loop east of Park Fair Mall. DART is proposing eliminating this loop, as it does not contribute to route productivity and those resources could be better allocated elsewhere. Proposed alignment and affected stops are shown in Figure 1.

Figure 1: Proposed Route 15 Alignment



To evaluate whether this adjustment constitutes a major service change requires stop-level analysis. As shown in

Direction	Stop ID	Stop Description	Average Daily Boardings	Average Daily Alightings
Northbound	3843	Douglas Ave. / Oxford St.	2.03	15.23
Northbound	3844	Douglas Ave. / Cornell St.	1.13	5.55
Northbound	2972	E. Euclid Ave. / Cornell St.	1.81	11.35
Northbound	1426	E. Euclid Ave. / Oxford St.	16.13	15.65
Northbound	2115	Park Fair Mall	0.03	19.48
Southbound	2115	Park Fair Mall	44.06	0.45
Southbound	3843	Douglas Ave. / Oxford St.	1.71	0.65
Southbound	3844	Douglas Ave. / Cornell St.	2.39	0.19
Southbound	2972	E. Euclid Ave. / Cornell St.	1.77	0.03
Southbound	1426	E. Euclid Ave. / Oxford St.	13.13	0.58
Stops No Longer Served Due to Alignment Change/Total			84.19	69.16
All Stops on Route 15 (Northbound + Southbound)			530.52	441.97

Impact of Re-Alignment on Route 15 Ridership	16%	16%
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Table 3, the five affected stops account for 16 percent of average boardings and alightings of the entire bi-directional route. This percentage falls below the 25 percent threshold defining a major service change. Furthermore, the eliminated loop will continue to be served by Route 40, and the school trips to serve Harding Middle School will be unaffected.

Table 3: Stops Affected by Route 15 Loop Removal

Direction	Stop ID	Stop Description	Average Daily Boardings	Average Daily Alightings
Northbound	3843	Douglas Ave. / Oxford St.	2.03	15.23
Northbound	3844	Douglas Ave. / Cornell St.	1.13	5.55
Northbound	2972	E. Euclid Ave. / Cornell St.	1.81	11.35
Northbound	1426	E. Euclid Ave. / Oxford St.	16.13	15.65
Northbound	2115	Park Fair Mall	0.03	19.48
Southbound	2115	Park Fair Mall	44.06	0.45
Southbound	3843	Douglas Ave. / Oxford St.	1.71	0.65
Southbound	3844	Douglas Ave. / Cornell St.	2.39	0.19
Southbound	2972	E. Euclid Ave. / Cornell St.	1.77	0.03
Southbound	1426	E. Euclid Ave. / Oxford St.	13.13	0.58
Stops No Longer Served Due to Alignment Change/Total			84.19	69.16
All Stops on Route 15 (Northbound + Southbound)			530.52	441.97
Impact of Re-Alignment on Route 15 Ridership			16%	16%

Route Consolidation on Route 92

DART has proposed consolidating two morning trips with low ridership on Route 92. The route currently runs seven inbound and four outbound trips in the morning. The proposed schedule consolidates those trips into five inbound trips and two outbound trips. Afternoon trips are not affected by this change. (See Table 4.) The new schedule reduces average frequency for morning inbound travelers from 22-minute to 27-minute frequency and 24-minute to 30-minute frequency for morning outbound travelers.

Table 4: Existing and Proposed Schedule for Route 92 Express

Time of Day	EXISTING	PROPOSED
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	Inbound Departure Time	Outbound Departure Time	Inbound Departure Time	Outbound Departure Time
Morning	5:39 AM	6:19 AM	5:45 AM	6:20 AM
Morning	5:57 AM	6:38 AM	--	--
Morning	6:18 AM	6:59 AM	6:15 AM	6:50 AM
Morning	6:48 AM	7:32 AM	6:45 AM	--
Morning	7:08 AM		7:05 AM	
Morning	7:33 AM		7:33 AM	
Morning	8:03 AM		--	
Afternoon	3:45 PM	4:26 PM	3:45 PM	4:26 PM
Afternoon	4:03 PM	4:46 PM	4:03 PM	4:46 PM
Afternoon	4:18 PM	5:07 PM	4:18 PM	5:07 PM
Afternoon	4:38 PM	5:24 PM	4:38 PM	5:24 PM
Afternoon	5:03 PM	5:45 PM	5:03 PM	5:45 PM
Afternoon	5:23 PM		5:23 PM	
Afternoon	5:43 PM		5:43 PM	

Morning riders on Route 92 account for 57 percent of the route’s total daily ridership. (See Table 5.) All morning riders will be affected by a slight frequency reduction in accordance with the proposed changes, therefore the trip consolidation on Route 92 is considered a major service change.

Table 5: Route 92 Morning Ridership

Dates of Data Collection	Morning Riders	Total Riders (All Trips)	Morning Share of Route Ridership
October 1 – October 31, 2018 (Route 92 in service for 23 days— weekday only)	1,160	2,048	57%

Public Participation Plan and Outreach

DART staff designed a Public Participation Plan in accordance with the agency’s Title VI Program guidelines to share proposed service changes with the public and gather meaningful feedback. DART has offered early and continuous opportunities for the public to be involved in the identification of social, economic, and environmental impacts of the proposed service changes. Outreach efforts were scheduled to take place in November, prior to the December 4th DART Commission meeting.

DART received public comments in-person at public meetings, through online surveys, and by phone and email. The public meetings were held at DART Central Station on Tuesday, November 27, at 12:00 PM and Thursday, November 29, at 5:00 PM. The meetings were publicized in advance via on-board and email messages to riders. For those unable to attend the meetings, notices made customers aware that comments could be directed to DART Customer Service by phone or email through November 30.

Targeted outreach strategies for affected routes were also implemented. DART developed a short written update on proposed changes with survey questions to hand out on the Route 92 buses and

distribute via email. Signs were placed at the Route 15 stops that would be affected by the alignment change. Route 15 riders were also notified of the change via on-board audio messages. On-board audio messages and emailing were used to notify Route 5 riders of schedule changes. DART collaborated with school transportation staff and administrators to ensure a minimal impact on riders in re-distributing the McCombs school load between Routes 6 and 7 and ensuring school loads were fully accommodated on Route 1.

Most comments DART received were shared through online and in-person surveys. Completed surveys indicated times of day where there is the highest demand for Route 92 and the LINK Shuttle. Several respondents expressed concern about the proposed frequency reduction on Route 6. One respondent shared a concern about Route 5's current alignment through a residential neighborhood. A summary of public feedback will be provided to the DART Commission as part of the service change approval process. Additionally, DART will take this feedback under consideration in future service changes.

Title VI Analysis

Data Sources and Definitions

Data from the American Community Survey (ACS), DART ridership reporting, and customer surveys were used to perform the Title VI analysis.

2016 ACS five-year estimates provided block-group-level population data for the existing network demographic analysis. For purposes of this analysis, the following origin by race categories were defined as minority:

- Black or African American alone
- American Indian or Alaska Native alone
- Asian alone
- Native Hawaiian or Other Pacific Islander alone
- Hispanic or Latino alone
- "Other" race alone
- Two or more races

Individuals who reported in the ACS that their income over the previous 12 months fell below the federal poverty line were defined as low-income for the geographic analysis.

Results from the 2018 DART Customer Satisfaction on-board survey informed the Title VI evaluation of whether proposed service changes created a potential for a disparate impact or disproportionate burden. Survey respondents were asked to identify their race or ethnicity from the following categories and could select all that applied:

- Caucasian/White
- African American/Black
- Hispanic/Latino
- Native American

- Asian/Pacific Islander
- Middle Eastern/North African
- Other

Respondents who selected any combination of answers other than only Caucasian/White were considered minority riders.

The survey also asked respondents to provide their household income before taxes among the following income brackets:

- Less than \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 or More

DART utilizes the federal poverty guideline updated each year by the U.S. Department of Health and Human Services to define low-income populations. See [Table 6](#). The survey data did not include information on respondents' household sizes. Assuming an average household size of four people, incomes under \$25,100 fall below the poverty guideline. Thus, all DART survey respondents who selected "Less than \$10,000," "\$10,000 - \$14,999," and "\$15,000 - \$24,999" were considered low-income for purposes of this analysis.

Table 6: 2018 Poverty Guideline for Determining Low-Income Status

HHS Poverty Guideline for 2018	
Household Size	Income
1	\$12,140
2	\$16,460
3	\$20,780
4	\$25,100
5	\$29,420
6	\$33,740
7	\$38,060
8	\$42,380

Source: U.S. Department of Health and Human Services, 2018.

Determine Impact of Service Changes

Methodology: DART policy requires that all major service changes be evaluated for any potential disproportionate burden or disparate impact. The impacts of proposed changes must be calculated to determine whether or not the change is a "major service change." Route-by-route ridership data for October 2018 is summarized in [Table 7](#). "Number of Existing Riders" represents the average weekday, Saturday, and Sunday passenger boardings from all service days in the month of October.

Result: DART defines a “major service change” as a change that impacts 25 percent or more of a route’s ridership. Trip-level data of Route 6 indicated that midday riders constitute more than 25 percent of total Route 6 ridership. (See Table 2.) Analysis of DART’s October 2018 stop-level ridership data found that the Route 15 alignment change does not qualify as a major service change, as it only affects 16 percent of riders. (See Table 3.) Finally, with all morning riders affected by the Route 92 trip consolidation, this change affects 57 percent of the route’s ridership, qualifying as a major service change. Thus, changes to Routes 6 and 92 will be the focus of the remainder of the report, as they are the only major service changes.

Table 7: DART Ridership Impacts Based on October 2018 Average Ridership¹

Current Route	Service Type	Weekday		Saturday		Sunday	
		Number of Existing Riders	Riders Impacted	Number of Existing Riders	Riders Impacted	Number of Existing Riders	Riders Impacted
Route 1	Local	480	0%	289	0%	141	0%
Route 3	Local	1,350	0%	1090	0%	506	0%
Route 4	Local	669	0%	229	0%	145	0%
Route 5	Local	332	0%	--	--	--	--
Route 6	Local	874	40%	466	0%	222	0%
Route 7	Local	1036	0%	534	0%	225	0%
Route 8	Local	136	0%	--	--	--	--
Route 10	Local	169	0%	--	--	--	--
Route 11	Local	67	0%	--	--	--	--
Route 13	Local	77	0%	--	--	--	--
Route 14	Local	546	0%	439	0%	163	0%
Route 15	Local	867	16%	736	16%	230	16%
Route 16	Local	1102	0%	735	0%	283	0%
Route 17	Local	956	0%	427	0%	240	0%
Route 50	Local	180	0%	--	--	--	--
Route 52	Local	423	0%	529	0%	153	0%
Route 60	Local	1313	0%	525	0%	163	0%
Route 92	Express	89	57%	--	--	--	--
Route 93	Express	120	0%	--	--	--	--

¹ Note: Ridership data for Flex routes is less robust than that of DART’s local, express, and shuttle services. Thus, it is not included in this table. As comparison to the system total is not required for this step of Title VI analysis, excluding Flex route ridership does not affect overall findings. Flex routes have been included in later portions of analysis to ensure the system total includes all DART service types when comparing one route to the system total.

Route 94	Express	41	0%	--	--	--	--
Route 95	Express	36	0%	--	--	--	--
Route 96	Express	66	0%	--	--	--	--
Route 98	Express	203	0%	--	--	--	--
Route 99	Express	51	0%	--	--	--	--
Route 40/LINK	Shuttle	159	0%	--	--	--	--
Route 42/D-LINE	Shuttle	729	0%	198	0%	--	--
System Total		12,073		6,197		2,471	

Source: October 2018 DART ridership data.

Identify Geographic Concentrations of Minority and Low-Income Populations

Methodology: To evaluate the impact of the proposed service changes, geographic concentrations of minority and low-income populations were identified using Geographic Information Systems (GIS) analysis. All Census block groups were joined with 2016 ACS demographic data. All people living within a half-mile of the DART network were included in the analysis. The percentage of minority and low-income riders for each route were compared to the percentages for the total system, per DART policy.

Result: Table 8 includes the population and minority and low-income percentages for each route with above-average routes highlighted. Above-average block groups are also identified in Map 1 and Map 2. Route 6 has both slightly-above-average minority and low-income populations living within a half-mile. Route 92 has below-average minority and low-income populations.

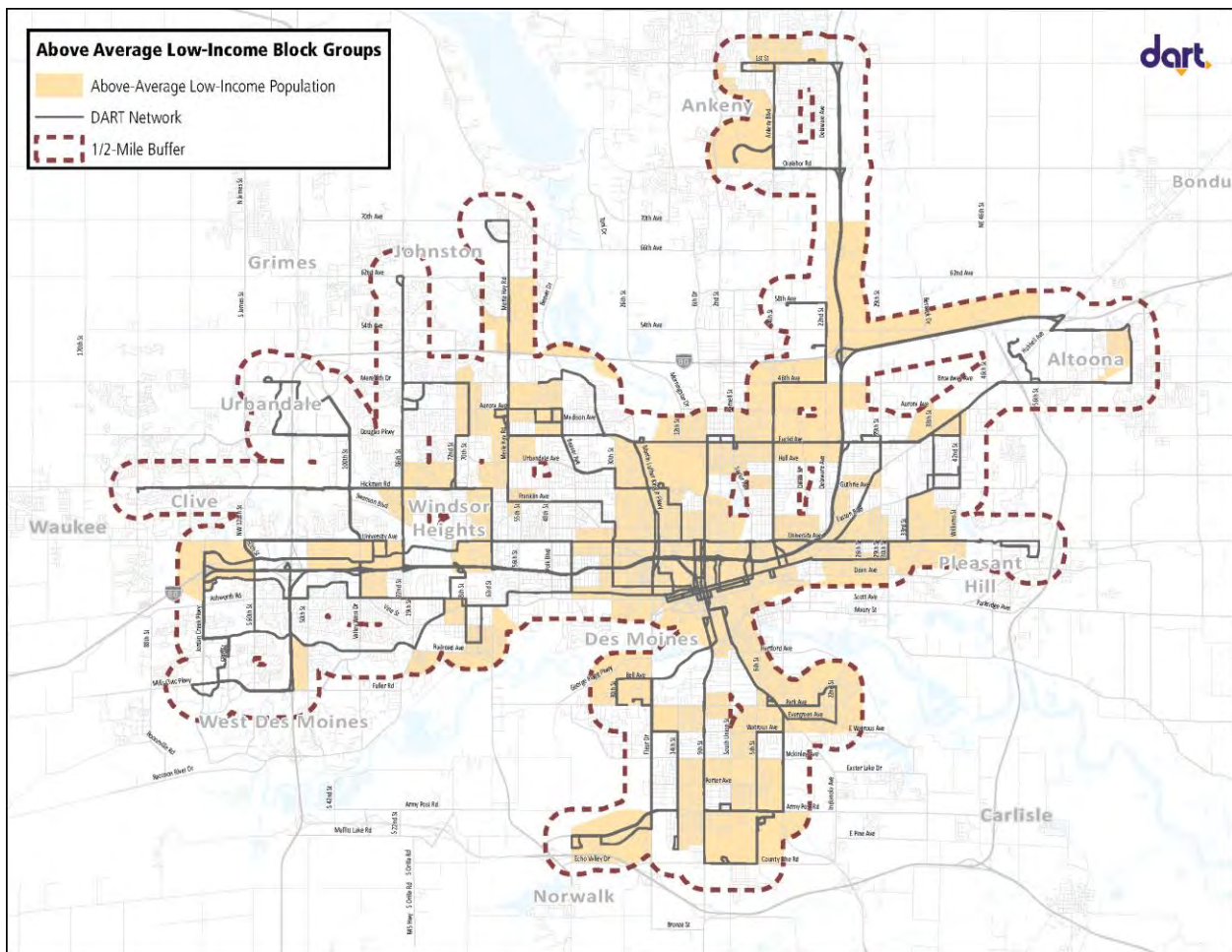
Table 8: DART Network Demographics, ACS 2016

Current Route	Total Population	Low-Income Population	Low-Income Percentage of Total Population	Minority Population	Minority Percentage of Total Population
Route 1	29,301	6,580	22%	9,658	33%
Route 3	33,862	8,101	24%	12,186	36%
Route 4	28,388	5,757	20%	12,855	45%
Route 5	44,047	7,612	17%	9,769	22%
Route 6	23,563	5,231	22%	7,379	31%
Route 7	22,234	3,796	17%	5,103	23%
Route 8	20,382	3,001	15%	4,155	20%
Route 10	25,713	5,466	21%	11,173	43%
Route 11	22,651	3,460	15%	4,304	19%
Route 13	10,749	2,815	26%	5,349	50%
Route 14	37,234	8,001	21%	13,586	36%
Route 15	20,560	5,220	25%	8,874	43%
Route 16	38,569	8,009	21%	15,288	40%
Route 17	32,288	7,602	24%	14,081	44%
Route 50	37,634	6,392	17%	11,083	29%
Route 52	54,213	8,423	16%	13,828	26%
Route 60	32,610	8,537	26%	11,951	37%
Route 72	25,254	1,956	8%	4,320	17%
Route 73	19,767	1,952	10%	3,066	16%
Route 74	9,849	513	5%	1,361	14%
Route 92	49,790	8,481	17%	12,667	25%
Route 93	48,854	8,442	17%	13,081	27%
Route 94	40,821	7,882	19%	11,748	29%
Route 95	42,464	6,961	16%	10,620	25%
Route 96	46,048	6,913	15%	10,729	23%

Route 98	42,044	8,109	19%	13,419	32%
Route 99	35,189	7,122	20%	11,954	34%
Route 40/LINK	3,840	1,230	32%	1,459	38%
Route 42/D-LINE	8,483	2,365	28%	3,791	45%
System Total	886,401	165,929	19%	268,837	30%

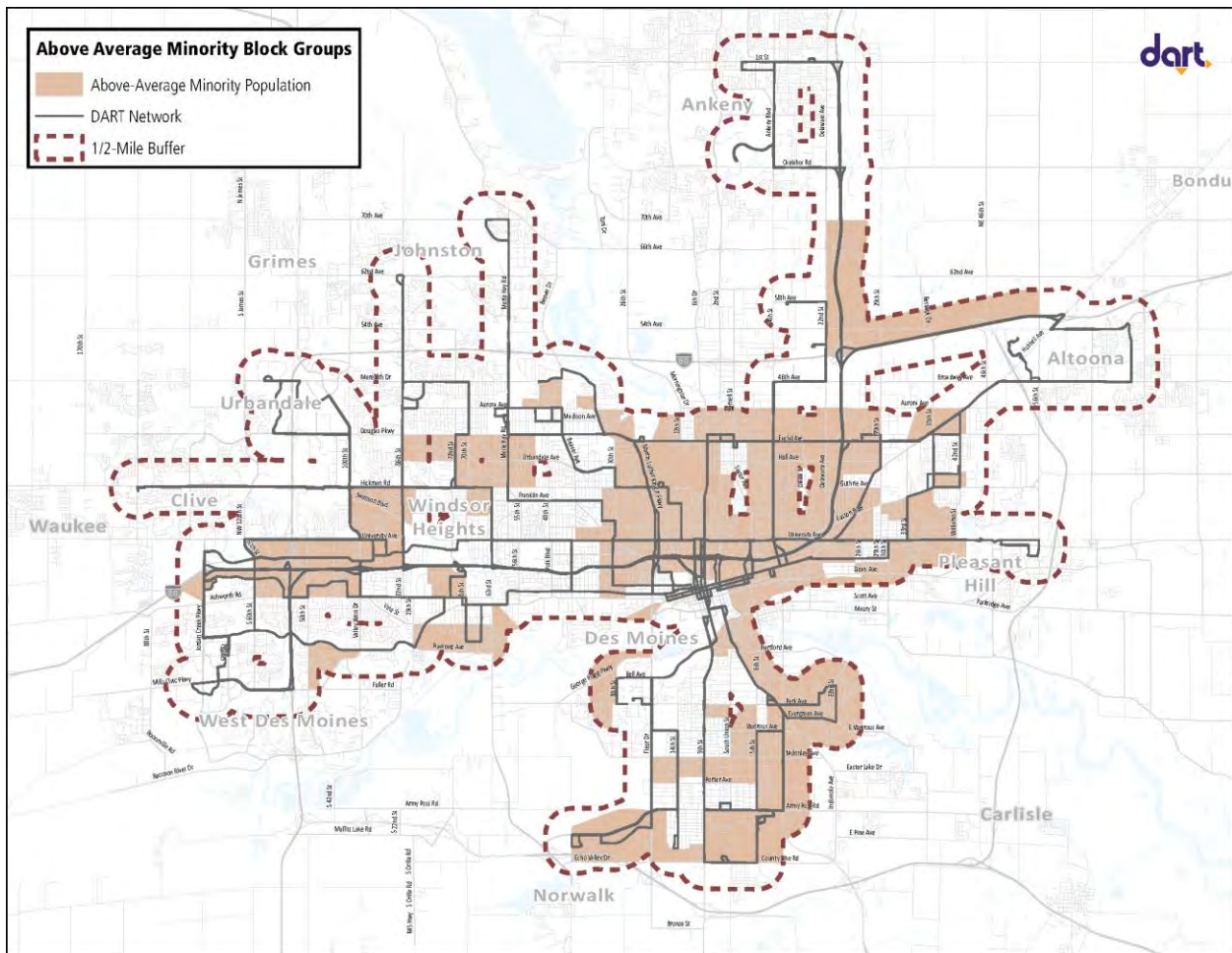
Source: American Community Survey 5-Year Estimates, 2016. Table B03002: Origin by Race and Table B17021: Poverty Status of Individuals in the Past 12 Months.

Map 1: Above-Average Low-Income Population by Census Block Group



Source: American Community Survey 5-Year Estimates, 2016. Table B17021: Poverty Status of Individuals in the Past 12 Months. ESRI ArcGIS base map.

Map 2: Above-Average Minority Population by Census Block Group



Source: American Community Survey 5-Year Estimates, 2016. Table B03002: Origin by Race. ESRI ArcGIS base map.

Compare Route Ridership to System Average

Methodology: American Community Survey data provides demographic context for the population within a half-mile that is most likely to use a given route. However, analysis of on-board survey results can provide a clearer picture of actual ridership and how minority and low-income customers are using the DART system. [Table 9](#) and [Table 10](#) provide summaries of the 2018 DART Customer Satisfaction on-board survey data. Those routes with minority or low-income ridership above the system average (39 percent for minorities, 57 percent for low-income) are highlighted in orange. The survey data represents actual respondents. The data is not weighted and therefore may not be proportionally representative of overall DART ridership.

Result: Route 6 has slightly-below-average minority ridership and slightly-above-average low-income ridership based on DART's 2018 Customer Satisfaction Survey. This is consistent with the slightly-above-average minority and low-income populations living within a half-mile of the route. Above-average minority and low-income populations indicate there could be a disparate impact or disproportionate burden created by the midday frequency reduction on Route 6. Route 92 has below-average minority and low-income ridership, so there is no risk of a disparate impact or disproportionate burden from the proposed changes, per DART's definitions.

Table 9: DART Riders by Race/Ethnicity

Route	Minority Riders	Non-Minority Riders	Minority Percentage of Total Riders	Total Riders
Route 1	11	19	37%	30
Route 3	25	28	47%	53
Route 4	8	16	33%	24
Route 5	3	9	25%	12
Route 6	18	29	38%	47
Route 7	26	37	41%	63
Route 8	1	8	11%	9
Route 10	4	6	40%	10
Route 11	3	1	75%	4
Route 13	1	2	33%	3
Route 14	10	17	37%	27
Route 15	22	19	54%	41
Route 16	31	24	56%	55
Route 17	18	21	46%	39
Route 50	2	6	25%	8
Route 52	7	25	22%	32
Route 60	25	40	38%	65
Route 72	3	4	43%	7
Route 73	No Survey Data Available			
Route 74	1	2	33%	3
Route 92	9	17	35%	26
Route 93	6	13	32%	19
Route 94	2	5	29%	7
Route 95	3	4	43%	7
Route 96	5	11	31%	16
Route 98	10	30	25%	40
Route 99	3	14	18%	17
Route 40/LINK	1	6	14%	7
Route 42/D-LINE	27	33	45%	60
System Total	285	446	39%	731

Source: DART 2018 Customer Satisfaction On-Board Survey.

Table 10: DART Riders by Income Status

Route	Low-Income Riders	Non-Low-Income Riders	Low-Income Percentage of Total Riders	Total Riders
Route 1	26	4	87%	30
Route 3	36	15	71%	51
Route 4	17	5	77%	22
Route 5	5	7	42%	12
Route 6	26	19	58%	45
Route 7	41	17	71%	58
Route 8	4	6	40%	10
Route 10	5	5	50%	10
Route 11	1	2	33%	3
Route 13	1	0	100%	1
Route 14	13	11	54%	24
Route 15	26	14	65%	40
Route 16	32	19	63%	51
Route 17	27	11	71%	38
Route 50	2	4	33%	6
Route 52	11	18	38%	29
Route 60	41	20	67%	61
Route 72	1	6	14%	7
Route 73	No Survey Data Available			
Route 74	0	3	0%	3
Route 92	6	21	22%	27
Route 93	9	9	50%	18
Route 94	2	5	29%	7
Route 95	2	3	40%	5
Route 96	6	9	40%	15
Route 98	16	23	41%	39
Route 99	2	14	13%	16
Route 40/LINK	3	4	43%	7
Route 42/D-LINE	37	25	60%	62
System Total	398	299	57%	697

Source: DART 2018 Customer Satisfaction On-Board Survey.

Title VI Impact Assessment and Mitigation Considerations

Of the proposed changes for January 2019, only Route 6 and Route 92 are considered major service changes. Route 92 has below-average minority and low-income ridership as well as below-average minority and low-income populations living within a half-mile of the route. Thus, there is no finding of any disparate impact or disproportionate burden created by the consolidation of morning trips on this route.

Route 6 has slightly-above-average minority and low-income adjacent populations, according to ACS data, and slightly-above-average low-income ridership according to the 2018 customer satisfaction survey. DART's goal for the January service change was to provide more reliable service to customers while maintaining the best frequencies possible without increasing costs. Interlining Route 1 and Route 6, along with the other proposed changes for these routes, should improve on-time performance for both routes without increasing costs, while minimizing the impact on riders.

The weekday midday schedule for Route 6 ran 30-minute frequency prior to the August 2018 service change. As opposed to 20-minute all-day frequency, the proposed January update reverts the schedule to 30-minute midday and 15-minute peak frequency, closer to the schedule that was in effect prior to August 2018. Route 6 frequency improves by 5 minutes during peak times and is reduced by 10 minutes during the midday. Midday riders account for 40 percent of Route 6 ridership. Even with that 40 percent seeing a minor frequency reduction, the remaining 60 percent of riders will see a minor frequency improvement during the peak hours. The customer satisfaction survey does not provide the appropriate data to determine if more midday Route 6 riders are minority or low-income customers compared to peak Route 6 riders.

Conclusion

Since implementing substantial schedule changes in August 2018, DART has evaluated the effectiveness of those changes and developed the proposed January 2019 changes to make necessary adjustments. Most of the proposed changes for January are minor changes to DART service. Only the proposed changes for Routes 6 and 92 are considered "major service changes" under DART's policy. Route 92 did not create any disparate impact or disproportionate burden for riders, with below-average minority and low-income ridership. Route 6 serves more minority and low-income populations (and more low-income riders) than the system average, so the midday frequency reduction had the potential to create a disparate impact and/or disproportionate burden.

The minor frequency reduction on Route 6 during the midday will be offset by improved reliability as well as a frequency improvement during peak hours. While the route has above-average low-income ridership, the impact has been minimized to the greatest extent possible and is necessary to improve on-time performance across multiple routes without increasing costs.



APPENDIX F

Commission agenda, minutes of approval of 2019 Title VI Program Update



ACTION ITEM



8C: March FY2019 Consolidated Financial Report

Action: Approve the March 2019 Consolidated Financial Report

Staff Resource: Amber Dakan, Finance Manager

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating revenue year to date is 6.8% below budget projections. Cash Fares and Monthly Passes are driving the underbudget levels but are offset by Mobile Ticketing and Other Contracted Revenue performing above budget.
- Fixed Route Non-Operating revenue is higher than budget projections by 2.05% primarily due higher performing interest income as well as higher than budgeted State Operating Assistance revenue and Federal Leasing Funds.
- Paratransit Operating revenue is under budget by 36.95%. Other Contracted Services trips account for the shortfall in revenue.
- Paratransit Non-Operating revenue is 2.76% under budget.
- Rideshare revenues are 4.92% below budget. Rideshare revenue does cover the year to date expenses.

Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 0.68% below budget projections. Fuel, Insurance, and Salaries, Wages & Fringes are the primary drivers for the savings year to date.
- Paratransit Budget Summary – Operating expenses are 9.54% under budget. Salaries, Wages, and Fringes, Fuel & Lubricants, and Insurance expenses are seeing the largest savings.
- Rideshare Budget Summary – Rideshare has a budget savings of 9.82% year to date. Salaries, Wages, and Fringes and Insurance Expense are the primary categories seeing savings.

Recommendation:

- Approve the March 2019 Consolidated Financial Report.

**** TOTAL Un-Audited Performance of March FY2019 Year to Date as Compared to Budget:**

Fixed Route	\$	219,829	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	(247,432)	\$266,487.64
Rideshare	\$	<u>31,451</u>	
Total	\$	3,848	

FY2019 Financials:

March 2019

FIXED ROUTE	March 2019			Year-To-Date-(9) Months Ending 03/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	389,176	470,500	(81,324)	3,946,263	4,234,500	(288,237)
Non-Operating Revenue	1,924,087	1,952,302	(28,215)	17,931,730	17,570,720	361,010
Subtotal	2,313,263	2,422,802	(109,540)	21,877,993	21,805,220	72,773
Operating Expenses	2,363,505	2,409,538	46,033	21,538,788	21,685,844	147,056
Gain/(Loss)	(50,242)	13,264	(63,506)	339,205	119,376	219,829

PARATRANSIT	March 2019			Year-To-Date-(9) Months Ending 03/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	90,353	133,333	(42,981)	756,568	1,200,000	(443,432)
Non-Operating Revenue	117,872	133,872	(16,000)	1,171,542	1,204,846	(33,304)
Subtotal	208,224	267,205	(58,981)	1,928,110	2,404,846	(476,736)
Operating Expenses	239,594	267,205	27,611	2,175,542	2,404,846	229,304
Gain/(Loss)	(31,370)	-	(31,370)	(247,432)	-	(247,432)

RIDESHARE	March 2019			Year-To-Date-(9) Months Ending 03/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	69,933	71,283	(1,351)	609,976	641,550	(31,574)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	69,933	71,283	(1,351)	609,976	641,550	(31,574)
Operating Expenses	56,181	71,283	15,103	578,525	641,550	63,025
Gain/(Loss)	13,752	-	13,752	31,451	-	31,451

Summary	March 2019			Year-To-Date-(9) Months Ending 03/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	549,461	675,117	(125,656)	5,312,807	6,076,050	(763,243)
Non-Operating Revenue	2,041,959	2,086,174	(44,215)	19,103,272	18,775,566	327,706
Subtotal	2,591,420	2,761,291	(169,871)	24,416,079	24,851,616	(435,537)
Operating Expenses	2,659,280	2,748,027	88,747	24,292,855	24,732,240	439,385
Gain/(Loss)	(67,860)	13,264	(81,124)	123,224	119,376	3,848



DISCUSSION ITEM



9A: Fleet Analysis

Staff Resource: Jamie Schug, Chief Financial Officer

- Staff will give a presentation on the recently completed fleet analysis



DISCUSSION ITEM



9B: 2019 Major Service Change

Staff Resource: Luis Montoya, Planning and Development Manager

- Staff will provide an update and overview of the planned Fall Service Change, which will focus on DART routes in the following member communities: Ankeny, Clive, Des Moines, Grimes, Pleasant Hill, Urbandale, West Des Moines.



DISCUSSION ITEM



9C: DART Art Shelter Update

Staff Resource: Matt Harris, Business and Community Partnerships Manager

- Staff will provide an update on art shelter projects and future Commission actions to support.



DISCUSSION ITEM



9D: DART Advertising Policy

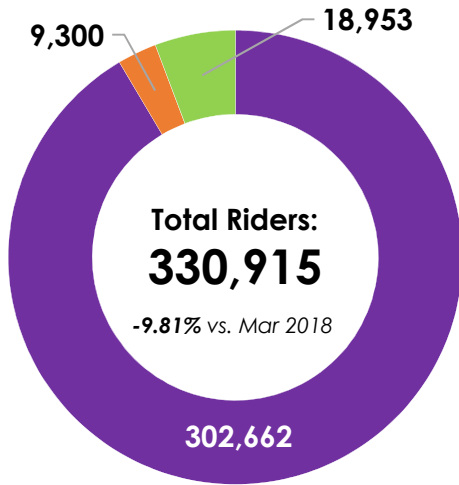
Staff Resource: Paul Drey, DART Legal Counsel

DART's legal counsel will review options as well as advantages and disadvantages of potential changes to DART's advertising policy.



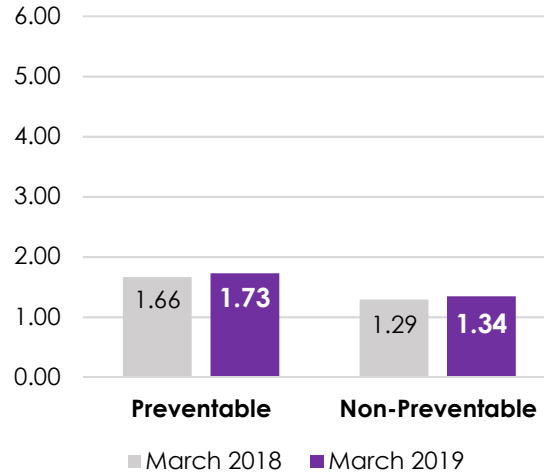
Performance Summary – March 2019

Ridership

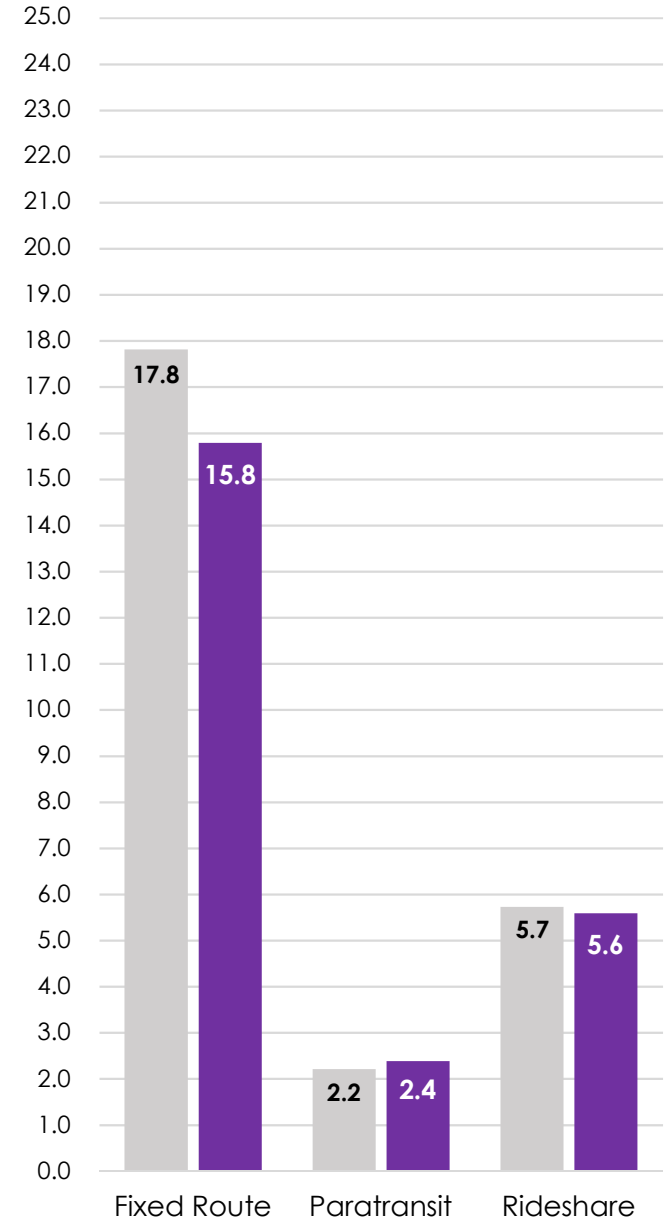


■ Fixed Route ■ Paratransit ■ Rideshare

Accidents / 100K Miles

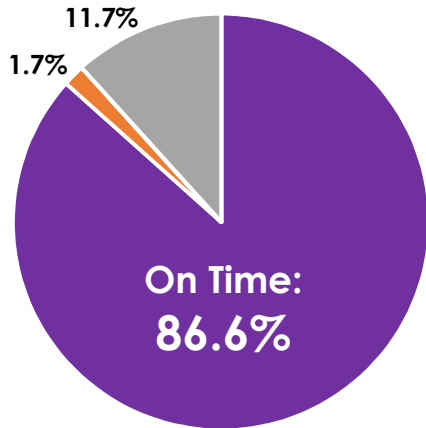


Passengers Per Revenue Hour



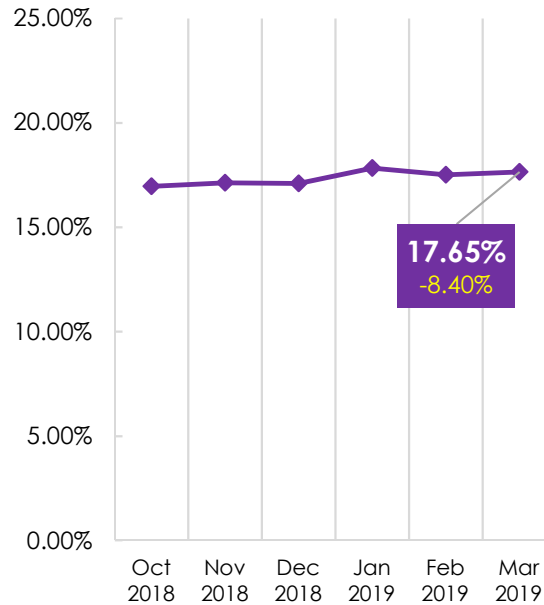
■ March 2018 ■ March 2019

On Time Performance



■ On Time ■ Early ■ Late

Cost Recovery Ratio



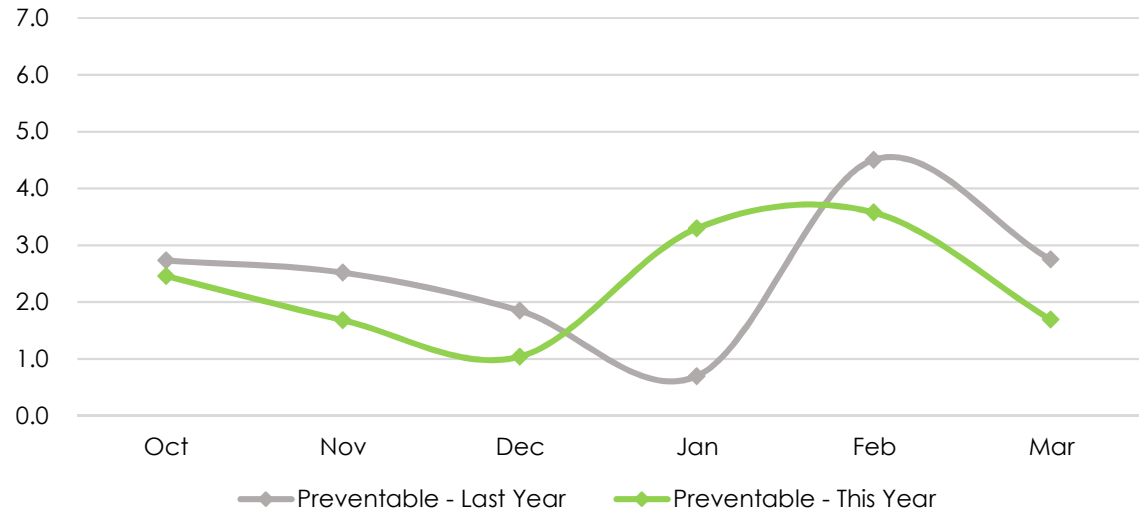


Safety Performance – March 2019

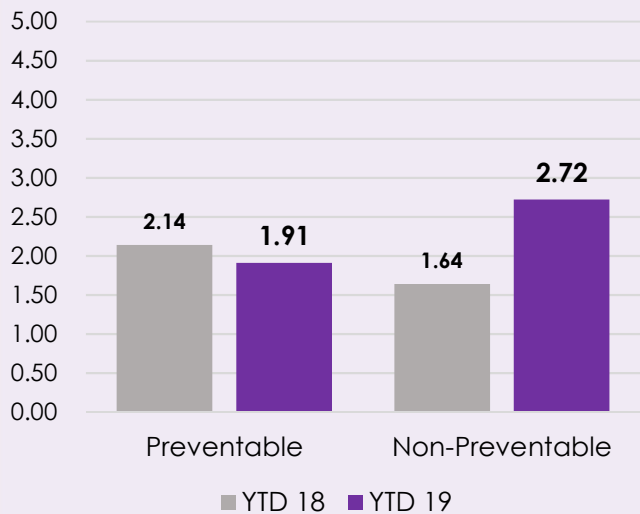
Preventable Accident Report March 2019

	Accidents	Per 100,000 Miles
Oct 2018	12	2.16
Nov 2018	6	1.18
Dec 2018	5	1.04
Jan 2019	11	2.15
Feb 2019	11	2.28
Mar 2019	9	1.73
YTD 2019	68	1.47
YTD 2018	70	1.51
YTD Change	-2	-2.45%

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

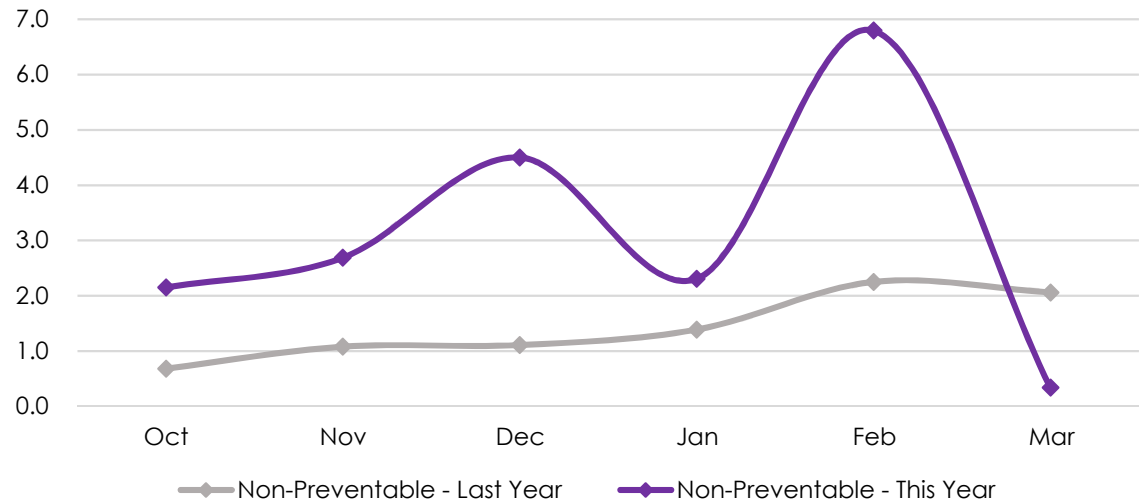


Year To Date – Fixed Route Accidents Per 100,000 Miles



DART Commission Agenda Packet - May 7, 2019

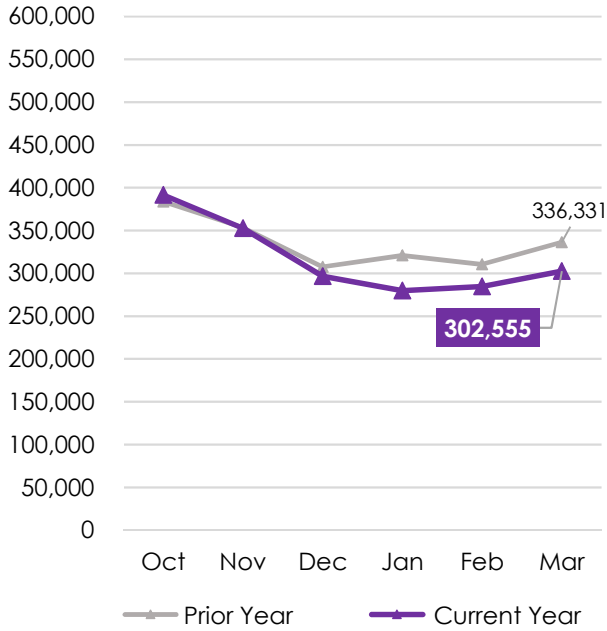
Non-Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



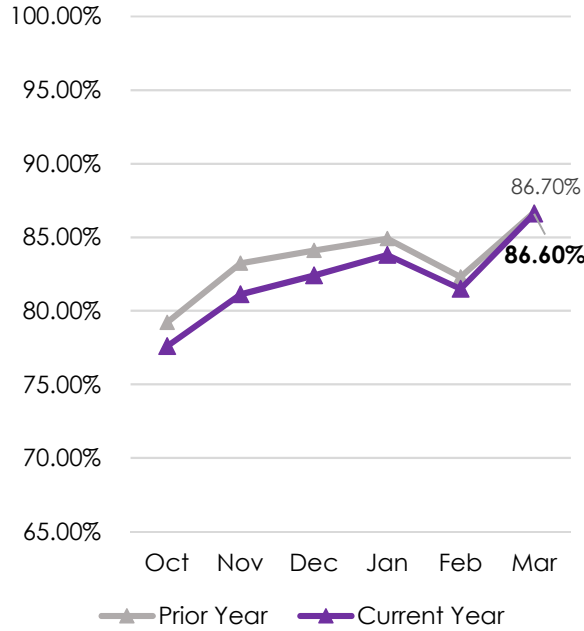


Fixed Route Performance – March 2019

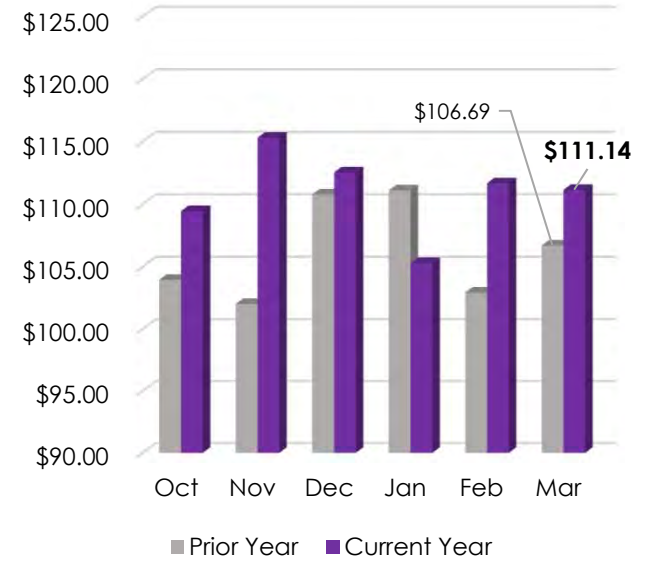
Total Ridership



On Time Performance



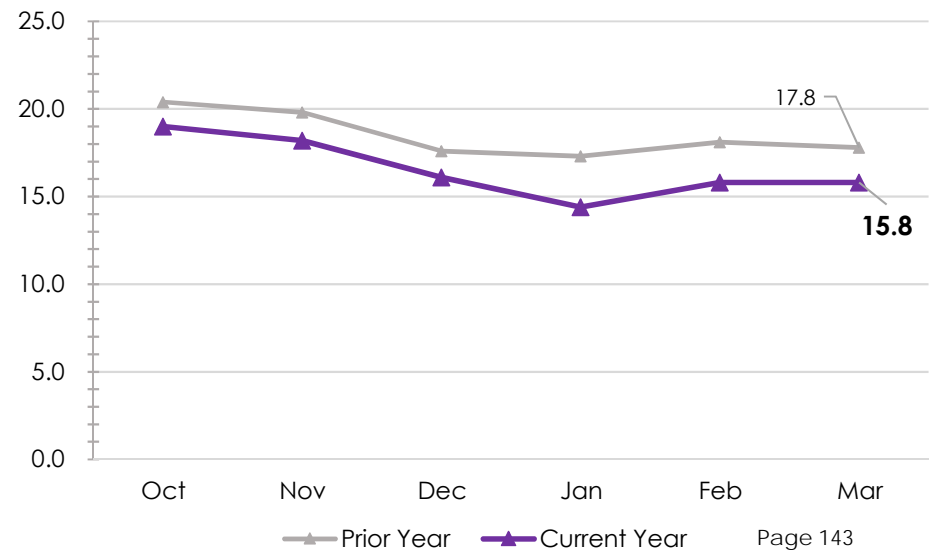
Operating Cost Per Revenue Hour



YTD Report – Fixed Route

Metrics	FY18	FY19	% Change
Customer Service			
On Time Performance	82.01%	81.15%	-1.04%
Complaints p/100K Cust.	14.75	18.46	25.12%
Roadcalls p/100K Miles	23.41	16.97	-27.51
Passengers Per Revenue Hour	19.2	17.8	-7.42%
Financial			
Operating Cost/Rev. Hour	\$106.14	\$112.83	6.30%
Ridership			
Fixed Route Ridership	3,199,154	3,093,286	-3.31%

Passengers Per Revenue Hour

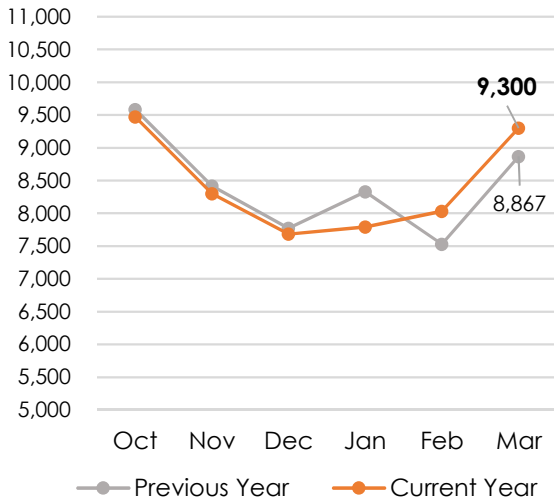




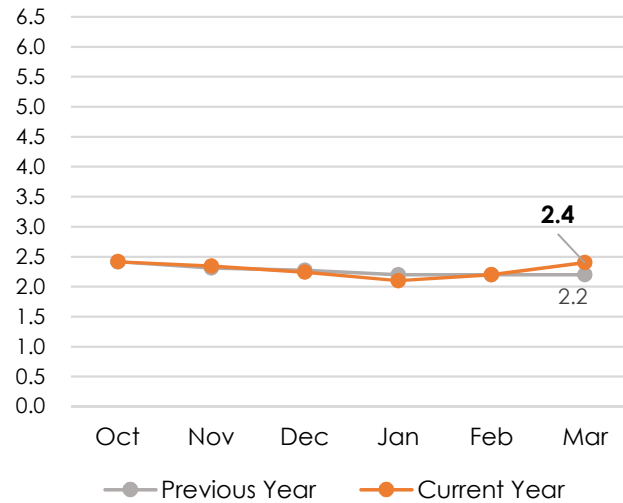
Paratransit & Rideshare Performance – Mar 2019

Paratransit

Total Ridership



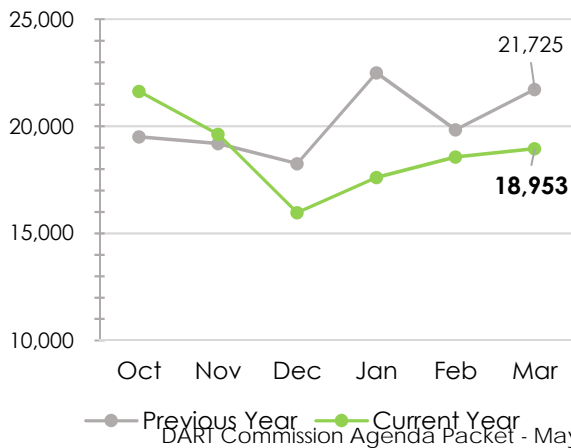
Passengers Per Revenue Hour



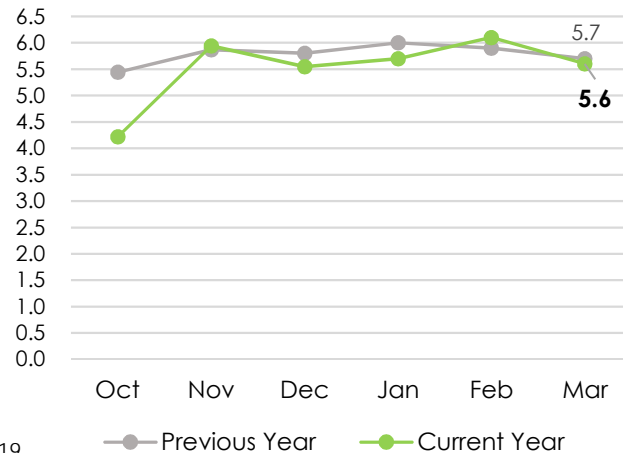
YTD Report	FY18	FY19	% Change
Customer Service			
On Time Performance	83.25%	83.23%	-0.02%
Complaints p/100K Cust.	119.27	146.70	23.00%
Roadcalls p/100K Miles	8.00	6.30	-21.31%
Passengers Per Revenue Hour	2.3	2.3	0.00%
Financial			
Operating Cost Per Run	\$394.78	\$369.19	-6.48%
Ridership			
Total Passengers	77,137	74,983	-2.79%

Rideshare

Total Ridership



Passengers Per Revenue Hour



YTD Report	FY18	FY19	% Change
Customer Service			
Passengers Per Revenue Hour	5.6	5.7	1.54%
Financial			
Operating Cost Per Passenger	\$5.66	\$5.88	3.89%
Ridership			
Total Passengers	174,178	167,104	-4.06%



Detailed Ridership Report – March 2019

	18-Dec	19-Jan	19-Feb	19-Mar	18-Mar	Mar % Change FY19	FY19 Mar YTD	FY18 Mar YTD	YTD % Change FY19
Fixed Route	296,504	279,757	284,673	302,662	336,331	-10.01%	3,093,286	3,199,154	-3.31%
1. Local									
#1 - Fairgrounds	13,590	12,423	13,392	13,823	18,903	-26.87%	370,078	385,561	-4.02%
#3 - University	29,842	27,530	25,581	30,005	29,749	0.86%	274,475	271,693	1.02%
#4 - E. 14th	13,476	13,159	13,366	15,428	15,806	-2.39%	137,166	137,771	-0.44%
#5 - Franklin Ave/Johnston	8,367	8,351	8,981	8,398	9,495	-11.55%	83,826	82,430	1.69%
#6 - Indianola	24,680	22,494	23,320	24,162	28,313	-14.66%	230,947	244,466	-5.53%
#7 - SW 9th St	30,560	28,994	31,017	32,888	33,711	-2.44%	287,599	304,789	-5.64%
#8 - Fleur Dr	3,452	3,137	3,629	3,136	4,442	-29.40%	35,372	41,659	-15.09%
#10 - East University	2,652	2,647	2,486	2,607	3,358	-22.36%	25,549	26,452	-3.41%
#11 - Ingersoll/Valley Junction	1,659	1,841	1,786	1,843	1,807	1.99%	17,244	15,887	8.54%
#13 - Evergreen	5,048	4,682	6,354	4,542	6,112	-25.69%	47,279	54,667	-13.51%
#14 - Beaver Ave	15,452	14,420	15,214	15,273	18,987	-19.56%	154,528	174,922	-11.66%
#15 - 6th Ave	23,811	20,499	21,623	20,895	22,475	-7.03%	212,697	213,054	-0.17%
#16 - Douglas Ave	28,934	27,692	27,708	30,110	35,623	-15.48%	288,805	301,023	-4.06%
#17 - Hubbell Ave/Altoona	20,639	18,476	17,636	20,077	23,502	-14.57%	200,761	206,885	-2.96%
#50 - Euclid	3,958	4,253	3,899	4,386	0	100.00%	29,155	0	100.00%
#52 - Valley West/Jordan Creek	12,925	10,793	10,529	12,368	14,732	-16.05%	113,198	122,411	-7.53%
#60 - Ingersoll/University	26,755	26,043	27,158	29,118	32,811	-11.26%	269,107	285,442	-5.72%
2. Shuttle									
Hy-Vee Shuttle	0	0	0	0	0	0.00%	1,560	0	100.00%
D-Line	13,052	11,699	11,221	13,233	14,218	-6.93%	122,911	125,555	-2.11%
Link Shuttle	326	388	594	591	477	23.90%	4,067	5,679	-28.39%
3. Express									
#91 - Merle	0	0	0	0	0	0.00%	0	3,501	-100.00%
#92 - Hickman	2,002	2,527	2,462	2,250	2,582	-12.86%	20,998	20,560	2.13%
#93 - NW 86th	2,328	2,718	2,459	2,721	2,796	-2.68%	24,899	24,452	1.83%
#94 - Westown	847	821	603	684	868	-21.20%	8,215	9,312	-11.78%
#95 - Vista	795	1,009	1,111	1,069	1,018	5.01%	9,336	9,309	0.29%
#96 - E.P. True	1,608	2,035	1,837	1,995	2,017	-1.09%	17,980	18,376	-2.15%
#98 - Ankeny	4,880	6,112	5,781	5,660	7,090	-20.17%	55,000	58,531	-6.03%
#99 - Altoona	974	1,256	1,300	1,178	1,414	-16.69%	11,687	13,022	-10.25%
4. Flex									
#72 - West Des Moines/Clive	2,938	2,767	2,703	3,259	3,099	5.16%	29,563	32,061	-7.79%
#73 - Urbandale/Windsor Heights	174	211	204	190	158	20.25%	1,606	1,801	-10.83%
#74 - NW Urbandale	600	586	498	515	422	22.04%	5,623	5,276	6.58%
5. On Call									
Deer Ridge	18	11	12	17	78	-78.21%	121	78	55.13%
Ankeny	98	65	60	102	96	6.25%	855	930	-8.06%
Johnston/Grimes	63	116	149	137	144	-4.86%	1,026	1,212	-15.35%
Regional	1	2	0	2	28	-92.86%	53	387	-86.30%
Paratransit	7,683	7,790	8,033	9,300	8,867	4.88%	74,983	77,137	-2.79%
Cab	612	505	558	643	1,082	-40.57%	6,111	9,046	-32.45%
Bus/Van	7,071	7,285	7,475	8,657	7,785	11.20%	68,872	68,091	1.15%
Rideshare	15,970	17,616	18,576	18,953	21,725	-12.76%	167,104	174,178	-4.06%
Total Ridership	320,157	305,163	311,282	330,915	366,923	-9.81%	3,335,373	3,450,469	-3.34%



MONTHLY REPORT



10A: Operations Team Report

Staff Resources: Jamie Schug, CFO/Interim Chief Operating Officer

- **DART Rodeo:** On June 22, 2019 DART will be holding its annual Bus Operator Rodeo at the Lincoln High School north student parking lot. We would love to see you there to cheer on our Operators. The winners of the small and large bus competitions will have the opportunity to advance to the State Rodeo, which will be hosted at the Iowa Speedway on June 29th.



MONTHLY REPORT



10B: External Affairs Team Report

Staff Resources: Amanda Wanke, Chief External Affairs Officer

Marketing and Communications – Erin Hockman, Marketing and Communications Manager

- **Stakeholder communications** – Staff published a video featuring Mary Bontrager, the Greater Des Moines Partnership’s Executive Vice President of Talent Development, discussing the importance of public transit in attracting and retaining talent in the region. The video was included in the most recent stakeholder e-newsletter and is available on ridedart.com/transitbenefits.
- **Public affairs** – DART’s public affairs social media campaign has generated 158,857 impressions and 1,115 website visitors since ads began running on March 25.
- **Member community outreach** – DART sponsored the Urbandale Chamber’s luncheon on March 27 where Commissioner Gayman gave a brief update on DART. DART is sponsoring the Johnston Chamber’s luncheon on May 23.
- **MyDART app** – The native version of the MyDART app launched Wednesday, April 17. The native version improves the overall user experience, allowing riders to more quickly access the trip planning and real-time bus arrival and departure information in the app.
- **Get on Board Day** – DART joined transit agencies across the country on April 25 in celebrating the first-ever national Get on Board Day. Staff implemented a social media campaign encouraging riders and stakeholder to share why they are #onboardwithDART on social media. Through these efforts, we reached more than 10,000 people online, had nearly 900 online engagements with Get on Board Day content and engaged hundreds of stakeholders and riders in-person throughout the week.



MONTHLY REPORT
10B: External Affairs



Marketing Analytics Report

Metric	Nov. 2018	Dec. 2018	Jan. 2019	Feb. 2019	March 2019	March 2018	% Change Year Prior
MyDART App Accounts	8,503	8,859	9,317	9,751	10,159	2,013	80.19%
Website Unique Visitors	28,825	20,698	23,895	21,215	24,141	37,000	-53.27%
Facebook Likes	3,561	3,570	3,590	3,637	3,662	3,143	14.17%
Twitter Followers	2,155	2,150	2,177	2,181	2,201	2,046	7.04%
Email Subscribers	8,810	14,691	14,691	14,720	14,715	5,760	60.86%
Next DART Bus	133,539	115,312	165,613	194,468	169,534	3,487	97.94%
Real-time Map	31,807	28,580	38,748	38,580	38,128	n/a	n/a
Trip Plans	20,671	19,704	26,742	26,209	26,280	5,944	77.38%
SMS Text Messaging	204,657	194,978	215,505	229,536	232,591	98,368	57.71%
IVR	7,381	8,121	7,692	7,064	7,758	7,549	2.69%

MyDART App Report

Metric	Sept. 2018	Oct. 2018	Nov. 2018	Dec. 2018	Jan. 2019	Feb. 2019	March 2019	TOTAL
Downloads	635	633	555	487	620	614	565	12,555
iOS	176	162	146	114	161	168	158	4,314
Android	459	471	409	373	459	446	407	8,241
Accounts Created	467	478	439	356	458	434	408	10,159
Orders Placed	2,032	2,171	2,458	2,404	2,517	2,451	2,923	36,474
Passes Purchased	2,543	3,019	2,975	2,964	3,199	3,026	3,828	51,008
Revenue	\$15,856	\$17,115	\$18,294	\$17,928	\$19,015	\$18,166	\$21,686	\$269,335

DART in the News

Date	Headline	Source	Medium	Reach	Sentiment	Strategic Priority
30-Apr-19	May is Bike Month! Here's how you can celebrate in Iowa	Iowa Healthiest State	Online	919	Positive	Customers / Public Awareness
29-Apr-19	NOTEBOOK - One Good Read: Uber backs off talk of competing with public transit	Business Record	Online	7,648	Neutral	Community
27-Apr-19	LYFT : Transit agencies celebrate National Get on Board Day	Market Screener	Online	437,931	Positive	Customers / Public Awareness
25-Apr-19	DART offers free rides today	Business Record	Online	7,648	Positive	Customers / Public Awareness

MONTHLY REPORT
10B: External Affairs



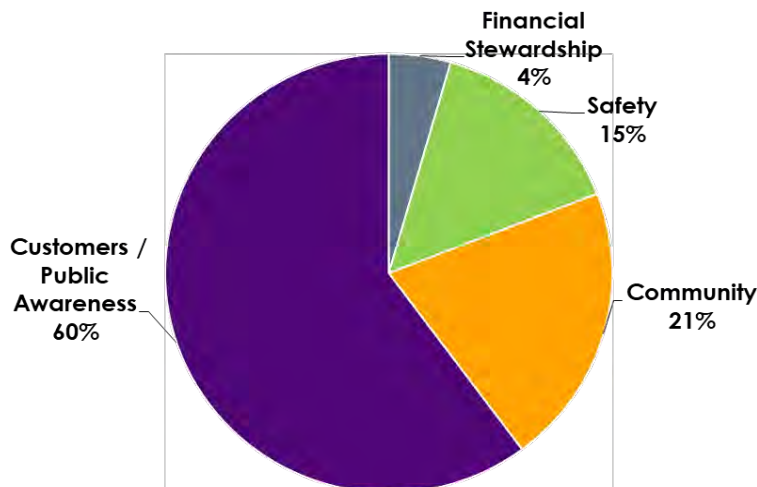
Date	Headline	Source	Medium	Reach	Sentiment	Strategic Priority
25-Apr-19	Transit agencies celebrate National Get on Board Day	Smart Cities Dive	Online	60,200	Positive	Customers / Public Awareness
18-Apr-19	Homeowners to Feel Impact of DART Losing Millions Due To Privatized Medicaid	WHOTV.com	Online	190,619	Neutral	Financial Stewardship
11-Apr-19	Iowa News Headlines Thursday, April 11, 2019	KMAland.com	Online	16,872	Negative	Safety
9-Apr-19	Des Moines Police Say Troubling Trend Could be Stopped at Home	WHOTV.com	Online	190,619	Negative	Safety
28-Mar-19	DART and Des Moines Police Work Together to Prevent Teen Fights at Downtown Hub	WHOTV.com	Online	245,477	Neutral	Safety
27-Mar-19	Officers arrest 3 juveniles at downtown DART station	KCCI Channel 8	Online	464,775	Negative	Safety
27-Mar-19	Police: Minor reaches for Des Moines officer's gun, DMPD uses pepper spray as 3 arrested	The Des Moines Register	Online	811,646	Negative	Safety
25-Apr-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	30,653	Positive	Customers/Public Awareness
24-Apr-19	KCCI 8 News at Ten	KCCI-DM (CBS)	Broadcast	67,002	Positive	Customers/Public Awareness
19-Apr-19	Channel 13 News at Noon	WHO-DM (NBC)	Broadcast	17,942	Neutral	Financial Stewardship
19-Apr-19	Channel 13 News at Noon	WHO-DM (NBC)	Broadcast	11,342	Neutral	Financial Stewardship
19-Apr-19	Today in Iowa at 6	WHO-DM (NBC)	Broadcast	16,832	Neutral	Financial Stewardship
19-Apr-19	Today in Iowa at 5:30	WHO-DM (NBC)	Broadcast	9,994	Neutral	Financial Stewardship
18-Apr-19	Channel 13 News at 10	WHO-DM (NBC)	Broadcast	33,616	Neutral	Financial Stewardship
18-Apr-19	13 News at Nine on FOX 17	KDSM-DM (FOX)	Broadcast	13,193	Neutral	Financial Stewardship
18-Apr-19	13 News at Nine on FOX 17	KDSM-DM (FOX)	Broadcast	13,193	Neutral	Financial Stewardship

MONTHLY REPORT
10B: External Affairs



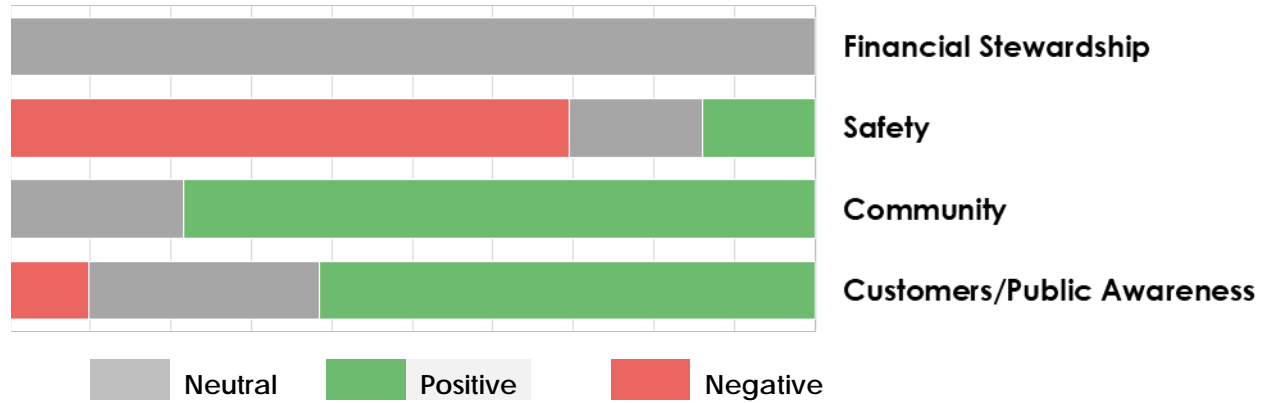
Date	Headline	Source	Medium	Reach	Sentiment	Strategic Priority
10-Apr-19	Today in Iowa at 6	KWWL-IOW (NBC)	Broadcast	7,898	Negative	Safety
9-Apr-19	Channel 13 News at 10	WHO-DM (NBC)	Broadcast	36,240	Negative	Safety
9-Apr-19	13 News at Nine on FOX 17	KDSM-DM (FOX)	Broadcast	16,734	Negative	Safety
29-Mar-19	Channel 13 News at Noon	WHO-DM (NBC)	Broadcast	11,342	Negative	Safety
29-Mar-19	Today	WHO-DM (NBC)	Broadcast	21,306	Negative	Safety
29-Mar-19	Today in Iowa at 6	WHO-DM (NBC)	Broadcast	16,832	Negative	Safety
29-Mar-19	Today in Iowa at 5:30	WHO-DM (NBC)	Broadcast	9,994	Negative	Safety
28-Mar-19	Channel 13 News at 6	WHO-DM (NBC)	Broadcast	52,352	Negative	Safety
28-Mar-19	Channel 13 Live at 5	WHO-DM (NBC)	Broadcast	39,380	Negative	Safety
28-Mar-19	KCCI 8 News This Morning	KCCI-DM (CBS)	Broadcast	30,653	Negative	Safety
28-Mar-19	KCCI 8 News This Morning at 4:30am	KCCI-DM (CBS)	Broadcast	9,756	Negative	Safety
27-Mar-19	KCCI 8 News at Ten	KCCI-DM (CBS)	Broadcast	67,002	Negative	Safety
27-Mar-19	Channel 13 News at 10	WHO-DM (NBC)	Broadcast	33,204	Negative	Safety
27-Mar-19	13 News at Nine on FOX 17	KDSM-DM (FOX)	Broadcast	12,576	Negative	Safety
27-Mar-19	13 News at Nine on FOX 17	KDSM-DM (FOX)	Broadcast	12,576	Negative	Safety
27-Mar-19	KCCI 8 News at Six	KCCI-DM (CBS)	Broadcast	62,801	Negative	Safety
Total				3,088,767		

DART NEWS BY TOPIC





DART NEWS SENTIMENT BY TOPIC



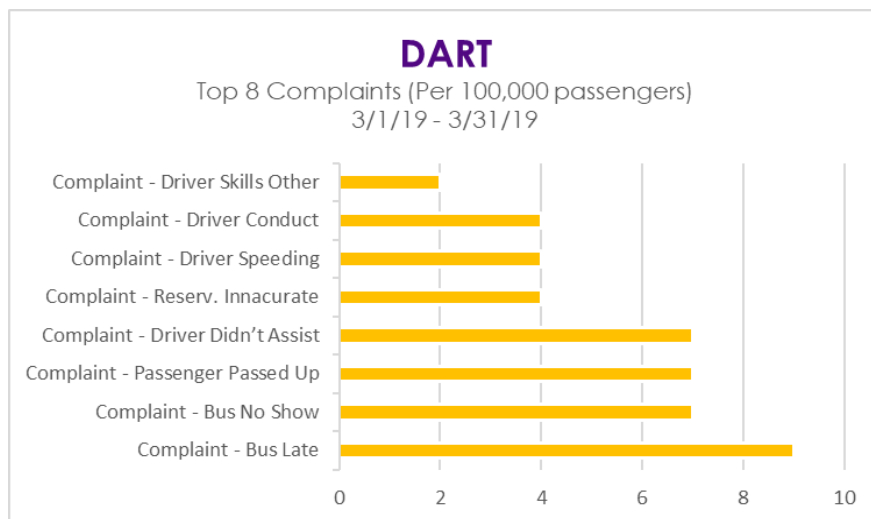
Customer Experience – Stephen Wright, Customer Experience Manager

Total Calls for March 2019

- Schedule Information – 4,848
- Paratransit – 3,711
- Spanish Line – 13
- Receptionist – 278
- RideShare – 177

Website Communication and Messages for March 2019

- Contact/Feedback Form = 42
- Voicemails = 110
 - Required response = 16 (14%)



Planning – Luis Montoya, Planning and Development Manager

- **2019 Transit Service Planning:** Staff have developed options for service changes for routes in the western suburbs and Ankeny that could be implemented in the fall of 2019. Public outreach events will be held in Ankeny, Clive, Des Moines, Grimes, Urbandale and West Des Moines to share options with the public and collect feedback. More information can be found at www.ridedart.com/2019.

MONTHLY REPORT
10B: External Affairs



- **Title VI Program Update:** Staff completed the three-year update to DART's Title VI Program as required by the FTA. Draft policy recommendations were shared at two public meetings at DART Central Station, as well on our website and via emails to customers and partners. Discussion and approval items were brought to the DART Commission in February, March, April and May.
- **Transit Optimization Study:** This study will explore how DART can adapt to the changing conditions in the industry and region to efficiently serve the mobility needs of member communities. Four proposals were received from consultant teams interested in leading this study. The most qualified and responsive bidder will be selected in May and a contract will be awarded in June so that the project can begin in the new fiscal year.
- **Merle Hay Mall:** The DART bus stop at Haymarket will be moved to Merle Hay Mall starting June 2. The move was facilitated by the leadership and staff with the cities of Des Moines and Urbandale, as well as Polk County, as part of agreements that will allow the mall to redevelop vacant storefronts. This node serves four busy bus routes, and the relocated stop will provide much better service for DART customers.
- **June Service Change:** Staff are preparing a minor service change to be implemented in June, primarily to remove DMPS service for the summer and move the Haymarket stop to Merle Hay Mall.

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

- **Art Shelters:** DART staff recently presented the art shelter concept to representatives from the City of West Des Moines, West Des Moines Public Art Commission and Bravo Greater Des Moines.
- **Funding Feasibility Study RFP:** Interviews with prospective firms are underway following an RFP issued by DART seeking a contractor to conduct a feasibility study that will identify potential fundraising opportunities for art shelters and other DART programs.
- **Transit Future Work Group:** On Monday, April 6, the Greater Des Moines Partnership reconvened the Transit Future Work Group (TFWG) in conjunction with special guest and Brookings Institution Fellow, Adie Tomer, who provided a keynote address as part of the Des Moines MPO Tomorrow Plan Speaker Series. The TFWG will meet quarterly and is comprised of representatives and stakeholders from the business community with a vested interest in transit.
- **Unlimited Access Program:** Unlimited Access Partners coming up for renewal prior to the end of Fiscal Year 2019 include the City of Des Moines and Des Moines University.
- **Mobility Coordinator Outreach:** The next Transit Riders Advisory Committee meeting is scheduled for Wednesday, May 8, 2019.
- **Reduced Fare Task Force:** An internal review of DART's reduced fare programs is in progress and will identify opportunities for streamlining processes to reduce barriers to transit for populations in need of access.

MARCH 2019 Mobility Outreach	
Re-Entry	64
Human Services	99
General Outreach	4
Refugee	25
Total Participants	192
Total Organizations reached	11



MONTHLY REPORT



10C:	Procurement
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Staff Resource: Mike Tiedens, Procurement Manager

Upcoming Procurements:

Transit Optimization Study – DART is soliciting proposals from qualified consulting firms to provide transportation planning consulting services to develop a plan that identifies and evaluates innovative business models to coordinate and deliver regional mobility services in a manner that evolves to meet changing technology and transportation trends.

- Request for Proposal published in April 2019

Casting Repair – DART is seeking quotes form a qualified contractor to repair/replace a broken casting and concrete boxout for an existing manhole to the rainwater cistern at DART Central Station.

- Request for Quotes published in April 2019

Restroom Stall Partitions (DART Central Station) – DART is seeking quotes for the replacement of stall partitions in the public restroom at DART Central Station. The partitions receive a lot of use and are show major signs of wear.

- Request for Quotes to be published in May 2019

Contracts and Task Orders Approved Recently:

Lawn Maintenance Services – DART sought quotes from qualified contractors to perform lawn maintenance services at 1100 DART Way and DART Central Station. Services will include but not be limited to mowing, weeding, tree pruning, aerating and fertilization.

- The lowest bidder was Latitude 41 and the quotes are on a per application and per occurrence basis, ranging from \$25 per hour to \$200 per application for the requested services. The Not to Exceed Amount on the contract is \$20,000.00

Future Procurements:

- | | |
|----------------------------|--|
| • Bus Wash | • On Call Planning Consulting Services |
| • Shop Drains | • Compensation Study |
| • IT Consulting Services | • Electrical Infrastructure for Electric Buses |
| • Mobility On Demand Pilot | • Printing Services |



MONTHLY REPORT



10D: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- **DART Executive Committee** - The DART Executive Committee met on Friday, April 19, 2019. The discussion items presented during the meeting included:
 - Legislative Issues
 - Fleet Analysis Findings
 - Transit Future Work Group
 - Service Issues
 - Advertising Policy

The next DART Executive Committee meeting is scheduled for Friday, May 17, 2019 at 7:30 a.m.

- **TPI/Proterra Ribbon-Cutting** - I had the opportunity to speak at the TPI Composites, Inc. ribbon-cutting event for the production of the composite bus shell used by Proterra Inc., DART's electric bus vendor. It was great to be able to tell the story of DART's partnerships with both companies and Celebrate Iowa's Clean Transportation journey with Governor Reynolds and the teams from TPI, Proterra and General Electric.





FUTURE DART COMMISSION ITEMS



FUTURE AGENDA ITEMS:

June 4, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • August Service Change • 28E with Community Foundation • Transit Optimization Study Contract 	<ul style="list-style-type: none"> • Transit Riders Advisory Committee Update • Marketing Update
July 9, 2019 - 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • October Service Change • Uniform Services 	<ul style="list-style-type: none"> • Mobility Coordinator Update
August 6, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • Electrical Infrastructure Upgrade 	<ul style="list-style-type: none"> • Transit Riders Advisory Committee Update

Other Future Agenda Items:

- IT Consulting Services Contract
- Planning Consulting Services Contract

Upcoming DART Meetings:

- DART Planning Committee – the next meeting is scheduled for May 14, 2019 at 12:00 p.m.
 - Location - DART Central Station
- DART Transit Riders Advisory Committee – the next meeting is scheduled for May 8, 2019 at 12:00 p.m.
 - Location - DART Central Station
- DART Executive Committee – the next meeting is scheduled for May 17, 2019 at 7:30 a.m.
 - Location - DART Central Station