



**NOTICE OF COMMISSION MEETING AND AGENDA**  
**DES MOINES AREA REGIONAL TRANSIT AUTHORITY**  
**DART MULTIMODAL ROOM, 620 CHERRY STREET**  
**SEPTEMBER 6, 2016 – 12:00 PM**

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF SEPTEMBER 6, 2016 AGENDA	
5. PUBLIC COMMENT (Limit 3 minutes)	
6. TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) UPDATE	
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D. Chief Executive Officer	32
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12. COMMISSIONER ITEMS	
13. OTHER – Communications	
14. NEXT MEETING: Regular DART Meeting <b>Tuesday, October 4, 2016 – 12:00 p.m.</b>	
15. ADJOURN	

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



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES  
620 CHERRY STREET – DES MOINES, IOWA 50309  
JULY 12, 2016**



**ROLL CALL**

Commissioners Present: Angela Connolly, Tom Gayman, Chris Hensley, Joann Muldoon, Steve Peterson, Skip Conkling, Skip Moore, and Steve Van Oort

Commissioner Absent: Gaye Johnson

Alternates Present: Ruth Randleman

**CALL TO ORDER**

The meeting was called to order by Chair, Steve Van Oort at 12:00 pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

**APPROVAL OF AGENDA**

Chair, Steve Van Oort requested a motion to approve the agenda as presented.

It was moved by Ms. Hensley and seconded by Mr. Peterson to approve the June 15, 2016 Agenda as presented. The motion carried unanimously.

**PUBLIC COMMENT**

Todd Ashby, Executive Director at the Des Moines Area Metropolitan Planning Organization, recognized Angela Connolly for the Tom Bradley Leadership award she received from The National Association of Regional Councils (NARC).

**DART OUTGOING CHAIR RECOGNITION**

Former Commissioner Bob Mahaffey was recognized for his 10 years of service on the Commission. Next, Commissioner Steve Peterson was recognized for his year of service as DART Commissioners Chair.

**DRIVER'S OF THE YEAR RECOGNITION**

DART Operators Saul Garcia (Fixed Route) and Gary McFarling (Paratransit) were recognized for being named DART's Drivers of the Year at the Iowa Public Transit Association (IPTA) Conference in Coralville in June.

**DART STATE ROADEO WINNERS**

DART Operator Cesar Chavez was recognized for placing third in the Large Bus Competition at the IPTA State Bus Roadeo.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – JULY 12, 2016**



**CONSENT ITEMS**

9A – Commission Meeting Minutes – June 15, 2016

9B – Audio Advertising Sales, Production, and Installation Contract

The Commission approved a contract for audio advertising on DART buses as an additional revenue source.

9C – FY 2017 ICAP Renewal

It was moved by Mr. Peterson and seconded by Ms. Hensley to approve the consent items as presented. The motion carried unanimously.

**ACTION ITEMS**

10A – 1100 DART Way Renovation Phase III Furniture Contract

It was moved by Ms. Hensley and seconded by Mr. Peterson that the Commission approve the contract with Saxton Inc. for the DART Way Renovation Phase III Furniture at a cost not to exceed \$185,000. The motion carried unanimously.

10B – Broadlawns Service Partnership

It was moved by Mr. Moore and seconded by Mr. Conkling that the Commission approve a three-year contract with Broadlawns to assist DART in funding transit service to their new clinic on East University, when it opens in the fall of 2016. The motion carried unanimously.

10C – May 2016 Financials

Ms. Amber Dakan, Finance Manager, gave a presentation on the May FY 2016 Financials. Fixed Route revenues is 8.59% below budget levels. Advertising Revenue and Cash Fares are currently trending under budget.

Paratransit revenue is 16.19% lower than budget expectations. Contracted trips are below budgeted levels while cash fares are outpacing budget expectations.

Rideshare revenues are 16.34% below budgeted levels year to date. Rideshare revenue continues to cover expenses.

It was moved by Ms. Connolly and seconded by Mr. Peterson that the Commission approve the May FY 2016 Consolidated Financial Report. The motion carried unanimously.

**DISCUSSION ITEMS**

11A – Quarterly Investment Report

Ms. Amy Mitchell and Mr. Dan Zomermaand from Miles Capital provided an Investment Review for the period ending June 30, 2016. Their role was to find the best results for DART. They reviewed 1<sup>st</sup> quarter results with the commissioners.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – JULY 12, 2016**



11B – DART Information Technology Systems Overview

DART Information Technology Manager Todd Struthers presented an update on progress in the department since he joined DART's staff four years ago. Struthers highlighted the secured Wi-Fi connections for both staff and the public; upgraded servers and standardized equipment for staff; and more connected IT systems that provide improved services and rider tools including real-time technology as well as several other improvements.

11C - DART Shelter Plan

Transit Planner Ethan Standard presented the Board of Commissioners with the DART Bus Shelter Plan. DART has 21 bus shelters it will be installing around the region throughout the summer and fall.

11D – May 2016 Performance Report

Ms. Elizabeth Presutti, DART Chief Executive Officer, provided an update on the May Performance Report.

Ridership is still holding strong for the year. In May we were up .5 percent. Overall we are less than 0.5 percent YTD in terms of ridership loss. There is a decrease in Paratranist. We are looking at a Medicaid Analysis for last quarter.

**MONTHLY REPORTS**

12A – Operations

No Update.

12B – Engagement

Ms. Amanda Wanke, Chief Engagement and Communications Officer, provided an Engagement update.

Bike month was in the month of May. We promoted bike month by allowing anyone with a bike to ride for free. In May of 2015, we had 4,783 riders, and in May of 2016, we had 8, 214 riders.

In August we will be doing a service change which will take place August 21. There will be the Grand Avenue bridge closure and we are working closely with city officials on this.

We will be getting new pictures of the commissioners in September. These will be taken during the next scheduled meeting.

12C – Procurement

No update.

12D – General Manager

Ms. Presutti provided an update on bus service for Yankee Doodle Pops and the 80/35 concert. Both services were well received. The DLine ridership during Yankee Doodle Pops doubled from last year.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – JULY 12, 2016**



She also provided an update on other upcoming meetings she has scheduled.

**FUTURE AGENDA ITEMS**

No update.

**COMMISSIONER ITEMS**

Commission Workshop – July 21, 2016 7:30- 9:00 am, DART Central Station

Commission Workshop – August 2, 2016 12:00pm-1:30pm, DART Central Station

**OTHER – Communications**

No update

**FUTURE 2016 MEETING DATES:**

September 6, October 4, November 1 and December 6.

A motion by Mr. Moore and second by Ms. Connolly to adjourn the regular Commission Meeting was made at 1:20 pm. The motion carried unanimously.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Clerk

\_\_\_\_\_  
Date

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

The next regular DART monthly Commission Meeting has been scheduled for September 6, 2016 at 12:00 p.m. in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING AND WORKSHOP MINUTES  
620 CHERRY STREET – DES MOINES, IOWA 50309  
AUGUST 2, 2016**



**ROLL CALL**

Commissioners Present: Angela Connolly, Chris Hensley, Joann Muldoon, Steve Peterson, Steve Van Oort, and Tom Gayman (via phone)

Commissioner Absent: Skip Moore, Skip Conkling

Alternates Present: Jon Woods

**CALL TO ORDER**

The meeting was called to order by Chair, Steve Van Oort at 12:00 pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

**APPROVAL OF AGENDA**

Chair, Steve Van Oort requested a motion to approve the agenda as presented. It was moved by Ms. Hensley and seconded by Mr. Peterson to approve the August 2, 2016 Agenda as presented. The motion carried unanimously.

**PUBLIC COMMENT**

No comments.

**ACTION ITEMS**

6A – City of Des Moines Partnership for DLine Saturday Service and Funding

It was moved by Ms. Hensley and seconded by Mr. Peterson that the Commission approve the partnership between the Des Moines Area Regional Transit Authority and the City of Des Moines for the provision of operating assistance for the DLine Saturday Service and Funding. As part of the agreement with the City of Des Moines, DART would provide Saturday DLine Service and accept operational funding for the next two years for a total of \$315,000 annually. The addition of the Saturday service may require a budget amendment for FY 2017 later in the year. It was moved by Ms. Hensley and seconded by Mr. Peterson that the Commission approve the partnership. The motion carried unanimously.

A motion by Mr. Peterson and second by Mr. Woods to adjourn the regular Commission Meeting was made at 12:29 pm. The motion carried unanimously.

DES MOINES AREA REGIONAL TRANSIT AUTHORITY  
COMMISSION MEETING MINUTES – AUGUST 2, 2016



**FUTURE 2016 MEETING DATES:**

September 6, October 4, November 1 and December 6.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Clerk

\_\_\_\_\_  
Date

\*\*\*\*

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

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## ACTION ITEM



**8A: Mobile Ticketing Software and Implementation Contract**

**Action: Approve a Contract with Bytemark, Inc. for the Mobile Ticketing and Back Office Software at a cost Not to Exceed \$590,000.**

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

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### Background:

- DART's current fare collection system is over 25 years old. The age of the system is causing maintenance problems on vehicles as well as issues at the back office where the obsolete data collection system has failed in the past.
- The main scope of the purchase is to procure a state-of-the-art hosted mobile ticketing system to augment the current flash pass and magnetic based fare products as well as introduce a new day pass option. The new system must facilitate and support DART's Fare Policy and requirements for functionality and security.
- Objectives of the new Mobile Ticketing System include:
  - Enable the adoption of emerging fare media technologies and automate the purchase of fare media.
  - Provide an enhanced user experience for DART customers.
  - Eliminate paper transfers and transfer cutters.
  - Accommodate DART's fare policy objectives.
  - Improve data collection and reporting.

### Procurement:

- DART conducted a Request for Proposals for the Mobile Ticketing Software project. The RFP was published on June 17, 2016 and proposals were due on July 22, 2016.
- Five (5) proposals were received, but one was after the deadline so it was deemed non-responsive. The 4 responsive proposers were:
  - Bytemark, Inc.
  - Genfare
  - PassportParking, Inc.
  - Token Transit, Inc.
- DART conducted on-site interviews with all four proposers on August 10, 2016.
- Each vendor was ranked amongst multiple criteria with each score being weighted, based on the criteria set forth in the RFP. The aggregated scores represent a total of the proposers individual scores across all of the criteria identified (the lower ranking is more favorable).
- Bytemark, Inc. was the winning proposer and the scoring is as follows:





## **ACTION ITEM**

### **8A: Mobile Ticketing Software and Implementation Contract**

1. Bytemark, Inc. = 40.5
2. PassportParking, Inc. = 80.4
3. Genfare = 120.3
4. Token Transit, Inc. = 154.8

#### **Cost:**

- Total Not to Exceed Cost = \$590,000
- Software, System Implementation, Training = \$223,200
- Total cost for Hosting, Warranty and Maintenance (for Years 2 – 4) = \$183,600 (\$61,200 annual)
- Transaction Fee Estimate = \$87,500 for 4 years
  - Transaction Fee is calculated as 2% of mobile ticket sales
- Bytemark's proposal also included pricing for the following options:
  - Option 1: Validation System: \$24,000 (one time)
  - Option 2: Operating Cost for the Validation System: \$44,100 (\$14,700 annual X 3 years)

#### **Funding:**

- Funding is from the previously awarded farebox grant (5339), the local match, and operating funds.

#### **Recommendation:**

- The approval of a Contract with Bytemark, Inc. for the Mobile Ticketing Software for the amount not to exceed \$590,000. This amount is the total proposal cost for the software, installation, hosting, transaction fees, warranty, options and maintenance for 4 years.



## ACTION ITEM



**8B: June FY2016 Consolidated Financial Report**

**Action: Approve the June FY2016 Consolidated Financial Report**

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

### Year-to-Date Budget Highlights:

#### Revenue:

- Fixed Route Operating Revenue is 10.68% below budget levels. Advertising Revenue and Cash Fares were the largest drivers of the under budget performance for FY16.
- Fixed Route Non-Operating Revenue ended the fiscal year 1.25% above budget levels.
- Paratransit Operating Revenue is 16.10% lower than budget expectations. Contracted trips were below budgeted levels while cash fares are outpacing budget expectations.
- Paratransit Non-Operating Revenue ended FY16 at 1.1% lower than budget.
- Rideshare Revenues were 16.59% below budgeted levels for the year. Rideshare revenue continues to cover expenses.

#### Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 3.20% below budget projections. Fuel and Lubricants, Salaries, Wages, and Fringes, and Materials & Supplies are the top three drivers of savings.
- Paratransit Budget Summary – Operating expenses are 7.80% below forecasted levels. Fuel and Lubricants, Salaries, Wages, & Fringes, and Equipment Repair Parts were the largest drivers of savings.
- Rideshare Budget Summary – Rideshare Expenses are below budgetary expectations by 22.99%. Fuel and Lubricants, Equipment Repair Parts, and Salaries, Wages and Fringes are the top three categories showing the most savings.

### Recommendation:

- Approve the June FY2016 Consolidated Financial Report.

#### **\*\* TOTAL Un-Audited Year-End June FY2016 as Compared to Budget:**

Fixed Route	\$	541,043	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	(80,746)	FY2016
Rideshare	\$	<u>56,658</u>	\$428,975
Total	\$	516,955	

**FY2016 Financials:**

**June 2016**

FIXED ROUTE	June 2016			Year-To-Date-(12) Months Ending 06/30/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	300,185	423,250	(123,065)	4,536,363	5,079,000	(542,637)
Non-Operating Revenue	2,084,464	1,728,582	355,883	21,001,496	20,742,980	258,516
Subtotal	2,384,649	2,151,832	232,818	25,537,858	25,821,980	(284,122)
Operating Expenses	2,627,989	2,151,832	(476,158)	24,996,816	25,821,980	825,164
Gain/(Loss)	(243,340)	-	(243,340)	541,043	-	541,043

PARATRANSIT	June 2016			Year-To-Date-(12) Months Ending 06/30/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	142,264	169,083	(26,819)	1,702,316	2,029,000	(326,684)
Non-Operating Revenue	113,680	108,564	5,116	1,296,156	1,310,770	(14,614)
Subtotal	255,944	277,648	(21,704)	2,998,472	3,339,770	(341,298)
Operating Expenses	345,624	277,648	(67,976)	3,079,218	3,339,770	260,552
Gain/(Loss)	(89,680)	-	(89,680)	(80,746)	-	(80,746)

RIDESHARE	June 2016			Year-To-Date-(12) Months Ending 06/30/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	61,600	76,250	(14,650)	763,226	915,000	(151,774)
Non-Operating Revenue	-	208	(208)	-	2,500.00	(2,500)
Subtotal	61,600	76,458	(14,858)	763,226	917,500	(154,274)
Operating Expenses	52,677	76,458	23,782	706,568	917,500	210,932
Gain/(Loss)	8,923	-	8,923	56,658	-	56,658



## ACTION ITEM



**8C: July FY2017 Consolidated Financial Report**

**Action: Approve the July FY2017 Consolidated Financial Report**

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

### Year-to-Date Budget Highlights:

#### Revenue:

- Fixed Route Operating Revenue is 30.22% below budget levels. This is primarily due to timing differences related to School Funding revenue.
- Fixed Route Non-Operating Revenue is currently 7.42% below budget levels for the first month of FY17, due to timing of Municipal Operating Assistance.
- Paratransit Operating Revenue is 23.48% lower than budget expectations. Contracted trips as well as Cash Fares were below budgeted levels.
- Paratransit Non-Operating Revenue is 0.7% lower than budget.
- Rideshare Revenues were 18.77% below budgeted levels for July. Rideshare revenue continues to cover expenses.

#### Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 3.16% above budget projections for the first month of the year.
- Paratransit Budget Summary – Operating expenses are currently showing a 22.20% budget savings. Many categories are showing savings this early in the fiscal year.
- Rideshare Budget Summary – Rideshare Expenses are below budgetary expectations by 32.55%. Many categories are also showing savings within this division.

### Recommendation:

- Approve the July FY2017 Consolidated Financial Report.

### **\*\* TOTAL Un-Audited Year-End July FY2017 as Compared to Budget:**

Fixed Route	\$	(330,708)	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	21,820	FY2017
Rideshare	\$	<u>10,336</u>	\$426,064
Total	\$	(298,552)	

**FY2017 Financials:**

**July 2016**

FIXED ROUTE	July 2016			Year-To-Date-(1) Months Ending 07/31/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	295,354	423,250	(127,896)	295,354	423,250	(127,896)
Non-Operating Revenue	1,656,803	1,789,594	(132,790)	1,656,803	1,789,594	(132,790)
Subtotal	1,952,158	2,212,844	(260,686)	1,952,158	2,212,844	(260,686)
Operating Expenses	2,282,866	2,212,844	(70,022)	2,282,866	2,212,844	(70,022)
Gain/(Loss)	(330,708)	-	(330,708)	(330,708)	-	(330,708)

PARATRANSIT	July 2016			Year-To-Date-(1) Months Ending 07/31/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	129,384	169,083	(39,699)	129,384	169,083	(39,699)
Non-Operating Revenue	110,888	111,722	(833)	110,888	111,722	(833)
Subtotal	240,273	280,805	(40,532)	240,273	280,805	(40,532)
Operating Expenses	218,453	280,805	62,352	218,453	280,805	62,352
Gain/(Loss)	21,820	-	21,820	21,820	-	21,820

RIDESHARE	July 2016			Year-To-Date-(1) Months Ending 07/31/2016		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	60,924	75,000	(14,076)	60,924	75,000	(14,076)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	60,924	75,000	(14,076)	60,924	75,000	(14,076)
Operating Expenses	50,587	75,000	24,413	50,587	75,000	24,413
Gain/(Loss)	10,336	-	10,336	10,336	-	10,336



## DISCUSSION ITEM



9A: FY 2017 Marketing and Communications Plan

*Staff Resource: Erin Hockman, Marketing and Communications Manager  
Amanda Wanke, Chief Engagement and Communications Officer*

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- A presentation regarding the FY 2017 Marketing and Communications Plan will be given by Erin Hockman and Amanda Wanke.



## DISCUSSION ITEM



9B: Bus Wi-Fi Pilot

*Staff Resource: Todd Struthers, IT Manager  
Amanda Wanke, Chief Engagement and Communications Officer*

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- A presentation regarding a potential Bus Wi-Fi Pilot project will be given by Todd Struthers and Amanda Wanke.



## DISCUSSION ITEM



9C:                    Mobility Coordinator Update

*Staff Resource: Alison Walding, Mobility Coordinator*

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- A presentation on DART's mobility management efforts will be provided at the meeting.





## DISCUSSION ITEM



9D: DART Medicaid Update

*Staff Resource: Matt Johnson, Paratransit Manager*

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- A presentation regarding the impact to DART of Medicaid privatization will be given by Matt Johnson.



## DISCUSSION ITEM



9E: DART Forward 2035 Plan Update

*Staff Resource: Amanda Wanke, Chief Engagement and Communications Officer*

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- A presentation regarding the DART Forward 2035 Plan Update will be given by Amanda Wanke.



## DISCUSSION ITEM



**9F: Quarterly Safety Report**

*Staff Resource: Patrick Daly, Safety and Training Manager*

**Analysis of accidents for the 4<sup>th</sup> Quarter of FY2016:**

<b>ACCIDENTS BY ROUTE:</b>	4 <sup>th</sup> QTR	4 <sup>th</sup> QTR	YTD	YTD
	<u>FY16</u>	<u>FY15</u>	<u>FY16</u>	<u>FY15</u>
#1 –FAIRGROUNDS	1	2	6	8
#3 –UNIVERSITY	5	2	11	7
#4 –14TH	0	0	3	5
#5 –FRANKLIN AVE	0	0	0	0
#6 –INDIANOLA AVE	1	0	5	4
#7 –SW 9 <sup>th</sup> ST	3	0	6	1
#8 –FLEUR DR	0	0	0	1
#9 - EXPRESSES	3	2	11	15
#11 –INGERSOLL/VALLEY JCT	1	0	1	1
#12 - ON PROPERTY	3	5	13	9
#13 – PARK AVE	1	0	3	2
#14 - BEAVER AVE	1	0	4	4
#15 – 6 <sup>th</sup> AVE	1	1	9	8
#16 – DOUGLAS AVE	3	5	12	4
#17 – HUBBELL AVE/ALTOONA	0	4	8	6
#51 – MERLE HAY/CROSSTOWN	0	0	0	2
#52 – VALLEY WEST/JORDAN CR	1	0	3	5
#60 – INGERSOLL/UNIVERSITY	5	2	11	8
#40 - LINK	1	0	1	0
#42 - STATE CAPITAL/D-LINE	1	3	6	8
#SS - SCHOOL ROUTES	2	2	5	5
#20 - PARATRANSIT	5	2	33	46
#R - RIDESHARE	0	6	13	14
#A - ADMIN	0	0	1	2
#M – MAINTENANCE	0	0	0	0
SF- STATE FAIR	0	0	2	3
Training	1	1	2	1
<b>TOTALS</b>	<b>39</b>	<b>37</b>	<b>169</b>	<b>169</b>



DISCUSSION ITEM:

9F: Quarterly Safety Report

<b>ACCIDENTS BY TYPE:</b>	4th QTR	4th QTR	YTD	YTD
	<u>FY16</u>	<u>FY15</u>	<u>FY16</u>	<u>FY15</u>
BUS INTO FIXED OBJECT	17	19	56	43
PERSONAL INJURY	0	2	7	21
BUS INTO VEHICLE	2	3	31	29
VEHICLE INTO BUS	19	9	68	60
OTHER	1	3	7	15
MAINTENANCE	0	0	0	0
VANDALISM	0	1	0	1
<b>TOTALS</b>	<b>39</b>	<b>37</b>	<b>169</b>	<b>169</b>

**ACCIDENTS BY CHARGEABILITY  
CODE:**

	4th QTR	4th QTR	YTD	YTD
	<u>FY16</u>	<u>FY15</u>	<u>FY16</u>	<u>FY15</u>
NON PREVENTABLE	18	10	83	92
PREVENTABLE	17	17	68	72
ON PROPERTY	3	0	17	0
UNDETERMINED	1	0	1	0
NOT GRADED	0	10	0	5
<b>TOTALS</b>	<b>39</b>	<b>37</b>	<b>169</b>	<b>169</b>



# System Summary Performance Report June 2016

	December 2015	January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	June 2015	Percent Change 2016/2015	FY16 Year To Date	FY15 Year To Date	Percent YTD Change 2016/2015
<b>DART Fixed Route</b>												
Total Ridership	334,460	337,053	349,835	359,079	393,991	357,931	308,552	305,947	0.85%	4,447,116	4,429,136	0.41%
OTT Ridership	21,542	20,444	20,376	22,670	21,741	20,430	20,694	24,193	-14.46%	258,024	288,570	-10.59%
Unlimited Access Ridership	26,905	27,634	29,486	29,435	27,668	26,525	27,736	28,741	-3.50%	343,220	371,828	-7.69%
Bike Rack Usage	2,685	1,599	1,917	3,492	4,300	8,214	6,480	5,591	15.90%	56,448	51,792	8.99%
Passengers/Revenue Hour	18.16	19.24	19.83	18.88	21.65	20.13	17.14	16.83	1.85%	20.29	20.25	0.18%
Avg. Passengers Weekday	13,711	14,950	15,065	14,271	17,015	15,398	12,551	12,360	1.54%	15,333	15,386	-0.34%
Avg. Passengers Weekend Day	4,102	3,806	4,184	3,857	4,075	3,840	4,055	4,253	-4.67%	5,117	5,015	2.05%
Complaints/100,000 Riders	21.83	17.21	19.15	16.43	9.39	18.44	20.42	27.46	-25.63%	20.93	27.64	-24.25%
Commendations/100,000 Riders	1.49	1.78	2.86	2.23	1.78	6.98	1.94	1.96	-0.84%	2.72	2.39	13.69%
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	1.40	0.74	2.19	1.70	0.72	2.53	1.10	0.36	201.62%	1.40	1.38	1.38%
Non-Preventable/100,000 Miles	1.40	3.33	1.82	1.70	3.59	2.17	1.10	2.54	-56.91%	1.55	1.24	24.95%
<b>Maintenance:</b>												
Total Service Miles	285,226	270,441	274,222	294,606	278,271	276,139	273,627	275,103	-0.54%	3,367,589	3,341,423	0.78%
Road Calls/100,000 Miles	17.18	17.75	22.24	26.48	24.08	14.12	24.49	19.99	22.48%	19.75	18.70	5.57%
Active Vehicles in Fleet	126	123	123	123	123	123	123	126	-2.38%	125	126	-1.19%
<b>DART Paratransit</b>												
Total Ridership	9,904	9,561	9,706	10,783	10,065	9,624	9,737	11,763	-17.22%	120,315	135,025	-10.89%
Passengers/Revenue Hour	2.57	2.57	2.73	2.70	2.73	2.70	2.64	2.98	-11.41%	2.67	2.86	-6.57%
Average Trip Length	7.58	7.47	7.47	7.54	7.59	7.71	7.80	5.58	39.88%	7.41	5.69	30.25%
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	0.00	2.80	0.00	3.69	1.31	2.70	0.00	0.00	0.00%	2.36	1.56	50.79%
Non-Preventable/100,000 Miles	1.33	0.00	4.14	0.00	0.00	1.35	0.00	0.00	0.00%	1.01	1.56	-35.38%
<b>Maintenance:</b>												
Total Miles Operated	75,079	71,380	72,458	81,335	76,429	74,166	75,967	65,610	15.79%	891,387	768,054	16.06%
Active Vehicles in Fleet	21	21	21	21	21	21	21	21	0.00%	21	21	2.44%
<b>DART RideShare</b>												
Total Ridership	16,343	17,615	17,623	19,162	17,157	16,989	16,735	18,340	-8.75%	208,337	230,857	-9.75%
Total Vans in Circulation	87	90	89	89	88	87	87	89	-2.25%	88	93	-5.12%
Total RideShare Customers	623	625	621	616	594	604	608	645	-5.74%	622	694	-10.40%
<b>Accident Frequency Rate by Service:</b>												
Preventable	1.45	0.73	0.71	0.00	0.00	0.00	0.00	1.36	-100.00%	0.35	0.31	11.47%
Non-Preventable	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.68	-100.00%	0.29	0.42	-30.33%
<b>Maintenance:</b>												
Total Miles Operated	137,729	137,497	141,005	158,485	142,556	139,741	142,663	146,935	-2.91%	1,711,169	1,907,505	-10.29%
Active Vehicles in Fleet	100	100	100	100	100	100	100	100	0.00%	100	100	0.00%



# System Performance Ridership Report June 2016

	December 2015	January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	June 2015	Percent Change 2016/2015	FY16 Year To Date	FY15 Year To Date	Percent YTD Change 2016/2015
<b>DART Fixed Route Ridership</b>	<b>334,460</b>	<b>337,053</b>	<b>349,835</b>	<b>359,079</b>	<b>393,991</b>	<b>357,931</b>	<b>308,552</b>	<b>305,947</b>	<b>0.85%</b>	<b>4,447,116</b>	<b>4,429,136</b>	<b>0.41%</b>
<b>Local Routes:</b>												
#1 - Fairgrounds	19,214	19,896	20,879	20,040	20,177	20,911	15,877	16,671	-4.76%	482,799	467,797	3.21%
#3 - University	32,108	29,804	31,324	33,785	33,340	33,580	34,016	33,348	2.00%	404,435	411,552	-1.73%
#4 - E. 14th	17,322	17,237	17,173	16,887	16,294	16,336	15,864	17,004	-6.70%	206,825	215,472	-4.01%
#5 - Franklin Ave	7,303	7,526	8,092	7,948	7,843	8,275	6,504	1,356	379.65%	81,316	35,903	126.49%
#6 - Indianola Ave.	28,347	27,177	28,567	30,336	30,238	31,182	26,189	24,574	6.57%	352,379	309,664	13.79%
#7 - SW 9th St.	33,131	34,933	35,519	35,617	35,861	36,851	27,252	25,602	6.44%	405,545	400,052	1.37%
#8 - Fleur Dr.	4,301	4,626	5,142	4,655	5,016	4,776	1,924	1,970	-2.34%	51,143	46,435	10.14%
#11 - Ingersoll Ave.	1,964	1,962	2,306	2,418	1,954	2,340	2,229	2,142	4.06%	25,417	26,955	-5.71%
#13 - Evergreen/SE Park Ave.	6,300	7,195	7,282	6,464	7,304	7,234	1,044	743	40.51%	70,162	64,855	8.18%
#14 - Beaver Ave.	20,388	21,273	20,862	20,295	20,925	20,151	14,625	16,364	-10.63%	242,782	275,693	-11.94%
#15 - 6th Ave.	23,492	25,044	26,359	25,799	25,535	25,120	20,803	20,707	0.46%	298,116	297,045	0.36%
#16 - Douglas Ave.	35,500	34,431	36,412	37,693	36,320	37,101	30,659	31,777	-3.52%	433,271	449,742	-3.66%
#17 - Hubbell Ave.	20,744	21,155	21,836	23,480	22,665	24,030	23,242	22,358	3.95%	273,373	252,889	8.10%
#51 - Merle Hay Crosstown	0	0	0	0	0	0	0	2,971	-100.00%	5,468	31,828	-82.82%
#52 - Valley West/Jordan Creek	15,397	13,153	13,776	15,226	14,927	13,905	15,026	14,229	5.60%	177,319	181,830	-2.48%
#60 - Ingersoll/University	30,718	31,769	32,697	33,935	33,286	31,916	30,212	29,467	2.53%	390,972	378,334	3.34%
<b>Shuttle Routes:</b>												
Link Shuttle	1,371	2,036	2,264	1,634	1,324	983	1,314	1,011	29.97%	17,269	10,215	69.06%
Dline	12,342	12,051	11,937	13,891	54,668	17,020	14,449	15,261	-5.32%	205,728	165,560	24.26%
Lincoln/McCombs	0	0	0	0	0	0	0	469	-100.00%	0	85,702	-100.00%
<b>Express Routes:</b>												
#91 - Merle Hay Express	920	954	1,009	1,070	991	971	901	1,017	-11.41%	12,201	10,399	17.33%
#92 - Hickman Express	2,294	2,610	2,831	2,892	2,734	2,725	2,921	2,925	-0.14%	32,878	34,517	-4.75%
#93 - NW 86th Express	2,498	2,784	3,086	3,594	3,316	3,260	3,565	3,040	17.27%	36,374	35,207	3.31%
#94 - Westtown	951	940	905	804	822	988	1,244	1,147	8.46%	11,072	11,268	-1.74%
#95 - Vista	1,771	1,766	1,775	1,870	1,476	1,628	1,721	2,211	-22.16%	22,175	22,737	-2.47%
#96 - E.P. True	2,409	2,377	2,484	2,878	2,340	2,505	2,656	3,088	-13.99%	32,576	32,822	-0.75%
#98 - Ankeny	6,924	7,508	8,166	8,197	7,575	6,797	7,167	7,680	-6.68%	90,886	91,376	-0.54%
#99 - Altoona	1,495	1,470	1,523	1,538	1,348	1,524	1,556	1,432	8.66%	17,820	18,736	-4.89%
<b>On-Call/Flex Routes (Operated by Paratransit):</b>												
On-Call: Ankeny	263	291	180	289	301	189	203	269	-24.54%	3,037	2,702	12.40%
On-Call: Johnston/Grimes	134	182	244	232	290	345	263	223	17.94%	2,633	3,433	-23.30%
#73 Flex: Urbandale/Windsor Heights	307	278	326	266	248	252	284	386	-26.42%	3,596	4,789	-24.91%
#72 Flex: West Des Moines/Clive	3,901	3,793	4,083	4,452	4,081	4,172	3,750	3,774	-0.64%	47,316	46,373	2.03%
#74 Flex: NW Urbandale	569	603	590	653	576	637	610	400	52.50%	6,973	5,416	28.75%
On-Call: REGIONAL	82	229	206	241	216	227	482	331	45.62%	3,260	1,838	77.37%
<b>DART Paratransit Ridership</b>	<b>9,904</b>	<b>9,561</b>	<b>9,706</b>	<b>10,783</b>	<b>10,065</b>	<b>9,624</b>	<b>9,737</b>	<b>11,763</b>	<b>-17.22%</b>	<b>120,315</b>	<b>135,025</b>	<b>-10.89%</b>
Bus/Van	8,936	8,572	8,784	9,848	9,057	8,657	8,871	11,064	-19.82%	109,445	125,787	-12.99%
Cab	968	989	922	935	1,008	967	866	699	23.89%	10,870	9,238	17.67%
<b>DART RideShare Ridership</b>	<b>16,343</b>	<b>17,615</b>	<b>17,623</b>	<b>19,162</b>	<b>17,157</b>	<b>16,989</b>	<b>16,735</b>	<b>18,340</b>	<b>-8.75%</b>	<b>208,337</b>	<b>230,857</b>	<b>-9.75%</b>
<b>TOTAL RIDERSHIP</b>	<b>360,707</b>	<b>364,229</b>	<b>377,164</b>	<b>389,024</b>	<b>421,213</b>	<b>384,544</b>	<b>335,024</b>	<b>336,050</b>	<b>-0.31%</b>	<b>4,775,768</b>	<b>4,795,018</b>	<b>-0.40%</b>



# System Summary Performance Report

July 2016

	January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	July 2015	July % Change FY17	FY17 July YTD	FY16 July YTD	YTD % Change FY17
<b>Fixed Route</b>												
Passengers	337,053	349,835	359,079	393,991	357,931	308,552	272,117	297,738	(8.61%)	272,117	297,738	(8.61%)
OTT Ridership	20,463	20,383	22,674	21,741	20,430	20,694	19,236	23,608	(18.52%)	19,236	23,608	(18.52%)
Unlimited Access Ridership	27,552	29,476	29,434	27,668	26,574	27,736	24,976	28,582	(12.62%)	24,976	28,582	(12.62%)
Bike Rack Usage	1,601	1,917	3,492	4,300	3,792	6,480	5,686	6,158	(7.66%)	5,686	6,158	(7.66%)
Passengers Per Revenue Hour	19.2	19.8	18.9	21.7	20.1	17.1	16.0	16.4	(2.56%)	16.0	16.4	(2.56%)
Average Passenger Trip Length	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.03	(30.80%)	0.02	0.03	(30.80%)
Complaints Per 100,000 Passengers	17.50	17.44	15.04	8.38	17.88	17.50	16.54	26.53	(37.67%)	16.54	26.53	(37.67%)
Commendations Per 100,000 Passengers	1.78	2.29	1.67	1.78	5.87	1.62	2.57	3.36	(23.41%)	2.57	3.36	(23.41%)
On-Time Performance	84.02%	83.71%	85.28%	85.24%	83.59%	84.07%	85.67%	86.04%	(0.42%)	85.67%	86.04%	(0.42%)
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	0.74	1.82	1.02	0.72	2.54	1.10	1.56	2.19	(28.66%)	1.56	2.19	(28.66%)
Non-Preventable/100,000 Miles	3.70	1.82	1.70	3.95	2.54	1.83	2.73	1.82	49.81%	2.73	1.82	49.81%
<b>Maintenance:</b>												
Total Service Miles	270,440.6	274,221.5	294,606.1	278,271.3	276,139.4	273,626.6	256,443.3	274,427.4	(6.55%)	256,443.3	274,427.4	(6.55%)
Roadcalls/100,000 Miles	24.40	32.09	30.55	33.78	28.25	35.08	13.26	17.49	(24.20%)	13.26	17.49	(24.20%)
Active Vehicles In Fleet	123	123	123	126	126	126	126	118	6.78%	126	118	6.78%
<b>Paratransit</b>												
Passengers	9,561	9,706	10,783	10,065	9,624	9,737	8,903	10,812	(17.66%)	8,903	10,812	(17.66%)
Passengers Per Revenue Hour	2.6	2.7	2.7	2.7	2.6	2.6	2.6	2.8	(7.04%)	2.6	2.8	(7.04%)
Average Passenger Trip Length	8.88	8.86	8.85	8.86	8.89	8.87	8.80	8.84	(0.53%)	8.80	8.84	(0.53%)
Complaints Per 100,000 Passengers	52.30	61.82	46.37	39.74	20.78	71.89	44.93	92.49	(51.42%)	44.93	92.49	(51.42%)
Commendations Per 100,000 Passengers	31.38	20.61	0.00	19.87	41.56	10.27	0.00	37.00	(100.00%)	0.00	37.00	(100.00%)
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	2.80	0.00	3.69	1.31	2.70	0.00	2.94	2.60	13.03%	2.94	2.60	13.03%
Non-Preventable/100,000 Miles	0.00	2.76	0.00	0.00	1.35	0.00	4.42	0.00	0.00%	4.42	0.00	0.00%
<b>Maintenance:</b>												
Total Service Miles	71,379.6	72,457.9	81,344.5	76,428.9	74,166.1	75,967.0	67,940.5	76,788.7	(11.52%)	67,940.5	76,788.7	(11.52%)
Roadcalls/100,000 Miles	4.20	4.14	2.46	3.93	4.05	5.27	2.94	6.51	(54.79%)	2.94	6.51	(54.79%)
Active Vehicles In Fleet	21	21	24	23	23	23	23	21	9.52%	23	21	9.52%
<b>Rideshare</b>												
Passengers	17,615	17,623	19,162	17,157	16,989	16,735	14,395	17,513	(17.80%)	14,395	17,513	(17.80%)
Passengers Per Revenue Hour	5.4	5.6	5.4	5.3	5.2	5.2	4.4	5.7	(23.20%)	4.4	5.7	(23.20%)
Rideshare Customers	625	621	616	594	604	608	558	643	(13.22%)	558	643	(13.22%)
Rideshare Vans In Circulation	90	89	89	88	87	87	84	88	(4.55%)	84	88	(4.55%)
<b>Accident Frequency Rate by Service:</b>												
Preventable/100,000 Miles	1.45	0.00	0.00	0.00	0.00	0.00	0.79	0.69	15.98%	0.79	0.69	15.98%
<b>Maintenance:</b>												
Total Service Miles	137,497.0	141,005.0	158,485.0	142,556.0	139,740.8	142,662.5	125,830.0	145,940.0	(13.78%)	125,830.0	145,940.0	(13.78%)
Roadcalls/100,000 Miles	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	0.00	0.00	0.00%
Active Vehicles In Fleet	103	103	103	97	96	108	108	87	24.14%	108	87	24.14%
<b>System Total</b>												
Farebox Recovery Ratio	15.95%	20.52%	20.73%	20.76%	19.45%	15.50%	14.46%	18.05%	(19.89%)	14.46%	18.05%	(19.89%)



# System Performance Ridership Report

July 2016

	January 2016	February 2016	March 2016	April 2016	May 2016	June 2016	July 2016	July 2015	July % Change FY17	FY17 July YTD	FY16 July YTD	YTD % Change FY17
<b>Fixed Route</b>	337,053	349,835	359,079	393,991	357,931	308,552	272,117	295,253	(7.84%)	272,117	295,253	(7.84%)
<b>1. Local:</b>												
#1 - Fairgrounds	19,896	20,879	20,040	20,177	20,911	15,877	13,726	15,326	(10.44%)	13,726	15,326	(10.44%)
#3 - University	29,804	31,324	33,785	33,340	33,580	34,016	31,668	33,786	(6.27%)	31,668	33,786	(6.27%)
#4 - E. 14th	17,237	17,173	16,887	16,294	16,336	15,864	15,067	16,749	(10.04%)	15,067	16,749	(10.04%)
#5 - Franklin Ave	7,526	8,092	7,948	7,843	8,275	6,504	4,988	1,323	277.02%	4,988	1,323	277.02%
#6 - Indianola Ave	27,177	28,567	30,336	30,238	31,182	26,189	23,279	24,480	(4.91%)	23,279	24,480	(4.91%)
#7 - SW 9th St	34,933	35,519	35,617	35,861	36,851	27,252	24,286	25,669	(5.39%)	24,286	25,669	(5.39%)
#8 - Fleur Dr	4,626	5,142	4,655	5,016	4,776	1,924	1,534	1,966	(21.97%)	1,534	1,966	(21.97%)
#11 - Ingersoll Ave	1,962	2,306	2,418	1,954	2,340	2,229	2,133	2,023	5.44%	2,133	2,023	5.44%
#13 - Evergreen/SE Park Ave	7,195	7,282	6,464	7,304	7,234	1,044	427	634	(32.65%)	427	634	(32.65%)
#14 - Beaver Ave	21,273	20,862	20,295	20,925	20,151	14,625	12,575	15,193	(17.23%)	12,575	15,193	(17.23%)
#15 - 6th Ave	25,044	26,359	25,799	25,535	25,120	20,803	17,349	20,686	(16.13%)	17,349	20,686	(16.13%)
#16 - Douglas Ave	34,431	36,412	37,693	36,320	37,101	30,659	26,074	30,476	(14.44%)	26,074	30,476	(14.44%)
#17 - Hubble Ave	21,155	21,836	23,480	22,665	24,030	23,242	20,413	21,924	(6.89%)	20,413	21,924	(6.89%)
#52 - Valley West/Jordan Creek	13,153	13,776	15,226	14,927	13,905	15,026	13,798	14,895	(7.36%)	13,798	14,895	(7.36%)
#60 - Ingersoll/University	31,769	32,697	33,935	33,286	31,916	30,212	26,539	27,745	(4.35%)	26,539	27,745	(4.35%)
<b>2. Shuttle:</b>												
Dline	12,051	11,937	13,891	54,668	17,020	14,449	14,230	14,801	(3.86%)	14,230	14,801	(3.86%)
Link Shuttle	2,036	2,264	1,634	1,324	983	1,314	968	898	7.80%	968	898	7.80%
<b>3. Express:</b>												
#91 - Merle Hay Express	954	1,009	1,070	991	971	901	786	1,058	(25.71%)	786	1,058	(25.71%)
#92 - Hickman Express	2,610	2,831	2,892	2,734	2,725	2,921	2,447	2,854	(14.26%)	2,447	2,854	(14.26%)
#93 - NW 86th Express	2,784	3,086	3,594	3,316	3,260	3,565	3,143	2,935	7.09%	3,143	2,935	7.09%
#94 - Westtown	940	905	804	822	988	1,244	1,194	960	24.38%	1,194	960	24.38%
#95 - Vista	1,766	1,775	1,870	1,476	1,628	1,721	1,513	2,191	(30.94%)	1,513	2,191	(30.94%)
#96 - E.P. True	2,377	2,484	2,878	2,340	2,505	2,656	2,090	3,047	(31.41%)	2,090	3,047	(31.41%)
#98 - Ankeny	7,508	8,166	8,197	7,575	6,797	7,167	5,748	6,952	(17.32%)	5,748	6,952	(17.32%)
#99 - Altoona	1,470	1,523	1,538	1,348	1,524	1,556	1,285	1,373	(6.41%)	1,285	1,373	(6.41%)
<b>4. Flex:</b>												
#72 Flex: West Des Moines/Clive	3,793	4,083	4,452	4,081	4,172	3,750	3,398	3,538	(3.96%)	3,398	3,538	(3.96%)
#73 Flex: Urbandale/Windsor Heights	278	326	266	248	252	284	237	343	(30.90%)	237	343	(30.90%)
#74 Flex: NW Urbandale	603	590	653	576	637	610	428	487	(12.11%)	428	487	(12.11%)
<b>5. On Call:</b>												
On-Call: Ankeny	291	180	289	301	189	203	222	293	(24.23%)	222	293	(24.23%)
On-Call: Johnston/Grimes	182	244	232	290	345	263	209	169	23.67%	209	169	23.67%
On-Call: Regional	229	206	241	216	227	482	363	479	(24.22%)	363	479	(24.22%)
<b>Paratransit</b>	9,561	9,706	10,783	10,065	9,624	9,737	8,903	10,812	(17.66%)	8,903	10,812	(17.66%)
Cab	989	922	935	1,008	967	866	735	782	(6.01%)	735	782	(6.01%)
Bus/Van	8,572	8,784	9,848	9,057	8,657	8,871	8,168	10,030	(18.56%)	8,168	10,030	(18.56%)
<b>Rideshare</b>	17,615	17,623	19,162	17,157	16,989	16,735	14,395	17,513	(17.80%)	14,395	17,513	(17.80%)
<b>Total Ridership</b>	364,229	377,164	389,024	421,213	384,544	335,024	295,415	323,578	(8.70%)	295,415	323,578	(8.70%)





## 10A: Operations

*Staff Resources: Tim Sanderson, Chief Operating Officer*

### 2016 Iowa State Fair Service

- From August 11 through August 21, 2016 DART was once again pleased to provide transportation to the State Fair via modified Route 1 service. Overall, this service proved to be very successful and well received. The design underwent some significant transformations this year, with the goal of providing seamless and consistent service to the thousands of fairgoers that we are pleased to serve. Highlighted changes this year included:
  - Utilizing MLK as the primary route to and from the fairgrounds from the Capitol and Center Street locations in order to avoid significant delays as a result of train activity. Although the trip time using MLK is slightly longer under ideal circumstances, we were able to consistently keep our buses in rotation thereby minimizing the waiting time for our passengers. For two brief periods, we were adversely affected by traffic (unrelated to the new routing), which caused inappropriate wait times, both of these issues have been addressed and should not reoccur in the future.
  - The addition of temporary crowd control fencing at Gate 10 significantly improved the safety of pedestrians in this area and improved our ability to load buses in an orderly and efficient manner.
  - We scheduled key Operations personnel in a consistent and meaningful manner. This included ensuring that a dedicated dispatcher and supervisor were on duty at all times the service was active. By having this dedicated personnel, we were able to proactively manage most challenges and provide solutions prior to the impact of the challenge impacting the public.
  - The routing to SE Polk was revised in order to avoid heavy traffic on University. This worked extremely well (notwithstanding lower than expected passenger loads as a result of parking limitations) with no significant delays experienced.
  - Work was dispatched in a manner that minimized the need for additional buses to provide the service. Although we achieved the primary objective of ensuring that a sufficient number of vehicles were always in service and providing passenger capacity, the process was complicated and required a great deal of coordination. We succeeded in improving the customer experience, but believe that we can streamline this process and make it less burdensome in the future.
  - As a result of a renegotiated agreement between the State Fair and SE Polk Schools, parking was limited at SE Polk High School this year. Despite numerous requests from both DART and the State Fair, we were unable to secure additional capacity at this location until the final weekend of the fair. This lack of available parking had a significant impact on ridership from this location as the lot would reach capacity between 10AM and 11AM each morning; effectively eliminating this option for intending passengers until a sufficient number of fairgoers returned (usually around 2PM). In order to mitigate the impact of this challenge, the DART team instituted the following protocols:



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

- o Maps were provided to potential passengers, informing them how to reach the Center Street Park and Ride.
- o Operations Supervisor Klinge was assigned to this location in order to assist the State Fair in actively managing the parking and ensuring that intending passengers were not turned away if capacity existed.
- Despite the challenges presented by the lack of available parking at SE Polk, DART increased its market share of ridership this year as the following table indicates.

	2015	2016
Total Ridership	241,912	231,210
Fair Attendance	1,117,398	1,031,280
Market Share	21.6%	22.4%

- Although ridership increased from both the Center Street and State Capitol locations, these gains could not compensate for the loss of ridership experienced at SE Polk. It is probable that if sufficient capacity existed at SE Polk, ridership would have met or exceed 2015 levels.

Location	2015	2016	Change	Change %
SE Polk	87,528	70,648	(16,880)	-19%
Center St	47,141	50,611	3,470	7%
Capitol	107,243	109,951	2,708	3%

- As DART is committed to continuously improving our service levels, three areas of focus have been identified to be addressed for the 2017 State Fair:
  1. Working with the State Fair and their partners to ensure that either adequate capacity exists at SE Polk, or another location is secured.
  2. Preemptively designing a primary and secondary route for the downtown locations in consideration of the bridge closures that will be in effect next year.
  3. Improvement of our Operator relief and service continuity protocols to ensure that we increase the efficiency and effectiveness of our vehicle resources while still maintaining superior customer service.
- Overall, we are proud to report that the 2016 State Fair Service was very successful and we have already started preparations for 2017!

**First Day of School**

- DART Operations is pleased to report that the first day of school occurred on August 24, 2016 very smoothly and no major issues were encountered. DART Staff was on hand to facilitate this operation and quickly react to any issues if they occurred.
- Currently we are continuing to monitor load levels and travel patterns in order to balance the customer experience with efficiency and effectiveness.



## MONTHLY REPORT



### 10B: Engagement

*Staff Resources: Amanda Wanke, Chief Engagement and Communications Officer*

#### All Engagement

- **DART Forward:** DART staff and TMD are working closely together to finalize the draft plan and prepare for the public release of the plan, which will include events, public meetings, stakeholder meetings, presentations to city councils and an online engagement tool that will allow the general community to view the plan and give feedback.
- **On-Demand Services:** DART staff continue to explore options for potential on-demand services and/or partnerships that would create more access to transit and improve efficiencies.
- **D-Line Service and Branding:** DART staff are working with several community partners to promote the new Saturday D-Line service and gather input on options for new branding to raise awareness of the service.

#### Marketing and Communications – Erin Hockman, Marketing and Communications Manager

- **Yankee Doodle Pops:** Staff utilized several marketing techniques and channels to promote the extended D-Line service for the Yankee Doodle Pops concert on Friday, July 1. The efforts earned 23,662 online impressions, and ridership increased by 28.9% to 2,144 total rides in 2016.
- **Member City Events:** Staff brought buses and promoted DART at the annual Ankeny All City Play Day and the annual Bondurant Touch a Truck event at the Bondurant Fire Station.
- **80/35 Extended Route 60 Service:** Route 60 service ran every 20 minutes until midnight during the 80/35 Music Festival on Friday, July 8, and Saturday, July 9. DART worked closely with 80/35 to promote the service through a variety of channels resulting in 59,800 online impressions, and ridership increased by 269 rides to 1,798, a 14.9% increase over the year prior.
- **Iowa State Fair:** Staff promoted the Park & Ride service to the Iowa State Fair in a variety of ways in addition to providing internal department support. DART worked with an advertising agency to develop a new look and feel for the Park & Ride locations, specifically the signage and event brochure. DART promoted a Facebook contest that resulted in 790 comments for contest entry, 120 shares, 782 likes and a total reach of 30,953. Additional Facebook ads had a reach of more than 40,000 people. KCCI ran a fun, light-hearted story about the “Bum on the Bus”, a retired DART driver who comes back to Iowa every year to drive DART buses during the Fair.
- **Additional Metrics:** In June 2016, Facebook had 38 new likes, Twitter had 14 new followers and Instagram had 44 new followers. In July 2016, Facebook had 60 new likes, Twitter had 18 new followers and Instagram had 47 new followers.

**MONTHLY REPORT**  
**10B: Engagement**



**Planning**

- **August Service Change:** The August 21, 2016 service change was completed smoothly and included service to the Des Moines Public Schools, adjustments to Valley West Mall services, and the Grand Avenue Bridge closure and detour routes 1, 4 and D-Line for 1 ½ years.
- **November Service Change:** DART staff have begun working on the November service change which will create a new route to Pleasant Hill serving the new Broadlawns Clinic on East University.
- **Shelters/BCycle Stations:** Work continues on shelters and combined location for shelters and BCycle Stations around the Des Moines region.

**Community and Customer Relations – John Clark, Community and Customer Relations Manager**

**June/July 2016 Website Communication and Messages:**

- Contact/Feedback Form – 171
- Other/Misc. – 6
- Bus Stop/Shelter Requests - 0
- Voicemails – 237, voicemails requiring response – 37 (16%)

**Total Calls for June/July 2016:**

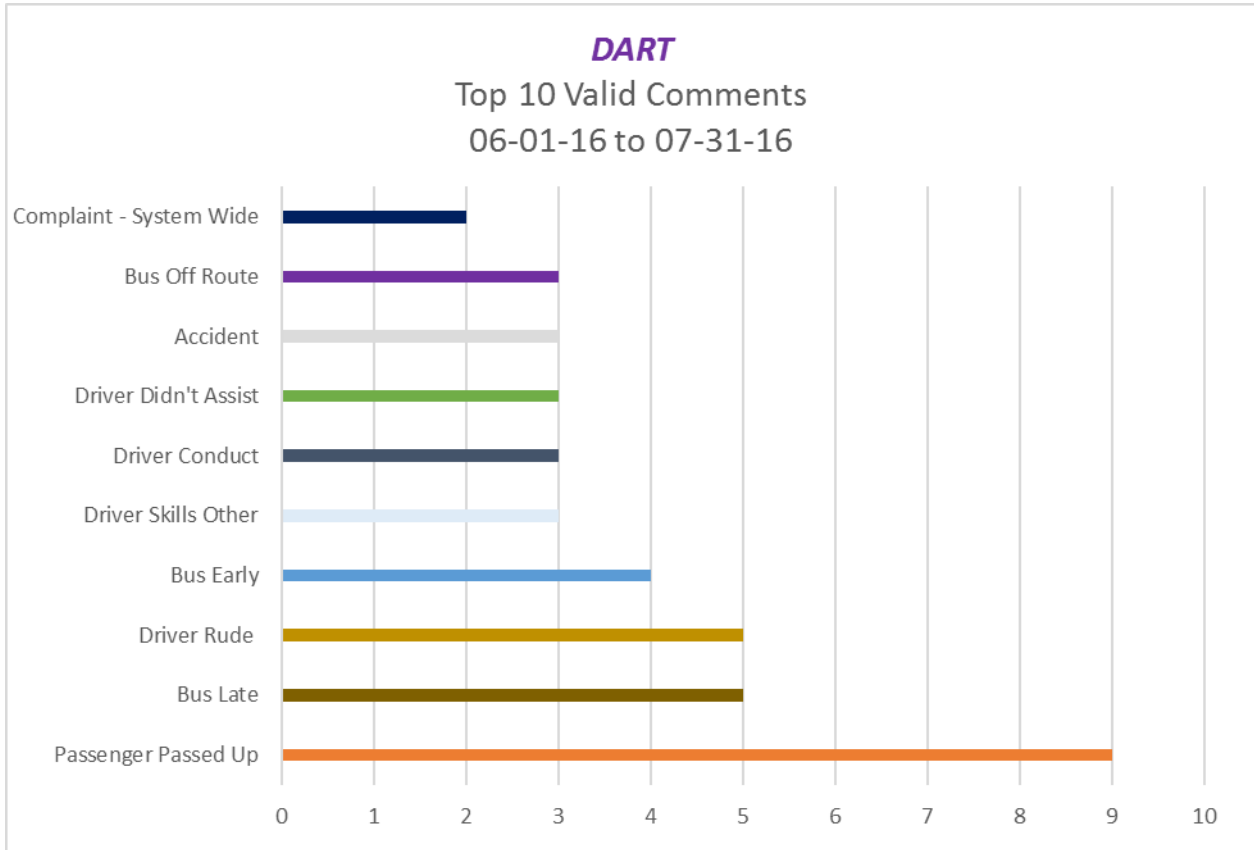
- Schedule Information – 14,930
- Spanish Line – 150
- Receptionist – 1415
- RideShare – 715

**Mobility Coordination Activities: 20**

**How to Ride Trainings: 12**

**Ongoing Projects:**

- Ten Toes with Corinthian Gardens and Plymouth Place
- Transportation Resource Guide: Working with MPO, UnitedWay and others to create a guide to inform citizens of transportation projects in the region.
- Business and Community Outreach
- Customer Relationship Management software implementation with the goal of streamlining all of DART's stakeholder contacts into one location and tracking all communication
- Customer Satisfaction Survey (Fall 2016)
- Bike Camp Engagement
- Principal Get to know Downtown





# MONTHLY REPORT



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

**Upcoming Procurements:**

**Occupational Medical Health Services** – DART is seeking a vendor to provide Department of Transportation (DOT) and non-DOT occupational medical services. These services will include:

- Random drug and alcohol selections and laboratory testing
- Preparation of required annual reports
- Coordination of sample collections
- DOT medical certifications
- Other medical exams and physical exams
- Wellness services
- RFP to be published in September 2016

**1100 DART Way Door Replacement Project** – DART is seeking quotes from qualified firms to furnish and replace 13 interior and exterior doors at 1100 DART Way. The replaced doors are not part of the recent renovation projects.

- Request for Quotes to be published in August 2016

**DCS Atrium Lighting Project** – DART is seeking quotes from qualified firms to furnish and install replacement lights in the atrium of DART Central Station. A quantity of eight (8) X sixteen (16) foot runs of lights will be replaced with an LED equivalent. Existing lights and ballasts fail regularly and the replacement with LED lighting will result in a longer lamp life and lower energy cost.

- Request for Quotes to be published in September 2016

**Contracts and Task Orders Approved Recently:**

**Flatbed Trailer**

- *DART solicited quotes for one 27' trailer with a Gross Vehicle Weight of 22,000 lbs., bumper-pull, and tandem axles. The trailer will be used to move equipment between facilities and throughout the region for events such as the DART Roadeo and Iowa State Fair.*
  - The winning quote was \$9,000.00 and the vendor was D&S Midwest Trailers

**Crowd Control Barriers**

- *DART solicited quotes for 60 crowd control barriers to be used at the Iowa State Fair.*
  - The winning quote was \$4,873.12 and the vendor was Grainger

**HVAC Services Contract**

- *DART solicited quotes from qualified vendors to provide quarterly preventative maintenance and services for its HVAC systems located at 1100 DART Way.*
  - 4 firms provided quotes: Baker Group, Stroh Corporation, Proctor Mechanical, Air Con Mechanical Corporation



**MONTHLY REPORT**  
**10C: Procurement**

- Stroh Corporation provided the lowest responsive and responsible bid at \$6,498.75 per quarter.

**Trilix, On-Call Public Relations and Marketing Services Contract**

- *DART Survey Results Communication Support – Creation of Advertising and Public Relations materials to support sharing survey results with DART member communities.*
  - Task order was approved for the Amount Not to Exceed \$7,288.75.

**Collaborative Report and Presentation Writer**

- *Wdesk from Workiva – Wdesk is an all-in-one productivity platform that collects, links, and reports business data across multiple programs. The main function of the product will be to help DART formalize its financial reporting as well as the budget building process.*
  - Approved contract amount was \$30,000

**Transportation Management & Design, Inc. (TMD), On-Call Planning Services Contract**

- *2016 Customer Satisfaction Survey – Consulting Support for updated survey of all DART riders, including Fixed Route, Paratransit, and RideShare.*
  - Task order was approved for the Amount Not to Exceed \$44,600.

**Upcoming Procurements:**

- Fareboxes
- Taxi Cab Services
- Mystery Shopper Services
- Employment Services
- Armored Car / Courier Services
- Printing Services
- Bus Shelters



# MONTHLY REPORT



10D:	Chief Executive Officer
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*Staff Resource: Elizabeth Presutti, Chief Executive Officer*

- Innovations for Accessible Mobility Grant:** DART applied for a grant with the National Aging and Disability Transportation Center to assist with better wayfinding to bus stops for individuals who are visually impaired. DART requested funding for braille bus stop signage and development of app technology to provide better location information about where the bus stop is. The maximum grant award is \$50,000 and approximately six awards will be made nationally.
- Midwest Transit Conference:** Both myself and Jamie Schug attended the Midwest Transit Conference in Kansas City on August 7-9. The conference attendees were from Iowa, Missouri, Kansas and Nebraska. Many of the presentations were focused on new programs, rules and requirements being required of Transit Systems. This fall we will be providing presentations to the Commission on what the new programs mean for DART, including, State of Good Repair, Transit Asset Management and Safety Management Systems.

On August 10<sup>th</sup> in Kansas City, I was invited to participate in a Midwest listening session hosted by APTA and FTA on Performance Measurements for Transit and how transit can assist with national transportation performance goals.

- Congressman Young Meeting:** Commissioner Van Oort, myself and Amanda Wanke had the opportunity to accompany Congressman Young on a bus ride to the State Fair. It was great to have an opportunity to thank him for his support of transit and Greater Des Moines and provide him an update on DART projects.







## FUTURE DART COMMISSION ITEMS



### FUTURE AGENDA ITEMS:

October 4, 2016 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>Iowa Clean Air Attainment Program Grant</li> </ul>	<ul style="list-style-type: none"> <li>DART Paratransit Software Project</li> </ul>
November 1, 2016 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>Van Donation Program</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly Investment Report</li> <li>Quarterly Safety Report</li> <li>FY 2018 Budget</li> <li>Safety Management System (SMS) Requirements</li> </ul>
December 6, 2016 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>FY 2016 Annual Audit</li> <li>Surface Transportation Program Grants</li> <li>Business Fare Programs</li> </ul>	<ul style="list-style-type: none"> <li>Customer Satisfaction Survey</li> <li>TransTrack</li> <li>Fare Collection Project Update</li> <li>FY 2018 Budget</li> <li>State of Good Repair (SGR) and Transit Asset Management (TAM) Requirements</li> </ul>
January 3, 2017 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> <li>Occupational Medical Services</li> <li>State of Good Repair Goals</li> </ul>	<ul style="list-style-type: none"> <li>FY 2018 Budget</li> <li>Transit Ambassador Training Program</li> <li>Mobility Coordinator Update</li> </ul>

### Other DART Commission Meetings and Events:

- September 19, 2016 at 12:00 pm: DART Commission Workshop at DART Central Station
- October 5, 2016 at 7:30 am: Business Record Panel: *The Future of Transportation: How will Des Moines adapt?* at Hilton Garden Inn, Urbandale
- October 5, 2016 at 4:30 pm: DART 10-year Anniversary Celebration at Iowa Historical Museum

### Future Meetings and Conferences:

- September 10 – September 14: APTA Annual Meeting - Los Angeles, CA