



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

[WebEx Meeting Only](#)

Dial In - 1-408-418-9388/Access Code – 126 132 5890

AUGUST 4, 2020 – 12:00 PM

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
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13. NEXT MEETING: Regular DART Meeting - Tuesday, September 1, 2020 – 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.



6: Transit Riders Advisory Committee (TRAC) Update

Resource: *Hayley Anderson, TRAC Chair*

A meeting of the Transit Riders Advisory Committee was held on Wednesday, July 8 via WebEx and a quorum was met with most members present.

Rider Survey Results: Chief External Affairs Officer, Erin Hockman updated the Committee on the recent rider survey results, recent service changes and fare resumption. A brief communication update was provided as we move into fare resumption again. There was discussion around the recommendation of wearing mask or face coverings as it related to returning to riding DART brought up by multiple TRAC members.

Rideshare Updates: Chief External Affairs Officer, Erin Hockman updated the Committee on the background of our Rideshare program and the level of service we provide. An update was provided on the Rideshare service before COVID-19 and the impacts the pandemic has had and safety measures that we are putting into place on our van shares. Due to the impacts from COVID-19 on the program, we recognized that we needed to propose a new fare structure for our Rideshare customers, to accommodate the new flexible work environment. This new fare structure was shared with the Committee and identified that the DART Commission approved this in June 2020.

Reduced Fare Task Force Update: Catlin Curry, Mobility Coordinator updated the Committee on the reduced fare task force and background to what is currently in place. Catlin shared new opportunities and partnered that we can modify this program so not to make the cost of fares to some of our riders a barrier. Developing a potential pilot program to recommend to the Commission in the upcoming months.

Review of DART's Diversity, Equity and Inclusion Efforts: Chief External Affairs Officer, Erin Hockman informed the Committee that in the coming months, DART would be asking them for feedback related to DART's work on Diversity, Equity and Inclusion efforts.

The next TRAC meeting is currently scheduled for Wednesday, September 9.



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES
MEETING HOSTED BY WEBEX
620 CHERRY STREET – DES MOINES, IOWA 50309
JULY 7, 2020**



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

ROLL CALL

Commissioners/Alternates Present and Voting:

Kelly Whiting, Doug Elrod, Josh Mandelbaum, Jill Altringer, Paula Direrenfeld, Ross Grooters, Steve Van Oort, Bob Andeweg, Russ Trimble and Joseph Jones

Commissioners Absent:

Vern Willey, Michael McCoy, Angela Connolly and Bridget Montgomery

CALL TO ORDER

Chair, Russ Trimble, called the meeting to order at 12:02 p.m. Roll call was taken, and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF AGENDA

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

It was moved by Doug Elrod and seconded by Josh Mandelbaum to approve the July 7, 2020 agenda. The motion carried unanimously.

PUBLIC COMMENT

None

CONSENT ITEMS

6A – Commission Meeting Minutes – June 2, 2020

6B – FY 2022 Iowa Clear Air Attainment Program (ICAAP) Grant Application

6C – May 2020 Financials

It was moved by Josh Mandelbaum and seconded by Bob Andeweg to approve the consent items as presented. The motion carried unanimously.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 7, 2020**



ACTION ITEMS

7A – August 2020 Service Change

Luis Montoya, Chief Planning Officer provided a background of our yearly August service changes, explaining that this is implemented in order to add back school routes and to make other route and/or schedule changes to continue to improve the efficiency and effectiveness of bus service. At this time, we are still working through the specifics of the service levels that Des Moines Public Schools will need, but we are anticipating the following changes:

- Add back Des Moines Public Schools service.
- Schedule changes to manage passenger loads.
- Increase service on select routes to bring them closer to normal levels

These changes are intended to go into effect on August 23, 2020.

It was moved by Doug Elrod and seconded by Josh Mandelbaum to approve the proposed service modifications for the August 2020 Service Change, recognizing that staff will continue to refine the details and consult with the Executive Committee. The motion was carried unanimously.

DISCUSSION ITEMS

8A – DART COVID-19 Response Update

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

8B – Art Shelter Plan Update

Luis Montoya, Chief Planning Officer and Matt Harris, Business and Community Partnerships Manager, provided a background to the DART art shelter plan, including DART's vision for increasing the number of shelters at the busiest bus stops, key transfer locations and nodes. Two pilot projects are slated for installation in Fall 2020 along the 6th Avenue Corridor as well as the Drake University / University Avenue corridor in Des Moines. DART staff have been seeking outside funding partners and coordinating with member communities to include bus shelters as part of streetscape and private development projects. Major funding partnerships to date include a \$250,000 allocation from Bravo Greater Des Moines and a \$200,000 Transportation Alternatives Program grant awarded from the Des Moines Area Metropolitan Planning Organization. The Bravo Greater Des Moines funding plan was outlined, and it was identified that staff will provide an update to the Commission at a future meeting on progress to date and anticipated FY21 shelter project activity. In addition, the anticipated annual maintenance costs for adding additional shelters was outlined.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 7, 2020**



8C – DART Advertising Policy and Contract Update

Erin Hockman, Chief External Affairs Officer, provided a brief background on the DART Advertising Policy and shared that staff will be bringing this policy to the August Commission meeting for its annual review and approval. In addition, Erin shared a brief background on our contract with advertising partner, Adspose, sharing that staff will bring forth an addendum to approve their contract at the August Commission meeting.

8D – Electric Bus Pilot Project

Due to time, Chair, Russ Trimble, advised the Commission that the Electric Bus Pilot Project presentation will be deferred to the August Commission meeting.

8E – Monthly Performance Report – May 2020

Chair, Russ Trimble, referred the Commission to the packet to review the May 2020 performance report.

MONTHLY REPORTS

10A – Operations

None

10B – External Affairs

None

10C – Procurement

None

10D – Chief Executive Officer

Elizabeth Presutti, Chief Executive Officer shared that we should be receiving our first electric bus in the upcoming month and will update the Commission with pictures at a future meeting. The monthly performance report has been refurbished to hopefully make it a clearer dashboard. Elizabeth encouraged the Commission to provide feedback or questions about the new format and shared that Greg Ellingson, our Business Analyst Manager will talk through the performance report at the August Commission meeting. Elizabeth provided a high-level review of our FY20 safety numbers, outlining that we have a 53% drop in claims and property damage, with Fixed Route having over a 70% drop in FY20, compared to FY19. In addition, we have had no preventable accidents that we have needed to report to FTA since April 2019.

FUTURE AGENDA ITEMS

None

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 7, 2020**



COMMISSIONER ITEMS

Chair, Russ Trimble, adjourned the meeting at 1:44 p.m.

Chair

Clerk

Date

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

The next regular DART monthly Commission Meeting is scheduled for Tuesday, August 4, 2020 at 12:00 p.m. in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa (if the Administration offices at DART Central Station remains closed on August 4 and the Dart Commission determines that it is still impractical and impossible to have Commission members, staff and the public physically present for this Commission meeting, then the August 4 Commission meeting will again be hosted via WebEx. Participation directions for such WebEx meeting will be forthcoming).



ACTION ITEM



8A: Housekeeping Services Contract

Action: Approve a two (2) year contract with Marsden Building Maintenance for Housekeeping Services for the amount Not to Exceed \$645,000.

Staff Resource: Mike Tiedens, Procurement Manager

Background:

- DART is seeking a qualified firm to provide them housekeeping and cleaning services at DART Central Station and 1100 DART Way. The services will ensure the cleanliness and safety of the interior and exterior of the facility. Service times are 16 hours per weekday at DCS and 9 hours per weekday at 1100 DART Way. There is also service on the weekend with reduced hours.
- Cleaning services include (but are not limited to):
 - Cleaning and maintenance of all surfaces, windows, and floors
 - Picking up trash and debris on DART property
 - Heavy cleaning of the administration areas during the evenings
 - Light cleaning throughout the daytime hours
 - Periodic special needs and events
 - Special services available related to COVID-19 pandemic
- Housekeeping Services were previously awarded in 2018 with a two-year contract that expires on August 31, 2020.

Procurement:

- DART conducted a Request for Proposals (RFP) the project. The RFP was published on June 1, 2020 and proposals were due on June 26, 2020.
- Two (2) proposals were received, and both were deemed responsive:
 - Marsden Bldg. Maintenance
 - Nationwide Office Care

Evaluation Summary:

- The scoring is as follows (on a 5 point scale):
 1. Marsden = 4.19
 2. Nationwide Office Care = 3.48

Marsden Building Maintenance Background:

- Have been in janitorial/custodial business since 1952, including working with DART off and on since 2012.
- Focus on LEED certified facilities.



ACTION ITEM

8A: Housekeeping Services Contract

- Local customers include the Des Moines Police Department and the Des Moines International Airport.

Financial Proposal:

Item	Amount
Year 1	\$248,972.36
Year 2	\$248,972.36
Sub-Total (est.)	\$500,000.00
Contingency (15%)	\$75,000.00
Est. Consumables	\$70,000.00
Total	\$645,000.00

Funding:

- Funding will come from budgeted operating funds.
- Annual pricing proposal is 17% below budgeted funds (for the base services)
- DART is asking for contingency to have the contractor potentially provide extra services related to the COVID-19 pandemic.

Recommendation:

- Approval of a two (2) year contract with Marsden Building Maintenance for Housekeeping Services for the amount Not to Exceed \$645,000.
 - Contract Pricing Summary:
 - \$250,000 in Year 1 and Year 2 each for base services
 - 15% Contingency for Extra Services
 - Consumables
 - \$35,000 per year (estimated based on historical)



ACTION ITEM



8B: DART Advertising Policy

Action: Approve the Policies and Standards for Advertising on or within DART Transit Facilities as presented.

Staff Resource: Erin Hockman, Chief External Affairs Officer

Background:

- DART's advertising policy was established by the DART Commission in 2009 and has been modified by the Commission twice since then, in 2017 and 2019.
- Most recently, the Commission discussed DART's advertising policy in the spring and summer of 2019. The conversation focused on what types of advertising should be excluded in order to:
 - minimize DART's legal risk;
 - maximize advertising revenue;
 - minimize potentially objectionable material; and
 - maintain and enhance relationships with partner organizations.
- As a result of these discussions and in close consultation with DART's legal counsel, the Commission adopted a revised advertising policy in August of 2019 that excluded religious advertising, with a request that the policy be revisited annually moving forward.
- Staff provided an overview of the policy during the July Commission meeting, including a review of ad revenue by category.
- Given no current staff or Commission concerns with the advertising policy, staff is not recommending any changes to the policy at this time. The Policies and Standards for Advertising on or within DART Transit Facilities is attached as a reference.

Advertising Category	2016 Revenue	2017 Revenue	2018 Revenue	2019 Revenue	2020* Revenue
Political	\$0	\$0	\$0	\$0	\$0
Religious	\$0	\$0	\$0	\$0	\$0
Issue advertising	\$14,060	\$5,196	\$0	\$14,944	\$0
Non-profit, PSA and governmental	\$18,414	\$65,901	\$49,057	\$49,636	\$38,207
Commercial	\$155,079	\$337,364	\$602,975	\$473,467	\$219,805
Adsposure Total Revenue	\$187,553	\$408,461	\$652,032	\$538,047	\$258,012

*2020 gross revenue through June

Recommendation:

- Approve the Policies and Standards for Advertising on or within DART Transit Facilities as presented.



Policies and Standards for Advertising on or within DART Transit Facilities



Scope:	DART Employees and Contractors
Responsible Department:	External Affairs
Effective Date:	October 1, 2019
Approved By:	DART Commission – August 4, 2020

The Des Moines Area Regional Transit Authority (“DART”) is a regional transit system created under section 28M of the Code of the State of Iowa. DART owns and operates buses, bus shelters, a garage and other properties (collectively referred to as “Transit Facilities”) in conjunction with its regional transit system. It is in the public interest to make advertising space available on certain designated transit facilities to generate revenue and help fund the operation of the regional transit system.

I. PURPOSE

1.01 Nonpublic Forum; Commercial / Proprietary Functions. DART will make space on its transit facilities available for limited types of Permitted Advertising (defined in Section 2.02 below) in accordance with the policies and standards contained herein (this “Policy”). By allowing Permitted Advertising on or within its designated Transit Facilities, DART does not intend to create a public forum for public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of Permitted Advertising on designated Transit Facilities is intended only to supplement fare revenue, tax proceeds and other income that fund the regional transit system.

1.02 Intent of Limits on Advertising. By placing reasonable limits on Permitted Advertising displayed on or within its Transit Facilities, and by not accepting Excluded Advertising (defined in Section 2.01 below), DART’s intention is to:

- (a) maintain an image of professionalism and decorum;
- (b) maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its regional transit system;
- (c) maintain and portray an image of neutrality on political matters and other noncommercial issues that may be the subject of public debate and concern;
- (d) foster a safe and secure environment on or within DART Transit Facilities;
- (e) avoid subjecting its passengers and other members of the public to material that may discourage them from using regional transit services, and avoid any decrease in transit ridership;
- (f) avoid displaying content that is not suitable for minors; and
- (g) preserve and augment revenues by attracting and maintaining the patronage of passengers.

Policies and Standards for Advertising on or within DART Transit Facilities

Effective Date: October 1, 2019

Approved By: DART Commission – August 4, 2020



II. ADVERTISING POLICIES, STANDARDS, AND RESTRICTIONS

2.01 Excluded Advertising. For the purposes of this Policy, the advertising described in this Section 2.01 is "Excluded Advertising." DART will not accept the following Excluded Advertising for display, posting or placement on or within its Transit Facilities:

- (a) **Alcoholic Beverages.** Advertising, soliciting or promoting the direct sale or use of alcoholic beverages with the exception of the following: images of beer or wine (including logos), which said images may be displayed within advertising that primarily promote eating establishments, grocery or convenience stores, or specific events, festivals or attractions, provided however, any such advertising shall contain a responsible drinking message.
- (b) **Tobacco Products.** Advertising, soliciting or promoting the sale or use of tobacco products including, but not limited to, cigarettes, cigars, and smokeless tobacco.
- (c) **Advertisements Affecting Image or Operation.** Advertising that threatens or adversely affects DART's public image; DART'S ability to operate its Transit Facilities; or DART'S ability to attract and maintain the patronage of passengers.
- (d) **Religious Advertising.** Advertising that promotes or opposes any religion, religious practice, religious belief or lack of religious beliefs.
- (e) **False, Misleading, Deceptive or Disrespectful Advertising.** Advertising or any material or information in the advertising that is false, misleading or deceptive, or that is intended to be (or reasonably could be interpreted as being) disparaging, disreputable or disrespectful to persons, groups, businesses or organizations, including but not limited to advertising that portrays individuals as inferior, evil or contemptible because of their race, color, creed, gender, pregnancy, age, religion, ancestry, national origin, marital status, disability, affectional or sexual orientation, or any other characteristic protected under federal, state or local law.
- (f) **Unauthorized Endorsement.** Advertising that implies or declares that DART endorses a product, service, point-of-view, event or program. The prohibition against endorsement does not apply to advertising for a service, event or program for which DART is an official sponsor, co-sponsor or participant, provided DART's Chief Executive Officer or other designated representative gives prior written approval of the endorsement.
- (g) **Obscene or Offensive Material.** Advertising that contains obscene or offensive materials. "Obscene materials" for purposes of this Policy are material(s) that display information that, taken as a whole, appeals to the prurient interest in sex and depicts or describes, in a patently offensive manner, sexual conduct and which, taken as a whole, does not have serious literary, artistic, political, or scientific value, or otherwise qualifies as "obscene material" as that phrase is defined in the Iowa Code section 728.1 (5). "Offensive materials" for purposes of this Policy means displays or information that would be offensive to a reasonably prudent person of average sensitivity in the community, including but not limited to advertising that contains derisive, distorted, immoral, profane or disreputable language or impressions.

Policies and Standards for Advertising on or within DART Transit Facilities

Effective Date: October 1, 2019

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- (h) **Unlawful Goods or Services.** Advertising or any material or information in the advertising that depicts, promotes or reasonably appears to encourage the use or possession of unlawful or illegal goods or services.
- (i) **Unlawful Conduct.** Advertising or any material or information in the advertising that: depicts, promotes or reasonably appears to encourage unlawful or illegal behavior or conduct, including but not limited to unlawful behavior of a violent or antisocial nature; is libelous or an infringement of copyright; is otherwise unlawful or illegal; or is likely to subject DART to liability.
- (j) **Adult Entertainment.** Advertising that promotes or displays content associated with adult bookstores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult internet sites or escort services.
- (k) **Graffiti.** Advertising that uses images or symbols that depict or represent graffiti.
- (l) **Firearms and Weapons.** Advertising that contains images or depictions of firearms or other weapons, or the use of firearms or other weapons.
- (m) **Internet Addresses and Telephone Numbers.** Advertising that directs viewers to internet addresses or telephone numbers that contain materials, images or information that would violate this Policy if the materials, images or information were contained in advertising displayed or posted on or within DART Transit Facilities.
- (n) **Distractions and Interference.** Advertising that incorporates or displays any rotating, revolving, or flashing devices or other moving parts or any word, phrase, symbol or character, any of which are likely to interfere with, mislead or distract traffic or conflict with any traffic control device or motor vehicle regulation.

2.02 Permitted Advertising. Subject to the viewpoint-neutral standards in this Policy, DART will accept Permitted Advertising for play, display, or placement on or within designated DART Transit Facilities. For the purposes of this Policy, Permitted Advertising is advertising that:

- (a) Does not qualify as Excluded Advertising under Section 2.01;
- (b) Generally relates to the economic interests of the advertiser and its audience or is a type of advertising set forth in Section 2.03 or 2.04 below;
- (c) Is paid advertising; and
- (d) Is delivered through electronic, audio, and printed media.

2.03 Political or "Issues" Advertising. In addition to the requirements of Section 2.02 above and the other terms of this Policy, DART has the following disclaimer requirements for the types of Permitted Advertising listed below. The disclaimer must be placed on each advertisement and be legible five (5) feet from the advertisement.

- (a) **Political Candidates.** On an advertisement that is authorized and paid for by a candidate or his/her campaign committee, the disclaimer must identify who paid for the advertisement.
- (b) **Political Candidate Advertisement Paid by a Different Party.** On an advertisement that is authorized by a candidate or his/ her campaign committee, but is paid for by a third party the disclaimer notice must:

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- Identify who paid for the advertisement.
- Indicate that the candidate authorized the message.

(c) **Political Advertisement Not For Political Candidate.** On an advertisement that is not authorized by a particular candidate or his/her campaign committee, the disclaimer notice must:

- Identify who paid for the advertisement.
- State that the advertisement was not authorized by any candidate or candidate's campaign committee.
- List the permanent address, telephone number or world wide web address of the third party who paid for the advertisement.

(d) **Political Issue or Other Non-Commercial Issue Advertisements.** The disclaimer notice must:

- Identify who paid for the advertisement.
- List the permanent address, telephone number or web address of the party that paid for the advertisement.

2.04 Public Service Announcements. DART may make advertising space available for Permitted Advertising proposed by governmental entities, academic institutions or tax-exempt, 501(c)3 nonprofit organizations (examples include: advertisements focusing on personal health or wellness issues, or advertisements informing the public about programs, services or events). In addition to the requirements of Section 2.02 above and the other terms of this Policy, the types of Permitted Advertising under this section must comply with the requirements in this section. Nonprofit entities must confirm and/or verify their IRS tax exempt status. Costs associated with the design, production, installation and removal of public service announcements are the responsibility of the group or organization requesting the public service announcement. Unless the source of the advertising or public service announcement is obvious from the content or copy, the advertisement or public service announcement must specifically identify the sponsor of the advertisement or public service announcement.

2.05 Prohibitions on Literature or Product Distribution and Leafleting. DART'S purpose in operating a regional transit system is to meet the public's need for efficient, effective and safe public transportation. DART Transit Facilities are not intended to be public forums for public discourse or expressive activity. Literature or product distributions, leafleting and similar activities can disrupt or delay passengers who are boarding and exiting buses and other transit vehicles, distract passengers, distract bus operators, cause maintenance issues, and otherwise create safety issues for passengers, operators and surrounding traffic. Accordingly, political campaign activities, distribution of political or issues campaign literature, leafleting, and other informational or campaign activities are prohibited on or within DART Transit facilities. Notwithstanding the provisions of this Policy that allow Permitted Advertising on designated DART Transit Facilities, nothing in this Policy authorizes or permits advertisers to distribute literature, leaflets, coupons, products, samples or other items on or within DART Transit Facilities.

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Effective Date: October 1, 2019

Approved By: DART Commission – August 4, 2020



On a limited basis and provided DART's Chief Executive Officer or other designated representative has given prior written approval, DART may allow an advertiser to distribute Permitted Advertising on or within DART Transit Facilities. Any distribution of literature, leaflets, coupons, products, samples or other items must comply strictly with terms and conditions established by DART.

2.06 Space Availability. DART limits the amount of space on or within its Transit Facilities available for advertising and does not represent that it can accommodate all requests for advertising space. Advertising space will be made available only on DART Transit Facilities designated by DART. No advertising, signs and other types of postings or messages may be played, displayed, posted or placed on or within any other DART Transit Facilities.

2.07 Reservation of Rights. This Policy may be reviewed by the DART Commission on an annual basis. Notwithstanding the foregoing, DART reserves the right to amend this Policy at any time. Subject to any then existing contractual obligations, DART reserves the right to discontinue any or all advertising on or within DART Transit Facilities. DART reserves the right to limit the availability of advertising space on or within its Transit Facilities and remove advertising that does not comply with this Policy, subject to any contractual obligations.

III. ADVERTISING PROGRAM AND ADMINISTRATION

3.01 Advertising Contractor. DART shall, from time to time, select an "Advertising Contractor" who shall be responsible for the administration of DART's advertising program, in a manner consistent with this Policy and the terms of its agreement with DART. The advertising program shall include, but not be limited to, promotion, solicitation, sales, accounting, billing, collections, fabrication, posting of advertising displays, and playing of audio advertisements on or within DART Transit Facilities.

(a) DART will designate a DART staff person to be the primary contact for the Advertising Contractor. Questions regarding the terms, provisions, and requirements of this Policy shall be addressed initially to the designated DART staff person.

(b) The Advertising Contractor shall provide, or shall subcontract for, all employees and equipment necessary to perform the work and provide the services required by DART.

(c) The Advertising Contractor shall comply with this Policy and shall review all proposed advertising with reference to the standards set forth herein. The Advertising Contractor shall make all initial decisions whether to accept or reject proposed advertising in accordance with this Policy. If the Advertising Contractor has any question(s) regarding application of the terms, provisions, and/or requirements of this Policy to any proposed advertising, the Advertising Contractor shall present such proposed advertising to the designated DART staff person for review. In any such case, the designated DART staff person shall work with the Advertising Contractor to resolve the Advertising Contractor's question(s), and the Advertising Contractor shall determine whether the proposed advertising will be accepted.

IV. APPEAL OF ADVERTISING DECISIONS

4.01 Initial Reviews. As set forth in Paragraph 3.01 above, DART's Advertising Contractor will make all initial decisions about accepting or rejecting all proposed advertising in

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accordance with this Policy. DART's Advertising Contractor will work with advertisers to resolve issues about advertisements that do not comply with this Policy and the procedures contained herein. Resolution may include modification of the art, copy, or both.

4.02 Appeals to Advertising Review Committee. An advertiser may appeal a decision to reject or remove an advertisement by filing a written request with the Advertising Review Committee (defined below) within ten (10) business days after the rejection or removal decision. The advertiser's request must state why the advertiser disagrees with the decision in light of this Policy. The "Advertising Review Committee" consists of the following DART personnel: DART's Marketing and Communications Manager, DART's Chief External Affairs Officer, and DART's Chief Operations Officer. The Advertising Review Committee may consult with DART'S legal counsel. The Advertising Review Committee will review the basis for the rejected or removed advertisement and will consider the advertiser's reasons for filing the request. The Advertising Review Committee will make a decision on the request and will notify the advertiser of its decision in writing within fifteen (15) business days of receipt of the advertiser's request.

4.03 Further Review by Chief Executive Officer. An advertiser who disagrees with a decision of the Advertising Review Committee may request DART'S Chief Executive Officer to review the Advertising Review Committee's decision. The advertiser's written request for further review must be received within five (5) business days after receipt of the Advertising Review Committee's adverse decision. The Chief Executive Officer may accept, reject or modify the Advertising Review Committee's decision and will notify the advertiser of the Chief Executive Officer's decision within five (5) business days after the Chief Executive Officer receives the advertiser's request for further review. The Chief Executive Officer's decision is final.



ACTION ITEM



8C:	DART Advertising Contract Amendment
Action:	Approve a contract amendment that would revise our agreement from the current 5-year contract with 3, 1-year options to a 5-year contract with 1, 3-year option, extending our contract with Adpsposure through FY24.

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

Background:

- DART is entering the last year of a 5-year agreement with Adpsposure, the transit advertising contractor that sells and installs all interior and exterior ads on DART buses and shelters.
- DART began working with Adpsposure in July 2016. Since then, DART's advertising revenue has grown from \$209,000 to as much as \$333,000 in fiscal year 2019.
- Current terms of our agreement are:
 - DART's revenue share is 57% of gross sales
 - 5-year contract with 3, 1-year options
 - Guaranteed minimum revenue to DART each fiscal year

Year	Guaranteed Minimum Payment	DART Revenue Share
FY17	\$200,000	\$209,470
FY18	\$215,000	\$283,900
FY19	\$230,000	\$333,240
FY20	\$245,000	\$300,000
FY21	\$260,000	
Optional FY22	\$260,000	
Optional FY23	\$260,000	
Optional FY24	\$260,000	

Recommendation:

- Based upon Adpsposure's strong sales performance and commitment to establishing a presence in our market with two local sales representatives, staff is recommending the Commission approve a contract amendment that would revise our agreement from the current 5-year contract with 3, 1-year options to a 5-year contract with 1, 3-year option, extending our contract with Adpsposure through FY24. The contract amendment will, at minimum, retain the existing guaranteed minimum payments outlined above.



ACTION ITEM



8E: Des Moines Public Schools 2020-2021 School Year Contract

Action: Grant authority to DART Chief Executive Officer, in conjunction with the DART Chair, to make business decisions regarding DMPS service so as to enable the provision of service for the start of the school year if the school year resumes prior to the next Commission meeting. These decisions, if any, will be communicated to the full DART Commission, and a contract for continuing service for the school year will be brought to the Commission for approval at its next meeting.

Staff Resource: *Elizabeth Presutti, Chief Executive Officer*

Background:

- DART has been providing Des Moines Public School middle and high school students transportation to and from school since 1993.
- Given the impacts of COVID-19 on education and schools, DMPS is still working to determine their strategy for the 2020-2021 school year. We have developed a variety of service scenarios to accommodate the various different "Return to Learn" options.
- We don't anticipate DMPS providing DART a definitive direction prior to the Commission Meeting on August 4, 2020 from which to determine a final contract amount.
- In order to ensure we are able to provide service for the start of school prior and that there is not another scheduled Commission meeting until September, staff is requesting that the DART Commission grant authority to DART Chief Executive Officer, in conjunction with the DART Chair, to make business decisions regarding DMPS service so as to enable the provision of service for the start of the school year if the school year resumes prior to the next Commission meeting. These decisions, if any, will be communicated to the full DART Commission, and a contract for continuing service for the school year will be brought to the Commission for approval at its next meeting.

Recommendation:

- Grant authority to DART Chief Executive Officer, in conjunction with the DART Chair, to make business decisions regarding DMPS service so as to enable the provision of service for the start of the school year if the school year resumes prior to the next Commission meeting. These decisions, if any, will be communicated to the full DART Commission, and a contract for continuing service for the school year will be brought to the Commission for approval at its next meeting.



ACTION ITEM



8E:	Face Mask/Covering Requirement
Action:	Approve the requirement of face masks or covering for passengers on DART vehicles

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

Background:

- DART is currently requesting, but not requiring, that passengers on its services use face masks for the health of other passengers and operators. In addition, operators are required to wear face masks on the bus; DART is making free masks available for riders on the bus and at DART Central Station; and beginning July 27, riders will be required to wear a face mask or covering in the lobby at DART Central Station.
- DART staff are now recommending a mask requirement given that:
 - Mask requirements are increasing and beginning to be more of a norm
 - Des Moines Public Schools, major retailers, and other transit agencies are requiring masks;
 - Operators and passengers have requested a mask requirement; and
 - Consistency amongst riders (students and non-students) is important.
- There would be an exemption for someone not able to wear a face mask for medical reasons as well as young children.

Enforcement and Timeline:

- Given that enforcement of mask requirements have caused altercations in other places, and there is a greater risk to operators given lack of reinforcement while driving, we will be approaching enforcement with the following philosophy:
 - If you make it slightly inconvenient to not comply, and if you make it clear that you're going to consistently give the message, most people will comply.
 - The small number who don't comply are likely belligerent enough that we don't want our operators to enforce.
 - Thus, someone who is adamant about not wearing a mask will be allowed to ride and a supervisor will meet the bus en route or at DCS to talk with the rider.
- Staff are recommending this requirement begin August 23rd to align with the start of the school year and to allow time for communications and training.

Recommendation:

- Approve a requirement for passengers to wear a mask or covering while riding DART, beginning August 23, 2020 unless a medical exemption is necessary.



DISCUSSION ITEM



9A: DART COVID-19 Response Update

Staff Resource: *Elizabeth Presutti, Chief Executive Officer*

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

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

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

Updates *since last Commission meeting on July 7:*

- DART is continuing to strongly encourage riders to wear face masks or coverings and is providing free face masks on the bus and at DART Central Station. On July 27, DART began requiring face masks or coverings be worn inside the lobby at DART Central Station.
- On August 23rd, we will resume normal weekday service levels on most of our routes. Some routes will continue to operate reduced frequency in the peak periods, and we will continue to schedule extra buses at the busiest times to help reduce passenger crowding onboard. DMPS service is expected to resume and we are working closely together to ensure that service is tailored to their needs.
- Covid-19 testing and employee status:
 - 220 Negative tests
 - 21 positive cases
 - 19 have returned to work

Response efforts *prior to last Commission meeting on July 7:*

Safety

- Encouraging employee safety practices such as:
 - Use disposable cups, plates and silverware and not the communal items found in the breakrooms
 - Wash hands regularly, at least once per hour
 - Sanitize your desk or personal workspace often
 - Avoid sharing items with coworkers
 - Don't put items, including pens, pencils or your hands, near or in your mouth
 - Use a barrier, such as a paper towel, Kleenex or sleeve to open doors



DISCUSSION ITEM

9A: DART COVID-19 Response Update

- Suspending fare collection to minimize interaction between employees and riders;
- Asking all riders who can safely do so to get on and off the bus through the back door;
- Disinfecting all vehicles daily by spraying a CDC-recommended antiviral agent;
- Increasing the frequency of cleaning and sanitizing high touch surface areas throughout our facilities; additional deep cleaning of all break areas, lounges and restrooms at DART Central Station and DART Way every Sunday.
- Installed rope barriers behind the wheel well of Fixed Route buses to keep passengers back from DART operators.
- Encouraging social distancing by asking riders to maintain six feet of distance from other people on the bus, at bus stops or while at DART Central Station; and
- Cancelling all public meetings and how-to-ride training sessions.
- Employees who can work from home have been encouraged to work remotely.
- Closed the second floor of DART Central Station to the public and is encouraging anyone who needs assistance to see the Customer Service window.
- Further encouraged social distancing and limited DART trips to essential purposes only by:
 - Restricting access to DART Central Station to riders who need to speak with customer service, need to use the restroom, or need to wait for a transferring bus for 15+ minutes.
 - All doors to the lobby at DCS are locked during the day, except the south doors (doors facing the platform).
 - DART Supervisors and DART Central Station Security began asking riders where they are traveling to. Anyone traveling for a nonessential reason will not be permitted to ride.
 - Limiting trips to one-way only and asking riders to get off the bus at the end of the line.
 - Running extra buses on busier routes during peak travel times to limit the number of riders on a bus at one time.
- On April 20, 2020, DART further restricted access to DART Central Station—allowing one person in at a time to use the restroom or speak with customer service.
- Riders are being strongly encouraged to wear masks. DART will begin providing bandanas to riders who are not wearing a mask or face covering at DART Central Station. Each DART operator will receive a supply of bandanas to provide to riders not wearing a face covering if they must come within six feet of the individual.
- Distribution of PPE to front-line staff. This includes at least one face mask, hand sanitizer and sanitizing wipes.
- Operators have been instructed to:
 - Manage airflow in their buses to maximize their safety
 - Follow an updated policy regarding mobility device securement on Fixed Route buses to minimize the opportunity for cross contamination.
- DART began collecting fares again on July 1. DART put in place numerous protections to keep both operators and riders safe, including:



DISCUSSION ITEM

9A: DART COVID-19 Response Update

- Plastic barriers installed in between the farebox and bus operator on all DART buses. This sheeting will act as a barrier between riders and operators, helping both practice social distancing while riding transit.
- Regular disinfection of high touch services in DART buses (including the fareboxes) and at DART buildings
- Asking riders to wear masks when on DART buses, at bus stops and at DART Central Station and requiring employees to wear masks.
- Providing protective materials for employees including disinfecting spray to use on buses as needed, hand sanitizer and masks.
- Blocking off seating areas on buses to encourage riders to practice social distancing as much as possible.

Service Level Changes

- On March 26, 2020 DART reduced fixed route service by approximately 20%, focusing mainly on reducing peak hour frequency. Nearly every DART route is impacted by the temporary service reduction. The changes include:
 - The following Local Routes will end service at approximately 9 p.m. on weekdays: 1, 4, 6, 14, 15, 17, 52 and 72
 - The following Local Routes will end service at approximately 10 p.m. on weekdays: 3, 7, 16, 60
 - DART Express Routes will reduce to only make two morning and two evening trips
 - The D-Line will now run every 15 minutes
 - The Link Park and Ride Shuttle will be discontinued
 - Frequency on several Local Routes 1, 6, 8, 17 and 72 will be reduced during peak travel times
 - Paratransit service will end at 10 p.m. on weekdays
 - DART Central Station will close at 10 p.m. on weekdays
- On April 12, DART reduced its service to about 50%. This was driven primarily by a reduction in our operator availability and is appropriate given our ridership has decreased by about 55%.
 - The following Local Routes will follow a Saturday service schedule on weekdays: 3, 7, 16
 - The following Local Routes will follow a Saturday service schedule on weekdays with reduced service in the evenings after approximately 8:30 p.m.: 1, 4, 6, 14, 15, 17, 52, 60, 72
 - Local Route 5 will continue to operate on its weekday schedule since it does not have a Saturday service schedule to follow. This route will end earlier in the evening.
 - Regular weekday service will continue for the following: Local Route 50, Ankeny On Call, Bondurant On Call, Easter Lake On Call, Grimes On Call and Flex Connect
 - Several Local Routes will be temporarily suspended: 8, 10, 11, 13, 74



DISCUSSION ITEM

9A: DART COVID-19 Response Update

- The service schedules for Express Routes that were put in place as part of March 26, 2020 will remain in place as well as the reduced frequency on the D-Line shuttle to run every 15 minutes and the suspension of the LINK Shuttle.
- DART worked with Unlimited Access partners impacted by these changes to provide shuttle routes between DART Central Station and their facility.
- Uber and taxi service is being provided at no cost to customers who have indicated they relied on one of the five discontinued routes and need to travel to work, the pharmacy, grocery store or a medical appointment.
- Limiting and managing the amount of non-essential riders, specifically from the homeless population). DART staff has been working with Central Iowa Shelter and Services (CISS) to find solutions. Between March 21 and April 28, DART transported 106 individuals from CISS to area motels. DART also transported one individual who tested positive to the isolation shelter at the Iowa State Fairgrounds.
- May 18, 2020 – select trips were reinstated on suspended Route 8—Fleur Dr
- June 1, 2020
 - Service reinstated on suspended Route 10—East University Ave
 - Service reinstated on suspended Route 11—Ingersoll/Valley Junction
 - Additional trips were restored on Express Route 98—Ankeny
- June 28, 2020 - service levels were increased to coincide with the ending of operator leaves and resumption of fare collection:
 - The following routes now have weekday service restored back to near pre-COVID-19 levels as of June 28: Routes 3, 6, 7, 8, 15, 16, 17, 60, 74
 - The following routes will continue operating Saturday service on weekdays until 8/24: Local Routes 1, 4, 14, 52, 72
 - Two routes are still suspended until they resume on 8/24. These routes are Local Route 13 – Park Ave and the Link Shuttle.
 - Express Routes will continue to run on a limited schedule.

Workforce

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



DISCUSSION ITEM

9A: DART COVID-19 Response Update

- Offering a small premium pay incentive payment to operators and maintenance staff who are continuing to work as well as other positions who are having regular exposure to the public and others in the organization.
- Drafted communications so we are prepared in the event we learn of an employee testing positive for COVID-19. Our communications strategy is aimed at protecting the employee's identity while sharing enough information to adequately inform our employees, rider and the public of what they may need to be aware of. The most information we will share is what area the employee worked: administration, Fixed Route, Paratransit, or maintenance, and the last day the individual reported to work.
- Beginning April 27, 2020 DART enacted the following policies:
 - Wellbeing screening are required at the start of each workday for all operators and any other employees reporting to work at DART Way
 - DART employees are required to wear masks while on DART property
 - Limiting the use of break rooms, encouraging people to eat at their desks or another location away from people
 - Continue to encourage staff to stay at home if they are sick
- As of April 30, 2020, 3 employees have tested positive for COVID-19 and 1 employee has tested negative. DART is notifying employees at the end of each day if it learns throughout the day that an employee tested positive. Moving forward, DART will share positive and negative test results on its website at [ridedart.com/dart-employees-impacted-covid-19](https://www.ridedart.com/dart-employees-impacted-covid-19).
- Covid-19 testing and employee status: DART was able to work with area partners to secure COVID-19 testing for all employees on Tuesday, May 12. Nearly 200 employees were tested, with 9 employees testing positive. Since the beginning of the pandemic, a total of 16 employees have tested positive, and 8 of those have since returned to work.
- Childcare leaves ended on May 30, 2020
- High risk leaves & premium pay ended on June 27, 2020
- Administrative employees were permitted to return to work in the office on a voluntary basis starting July 20, 2020.



DISCUSSION ITEM



9B: Electric Bus Pilot Project Update

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

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



DISCUSSION ITEM



9C: DART FY 2021 Business Planning Update

Staff Resource: Luis Montoya, Chief Planning Officer

- Staff will provide an update regarding DART's Fiscal Year 2021 Business Plan.
- The goals of the FY 21 Business Plan are to update the FY 20 Business Plan based on evolving priorities, track relevant projects and KPIs to monitor progress, and to improve the organization and utility of the plan.
- More than 100 key performance indicators and priority projects have been identified, with an emphasis on:
 - Protecting the health and safety of customers, workforce and the community
 - Recovering from ridership and revenue losses due to COVID-19
 - Continuing key initiatives to ensure our finances, facilities, workforce and services are able to meet the region's evolving needs



MONTHLY REPORT



9D: Monthly Performance Report - June 2020

Staff Resource: Greg Ellingson, Business Analyst Manager

Summary of June 2020 Monthly Performance:

- Most of DART's performance summary indicators reflect the changes in service and mobility from the ongoing COVID-19 pandemic.
- Total ridership in June was down 46.8% compared to June 2019. Fixed route was down 45.0%, Paratransit was down 65.5%, and RideShare was down 65.8%.
- Preventable and non-preventable accidents per 100,000 miles decreased in June compared to June 2019.
- On-Time Performance has continued to be improved compared to last year, likely due to decreased ridership. Year to date, this is improved by 2.5%.
- In the absence of fare collection on fixed route and paratransit service, our farebox recovery ratio was 3.13% in June.
- Fixed Route operating costs per revenue hour decreased in June compared to April and May although are still higher compared to last year.
- Bus Plus passengers continue to comprise a higher percentage of Paratransit passengers over the last four months as contracted trips with Medicaid and Polk County have decreased faster than Bus Plus.

July Ridership Outlook:

Ridership has declined on fixed route service in July compared to June, as we have resumed fare collection and we believe people are limiting trips due to worsening public health statistics. Average weekday ridership is down about 8% in July compared to June. Paratransit ridership has continued to increase in July compared to June. Average weekday paratransit ridership is up about 9% in July compared to June.



Performance Summary - June 2020

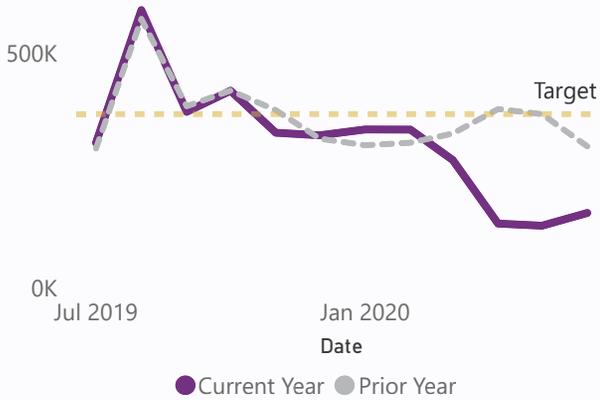
Ridership

Monthly
161,790

FY19: 303,816 (-46.75%)

YTD
3,754,249

FY19: 4,395,323 (-14.59%)



Preventable Accidents/100k Miles

Monthly
0.64

FY19: 1.04 (+38.42%)

YTD
0.80

FY19: 1.13 (+29.5%)



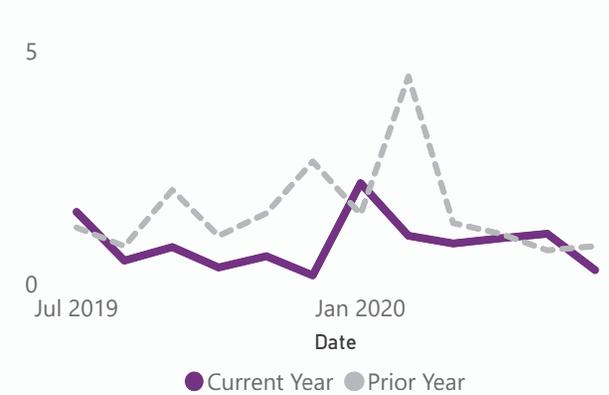
Non-Preventable Accidents/100k

Monthly
0.32

FY19: 0.84 (+61.51%)

YTD
0.89

FY19: 1.58 (+43.56%)



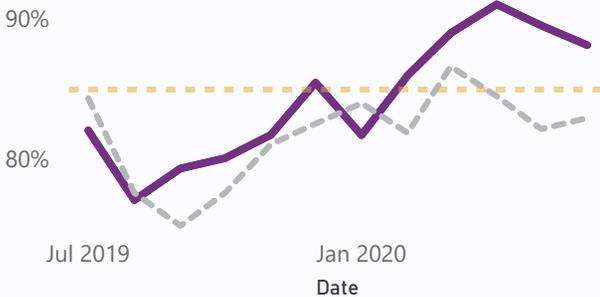
On-Time Performance

Monthly
88.15%

FY19: 82.97% (+6.24%)

YTD
83.80%

FY19: 81.76% (+2.5%)



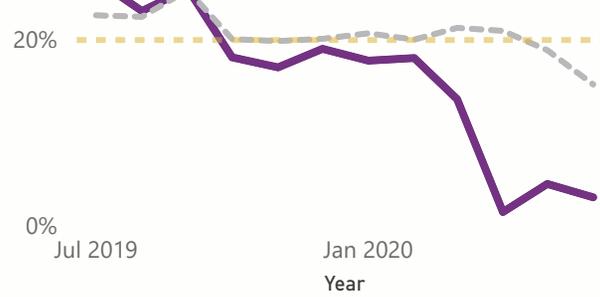
Farebox Recovery Ratio

Monthly
3.13%

FY19: 15.24% (-79.47%)

YTD
15.81%

FY19: 20.59% (-23.23%)



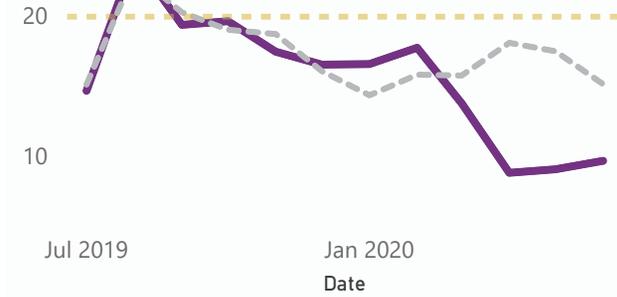
FR Passengers/ Revenue Hour

Monthly
9.69

FY19: 15.18 (-36.14%)

YTD
16.18

FY19: 17.58 (-7.97%)





Fixed Route Performance

Ridership

Monthly

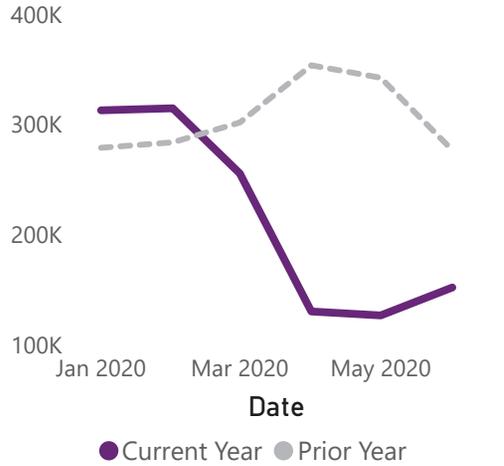
152,803

FY19: 277,598 (-44.96%)

YTD

3,504,203

FY19: 4,068,189 (-13.86%)



On-Time Performance

Monthly

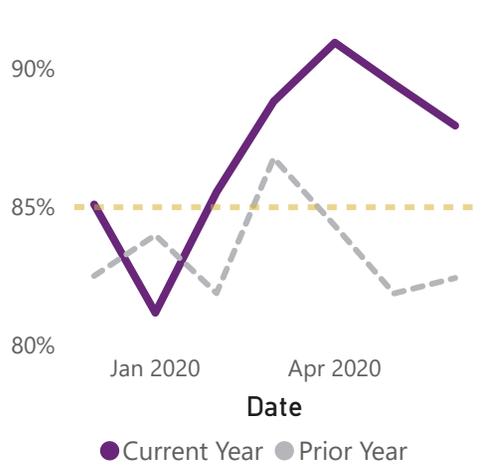
87.95%

FY19: 82.44% (+6.68%)

YTD

83.41%

FY19: 81.58% (+2.25%)



Operating Cost/Rev. Hour

Monthly

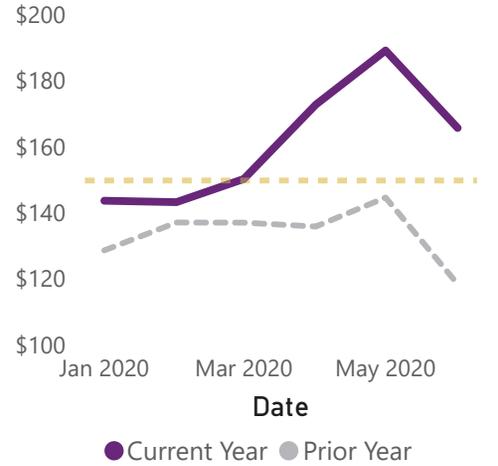
\$165.92

FY19: \$118.63 (-39.86%)

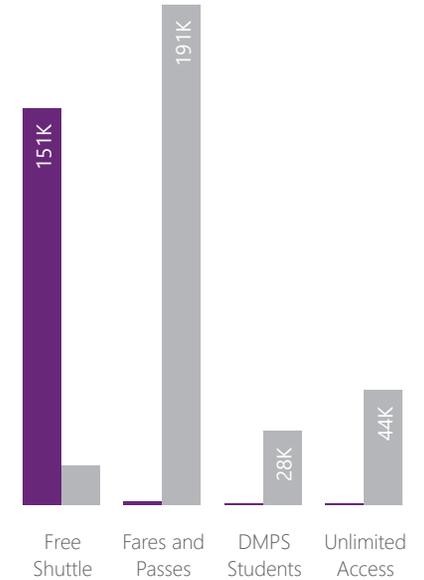
YTD

\$149.97

FY19: \$136.08 (-10.21%)



Monthly Ridership by Fare Group



Preventable Acc./100k

Monthly

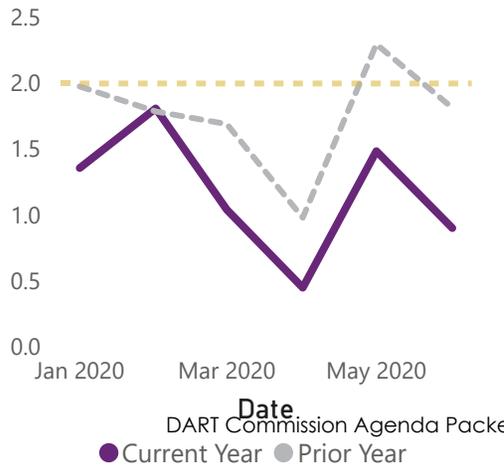
0.90

FY19: 1.81 (+50.14%)

YTD

1.12

FY19: 1.58 (+29.12%)



Non-Preventable Acc./100k

Monthly

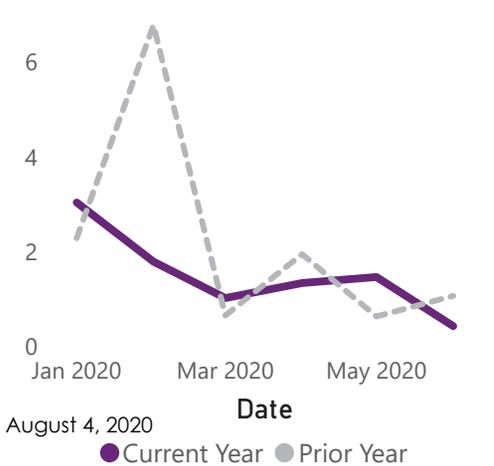
0.45

FY19: 1.09 (+58.45%)

YTD

1.21

FY19: 2.39 (+49.21%)



Road Calls/100k Miles

Monthly

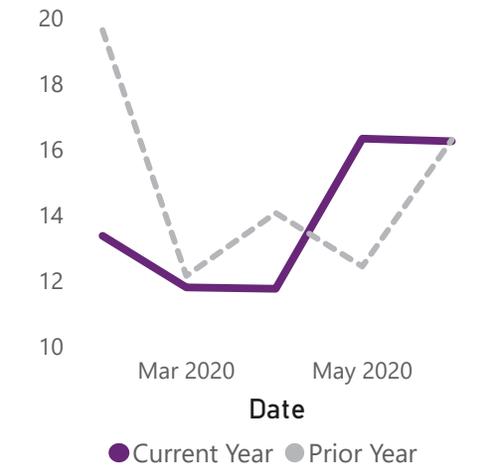
16.29

FY19: 16.33 (+0.28%)

YTD

14.77

FY19: 16.66 (+11.33%)



Complaints/100k Miles

Monthly

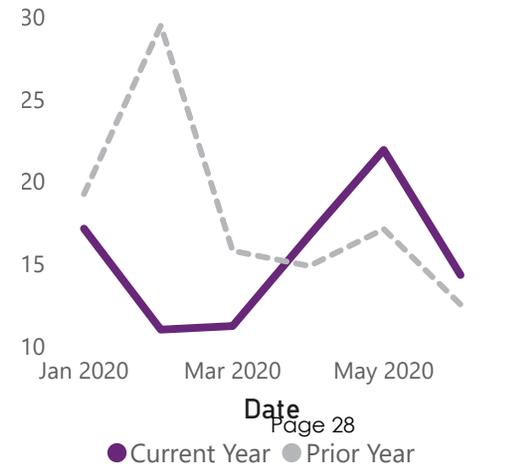
14.40

FY19: 12.61 (-14.19%)

YTD

13.16

FY19: 17.65 (+25.46%)





Paratransit Performance

Ridership

Monthly

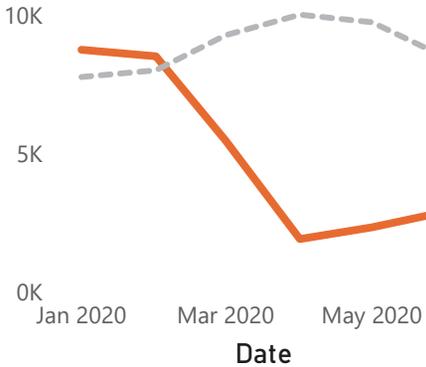
2,929

FY19: 8,484 (-65.48%)

YTD

83,267

FY19: 103,247 (-19.35%)



● Current Year ● Prior Year

On-Time Performance

Monthly

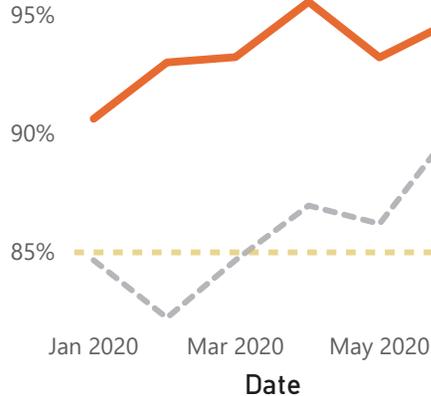
94.76%

FY19: 90.18% (+5.08%)

YTD

90.52%

FY19: 84.47% (+7.17%)



● Current Year ● Prior Year

Operating Cost/Passenger

Monthly

\$86.39

FY19: \$42.47 (-103.38%)

YTD

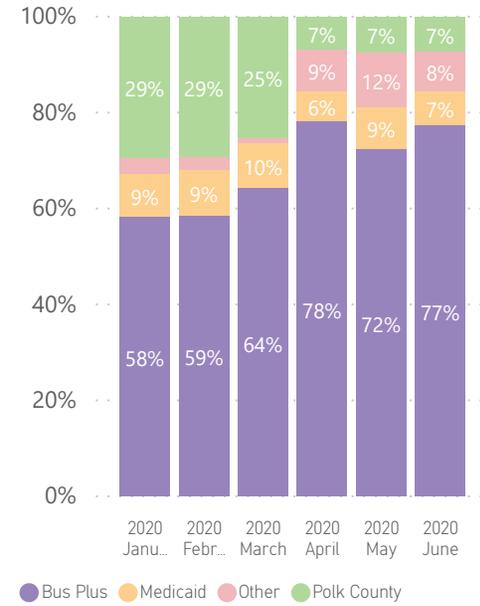
\$41.42

FY19: \$36.18 (-14.47%)



● Current Year ● Prior Year

Paratransit Customer Type Breakdown



Preventable Acc./100k

Monthly

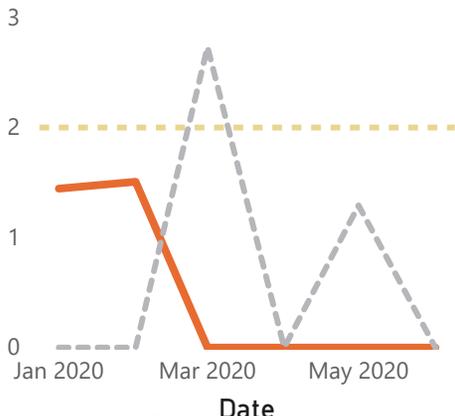
0.00

FY19: 0.00

YTD

0.72

FY19: 1.53 (+52.98%)



● Current Year ● Prior Year

Non-Preventable Acc./100k

Monthly

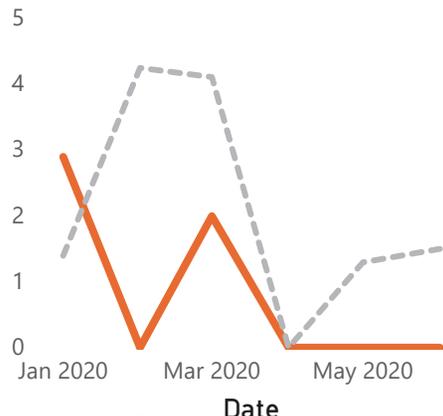
0.00

FY19: 1.49 (+100%)

YTD

1.15

FY19: 1.17 (+2.19%)



● Current Year ● Prior Year

RideShare - Ridership

Monthly

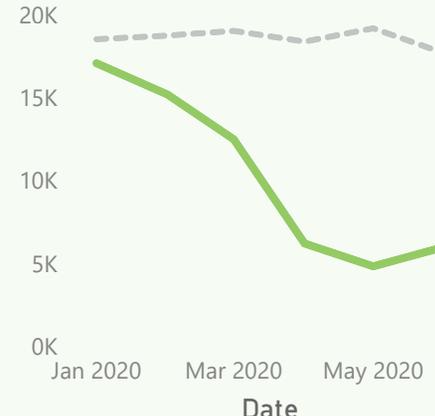
6,058

FY19: 17,734 (-65.84%)

YTD

166,779

FY19: 223,887 (-25.51%)



● Current Year ● Prior Year

RideShare - Op. Cost/Passenger

Monthly

\$14.45

FY19: \$7.60 (-90.23%)

YTD

\$7.20

FY19: \$6.15 (-17.06%)



● Current Year ● Prior Year



Route Details

Program	Route	Month Ridership	Month Last Year	YTD Ridership	Last Year YTD Ridership	YTD Change	YTD Change %	YTD Passengers/Revenue Hour	YTD On-Time Performance
1. Local	#1 - Fairgrounds	6,627	11,885	417,049	417,775	-726	-0.2%	31.15	77.18%
	#3 - University	26,157	34,215	372,833	383,782	-10,949	-2.9%	19.28	83.70%
	#4 - E. 14th	9,133	18,501	162,322	194,878	-32,556	-16.7%	15.50	86.55%
	#5 - Franklin Ave/Johnston	4,221	7,352	103,886	113,971	-10,085	-8.8%	11.58	82.37%
	#6 - Indianola	11,494	21,750	277,168	316,507	-39,339	-12.4%	22.83	88.23%
	#7 - SW 9th St.	16,066	27,572	345,305	396,472	-51,167	-12.9%	27.38	88.11%
	#8 - Fleur Dr.	805	1,521	28,073	45,391	-17,318	-38.2%	17.12	73.58%
	#10 - East University	492	2,360	19,647	35,043	-15,396	-43.9%	9.89	74.86%
	#11 - Ingersoll/Valley Junction	1,060	1,655	18,446	22,902	-4,456	-19.5%	11.27	72.54%
	#13 - Evergreen		621	38,704	59,940	-21,236	-35.4%	44.09	85.65%
	#14 - Beaver Ave.	7,592	11,842	170,597	208,135	-37,538	-18.0%	16.30	85.01%
	#15 - 6th Ave.	11,073	18,571	238,506	289,292	-50,786	-17.6%	23.51	87.41%
	#16 - Douglas Ave.	20,521	29,853	343,589	393,801	-50,212	-12.8%	18.90	83.40%
	#17 - Hubbell Ave.	14,072	22,635	229,583	277,875	-48,292	-17.4%	13.79	86.14%
	#50 - Euclid	4,962	4,999	59,467	46,193	13,274	28.7%	7.28	93.85%
	#52 - Valley West/Jordan Creek	5,472	13,518	126,448	154,969	-28,521	-18.4%	10.86	85.53%
	#60 - Ingersoll/University	13,810	25,962	316,500	365,564	-49,064	-13.4%	18.97	81.90%
#72 - West Des Moines Loop	3,074	3,533	42,606	40,247	2,359	5.9%	3.85	84.96%	
#74 - NW Urbandale	19	519	5,406	7,257	-1,851	-25.5%	4.58	72.92%	
2. Shuttle	Link Shuttle		914	5,739	8,103	-2,364	-29.2%	2.32	72.45%
	Downtown Shuttle	4,507	14,142	141,028	168,473	-27,445	-16.3%	15.12	81.57%
	#43 - Hy-Vee Shuttle				1,685	-1,685	-100.0%		
3. Express	#92 - Hickman	262	2,124	19,663	28,552	-8,889	-31.1%	8.20	71.75%
	#93 - NW 86th	364	2,757	24,861	33,892	-9,031	-26.6%	7.45	77.49%
	#94 - Westtown	245	867	8,639	10,593	-1,954	-18.4%	9.30	80.41%
	#95 - Vista	143	861	7,180	12,692	-5,512	-43.4%	7.66	72.41%
	#96 - E.P. True	311	1,822	21,754	24,136	-2,382	-9.9%	14.43	77.80%
	#98 - Ankeny	602	5,505	49,608	73,060	-23,452	-32.1%	9.55	75.59%
	#99 - Altoona	272	1,153	11,268	15,725	-4,457	-28.3%	6.65	74.12%
4. Flex	#73 - Flex: Urbandale / Windsor Heights		149	640	2,119	-1,479	-69.8%	0.80	65.80%
5. On Call	#76 - Deer Ridge Shuttle		15	30	164	-134	-81.7%	0.60	98.81%
	Ankeny	55	76	1,396	1,115	281	25.2%	3.54	76.83%
	NW Johnston / Grimes		132	400	1,429	-1,029	-72.0%	1.20	97.94%
	Regional	12	161	230	317	-87	-27.4%	9.71	80.00%
Cab	Paratransit: Taxi	166	550	7,086	8,459	-1,373	-16.2%	4.17	
Paratransit	Paratransit: Bus/Van	2,933	8,523	81,796	100,960	-19,164	-19.0%	2.16	90.52%
RideShare	RideShare	6,058	17,734	166,779	223,887	-57,108	-25.5%	5.45	

DART Performance Report Metric Guide

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



MONTHLY REPORT



10A:	Operations Team Report
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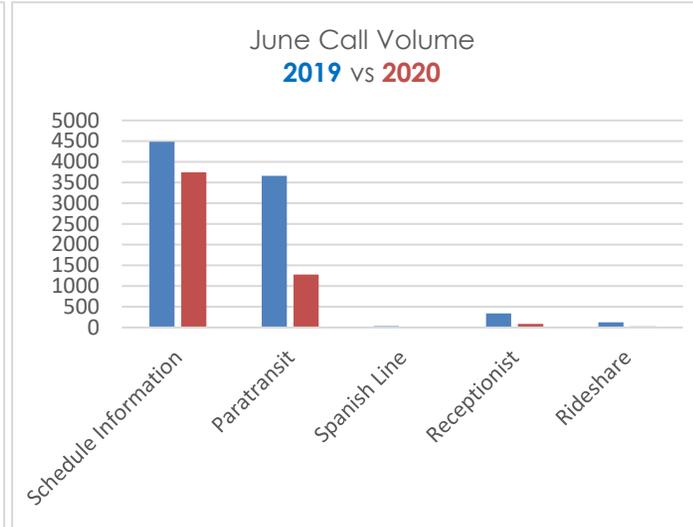
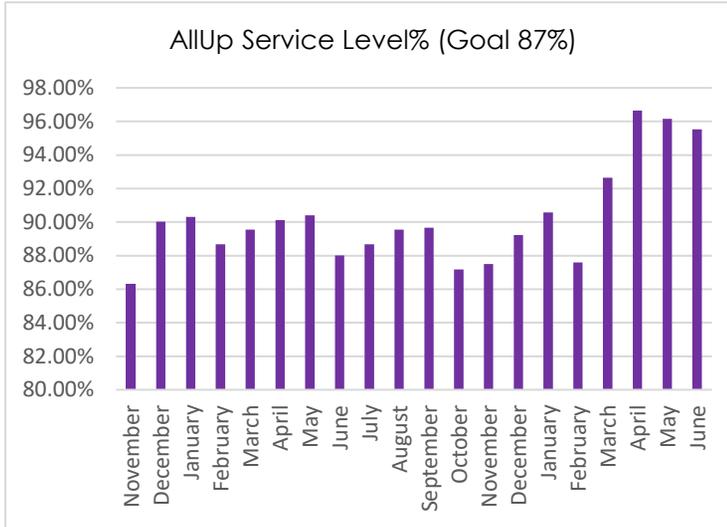
Staff Resources: *Amanda Wanke, Chief Operations Officer and Deputy Chief Executive Officer*

- **Des Moines Public Schools (DMPS) Update:** DART staff are working with DMPS staff to prepare for the start of the new school year. This includes many efforts such as:
 - Preparing for COVID-related changes in procedures and the related trainings and communication that need to happen
 - Training DART operators on interacting with students and processes for dealing with behavior challenges
 - Communication for DMPS staff, students, and parents related to procedures and expectations for using DART
- **Electric Bus Update:** Seven new 40' electric buses are being built; the first five buses are on the line as of the week of July 20. Bus 1 and 2 are due to ship mid-August with a delivery date of later that month.
- **Gillig Bus Build:** Five new 30' buses are now all onsite and are being inspected and checked in by Gillig rep week of July 7. Dart staff have begun on-site bus equipment installs.

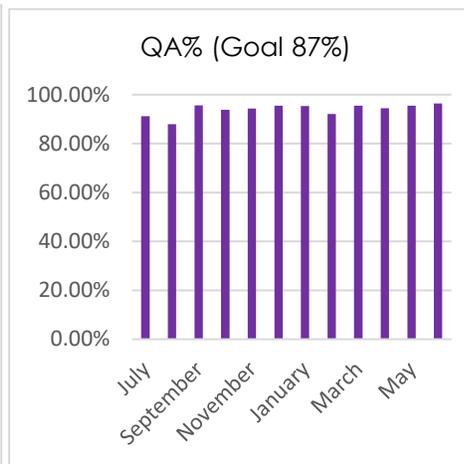
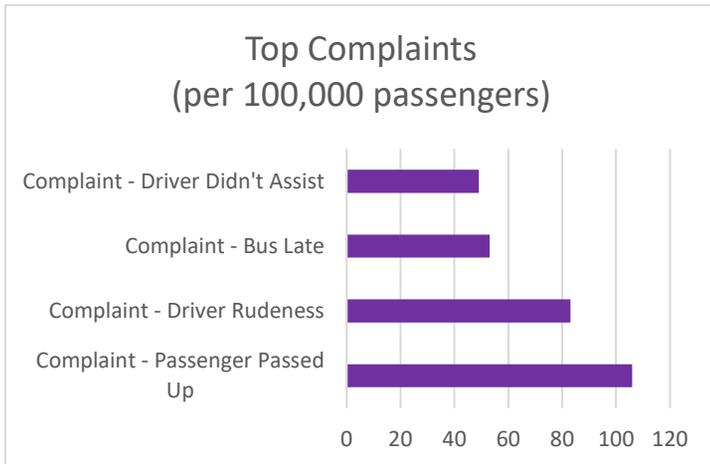
MONTHLY REPORT
10A: Operations



Customer Experience – Stephen Wright, Customer Experience Manager



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



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



MONTHLY REPORT



10B: Planning Team Report

Staff Resources: *Luis Montoya, Chief Planning Officer*

- **Service Planning:** On August 23rd a service change will be implemented that resumes normal weekday levels of service on most routes, as well as DMPS school service. Some service focused on serving peak hour commuters will not yet resume in recognition that many people are still working remotely.
- **Transit Optimization Study:** The project team is preparing for a second Commission workshop toward the end of August. The overall goals of the project remain the same, but the timeline and approach to public outreach have evolved to account for COVID-19 impacts.
- **Local Property Tax Formula Revision:** Staff has reengaged the work with our consultant team to study modifications to the Local Property Tax Formula. A series of Commission workshops were held, most recently on February 28th, but the work was suspended in March due to the coronavirus. A Commission workshop will be scheduled in September.
- **FY 21 Business Planning:** The DART Leadership Team is updating the priorities and KPIs developed for FY 20 to reflect the evolving conditions of FY 21. The focus will be on continuing to respond to COVID-19 and the resultant impacts while still making progress on priority initiatives.
- **Performance Report:** A new format was developed for the monthly performance report which highlights key performance indicators for the Commission and interested members of the public.



MONTHLY REPORT



10C: External Affairs Team

Staff Resources: Erin Hockman, Chief External Affairs Officer

Marketing and Communications

- **Electric bus unveiling and promotion:** Planning is underway for an electric bus unveiling event in mid-September. In addition, staff have been working with Flynn Wright to develop a marketing campaign that will promote the benefits of electric buses throughout the fall.
- **Administrative return to work communications:** Staff worked with the Safety and HR teams to communicate DART's Return to Workplace plan and guidelines for staff.
- **August service change:** Communication is being developed to inform riders, partners and the public of changes that will take effect to DART's service on Aug. 23. This is the first service change since COVID-19 that DART will be able to provide printed materials on the bus and updated print schedules.
- **DMPS access to DART:** Staff is working with DMPS to develop communication tools that can be used to explain DART access to middle and high school students as well as employees who can ride for free all or some of the time. This year, information provided will include the measures DART is taking to help prevent the spread of COVID-19 as well as reinforce how to ride DART, including behavior expectations on the bus and at DART Central Station.
- **ADA:** Sunday, July 26, 2020 marked the 30th anniversary of the Americans with Disabilities Act, which was sponsored by former Iowa Senator Tom Harkin. DART spoke with Paratransit rider, Transit Rider Advisory Committee (TRAC) member and Disability Rights Iowa employee Emmanuel Smith about the role that accessible transit and DART's services has on central Iowans living with disabilities. His comments were used to create a [short video](#) that DART shared on its social media accounts.
- **DMACC ID:** Due to COVID-19, new DMACC students are not able to enter buildings on campus to get a DART DMACC ID. As a solution, DART distributed a digital unlimited access pass to new DMACC students. Approximately 30 students are using their digital pass to-date.
- **Paratransit MyDART app adoption:** DART mailed a letter and brochure to all current paratransit riders letting them know the steps we are taking to keep them safe. We took the opportunity to also promote the MyDART app as a touchless way to pay. Approximately 6,500 letters hit mailboxes on 7/24.

MONTHLY REPORT
10C: External Affairs



MyDART Analytics Report

Metric	Jan 2020	Feb. 2020	Mar. 2020	April 2020	May 2020	June 2020	June 2019	Year Prior
MyDART App Accounts	19,480	20,224	20,718	20,920	21,148	21,419	11,860	45%
Website Unique Visitors	32,616	30,154	24,063	11,890	11,159	13,495	38,115	-182%
Facebook Likes	4,498	4,520	4,591	4,661	4,675	4,700	4,078	13%
Twitter Followers	2,303	2,325	2,340	2,353	2,356	2,348	2,230	5%
Instagram Followers	1,272	1,280	1,306	1,309	1,324	1,332		
LinkedIn Followers	379	402	412	415	441	455		
Email Subscribers	15,140	15,200	16,260	16,360	16,450	16,470	14,800	10%
Trip Plans	39,288	35,505	24,987	13,363	12,353	15,223	30,210	-98%
Real-time Map	25,662	22,633	12,975	8,013	7,787	10,125	21,532	-113%
Next DART Bus	397,191	257,117	194,498	105,689	106,403	127,362	175,433	-38%
SMS Text Messaging	148,421	151,367	101,726	121,171		122,291	239,536	-96%
IVR Phone Calls	7,500	7,674	7,383	4,986	3,842	3,845	8,372	-118%

MyDART App Report

Metric	Jan. 2020	Feb. 2020	Mar. 2020	Apr. 2020	May 2020	June 2020	TOTAL
Downloads	976	1,206	765	484	472	544	26,937
iOS	253	254	163	89	101	135	8,382
Android	723	952	602	395	371	409	18,520
Accounts Created	462	744	494	202	228	271	21,419
Orders Placed	4,046	3,628	2,019	0	0	85	82,707
Passes Purchased	5,278	10,004	2,673	0	0	149	123,359
Revenue	\$27,347	\$23,886	\$14,288	\$0	\$0	\$1,823	\$547,227

DART in the NEWS

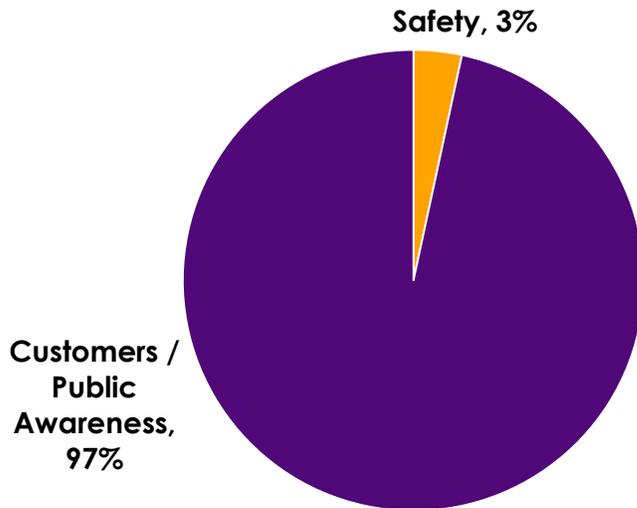
Top Stories

- [The essential workforce is full of dedication and resolve](#)
- [Iowa health experts cast doubt on temperature checks to prevent COVID spread](#)
- [DART resumes collecting fares](#)
- [Des Moines School Board Unanimously Moves Forward with Community Stadium Contract](#)
- [DART to restore some local routes as pandemic continues](#)

Total Reach

Broadcast reach	1,755,032
Online reach	116,104
Total reach	1,871,136

DART News Coverage by Topic



DART News and Social Media Sentiment by Topic



RideShare – Victoria Lundgren, RideShare Supervisor

- **Safety protocols:** As more vans begin to enter back into service, DART is implementing the following safety protocols for RideShare and is in the process of communicating them to riders:
 - Service will not be provided to anyone who knowingly has COVID-19 to protect the safety of other passengers.
 - Encourage passengers to conduct daily self-wellness checks and not ride if they experience any symptoms.
 - Will require passengers to wear masks; each van will be given a package of free masks.
 - Encourage the use of alcohol-based hand rubs containing at least 60% alcohol for passengers.
 - Encouraging the use of EPA approved cleaners and suggested by the CDC.

MONTHLY REPORT
10C: External Affairs



- **RideShare partnerships:** DART is continuing to support vanpooling partners such as TPI and Quantum Plastics with additional vans to accommodate social distancing while working to extend the contracted period for both partnerships. Efforts to streamline and clarify the Guaranteed Ride Home process in the era of COVID-19 are underway. RideShare is also responding to new business opportunities with employers in the food warehousing and production sector to help facilitate employee transportation for essential works.
- **Part-time fare proposal:** Staff is working to update billing codes and rider communications to introduce the new part-time fare structure to accommodate more flexible working arrangements for RideShare participants over the coming fiscal year.

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

- **Art Shelters:** A Phase 1 plan for art shelter installation was submitted to Bravo Greater Des Moines on June 30, 2020. Ridership at select locations slated for art shelters are being monitored by DART staff to plan for potential alternative locations based on outcomes of the Transit Optimization Study and changes to commuter travel patterns from COVID-19. Art shelter pilot projects along the 6th Ave Corridor and at Drake University are in the final stages of design formatting and city approval with the potential for installation late Fall 2020.
- **Mobility Coordination Outreach:** DART staff remain in frequent contact with human service agency partners and are actively participating in mobility stakeholder groups. Virtual rider training modules are being developed in order to facilitate mobility outreach while accommodating social distancing.
- **Reduced Fare Task Force:** Research gathering and financial modeling are underway to help inform recommendations for potential changes to DART's Opportunities Through Transit (OTT) and other reduced fare programs. Initial task force findings are being compiled along with outcomes from the Community Foundation Transit Gaps Analysis to bring forth a recommendation to the DART Commission for a pilot program during FY21.
- **Unlimited Access Partnerships:** DART staff have been in frequent communication with Unlimited Access partners to monitor employer return to work plans and to ensure partners remain engaged in retaining their Unlimited Access partnerships. Unlimited Access partner contracts up for renewal in FY21 include Principal Financial Group, Ruan Transportation, Des Moines MPO, Wellmark, Davis Brown, Drake University, Polk County and Unity Point Health.



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

Upcoming Procurements:

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

- Request for Proposals to be published in August 2020

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

- Request for Proposals to be published in August 2020

Contracts and Task Orders Approved Recently:

Trash and Recycle Cannisters

- DART requested quotes for the replacement of trash and recycling cannisters at DART Central Station. Specifically six (6) forty (40) gallon recycling containers and twelve (12) fifty (50) gallon trash containers. The cannisters will replace the current ones that are showing wear and damage and have met their useful life.
 - Indoff Industries submitted the lowest, responsive bid and the bid price is \$19,131

RSM McGladrey, On-Call IT Services Contract

- Chart of Accounts Redesign – The project will help DART redesign it's chart of accounts to allow some non-Federal funding to be utilized for pilot projects and other innovative, out of the box services. RSM McGladrey's consultants will assist in set up and testing of the redesign. Services will include:
 - Compliance with all federal and local financing requirements
 - Utilizes best practices and industry standards
 - Set up and testing of proper controls and approval trees
 - Task order was approved for \$28,980

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

- Paratransit System Review – The Review will consult with DART in re-imagining its overall paratransit program and services that are needed now and in the future. The baseline service of the paratransit program is the Americans with Disabilities Act (ADA) paratransit



MONTHLY REPORT
10D: Procurement

complimentary service, DART wants to ensure that the agency is in fully in compliance and utilizing industry best practices. Services will include:

- Compliance with the ADA
- Utilizes best practices and industry standards
- Meet the needs of customers
- Task order was approved for \$45,700

Future Procurements:

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



MONTHLY REPORT



10E: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- **DART Executive Committee: DART Executive Committee:** The DART Executive Committee met on Friday, July 24, 2020. The discussion items presented during the meeting included:
 - Transit Optimization Study and Property Tax Formula Next Steps
 - August Service Change
 - Business Plan Update
 - COVID-19 Response Plan

The next DART Executive Committee meeting is scheduled for Friday, August 21, 2020.

- **30th Anniversary of the American’s with Disabilities Act (ADA)** – Sunday, July 26th marked the 30th anniversary of the American’s with Disabilities Act. The ADA was historic legislation to protect civil rights for disabled Americans, and was sponsored by Iowa’s former Senator, Tom Harkin. To honor the occasion, DART spoke with Emmanuel Smith, a DART paratransit rider, DART Transit Advisory Committee (TRAC) member and Disability Rights Iowa Employee about the impact equity to transit has on central Iowans like him.
- **New Chief Financial Officer** – I am happy to announce that Kent Farver has accepted the Chief Financial Officer position and will be starting on August 17, 2020. Kent is currently the Finance Director for State of Iowa Judicial Branch and prior to this he served as the Director of Finance at Metro Waste Authority as well as holding a couple of different financial positions at the Iowa Department of Education.

• **Retirements**

- **Scott Belcher, DART Master Technician – 31 years of service**
Scott Belcher retired from DART after 31 years of service. Scott joined DART in 1989 as a Service Person in DART’s Maintenance Department. Since then, Scott worked in a variety of roles in the Maintenance and Facilities Department, including working as a Building and Ground’s Person, a Mechanic, and Journey Level Technician.



- **Randy McKern, DART Transportation Manger – 19 years of service**
It is with very mixed feelings that I share that Randy McKern retired from DART on July 4 so he can focus on his cancer recovery. Randy has been an important part of the DART family for 19 years, serving in multiple roles including Operations Supervisor, Transportation Assistant, Operations Manager-Workforce, and Transportation Manager. Randy’s vast transit knowledge, pragmatic approach and caring heart will be greatly missed at DART and he will always be a part our DART family.



MONTHLY REPORT

10E: Chief Executive Officer Report



- **Starts Right Here Tour** – On July 13, 2020 DART staff and I were invited to tour Will Keep's new "Starts Right Here" center for at-risk youths which is located on 5th Street in Des Moines. The facility will provide educational courses, job-training skills and a safe hangout spot for Des Moines students.





FUTURE DART COMMISSION ITEMS



Future Agenda Items:

September 1, 2020 – 12:00 P.M.	
Action Items	Information Items
	<ul style="list-style-type: none"> • DMPS/Student Behavior Update • Mobility Coordinator Update • Marketing Update • Quarterly Safety Update • Operations and Maintenance Facility
October 6, 2020 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • Federal Lobbying Contract • State Lobbying Contract 	<ul style="list-style-type: none"> • Transit Riders Advisory Committee Update • Quarterly Investment Update • Comp Study Findings • PTASP Review
November 3, 2020 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • STBG Grant • PTASP 	<ul style="list-style-type: none"> • FY 2022 DART Budget Update

Other Future Agenda Items:

Upcoming DART Meetings:

MEETING	DATE	TIME	LOCATION
DART Executive Committee	August 21, 2020	7:30 am	WebEx Meeting
DART Transit Optimization Study Workshop	August 21, 2020	11:00 am	Virtual Meeting