



NOTICE OF COMMISSION MEETING AND AGENDA
DES MOINES AREA REGIONAL TRANSIT AUTHORITY
DART MULTIMODAL ROOM, 620 CHERRY STREET
SEPTEMBER 3, 2019 – 12:00 PM

1.	CALL TO ORDER	
2.	ROLL CALL AND ESTABLISHMENT OF QUORUM	
3.	NOTICE OF MEETING	
4.	APPROVAL OF SEPTEMBER 3, 2019 AGENDA	
5.	PUBLIC COMMENT (Limit 3 minutes)	
6.	CONSENT ITEMS	
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11.	COMMISSIONER ITEMS	
12.	NEXT MEETING: Regular DART Meeting - Tuesday, October 1, 2019 – 12:00 P.M.	
13.	ADJOURN	

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



**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES
620 CHERRY STREET – DES MOINES, IOWA 50309
AUGUST 6, 2019**



ROLL CALL

Commissioners/Alternates Present and Voting:

Vern Willey, Gary Lorenz, Doug Elrod, Frank Cownie, Jeremy Hamp, Paula Dierenfeld, Ross Grooters, Angela Connolly (arrived 12:01 pm), Tom Gayman, Russ Trimble (arrived 12:05 pm) and Zac Bales-Henry

Commissioners Absent:

Michael McCoy and Sara Kurovski

Other Commissioners/Alternates Present:

Josh Mandelbaum (arrived 12:05 pm)

CALL TO ORDER

Tom Gayman, Chair called the meeting to order at 12:00 pm. Roll call was taken and a quorum was present.

Notice of the meeting was duly published.

APPROVAL OF AGENDA

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

It was moved by Frank Cownie and seconded by Ross Grooters to approve the August 6, 2019 agenda. The motion carried unanimously.

PUBLIC COMMENT

Udella Hall of Des Moines shared her recent experiences with DART's automated phone system, the bus shelter at 6th and University and the desire for a cross town bus from the south side near the airport to Army Post Road.

TRANSIT RIDERS ADVISORY COMMITTEE UPDATE

Haley Anderson, Chair of the Transit Riders Advisory Committee shared that the Committee was educated on the upcoming October Service Changes, the Mobility on Demand, DMACC and changes to Des Moines Public Schools contract. The Committee was encouraged to get involved outreach programs and events.

CONSENT ITEMS

6A – Commission Meeting Minutes – July 9, 2019

It was moved by Jeremy Hamp and seconded by Vern Willey to approve the consent items as presented. The motion carried unanimously.



ACTION ITEMS

8A – Electrical Infrastructure Update

Mike Tiedens, Procurement Manager provided a background on the electrical needs, including an outline of the construction work for DART's battery electric bus pilot project. In addition, it was shared that DART conducted an Invitation for Bid for the project (information shared in the packets) and ABC Electrical Services was the preferred contractor.

It was moved by Vern Willey and seconded by Russ Trimble approve a contract with ABC Electrical Services for the Electrical Infrastructure Upgrade Contract for the amount Not to Exceed \$198,000.00. This amount includes the total lump sum for demolition, construction, and 15% for any contingencies. The motion carried unanimously.

8B – Mobility on Demand Pilot Contract(s)

Luis Montoya, Planning and Development Manager reminded the Commission that at the July 2019 meeting, the Commission approved a pilot project to facilitate residents using private transportation providers to travel to and from select DART bus stops. DART will pay for trips provided by private transportation providers (taxis) to and from the selected by stops outlined and shared in the commission packets. The procurement and evaluation process for identifying the transportation providers were also shared.

It was moved by Russ Trimble and seconded by Vern Willey to approve a contract with Uber for on-demand mobility services for the amount Not to Exceed \$50,000 and to contract with Translowa for on-demand mobility services for the amount Not to Exceed \$50,000. The motion carried unanimously.

8C – October Service Change – Additional Service Modifications

Luis Montoya, Planning and Development Manager updated the Commission on some additional modifications to the already approved October Service Changes which would have very minor impacts on customers and would not affect the Title VI analysis also previously approved by the Commission. The proposed changes were shared and discussed.

It was moved by Angela Connolly and seconded by Russ Trimble to approve the service changes as discussed, effective October 13, 2019. The motion carried unanimously.

8D – DART Advertising Policy

Amanda Wanke, Chief External Affairs Officer and Paul Drey, DART Legal Counsel shared the background on the DART Advertising Policy, including proposed changes as discussed and approved by the DART Executive Committee.

It was moved by Ross Grooters and seconded by Russ Trimble to approve the advertising policy as presented in the agenda packet and instate annual reviews of the policy in August of each year. The motion was approved by Vern Willey, Frank Cownie, Jeremy Hamp, Paula Dierenfeld, Ross Grooters, Angela Connolly, Tom Gayman, Russ Trimble and Zac Bales-Henry and opposed by Gary Lorenz and Doug Elrod.



DISCUSSION ITEMS

9A – Iowa State Fair Update

Fred Gilliam, Chief Operating Officer provided a presentation on DART's 2019 Iowa State Fair Service.

9B – E-Scooters

Luis Montoya, Planning and Development Manager, shared that DART staff are working with the DART Planning Committee, Greater Des Moines Partnership, City of Des Moines, Des Moines Streets Collective, Des Moines Area MPO, and other key stakeholders on designing a process that would facilitate the deployment of shared electric push scooters (e-scooters) in the region. Several private entities have approached the City of Des Moines to express interest in operating an e-scooters and is discussing how best to structure a permitting process so that this and other shared personal mobility devices can complement existing transportation options and build on our region's high quality of life.

9C – Mobility Coordinator Update

Catlin Curry, Mobility Coordinator gave an update on the recent community outreach as well as an overview of activities from FY19.

9D – Performance Report

Elizabeth Presutti, Chief Executive Officer shared that ridership for year was down slightly by 2.5%. This had a lot to do with bad weather days we experienced in January and less school days. June was also down by 3.5% due to one less week day and no school days in June this year as there were last year. DART staff looked at the average week day ridership and this was up for June. We ended the year for on time performance at over 82% which brought up by adjustments to schedules. Paratransit we ended the year with a 30% increase in our Bus Plus/ADA passengers and a 44% decrease in the number of Medicaid trips. We are hoping we will be able to gain some of the Medicaid trips after the big hit we took this past year due to the Medicaid issues.

MONTHLY REPORTS

10A – Operations

No Update

10B – External Affairs

Amanda Wanke updated the Commission on the recent art bus unveiling, a collaboration between DART and the Greater Des Moines Public Art Foundation, in which the 10th art bus was unveiled on July 25. Amanda thanked those Commissioners who attended. The August 28 Transit Future Work Group meeting invitation will be sent out and Commissioners will be included on the invitation.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – AUGUST 6, 2019**



10C – Procurement

No Update

10D – Chief Executive Officer

Elizabeth Presutti, Chief Executive Officer, shared that she attended the recent Bus Coalition Meeting in Washington DC. This meeting was about advocacy around bus funding which included a press conference with Congressman Larson and LaHood. In addition, we also met with Senator Ernst and Grassley staff members and Congresswoman Axne. It was also shared with the Commission that Commission Planning will be worked on and presented at the September meeting for work in Fall 2019.

FUTURE AGENDA ITEMS

None

COMMISSIONER ITEMS

None

Tom Gayman, Chair adjourned the meeting at 1.17 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 September 3, 2019 at 12:00 pm in the DART Multimodal Room at 620 Cherry Street, Des Moines, Iowa.



CONSENT ITEM



6B: Quarterly Investment Report

Staff Resource: *Amber Dakan, Finance Manager*

Background:

- DART began investing its reserve dollars in April, 2016 with the intent to maximize the value of our assets.
- The fourth quarter of FY2019 (April 1, 2019 – June 30, 2019) ended with \$5,212,420 in our investment portfolio. The uptick from last quarter is from April property tax receipts.
- The current quarterly statement recognized \$43,106 in accrued income and appreciation.
- Portfolio assets are currently held in high yield money market funds. The quarter ended with a 2.36% interest rate.
- DART recognized \$139,495 in interest income this fiscal year as opposed to the prior year earnings of \$83,050.
- Attached within the packet is DART's Quarterly Investment Report.

Recommendation:

- Approve the recommended quarterly investment report for the fourth quarter of Fiscal Year 2019 (April 1, 2019 – June 30, 2019).



MILES *Capital*

Investment Review

Des Moines Area Regional Transit Authority

Period: April 1, 2019 – June 30, 2019

1415 28th St., Suite 200 | West Des Moines, IA 50266 | 800.343.7084

Des Moines Area Regional Transit Authority

As of: June 30, 2019

Economic & Market Commentary:

During the second quarter, the economy showed what the Federal Reserve (Fed) referred to as “cross currents”. There were a mixture of strong economic data points crossed with underlying uncertainties regarding trade and growth. GDP for the first quarter was strong at 3.1 percent (affected positively by higher than normal inventory flows due to trade concerns). Corporate earnings growth for the first quarter 2019 was fairly flat after expectations had been for a strong decline. The consumer remained generally strong with 3.7 percent unemployment and strong spending, including home sales. The Fed has now indicated that they may lower interest rates if needed due to these cross currents.

Both equity and fixed income markets performed well during the quarter. However, Miles Capital is forecasting a slower growth environment ahead for the U.S. Risks continue to include trade, global growth, and geopolitical uncertainties.

Strategy & Market Drivers:

The Fed has changed their interest rate tone and posture twice so far during 2019. The original expectations for two interest rate increases in 2019 were changed in January when the Fed indicated they were “on pause” pending a review of financial conditions. Then in June the Fed indicated that they were concerned about the “cross currents” of trade and growth uncertainties in the economy, and indicated they would be accommodative in lowering rates if necessary. Interest rates across the curve decreased during the quarter by between 30 to 50 basis points. There have been some pockets of yield curve inversion - where longer maturity rates are lower than shorter maturity rates. The two year Treasury versus the ten year Treasury has not inverted, which has been a historical barometer for potential recession. Our forecast does not expect this to occur in the immediate future.

Outlook:

Historically, when the S&P 500 has gained 10 percent or more in the first quarter, as it did this year, stocks have endured an average pullback of about 9 percent at some point in the year before recovering later in the year. Despite the risk of a drawdown, the S&P 500 has historically risen an additional 6 percent following a 10 percent first quarter gain. Continued strong economic numbers and an accommodative Fed are all positives for equity markets. Risks that could potentially drive volatility include the geopolitical environment, the possibility of failed trade negotiations or proposal of additional tariffs, or unanticipated monetary policy moves.

Des Moines Area Regional Transit Authority

As of: June 30, 2019

Portfolio Appraisal

Cusip/Ticker	Quantity	Security Name	Rating	Coupon	Maturity	Purchase Cost		Market Value		% of Assets	Estimated Annual Income	Yield
						Average Cost	Total Cost	Price	Value			
Short Term Liquidity												
Cash/Cash Equivalents												
GO1XX	1,598	FEDERATED GOVT OBLI FD-IS	NR	2.280		1.00	1,598	1.00	1,598	0.0	36	2.29
SA0004000	5,200,356	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	NR	2.350		100.00	5,200,356	100.00	5,200,356	100.0	136,249	2.36
TOTAL Cash/Cash Equivalents							5,201,954		5,201,954	100.0	136,286	2.36
TOTAL PORTFOLIO							5,201,954		5,201,954			2.36
TOTAL ACCRUED INCOME									10,466			
TOTAL PORTFOLIO + ACCRUED INCOME									5,212,420			

Estimated Annual Yield (EAY) as shown is calculated using Yield to Maturity on Market Price (YTM) for fixed income securities and Current Yield for equity securities. Cost basis information should not be relied upon for tax purposes." DART Commission Agenda Packet - September 3, 2019

Des Moines Area Regional Transit Authority

As of: June 30, 2019

Portfolio Performance

TOTAL RETURN (%)	QTD	YTD	1-year	3-year	5-year	Since Inception*
(periods greater than 12 months annualized)						
Client Portfolio (Gross)	0.65	1.25	2.31	1.51	—	1.45
Client Portfolio (Net)	0.62	1.22	2.25	1.44	—	1.39

*Since Inception date: April 1, 2016

Des Moines Area Regional Transit Authority:

Periods greater than one year are annualized. Past performance is not indicative of future performance. All performance figures include dividends and income, but do not include management fees.

Des Moines Area Regional Transit Authority

As of: June 30, 2019

Account Activity Summary

Portfolio Value on 4/1/2019	\$2,769,831
Deposits/Withdrawals	\$2,400,200
Management Fees	(\$717)
Income	\$40,808
Appreciation	\$1,050
Change In Accrued Income	\$1,248
Portfolio Value on 6/30/2019	\$5,212,420

Purchases & Sales

Trade Date	Settle Date	Quantity	Security	Ticker	Unit Price	Amount	Gain Loss
Short Term Liquidity							
Purchase							
04/01/2019	04/01/2019	28	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$27.64	
04/01/2019	04/01/2019	5,918	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	SA0004000	\$100.00	\$5,917.87	
04/16/2019	04/16/2019	5,800,000	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$5,800,000.00	
04/17/2019	04/17/2019	5,800,000	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	SA0004000	\$100.00	\$5,800,000.00	
04/30/2019	04/30/2019	1,006,250	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$1,006,250.00	
05/01/2019	05/01/2019	9,660	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	SA0004000	\$100.00	\$9,660.49	
05/01/2019	05/01/2019	457	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$457.09	
05/28/2019	05/28/2019	20,500	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	SA0004000	\$100.00	\$20,500.00	
06/03/2019	06/03/2019	16,787	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	SA0004000	\$100.00	\$16,787.23	
06/03/2019	06/03/2019	1,708	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$1,707.84	
TOTAL Purchases						\$12,661,308.16	
Sell							
04/17/2019	04/17/2019	5,800,000	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$5,800,000.00	
04/25/2019	04/25/2019	83	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$83.33	
05/24/2019	05/24/2019	224	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$224.34	
05/28/2019	05/28/2019	1,000,000	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$1,000,000.00	
05/28/2019	05/28/2019	20,500	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$20,500.00	
06/11/2019	06/11/2019	1,500,000	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	SA0004000	\$100.00	\$1,500,000.00	
06/24/2019	06/24/2019	900,000	FIRST NATIONAL BANK OMAHA (ICS) - SAVINGS	SA0004000	\$100.00	\$900,000.00	

Des Moines Area Regional Transit Authority

As of: June 30, 2019

Purchases & Sales

Trade Date	Settle Date	Quantity	Security	Ticker	Unit Price	Amount	Gain Loss
06/25/2019	06/25/2019	210	FEDERATED GOVT OBLI FD-IS	GOIXX	\$1.00	\$209.59	
			TOTAL Sales			\$9,221,017.26	
Maturity							
04/30/2019	04/30/2019	1,000,000	US TREASURY N/B 912828ST8	912828ST8	\$100.00	\$1,000,000.00	
			TOTAL Maturities			\$1,000,000.00	

Des Moines Area Regional Transit Authority

As of: June 30, 2019

Disclosures:

The information provided in these reports is confidential and intended for existing client use only. All information contained herein is believed to be correct, but accuracy cannot be guaranteed and should not be relied upon for legal or tax reporting purposes. These reports are not intended for clients to use as a replacement for custodial statements, which should be considered the official record. Miles Capital encourages clients to compare and verify the information in this report with the custodial statement.

All expressions of opinion and predictions in this report are subject to change without notice. This report is not intended to be nor should it be relied upon in any way as a forecast or guarantee of future events regarding a particular investment or the markets in general. The information in this document derived from sources other than Miles Capital is believed to be accurate and is not independently verified nor guaranteed to be accurate or valid. If shown in this report, security and portfolio level analytics with respect to fixed income portfolios are derived opinions and market assumptions made by Miles Capital. Some of the assumptions with respect to fixed income portfolios and the underlying investments include, but are not limited to, expected levels of volatility, prepayment rates, default rates and recovery rates of certain assets held in the portfolio. Future market experience may differ from these opinions and assumptions.

Past performance is not a guarantee of future results. As with all strategies, there is a risk of loss of all or portion of the amount invested.

No chart, graph or formula can by itself determine which securities an investor should buy or sell.

Cost Basis in this statement reflects estimated unrealized or realized gains or losses for informational purposes only. Cost basis information is not verified by Miles Capital and should not be relied upon for legal or tax purposes. This statement should not be used for tax preparation without assistance from a tax consultant. Miles Capital does not report capital gains or losses for securities to the IRS.

Estimated Annual Income (EAI), when available, is used in this report to reflect the amount a client would earn on a security if its current position and related income remained consistent for a year. EAI reflects only the income generated by an investment. It does not reflect changes in its price, which may fluctuate.

Estimated Annual Yield (EAY), when available, is used in this report to reflect the current EAI divided by the current value of the security as of the statement closing date.

EAI and EAY are estimates and the actual income and yield may be lower or higher than the estimated amounts. The information used to derive these estimates is obtained from various outside vendors; Miles Capital is not responsible for estimated annual income and yields which are either missing or incorrect.



ACTION ITEM



7A: Heavy Duty Bus Purchase

Action: Approve the purchase of five (5) Heavy Duty Buses from Gillig, LLC. at a cost Not to Exceed \$2,350,000.

Staff Resource: Mike Tiedens, Procurement Manager

Background:

- The five (5) buses are replacements for 40 foot vehicles that have met their useful life and are due for replacement.
- The order of buses will be 30 feet in length.
- The Commission has recently directed staff to mix 30' buses into the fleet to take advantage of the flexibility that the shorter buses offer.
- Prior heavy duty bus purchases have been New Flyer models; New Flyer does not offer a 30 foot bus
- Useful life of the vehicles is twelve (12) years per the Federal Transit Administration (FTA).

Procurement:

- DART will be utilizing the State of Iowa, Department of Transportation contract for the purchase of the buses.
- To the highest degree possible, optional parts and specifications for the 30 foot Gillig buses will mirror all prior heavy duty buses purchased by DART. This is to ensure some uniformity for parts.
 - Estimated cost of bus = \$446,835
 - Total maximum cost per bus with contingency = \$470,000 per bus
 - Allows 5% contingency for make ready costs
- DART has reviewed the state's purchasing documentation and determined that the solicitation meets DART's procurement policies and Gillig, LLC. is a responsive and responsible bidder.

Funding:

- Funding will come from DART's capital improvement budget and the corresponding local match.

Recommendation:

- Approval of a purchase order with Gillig, LLC. for five (5) Heavy Duty Buses for the Amount Not to Exceed \$2,350,000.



ACTION ITEM



7B: Paratransit Service Area

Action: Approve the updated Bus Plus Service Area map

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

Background:

- Bus Plus is the local name for complementary paratransit service for persons unable to use the fixed route system as required by the Americans with Disabilities Act of 1990.
- The Federal Transit Administration defines the requirements of the ADA for transit providers to include such complementary paratransit service (49 CFR 37.131).
- By statute, complementary paratransit must provide a level of service that is comparable to that provided by the fixed route system.
- The current Bus Plus Service Area map was approved by the DART Commission in July 2018.

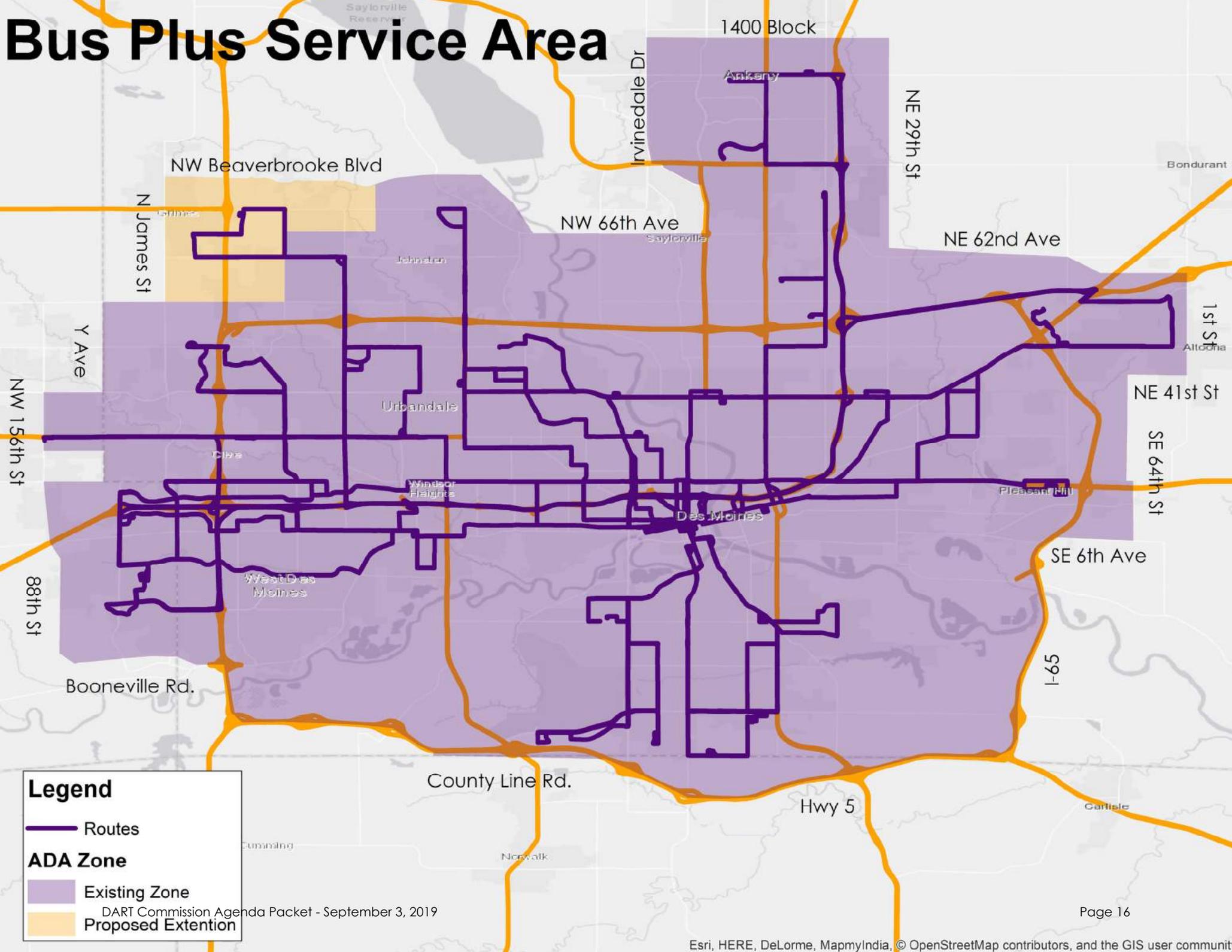
Proposed Change:

- As part of the October Service Change, Express Route 93 will be extended further into Johnston and Grimes to improve transit access to downtown Des Moines for local residents.
- Consistent with DART policies and federal guidelines, complementary paratransit service will also be made available within $\frac{3}{4}$ mile of the fixed-route extension. See the attached map.

Recommendation:

- Approve the updated Bus Plus Service Area map.

Bus Plus Service Area





ACTION ITEM



7C: June FY2019 Consolidated Financial Report

Action: Approve the June 2019 Consolidated Financial Report

Staff Resource: Amber Dakan, Finance Manager

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating revenue year to date is 8.5% below budget projections. Underbudget levels were driven by Cash Fares and Monthly Passes. Conversely, the categories Mobile Ticketing, Full Fare Tokens, Other Contracted Revenue, School Funding, and Advertising Revenue all exceeded the annual budget amount.
- Fixed Route Non-Operating revenue is higher than budget projections by 4.15%. This is resulting from higher performing interest income, higher than budgeted Miscellaneous Income and Federal Leasing Funds.
- Paratransit Operating revenue is under budget by 36.11%. Other Contracted Services trips account for the shortfall in revenue.
- Paratransit Non-Operating revenue is 2.89% under budget resulting from less eligible expenses reimbursable by 5310 federal funds.
- Rideshare revenues are 5.29% below budget. Rideshare revenue does cover the annual expenses for its division.

Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 1.38% above budget projections. Fuel and Insurance ended with savings which aids in offsetting unanticipated expenses in other areas such as Loss on Disposition of Fixed Assets, FEMA Related Expenses, and Repairs to Buildings & Grounds.
- Paratransit Budget Summary – Operating expenses are 12.76% under budget. Salaries, Wages, and Fringes, Fuel & Lubricants, and Local Match are ending with the largest savings.
- Rideshare Budget Summary – Rideshare has a budget savings of 7.63% at year end. Salaries, Wages, and Fringes and Insurance Expense are the primary categories with savings.

Recommendation:

- Approve the June 2019 Consolidated Financial Report.

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

Fixed Route	\$	92,357	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	(214,952)	\$249,465.92
Rideshare	\$	<u>20,040</u>	
Total	\$	(102,556)	

FY2019 Financials:

June 2019

FIXED ROUTE	June 2019			Year-To-Date-(12) Months Ending 06/30/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	376,499	470,500	(94,001)	5,164,261	5,646,000	(481,739)
Non-Operating Revenue	2,443,666	1,952,302	491,364	24,399,600	23,427,627	971,973
Subtotal	2,820,166	2,422,802	397,363	29,563,861	29,073,627	490,234
Operating Expenses	2,729,686	2,409,538	(320,148)	29,312,336	28,914,459	(397,877)
Gain/(Loss)	90,480	13,264	77,216	251,525	159,168	92,357

PARATRANSIT	June 2019			Year-To-Date-(12) Months Ending 06/30/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	81,342	133,333	(51,991)	1,022,233	1,600,000	(577,767)
Non-Operating Revenue	122,770	133,872	(11,102)	1,560,055	1,606,461	(46,406)
Subtotal	204,112	267,205	(63,093)	2,582,288	3,206,461	(624,173)
Operating Expenses	145,491	267,205	121,714	2,797,240	3,206,461	409,221
Gain/(Loss)	58,621	-	58,621	(214,952)	-	(214,952)

RIDESHARE	June 2019			Year-To-Date-(12) Months Ending 06/30/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	65,800	71,283	(5,484)	810,167	855,400	(45,233)
Non-Operating Revenue	-	-	-	-	-	-
Subtotal	65,800	71,283	(5,484)	810,167	855,400	(45,233)
Operating Expenses	66,923	71,283	4,360	790,127	855,400	65,273
Gain/(Loss)	(1,123)	-	(1,123)	20,040	-	20,040

Summary	June 2019			Year-To-Date-(12) Months Ending 06/30/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	523,641	675,117	(151,476)	6,996,661	8,101,400	(1,104,739)
Non-Operating Revenue	2,566,436	2,086,174	480,262	25,959,655	25,034,088	925,567
Subtotal	3,090,077	2,761,291	328,787	32,956,316	33,135,488	(179,172)
Operating Expenses	2,942,100	2,748,027	(194,073)	32,899,704	32,976,320	76,616
Gain/(Loss)	147,977	13,264	134,713	56,612	159,168	(102,556)



ACTION ITEM



7D: July FY2020 Consolidated Financial Report

Action: Approve the July 2019 Consolidated Financial Report

Staff Resource: Amber Dakan, Finance Manager

Year-to-Date Budget Highlights:

Revenue:

- Fixed Route Operating revenue year to date is 31.8% ahead of budget projections. D-Line Funding under Other Contracted Services, DMACC's Unlimited Access partnership and higher than forecasted Mobile Ticketing revenue are the three drivers.
- Fixed Route Non-Operating revenue is under budget by 5.07%. This is primarily a timing issue on grant funding.
- Paratransit Operating revenue is under budget by 19.1%. Other Contracted Services trips account for the shortfall in revenue. The exit of MCO broker United Healthcare and entrance of Iowa Total Care has caused new disruption to the Paratransit division. Staff anticipates a leveling of trips by the end of first quarter.
- Paratransit Non-Operating revenue is .72% under budget resulting from grant fund timing.
- Rideshare revenues are 21.2% below budget. Rideshare's revenue budget has increased 9% from prior year in anticipation of continued partnership growth. Currently, Rideshare continues to cover the year to date expenses.

Operating Expense:

- Fixed Route Budget Summary – Operating expenses are 6.28% below budget projections. Many categories are seeing savings this early in the year.
- Paratransit Budget Summary – Operating expenses are 14.1% under budget. Many categories are seeing savings this early in the year
- Rideshare Budget Summary – Rideshare has a budget savings of 24.2% year to date. All but the Local Match category is seeing savings in the first month.

Recommendation:

- Approve the July 2019 Consolidated Financial Report.

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

Fixed Route	\$	204,979	Reserve for Accidents (See Balance Sheet):
Paratransit	\$	16,333	\$223,088.07
Rideshare	\$	<u>3,483</u>	
Total	\$	224,796	

FY2020 Financials:

July 2019

FIXED ROUTE	July 2019			Year-To-Date-(1) Months Ending 07/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	621,330	471,419	149,910	621,330	471,419	149,910
Non-Operating Revenue	2,009,413	2,116,809	(107,396)	2,009,413	2,116,809	(107,396)
Subtotal	2,630,743	2,588,229	42,515	2,630,743	2,588,229	42,515
Operating Expenses	2,423,555	2,586,020	162,465	2,423,555	2,586,020	162,465
Gain/(Loss)	207,188	2,208	204,979	207,188	2,208	204,979

PARATRANSIT	July 2019			Year-To-Date-(1) Months Ending 07/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	87,849	108,583	(20,735)	87,849	108,583	(20,735)
Non-Operating Revenue	160,747	161,913	(1,167)	160,747	161,913	(1,167)
Subtotal	248,595	270,497	(21,901)	248,595	270,497	(21,901)
Operating Expenses	232,262	270,497	38,235	232,262	270,497	38,235
Gain/(Loss)	16,333	-	16,333	16,333	-	16,333

RIDESHARE	July 2019			Year-To-Date-(1) Months Ending 07/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	61,411	77,958	(16,548)	61,411	77,958	(16,548)
Non-Operating Revenue	1,200	-	1,200	1,200	-	1,200
Subtotal	62,611	77,958	(15,348)	62,611	77,958	(15,348)
Operating Expenses	59,128	77,958	18,831	59,128	77,958	18,831
Gain/(Loss)	3,483	-	3,483	3,483	-	3,483

Summary	July 2019			Year-To-Date-(1) Months Ending 07/31/2019		
	Actual	Budgeted	Variance	Actual	Budgeted	Variance
Operating Revenue	770,589	657,961	112,628	770,589	657,961	112,628
Non-Operating Revenue	2,171,360	2,278,722	(107,362)	2,171,360	2,278,722	(107,362)
Subtotal	2,941,949	2,936,683	5,265	2,941,949	2,936,683	5,265
Operating Expenses	2,714,945	2,934,475	219,530	2,714,945	2,934,475	219,530
Gain/(Loss)	227,004	2,208	224,796	227,004	2,208	224,796



DISCUSSION ITEM



8A: E-Scooters

Staff Resource: Luis Montoya, Planning and Development Manager

- Staff will provide an update on DART's involvement in discussions about how to structure a system to allow shared electric scooters (e-scooters) to operate locally in a way that fosters innovation while protecting public interests.



DISCUSSION ITEM



8B: Grant Funding Overview

Staff Resource: *Jamie Schug, Chief Financial Officer*

- Staff will provide an overview of DART's grant funding structure including the funding agencies involved, types of opportunities available, and the role grant funding plays in the capital improvement plan.



DISCUSSION ITEM



8C: Fundraising Feasibility Study

Staff Resource: Matt Harris, Business and Community Partnerships Manager

- Matt Harris will provide an update on a Fundraising Feasibility Study being conducted by the consulting firm Amperage Fundraising and Marketing that will identify potential fundraising opportunities for art shelters and other DART programs.



DISCUSSION ITEM



8D: Literacy and Library Partnerships

Staff Resource: Amanda Wanke, Chief External Affairs Officer

- Staff will provide an update on several partnerships supporting and raising awareness of both literacy and transit, including:
 - Sponsorship of United Way's Read to Succeed Program;
 - A partnership with Des Moines Public Libraries; and
 - Community story hours featuring the book *Last Stop on Market Street*.



DISCUSSION ITEM



8E: Commission Planning

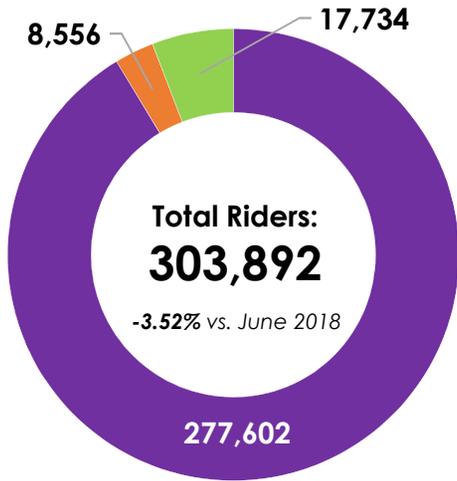
Staff Resource: Elizabeth Presutti, Chief Executive Officer

- An update on planning efforts related to the DART Commission will be provided at the meeting.



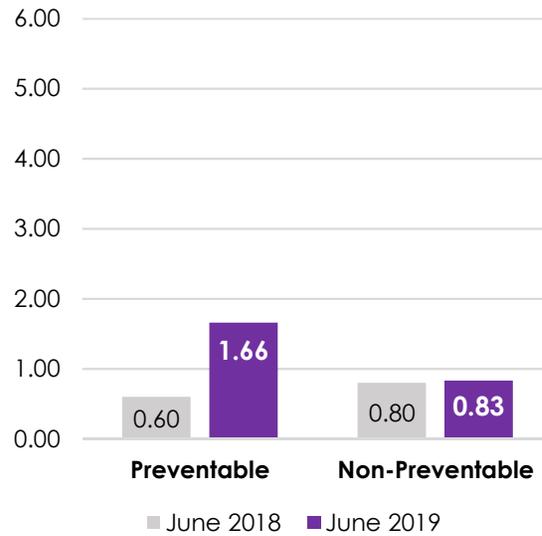
Preliminary Performance Summary – June 2019

Ridership

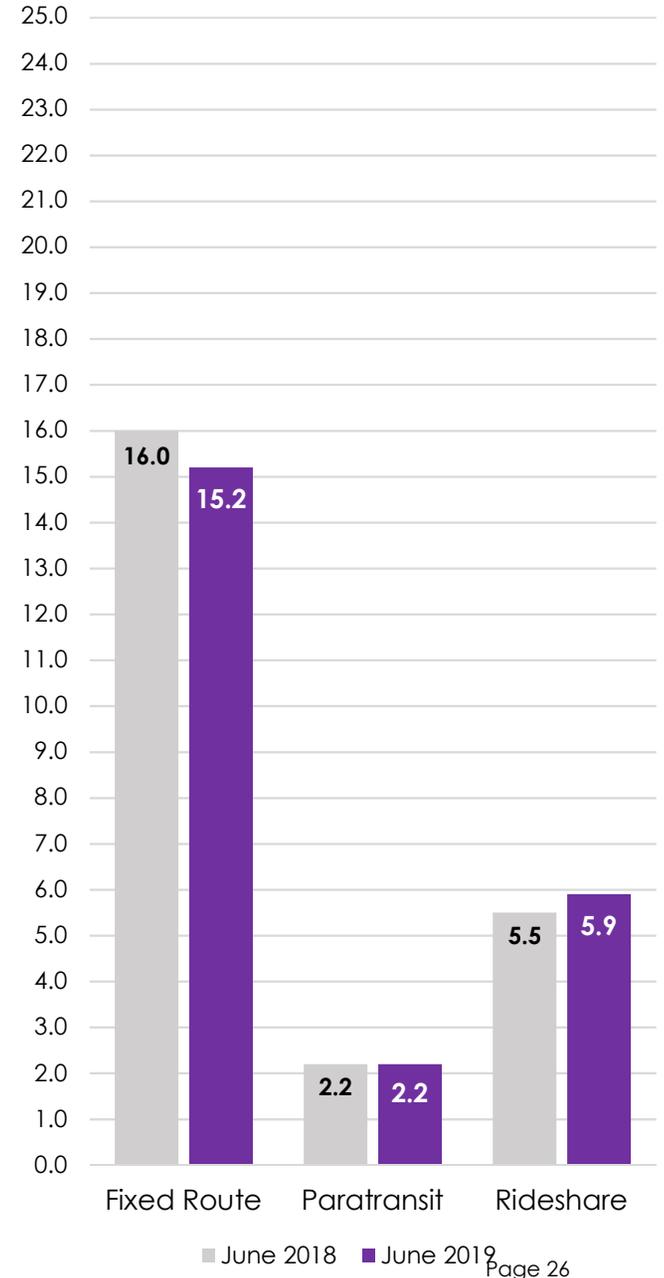


■ Fixed Route ■ Paratransit ■ Rideshare

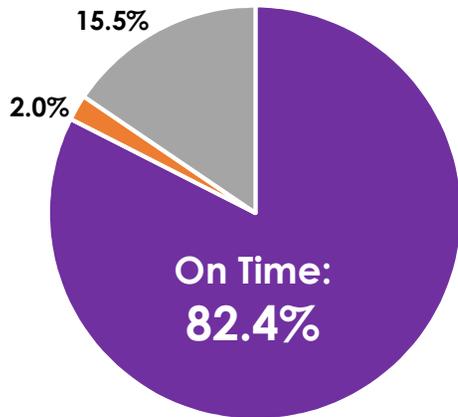
Accidents / 100K Miles



Passengers Per Revenue Hour

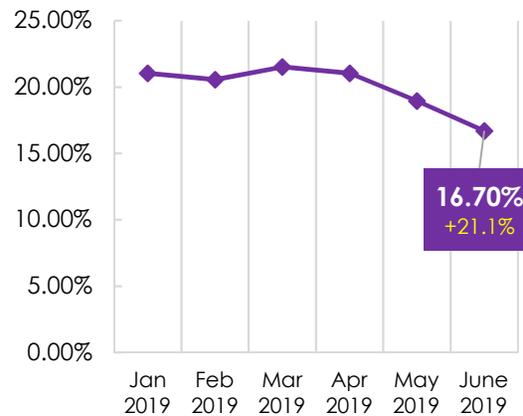


On Time Performance



■ On Time ■ Early ■ Late

Cost Recovery Ratio*



*June 2019 potentially subject to additional fiscal year-end adjustments

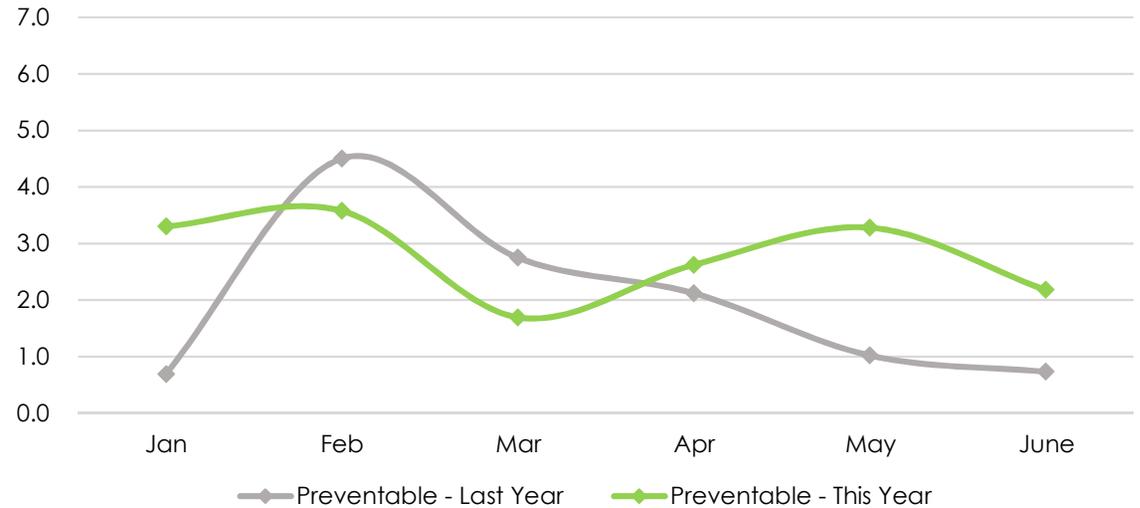


Safety Performance – June 2019

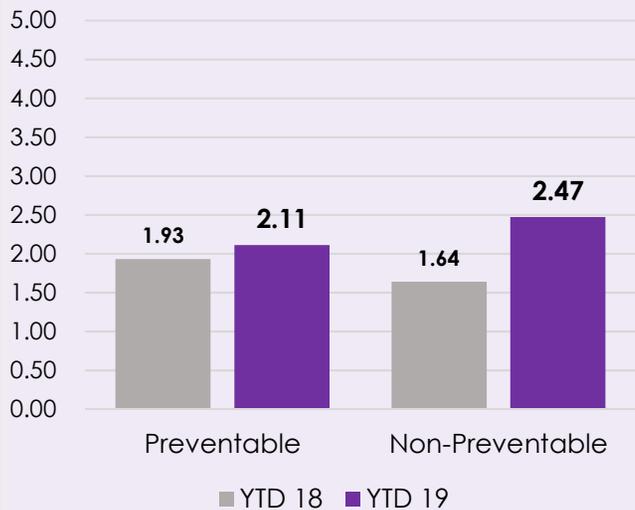
Preventable Accident Report June 2019

	Accidents	Per 100,000 Miles
Jan 2019	11	2.15
Feb 2019	11	2.28
Mar 2019	9	1.73
Apr 2019	9	1.60
May 2019	13	2.42
June 2019	8	1.66
YTD 2019	98	1.56
YTD 2018	86	1.39
YTD Change	+12	+12.43%

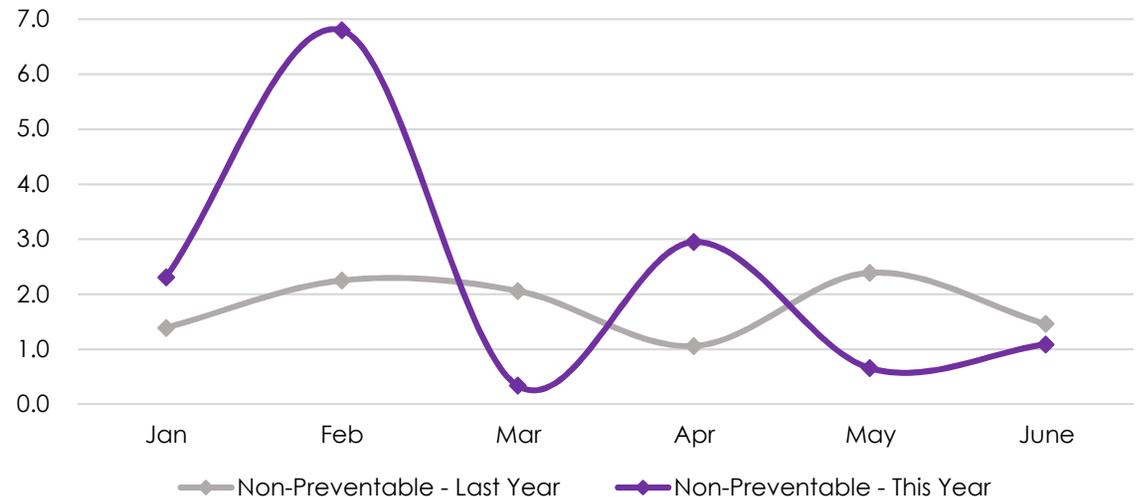
Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



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



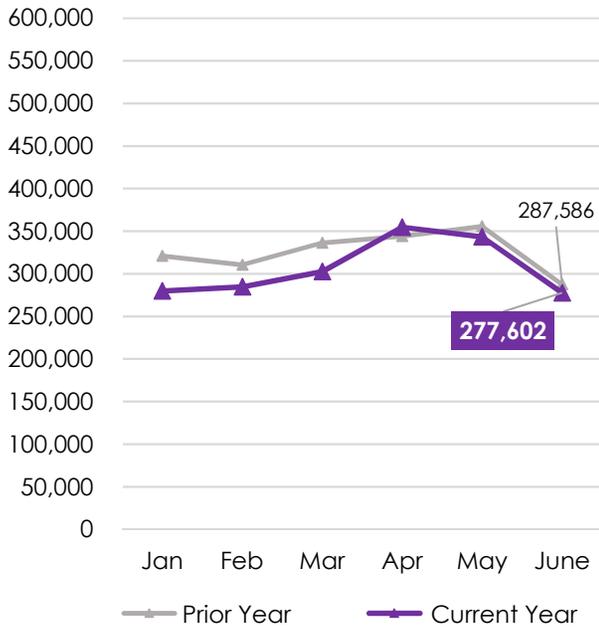
Non-Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



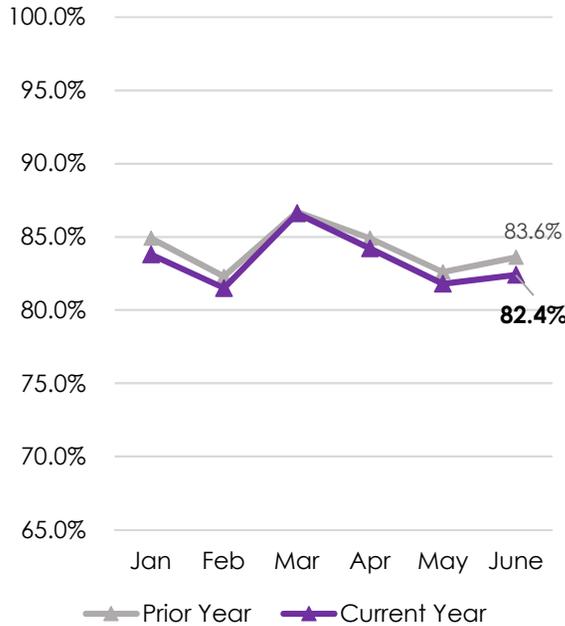


Fixed Route Performance – June 2019

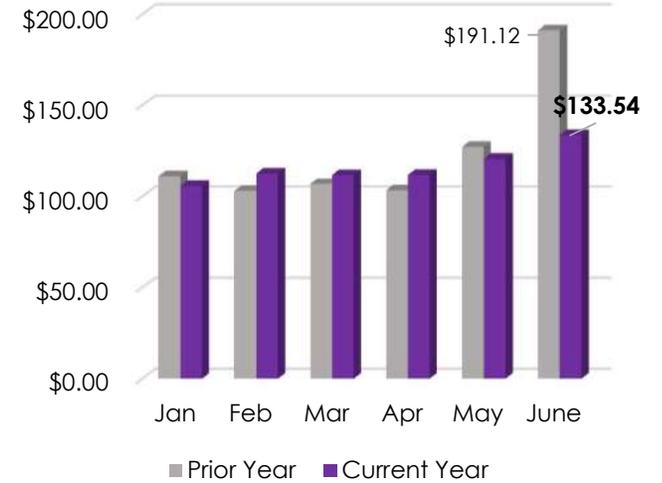
Total Ridership



On Time Performance



Operating Cost Per Revenue Hour*

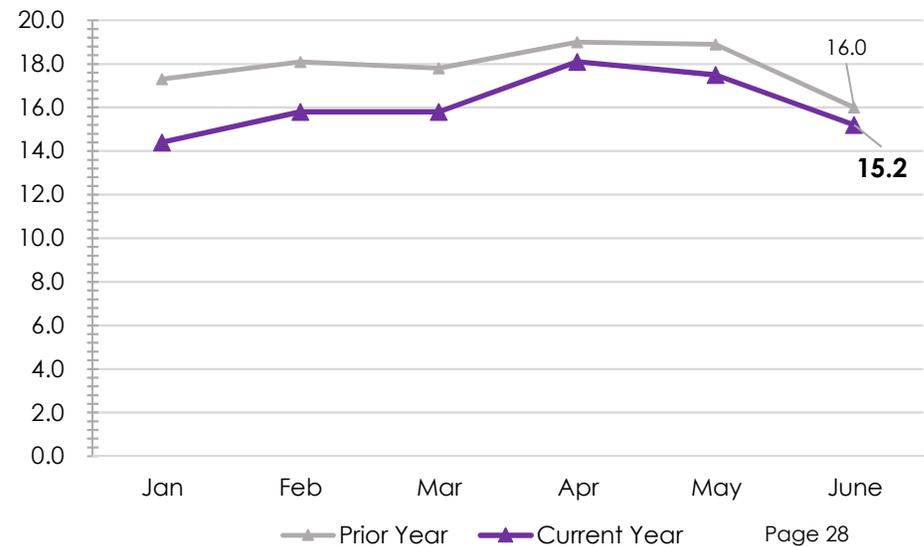


*June 2019 potentially subject to additional fiscal year-end adjustments

YTD Report – Fixed Route

Metrics	FY18	FY19	% Change
Customer Service			
On Time Performance	82.46%	81.58%	-1.07%
Complaints p/100K Cust.	13.95	17.59	26.06%
Roadcalls p/100K Miles	22.07	15.38	-30.29%
Passengers Per Revenue Hour	18.9	17.6	-7.00%
Financial*			
Cost Per Revenue Hour	\$114.59	\$115.07	0.42%
Ridership			
Fixed Route Ridership	4,186,407	4,068,993	-2.80%

Passengers Per Revenue Hour



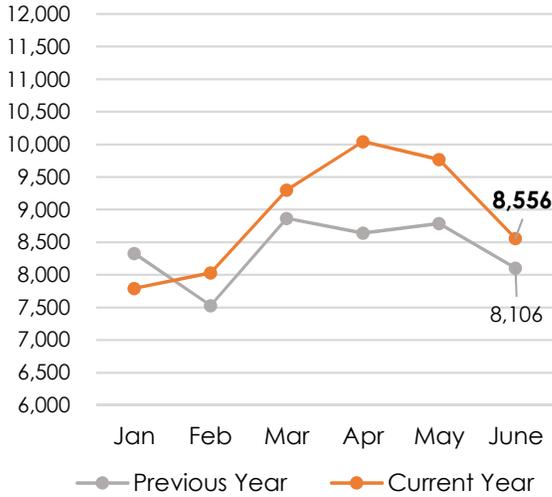
*June 2019 DART Daily Service Agreement Package is subject to year-end adjustments



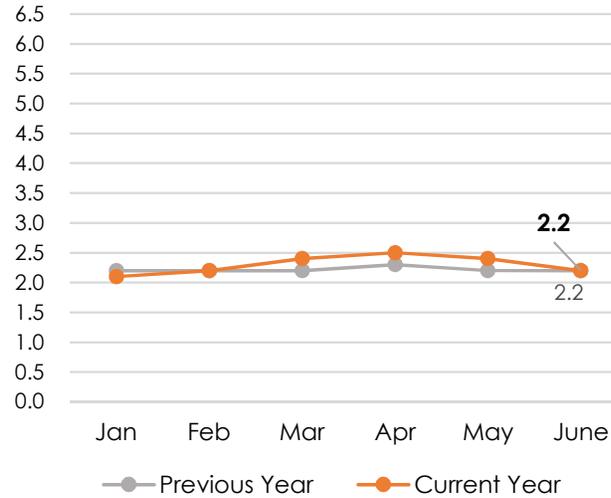
Paratransit & Rideshare Performance – June 2019

Paratransit

Total Ridership



Passengers Per Revenue Hour

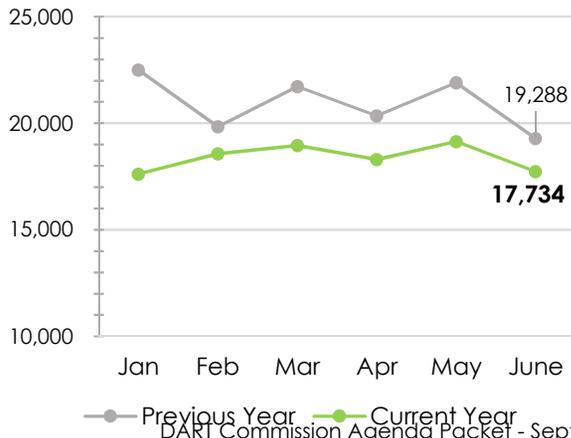


YTD Report	FY18	FY19	% Change
Customer Service			
On Time Performance	83.62%	84.47 %	1.01%
Complaints p/100K Cust.	103.24	132.60	28.44%
Roadcalls p/100K Miles	7.53	4.48	-40.45%
Passengers Per Revenue Hour	2.3	2.2	-3.29%
Financial*			
Operating Cost Per Run	\$421.18	\$394.33	-6.37%
Ridership			
Total Passengers	102,672	103,319	0.63%

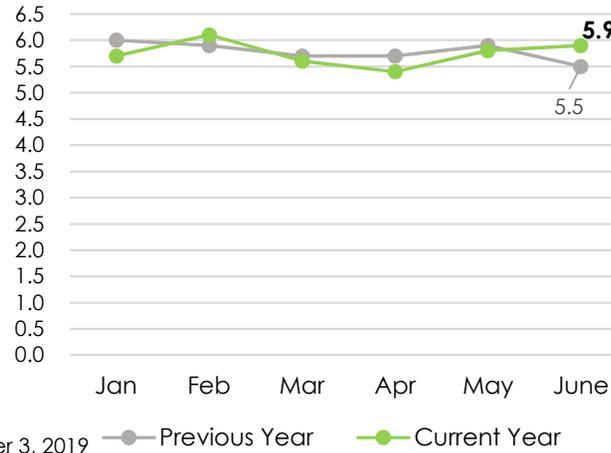
*June 2019 potentially subject to additional fiscal year-end adjustments

Rideshare

Total Ridership



Passengers Per Revenue Hour



YTD Report	FY18	FY19	% Change
Customer Service			
Passengers Per Revenue Hour	5.7	5.7	1.08%
Financial*			
Operating Cost Per Passenger	\$6.13	\$6.14	0.16%
Ridership			
Total Passengers	235,716	222,627	-5.55%

*June 2019 potentially subject to additional fiscal year-end adjustments



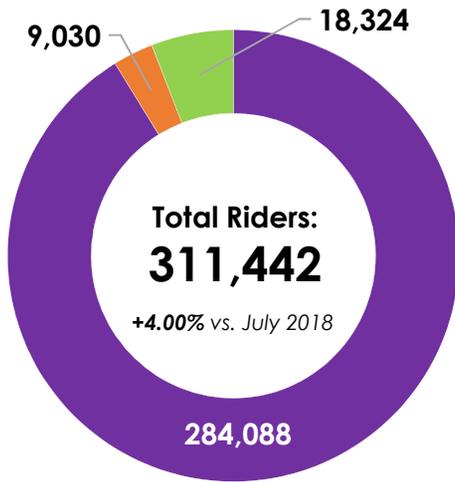
Detailed Ridership Report – June 2019

	19-Mar	19-Apr	19-May	19-Jun	18-Jun	Jun % Change FY19	FY19 Jun YTD	FY18 Jun YTD	YTD % Change FY19
Fixed Route	302,662	354,719	343,386	277,602	287,586	-3.47%	4,068,993	4,186,407	-2.80%
1. Local									
#1 - Fairgrounds	13,823	16,331	15,879	11,307	14,000	-19.24%	413,595	438,395	-5.66%
#3 - University	30,005	33,542	32,287	32,505	29,729	9.34%	372,809	360,023	3.55%
#4 - E. 14th	15,428	17,982	17,182	17,671	17,047	3.66%	190,001	189,173	0.44%
#5 - Franklin Ave/Johnston	8,398	10,944	10,283	7,000	8,448	-17.14%	112,053	114,204	-1.88%
#6 - Indianola	24,162	29,322	28,475	20,817	20,393	2.08%	309,561	323,753	-4.38%
#7 - SW 9th St	32,888	37,634	36,712	26,458	25,704	2.93%	388,403	397,864	-2.38%
#8 - Fleur Dr	3,136	4,205	3,630	1,497	2,057	-27.22%	44,704	54,888	-18.55%
#10 - East University	2,607	3,262	3,145	2,345	2,429	-3.46%	34,301	36,561	-6.18%
#11 - Ingersoll/Valley Junction	1,843	1,878	1,990	1,610	2,017	-20.18%	22,722	21,370	6.33%
#13 - Evergreen	4,542	6,318	5,633	582	548	6.20%	59,812	71,035	-15.80%
#14 - Beaver Ave	15,273	19,546	19,275	11,372	15,163	-25.00%	204,721	231,315	-11.50%
#15 - 6th Ave	20,895	26,308	25,630	17,438	17,707	-1.52%	282,073	281,223	0.30%
#16 - Douglas Ave	30,110	34,920	33,045	28,832	30,560	-5.65%	385,602	405,567	-4.92%
#17 - Hubbell Ave/Altoona	20,077	23,462	23,636	21,660	24,711	-12.35%	269,519	280,491	-3.91%
#50 - Euclid	4,386	5,209	5,327	4,808	0	100.00%	44,499	0	100.00%
#52 - Valley West/Jordan Creek	12,368	12,597	12,296	12,808	12,887	-0.61%	150,899	162,186	-6.96%
#60 - Ingersoll/University	29,118	33,847	32,273	25,390	28,590	-11.19%	360,617	381,355	-5.44%
2. Shuttle									
Hy-Vee Shuttle	0	0	0	0	0	0.00%	1,560	0	100.00%
D-Line	13,233	14,492	14,912	13,704	15,000	-8.64%	166,019	170,018	-2.35%
Link Shuttle	591	1,708	1,376	913	439	107.97%	8,064	6,894	16.97%
3. Express									
#91 - Merle	0	0	0	0	0	0.00%	0	3,501	-100.00%
#92 - Hickman	2,250	2,525	2,423	2,019	2,292	-11.91%	27,965	27,867	0.35%
#93 - NW 86th	2,721	3,043	2,783	2,626	2,601	0.96%	33,351	32,681	2.05%
#94 - Westtown	684	682	692	797	931	-14.39%	10,386	11,928	-12.93%
#95 - Vista	1,069	1,219	1,197	852	1,036	-17.76%	12,604	12,218	3.16%
#96 - E.P. True	1,995	2,140	2,055	1,815	1,984	-8.52%	23,990	24,245	-1.05%
#98 - Ankeny	5,660	6,030	5,526	5,260	6,027	-12.73%	71,816	77,248	-7.03%
#99 - Altoona	1,178	1,348	1,326	1,117	1,229	-9.11%	15,478	16,702	-7.33%
4. Flex									
#72 - West Des Moines/Clive	3,259	3,229	3,490	3,491	3,163	10.37%	39,773	41,072	-3.16%
#73 - Urbandale/Windsor Heights	190	194	170	149	153	-2.61%	2,119	2,278	-6.98%
#74 - NW Urbandale	515	573	538	519	453	14.57%	7,253	6,836	6.10%
5. On Call									
Deer Ridge	17	6	7	14	30	-53.33%	148	211	-29.86%
Ankeny	102	91	71	76	107	-28.97%	1,093	1,235	-11.50%
Johnston/Grimes	137	129	120	132	109	21.10%	1,426	1,606	-11.21%
Regional	2	3	2	18	42	-57.14%	76	464	-83.62%
Paratransit	9,300	10,044	9,770	8,556	8,106	5.55%	103,319	102,672	0.63%
Medicaid	1,095	1,210	1,243	1,110	1,274	-12.87%	14,316	25,921	-44.77%
ADA BusPlus	4,873	5,057	4,994	4,488	3,896	15.20%	53,771	40,961	31.27%
Rideshare	18,958	18,200	19,141	17,734	19,288	-8.06%	222,627	235,716	-5.55%
Total Ridership	330,915	383,063	372,297	303,892	314,980	-3.52%	4,394,939	4,524,795	-2.87%



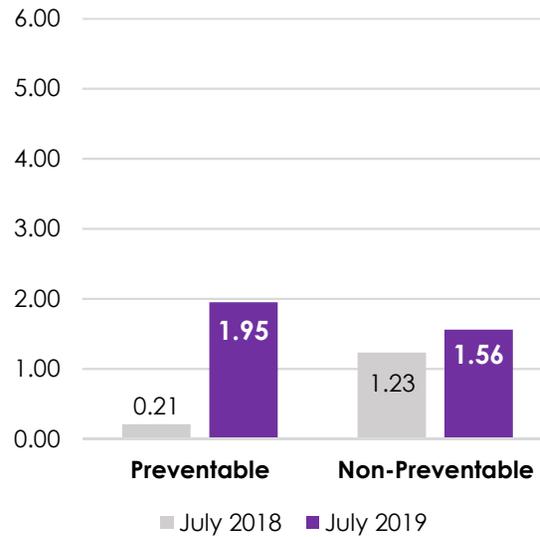
Performance Summary – July 2019

Ridership

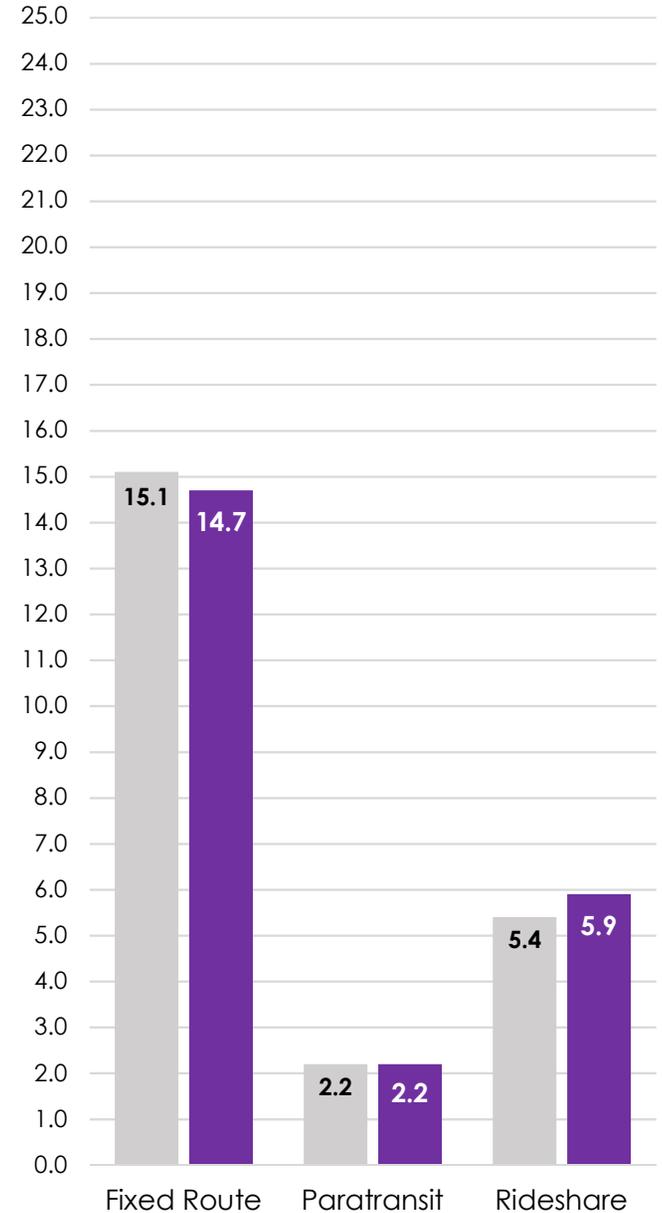


■ Fixed Route ■ Paratransit ■ Rideshare

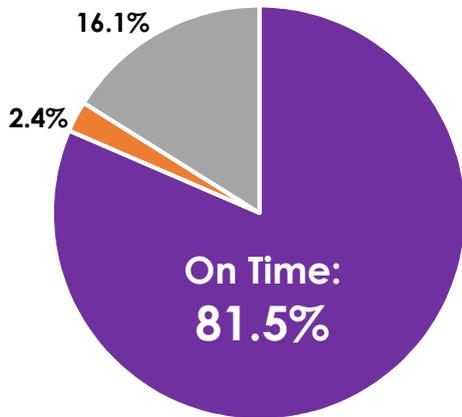
Accidents / 100K Miles



Passengers Per Revenue Hour

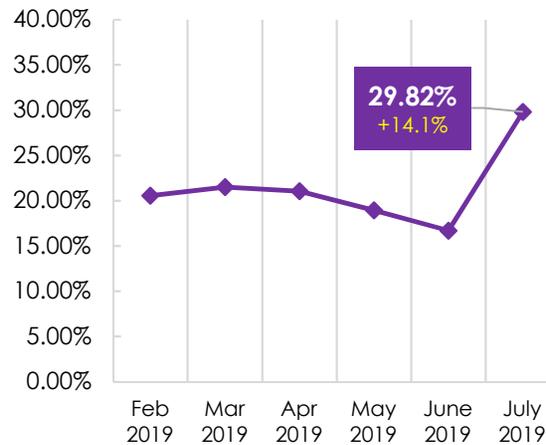


On Time Performance



■ On Time ■ Early ■ Late

Cost Recovery Ratio*



*June 2019 potentially subject to additional fiscal year-end adjustments

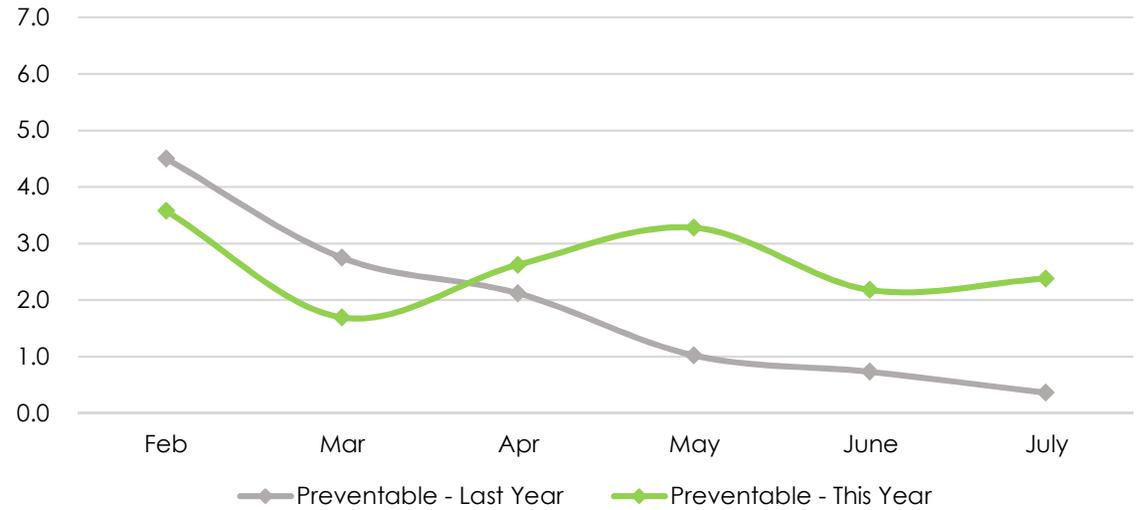


Safety Performance – July 2019

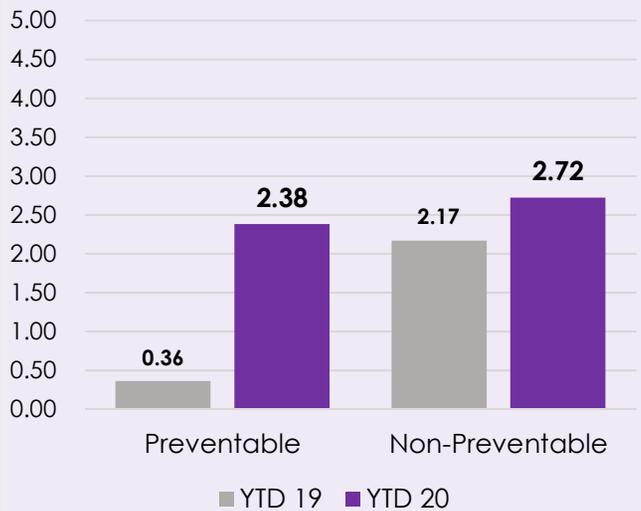
Preventable Accident Report July 2019

	Accidents	Per 100,000 Miles
Feb 2019	11	2.28
Mar 2019	9	1.73
Apr 2019	9	1.60
May 2019	13	2.42
June 2019	8	1.66
July 2019	10	1.95
YTD 2020	10	1.95
YTD 2019	1	0.21
YTD Change	+9	+829%

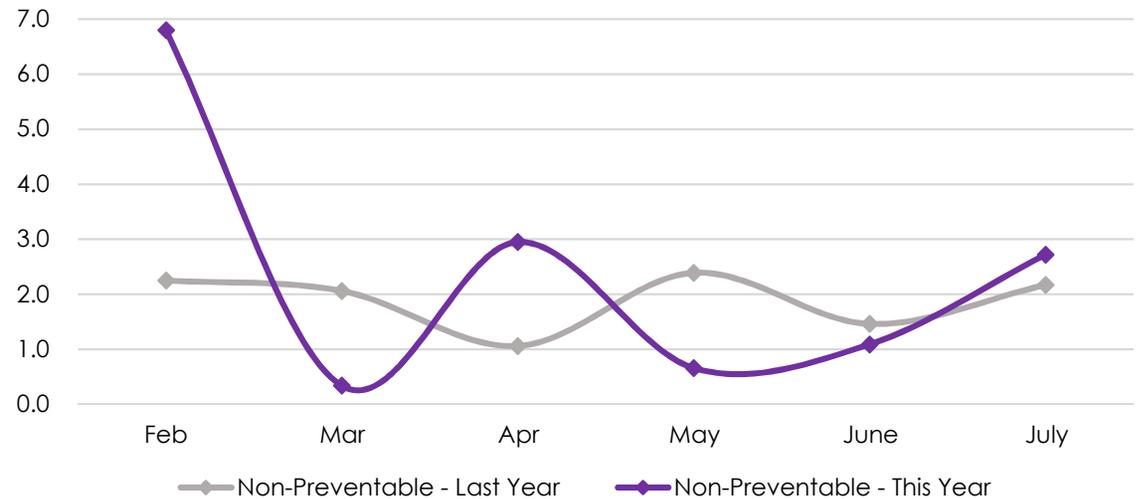
Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



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



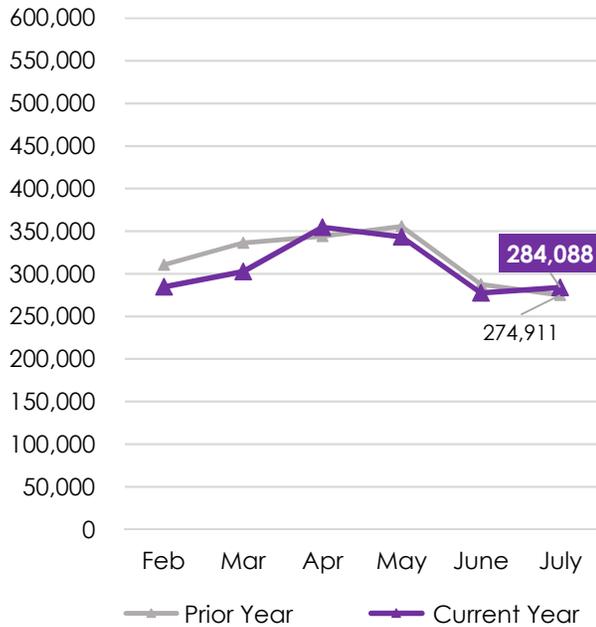
Non-Preventable Accidents Per 100,000 Miles Last Six Months - Fixed Route



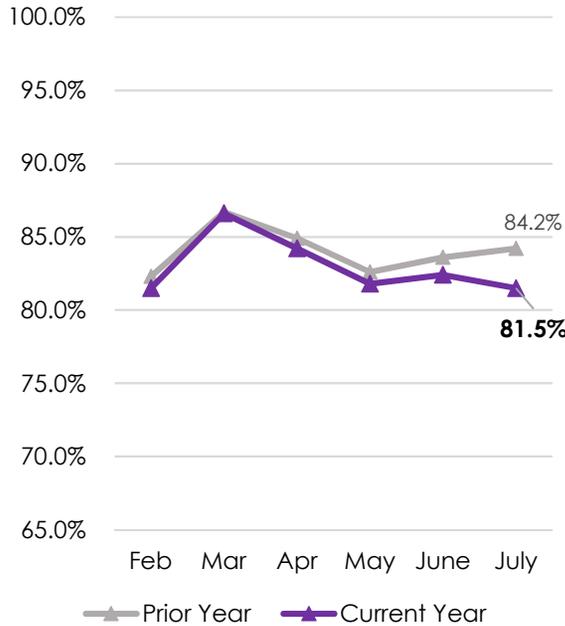


Fixed Route Performance – July 2019

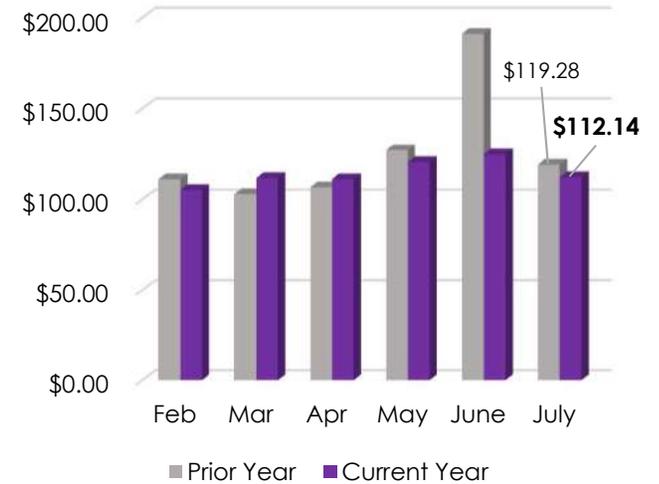
Total Ridership



On Time Performance



Operating Cost Per Revenue Hour*

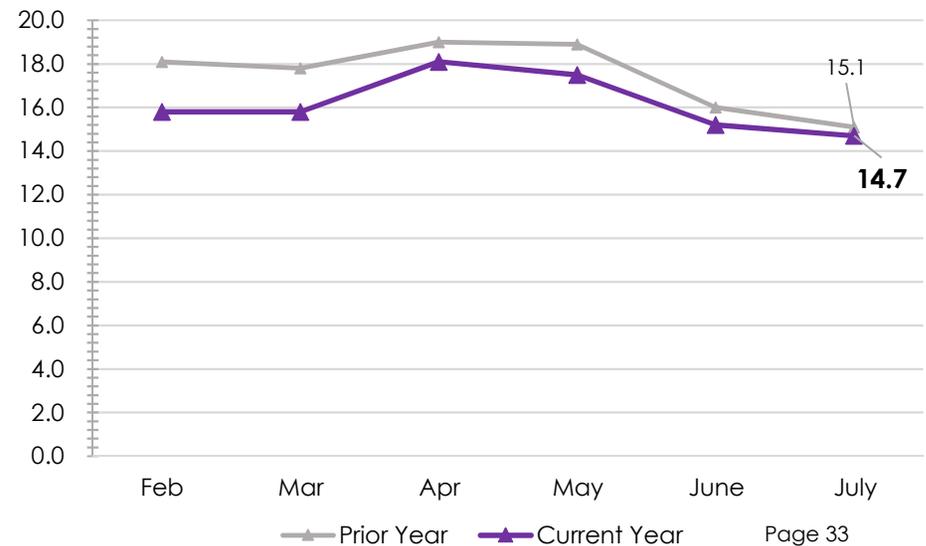


*June 2019 potentially subject to additional fiscal year-end adjustments

YTD Report – Fixed Route

Metrics	FY19	FY20	% Change
Customer Service			
On Time Performance	84.2%	81.5%	-3.21%
Complaints p/100K Cust.	16.01	13.73	-14.23%
Roadcalls p/100K Miles	13.01	16.32	25.42%
Passengers Per Revenue Hour	15.1	14.7	-3.15%
Financial			
Cost Per Revenue Hour	\$119.28	\$112.14	-5.99%
Ridership			
Fixed Route Ridership	274,911	284,088	3.34%

Passengers Per Revenue Hour

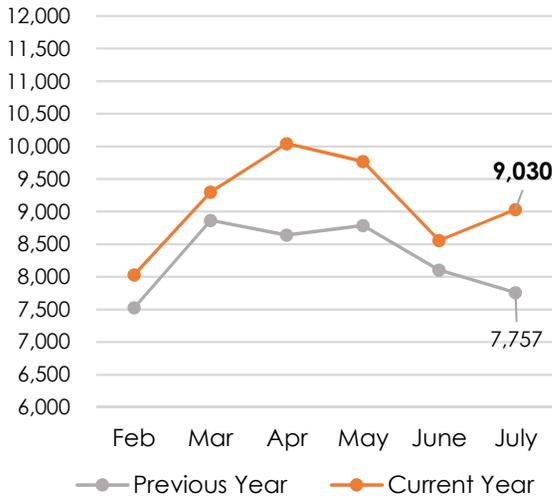




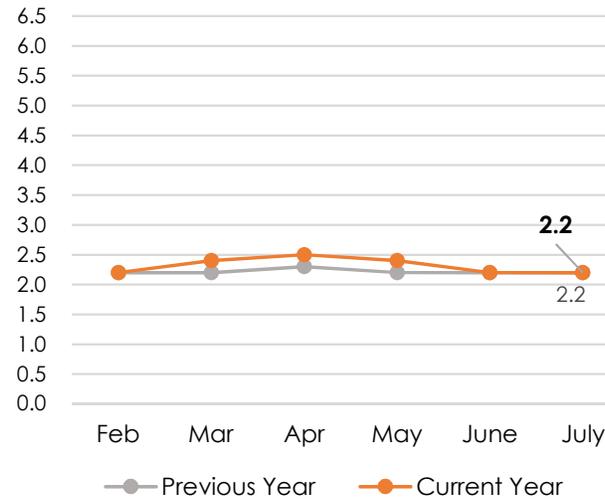
Paratransit & Rideshare Performance – July 2019

Paratransit

Total Ridership



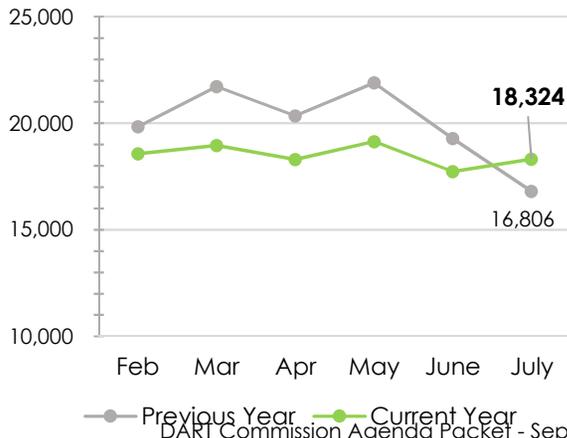
Passengers Per Revenue Hour



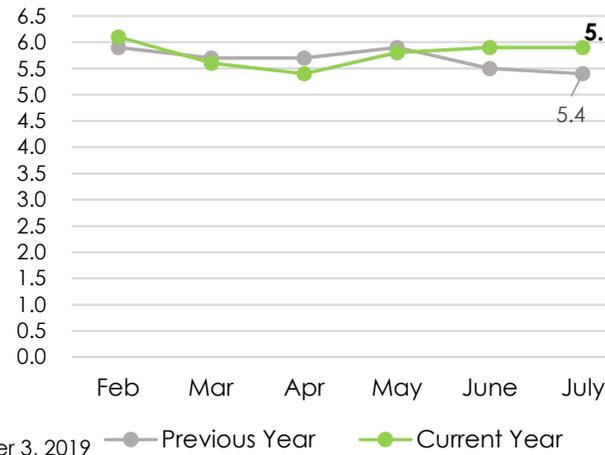
YTD Report	FY19	FY20	% Change
Customer Service			
On Time Performance	86.83%	89.68%	3.28%
Complaints p/100K Cust.	77.35	166.11	114.76%
Roadcalls p/100K Miles	3.04	1.31	-56.84%
Passengers Per Revenue Hour	2.2	2.2	1.21%
Financial			
Operating Cost Per Run	\$359.46	\$339.27	-5.62%
Ridership			
Total Passengers	7,757	9,030	16.41%

Rideshare

Total Ridership



Passengers Per Revenue Hour



YTD Report	FY19	FY20	% Change
Customer Service			
Passengers Per Revenue Hour	5.4	5.9	8.70%
Financial			
Operating Cost Per Passenger	\$5.42	\$5.04	-7.01%
Ridership			
Total Passengers	16,806	18,324	9.03%



Detailed Ridership Report – July 2019

	19-Apr	19-May	19-Jun	19-Jul	18-Jul	Jul % Change FY19	FY20 Jul YTD	FY19 Jul YTD	YTD % Change FY20
Fixed Route	354,719	343,386	277,602	284,088	274,911	3.34%	284,088	274,911	3.34%
1. Local									
#1 - Fairgrounds	16,331	15,879	11,307	11,956	12,913	-7.41%	11,956	12,913	-7.41%
#3 - University	33,542	32,287	32,505	33,149	28,474	16.42%	33,149	28,474	16.42%
#4 - E. 14th	17,982	17,182	17,671	16,460	15,590	5.58%	16,460	15,590	5.58%
#5 - Franklin Ave/Johnston	10,944	10,283	7,000	7,737	9,131	-15.27%	7,737	9,131	-15.27%
#6 - Indianola	29,322	28,475	20,817	21,297	19,985	6.56%	21,297	19,985	6.56%
#7 - SW 9th St	37,634	36,712	26,458	25,442	22,306	14.06%	25,442	22,306	14.06%
#8 - Fleur Dr	4,205	3,630	1,497	1,603	1,908	-15.99%	1,603	1,908	-15.99%
#10 - East University	3,262	3,145	2,345	2,833	2,474	14.51%	2,833	2,474	14.51%
#11 - Ingersoll/Valley Junction	1,878	1,990	1,610	1,847	1,861	-0.75%	1,847	1,861	-0.75%
#13 - Evergreen	6,318	5,633	582	707	583	21.27%	707	583	21.27%
#14 - Beaver Ave	19,546	19,275	11,372	12,296	13,480	-8.78%	12,296	13,480	-8.78%
#15 - 6th Ave	26,308	25,630	17,438	16,544	16,821	-1.65%	16,544	16,821	-1.65%
#16 - Douglas Ave	34,920	33,045	28,832	28,716	29,827	-3.72%	28,716	29,827	-3.72%
#17 - Hubbell Ave/Altoona	23,462	23,636	21,660	20,757	23,851	-12.97%	20,757	23,851	-12.97%
#50 - Euclid	5,209	5,327	4,808	5,508	0	100.00%	5,508	0	100.00%
#52 - Valley West/Jordan Creek	12,597	12,296	12,808	12,787	12,744	0.34%	12,787	12,744	0.34%
#60 - Ingersoll/University	33,847	32,273	25,390	26,938	27,074	-0.50%	26,938	27,074	-0.50%
2. Shuttle									
Hy-Vee Shuttle	0	0	0	0	315	-100.00%	0	315	-100.00%
D-Line	14,492	14,912	13,704	16,850	14,898	13.10%	16,850	14,898	13.10%
Link Shuttle	1,708	1,376	913	861	311	176.85%	861	311	176.85%
3. Express									
#92 - Hickman	2,525	2,423	2,019	2,172	2,194	-1.00%	2,172	2,194	-1.00%
#93 - NW 86th	3,043	2,783	2,626	2,696	2,759	-2.28%	2,696	2,759	-2.28%
#94 - Westtown	682	692	797	997	939	6.18%	997	939	6.18%
#95 - Vista	1,219	1,197	852	892	1,042	-14.40%	892	1,042	-14.40%
#96 - E.P. True	2,140	2,055	1,815	1,822	1,914	-4.81%	1,822	1,914	-4.81%
#98 - Ankeny	6,030	5,526	5,260	5,227	5,961	-12.31%	5,227	5,961	-12.31%
#99 - Altoona	1,348	1,326	1,117	1,245	1,276	-2.43%	1,245	1,276	-2.43%
4. Flex									
#72 - West Des Moines/Clive	3,229	3,490	3,491	3,656	3,154	15.92%	3,656	3,154	15.92%
#73 - Urbandale/Windsor Heights	194	170	149	197	111	77.48%	197	111	77.48%
#74 - NW Urbandale	573	538	519	587	735	-20.14%	587	735	-20.14%
5. On Call									
Deer Ridge	6	7	14	16	23	-30.43%	16	23	-30.43%
Ankeny	91	71	76	105	96	9.38%	105	96	9.38%
Johnston/Grimes	129	120	132	146	129	13.18%	146	129	13.18%
Regional	3	2	18	42	32	31.25%	42	32	31.25%
Paratransit	10,044	9,770	8,556	9,030	7,757	16.41%	9,030	7,757	16.41%
Medicaid	1,210	1,243	1,110	1,163	1,233	-5.68%	1,163	1,233	-5.68%
ADA BusPlus	5,057	4,994	4,488	4,614	3,751	23.01%	4,614	3,751	23.01%
Rideshare	18,300	19,141	17,734	18,324	16,806	9.03%	18,324	16,806	9.03%
Total Ridership	332,209	332,209	303,892	311,442	299,474	4.00%	311,442	299,474	4.00%



MONTHLY REPORT



9A: Operations Team Report

Staff Resources: Fred Gilliam, Chief Operating Officer

2019 Iowa State Fair Service:

- From August 8 – August 18, DART successfully provided 253,217 rides as part of our State Fair Service. This represents a 9.6% increase over the 2018 service.

Location	FY19	FY20	Change
SE Polk	74,960	84,862	13.2%
Center Street	50,565	55,952	10.7%
State Capitol	105,460	112,403	6.6%
Total	230,984	253,217	9.6%

- This is the highest number of rides provided since DART began offering the Park & Ride service in 2006.
- We recognized our goals of Safety, Service and Schedule with increased ridership, very few complaints and no serious incidents.

DMPS First Day of School:

- Coinciding with the first day of school on August 23, 2019 DART once again provided transportation to thousands of students.
 - A change this year, all students can ride free with a valid ID after 4:30 p.m. on weekdays, rather than 4:00 pm. Students can still ride for free all-day when school is not in session as well as weekends and holidays.
 - Not all students received their student ID, last year's school ID's will be valid through the end of September.
 - Students not assigned to DART for school transportation can still ride DART to/from school by paying half fare.



9B: External Affairs Team Report

Staff Resources: Amanda Wanke, Chief External Affairs Officer

Marketing and Communications – Erin Hockman, Marketing and Communications Manager

- **DMPS Unlimited Access** – DART and DMPS worked together to ensure students and staff were aware of a change to students' access to DART. This year, students can ride DART free with their ID after 4:30 p.m. on weekdays instead of 4 p.m. This change allows DART to complete school trips before Unlimited Access service begins.
- **Service change communication** – Staff are in the process of creating new maps and schedules and developing rider communications to ensure riders understand the many changes taking effect Oct. 13.
- **DMACC Unlimited Access promotion** – Staff have been working with DMACC's marketing team to develop print and digital materials to promote DMACC's new benefit of Unlimited Access benefit to students, faculty and staff. DMACC and DART worked together on a full bus wrap that was used in a media event and tour of DMACC campuses on Aug. 28.
- **Des Moines Public Library campaign** – DART is partnering with the Des Moines Public Library to feature DART in its campaign promoting new library card sign-ups during September. The campaign features a resident listening to an e-book on DART. In addition, DART is offering all active Des Moines Public Library card holders free rides on DART September 22-28.
- **New mover campaign** - A new direct mail campaign began in August, targeting new residents living in high-density areas within a 2.5 mile radius of downtown. Every month a mailing will be sent to new residents who recently moved into the designated area. Each mailer includes a different promo code for individuals to access a free 31-day pass in the MyDART app.

HEY, NEIGHBOR!
ENJOY YOUR FREE 31-DAY DART LOCAL PASS

Dear Neighbor,
DART is all about getting you where you want to go, without always having to deal with the hassles and expenses that come with driving everywhere.
Do more downtown and around the metro, without having to worry about parking, tickets or whether you have enough change for the meter. Ride DART.

5 REASONS TO RIDE DART:

- 1 Avoid the hassle of parking
- 2 Save money on gas & parking
- 3 Easily access downtown shopping & restaurants
- 4 Stay connected with FREE Wi-Fi
- 5 Get real-time updates on bus arrivals & departures

HOW TO REDEEM

- 1 Download the MyDART app and then sign in or create an account
- 2 Visit the "Store" from the main navigation & select "Local" as the fare class
- 3 Under the products available, add the "31-Day Local Pass" to your cart
- 4 In checkout, enter your promo code from the card below

31 DAYS FREE
Download the MyDART app today

Download the MyDART app today

31 DAYS FREE
[First Name], ride for a month, on us, and see where DART can take you!

Promo Code: **D38BE1GH0R**
Offer must be redeemed by 9/30/19.

Complimentary rides for:
<First Last Name>
<FULL NAME>
<ADDRESS 1> <ADDRESS 2>
<CITY> <STATE> <ZIP>

dart
620 Cherry Street
Des Moines, IA 50309-4530

MAILING LABEL
MAILING LABEL

MONTHLY REPORT
9B: External Affairs



Marketing Analytics Report

Metric	Feb. 2019	March 2019	Apr. 2019	May 2019	June 2019	July 2019	July 2018	Year Prior
MyDART App Accounts	9,751	10,159	10,601	11,185	11,860	12,655	3,800	69.97%
Website Unique Visitors	21,215	24,141	26,806	29,681	38,115	38,745	35,799	6.47%
Facebook Likes	3,637	3,662	3,834	3,947	4,078	4,216	3,441	18.51%
Twitter Followers	2,181	2,201	2,206	2,230	2,230	2,236	2,157	3.38%
Email Subscribers	14,720	14,715	14,720	14,800	14,800	14,690	8,690	70.31%
Next DART Bus	194,468	169,534	149,736	157,967	175,433	207,145	257,746	-31.94%
Real-time Map	38,580	38,128	29,977	30,074	21,532	19,400	33,173	-35.09%
Trip Plans	26,209	26,280	26,104	20,081	30,210	30,073	18,666	61.85%
SMS Text Messaging	229,536	232,591	251,269	269,340	239,536	138,611	92,841	158.01%
IVR	7,064	7,758	8,421	8,808	8,372	8,541	8,938	-6.33%

MyDART App Report

Metric	Feb. 2019	March 2019	April 2019	May 2019	June 2019	July 2019	TOTAL
Downloads	614	565	569	651	747	984	15,506
iOS	168	158	168	198	254	232	5,166
Android	446	407	401	453	493	752	10,340
Accounts Created	434	408	442	584	675	795	12,655
Orders Placed	2,451	2,923	3,162	3,275	5,504	3,613	52,028
Passes Purchased	3,026	3,828	5,058	7,013	6,852	4,429	74,360
Revenue	\$18,166	\$21,686	\$21,948	\$19,856	\$22,698	\$23,970	\$357,807

DART in the News

Date	Headline	Source	Medium	Reach	Sentiment	Document Tags
14-Aug-19	West Des Moines Local News	Iowa Patch.com	Online	879	Neutral	Customers / Public Awareness
14-Aug-19	Buttigieg Rides The State Fair Bus, Meets Big Crowds, Eats A Lot	Democratic Underground	Online	441,818	Positive	Customers / Public Awareness
8-Aug-19	Iowa State Fair opens today	Community Newspaper Group	Online	10,234	Positive	Customers / Public Awareness
7-Aug-19	Everything you need to know to get to the Iowa State Fair	CrestonNews.com	Online	15,238	Positive	Customers / Public Awareness
7-Aug-19	All the Basic Stuff You Need to Know for the 2019 Iowa State Fair	KCRR 97.7	Online	7,090	Positive	Customers / Public Awareness
5-Aug-19	Iowa State Fair goers urged to park-and-ride	600wmtradio iheart	Online	2,087	Positive	Customers / Public Awareness
5-Aug-19	Iowa State Fair: Ticket deals, where to park, catch the shuttle, and more	The Des Moines Register	Online	1,230,757	Positive	Customers / Public Awareness

MONTHLY REPORT
9B: External Affairs



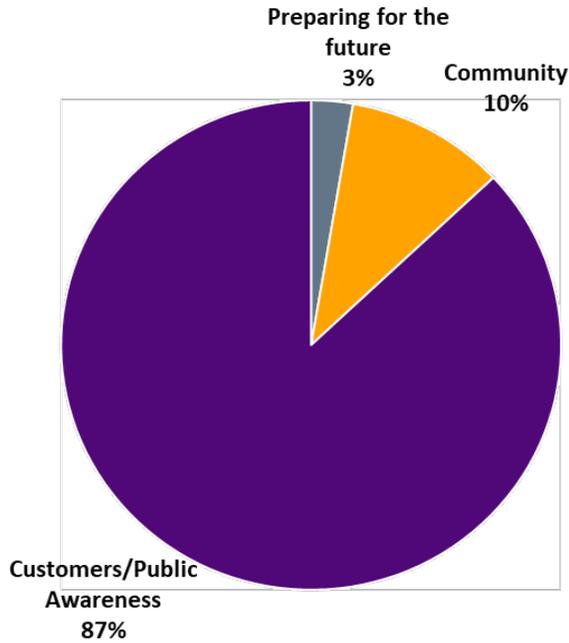
5-Aug-19	Iowa State Fair goes urged to park-and-ride	WHO Radio	Online	24,649	Positive	Customers / Public Awareness
2-Aug-19	Channel 13 at the Iowa State Fair	WHOTV.com	Online	575,068	Positive	Customers / Public Awareness
2-Aug-19	It's almost Iowa State Fair time	NewtonDailyNews.com	Online	25,151	Positive	Customers / Public Awareness
2-Aug-19	DART Park and Ride to the Iowa State Fair	WHOTV.com	Online	210,911	Positive	Customers / Public Awareness
1-Aug-19	It's Almost Fair Time – Everything You Need to Know to Get to the Iowa State Fair	ReadMedia Newswire	Online	18,523	Positive	Customers / Public Awareness
31-Jul-19	Park Here	Cityview	Online	6,380	Neutral	Customers / Public Awareness
26-Jul-19	10th public art bus unveiled in downtown Des Moines	Business Record	Online	9,218	Positive	Community
26-Jul-19	Des Moines Area Regional Transit Authority names COO	MassTransitmag.com	Online	16,616	Positive	Preparing for the Future
18-Aug-19	Paid Programming	KCCI-DM (CBS)	Broadcast	8,168	Positive	Community
18-Aug-19	Discover DMACC	KDSM-DM (FOX)	Broadcast	254	Positive	Community
16-Aug-19	Discover DMACC	KDSM-DM (FOX)	Broadcast	495	Positive	Community
15-Aug-19	Discover DMACC	KDSM-DM (FOX)	Broadcast	239	Positive	Community
14-Aug-19	Discover DMACC	KDSM-DM (FOX)	Broadcast	145	Positive	Community
13-Aug-19	Discover DMACC	KDSM-DM (FOX)	Broadcast	119	Positive	Community
12-Aug-19	Discover DMACC	KDSM-DM (FOX)	Broadcast	156	Positive	Community
11-Aug-19	Paid Programming	KCCI-DM (CBS)	Broadcast	8,168	Positive	Community
11-Aug-19	Discover DMACC	KDSM-DM (FOX)	Broadcast	254	Positive	Community
9-Aug-19	Paid Programming	KDSM-DM (FOX)	Broadcast	495	Positive	Community
8-Aug-19	Paid Programming	KDSM-DM (FOX)	Broadcast	239	Positive	Community
5-Aug-19	Good Morning Iowa	WOI-DM (ABC)	Broadcast	2,694	Positive	Customer / Public Awareness
5-Aug-19	Good Morning America	WOI-DM (ABC)	Broadcast	2,140	Neutral	Customer / Public Awareness
4-Aug-19	Local 5 News at Ten	WOI-DM (ABC)	Broadcast	12,164	Neutral	Customer / Public Awareness
28-Jul-19	Local 5 News at Ten	WOI-DM (ABC)	Broadcast	12,164	Positive	Community

MONTHLY REPORT
9B: External Affairs

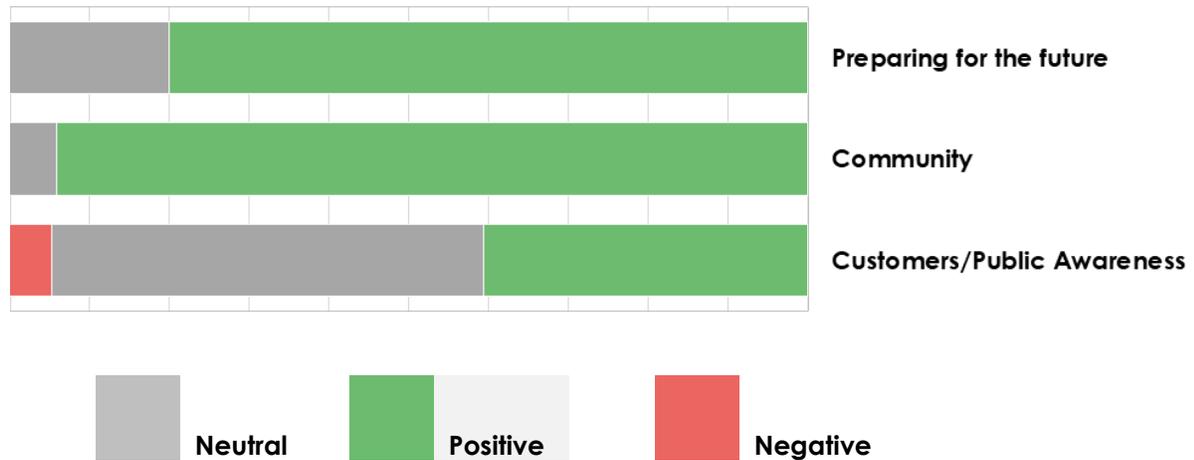


26-Jul-19	Good Morning America	WOI-DM (ABC)	Broadcast	1,237	Positive	Community
26-Jul-19	Good Morning America	WOI-DM (ABC)	Broadcast	1,237	Positive	Community
Total Reach				2,644,987		

DART NEWS AND SOCIAL MEDIA COVERAGE BY TOPIC



DART NEWS AND SOCIAL MEDIA SENTIMENT BY TOPIC



MONTHLY REPORT
9B: External Affairs



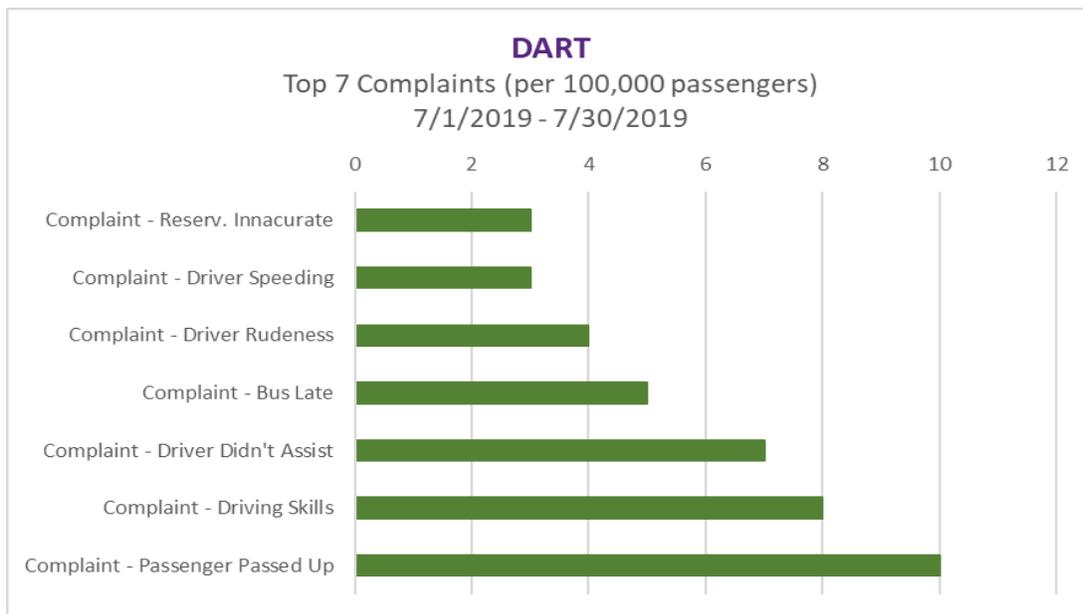
Customer Experience – Stephen Wright, Customer Experience Manager

Total Calls for July 2019

- Schedule Information – 4,604
- Paratransit – 3,584
- Spanish Line – 43
- Receptionist – 361
- RideShare – 139

Website Communication and Messages for July 2019

- Contact/Feedback Form = 51
- Iowa State Fair Questions = 12
- Voicemails = 126
 - Required response = 19 (15%)



Planning – Luis Montoya, Planning and Development Manager

- **Electric Scooter Sharing:** Several private companies have expressed an interest in operating shared electric scooters in downtown Des Moines, and DART is working with the Greater Des Moines Partnership, Street Collective, MPO and City of Des Moines staff to consider how best to design a system that fosters innovation while protecting public interests.
- **August Service Change:** Staff implemented a minor service change on August 19, primarily to add back Des Moines Public Schools service and make adjustments to schedules to improve operations at Merle Hay Mall.
- **October Service Change:** The DART Commission has approved service changes to many of DART's suburban routes. Customers and key stakeholders will receive reminders and new schedule brochures before the changes are implemented on October 13, 2019.
- **Mobility on Demand Pilot:** The DART Commission approved the award of contracts to Uber and Translowa to provide mobility on-demand services to improve connections between a selected residential area and three popular DART bus stops. Staff are negotiating contracts

MONTHLY REPORT
9B: External Affairs



and developing marketing and communications materials to help our customers utilize this innovative service.

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

- **Fundraising Feasibility Study:** DART is working with Amperage Marketing & Fundraising to conduct a feasibility study that will identify potential fundraising opportunities for art shelters and other DART programs and will conclude by early 2020.

- **Mobility Coordination Outreach:** DART's mobility coordination outreach is a collaboration with Polk County Division of Children, Family and Youth Services. Efforts include transportation resource coordination and public education through ongoing travel training and human services outreach as well as participation in transit stakeholder meetings and community engagement events.

FY2020 Mobility Coordination Training & Outreach Totals	July 2019	FY20 YTD
Education/Schools	14	14
General Public	10	10
Human Services	24	24
Re-Entry	135	135
Refugee	74	74
Senior		
Total Participants	257	257
Total Organizations	11	11

- **Unlimited Access Program:** Principal Financial Group has renewed its Unlimited Access partnership with DART through September 2020. DART is in the process of on-boarding Des Moines Area Community College (DMACC) as a new Unlimited Access partner beginning with the Fall 2019 semester. The partnership kicked off with a promotional tour of DMACC campuses on August 28.



MONTHLY REPORT



9C:	Procurement
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Staff Resource: *Mike Tiedens, Procurement Manager*

Upcoming Procurements:

Bus Inspection Services (Battery Electric Buses) – DART is soliciting proposals from qualified firms to provide bus inspection services for the upcoming battery electric bus order(s). The services will include but not be limited to the pre-award and post-delivery Buy America audits, safety certification inspections and audits, and manufacturing/specification compliance inspections. The services will require specialized experience in battery electric buses.

- Request for Proposals to be published in August/September 2019

Bus Inspection Services (Diesel and Gasoline Buses) – DART is soliciting proposals from qualified firms to provide bus inspection services for upcoming diesel and gas bus orders. The contract will cover DART's planned bus orders for the next five (5) years. The services will include but not be limited to the pre-award and post-delivery Buy America audits, safety certification inspections and audits, and manufacturing/specification compliance inspections.

- Request for Proposals to be published in August/September 2019

Contracts and Task Orders Approved Recently:

Canopy Painting (DART Central Station) – DART sought quotes for the repainting of various exterior steel components at DART Central Stations. The components include columns, cross beams, canopy supports and ceilings, benches and other miscellaneous items. Work includes old paint removal/scraping, surface preparation, and repainting.

- The winning proposer is Anderson Professional Painting and the bid price is \$8,500

Future Procurements:

- Bus Inspections (Electric Bus)
- Bus Inspections (Diesel/Gas)
- Outdoor Signage Displays
- Marketing Support Services
- 40' Heavy Duty Buses
- On Call Planning Consulting Services
- Compensation Study
- IT Consulting Services
- Transit Technology Consulting Services



MONTHLY REPORT



9D: Chief Executive Officer

Staff Resource: Elizabeth Presutti, Chief Executive Officer

- **DART Executive Committee** - The DART Executive Committee met on Friday, August 16, 2019. The discussion items presented during the meeting included:
 - Commission Planning – DART Property Tax Formula Discussion
 - Funding Feasibility Study
 - CEO Review

The next DART Executive Committee meeting is scheduled for Thursday, September 19, 2019 at 7:30 a.m.

- **Iowa State Fair** – We had very successful year with record increases in ridership and market share. On the Monday of the Fair, we hosted Congresswoman Axne and some of her staff members on a bus ride to the Iowa State Fair. During our ride, we had the opportunity to discuss public transportation infrastructure needs and recent happenings at DART.



- **Transit Future Workgroup** – Thank you to all of you that attended the first of two meetings of the Transit Future Workgroup last Wednesday, August 28. This was hosted by the Greater Des Moines Partnership. This group represents business stakeholders from throughout Greater Des Moines who have an interest in the role public transportation plays in the success of our regional economy. The next meeting of the group will be on November 20th and the focus will be on the connections between public transportation and affordable housing.

- **DART and DMACC Event** – DART officially started the Unlimited Access program on August 21, 2019. To celebrate this new partnership, we teamed up for a media and bus tour to all Greater Des Moines campuses to help spread the word about the partnership. We would like to thank DART Commission Alternate Josh Mandelbaum for attending the press conference.



- **New Human Resources Officer** – I am happy to be able to announce that Eric Foreman has joined DART as its new Chief Human Resources Officer as of Monday, August 26th. Erica came to us from GuideOne where she held the role as the Human Resources Director. We are excited to welcome Erica to DART!



FUTURE DART COMMISSION ITEMS



FUTURE AGENDA ITEMS:

October 1, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • Bus Purchases 	<ul style="list-style-type: none"> • Legislative Priorities • Central Iowa Transportation Analysis (Gap Analysis) • Transit Riders Advisory Committee Update
November 5, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • STBG Grant • IT On-Call Services 	<ul style="list-style-type: none"> • FY 2021 DART Budget Calendar • Fare Collection System Update • Quarterly Safety Report • Quarterly Investment Report
December 3, 2019 – 12:00 P.M.	
Action Items	Information Items
<ul style="list-style-type: none"> • Audited FY19 Financials 	<ul style="list-style-type: none"> • Property Tax Formula (Scott Raecker) • FY2021 DART Budget

Other Future Agenda Items:

- Planning Consulting Services Contract
- DART Business Planning Update (quarterly)

Upcoming DART Meetings:

- DART Planning Committee – the next meeting is scheduled for September 10, 2019 at 12:00 p.m.
 - Location - DART Central Station
- Commission Operations and Maintenance Facility Workshop – is scheduled for September 13, 2019 at 8.00 a.m.
 - Location – DART Central Station
- DART Transit Riders Advisory Committee – the next meeting is scheduled for September 18, 2019 at 12:00 p.m.
 - Location - DART Central Station
- DART Executive Committee – the next meeting is scheduled for September 19, 2019 at 7:30 a.m.
 - Location - DART Central Station