



NOTICE OF COMMISSION MEETING AND AGENDA

DES MOINES AREA REGIONAL TRANSIT AUTHORITY

DART MULTIMODAL ROOM, 620 CHERRY STREET/[ZOOM](#)

DIAL IN - +1-312-626-6799/ACCESS CODE – 823 5752 6009/PASSCODE - 342317

AUGUST 6, 2024 – 12:00 PM

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1. CALL TO ORDER	
2. ROLL CALL AND ESTABLISHMENT OF QUORUM	
3. NOTICE OF MEETING	
4. APPROVAL OF AUGUST 6, 2024, AGENDA	
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12. NEXT MEETING: Regular DART Meeting - Tuesday, September 3, 2024 – 12:00 P.M.	
A. Reimagine DART Commission Workshop #1 – Thursday, August 22, 2024 – 2:30-5:30 P.M.	
B. Reimagine DART Commission Workshop #2 – Tuesday, September 17, 2024 – 1:00-4:00 P.M.	
C. Reimagine DART Commission Workshop #3 – Monday, October 28, 2024 – 8:30 -11:30 A.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.

6:	Transit Riders Advisory Committee (TRAC) Update
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Resource: *Jeremy Guenther, TRAC Vice Chair*

A hybrid meeting of the Transit Riders Advisory Committee was held on Wednesday, July 31, 2024, and a quorum was met. Included are key highlights from the meeting's discussion.

- **November Service Change Update:** Transportation Scheduler, Meshack Koech and Communications Manager, Sarah Welch, provided an overview of various route related changes that would take place in November. This overview included a preview of public input opportunities that will begin in September. TRAC members were able to provide feedback on the proposed changes.
- **DART Organizational Priorities:** Chief Strategy Officer, Erin Hockman, updated TRAC members on DART's organizational priorities for FY25 that include embracing organizational transformation, streamlining processes and procedures, and providing an excellent customer and employee experience. Several TRAC members provided input on the priorities, especially as it relates to the customer experience and on-time performance.
- **Reimagine DART:** Chief Strategy Officer, Erin Hockman, reminded TRAC members about the Reimagine DART process that DART is embarking on and shared results from a survey of DART member communities that was completed.
- **Paratransit Update:** Director of Transportation, Lewis Lowry, provided a general update on DART's Paratransit program for the current fiscal year showing an almost 8% increase in ridership from the previous fiscal year. Lewis also updated TRAC on the Bus Plus recertification process and the addition of free fixed route access for paratransit riders.

The next hybrid TRAC meeting is currently scheduled for Wednesday, August 28, 2024.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES
MEETING HOSTED IN-PERSON AND VIRTUALLY
620 CHERRY STREET, DES MOINES IA 50309
July 11, 2024**



(Meeting was held in a hybrid format)

Commissioners/Alternates Present and Voting:

Dean O'Connor, Todd Shafer (arrived at 12.15pm), Tara Cox, Connie Boesen, Paula Dierenfeld, Ross Grooters, Steve Van Oort, Russ Trimble and Joseph Jones

Commissioners Absent:

Srikant Mikkilineni, Andrew Borcharding, Angela Connolly

CALL TO ORDER

Chair Russ Trimble called the meeting to order at 12:01 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 Dean O'Connor and seconded by Ross Grooters to approve the July 11, 2024, agenda. The motion carried unanimously.

PUBLIC COMMENT:

Thomas Washington from Des Moines had some suggestions on route planning that may assist with the DART budget deficit in FY2026. DART staff will follow up appropriately to take all thoughts and ideas in consideration for future planning.

Garland Armstrong from Des Moines had some suggestions on utilizing paratransit to assist with the future DART budget deficit. DART staff will follow up appropriately.

PRESENTATION

6A – Iowa Public Transit Association (IPTA) Award Presentation

Carl Lingen, President and CEO of the Iowa Public Transit Association (IPTA), attended the meeting to present the IPTA “Friend of Transit” award to DART Chair Russ Trimble.

6B – Des Moines Metropolitan Planning Organization (MPO) Update

Chair, Russ Trimble, introduced Dylan Mullinix, Executive Director of the MPO, who provided a member update to the DART Commission, which included information and updates about the MPO, long-range transportation planning, safe streets and roads for all, MPO funding and the DART/MPO planning agreement.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 11, 2024**



TRANSIT RIDERS ADVISORY COMMITTEE (TRAC) UPDATE

Chair Russ Trimble asked the Commission to refer to their packets to review TRAC report.

CONSENT ITEMS

8A – Commission Meeting Minutes – June 4, 2024

8B – Updated Procurement Policy and Procedures Approval

8C – Trapeze Software Group, Inc. and Vontas Contract Extension

8D – Des Moines Public School Services Contract Renewal

8E – FY2025 Iowa Communities Assurance Pool (ICAP) Renewal

8F – May FY2024 Consolidated Financials

It was moved by Dean O'Connor and seconded by Tara Cox to approve the consent items. The motion carried unanimously.

DISCUSSION ITEMS:

9A – Reimagine DART

Erin Hockman, Chief Strategy Officer, provided an update on Reimagine DART which included details on the Advisory Group, funding status for the project, an update on the status of the Member City Commission survey and facilitation meetings and next steps.

9B – Iowa State Fair Updates and Reminders

Luis Montoya, Chief Operating and Planning Officer, provided an update on the preparations for DART's Iowa State Fair Park and Ride services and encouraged DART Commissioners to ride the service and advise if they would like to volunteer to assist.

9C – HRIS Update

Kelley Burgess, Chief People Officer, provided an update on the UKG HRIS implementation project.

9D - Performance Report – May 2024

Due to time, Chair Russ Trimble asked the Commission to refer to their packets to review the monthly performance report for May 2024.

DEPARTMENTAL MONTHLY REPORTS (BY EXCEPTION)

Due to time, Chair Russ Trimble asked the Commission to refer to their packets to review the monthly department reports, except for the CEO report.

12A - Operations

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 11, 2024**



12B – Planning

12C - External Affairs

12D – Finance/IT/Procurement

12E – Human Resources

12F – Chief Executive Officer

Amanda Wanke, Chief Executive Officer, shared that DART was not chosen as one of the awardees for the Bus and Bus Facility Grant and shared that after speaking with our lobbyists and the FTA, most of the awards were given to agencies that advanced zero-emissions projects. DART staff will be following up with the FTA appropriately to learn what tools we can adapt to hopefully be more successful in future Bus and Bus Facility grants.

After confirming with the DART Executive Committee, it has been decided that the October 1, 2024, Commission meeting will be pushed back a week to October 8, due to a large transit meeting that is necessary for some staff to attend. Vicky Barr will send an updated calendar invite after this meeting.

Amanda will be planning to present a DART update at Member City Council meetings starting late November and asked the Commission to be on the lookout for communication regarding this in the upcoming months.

Finally, it was reminded that Member Community interviews with facilitators were coming up, and noted that there are still two (2) Member Cities that need to schedule their Reimagine DART interviews and encouraged them to work with Vicky/staff to get scheduled appropriately.

FUTURE AGENDA ITEMS

None

COMMISSIONER ITEMS

None

NEXT MEETING:

Regular DART Meeting - Tuesday, August 6, 2024 – 12:00 P.M.

ADJOURN

Chair, Russ Trimble, adjourned the meeting at 1:11 p.m.

**DES MOINES AREA REGIONAL TRANSIT AUTHORITY
COMMISSION MEETING MINUTES – JULY 11, 2024**



Chair

Clerk

Date

CONSENT ITEM



7B: Quarterly Investment Report

Action: Approve the recommended quarterly investment report for the fourth quarter of the Fiscal Year 2024

Staff Resource: Amber Dakan, Finance Director

Background:

- DART began investing its reserve dollars in April 2016 with the intent to maximize the value of our assets.
- The 4th quarter of FY2024 (April 1 – June 30, 2024) ended with \$27,845,318 in our investment portfolio.
- The current quarterly statement recognizes \$139,371 in interest income, which is due to higher-level interest rates. At the quarter end, interest rates ranged from 4.2% to 5.37%.
- Portfolio assets are held in a market-based savings account and within Certificates of Deposits from multiple banks and with varying lengths of time. The quarter ended with a 5.420% weighted average interest rate. The Finance Staff continues to work with PMA to maximize earning interest vehicles.
- Attached within the packet is DART's Quarterly Investment Report.

Recommendation:

- Approve the recommended quarterly investment report for the fourth quarter of Fiscal Year 2024 (April 1 – June 30, 2024).



PMA Quarterly Statement

(39427-101) Investment Account

Statement Period

April 1, 2024 to June 30, 2024

Statement for the Account of:

Des Moines Area Regional Transit Authority

Des Moines Area Regional Transit Authority

Amber Dakan

620 Cherry Street

Des Moines, IA 50309

(39427-101) Investment Account | Page 1 of 5



Des Moines Area Regional Transit Authority

Statement Period

April 1, 2024 to June 30, 2024

SDA / MMA TRANSACTION ACTIVITY

FEDERATED FUNDS			BEGINNING BALANCE			\$16,429.42
Transaction	Date		Deposits	Withdrawals	Interest / Adjust	Balance
22546	04/11/24	Deposit	\$1,000,000.00			\$1,016,429.42
22552	04/25/24	Withdrawal		(\$483.33)		\$1,015,946.09
22604	04/30/24	Interest			\$2,901.56	\$1,018,847.65
22618	05/24/24	Withdrawal		(\$500.27)		\$1,018,347.38
22674	05/31/24	Interest			\$4,189.80	\$1,022,537.18
22680	06/18/24	Deposit	\$6,081,439.56			\$7,103,976.74
22683	06/25/24	Withdrawal		(\$500.31)		\$7,103,476.43
22740	06/30/24	Interest			\$15,560.62	\$7,119,037.05
TOTALS FOR PERIOD			\$7,081,439.56	(\$1,483.91)	\$22,651.98	
			ENDING BALANCE			\$7,119,037.05
BANK IOWA			BEGINNING BALANCE			\$2,691,001.89
Transaction	Date		Deposits	Withdrawals	Interest / Adjust	Balance
293648	04/30/24	Interest			\$11,580.13	\$2,702,582.02
295160	05/31/24	Interest			\$12,017.63	\$2,714,599.65
296673	06/30/24	Interest			\$11,681.68	\$2,726,281.33
TOTALS FOR PERIOD			\$0.00	\$0.00	\$35,279.44	
			ENDING BALANCE			\$2,726,281.33

Questions? Please call 630 657 6400

(39427-101) Investment Account | Page 2 of 5



Des Moines Area Regional Transit Authority

Statement Period

April 1, 2024 to June 30, 2024

FIXED INCOME INVESTMENTS

INTEREST

Type	Holding ID	Transaction Date	Description	Interest
SDA	1285181-1	04/30/24	Savings Deposit Account - BANK IOWA	\$11,580.13
MMA	20549-1	04/30/24	Federated Funds	\$2,901.56
SDA	1285181-1	05/31/24	Savings Deposit Account - BANK IOWA	\$12,017.63
MMA	20549-1	05/31/24	Federated Funds	\$4,189.80
CD	297478-1	06/18/24	COMMUNITY STATE BANK	\$81,439.56
SDA	1285181-1	06/30/24	Savings Deposit Account - BANK IOWA	\$11,681.68
MMA	20549-1	06/30/24	Federated Funds	\$15,560.62
Totals for Period:				\$139,370.98

Questions? Please call 630 657 6400

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Des Moines Area Regional Transit Authority

Statement Period
April 1, 2024 to June 30, 2024

CURRENT PORTFOLIO

Type	Code	Holding ID	Trade	Settle	Maturity	Description	Cost	Rate	Face/Par	Market Value
MMA	N	20549-1		06/30/24		Federated - Government Obligations Fund	\$7,119,037.05	5.170%	\$7,119,037.05	\$7,119,037.05
SDA	IA	1285181-1		06/30/24		Savings Deposit Account - BANK IOWA	\$2,726,281.33	5.250%	\$2,726,281.33	\$2,726,281.33
CD	IA	297280-1		01/24/24	07/23/24	CD - COMMUNITY STATE BANK	\$6,000,000.00	5.250%	\$6,156,205.48	\$6,000,000.00
CD	IA	297477-1		03/20/24	09/16/24	CD - COMMUNITY STATE BANK	\$9,000,000.00	5.370%	\$9,238,339.73	\$9,000,000.00
CD	IA	297279-1		01/24/24	10/21/24	CD - COMMUNITY STATE BANK	\$3,000,000.00	4.200%	\$3,115,824.66	\$3,000,000.00
Totals for Period:							\$27,845,318.38		\$28,355,688.25	\$27,845,318.38

Weighted Average Portfolio Yield: 5.420 %
 Weighted Average Portfolio Maturity: 35.58 Days
 Portfolio Summary:

Type	Allocation (%)	Allocation (\$)	Description
MMA	25.566%	\$7,119,037.05	Money Market Account
SDA	9.791%	\$2,726,281.33	Savings Deposit Account
CD	64.643%	\$18,000,000.00	Certificate of Deposit

Note: Weighted Yield & Weighted Average Portfolio Maturity are calculated using "Market Value" and are only based on the fixed rate investments (excluding SDA Investments).
 "Cost" is comprised of the total amount you paid for the investment including any fees and commissions.
 "Rate" is the Net Yield to Maturity.
 "Face/Par" is the amount received at maturity.
 "Market Value" reflects the market value as reported by an independent third-party pricing service. Certificates of Deposit and Commercial Paper and other assets for which market pricing is not readily available from a third-party pricing service are listed at "Cost".

Deposit Codes

N	Single FEIN
IA	Iowa State

Questions? Please call 630 657 6400

(39427-101) Investment Account | Page 4 of 5



Quarterly Statement

About Your Account and Statement

Securities and municipal advisory brokerage services (investments purchased with proceeds from a municipal securities issuance), and investments cleared through our clearing firm, Pershing LLC, are offered through PMA Securities LLC, a broker-dealer and municipal advisor registered with the SEC and MSRB, and a member of FINRA and SIPC. All other products and brokerage services are generally provided by PMA Financial Network LLC. Thus, certificates of deposit ("CD"), savings deposit accounts ("SDA") and commercial paper ("CP") may be executed through either PMA entity, as applicable, depending on whether the investment was purchased with proceeds derived from municipal securities. PMA Securities, LLC and PMA Financial Network, LLC operated under common ownership and are affiliated with Prudent Man Advisors, LLC.

Fixed Rate Investment Activity

This section shows all of the fixed term investments purchased and sold, maturities, interest received, and activity. This will include all CD, SDA, CP, securities and money market funds purchased through PMA Financial Network, LLC or PMA Securities, LLC as applicable. It also shows the approximate market value of each security whose price is obtained from an independent source believed to be reliable. However, PMA cannot guarantee their accuracy. This data is provided for informational purposes only. Listed values should not be interpreted as an offer to buy or sell at a specific price. CD's and CP are listed at their original cost. Redemption of a CD prior to maturity may result in result in early withdrawal penalties. Market values are based on the last day of the month for which this report date range is ending. If the run date of this report is prior to the end of the current month, the market values are listed as equivalent to the cost values.

Money Market Fund

The Rate shown for the money market fund represents the average net interest rate over the previous month which is then annualized. Information regarding the money market fund's investment objectives, risks, changes and expenses can be found in the money market fund's prospectus, which can be obtained by calling PMA at the phone numbers listed. The performance data featured represents past performance, which is no guarantee of future results. Investment returns will fluctuate. Current performance may be higher or lower than the performance data quoted. Please call PMA for the most recent performance figures.

The performance data featured represent past performance, which is no guarantee of future results. Investment returns will fluctuate. Current performance may be higher or lower than the performance data quoted. Please call PMA for the most recent performance figures.

Additional Disclosures

All funds, and/or securities are located and safe kept in an account under the client's name at their custodial bank. Any certificates of deposit listed are located in the client's name at the respective bank. Any money market fund shares are held directly with the money market fund. It is recommended that any oral communications be re-confirmed in writing to further protect your rights, including rights under the Securities Investor Protection Act.

Debt Securities

Some debt securities are subject to redemption prior to maturity. In the event of a partial or whole call of a security, the securities call will be automatically selected on a random basis as is customary in the securities industry. The probability that your securities will be selected is proportional to the amount of your holdings relative to the total holdings. Redemption prior to maturity could affect the yield represented. Additional information is available upon request.

A financial statement of PMA Securities, LLC is available for inspection at its office or a copy will be mailed to you upon written request.

PLEASE ADVISE PMA AND OUR CLEARING FIRM, PERSHING LLC, IMMEDIATELY OF ANY INACCURACY OR DISCREPANCY ON YOUR STATEMENT. FOR A CHANGE OF ADDRESS OR QUESTIONS REGARDING YOUR ACCOUNT, PLEASE NOTIFY YOUR PMA REPRESENTATIVE. ANY ORAL COMMUNICATIONS SHOULD BE RE-CONFIRMED IN WRITING.

How to Contact PMA

Please call (630)657-6400 or write to us at PMA, 2135 CityGate Lane, 7th Floor, Naperville, IL 60563.

How to Contact Pershing, LLC

Please call (201)413-3330 or write to Pershing LLC, One Pershing Plaza, Jersey City, New Jersey, 07399.

In accordance with FINRA Rule 2267, PMA Securities, LLC is providing the following information in the event you wish to contact FINRA. You may call (301)590-6500 or write to FINRA at 1735 K Street NW, Washington, D.C. 20006-1500. In addition to the public disclosure number (800) 289-9999. FINRA provides an investor brochure which describes their Public Disclosure Program. Additional information is also available at www.finra.org.

Questions? Please call 630 657 6400

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CONSENT ITEM



7C:	DART Advertising Policy
Action:	Approve the Policies and Standards for Advertising on or within DART Transit Facilities as presented

Staff Resource: *Erin Hockman, Chief Strategy 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.
- The Commission re-approved the policy with no changes in August 2020, August 2021, August 2022, and August 2023
- Brick Gentry conducted a review of applicable case law that may impact DART's Advertising Policy in July 2024 and has recommended no changes to DART's current policy. However, Brick Gentry did advise there is continued court analysis regarding advertising restrictions, specifically surrounding religious and issue advertising. As such, Brick Gentry advises that DART continue to review its policy on an annual basis and be prepared to update it if necessary in the future.
- Given no current staff, legal counsel or Commission concerns with the advertising policy, staff do not recommend any changes to the policy at this time. The Policies and Standards for Advertising on or within DART Transit Facilities is included as a reference.

Recommendation:

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

DART Advertising Policy



Scope:	DART Employees and Contractors
Responsible Department:	External Affairs
Effective Date:	October 1, 2019
Approved By:	DART Commission – August 6, 2024

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.

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.
- (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:
 - 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.

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 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.

Last Approval Date – August 1, 2023

CONSENT ITEM



7D:	Phase I O&M Facility Construction Bids and Award Recommendations Public Hearing Resolution
Action:	Approve the Public Hearing Resolution on the Phase I O&M Facility Construction Bids and Award Recommendations

Staff Resource: *Michael Gulick, Procurement & Contract Manager*
Luis Montoya, Chief Operating & Planning Officer

Background:

- Commission approved moving forward with Phase I of the Operations and Maintenance Facility on September 5, 2023.
- DART and the Design Team completed 100% Construction Design on June 28, 2024.
- DART and the Design Team completed bid documents and publicly posted them on July 15, 2024, with bids due August 8, 2024, at 2:00 PM Central Time.
- Iowa Code Chapter 26.12, governmental entities must hold a public hearing on the proposed Phase I O&M Facility contracts and allow any member community or the public to provide information to the Commission prior to its approval of the contracts. As is stated in the related resolution, a public hearing on the proposed budget is scheduled for:

Tuesday, September 3, 2024

12:00 P.M.

Zoom Option:

<https://ridedart.zoom.us/j/81335161243?pwd=eURRRzISZ3J6UEorWmlxd0dyOVgxQT09>

Meeting ID: 813 3516 1243

Passcode: 635984

One tap mobile

+1 312 626 6799, 813 3516 1243#,,,,* 635984# US

OR

In Person Option:

DART Offices – 620 Cherry Street

Des Moines, Iowa 50309

Bid Packages that will be presented for recommendation for Award of a Contract

- Bid Package #01 – Site Demolition, Earthwork, Utilities, and Landscaping
- Bid Package #02 – Concrete and Paving
- Bid Package #03 – Masonry
- Bid Package #04 – Steel and Precast
- Bid Package #05 – General Carpentry and Finishes
- Bid Package #06 – Roofing
- Bid Package #07 – Overhead and Coiling Doors
- Bid Package #08 – Curtain Walls and Glazing



CONSENT ITEM

**7D: Phase I O&M Facility Constuction Bids and Award Recommendations
Public Hearing Date**

- Bid Package #09 – Exterior Fencing
- Bid Package #10 – Fire Suppression
- Bid Package #11 – Electrical
- Bid Package #12 – Mechanical & Plumbing
- Bid Package #13 – Equipment

Recommendation:

- Approve the Resolution Setting the Public Hearing for Phase I O&M Facility Construction Bids and Award Recommendations to the September 3, 2024, Commission meeting.

**RESOLUTION SETTING PUBLIC HEARING ON PROPOSED PLANS,
SPECIFICATIONS, FORM OF CONTRACT, AND ESTIMATE OF COST FOR
CONSTRUCTION OF THE OPERATIONS AND MAINTENANCE FACILITY—PHASE
1—PROJECT**

WHEREAS, the proposed plans, specifications, form of contract and estimated costs (“Contract Documents”) will be placed on file in the office of Mike Gulick for the construction of the Operations and Maintenance Facility—Phase I (“Project”); and

WHEREAS, it is necessary to fix a time and place of a public hearing on the Contract Documents.

NOW, THEREFORE, BE IT RESOLVED BY THE DES MOINES AREA REGIONAL TRANSIT COMMISSION:

1. The Contract Documents referred to in the preamble hereof are hereby approved in their preliminary form.

2. The Project is hereby determined to be necessary and desirable for the Des Moines Area Regional Transit Authority (“DART”) and it is found to be in the best interests of DART to proceed toward the construction of the Project.

3. September 3, 2024 at 12:00 pm local time, at the DART Central Station in the 2nd floor Multimodal Room at 620 Cherry Street, Des Moines, Iowa, is hereby fixed as the time and place of hearing on the Contract Documents. Any person interested therein may appear and make objections thereto.

4. The Clerk is hereby directed to publish notice of the hearing on the Contract Documents for the Project in a newspaper of general circulation, which publication shall be made at least once, not less than four (4) and not more than twenty (20) days prior to the date of said hearing.

PASSED, ADOPTED AND APPROVED this 6th day of August 2024.

Chair

ATTEST:

Clerk

DISCUSSION ITEM



8A: Operations and Maintenance Facility Update

Staff Resource: Luis Montoya, Chief Operating and Planning Officer

- DART staff will provide an update on the upcoming construction of Phase I of the new Operations and Maintenance Facility.

DISCUSSION ITEM



8B: Paratransit Update

Staff Resource: Lewis Lowry, Transportation Director

- DART staff will provide an update on paratransit ridership and related initiatives.

DISCUSSION ITEM



8C: November Service Change

Staff Resource: Tony Filippini, AICP, Planning & Development Manager

- DART staff will provide an update on the November Service Change.

DISCUSSION ITEM



8D: Iowa State Fair Updates and Reminders

Staff Resource: Luis Montoya, Chief Operating and Planning Officer

- DART staff will provide an update on the upcoming Iowa State Fair park and ride service.

DISCUSSION ITEM



8E: Business Plan Update

Staff Resource: Amanda Wanke, Chief Executive Officer

- DART staff will provide an update on the FY 25 DART Business Plan.

MONTHLY REPORT



8F: Performance Report – June 2024

Staff Resource: *Nate Bleadorn, Business Intelligence Manager*

Summary of FY 2024 Performance:

- FY24 ridership was 8.69% higher than FY23, ending the year with just over 3.5 million rides.
- We achieved our goal of less than 1 preventable accident per 100,000 miles, ending the year with .73.
- On-time performance was 78.11%, which is below our goal of 85%. Staff has identified on-time performance as an area to focus on improving in FY 2025.
- Road calls per 100,000 miles, which is when buses need service while in operation, was 10.78, not meeting our goal of 7. This higher number of road calls continues to reflect our aging fixed route fleet. We have several buses we are operating in service beyond their normal useful life.

Summary of June 2024 Monthly Performance:

- Total June Ridership was down 4.7% compared to the same month last year. This is partially due to June 2024 having two fewer weekdays than June 2023. DART provides significantly more service on weekdays than weekends and therefore ridership during the week is significantly higher. Overall, FY24 ridership was 8.69% higher than FY23.
 - Fixed route ridership was down 4.4% compared to June 2023 and the year finished up 9.2% on FY23.
 - Paratransit ridership was down 3.6% compared to June 2023 and YTD ridership finished up 5.7%. When combined with DART On Demand, mobility services ridership in June was 5.4% lower than June 2023 and finished 9.5% higher than last fiscal year.
 - DART On Demand ridership was down 5.8% compared to June 2023 and the year finished with an increase of 33.9% on FY23.
- Preventable accidents were 1.36 per 100,000 miles in June. Our monthly non-preventable accidents were 1.09 per 100,000 miles.
- On-Time Performance (OTP) was 78.11% in June. This is below our target of 85%.
- Road calls per 100,000 miles, which is when buses need service while in operation, were 11.06 for fixed route in June.
- Caravan ridership finished the year down 15% on FY23. Rides for June were down 15.1% from June of 2023. This is primarily due to staff retiring vans operating with too few passengers. As we work to rebuild the program, we have set a goal of operating vanpools with an average of at least 7 passengers to ensure fare revenue covers the operating cost of the vanpool.



Performance Summary - June 2024

7/1/2023 6/30/2024

Ridership

Preventable Accidents/100k Miles

Non-Preventable Accidents/100k

Monthly **223,287**
 FY23: 234,289 (-4.7%)

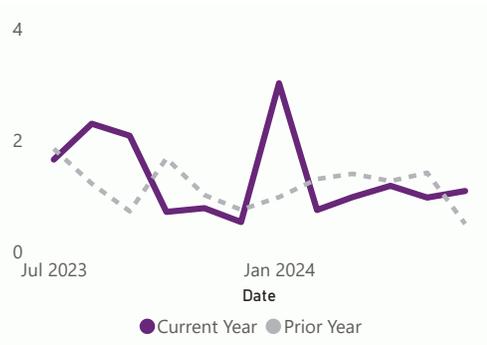
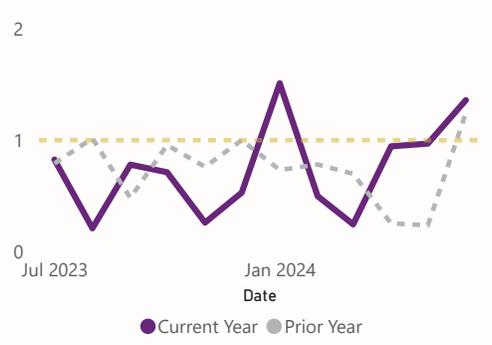
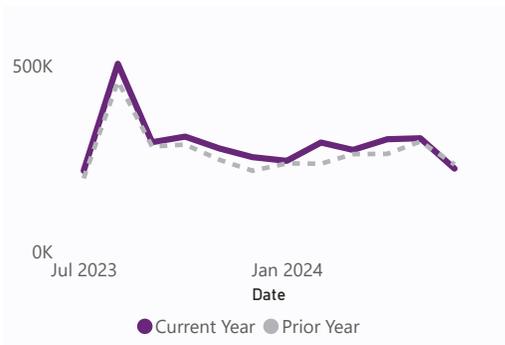
YTD **3,502,149**
 FY23: 3,222,211 (+8.69%)

Monthly **1.36**
 FY23: 1.24 (-9.54%)

YTD **0.73**
 FY23: 0.75 (+3.04%)

Monthly **1.09**
 FY23: 0.50 (-119.08%)

YTD **1.35**
 FY23: 1.17 (-14.87%)



On-Time Performance

Farebox Recovery Ratio

FR Passengers / Revenue Hour

Monthly **78.11%**
 FY23: 78.52% (-0.52%)

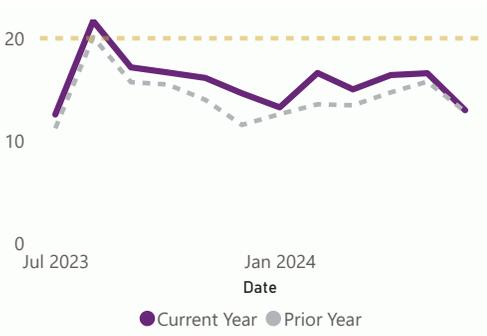
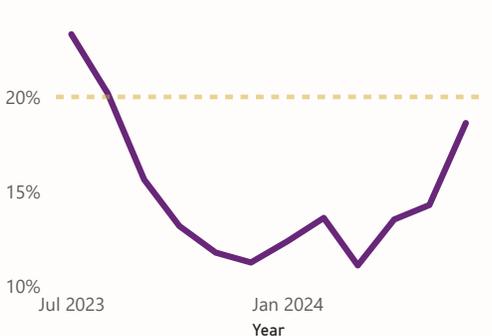
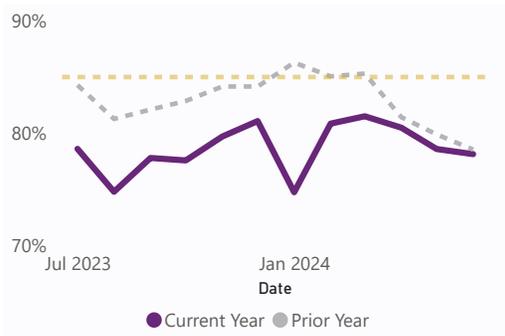
YTD **78.61%**
 FY23: 82.97% (-5.26%)

Monthly **18.62%**
 FY23: 9.20% (+102.31%)

YTD **14.82%**
 FY23: 13.99% (+5.91%)

Monthly **13.00**
 FY23: 12.86 (+1.07%)

YTD **16.00**
 FY23: 14.41 (+11.07%)





Fixed Route Performance

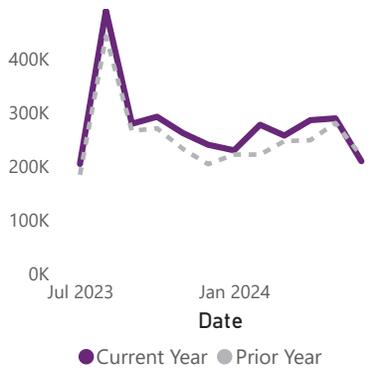
7/1/2023

6/30/2024

Ridership

Monthly: **209,731**
 FY23: 219,437 (-4.42%)

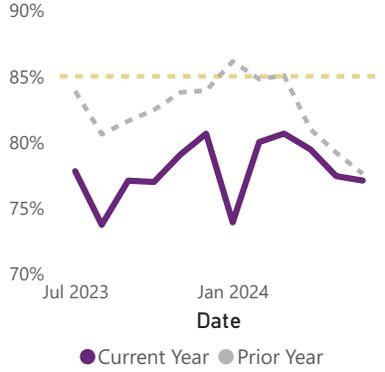
YTD: **3,321,280**
 FY23: 3,041,545 (+9.2%)



On-Time Performance

Monthly: **77.07%**
 FY23: 77.58% (-0.66%)

YTD: **77.77%**
 FY23: 82.54% (-5.77%)



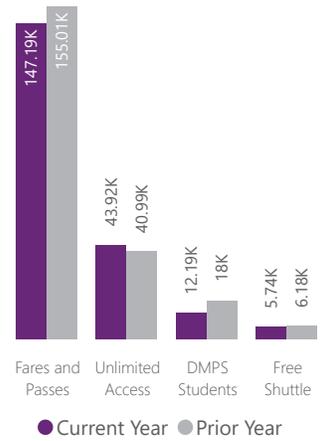
Operating Cost/Rev. Hour

Monthly: **\$121.10**
 FY23: \$51.15 (-136.76%)

YTD: **\$149.42**
 FY23: \$136.77 (-9.25%)



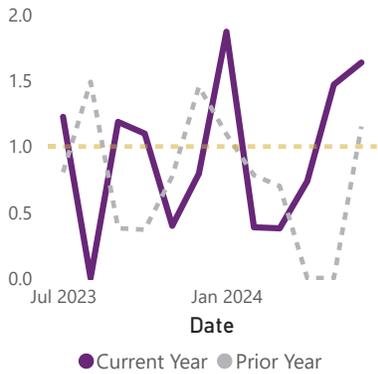
Monthly Ridership by Fare Group



Preventable Acc./100k

Monthly: **1.64**
 FY23: 1.15 (-42.21%)

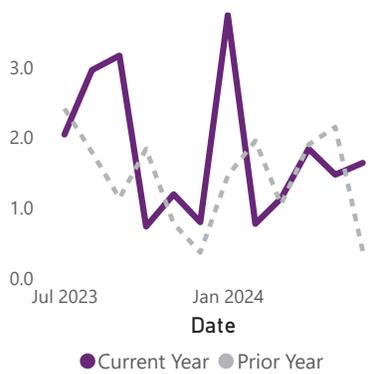
YTD: **0.91**
 FY23: 0.76 (-18.97%)



Non-Preventable Acc./100k

Monthly: **1.64**
 FY23: 0.38 (-326.64%)

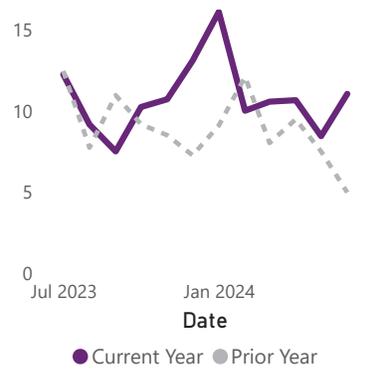
YTD: **1.82**
 FY23: 1.44 (-26.57%)



Road Calls/100k Miles

Monthly: **11.06**
 FY23: 4.99 (-121.53%)

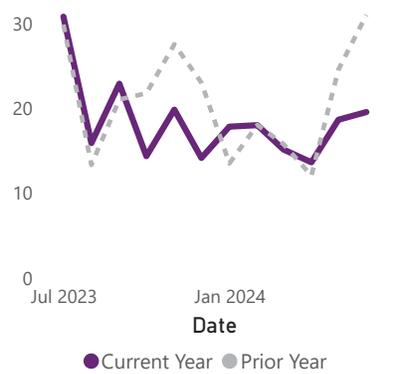
YTD: **10.78**
 FY23: 8.89 (-21.24%)



Complaints/100k Passengers

Monthly: **19.55**
 FY23: 30.99 (+36.92%)

YTD: **17.97**
 FY23: 20.25 (+11.25%)





Paratransit Performance

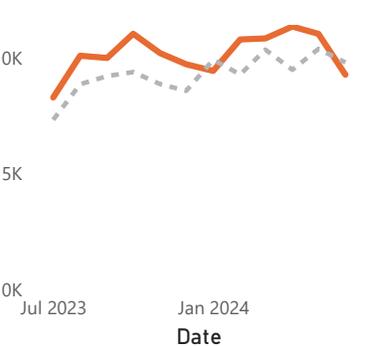
7/1/2023

6/30/2024

Ridership

Monthly: **9,262**
 FY23: 9,792 (-5.41%)

YTD: **121,932**
 FY23: 111,338 (+9.52%)



● Current Year ● Prior Year

On-Time Performance

Monthly: **93.66%**
 FY23: 92.46% (+1.3%)

YTD: **91.47%**
 FY23: 90.31% (+1.29%)



● Current Year ● Prior Year

Operating Cost/Passenger

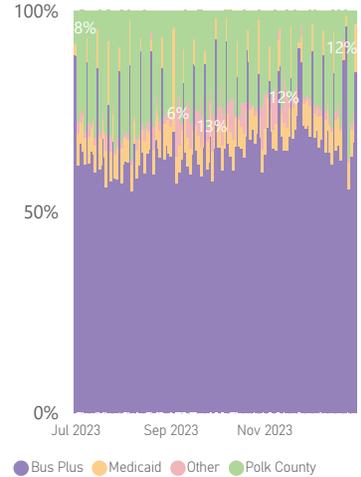
Monthly: **\$40.81**
 FY23: \$48.49 (+15.84%)

YTD: **\$52.25**
 FY23: \$53.10 (+1.6%)



● Current Year ● Prior Year

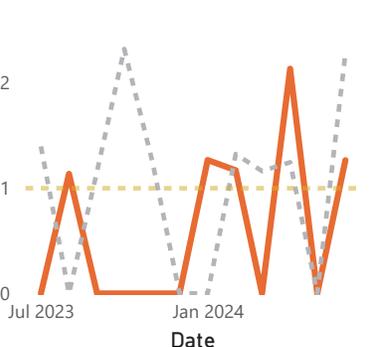
Paratransit Customer Type Breakdown



Preventable Acc./100k

Monthly: **1.27**
 FY23: 2.28 (+44.46%)

YTD: **0.59**
 FY23: 1.01 (+41.86%)

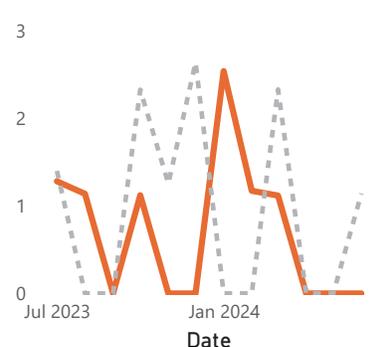


● Current Year ● Prior Year

Non-Preventable Acc./100k

Monthly: **0.00**
 FY23: 1.14 (+100%)

YTD: **0.69**
 FY23: 0.91 (+24.63%)

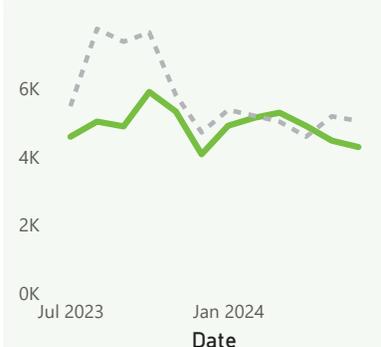


● Current Year ● Prior Year

RideShare - Ridership

Monthly: **4,294**
 FY23: 5,060 (-15.14%)

YTD: **58,937**
 FY23: 69,328 (-14.99%)



● Current Year ● Prior Year

RideShare - Op. Cost/Passenger*

Monthly: **\$10.38**
 FY23: \$22.68 (+54.26%)

YTD: **\$12.65**
 FY23: \$12.78 (+0.97%)



● Current Year ● Prior Year



DART On Demand Performance

Request Zone

All

Booking Type

All

7/1/2023

6/30/2024

Completed Trips

Monthly

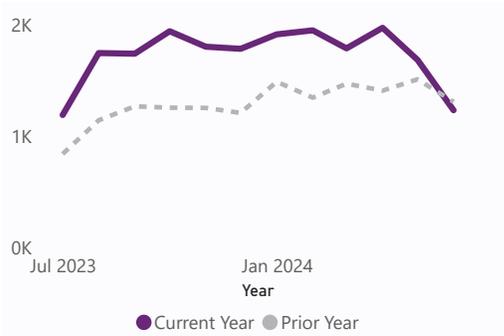
1,233

FY23: 1309 (-5.81%)

YTD

20,758

FY23: 15506 (+33.87%)



Avg. Wait Time (On Demand)

Monthly

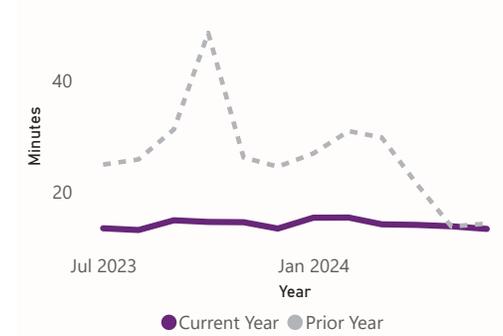
13.35

FY23: 14.30 (+6.64%)

YTD

14.18

FY23: 26.64 (+46.76%)



Mobile Booking Rate

Monthly

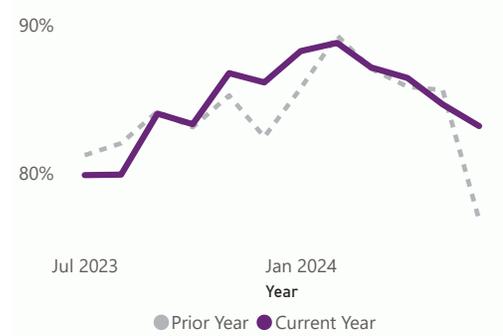
83.18%

FY23: 76.87% (+8.21%)

YTD

85.08%

FY23: 84.38% (+0.84%)



Unique Active Riders

Monthly

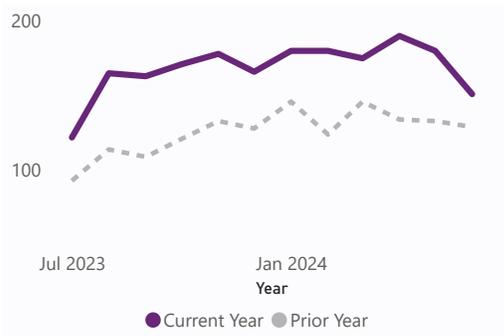
151

FY23: 129 (+17.05%)

YTD

498

FY23: 384 (+29.69%)



New Accounts Created

Monthly

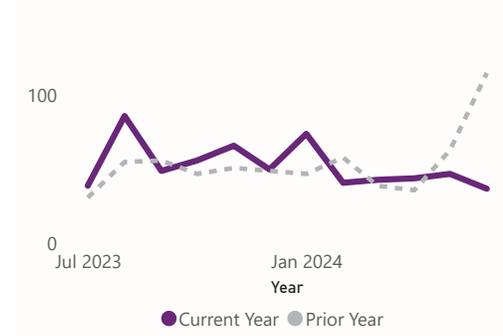
37

FY23: 115 (-67.83%)

YTD

632

FY23: 647 (-2.32%)



First Time Riders

Monthly

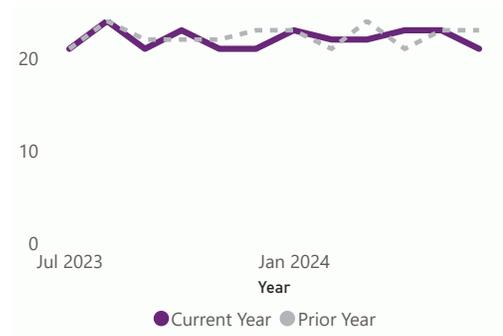
21

FY23: 23 (-8.7%)

YTD

254

FY23: 258 (-1.55%)





Route Details

Month

June 2024 ▼

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	8,713	8,124	368,085	345,774	22,311	6.5%	24.49	62.52%
	#2 - Maury St	133		514		514	Infinity	Infinity	
	#3 - University	26,799	27,558	310,720	288,492	22,228	7.7%	16.79	76.71%
	#4 - E. 14th	10,921	11,509	135,612	119,617	15,995	13.4%	13.55	79.33%
	#5 - Franklin Ave/Johnston	7,469	7,747	128,949	105,362	23,587	22.4%	11.37	79.39%
	#6 - Indianola	16,683	16,365	289,946	247,956	41,990	16.9%	22.77	83.47%
	#7 - SW 9th St.	19,724	23,009	321,421	299,213	22,208	7.4%	27.24	85.81%
	#8 - Fleur Dr.	1,116	1,345	31,157	25,392	5,765	22.7%	15.51	74.62%
	#10 - East University	958	851	15,156	11,781	3,375	28.6%	9.06	85.35%
	#11 - Ingersoll/Valley Junction	1,627	1,966	40,595	33,542	7,053	21.0%	19.41	66.73%
	#13 - Evergreen	405	759	53,089	47,662	5,427	11.4%	40.49	79.34%
	#14 - Beaver Ave.	8,093	10,899	161,382	158,554	2,828	1.8%	15.21	83.50%
	#15 - 6th Ave.	12,415	13,843	226,228	196,803	29,425	15.0%	22.08	76.78%
	#16 - Douglas Ave.	25,335	26,451	338,105	316,059	22,046	7.0%	18.64	78.17%
	#17 - Hubbell Ave.	18,763	20,148	248,928	222,519	26,409	11.9%	15.87	79.45%
	#50 - Euclid	4,691	6,141	69,658	63,399	6,259	9.9%	8.83	82.82%
	#52 - Valley West/Jordan Creek	12,795	10,928	138,030	110,724	27,306	24.7%	10.60	67.75%
#60 - Ingersoll/University	20,357	17,793	275,357	254,306	21,051	8.3%	15.55	78.56%	
#72 - West Des Moines Loop	2,788	3,417	32,622	51,291	-18,669	-36.4%	6.16	76.28%	
#74 - NW Urbandale	417	422	4,693	6,130	-1,437	-23.4%	3.11	77.34%	
2. Shuttle	Link Shuttle	759	346	10,259	9,138	1,121	12.3%	3.09	85.74%
	Downtown Shuttle	4,686	5,709	63,348	71,210	-7,862	-11.0%	9.25	82.60%
3. Express	#92 - Hickman	347	386	8,163	4,490	3,673	81.8%	6.41	69.06%
	#93 - NW 86th	696	734	9,214	8,006	1,208	15.1%	4.07	79.01%
	#94 - Westown	298	365	4,235	4,324	-89	-2.1%	5.13	80.20%
	#95 - Vista	212	234	3,300	2,526	774	30.6%	5.76	73.76%
	#96 - E.P. True	560	632	8,135	9,462	-1,327	-14.0%	6.99	71.62%
	#98 - Ankeny	1,595	1,460	22,226	22,885	-659	-2.9%	6.30	75.90%
	#99 - Altoona	354	277	3,791	3,194	597	18.7%	3.84	77.56%
5. On Call	Ankeny				1	-1	-100.0%		
	NW Johnston / Grimes								
	Regional	22	19	22	47	-25	-53.2%	-7.51	100.00%
6. DART On Demand	#31 - DART On Demand - Jordan Creek		3	17	3	14	466.7%	18.89	
	#32 - DART On Demand - River Bend	2		174		174	Infinity	3.48	
	DART On Demand - Ankeny	1,229	1,349	20,631	15,621	5,010	32.1%	3.31	
Cab	Paratransit: Taxi	574	766	10,846	8,046	2,800	34.8%	3.48	
Paratransit	Paratransit: Bus/Van	7,457	7,720	90,527	87,511	3,016	3.4%	1.82	91.47%
RideShare	RideShare	4,294	5,060	58,937	69,328	-10,391	-15.0%	5.23	
Total		223,287	234,335	3,504,072	3,220,368	283,704	8.8%	12.61	78.61%

MONTHLY REPORT



9A: Operations Team Report - August 2024

Staff Resources: Luis Montoya, Chief Operating and Planning Officer

Maintenance – Keith Welch, Fleet Manager

Light Duty Buses Received: An order placed earlier this year for 5 Frontrunner light-duty buses has been delivered. The buses are currently being painted in the maintenance area at Dart Way and the ITS (integrated technology system) equipment will be delivered in July, with ITS Installation beginning after delivery. The goal is to have these buses in service by the end of September of 2024.



New Heavy-Duty Bus Order: After the Commission's approval in May 4-30' buses and 10-40' buses were ordered and are scheduled to be delivered in 2025. Pre-Production meetings will begin the week of July 15th, 2024, to review all build requirements.

New Light Duty Bus Order: 5 Frontrunner light-duty buses have been ordered and are scheduled to be delivered in 2025.

Transportation – Lewis Lowry, Transportation Director; Joy Crutcher, Fixed Route Manager; Skip Herbold, Mobility Services Manager

On-Time Performance: Consistent with DART's FY25 strategic priorities, Operations and Planning staff met to discuss strategies for improving on-time performance, including data analysis, operator monitoring and coaching.

Eno's Transportation Mid-Manager Accelerate Training Program: Joy Crutcher, Fixed Route Transit Manager, was accepted and will complete professional development training tailored to transit managers.

Facilities – Ben Cross, Facilities Manager

Severe Weather Impacts: Whenever we receive heavy rain, the utility tunnels and fuel pump infrastructure need to have water pumped out. Additionally, 1100 DART Way had three electrical

MONTHLY REPORT

9A: Operations Team Report



switchgears and its backup generator damaged, likely due to a power surge. This has affected the availability of emergency power supply until the generator can be replaced.

Iowa State Fair Preparations:

Staffing: To prepare for the additional service provided to the State Fair, DART has hired and trained 13 temporary bus operators, in addition to the majority of regular bus operators that will drive during the fair. Additionally, most administrative staff are required to work selling bus fare tickets and loading passengers onto buses.

Facilities: Facilities staff have been focusing on getting equipment ready for the Iowa State Fair and getting trailers loaded. Staff will start setting up Park and Ride locations the week of July 29th.

Maintenance: Nine buses are not in service due to accidents or ongoing maintenance issues. Due to the increase in demand for buses during the State Fair, DART is considering using paratransit buses on fixed routes. Staff have identified three routes (13, 72, and 74), whose summer ridership is low enough to be handled using the smaller buses on an as-needed basis.

9B	Planning Team Report
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Staff Resources: *Tony Filippini, AICP – Planning & Development Manager*

Department Projects

- **August Service Change:** Staff are preparing schedules and maps for the upcoming Des Moines Public Schools 2024-2025 academic year. These schedules and maps are shared with the DMPS District Office and each middle and high school which DART transportation students to. The first day of school for DMPS will be on Monday, August 26, 2024.
- **Windsor Heights and Urbandale Art Shelters:** The planning team has supported the planning, zoning, and installation of several new art shelters including shelters recently installed in Urbandale at 86th & Colby Parkway as well as the Gloria Dei Park & Ride. Two of three art shelters have also been installed in Windsor Heights at University & 66th as well as University & Hy-Vee.
- **Fall Service Change:** The department is preparing service updates for the fall 2024 service change. Several routes will be evaluated for on-time performance and some route realignments will be developed to improve operations. In addition, the level of service will be adjusted to match the FY 2025 operating budget by eliminating the D-Line.
- **Via Summit:** Tony Filippini attended the Central Region Summit hosted by Via in Chicago. The summit brought together agencies which are implementing microtransit in their transit system and was an opportunity to learn how other agencies are effectively utilizing microtransit and grant opportunities that exist to fund microtransit style services.

Regional Coordination

- **Des Moines Area MPO Long Range Plan:** DART staff are reviewing chapters 1 and 2 of the long-range transportation plan being developed by the Des Moines Area MPO. DART will provide comments and are due to the MPO by August 6.

MONTHLY REPORT



9C: External Affairs Team Report

Staff Resources: Erin Hockman, Chief Strategy Officer

- Reimagine DART:** A request for proposals was published on July 12, 2024 seeking qualified firms to complete a peer system comparison, network redesign and update to the Paratransit service area. Staff held a pre-proposal meeting on July 31 to discuss the scope of work with a dozen or so firms represented. In addition, staff is finalizing a recommendation for the Reimagine DART Community Advisory Committee and plans to extend invitations to serve on the committee to business and community leaders in mid-August.

Marketing – Carissa Meredith, Marketing Manager

- Iowa State Fair Marketing Campaigns:** The marketing team has been working on promoting our shuttle service to the Iowa State Fair. The team has secured a trade agreement with WHO-TV for broadcast advertisements to run during the State Fair. A digital campaign has been implemented across Meta platforms, paid search on Google, and digital display ads across the web.
- Caravan Campaign:** The Caravan campaign is utilizing digital advertising, including static and social media ads, as well as Spanish language broadcast radio advertising. Early performance metrics from digital advertising indicate a noticeable increase in website traffic beginning July 3rd. Further analysis of the campaign's performance is underway. A referral program is in its initial stages and scheduled to begin in early August.
- Route 2 Marketing Promotion:** Marketing materials for Kemin's HR team, including a one-sheeter and digital signage, are in development to support further Route 2 promotion.

Marketing Analytics Report

Metric	Jan. 2024	Feb. 2024	March 2024	April 2024	May 2024	June 2024	June 2023	Year Prior
MyDART App Accounts	68,150	68,957	71,519	72,392	73,392	74,327	55,507	34%
Website Unique Visitors	21,691	23,016	18,423	20,901	23,309	20,591	23,307	-12%
Facebook Followers	6,403	6,410	6,412	6,427	6,435	6,458	6,267	3%
Twitter Followers	2,583	2,584	2,586	2,591	2,591	2,591	2,543	2%
Instagram Followers	1,792	1,803	1,806	1,818	1,828	1,837	1,674	10%
LinkedIn Followers	1,123	1,141	1,148	1,164	1,174	1,178	971	21%
Email Subscribers	4,765	4,759	4,723	6,585	6,575	6,572	14,435	-54%
Trip Plans	46,372	54,913	55,978	42,619	55,978	53,548	56,001	-4%
Real-time Map	33,246	38,221	35,635	31,243	35,635	38,016	43,561	-13%
Next DART Bus	421,229	540,016	557,876	558,690	557,876	528,578	465,509	14%
SMS Text Messaging	134,277	128,123	135,782	39,547	157,797	125,038	151,839	-18%



MyDART App Report

Metric	Jan. 2024	Feb. 2024	March 2024	April 2024	May 2024	June 2024	TOTAL FY 2024
Downloads	1,351	1,269	1,298	1,374	1,010	1,399	17,642
iOS	352	296	377	547	482	425	6,329
Android	999	973	921	827	528	974	11,329
Accounts Created	934	805	801	873	1,000	935	13,948
Orders Placed	6,294	6,425	6,625	6,973	7,035	6,857	83,846
Passes Purchased	8,550	8,870	9,214	9,617	9,294	9,284	119,815
Revenue	\$36,154	\$36,288	\$36,723	\$38,167	\$34,846	\$35,895	443,297

Communications – Sarah Welch, Communications Manager

- **Reimagine DART:** The Communications Team is developing plans and messaging to educate stakeholders, staff and riders on what Reimagine DART is and why DART is leading this initiative. The plan focuses on a public launch of Reimagine DART in late August and additional efforts throughout the next six months prior to the first public input opportunity. As part of the plan, the Communications and Marketing teams are conceptualizing a campaign that will raise awareness about how DART serves member communities, and the role public transit plays within the region.
- **Communications Campaigns:** DART is preparing plans and implementing communications for a variety of DART initiatives. In early August, DART will begin communicating service changes that will take place August 25, which include slight time changes to several routes to align with DMPS' new bell times and to better meet rider demand. The team is working with DMPS staff to communicate with students, families and staff on how students can access DART this school year. DART also is planning to communicate in early September a public input opportunity on November service changes, including the elimination of the D-Line, as well as DART's partnership with UZURV and Taxi to provide some trips for Paratransit customers.
- **ADA Anniversary:** DART recognized the anniversary of The Americans with Disabilities Act on July 26 with a blog post that highlighted the ways DART goes above the requirements of the law, as well as two social media posts. [Read the blog here.](#)

DART in the News

[DART issues RFP for 'Reimagine DART' network redesign](#)

Business Record, 07/15/2024

[Service cuts at DART include Wi-Fi on buses](#)

WHO, 07/01/2024

['I believe they were here with us today': New DART bus honors Iowa leaders](#)

KCCI, 06/27/2024

MONTHLY REPORT

9C: External Affairs Team Report



Caravan – Victoria Henderson Weber, Caravan Supervisor

- Caravan Recovery & Data:** The entire External Affairs team is working to rebuild DART's vanpool program. The recovery strategy includes implementing an improved technology platform, updating the fare policy, rebranding the program, and increasing awareness to attract new vanpool participants and new vanpool partners.

Our goal is for each vanpool to have a minimum of 7 passengers. The program currently has on average 8+ people per vanpool, achieving the target for this key performance indicator that shows program efficiency.

The staff is focused on increasing the number of vanpools in service and have set a target to have 46 vanpools in operation by the end of FY25. Based on conversations with several large employers, staff are on track to achieve this key metric.

FY	Vanpools	Ave. Pass Per Van	Pass Miles
FY19	88	7.24	8,467,267
FY20	49	4.29	6,197,708
FY21	48	4.96	3,074,463
FY22	32	6.53	3,318,638
FY23	27	5.86	3,347,794
July 2023	26	6.29	191,855
August 2023	25	6.52	212,816
September 2023	25	7.04	221,312
October 2023	26	8.15	278,085
November 2023	24	7.79	251,640
December 2023	24	7.96	193,175
January 2024	24	8.63	226,370
February 2024	23	9.09	249,106
March 2024	23	8.91	253,498
April 2024	23	8.74	234,222
May 2024	23	8.26	196,647
June 2024	22	8.41	180,046
FY25 Target	46	7.69	7,383,192

- Ride Matching with the DOT Update:** DART staff and the DOT are working with HBSS to create a new ride matching website to replace iowarideshare.org. This website provides accessibility for individual passengers to join vanpools. The replacement website will serve much of the same purpose as well as support connectivity with other transit agencies for commuting opportunities. The DOT is fully funding the cost of the website.
- Pending Partnership:** DART staff have been working with Wells, Inc. to develop a vanpooling program that would replace their private shuttle service and extend vanpooling opportunities to rural NW Iowa communities. The contract is currently being negotiated. We anticipate 8-10 vanpools being established initially for this partnership with opportunity for growth.
- Van Donation:** DART staff will begin advertising Van Donations in September. This year there are two full sized vans that meet disposal and donation requirements. Per the updated policy, recipients must be a 501(c)3 public charity or government agency located in DART's service area that is able to demonstrate the need to provide transportation to their clients/members and pay for the federal interest DART owes for the van. Organizations interested in receiving direct advertisement of the program and application can send their contact information to caravan@ridedart.com to be added to the list.

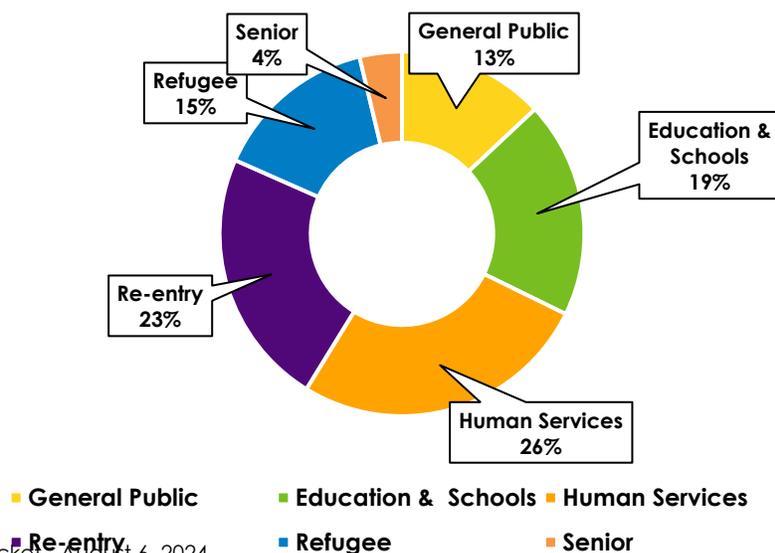
Business & Community Partnerships – Matt Harris, Business & Community Partnerships Manager



Pictured above: July 15, 2024 ribbon cutting for the Johnston art shelter featuring work by artist Laura Palmer.

- **Art shelters:** Art shelters have recently been installed in Urbandale at 86th & Colby Parkway as well as the Gloria Dei Park & Ride. The shelters feature work by artists Tyler Boeyink and Maddy Fusco, respectively. Two of three art shelters have also been installed in Windsor Heights at University & 66th as well as University & Hy-Vee, featuring work by artists Tibi Chelsea and Maddy Fusco, bringing the number of art shelters installed to 16.
- **Unlimited Access:** Through June 2024, Unlimited Access program ridership ended FY2024 nearly 30% higher year-over-year, accounting for more than 367,000 fixed route trips. The top partners by total ridership include DMACC, Newbury Living, Hy-Vee Commissary, Conlin Properties, Drake University, and Anawim Housing.
- **Mobility Coordination –** YTD mobility outreach training and participation is shown below.

FY2024 Mobility Outreach Participants
3,336 Total Participants as of June 2024



MONTHLY REPORT



9D: Finance/Procurement/IT Team Report

Staff Resources: Dan Washburn, Amber Dakan, Mike Gulick, and Kyle Foster

Finance Department – Amber Dakan, Finance Director

- **HRIS System Implementation:** DART's new UKG/Kronos payroll module went live with the first payroll check occurring in this system on 07/12/24. The transition has been rather smooth considering such a significant transition for payroll, benefits, and time and accruals. There is ongoing work that is still underway in cleaning up outstanding items, transitioning tax and vendor payments and importing data into the ERP system.
- **Fiscal Year End Preparation:** The Finance team continues to prepare for the close out of fiscal year 2024, which includes year end physical asset inventory and preparing work papers for the upcoming onsite financial audit in September.

Procurement Department – Mike Gulick, Procurement Manager

- **Heavy Duty Bus Procurement:** Working through final quote and pre-award Buy America Certifications to formally place order for four 30-foot and ten 40-foot heavy duty buses. The approximate lead time is 18 to 24 months from the date of purchase order. Commission approved this purchase on May 7, 2024.
 - Purchase Order Issued
 - Estimated Delivery Lead-Time 18-24 months
- **Light Duty Bus Procurement:** Working through final quote and pre-award Buy America Certification to formally place order for five light duty buses. The approximate lead time is 10 - 12 months from the date of purchase order. Commission approved this purchase on May 7, 2024.
 - Purchase Order Issued
 - Estimated Delivery Lead-Time 10-12 months
- **Reimagine DART Procurement:** DART seeks to engage a Proposer to develop a reimagined transit service network for Greater Des Moines that charts a fresh course forward unconstrained by DART's existing service delivery model.
 - RFP publicly posted on July 10, 2024
 - Pre-proposal conference is July 31, 2024
 - Proposals are due August 5, 2024
 - Top Proposers Interviews are targeted to take place September 18 – 24, 2024
 - Targeting October 8, 2024, Commission Action Item

IT Department – Kyle Foster, IT Director

- **Technology Roadmap:** Underutilization of existing software and solutions as well as aging infrastructure equipment were two key points identified in a technology audit.

MONTHLY REPORT

9D: Finance/Procurement/IT Team Report

- Systemwide upgrades of software, along with consolidation of duplicate solutions are a key focus for FY24 & FY25.
 - All major software components have been upgraded except for Trapeze OPS, which is scheduled for upgrade mid-September of 2024.
 - Network storage and server hardware have been replaced.
 - Our internal network layout is currently being re-designed to simplify and plan for the new Operations and Maintenance building. Once the design is complete, we'll have a parts list needed to replace. This will complete the hardware refresh of all major DART systems
- **Disaster Recovery/Incident Response:** DART IT staff are finishing a full update/re-write of our DR and Incident Response Plan. Cyber Security threats, loss of power, loss of facility, and individual system failures are all being taken into consideration to meet all critical system recovery time objectives. The plan has been completed and has been tested. IT will present this back to the leadership team and then roll this out so each department can create their own plans on what to do during an outage while IT works to restore systems.
- **Document Management Discovery:** DART has utilized many different solutions to store documents over time, which has caused inefficiencies and challenges in finding historical documents. It was identified as a priority to establish a single solution for all document management needs. We have defined the single solution to use for document management going forward to be our hosted SharePoint environment. We have built the main page for this and done some initial discoveries and testing on a few projects. We have a FY25 goal to get all departments set up and utilizing this system day forward.
- **HRIS implementation:** As mentioned in earlier reports, DART has selected UKG/Kronos as our new HRIS (Human Resources Information System) vendor, and IT is heavily involved in supporting this implementation and transition.
 - Staff training has been completed.
 - Parallel payroll testing started on 5/26/2024.
 - We have completed 2 live payrolls in the system and are working on turning off our old systems.
- **Passenger Information Displays (PIDS):** As mentioned in earlier reports, DART has selected GMV Syncromatics as our vendor to replace the platform signs at DCS.
 - A kickoff call happened on 3/27/2024.
 - A Site visit was performed by GMV on 4/24/2024 to finalize the build list.
 - The component build is estimated to be completed late August 2024, with scheduled install time of early September 2024.

9E: Human Resources/Training/Safety Team/Customer Service Report

Staff Resources: Kelley Burgess – Chief People Officer

A. Employee Engagement:

Employee & Family Summer Event: On the evening of Saturday, July 27th, over 100 DART employee and family members enjoyed an I-Cubs baseball game. Although our beloved Cubbies did not come away with a win, the summer breeze and camaraderie made for a fantastic evening at the ballpark! Funds for this event were provided from employee break room vending machine sales proceeds.



B. HRIS Update: The UKG HRIS system is now officially live, and first payroll stub occurred in July. A cross-functional team from HR, Finance, IT, Operations, and Training completed the necessary work to meet this internal timing goal. Great work, everyone!

Human Resources – Alaina Severino, Human Resources Manager

- **Recruitment Update:** The HR department is currently interviewing for the following openings:
 - Bus Operator (Para & Fixed) Bus Maintenance Technician
 - Building and Grounds person
- **Recent Hires:**
 - 2 – Fixed Route Operators
 - 13 – State Fair Operators
 - 1 – Mobility Services Operator 1 – Customer Service Reps
- **Turnover Rate:** YTD as of July 31 - 11.1%

MONTHLY REPORT

9E: Human Resources/Training/Safety/Customer Service Team Report

Training – Matt Johnson, Training Manager

- **Fixed Route New Hire Trainees:** Training continues for three Fixed Route operators.
- **Mobility Services New Hire Trainees:** Training continues for one Mobility Services operator.
- **Fixed Route Training Graduates:** Two new operators completed all training requirements and graduated to Part-Time Fixed Route Operator.
- **Operations Safety Meetings:** Safety meetings were held with all operators. Topics highlighted included an overview of State Fair service and training requirements. Safety also led an accident review development session with a focus on safe driving principles in action.
- **DART Academy Launch:** Training launched DART Academy Learning Management System (LMS) as an offshoot of the new HRIS system. The new system has been utilized under a soft launch to conduct on-demand training opportunities for new operator handbooks, as well as state fair training for all staff.
- **Training Handbook Update:** Training distributed Training Handbooks to operators. Training sessions were held highlighting updated information in the handbooks.

Safety – Pat Daly, Safety Manager

- **New Employee Safety Orientations:** Delivered two new employee safety orientations that included an overview of DART's Agency Safety Plan, the Employee Safety Report Program, the hazard and near-miss reporting program, and safety familiarization tours of 1100 Dart Way and DART Central Station.
- **New Operator Accident Prevention Discussions:** We met with two groups of new operators finishing their classroom training to discuss accident preventability, show them the most common accidents new operators have, and talked about actions they can take to avoid those.
- **Safety Meetings:** Discussed recent accidents and near-misses, focusing on those attributed to distracted driving. Using video of the incidents, facilitated discussions on each incident, guiding operators to put themselves in the place of the operators involved and then express their thoughts on how the incidents could have been avoided. Delivered annual refreshers covering on-the-job injuries and DART's worker's compensation insurance process. Presented a safety award watch to fixed route operator and senior trainer, John Rugama, in recognition of 10 years of driving without incurring a preventable accident.
- **Emergency Preparedness:** Attended the quarterly Local Emergency Planning Committee meeting at the Polk County Emergency Management Agency. Started working with the Des Moines International Airport on DART's role in their triennial emergency exercise to be held on August 29th. DART will be transporting "walking wounded" to four hospitals.

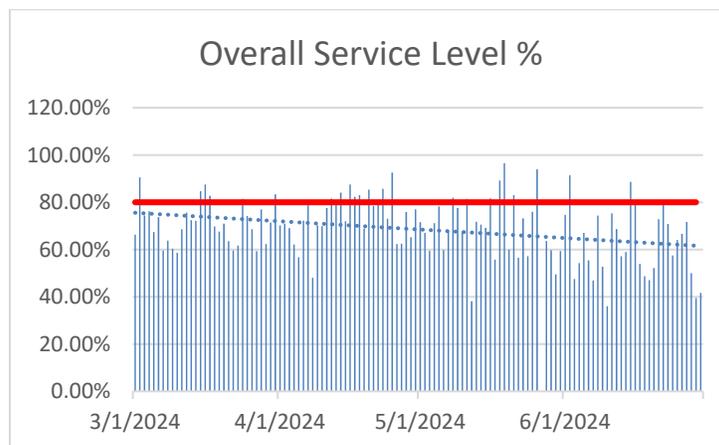
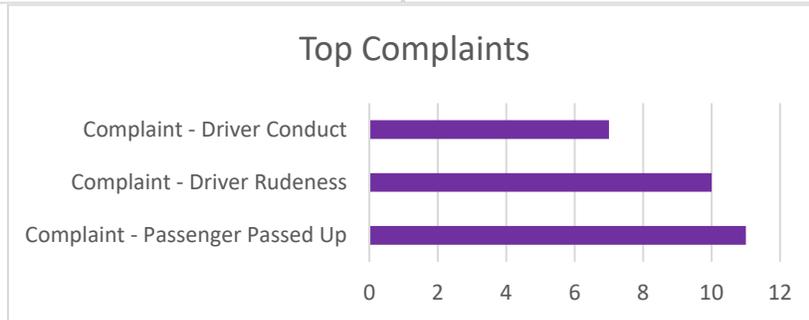
Customer Experience – Alyson Reimers, Customer Service Supervisor:

Service Levels – Our service level dropped a little but that's expected when we're utilizing other representatives to train our new staff. Our two new hires are halfway through training and doing wonderful. We've already seen a difference in our service level with more representatives on the phones.

MONTHLY REPORT

9E: Human Resources/Training/Safety/Customer Service Team Report

Call Trends – We have continued to see normal call trends: schedule questions, Paratransit questions/reservations, etc. We did see an increase in driver rudeness complaints in June versus May. We're unfortunately still seeing passenger passed-up complaints being our highest for June.



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

9F:	Chief Executive Officer
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Staff Resource: **Amanda Wanke, Chief Executive Officer**

- **Reimagine DART Facilitated Interviews and Workshops:** Thank you to all member community representatives who participated in interviews with our contracted facilitation team in July. The goal of these interviews and the upcoming workshops is to come to consensus on how we define and measure success for regional transit and identify barriers to success and potential solutions.

Upcoming workshops are scheduled for:

- August 22, 2:30-5:30 pm
- September 17, 1-4 pm
- October 28, 8:30-11:30 am

The goal is to have as many Commissioners as possible in person for these workshops, with a hybrid option available only if absolutely necessary. If a Commissioner is unable to attend, it is strongly encouraged that their alternate or another local elected official attend. Participation by all member communities is necessary to ensure consensus.

- **DART Executive Committee: DART Executive Committee:** The DART Executive Committee met on Wednesday, July 24, 2024. The discussion items presented during the meeting included:
 - O&M Facility Project Next Steps
 - D-Line Update
 - Reimagine DART
 - Business Plan Update
 - 2025 DART Commission Dates
- **Business Record Interview:** I recently had the opportunity to meet with Michael Crumb of Business Record for an interview on DART's FY 2025 budget and July changes as it relates to the budget. In addition, we touched on the Reimagine DART as it relates to the budget changes and impacts that have and may need to be made. The article was published on July 15, 2024 and can be read by clicking on the following link: [Business Record Article](#).
- **City of Pleasant Hill Work Session:** DART was invited to attend Pleasant Hills work session on July 16th that focused in part on their membership in DART. I provided a DART update and answered questions related to our services in Pleasant Hill, Commission governance, ridership recovery, public transit usage and need, future plans for Reimagine DART and more.

MONTHLY REPORT
10F: Chief Executive Report



- **Stakeholder Meetings:** I continue to meet each month with community and business leaders to understand their priorities, how transit best helps meet regional needs, and discuss with them Reimagine DART and our goals for shared consensus.

FUTURE DART COMMISSION ITEMS



Future Agenda Items:

September 3, 2024 – 12:00 P.M.	
Consent/Action Items	Information Items
<ul style="list-style-type: none"> • O&M Facility: Public Hearing and Construction Contracts • Construction Contract Change Order Policy • Uniform Services Contract • CEO Performance Review 	<ul style="list-style-type: none"> • Transit Riders Advisory Committee Update • Mobility Coordinator Update • UZURV Update • Signature Policy • Reimagine Dart Update
October 8, 2024	
Consent/Action Items	Information Items
<ul style="list-style-type: none"> • November Service Change/Title VI • Privacy Policy • Reimagine DART Network Redesign Contract 	<ul style="list-style-type: none"> • Transit Riders Advisory Committee Update • Grimes Withdrawal Update • Bus Procurement Update • Quarterly Financial Update • Quarterly Safety Report
November 5, 2024	
Consent/Action Items	Information Items
<ul style="list-style-type: none"> • Grimes Withdrawal Approval • PTASP Approval • STBG Grant • Bus Procurement 	<ul style="list-style-type: none"> • Transit Riders Advisory Committee Update • FY 26 DART Budget Update • Commission Nominating Committee

Upcoming DART Meetings:

MEETING	DATE	TIME	LOCATION
Reimagine DART Commission Workshop	Thursday, August 22, 2024	2:30 p.m.	DART Central Station, (In person preferred; Hybrid available)
Reimagine DART Commission Workshop	Tuesday, September 17, 2024	1:00 p.m.	DART Central Station, (In person preferred; Hybrid available)
DART Executive Committee Meeting	Wednesday, September 18, 2024	12.30 p.m.	Zoom
Reimagine DART Commission Workshop	Monday, October 28, 2024	8:30 a.m.	DART Central Station, (In person preferred; Hybrid available)