



2022

TITLE VI PROGRAM UPDATE



Submitted by:

**Des Moines
Area Regional
Transit Authority
515-283-8102**

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Region 7**

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1 Introduction

This 2022 Title VI Program Update of the Des Moines Area Regional Transit Authority (DART) is offered to verify compliance with Civil Rights Act of 1964 and its amendments (42 U.S.C. §2000d), collectively known as Title VI, which prohibit discrimination on the basis of race, color or national origin in programs and activities that receive federal funds.

This document has been produced consistent with the guidelines in Federal Transit Administration (FTA) Circular 4702.1B, effective October 1, 2012, as well as the requirements of 49 C.F.R. § 21.23(f). Updates to this Title VI Program are submitted to the Federal Transit Administration Region Seven Civil Rights Officer every three years, as required by 49 CFR Section 21.9(b). The date arranged by FTA for submittal of the DART 2022 Title VI Program Update is June 1, 2022.

DART is a regional transit authority and is governed by an independent commission. Effective July 1, 2022, DART's service area includes the following communities: Altoona, Ankeny, Bondurant, Clive, Des Moines, Grimes, Johnston, Pleasant Hill, Unincorporated Polk County, Urbandale, West Des Moines, and Windsor Heights. DART operates 17 fixed local routes, 7 express routes, 4 shuttle routes, 1 microtransit zone and 3 on-call zones. DART Paratransit provides both general public demand response transportation services as well as ADA complementary service. DART also has an extensive RideShare program that operates more than 28 vans throughout the region serving approximately 125 customers. The population of Des Moines is approximately 218,000 and the regional metro service area has a population of approximately 519,131. About 2.4 million unlinked passenger trips are provided annually.

This 2022 Title VI Program Update has been prepared to verify that:

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



2 General Requirements & Guidelines

2.1 Annual Title VI Certification and Assurance

DART's Annual Title VI Certifications and Assurances are current. The annual certificate of assurances submission was filed in TrAMS in 2022.

2.2 Title VI Notice

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

These notices include:

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

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

We are Proud to Serve You!

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

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

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

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

Or e-mail to: dart@ridedart.com

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

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

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

Quejas serán registradas con DART Escritas y se dirigirán a:

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

O al correo electrónico: dart@ridedart.com

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

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

Iowa Civil Rights Commission
www.iowa.gov



515-283-8100 ridedart.com

2.3 Title VI Complaint Procedures

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

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

- ▶ Identify and review all relevant documents, practices and procedures.
- ▶ Identify and interview persons with knowledge of the Title VI violation, i.e., the person making the complaint; witnesses or anyone identified by the complainant; anyone who may have been subject to similar activity; or anyone with relevant information.
- ▶ Upon completion of the investigation, the Customer Experience Manager will complete a final report for the DART Chief Financial Officer. If a Title VI violation is found to exist, remedial steps as appropriate and necessary will be taken immediately. The complainant will also receive a final report together with any remedial steps. The investigation process and final report should take no longer than twenty (20) business days. If no violation is found and the complainant wishes to appeal the decision, he or she may appeal directly to the Chief Executive Officer, DART, 620 Cherry St., Des Moines, Iowa, 50309.



2.4 Record of Title VI Investigations, Complaints, and Lawsuits

DART maintains a record of all Title VI investigations, complaints and lawsuits.

No Title VI investigations, complaints or lawsuits have been received since the submission of the last DART Title VI Program.

File Date	Summary of Complaint	Summary of Findings	Actions Taken	Close Date
none	none	none	none	none



3 Public Participation Plan

3.1 Purpose

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

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



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

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



Regulations and Policies Relevant to DART's Public Participation Plan

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

- ▶ Federal Requirements:
 - ▷ Americans with Disabilities Act of 1990
 - ▷ Title VI of the Civil Rights Act of 1964
 - ▷ Executive Order 13166 -- Improving Access to Services for Persons with Limited English Proficiency
 - ▷ Executive Order 12898 -- Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations
 - ▷ National Environmental Policy Act (NEPA)
- ▶ State of Iowa Requirements:
 - ▷ Open Public Meetings Act
 - ▷ Public Records Act

3.2 Goals

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

The specific goals of DART's public outreach efforts include:

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



3.3 Principles

Public participation at DART is based on the following principles:

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

The recommendations in the Public Participation Plan reflect feedback from DART customers and the general public, as well as best practices in the field. Information on the preferences of DART customers and the general public was collected primarily through surveys conducted in the fall of 2018. DART staff analyzed the results of the survey based on self-reported demographic information to cater recommendations to the expressed preferences of minority and low-income respondents. DART also has close relationships with many human service organizations that provide feedback on how DART can best communicate with the populations they serve.

3.4 Public Input Policy

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

Major Service Changes and Fare Changes

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



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

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



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

Budget and Tax Levy Changes

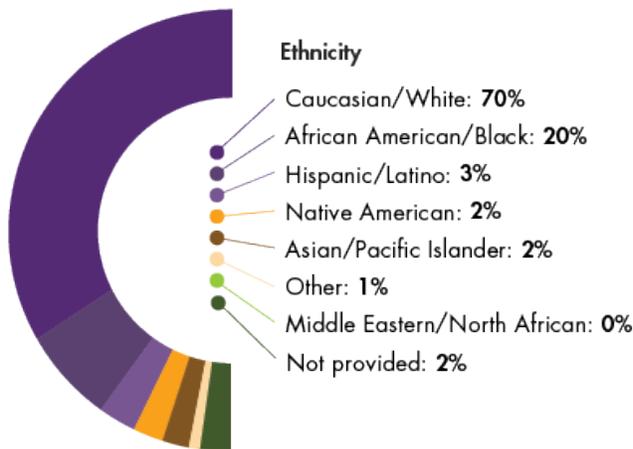
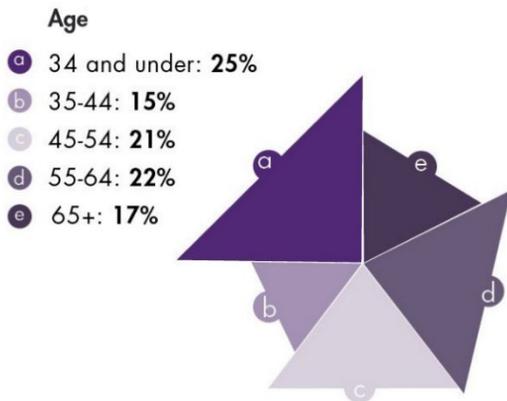
DART's annual budget and any associated tax levy changes will have a scheduled public hearing at a DART Commission Meeting. The public hearing will be advertised per Iowa Code, not more than 20 (twenty) days and not less than 10 (ten) days in advance.



3.5 Customer Preferences

Customer Profile

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





Preferred Customer Communication Techniques

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

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

1. DART website
2. Printed on-board brochures (hangtags) printed in English and Spanish
3. Bus audio announcement
4. Posters and signs at DART Central Station
5. Emails from DART

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

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

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

1. Printed surveys
2. Online surveys
3. Calling Customer Service
4. Emailing DART
5. Facebook

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

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

DART also analyzed the responses from separate surveys of paratransit and rideshare customers. While a much smaller





proportion of DART's customers, tailoring communications about these programs to the formats preferred by established customers should improve participation rates.

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

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

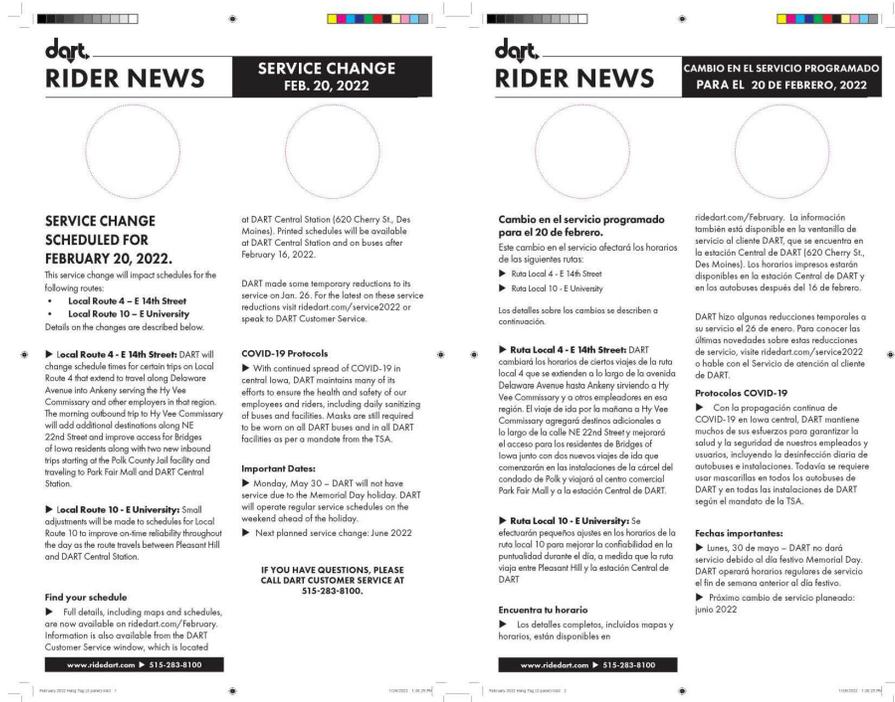


3.6 Direct Communication Methods

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

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

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

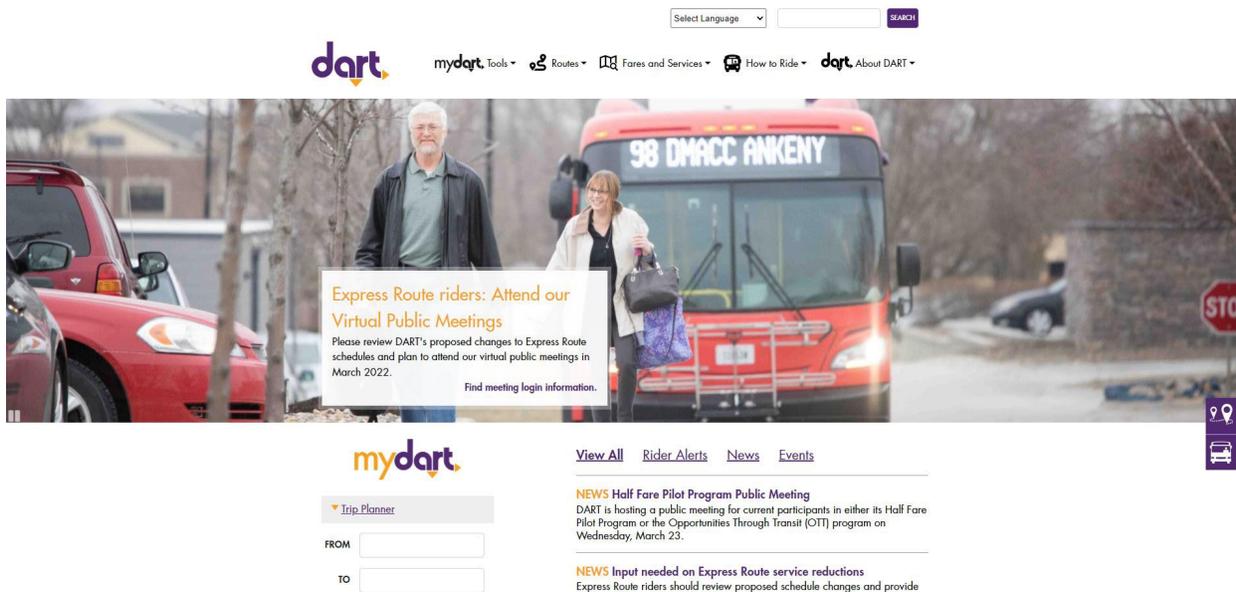


Sample on-board newsletter ("hangtag")

- ▶ **On-board audio announcements*** – DART's Automatic Vehicle Location System has the capability of scheduling automatic audio announcements on DART buses. These announcements can be scheduled on all routes, or single routes, and can be triggered by location on route or on regularly timed intervals. Announcements can be recorded in both English and Spanish.
- ▶ **Emails to DART emails subscribers (customers)** – These electronic communications are sent out via DART's mass email subscription service. Customers can sign up on DART's website to receive emails from DART. Staff has the flexibility to target email communications to subgroups of DART ridership, such as those on a particular route. Staff can also elect to send an email to all email subscribers.
- ▶ **Emails to partners** – These electronic communications can be sent out directly from staff members' email accounts, as well as through DART's mass email program. Similar to mailers, these can include letters to key staff members at these locations, as well as additional posters or other materials for them to distribute.
- ▶ **Press releases** – Press releases are aimed at generating news coverage of DART events, changes, meetings, etc. They are distributed via email to DART's media contact list, as well as posted on the News and Media page of DART's website.

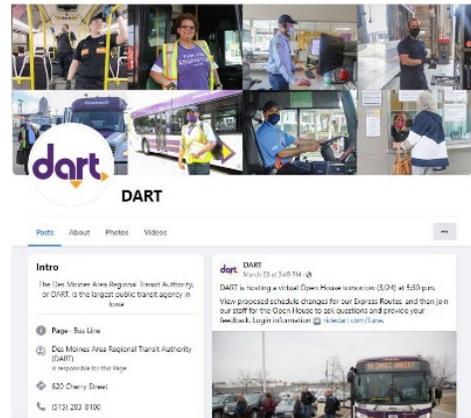


- ▶ **Community newsletters** – DART has several partners in the community that publish newsletters, including several member governments. DART can provide articles to these partners for publication in their newsletters.
- ▶ **Ads on buses and bus shelters** – Overhead advertisements can be posted inside DART's buses. Additionally, printed advertisements can be posted on the sides of DART's bus shelters.
- ▶ **Posters at DART Central Station** – Printed posters can be posted around DART Central Station, including designated news bulletin areas within the waiting area, using sandwich boards on the platform and at the Customer Service Window.
- ▶ **Mailers to partners** – These printed materials can be distributed via mail to DART's partners. They can include letters to key staff at these locations, as well as additional posters or other materials for them to post around their offices.
- ▶ **Partners' websites** – Like community newsletters, DART's many community partners maintain websites that are frequented by the public. DART can provide information to these partners to be included on their websites.
- ▶ **Community calendars** – One feature that is common to many of DART's partners' websites is a calendar. DART can share the times and dates of key meetings or events with the partners for inclusion on these calendars.
- ▶ **Paid ads in local media** – DART can publish paid advertisements in the daily newspaper of record, The Des Moines Register, in community newsletters and on local broadcast channels.
- ▶ **Paid ads in non-English media*** – DART can publish paid advertisements in non-English newspapers, magazines and radio stations to reach a wider span of the population.
- ▶ **Public notices** – These are published in the daily newspaper of record, The Des Moines Register, and are also posted on DART's website.





- ▶ **DART's Facebook page** –DART's Facebook page is used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in DART's decision-making process.
 - ▶ **DART's Twitter feed** – DART's Twitter account allows staff to share newsworthy items with riders, including service changes and opportunities for the public to participate in DART's decision-making process.
- * All communication methods are available for translation or interpretation upon request.**



3.7 Methods of Involving the Public

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

DART's public involvement methods include:

- ▶ **Public Meetings** – A public meeting is a discussion between interested parties, often including riders. It is a question-and-answer format and an open discussion with a member of the DART staff to make sure comments stay focused on the proposed change and that everyone has a chance to ask questions. These meetings can be held in-person at DART Central Station, at a transit accessible location in a member community, virtually using Zoom or a similar online meeting software, or a hybrid approach allowing attendees to attend in-person, or login in through a virtual platform. DART staff considers audience and other factors such as high levels of illness in the community before deciding what format a meeting will be held in. A public meeting is NOT required by federal regulations and comments do not go into the public record.

Virtual options grew in popularity during 2020 and 2021 as a result of restrictions on hosting gatherings and indoor events. DART utilized online platforms to share information and host discussions with the public



- ▶ **Public Hearings** - A public hearing is required by federal or state regulations where comments from the public go into the public record. A public hearing is governed by rules concerning who speaks when and for how long and is overseen by a DART official. A public hearing is NOT a question-and-answer format.



- ▶ **Grab-and-Go Events** – DART will staff informational tables at community events and at DART Central Station to share information about changes to service, new initiatives or community resources. These events allow DART to interact with a wide variety of community members for a shorter time span.
- ▶ **Open House** - DART hosts Open House events which allows the public to attend and visit at specific stations to meet with DART staff and provide feedback. The nature of this event allows flexibility for attendees, permitting them to come and leave at any time during the multi-hour event. Open House events can be held in-person at DART Central Station, at a transit accessible location in a member community or virtually using Zoom or a similar online meeting software. DART staff considers audience and other factors such as high levels of illness in the community before deciding what format an Open House will be held in. Open Houses are NOT required by federal regulations and comments do not go into the public record.
- ▶ **Surveys** – Surveys are a series of specific questions, often in multiple-choice format that can be distributed in print form as well as in digital form. The results from surveys can be quantified and analyzed, but are not as conducive to broader, more open-ended discussions.
- ▶ **Focus Groups** - At times, the complexity of a project, issues, or needed input may require engaging targeted audiences of stakeholders where more in-depth discussion and feedback can occur. Focus groups generally work better if held in-person but can be conducted through a virtual format, like Zoom.
- ▶ **DART Commission Meetings** - The Board of Commissioners meets the first Tuesday of each month at 12:00 p.m. at DART Central Station, 920 Cherry Street, Des Moines, IA. These meetings are open to the public to attend in-person or online via Zoom and include an opportunity at the beginning of the meeting for the public to comment on any item relating to transit.
- ▶ **Public Comment Cards** – Public comment cards are open-ended questionnaires that can be distributed in printed form as well as in digital form. Comments from comment cards are valuable for open-ended discussions, although they are not as easy to quantify or analyze.
- ▶ **General Comments** – DART is always open to and accepting of public comments, regardless of whether they were given as part of an organized effort. Comments can be shared with DART by phone at 515-283-8100, by email at dart@ridedart.com, via a comment form on DART's website at ridedart.com or by mail at 620 Cherry Street, Des Moines, Iowa, 50309, or in person at DART Central Station.

3.8 Selection of meeting times and locations

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



3.9 Public Outreach Between April 2019 – April 2022

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

- ▶ Eight public meetings were held May 13-23, 2019, to collect input on a major service change planned for Fall 2019 that would impact six Local Routes, seven Express Routes, three Flex Routes and two On Call shuttles. These meetings were promoted in English and Spanish on buses and on signage posted in DART Central Station. English language promotion of this meeting also included emails to riders, social media posts and posts to DART's website. An online and paper survey was also administered to understand the transit needs of the affected individuals.
- ▶ Eight virtual public meetings were held April 5 – 23, 2021, to collect public feedback on the first phase of input for DART's long-range planning efforts, the Transit Optimization Study. One of the eight meetings was promoted as Spanish language with an interpreter in attendance. Along with the feedback, surveys were collected digitally and in print format from riders and members of the public. To promote the feedback DART advertised input on Spanish language radio stations and in Spanish language local print publications, as well as in English in print publications, and on radio stations, that targeted the local African American population. Signage, on bus audio announcements and on bus printed newsletters were all shared in both English and Spanish to promote these public meetings and general input.

- ▶ Two public meetings and two open house events were held Sept. 20 – Oct. 12, 2022, to collect a second round of input on DART's long-range planning effort, the Transit Optimization Study. One public meeting and one open house event were held virtually, while the other events were held in-person. Spanish language interpreters and ESL interpreters were present at the events on Sept. 27 and 28. In addition to these events, DART staff participated in nine grab and go events across its member communities, including one at a local farmers' market which specifically served local refugee populations, and staffed a grab and go table five times in Sept. and Oct. 2021 to engage with riders at DART Central Station. DART also collected feedback for these efforts using an interactive website and online survey. Promotion of all these efforts was done bilingually with hang tag newsletters, signage and on bus audio announcements in both English and Spanish. Advertisements of the input and public meetings were also promoted on social media in Spanish, and in local Spanish language magazines and on local Spanish language radio stations.



- ▶ A print and online survey as well as two virtual public meetings on March 21-24, 2022, were used to collect rider feedback on proposed schedules for DART's Express Routes. This feedback followed an online and in-person survey effort conducted in February 2022. Input will be used to finalize condensed Express Route schedules to adjust service



levels to better fit ridership demands. These schedules are proposed to go into effect in June 2022. These meetings were promoted in English and Spanish using bilingual printed panel cards placed on all Express Route buses.

- ▶ One public meeting was held March 23, 2022, to collect input from participants in DART's Half Fare Pilot Program and the Opportunities Through Transit (OTT) program. DART also collected feedback through an online and print survey. DART is proposing to make the Half Fare Pilot Program changes permanent effective in July 2022, discontinuing the OTT program as part of this process.
- ▶ One public meeting was held April 21, 2022, to collect input and suggestions for updates to DART's Public Participation Plan. This meeting was promoted via on bus audio announcements, on bus printed materials, and in signage posted at DART Central Station in both English and Spanish.
- ▶ Public hearings on DART's budget process were held annually each March.

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

3.10 Translation and Interpretive Services

DART's program for providing translation and interpretive services is critical to the success of the Public Participation Plan in reaching minority and LEP populations. The program provides translation and interpretive services upon request at:

- ▶ the customer service window,
- ▶ over the phone,
- ▶ at public meetings, and
- ▶ for important documents.

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

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

DART provides all applications available on its website and from DART Customer Service in English and Spanish and will provide the documents in other languages upon request. In addition, on bus communications for public meetings, including bus audio announcements and hang tag newsletters are provided in both English and Spanish.



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

3.11 DART Partners

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

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

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

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

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



3.12 Equity Considerations

DART recognizes that minority and low-income populations have historically been systematically excluded from participating in public decision-making. Due to persistent societal and cultural influences, it can be difficult to ensure diverse public participation in DART's decision-making, despite the concerted efforts described in this plan. DART therefore recognizes the need to think carefully about how to design inclusive outreach processes, and to build in key steps to consider whether a public participation process and its outcomes are achieving the intended results.

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

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

3.13 Outcomes

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



3.14 Conclusion

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

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





4 Limited English Proficiency (LEP) and Language Assistance

4.1 Four Factor Framework Analysis

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

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

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

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

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

A. Service Area Boundaries

DART’s service area is primarily Polk County; however, some community boundaries do slightly spill over into adjacent counties. For this analysis, only Polk County boundaries will be used. DART member communities as of July 1, 2022 include:

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

B. Analysis of Language Related Population Data

Language Spoken at Home

Analysis of the 2016-2020 American Community Survey 5-Year estimates data for Polk County presented in Table A shows that the proportion of residents within the DART service area who may be considered LEP is 5.5 percent. Of the population 5 years of age or older in Polk County, 13.4 percent speak a language other than English at home, with 41.2 percent of that population speaking English less than “very well.”



TABLE A:

Language Spoken at Home (5 Years and Over)

LANGUAGE SPOKEN AT HOME (5 YEARS AND OVER)	ESTIMATE	PERCENT
English only	390,654	86.6%
Language other than English	60,526	13.4%
Speak English less than "very well"	24,961	5.5%
Spanish	25,778	5.7%
Speak English less than "very well"	9,939	2.2%
French, Haitian, or Cajun:	1,591	0.3%
Speak English less than "very well"	540	0.1%
German or other West Germanic languages	795	0.2%
Speak English less than "very well"	211	>0.1%
Russian, Polish, or other Slavic languages	5,655	1.3%
Speak English less than "very well"	1,844	0.4%
Other Indo-European languages	4,321	1.0%
Speak English less than "very well"	1,474	0.3%
Korean	283	>0.1%
Speak English less than "very well"	90	>0.1%
Chinese (incl. Mandarin, Cantonese)	1,575	0.3%
Speak English less than "very well"	670	0.1%
Vietnamese	3,935	0.8%
Speak English less than "very well"	2,032	0.4%
Tagalog (Inc. Filipino)	718	0.1%
Speak English less than "very well"	294	>0.1%
Other Asian and Pacific Island languages	7,855	1.7%
Speak English less than "very well"	4,007	0.8%
Arabic	2,956	0.6%



<i>Speak English less than "very well"</i>	1,252	0.2%
<i>Other Languages</i>	5,064	1.1%
<i>Speak English less than "very well"</i>	2,608	0.5%
TOTAL	451,180	100%

C. Limited English Speaking Households

According to the US Census Bureau, a "limited English speaking household" is one in which no member 14 years old and over (1) speaks only English or (2) speaks a non-English language and speaks English "very well." In other words, all members 14 years old and over have at least some difficulties with English. By definition, English-only households cannot belong to this group. Previous Census Bureau data products have referred to these households as "linguistically isolated" and "Household where no one age 14 and over speaks English only or speaks English 'very well.'" The 2020 ACS 5-year estimates, shown in Table B below, Polk County to have 181,316 total households, and of the limited English speaking households Spanish is the most prevalent.



TABLE B:

Limited English Speaking Households

LIMITED ENGLISH SPEAKING	TOTAL	PERCENT
English	166,056	86.9%
Spanish	9,784	5.1%
<i>Limited English Speaking</i>	2,284	0.1%
<i>Not Limited English Speaking</i>	7,500	3.9%
Other Indo-European languages	5,931	3.1%
<i>Limited English Speaking</i>	981	0.5%
<i>Not Limited English Speaking</i>	4,950	2.6%
Asian and Pacific Island language:	6,038	3.2%
<i>Limited English Speaking</i>	1,604	0.8%
<i>Not Limited English Speaking</i>	4,434	2.3%
Other languages	3,316	1.7%
<i>Limited English Speaking</i>	1,045	0.5%
<i>Not Limited English Speaking</i>	2,271	1.1%
TOTAL	191,125	100%

D. Des Moines Public Schools

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

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



E. Summary

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

Factor 2: Frequency of Contact of LEP Persons

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

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

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

One way to demonstrate this is to review how many customers of various languages were served through DART’s real-time telephone translation services from April 2019 to March 2022:

Spoken Language	Customers Served through Interpretation
Nepali	2
Swahili	1
TOTAL	3

Another way DART monitors the languages spoken by refugee persons applying for “Half Fare” ID cards, which allow them to ride DART’s services for less than half the cost of a full fare. The following table is a breakdown of languages spoken by refugees that obtained one of the 960 “Half Fare” ID’s made between April 2019 and March 2022.



Language	Number	Percent of Total
Acholi	1	0.03%
Amharic	6	0.18%
Arabic	319	9.81%
Belin	1	0.03%
Bembe	8	0.25%
Burmese	432	13.29%
Burundi	3	0.09%
Chin	215	6.61%
Dari	71	2.18%
Dinka	2	0.06%
Eliteria	3	0.09%
English	97	2.98%
Eritrea	9	0.28%
Falam	38	1.17%
Haka	4	0.12%
Kanyarwanda	3	0.09%
Karen	428	13.17%
Karenni	43	1.32%
Karen-Siyin	1	0.03%
Kibembe	5	0.15%
Kigwahili	1	0.03%
Kinyabwisha	1	0.03%
Kinyamulenge	46	1.41%
Kinyarwanda	20	0.62%
Kirundi	17	0.52%
Kiswahili	94	2.89%
Korean	10	0.31%
Kunama	107	3.29%
Mara	7	0.22%
Massalit	1	0.03%
Matu	12	0.37%
Mizo	45	1.38%
Movo	1	0.03%
Nepali	527	16.21%
Nuba	1	0.03%
Oromo	4	0.12%
Pashto	163	5.01%
Pashto Northern	6	0.18%
Pashton	2	0.06%
Sgnaw	2	0.06%



Language	Number	Percent of Total
Sidama	3	0.09%
Somali	117	3.60%
Spanish	11	0.34%
Swahili	217	6.67%
Tedim	19	0.58%
Tigrinya	92	2.83%
Urdu	9	0.28%
Zotung	27	0.83%
TOTAL	3,251	100%

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

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

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

Factor 4: Resources Available to DART and Overall Cost

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

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



4.2 Implementation Plan

Existing Language Assistance Programs and Services

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

A. General Language Assistance

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

DART POCKET GUIDE

Plan your trip

WEB | ridedart.com
GOOGLE MAPS | google.com/maps
APP | Download MyDART app

My stop # is: _____
My Route # is: _____

My destination stops are: _____

My home address is: _____

Pay

PASS | Day, weekly or monthly paper pass

CASH | Pay with exact change

APP | Download MyDART app to buy your pass

Children 5 and under
ride free
Children 6 – 10: \$0.75

Boarding and getting off the bus

ARRIVE at your bus stop ontime.
Check the Route number

BOARD the bus

PAY your fare

PULL CORD before your stop
GET OFF bus at your stop

B. Spanish Language Assistance

- ▶ Vital documents including the Title VI policy and complaint form, the ADA complaint form, Half Fare program application and paratransit application form are available in Spanish. Application and complaint forms will be translated into Vietnamese and Arabic as well, and notice of translation availability will be added in Vietnamese and Arabic to our Title VI notice.
- ▶ On-board customer information bulletins ("hang tags") are printed in English and Spanish.
- ▶ On-board audio announcements regarding changes in service or public outreach opportunities are provided in Spanish.



- ▶ The automated telephone schedule information line includes a Spanish translation option.
- ▶ Onboard passenger surveys are available in Spanish.
- ▶ Many DART bus operators are bilingual, and Spanish language skills are targeted during bus operator recruitment.
- ▶ Some staff in the Customer Experience department are bilingual (Spanish).



Sample on-board bilingual signage

Opportunities for Improvement

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

- ▶ Continue translating key documents: Analyze the use of the DART website and inquiries at the customer service window to determine what information is important to our customers and should be proactively translated into Spanish and other prevalent languages. Examples would include applications for half-fare or reduced-fare programs and customer surveys.
- ▶ Improve how we coordinate with member governments to share best practices and leverage language assistance resources and outreach opportunities with LEP populations.
- ▶ Continue to identify community-based organizations that work with underrepresented groups such as LEP, minority and low-income populations to amplify DART's information sharing and provide "how-to-ride" training and other information to improve access to DART's services. Also work with those groups to design inclusive public outreach and target hard-to-reach populations to ensure that more diverse voices are included in DART's public participation processes.
- ▶ Continue efforts to share DART information through advertisements targeting diverse communities, including print and audio ads in Spanish language publications and channels

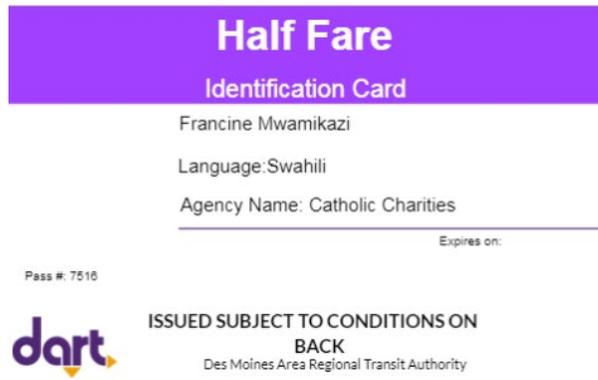
Training Staff

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

- ▶ Training is provided to all new hires on Title VI and language assistance policies for providing meaningful access to services for LEP persons.



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



Providing Notice to LEP Individuals

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

DART provides this notification through the following:

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



4.3 Monitoring and Updating the Language Assistance Plan

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

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

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

5 Racial Breakdown of Non-Elected Committees

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

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

Composition

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

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



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

Body	Total	Caucasian	Latino	African American	Asian American	Native American	Multiracial or Other
Polk County Population (Number)	492,401	362,260	48,055	34,990	24,313	1,081	21,702
Polk County Population (Percentage)	100%	74%	10%	7%	5%	>1%	4%
Active Membership as of January 2022 Transit Rider Advisory Committee (Number)	8	4	0	1	0	0	3
Active Membership as of January 2022 Transit Rider Advisory Committee (Percentage)	100%	50%	0%	12%	0%	0%	38%

Recruitment Process for Members

The day-to-day operation of the committee is handled by a “TRAC Liaison” who is designated by the Chief Executive Officer. When there are openings on the committee, the TRAC Liaison works with the Marketing and Communications Department to solicit applications from the riding population. The approach is to reach as many transit riders as possible in their environment, as well as through other means. Approaches to get higher rates of participation from minority groups include the following:

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



6 Efforts to Ensure Subrecipient Compliance with Title VI

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

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

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

7 Environmental Justice Analysis of Construction Projects

In order to integrate, into environmental analyses, considerations expressed in the DOT Order on Environmental Justice, recipients and subrecipients should integrate an environmental justice analysis into their National Environmental Policy Act (NEPA) documentation of construction projects. DART has not engaged in a significant construction project between June 2021 and May 2022.

DART has engaged in planning for a new Operations and Maintenance Facility. As part of the planning process, a Title VI Equity Analysis has been performed for potential locations. A copy of the analysis is provided in appendix B.



8 Title VI Program-Specific Requirements for Transit Providers

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

8.1 Requirements to Set Service Standards and Service Policies

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

8.2 Collection of Demographic Data

Demographic and Service Profile Maps and Charts

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

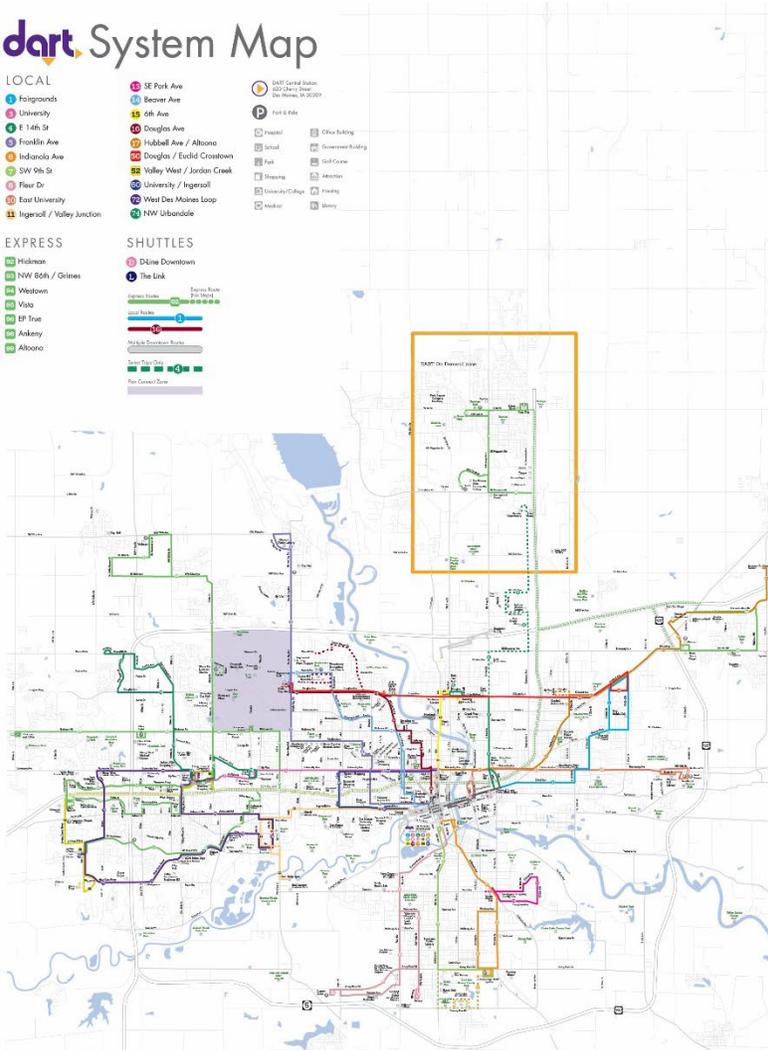
- ▶ A base map showing the current system network along with major attractors and generators within the service area.
- ▶ A demographic map showing Census block group analysis of minority populations throughout the DART service area. Areas on this map that are shaded are the Census block groups where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



Current DART System Network Map

dart System Map

- LOCAL**
 - 1 Faiggrounds
 - 2 University
 - 3 E 14th St
 - 4 Franklin Ave
 - 5 Indianola Ave
 - 6 SW 9th St
 - 7 Flax Dr
 - 8 East University
 - 9 Ingersoll / Valley Junction
 - 10 SE Park Ave
 - 11 Beaver Ave
 - 12 6th Ave
 - 13 Douglas Ave
 - 14 Hubbell Ave / Altoona
 - 15 Douglas / Euclid Crosswalk
 - 16 Valley West / Jordan Creek
 - 17 University / Ingersoll
 - 18 West Des Moines Loop
 - 19 NW Libertyville
- EXPRESS**
 - 100 Hickman
 - 101 NW 86th / Grimes
 - 102 Westown
 - 103 Vista
 - 104 EP True
 - 105 Ankeny
 - 106 Altoona
- SHUTTLES**
 - 1 D-Line Downtown
 - 2 The Link



PHONE 515-281-8100 | ONLINE [dartdm.org](https://www.dartdm.org) | FACEBOOK [facebook.com/dartdm](https://www.facebook.com/dartdm) | TWITTER twitter.com/dartdm | INSTAGRAM [instagram.com/dartdm](https://www.instagram.com/dartdm)

ON CALL SERVICES

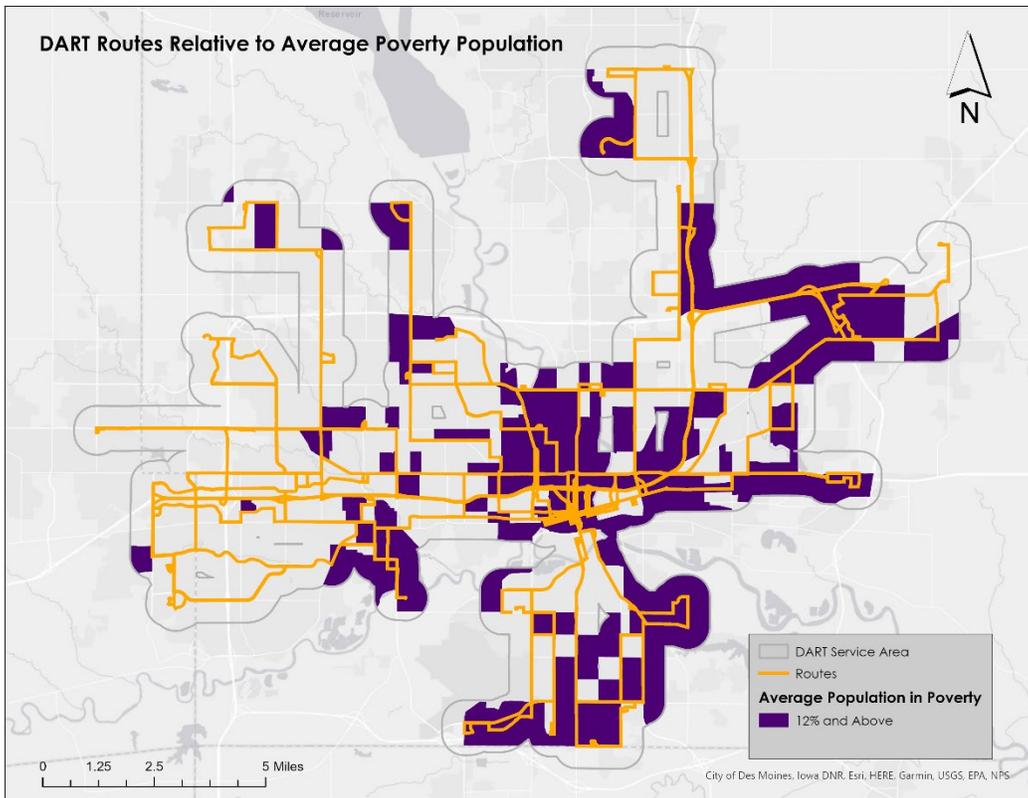
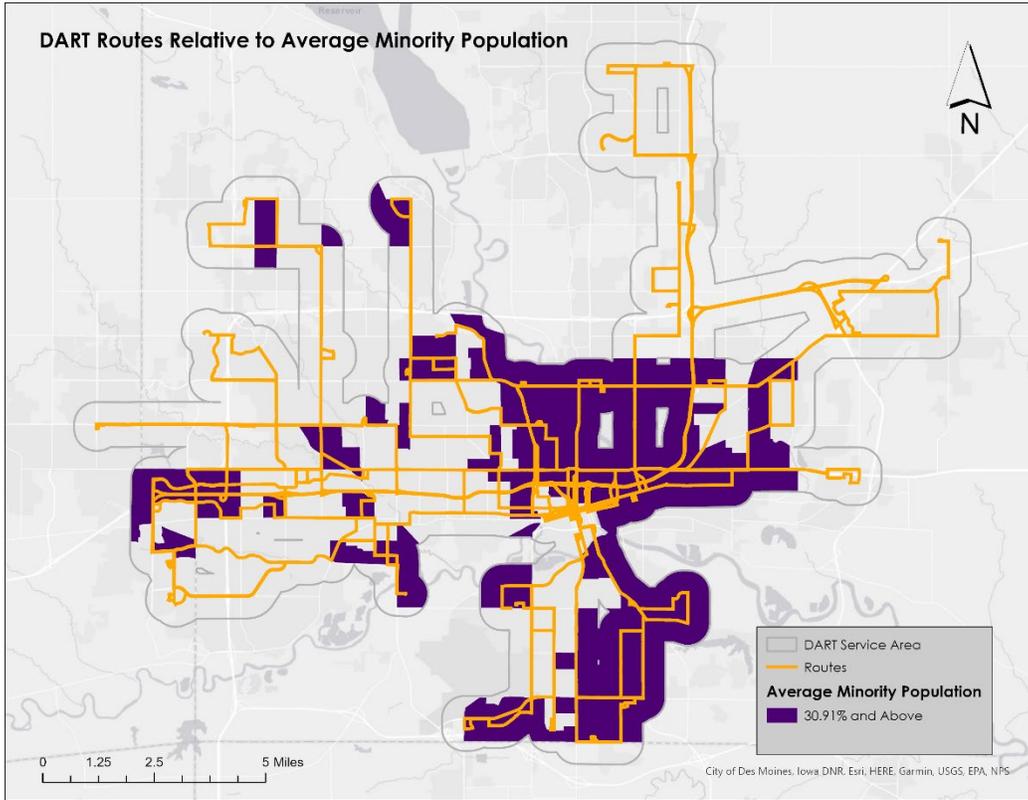
- Ankeny On Call** operates weekdays from 6 a.m. until 4 p.m. Riders can travel to and from locations within the Ankeny zone.
- Bondurant On Call** operates Mondays from 8:30 a.m. until 3 p.m. Riders can travel between Bondurant and Altoona or Ankeny.
- East Lake On Call** operates Thursdays and Fridays from 8:30 a.m. until 3 p.m. Riders can travel from the East Lake area to Southridge Mall, the Villages or SE 14th and Altoona.
- Grimes On Call** operates weekdays from 6 a.m. to 5 p.m. Riders can request rides between Grimes and most of Clive, Libertyville, Johnston, and West Des Moines north of 235E. The profile will take you from your home to a bus stop or other destination located in the On Call zone.

Maps of the on call zones and more details about this service are available at [dartdm.org/OnCall](https://www.dartdm.org/OnCall) or from DART Customer Service.





Demographic Data Maps





8.3 Results of Program Monitoring and Reports

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

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

Sample Minority Routes:

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

Sample Non-Minority Routes:

- Core Local: Route 52
- Support Local: Route 5
- Shuttle: Route 74

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

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



Route Level Analysis and Comparison

DART analyzed the performance of each sample route against its service standards for the first two quarters of the current fiscal year (July 2021-December 2021). Most service standards are appropriate to analyze and compare by route, and some are appropriate to analyze for the entire system. Below are the results of the route level analysis comparing sample minority and non-minority routes, with a discussion of the findings.

Minority Route	Efficiency & Effectiveness Standards		Service Quality Standards			
	Passengers Per Hour	Cost Per Customer	Passenger Load	Headways (minutes)	On-Time Performance	Percent Trips Completed
Core Local Standards	20	\$6.00	125%	15-30 Minutes	85%	98%
Core Local Minority: Route 7	19.8	\$6.20	10%	20 (peak) 20 (midday)	91%	99%
Non-Minority: Route 52	7.2	\$19.95	8%	30 (peak) 40 (midday)	86%	99%
Support Local Standards	15	\$10.00	125%	30-60 Minutes	85%	98%
Support Local Minority: Route 10	5.9	\$22.86	4%	60 (peak only)	85%	99%
Non-Minority: Route 5	8.2	\$16.34	6%	30 (peak) 60 (midday)	88%	99%
Shuttle Standards	5	\$25.00	125%	Variable	85%	98%
Shuttle Minority: Route 13	29.2	\$5.96	5%	30 (peak only)	85%	99%
Non-Minority: Route 74	2.3	\$66.04	>1%	60 (peak only)	84%	99%

During the period reviewed, all routes reviewed exceeded or were very close to the service standards set for the key metrics of passenger load, headway, on-time performance, and percent trips completed. During the evaluation period, vehicle load continues to be well below the 125% standard with routes averaging 10% capacity on trips. Service headways are provided consistent with service class standard and the percent of trips completed are nearly at 100%. Overall, on-time performance of evaluated routes exceeds or are near the 85% on-time standard. The one route below the threshold is a non-minority route, Route 74 – NW Urbandale. Route schedules and on-time performance are routinely checked and updated to respond to changing traffic conditions to improve on-time performance and deliver reliable transportation for customers.

The analysis shows that DART routes serving areas of higher-than-average minority and low-income communities have comparable service quality and resources are delivered equitably throughout the service area.



System Level Analysis

Vehicle Assignment

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

Service Availability

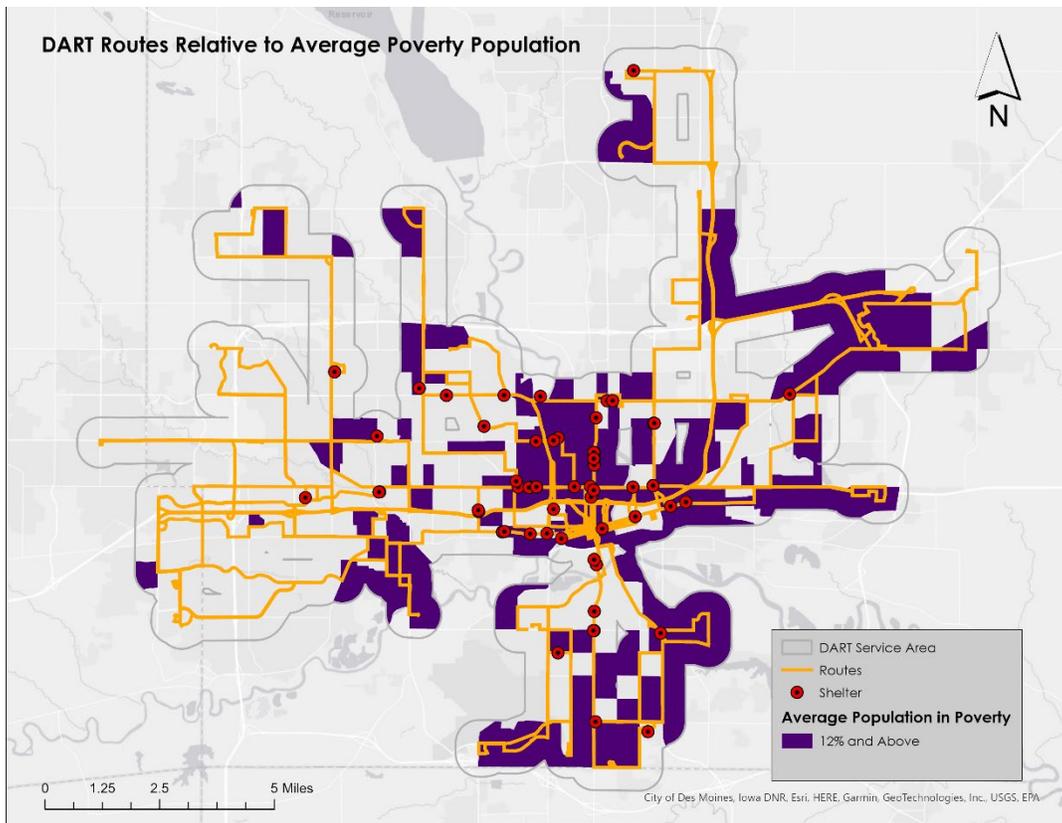
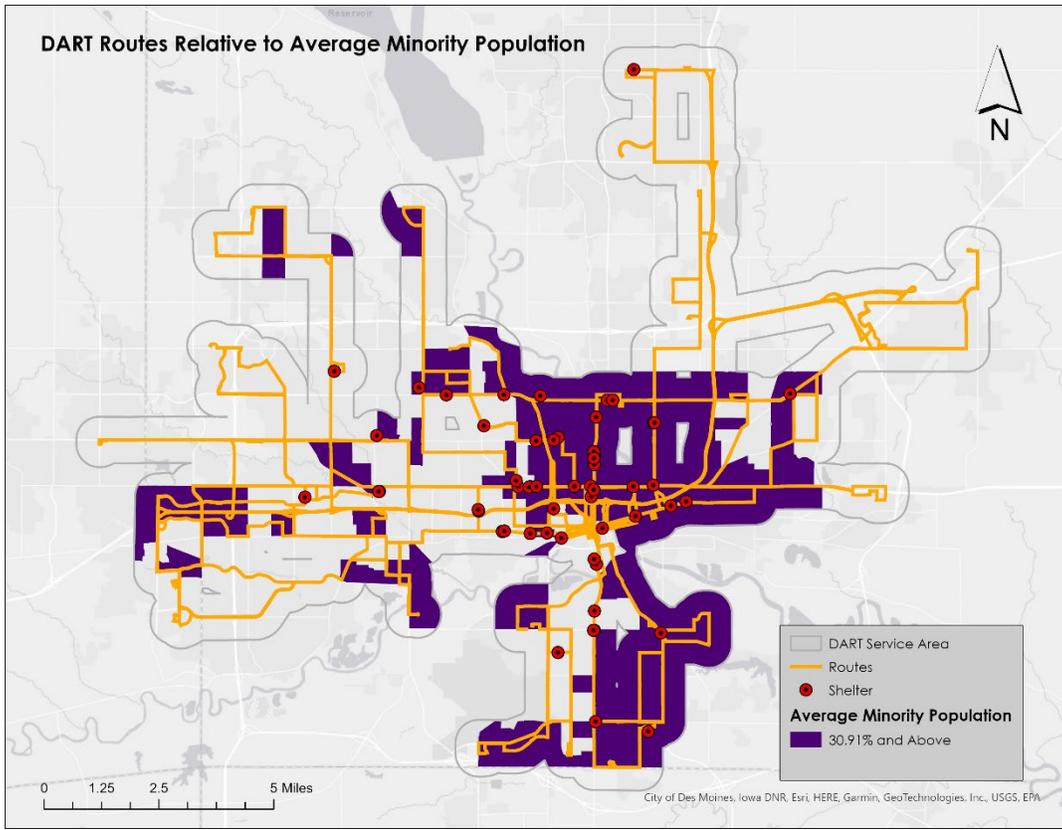
DART uses bus stop spacing to measure service availability. DART's stop spacing target is 0.25 miles for the entire system. Bus stop spacing for each route or corridor depends on a number of factors, such as distance between controlled intersections and key destinations. Therefore, bus stops may be located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

Average Fleet Age

Since DART's policy is to rotate buses of appropriate size throughout the system, it is appropriate to gauge this service standards at the system level. The average fleet age as of December 31st 2021 is 6.5 years.

Transit Amenities

The following maps show the current shelter locations relative to above-average minority and low-income census tracts within the DART service area. Of the 62 shelters in the service area owned and maintained by DART, 36 are located within or adjacent to minority census block groups and 35 are located within or adjacent to low-income census block groups. The analysis confirms a balanced distribution of transit amenities through the service area.





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

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

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

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

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

Translation services were made available upon request.

<p style="text-align: center;">REUNIONES PÚBLICAS DE DART Necesitamos retroalimentación en posibles actualizaciones a su Programa de Título VI.</p>	<p style="text-align: center;">DART PUBLIC MEETINGS Your input is wanted on updates to the Title VI Program</p>
<p>▶ Lunes, 18 de febrero de 2019 12 – 1 p.m., Multimodal Room (segunda planta), DART Central Station</p> <p>▶ Martes, 19 de febrero de 2019 5:30 – 6:30 p.m., Multimodal Room (segunda planta), DART Central Station</p>	<p>▶ Monday, Feb. 18, 2019 12 – 1 p.m., Multimodal Room (second floor), DART Central Station</p> <p>▶ Tuesday, Feb. 19, 2019 5:30 – 6:30 p.m., Multimodal Room (second floor), DART Central Station</p>
<p> Los detalles completos disponibles en ridedart.com/TitleVI <small>Servicios gratis de idiomas, visuales y de audición están disponibles para las reuniones, si se solicitan. También están disponibles los servicios de transporte. Para peticiones, por favor llame al Servicio de Atención al Cliente al 515.283.8100 con la mayor anticipación como le sea posible.</small></p>	<p> Complete details available at ridedart.com/TitleVI <small>Free language, visual and hearing services are available at meetings upon request. Transportation services are also available. For requests, please call DART Customer Service at 515.283.8100.</small></p>

Bilingual public meeting announcements

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

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

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

Major Service Change

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

Disparate Impacts

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

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

Disproportionate Burden

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

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

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

Since the last Title VI Program Update, there were 10 service changes. Four service changes, listed below, met the threshold of a defined "major service change". A Service Equity Analysis was performed for each of the service changes and is included as Appendices E, F, G and H. The March-April 2020 Service Equity was performed retrospectively due to the emergency conditions created by the Coronavirus Public Health Emergency.



One fare equity analysis was conducted in response to an update to existing reduced fare programs offered by DART. In 2019, a survey sponsored by the United Way of Central Iowa found that transit fares can be a barrier to meeting the transportation needs of local residents. This information led DART to examine its fare structure to see how reduced fare programs might be modified to lower barriers for income-constrained customers and encourage ridership on DART. Staff found that existing programs could be improved by streamlining application and administrative processes and expanding choice and access for customers.

One existing program that benefits many central Iowans is DART's Half Fare Program. Qualifying individuals ride DART for about half the cost of regular bus fare. Once eligibility is determined, customers are issued a Half Fare identification card, which they can use to purchase any DART fare media at a half fare rate. Adults 65 and over, people with disabilities, refugees, and students all qualify for the Half Fare program.

DART also offers the Opportunities Through Transit (OTT) program. OTT allows income-eligible customers to purchase a discounted monthly pass for \$18, which is less than half the price of a \$48 regular monthly pass. The program focuses on assisting those who rely on DART for getting to work, looking for a job or traveling to adult educational and training programs.

The intent of expanding access to DART's Half Fare Program to low-income and job seeking individuals, as well as those undergoing job training, is to reduce barriers to transit for income-constrained customers. The proposed changes would simplify the administrative and customer burden, encourage ridership by streamlining access, and reduce costs for many customers. The change in policy will have a disproportionate burden on low-income individuals, however, DART has demonstrated that these impacts will be mitigated through program design. The full fare equity analysis was completed in November 2020 and is included in Appendix I.

Major Service Changes

- ▶ October 2019
- ▶ March-April 2020
- ▶ June 2021
- ▶ August 2021

Minor Service Changes

- ▶ June 2019
- ▶ August 2019
- ▶ February 2020
- ▶ August 2020
- ▶ November 2020
- ▶ February 2022



9 DART Commission Approval of Title VI Program

On May 3, 2022, at their regularly scheduled meeting, the DART Commission approved the 2022 Title VI Program. The agenda and minutes for the meeting are included in Appendix J.



Appendices

- A. List of DART Community Partners
 - B. DART Operations and Maintenance Facility Title VI Equity Analysis
 - C. Service Standards and Performance Monitoring Guidelines
 - D. Service and Fare Equity Policy
 - E. October 2019 Service Equity Analysis
 - F. March-April 2020 COVID Response Service Equity Analysis
 - G. June 2021 Service Equity Analysis
 - H. August 2021 Service Equity Analysis
 - I. Reduced Fare Program Fare Equity Analysis
- Commission agenda, minutes of approval of 2022 Title VI Program Update



APPENDIX A

LIST OF DART COMMUNITY PARTNERS

[Click here for link to document](#)
(opens in web browser)



APPENDIX B

DART Operations and Maintenance Facility Title VI Equity Analysis

[Click here for link to document](#)
(opens in web browser)



APPENDIX C

Service Standards and Performance Monitoring Guidelines

[Click here for link to document](#)
(opens in web browser)



APPENDIX D

Service and Fare Equity Policy

[Click here for link to document](#)
(opens in web browser)



APPENDIX E

October 2019 Service Equity Analysis

[Click here for link to document](#)
(opens in web browser)



APPENDIX F

March-April 2020 COVID Response Service Equity Analysis

[Click here for link to document](#)
(opens in web browser)



APPENDIX G

June 2021 Service Equity Analysis

[Click here for link to document](#)
(opens in web browser)



APPENDIX H

August 2021 Service Equity Analysis

[Click here for link to document](#)
(opens in web browser)



APPENDIX I

Reduced Fare Program Fare Equity Analysis

[Click here for link to document](#)
(opens in web browser)



APPENDIX J

Commission agenda, minutes of approval of 2022 Title VI Program Update