

CyRide Signals

September 6, 2013

ADMINISTRATION:

CyRide Drivers Shine with Top Honors at the Iowa Public Transit Association's State Bus Rodeo: CyRide's four drivers that competed at the Iowa Public Transit Association's (IPTA's) State Bus Rodeo led the pack receiving top honors at this competition held in Ames this summer in June! Approximately 38 outstanding public transit drivers competed and showed off their remarkable driving skills navigating through 11 driving obstacles!



drivers **Paul Klimesh** and **Keven Gries** (photos on the left) competed in the large bus competition which included a pre-trip inspection event citing mechanical bus issues receiving first and second place respectively.

Nathan Shimanek and **Jason Lippard** (photos on the right) represented CyRide in the small bus competition which included a wheelchair securement event obtaining first and second place respectively!

Paul and Nathan now qualify to compete in the International Rodeo events in May 2014 in St. Paul and Kansas City for each of these bus divisions. Paul will be defending his first place title received last year in Indianapolis, Indiana at the American Public Transit Association International Bus Rodeo.

	Large Bus	Small Bus
First	Paul Klimesh CyRide/Ames Transit	Nathan Shimanek CyRide/Ames Transit
Second	Kevin Gries CyRide/Ames Transit	Jason Lippard CyRide/Ames Transit



It should be noted that this was CyRide's first time hosting the IPTA State Bus Rodeo in Ames which took a lot of work by all of CyRide's employees to ensure it ran smooth. Thanks to everyone that worked many long hours preparing and implementing the



event whether it was prepping the buses, laying out the rodeo course, organizing the food tent area, designing marketing materials, and I

could go on and on! We also had many CyRide employees help judge and fill in as needed on the day of the rodeo which was appreciated.



Transit managers as well as drivers from all parts of the State commented on how well the rodeo was implemented in Ames from the rodeo design layout of the obstacle course(s) to drivers seeing their names "up in lights" on the buses' destination signs. Outstanding job to everyone involved!
(Sheri K.)

Jason Bollman Receives IPTA Professional Driver of the Year Award: Jason Bollman was recognized by his colleagues as CyRide’s nominee for the Iowa Public Transit Association (IPTA) Professional Driver of the Year Award during the State transit conference in June. Jason demonstrated the following required criteria in order to be considered for this award:



- Worked at least 780 hours in the last 12 months
- Worked at least 95% of all scheduled work
- Had no “at fault” accidents or moving violations
- No documented incidents or complaints
- No attendance violations (lates or no shows)

Overall, CyRide had 26 drivers this year that qualified for the award which illustrates how outstanding CyRide’s drivers are on an everyday basis. Based off of that listing, all of CyRide’s drivers voted that Jason best demonstrated the qualities of a professional driver at CyRide. The award was presented to Jason from CyRide’s Transit Director, Sheri Kyras at IPTA’s driver recognition dinner at Hickory Hall here in Ames in June. (Karen J.)

First Day Ridership: It takes awhile to gather up and enter tally sheets, but we have recently been able to complete ridership for the first day of school on August 26, 2013. We provided 38,900 rides this year compared to 32,511 on the first day in 2012 for a 19.7% one-day increase. A few of the larger impacts are: the new apartments on Maricopa that is affecting both the Red and Orange routes and the new apartments at Fredricksen Court on Cardinal route. The following provides ridership by route for the first day:

<u>Route</u>	<u>Fall 2012</u>	<u>Fall 2013</u>	<u>% Change</u>
#1 Red Route	8,302	9,871	18.90%
#2 Green Route	2,033	2,042	0.40%
#3 Blue Route	5,933	7,063	19.00%
#4/#23 Orange-Gray Routes	9,855	11,697	18.70%
#5 Yellow Route	113	114	0.90%
#6 Brown Route	3,530	4,524	28.20%
#7 Purple Route	291	328	12.70%
#10 Pink Route	14	7	-50.00%
#21 Cardinal Route	2,019	2,693	33.30%
#22 Gold Route	401	561	39.90%
Dial-A-Ride	<u>20</u>	<u>NA</u>	<u>-----</u>
TOTAL	32,511	38,900	19.70%

To put this into perspective, CyRide’s previous **highest ridership day ever** occurred last winter where we carried 36,886 rides.

On the first day of classes we pulled out 68 large buses to accommodate the ridership increase. Typically Monday’s and Wednesday’s are the busiest days of the week. Thank you everyone for making the start of school so successful! (Sheri K.)

Osborn Drive Discussions: In light of ISU's increased enrollment and visible congestion on Osborn Drive, the University has begun discussions on how to better manage this street. The following recaps some of these conversations that CyRide is aware of or has been a part of:

- The University has hired the same consultant CyRide is working with on the Orange Route Study to pull-apart and analyze the Osborn Drive gate card information to determine who is using this street, when and how often. There is discussion about further reducing non-essential vehicles from this roadway during core university hours. Some of this has already occurred, but they are looking at it more aggressively.
- A proposal was formulated and quickly dismissed to operate Osborn one direction only. This would have a significant impact on CyRide (estimated at 8 more buses and drivers costing \$600,000 more per year in operating cost).
- CyRide staff discussed, with ISU's Senior Vice President, what would make it easier for buses to use this street. CyRide staff proposed elimination of parked cars, creation of a bike/long board lane(s) in the middle of the street along with enforcement, bus traffic in the outer lanes and elimination of all vehicles except buses for fifteen minutes during class change times (for example: 9:45 – 10:00 am).

This is a complicated issue that reaches further than CyRide; however, we have asked to part of the discussions as they move forward. Typically radical changes of this nature do not occur quickly so if/when any changes are proposed, we will update CyRide employees. (Sheri K.)

Advertising Update: Houck Advertising, who is under contract with CyRide for the sale of exterior and interior advertising on CyRide buses, has requested two demonstration projects during the fall 2013 semester to increase interior bus advertising sales.

Handle Bar Advertising

Six interior advertising handle bar advertisements per bus will be placed on five buses for a three month period to determine the public's acceptance of this advertising medium (see picture to the right).



Michelangelo Advertising

In February 2012, a Houck Advertising representative recommended including "Michelangelo" advertising signs on the interior ceiling of vehicles (see picture to the left). At that time, the Transit Board directed staff to work with the firm to

demonstrate this product. Houck advertising will place one sign in the same bus as the new handle bar advertisements to determine their total impact on customers.

The client for both types of new advertising will be ISU's Dining Services. Based on employee and customer feedback, CyRide will recommend to the Transit Board whether to continue these types of advertising after the two demonstration projects are completed later this fall. (Sheri K.)

Ames-Des Moines Corridor Study: CyRide staff recently participated in the selection of a consultant for the Ames-Des Moines Corridor study to begin this fall. The Des Moines Area Metropolitan Planning Organization (DMAMPO) initiated the request for proposals which will examine the potential for and the feasibility of public transit service operating in the corridor between Des Moines and Ames, Iowa. Specifically, the study will examine the existing and potential markets along the Interstate 35/Highway 65/69 corridors, land-use and development patterns, the ridership potential generated by these markets, and develop an operating plan that will include operating costs and capital costs, funding alternatives and marketing strategies. In addition to the DMAMPO and CyRide, other project team members include: Ames Area Metropolitan Planning Organization, Des Moines Area Regional Transit Authority (DART), Heart of Iowa Regional Transit Agency (HIRTA), Greater Des Moines Partnership (GDMP), and the Iowa Department of Transportation (IDOT).

Olsson Associates out of Omaha, NE was the selected consultant to lead the project. They have previously conducted work along the 50-mile long corridor of I-70 between Topeka, Kansas and Kansas City, Missouri which includes a major state university, a state capital, major new developments and established downtowns. The team also has vast experience and shared responsibility for developing and implementing transit services throughout the Kansas City region including, bus rapid transit, commuter express transit service in the I-70, I-35 and I-29 corridors and community transit service. The overall study is expected begin in September 2013 with the project ending in the summer 2014. (Shari A.)

Title VI Program Update & Federal Circular Changes: As a recipient of federal funding, CyRide is obligated to provide its programs and services without regard to race, color or national origin. On October 1, 2012, the Federal Transit Administration (FTA) released new guidance within FTA Circular 4702.1B on how recipients of federal funding should implement this requirement. (http://www.fta.dot.gov/documents/FTA_Title_VI_FINAL.pdf) Under the new guidance, CyRide must develop a Title VI Program every three years and submit this program to the FTA's Regional Civil Rights Officer. Ensuring compliance with the Title VI regulations is a mandatory requirement since CyRide receives federal funding. Therefore, employees will see the following upcoming changes:

- **Title VI Notice to the Public** – The statement similar to what is already displayed on CyRide's buses, printed schedules, Dial-A-Ride brochure and website currently, will also be displayed within the public meeting areas of CyRide including: receptionist desk, conference room, and public meetings. This statement reads: "*CyRide operates its transit service without regard to race, color and national origin. For more information or to file a complaint or concern, e-mail cyride@cyride.com or call (515)292-1100 and ask to speak to CyRide's Assistant Director – Operations. If information is needed in another language, please call (515)292-1100.*"

- **Title VI Complaint Procedures & Complaint form** – A [Title VI complaint form](#) was developed and is now available to the public on CyRide's website (www.cyrider.com/TitleVIComplaint) as required within the new regulation. Previously, CyRide only published the procedures of how to file a Title VI complaint with CyRide. CyRide revised the complaint procedures and now requires passengers to fill out this specific Title VI complaint form in their own words whenever they issue a discrimination complaint against CyRide. Karen Jamison will work with the complainant on her end in having them fill out the required forms. If the passenger chooses not to fill out the required form in their own words, then the complaint is not an official Title VI complaint.
- **Targeted outreach efforts** – Staff will work to ensure inclusive public participation with the following targeted populations: minorities, people with disabilities, low-income populations, and limited-English speaking persons etc. through public meetings and surveys.
- **Language Assistance Notification** - CyRide will provide notice to limited English proficient (LEP) persons about the availability of language assistance at www.cyrider.com/languageassistance. CyRide will display this link periodically on CyRide's buses behind the driver and permanently on within the CyRide lobby. CyRide provides language assistance through the following mechanisms:
 - Website via Google Translate
 - I Speak Cards - to determine foreign language spoken
 - Picture Graphics/Words
 - Language Line Services (over the phone)-CyRide staff has access to an over the phone interpreter for over 240 languages which is available 24/7. CyRide's operations department uses this service if language becomes a barrier in communicating with a passenger.
- **Staff Training** – The Driver Manual instructs operators to call mobile or dispatch for assistance if there is a language barrier and the passenger requests/needs more time communicating their needs. Additionally, language assistance and procedures are reviewed annually at operations' meetings and to remind staff to log instances of contact with limited English speaking individuals.
- **Service Standards and Service Policies** – To prevent discriminatory service design or operation, CyRide is now required to set service standards (vehicle load, vehicle headway, on-time performance and service availability) and Service Policies (distribution of amenities & vehicle assignment). These standards are to help ensure the equitable delivery of services throughout Ames regardless of race, color or national origin.
- **Board Approval** – CyRide's Board of Trustees are now required to review and approve the Title VI Program prior submittal to FTA for their approval. As a result, CyRide's Board reviewed and approved the Title VI Program at its September 2013 meeting.

Again, these are mandatory requirements we must follow in order to receive federal funding. To view a full copy of the new Title VI Circular visit http://www.fta.dot.gov/documents/FTA_Title_VI_FINAL.pdf (Shari A.)

HIRING AND TRAINING:

Many New Faces: Maybe you've noticed a lot of new faces on the picture board this summer. George and Tom have been very busy hiring and training 30 drivers for the start of the fall semester. Take a minute to welcome them aboard! (Tom and George)

A Well Deserved Thank you: Thanks to everyone's hard work helping to get all of our 30 new drivers through training and ready for fall. We really appreciate all of the work that the instructors have done to help with our additional drivers. (Tom and George)

The Art of Moving Back: With our increase in ridership and as the weather gets cooler and cooler, it is imperative to ask our passengers to move back on the bus so more people can board. Making a request to your passenger is an **ART**.

Attention Getter
Request Politely
Thank your passengers for their cooperation

Here are some sample announcements:

- "May I have your attention; I have just a few more people to board if you would please move back in the aisle a few steps. Thank you."
- "Good Morning, we have a lot of passengers traveling with us this morning if everyone would move back a step or two we will have room for everyone. Thank you."

Morning Orange route drivers should make this announcement **after** they leave the parking lot, so there is room for passengers boarding at Maple Hall. (George & Tom B)

Don't Block the Crosswalk: Drivers, when multiple buses are pulling up to Gilman Hall (Green East, Blue South, Brown South, 1A Red, Purple, etc.), please do not block the crosswalk. If the first bus is occupying the bus stop at Gilman, the trailing second bus should stop before the crosswalk at this location. Blocking the crosswalk at Gilman, or any other location, presents a safety hazard for pedestrians and increases the likelihood that your bus will contact a pedestrian. (Tom B and George)

Parking Buses Outside during Nice Weather: We are having many buses left outside with the front doors open. When buses are parked outside the front doors should be closed. Please remember to close windows and roof vents also. (Jenny and Rob)

Flu Shots: Flu Shots will be offered at CyRide on **Tuesday, October 15, 2013 from 1:30pm-4:00pm** in the training room. Signup sheets will be posted on the bulletin board by the employee mail boxes. Please sign up for a time outside your shift if possible. You will be relieved from your run to get your flu shot if you work during this time. (Karen J.)

Stuff the Bus: We are participating in the eleventh annual "stuff the bus" promotion with the *Iowa State Daily*, *Ames Tribune*, and KCCQ/KASI. We are encouraging residents to help us "stuff the bus" by donating food to MICA (Mid-Iowa Community Action).

Individuals can drop off their non-perishable food donations at one of the CyRide buses located at both Fareway and HyVee locations, Dahl's, and Sam's Club on October 5th. (Barb)

FLEET AND FACILITIES:

CyRide's East Gate Update: As of the August 28th construction meeting, CyRide's contractor was planning to have the east gate construction completed by September 14th so that it could be used for the Iowa-Iowa State game. A lot depends on the weather and concrete subcontractor's cooperation, so more timely information will be provided in the weekly construction update. CyRide will continue posting weekly construction updates informing our employees of weekly activities occurring on the property. (Sheri K.)

BREAK ROOM COMMITTEE CHIRPS AND CLIPS:

Fourth Annual CyHawk Tailgate Event: The CyRide Employees CyHawk tailgate event will be held **Thursday, September 12 from 9:00am – 5:00pm**. Hot dogs, hamburgers, buns, and condiments provided for employees. Please bring a side dish, salad, casserole, vegetable, relish tray, or dessert to share.

Party Planning: The Employee Breakroom Committee will soon start the discussion and planning for the December Holiday party. The Breakroom Committee welcomes your suggestions or ideas, so, if you would like to see a change to the holiday party format or the other events, Soup Day and CyRide Employee Rodeo event, please contact one of the Breakroom Committee members listed below.

Thank You: Thank you John Vachris and Karen Goodman, and all CyRide employee(s) who help out in the Breakroom, or around CyRide, with cleaning, sinks, filling napkin holders, replacing/filling the soap dispenser, refrigerator duty, or any of the duties that need to be completed to keep the Breakroom looking good. 😊

Minutes from our meetings are posted on the bulletin board in the Breakroom if any employee would like to know more about activities. Without employees purchasing items from the vending machines, popcorn, coffee, and candy, the parties provided throughout the year would not exist. This revenue funding as well as pop can redemption allows the breakroom committee to host parties throughout the year. Thank you CyRide employees for your support.

CyRide Employee Break Room Committee Members - Ray Coffey, James Crabb, John Cramer, Yvette Gahring, Tim Thien, Helen Meyerhoff and Joanne Van Dyke.