

**AMES TRANSIT AGENCY BOARD OF TRUSTEES**  
**CYRIDE CONFERENCE ROOM**

February 20, 2014

1. CALL TO ORDER: 8:00 A.M.
2. Approval of January 22, 2014 Minutes
3. Public Comments
4. Election – Vice President
5. Dial-A-Ride Service - ADA Regulations
6. Transit Advertising Policy
7. Transit Advertising Issue
8. Quarterly Operation's Report
9. Fixed Route Service Statistics
10. Transit Director's Report
11. Set Time and Place of Spring Semester Meetings:
  - March 26 – 3:15 pm
  - April 23 – 3:15 pm
  - May 21 – 3:15 pm
12. Adjourn

The Ames Transit Agency Board of Trustees met on January 22, 2014 at 8:00 a.m. in the CyRide Conference room. President Rediske called the meeting to order at 8:02 a.m. Present: Trustees Drenthe, Goodman, Rediske and Madden. Absent: Trustees Schainker and Murrell.

Public in Attendance: Dale Dyvig and Jan Dreesman.

**APPROVAL OF MINUTES:** Trustee Madden made a motion to approve the December 4, 2013 minutes. Trustee Drenthe seconded the motion. (Ayes: Four. Nays: None. Motion carried.)

Trustee Madden made a motion to approve the December 6, 2013 Conference Call minutes. Trustee Drenthe seconded the Motion. (Ayes: Four. Nays: None. Motion carried.)

**PUBLIC COMMENTS:** President Rediske asked those in attendance who wished to address the transit board to stand and introduce themselves. Jan Dreesman, Dial-A-Ride passenger in the Ames area since 2004 introduced herself.

Trustees Schainker and Murrell arrived at 8:05 a.m.

Ms. Dreesman shared that she had previously lived in Des Moines and had a lengthy ride in their paratransit service. As a result she decided to move to Ames because of the quality of the Dial-A-Ride transit system and the many awards CyRide had received. Ms. Dreesman attended the meeting and shared her concerns about the Dial-A-Ride service. Issues that she shared with the transit board included: confusion on who was responsible for Dial-A-Ride service, various concerns with HIRTA's service, her desire to continue her trip at 2:45 pm each weekday and her general belief that Dial-A-Ride service was no longer a quality service. She further indicated that moving her 2:45 pm trip to a later time created a hardship for her as it lengthened her day and required other appointments to be moved around to accommodate this change. She also believes that HIRTA is not reporting all incidents to CyRide as they are required to do.

Trustee Goodman asked for a clarification on how the Dial-A-Ride program operates and how appointments are made. Director Kyras explained that CyRide determines eligibility for the program and that once qualified, Dial-a-Ride customers then work with HIRTA on their specific trips.

Director Kyras said Story County rides are increasing, which makes it difficult to meet all trip needs for the Ames community and the county. Director Kyras shared with board members that both HIRTA and CyRide had been working with Ms Dreesman since November and a meeting had been held with all parties earlier in January. Those present at this meeting were: Wayne Clinton, HIRTA board member; Julia Castillo,

HIRTA Director; Brooke Ramsey, HIRTA Operations; Jason, HIRTA's Scheduler; Jan Dreesman; Jan's home health care worker; Sheri Kyras; Tom Davenport and Barb Neal of CyRide. The purpose of the meeting was to try to find a solution that would work for Ms. Dreesman, but also HIRTA in providing trips for the entire community as well as meeting ADA paratransit requirements. Director Kyras also shared that HIRTA, like CyRide, has peaks and is following the ADA guidelines, which allows a bus to pick up a passenger one hour prior to the time they would like to be dropped off – in this case as early as 2:00 pm for a 3:00 appointment.

Trustees Goodman and Madden asked Director Kyras to add the ADA requirements, monitoring, ridership stats, and total cost of service to the February agenda. The transit board thanked Ms. Dreesman for speaking about the Dial-A-Ride concerns, as they were aware of the challenge to attend the early transit board meeting.

**TRANSIT ADVERTISING:** Director Kyras explained that Mr. Dyvig had addressed his concern at the December Transit Board meeting with the Bailing Out Benji signs on CyRide buses. He indicated that he believed the advertising was false, misleading and deceptive advertising, which is not allowable under CyRide's Advertising Policies. The board requested the Director and City Legal Department develop a process to address this section of CyRide's Advertising Policy.

Director Kyras shared that both the Legal Department and CyRide had researched the advertising industries standards and processes for remedy. Through this research, she shared that they had found agencies that were responsible for truth in advertising - Federal Trade Commission and the Iowa Attorney General. Both of these organizations regulate advertising content. Director Kyras explained the Legal Department's recommendation that these agencies be utilized as experts in the field and based on their determination; the Transit Board would take appropriate action. The additional advertising policy language recommended is: "The burden rests on any person complaining that advertising is false, misleading or deceptive to prove such, by filing a complaint and receiving a determination from the Federal Trade Commission, Iowa Attorney General Consumer Protection Division, or a court of law."

Director Kyras then explained the steps in these organizations's process to determine the validity of a claim – Development of written material on their process, description of issue and supporting material to be provided, mediation, etc.

Transit board members discussed that using these formal processes were burdensome and most likely not timely and as a result, discussed possible ways the Transit Board could address issues, acknowledging that it would be rarely used based on past experience.

Trustee Goodman made a motion to approve alternative #2 to refer the question to CyRide's Director and City Attorney's office for further consideration of board directed

changes of developing a local process. Trustee Madden seconded the motion. (Ayes: Six: Nays: None.) Motion carried.

**FIVE YEAR CAPITAL IMPROVEMENT PLAN:** Director Kyras told the transit board that the information for the CIP was the same as presented in the December board packet, except for two pieces of information - prioritizing the capital purchases as requested by the transit board and the history of capital fund transfers since FY2006. She then briefly summarized the specific purchases that were included in the 2014-2015 plan year.

- New and used buses
- Administrative vehicle
- Replacement of three HVAC units
- Concrete replacement at the east end of building
- A & E Services
- Bus storage expansion
- Computers
- Shop equipment
- Bus stop improvements
- Security cameras
- NextBus

She further explained one of the larger capital expenditures – bus storage expansion. Director Kyras explained that four to six buses will remain outside after the current construction project is completed and that the transit board had given staff approval to purchase five additional used buses. The result is that 11 buses could be parked outside starting in the fall 2014. She indicated that the board and staff needed to begin discussions on how/where to store these vehicles. The dollars in the CIP would be used as local match to a larger state or federal grant to purchase land or construct additional storage, based on this future discussion.

Director Kyras shared with board members staff's recommendation on prioritizing the 2014-2015 CIP projects. She further explained that the priority in the board packet was based on the following: first priority – previous grant/financial commitments, second priority - expenditures to keep the operations or maintenance department functional to meet higher ridership demands, third priority – other expenditures. She also shared that 85% of the purchases would be for building repairs/expansion and buses.

Director Kyras explained that looking at historical information on the dollars transferred from the operating budget to the capital budget to support CIP expenditures could assist board members in comparing the current request to previous expenditures. Historical transfers were between \$250,000 and \$800,000 based on federal funding availability and overall budget needs.

Trustee Madden made a motion to approve the Five Year Capital Improvement Plan as presented. Motion seconded by Trustee Murrell. (Ayes: Five. Nays: One.) Motion carried.

**2014-2015 OPERATING BUDGET:** Director Kyras informed transit board members that the information contained in the board packet was the same as presented during the December meeting. Director Kyras directed board members to an informational handout to help clarify the service level and financial impact for each option.

- **First Option –**
  - Service – 10 additional hrs. of service each weekday
  - Financial - City, 1.5%, ISU 1.5%, and GSB, 3.7%
- **Second Option –**
  - Service - 10 additional hrs. of service each weekday, Blue route Sundays, Brown-Green routes weekdays, staffing changes
  - Financial - City, 4.4%, ISU, 4.4%, and GSB, 11.9%
- **Third Option –**
  - Service – 10 additional hrs. of service each weekday, Blue route Sundays, Brown-Green routes weekdays, Gray route weekdays, staffing changes
  - Financial - City, 4.4%, ISU, 4.4%, and GSB, 14.9%

Trustee Schainker asked what the transit board's policy was on CyRide's closing balance. Director Kyras indicated that past discussions, prior to 2006, were for a 15% balance. She indicated that 15% of a \$6 million dollar operating budget was a much smaller number than 15% of a \$9 million operating budget. She indicated that staff believes that a 10-12% balance is sufficient for unexpected expenses at this higher budget level. Board members Schainker and Goodman shared that they worry whether the budget is sustainable at current or proposed levels. Trustee Schainker stated that perhaps CyRide should change the way it has been providing service by limiting the number of extra buses, thereby encouraging students to change their travel patterns. Director Kyras shared her fear that limiting capacity would create student dissatisfaction and this would then reflect negatively on student funding levels. She indicated that positive ways of changing behavior, such as staggering class start times, could be beneficial and help control peak demand times. Trustee Madden stated that Iowa State's administration is discussing fluctuating employee start time, but that there is not an easy resolution.

Trustee Goodman indicated that the current three-party funding arrangement created challenges in making annual service level decisions. He proposed a cost-allocation model or possibly re-examining the current funding model assumptions to develop a policy for future year decisions. Trustee Schainker suggested looking at the efficiency of current routes to determine the feasibility of their continued operation. Board members decided to table the conversation and for staff to provide statistics, ridership

by route by time of day and further information regarding operations at a future meeting. Staff shared that the less efficient routes are routes within the community that tend to serve lower-income resident needs.

Director Kyras also shared that opportunities to increase ridership were in the evenings after 7:00 pm, on the weekends and during the summer as opposed to weekday trips. Barbara Neal, CyRide Operation's Supervisor, stated that service patterns have changed and that students were riding multiple trips prior to class as opposed to the one just before class started.

Transit board members held an extensive discussion regarding the sustainability of the current system as it continues to grow. Issues discussed were whether board members were comfortable in capping service levels next year, each of the three party's financial ability to fund additional service as ISU enrollment grows, and ways to make current service more efficient.

Trustee Murrell provided the students perspective on future services. He stated that he believed that the current and proposed system can be sustainable in the future and further that students cannot be forced to change their travel patterns. He shared that student representatives were in favor of funding option # 2. President Rediske also supported option #2 and was not comfortable in capping service levels.

Trustee Goodman advocated for creative ways to deliver service in the future.

Director Kyras mentioned new areas of development where requests would be made in the future: Cooper Beach, Breckenridge developments at the old middle school and new apartments on Maricopa. Trustee Madden added the addition to Buchanan Hall, but does not believe that it will impact CyRide operations.

Trustee Madden also stated that the Iowa State Parking Committee was asked to establish a fee for parking at the Iowa State Center, but that will not occur for fall of 2014.

Trustee Goodman shared that he represented the non-student, citizen/resident perspective as well and that they needed to feel that there were changes that benefited them, such as more comfortable bus stops. He indicated that he had listened to the Dial-A-Ride concerns and is supportive of looking at other residents needs in Ames besides the students.

Trustee Madden said Trustee Goodman's concern is valid, but that students are residents as well and putting buses in Northridge would not generate more riders. Trustee Madden is open to conversations and suggested having some public meetings. He further stated that GSB's contribution has gone up every year and students are paying for what they want and historically they have paid for these services.

Trustee Goodman made a motion to adopt Option #2 - existing level of service at next year's cost, 10 additional hours of service per day, Sunday Blue route additional service, weekday Brown/Green routes, staffing increase, and \$800,000 in capital. Trustee Madden seconded the motion. (Ayes: Five. Nays: One.) Motion carried.

For the next meeting, transit board members requested detailed information regarding CyRide operations. There was an extensive discussion on the type of information desired by route and with fully-allocated costs.

#### **TRANSIT DIRECTOR'S REPORT:**

The Transit Director shared the major projects that are currently scheduled and anticipated for calendar year 2014.

- Bus storage growth - History of the Master Plan and how CyRide got there and if the transit system continues with the Master Plan.
- Two new FTA regulations – Transit Asset Management and Safety Plan.
- Long Range Transportation Plan (LRTP) – The AAMPTO will complete a survey on where passengers are starting and ending their transit trip. This will take a great deal of preparation and data analysis with staff providing support.
- Odyssey of the Minds will provide an additional 80,000 rides and involves additional preparation
- Triennial review – Federal review that involves numerous hours of preparation
- Orange Route Study - on hold, but will need to continue in the spring
- Osborn Drive study - Look at ways to reduce congestion
- Impact of implementing a parking fee at the Iowa State Commuter Lot
- Ames to Des Moines Corridor Study – completing CyRide's portion
- AMOS Project – K-12 fare free. Asking for cost estimates to implement K-12 fare free.
- Numerous ongoing projects such as shelters and preparing for increased enrollment next school year.

AMOS Request – Director Kyras asked for board member direction on how this request fit within board priorities. Trustee Madden's response was Ames Transit Agency is a not a social service institution and that it is not the role of the transit board to assist in funding these types of community issues.

Director Kyras shared previous estimates of lost revenue at \$26,000 - \$28,000 and that it would require significant coordination.

Trustee Goodman agreed funding comes first and was concerned that estimates include all costs, not just lost revenue. He indicated that this service could lead to increased ridership, more buses, and cautioned that the cost could be more than the estimate.

The transit board asked CyRide staff to calculate the total costs of this program and to share this with AMOS.

Ridership - Six month ridership, CyRide carried 371,000 more riders between July and December this year attributable to colder weather and enrollment increases. CyRide is on pace to carry 6.5 million riders by the end of the year.

Trustee Drenthe told the members of the transit board that this was his last transit board meeting as he has taken a position in Appleton, WI. Board members wished him luck in his new position and Director Kyras asked board members to share names of individuals to fill this board vacancy.

**TIME AND PLACE OF NEXT MEETING:** February 19, 2014 time was rescheduled from 4:00 p.m. to 3:15 p.m. Future transit board meetings are:

- March 26, 2014 – 3:15 p.m.
- April 30, 2014 – 3:15 p.m.
- May 21, 2014 – 3:15 p.m.

President Rediske moved to adjourn the meeting at 10:07 a.m. Motion carried.

**CITY OF AMES, Iowa**

**MEMO TO:** Ames Transit Board of Trustees

**FROM:** Sheri Kyras

**DATE:** February 20, 2014

**SUBJECT:** Election – Vice President

**INFORMATION:** With the resignation of Trustee Drenthe, a vacancy has also been created in the Transit Board of Trustees Vice-Presidency. As this position conducts the meetings in the absence of the President, this role is critical for conducting the transit agency's business. Therefore, the transit board will need to hold a mid-year election to fill this vacancy.

Trustee Murrell has indicated an interest in this position. Nominations may also be taken from the floor.

**CITY OF AMES, Iowa**

**MEMO TO:** Ames Transit Board of Trustees  
**FROM:** Sheri Kyras  
**DATE:** February 20, 2014  
**SUBJECT:** Dial-A-Ride Service-ADA Regulations

**BACKGROUND:** At the January 2014 Transit Board meeting, a Dial-A-Ride customer addressed the board with concerns regarding CyRide’s provision of complementary ADA transit service. As a result, the Transit Board of Trustees requested that staff develop a report for the February Transit Board meeting.

**INFORMATION:**

The following report describes current and past Dial-A-Ride operations and contracts as well as the requirements for this service.

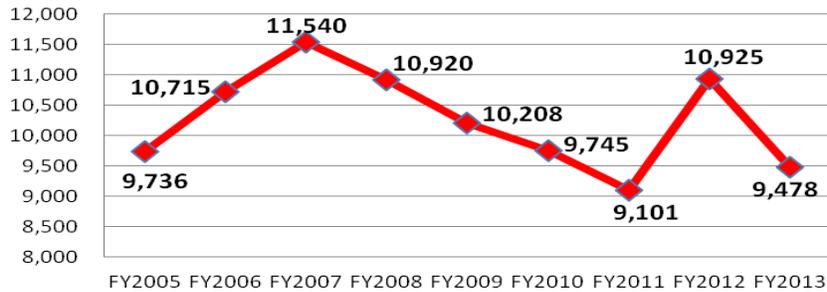
**History and Dial-A-Ride Statistics**

As a frame of reference, the following brief history and timeline of Dial-A-Ride services in the Ames community is described.

- **1990 – 2003** - The ADA regulations became effective in 1990 and from 1990 through 2003, CyRide directly provided service to the disabled community in Ames.
- **2003 – 2011** - CyRide contracted with Heartland Senior Services (HSS) to provide Dial-A-Ride service. In 2012, HSS informed CyRide and HIRTA that it no longer was able to provide this service for the Ames community or paratransit services for Story and Jasper Counties.
- **2011** - A Request for Proposal for Dial-A-Ride services was prepared and proposals solicited. There were no proposals received to operate the service.
- **2012-2014** - The Heart of Iowa Regional Transit Agency (HIRTA) began providing county paratransit services in July 2013 and agreed to provide CyRide ADA-required services as well.

Over the years, Dial-A-Ride ridership has fluctuated slightly providing between 9,000 and 11,500 rides each year as illustrated on the chart below.

### Dial-A-Ride Ridership Under Contracted Service



In managing this service contract, two performance measures are evaluated – Cost Per Passenger Trip (financial measure) and Passengers Per Hour (efficiency measure). The Cost Per Passenger Trip for Dial-Ride was \$14.94 in FY2012 under a contract with HSS and increased to \$15.21 in FY2013 under a contract with HIRTA, increasing 1.8%. Industry comparisons for per trip costs range from \$20 to \$50 per trip, with CyRide’s cost estimated at approximately \$30 per hour. Likewise, the efficiency measure, passengers per hour, has decreased in the last year from 4.1 to 3.0 passengers, however, is higher than the national average of 2.2 passengers.

CyRide currently has 382 individuals that are eligible for Dial-A-Ride service, of which approximately 80 are active riders.

#### Funding

CyRide is provided federal dollars through a national formula to support Dial-A-ride service in the Ames community. CyRide’s FY2014 allocation (current year) is \$202,000. Up to 80% of Dial-A-Ride expenses can be paid for with these dollars, if service is contracted to another agency. If service is directly provided by CyRide, this funding cannot be used for Dial-A-Ride operating expenses and 100% of the financial responsibility of operating the service would be a local expense. Since Dial-A-Ride is a contracted service, its expenses are estimated at \$160,000, with revenues as follows:

- FTA Funding - \$128,000
- Passenger Revenue - \$10,000
- Local Funding from Budget - \$22,000

#### ADA-Required Service

Each public transit system receiving federal funding to operate a fixed-route system is required under the Americans With Disabilities Act (ADA) to provide complementary paratransit service for individuals that are disabled and unable to use the fixed-route service. Determination of eligibility for Dial-a-ride service is based on three criteria as follows:

- A person's ability to get to the bus stop
- A person's ability to understand how to ride the bus
- A person's ability to board/disembark from the bus (with a lift if needed)

Various types of eligibility are possible such as full eligibility where an individual is eligible for every trip or conditional where a trip would be impossible under certain circumstances. An example of this is in the winter where a person can become eligible as their condition will not allow for cold temperatures or in climate weather. Eligibility may also be on a permanent basis, with renewals or for a temporary condition such as a broken leg that will heal. In addition to a person's eligibility, a Dial-A-Ride customer can also be eligible to have a personal care attendant help them during the trip or one companion. A personal care attendant as well as a companion must have the same start and end locations as the eligible Dial-A-Ride customer.

The ADA states that eligibility is based on the person's ability, and that the trip must be impossible on the fixed-route system, not just more difficult. Also, architectural barriers such as a lack of sidewalks or the distance to the bus stop alone do not make a person eligible, but the combination of the person's disability and these factors can make them eligible.

### **ADA Service Criteria**

ADA regulations require transit systems to provide "complementary" paratransit service. Complementary service means that ADA service to the disabled must be comparable to that provided to fixed-route services based on six (6) service criteria. These are as follows:

**Service Area** – ADA requires paratransit service 3/4 of a mile either side of a fixed-route. CyRide has chosen to simplify this boundary for customers and include all locations within the city limits during the weekday and this same boundary on evenings and weekends, except the eastern boundary is the Skunk River as there is no service during these hours/days east of S. Duff.

**Response Time** – Reservations must be made one day in advance and can be made as much as 14 days in advance and must be taken during normal business hours, which for HIRTA is 7:30 am to 4:30 pm. Additionally, a transit agency may negotiate pickup times, but cannot require a person to begin a trip more than one hour before or after their desired departure time.

**Fare** – Fare cannot exceed twice the fixed route base fare, which is \$1.25 per ride. Therefore, as much as \$2.50 per ride could be charged per trip; however, when fares were raised in 2011, the Transit Board chose not to increase this fare category and the fare is currently \$2 per ride. ADA regulations also state that an individual assisting the eligible customer (called a Personal Care Attendant) can ride at no additional charge; however, a fare can be charged for a companion or other individuals riding with the ADA eligible customer.

**Trip Purpose** - Transit agencies may not impose any type of restrictions or priorities based on trip purpose. For example, only allowing medical trips or prioritizing medical trips above grocery store trips are not allowed.

**Hours/Days of Service** - ADA complementary services must operate on the same days and during the same hours as a transit system's fixed-route services. As a result, HIRTA provides Dial-A-Ride service for more hours each day than is available for Story County residents and in the evenings and during the weekends when non-Dial-A-Ride service is not available.

**Capacity Constraints** - A transit system cannot limit the availability of service through methods, such as capping the number of trips a person is eligible for, having waiting lists for service openings or an operational pattern or practice that limits availability. Specific examples of a prohibited practice include a significant number of untimely pickups, trip denials or missed trips or excessive trip lengths (CyRide defines excessive at more than 45 minutes on a bus).

### **Criteria/Requirements CyRide Exceeds**

There are four areas where CyRide exceeds ADA requirements and criteria described above. Each is described below.

- **Type of Service** - ADA requires paratransit (Dial-A-Ride) services to be offered from the curb of where the person is starting from to the curb of where they are being taken to. It is up to the individual, with or without a Personal Care Attendant, to get to/from the bus to the location they are going. CyRide has chosen to assist the person with door-to-door service, where the driver assists the person from the door of the building they are in to the bus and from the bus back to the door of the location they are traveling to.
- **Eligibility** - ADA requires each applicant to be screened based on the three criteria stated above; however, CyRide automatically accepts any individual in a wheelchair, realizing the difficulty a person in a wheelchair would have in using fixed-route buses that typically exceed seated capacity as a normal operating procedure.
- **Service Area** - CyRide extends its service area boundary to the city limits realizing that gaps in the service area would restrict many trips and it is easier for customers to understand which trips are eligible for Dial-A-Ride service.
- **Fares** - CyRide could charge \$2.50 per trip, but has chosen to keep Dial-A-Ride fares at \$2.00.

### **Subscription Service**

Subscription service is a regularly scheduled trip that routinely occurs, such as a medical trip that occurs at 2:00 pm, the second Tuesday of each month. ADA regulations allow this type of trip reservation, but places additional restrictions on these trips. For example, subscription trips cannot make up more than 50% of the available trips at any certain time of the day, unless there is availability for non-subscription trips as well. Also, ADA regulations allow waiting lists for subscription trips or other capacity constraints.

## **HIRTA Contract**

CyRide is currently in the second year of a three-year contract with HIRTA for their operation of Dial-A-Ride service for CyRide. The contract requires annual contract renewal on July 1st of each year. The specific contract language used is a contract template required by the Iowa DOT for contracting transit services, but is also reviewed by city legal staff. Key provisions of the contract include the following:

- All transit services will be provided to eligible customers based upon ADA regulations.
- CyRide is responsible for setting fare policy and HIRTA for collecting the appropriate fares.
- Insurance coverage includes commercial automobile liability of a single limit of \$2 million, uninsured and underinsured motorist coverage of \$1 million and worker's compensation as required by the State of Iowa.
- Reservations and scheduling must be available 7 days per week, completed as efficiently as possible, cannot impose trip priorities, group Dial-A-Ride and county trips when possible and provide 100% of all Dial-A-Ride trip requests within ADA requirements.
- When picking up and dropping off customers, drivers must wait 10 minutes, if they arrive before the scheduled time and wait 5 minutes if they arrive on time. If a person is not at the door to be picked up, the driver must notify the dispatcher for approval before continuing on without the customer. HIRTA takes one more step and tries to call the customer to notify them that the driver is waiting before the bus is allowed to leave. Additionally if the customer is at a medical facility, the driver must not leave before contacting the buildings first point of contact to try to locate the customer.
- On time performance must average 90% or better and no more than 5% of all rides may exceed the 45 minute maximum trip length.

## **CyRide Oversight**

Oversight of the Dial-A-Ride program by CyRide is accomplished by two methods - reporting requirements included in the contract and customer satisfaction surveys. Each is briefly described below.

### **Reporting Requirements**

There are numerous reports that are required:

- **Within 24 hours of Incident -**
  - Accidents involving CyRide's vehicle leased to HIRTA
  - Incidents involving Dial-A-Ride passengers
  - Cancellations or significant delays in Dial-A-Ride services
  - Emergency use of subcontractors to avoid service interruptions

- **Monthly -**
  - # of customers by fare type
  - Revenue hours, miles, on time performance, summary of passenger complaints and their resolution, trip manifest every 8th day (passenger name, pick up and drop off address, request and scheduled time, actual pick up and odometer reading for trip)
- **Quarterly -**
  - Total rides, nondisabled rides and elderly rides
  - Vehicle and revenue miles
  - Passenger revenue, contract revenue, State Transit Assistance funding, federal funding, other revenues and local tax support
  - Charter bus trips
- **Annually -**
  - Year end summary of quarterly statistics listed above
  - Results of HIRTA's Drug and Alcohol program as required by FTA

**FY2013 Survey Results**

Beginning in FY2011, CyRide began mailing a customer satisfaction survey to all approved Dial-A-Ride customers. Since that time, two surveys have been completed - one while Heartland Senior Services provided service and one under HIRTA's operation. The summary results of these surveys are listed in the table below.

<b>Question/Response</b>	<b>2013</b>	<b>2011</b>
<b>Service Satisfaction</b>		
<b>Very Dissatisfied</b>	12.8%	0.0%
<b>Dissatisfied</b>	10.3%	0.0%
<b>Somewhat Dissatisfied</b>	12.8%	3.6%
<b>Satisfied</b>	35.9%	42.9%
<b>Very Satisfied</b>	28.2%	53.6%
<b>Comments</b>		
<b>Compliments</b>	10	---
<b>Schedule Issues</b>	38.1%	---
<b>Dispatcher/Reservation Issues</b>	42.9%	---
<b>Bus Maintenance/Cleanliness Issues</b>	4.7%	---
<b>Admin./Driver Issues</b>	14.3%	---

While the survey conducted after HIRTA began providing service is less favorable than the previous survey results, this was expected as HIRTA had only been operating service for 10 months versus Heartland Senior Services for eight years. The comments provided opportunities to work with HIRTA on the issues that were brought to light and together to bring customers satisfaction to previous levels. Specific areas that the two organizations focused on this past

year were in the “Schedule Issues” and “Dispatcher/Reservation Issues”, which comprised over 80% of the comments received. Specific efforts included:

- **Reservation Staff Education** - Difference between county and Dial-A-Ride requirements, tone of voice with customers
- **Telephone Improvements** - Ability to speak to reservationist within a reasonable amount of time - resulted in a new phone system
- **Reservations** - Schedule adjustments to allow for more timely trips
- **Driver Education** – Meetings with drivers to address scheduling issues, customer relations

**CITY OF AMES, Iowa**

**MEMO TO:** Ames Transit Board of Trustees

**FROM:** Sheri Kyras

**DATE:** February 20, 2014

**SUBJECT:** Transit Advertising Policy

**BACKGROUND:** At the December 2013 Transit Board meeting, a member of the public shared a concern regarding an advertising sign placed on CyRide buses from the Bailing Out Benji group. He indicated that the advertising was false and misleading and ultimately detrimental to his business. CyRide's Transit Advertising policy prohibits false advertising under Section 3.01 (a); however, does not delineate a process to determine the validity of a claim under this section (Transit Advertising Policy is attached). As a result, the Transit Board requested that the Transit Director and City Legal Department develop a process to address this section.

At the January 2014 Transit Board meeting, board members reviewed information recommended by legal counsel regarding new advertising policy language directing complaints to established agencies with advertising oversight responsibilities; however, the Transit Board requested staff and legal counsel develop a local process where the Transit Board could make the final determination. The previously recommended policy language change was as follows:

*"The burden rests on any person complaining that advertising is false, misleading or deceptive to prove such, by filing a complaint and receiving a determination from the Federal Trade Commission, Iowa Attorney General Consumer Protection Division, or a court of law."*

**INFORMATION:**

After further review, the following advertising policy language change was drafted for discussion. This text would be added to the end of Section 3.01 and would apply to all prohibited advertising listed in this section of the policy.

*"If a claim from an individual or organization is made that indicates that currently displayed transit advertising violates any portion of section 3.01 Advertising Standards and Restrictions, the Ames Transit Agency's Transit Board of Trustees will consider such claims, based upon the following process:*

*Upon receipt of a written claim that a transit advertising sign violates Section 3.01 of the Policies and Standards for Advertising on Ames Transit Agency Transit Facilities, the claimant will be required to present written evidence of such to the Ames Transit Agency's Transit Director. The Director will in turn request information from the advertiser to be submitted within 10 business days, indicating the contrary. If the advertiser fails to respond within the established time period, only the claimant's information will be presented to the Transit Board of Trustees. Upon expiration of the advertiser's time period, all information received will be presented at the next regularly scheduled Transit Board of Trustees meeting, if received seven days in advance of that meeting. If less than seven days is available, the information will be presented at the following regularly scheduled meeting. Both parties may be present at the meeting to answer questions."*

A representative from the City Attorney's office will be present at the meeting to answer board member's questions.

**ALTERNATIVES:**

1. Approve a new transit advertising policy change, for inclusion in Section 3.01 of CyRide's Transit Advertising Policies and Standards, which allows an outside agency with expertise in advertising content to determine the appropriateness of advertising signage.
2. Approve a new transit advertising policy change, for inclusion in Section 3.01 of CyRide's Transit Advertising Policies and Standards, which allows the Transit Board of Trustees to determine the appropriateness of advertising signage.
3. Do not modify CyRide's existing Transit Advertising Policies and Standards document.

**RECOMMENDATION:**

The Transit Director recommends approval of Alternative #1 to direct advertising content claims to the Federal Trade Commission or Iowa Attorney General's office. These organizations are tasked with determining issues of this nature on a daily basis and have the expertise to fairly weigh all facts presented.

# **POLICIES AND STANDARDS FOR ADVERTISING ON AMES TRANSIT AGENCY TRANSIT FACILITIES**

The Ames Transit Agency (CyRide) is a metropolitan transit system created as an administrative agency of the City of Ames, Iowa under section 26A of the City of Ames Municipal Code. The Ames Transit Agency owns and operates buses, bus shelters, a garage and other properties (collectively referred to as “Transit Facilities”) in conjunction with its transit system. It is in the public interest to make advertising space available to the successful Advertising Contractor (referred to as “Contractor”) to generate revenue and help fund the operation of the transit system or upon acceptance of the advertising as unpaid public advertising or public service announcements in accordance with this policy in order to support public agencies and community non-profit services.

## **I. PURPOSE**

**1.01 Nonpublic Forum; Commercial/Proprietary Functions.** CyRide will rent space to its Contractor on its Transit Facilities for limited types of advertising (“Permitted Advertising”). By allowing limited types of advertising on or within its buses and or/bus shelters and providing limited space at no charge pursuant to this policy, CyRide does not intend to create a public forum for public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of Permitted Advertising upon payment of rent to the advertising contractor in accordance with the Contractor’s adopted rental schedule on designated Transit Facilities is intended only to supplement fare revenue, tax proceeds and other income that fund the transit system.

**1.02 Certain Excluded Advertising.** CyRide will not accept for display on its Transit Facilities the types of advertising defined in Section 2.01 of these policies and standards (“Excluded Advertising”). By not accepting Excluded Advertising, CyRide can:

- (a) maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its transit system;
- (b) maintain an image of neutrality on political matters and other noncommercial issues that are the subject of public debate and concern;
- (c) protect passengers, employees and CyRide facilities from harm or damage that can result from some individual’s reactions to political or controversial materials; and
- (d) help build and retain transit ridership.

**1.03 Limits on Permitted Advertising.** Placing reasonable limits on Permitted Advertising displayed on its Transit Facilities will enable CyRide to:

- (a) avoid subjecting its passengers and other members of the public to material that may discourage them from using transit services;
- (b) maintain an image of professionalism and decorum;
- (c) avoid displaying material that is not suitable for viewing by minors who ride on CyRide buses or those individuals whose neighborhoods are served by CyRide bus routes; and
- (d) maximize revenues by attracting and maintaining the patronage of passengers.

## II. ADVERTISING POLICIES

**2.01 Excluded Advertising.** For the purposes of these policies and standards, the advertising described in this Section 2.01 is “Excluded Advertising.” CyRide will not accept the following Excluded Advertising for display, posting or placement on or within its buses, or other Transit Facilities:

- (a) ***Alcoholic Beverages.*** Advertisements and images soliciting or promoting the sale or use of alcoholic beverages.
- (b) ***Tobacco Products.*** Advertisements and images soliciting or promoting the sale or use of tobacco products including, but not limited to, cigarettes, cigars and smokeless tobacco.

**2.02 Permitted Advertising.** Subject to the viewpoint-neutral standards contained in Section 3.01 of these policies and standards, CyRide will accept “Permitted Advertising” for display or placement on designated CyRide Facilities. For the purposes of these policies, “Permitted Advertising” is advertising that:

- (a) Does not qualify as Excluded Advertising under Section 2.01.
  - (b) Generally relates to the economic interests of the advertiser and its audience.
- Advertising defined in Section 3.02 and 3.03 also is Permitted Advertising.

**2.03 Prohibitions on Literature or Product Distribution and Leafleting.**

CyRide’s purpose in operating a transit system is to meet the public’s need for efficient, effective and safe public transportation. CyRide Facilities are not intended to be public forums for public discourse or expressive activity. Literature or product distributions, leafleting and similar activities can disrupt or delay passengers who are boarding and exiting buses and other transit vehicles, distract passengers, distract bus operators, cause maintenance issues, and otherwise create safety issues for passengers, operators and surrounding traffic. Accordingly, political campaign activities, distribution of political or issues campaign literature, leafleting, and other informational or campaign activities are prohibited within CyRide buses or other transit vehicles and within CyRide bus shelters. Notwithstanding the policies that allow the display of Permitted Advertising on designated CyRide Facilities, nothing in these policies or standards authorizes or permits advertisers to distribute literature, leaflets, coupons, products, samples or other items within CyRide buses. On a limited basis and in conjunction with a “partnering” opportunity

approved by CyRide, CyRide may allow an advertiser to distribute items on or within CyRide Facilities. Any distribution of literature, leaflets, coupons, products, samples or other items must be pre-approved by CyRide and must comply strictly with terms and conditions established by CyRide.

### III. ADVERTISING STANDARDS AND RESTRICTIONS

**3.01 Advertising Standards and Restrictions.** CyRide will make available on designated CyRide Facilities space for advertisements subject to the viewpoint-neutral restrictions in this Section 3.01 that limit certain forms of advertising. Advertisements cannot be displayed or maintained on CyRide Facilities if the advertisement or information contained in the advertisement falls within one or more of the following categories:

- (a) ***False, Misleading, or Deceptive.*** Advertising or any material or information in the advertising that is false, misleading or deceptive.
- (b) ***Unauthorized Endorsement.*** Advertising that implies or declares that CyRide endorses a product, service, point-of-view, event or program. The prohibition against endorsement does not apply to advertising for a service, event or program for which CyRide is an official sponsor, co-sponsor or participant, provided CyRide's Transit Director or other designated representative gives prior written approval regarding the endorsement.
- (c) ***Obscene or Offensive Material.*** Advertising that contains obscene or offensive materials. "Obscene materials" means displays information that, taken as a whole, appeals to the prurient interest in sex and depicts or describes, in a patently offensive manner, sexual conduct and which, taken as a whole, does not have serious literary, artistic, political, or scientific value. "Offensive materials" means displays or information that would be offensive to a reasonably prudent person of average sensitivity in the community, including advertising that contains derisive, distorted, immoral, profane or disreputable language or impressions.
- (d) ***Unlawful Goods or Services.*** Advertising or any material or information in the advertising that depicts, promotes or reasonably appears to encourage the use or possession of unlawful or illegal goods or services.
- (e) ***Unlawful Conduct.*** Advertising or any material or information in the advertising that: depicts, promotes or reasonably appears to encourage unlawful or illegal behavior or conduct, including unlawful behavior of a violent or antisocial nature; is libelous or an infringement of copyright; is otherwise unlawful or illegal; or is likely to subject CyRide to liability.
- (f) ***Adult Entertainment.*** Advertising that promotes or displays images associated with adult book stores, adult video stores, nude dance clubs and other adult

entertainment establishments, adult telephone services, adult internet sites and escort services.

- (g) **Graffiti.** Advertising that uses images or symbols that depict or represent graffiti.
- (h) **Illegal Firearms and Weapons.** Advertising that contains images or depictions of illegal firearms, or the unlawful use of firearms or other weapons.
- (i) **Internet Addresses and Telephone Numbers.** Advertising that directs viewers to internet addresses or telephone numbers that contain materials, images or information that would violate these advertising standards if the materials, images or information were contained in advertising displayed or posted on CyRide Facilities.
- (j) **Distractions and Interference.** Advertising that incorporates or displays any rotating, revolving, or flashing devices or other moving parts or any word, phrase, symbol or character, any of which are likely to interfere with, mislead or distract traffic or conflict with any traffic control device or motor vehicle regulation.

**3.02 Political, Religious, or “Issues” Advertising.** All political, religious, or “issue related” advertising shall bear conspicuously a paid advertising disclaimer that shall be consistent with the requirements as outlined in Attachment A.

**3.03 Public Service Announcements.** CyRide’s contractor may use interior or exterior ad space for public service messages for governmental entities, or non-profit organizations. The actual distribution and customary charges will be established by the contractor. The ads must conform to regular CyRide standards for size, weight and other physical characteristics.

Copy Standards for Public Service Advertising:

The ad must be directed toward promotion of an organization’s services to the community, a substantial segment of the community or ads informing the public about programs, services or events. Ads which are for internal promotion (e.g., honoring employees) or are designed primarily for the benefit of an organization (e.g., soliciting donations) are not eligible for public service space.

Ads which promote partisan political activity (e.g., campaign ads or party fund-raisers) or which advocate positions on political issues are not eligible for public service space.

All public service ads must comply with the copy standards otherwise outlined in this policy for paid advertising.

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

**3.05 Reservation of Rights.** CyRide reserves the right to amend these policies and standards at any time. Subject to any contractual obligations, CyRide reserves the right to discontinue advertising on CyRide Facilities and discontinue accepting advertising for display or posting on CyRide Facilities. CyRide reserves the right to limit the availability of advertising space on its Transit Facilities and remove advertising that does not comply with these advertising policies and standards and, subject to any contractual obligations.

#### **IV. APPEAL OF ADVERTISING DECISIONS**

**4.01 Initial Reviews.** CyRide’s Transit Director will make initial decisions about accepting or rejecting proposed advertising. The decisions will be based on these policies and standards. CyRide’s Transit Director, or other designated CyRide staff, will work with Contractor to resolve issues about advertisements that do not comply with these policies and procedures. Resolution may include modification of the art, copy, or both as well as rejection of the advertisements.

**4.02 Appeals to Transit Trustee.** An advertiser may appeal a decision to reject or remove an advertisement by filing a written request with the permanent Trustees of the Ames Transit Agency Board of Trustees and the Board’s President within ten (10) business days after the rejection or removal decision. The advertiser’s request must state why the advertiser disagrees with the decision in light of CyRide’s advertising policies and standards. The three Transit Trustees may consult with the City of Ames legal counsel. The Trustees will review the basis for the rejected or removed advertisement and will consider the advertiser’s reasons for filing the request. The Trustees will make a decision on the request and will notify the advertiser of its decision in writing within fifteen (15) business days after receiving the advertiser’s request.

**ATTACHMENT A  
POLITICAL, RELIGIOUS, OR ISSUES ADVERTISING DISCLAIMER  
REQUIREMENTS**

**I. DISCLAIMER REQUIREMENTS**

- A. **Political Candidates** - On an advertisement that is authorized and paid for by a candidate or his/her campaign committee, the disclaimer must identify:
1. Who paid for the message.
  2. A statement that CyRide does not endorse the advertisement
- B. **Political Candidate Advertisement Paid by a Different Party** - On an advertisement that is authorized by a candidate or his/her campaign committee, but is paid for by another person, the disclaimer notice must:
1. Identify who paid for the communication.
  2. Indicate that the candidate authorized the message.
  3. A statement that CyRide does not endorse the advertisement
- C. **Political Advertisement Not For Political Candidate** – On an advertisement that is not authorized by a particular candidate or his/her campaign committee, the disclaimer notice must:
1. Identify who paid for the message.
  2. State that it was not authorized by any candidate or candidate's committee.
  3. List the permanent address, telephone number or World Wide Web address of the person who paid for the communication.
  4. A statement that CyRide does not endorse the advertisement
- D. **Religious Oriented, Political Issue or Other Noncommercial Issue Ads** - The disclaimer notice must:
1. Identify who paid for the message.
  2. List the permanent address, telephone number or World Wide Web address of the person who paid for the communication.
  3. A statement that CyRide does not endorse the advertisement

**CITY OF AMES, Iowa**

**MEMO TO:** Ames Transit Board of Trustees

**FROM:** Sheri Kyras

**DATE:** February 20, 2014

**SUBJECT:** Transit Advertising Issue

**BACKGROUND:** In August 2013, Houck Advertising Agency contracted with and placed “Bailing Out Benji” signs on two CyRide buses for a twelve month period (sign design is attached). Shortly after their installation, CyRide was contacted by a local Pet Store Owner regarding the signs and sharing his desire for the signs to be removed. At the January meeting, transit board members requested that staff develop a policy allowing both parties to share their positions and for the Transit Board to make the final decision. The previous board item addresses this policy.

**INFORMATION:** To address the concern raised regarding the “Bailing Out Benji” sign, CyRide’s Director requested, from both parties, written information representing their position for consideration by the Transit Board of Trustees as developed by the draft policy change. The information provided for each party is attached. The Assistant City Attorney will be present at the meeting to answer transit board members questions.

Thursday, February 6, 2014

Cyride Board of Trustees  
CyRide,  
1700 University Blvd.; Conference Room  
Ames, Iowa

To the Cyride Board of Trustees;

My name is Mindi Callison and I am the founder of the humane education organization, Bailing Out Benji. Our group believes that through humane education we can change the world for companion animals. We are located right here in Ames, Iowa, but host outreach events all over the state.

It has come to my attention that the advertisement we paid for has come under fire recently with the claims that it is false advertisement- specifically the line that reads "Pet Store Puppies ARE Puppy Mill Puppies." While we apologize for any trouble this has caused you, we firmly believe that this is our right to put up. In this packet, I have included several articles of proof that will back up our claims. I will be giving a short overview of each article in this letter. You will find that I have highlighted certain things for your convenience.

The first piece you will find in your packet is our contract with Houck Advertisements. When we placed the order with them, we were never once told that this would be in violation of Cyride's advertisement policy. When the designers of Houck advertisements were helping us create the ad, the only stipulation we had to add in was that "Cyride does not endorse this ad" and it is located on the bottom left hand side. In order to be put up, the advertisement was approved by both Houck Advertisement and Cyride. It has been up for months now and this is the first complaint we have heard, but we have heard from dozens of people who wanted to know more about Iowa's puppy mill problem- which was our ultimate goal.

The next article you will find is from the Humane Society of the United States entitled, "In the Market for a Puppy?" I have highlighted the third point which states, "Despite what they may tell you, pet stores do sell puppy mill puppies." As the leader in animal welfare legislation, the Humane Society of the United States has made this statement and we have adopted that line for our advertisement.

Article #3 in your folder is from the ASPCA's puppy mill FAQ sheet. The section titled, "A local pet store says that its dogs aren't from a mill. Is that true?" Their answer is that in order to sell to pet stores, the breeders must be USDA licensed. When pet stores claim to use small local breeders, they aren't telling the entire truth and we want the public to ask questions before they buy.

We have also included a fourth article from Forbes Magazine, "Where \*Not\* to Buy a Dog: The Pet Store Connection to the Business of Puppy Mills." In this article, we have highlighted that

"99% of puppies in pet stores comes from puppy mills." Later on in the article, they also say that they "tried to make that connection between puppy mills and pet stores, and how it's part of a multi-billion dollar industry."

I included the fifth article to show one of several bus advertisements that have been put up by groups like ours across the nation. Their ad states that "Pet Stores = Puppy Mills".

I have also taken the time to contact two local pet stores and ask them what they think about our ad, to get a better view of how others in the industry feel. You will find these as articles 6 and 7 in your folder. The first letter was sent through the website of local pet store "The Ark" and I received a reply from the owner, David Metcalf, who said that he was "completely supportive" of our ad and that they have "been supportive of the Iowa chapter against mills for years". Since The Ark doesn't have puppies in their store (for sale or for adoption) I also sent an email to a pet store in Des Moines that does have dogs. In the email to the store "Jett & Monkeys", I included a picture of our ad and asked them if they were offended by the line "Pet Store Puppies are Puppy Mill Puppies". Jennifer, the owner, replied and said that she "personally absolutely endorses the advertisement" and that it is a "great way to reach the community that does not have a clue what a puppy mill is."

The last bit of information I have included, article eight, is an email conversation with Houck ads in October, just shortly after the advertisement went live. It shows that I inquired about other cities the company covers so we can potentially get more ads up around the state. This is not just about Ames, this is about the long lasting message it will leave with everyone who reads the ad. I also felt the need to include the article we published on October 18, 2013- the day our ad came out. Nowhere in the article does it target any specific store, only the business of puppy mills.

To sum our proof up, this advertisement was never meant to be a personal attack on any one business and it is supported by the leaders in animal welfare. We are only trying to educate the public about the puppy mill issue. For our first advertisement we wanted to put one up locally in Ames, so we could see and be proud of our work. But this isn't just a local issue, the ASPCA estimates that there are close to 10,000 puppy mills in America and Iowa currently has over 250. By educating all of these students, we can hopefully change the world for puppy mill dogs everywhere.

Thank you for your time and for your consideration on keeping this message out for the public to see.

Mindi Callison



CONDITIONS

1. Agreement upon Acceptance. Until accepted and signed, this Agreement constitutes only an offer to purchase the advertising services described herein.
2. Term. The term of this contract is the number of months so specified. At the end of the specified term of this agreement, this contract will continue on a month to month basis and will only be terminated after the Advertiser notifies Houck with written 60 day notice to that effect.
3. Approval, Indemnity. Houck reserves the right to reject at any time (either before or after posting) any copy, pictorial or otherwise, which is offensive to the moral standards of the community, or which is false, misleading or deceptive, or which is in violation of existing laws, or which has a tendency to induce or may result in the creation of laws designated to restrict Transit Advertising Industry, or which in the sole discretion of Houck in any way reflects on the character, integrity or standing of any individual, firm or corporation. The Advertiser and/or the Agency each agree to defend, indemnify and hold Houck harmless from any and all claims, loss, liability, judgments, costs and reasonable attorney's fees incurred by Houck arising out of, or related to, the contents or subject matter of any copy displayed pursuant to this Agreement.
4. Payment. Advertiser/Agency agrees to pay for all advertising space contracted for within 30 days upon receipt of monthly statement.
5. Agent's Representation. If this Agreement is executed by an Advertising Agency, Agency represents that it is duly authorized to execute this agreement on behalf of the Advertiser, and acknowledges that Houck may, at its option, hold both Advertiser and Agency, jointly or severally, liable for the full performance of this Agreement.
6. Default. In the event Advertiser/Agency shall fail to pay any invoice when due, or makes an assignment for the benefit of creditors, or if a petition in bankruptcy or for reorganization under the Bankruptcy Act is filed by or against it, Houck may, at its option, terminate this Agreement upon 5 days notice to Advertiser/Agency. Should Houck institute any action or proceedings to recover amounts due hereunder, Advertiser/Agency agrees to pay, in addition to such amounts, Houck's costs and disbursements, including reasonable attorney's fees and interest at 1.5% per month interest.
7. Governing Law, Jurisdiction. This Agreement shall be governed by and construed in accordance with the laws of the State of Minnesota. Any dispute arising out of this agreement shall be resolved in a court of appropriate jurisdiction located in Ramsey County, Minnesota. Each of the parties hereto consents and submits to the personal jurisdiction of the State and Federal courts located in Ramsey County, Minnesota.
8. Any failure or delay, in whole or in part, in providing the displays agreed to herein, resulting from acts of God, strikes, concerted action by employees or labor organizations, boycotts, riots, civil insurrection, war, national emergencies, governmental restrictions, inability to secure specified material, or from any other cause beyond the control of Houck, shall not constitute a breach of this Agreement.
9. LIMITATION OF LIABILITY. HOUCK'S LIABILITY FOR ANY AND ALL LOSSES OR DAMAGES TO ADVERTISER/AGENCY RESULTING FROM HOUCK'S FAILURE TO PERFORM ANY PART OF THE SERVICES SPECIFIED HEREIN SHALL IN NO EVENT EXCEED THE PRICE OF THE DISPLAY WITH RESPECT TO WHICH LOSSES OR DAMAGES ARE CLAIMED. IN NO EVENT SHALL HOUCK BE RESPONSIBLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES.
10. Assignment. The rights of Advertiser/Agency hereunder are not assignable without the prior written consent of Houck.
11. Statements. Statements shall be due and payable upon receipt of statement. Late charges shall accrue commencing thirty (30) days after statement date at 1.5% per month. If this Agreement is executed by an agency, Agency understands that Houck may notify Advertiser in the event Agency fails to pay any statement within thirty (30) days of statement date.
12. Houck reserves the right to remove signs from buses if the Advertiser is more than sixty (60) days past due on statements.
13. Display Date. If display is delayed because artwork is received by Houck less than ten (10) days prior to Display Date, Houck shall bill and Advertiser/Agency shall pay for the full Display Period and the Display Period shall be deemed to commence on the date of insertion and continue for the full term.
14. Divisibility, Adjustment. In the event Houck is unable to perform a part of the advertising services specified herein, Houck reserves the right to eliminate such part. Credit for any service so eliminated shall be given Advertiser/Agency by extending the Display Period of this Agreement proportionately to the value of the service so eliminated.
15. Form of Credit. Any credit due Advertiser/Agency for any reason shall be in the form of extended service.
16. In the event that both a Houck Advertising Company contract and Advertiser/Agency contract or purchase order are in force for the same space and there is conflicting provision, then the Houck Advertising contract provision shall take precedence over the Advertiser/Agency provision.
17. This contract shall not be construed to include buses in or on which advertising is not permitted.
18. Advertiser gives Houck permission to use photos of Advertiser's signs for self-promotion.
19. If for any reason Houck shall cease to have the right to maintain, control or continue the advertising on any of the buses covered by this contract, Houck reserves the right to cancel the advertising hereunder, as to such buses, without prejudice to this contract as to the remainder of the contract.
20. Entire Agreement. This agreement embodies the entire Agreement between the parties, and may only be changed by written agreement and signed by all parties.

Authorized Agent Initials: JMC

MAY 3, 2013

# In the Market for a Puppy?

Before you buy a puppy, see these six tips on avoiding puppy mills



The first step on the road to pet ownership is to ask yourself some tough questions: Why do you want a puppy? Can you afford one? Are you prepared to take care of a dog every day for his entire life?

If you've decided you're ready for a dog, follow The HSUS' top five puppy buying tips and you'll be far more likely to secure a healthy, well-socialized dog who doesn't drain your emotions or your pocketbook. One, in other words, who doesn't come from a puppy mill.

**1. Consider adoption.** Adopting a dog instead of buying one is one of the surest ways to strike a blow against puppy mills. To find the perfect match, you'll want to choose the right one for you and your lifestyle. Animal shelters have dozens of dogs, many of them purebreds, just waiting for homes. There are also breed specific rescue groups for every breed of dog, including "designer" or "hybrids" like Labradoodles and Puggles. Mixed-breed dogs also make wonderful pets. [Read more about adopting a puppy through a shelter or breed rescue group »](#)

**2. Find a responsible breeder and visit their premises.** [Responsible breeders](#) provide a loving and healthy environment for their canine companions, one that they will be proud to show you. Never buy a puppy without seeing where they and their parents are raised and housed with your own eyes. [Read more on how to find a responsible dog breeder »](#)

**3. Don't be fooled by common claims made by pet stores when pushing their puppies.** Despite what they may tell you, pet stores do sell puppy mill puppies. Read more about the false claims commonly made by pet stores at the [Pet Store Doublespeak page](#) »

**4. Don't be swayed by a great website or ad. Just because a website says great things about their**

**"home raised" or "family raised" puppies doesn't make it true.** Many puppy millers pose as small family breeders online and in newspaper and magazine ads. For many years The HSUS has aided local authorities in the rescue of puppy mill dogs across the nation. In almost all cases the puppy mills sold puppies via the Internet using legitimate-looking ads or websites that made claims that couldn't have been farther from the truth.

**5. Avoid the temptation to "rescue" a puppy mill puppy by buying him.** Even though your intentions may be good, don't buy a puppy with the idea that you are "rescuing" him or her. Your "rescue" opens up space for another puppy mill puppy and puts money into the pockets of the puppy mill industry. Pet stores won't leave their cages empty and websites won't leave their pages blank. The money you spend on your puppy goes right back to the puppy mill operator and ensures they will continue breeding and treating dogs inhumanely. If you see someone keeping puppies in poor conditions, alert your local animal control authorities instead of buying.

**6. Do your part: Pledge to help stop puppy mills!** Choose not to buy your next pet from a pet store or Internet site, and refuse to buy supplies from any pet store or Internet site that sells puppies. [Sign here »](#)



We fight for animals. Will you join the fight?  
[Become a Member »](#)

Follow Us On:

## Fight Cruelty

### Puppy Mill FAQ

**Facebook** (<http://www.facebook.com/sharer.php?u=http%3A%2F%2Fwww.aspc.org%2Ffight-cruelty%2Fpuppy-mills%2Fpuppy-mill->

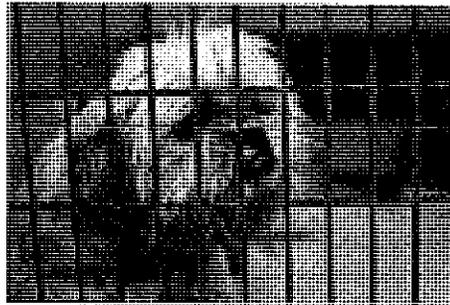
**Twitter** (<http://twitter.com/share?url=http%3A%2F%2Fwww.aspc.org%2Ffight-cruelty%2Fpuppy-mills%2Fpuppy-mill->

**Pinterest** (<http://www.pinterest.com/pin/1000000000000000000/>) **Email** (<http://www.aspc.org/print/mail/fight-cruelty/puppy-mills/puppy-mill-faq>)

**Print** (<http://www.aspc.org/print/fight-cruelty/puppy-mills/puppy-mill-faq>)

### What Is a Puppy Mill?

A puppy mill is a large-scale commercial dog breeding operation where profit is given priority over the well-being of the dogs. Unlike [responsible breeders](#) ([about-us/aspc-policy-and-position-statements/position-statement-on-criteria-for-responsible-breeding](#)), who place the utmost importance on producing the healthiest puppies possible, breeding at puppy mills is performed without consideration of genetic quality. This results in generations of dogs with unchecked hereditary defects.



Some puppy mill puppies are sold to pet shops—usually through a broker, or middleman—and marketed as young as eight weeks of age. The lineage records of puppy mill dogs are often falsified. Other puppy mill puppies are sold directly to the public, including over the Internet, through newspaper ads, and at swap meets and flea markets.

### What Health Problems Are Common to Puppy Mill Dogs?

Illness and disease are common in dogs from puppy mills. Because puppy mill operators often fail to apply proper husbandry practices that would remove sick dogs from their breeding pools, puppies from puppy mills are prone to congenital and hereditary conditions. These can include:

- Epilepsy
- Heart disease
- Kidney disease
- Musculoskeletal disorders (hip dysplasia, luxating patellas, etc.)
- Endocrine disorders (diabetes, hyperthyroidism)
- Blood disorders (anemia, Von Willebrand disease)
- Deafness
- Eye problems (cataracts, glaucoma, progressive retinal atrophy, etc.)
- Respiratory disorders

On top of that, puppies often arrive in pet stores and their new homes with diseases or infirmities. These can include:

- Giardia
- Parvovirus
- Distemper
- Upper respiratory infections
- Kennel cough
- Pneumonia
- Mange
- Fleas
- Ticks
- Intestinal parasites
- Heartworm
- Chronic diarrhea

### Do Puppy Mill Pups Display Behavior Problems?

Sometimes. Fearful behavior and lack of socialization with humans and other animals are typical of puppy mill dogs. Puppies born in puppy mills are typically removed from their littermates and mothers at just six weeks of age. The first months of a puppy's life are a critical socialization period for puppies. Spending that time with their mother and littermates helps prevent puppies from developing problems like extreme shyness, aggression, fear and anxiety.

### How Are Animals Treated at Puppy Mills?

Puppy mills usually house dogs in overcrowded and unsanitary conditions, without adequate veterinary care, food, water and socialization. Puppy mill dogs do not get to experience treats, toys, exercise or basic grooming. To minimize waste cleanup, dogs are often kept in cages with wire flooring that injures their paws and legs—and it is not unusual for cages to be stacked up in columns. Breeding dogs at mills might spend their entire lives outdoors, exposed to the elements, or crammed inside filthy structures where they never get the chance to feel the sun or breathe fresh air.

### How Often Are Dogs Bred in Puppy Mills?

### In this Section

[Report Animal Cruelty](#)

[ASPCA Field Investigations and Response Team](#)

[ASPCA Forensic Services](#)

[Advocacy Center](#)

[Puppy Mills](#)

[Animal Hoarding](#)

[Dog Fighting](#)

[Equine Cruelty](#)

[Farm Animal Cruelty](#)

[Animals in Entertainment](#)

[Cruelty Intervention](#)

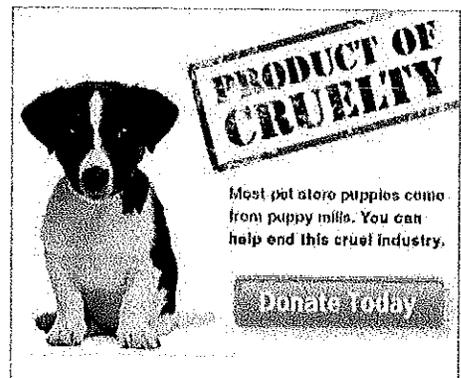
[Advocacy](#)

### Our Partners

 **SUBARU**  
 Support the ASPCA when you purchase or lease a new Subaru, November 21, 2013–January 2, 2014



### Shut Down Puppy Mills



### Fight Puppy Mills



### Related Blog posts

[Broncos and Seahawks, Meet Puppies and Chickens!](#)  
 Thursday, January 30, 2014

In order to maximize profits, female dogs are bred at every opportunity with little to no recovery time between litters. When, after a few years, they are physically depleted to the point that they no longer can reproduce, breeding females are often killed. The mom and dad of the puppy in the pet store window are unlikely to make it out of the mill alive—and neither will the many puppies born with overt physical problems that make them unsalable.

## When and Why Did Puppy Mills Begin?

Puppy mills became more prevalent after World War II. In response to widespread crop failures in the Midwest, the United States Department of Agriculture began promoting purebred puppies as a fool-proof "cash" crop. Chicken coops and rabbit hutches were repurposed for dogs, and the retail pet industry—pet stores large and small—boomed with the increasing supply of puppies from the new "mills."

## Which States Have the Most Puppy Mills?

Today, Missouri is considered the leading puppy mill state in the country. Over time, puppy mills have spread geographically. The highest concentration is in the Midwest, but there are also high concentrations in other areas, including Pennsylvania, Ohio and upstate New York. Commercial dog breeding is very prevalent among Amish and Mennonite farmers, with pockets of Amish dog breeders found throughout the country, including in Lancaster County, Pennsylvania, and parts of Wisconsin.

## How Many Puppy Mills Exist in the U.S.?

At any given point in time, there are typically between 2,000 and 3,000 USDA-licensed breeders (commonly referred to as puppy mills) operating in the United States. However, this number does not take into consideration the number of breeders not required to be licensed by the USDA or the number of breeders operating illegally without a license. Because so many of these breeders are operating without oversight, it's impossible to accurately track them or to know how many there truly are. The ASPCA estimates that there could be as many as 10,000 puppy mills in the United States.

## How Many Dogs Does an Average Puppy Mill Have?

The number of dogs in a puppy mill can vary significantly. Some puppy mills are relatively small, with only 10 breeding dogs. Other breeders run massive operations with more than 1,000 breeding dogs! Because not all puppy mills are licensed and inspected, it's impossible to know the true average.

## Are Puppy Mills Always Legal?

Not necessarily. The federal Animal Welfare Act requires breeders who have more than three breeding female dogs and sell puppies to pet stores or puppy brokers to be licensed and inspected by the U.S. Department of Agriculture (USDA). In addition to the federal law, some states have laws that regulate the commercial breeding industry as well.

However, in most cases, the standards that breeders are required to meet by law are extremely minimal. Under the federal Animal Welfare Act, it is completely legal to keep a dog in a cage only six inches longer than the dog in each direction, with a wire floor, stacked on top of another cage, for the dog's entire life. Conditions that most people would consider inhumane, or even cruel, are often totally legal.

For more information, please see our page on [laws that protect dogs in puppy mills \(/fight-cruelty/puppy-mills/laws-protect-dogs-puppy-mills1\)](#).

## A Local Pet Store Says Its Dogs Aren't from a Mill. Is That True?

There is no legal definition of "puppy mill." Many pet store owners will tell you they get all their puppies from "licensed USDA breeders" or "local breeders." In fact, in order to sell puppies to pet stores, a breeder *must* be licensed by the USDA! Pet stores often use this licensing to provide a false sense of security to customers, when what it really means is that they do, in fact, get their puppies from puppy mills.

The fact is, responsible breeders would never sell a puppy through a pet store because they want to screen potential buyers to ensure that the puppies are going to good homes.

## The Store's Dogs Have Papers. Does That Mean They're from Responsible Breeders?

No. Being registered or having papers means nothing more than the puppy's parents both had papers. Many registered dogs are sold in puppy mills. Don't be fooled by "papers." Many, many pedigreed dogs come from puppy mills! The only way you can be sure that a puppy came from a reputable source is to see where he or she came from yourself.

## How Can I Tell If an Online Puppy Seller Is a Mill?

Many puppies sold online come from puppy mills. The only way you can be sure that a puppy came from a reputable source is to see where he or she came from yourself! Responsible breeders would never sell to someone they haven't met because they want to screen potential buyers to ensure the puppies are going to good homes. [Learn more about why you should never buy a puppy online. \(/fight-cruelty/puppy-mills/why-you-should-never-buy-puppy-online\)](#)

## Where Else Can I Get a Purebred Dog?

Please make adoption your first option. Purebred dogs end up in shelters just like mixed breeds. Breed rescue groups exist for just about every breed possible. If you have your heart set on a purebred, please be sure to visit your local shelter or find a breed rescue group before searching for a breeder.

If you can't find what you want through a shelter or breed rescue group, please learn how to recognize a responsible breeder. When buying a dog from a breeder, always be sure to meet the puppy's parents or at least the mother, and see where the dogs live. Never meet a breeder at an off-site location, and never have a puppy shipped to you sight-unseen.

## What Happens If I Don't Buy the Dogs in Pet Stores? Don't They Need Homes, Too?

The public will stop buying pet store puppies gradually over time, not all at once—someone will eventually purchase those dogs at the store. Puppies in pet stores are usually sold quickly. If they don't sell quickly, the owners continue to slash the price until the puppies are sold.

[Video: Inside Look at Kentucky Puppy Mill Rescue](#)  
Thursday, January 23, 2014

[Win an ASPCA Puppy Mill Advocacy Kit!](#)  
Thursday, January 23, 2014

[Breaking News: ASPCA Removes 40+ Dogs from Kentucky Puppy Mill](#)  
Tuesday, January 21, 2014

[The ASPCA's Top 10 State Legislative Victories in 2013](#)  
Monday, December 30, 2013

[City of Phoenix Takes a Stand against Puppy Mills](#)  
Thursday, December 26, 2013

## Related Products



[No Excuse for Animal Abuse T-shirt](#)



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The less they sell for, the less profit the store makes. That means the store will order fewer puppies the next month. And puppy mills will ultimately produce fewer dogs.

## How Can I Help Stop Puppy Mills?

The most important thing you can do to help shut down puppy mills is refuse to shop at a store that sells puppies. You can also:

[Take the pledge.](http://www.wopetstorepuppies.com/) (<http://www.wopetstorepuppies.com/>) Pledge that you'll never shop in a store that sells puppies—even if you're just buying food or toys.

[Join the Advocacy Brigade.](#) ([form/advocacy-brigade?ms=wb\\_cor\\_puppymillfaq-link-201307&initialms=wb\\_cor\\_puppymillfaq-link-201307](#)) You'll receive alerts that make it easy to fight for laws that protect dogs in puppy mills.

[Adopt a mill survivor](#) ([/pet-care/virtual-pet-behaviorist/dog-behavior/adopting-puppy-mill-dog](#)). Puppy mill survivors often need patient, loving adopters who can help them learn to trust people.

Thank you for standing up for puppy mill dogs!

## Related Links

[Puppy Mills: Your Stories](http://www.aspc.org/fight-cruelty/puppy-mills/puppy-mills-your-stories) (<http://www.aspc.org/fight-cruelty/puppy-mills/puppy-mills-your-stories>)

Did you adopt a puppy mill dog? Read real stories of puppy mill dogs and share your own.

[Why You Should Never Buy a Puppy Online](http://www.aspc.org/fight-cruelty/puppy-mills/why-you-should-never-buy-puppy-online) (<http://www.aspc.org/fight-cruelty/puppy-mills/why-you-should-never-buy-puppy-online>)

Truly responsible breeders do not sell their puppies over the Internet and ship them to buyers they've never met. Learn how mills bamboozle potential pet parents online.

[Laws that Protect Dogs in Puppy Mills](http://www.aspc.org/fight-cruelty/puppy-mills/laws-protect-dogs-puppy-mills) (<http://www.aspc.org/fight-cruelty/puppy-mills/laws-protect-dogs-puppy-mills>)

Find out what legislation protects these dogs and how the ASPCA is working to toughen laws related to commercial breeding.

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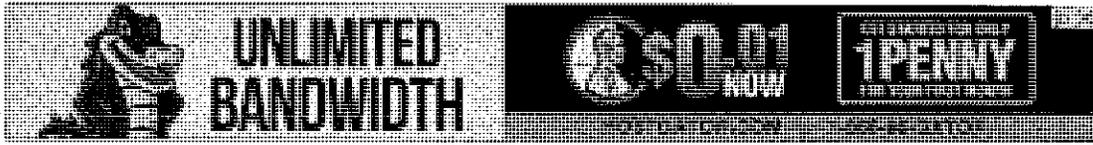
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# Where Not to Buy a Dog: The Pet Store Connection to the Business of Puppy Mills

0



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So where do you buy a dog? The absolute worst place, it turns out is the pet store.

20

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An HBO documentary, *Madonna of the Mills*, exposes the fact that virtually all pet store puppies are raised in puppy mills in horrible conditions, in wire pens no larger than a dishwasher, and the puppies are sickly with parasites and other health issues.

0

In my previous posts, I talked about [my experiences with Alison my shelter dog, and Tessie, my Golden Retriever](#) that came from a high-quality breeder and about [the economics of buying and owning a puppy](#). Today, as part of a continuing series, I present an interview with Andrew Nibley, a CEO who spent off a year and a half to make this documentary about the dirty secret of the puppy mill industry.

If you want to make sure you don't miss future installments of this series, including an interview with training guru Ian Dunbar, please consider [following me on Twitter](#) or [Facebook](#).

Here's the trailer for *Madonna of the Mills*.

http://www.youtube.com/watch?v=...



## How Much is that Doggie in the Window? The Surprising Truth About Puppy Mills

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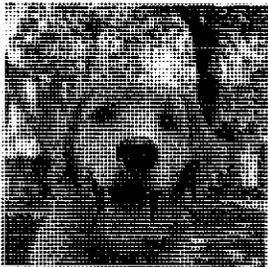
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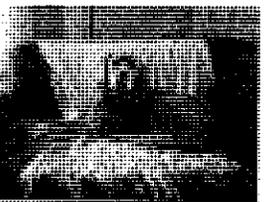
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Forbes Staff



### How Do You Turn a Chick into A Puppy? The True Story of Our Special-Needs Chicken

**Allen St. John**  
Contributor

the back end. Or there'll be something that says they can't have wire flooring—that's an improvement, but if they don't clean the cages anyway, you're not getting at the problem.

The documentary, which can be found on [HBOGo.com](http://HBOGo.com), takes a rigorously journalistic view of this complex problem. (Nibley used to be an editor at Reuters.) It also balances an unflinching depiction of the problem with moments of hope provided by the dogs that have been rescued from the mills and the woman who rescued them. It's an uplifting, deeply personal story that's well worth the \$15 and an hour of your time. Here's my interview with director Andrew Nibley.

#### **Allen St. John: What's the solution to the puppy mill problem?**

**Andrew Nibley:** Puppy mills will continue to exist as long as people buy puppy mill puppies. 99 percent of all puppies in pet stores come from puppy mills. So if people stop buying from pet stores, if people stop buying over the internet, puppy mills will dry up. It's a question of supply and demand. If there's no demand for these dogs, farmers will go back to growing crops or doing something else for a living.

And pet stores will go back to doing what they should be doing—selling leashes, bowls, toys, and puppy chow—and not actually selling the animals themselves. It's pretty straightforward.

#### **ASJ: Some states like Missouri have tried to legislate the conditions in puppy mills.**

**AN:** I think it's very, very hard to regulate. There have been a lot of legislative attempts, but they make small improvements and they're almost glacial in the way they're taking hold. You have states that say that every animal has to have an exercise plan. But there isn't any enforcement on

And frankly, I think animals should have more room to move around in than

something the size of a dishwasher. USDA regulations say that the animal has to have seven inches in front of its nose and seven inches over its head and that's not a lot of room. The farmers think of these puppies as a cash crop the same way they'd look at soybeans or corn or spinach.

**ASJ: But I guess there's another side of this, too, that the puppies from the mills are often dangerously sick when you take them home and prone to all kinds of life-threatening problems early in life.**

AN: Let's leave aside the question of whether or not you want to support puppy mills which are, in my opinion, concentration camps for the parents of pet store puppies, and just look at what you're buying as a consumer when you buy a dog from a pet store or over the internet.

You're getting a dog that cost \$1,000 to \$2,000 that cost the farmer \$50 to \$75 to raise. There's 100 percent chance that puppy is going to have parasites or some kind of disease. There's almost a 50 percent chance that dog is going to die or have a serious illness within the first year.

So you're buying a defective product at over-inflated prices, even if you don't care about what happens to that puppy's parents, it's a bad, bad deal for the consumer.

**ASJ: How can you tell when an Internet breeder is really a puppy mill?**

AN: When you talk to a breeder, you should say "Can I see this puppy's parents?" If it's a puppy mill they won't be able to produce the parents.

If they say they're going to fly the dog to you, there's a pretty good chance it's a puppy mill. Most breeders love the animals so much they will actually fly with the animal to make sure that the owners are legit. In some places it's as hard to adopt a dog [from a quality breeder] as it is a kid. "Do you have a big enough back yard? Do you have other animals? Did you have animals in the past?" These breeders love these dogs.

**ASJ: And puppy mills are really preying on our attachment to our dogs.**

AN: It's an emotional purchase. As the vet says in the movie, it's not a washing machine or a car or a refrigerator that you can take back. You bought the puppy because you had an emotional attachment when you first met it. When you find out it's sick, the last thing you want to do is take it back, you want to help it.

And that's how people get trapped. In a pet store, you walk by and see cute, adorable puppies but you have no idea where they came from and what's happening to their parents. That's really why we made the movie, is to wake people up.

**ASJ: Is the problem that people don't see the connection between the pet store puppy and the horrible conditions in which it was raised?**

AN: I think if you ask, 90 percent of people would say they're against puppy mills, and then you ask them where they got their pet, they say "Oh, we got him at the pet store." We tried to make that connection between puppy mills

and pet stores and how it's part of a multi-billion dollar business in the U.S.

### ASJ: How big is the puppy mill industry?

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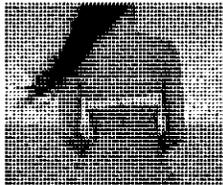
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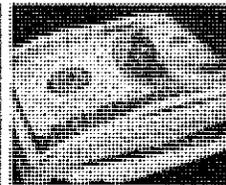
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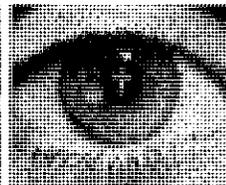
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## Re: A message from your contact form

---

From: **David Metcalf** (noahpetshop@gmail.com)  
Sent: Sat 2/01/14 8:28 AM  
To: **BailingOut Benji** (Peopleforanimals2011@hotmail.com)

Completely supportive.. We do not and never plan to sell puppies. We have been supportive of the Iowa chapter against mills for years.

David

On Fri, Jan 31, 2014 at 3:52 PM, <[service@foxyform.com](mailto:service@foxyform.com)> wrote:

**Name:** Mindi  
**E-Mail:** [Peopleforanimals2011@hotmail.com](mailto:Peopleforanimals2011@hotmail.com)

**Message:** This is Mindi from Bailing out Benji. We are located in Ames and are dedicated to educating about puppy mills. I am wondering if you have seen our bus ads that are circulating Ames?. As a pet store, do you take any offense by the ad saying \"puppies in the store, walk out the door\"?

Any response you can give me would be appreciated

Sender IP: 166.181.80.186 - Referer: [www.foxyform.com](http://www.foxyform.com)

You are receiving this e-mail message because you have registered a contact form at [www.foxyform.com](http://www.foxyform.com)

## RE: Inquiry

From: **Jennifer Kluesner** (jennifer@jettandmonkey.com)  
Sent: Mon 2/03/14 10:19 AM  
To: 'Mindi C-pro' (peopleforanimals2011@hotmail.com)

Dear Mindi,

I personally absolutely endorse the advertisement shown on this bus. I think this is a great way to reach the community that does not have a clue what a Puppy Mill is. Along with the conditions that the parent dogs are living in.

Being a dog store and coming into contact with a lot of new customers on a daily basis we take pride in educating our customers as well. We have and will always promote the adoption of animals and we do so by doing that out of the store.

Keep up the great work Bailing out Benji!

Sincerely,

Jennifer Kluesner

www.jettandmonkey.com  
(515) 244-4211 - jennifer@jettandmonkey.com

-----Original Message-----

From: Mindi C-pro [mailto:peopleforanimals2011@hotmail.com]  
Sent: Friday, January 31, 2014 3:48 PM  
To: info@jettandmonkey.com  
Subject: Inquiry

To the owner of Jett and Monkeys Dog Shoppe,

This is Mindi from Bailing out Benji. We are located in Ames and are dedicated to educating about puppy mills. I am including a photo of our advertisement that we were able to put up here in Ames. As a pet store, do you take any offense by the ad saying "puppies in the store, walk out the door"? If you saw this ad in your town, how would you react?

--Mindi

Bailing out Benji

"Unless someone like you cares a whole awful lot, nothing's going to change, it's not"

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beth@houckads.com

Archive Junk Sweep Move to Categories

You  
Any

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**From:** Mindi C [mailto:peopleforanimals2011@hotmail.com]  
**Sent:** Friday, October 25, 2013 9:51 AM  
**To:** Elizabeth Smith  
**Subject:** RE: Bailing Out Benji sign

Our expo was amazing! And, yes, the photo has been viewed over 230,000 times on facebook. If you could send me a list of those cities and any others you work in, that would be great. We are looking at getting another sign up, maybe in Iowa City! I think that this is just fantastic, thank you so much for all of your help.

--Mindi

"Unless someone like you cares a whole awful lot, nothing is going to get better. It's not!" - Dr. Seuss

---

From: elizabeth@houckads.com  
To: peopleforanimals2011@hotmail.com  
Subject: RE: Bailing Out Benji sign  
Date: Fri, 25 Oct 2013 09:49:22 -0500

Hi Mindi!

Hope all is well and your expo last week went great!



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RE: Bailing Out Benji Sign

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Elizabeth Smith (elizabeth@houckads.com) Add  
To: 'Mindi C'

APN Transit Gives Your Brand Outlook Active View

Great to hear!

We offer advertising in the cities listed below:

- › Burlington, IA
- › Cedar Rapids, IA
- › Clinton, IA
- › Iowa City, IA (Interior Ads only)
- › Marshalltown, IA
- › Waterloo, IA

Let me know if you need any information from a specific city/cities.

Thanks!

## Iowa's First Puppy Mill Awareness Billboard

What weighs 12 tons, is seen by tens of thousands of people a day, and is carrying Iowa's first Puppy Mill billboard?



**That's right! The Cyride! All summer long the volunteers at Bailing Out Benji have been raising money to purchase Iowa's first Puppy Mill Awareness Billboard and PSA!**

This sign will be seen by the 33,000 students enrolled at Iowa State University, as well as the more than 30,000 Ames, Iowa residents. With 35% of the ISU students coming from other states, not to mention all of the international students who will be reading this message– this has the ability to be seen around

the world. We are hoping that this ad will catch some wandering eyes and will educate them about where NOT to get their puppies.

Our ad has hit the city of Ames today, October 18, 2013 and will run for an entire year on two different buses. A close up of the ad shows our message (as you can see below). As you know, one of our passions at Bailing Out Benji is to educate the consumer about the pet store, puppy mill connection. We believe that if there is no longer a demand for puppies, then the supply will dwindle down. This ad is up and running just in time for the busiest period of the year for puppy mill and store owners.... The holidays. It is no secret that more puppies are purchased as gifts between November and the end of December. Can you help us end that? Spread the word that pet store puppies are puppy mill puppies.



Wondering who that cute yorkie is in the PSA? Her name is Scarlett Sunshine and she survived 5 years in a puppy mill. She and her pack have dedicated their lives to educating about puppy mills and we couldn't think of a better way to honor her memory. I want to thank everyone that helped with this!

Please, head over to our facebook page and let us know your thoughts!! Would you like to see one of these ads in your neck of the woods?

Occasionally, some of your visitors may see an advertisement here.

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Tags: Bailing out Benji, Iowa's first Puppy Mill PSA, Puppy Mill billboard, Puppy Mills in Iowa  
 October 18, 2013 Posts No comments

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## Dyvig's Pet Shoppe Cy-Ride Billboards

I am Dale Dyvig and I have owned and operated Dyvig's Pet Shoppe in Ames for five years. I have been in the pet shop business for over thirty years. I have built my business, reputation and customer service to the highest of standards. I am licensed and inspected by the State of Iowa Department of Agriculture and I have an excellent inspection record. My Iowa Pet Shoppe License allows me to sell a variety of species of pets including puppies. As part of the Ames business community **I pay taxes, collect sales tax and participate in several community business promotional activities.** All the puppies that I sell come from two family run Iowa kennels. Both of these kennels are licensed and routinely inspected by the United States Department of Agriculture (USDA) , and permitted and subject to inspection by the State of Iowa.

ISU is an Ag school and Iowa is an Ag state. Animals are very much a part of our culture, history and future. A little over two years ago a local Animal Rights Activist, Mindi Callison, promoter of Bailing Out Benji, and a small group of her followers, started staging weekly protests in front of my store property. Apparently, their Animal Rights philosophy deemed my retail business, part of which is the sale of puppies, to be some type of social threat to the well being of Ames residents. When the City of Ames allowed this Animal Rights Activist group Bailing Out Benji (Mindi Callison), to lease billboard space on two Cy-Ride buses traveling through the area of Campus Town and the streets of Ames with such statements as **"Pet Store Puppies are Puppy Mill Puppies"** I became quite alarmed. The public use of the derogatory word puppy mill to describe any dog breeding facility is always an attempt to discredit the business of raising and selling puppies. It is a term that was coined and is continually used by the liberal Animal Rights Activist community. There is no court recognized legal definition of the term puppy mill. It is a common practice by Animal Rights Activists to call all USDA licensed dog breeding facilities a puppy mill, the use of this term is misleading, false and uninformed. **Don't Buy the LIE!"** another statement on the bus billboard. This statement indicates that if my Pet Shoppe sells puppies and states that they are not from "puppy mills" that, that statement would be a LIE. **"Puppies In The Store? Walk Out The Door!"** the final statement on the bus billboard. This statement tells people not to buy products from Dyvig's Pet Shoppe.

A quote from the group Bailing Out Benji regarding why the billboards-- **"So, why did we choose Ames, Iowa? There is a Pet store here in Ames-Dyvig's Pet Shoppe-who sells puppies from two huge puppy mills in Iowa. All the while, they tell the public that they come from small, family breeders. The fact of the matter is that PET STORES CAN LIE! They don't have to reveal where the dogs actually come from-if they did, no one will ever buy a puppy! So please, even though you think you are supporting a local business, you aren't!"**

By allowing these billboards this means that the transit authority and the City of Ames is promoting advertising that tells citizens **not** to purchase products from an Ames business. My question to you is: The billboard advertising purchased by the Animal Activist Group Bailing Out

Benji (Mindi Callison) makes not only a negative anti-shop Ames business statement but also a liberal based political statement, clearly makes libelous statements, yet you deemed it fit to be allowed? Did it not cross some ones mind that the city could be liable for what they allow as income generating advertising on city owned property.

Once again, the definition of advertise: to present, or praise (goods, a service, etc.) to the public in order to **encourage** sales. Quite the opposite with these billboards.

Dyvig's Pet Shoppe sells great, healthy puppies that come from two very top Iowa family run kennels that are USDA inspected, both kennels receive high marks on their inspections. The puppies are updated on all shots, wormed and vet checked. They are registered and backed with a guarantee by each kennel. Our customers are informed as to where our puppies come from at the time of purchase or upon their asking, we hide nothing.

I have tried to utilize the system in place to bring my concerns to this board, this being my third attempt; and still the board has not been forthcoming with a response to my concerns, nor has it acted in removing these billboards in a timely manner. This so called advertising is neither good for Cy-Ride, the City of Ames nor it's BUSINESSES.

My written statements herein are to be **confidential and with this board only**. If this board desires to make them available to anyone **NOT** on the board, my permission needs granted prior to their release.

Thank you

Dale Dyvig  
Dyvig's Pet Shoppe  
412 Burnett Avenue  
Ames, IA 50010  
February 14, 2014

# Puppies In The Store? Walk Out The Door!

**Pet Store Puppies are Puppy Mill Puppies. Don't Buy the LIE.**

For more info: 

**Bailing Out  
Benji**

515-733-9005



**CITY OF AMES, Iowa**

**MEMO TO:** Ames Transit Board of Trustees

**FROM:** Sheri Kyras

**DATE:** February 20, 2014

**SUBJECT:** Quarterly Operations Report

**INFORMATION:** The following information highlights significant variations or important performance benchmarks from the first quarter of the 2013-2014 fiscal year (July – September 2013).

**System-Wide Trends –**

- Ridership for the first quarter was 3.8% higher.
- Revenue miles and hours were lower (-2.7% and -1.8%, respectively) even with a ridership increase. This is a result of CyRide Operation's staff closely monitoring the demand for each bus trip and limiting the use of additional vehicles where possible to hold down expenses.
- Passengers/Revenue Mile and Hour were both higher (+6.7% and 5.6%, respectively) due to this increased ridership and the limiting of additional buses to handle passenger loads.
- Farebox revenue was 0.6% higher for the quarter with the revenue/expense ratio slightly lower down 1.0%.
- Operating expenses are 0.4% higher for the quarter.
- Operating expenses/passenger were lower at -3.1%, while the expenses/revenue hour were slightly higher up 2.4%.

**Maintenance Trends –**

- The number of bus interiors that have been cleaned this year is slightly lower than last year – down 8.6% as fewer drivers were available just prior to school starting to assist in this activity.
- Road Calls (switching out of buses due to mechanical problems) was significantly higher for the quarter +122.2%, which lowers the number of miles between road calls -54.1% and the number of minor and major mechanical failures is higher at +63.0% and

+25.0%, respectively. These maintenance issues were not a result of any type of trend; however, may be due more in part to operating a portion of the fleet with older buses.

- Total diesel miles driven increased slightly +1.8; with total gallons of diesel used increasing 8.6%.
- Average diesel miles per gallon was lower at 3.8 miles per gallon for a reduction of 6.3%. Maintenance staff is in the process of determining the reason for this reduction and, at this time, believe it may be due to software or data entry issues.
- Total Maintenance Expenses were slightly higher for the quarter (+1.1%).

#### **Fixed-Route/Operations Trends –**

- Total accidents were higher for the first quarter (+115.4%). Preventable accidents were also higher at 120.0%. A majority of these accidents were low dollar incidents occurring in CyRide's bus storage.
- The total number of comments from CyRide riders increased slightly for the quarter up 11.9% due to more service requests and compliments.
- The number of hours employees are driving a bus is higher for the quarter (+3.7%).
- The number of drivers being late for work or not showing for work is mixed with drivers not showing up down significantly by 50% and late drivers higher at 11.1%.
- Passengers per revenue hour and mile on the fixed-route system are higher at 6.4% and 6.2%, respectively.
- Farebox revenue for the fixed route system is stable with virtually no changed from the first quarter last year.

#### **Dial-A-Ride Trends –**

- Dial-A-Ride ridership for the first quarter was down slightly by 0.2%. This represents a comparison to the first quarter of 2012-2013, when HIRTA began providing this service.
- Farebox revenue is significantly lower at -34.5%; with the revenue/expense ratio also lower by -30.5%.
- The operations expense for this service is lower at -5.8%; with the expense/passenger also lower by -5.6%.

#### **Moonlight Express Trends –**

- Moonlight Express ridership is higher for the quarter (+19.0%) due to the Iowa State-Iowa game in Ames this year.
- Expenses, miles and hours are stable to lower, with passengers/mile, hour and expense all positively impacted by the higher ridership.

# CYRIDE QUARTERLY OPERATIONS REPORT

July 1, 2013 to September 30, 2013 (1st Quarter)

	FY 2014	FY 2013	%	FY 2014	FY 2013	%
	1st Qtr	1st Qtr	CHANGE	Total	Total	CHANGE
<b>MAINTENANCE</b>						
Interior Clean	74	81	-8.6%	74	81	-8.6%
Shop Road Calls	20	9	122.2%	20	9	122.2%
Miles per Shop Road Call	17,368	37,861	-54.1%	17,368	37,861	-54.1%
NTD Minor Mech.	44	27	63.0%	44	27	63.0%
NTD Major Mech.	10	8	25.0%	10	8	25.0%
Total NTD Mechanical Prob.	54	35	54.3%	54	35	54.3%
Miles per Major Mech.	34,736	42,593	-18.4%	34,736	42,593	-18.4%
<b>Gasoline Vehicles</b>						
Gas Miles Driven	44,170	42,852	3.1%	44,170	42,852	3.1%
Total Gallons Gas	6,672	5,877	13.5%	6,672	5,877	13.5%
Total Gas Cost	\$21,422	\$18,819	13.8%	\$21,422	\$18,819	13.8%
Avg. Gas Cost/Gallon	\$3.21	\$3.20	0.3%	\$3.21	\$3.20	0.3%
Gas Cost per Mile	\$0.48	\$0.44	10.4%	\$0.48	\$0.44	10.4%
Average Gas MPG	6.6	7.3	-9.2%	6.6	7.3	-9.2%
<b>Diesel Vehicles</b>						
Diesel Miles Driven	303,188	297,895	1.8%	303,188	297,895	1.8%
Total Gallons Diesel	80,341	73,960	8.6%	80,341	73,960	8.6%
Total Diesel Cost	\$258,270	\$231,440	11.6%	\$258,270	\$231,440	11.6%
Avg. Diesel Cost/Gallon	\$3.21	\$3.13	2.7%	\$3.21	\$3.13	2.7%
Diesel Cost per Mile	\$0.85	\$0.78	9.6%	\$0.85	\$0.78	9.6%
Average Diesel MPG	3.8	4.0	-6.3%	3.8	4.0	-6.3%
<b>All Vehicles</b>						
Total Miles Driven	347,358	340,747	1.9%	347,358	340,747	1.9%
Total Gallons Fuel	87,012	79,837	9.0%	87,012	79,837	9.0%
Total Fuel Cost	\$279,693	\$250,259	11.8%	\$279,693	\$250,259	11.8%
Avg. Cost/Gallon	\$3.21	\$3.13	2.5%	\$3.21	\$3.13	2.5%
Total Cost per Mile	\$0.81	\$0.73	9.6%	\$0.81	\$0.73	9.6%
Avg. MPG all Vehicles	4.0	4.3	-6.5%	4.0	4.3	-6.5%
Small Bus/Sup. Mileage	43,730	48,752	-10.3%	43,730	48,752	-10.3%
Large Bus Mileage	303,628	291,995	4.0%	303,628	291,995	4.0%
% Rev. Mi./Total Miles	80.3%	84.1%	-4.6%	80.3%	84.1%	-4.6%
Percentage Small Bus	12.6%	14.3%	-12.0%	12.6%	14.3%	-12.0%
Maintenance Expense	\$387,255	\$382,919	1.1%	\$387,255	\$382,919	1.1%

# CYRIDE QUARTERLY OPERATIONS REPORT

July 1, 2013 to September 30, 2013 (1st Quarter)

	FY 2014 1st Qtr	FY 2013 1st Qtr	% CHANGE	FY 2014 Total	FY 2013 Total	% CHANGE
<b>OPERATIONS</b>						
Total Passengers	1,261,977	1,215,994	3.8%	1,261,977	1,215,994	3.8%
Average Drivers per Month	142.0	123.7	14.8%	142.0	#NAME?	#NAME?
Driving Hours	39,906	38,469	3.7%	39,906	38,469	3.7%
Drivers Late	10	9	11.1%	10	9	11.1%
Drivers No Show	3	6	-50.0%	3	6	-50.0%
Late/No Show per Driver	0.09	0.12	-24.5%	0.09	#NAME?	#NAME?
Total Comments	47	42	11.9%	47	42	11.9%
Driver Fault	12	12	0.0%	12	12	0.0%
Undetermined	9	9	0.0%	9	9	0.0%
Passenger Fault	1	0	#DIV/0!	1	0	#DIV/0!
No Fault	8	10	-20.0%	8	10	-20.0%
System Complaints	5	5	0.0%	5	5	0.0%
Service Requests	6	3	100.0%	6	3	100.0%
Compliments	5	3	66.7%	5	3	66.7%
Passengers/Comment	<u>26,851</u>	<u>28,952</u>	<u>-7.3%</u>	<u>26,851</u>	<u>28,952</u>	<u>-7.3%</u>
Pass./Complaint (D & U)	60,094	57,904	3.8%	60,094	57,904	3.8%
Driving Hours/Comment	849	916	-7.3%	849	916	-7.3%
Driving Hrs/Comment (D&U)	1,900	1,832	3.7%	1,900	1,832	3.7%
Accident Reports	28	13	115.4%	28	13	115.4%
Preventable Accidents	22	10	120.0%	22	10	120.0%
Percent Preventable	78.6%	76.9%	2.1%	78.6%	76.9%	2.1%
Miles/Prev. Accident	15,789	34,075	-53.7%	15,789	34,075	-53.7%
Hours/Prev. Accident	1,814	3,847	-52.8%	1,814	3,847	-52.8%
Unreported Accidents	0	0	#DIV/0!	0	0	#DIV/0!
Damage to Buses/Equip.						
Caused by CyRide	\$11,327	\$4,395	157.7%	\$11,327	\$4,395	157.7%
Caused by Others	\$3,647	\$327	1015.2%	\$3,647	\$327	1015.2%
Caused by Unreported	\$0	\$0	#DIV/0!	\$0	\$0	#DIV/0!
Claims by Others (#)	1	?	#DIV/0!	1	0	#DIV/0!
Claims by Others (\$)	?	?	#DIV/0!	\$0	\$0	#DIV/0!
Personal Injury Claims	\$0	\$0	#DIV/0!	\$0	\$0	#DIV/0!
Operations Expense	\$949,137	\$945,479	0.4%	\$949,137	\$945,479	0.4%
<b>SYSTEM TOTAL</b>						
Passengers	1,261,977	1,215,994	3.8%	1,261,977	1,215,994	3.8%
Revenue Miles	278,830	286,651	-2.7%	278,830	286,651	-2.7%
Revenue Hours	26,488	26,964	-1.8%	26,488	26,964	-1.8%
Revenue Miles per Hour	10.5	10.6	-1.0%	10.5	10.6	-1.0%
Pass./Rev. Mile	4.5	4.2	6.7%	4.5	4.2	6.7%
Pass./Rev. Hour	47.6	45.1	5.6%	47.6	45.1	5.6%
Operations Expense	\$949,137	\$945,479	0.4%	\$949,137	\$945,479	0.4%
Maintenance Expense	<u>\$387,255</u>	<u>\$382,919</u>	<u>1.1%</u>	<u>\$387,255</u>	<u>\$382,919</u>	<u>1.1%</u>
Total Expenses	<u>\$1,336,391</u>	<u>\$1,328,398</u>	<u>0.6%</u>	<u>\$1,336,391</u>	<u>\$1,328,398</u>	<u>0.6%</u>
Farebox Revenue	\$100,347	\$100,711	-0.4%	\$100,347	\$100,711	-0.4%
Rev./Exp. Ratio	7.5%	7.6%	-1.0%	7.5%	7.6%	-1.0%
Oper. Exp./Passenger	\$1.06	\$1.09	-3.1%	\$1.06	\$1.09	-3.1%
Oper. Exp./Rev. Mile	\$4.79	\$4.63	3.4%	\$4.79	\$4.63	3.4%
Oper. Exp./Rev. Hour	\$50.45	\$49.27	2.4%	\$50.45	\$49.27	2.4%

# CYRIDE QUARTERLY OPERATIONS REPORT

July 1, 2013 to September 30, 2013 (1st Quarter)

	FY 2014 1st Qtr	FY 2013 1st Qtr	% CHANGE	FY 2014 Total	FY 2013 Total	% CHANGE
<b>FIXED ROUTE</b>						
Fixed Route Passengers	1,238,880	1,195,318	3.6%	1,238,880	1,195,318	3.6%
Shuttle Passengers	<u>2,047</u>	<u>2,622</u>	-21.9%	<u>2,047</u>	<u>2,622</u>	-21.9%
Total Passengers	<u>1,240,927</u>	<u>1,197,940</u>	<u>3.6%</u>	<u>1,240,927</u>	<u>1,197,940</u>	<u>3.6%</u>
Transfers	14,207	14,087	0.9%	14,207	14,087	0.9%
Revenue Miles	265,410	272,664	-2.7%	265,410	272,664	-2.7%
Revenue Hours	25,285	25,918	-2.4%	25,285	25,918	-2.4%
Revenue Miles per Hour	10.5	10.5	-0.2%	10.5	10.5	-0.2%
Pass./Rev. Mile	4.7	4.4	6.4%	4.7	4.4	6.4%
Pass./Rev. Hour	49.1	46.2	6.2%	49.1	46.2	6.2%
Operations Expense	\$903,045	\$897,416	0.6%	\$903,045	\$897,416	0.6%
Maintenance Expense	<u>\$378,497</u>	<u>\$372,595</u>	<u>1.6%</u>	<u>\$378,497</u>	<u>\$372,595</u>	<u>1.6%</u>
Total Expenses	<u>\$1,281,542</u>	<u>\$1,270,012</u>	<u>0.9%</u>	<u>\$1,281,542</u>	<u>\$1,270,012</u>	<u>0.9%</u>
Farebox Revenue	\$99,680	\$99,693	0.0%	\$99,680	\$99,693	0.0%
Rev./Exp. Ratio	7.8%	7.8%	-0.9%	7.8%	7.8%	-0.9%
Exp./Passenger	\$1.03	\$1.06	-2.6%	\$1.03	\$1.06	-2.6%
Exp./Rev. Mile	\$4.83	\$4.66	3.7%	\$4.83	\$4.66	3.7%
Exp./Rev. Hour	\$50.68	\$49.00	3.4%	\$50.68	\$49.00	3.4%
<b>DIAL-A-RIDE</b>						
Passengers	2,270	2,275	-0.2%	2,270	2,275	-0.2%
Revenue Miles	8,217	8,216	0.0%	8,217	8,216	0.0%
Revenue Hours	809	652	24.0%	809	652	24.0%
Revenue Miles per Hour	10.2	12.6	-19.4%	10.2	12.6	-19.4%
Pass./Rev. Mile	0.28	0.28	-0.2%	0.28	0.28	-0.2%
Pass./Rev. Hour	2.8	3.5	-19.5%	2.8	3.5	-19.5%
Operations Expense	\$34,466	\$36,583	-5.8%	\$34,466	\$36,583	-5.8%
Maintenance Expense	<u>\$0</u>	<u>\$0</u>	<u>#DIV/0!</u>	<u>\$0</u>	<u>\$0</u>	<u>#DIV/0!</u>
Total Expenses	<u>\$34,466</u>	<u>\$36,583</u>	<u>-5.8%</u>	<u>\$34,466</u>	<u>\$36,583</u>	<u>-5.8%</u>
Farebox Revenue	\$667	\$1,018	-34.5%	\$667	\$1,018	-34.5%
Rev./Exp. Ratio	1.9%	2.8%	-30.5%	1.9%	2.8%	-30.5%
Exp./Passenger	\$15.18	\$16.08	-5.6%	\$15.18	\$16.08	-5.6%
Exp./Rev. Mile	\$4.19	\$4.45	-5.8%	\$4.19	\$4.45	-5.8%
Exp./Rev. Hour	\$42.62	\$56.11	-24.0%	\$42.62	\$56.11	-24.0%
<b>MOONLIGHT EXPRESS</b>						
Passengers	18,780	15,779	19.0%	18,780	15,779	19.0%
Revenue Miles	5,203	5,771	-9.8%	5,203	5,771	-9.8%
Revenue Hours	394	394	0.0%	394	394	0.0%
Revenue Miles per Hour	13.2	14.6	-9.9%	13.2	14.6	-9.9%
Pass./Rev. Mile	3.6	2.7	32.0%	3.6	2.7	32.0%
Pass./Rev. Hour	47.6	40.0	19.0%	47.6	40.0	19.0%
Operations Expense	\$11,626	\$11,480	1.3%	\$11,626	\$11,480	1.3%
Maintenance Expense	<u>\$8,757</u>	<u>\$10,324</u>	<u>-15.2%</u>	<u>\$8,757</u>	<u>\$10,324</u>	<u>-15.2%</u>
Total Expenses	<u>\$20,383</u>	<u>\$21,804</u>	<u>-6.5%</u>	<u>\$20,383</u>	<u>\$21,804</u>	<u>-6.5%</u>
Exp./Passenger	\$1.09	\$1.38	-21.5%	\$1.09	\$1.38	-21.5%
Exp./Rev. Mile	\$3.92	\$3.78	3.7%	\$3.92	\$3.78	3.7%
Exp./Rev. Hour	\$51.69	\$55.30	-6.5%	\$51.69	\$55.30	-6.5%

# CYRIDE QUARTERLY OPERATIONS REPORT

July 1, 2013 to September 30, 2013 (1st Quarter)

	FY 2014 1st Qtr	FY 2013 1st Qtr	% CHANGE	FY 2014 Total	FY 2013 Total	% CHANGE
<b>OPERATIONS REVENUE</b>						
Farebox	\$100,347	\$100,711	-0.4%	\$100,347	\$100,711	-0.4%
Transit Contracts	\$0	\$0	#DIV/0!	\$0	\$0	#DIV/0!
I.S.U.	\$0	\$0	#DIV/0!	\$0	\$0	#DIV/0!
G.S.B	\$0	\$98,369	-100.0%	\$0	\$98,369	-100.0%
City of Ames	\$58,482	\$73,161	-20.1%	\$58,482	\$73,161	-20.1%
IDOT - STA	\$174,532	\$162,021	7.7%	\$174,532	\$162,021	7.7%
Section 5307	\$0	\$0	#DIV/0!	\$0	\$0	#DIV/0!
Other Grants	\$0	\$0	#DIV/0!	\$0	\$0	#DIV/0!
Other	\$8,444	\$5,728	47.4%	\$8,444	\$5,728	47.4%
Total Operating Revenue	<u>\$341,805</u>	<u>\$439,990</u>	<u>-22.3%</u>	<u>\$341,805</u>	<u>\$439,990</u>	<u>-22.3%</u>
<b>TOTAL EXPENSES</b>						
Administration	\$265,554	\$250,052	6.2%	\$265,554	\$250,052	6.2%
Safety & Training	\$64,350	\$55,797	15.3%	\$64,350	\$55,797	15.3%
Promotion	\$1,308	\$0	#DIV/0!	\$1,308	\$0	#DIV/0!
Bldg. & Grounds	\$52,017	\$30,764	69.1%	\$52,017	\$30,764	69.1%
Fixed Route	\$1,281,542	\$1,270,012	0.9%	\$1,281,542	\$1,270,012	0.9%
Dial-A-Ride	\$34,466	\$36,583	-5.8%	\$34,466	\$36,583	-5.8%
Moonlight Express	\$20,383	\$21,804	-6.5%	\$20,383	\$21,804	-6.5%
Operating Total	<u>\$1,719,619</u>	<u>\$1,665,011</u>	<u>3.3%</u>	<u>\$1,719,619</u>	<u>\$1,665,011</u>	<u>3.3%</u>
Farebox Revenue	\$100,347	\$100,711	-0.4%	\$100,347	\$100,711	-0.4%
Farebox Rev./Exp. Ratio	5.8%	6.0%	-3.5%	5.8%	6.0%	-3.5%
Admin. Expense/Pass.	\$0.30	\$0.28	9.7%	\$0.30	\$0.28	9.7%
Admin. Exp./Rev. Mile	\$1.37	\$1.17	17.0%	\$1.37	\$1.17	17.0%
Admin. Exp./Rev. Hour	\$14.47	\$12.48	15.9%	\$14.47	\$12.48	15.9%
Total Expense/Passenger	\$1.36	\$1.37	-0.5%	\$1.36	\$1.37	-0.5%
Total Expense/Rev. Mile	\$6.17	\$5.81	6.2%	\$6.17	\$5.81	6.2%
Total Expense/Rev. Hour	\$64.92	\$61.75	5.1%	\$64.92	\$61.75	5.1%

**CITY OF AMES, Iowa**

**MEMO TO:** Ames Transit Board of Trustees

**FROM:** Sheri Kyras

**DATE:** February 20, 2014

**SUBJECT:** Fixed Route Service Statistics

**BACKGROUND:** At the January 2014 Transit Board meeting, board members discussed the benefits of reviewing current performance statistics at the February 2014 board meeting to provide a better understanding of the current fixed-route operational patterns as they relate to the following issues:

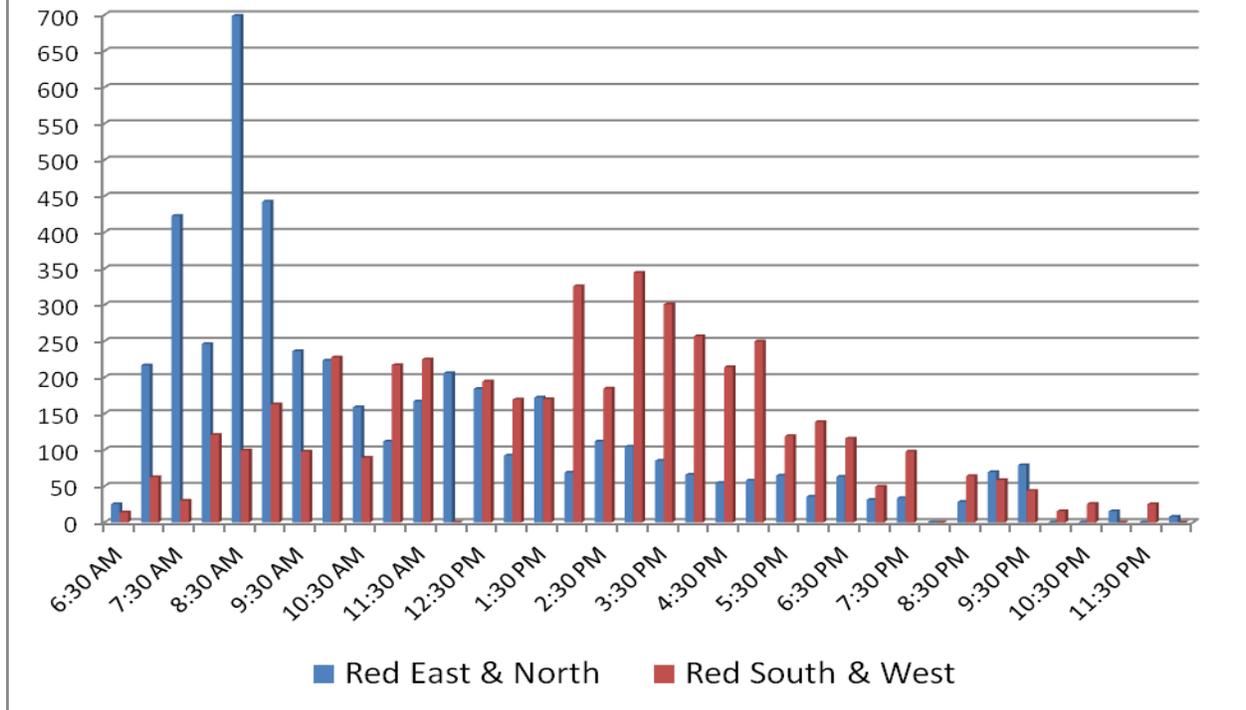
- Peak demand times versus lower ridership periods
- Review route performance in light of seven years of ridership increases

**INFORMATION:** This report will provide information regarding the two above issues:

**Peak Demand Vs. Lower Ridership Periods**

At the previous board meeting, the question was raised about time periods of the day that might have capacity to allow for different fares to be implemented that would encourage additional ridership and revenue to support the transit system as a whole. To gain a better understanding of weekday ridership patterns, staff graphed ridership on a heavier, but typical weekday route – #1 Red Route. The chart below illustrates ridership by half hour on the east/northbound direction in blue and the south/west direction in red, while the table entitled, "Passengers Per Trip –Weekday Red" provides the raw data used for the graph.

## Average Passengers per Half Hour 9/3/2013 to 11/22/2013



Several conclusions may be determined from this graph:

- Demand exceeds the capacity of one bus per trip (>50 rides) all day until approximately 10:00 pm.
- The two strongest periods of the day occur between 7:00 am and 9:00 am and 2:00 and 5:00 pm; however, all daytime trips remains strong exceeding the capacity of one bus per trip.
- Trips occurring after class start/end times have lower ridership, but still exceed the capacity of one bus.
- Morning peak time is much stronger and more condensed than the afternoon peak.

This graph has changed over the past seven years as ridership during the midday hours has grown substantially to the point where there is little differentiation with some other time periods of the day.

In reviewing route data for all routes, the opportunities to adjust fares to encourage more ridership, without incurring significant additional cost of adding buses for capacity, are:

- After 10 pm, or possibly after 8:00 pm each weekday on some routes
- Saturday
- Sunday
- Summer (Mid-May to Mid-Aug.)

One consideration in varying fares for specific times is that the fare structure needs to be easily understood and remembered by customers; otherwise, fares will create dissatisfaction without the intended benefit of additional ridership/revenue. This criterion lends itself to larger time periods, beginning/end of the day or seasons.

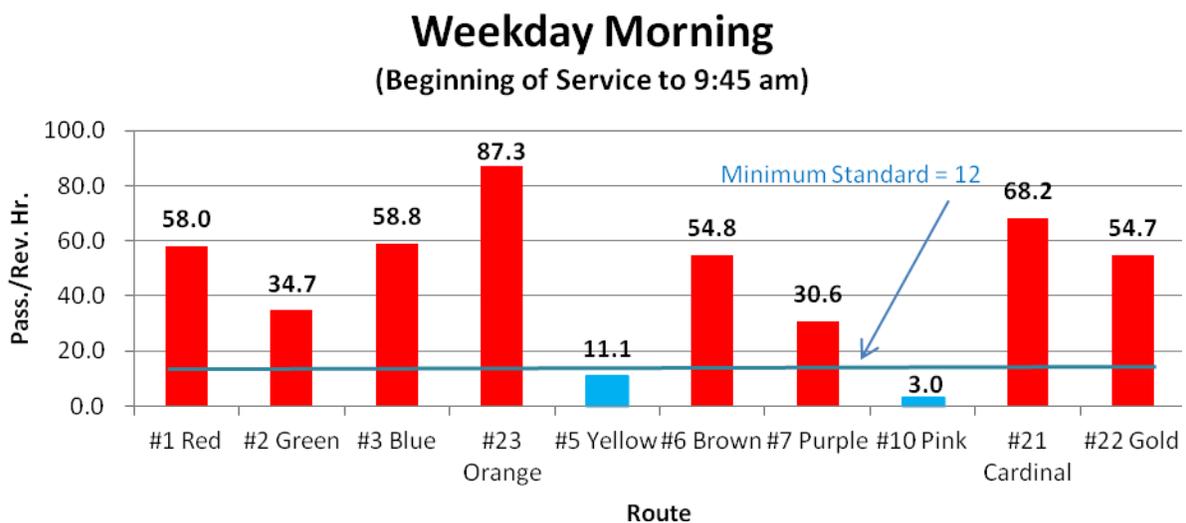
### Route Performance

Periodically CyRide reviews the performance of each route compared to industry standards, peer systems or with board directed criteria to ensure an efficient operation. The main performance indicator used by university systems is the number of passengers carried for each hour of service on a bus. This indicator is called “Passengers Per Revenue Hour.” In the past the transit board has established a minimum criteria for this performance measure depending on the time of day – peak hour minimum of 12 Passengers Per Revenue Hour and during non-peak times of 7 Passengers Per Revenue Hour. The peak and non-peak time period is defined as follows:

Peak Period	Non-Peak Period
Weekday:	Weekday:
Beginning of Service to 9:45 am	9:50 am – 2:45 pm
2:45 to 6:25 pm	6:30 pm to End of Service
	Saturday:
	All Day
	Sunday:
	All Day

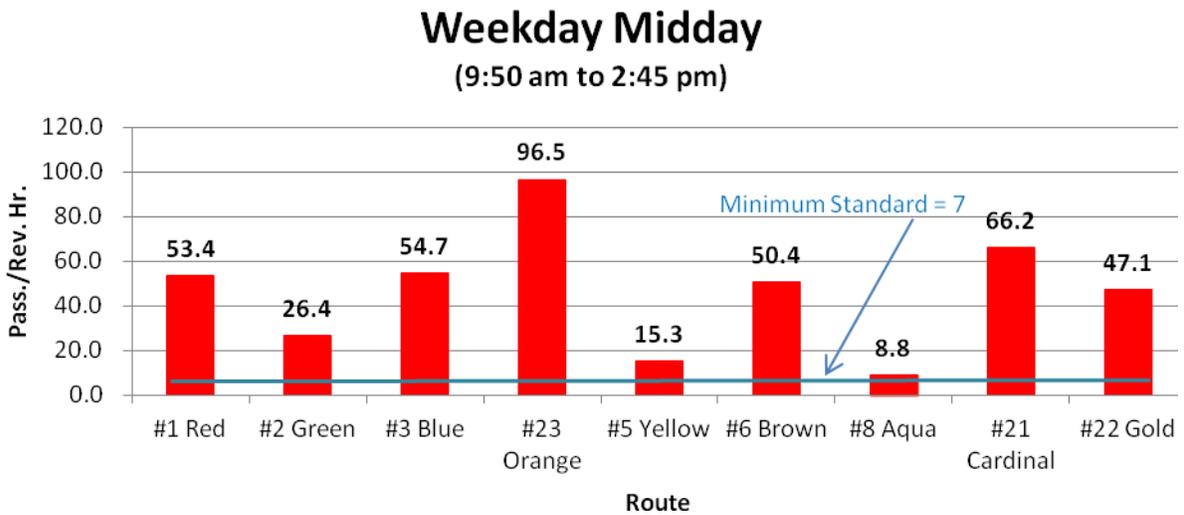
The following analysis graphically displays the average performance of each route based on Passengers Per Revenue Hour compared to the transit board minimum criterion. This analysis will be for the time period FY2013 for the various peak and non-peak periods of the day.

### Weekday Morning (Beginning of Service to 9:45 am – Peak Period)



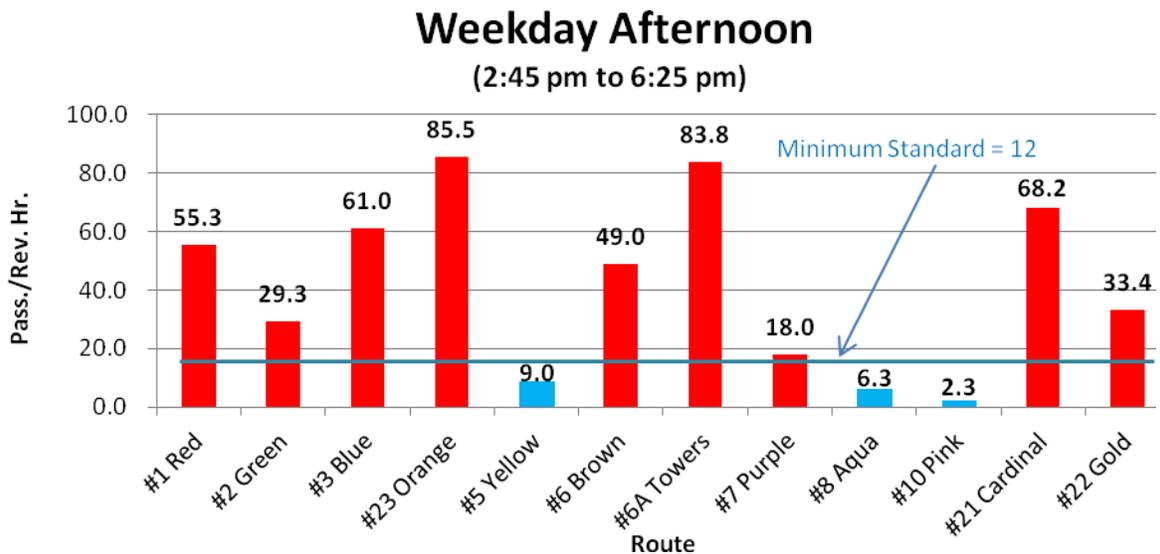
Two routes in this time period performed below the minimum peak hour standard of 12 passengers/revenue hour - #15 Yellow Route and #10 Pink Route. Route maps for these routes are attached. Detailed information regarding these routes is provided later in the report.

**Weekday Midday (9:50 – 2:45 pm – Non-Peak Period)**



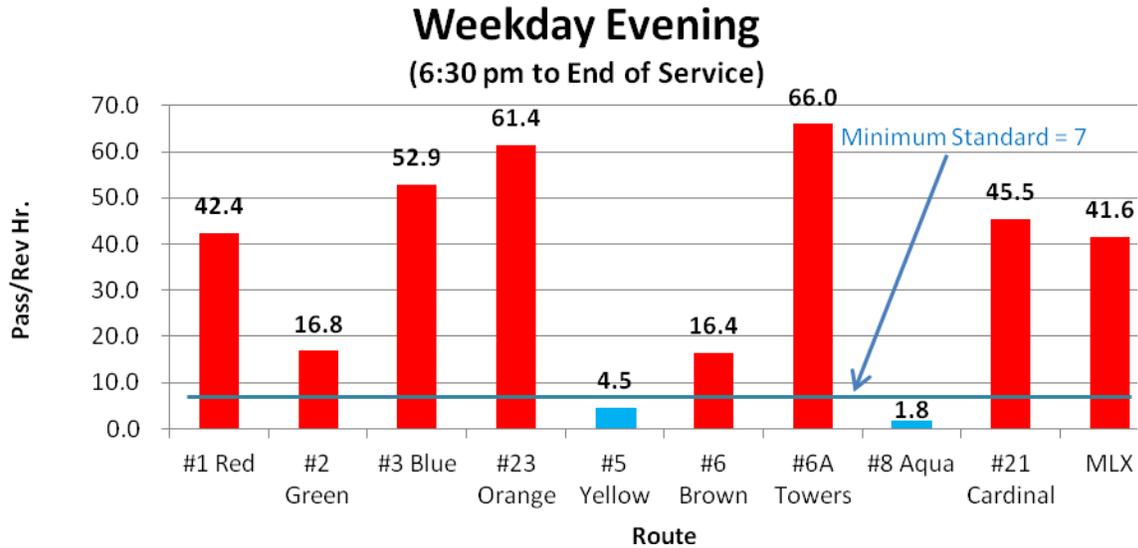
No routes in this time period performed below the minimum non-peak hour standard of 7 passengers/revenue hour.

**Weekday Afternoon (2:45 pm – 6:25 PM – Peak Hour)**



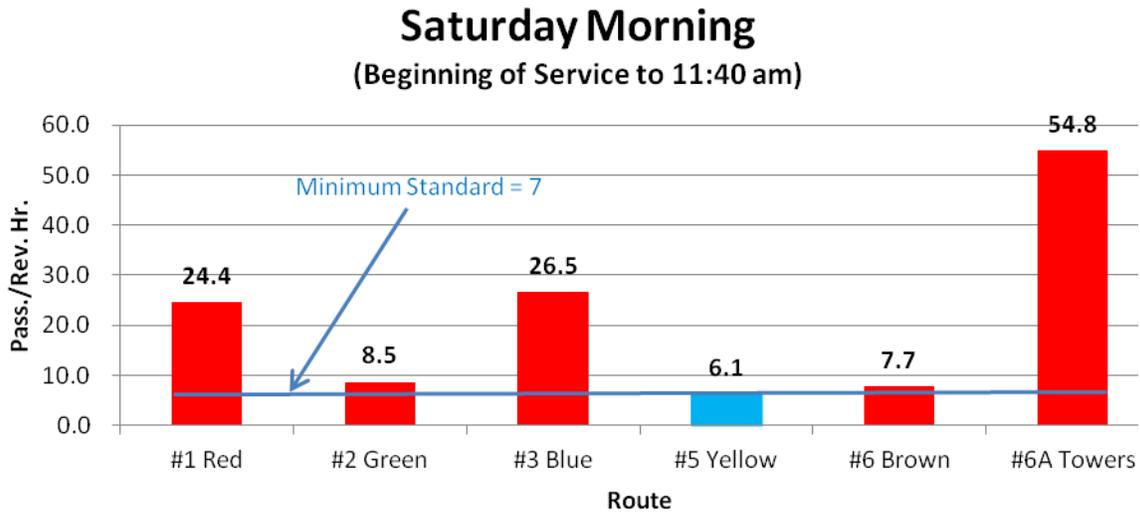
Three routes performed below the peak hour standard of 12 passengers/revenue hour during this time period - #5 Yellow, #8 Aqua and #10 Pink. The route map for the Aqua Route is attached. Detailed information regarding these routes is provided later in the report.

**Weekday Evening (6:30 pm to end of Service – Non-Peak)**



Two routes performed below the non-peak hour standard of 7 passengers/revenue hour during this time period - #5 Yellow and #8 Aqua. Detailed information regarding these routes is provided later in the report.

**Saturday Morning (Beginning of Service to 11:40 am – Non-Peak)**

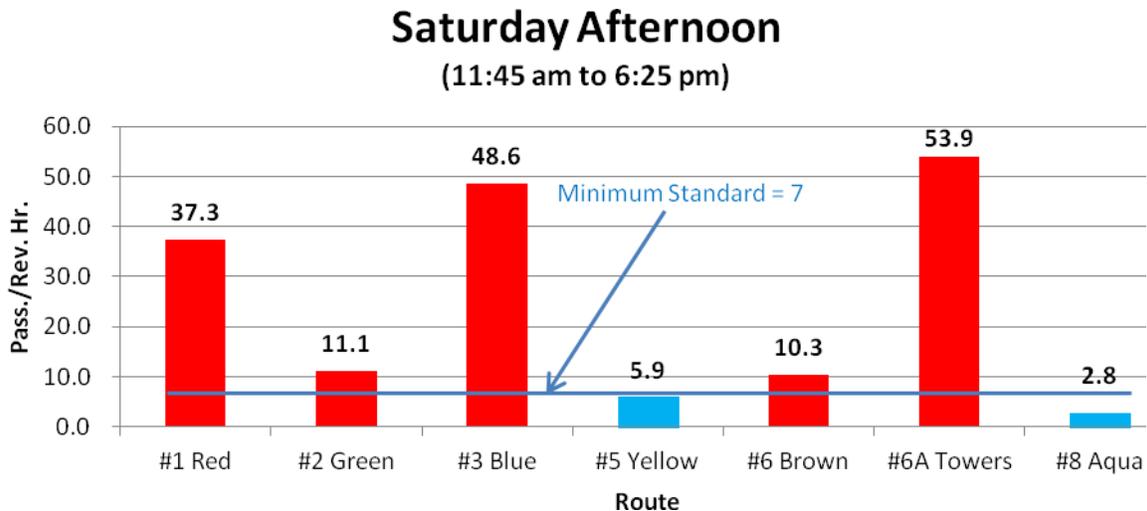


One route performed below the non-peak hour standard of 7 passengers/revenue hour during this time period - #5 Yellow. Detailed information regarding this route is provided later in the report.

The atypical demand on the #6A Towers route is as a result of students at the Wilson/Wallace residence halls going to campus for dining, as there are no dining facilities at these residence

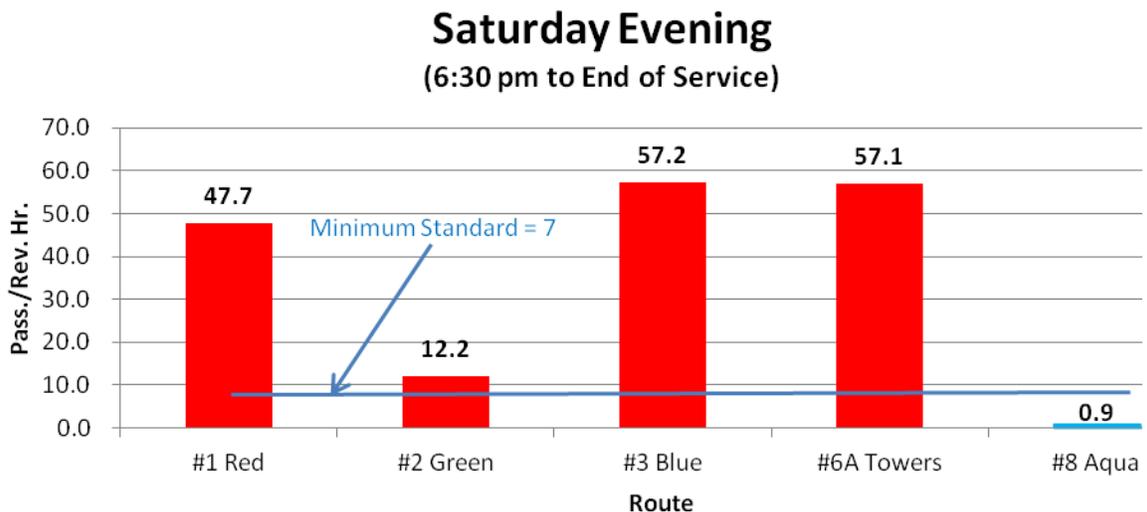
halls, and to/from locations on campus, such as the library. This demand occurs on both Saturday and Sunday throughout the day.

**Saturday Afternoon (11:45 am to 6:25 pm – Non-Peak)**



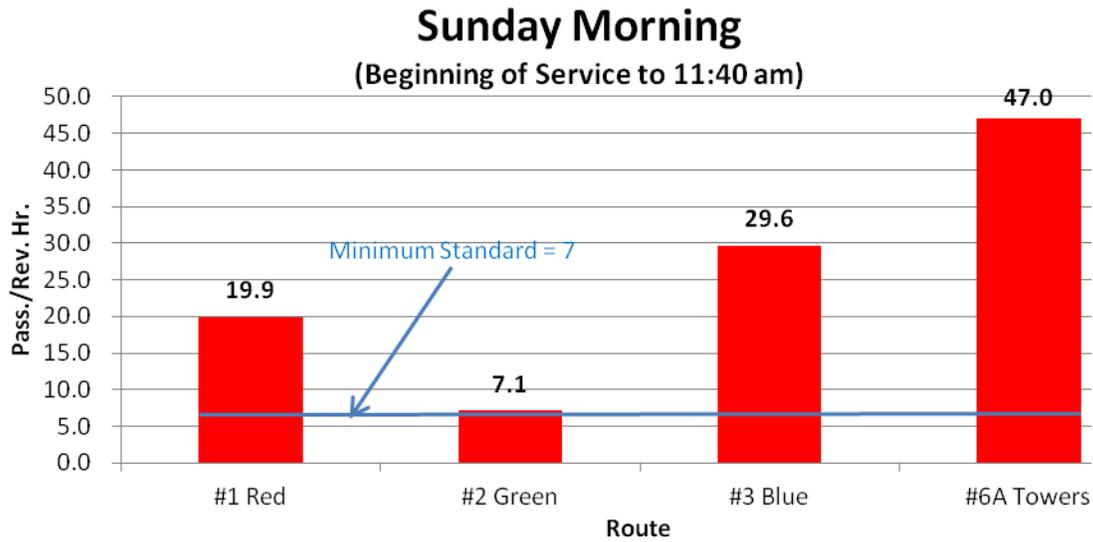
Two routes performed below the non-peak hour standard of 7 passengers/revenue hour during this time period - #5 Yellow and #8 Aqua. Detailed information regarding these routes is provided later in the report.

**Saturday Evening (6:30 pm to End of Service – Non-Peak)**



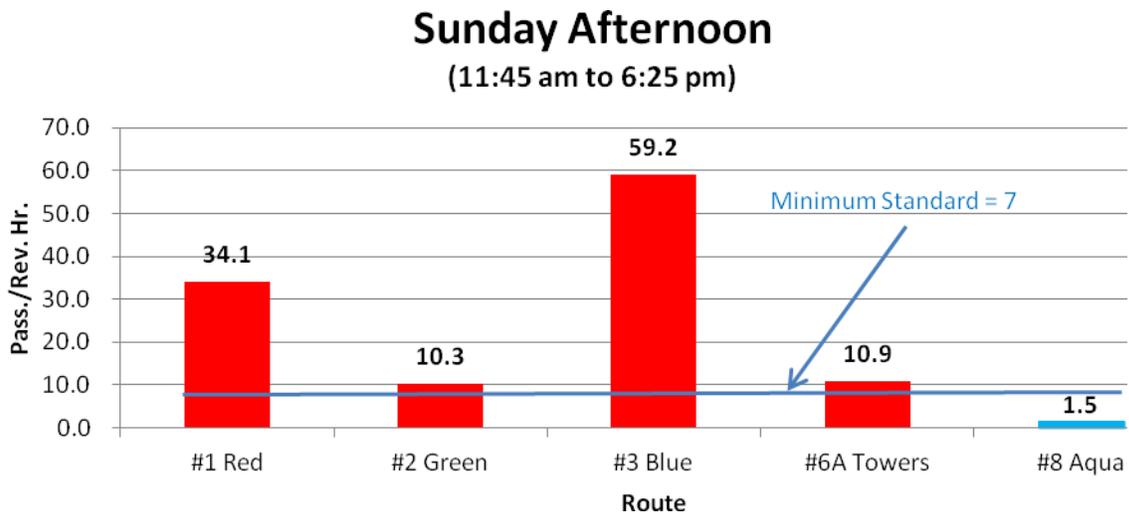
One route performed below the non-peak hour standard of 7 passengers/revenue hour during this time period - #8 Aqua. Detailed information regarding this route is provided later in the report.

**Sunday Morning (Beginning of Service to 11:40 am – Non-Peak)**



No routes in this time period performed below the minimum non-peak hour standard of 7 passengers/revenue hour.

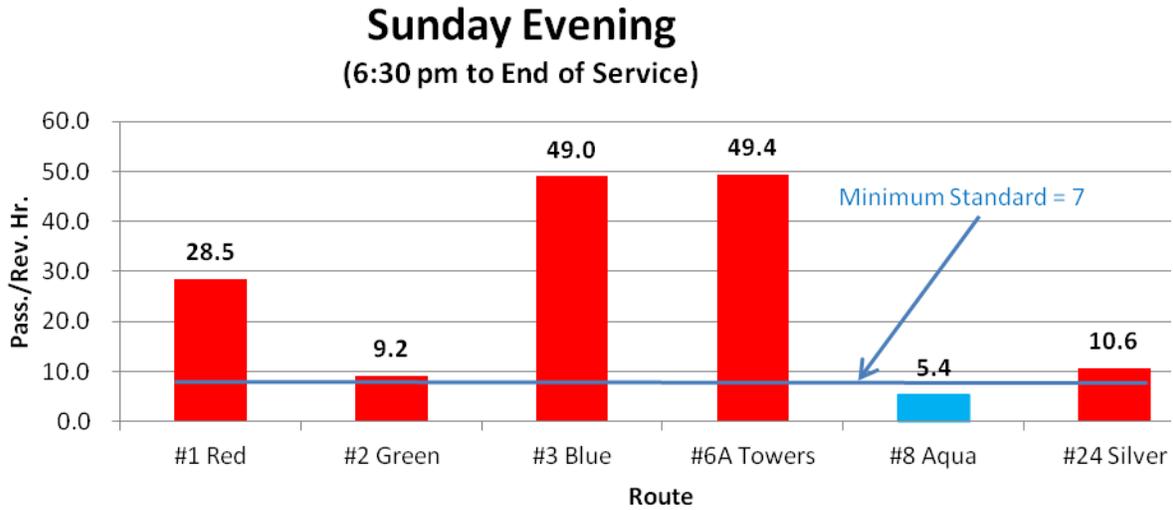
**Sunday Afternoon (11:45 am – 6:25 pm – Non-Peak)**



One route performed below the non-peak hour standard of 7 passengers/revenue hour - #8 Aqua. Detailed information regarding this route is provided later in the report.

This graph illustrates high demand on the #3 Blue Route from Wal-Mart, which resulted in approval at the January 2014 board meeting of an additional bus on this route on Sunday afternoon for the 2014-2015 budget year.

**Sunday Evening (6:30 pm to End of Service – Non-Peak)**



One route performed below the non-peak hour standard of 7 passengers/revenue hour during this time period – #8 Aqua. Detailed information regarding this route is provided later in the report.

**Evaluation Summary and Route Impacts**

In summary, the following table illustrates the three routes and time periods that fall below the minimum performance standards.

Route	Weekday				Saturday			Sunday		
	Morn .	Mid.	After.	Eve .	Morn .	After.	Eve .	Morn .	After.	Eve.
#5 Yellow	X		X	X	X	X				
#8 Aqua			X	X		X	X		X	X
#10 Pink	X		X							

Not In Serv.

The following briefly recaps the impact that modifications to the routes would have on the community using three criterion - locations customers are going to, route demographics and number of individuals impacted.

**#5 - Yellow Route**

**Locations Customers are Going To:** Major locations customers are traveling to/from on the #5 Yellow route include:

- Downtown Ames businesses

- Businesses along Lincoln Way from Clark Ave. to S Duff
- Businesses along South Duff between Lincoln Way and Menards
- Apartment complexes in the Southdale area
- Kate Mitchell Elementary school

**Route Demographics:** Customers using the Yellow Route are typically lower income individuals or students living in Apartments along Crystal Street.

**Estimated Number of Individuals Impacted:** 40

### **#8 Aqua**

**Locations Customers are Going To:** This route operates only during the summer to serve the Furman Aquatic Center. The route connects to other routes at City Hall so that the entire community may have access to the pool facility.

**Route Demographics:** Mainly kindergarten through middle school aged kids throughout the community, as well as daycare centers utilize this route.

**Estimated Number of Individuals Impacted:** 26

### **#10 Pink Route**

**Locations Customers are Going To:** Major locations customers are traveling to/from on the #10 Pink Route include:

- Downtown Ames businesses
- Businesses along Lincoln Way from Clark Ave. to S. Dayton Ave.
- Employers such as Hach Chemical, 3M, Danfoss and hotels
- Dialysis Center
- Mainstream Living
- USDA

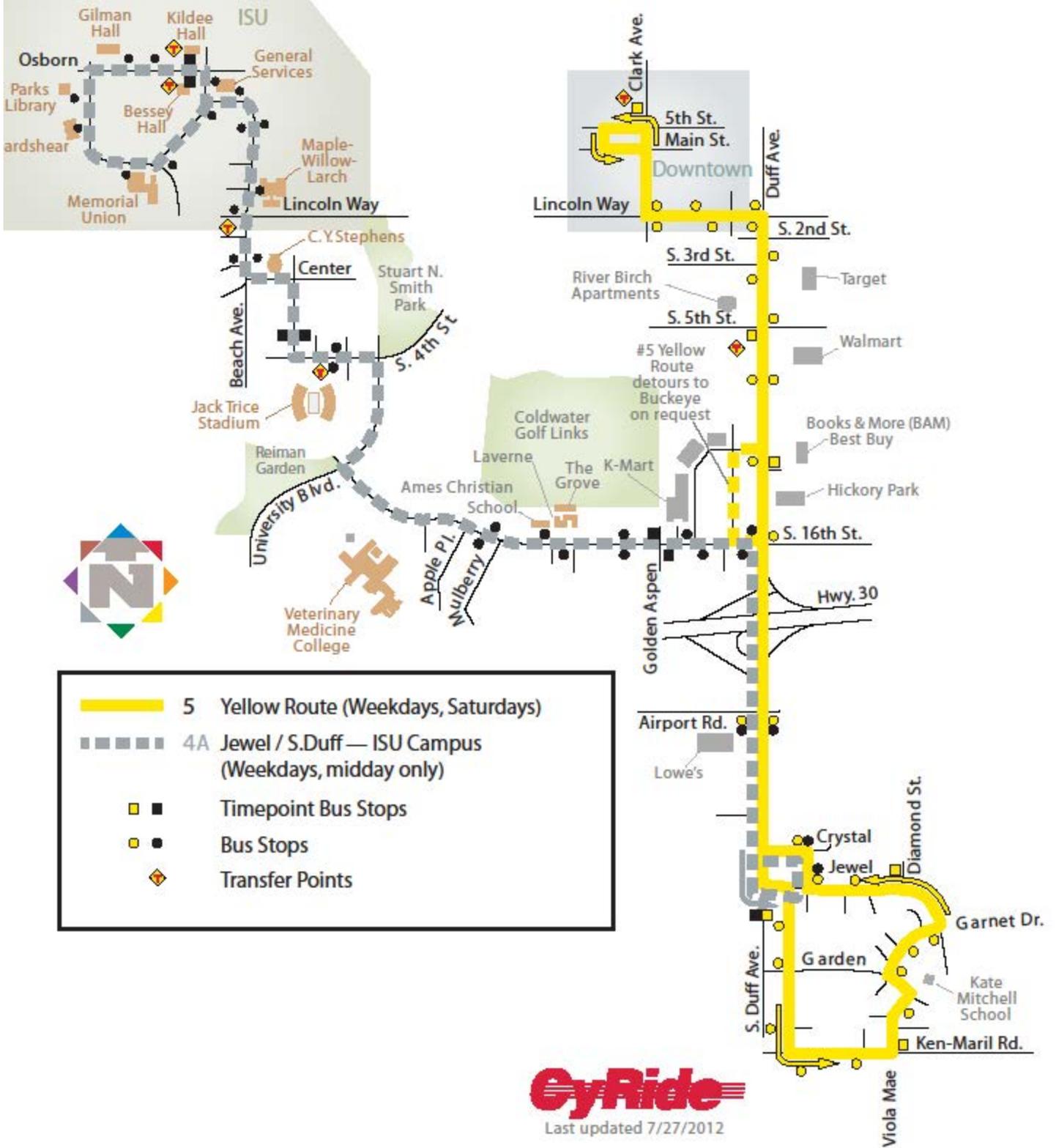
**Route Demographics:** Customers using the Pink Route are typically lower income individuals, disabled and/or individuals accessing the medical facilities located near the E. 13th & Dayton area, such as the Dialysis Center. Mainstream Living is also located in this area serving the disabled and are able to have a significant portion of their clients use this route.

**Estimated Number of Individuals Impacted:** 12

### **Federal Transit Regulations**

Prior to final board approval of any significant route change, the Federal Transit Administration requires a substantial public input process and staff would need to complete a simplified Title VI discrimination in service review.

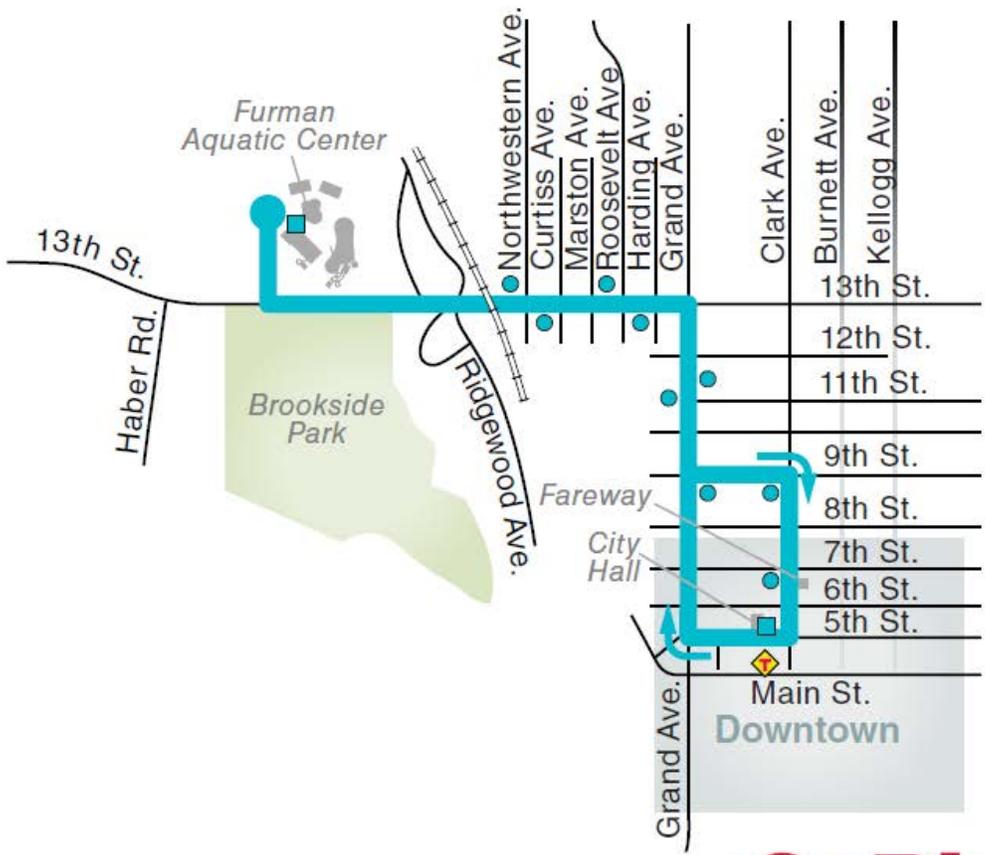
# YELLOW ROUTE, GRAY ALTERNATE



# AQUA SUMMER ROUTE



	<b>8 Aqua Route</b> (All days, summer only)
	<b>Timepoint Bus Stops</b>
	<b>Bus Stops</b>
	<b>Transfer Points</b>



**CyRide**  
Last updated 4/17/13

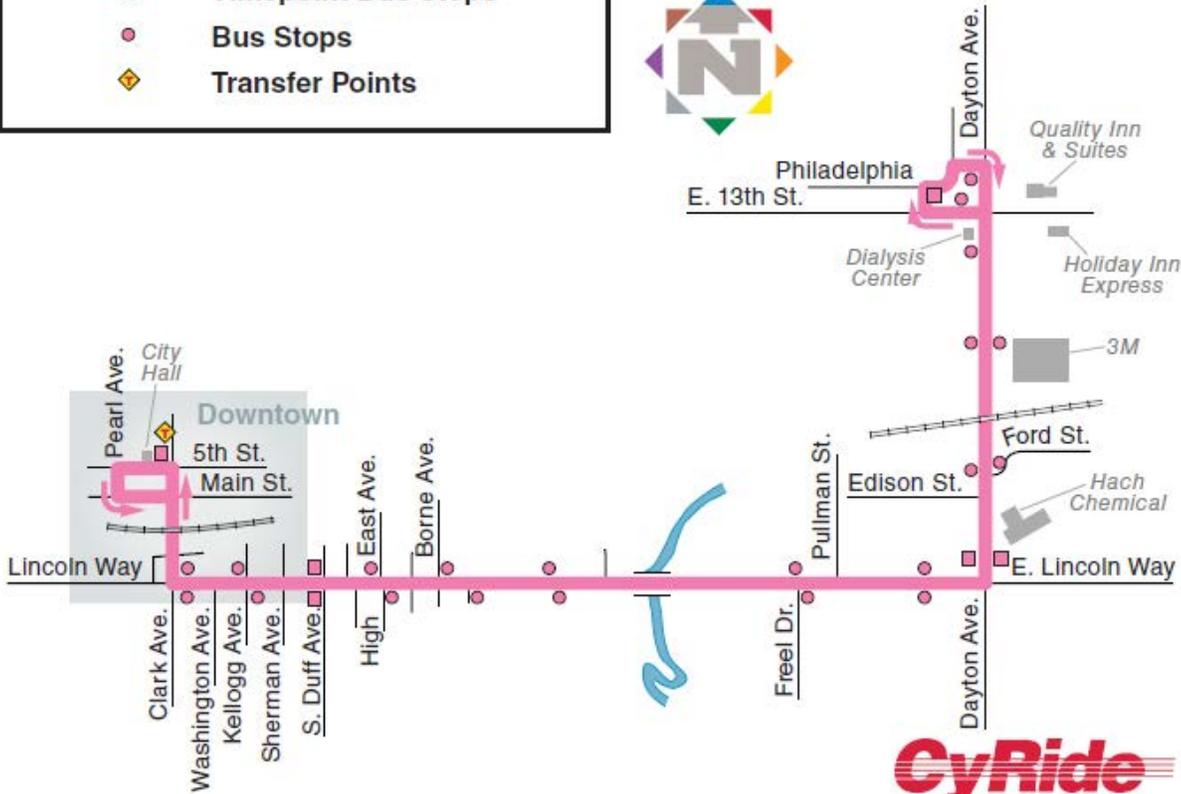
# PINK ROUTE

█ **10 Pink Route**  
 (Weekdays, limited service)

■ **Timepoint Bus Stops**

● **Bus Stops**

◆ **Transfer Points**



**CyRide**  
 Last updated 6/3/11

# Passengers per Trip - Weekday Red

9/3/2013 to 11/22/2013

35-50

>50

## #1 Red South & West

	Code	Time	Trips	Avg	Max
	1001	6:25 AM	59	13.7	20
	1003	7:02 AM	59	28.8	51
1A	1005	7:38 AM	59	4.4	51
	1007	7:28 AM	59	33.6	46
1A	1009	7:58 AM	60	4.4	18
	1011	7:52 AM	59	21.1	35
1A	1013	8:21 AM	59	2.8	7
	1015	8:12 AM	59	28.1	57
1A	1017	8:41 AM	59	7.3	26
	1019	8:31 AM	59	52.0	81
1A	1021	9:01 AM	59	28.1	56
	1023	8:52 AM	59	30.5	70
1A	1025	9:21 AM	59	30.3	80
1A	1025.2	9:25 AM	4	10.5	15
1A	1027	9:31 AM	59	14.6	40
	1029	9:22 AM	59	41.0	62
1A	1031	9:51 AM	59	35.6	114
1A	1031.2	9:49 AM	34	44.6	72
1A	1031.3	9:54 AM	13	34.3	56
1A	1033	10:01 AM	59	27.8	70
	1035	9:52 AM	59	33.7	57
1A	1037	10:21 AM	59	19.8	51
1A	1039	10:31 AM	59	17.6	57
	1041	10:22 AM	59	50.7	77
1A	1043	10:51 AM	59	41.2	73
1A	1043.2	10:49 AM	59	48.7	94
1A	1043.3	10:54 AM	59	39.4	65
1A	1043.4	10:46 AM	41	40.8	87
1A	1045	11:01 AM	58	30.3	65
	1047	10:52 AM	59	40.0	77
1A	1049	11:18 AM	59	20.2	34
	1051	11:25 AM	59	11.8	22
1A	1053	11:34 AM	59	25.9	71
	1055	11:22 AM	59	26.8	51
1A	1057	11:49 AM	59	51.9	91
1A	1057.2	11:50 AM	57	38.7	87
1A	1057.3	11:51 AM	34	29.4	75
	1059	11:37 AM	59	36.2	51
1A	1061	12:04 PM	59	21.6	52
1A	1061.2	12:02 PM	59	41.3	65
	1063	11:52 AM	59	34.8	64
1A	1065	12:19 PM	59	36.5	84
1A	1065.2	12:17 PM	23	70.5	92
	1067	12:07 PM	59	28.2	58
1A	1069	12:34 PM	59	28.3	66
	1071	12:22 PM	59	26.6	42
1A	1073	12:49 PM	59	29.4	57
	1075	12:37 PM	59	45.8	80
1A	1077	1:04 PM	59	46.5	86
1A	1077.2	12:58 PM	35	56.6	73
1A	1077.3	1:01 PM	35	47.8	84
	1079	12:52 PM	59	34.3	58
1A	1081	1:19 PM	59	26.7	47

## #1 Red East & North

	Code	Time	Trips	Avg	Max
	1002	6:21 AM	59	25.2	44
CH	1004	7:14 AM	59	6.2	12
	1006	7:03 AM	59	33.1	52
	1006.2	7:05 AM	3	13.7	20
1A	1008	7:20 AM	59	30.6	67
1A	1008.2	7:22 AM	59	35.9	63
1A	1008.3	7:19 AM	58	42.3	74
1A	1008.4	7:22 AM	45	36.4	63
1A	1008.5	7:22 AM	15	32.0	64
	1010	7:30 AM	59	54.6	75
	1010.2	7:32 AM	59	52.7	78
	1010.3	7:29 AM	59	58.3	79
	1010.4	7:32 AM	59	54.3	73
	1010.5	7:31 AM	46	29.4	65
1A	1012	7:40 AM	59	46.9	66
1A	1012.2	7:42 AM	59	39.3	65
1A	1012.3	7:39 AM	59	46.2	70
	1014	7:50 AM	59	41.1	63
1A	1016	8:00 AM	59	22.7	48
1A	1016.2	8:02 AM	46	13.5	24
	1018	8:10 AM	59	31.2	52
	1018.2	8:12 AM	59	21.1	42
1A	1020	8:20 AM	59	33.7	67
1A	1020.2	8:22 AM	59	34.5	73
1A	1020.3	8:19 AM	44	48.1	89
1A	1020.4	8:22 AM	28	41.4	70
1A	1020.5	8:22 AM	11	32.1	61
	1022	8:30 AM	59	49.0	80
	1022.2	8:32 AM	59	33.5	61
	1022.3	8:29 AM	59	42.7	76
	1022.4	8:32 AM	35	57.5	73
	1022.5	8:31 AM	29	39.0	63
	1022.6	8:29 AM	23	58.3	85
1A	1024	8:40 AM	59	43.7	73
1A	1024.2	8:42 AM	59	39.2	76
1A	1024.3	8:39 AM	59	46.6	71
1A	1024.4	8:42 AM	21	49.4	75
1A	1026	8:54 AM	59	39.6	61
1A	1026.2	8:57 AM	59	35.3	60
1A	1026.3	8:55 AM	24	26.1	62
1A	1026.4	8:57 AM	24	46.0	66
1A	1026.5	8:54 AM	23	53.3	76
1A	1026.6	8:54 AM	24	39.4	54
	1028	9:05 AM	59	43.9	69
	1028.2	9:07 AM	58	25.5	60
	1028.3	9:06 AM	24	38.3	54
	1028.4	9:07 AM	24	46.5	60
	1028.5	9:05 AM	22	41.1	56
1A	1030	9:15 AM	59	40.1	67
1A	1030.2	9:17 AM	58	33.3	71
1A	1032	9:25 AM	59	42.1	68
1A	1032.2	9:27 AM	59	37.5	57
1A	1032.3	9:24 AM	35	45.1	74

#1 Red South & West

	Code	Time	Trips	Avg	Max
	1083	1:07 PM	59	21.9	35
1A	1085	1:34 PM	59	27.3	70
	1087	1:22 PM	59	26.5	40
1A	1089	1:49 PM	59	41.4	65
	1091	1:37 PM	59	53.7	90
1A	1093	2:04 PM	59	69.9	87
1A	1093.2	2:04 PM	59	43.8	95
1A	1093.3	2:01 PM	59	57.3	91
1A	1093.4	2:06 PM	29	31.5	60
	1095	1:52 PM	59	47.5	73
1A	1097	2:19 PM	59	34.4	58
1A	1097.2	2:17 PM	11	31.5	53
	1099	2:07 PM	59	27.2	42
1A	1101	2:34 PM	59	32.6	50
	1103	2:22 PM	59	30.1	47
1A	1105	2:49 PM	59	29.0	62
1A	1105.2	2:47 PM	24	29.9	76
	1107	2:37 PM	59	49.2	79
1A	1109	3:04 PM	59	72.3	121
1A	1109.2	3:04 PM	59	45.8	76
1A	1109.3	3:04 PM	30	41.6	66
	1111	2:52 PM	59	43.8	75
1A	1113	3:19 PM	59	54.6	83
	1115	3:07 PM	59	37.2	61
	1115.2	3:35 PM	23	47.9	65
1A	1117	3:34 PM	59	42.7	86
1A	1117.2	3:34 PM	34	44.7	69
	1119	3:22 PM	59	45.0	84
	1119.2	3:04 PM	36	47.9	70
1A	1121	3:49 PM	59	33.4	73
1A	1121.2	3:47 PM	24	36.6	66
	1123	3:37 PM	59	51.0	97
1A	1125	4:04 PM	59	57.4	90
1A	1125.2	4:04 PM	59	27.8	83
1A	1125.3	4:04 PM	26	53.2	70
	1127	3:52 PM	59	44.6	80
1A	1129	4:19 PM	59	38.6	71
1A	1129.2	4:17 PM	9	23.0	35
	1131	4:07 PM	59	38.3	54
1A	1133	4:34 PM	59	45.9	77
1A	1133.2	4:32 PM	11	37.0	57
	1135	4:22 PM	59	41.4	92
1A	1137	4:49 PM	59	48.7	83
1A	1137.2	4:49 PM	24	29.4	47
	1139	4:37 PM	59	53.2	96
1A	1141	5:04 PM	59	45.9	75
1A	1141.2	5:02 PM	58	62.0	84
	1143	4:52 PM	59	51.3	112
1A	1145	5:19 PM	59	40.3	80
1A	1145.2	5:17 PM	19	30.1	44
	1147	5:07 PM	59	36.9	74
1A	1149	5:34 PM	59	50.1	84
	1151	5:22 PM	59	34.4	62
1A	1153	5:49 PM	59	37.8	76
	1155	5:37 PM	58	38.0	99

#1 Red East & North

	Code	Time	Trips	Avg	Max
1A	1032.4	9:27 AM	34	49.0	70
1A	1032.5	9:26 AM	6	25.3	51
	1034	9:35 AM	59	56.2	90
	1034.2	9:37 AM	59	45.5	79
	1034.3	9:34 AM	36	42.0	71
	1034.4	9:37 AM	35	54.0	72
1A	1036	9:45 AM	59	38.3	60
1A	1036.2	9:47 AM	59	26.0	49
1A	1038	9:55 AM	59	30.3	44
	1040	10:05 AM	59	41.1	65
	1040.2	10:07 AM	11	19.2	36
1A	1042	10:15 AM	59	32.4	69
1A	1042.2	10:17 AM	27	23.4	37
1A	1044	10:25 AM	59	36.8	62
1A	1044.2	10:27 AM	59	42.9	86
1A	1044.3	10:24 AM	38	46.7	72
	1046	10:35 AM	59	50.3	73
	1046.2	10:37 AM	58	42.3	60
	1046.3	10:34 AM	59	40.9	67
1A	1048	10:45 AM	59	31.8	57
1A	1048.2	10:47 AM	47	22.6	39
1A	1050	10:55 AM	59	21.3	37
	1052	11:05 AM	59	30.5	50
	1052.2	11:07 AM	8	5.9	23
1A	1054	11:15 AM	59	20.7	32
1A	1056	11:25 AM	59	32.3	65
1A	1056.2	11:27 AM	7	17.4	23
	1058	11:30 AM	59	28.1	76
	1058.2	11:32 AM	57	10.5	25
1A	1060	11:40 AM	59	39.6	63
1A	1060.2	11:42 AM	58	37.0	64
	1062	11:50 AM	59	35.6	85
	1062.2	11:52 AM	58	19.8	33
1A	1064	11:57 AM	59	24.2	47
1A	1064.2	8:33 PM	12	25.9	61
	1066	12:05 PM	59	25.9	49
	1066.2	12:07 PM	24	26.4	40
1A	1068	12:12 PM	59	24.8	64
1A	1068.2	12:14 PM	24	32.5	57
	1070	12:20 PM	59	29.9	63
	1070.2	12:22 PM	21	27.1	42
1A	1072	12:27 PM	59	26.0	39
1A	1072.2	12:29 PM	15	13.1	25
	1074	12:35 PM	59	32.6	61
	1074.2	12:37 PM	23	32.4	46
1A	1076	12:42 PM	59	38.8	66
1A	1076.2	12:44 PM	35	31.4	48
	1078	12:50 PM	59	35.6	84
1A	1080	12:57 PM	59	13.5	27
	1082	1:05 PM	59	19.1	48
1A	1084	1:12 PM	59	15.0	28
	1086	1:20 PM	59	26.1	50
1A	1088	1:27 PM	59	32.0	73
1A	1088.2	1:29 PM	4	17.5	26
	1090	1:35 PM	59	51.0	118

#1 Red South & West

	Code	Time	Trips	Avg	Max
1A	1157	6:04 PM	59	39.5	76
1A	1157.2	6:02 PM	10	30.4	55
	1159	5:52 PM	59	43.2	72
1A	1161	6:22 PM	59	29.3	56
	1163	6:12 PM	59	39.4	63
1A	1165	6:42 PM	59	24.6	51
	1167	6:32 PM	58	39.5	63
	1169	6:52 PM	59	51.6	79
	1171	7:12 PM	59	49.5	80
	1173	7:32 PM	59	42.0	80
	1175	7:52 PM	59	55.9	107
	1177	8:32 PM	59	64.1	101
	1179	9:12 PM	59	58.4	85
	1181	9:52 PM	59	43.6	67
	1181.2	10:11 PM	10	15.6	28
	1183	10:31 PM	47	25.6	47
M-Th	1185	11:38 PM	47	25.4	74
M-Th					

#1 Red East & North

	Code	Time	Trips	Avg	Max
1A	1092	1:42 PM	59	32.6	63
1A	1092.2	1:43 PM	58	30.6	85
	1094	1:50 PM	59	45.1	63
1A	1096	1:57 PM	59	12.9	31
	1098	2:05 PM	59	23.0	74
1A	1100	2:12 PM	59	8.7	16
	1102	2:20 PM	59	22.4	46
1A	1104	2:27 PM	59	14.7	38
	1106	2:35 PM	59	29.2	63
1A	1108	2:42 PM	59	28.9	52
	1110	2:50 PM	59	31.9	65
1A	1112	2:57 PM	59	21.7	58
	1114	3:05 PM	59	41.4	96
1A	1116	3:12 PM	59	19.7	43
	1118	3:20 PM	59	29.7	69
1A	1120	3:27 PM	59	13.8	48
	1122	3:35 PM	59	26.9	58
1A	1124	3:42 PM	58	20.7	36
	1126	3:50 PM	58	30.5	77
1A	1128	3:57 PM	59	7.0	20
	1130	4:05 PM	59	22.8	50
	1130.2	4:05 PM	3	7.3	15
1A	1132	4:12 PM	59	8.1	44
	1134	4:20 PM	59	24.7	78
1A	1136	4:27 PM	59	10.2	21
	1138	4:35 PM	59	28.4	97
1A	1140	4:42 PM	59	12.1	33
	1142	4:50 PM	59	33.6	52
1A	1144	4:57 PM	59	8.8	42
	1146	5:05 PM	59	26.6	68
	1148	5:20 PM	59	31.2	102
	1150	5:35 PM	59	31.7	85
	1152	5:50 PM	58	32.9	67
	1154	6:12 PM	59	35.4	79
	1156	6:32 PM	59	35.1	60
	1158	6:52 PM	59	28.1	48
	1160	7:12 PM	59	31.3	78
	1162	7:52 PM	59	33.4	62
	1164	8:32 PM	59	28.3	61
	1166	9:12 PM	59	29.8	137
	1166.2	9:13 PM	11	39.5	68
	1168	9:52 PM	59	31.6	156
	1168.2	9:53 PM	8	47.1	95
M-Th	1170	11:05 PM	47	15.3	91
M-Th	1172	12:10 AM	47	7.9	32

# Transit Director's Report

February 2014

## 1. Facility Space Constraints

CyRide staff delayed, until the March meeting, discussion with board members regarding CyRide's current bus storage constraints and the facility's growth in general due to the length of the February board agenda. Staff will prepare information for the meeting, which will include how the current facility has expanded, the approved facility master plan, and current/anticipated capital funding.

## 2. Upcoming Iowa Clean Air Attainment Grant Applications

The State of Iowa administers a \$4.1 million program called the Iowa Clean Air Attainment Program, funded with federal Congestion Mitigation Air Quality funds. Each year, cities and transit systems may apply for these funds for projects that reduce congestion and improve air quality within their communities. Additional/New transit projects typically receive favorable review; therefore, with the additional services approved by the Transit Board in January, staff could begin preparing an application to request up to 80% funding for these new services. The notice of funding has not been released to-date and is dependent upon Congressional budget approvals; however, gauging the transit board's desire at this time will allow staff to begin preparing this application as time permits so that a quality application can be prepared prior to the application deadline.

## 3. Possible FTA Visit

FTA in Washington DC recently notified CyRide that they would like to schedule a visit to Ames to tour its facilities and view the progress CyRide is making in serving Ames residents. In their brief telephone call, they indicated that FTA staff could be visiting toward the end of March. They specifically were interested in the Intermodal Facility and the development that is occurring around it, the CyRide facility expansion, hybrid and articulated buses and our general ridership growth. If/When plans become more firm, the Director will notify board members so that they can be a part of these discussions and their visit, if desired.

# March

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						<b>1</b>
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
	Sheri Vacation	Sheri Vacation	Sheri Vacation			
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>
			Transit Bd. Mtg.			2014 APTA Universities Conf.
<b>30</b>	<b>31</b>					
2014 APTA Universities Conf	2014 APTA Universities Conf		33			

**2014**

# April

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		<b>1</b> 2014 APTA Universities Conf	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	<b>7</b> VEISHEA	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b> Transit Board Mtg.	<b>24</b>	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>			
						<b>2014</b>

# May

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				<b>1</b>	<b>2</b>	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b> ISU Graduation
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b> Transit Board Mtg.	<b>22</b>	<b>23</b> Sheri Vacation	<b>24</b>
<b>25</b>	<b>26</b> Memorial Day	<b>27</b> OM	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> OM ends June 1
					<b>2014</b>	