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MEDIA ALERT

Tuesday, July 18, 2023

DART hosts ribbon cutting for DART On Demand zone in River Bend area

The Des Moines Area Regional Transit Authority (DART) has launched a new [DART On Demand zone](#) in the River Bend neighborhood of Des Moines. The Principal® Financial Group Foundation is the lead funder of this pilot project, which aims to reduce transportation barriers faced by vulnerable populations living and working within the 50314-zip code, where more than one-third of households live below the poverty line. Other funding partners include Mid-Iowa Health Foundation, The Community Foundation of Greater Des Moines, the Iowa Department of Transportation and Prairie Meadows.

Ribbon Cutting Event Details

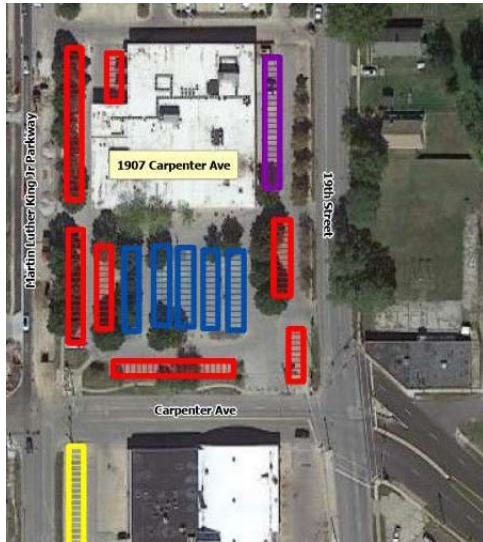
To commemorate this effort to enhance accessibility for underserved communities, DART is hosting a special ribbon cutting event with funders and community partners.

- **Event:** DART On Demand River Bend ribbon cutting
- **Date:** Thursday, July 20
- **Time:** 1-2 p.m. (remarks begin at 1:15 p.m.)
- **Location:** Polk County Health Department, SE Parking Lot
- **Parking:** Polk County Senior Center (see yellow shaded area in below map for designated parking)

"We are excited to share this milestone achievement with those living in the 50314-zip code," said Erin Hockman, DART Chief External Affairs Officer. "The DART On Demand zone in this area will undoubtedly make a meaningful difference in the lives of those facing transportation challenges, empowering them with greater access to essential services and opportunities."

As we celebrate the launch of this pilot project, we invite members of the media and public to join us at the ribbon-cutting event. Your presence will help raise awareness of

this endeavor to help connect vulnerable population within our community to essential transportation services.



About DART

The Des Moines Area Regional Transit Authority (DART) is the public transportation provider in and around Polk County. DART operates a family of transportation services that connects thousands of people every day to jobs, school, medical appointments, entertainment and more. For more information about DART services, schedules, route changes, or directions to the nearest DART stop, visit the website at ridedart.com or call 515-283-8100.

About Principal Foundation

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