

dart RideShare

N E W S L E T T E R

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Nothing beats word-of-mouth advertising when it comes to promoting the benefits of vanpooling. People respect your opinion as a vanpool participant. Casual conversations with friends and co-workers can have a tremendous impact on our environment and your finances. Last year more than 50 referral bonuses were sent to RideShare participants and to date, over 30 referrals have been recorded for 2010, with 11 months of the year left! Don't get left behind; tell a friend and earn \$50 cash.

Vans RECRUITING riders:

Baxter to Des Moines
Boone/Madrid to Des Moines
Carlisle to Des Moines
Creston to Des Moines
Grinnell to Des Moines
Huxley to Des Moines
Indianola to West Des Moines
Perry/Minburn to Des Moines
Truro/St Charles to Des Moines
Waukee to Des Moines

Contact 288-RIDE for more information.

Saving the Earth one pound of CO2 at a time...

is all well and good, but Linda Dawson vanpools to save money.

By day she's a paralegal at a Des Moines law firm. In evenings and on weekends, she's a country girl, living on acreage outside Humeston, Ia.

Her home is closer to Missouri than Iowa's capital city – Des Moines is a 134-mile round trip for her – so in addition to cutting back on gas emissions by hitching a ride in a RideShare van, she knows she and her five fellow commuters are banking some serious cash, too.

But How Much?

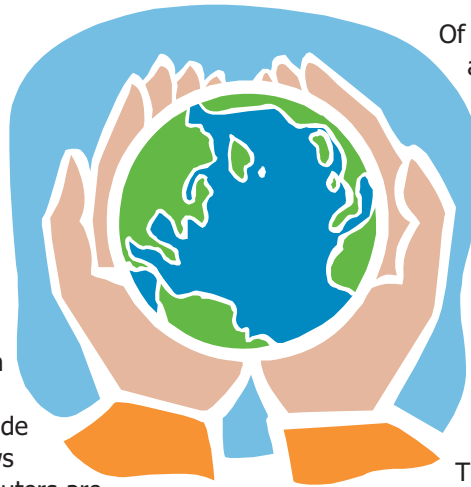
There is any number of factors to consider, but the American Public Transportation Association has done the work for us, offering a quick and easy calculator online (www.publictransportation.org/contact/stories/calculator_08.asp).

Punch in the basics – car's gas mileage, price of gas, length of commute and cost of parking versus public transit – and presto! Just like that, Dawson has a pretty good idea. The program figures she would spend \$7,003 annually commuting by car, versus \$1,980 by RideShare.

Or maybe more: "\$5,000 sounds a little bit conservative to me," she says of her savings, noting the costs not counted in the calculation, including insurance and the foregone wear and tear on her 2009 Dodge Durango. Regardless, "it's a lot – it's definitely worth doing."

There's also a "carbon calculator" for the greenie in all of us (www.publictransportation.org/calculators/carbon_08.asp). Enter a few more basics – car's mpg, miles driven

per week, and the miles NOT driven by using public transit – and there you have it: Dawson is keeping 722 pounds of CO2 emissions from entering the atmosphere each week by vanpooling instead of driving herself.



Of course the calculators aren't an exact science, but they do offer some interesting ballpark figures.

And those numbers really add up. Consider: The RideShare program put its 100th van into service in December. Nearly 900 people are riding, meaning there are some 800 fewer vehicles on the road.

That's tens of thousands of dollars saved and as many pounds of carbon kept out of the environment.

RideShare Teams up With AMICI Espresso Coffee to Promote Ridership

Have you noticed the ads promoting RideShare and AMICI Espresso Coffee?

Ads have been installed on the backs of 20 city buses encouraging people to "Warm Up With RideShare."



During December and January, anyone signing a new rider agreement to join RideShare received \$10 gift cards for AMICI Espresso Coffee stores as a thank you for joining our service. To the more than 40 riders who joined during the promotion, welcome aboard. Relax and enjoy the ride.



Reasons to RideShare



Clean the air! Every vehicle pollutes the air, and ridesharing is an effective way of reducing tailpipe emissions.

Reduce dependence on fossil fuels! The price of gas is down, but the real cost is not. Fossil fuels are in limited supply, and driving less helps transition our energy consumption away from oil.

Vans looking for back-up drivers:

- Ames to Des Moines
- Boone to Des Moines
- Carlisle to Des Moines
- Chariton to Des Moines
- Creston to Des Moines
- Huxley to Des Moines
- Indianola to Des Moines
- Marshalltown to Des Moines
- Melcher to Des Moines
- Newton to Des Moines
- Osceola to Des Moines
- Prairie City to Des Moines
- Perry to Des Moines
- Pleasantville to Des Moines
- Stuart to Des Moines
- Waukee to Des Moines

Remember, this is another way for you to get the most from your commuter dollars, and a \$25 discount on your monthly invoice.

Reminder:

- We offer a \$50 bonus to riders who refer new riders to the program after the new rider has been with us 90 days. Make sure your referrals know to list your name on their agreements as the person who referred them to RideShare.
- Becoming a back-up driver is easy, and could save you an extra \$25 per month in fares.
- Don't forget to Buckle-Up for safety!
- Be sure to thank your driver from time to time. This has been a long winter for all of us, and drivers take great care to make sure their riders arrive safely and on time.

The Manager's Corner:

Thanks to you, we did it!

In our last news letter we had 97 vanpools on the road and we were hoping to reach 100 by our next newsletter. With all of your help, we reached that goal in November, and today we have 101 vanpools on the road, with No. 102 slated to start mid-February.

Six months ago, we were also in the process of issuing new participation agreements for everyone who uses our service, and talking about the installation of new billing software, EZPay. Due to a rousing competition to see which vanpools could get their signed agreements back first, the agreements were all signed without a hitch. The billing software did not go as smoothly. As with most software upgrades, the roll-out of EZPay was not without a few

bumps, and we thank you for hanging in there with us. Each month the process gets smoother, and we are very close to having all of the bugs worked out. While we have been working through some of the issues, we have not been charging any late fees. Per the terms of your agreement, a \$15 late-fee will be assessed on payments not received on or before the 28th day of each month. Late fees will resume July 2010. Choosing the recurring-payment option in EZPay is a great way to ensure that you are never late with your payment again, and you won't have to write another check or look for a stamp. Let EZPay do the work for you. With the recurring-payment option, you will still receive your emailed invoice alert, so you will always know the amount that will be paid, and once the payment is processed you will also receive a

payment receipt. It really is very EZ! If you would like assistance getting your recurring account set up, please contact the RideShare office and we will be happy to help.

I am not sure we ever thought we would be where we are today when RideShare started 17 years ago with five vanpools and a manual billing system.

Thanks again to all of you for making RideShare a success.

RideShare Budget

There's been a lot in the news lately about budget woes at DART, but the RideShare program should be safe from cutbacks.

DART faces a budget shortfall of approximately \$900,000, due to declines in local property taxes, state allocations that are tied to the sales of new cars, and rider fares. That's down from the \$2.3 million shortfall projected late last year, most of which was made up through furloughs and no pay raises among administrative staff.

Much of the remaining budget gap will have to be made up with cuts to service, including the elimination of some small routes and decreased

frequency on a few larger routes. The DART Commissioners will weigh their options at the January 26 meeting and vote on a final budget during the February 23 meeting.

RideShare, however, has not been targeted for potential cuts. The program is self-supporting, because the slightly more than \$1 million budget is largely covered by riders' fares.

The program should continue expanding behind its record 100 vans despite DART's tight budget. DART pays only 20 percent of the cost of each new van put into service. The federal government covers the remaining 80 percent.

DART RideShare

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If you have questions, comments or story ideas, send them to: DART RideShare, 1100 DART Way, Des Moines, IA, 50309, call (515)288-RIDE or email us at rideshare@ridedart.com.

Make Friends, Not Traffic!