

dart RideShare

N E W S L E T T E R

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Congratulations!

RideShare Member **Angela Clark** of Van 193 recently won a DART Birthday Party Gift Basket which included a \$75 gift card to Valley West Mall.

RideShare Member **Lynn Ekblad** of Van 214 from Ames recently won a \$500 Visa gift card from the Rest Your Car program. Like many RideShare members, Lynn registers her miles each day at www.drivetimesdesmoines.org to track the number miles saved on her personal vehicle and for the chance to win prizes.

Other RideShare September winners of \$25 Downtown Gift Cards from Rest Your Car include Anthony Boothroyd, Vicki Albrecht, Martha Hawkins, Connie Wallace, Patsy Silberstein, Andrew Sullivan, Armida Vera, Gail Shook and Adam Moore.

The Many Hats of a Driver

Drivers of RideShare vans are called upon for many duties besides safely driving passengers to and from work each day. They not only wear the driver's hat, but they are also leaders, recruiters, facilitators and communicators.

The success or failure of a vanpool depends in large part on the leader of the group. As the leader, the driver provides information and direction for each vanpool's group decisions; what time they leave; what route they take; and the number of drop-off locations.

As a recruiter, the driver makes sure the vanpool has as many riders and backup drivers possible at all times.

As the facilitator, the driver helps settle differences and encourages riders to get involved, helps with recruiting and contributes



their ideas on how to keep the vanpool friendly and fun.

As a communicator, the driver relays information to service providers, DART staff and vanpoolers.

Vanpool riders have many expectations of drivers. Working together in response to questions, concerns and ideas can greatly influence a person's decision to ride in a vanpool.

In all groups, there are times when individual ideas may vary. Often times the most important element in the success or failure of a vanpool is the way people interact as a group.

Take time to let your drivers know that you appreciate all of the effort they put into making your vanpool a successful one.

Happy 5th Birthday, DART!

As part of DART's birthday celebration, RideShare is offering a sweet deal with the number 5! If you bring a new rider to your vanpool, or refer them to another DART vanpool, we will pay you \$50 as soon as we have the signed agreement listing you as the person who referred them.

To make it easier for you to recruit your

friends, we have a number 5 deal for them as well. Any new rider who signs a contract within the month of November will receive their first full months fare at the discounted rate of \$50!

And don't forget! All RideShare members are free to grab coffee and doughnuts from any Kum & Go station. It's on us! (Limit: \$2.55 per person.)

REMINDER:

Slow down and drive defensively. Are you letting your guard down behind the wheel? With increasing numbers of cyclists, and farm vehicles on the road, not to mention road construction, deer and flood detours – now is not the time to be lax in our driving skills. Be sure that you are always well-rested, patient, and allow ample time for your commute. Be sure you slow down, and increase your following distance.

New Riders Wanted

Adair to West Des Moines
Adair to Urbandale
Altoona to Grinnell
Ames to Ankeny
Ames to Des Moines
Boone to Des Moines
Carlisle to Des Moines
Humeston to Des Moines
Lucas to West Des Moines
Marshalltown to Des Moines
Newton to Des Moines
Osceola to Des Moines
Perry to Des Moines
Pleasant Hill to WDM
Prairie City to Des Moines
Truro to Des Moines
Knoxville to Des Moines VA
Winterset to Des Moines

DART RideShare

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DART Commission

Angela Connolly	Christine Hensley
Bob Mahaffey	Tom Gayman
Ted Boesen	Steve Van Oort
Skip Conkling	Gaye Johnson
Steven Brody	

General Manager
Elizabeth Presutti

Director of Marketing and
Community Partnerships
Claire Celsi

RideShare Specialist
Paula Covington

Manager's Corner

We have great news to share! Ridership on all forms of DART transportation is up over this time last year. There continues to be a great need for alternatives to cars on the road. Nearly 100 RideShare vans are on the road in Central Iowa daily, visible reminders to commuters that alternatives to "one car per person" DO exist. Regular and express route bus services continue to grow as well, and DART anticipates that demand to continue.

As many of you know, for the last seven years, Rebecca Lovig has been a passionate advocate for RideShare

and has been responsible for growing the program from its inception. Her last day at DART was October 14th. We're sad to lose her but she is moving on to another position closer to home. Many of you expressed kind farewell messages, and we'll miss her too!

Until another RideShare supervisor is hired, Paula Covington will be taking the lead on RideShare day-to-day activities. She worked with Rebecca for the last two years, and is very well versed on the program. If you have any questions about

RideShare, Paula is the main contact.

We also have a new Director of Marketing and Community Partnerships at DART. Claire Celsi's first day was October 10th, and her role will be to lead the marketing of RideShare and DART's bus services to the public, and also to reach out to community groups to make them aware of the services DART provides. She'll be sending RideShare riders a marketing survey soon to get your help and ideas on ways to market RideShare to the public. Watch your email for that!

Paula's Ponderings

Happy Fall Everyone!

The older I get the faster time moves. It seems we were just welcoming summer, relieved to have a break from the cold. Fall is my favorite time of year; the leaves changing colors, carving pumpkins, trick-or-treating. Fall is often described as a time of change. Change is needed to help us grow and move forward.

Change can elicit a wide range of feelings: happiness, excitement, anxiety, peacefulness. DART and RideShare are going through some of its own changes this fall. We said goodbye to the

previous general manager and welcomed a new (but familiar) one this summer.

We are welcoming Claire Celsi, our new Director of Marketing and Community

Partnerships. RideShare is also seeing some changes: We said goodbye to Rebecca Lovig, long-time RideShare manager. We also saw our first fare increase in several years. Minivan drivers saw change in personal miles, down to 150 per month.

Companies help usher in change too, with a lot of employee job site moves. This change poses a unique challenge for individuals and vans. Van routes and drop-offs can change with riders coming and going. We leave this up to the primary drivers as long as it does not change the commute times of the other rider by more than 5-7 minutes. I want to thank everyone for their flexibility in this fall of change.



By Paula Covington
RideShare Specialist

Important Reminders Going into Winter:

1. Personal Hygiene:

please minimize the use of scented lotion, perfume, and cologne before getting into the van. Some people are sensitive to smells and what smells good outside can be overpowering in a closed heated van. Please be respectful of the other riders.

2. Carpools:

It is frustrating when your van doesn't make the daily commute. We understand that it will happen. If your van has two or more back-up drivers we will credit the driver of a carpool with 3 or more, \$15 per day. Contact me if you are short on back-up drivers and you are interested in becoming one.

3. Wear your seat belt.

They save lives.

Have a great Fall!

If you have questions, comments or story ideas, please send them to: DART RideShare, 1100 DART Way, Des Moines, IA 50309; call 515.288.RIDE; or email rideshare@ridedart.com.