

FY2014

# ANNUAL REPORT



# INTRODUCTION

To paraphrase a classic line for an Iowa movie, "Build it and they will ride!" That, in a nutshell, is an accurate summary of fiscal year 2014 (July 1, 2013 – June 30, 2014) for DART. We ended the year with an annual ridership of 4.7 million rides—a 5.7 percent increase over the previous fiscal year.



This ridership increase is a result of a period of momentous changes for public transit in Greater Des Moines. It began with the creation of the first regional transit authority (DART) in 2006 and culminated in November 2012 with a redesigned network of bus routes and the opening of DART Central Station in downtown Des Moines. We are pleased to report that the momentum continued in 2014 with the following accomplishments:

- ▶ The MyDART Trip Planner launched on [www.ridedart.com](http://www.ridedart.com), along with the publication of DART bus schedules on Google Maps and Bing Maps;
- ▶ A second year of service improvements from the DART Forward 2035 Plan were implemented;
- ▶ The new DART Central Station was certified LEED Platinum by the U.S. Green Building Council.

The most significant part of 2014 was that we were able to see our investment pay off. As the newly designed route network entered its second year, we could watch ridership increase steadily each passing month.

Thanks to you, our friends, supporters and employees, we built it and they rode, and they will continue to ride as we implement continued enhancements throughout the years to come.

Sincerely,

A handwritten signature in black ink that reads "Steve Van Oort".

STEVE VAN OORT  
Commission Chair

*The Des Moines Area Regional Transit Authority (DART) will be a leader in improving Central Iowa citizens' quality of life by placing the customer first while providing safe, innovative and efficient public transportation service to the region.*





## FY2014 Commission Members



**Steve Van Oort**  
*Chair*  
District 7: Ankeny,  
Des Moines, Polk City,



**Steve Brody**  
District 2: Clive,  
West Des Moines,  
Windsor Heights  
(July – January)



**Bob Mahaffey**  
*Secretary/Treasurer*  
District 5:  
Des Moines,  
Pleasant Hill



**Steve Peterson**  
*Vice Chair*  
District 2: Clive,  
West Des Moines,  
Windsor Heights  
(January – July)



**Christine Hensley**  
District 3: Des Moines



**Skip Conkling**  
District 1: Altoona,  
Bondurant, Carlisle,  
Des Moines, Elkhart,  
Mitchellville, Runnells



**Joann Muldoon**  
District 6: Des Moines



**Tom Gayman**  
District 4: Granger,  
Grimes, Johnston,  
Urbandale



**Angela Connolly**  
At Large: Polk County



**Gaye Johnson**  
At Large: Polk County

## DART Administration



**Elizabeth Presutti**  
DART General Manager

# MILESTONES

## 9,200

RIDES



## JULY

### RAGBRAI

DART provided more than 9,200 rides to cyclists between camp at Water Works Park and downtown Des Moines.

## OCTOBER

### Try Transit Week

More than 108,000 rides were given during Try Transit Week – a 20% increase in ridership over a typical week.



Iowa State Fair

## AUGUST

### Iowa State Fair

DART provided more than 204,000 rides to and from the fair.

### Expanded DART Service

Year 2 service improvements of the DART Forward 2035 Plan were implemented with later weeknight service, expanded weekend hours, and more frequent service.



### My DART Trip Planner

The MyDART Trip Planner launched at [www.ridedart.com](http://www.ridedart.com).



## SEPTEMBER

### LEED Platinum

DART Central Station is certified LEED Platinum by the U.S. Green Building Council.



## NOVEMBER

### Bus Schedules Added

Bus schedules were published on Google Maps and Bing Maps.



### Fare Policy Meetings

DART began introducing the public to a new fare collection system.

### Java Joes CoffeeHouse

Java Joes CoffeeHouse opened a location in DART Central Station.



*Java Joes CoffeeHouse*

## DECEMBER

### Fares for Food

Fares for Food Day raised \$5,300 – good for 23,850 meals – for the Food Bank of Iowa.



## MARCH

### Younkers Fire

DART buses go on extended detours when the Younkers fire closed 7th Street in downtown Des Moines.



## JUNE

### 2014 Bus Roadeo

Operators demonstrated their driving ability during the annual Bus Roadeo.



### Art on DART

Four local artists showcased their art inside a DART bus.



# BY THE NUMBERS

## Services



14 Local Routes

2 Crosstown Routes



2 Flex Routes



2 Shuttles



8 Express Routes



5 On Call services



94 RideShare Vanpools



County-contracted Paratransit service

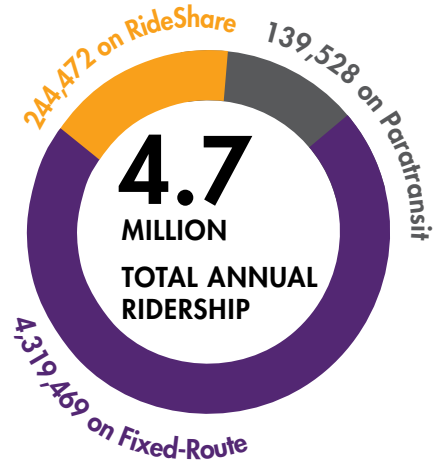
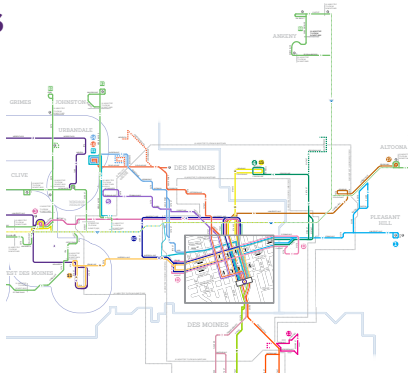


ADA-complementary Paratransit service

## 19 Member Governments

Alleman  
Altoona  
Ankeny  
Bondurant  
Carlisle  
Clive  
Des Moines  
Elkhart  
Granger  
Grimes

Johnston  
Mitchellville  
Pleasant Hill  
Polk City  
Polk County  
Runnells  
Sheldahl  
Urbandale  
West Des Moines  
Windsor Heights



▶ **119**  
Fixed-route heavy-duty buses

▶ **31**  
Paratransit, Flex, and On Call vehicles

▶ **108**  
Rideshare vans

▶ **1,474**  
Bus stops



**274**  
Total Employees



**187**  
Operators



**49**  
Maintenance



**38**  
Administrative

# PERFORMANCE REPORT CARD

## FY2014 Revenues

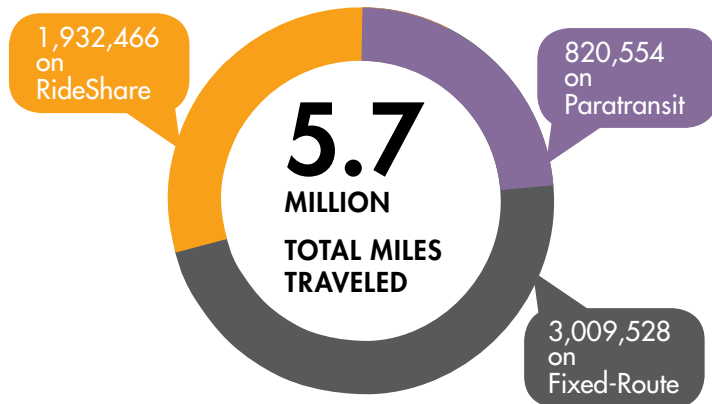


## FY2014 Expenses



DART's Fixed-Route, RideShare and Paratransit departments have carried people more than 5 million miles.

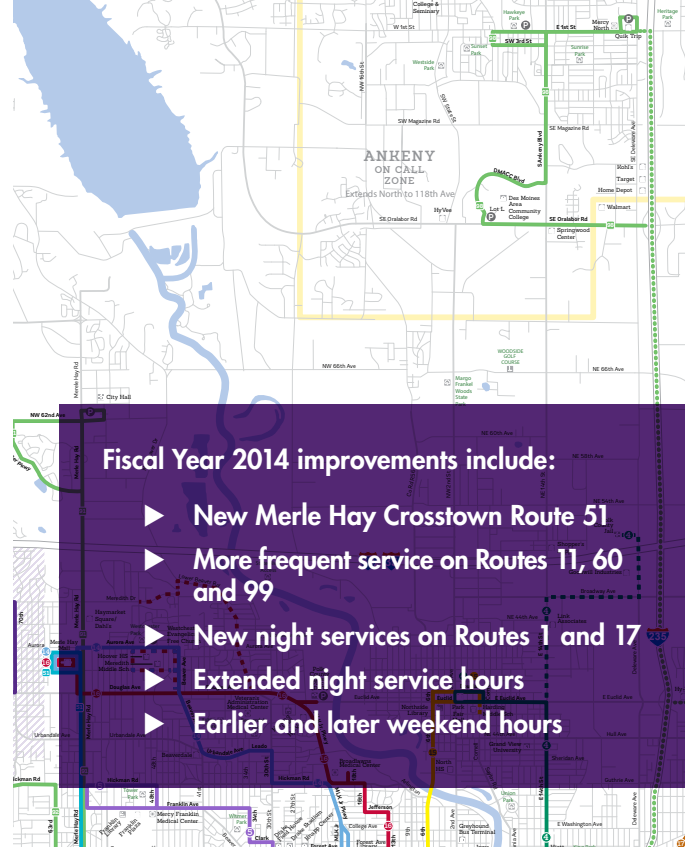
DART's safety record remains strong, with Fixed-Route and Paratransit operators driving an average of 55,650 miles between preventable accidents.



# DART FORWARD 2035

DART continues to follow the DART Forward 2035 Plan, a blueprint for expanding and improving public transit for the Greater Des Moines Region. Adopted in September 2011, the plan was put into action in Fiscal Year 2013 and continued in Fiscal Year 2014.

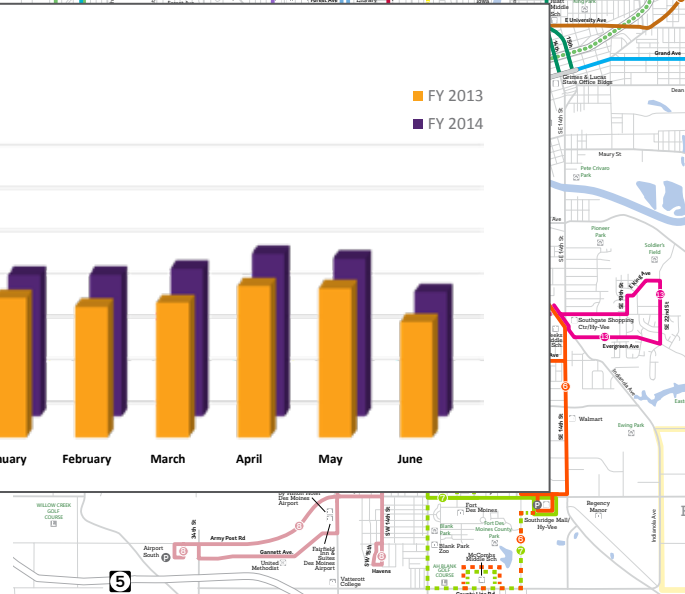
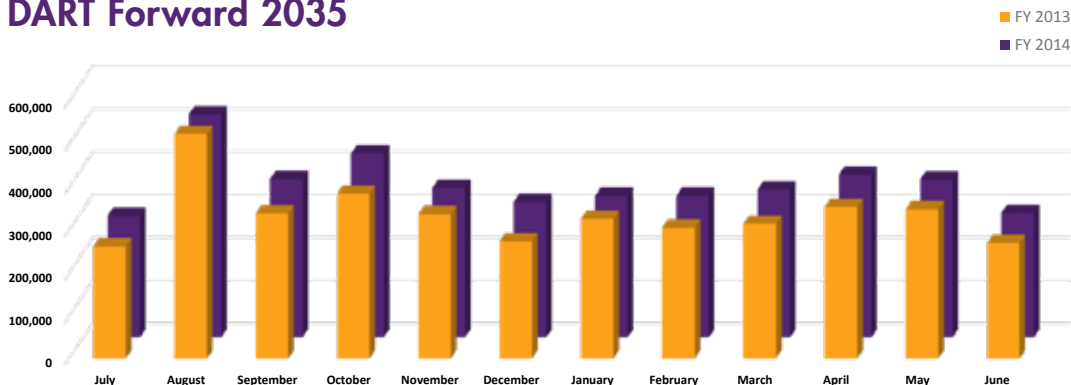
The improvements have resulted in strong ridership growth, with total annual ridership reaching 4.7 million rides – a 5.7 percent increase over the previous fiscal year. The trend is seen clearly in the monthly totals when compared to the same month the previous year.



## Fiscal Year 2014 improvements include:

- ▶ New Merle Hay Crosstown Route 51
- ▶ More frequent service on Routes 11, 60 and 99
- ▶ New night services on Routes 1 and 17
- ▶ Extended night service hours
- ▶ Earlier and later weekend hours

## FIXED ROUTE RIDERSHIP DART Forward 2035





# DART CENTRAL STATION



DART Central Station achieved LEED Platinum, the highest certification of the LEED (Leadership in Energy and Environmental Design) Rating System of the U.S. Green Building Council, through sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. Highlights include:

- ▶ 24 percent of construction materials were recycled;
- ▶ 28 percent of the materials were manufactured regionally;
- ▶ 70 geothermal wells help with heating and cooling;
- ▶ 23,100 kilowatt hours of energy have been generated since opening by rooftop photovoltaic panels, a savings of 39,274 pounds of carbon dioxide;
- ▶ 1.2 million gallons of rainwater have been captured, cleaned and reused in place of potable water since opening for tasks such as washing bus platforms – 63 percent of total water used;
- ▶ 60 percent total energy cost savings.



# LOOKING AHEAD

The transformation of public transit in Greater Des Moines continues in Fiscal Year 2015 and beyond with technology and service improvements.

## REAL TIME



Riders will know where their buses are in real-time on the MyDART Trip Planner, as well as Google Maps and Bing Maps.

## DART FORWARD 2035



Service enhancements will continue as part of the long-range plan.

## SMART CARDS



Riders will have more payment options with a new fare collection system.

# CONTACT

Des Moines Area Regional Transit Authority  
620 Cherry Street | Des Moines, IA 50309

515-283-8100 | [dart@ridedart.com](mailto:dart@ridedart.com) | [www.ridedart.com](http://www.ridedart.com)





CONNECTING COMMUNITIES, CONNECTING OPPORTUNITIES