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## **More people chose to ride DART to Iowa State Fair in 2014**

More fairgoers took advantage of public transit this year, as ridership between the DART Park & Rides and the Iowa State Fair increased 8 percent over last year, reaching an all-time-high of 221,188 rides.

This is the second straight year of increasing ridership on DART's service to the state fair, despite a dip in the state fair's estimated attendance. The trend shows sustained and growing interest among fairgoers for avoiding the expense and hassle of parking near the fairgrounds, DART General Manager Elizabeth Presutti said. She said the increase can also be attributed in part to more accurate figures, due to the ticketing system implemented at the Center Street and State Capitol Park & Ride locations, as well as to the discount being offered to fairgoers with prepaid fair tickets.

"We like to think the state fair service serves as a yearly reminder of DART's everyday value to Greater Des Moines," Presutti said. "It offers a great alternative to driving and relieves congestion."

The Des Moines Area Regional Transit Authority is the public transportation provider that serves Polk County. DART operates a family of transportation services that makes getting around the Greater Des Moines area easier and more convenient. For more information about DART services, schedules, route changes, or directions to the nearest DART stop, visit the website at [www.ridedart.com](http://www.ridedart.com) or call 515-283-8100. The MyDART Trip Planner is available at [www.ridedart.com](http://www.ridedart.com).