

**2023 Public Input on Possible Bus Service Cuts in Des Moines**

Partner Toolkit: City of Des Moines

**Communications Timing:** Valid for use between Nov. 15 – Dec. 15, 2023.

**Social Media Posts – Facebook:**

**Post #1:**

The Des Moines City Council is considering whether to increase its franchise fee to maintain DART’s existing bus services or make cuts to services. Without additional revenue, DART will have to cut bus services in the City of Des Moines by up to 40% over the next five years. Initial service cuts would begin in November 2024 and would affect nearly all bus routes in Des Moines. Attend a public meeting and take a survey: [ridedart.com/service-cuts](https://ridedart.com/service-cuts)

**Post #2:**

Des Moines City Council is considering whether to increase the city’s franchise fee by up to 2.5% to fund public transit or cut DART bus service by up to 40% over the next five years. The city's contribution to DART will increase over the next five years due to a new funding formula that aligns what each community pays with the level of services received. Approximately 70% of the services DART provides are in the City of Des Moines.

Learn more: ridedart.com/service-cuts

**Post #3:**

DART will hold several public meetings in November and December to gather feedback on how possible major bus service cuts in Des Moines could impact riders. Learn more and share your input: [ridedart.com/service-cuts](https://ridedart.com/service-cuts)

**Post #4:**

DART could cut bus services by up to 40% over the next five years without additional funding approved by Des Moines City Council. The Council and DART need our residents' feedback on whether to cut bus services or increase the tax on utility bills (franchise fee) by up to 2.5%. Please take DART’s survey to learn more and share your input: [ridedart.com/service-cuts](https://ridedart.com/service-cuts)

**Social Media Posts – X:**

**Post #1:**

DART may need to cut bus services by up to 40% without an increase in funding from Des Moines. Possible cuts would impact nearly all bus routes in the city starting Nov. 2024. Attend @rideDART public meeting and take a survey to share feedback: [ridedart.com/service-cuts](https://ridedart.com/service-cuts)

**Post #2:**

The Des Moines City Council will decide whether to pay more than it can collect in property taxes to keep DART’s existing bus services or cut services. Learn about the city’s funding challenge and how it might impact bus services beginning Nov. 2024.

[**ridedart.com/funding-our-future**](https://ridedart.com/funding-our-future)

**Post #3:**

DART will hold several public meetings in Nov. & Dec. to gather feedback on how possible major bus service cuts could impact riders. Mark your calendar & attend an upcoming @rideDART event to learn more: [ridedart.com/service-cuts](https://ridedart.com/service-cuts)

**Post #4:**

DART could cut bus services by up to 40% over the next five years without additional funding from Des Moines. DART needs our residents’ feedback on an increase in the franchise fee to fund public transit and how service cuts would affect you. Please take @rideDART’s survey to learn more & share your input: [ridedart.com/service-cuts](https://ridedart.com/service-cuts)

**Newsletter/Website Posting - Full:**

**Header:** Give Your Input on Possible Bus Service Cuts in Des Moines

**Body:**

Des Moines residents are encouraged to share feedback with DART and the Des Moines City Council regarding possible bus service cuts in our community.

The Des Moines City Council is considering whether to pay more than the city can collect in property taxes to keep DART’s existing bus services or make cuts to services.

**Why bus service cuts could occur**

The City of Des Moines has reached the maximum amount it is allowed to collect in property taxes. The city’s contribution to DART will increase from $9.8 million this year to $17.5 million in 2029. This increase is due to a new funding formula that aligns what each community pays with the level of services received. Approximately 70 percent of all services DART provides are in the City of Des Moines. Learn more at [ridedart.com/service-cuts](https://ridedart.com/service-cuts).

**Options and outcomes**

The City Council is weighing two options:

1. The City Council could increase its franchise fee — a tax on gas and electric utility bills — by up to 2.5 percent to help fund public transit, or
2. The City Council could decide to only contribute what it collects in property taxes. Without additional funding, DART will have to cut bus services by up to 40 percent over five years. Service cuts would begin November 2024 and would affect nearly all bus routes in Des Moines.

DART is seeking input on:

* Would you like more local funding to go to DART in order to avoid cuts to existing bus services?
* How should DART provide bus services with the funding it has?
* How would possible cuts to bus services affect you?

**How to give input**

* **Complete an online survey** at [ridedart.com/service-cuts](https://ridedart.com/service-cuts).
* **Visit DART Customer Service** at DART Central Station to request a paper survey.
* **Attend a public meeting** to learn more and share feedback:
* **Nov. 30, 6-7 p.m.** at Northwest Community Center (Ward 1)
* **Dec. 1, 12-1 p.m.** virtual meeting; login info: [ridedart.com/service-cuts](https://ridedart.com/service-cuts)
* **Dec. 4, 6-7 p.m.** at East Side Library (Ward 2)
* **Dec. 6, 11 a.m.-1 p.m.** open house at DART Central Station (2nd Floor)
* **Dec. 7, 6-7 p.m.** at DMPS Kurtz Opportunity Center (Ward 3)
* **Dec. 12, 6-7 p.m.** at Des Moines Area Religious Council (Ward 4)

DART will make every effort to support with language, hearing, visual and transportation needs. For help, call DART Customer Service at 515-283-8100, option 7, at least 72 hours prior to a public input meeting. Anyone who attends a public meeting and completes the survey will receive a free bus pass to use for the entire month of January 2024.

Anyone can participate in public input. DART encourages all community members to attend a public meeting to learn about DART’s current funding challenge and options for funding services and cutting bus services, if needed, in the City of Des Moines.

Learn more: [**ridedart.com/service-cuts**](https://ridedart.com/service-cuts).

**Newsletter/Website Posting - Short:**

**Header:** Give Your Input on Possible Bus Service Cuts in Des Moines

**Body:**

Des Moines residents are encouraged to share feedback with DART and Des Moines City Council members regarding possible bus service cuts in our community.

The Des Moines City Council is considering whether to increase the city’s franchise fee, a tax on gas and electric utility bills, by up to 2.5 percent to maintain DART’s existing bus services or make cuts to services. Without additional funding, DART will have to cut bus services in the City of Des Moines by up to 40 percent over the next five years. Initial cuts to bus service would begin in November 2024 and would affect nearly all bus routes in Des Moines.

DART wants feedback on an increase in the franchise fee and how it proposes to cut services by 40 percent, if needed. Please provide your feedback by joining one of DART’s six public meetings taking place in Nov. and Dec. You can also take DART’s survey to share your input. Learn more at [ridedart.com/service-cuts](https://www.ridedart.com/service-cuts).