




# FY 2015 DART Service Enhancements

Jim Tishim, Planning Director

▶ April 14-17, 2014



# Service Enhancements

- Weekday Fixed Routes: Additional trips on #8 and #17
  - Weekday night service: Improved frequency on #3, #6 and #16
  - Express routes: Additional trips on #92, #93 and #98.
  - #73 Urbandale/Windsor Heights Flex Planning Study Implementation
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# FIXED ROUTES






# Weekday Peak Hours

- #8 Fleur Dr
  - 1 additional morning trip
- #17 Hubbell Ave/Altoona
  - Additional AM & PM peak trips to Altoona Wal-Mart
  - Currently midday service
  - Provides 30 minute peak frequency to Altoona Wal-Mart



# Weekday Night Service

- #3 University
  - Increase frequency from 60 to 40 minutes
  - Provides 20 minute service on University between DCS and 42<sup>nd</sup> St, with #60 currently at 40 minutes
- #6 Indianola Ave
  - Increase frequency at Southridge Mall and between SE 14<sup>th</sup> St & Watrous Ave and DCS from 60 to 30 minutes
  - Increases frequency on each leg from 2 hours to 60 minutes.

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- **#16 Douglas Ave**
    - Increase frequency from 60 to 30 minutes
    - Improves recovery, runtimes and DCS connections
  - **Changes increase number of routes with higher frequency**
    - #60 University/Ingersoll Loop is the only route under 60 minutes
    - #3 & #60 provide 20 minute service on University between 42<sup>nd</sup> St & DCS
    - Southridge, Merle Hay and Valley West Malls have 30-40 minute service




# EXPRESS ROUTES



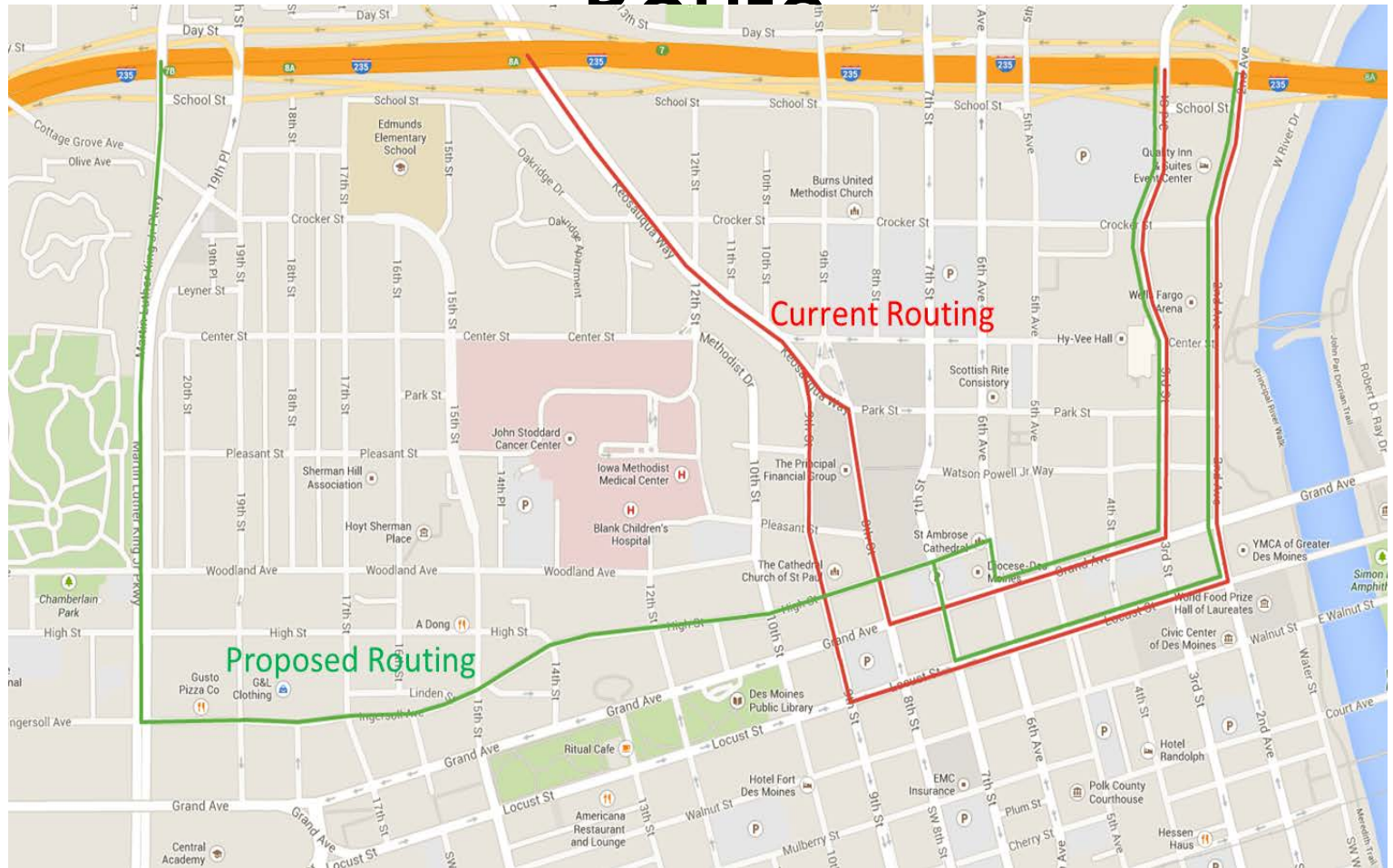


# Express Routes

- #92 Hickman Express
    - 2 additional AM and PM Trips
    - Improved frequency
    - Proposed route change thru Downtown consistent with other expresses
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# #92 Proposed Downtown





# Express Routes

- **#93 NW 86<sup>th</sup> St Express**
    - 2 additional AM and PM Trips
    - Improved frequency
  - **#98 Ankeny Express**
    - 3 additional AM and PM Trips
    - Improved frequency
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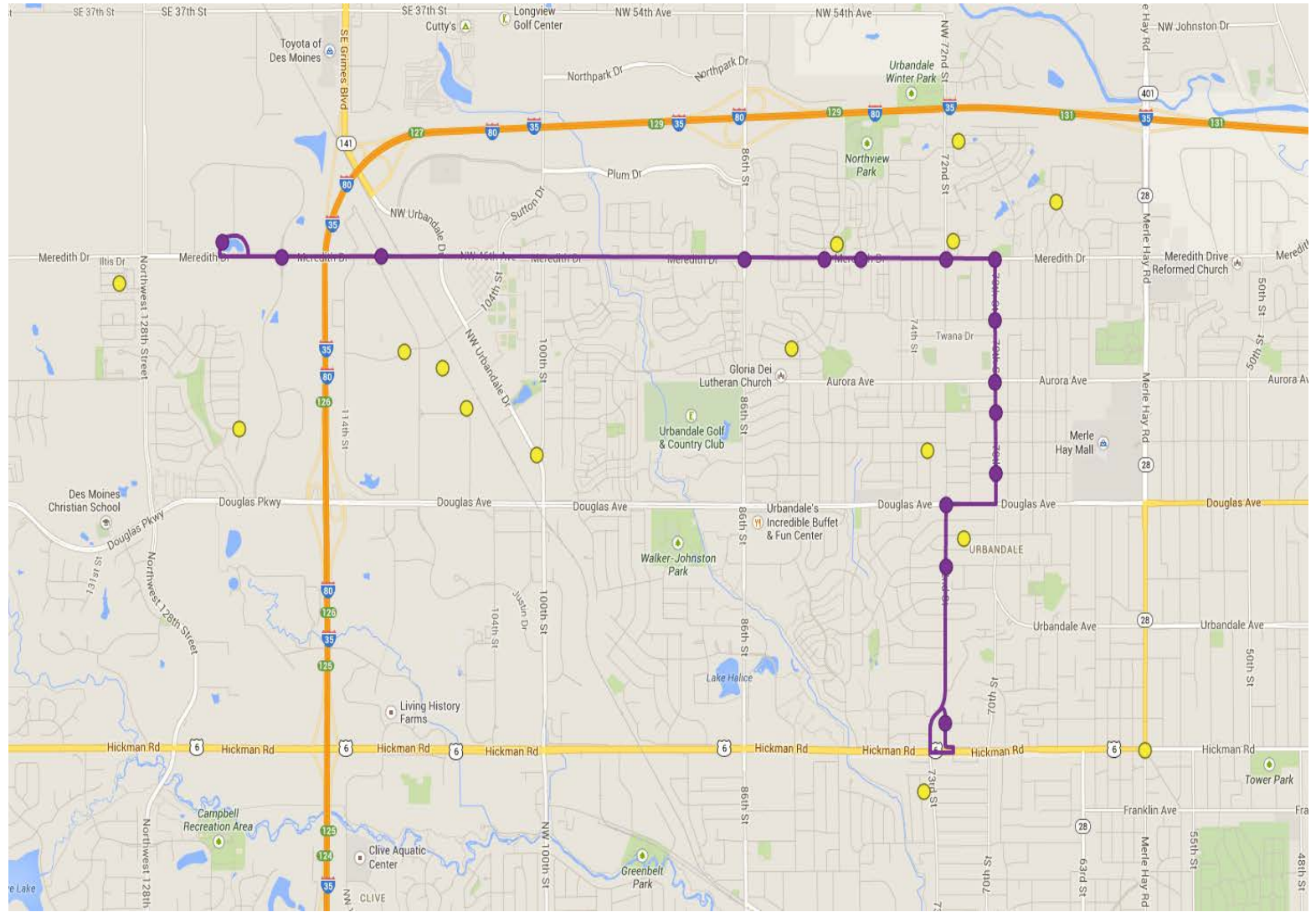
# #73 Urbandale/Windsor Heights Flex






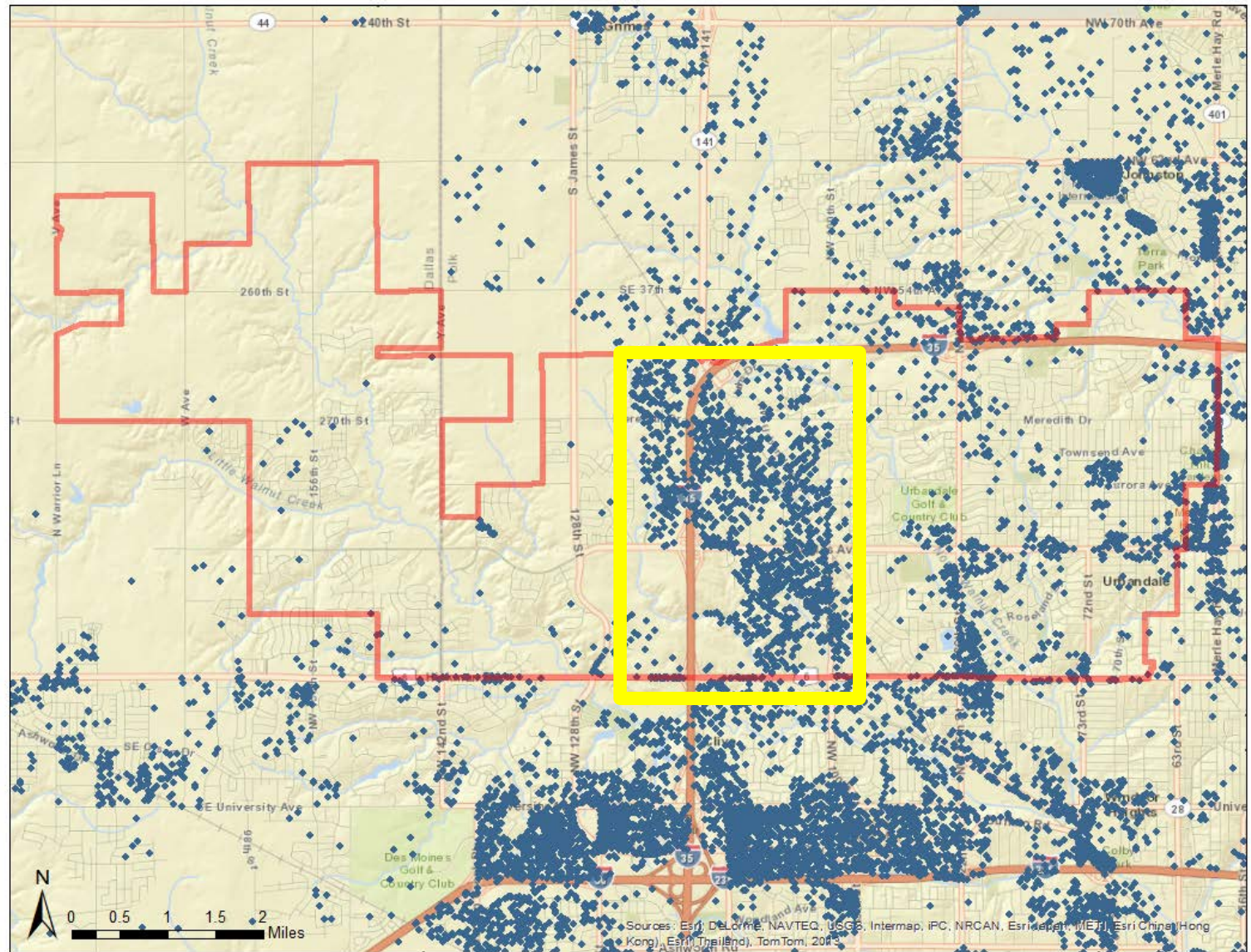
# Planning Study Findings

- Initial Findings
    - Two separate markets: Downtown and Urbandale Business Park
    - Faster trips
    - Look at Ice Arena, Gloria Dei and Merle Hay as destinations
    - Connection to #92 and #93 primary
    - Flexible options: Park & Rides, close bus stops, short walks, home pick-ups
  - Find Solutions
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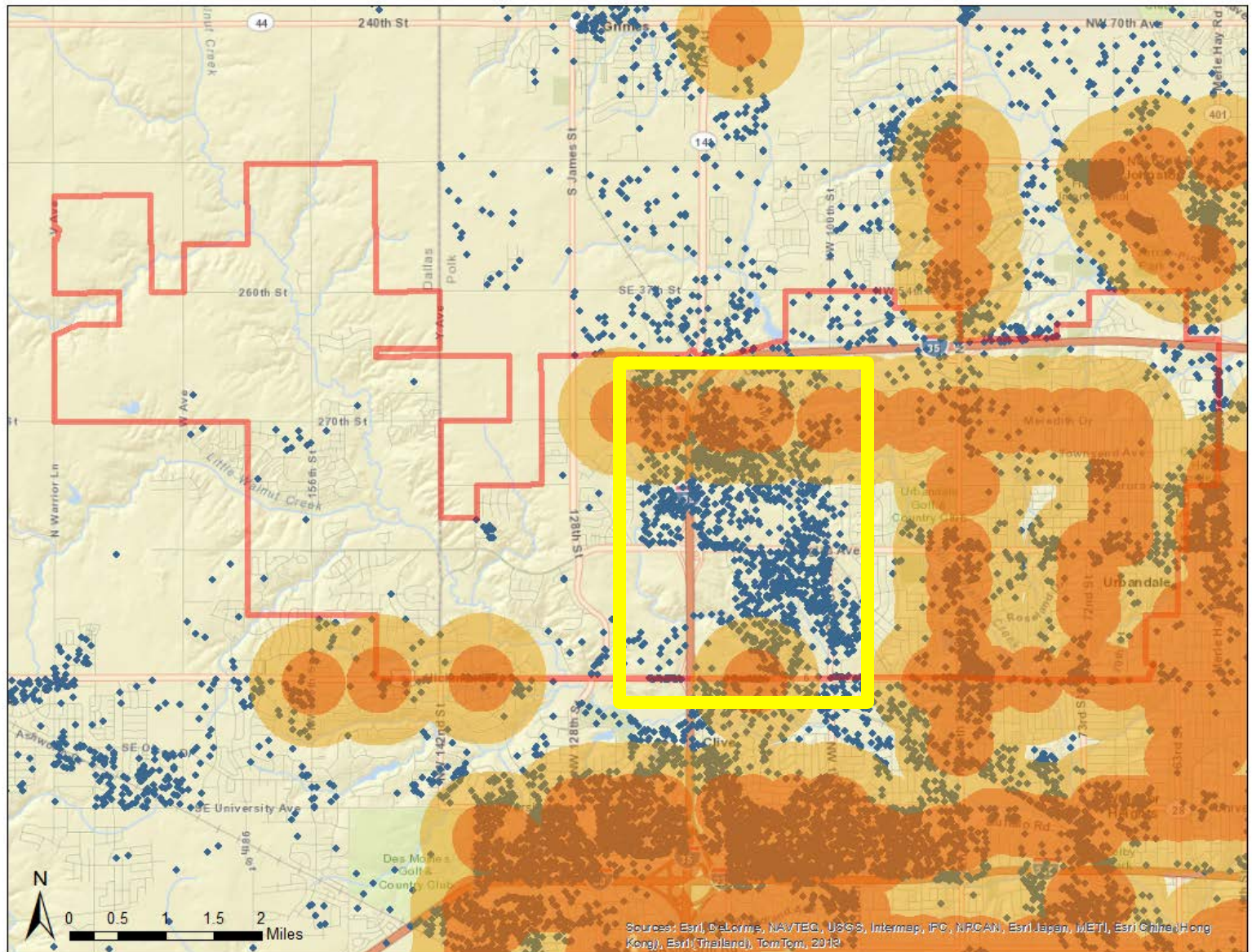


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- **Urbandale Business Park Market Study**
    - Urbandale Collaboration
      - Business analysis completed
      - 6 distinct areas defined
    - Meetings with businesses
      - Three open meetings – Defined groups & separate locations
      - Individual meetings with selected large companies
    - Zip Code Study

# Total Job Density

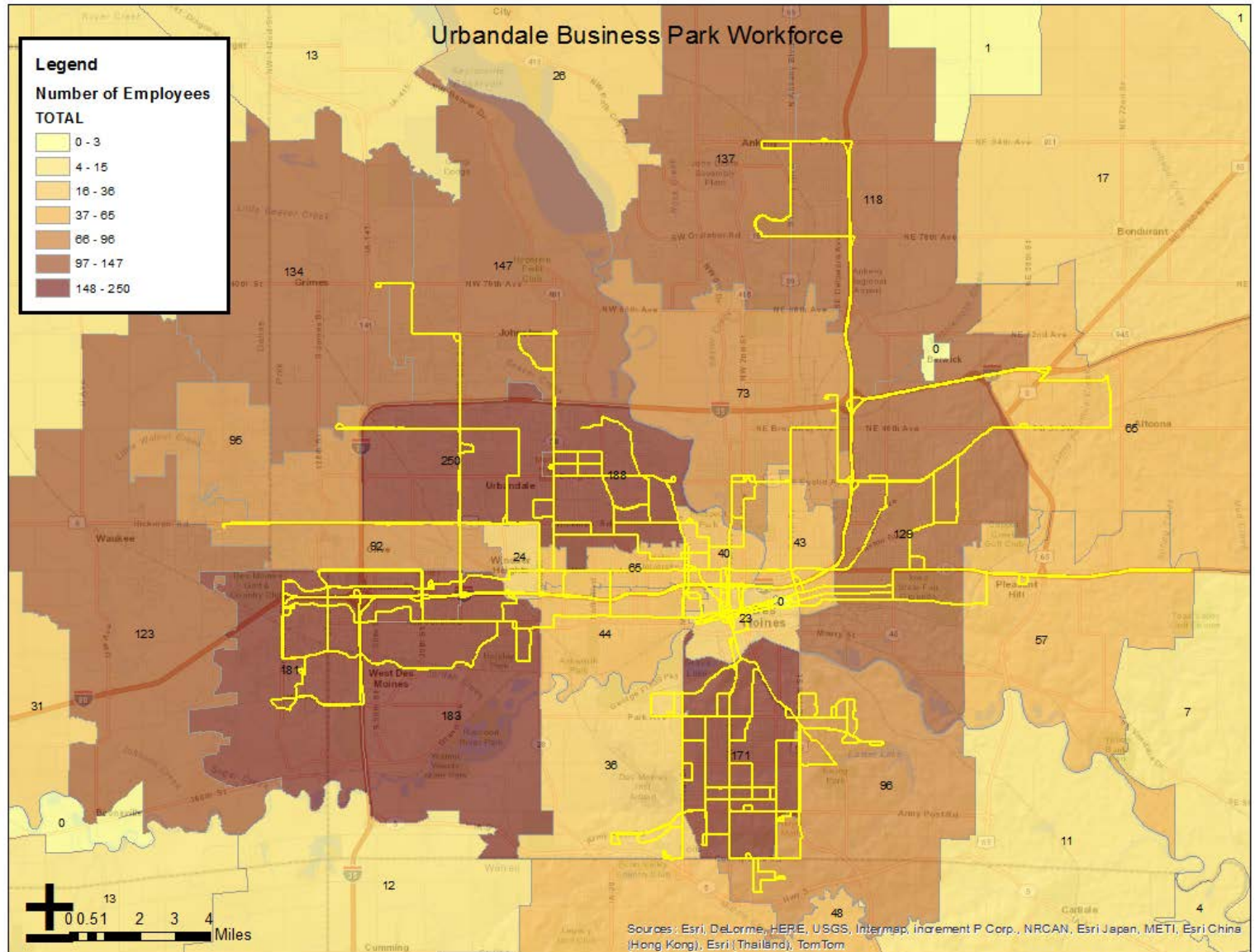


# Total Job Access





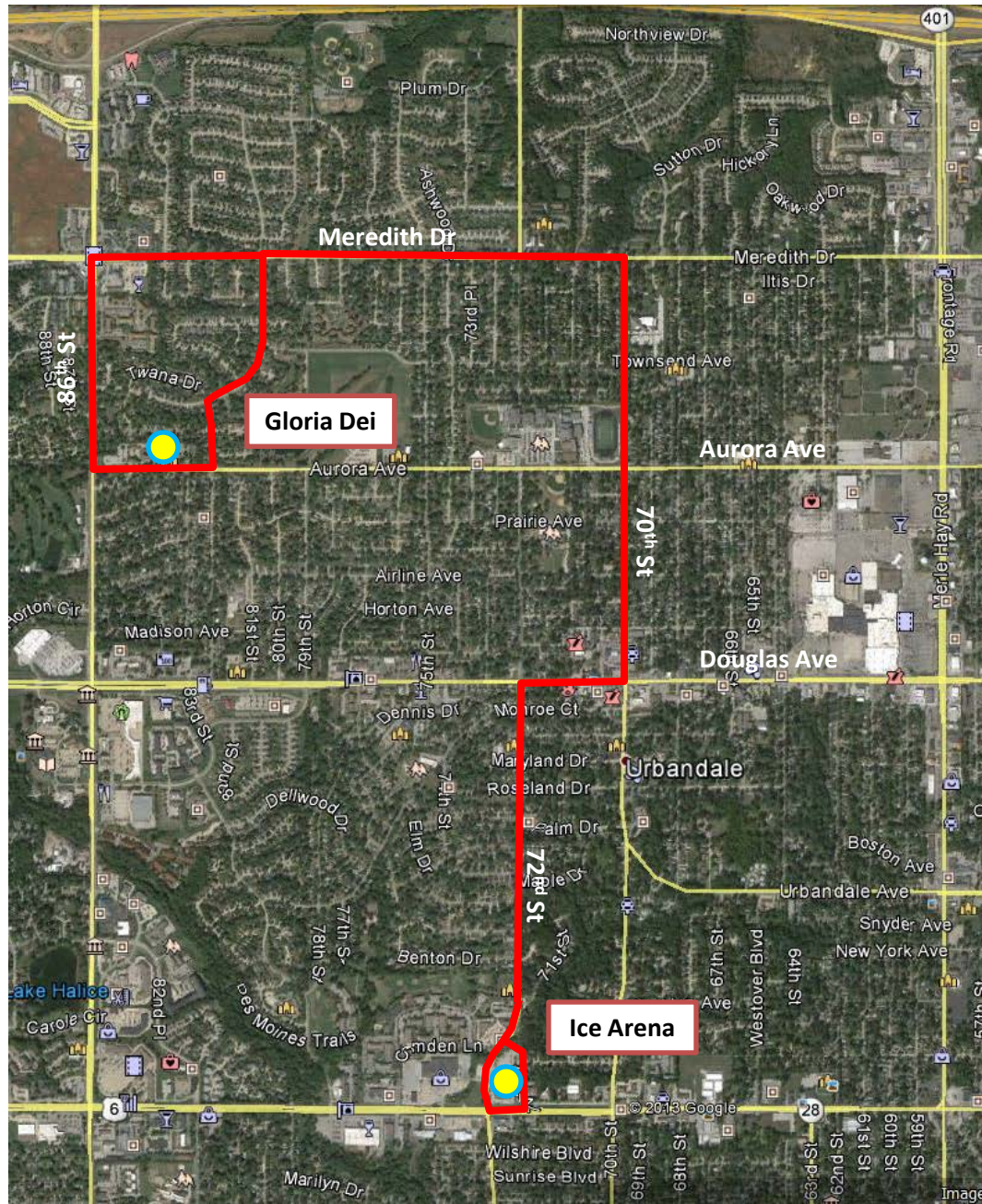
# Urbandale Business Park

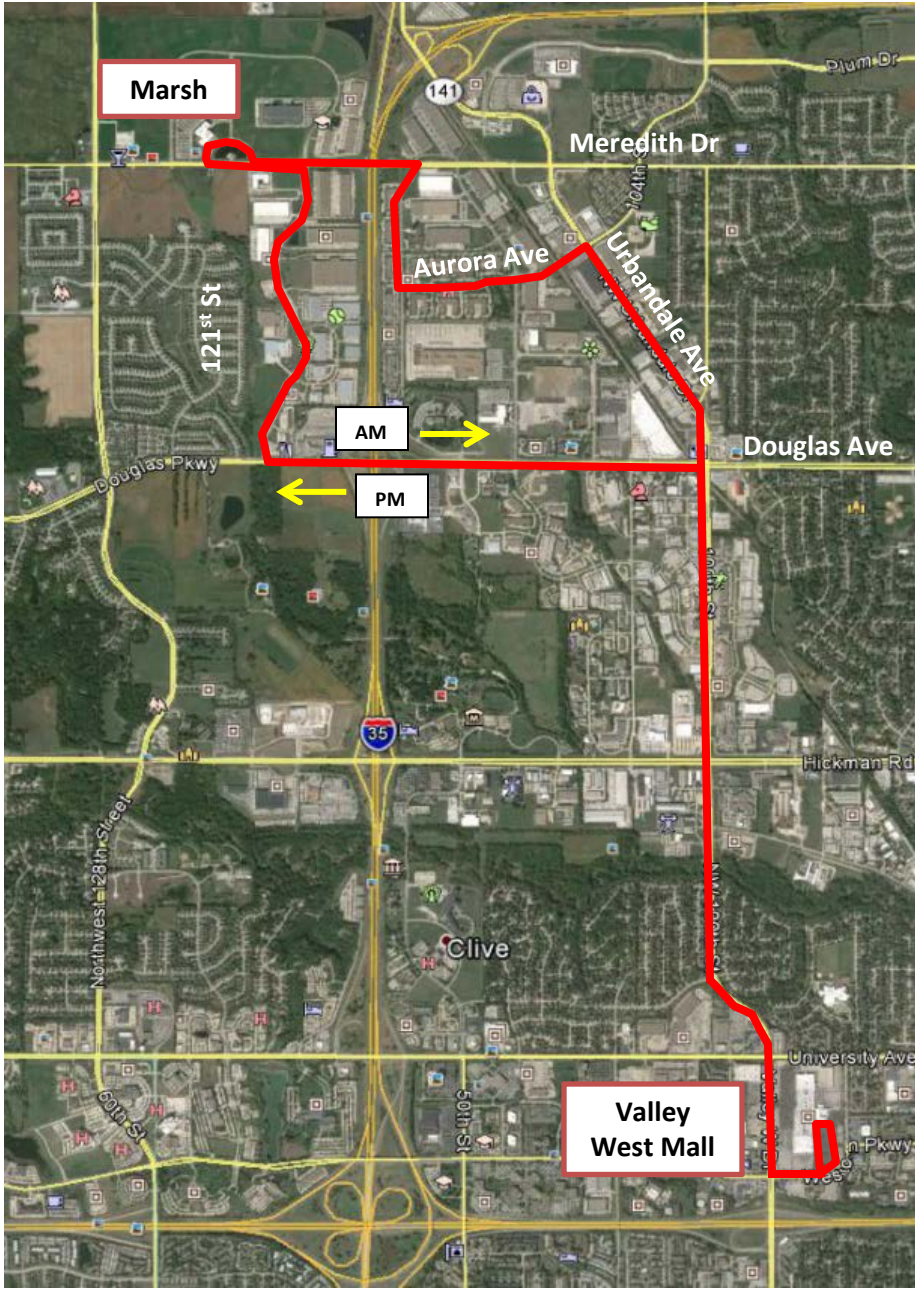





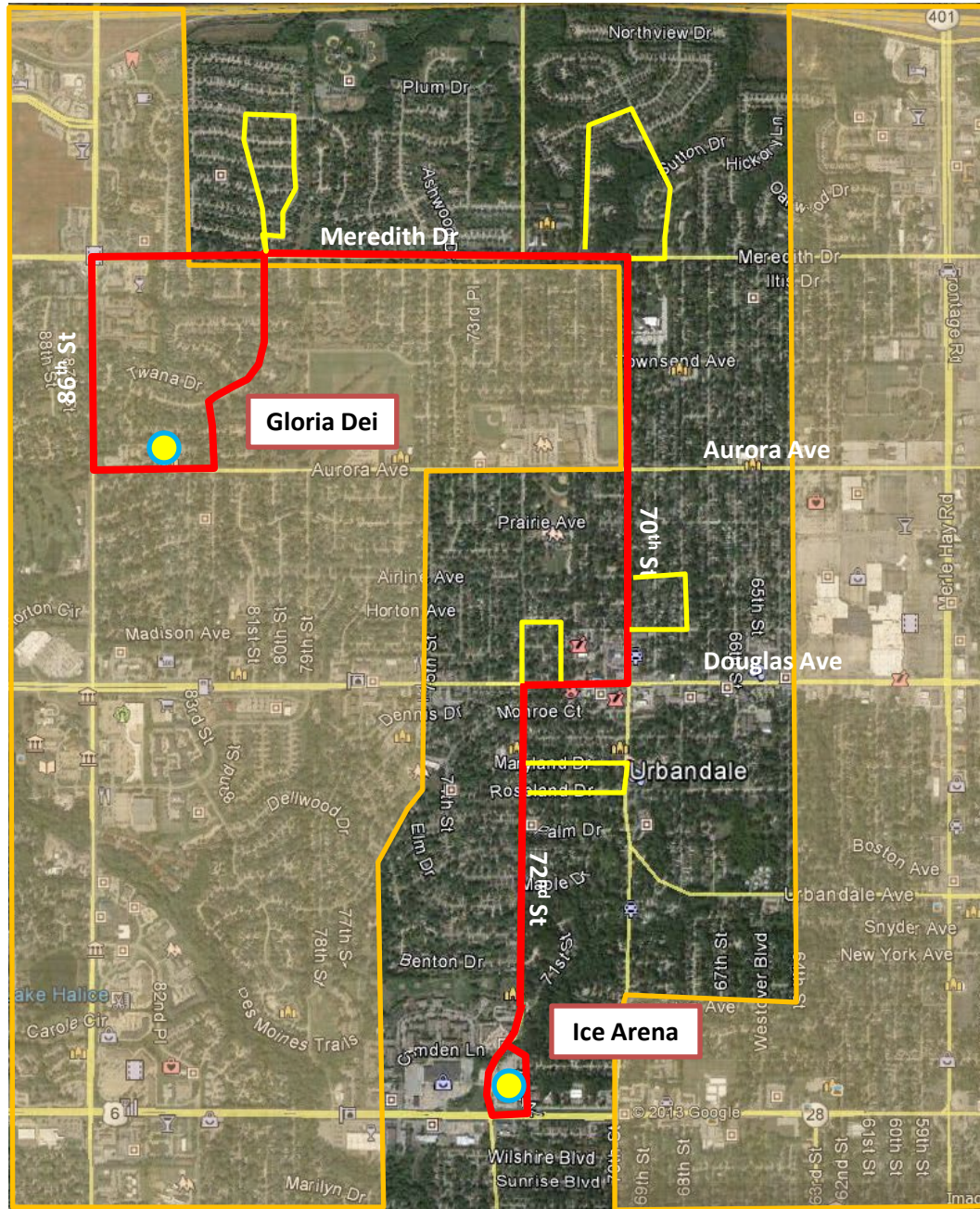
# Proposed Recommendations

- Gloria Dei Park & Ride needs to be part of the route structure
- Two separate routes:
  - Ice Arena to Gloria Dei
  - Valley West Mall to Urbandale Business Park
- Merle Hay Mall not a destination
  - Unable to do Gloria Dei, Ice Arena and Merle Hay
  - Gloria Dei and Ice Arena better connections & improved options





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- **Additional Recommendation**
    - Reduce and restrict flex zones
    - Incorporate point deviations
    - Evaluate bus stops
    - #92 Hickman Express route change thru Downtown consistent with other expresses








# NEXT STEPS







# Next Steps

- April 1, 2014 to Commission
  - April 14-17 Public Meetings
  - Public Survey
  - May 6, 2014 Commission Final Approval
  - Anticipate August 17, 2014
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QUESTIONS?

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