

Moving
Greater
Des Moines
Forward ▶



dart ▶



Next Stop, The Future.

What will the future of public transit look like in Greater Des Moines? Since the first streetcars appeared in 1866, public transit options have continually evolved to serve the changing needs of a growing region. With the growth of Greater Des Moines expected to reach 750,000 residents by 2050, now is the time to consider the essential role public transit can play in shaping the future of our thriving community.

During the past year, the Des Moines Area Regional Transit Authority (DART) asked residents, bus riders, and business and community leaders for feedback on how public transit should evolve to meet the needs of our community now, and in the future. DART used this feedback to prepare a draft update to the DART Forward 2035 Plan that was first introduced in 2011.

The future will be here before we know it, and DART wants to anticipate future needs to ensure public transit can continue to serve the growing numbers of residents and visitors in the Greater Des Moines region — enriching lives, connecting communities and expanding opportunities.



STEVE VAN OORT
Polk County Supervisor and
Chair of the Des Moines Area
Regional Transit Authority

“ Thanks to your input, the updated DART Forward 2035 draft plan outlines ways in which public transit can shape the future of our community. Now your input is needed again to put that plan into motion. Visit www.dartforward2035.com to view the plan and provide feedback on the various options being considered. Together, we’re moving Greater Des Moines forward. ”



Enriching Lives, Connecting Communities, Expanding Opportunities

Public transit does more than simply get people from point A to point B. That is why it is an essential component of improving the quality of life for everyone in Greater Des Moines today and in the future.



Providing convenient and reliable access to employment —

Using public transit reduces household transportation costs. That's one reason why 56 percent of DART riders use the public transit system to get to work.



Driving economic development —

A recent report by Smart Group America found that each dollar invested in public transportation created 31 percent more jobs and resulted in 70 percent more job hours than a dollar spent on building roads.



Increasing tourism —

Visitors expect quality public transportation to better enjoy all the recreational and cultural activities the community has to offer.



Helping our environment —

Each person riding the bus produces lower greenhouse gas emissions than each person driving a car.



Recruiting and retaining talent —

Young professionals consider public transportation as one of the top three amenities they want in a community.



Building strong communities —

According to the American Public Transportation Association, residential property values perform 42 percent better on average if they are located near public transportation.



Creating a healthier community —

The Centers for Disease Control recommend at least 22 minutes a day of moderate aerobic activity. This can easily be achieved with daily walks to and from the bus.



Ensuring a sense of independence —

For people who don't own a car or are unable to drive, public transportation allows them to live full lives by providing access to work, shopping, medical appointments and social activities.



THE GROWTH OF OUR CITY AND PUBLIC TRANSIT GO HAND IN HAND.

Greater Des Moines has changed a lot in the last 10 years, growing faster than most parts of the nation and earning multiple rankings that demonstrate how attractive our community is. During that time, public transportation has changed a lot, too.

Local and state leaders created the Des Moines Area Regional Transit Authority (DART) out of the Des Moines Metropolitan Transit Authority, enabling the agency to begin evolving into a more regional transit system.



2006

DART expanded unlimited access service, allowing employers to provide free or reduced priced bus service to their employees.



2008

Following public meetings and planning sessions, the DART Forward 2035 Plan was adopted to provide a long-range vision for what public transportation in the region could be.



2011

Greater Des Moines will continue to grow and change in the years ahead.

The updated DART Forward 2035 Plan anticipates that growth by outlining various ways in which public transit can continue to provide meaningful, efficient and innovative mobility solutions throughout the region.

FORECASTING OUR **EMPLOYMENT** GROWTH:
2010 to 2050*

143,000

additional jobs in Greater Des Moines by 2050...

...which is a

40%

employment increase from 2010.

DART Central Station, which is LEED Platinum Certified, opened to serve as the heart of the transit network in Greater Des Moines.



DART introduced real-time tools, including the RideTime app, designed to make it easier for riders to plan their bus trips.

Update draft of the DART Forward 2035 Plan introduced.

Moving Greater Des Moines **Forward**

2012

2015

2016

...2035

FORECASTING OUR **POPULATION** GROWTH: 2010 to 2050*

750,000

Greater Des Moines residents by 2050...

MEASURE	POPULATION	HOUSING UNITS	HOUSEHOLDS
2010	480,000	202,000	189,000
2020	558,000	235,000	220,000
2030	614,000	259,000	242,000
2040	677,000	285,000	266,000
2050	751,000	317,000	296,000

*U.S. Bureau of Labor Statistics, Covered Employment series, 2010 and 2014.

...which is a

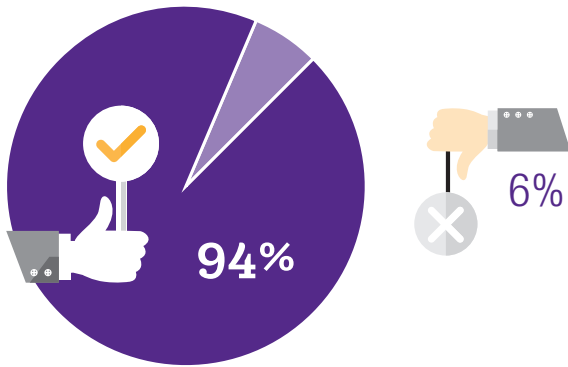
56%

population increase from 2010.

WHAT OUR COMMUNITY SAID ABOUT PUBLIC TRANSPORTATION

The following results from a survey of non-riders in the community conducted in 2016 were combined with online surveys of riders and past riders to inform the updated DART Forward 2035 Plan.

1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 94 percent of non-riders say public transportation is **valuable**. Only 6 percent believe that the service is not valuable.

2 What factors would cause more people to ride public transit?



“ When we started to look at why individuals in our community were not financially self-sufficient, transportation was lifted up in our **OpportUNITY Plan**. That really brings together folks from all different sectors to talk about how to make sure everyone has the chance to prosper and do well in our community. ”



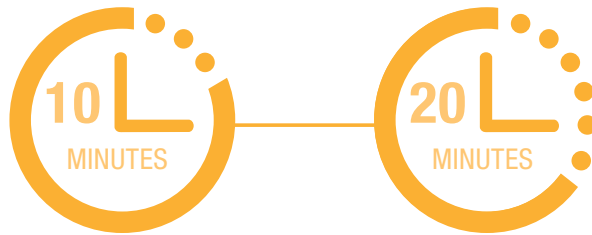
ELISABETH BUCK, United Way,
Chief Community Impact Officer

3 Is public transit important to a thriving community?



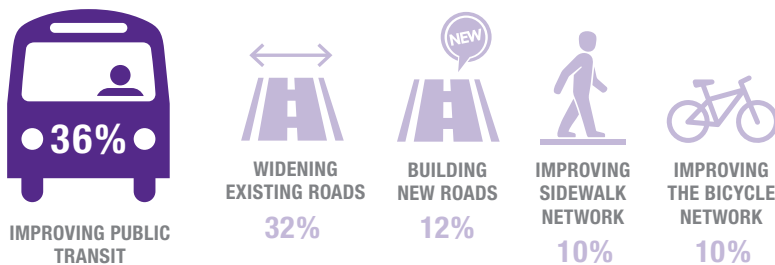
84 percent of respondents understand how **important** public transportation is to the future of our community.

4 What is the minimum level of service frequency that would encourage public transit use?



49 percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

5 When compared with other transportation priorities, where do non-riders rank public transit?



Among five possible transportation initiatives, investing in **public transportation** received the highest level of support.

“ The health of the community is a function of things like food, clothing, good jobs, education and access to health care. Transportation is crucial to that function. ”



ERIC CROWELL, UnityPoint Health Des Moines, President and CEO

Visit www.dartforward2035.com to view the updated DART Forward 2035 Plan and provide feedback on the various options being considered.

5 “MUST HAVES” FOR THE FUTURE OF PUBLIC TRANSIT IN OUR REGION

Where did the enhancements noted in the updated DART Forward 2035 Plan come from? From comments we heard from residents, riders, business owners and community leaders. The following five “must haves” serve as the foundation for a vibrant public transit system to serve today’s needs as well as anticipated future needs.



Frequency

As part of this plan, all Local Routes will operate at least every 20 minutes, so the average wait time for a bus will be less than 10 minutes. Having all routes operate every 20 minutes all day makes service easy for riders to understand, and they do not have to rely on a schedule.



Access

Survey results found that having a transit stop close to home was the number one factor that would encourage non-riders to use DART service. This plan expands service coverage, increasing all-day service and the number of residents and jobs within walking distance of transit service.

▼ Freeway rapid transit (left) and an enhanced corridor (right) improve the experience and availability of public transit.





Availability

Longer hours give riders more options for when they can travel and allows them to use bus service for more types of trips. This plan expands early morning and late evening service throughout the entire week, with an addition of five service hours on Sundays, three on Saturdays and two on weekdays.



Experience

The plan includes several elements designed to improve the customer experience, including adding shelters at high ridership stops, implementing delay reduction measures that streamline service to avoid out-of-direction deviations and a new concept for an “enhanced” riding experience for passengers on major corridors.



Flexibility

The new mobility hub concept integrates multiple transportation modes at a single location, providing riders with convenient options for completing their trip. DART is also improving flexible travel options by exploring ways to enhance on-demand services, potentially through partnerships with Transportation Network Companies such as Uber and Lyft.

▼ Mobility hubs range in size and may include access to transit, bikeshare, carshare, rideshare and vanpooling services.



FUTURE



WHAT SHOULD THE FUTURE OF PUBLIC TRANSIT LOOK LIKE IN GREATER DES MOINES?

DART and a transportation consulting company, TMD, used the community's feedback to prepare three plan options with different levels of access, availability, experience, flexibility and frequency. Review a summary of the key differences in each plan on the following pages. Then help us by answering some simple questions about the plan you prefer at www.dartforward2035.com.

CURRENT PLAN HIGHLIGHTS

- 8 percent of the population and 22 percent of jobs with access to 20-minute or less weekday service
- 65 percent of the population and 80 percent of jobs within ¼ mile of all-day service
- 6 a.m. to 11 p.m. weekday service, 7 a.m. to 10 p.m. Saturday service, 8 a.m. to 6 p.m. Sunday service
- 27 bus shelters
- Limited flex and on-demand services
- \$39.6M annual plan operating costs in 2025 and \$53.9M in 2035
- \$40.99 annual cost per person in 2025 and \$46.61 in 2035¹

“As someone who bikes and rides the bus, it would be nice to see different forms of transportation included at stops all over, instead of just downtown.”

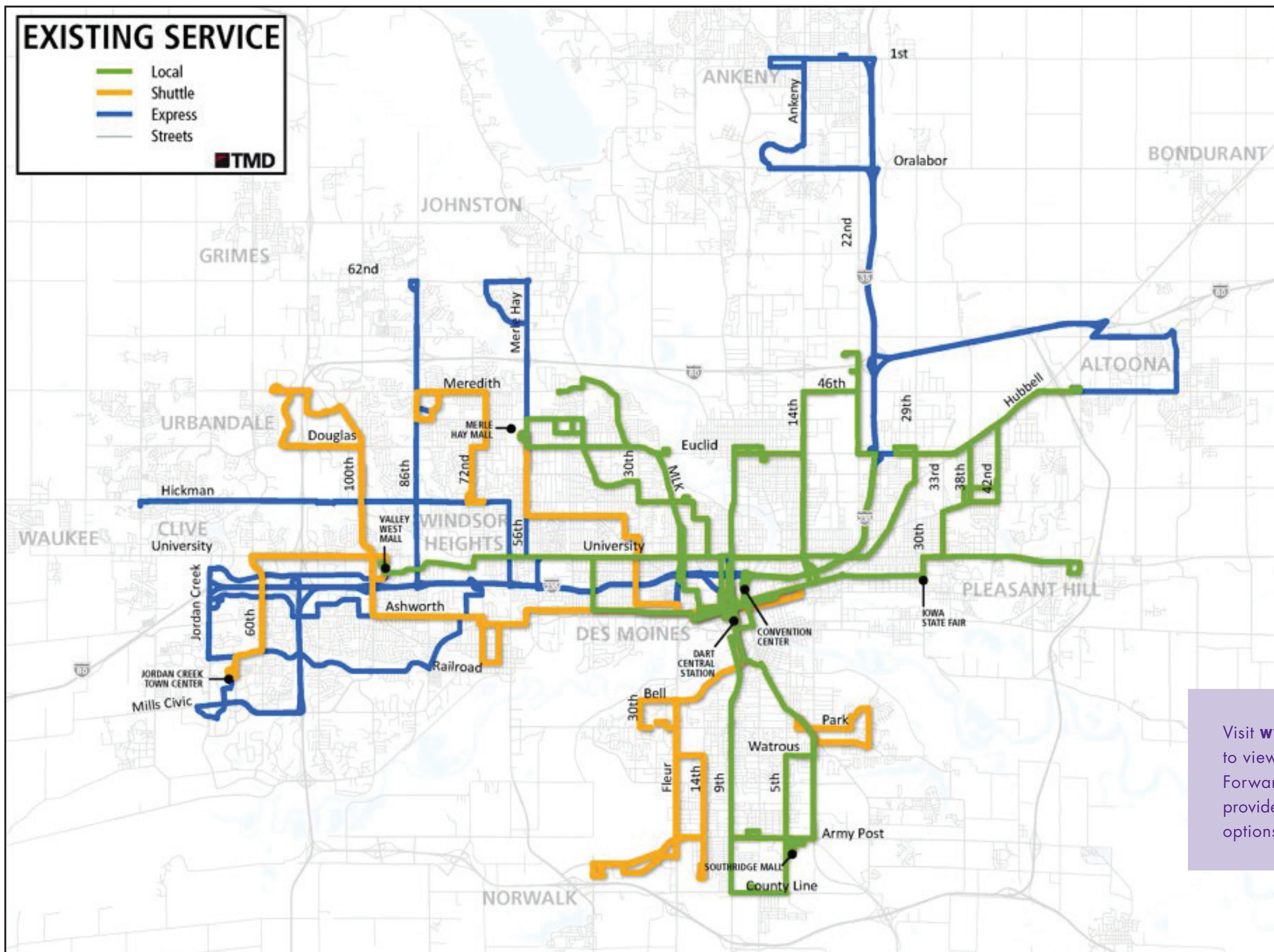
CAMERON FISHER, Rider



¹ This reflects the average annual amount each resident would pay in taxes to support the proposed plans and is calculated by dividing locally-generated revenue by the total population.

EXISTING SERVICE

- Local
- Shuttle
- Express
- Streets



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MINIMAL GROWTH PLAN

This scenario focuses on strengthening the current DART network by improving all-week frequency on current routes and expanding service hours to better meet travel needs. The short-term recommendations are planned to occur over the next five years and focus on strengthening the all-day, all-week service network.

HIGHLIGHTS

- 42 percent of the population and 57 percent of jobs with access to 20-minute or less weekday service
- 69 percent of the population and 82 percent of jobs within ¼ mile of all-day service
- 5 a.m. to midnight weekday service, 6 a.m. to midnight Saturday service, 6 a.m. to 9 p.m. Sunday service
- 77 bus shelters
- Minimal investment in on-demand services
- 13 mobility hubs
- \$49.2M annual plan operating costs in 2025 and \$66.8M in 2035
- \$58.20 annual cost per person in 2025 and \$67.91 in 2035¹



“ South and east Des Moines have so much economic diversity, and many employees working here can’t afford a car. Improving frequency would help fill these jobs and keep our economy growing. ”

TRICIA RIVAS, Business Owner

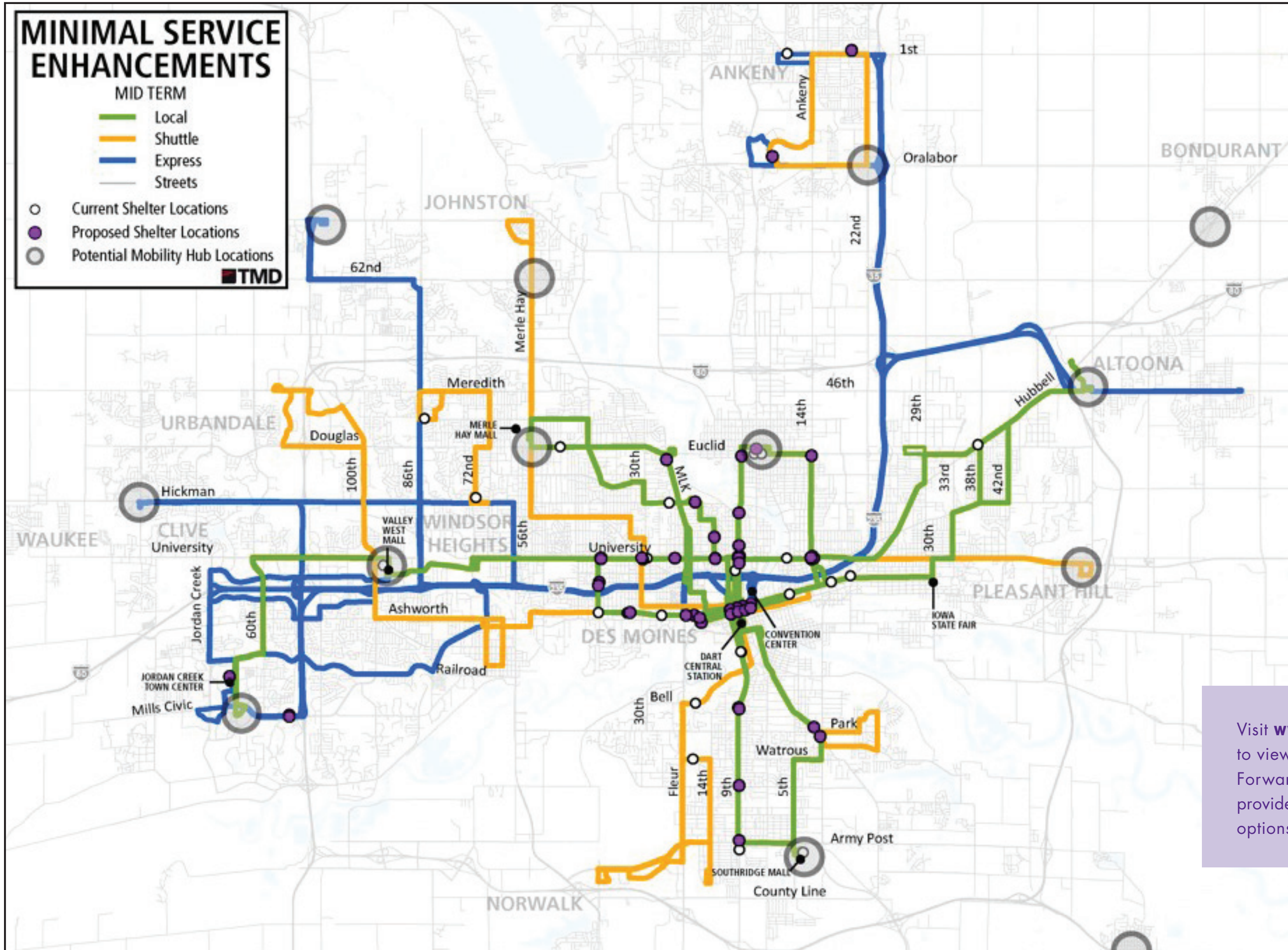
¹ This reflects the average annual amount each resident would pay in taxes to support the proposed plans and is calculated by dividing locally-generated revenue by the total population.

MINIMAL SERVICE ENHANCEMENTS

MID TERM

- Local
- Shuttle
- Express
- Streets

- Current Shelter Locations
- Proposed Shelter Locations
- Potential Mobility Hub Locations



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MODERATE GROWTH PLAN

This scenario greatly increases service access in the existing service area by adding service on new corridors and works to better address community mobility needs. It includes a series of new routes on major corridors and service enhancements along existing corridors. The short-term recommendations are planned to occur over the next five years and focus on strengthening the all-day, all-week service network.

HIGHLIGHTS

- 59 percent of the population and 73 percent of jobs with access to 20-minute or less weekday service
- 70 percent of the population and 83 percent of jobs within ¼ mile of all-day service
- 5 a.m. to midnight weekday service, 6 a.m. to midnight Saturday service, 6 a.m. to 9 p.m. Sunday service
- 277 bus shelters
- 5 enhanced corridors with transit priority measures
- Moderate investment in on-demand services
- 19 mobility hubs
- \$69.9M annual plan operating costs in 2025 and \$94.8M in 2035
- \$88.61 annual cost per person in 2025 and \$108.90 in 2035¹

“ **When we try to get talent and compete with other cities and markets, young professionals see easy-to-use public transit as a necessity.** ”

CORY SHARP, Rider and President
of the Young Professionals Connection



¹ This reflects the average annual amount each resident would pay in taxes to support the proposed plans and is calculated by dividing locally-generated revenue by the total population.

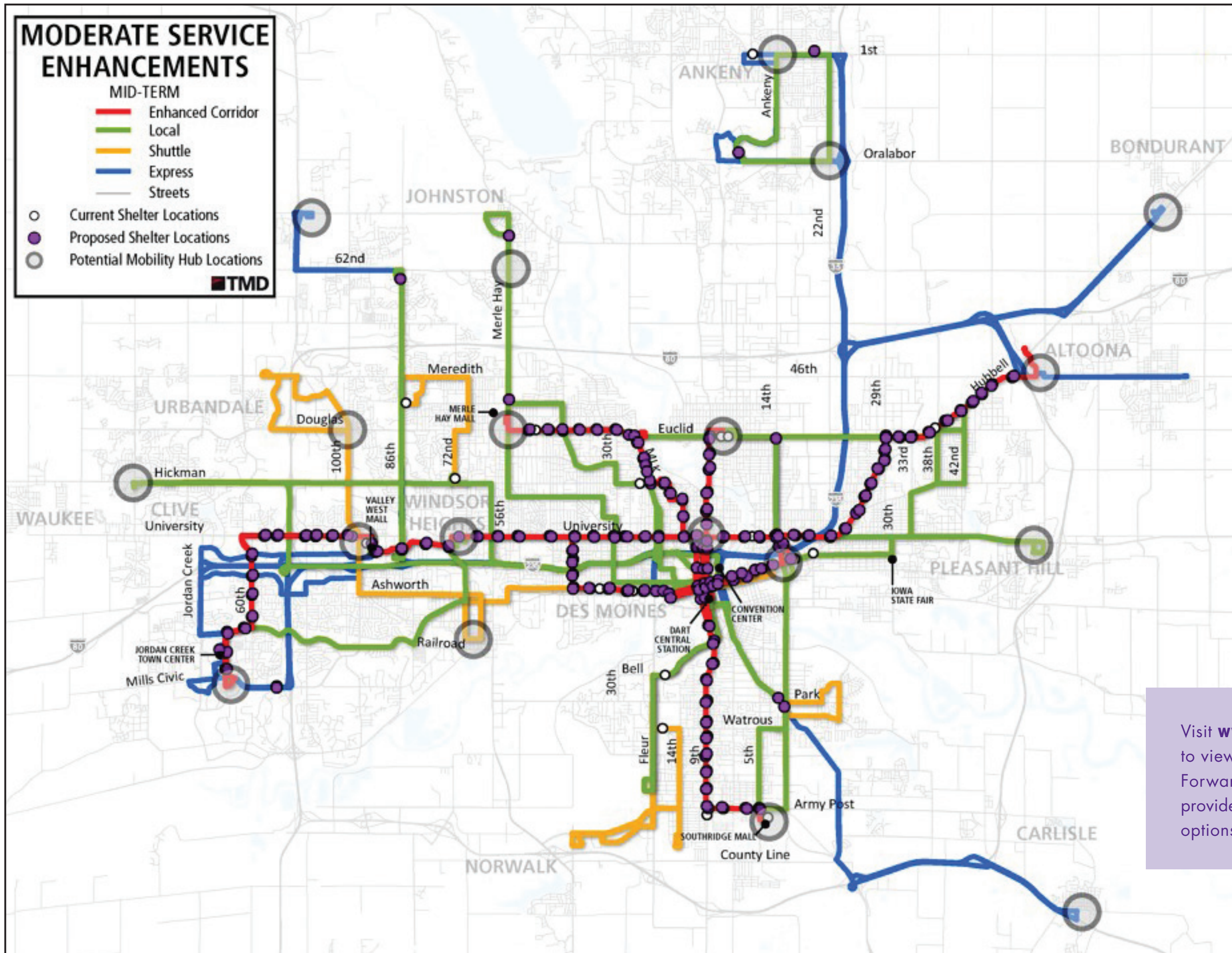
MODERATE SERVICE ENHANCEMENTS

MID-TERM

- Enhanced Corridor
- Local
- Shuttle
- Express
- Streets

- Current Shelter Locations
- Proposed Shelter Locations
- Potential Mobility Hub Locations

■ TMD



dart Forward
2035

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EXPANDED REGIONAL PLAN

This scenario includes route recommendations for potential new DART member cities. New routes are included for Waukee, Norwalk, Indianola and Ames. New routes can be added at any time should one of these cities choose to become a DART member city. The level of service added for each city is commensurate with the additional sales tax and/or property tax revenue they would contribute to DART. If all services were implemented, they would provide transit access to 10,000 more residents and 5,500 more jobs than the current network. Figure 24 shows the proposed route alignments integrated with the mid-term Moderate Growth Plan.

HIGHLIGHTS

- 60 percent of the population and 74 percent of jobs with access to 20-minute or less weekday service
- 75 percent of the population and 85 percent of jobs within ¼ mile of all-day service
- Possible service to Ames, Indianola, Norwalk and Waukee
- 5 a.m. to midnight weekday service, 6 a.m. to midnight Saturday service, 6 a.m. to 9 p.m. Sunday service
- 277 bus shelters
- 5 enhanced corridors with transit priority measures
- Freeway Rapid Transit on I-235 corridor
- Moderate investment in on-demand services
- 19 mobility hubs
- \$73.3M annual plan operating costs in 2025 and \$99.3M in 2035
- \$93.17 annual cost per person in 2025 and \$114.50 in 2035



“ We’ve got buildings out in West Des Moines, buildings downtown and large concentrations of team members at each. I would suggest that having options beyond driving a car to work every day would really enhance both traffic commute times and convenience. ”

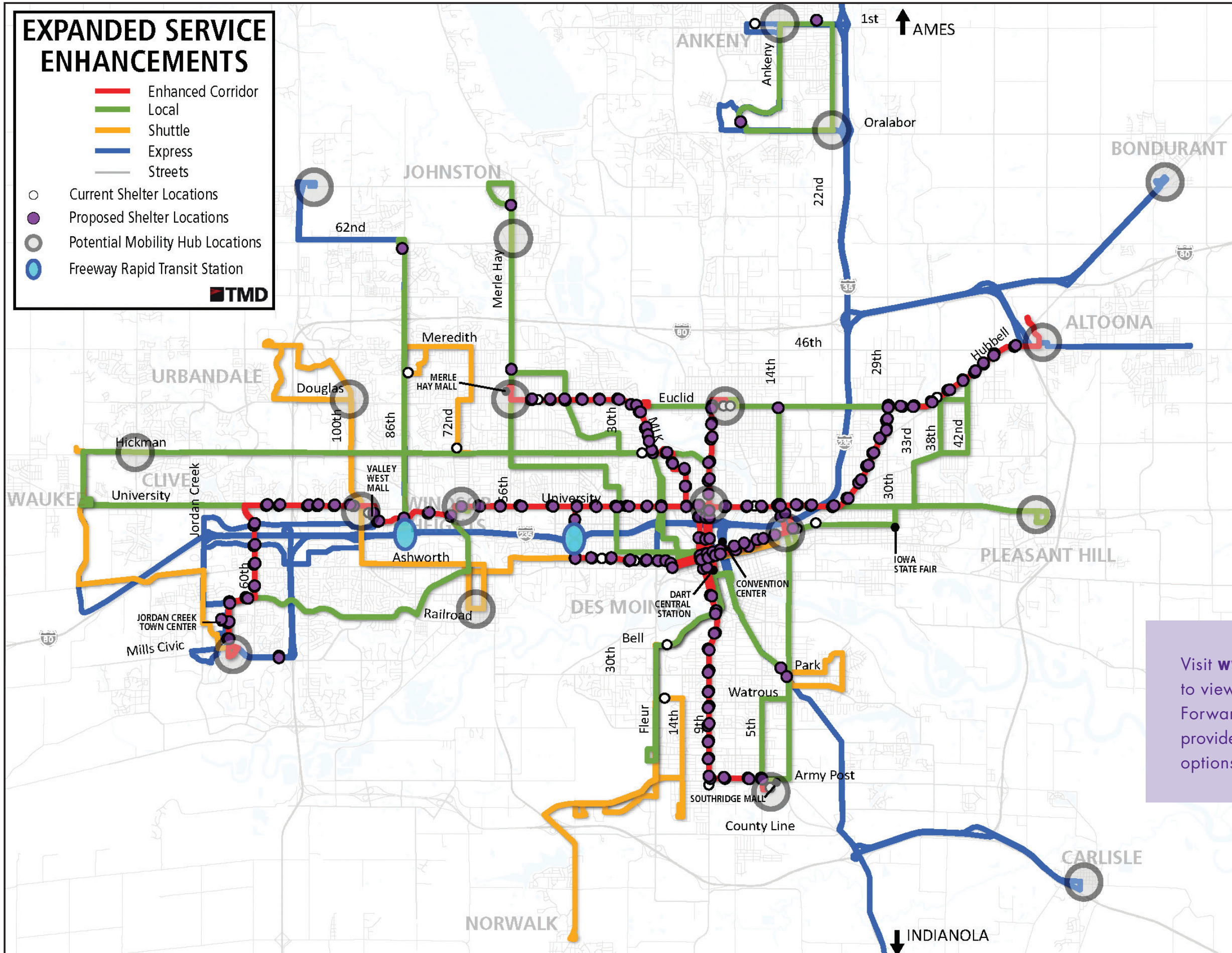
DON PEARSON, Wells Fargo Bank,
Lead Regional President

¹ This reflects the average annual amount each resident would pay in taxes to support the proposed plans and is calculated by dividing locally-generated revenue by the total population.

EXPANDED SERVICE ENHANCEMENTS

- Enhanced Corridor
- Local
- Shuttle
- Express
- Streets

- Current Shelter Locations
- Proposed Shelter Locations
- Potential Mobility Hub Locations
- Freeway Rapid Transit Station



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PROPOSED PLANS AT A GLANCE:

	Service Plan Element	Current DART Network	Minimal Growth Plan	Moderate Growth Plan	Expanded Regional Plan
	Frequency (20-minute or less weekday service)	8% of population 22% of jobs	42% of population 57% of jobs	59% of population 73% of jobs	60% of population 74% of jobs
	Access (1/4 mile of all-day service)	65% of population 80% of jobs	69% of population 82% of jobs	70% of population 83% of jobs	75% of population 85% of jobs, Possible service to Ames, Indianola, Norwalk and Waukee
	Availability	6 a.m. to 11 p.m. weekday service 7 a.m. to 10 p.m. Saturday service 8 a.m. to 6 p.m. Sunday service	5 a.m. to midnight weekday service 6 a.m. to midnight Saturday service 6 a.m. to 9 p.m. Sunday service	5 a.m. to midnight weekday service 6 a.m. to midnight Saturday service 6 a.m. to 9 p.m. Sunday service	5 a.m. to midnight weekday service 6 a.m. to midnight Saturday service 6 a.m. to 9 p.m. Sunday service
	Experience	27 bus shelters	77 bus shelters	277 bus shelters, 5 enhanced corridors with transit priority measures	277 bus shelters, 5 enhanced corridors with transit priority measures, Freeway rapid transit
	Flexibility	Limited flex and on-demand services	Minimal investment in on-demand services, 13 mobility hubs	Moderate investment in on-demand services, 19 mobility hubs	Moderate investment in on-demand services, 19 mobility hubs
	Annual Plan Operating Cost	2025: \$39.6M 2035: \$53.9M	2025: \$49.2M 2035: \$66.8M	2025: \$69.9M 2035: \$94.8M	2025: \$73.3M 2035: \$99.3M
	Annual Plan Cost Per Person¹	2025: \$40.99 2035: \$46.61	2025: \$58.20 2035: \$67.91	2025: \$88.61 2035: \$108.90	2025: \$93.17 2035: \$114.50
	Projected Annual Ridership in 2035	6.3 Million	7.8 Million	11 Million	11.8 Million

¹ This reflects the average annual amount each resident would pay in taxes to support the proposed plans and is calculated by dividing locally-generated revenue by the total population.

dart **Forward** **2035**

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TOGETHER, WE'RE MOVING GREATER DES MOINES FORWARD.





DES MOINES AREA REGIONAL TRANSIT AUTHORITY

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OCTOBER 13, 2016