



# 10

## QUESTIONS

### ***THE COMMUNITY ANSWERED*** THAT WILL SHAPE THE FUTURE OF PUBLIC TRANSIT IN GREATER DES MOINES

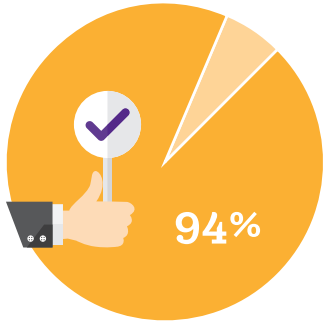


THE GREATER DES MOINES REGION IS GROWING FASTER THAN EXPECTED, with growth now expected to exceed original 2035 projections around 2020. The individuals most dependent on public transportation — youth, senior and low-income populations — are growing the fastest. DART is updating its long-range transit services plan, DART Forward 2035, to ensure it meets the needs of the community now and in the future. To inform the update, DART conducted several surveys, including the non-rider survey summarized in this document and conducted by a third-party market research firm.

# 10

## QUESTIONS THE COMMUNITY ANSWERED

1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 94% of non-riders say public transportation is **valuable**.

ONLY 6% BELIEVE THAT THE SERVICE IS **NOT** VALUABLE.

2 Is public transit important to a thriving community?

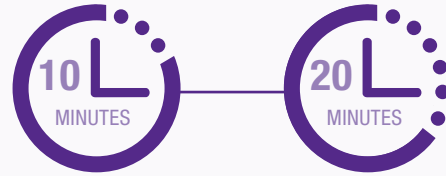


Eighty-four percent of respondents understand how **important** public transportation is to the future of our community.

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



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



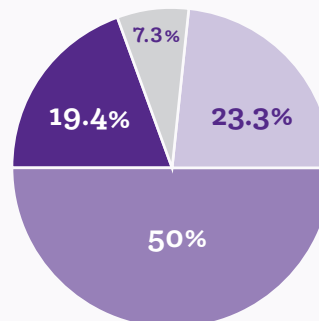
Forty-nine percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

5 How important do non-riders believe it is to fund public transportation?



Eighty-two percent of non-riders encourage the region to **support and fund** public transportation.

6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

What percentage of non-riders rate DART's services as good to excellent?



More than a majority agree that DART service is **good to excellent**.

### What will the future of public transit look like in Greater Des Moines?

These survey insights from non-riders, along with associated online surveys of riders, non-riders and past riders, are being used to answer this question and inform the update of the DART Forward 2035 long-range transit services plan. Key themes of what the community want include:



More Frequent



In More Places



More Connected



Available at More Times



More Comfortable



Faster



More Integrated

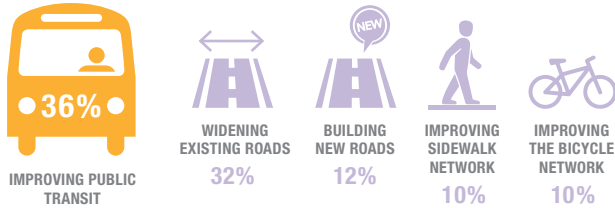


On Demand

For a copy of the full Des Moines Area Regional Transit Non-Rider Survey\* email [dartforward@ridedart.com](mailto:dartforward@ridedart.com).

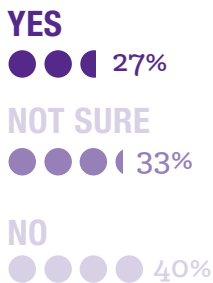
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7 When compared with other transportation priorities, where do non-riders rank public transit?

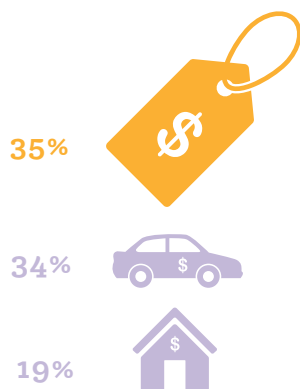


Among five possible transportation initiatives, investing in **public transportation** received the highest level of support.

8 Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?



9 What is the level of support for the following funding concepts?



When asked about their willingness to pay increased property taxes, sales tax or vehicle registration fees, **sales tax** was the most palatable.

## RESPONDING TO THE GROWING NEEDS OF THE GREATER DES MOINES REGION

### AS WE UPDATE THE DART FORWARD 2035 PLAN, OUR OBJECTIVES ARE TO:

- Engage riders and the general public throughout the entire process to ensure the updated service plan meets the needs and wants of the community;
- Determine how population and development patterns have changed since the original study and identify any unmet needs;
- Analyze ridership and service performance to determine how riders responded to the original DART Forward 2035 service changes.



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The updated plan will be available for public review and input in the fall of 2016. There will be ample opportunities, through public meetings and on-line forums, to review the updated draft plan and provide feedback. We hope you will take time to participate in this important process to align our region's current and future needs with the transportation services DART provides.

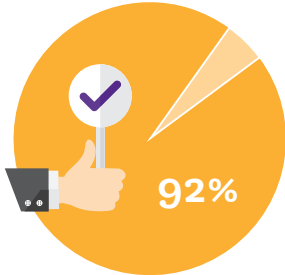


Like DART on Facebook or follow @ridedart on  
Twitter for updates on the DART Forward plan.

# ALTOONA

## HOW DID ALTOONA RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

**1** Is DART's service valuable to the community?



They may not use it on a regular basis, but 92% of non-riders say public transportation is **valuable**.

**2** Is public transit important to a thriving community?

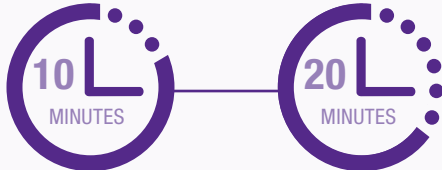


Eighty-eight percent of respondents understand how **important** public transportation is to the future of our community.

**3** What factors would cause more people to ride public transit?



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



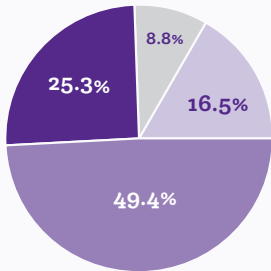
Fifty-five percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

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Eighty-six percent of non-riders encourage the region to **support and fund** public transportation.

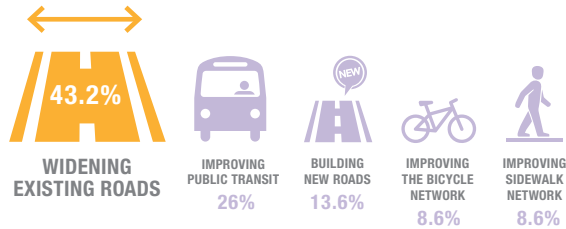
**6** How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

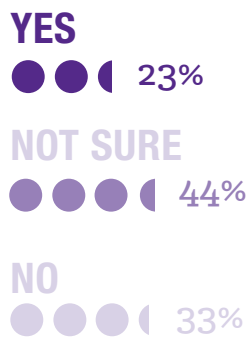
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**7** When compared with other transportation priorities, where do non-riders rank public transit?



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

**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?



**9** What is the level of support for the following funding concepts?



When asked about their willingness to pay increased sales tax, vehicle registration fees or property taxes, **increased sales tax** was the most palatable.

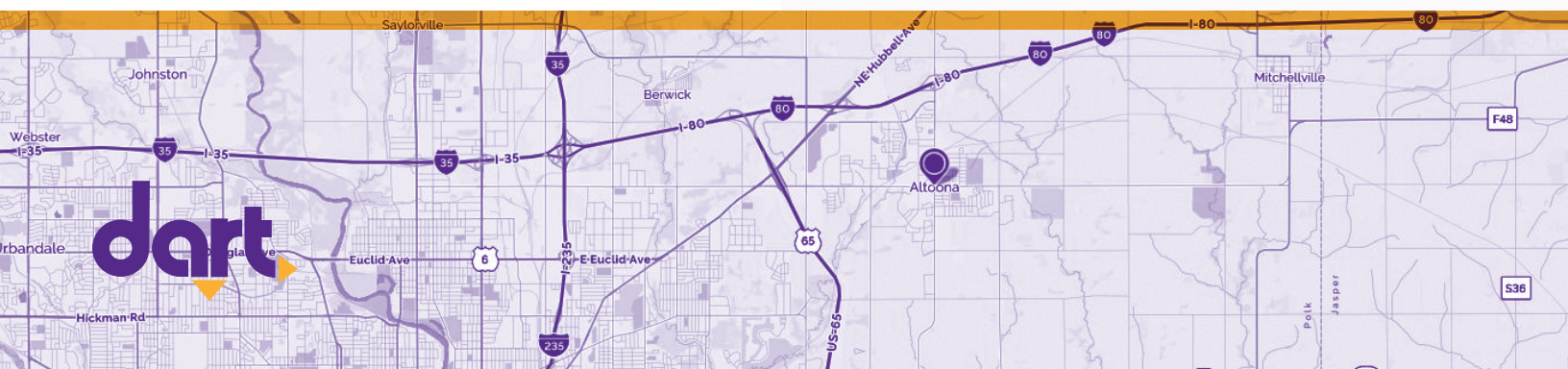
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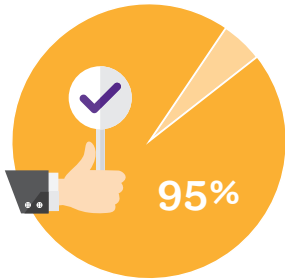
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# ANKENY

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### 2 Is public transit important to a thriving community?

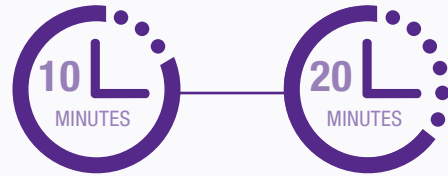


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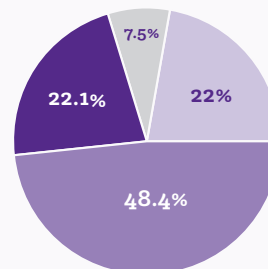
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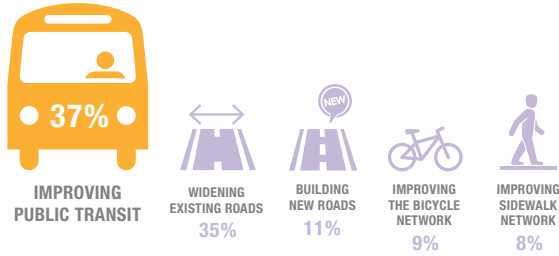
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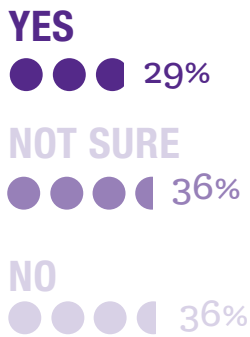
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**7** When compared with other transportation priorities, where do non-riders rank public transit?



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

**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?



**9** What is the level of support for the following funding concepts?



When asked about their willingness to pay increased vehicle registration fees, property taxes or sales tax, **increased vehicle registration fees** was the most palatable.

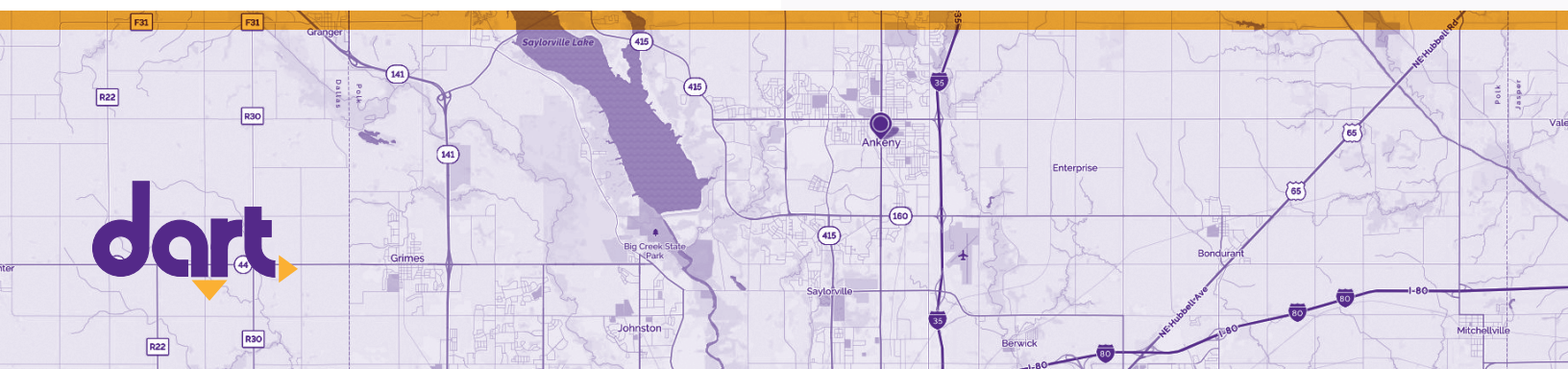
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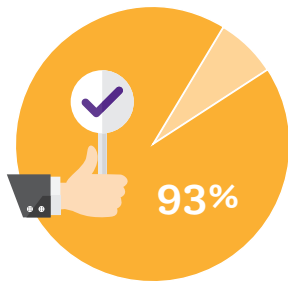




# CLIVE

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### 2 Is public transit important to a thriving community?

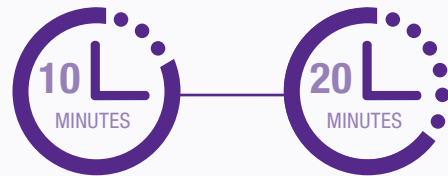


Eighty-four percent of respondents understand how **important** public transportation is to the future of our community.

### 3 What factors would cause more people to ride public transit?



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



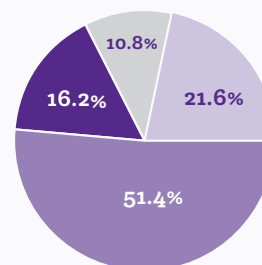
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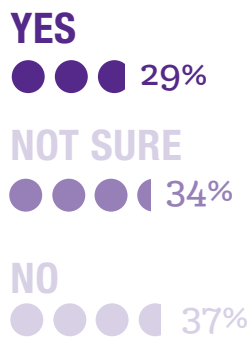
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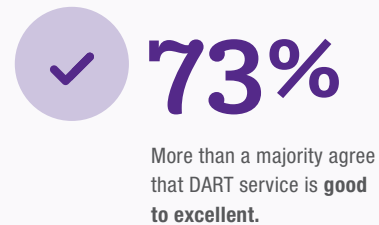
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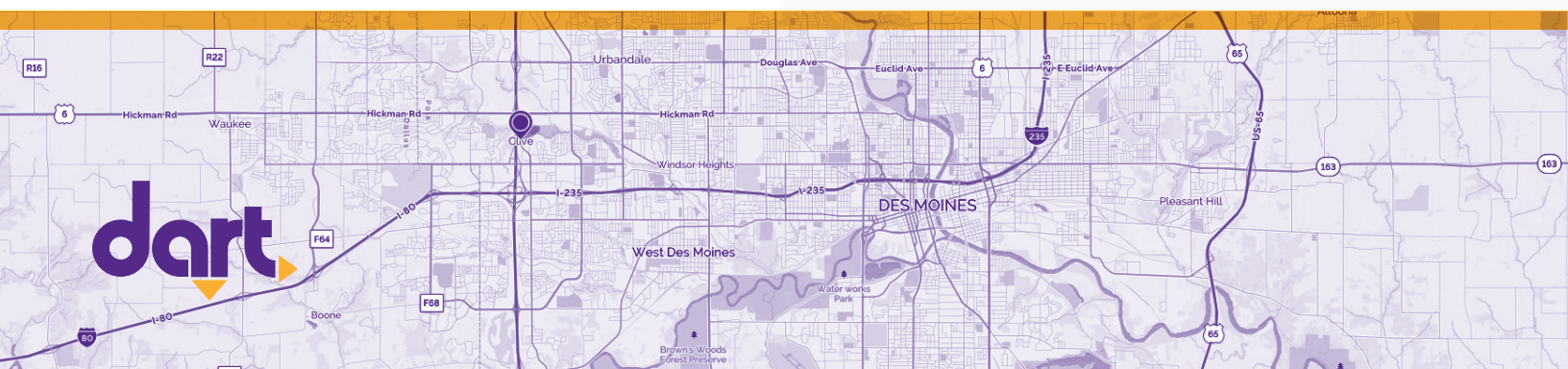


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# DES MOINES

## HOW DID DES MOINES RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

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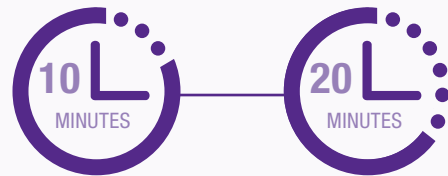


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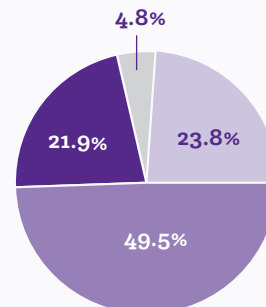
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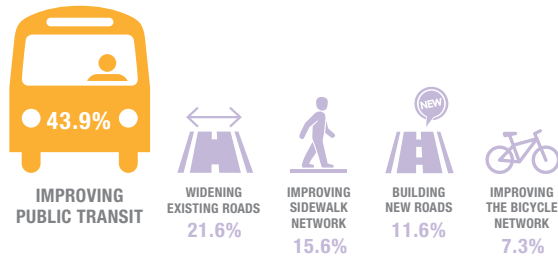
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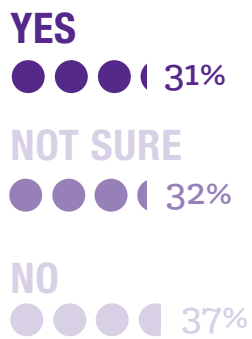
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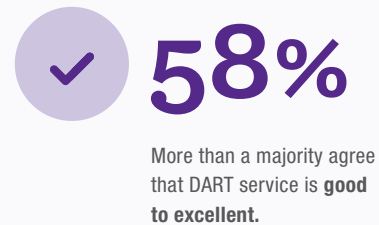
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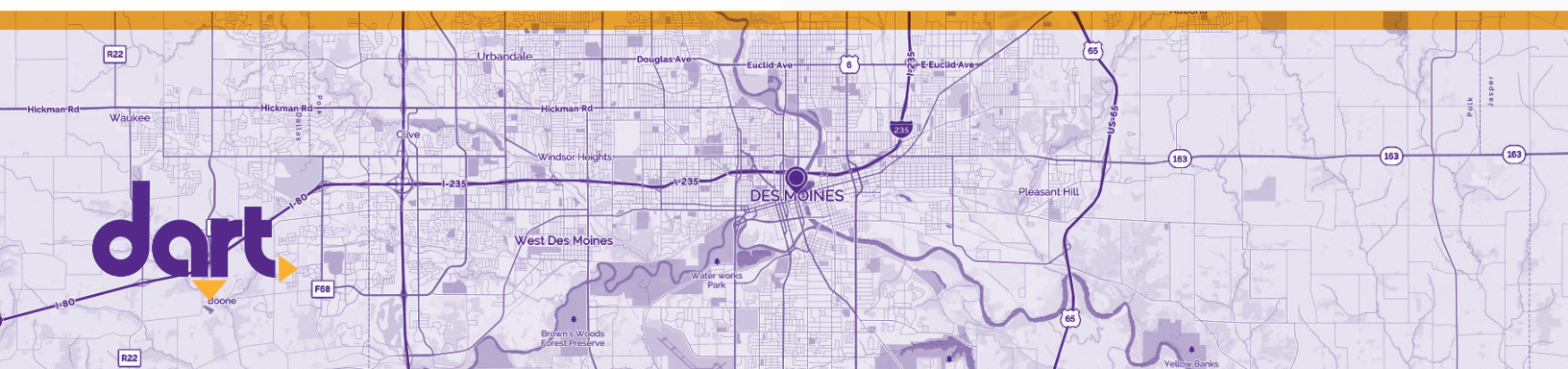


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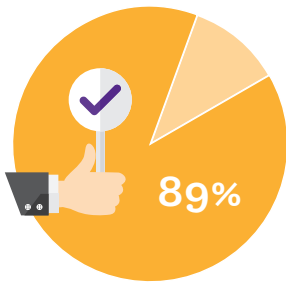
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# GRIMES

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### 2 Is public transit important to a thriving community?

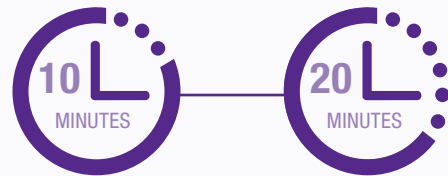


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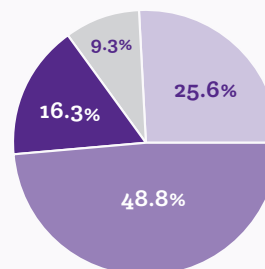
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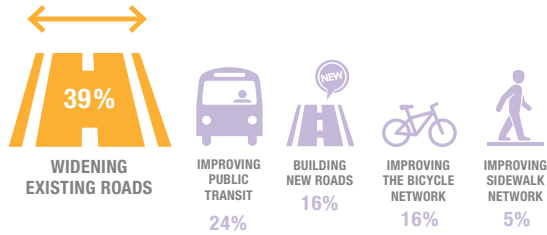
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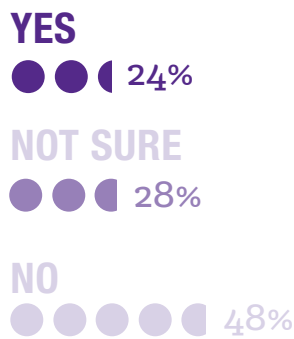


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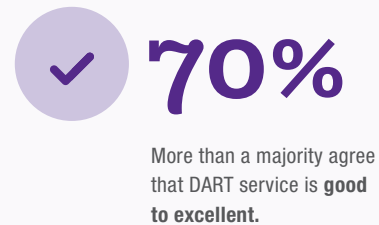
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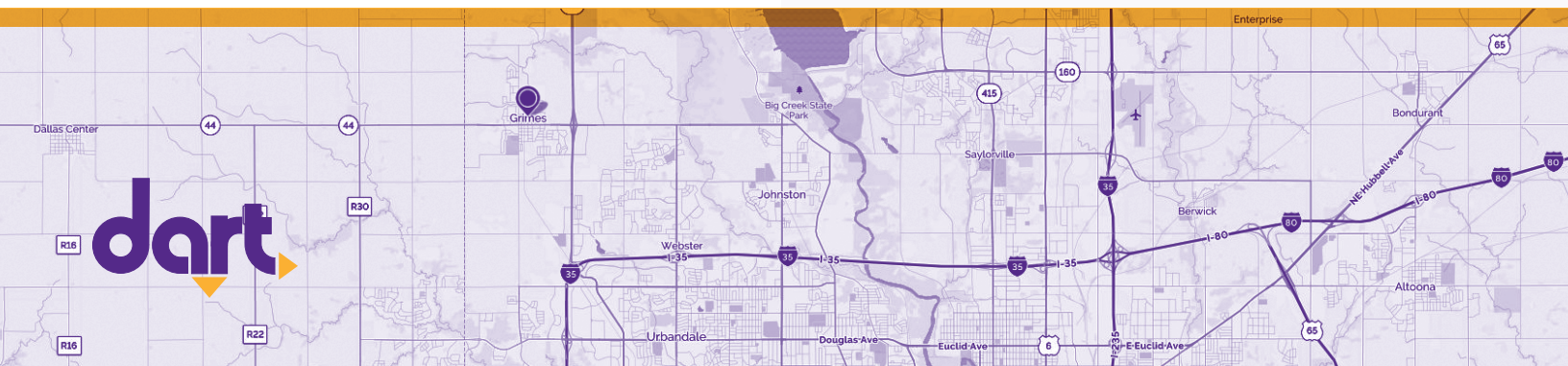


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# JOHNSTON

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### 2 Is public transit important to a thriving community?



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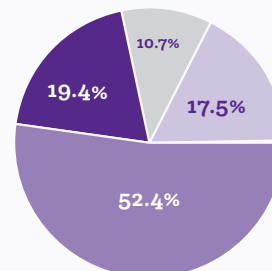
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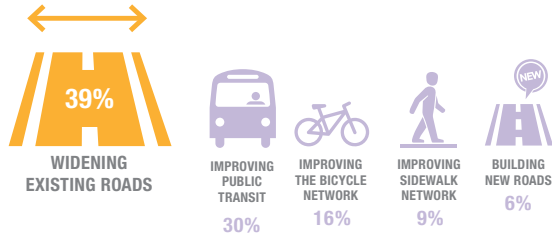
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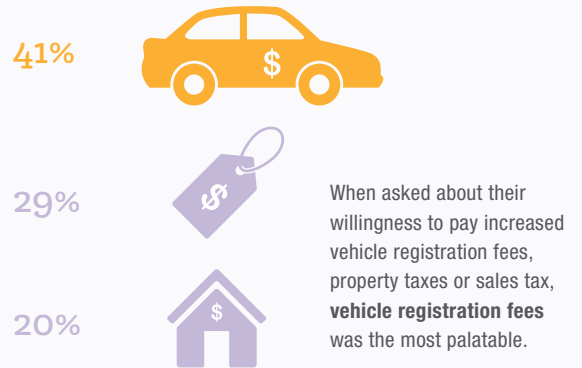
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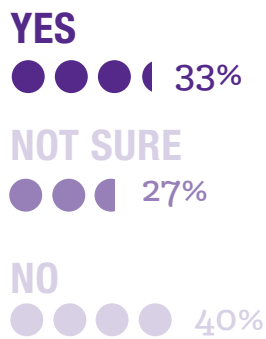


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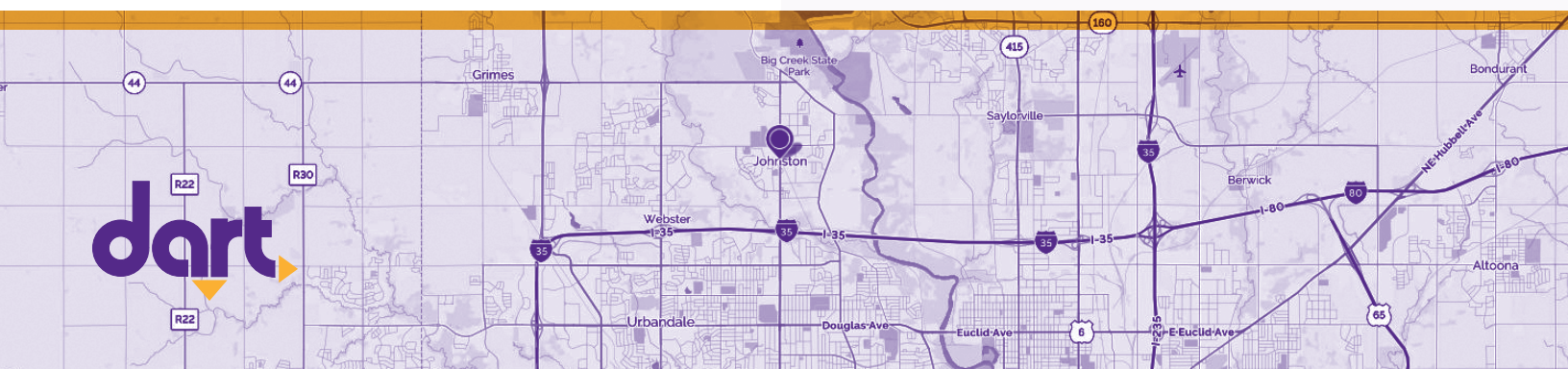
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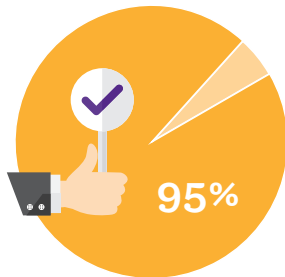




# NORTH-EAST POLK COUNTY

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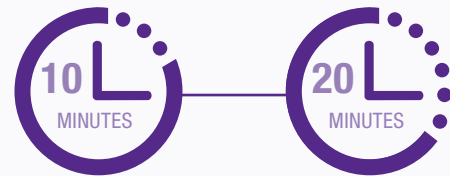


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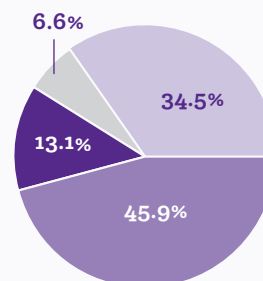
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### 5 How important do non-riders believe it is to fund public transportation?



Seventy-two percent of non-riders encourage the region to **support and fund** public transportation.

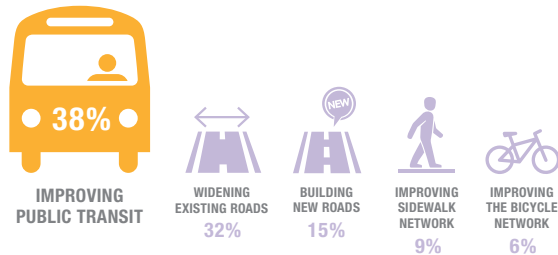
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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



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

**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?

**YES**

● 12%

**NOT SURE**

●●● 30%

**NO**

●●●●● 58%

**9** What is the level of support for the following funding concepts?



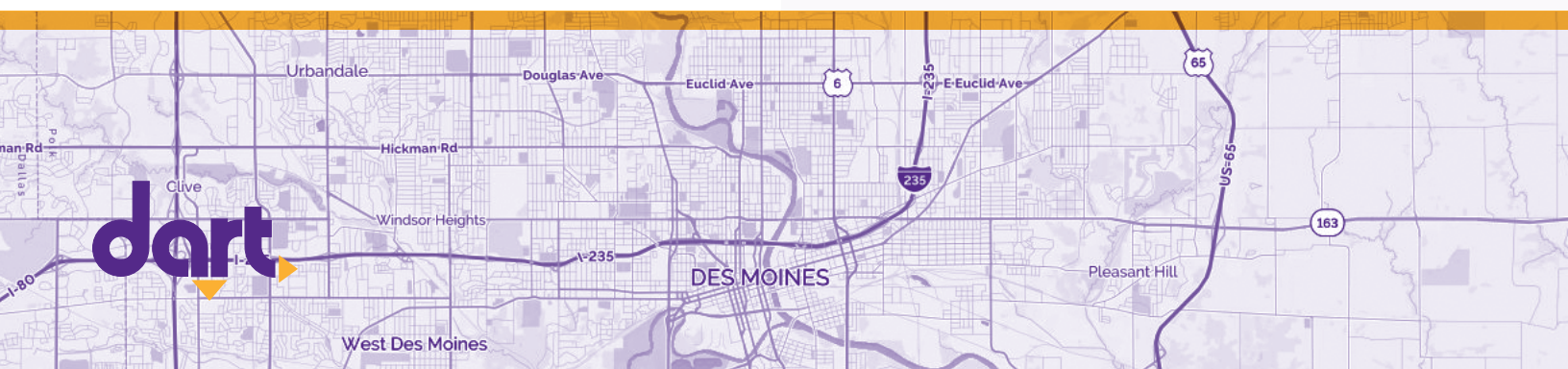
**10** What percentage of non-riders rate DART's services as good to excellent?



A majority agree that DART service is **good to excellent**.

\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

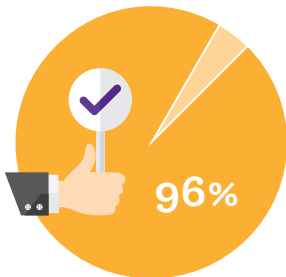
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# NORTH-WEST POLK COUNTY

## HOW DID NORTH-WEST POLK COUNTY RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 96% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?

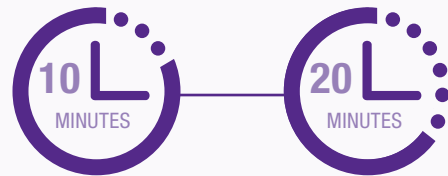


Eighty-six percent of respondents understand how **important** public transportation is to the future of our community.

### 3 What factors would cause more people to ride public transit?



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



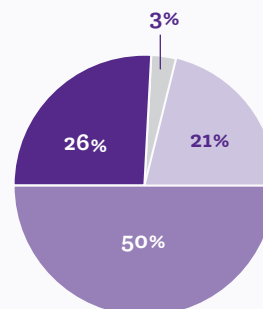
Forty-eight percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Eighty-four percent of non-riders encourage the region to **support and fund** public transportation.

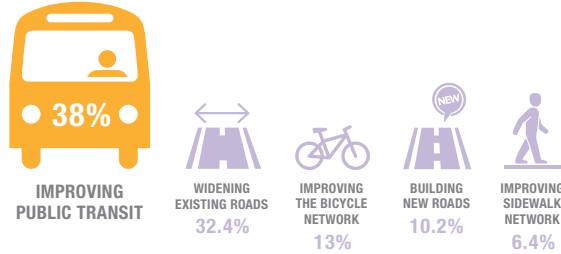
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

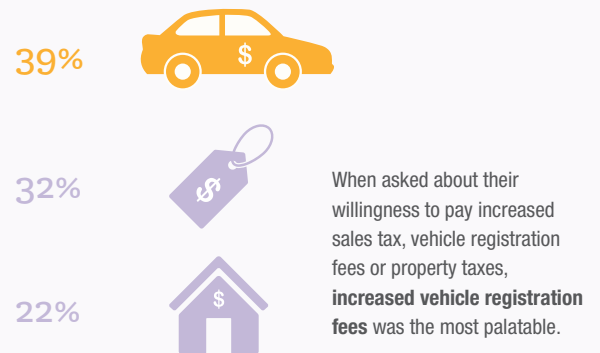
- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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

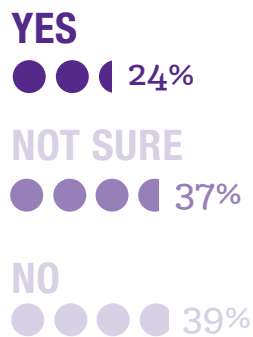


Among five possible transportation initiatives, investing in **improving public transit** received the highest level of support.

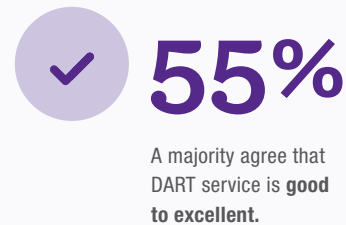
**9** What is the level of support for the following funding concepts?



**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?

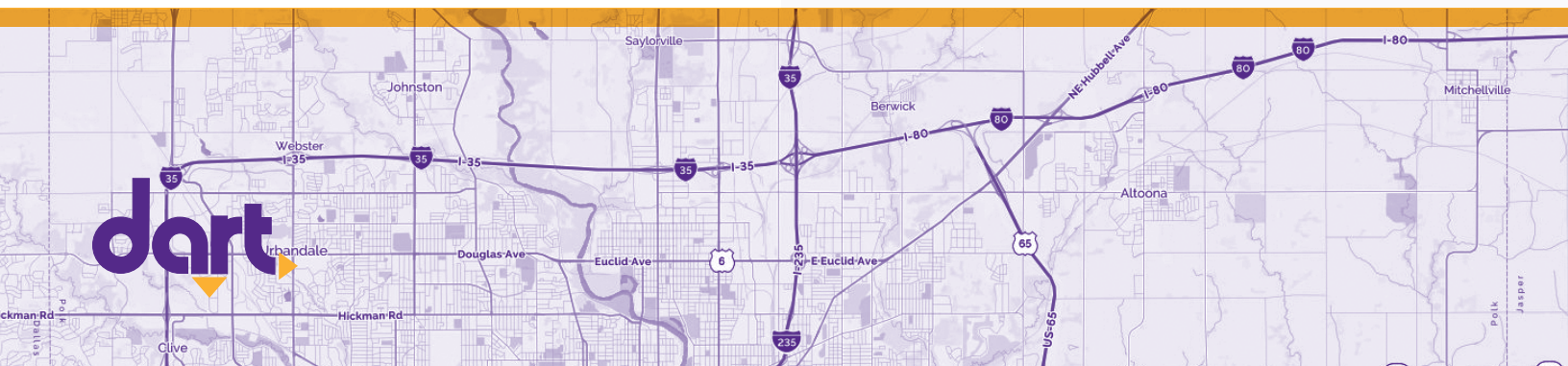


**10** What percentage of non-riders rate DART's services as good to excellent?



\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

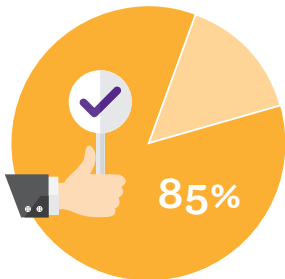
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# NORWALK

## HOW DID NORWALK RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 85% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?

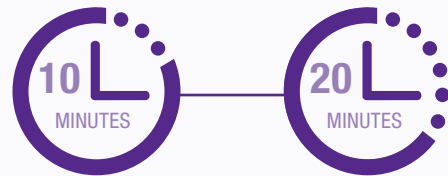


Eighty-four percent of respondents understand how **important** public transportation is to the future of our community.

### 3 What factors would cause more people to ride public transit?



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



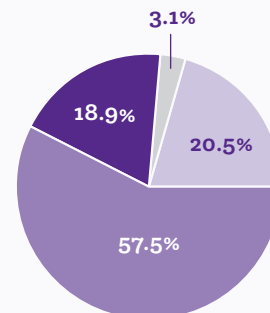
Forty-five percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Seventy-nine percent of non-riders encourage the region to **support and fund** public transportation.

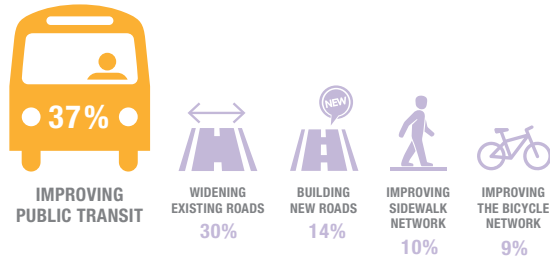
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

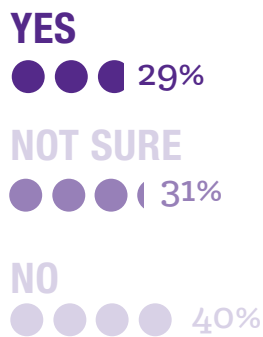
- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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



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

**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?

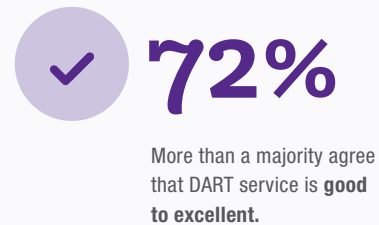


**9** What is the level of support for the following funding concepts?



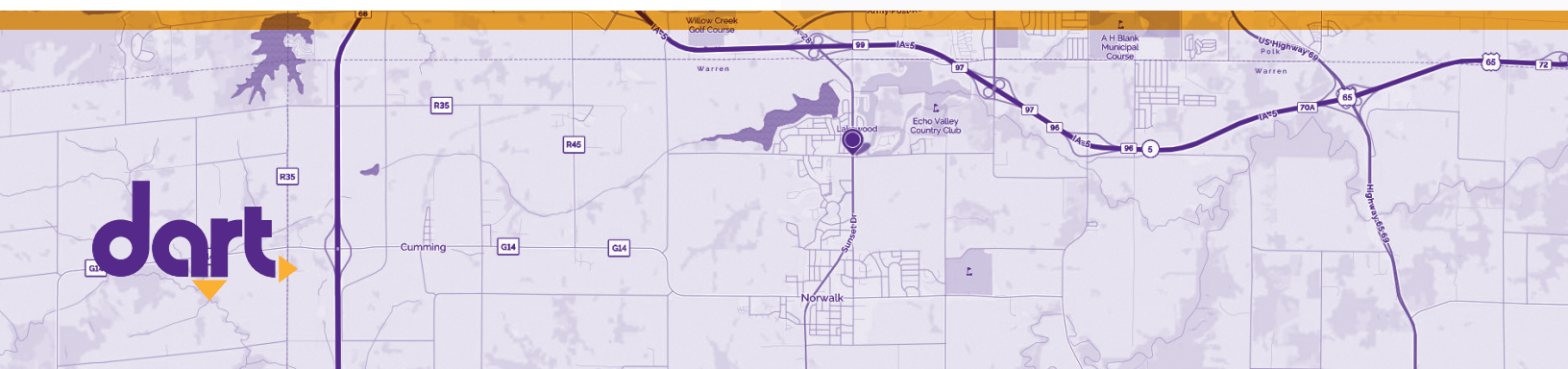
When asked about their willingness to pay increased sales tax, vehicle registration fees or property taxes, **increased sales tax** was the most palatable.

**10** What percentage of non-riders rate DART's services as good to excellent?



\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

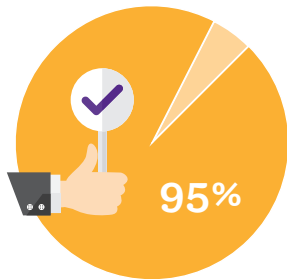
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# PLEASANT HILL

## HOW DID PLEASANT HILL RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 95% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?



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

### 3 What factors would cause more people to ride public transit?



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



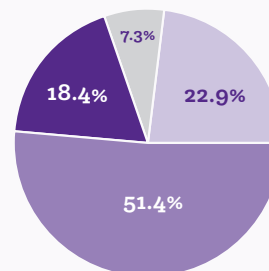
Forty-two percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Seventy-nine percent of non-riders encourage the region to **support and fund** public transportation.

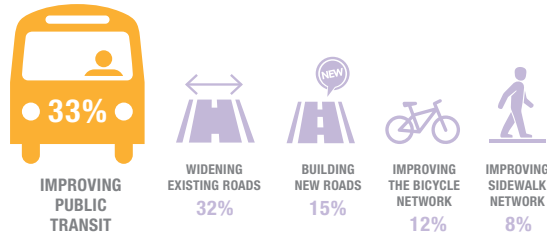
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

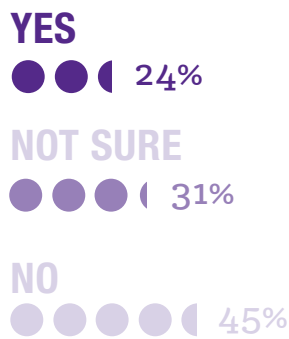
- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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

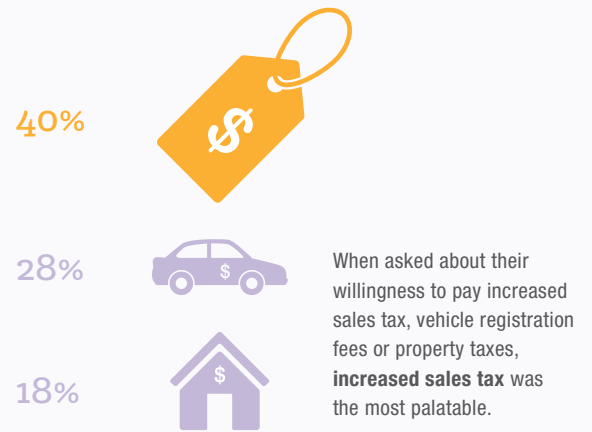


Among five possible transportation initiatives, investing in **improving public transit** received the highest level of support.

**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?



**9** What is the level of support for the following funding concepts?



When asked about their willingness to pay increased sales tax, vehicle registration fees or property taxes, **increased sales tax** was the most palatable.

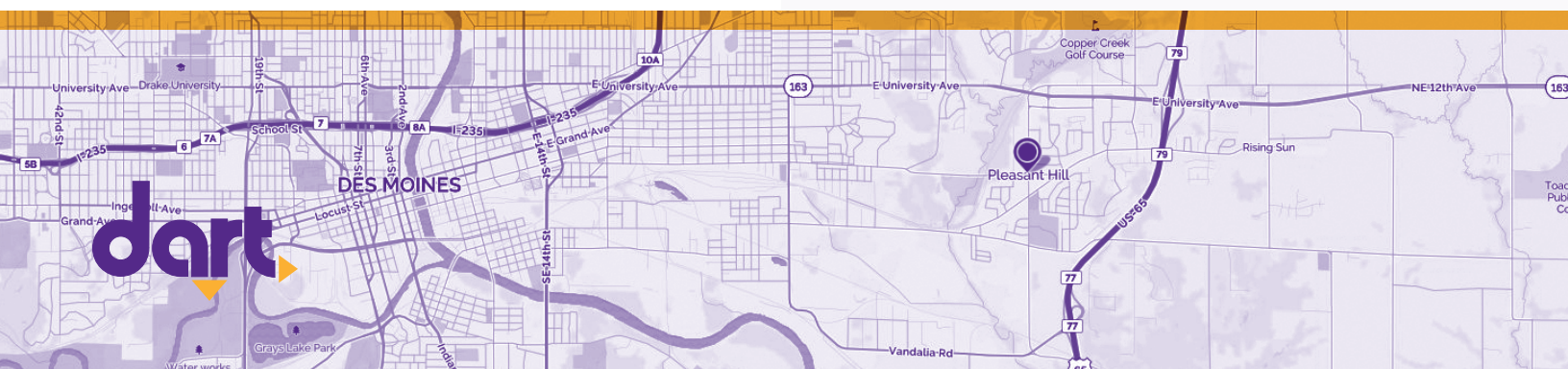
**10** What percentage of non-riders rate DART's services as good to excellent?



More than a majority agree that DART service is **good to excellent**.

\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

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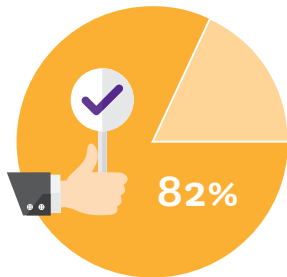




# SOUTH POLK COUNTY

## HOW DID SOUTH POLK COUNTY RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 82% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?

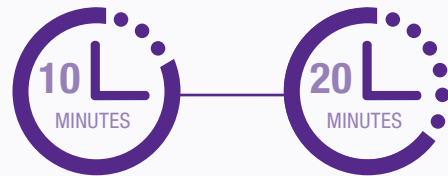


Seventy-seven percent of respondents understand how **important** public transportation is to the future of our community.

### 3 What factors would cause more people to ride public transit?



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



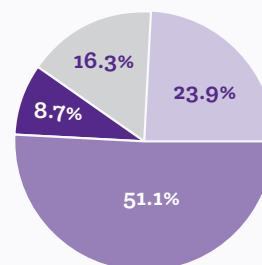
Twenty-one percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Sixty-one percent of non-riders encourage the region to **support and fund** public transportation.

### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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



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

**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?

**YES**

● 12%

**NOT SURE**

●●● 36%

**NO**

●●●●● 52%

**9** What is the level of support for the following funding concepts?



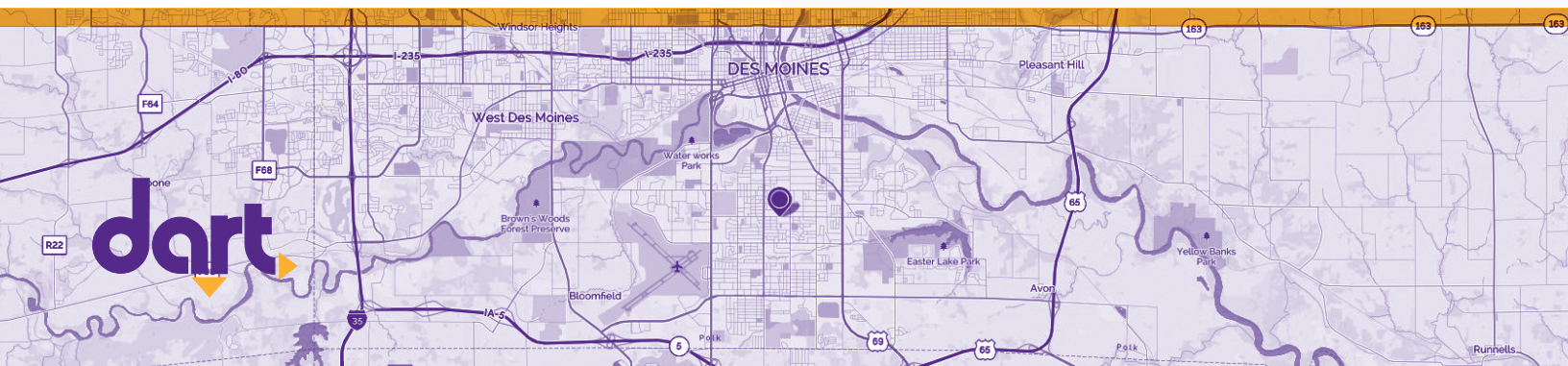
**10** What percentage of non-riders rate DART's services as good to excellent?



Close to a majority agree that DART service is **good to excellent**.

\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

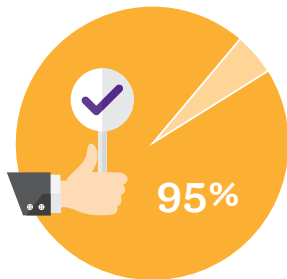
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# URBANDALE

## HOW DID URBANDALE RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 95% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?

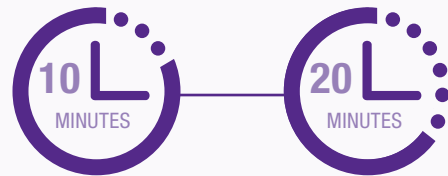


Eighty-four percent of respondents understand how **important** public transportation is to the future of our community.

### 3 What factors would cause more people to ride public transit?



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



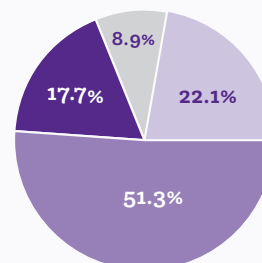
Fifty percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Eighty-five percent of non-riders encourage the region to **support and fund** public transportation.

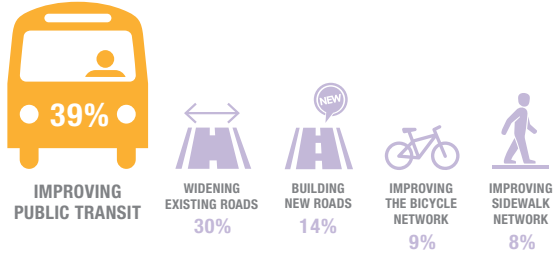
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

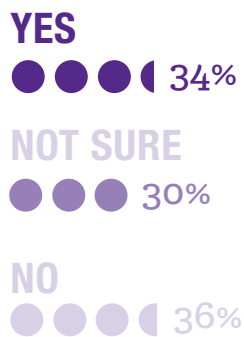
- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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

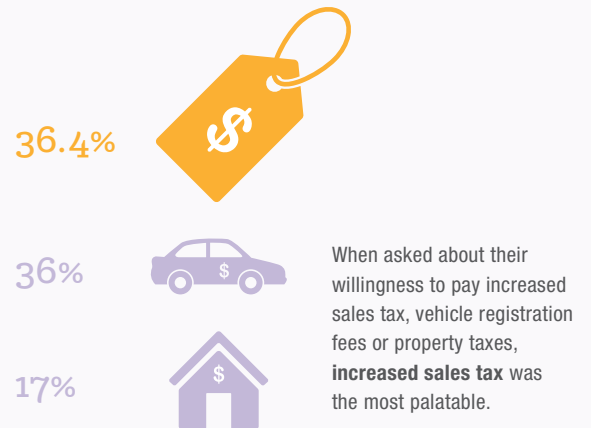


Among five possible transportation initiatives, investing in **improving public transit** received the highest level of support.

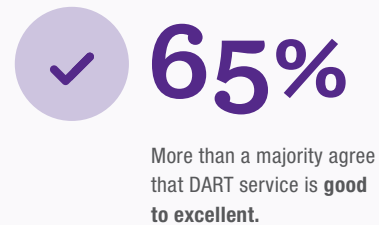
### 8 Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?



### 9 What is the level of support for the following funding concepts?

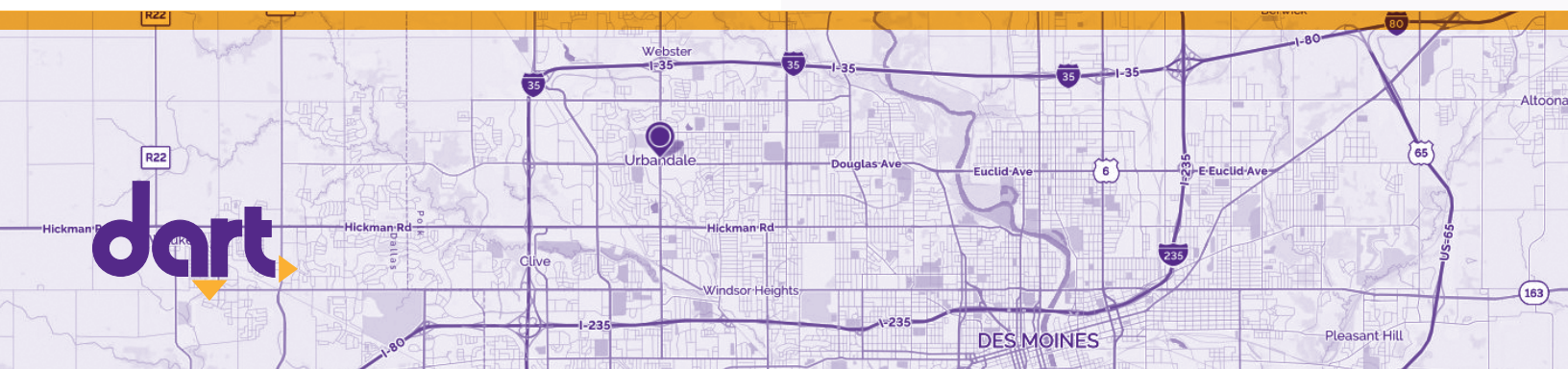


### 10 What percentage of non-riders rate DART's services as good to excellent?



\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

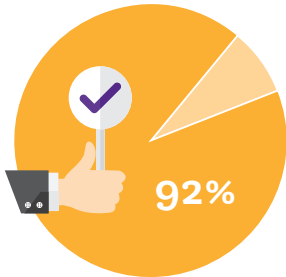
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# WAUKEE

## HOW DID WAUKEE RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 92% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?



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

### 3 What factors would cause more people to ride public transit?



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



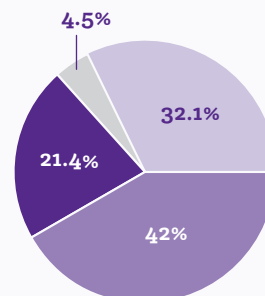
Fifty-three percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Seventy-nine percent of non-riders encourage the region to **support and fund** public transportation.

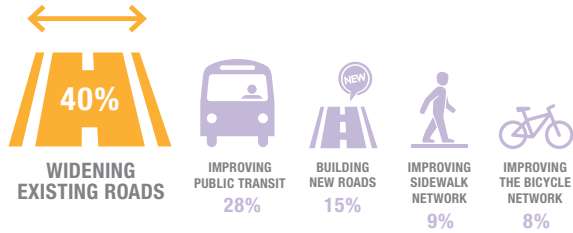
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

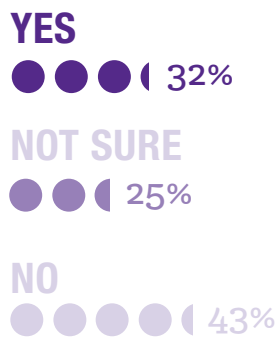
- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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

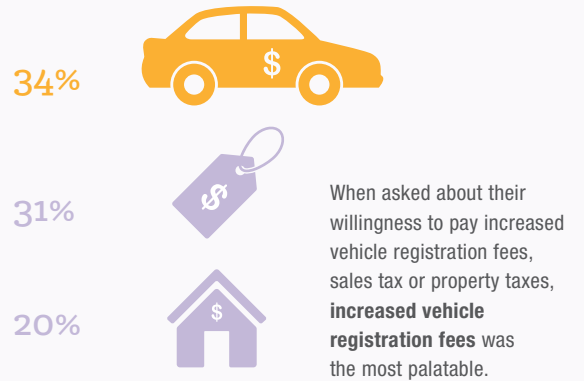


Among five possible transportation initiatives, investing in **widening existing roads** received the highest level of support.

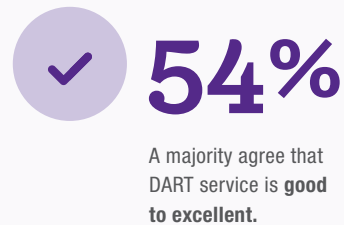
**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?



**9** What is the level of support for the following funding concepts?

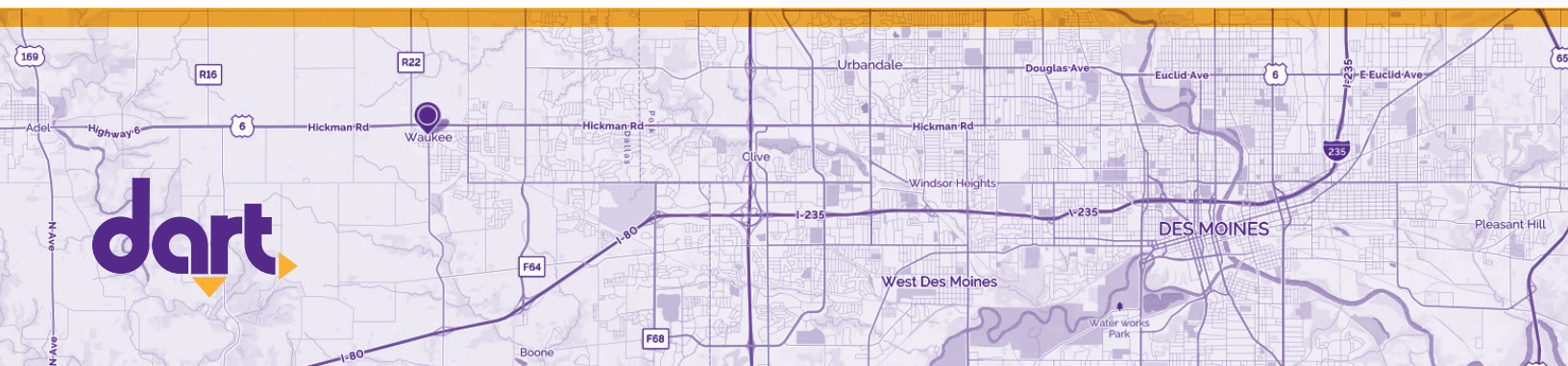


**10** What percentage of non-riders rate DART's services as good to excellent?



\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

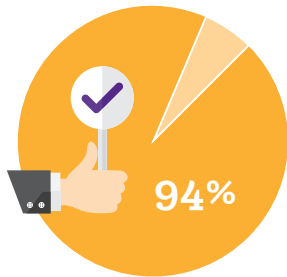
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# WEST DES MOINES

## HOW DID WEST DES MOINES RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 94% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?



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

### 3 What factors would cause more people to ride public transit?



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



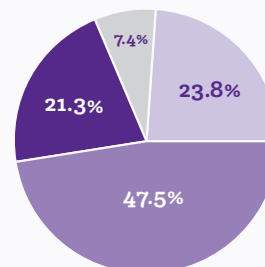
Fifty-six percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Eighty-eight percent of non-riders encourage the region to **support and fund** public transportation.

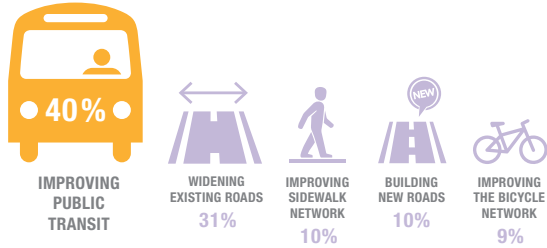
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

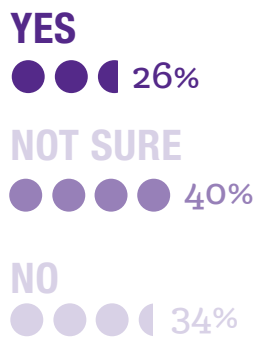
- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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



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

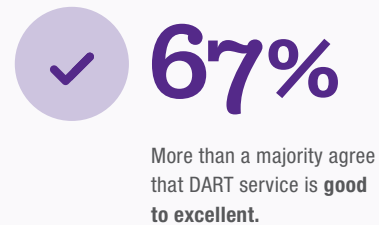
**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?



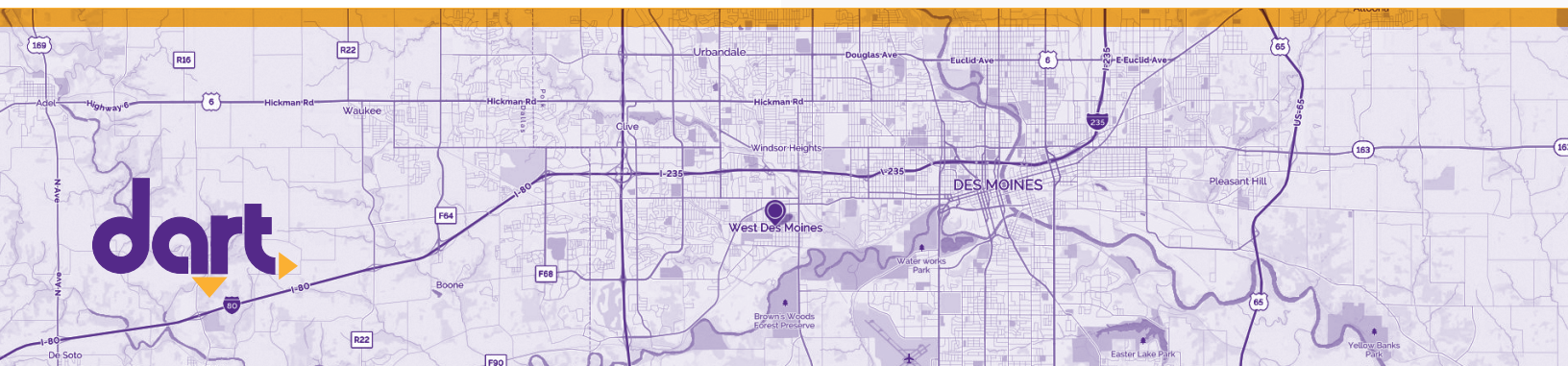
**9** What is the level of support for the following funding concepts?



**10** What percentage of non-riders rate DART's services as good to excellent?



\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

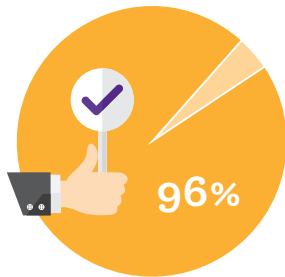




# WINDSOR HEIGHTS

## HOW DID WINDSOR HEIGHTS RESIDENTS ANSWER THE SAME QUESTIONS ABOUT PUBLIC TRANSIT?

### 1 Is DART's service valuable to the community?



They may not use it on a regular basis, but 96% of non-riders say public transportation is **valuable**.

### 2 Is public transit important to a thriving community?

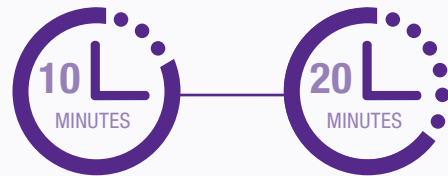


Eighty-seven percent of respondents understand how **important** public transportation is to the future of our community.

### 3 What factors would cause more people to ride public transit?



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



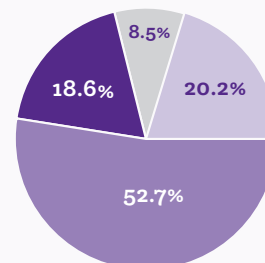
Fifty-eight percent of non-riders said they would consider public transportation if buses arrived at their stop at a frequency of **10 to 20 minutes** or less.

### 5 How important do non-riders believe it is to fund public transportation?



Eighty-four percent of non-riders encourage the region to **support and fund** public transportation.

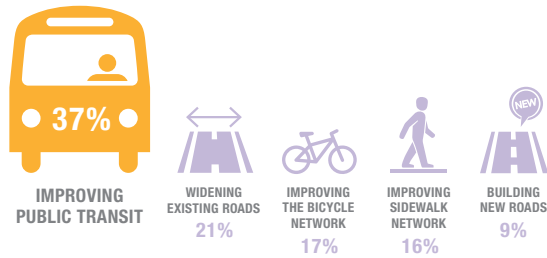
### 6 How do you think the level of funding for public transit should change over the next five years?



Non-riders **recognize** the need for more funding to help public transportation serve the community.

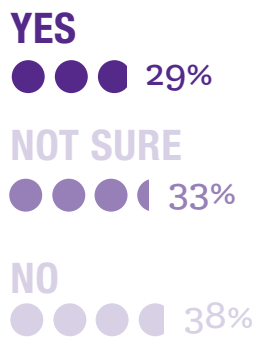
- MUCH GREATER THAN IT IS NOW
- SOMEWHAT GREATER
- STAY THE SAME
- BE REDUCED

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



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

**8** Would you be willing to pay up to an additional \$80 per year, per household to expand public transportation in the region?

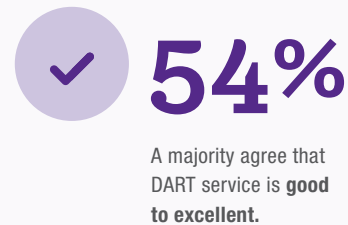


**9** What is the level of support for the following funding concepts?



When asked about their willingness to pay increased vehicle registration fees, sales tax or property taxes, **increased vehicle registration fees** was the most palatable.

**10** What percentage of non-riders rate DART's services as good to excellent?



\*The study of non-riders was conducted in Spring 2016 by ETC Institute, one of the nation's leading community-based market research firms.

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