

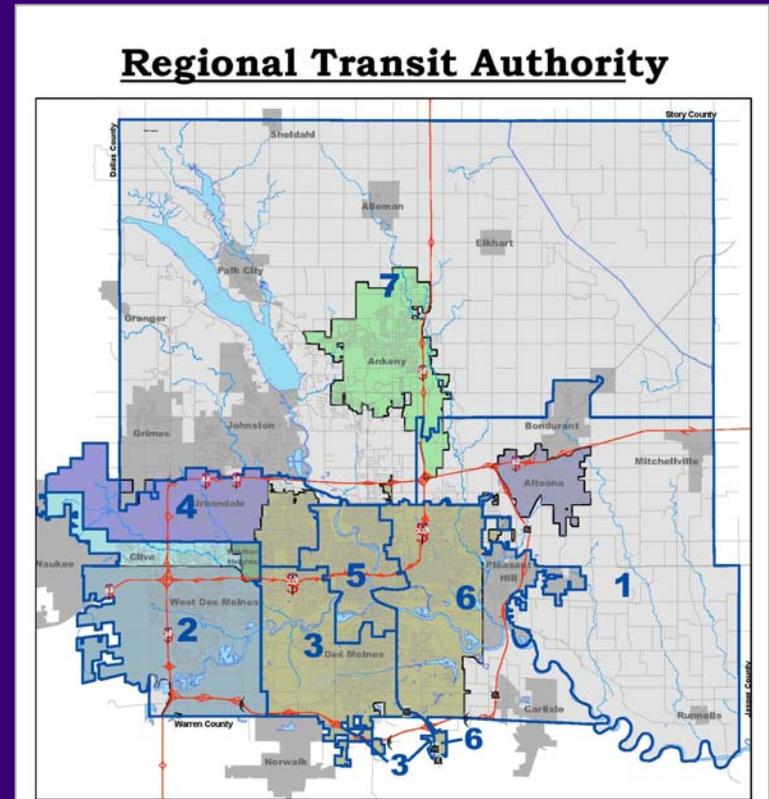
# DART Bike & Ride Program

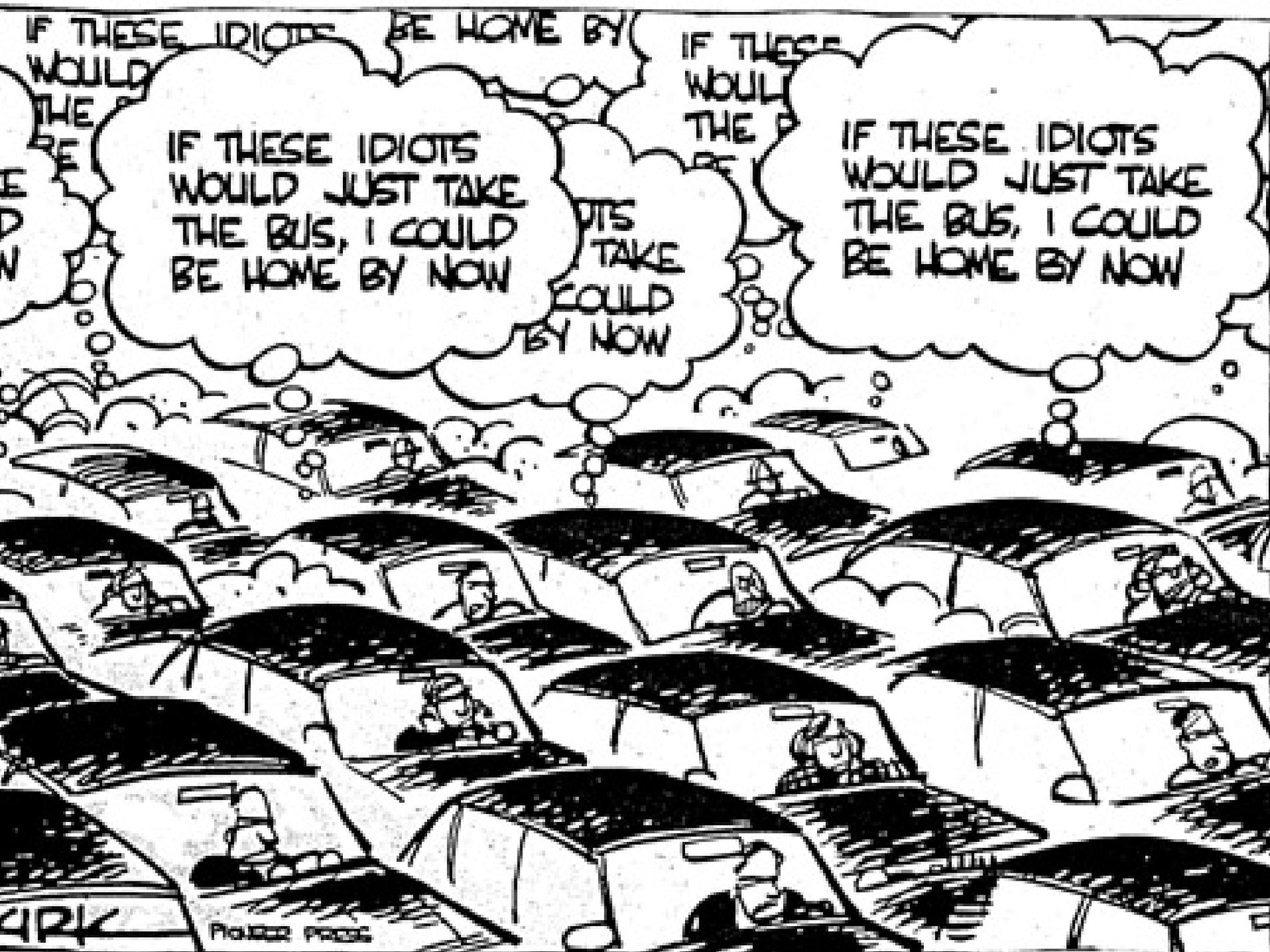


2007 Iowa Bicycle Summit  
February 2, 2007

# Des Moines Area Regional Transit Authority

- Fleet Size:
  - Fixed Route - 114
  - Paratransit - 27
  - Vanpools - 78
- Service:
  - Regular Fixed Route
  - Flexible Services/Shuttles
  - Paratransit
  - Vanpool
- Daily Passenger Trips:
  - Fixed Route - 15,000
  - Paratransit - 750
  - Vanpool – 500





IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

# Bike & Ride Overview

- Launched October 3, 2005
- Partners:
  - Federal Transit Administration
  - Iowa DOT
  - Des Moines Area MPO
  - Transit 2030 Committee
  - City of Des Moines Parks and Rec.
  - Holmes Murphy & Associates
  - ING
  - Prairie Meadows
  - Bike Shops
  - Bike Groups



# Bike & Ride Goals

- Improve access to public transportation
- Integrate bicycling and public transportation
- Increase opportunities for active living and contribute to making our communities and neighborhoods more livable
- Reduce pollution and congestion
- Provide an alternative for bicyclists faced with adverse weather conditions or time constraints
- Improve community image of DART



# How Do They Work?

- Sportworks racks installed on 114 buses
- Service on all regular routes
- Accommodate 2 bikes
- Passenger responsible for loading and unloading
- Bikes are secured with spring-loaded clamps
- Bikes don't touch
- Bikes can be loaded or unloaded independently
- Bikes aren't allowed in buses



# Bike & Ride Marketing

- Marketing
  - Video
  - Brochure
  - Website
  - Promotional Items
  - Demonstrations
    - Bike Shops
    - Bike Expo
    - Mayors Annual Bike Ride
    - Farmers Market
  - Word of Mouth



# Bike & Ride Project Costs

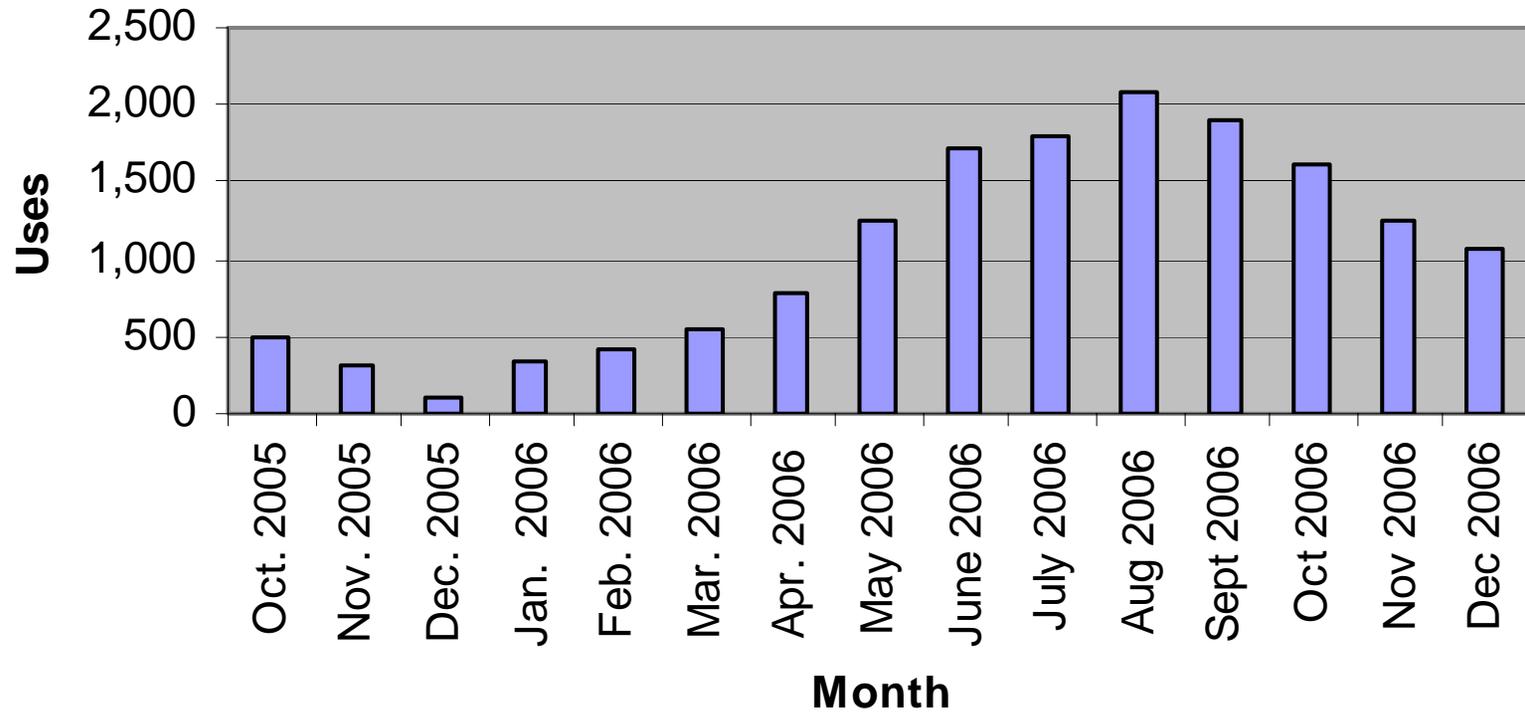
DART Bike & Ride Project Costs	
Bike Racks	\$33,829.90
Ad. Frames	\$15,045.50
Installation	\$11,457.00
Marketing	\$15,000.00
<b>Total</b>	<b>\$75,332.40</b>



DART Bike & Ride Funding	
FTA	\$39,100.32
DART	\$21,649.08
Local Contributions	\$14,583.00
<b>Total</b>	<b>\$75,332.40</b>

# Bike & Ride Usage

## DART Bike Rack Usage



# Thank You

**Brian Litchfield**

Director of Program Development

Des Moines Area Regional Transit Authority

(515) 283-5007

(402) 416-9580

[blitchfield@ridedart.com](mailto:blitchfield@ridedart.com)

