



Workforce Transportation Opportunities

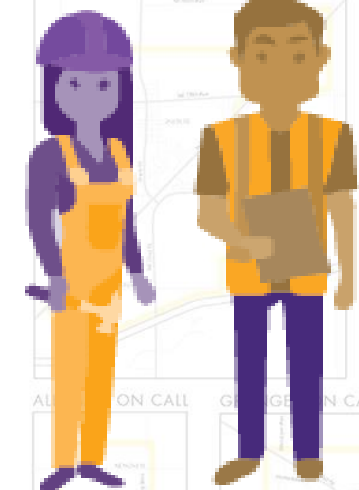
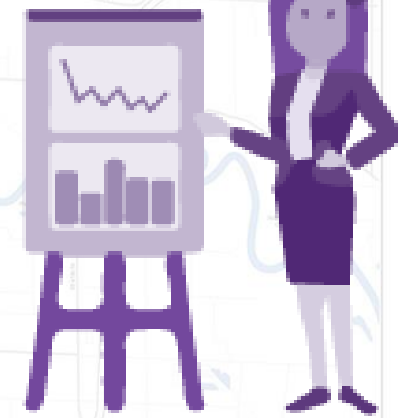
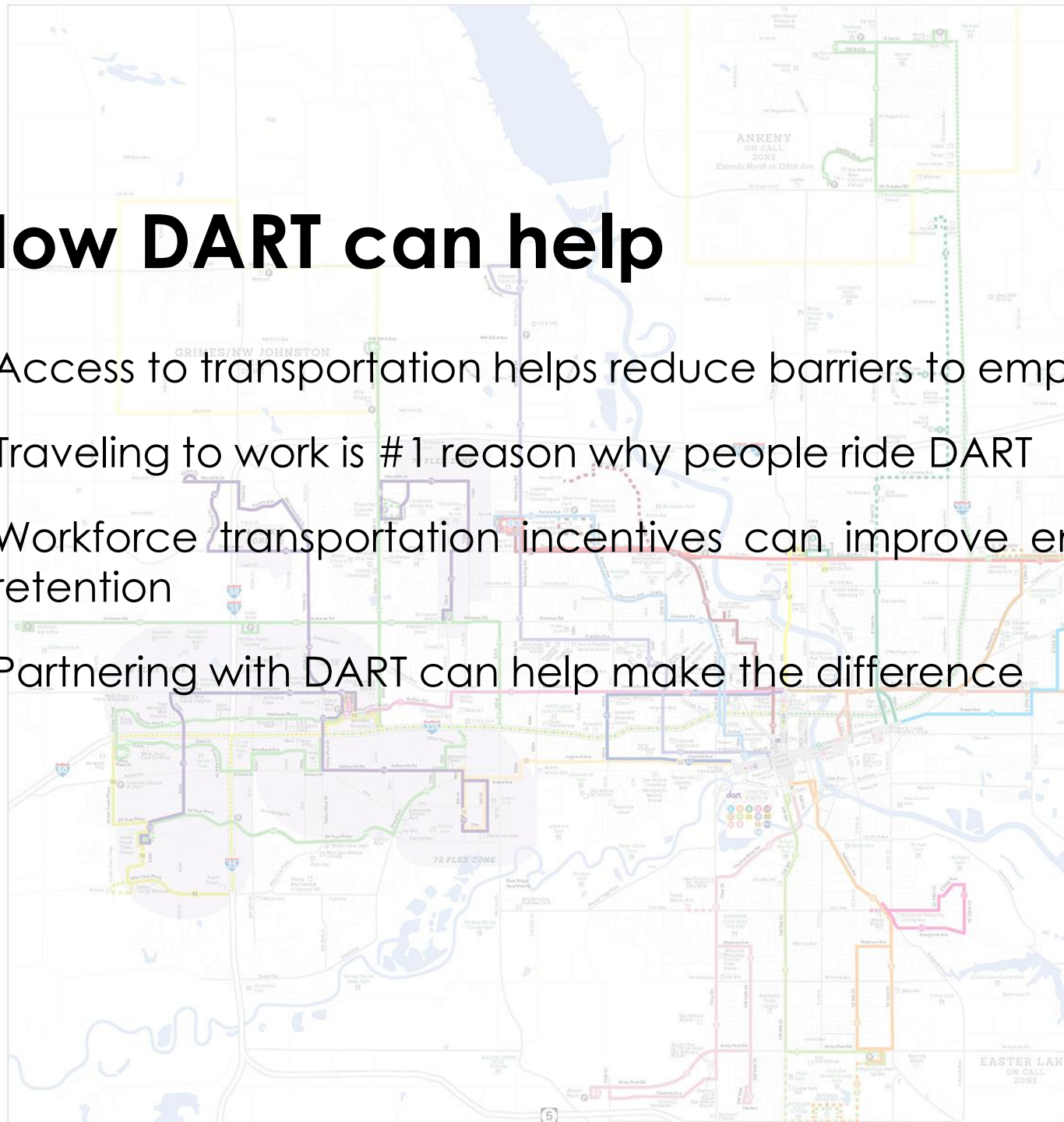
Prepared for: Catch Des Moines General Managers

By: Des Moines Area Regional Transit Authority

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How DART can help

- ▶ Access to transportation helps reduce barriers to employment
- ▶ Traveling to work is #1 reason why people ride DART
- ▶ Workforce transportation incentives can improve employee attraction and retention
- ▶ Partnering with DART can help make the difference



Employer-sponsored transportation benefits

- ▶ Option 1: Employer Support Program

- ▶ Employer purchases an allotment of bus passes each month and distributes them to employees. Employer only pays DART for passes used.
- ▶ Cost: \$58 bus pass/month/employee to have access to all DART bus routes.
- ▶ Employer can subsidize all or part of the per-pass cost for employees.

- ▶ Option 2: Unlimited Access Program

- ▶ Employer contracts with DART and pays an annual fee for all employees to ride the bus for free by showing employer ID badge when boarding the bus.
- ▶ Cost: varies based on size of workforce and proximity to DART bus routes.



Employer-sponsored transportation benefits

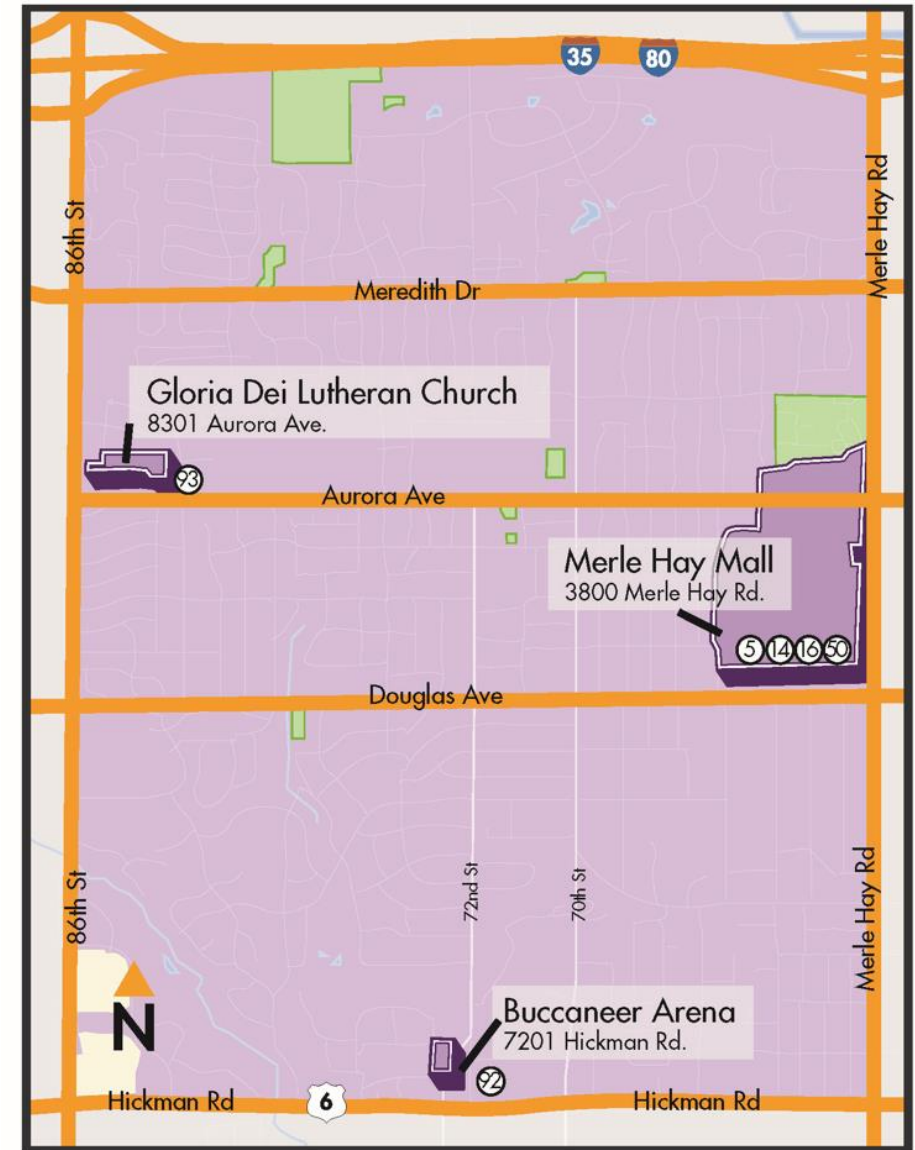
▶ Option 3: RideShare Program

- ▷ Commuter vanpooling program for groups of 5-12 employees with similar travel patterns and schedules.
- ▷ Vehicle, insurance, maintenance and fuel provided by DART.
- ▷ Employers can subsidize all or part of out-of-pocket expense as workforce incentive to participate.
- ▷ Cost/van based on number of passengers and round trip daily mileage.
 - 4-passenger vanpool traveling less than 30 miles/day = \$84/passenger
- ▷ **Bonus perk:** vanpool passengers also receive free, unlimited access bus pass for all DART bus routes.



New! DART Flex Connect

- ▶ On-demand service connects riders in the Flex Connect zone to DART bus routes.
- ▶ Riders in the zone can book an **Uber** or **YellowCabCo.** to take them to and from one of three transfer points: Gloria Dei Park & Ride, Buccaneer Arena Park & Ride or Merle Hay Mall.
- ▶ Flex Connect operates Monday – Friday, from 5:30 a.m. – 6:30 p.m.
- ▶ Flex Connect is a free one-year pilot program



Uber



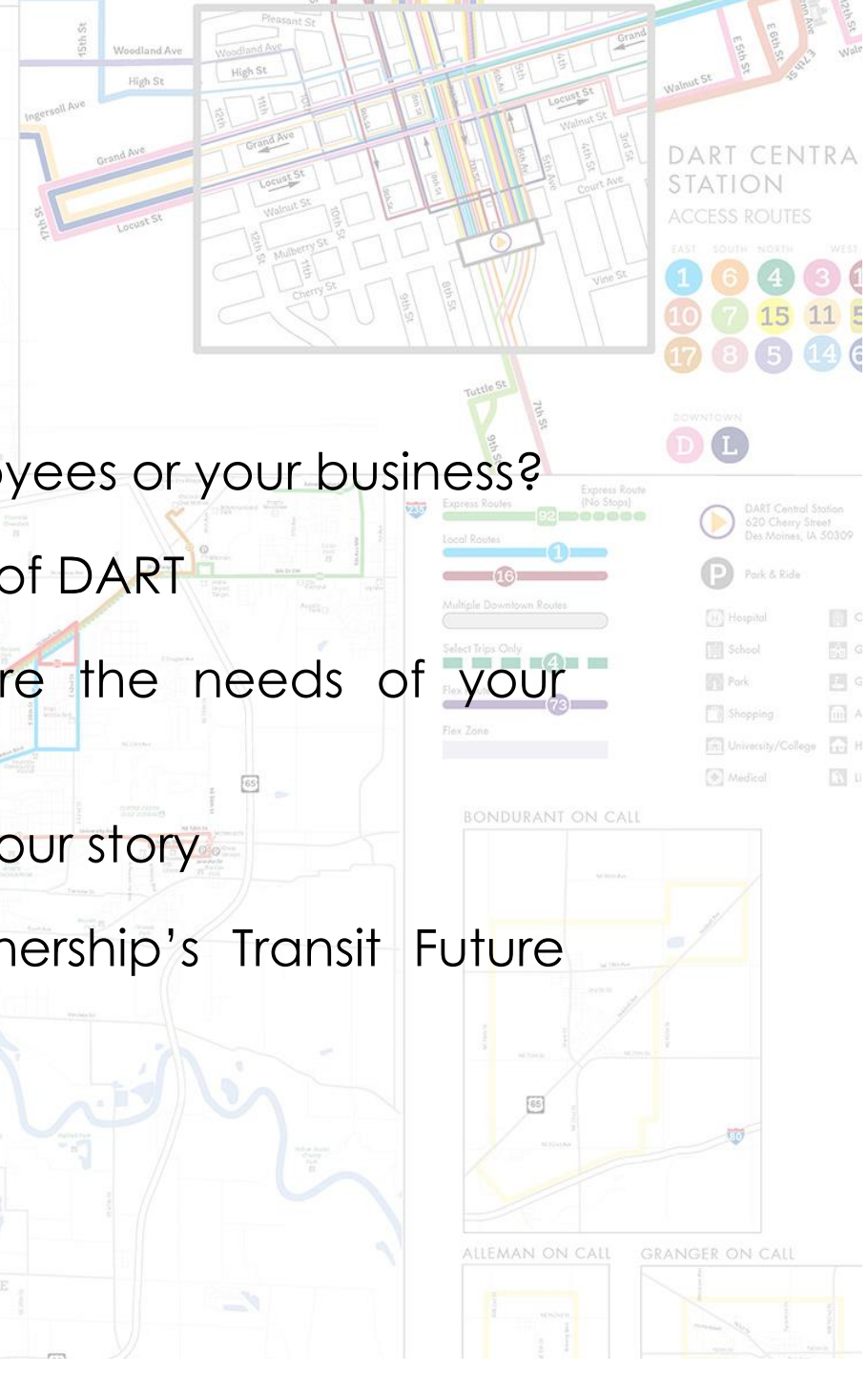
Other ways DART can help

- ▶ Job fair promotions
- ▶ On-site rider training workshops
- ▶ Customized trip-planning assistance for employees
- ▶ Bus advertising opportunities
- ▶ Route maps and brochures



How you can help

- ▶ Is access to transportation a barrier for your employees or your business?
 - ▷ Offer a workforce incentive to encourage use of DART
 - ▷ Engage your City Council members to share the needs of your workforce and business
 - ▷ Attend a DART Commission meeting to share your story
 - ▷ Participate in the Greater Des Moines Partnership's Transit Future Workgroup with other business stakeholders



Contact DART to learn more

- ▶ Matthew Harris, Business & Community Partnerships Manager
 - ▷ mharris@ridedart.com
 - ▷ 515-246-2522

