

Phase 1 Survey Results

Reimagine DART

MAY 2025

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The logo for DART, featuring the word "dart" in a bold, lowercase, purple sans-serif font.

Survey Results Summary

In the first phase of Reimagine DART, the public was asked what they think the goals for public transit in Greater Des Moines should be. The survey received **1,378 total responses**.

Ridership vs Coverage

How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

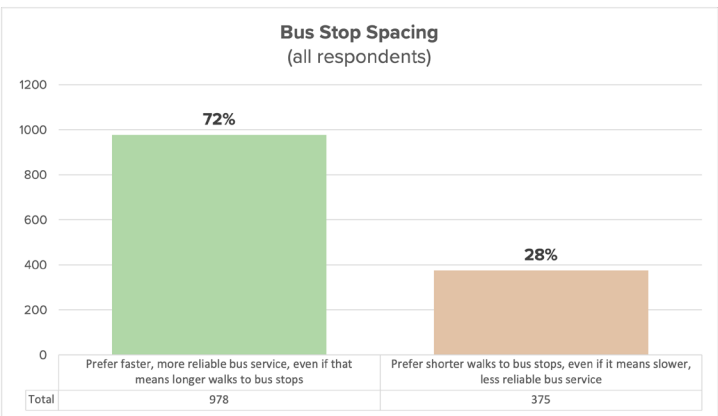
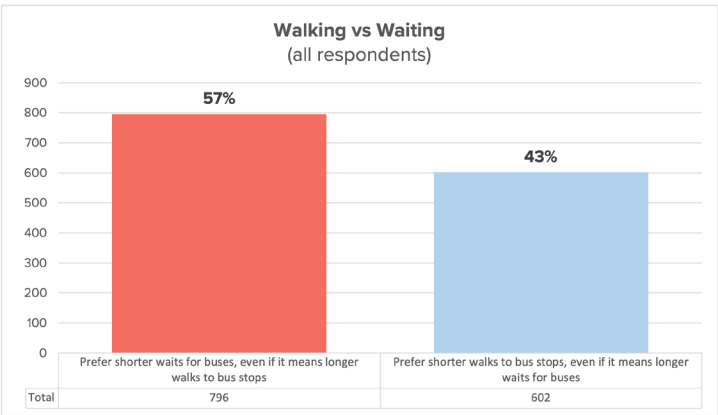
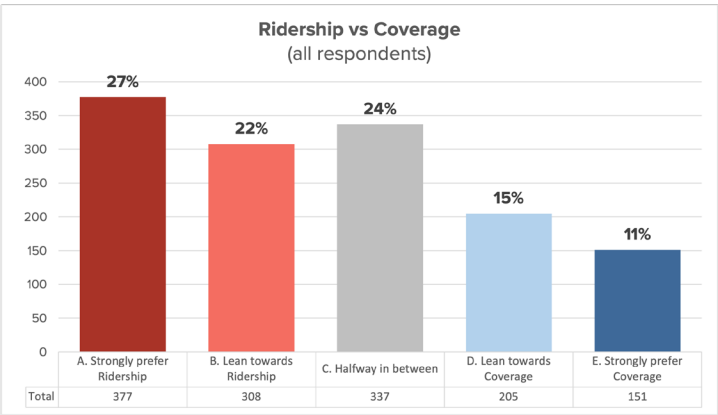
When asked what they prefer between Ridership and Coverage, survey respondents said, on average, that they lean towards Ridership. A total of 49% of respondents said they prefer Ridership, 26% prefer Coverage, and 24% were in the middle.

Walking vs Waiting

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Survey respondents expressed a preference for waiting less time for a bus—57% of respondents prefer shorter waits for buses, even if it means longer walks to bus stops.

Bus Stop Spacing

There is also a trade-off between bus stop spacing and bus speeds. If a bus needs to stop more often, it travels slower. The survey asked respondents what they prefer. Respondents expressed a strong preference for wider stop spacing—72% prefer faster, more reliable bus service, even if that means longer walks to bus stops.



Who took the survey?

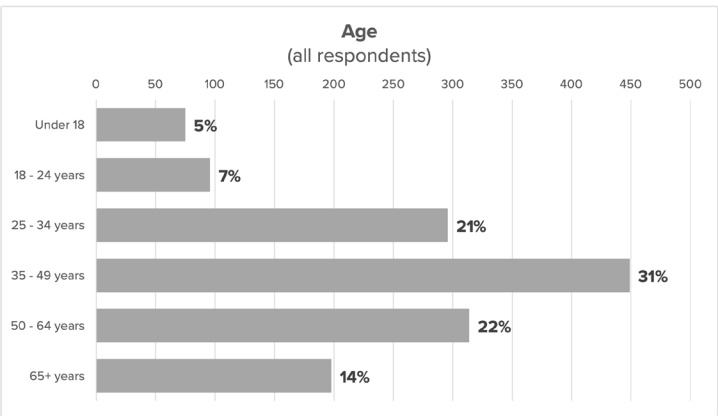
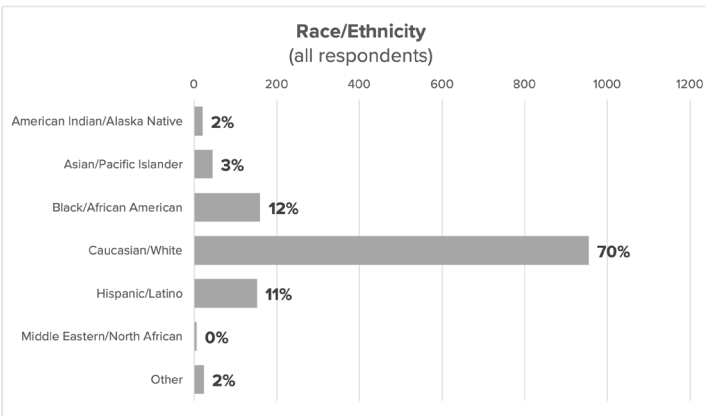
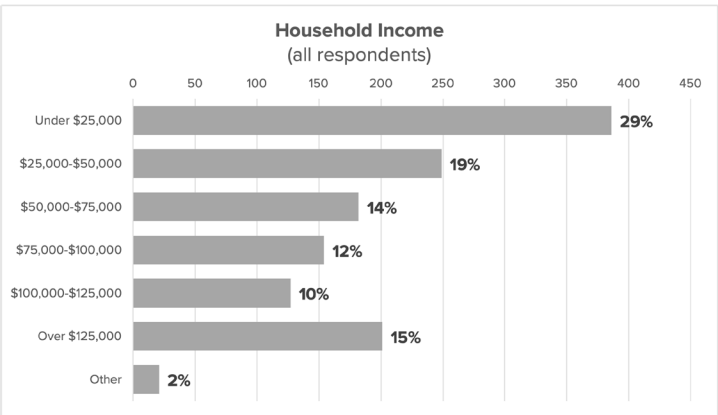
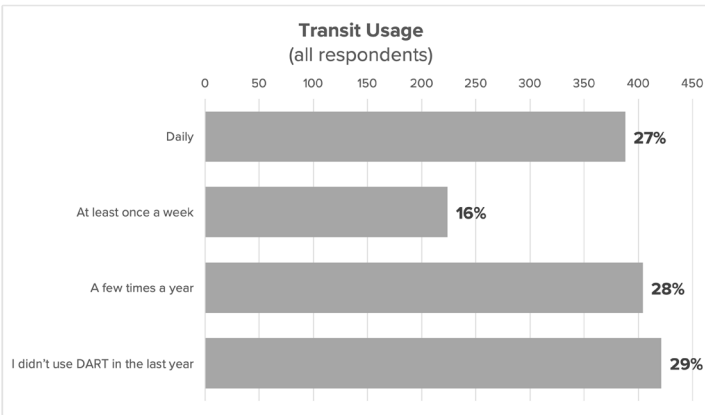
To ensure the community was thoroughly represented, respondents were asked some questions about themselves.

Transit Usage

Out of all survey respondents, 71% were transit riders and 29% were non-riders. It’s essential to know what riders value, but it’s also important to hear from non-riders.

Household Income

The survey received responses from people in various income levels. The largest single group was residents living in households that make \$25,000 a year or less.



Transit Usage

In addition to knowing how many transit riders took the survey, we can compare the preference of transit riders and non-riders when asked to choose between Ridership and Coverage.

Regular Transit Riders

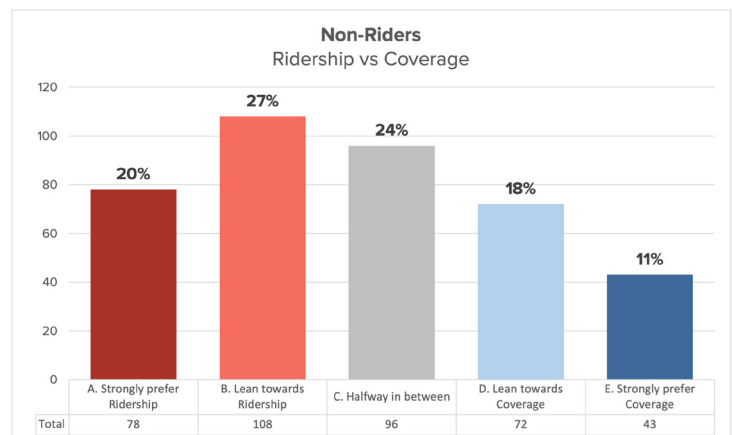
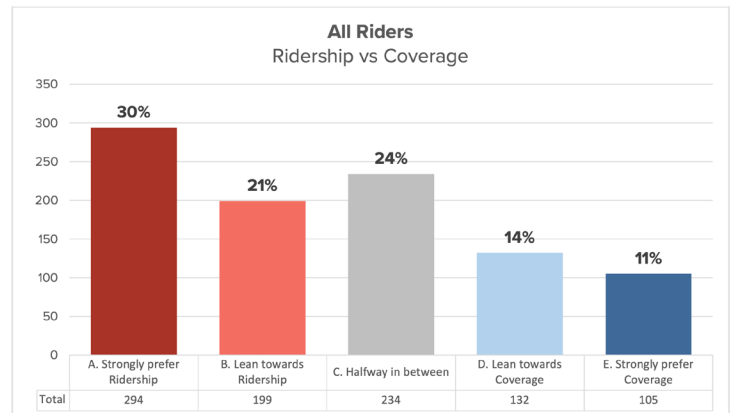
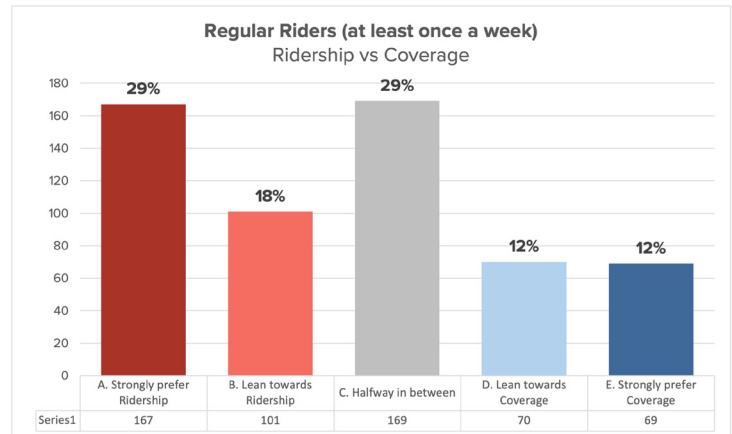
People who take the bus regularly (at least once a week) showed a strong preference towards Ridership. 47% of respondents said they prefer Ridership, while 24% said they prefer Coverage. That's almost twice as many people expressing a preference for Ridership.

All Riders

If we look at all transit riders, we see a similar preference. All riders includes anyone who responded that they use transit at least a few times a year. 30% of all transit riders strongly prefer Ridership over Coverage. This suggests that transit riders are more concerned with frequency and access to opportunity than reaching many places geographically.

Non-Riders

People who don't ride transit, on average, expressed a preference closer to the middle, but still leaned towards Ridership. 47% prefer Ridership, but more of them reported that they only "lean towards Ridership."



Income Levels

A common goal for transit is to provide service to low-income residents, so it's useful to see how respondents of different income levels answered the survey.

Low-Income (Under \$25k)

Residents who live in households with incomes under \$25k per year responded with a preference for Ridership. 44% of those residents said they prefer Ridership while 23% said Coverage.

Medium-Low-Income (\$25k-\$75k)

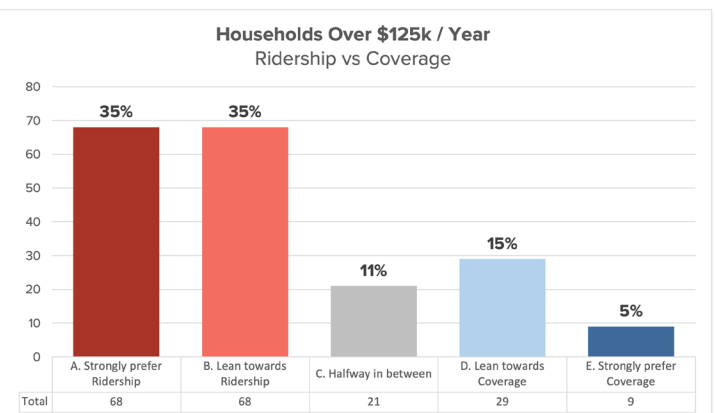
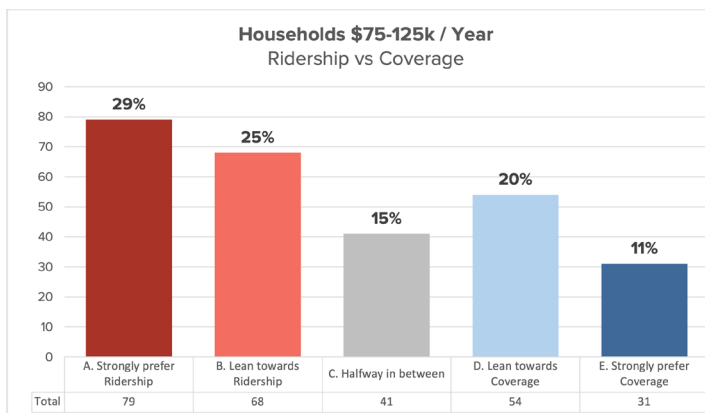
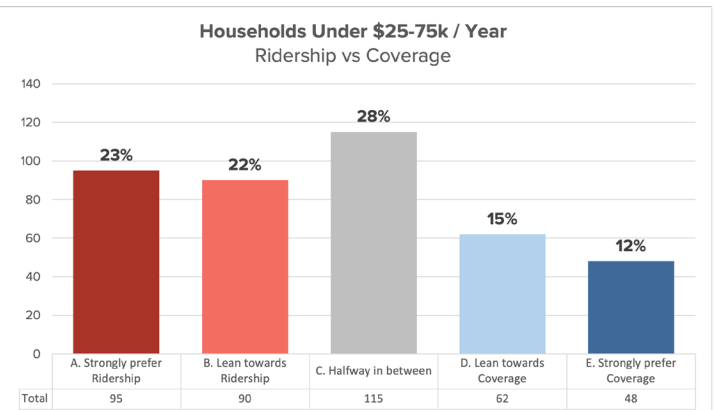
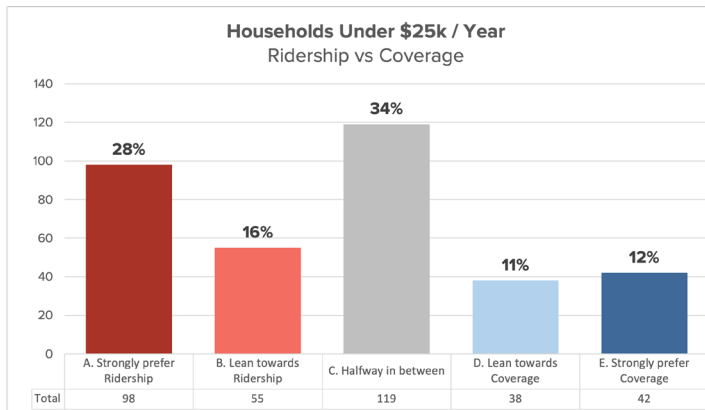
Residents in households that earn between \$25k and \$75k expressed a preference towards Ridership.

Medium-High-Income (\$75k-\$125k)

Residents in households that earn between \$75k and \$125k expressed a similar preference towards Ridership.

High-Income (Over \$125k)

The highest income group expressed a very strong preference towards Ridership. 70% of all high-income residents said they prefer Ridership over Coverage, and only 5% strongly prefer Coverage.



Race/Ethnicity

Race or ethnicity does not alone tell us enough about a person's need or likelihood to use transit. However, avoiding placing disproportionate burdens on people of color is essential to the transit planning process. Transit agencies are also required by Title VI of the Civil Rights Act of 1964 to ensure the services they provide do not discriminate on the basis of race, color or national origin.

Caucasian/White

White respondents expressed a strong preference towards Ridership with about double the number of people saying they prefer Ridership than those who prefer Coverage.

Black/African American

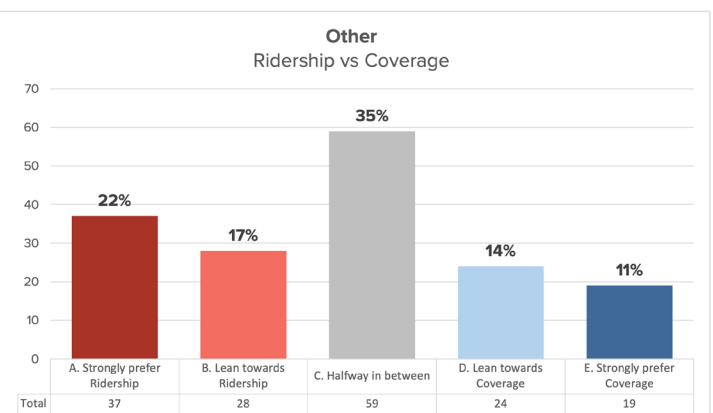
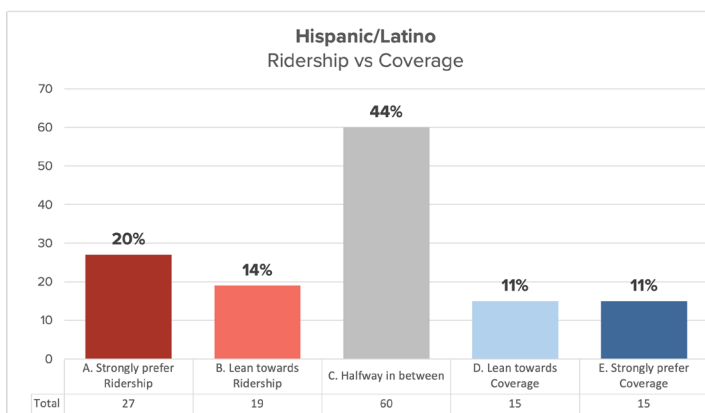
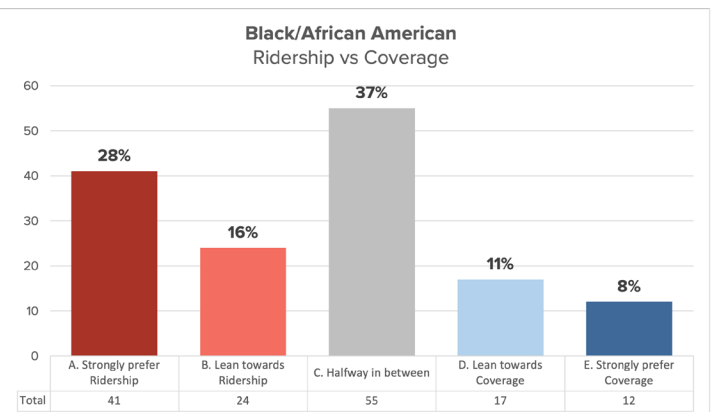
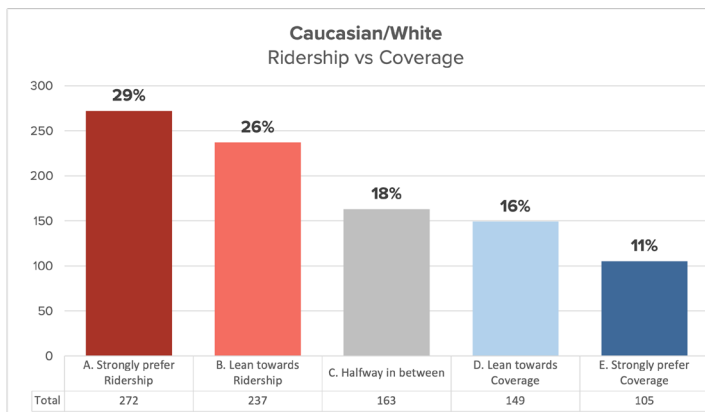
Black residents responded with a strong preference towards Ridership. 44% chose Ridership while 19% chose Coverage.

Hispanic/Latino

Latino residents responded with a lean towards Ridership, but with 44% of total responses "halfway in between."

Other races/ethnicities

Since other groups had a smaller number of respondents, they were grouped together for this breakdown. Overall, they preferred Ridership, like other racial groups but were, on average, close to the middle.

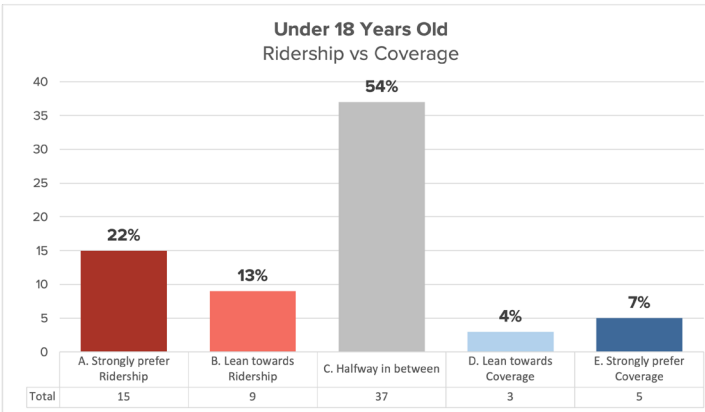


Age Groups

Different age groups have different mobility needs, so it's informative to learn what they prefer between Ridership and Coverage.

Under 18 Years Old

Young residents, under 18 years of age, responded close to the middle, on average. Although they still lean towards Ridership, they are the age group closest to the middle. Since young people often have more time in their day, they may be less sensitive to frequency than other age groups.

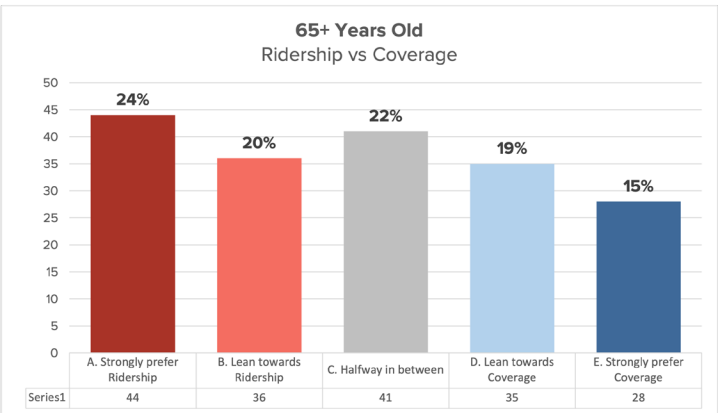
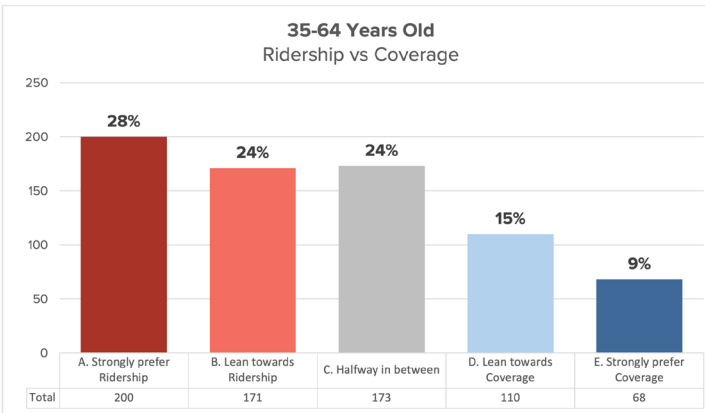
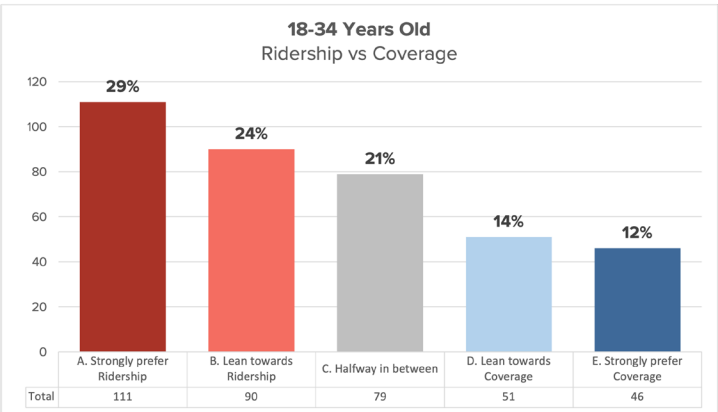


18-64 Years Old

Residents between 18 and 64 years old expressed a similar preference for Ridership. This is likely because, as working age adults, they don't have a lot of time in their day to spend traveling, so they value frequency.

65+ Years Old

Senior residents showed a more even distribution among the responses, but they still preferred Ridership like most respondents. 44% said they prefer Ridership, and 34% prefer Coverage.



Open-Ended Comments

In addition to the multiple choice questions, the survey also gave respondents the opportunity to answer a few open-ended questions about the Concepts. Here is a summary of common themes.

Ideas Liked in the Ridership Concept

1. Increased Frequency and Reduced Wait Times
 - Most dominant theme with almost 400 mentions of frequent routes, or shorter waiting times
 - Focus on predictable, high-frequency service in busy corridors
2. Prioritizing Increasing Ridership
3. Expanded Span, Better Weekend Service
 - Several respondents (40) mentioned improved span and better weekend service
4. Access to key destinations:
 - Schools/Jobs (39)
 - Airport (20)

Ideas Disliked in the Ridership Concept

1. Reduced Coverage (214)
 - Concerns about neighborhoods losing service to jobs, schools, medical centers
2. Longer Walks to Stops (48)
 - Concerns about accessibility for those with mobility limitations
3. Lack of Express Route Options (11)
4. Lack of Microtransit Options (10)
5. Limited Suburban Service
 - West Des Moines, Jordan Creek area mentioned as needing better coverage

Ideas Liked in the Coverage Concept

1. More Areas with Service
 - Most popular theme with almost 300 mentions of "coverage," "access," "more routes"
 - Appreciation for reaching more neighborhoods and areas
 - Ensuring underserved areas and populations have transit access
 - Service to suburbs seen as important
2. Shorter Walks to Service (40)
 - Convenience of having stops closer to origins/destinations
3. Microtransit Zones (65)
 - Flexibility and on-demand aspects appealing

Ideas Disliked in the Coverage Concept

1. Longer Wait Times (260)
 - Hourly service seen as inadequate frequency on major corridors
 - Not useful for daily commute trips
2. Decrease in Ridership (35)
 - Reduces attractiveness of transit, could lead to reduced ridership
3. Microtransit Concerns (65)
 - Questions about reliability, usefulness, and implementation
 - Worries about scheduling, boundaries, transferring to fixed routes, and costs
4. Not Enough Coverage (45)
 - Mentioned a lack of coverage and missing destinations in outer areas

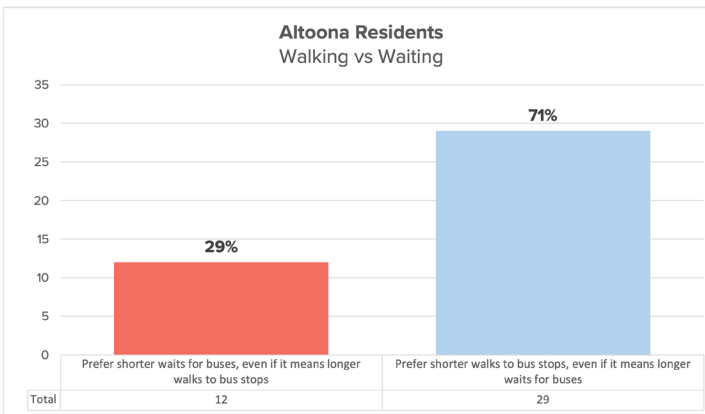
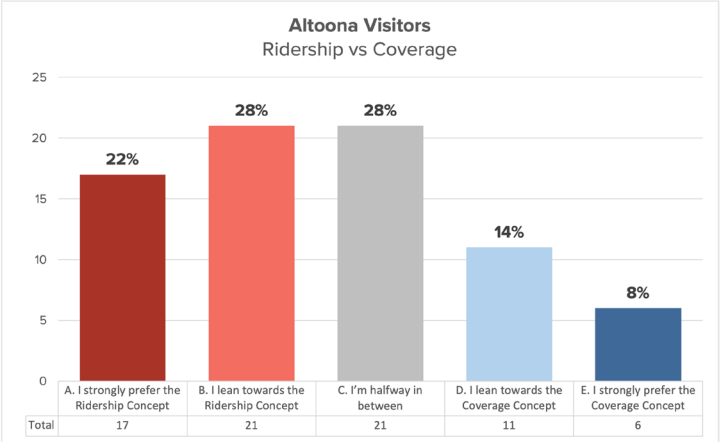
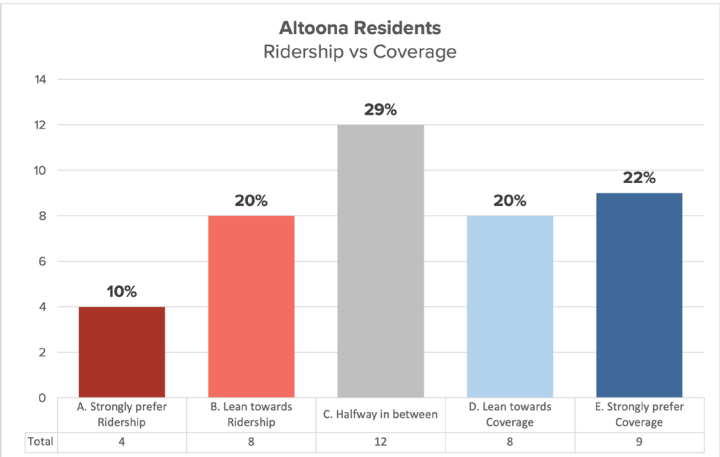
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Altoona**, the survey received responses from:

- **43 Residents**, and
- **81 Visitors** (people traveling into Altoona from another nearby community)

RIDERSHIP VS COVERAGE

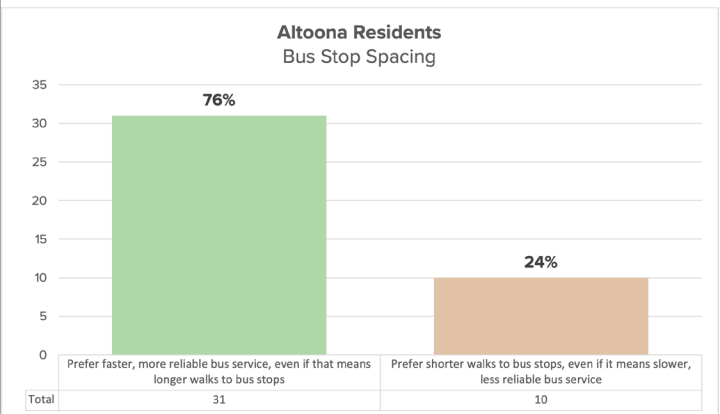
How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

When asked what they prefer between Ridership and Coverage, Altoona residents responded with a preference towards Coverage. Altoona visitors responded with a preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Altoona residents expressed a strong preference for shorter walks. 71% of respondents said they prefer a shorter walk to a bus stop, even if it means a longer wait for a bus.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Altoona residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 76% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

Ankeny

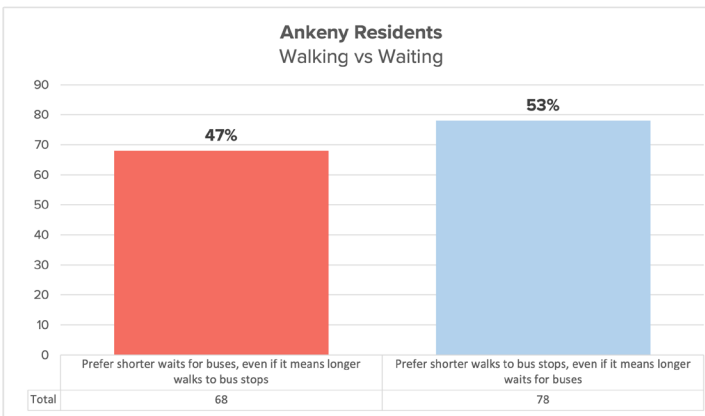
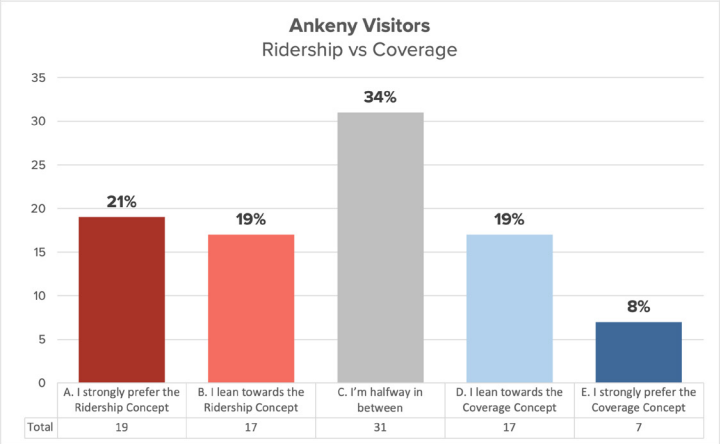
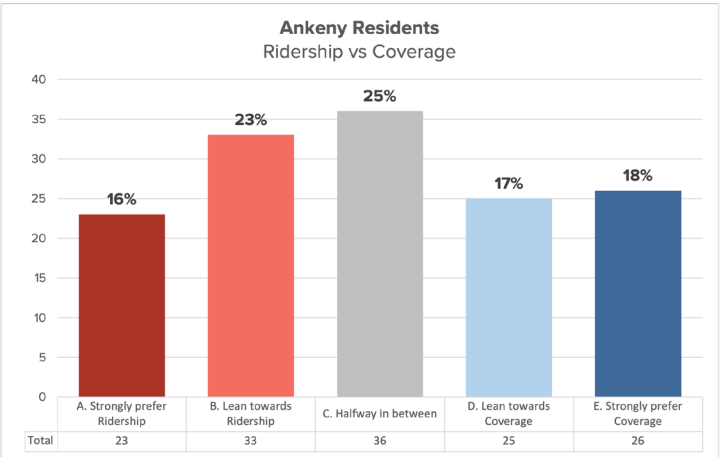
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Ankeny**, the survey got responses from:

- **154 Residents**, and
- **93 Visitors** (people traveling into Ankeny from another nearby community).

RIDERSHIP VS COVERAGE

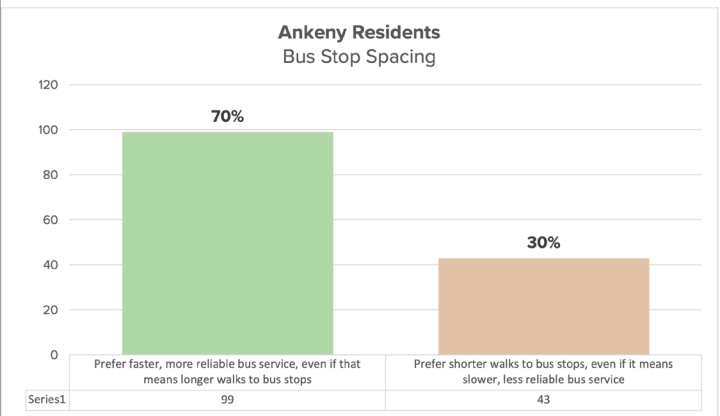
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When asked what they prefer between Ridership and Coverage, Ankeny residents and visitors responded close to the middle with a slight preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Ankeny residents expressed a slight preference for shorter walks. 53% of respondents said they prefer a shorter walk to a bus stop, even if it means a longer wait for a bus.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Ankeny residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 70% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

Bondurant

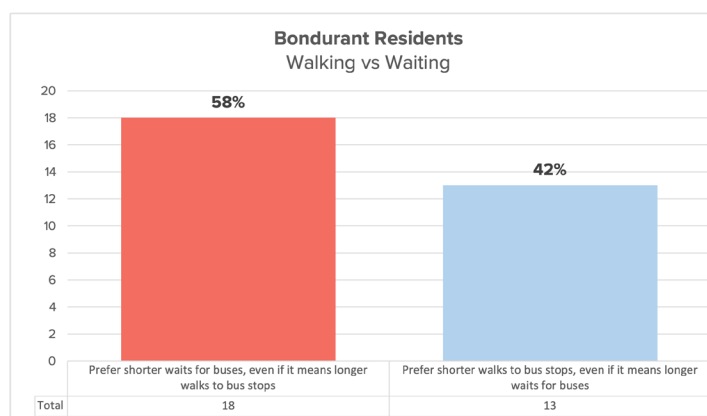
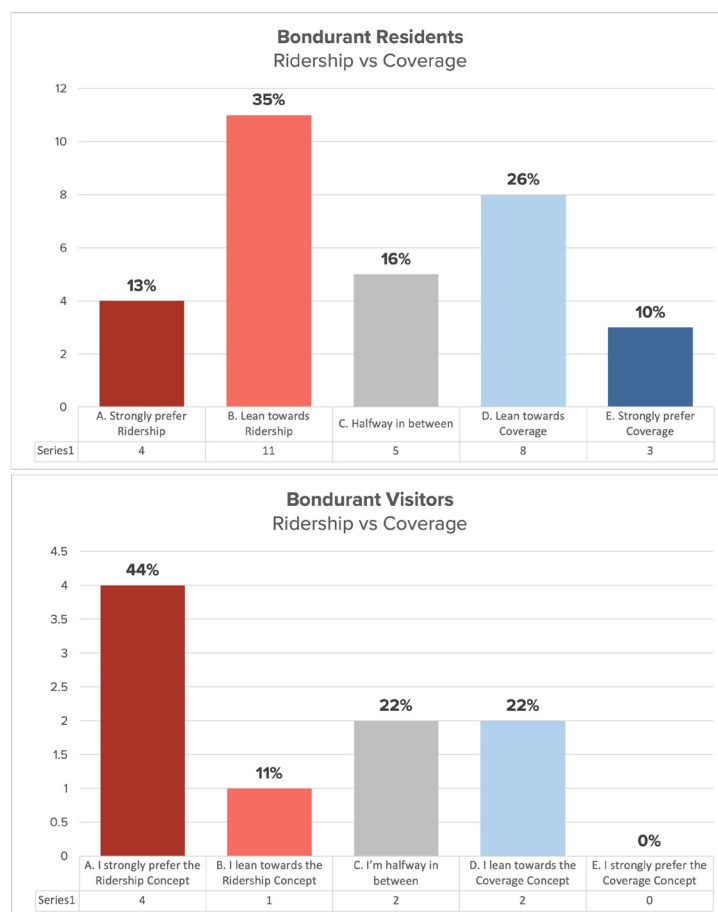
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Bondurant**, the survey got responses from:

- **31 Residents**, and
- **10 Visitors** (people traveling into Bondurant from another nearby community).

RIDERSHIP VS COVERAGE

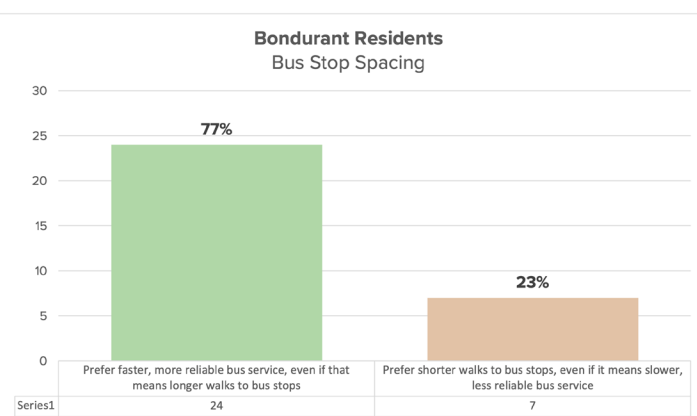
How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

When asked what they prefer between Ridership and Coverage, Bondurant residents and visitors responded with a preference towards Ridership. Note that there were 10 total responses from Bondurant visitors.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Bondurant residents expressed a preference for shorter waits. 58% of respondents said they prefer shorter waits for buses, even if it means longer walks to bus stops.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Bondurant residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 77% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

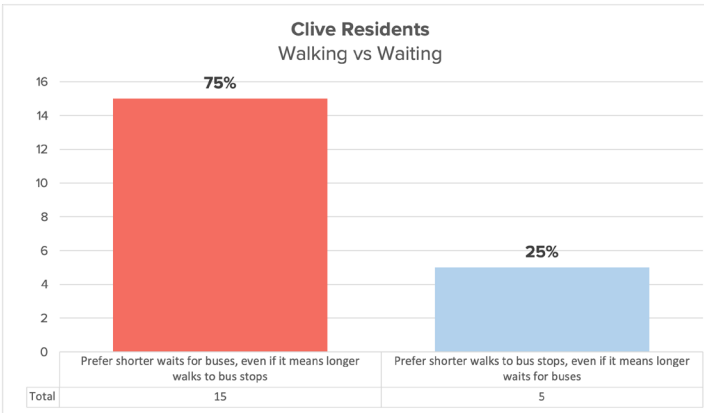
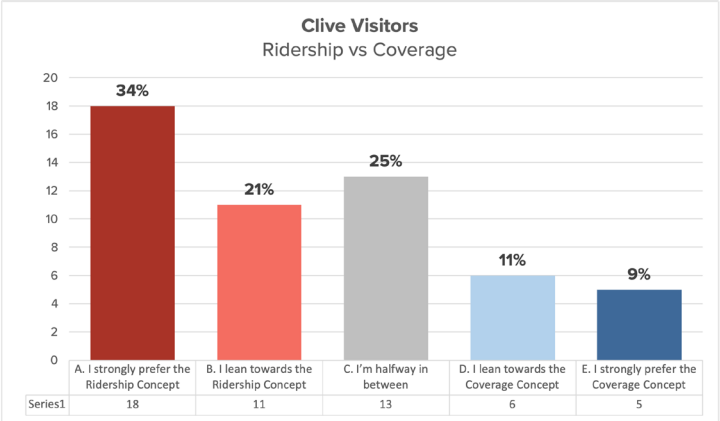
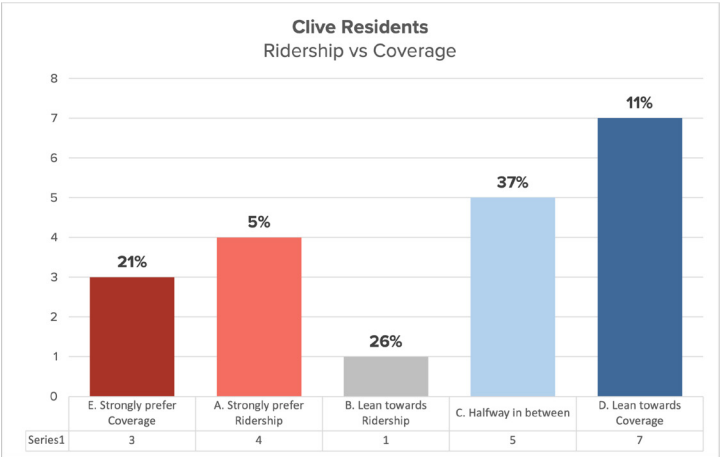
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Clive**, the survey got responses from:

- **20 Residents**, and
- **55 Visitors** (people traveling into Clive from another nearby community).

RIDERSHIP VS COVERAGE

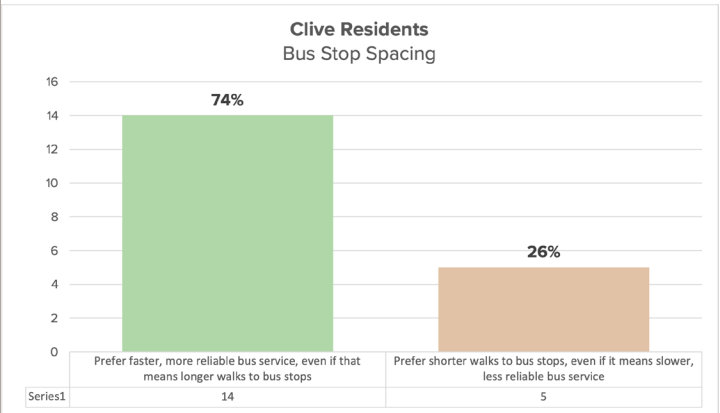
How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

When asked what they prefer between Ridership and Coverage, Clive residents responded with a preference towards Coverage. Note that there were 20 total responses from Clive residents. Clive visitors responded with a preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Clive residents expressed a strong preference for shorter waits. 75% of respondents said they prefer shorter waits for buses, even if it means longer walks to bus stops.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Clive residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 74% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

Des Moines

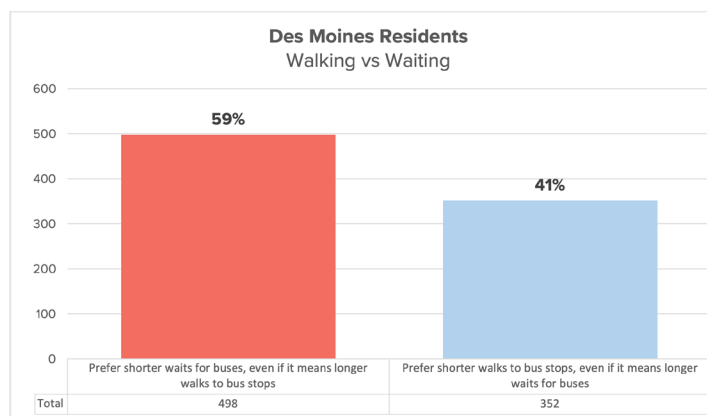
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Des Moines**, the survey got responses from:

- **898 Residents**, and
- **304 Visitors** (people traveling into Des Moines from another nearby community).

RIDERSHIP VS COVERAGE

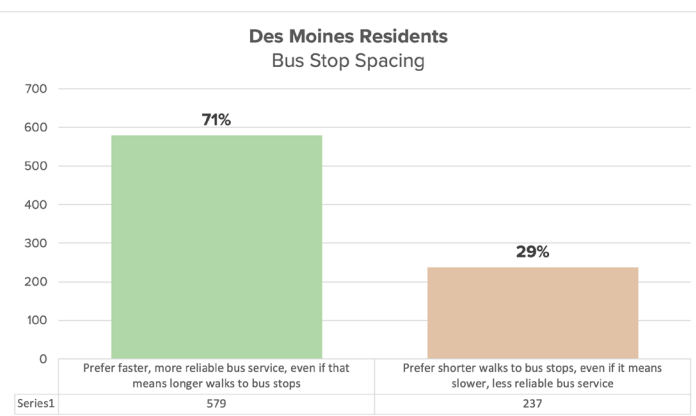
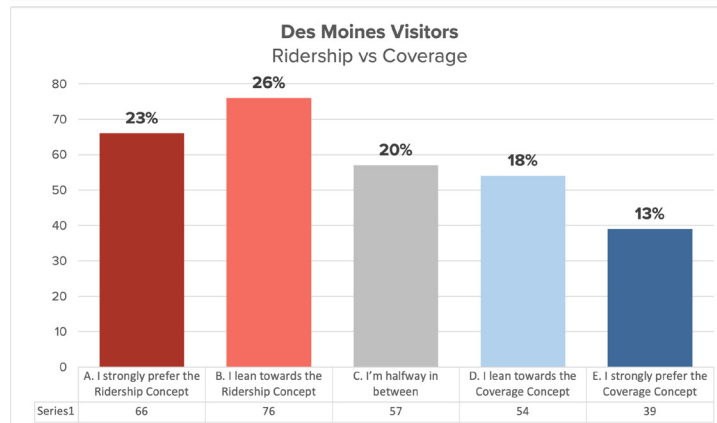
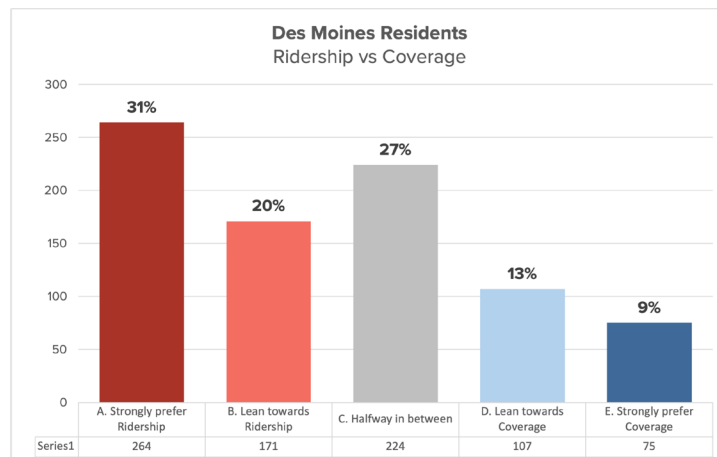
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When asked what they prefer between Ridership and Coverage, Des Moines residents responded with a strong preference towards Ridership. Des Moines visitors responded closer to the middle but still with a preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Des Moines residents expressed a preference for shorter waits. 59% of respondents said they prefer shorter waits for buses, even if it means longer walks to bus stops.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Des Moines residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 77% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

Johnston

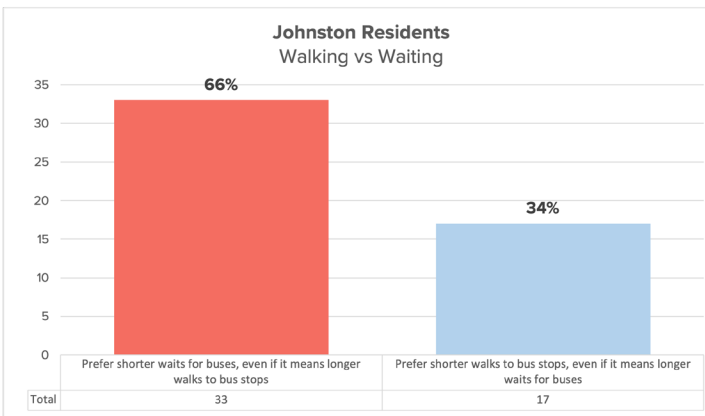
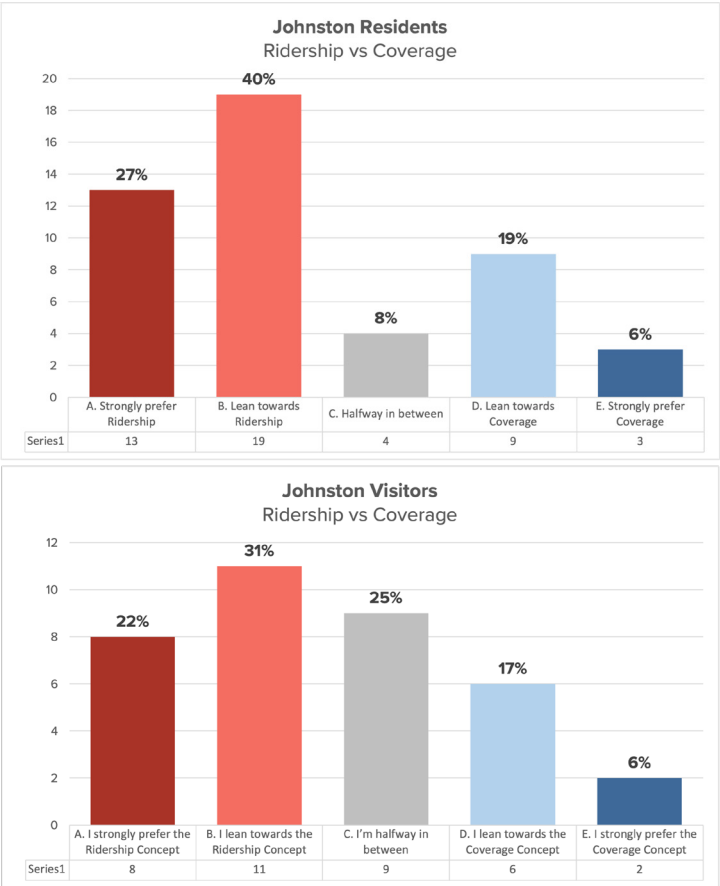
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Johnston**, the survey got responses from:

- **50 Residents**, and
- **38 Visitors** (people traveling into Johnston from another nearby community).

RIDERSHIP VS COVERAGE

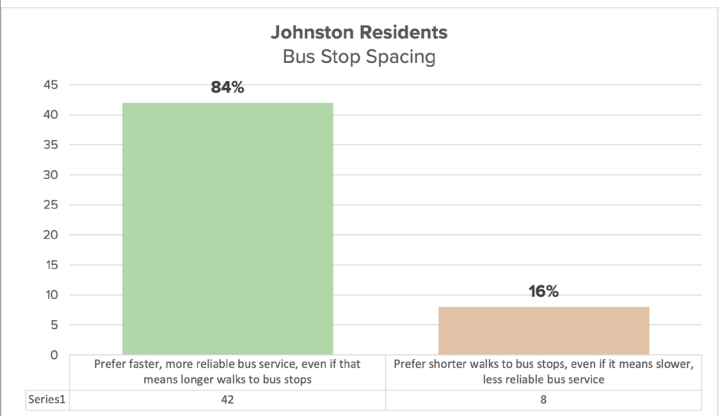
How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

When asked what they prefer between Ridership and Coverage, Johnston residents and visitors responded with a strong preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Johnston residents expressed a strong preference for shorter waits. 66% of respondents said they prefer shorter waits for buses, even if it means longer walks to bus stops.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Johnston residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 84% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

Urbandale

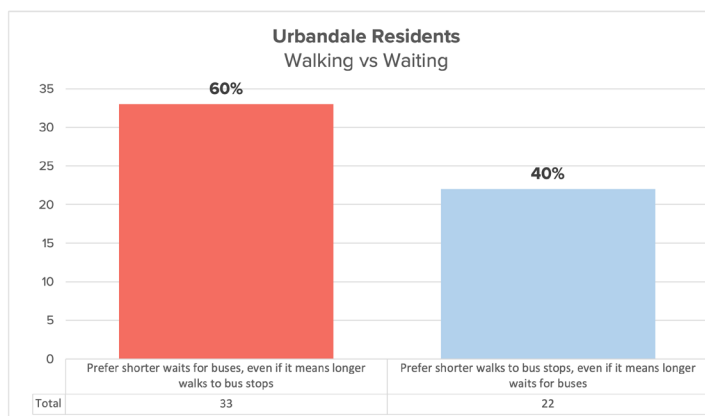
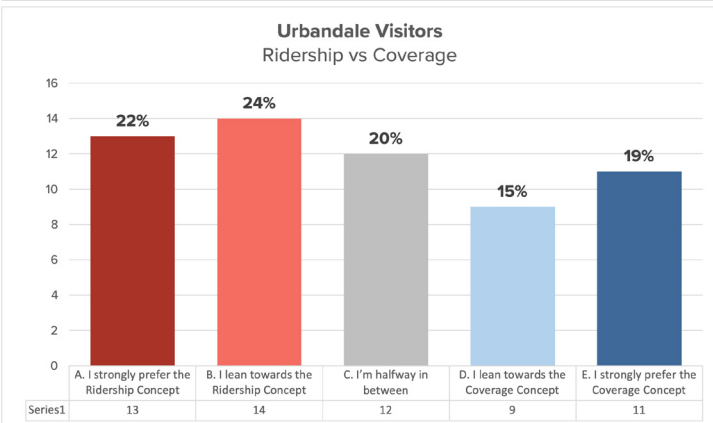
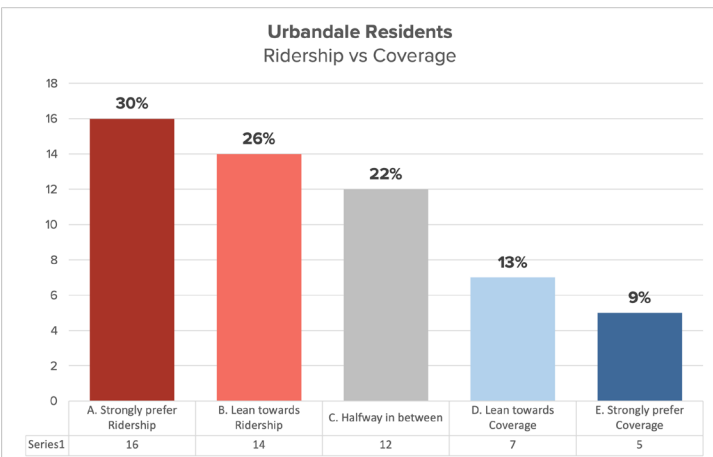
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Urbandale**, the survey got responses from:

- **56 Residents**, and
- **60 Visitors** (people traveling into Urbandale from another nearby community).

RIDERSHIP VS COVERAGE

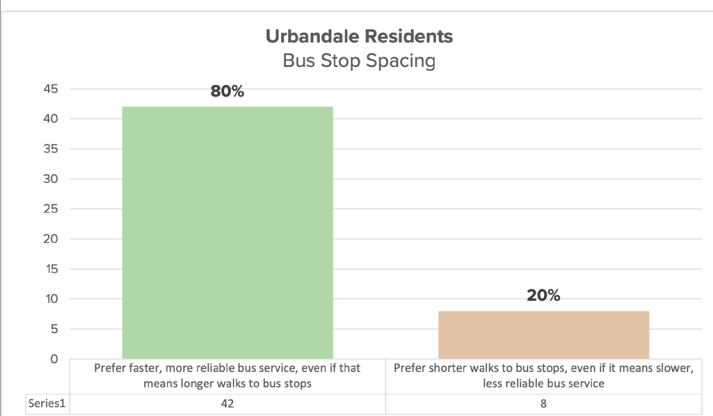
How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

When asked what they prefer between Ridership and Coverage, Urbandale residents responded with a strong preference towards Ridership. Urbandale visitors responded closer to the middle but still with a preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Urbandale residents expressed a preference for shorter waits. 60% of respondents said they prefer shorter waits for buses, even if it means longer walks to bus stops.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Urbandale residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 80% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

West Des Moines

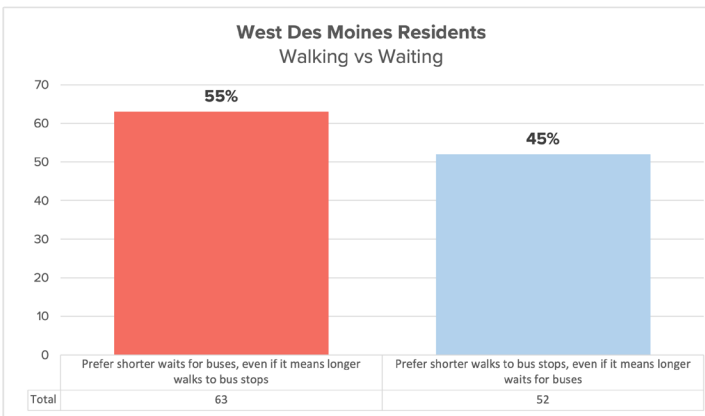
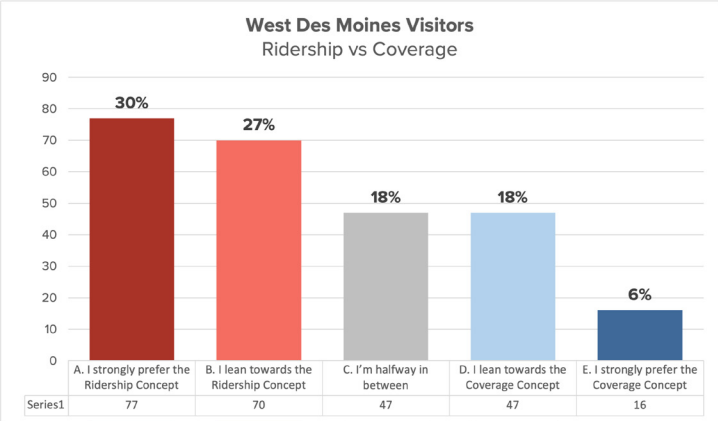
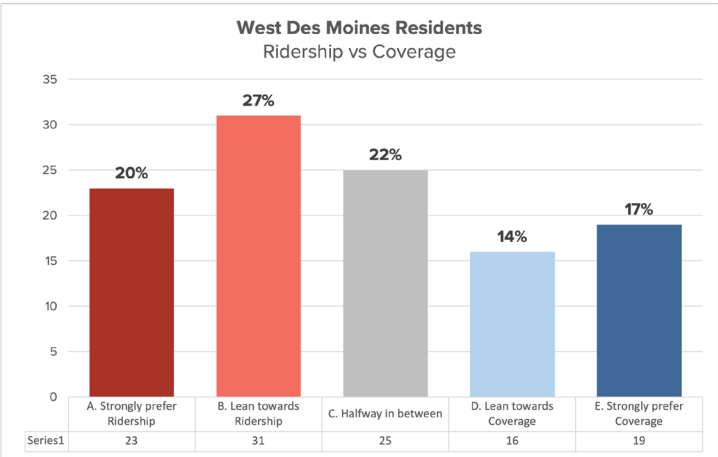
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **West Des Moines**, the survey got responses from:

- **118 Residents**, and
- **267 Visitors** (people traveling into West Des Moines from another nearby community).

RIDERSHIP VS COVERAGE

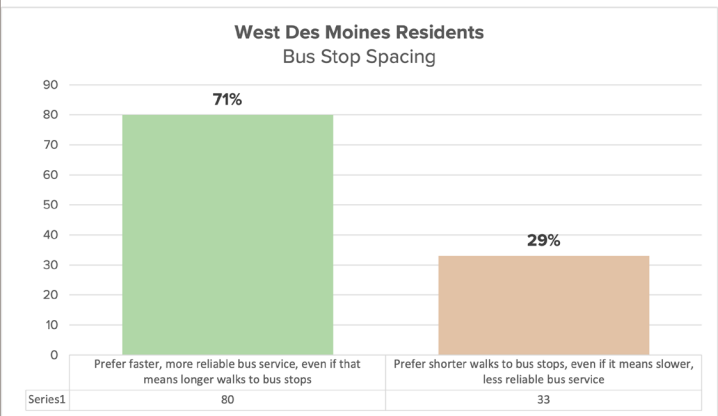
How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

When asked what they prefer between Ridership and Coverage, West Des Moines residents responded with a preference towards Ridership. West Des Moines visitors responded with a strong preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. West Des Moines residents expressed a slight preference for shorter waits. 55% of respondents said they prefer shorter waits for buses, even if it means longer walks to bus stops.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. West Des Moines residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 71% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.

Windsor Heights

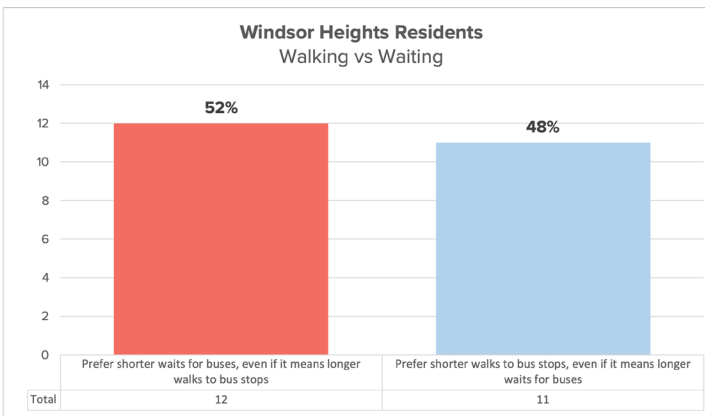
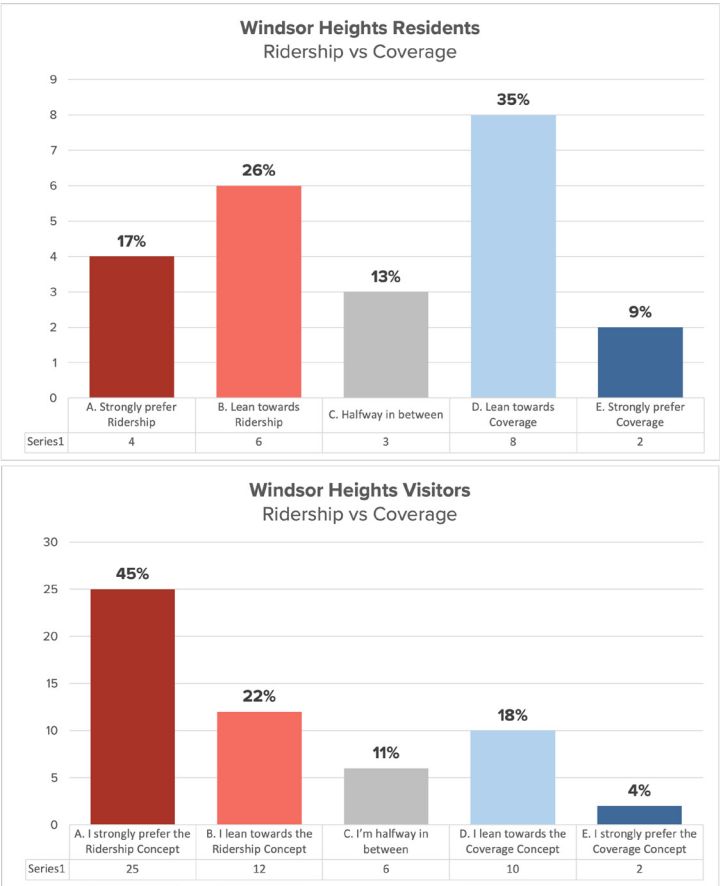
In the first phase of Reimagine DART, the public was asked what they think the goals for public transit should be. Specifically for **Windsor Heights**, the survey got responses from:

- **23 Residents**, and
- **58 Visitors** (people traveling into Windsor Heights from another nearby community).

RIDERSHIP VS COVERAGE

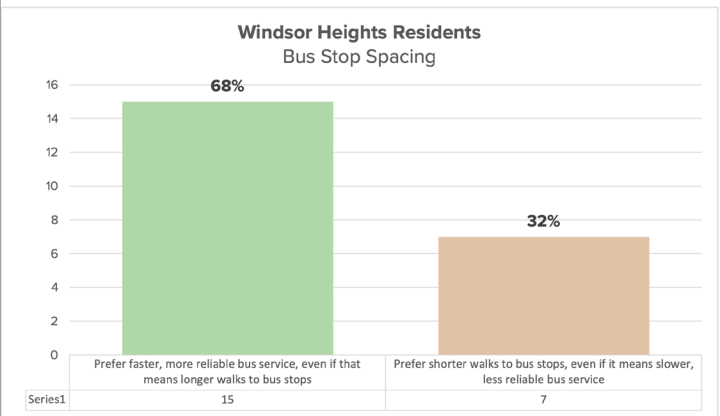
How we design a transit network depends on our goal. If our goal is to get lots of people to ride the bus (**high ridership**), we would run frequent service where there are lots of people and jobs close together. If our goal is to reach as many places as possible (**high coverage**), we would spread out our bus service.

When asked what they prefer between Ridership and Coverage, Windsor Heights residents responded with a preference towards Coverage. Note that there were 23 total responses from residents. Windsor Heights visitors responded with a strong preference towards Ridership.



WALKING VS WAITING

Similar to Ridership vs Coverage, there is a trade-off between the time you wait for a bus and the distance you walk to a bus stop. Windsor Heights residents expressed a slight preference for shorter waits. 52% of respondents said they prefer shorter waits for buses, even if it means longer walks to bus stops.



BUS STOP SPACING

There is a trade-off between bus stop spacing and bus speeds. The survey asked respondents what they prefer. Windsor Heights residents, similar to all residents region-wide, expressed a strong preference for wider stop spacing. 68% responded that they prefer faster, more reliable bus service even if that means longer walks to bus stops.