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DART to launch mobile ticketing app, MyDART, Oct. 16 **Media conference to be held at 9:30 a.m., Oct. 16**

Starting Monday, Oct. 16, public transit riders in Greater Des Moines can use their smartphones to pay their bus fare. The MyDART app will allow riders to purchase bus passes on their smartphone they show to the bus operator as they board in place of a printed bus pass or exact cash. The app will be free-to-download and available on iOS and Android.

DART worked with developer, Bytemark, to create the MyDART app. Bytemark CEO and Co-Founder Micah Bergdale is an Urbandale native and will return to central Iowa for a launch event and media conference to be held the morning of Oct. 16. Details are as follows.

WHAT: MyDART App Launch Media Conference

- DART Commission Chair Tom Gayman
- DART Chief Executive Officer Elizabeth Presutti
- Bytemark CEO and Co-Founder Micah Bergdale

WHEN: Monday, Oct. 16, 2017 at 9:30 a.m.; social beginning at 9 a.m. and events at DART Central Station all day from 7:30 a.m. to 6 p.m.

WHERE: DART Central Station, Bus Platform A, 620 Cherry Street, Des Moines, IA

Attendees will have the opportunity to learn more from each representative and ask questions after the remarks. Questions and comments can also be submitted to awanke@ridedart.com.

The Des Moines Area Regional Transit Authority (DART) is the public transportation provider in and around Polk County. DART operates a family of transportation services that connects thousands of people every day to jobs, school, medical appointments, entertainment and more. For more information about DART services, schedules, route changes, or directions to the nearest DART stop, visit the website at ridedart.com or call 515-283-8100.

Bytemark, Inc. has been a leader in providing mobile ticketing technologies to the transit industry for 5 years with the release of the New York Waterway app in January 2012. Bytemark has offices in the USA, Canada, UK, Australia and India and solutions currently deployed in Canada, USA, UK, Poland and the Netherlands.

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