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DART Redoubles Focus on Marketing and Community Partnerships in Hiring New Director

Des Moines native, business owner, and marketing and public relations expert Claire Celsi has been named the new Director of Marketing and Community Partnerships for the rapidly expanding Des Moines Area Regional Transit Authority.

The new position was created by DART's new general manager, Elizabeth Presutti, to help transition the agency for a period of growth. Many projects have been launched to improve public transit throughout Greater Des Moines since DART was created in 2006, including the DART Forward 2035 Plan for expanding transit services, new technologies stage such as an online trip planner and "Bus GPS," and the construction of DART Central Station. Now that the foundation has been laid to build a better transit system, DART will need to redouble its efforts marketing the new and improving services, growing ridership, and fostering strategic partnerships within the community, Presutti said.

"Marketing will be as important as ever as we reintroduce the public to the new and improved DART," Presutti said. "And as we look for innovative ways to continue to expand and grow transit throughout the region, it will be critical that we find new and innovative ways to partner with other businesses and organizations."

Presutti said Celsi is an ideal candidate to fulfill these responsibilities, citing her deep ties in the community and her experience marketing businesses, government entities and nonprofits throughout the region. In addition to her marketing and public relations career, Celsi has sat on the boards of multiple civic organizations and has taught business and public relations at Drake University, her alma mater. Most recently she owned and operated her own business, The Public Relations Project LLC. She began transitioning her responsibilities to DART on Monday, October 10.

The Des Moines Area Regional Transit Authority is the public transportation provider that serves Polk County. DART operates a family of transportation services that makes getting around the Greater Des Moines area easier and more convenient. For more information about DART services, schedules, route changes, or directions to the nearest DART stop, visit our website at www.ridedart.com or call 515.283.8100.