

DART Electric Bus Earned Media

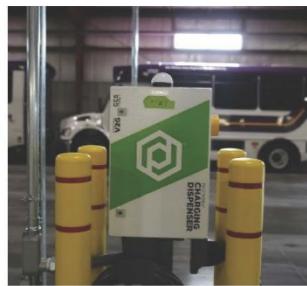
Electric Bus Pilot - Media One Pager



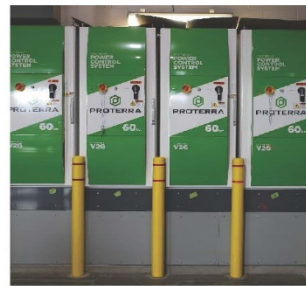
DART is introducing 7 electric buses into its fleet as part of a pilot project to test how the zero emission vehicles will operate in Greater Des Moines. This was made possible thanks to a partnership with MidAmerican Energy Company. The pilot project involves:



Seven electric buses



Depot charging stations



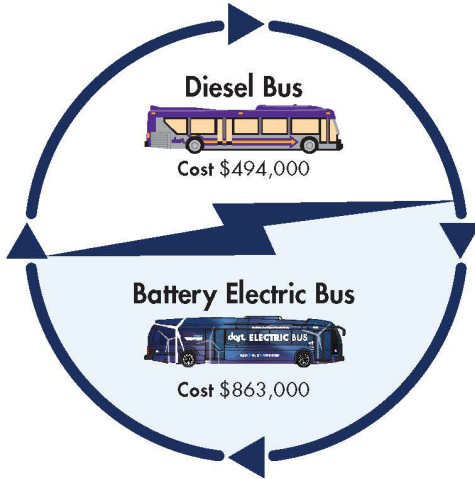
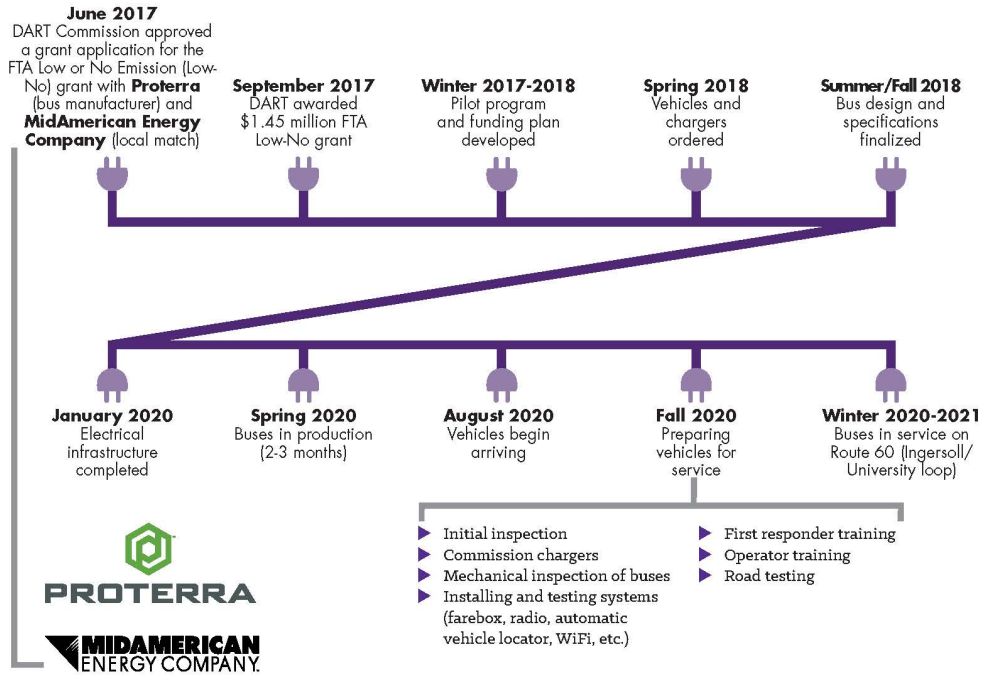
Infrastructure improvements

Environmental Benefits
Zero emissions, saving 230,000 pounds of CO2 emissions per bus each year (equivalent to planting 5,000 trees)
25 MPGe
50% less noise

Financial Benefits
78% reduction in fuel costs
18% reduction in total cost of ownership
Less volatility in energy cost
Reduced maintenance cost



Timeline



Component	Cost
Electrical Infrastructure	\$1,030,000
Vehicles	\$6,041,000
Total	\$7,071,000

Funding Source	Amount	Share
Federal Funding	\$5,322,650	75%
Local Funding (DART & City of Des Moines)	\$934,350	13%
MidAmerican Energy Company	\$814,000	12%
Total	\$7,071,000	100%



DART to roll out first electric buses onto routes late this year - Business Record

1/13/2021

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DART to roll out first electric buses onto routes late this year

BY JOE GARDYASZ, Senior Staff Writer
Friday, February 7, 2020 10:22 AM



Seven electric battery-powered buses that the Des Moines Area Transit Authority has purchased are now being built. The first of the buses is expected to be delivered to Des Moines late this spring, according to DART.

The **electric buses**, which are being manufactured by California-based bus maker Proterra Inc., represent a project that has been more than three years in the making. In September 2017, DART announced it had received a \$1.45 million No or Low Emission (NoLo) grant to help pay for the project, which aims to save energy and reduce greenhouse-gas causing carbon emissions.

Earlier this week, the Des Moines City Council received an update on the project during a quarterly work session. After the buses are received from the factory on a rolling schedule this spring, DART plans to introduce the buses sometime this summer. The transit agency would like to feature one of them in this year's Iowa State Fair Parade before launching daily service with the seven buses this fall, DART spokeswoman Erin Hockman said.

"We are looking at this as a pilot project," she said. "Agencies [across the country] are using **electric buses**, but none have had them in service for a long time. We want to evaluate for ourselves what the impact will be on the total cost of ownership."

DART has raised \$7.07 million for the project, which includes the federal NoLo grant as well as nearly \$3.5 million in Federal Transportation Administration formula transit grants and a \$378,000 grant in Diesel Emission Reductions Act grant from the U.S. Environmental Protection Agency. DART, the City of Des Moines and MidAmerican Energy Co. are providing the remaining \$1.75 million, or 25% of the project

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downtown.

The new e-buses, which are being made at Proterra's plant in Industry, Calif., each cost \$863,000 — 80% more than the \$478,000 that DART would spend on a diesel bus. The price difference is being made up by the federal NoLo and DERA grants and the local matching funds, Hockman said. The FTA formula funds pay what DART would normally spend to purchase a new diesel bus, so each bus will be fully paid for, she noted.

According to a November article by [InsideClimate News](#), there are about 650 e-buses now operating on U.S. roads, a figure that has doubled from the 300 that were in use in 2018. If all of the pledges made by states, cities and urban transit agencies are fulfilled, at least one-third of the nation's nearly 70,000 public transit buses will be all-electric by 2045, according to a report from the U.S. Public Interest Research Group.

DART plans to collect its own figures on real cost savings generated by the e-buses. Reports from other cities are promising. Chicago, which has just two e-buses in service, estimates that those two vehicles save the city more than \$24,000 annually in fuel costs and \$30,000 annually in maintenance expenses, according to the InsideClimate News article.

In Iowa, the Quad-Cities' MetroLINK system put its first three all-electric buses into service nearly two years ago, and CyRide in Ames announced in August 2019 that it had received a \$1.7 million NoLo grant to purchase two electric buses for use on the Iowa State University campus. Rich Leners, associate transit director with CyRide, said he anticipates his organization is still 12 to 18 months away from those buses being procured and delivered, due to the time required to approve specifications and go through the purchasing process.

Whether DART moves in the direction of expanding its electric fleet could be part of the DART Commission's upcoming debate over whether to relocate its operations center to a proposed \$68 million facility on Des Moines' east side, or upgrade its outdated bus maintenance facility. The existing facility would be able to accommodate no more than 18 electric buses, according to DART.

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Des Moines Register

NEWS

Iowa's first electric buses are in Polk County. Here's what DART hopes to learn from them.

Shelby Fleig Des Moines Register

Published 9:30 a.m. CT Oct. 1, 2020 | Updated 10:13 a.m. CT Oct. 1, 2020

Iowa's first electric buses, a zero-emissions alternative to the current diesel-powered fleet, will debut in the Des Moines metro later this year.

The Des Moines Area Regional Transit Authority, the state's largest public transit agency which serves 12 metro cities and Polk County, unveiled seven brand new battery-powered buses Thursday during an event that was live-streamed on Facebook. The bright blue buses feature wind turbine designs.

Paid for largely by grants from the Federal Transit Administration and MidAmerican Energy, the buses are the first of their kind in Iowa, according to Erin Hockman, DART chief external affairs officer.

Electric buses and other battery-powered vehicles are gaining popularity nationwide as more cities adopt sustainability goals including lowering greenhouse gas emissions — the most significant driver of climate change, according to the U.S. Environmental Protection Agency.

On a yearly basis, an average diesel bus can produce 230,000 pounds of carbon dioxide, according to electric vehicle manufacturer Proterra.

In addition to the environmental benefits, the buses could help DART's bottom line. The electric buses (\$863,000 per bus) are more expensive than their diesel counterparts (\$494,000 per bus) — but generally are much cheaper to maintain and fuel.

Proterra says the electric option brings a 78% reduction in fuel costs and 18% reduction in total ownership costs.

Before DART makes any long-term decisions, the agency will evaluate those costs, as well as how they perform in Iowa's distinct seasons. Some cities have reported that battery-powered

buses struggle in cold temperatures and snow, which could dampen prospects for Iowa. The pilot program will last for at least a year, Hockman said.

DART's electric buses can travel an estimated 150 miles daily before needing to plug in and recharge. Passengers will be able to charge their devices on the buses thanks to USB ports at every seat, a news release said.

Drivers are currently being trained to operate the new buses. They will soon be incorporated into DART's Route 60, which loops Ingersoll and University avenues. Some will likely join suburban routes as well, Hockman said.

The \$7.1 million pilot program is made possible by a combination of public and private dollars. Three-quarters of the funding comes from federal grants, including \$1.45 million from the Federal Transit Administration. Additionally, DART and the city of Des Moines together contributed \$900,000, and MidAmerican Energy Co. gave roughly \$800,000.

"Not only are we excited to offer cleaner transportation to Greater Des Moines, we are excited about the potential for these electric buses to save DART money in operating and maintenance costs," said DART CEO Elizabeth Presutti in a statement. "This historical first for the state of Iowa and DART was put in motion by the support of MidAmerican, and for that we will always be grateful."

Kathryn Kunert, a vice president at MidAmerican, said the pilot program is a "sustainability milestone" for Iowa — a state with ties to the country's first electric vehicle. William Morrison of Des Moines created the first successful electric vehicle in the U.S. around 1890, according the Department of Energy.

"In addition to being cleaner and quieter for our community, they offer cost savings in the way of lower fuel cost and maintenance. And to that, most of the electricity used to run the buses comes from renewable sources," she said.

Shelby Fleig covers Des Moines city government for the Register. Reach her at shelbyfleig@dmreg.com or 515-214-8933.

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NOTEBOOK_ DART's electric bus unveiling touts environmental benefits of zero-emission buses - Business Record



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NOTEBOOK: DART's electric bus unveiling touts environmental benefits of zero-emission buses

BY MICHAEL CRUMB, Senior Staff Writer
Friday, October 9, 2020 6:00 AM

As you may have heard, the Des Moines Area Regional Transit Authority publicly unveiled its new electric buses on Oct. 1.

The buses are part of a pilot program the transit agency is undertaking in a partnership with MidAmerican Energy Co. as it examines its transition from its current diesel fleet to zero-emission buses.

The public unveiling was held both in person at the state's Judicial Complex and online at DART's Facebook Page. The in-person experience was chilly and blustery as a strong wind whipped the tarp covering one of the buses until the big reveal.

DART CEO Elizabeth Presutti spoke of the value of electric buses, both for cost savings and for the environment.

Lt. Gov. Adam Gregg also spoke, as did Kathryn Kunert, the vice president of economic connection and integration for MidAmerican Energy.

Other speakers included Mike Hennessy, vice president of sales for Proterra, the company that made the buses, and Russ Trimble, chair of DART's commission and a member of the West Des Moines City Council.

They all spoke about the importance of public-private partnerships in making the pilot program a success.

One thing people didn't hear during the Oct. 1 ceremony was the buses. To punctuate the ceremony -- and to show just how quiet the new buses will be -- another electric bus pulled into the parking lot, just feet behind the audience, with few people noticing until Presutti pointed it out.

Before the tarp was pulled off the bus, revealing the new, sleeker and more modern vehicle, a ceremonial plugging in was held in place of the more traditional ribbon cutting.

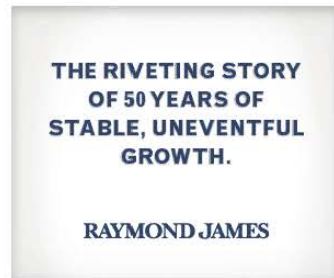
Drivers and maintenance staff are currently being trained on the new buses, which DART officials say should be ready to carry passengers by the first of the year.

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The Week in Social 9/28-10/2

Everywhere you look, Iowans are uniting like never before. While times may be tough right now, we're seeing it won't stop the great people in the state from supporting one another. Many have taken to social media to help those in their communities, share helpful resources or to simply highlight something positive to bring joy to others. *The Week in Social* will round up the best of #IowansUnite and share these uplifting stories.

DART Unveils Fleet of Electric Buses in Des Moines

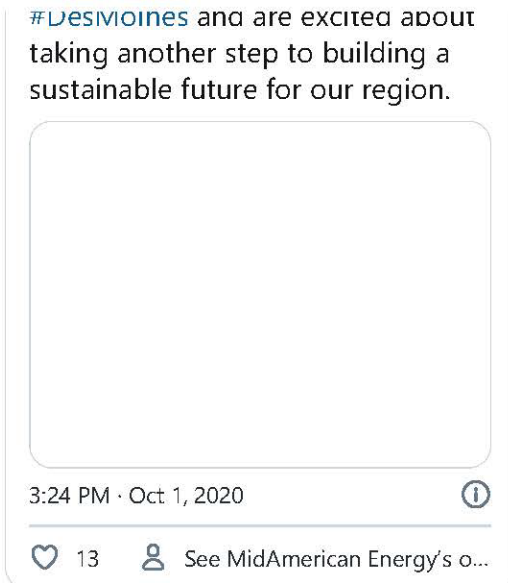


The Des Moines Area Regional Transit Authority (DART) is Iowa's largest public transit system. Last week, DART revealed the first all-electric buses that will serve the Greater Des Moines area in a [Facebook Live](#) video. The buses are gas free and run on batteries powered by renewable energy provided by [MidAmerican Energy](#).

https://www.thisisiowa.com/story/98/the-week-in-social-928-102/?utm_source=Twitter&utm_medium=Social_O&utm_campaign=AlwaysOn&utm_term=... 1/6

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DART markets the seven buses as clean, quiet and connected. Clean because each time a diesel bus is replaced, 230,000 pounds of CO2 are avoided each year, equal to planting 5,000 trees. Quiet because [DART estimates](#) electric buses are 50% quieter than their diesel counterparts. And connected because with just one charge, DART's electric buses can travel up to 150 miles. Riders can also stay connected, as each seat has a USB port for charging purposes.

Earned Media Report Oct 1-Dec 7

Date	Headline	URL	Source	Reach	Sentimen
17-Nov-2020 09:38AM		http://tw	Twitter	592	Neutral
17-Nov-2020 08:04AM		http://tw	Twitter	12422	Neutral
11-Nov-2020 03:17PM		http://tw	Twitter	620	Negative
11-Nov-2020 01:54PM		http://tw	Twitter	352	Neutral
11-Nov-2020 09:30AM		http://tw	Twitter	197	Neutral
05-Nov-2020 10:52AM		http://wv	Facebook	3923	Positive
04-Nov-2020 08:07PM		http://wv	Facebook	258	Neutral
29-Oct-2020 08:15AM		http://tw	Twitter	907	Neutral
26-Oct-2020 01:45PM		http://tw	Twitter	31875	Neutral
24-Oct-2020 05:43PM		http://wv	Facebook	254	Neutral
21-Oct-2020	DART Electric Bus Unveiling	http://wv	Youtube	1	Not Ratec
10-Oct-2020	(While Congress fails to help struggling people, Pch	https://w	The Des Moines Register	1115828	Positive
09-Oct-2020	(NOTEBOOK: DART's electric bus unveiling touts er	https://bu	Business Record	15762	Positive
02-Oct-2020	DART unveils Iowa's first battery electric bus	https://w	MassTransitmag.com	82771	Positive
02-Oct-2020	DART launches electric bus pilot program as it ex	https://bu	Business Record	15574	Positive
02-Oct-2020	Good Morning Iowa	https://qj	WOI-DM (ABC)	3072	Positive
01-Oct-2020	KCCI 8 News at Six	https://qj	KCCI-DM (CBS)	62117	Positive
01-Oct-2020	Local 5 News at Six	https://qj	WOI-DM (ABC)	9952	Positive
01-Oct-2020	NewsRadio 1040 WHO at October 1st 2020 3:30 Ph	https://qj	NewsRadio 1040 WHO	0	Positive
01-Oct-2020	DART Shows Off New Electric Addition to its Fleet	https://w	WHO 13	111348	Positive
01-Oct-2020	DART, MidAmerican Energy introduce all-electric	https://w	KCCI Channel 8	1257711	Positive
01-Oct-2020	KCCI 8 News at Noon	https://qj	KCCI-DM (CBS)	30934	Positive
01-Oct-2020	Channel 13 News at Noon	https://qj	WHO-DM (NBC)	20926	Positive
01-Oct-2020	Iowa's first electric buses are coming to Polk Cou	https://w	The Des Moines Register	1093473	Positive
01-Oct-2020	Today in Iowa at 6	https://qj	WHO-DM (NBC)	12879	Positive

Online	51401
Broadcast	3832347
Total Reach	3883748

Earned Media Report Dec 8-Jan 8

Date	Headline	URL	Source	Reach
09-Dec-2020 02:26PM	Officials: Iowa's Farmers, Biofuels Industry Key To Bid	https://c	Iowa Patch.com	16707094
09-Dec-2020 09:29AM	DART's all-electric, zero emission buses now in servic	https://v	MassTransitmag.com	110413
09-Dec-2020 05:38AM	Good Morning Iowa	https://c	WOI-DM (ABC)	1535
08-Dec-2020 08:44PM	DART unveils its new fleet of electric buses	https://v	WeAreIowa	207555
08-Dec-2020 03:09PM	DART's Electric Buses Now on the Streets of Des Moir	https://v	WHO 13	86433
08-Dec-2020 12:15PM	DART puts new electric buses into service	https://v	KCCI Channel 8	1224746
08-Dec-2020 12:00PM	KCCI 8 News at Noon	https://c	KCCI-DM (CBS)	26597
08-Dec-2020 11:05AM	Iowa's First Electric Busses En Route in Des Moines	https://v	WHO Radio	21188
08-Dec-2020 10:46AM	Iowa's First Electric Busses En Route in Des Moines	https://1	143.0 KASI Iheart	12898
08-Dec-2020 10:07AM	Iowa's First Electric Busses on Route in Des Moines	https://1	143.0 KASI Iheart	12898

Online	0
Broadcast	18411357
Total Reach	18411357