

DART Electric Bus Unveiling – Supporting Links and Materials

Videos

- Arrival video – [Twitter](#) and [Facebook](#)
- Catch a Ride – Coming Soon Teaser – [Facebook](#) and [Twitter](#)
- [TV Commercial](#)
- [DART Electric Bus Unveiling](#)
- [Message from Senator Chuck Grassley](#)
- [Message from U.S. Representative Cindy Axne](#)
- [Message from Senator Joni Ernst](#)
- [Awareness campaign TV commercial](#)
- [Bus wrapping – Facebook](#)
- [Bus wrapping – Twitter](#)
- [Virtual Ribbon Cutting – Buses in Service](#)
- [Message from DART Commissioner/City Councilperson](#)

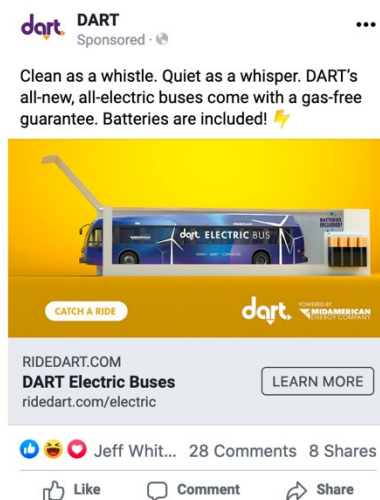
DART Website

- Unveiling/Awareness landing page – ridedart.com/electric
- Ridership landing page – ridedart.com/electricbus

Awareness and Ridership Advertising Campaigns



Outdoor Billboard, Awareness



Facebook, Awareness

Clean as a whistle.
Quiet as a whisper.



The only bus with a gas-free guarantee.



Shelter Ad, Awareness



Coming soon >



Digital Ad, Awareness



Catch a ride today! >



Digital Ad, Ridership

dart DART
 Written by Flynn Wright [?] · December 3, 2020 · 🌐

Clean as a whistle. Quiet as a whisper. The only bus with a gas-free guarantee is now running along Ingersoll and University.

dart. POWERED BY MIDAMERICAN ENERGY COMPANY

RIDEDART.COM
Catch a ride on Route 60 ⚡
 (Batteries are included!) [Learn More](#)

👍❤️ 87 16 Comments 23 Shares

Facebook Ad, Ridership

Layee SK
 True. I seen this bus in the city. It looks extraordinary. No smoke from the top or bottom lol. I remembered when we build these buses at TPI Composite II. They take lot of resources and yep, they have to appear this clean, smooth, and quiet.
[Like](#) · [Reply](#) · [Message](#) · 4w · Edited 👍 1

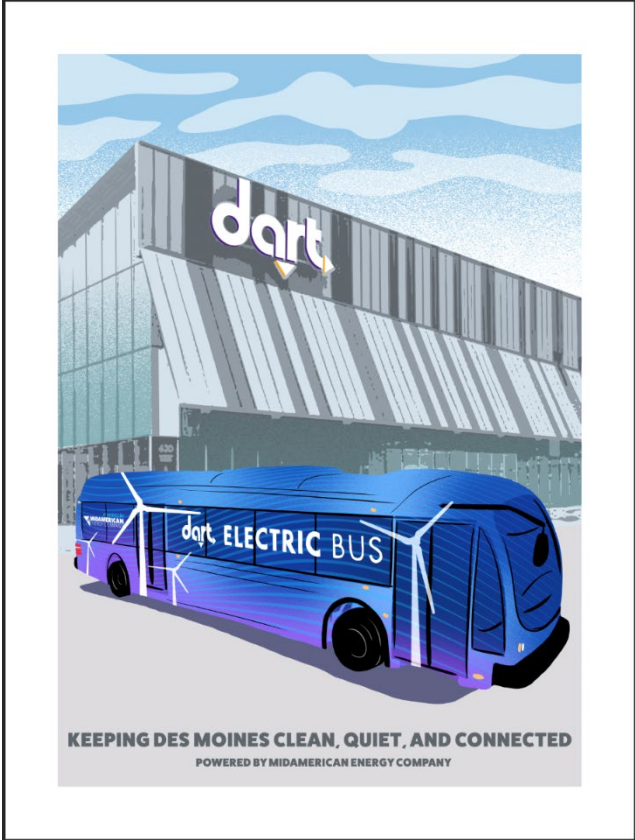
Linda Davidson Mertes
 Just seen one just the other day they look awesome
[Like](#) · [Reply](#) · [Message](#) · 2w 👍 1

Stephanie Young
 Saw two of them downtown today, very sharp and quiet!
[Love](#) · [Reply](#) · [Message](#) · 4w ❤️ 1

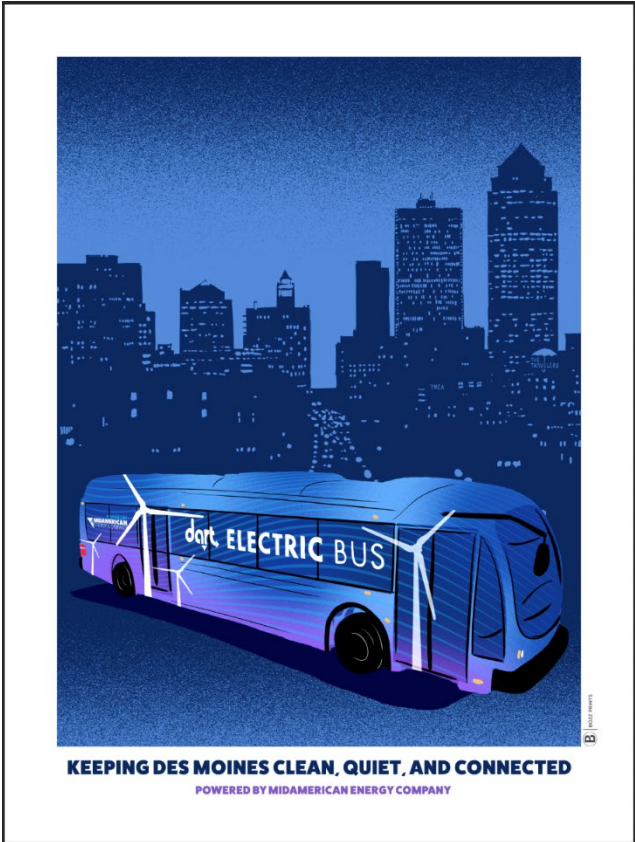
Corey Underwood
 When i went to campus yesterday this is what took me. So clean the inside is fancy looking and they are super quite. Thanks dart
[Love](#) · [Reply](#) · [Message](#) · 4w 👍❤️ 4

Facebook Ad Comments, Ridership

Unveiling Event



Commemorative Print, DART Central Station



Commemorative Print, Des Moines Skyline



Commemorative Print, Wind Turbines



Custom Staff shirts



Custom Toy Bus Replica

10/01/2020 8:25 PM		U.S. Representative Cindy Axne is celebrating our electric bus reveal			723		54 25			Boost Post
10/01/2020 3:00 PM		Senator Chuck Grassley is celebrating our electric bus reveal			575		51 19			Boost Post
10/01/2020 2:00 PM		Senator Joni Ernst is celebrating our electric bus reveal virtually. Thank			489		59 13			Boost Post
10/01/2020 12:50 PM		The first all-electric buses in Iowa have arrived in Greater Des Moines!			1.2K		404 114			Boost Post
10/01/2020 9:02 AM		Join us for a virtual unveiling of our new electric buses. #DARTElectric			3.5K		356 193			Boost Post
09/30/2020 11:23 AM		Our all-new electric buses are CONNECTED. With just one			544		19 16			Boost Post
09/29/2020 9:17 AM		Our operators aren't just great at their jobs, they're also super			664		58 37			Boost Post
09/28/2020 11:03 AM		Our all-new electric buses are QUIET. Without a combustion			817		64 65			Boost Post

Facebook Engagement, Unveiling Event



Ridedart.com homepage image

Say hello to Iowa's very first electric buses!

Thank you for helping DART welcome seven all-new, all-electric buses to our fleet. These zero emission buses are gas free and run on batteries.

The buses are part of a pilot project to test how the zero emission vehicles will operate in Greater Des Moines. The buses were made possible thanks to a partnership with MidAmerican Energy Company who provided the local match for DART's Low- or No-Emission grant application with the Federal Transit Administration.

What makes these buses so special?

CLEAN ▶

With their zero-emission drive, the Proterra Catalyst bus has a 100% electric propulsion system. Each time an electric bus replaces a diesel bus, 230,000 pounds of CO2 are avoided each year. That is the equivalent to planting 5,000 trees!

QUIET ▶

Without a combustion engine on board, riders can enjoy a quieter experience aboard the electric bus, and the wider community benefits from reduced noise pollution. We hear the buses are 50% quieter than their diesel counterparts.

CONNECTED ▶

With just one charge, DART's electric buses can travel an estimated 150 miles. At the end of each day, they need to plug and charge. Did you know you can plug in while ridding? Each seat has a USB port to keep you connected.



Powered by
MIDAMERICAN
ENERGY COMPANY.

DART Electric Bus More Fun Facts

LOWER OPERATING COSTS ▶

With approximately 30% less parts than a combustion engine, electric drivetrains simplify maintenance & lower operating costs.

UNIQUE BUS BODY ▶

the electric bus is made with an advanced carbon-fiber-reinforced composite body which is non-conductive, lightweight, and outperforms traditional buses in terms of impact- and corrosion- resistance. Similar material is used in wind turbine blades.

MADE IN THE U.S.A. ▶

Proterra electric buses are designed and built in the U.S.A. by American workers in manufacturing facilities in California and South Carolina. More than 75% of the materials that make up Proterra vehicles are sourced right here in the United States.

Help us share the news:



@Ridedart
#DARTElectric
ridedart.com/electric

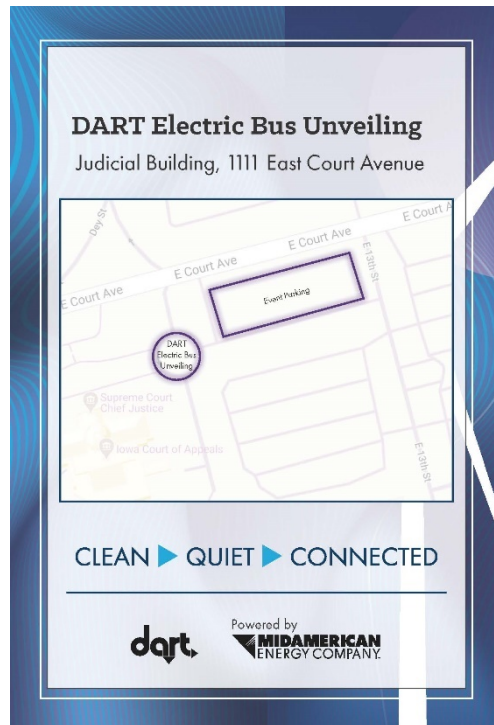
CLEAN ▶ QUIET ▶ CONNECTED



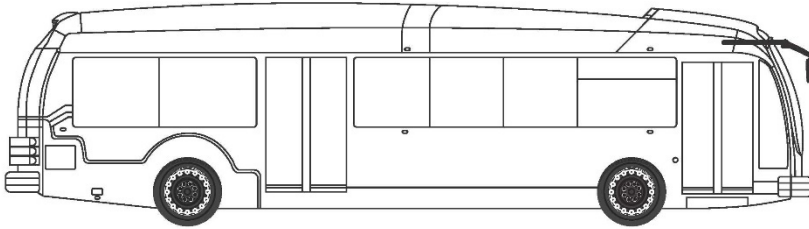
Powered by
MIDAMERICAN
ENERGY COMPANY.



Unveiling Event Signage



Unveiling Event Invitation



CLEAN ▶ QUIET ▶ CONNECTED



DART Electric Bus Coloring Contest

Say hello to your new bus!

Help DART welcome our very first all-electric buses to greater Des Moines. These zero emissions buses are gas free and run on batteries. Design your own electric bus for a chance to win a DART goodie bag.

Entry Form

Name _____
Age _____
Address _____
Phone number _____

Contest Rules

1. This contest is open to **children ages 5-10**. There will be two age divisions: **5-7-year olds** and **8-10-year olds**.
2. To enter, please submit a completed entry form and coloring sheet. **Entry deadline is September 30.**
3. Please send only one entry per child.
4. Only use crayons, colored pencils and/or markers on coloring sheet.
5. Coloring contest entries will not be returned and may be featured on DART's website and social media channels. By submitting your entry, you agree to grant Des Moines Area Regional Transit Authority the right and license to use your name and photo for future communication and promotion.
6. Winners will be announced on October 3. The winner of each age division will receive a DART goodie bag.

Mail entries to:
Coloring Contest
DART
620 Cherry Street
Des Moines, IA 50309

OR
Scan and email entries to:
dartmarketing@ridedart.com



Electric Bus Coloring Contest

Hello,

I hope you are as excited as I am about beginning to test electric buses in Greater Des Moines. Introducing the first electric bus in the state of Iowa is an occasion worth celebrating. These types of projects don't just happen. It has taken years of planning to work through the purchasing process, design and now prepare the buses for service.

While there is still plenty of work to do, it's important to take a minute to celebrate this important milestone and all of the effort that has gone in to get us to this point. This project reminds me of the saying, "it takes a village". Many departments at DART have or will be involved in making this pilot a success.

THANK YOU for your commitment to this project that will benefit DART, our customers and our community.

Best,
Elizabeth



Note from CEO for Staff Gift



DART Electric Bus Unveiling
Thursday, October 1 at 9 a.m.
Judicial Building, 1111 East Court Avenue

Run of Show

- 8:30 a.m. Speakers arrive
- 8:35 a.m. Speaker touch base at tent near bus
- Review run of show, line up and plugging in ceremony
- 8:58 a.m. Speakers in place to the left of the podium (near to building)
- Elizabeth to be first in line followed by speakers in order of run of show
- 9:00 a.m. Event start
- Elizabeth Presutti, DART CEO
 - Lieutenant Governor Adam Gregg
 - Kathryn Kunert, MidAmerican Energy Company Vice President, Economic Connections and Integration
 - Mike Hennessy, Proterra Vice President of Sales
 - Russ Trimble, DART Commission Chair
 - Ceremonial plugging in and unveiling – led by Russ with all speakers participating
 - Closing remarks, Elizabeth

Group photos

Bus open for the attendees to walk through

DART Contacts

Elizabeth Presutti, CEO, 515-343-4921
Erin Hockman, Chief External Affairs Officer, 515-499-3069
Megan Grandgeorge, Senior Marketing Specialist, 515-393-9776

**Des Moines
Area Regional
Transit Authority**

620 Cherry Street
Des Moines, Iowa
50309-4530

515-283-8100
Fax 515-283-8135
ridedart.com

DART Commissioners Electric Unveiling Opportunity
Photos and Videos at Event

Subject: Your Opportunity, Next Week's Unveiling

Good morning DART Commissioners,

Recently you received an invitation to join us a week from today, Thursday, Oct. 1 at 9 a.m., to mark a historic first for the state of Iowa — the unveiling of the first, all-electric zero emissions bus.

We will have DART staff capturing video and photos at the event and have a special offer to make them available to each of you, so you are able to personally share this exciting news with your communities and constituents.

Immediately following the electric bus unveiling, we will gather for a commission photo. Once the group photo is taken, DART staff will be on hand to help capture individual photos and videos.

Whether it's a photo of you in the doorway of the bus that can be provided for your community's website, or your social media channels, or perhaps a short video sharing what you just experienced and a fun fact about the all-electric buses that will be rolling out in the coming months, DART staff will be ready to assist so come ready with your phone or device.

Attached you will find a handout that will be available at the event with several fun facts you might find helpful as thought-starters for your video, and you will also likely get some great ideas from listening to the event speakers.

In the meantime, we hope your schedule allows you to join us. And thank you for being part of making this historic event possible! Again, the DART Electric Bus Unveiling is Thursday, October 1 at 9:00 a.m. at the Judicial Building, 1111 East Court Avenue.

DART Commission Engagement Opportunity Email

Hello,

Earlier today, DART unveiled our new electric buses. In case you missed it, the livestream is available here: [\[link to livestream\]](#)

These buses have come a long way, both in distance and in preparation for use at DART. We are the first agency in Iowa to add all-electric buses to our fleet, and they're going to be on route as soon as this winter. I've attached a marketing toolkit for your organization, to use if interested. It includes some social media posts and copy that can be used for a newsletter or web article. We also have information available at ridedart.com/electric.

If you have any questions about the toolkit or electric buses in general, please let me know.

Thank you,

Email to Chambers and City Communicators



DART Electric Bus Marketing Toolkit

Social media posts

DART has just unveiled their new electric buses! The first in Iowa, these buses are 50% quieter than regular diesel buses and 100% emission-free. Learn more at ridedart.com/electric #DARTElectric

The first electric buses in Iowa have just arrived in #DSMUSA. These new, zero-emission buses will travel on DART Route 60 as soon as this winter. View more at ridedart.com/electric #DARTElectric

DART's new all-electric buses are clean, quiet and connected. They were unveiled today and are almost ready for their inaugural drive. Will you take a ride on these cool new buses? Check them out at ridedart.com/electric #DARTElectric

Article copy

DART Electric Bus Pilot Program

Say hello to Iowa's very first electric buses! DART is introducing seven all-new, all-electric buses to its fleet. The buses are part of a pilot project to test how the zero emission vehicles will operate in the Greater Des Moines region. The buses were made possible thanks to a partnership with MidAmerican Energy Company who provided the local match for DART's Low- or No-Emission grant application with the Federal Transit Administration.

DART electric buses are clean, quiet and connected.

- **CLEAN** – with their zero-emission drive, the Proterra Catalyst bus has a 100% electric propulsion system. Each time an electric bus replaces a diesel bus, 230,000 pounds of CO₂ are avoided each year. That is the equivalent to planting 5,000 trees!
- **QUIET** - without a combustion engine on board, riders can enjoy a quieter experience aboard the electric bus, and the wider community benefits from reduced noise pollution. These buses are 50% quieter than their diesel counterparts.
- **CONNECTED** – with just one charge, DART's electric buses can travel an estimated 150 miles. At the end of each day, they need to plug and charge. Did you know you can plug in while riding? Each seat has a USB port to keep you connected.

Unveiling video: ridedart.com/pr_images/Bus_unveiling.mp4

Des Moines
Area Regional
Transit Authority

620 Cherry Street
Des Moines, Iowa
50309-4530

515-283-8100
Fax 515-283-8135
ridedart.com

Electric Bus Promotional Toolkits, sent to Chambers and City Communicators



Contact

Erin Hockman
Des Moines Area Regional Transit Authority
ehockman@ridedart.com
515-499-3069

Media Advisory:
Friday, Sept. 25, 2020

DART to unveil Iowa's first all-electric, zero emission buses October 1

Des Moines Area Regional Transit Authority (DART) is excited to unveil Iowa's first all-electric buses in partnership with MidAmerican Energy on Thursday, Oct. 1 at 9 a.m. These zero emission buses are gas free and run on batteries.

Details for the event are as follows:

What: DART Electric Bus Unveiling

When: Thursday, Oct. 1 at 9 a.m.

Where: Judicial Building, 1111 East Court Avenue

Event Overview:

Welcome and opening remarks, Elizabeth Presutti, DART CEO
Remarks, Lieutenant Governor Adam Gregg
Remarks, Kathryn Kunert, MidAmerican Energy Vice President of Economic Connections and Integration
Remarks, Mike Hennessy, Proterra Vice President of Sales
Remarks, Russ Trimble, DART Commission Chair and West Des Moines City Councilman
Ceremonial plugging in and unveiling
Closing remarks, Elizabeth
Bus open for the public to walk through

Event Resources:

Pre-Event Photos and Video:

Media planning to attend the unveiling can schedule time on Wednesday, Sept. 30 to take photos and video of the bus at DART's operations facility. Content must be held until after the unveiling event on Oct. 1. Contact Erin Hockman to schedule.

Visuals and Audio:

The bus will be unveiled live during a presentation at 9:00 a.m.
A mult box will be available for audio
Photos of the electric bus

On-site interviews available at the unveiling:

Elizabeth Presutti, DART CEO
Russ Trimble, DART Commission Chair and West Des Moines City Councilman
Kathryn Kunert, MidAmerican Energy Vice President of Economic Connections and Integration
Mike Hennessy, Proterra Vice President of Sales

The Des Moines Area Regional Transit Authority (DART) is Iowa's largest, and only, regional transit agency, providing service in and around Polk County. DART operates a family of transportation services, providing nearly 4.5 million annual rides that connect thousands of people every day to jobs, school, healthcare and other essential destinations. Twelve member governments make up DART's service area, where the agency carries out its mission to enrich lives, connect communities and expand opportunities for central Iowans. For more information about DART services, schedules, route changes, or directions to the nearest DART stop, visit the website at ridedart.com, download the free MyDART app or call 515-283-8100.

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Contact

Erin Hockman
Des Moines Area Regional Transit Authority
ehockman@ridedart.com
515-499-3069

For immediate release:
Thursday, Oct. 1, 2020

DART unveils Iowa's first all-electric, zero emission bus

DART will be adding seven electric buses to its fleet later this year thanks to a public-private partnership with MidAmerican Energy

Today the Des Moines Authority Regional Transit (DART) unveiled the first electric bus in the state of Iowa while announcing a pilot project where, in the coming months, DART will begin testing seven electric buses and adding them into service on the Route 60, which is the Ingersoll/University Avenue loop in Des Moines. The pilot project was made possible thanks to a public-private partnership with MidAmerican Energy who signed on to provide the local match for DART's Low- or No-Emission grant application with the Federal Transit Administration (FTA), resulting in DART receiving a \$1.45 million grant.

"Today, DART and our region join other cities across the country who are piloting this new technology," said DART CEO Elizabeth Presutti. "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. 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."

"MidAmerican Energy is proud to partner with DART to bring electric buses to greater Des Moines," Kathryn Kunert, vice president of economic connections and integration for MidAmerican, said. "By connecting our wind energy with environmentally friendly transportation technology we're continuing to build a sustainable future for our region."

Electric bus manufacturer, Proterra, says the transition to battery-electric buses presents multiple benefits to Greater Des Moines. Manufactured in the United States, Proterra battery-electric buses feature zero emissions which saves approximately 230,000 pounds of greenhouse gases annually when replacing a diesel bus. The purpose-built electric buses further offer a quieter ride for reduced noise pollution, greater efficiency, and lower operating costs with fewer parts compared to combustion engine vehicles.

"DART is constantly evaluating new technologies that allow it to operate more efficiently and today's event is just one more example of that," said Russ Trimble, Board Chair for DART's Commission and West Des Moines City Council Member. "On behalf of DART's Board of Commissioners, thank you MidAmerican for your support of this project and your commitment to renewable energy, which makes powering an electric fleet cost effective."

"There are milestones we can look back on and identify as critically important. Today is one of those milestones," said Adam Gregg, Lieutenant Governor of Iowa. "As Iowa works to protect, conserve, and enhance our natural resources and the environment, transitioning to electric buses will be noted as a significant example of what is possible through public-private partnerships. It also reinforces our commitment to the clean energy sector which employs over 32,200 Iowans."

Central Iowa residents will begin to see DART's electric buses on the road this fall as DART's more than 100 drivers learn how to operate the vehicles. DART anticipates adding electric buses into service on

the Route 60 later this year. This part of the pilot program enables DART to assess if the vehicles are getting the 150-230 miles per single charge as expected and set up measures to track overall performance and long-term financial savings.

"As excited as we are for riders to experience the difference, everyone will benefit from the introduction of electric buses," added Presutti. "Those who walk, bike and travel along our streets will enjoy cleaner air, quieter surroundings and a healthier environment."

MEDIA NOTE: Photos of the Oct. 1, 2020 event can be downloaded from the below links and video links can be found [here](#).

[Photo 1](#)

[Photo 2](#)

About DART

The Des Moines Area Regional Transit Authority (DART) is Iowa's largest, and only, regional transit agency, providing service in and around Polk County. DART operates a family of transportation services, providing nearly 4.5 million annual rides that connect thousands of people every day to jobs, school, healthcare and other essential destinations. Twelve member governments make up DART's service area, where the agency carries out its mission to enrich lives, connect communities and expand opportunities for central Iowans. For more information about DART services, schedules, route changes, or directions to the nearest DART stop, visit the website at ridedart.com, download the free MyDART app or call 515-283-8100.

About MidAmerican Energy Company

MidAmerican Energy Company, headquartered in Des Moines, Iowa, serves more than 791,000 electric customers in Iowa, Illinois and South Dakota, and 771,000 natural gas customers in Iowa, Illinois, Nebraska and South Dakota. Information about MidAmerican Energy is available at MidAmericanEnergy.com and company social media channels.

About Proterra

Proterra is a leader in the design and manufacture of zero-emission, heavy-duty electric vehicles, enabling bus fleet operators to significantly reduce operating costs while delivering clean, quiet transportation to local communities across North America. The company's configurable Catalyst platform is designed to serve the daily mileage needs of a wide range of transit routes on a single charge. With industry-leading durability and energy efficiency based on rigorous U.S. independent testing, Proterra products are proudly designed, engineered, and manufactured in America, with offices in Silicon Valley, South Carolina, and Los Angeles. For more information, visit: <http://www.proterra.com> and follow us on Twitter @Proterra_Inc.

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DART Press Release - Electric Bus Unveiling