

PGE Electric School Bus Fund Communications Toolkit

This toolkit offers some guidelines and tools to help you refer to the Electric School Bus Fund when promoting your project.

Talking about your Electric School Fund grant

Now that you've been awarded an Electric School Bus Fund grant, you probably want to share the good news with your organization's employees, members, volunteers or stakeholders.

Key Messages

- The Electric School Bus Fund is funded via the Oregon Department of Environmental Quality's [Clean Fuels Program](#).
- The Electric School Bus Fund is funded by the sale of Oregon CFP credits.
- PGE partners with local school districts throughout its service area via the [Electric School Bus Fund](#) Electric School Bus Fund to help introduce and support the transition to electric transportation while ensuring that underserved communities are not left behind.
- PGE covers the incremental cost of the electric school buses (the difference in cost between a standard diesel bus and an electric bus) along with charging infrastructure.
- Electric school buses have a significant impact on the health of students and the environment with zero tailpipe emissions and reduced carbon monoxide emissions, nitrogen oxide emissions and other toxic compounds — which have significant negative health impacts, especially asthma in children — by more than 80% than a diesel school bus.
- Today, 35% of total GHG emissions in Oregon comes from the transportation sector, which makes it the largest contributor to our state's carbon emissions.
- Electrifying transportation provides one of the most significant opportunities for reducing greenhouse gas emissions and other harmful pollutants. Electric school buses reduce greenhouse gas emissions by more than half compared to diesel buses.
- An electric school bus is no louder than a Toyota Prius, meaning students can more easily hear each other, and drivers can more easily communicate with students on the bus. Quieter buses also mean less noise pollution in neighborhoods.
- In addition to the positive impacts on our environment and communities, electric school buses will be a cost-savings for schools over the total cost ownership as they require less maintenance and electricity is less expensive than diesel fuel, and electricity costs are more stable and predictable over time.

Website

Refer your audience to portlandgeneral.com/energy-choices/electric-vehicles-charging/pge-electric-school-bus-fund to learn more about the fund and its impact.

Social Media

Share the good news with your organization's stakeholders by posting on social media. Don't forget to tag PGE so we can share your post and consider adding photos for visual impact. Check out the ESB Social Media Toolkit for hashtags, social handles and sample copy post.

Press Release

For newsworthy project updates and announcements, consider distributing a press release. Please pull from the suggested messaging above or refer to the press release template on our [website](#). Let us know if you'd like a quote about our partnership or support.

Downloads & Resources

You can download our logo, sample social media posts and a press release example to help get you started at portlandgeneral.com/fund-toolkit.