

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, which PGE aggregates on behalf of residential customers who charge their electric vehicles at home.
- PGE is partnering with local school districts through its [Electric School Bus Fund](#) to help accelerate the conversion to electric transportation, as well as ensure underserved communities aren't left behind and encourage climate education in schools by selecting electric school bus recipients based on these key areas.
- PGE covers the incremental cost of the electric school buses (the difference in cost between a standard diesel bus and an electric bus) and the total installation of charging infrastructure.
- PGE provides technical assistance to school districts throughout the process, including site assessments, cost-benefit analysis, vehicle and charger selection support, and driver and mechanic support.
- In return, participating school districts will work with PGE to share their insights and learnings with other school districts interested in electrifying their bus fleets.
- 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, 40% 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.
- 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 the price of electricity is regulated, unlike gasoline.

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.