

## Idle-Reduction School Bus Campaign



May 2006

Dear Campaign Manager,

Thank you for participating in the National Clean Diesel Campaign's (NCDC) Clean School Bus USA Idle-Reduction campaign. By taking this first step as a participant, you are taking a big step to improve the health and safety of kids who ride school buses in your community. The Clean School Bus USA initiative is a voluntary program, originated by the U.S. Environmental Protection Agency (EPA), to help your community take action for a cleaner, healthier environment.

As a participant in the Idle-Reduction School Bus campaign, you will play an important role as a leader in your community, and you have the opportunity to give valuable feedback that will help Clean School Bus USA successfully launch the campaign nationally.

### Planning Your Program:

As the campaign manager of your area's idle-reduction program, you will want to plan how to inform bus drivers and others in your area about the program. They can play a part in improving the air quality of your community by taking just a few simple steps. You can get assistance in planning your event. Just check out our Web site where you can get lots of ideas and access to free resources. Go to: [www.epa.gov/cleanschoolbus/outreach.htm#event](http://www.epa.gov/cleanschoolbus/outreach.htm#event) to find out more.

### Getting Started:

The website contains samples of what you need to launch or enhance a successful Clean School Bus Idle-Reduction campaign. You will find the following items on the site that you can download items to your computer so that you can tailor your program to your specific needs:

- This letter to Campaign Managers.
- A Press Release template and a separate Background document about the Clean School Bus Program, to help you publicize your event in your local paper.
- A copy of the Clean School Bus logo (in .pdf format).
- A Clean School Bus Certificate of Recognition for schools, school districts and/or drivers (in .pdf format on the CD).
- A Teacher's Guide for use in reinforcing key messages of the Idle-Reduction campaign.

You will also find PDFs of other materials you can order for your program by completing an easy order form. They include:

- An Idle-Reduction Brochure with a driver's pledge card (in .pdf format).
- An Idle-Reduction Poster (in .pdf format).
- A **Clean School Bus CD or Video: "Reducing School Bus Idling: The Key to a Healthier Ride"** (August 2004, EPA420-CD-04-001 for the CD; EPA420-V-04-001 for the video), a free five-minute training CD or video to educate school bus drivers, fleet operators, and school officials about the benefits of reduced idling in school bus operations. It features practical tips for school districts and drivers, plus health information about diesel exhaust.

*The National Clean Diesel Campaign*  
**Letter to Idle-Reduction Campaign Pilot Organizers**



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- A **Bus Driver's Key Chain** that can be used by bus drivers daily to remind them that they hold the key to a healthier ride.

**Please review the contents of your kit and decide how many brochures, posters, CDs and/or videos you need to launch your program, and the number of bus drivers you will be training. Key chains will be provided to those who take the "Idle-Reduction Pledge" by signing and returning the pledge form found in the brochure to you.**

### **Other Resources You Can Order:**

There are other free Clean School Bus USA resources that available to you from the National Service Center for Environmental Publications (NSCEP) in the quantities you need, within limits. They include the following:

**A Clean School Bus USA Brochure: "Today's Buses for Tomorrow's Children"** (October 2003, EPA 420-F-03-039), that discusses strategies available to your school district for reducing exposure to diesel exhaust.

**A Clean School Bus USA Fact Sheet: "What You Should Know About Reducing Diesel Exhaust from School Buses"** (November 2003, EPA 420-F-03-038), with information about retrofitting school bus diesel engines; replacing older school buses with newer, cleaner buses; and reducing emissions through idle-reduction and other smart driving practices.

You can use the following methods to order the "other resources" listed above directly from the warehouse:

- By phone: 800.490.9198 or 513.489.8190. M-F, 9:00 a.m. – 5:30 p.m (EST). After hours, you may leave a voice-mail order.
- By the Web: [www.epa.gov/ncepihom/ordering.htm](http://www.epa.gov/ncepihom/ordering.htm)
- By e-mail: [ncepimal@one.net](mailto:ncepimal@one.net)

Congratulations on taking the first step in improving the health and safety of kids who ride school buses in your community through the EPA's Clean School Bus USA program!

The Clean School Bus USA Team

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