



# EPA CLEAN SCHOOL BUS PROGRAM: ENGAGEMENT ACTIVITIES FOR SCHOOL DISTRICTS

Congratulations on being a part of the transition to clean school buses! Below are some ideas on how to engage with students, parents, and the community about your new, clean school buses. EPA's tools and resources included below can help you develop and implement an education and outreach strategy that will work for your school.

## Educate Before the Buses Arrive

- Encourage teachers to talk about clean school bus technology in their classrooms to educate the students ahead of the buses arriving to your school. Teachers can access an EPA Clean School Bus (CSB) Activity Book and other educational resources via the [CSB Program website](#).
- Educate your community about the CSB Program and your new buses at parent organization meetings, school board meetings, or other local events. [Learn more](#) about clean school bus technology in preparation for any questions you might receive.



## Announce the Arrival of Your New Buses

- Announce the arrival of your new clean school buses on your school's website and social media accounts, as well as local media outlets, to promote your participation in the CSB Program.
- Host a roll-out event with the community to celebrate the arrival of your new clean school buses. Consider partnering with your utility provider, bus dealer, and local government.
- Access digital versions of CSB Program-branded materials, including banners, flyers, and more, on the [CSB Program website](#) to promote your school's new clean school buses.

## Route Rotation and Prioritization

- Consider rotating the new school buses across compatible routes to make sure more students and parents have an opportunity to experience your new clean school buses.
- Consider prioritizing new buses for routes that serve **disadvantaged and overburdened areas**, such as those with high asthma rates, high particulate matter levels, and/or close proximity to high-traffic areas.
- For more information on planning the deployment of your new clean school buses, see our technical assistance resources on the [CSB Program website](#).

For more information on the EPA Clean School Bus Program, please visit [epa.gov/cleanschoolbus](https://epa.gov/cleanschoolbus) or email us at [cleanschoolbus@epa.gov](mailto:cleanschoolbus@epa.gov)

