



Project Partners Communications Kit

Purpose: To provide project partners with resources to support their communications about the Electric School Bus Roadmap.

General Information:

- Link to the Roadmap Webpage
 - Full Link: <https://www.mapc.org/resource-library/electric-school-buses/>
 - Shortened Link: mapc.ma/elec-school-bus-roadmap
- Elevator Pitch and Newsletter Blurb
 - The [Electric School Bus Roadmap](#) is intended to be a guide for school districts and municipalities to start planning for an effective and efficient transition to electric school buses. It highlights the key steps that school districts should take and includes many additional links for decision-makers to learn more and connect to existing resources.

Sample Email Language:

Dear _____:

[Name of partner organization] is excited to share information about a new resource that we were excited to be a project partner on – the [Electric School Bus Roadmap](#).

As you may already be aware, schools and school districts across the Commonwealth are making the transition to electric school buses and are doing so with the support from numerous technical assistance and funding programs. However, it can still be a somewhat challenging and at times confusing process.

That is where this Roadmap comes in. It is intended to be a guide for school districts and municipalities to start planning for an effective and efficient transition to electric school buses. It highlights the key steps that school districts should take and includes many additional links for decision-makers to learn more and connect to existing resources.

I hope as you access this Roadmap, you find it helpful to the work that you are doing to support school districts and municipalities in their transition to electric school buses.

Thank you,

[Name]

Sample Social Media Posts:

The sample posts below are those that you can use in the actual body of the post alongside this [social graphic](#). *Once you have opened the link for the social graphic, right click on the graphic, choose “Save as” to download it to your computer.*

- We are excited to announce a new resource to help your school districts and municipalities make the transition to electric school buses! Creating the [Electric School Bus Roadmap](#) in partnership with MAPC (tag us) and others, we hope you find this resource helpful!
- Did you know that more than 400k students in MA ride the school bus, and that over 95% of the school buses are powered by diesel? Did you also know that electric school buses are healthier for students and drivers? Learn how to make the transition! [Electric School Bus Roadmap](#).
- Attn: Greater Boston municipalities and school districts: learn how to transition your school buses to electric through the new [Electric School Bus Roadmap](#). Created by MAPC (tag us) in partnership with us (your name), and others, the Roadmap is a guide to support your own planning for an effective and efficient transition to electric school buses.

When posting on your social channels, please be sure to tag MAPC!

- X, formerly known as Twitter ([@MAPCMetroBoston](#))
- Instagram ([@MAPCMetroBoston](#))
- Facebook ([@MAPCMetroBoston](#))
- LinkedIn (www.linkedin.com/company/metropolitan-area-planning-council/)