

# **Clean School Buses**

## **New Hampshire's Anti-Idling Campaign**

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# N.H. Regulations: A Barrier and An Incentive

- **DES regulations limit idling time:**
  - Above 32° F, no more than 5 minutes
  - Minus 10° to 32° F, no more than 15 minutes
  - Below minus 10° F, no limit
- **Certain exemptions apply**



# Obstacles to Enforcement

- **Limited resources**
- **Documentation of violations may not be practical**
- **Compliance results not commensurate with enforcement process effort**
- **Long haul trucks and truck driver comfort (truck stops)**
- **DES is the only authorized enforcement entity**
  - **No other state agency has authority**
  - **Local jurisdictions reluctant to control**



# Why focus on School Buses?

- Increasing evidence of the harmful health effects of diesel exhaust
- Today's buses:
  - Pollute up to 6 times as much as a “green” diesel
  - Idle approximately ½ to 1½ hours per day
  - Remain in the fleet an extended amount of time
- Today's first grader will have graduated from college before fleet turnover achieves the full benefit of 2007 HD federal rules



# Why focus on School Buses?

- **Some states had already started anti-idling campaigns for school buses (Connecticut)**
- **A “no brainer” in terms of ease of implementation, voluntary participation, and public support.**
- **A win-win opportunity for everyone!**



# In the Beginning

- **Our Overall Goal: Reduce exposure to harmful diesel exhaust emissions from school buses**
- **Our Objectives:**
  - **First campaign: Reduce idling time**
  - **Build partnerships to develop and implement programs to reduce emissions**
  - **Provide assistance for promoting pollution control technologies and cleaner buses**



# Identifying the Barriers - Who?

- **Over 80% of New Hampshire schools contract with private school bus providers**
- **Numerous entities oversee school bus operations: Dept. of Safety, Dept. of Education, School Districts**
- **Connecting the dots: The N.H. School Transportation Association**



# Identifying the Barriers - Who?

- NHSTA is trade organization for school bus contractors and school districts who transport pupils
- NHSTA is the only statewide organization representing fleets, bus drivers, and school districts
- They were enthusiastic about partnering with DES



Let's be partners.

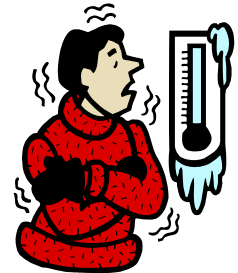
Sure, we'd love to!





# Identifying the Barriers - What?

- **Temperature concerns**
  - Heating the buses and funding limitations for auxiliary heating units
  - Concerns with buses starting and running dependably
- **Safety equipment/lighting and battery concerns**
- **Credibility of studies – NRDC study results questioned (don't use anything from California!)**



# Identifying the Barriers - What?

- **Driver acceptance and willingness to participate**
  - “Disbelievers”
  - Diverse personalities
- **Identifying the right people and tools**
  - For private fleets
  - For school fleets
  - For school personnel



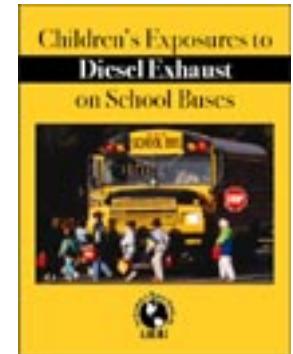
# Benefits and Incentives

- Protects health of school children *and* drivers
- Saves fuel
- Saves money
- Reduces wear and tear on engine
- Improves air quality in and around the school.
- Good neighbor policy - good for PR!



# Benefits and Incentives

- **Studies related to school buses support our efforts**
  - EHHI study was released just after our campaign was launched (Yale researchers) (Feb 2002)
  - Number one recommendation in study was to reduce school bus idling
- **“Voluntary” compliance with regulations, going above and beyond the regulations**



# Implementation Strategies

- Letters to NHSTA members and non-members
- Letters to school superintendents
- Driver magnets given to all drivers who “take the pledge” to reduce idling
  - Sign ups at annual Driver Awards night (3 years so far)
  - Documentation of participation from fleet managers
  - Survey returns



# Implementation Strategies

- Presentations at bus driver training workshops
- Contact with PTAs
- Exhibit opportunities – NH Asthma Summit, School Administrator events
- Outreach materials
  - newsletter articles
  - bookmarks
  - tip cards
  - school yard signs



# Implementation Strategies

- Publicity and recognition
  - Press releases
  - Press events
  - Certificates to participating fleets (signed by Governor)
  - Participants listed on website, at special events



## Why is the program a success?

- Strong partnership with NHSTA.
- Program emphasizes safety first.
- Willingness of drivers – many were doubtful at first!
- Program relies on fleet managers, bus driver instructors, school superintendents and bus drivers to deliver the messages, help identify barriers, and be creative problem solvers.





# Why is the program a success?

- **Ongoing, frequent and consistent outreach to transportation providers and school superintendents.**
- **Ongoing publicity.**
- **Strong support from EPA.**



# What's Next?

- **More efforts at the local level for schools – parents, teachers, school nurses, administrators.**
- **Work with NHSTA to continue efforts to evaluate program through surveys and contact with bus drivers.**
- **Increased emphasis on retrofits, alternative fuels (bio-diesel) and cleaner engines – obtaining financial assistance.**
- **Increased outreach to truck stops and truck refueling sites.**
- **Overall anti-idling campaign for everyone.**
  - **Radio announcement**



# The End



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**New Hampshire -  
Doing Our Share for Clean Air!**