

## PHILADELPHIA DIESEL DIFFERENCE



The Philadelphia Diesel Difference Working Group is a coalition of public, private, and non-profit organizations working together to improve air quality in the Greater Philadelphia Metropolitan region.



The Working Group supports the implementation of clean diesel technologies and practices. As part of this process, the Working Group searches for sources of funding to help local fleets cover the costs of doing a clean diesel project.

Partnering with Philadelphia Diesel Difference has proven to be both a great public relations opportunity and a wonderful way to improve the region's air quality and public health! West Chester, North Penn and Wissahickon School Districts are among the school bus fleets that have benefited from such partnerships.



## HOW CAN I GET INVOLVED?

Membership is easy. Organizations, fleets or individuals interested in joining the Philadelphia Diesel Difference Working Group should sign onto the Philadelphia Diesel Difference Charter and then be willing to attend monthly meetings. For more information contact **Eric Cheung** (215-567-4004 ext. 237). Alternatively, consult the Philadelphia Diesel Difference website: [www.cleanair.org/dieseldifference](http://www.cleanair.org/dieseldifference).



## ADOPT-A-SCHOOL BUS

P R O G R A M



Philadelphia Diesel Difference  
RETROFITS CLEAN FUELS ANTI-IDLING



## Emissions from diesel engines produce significant amounts of air pollution,

such as particulate matter, nitrogen oxides, ground-level ozone, and air toxics. These pollutants have major impacts on public health, especially children who are particularly sensitive to the effects of diesel pollution. Health based standards for pollution levels are mandated by the federal government, but the Greater Philadelphia region has a chronic problem meeting these levels. Currently, this region is designated as being in non-attainment for both ozone and fine particulates.

The Philadelphia Diesel Difference Working Group is particularly concerned about emissions from diesel-powered school buses, because of the heightened threat they pose to children. School bus fleets have a number of options available to reduce their emissions,



including retrofits using particulate traps or oxidation catalysts; clean fuels such as ultra low sulfur diesel, emulsified diesel, natural gas, or biodiesel; and anti-idling practices

and technologies. Unfortunately, adopting most of these clean diesel strategies is often too costly for school districts – anywhere from \$2,000 to \$8,000 per bus.

The Philadelphia Diesel Difference Working Group has established its Adopt-A-School Bus Program to raise funds to help cover the costs of clean diesel projects in school bus fleets. Local businesses now have the ability to direct their donations specifically towards improvements in the school buses that transport children in communities where they have the closest ties. A company's sponsorships will have an immediate and dramatic impact in improving the air that local school children breathe.



### ADOPT-A-SCHOOL BUS PROGRAM SPONSORSHIP BENEFITS

Sponsorship Level	\$1,000 – \$4,999	\$5,000 – \$9,999	\$10,000 – \$49,999	Above \$50,000
# of Buses Impacted	1 to 2 buses	1 to 5 buses	2 to 25 buses	6 buses to entire fleet
Approximate Emissions Benefit (soot and smog pollution combined)	Up to 18 tons/yr.	Up to 45 tons/yr.	Up to 225 tons/yr.	Up to 900 tons/yr. for a fleet of 100
Sponsorship Benefits	<ul style="list-style-type: none"> <li>• Recognition on Diesel Difference webpages and newsletter</li> <li>• Tax deduction for donation</li> <li>• Positive recognition in community</li> </ul>	<ul style="list-style-type: none"> <li>• All Freshman Class benefits</li> <li>• Recognition reported to media through press release</li> <li>• Recognition written up in brochures</li> </ul>	<ul style="list-style-type: none"> <li>• All Sophomore Class benefits</li> <li>• Recognition given through press conference</li> <li>• Recognition plaque</li> </ul>	<ul style="list-style-type: none"> <li>• All Junior Class benefits</li> <li>• Recognition in community newspaper ad</li> </ul>
Category of Giving	FRESHMAN CLASS	SOPHOMORE CLASS	JUNIOR CLASS	SENIOR CLASS