SAMPLE LETTER: From PCA to Parents

Dear Parents,

I am writing today to share what I believe is an exciting transportation opportunity. I recently met with Coastal Bus Line LLC, a local transportation provider which is currently servicing other private and charter schools in our area. The objective was to evaluate transportation alternatives for our school. Considering rising fuel costs, the heavy local traffic, and the fact that school buses are the safest means of student transportation, I believe that this opportunity comes at an ideal time.

Starting on [DATE], Coastal Bus Line will open enrollment for roundtrip transportation from the North Mt. Pleasant area to [SCHOOL NAME]. The cost is [$$$$], which comes to just $7.50 per day. And siblings and one-way riders save 25%!

To secure your student’s seat, register your child online at [ENROLLMENT PORTAL URL] by [DATE]. With enough interest, busing will start on [DATE].

If you would like to learn more about academic transportation services with Coastal Bus Line, please visit their website at [www.coastalbusline.com](http://www.coastalbusline.com) or call 843-928-3028.

Thank you.

[GET ONBOARD CAMPAIGN MGR]