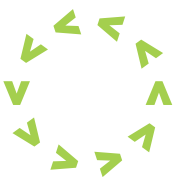




October 21-25

TOOLKIT

STOP FOR THE BUS – KIDS RELY ON US



**VERRA
MOBILITY™**

Use the hashtag
#NSBSW2019
to spread the message

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TIPS FOR PROMOTING SCHOOL BUS SAFETY WEEK

Issue a News Release

Spread the news about National School Bus Safety Week to promote safe driving in your community. You can announce your partnership with Verra Mobility and other safety organizations in your community.

- Issue a news release to remind your community that safe driving saves lives
- Publish data and statistics on school bus stop arm running in your community, including crash data, injury rates and violation rate ([search NASDPTS data](#)) on your social media account, website, on relevant community sites and community boards

Submit Story Ideas for Print or TV

Submit a short pitch letter, a letter to the editor, Op-ed or article promoting School Bus Safety Week. You can emphasize how school bus safety is important for child, family and community safety. This can include examples of how your local school bus stop arm program is reducing violations and crashes. Consider sending this information to:

- Local newspapers and community newsletters (print and online)
- Local safety groups for publication in employee newsletters or safety programs
- Internal employee newsletters/updates
- Journalists, encouraging them to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)
- Local school bus safety advocates, encouraging them to write letters to the editor in support of school safety so your community understands that stop arm runners can cause devastating and life-altering crashes

Sample Pitch:

Hello (name):

More than 130,000 school bus drivers counted 95,319 vehicles as they illegally passed their stopped school buses in a single day. Bus drivers' sample results in 39 states and the

District of Columbia amount to more than 17 million illegal maneuvers in a typical 180-day school year.

This week is National School Bus Safety Week, which is devoted to raising awareness about the importance of school bus safety.

Are you interested in covering the dangers of school bus stop arm running and ways organizations like ours are working to promote School Bus Safety Week?

Thank you,
(Name)

Television/Radio Interviews

Coordinate with a local television or news radio station to have a segment on school bus safety. You can:

- Encourage radio and TV stations to promote School Bus Safety, with stories featuring live broadcasts from school bus yards, a school drop off location or on a school bus route drop off or pick up location.
- Provide statistics showing the reductions in violations, crashes and injuries as result of school bus stop arm safety camera programs (**contact your local law enforcement**).
- Encourage journalists to ride along with police officers as they follow school buses on their routes to pick up and drop off children from school (if permitted in your area).

Join the Conversation on Social Media

- Incorporate a customized graphic acknowledging your support for School Bus Safety Week into your community or organization website, project page and email signature.
- Graphics to your website and social media to encourage others to share
- Encourage audience/followers to use the National School Bus Safety Week (**#NSBSW2019**) hashtag and graphics on social media!



PRESS RELEASE TEMPLATE

This template is provided to help you communicate about National School Bus Safety Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

NATIONAL SCHOOL BUS SAFETY WEEK 2019

Logo

School Contact:

Phone:

Email:

FOR IMMEDIATE RELEASE

CITY/STATE – (Insert School District) supports this year’s National School Bus Safety Week and its important message for drivers to stop for school buses as students enter and exit the bus.” This year’s annual campaign, which emphasizes safe driving behavior, will take place Oct. 21-25.

“National School Bus Safety Week is a prime opportunity to remind drivers to obey traffic laws around school buses. Our children are most vulnerable when boarding or disembarking their school bus, which is why drivers are required to stop,” said XXX, Superintendent. “Each day, our children’s safety is our top concern. Please inform your friends and family of this important initiative and remember, stop for the bus – kids rely on us.”

Nine years of annual survey results by the National Association of State Directors of Pupil Transportation Services show drivers routinely ignore school bus stop arm signs. In a single day during the 2018-19 school year, more than 130,000 school bus drivers in 39 states, plus the District of Columbia counted more than 95,319 vehicles illegally passing their stopped school buses. Stretched out over a full school year, this one day count amounts to more than 17 million illegal maneuvers nationwide.

(If applicable) To address this growing problem, (School District) has partnered with Verra Mobility to deploy CrossingGuard™, a school bus stop arm technology that mounts purpose-built cameras on the side of the school bus. When the stop arm is deployed, the camera automatically detects a vehicle illegally passing the stop arm in either direction and captures video of the violation and still images of a vehicle’s license plate. The violation video and license plate images are then reviewed by (ISSUING AUTHORITY) for approval prior to a citation being issued. Typically, 99 percent of drivers who receive one ticket for illegally passing a school bus have not received a second violation, according to Verra Mobility data. Such results indicate school bus safety cameras are changing driver behavior.

“We have a profound obligation to ensure that all our students arrive to school safely,” said XXX Superintendent. “Join us in recognizing National School Bus Safety Week by being safe around school buses, each and every day.”



REPORT CARD - 2018/2019 SCHOOL YEAR

THE ISSUE

Data collected from school bus drivers in 39 states throughout the United States.



THE SOLUTION

Data collected from 30 operational school bus stop arm safety programs.



BUS STOP FATALITIES

Over a six-day period in 2018 **six students were killed**, and **eight students and two adults were injured** by vehicles either violating stop arms or hitting students and adults while they were waiting at a bus stop.¹



ILLEGAL PASSING

In 2018, an estimated **15 million drivers** illegally passed school buses across the country.¹



SCHOOL BUS DANGERS

More than **130,963 school bus drivers** reported that **95,319** vehicles illegally passed their buses on a single day.¹



CHANGING DRIVER BEHAVIOR

99% of drivers who received and paid a ticket for illegally passing a school bus **DID NOT receive a second.**²



EDUCATING DRIVERS

64,170 violations were issued to drivers for running the school bus stop arm.²



REDUCING ILLEGAL PASSING

26% year-over-year decrease in school bus stop arm citations per bus, per day in districts with school bus stop arm safety camera programs.³

1) <http://www.nasdpts.org/stoparm>

2) Verra Mobility operational programs during the 2018/19 school year

3) Verra Mobility operational programs: 2017-2018 school year to 2018-2019 school year



SHARED GRAPHICS

These graphics are provided to help you communicate about National School Bus Safety Week. We encourage you to use the images in spreading awareness. Don't forget to use **#NSBSW2019**

NSBSW LOGOS



FACEBOOK / TWITTER COVERS



2018/2019 REPORT CARD



THE ISSUE

Data collected from school bus drivers in 39 states throughout the United States.



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KNOW-THE-LAW STATE-BY-STATE

GEORGIA Know the Law

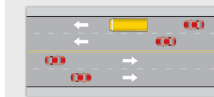
Two-lane roadway

When school bus stops for passengers, **ALL** traffic from both directions must stop.



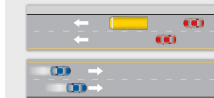
Four-lane roadway without a median separation

When school bus stops for passengers, **ALL** traffic from both directions must stop.



Divided highway of four lanes or more with a median separation

When school bus stops for passengers, only traffic following the bus must stop.



A roadway with two-lanes, four-lanes or more with a center turning lane

A highway with two-lanes or four-lanes or more divided by a center lane. When school bus stops for passengers, only traffic following the bus must stop.



#NSBSW2019

WASHINGTON Know the Law

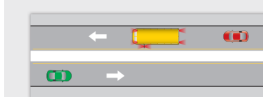
Two-lane, undivided roadway.

When school bus stops for passengers, **ALL** traffic from both directions must stop.



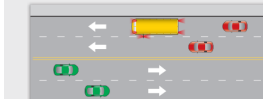
Roadway divided into two separate directions of travel.

When school bus stops for passengers, only traffic following the bus must stop.



Undivided roadway with three or more lanes.

When school bus stops for passengers, only vehicles traveling the same direction as the bus must stop.



Oncoming traffic does not have to stop on divided and multi-lane roads. School buses are prohibited from making a stop that requires a student to cross those types of roads.

#NSBSW2019

ADDITIONAL GRAPHICS

- How It Works
- School Bus Safety Tips
- Social Media Posts

EMAIL SIGNATURE



SCHOOL BUS SAFETY WEEK TOOLKIT
#NSBSW2019

SCHOOL BUS SAFETY TIPS

How motorists can keep kids safe around the school bus.

- When driving in neighborhoods with bus stops, schools and school zones, watch out for children walking or bicycling to school.
- Slow down. Look for children walking in the street, especially if there are no sidewalks in the neighborhood.
- Remember, children do not easily estimate vehicle speeds and often misjudge when it is safe to cross the street when a vehicle is approaching.
- Learn and obey the school bus laws in your state. Obey the “flashing signal light system” that school bus drivers use to alert motorists of pending actions.
- Yellow flashing lights indicate that the bus is preparing to stop to load or unload children. Motorists should slow down and prepare to stop their vehicles.
- Red flashing lights and extended stop arms indicate that the bus has stopped, and that children are getting on or off. Motorists must stop their cars and wait until the red lights stop flashing. The extended stop sign is withdrawn, and the bus begins moving before they can start driving again.

Source: NHTSA

Thank you for your support of Verra Mobility and all your work to make our roads safer.



Verra Mobility

www.VerraMobility.com | media@VerraMobility.com



SCHOOL BUS SAFETY WEEK TOOLKIT
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