



News from the American School Bus Council

Volume 1, Issue 2

March 2010

Dear American School Bus Council Partner,

As everyone in our industry knows, each dollar in schools' budgets is being closely evaluated. Now, more than ever, it is important that we publicize what we already know: school buses are the safest, most economic and environmentally sound form of transportation for getting children to and from school.

The American School Bus Council was formed in 2006 to support the individual efforts of the three associations with the involvement and support of the three major original equipment manufacturers (OEMs). There have been many questions asked as to who is ASBC. Quite simply, ASBC is us! It's every individual involved in transporting children to school on the yellow school bus: every driver, technician, trainer, director, contractor, OEM employee, component supplier, etc.

Our group has worked to unite the industry, become a coalition on issues impacting the industry and has developed a clear mission to build awareness, increase ridership and obtain federal funding. After four years, we continue to educate parents, school officials and lawmakers about the essential role that the yellow school bus plays in the safety, health, security and readiness of America's schoolchildren.

As you are aware, this is such a critical time in our industry considering the extreme financial pressure that state budgets and school districts are facing. Time and again, we see transportation as one of the first items that shows up on the chopping block.

We need to make sure that our messages are heard by people across the country and ASBC provides the venue to communicate those messages effectively. Being part of the ASBC since its inception, I have seen how the school

In This Issue

Feature Story: Federal Funding for the School Bus

Partner Announcement

Spotlight on Success

[Join Our Mailing List!](#)

Who Is the ASBC

The American School Bus Council is a coalition of the school transportation industry - including public and private transportation providers, school bus manufacturers and state officials responsible for pupil transportation. The Council is committed to providing safe, effective, efficient and healthy transportation for the more than 26 million schoolchildren who ride more than 480,000 school buses daily.

Quick Links

[More About Us](#)

[Love the Bus](#)

Member Organizations

NAPT (National Association for Pupil Transportation);

NASDPTS (National Association of State Directors of Pupil Transportation Services);

NSTA (National School Transportation Association);

Blue Bird Corp.;

IC Corporation; and

Thomas Built Buses

THANKS
to Our Partners

bus industry has come together to reach 100 million consumers and educate them on how school buses provide access to education-not just a ride to school. ASBC has been instrumental in the bus industry's success over the past few years with 700 positive news stories since 2006.

As an industry, there is strength in numbers. We increase our effectiveness when we work together as a team. I look forward to the continued growth of the ASBC and to your support, this year and in the future. As a group, we can and will make a difference.

Sincerely,
Ken Hedgecock
Thomas Built Buses, Inc.

Feature Story: Call Your Reps TODAY to Get Federal Funding for the Yellow School Bus



In order to take the school bus industry to another level, the American School Bus Council is asking the federal government to fund a two-year public education campaign to promote the use of school buses. This would be a public awareness

campaign touting the safety, convenience and environmental benefits of riding the school bus.

ASBC representatives traveled to Washington, D.C. in December to meet with agency and Congressional members to advocate for the campaign. At each meeting, ASBC members referenced the campaign's three main messages: school buses are the safest choice; school buses are the greenest motorized choice; and school bus use helps promote learning.

February was a great month for the push with Congressman Dan Lipinski (D-IL) and Congressman Howard Coble (R-NC) sending communications to other members of the House of Representatives urging them to sign a letter to Department of Transportation (DOT) Secretary Ray LaHood to fund a \$5 million campaign out of existing transportation resources. ASBC members

Partner Organizations 24/7 Security Inc.

Boone Transportation
Bus Parts Warehouse
C.E. White Co.
Cci
Child Check-Mate
Collins Bus Corp.
Espar Products
Gatekeeper Systems
Heavy Duty Bus Parts, Inc.
REI-Radio Engineering
Rolling V Bus Corp.
Safe Guard/IMMI
School Bus Fleet
Specialty Manufacturing (SMI)
STN Media Group
Synovia, Inc.
Syntec Seating Solutions
Trans/Air Manufacturing
Unity School Bus Parts

Upcoming Events



**SOUTHEASTERN STATES PUPIL
TRANSPORATION CONFERENCE:**
July 11-14
Columbia, SC

have been working diligently to contact Congressmen and have them sign on to the letter. Currently, there are seven House members including, Arcuri (R-NY), Childers (D-MS), Cleaver (D-MO), Costello (D-IL), Duncan (R-TN), Etheridge (D-NC), Gallegly (R-CA), Hare (D-IL), McMahon (D-NY), Petri (R-WI), Shimkus (R-IL), Skelton (D-MO) and Smith (R-TX).

Senator Benjamin Cardin (D-MD) and Senator James Inhofe (R-OK) are leading a similar effort in the U.S. Senate. Their letter will be sent around to members of the Senate for additional signatures. Once both of these letters are finalized and sent, the ASBC will meet with the DOT to determine how the campaign would work.

The effort for the House ends this Friday, March 26 with the Senate efforts ending Friday, April 9. Contact your congressman's transportation aide TODAY to make sure your representative has signed the letter. To encourage your Congressmen and Senators to add their names, visit the National School Transportation Association's Web site at <http://www.yellowbuses.org/issues/urgentaction.aspx> for directions.

Welcome Espar -- ASBC's Newest Partner

Our sincere thanks to those who support the American School Bus Council. Our members and partners enable our organization to educate parents, school officials and lawmakers about the essential role the yellow school bus plays in the safety, health, security and readiness of America's schoolchildren-including the 26 million students that ride the bus to and from school each day.

We are thrilled to announce Espar Products as our newest partner that joined our roster of 20 partner organizations.

More information on how to become a partner or friend to the ASBC can be found by viewing our [Partner Form](#) or [Friend Form](#). If you have any questions, please contact Bob Riley at (970) 871-1784 or e-mail schoolbuscouncil@bm.com.

Love the Bus Wrap Up

Love the Bus 2010 had another successful year! The American School Bus Council kicked off the campaign with a January webinar showing school districts how to develop Love the Bus activities in their own communities.

SCHOOL TRANSPORTATION NEWS (STN) EXPO:
July 24-28
Reno, NV

NATIONAL ASSOCIATION OF STATE DIRECTORS OF PUPIL TRANSPORTATION SERVICES (NASDPTS) CONFERENCE:

Oct. 29-Nov. 1
Portland, OR

NATIONAL ASSOCIATION FOR PUPIL TRANSPORTATION (NAPT) ANNUAL CONFERENCE & TRADE SHOW:
October 30-November 4
Portland, OR

Love the Bus Pictures

School districts and transportation companies across the country worked together to honor their school bus drivers. People went to www.LovetheBus.com to download materials and get ideas on how to honor the drivers in their area. Local press releases popped up throughout the country announcing events and participation at schools.



The 2010 program had thousands of school bus drivers and students participating across the country with events leading to 35 million media impressions. Achievements included a national radio news release featuring Mike Martin with 26 million impressions; television airings on local ABC, NBC and CBS affiliates across the country; and 99,000 web hits at www.LovetheBus.com in January and February.

TOTAL MEDIA IMPRESSIONS: More than 34 million including

- 26,000,000 Radio Impressions
- 7,000,000 Web Impressions
- 1,146,000 Broadcast Impressions
- 615,000 Print Impressions
- 99,000 Web Hits for January & February 2010

Area bus drivers in Minturn, Colorado were honored with a dinner to Valentines. Local businesses got involved in "Love the Bus" by giving drivers and mentioning the program in the local paper and radio.

The Coxsackie-Athens School District in New York participated in Love the Bus by creating Valentines with messages as to why they "Love the Bus" and their drivers. Elementary schools prepared songs for the drivers and monitors and decorated their buses.

For more information on the American School Bus Council, visit our web site www.americanschoolbuscouncil.org or contact us at 866-955-ASBC (2722) or schoolbuscouncil@bm.com.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to kathleen.prause@bm.com by kathleen.prause@bm.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

American School Bus Council | TBD | Washington | DC | 20009

Email Marketing by

