



**LEARN THE
FACTS**
PLAY IT SAFE
schoolbusfacts.com

HOW EVERYONE CAN SUPPORT THE SCHOOL BUS

There's no question that the school bus plays an important role in thriving communities. But support is key in maintaining school bus ridership in your district. So what can you do to protect the school bus in your area?

- **Use it.** Demand supports the justification for funding. If you have school-age children with access to the school bus, why not send them to school on the safest ride in town?
- **Educate the community.** Spread the word about the many benefits of school bus ridership. Schoolbusfacts.com can provide you with resources to help.
- **Advocate for funding.** Communicate with locally elected officials in your area to let them know that access to school bus transportation is important to you.
- **Go social.** Spread the word on social media about the benefits of the school bus. Follow American School Bus Council at www.facebook.com/ASBCHQ and post images of ways you are using their media to spread the word.
- **Write about it.** Use the drop-in articles available at schoolbusfacts.com in blogs, articles or newsletters to help spread the word. Include appropriate graphics from the toolkit to attract attention and communicate in a visual way.

- **Email key contacts.** Ask legislators, parent-teacher groups and educators to support the school bus in your district by visiting schoolbusfacts.com and by attaching one of the downloadable resources to your email message.

School bus ridership SAVES over 17 million cars from joining the daily commute—more cars than would span the distance from Miami to Seattle.

- **Involve local media.** Encourage journalists to cover information about school bus safety in your community.
- **Stay in the loop.** Sign up for news and information you can use to help keep school bus ridership strong in your community at schoolbusfacts.com.