


BUSPATROL

BusPatrol Fact Sheet 2023

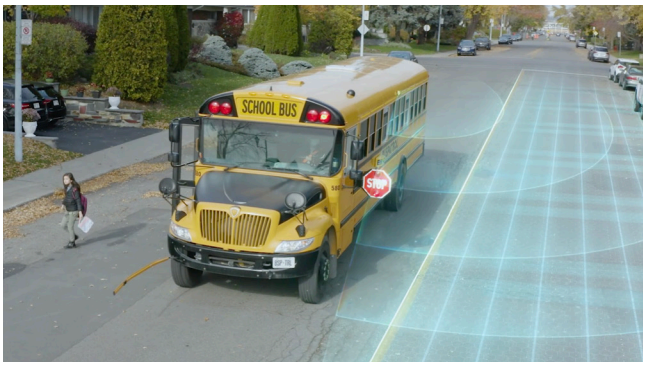
# Keeping Children Safe in New York State

## WHO WE ARE

BusPatrol is the leading provider of school bus safety programs in North America. We partner with school districts, municipalities, and law enforcement to implement safety programs that protect millions of children going to and from school each day. Our programs are proven to **reduce the rate of illegal passings by up to 30% YoY.** BusPatrol is the only vendor to offer **full-fleet deployment of safety technology at no cost** to the school, municipality, or taxpayer.

BusPatrol safety programs include automated enforcement technology such as AI-powered stop-arm cameras to help communities enforce school bus stopping laws and change driver behavior for good. The technology, installation, and maintenance are all provided at **zero cost through our violator-funded program.**






## OUR MISSION

Every year, motorists illegally pass stopped school buses 17 million times, putting the lives and safety of children at risk.* **In New York State, an estimated 50,000 drivers violate school bus stopping laws every day.*** Our mission is to make the journey to and from school safer for students everywhere. Through education and enforcement, we aim to deter drivers from illegally passing stopped school buses to bring the number of violations down to zero.

$0

**NO COST**

Violators pay for the program, not students, parents, or school districts!

**FULL COVERAGE**

Equip every bus to protect every child, whatever their zip code.

**SAFETY FIRST**

Safety is about more than issuing tickets. BusPatrol educates drivers to change behavior.

*NYS Governor's Traffic Safety Committee

***THE MOST TRUSTED AND DEPLOYED SCHOOL BUS SAFETY PROGRAM***

BusPatrol is the most trusted and deployed school bus safety program in North America. BusPatrol's automated enforcement program is deployed on almost 15,000 school buses across North America. In New York, BusPatrol's safety program is deployed on a growing fleet of more than 6,500 school buses, protecting an estimated 330,000 students across the state.

## BusPatrol in New York State

### LIVE AND INSTALLING

- **Albany** County
- City of **Niagara Falls**
- **City of** Glen Cove
- **Suffolk County** School Bus Safety Program
- Town of **Hempstead**
- **Dutchess** County
- **Rensselaer** County
- City of **Rensselaer**
- **Rockland** County
- **City of** North Tonawanda

### AWARDED CONTRACTS

- **Monroe** County
- Village of **Kiryas Joel**
- **Town of** North Hempstead
- City of **Long Beach**

New York fleet count: **6,500+**

Est. students protected: *** 330,000**

School districts: **100+**

*Students calculated by 50 students per bus.

## *BUSPATROL SAFETY PARTNER TESTIMONIALS*

# What do our New York safety partners say?

"Even one student injured or worse due to reckless driving is too many. Through our partnership with BusPatrol, we are holding dangerous drivers accountable and creating safer roadways for everyone."

**DANIEL P. MCCOY**
Albany County Executive

"Since the implementation of the BusPatrol program, traffic violations involving our school buses have declined precipitously, leading to the increased safety of our children."

**GREGORY SANDERS**
Police Officer
Southold Town Police Department

"From the cameras to artificial intelligence systems that interpret the data, to informing and educating the public and students, their ongoing efforts make buses safer. This is all designed to affect behavior change and reduce school bus passes. It's done with professionalism and the idea of protecting our most precious cargo, the students."

**RICHARD GALLAGHER**
Director of Transportation
Bay Shore Union Free School District

"As a company with prior experience using other camera systems, BusPatrol has been the best by far. Customer Service has a fast response time and is very helpful and professional. The system is easy to use and the video quality is sharp and clear. My favorite feature is going "live" when the buses are rolling. Most importantly, this system is great for both safety and accountability for everyone."

**CHRISTINE MANCARI**
Manager
Niagara Falls Coach Lines

## BUSPATROL'S SCHOOL BUS SAFETY PROGRAM IN ACTION–CASE STUDIES

# Suffolk County

### Deploying the largest school bus safety program in America

SUFFOLK COUNTY SCHOOL BUS SAFETY PROGRAM



- **70** school district
- **4,500** school buses
- **225,000** students protected
- **60-day** education campaign across TV, radio, print & social media

In Suffolk County, NY, we launched the largest school bus safety program in America to date, with more than 70 participating school districts. The program start date was preceded by an education campaign and warning period. This included road signage, an extensive PSA campaign across TV, radio, print, and social media, and school-based outreach and student driver education, to raise awareness about the danger of stop-arm violations and the start of the new Safety Program.

## Media campaign for widespread awareness & increased safety

### Television & Cable News

MSNBC · news12 · CNN · FOX NEWS media

### Local Radio Stations

WBAB 102.3 · WALK 97.5 · LI NEWS RADIO

### Spanish Radio

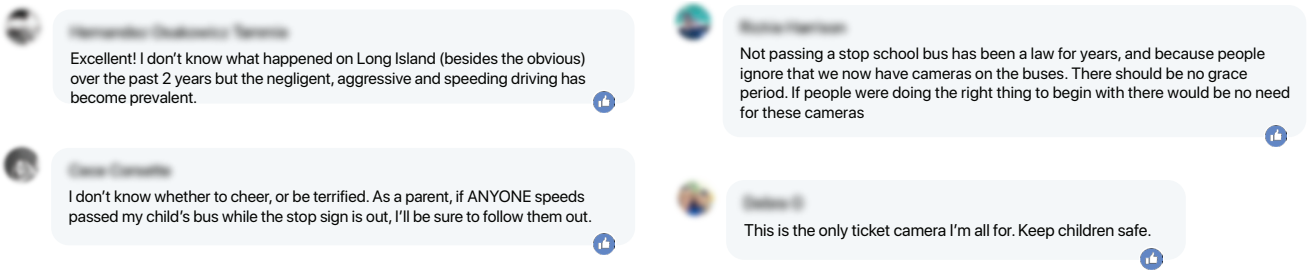
La Fiesta 98.5 · WHE am 1520

### Micro Papers (Long Island)

East End Beacon · TBR NEWSMEDIA · The Babylon Beacon Newspaper · Noticia The Suffolk Times

### Social Media & Digital

Google Ads · YouTube Advertising



Excellent! I don't know what happened on Long Island (besides the obvious) over the past 2 years but the negligent, aggressive and speeding driving has become prevalent.

Not passing a stop school bus has been a law for years, and because people ignore that we now have cameras on the buses. There should be no grace period. If people were doing the right thing to begin with there would be no need for these cameras

I don't know whether to cheer, or be terrified. As a parent, if ANYONE speeds passed my child's bus while the stop sign is out, I'll be sure to follow them out.

This is the only ticket camera I'm all for. Keep children safe.

## *MEET OUR PROGRAM MANAGEMENT TEAM*

BusPatrol's safety program, processes, and enforcement platform were **created through collaboration with police departments and sheriff's offices,** resulting in a product dedicated to community safety. Our program management team is comprised of police chiefs, highway patrol officers, lieutenants, and commanders. By working with BusPatrol, you will be supported by former LEOs who understand the importance of traffic safety and school bus safety laws.



### RICHARD HETHERINGTON

**Director of Program Management**

Previous Civilian Manager at Montgomery County Police Department (MD) and Assistant Chief of Police at Frederick Police Department (MD)



### COREY FENLEY

**Program Manager in New York State**

Previous Highway Patrol and Collision Investigation with New York Police Department (NY)



### TOM DIDONE

**Program Manager in North Carolina**

Previous Assistant Chief of Police, Director of the Traffic Division at Montgomery County Police Department (MD)



### DAVID GOLD

**Program Manager in Pennsylvania**

David Gold transitioned into law enforcement from the United States Army and has more than 26 years of experience as a police officer.