

12 Testimonials

From Customers Who Are Using Our Driver Training Course



**Customers rate our courses
10 out of 10 - Perfection!**

Training That Changes Driver Behaviors



Creating a Safety Culture

We hear these words all the time. Everyone seeks a safety culture, but when asked, few can explain what a safety culture is. We believe a safety culture can be defined as:

*“A safety culture exists when a location has created **NORMS** such that everyone at that location acts in a way, automatically, as a norm to remove or reduce risk in everything they do. They do it right, the first time, every time.”*

This guide has been created to help you put this into effect and create a safety culture at your location.

Let's Start with the Basics

What is your purpose?

To provide safe reliable student transportation.

How can you do this?

Hire qualified drivers (credentialing)

Train them effectively

Provide good leadership to achieve desired behaviors

What are the desired behaviors?

While there are dozens of desired behaviors, we wanted to simplify these and make them easy to understand. To do this, we detail the 22 most important behaviors on a poster included with our Driver Training Course.

This poster shows the unsafe behavior on the right side of the poster and the safe behaviors on the left side of the poster. A copy of the poster is the back of this guide.

The desired behaviors are the 22 behaviors on the left side of the poster.

If you make compliance with these 22 behaviors your primary focus, your NORMS, you will have created a Safety Culture. That is what our training course does...Creates a Safety Culture.

Our Driver Training Course is focused on coaching, mentoring and educating drivers to do it right, the first time, every time in everything they do, by following these 22 safe behaviors.

Isn't this the objective?



10th December 2024

Jeff Cassell
School Bus Safety Company
56111 Hudson Drive
Hudson, Ohio 44236

Operate 2,000 school buses

Dear Jeff,

As you know, we have been using your training courses since our creation in 2011. However, these were the USA versions and we had to work around the Canadian differences.

We are delighted that we now have the courses that are specific to Canadian practices and utilize the metric measurements, such as KPH, meters, kilometers and kilograms.

The new updated Canadian course includes a number of additional improvements and as such are current.

Switzer-Carty operate over 2,000 school buses from sixteen locations and use your new Canadian Driver Training Course at every location.

Using your course, we teach that the goal is to remove or reduce risk in everything we do. To achieve this, we focus on persuading every driver to follow the 22 safe practices on the Safety Management System poster and as such remove or reduce the risk in all 22 potential hazardous situations.

There is nothing else available that comes even close to the School Bus Safety training materials and would recommend them to all contractors or school districts.

You asked me to rate the course on a scale of 1 to 10. It is a 10.

Jim Switzer
President & CEO

There is nothing else available that comes even close to the SBSC training materials.

It is a 10 out of 10



**Operate 12,000
Buses**

Dear Jeff

My personal opinion of the SBSC/TAPTCO programs is they are the most comprehensive commercial passenger driver training that is available in an off the shelf format today. Leveraging adult learning concepts, participant workbooks and facilitation tools and tips, the program positions the trainees to receive a consistent program with consistent delivery from different trainers. The classroom videos, discussions and participant guide prepare the learner for the experience they will receive from the behind the wheel segments.

Perhaps more important than the program is the SBSC/TAPTCO staff, and the support you will receive from them. From opening discussion through product delivery, the staff is first class. The team at SBSC/TAPTCO position themselves as your partner and will help guide you through the integration of this program into your organization.

On a scale of 1 to 10, how would you rate this course, compared to any alternate similar course available and comparable to?

Compared to other commercial passenger transportation driver training programs currently on the market, SBSC/TAPTCO receives a 10 from me!

Kevin Kilner | Chief Safety Officer

Cell 312.218.2608 | kkilner@gobeacon.com

**"The most comprehensive commercial
passenger driver training that is available"
SBSC/TAPTCO receives a 10 from me!**



1st February 2022

Operate 22,000 Buses

To: Jeff Cassell
President, School Bus Safety Company

School Bus Safety Company - Driver Training Course

Following your request, I wanted to provide feedback on the SBSC Driver Training Course.

STA uses your training course at all 190 locations and the terminals consistently provide feedback on how well-done the materials are! They really appreciate having access to such a comprehensive, quality training course.

Adding the FMCSA Entry Level Driver Training has ensured STA is in compliance with the new regulations. Here are the answers to questions you posed:

1. What is your overall opinion of the course?

This is an excellent training course far exceeding any other training materials available to the school bus industry. The course focuses on a Safety Management System that makes the desired outcomes easy to understand and follow. We recommend this course to all school bus locations.

2. On a scale of 10 to 10, 10 being the best, how would rate this course compared to any other training course available?

An easy 10, it is difficult to see how it could be improved.

Shelly Hall
SVP of Health and Safety
Student Transportation of America Inc.
336-215-3473
smhall@ridesta.com

**An easy 10, it is difficult to see how it could be improved.
This is an excellent training course far exceeding any other training materials**



**COOK-ILLINOIS
CORPORATION**

**Operate 2,200
Buses**

DATE: February 17, 2022

TO: Mr. Jeff Cassell
President, School Bus Safety Company

FROM: John Benish Jr.
President, Cook-Illinois Corporation

Jeff,

We at Cook-Illinois Corporation wanted to thank you and School Bus Safety Company for our new training programs. We have now have over 20 different locations and this of course makes training so much easier.

We also have over 25 employee's training our drivers and staff. We needed a up to date, comprehensive training program. And yours is it!

Thank you

Thank you

Thank you

John Benish Jr.
Cook-Illinois Corporation
2100 Clearwater Drive, Ste. 250
Oak Brook, IL 60523
Phone: (708)560-9840
jbenish@cookillinois.com

**We needed a up to date,
comprehensive training
program. And yours is it!**



December 11, 2024

Jeff Cassell
School Bus Safety Company
56111 Hudson Drive
Hudson, Ohio
44236

Operate 6,000 school buses

Dear Jeff,

You asked me for a testimonial in respect of the new Canadian Driver Training Course. We have used the USA versions of the School Bus Safety Training Courses for over 15 years, as they were the best available. We have now upgraded to the new Canadian course and it is outstanding.

We no longer have to explain the Canadian differences as we present the training and really like that the course utilizes the metric measurements such as KPH, meters, kilometers and kilograms. Our driver trainers used to pass on complaints from trainees about the US references, now they have something they can proudly call their own.

The two updated programs of Safety Best Practices and Danger Zones are considerably improved and with the addition of the program on Driving Electric Buses, we are pleased you are keeping the course current.

Student Transportation of Canada operate over 6,000 school buses from 75 locations and are using your new Canadian Driver Training Course at every location.

Using the course, we focus on persuading every driver to follow the 22 safe practices on the Safety Management System poster and as such remove or reduce the risk in all their actions. To our knowledge, the School Bus Safety training materials are by far the best available and would recommend them to all school bus locations.

You asked me to rate the course on a scale of 1 to 10. It is a 10, we do not see how it could be improved.

Keep up the good work!

Chris Harwood President

The new Canadian course is
outstanding
It is a 10 out of 10

Sean Payne

spayne@martinsbus.ca

Submission Date

Sep 2, 2021 3:27 PM

School District or Contractor Name

C. Martin's Bus Service Ltd.

Name

Sean Payne

Email

spayne@martinsbus.ca

Address

106 Advance Ave

Napanee, Ontario, K7R 3Y5

Phone Number

(613) 540-3929

What is your overall opinion of the Driver Training Course?

The courses are fantastic. They are the core of our new driver training and for providing refresher training to our existing drivers.

On a scale of 1 to 10 (10 being the best), how would you rate the Driver Training Course?

10 / 10

Do you have any ideas how we can improve the Driver Training Course?

The only issue we have with the courses is that some of the modules/material are tailored to the US industry which is some cases differs from our requirements here in Ontario, Canada.

**The courses are fantastic
10/10**

To: School Bus operations considering using the School Bus Safety Companies training materials

Landmark is in the business of helping school districts and parents get their students to school – safe, secure and on-time. A major factor in achieving this goal is the training of our drivers, both in quality and content.

For more than five years we have been using the materials created by The School Bus Safety Company. The original Driver Training Course was excellent, but then just 2 years ago they completely re-created the course bringing it up to date and adding ten additional subjects, such as Pedestrian & Bicycle Safety, Adverse Conditions and Driver Fatigue.

We have no doubt that using this leading training course helps us achieve our safety goal and have no hesitation in recommending it to all other contractors or districts.

Barry Stock
President
Landmark Student Transportation

**"have no hesitation in
recommending it to all other
contractors or districts."**

12th December 2024



Jeff Cassell
School Bus Safety Company
5611 Hudson Drive
Hudson, Ohio 44236

Operate 2,200 school buses

Dear Jeff

At your request, we are pleased to offer a testimonial as to your Driver Training Course.

The course is by far the best training available. We have no hesitation in recommending it to all school bus operations.

Southland Transportation operate 2,200 school buses from 50 locations. We use the driver Training course at all 50 locations so that we have one high standard of operations across our company.

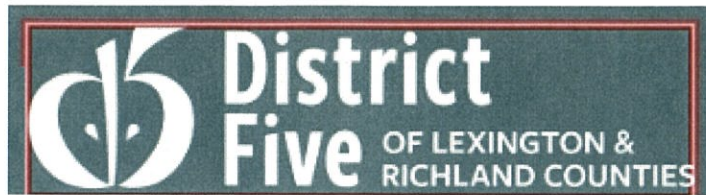
By focusing on the 22 safe behaviours as taught with the program, this makes our desired safe behaviours easy to train, understand and put into practice. The drivers have welcomed this high quality of training materials.

The interactive video programs are outstanding and are supported by the study guides, the posters, the exams – all the comprehensive set of materials to train our drivers.

On a scale of 1 to 10, we rate SBSC's Driver Training Course a 10.

Jason Graham
Vice President, Health, Safety and Training Canada

The interactive video training programs are outstanding.
We rate SBSC's Driver Training Course a 10



Harold Williams

hlwillia@lexrich5.org

Submission Date Jul 18, 2023 9:46 AM

Full Name Harold Williams

Title Director of Transportation

School District/Company Lexrich5

E-mail hlwillia@lexrich5.org

Phone Number (803) 476-4980

Address 1020 Dutch Fork Road
Irmo, SC
United States

1. What is your overall opinion of the SBSC Driver Training Course?

Great program! Very informative.

2. How would you rate our courses compared to training materials you've used before?

10 / 10

Great program, very informative -10/10

School Bus Safety Company Customer Testimonial

Full Name Diane Showers
Title Training and Development Manager
District/Company Valley View School District 365-U
E-mail showersdg@vvsd.org
Phone Number (815) 886-6686
Address Street Address: 39 E. Forestwood Drive
City: Romeoville
State / Province: IL
Postal / Zip Code: 60446
Country: United States

1. What is your overall opinion of the SBSC new Driver Training Course?

My trainers and I are very excited about the new Driver Training Course. It covers a lot of topics that are current issues with the industry.

2. How do these training materials compare to the materials you were using before? Do you plan on instigating the Vision, Mission and Values as recommended in the course?

These training materials put everything you need in one place. The course is easy to follow and loaded with great information for new and even current drivers. **This material is head and shoulders above what was used before.**

3. What feedback have you had from your new drivers regarding these training materials?

Our new drivers feel that this course gives them a lot of information needed to do their job right. Student management is always a difficult subject to teach and this system gives you excellent ways to handle many situations that a driver may encounter.

4. Have your veteran drivers been exposed to SBSC's training materials? If so, what is their feedback?

Some of our veteran drivers have been exposed to the program and feel it is a great source for refreshing ideas and philosophies to the industry. We plan on using more of the materials as we go through our new behind the wheel refresher classes for our drivers.

5. Have you seen an improvement in performance or reduction in accidents by using these materials? If yes, please provide details.

By introducing and reintroducing the LLLC method of defensive driving, it has helped our drivers remain focused on what they need to be doing behind the wheel, making them safer drivers.

6. Would you recommend the SBSC training materials to other school districts?

I would absolutely recommend this course to anyone who is looking for a training program that is will help improve their training program.

"This material is head and shoulders above what was used before"
"I would absolutely recommend this course"



DAIRYLAND
BUSES INC.

Jeff Cassell

School Bus Safety Company

5601 Hudson Drive

Hudson, Ohio 44236

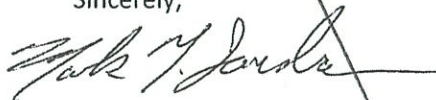
Dear Mr. Cassell

You asked us to comment on the new Driver Training Course created by The School Bus Safety Company. **It is outstanding. The depth and quality of these materials far exceed anything else available to train school bus drivers.**

The trainers welcome using such high quality training videos, guides and posters. With the many questions and discussion points throughout the videos, we engage the drivers in discussion to greatly enhance the learning.

Yes, we would recommend this new Driver Training Course to all school bus operations.

Sincerely,



Mark N. Jordan

President

"It is outstanding. The depth and quality of these materials far exceed anything else available to train school bus drivers"

1701 Pearl Street, Suite, Waukesha, WI 53187-0178
Phone Number (262)544-8181
Fax Number (262) 542-2036

Ashley Walker

anwalker@ccisd.net

Submission Date Jul 18, 2023 9:46 AM

Full Name Ashley Walker

Title Safety and Training MRG

School District/Company Clear Creek ISD

E-mail anwalker@ccisd.net

Phone Number (281) 284-0618

Address 2748 FM 518 E
League City , TX, 77573
United States

1. What is your overall opinion of the SBSC Driver Training Course?

The training course is very thorough and informative.

2. How would you rate our courses compared to training materials you've used before?

9 / 10

**The training course is very thorough and informative
9/10**

SCHOOL BUS DRIVER TRAINING COURSE

Driver performance is directly related to the training provided, both in quality and content.

On DVD or Thumb Drive-\$5,200



26 Video
Training Programs

Available on DVD, Thumb Drive, & Web Based

Comprehensive, Systematic & Integrated. No other training materials come even close to this course.

**100% compliant with new
MAP 21 Entry Level Driver
training requirements (ELDT)**

How do your training materials compare?

26 Training Programs & Final Exam

Safety & Defensive Driving

1. Safety Best Practices
2. LLLC Defensive Driving

The Bus

3. Meet The Bus
4. Pre & Post Trip Inspections
5. Mirror Adj & Ref Points
6. Check Your Brakes

Driving Situations

7. Intersections
8. Safe Backing
9. Railroad Crossings
10. Danger Zones
11. Pedestrian & Bicycle Safety
12. Adverse Driving Conditions
13. Mountain Driving

About the Driver

14. Preventing Driver Fatigue
15. Preventing Driver Distractions
16. Preventing Harassment
17. Drugs & Alcohol

The Children

18. Safe Bus Stops
19. Student Management
20. Extreme Student Management
21. Sleeping Children
22. Power Lines
23. Preparing Students to Learn

When All Else Fails

24. Emergency Evacuations
25. Post Accident Procedures
26. ELDT Supplemental Program
27. Final Exam

Comprehensive course includes everything you need:

- 26 Video
- Training programs
- 15 posters
- BTW Trainer's Guide
- Classroom Trainer's Guide
- Driver Study Guide
- Creating A Safety Culture Guide
- Extensive Final Exam
- Recommended Syllabus
- Compliance Certificate

The foundational programs of Safety Best Practices and LLLC Defensive Driving teach the concepts of operating safely. These concepts are then applied and followed in all the other programs.

By far the most important factor in transporting students safely is the driver's actions. These actions and safe practices performed are determined by their training. Why not use the best available?

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Hudson, Ohio 44236



Tel 1 866 275 7272
www.schoolbussafetyco.com

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Hudson, Ohio 44236



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Safety Management System

Mission

Remove or Reduce Risk

Vision

Do it Right the First Time, Every Time

Values

No Unsafe Behaviors

Hazard Mitigation

Remove or Reduce Risk

Leave room. Always stay back at least four seconds

Look ahead

Look around

Communicate

Stay within posted speed limits

Count the kids away

Avoid backing the bus or use a spotter or GOAL

Check for sleeping children

Rock & roll for turns

Use your reference points

Drop students only at approved stops

Adjust your mirrors

Do a thorough Pre & Post Trip and only operate a safe vehicle

If late, stay late

Focus on the driving

Always stop completely at stop signs

Learn the students' names, smile and greet them

Courtesy is contagious

Slow down and pull back for rain, snow, ice or fog

Get enough sleep, always be alert and awake

Always keep your balance, no rushing, use three point contact

Never be under the influence of drugs or alcohol

Hazard Identification

Unsafe Behaviors

Following too closely

Unprepared for what is coming

Not being prepared for what is around you

Not communicating with other drivers or pedestrians

Speeding

Being unaware a student is still in the danger zones when you pull away

Backing without a spotter or GOAL

Leaving a sleeping child on a bus

Not rocking & rolling to see around blind spots

Turning without using your reference points

Dropping students at unauthorized stops

Not adjusting your mirrors to minimize blind spots

Operating unsafe equipment

Rushing to make up time

Distractions – texting, dialing, or reading maps

Rolling through stop signs

Not being able to identify students and having no communication with them

Developing a bad attitude

Driving too fast for conditions

Driver fatigue

Slips, trips & falls

Use of drugs & alcohol

Professionals apply these practices every day