



**Guide to student
transportation
safety for
school districts**

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CHAPTER 1

Surveying the landscape of school bus fleet management solutions

The National Highway Traffic Safety Administration (NHTSA) reports that **traveling by bus to school is 70 times safer** than having children transported by car.

That being said, traffic incidents on buses do happen. While fatality events are low—**only 0.3% compared to all fatal vehicle traffic crashes over a 10-year period** ending in 2022—the costs both in human suffering and economic and reputational consequences for school districts are high. On average, settlements can range from **\$1 million to \$3 million**, depending on the factors related to the collision.

A key means to maintaining and increasing safety, while providing transportation in the most efficient way possible is with a fleet management solution—such as Geotab's.

A fleet management solution offers a number of safety-oriented ways to improve driver performance and maximize the operational efficiency and longevity of your bus assets.

The key safety features include:



Driver behavior monitoring: Use fleet management tools to track bus speeds, instances of harsh braking, hard accelerations or reckless cornering. Help promote responsible driving through one-on-one coaching sessions and feedback based on drivers' results.



AI-enabled predictive collision risk metrics: Help prevent incidents with risk reduction strategies backed by collision risk metrics, which can be used to accurately forecast your fleet's collision likelihood over its next 100,000 miles.



Collision detection and reconstruction: Be alerted the moment a collision occurs and, at the same time, understand the events that took place before, during and after the incident happened.



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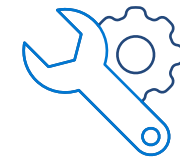
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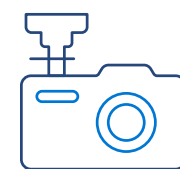
A more efficient driver inspection report (DVIR) process: Make the pre- and post-transport inspection more comprehensive and effective, without causing delays in transporting children to and from school. Make sure riders are not left behind on a bus after its route's conclusion with digitized reporting.



Stronger vehicle maintenance practices: Know when maintenance is needed with predictive insights. Use diagnostic data to know when certain bus components need to be repaired to keep your vehicles running effectively and safe to use.



Enhanced accountability: Know exactly how your drivers are operating their vehicles—from hard braking to speeding. Pinpoint any areas for improvement and provide driver coaching as needed. If reckless driving continues to be a habit, consider other forms of corrective action.



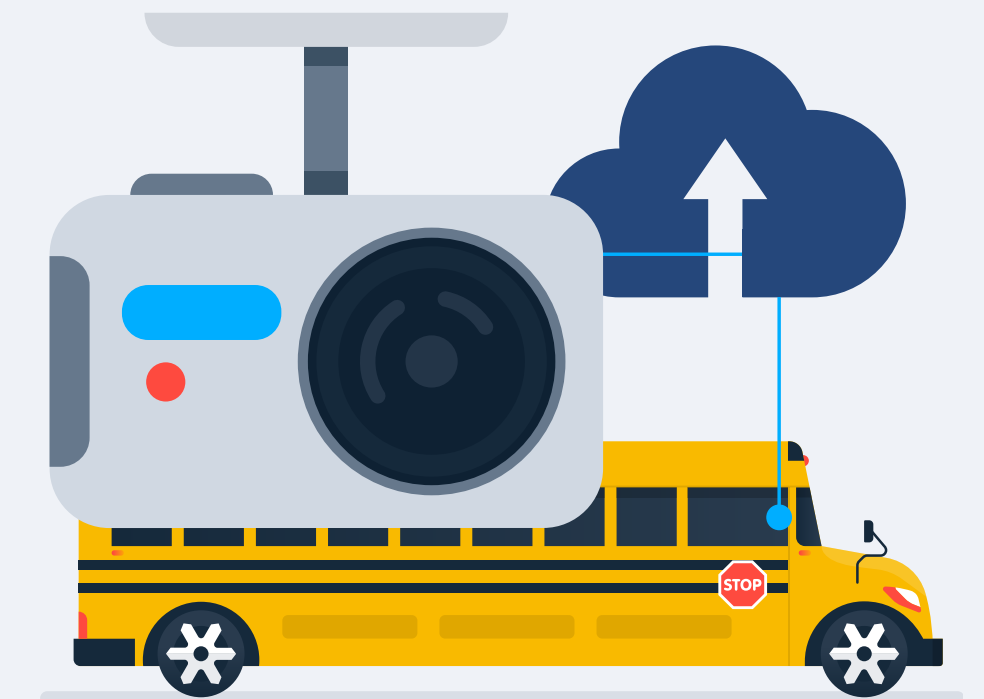
Integration capabilities with video telematics: Gain crucial context if a collision does occur with video telematics. This powerful tool helps you verify that drivers are operating vehicles safely and that students remain safe and buckled in on the bus. Road-facing footage also enables the events leading up to a collision to be studied and makes it easier to determine fault. Once a collision has been reviewed with recorded video and collision reconstruction data, you can create new policies to help prevent future incidents that are backed by real insights. Internal 360-degree cameras additionally enable you to monitor student behavior and help keep students safer while your drivers are driving. It's critical to be aware of everything happening inside and outside the vehicle to protect both pupils and drivers. With video telematics, it's made possible.

Finding the right fleet management solution for your school district depends on it delivering the insights and actionable data you need to keep students, drivers and the public safe, day in and day out.



School bus fleets in focus

\$1,153: The average amount for transportation spent per student in the U.S.



DID YOU KNOW?

Geotab's school bus fleet management solution can integrate with camera solutions, enabling you to review all of your video insights and vehicle data directly within MyGeotab.



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CHAPTER 2

Enhancing student safety: How fleet management solutions make a difference

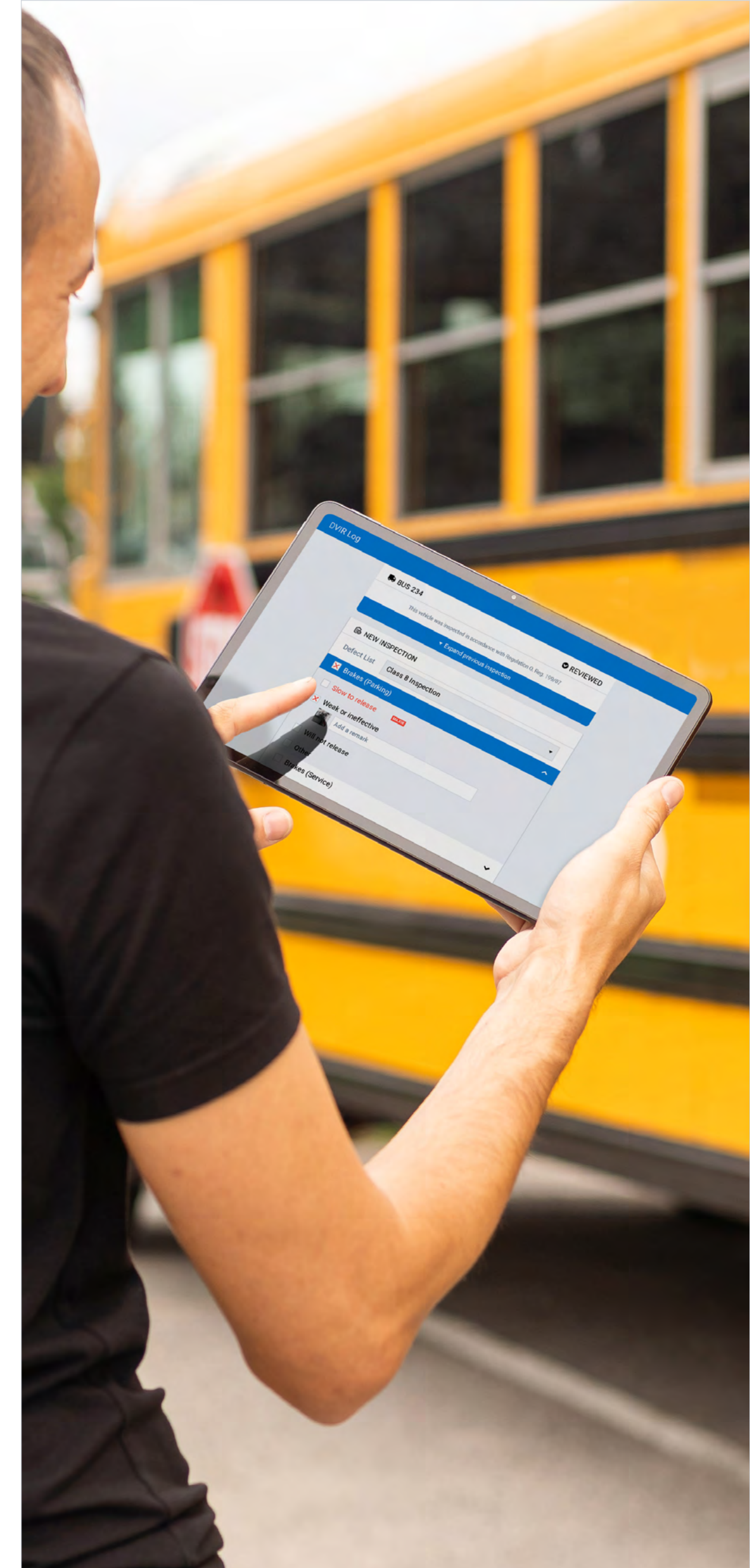
The primary goal of any school bus fleet operation—whether it is operated directly by a school district or is contracted to a private provider—is to transport students of all ages to and from school safely each day.

School bus transportation is generally extremely safe. One of the primary reasons for this is that school buses are among the most regulated vehicles on the road. These strict regulations must always be rigorously adhered to. Failures to comply with school bus regulations can lead to heavy fines, legal action and even suspension of service.

A **fleet management solution** offers a full toolbox of features that can be used to improve student safety while also helping districts adhere to federal and state regulations.

Drivers are a critical variable in the school bus safety rubric. Drivers undergo significant training both for their licensing and to meet the best practices of the fleet. But undergoing training to drive a regulated vehicle safely isn't a one-and-done event. Instead, it's a process that requires ongoing coaching. Geotab's school bus fleet management capabilities provide impartial data to understand driver behavior, including unsafe driving practices, including aggressive braking, excessive accelerations and speeding. This data is actionable, giving fleet managers the means to provide customized, individualized coaching to drivers.

While predictive collision risk metrics give you the means to measure collision likelihood and reduce its possibility, they don't guarantee that an incident won't occur. Collision reconstruction capabilities provide additional driver coaching and help to better protect students going forward. The collision data also helps personnel to be better prepared to handle any possible litigation or insurance disputes, potentially saving the district, the company and any other parties significant costs. It can also help serve as a means for driver exoneration.



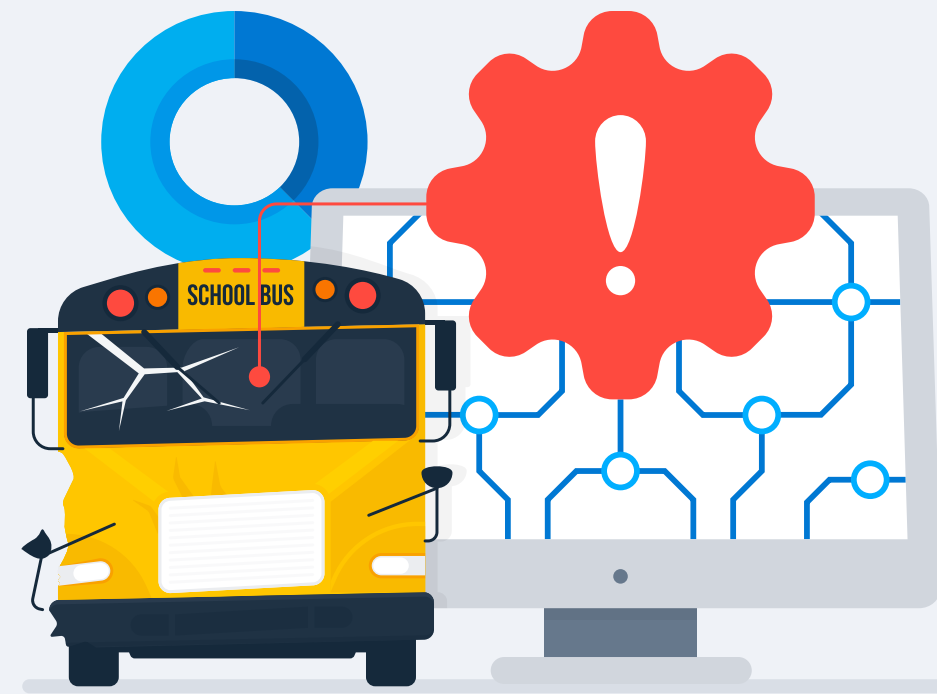
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DID YOU KNOW?

Geotab offers Risk Analytics, Collision Detection and Collision Reconstruction capabilities through our platform's **Safety Center**. Holistically assess your bus fleet's safety metrics from a single place and develop powerful strategies to drive down risk in your operations. Our Safety Benchmarking capability additionally allows you to compare your school bus fleet against similar fleets and pinpoint where your fleet is excelling and where it might be falling behind.

A safe fleet also provides something else: Peace of mind to parents. Here, too, a fleet management solution can underscore this by integrating with student identification systems. Tablet-based student identification systems track whenever students board or exit a vehicle. This information is then transmitted in near real-time, giving drivers the ability to see whether all students have boarded or exited the bus. Districts thus have accurate reporting on their pick-ups and drop-offs. This data is important and foundational to proving how safe a school bus operation is to parents and other stakeholders by assuring that no student is lost or left behind. This gives real transparency into the operation, particularly when a parent or other stakeholder inquires about the effectiveness of the district's student transportation process.

As a regulated fleet type, school bus fleets must have their drivers complete driver vehicle inspection reports (DVIRs) before and after a day transporting students. These reports attest to both the road worthiness of a vehicle and whether any maintenance issues exist or are emerging. These reports are key to maintaining the safe day-to-day operation of your district's school buses. A fleet management solution's DVIR is an electronic way to accurately, consistently and efficiently complete these reports. With an electronic DVIR, you can increase transparency by making fleet managers and transportation directors immediately aware of any vehicle issues. These reports can often be tailored to your fleet's specific needs and include requirements to take photos or make other detailed notes—unlike paper reports that the driver may mindlessly fill out—before releasing the vehicle to the driver.

These are only a small example of the ways you can increase your fleet's safety profile with a fleet management solution. To learn more, visit Geotab's [school bus fleet management webpage](#).



School bus fleets in focus

Between 2013 and 2022, **there were 1,082 school bus-related deaths. Of these fatalities, 111 were school bus occupants (61 passengers and 50 bus drivers)**. Having the right tools and safety technologies to reduce risk and protect all bus passengers is critical for school districts.



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The smart shopper's guide to school bus fleet management solutions

Choosing a fleet management solution is a task that no transportation director should or would take lightly. There are numerous providers on the market. On the surface, fleet management software providers can be hard to tell apart, but they can be quite different in the level of service or capabilities they offer. That's why it's so important to ask the right questions when evaluating a provider's solution.

These questions should include, but are not limited to the following:



Does the platform do more than GPS tracking?



Are safety benchmarking capabilities available?



What kinds of reporting are available?



Can it provide maintenance alerts?



Are AI-enabled predictive collision risk metrics and collision reconstruction capabilities available?



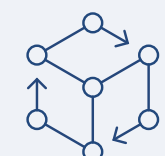
What driver monitoring options does the platform have? Can it be integrated with video telematics?



Can this solution help me adhere to state and federal regulations, such as logging DVIRs?



How customizable is the solution? Can it be tailored to the needs of my operation?



Can the solution integrate with the fleet or district's existing solutions?



What kind of support will be provided before, during and after installation?



Is there a clear ROI on this solution?



Can I speak to another customer about their experiences with the solution?



01 Surveying the landscape of school bus fleet management solutions

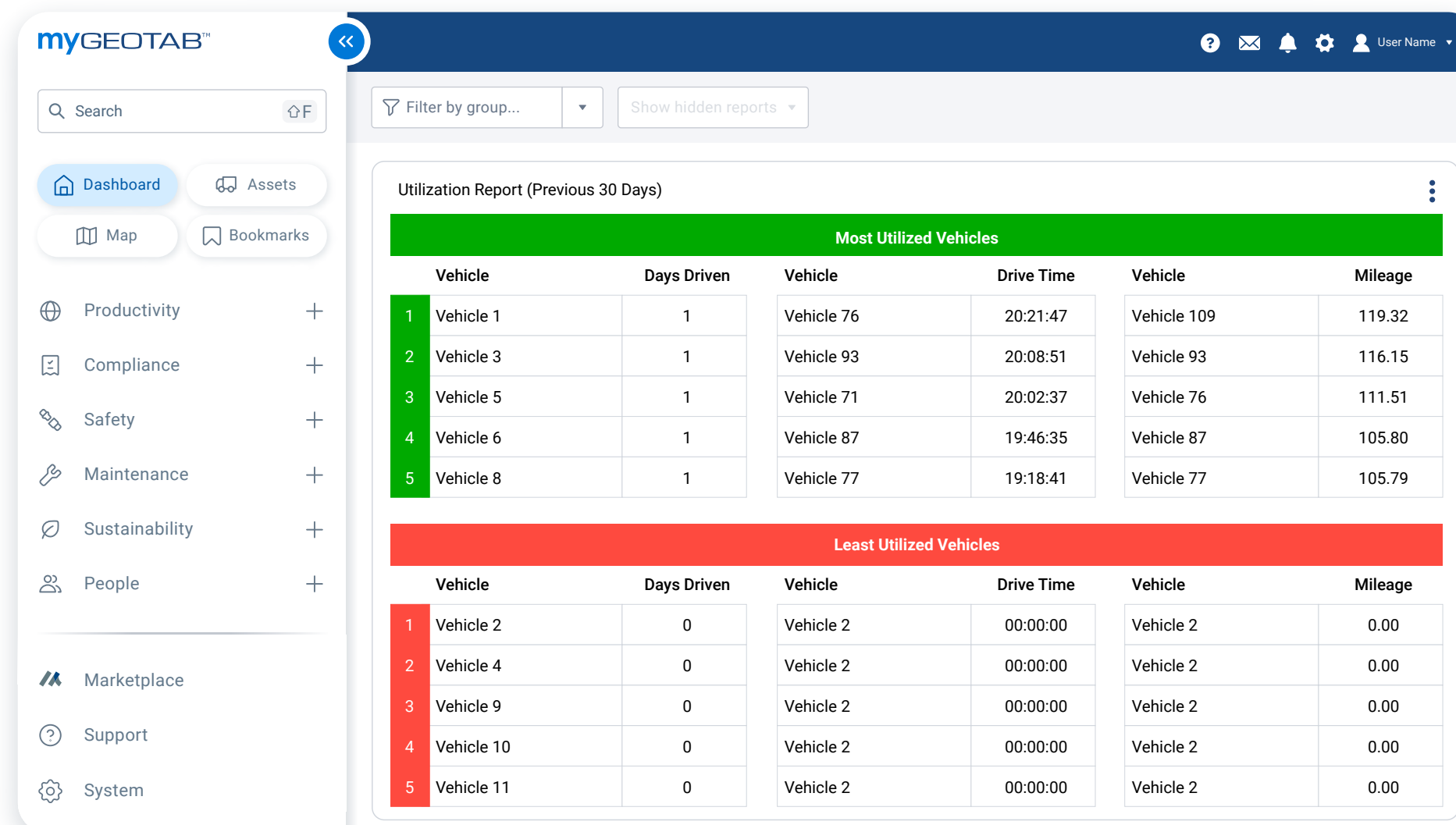
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While this isn't always a requirement and may not be practical for your operation, piloting a fleet management solution in one or more of your vehicles for a specific period of time will give important, practical insights into whether the solution fits your operation. It is also a solid way to get feedback from bus drivers and other support and administrative personnel about the platform, particularly if the drivers piloting it are well respected by their peers. They can help "sell" the idea of a fleet management solution prior to you purchasing it. This could make all the difference during the implementation phase. Driver acceptance is a factor that should be considered and addressed when you begin looking to procure a fleet management solution.



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CHAPTER 4

Real-world success stories: Bus fleets transformed

Fleet management solutions have proven themselves in the real world with real student transportation operations.

All County Bus in Yonkers, New York, has 212 small buses that primarily transport special needs students. Knowing that their fleet was too big to monitor vehicles individually, and after six pedestrian knockdowns, they implemented Geotab to initiate a collision-avoidance program tied to urban forward collision, lane departures and pedestrian safety.

This has resulted in a strong driver monitoring and coaching program. More importantly, there hasn't been a single pedestrian knockdown since implementing Geotab and the other integrated technologies.

Certainly, fleet leadership see the benefits of fleet management solutions in improving safety, and, consequently, reducing costs related to collisions. But drivers, too, are demanding fleet management solutions. For example, **a driver—responding to an online question—noted that navigation systems should be standard on buses**, as they are on most new cars.



DID YOU KNOW?

Geotab's digital DVIRs guide drivers through detailed bus inspections before and after their routes. The timed system helps drivers complete each required step to verify that all students are successfully dropped off and that the bus remains in suitable condition for driving. This digitized process promotes consistency, helps reduce safety risks and makes it easier for districts to comply with regulations.

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A Texas-based director of transportation noted how turn-by-turn direction capability helped buses avoid hazards, increasing safety. This same director of transportation uses a tablet system that not only aids in completing DVIRs, but also makes sure that no students are left on board at the end of the school day. Drivers additionally noted that video capabilities can help improve transparency and student behavior during transportation, allowing them to truly focus on the road while driving.

In 2025, telematics has clearly transitioned from a “nice-to-have” technology to an indispensable safety tool. While GPS is the foundation of most modern fleet management solutions, they must do much more, including giving fleet personnel a way to evaluate large data sets to make real-time, data-driven decisions. Fleet management solutions are also evolving with the times, with the ability to monitor battery health, charging schedules and energy optimization on a growing number of electric buses. AI is additionally taking fleet management solutions to the next level, making the ways that data can be deciphered even more robust. Even with all of the options available, the technology is becoming democratized. Falling costs across the industry are making adoption of these more advanced systems easier for a growing number of school districts.

Fleet management solutions offer school bus fleets the ability to make student transportation not only safer, but more consistently so. AI-enabled predictive collision risk metrics, preventative maintenance capabilities and driver monitoring offer a comprehensive menu of tools that you can use to verify that students are transported to and from school effectively and safely. Additionally, integrating a fleet management solution with your existing student identification, ridership or bus routing system can help you enhance your operations' safety even further.

While there are up-front costs involved with adding a fleet management solution, the return on investment can include fewer collisions due to poor driver behavior or maintenance issues. One multi-million dollar crash could wipe out a budget, cost a third-party contract or tarnish the reputation of the fleet, its drivers and its administrative personnel. Finally, with the size and scope of many school bus fleet operations, the ability to capture data in real time and act on it is critical. The only way to do that is with a robust fleet management solution, like Geotab.



School bus fleets in focus

20 million students are transported to schools and 2.7 billion miles are logged by school bus fleets annually.



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CHAPTER 5

Drive long-term success with a school bus fleet management platform

Prioritizing student safety in school bus transportation is critical for smooth and efficient operations. A modern fleet management solution offers school districts a pathway to enhanced safety and peace of mind for parents and administrators alike. By using data-driven insights and innovative technologies, districts can effectively monitor driver behavior, track vehicle maintenance and even reconstruct incidents to understand and help prevent future occurrences.

These tools contribute to a safer environment for students, help maintain that buses operate at peak safety and confirm that all students are accounted for on and off the bus. While there are many benefits to a fleet management system, like streamlined reporting and efficient fuel consumption, the most important is its contribution to student well-being. Investing in fleet management is an investment in the future of student safety, and one that can offer significant returns.

Learn more about how Geotab's fleet management solution for school districts can help you enhance rider safety and cost-efficiency by [scheduling a demo](#).



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About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data.

The in-vehicle device provides additional functionality through IOX Add-ons as an IoT hub. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, focus on sustainability, optimize fleets by reducing fuel consumption, enhance driver safety and achieve strong compliance to regulatory changes. Geotab's products are represented and sold worldwide through Authorized Geotab Resellers.

To learn more, please visit www.geotab.com and follow us [@GEOTAB](https://twitter.com/GEOTAB) and on [LinkedIn](https://www.linkedin.com/company/geotab)

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