



U.S. Department  
of Transportation

**National Highway  
Traffic Safety  
Administration**

Administrator

1200 New Jersey Avenue, SE  
Washington, DC 20590

May 14, 2012

Mr. Ryan Klizsch  
101 West Washington Street, Suite 1170  
Indianapolis, IN 46204-2728

Dear Mr. Klizsch:

In April 2010, 49 members of Congress sent a letter to U.S. Department of Transportation Secretary Ray LaHood requesting a public education and awareness campaign to support the safety, environmental and economic benefits of increased school bus ridership. As a result, the National Highway Traffic Safety Administration (NHTSA), working with Federal partners and the American School Bus Council (ASBC), has produced educational materials promoting the benefits of increased use of school buses. In October 2011, NHTSA unveiled the enclosed posters, as well as various media public service announcements.

The campaign, “My Choice, Their Ride” affirms that parents and caregivers who send their children to school on a yellow school bus are making the safest, most economic, and most environmentally friendly choice in transportation to get their child to and from school.

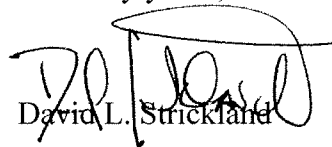
Large school buses are one of the safest forms of transportation in the United States. Riding in a school bus is much safer than walking, riding a bicycle, or being driven to school in private vehicles. School age children are about 50 times more likely to die travelling to school when they drive themselves or ride with friends than if they take the school bus.

Additionally, the yellow school bus contributes to a cleaner environment, and can help parents save money. One school bus replaces an average of 36 cars on the road that would otherwise each travel about 3,600 miles per year transporting students to and from school. Each school bus, full of children, can save 4,800 gallons of fuel per year, with an annual national savings of 2.3 billion gallons of fuel and \$6 billion in fuel costs. School bus transportation eases traffic congestion by keeping off the roads an estimated 17 million cars which would otherwise clog roads into and out of school each morning and afternoon.

The humble yellow school bus is integral to our children’s safety getting to and from school every day, our parents and caregiver’s economic stability, our Nation’s energy independence, our stewardship of the environment and easing congestion on our roads and highways.

I feel strongly about the safety of school buses, and I am very proud of the work of NHTSA and our partners to make them the safest way for our children to go to school. I encourage you to access these materials through the NHTSA website ([www.nhtsa.gov/School-Buses](http://www.nhtsa.gov/School-Buses)) or through the ASBC website ([www.schoolbusfacts.com](http://www.schoolbusfacts.com)) and promote them throughout your State.

Sincerely yours,



David L. Strickland

Enclosures

cc: State Director of Pupil Transportation  
American School Bus Council Members  
NHTSA Regional Administrator