



Beachlines

A safety newsletter
for our employees
and friends

Volume 30

Issue 1

Fall 2021



Celebrating 80 Years!



Greg and Scott Beach, sons of Bob and grandsons of company founder Ray Beach.

From the Driver's Seat

GREG BEACH CHIEF EXECUTIVE OFFICER

LOOKING BACK AND LOOKING FORWARD

This September, Beach Transportation Company celebrates its 80th anniversary. The anniversary symbol for someone who has been married for 80 years is the mighty oak tree because the oak tree takes a long period of time and commitment to reach full maturity and is a direct reflection of the hard work and dedication that is necessary. So too, a company who has been around for 80 years has stood the test of time and has worked hard to provide superior service to its customers.

Three generations of the Beach family, along with hundreds of dedicated and loyal team members, have strived to do our best to serve kids and our community for eighty years. It's never been easy, but with hard work and commitment we've built a



business starting as a one-bus operation started by Ray Beach, grew under the leadership of his son Bob Beach and now continues under the management and steadfast commitment of brothers Scott and Greg Beach. Today, our organization operates a fleet that travels over 1,000,000 miles annually, employs more than 180 people and provides school bus transportation services to more than 3,500 Missoula-area school children as well as charter bus services for athletic teams and other customers from throughout the U.S. and Canada.

Our safety record has been recognized many times. On three occasions, the National School Transportation Association has presented Beach Transportation Company with the "Golden Merit Award" for its overall program for excellence of service, safety programs and outstanding community responsibility. Beach Transportation was also been featured in *School Bus Fleet Magazine's* "Great Fleets Across America" profile for our overall effectiveness in providing safe and efficient school transportation services. Beach Transportation has also won the Department of Defense's Military Management Command's top rating six times.

So, congratulations and happy 80th anniversary to all of our stakeholders; our customers, our team members and everyone in our community, on this significant occasion. Have a great year!

Don't forget the basics!

- **Danger Zone-** Make sure all areas around the front, back and sides of the bus, the "Danger Zone", are clear before moving your bus.
- **Sleeping Children-** Please remember to check your bus after every run for sleeping children and items left behind.
- **Expectations-** Go over the safety rules with your students the first week of school. Let them know the rules are to keep them safe and they are expected to follow them.
- **Radio-** Please use your radio for bus business only. Please keep your radio turned up. Especially this year the radio will be an important source of information. Please keep personal information regarding students off the air.

In this issue:

From the GM	2
Safety Zone: The Safest Form of Transportation	3
Support your Sub	4
Beach Transportations 80 Years	5
Bob Beach Lesson	7

From the GM:

Here we go! Welcome back to all of our faithful Beach Transportation employees and a hearty welcome to all of our new drivers and attendants. We hope that you all had a great summer. This year we celebrate our 80th year serving the students and citizens of Missoula County. It has been an honor and privilege to do so. Our staff has been working for three months behind the scenes to prepare us for the first day of school. They have given 110%. It very well may be the most challenging in 80 years. With the many folks that we have hired over the summer months, we still find ourselves short. So, our first course of business this school year is to keep recruiting. With that, I have to say that our new drivers and attendants are an impressive group. We are very excited to have them join our team. You veterans, please take the time to introduce yourselves and assist with any questions that they may ask of you and always remember to lead by example.

Our battle cry to start the school year is "Nothing has changed"! We are still recognizing the pandemic and we will move forward with those same protocols that we used last school year. Let's make sure that we are wearing our masks when we have students aboard. If you like, you can pull the mask down when there are no students aboard. All students will need to wear masks. You have extra masks on the bus but if you have students that show up without a mask, Wayne will need their name.

Wayne will contact the MCPS COVID coordinator with the student's name and they will surely deal with the issue. There is never a reason to get confrontational with a student and the mask issue is certainly a good example of that. Remember to have at least four windows on each side of the bus half



open. This allows for air recirculation which is very important. Our maintenance staff will continue to disinfect all of the buses after your morning routes but remember to use the disinfectant provided in your bus to disinfect after your afternoon route. It only takes a few minutes. Let's remember to take care of ourselves by continuing to distance ourselves (3 to 6 feet) and keeping our hands sanitized. As we stated, nothing has changed.

Drivers and attendants, we need to get the school year off to a great start. I believe that with all of the additional protocols in place, that some of the drivers became lax in requiring students to wear their seatbelts.

Remember if your bus is equipped with seatbelts, students are required to wear them. How do we accomplish this? It is simple. In the AM, each driver should encourage each rider to sit in their assigned seat and buckle their seatbelt. In the PM, drivers need to stand up and inform the riders that you are about to depart the school and they should be in their assigned seats and need to be in their seatbelts. We would encourage you to walk down the aisle to make sure that they are buckled. Once you do that each day, you have fulfilled your required duties. If you have students that take off their seatbelts after you have checked on them, you simply need to give Wayne the students name. The school administration will take care of the seatbelt issue. This needs to be a clear point of emphasis this school year. We implore all drivers to get students to wear their seatbelts this school year.

Drivers, you will find a very important tool in your office mailbox. It is your **"Mandatory Greeting Card"**. It is a very simple yet very important tool to help you get your school year off to a great start. You will be required to begin the school year by addressing your students. You will cover all of



the bus rules and let the students know who you are. It is a good time to let them know that they will be required to have an assigned seat each day. This is very important for tracking students in case one is infected with the COVID virus. It helps you learn your riders' names. It also helps with student discipline on the bus. We will give the kids a week to find the spot on the bus that they want to sit. After one week, we will begin filling out the assigned seating information. I know that sometimes we think we have stated something hundreds of times but in many instances, it is the first time that the student has ever heard the message. Remember that.

I have said that after 36 years I could write a book regarding school bus safety. I know that you do not want me to do that. I want to conclude my first article of the year by stressing safety. It is easy to get caught up in all of the so called "protocols" and forget some of the most important safety rules. So, follow the posted speed limits especially when we are in school zones. Be very patient when you are in school zones. Take the time to do a thorough pre-trip inspection. It will always get you off to a great start. Give yourself a few extra seconds when following traffic. You may need it. Lastly, if you have students within your danger zone, do not move your bus. Be patient enough to always allow them to move along. No matter how long that takes.

I have always loved to drive kids around on a school bus. Many days can be challenging but when you get it done safely, there is a feeling of accomplishment. Let's be very patient with the students that we are transporting. Some of the hard kids have it pretty hard at home. Your positive message to the children that you transport may be a positive influence on them. I have witnessed it 1000 times in my tenure. Wishing everyone a happy and safe school year. Here we go!

Don't Mask the Need for Safety



By TRACIE STAHL
Safety Director

You've probably heard stories from your parents or grandparents about the grueling ways they got to school. Those who were required to walk had to travel miles and miles and it was uphill both ways. Some rode horses or rode on bumpy wagons with only hot rocks and "lap robes" to keep them warm in the winter.

Although we know that there is always

some liberty in storytelling, much of that history is not far from the truth.

The earliest versions of school transportation were called "kid hacks" and were nothing more than horse-drawn wagons that had been modified by adding specially built bench seats and a door in the back so the children wouldn't spook the horses as they loaded and unloaded. The biggest "hack" could transport about 20 students.

As the automobile industry came into being and became common, wooden bus bodies were mounted on automobile frames. The "motorized kid hacks" were of varying colors, brown being the most common, and often only had a tarp over the top for protection from the elements.

The first all-steel school bus was built in 1930. It was sturdy, had a metal roof and safety glass windows. The entry doors were moved to the front and were opened and closed by the driver. The new door position made loading easier and improved the driver's visibility of their students as they loaded and unloaded. The back door was left in place for emergencies. The modern school bus had been born and safety began to be a consideration for this special vehicle.



In 1939, Dr Frank W Cyr, an educator who specialized in rural transportation, organized the first National School Bus Standards Conference. The conference established 44 specific standards for school buses including length, width, height, forward facing seats and the trade mark color "National School Bus chrome". This bright color was the easiest color to see in low light. And the first color seen by a human's peripheral vision. Its color name was later changed to "National School Bus Glossy Yellow".

Shortly after these safety upgrades, Ray Beach, the founder of our company, bought his first bus. It was a 42-passenger school bus with leather seats and it ran daily between just north of Florence to Missoula County High School (now Hellgate High School) in Missoula. The company that was to become Beach Transportation had its beginning. One bus, one route.

As Beach Transportation grew, school buses continued to increase in safety. By 1953, Ray Beach's bus fleet had grown to 9 buses. They had overhead warning lights and stop signs and the roof structure had been strengthened. Ray Beach turned over the company to his son, Robert, "Bob" Beach, around 1958 just as the need for transportation in Missoula was beginning to explode. Under Bob's 40 years of guidance, school buses transformed from safe steel enclosures to the 35 foot

long "golden limousines" of safe student transportation we see today.

Following are a few of those significant improvements; in 1950, wheelchair lifts became available. In 1970, the overhead amber and red lights with a side stop sign were added. In about 1975 Automatic transmissions became available to replace standard shifting to allow the bus driver to focus more on the students. Seven years later, in a further attempt to keep the passengers safe, high-back padded seats and narrow aisles became standard to create safe "compartmentalization" for the students in case of an accident.

Bob Beach turned over the family bus steering wheel to his two sons, Greg and Scott in the late 1990's. The two brothers grew up in the company and the transition was smooth. Today the company runs around 140 buses and employs over 200 employees.

Since Greg and Scott began their management of the family company, school buses have added strobe lights, crossing arms, tinted windows, reflective tape and roof escape hatches. The bus seatbacks have been raised even higher, increasing compartmentalization, and most recently, although not mandated, Beach Transportation have added seatbelts to their buses, making a very safe vehicle even safer.

In fact, school buses are the safest vehicle on the road. According to the National Highway Traffic Safety Administration, students that ride a school bus to school are 70 times more likely to get to school safely than by traveling by car or bicycle. That's because they are the most regulated vehicle on the road; they're designed to be safer in preventing crashes and injuries.

One of the most important safety features a school bus contains has nothing to do with the vehicle and everything to do with the individual driving it. In 1986, all school bus drivers had to have an upgraded license, that of a Commercial Driver's License. This required more knowledge of the vehicle and its operation and there was a required written test and a driving test operating a big vehicle in tight spaces.

The busing industry has seen many changes in the safety of school buses since the time of wagons and horses. The protection of the precious cargo we transport requires that safety. Beach Transportation Company has seen much of that change during its 80 years of operation. Regardless of the generation, the Beach Family, from grandfather to grandsons, have always strived to be at the top of the industry, being pro-active with safety features and expecting safety from its drivers and attendants. Bob Beach once told a reporter that "The whole key to a successful operation is the personnel – and we have the best. I think we have the best drivers in the business."

With that said, let's carry on the tradition of excellence this year as we transport our students from point A to point B safely. Happy 80th Birthday, Beach Transportation!



Support Your Sub

By Glen Moyer

I drove the same bus route for 14 years, so I rarely was a “sub-driver.” As far as I knew sub-drivers were just people who drove boats under water (which makes as much sense as eating spaghetti through my nose). So when Bob Mitchell asked me to become a sub-driver this fall I was a bit uneasy about the job change.

“Really Glen, there’s not much to it,” Mitch explained, “You just fill in for drivers and attendants when they can’t be here. It’s sort of like being a substitute teacher.”

That didn’t settle me down much. When I was a kid, we did everything in our power to make sure our substitute teachers finished their day with us wishing they had chosen to drive boats under water instead of teaching. But Mitch could sell two campers to a guy who has only one truck – and then take his truck as the down-payment. So,

naturally, he talked me into giving up my route and becoming a sub-driver.

Now, almost every day I’m in a different bus on a different route and it has been quite the learning experience. Next time I’ll discuss what it’s like to be a real life sub-driver but for now I’d like to give regular drivers a few tips on how you can help your sub-driver for when you are away.

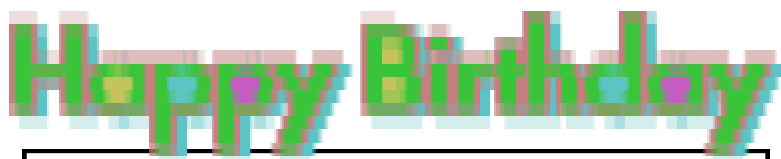
***Update your route sheet.** Make sure your route sheet is accurate. If you have a stop that has no students make note of that on your sheet. I used to write my student’s names next to their stop on my route sheet; it helped me learn names, but now I know it can also help subs big time.

***Train your students.** Finding stops is stressful enough for a sub; not knowing if students will load and unload safely adds to that stress. Having your students well trained is good for everyone.

***Recruit helpers.** Ask a couple of your best students to sit up front and help your sub through the route. Just remember to ask students who get off at the end of your route, not the beginning.

***Clean and fuel your bus.** Having a sub drive your bus is like having company in your home. Don’t embarrass yourself by making your sub drive a bus that is dirty and dusty or low on fuel.

Perhaps the best thing you can do for your sub is to reflect upon the first time you drove your route. Remember the pressure you felt making sure you transported each student safely to and from their stop; that’s how your sub feels covering your route. Whatever you can do to help ease that stress will be greatly appreciated.



September	Ryelee	Callie Cavill
Keith	Debeaord	Traci Dalton
Guschausky	Glen Moyer	Jan Deschamps
Pete Hasquet	Chandice	Dale Harding
Mike Rolfes	Knapp	Zonda Berry
Jerry	Jack Ballas	
Seidensticker	Cindy Hinricher	December
Tony Hummel		Bill Hoffman
John Jacobs	November	Hudson Norman
Becca Dingman	Hank Jennings	Jay Raser
Della Duane	Millie Urbush	Marv Kahler
Judith Church	Cindy Marcum	Payton
Kim Deschamps	Fred Kelly	Reisinger
	Tracie Hoffman	Peter Nimlos
October	Michael	Trish Sanderson
John Ekstrand	Rossmiller	Scott Amons
Greg Johnson	John Petrou	Dusty Thomas
Wily Williams	Frank Hegel	Larry G Allen
Josh Spaid	Jason Spaid	233
Laila Mascarena		

Look’n up the road



Please check your email or the Drivers Board for changes to this calendar.

MANDT Training & 1st Aid/ CPR Date to be announced

August
25 DeSmet ,Lolo, Target Range first day
30 MCPS (K, 6th , &9th)& Lolo- First Day
31 MCPS K-12 Start
September
1 Woodman – First Day
6 Labor Day—No school
7 MCPS EK & Target Range PK Start
13 MCPS Preschool Start
24 No Woodman

October
18-22 School Bus Safety Week
20 DeSmet No School
21-22 All districts—No school. MEA
28 MCPS PK & EK– no School
29 MCPS PK & EK– no School
November
5 Woodman– No School
11 MCPS (K-8) & DeSmet- 1/2 Day & MCPS EK & PK No school
12 MCPS (Pre-12) & DeSmet Lolo, No School
24-26 Thanksgiving Break— No school
December
10 Woodman– No School
Winter Vacation
MCPS, Target Range & Woodman
Dec. 20-Dec 31
DeSmet, Lolo,
Dec. 22-Dec 31

Beach Transportations 80 Years

*Excerpts from Steve Smiths book
"Second to None" The story of Beach Transportation and its buses*

In 1941, the Missoula County High School decided to start their first school bus route, transporting kids from the Missoula-Ravalli County line to Missoula. Ray Beach submitted a bid and was initially unsuccessful. He continued to ranch near Florence as well as drive his grain truck between Missoula and Spokane, Washington for Misco Mills, a division of the Missoula Mercantile Company. However, before school started in the fall, the low bidder was unable to fulfill the contract so Ray was contacted to see if he was still interested. Ray said yes, bought his first school bus, a Novelty Jack manufactured in Spokane, and began transporting students from three miles north of Florence to Missoula County High School (now Hellgate



This early building on the beach ranch was where Ray Beach owned his original Novelty Jack school bus. The building was destroyed (Photo by JRM)

High School). Ray's neighbor was his first driver, who worked in Missoula so was able to pick up the students, take them to school in the



morning then go to his regular job in town and at the end of the day, drive the kids back home. Ray Beach worked hard and earned a reputation as a safe, reliable bus operator. Chairman of the School Board, Mr. John Schroder was quoted as saying "he was a very reliable man. He was honest. He was careful with the children and got along with them well." Superintendent C. S. Porter was also quoted as saying, "I had great admiration for Ray. He was particularly careful about the safety of his passengers and always was willing to go out of his way to provide what was needed, as well as extra services." Safety and quality service are two principles that the Beach family still hold dear.

Bob Beach was the second of born of

Ray's three children. Growing up in Florence on the ranch, Bob was driven and hard working from the start and did chores on the family ranch as well for nearby neighbor. Eventually, the family moved to Missoula and on weekends and in the summertime, Bob worked as a box boy, stacking and stocking 100 lb. bags of sugar at age 14. He also had a love for big rigs and would drive school buses and the grain truck around the yard to wash them.

As Missoula and surrounding areas grew, so did the need for more bus routes and Ray expanded the bus service. In 1949, Ray hired Harold Keyser (Harley), not aware at the time what an important roll he would play in the future of the company. Harley worked at the Missoula Mercantile grocery store until Ray approached him to be a bus driver. Harley later said "I was sort of surprised in a way, because I wasn't expecting it. I've never driven a bus before, and he said, well you can learn, can't you?" Harley took over the Bonner run and also ran a football shuttle. He called school bus driving an "instant love." Bob Beach later referred to Harley as the "Magician" for his great ability as a dispatcher to juggle schedules, people and buses.



Harold Keyser

When Ray Beach moved to town in the late 40's, he first operated his fleet of four buses out of a small rental space on West Spruce with an office that was just big enough for Ray's chair and a small bench for the drivers. In 1950, he bought some pasture land located at the 800 block of Mount Avenue--which at the time was on the western outskirts of Missoula. He erected a 120 by 40 ft. surplus Air Force building that he deconstructed and brought over from Spokane. Today, the company still uses the facility as its shop.

In 1950, Bob Beach received a track and field scholarship from the University of Montana (then called Montana State University). During college, he also drove bus and spent many weekends and summers working at the bus garage; repairing and servicing vehicles. He graduated from the University with a degree in secondary education and had initially planned on being a teacher and coach. He then enlisted in the Air Force to fulfill his service obligation.



**Ray Beach
In 1940**

Returning home in 1956, he was offered a teaching and coaching position with Missoula County High School. His dad also offered him a job at the fledgling bus company. It was a tough decision, but he finally decided to work with his father at the family business.

Bob initially drove the Clinton route and like Harley, he loved kids and knew every student by their first name. When they weren't driving, Bob and Harley were learning other phases of the bus business. "When Harley and I first started, we knew every bolt and nut underneath those buses, I did work underneath and Harley did the work on top. We knew the personalities of each of them. Each bus has its own pick-up power and what it can do on the road." Ray continued to teach them other aspects of the business and in 1958, Ray decided to retire.

As Missoula grew, so did Beach Transportation. Bob built a second bus storage and washing facility at the Mount Avenue location which also included a small office that is still in use today. With Harold as his right-hand man, Bob continued building the company. Harley was later quoted saying "We became closer than brothers. In all the years we worked together, we seemed to be on the same track and looked forward to each other's company every day."

In the 1950's student travel started to increase. By the mid to late 60's Beach Transportation was carrying MCHS athletic teams as far as Butte and Helena for competitions. For longer trips, MCHS used more comfortable charter buses from Greyhound. In 1969, the athletic director approached Bob and encouraged him to add a motor coach to his fleet. After very careful consideration Bob purchased the very first motor coach. "It cost me around \$48,000," Bob said "I thought that's three times more money than what I paid for my house."

Harley became the regular driver of the first "Beachliner" and Helen Beach, Bob's wife, designed the first Beachliner logo on the side of the bus. Today the company's fleet of Beachliners has taken a myriad of customers including students, sports teams and senior citizen groups all over the United States and Canada, including trips to the Rose Parade in Pasadena, Disneyworld in Florida, Cotton Bowl in Dallas, New York

City and Washington D. C. As growth continued so



Bob Beach 1952



did the number of buses and the number of staff members needed to run the company. Two small rooms in the wash bay just weren't big enough anymore so Bob built an office building and driver facility in 1984, which remains the current headquarters. Bob and his wife Helen had three children Greg, Diana, and Scott. Greg and Scott worked throughout their grade school and high school years-- sometimes after-school, but mostly during the summertime, at the bus garage. They were involved with maintenance, washing buses, fueling, and any other duties Bob had for them. Both boys have now worked full time for over 40 years for the company and Diana has also stepped in help over the years, both as a driver and attendant.



Bob and Harley

Harley's son Mike also joined the Beach work family as a young man and has many fond memories of his numerous trips. After 46 years of transporting groups all over the country, he decided to retire from fulltime work last year, but still is employed at Beach Transportation as an attendant and a driver evaluator.



Mike Keysery and Mom Darsley

Bob Beach used his business as an avenue of service to others and his passion and zest for life touched all who knew him. He was a strong supporter of Missoula schools and believed that education was the key to bettering society and protecting individual freedoms. Over the years, he garnered many professional and community-service awards.

He made a difference in the lives of many, not only transporting generations of families to and from school, he also made a positive impact on those who worked for him. Some compliments have been repeated by many people such as "He greeted every person in the morning with a smile," "He always treated you like you were the most important person in the room," and "You are a better person for knowing him."

In 2000, Bob Beach retired and passed the reins over to his two sons. Today you will not only see Greg, Scott, and Diana out on the road driving bus, you will also see their wives and kids and even a son-in-law behind the wheel.



Greg, Diana, Helen, David, Scott & Beach

Bob Beach Lesson

By Greg Beach

Bob Beach taught us all that no matter what job a person performed, you must do it to the best of your abilities and that nothing less is acceptable. He always respected the dignity of labor and, like many of those in the greatest generation, he knew what commitment, hard work and sacrifice were all about. Certainly, being a bus driver, like many jobs, wasn't the most glamorous, yet he did it with great passion and with great pride. Even though he was President of a transportation business employing over 180 people and was responsible for the safe transportation of thousands of school children on a daily basis, he was always most proud of the title, "Bus Driver" and wore it like as badge of honor. Dad, for many years, would arrive at the bus garage at 5:00 a.m., personally checking in every driver and greeting them before they departed on their routes. In growing his bus business, he paid strict attention to every detail and every facet, and after 56 years of sweat and hard work, late nights and early mornings, many Saturdays and often-times on Sundays too, he became the proverbial overnight success.

He was extensively involved in helping and encouraging kids to complete their schooling, as he believed it to be the ticket to a better life. Although a college graduate himself, Dad believed in two kinds of education-- both higher as well as hire education in the form of some type of Vo-technical training. He felt that both were important, as the skills and the ability to work with your hands were equally as important as the ability to work with your head. Many a young person was encouraged to finish high school and to attend vo-tech or college to further their education at the not so gentle prodding of Bob Beach.



I wanted to relate to you, a story, that perhaps encapsulates our company's philosophy and approach about service to others. I can recall a defining moment in our young lives (I think that Scott and I were in our early teens at the time) when Dad conscripted his two young sons to help repair an inoperable lift on a bus so that a handicapped student could get to school the next morning. So, with Scottish determination, we pulled on our coveralls, rolled up our sleeves and went to work; hammering, bending, welding and fixing the lift throughout the night and on into the wee hours of the next morning to get the bus ready for the next day. Much like Caesar crossing the Rubicon, we had no other choice. It was the only lift-equipped vehicle that we had in the fleet in those days and that bus simply had to be ready so that the young handicapped student could get to school.

We didn't know it at the time, but as the sun rose over the peak of Mt. Sentinel to the east, through tired sleepy eyes, Dad had just taught his two sons one of life's greatest lessons. Always finish the job, make wise use of what you have and never ever give up. No winning, no excuses, no complaining. Some of today's youth should be so lucky to have learned such valuable lessons taught by a father dressed in dirty coveralls and holding a welding torch. Bob Beach fought the good fight every day and truly made a difference in the lives of those he touched.

Meet the New Team Members:

Drivers: Andrew McDonnell, Cliff Goodman, Jacob Hofeldt, John Jacobs, Paul Bohan, Patricia Sanderson, Leon Houston, Zonda Berry, Howard Roose

Attendants: Mary Lou Hummel, Ryelee Debeaord, Margaret Amos, Caitlin Boyer, Sophia Redmond, Kendal Thomas, Chandice Knap, Deloris Johnson, Greg Johnson



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School Bus Safety Tips

SCHOOL ZONE!

Here are some important bus safety reminders from your friends at BEACH TRANSPORTATION



Tips for Parents

1. Walk your children to and from the bus stop.
2. Stay with your children make sure they get to the bus stop on time, wait back from the curb and avoid rough play.
3. Teach your children to ask the driver for help if they drop something near the bus.
4. If you have safety concerns about the bus stop location, please contact your school.
5. Have a backup plan in case the bus is delayed.

Beach Transportation
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Tip for Kids

1. Be at the bus stop early
2. Wait for the bus in a safe place – away from the road.
3. Take your seat right away; stay seated at all times.
4. Keep the bus clean.
5. Keep all of your body inside the bus.
6. Listen to the driver; follow directions
7. Leave the bus carefully, using the handrails.
8. Take 10 giant steps away from the bus before crossing in front of it.
9. Look both ways before crossing the road.
10. If you drop or forget something, ask your driver for help; stay away from the bus.

SCHOOL BUS

SAFETY TIPS

Read Bus Schedules Online: www.beachtrans.com