



NYAPT

NEW YORK ASSOCIATION FOR PUPIL TRANSPORTATION

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Our future is riding with us!

May 16, 2011

Dear Members of the New York State Senate and Assembly:

A CALL FROM OUR MEMBERS: Please Leave Our School Buses Yellow!

The New York Association for Pupil Transportation (NYAPT) **OPPOSES** passage of **S. 3229-A** (Grisanti) and **A. 7701** (Englebright) that would allow for the placement of advertisements on yellow school buses in New York State.

The school bus is known by all Americans in its now iconic National School Bus Chrome (Yellow) coloring. That color was specifically selected for its uniqueness as well as for its visibility. To compromise the integrity and familiarity of that iconic color is simply wrong and presents safety risks to our children.

We believe that the bold yellow color helps to assure the safety of the children who ride school buses. Their safety must take precedence over the current struggle to identify new financial resources. This includes protecting children from passing motorists. Given that we have a serious problem in New York with thousands of motorists passing our school buses illegally, we are concerned that motorists will be even more distracted by advertisements on the school buses and we will see an increase in illegal passing. No amount of revenues will protect a child from the dangers of a passing motor vehicle.

We are also concerned that children may take unnecessary risks in boarding the school bus if they are distracted by advertisements on the side of the bus. Many of our younger children are easily distracted and having an ad for cereal or sneakers or TV shows in front of them can only increase that distraction.

While other states recently have enacted laws that allow for advertising on school buses, our New York State Legislature passed legislation in 1998 that prohibits such advertising. We supported passage of that law in 1998 and we strongly oppose the current legislation. We clearly understand that our schools – the schools in which we work -- are struggling to keep pace with increasing costs and decreasing revenues. However, we do not believe that placing ads on our yellow school buses is an appropriate answer to those problems.

National research studies have shown the yellow school bus to be the safest mode of transporting school children two and from school. The National School Bus Chrome yellow was adopted as a universal standard in 1939 at a national conference convened by Dr. Frank Cyr, a New York educator and Columbia University professor for the purpose of *ensuring the safety of children* en route to school. That color has not changed over these past 75 years – because it works! We oppose this attempt to compromise that yellow for the purpose generating ad revenues.

NYAPT is a professional association dedicated to the support, development and representation of the women and men who are responsible for the safe and efficient transportation of our school children. NYAPT is comprised of nearly 500 professionals who work in school districts, BOCES, private school bus contractors, and other organizations engaged in school transportation services.

For further information, contact Peter Mannella, at the NYAPT office at 518-463-4937, or by cell phone (518-588-3925) or by email at peter@nyapt.org.

We appreciate your consideration of our concerns and recommendations on this important matter.

Sincerely,

Peter F. Mannella
Executive Director