



School Bus Illegal Passing Survey May 6, 2015

2,324 school bus drivers report that **546** motorists illegally passed school buses during that one day.

Districts participating in passing survey	113
Drivers participating in passing survey	2,324
Results of vehicles illegally passing	546

The last Arkansas student fatality caused by a driver illegally passing a school bus was in October 28, 2014, in the Kirby School District.



Public Awareness Campaign (2015) School Bus Safety

- 3 Week Campaign
- TV Commercial
- 235 Radio Commercials

- Channel 7 – August 10, 2015 @ 5:30
- iHeart Radio – August 11, 2015 @ 3:00
- Channel 7 Mid-Day – August 18, 2015 @ 11:00
- KOKY Power 92 – August 20, 2015 @ 8:30