



# Let the Bus Go, Then You Go



Pedestrian and Bicycle  
Information Center

## Problem

In two back to back incidents in 1997, a young student exiting a TARTA bus was struck by oncoming traffic. Though they were old enough to know, they did not follow the proper procedure for safety around buses.

## Background

The Toledo Area Regional Transit Authority (TARTA) provides the majority of trips for the Toledo school system, carrying around 11,000 children per day.

## Solution

TARTA partnered with Toledo Public Schools, the Toledo Police Department, and the private Catholic schools to ensure that every school child gets educated about the proper safety measure to be taken around buses. Now an annual tradition, at the beginning of the year, every 4th and 5th grader sees a 15 minute video made by TARTA and narrated by a peer, which is geared towards middle school age persons. They also receive brochures, handouts, and buttons bearing the same message, “Let the Bus Go, Then You Go.” Additionally, interior advertising in buses display a consistent message.



One of the exciting signs used  
in the TARTA program.

The Authority contracted with a marketing consultant to produce the video, giving a lot of attention to make sure that the materials were energetic and youthful to fit the target audience. Since the first year, costs are nominal as they consist only of reprinting.

## Results

Though there have been no formal evaluations, the videos are well received each year, and there have been very few incidents since the program began.

## Contact

James Gee, General Manager  
Toledo Area Regional Transit Authority (TARTA)  
419-245-5222  
jgee@tarta.com

### *Images Source:*

*Jim Gee, Toledo Area Regional Transit Authority.*