

# Accident Investigation Procedures



February 15, 2022

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## Materials

Can be found at:

<https://www.msbo.org/msbo-certification-program/msbo-certification-class-materials/>

2

2

## Presenters

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3

3

## Presenters Cont.

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4

## They Didn't Think This Would Happen



Columbus County NC January 7, 2020

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## They Didn't Think This Would Happen



Sarasota Fla., April 12, 2017

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## Headlines

- *“Driver in fatal Baltimore bus crash had history of crashes, seizures, NTSB report says”*
- *“The transit bus driver and four passengers were also killed. Eleven people sustained injuries.”*

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## Or This



Chattanooga, November 22, 2016

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## Headlines

- *“Thirty-seven children were on the bus. Six of them, ages 6 to 10, died. Dozens were injured. A city mourned.”*
- *“The driver in a Chattanooga school bus crash that killed six children had previously alarmed students, parents and faculty with his driving, according to complaints”*
- December 19, 2017....Driver in deadly Tennessee school bus crash was on his phone

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## Crash Investigations :

- What is your plan and do you know how to implement it?
- What to do at the Crash scene
- How to work with law enforcement on a positive basis
- What to look for
- How to act
- What tools do you need, at the scene and afterwards
- How to assist with the investigation and at the same time not hindering the investigation

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### *After the scene:*

- How to interpret Michigan's UD-10 crash report
- What documents to "guard"
- What are your obligations to the Department of Ed. ?

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### *Media Relations:*

- What is your plan and do you know how to implement it?
- How to present yourself
- What to say and what not to say
- How to say it
- What information to release and what not to release.
- Emotions

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## Later in the Presentation

- We will be examining a couple extreme Michigan school bus incidents.



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## A Day That Won't Be Forgotten For Many

- “Washtenaw County Sheriff Dan Minzey said there are many unanswered questions about what happened and why the bus driver was not able to see the child.”

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Now a Firsthand Account From  
Someone Who Was There.

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16

# *“Base, I have an Emergency”*

*What Do I (You) do Now??*

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17

## March 16, 2004

### **\*\*5yr Old Mikel Mills Killed While Running to Catch His Bus\*\***

- Bus Driver
- V-BEST Union President
- District Trainer

Hearing the initial call over the radio while on my way to drop my elementary students at Rawsonville Elementary.

Life and your workplace as you know it is now changed forever.

Went to the Washtenaw County Sheriff's Department to support Anne.

Present will official statement was given.

Once released I took Anne to clinic for required drug screen. Could not allow her to be alone till screening was completed.

Anne was finally allowed to go home that night at 8:25pm.

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## The Next Day

- Dealing with Media at Transportation yard
- Consoling students and staff
- Upset parents and community (Blame)
- Protecting the driver
- Communications

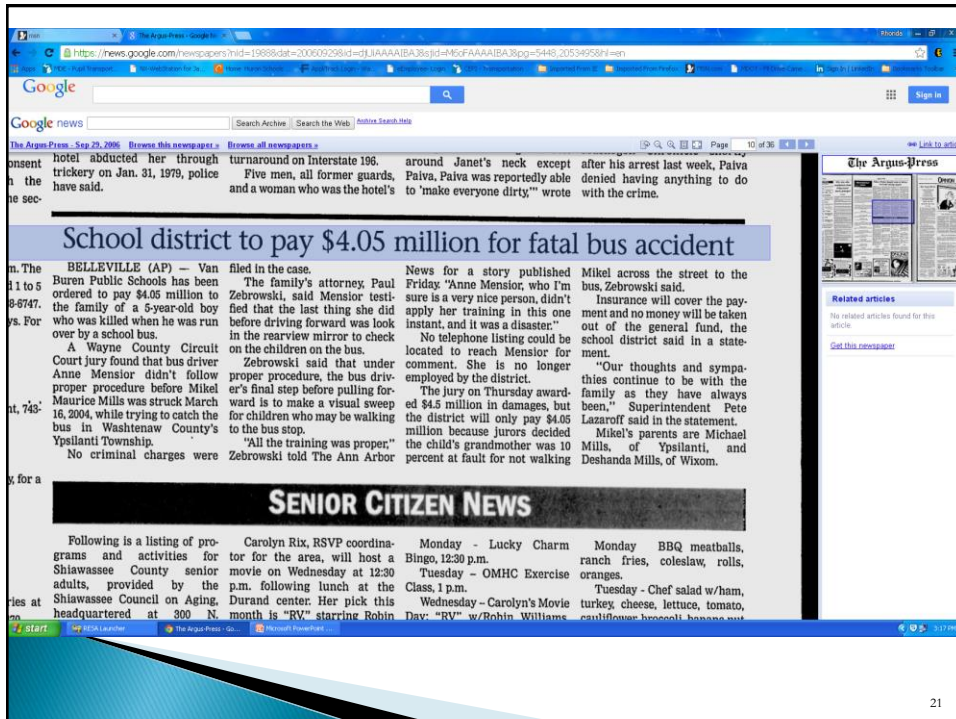
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## Now What Follows

- Funeral
- District communications with Community
- Police Investigation (Took over 2 months)
- District and Insurance Investigations
- Neighborhood/Community distrust
- Civil Lawsuit filed- Gathering documents
- Subpoenas, On-site visits, depositions

20



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# What I Do Now and Why

*Document! Document! Document!*

- ▶ **Training:** New Driver(ELDT), ***BBDC, Mirror Standards,*** Wheelchair Securements, **ROUTE TRAINING, Eaton Defensive Driving,** Annual Start- up training, CPI, CPR, Any special needs training, Mock Bus Evacuations annually

Every employee, including New Hires, are given a detailed Policy & Procedure Manual and is **REQUIRED** to sign an acknowledgment of Receipt for the Table of Contents. Signed document is placed in their file.

22

## New/Sub Drivers

- These are the drivers that are more likely to be involved in more serious accidents.
- They get intense training and drive time with mentoring senior drivers.
- Document their daily training.
- Don't feed the Sheep to the Wolves.

23

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## Wayne-Westland Community Schools Transportation Department

### 2021-2022 Policy & Procedure Manual - Table of Contents

- ▶ Office hours - Reporting Absences
- ▶ Helpful Hints, Bus Driver Job Description
- ▶ Pre-trip Inspections/Brake Checks & WC and Safety Vest
- ▶ 17 Steps for Loading and Unloading Students
- ▶ Positive Behavior Intervention & Support
- ▶ FMVSS 111 Mirror Standards
- ▶ Drug and Alcohol Policy & DOT Screening
- ▶ CDL Self Certification Requirements
- ▶ Time Sheets- Legal Document
- ▶ Cell Phone Usage & Texting Ban
- ▶ CDL Self-Certification
- ▶ Job Duties & Expectations
- ▶ General Route Guidelines
- ▶ Bus Idling Policy
- ▶ Bus Empty Sign Policy
- ▶ Two-Way Radio Rules Policy
- ▶ Emergencies & Bus Accidents
- ▶ Dress Code & Proper Footwear Policy

I, \_\_\_\_\_, acknowledge that I have received, read and understand the Wayne-Westland Transportation Policy & Procedure Manual for the 2021-2022 school year.

Signature

Date

24

## Continuing Education

- Training is Key
- Bus Safety \*\*Bus Safety\*\*Bus Safety
- 3 Annual Mock Bus Evacuations(MDE)
- Current & Updated Information (Route Sheets)
- Use colors, if possible, It stands out.
- Team approach/Mentoring new drivers
- Individual/Staff meetings
- Address potential stop hazards immediately
- Parent/School Administration communications

25

## Fleet Maintenance

- ▶ Keep good records of bus maintenance.
  - a. Preventative maintenance
  - b. Drivers work orders for repairs
  - c. Brake repairs
  - d. Mechanic's work orders
  - e. contracted repairs
  - f. MSP Inspection Results

26

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## Emergency Packets Stored on the Bus

- Copy of emergency procedures and checklist
- Bus evacuation procedures
- Contact numbers
- Vehicle information
- Seating charts
- Release forms
- Accident form for Insurance

27

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WAYNE-WESTLAND TRANSPORTATION OFFICE EMERGENCY CHECKLIST WHEN A DRIVER CALLS IN WITH AN EMERGENCY MAKE SURE TO COMPLETE THE FOLLOWING STEPS			
ROUTE #	DRIVER	DATE & TIME	
SCHOOL	LOCATION		
DESCRIPTION OF SITUATION:			
<hr/>			
<hr/>			
<hr/>			
<input type="checkbox"/> ANY INJURIES?	YES <input type="radio"/>	NO <input type="radio"/>	
→ Call 911	Police dispatched?	YES <input type="radio"/>	NO <input type="radio"/>
	EMS dispatched?	YES <input type="radio"/>	NO <input type="radio"/>
<input type="checkbox"/> NOTIFY DIRECTOR AND/OR SUPERVISOR			
→ Admin to scene?	YES <input type="radio"/>	NO <input type="radio"/>	<hr/>
<input type="checkbox"/> NOTIFY SCHOOL	YES <input type="radio"/>	NO <input type="radio"/>	<hr/>
<input type="checkbox"/> NOTIFY CENTRAL OFFICE	YES <input type="radio"/>	NO <input type="radio"/>	<hr/>
<input type="checkbox"/> NOTIFY PARENTS	YES <input type="radio"/>	NO <input type="radio"/>	<hr/>
<input type="checkbox"/> NOTIFY MECHANIC	YES <input type="radio"/>	NO <input type="radio"/>	<hr/>
NOTES:			
<hr/>			
<hr/>			
COMPLETED BY:		DATE	
<hr/>		<hr/>	

28



## Managing the Scene

- ▶ Depending on the severity of the accident will impact your next decisions to be made.

### Do you have a plan??

- ❖ What needs to be done now?? Another Bus??
- ❖ Your actions will be scrutinized.
- ❖ It will be on Social Media, IMMEDIATELY!!
- ❖ Don't make any unnecessary remarks.
- ❖ Make sure you keep the authorized people informed of the situation.
- ❖ EMS; parents & other family members; students and your driver.

29

## What do you do when you get That Call???

- ▶ **Contact your Superintendent.**
  - Who, What happened, Where and When.
  - What is your District's policy/procedure?
- ▶ **Go to the Scene.**
  - Make sure you have a business card handy. Do you have an Accident kit?
  - Stay out of the way of the investigation.
  - Check on your driver & students.
  - Document pertinent information and have all documents for your bus.

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## Serious injuries or Fatality

- ❖ What is the District's Emergency Response plan? Stakeholders decisions
- ❖ Who's at fault? Who's to Blame?
- ❖ Police questioning *and/or* arrest.
- ❖ Media Coverage & Social Media (Immediate).
- ❖ DOT Random screening for driver.
- ❖ Managing the rest of your staff.

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## What's Next???

Your entire department will be under the microscope.

Request for Documents:

**\*\*ALL RECORDS WILL BE SUBPOENAED\*\***

1. Route Sheets for route/student(s) involved
2. Work Orders for the Bus; driver's request for repairs/Brake inspections  
MSP Inspection Records.
3. **Employee Records:** Application. Training records including trainer's records. Driving Record Check; Criminal Background Check, Physical & Drug Screen, Beginning School Bus Driver test results and any complaints against driver.
4. Video/Film of accident, Bus Cameras??
5. Documents issued from the District.
6. Your Computer and any notes you may have taken.
7. District & Transportation Written Policies and procedures.

32

## **Only talk about what you know**

**\*\* DON'T SPECULATE OR ASSUME!\*\***

Planning is key.

Be Proactive not Reactive

What you do will affect the outcome.

Continued communications.

**\*\*Training- Training-Training\*\***

While on the witness stand you're asked;

Why was the driver/Aide not trained?

Is your response: "We didn't have the Money"

33

## **Questions For Rhonda ???**

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# BREAK

When we return, we'll spin the wheel for a gift card prize!



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## What to Expect From An Investigator.....

# TRAFFIC CRASH INVESTIGATION & RECONSTRUCTION

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## Michigan State University Highway Traffic Safety Programs:

- AI-1: Accident Investigation
- AI-2: Follow Up Investigation
- AI-3: Accident Photography
- AI-4: Protocol, Techniques and Procedures
- AI-5: Tire Dynamics
- AI-6: Lamp Investigation
- AI-9: Accident Reconstruction

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## Initial Response:

1. Rendering medical aid to injured subjects is the top priority.
2. Initial officers will secure the scene, assist fire and medical personnel and gather initial information, to determine if the Traffic Services Division is needed.
3. At the earliest opportunity, initial officers should begin to photograph the scene and vehicles involved.
4. Initial officers will identify witnesses and request that they remain on scene.

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## Scene Observations:

1. Involved roadways are closed to preserve the crash scene/evidence and to provide a safe environment for investigators.
2. Photographs will be taken of the roadway, crash scene, involved vehicles and surrounding area (street signs, vision obstructions, artificial lighting).
3. Investigators walk the scene, to locate and document physical evidence – Tire marks, metal scars, fluids and debris fields.
4. Special attention is paid to temporary evidence, which may disappear over time.

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## Scene Measurements:



- Scene measurements are taken with a Laser Technologies Laser/MapStar angle encoder and data collector. This equipment is commonly referred to as a “Total Station.”
- The Total Station is set up on a tripod, which is positioned over a fixed known point, which is referred to as a Reference Point (RP).
- Commonly used reference points include sewer drain covers, fire hydrants, roadway intercepts and station markers.

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## Scene Measurements (Cont):



- Measurements are obtained by placing a prism on or next to the point that the investigator wants to measure.
- The investigator uses the Total Station to emit a laser, which is reflected by the prism and returned to the total station, which documents the angle and distance.
- Items that are measured include the roadway, involved vehicles, victims, tire marks, metal scars, debris fields, road signs and other pieces of physical evidence.

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## Scene Measurements (Cont):

- The measurement data that is collected by the Total Station is later downloaded into a computer program, which allows the investigator to complete a scale drawing of the crash scene.

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## SCENE INTERVIEWS:

- While on scene, crash investigators will conduct detailed interviews with witnesses and uninjured passengers.
- The involved drivers may be interviewed at the scene or it may be requested that the interviews be conducted at the Sheriff's Office.
- The interviews are usually recorded (audio or audio visual).

43

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## Additional Interviews:

- Investigators will also conduct interviews with injured passengers or injured drivers, once medically appropriate.
- A press release will be issued about the incident, asking for any witnesses to contact the investigating agency.
- Investigators will speak with subjects that did not witness the crash, but that can offer information on the involved vehicles or drivers.

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## VEHICLE INVESTIGATION:

- The vehicles involved in the crash will be towed from the scene and placed into secure storage.
- Investigators will conduct interior and exterior evaluations of the involved vehicles.
- If necessary, mechanics can be used to check specific components, if there are indications that a mechanical defect or poor maintenance played a factor in the crash.
- The involved vehicles are typically held, until a determination is made on whether criminal charges will be authorized.

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## Crash data recorder:

- If a vehicle is equipped, crash investigators will seek to download and review the data that is recorded in a crash data recorder.
- The information can be obtained through consent or a search warrant.
- Available data typically includes information on speed, engine RPM, throttle % and braking.

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## ON Board Cameras:

- Vehicle mounted cameras can provide crucial information in determining how a crash occurred.
- In addition to cameras that focus on the exterior of the vehicle, interior cameras can offer details on whether a driver was distracted or where certain passengers were seated.

47

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## MEDICAL RECORDS:

- Crash investigators will obtain toxicology reports, medical records and/or autopsy reports for the involved drivers or injured passengers.
- Records can be obtained voluntarily or through a search warrant or subpoena.
- The varying lengths of time that is needed to obtain these reports typically determines how quickly an investigation can be closed and forwarded to the Prosecutor's Office.

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## CONSIDERATIONS FOR SCHOOL TRANSPORTATION:

- Have a roster for the children that are on the bus. As part of a crash investigation, involving injuries, investigators will attempt to accurately determine where children were sitting at the time of the crash.
- Have a plan for what will happen to uninjured children. With social media, the news of a crash will spread quickly and parents/relatives will respond to the scene.
- Will parents be allowed to take uninjured children from the scene or will they be bussed to a specific location?

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## Questions??



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## Now Let's Look Back At A Michigan Bus Crash.....



It was a normal day in northern Michigan.  
The children were on a field trip.

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## They arranged for a bus



Permission Slips had been  
signed, Chaperones were on  
board.



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## What Do You Do When You Get The Call?



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## Breaking News:

A Crystal Lake school bus filled with high school students, crossed over the railroad tracks and stopped with three and a half feet of the bus left on the tracks. As train number 624 headed north, the train collided with the bus, killing seven students and injuring many others.  
October 25, 1995 (Fox River Grove)

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# Train / Bus Crash Boyne Falls Michigan October 10, 2003

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The photos you just saw were  
from a demonstration held at a  
past MAPT Conference.

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The Following Is From  
A Real Crash



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## Erie Twp (Michigan) October 11, 2002



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### Tragic intersection

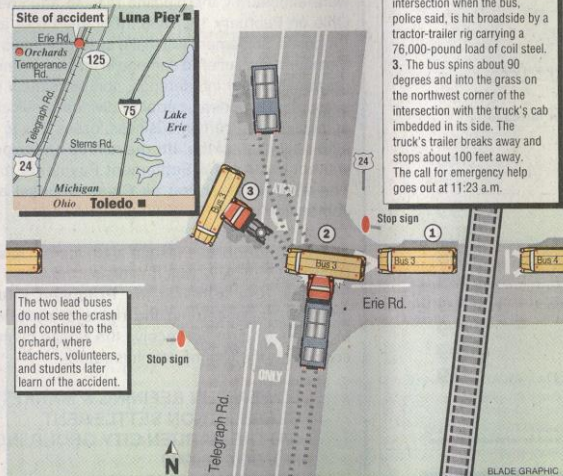
A caravan of four buses from Pierre Toussaint Academy in Detroit heads to Erie Orchards & Cider Mill in southern Monroe County for a field trip. While en route, one of the buses is hit broadside by a truck hauling steel, causing numerous injuries.



#### What Happened:

1. The third bus stops in front of the railroad tracks, then continues to the stop sign at the corner of Erie and Telegraph roads.
2. The driver stops, then proceeds through the intersection when the bus, police said, is hit broadside by a tractor-trailer rig carrying a 76,000-pound load of coil steel.
3. The bus spins about 90 degrees and into the grass on the northwest corner of the intersection with the truck's cab imbedded in its side. The truck's trailer breaks away and stops about 100 feet away. The call for emergency help goes out at 11:23 a.m.

The two lead buses do not see the crash and continue to the orchard, where teachers, volunteers, and students later learn of the accident.



BLADE GRAPHIC

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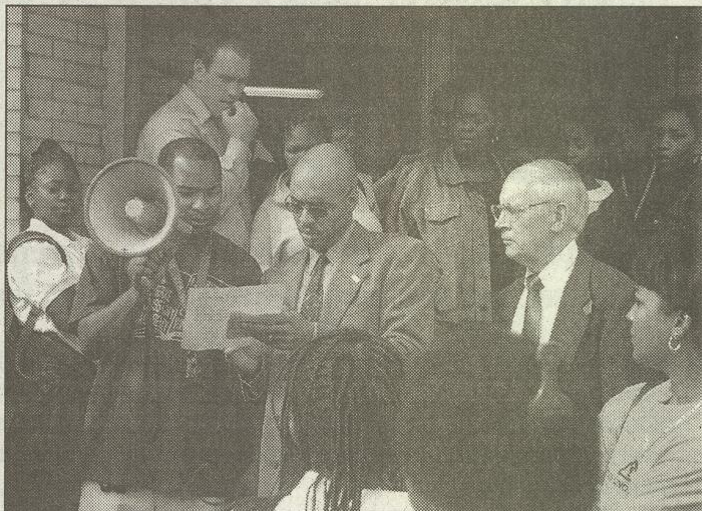
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*Robin Buckson / The Detroit News*

**Pierre Toussaint Academy teacher George Archie, with megaphone, and vice president Rod Atkins, center, read parents names of unhurt kids returning to the academy.**

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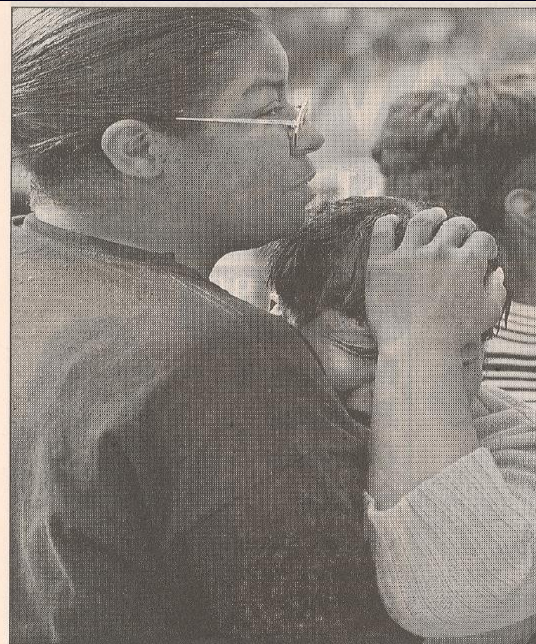


‘Where is my baby? They didn’t  
call her name. They don’t know  
where she is.’

Valerie Hayes, a parent waiting at Pierre  
Toussaint Academy

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THE BLADE/ANDY MORRISON

Charline Boykins, left, provides a comforting shoulder to  
Sheila Thomas, whose grandson was hospitalized.

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## By the Numbers

- 1995 Year of the Carpenter bus involved
- 76000 Weight of the coiled steel being transported by the truck
- 55 Speed of the truck prior to impact.
- 100 Feet away from point of impact trailer came to rest.
- 41 Students on board bus
- 17 Adults on board bus

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## Numbers Cont.

- 41 Children sent to hospital (6 critical)
- 7 Adults sent to hospital
- 6 Number of hospitals used by EMS (5 in Toledo O., 1 in Ann Arbor Mi.)
- 7 Number of helicopters at crash scene
- 205 Total number of passengers on the field trip
- 0 Number of fatalities

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## Toledo Blade Newspaper

- **Headline:**  
Modern school buses safer than cars, hold pupils “like eggs in crate”
- **Headline:**  
“Mason Schools staff offers it support after crash”

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## Detroit News

### ■ **Headline:**

### **“Experts defend bus safety”**

“Each year an average of 10 children nationwide die aboard school buses, according to the National Highway Traffic Safety Administration. Experts say that number offers strong proof that buses are among the safest ways to get children to and from school.”

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## The Monroe Evening News

No one was killed, which many feel was a miracle. Many factors contributed to the savings of lives, but most believe the main reasons were the bus design and the response. Engineered to prevent children from being tossed from their seating areas, the idea of compartmentalization – where bus seats are spaced to keep kids in place – proved to work.

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# 1 year, 30 lawsuits later

Bus crash that injured 49 proved system works

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## Do Not Say

- It's all my fault, (even if it is).
- The school's insurance will pay for everything.
- It's OK the school has lots of insurance.

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## First Steps

- Remain calm
- Get to a safe place
- Check for injuries
- Administer first aid
- Call Dispatch / 911

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## While Still At The Scene

- Get as much information as possible.
- When the police come, cooperate and tell them what YOU know.
- Do not second guess what you believe happened.

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## How You Can Assist The Police

- Have your driver's license ready
- Have a copy of the bus' registration.
- Have a copy of the proof of insurance.
- Know where the GVWR is on your bus.
- Have a list of passengers riding your bus.  
Make sure you only list the students on your bus at the time of the crash.

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## Let's Take A Minute To Talk About The UD-10

Drug and Alcohol →

Driver Info. →

HAZ Action →

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# What Are These Codes About?

**STATE OF MICHIGAN TRAFFIC CRASH REPORT**

Report Number: \_\_\_\_\_

**Crash Type (First Impact)**

Single Motor Vehicle  
Multiple Motor Vehicles  
Motor Vehicle vs. Pedestrian/Bicyclist  
Motor Vehicle vs. Animal  
Motor Vehicle vs. Object  
Other

**Area**

01 Interchange  
02 On-ramp/exit ramp  
03 Mainline  
04 Shoulder  
05 Median  
06 Other

**Position**

01 Front  
02 Rear  
03 Left  
04 Right  
05 Center  
06 Other

**Vehicle Defects**

1 Brakes  
2 Lights  
3 Tires  
4 Exhaust  
5 Windows  
6 Other

**Vehicle Use**

1 Private  
2 Commercial  
3 Government  
4 School/educational  
5 Law enforcement  
6 Military  
7 Other government  
8 Other (specify type)  
9 Road construction  
10 Road maintenance  
11 Other

**Private Trailer Type**

1 Life  
2 Travel trailer  
3 Boat trailer  
4 Farm equipment  
5 Recreational vehicle  
6 Recreational trailer  
7 Other

**Sequence of Events/ Most Harmful Events**

01 Loss of control  
02 Overrun  
03 Run off roadway left  
04 Run off roadway right  
05 Run off roadway  
06 Overturn  
07 Rollover  
08 Loss of vehicle control  
09 Loss of vehicle control  
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100 Loss of vehicle control

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## Required Driver Documents

- At the scene the driver will be asked to produce certain documents.
  - A valid CDL
  - A DOT physical card
  - A MDE education card
  - Back at the office
    - Proof of enrollment in Drug and Alcohol testing
    - Be prepared to produce the drivers past training records.

Michigan Department of Transportation  
Driver License Section  
Form DL-10 (Rev. 1-15-10)  
Driver License Application  
This form is to be completed by the applicant and submitted to the Michigan Department of Transportation, Driver License Section, 300 West Washington, Lansing, MI 48906.  
Applicant's Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Sex: \_\_\_\_\_  
Height: \_\_\_\_\_ Weight: \_\_\_\_\_  
Eye Color: \_\_\_\_\_ Hair Color: \_\_\_\_\_  
Skin Color: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

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# SCHOOL BUS DRIVER REQUIREMENTS

1/97 STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
**ENROLLMENT CARD**

This is to certify that \_\_\_\_\_ is enrolled in a Michigan School Bus Driver Safety Education Course. Certificate Expires ten (10) days after course completion.

ISSUE DATE	COMPLETION DATE
EXPIRATION DATE	INSTRUCTOR'S SIGNATURE

1/97 STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
**CERTIFICATE OF COURSE COMPLETION**

This is to certify that \_\_\_\_\_ satisfactorily completed a Michigan School Bus Driver Safety Education Course.

COMPLETION DATE	VALID UNTIL
INSTRUCTOR'S SIGNATURE	TRAINING AGENCY

1/97 STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
**CERTIFICATE OF CONTINUING EDUCATION**

This certifies that \_\_\_\_\_ has satisfactorily completed a Michigan School Bus Driver Continuing Education Course.

COMPLETION DATE	VALID UNTIL
INSTRUCTOR'S SIGNATURE	TRAINING AGENCY

SM-2934 MEDICAL EXAMINER'S CERTIFICATE REV 6/96

I certify that I have examined \_\_\_\_\_ in accordance with section 53 of the Pupil Transportation Act of 1990 and with the knowledge of his or her duties as a school bus driver, I find that the person being examined is qualified as specified in this Act.  
( ) Qualified only when wearing corrective lenses.

A completed examination form must be filed at his or her employer's administrative office.

\_\_\_\_\_  
Doctor's Signature

\_\_\_\_\_  
Examination Date

\_\_\_\_\_  
Print Doctor's Name

\_\_\_\_\_  
Driver's Signature

\_\_\_\_\_  
Driver's Address

Student Page 20

97

97

## Required Vehicle Documents

- At the scene you will be asked to produce certain documents.
  - The registration to the bus
  - Proof of insurance
- Back at your office,
  - vehicle records, including MSP inspection documents

98

98

## WHAT KIND OF A LICENSE ? CHAUFFEUR WITH GROUP TYPE **A B C**



## ENDORSEMENTS

**T P S N H X "K"**

## AIR BRAKE RESTRICTION

Student Page 18

99

99

## Why Do I Have To Be Tested ?

- Under Federal Mandates (DOT 49 CFR Part 40) a supervisor must send a CDL driver for drug and alcohol testing immediately following a crash in the following incidents:

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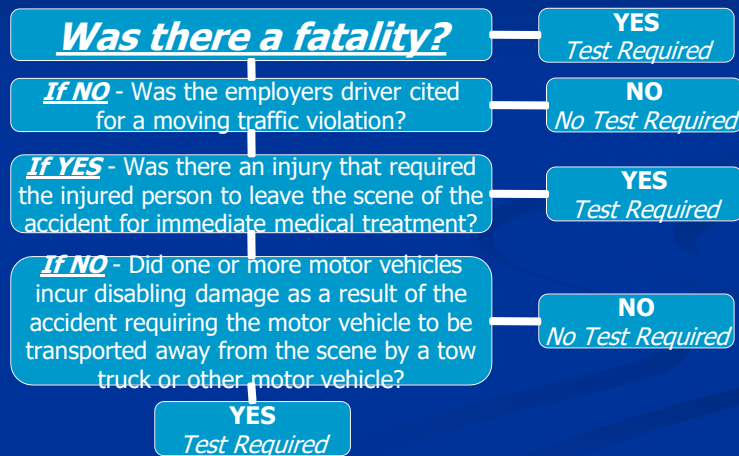
## When Testing Is Required

- All crashes involving a human fatality.
- If the CDL driver is issued a moving traffic violation as a result of the crash and
  1. One or more individuals involved in the crash require immediate medical treatment away from the scene or
  2. One or more vehicles incurs disabling damage that requires it to be towed away from the scene.

101

101

## FMCSA - Post-accident Drug/Alcohol Testing Decision Tree



102

102

## Considerations

- Federal Alcohol and Drug Testing Requirements.
- Michigan Re-examination Requirements.
- Michigan License Restrictions.
- If Interstate, the driver's self-certification status.

103

103

## Michigan Re-examination law

- Under MCL 257.1849 (4)  
A commercial driver license skills test shall be administered by a state authorized commercial driver license examiner to a school bus driver who has had 1 or more of the following:

104

104

- (e) Has been convicted of any motor vehicle traffic violation that resulted in an accident while operating a commercial motor vehicle.

105

105

- (g) A driver who is required to take a test under this subsection shall not operate a school bus until the driver has passed the test. The commercial driver license skills test shall be conducted by an examiner not employed or under contract with the same agency or school of the driver being tested.

106

106

## Michigan License Restrictions.

- Under 257.1849 (3)

A person shall not operate a school bus 7 or more penalty points for moving violations on his or her driving record or if the person has a restricted license due to a conviction for a violation of section 625 of the Michigan vehicle code, MCL 257.625.

- Note: 257.625 addresses convictions of driving while intoxicated or under the influence of drugs

107

107

- One Michigan School District has a policy where.....

- The Superintendent goes to the hospital to meet with parents and to answer as many questions as he or she can.



108

108

- The Assistant Superintendent, who oversees the transportation operation, goes to the scene of the crash along with the Transportation Director.
- These two administrators answers any questions of the investigators,
- Assist with the students
- Assist the school employees involved (ie. Driver and or Assistant)
- Report back to the Superintendent



109

109

## School Officials Should Not

- Interfere with the investigation
- “Contaminate” the scene or
- Make premature statements.



110

110

## Public Information

- A Public Information Officer (PIO) should be named in the advanced planning stage for such an incident.
- Only that person should be making releases to the press.
- If asked for a statement other administrators should refer the press to the PIO.
- Information should always be checked for accuracy.

111

111

## TIPS FOR DEALING WITH THE MEDIA IN A CRISIS

- Coordinate Press Coverage.
  - Central office should always be aware of what information is being released.
- Shoot Straight.
  - Good news or bad, but use discretion.
- Never Speculate
  - Release only the information you know is accurate.
- Stay Calm
  - The more calm you appear, the quicker people will realize everything is under control.

112

112



## UNDERSTANDING THE DIFFERENCES BETWEEN TELEVISION, RADIO AND NEWSPAPER:

### ■ Television

- Reporters are always looking for good visuals.
- Reporters are looking for short, to the point bites.
- Spare the detail. Most stories are never going to run more than a minute and thirty seconds.

113

113

## Radio

- Radio reporters are looking for good sound.
- Radio reporters are looking for short, to the point sound bites.
- Radio reporters are not particularly interested in a lot of detail. The average radio reporter who calls you is probably doing eight stories in a day.

114

114

## Rules To Live By When Dealing With The Media

1. Think before you speak.
2. Never LIE
3. Don't Speculate
4. Don't say, "No Comment".
5. Stay on the record.
6. Don't be offended by the reporter's ignorance, don't be impatient with the reporter.

115

115

## Rules To Live By When Dealing With The Media

7. Never be argumentative, nasty or yell.
8. Always prepare for an interview, if you can.
9. Answer the reporter's calls
10. Don't ask to review a story before it is printed or aired.
11. Stay on the record.
12. If you have a printed statement make it available to the media

116

116

## First Impressions Make A Difference



117

117

## Girl Killed On Detroit Bus

[https://www.mlive.com/news/detroit/2010/05/reports\\_11-year-old\\_detroit\\_gi.html](https://www.mlive.com/news/detroit/2010/05/reports_11-year-old_detroit_gi.html)



118

118

## Bottom Line

- Stay calm
- Protect and assist your students
- Work with your school administration and the insurance company representing both of you.

119

119

## In Review, Items to Remember

- Plan ahead – Have a plan
  - Know who will be speaking to the media.
  - Be acquainted with your local police officials, *before* you need them.
- Know your responsibilities in a school crisis.
- Be there to assist your students, employees and parents.

120

120

## In Review cont.

- Offer assistance to the investigators, then stay out of the way if you're not needed.
- Know when you and or your insurance company can receive a copy of the crash report.

121

121

## A Reconstructionist's Worst Nightmare



I-96, November 8, 2016

122

122



123

## Finalize Credit for Attendance

Return form to MSBO by February 17, 2022

- ✓ Return form to MSBO by February 17, 2022
  - E-mail - [cbyam@msbo.org](mailto:cbyam@msbo.org)
- ✓ Receive e-mail from [MOECS-noreply@michigan.gov](mailto:MOECS-noreply@michigan.gov) to fill out an evaluation for SCECHs.
- ✓ Receive an email from survey monkey for the MSBO evaluation.

124