BUSPATROL

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Lorton, VA 22079

BUSPATROL.

SAFETY TECH LEADERS SAFEGUARDING YOUR COMMUNITY.

AI-POWERED TECHNOLOGY AVAILABLE AT NO COST.

PARTNER WITH US.

Senator Hoagland, Vice Chair Johnson, Ranking Member Thomas and members of the Senate Veterans and Public Safety Committee thank you for the opportunity to provide proponent testimony in support of Senate Bill 23. My name is Jean Souliere, and I'm CEO and founder of BusPatrol. I appreciate you giving me the opportunity to speak for a few minutes about a very serious problem that is putting the lives of children across the state of Ohio at risk. The frequency with which drivers are recklessly passing school buses that are dropping off and picking up students is increasing at an alarming rate, not only here but across the country. It has gotten so bad that the National Transportation Safety Board issued a report last year recommending that every school district in the country implement camera enforcement technology to address this crisis. I particularly would like to thank Senator Gavarone for introducing legislation that I am convinced will make a huge difference. And I am super excited to introduce you to the world's best school bus safety program.

We created BusPatrol because we saw a need to bring modern technology to a school bus. I mean, think about it, why is it that the trucks that move our things have far more technology in them than the buses that move our kids? Why is it that a school bus today doesn't look much different from the one we walked on when we were kids?

What's prevented these tools from being accessible to people? It's pretty simple, it's money. All of these school transportation officials are being asked to do more with less.

The problem is, every year in America, there is a survey. In 2019, 39 states participated. 131,000 drivers participated in tracking how many times their school buses were being illegally passed by cars. The result of that survey? Almost 100,000 violations on that one day. That's 73 violations for every bus that participated in the survey. If you extrapolate that out across the entire school year, we're talking close to 20 million violations per year in America.

In 2018, during Student Safety Week of all weeks, six children were killed because of illegal school-bus passes, more were put in hospital. We realized very quickly that this is a problem that has to stop. Drivers have to stop.

It's based on this reality that BusPatrol decided to build a business model that could equip 100 percent of the buses across all of our communities, whether they be cities, whether

they be suburbs, or whether they be in rural communities, BusPatrol is committed to making sure that every child is protected by modern technology.

What we've seen is that by making sure that every single school bus in a community is equipped with technology, and we make sure that we catch every single delinquent driver who carelessly passes that school bus and issue a fine, the communities we serve have experienced a reduction in stop-arm violations of 30 percent year over year.

BusPatrol is committed to educating every driver that drives around those buses in your communities, that it's important for them to stop and respect the precious cargo that is sitting on those buses.

What's really encouraging is that legislators across the country are acting. In April of 2020, the National Transportation Safety Board published a report recommending that every state in America pass laws that enable automated stop-arm enforcement programs, like BusPatrol's, to take shape and start protecting the children of America. In fact, over states have passed legislation to enable automated stop-arm enforcement programs.

In August of 2019, New York passed a law that BusPatrol helped draft. We also helped the State of Pennsylvania pass a law in 2020. When we started tackling the problem of reducing illegal school-bus passes, we started with the technology first.

Cameras have existed on buses for years. The problem is, accessing the videos from those cameras has been a pain. Student transportation technicians have to go out to a bus and physically pull a hard drive, plug that hard drive into a computer, and search through files to be able to find a video that's been requested by a parent or a superintendent. Sometimes, these people go out to the buses only to find out that the DVR wasn't working and there is no video to be found.

BusPatrol knows that, so we did something different. The core of BusPatrol's stop-arm enforcement technology is an AI engine, her name is Ava. Ava has the ability to monitor traffic around a school bus up to eight lanes away, in a variety of lighting conditions, weather conditions. In fact, our camera technology has 4K resolution. We cloud connected our infrastructure. We brought the Netflix model to school buses, so now people can access videos from the comfort of their office. Not only can you access it over the cloud, but BusPatrol has given you the capabilities to select which camera you want your video flow from, on which day, which time, to be able to pull the video needed to address whatever situation the school's faced with. And we've built all this technology to live on a school bus.

Well, the good thing is that BusPatrol's engineers all come from backgrounds like military, aerospace, transportation, and we put our know-how to work. The end result is the highest violation capture rate in the industry.

In fact, BusPatrol is able to catch at least five times more drivers than any other technology.

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So, let me walk you through the process.

The first thing to know is that BusPatrol's enforcement platform is not dependant on a driver. In fact, what we ask bus drivers to do is focus on the kids and give 100 percent of their attention to the road and their driving of those children to and from school safely. As they do that and they drive that bus through your communities, Ava is doing all the heavy lifting. She's monitoring the traffic, identifying violators. Then she goes to work at building the evidence package, automatically framing and gathering all the important information used by law enforcement to determine whether a ticket should be issued or not.

You see, Ava's plugged right into the telemetry of the bus. She knows when the red lights flash, she knows when the stop arm is deployed, when the door is open. All those elements are important, they give the context of time. They give the context needed so a law enforcement technician can make the determination if that car had enough time to stop. Once the ticket is approved to be sent, then BusPatrol's back-end processing takes care of the rest. We print the ticket, we mail a ticket to the offender.

We've even given them a little web link. Offenders to go online and they get to see a video of their car passing a stopped school bus. 95 percent of people who view that evidence pay their ticket immediately. Another 4 percent of people will pay between 60 and 90 days of the offense, leaving less than 1 percent of people who contest the ticket.

When those people go to contest the ticket, BusPatrol's court integration services do all the administrative work. We gather the evidence, we share it with prosecutors, we manage all disclosure requirements, we schedule court dates.

BusPatrol's really focused on making sure that the implementation of these programs don't strain current county and city infrastructures.

We also do it in a way that is focused on education. Our programs are supported by a robust call center where offenders can call for help in viewing their videos and understanding the evidence used against them. In fact, we take the time to educate them on the laws of their land.

Once you've wired a bus to be able to do all the things needed to build evidence packages to catch people who illegally pass school buses, you've also cloud-enabled your school bus. You've created a data collection engine that can provide important flows to automate other aspects of student transportation. These kinds of data flows enable parent apps, turn-by-turn navigation, cloud-connected safety cameras, dash cameras that help diagnose accidents or traffic patterns, side-loading cameras that allow us to see how children are getting on and off the bus.

We've got a rear-facing camera, and we have four cameras inside the bus with a complete 180-degree view covering every part of that school bus with audio, video, that manage the safety of the children on the bus.

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If there's an accident, or a fight, or an issue, a bus driver can simply hit a button. What happens is a text message and an email get created with a link that gets sent to the transportation director. By clicking on that link, the transportation director gets forwarded to their access an alert bus platform, where they're immediately taken into the school bus live-streaming, seeing what's happening that very instant.

This is exactly the kind of thing we've been talking about, shifting from a reactive to a proactive way of offering the safest quality service to student ridership.

In fact, all of the components of our platform are cloud connected, so we know whether they're working or not. In fact, we dispatch our technicians to service this equipment in an automated fashion, so we're fixing problems before you even know they exist.

And, yes, there is no catch. All of this technology is offered to you at zero upfront costs. That's zero upfront costs to municipalities, to school districts, to law enforcement. These programs are funded from the fine revenues generated from illegal school-bus passes.

And BusPatrol takes care of every aspect of the program, that includes all network connectivity, all public service awareness announcements, the creation, execution of them, because we know how important it is to educate our communities, and we have the tools and the know-how to help you do that for yours.

We also manage all of the maintenance of the equipment, the repairs, the replacements. Every year when the school bus fleet gets renewed, we remove the equipment from those buses, bring them back to new so they can be auctioned off, and then make sure that those new buses are delivered fully equipped with BusPatrol's lifesaving technology.

And all of the customer support required to manage these programs? That's also on us. The call centers, the payment processing. BusPatrol is your partner to make sure all of these things happen seamlessly. It's really a tremendous strength of our program and our approach.

And I can tell you, if there's one stat that proves to me that what we're doing works? It's the fact that 98 percent of people who get a ticket from a school bus safety program managed by BusPatrol don't get a second one. That tells me that this program is working.

Now, cloud-connecting cameras and automating these flows isn't enough. You have to be able to segregate the data flows, to respond to privacy concerns.

Who owns the video footage inside the bus? How is the enforcement footage used?

BusPatrol has physically separated those two different data flows. We've done it in such a way that gives schools autonomy over their safety camera infrastructure and all of the data that it creates.

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And we've given law enforcement autonomy for all the enforcement infrastructure, and all of the data it creates, ensuring that it's always only used for the proper scope.

All of this data is protected by the world's most advanced cloud platforms. From the APN that we've built with AT&T and FirstNet to the Amazon web services infrastructure that hosts this data, all the way through to our payments infrastructure with Stripe.

We've opened up our platform to a variety of partners that also have technology that can be used to make the journey to and from school a safer one for children. Companies like Zonar, their fleet management and telemetry systems. Companies like BusPlanner and TransFinder, routing service providers. Partners like AT&T and FirstNet are critical.

BusPatrol is the only automated traffic enforcement company approved to run on a network built for law enforcement, firefighters, emergency response vehicles. Oh, yeah, and schools for their push-to-talk technology, which we also make available through the BusPatrol program. BusPatrol has made a significant investment in ensuring that every layer of our platform is safe, secured, and scaleable. BusPatrol has the technological capabilities to scale to any size fleet.

One of the hardest parts about being in this industry and trying to solve this problem are the instances where we see that the problem's taken something from someone, taken a child from a family. It happens a lot more than you may realize.

So, at BusPatrol, we are focused on making sure that we can change that behavior. Because if we're able to successfully instill a reflex in drivers to hit that brake when they see a school bus, that second of hesitation just might save a life. And if that happens, then everything we've done is worthwhile.

Chairman Hoagland, thank you for allowing me to testify in support of SB 23.

I will gladly entertain any question that you or your colleagues may have.