



# REED UNION SCHOOL DISTRICT

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July 21, 2014

To All Reed Union School District Parents  
From: Dr. Steven Herzog, RUSD Superintendent

## Additional School Bus Routes -- Immediate Action Requested by August 8, 2014

### THE YELLOW SCHOOL BUS CHALLENGE – HALF PRICE PASSES!

This letter describes a plan to reduce the cost of school bus passes by 50% for both new and existing riders, and offers three new routes. **Existing bus pass holders do not need to do anything; your child's place on the existing routes will remain secure.** Parents who have already purchased bus passes will get a 50% refund if the Yellow Bus Challenge succeeds.

### What is the Yellow School Bus Challenge?

Traffic on Tiburon Boulevard has become increasingly difficult, and school-related traffic is a part of the congestion. Traffic delays are not only inconvenient; they raise safety concerns by impeding emergency response vehicles. **The goal of the Yellow Bus Challenge is to significantly reduce traffic on Tiburon Boulevard by increasing bus ridership by at least 360 one-way "trips" by August 8, 2014. If we meet the Challenge, the cost of all bus passes will be reduced by 50%.**

As an RUSD parent, you have an opportunity to help reduce traffic congestion by participating in the **Yellow Bus Challenge**. But we need you to respond right away!

### Why you should participate:

- **HALF-OFF:**

With 360 new one-way trips, reasonably distributed between morning and afternoon, Tiburon and Belvedere will help us offer bus passes to all RUSD students at half price (\$427 round trip; \$214 one way). **That's \$1.19 per trip!**

**GREEN ROUTE 4: "A.M. Reed and Bel Aire students" only** that starts in Corte Madera/Paradise Drive and goes first to Bel Aire and then takes a direct express route to Reed school each morning. **P.M. Green route** will start at Reed and take a direct express route to Bel Aire dropping off all Reed riders at Bel Aire. It will then turn around and go from Bel Aire to Del Mar and eventually to East Corte Madera via Hwy 101.

**ORANGE ROUTE 5: "AM Bel Aire students only" bus** will start on Tiburon Boulevard at San Rafael Avenue, proceeds through Belvedere, back to Tiburon Blvd at Beach Road, east to Mar West and Paradise Drive, back on Tiburon Boulevard to Lyford Drive, uphill to Red Hill Circle, back down Lyford Drive to Tiburon Boulevard, west into Hawthorne Terrace along Hilary Drive and the Del Mar neighborhood, up Geldert Drive and down Stewart Drive, into Belveron East then on to Bel Aire School. **The PM Orange route is the reverse.**

**PURPLE ROUTE 6: "AM Reed students only" bus** will start on Tiburon Boulevard across from Blackie's Pasture, into the Reed Ranch and Bel Aire neighborhoods, then goes through Belveron East, up Stewart Drive, down Geldert Drive through Del Mar neighborhood and down Hilary, re-entering Tiburon Boulevard at Rock Hill Drive, then on to Reed School. **The PM Purple route is the reverse.**

- **REDUCED TRAFFIC:**

If the "Yellow Bus Challenge" is successful at reducing traffic congestion, the next step will be to find a permanent funding source to continue the program into future years.

- **WHAT HAPPENS IF WE DO NOT MEET THE GOAL:**

Traffic surveys suggest that 360 is the minimum number of new bus riders necessary to make a significant impact on traffic congestion and justify the expense of the subsidy. Failure to reach this minimum number of new riders will result in the subsidy program being cancelled. Current bus schedule and pricing will remain in place and we will revisit the idea during the 2014-2015 school year. If the program is cancelled Yellow Bus Challenge participants will receive a full refund.

## **Sign Up Today**

Parents have an opportunity to help improve traffic while ensuring children arrive at school safely and on time. If your child already has a bus pass, you're done, but please encourage your neighbors and friends to participate.

### **HOW TO SIGN UP**

Go to RUSD's website at <http://www.reedscholols.org> and follow the link to the Yellow Bus Pass Challenge

### **DEADLINE**

New bus pass purchases must be made by **4:00 p.m. on Friday, August 8, 2014**. This deadline is firm, because a decision to proceed with or cancel the new routes must be made in time for parents to finalize their transportation plans.

## **Why Put Your Child on a Bus?**

### **Safety**

Studies show there is simply no safer means of getting your child to and from school than on a school bus. Modern school buses meet rigorous safety standards that far exceed those of family cars. In 2012-13, the Department of Education reports the chance of a student injury occurring on or around a school bus was 1 in 9,272,722 miles driven. All RUSD school buses are now equipped with internal video cameras, which has had a positive impact on student behavior while on our school buses.

### **Convenience**

School bus pick up and drop off times have been carefully matched to school bell schedules to increase on-time arrivals. New bus routes have been designed to penetrate more neighborhoods and shorten bus ride times through express routes.

### **Cost**

Gas prices are hovering around \$4.00 per gallon. At \$1.19 per trip, a school bus pass is a cost-effective alternative to the family car.

**The Yellow Bus Challenge**  
**Save time and money, improve safety and reduce traffic**  
**Sign up today!**

**If you have any questions about the Yellow Bus Challenge, please call the Superintendent's Office at 381-1112, Monday through Thursday between 9:00 AM and 4:30 PM or email Ellen Mayer. Superintendent's Assistant, at [emayer@reedschools.org](mailto:emayer@reedschools.org).**