



BE SAFE



SIT. CLICK. RIDE

National Campaign to Increase Motorcoach Seatbelt Usage

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Sara's Wish Foundation



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An Update

- **Conduct Motorcoach Safety Summit/Capitol Hill Oct '17**
- **Establish Motorcoach Seatbelt Usage Task Force**
- **Conduct Preliminary Seatbelt Study in Northeast**
- **Develop a Comprehensive Seatbelt Promotional Plan**



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Comprehensive Seatbelt Promotional Plan/Examples of Actions

- **Formal Announcements by the Driver**
- **In-vehicle Video/Internet-based App**
- **Banners at the Platform and in Terminal Waiting Area**
- **Text/Email Messages to Riders Prior to Trip**
- **Digital Messages When Tickets are Purchased Online**
- **Message Printed on Ticket/Back of Seat: "Be Safe...Sit, Click, Ride"**

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- Comments on These Proposed Actions?
- What Other Actions Would You Propose?
- Other Thoughts? Questions?



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