

SENATE STAFF ANALYSIS AND ECONOMIC IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

Prepared By: Transportation Committee

BILL: SB 2134

SPONSOR: Senator Wise

SUBJECT: Diana Kautz Student Safety Sponsors

DATE: March 23, 2005 REVISED: 3/29/05 _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	<u>Davis</u>	<u>Meyer</u>	<u>TR</u>	Fav/2 amendments
2.	_____	_____	<u>ED</u>	_____
3.	_____	_____	<u>EA</u>	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____

Please see last section for Summary of Amendments

- Technical amendments were recommended
- Amendments were recommended
- Significant amendments were recommended

I. Summary:

The bill also known as the “Diana Kautz Safety Sponsors Act,” provides for district school boards to adopt policies for private sponsorship for the installation of described crash protection equipment on school buses. Specifically, the policies are subject to the following provisions:

- Any person or business entity may sponsor the installation of Type 2 seat belts by paying a \$10,000 fee per sponsored bus; however, sponsorship is limited to one business entity per bus. Sponsorships or cosponsorships by individuals will be directed by district school board policy. Proceeds from the collection of the fee are to be distributed as follows:
 - Up to 5 percent may be used for the cost of an advertising agent involved with the transaction;
 - Up to 45 percent may be used for the cost of the seat belt assemblies and installation; and
 - The remaining funds are to be remitted to the state for deposit into the General Revenue Fund to be used for transportation services.
- The district school board must place signage, upon request by the sponsor, on the exterior of the school bus acknowledging the sponsor, which includes the business entity logo, if applicable. Although, no sponsor is required to have his or her name or the name of the business entity placed on the school bus. If requested, the acknowledgment must bear the wording “Safety belt sponsored by” followed by the name of the sponsor. In addition, the

State Board of Education is authorized to prescribe rules for the design, placement, and size of the signage.

- Upon sponsorship the school bus must be equipped with a seat belt assembly meeting the requirements for Type 2 seat belt assemblies established under Federal Motor Vehicle Safety Standard 209, 49 C.F.R. 571.209, or with any other pelvic and upper torso restraint system approved by the Federal Government in a number sufficient to allow each student who is being transported to use a separate pelvic and upper torso restraint system.
- Sponsorship of the seat belt assembly installation may be provided for newly purchased school buses or for upgrade to a Type 2 seat belt on existing school buses.
- Sponsorship does not impose or imply any duty of responsibility on the sponsor for installation, use, or any action relating to the installation, use, disuse, or misuse of any seat belt assembly on a school bus. No liability may accrue to any person or business entity because that person or entity is a sponsor of seat belt assemblies.

The bill also amends s. 1006.25, F.S., to require sponsor signs be covered, removed, or concealed when school buses are transporting passengers who are not school students. In addition, the bill makes a technical revision relating to the requirement students use the occupant crash protection system installed in the vehicle.

Finally, the bill amends s. 1006.261, F.S., to require sponsor signs be covered or concealed when school buses are used for nonschool purposes.

This bill substantially amends ss. 1006.25 and 1006.261; and creates s. 1006.273 of the Florida Statutes.

II. Present Situation:

School Buses, Safety Belts or Other Restraint Systems, Liability, and Agreements

In 1999, HB 1837 (LOF 99-316) was enacted, which created a new section of law related to school buses equipped with seat belts. Section 316.6145, F.S., defines a school bus as one owned, leased, operated, or contracted by a school district. All school buses purchased new after December 31, 2000, and used to transport students in grades pre-K through 12 is subject to the requirements for safety belts or any other restraint system approved by the federal government sufficient to provide each student a separate belt or restraint system. There is an exception for a school bus purchased prior to December 31, 2000. Also, passengers on school buses equipped with safety belts or federally approved restraint systems must wear properly adjusted and fastened belts at all times the bus is in operation.

Specific parties are exempt from liability:

- In an action for personal injury by a school bus passenger solely because the injured party was not wearing a safety belt, the following are not liable: the state, the county, a school district, school bus operator under contract with a school district, or an agent or employee of a school district or operator, including a teacher or volunteer serving as a chaperone.
- In an action for personal injury by a school bus passenger for an injury caused solely by another passenger's use or nonuse of a safety belt or restraint system in a dangerous or

unsafe manner, the following are not liable: the state, the county, a school district, school bus operator under contract with a school district, or an agent or employee of a school district or operator, including a teacher or volunteer serving as a chaperone.

Each school district must prioritize to ensure elementary schools within the school district are given first priority in the allocation of buses equipped with safety belts or federally approved restraint systems and specified types of seats. Lastly, districts may enter into agreements to provide transportation only if the point of origin or termination of the trip is within the district's boundaries.

School Buses and Liability

Section 316.615, F.S., provides requirements for school buses and school bus drivers. For purposes of this section, a "school" includes all public and private nursery, pre-elementary, elementary, and secondary level schools. The section further requires all motor vehicles with a seating capacity of 24 or more pupils, regularly used to transport pupils to and from school or school activities, comply with the requirements of chapter 1006, F.S. Also, the law specifies the requirements for motor vehicles (other than privately owned passenger motor vehicles and those owned or operated by governmental entities) with a seating capacity of less than 24 pupils used for transportation of pupils to and from the school or school activities.

Within chapter 1006, F.S., are provisions relating to the transportation of school children. In section 1006.25, F.S., "school bus" is defined as a motor vehicle regularly used for the transportation of pre-K through grade 12 public school students to and from school or school activities. The definition applies to motor vehicles owned, operated, rented, contracted, or leased by the school board. Exceptions to the definition are: passenger cars, multipurpose passenger vehicles, and trucks as defined in federal regulations (49 CFR 571); and motor vehicles subject to and meeting specific federal regulations (the Federal Motor Carrier Safety Regulations in 49 CFR), but not used exclusively for the transportation of public school students.

School buses which are rented, leased, purchased, or contracted for must meet applicable federal motor carrier vehicle safety standards and other specifications as may be required by the rules of the State Board of Education. Students may be transported only in designated seating positions, except as otherwise provided, and must use the occupant crash protection system provided by the manufacturer. This system must meet federal requirements (49 CFR 571) or comply with the State Board of Education's specifications.

Section 1006.25(3), F.S., provides a school bus authorized by a district school board to carry passengers other than school students must have the words "School Bus" and any other signs and insignia marking or designating it as a school bus covered, removed, or otherwise concealed while such passengers are being transported.

Section 1006.261(3), F.S., specifies when buses are used for nonschool purposes other than the transportation of the transportation disadvantaged, the flashing red lights and white strobe lights are not to be used, and the "School Bus" inscriptions on the front and rear of the buses must be covered or concealed.

The Debate Surrounding Seat Belts on School Buses

National statistics have consistently demonstrated school buses constitute one of the safest forms of transportation. Nationwide each school year, approximately 450,000 public school buses travel more than 4.3 billion miles to transport 23.3 million children to and from school and school related activities. The National Highway Traffic Safety Administration (NHTSA) has determined students are approximately eight times safer riding in a school bus than in private automobiles.¹ A number of factors, including the size, design, operation, and existing safety features account for the safety of school buses. Central to current school bus safety features is the concept of “compartmentalization” which relies on high-backed padded seats, spaced close together, to confine and cushion passengers in the event of a crash. Belt-type restraints, requiring active intervention by the passenger, are not federally required on large school buses (over 10,000 pounds gross vehicle weight rating.) The consensus is compartmentalization, which has been required on all school buses built since April 1977, has proven to be effective in reducing injuries and fatalities, especially in instances of front or rear impact crashes. However, after several studies, the National Traffic Safety Board (NTSB) found compartmentalization does not provide adequate protection for passengers in side impact collisions or roll-over crashes.²

Presently, only two-point lap belts (Type 1) are installed on certain school buses. The lap belt (two-point belt) fastens across the child’s lower abdomen for pelvic restraint. Currently, there are 2,699 school buses in Florida with lap belts which constitute approximately 14 percent of the total school buses in the state.³

A three-point lap/shoulder belt (Type 2) is a combination of pelvic and upper torso restraints. According to NHTSA’s 2002 report, when used correctly, the lap/shoulder belts would provide some benefit in both large and small school buses. However, NHTSA’s testing showed serious neck injury, and perhaps abdominal injury could result if lap/shoulder belts are misused. Although the number of on-board fatalities and serious injuries in school bus crashes is very small (an average of five school bus passenger fatalities per year), the bulk of those occurring are in side, rollover, angular and multiple impacts, usually involving significant intrusion into the bus in crashes with other large vehicles or trains. The same report stated three-point lap/shoulder belts would likely provide benefits in those crash modes, but provided no estimates of benefits.

The report also addressed other considerations regarding three-point lap/shoulder belts. Buses equipped with three-point lap/shoulder belts would cost more per bus, and more buses would be required due to the inherent reduction in maximum rated student seating capacity of buses with Type 2 belts. The report found installing the lap/shoulder belts would reduce school bus capacity by up to 17 percent because of necessary seat redesign.⁴ This reduction in seating capacity would force some children to find other means of transportation, increasing their chance of being involved in a fatal crash in other types of motor vehicles. Also, according to the NHTSA report, this seat redesign would add approximately \$40 to \$50 per seating position to the cost of a new

¹United States Congressional Report, “School Bus Safety: Crashworthiness Research”, April 2002, National Highway Traffic Safety Administration. Available at <http://www-nrd.nhtsa.dot.gov/departments/nrd-11/SchoolBus.html>

² *School Bus Safety Report*, Florida Department of Highway Safety and Motor Vehicles, August 2004.

³ *Id.*

⁴ *Id.*

school bus.⁵ Finally, NHTSA concluded in its report, any passenger crash protection system significantly increasing the cost of school bus transportation will reduce the safety of children if commensurate additional funds are not provided, because children would be displaced into other less expensive, but far less safe modes of transportation. If states did adopt seat belt requirements in school buses, the states should determine methods to ensure proper use of the seat belts and should determine no passengers are forced to find alternate means of transportation to and from school.

Advertising on School Buses

Current safety requirements contained within Florida School Bus Specifications and the 2000 National School Transportation Specifications and Procedures provide national uniformity of the familiar exterior yellow and black coloration of school buses to ensure safety. The standard coloration ensures high visibility of school buses and their instant recognition and “identifiability” by motorists. Approved exterior lettering and markings are limited in order to minimize the potential for motorists to become distracted from paying attention to the school bus signals or to students who may be boarding or disembarking.

Placement of ads could potentially displace current National School Bus Yellow coloration in proportion to their size, and provide a degree of potential distraction by motorists, due to the additional “content” on the exterior of the bus, both of which could compromise student safety. As stated by the Florida Department of Education (DOE), it is recognized that data are unavailable to prove safety would definitely be compromised, but several national and state studies have confirmed driver distraction from sources outside the vehicle were causal factors in an estimated three to four percent of all crashes.

Advertising Content and Potential Legal Issues

The First Amendment to the U.S. Constitution states, Congress shall make no law...abridging the freedom of speech...”. Over the past few decades, there have been countless lawsuits and legal decisions concerning freedom of speech, which include cases appearing to have applicability to the issue of controlling the content of advertising on school buses.

While advertising on school buses has been rare on a national basis, at least one public transit authority (the Massachusetts Bay Transportation Authority, 1993) has lost a legal First Amendment challenge to its policy restricting the content of advertising.⁶ Specifically, in December 1993, a US District Judge in Boston ruled the Massachusetts Bay Transportation Authority’s “G-rated” advertising policy violated the US Constitution.⁷ The federal judge stated a transit service “cannot open its transit car doors to public service advertising and hang only its favorite posters.”⁸ With respect to “protecting” children from inappropriate advertisements, the judge wrote, “that concern evaporates on examination because shielding children from [the] advertisements is insufficiently compelling to justify the resulting limitation of speech.”⁹

⁵ *Id.*

⁶ *Aids Action Committee of Massachusetts, Inc., v. Massachusetts Bay Transportation Authority*, 42 F.3d 1 (1st Cir. 1994)

⁷ *Id.*

⁸ *Id.*

⁹ *Id.*

Based on decisions by the United States Supreme Court, there are three types of fora: (1) traditional public forum; (2) public forum created by government designation; and (3) nonpublic forum.¹⁰ The United States Supreme Court has held advertising space on a city transit bus was not considered to be a public forum for purposes of the First Amendment.¹¹ This decision allows a transit system to control, to an extent, the type and content of advertisements it will accept because the transit system is considered to be a “nonpublic forum.”¹² However, lawyers and legal experts have expressed concern a nonpublic forum could become a public forum based on the acceptance of certain types of advertisements.¹³ This would eliminate the ability to establish advertising content criteria and make it difficult to establish and individual consistently apply reasonable advertising content criteria.¹⁴

According to DOE, recently 50 state directors of student transportation were surveyed on their state requirements for advertising on school buses. Only 4 of 36 states responding allow advertising on the exterior of school buses. At the May 2000, National Conference on School Transportation in Warrensburg, Missouri, 46 of 48 states and territories represented voted to adopt a resolution urging each state to prohibit advertising on school buses.

III. Effect of Proposed Changes:

Section 1 provides a name for the act, which shall be known as the “Diana Kautz Student Safety Sponsors Act.”

Section 2 creates s. 1006.273, F.S., to allow a district school board to adopt policies providing for private sponsorship for the installation of crash protection equipment on school buses. Specifically, the policies are subject to the following provisions:

- Any person or business entity may sponsor the installation of Type 2 seat belts by paying a \$10,000 fee per sponsored bus; however, sponsorship is limited to one business entity per bus. Sponsorships or cosponsorships by individuals will be directed by district school board policy. Proceeds from the collection of the fee are to be distributed as follows:
 - Up to 5 percent may be used for the cost of an advertising agent involved with the transaction;
 - Up to 45 percent may be used for the cost of the seat belt assemblies and installation; and
 - The remaining funds are to be remitted to the state for deposit into the General Revenue Fund to be used for transportation services.
- The district school board must place signage, upon request by the sponsor, on the exterior of the school bus acknowledging the sponsor, which includes the business entity logo, if applicable. Although, no sponsor is required to have his or her name or the name of the business entity placed on the school bus. If requested, the acknowledgment must bear the

¹⁰ *Massachusetts Bay Transportation Authority v. Mulhern*, 390 F. 3d 65 (1st Cir. 2004)

¹¹ *Id.*

¹² *Id.*

¹³ National Association of State Directors of Pupil Transportation Services, *Advertising on School Buses*. Available at <http://www.nasdpts.org/documents/advertise.pdf>

¹⁴ *Id.*

wording “Safety belt sponsored by” followed by the name of the sponsor. In addition, the State Board of Education is authorized to prescribe rules for the design, placement, and size of the signage.

- For sponsorship the school bus must be equipped with a seat belt assembly meeting the requirements for Type 2 seat belt assemblies established under Federal Motor Vehicle Safety Standard 209, 49 C.F.R. 571.209, or with any other pelvic and upper torso restraint system approved by the Federal Government in a number sufficient to allow each student who is being transported to use a separate pelvic and upper torso restraint system.
- Sponsorship of the seat belt assembly installation may be provided for newly purchased school buses or for upgrade to a Type 2 seat belt on existing school buses.
- Sponsorship does not impose or imply any duty of responsibility on the sponsor for installation, use, or any action relating to the installation, use, disuse, or misuse of any seat belt assembly on a school bus. No liability may accrue to any person or business entity because that person or entity is a sponsor of seat belt assemblies.

Section 3 amends s. 1006.25, F.S., to require sponsor signs be covered, removed, or concealed when school buses are transporting passengers who are not school students. Also, makes a technical revision relating to the requirement students use the occupant crash protection system installed in the vehicle.

Section 4 amends s. 1006.261, F.S., to require sponsor signs be covered or concealed when school buses are used for nonschool purposes.

Section 5 provides this act shall take effect July 1, 2005.

IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

V. Economic Impact and Fiscal Note:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

Private companies contracting with school districts to place advertisements on the exterior of school buses would presumably derive positive economic benefits from the increased sales of products and services advertised. These benefits cannot be estimated at this time.

C. Government Sector Impact:**Local Government Revenue Impact-**

Limited revenue would accrue to those local district school boards adopting policies for and implementing private sponsorship of the specified belt assemblies. These school districts would derive revenue that cannot be estimated at this time from payments by business entity sponsors. Revenue coming into participating districts would be limited to no more than 50% of the \$10,000 sponsorship per bus, with the remainder required to be remitted to the state for deposit into the General Revenue Fund for transportation purposes.

Local Government Expenditure Impact-

Individual school districts using the authority in the bill would likely incur expenditures that would exceed the revenue coming in. Under the bill's provisions, the revenue accruing to the districts would not be allowed to exceed \$5,000 per bus, with the remaining \$5,000 per bus going into the state General Revenue fund. Based on recent figures supplied by new bus manufacturers, the upcharge for the Type 2 belts averages \$7,041 per bus. This figure does not include the other capital and operational costs (additional buses, drivers, and infrastructure) associated with the significantly reduced seating capacity of buses equipped with Type 2 belts. Other potential fiscal effects cannot be determined at this time, such as the possibility this revenue would supplant existing discretionary local sources, or the possible effect on risk management costs, due to the potential safety compromise posed by advertising on the exterior of buses.

State Revenue Impact-

At least \$5,000 additional revenue per bus for each bus equipped with Type 2 belts would be remitted to the state for deposit into the General Revenue Fund to be used for transportation purposes.

VI. Technical Deficiencies:

Although the bill provides for up to \$5,000 to be remitted into the General Revenue Fund for transportation purposes, the bill does not indicate which agency will be responsible for designating such purposes.

VII. Related Issues:

None.

VIII. Summary of Amendments:

Barcode 855380 by Transportation:

The amendment eliminates the \$10,000 sponsor fee per bus for the installation of seat belt assemblies and instead allows the sponsorship fee to be prescribed by local school board policy.

Barcode 455396 by Transportation:

The amendment authorizes up to four business entity sponsors per school bus. In addition, it specifies the placement of signage is to be on the exterior, rear, lower quarter panels of the school bus. The design and size of the signage must be prescribed by local school board policy. Also, deletes the provision allowing sponsorship of the seat belt assembly installation for upgrade to a Type 2 seat belt on existing school buses. (WITH TITLE AMENDMENT)

This Senate staff analysis does not reflect the intent or official position of the bill's sponsor or the Florida Senate.
