1. **INTRODUCTION**

School Transport Services LLC, established by trusted transportation professionals with over 50 years of transportation to our credit today provides transportation to more than 48,000 students of 24 reputed schools in Dubai. STS provides safe and reliable transport services at the highest levels of Safety, Quality, Customer Service and Positive Employee Relation not only to the schools but also to Hotels, Hospitals and Corporate.

2. **OUR COMMITMENT**

STS is committed to provide the best transport service with highest safety measures and comfort to each passenger. Our team is engaged in research, development and implementation of systems and practices to provide our passengers with best travel experience – safer and cleaner environment along with world class safety and enduring customer satisfaction and experience.

3. **MEMORANDUM OF UNDERSTANDING WITH ROAD TRANSPORT AUTHORITY**

STS has signed a Memorandum of Understanding with the Road Transport Authority, Dubai with the purpose of supporting and consolidating our strategic partnership in order to unify the efforts to provide services to all classes of customers.

4. **DUBAI AWARD FOR SUSTAINABLE TRANSPORT 2010**

STS has been awarded the prestigious Dubai Award for Sustainable Transport 2010 in the category of School Transportation. STS was honoured to receive the award from H. H. Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler of Dubai.

5. **ISO CERTIFICATION**

STS is recommended for **ISO 9001:2008** (Quality) Standard Certification against UKAS accreditation and **OHSAS 18001:2007** (Occupational Health & Safety) Standard Certification of U.K and Swiss for the scope of 'Provisioning of Transport Service to the Schools, Hotels, and to the Tour Operators within U.A.E.' According to the information from the consultants and our research, we are the first transport company in the U.A.E. and first school transport provider in the world to get ISO certification.

6. **OUR PARTNERS**

In the process of establishing strategic partnership with Bright Bus Transport and other transport companies to provide similar safety features to their customers, under our direct supervision.

7. **FEATURES OF STS**

7.1 **STS Buses** - All buses are of international standards with all the specifications prescribed by the local regulatory authorities

7.2 **Contract with Parents** – At the time of registration of students a contract is signed with all the parents. A copy of the Terms and Conditions and Registration Form is at Annex A.

7.3 **Strategic relationship with schools** - STS establishes strategic relationship with schools / industries STS works for in order to pool the efforts and support to make the travel comfortable and safe. The role of STS and Schools in the school transportation is clarified at the time of the Contract Annex B.

7.4 **Seat Belts** – All buses are fitted with seat belts. 'Be Safe – Buckle Up' signage is displayed in all the buses. The bus drivers and monitors encourage the students to wear the seat belts while they travel in the buses. The bus monitors keep the seat belts in order before every trip so that the students can buckle it up easily.

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7.5 **Seating Plan -** Seating plan is made for each bus in consultation with the school authorities. All seats are numbered. Students and staff are allotted seat numbers.

7.6 **Global Positioning System** - All buses are fitted with GPS and they are monitored at the Control Room of STS from 5.30 am to 8.30 pm every day.

7.7 **Scanners and Bar Coded ID Cards** - All buses are fitted with Scanners and students are issued with Bar Coded ID cards. The electronic attendance of the students is taken for every trip when they board and de-board the buses.

7.8 **Control Room** - STS has a well established Control Room which monitors the movement of buses.

7.8.1 Over-speeding of vehicles

All the buses are fitted with Speed Governors. However, if any bus exceeds the speed limit of 80 km/hr, immediately a speed alert pops up at the Control Room displaying contact details of the Driver. The Operation Team representative in the Control Room informs the driver regarding the over speed; if there is any problem with the Speed Governor the vehicle is sent to the Workshop.

7.8.2 Panic Alert / Breakdown / Accident

If there is any emergency situation, driver presses the panic button which is installed in the buses. Immediately the information alert is popped up in the Control Room. Immediate support is extended as per requirement.

7.8.3 Status of a Student location

When a parent calls the Control Room enquiring about the location of the bus where his child travels, the detail of the student is captured and sms is sent to the parent stating the location of the bus.

7.8.4 Geo-fencing alert / live tracking of all vehicles

If a bus crosses the prescribed area/zone, control room receives a pop up alert on the screen. The driver is contacted from the control room. If a vehicle idles for more than 5 minutes an alarm pops up on the screen.

7.8.5 Bus tracking / Path history of all vehicles

Path history of the bus can be monitored – where was the bus at a particular time, whether the bus was moving or idle, stop details, idle timings, driver's attitude during the trip.

7.8.6 Electronic Attendance

The electronic attendance details of all students scanned in and out of the buses are displayed with time of scanning and the location. The Control Room receives alert if a student does not board the bus (absent report) from the allotted pick up point and also if not scanned out at the end of the trip. Absent report is now limited to high risk pick up points.

7.9 **Bus Delays** - If a bus is delayed due to any reason for more than 15 minutes after leaving the school SMS are sent to parents informing them regarding the delay with the reasons.

7.10 **Video Surveillance System** - STS is in the process of installing Video Surveillance System (CCTVs) in all the buses in a phased manner. This is another major initiative taken to provide maximum possible safety to the students travelling in the buses. We have carried out due diligence to ensure that the Video Surveillance System is fool proof and cannot be tampered with. We have contracted with G4S, one of the world's leading security solution groups which specializes in sectors where security and

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safety risks are considered a strategic threat. The system would provide recording on the purpose built rugged Digital Video Recorder (DVR). As such not only will the children be protected through the physical deterrent of continuous monitoring during travel, but evidence will also be recorded in the event of any untoward incident occurring. This evidence will be stored in a tamper proof DVR for a significant period of time (more than 900 hours) and will provide indisputable corroboratory evidence when required.

7.11 **Student Drop Off** - Students up to Grade 4 are handed over to the parent / authorized person only. Parents are required to submit an undertaking letter with photograph of the authorised person to the STS office. A colored scanned copy of the same is maintained by the driver in the bus. In case the concerned personnel are not available to receive the students they are brought back to the school and handed over to the School Administration. Parents have to collect the students from the school.

7.12 **Drivers** - All the drivers of STS go through a very stringent interview process. All selected drivers are well experienced and with a clear background. The reference checks and driving history checks are done before appointment. The drivers are provided with good compensation package and they are well looked after. All drivers undergo a medical check up annually. All drivers in Dubai are trained by RTA and have 'School Bus Driving License' issued by them. In addition all the drivers undergo -

7.12.1 Pre-service training of 30 hours
7.12.2 Continuous Professional Development programmes.
7.12.3 Training on good behaviour, healthy relations, etiquettes and manners.
7.12.4 Counselling and Stress reduction programs

7.13 **Monitoring of the Drivers** – A dedicated Training Team carries out the training of the drivers and also monitor their driving skills, attitude and behaviour while on wheel. Random check is also carried out for the consumption of alcohol with the help of 'breathe analyzers'.

7.14 **Bus Monitors** - All buses are provided with Bus Monitors from the school. These Bus Monitors are provided with training by STS as well as School Administration. All the bus monitors in Dubai undergo a training session carried out by RTA and also given a permit to be the bus monitor.

7.15 **Bus Scan** - After every trip the buses are physically scanned by the drivers and bus monitors and later by the Foreman to ensure that no child is left in the bus. The drivers are required to sign a bus scan certificate after every trip which will be countersigned by the Team Leaders / Foremen.

7.16 **Maintenance of Vehicles** - All the vehicles of STS are maintained at the STS workshop. The buses go through a stringent inspection periodically.

7.17 **Fleet Inspection Team** – A dedicated Fleet Inspection Team regularly inspect the maintenance and upkeep of the buses.

7.18 **Mobile Road Side Assistance** – Three dedicated vans are deployed on roads for Road Side Assistance.

7.19 **Risk Assessment of Routes** - Risk Assessment of routes / pick up and drop off points are carried out. High Risk Points are being identified. Risk Assessment form of Routes and pick up and drop off points at Annex C.

7.20 **Risk Assessment of Drivers** - Risk Assessment of all drivers are carried out every year to ensure that they are physically and mentally healthy. Risk Assessment form for drivers at Annex D.

7.21 **Personnel permitted to travel in the buses** – Only students and staff are with ID cards are permitted to travel in the buses. No unauthorized person / parents are allowed to enter the bus.

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7.22 **STS Representatives** - A Customer Care Executive (CCEs) is available in every school to attend to the queries, issues and complaints of the parents. A Parent Relations Executive is available in the STS Corporate Office to address issues which cannot be managed by CCEs and such cases are brought up to the notice of the Managing Director. All the complaints received are recorded in the Complaint Management System.

7.23 **Quality Assurance** – The Manager – Quality Assurance and Training visits the schools periodically to check the buses and drivers. He gives a weekly report to the Managing Director regarding the Quality Assurance of all aspects.

7.24 **STS Website** - STS is quite transparent in their dealings with the parents. All information with regard to transportation is provided in the website wws.stss.ae which include –

7.24.1 Contact Details of the Customer Care Executive deployed in the School
7.24.2 Bus List with Contact details
7.24.3 Registration Form including Terms and Conditions
7.24.4 Transport Area Change Form
7.24.5 Discontinuation Form
7.24.6 Circulars to the Parents

7.23 **Accident & Injury Guidance Procedure**

Students and staff travelling by STS buses are covered under an insurance policy with Emirates Insurance Company, which covers accidents and injury. Insurance coverage is provided within the UAE only and will not cover students or staff on educational tours outside the UAE.

7.23.1 The following steps are taken when a bus meets with an accident:
The driver / conductor immediately call:
7.23.1.1 The Police on 999. In case of serious / critical nature, request for Ambulance.
7.23.1.2 The Control Room / The Foreman / The Administrator / CCE of the school /The Transport Supervisor / Operations Manager – STS (the driver should also press the Panic Button in the bus).
7.23.1.3 The Control Room immediately contact the Operations Team regarding the details of the accident and number of students left in the bus / to be picked up. Operations Team should make arrangements for bus(es) for the completion of the trip.

7.23.2 The Operations Team will reach the location immediately. They ensure proper communication with all the concerned parents (May take the help of Customer Care Executive at the school / the Control Room at the STS Office / the School Administration).

7.23.3 The Operation Manager or any assigned person will brief Managing Director – STS immediately with all details.

7.23.4 The Operations Team should submit Incident Report of all accidents on the same day and the detailed Investigation Reports on the next working day. They should ensure that investigation of all accidents is carried out as per

7.23.5 At the site of the accident, the necessary counselling and support should be given to the students inside the bus. If required the assistance of residents in the nearby area may be obtained

7.23.6 The Operations Team will apprise the School Administration with regard to the accident. The School may organise counselling of students who are involved in the accident if required.

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7.23.7 The Operations Team will make arrangements for the recovery of the vehicle through the Garage.

7.24 **Personnel Management**

7.24.1 Recruitment, screening, selection, training, evaluation & retention of drivers. Good Conduct certificate from the local Police for all staff members.

7.24.2 Processing of Visa and Work Permit for new drivers

7.24.3 Optimum utilization of drivers (and buses) including non- school deployment

7.24.4 Provisioning of Uniform, mobile phones & recharge cards.

7.24.5 Rotation of drivers after every 2 or 3 months between buses and schools.

7.24.6 Manage all disciplinary issues of drivers

8 In order to ensure total safety in the buses we request the Heads of Schools and Parents to share the responsibility as given below:

8.1 **School's Responsibility**

8.1.1 **The Head of School –**

8.1.1.1 Create awareness of road safety and bus safety amongst the students through various activities.

8.1.1.2 Should be aware of the seating plan of students in the buses, details of the routes and the time taken for picking-up and dropping-off of children.

8.1.1.3 Appointment of student monitors (girls & boys) and regular guidance and briefing to them to maintain discipline and safety inside the buses.

8.1.1.4 Must enforce rules and regulations concerning transportation of pupils to enable the bus drivers to effectively perform their duties. When cases of indiscipline, damage of buses or any misbehaviour are brought to the attention take necessary disciplinary action including suspension of the student from the bus service.

8.1.1.5 Provide ID cards for all staff travelling in the buses.

8.1.1.6 Provide a safe environment in the bus parking zone.

8.1.1.7 Provide necessary training to the bus monitors to take care of the students, to take their attendance in every trip and also etiquettes and manners in dealing with parents and students.

8.1.1.8 Teachers and administration staff of schools must be present at the parking zone to ensure safety of children when they arrive and depart.

8.1.1.9 Make arrangement for the school administration / teachers to receive the students from bus on arrival. School should make arrangement for all the students to report on time for dispersal. Teachers / Teaching Assistants to ensure that students up to Grade 4 are handed over to the drivers / conductors well on time for the return trip.

8.1.1.10 For all trips after 6 pm additional precautionary measures should be taken for the safety of the students

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8.1.1.11 Not to send any buses with KG or female students without female staff in the evenings or night after any activity or function.

8.1.2 **The Teachers –**

8.1.2.1 It should be mandatory that students are provided instructions in school on bus safety and receives one evacuation procedure through Civil Defence at least once a year. Teachers have a golden opportunity to reinforce safety instruction and material in the classroom. Lessons can be geared around transportation according to grade level. Students can be asked to write compositions expressing feelings, reactions and concerns about transportation. Class discussions are beneficial. It just needs a little imagination and effort. Teachers can do some seemingly small things that will help to prevent accidents.

8.1.2.2 Send students on time for buses. Let them not run to catch buses.

8.1.2.3 Teachers should discourage students carry bulky projects or instruments that might block aisles.

8.1.2.4 Speak positively to students about transportation safety.

8.1.2.5 Teachers should have a good knowledge of local rules and regulations regarding transportation.

8.2 **Students' Responsibilities**

Students must bear their share of responsibility for safety while travelling in school buses. The privilege of any student to ride a school bus is conditional upon their good behaviour and observance of the rules and regulations set forth by the school and transport operator. Certain levels of conduct are expected of any and all students riding the bus. All students shall conduct themselves in a manner conducive to the safe transportation of all. No conduct will be tolerated that will in any way cause distraction of a driver's attention that might result in unsafe operation of the bus. Students are expected to respect the authority of the bus driver and obey his/her instructions. If the rules are followed, all concerned can expect to have a safe bus trip.

8.2.1 **While Waiting To Board the Bus**

8.2.1.1 Arrive at your assigned bus stop five (5) minutes ahead of the bus. The driver cannot wait for you.

8.2.1.2 Do not play in the path of traffic and stand well away from the road when the bus approaches.

8.2.1.3 Remember the danger zone around the bus. The danger zone is anywhere close enough to the bus to touch it. The bus driver cannot see you when you are in the danger zone.

8.2.1.4 Do not damage other people's property while waiting for the bus.

8.2.1.5 Avoid making excessive noise.

8.2.1.6 Fighting at bus stops and on the way to and from school should be avoided.

8.2.1.7 Never run alongside the bus when the bus is moving. Wait until the bus stops and the driver signals and then walk to the door and board the bus in an orderly manner. DO NOT PUSH OR SHOVE.

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8.2.2 **While Riding On the Bus**

8.2.2.1 Obey the driver's instructions. The driver of a school bus is in complete charge of students while they are on the bus. Complaints regarding discipline on the bus will be taken to the Principal.

8.2.2.2 The driver / bus conductor has the authority to assign seats.

8.2.2.3 Students shall remain properly seated while the bus is in motion.

8.2.2.4 The windows of the bus must be closed at all time. On no account does any passenger have the right to open a window of a bus. This is in keeping with the preventive measures against any injury to the passenger.

8.2.2.5 Refrain from talking to the driver except in an emergency.

8.2.2.6 No one shall tamper with any equipment or operate any part of the bus.

8.2.2.7 Do not mar or deface the bus. Students caught damaging bus equipment will be subject to disciplinary action and/or restitution.

8.2.2.8 There should not be any fighting or profanity on the bus or any loud disturbances.

8.2.2.9 Students must not wave or shout at pedestrians or occupants of other vehicles. Do not throw objects from bus windows.

8.2.2.10 Eating in the bus is not permitted. Save snacks for snack time at school or till you get home. They may spill or you may choke if the bus goes over a bump.

8.2.2.11 Use of tobacco products or drugs is prohibited.

8.2.2.12 Bullying / fighting, use of abusive language is not permitted.

8.2.2.13 Students are required to ride their assigned bus, unless they have written approval from the Customer Care Executive of STS.

8.2.3 **While leaving the bus**

8.2.3.1 When you leave the bus, hold the handrail and take two large steps away from the bus.

8.2.3.2 In case you need to cross a street, ensure that you cross it in front of the bus. Walk ahead at least ten giant steps (three metres). Cross only when the driver gives a signal.

8.2.3.3 If you drop something near the bus, don't pick it up. Tell the driver or another adult.

8.2.3.4 If everyone is getting off the bus, the people in the front leave first. Do not push.

8.2.3.5 Be familiar with the rules of emergencies.

8.3 **Parent's Responsibilities**

Progress has been made in the improvement of safety and safety awareness in the transportation of students. However, one critical area that has not been explored to the fullest extent is that of parents

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and guardians of the students. Safety awareness must begin and be consistently reinforced at home. The following points are suggested for parents:

8.3.1 Familiarize themselves with school and transport provider's policies and procedures pertaining to riding a bus. Know their child's bus number, telephone numbers of the driver, transport supervisor and CCE (all available at the website).

8.3.2 Inform the driver if the child is absent

8.3.3 Parents should try to establish the exact time their child should be at the bus stop in the morning. They should also recognize the dangers of students playing at the edge of a busy roadway.

8.3.4 Warn their children of the dangers of strangers who appear friendly and hang around bus stops.

8.3.5 Provide their child with a school bag to carry all their school supplies. Loose papers / materials are a serious hazard.

8.3.6 Stress the importance of remaining properly seated and reasonably quiet while aboard the bus.

8.3.7 Familiarize them with emergency procedures and danger zones around the bus and suggest they discuss these zones with their children.

8.3.8 Make sure children have their bus ID cards.

8.3.9 Parents should explain to their child that situations aboard the bus may not always be familiar. The bus might have to take an alternative route, a substitute may be driving the bus, or occasionally another bus might be used. If the child is confused, they need to be encouraged, it is O.K. to ask the driver questions.

8.3.10 On return Parent / authorised person to collect the child from the drop off point.

8.3.11 Pay the fees on time to avoid interruption in service, notices to cause embarrassment to children following up on fee payment.

8.3.12 Buses which have CCTVs can store data for a limited period. Hence any incident must be immediately reported.

8.3.13 Any matters regarding safety of child must be immediately reported.

8.3.14 Parents should also support policies of the school and transport provider.

8.3.15 Send constructive suggestion to improve service to info@stss.ae

8.4 **School Bus Driver's Responsibilities**

The conduct of students on a bus has a direct relationship to their safety. The position should be taken that no act or conduct that distracts the driver from safely manoeuvring the school bus through traffic and operating the bus safely will be condoned or tolerated. Swift and firm action must be taken by the driver to solve and correct these problems.

8.4.1 One of the first steps a school bus driver must take toward controlling student behaviour is to set a proper example. The driver should always practice good driving habits, take personal interest in

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the job, keep abreast of all advancements that take place in pupil transportation and take excellent care of the equipment.

8.4.2 Secondly, the attitude toward the job and toward the students is critical. The driver must realize that it is more important to be "respected" by the students than to be "liked" by them. Students can accept and will conform to rules and regulations, which are fairly, firmly and consistently enforced. Letting some students get away with breaking the rules in order to be nice so that they will like you is a sure way for the school bus driver to have trouble! This tactic will result in students losing respect for the driver.

8.4.3 Most of the general public and, to a degree, school bus drivers feel that a school bus driver needs only to be trained to drive the bus safely. There is much more to the job as a school bus driver than that.

8.4.4 The School bus driver should -

8.4.4.1 Be the best defensive driver on the road.
8.4.4.2 Understand and obey all traffic laws.
8.4.4.3 Attend all training sessions.
8.4.4.4 Maintain the buses in excellent condition.
8.4.4.5 Never over-speed.
8.4.4.6 Physically check the bus after every trip to be sure that no child is left behind.
8.4.4.7 Send an SMS to the Foreman after the last child is dropped off.

8.5 **Bus Monitor / Conductor's Responsibilities**

A Bus Monitor / Conductor should

8.5.1 Ensure that students are picked up and dropped off at the designated points agreed upon – from home and in school.

8.5.2 Handle children carefully and maintain safety and discipline on the bus.

8.5.3 Help children to cross roads, where required.

8.5.4 Communicate with parents politely.

8.5.5 Report any misbehaviour of the student to the Customer Care Executive of STS and the school authorities.

8.5.6 Clean the bus after every trip.

8.5.7 Take daily attendance of students and give report to the Foreman.

8.5.8 Physically check the bus after every trip to be sure that no child is left behind.

8.5.9 Ensure the bus is kept neat and tidy internally and externally, washed / cleaned every day.

8.5.10 Ensure that the curtains are drawn properly; no lose papers, cloths inside the buses.

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