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# OSBA MEMBERSHIP BENEFITS

## Supplier/Manufacturer Members

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### EXPOSURE AND ACCESS

- **Ontario Transportation Expo (OTE) Conference & Trade Show** – Many contacts, excellent exposure, one location. OSBA, along with its partners OMCA and OPTA, offers the only quadruple bus industry conference and trade show in Canada combining school bus, motor coach, public transit and specialized transit in which to display your products/services and connect with potential buyers, decision makers and “influencers”.
- **Webinars** – Superior exposure opportunities by speaking directly to attendees at the start of the webinar and providing an advertisement of products and services.
- **Website** – Powerful world-wide presence on the OSBA website through a variety of advertising opportunities.
- **Newsletter** – Bi-weekly image-building opportunities in OSBA’s electronic newsletter providing the industry’s latest issues and trends impacting daily business in the school bus industry. Be seen as an industry supporter and partner!
- **Magazine** – Image/brand enhancing positioning through advertisements in a professionally designed and produced magazine containing articles that speak to all student transportation stakeholders across the country.
- **Membership Directory** – Exposure in a powerful resource which lists key industry decision makers and contact information across the province.

### EDUCATION AND CONNECTIONS

- **Webinars** – OSBA conducts webinars to assist in education and informing members on timely and pertinent safety, regulatory and industry issues and initiatives. These webinars offer learning opportunities to staff of all members from the comfort and convenience of offices, boardrooms, training rooms and personal locations.
- **Ontario Transportation Expo (OTE)** - School bus specific educational workshops are led by accomplished subject matter experts and focus on highly relevant and informative topics regarding important industry issues. OTE provides a multitude of unique business connections and opportunities to share experiences, expertise and best practices, particularly during the trade show.

### REGULATORY ADVOCACY AND ISSUE MANAGEMENT - DAVE CARROLL

Dave Carroll represents OSBA members’ interests and successfully advises government regarding many issues affecting the school bus industry including the following (working list contains 23 active issues):

- Annual and Semi-annual Bus Inspection Standards
- MTO Inspections and Enforcement
- Red/Amber (8 Lamp) Warning Light System
- Lettering, Logos, Slogans, Emblems on School Buses
- CSA D250 and D270 Standards
- Daily Vehicle Inspections

### GOVERNMENT ADVOCACY AND PARTNERSHIPS

OSBA represents its members with one strong, collective, professional voice. OSBA is highly respected and called upon by government for industry advice, and advocates for all members in an expert manner with the Ministries of Education, Transportation, Government Services, and with numerous other provincial and federal bodies. Competitive procurement has been a major focus of the Board of Directors and OSBA continues to meet with government officials to resolve the concerns of members and the student transportation industry.

### PUBLICATIONS

- **OSBA Newsletter and Important Bulletins** electronically provide the latest issues and trends that impact daily business and the school bus industry.
- **School Bus Ontario Magazine** - Canada’s only school bus industry magazine containing articles and expert insight on highly topical subjects that impact student transportation across Ontario. Sent to all members on an annual basis, along with government officials, directors of education and many thousands of other student transportation stakeholders.
- **Membership Directory** - A detailed listing of all members and their contact information for enhanced business connections and opportunities.

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# MEMBERSHIP FEE OPTIONS

## Supplier/Manufacturer Members

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### PREMIUM

\$6000

- \$350 credit towards display space at the Ontario Transportation Expo
- Telephone meetings with 5 bus operator members of the OSBA Board of Directors
- ¼ page colour advertisement in annual OSBA "School Bus Ontario" magazine
- Advertisement in 3 OSBA electronic newsletters (featured company ad)
- Webinar advertisement/speaking opportunity at beginning of 2 webinars
- Logo advertisement on OSBA website home page (1" x 2") for 6 months
- ½ page advertisement in annual OSBA Membership Directory
- Additional exposure and awareness building via sponsorship opportunities at the Ontario Transportation Expo
- Resource publications including the OSBA Newsletter, Important Bulletins, "School Bus Ontario" magazine, OSBA Membership Directory and various other industry papers and presentations.
- Regulatory advocacy and issue management by Dave Carroll for supplier members on matters such as CSA D250 and D270 standards, inspections and maintenance and much more.
- Government advocacy regarding concerns of supplier members in conjunction with the needs of the student transportation industry.

### ENHANCED

\$2750

- Telephone meetings with 3 bus operator members of the OSBA Board of Directors
- 1/8 page colour advertisement in annual OSBA "School Bus Ontario" magazine
- Advertisement in one OSBA electronic newsletter (featured company ad)
- Webinar advertisement/speaking opportunity at beginning of one webinar
- Logo advertisement on OSBA website home page (1" x 2") for 3 months
- ¼ page advertisement in annual OSBA Membership Directory
- Additional exposure and awareness building via sponsorship opportunities at the Ontario Transportation Expo
- Resource publications including the OSBA Newsletter, Important Bulletins, "School Bus Ontario" magazine, OSBA Membership Directory and various other industry papers and presentations.
- Regulatory advocacy and issue management by Dave Carroll for supplier members on matters such as CSA D250 and D270 standards, inspections and maintenance and much more.
- Government advocacy regarding concerns of supplier members in conjunction with the needs of the student transportation industry.

### REGULAR

\$750

- Exposure, access and networking opportunities (additional costs):
  - Ontario Transportation Expo (OTE)
  - Webinars
  - Website
  - Newsletter
  - Magazine
  - Membership Directory
- Additional exposure and awareness building via sponsorship opportunities at the Ontario Transportation Expo
- Resource publications including the OSBA Newsletter, Important Bulletins, "School Bus Ontario" magazine, OSBA Membership Directory and various other industry papers and presentations.
- Regulatory advocacy and issue management by Dave Carroll for supplier members on matters such as CSA D250 and D270 standards, inspections and maintenance and much more.
- Government advocacy regarding concerns of supplier members in conjunction with the needs of the student transportation industry.



# 2016 OSBA MEMBERSHIP FORM

## Supplier/Manufacturer Members

Please review the following information and revise if incorrect:

Member ID:	
Company Name:	
Main Contact Person Name:	
Main Contact Title/Position:	
Address:	
City:	Province:
Postal Code:	
Telephone:	Fax:
Email:	
Website:	
Description of Products/Services: (30 words or less):	

Yes! We would like to be a member of OSBA in 2016 and receive all of the benefits listed for the following category (check one only):

- Premium Member (\$6000 + HST)
- Enhanced Member (\$2750 + HST)
- Regular Member (\$750 + HST)

### PAYMENT OPTIONS:

- Pay By Cheque (to follow).
- Pay By Credit Card as follows:

Name on Credit Card:	Credit Card #:
Expiry Date:	Signature:

**PLEASE RETURN FORM TO:**  
 Ontario School Bus Association (OSBA)  
 3401 Wolfedale Road, Mississauga, ON, L5C 1V8  
 info@osba.on.ca  
 Tel. 416.695.9965 Fax 416.695.9977

# Year in Review

## OSBA's TOP 20

### 2015 Accomplishments for OSBA Members

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- 40+** meetings and conversations with Minister of Education Liz Sandals and her political staff, Ministry of Transportation staff, the Auditor General and many others, advocating on behalf of all OSBA members, particularly regarding the need for:
  - A fair, open and transparent competitive procurement process.
  - Appropriate and sustainable funding to maintain safe, viable student transportation services in Ontario.
  - Increased driver wages.
  - More open and accountable flow through of funding to school bus contractors.
  - Maintaining appropriate funding during teacher strikes/board lockouts.
- Student Transportation Competitive Review Report** – A multitude of meetings, phone calls and document submissions to the Hon. Colin L. Campbell and the Student Transportation Review Team for an improved competitive procurement process.
- Daily Safety and Legislative Consultation** and assistance to members on a wide variety of issues such as vehicle safety standards and maintenance, traffic regulations, MTO enforcement, as well as individual employee driver licensing issues arising from DriveTest Centre errors, and delays due to medical issues or background checks.
- RFP Workshop** – Provided to assist members with RFP considerations and parameters.
- On-Line Webinars** – Highly informative, quarterly webinars covering in excess of 20 safety and regulatory topics impacting bus operator and consortia operations.
- 25+ School Bus-Related Educational Workshops**, business sessions, keynote presentations and networking opportunities provided at the annual Ontario Transportation Expo (OTE) conference and trade show.
- Bi-weekly, On-line Newsletter** with significant news, views and regulatory information not found anywhere else!
- School Bus Safety Week and School Bus Driver Appreciation Day Posters** – Adopted from the NAPT campaign, these posters were distributed to all bus operator and consortia members to continue promoting the safe image and brand of student transportation in Ontario.
- OSBA and ISBOA Joint Initiatives** – Joint industry and safety issues submissions to government as well as discussions/meetings regarding the future practicality of two school bus associations in Ontario and how the industry is stronger together.
- School Bus Ontario Magazine**, full of comprehensive, educational articles distributed to over 6500 relevant industry contacts.
- P.R.I.D.E. Recertification Program** – The Professional Instructor in Driver Education (P.R.I.D.E.) Program was approved by the Ministry of Transportation as a certified course provider for a 1-day Recertification Program.
- Criminal Background Checks** – Ongoing work with the Ministry of Transportation towards one consolidated check that will satisfy both the Ministry of Transportation for driver licensing and school board/ transportation consortia for vulnerable sector searches.
- “S” Series Plates vs “B” Series Plates for School Buses** – OSBA is working with MTO on the feasibility of only having S plates on school buses (instead of the current option of using S or B plates) and eliminating the non-school charter restrictions currently attached to an S series 10-month plate.
- Markings, Lettering, Logos, Slogans and Emblems on School Buses** – OSBA and ISBOA worked with MTO staff and developed enforcement guidelines to meet the intent of the CSA D250 Standard.
- Rail Safety for School Buses at Level Crossings** – Opened dialogue with Transport Canada Rail Safety Branch and MTO regarding this important industry issue.
- Eight Lamp (Amber-Red) Warning Light System** – Continued communications with the Ministry of Transportation regarding when Ontario should adopt the eight-lamp (amber and red) warning light system.
- CVOR System Changes** regarding “restricted use defects” no longer showing up on CVOR abstracts as “out of service” defects.
- Strobe Lights on School Buses** – OSBA initiated discussions with the Ministry of Transportation regarding potential regulations for restrictions placed on the use of white roof-top strobe lights.
- Revamping Knowledge Test Questions for B, C, E and F Class Licences** and providing input to the Ministry of Transportation for correct responses.
- Amendment to Reg. 199/07** (effective Jan. 1, 2015) to make a defective stop arm or overhead warning light a “minor defect” when a school bus is used on a trip that doesn't require their use.
- Amendment to the Highway Traffic Act** – Owners of decommissioned school buses must paint such vehicles (in whole) a colour other than school bus yellow.
- Input to Private Member's Bill 50** in support of enabling legislation to allow video evidence to be used by law enforcement to prosecute the owners of vehicles who disobey the school bus stopping law.