

SCHOOLBUS ONTARIO



**MEMBERSHIP
PACKAGE**

20

26

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SBO PRESIDENT'S MESSAGE



As we embark on another year, I am honoured to serve as your President and extend my warmest greetings to each of you, our dedicated operators, suppliers, and partners who form the backbone of safe student transportation across Ontario. Together, we ensure that millions of children arrive at school ready to learn and return home safely every day. This shared mission has never been more vital, and I am excited about the opportunities ahead.

First and foremost, I want to underscore the critical importance of our membership. In an industry facing evolving challenges—from rising operational costs to workforce shortages and on-going consolidation, our strength lies in having a robust association with active participants. As members of School Bus Ontario, you gain access to invaluable resources, including professional development, advocacy support, and networking events that foster collaboration and innovation. Your membership amplifies our collective voice, enabling us to advocate for fair and balanced contracts, share best practices, and drive industry standards forward. If you're not yet a member, or if your renewal is due, I urge you to join or recommit today—because every member counts in building a resilient future for school bus transportation.

As mentioned in our previous newsletters, we have had to increase our membership dues this year to help us deal with on-going operational cost increases, and we appreciate your support on this. The membership renewals will be sent to you, and we appreciate every renewal and vote of confidence. If you know anyone whose membership has lapsed, SBO would appreciate it if you could perhaps give them a gentle nudge to consider re-joining to help us create that robust voice that we need at Queen's Park.

This year, we are pleased to welcome Northbridge as an exclusive new member of School Bus Ontario – you will see increased webinars, newsletters and safety meetings with them as we forge this new partnership. Welcome Northbridge!

Resolving the fuel peg situation for the few regions remaining is our priority this year, along with safety. With new technologies like advanced driver assistance systems and enhanced training programs on the horizon, School Bus Ontario is committed to leading the charge in promoting the highest safety protocols. By prioritizing safety in our daily operations, we not only protect our precious passengers but also safeguard the reputation of our entire sector.

Looking ahead, 2026 holds tremendous potential for positive change. Let's commit to working together, strengthening our membership, championing safety, and fostering strong government ties, to create an even safer, more efficient, and sustainable school bus system for Ontario's students.

Thank you for your unwavering dedication. I look forward to connecting with many of you at our upcoming events and hearing your stories of success.



Kevin Langs, SBO President

SBO BOARD OF DIRECTORS



**Kevin Langs,
President**



**Corey Jarvis,
Vice-President**



**John Prendergast,
Treasurer**



**Nick McRae,
Past President**



**Brian Denny,
Director**



**Jarrod DeNure,
Director**



**Greg Hammond,
Director**



**Chris Harwood,
Director**



**Alan Jackson,
Director**



**Francis Lalonde,
Director**



**Rob Murphy,
Director**

**Not Pictured:
Scott Hingston,
Director**

SBO & DRP LEGAL TEAM

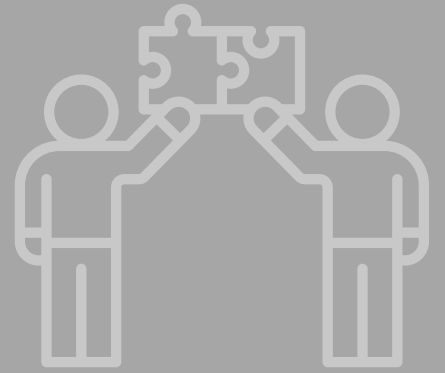


**Lynne Golding,
Partner
Fasken Martineau DuMoulin LLP**



**Sophie MacRae,
Associate
Fasken Martineau DuMoulin LLP**

MEET THE SCHOOL BUS ONTARIO TEAM



Alex Bugeya

SBO Safety & Legislation Consultant
abugeya@schoolbusontario.ca



Robert Monster

SBO Safety & Legislation Consultant
robertmonster@schoolbusontario.ca



Nancy Daigneault

SBO Executive Director
ndaigneault@schoolbusontario.ca



Ruth Anne Staples

SBO Bookkeeper, Administrative &
Customer Support
rastaples@schoolbusontario.ca



Katie Kersten

SBO, Communications Specialist
P.R.I.D.E. Program, Program Director
kkeyworth@schoolbusontario.ca



Neta Jelvis

SBO DRP Administrator
njelvis@schoolbusontario.ca

SCHOOL BUS ONTARIO: 2025 YEAR-END REVIEW OF ACHIEVEMENTS



As we enter 2026, School Bus Ontario (SBO) reflects on a year of significant progress amid ongoing challenges in the student transportation sector. Our association, dedicated to advocacy, education, and support for school bus operators across the province, has delivered meaningful results for our members and the broader industry. We have demonstrated incredible financial resilience, and this is thanks to the prudent management and strategic direction of the executive and Board of Directors.

Resolving the Fuel Peg Issue

One of our most notable accomplishments in 2025 was progressing toward a final resolution of the longstanding fuel peg issue, which had impacted fuel cost reimbursements and operational budgeting for many operators. Many regions were affected by the fuel peg change in 2023, and through strategic planning and lobbying, SBO has managed to resolve the issue in most regions.

Several regions still require resolution to prevent further losses, and we continue our advocacy with Education Minister Paul Calandra and his staff to break this final logjam. These issues are complex, and resolving them requires a great deal of patience and resilience.

The bottom line is this: SBO achieved resolutions for 85% of the impacted regions. This has provided much-needed stability and cost predictability for affected fleets, easing financial pressures in those areas.

Financial Growth Amid Industry Consolidation

In a year marked by consolidation across the school bus industry – characterized by mergers, acquisitions, and evolving market dynamics – School Bus Ontario and our members demonstrated remarkable resilience by increasing overall revenue. This growth reflects strategic adaptations, improved operational efficiencies, and strengthened partnerships with school boards and transportation consortia.

We have also created partnerships with Northbridge to deliver additional value to our members. You will see Northbridge take centre stage in supporting risk management and planning, becoming a key partner in safeguarding the future of student transportation in Ontario.

Additional Contributions to Safety and Professional Development

- Beyond these flagship achievements, SBO advanced several initiatives supporting safety and workforce development:
- Promoted the new amber-red warning light system to enhance roadside safety.
- Supported driver recruitment and appreciation efforts, including recognition during School Bus Safety Week (October 20–24, 2025).
- Provided updated resources on regulatory changes, including Transport Canada’s new manufacturing standards for school buses.
- Launched a series of driver recruitment videos for our members, accompanied by a social media campaign to assist with the ongoing driver shortage. All Drive the Future videos are accessible to members through our website.
- Launched a “Respect the Red” social media campaign to remind motorists to stop for school buses, working alongside the “Let’s Remember Adam” campaign to brainstorm new ideas to enhance school bus safety.

These efforts reinforce our core mission: ensuring the safest, most reliable student transportation in Ontario.

As we look ahead to 2026, School Bus Ontario remains committed to advocating for fair funding, innovative solutions, and a thriving industry. Thank you to our members, partners, and dedicated school bus professionals for your unwavering contributions to safely transporting Ontario’s students every day.

School Bus Ontario Executive Team

SCHOOL BUS ONTARIO MEMBERSHIP BENEFITS



- ★ **Webinars** – Offered several times throughout the year, these webinars educate and inform members on timely safety, regulatory, and industry-related issues and initiatives. They provide convenient learning opportunities for all staff, accessible from any location, including workplaces, boardrooms, training facilities, or home offices.
- ★ **Website** – Secure member login access provides valuable insight into important industry updates and member-specific information.
- ★ **Newsletter and Eblasts** – Regular electronic communications highlight current industry issues, trends, and developments affecting daily operations within the student transportation sector, while also offering valuable image-building opportunities.
- ★ **Membership Directory** – Inclusion in a comprehensive, province-wide directory featuring key industry decision-makers and essential contact information.
- ★ **Regulatory Advocacy and Issue Management** – The Safety and Legislation Team (Alex Bugeya and Robert Monster) actively represents member interests and works closely with government to address and advise on issues impacting the student transportation industry.
- ★ **Government Advocacy and Partnerships** – The Association advocates on behalf of all members with a strong, unified, and professional voice. Highly respected by government stakeholders, SBO is regularly consulted for industry expertise and supports members in engagements with the Ministries of Education, Transportation, Government Services, and other provincial and federal bodies. Advocacy efforts focus on sustainable student transportation funding; transparent and effective procurement practices; governance and administrative improvements; cost-saving opportunities and standardized service requirements; and long-term solutions to support school bus driver wages, recruitment, and retention.
- ★ **Professional Instructor in Driver Education (P.R.I.D.E.) Program** – This unique program equips fleet driver instructors with effective techniques to train both new and experienced drivers. Members benefit from discounted rates for participants enrolled in the program.
- ★ **Ontario Transportation Expo (OTE)** – Canada’s largest busing conference and trade show, jointly organized by School Bus Ontario (SBO), the Ontario Motor Coach Association (OMCA), and the Ontario Public Transit Association (OPTA). OTE provides a valuable opportunity for bus operators and industry suppliers to collaborate and explore ways to strengthen and advance the busing industry.
- ★ **SBO Publications** – Members receive discounted pricing on essential publications, including log books, hours of service books, PMVI Inspection Reports, and Proof of Brake Inspection Forms.

SBO SUPPLIER MEMBER BENEFITS

In addition to the full range of member benefits, new supplier members gain valuable networking opportunities with our 70+ operator members, including branch offices, manufacturers, and other industry stakeholders. Supplier members may sponsor at least two newsletters per year, featuring a banner advertisement, hyperlink to their website or additional information, and a brief company introduction.

Supplier members also have the opportunity, once per year, to deliver a 10–15 minute presentation during an SBO webinar, allowing direct engagement with members. In addition, suppliers receive access to the SBO membership directory and the opportunity to participate in the Ontario Transportation Expo (OTE) as an SBO member.



2025 SAFETY & LEGISLATION YEAR IN REVIEW



- 2025 has brought about significant changes in how the Ministry of Transportation (MTO) engaged with school bus companies via CVOR interventions. There has been an increase in Warning Letters, Interviews, and CVOR Show Cause hearings, particularly in relation to incidents reported in the media, as well as those involving vulnerable road users. SBO advocated to ensure the industry perspectives were considered while also continuing to advocate for school bus safety.
- In support of our members, SBO engaged in five meetings with the CVOR Deputy Registrar, including an in-person dialogue with the SBO Board. In addition, a virtual collaborative school bus safety discussion between SBO members, the MTO CVOR Deputy Registrar and members of his team, and OASBO, was held to discuss CVOR impacts and how all parties can support success among our members.
- In mid-2025, the D409 committee was revived with the goal of updating the Standard in early 2026. The D409 Standard applies to motor vehicles (other than passenger cars) designed for the transportation of persons with physical disabilities. SBO is an active participant in the D409 committee and also continues to participate in the D250 committee. Participating in these committees allows SBO to remain on the inside track surrounding discussions that may impact future school bus standards. Furthermore, this ensures the association remains involved with the various Canadian stakeholders who help make decisions impacting school busing across the country. The next revision of the D250 Standard is set to be published in late 2026 and will be taking effect in late 2027.

- Over the course of 2025, the Transport Canada mandate that optionally installed school bus passenger seatbelts must be Type-2 lap-shoulder belts brought about operational considerations to our industry. SBO has engaged with our members, developed several member resources, and held a meeting with OASBO to provide support in this area.
- In November 2025, the use of Automated Speed Enforcement was repealed in Ontario. However, SBO continues to work on our membership's behalf to address the impacts these offences have on CVOR records. SBO has held several meetings with MTO on this topic and will continue to do so in the coming year.
- Over this past year, SBO has developed Member Fact Sheets on; CSA D250 Quick Reference; CVOR; Medical Submissions; Online Background Checks; Seatbelts on School Buses. These are available for download in the SBO Members Only area of the association website.
- SBO developed and delivered webinars reviewing numerous topics. Recordings of the webinars are available in the SBO Members Only area of the association website. Topics covered include; Automated Enforcement (Speed and Red-Light Camera); Transportation Canada School Bus Manufacturing Updates; D250 Reminders and School Bus Acquisition Considerations; An Overview of the CVOR Program; Addressing Road Safety Social Media Misinformation; Medical Review Impacts; Out-of-Province School Bus Licencing Considerations; Ontario Bill 56 (Repeal of Automated Speed Enforcement); School Bus Seat Belts; No Stopping at Railway Crossing Signage Clarifications.
- SBO continues to meet with Ministry of Transportation contacts to discuss how school bus licencing barriers can be mitigated. Meetings and discussions continue surrounding topics such as medical review, school bus driver background checks, DriveTest and ServiceOntario processes, and much more.

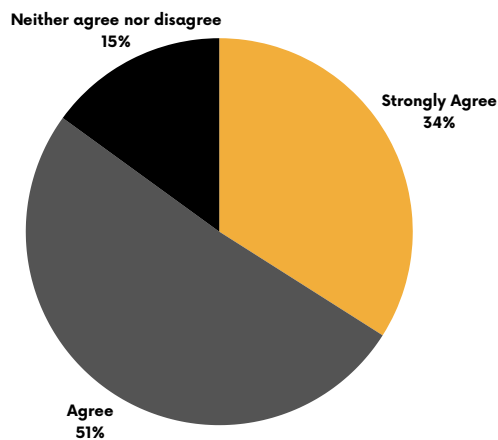
If you have any Safety and Legislative questions or any issues, do not hesitate to contact Alex Bugeya at abugeya@schoolbusontario.ca or Robert Monster at robertmonster@schoolbusontario.ca.

2025 SBO MEMBER Feedback Survey

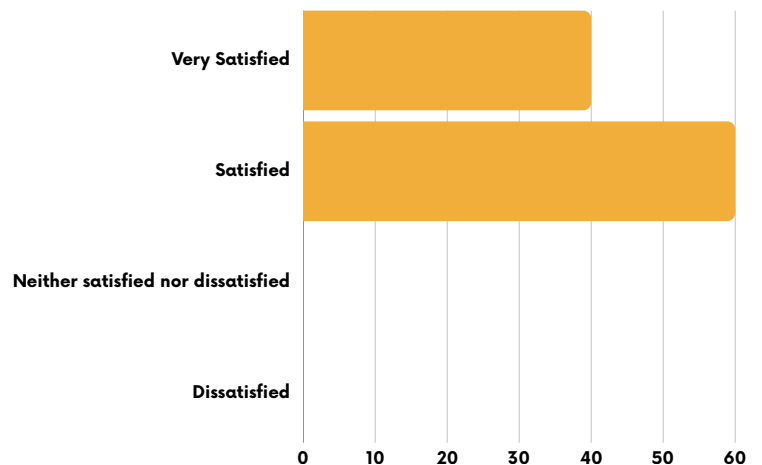


The strategic direction of the association and its goal of being member-focused remained a priority over the 2025 school year. To that end, we engaged with you to determine if you're satisfied with the services being offered by SBO. Below, are some of the results.

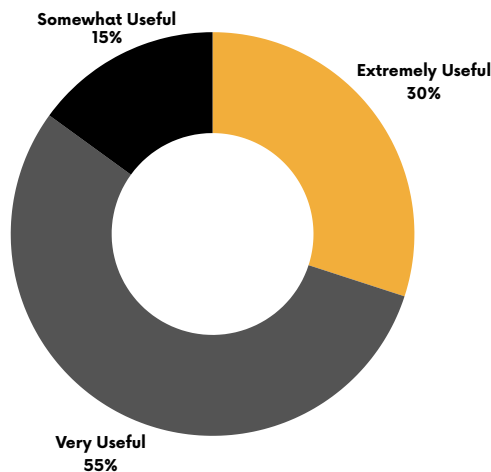
DO YOU AGREE THE SCHOOL BUS ONTARIO BOARD OF DIRECTORS IS GUIDING THE ASSOCIATION IN THE PROPER DIRECTION?



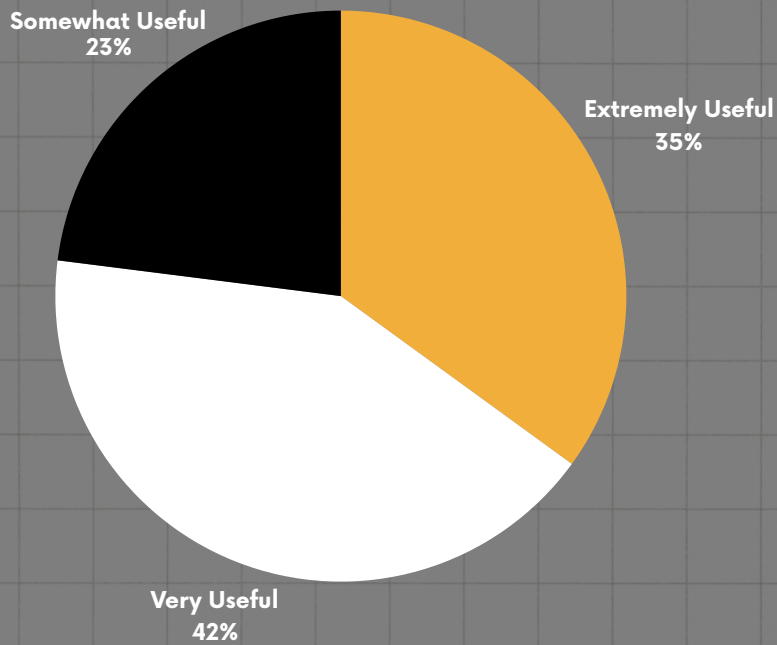
OVERALL, ARE YOU SATISFIED WITH THE SERVICES BEING PROVIDED BY SCHOOL BUS ONTARIO?



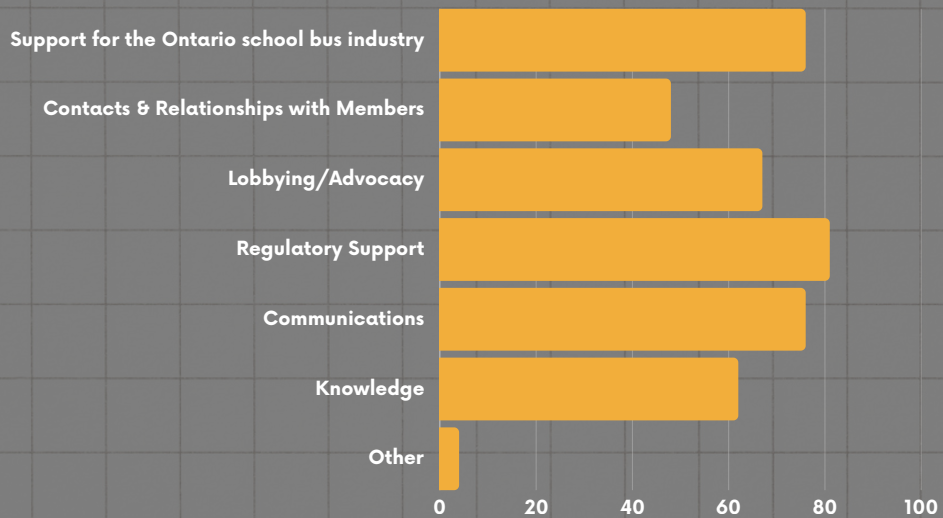
HOW USEFUL ARE OUR ADVOCACY EFFORTS?



HOW USEFUL ARE OUR E-BLASTS, NEWSLETTERS, AND OTHER INFORMATION RELEASES?



WHAT DO YOU FEEL ARE THE BIGGEST BENEFITS OF BEING A MEMBER OF SCHOOL BUS ONTARIO? (SELECT ALL THAT APPLY)



PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM



The Professional Instructor in Driver Education (P.R.I.D.E.) Program is a one-of-a-kind, industry-recognized training program and a key benefit of membership for school bus, motor coach, and public transit association members through the Ontario Bus Consortium. The program is a joint venture of the Ontario Motor Coach Association (OMCA), Ontario Public Transit Association (OPTA), and School Bus Ontario (SBO).

For more than 34 years, the P.R.I.D.E. Program has equipped fleet driver instructors with powerful, non-lecture, adult-learning training techniques and philosophies that resonate with both new and experienced drivers. The program is designed to encourage, develop, and sustain safe commercial driving habits across the industry.

Program Structure and Certification

The P.R.I.D.E. Program is delivered in a dual learning environment, consisting of:

- 50% classroom instruction
- 50% on-road training

Participants learn how to effectively train and evaluate drivers using proven facilitation methods rather than traditional lecture-based teaching. Upon achieving a passing grade, participants receive a P.R.I.D.E. certificate, which serves as one of the prerequisites for obtaining "Signing Authority" under the Ontario Ministry of Transportation's (MTO) Driver Certification Program. This allows organizations, once all MTO requirements are met, to upgrade and renew driver licences on their own premises.

The Certification Program has been updated and approved by the MTO and now includes:

- All original P.R.I.D.E. program content
- New MTO requirements
- MTO written and road test content
- A session on developing effective safety meetings



2026 P.R.I.D.E. Certification Program Dates

- February 7–13
- March 14–20
- April 18–24
- May 30–June 5
- July 11–17
- August 8–14
- October 17–23
- November 14–20
- December 5–11

2026 P.R.I.D.E. Recertification Program Dates

- February 21
- May 2
- July 25
- October 24
- November 28

Please note that the Recertification Program can also be delivered at company facilities for organizations with more than 10 participants. Arrangements can be discussed upon request.

Registration Information

Registration forms for both Certification and Recertification Programs can be completed online and submitted electronically. Programs are filled on a first-come, first-served basis, and registrations are not confirmed until you are contacted by the P.R.I.D.E. Program. Early registration is strongly encouraged, as programs fill quickly.

Quick Facts

- 570+ participants have attended the Certification Program since 2020 and obtained Signing Authority
- 380+ Signing Authorities have attended the Recertification Program since 2020 to maintain their status
- The new MTO-approved curriculum is now being delivered
- Discounted registration fees are available for members
- Additional programs are added as industry demand requires

For questions or more information, please contact Katie Kersten at kkeyworth@schoolbusontario.ca

CONTACT US



INFO@SCHOOLBUSONTARIO.CA



SCHOOLBUSONTARIO.CA/PRIDE-PROGRAM



FACEBOOK.COM/PRIDEROGRAM



ONTARIO TRANSPORTATION EXPO (OTE)



Conference: April 13 - April 15, 2026
Trade Show: April 14, 2026

WHAT IS OTE ALL ABOUT?

The largest busing show in Canada, this conference and trade show is a joint event organized by three partnering associations – School Bus Ontario (SBO), the Ontario Motor Coach Association (OMCA), and the Ontario Public Transit Association (OPTA). It was conceived as a unique opportunity for bus operators and industry suppliers to get together and explore ways to grow and improve the busing industry.

WHO WILL BE THERE?

This event is a combination of buyers and sellers from the entire bus transportation industry, not found anywhere else in Canada. Participants come mostly from the province of Ontario, but many are also from neighbouring provinces, northern USA and from various locations across North America.

1. School bus and Motor Coach owners, operators and staff
2. Public transit managers and their employees
3. Employees from community transportation companies
4. Manufacturers, suppliers, consultants and providers of bus products, vehicles, parts and services
5. A variety of other industry-related individuals and companies
6. Government officials and decision-makers

WHAT ARE THE BENEFITS OF ATTENDING?

1. This joint industry trade show and conference provides access to people in the bus industry that matter. And they're ready to talk one-on-one.
2. Solutions, services and products that can improve competitiveness, customer service and your bottom line.
3. Owners, managers and industry leaders can explore maintenance, operations and business issues during interactive conference sessions.
4. Exhibitors can display their services and products in a professional trade show environment that combines both vehicle and booth displays.
5. Opportunities for maintenance and operations staff to trouble-shoot, brainstorm and network with colleagues and suppliers alike.
6. A chance to learn from relevant industry manufacturers in face-to-face technical business sessions.
7. Deals and purchases can be made in the comfort of a specific bus industry environment.
8. Networking possibilities abound! Take advantage of this unique, affordable and diverse opportunity!





PRODUCT	BRAND	DISCOUNT
PASSENGER / LIGHT TRUCK	GOODYEAR, COOPER	50% OFF
PASSENGER / LIGHT TRUCK - WINTER	GOODYEAR, KELLY	53% OFF
COMMERCIAL TRUCK (INC. UNISTEEL)	GOODYEAR	50% OFF
COMMERCIAL TRUCK (INC. UNISTEEL)	COOPER	39% OFF
COMMERCIAL RETREADS	GOODYEAR	50% OFF

- For Members ONLY
- Pilot program until December
- All tires purchased through the program will result in SBO receiving a small management fee of up to \$2.00 per tire
- SUPPORT SBO AND GET MEMBER DISCOUNTS ON TIRES!

For more details call:


Jimmy Vrantsis:

Region Team Lead – Central


Goodyear Canada Inc.

Mobile: 416-407-9648

Email: jimmy_vrantsis@goodyear.com

 info@schoolbusontario.ca

 www.schoolbusontario.ca

 416-695-9965



LOOKING FORWARD TO 2026

Looking ahead to 2026 and beyond, School Bus Ontario's priority remains ensuring the Association is strong, relevant, and responsive to the evolving needs of our members. Our government relations efforts and established relationships with political officials at Queen's Park continue to be a key strength, and we remain committed to maintaining a strong and consistent presence in these discussions.

The continued strength of School Bus Ontario is made possible by your ongoing support and engagement. Your membership allows us to effectively advocate on your behalf and advance the interests of the student transportation industry across the province.

As we move into 2026, we look forward to continuing to grow, learn, and advocate together. We are excited about the year ahead and look forward to connecting with you at our upcoming events!



UPCOMING EVENTS

2026

JAN. 17-23	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
FEB. 7-13	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
FEB. 21ST	<u>RECERTIFICATION PROGRAM</u>
MAR. 14-20	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
APR. 13-15	ONTARIO TRANSPORTATION EXPO
APR. 18-24	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
MAY 2ND	<u>RECERTIFICATION PROGRAM</u>
MAY 30-JUNE 5	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
JUL. 11-17	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
JUL. 25	<u>RECERTIFICATION PROGRAM</u>
AUG. 8-14	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
OCT. 17-23	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
OCT. 19-23	SCHOOL BUS SAFETY WEEK
OCT. 21	SCHOOL BUS DRIVER APPRECIATION DAY
OCT. 24	<u>RECERTIFICATION PROGRAM</u>
NOV. 14-20	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>
NOV. 28	<u>RECERTIFICATION PROGRAM</u>
DEC. 5-11	<u>PROFESSIONAL INSTRUCTOR IN DRIVER EDUCATION (P.R.I.D.E.) PROGRAM</u>

CONTACT

School Bus Ontario



Box 514 Arthur, Ontario NOG 1A0



416-695-9965



info@schoolbusontario.ca



www.schoolbusontario.ca

www.facebook.com/schoolbusontario



@schoolbusont



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