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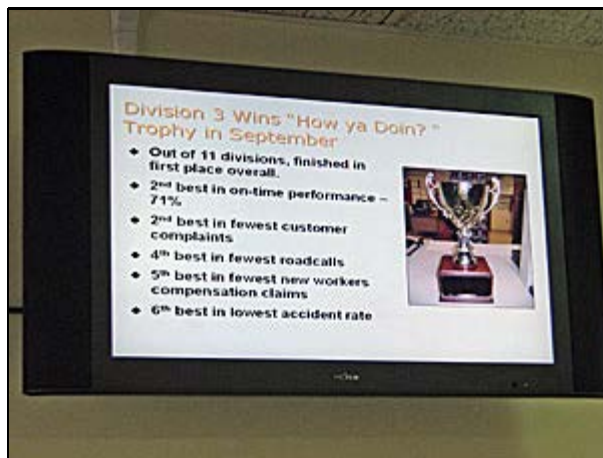
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Division 3's new SafetyTV unit — a kind of revolving safety bulletin board — helps keep bus operators informed and aware of safety at all times.

'SafetyTV' Gives Division 3 Operators a New Way to Look at Safety

BY JIMMY STROUP

(Jan. 5, 2006) North Los Angeles Division 3 has recently installed a flat-screen television on one of the walls in its break room, but it's no ordinary set. This TV broadcasts but a single message: Safety.

Mike Greenwood, division transportation manager, says the idea is to make SafetyTV something eye-catching that bus operators will look at to receive important safety information.

"It's sort of like an electronic bulletin board," he says. "We've got bulletin boards all around here, but the content stays pretty static. This is a little more attractive to people's eyes."

SafetyTV is connected to a computer and a continuous PowerPoint presentation that changes slides every 22 seconds. Viewers can watch for five minutes and never see the same slide twice.

The SafetyTV programming also includes short videos with footage from Division 3's DriveCam modules.

Caught on video

One clip depicts an employee walking in the yard without a reflective vest and talking on a cell phone. He isn't paying attention and almost walks in front of a moving bus.

Greenwood says this isn't meant to embarrass the employee, but that safety is more important than a few flushed faces over getting busted doing something potentially dangerous.

Scott Boim, San Gabriel Valley senior safety specialist, hopes the new device will prove to be something that personnel appreciate, but also

something that will increase safety awareness.

Content on SafetyTV is as easy to change as typing a new slide into a PowerPoint presentation. With all the safety concerns working around the division can present, Division 3 operators shouldn't ever be bored with SafetyTV's programming line-up.

"It's our bulletin board brought into the new millennium," Boim says.

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