

Our Mission:
To educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

www.eesf.org
info@eesf.org



The Resource for Rider Safety Education
INSIDER

December 2003

SAFE-T RIDER CELEBRATES FOURTEEN YEARS IN THE CLASSROOM

The highly acclaimed Safe-T Rider program for children has just completed a record-breaking school year reaching 460,842-second graders including 4,711 individuals on the Safe T Rider interactive site at www.safetrider.org. The Safe-T Rider pilot program was launched in 1992 and covered a mere 692 students. The industry's education effort "has come a long way since then".

The 2003/2004 school year marks the 14th year the industry has supported the effort to educate second graders on the proper use of elevators, escalators and moving walkways through the Safe-T Rider program. The 1991 cost per student was approximately \$4.50 (US). The cost now runs .26 (US). A total of 3,236,145 students have been educated in the classroom since the inception of Saf

Requests for the program were overwhelming last year. After reaching the goal of 450,000 students, Program Director, Laurie Dueitt, says over 26,000 student requests had to be deferred to this school year. Those orders were filled in September 2003. In addition, requests for another 128,000 students have been sent through the month of October. Dueitt plans to reach the goal set by the industry by sending out materials to 15,000 students each week. Last year at this same time, the Foundation had completed orders for nearly 158,000 students; making this year's program right on schedule.

One of the biggest orders last school year came from the Toronto School District with approximately 35,000 second grade students. Other big sites included Miami, FL (29,501), Philadelphia, PA (17,366), Archdiocese of Los Angeles (15,890), Memphis, TN (9,651) and Chicago, IL (8,430). of the 50 states were covered. The states and the districts served are listed on the Foundation's website at www.ee

Last year the Foundation began tracking the number of people who successfully completed the test at www.safetrider.org Interactive Program). Established in February of 2001, this interactive program provides a unique way to educate children of all ages hassle free, in the privacy of their home or in the classroom setting, without any limitations and at additional costs.

(Continued on page 4)



Safe-T Rider visits second graders at Marcy Open School in Minneapolis, MN

ATTENTION MEMBERS

Post this newsletter to your intranet. Visit our website at www.eesf.org for a PDF format

ELEVATOR AND ESCALATOR SAFETY BROCHURE FOR TRANSIT SYSTEMS TO BE RELEASED BY FIRST OF NEXT YEAR

An elevator and escalator brochure specifically designed for transit systems has been developed by the Elevator Escalator Safety Foundation in conjunction with a subcommittee of the American Public Transportation Association's (APTA) Elevator Escalator Technical Forum (EETF). The brochure will soon be available in PDF format at [_____ org](#) and www.apta.org.

In July of 2002 APTA/EETF conducted a survey of how transit systems provide rider safety education for elevators and escalators. The CEO's of Bus and Rail Transit Systems with Elevators and Escalators were asked to respond to the survey and provide samples of signage. APTA's ultimate goal was to identify the best safety education materials specifically designed for transit systems.

Returned surveys cited the need for transit specific materials and education guidelines. In April 2003 the EETF group agreed to pursue the development of APTA guidelines for an elevator and escalator safety education program. Participating organizations were contacted to participate as members of the committee to help develop these guidelines with the Foundation leading the effort.

A committee was formed consisting of Mike Rodriguez (Bay Area Transit Authority), John Lennon (Chicago Transit Authority), Dave Springer (Dallas Area Rapid Transit), Hussein Farah (Los Angeles County Metropolitan Transportation Authority), Robert Boisseree (Inglton Area Metropolitan Transit Authority), Kevin Moylan (New York City Transit), James Nagle (Niagara Frontier Transportation Authority), Tony Baik (Toronto Transit Commission), and Ray Lapierre and Barbara Allen (EESF).

Survey responses were reviewed with the committee. It was noted that although half of the survey respondents had handouts, all the respondents would like more and better handouts. The survey revealed that the responding transit systems either had almost no effort at safety education, to full blown education efforts.

The committee was asked what they would like to see addressed in the guidelines and how it After long discussion, members gave their individual concerns and the group was divided into two subcommi subcommittee was responsible for developing a safety education brochure specifically designed for transit systems an the other subcommittee was given the task of developing guidelines for a safety education program. APTA provided a template to use to prepare the guidelines.

Working from the elevator and escalator safety tips listed in the Elevator Escalator Safety F *A Safe Ride* workbook for Seniors, the subcommittee created a two sided brochure listing Elevator and Escalator Safet "Free space" was created in the brochure for transits to tailor information to their needs. available in PDF format at www.eesf.org and www.apta.org.

Once the APTA Guidelines are developed the committee will develop and package the materials and provide to APTA for distribution to the membership.

Survey respondents included: BART, CTA, DART, LACMTA, LIRR, MARTA, MTA (MD), NYCT, PATH, WMATA, BC Rapid Transit, CCSF (San Francisco), JTA (Jacksonville), Miami Jersey), PAAC (Pittsburgh), SEPTA, STM (Montreal), TTC (Toronto), and VTA (Santa Clara).

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insider

The Resource for Rider Safety Education



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Safe-T Rider .. Fourteen Years

In 2003, the average second grader was born in 1996. According to the Census Bureau the number of births in 1996 was 3,891,000. This means that the Foundation has a target audience of around 3.9 million students each year. The goal is currently set at educating 450,000 students during each school year, or just 12% of the second grade population.

The Foundation targets second graders. However, the program is suitable for kindergarten through the 4th grade. Anyone interested in providing the program to these school aged children should contact the Foundation at 888 RIDE SAFE.

AT THE HOLIDAY SEASON OUR THOUGHTS
TURN GRATEFULLY TO THOSE WHO HAVE
MADE OUR PROGRESS POSSIBLE.



It is in this spirit we say ...
Thank you and best wishes for the
Holidays and a Happy New Year.

In lieu of staff gift exchange and member Christmas cards, the Foundation staff elected to adopt a family at our local Child Advocacy Center. We have helped two children, ages 7 and 9, have a merrier Christmas by showing there is someone who cares.

The goal of the Mobile Area Child Advocacy Center is to provide a range of services in one central location to sexually abused and/or severely physically abused children and their non-offending family members so that they may begin their healing process, and to provide education and training in order to increase the public awareness of child abuse which will aid in the prevention of child abuse.



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