

This video was created to provide transparency into Litchfield Elementary School District #79's transportation operations. The district faced recurring bus delays, causing students to be picked up late or arrive late to school. In response, LESD79 hired a new transportation director who significantly improved efficiency and staffing. However, like many districts nationwide, the school system continued to struggle with a bus driver shortage. To experience firsthand the challenges faced by bus drivers and transportation staff, Superintendent Dr. Carter Davidson participated in a ride-along. His goal was to better understand school transportation logistics, share his experience with families and highlight the district's ongoing efforts to improve services. The video provided an inside look at what it takes to transport students safely and efficiently, reinforcing that transportation is more than simply turning on a bus and driving, it requires extensive planning, staffing and coordination. The video was released following Dr. Davidson's ride-along and remains available as an ongoing resource for families interested in school transportation logistics. It was shared across multiple district communication channels, including social media platforms such as YouTube, Facebook and Instagram, as well as ParentSquare, the district's primary communication tool, and the LESD79 newsletter. By leveraging these widely used platforms, the district ensured families could access the video conveniently. The primary audience for this video was families whose children rely on district transportation, as well as community members and stakeholders interested in transportation challenges and improvements within LESD79. The video provided an opportunity to educate families on the realities of school transportation while demonstrating leadership transparency. By sharing his experience, Dr. Davidson reassured families that LESD79 was actively addressing transportation challenges and improving operations with the support of the Director of Transportation and her team. Families appreciated the video's acknowledgment of transportation challenges and recognition of bus drivers and staff. It generated widespread gratitude, thanking bus drivers and commending Dr. Davidson's leadership. The video also reinforced confidence in the transportation department's improvements, keeping families informed about LESD79's ongoing efforts to address bus driver shortages. By prioritizing transparency, LESD79 continues to strengthen communication and foster community support. This initiative reinforced the district's

commitment to keeping parents informed and building trust with the community.