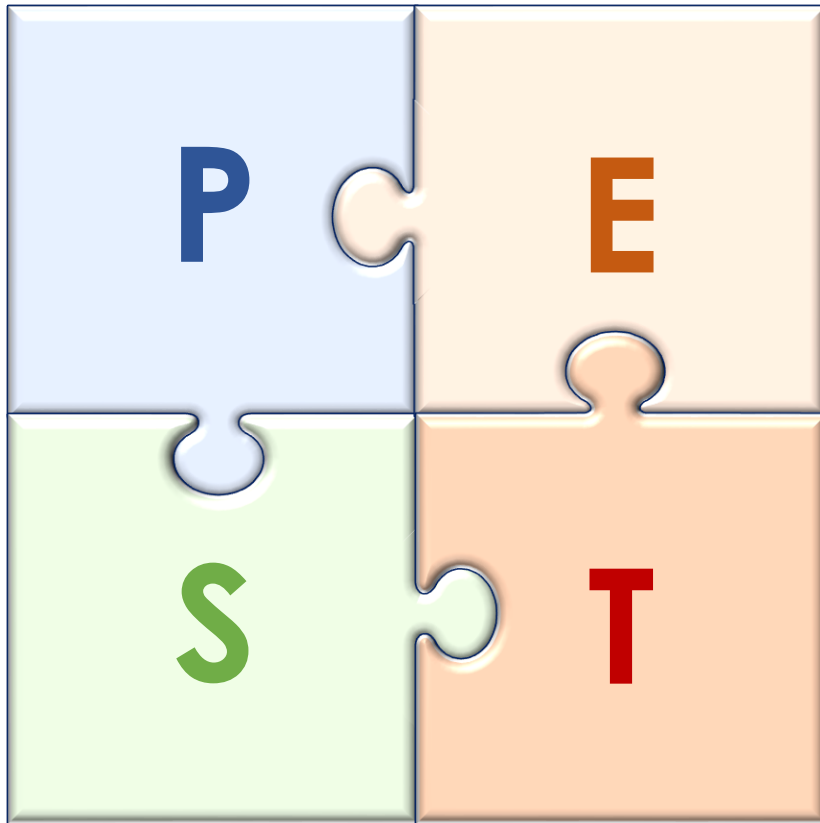


PEST DIAGRAM PRESENTATION TEMPLATE

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POLITICAL

- Lack of funds for transportation
- Potential change of STEO Board of Directors
- - New funding formula for transportation
- - Provincial election could change policies and leadership and staff at the MOE, influencing policy and approach
- - Changes in leadership at the school boards
- Potential bell time changes
- Seatbelt /camera legislation



ECONOMIC

- Inflation
- Transportation Funding Formula changes and implications
- Driver shortage
- - Fuel prices
- - Vehicle prices
- - Supply chain for vehicle parts
- - Will there be funding for bus technology/safety as part of formula
- Constraints on move to electrification
- Closure of small schools could impact distance traveled



SOCIAL

- Immigration – new families increasing need for bussing; language barrier between drivers and students/families
- Social media as a platform for ‘venting’ rather than direct connection with STEO
- - Need support for bus drivers at school and parent levels
- - Positive for STEO to connect in-persona again with schools and bus companies post COVID
- Families with greater levels of expectation/entitlement



TECHNOLOGICAL

- Need a better understanding of the abilities of AI – not to fear it
- Use of Machine Learning as a complement to human skill
- - More training for bus companies as relates to use of technologies available to them to communicate
- - Opportunities to improve service (e.g. student tracking)
- Ease of access to information for families