



# Holly Area Schools

*Excellence in Action!*

February 4, 2025

Dear Families of Holly Area Schools,

**This is an update for parents/guardians of students riding school buses to and from school.**

It continues to be our goal to avoid interruptions to our district's bus routes. Over the past months, we have made considerable investments in advertising bus driver vacancies including the promotion of a signing bonus up to \$5,000. Ads ran in the Tri-County Times, Genesee View, Oakland Press, Oakland County Times, and on MLive. We have also posted advertising at local establishments. In addition, we also invested in new email and social media advertising with Gannett publications. These ads performed above the industry established benchmarks based on the data collected.

From this effort, we were able to hire three new full-time drivers and one part-time driver. With that being said, we also experienced recent reductions in our roster due to unforeseen circumstances including staff medical leaves.

Unfortunately, without a full roster of drivers, we must continue the cancellation of two bus routes. **Beginning the week of February 10th through the week of April 7th, we will begin a second cycle of canceling two bus routes. Each week, two different routes will be canceled as part of a weekly rotation to reduce the inconvenience to only one week for our families.**

We apologize for this unavoidable inconvenience that this news brings to our parents, caregivers and students.

At the same time, I would like to acknowledge the tremendous effort and dedication of our core group of bus drivers who continue to support our district and families during this challenging time. I also want to thank our transportation department leaders, mechanics, and all transportation staff who have continued to work through these shortcomings.

Please continue to share our Ad with friends and family who may be interested in a career driving a school bus.

Attached to this letter is an updated schedule of the canceled bus routes through the week of April 7, 2025. A follow-up Skylert communication will be sent the week prior to each cancelled route as a reminder.

We appreciate everyone's patience and understanding as we do our best to fully staff our transportation department and support your child's route to school.

Sincerely,

Scott M. Roper, Superintendent

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