

SafeTransport

MISSION CONTROL FOR YOUR FLEET



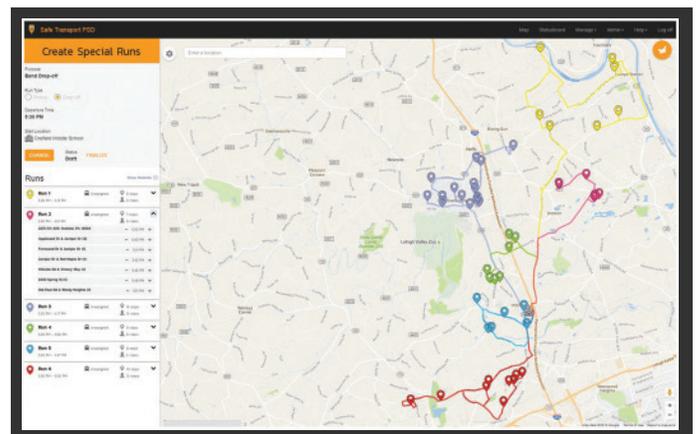
CASE STUDY

OVERVIEW

As one of the largest public school districts in the state of Pennsylvania, Parkland School District is responsible for transporting nearly 10,000 students every day. In 2015, Parkland identified a need for safety enhancements on their school buses, as well as an opportunity to leverage new technology to improve their operational efficiency. Student safety is their #1 priority and having complete visibility into their fleet's performance is critical. Identifying buses that are off-schedule and communicating that to parents effectively is key to minimizing wait times along busy streets and in inclement weather. Their operational processes for run planning worked well for years but there was a sense that leveraging technology could eliminate many of the manual workflows in place. What's the solution?

SOLUTION

To address these needs Parkland deployed a new web-based application built from the ground up to serve as mission control for a school transportation office. Parkland School District ran a five-month pilot of SafeTransport from February through June 2015. The goal of the pilot was for Parkland to evaluate SafeTransport against their needs and to test and refine their new product.



**“I’ve had it for a week and a half.
Now I can’t imagine living without it.”**

-Anthony Naradko, Parkland School District Director of Transportation & Safety.

Leveraging GPS-enabled devices on each bus, SafeTransport provides real-time tracking of fleet location, visibility into the progress of current runs, notification of late and off-route buses, and estimated times of drop-offs and pickups. The tool facilitates seamless mileage reporting to the state for rider reimbursement. Additional



SafeTransport capabilities include intuitive tools for efficiently planning runs and managing student stop assignments, notification of speed violations, and a “stop verification” feature that confirms a bus hits (every stop) on time. All of this is provided through a hosted, secure web application accessible anywhere.

After a successful pilot, SafeTransport was implemented for Parkland School District’s 2015-16 academic year on each of their 155 buses. “I’ve had it for a week and a half. Now I can’t imagine living without it.” –Anthony Naradko, Parkland School District Director of Transportation & Safety.

Real-time visibility into their fleet’s location has proven value in numerous scenarios: quickly locating buses that had broken down in remote locations, helping drivers that had taken wrong turns get back on track, and the peace of mind it provided when students traveled long distances during off-hours for field trips and activities. In addition to raising the bar in terms of safety standards and driver experience, SafeTransport also eases the process of submitting fleet mileage for state reimbursement. SafeTransport makes capturing mileage data and assembling the state report for electronic submission much less tedious and time-consuming. This means greater accuracy of reporting and less time dedicated to creating and submitting the report each year. Recent integration with SunGard’s K-12 student management system has further improved efficiency by seamlessly syncing student address, stop, and contact information between systems. Next on the product road map: a SafeTransport mobile app for parents that will provide estimated pickup times based on current conditions and automated notifications of delays. The parent app will mean fewer late riders and calls from parents when inevitable schedule changes occur.



SafeTransport at
Parkland School
District

“SafeTransport has helped from a safety perspective because we’re able to see the location of our buses if there’s an emergency, breakdown, or accident. We’re also able to view the buses’ speed if we’re ever questioned. It has also improved efficiency; we use the GPS tracking for timing routes, fielding parental complaints regarding pick-up and drop-off times, and scheduling and updating runs. The special scheduling we do throughout the year is time-consuming and utilizing the boundary overlay has saved us money on maps. My job is easier because the monotonous tasks like assigning students to stops and scheduling runs can be accomplished from anywhere now, using my iPad or laptop. No more antiquated methods using pins and paper maps!”



saving
\$250,000
per year

RESULTS

After a full year of use, SafeTransport has helped Parkland School District trim weeks of manual administrative tasks, all while improving safety and visibility. Additionally, insights provided by SafeTransport has allowed Parkland to further optimize their operations and eliminate five buses from daily runs that were no longer necessary, all leading to savings of \$250,000 per year.

Learn more at:

www.safetransport.io

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