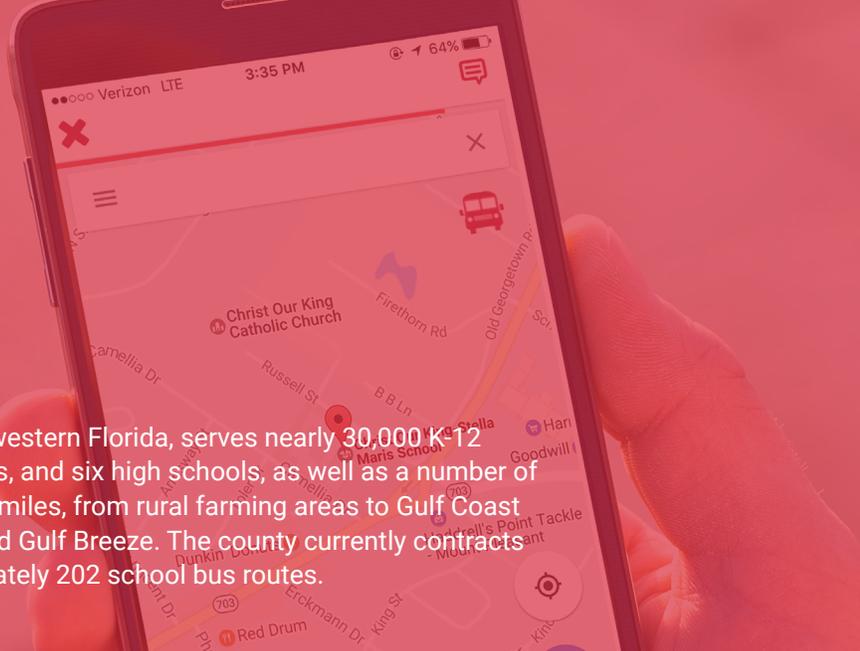


Customer Q&A with



The Santa Rosa County School District, located in northwestern Florida, serves nearly 30,000 K-12 students in 15 elementary schools, seven middle schools, and six high schools, as well as a number of specialized centers. They cover more than 1,200 square miles, from rural farming areas to Gulf Coast beaches, including the communities of Navarre, Pace and Gulf Breeze. The county currently contracts with Student Transportation of America to run approximately 202 school bus routes.



Jud Crane

Director of Purchasing & Contract Administration

Santa Rosa County School District
Milton, FL



SafeStop has given our parents the peace of mind that comes with knowing where their children are and when they will be picked up and delivered home again. That has cut down on calls and parental concerns and that definitely makes my life easier.”

What problems, issues or needs led you to deploy a school bus tracking app?

The fact is, we live in an age where we can't do without a school bus tracking app. People want instant access to information and busy parents are no exception. Our previous contractor offered us a very basic bus location tool but it had many limitations. For example, it tracked the bus and not the route, so it could not be updated when a bus was taken out of service and replaced by another.

What made you choose SafeStop? What made their services and technology stand out from others?

The SafeStop App is a much more sophisticated app that tracks the route, rather than the bus itself. It allows us to send real-time alerts and messages to parents and the SafeStop team provides us with a full-time employee who is on-site to manage it all.

What have the implementation phase and ongoing relationship been like?

We implemented SafeStop in August 2018 in concert with a change in school bus contractors that required us to rebuild all of our routes, so we did have some growing pains in the first few weeks. And, of course, with increased sophistication comes a steeper learning curve. Parents had to get used to the new app and user error was often the root cause of parental phone calls. However, the SafeStop team was very helpful and responsive as we worked through these initial issues and by the end of the first month, parent calls were down dramatically. I remain extremely pleased with the quick responses I get from the SafeStop team.

What have been the greatest benefits of working with SafeStop?

The greatest benefit is that SafeStop delivers exactly what was promised - parents know where their children's buses are and can set and adjust their daily schedules accordingly. Our parents are using it and I get very few calls asking, "Where's the bus?". In addition, we've totally changed our procedures for notifying parents about bus routes before each new school year and that's saving us significant money. Years ago, we would run ads in local newspapers

listing bus stops and routes at a cost of more than \$30,000 a year. More recently, we switched to notifications via postcard, but that still costs us approximately \$8,000 a year in postage and materials. For this next school year, however, I'm going to abandon those postcards and rely solely on the SafeStop Alerts & Messaging Center to share busing information. That will save our district \$8,000 this year and more as our school district continues to grow.

Can you share specifically how SafeStop helped you reach your goals?

We had two major goals for SafeStop:

1. To let parents know the location of their child's bus
2. To cut down on repetitive phone calls from parents to school administrators and the transportation team asking, "Where's the bus?"

The SafeStop team has helped us accomplish both of these goals. We look forward to the next SafeStop update and those that will follow to make the app even more user-friendly in the future.

Can you site an example of how SafeStop went "the extra mile" to serve you?

I can think of several instances in which parental concerns reached my level which I then reported them to SafeStop. In each case, a member of the SafeStop team personally contacted the parent to gather additional information and quickly found a resolution. Their response wasn't just to have the parent use the app to report; it was to go directly to

the source. I find this approach very refreshing.

How is SafeStop aligned with the values that drive your school?

The SafeStop App aligns perfectly with our philosophy of keeping parents informed with good information. It's a simple concept that delivers what it's designed to deliver and that's all anyone can ask.

How has working with SafeStop made your job easier?

SafeStop has given our parents the peace of mind that comes with knowing where their children are and when they will be picked up and delivered home again. That has cut down on calls and parental concerns and that definitely makes my life easier. I have confidence that our excellent on-site SafeStop manager will use the app's Alerts & Messaging Center to notify parents of any delays or changes along their children's routes. Next school year we plan to use SafeStop Analytics to gather more information that will help our administrative and transportation teams be even more productive.

Would you recommend SafeStop to others? What positive benefits would you emphasize?

Yes, I would recommend SafeStop to other school administrators. It is simple to use but provides so much more than our previous bus tracking system. I would emphasize the value of SafeStop alerts and the savings that can be realized when you communicate with parents through the app.