

“ We have four criteria when asking the board to approve a new project, such as the use of GPS TimeTrack™. How many kids will be helped? How much will it improve student achievement? How will it move us closer to our vision of being a world-class school district? And can we sustain the program? We had no trouble making a convincing argument when it came to advocating the GPS TimeTrack application. Coupled with the fact that GPS TimeTrack costs half what it does to maintain the existing school bus radios, selecting Xora was an easy decision. ”

— John Haynie, North Little Rock School District's Transportation Director

North Little Rock School District



Benefits

- ▶ Real-time access to school bus locations helps ensure student safety
- ▶ Web-based maps and reports allow the district to give accurate arrival times to concerned parents
- ▶ Greater accountability for part-time drivers

used radios. This action posed a safety risk by distracting the drivers and also only gave John limited information into field activity.

Solution

The district's buses were installed with phones using Xora GPS TimeTrack. Because each phone has built-in GPS, John and his dispatchers can track the precise location of each bus at all times throughout the day. From his office at district headquarters, John can monitor buses via web based maps and reports within the GPS TimeTrack application. The locations of the buses are tracked every two minutes. If a bus goes off its route or is stopped too long, John and the team know immediately.

In the event of an emergency, John can locate a bus in a matter of seconds. For instance, if John receives a call from a concerned parent, who may be wondering when a school bus will arrive or whether the bus made its scheduled stop at all, John can quickly pull up a Xora map and find the bus in question.

Similarly, John can check a Xora report to see at what time a driver made each of his

stops, eliminating doubt as to whether a driver performed his route as scheduled. And since drivers work only part time, and often are not available in the middle of the day, John can review a driver's activities using Xora rather than wait for the driver to return.

Results

- ▶ Increased safety, accountability and customer service.
- ▶ "Child safety is paramount, and Xora is key to achieving this goal," said Haynie. "Most of the time we find that our drivers are performing the routes as scheduled, but it never hurts to be able to tell a parent that we have a system for tracking the buses via satellite. That goes a long way toward comforting parents and it's a great security measure for students and the district."

Challenge

Ensure student safety and provide better customer service by gaining visibility into the locations and activities of school buses during the day.

Situation

The district's 82 buses transport approximately 5,000 children to and from 54 campuses and day treatment centers each day, and also cover cross-district busing in two neighboring school districts. Real-time access to school bus location is critical to ensuring student safety. In order to communicate with drivers, the district's transportation director, John Haynie and his team,