

# Government

## School Bus Transportation



Alabama school district improves school bus routing over rural county roads.

### BENEFITS OF TELENAV

- Improved accountability**  
 TeleNav Track improves routing and tracking by mapping every road—including the smallest rural road—the district travels on.
- Increased accountability**  
 By monitoring drivers' speeds and locations, the district helps to ensure drivers are safe and are staying on predefined routes.
- Streamlined parent communication**  
 With TeleNav Track, Pike County Schools can quickly respond to parents' requests regarding pick-up and arrival times.

### SITUATION

Established in the 1830s, the Pike County School district serves 2,300 students in rural central Alabama. With so many students in a widespread area, the district's 40 school buses travel 1,700 miles every day. Finding a reliable way to locate school buses across such a wide area proved to be a significant challenge. The district looked to TeleNav Track to accomplish this as well as improve state mapping requirements, provide a better routing system for drivers, increase driver accountability and improve communication with parents.

### CHALLENGE

For many organizations, several issues are resolved with GPS (Global Positioning System) data. The same is true for Pike County Schools, yet the district's unique challenge was to find a provider who could give them detailed map data. Many GPS systems and Web-based mapping systems simply

do not include the many rural roads upon which the district's buses travel. Beyond this, the school district needed GPS data to better manage their buses and the many miles traversed every day.

### SOLUTION

TeleNav Track proved to be the premier solution that could give Pike County Schools the rural road coverage they needed. With this GPS data, the district can closely monitor buses to verify they are staying on route, driving at safe speeds and that mileage matches the numbers reported by drivers.

The district benefits from TeleNav Track's rich and colorful maps. Previously, drivers would highlight their routes on a grainy, black-and-white paper map of the county. Now, they see the route in color with exact turns and the total mileage of each route. This improves the district's ability to fulfill state regulations that require the district to submit maps with detailed routes.

TeleNav Track also improves communication with parents. "They want to know what time the bus will arrive," said Tom Hicks, Director of Finance and Operations. "Now we can quickly pull up a report and give them the information they need without making them wait."

In addition, the district has improved driver accountability. "Since they know we can track them, drivers no longer take short cuts and will stay on route," said Hicks. "We can also track their speeds, which gives us great peace of mind."

Ensuring the security of buses is another concern. In the event a bus is stolen or when buses are used for athletic events across the state, management can look to TeleNav Track to monitor their whereabouts.



"By cutting back on extended morning breaks, we save as much as \$44,000 a year."

- Tom Hicks  
 Director of Finance and Operations

### RESULTS

Despite its humble beginnings in the 1830s, Pike County Schools depends on forward-thinking technology to improve operations throughout the district—whether in the classroom or in school buses. "Of all the programs we have looked at, by far, TeleNav Track is the only one that is suitable for us and our rural area," said Hicks. With its ability to provide GPS data for rural roads, TeleNav Track plays a key role in the district's ability to improve operations with technology.

**How can we help your business?**

For more information contact us.

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