

Cal/Amp®

Fleet Tracking Software Delivers Real Savings to Higley School District



Smarter Fleet Operations

A Phoenix, Arizona school district demonstrated how fleet tracking software can deliver real savings.

In ten years, with only had a handful of busses, Higley has grown to 70 with 13,000 students and 6,100 eligible riders.

The app is free to parents providing real-time GPS-powered school bus tracking for parents and students.

CalAmp delivers a flexible, versatile and easy to use fleet tracking system ready for your department.

Fleet Size: 70

Student Ridership: 13,000

Eligible: 6,100



Utilize technology to deliver a smarter school bus experience with instantaneous tracking of bus location and student ridership

Imagine being able to create a scorecard system in which every bus driver was rated on their safe driving, punctuality and other variables essential to their success.

And imagine knowing when a driver is faithfully fulfilling the responsibilities of their job and not rushing through a pre-trip checklist critical to their job.

Or what adopting a flexible fleet tracking system powerful enough to deliver the information you need and nimble enough to grow with your district could deliver.

All of this – plus a community of well-connected parents, students and educators – is what Josh Crosby and his team at Higley Public School District has accomplished since enlisting the fleet tracking expertise of CalAmp.

Crosby is the director of fleet operations for the fast-growing school district facing a host of unique challenges.

A decade ago, you could count the district's school buses on two hands. Today, they manage a sprawling bus lot filled with more than 70

“The navigation system provides us another layer of technology that ensures the routes keep getting run the right way no matter who is behind the wheel.”

- Josh Crosby, Higley School District

buses that shuttle the district's students to and from its schools and other facilities. California families migrating to more affordable Phoenix suburbs have helped fuel Higley's meteoric growth in the past decade.

"We're growing like crazy out here, and we've relied on technology to help manage our growth and ensure we deliver the type of services our community expects," Crosby said. "And our community has been enthusiastic about the CalAmp services and how they help us manage our bus fleet."



Higley is like so many other fast-growing towns in suburban America.

Located about 30 minutes southeast of downtown Phoenix, Higley has rapidly transformed from a town with a handful of stoplights and a small school district to a traffic-heavy sprawl of shopping districts, parks and two high schools.

Managing that growth has required the thoughtful deployment of technology, Crosby said.

"I used to be able to drive a few miles to work in ten minutes, and then we grew and grew and now it's a 35-minute drive and I recently had to move to be closer to work," he said. "We realize the same situation was occurring with our school buses and unpredictability was creating frustration for the families we serve."

Josh Crosby turned a monitor vertically to better match the geographic layout of his district when he's managing the fleet with CalAmp's software. Higley School District has made significant investments in ensuring the parents, students and educators in the community are connected via fleet tracking software.

A few years ago, Higley moved away from their legacy GPS-powered fleet tracking provider and migrated to CalAmp on the strength of the company's ability to flex to meet its demands.

"Our previous provider gave us what they gave us, and there wasn't much room for growth," he said. "Now I make recommendations about how we can best use the technology and we see it in an updated version a few months later. It's refreshing to know that we're listened to."

While Crosby and his team are busy tracking key performance indicators like excessive idling, speeding or harsh turns to reward his best drivers and coach others, parents and students have become huge fans of the "Here Comes the Bus" mobile app.

Available free to parents, the app provides real-time GPS-powered school bus tracking as well as text and email notifications to alert riders and parents when the bus is approaching.

The app captured an Innovation Award from IHS Markit at the 2019 Consumer Electronics Show in Las Vegas thanks to its intuitive interface and rapid growth to serve more than a million users nationwide.

"Josh and the team at Higley are what we consider super users because they take full advantage of our

software and hardware technologies to deliver a smarter school bus experience to their community," said Bryan Mitchell, Director of Marketing at CalAmp. "And they're invaluable to our team in the feedback they provide that helps us design our technology roadmap and innovate for all of our customers."

"It's one of those relationships where both sides benefit and we make each other stronger."

Higley has also deployed the Student Ridership feature that allows students to check in and off a bus and deliver real-time notifications to parents on their child's whereabouts.

"It's not that we're in an unsafe area or that our parents even knew this sort of technology exists, but once you deploy it you find that 99 percent of the parents absolutely love this additional layer of information," Crosby said. "It just gives them that extra peace of mind their child is where they are meant to be when they are meant to be there."

"Everyone wants more information nowadays and they want it right away."

Waiting For Confirmation

Crosby said his team are pleased with the way the software has made their fleet safer and helped them better manage the daily battle to keep the buses running smoothly when drivers call in sick.

He says they still see the occasional speeding issue, but realizes his drivers are often just driving with the flow of traffic.

"We don't see anything reckless, more just buses going a few miles over the limit because they are trying to keep up with traffic," Crosby said. "We try to be reasonable about what's acceptable."

And the turn-by-turn navigation on the tablets has made the job of substitute drivers far less complicated.

"Like every district in this industry, we're up against a real labor shortage and chronic absenteeism," Crosby said. "The navigation system provides us another layer of technology that ensures the routes keep getting run the right way no matter who is behind the wheel. You really can't put a price tag on what that's worth to us."

When fleet managers couple the community-facing solutions like Student Ridership and Here Comes the Bus with the tools designed for the administration like Turn-by-Turn navigation on the tablets and the alerts for idling and speeding, they have a powerful tool to save money, enhance service to their community and improve the safety of their fleet.



"We take very seriously the role our customers play in their school districts and in their communities, and we're excited to see districts like Higley who enthusiastically adopt these technologies and show others the profound difference they can serve in their operations," Mitchell said. "We are hopeful more districts will follow Higley's example by investing in the full suite of our software and hardware solutions."

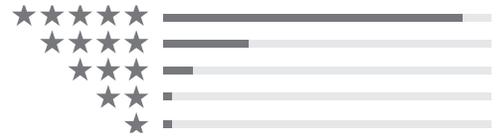
And this is just the beginning...

Our mobile app delivers many of these same powerful features on your smart device and has earned 4.7 stars on the app store with nearly 500 reviews. That's hundreds of fleet managers like you, who rely on the mobile app to stay connected to their fleet no matter where the job takes them.

Ratings and Reviews

4.7

out of 5



451 Ratings

Great app!



Feb 12

mecacmom

Great way to monitor my vehicles on the go? No longer chained to my desk.

Love it



Mar 15

AbsDoRight

I love it. I'm able to track my buses...

Pretty cool



May 2

Ebbarnes20

Love how I can watch the fleet and when they use the reds ambers and making a stop...

Convenient way to locate vehicles



May 16

tcpind79

This app is easy to use and gives me the information I need when not in front of my computer

About CalAmp

CalAmp (NASDAQ: CAMP) is a telematics pioneer leading transformation in a global connected economy. We help reinvent businesses and improve lives around the globe with technology solutions that streamline complex IoT deployments and bring intelligence to the edge. Our software applications, scalable cloud services, and intelligent devices collect and assess business-critical data from mobile assets, cargo, companies, cities and people. We call this The New How, powering autonomous IoT interaction, facilitating efficient decision making, optimizing resource utilization, and improving road safety. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. Lojack is a wholly owned subsidiary of CalAmp. For more information, visit calamp.com, or LinkedIn, Twitter, YouTube or CalAmp Blog.

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CalAmp
15635 Alton Parkway, Ste 250
Irvine, CA 92618
Tel: 888.3CALAMP
calamp.com