

From: [Ritu Narayan](#)
To: Michael.Martirano@hcpss.org
Cc: Brian.Nevin@hcpss.org; scott_washington@hcpss.org; [Vivek Garg](#); [Liz Sanchez](#); [Sarah Skinner](#)
Subject: [External] Zum Founder Day 2 Update
Date: Wednesday, August 30, 2023 1:59:48 AM

You don't often get email from ritu@ridezum.com. [Learn why this is important](#)

! CAUTION: This email originated from outside of HCPSS. Do not click links or open attachments, unless you recognize the sender and know the content is safe.

Hello Dr. Martirano,

I'm writing to you this evening to provide an update following Day 2 of Zum's school transportation service in Howard County.

First, I would like to acknowledge that disruptions over the past two days have placed enormous stress on the HCPSS community. For that, I would like to apologize to you and to all impacted. I want you to know that we are working around the clock and in close coordination with HCPSS staff to remedy all outstanding issues and to ensure that all students have access to safe and reliable transportation. This is the reason I started Zum, and our team will work relentlessly to deliver on that commitment.

Second, I want to update you on performance to date, offer information about challenges we've faced, and lay out the actions we're taking to address those challenges:

- On Monday morning, August 28th, we had 20 of our drivers call in, stating they would not come into work. To minimize disruption, we made the proactive decision to suspend 20 routes for the first week. While not ideal, this allows families to plan ahead rather than react every day of the week.
- To incentivize driver attendance, we have implemented an \$500 attendance bonus for the coming 4 weeks, with the goal of reinstating those 20 routes as soon as possible.
- As of yesterday, August 29th, we have digitized all routes and entered them into our GPS system. This means all Zum drivers have full route information, including GPS-enabled tablets and turn-by-turn directions for every stop on their route.
- We also successfully implemented a staggered morning departure schedule to

eliminate traffic leaving our bus yard.

- Finally, as of yesterday, 210 of our bus routes were fully operational. Of those routes, 95% reported an on-time arrival for their first stop in both morning and afternoon runs, though buses are experiencing delays on subsequent routes due to stacking. Our team is working diligently with your staff to resolve these routing issues.

Finally, I want to share that, in response to repeated media inquiries and input from HCPSS families, I have written a blog post updating the Howard County community on Zum's progress to date. You can find that post [here](#). I intend to update it as we progress through the week.

I remain committed to this partnership, to HCPSS, and to the safe, reliable, and timely transportation of every student in Howard County. I am available to meet in person or over the phone at any time.

Sincerely,
Ritu

--


ridezum.com