

From: [Jenny Mayfield](#)
To: [Yun Lu](#)
Cc: [Max Hamel](#)
Subject: Re: [External] Re: Thank you for your time last week
Date: Wednesday, June 28, 2023 11:44:26 AM

We appreciate you. Thanks for all you do. More to come.

On Wed, Jun 28, 2023 at 7:17 AM Yun Lu <Yun_Lu@hcpss.org> wrote:

Dear Jenny,

Thank you for the update. I appreciate your team creating videos to reach out to non-English speaking communities.

Best,

Yun

Dr. Yun Lu

Board of Education of Howard County

443-774-8174 (Cell)

From: Jenny Mayfield <jenny@ridezum.com>
Sent: Tuesday, June 27, 2023 7:32 PM
To: Yun Lu <Yun_Lu@hcpss.org>
Cc: Max Hamel <max@forapartners.com>
Subject: [External] Re: Thank you for your time last week

! 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.

Vice Chair Yun Lu,

Thank you again for your time while we were in Howard County earlier this month.

Wanted to provide a quick update as we share your passion for providing safe, sustainable and equitable student transportation for the students and families of Howard County, and for ensuring equal opportunities for all students. We have made outreach to the non-English speaking community a priority, creating a series of videos like [this one](#) to support on-the-ground recruiting efforts.

We will continue to do more, and appreciate your support along the way.

Best, Jenny

On Mon, Jun 12, 2023 at 1:41 PM Jenny Mayfield <jenny@ridezum.com> wrote:

Vice Chair Yun Lu,

Thank you so much for your time last week.

We share your passion for providing safe, sustainable and equitable student transportation for the students and families of Howard County, and are truly honored to kick off our partnership with you and the HCPSS this coming school year. We appreciate your feedback, particularly around supporting non-english speaking communities and will prioritize this moving forward. We absolutely share your commitment to creating equal opportunities for all students.

Please continue to share your thoughts. We are excited to work with you.

Best, Jenny

From: [Jenny Mayfield](#)
To: [Yun Lu](#)
Cc: [Brian Doory](#)
Subject: Re: [External] Meet on 6/6 with Zum student transportation leadership?
Date: Tuesday, June 6, 2023 7:51:16 AM

Thank you
See you soon

On Jun 6, 2023, at 7:50 AM, Yun Lu <Yun_Lu@hcpss.org> wrote:

Morning,

It is fine to move the meeting to 9:15am.

Yun

From: Jenny Mayfield <jenny@ridezum.com>
Sent: Tuesday, June 6, 2023 7:03 AM
To: Yun Lu <Yun_Lu@hcpss.org>
Cc: Brian Doory <bdoory@firehousestrategies.com>
Subject: Re: [External] Meet on 6/6 with Zum student transportation leadership?

Good morning.

Vivek's flight is delayed. Would it be okay to move our meeting to 9:15am?

See you soon.

Thank you.

On Sat, Jun 3, 2023 at 5:39 PM Yun Lu <Yun_Lu@hcpss.org> wrote:

Hi Brian,

Yes, 9am works for me.

Yun

From: Brian Doory <bdoory@firehousestrategies.com>
Sent: Saturday, June 3, 2023 4:45 PM
To: Yun Lu <Yun_Lu@hcpss.org>
Cc: Jenny Mayfield <jenny@ridezum.com>
Subject: Re: [External] Meet on 6/6 with Zum student transportation leadership?

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

Yun,

Would 9am to about 930 or 945am on Tuesday at the BWI Courtyard Marriott work for you? That's where our in person driver classroom training is taking place.

The address is: 1671 West Nursery Road, Linthicum, Maryland, USA, 21090

Let me know if 9am works for you. Thanks so much.

Brian

Brian Doory

Managing Director | Firehouse Strategies



bdoory@firehousestrategies.com

Sent from iPhone. Please excuse typos

On Jun 3, 2023, at 12:15 PM, Yun Lu <Yun_Lu@hcpss.org> wrote:

Hi Mr. Doory,

Thank you for the invitation. I am available the morning of 6/6 before 11am. Does it work for you?

Thanks,

Yun

Dr. Yun Lu
Board of Education of Howard County
443-774-8174 (Cell)

From: Brian Doory <bdoory@firehousestrategies.com>

Sent: Friday, June 2, 2023 8:52 AM

To: Yun Lu <Yun_Lu@hcpss.org>

Cc: 'Jenny Mayfield' <jenny@ridezum.com>

Subject: [External] Meet on 6/6 with Zum student transportation leadership?

You don't often get email from bdoory@firehousestrategies.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.

Good Morning Board Member Lu,

I am reaching out as I wanted to see if you were available next Tuesday 6/6 to meet with the COO and Co-Founder of [Zum](#), Vivek Garg, which as you are aware was awarded a new five-year transportation contract operating 250 buses for the Howard County Public School System (HCPSS).

Zum is already actively hiring drivers and other employees and it has its classroom driver training at a hotel near BWI. We would love to have you stop by the training on Tuesday to meet Vivek and Zum's new Howard County General Manager, Kami Moody, a longtime [REDACTED] [REDACTED] with deep experience in the transportation services sector in Maryland and Washington D.C.

Let me know if you can stop by during the day to see the training class and meet Vivek and Kami. Alternatively, we could also try to find a time either later in the evening on Tuesday or find a time to do a video call later in the week if next Tuesday does not work for your schedule.

Zum is the leader in modern student transportation and Vivek and Kami would love to walk you through all the interesting things they are doing in the school transportation space. They use an app for parents to track students when they get on and off the bus and are also 100% carbon neutral. They also plan to help HCPSS plan for its eventual transition to EV buses, among other key moves.

HCPSS joins the growing number of innovative school districts that have partnered with Zum for school transportation, including Los Angeles Unified School District, San Francisco Unified School District, Seattle Public Schools, Oakland Unified School District and Metro Nashville Public Schools.

Let us know what time might work for you to stop by on Tuesday during the day, the evening, or another date that might work for a video call.

Thanks,
Brian

What the HCPSS community can expect from Zum in the coming school year:

- **High-quality, safe, and reliable experience:** Zum will bring to the HCPSS community 250 brand new school buses and the most advanced technology solution geared toward student safety and an enhanced family experience. Through the Zum app, HCPSS parents

will be able to view the complete profile of their child's driver, along with real-time tracking and notifications about their school bus location and their child's pickup or dropoff status.

- **Cleaner and greener school bus rides:** Zum is the first and only 100% carbon-neutral student transportation company in the U.S.. and Zum is committed to working with HCPSS to develop a plan to transition school bus fleets to electric during the course of the contract.
- **Hiring well-trained school bus drivers and staff:** Zum is a “Great Places to Work” certified company (three years in a row) and takes pride in becoming a “choice employer” in any city where it has partnerships. In Howard County, Zum will be hiring 250+ school bus drivers and staff. Zum is offering higher wages and medical/401K benefits, among other perks, to the drivers.

Brian Doory

Managing Director | Firehouse Strategies



bdoory@firehousestrategies.com

<image001.png>

From: [Brian Doory](#)
To: [Jennifer Mallo](#)
Cc: ["Jenny Mayfield"](#)
Subject: [External] Meet on 6/6 with Zum student transportation leadership?
Date: Friday, June 2, 2023 8:55:30 AM
Attachments: [image001.png](#)

You don't often get email from bdoory@firehousestrategies.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.

Good Morning Board Member Mallo,

I am reaching out as I wanted to see if you were available next Tuesday 6/6 to meet with the COO and Co-Founder of [Zum](#), Vivek Garg, which as you are aware was awarded a new five-year transportation contract operating 250 buses for the Howard County Public School System (HCPSS).

Zum is already actively hiring drivers and other employees and it has its classroom driver training at a hotel near BWI. We would love to have you stop by the training on Tuesday to meet Vivek and Zum's new Howard County General Manager, Kami Moody, a longtime [REDACTED] with deep experience in the transportation services sector in Maryland and Washington D.C.

Let me know if you can stop by during the day to see the training class and meet Vivek and Kami. Alternatively, we could also try to find a time either later in the evening on Tuesday or find a time to do a video call later in the week if next Tuesday does not work for your schedule.

Zum is the leader in modern student transportation and Vivek and Kami would love to walk you through all the interesting things they are doing in the school transportation space. They use an app for parents to track students when they get on and off the bus and are also 100% carbon neutral. They also plan to help HCPSS plan for its eventual transition to EV buses, among other key moves.

HCPSS joins the growing number of innovative school districts that have partnered with Zum for school transportation, including Los Angeles Unified School District, San Francisco Unified School District, Seattle Public Schools, Oakland Unified School District and Metro Nashville Public Schools.

Let us know what time might work for you to stop by on Tuesday during the day, the evening, or another date that might work for a video call.

Thanks,
Brian

What the HCPSS community can expect from Zum in the coming school year:

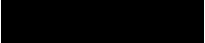
- **High-quality, safe, and reliable experience:** Zum will bring to the HCPSS

community 250 brand new school buses and the most advanced technology solution geared toward student safety and an enhanced family experience. Through the Zum app, HCPSS parents will be able to view the complete profile of their child's driver, along with real-time tracking and notifications about their school bus location and their child's pickup or dropoff status.

- **Cleaner and greener school bus rides:** Zum is the first and only 100% carbon-neutral student transportation company in the U.S.. and Zum is committed to working with HCPSS to develop a plan to transition school bus fleets to electric during the course of the contract.
- **Hiring well-trained school bus drivers and staff:** Zum is a “Great Places to Work” certified company (three years in a row) and takes pride in becoming a “choice employer” in any city where it has partnerships. In Howard County, Zum will be hiring 250+ school bus drivers and staff. Zum is offering higher wages and medical/401K benefits, among other perks, to the drivers.

Brian Doory

Managing Director | Firehouse Strategies



bdoory@firehousestrategies.com



From: [Brian Doory](#)
To: [Linfeng Chen](#)
Cc: "[Jenny Mayfield](#)"
Subject: [External] Meet on 6/6 with Zum student transportation leadership?
Date: Friday, June 2, 2023 8:52:53 AM
Attachments: [image001.png](#)

You don't often get email from bdoory@firehousestrategies.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.

Good Morning Board Member Chen,

I am reaching out as I wanted to see if you were available next Tuesday 6/6 to meet with the COO and Co-Founder of [Zum](#), Vivek Garg, which as you are aware was awarded a new five-year transportation contract operating 250 buses for the Howard County Public School System (HCPSS).

Zum is already actively hiring drivers and other employees and it has its classroom driver training at a hotel near BWI. We would love to have you stop by the training on Tuesday to meet Vivek and Zum's new Howard County General Manager, Kami Moody, a longtime [REDACTED] with deep experience in the transportation services sector in Maryland and Washington D.C.

Let me know if you can stop by during the day to see the training class and meet Vivek and Kami. Alternatively, we could also try to find a time either later in the evening on Tuesday or find a time to do a video call later in the week if next Tuesday does not work for your schedule.

Zum is the leader in modern student transportation and Vivek and Kami would love to walk you through all the interesting things they are doing in the school transportation space. They use an app for parents to track students when they get on and off the bus and are also 100% carbon neutral. They also plan to help HCPSS plan for its eventual transition to EV buses, among other key moves.

HCPSS joins the growing number of innovative school districts that have partnered with Zum for school transportation, including Los Angeles Unified School District, San Francisco Unified School District, Seattle Public Schools, Oakland Unified School District and Metro Nashville Public Schools.

Let us know what time might work for you to stop by on Tuesday during the day, the evening, or another date that might work for a video call.

Thanks,
Brian

What the HCPSS community can expect from Zum in the coming school year:

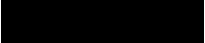
- **High-quality, safe, and reliable experience:** Zum will bring to the HCPSS

community 250 brand new school buses and the most advanced technology solution geared toward student safety and an enhanced family experience. Through the Zum app, HCPSS parents will be able to view the complete profile of their child's driver, along with real-time tracking and notifications about their school bus location and their child's pickup or dropoff status.

- **Cleaner and greener school bus rides:** Zum is the first and only 100% carbon-neutral student transportation company in the U.S.. and Zum is committed to working with HCPSS to develop a plan to transition school bus fleets to electric during the course of the contract.
- **Hiring well-trained school bus drivers and staff:** Zum is a “Great Places to Work” certified company (three years in a row) and takes pride in becoming a “choice employer” in any city where it has partnerships. In Howard County, Zum will be hiring 250+ school bus drivers and staff. Zum is offering higher wages and medical/401K benefits, among other perks, to the drivers.

Brian Doory

Managing Director | Firehouse Strategies



bdoory@firehousestrategies.com



From: [Brian Doory](#)
To: [Antonia Watts](#)
Cc: ["Jenny Mayfield"](#)
Subject: [External] Meet on 6/6 with Zum student transportation leadership?
Date: Friday, June 2, 2023 8:50:10 AM
Attachments: [image001.png](#)

You don't often get email from bdoory@firehousestrategies.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.

Good Morning Chairwoman Watts,

I am reaching out as I wanted to see if you were available next Tuesday 6/6 to meet with the COO and Co-Founder of [Zum](#), Vivek Garg, which as you are aware was awarded a new five-year transportation contract operating 250 buses for the Howard County Public School System (HCPSS).

Zum is already actively hiring drivers and other employees and it has its classroom driver training at a hotel near BWI. We would love to have you stop by the training on Tuesday to meet Vivek and Zum's new Howard County General Manager, Kami Moody, a longtime [REDACTED] with deep experience in the transportation services sector in Maryland and Washington D.C.

Let me know if you can stop by during the day to see the training class and meet Vivek and Kami. Alternatively, we could also try to find a time either later in the evening on Tuesday or find a time to do a video call later in the week if next Tuesday does not work for your schedule.

Zum is the leader in modern student transportation and Vivek and Kami would love to walk you through all the interesting things they are doing in the school transportation space. They use an app for parents to track students when they get on and off the bus and are also 100% carbon neutral. They also plan to help HCPSS plan for its eventual transition to EV buses, among other key moves.

HCPSS joins the growing number of innovative school districts that have partnered with Zum for school transportation, including Los Angeles Unified School District, San Francisco Unified School District, Seattle Public Schools, Oakland Unified School District and Metro Nashville Public Schools.

Let us know what time might work for you to stop by on Tuesday during the day, the evening, or another date that might work for a video call.

Thanks,
Brian

What the HCPSS community can expect from Zum in the coming school year:

- **High-quality, safe, and reliable experience:** Zum will bring to the HCPSS community 250 brand new school buses and the most advanced technology solution geared toward student safety and an enhanced family experience. Through the Zum app, HCPSS parents will be able to view the complete profile of their child's driver, along with real-time tracking and notifications about their school bus location and their child's pickup or dropoff status.
- **Cleaner and greener school bus rides:** Zum is the first and only 100% carbon-neutral student transportation company in the U.S.. and Zum is committed to working with HCPSS to develop a plan to transition school bus fleets to electric during the course of the contract.
- **Hiring well-trained school bus drivers and staff:** Zum is a “Great Places to Work” certified company (three years in a row) and takes pride in becoming a “choice employer” in any city where it has partnerships. In Howard County, Zum will be hiring 250+ school bus drivers and staff. Zum is offering higher wages and medical/401K benefits, among other perks, to the drivers.

Brian Doory

Managing Director | Firehouse Strategies

bdoory@firehousestrategies.com



From: [Brian Doory](#)
To: [Jacquelin McCoy](#)
Cc: ["Jenny Mayfield"](#)
Subject: [External] Meet on 6/6 with Zum student transportation leadership?
Date: Friday, June 2, 2023 8:49:18 AM
Attachments: [image001.png](#)

You don't often get email from bdoory@firehousestrategies.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.

Good Morning Board Member McCoy,

I am reaching out as I wanted to see if you were available next Tuesday 6/6 to meet with the COO and Co-Founder of [Zum](#), Vivek Garg, which as you are aware was awarded a new five-year transportation contract operating 250 buses for the Howard County Public School System (HCPSS).

Zum is already actively hiring drivers and other employees and it has its classroom driver training at a hotel near BWI. We would love to have you stop by the training on Tuesday to meet Vivek and Zum's new Howard County General Manager, Kami Moody, a longtime [REDACTED] with deep experience in the transportation services sector in Maryland and Washington D.C.

Let me know if you can stop by during the day to see the training class and meet Vivek and Kami. Alternatively, we could also try to find a time either later in the evening on Tuesday or find a time to do a video call later in the week if next Tuesday does not work for your schedule.

Zum is the leader in modern student transportation and Vivek and Kami would love to walk you through all the interesting things they are doing in the school transportation space. They use an app for parents to track students when they get on and off the bus and are also 100% carbon neutral. They also plan to help HCPSS plan for its eventual transition to EV buses, among other key moves.

HCPSS joins the growing number of innovative school districts that have partnered with Zum for school transportation, including Los Angeles Unified School District, San Francisco Unified School District, Seattle Public Schools, Oakland Unified School District and Metro Nashville Public Schools.

Let us know what time might work for you to stop by on Tuesday during the day, the evening, or another date that might work for a video call.

Thanks,
Brian

What the HCPSS community can expect from Zum in the coming school year:

- **High-quality, safe, and reliable experience:** Zum will bring to the HCPSS community 250 brand new school buses and the most advanced technology solution geared toward student safety and an enhanced family experience. Through the Zum app, HCPSS parents will be able to view the complete profile of their child's driver, along with real-time tracking and notifications about their school bus location and their child's pickup or dropoff status.
- **Cleaner and greener school bus rides:** Zum is the first and only 100% carbon-neutral student transportation company in the U.S.. and Zum is committed to working with HCPSS to develop a plan to transition school bus fleets to electric during the course of the contract.
- **Hiring well-trained school bus drivers and staff:** Zum is a “Great Places to Work” certified company (three years in a row) and takes pride in becoming a “choice employer” in any city where it has partnerships. In Howard County, Zum will be hiring 250+ school bus drivers and staff. Zum is offering higher wages and medical/401K benefits, among other perks, to the drivers.

Brian Doory

Managing Director | Firehouse Strategies

bdoory@firehousestrategies.com



From: [Brian Doory](#)
To: [Jolene Mosley](#)
Cc: ["Jenny Mayfield"](#)
Subject: [External] Meet on 6/6 with Zum student transportation leadership?
Date: Friday, June 2, 2023 8:47:58 AM
Attachments: [image001.png](#)

You don't often get email from bdoory@firehousestrategies.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.

Good Morning Board Member Mosley,

I am reaching out as I wanted to see if you were available next Tuesday 6/6 to meet with the COO and Co-Founder of [Zum](#), Vivek Garg, which as you are aware was awarded a new five-year transportation contract operating 250 buses for the Howard County Public School System (HCPSS).

Zum is already actively hiring drivers and other employees and it has its classroom driver training at a hotel near BWI. We would love to have you stop by the training on Tuesday to meet Vivek and Zum's new Howard County General Manager, Kami Moody, a longtime [REDACTED] with deep experience in the transportation services sector in Maryland and Washington D.C.

Let me know if you can stop by during the day to see the training class and meet Vivek and Kami. Alternatively, we could also try to find a time either later in the evening on Tuesday or find a time to do a video call later in the week if next Tuesday does not work for your schedule.

Zum is the leader in modern student transportation and Vivek and Kami would love to walk you through all the interesting things they are doing in the school transportation space. They use an app for parents to track students when they get on and off the bus and are also 100% carbon neutral. They also plan to help HCPSS plan for its eventual transition to EV buses, among other key moves.

HCPSS joins the growing number of innovative school districts that have partnered with Zum for school transportation, including Los Angeles Unified School District, San Francisco Unified School District, Seattle Public Schools, Oakland Unified School District and Metro Nashville Public Schools.

Let us know what time might work for you to stop by on Tuesday during the day, the evening, or another date that might work for a video call.

Thanks,
Brian

What the HCPSS community can expect from Zum in the coming school year:

- **High-quality, safe, and reliable experience:** Zum will bring to the HCPSS community 250 brand new school buses and the most advanced technology solution geared toward student safety and an enhanced family experience. Through the Zum

app, HCPSS parents will be able to view the complete profile of their child's driver, along with real-time tracking and notifications about their school bus location and their child's pickup or dropoff status.

- **Cleaner and greener school bus rides:** Zum is the first and only 100% carbon-neutral student transportation company in the U.S.. and Zum is committed to working with HCPSS to develop a plan to transition school bus fleets to electric during the course of the contract.
- **Hiring well-trained school bus drivers and staff:** Zum is a “Great Places to Work” certified company (three years in a row) and takes pride in becoming a “choice employer” in any city where it has partnerships. In Howard County, Zum will be hiring 250+ school bus drivers and staff. Zum is offering higher wages and medical/401K benefits, among other perks, to the drivers.

Brian Doory

Managing Director | Firehouse Strategies



bdoory@firehousestrategies.com




Danielle Lueking

Subject: [External] Updated invitation: Meeting with Vice Chair Dr. Yun Lu, Board of Education of... @ Tue Jun 6, 2023 9:15am - 9:45am (EDT) (yun_lu@hcpss.org)
Location: Courtyard Marriott at BWI
Start: Tue 6/6/2023 9:15 AM
End: Tue 6/6/2023 9:45 AM
Show Time As: Tentative
Recurrence: (none)
Meeting Status: Not yet responded
Organizer: jenny@ridezum.com

! 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.

This event has been updated

Changed: time

Jenny's cell phone is 

When **CHANGED**

Tuesday Jun 6, 2023 · 9:15am – 9:45am (Eastern Time - New York)

~~Tuesday Jun 6, 2023 · 9am – 9:30am (Eastern Time - New York)~~

Location

Courtyard Marriott at BWI

View map

Guests

jenny@ridezum.com - organizer

Vivek Garg

brian_nevin@hcpss.org

sarah@ridezum.com

scott_washington@hcpss.org

yun_lu@hcpss.org

View all guest info

Reply for yun_lu@hcpss.org

Yes	No	Maybe
-----	----	-------

More options

Invitation from Google Calendar

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. [Learn more](#)

Danielle Lueking

Subject: [External] Invitation: Meeting with Vice Chair Dr. Yun Lu, Board of Education of... @ Tue Jun 6, 2023 9am - 9:30am (EDT) (yun_lu@hcpss.org)
Location: Courtyard Marriott at BWI
Start: Tue 6/6/2023 9:00 AM
End: Tue 6/6/2023 9:30 AM
Show Time As: Tentative
Recurrence: (none)
Meeting Status: Not yet responded
Organizer: jenny@ridezum.com

! 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.

Jenny's cell phone is [REDACTED]

When

Tuesday Jun 6, 2023 · 9am – 9:30am (Eastern Time - New York)

Location

Courtyard Marriott at BWI

[View map](#)

Guests

jenny@ridezum.com - organizer

Vivek Garg

brian_nevin@hcpss.org

sarah@ridezum.com

scott_washington@hcpss.org

yun_lu@hcpss.org

[View all guest info](#)

[Reply for yun_lu@hcpss.org](#)

Yes	No	Maybe
-----	----	-------

More options

Invitation from Google Calendar

You are receiving this email because you are an attendee on the event. To stop receiving future updates for this event, decline this event.

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. [Learn more](#)