

# HOWARD COUNTY PUBLIC SCHOOL SYSTEM

December 15, 2022



# FIRST STUDENT PRESENTERS

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## Howard County Public School System's Mission:

- HCPSS ensures academic success and social-emotional well-being for each student in an inclusive and nurturing environment that closes opportunity gaps.



## First Student's proposal includes a collaborative approach to support the delivery of HCPSS' mission. Our plan will:

- Drive operational excellence through enhanced processes and technologies
- Deliver a superior student experience to HCPSS' diverse student population
- Enhance the overall transportation experience for the students who ride our buses
- Elevate transparency and communication to collectively reach our goals
- Support HCPSS needs with the necessary drivers, staffing and resources
- Provide a variety of options to enable HCPSS to grow with your community
  - Non-yellow transportation option to serve emerging needs
  - Specialized training and operation support for students with exceptional needs
  - Electrification expertise should HCPSS wish to pursue electric buses



# FIRST STUDENT – YOUR PROVIDER OF CHOICE

More experience than any other provider with large, complex transportation operations



- Comprehensive Training
- **Proven Talent Recruitment and Retention**
- Commitment to Your Community



- **Operational Excellence**
- Performance Assurance Team
- Regional and National Support
- **Elevated Transparency & Communication**

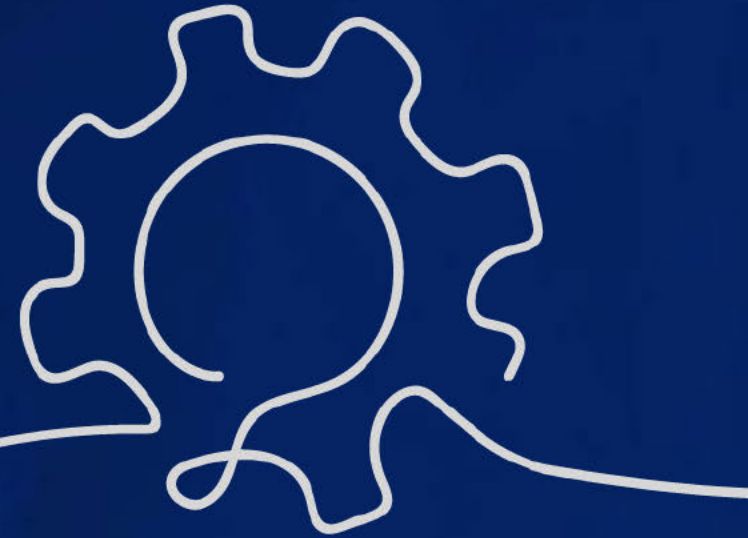


- **Seamlessly Connected Technology**
  - FirstView
  - District Dashboard
  - FirstACTS
  - FirstFeedback
  - FirstServes
- Award-winning Safety
- Comprehensive Maintenance



- Recognized Industry Leader
- **Proven Solution for 100+ Years**
- Chosen by more districts than any other provider

# TECHNICAL SOLUTION AND WORK PLAN



# SCOPE OF WORK

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## **Full-Service Turnkey Provider**

- Home to School
- Special Needs
- Out of District, McKinney Vento
- Field & Athletic Trips
- Van Service

## **Prepared to accept an award of up to two contract service areas**

- Responsible approach to set you up for success
- Bids provided for all 7 service areas
- Capability to grow service over time, as needed

# OUR OFFER INCLUDES

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- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]

# STUDENT-CENTRIC TRANSPORTATION



- The time students spend on the bus is critical
- Student experience is our ultimate concern
- Our goal is to deliver students who are ready. Ready to:
  - Start their day
  - Learn at school

**We help student  
achieve their full  
potential**



# CARING DRIVERS AND MONITORS



1. Hire  
the Best



2. Commit to  
Training



3. Master  
the Basics

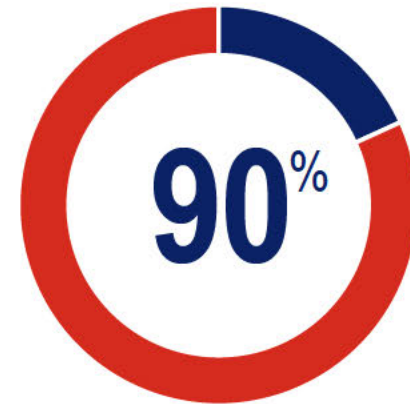


4. Manage with  
Technology

- Our industry-leading best practices ensure we get the right people behind the wheel
- Local/regional recruiting efforts are supported by our Centralized Talent Acquisition Team including a locally based recruiter on site.
- We offer competitive wages to attract top talent: **we are local and are familiar with what the local market wages need to be.**

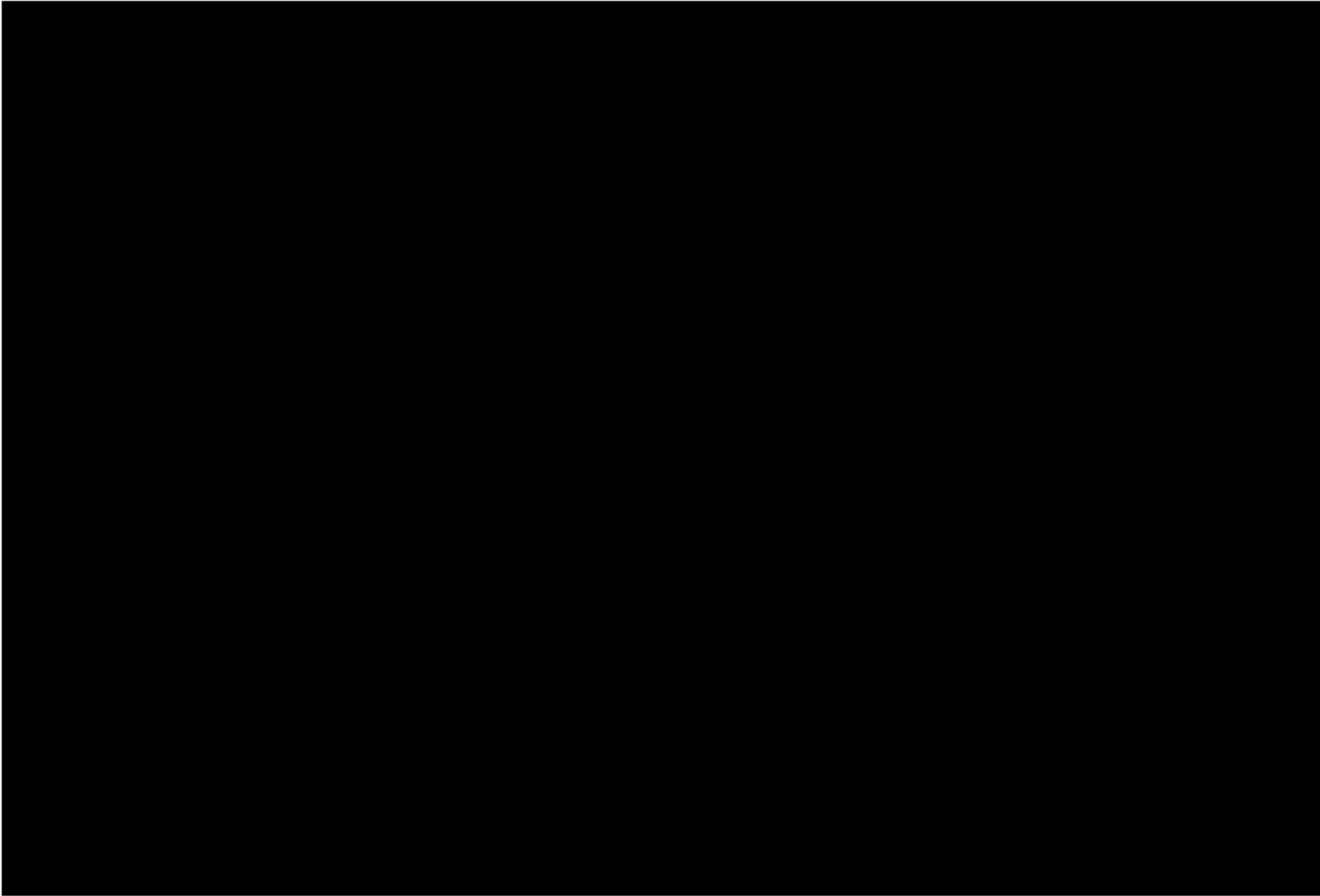
# A FOCUSED RETENTION STRATEGY

- **90% of all school districts are facing driver shortages.**
- First Student leverages national resources to recruit and retain talent that has as much passion and desire as you do in getting students to school safely and on time.
- We support and empower our drivers through ongoing training and industry-leading development
- Our training includes behavior management and dealing with unique student situations
- Our drivers were given a customer rating of 9 out of 10 for overall satisfaction and providing a safe environment for students

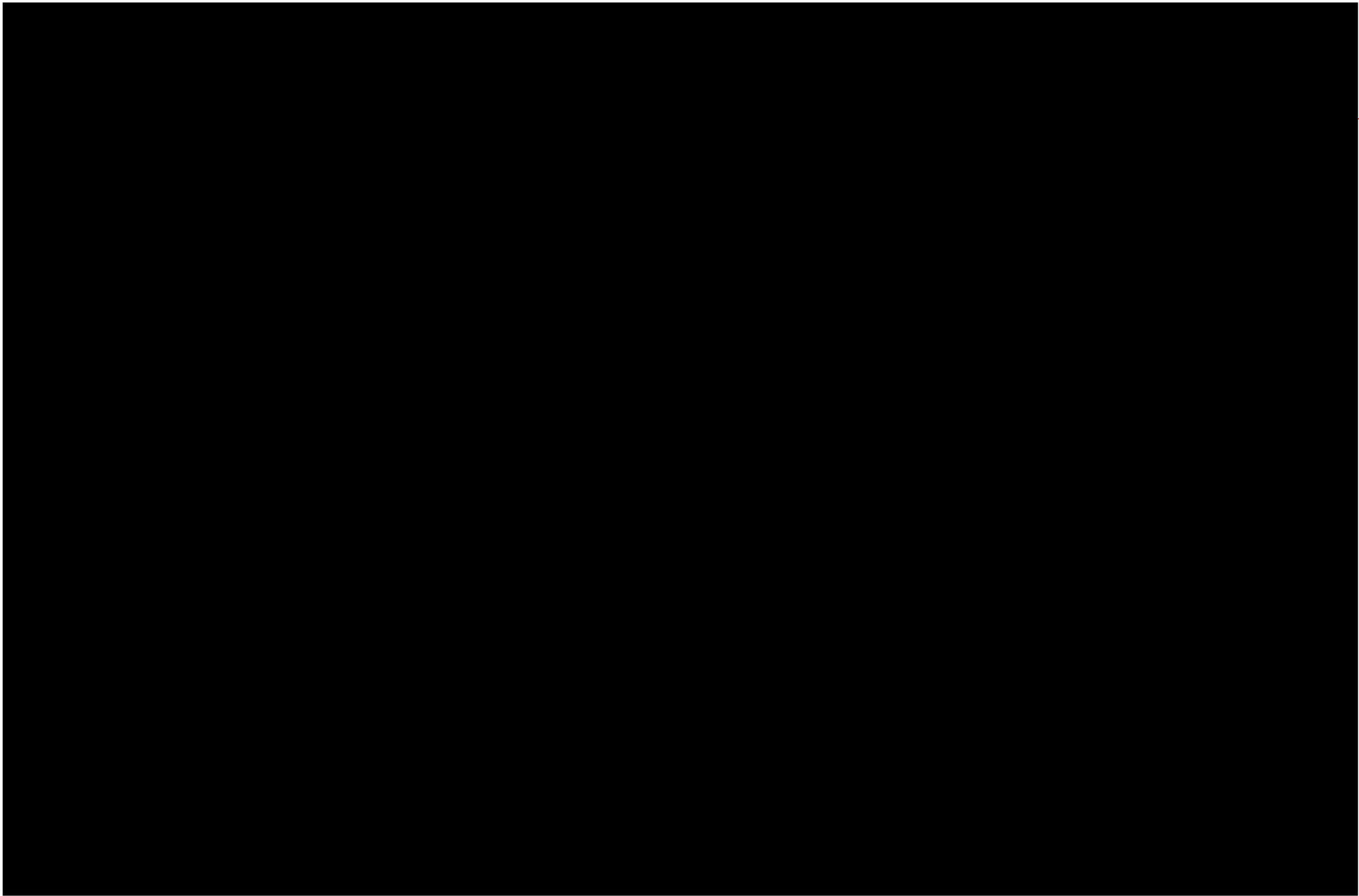


**We retain more than 90%** of all drivers in districts when we are the new transportation provider.

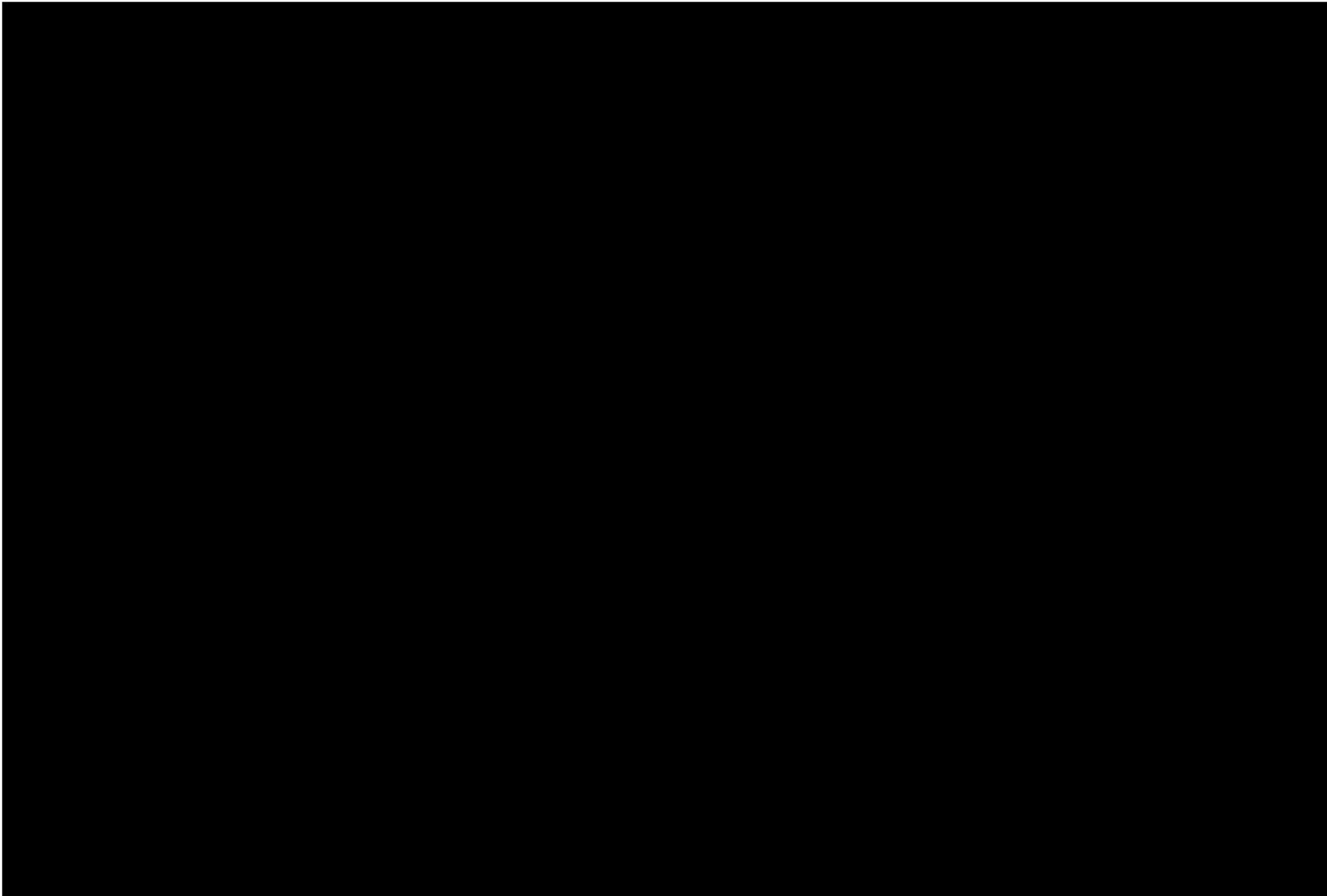






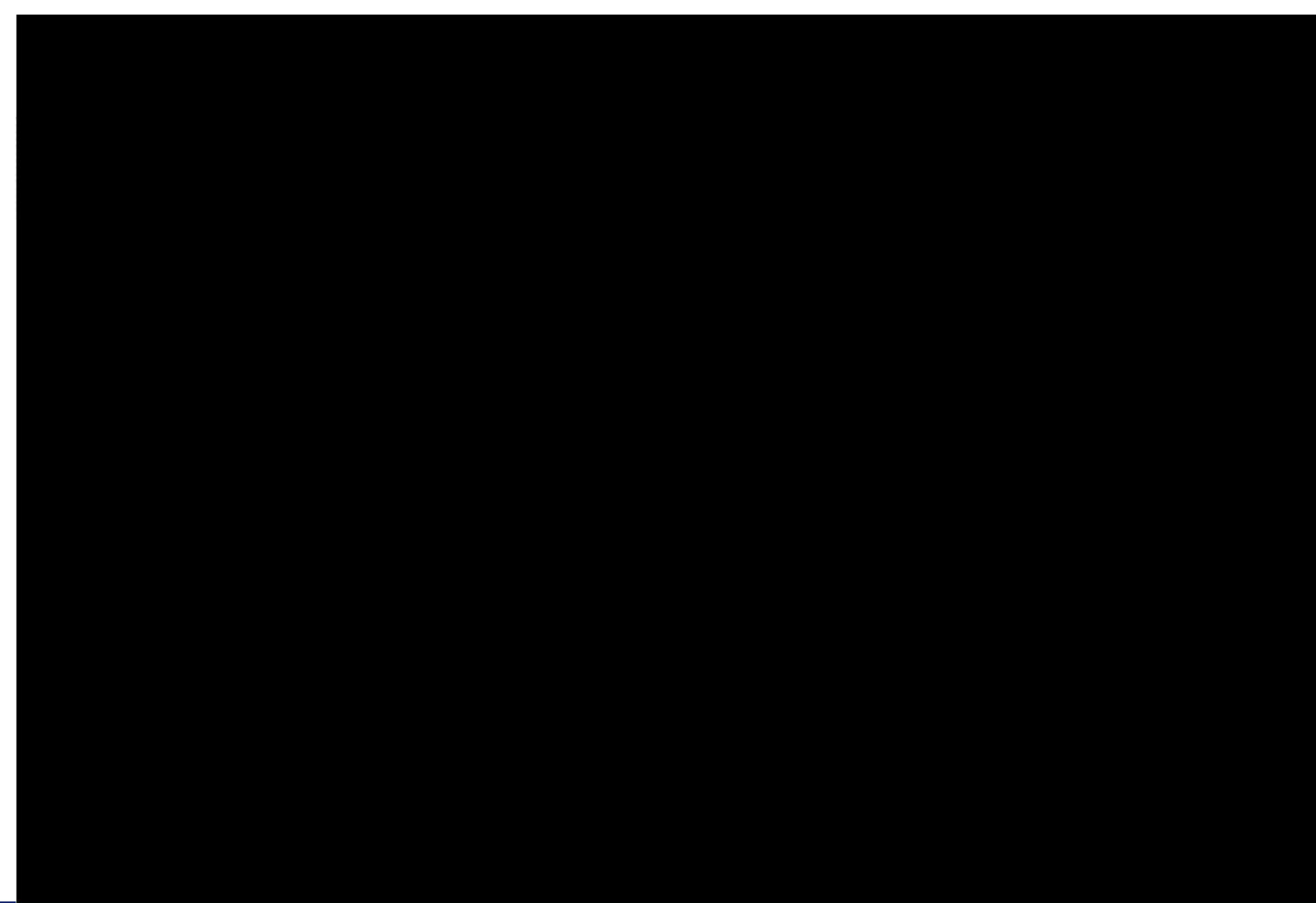


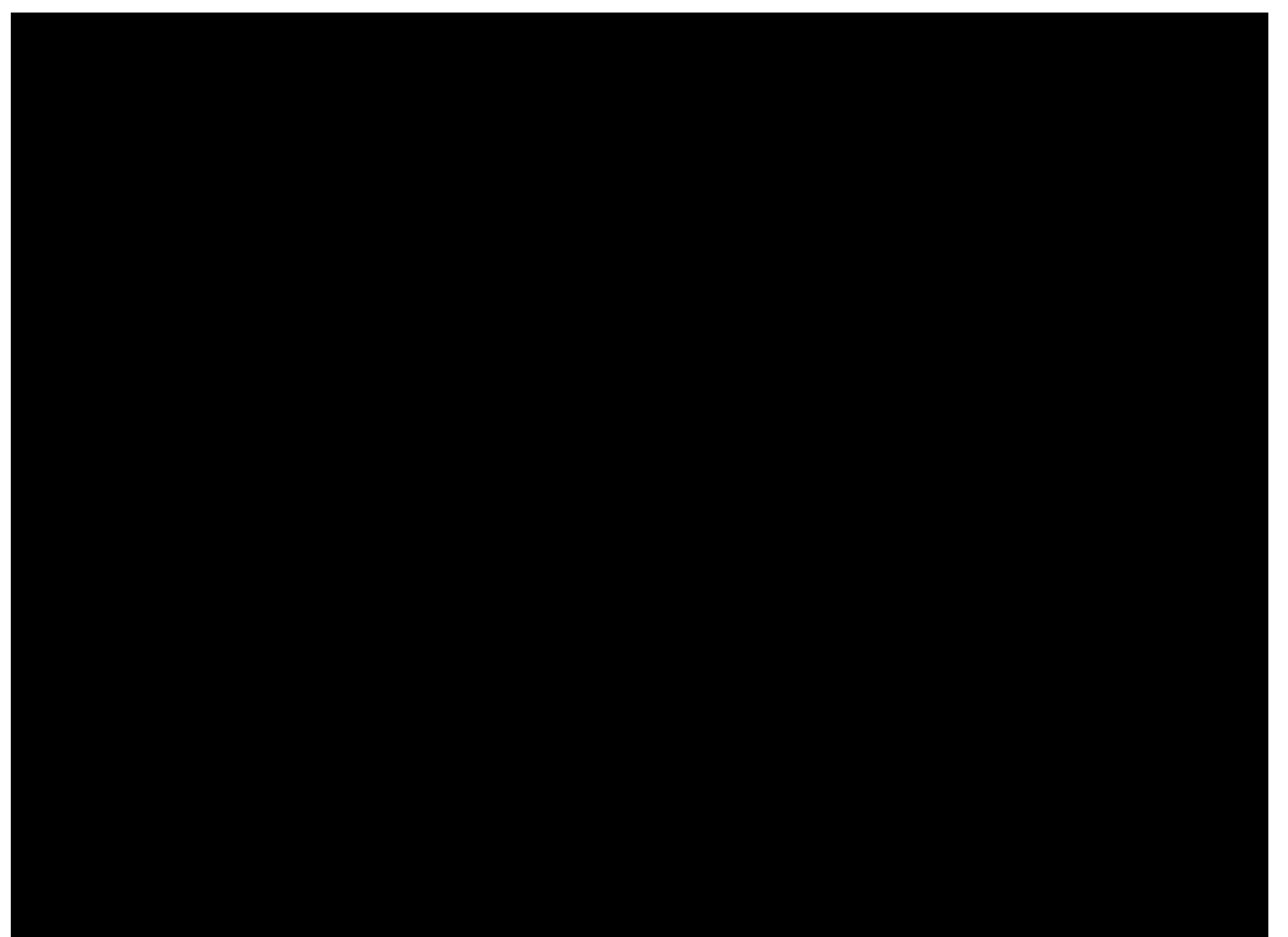




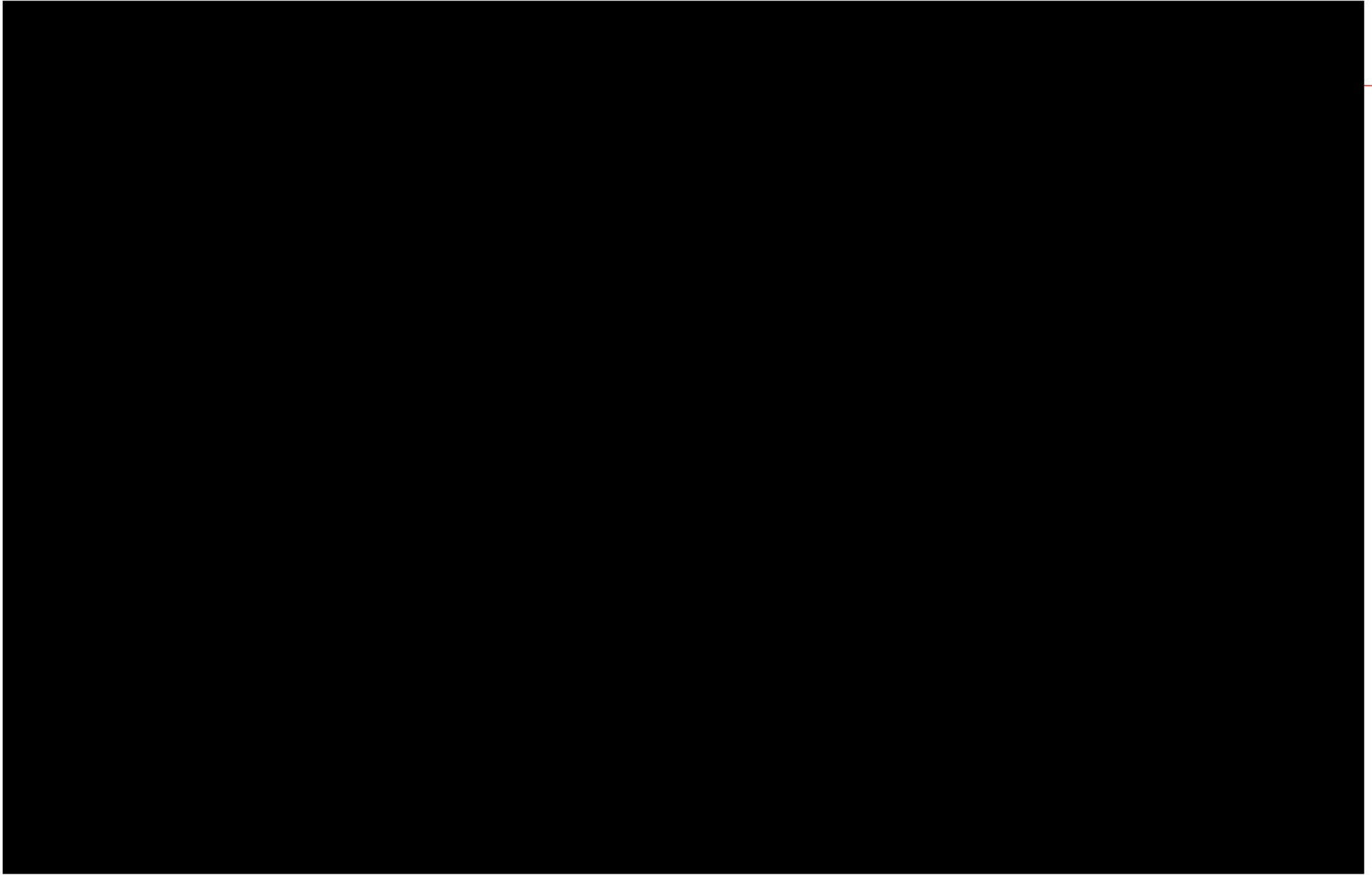




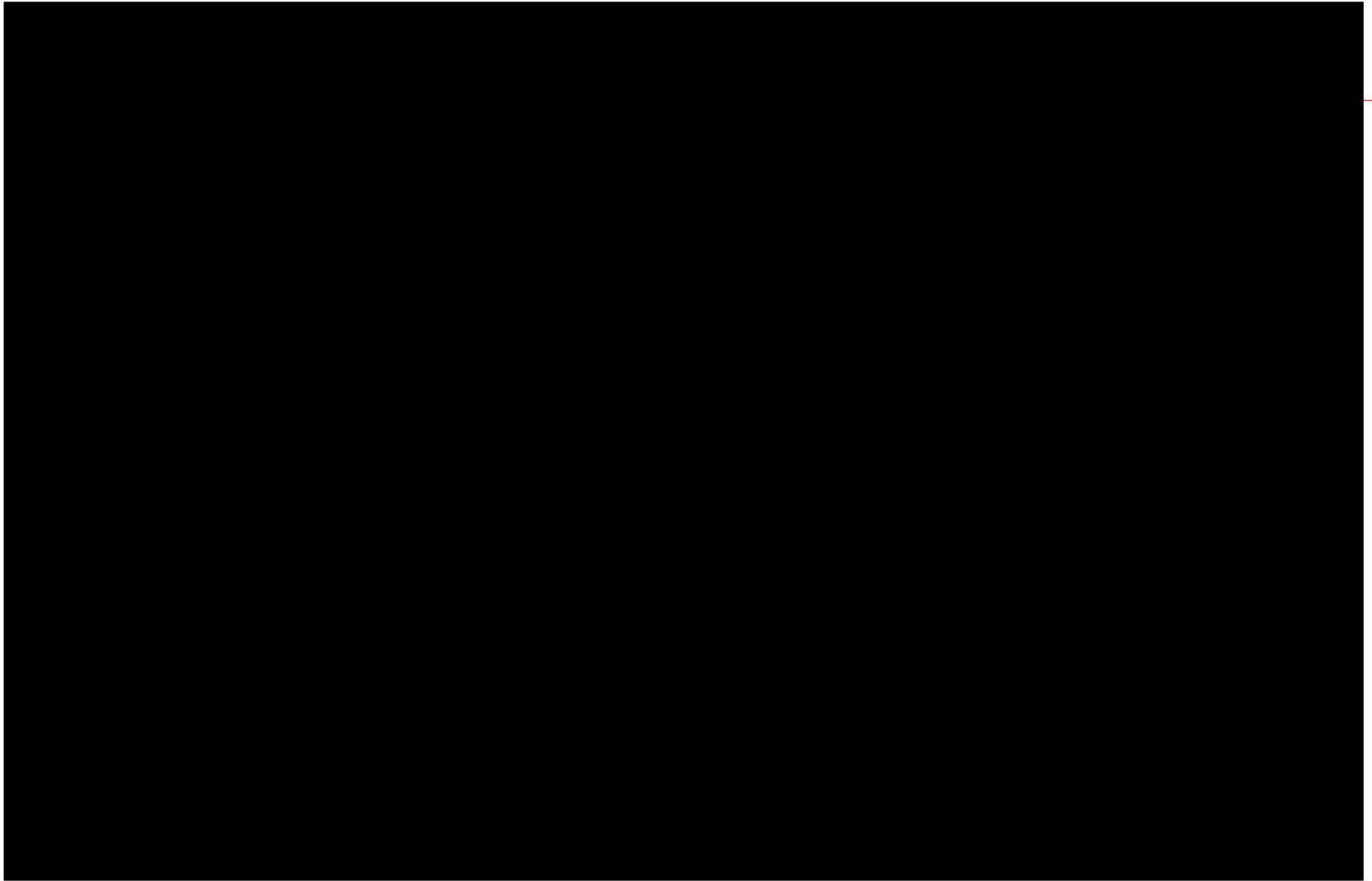












# EXPERIENCE AND CAPABILITY





# LEVERAGE OUR SIZE GLOBALLY, AND OUR EXPERIENCE LOCALLY



510

Locations



46,600

Vehicles



55,500

Employees



5 Million

Daily Student Journeys



1,100

School District  
Contracts



39

States

8

Provinces/  
Territories



Caring for students. That is our First priority.

# A RECOMMENDED SOLUTION FOR 100+ YEARS



95%

Of Our Customers Would

**RECOMMEND  
FIRST STUDENT**

To Their Colleagues

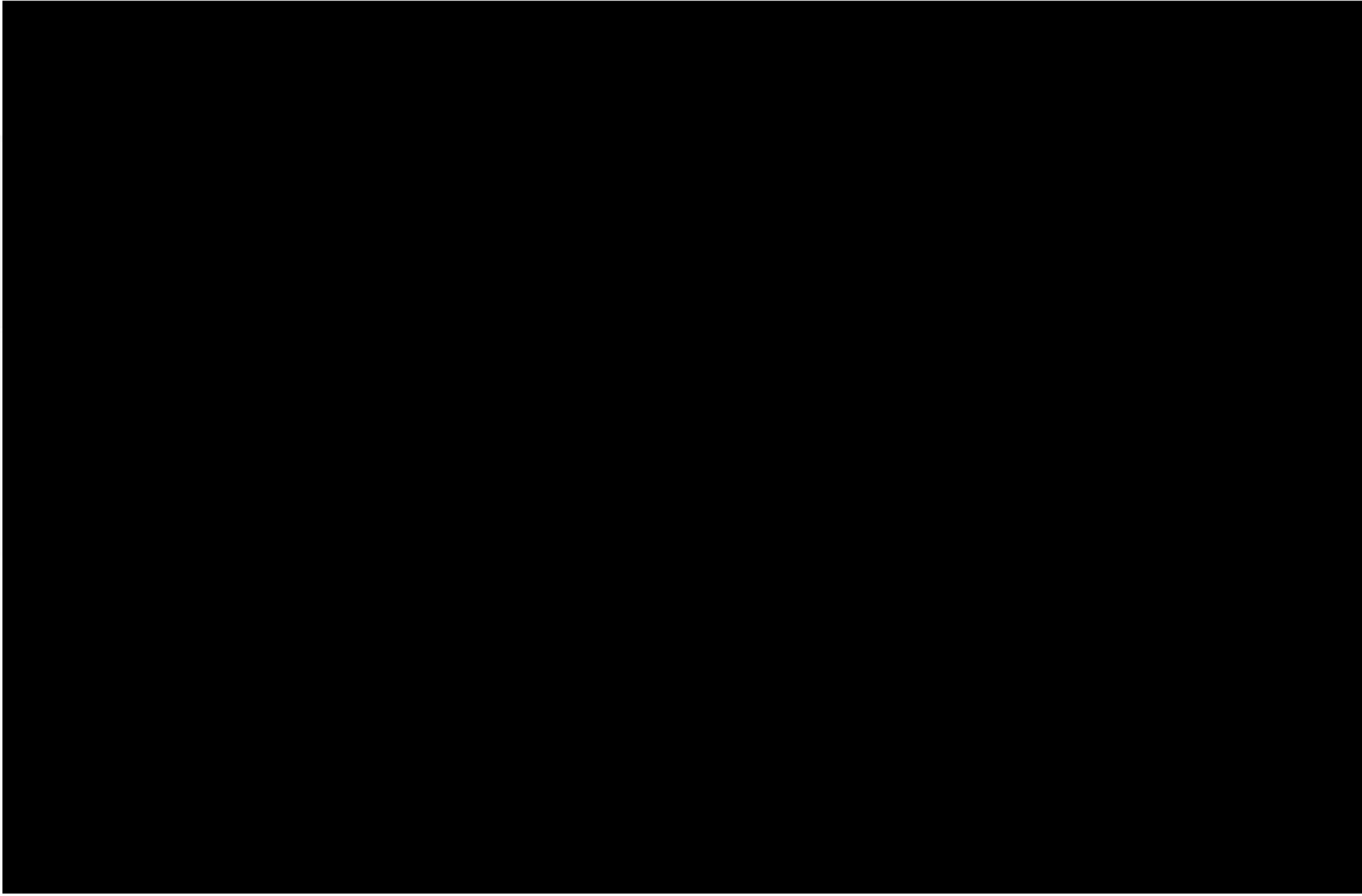
“We know that every day we are going to have clean buses, well maintained buses. We are going to have drivers that are courteous, we are going to have drivers that are well trained, we know we are going to have kids picked up on time.”

“First Student devoted the required resources and was able to meet our expectations with staffing and equipment. They have done an amazing job with recruiting, hiring, and training a sufficient number of drivers to cover our transportation needs.”

“First Student’s current service level is the best I’ve seen in my 21+ year career as a school district finance and operations professional.”

# EXPERIENCE & QUALIFICATIONS OF PROPOSED STAFF







# CLOSING COMMENTS







**THANK YOU**

QUESTIONS AND ANSWERS

# APPENDIX

