SMART tag

the **SMART** choice

for safe and secured student transportation

Why is SMARTtag™ the SMART choice?

- Northwest ISD transportation currently uses Zonar, which is quickly becoming outdated and more costly to upgrade than changing to an improved program. Numerous inaccuracies have been occurring regarding the parent app causing parent concerns when they are not able to track their student's location to and from school along with other issues we work through daily.
- Below are a few of the key functions that will better serve our community and school district.
  - SMART Tag has advanced to become one of the industry leading bus ridership programs.
  - Utilizing RFID cards for accurate ridership ensures students are getting off at the correct stops along with being placed on the correct bus, which is important for all students but even more important for elementary students.
  - Safer for drivers by offering turn-by-turn directions versus the paper route sheets we currently use. SMART Tag seamlessly works with our current routing software, which removes the need to change that program as well.
  - Real-time parent communication regarding delays and any other communication we need to push out to parents.

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Student ID Cards

SMART tag™ student ID cards are printed with a barcode that is the student's ID number making the card multi-purpose to be used in the library and cafeteria.

Student ID card

Protective sleeve

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Seating Charts

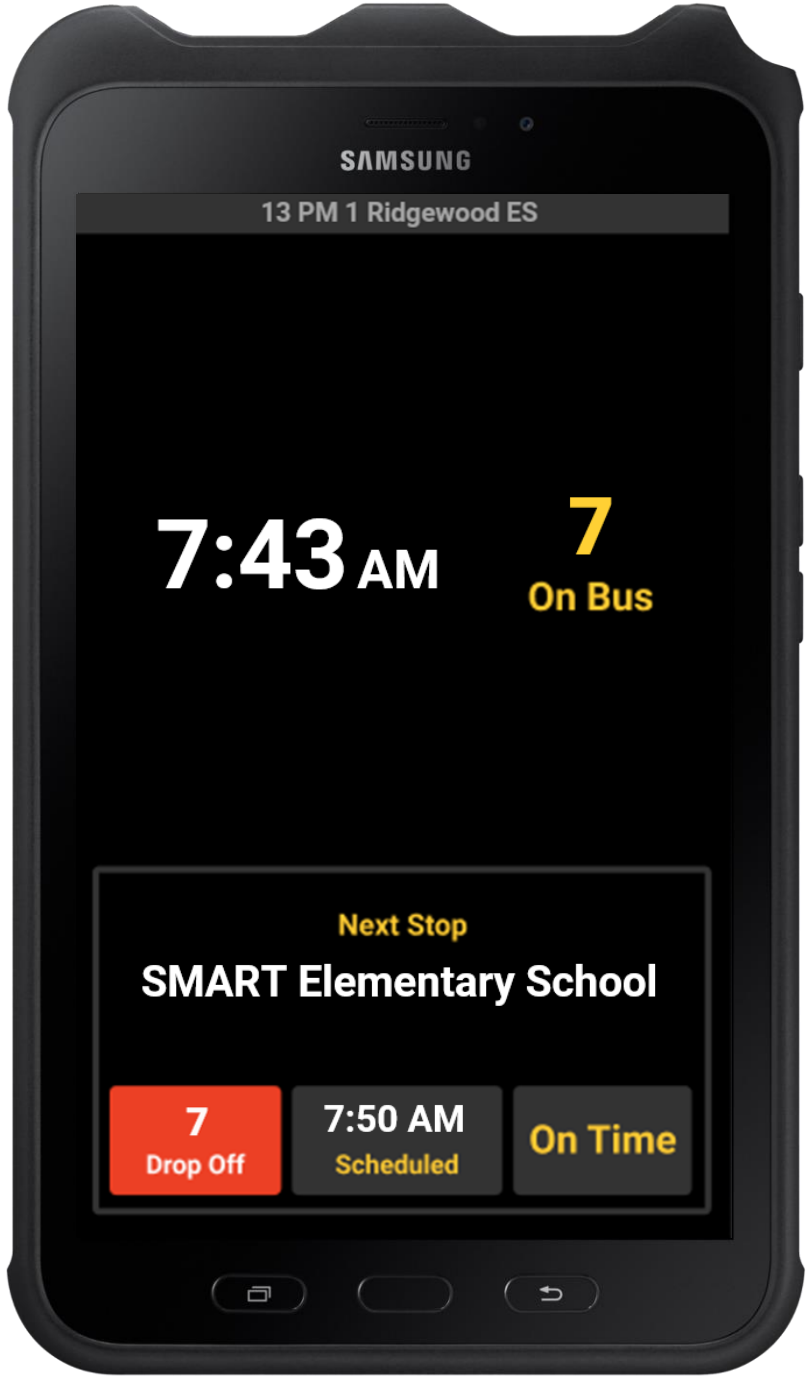
Electronic seating charts are customized to each route tier making it easy to know where students have assigned seats for contact tracing.

Seating charts are configured to match the seats in all different bus types.

Drive Mode

For safety, when the bus is moving the screen becomes non-interactive but displays important information for drivers.

SMART tag™ also displays how many students on the bus need to get off at the next Drop Off stop so drivers don’t need to ask.

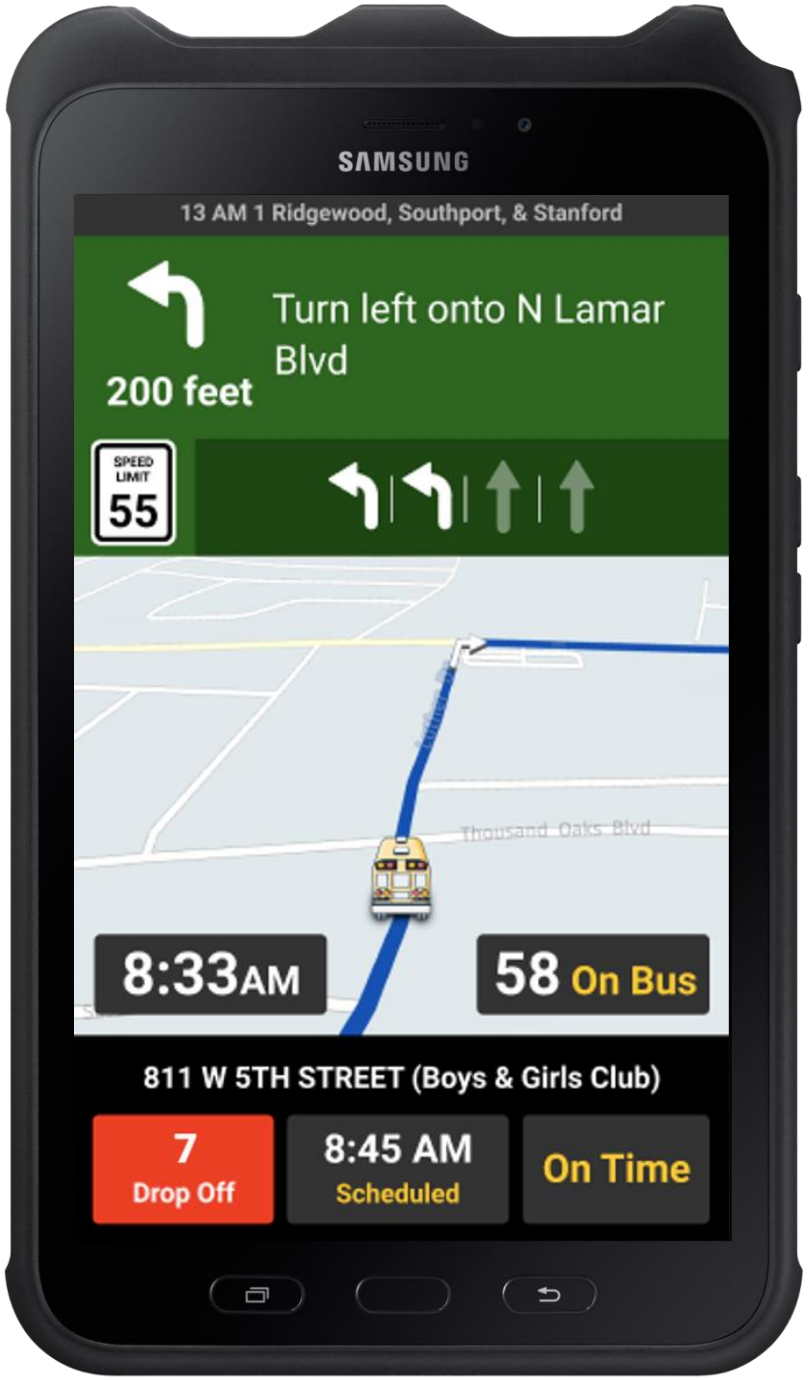


SMARTtag

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Turn-By-Turn Navigation

Turn-by-turn navigation is configurable so it can be displayed with written directions only, or you can also activate the map.

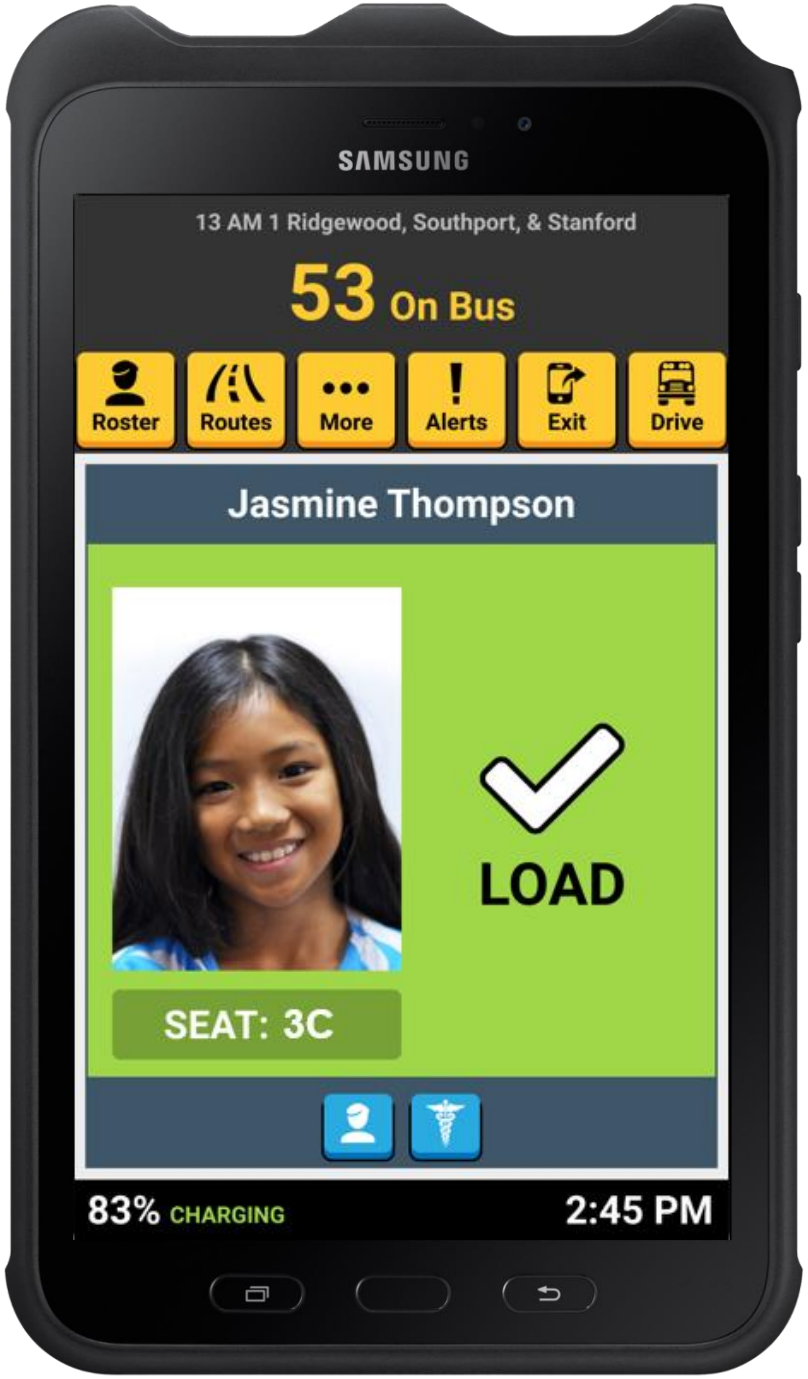


SMARTtag

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Authorized Loading/Unloading

SMART tag™ informs drivers when students are authorized to load onto their bus and when students are authorized to get off at their assigned stop with visual and audio cues.

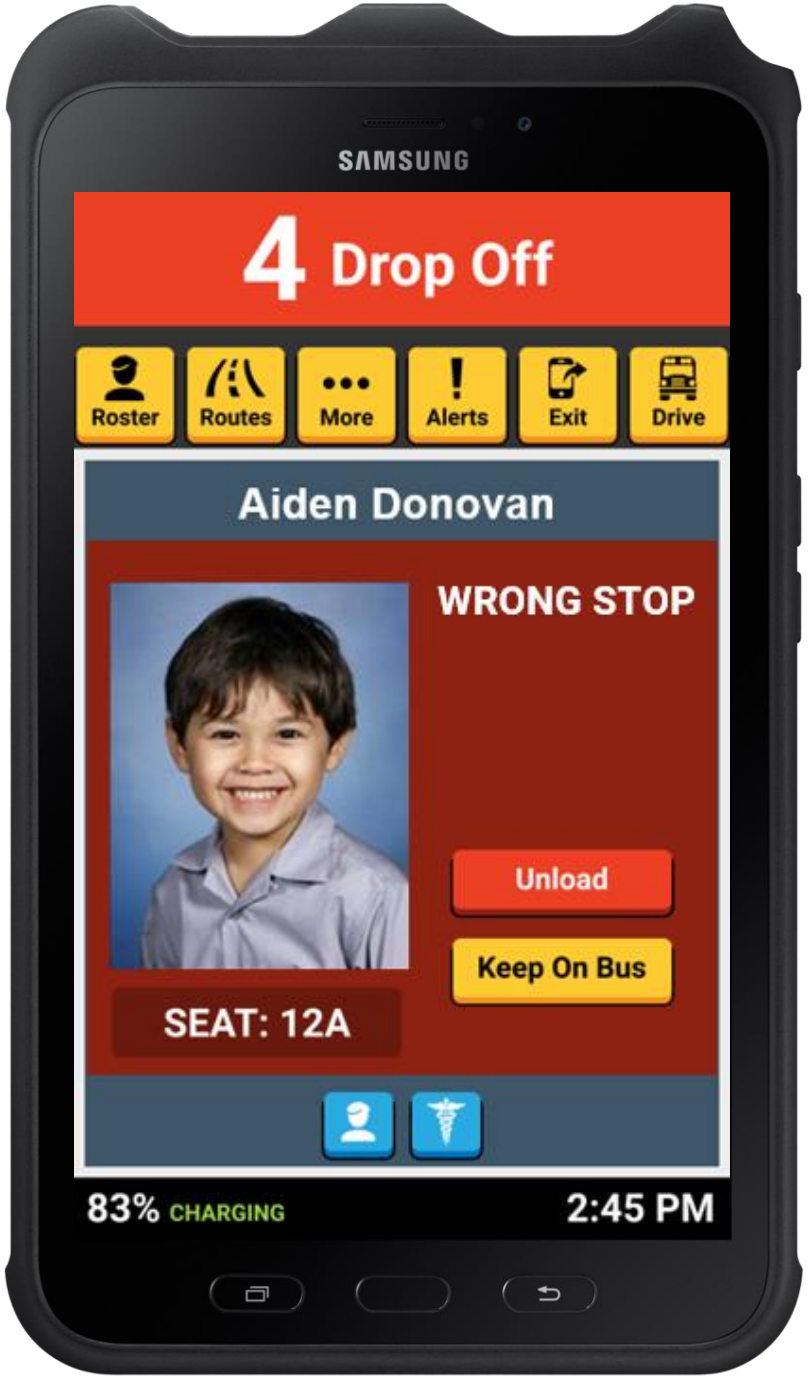


SMART tag

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Unauthorized Loading/Unloading

When students attempt to get on the wrong bus or get off at the wrong stop, SMART tag™ alerts the driver to prevent that from happening.

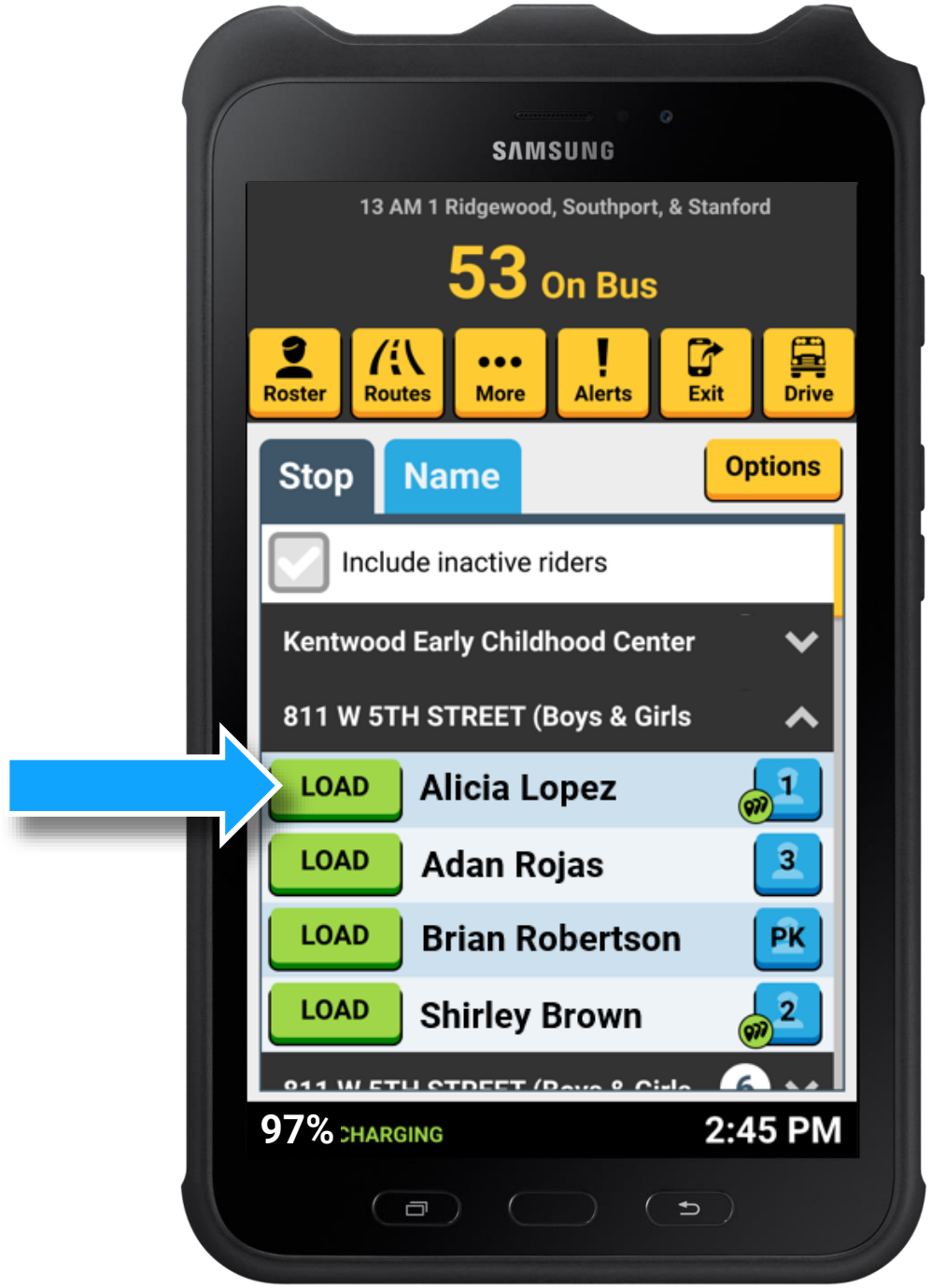


SMARTtag

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Manual Loading/Unloading

If a student forgets or loses their SMART tag™ ID, the driver simply taps the load or unload button next to the student's name.



Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Guardian Required

SMART tag™ has a patented Guardian Required feature that helps ensure students are released only to authorized guardians and records the date, time, location and which guardian received the student.

SMARTtag

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Emergency Request

If an emergency arises, a driver can tap on one of the several options on the Emergency Request screen.

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Evacuation and Reunification

Getting students away from danger is the most important objective.

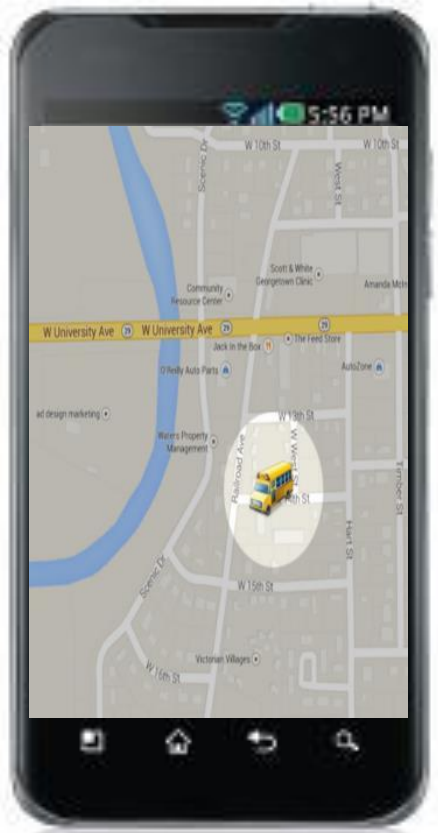
Knowing which students are on which buses for reunification is the second most important objective.

SMARTtag

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

SMART Alerts/Locate

SMART alerts are text messages that inform parents when the bus is approximately 10-15 minutes from their child's stop. SMART Locate is a feature that allows parents to see the location of the bus on its way to their child's stop and on to school.



SMARTtag

Patents 9977935, 10452878, 10636230, 10685521, 11170590, 11195360

Switched from another student ridership authorization system to SMART tag™

Number of times a Director of Transportation has purchased SMART tag™

WASHINGTON
North Thurston Public schools
Snoqualmie Public Schools

IDAHO
Blaine County School District

CALIFORNIA
AVS Transportation Agency (2)
Central Unified School District
El Centro Elementary School District
Franklin McKinley Public Schools
Gateway Unified School District
Palmdale School District
Rowland Unified School District

COLORADO
Douglas County School District
Eagle County School District
Summit School District
Littleton Public Schools

TEXAS
(next slide)

ARKANSAS
El Dorado Public Schools
Searcy Public Schools
Pea Ridge Schools

ILLINOIS
North Clay CUSD #25
Evanston/Skokie School District 65

HEAD STARTS
Head Start Allegan County
Head Start Central Illinois
Head Start Kent County

SMARTtag School District Partners

Switched from another student ridership authorization system to SMART tag™

Number of times a Director of Transportation has purchased SMART tag™

TEXAS

Abilene ISD
Academy ISD
Alief ISD
Andrews ISD
Angleton ISD
Barbers Hill ISD (3)
Beaumont ISD
Bellville ISD
Belton ISD
Big Spring ISD
Bridge City ISD
Burkburnett ISD
Cleburne ISD
Cleveland ISD
Colorado ISD
Columbia-Brazoria ISD
Columbus ISD
Conroe ISD
Copperas Cove ISD
Corsicana ISD
Del Valle ISD
Dripping Springs ISD
Eagle Pass ISD
Eanes ISD
Elgin ISD
Faith Family Academy
Forney ISD
Georgetown ISD
Grand Prairie ISD
Grapevine-Colleyville ISD
Hays CISD
Humble ISD
Irving ISD
Jarrell ISD
Kerens ISD
Klein ISD
La Porte ISD
Lake Travis ISD
Lamar CISD
Lamesa ISD
Leander ISD
Liberty Hill ISD
Lufkin ISD (2)
Maypearl ISD
Midlothian ISD
Midway ISD
Nacogdoches ISD
New Caney ISD
North East ISD
Plano ISD
Rockdale ISD
Round Rock ISD
San Angelo ISD (2)
San Benito CISD
San Marcos CISD
Spring Branch ISD
Stanton ISD
Stephenville ISD
TCLA San Angelo
Temple ISD
Tomball ISD
Waller ISD
West Orange-Cove CISD
Wimberley ISD

SMARTtag Texas School District Partners

SMART tag

Thank you!