



Transportation Department Update

2017/18

Robert Snidemiller, Senior Director

August 15, 2017

August 2017 Transportation Update

- What's New?
- 2017-2018 Route Plan
- Exceptional Children Transportation
- Communications/Customer Service
- Bus Driver Recruitment
- Maintenance
- In Process/Next Steps

What's New?

➤ New Schools

- North Wake College and Career Academy – 3 Buses
- River Bend MS – 15 Buses
- Rogers Lane ES – 9 Buses
- Horton's Creek ES – 9 Buses

➤ Other Changes

- Apex HS swings to Green Level HS site – 4 Buses (added No Transport Zone Buses)
- Panther Creek HS overflow to Apex HS – 1 Bus
- Magnet School Growth
 - 1 Bus at Athens Drive HS
 - 3 Buses at Enloe HS, offset by reduction of 3 base buses

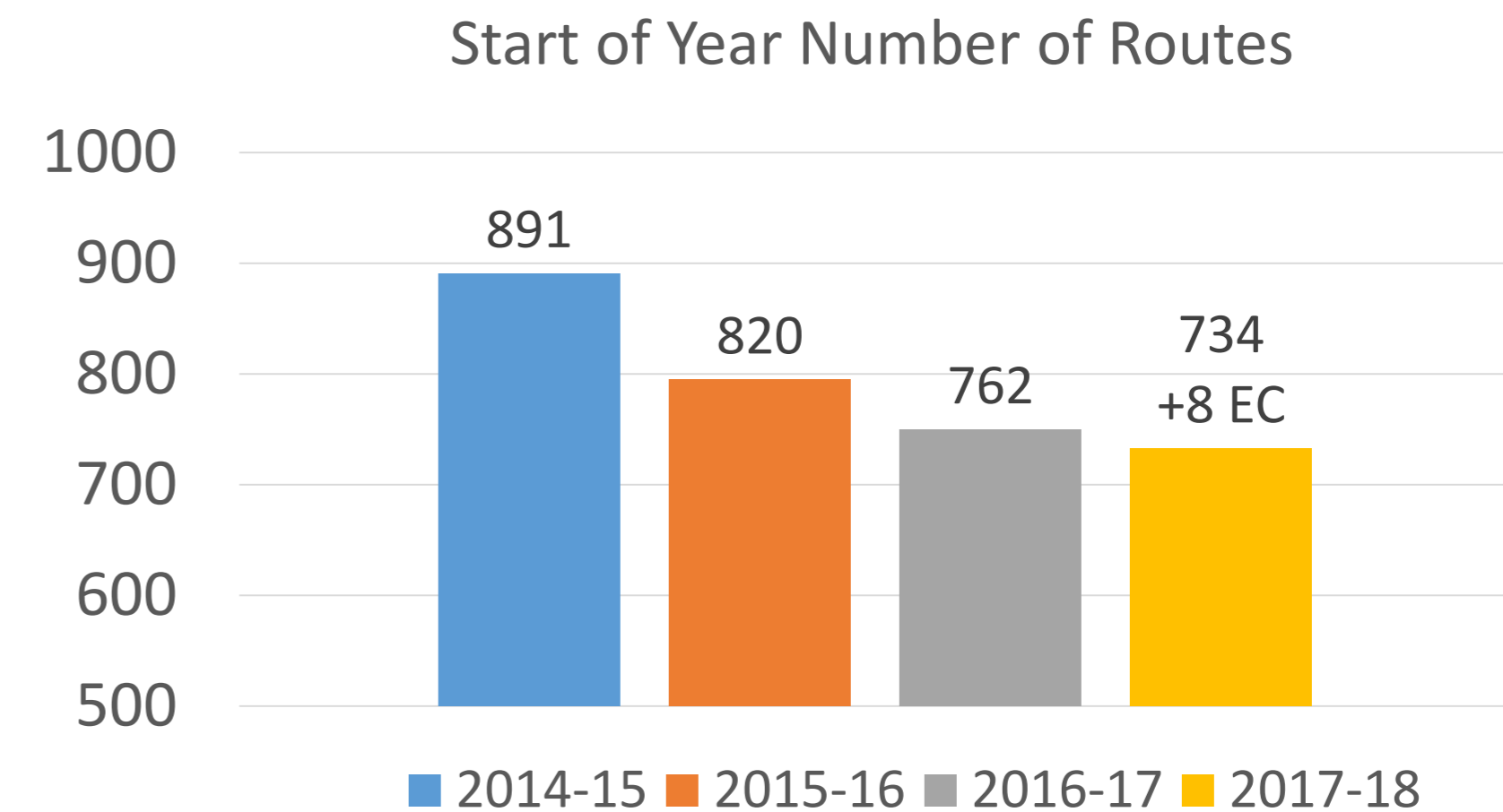
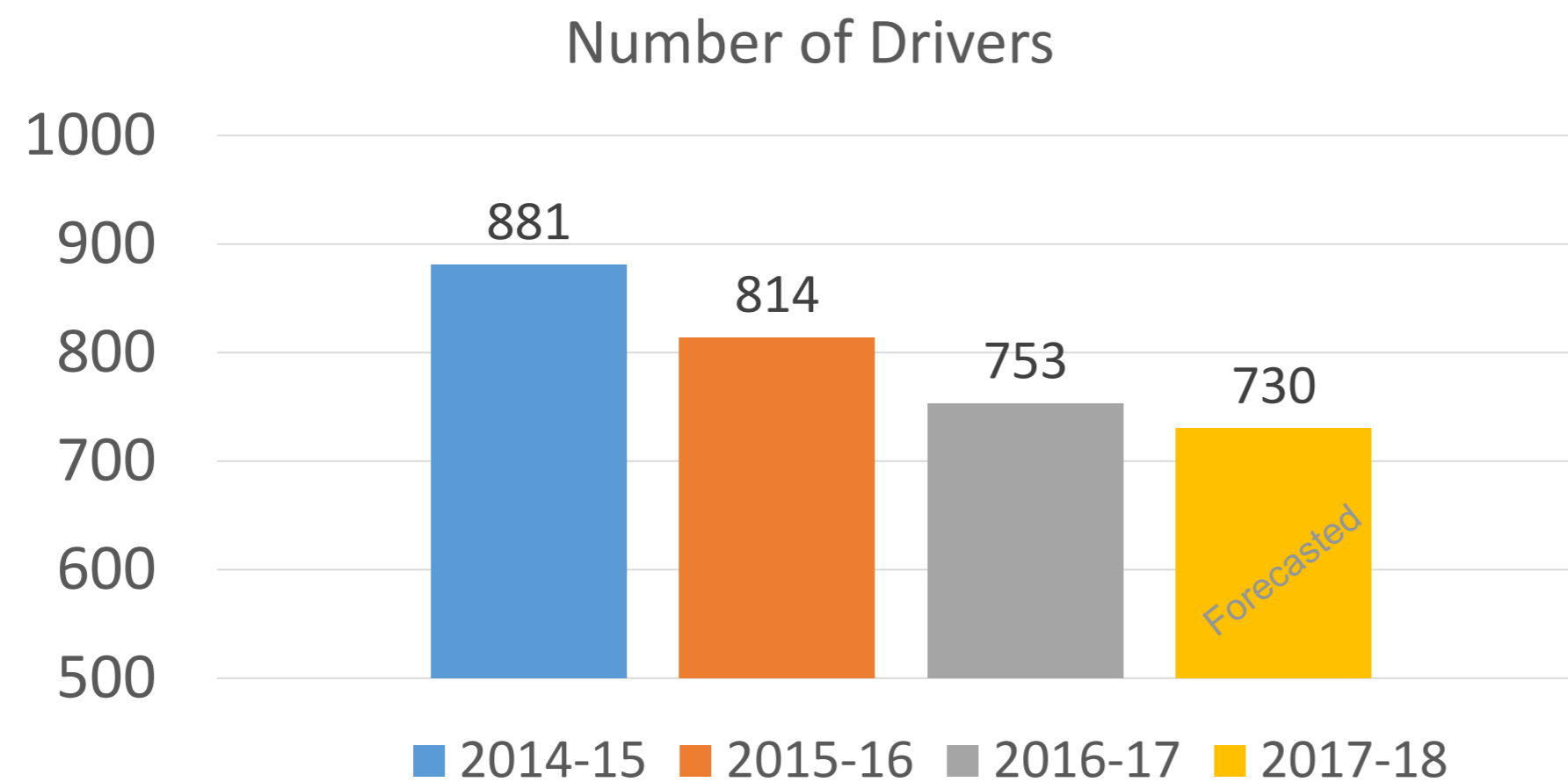
What's New?

- Bus Cameras – 825 buses with interior cameras (route and spare)
- Here Comes The Bus
 - Free App for parents
 - Uses GPS real time data to follow bus
- Student Identifier Tags
 - Standardization across all elementary schools
 - Students wear tags all year

2017-2018 Route Plan

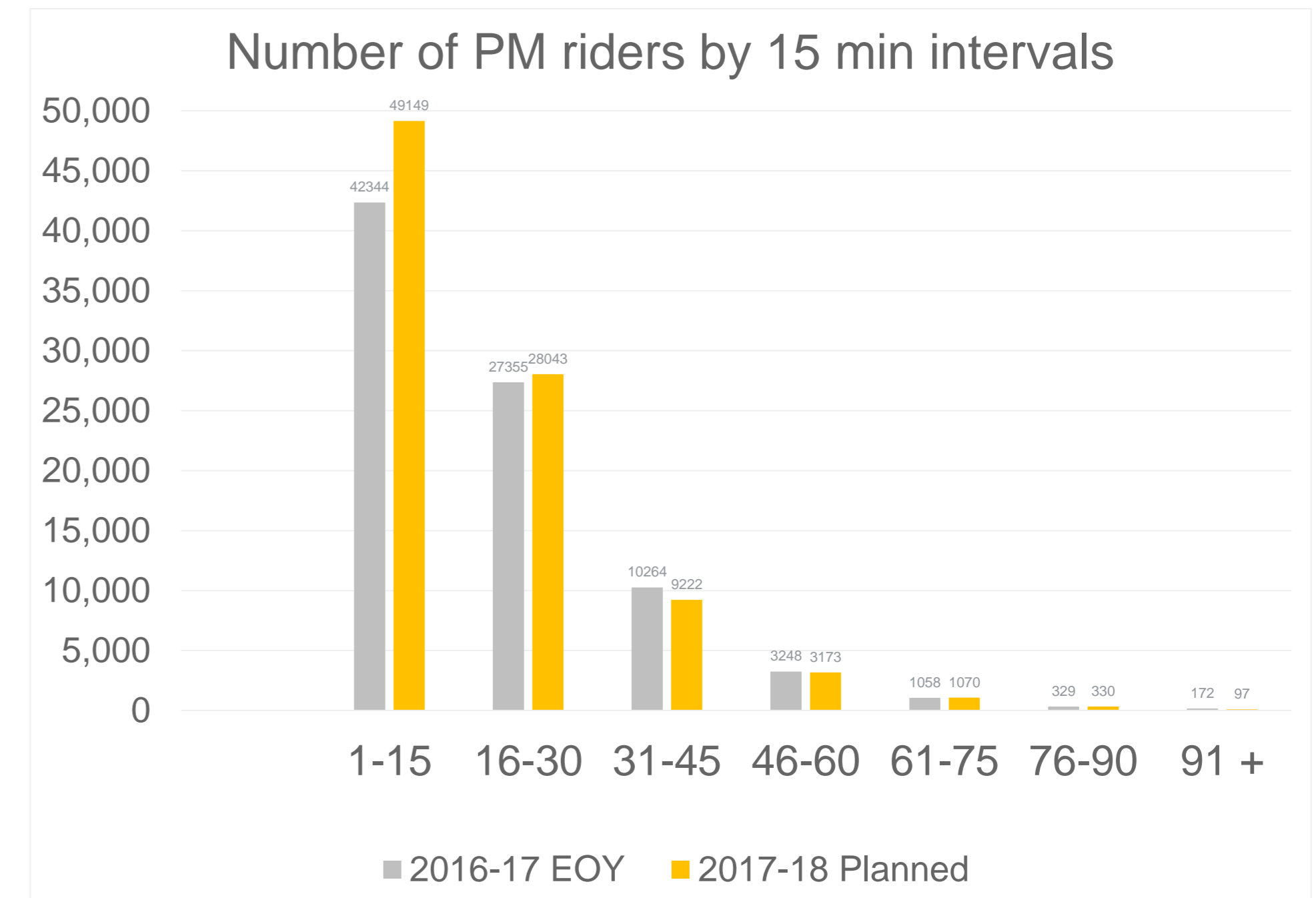
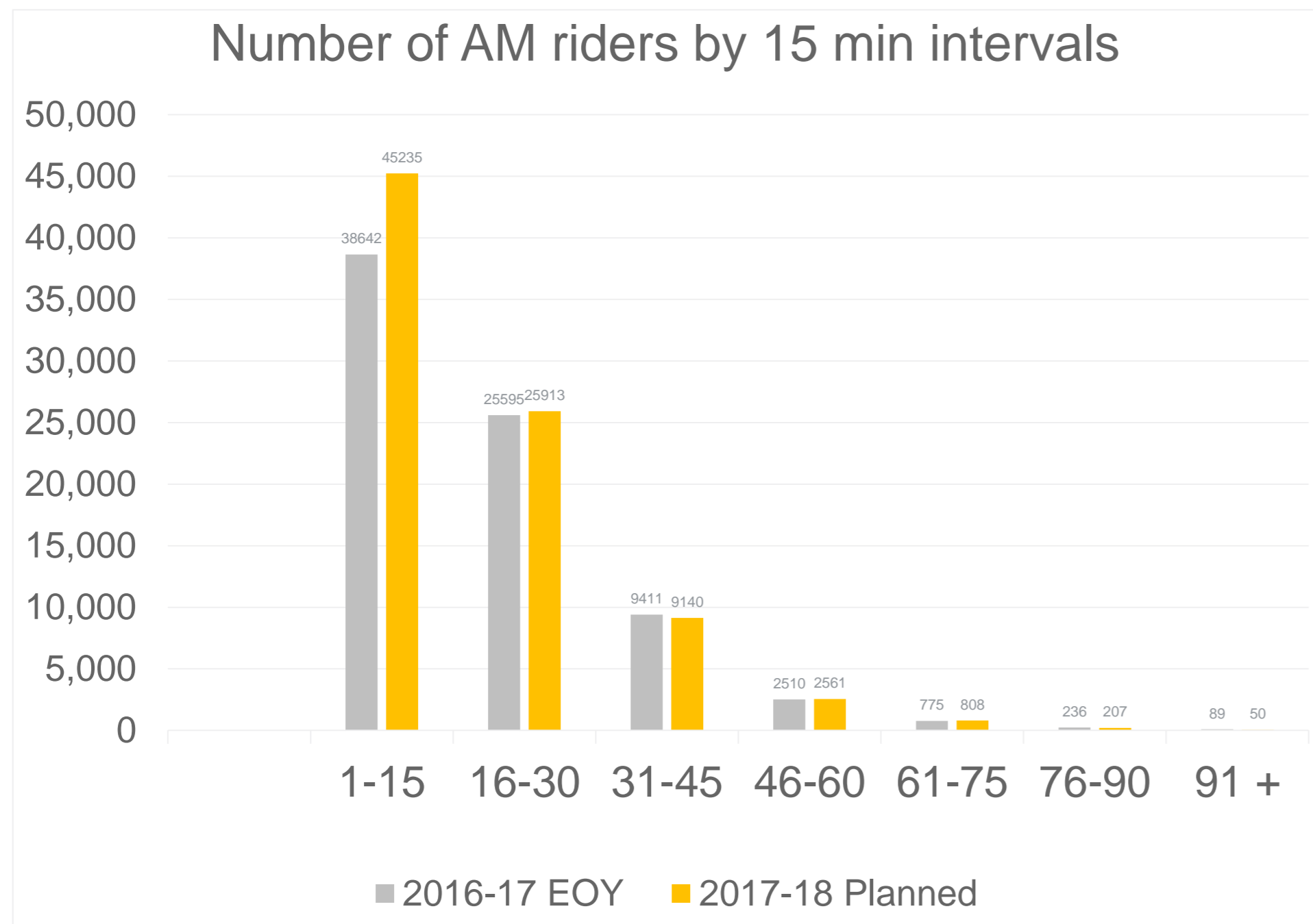
➤ Matching resources (Drivers = Routes)

➤ Target 740 routes

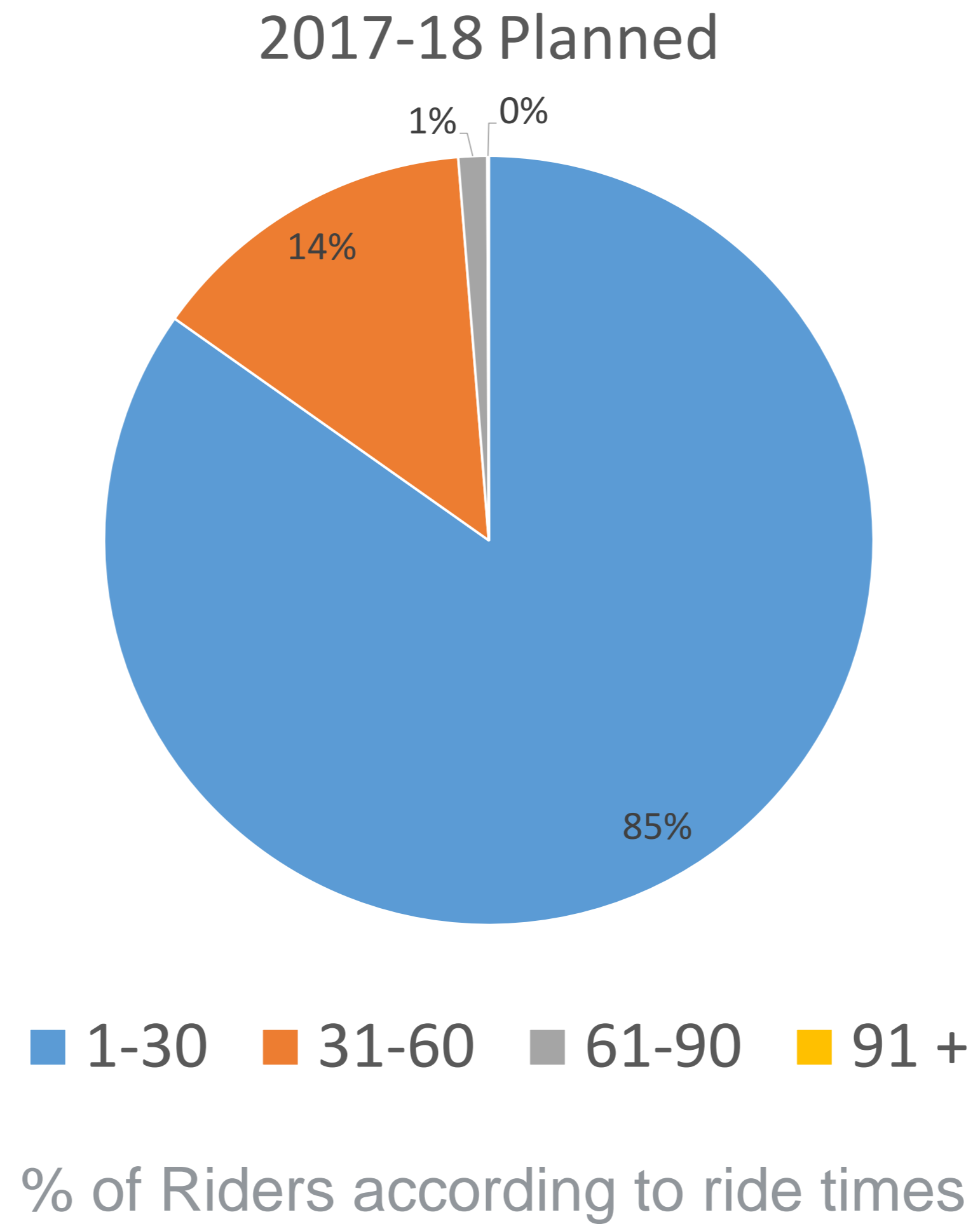


2017-2018 Route Plan

➤ More students with shorter ride times

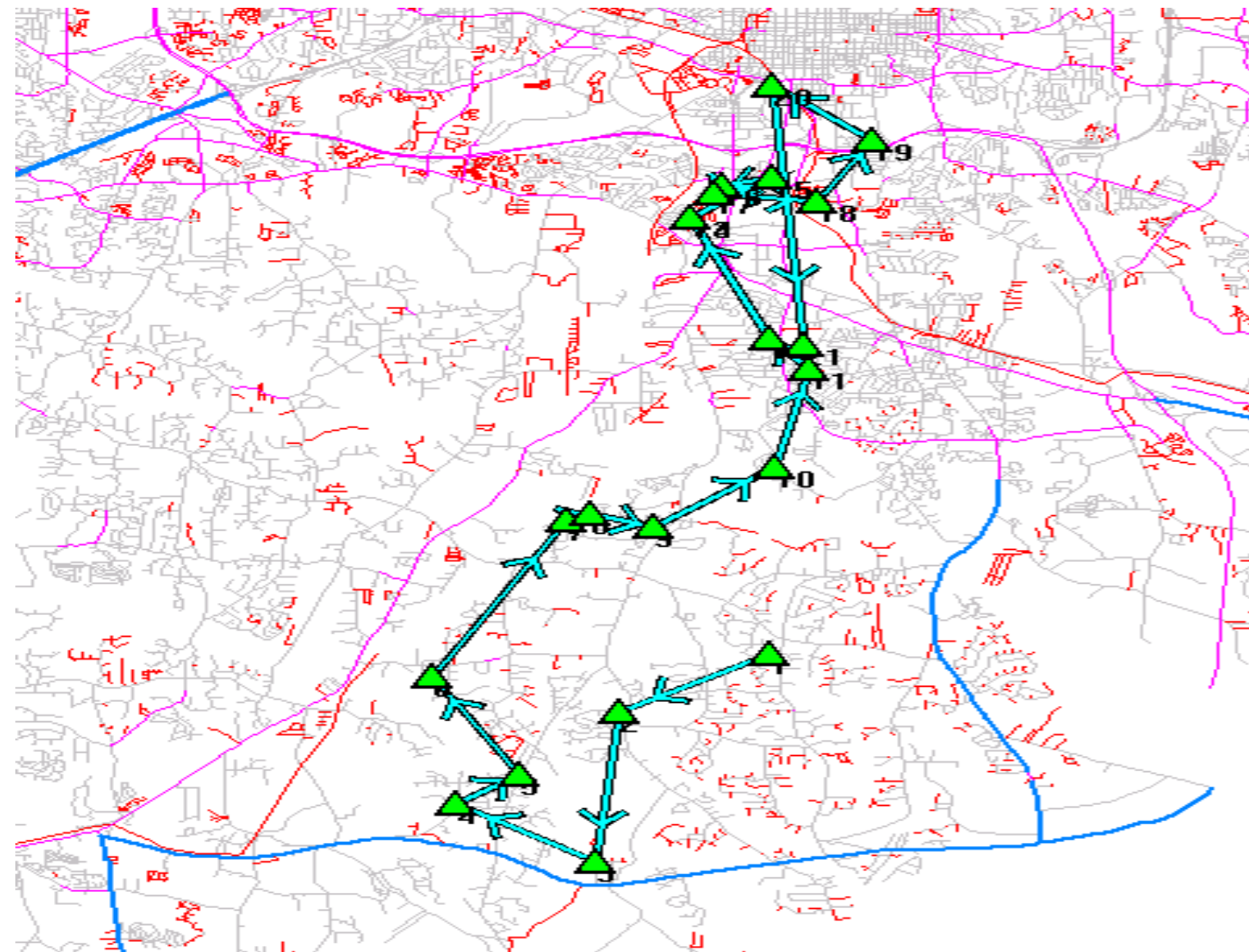


2017-2018 Route Plan

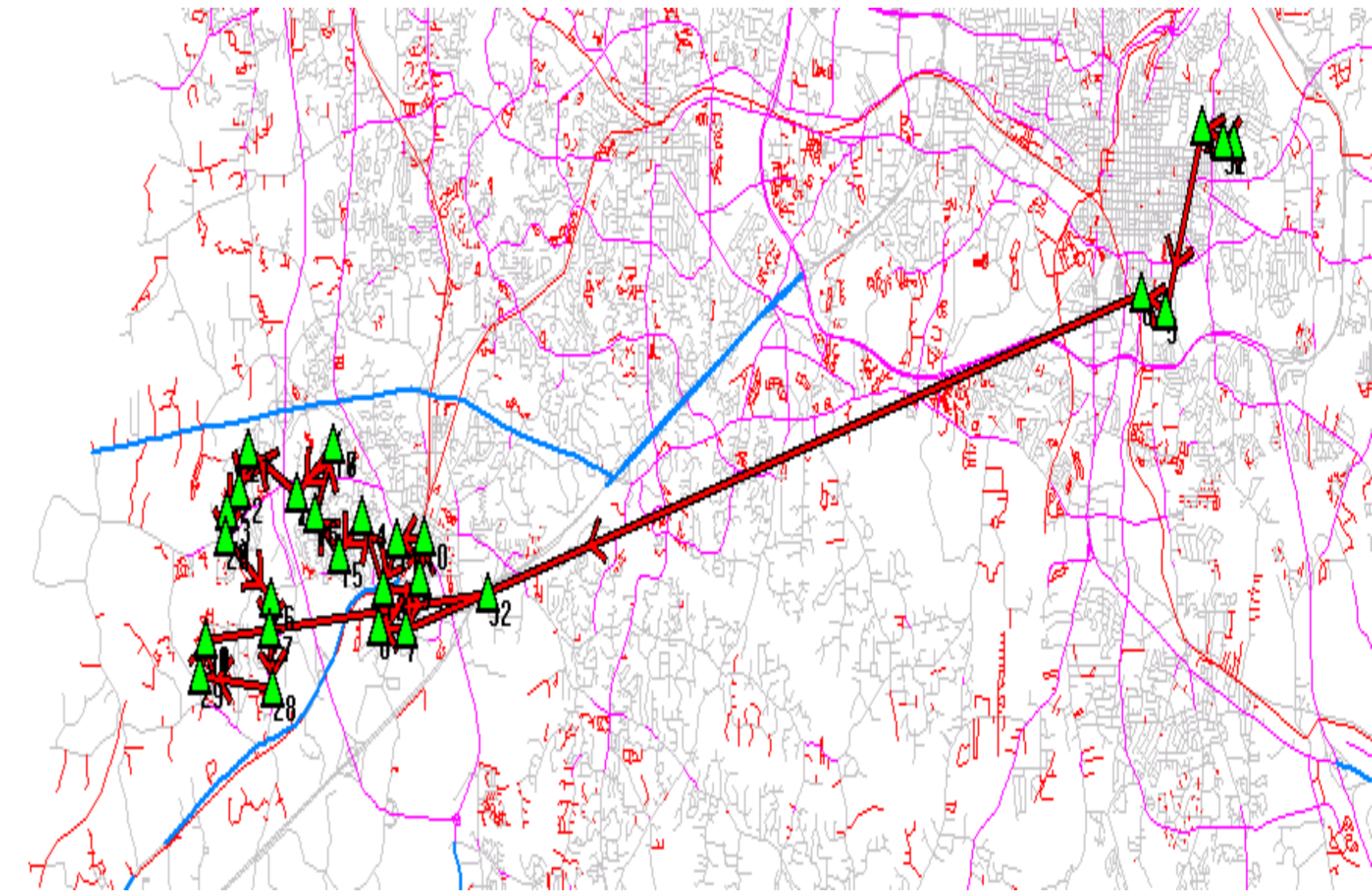


2017-2018 Route Plan

Washington/Fuller 13 – Falcon
101 minutes
7:19 AM – 9:00 AM



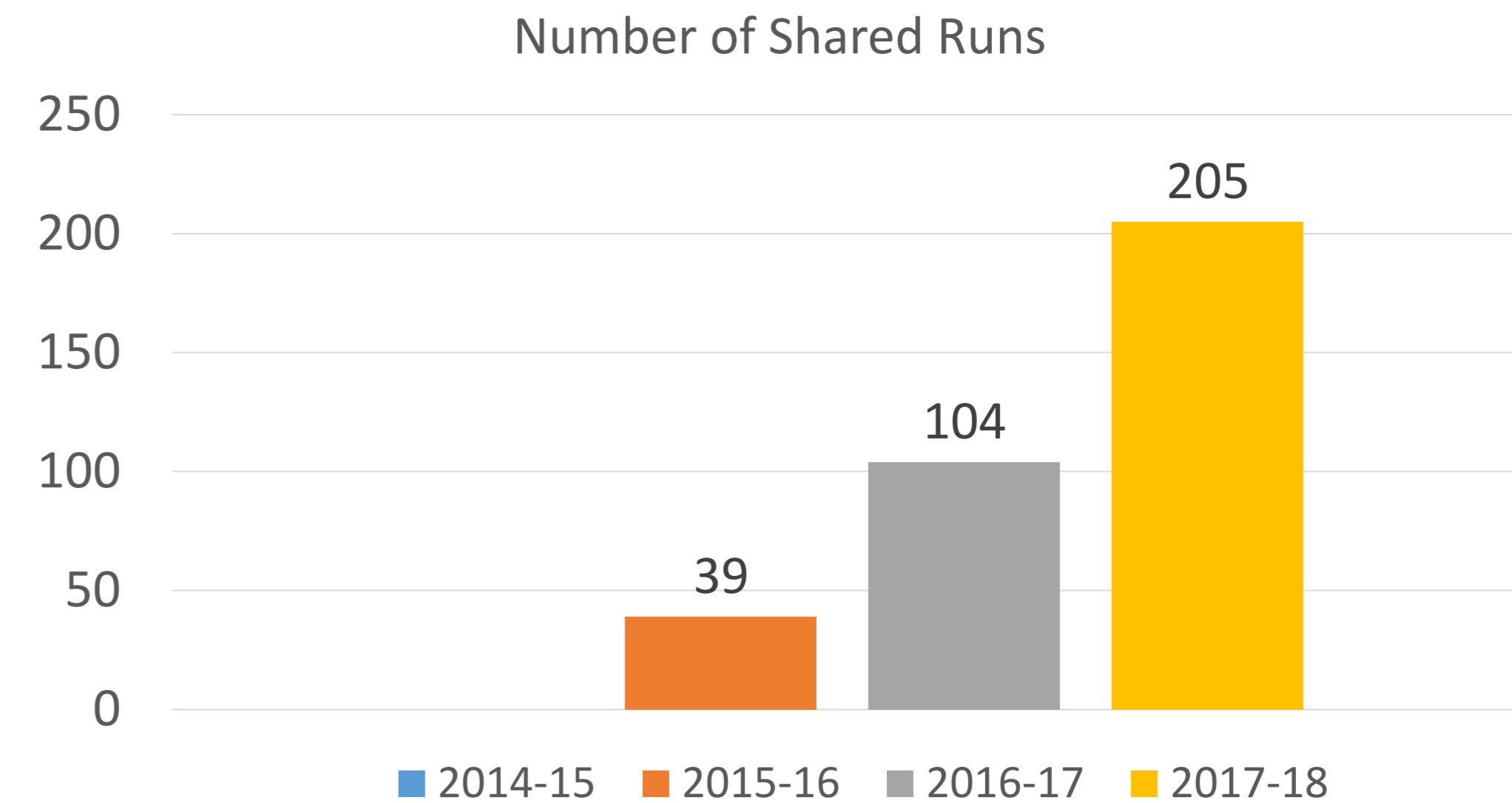
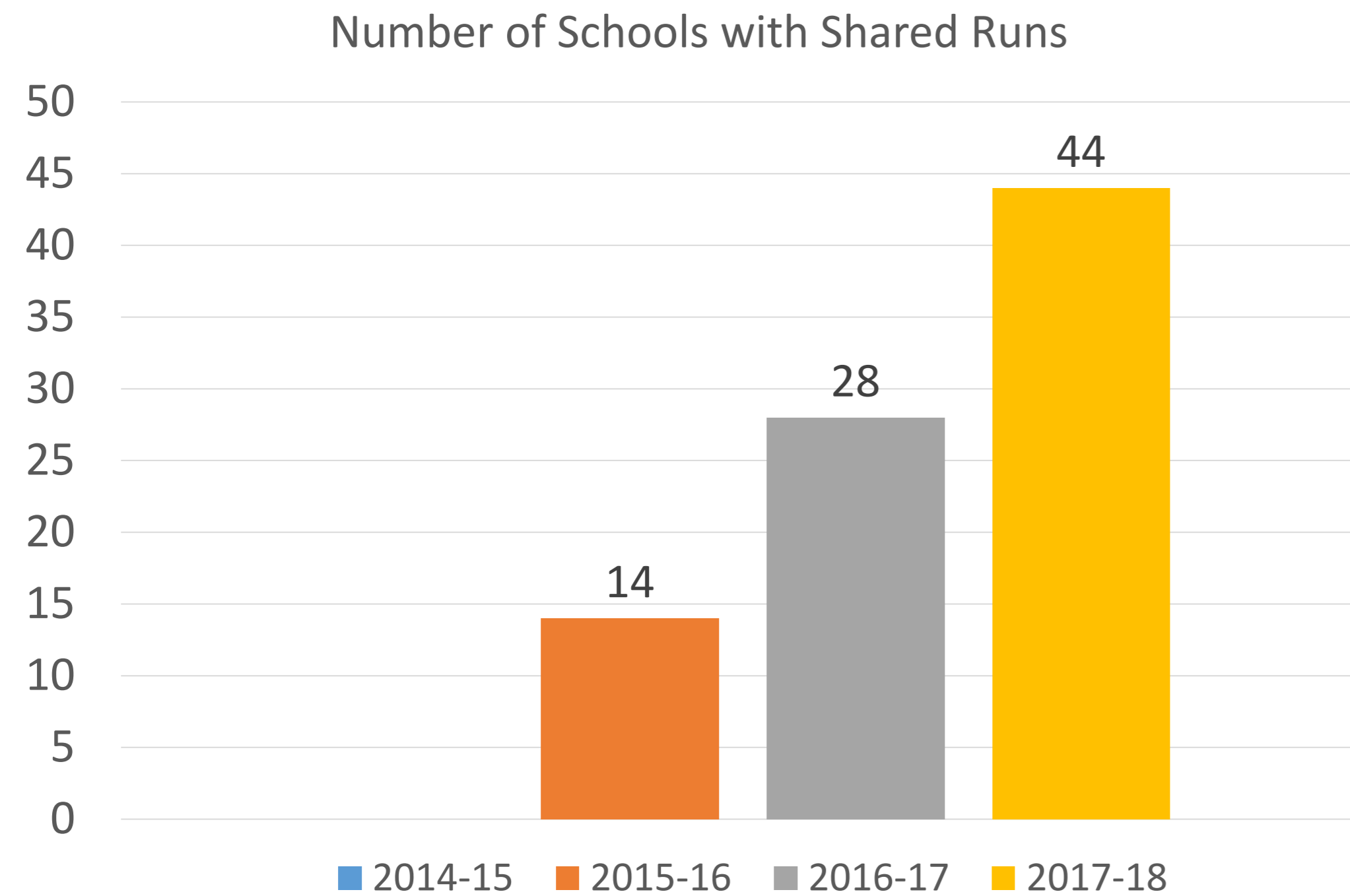
Enloe/Carnage 56
105 minutes
2:30 PM – 4:15 PM



Both routes provide neighborhood stops

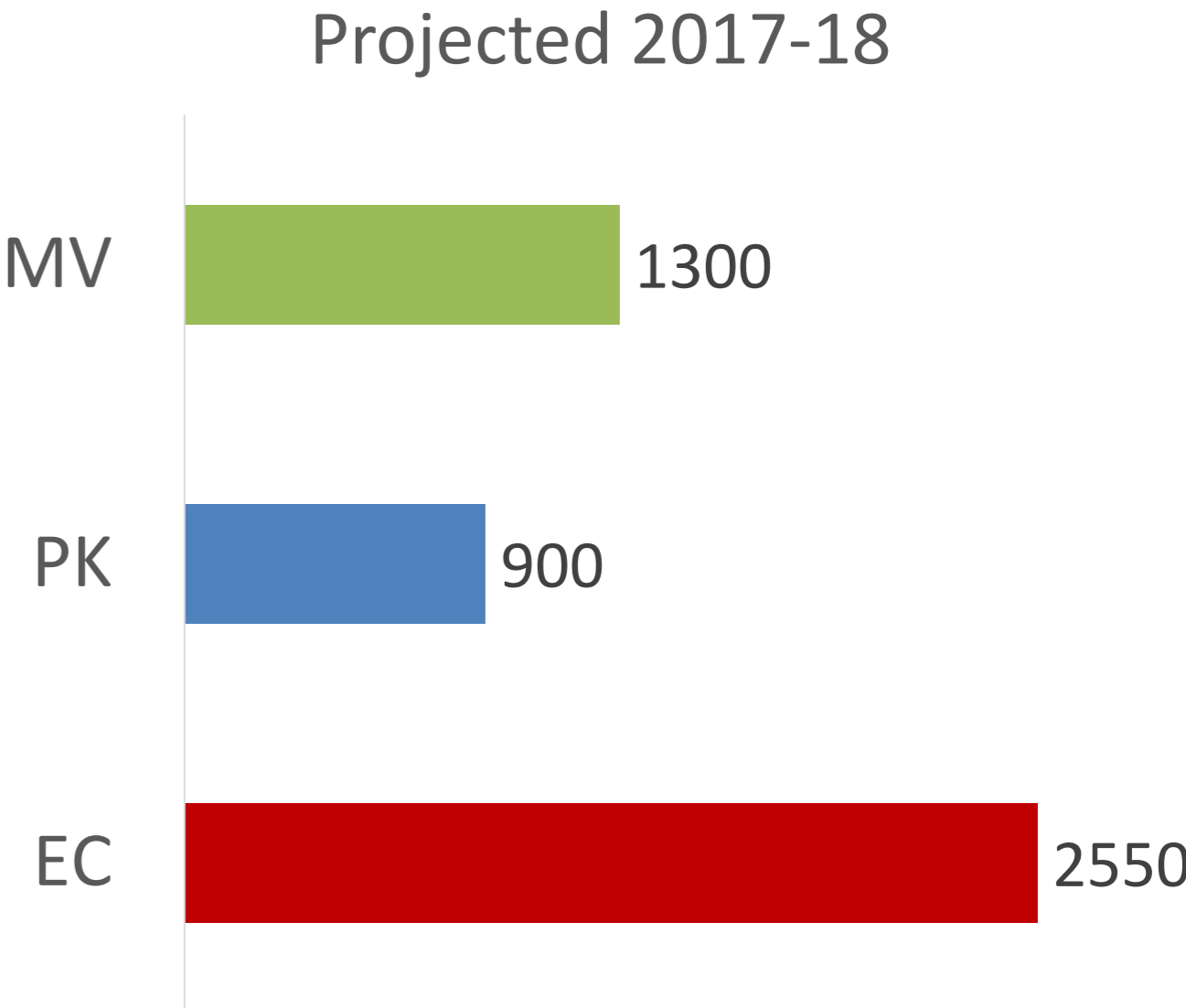
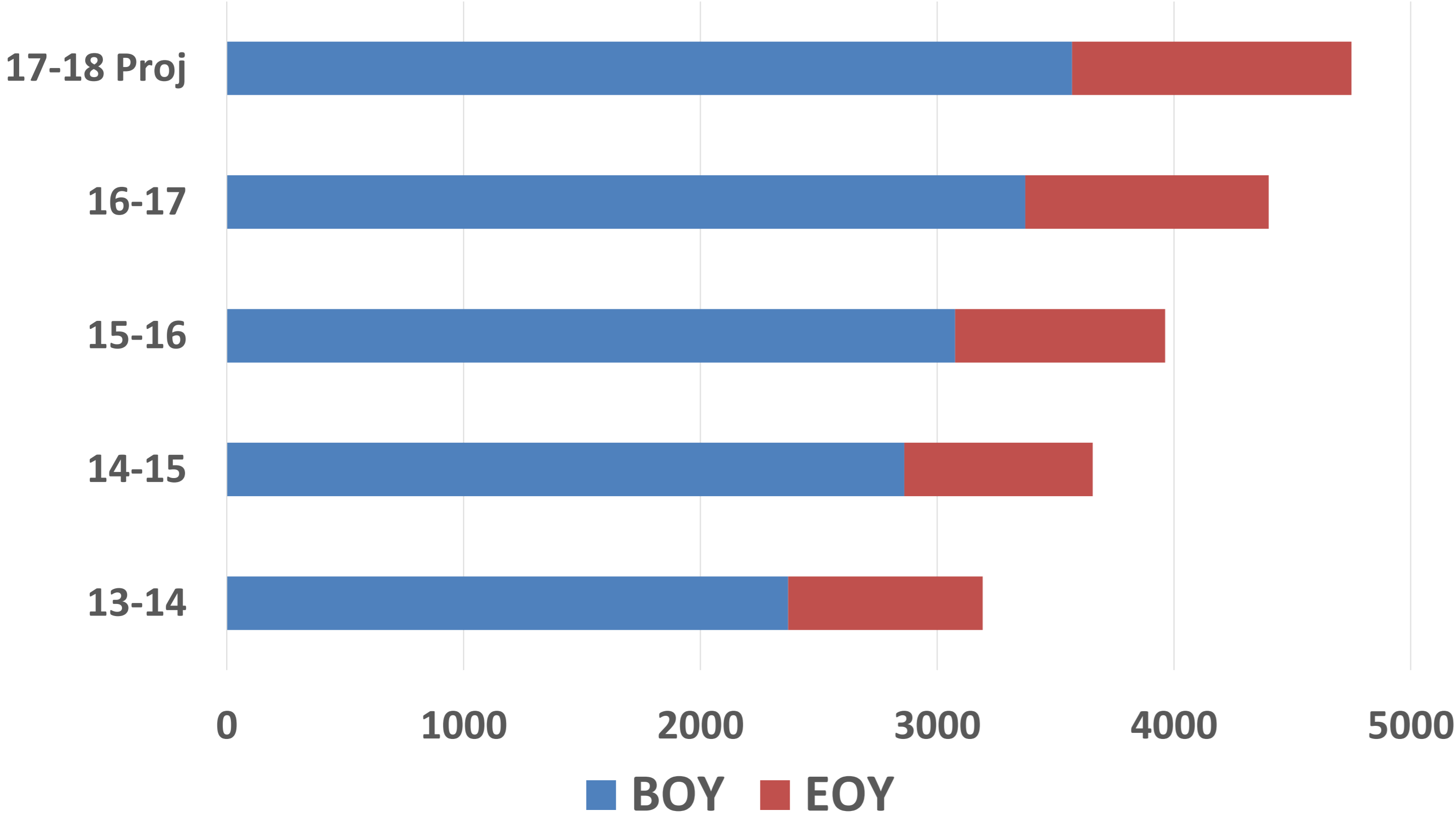
2017-2018 Route Plan

➤ Increase in shared runs



Shared runs = 1 bus makes 2 runs to same school – on time!

Exceptional Children Transportation



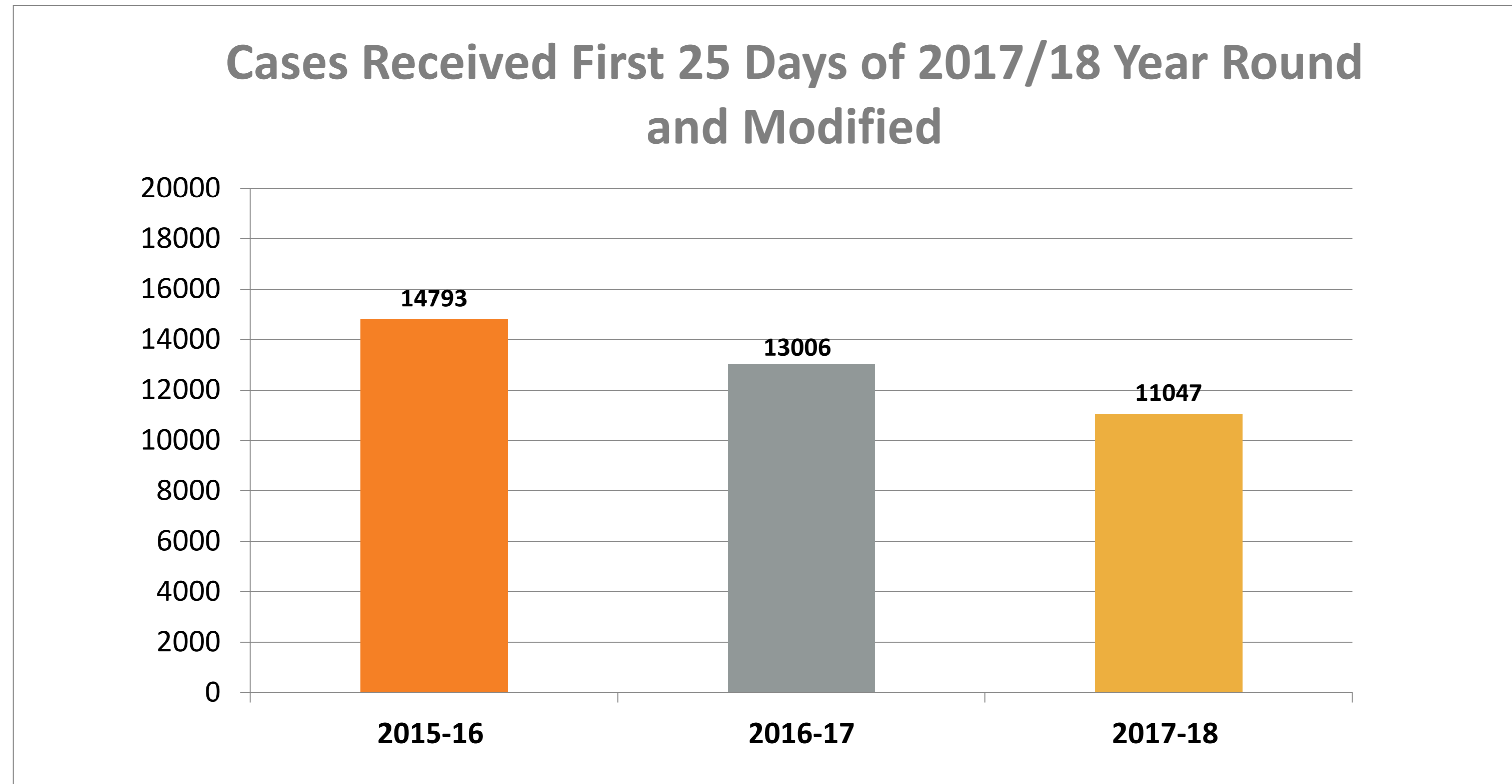
Large percentage of MV and PK live outside base attendance area

Communications/Customer Service

WCPSS Transportation: Preliminary Master Schedule, 2017-18 School Year

Communicating with Families		Year-Round	Modified	Traditional
Open Trans Module to Receive Requests for 2017-18 Enrollees	Trans Module	January 5, 2017		
Notify families based on 2016-17 ridership and what they need to do for the 2017-18 school year. ("Your student is counted as a rider for the 2017-18 school year.")	SchoolMessenger and Postcards	SchoolMessenger Week of May 8 Postcards Week of May 15	SchoolMessenger Week of May 8 Postcards Week of May 15	SchoolMessenger Week of May 8 Postcards Week of May 15
Open Internet and Trans Module to receive requests from eligible families to request transportation (stop assignment based on home address) for the 2017-18 school year	Trans Module/ Internet	May 15, 2017	May 15, 2017	May 15, 2017
Message to Families with eligible riders that are not assigned letting them know the deadline	SchoolMessenger	(Multiple Dates) May 22, 2017	(Multiple Dates) June 19, 2017	(Multiple Dates) July 17, 2017
Deadline for Submitting Requests to Ensure Service on the First Day of School	Communications	June 9, 2017	June 26, 2017	July 24, 2017
Communicate with eligible families that have an approved Alternate Stop assignment in 2016-17 to determine whether to carry over for 2017-18.	Communications	April/May	April/May	April/May
Open Internet and Trans Module to receive requests for premium service	Trans Module/ Internet	August 8, 2017	August 22, 2017	September 26, 2017
Communicate to Magnet Express Riders Providing Stop Location and Arrival Times	Letters or SchoolMessenger	(Multiple Dates) June 23, 2017	(Multiple Dates) July 7, 2017	(Multiple Dates) August 11, 2017
Message to Families Announcing Routes are Posted	SchoolMessenger	June 22, 2017	July 13, 2017	August 17, 2017
Post Routes on the Internet and PowerSchool	Internet	June 23, 2017	July 14, 2017	August 18, 2017
First Day of School	Event	July 10, 2017	July 24, 2017	August 28, 2017

Communications/Customer Service



Result of improved front end communications

Communications/Customer Service

- Alternate stop carryover
 - If parents had an alternate stop within the base attendance area, they received a call to confirm the same need for this school year.
 - N/A for joint custody stops
 - Why?

- New alternate stop requests 30 days after calendar start

Bus Driver Recruitment



Recruitment – Bus Driver Job Fair Numbers

- Carroll Middle School Job Fair, 6/17/17 – 48 Attended/8 Hired
- Green Hope High School Job Fair, 7/19/17 – 50 Attended
- Southeast Raleigh High School Job Fair, 8/5/17 – 95 Attended
- Sanderson High School Job Fair, 8/17/17 – 32 Registered
- Two bus driver classes per month

Bus Driver Status

➤ From the Carroll Middle School Job Fair

- 48 Attendees
- 17 not eligible per DMV
- 31 requested to run background check
- 24 invited to class
- 17 attended class 7/11/17 or 7/17/17
- 8 PAFs to hire submitted 7/26/17

➤ From the Green Hope High School Job Fair

- 50 Attendees
- 11 not eligible per DMV
- 39 requested to run background check
- 29 invited to class
- 18 attended class 8/8/17

Ongoing Recruitment Activity

- Job Fair/Radio Advertisement
- Advertise through Schools/PTAs
- Recruit retired civil servants & military/stay at home parents
- Speaking engagements (Rotary Clubs, etc.)
- Out of State recruitment
- MSA Marketing Partnership

Out of State Recruitment

- NYC retired civil servants; PD, Port Authority, etc.
- Advertise in local out of state markets
- Advertise the weather and benefits
- At least three hired from NYC since March 2017

Bus Driver Recruitment

Partnership with MSA Marketing, Inc., Transportation, Communications, and Human Resources Departments

- Direct marketing campaign to attract bus drivers
 - Social Media
 - Billboard Advertisement
 - Website enhancements
 - Information sessions
 - Direct email to families

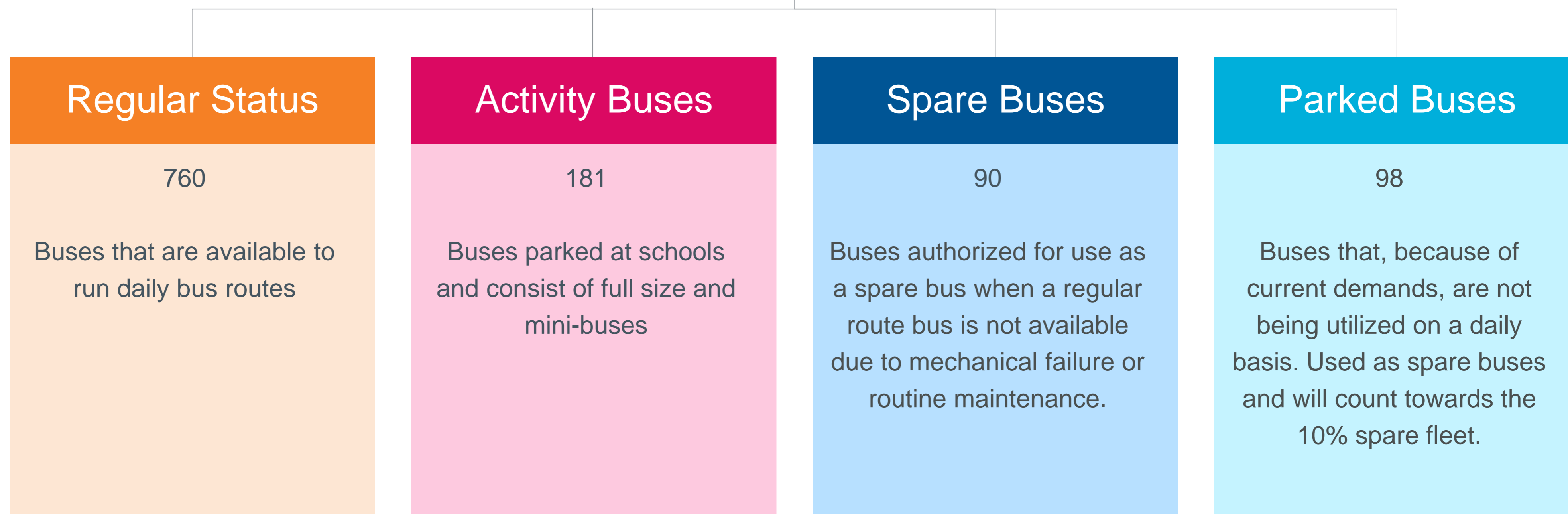
Bus Driver Recruitment

- State approved \$16.8 million allocation for increase in bus driver pay
- DPI to determine each LEA's allocation
- Staff examining changes to bus driver pay schedule

Maintenance – Ready to Roll!

Current Yellow Bus Fleet

(Classification Overview)



The bus fleet includes school buses for basic to-and-from-school transportation, activity buses, and the service vehicles required for maintenance and fuel delivery for these buses.

In Process/Next Steps

- Reduce shared runs as we gain drivers
- Reduce longer ride times
- Continue focus on Customer Service
- Partnering with City of Raleigh, Go Raleigh
 - Longer Magnet runs (express)
 - After school activity
- Dual Positions possibilities (TAs, CNS workers)