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FOR IMMEDIATE RELEASE

Education Logistics (EDULOG) Announces that the Baltimore City Public Schools of Maryland Will Implement an EDULOG Routing and Scheduling and GPS/AVL System with Student Tracking using Mobile Data Terminals

Missoula, Mont. – November 28, 2011 Education Logistics, Inc. (EDULOG) announced today that the Baltimore City Public Schools (BCPS) of Maryland has awarded EDULOG a contract to implement its routing and scheduling system (EDULOG.*nt*) and a GPS/AVL system with student tracking as a result of the company's winning response to a competitive request for proposals.

The BCPS is the fourth largest public school system in Maryland and it operates more than 180 facilities, which includes: elementary, middle, and high schools, special education centers, alternative schools, and administrative offices.

According to the contract, the EDULOG routing and scheduling system will be integrated with the BCPS's current student information system and a custom transportation requesting system used by the BCPS. Additionally, EDULOG will implement student tracking via Mobile Data Terminal (MDT) units—a necessary element to meet state audit requirements. The general scope of work will consist of implementing a new routing software, GPS, and MDT product suite to replace the current configuration in support of BCPS daily operations using about 350 school buses. The contract requires a single vendor to provide a consolidated product suite that encompasses the yellow school bus routing software, GPS tracking, and MDT proof of service functionality.

“The Baltimore City Public Schools has really done their research and they recognize how critical it is to have a complete system provided by one vendor,” said Jason Corbally, EDULOG's president. “For example, there are student tracking systems out there that can tell you when and where a student gets on or off the bus and the name of that student, but that's as far it goes. But with the EDULOG student tracking system, you can know that and much more: who was supposed to be on the bus but never showed up, who left the bus at the wrong stop and where. Now the Baltimore City Public Schools can have a true real-time dispatch and alert system rather than simply an after the fact review and report tool—and isn't that really the whole point of student tracking?”

“The Baltimore City Public Schools intends to benefit from the full capabilities of the EDULOG system,” Corbally explained. “Speeding alerts, missed stops, unscheduled stops, excessive idling, buses off course or far behind schedule are all events that the transportation department will be able to monitor and control in real time. When combined with the routing and scheduling, student tracking, and MDT functions, the district will have a true decision support and dispatching system that not only emphasizes best practices and management by exception, but also gives transportation staff the ability to immediately and effectively solve problems as they occur.”



EDULOG.*nt* is a full-featured and easy-to-use transportation management system that can be fully integrated with other EDULOG products such as field trip management, fleet maintenance, GPS/AVL, on-vehicle student tracking, driver time and attendance tracking, and electronic vehicle inspection. At the fundamental level, EDULOG provides an easy-to-use solution for day-to-day management such as assigning new students to a bus or making minor routing changes. As requirements change, the software expands to offer more ways to manage a transportation operation. And when a district needs to make strategic decisions with long-term effects, the EDULOG software guides the district through the complexity. EDULOG solutions are powerful enough to handle “what-if” simulations for opening and closing schools, redistricting, grade reconfiguration, and bell time changes.

Technology advances and increasing concerns about student safety and accountability have made GPS/AVL one of the hottest topics in student transportation management. EDULOG anticipated this interest, and has made a considerable effort to become the leading provider of GPS solutions for school busing. EDULOG’s *EduTracker* provides school districts with a cost-effective and integrated method of tracking bus locations at all times. With this innovative technology, not only can you have the exact location of any bus displayed on a map, but the time and location of each pick-up and drop-off can be recorded for route analysis, emergency notification, and accident reporting. Enhanced productivity, optimized fleet assignments, improved safety and security, and increased community service are all provided by the EDULOG *EduTracker* system.

EDULOG’s approach to student tracking has been to design its GPS solutions to offer clients the ability to select from the complete range of student tracking options. And as with GPS/AVL, the value of a student tracking system can be exponentially increased when it is integrated with planned routing data. Rather than simply tracking which students board and exit the bus, clients can compare this information to a list of students assigned to a given bus stop. Not only can dispatch know when a child has exited at an unassigned stop, the driver will know when someone boards the bus who isn’t supposed to.

As a true dispatch tool, *EduTracker* allows operators to better manage phone calls from parents and determine with detailed accuracy where their child is located, if/when they were picked up or dropped off, and exactly what time this occurred. Beyond daily operations, further routing efficiencies can occur because the system gives you a better understanding of exactly how many students are actually riding the bus compared to the total number eligible for transportation.

Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in pupil transportation solutions since 1978. EDULOG partners with K-12 school districts to provide planning and management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost-savings plans, GPS-based routing software, student tracking, driver time and attendance tracking, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small and medium-sized districts, and a comprehensive selection of Internet-based products. EDULOG uniquely combines its powerful software with initial and continuing consulting services provided by the industry’s largest source of such expertise. For more information about EDULOG, visit: www.EDULOG.com