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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Awarded a Contract  
To Provide Transportation Consulting Services For  
The Cambridge Public Schools, MA**

**Missoula, MT – January 21, 2010** Education Logistics, Inc. (EDULOG) announced today that the Cambridge Public Schools (CPS) of Massachusetts has awarded EDULOG a contract to provide a student transportation study as a result of the company's response to a competitive RFP.

According to the contractual details, EDULOG will provide a review of the district's K-8 elementary transportation program with an emphasis on effectiveness, efficiency, and safety. EDULOG will prepare recommendations to the CPS for possible cost savings and service and safety improvements. The Cambridge Public Schools has 12 K-8 elementary schools serving 5,720 students. 1,500 of those students are eligible for transportation on a fleet of 27 buses.

Subjects that will be considered in the study and subsequent report include: an evaluation of route run loads with recommendations for improvement; an evaluation of existing route design with recommendations for improvement; an analysis of the cost, service, and safety effect of a change from a three-tiered school start time to a two-tiered school start time; a review of district transportation policies and practices in regards to student morning pick-up and afternoon drop-off; a review of afternoon drop-off practices with recommendations for program and safety improvement; recommendations for operational changes or policy changes that would result in service improvements, safety improvements, or cost savings; an analysis of potential cost increases or decreases as a result of any routing or policy/practice changes recommended; and recommendations for any alternative transportation programs that are beneficial to the environment.

EDULOG has been providing transportation consulting services for nearly 30 years, and was one of the first firms to integrate digital mapping with transportation routing and scheduling databases for the K-12 market. "As shown by this contract award, EDULOG has proven skills and experience in assisting school districts with creating the most efficient, effective, and safe transportation plan," says Mike Darling, EDULOG's president. "We're pleased to add the CPS to our large list of transportation clients, and we look forward to working with the district on this exciting project."

According to EDULOG, the company's consulting services group can work with any school district: those that operate their own fleet, those that contract busing, transportation departments that have routing and scheduling software or those that don't. EDULOG has considerable experience performing operational assessments and evaluations that have provided rational, step-by-step recommendations for fundamental change. "Other consultants may have the ability to identify a problem or area of concern, but only EDULOG has the experience and knowledge to go beyond this analysis and provide effective recommendations that result in verifiable and permanent improvements, as well as the software tools that allow districts the way to make it happen," says Darling.



Another benefit mentioned by EDULOG is that it has the resources and capability to actually implement the findings of any study or report done for a client school district. "We can, and have: performed large scale optimization projects; created new, more efficient routing plans; provided full-time, on-site staff to assist or even manage transportation operations; implemented a host of easy-to-use and powerful software programs for routing and scheduling, fleet maintenance, driver payroll, field trip management, and GPS/AVL; created automated procedures to streamline reporting to state agencies; assisted with the recruitment of new managers and other transportation department employees; and presented to school boards and other interested parties the advantages and risks associated with large scale changes to transportation plans," adds Darling.

*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 payroll, 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](http://WWW.EDULOG.COM).*