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**Education Logistics (EDULOG) Consulting Services Reduces  
Claremore Public Schools, OK Bus Routes by 33 Percent;  
Also Creates Redistricting Plan**

**Missoula, MT – September 19, 2011** – Education Logistics, Inc. (EDULOG) announced today that the Claremore Public Schools of OK was able to reduce its bus routes from 18 to 12 through the efforts of EDULOG senior consultant Joanne McKay and other EDULOG staff. When the district decided to implement EDULOG’s Internet-based *ePTS* transportation management system, it also contracted with the company to have EDULOG create revised school attendance boundaries to accommodate the opening of a new elementary school—which then lead to the creation by EDULOG of optimized bus routes and schedules based on the new boundaries.

The Claremore Public Schools serves more than 4,100 K-12 students who attend six schools in the city located 30 miles northeast of Tulsa.

“The reason why we picked EDULOG to be our busing software system was because we knew that they are much more than a software company—their consulting services came highly recommended,” said assistant superintendent for curriculum and instruction Kathy Johnson. “And we’ve been very pleased with the results of the boundary realignment and the routing optimization. Joanne did an excellent job of taking parent and district concerns into account when she designed the new school boundaries. Of course, we knew from the beginning that opening a new school would mean redoing the entire transportation plan, and we’re grateful to EDULOG that the final result has produced such significant savings while retaining the quality service our community has come to expect,” Johnson said.

“After I assigned students to bus stops using the new attendance boundaries—and in some cases making new stops because of the new school—I then used the criteria given to me by the district regarding maximum ride times and passenger capacities to create optimized bus runs,” said EDULOG’s McKay. “Because the district wanted to have the most efficient transportation system possible, we then altered the school bell times to allow for greater flexibility in grouping the bus runs into bus routes serving two schools with the same vehicle and driver.”

“Using our optimization software, we were able to remove six buses from the schedule—a 33 percent reduction,” said McKay. “One reason why such a significant reduction was possible was because we optimized school bell times so that what had previously been a single-tiered transportation plan became a two-tiered schedule.”

“A savings of six out of 18 buses, plus having new attendance boundaries drawn for us, more than made up for the relatively low fees we paid EDULOG for these services,” said Johnson. “We now have not only a very streamlined and efficient transportation plan, we also have the software and continuing support to seek even further savings in the future.”



“With the Claremore Public Schools project, EDULOG has once again proven that we are the only firm that combines software with high level consulting services to give school districts tangible savings with on-time and on-budget performance,” said EDULOG Customer ACE (Advocacy, Care, Empowerment) director Shawna Knudson. “As is our practice, the project for the Claremore Public Schools was done on a ‘shared savings’ basis: we do the work, and if we can create savings, the district pays us a percentage. And, if despite our best efforts, we can’t find any greater efficiency, then the district doesn’t pay a fee,” Knudson said. “This type of optimization project doesn’t require the district to have EDULOG software, or any routing software at all—we take care of everything related to mapping, student information, and devising the routes and schedules. There is absolutely no reason why every district shouldn’t have EDULOG at least take a look at its busing plan to see if improvements can be made.”

*Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in pupil transportation solutions since 1977, with 105,000+ school buses routed by its clients each day. EDULOG partners with K-12 school districts to provide total transportation 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, and a comprehensive selection of Internet-based products for districts large and small. 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).*