



## Integrated, Efficient School Bus Software



**CUSTOMER:**  
West Fargo Public Schools



**CHALLENGE:**  
Consistently increasing school board enrollment, and challenge of delivering constantly-changing routes.



**SOLUTION:**  
TripSpark VEO Transportation, VEO Now GPS/AVL and School View.



**RESULTS:**  
Reduction in lost student calls, simplified routing, and stabilization in growth of bus fleet.

[View Testimonial video here](#)

## About West Fargo Public Schools

West Fargo Public Schools is one of the largest school districts in North Dakota, with student enrolment at 11,000 and climbing. TripSpark sat down with Brad Redmond, Transportation Director at West Fargo Public Schools to talk about the challenges of student safety and flexible routing.

West Fargo operates 29 regular education routes, and contracts 24 routes with Valley Bus. In addition, they have 12 special education routes which serves children with disabilities, spanning preschoolers up to youth aged 21. The district also buses all of their own field trips and sporting events.

## Calendar-based Routing

West Fargo faces some particular challenges when it comes to routing. As soon as a toddler turns 3 years old, they are eligible to attend preschool. They are added to the special education routes on an ongoing bases—not just at the start of the school year. Frequently, special education students will have different drop off locations on different days of the week, such as after-school programs or doctors' visits. For Redmond, this means they are constantly adding new buses and re-routing. TripSpark's routing software is the only solution available on the market that is calendar-based, allowing districts, schools and students to have their own calendars within the system.

“

*What's nice about it is it's calendar-based. And that kind of flexibility is valuable for us. Because that's the reality of transportation. We have students going to different locations on different days and this system allows us to do that. I couldn't find another system out there that does this.”*

—Brad Redmond, Transportation Director

## School Case Study: West Fargo Public Schools

### TripSpark Products

To start, Brad and his team were using pen and paper to do their routing and scheduling. In 2005, they transitioned to MAPNET and later upgraded to VEO Suite to take advantage of its automation and student tracking capabilities. VEO Transportation provides their scheduling and routing needs. GPS trackers and RFID card readers are installed in the buses and integrate with VEO Now, TripSpark's GPS/AVL system.

Children getting on and off the bus scan their RFID card, which logs their boarding and alighting time and location. Local school administrators can also access bus location and ridership information through School View, allowing them to answer calls from concerned parents about late buses and missing children. "It's very powerful that way," said Redmond.

### Route Planning

West Fargo's routes are changing constantly. His team begins forecasting routes in the planning database in January for the coming school year.

"We've been able to really maximize the capacity in the way that we want to and find those efficiencies so we don't see the increase in our bus fleet like we were," he said.

**“ I love [VEO Transportation]. Yeah, I'm very happy with it, I think it's very cutting edge. I think somebody's really put a lot of time into figuring out what districts need for routing and for busing and they've put those components into the software.”**  
—Brad Redmond, Transportation Director

### Reduced Missing Student Calls

Redmond said that the software gives both him and the school administrators many functionalities, the most powerful being the ability to quickly and easily track students riding the bus. The number of calls about lost students has gone to almost zero, he said.



Redmond recounted the story of when he and his son were out trick or treating on Halloween, and he received a call at 8 p.m. from a local elementary school principal, looking for a student. While he was waiting for his son to collect candy, Redmond was able to look up the last known location for the child on his VEO smartphone app. He confirmed with the principal that the child had gotten off at his correct stop at the normal time—it

turns out the “missing” child had gone trick or treating with friends, without telling his parents.

### Integrated Solution

For Redmond and his team, having a solution that works reliably, and automatically updates the various components with daily updates and new students was a massive time saver. Because TripSpark installs and maintains everything—the software, GPS/AVL systems and RFID technology—Redmond only has to make one call for support, and is confident the systems will work together seamlessly.

“We were able to work with one company. We didn't have to worry about integration between our routing software and our GPS systems, it was all there,” he said. “The big thing is just the seamless automation of it. It's just priceless. What we get from that saves us so much time and money.”

#### MOVING >> << TOGETHER

TripSpark Technologies is a community transportation technology company focused on helping mid-sized transit agencies and private operators increase rider satisfaction, drive revenue, and address specific operational needs. TripSpark makes this possible by nurturing strong partnerships with our customers, offering the latest technologies and providing exceptional support.

#### CONTACT US

TripSpark Technologies  
10, 2175-29th Street NE  
Calgary, AB, Canada T1Y 7H8  
Tel: (403) 777-3760

1100 Superior Avenue E Suite 1290  
Cleveland, Ohio USA 44114  
Tel: (888) 595 4696

5800 Explorer Drive, 5th Floor  
Mississauga, ON Canada L4W 5K9  
Tel: (905) 629 8727

 [www.tripspark.com](http://www.tripspark.com)

©TripSpark Technologies, its subsidiaries and affiliates. All rights reserved.  
Any trademarks or registered trademarks mentioned herein are the property of their respective owners.

