

How a bus tracking app reduces parent calls to dispatch

50
MILLION

More than **50 million students** attend school in the U.S.

25
MILLION

School buses transport more than **25 million students** to and from school each year.

70X

Students who ride the bus are **70x more likely** to arrive safely.

Parents who can't find their child's bus overwhelm schools with high call volumes.



Parents juggle work and complex schedules.
Timing is everything.



Schools have limited resources for parent calls.
Operations come first.

Empower parents with a bus tracking app.

1

Schools communicate day-of changes and delays through the app.

2

Parents track their child's bus and receive alerts in the app.

3

Parents call less. Schools focus on daily operations.

What's in it for parents?

- No waiting for the bus, especially in the rain.
- No missing the bus and scrambling for a ride.
- No children waiting unsupervised.



ZONAR
MyView™

Provides full visibility into bus locations, delays, ETAs, route changes and schedule changes.
Empower parents to track their child's school bus.
And keep parents in the loop, on the fly.