

# transfinder



**‘You’ve got to go with Transfinder’**



Six years ago, **Heidi Means** brought Transfinder to **Brecksville-Broadview Heights City School District** in **Ohio**, dropping a product it had used for some time before that because the previous company wasn't continuing to innovate.

Enter Transfinder, a 34-year-old company with a startup mindset when it comes to innovation.

"I felt it was the most reliable system out there," said Means, referring to when she first recommended Transfinder to the district. "It offered flexibility, the features were most aligned with what we did here. Every district has their own nuances and what Transfinder offered was phenomenal. Transfinder's support was off the chain."

Means became the transportation supervisor two years later and her feelings on Transfinder and its *flagship routing solution* **Routefinder** have only deepened.

"I feel as supported today as I did in July 2016," Means said. "In fact, I think it just keeps getting better. Transfinder is fine-tuning what they are able to do for clients and it's been a great partnership."



The district has 4,000 students and transports 2,800.

It is undergoing a significant change in the fall of 2022 when it opens a new building that serves students from pre-kindergarten to fifth grade. Three existing school buildings will be closing and students will be reassigned as the district seeks to provide a more modern educational space for students.

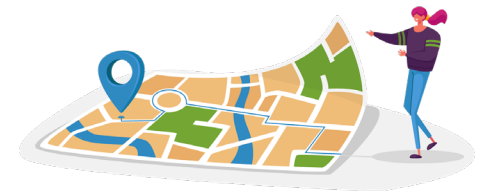
"We're embarking on a whole paradigm shift in terms of how we route kids," Means said.

This change is taking place in the midst of a national driver shortage. Transfinder played a role in helping the district deal with the shortage. She said on days when there are not enough drivers, she is able to reassign students to other routes.



## Throwing ‘ambiguity out the door’

“Routefinder has throwing ambiguity out the door,” she said. “It is very precise and we are able to take the current routes and, if we have to, divide them up and add students to a driver in the area.”



The result? “Throughout the whole staffing shortage and pandemic, we have never canceled a route. We haven’t done any of those things that other school districts have unfortunately had to. Transfinder – what a teammate we picked!”

Asked what she likes most about Routefinder, Means didn’t hesitate to respond.

“Its ease of use,” she said. “It’s very intuitive. If you’re dealing with any technology, if it’s intuitive and user-friendly, you can’t even measure the value of that.”

Means notes that the community her department serves is affluent, hardworking and, yes, demanding.

“They are the kind of people that whatever they have they have worked for. And so they demand the same thing out of other people, where their tax dollars go,” she said, noting the community is well served by Transfinder.

Another solution the district uses is **Infofinder i**, which provides easy access to student route data for parents and guardians as well as to district personnel. Using Infofinder *i* reduced significant the number of calls the office personnel receive and she anticipates moving to additional Transfinder solutions that will keep parents up to date.

“It’s fantastic,” Means said of Infofinder *i*. “Instead of all the phone calls parents can just go on our website and see what time their child’s bus gets there. We update it easily. It’s great. And our schools love being able to look up a kid’s current bus information.”




The district will be looking at implementing even more technology, such as Transfinder’s *driver app*, **Wayfinder**, once the new building is online and the new school year has started.



“I would love to go with tablets,” Means said. “Any kind of technology that’s going to make a route safer.”

Means also discussed the work **Transfinder Professional Services** has done, conducting an audit on routes connected with the transportation of students attending a private school. When Transfinder released a comprehensive report on the routes that some parents had raised concerns about, the concerns were put to rest.

“We had a lot of really angry parents and we were really doing our best,” Means said. “But it turns out, we were very efficient. As good of a job as we do, sometimes we have to lean on the expertise of others to say to the public, ‘Yes, they are doing what they need to do’ or ‘No, they aren’t.’ And, fortunately, your staff has been able to say, ‘Yes, they’re doing what they need to do.’”

### ‘Transfinder’s reputation is very high in the community’

Transfinder also conducted a Bell Time study related to the addition of the new school and the consolidation of the three closing elementary schools. The report looked at the number of buses needed, driver hours and a host of other factors that could impact transportation districtwide.

The report also included an impact analysis of possible walk-to-school policy changes. This provided details on how many students might be impacted if they changed the distance students would be asked to walk to school.

“It ended up being about 41 pages and they read that at the board meeting, something that is very rarely seen,” Means said. “So Transfinder’s reputation is very high in the community.”

Means takes her role seriously and said Transfinder clearly takes its role seriously too when it comes to providing the safest and most efficient routes for its community.



“The implications are exponential,” Mean said, pointing out what happens when you have a product you cannot trust. “They start with not being efficient and then end with kids not getting to school, kids getting left on the sidewalk, parents not being home.”

But these scenarios don’t even enter her mind because of the district’s relationship with Transfinder.

“We’re just not worried,” she said.

Means said she believes in Transfinder solutions and support so much she promotes the company to neighboring districts.

“People around here that have different technology call me and ask, ‘What do you think?’ and I tell them, ‘Well, you’ve got to go with Transfinder.’”



For more information on parent apps, GPS, routing software or any other transportation solution challenges, please contact the experts at Transfinder. With over a combined century of knowledge and expertise in the industry, the team at Transfinder is committed to generating superior value by delivering user-friendly and economical solutions combined with “best in class” service. Transfinder’s skilled professionals establish and maintain a long-term relationship with every client that is built upon respect, confidence, integrity, and mutual trust.

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