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RFP-512 Transportation Routing Software (BOE)

Yonkers Public Schools

Submitted by: Joseph Rossi, VP - Global Sales
Submitted on: March 10, 2025

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March 10, 2025

Ms. Debra Censi
Purchasing Department
City of Yonkers / Yonkers Public Schools
One Larkin Center – 3rd floor
Yonkers, NY 10701

Re: RFP-512 Bus Transportation Routing Software (BOE) – Cover Letter

Dear Ms. Censi,

Thank you for the opportunity to respond to the City of Yonkers / Yonkers Public Schools ("YPS") RFP-512 for Bus Transportation Routing Software (BOE). We look forward to demonstrating how we can have a successful partnership to meet your transportation routing system needs. YPS is looking for industry-proven bus routing software that covers the requirements noted in Schedule A Scope of Services including in the areas of Operating Systems, Student Information Data, School Information, Contractor/Vendor Information, School Bus Monitors, Route Building, School Activity Trip Module, Communication, Reporting, and additional GPS tracking features.

To address YPS' needs, Transfinder proposes our fully integrated all-in-one software platform for easy-to-use tools, quick access to information, and communication to key stakeholders, all synced in real-time. With the industry's shift towards single-vendor solutions, our comprehensive offerings for YPS include routing software, GPS connectivity, a parent app, field trip software, driver navigation, student ridership, and tablets, which aligns well with market trends. These solutions help districts address challenges such as staff shortages, budget cuts, and the digitization of school transportation processes.

We believe our background and experience make us the best partner for YPS to provide Bus Transportation Routing Software. At Transfinder, we are poised for continued growth over the next 3-5 years, building on our impressive track record of increasing revenue annually for 27 consecutive years. Our strategic initiatives include enhancing our core software used by over 2,300 school district clients for bus route planning and student tracking and expanding into new markets with hardware sales and software products for patrolling schools and cities.

This proposal constitutes a valid, binding and continuing offer at the prices set forth in the proposal for a period of one hundred twenty (120) calendar days from the deadline for acceptance of proposals as set forth herein. Feel free to contact me if you have any questions or clarifications related to this proposal.

Sincerely,

Antonio Civitella

Antonio Civitella
President & CEO, Transfinder

Key RFP Contact:
Joe Rossi – VP, Global Sales
Ph. (518) 723-8100
RFP@transfinder.com

b. History & Description of Firm

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As the largest privately held firm serving K-12 school districts and the school bus transportation industry, Transfinder has been creating cutting-edge transportation solutions for more than 36 years.

Incorporated in New York, our headquarters are in Schenectady, NY. With additional teams working from Texas, China, and India, our staff of nearly 200 skilled professionals provide around-the-clock service and support to over 2,300 school districts across North America and the Caribbean.

Many of Transfinder's employees were former Transportation Directors or school bus drivers themselves, which allows them to share our clients' unique perspective.

Our reputation for delivering user-friendly and economical transportation and fleet management solutions has made Transfinder the market leader in

> **We believe the following sets us apart from our competitors:**
> - Industry-leading solutions
> - Quality products and services
> - Proven company performance
> - Client commitment
> - Ability to customize tools to your needs
> - Easily digestible training, resources, and ongoing support community

Maryland, Maine, Massachusetts, Mississippi**,** New York, and Texas as well as an approved vendor for Idaho and Illinois. Regarding our clients:

- **#1 most widely used** routing software **in the U.S.**
- **Over 23 million students** in North America routed using **Routefinder PLUS**
- We work with **over 25%** of the **top 100 largest districts in the US**
- **77%** of our clients are hosted on **Amazon Web Services (AWS)**

Proven ROI

According to research by the Economic Policy Institute, school bus driver employment continues to be far below pre-pandemic levels. There were approximately 192,400 bus drivers working in K–12 schools in September 2023, down 15.1% from September 2019. Transfinder's software has been a critical aid in helping districts create routing efficiencies to offset challenges like driver shortages.

> **"***At this point in my career, I rely on Transfinder software to be successful.***"**
>
> **Craig Lipps – Transportation Director**,
> Guilderland Central School District, NY

Client examples:
- Ravena-Coeymans-Selkirk Central School District saw a savings of $400,000 per year after implementing Transfinder
- Walton Country School District reduced the number of daily trips from 350 to 176 by using Routefinder.
- Our clients recognize savings in: fuel, payroll reduction, maintenance costs, and vehicle investment

Focus on Innovation

Transfinder's "One Partner, One Solution" suite of software has been voted by the industry as the Best Software three years in a row for the Innovation Choice Awards at the STN Expo and chosen as Best Hardware as well in 2023 and 2024. In 2024, we were also recognized for Best Safety Technology.

In addition, Transfinder's solutions were named Top Education Apps in 2023 by Education Technology Insights.

Transfinder targets several large releases per year often with several large feature enhancements and numerous small enhancements. In 2024, Servicefinder has experienced 2 large releases containing over 150 individual enhancements. 50% of the features requested by clients via Transfinder's service team in 2023 were included in product updates.

Unmatched Implementation, Training, & Support

In addition to our industry-leading technology, Transfinder is known for award-winning customer service. From implementation and training to ongoing technical support and service, we take pride in ensuring our clients receive the highest standard of service throughout the process. Our strong focus on support and training is exhibited by:

- An average (human!) chat response time of 23 seconds
- 8,677 training sessions held in 2023, a 6% increase from 2022
- 745 clients engaged through Transfinder University Livestream

Ease of Use

Districts struggle with too many tools that aren't simple and intuitive enough to pick up quickly or powerful enough to deliver real insight into their operations. Information isn't accessed easily, and departments function independent of each other with no way to share data. Transfinder's all-in-one software platform solves those issues giving school districts easy to use tools, quick access to information, and communication to all stakeholders. Our solution offers:

- Automatic scheduling
- Unlimited user defined fields
- Ability to customize views/dashboards
- Integration with Google Street View
- Your policies built in
- Split screen feature
- App Switcher - switch between products or support portal

> " *Transfinder caught our eye because it was very user-friendly, very visually appealing. Transfinder had that visual appeal with its maps and its colors.* "
>
> **Nicole Havee – Transportation Supervisor**, Okeechobee County SD, FL

Transfinder Full Suite of Solutions

Transfinder is on a mission to provide superior value for our clients by delivering faster, safer, and smarter solutions. With 36 years of industry experience and over 3 million students transported daily using our solutions we've listened to what issues impact school districts all over the country.
Our proposal includes full product information and pricing for only the solutions recommended for your district. Additional solutions are available as optional add-ons at any time.
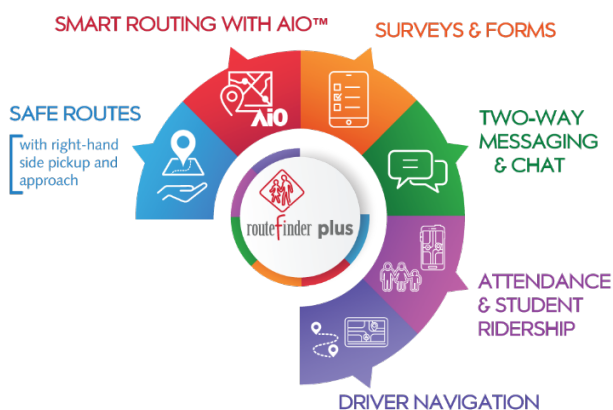
Routefinder PLUS
Our flagship product and primary GIS Mapping, Routing, Field Trip Scheduling, and Redistricting System.

Viewfinder
Monitor day-to-day operations of your transportation department from any mobile device or computer. Quickly access updates on students, trips, field trips, and vehicles, and communicate with staff.

GPS Connect
Integrate your school district's GPS solution with Routefinder PLUS for actual versus planned comparative analysis and deviation alerts.

Stopfinder GeoAlerts
Allow parents and guardians access to their children's bus route information, including bus route number, bus stop location and pickup and drop off times, location alert notifications, and send push notifications and other information using our all-in-one parent app.

Wayfinder with Student ID Cards
Build routes, take attendance, and navigate all from your mobile device.

Samsung Tab Active Tablets
Leverage tablets for integration with the Wayfinder driver app to guide drivers with turn-by-turn instructions built from Routefinder maps following your routers' custom driving directions. In addition, with enabled GPS, provide parents with location alert notifications and ETA through the Stopfinder app.

Tripfinder
Manage field trip requests, approvals, allocations, and provide district personnel with secure access to data via your Intranet (to submit requests, identify students for trips, and track approvals).

Infofinder i
Share information on school attendance, transportation eligibility, and route and bus stop information with your district by integrating your existing district website with our web-based subscription service.

Servicefinder
Manage your fleet with this comprehensive management program, including parts inventories, quotes, work orders, personnel, and scheduled bus maintenance to reduce vehicle downtime and control labor costs.

- **Identify the individual that will act as direct contact for this RFP and resulting contract and provide that person's title, business address, phone and email.**
  Dan Mahl, Account Executive
  440 State Street, Schenectady, NY 12305
  (518) 723-8207
  dmahl@transfinder.com
- **Indicate whether the Proposer (and each firm comprising the joint venture or consortium) is national, regional, or local, the number of years in business, and the total number of employees.**
  Transfinder is a national firm with clients in the US and Canada. We have been in business for nearly 37 years. We do not have any subsidiaries or parent companies and have approximately 200 employees.
- **The total number of employees in the local office that will be dedicated to the Yonkers contract.**
  There would be approximately 10 to 15 employees designated to work on the Yonkers program and that number is subject to change based on scope finalized during implementation and other factors.

c. Overall Qualifications & Experience

c. Overall Qualifications & Experience

Transfinder's Hosted Platform

Transfinder's decision to utilize Amazon Web Services (AWS) for cloud-hosting represents a strategic advantage in Student Transportation software. Being cloud-hosted brings several significant benefits as detailed below.


Hosted Platform

- Access from Anywhere
- Reduced Overhead
- Automatic Upgrades
- Seamless Help
- Continuously on Watch
- Secure Data
- Faster Implementation

Routefinder Plus: Safer Smarter Routing

Routefinder Plus enhances the safety of student transportation by identifying and avoiding hazardous areas, ensuring routes are designed with the highest safety standards. This minimizes risks and ensures students have a secure journey to and from school.
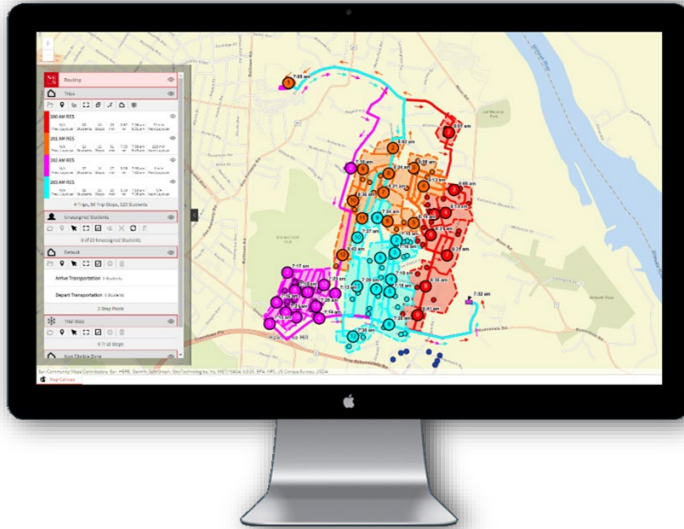
" Making changes to routes, adding students and stops were quick and easy. This is my first year in the job of routing and I couldn't believe how well it went. "

Andrew Strack – Transportation Secretary,
East Noble SC, IN

Map Accuracy

With Routefinder Plus, you get access to up-to-date and precise maps, reducing errors in route planning. This accuracy ensures that buses follow the most efficient and reliable paths, avoiding unnecessary detours and delays.

Automation

Routefinder Plus offers automated features that streamline the routing process, reducing the need for manual intervention. This efficiency saves time for transportation planners and ensures that routes are consistently optimized and updated in real-time.

Your Local Knowledge

By incorporating local knowledge, Routefinder Plus considers specific community needs and preferences. This results in routes that are tailored to the unique aspects of the area, such as local traffic patterns and school district boundaries.

Easy Route Creation

Routefinder Plus comes with user-friendly interfaces that make it easy for transportation staff to plan and adjust routes. The intuitive tools require minimal training, enabling quick adoption and efficient use by all team members.

Reliable Optimization

Routefinder Plus provides reliable optimization by continuously analyzing and adjusting routes for the best performance. This ensures that buses operate efficiently, reducing fuel consumption and travel time, while maintaining consistent and punctual service.
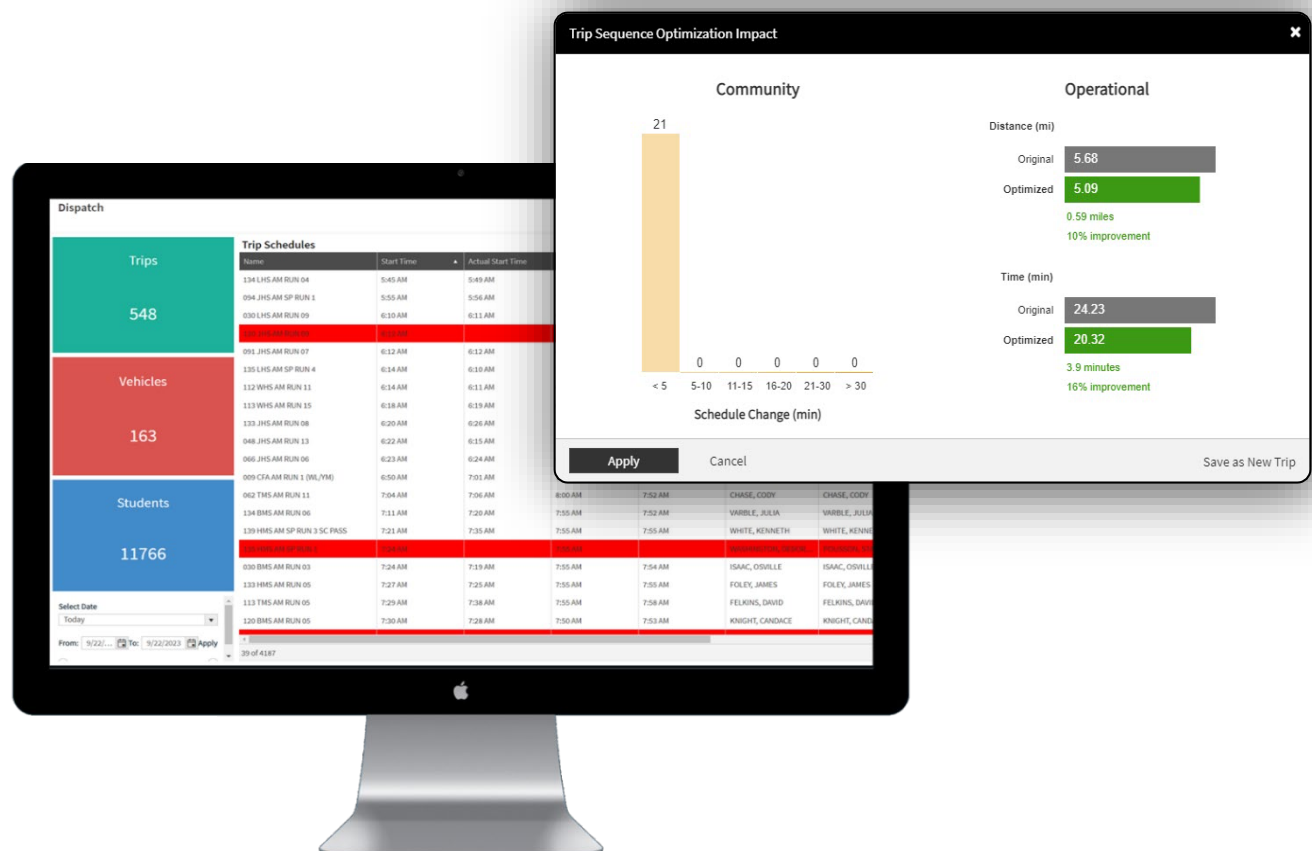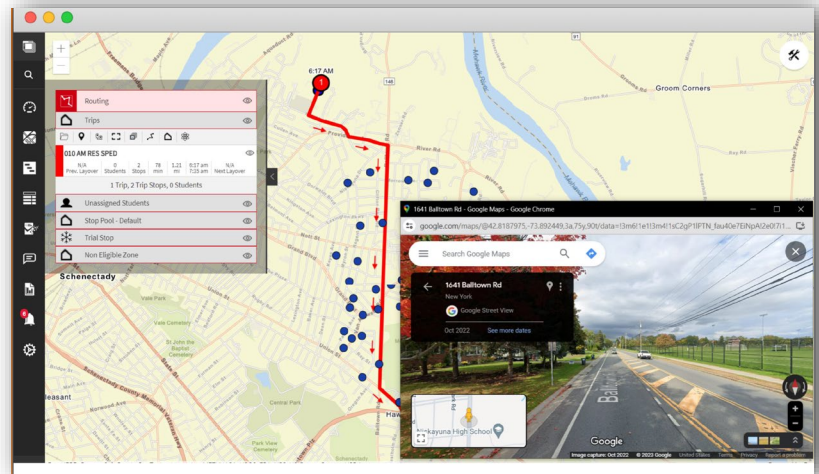
Included Features with Routefinder Plus

Transfinder offers a complete solution with products intended for every stakeholder involved in student transportation. Review some of our other solutions below.

Optimization Tools

Includes advanced optimization tools designed to maximize efficiency and reduce operational costs. Using your local knowledge and policies optimize individual runs or entire tiers. The result is minimized travel time, reduced fuel consumption, and improved overall fleet efficiency.

Custom Report Writer

The custom report writer feature allows districts to generate detailed, customized reports that cater to their specific needs. Whether you need to track on-time performance, share route sheets, or analyze transportation costs, our report writer provides the flexibility to create reports that provide valuable insights and support data-driven decision-making.

Dashboard Builder

The dashboard builder offers a dynamic, user-friendly interface where users can create personalized dashboards. This feature allows transportation administrators to monitor key metrics and view real-time data at a glance.
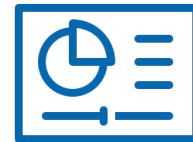
Digital Forms

Routefinder Plus includes a comprehensive digital forms feature, enabling the digitization of routine paperwork. Users can easily create, distribute, and manage forms for vehicle inspections, incident reports, and transportation requests.

Internal Chat

The internal chat feature facilitates seamless communication within the transportation department. It allows real-time messaging between dispatchers, drivers, and administrators, ensuring that everyone stays informed and can quickly respond to any issues or changes.

Viewfinder: District Staff Access
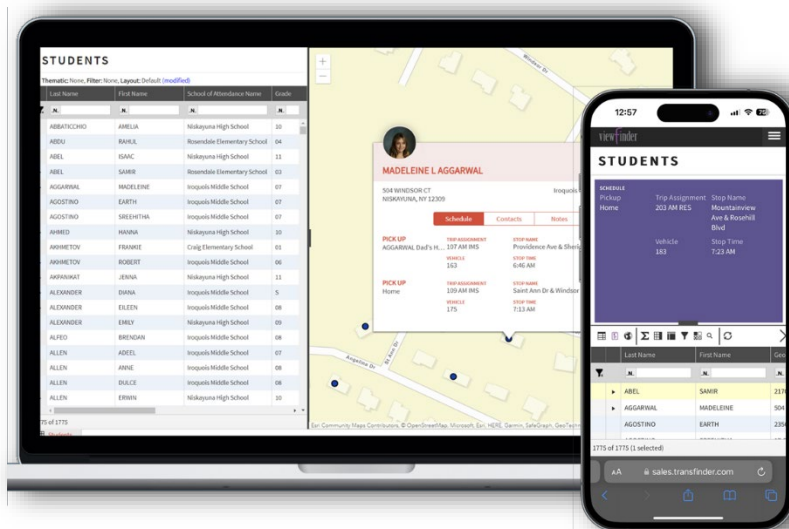
Key Benefits

- Provide school admin access to key transportation information with **unlimited users**.

- District-wide access with unlimited users, role-based access, and minimal training.

- View information about students, trips, vehicles, and staff, all in one place.

- Accessible from anywhere including your mobile device.

- Customize your dashboard to track field trips, GPS, ridership, or operations.

- Schedule reports to run automatically and email them, saving time and effort.

" In a time of unprecedented staffing shortages, having these tools at our disposal has made our jobs much easier. "

Clara Bisaillon – Transportation Supervisor,
Scotia-Glenville CSD, NY

Share Key Information Including:

- Planned route information

- Bus Assignment

- Driver and vehicle assignments

- Live vehicle locations with GPS

- On-time performance

- Student Ridership
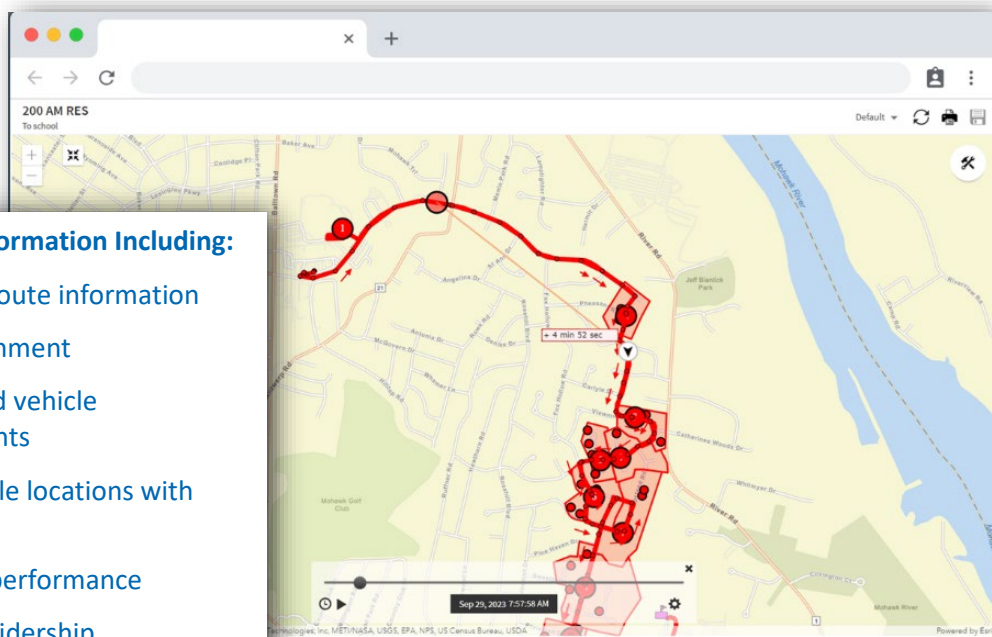
Stopfinder: Parent App to Stop the Phone Calls

Parents and authorized guardians or family members will have live access to their children's bus assignments. They will be informed and receive critical updates from transportation. All this is available to unlimited families.

- Parents are invited via email and can subscribe to the service.
- Families can see assignments for their children, planned stops, route, time, etc.
- Targeted alerts to parents about transportation changes.
- 2-way messaging with families
- Surveys and Feedback
- Stopfinder has over **300,000 parent subscribers**

" Using Stopfinder to communicate student routing information saved a lot of time and questions from parents. "

Nate Forbes – Transportation Director,
Weld County RE-3J SD, CO
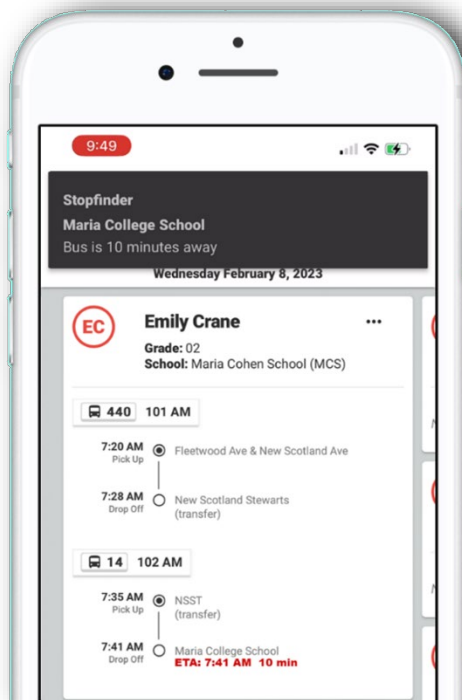
Add GPS for GeoAlerts

- Use existing GPS (most major vendors supported) or add GPS with Transfinder
- **4.7 million announcements** received last year
- Live Vehicle Tracking
- GeoAlerts when the bus is on the way
- ETA Notifications (*when paired with Wayfinder Navigation*)
- Attendance Notifications (*when paired with Wayfinder Ridership*)

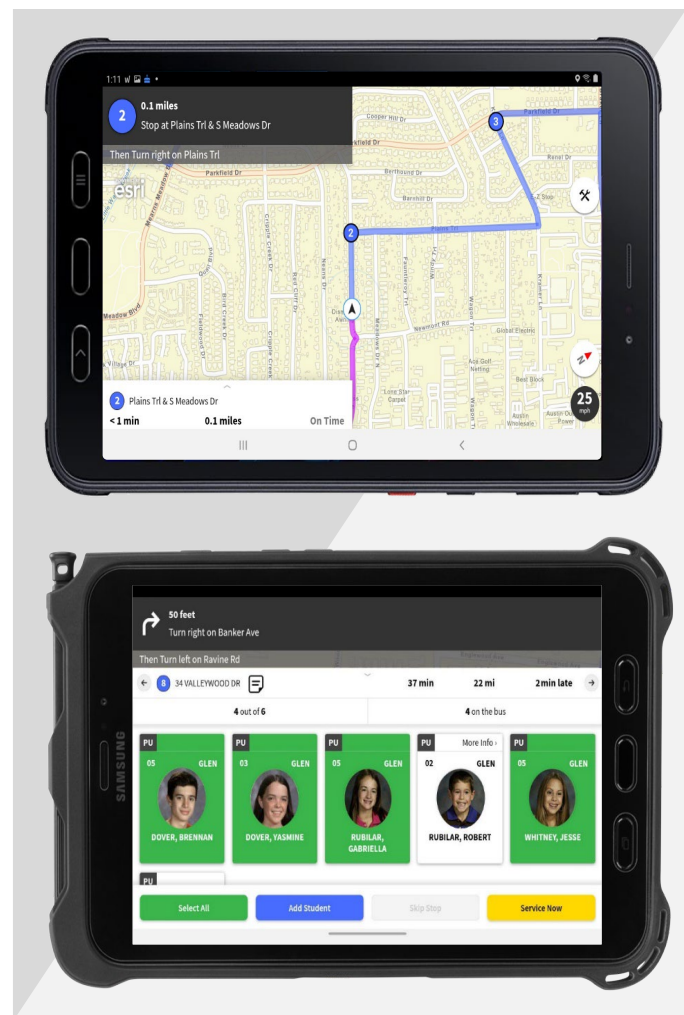# Wayfinder: Driver Navigation & Student Ridership

Navigation

Wayfinder provides bus drivers with visual and spoken directions, utilizing the district's maps to ensure safe and efficient routing. This helps drivers stay on course and avoid potential hazards, enhancing overall student safety. Wayfinder Navigation saw a **165% increase** in trips navigated in 2023, totaling **1.9 million trips**.

Student Ridership Tracking

With Wayfinder, student ridership tracking is seamless. Drivers can scan students by RFID or manually track them, with student photos visible at each stop location. In 2023, student scans for attendance increased by **172%** to **6.2 million a year**.

Route Sheet Replacement

Wayfinder replaces traditional route sheets by offering key information about trips, stops, and students directly on the device. This digital solution ensures that drivers have all the necessary details at their fingertips, improving efficiency and reducing errors.

Share Ridership Data in Real-time:

- District staff to answer parent calls
- Parents utilizing the parent app
- Transportation to find efficiencies

Tripfinder: Field & Activity Trip Management

Online field trip request & approval process for unlimited users on any device. Teachers can request a field trip, and an email will be automatically sent to their principal who can approve or deny the trip. If approved, an email will go to the next level for approval. Once approved, Transportation will be notified that there is a new field trip to approve and assign a driver/vehicle to the trip as needed.
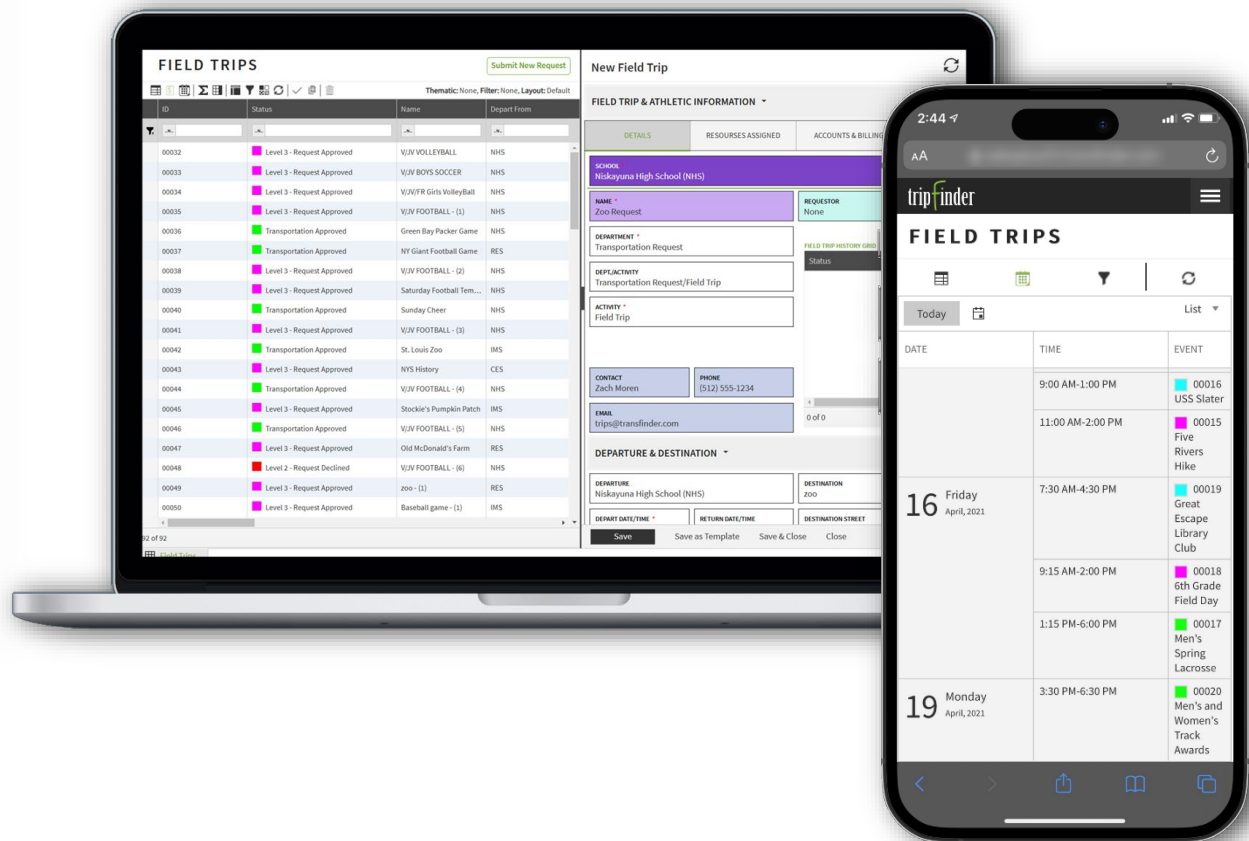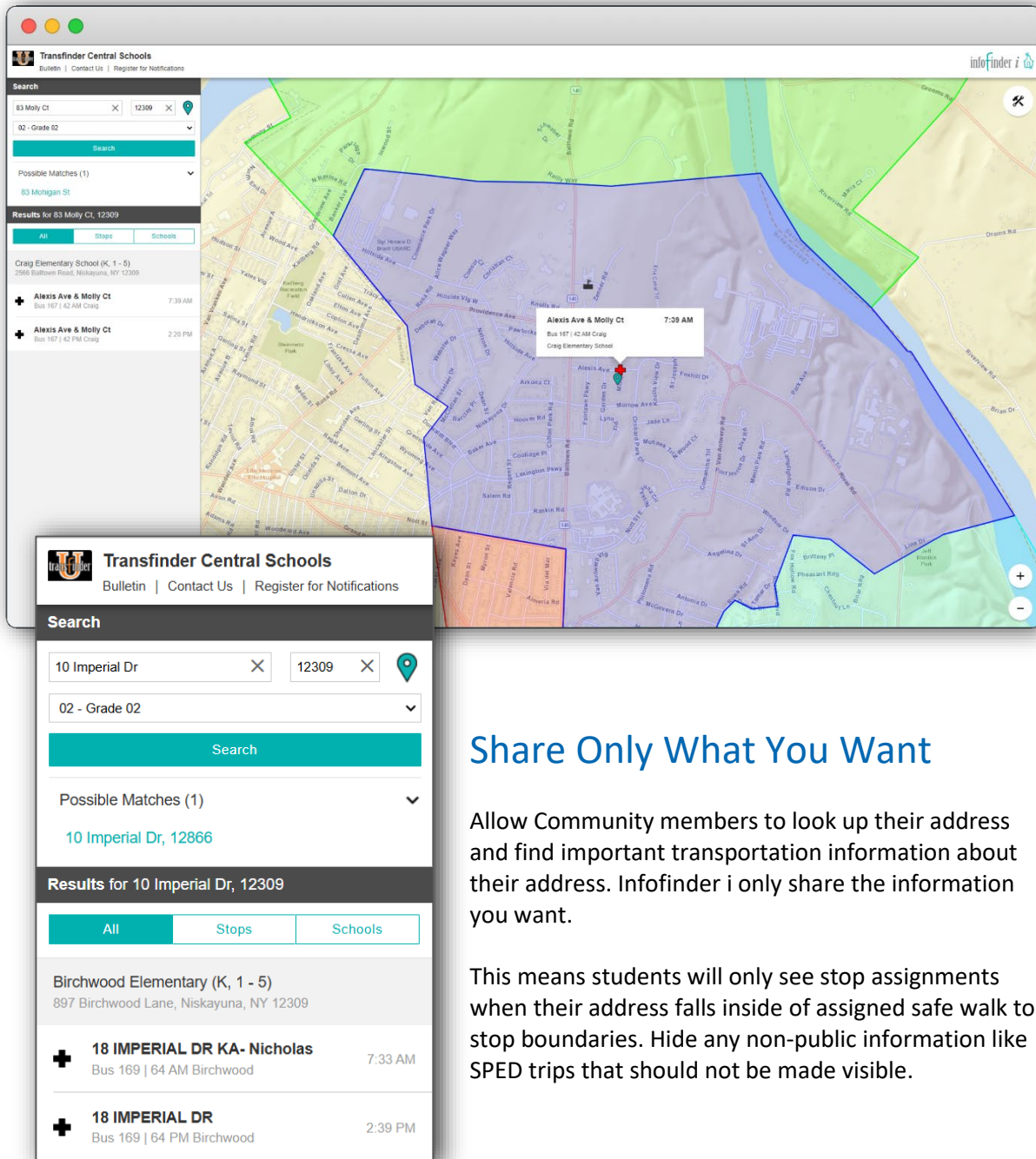
Key Features:

- Online request, Online approval
- Any device, computer, tablet, smartphone
- Requesters can monitor "My Requests"
- Calendar Views
- Admins approve Multiple trips at once
- Templates for common trips
- Cost Tracking by school, type, category, etc.
- Active Directory integration

Infofinder I – Public Website

The district can broadcast its school boundaries, walk zones, and if desired, bus stops to the Infofinder i system. This is a **Public Website** that can be shared on the district website for easy lookup by staff or community members.

Share Only What You Want

Allow Community members to look up their address and find important transportation information about their address. Infofinder i only share the information you want.

This means students will only see stop assignments when their address falls inside of assigned safe walk to stop boundaries. Hide any non-public information like SPED trips that should not be made visible.

GPS Connect – Integrated Comparative Analysis

Our GPS integration lets you compare the planned routes in our platform... looking at the actual location data from the vehicle's GPS data. Combining planned routes with actual GPS data allows the district to assess stop times, review if a route deviates from the assigned path, and much more.
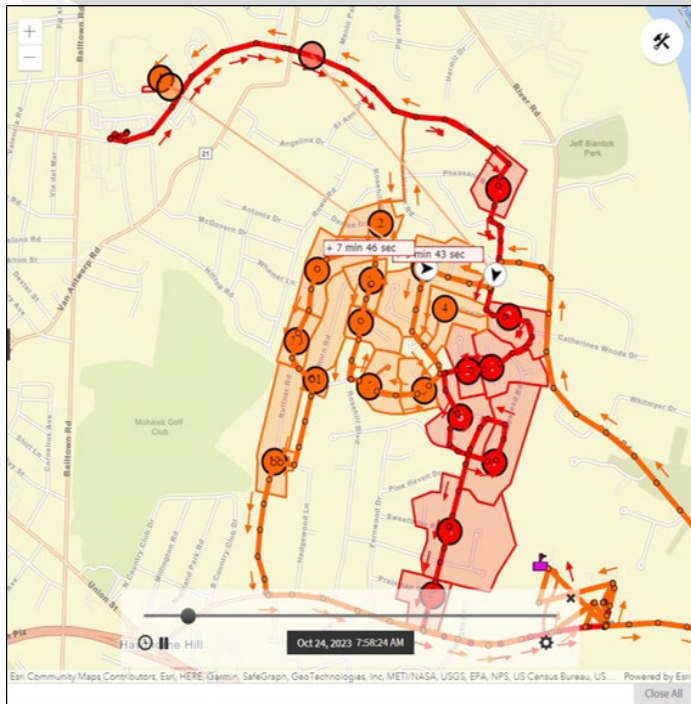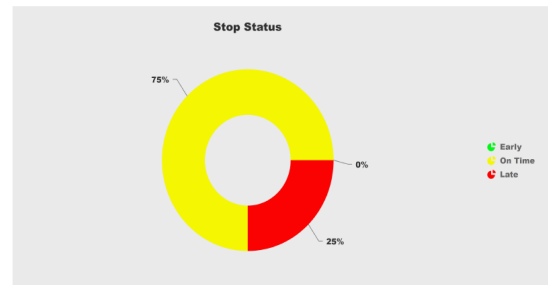
Hardware

- If the district already has GPS Hardware, please speak with us about the possibility of working with your existing telematics units. Transfinder partners with most GPS industry leaders.
- Transfinder can also provide GPS telematics hardware for the district's vehicles if you prefer, we can be your all-in-one provider.

Reports

- On-Time Performance
- Missed Stops
- Unplanned Stops
- Late/Early stops

GPS Connect lets districts have the full picture by integrating the telematics from the vehicle with your planned routes in Routefinder & Viewfinder systems for analysis

Transfinder Telematics Tablet

Transfinder offers a fully integrated solution by providing not only the software solutions to manage transportation operations district-wide but the hardware as well for drivers to manage form submissions, vehicle substitutions, route navigation, and tracking student ridership as well.
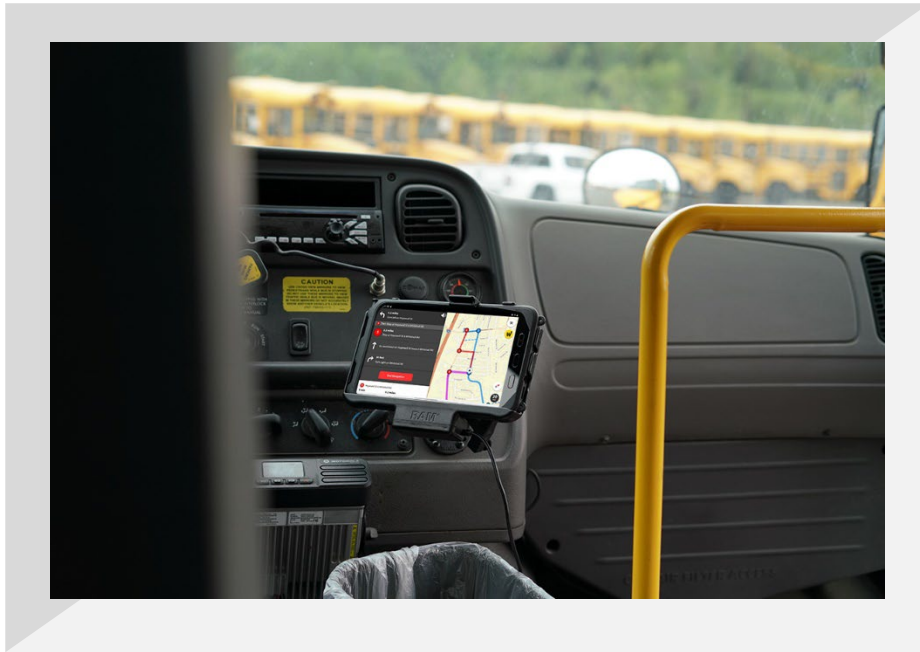
Hardware Features

- Ruggedized Samsung Tab Active5 Tablets
- Durable RAM GDS Tough Dock Mounts
- Single SIM provides coverage using all major carriers
- Complete hardware kit provided
- Device Management for security and support

All-in-One Support

Transfinder supports multiple hardware options including Bring Your Own Device, hardware through our 3rd party vendors, or purchasing directly from us. The benefit of bundling your software and hardware together through Transfinder means 100% support with one partner.

Transfinder handles all the IT tasks of managing devices, updates, troubleshooting or replacing damaged or defective units. Our solution has been tested with thousands of units installed across hundreds of districts from Florida to Alaska and everywhere in between to ensure we are providing the most reliable solution available.

Transfinder Hardware Offerings

Samsung Tab Active5

Part #   SM-X308UZGAN14

- Rugged & Ready: IP68 certified for dust, water & drops. Long-lasting battery keeps you going.
- Secure & Manageable: Knox Suite protects your data. Centralized tools simplify deployment & updates.
- 8.0-inch display, Samsung Exynos 1380 chipset, 128GB storage, 6GB memory.

IntelliSkin Next Gen

Part #   RAM-GDS-SKIN-SAM90-NG

- Protective Fit: The IntelliSkin is a tailored fit for the Samsung Galaxy Tab Active5, providing a secure and snug grip.
- Enhanced Durability: This case shields your device from scratches, bumps and dings.
- Docking Compatibility: Maintains access to charging ports and pogo pins for seamless docking with RAM® GDS® Docks.

GDS Tough-Dock + Single USB-A

Part #   RAM-GDS-DOCK-SAM62CDU

- Vehicle Dock for Samsung Tabs: Securely mounts your Samsung Galaxy Tab Active5 in an IntelliSkin Next Gen case.
- Power & Connect: Provides charging via USB-C while offering a USB-A port for connecting peripherals like keyboards or scanners.
- RAM Mount Compatible: Includes the standard RAM® 4-hole AMPS pattern for secure attachment to RAM® mounts and arms.

Elatec Dual-Band RFID Reader

Part #   T4FKFBFRLM7

- Plug-and-play simplicity for RFID card tracking.
- Reliable and fast card reader with seamless interaction.
- Multiple RFID frequencies to support districts existing student cards.

Double Ball Mount with Two Round Plates - C Size Medium

Part #   RAM-101U

- Double Ball Mount: The mount features a versatile double ball and socket arm for extensive adjustability.
- Universal AMPS Pattern: Connects to a wide variety of RAM® cradles and mounts via the industry-standard AMPS hole pattern on both ends.
- Medium Arm Length: Provides a good range of motion for optimal positioning of your device.

RAM® Backing Plate Adapter

Part #   RAM-202-225B-2U

- Universal Backing Plate: The RAM-202-225B-2U is a versatile steel backing plate that attaches to a variety of RAM® Mounts ball bases.
- Double Hole Pattern: It features two hole patterns for broad compatibility: a 4-hole AMPS pattern with #8-32 threaded holes and a 4-hole 2" x 2.5".
- Secure Attachment: Includes all necessary hardware (screws and lock washers) for secure mounting of your chosen RAM® ball base.

Samsara GPS Tracking

Transfinder partners with Samsara, a leading provider of GPS tracking services nationwide, to provide a number of integrated solutions. GPS units show where the bus is at any given time, as well as store historical data of location, and where the doors open. The data from these devise flows to Transfinder's software for analysis, but please note that Samsara provides their own web-based tools to the district as well. Diagnostics, tracking, reporting, and more are all available.

Samsara devices enable Transfinder to offer a few specific advantages:

- **Actual VS Planned Analysis**: Transfinder knows the planned route, what is supposed to be happening in the field. Samsara GPS data tells what is actually happening on the road each day. We bring this data together to analyze if buses are running early/late, if stops are being missed, if any unplanned stops are happening, etc. Scheduled reports daily or weekly help bring to light patterns, and opportunities for efficiency or driver coaching.
- **GPS Based alerts in the Parent App**: The Stopfinder app can enable parents to get a warning when their child's bus is getting close to their stop/home. Push notifications let parents know when the kids need to get outside in the morning, and when they should be outside in the afternoon to meet the bus.
- **In-Vehicle Tablets for Driver Application:** Samsara hardware is fully compatible and tested to run Transfinder's in-vehicle driver app allowing drivers to receive turn-by-turn directions tied directly to the routing platform, track student ridership manually and by RFID, and track forms for vehicle inspections or student conduct.

With Transfinder software working together with Samsara hardware districts receive a seamless integrated experience.

Zonar Integrated Partnership

Transfinder partners with Zonar to provide clients complete insight into their operation by marrying the planned route information with actual GPS events on the road. In addition, Transfinder software is certified to be installed on Zonar tablet solutions, Districts to continue their relationship with their current GPS vendor without interruption, if applicable.

Zonar devices enable Transfinder to offer specific advantages:

- **Actual VS Planned Analysis**: Transfinder knows the planned route, what is supposed to be happening in the field. Samsara GPS data relays what is actually happening on the road each day. We bring this data together to analyze if buses are running early/late, if stops are being missed, if any unplanned stops are happening, etc. Scheduled reports daily or weekly help bring to light patterns, and opportunities for efficiency or driver coaching. We call this GPS Connect.
- **GPS Based alerts in the Parent App**: Transfinder's Stopfinder app can enable parents to get a warning when their child's bus is getting close to their stop/home. Push notifications, called Stopfinder Geo Alerts, let parents know when the kids need to get outside in the morning, and when they should be outside in the afternoon to meet the bus.
- **Driver Navigation and Student Ridership:** With Zonar's hardware the district can install Transfinder software, Wayfinder, to run on Zonar tablets and utilize ZPass card readers for student ridership. This connected solution means everything is connected together utilizing a single data plan for all the telematics on the bus.

While these tools are available at any time, many districts start with our software, and then build toward a long-term plan to add hardware to the vehicles. Your district could use one of these tools, or both, or neither. It is 100% up to what is best for the district, and the district's primary goals.

- **Include information regarding the firm's organizational staffing and financial stability.**
  Please find an organizational chart for Transfinder below.
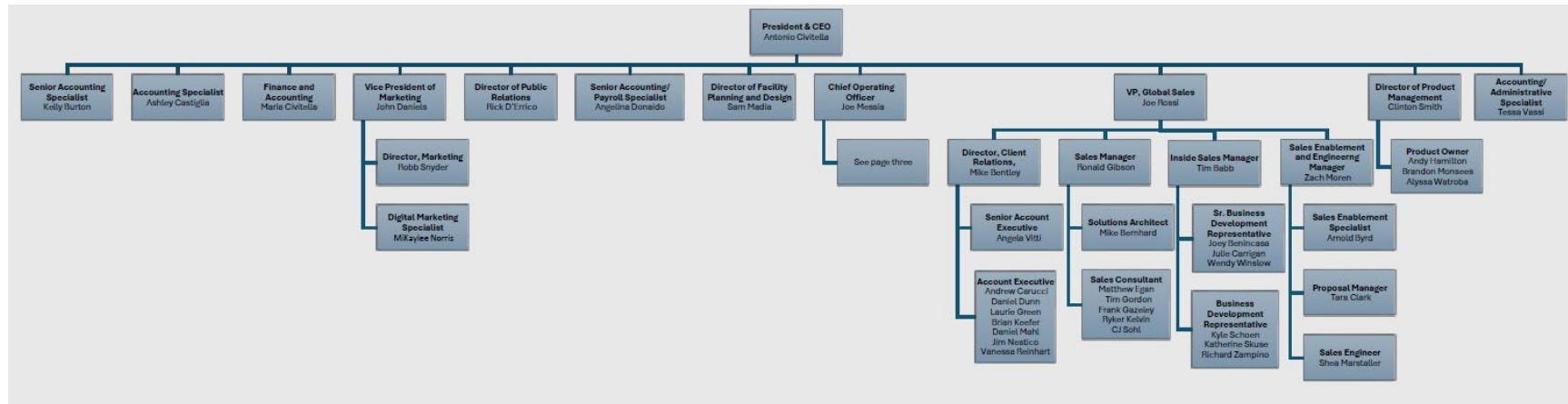
Please find an overview of our financial stability on the following pages.

Financial Stability

As a privately-held firm, Transfinder does not disclose its financial statements, but provides revenues, growth, company longevity, and references to demonstrate its financial stability. In addition, the company has been named to the Inc 5000 for eleven consecutive years. In order to do so the company had to complete a Revenue Confirmation Form for public accountants to review.

History and Longevity: Founded as Forth & Associates, Antonio "Tony" Civitella, President & CEO, joined Forth as an intern from Siena College majoring in computer science. Following graduation, Tony joined the company full time and helped sign on its first client, Schenectady City Schools, who is still a client today. During the 1990s Tony led the company's development of new software solutions while the company's client base steadily grew. Transfinder Pro, Transfinder le, and Transfinder i together formed the core of the company's offerings during the 1990s and into the 21st century. As the client base was growing Tony began to purchase shares in the company, and by the year 2000 he had completed the purchase and changed the name to Transfinder.

In 2008, the company made a decisive move to separate the name of the company from its product line as it continued to develop new products. Transfinder remained the name of the company, but Transfinder Pro, *le*, *i*, and fm were transformed into Routefinder Pro, Infofinder *le*, Infofinder *i*, and Servicefinder respectively. As GPS moved into the industry, the company developed Busfinder GPS software, today called GPS Connect, that integrated with GPS hardware units from other manufacturers.

By 2010, the client base had significantly grown and was in 47 states and Canada. This necessitated another shift in the company's resources. The Client Services department expanded, doubling in size to meet the needs of the client base. In addition, a new department for Client Relations was formed to ensure personal communication with the company's clients.

Always an innovator, Transfinder continued to develop new products, responding to the proliferation of mobile devices by introducing the first mobile app for student transportation. The new mobile app, called Infofinder *mobile*, was conceived and developed in 2011 and was launched into the market in January 2013. Continuing to respond to client needs and the necessity to be anywhere with your information, Transfinder also launched Viewfinder in 2015, which allows you to visualize your transportation information on one dashboard to monitor the health of your operation.

In addition to a new product offering in 2015, Transfinder opened its first satellite office in Austin, Texas and still maintains several professional services and training staff members there to serve the needs of clients in and near our 2nd largest client base, Texas. In addition, Transfinder opened a software development office in Shanghai, China. The additional development office in China ensures our current software and new product technologies are being developed 24 hours a day between New York and China.

In 2024, company revenues grew to 42.2 million, representing a 20% increase.
The new revenue high represents Transfinder's 27th consecutive year in record revenue territory. In addition, the company added 168 new clients, bringing the company to over 2,300 clients across the country. There were a number of factors driving Transfinder's growth, including hardware sales, which grew 117 percent to $9.5 million in 2024. Transfinder Hardware includes mounts and tablets for school buses running Wayfinder, Transfinder's driver app, which provides turn-by-turn directions and the ability to take student attendance. Wayfinder sales alone jumped 67 percent in 2024 compared with the previous year. Servicefinder, the company's fleet maintenance solution, saw sales increase 47 percent from the previous year. Sales in Transfinder Marketplace, which includes Transfinder's partners, increased 134 percent year-over-year.

In 2023, company revenues grew to 35.4 million, representing a 23% increase.
The new revenue high represents Transfinder's 26th consecutive year in record revenue territory. In addition, the company added 164 new clients. While not all districts use bus routing software, one out of every three districts does use Transfinder software, which is an amazing market share. Key to the company's success in 2023 was the ability to offer an industry leading complete solution that addresses the needs of transportation, district staff, parents and drivers. In addition, Transfinder was recognized at the Bus Summit Awards with awards for Best Software and Best Hardware in 2023.

In 2022, company revenues grew to 28.8 million, representing a 24% increase.
The new revenue high represents Transfinder's 25th consecutive year in record revenue territory. In addition, the company added 192 new clients and increased the number of clients choosing to have their data hosted on the cloud, with the number of clients now hitting 77 percent. Key to the company's successful 2022 results was the number of new clients purchasing Routefinder PLUS, which now totals more than 1,224 clients using the award-winning browser-based routing solution, as well as more clients using Transfinder's parent app, Stopfinder. Currently, 500,000 parents are using the Stopfinder app. To meet the growing needs and expectations of the industry, Transfinder continued to add team members in all departments, with 31 new employees joining the company in 2022.

INC. 5000
For twelve consecutive years, Transfinder was named to the INC 5000 as one of the fastest growing private companies in the United States. According to INC 5000 rules, Transfinder had to demonstrate double-digit revenue growth over a five- year period and had to complete a Revenue Confirmation Form for public accountants to review.

Bank References
First National Bank of Scotia, NY
NBT Bank, Schenectady, NY

If sub-contractors are to be used, describe the services they provide, their qualifications and experience, and the percentage of the total work they will perform.
All Transfinder's software products are proprietary and not outsourced in any way. They are all supported and developed in-house. The only area in which we partner with authorized reseller partners is for optional hardware to complement some of our products. For the solution we have proposed for YPS, there would be an option to utilize the following reseller partners (not required):

Zonar and Samsara - GPS
- Please see the above overviews of Zonar and Samsara GPS providers within this section.
- Please see www.zonarsystems.com and www.samsara.com for more information on their services, qualifications, and experience.
- Regarding the total percentage of work they would perform, it would only be applicable if YPS desired the purchase of new GPS units from either provider. The percentage is not able to be calculated until YPS confirms the scope of services they would wish to purchase.

CI Solutions – RFID Card Readers
- As part of our comprehensive student transportation software suite, we can include CI Solutions as a strategic third-party vendor.
- CI Solutions is a leading provider of advanced identification solutions, offering RFID cards, high-quality printers, and robust card management systems.
- With a proven track record in the education sector, CI Solutions delivers reliable and secure products designed to streamline and improve student transportation services. Please see www.cardintegrators.com for more information on their services, qualifications, and experience.
- Regarding the total percentage of work they would perform, it would only be applicable if YPS desired the purchase of RFID card readers and cards from CI Solutions. The percentage is not able to be calculated until YPS confirms the scope of services they would wish to purchase.

d. References

d. References

Garland ISD	
Primary Contact	Anna Banner
Title	Transportation Director
Address	501 South Jupiter Road, Garland, TX 75042
Phone	972-487-4938
Email	ABanner@garlandisd.net
Brief Description of Work & Services	Routefinder PLUS, Wayfinder, Stopfinder,, GPS Connect, Infofinder I, Viewfinder, Tripfinder, Tablets, Servicefinder
Period of Performance	11/15/2022 - Present

Schenectady City SD	
Primary Contact	Al Valachovic
Title	Transportation Supervisor
Address	108 Education Drive, Schenectady, NY 12303
Phone	518-370-8103; 7
Email	valachovica@schenectadyschools.org
Description of Services	Routefinder PLUS, Stopfinder, GPS Connect, Viewfinder, Tripfinder, Infofinder i
Period of Performance	6/8/1996 - Present

Syosset CSD	
Primary Contact	Claudia Hardes
Title	Transportation Director
Address	99 Pell Lane, Syosset, NY 11791
Phone	516-364-5840
Email	chardes@syossetschools.org
Description of Services	Routefinder PLUS, Wayfinder, Infofinder I, Communication, Viewfinder, Tripfinder, GPS Connect
Period of Performance	12/17/2001 - Present

e. Qualifications & Experience of Personnel

e. Qualifications & Experience of Key Personnel

Principles
Transfinder is recognized for our team approach to meeting the individual needs of each client. Besides our commitment to innovation, service, and safety, we believe it is important to provide you with the professional experience of our leadership team and the principal project management and support members.

Antonio Civitella, President & CEO
Antonio Civitella began his career as a computer software intern with James Forth & Associates, a management consulting firm. Antonio Civitella began his career as a computer software intern with James Forth & Associates, a management consulting firm. He developed the company's flagship product then known as Transfinder Pro. While Vice President and Chief Operating Officer, he purchased the company in December 2000 and became Chairman and CEO. To reflect the focus on the products and services associated with pupil transportation, he changed the company's name to Transfinder.

Since then, Mr. Civitella has led the development of the company's product line as well as the management and support teams. He is active in the National Association for Pupil Transportation (NAPT), National Association of State Directors of Pupil Transportation Services (NASDPTS), The Association of School Business Officials (ASBO), New York Association for Pupil Transportation (NYAPT), the Texas Association for Pupil Transportation (TAPT), the New York State Association of School Business Officials (NYSASBO) and the New Jersey School Transportation Supervisors (NJSTS) among other organizations. He holds a B.S. degree in computer science from Siena College.

Joseph Messia, Chief Operating Officer
Joe Messia brings extensive knowledge of Transfinder solutions to his role as Chief Operating Officer. Mr. Messia, who has serviced as Transfinder's Vice President of Operations and the Director of Client Services and Manager for Technical Support, has been influential in reshaping and improving customer service to ensure appropriate staffing and resources are committed to every client's software installation and implementation experience. He is a graduate of the State University of New York at Cortland where he earned a B.S. in Economics.

Joseph Rossi, VP, Global Sales
Joseph Rossi joined Transfinder in 2001 as Business Development Representative and quickly expanded his role within the company to become Manager of the entire sales team. Today, Mr. Rossi is Vice President of Global Sales and is responsible for international growth opportunities and development. He also leads a team of sales professionals, including National and Regional Sales Representatives, and Sales Consultants. He has exceptional experience with and knowledge of our products and services as they have grown and developed over the years. He received his B.S. in Business Management from the SUNY College at Geneseo.

Clinton Smith, Director, Product Management
Clinton Smith joined Transfinder as a Software Project Manager in 2012. Mr. Smith has held several leadership positions in the company including responsibilities overseeing both product and service aspects of the organization. Clinton is currently Director of Product Management and oversees the roadmap for future development, direction, and design of our products.

He works with our clients to gain feedback to inform future products and works with the Product Management and Development teams to see those products and features come to fruition. Clinton earned his B.S. in both Economics and Math at the University of Buffalo and received his MBA from Rensselaer Polytechnic Institute.

Patrick Quirk, Director of Client Services
Patrick Quirk oversees Transfinder's Implementation, Training, Data and Professional Services teams, working with their managers to ensure the highest level of customer service is delivered to all clients, brand new or lifelong. He makes sure each client is assigned the resources necessary to accomplish their purchasing objectives and scheduling the appropriate training sessions with their assigned applications specialist. Patrick has over 14 years of experience in project management and providing professional services in the software industry. He earned his Master of Science for Teachers in Adolescent Education from SUNY Plattsburgh, and a B.A. in Philosophy from Union College.

Madeline Austin, Client Support Manager
Madeline Austen has been with Transfinder since February of 2022. She started as a Client Project Manager before moving to Manager of Support Services towards the end of 2023. She has nearly a decade of experience doing all tiers of support and customer/account services. She leads a team of Support Specialists, Team Leads, and Senior Support Engineers at Transfinder, and is responsible for ensuring the quality and efficiency of the company's customer support experience.

Terrell (T) Doolen, Professional Services Manager
Terrell (T) Doolen provides customized advice, training, and support for clients at their sites on specific projects, including advanced training sessions, project management, accelerated implementation services, and route reduction and efficiency planning. Mr. Doolen also serves as a technical and process advisor working with the solutions architects to determine how the software can be used to best fit the client's operations. He worked for Yahoo, Inc. in California, and spent over three years in professional services before joining Transfinder to manage our technical support staff. With over ten years of experience in Transfinder customer service and technical support, Mr. Doolen has been influential in reshaping and improving client services. He holds a B.S. in secondary education from the University of Illinois at Urbana-Champaign.

Danielle Roberts, Senior Professional Services Consultant
Danielle Roberts is responsible for developing and expanding the professional services Transfinder provides to school districts throughout North America. To provide comprehensive services for the efficient management of student transportation operations, she leads the company's in-house staff and taps a network of industry experts.

From routing and logistics services to demographic analyses, management training, transportation consolidation, and benchmarking studies, Ms. Roberts helps districts to meet new challenges arising from budget shortfalls or growth demands. As a former Executive Director for Long Range Planning and Business Systems for Round Rock Independent School District in Texas, Ms. Roberts is recognized for her pioneering efforts in developing computerized routing systems for school districts and is called upon by national and state organizations to help districts incorporate best practices into their operations by establishing standards and conducting independent management audits of district transportation systems.

Key Personnel

Transfinder assigns special personnel to work with you through all the key implementation steps and to provide ongoing post-implementation support. Our services and support staff devote themselves to developing positive relationships with our district clients to ensure successful outcomes and form longstanding partnerships to last for years.

Once the implementation phase begins, a dedicated Client Project Manager will be assigned to your district. Additionally, a Transfinder Client Implementation Manager will oversee the project and be available to answer any questions or concerns related to the project. Your Transfinder Client Project Manager will confirm contact information, responsibilities, and schedule a time for a Kickoff Call to review the project plan and make any adjustments, as necessary.

Data Acquisition
Once the IT contacts who can provide access to Student Data and School Boundaries (if available) are confirmed, the Transfinder Data Team will begin collecting and processing the files necessary to build the Routefinder PLUS environment. At the same time, members of the Transfinder GIS team will begin working with various local county resources to obtain additional map data, such as Point or Parcel data.

Professional Services
Transfinder's professional services team will work with Districts to help build routes or boundaries based on their needs which will be confirmed with the Client Project Manager.

Training
Once the software and data are available, a series of training courses will be scheduled that shall continue through the course of the implementation.

Post-Project Completion
After the Implementation phase, your team graduates to Support, where you will have full access to our Support Services. In addition, you will be assigned an Account Executive from our Client Relations team who is dedicated to helping you use our solutions to achieve operational and cost savings goals for long-term success. During each phase of the project, role-specific key personnel will be responsible for ensuring successful completion of the implementation process.

Key Project Management Personnel

Patrick Quirk, Director of Client Services
Patrick Quirk oversees Transfinder's Implementation, Training, Data and Professional Services teams, working with their managers to ensure the highest level of customer service is delivered to all clients, brand new or lifelong. Patrick has over 14 years of experience in project management and providing professional services in the software industry. He earned his Master of Science for Teachers in Adolescent Education from SUNY Plattsburgh, and a Bachelor of Arts in Philosophy from Union College.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8424
Email: pquirk@transfinder.com

Michael Weston, Client Implementation Manager
Michael Weston oversees Transfinder's team of Client Project Managers who are responsible for the implementation schedule of our clients' software purchases. Mike sees that each client is assigned the resources necessary to accomplish their purchasing objectives, as well as is scheduled appropriate training sessions with their assigned Applications Specialist.

In early 2020 Mike joined Transfinder as Technical Support Manager after ten years with Autotask, a cloud-based business software company, where he grew his career and in-depth experience as a technician, trainer, leader, manager, QA tester, project manager, and technical content creator. Mike is Dale Carnegie certified and firmly believes in providing the best customer service. Our client commitment is an extension of the products a company sells, and both should always exceed expectations.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8511
Email: mweston@transfinder.com

Key Data Personnel

Maci Caballero, Client Data Manager
Maci Caballero manages a team of GIS/Installation Engineers who are responsible for all mapping and software delivery to all new and existing clients. She is also responsible for managing data collection from clients and partners and building relationships with third-party vendors to obtain better pricing and faster, more reliable service.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8412
Email: mcaballero@transfinder.com

Susan Malenfant, GIS/Data Engineer
Susan Malenfant joined Transfinder in December 2010 as GIS/Data Engineer. Taking the data that has been collected from our clients' local GIS agencies or from Teleatlas maps, Susan reviews and analyzes it for accuracy. After making any corrections to street names and addresses, Susan converts the data into a format Routefinder can recognize and use. Prior to joining Transfinder, Susan worked for 16 years with Mapinfo, a GIS business partner, analyzing and converting maps for their various clients. Susan earned her Bachelor of Arts degree in Geography from Boston University.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8409
Email: smalenfant@transfinder.com

Key Professional Services Personnel

Danielle Roberts, Director, Professional Services
Danielle Roberts is responsible for developing and expanding the professional services Transfinder provides to school districts throughout North America. To provide comprehensive services for the efficient management of student transportation operations, she leads the company's in-house staff and taps a network of industry experts. From routing and logistics services to demographic analyses, management training, transportation consolidation, and benchmarking studies, Danielle helps districts to meet new challenges arising from budget shortfalls or growth demands.

As a former Executive Director for Long Range Planning and Business Systems for Round Rock Independent School District in Texas, Danielle is recognized for her pioneering efforts in developing computerized routing systems for school districts and is called upon by national and state organizations to help districts incorporate best practices into their operations by establishing standards and conducting independent management audits of district transportation systems.

Contact Information:
Location: Austin, TX
Phone: 518-723-8800
Email: droberts@transfinder.com

Terrell (T) Doolen, Solutions Services Manager
Terrell (T) Doolen provides customized advice, training, and support for clients at their sites on specific projects, including advanced training sessions, project management, accelerated implementation services, and route reduction and efficiency planning. Terrell also serves as a technical and process advisor working with the solutions architects to determine how the software can be used to best fit the client's operations. He worked for Yahoo, Inc. in California, and spent over three years in professional services before joining Transfinder to manage our technical support staff.

With over ten years of experience in Transfinder customer service and technical support, Terrell has been influential in reshaping and improving client services. He holds a B.S. in secondary education from the University of Illinois at Urbana-Champaign.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8404
Email: tdoolen@transfinder.com

Key Training Personnel

Julie Doolen, Training Manager
Julie Doolen joined Transfinder in 2010 and manages nine Applications Specialists. She is responsible for the development and delivery of training for all Transfinder products. In addition to delivering training to 25 clients per week, Julie also oversees the development and the scheduling of interactive training webinars, Transfinder University, and classes offered at the Annual Client Summit. Julie attended the University of South Carolina and earned a Bachelor of Science in Hotel, Restaurant, and Tourism Administration.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8414
Email: jdoolen@transfinder.com

Key Post-Project Completion - Ongoing Personnel

Michael Bentley Director of Sales
Michael Bentley leads a team of Account Executives who are dedicated to helping Transfinder clients use our solutions to achieve their operational and cost savings goals. He can be called upon should a district feel they are not receiving adequate service from their account executive. To ensure that our clients have the products and resources needed to meet their day-to-day challenges, Michael works in close collaboration with Transfinder's development, client services, and professional services teams, as well as industry partners.

Mike brings over 30 years in sales leadership to his role. Prior to joining Transfinder, he was Senior Director for National Sales at Deep Blue Communications, a wireless Internet provider, and a Regional Director at Paytek Solutions, a voice and data telecommunications company. Mike earned his Associate of Science in Business Management from Paul Smith's College in New York and his Bachelor of Science in Political Science from SUNY College Cortland in New York.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8200
Email: mbentley@transfinder.com

Dan Mahl, Account Executive for clients in the State of New York
Please see Dan's resume enclosed at the end of this summary.

With a track record of delivering results and a commitment to ongoing improvement, Brian Keefer is poised to continue making meaningful contributions to Transfinder and its clients.

Contact Information:
Location: Schenectady, NY
Phone: 518-723-8203
Email: bkeefer@transfinder.com

Madeline Austin, Client Support Manager

Madeline Austen has been with Transfinder since February of 2022. She started as a Client Project Manager before moving to Manager of Support Services towards the end of 2023. She has nearly a decade of experience doing all tiers of support and customer/account services. She leads a team of Support Specialists, Team Leads, and Senior Support Engineers at Transfinder, and is responsible for ensuring the quality and efficiency of the company's customer support experience.

Contact Information:
Location: Transfinder Headquarters: Schenectady, NY
Phone: 518-723-8440
Email: mausten@transfinder.com

DANIEL J. MAHL

Alplaus, NY 12008 · 518-859-0770 · danielmahl@msn.com · LinkedIn

BUSINESS DEVELOPMENT LEADER / SALES & ACCOUNT MANAGER
— Enterprise Software and SaaS Solutions Experience —

Technical Sales and Business Development Professional with top sales achievements and proven business acumen. Solid sales process knowledge and experience. Estimated, designed and delivered sales and projects with efficiency.

- **End-to-end Software, Products and Services Sales and Account Management** from cold call to go-live and beyond – needs assessments, requirements gathering, proposals, project plans, and customer training
- **Built customer confidence** by making intangibles feel tangible, using responsive and knowledgeable communications – technical and non-technical, and by ensuring quality deliverables at every step
- **Key contributor to businesses growth** through new clients, sales, products and customer solutions – strong at opening *and* closing sales, qualifying leads, and identifying market and profitability opportunities

SIGNATURE SKILLS

New Business Development | Direct Sales | Strategic Sales Planning | Cost Estimating & RFPs | Complex Proposals
Consultative Sales | Relationship Management | Account Development | Client Retention | Issue Resolution
Revenue Growth | Monitoring & Tracking | VOC / Product Development| Customer Training | Communication

Technology: Salesforce CRM, MS Dynamics, Act!, Freshsales, MS Access; MS Office Suite, PeopleSoft, Go-To-Meeting

PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE	2/2020–Present

Transfinder Corporation, Schenectady, NY
Transfinder is a leader in logistics software, providing intelligent solutions to schools, municipalities and adult care facilities.
$42.2M revenue 2024 | 200 employees | 2,300+ customers
Account management role for large regional and national accounts. Facilitates seamless transitions for clients seeking upgrades, add-on components, and innovative solutions to address evolving needs. Committed to understanding client requirements and delivering tailored solutions that translate to substantial returns on investment for clients.

STRATEGIC SALES EXECUTIVE	2/2014–11/2019

Bestpass, Inc., Albany, NY
FinTech SaaS technology provider of single-source payment platform and streamlined toll management services
$34M exp. revenue 2019 | 90 employees | 6,900+ customers | 575,000+ deployed devices in U.S. and Canada

Business Development role for large regional and national accounts, selling to multiple levels and functions - CFO, IT, Fleet Directors, and Operations. Performs systems and requirements gathering and works with in-house managed services team and implementations teams to meet customer needs, often yielding additional revenue.

Identified, cold called, closed on, and managed key accounts for large public & private companies and Fortune 500s including AT&T, Aramark, Cintas, Asplundh, John Deere, AmeriGas Propane, Air Products, Bimbo Bakeries, P&S Transportation, Pilot Travel Centers, Cedar Rapids Steel Transport, Con Ed of NY, Anderson Trucking, and Dart Transit.

- **Top salesperson,** contributed to company's overall growth of more than 200% over the past 3 years
- **Outperformed sales goals annually despite increased quotas: 126%, 2016 | 227%, 2017 | 340%, 2018**
- **Brought in nearly $1M in additional revenue for 2019, 150% to goal**
- Proposed and established a new consolidated national toll platform product in 2018 which **brought in $2.5M in new revenue, with forecasted sales of $15M in 2020/2021**

— Pioneered new market segment of private fleet management, beyond simply over-the-road trucking.
— Led product development and sold offering to companies with large private fleets and regions
— Better defined new platform and further expanded it for utilization by national fleet management companies such as Hertz-Donlen, working with CEO on proposals and presentations

- **Increased customer confidence and communication** by setting up and training implementation team on formal sales process to include hosting pre-sales and post-sales webinars, including for customer training
    — Develop policy/program for fleet professionals to review
    — Write documents for customers including "transition announcement" for their stakeholders
- Voice of the Customer, led efforts to create Cost Center Reports desired for improved regional billing
- Effectively trained several sales team members in the sales process and product knowledge

SALES & PROJECT CONSULTANT	7/2010–4/2013

CORS Remodeling, Saratoga Springs, NY (4/2012–4/2013)
- Provided new business development, sales and follow up, renewed cold accounts and expanded market through cold calling and networking for construction remodeling contractor
- Wrote cost estimates and project proposals, updated contracts template, built customized company CRM system, and created sales process

EasyBus, Inc. (now busHive), Ballston Lake, NY (4/2011–8/2011)
- Generated new leads for Transportation Management Software company through software demos, attending national and local tradeshows, and visiting customer locations, mostly school districts and municipalities
- Resurrected accounts by implementing a proven sales process

Netguistics, Inc., Troy, NY (7/2010–12/2010)
- Initiated N.E.W. medical records / IT Service Solutions product line, EMR LifeCycle

ACCOUNT MANAGER, TECHNICAL SALES	5/2006–4/2010

GraceCom Telecommunications (now Northeast Information Systems, LLC), Clifton Park, NY

Top salesperson for marketing, designing, selling and installing Telecom Systems – software and hardware. Built and served base of 150+ commercial client companies including Vicarious Visions, Capital Care Media Group, Empire Distribution Centers as well as several insurance companies and large school districts.

- Met with key decision-makers to gather technical and functional needs and business goals
- Designed VoIP networks and wiring plans for Call Center customers – supported advanced networks and specified/proposed cabling and switching upgrades
- Proposed system upgrades and successfully upsold systems to accommodate future client capacity demands. Supported technical teams with go-live implementations
- Managed end-to-end projects/implementations simultaneously, involving the coordination of engineers, technicians, vendors, subcontractors and clients, as well as project tracking for risk to budget and timeline
- Promotional tradeshow exhibitions: independently set up and staffed booth for five local tradeshows

EDUCATION
M.S., Secondary Education, D'Youville College, Buffalo, NY
B.A., Political Science, State University of New York at Buffalo, Amherst, NY
Systems Analysis and Design Certification, State University of New York at Buffalo, Buffalo, NY

PROFESSIONAL DEVELOPMENT
Sandler Sales Training, Direct Impact Associates; **Baseline Selling Sales Course**, Kurlin & Associates

COMMUNITY LEADERSHIP
COMMISSIONER, Glenville Fire District #2, Glenville, NY 12/2010–Present

Brian Dollard – Project Manager

PROFILE

Demonstrated history of skills in project management, leadership, and employee development. Skilled in managing vision and purpose, dealing with ambiguity, and driving results.

EMPLOYMENT HISTORY

Client Project Manager, Transfinder, Schenectady, NY

SEPTEMBER 2021 — PRESENT

Develop project plans to meet client objectives, including specific goals, milestones, and target dates. Coordinate software installation between client and internall installation team. Provide software support and data analysis during the implementation period. Maintain communication with clients to ensure that projects are on track, give the goals established in the project plan, and work with clients to adjust as necessary. Mentor newly onboarded Client Project Managers to assist development and ensure success in role.

Operations Lead, Apple, Albany, NY

MAY 2014 — SEPTEMBER 2021

Developed and executed strategies for logistics and inventory management. Appraised staff performance and provided constructive feedback to improve overall productivity. Scheduled vendor appointments, handled follow-ups, and coordinated with other professionals to guarantee successful on-site repairs and routine maintenance. Oversaw the ordering of necessary supplies while ensuring budget compliance.

EDUCATION

Bachelor's of Arts, Political Science, Southern New Hampshire University

JANUARY 2017 — JUNE 2019

Graduated Cum Laude

LINKS

Linked In - https://www.linkedin.com/in/brian-dollard-96241499/

SKILLS

Project Management	Strategic Planning
Leadership and Teamwork	Communication Skills
Effective Time Management	Ability to Deal with Ambiguity
Adaptability	Employee Development

f. Methodology & Project Approach

f. Project Methodology & Approach

Transfinder will tailor an implementation plan to meet the needs of your district. Outlined below are key implementation activities, milestones, and expert resources that Transfinder will bring to bear in partnership with your district to fully implement, adopt, and publicize the program.

Project Team

Project Manager

As part of your implementation, Transfinder will assign a dedicated project manager to ensure you are able to achieve success with our software. Acting as your primary point of contact for all things implementation related, the project manager's responsibilities include project planning, activity coordination, progress reporting, risk assessment and resource management. What sets Transfinder's Project Management team apart is that they are also highly proficient in our software and will be actively involved in user training, process mapping, system administration and troubleshooting.

Professional Services Consultant

Throughout your implementation you will meet with a dedicated Professional Services Consultant who will collaborate with you on everything from reviewing your business processes to training on the core use of the products you're implementing and supporting you all the way through your eventual go live. Our consultants have years of experience working with all manner of school districts on a myriad of different projects.

Major Implementation Milestones

Kick Off Meeting

To begin the implementation your project manager will schedule a call for all project stakeholders to come together and discuss the goals of the project. This includes a review of timelines, technical requirements, functional goals, and team training availability.

Routefinder PLUS Environment Creation

Using the data gathered from your district and county GIS office, your project manager will work to ensure a timely conversion of that data into a new Routefinder PLUS environment. Prior to the delivery of your environment, our Data Team will perform a quality assurance review of your data and the overall environment. A data specialist will also geocode as many of your students as possible onto the map to provide an ideal point at which to start training.

Training & Consulting

For the duration of your implementation, you will have a minimum of one session scheduled per week with your consultant and/or project manager to review various training topics related to your implementation and to work through any impediments. These sessions will cover:

- Understanding your district's objectives, challenges, and opportunities
- Knowledge transfer of necessary product knowledge
- Tips and tricks, along with best practices
- Data mapping and management best practices
- Project management and problem solving

Project Management Overview *(continued)*

First Day of School Support

As you go through your first school opening with Routefinder PLUS in place, we want to be there with you. Your Project Manager and Consultant will be available to help you make any final preparations before the first day of school.

On-Going Support

The 'white glove' service our clients receive does not end when the implementation does. After your implementation is completed, you will be transitioned to our team of dedicated support professionals. To ensure there is no drop off in service between implementation and support, a call can be scheduled as requested by your organization to meet with our Support Manager, who will answer any questions you might have.

Project Timeline

Please see a high-level proposed project timeline on the following pages.

Task Name	Duration	Start	End	Notes
Transfinder Project	**25 weeks**	**Week 1**	**Week 26**	
Project Planning	**2 weeks**	**Week 1**	**Week 2**	
Contract Signed / Project Begins	1 day	Week 1	Week 1	Upon contract signature, Transfinder immediately begins provisioning the environment that will host the software and initiates the data collection process from the customer and municipal authorities who provide map data.
Kick Off Call	1 week	Week 1	Week 1	The kickoff call brings together stakeholders from Yonkers Public Schools' organization as well as the Transfinder Project Manager, Consultant and Data Specialist. The Transfinder Project Manager will also initiate a pre-kickoff meeting with the Yonkers Public Schools Project Manager to align on the goals of the kickoff meeting and to confirm the flow of the project prior to the broader discussion with project stakeholders.
Provide Project Plan	1 week	Week 2	Week 2	Following the kickoff, call where the Transfinder Project Manager asks pointed questions that will inform the workflow of the project, the Transfinder Project Manager will update the initial draft project plan and establish the first iteration of a project plan informed by collaboration between the Yonkers Public Schools and Transfinder.
Routefinder PLUS	**13.4 weeks**	**Week 1**	**Week 14**	
Initial Environment Build	**4.4 weeks**	**Week 1**	**Week 5**	
Yonkers Public Schools Data Acquired	2 weeks	Week 1	Week 3	Student and school Data are the most important pieces of data that Transfinder requires from the customer to fully populate a new environment and ensure subsequent training and customization is informed by real local data. Transfinder will work with Yonkers Public Schools to understand the scope of additional data from the compass system and develop strategies for importing that data. Timely access to this data will be a critical milestone for the project's timeline.
Map Data Acquired	1 week	Week 1	Week 1	Transfinder will reach out to municipal organizations that hold relevant map data that can be applied to the Routefinder PLUS environment. If Yonkers Public Schools knows of an entity that holds this kind of data that will be effective, the Transfinder Data Specialist can pursue data from those sources.

Map Data Converted	1 week	Week 2	Week 2	Once map data is acquired, the Transfinder Data Specialist will prepare it for The Routefinder PLUS environment.
Student/School Data Imported	1 week	Week 3	Week 4	The Data Specialist will collaborate with the Transfinder Project Manager and Yonkers Public Schools to import the first iteration of student and school data. This data set can continue to evolve throughout the life of the project. Likewise the team will initiate the import strategies for Compass data and work through an iterative process to bring this aspect of the project to closure.
Environment Finalized	1 day	Week 4	Week 4	With both map data and Yonkers Public Schools local data converted and applied to the environment, the environment is now finalized and the final steps of soft software implementation take place
Auto Import Setup	1 week	Week 4	Week 5	The Transfinder Project Manager will work with Yonkers Public Schools to define a data mapping and an automatic process to import student and school data using a frequency dictated by Yonkers Public Schools.
Installation Completed	1 day	Week 5	Week 5	With the software turned on, data added to the environment and the automated import established the installation of the Transfinder Software is complete.
GPS Connect	**3.2 weeks**	**Week 4**	**Week 7**	
Receive GPS Credentials	1 day	Week 4	Week 4	The Transfinder Project Manager will solicit GPS credential data from Yonkers Public Schools.
Installation Completed	1 week	Week 4	Week 5	GPS credentials are configured in the system and the basic installation is complete.
Map GPS ID's by Vehicle	1 week	Week 4	Week 5	The Transfinder Project Manager will work in the system to make connections between GPS and vehicles so that data can be recognized by the system.
Verify Trips / Events in UI	1 week	Week 5	Week 6	Testing will commence to ensure data from the GPS + vehicle combination is registering in the user interface.
Configure and Test Alerts / Reports	1 week	Week 6	Week 7	With GPS data now available to the application, the Transfinder Project Manager will work with the Yonkers Public Schools to configure alerts and reports.

Transfinder Implementation Routing	8.2 weeks	Week 3	Week 11	
Route Sheets Provided	1 week	Week 3	Week 4	Yonkers Public Schools will provide the most recent copies of route sheets used by their drivers for entry of the bus runs.
Routing Development and Iteration	6 weeks	Week 4	Week 10	Transfinder routers will create AM bus runs within Routefinder PLUS using the route sheets provided.
Final Route Acceptance	1 week	Week 10	Week 11	The newly created AM bus runs will be delivered in the form of a new database in Routefinder PLUS. This will provide the district with a data source that will be representative of the district's 2024-2025 bus runs.
Routing Implementation Consulting	**9 weeks**	**Week 5**	**Week 14**	
Geocoding, Map Editing and Pre-routing	2 weeks	Week 5	Week 7	The Transfinder Consultant will work with Yonkers Public Schools to learn PLUS capabilities while establishing routes in the system. The Consultant will be mindful of the Yonkers Public Schools team's proficiency with the software and will continually check for understanding and observe performance to adjust training and consulting accordingly to ensure the knowledge transfer is effective. The frequency and duration of these sessions will be collaboratively established between Yonkers Public Schools and the Consultant.
Stop Boundaries & Trip Assignments	2 weeks	Week 7	Week 9	
Exceptions & Shuttles	2 weeks	Week 9	Week 11	
On-Going Route Modifications	3 weeks	Week 11	Week 14	
Reports and Exports	**3 weeks**	**Week 11**	**Week 14**	
Define Requirements	1 week	Week 11	Week 12	The Transfinder Project Manager will facilitate discussions with Yonkers Public Schools stakeholders to uncover any reporting requirements from the system, as well as any necessary downstream systems and related export requirements.
Deliver and Iterate Reports	1 week	Week 12	Week 13	The Transfinder Project Manager will collaborate with the report writing team and develop and deliver required reports. These will be reviewed with Yonkers Public Schools and an iteration process will follow until the reports reflect the stated requirements.
Create Exports	1 week	Week 12	Week 13	The Transfinder Project Manager will work with Yonkers Public Schools' stakeholders to explore the various mechanisms of exporting data from Routefinder PLUS and determine the best approach.
Test and Refine	1 week	Week 13	Week 14	Yonkers Public Schools and the Transfinder Project Manager will test the export process(es) and refine any approaches as necessary.

Routing Implementation Complete	1 day	Week 14	Week 14	While the routing implementation has come to a close, Transfinder remains closely aligned with the Yonkers Public Schools in support of the first rollover and start of the school year. Through a combination of the Transfinder Project Manager and Transfinder Customer Success team, Yonkers Public Schools will have a direct line to knowledgeable, support and consultative advice to ensure a successful launch of the new school year using Routefinder PLUS.
Viewfinder	**3 weeks**	**Week 11**	**Week 14**	
User & Roles Setup	1 week	Week 11	Week 12	This part of the implementation is very straightforward. The Transfinder Project Manager will ensure users who intend to have access to this view only system are configured properly, and that any necessary dashboards and reports are configured and delivered. Following a test and revision process, this implementation will be complete.
Dashboard & Report Setup	2 weeks	Week 12	Week 14	
Tripfinder	**3 weeks**	**Week 11**	**Week 14**	
Users, Roles and Request Form(s) Setup	1 week	Week 11	Week 12	To begin, the Transfinder Project Manager will ensure users who are intended to have access are configured properly and the proper approval/review levels are established. Data such as billing codes, destination and field trip activities are imported. Each implementation has unique requirements which will be uncovered in the discovery process.
Approval Configurations				
Data import(s): billing codes, destinations, activities, etc.	1 week	Week 11	Week 12	
Create Reports	1 week	Week 12	Week 13	The Transfinder Project Manager will collaborate with the report writing team and develop and deliver required reports.
Test and Refine	1 week	Week 13	Week 14	The submissions, approval and reporting processes will be tested, reviewed and revised.
Stopfinder	**9 weeks**	**Week 14**	**Week 23**	
Email Import Review	1 week	Week 14	Week 14	At the start of this phase of the project, the Transfinder Consultant will work with the Yonkers Public Schools project team to ensure the accurate contact email for students are properly placed in the system, and work through configuration choices for both the administrative back end of the system as well as configuration choices that well affect the end user of the app
Stopfinder Admin Configuration	1 week	Week 15	Week 15	
User Experience Configuration	1 week	Week 16	Week 16	

Rollout Planning	5 weeks	Week 17	Week 21	
Community Communication Planning	1 week	Week 18	Week 18	The Transfinder Consultant and Project Manager will help facilitate and provide context around the necessary communication planning with the school community around the rollout of a community facing app.
Parent Support Planning	1 week	Week 18	Week 18	The Transfinder Consultant and Project Manager will work with the Yonkers Public Schools project team to arrive at effective support plans and procedures that will ensure any incoming calls or emails from the community or handled effectively and timely.
Run Pilot and review feedback	1 week	Week 19	Week 19	A small pilot will allow the Yonkers Public Schools to gauge reception of the app in the community and test the support and communication procedures that have been designed.
Finalize Go Live Support Plans	1 week	Week 20	Week 20	Prior to launching the app the Transfinder Project Manager and Consultant will facilitate a final planning conversation around supporting the rollout at scale.
Launch Stopfinder	1 week	Week 21	Week 21	The launch of the app is most typically done over a period of weeks so that the community and the support plans aren't overwhelmed and adjustments can be made in a manageable way.
Wayfinder	**11.6 weeks**	**Week 16**	**Week 26**	
Administration Training and Configuration	1 week	Week 16	Week 17	The Transfinder Project Manager and Consultant will work with Yonkers Public Schools to configure administrative functionality, as well as user roles and permissions, along with the configurations that will define the driver's experience at the onset of this part of the project.
Driver Experience Configuration	1 week	Week 17	Week 18	
Pilot	**3.6 weeks**	**Week 18**	**Week 21**	
Define Pilot Groups	1 week	Week 18	Week 19	The project team will determine the scope and identity of participants in the pilot program. This will include drivers, routes, schools and students that can be most effectively made part of the pilot experience.
Train Pilot Drivers and Review Feedback	1 week	Week 20	Week 21	The Consultant will train both Yonkers Public Schools' driver trainers, as well as the pilot drivers, on usage of the software on the tablets that are in the bus. The pilot drivers will then use the system for a specified amount of time and provide feedback on their experience.

Configuration Changes and Updated Training	1 week	Week 21	Week 21	The project team will consider driver feedback and make the necessary adjustments to the configuration of the system, as well as updating training materials in anticipation of rolling the software out to the full fleet.
Define and Deliver Reports and Dashboards	1 week	Week 22	Week 22	The Transfinder Project Manager will facilitate discussions with Yonkers Public Schools stakeholders to uncover any reporting or dashboarding requirements from the system. Through a process of review and iteration the project team shall arrive at a final set of reports and dashboards.
Begin Driver Rollout and Training	4 weeks	Week 22	Week 26	Driven by the Yonkers Public Schools' desired pacing and scheduling, at this point the system can be rolled out to the larger community of drivers through driver training and support from the Transfinder project team. The Transfinder Consultant can effectively support this process by being on-site to support Yonkers Public Schools' team. We do leverage train the trainer concepts when implementing and rolling out Wayfinder due to both the number of drivers who need to be trained, to establish a structure for on-going end user support at the district bus lots and to empower the district staff to train new drivers as they start with the district. No special training requirements are required, other than their ability to be available to drivers to ensure the successful adoption of the technology on the buses.
Wayfinder Implementation Complete	1 day	Week 26	Week 26	Driven by Yonkers Public Schools' desired pacing and scheduling, at this point the system can be rolled out to the larger community of drivers through driver training and support from the Transfinder project team. Typically the Transfinder Consultant can effectively support this process by being on-site to support Yonkers Public Schools' team.

Training Summary

At Transfinder we understand the intricacies and complexities that come with implementing new technology within an organization. The aim of our training is not just to familiarize your team with our solutions, but also to foster an environment that embraces the adoption of these new technologies. As your trusted partner, we are fully committed to ensuring a seamless rollout. Transfinder understands that not everyone learns in the same way. We also understand that the time you have available to learn our products and get up and running will vary. To accommodate your department's specific needs, we provide training for multiple learning styles.

Onsite Training

Face-to-face training provided by a Transfinder Consultant. A customized training plan is developed by your Consultant and Customer Project Manager. Training includes one-on-one training with individuals or small groups, "train-the-trainer" sessions, and direct end-user classes.

Online Training

A Transfinder Consultant will utilize Microsoft Teams to provide customized interactive training on topics that are relevant to the current phase of your implementation.

Interactive Webinars

To ensure your department gets the most benefit from our solutions, in addition to the customized training services described above, Transfinder also offers a monthly schedule of free, weekly, interactive online training webinars. These webinars cover all aspects of our routing system, as well as our complete product line. They are designed to develop the skills of all members of your department and provide for their ongoing professional development.

We were able to create a new route, get students geocoded, send parent emails and transmit up-to-date information for Infofinder. I think the summer webinars helped me be prepared. I was able to get route and information in place prior to the onslaught of student registration!

Jeannie DelRio – Administrative Assistant,
Murray City SD, UT

Annual Client Summit

The Annual Client Summit is a premiere training event, which offers an opportunity for Transfinder software users from across the country to get together for three days of hands-on and classroom sessions taught by our in-house training professionals.

On-Demand Training Models and Materials

Through our online training portal, Transfinder Community, we provide a myriad of training materials available on-demand to users 24/7. Our on-demand training and materials include:

- Detailed Help Files
- Product Technical Manuals
- Step-By-Step, Feature-based Training documents in PDF format
- Web-based Video Training Modules - Provides answers to common questions
- Recorded versions of our Interactive Webinars
- Transfinder University Anytime - Self-paced courses using your own data that include quizzes

Support Model

Transfinder has developed an award-winning support arm of our business that is known in the industry as the best. Our success is dependent on you being as educated in our solutions as possible. We also realize you need questions answered and technical support as quickly and effectively as possible. Our Support Team collectively has 30+ years of experience in transportation, technology, and Transfinder software. Support is available Monday – Friday from 6:00 am to 7:00 pm ET, as well as enhanced summer hours (excludes standard holidays).

Support Services Channels

- Transfinder Community: Visit the Contact Us page to submit a question or issue directly to the support team.
- Live Chat: Live online chat via the Transfinder Community during business hours for How To questions.
- Support Scheduler: Online scheduling tool with a variety of support services options and ability to schedule a call with a technical support specialist at a time that is convenient.
- Phone: Toll-free phone support.
- Email: Dedicated support mailbox for submitting support cases.

Support Request Process

- If clients are experiencing an issue using the Transfinder suite of products in a production environment, they can contact the Transfinder Support Helpdesk.
- All Transfinder staff are available and accessible via email or phone. The support team utilizes a dedicated email address to receive support requests. This mailbox is monitored during regular business hours.
- Clients also can join planned and/or impromptu remote user sessions. Remote access software tools are utilized to expedite problem resolution if access is permitted.

Resolution Procedures

- Transfinder's response time goal is to respond within 48 hours of the request.
- All requests for support are assigned a unique case number and are tracked in our CRM system throughout the lifecycle of the case. The case number is automatically provided to the client via email upon creation of the case.
- Cases are reviewed based on order received and priority assigned (Urgent, High, or Normal).
- A support engineer is assigned to a case to begin investigating the reported issue. The engineer will connect with the client to fully understand the issue observed and gather any additional information required to effectively troubleshoot.
- Once a resolution is reached, Transfinder will contact the client and confirm together that the issue is resolved, and the product is functioning as expected. Once a case is resolved, a case closed email is sent to the client to confirm.
- We also provide a link to a brief survey to allow the client to share how Transfinder can improve.
- If a client feels a case should be escalated, they may contact the appropriate support lead with the case number and explain the concern.
- The support lead then further investigates to determine the necessary course of action.

Optional: Professional Services Solutions

Over the years, we have had many districts enter their current routes into our system as part of their implementation. However, with a national bus driver shortage, almost every district is short on time. Many Transportation Directors and Routers are behind the wheel covering routes most days. For these folks, they may have very little time to focus on learning new software, let alone entering their routes into the new system.

Implementation services can remove the hurdle of the initial data input. This summary outlines the option of having our team do a large portion of the initial set up for you. There is no one right way to get the new system up and running.

A Team of Experts

Transfinder employs a team of consultants to help districts in a variety of ways. Our team is made up of former Transportation Directors, long-running Transfinder staff, and industry experts with decades of collective experience.

Implementation Service

- Transfinder can work with the raw data from your current routing software and use it in combination with route sheets and other documentation you have on hand.
- Our team will use these resources to enter your **regular education bus runs** into the Routefinder PLUS system.
- We will deliver the runs to the district, and transportation staff can review routes, make adjustments, etc.
- This service can help you implement faster, analyze sooner and save money as quickly as possible.

Additional Professional Services Solutions

If you ever need, our Professional Services team can offer the following as well:
- Bell Time Study – Assessing potential changes to your school building bell times, reviewing the operational impact of changes.
- Operations Review - overall assessment of your operation along with our findings and specific recommendations.
- Efficiency Route Reports – Looking at your existing routes and giving analysis/recommendations on where you could be more efficient.
- Efficiency Routing - our experts will re-route your operation on your behalf (within your guidelines) to find more efficient routes.
- Boundary Planning Services - Customized Consulting completed on-site or online.

g. Execution

g. Execution

g. Execution: Describe the Proposer's ability to deliver and execute the project as proposed, including providing project quality and cost control, and ability to complete the project in a timely manner.
Please refer to section f. for an overview of Transfinder's project methodology and approach which incorporates quality and cost control, as well as a constant focus on completing the project within agreed upon deadlines.

h. Active Projects in Yonkers

h. Active Projects in Yonkers

h. Proposers shall identify all their current active projects in Yonkers and active projects in the areas surrounding Yonkers that may impact Yonkers. Proposers shall also indicate if any of the team members or sub-consultants proposed for this engagement is working on those projects and if so, the nature of their work on those projects.
Transfinder currently has no active projects in Yonkers.

i. Conflict of Interest Statement

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i. Conflict of Interest Statement - In addition, the Proposer (and each sub-consultant, if any) shall provide an affirmative statement that they are independent of the City of Yonkers/Yonkers Public Schools. Proposers shall disclose all direct and indirect, actual or potential conflicts of interest it or any of the Proposer's personnel and sub-consultants may have with the City of Yonkers/Yonkers Public Schools.

Transfinder confirms we are independent of the City of Yonkers/Yonkers Public Schools. We have no direct and indirect, actual or potential conflicts of interest with the City of Yonkers/Yonkers Public Schools.