



LAMERS

The Passenger Professionals®

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To: Mr. Steve Summers
Waunakee Community School District

Date: April 1, 2025

Subject: Alternate Proposal for Technology and Security Upgrades in Student Transportation

Dear Mr. Summers,

For nearly 20 years, Lamers Bus Lines has proudly served the Waunakee Community School District as your pupil transportation partner. We value the trust you've placed in us and remain committed to enhancing the safety, efficiency, and communication capabilities of your student transportation program.

Following our recent discussions, we would like to formally propose a technology upgrade initiative that will improve student safety, routing efficiency, and communication between parents, schools, and transportation operations. The proposed upgrades include:

- **Web-based Traversa Student Transportation Routing Software** by Tyler Technologies, integrating GPS tracking, real-time route updates, and optional student scanning capabilities.
- **Upgraded Seon Audio/Video Surveillance Systems** for all buses, including 4–5 interior/exterior cameras per vehicle.
- **Traversa Tablets and Student Scanning Hardware** installed in each bus to provide real-time routing information and communication to parents.

The total cost to equip the current fleet with this technology is approximately **\$121,600**, not including the cost of student ID card production and annual software fees.

Lamers Bus Lines is proceeding ahead with the Traversa Routing Software upgrade package at no cost to the District. This upgrade enables the District to consider the below listed options. We understand the School Board has expressed concern about the upfront costs of these optional upgrades. In recognition of our long-standing partnership, Lamers is prepared to invest in these technology enhancements up front. To make this initiative financially manageable for the District, we propose a modest adjustment to the **cost-per-bus-per-day rate**, allowing the District to absorb the expense gradually over time.

The following options are available for consideration:

Option 1 – Software Integration & Parent Communication

Provides software integration with the District’s Student Information System and gives parents access to a mobile app showing their child’s bus assignment, schedule, and real-time location with estimated time of arrival (ETA) to their stop.

- **Cost:** \$5.25 per bus, per day (AM/PM route), starting in the 2025-26 school year

Option 2 – Student Ridership Tracking & Parent Notifications

Includes all features in **Option 1** plus the ability for students to scan an RFID-issued card when boarding and exiting the bus. Parents will receive real-time notifications through the app indicating when and where their child boarded or exited.

- **Cost:** Additional \$3.05 per bus, per day (AM/PM route), starting in the 2025-26 school year
- **Note:** Additional costs will apply for RFID cards and production and or software fees.

Option 3 – Security Camera System Enhancement

This option provides upgraded camera system enhancements on all AM/PM route buses. This can be selected as a **standalone option** or as an **add-on cost** to either Option 1 or Option 2.

- **Cost:** \$3.88 per bus, per day, starting in the 2025-26 school year

In addition, Lamers is committed to working collaboratively with District administration staff to identify route and operational efficiencies using data generated through these new technologies. With improved visibility into actual student ridership patterns, route trends, and integration with the District’s Student Information System, we believe there will be opportunities to streamline services and reallocate a portion of the upgrade cost through smarter planning and data-driven decisions.

We believe this proposal strikes the right balance between innovation and fiscal responsibility while prioritizing student safety and operational improvement. We would welcome the opportunity to discuss this plan further at your convenience.

Thank you for your continued partnership and commitment to excellence in student transportation.

Respectfully,

A handwritten signature in black ink, appearing to read 'Paul Mennen', followed by a long horizontal line.

Paul Mennen
Regional Manager
LAMERS BUS LINES, INC.