Rochester CUSD 3A RFP Director of Transportation Services

December 13, 2024



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Rochester CUSD 3A

Request for Proposal (RFP) Director of Transportation Services December 13, 2024

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COVER LETTER

12/13/2024

Dr. Kristopher Kahler Director of Business Services Rochester CUSD 3A 4 Rocket Dr. Rochester, IL 62563

Dear Dr. Kahler,

First Services is pleased to submit a proposal to Rochester CUSD 3A in response to your RFP Director of Transportation Services. The accompanying proposal documents outline the many ways we will use our local and national resources to meet your requirements and organizational goals with a customized approach. We are truly excited by the prospect of partnering with Rochester CUSD 3A to provide safe, efficient, world-class student transportation service personnel for the Rochester community.

In addition to providing an external Transportation Director, our company can potentially address the current shortage of bus drivers in this area. We have a strong network of potential substitute drivers in the Springfield area, which allows us to tap into a local pool of experienced and reliable candidates. This regional focus ensures that we can provide drivers who are familiar with the area and committed to serving the community if Rochester CUSD is interested in furthering our partnership.

We understand your decision regarding student transportation services has an impact on many stakeholders, and we have developed this highly competitive proposal with each in mind. We welcome the opportunity to meet with your administration, evaluation committee, and/or school board to discuss our proposal in further detail.

Thank you for giving First Services this opportunity. Please feel free to contact me directly if you have any questions regarding our proposal.

Sincerely,

Edmit Bri Dif

Edmund Dixon Principal Consultant First Services | First Student, Inc. Office: 513.981.9084 | Cell: 404.964.6807 Edmund.Dixon@firstgroup.com



Evaluation Criteria

The following table provides a comprehensive list of all requirements outlined in the Request for Proposal (RFP) along with their corresponding locations within our proposal. This structured approach is designed to facilitate the evaluation process for Rochester CUSD 3A, ensuring that all criteria are easily accessible and clearly referenced.

Requirement from RFP	Location Within First Services' Proposal
Experience and qualifications of the company and	Company Overview
key personnel	Team Expertise
Alignment of approach with the scope of work	Approach and Methodology: Scope of Work
	Approach and Methodology: Project Approach
Demonstrated success in transportation management	References
Cost-effectiveness and feasibility of the proposed budget and timeline	Budget



First Services is the only transportation consultant in

North America backed by the largest home-to-school student transportation contractor. We are a business unit within First Student who is dedicated to providing best-in-class services including consulting, routing, maintenance, safety, training and transportation management. When you partner with First Services, you gain global expertise powered by local resources. This level of excellence can only be achieved by a provider with a superior understanding of all aspects of student transportation operations.

Unlike typical consulting firms, we have vast experience reviewing student transportation systems in real-world circumstances. We successfully manage transportation system challenges like those faced by Rochester CUSD 3A. Our consultants are supported by a nationwide network of resources to professionally manage and support all your transportation needs. We are the benchmark of the industry, and we set the standards in technology and service.

We understand that Rochester CUSD 3A is looking for a

consulting and advisory firm aimed at helping school districts navigate through the ongoing challenges of student transportation services. First Services will provide Rochester CUSD 3A with Transportation Director personnel built on a foundation of safety, reliability and excellent customer service. We leverage state-of-the-art tools and software to streamline operations and enhance the overall efficiency of our transportation services.



Rochester CUSD 3A will benefit from First Services' access to

First Student's vast network of resources. For large and small school districts alike, we offer tailored, cost-effective solutions spanning full-service transportation and management, special needs transportation, route optimization, maintenance and electric vehicle consulting services.

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Company Overview

First Student's History

Our company's history traces back to 1913 when Frank A. Patchett rallied his limited resources to develop a transportation solution for his rapidly growing community of Newman, California. Patchett attached bench seats, wood paneling, and a roof to the frame of a Ford Model-T, creating a preliminary design that would go on to become the yellow school bus we know and love today.

Over the years, First Student has acquired several companies with dedicated people and resources who have helped to broaden our reach and hone our trade, creating a curated powerhouse focused on the safety of students. We now serve over 1,330 school districts across the continent.

Today, we follow Patchett's example by using our resources to create innovative transportation solutions for communities big and small, putting students first and listening to our District partners as we continue to raise the bar for the entire industry. Other companies may claim to be modernizing the industry but lack the experience to implement effective solutions that drive real, lasting change. Their so-called "modern" solutions look nice on paper, but in practice are impractical for most school districts.

That is why First Student strongly believes in innovation with a purpose. Our breadth of experience in the industry empowers us to drive the industry into the future with effective, practical innovations for our partners. Our wide network of resources and our long history in the industry mean we develop and implement truly modern solutions for our customers that actually work.

That is why more school districts across North America choose First Student over any other provider for their student transportation needs.

COMPANY OVERVIEW

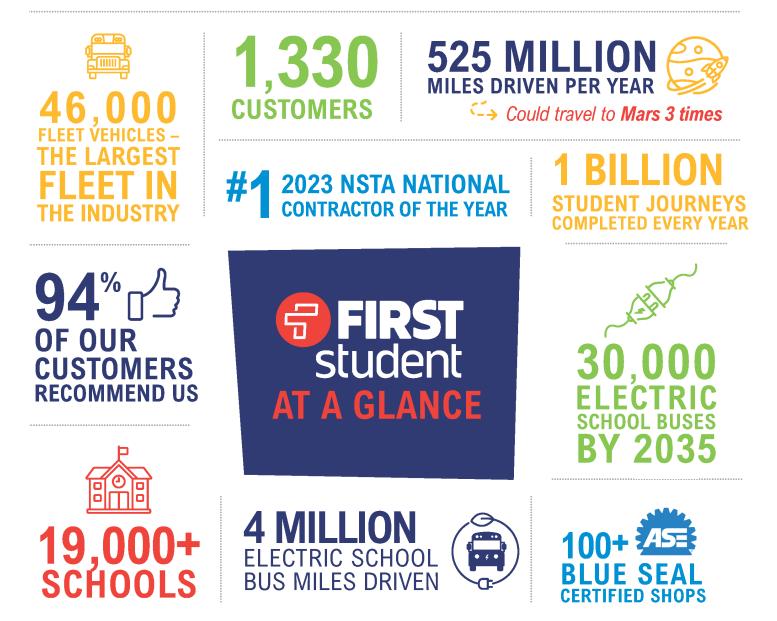




First Student moves more passengers per day than all U.S. airlines combined

61,000+ Enough people to fill every seat at Chicago's **EMPLOYEES** Wrialev Field





2024 FORRESTER TECHNOLOGY IMPACT AWARD

700+ QUALIFIED TECHNICIANS who hold over 3,300 ASE CERTIFICATIONS

More than anyone across all vehicle maintenance industries and more than all student transportation companies combined

#1 2024 ACT EXPO ECTRIC FLEET AWARD

545 LOCATIONS in 43 STATES + 8 CANADIAN PROVINCES

TEAM EXPERTISE



First Services is ready to help school districts across the county that are

working tirelessly to provide safe and reliable transportation to their students. Our team of experienced consultants can help with school routing, fleet maintenance, operations management, fleet electrification and safety and special needs training. With their years of experience in the field, the First Services team can provide customized solutions to help school districts optimize their student transportation operation.



Vice President, First Services Leslie Norgren

As Vice President for First Services, she has an expansive background in operations management. She served as Region Vice President for First Student's central region for over 5 years where she managed the performance of 24 locations and over 3,550 buses in northern Illinois.

Leslie has a keen eye for identifying transportation solutions, through reporting and what it takes to implement a successful transportation operation. She has over 30 years of experience in supply chain, logistics, procurement, and operations management.

Previous Employment

- Chief Procurement Officer, Chicago Public Schools
- Chief Procurement Officer, Ryerson Steel Inc.

Education

- Bachelor's degree in Industrial Engineering, University of Wisconsin
- MBA, DePaul University



Senior Director, First Services Will McDermott

As Senior Director for First Services, he has vast experience in the special education field, having served as the principal of Hopewell Academies for ten years. Will is a natural problem solver, during his tenure as principal, he noticed a gap in special education transportation and started a special needs centric transportation company called Hopewell Transportation. He has been an educator since 2003.

Will is an expert in best practices when working with students with special needs, especially in the vocational and transition areas. He now uses his expertise to lead the First Services team and create lasting solutions for districts looking to improve their student transportation programs.

Previous Employment

• Hopewell Academies

Education

- Bachelor of Art in Special Education, Loras College
- Master's Degree in Education, Purdue University
- Graduate Degree and Type 75 Certificate, Lewis University



Senior Principal Consultant, First Services Edmund Dixon

As Senior Principal Consultant for First Services, Edmund focuses on providing districts with efficient routing solutions, streamlined operations procedures and effective fleet maintenance.

He has been instrumental in leading multiple consulting engagements across North America, for districts with fleets spanning from 12 to 200+ buses. Edmund has served as an educator and administrator for Chicago Public Schools as well as providing a wide range of consulting and business development opportunities ranging from IT Services to EdTech Services.

Previous Employment

• Educator and Administrator, Chicago Public Schools

Education

- Bachelor's Degree in History, University of Virginia
- Master's Degree in Education and Social Policy, Northwestern University



Senior Consultant, First Services David Staples

David Staples joined First Student Transportation in December 2013 as a School Bus Driver. Over his tenure with First Student, David has been instrumental in the successful operation of 3 First Student locations in Houston, TX, Baldwin Park, CA and Irving, TX. Prior to joining First Student, David has over 30 years of experience in Sales and Marketing beginning his career with the IBM Corporation.

His career has followed a path from Driver, Talent Recruiter, Safety Manager, and General Manager. David's portfolio has provided expertise in working with school districts in Texas and California to provide safe and reliable transportation. He has also developed programs internally to attract and retain employees while managing operations of 200 buses and over 200 employees. He is responsible for consulting services and customer application support.

Previous Employment

IBM Corporation

Education

• Bachelor's degree in Business, Concordia University Wisconsin, IBM Sales School, Karrass Negotiation Training, Dale Carnegie Public Speaking Course

Certifications, Awards, & Honors

- Certified as a Be Safe Safety Coach First Student Transportation
- IBM 100% Top Salesman Club

TEAM EXPERTISE



Senior Director Training and Onboarding, First Student Renee Boydo

Renee Boydo is a safety learning and development professional with over 15 years of experience in transportation safety and talent development. Since joining the company in 2016, Renee has redesigned the First Student driver training and certification processes. She also developed and implemented a new training program for the company's van service. Locations that piloted the initiatives improved first-time licensing pass rates, reduced training throughput time, and increased driver retention rates by double digits.

Renee is also responsible for managing and overseeing all operational aspects of driver training programs for First Student, including development and implementation. She supports more than 450 First Student locations and nearly 48,000 employees across North America. The company's hiring, training, and ongoing development programs for drivers and monitors help deliver a ride that is nearly twice as safe as the industry average.

Renee designed and implemented a new paratransit operator training program for First Student, which helped deliver a 28% reduction in paratransit driverpreventable collisions year-over-year and a 15% reduction in paratransit passenger injuries.

Certifications, Awards, & Honors

• 2020 Rising Star of Safety by the National Safety Council (NSC)



The effective and efficient execution of a district's student

transportation service is vitally important to the educational experience of thousands of students and their families. Ensuring that your district's student riders are being provided safe, reliable, and on time transportation must be the goal daily.

To ensure the seamless continuation of our transportation services, we will appoint a highly qualified and experienced temporary Transportation Director. This interim director will oversee all transportation operations and maintain the highest standards of service. The temporary director will serve in this capacity until we successfully recruit and hire a permanent, full-time Transportation Director. This approach guarantees that there will be no disruption in our services and that all transportation-related activities will be managed efficiently during the transition period.

First Services will hire a Transportation Director to fulfill the following requirements:

Scope of Work:

The Transportation Director will be responsible for the following:

1. Strategic Planning:

Develop and implement long-term transportation strategies aligned with organizational goals. Identify opportunities for process improvement and cost optimization. Stay abreast of industry trends and regulatory changes.

2. Operational Oversight:

Supervise day-to-day transportation activities, including scheduling, routing, and fleet management. Ensure adherence to safety protocols and regulatory requirements. Monitor key performance indicators and implement corrective actions as needed.

3. Team Management:

Lead and motivate a team of transportation staff including drivers and monitors. Provide training and professional development opportunities to enhance team performance. Assist in the evaluation of the drivers, monitors, assistant director, and other transportation department staff.

4. Stakeholder Communication:

Serve as the primary point of contact for transportation-related inquiries from internal and external stakeholders. Collaborate with building administrators and athletic directors to support cross-functional initiatives.

5. Budget Management:

Develop and manage the transportation budget, ensuring fiscal responsibility and cost-effectiveness. Track expenses and identify opportunities for cost savings.

PROJECT APPROACH



Project Approach

First Services will ensure the seamless continuation of our transportation services during the transition period. In turn, we have developed a comprehensive project approach. This approach involves appointing a highly qualified temporary Transportation Director who will oversee all transportation operations until a permanent, full-time Transportation Director is successfully recruited and hired. By implementing this strategy, we aim to maintain the highest standards of service and operational efficiency, ensuring that there is no disruption in our transportation activities.

The expectation for this project is that First Services will complete this transportation consulting engagement in six phases:

- **1 Assessment and Planning:** Begin by assessing the current transportation operations and identifying the key responsibilities and qualifications required for the temporary Transportation Director. Develop a detailed project plan outlining the timeline, key milestones, and resources needed.
- 2 **Temporary Director Selection:** Identify and select a qualified temporary Transportation Director or Transportation/Consultant. This could be done through internal promotion, hiring a consultant, or contracting with a temporary staffing agency. Through the planning process, we will ensure the selected individual has the necessary experience and skills to manage the transportation operations effectively.
- **3 Onboarding and Training:** Provide comprehensive onboarding and training to the temporary Transportation Director/Consultant. This includes familiarizing them with the District's policies, procedures, and current transportation operations. Ensure they have access to all necessary resources and support.
- 4 **Interim Management:** The temporary Transportation Director/Consultant will oversee all transportation operations, ensuring continuity and maintaining high service standards. They will manage day-to-day activities, address any issues that arise, and implement any necessary improvements.

- **5 Recruitment of Full-Time Director:** Concurrently, initiate the recruitment process for a permanent Transportation Director. This involves creating a job description, advertising the position, screening candidates, and conducting interviews. The temporary director can assist in this process by providing insights and recommendations.
- **6 Transition and Handover:** Once a full-time Transportation Director is hired, we will plan a smooth transition and handover process between the consultant and new hire. The temporary director will transfer all relevant knowledge, documentation, and responsibilities to the new hire. Ensure the new director is fully onboarded and supported during the initial period.



References

First Services' customer lists and references are confidential and proprietary. Any distribution or copying of this material outside of review of this proposal should only be performed after obtaining written consent from First Services.

SCHOOL DISTRICT	CONTACT	SERVICE TYPE	CONTRACT DATE
Blytheville Public Schools 405 Park Street Blytheville, AR 72315	Cliff Miller Operations Administrator <u>cmiller@blythevilleschools.net</u> 870.762.2053	 Transportation Director Staffing Daily Operations Safety Routing 	03/2023
Lake Washington School District 16250 NE 74 th Street Redmond, WA 98052	Jon Kollman Director of Transportation jkollman@lwsd.org 425-926-1157	Transportation Director Staffing	11/2023
Lufkin ISD 101 Cotton Square Lufkin, TX 75904	Daniel D. Spikes Ph.D. Assistant Superintendent dspikes@lufkinisd.org 936.630.4342	 Transportation Director Staffing Daily Operations Routing Safety Labor/Wage Analysis Maintenance 	12/2021



Project Fee Structure

First Services has the most experienced consulting expertise in school bus implementation in North America. Once selected, our partnership approach is to create a joint planning process with the school district. This will allow us to provide the most efficient deployment of consulting resources, onsite or virtually to meet the objectives of the RFP.

Once engaged, our First Services team will conduct a meeting with the district to review and finalize the scope for this engagement. If any changes resulting from this meeting do not materially change our projected time and effort levels, this projected cost will hold. Should the final scope significantly impact our time estimates, we will revisit our proposed costs with the district.

Finally, this cost does include reasonable travel and living expenses associated with on-site work at the district for one site visit by the team. If additional visits are required, the costs will be billed directly to the district. First Services will work with the district to minimize these costs, limiting travel to that which is essential to the delivery of the project.

The full-time interim Transportation Director position fee is \$80 per hour including travel costs. This will come out to \$23,960 monthly or \$5,529 weekly.

The full-time Transportation Director position with an \$80,000 annual salary would come out to \$133,592 per year which includes the benefits package.

Project Type	Project Fees
Full-Time Interim Transportation Director	\$80 per hour
Full-Time Transportation Director	\$133,592 per year

PROJECT FEE STRUCTURE 🧭

Notes

Contract Expiration

The pricing and timeline are valid for 60 days from the RFP due date.

Timeline

We anticipate needing 90 days to hire a permanent full-time Transportation Director upon receipt of the contract. The interim full-time Transportation Director will start at the mutually agreed upon time upon receipt of the contract. This aggressive project schedule assumes Rochester CUSD 3A staff and team will be reasonably accessible to the First Services team and provide the data requested in an equally reasonable time frame. Any delay in access to staff and/or data may lengthen the timeline to complete the project.

Future Business Provision

The delivery of consulting services detailed in this proposal by First Services is contingent upon a determination by Rochester CUSD 3A that such engagement shall not prevent any company affiliated with First Services, including but not limited to First Student, Inc., from being awarded a contract for student transportation services in response to a request for proposal published by the Rochester CUSD 3A.