

# Modernizing Student Transportation

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**Saint Louis Public Schools - RFP #028-2024:  
School Bus Transportation  
Zum Proposed Solution for SLPS**



February 11, 2025



Zūm Confidential and Proprietary



# Woman Founded & Led Company

Ritu Narayan is the founder and CEO of Zūm. Her mother was an educator who inspired Ritu to be a trailblazer and always bring positive change to society.

- First-generation immigrant
- Business leader recognized by the industry
- Community leader working on women in STEM

**Inc.**

Female Founders 100  
Top 100 Women Entrepreneurs  
2020

**CNBC**  
**DISRUPTOR/50**  
10<sup>th</sup> ANNUAL



MENTOR



FELLOW

Leaders in  
Tech Fellows

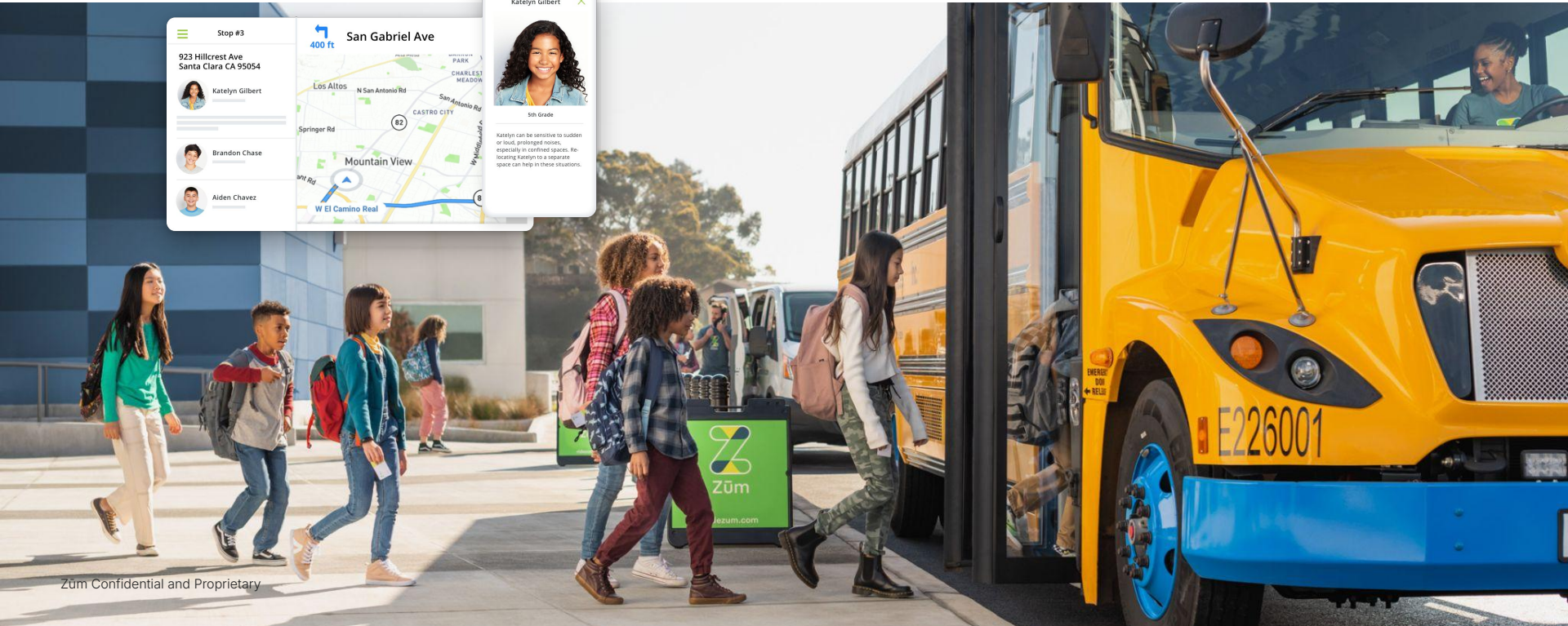
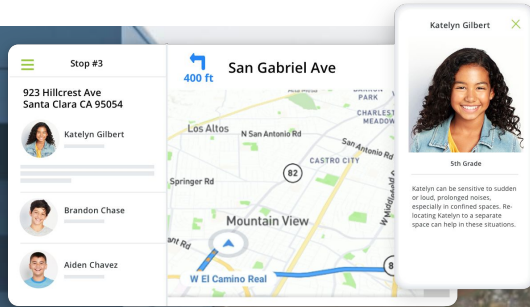
PODCAST PRESENTER



MEMBER



# Driven by one mission: Modernize Student Transportation





# CGCS Districts Breaking Away From the Status Quo to Züm

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Note: These districts represent a sample of Züm's strong and diverse customer base. Züm is present in 14+ states and growing across the U.S.



# A Track Record of Excellence

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**98%**

On-Time Pickups

**4.9 of 5**

Parent Rating

**0.001%**

Accident Rate

**30M+**

Miles Driven Safely

**0**

School Bus Driver Shortage

**4,000+**

Schools



# What SLPS Can Expect from Zūm

A transportation partner that is:

- Customer- and employee-focused
- Innovative, problem solving mindset
- Transparent & data-driven
- Strong bias to action

“ I have closely worked with the Zum team over the last 5 years, and have observed first-hand the benefit of their robust operations, technology-enabled transparency and data driven reporting. This is definitely the new era of Student Transportation.



Kim Raney

Executive Director of Transportation  
Oakland Unified School District

# Zūm's Partner Mindset & Values

We make your goals our goals.

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**CUSTOMER  
OBSESSED**



We obsess about our customers' needs. We delight and wow them by going above and beyond. We work diligently to gain and keep their trust.

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**THINK BIG.  
EXECUTE METICULOUSLY.**



We think big. We scale hurdles, and we invent new paths. We're never satisfied. We're agile. We're always moving; we're always delivering with speed.

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**DO THINGS  
THE RIGHT WAY**



We hold the highest integrity and always do what's right, regardless of what it takes.

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**BUILD BETTER  
COMMUNITIES**



We're committed to our mission of helping families and schools realize their full potential.



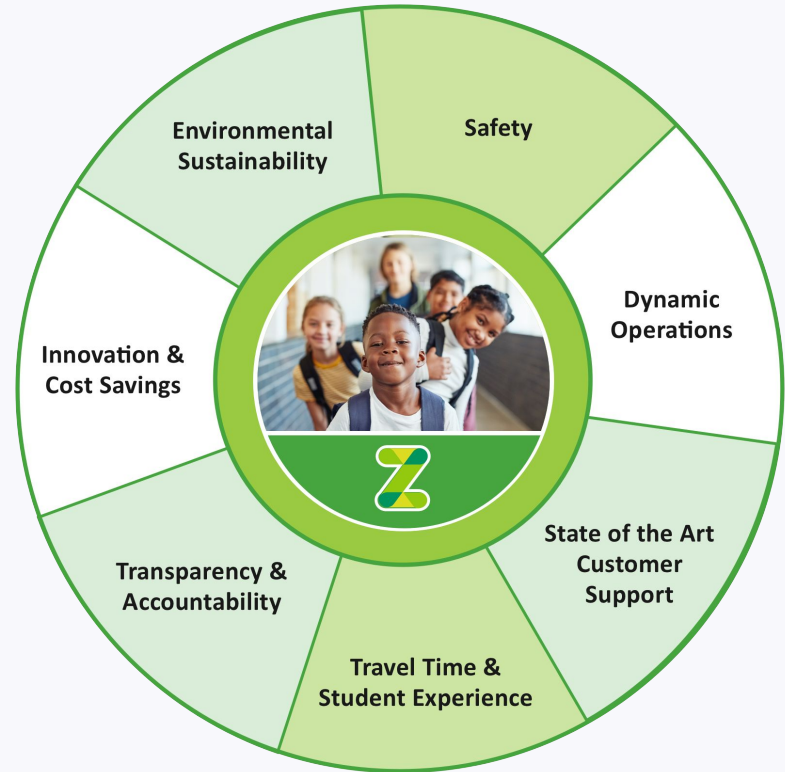
# Student-Centric Transportation Model

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At Zūm, students always come first.

We combine the power of technology with operating solutions ranging from yellow buses to smaller vehicles to safely meet the needs of each student, school, and district.

→ Our multi-faceted, student-centric approach provides comprehensive transportation services that your students deserve.



# Employee-Centric

## Zero Driver Shortage!

- Top of the line fleet & equipment
- Modern facilities & working conditions
- Best in class training
- Competitive pay & modern benefits
- Career progression
- **Culture of respect, purpose & accountability**



Reimagining student transportation

Drive your career forward at [SeattleBusDriver.com](https://SeattleBusDriver.com)

# Competitive Wages and Benefits

- Zum is committed of offering all employees competitive pay and real modern benefits
- Wages will be adjusted to meet market demand and ensure full coverage of all routes

Zum's Proposed Driver Wage Scale for St. Louis Public Schools	
<b>Drivers</b>	<b>SY' 25-26</b>
<b>Starting Hourly Wage</b>	<b>\$28.07</b>
<b>Top Hourly Wage</b>	<b>\$32.54</b>
<b>Driver Guarantee</b> (Regular School Year, home to school)	<b>6 Hours</b>
<b>Aide/ Attendant</b>	<b>SY' 25-26</b>
<b>Starting Hourly Wage</b>	<b>\$17.00</b>
<b>Top Hourly Wage</b>	<b>\$19.71</b>



# Best-In-Class Fleet with AC

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- Required fleet secured for SLPS
- Best-in-class fleet with AC on all buses
- Confirmed delivery schedule May - July 2025
- Meets all District, State, and Federal requirements
- Latest onboard technology and safety features
- Top-of-the-line equipment, including driver seat and bus acoustics



# State of the Art Facilities

We design and construct our sites to enable operational excellence and cultivate a workplace culture centered on collaboration, continuous learning, and the highest standards of safety.

We take pride in creating a work culture that encourages our employees to participate, engage, and enjoy work.



**We invite the SLPS team to visit any of our site locations to observe our facilities, culture, and operations in action.**

# End-to-End, Cloud-Based Technology Platform

Improves Safety, Transparency, Communication, and Efficiency



Step 1 - Pickup 2 students

Pickup students

Confirm each passenger to both first & last name!

Jenny Johnson

Allen Williams

Picked-up

No show

Cancelled by parent

Submitted

Insights

March, 2021

98% ON-TIME PERFORMANCE

94% VEHICLE UTILIZATION

4.9 DRIVER RATING

Rides By Zones

Rides By Cities

Ratings

Pickup Delay

Rides By Time

Transportation from the most trusted providers across the nation

Round-trip 12 Passengers Amenities More Filters

Georges School Conservatory of Music Fri 3:21 8:50 AM - Fri 3:21 1:20 PM

17 Available Vehicles

Vehicle	Type	Seating	Capacity	Vendor	Price
Elkhart Coach Sprinter	Minibus	Lap	30	Jones A Transport	\$220
Odyssey Standard	Coach	3 Point	52	Safe & Spenny	\$315
Sprinter Compact II	Van	3 Point & Lap	8		
Tartan Top Terra Transit	Van	3 Point & Lap	15		
Elkhart Economy	Van	Lap	10		
Elkhart Coach Sprinter	Minibus	Lap	30		

Driver-Vehicle Availability Total drivers 201

Available

Unavailable

Jacki Harrison Toyota Minivan

Bobby Chavez Elkhart Van

Ride #8743-0382

Thu May 27, 2021

Cherrybrook Elementary School

1000 Kemmer St, San Francisco

Driver is now arriving at stop!

Good Morning, Jonathan

Today's Rides Mon Mar 22, 2021

112 + 26 + 4 + 2 = 24

98% ON-TIME PERFORMANCE

92% VEHICLE UTILIZATION

1,049 STUDENT HOURS

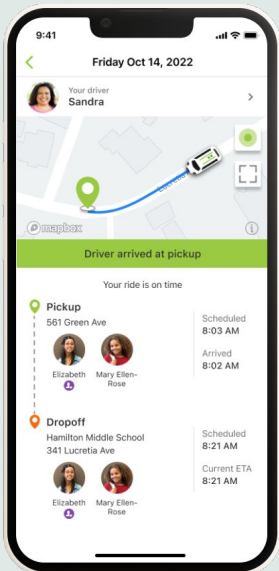
Today's Rides (12)

Roll #	Roll #	Name	ETA	Boarded
8217	04126	Marvin St. Nottingham Middle	8:53 AM	12 of 16
8218	04126	Willows Ave. Cherrybrook Elementary	8:53 AM	18 of 18
8223	04126	Gulfair St. Cherrybrook Elementary	8:53 AM	0 of 15
8225	78124	Winding Way. Tinklers Elementary	8:50 AM	11 of 16

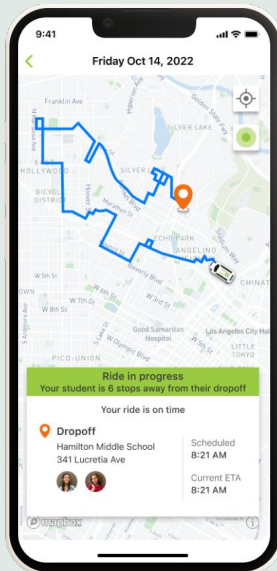
Alerts (15)



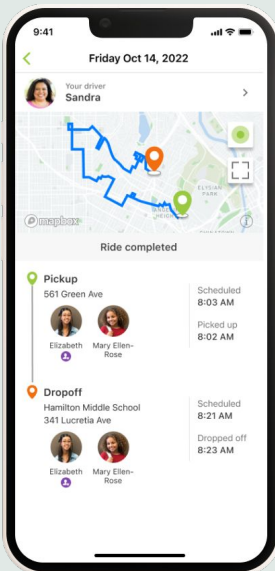
# Parent App - Real-time ride tracking & ETAs



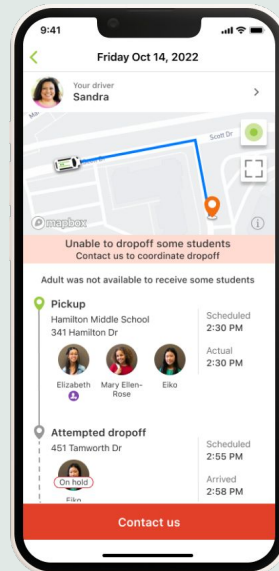
Arrived for pickup



Full screen map



Ride completed



Student on hold

Live ride tracking & ETAs • Contextually relevant information • Full transparency

# Real-time Tracking & Data

**Tue Aug 14, 2020**

**Rayda**  
View driver profile

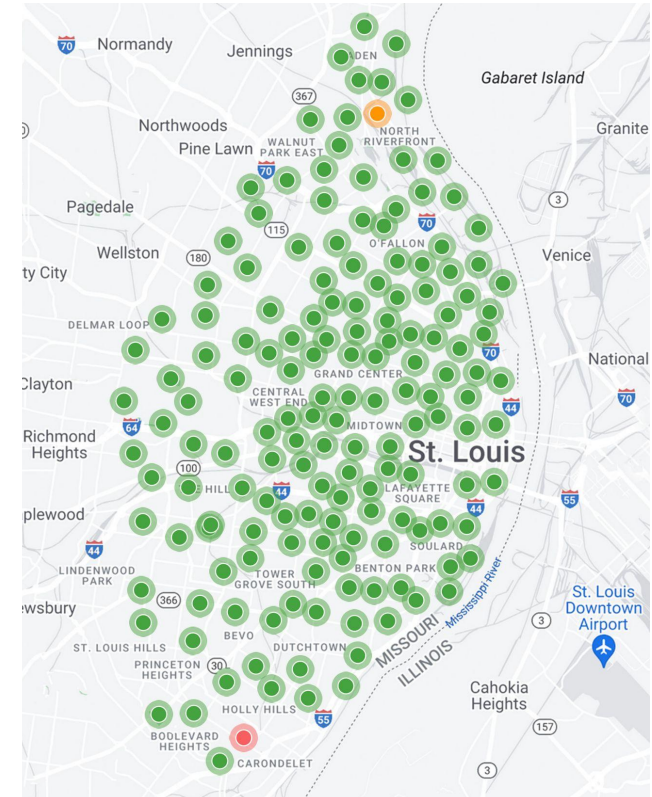
**Ride #76DB-9800**  
Tuesday August 14, 2020

**Stops**

Stop ID	Address	Distance	Status	Time
#7109	130 Julius Dr, Santa Clara	0.8 mi	Picked up	2:43 PM
#7182	116 Picton Ave, Santa Clara	0.8 mi	Dropped off	3:01 PM
#7788	14 Gerard St, Santa Clara	1.1 mi	Dropped off	3:07 PM
#7901	341 Guadalupe St, Santa Clara	0.9 mi	Dropped off	3:12 PM
#4501	450 Madison Parkway, Santa Clara	1.0 mi	Dropped off	3:20 PM

**Students**

Student Name	Grade	Status
Jacob Adams	Grade 6	Dropped off
Bianca Middleton	Grade 5	Dropped off



# Exceptional Service & Partnership at Optimal Cost



**Innovative company**  
with partner mindset



**Student-centric &  
"customer-obsessed"**



**Brand-new AC bus fleet**  
with top-of-line safety  
tech & equipment



**Exceptional customer  
service & communication**



**State-of-the-art  
technology & reporting**



**A fiscally responsible &  
proactive partner**

# What legacy do you want to leave behind?

Select the right transportation partner, capable of taking St. Louis Public Schools' student transportation system into the new age.





# Thank you!

**Sarah Skinner**

VP of Strategic Partnerships

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