<Place letter on district or school letterhead>

Date

Dear School Leaders:

In collaboration with our transportation partner, First Student, [District Name] is launching FirstView®, a real-time GPS vehicle tracking and student transportation monitoring platform. This tracking platform will be available to [School Name] soon.

FirstView will reduce the number of phone calls you and your staff receive inquiring about the school bus or vehicle whereabouts. FirstView will give staff and parents/caregivers enhanced transparency and peace of mind if there's a delay or an update to the student's trip.

**FirstView for school staff members:**

* Securely monitor student transportation via a real-time dashboard and receive detailed GPS trip information at a school-level view, including on early dismissal and school calendar event days.
* View the vehicle information for each trip.
* Review the completed route path for each trip.
* Send service alerts to parents and caregivers at the school, trip and run level.
* Easily add bulk school-level users to quickly allow more access to those who need it.

**FirstView for parents and caregivers:**

* Securely monitor their student(s) daily trips via a real-time mobile app.
* See real-time vehicle location via GPS and track its progress.
* Easy access to vehicle details as well as updates regarding any changes.
* Receive distance notification alerts when the vehicle is near.
* Set family members and caregivers up to receive trip email alerts.

Once launched, **FirstView Customer Support** will be available to assist all school-level dashboard and parent/caregiver mobile app users:

* Monday – Friday from 7:00 am – 5:00 pm EST
* School-Level Dashboard Support: [dashboard@myfirstview.com](mailto:dashboard@myfirstview.com) or (888) 889-8920
* Parent and Caregiver Mobile App Support: [support@myfirstview.com](mailto:support@myfirstview.com) or (888) 889-8920

More information about next steps with setting up and launching FirstView will be available to [School Name] soon. We appreciate your support as we launch this tracking platform to your staff and school parents.

If you have any questions or concerns, please contact \_\_\_\_\_\_\_\_\_\_.