DATE

DEAR NAME,

First Student’s bus tracking app, FirstView® ParentView, is rolling out for all parents in one of your districts soon.

FirstView® is designed to reduce the number of phone calls you and your location team members receive inquiring about the whereabouts of buses. Whether it’s a traffic delay, bad weather or a school-related delay, FirstView® will give families increased peace of mind and information to ensure they are at the bus stop when they need to be and not waiting longer than they should. In accordance with district rules, students are still required to be at their bus stop 5-10 minutes before their scheduled time.

If a parent/guardian calls with a question about FirstView®, please transfer them to our dedicated FirstView® Customer Support Team at 888-889-8920. If, for some reason, you are unable to transfer the call, please tell them to:

* Call us: 888-889-8920 (Mon. – Fri. 7:00 a.m. to 5:00 p.m. ET)
* Email us: support@firstviewapp.com
* Message us: Select the “✉” button at the top-right of the FirstView® app screen

Thank you for your hard work and support in the roll-out of FirstView®!

If you have questions or concerns, please contact your Location Manager.

Sincerely,

NAME

TITLE, First Student