



Delivering Savings and Experience in Port Huron, Michigan

Port Huron, Michigan, is located on the banks of Lake Huron, just yards from the Canadian border. It's a diverse town focused on the success of its children, its schools, and its way of life.

When they chose to contract their school busing, the district approached it seriously, seeking a transportation partner that would keep their jobs local while saving money to reinvest back into the classroom for their 11,000 students.

When First Student submitted their proposal to Port Huron Area School District (PHASD) they committed to a quick and smooth transition, customer control, cost containment, enhanced technology and consistency for drivers. For PHASD, what that amounted to was a transportation provider who sought to carefully guide their transition process in order to make sure the students reaped the benefits of the partnership in all the ways that mattered.

Being the first time the district contracted with an outside company, the challenge to First Student was delivering the savings and experience to the community without interrupting the community's faith in the district and drivers. With a short transition period of 60 days, First Student had to develop a plan which could implement our outstanding technological and safety programs before the start of school without overwhelming the staff, drivers and students.

First Student and district officials went to great lengths to ensure the community had all the information necessary to implement a successful startup. Because of the quick transition period, all drivers, parents, students and school administrators were kept abreast of the changes and challenges. In fact, First Student quickly organized a driver/monitor meeting so that all questions from the staff could be answered, instilling understanding.

First Student had to focus on a few key points during the 60 day startup. First, 75 drivers had to be informed and trained in First Student operations. First Student commissioned trainers from all over the nation to help the legacy and new drivers review and learn new procedures, technologies and to help answer any questions the drivers may have had. Open communication between the drivers and First Student was key in keeping the routes simple and the students safe and comfortable with a new busing company.



To find out more about First Student Vans please contact us at info@FirstStudentInc.com