

Upgrading Mobile Technology to Enhance Transportation Safety

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&

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AT&T and Education

Commitment to supporting education

Under the Aspire program, we've committed \$350 million to worthy education organizations

A socially innovative approach

Through Aspire and the AT&T Foundry, we're focusing on game-changing solutions for today's critical educational issues

A brand that stands for human progress

We're a company that continually develops groundbreaking technological advancements that unlock the potential in all of us

Scale that allows us to make a difference

We're a staple in millions of communities, schools, homes... and hands

An ever-growing portfolio of education solutions

We're committed to innovation, relationships, and solutions which make an impact



Cobb County Schools Transportation Department



Rick Grisham
Executive Director
of Transportation

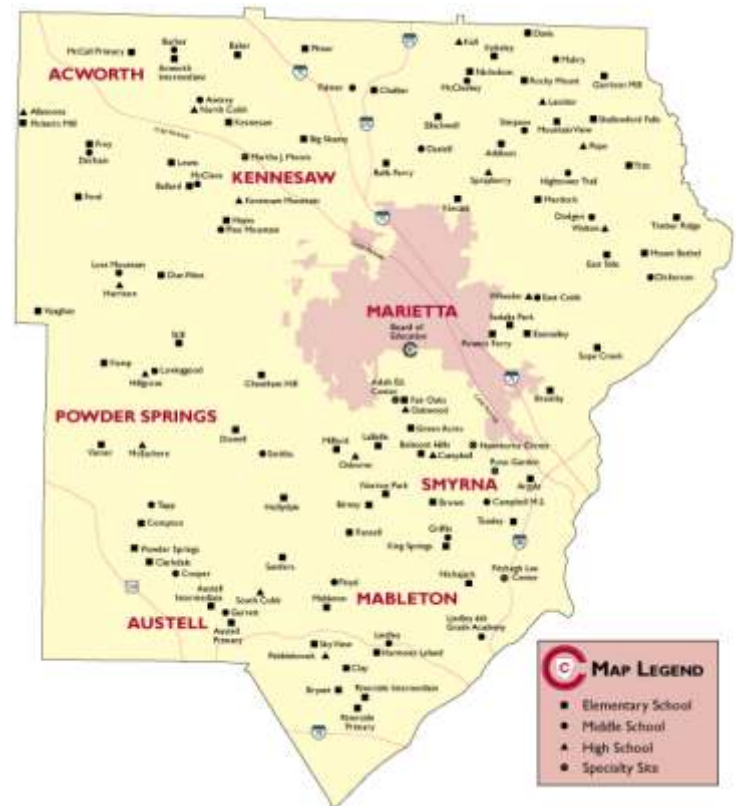
“Safely Transporting Our Future”

We are an integral part of the education of all students within our school district, as the school bus is an extension of the classroom. Safety is a high priority and students, parents, teachers, school administrators, bus drivers and community members are all responsible for keeping our students safe. We are committed to providing the safest, most consistent and reliable transportation possible and strive to continually upgrade and improve our service to students and parents.



About Cobb County School District

- Located just northwest of Atlanta
- Enrollment – 112,000
- Number of Schools – 114
- Free/Reduced Lunch – 47.4%
- County Footage – 345 Square Miles
- Students Transported – 93,000

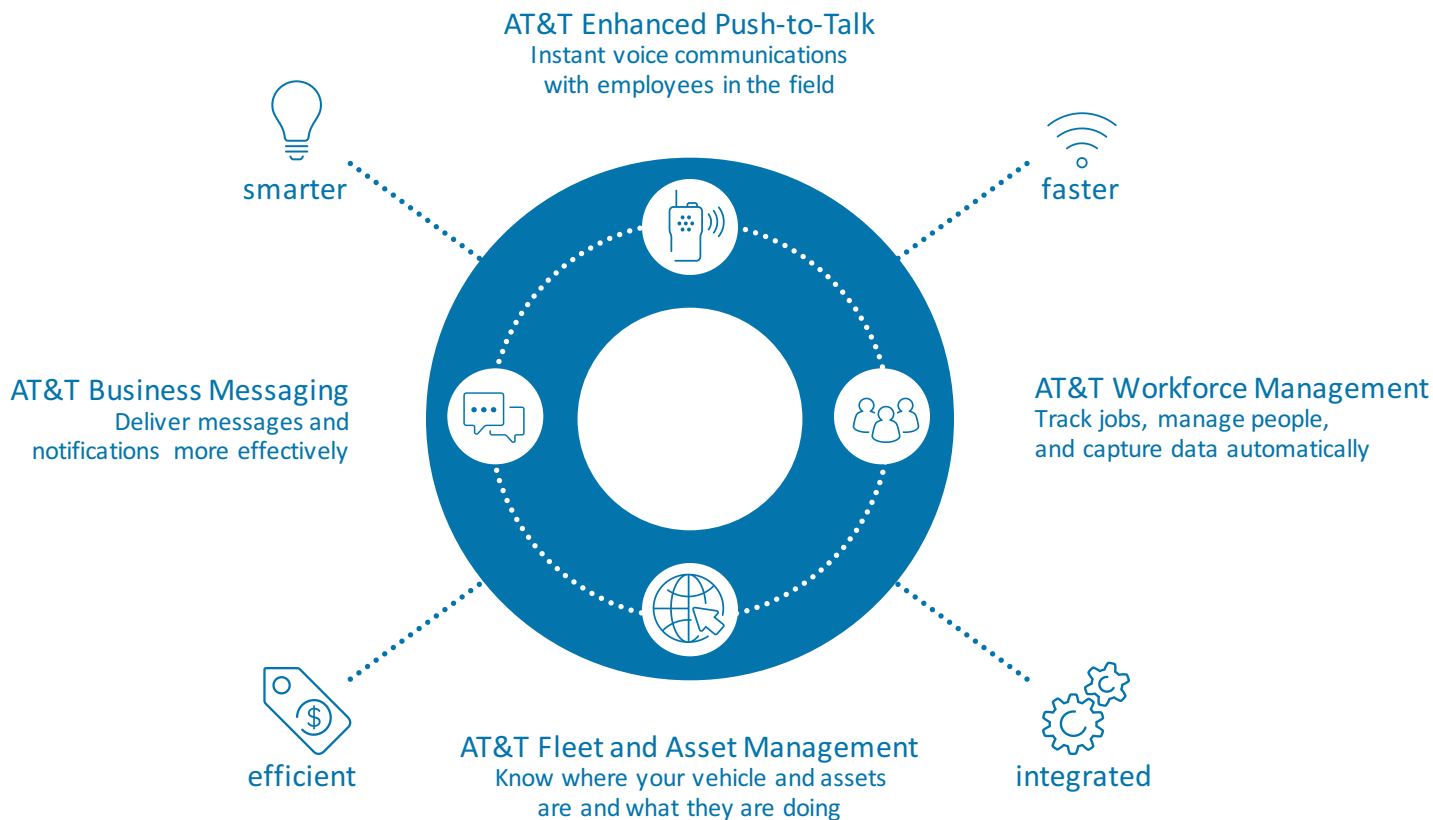


Cobb County Transportation

- #8 in the Nation for Pupil Ridership
- #17 in the Nation Fleet Size
- Conventional Buses – 887
- Special Needs Buses – 286
- Drivers – 993
- Bus Monitors – 135
- Supervisory Staff – 35
- Fleet Staff – 54
- Bus Routes per Day – 1,986
- Bus Stops per Day – 43,192
- Miles Traveled – ~100K/day
- Field Trips – ~12,000



The Power of AT&T Mobile Field Solutions & Instant Communications



Communications challenges

- Too noisy and chaotic in dispatch
- Lacked flexibility for private (1:1) and small group calls
- Provider changing platforms

LMR operational challenges

- Drivers inadvertently keying mic
- Drivers hold mic in hands or laps while driving
- Everyone talking over everyone – chaotic



AT&T Enhanced Push-to-Talk

- Less radio chatter
- Hands free radio
- Improved communication with drivers, field coordinators and supervisors

Actsoft[®] from AT&T

- GPS location
- Paperless time and attendance reporting
- Integration with payroll
- Cal Amp Blackbox



Handheld palm mic

Car kit with two-way radio



Remote loud speaker

Remote PTT button
(Optional)



Mounting pedestal



Remote foot switch
(optional)



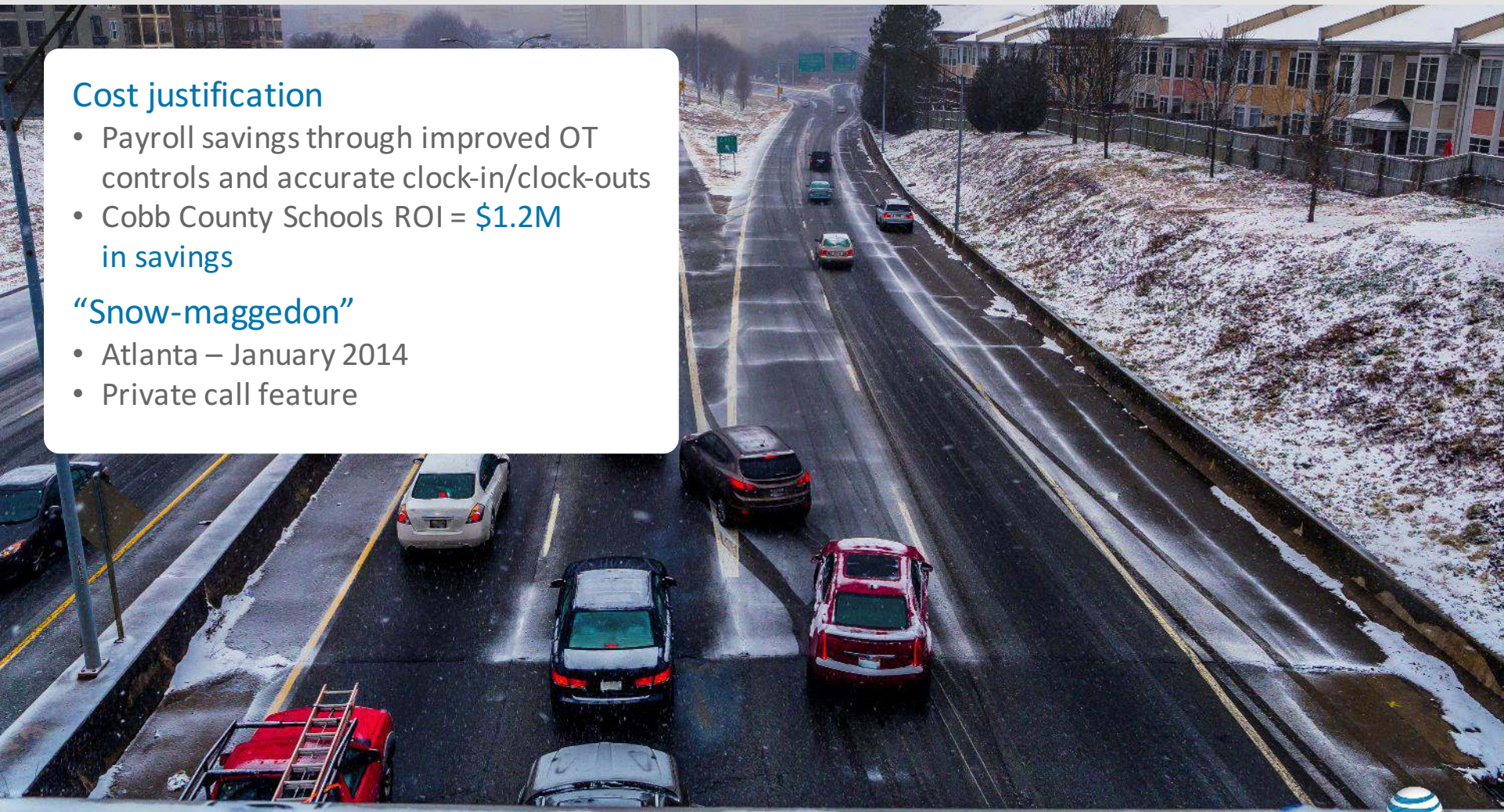
School Transportation[®] News

Cost justification

- Payroll savings through improved OT controls and accurate clock-in/clock-outs
- Cobb County Schools ROI = **\$1.2M** in savings

“Snow-maggedon”

- Atlanta – January 2014
- Private call feature

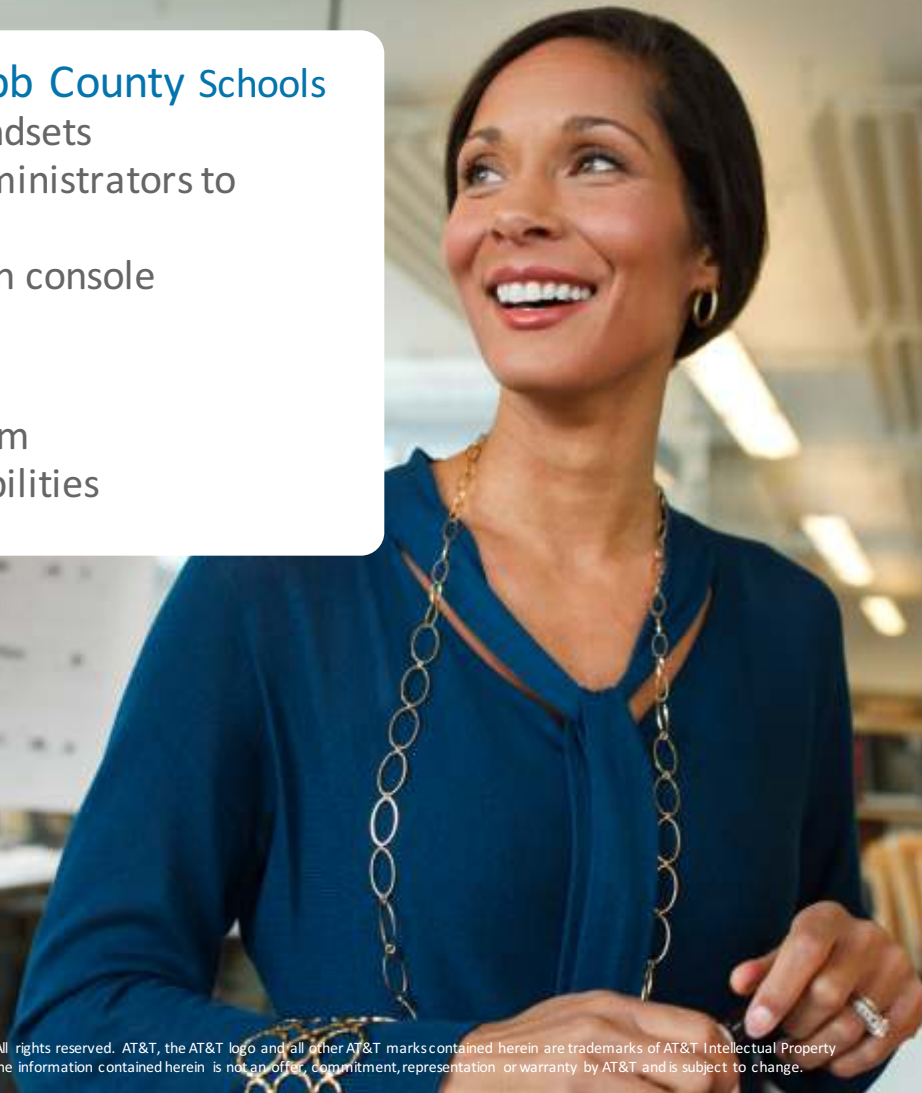


Next steps for Cobb County Schools

- Administrator handsets
- Enable school administrators to private call buses
- Enhanced dispatch console

Why AT&T?

- Great product
- Large support team
- Expandable capabilities



NEW – Enhanced PTT Integrated Dispatch

- Track your Enhanced PTT users on a map in real time
- See presence/availability and make or receive PTT calls
- Optimized for managing group calling and dispatch operations

The screenshot shows the Dispatch Console interface with several callout boxes pointing to specific features:

- Record Conversations:** Points to the 'Record' button in the 'Current Call' section.
- Instant Personal Alerts:** Points to the 'Alerts' list, which shows a table of alerts with columns for Type, Name, and Time.
- Talk Groups; Presence; Individual Calls:** Points to the 'Contacts & Groups' section, which lists individual contacts and groups.
- Map: Location Awareness:** Points to the 'Live Positioning' map, which displays a geographic map with user locations marked by red pins.
- Talk Group Scanning:** Points to the 'Normalized Active Group' section, which lists active groups with columns for Type and Name.
- Talk Group Scanning:** Points to the 'Normalized Group' section, which lists normalized groups with columns for Status (Sales, Marketing, Clients) and various control buttons.



AT&T Enhanced PTT Integrated Dispatch

Dispatch Console

- Presence & Status
- Record Conversations

One-to-One

One-to-Many

One-Way Group Call

Instant Personal Alerts

Locate Fleet Members

Talkgroup Features

- Monitor up to 16 Groups Simultaneously
- Talk Group Scanning

Integrated Dispatch

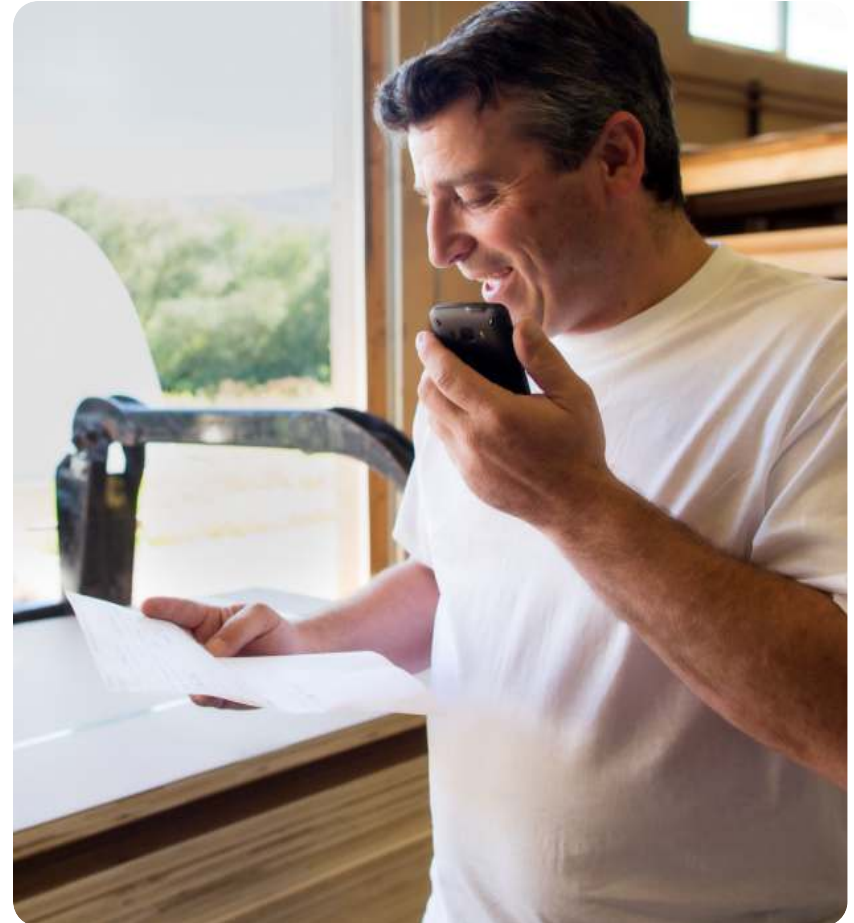
Logs: Retrieve Alerts, Recordings



Encrypted Communications

AT&T Enhanced PTT two-way radio traffic is encrypted at the device level such that scanners used by the media or private citizens are not able to monitor the radio traffic

- Addressing Special Needs children
- Bus accidents/breakdowns
- General information regarding the bus location



AT&T Enhanced PTT over Wi-Fi

AT&T Enhanced PTT can make and receive push-to-talk calls over compatible Wi-Fi networks in addition to the AT&T wireless network

- Provides improved coverage area to help you stay in touch even if AT&T cellular wireless service is unavailable
- Use compatible public Wi-Fi hotspots, AT&T Wi-Fi hotspots or home or school Wi-Fi networks
- Push-to-talk with other users on Wi-Fi or on the AT&T cellular network



Challenges of Education	AT&T School Bus Solution
<p>Accountability <i>Know where all district vehicles are at all times.</i></p>	<ul style="list-style-type: none"> • Validate planned vs. actual routes and miles driven with GPS tracking • Full map visibility for bus locations • Multiple drivers can clock in and out through handset. All information is time, date and stamped.
<p>Customer Service <i>Feel confident when answering: “Where is the bus right now? Did it make all of its stops?”</i></p>	<ul style="list-style-type: none"> • Helps reduce late arrivals and verify bus locations • Speed reports help protect drivers from complaints
<p>Competitive Edge</p>	<ul style="list-style-type: none"> • Low start up and monthly investment • Easy map data overlay utilizing existing GIS • Fully integrates with most major routing software
<p>Efficiency <i>Make last minute changes to routes based on the actual path the vehicle drives.</i></p>	<ul style="list-style-type: none"> • Send text alerts to all drivers in event of weather emergency situations • Reroute to avoid traffic conditions
<p>Safety <i>Additional peace of mind is invaluable.</i></p>	<ul style="list-style-type: none"> • Panic Button alerts dispatch in case of emergency • Reports monitor driver behavior and performance • Bar Code and RFID Scanning capability • Pre and post trip proof of inspection helps improve safety
<p>Savings <i>Budget constraints require smarter planning.</i></p>	<ul style="list-style-type: none"> • Efficient routing helps improves fuel economy • Automate clock in/out • Integration with payroll



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Q & A



Thank you!

