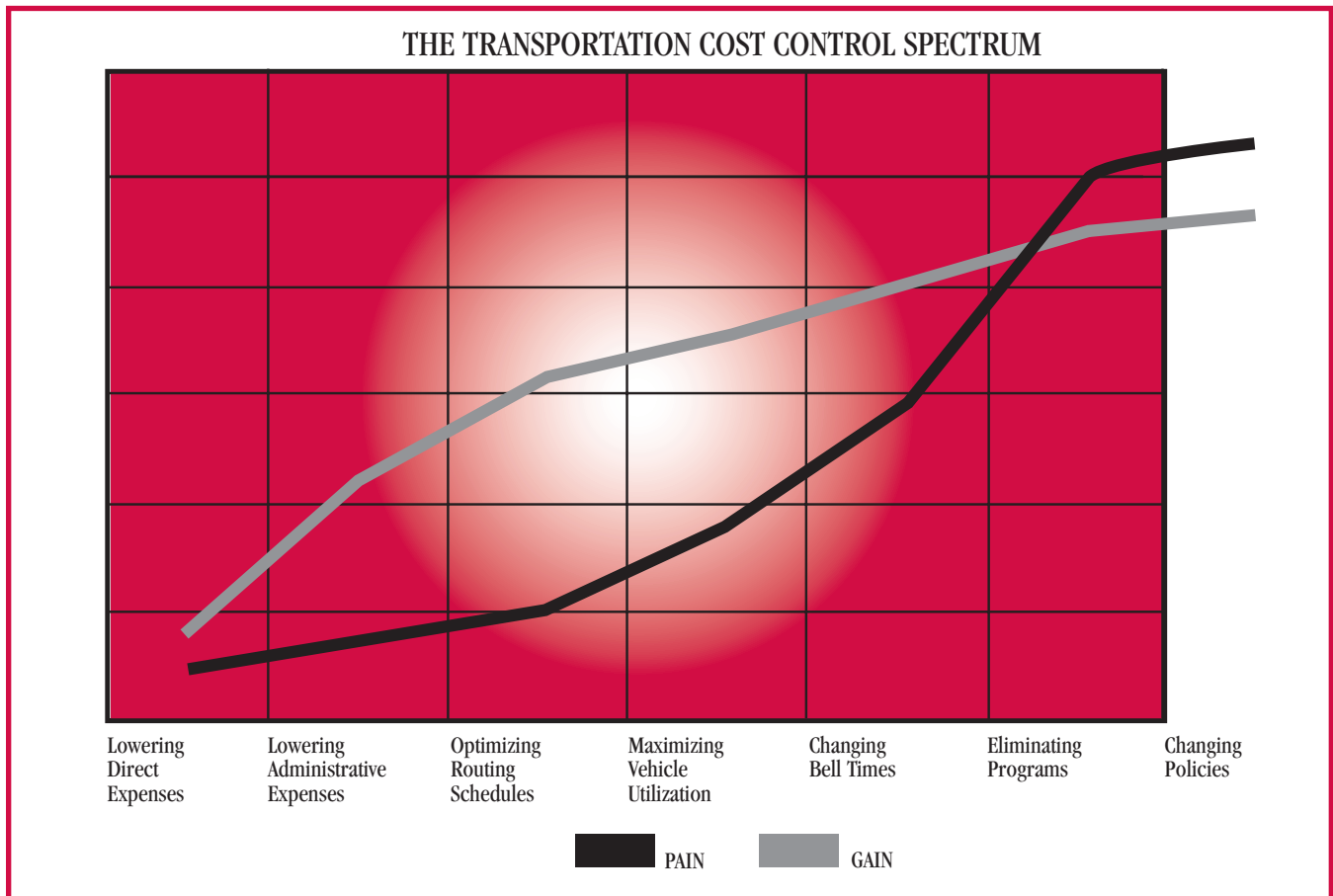


FINDING THE SWEET SPOT

Transportation Cost Control and its Pain/Gain Relationship



The chart above illustrates the relationship between the elements that affect transportation costs and the public's response when any of those elements are adjusted to obtain cost benefits.

As administration seeks to maximize transportation efficiency while minimizing expense, four main factors come into play. Each comes with varying degrees of savings (gain) and varying degrees of impact on the public and the staff (pain).

- 1. Expenses** – like driver's wages, maintenance or contractor expenses – have little real impact on the overall budget and little effect on the public and staff, as well. They're the first move often made when the issue of lowering transportation costs is on the table. Rarely does it achieve much. Transportation professionals administering the system can have the greatest impact.
- 2. Utilization** – such as routing, capacity analysis, and bell time changes – are system costs that can be reduced, but there is some impact on pupils, parents, and principals. Communication is the key.
- 3. Programs** – fulfilling educational objectives often conflict with efficient transportation. Savings can be significant but the compromises may not be worth it.
- 4. Policies** – like transportation eligibility, attendance boundaries, and walk zones – provide the largest savings potential and the greatest public outcry.

Finding the proper balance between gain and pain produces the best results for everyone concerned. At TransPar, we've found that the greatest amount of gain (cost savings) with the least amount of pain (public outcry) occurs when routing and vehicle utilization are maximized. **That's the sweet spot.** And we're prepared to help your district make the adjustments necessary to attain just the right balance for your students, your staff, your parents and your budget. It's what we do.