



ZPass Utilization Engagement Campaign

Consortium District Tools

March 2017

Team Purpose

Identified a cross-functional stakeholder team to better understand challenges and barriers to use of cards and ultimately improve use of ZPass cards

- Benchmarked other districts using ZPass to develop best practice recommendations
- Learned parent and driver engagement are critical to card use
- Replacement card process needs streamlined
- Utilization goal of 80% for our consortium

Parent Engagement

- [Parent testimonial](#) – Use this quote in parent communications to highlight the benefits of ZPass+ for parents and guardians.
- [All Call Script](#) – Include this message in a series of all/one calls to parents and guardians.
- [Videos](#) – Share these short video clips on your district web page and social media.

Student Engagement

- [Poster](#) – Hang this poster in high-traffic areas like bus loading and unloading zones. Contact [Randy Addy](#) to receive your free poster copy or order more by contacting [East Central Ohio ESC Print Services](#).
- [Videos](#) – Share these short video clips on your district web page and social media.

Driver Engagement

- Driver Engagement Recommendations – Share these tips with transportation staff at upcoming team meetings.
 - Communicate and encourage each students to use their cards every day. Examples of positive interactions include greeting each rider by name as the student enters the bus, giving a student a non-verbal signal such as a thumbs-up sign, and praising a student’s bus behavior in front of a waiting parent or district staff as the student disembarks.
 - Identify and track students who are or aren’t using their cards. Establish a system in which students are acknowledge and rewarded for consistent use and receive negative consequences (sitting in front of bus, letter/note sent home) when not using their cards consistently.
 - Communicate with someone (transportation staff or directly with parents) after students who aren’t regularly using their cards are identified. Enlist the help of parents in finding misplaced ZPass cards before requesting replacement cards. Explain to parents why using the ZPass card improves safety and security measures for their child.
 - Communicate with students about replacement cards.

Replacement Cards

- [Replacement Card Report](#) – Review this report to identify students who have lost or damaged cards frequently.
- Drivers should remind students to look for cards for 3-5 days when cards are reported “lost.”
- If student can’t find the card, contact parents to inform them of the lost card and enlist their help in finding it before ordering a replacement.
- Check Zonar to see if the student has used his/her card within the last 1-2 weeks prior to ordering a replacement.

THANK YOU

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