

Smart Tag Bus Monitoring

Smart Tag...What is it?

- Smart Tag is a system that helps ensure authorized bus ridership and improves the safety of all students who utilize bus transportation.
- The system allows *buses* to be tracked giving near real-time information to campus and transportation administration.

Current Implementation Timeline

SMART™ tag Implementation Timeline 2023				
Feeder Zone	Implementation Dates	Zoom Info Dates	Training Dates	Complete
Oak Ridge HS	1/10/23	1/5/23	1/9/23	Yes
Grand Oaks HS	1/31/23	1/26/23	1/19/23	Yes
The Woodlands HS *including all of Powell *including all of Galatas *including all of Buckalew *including all of Wilkerson	2/14/23	2/2/23	2/6/23	Yes
College Park HS	2/22/23	2/9/23	2/13/23	
Caney Creek HS	2/28/23	2/22/23	2/23/23	
Conroe & Washington HS	3/7/23	3/2/23	3/3/23	

Smart Tag Bus Monitoring System Rollout and Safety

Security Features

- Smart Tag badges are *passive non-tracking* plastic cards without a battery or power source.
- Information about a student is not stored digitally in the badge.
- Without *specifically* a *CISD* Smart Tag RFID reader or tablet, student data cannot be accessed.
- The tablet located on the bus is what is tracked – *not* the plastic student badge.



Smart Tag Bus Monitoring System Rollout and Safety

- Top-Level Security
 - Meets a broad array of international and industry-specific compliance standards
 - Data is encrypted
 - At rest on servers
 - In transit between the CISD Smart Tag tablets and servers

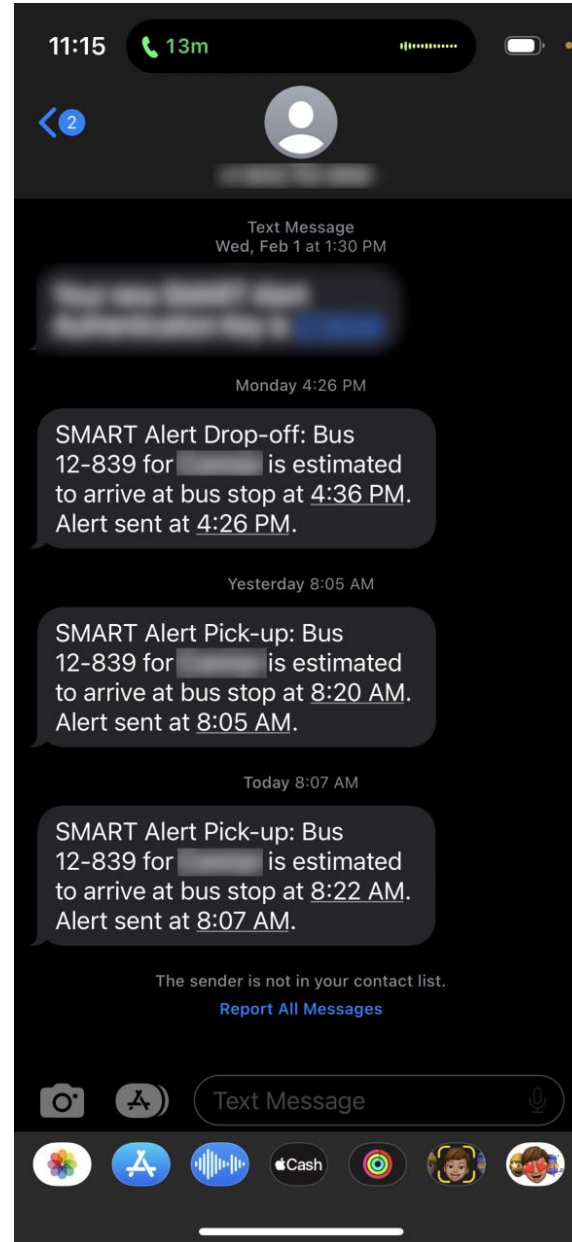


Smart Tag Rollout, Safety, and Benefits

- Once the Smart Tag system is fully implemented, parents/guardians will be able to elect to receive bus arrival notifications.
 - Limits the time a child is at a bus stop in the heat, rain, cold, and dark
 - Limits the time a parent or family with multiple children and/or a newborn is inclined to wait with a child at the bus stop
- Parents can also follow their child's bus ridership.



Example Notification



Smart Tag Rollout, Safety, and Benefits

- Helps to ensure that students are on the *correct* bus and are unloading at their *assigned* stop
 - Over **24.9 million** student loading and unloading events per year
 - Includes drivers of all types including regular, standby (sub), office staff, special needs, and mechanics
 - An audible and visual cue are given to the driver to ensure it is the correct stop for the child
- Helps drivers, including standby/office staff/mechanic drivers, to *recognize pre-K and kindergarten students* and to see that children are ***released to only authorized*** parents and guardians



Smart Tag Rollout, Safety, and Benefits

- Gives another layer of safety in addition to the manual checks drivers conduct to make certain all students are unloaded off the bus at the end of their run or route (protecting them from extreme heat, cold, other)
- Assists substitute drivers to ensure they are driving the ***correct path*** when picking up a run or route from another driver
- Gives school administrators accurate and real-time information to share with parents and guardians



Complete Details Including FAQs

- Complete details including FAQs, safety details, and other information can be accessed from the Smart Tag link from within the Conroe ISD Transportation Website.

Questions