

Cal/Amp®



Rockwood School District

CASE STUDY



# CalAmp Vision Heightens Safety for Rockwood School District

[calamp.com](http://calamp.com)

## Client

Rockwood School District

## Challenge

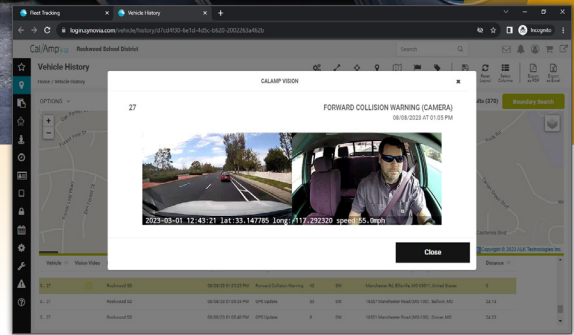
- Elevate driving safety using a dash cam solution with value-added functionality
- Improve driver training capabilities
- Deliver easily accessible, high-quality video for insurance and law enforcement usage, when needed
- Meet preferred pricing structure

## Solution

CalAmp Vision dash cam

## Results

- Seamless implementation
- Customer criteria met for contract structure, value-added functionality, and support
- Highest marks for usability



## Background

Rockwood School District is St. Louis County's largest public school system, with 33 campuses serving students from early childhood through high school. In 2016 Rockwood brought transportation operations in-house for the first time in over 40 years, designating Mike Heyman as Transportation Director to spearhead this effort.

With decades of transportation experience, both in private sector and public education, Mike's charter was to build a department laser-focused on delivering safe, event-free transportation. "At the end of the day, we transport kids safely to school and then safely back home – that's exactly what we do every day," explained Mike. "School districts treat buses as an extension of the classroom, so we also want students to get to school in a frame of mind for learning. And when they get home and Mom asks, 'How was your day,' we want the students to say, 'It was great,'" he continued.

Building toward this goal, the Rockwood team began by installing cameras on their buses, capturing any activity in the seating and service door areas. This initiative was designed to help minimize unwanted student behaviors, reduce driver distractions stemming from this activity, and secure buy-in from parents to help correct problems when needed.

Over time, Mike became intrigued by the possibility of incorporating AI-based dash cams as another layer of technology to help facilitate a safer fleet. Enhancing driver training immediately stood out as potentially impactful benefit. Use with insurance and law enforcement meant the ability to substantiate bus drivers' claims that could not necessarily be proven otherwise. A more substantive commitment to safety would give parents, board members, and other stakeholders greater peace of mind.

On driver training, Mike felt that the visual reinforcement of actual behaviors is critical to achieving safer driver performance, particularly when drivers do not even realize they need to change. For insurance and law enforcement purposes, he saw dash cams as, "a claim reduction tool and a great way to protect drivers," providing irrefutable evidence of who did what, with context. "In the past I've felt there were instances where we were not at fault, but I couldn't prove it." As for peace of mind, once parents and board members learn what the system is capable of, Mike has seen them become very supportive.

# Rockwood School District

## Challenge

To select and implement the right system, the Rockwood team underwent a multi-year process to secure budget, research suppliers, and evaluate technology capabilities.

### Budget Requirements

The right pricing structure was non-negotiable in Rockwood's vendor selection process. As Mike explained, "We are not buying the equipment, we are buying the service. We are not buying the cameras and we are not buying the tablets; we are buying the service which includes precisely what we have chosen, and we'll use the service as much or as little as we want."

Beyond a subscription agreement, Rockwood insisted on a five-year deal, as opposed to the three and four-year contracts offered by many technology vendors. The goal was to better facilitate budgeting for the school district and avoid any unexpected cost increases by locking in longer term pricing.

### Driver Buy-In

Initially, the Rockwood team experienced some driver reluctance to the use of cameras on buses. To address these misgivings, Mike encouraged drivers to look at the district's intent; namely, that cameras are not there to incriminate drivers or make them look bad. Dash cameras are merely an extension of the cameras already on board. The overall objective is to support training and coaching,

protect drivers when they are not at fault, understand and minimize distractions drivers may be facing, and prioritize the safety of the people and equipment involved.

### Capabilities Assessment

Vendor evaluation began with a comprehensive review of value-added capabilities, to understand which solution could potentially deliver the right return on investment. The technology was then put through a comprehensive testing regimen to validate vendor claims.

Specifically, nine cameras were installed on buses traveling routes that represented the biggest challenges faced by the fleet. These included:

- Highly congested areas
- Routes lined with parked cars
- Cul-de-sacs
- Rural areas with more narrow roads
- Routes with limited visibility around turns
- Areas where tree limbs can impede visibility and access



"The installation was absolutely painless. It didn't affect us in any way, even though we were in school. The overall implementation was very successful, including driver buy-in. With the CalAmp dash cams, I can better train our drivers, know what is going on, and see what they are seeing while certain situations unfold."

— Mike Heyman  
Transportation Director, Rockwood School District





“Quite frankly, it’s beyond user friendly. I tell it what I want it to alert us on, and it alerts me on that. It’s an afterthought once I program what I want to see.”

– Mike Heyman  
Transportation Director, Rockwood School District



## Solution

Ultimately, the CalAmp Vision dash cam was selected for implementation across Rockwood’s fleet of 130 buses. This decision was based on CalAmp’s ability to satisfy all of Rockwood’s criteria in terms of budgeting, functionality, and support.

## Result

Post-evaluation, Mike concluded both the CalAmp team and product have performed exceptionally. He summed up his feedback as follows: “The installation was painless. It didn’t affect us in any way, even though we were in school. The overall implementation was very successful, including driver buy-in. With the Calamp dash cams, I can better train our drivers, know what is going on, and see what they are seeing while certain situations unfold.”

Early in the implementation, the Vision dash cam proved particularly useful in capturing an accident involving one of Rockwood’s buses. In this situation, the driver was alone on the bus when a rear-end collision occurred. The team was pleased to have clear video of the accident and what preceded it. “We were able to use it as a teaching lesson for the driver and for the safety team.”

The entire Rockwood team has been particularly pleased with product usability. “Quite frankly, it’s beyond user friendly. I tell it what I want it to alert us on, and it alerts me on that. It’s an afterthought once I program what I want to see,” concluded Mike. “Everything is very user-friendly – almost hands-off,” agreed Suzette Buchholz, Rockwood Transportation Manager.



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