

STUDENT PASSCARD USE CASE

DENVER PUBLIC SCHOOL

Overview

Who is the customer?

Denver Public Schools (DPS), the largest school district in Colorado, serving over 90,000 students across 200+ schools. The district places a high priority on student safety, efficient transportation, and modern technology adoption.

What specific product/service did they use?

DPS partnered with **Student Passcard**, a QR code-based student ridership tracking system. The platform integrates with existing bus routing solutions and GPS providers to ensure accurate, real-time monitoring of when and where students board or exit school buses.



The Challenge

DPS transportation teams faced difficulty ensuring accurate student ridership data. Without real-time tracking, drivers, administrators, and parents lacked immediate visibility into whether students boarded or exited at the correct stop, the correct students were riding the correct routes and which routes were being under-utilized. This created stress for families, inefficiencies for transportation supervisors, and safety concerns in cases where a child's location was unclear.

Denver Public Schools had previously explored an RFID-based system to manage student check-on and check-off for buses, but the implementation fell short. The district quickly ran into compatibility issues, as not all RFID cards worked reliably across different readers and buses. Costs also became a major concern, with frequent replacements needed for lost or damaged cards, creating an ongoing financial burden. Most importantly, the system failed to provide clear visibility into whether a student was boarding the correct bus or getting off at the right stop. These shortcomings left administrators and parents without the real-time assurance they needed and ultimately pushed DPS to seek out a more reliable and cost-effective solution.

Negative consequences:

1

Parents often called schools and dispatch centers to confirm a child's whereabouts, increasing call volume and administrative strain.

2

Drivers were unaware if a the correct student was getting on their assigned routes

3

Lack of ridership data made it difficult to optimize routes and staffing, leading to inefficiencies.

4

Transportation supervisors had limited visibility into bus utilization, preventing data-driven planning.

The Results

Reduced annual Transportation budget spend by approximately. **\$45,000**, eliminating the cost and waste of replacing RFID cards.

Decreased parent call volume to dispatch by **40%**

Improved on-time bus operations by **15%** through real-time monitoring.

Increased route efficiency by **35%** by identifying underutilized routes and overutilized stops with no pick-ups

Gave administrators access to **real-time ridership dashboards** for the first time.

The Solution

Strategy/solution implemented:

DPS deployed **Student Passcard** with QR codes to both mobile wallets and as physical badges (i.e. stickers) that students scan when boarding and exiting buses. The system integrates directly with **Samsara's GPS data** for latitude/longitude accuracy and connects with **Tyler Technologies' routing solution**. This provided end-to-end visibility:

1

For parents: peace of mind with real-time confirmation that their child is safely on or off the bus with the use of their MyRide app.

2

For drivers: simplified scanning process that fits seamlessly into daily routes.

3

For administrators: real-time dashboards for student location, utilization, and historical ridership reports.

Why did they choose Student Passcard?

- Seamless **integration with existing systems** (Tyler & Samsara).
- Simple, **QR-based technology** requiring minimal hardware and training.
- Flexible, **scalable platform** designed specifically for K-12 transportation.
- Proven commitment to **student safety** and **data transparency**.

"With Student Passcard, we finally have real-time visibility into our transportation system. Parents feel reassured, our staff saves time, and we can make smarter decisions about routes and resources."

— *Transportation Supervisor,
Denver Public Schools*

Learn more at
www.studentpasscard.com