



## Challenge

Atlantic Express Transportation Corp. wanted to explore new technology innovations in its continuing quest to be the safest bus company in the United States.

## Solution

Atlantic Express chose GreenRoad. Its unique in-vehicle coaching and feedback gives Atlantic Express unprecedented visibility into driving performance and motivates drivers to make positive changes.

## Results

- Cut fuel costs 5% to 8%
- Improved safety score 59%

*"We chose GreenRoad because it provides an in-bus 'coach' that is with each driver, every day, every mile. Drivers get immediate feedback and learn which driving maneuvers need improvement."*

— Executive Vice President Noel Cabrera, Atlantic Express

## Atlantic Express Innovates with GreenRoad: Driving Culture Transformation Cuts Risk and Improves Fuel Efficiency

*"GreenRoad is a way for drivers to improve on their own and become the very best professionals they can be. The data give us insights we never had before."*

— Executive Vice President Noel Cabrera, Atlantic Express

## Background

Atlantic Express is one of the largest school bus and student transport companies in North America. Safety is paramount to the business, and achieving optimal MPG is a key operating objective. Learn how Atlantic Express Transportation Corp. continues to improve safety and cut fuel usage with GreenRoad, the leader in driving performance and safety management.

With a national fleet of more than 6,000 buses and coaches, Atlantic Express has always been dedicated to safety and was an early adopter of GPS in-bus technology. When an outside strategic consultant was brought in to review safety procedures, Executive Vice President Noel Cabrera and his team decided to look at new safety innovations and came across GreenRoad.

GreenRoad is the leader in driving performance and safety management for fleets and other organizations. The unique GreenRoad Driver Improvement Loop™ transforms an organization's driving culture and delivers the best drivers on the road without requiring a lot of extra management

time and effort on classroom training or ride-alongs.

Proven across 70,000 drivers worldwide in all vehicle types and industries, GreenRoad dramatically reduces crashes and fuel consumption so customers realize positive ROI within months.

## Results: Reduced Fleet Risk

Cabrera said he was attracted to the coaching aspect of GreenRoad – and the unique approach GreenRoad takes to measuring and improving the overall safety of the fleet.

*"We've always had an extensive safety program, including a network of field supervisors," Cabrera said. "We chose GreenRoad because it provides an in-bus 'coach' that is with each driver, every day, every mile. Drivers get immediate feedback and learn which driving maneuvers need improvement."*

*"GreenRoad is a way for drivers to improve on their own and become the very best professionals they can be," Cabrera said.*

“Field supervisors and managers use the on-line scores and reports to analyze performance trends. The data give us insights we never had before.”

“GPS was good but it wasn’t telling us anything about driver behavior,” Cabrera added. “What’s unique about GreenRoad is its ability to precisely track and measure critical driving actions like braking, turning, lane changing, speeding based on zone limits, idling, etc., and give real-time feedback to the drivers in a simple way. When drivers see ‘red’ flashing they know they have braked too hard or taken a turn too fast. When they see ‘green’ they know they are driving safely. It’s a combination of powerful technology delivered in a simple way.”

Atlantic Express’ use of GreenRoad began with a “blind profile” period to establish a baseline. To conduct a blind profile, GreenRoad was installed in each vehicle, but the real-time feedback was not turned on for drivers.

With GreenRoad, each driver, and the fleet as a whole, receives a Safety Score, representing the number of risky and inefficient driving events performed by each driver. The Safety Score is pro-rated per 10 hours of driving. A score of 0-20 indicates safe or green driving; 21 to 50 indicates yellow driving—a moderate level of risk; and 51+ is considered red driving or high risk driving. At the end of the blind profile, the real-time display is turned on and drivers begin receiving simple, positive, proactive feedback on their driving.

Atlantic Express’s drivers showed significant improvement in the number of risky driving maneuvers once GreenRoad was turned on. Over the course of the school year, the fleet’s Safety Score improved an overall 59%.

#### **About Atlantic Express Transportation Corp**

**Industry:** Bus Transportation Services

**Headquarters:** Staten Island, NY

**Description:** Atlantic Express Transportation Corp., one of the largest and most trusted providers of bus transportation in North America, was founded in 1964 with a 16-van operation. Through hands-on management and our dedication to its clients, the company grew at an average annual rate of 25%. Atlantic Express now manages a fleet of several thousand vehicles operating from facilities throughout the U.S., staffed by the best operations and maintenance personnel in the industry. The company’s national reputation for high standards in safety, quality and reliability make Atlantic Express the transportation provider of choice for some of the nation’s largest and most complex school districts.

Atlantic Express plans to continue to improve driving performance by installing GreenRoad throughout its fleet; with a full deployment, the bus company will be better able to channel the drivers’ natural desire to compete to be the safest driver in the fleet.

“Driving buses in an urban setting can be very challenging,” said Charles Butera, general manager of the New York City division of Atlantic Express. “Streets are congested and there are lots of starts and stops. Drivers need to be hyper-vigilant to maintain safety on the roads.

“With GreenRoad, our drivers are getting immediate, real-time feedback that helps them learn which areas of the route demand more caution,” Butera added. “We appreciate the new online reports that tell us which drivers need individual attention. GreenRoad helps us work with our drivers in ways we could not before. Additionally, fuel conservation results in less fuel emissions.”

John Johnson, senior school bus driver at Atlantic Express, said: “The GreenRoad red-green-yellow lights give me confidence that I’ve been driving safely.”

Safer driving also means more fuel efficient driving. Atlantic Express cut its fuel usage 5 to 8% in the vehicles equipped with GreenRoad.

The bus company is also realizing increased customer satisfaction. GreenRoad’s online “Fleet Location” shows exactly where buses are located. It can report back historic route and locations with time stamps. With this insight, Atlantic Express eliminated complaints that its drivers were not at bus stops at the scheduled time along with other bus location disputes.

To find out more about GreenRoad, please contact:

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