



Appleton Area School District brings trust and reliability to student transportation



Appleton is redefining student mobility with technology that gives staff efficiency, families visibility, and students the essential service they need to thrive.

Location:
Appleton, Wisconsin

Geography:
Urban

Use case:
Alternative student transportation



4,400+

rides since launch in September 2024



135%

increase in students served since launch



The teachers told me that as soon as she [the student] saw my car enter the driveway — about a hundred yards — she would start jumping up and down, dancing and yelling, 'Mr. Tim! Mr. Tim! Mr. Tim!' When she got in the car, she'd start singing, and we'd sing the song she had learned that day."

– Tim R., AASD Via Student Transit driver

The bottom line.

Appleton Area School District (AASD) chose Via Student Transit to implement a flexible, tech-enabled transportation solution for students who cannot be served by the traditional yellow school bus system. Using Via's platform, district staff can now easily schedule, cancel, and monitor trips in real-time, while parents and caregivers receive live updates when rides are en route, completed, or delayed — bringing much-needed transparency and peace of mind. With dedicated and consistent drivers on student routes, Via delivers reliable, recognizable service that students and their families can count on.

Tell me more.

Like many districts, AASD was facing challenges transporting students whose circumstances make traditional school bus service impractical or unavailable. Before partnering with Via, scheduling required significant manual coordination, often leading to last-minute adjustments that made it challenging for the staff to manage, and for families to stay informed. With Via, AASD has a tailored solution:

- **Custom-fit service models.** Routes and operations designed to meet the district's unique needs.
- **Driver consistency.** Students now see the same trusted faces each day, building comfort and routine.
- **Real-time visibility.** District staff, caregivers, and school users can track rides in progress, reducing support calls and confusion.
- **Customer service.** Via maintains a high-touch, responsive service model, quickly addressing all change requests, accommodating new ride or stop additions, and proactively communicating updates or service adjustments.