

Reimagining Student Mobility

Strategic Service Differentiation

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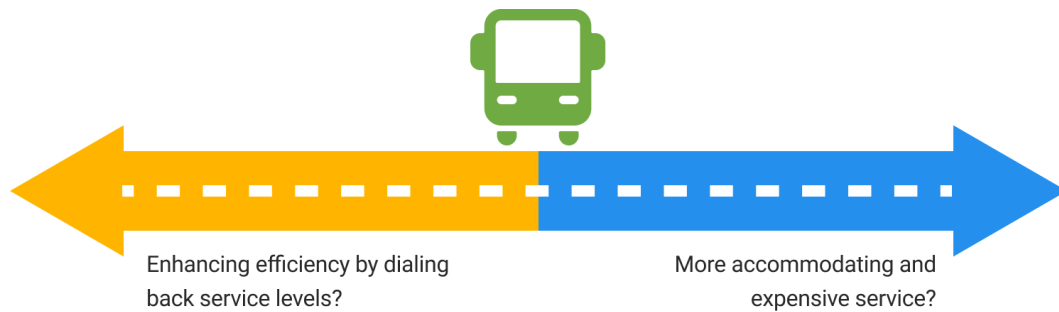
Reimagining Student Mobility Webinar: Strategic Differentiation

An overview of how strategic differentiation can personalize student mobility and improve overall efficiency.

In this second in a series of webinars, Carl Allen, 4MATIV's CEO, discusses 4MATIV's broad view on the challenges of student mobility and how transportation is a key barrier to equitable access. We review how strategic service differentiation can play a transformative role in personalizing student transportation and improving overall efficiency.

What does it mean to “differentiate services?”

It means deploying the **right solution** for each student to address their particular barriers to accessing learning and enrichment.



Why strategically differentiate service?

Differentiating service not only ensures each child receives just the right transportation service they need; it also makes efficient and strategic use of resources, which benefits every rider by improving service quality and reliability across the system.

- ➔ School systems seeking to personalize instructional delivery and mental health supports have not yet applied the same lens to student transportation.
- ➔ If “one size fits none”, then a “yellow bus for everyone” transportation approach will not meet every student’s needs.
- ➔ Likewise, families have varying abilities to bridge the gap between what schools offer and what they need. Differentiating service can fill this gap.



4MATIV is transforming student mobility. With our technology and performance management platform and multi-modal approach, we get students to school for less cost and with less hassle so they can access the learning opportunities that maximize their potential. For more information, visit 4mativ.org.