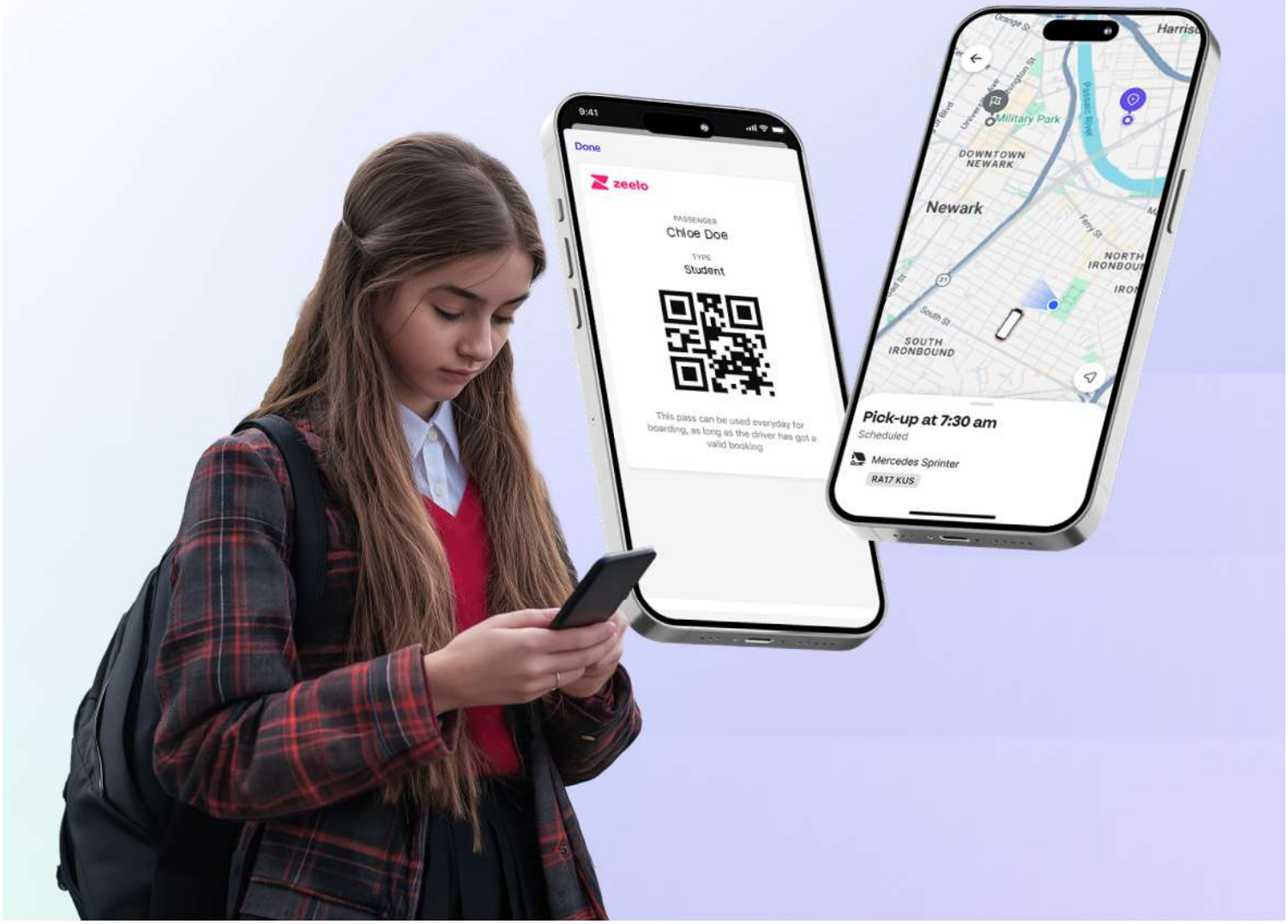
zeelo

Smart shuttle platform for schools



Parent User Guide

How to setup a Zeelo account, purchase a pass, book rides, get your QR code ticket, and track the bus

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Zeelo – Who we are

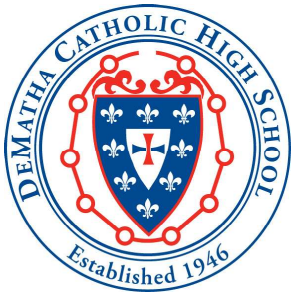
Zeelo is the smart bus platform for schools. We are experts in providing safe, flexible, fully-managed home-to-school transport services to schools across the US & UK. You may also review a quick overview video here.

We work with schools to plan routes, using anonymous zip code data to ensure the routes are efficient and suit the students and parents. Each school has a dedicated support manager to continue to assess the routes and optimise where appropriate. Each stop is carefully assessed to ensure safety when boarding and disembarking. All our drivers are enhanced DBS checked and from trusted bus operators that are fully vetted and trained by Zeelo staff.

Our services are built on technology that supports safeguarding your child to and from school. Zeelo uses leading technology to provide online booking on our website or app, 24/7 live customer support, live vehicle tracking, and service status notifications.

Having a Zeelo service helps to reduce parking and pollution around your child's school - in 2025, we saved our customers nearly 19,000 tons in CO2 emissions and are fully carbon neutral as an organisation, meaning we offset all our emissions.

Got a question? Our friendly customer care team is available 24/7 on our website live chat, through our app live chat, or by calling 1-716-575-2271.





How to book your child's travel

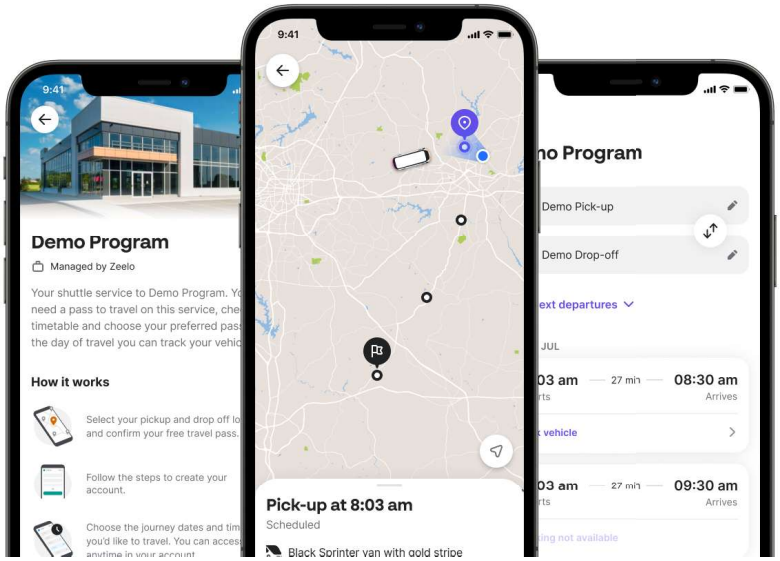
Visit Zeelo website or download our app
Visit zeelo.co or download our app from the Apple Store or Google Play and search for your school, which will either be "DeMatha" or "Seton".

Get ready to book!
Choose your pick-up stop (or use our Stop Finder widget to find your nearest stop) and then select your purchase option. You can choose from an unlimited full semester pass, a one way pass, and a variety of flexible ride bundles, round trips, and single rides. Pass pricing is listed on the next page.

Create your Zeelo account
Once confirmed, follow the steps to create your Zeelo account. We recommend creating the account using the student's name, email address, and phone number so they will receive notifications immediately about bus delays and changes. Anyone who would like access to track rides, can be added as a follower. More information on setting up followers is listed on page 9.

Hop on board
That's it! The student (as the account holder) will receive an email with their tickets in PDF format or they can find them anytime in their account in the web app or in the mobile app. Followers will receive an email link to track the student's vehicle. More information on setting up followers is listed on page 9.

Please see the FAQ section for more information.



Pass Options and Pricing

Below outlines the 2026-2027 school year pass options and pricing.

PLEASE NOTE: All purchases are final and refunds are not available. However, if your student is no longer enrolled in DeMatha or Seton, please contact your school administration to start the approval process for a refund.

PASS TYPE	PRICE	NOTES
Annual Round Trip	$ 3,075.00	Covers all rides for full year
Semester Round Trip	$ 1,600.00	Covers all rides for one semester
Annual One Way	$ 1,800.00	For select stops that are only available in one direction, for full year
Semester One Way	$ 926.00	For select stops that are only available in one direction, for one semester
20 Ride Bundle	$ 206.00	Purchase 20 rides and use to book rides as needed, good until the end of the school year, does not carry over to next school year
10 Ride Bundle	$ 105.00	Purchase 10 rides and use to book rides as needed, good until the end of the school year, does not carry over to next school year
Single Round Trip	$ 21.00	For those who need a round trip ride on an ad hoc basis
Single One Way	$ 12.50	For those who need a one way ride on an ad hoc basis

FAQs

How do I book my student's seat on their school's service?

Visit zeelo.co or download our app from the Apple Store or Google Play to start, then follow the steps in this example Booking Your Zeelo Ride video.

Whose details should be on the Zeelo booking?

We recommend creating the account using the student's name, email address, and phone number so they will receive notifications immediately about bus delays and changes. Anyone who would like access to track rides, can be added as a follower. More information on setting up followers is listed on page 9.

If your student does not have a cell phone, please create the Zeelo account in your name with your email address and phone number. You will then be able to add your student's details as the rider after purchasing your travel pass.

If you have more than one student in your household, please create separate accounts using their name, email, and phone number.

If I choose to create the account in my name, how do I add my student as a rider?

You are automatically prompted to do this when initially purchasing your new travel pass, as shown at the 34 second mark in the Booking Your Zeelo Ride video.

If you did not add your student as a rider during the pass purchase process, you can:

- Go to 'My Rides' > Select your previously purchased travel pass
- In the pass settings you will be able to change 'Rider 1', 'Rider 2' to your student's name
- More detailed information is available in our help article here

Should my student present their ticket?

Yes, all students should present their QR code ticket upon boarding rides:

- If they are setup on the Zeelo mobile app, they can present their QR code directly from their phone, or they can use the PDF QR code that gets emailed to them
- If they are not set up on the Zeelo mobile app, you can send them a screenshot or photo of their QR code ticket to present.
- If they do not have a device that can store screenshots or photos, whoever is the account holder will receive an email with a PDF QR code ticket, it can be printed and given to the student to use. Tip: if using this option, laminating the ticket will help it stay in good condition throughout the school year.

Please encourage your student to have their QR code ticket ready before boarding the bus. In the chance that the student forgets their printed PDF QR code ticket or their phone has no battery charge left, the driver will have a passenger manifest available to check students onto the bus.

What if my student does not have the Zeelo app?

If they are not set up on the Zeelo mobile app, you can send them a screenshot or photo of their QR code ticket to present.

What if my student does not have access to a mobile phone?

If they do not have a device that can store screenshots or photos, whoever is the account holder will receive an email with a PDF QR code ticket, it can be printed and given to the student to use. Tip: if using this option, laminating the ticket will help it stay in good condition throughout the school year.

What if we don’t have access to a printer?

We recommend finding a printing service via a local library or through online sources where you can print your QR code (and maybe laminate to maintain quality) and give this to your child to present when they board the service.

Please note: if you have a semester pass, then your QR code will remain the same all semester. If you have a ride bundle, single round trip, or single one way ride, your QR code changes for each ride.

It is very important for all boarding passes to be scanned as students board a service. This tells us how many people are on each journey, and we use this data to monitor and optimise our services, and for safeguarding purposes. Please ensure your student has access to their boarding pass where possible.

I don't understand the different purchase options. Can you explain which one is best for me?

Annual Round Trip & Semester Round Trip

- Full semester passes provide unlimited travel throughout the whole semester - these are great if you plan to use the transport service every morning and afternoon.

Annual One Way & Semester One Way

- One way passes are similar to the round trip passes, but work for only the morning or afternoon, not both.

Ride Bundles for 20 or 10 Rides

- Bundle passes are ideal for more flexibility. You can pick and choose when you want to travel, and only pay for the rides you use. The rides do not have an expiration, however they may not be carried over to the next school year. Each ride is for one way transport.

Round Trip & Single Rides

- Round Trip and Single ride tickets are great for one-off transport needs.

PLEASE NOTE: All passes, bundles, and tickets are non-refundable. Seats are limited and passes may sell out. The 20 or 10 ride Bundles do not guarantee you a seat on the bus. You need to use the bundle to book a ride for a specific date and time in order to reserve a seat - they are subject to availability based on seating capacity and other students who have booked.

For how long is my Zeelo travel pass valid?

This is dependent on the type of pass:

- All semester passes will expire at the end of the relevant semester period.
- The 20 and 10 ride bundle passes are valid for the entire school year. Outstanding credits **cannot be carried** over to the new school year and will expire at the end of the spring semester.

How do I choose my departures?

- Single round trip & one way tickets require you to book on a specific route, stop, day, and time - you do not need to do anything else.

- Annual & semester passes will automatically book a seat on your selected service (route and stop) in the morning and afternoon throughout the entire year or semester. The auto-booking feature will allow you to choose your preferred days of the week. This feature is designed for regular weekly travel patterns. If your schedule changes week to week, manual booking may be more suitable. More information and how to set it up is available in the Zeelo help center here.

  Please note: if plans change and your student will not be riding for a given date, please cancel the ride to make the seat available for another student.

- The 20 and 10 ride bundle passes **will** require you to book your specific seat on a service. To do this, log into your account and visit 'My rides' on our website or in the app. From there, you can select specific departure times within your travel pass.

- Rides are made available to book each half semester on the website/app.

  - **First Semester:** available **June 1** - initially will start with the first 3 weeks, once the school calendar is finalized the remaining semester schedule will be released

  - **Second Semester:** available **December 7**

IMPORTANT: We encourage you to select your routes and stops earlier rather than later as seats will fill up and there are no guarantees of seats. Also, there are no refunds.

What kind of vehicle should we look out for?

- Vehicles will have a sign at the front displaying the school logo

- The cell phone registered to the account will receive an app notification or text message 45 min prior to departure with the vehicle description, registration number, and a live link to track the vehicle

How can I add someone else to the account for tracking/informational updates?

- You can add extra parents/guardians, friends, and family as followers to your Zeelo account so they are also updated on the progress of rides your child takes with Zeelo.
- Please check out our help article about 'How Do I Add Followers to My Account?' here.
- For live tracking, only the account holder can see live tracking in the Zeelo app. Followers must use the link in their email notification to view tracking on the website. More information can be reviewed here in our help article.
- If followers are added to the account, a new link will be emailed with each ride the student is signed up for.

How can my student track their bus?

- As recommended, if your student is the account owner, they will be able to track their bus in the app. However, if the parent/guardian is the account owner, the app can be set up on the student's phone with the parent/guardian's access OR the student can be added as a follower to the account and a link will be emailed to them for every ride where tracking can be viewed.

How can I suggest a new stop?

- Your school has chosen to enable the Stop Request feature which allows you to request new pick-up stops. More information on accessing the feature is available in our help article here.
- Suggested stops will be reviewed within 30 days, however please note requesting a stop is not a guarantee it will be added. Requests are assessed with demand in mind.

The bus is late. What is going to happen?

- In the unlikely event your student's bus is running late, we will notify you as soon as there is a delay
- You will receive email and SMS notifications with journey updates, as well as being able to use the live tracking. Please ensure the notifications setting in the Zeelo app is enabled, as well as your phone's system settings that allows notifications.

My student needs two different pick up stops regularly throughout the school year. How do I set that up if I purchased an Annual or Semester pass?

The student will need to have two passes (annual or semester) - one for each stop. In order to accomplish this:

1. Please purchase one pass in the Zeelo app for the first stop of choice.
2. To obtain a pass for the second stop of choice, please call Customer Care at **1-716-575-2271** and they will help you get setup with the second pass without having to pay for a second pass.

IMPORTANT:

- If you have auto-booking set to enabled, the student will be booked on rides for both routes, essentially double booked. The rides the student will not be riding need to be cancelled so the seat may be available for another student. Please follow the instructions in the next FAQ to cancel the rides on each route that are not needed. For example, you want to end up with Mon-Wed on Route A & Thurs-Fri on Route B. You will need to cancel Mon-Wed on Route B & Thurs-Fri on Route A. More information on auto-booking can be found in our help center here.
- If you have auto-booking set to disabled, you will need to use the pass to book rides needed on the designated dates/times for each route.

Please Note: if splitting payment between two households, only the main Zeelo account holder will be able to make payment through the web/app. If the cost needs to split, separate accounts are needed where each person can purchase 1 pass, or split payment can be managed independently.



Can I change my student's pickup stop?

The process to make changes vary based on the pass purchased. **Please Note:** all changes MUST be made by **3 hours prior to departure** as no changes are permitted after this point:

Annual Round Trip & Semester Round Trip

- To make a one off seldom change, please contact our customer support team who will be able to make the adjustment for you, as you will not be able to self manage this. Our customer care team is available 24/7 on **our website** live chat, through our app live chat, or by calling **1-716-575-2271**.

Annual One Way & Semester One Way

- To make a one off seldom change, please contact our customer support team who will be able to make the adjustment for you, as you will not be able to self manage this. Our customer care team is available 24/7 on **our website** live chat, through our app live chat, or by calling **1-716-575-2271**.

Ride Bundles for 20 or 10 Rides

- To change a ride:
  - Open the travel pass/ride bundle from your App home screen (or "My rides" on the Web-app)
  - Find the booking you would like to change and tap "Edit" to open the pickup time selection screen
  - If you want to change the time of your booking, select a different pickup time in the drop-down. Only trips with available capacity will appear for your to switch your booking too.

- To cancel a ride:
  - Open the travel pass/ride bundle from your App home screen (or "My rides" on the Web-app)
  - Find the booking you would like to change and tap "Edit" to open the pickup time selection screen
  - Select the "Cancel" button. The ride will then go back onto the bundle to be used on a future booking.

Single or Return Rides (Including Round Trip rides)

- To change a ride:
  - Find your booking on your App home screen (or "My rides" on the Web-app)
  - Select "Change/Edit" to open the pickup time selection screen
  - If you want to change the time of your booking, select a different pickup time in the drop-down. Only trips with available capacity will appear for your to switch your booking too.

- To cancel a ride:
  - Unfortunately we don't currently support cancelling single or return tickets

My student is sick/our plans have changed. What do I need to do?

If your student cannot make the journey on a particular day, you can cancel their ride in their or your Zeelo account. This will free up the seat on the bus, and also means the driver won't be expecting your student.

To do this:

1. Log into your account and visit '**My Rides**' via the app or website
2. Select your travel pass
3. From there you will be able to edit or cancel any upcoming journey

Read more on how to cancel your booking **here**.

Who can I speak to for any urgent/non-urgent assistance?

- If you need any assistance while a service is 'live', for example, a student has failed to alight the bus at the correct stop, Zeelo is available to help you.

- For all real time support, you may reach our customer care team 24/7 on our **website** live chat, through our app live chat, or by calling **1-716-575-2271**.

Got a question?

Our customer care team is available 24/7 on
our **website** live chat, app live chat, or by calling **1-716-575-2271**

