Cruise to School with SchoolPool

Fun & Reliable Ways to Carpool, Walkpool, and Bikepool!

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Presented by:

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GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

Agenda

- About goDCgo
- Transportation Survey Findings
- SchoolPool
- Types of Transportation Pools
- SchoolPool
- goDCgo's Approach to SchoolPool
- Successes and Challenges
- Questions

Let's GO!

goDCgo is an initiative of the District Department of Transportation (DDOT).

Leading resource for transportation information and options.

Encourage the use of sustainable transportation.

We offer complimentary transit resources and consulting services to DC organizations and commuters.

Our goal serves to decrease traffic congestion, improve air quality, and create a better quality of life in the DC area.
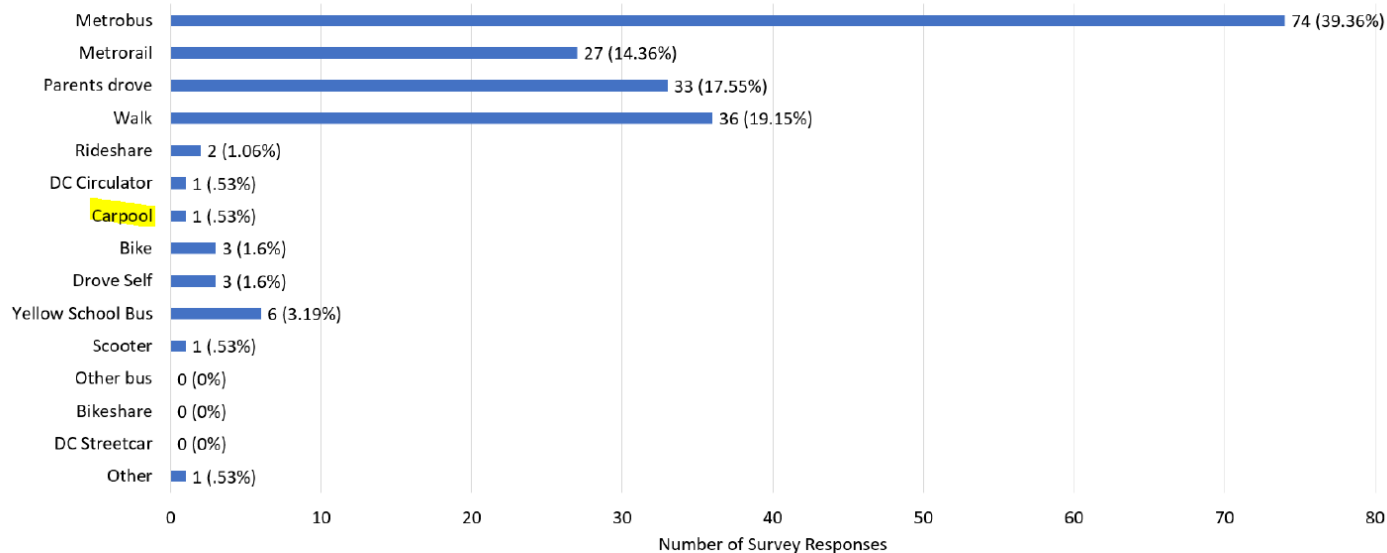
Transportation Survey Findings

Survey results showed that less than 1% of students carpool to school

Figure 32 | Primary Single Mode Students Take to School

Types of Shared Transportation

- **Carpools, bikepools, and walkpools** are forms of shared transportation for commuting to school.
  - Carpool: sharing a ride to and from school in a private vehicle with other peers
  - Bikepool: group of students and/or parents riding their bikes to school together
  - Walkpool: group of students and/or parents walking to school together along a planned route

Pooling Benefits

- Cost savings
- Increased safety
- Health benefits
- Community building
- Reduced stress
- Reduced traffic congestion
- Environmental benefits

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Emission & Gas Savings

Vehicle Miles Reduced:	0
Total Polution Reduced (in tons):	0.0
NOx Reduced (in grams):	0.0
VOC Reduced (in grams):	0.0
PM Reduced (in grams):	0.0
Fuel & Maintenance Cost Savings:	$0.00

SchoolPool

SchoolPool: Carpool for Students and Families

- Carpool ridematching system created by Commuter Connections
- Can also be used to form bike and walk pools
- On-demand platform to help parents connect with each other and form carpools, walking groups, or biking groups to and from school
- **FREE** for school and parents/families to join and sign up

Safety

- **Trusted and secure carpool platform**
- **Parents can opt to only match with families at their school**
- **Information remains confidential**
- **Never shares student information**
  - Only shares parent email and phone number with potential matches

SchoolPool Demo

Trip Diary

Please enter your travel trip logs by clicking on any of the "Enter Log" buttons on the calendar below. For dates with information already logged you can move your cursor over that day to view the saved log details

Click here to edit your commute profile

« May		June 2023			July »	
SUN	MON	TUES	WED	THU	FRI	SAT
28 Enter Log	29 Enter Log	30 Enter Log	31 Enter Log	1 Enter Log	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Emission & Gas Savings

Vehicle Miles Reduced:	0
Total Pollution Reduced (in tons):	0.0
NOx Reduced (in grams):	0.0
VOC Reduced (in grams):	0.0
PM Reduced (in grams):	0.0
Fuel & Maintenance Cost Savings:	$0.00

Travel Mode Summary

Bicycle:	0
Bus:	0
Buspool:	0
Carpool:	0
Drive Alone:	0
Motorcycle:	0
Other:	0
Rail/Train:	0
Walk:	0

Trip Diary

Tuesday, September 9

Use the tabs below to create or update your saved trip profiles. Using the profiles you can set up to 4 different daily commute patterns and customize the profile name, trip segments and commute modes used. Once you've entered the trip details below you can click the Log Commute button to save this day's commute and return to the calendar view!

Trip Profile: **Profile Name**

Profile Name		Save Profile

Commute/Travel - Home to School

Leg	From	To	Travel Mode	Distance
1	Home	School	Other	0

+ Add Leg

Commute/Travel - School to Home

Leg	From	To	Travel Mode	Distance
1	School	Home	Other	0

+ Add Leg

☐ Make this my default commute

Log Commute >>

goDCgo Approach to SchoolPool

For School Admins/ School Transportation Coordinator

SchoolPool Workflow

1. Schools schedule an appointment with goDCgo School Services

2. Work with goDCgo to sign up their school on SchoolPool

3. Promote SchoolPool to parents and families at your school

4. Parents sign up for SchoolPool and receive a list of carpool partners

5. Parents contact their matches and set up a carpool that works for both families

6. Students carpool to school, reducing traffic at pick-up and drop-off!

How to Register Schools

- Register with Commuter Connections or fill out the application form to add school to the platform
- Schools can choose to customize their carpool ride matching page with their school logo and colors
- Application needs to be signed by an authority figure at the school (Principal, STC, etc.)
- Add contact information so that the school admins can reach out for assistance with the application process

Promoting SchoolPool

- **When schools sign up, they receive:**
  - SchoolPool Promotional Partner Packet, which includes:
    - Promotional checklist
    - PA announcement templates
    - Sample newsletter content
    - Email templates
    - Flyers
  - Support from goDCgo to encourage students and families to try carpooling
    - Meetings during back-to-school nights, PTA meetings, school fairs
    - **Host an open house to inform parents about the platform, and a chance for them to ask questions**
    - **Assist them to join the platform**

Incentives for Families and Students

- To encourage families to carpool, goDCgo offered gas cards as incentives to successful carpool groups.

- **For students:**

- goDCgo launched a *Read and Ride* campaign to encourage students to promote carpooling to their parents while making the experience more enjoyable.

- Students could read together during their carpool rides, complete a book log, and earn exciting prizes

SchoolPool Events

- Hosted *Carpool and Cocoa* events
  - Added cocoa packets with stickers that had a QR code leading to SchoolPool
- Encouraged students to *Read and Ride*
- Help the families to sign up
- Educate further about SchoolPool or Carpool

SchoolPool Tips for Families

- When you find a match, contact the family and meet with each other first. If the match is a good fit, you can start a carpool.
- Distribute a list of contact numbers for each family in your group. Have back up drivers in case of an emergency.
- Inform your child about the carpool so they know who exactly is picking them up from school. Have a back-up plan in place for getting to and from school.
- Consider riding with your child's carpool a few times to get your child comfortable and make sure the arrangements are working.

Successes and Challenges

Successes

- Successful engagement with the School Transportation Coordinators/ Admins
- As a result, goDCgo has signed up 28 schools to SchoolPool
- Hosted seven info sessions at PTA meetings
- Four Carpool and Cocoa events

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Challenges

- Low engagement with parents/families and students
- Not enough family/parent sign up with SchoolPool
- No successful carpools, walkpool, or bikepool
- Not enough promotion from the schools

Suggestions

- Making the platform more user-friendly and developing a mobile app.
- Add optional background checks
- Increase outreach to schools and encourage administrators to actively promote SchoolPool to parents

How can we improve parent registration for SchoolPool and support successful carpools?

Presenter Information

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Schedule a meeting on Calendly:

Thank you!

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