

Cruise to School with SchoolPool

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

January 20, 2026

Presented by:

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School Outreach Coordinator



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.

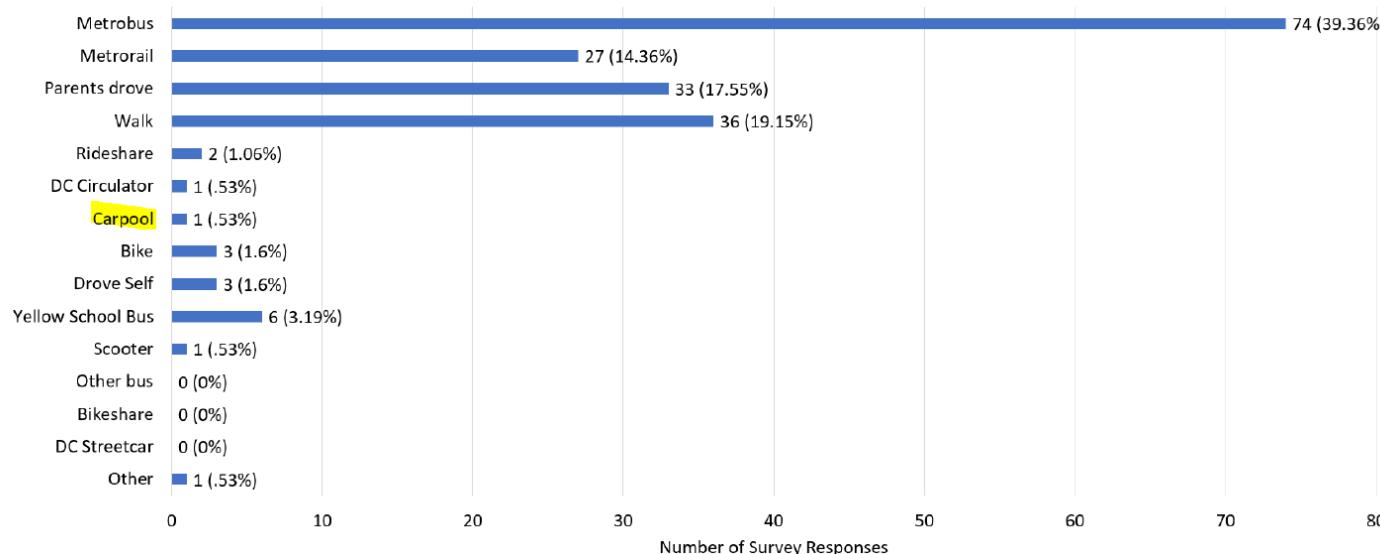


Transportation Survey Findings



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



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



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	29	30	31	1	2	3		
Enter Log								
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

The image shows a composite of two screenshots. The top screenshot is a 'SchoolPool APPLICATION FORM' titled 'SchoolPool'. It includes sections for 'School Information' (with fields for School Name, Address, Phone, and District) and 'Staff Information' (with fields for Superintendent, Principal, Asst. Principal, and School Pool Administrator). The bottom screenshot is a 'COMMUTER CONNECTION' website page titled 'COMMUTER CONNECTION: A BETTER WAY TO WORK'. It features a 'Participating schools must be registered with the Commuter Connections SchoolPool program' banner and several dropdown menus and checkboxes for selecting transportation preferences like 'Public', 'Charter', 'Private', 'Bus', 'Bike', 'Walk', and 'Other'.



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**



SchoolPool Promotional Partner Packet

This packet includes email templates, flyers, announcements, that you can use to promote SchoolPool. It includes a checklist to make sure you are an

Templates



PA Announcements



Newsletter Content

Version 1 (Generic): "Tired of waiting in long lines at pickup and dropoff? In an effort to reduce school traffic, [insert school name] is now using SchoolPool to connect families with carpool groups in their neighborhoods. Learn more at goDCgo.com/schoolpool!"

Version 2 (Incentives): "Save time and earn gas money by registering for SchoolPool, a free ride matching system that connects families with carpool partners in their area. Create a carpool or log your existing carpool's trips for a chance to win up to \$50 in gas gift cards! Learn more at goDCgo.com/schoolpool!"

Version 1 (Generic): "Save Time, Earn Gas Money, Carpool Today!"

To reduce traffic, shorten dropoff/pickup time, and promote our sustainability goals, [insert school name] has partnered up with SchoolPool to connect families with carpool groups in their neighborhoods.

Visit goDCgo.com/schoolpool to learn more."

Version 2 (Incentives): "Save Time, Earn Gas Money, Carpool Today!"

Tired of waiting in long lines at pickup/park and spending a fortune on fuel? [insert school name] has partnered up with SchoolPool, a carpool ride matching and trip logging service that connects families with carpool groups in their area.

By starting a carpool group or logging your existing carpool's trips, you'll be entered for a chance to win up to \$50 in gas gift cards. Visit goDCgo.com/schoolpool to learn more."

Resources



SchoolPool Flyer (English)
[Download](#)



SchoolPool Poster (English)
[Download](#)



SchoolPool Flyer (Spanish)
[Download](#)



SchoolPool Poster (Spanish)
[Download](#)

goDCgo.com/school



d. GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

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



Do you get to school by carpooling?

Start reading with your carpool group and track your progress with a reading log. You'll be entered to win exciting prizes, including a free scoop at Jeni's Splendid Ice Creams!



Scan to Download



Jeni's
ice cream

Student Name: _____

Parent/Guardian Name: _____

Parent/Guardian Email: _____

Parent/Guardian Phone: _____

Book Title	Author	Pages	Rating
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			

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



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!

