



August 18, 2011

**We are pleased to invite your school to participate in the new SchoolPool Program for Carroll County Schools.**

**A little help for busy parents.**

SchoolPool is the Baltimore Region's free ridematching service for parents of children who attend the same school anywhere in the region. With this safe and secure service, parents are matched with other parents in their neighborhoods who are interested in sharing the driving responsibilities.

**Sharing trips saves time, money, and the environment.**

SchoolPool is a safe, convenient way to get kids to school while saving parents time and money on gas, encouraging healthier, active lifestyles, and reducing congestion. By reducing the number of trips you take, you also help the environment by decreasing air emissions, including greenhouse gases.

Research has proven that when students carpool, their school attendance and timeliness improve. Carpooling, walking, or biking to school also reduces congestion in school zones, which promotes safety at your school.

**For parents and students to take advantage of SchoolPool, your school must register with the Program.** For confidentiality reasons, school administrators must establish a SchoolPool account before the student body can participate.

**Registration is easy, just fill out the enclosed registration form and fax it to Lillian Bunton at 410-732-8248, or contact Lillian Bunton at 410-732-6000.**



A Little Help for Busy Parents

## **SCHOOLPOOL – NOW AVAILABLE IN CARROLL COUNTY!**

### **HERE'S HOW SCHOOLPOOL PROGRAMS USUALLY WORK:**

- School registers to participate by completing and returning the attached SchoolPool enrollment form. (Questions? Call 410-732-6000.)
- Parents and guardians enroll online at [www.commuterconnections.org/schoolpool/](http://www.commuterconnections.org/schoolpool/). They will be asked to provide information for each child they want to enroll. All information is confidential and will be provided only to prospective carpool parents from the same school.
- Information includes home address and grade level.
- Parents and guardians will receive a "matchlist" for each child with the names of other students from their neighborhood who travel to the same school.
- It's up to the parents and guardians to make whatever arrangements they prefer.

### **ABOUT SCHOOLPOOL**

---

The SchoolPool Program was designed to reduce traffic congestion, pedestrian hazards, and/or parking demand in and around Carroll County Schools through the promotion of carpooling, bicycling, and walking to school. The Program is critical in improving safety around schools and reducing pollution as a result of decreased auto emissions. Through awareness, education, options, and incentives, the Program helps reduce the number of vehicles traveling to schools each day during morning drop-off and afternoon pick-up.

### **AWARENESS**

---

SchoolPool has developed posters and flyers to distribute to parents informing them of the Program and its benefits. School administration, Parent Teacher Associations (PTA), and other groups play a vital role in the implementation of the SchoolPool Program.

## **BENEFITS**

---

The successful implementation of the SchoolPool Program will:

- Help families solve transportation problems of getting to school
- Help families manage school schedules and work schedules
- Offer an opportunity to identify other parents or guardian to call upon when facing car or other last minute problems
- Help students arrive on time for school
- Help students make new friends
- Help students arrive safely in groups
- Reduce traffics congestion around the school's pick-up and drop-off areas
- Provide a voluntary alternative to driving children to and from school every day
- Teach children a great lesson on saving our environment.

### **PARENT AND STUDENT CONFIDENTIALITY**

As a participating school in the SchoolPool Program, only your students and their parents are allowed to participate. All personal information will remain confidential and will only be shared with parents participating in the Program at your school.



A Little Help for Busy Parents

## HOW DOES IT WORK? \_\_\_\_\_

It's as easy as 1, 2, 3. Each parent returns a completed registration form online, via fax or by mail. The information from each parent is submitted to our Commuter Connections System. Commuter Connections is a computer mapping software used to match parents/students living within a three-mile radius of each other. Each parent will then receive a ridematch letter of appropriate carpool partners. Parents are then encouraged to contact their matches and coordinate a carpool group.

### **School Administration Responsibilities**

This Program requires minimal involvement by your school staff. To help achieve a smooth and successful implementation, it will be your school's responsibility to perform the following:

- A. Distribute fliers and posters to parents, teachers and students. (Email [rideshare@baltometro.org](mailto:rideshare@baltometro.org) for digital copies of all attachments.)
- B. Incorporate articles about the Program into school or PTA newsletters, morning announcements, email blasts to parents, memos to parents from the principal, school events, and announcements at PTA and staff meetings. This offers the opportunity for families to receive information about the Program and speak directly to SchoolPool representative to answer questions.
- C. If you would like the Rideshare Coordinator to attend a PTA meeting to answer questions, please contact Lillian Bunton at 410-732-6000 to arrange a date and time.

### **'Green' Your School!**

Interested in being a 'green' school? The SchoolPool Program satisfies four credits for the LEED® for Schools New Construction and Major Renovations for K-12 rating system: 1) Low Emitting & Fuel, 2) Parking Capacity, 3) Bicycle Use, and 4) Public Transportation Access. LEED® for Schools is the recognized third party standard for high-performance schools that are healthy for students, comfortable for teachers, and cost-effective.



A Little Help for Busy Parents

## **Literature for Parents/PTA/Students**

### **Description of Program Promotional Flier**

---

**For digital copies, email request to  
[rideshare@baltometro.org](mailto:rideshare@baltometro.org)**

## **BENEFITS OF SCHOOL POOL PROGRAMS**

### **THE REPORTED BENEFITS OF SUCH PROGRAMS INCLUDE:**

- Helps families solve transportation problem of getting their children to school.
- Helps families save time and money.
- Helps families manage school schedules and work schedules
- Provides a transportation alternative for after school activities
- Reduces traffic congestion around the school's pick-up and drop-off areas
- Decreases parking demand on school site due to parents parking vehicle and walking children to school
- Offers an opportunity to identify other parents or guardians to call upon when facing car or other last minute problems
- Teaches children a great lesson on saving our environment
- Provides a voluntary alternative to driving children to and from school every day
- Helps to improve air quality

### **HERE'S HOW SCHOOL POOL PROGRAMS USUALLY WORK:**

- School agrees to participate with local transit agency or transportation demand management Program.
- Parents and guardians will be asked to provide information for each child they want to enroll.
- Information includes home address and grade level.
- Parents and guardians will receive a "matchlist" for each child with the names of other students from their neighborhood who travel to the same school.
- It's up to the parents and guardians to make whatever arrangements they prefer.