



Sarah McGowan and Karla Nativi
Dulles Area Transportation Association

SCHOOLPOOL
STUDENT RIDESHARING
MAKES THE GRADE!





Agenda

- Introduction
- Overview of the SchoolPool Program
- Our Grant
 - How do we get the word out?
 - What assistance is provided?
- Marketing Materials
- Results
- Challenges

Introduction

- Sarah McGowan
- Karla Nativi
- Managing program since July 2017



SchoolPool Program

- School-specific ride-matching database
- Confidential
- Easy to use
- Perfect for private and/or magnet schools





The SchoolPool Grant

- What is involved in the grant?
- Getting the word out - SchoolPools one of COG's best-kept secrets!
- Providing schools with a “roll-out” plan
- Implementing the roll-out plan
- Providing technical assistance to parents
- Rewarding parents who carpool

Outreach to Schools

- www.greatschools.com
- School open-houses
- South Lakes' Back2School Bash
- VA Association of Independent Schools' conference





Program Support

- Develop a “roll out” plan

- How does Principal communicate with parents?
 - Email
 - Social media
 - Meetings (PTA)
 - Newsletters
- Are there upcoming events we can attend?
- Do you want us to serve as the transportation “point” person?



Program Support (cont.)

- Provide technical assistance
 - Provide parents with a “how-to” email, as well as a visual “how-to” one pager
 - Offer assistance over the phone when questions and/or technical difficulties arise
 - Purchase and send out gas card incentives - \$25 gas card per carpool, 4 per school.

Marketing Materials



INTERESTED IN SHARING THE RIDE TO SCHOOL?

TRY SCHOOLPOOL!

- ✓ Trusted
- ✓ Confidential
- ✓ Free
- ✓ Easy to Use

SchoolPool is a program sponsored by Commuter Connections that connects parents of children who attend the Virginia Academy School and are interested in sharing driving duties.

Whether you're a single parent who needs some extra help, a mom and dad who both have jobs outside the home, or a household juggling just one car, SchoolPool may be just right for your family's needs.

HOW DO I PARTICIPATE?

1. E-mail the SchoolPool Administrator, Paula Lupino at info@virginia-academy.com or call 571-209-5500.
2. She will send you a link specific to Virginia Academy that will take you to Virginia Academy's online registration page.
3. You will be asked for some information about your location and schedule and you will receive a personalized "matchlist" with the names and contact information of other parents who may be good carpool partners.
4. Then call or e-mail the other parents and arrange to meet and see if your schedules fit "school pooling".

To protect the safety of your children, SchoolPool only shares parents' contact information... NEVER information about your children!

The first four carpools to form will receive a \$25 gas card per month for 9 months (September - June). Please ask Paula for more details.

TO REGISTER FOR THE PROGRAM, OR FOR FURTHER INFORMATION, CONTACT Paula Lupino at info@virginia-academy.com or call 571-209-5500.



Promotional flyer



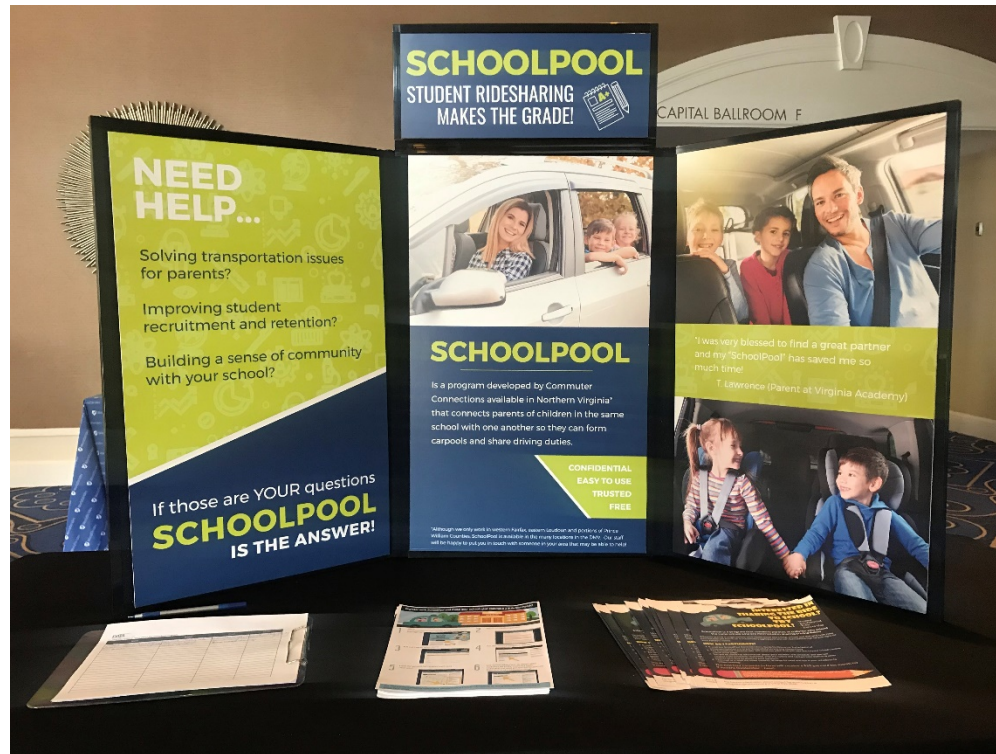
Register with SchoolPool and make your school-year commute a little less hectic!

1. Go to www.commuterconnections.org/schoolpool and sign-up.
2. Agree to liability waivers.
3. Fill out registration form.
4. Hit the "Match Request" button.
5. Look for potential carpool partners near you!
6. Hit "Email Matches" to email your matches directly. Contact your potential carpool partner(s) to discuss logistics, and start carpooling!

For more information or questions, please contact Sarah McGowan at smcgowan@datatrans.org or

How to register

Conference Tabletop Display



Gas Card Postcard

Thank you for participating in SchoolPool!

I, _____, acknowledge
that I have received a _____ gas card for the month
of _____.

Recipient signature:

An illustration at the bottom of the postcard shows a green school bus on the left with two children waving from the windows and a driver. To the right is a yellow school building with a red roof, a clock tower, and the word "SCHOOL" written on a red banner.

Results



- Six schools
- 134 families in the database
- 4 carpools first year (9 families)
- 6 carpools second year (12 families)
- 2nd year: 325 VMT reduced each day and 11,588 lbs. of GHG reduced per quarter

Challenges

- Self-populating
- Recruitment window
- Database
- User error







Thank you!

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