

Bellevue SchoolPool Report for 2023-2024 School Year

Activities conducted, and measurements gathered, July 1, 2023-June 30, 2024

Report date: March 4, 2025

Bellevue SchoolPool Overview

Bellevue SchoolPool is a program that works with schools, families and students to encourage student carpooling, walking, biking and riding the bus to and from school rather than driving or being chauffeured alone. The program facilitates two one-week campaigns per school year, one in the fall and one in the spring. It also provides resources to help families form carpools, walking groups, and biking groups, and to help children ride the bus.

The fall campaign is during the month of October surrounding International Walk & Roll to School Day on the first Wednesday of October. The spring campaign is in the week surrounding National Bike & Roll to School Day on the first or second Wednesday of May. Campaigns are conducted through participating schools. The city provides materials to schools that participate, including small promotional items for students; flyers with safety tips and puzzles, games or activities; signage to post around the school during the campaign; and the opportunity to borrow a costume for the city's pedestrian safety mascot, Pedbee. Schools currently receive a \$1,200 stipend for participating, with a stipulation that the funds are to be used in a way that benefits students. In the past, some school incentives have been in the form of goods such as school crossing guard safety supplies and equipment.

The program started in fall of 2016, and continuous planning and discovery/research activities have brought it to a generally consistent scope of activities that have been shown to be successful. Participating SchoolPool schools have had a greater decrease in drive/ride-alone rate than other schools, based on the annual voluntary districted travel survey at the end of each school year, distributed on behalf of SchoolPool by principals to their school families. This survey has also demonstrated a gradual decrease in drive/ride-alone rate among participating SchoolPool schools during 2022-2024 (from 43.0% to 37.9%), and previously during 2017-2019 (from 33.7% to 32.8%).

Planning and tweaking of the program is continuous with considerations of brand refreshing, communication enhancements, private schools, additional collateral/brochures, a Pedbee costume loan-to-own program, and the offer of mini-grants.

Ongoing administration involves budgeting, facilitating monthly "core team" meetings for the three-to-four-person team that plans and executes the program; design of campaign specifics (student activity or safety flyer, student encouragement/promo item selection, etc.); purchasing of items; sorting and delivery of items to schools; enhanced communications with Bellevue back-to-school news releases (jointly with Neighborhood Traffic Safety Services), social media and website messaging, and fall and spring SchoolPool newsletter editions.

2023-2024 School Year Reporting

Two SchoolPool campaigns per school year continued to be held during 2023-2024: one in fall, and one in spring.

Fall 2023 campaign summary

The fall 2023 campaign was a simple one of encouragement and safety, with a one-page, two-sided backpack flyer promoting non-chauffeur modes on the front and safety tips on the back. With fall being a busy “back to school” time, the approach in fall has continued to be simplicity.

- Campaign name: Walk & Roll to School
- Campaign elements: Promotion of the event and non-chauffeur modes during the campaign week, with a one-page, two-sided flyer announcing the campaign on the front and safety tips on the back covering walking, carpooling, biking and riding the bus (*Walk & Roll to School safety flyer included as Attachment A*).
- Participants: Twenty schools participated and passed the materials on to their students:
 - Bennett Elementary
 - Big Picture School
 - Cherry Crest Elementary
 - Chinook Middle School
 - Clyde Hill Elementary
 - Enatai Elementary
 - Highland Middle School
 - Lake Hills Elementary
 - Medina Elementary
 - Newport Heights Elementary
 - Odle Middle School
 - Phantom Lake Elementary
 - Sherwood Forest Elementary
 - Somerset Elementary
 - Spiritridge Elementary
 - Stevenson Elementary
 - Sunset Elementary
 - Tillicum Middle School
 - Tyee Middle School
 - Woodridge Elementary
- Promotional materials: banners, yard signs, posters, and one-page, two-sided backpack flyers

Activities conducted July through December 2023

- Determined the approach for the campaign.
- Coordinated the city’s “back to school” traffic safety messaging for students and families with mention of SchoolPool to raise awareness.
- Confirmed fall school participation through an invitation questionnaire.
- Prepared the necessary materials for the campaign (promotional materials, communication pieces, work plan and detailed schedule update, etc.).
- Purchased and distributed student encouragement items: flashing lights and lenticular rulers
- Performed further analysis of the results of the Annual Districtwide Travel Survey conducted in late spring 2023, and posted results on SchoolPool webpage.

- Assisted schools with running the campaign by emailing them communication examples for families, informing them of each step of the campaign, sending reminders, delivering promotional and student materials, and answering questions.
- Sent the fall edition of the SchoolPool Newsletter to the subscribers.
- Updated the SchoolPool web page when needed.
- Analyzed results of the campaign, verified that schools conducted all required activities (they all did) and processed school incentives.
- Stayed in coordination with King County regarding recruiting schools for the Vanpool Pilot Program for Schools and county-wide SchoolPool assistance and resources

Spring 2024 campaign summary

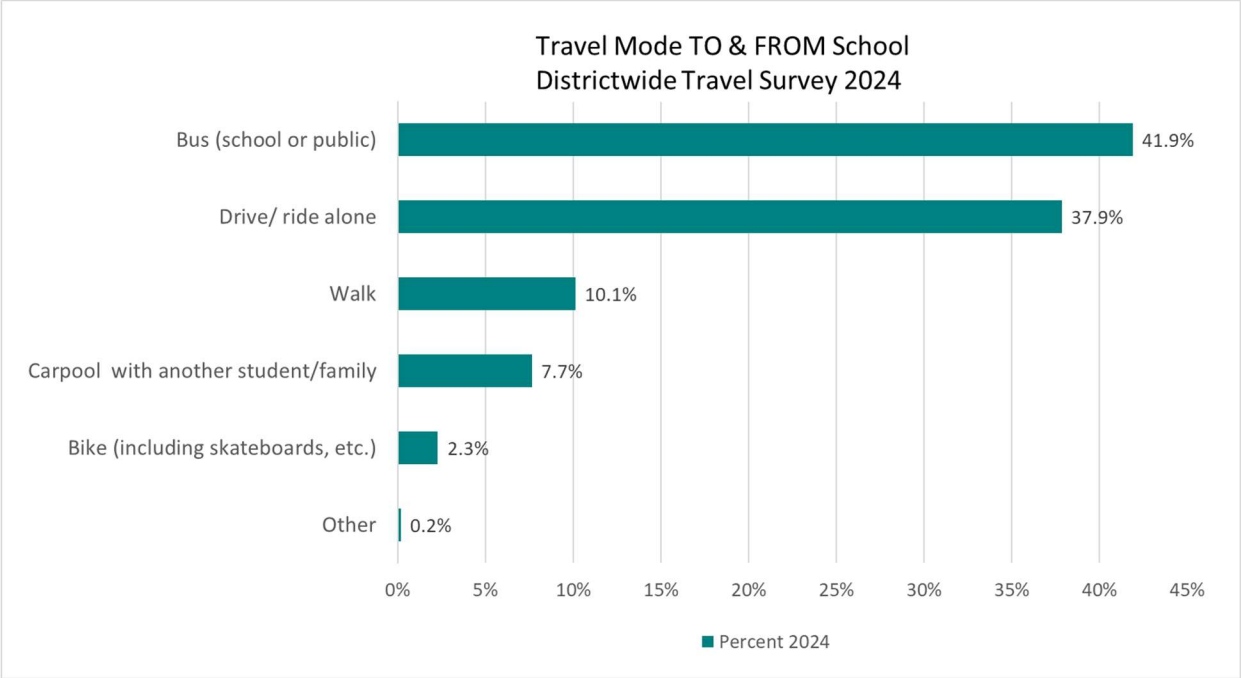
- Campaign name: Name: Walk, Bike & Roll to School
- Campaign event: Walk, Bike & Roll to School, May 6-10, 2024, surrounding National Bike & Roll to School Day on May 8, 2024
- Campaign elements: Promotion of the event and non-chauffeur modes during the campaign week, plus creation of student backpack “activity” flyers with crossword puzzle, maze, word search, find-the-element puzzle, etc. to raise awareness of non-chauffeur modes in a fun way (*Walk, Bike & Roll student activity brochure included as Attachment B*).
- Participants: Nineteen schools participated and passed the materials on to their students:
 - Ardmore Elementary
 - Bennett Elementary
 - Big Picture School
 - Cherry Crest Elementary
 - Chinook Middle School
 - Clyde Hill Elementary
 - Enatai Elementary
 - Highland Middle School
 - Lake Hills Elementary
 - Medina Elementary
 - Newport Heights Elementary
 - Phantom Lake Elementary
 - Somerset Elementary
 - Spiritridge Elementary
 - Stevenson Elementary
 - Sunset Elementary
 - Tillicum Middle School
 - Tyee Middle School
 - Woodridge Elementary
- Promotional materials: banners, yard signs, posters, and four-page folio-style student activity brochures/flyers

Activities conducted January through June 2024

- Immediately following winter break, incorporated SchoolPool in social media messaging sent by department PIO in conjunction with Neighborhood Traffic Safety Services about getting to school safely in winter, including a SchoolPool newsletter signup link.
- In consultation with the SchoolPool core team, adjusted the program for spring 2024.
- Sent an invitation email, and a participation survey to all elementary, middle, and middle/high choice schools to assure school participation.
- Worked with city in-house graphic designer to prepare all promotional materials.
- Worked with a vendor to translate the promotional materials as needed, and worked with two vendors to print the promotional materials.
- Purchased and distributed student encouragement items: seeded sticky notes purchased in 2022 for spring 2023 that didn't arrive in time for 2023's spring campaign, so used in spring 2024; and reflective shoelace tags and shoe stickers
- Assisted schools with running the campaign by emailing them communication examples for families, informing them of each step of the campaign, sending reminders, delivering promotional and student materials, and answering questions.
- Sent the spring edition of the SchoolPool Newsletter to ~~the~~ subscribers.
- Updated the SchoolPool web page when needed.
- Analyzed results of the campaign, verified that schools conducted all required activities (they all did) and processed school incentives.
- Discussed with the core team and management, and implemented, an increase in the school incentive from \$1,000 to \$1,200 to reflect inflation.
- Worked on recruiting schools for ridematching networks and Pedbee costume loan-to-own program, resulting in one school expressing interest in a loan-to-own.
- Together with King County Metro staff, started conversations with Bellevue School District transportation and communications staff on working together to improve communications about SchoolPool and modes to and from school.

Performance measurement spring 2024

- Conducted Districtwide Travel Survey at end of 2024 school year and gathered results, shown below. 424 families responded for 620 students. Performance continued to improve: The "Drive/ ride alone" percentage went down from 40.6% in 2023 to 37.9% in 2024.



TRAVEL SAFETY TIPS

WALKING



- Wear reflective material or carry a flashlight when it is dark
- Walk facing the traffic
- Stop at the curb or edge of the road when you want to cross the street
- Always look left, right and left again before crossing
- Don't forget to look for cars that may be turning
- Keep looking left and right until safely across the street

CARPOOLING



- Plan ahead to ride with other students to and from school
- Pick up a friend on your way to school to ride together
- Walk to a nearby student's house to ride to school together
- Take turns riding with friends to and from school
- Don't forget, always wear a seat belt

BIKING



- Protect your head – wear a helmet
- Ride with the flow of the traffic on the right-hand side of the road
- Obey all signals and signs
- Use proper hand signals for turning or stopping
- Walk your bike across busy intersections and streets



RIDING THE BUS



- Get to your bus stop five minutes earlier
- Stay away from the street when waiting for the bus
- Always obey your bus driver
- Stay on your seat until the bus stops
- Keep hands, arms and head inside the bus
- When crossing a street, always cross in front of the bus where the driver can see you

WALK & ROLL TO SCHOOL

Walk & Roll to School Week

October 2-6

Walk & Roll to School Day


October 4



- Help reduce traffic near schools
- Show you care for the environment
- Learn safe biking and walking tips
- Get exercise
- Have fun!

bellevueschoolpool.org

Art by Gauransh
Enatai Elementary, 1st grade
SchoolPool Spring 2023 Art Contest winner

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Bellevue
SCHOOLPOOL
Ways to go to school



ATTACHMENT B



WALK, BIKE & ROLL TO SCHOOL



Walk, Bike & Roll to School Week - May 6-10
Walk, Bike & Roll to School Day - May 8

Celebrate Walk, Bike & Roll to School Day for the whole week. Walk, bike, roll, carpool or take the bus!

- Help reduce traffic near schools
- Learn safe biking and walking tips
- Show you care for the environment
- Get exercise
- Have fun!




Fun activities inside



Bellevue
SCHOOLPOOL

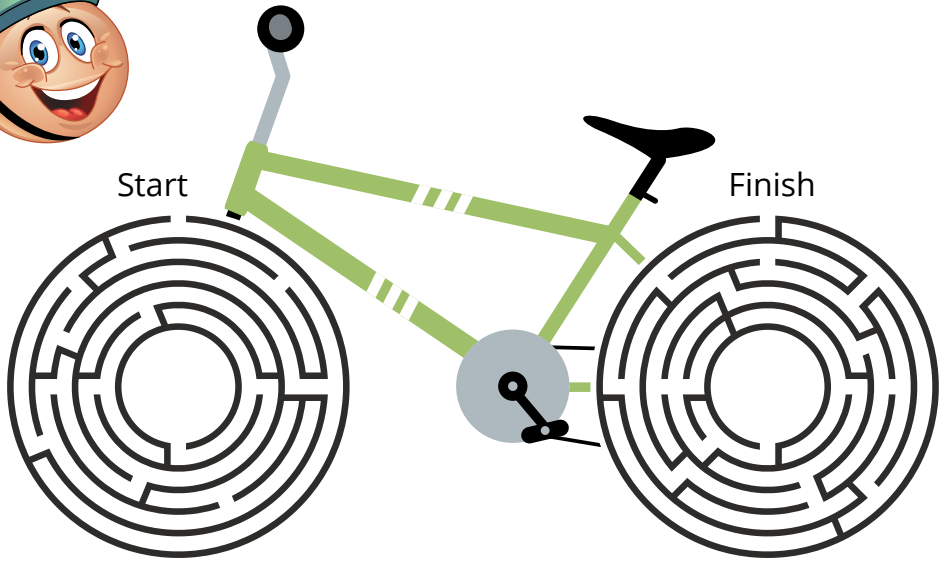
Ways to go to school

BellevueSchoolPool.org

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You have arrived at school. Circle at least 10 differences between these pictures.











There are many ways to get to school and biking is an aMAZEing way to do it. Follow the route through the wheels of this bike to find your way through the maze.

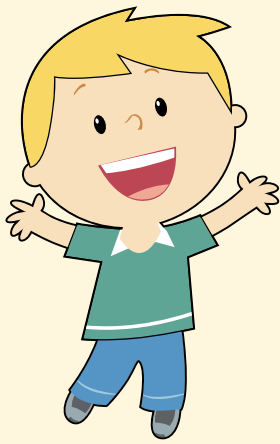
WORD SEARCH: Circle the words listed on the sides of the word search puzzle.

-  **BACKPACK**
-  **BICYCLE**
-  **BOOK**
-  **BUS**
-  **BUTTON**
-  **CAR**
-  **CLOCK**
-  **FOOD**

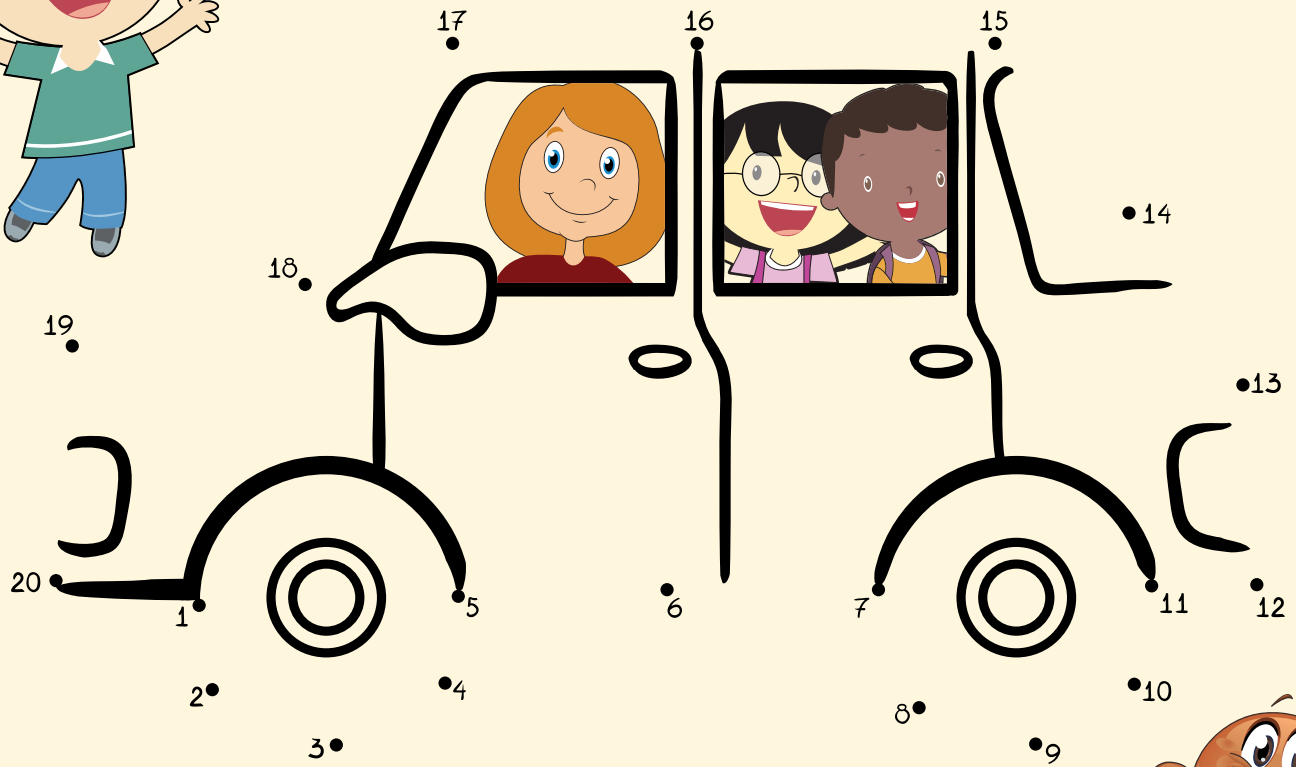
T	C	L	O	C	K	O	F	O	O	D
R	F	X	W	V	C	A	R	Y	W	Y
B	S	T	O	P	Q	L	I	L	A	U
A	B	U	S	R	P	O	E	U	L	T
C	P	B	U	T	T	O	N	N	K	M
K	D	I	J	I	X	K	D	C	I	A
P	E	C	N	R	B	U	S	I	N	Z
A	M	Y	C	E	O	I	V	B	G	E
C	S	C	H	O	O	L	P	O	O	L
K	N	L	Z	G	K	Y	T	X	V	F
C	T	E	D	S	U	A	R	I	D	E

-  **FRIENDS**
-  **LUNCHBOX**
-  **LOOK**
-  **MAZE**
-  **RIDE**
-  **STOP**
-  **TIRE**
-  **WALKING**

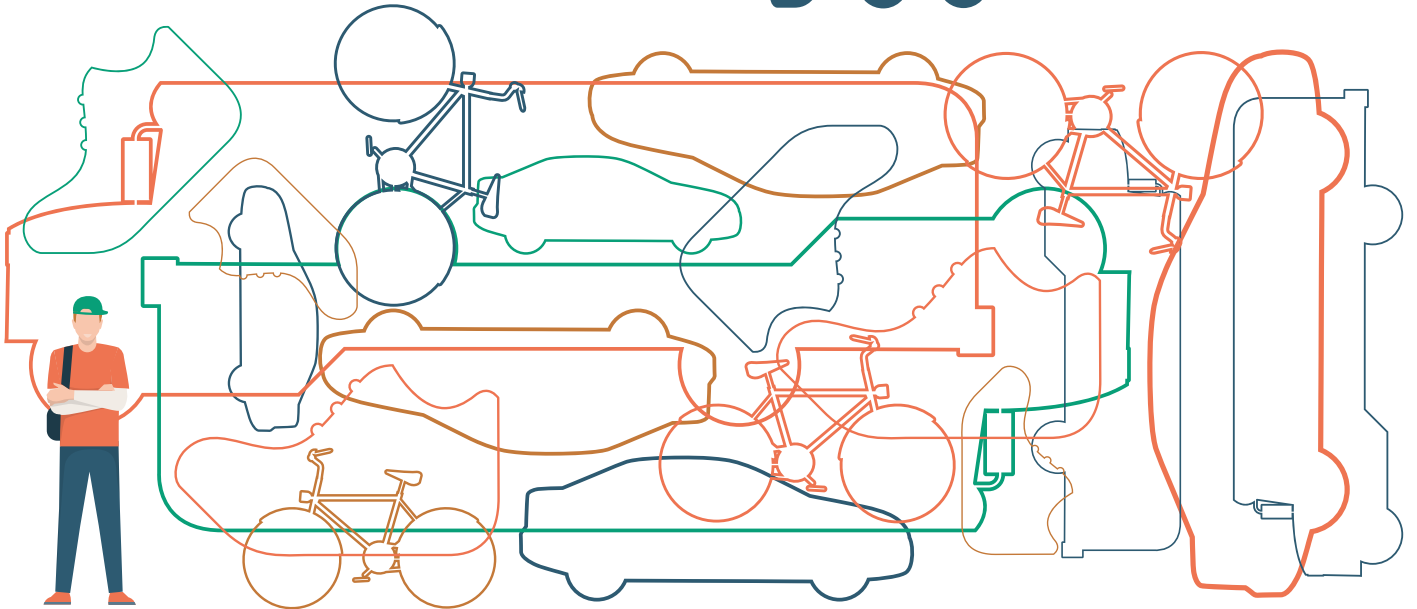




It's carpool time. Pick up your friends on the way to school.
Finish the car by following the numbers with your pencil.



How many of each shape can you find?



Answer key on back page



TRAVEL SAFETY TIPS

WALKING

- Wear reflective material or carry a flashlight when it is dark
- Walk facing the traffic
- Stop at the curb or edge of the road when you want to cross the street
- Always look left, right and left again before crossing
- Don't forget to look for cars that may be turning
- Keep looking left and right until safely across the street

BIKING

- Protect your head - wear a helmet
- Ride with the flow of the traffic on the right-hand side of the road
- Obey all signals and signs
- Use proper hand signals for turning or stopping
- Walk your bike across busy intersections and streets

CARPOOLING

- Plan ahead to ride with other students to and from school
- Pick up a friend on your way to school to ride together
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RIDING THE BUS

- Get to your bus stop five minutes earlier
- Stay away from the street when waiting for the bus
- Always obey your bus driver
- Stay on your seat until the bus stops
- Keep hands, arms and head inside the bus
- When crossing a street, always cross in front of the bus where the driver can see you

BellevueWA.gov/pedbee



Answer Key

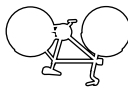
4



6



4



6



T	C	L	O	C	K	O	F	O	O	D
R	F	X	W	V	C	A	R	Y	W	Y
B	S	T	O	P	O	L	I	L	A	U
A	B	U	S	R	P	O	E	U	L	T
C	P	B	U	T	T	O	N	K	M	A
K	D	I	J	I	X	K	D	C	I	A
P	E	C	N	R	B	Z	S	H	N	Z
A	M	Y	C	E	O	I	V	B	G	E
C	S	C	H	O	L	P	O	O	L	F
K	N	L	Z	G	K	Y	T	X	V	F
C	T	E	D	S	U	A	R	I	D	E

