

Bellevue SchoolPool Report for Spring 2022 and 2022-2023 School Year

Activities conducted, and measurements gathered, January 1, 2022-June 30, 2023

Report date: March 5, 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 2022-2023 (from 43.0% to 40.6%), 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.

Spring 2022 Reporting

The spring 2022 “Earth Day to Bike Day Challenge,” from April 22 through May 4, was the first return to a regular campaign following the COVID-19 pandemic.¹

Spring 2022 campaign summary

- Campaign name: Bike & Roll to School SchoolPool Campaign, Earth Day to Bike Day, April 22-May 4
- Campaign elements: Encouragement campaign and scavenger hunt activity provided to students (*Earth Day to bike Day flyer is included as Attachment A*)
- Participants: Seventeen schools participated and passed the materials on to their students:
 - Big Picture School
 - Cherry Crest Elementary
 - Clyde Hill Elementary
 - Enatai Elementary
 - Medina Elementary
 - Newport Heights Elementary
 - Odle Middle School
 - Phantom Lake Elementary
 - Puesta Del Sol Elementary
 - Somerset Elementary
 - Spiritridge Elementary
 - Stevenson Elementary
 - Sunset Elementary (Issaquah School District)
 - Tillicum Middle School
 - Tyee Middle School
 - Wilburton Elementary
 - Woodridge elementary
- Promotional materials: banners, yard signs, posters, and backpack flyer/scavenger hunt cards
- Student encouragement items: seeded bookmarks and reflective stickers

Activities conducted January through June 2022

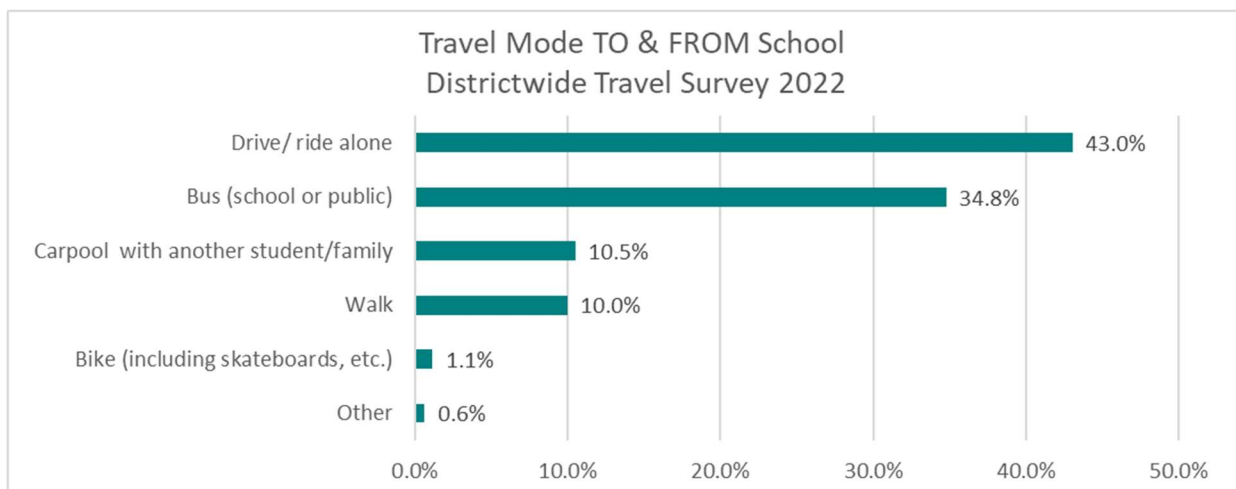
- In consultation with the SchoolPool core team, adjusted the program for spring 2022. Discussed program alternatives; assessed advantages and disadvantages of each scenario. Decided to run the spring 2022 SchoolPool campaign from Earth Day to Bike to School Day.
- Sent an invitation email, and a participation survey to all elementary, middle, and middle/high choice schools to assure school participation.
- Worked with in-house graphic designer to prepare all promotional materials.
- Worked with a vendor to translate the promotional materials to Spanish, Chinese, and Russian.
- Worked with two vendors to print the promotional materials.
- Assisted schools with running the campaign.
- Emailed schools about each step of the campaign, and sent reminders.

¹ During COVID-19, Bellevue SchoolPool provided fun transportation-related materials to students through their schools to remind them of non-chauffeur modes, such as bingo cards, scavenger hunt cards, and activity books.

- Emailed schools example communication with the families to promote the campaign.
- Delivered the promotional materials and the student promotional/encouragement items to the schools.
- Followed up with the schools to answer questions.
- Worked with the schools on the school incentives/safety supplies to make sure they were grant-eligible.
- Worked with the schools and with the vendors on damaged, or delayed items (safety supplies).
- Updated the SchoolPool webpage with information about the campaign.
- Created and distributed the spring 2022 SchoolPool newsletter.

Performance measurement spring 2022

- SchoolPool staff conducted the annual Districtwide Travel Survey at end of 2023 school year by creating the survey (updating the prior one) and sending the link to principals/school staff, requesting that it be forwarded to families. 754 families responded for 1,063 students. Performance showed Results are shown below. (Note: Spring 2022 was the first such survey following the COVID-19 pandemic, so the results cannot be compared to prior results but rather serve as a baseline for post-pandemic performance measurement.)



2022-2023 School Year Reporting

Two SchoolPool campaigns were held during the 2022-2023 school year: one in fall 2022, and one in spring 2023.

The fall 2022 campaign was a simple campaign of encouragement and safety, with a simple two-sided backpack flyer promoting non-chauffeur modes on the front, with safety tips on the back. With fall being a busy “back to school” time, the approach in fall has been simplicity.

Fall 2022 campaign summary

- Name: Walk & Roll to School

- Campaign elements: Promotion of the event and non-chauffeur modes during the campaign week, plus safety tips on the back covering walking, carpooling, biking and riding the bus (*Walk & Roll to School flyer included as Attachment B*)
- Participants: Twenty-one schools participated and passed the materials on to their students
- Promotional materials: banners, yard signs, posters, and one-page, two-sided backpack flyers
- Student encouragement items: wristbands (with safety message, not branded), mood pencils & erasers, reflective stickers

Activities conducted July through December 2022

- Analyzed the spring 2022 SchoolPool campaign to determine the approach for fall 2022 SchoolPool campaign
- Confirmed fall school participation through an invitation survey
- Prepared the necessary materials for the campaign (promotional materials, communication pieces, work plan and detailed schedule update, etc.).
- Performed further analysis of the results of the Annual Districtwide Travel Survey conducted in late spring 2022
- 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 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.
- Started a discussion about purchasing more Pedbee costumes.
- Assisted King County with recruiting schools for the Vanpool pilot program for schools.
- Purchased student encouragement items for upcoming spring campaign (“fun guy” pens, seeded sticky notes).

Spring 2023 campaign summary

- Campaign event: Bike, Roll & Ride to School, May 1-5, 2023, surrounding National Bike & Roll to School Day on May 3, 2023
- Campaign elements: Promotion of the event and non-chauffeur modes during the campaign week, plus drawing space for an art contest with the subject of depicting your trip to school; art projects were evaluated and winners selected to have their art featured in the upcoming fall 2023 campaign (*poster and art project brochure included as Attachments C and D*)
- Participants: Sixteen schools participated and passed the materials on to their students
- Promotional materials: banners, yard signs, posters, and four-page folio-style art project brochures
- Student encouragement items: “fun guy” mood pens and lenticular stickers (the seeded sticky notes purchased in 2022 for spring 2023 didn’t arrive in time, so they were used in spring 2024)

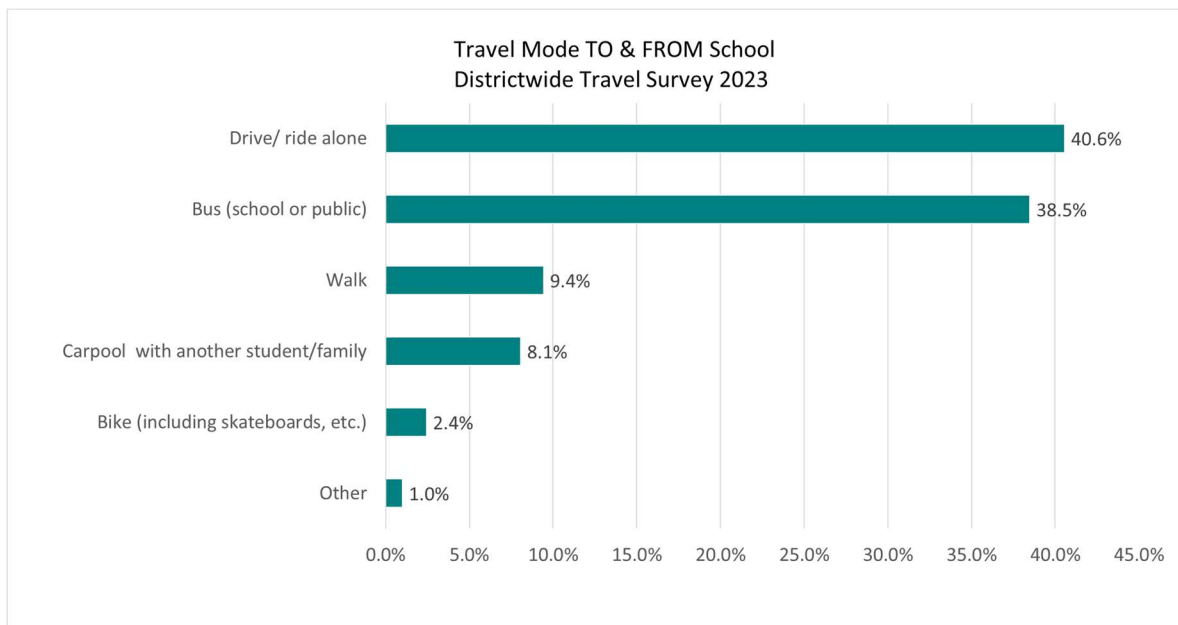
Activities conducted January through June 2023

- In consultation with the SchoolPool core team, adjusted the program for spring 2023.

- Discussed program alternatives, assessed advantages and disadvantages of each scenario, landing on an art contest theme.
- Sent an invitation email, and a participation survey to all elementary, middle, and middle/high choice schools to assure school participation.
- Worked with 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.
- Distributed previously purchased student encouragement items.
- 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 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 newer initiatives such as the offer of mini-grants in lieu of school incentives (at a higher dollar amount), and the Pedbee costume “loan-to-own” program/need for more costumes.
- Assisted King County with recruiting schools for the Vanpool pilot program for schools.
- Gathered student art projects from schools to be evaluated in time for the upcoming fall 2023 campaign.

Performance measurement spring 2023

- SchoolPool staff conducted the annual Districtwide Travel Survey at end of 2023 school year by creating the survey (updating the prior one) and sending the link to principals/school staff, requesting that it be forwarded to families. 490 families responded for 701 students. Performance showed Results are shown below, indicating improvement: The “Drive/ ride alone” percentage went down from 43.0 in 2022 to 40.6 in 2023.



ATTACHMENT A



BIKE & ROLL TO SCHOOL

SchoolPool Campaign


April 22-May 4

Celebrate Earth Day and Bike & Roll
to School Day – bike, roll and walk!

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

bellevueschoolpool.org



 For alternate formats, interpreters, or reasonable accommodation requests please phone at least 48 hours in advance 425-452-2851 (voice) or email snikolova@bellevuewa.gov. For complaints regarding accommodations, contact City of Bellevue ADA/Title VI Administrator at 425-452-6168 (voice) or email ADATitleVI@bellevuewa.gov. If you are deaf or hard of hearing dial 711. All meetings are wheelchair accessible.

TRN-22-6743c



Bellevue
SCHOOLPOOL
Ways to go to school



Scavenger Hunt

How many can you find?

			
<input type="checkbox"/> SCHOOLPOOL YARD SIGN	<input type="checkbox"/> CLOUD	<input type="checkbox"/> PINECONE	<input type="checkbox"/> STOP SIGN
			
<input type="checkbox"/> SCHOOL BUS	<input type="checkbox"/> SIDEWALK	<input type="checkbox"/> BIRD	<input type="checkbox"/> SQUIRREL
			
<input type="checkbox"/> PERSON WALKING	<input type="checkbox"/> SCHOOL CROSSING GUARD	<input type="checkbox"/> TRAFFIC SIGNAL	<input type="checkbox"/> BIKE LANE
			
<input type="checkbox"/> FLOWER	<input type="checkbox"/> DOG	<input type="checkbox"/> PERSON BIKING	<input type="checkbox"/> SCHOOL ZONE SIGN
			
<input type="checkbox"/> SCHOOL ZONE SPEED LIMIT SIGN	<input type="checkbox"/> CROSSWALK	<input type="checkbox"/> WOOD STICK	<input type="checkbox"/> WHEELCHAIR RAMP



WALK & ROLL TO SCHOOL

Walk & Roll to School Week

October 10-13

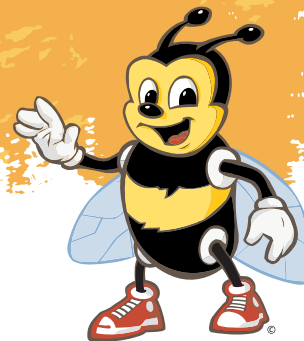


Walk & Roll to School Day

October 12



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



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Ways to go to school

BellevueSchoolPool.org

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



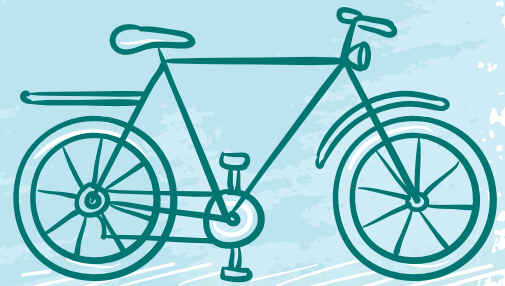
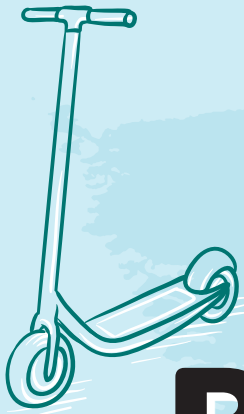
Carpooling

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



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



BIKE, ROLL & RIDE TO SCHOOL

SchoolPool Campaign

May 1-5, 2023




Celebrate Bike & Roll to School Day for the whole week. Bike, roll, walk, 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!



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Ways to go to school



SchoolPool Challenge Art Contest

Raise money for your school by walking, biking, taking the bus or carpooling during the Spring 2023 SchoolPool Challenge, May 1-5!

1. Take at least one walk, bike, carpool or bus trip to or from school.
2. On the reverse side of this page, create a project related to your walk, bike, carpool or bus trip to or from school: a drawing, a collage, a picture, etc.
3. Return your art project to your teacher/adviser or front office by Friday, May 12, 2023.



To be filled out by the student

Student Name _____

School _____ Grade _____

Teacher/Adviser Name or Home Room _____

To be filled out by a parent/guardian

Did your student walk, bike, take the bus, or carpool at least once during the week of May 1-5, 2023?

Yes No

May we use your student's art project for SchoolPool promotions such as yard signs, flyers, posters, calendars, etc.? **Note:** *Bellevue SchoolPool may add the student's first name and school name to the art project.*

Yes No


Parent/Guardian Signature: _____

Questions?

Email us at BellevueSchoolPool@bellevuewa.gov or check out BellevueSchoolPool.org



Information
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 सूचना  資料
425-452-6800
 సమాచారం Thông Tin
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TRAVEL SAFETY TIPS



WALKING

- Wear reflective material or carry a flashlight when it is dark
- Walk facing the traffic
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- Always look left, right and left again before crossing
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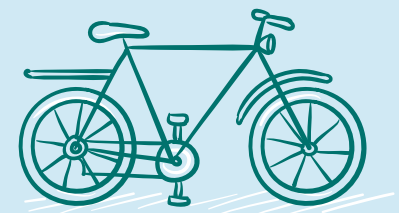
CARPOOLING

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BIKING

- Protect your head – wear a helmet
- Ride with the flow of the traffic on the right-hand side of the road
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- Get to your bus stop five minutes earlier
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