

Bellevue SchoolPool 2019-2020 Program Overview for Middle Schools and Middle/High Choice Schools



What is Bellevue SchoolPool?

Bellevue SchoolPool, a collaboration between City of Bellevue, King County Metro, and Bellevue School District, is a program that works with schools, families, and students to encourage carpooling, walking, biking, and riding the bus to and from school, rather than driving or being chauffeured alone.

The SchoolPool team assists participating schools in running **two one-month long challenges during the school year**, one in the fall and one in the spring. The SchoolPool team also provides ridematching resources and assistance in forming carpools, walk pools ("walking school buses"), bike pools ("bike trains") or arranging bus buddies for school buses or public transit.

Monetary incentives are available to schools that agree to engage in the program as "**Partner Schools.**" School incentives are **subject to available funding.**

SchoolPool Goals

- Reduce congestion at drop-off and pick-up times and zones around schools.
- Inform school families and students of alternative travel options and resources available to support them.
- Improve health and well-being among students.
- Reduce the environmental impact of vehicle emissions and pollution and improve the air quality around schools.

How SchoolPool works

Prior to each challenge:

- **The SchoolPool team** provides each partner school with a list of SchoolPool suggested activities from which to choose (trip logging, art contest, assemblies, presentations during principal-parent meetings or during assemblies, event tabling, bike classes, etc.), although other activities may be approved by Bellevue SchoolPool upon request.
- **The SchoolPool team** delivers promotional materials, and student and staff incentives to each partner school, and provides stock communications for emails, newsletters, social media, etc.
- **Schools** display the promotional materials and distribute staff incentives.

During each challenge:

- **Schools (1)** conduct outreach to students, parents, and staff to publicize the SchoolPool program and promote walking, biking, busing, and carpooling and **(2)** conduct SchoolPool activities, during which they display and/or distribute student incentives.
- **The SchoolPool team assists schools** with SchoolPool activities, with forming carpools, walking and biking groups, and with arranging bus buddies.

Following each challenge:

- **Schools** report the SchoolPool activities conducted during the challenge to the SchoolPool team.
- **The SchoolPool team** mails the school incentives to each school.

SchoolPool Incentives

Schools

School incentives are available in the form of **direct monetary payments**, with the **maximum of \$2,000 per challenge**. This amount includes up to **\$1,500 for three (3) SchoolPool activities**, and up to **\$500 for four (4) communication attempts** with families and students. **School incentives are subject to available funding.**

Staff Incentives

SchoolPool provides incentives for school staff most-actively involved in the SchoolPool challenges in the form of gift cards or SchoolPool promotional items such as coffee mugs, water bottles, office supplies, etc.

Student Incentives

SchoolPool provides giveaways for each student before or during each SchoolPool challenge. Examples include cell phone accessories security webcam covers, credit card blocker sleeves, bike lights, flashlights, etc.

School's role and how to get involved

To become a SchoolPool Partner School, principals must complete a SchoolPool application form, committing to do the following:

- **Designate a school point of contact** to coordinate the SchoolPool activities and to communicate with the SchoolPool team, school staff, students, and families.
- **Conduct outreach** to publicize the SchoolPool program and promote walking, biking, busing, and carpooling to students and families. **Communication channels** may include but are not limited to direct emails, parent newsletters, school webpage news, and school social media posts.
- **Display the promotional materials** provided by the SchoolPool team, including yard signs, posters, brochures, etc.
- **Conduct SchoolPool activities** at the school during each challenge.
- **Provide** the SchoolPool team with a **short summary**, briefly describing the conducted activities during the challenge.
- **Distribute student and staff incentives.**

How the SchoolPool team will help

- **Provide promotional materials** for schools, including yard signs, posters, brochures, etc.
- **Provide stock communications** for emails, newsletters, social media, etc.
- **Help with payments** for SchoolPool activities when applicable (e.g. for bike classes).
- **Translate SchoolPool materials** upon request by the school.
- **Supply resources and educational materials** about walking, biking, carpooling, and using school buses/public transit.
- Work with interested schools to **tailor the program to their needs.**
- Assist schools interested in **helping parents find carpool and bus matches, and set up walking or biking groups.**
- **Provide email and phone support** (BellevueSchoolPool@bellevuewa.gov, 425.452.2851) to schools and families.
- **Provide school, staff and student incentives.**



Information

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