

Bellevue SchoolPool Report for 2024-2025 School Year

Activities conducted, and measurements gathered, July 1, 2024-June 30, 2025

Report date: May 16, 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 were 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. Up to the 2024 survey, 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. However, for the 2025 survey, this gradual decrease in drive/ride-alone rate among participating SchoolPool schools began a significant reverse (from 35.7% in 2024 to 48.4% in 2025). Additionally, SchoolPool schools saw a significant decreased use of buses from 2024 to 2025, 45.3% to 29.3%, respectively. Therefore, over the course of the next school year, the city's SchoolPool team will be working closely with the schools to identify barriers and possible solutions to help reverse this trend.

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.

2024-2025 School Year Reporting

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

Fall 2024 campaign summary

The fall 2024 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: Nineteen schools participated and passed the materials on to their students:
 - Ardmore Elementary
 - Bennett Elementary
 - Big Picture School
 - Cherry Crest Elementary
 - Chinook Middle School
 - Enatai Elementary
 - Jing Mei Elementary
 - Lake Hills Elementary
 - Medina Elementary
 - Newport Heights Elementary
 - Odle Middle School
 - Phantom Lake Elementary
 - Sherwood Forest Elementary
 - Somerset 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 promoting safety
- Student encouragement items: recycled smiley face sticky note packs, round reflective zipper pulls
- Translations: Spanish, Simplified Chinese, Korean

Activities conducted July through December 2024

- 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 including the translations above, work plan and detailed schedule update, etc.).
- Purchased and distributed student encouragement items.
- Performed further analysis of the results of the Annual Districtwide Travel Survey conducted in late spring 2024, 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 webpage when needed.
- 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.
- Designed a scope of work for a design project to redesign the logo, visual assets and tagline for the program; and conducted a competitive process to procure the consultant for the project (Lionfish).
- With the realization that Pedbee costumes are popular and some existing costumes are nearing the end of their life spans, conducted a competitive process to procure a mascot vendor to create three new Pedbee costumes.
- Worked with city staff to change funding sources for student promotional item expenses deemed no longer eligible for federal funding through the King County Transportation Demand Management Congestion Mitigation & Air Quality pass-through grant; the solution was local funding for these expenses. Due to timing, ordered and purchased the stress balls for the spring 2025 campaign, and began the process for purchasing glow wristbands for the spring 2025 campaign.

Spring 2025 campaign summary

- Campaign name: Name: Walk, Bike & Roll to School
- Campaign event: Walk, Bike & Roll to School, May 5-9, 2025, surrounding National Bike & Roll to School Day on May 7, 2025
- Campaign elements: Promotion of the event and non-chauffeur modes during the campaign week, plus creation of a student backpack scavenger hunt flyer to raise awareness of non-chauffeur modes in a fun way (*Walk, Bike & Roll scavenger hunt flyer included as Attachment B*).
- Participants: Twenty-two schools participated and passed the materials on to their students:
 - Ardmore Elementary
 - BASIS Independent School
 - Bennett Elementary
 - Big Picture School
 - Cherry Crest Elementary

- Chinook Middle School
- Clyde Hill Elementary
- Enatai Elementary
- International School
- Jing Mei Elementary
- Lake Hills Elementary
- Medina Elementary
- Newport Heights Elementary
- Odle Middle School
- 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
- Student encouragement items: smiley face stress balls and glow wristbands, plus use of excess leftover items for schools that didn't participate during the time a particular leftover item was previously used. Leftover items included smiley face sticky notes, erasers, pens and zipper pulls.
- Translations: Spanish, Simplified Chinese, Russian, Korean, Hindi, Hebrew, Arabic, Turkmen, Turkish

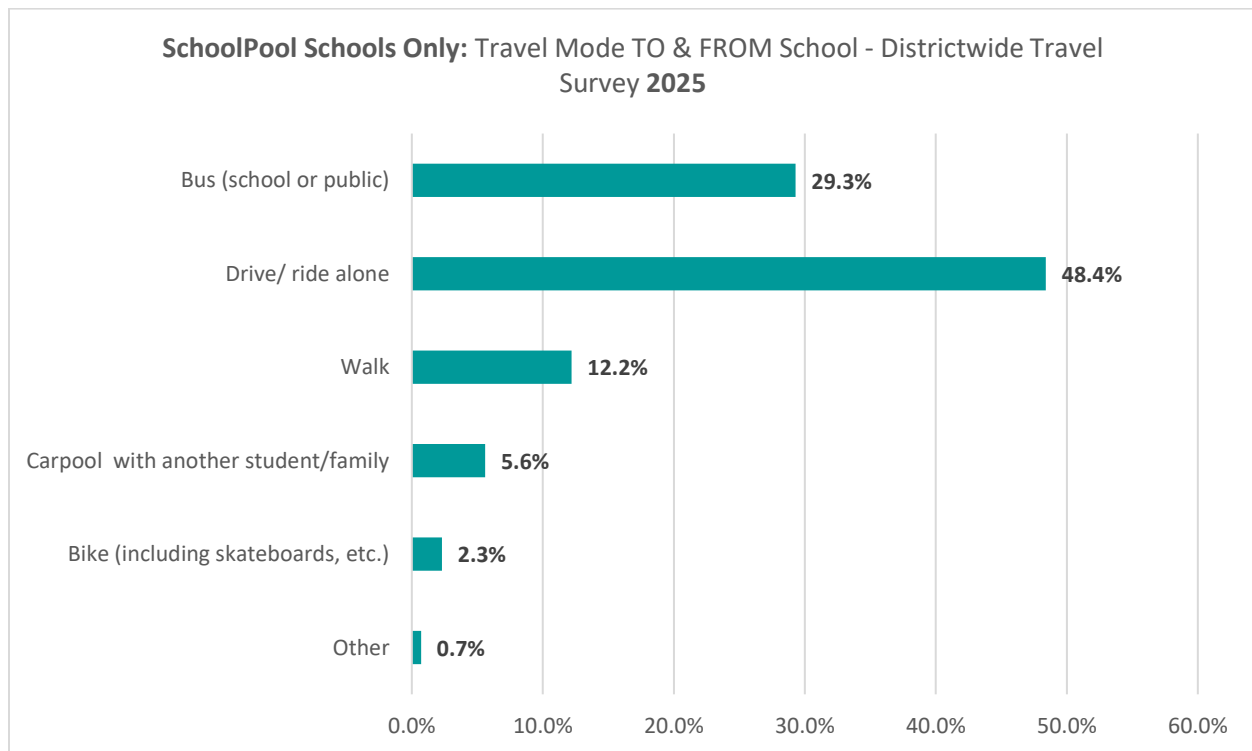
Activities conducted January through June 2025

- In consultation with the SchoolPool core team, adjusted the program for spring 2025.
- 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 into the languages above, and worked with two vendors to print the promotional materials.
- Purchased and distributed 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 and participating school representatives.
- Updated the SchoolPool webpage when needed.
- Verified that schools conducted all required activities (they all did) and processed school incentives.
- School district initiatives:

- Began working with the district Sustainability Team on integration of SchoolPool. This included adding language in the district Sustainability Plan, tabling at an Earth Day event and establishing an ongoing SchoolPool presence at meetings of the team and future activities.
- Together with King County Metro staff, started conversations with Bellevue School District transportation and communications staff on providing transit information to students.
- Worked with consultant Lionfish to develop a new visual identity (green and gold lettering with an origami theme) and new tagline “Roll, stroll or ride.”

Performance measurement spring 2025

- SchoolPool staff conducted the annual Districtwide Travel Survey at the end of the 2025 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. 390 families responded for 529 students. The percentage of children being driven alone was steadily declining from 2022 to 2024; however, in 2025 this trend began to reverse (from 35.7% in 2024 to 48.4% in 2025). The SchoolPool team will be working with the city’s schools over the course of the next year to identify barriers and help formulate solutions to get more students traveling by sustainable modes.



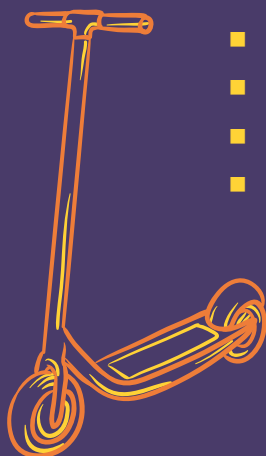


WALK & ROLL TO SCHOOL

Walk & Roll to School Week | Sept. 30-Oct. 4

Walk & Roll to School Day | Oct. 2

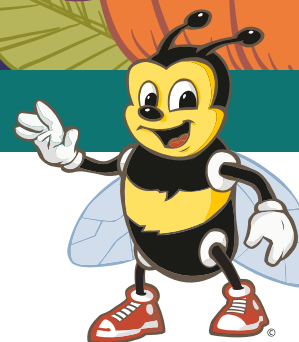
- Help reduce traffic near schools
- Learn safe biking and walking tips
- Show you care for the environment
- Get exercise
- Have fun!



BellevueSchoolPool.org



Bellevue
SCHOOLPOOL
Ways to go to school



For alternate formats, interpreters, or reasonable modification requests please phone at least 48 hours in advance 425-452-7896 (voice) or email kmjohnson@bellevuewa.gov. For complaints regarding modifications, contact the City of Bellevue ADA, Title VI, and Equal Opportunity Officer at ADATitleVI@bellevuewa.gov.

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





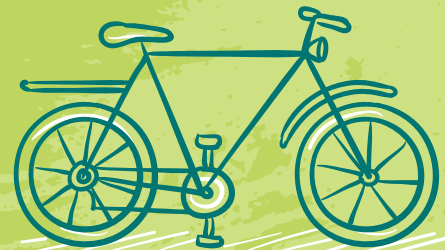
WALK, BIKE & ROLL TO SCHOOL



Walk, Bike & Roll to School Week - May 5-9
Walk, Bike & Roll to School Day - May 7

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!



Scavenger hunt on back!



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Scavenger Hunt

How many can you find?

			
<input type="checkbox"/> SCHOOLPOOL YARD SIGN	<input type="checkbox"/> CLOUD	<input type="checkbox"/> FIR CONE	<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"/> CARPOOL
			
<input type="checkbox"/> SCHOOL ZONE SPEED LIMIT SIGN	<input type="checkbox"/> CROSSWALK	<input type="checkbox"/> WOOD STICK	<input type="checkbox"/> WHEELCHAIR RAMP