

SCHOOLPOOL-Carpool to School Program

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Most school districts in Contra Costa, California do not provide school bus service. School congestion and difficulties associated with getting children to and from school is a problem throughout the County, as it is all over the country. The SchoolPool carpool ridematching program was developed five years ago, in cooperation with jurisdictions throughout the County to respond to this problem. It promotes carpooling for children in all public and private schools in the County (kindergarten through college). There are two programs which coordinate activities, one of which is administered by TRANSPAC/ TRANSPLAN TDM for western, central and eastern Contra Costa and the other by SWAT on behalf of the cities in the southwest portion of the County. All are now promoted under the Contra Costa Commute Alternative Network logo.

Staff distributes ridematch brochures in school registration packets at the beginning of each school year. Since some school districts are on year-round schedules, this means that some brochures are distributed as early as April, while others are not sent until August. Newsletter articles were written for PTA newsletters to promote the program, and staff works closely with all of the school districts to ensure that their endorsement of the program is understood by school principals and staff. Several private schools also participate and have a higher rate of participation due to the larger geographic area from which they draw students. No incentives of any kind are given as part of this program. Parents who submit ridematch requests received a list of others interested in carpooling within five days. Over a period of six weeks, each participant receives an average of three updated ridematch lists, as more parents enroll. The results of the 1998/99 program are as follows:

TRANSPAC/TRANSPLAN SchoolPool (Western/Central/Eastern)

- 136 schools participating
- 150,000 ridematch lists distributed/1451 ridematch requests processed
- 1204 participants (non-siblings in carpools)
- 5.5 average one-way miles
- 180 days of effectiveness
- 3612 vehicle trips reduced per day
- 3,575,880 vehicle miles reduced by this project
- $(1204 \times 3 \text{ trip segments} \times 5.5 \text{ one-way miles} \times 180 \text{ days} = 3,575,880 \text{ miles reduced.})$

* The reduced trips produced almost two round trips per day per non-sibling-student. Unlike regular carpools, parents generally drive back-and-forth to school both in the morning and afternoon, resulting in two round trips. Since some trip linking may have occurred dropping students off on the way to or from work, only 3 one-way trip segments were credited.

SWAT Carpool to School (Southwest area)

19 schools participating
10,575 ridematch lists distributed
180 ridematch requests processed
5.5 one-way miles
180 days of effectiveness
178,200 total vehicle miles reduced