



School Transportation Coordinator Toolkit

Brought to you by goDCgo School Services

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Introduction

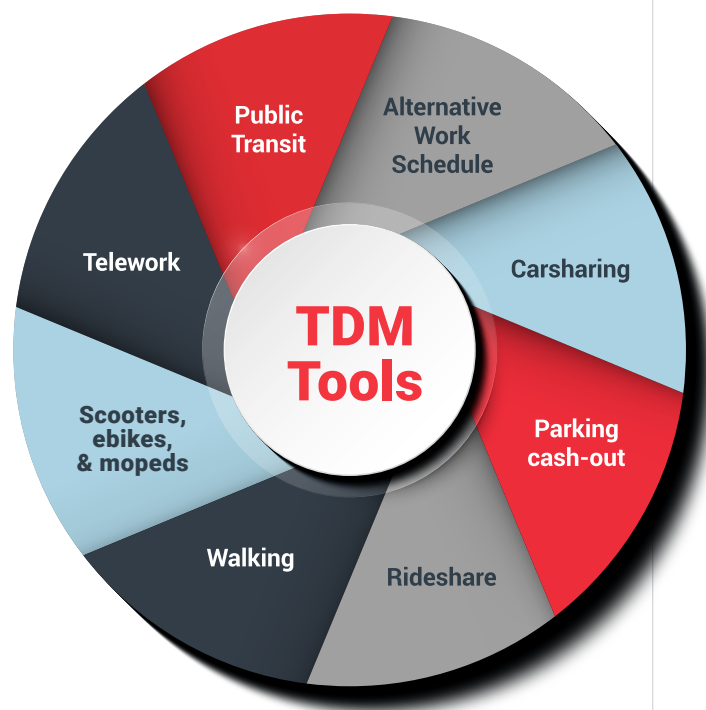
Welcome to the goDCgo School Transportation Coordinator (STC) Toolkit. Having a designated STC at your school will increase awareness and participation in your commuter program. This toolkit will provide you with guidance on your role as an STC, ways to promote your commuter program, how your transportation program can support your school's sustainability goals, and more. Your role as an STC is important, and goDCgo is here to help.

What is TDM?

Travel Demand Management (TDM) is the application of strategies, policies, and programs to reduce traffic and congestion while increasing the use of a variety of transportation options. goDCgo is the District of Columbia's TDM program and your leading resource for transportation information and school assistance.

About goDCgo

goDCgo is an initiative of the District Department of Transportation (DDOT) that encourages the use of sustainable transportation with the goal of reducing drive alone travel by providing information to commuter, residents, and visitors about alternative travel commuters in the District of Columbia and the surrounding area.



Did You Know?

goDCgo School Services provides complimentary consultations to DC public, private, and charter schools to implement and enhance commuter benefit programs for staff and encourage students, staff, and families to use sustainable transportation.

What is a School Transportation Coordinator?

A School Transportation Coordinator, or STC, is a representative that helps to oversee the school's commuter program and transportation initiatives.

The STC serves as the central point of contact for both employees as well as goDCgo program representatives.

What are the responsibilities of an STC?

- Be goDCgo's main point of contact at the school
- Serve as the person everyone goes to for the latest sustainable transportation information
- Develop a Sustainable Transportation Plan
- Grow the number of staff, students, and families who use sustainable transportation to and from school
- Host and promote sustainable transportation events like Bike to Work Day and Walk to School Day
- Promote commuter benefits to school administration, faculty, and staff

What are the benefits of being an STC?

As an STC, you are a transportation champion helping to meet the commuting needs of teachers, staff, and students. The commuter benefits program will be as successful as you make it. Not only are you supporting your school's sustainability goals, you are helping your colleagues and students make more informed travel decisions. As an STC, you will also personally have the opportunity to demonstrate leadership at your school and grow your own skills in a variety of ways including:

- Enhancing your communication skills
- Networking with STCs from other schools and District transportation stakeholders
- Providing services that enhance the health and wellness of the teachers, staff, and students at your school
- Helping improve the environment and reduce traffic in the District
- Work with the experts at goDCgo and receive a welcome packet full of goodies!



Getting Started

goDCgo is Here to Help

goDCgo is here to provide complimentary support to STCs to help start, enhance, or evaluate commuter programs. This includes trainings, commuter surveys, program recommendations, survey analysis benefits, facility assessments, marketing guidance, Transportation All-Star Awards qualification, and much more.

Services that Help STCs Succeed

From transit benefits to secure bike parking and carpooling, goDCgo makes it easy for your teachers, staff, and students to choose sustainable, affordable, and healthy ways to get to and from school. Services goDCgo provides include:



Sustainable Transportation Plan

One of the most effective tools goDCgo provides to its STCs is the Sustainable Transportation Plan. This document is your one stop shop of strategies and recommendations to reduce personal vehicle use at your school. It will help you plan activities that increase biking, walking, and transit use that you can implement throughout the school year.



Brochures & Custom Marketing Materials

To increase awareness of sustainable transportation, goDCgo can provide your school with personalized Get Around Guides mapping your nearby transportation options, commuter benefit templates, and various transit brochures.



Webinars & On-Site Promotions

goDCgo is available to provide custom online or on-site education about sustainable transportation choices and commute options at your school to educate staff and students.



School Commute Surveys

goDCgo can provide STCs with custom commuter surveys to help understand their school's staff and students' travel patterns. This tool will help STCs identify transportation program needs at their school site.

How to Become an STC

Email info@goDCgo.com. A goDCgo staff member will get back to you shortly with all the information you need to get started.



Understanding Sustainable Transportation Options

What is Sustainable Transportation?

Sustainable transportation is a term referring to any means of transportation that has a low impact on the environment. Examples of sustainable transportation include walking, cycling, taking public transit, carpooling, vanpooling, car sharing, and electric vehicles.

Impacts of Sustainable Transportation

Shifting current school travel to more sustainable modes will have many benefits to the DC Metro area.



Improve Air Quality

Eighteen percent of the District's greenhouse gas emissions come from private passenger vehicles. Reducing car travel can help minimize the amount of greenhouse gases, improve air quality in DC, and keep your students healthy. These gases can lead to childhood health issues such as asthma.



Reduce Traffic Congestion

The average DC driver is stuck in traffic for 63 hours each year, costing the District an estimated \$6.1 billion. Shifting people to use sustainable modes of transportation would help many District commuters get some time back.



Practice Health & Wellness

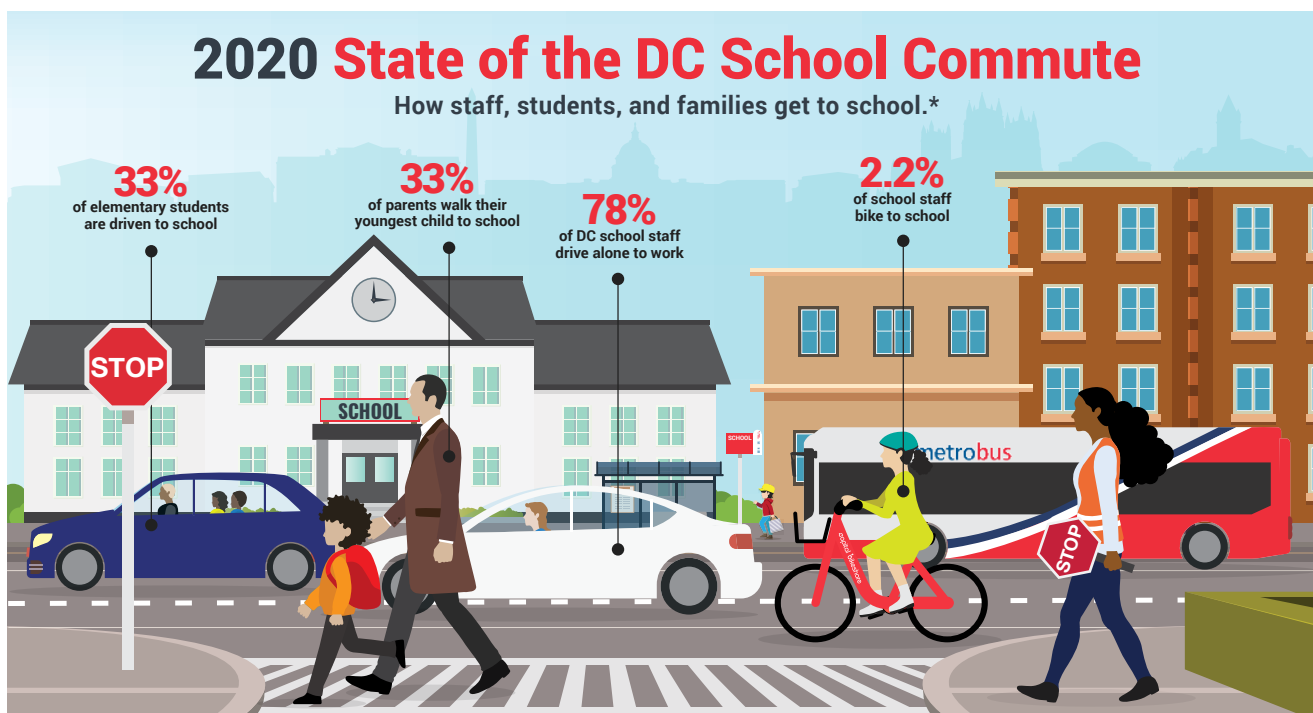
Since transit trips by bus and train often involve walking to and from stops, riders are more likely to be active. Biking is another sustainable way to travel that can help people reach the recommended 30 minutes daily of moderate physical activity recommended by physicians.



Overview of School Transportation in DC

2020 State of the School Commute

According to recent rankings, the District has the fourth best transit system, is the seventh most walkable city, and is the ninth most bicycle-friendly city in the United States. Here is how this infrastructure impacts school travel.



Did You Know?

73% of families and 77% of school staff feel they don't receive enough transportation information from their school.

As an STC, you can help provide families and staff with the information and resources they need to ease the stress of their commute.



Carpool

When two or more people share a ride, they are carpooling. This is the simplest, least expensive, and most common form of ridesharing. Carpooling cuts down on the total number of commute trips, which reduces pollution and traffic congestion. Facilitating carpooling at your school can help your teachers, staff, and students get to school faster and easier.

Advantages

- Cuts daily commute costs by 50%
- Builds community with coworkers and neighbors
- Faster commutes via Express Lanes
- Reduces the amount of parking spots needed

Challenges

- Can be difficult to find matches
- Some benefits require 3+ carpoolers
- Difficult to subsidize



Tips

Designate Preferential Parking

Free or discounted parking to teachers and staff who carpool provides an incentive for workers to carpool.



Support

Carpool Formation Meetings with goDCgo

Invite goDCgo to host a carpool formation meeting to match teachers and staff by zip code.





Carpool Resources

Commuter Connections Ride Matching

Commuter Connections Ridematching offers a rideshare database of 17,000 commuters running or looking for carpools. It is free of charge and simple to sign up. Encourage your employees to register for ridematching [here](#).

Ridematching

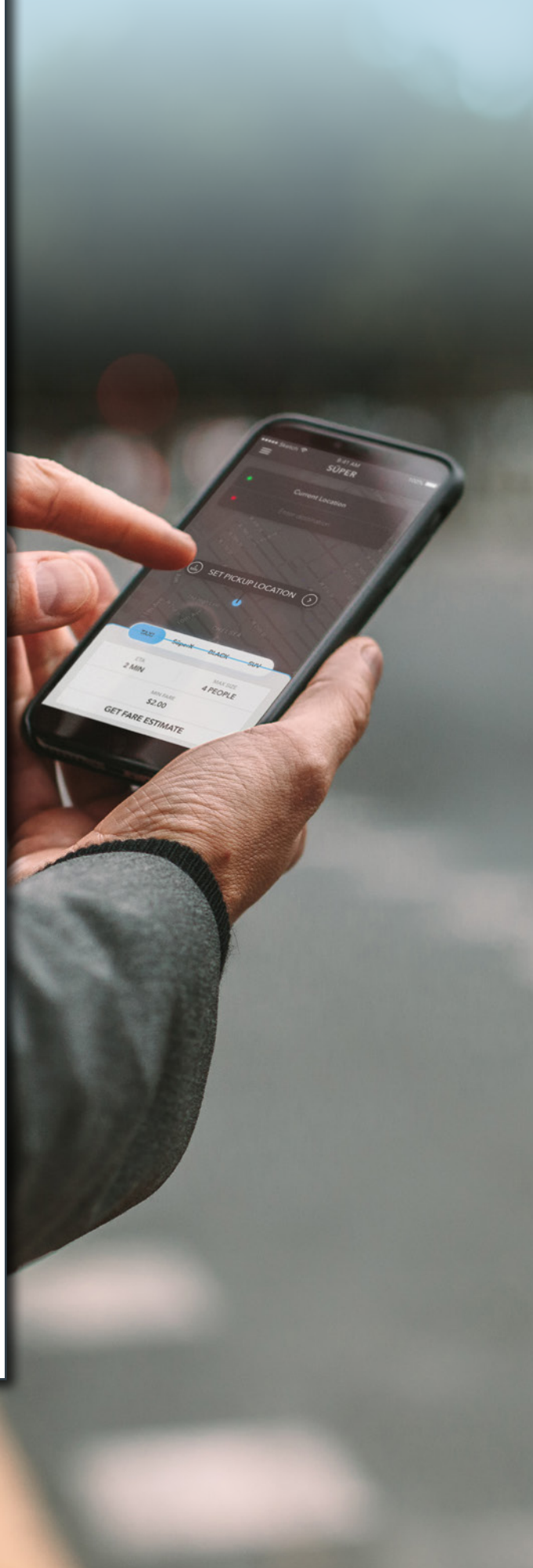
Scoop is an app that connects co-workers going the same way in safe, reliable, and convenient door-to-door carpools. Riders and drivers share commute costs with all transactions occurring directly in the app.

Organizations can sign up to use Scoop.

- Find out more information [here](#).
- If interested, work with a goDCgo School Services Representative to set up a meeting with Scoop.

SchoolPool

SchoolPool by Commuter Connections helps families within the same neighborhood connect with each other to form carpools, walking groups, or biking groups to and from school. Learn more [here](#).





Biking and Walking

The two most common forms of active transportation are walking and biking. Encouraging your teachers, staff, and students to walk and bike is a great way to promote a healthy school and environmentally-friendly method of travel.

Advantages

- Can be easily combined with transit
- Not affected by traffic congestion
- Improves mental & physical health
- Save money on commute costs like gas and parking

Challenges

- Subject to weather
- Difficult to subsidize
- Learning curve when riding in an urban environment
- Difficult to use when transporting lots of items



Tips

Bicycle Benefit

Offer your teachers and staff a bicycle benefit to cover bicycle-related expenses. Download goDCgo's guide to offering a [bicycle benefit](#).



Support

Bike Parking

Lack of bike parking is one of the biggest reasons people choose not to bike to a location. Request a bike rack in front of your school by calling 311.

Celebrate Bike and Walk to School Days

These annual holidays are a great way to promote your bike and walk program/incentives to your staff and students and encourage them to try these forms of active transportation.





Biking and Walking Resources

Capital Bikeshare for DCPS Employees

Capital Bikeshare is metro DC's bikeshare service with over 5,000 bikes and 600 stations. Available 24/7, it is a convenient, fun, healthy, and affordable way to get around. DCPS employees are eligible for a [free annual membership](#).

Capital Bikeshare Corporate Membership

Private and charter schools can choose to partially or fully subsidize teachers' and staff's annual Capital Bikeshare membership through the Capital Bikeshare Corporate program. To learn more, contact goDCgo at info@goDCgo.com.

Program Level	Company Annual	Employee Annual	Usage Fee
Full	\$50	\$0	Employee
Partial	\$25	\$25	Employee

DC Bike Map

Navigate bike lanes, trails, and biking resources with the DC bike map. [Download a digital version](#) or [request printed copies](#) for your school by contacting info@goDCgo.com.



Scooters

Electric scooters are one of the newest app-based forms of transportation. Although fairly new, scooters are gaining popularity. Currently there are over 8,000 scooters in the District with half a million scooter trips taken each month.

Advantages

- Improves accessibility/great for short trips
- Convenient and can help avoid traffic
- Save money on commute costs versus driving

Tips

Install a Scooter Corral

[Request a scooter corral](#) outside of your school for off-sidewalk parking of dockless bike and scooters.

Scooter Discounts

Staff that make less than \$24,980/year as an individual or \$51,500 as a family of four can receive FREE unlimited 30-minute scooter trips through the [low-income customer program](#).

Challenges

- Service and availability vary by location
- Difficult to use when transporting lots of items
- Must be 16 years and older to ride

Support

Scooter Education

goDCgo can hold a webinar to help your teachers, staff, and students learn how to scoot safely in the District and the laws they must follow when scooting.









Scooter Resources

For up to date information on scooter providers in the district, visit goDCgo.com/scooter.





AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 3,600 scooters and 3,025 e-bikes in the District.





AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 2,500 scooters in the District.



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 2,500 scooters in the District.



AVAILABLE ON:  [IOS](#)  [ANDROID](#)
Local scooter provider that operates 720 scooters and 1,770 e-bikes in the District.





Transit

Transit refers to any type of bus or rail that operates in the District, including DC Circulator, VRE, MARC, and Metrobus and Metrorail. These options are the most common forms of sustainable transportation used to commute to and around the District.

Advantages:

- Reduces the stress of sitting in traffic
- Provides extra time to do other tasks or simply relax
- No scheduling with others
- Easy to subsidize

Challenges

- Must work around transit schedules
- Learning how to plan and pay for trips



Tips

Install a Transit Display

Make it easy for employees to catch the next bus or train by installing a real-time transit display in your front office or lobby.

Help Teachers and Staff Commute with Pre-Tax Dollars

Pre-Tax Benefits allow teachers and staff to commute tax-free. Distribute infographics to make sure your teachers and staff know how to sign up to use their benefits.

Distribute Kids Ride Free Cards

Make sure it is easy for students to pick up their Kids Ride Free (KRF) cards that allow them to ride for free on Metrobus, DC Circulator, and Metrorail within the District. [Learn more.](#)



Support

Free SmarTrip Cards

Request free SmarTrip card from goDCgo so employees can try transit at no cost.

Maps & Resources

Contact info@godcgo.com to request free Metrorail, bus, MARC and VRE brochures for your front desk and/or new employee orientation packet.

Custom Get Around Guides

To help make transit easier and more attractive for your employees, goDCgo will create a custom Get Around Guide so they know what transportation options are available to them!





Transit Resources

TransitScreen

A transit display platform provider.
Learn more [here](#).

Redmon Group

A transit display platform provider.
Learn more [here](#).

Pre-Tax Benefits Infographic

Provides information to employees about how to enroll in commuter benefits and how they can save them money on transit fares.

Download [ENGLISH](#) | [SPANISH](#)

DCPS Pre-Tax Benefit Infographic

Provides information to DCPS employees about how to enroll in commuter benefits and how they can save them money on transit fares.

Download [ENGLISH](#) | [SPANISH](#)

Pre-Tax Benefit Announcement

One-pager with reasons to sign-up for pre-tax commuter benefits.

Download [ENGLISH](#) | [SPANISH](#)

Office of the State Superintendent of Education (OSSE)

Runs transportation programs for students with disabilities. Learn more [here](#).





Getting Started as an STC

Become an STC

The first step to get started is to register yourself as your school's STC. Email info@goDCgo.com if you are interested. A goDCgo staff member will get back to you shortly.

STC Checklist

1 Understand Your School's Existing Benefits

As an STC, having a clear understanding of the commuter benefits offered to employees is key. In order to effectively communicate, promote, and enhance the program, you should be well-versed in the options and policies related to your organization's transportation program.

There are four potential commuter benefits your school could offer. Find out which one(s) your school participates in and mark it here.

☐

Pre-Tax Benefits

Employees can deduct up to \$300 per month from their paycheck before taxes and use it towards Metrorail, bus, commuter rail, and vanpool fares. The DC Commuter Benefits law requires organizations and businesses with 20 or more employees who work in the District to offer commuter transit benefits—pre-tax or subsidized—for use on Metrorail, local and express buses, commuter trains, and vanpools.

☐

Transit Subsidies

Employers may offer financial support in the form of a fringe benefit (employee is not taxed) specifically to fund an employee's daily commute on transit and vanpool.

☐

Bike Subsidy

Employers may provide a benefit to cover bicycle-related expenses. The benefit can be managed internally by reimbursing employees for bicycle-related expenses or by providing a monthly voucher redeemable at local bike shops. Please note that bike subsidies no longer qualify as a transportation fringe benefit.

☐

Going the Extra Mile

Employers may also offer shuttles, carsharing services, and extra monetary incentives like walking benefits. The Capital Bikeshare Corporate Membership Program is a great perk for companies to offer to employees.

2 Creating a Plan

Get Your School Compliant

If your school is not adhering to the DC Commuter Benefits Law or DC Parking Cashout Law,, this should be the first item you work on. If your school is already compliant, you can skip this item.



- The DC Commuter Benefits Law requires organizations and businesses with 20 or more employees who work in the District to offer commuter transit benefits—pre-tax or subsidized—for use on Metrorail, local and express buses, commuter trains, and vanpools. goDCgo can help you become compliant with our [Commuter Benefits Toolkit](#).
- The DC Parking Cashout Law requires District employers with 20 or more covered employees that offer a parking benefit (free, subsidized, or reimbursed parking) to their employees to either: offer a Clean Air Fringe Benefit to employees offered the parking benefit, develop a transportation demand management plan, or pay a Clean Air Compliance fee. [Learn more](#) about the law and how to comply.

Use goDCgo Commuter Benefits Communication Templates to Get the Word Out

Increase sign-ups for commuter benefits by actively promoting them year-round. goDCgo has marketing templates that can help you with the promotion of your school's programs.



Pre-Tax Announcement [ENGLISH](#) | [SPANISH](#)
Pre-Tax Infographic [ENGLISH](#) | [SPANISH](#)
DCPS Pre-Tax Infographic [ENGLISH](#) | [SPANISH](#)

Survey Your Staff

Knowledge is power. After becoming acquainted with what your school does or does not offer, the next best step will be to survey how your staff and students travel to and from school. This will give you the information you need to create an effective sustainable transportation plan.



goDCgo has custom surveys that we can easily modify to meet your school's needs.

Develop a Sustainable Transportation Plan

Now that you know how staff and students are commuting, you can start setting goals and create a customized [Sustainable Transportation Plan](#) for your school. Having a Sustainable Transportation Plan in place is a terrific way to help teachers, staff, and students discover transportation options between their home and school.



3 Implementing Changes



Provide Bike Racks or Lockers

Did you know one of the main reasons people do not bike is because they do not know where they can park their bike? Take away one of the key barriers by securing bike parking for employees. Under DC's bike parking regulations, bike parking is required in all buildings with car parking. Submit a request to your building management team. goDCgo can help you with email templates that you can modify to meet your needs.



Promote Guaranteed Ride Home Program

The Guaranteed Ride Home (GRH) program provides commuters who regularly (twice a week) get to work via transit, biking, walking, carpooling, and/or scooting with a FREE reliable ride home, up to six times per year, for emergencies or unscheduled overtime. Maintain productivity, increase morale, and continue the flow of business by encouraging participation in GRH. goDCgo can help you promote the program by providing customized marketing materials and hosting on-site events to answer questions regarding the service.

4 Get Recognized for Your Hard Work



Become a Transportation All-Star

goDCgo's Transportation All-Stars Program recognizes DC organizations for their commitment to sustainable transportation. By becoming a Transportation All-Star, you and your school will receive recognition for your efforts as a transportation leader. In addition, All-Stars are celebrated annually at our Transportation All-Star Awards ceremony.



Highlight Your School in a Success Story

Work with goDCgo to create a success story featuring your school. Highlight all the hard work you have done and the successes you've achieved at your school.

**Finished all the items
in the checklist above?**

**Meet with goDCgo to discover
other ways to elevate your
program and offerings.**





Building the Business Case for TDM

Gaining school administration support for developing and implementing your Sustainable Transportation Plan is key to its success. It is important to build the case for TDM by explaining how expanding commuter benefits and focusing on TDM will help your school.

Tips and Tricks

Here are some suggestions for winning management support:

- Be specific in what you are asking for and what the costs may be
- If you are proposing a new policy, bring examples of what that might look like
- Propose a potential timeline for steps involved in creating and launching the program
- Tailor your communications to the needs and challenges of your school, and the results of your staff survey
- Mention competing schools with similar programs
- Demonstrate enthusiasm
- Ask for feedback and suggestions
- Invite the experts at goDCgo to support your meeting with leadership and provide a comprehensive overview of commuter benefits
- Secure a clear commitment to the project

Following Up

Once you get management support, make the most of it!

- Publicly share your success in a meeting or memo
- Take part in training or promotional events for your initiative
- Participate in the program and lead by example
- Monitor progress and fill in management on your successes





Resources

goDCgo's School Services

From transit benefits to secure bike parking and carpooling, goDCgo makes it easy for your teachers, staff, and students to choose sustainable, affordable, and healthy ways to get to and from school. Services goDCgo provides that help STCs succeed include:

Complimentary Consultations

Schedule free consultations with a goDCgo School Outreach Coordinator to discuss all of your commuter benefit program needs. They are your connection to the sustainable transportation world. Whatever you need, we will work to make sure you have the resources you need to increase sustainable transportation use at your school.



Sustainable Transportation Plan

One of the most effective tools goDCgo provides to its STCs is the Sustainable Transportation Plan. The custom plan is your one-stop shop of strategies and tactics to reduce private personal vehicle use at your organization.



Brochures & Custom Marketing Materials

To increase awareness of sustainable transportation, goDCgo can provide your school with personalized Get Around Guides mapping your nearby transportation options, commuter benefit templates, DC Bike Maps, and various transit brochures.



Webinars & On-Site Promotions

goDCgo is available to do custom online or on-site education about sustainable transportation choices and commute options at your school to educate teachers, staff, and students.



Commuter Surveys

goDCgo can provide STCs with unique commuter surveys that capture data and information on how employees travel to work today, what types of commuter benefits they are interested in, and any transportation-related constraints or challenges they may face. This tool will help STCs identify transportation program needs at their schools.



Transportation All-Star Program

The goDCgo Transportation All-Star Program recognizes DC organizations for their commitment to sustainable transportation. Schools that offer robust transportation benefits programs and amenities can earn recognition for their efforts. A designation can help your organization stand out among other schools. Schools and their STCs receive many perks in this program including:



- Invitation to the Transportation All-Star Awards ceremony
- Recognition in a School Success Story designation
- Digital Marketing Badges to showcase designation
- Opportunities to participate in special campaigns or events





Resources

Guides, Toolkits, & More



Employer Benefits Toolkit

Step-by-step guidance for how to comply with the DC Commuter Benefits Law.

[Download](#)



Pre-Tax Benefits Announcements

One-pager with reasons to sign up for pre-tax commuter benefits.

Download [ENGLISH](#) | [SPANISH](#)



Pre-Tax Benefits Infographic

Provides information to private and charter school employees about how to enroll in commuter benefits and how it can save them money on transit fares.

Download [ENGLISH](#) | [SPANISH](#)



DCPS Pre-Tax Benefits Infographic

Provides information to DCPS employees about how to enroll in commuter benefits and how it can save them money on transit fares.

Download [ENGLISH](#) | [SPANISH](#)

Find more assistance at godcgo.com/resources



Resources

Transportation Maps



DC Bike Map



DC Late Night Bus Map



DC Circulator Map



Metro
Pocket Guide



Virginia to DC,
VRE Train Map



Website Hub
for Maryland Maps/
MARC Train Map



Capital Bikeshare



Website Hub
for WMATA
Bus and Rail Maps



WMATA Trip Planning

Transit Providers:





goDCgo School Services

Main: 202.299.2186

Email: info@goDCgo.com

Website: goDCgo.com/school