



## School Services

### How School Transportation Coordinators Can Make an Impact

Tyler Elementary, a District of Columbia public school located in Capitol Hill, is leading the way in promoting sustainable transportation to the teachers, staff, and parents of their school community. With limited parking options in the neighborhood and being situated within walking distance of two Metrorail stations, Laura Chapa, the school's Special Programs Coordinator, saw an ideal opportunity to promote commuter benefits and incentive programs available to the community. In 2021, she became Tyler Elementary's School Transportation Coordinator (STC). An STC is a representative that helps to oversee the school's commuter benefits program and transportation initiatives. The STC serves as the central point of contact for employee transportation needs.

### CHANGING TRANSPORTATION NEEDS

Urban school campuses in DC were not designed for cars. Many schools were built with neighborhood communities in mind, with the intention that most people will walk to school – no parking lots or designated drop-off/pick-up lines. But today's school population has different transportation needs. Seventy-three percent of students in DC attend a school outside of their neighborhood. For faculty and staff, forty-three percent commute from Maryland or Virginia. Like many schools in DC, Tyler has a small parking lot, and some teachers and staff are forced to park in the neighborhood where they must comply with rules and can risk getting ticketed or towed. However, Tyler, like many schools in DC, is near public transit; Eastern Market and Potomac Avenue Metrorail stations are just a short walk away. They are also near multiple Metrobus Connections and a Capital Bikeshare station.



**73% of students in DC attend a school outside of their neighborhood.**



#### SCHOOL TYPE

Ward 6 Public School



#### NUMBER OF SCHOOL STAFF

52



#### NUMBER OF STUDENTS

540



## STCS LEADING THE CHANGE

Laura first partnered with goDCgo in Fall 2021. Laura's initial work with goDCgo was centered around an active incentive campaign goDCgo was hosting to reward schools that participated in Walktober. During the month of October, Laura encouraged Tyler teachers and staff to learn about and participate in the festivities and step competitions. As a result of her work during this time, she was named the school's STC. By dedicating herself as the STC, Laura has been able to stay in the loop with sustainable transportation. She worked with goDCgo to promote pre-tax commuter benefits and the Capital Bikeshare Corporate membership that is free for DCPS employees. She invited goDCgo School Services to host on-campus commuter events to help teachers and staff sign-up for commuter benefits. To remind staff and families about the events, Laura promoted the event through all-staff emails, weekly newsletters, staff meetings, and loudspeaker announcements.

**"As a program coordinator at Tyler Elementary, I interact with all the stakeholders of the school: students, families, staff, and teachers, so it is easy for me to share information with all of them and help them when needed"**

- Laura Chapa, Tyler School Transportation Coordinator

Laura was the perfect fit for the STC at Tyler. As a bicyclist and transit rider, she naturally fit into her role. She uses goDCgo's incentives, campaigns, and resources to promote sustainable transportation to employees and families. With goDCgo's help, she is able to provide transportation information and resources without putting a strain on her workload and other duties.

Laura's enthusiasm and excitement to work with goDCgo led to her being named goDCgo's School Transportation Coordinator (STC) of the Year for 2021. For Laura, the work of being an STC isn't just about what's good for Tyler Elementary or the Capitol Hill community, but taking care of the planet which is a shared responsibility. By promoting sustainable transportation at Tyler Elementary, Laura is doing her part.

## LOOKING AHEAD

After just one year of partnering with goDCgo, Laura and Tyler Elementary look forward to continuing to work with goDCgo in the future. Laura has expressed interest in securing a Capital Bikeshare station closer to the Tyler campus and is exploring the school's bike rack capacity.

[goDCgo.com/school](https://goDCgo.com/school)



## Perks of Being an STC

- 1 AWARDS**  
Opportunity to be nominated for goDCgo STC of the Year award.
- 2 PRIZES & INCENTIVES**  
Regular chances to win prizes and earn incentives from goDCgo.
- 3 IMPACT THE CITY**  
Help improve the environment and reduce traffic in the District.
- 4 HEALTH AND WELLNESS**  
Help implement services that enhance the health and wellness of teachers, staff, and students at your school.
- 5 NETWORKING**  
Opportunities to network with STCs from other schools and District transportation stakeholders.

## BECOME AN STC

If you'd like to become an STC or want to learn more about it, let us know at [info@goDCgo.com](mailto:info@goDCgo.com).

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