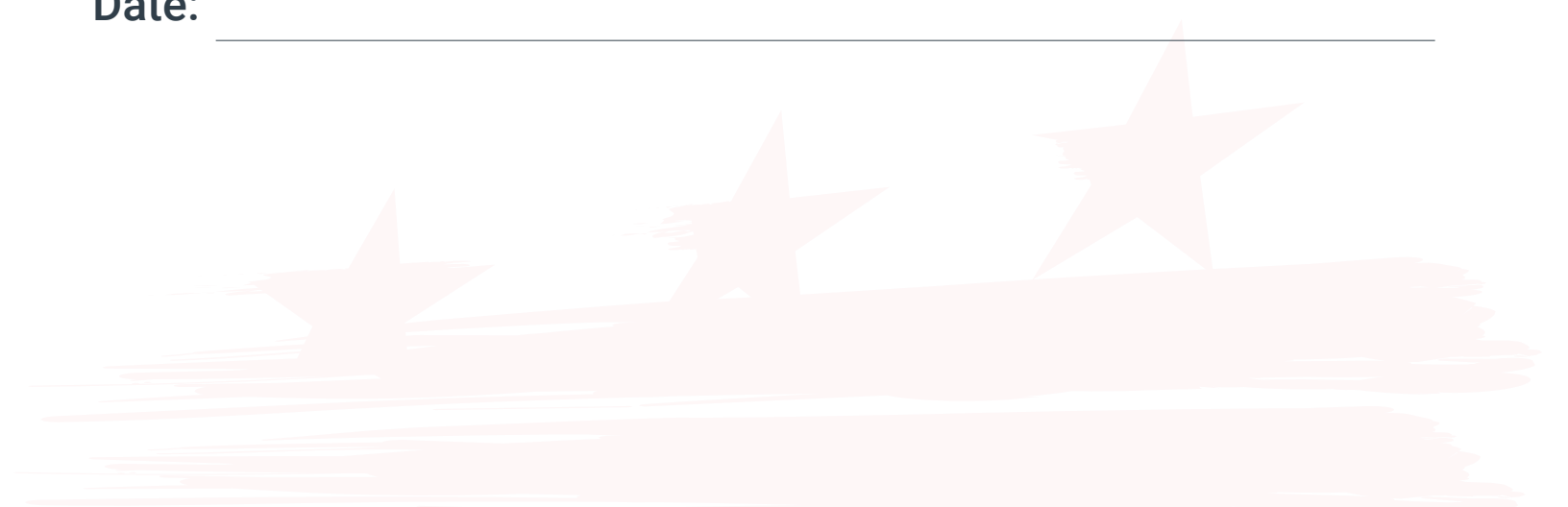




School TDM Plan

School Name: _____

Date: _____





Every day, more than 93,000 students and 7,000 teachers commute to over 300 schools across the District. That means thousands of people driving alone, leading to traffic congestion and wear and tear on our roads.

Stressful commutes can put a damper on staff and students before they even arrive to school. Having a Transportation Demand Management (TDM) for your school is a great way to help educators and students discover transportation options between home and school. It also helps foster healthy and active travel habits.

goDCgo School Services can help you develop a TDM Plan that promotes biking, walking, carpooling, and taking transit to school.

Did you know?



A third of parents in the District drive their youngest child to school and nearly 75% of school staff drive alone to work.

However, nearly three quarters of families and school staff want more information about other transportation options.

Information About Your School

The first step to developing a TDM Plan is to gather some basic information about your school. With this information, goDCgo School Services can help you develop TDM goals for your school.

School Type (Public, Private, Charter):

Number of Parking Spaces on School Grounds:

School Ward:

Cost of Parking (Ex: \$ per day/month or free):

Title I School (Yes/No):

Number of On-Site Parking Spaces used by School Staff:

PMF Score (charters only)

Shuttle to/from Metro Station for Students and/or Staff (Yes/No):

Grades Served:

Number of Kids Ride Free Cards Received:

Number of Students Enrolled:

Number of Kids Ride Free Cards Distributed:

Number of Staff:

Number of Bike Racks Near the School:

Number of Staff Enrolled in Pre-Tax Transportation Benefits:

Location of Nearest Capital Bikeshare Station:

Designate a School Transportation Coordinator



What is a School Transportation Coordinator?

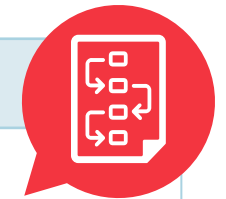
A School Transportation Coordinator, or STC, is a school employee that helps to oversee the school's commuter program and transportation initiatives. The STC serves as the central point of contact for both employees as well as goDCgo program representatives.

Name:

Email:

Phone:

What are the responsibilities of an STC?

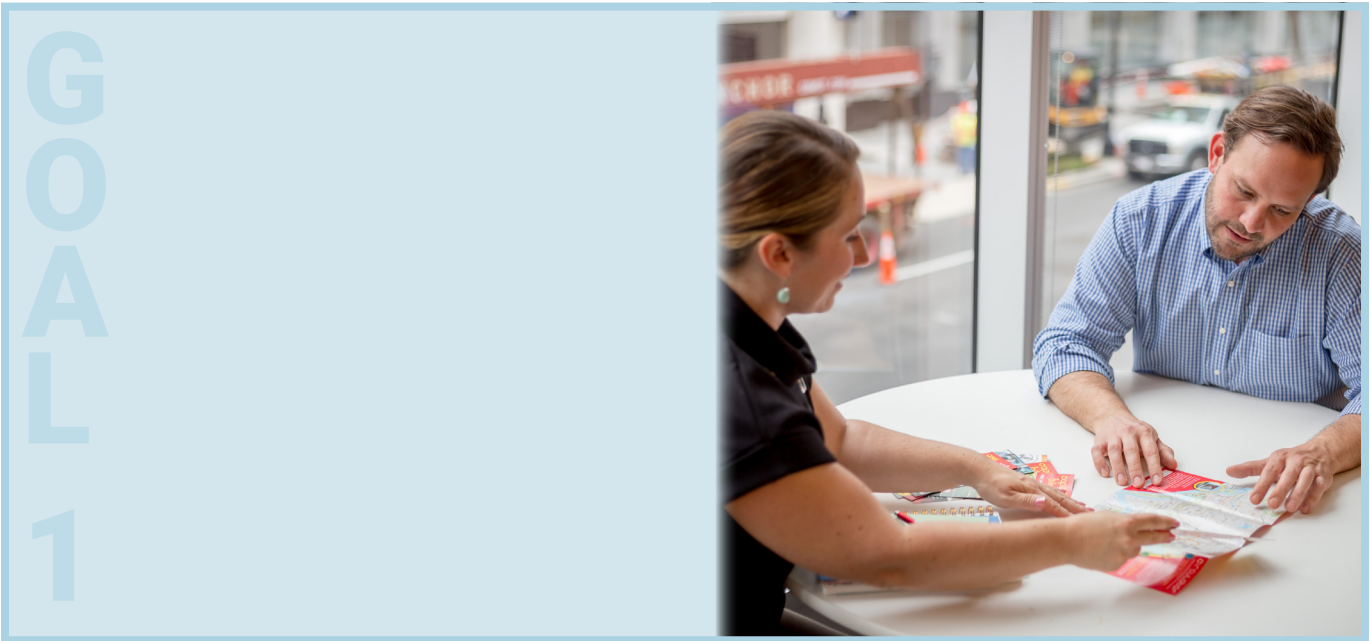


- Be goDCgo's main point of contact at the school
- Serve as the person everyone goes to for the latest sustainable transportation information
- Grow the number of staff, students, and families who use sustainable transportation to and from school
- Host and promote sustainable transportation events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

To learn more about being an STC and resources you can use to make your school commute friendly, check out our [STC Toolkit](#).

Goals for a TDM Plan

Now that we've gathered information about your school, the next step is to figure out which strategies will help your staff and students get to school more easily. Not sure which strategies to use? Check out our list of suggested strategies on page 10.



How can your school meet this goal?

GOAL 2



How can your school meet this goal?

GOAL 3



How can your school meet this goal?

Create Your TDM Plan

Now that you've outlined your goals and some strategies to achieve them, it's time to create your school's TDM Plan for the year. Use the template below to lay out the strategies you will implement by month. You should incorporate the strategies you outlined in the page above and others. Not sure what strategies to add? See our list of suggested strategies on page 10.

Month	TDM Strategy

Month	TDM Strategy

Suggested TDM Strategies

Not sure what strategies will help your school achieve its goals? goDCgo has compiled a list of strategies and practices below to get you started. The most efficient strategies are indicated by a star.



General Strategies

- Appoint School Transportation Coordinator
- Meet with goDCgo to develop goals and plans ★
- Conduct commuter survey of staff
- Conduct Show of Hands Commute Survey of students
- Check in with goDCgo's School Services Team halfway through the year to track progress



Information Strategies

- Send out reminders for Commuter Benefits Open Enrollment
- Promote commuter benefits and other sustainable transportation programs to new and existing hires (see goDCgo's Back-to-School Packets for teachers and staff - [DCPS](#) | [Private/Charter](#)) ★
- Provide transportation information to new and existing students and families
- Provide brochures in communal areas for staff, student, and parent inquiries
- Provide information on nearby transportation options on your school's website (work with goDCgo to create a Get Around Guide customized for your school)
- Include transportation information in school newsletter
- Promote sustainable transportation in communal areas (mail room, lobby, etc.)
- Set up transportation display



Engagement Strategies

- Participate in Sustainable Transportation Holidays
 - Park(ing) Day (September)
 - Car Free Day (September)
 - Walk to School Day (October)
 - National Walk to Work Day (April)
 - Bus to Work/Transportation Equity Day (February)
 - National Bike Month (May)
 - National Bike to School Day (May)
 - Bike to Work Day (May)
- Host a tabling event with goDCgo to sign staff up for commuter benefits ★



Kids Ride Free (KRF) Strategies

- Host a KRF tabling event to encourage students to use public transit ★
- Send out reminders to students so they can get replacement Kids Ride Free cards before theirs expire



Bike Strategies

- Install bike rack and/or showers (get a free bike rack from DDOT through 311)
- Promote Capital Bikeshare as a form of commuting to and from school
 - Educate employees on FREE membership for DCPS staff ★
- Host bike safety course for staff and students
- Promote WABA bicycling classes to staff



Carpool Strategies

- Provide preferential parking for carpools/vanpools
- Facilitate car/vanpool formation meetings and ride matching (goDCgo can help with this!)★
- Promote the Carpool Now App and Commuter Connections' ride matching platform
- Sign up for and promote SchoolPool, a ride matching platform for students and families



Did You Know?

You can gain honors and win awards for sustainable strategies you implement at your school. Learn more about the goDCgo Transportation All-Star program on the next page!

Become a goDCgo Transportation All-Star! (Optional)

Fill out the form below to see if you qualify for a Transportation All-Star designation.

Only check off the strategies your school is currently doing.



Get recognized for your commitment to sustainable transportation through goDCgo's Transportation All-Star program. Based on what your school is currently doing, you could earn a bronze, silver, gold, or platinum level designation. By being a Transportation All-Star, you'll receive perks including the chance to win awards for your school and an invite to our annual awards ceremony in the spring.



BRONZE LEVEL: Complete at least one strategy for staff or students

Staff-focused strategies:

- Conduct baseline commuter survey of school and administrative staff
- Express interest in offering transit benefits or alternative commuter benefits program
- Include transportation information (bike, walk, transit, rideshare) on intranet, bulletin boards, school website, etc.
- Distribute information about available transit benefits to all new hires and employee (e.g. flyer, email, etc.)

Student-focused strategy:

- Provide information to all students and families about Kids Ride Free



SILVER LEVEL: Complete required strategy plus one additional strategy for staff or students

Required strategy:

- Designate a school transportation coordinator and share their contact information with goDCgo

Staff-focused strategies:

- Provide pre-tax transportation benefits for transit or vanpool use
- Meet with goDCgo School Services Team and develop a Sustainable Transportation Plan
- Set-up a permanent transportation information display and/or transit screens
- Host a transportation or benefits fair to promote commuter benefits
- Participate in the Capital Bikeshare Corporate Membership Program
- Install electric car charging station onsite
- Facilitate internal carpool or vanpool formation meetings
- Provide preferential parking for carpools or vanpools
- Provide bike racks or lockers
- Promote commuter transportation events like Bike to Work Day, Bus to Work Day, etc.
- Promote the Guaranteed Ride Home program

Student-focused strategies:

- Host student and family-focused transportation events like Bike to School Day and Walk to School Day
- Promote student and family-focused transportation events like Bike to School Day and Walk to School Day



GOLD LEVEL: Complete required strategy and one additional strategy for staff or students

Required strategy:

- Conduct an annual staff commute survey to track progress of sustainable transportation goals and plan

Staff-focused strategies:

- Have 20% or more staff participating in pre-tax transportation benefits
- Implement a parking fee but provide free or significantly discounted parking for carpools/vanpools *OR* provide a parking 'cashout' option
- Supplement the Guaranteed Ride Home program with payment for additional trips
- Provide shuttle service to and from transit stations for school staff
- Provide free or discounted courses for staff on how to learn to ride a bike
- Provide financial incentives for walking, biking, taking transit, or carpooling
- Provide a comprehensive walk or bike program (includes installing showers, bike racks/lockers, or providing financial incentives for bicycling/walking)

Student-focused strategies:

- Provide students free or discounted courses on how to learn to ride bike
- Facilitate external carpool or "walkpool" formation meetings for students and families
- Conduct travel survey of students and families every two years
- Provide shuttle service to and from transit stations for students



PLATINUM LEVEL: Complete at least one required strategy

Required strategy:

- Meet Gold Level and implement one additional strategy from the Silver or Gold Level

goDCgo.com/school

goDCgo.com
info@goDCgo.com
202-299-2186



d. WE ARE WASHINGTON GOVERNMENT OF THE DISTRICT OF COLUMBIA MURIEL BOWSER, MAYOR