



Learn more about IP3 Strategy [here](#)

## Carpool to School Day (C2S)!

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**Bellevue High School, Bellevue School District, City of Bellevue**

### Make it your own!

- Click "File" and Copy or Download this template
- Replace any orange text with your own details
- Adjust the procedure to achieve your goals
- Swap out sample data with your own
- Storytelling is the key! Get creative with it

## 1. Impact Design

**Impact Statement** - If Bellevue High School participates in Carpool to School day, we can raise awareness about the power of small actions, demonstrate measurable reduction in energy use and associated greenhouse gas reductions. If Carpool to School day brings about positive energy change at Bellevue High School, ASB can communicate with other elementary, middle, and high schools in Bellevue School District. If Bellevue School District demonstrates energy savings, we can align the goals of the [City of Bellevue Environmental Stewardship Plan](#).

Community Alignment	
Group	Goal/Action
<b><u>Bellevue School District (BSD)</u></b> - across its 31 facilities	Bellevue School District is <a href="#">committed to environmental sustainability</a> . A Carpool to School day would further the district's energy conservation initiatives and follow the <a href="#">Washington State Sustainable Schools Protocol</a> to build healthy, sustainable schools.
<b><u>City of Bellevue</u></b>	A school and/or district-wide Carpool to School day would directly contribute to the energy goals of the <a href="#">Environmental Stewardship Plan</a> . With an expiration date in two years (2025), schools in Bellevue are a tremendous opportunity for <a href="#">Support for Potential Actions</a> .
<b><u>King County Cities Climate Collaboration (K4C)</u></b>	The K4C has identified Reducing Car Trips as a priority in their <a href="#">Wedge Analysis of climate action possibilities in King County</a> . A Carpool to School day can achieve a <a href="#">20% decrease in light duty vehicle miles traveled and 20% reduction in fuel emissions</a> .

### Procedure - Steps for implementation!

Stage 1: Approval

Stage 2: Advertisement

1. Principal approval. Send an email to your principal explaining what C2S is, and why this campaign is easy, safe, and beneficial to the school. [Link to Email Template asking for a chat with your Principal \(1\)](#)
2. Benchmark current Transportation usage data by contacting the Transportation Director at your School District. [Link to Email Template contacting the Transportation Director \(2\)](#)

3. Identify a good date for the C2S Campaign (e.g. An upcoming Friday because tests don't occur on Fridays - so students and staff would be more willing to carpool, etc). Communicate with students and staff (ideally 10+) at your High School to (1) Ask if they would be interested in participating - this involves coming to school with someone else or choosing an alternate method of transportation that does not emit as much carbon dioxide and (2) If your predetermined date for C2S would work for them. [Link to Script when asking students and staff \(3\)](#)
4. Talk to your ASB to let them know about your idea for C2S Day. Let them know that the principal and teachers have already agreed to participate in C2S Day. [Link to Script when talking to ASB \(4\)](#)
5. Create a form that asks people what method of transportation they used on C2S day and how far away (distance) they live from school. After the C2S event, disseminate this email to students and staff asking for responses to the form. Using the responses to the form, fill out [this template](#) to estimate energy savings
6. Advertise to students and teachers, in ways such as:
  - Collaborating with ASB and the Green Team at your school and asking them to spread the word through social media advertising [Link to sample advertisement posters on Social Media \(5\)](#)
  - Write a school-wide email for all teachers and students about information on C2S Day Information to include: Opt-in basis, once a month C2S, many schools and people are participating, incentives to participate. [Link to sample School-Wide Email \(6\)](#)
  - Make posters to put around the school [Link to sample physical posters \(7\)](#)
  - Ask to have C2S Day included in Morning Announcements [Link to sample statement on Morning Announcements \(8\)](#)
5. Participate in the C2S Day when the day comes! Remind all teachers and students to participate the day before on social media and in-person. Make reminder posts on the day before, announce the C2S Day Campaign in Morning Announcements on Day of event.
6. Reach out to the Transportation Manager for transportation data. Compare the new transportation usage to benchmark data on transportation. [Link to follow-up email for new data \(9\)](#)
7. Disseminate electricity savings information to external stakeholders (Bellevue High School students, families, staff, BSD Green Teams, community, city council, state eco/env council). Use your High School's progress as a model of change for other high schools.

## **2. Impact Data Tracking** - *Quantify your impact!*

### Observations:

Advertising in the ways listed below raised a lot of awareness:

- school-wide emails
- morning announcements
- social media (instagram, snapchat, etc)
- physical posters

### Data:

- 50 people participated in Carpool to School day (this represents 50 people who would have driven to school who did not)
- 0.118 metric tons of Carbon dioxide were saved
- this saving is equivalent of:

- the greenhouse gas emissions released after 303 miles driven
- 13.3 gallons of gasoline consumed
- 132 pounds of coal burned
- 0.15 homes' energy use for one year
- .273 barrels of oil consumed

### 3. Impact Storytelling - Share your data with who needs to know! See more [tips](#)

Think on 4 scales of stakeholders... Family, School, Community, and Aligned Groups

Stakeholder	Interests	Approach
Family — Parents	Efficiency, Money, Sustainability	<b>Conservation:</b> Share findings at dinnertime, brainstorm manageable ways for family to get involved in the effort, use as a test-bed for broader campaign
School — Students, School Staff	Efficiency, Money, Sustainability	<b>Staff Meeting Presentation:</b> Report findings & progress at staff meetings, brainstorm manageable ways for staff to get involved in the effort  <b>Advertising Channels:</b> Morning announcements, Social Media (Instagram) posts about Impact, School-wide emails for students and school staff to learn about positive reduction in transportation usage.
Community — Families of BSD and Bellevue citizens	Efficiency, Well-being, Money Sustainability,	<b>Newsletter:</b> Share findings and process in newsletter and spoken reports at district-wide meetings and emails, included in the Principal's weekly email to all students, staff, and families.
Aligned Groups — City Council, K4C	Efficiency, Well-being, Money, Sustainability	<b>Public Comment:</b> Share impact project data and action towards shared goals with City Council Members, K4C stakeholders

#### **Other Information:**

Consider joining the Eastside Climate Challenge for additional challenges and community-wide impact!

Add your project to our website under "[Submit your Impact](#)"! Contribute to collective impact...