

Bellevue SchoolPool Report for 2025-2026 School Year

Activities conducted, and measurements gathered, July 1, 2025-June 30, 2026

Report date: September 14, 2026

Bellevue SchoolPool Overview

Bellevue SchoolPool works with schools, families and students to encourage student carpooling, walking, biking and riding the bus to and from school, rather than driving or being chauffeured alone. The program facilitates one-week campaigns in the fall and spring of each school year. It also provides resources to help families form carpools, walking groups, and biking groups and help children ride the bus.

The fall campaign is held during International Walk & Roll to School Day on the first Wednesday of October. The spring campaign is held during National Bike & Roll to School Day on the first or second Wednesday of May. Campaigns are conducted through participating schools. The city provides materials to schools that participate, including small promotional items for students; flyers with safety tips and puzzles, games or activities; signage to post around the school during the campaign and the opportunity to borrow a costume for the city's pedestrian safety mascot, Pedbee. Schools currently receive a \$1,200 stipend for participating, with a stipulation that the funds are to be used in a way that benefits students. In the past, some school incentives were in the form of goods such as school crossing guard safety supplies and equipment.

The program started in fall of 2016, and continuous planning and discovery/research activities have brought it to a generally consistent scope of activities that have been shown to be successful. An annual voluntary Districtwide Travel Survey is distributed to families by principals on behalf of SchoolPool. Up to the 2024 survey, participating SchoolPool schools had a greater decrease in drive/ride-alone rate than other schools. However, for the 2025 and 2026 survey, the drive/ride-alone rate among participating SchoolPool schools increased. The drive/ride-alone rate increased from 48.4% in 2025 to 48.9% in 2026. Additionally, SchoolPool schools saw increased use of buses, from 29.3% in 2025 to 37.5% in 2026.

Planning and adapting the program is continuous with considerations of brand refreshing, communication enhancements, private school engagement, additional collateral/brochures and a Pedbee costume loan-to-own program.

Ongoing administration involves budgeting, facilitating monthly "core team" meetings for the three-to-four-person team that plans and executes the program; design of campaign specifics (student activity or safety flyer, student encouragement/promo item selection, etc.); purchasing of items; sorting and delivery of items to schools; enhanced communications with Bellevue back-to-school news releases (jointly with Neighborhood Traffic Safety Services), social media and website messaging, and fall and spring SchoolPool newsletter editions.

2025-2026 School Year Reporting

Two SchoolPool campaigns were held during this school year: one in fall, and one in spring.

Fall 2025 campaign summary

The fall 2025 campaign focused on encouragement and safety through the distribution of a one-page, two-sided backpack flyer promoting non-chauffeur modes on the front and safety tips on the back. With fall being a busy “back to school” time, the approach in fall has continued to be simplicity.

- Campaign name: Walk & Roll to School
- Campaign elements: Promotion of the event and non-chauffeur modes during the campaign week, with a one-page, two-sided flyer announcing the campaign on the front and safety tips on the back covering walking, carpooling, biking and riding the bus (*Walk & Roll to School safety flyer included*).
- Participants: 22 schools participated and passed the materials on to their students:
 - Ardmore Elementary School
 - BASIS Independent School
 - Bennett Elementary School
 - Big Picture School
 - Cherry Crest Elementary School
 - Chinook Middle School
 - Clyde Hill Elementary School
 - Enatai Elementary School
 - Highland Middle School
 - Jing Mei Elementary School
 - Lake Hills Elementary School
 - Medina Elementary School
 - Newport Heights Elementary School
 - Odle Middle School School
 - Phantom Lake Elementary School
 - Sherwood Forest Elementary School
 - Somerset Elementary School
 - Stevenson Elementary School
 - Sunset Elementary School
 - Tillicum Middle School
 - Tyee Middle School
 - Woodridge Elementary School
- Promotional materials: banners, yard signs, posters, and one-page, two-sided backpack flyers promoting safety
- Student encouragement items: SchoolPool branded flashlight keychains and mood pencils
- Translations: Chinese Mandarin (Simplified), Japanese, Korean, Spanish

Activities conducted July through December 2025

- In consultation with the SchoolPool core team, planned the 2025 fall campaign.
- Coordinated the city’s “back to school” traffic safety messaging for students and families with mention of SchoolPool to raise awareness.
- Confirmed fall school participation through an invitation questionnaire.
- Worked with city in-house graphic designer to prepare all promotional materials with the new SchoolPool branding to include the translations mentioned above.

- Purchased and distributed student encouragement items.
- Assisted schools with running the campaign by emailing them communication examples for families, informing them of each step of the campaign, sending reminders, delivering promotional and student materials, and answering questions.
- Sent the fall edition of the SchoolPool Newsletter to the subscribers.
- Updated the SchoolPool webpage when needed.
- Verified that schools conducted all required activities (they all did) and processed school incentives.
- Stayed in coordination with King County regarding recruiting schools for their Vanpool Program for Schools and county-wide SchoolPool assistance and resources.
- Continued coordinating with the district Sustainability Team on integration of SchoolPool and Neighborhood Traffic Safety Services (NTSS) into their efforts.
- Hired a SchoolPool High School intern to help promote participation and expand the SchoolPool program and campaign at Bellevue's high schools.

Spring 2026 campaign summary

- Campaign name: Name: Walk, Bike & Roll to School
- Campaign event: Walk, Bike & Roll to School, May 4-8, 2026, surrounding National Bike & Roll to School Day on May 6, 2026
- Campaign elements: Promotion of the event and non-chauffeur modes during the campaign week, plus creation of an artwork contest flyer to raise awareness of non-chauffeur modes in a fun way (*Art Contest Flyer included*). Art contest winners were chosen after the campaign based on the following criteria:
 - Quality in terms of initiative/ effort: getting message across at varying levels
 - Creativity and originality
 - Relevance – understanding/ comprehension of what SchoolPool is about and relevance to the message we're putting forward about alternatives to being chauffeured alone to school
 - Clarity and legibility from a distance (ability to get our message across)

Winners will be displayed in City Hall beginning in September 2026, and a public event will be held September 30, 2026.

- Participants: 21 schools participated and passed the materials on to their students:
 - Ardmore Elementary
 - BASIS Independent School
 - Bennett Elementary
 - Big Picture School
 - Cherry Crest Elementary
 - Chinook Middle School
 - Clyde Hill Elementary
 - Enatai Elementary
 - Jing Mei Elementary
 - Lake Hills Elementary

- Medina Elementary
- Newport Heights Elementary
- Odle Middle School
- Phantom Lake Elementary
- Sherwood Forest
- Somerset Elementary
- Stevenson Elementary
- Sunset Elementary
- Tillicum Middle School
- Tyee Middle School
- Woodridge Elementary
- Promotional materials: banners, yard signs, posters, and artwork contest flyers
- Student encouragement items: SchoolPool branded refrigerator magnets with a QR code that provided a link to the city's SchoolPool webpage so students and families could easily access needed information for the campaign and overall program; and SchoolPool branded seeded paper to promote sustainability.
- Translations: Arabic, Chinese Mandarin (Simplified), Hindi, Japanese, Korean, Russian, Spanish

Activities conducted January through June 2026

- In consultation with the SchoolPool core team, planned the 2026 spring campaign.
- Sent an invitation email, and a participation survey to all elementary, middle, and middle/high choice schools to assure school participation.
- Worked with city in-house graphic designer to prepare all promotional materials.
- Worked with a vendor to translate the promotional materials into the languages above and worked with vendor to print the promotional materials.
- Purchased and distributed student encouragement items.
- Assisted schools with running the campaign by emailing them communication examples for families, informing them of each step of the campaign, sending reminders, delivering promotional and student materials, and answering questions.
- Sent the spring edition of the SchoolPool Newsletter to subscribers and participating school representatives.
- Updated the SchoolPool webpage when needed.
- Verified that schools conducted all required activities (they all did) and processed school incentives.
- Stayed in coordination with King County regarding recruiting schools for their Vanpool Program for Schools and county-wide SchoolPool assistance and resources.
- Continued coordinating with the district Sustainability Team on integration of SchoolPool and Neighborhood Traffic Safety Services (NTSS) into their efforts.
- With the help of the SchoolPool High School intern, Bellevue SchoolPool developed and implemented strategies to encourage high school student participation to include a social media awareness campaign; classroom information sessions; seeking volunteer climate ambassadors; and in-person tabling events.
- Conducted four classroom information sessions during Earth Month (April) at Bellevue High School in coordination with other city sustainability teams.

- Held lunch-time tabling events during Earth Month (April) at Bellevue High School, Newport High School and Sammamish High School to provide SchoolPool program information and to sign-up students for free Youth ORCA cards.

Performance measurement spring 2026

- SchoolPool staff conducted the annual Districtwide Travel Survey at the end of the 2026 school year by creating the survey (updating the prior one) and sending the link to principals/school staff, requesting that it be forwarded to families. 321 families responded for 475 students. The percentage of children being driven alone was steadily declining from 2022 to 2024; however, in 2025 this trend began to reverse (from 35.7% in 2024 to 48.4% in 2025). In 2026, the drive alone rate was 48.9%. The SchoolPool team will be working with the city's schools over the course of the next year to identify barriers and help formulate solutions to get more students traveling by sustainable modes.



BELLEVUE SCHOOLPOOL

Roll, stroll or ride



**Walk & Roll to School
Week | Oct. 6-10**

**Walk & Roll to School
Day | Oct. 8**

- Help reduce traffic near schools
- Learn safe biking and walking tips
- Show you care for the environment
- Get exercise
- Have fun!



BellevueSchoolPool.org



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Travel Safety Tips

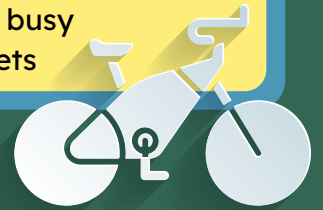
Walking

- Wear reflective material or carry a flashlight when it is dark
- Walk facing the traffic
- Stop at the curb or edge of the road when you want to cross the street
- Always look left, right and left again before crossing
- Don't forget to look for cars that may be turning
- Keep looking left and right until safely across the street



Biking

- Protect your head – wear a helmet
- Ride with the flow of the traffic on the right-hand side of the road
- Obey all signals and signs
- Use proper hand signals for turning or stopping
- Walk your bike across busy intersections and streets



Carpooling

- Plan ahead to ride with other students to and from school
- Pick up a friend on your way to school to ride together
- Walk to a nearby student's house to ride to school together
- Take turns riding with friends to and from school
- Don't forget, always wear a seat belt



Riding the Bus

- Get to your bus stop five minutes earlier
- Stay away from the street when waiting for the bus
- Always obey your bus driver
- Stay on your seat until the bus stops
- Keep hands, arms and head inside the bus
- When crossing a street, always cross in front of the bus where the driver can see you





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For alternate formats, interpreters, or reasonable modification requests please phone at least 48 hours in advance 425-229-6484 (voice) or email bbrashears@bellevuewa.gov. For complaints regarding modifications, contact the City of Bellevue ADA, Title VI, and Equal Opportunity Officer at ADATitleVI@bellevuewa.gov.



Spring 2026:

SchoolPool Challenge

Art Contest



Help encourage walking, biking, taking the bus or carpooling during the Spring 2026 School-Pool Campaign, May 4-8 by answering one of the prompts below in the form of a drawing on the back.

1. Draw your commute to school *OR*
2. Draw a traffic garden for your school's blacktop
3. Draw an alternate use of a parking spot
4. Draw a design for a bus stop shelter

Return your art work to your teacher/advisor or to the front office by Friday, May 15, 2026!

To be filled out by the student:

Student Name: _____ Grade: _____

School: _____

Teacher/Adviser Name or Home Room: _____

To be filled out by a parent/guardian:

Did your student walk, bike, take the bus, or carpool at least once during the week of May 4-8, 2026? ☐ Yes ☐ No

May we use your student's art project for SchoolPool promotions such as yard signs, flyers, posters, calendars, etc.? *Note: Bellevue SchoolPool may add the student's first name and school name to the art project.*

☐ Yes ☐ No

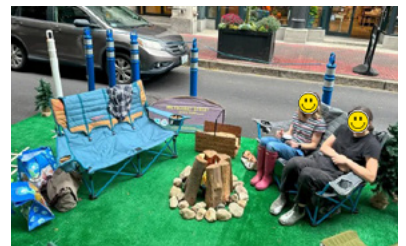
Parent/Guardian Signature: _____

Questions?

Email: BellevueSchoolPool@bellevuewa.gov or visit BellevueSchoolPool.org



Bus stop shelter



Parking spot alternative



Traffic garden



Choose
Your Way
Bellevue



SchoolPool Challenge Art Contest

