



How SRTS practitioners can promote SchoolPool to your school communities

Many schools may not be aware that SchoolPool is a resource that schools and districts can access for free to support their families in carpooling to school. That's where Safe Routes to School Coordinators come in! You can play a key role in promoting the program to schools that you serve through the following steps and resources available on the Oregon Safe Routes to School (ORSRTS) website: www.oregonsaferoutes.org/schoolpool

1. Share the program with district or school administrator using the [SchoolPool One-pager for Decisionmakers](#) template (modify for your needs) and:
 - a. Encourage them to approve setting up a central SchoolPool landing page for the District or school to show that the school is behind this effort and resources can be tailored for the specific school.
 - b. Currently, our materials are set up for an 'opt-in' model; they are welcome to set up an 'opt-out' model, where families are automatically added to the SchoolPool database by the Network Manager - but we do not currently have resources set up for Network Managers/Users on this model but we hope to soon.
2. If District or Principal is interested, reach out to Get There team to let them know that there will be a request coming their way: info@getthereoregon.org
 - a. They will need your help in supporting the school to modify materials to meet the needs of the school/district based on your knowledge. Your role will be to help ensure the school has everything they need to launch the program. The Get There team is the technical support behind the scenes.
3. Principal/admin needs to identify or recruit a Network Manager at their school – share the [Email to \(potential\) Network Managers](#) template email for them to recruit
4. Network Managers sign up using Get There email address info@getthereoregon.org
5. The Get There team will direct them to the resources on the [ORSRTS website](#) for them to use to set up their school and reach out to parents:
 - a. SchoolPool Network Manager Toolkit
 - b. SchoolPool Family Toolkit
6. Safe Routes to School Coordinators can support the school's Network Manager by helping them modify materials from the [ORSRTS website](#) for outreach or for their school's website landing page.