



Case Study: Charter school in Oakland, CA

The Challenge

A charter school network in Oakland California contacted GoKid because they needed to solve a problem of traffic around their school. In September 2018, the school expanded to a second campus. The new campus location was in a neighborhood already suffering from vehicle congestion and the opening of the new location only compounded this issue. The school was facing pressure from local residents and the township to address this traffic problem.

The Proposed Solution

The school decided to encourage parents to carpool in order to cut down on the traffic issues. In March 2019 they contacted GoKid about implementing GoKid Connect in order to allow families within the school to locate and reach out to potential carpool partners - and then to set up and manage their carpools using the accompanying GoKid mobile app. The school also wanted to use GoKid Connect to measure engagement and carpooling stats in order to incentivize and reward families for carpooling.

GoKid Connect was launched at the school on April 23, 2019 to 550 students / 348 families. It is the first school that launched the program with GoKid's self-serve admin portal with which schools can upload the data set themselves and send out invitations to their families. Previous schools needed to be uploaded and launched by the GoKid development team.

Traction

The school used a variety of methods to promote carpooling to their families in addition to the usual e-resources GoKid sends out. The school used physical promotional materials provided by GoKid, posters and banners created by the school, robocalls, raffles for parents to sign up, class-by-class incentives to carpool, email blasts, and they also included information about carpooling in their newsletter and on registration days.

Within the first month, 37% of invited families had already registered in the system and 20 carpool groups were started. This result is especially encouraging as the school launched at the end of the school year - a time when most families are already 'set' in their routines.

Ongoing Work

GoKid is continuing to work with the school to provide resources to encourage more families to sign up to GoKid Connect and start carpools, as well as to provide additional statistics for the school's incentivisation program.