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To: lee.fleming@bonsallusd.com and 16 more...

Sent - TeresaPlatt.com

Fwd: CarpoolToSchool Follow Up

Dear Principal Fleming:

As discussed last week, am researching carpool apps. Many are just variations on message boards (think Craigslist). Others engage paid drivers with a layer of security, caredrivers/babysitters. Others are ride matching services offering various levels of sophistication and functions.

Out of all I've reviewed (at least a dozen), I am recommending only one to you, a ride matching program: [CarpoolToSchool.com](http://CarpoolToSchool.com).

CarpoolToSchool can easily meet your needs and is adding a routing and GPS tracking function this year. It's currently serving 15,000 registered users in 38 schools in 17 states.

I think your high tech students would take to this like ducks to water and help their parents engage in the process. It would be great to have it up and running for the beginning of the school year. I especially like how the app allows the school to control who participates and to actively engage with the users. The app allows matching for bike riding and walking too, a great option if we can get traffic reduced. It also offers advertising which would help offset fees.

Since we all benefit when traffic and pressure for parking spaces are reduced, we need good carpool software at BUSD. Therefore I'll commit [SaveGirdValley.com](http://SaveGirdValley.com) to donating at least \$1000 when BUSD goes live with [CarpoolToSchool.com](http://CarpoolToSchool.com).

The CEO, [Kimberly Moore](#), is extremely responsive and will walk you through an online demo.

Kimberly also recommended you connect with the County's Safe Routes to School program which also offers grants and logistical assistance: <http://www.sandag.org/index.asp?projectId=404&fuseaction=projects.detail>

I've emailed and left them a voice mail so will let you know what I learn.

Hope this all helps.

Best,

Teresa Platt