



## CLIMATE ACTION AND RESILIENCE COMMITTEE

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6:30 PM March 11th, 2026

1800 Francisco Boulevard, Pacifica, CA 94044 in Community Development & Engineering Building

### AGENDA

- i. **Call to Order** (2 mins)
- ii. **Approval of the Agenda** (1 min)
- iii. **Approval of the Minutes** (1 min)
- iv. **Reading of Land Acknowledgement** (1 min)
  - a. The City of Pacifica acknowledges that we occupy the unceded ancestral homeland of the Rammaytush Ohlone peoples, who are the original inhabitants of the San Francisco Peninsula. We honor the Rammaytush Ohlone peoples for their enduring commitment to Mother Earth. As the Indigenous protectors of this land and in accordance with their traditions, the Rammaytush Ohlone have never ceded, lost, nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. We affirm their sovereign rights as First Peoples and wish to pay our respects to the ancestors, elders, and relatives of the Rammaytush Ohlone peoples.
- v. **Community Communications** (10 mins)
  - a. Public Comment: This portion of the agenda is available to the public to address the Committee on items not on the agenda. Statements are limited to three (3) minutes.
- vi. **Council Communications** (5 Mins)
- vii. **CARC Communications** (roundtable sharing)
  - a. Climate Action Toolkit: School Carpool Culture
- viii. **Staff Communications** (15 mins)
- ix. **Discussion** (50 mins)
  - a. Feedback from CARC members on forming additional subcommittee around Resilience
  - b. Formalize subcommittees and their responsibilities
  - c. Next steps for subcommittees; assignments for April's meeting
- x. **Subcommittee Reporting** (25 mins)
- xi. **Adjournment:** 8:30 PM
- xii. **Next Regular Meeting:** April 8<sup>th</sup> (Second Wednesday of each month)



## CLIMATE ACTION AND RESILIENCE COMMITTEE

6:30 PM February 11th, 2026

1800 Francisco Boulevard, Pacifica, CA 94044 in Community Development & Engineering Building

**Note:** The February 11<sup>th</sup>, 2026 CARC meeting minutes are drafted from staff notes during the meeting due to the inability to recover the meetings audio recording.

### AGENDA

- i. **Call to Order:** 6:32 PM
  - a. **Members present:** Deirdre Martin, Margo Meiman, Wren Murphy, Ethan Ng, Joy Richardson, Micaela Jennings, Calvin Chan, Celeste Langille
  - b. **Staff present:** Elizabeth Brooks, Brittany Hernandez, and CivicSpark Fellow, Bella Carreon
  - c. **Council Liaison present:** Mayor Christine Boles
  - d. **Members absent:** Ellen Natesan
- ii. **Approval of the Agenda:** **Chair Martin** motioned to approve the agenda. **Langille** seconded. The motion passes unanimously
- iii. **Approval of the Minutes:** **Chair Martin** motioned to approve the minutes. **Langille** seconded. The motion passes unanimously
- iv. **Reading of Land Acknowledgement:**
  - a. The City of Pacifica acknowledges that we occupy the unceded ancestral homeland of the Rammaytush Ohlone peoples, who are the original inhabitants of the San Francisco Peninsula. We honor the Rammaytush Ohlone peoples for their enduring commitment to Mother Earth. As the Indigenous protectors of this land and in accordance with their traditions, the Rammaytush Ohlone have never ceded, lost, nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. We affirm their sovereign rights as First Peoples and wish to pay our respects to the ancestors, elders, and relatives of the Rammaytush Ohlone peoples.
- v. **Council Communications** (*this section requested to be added permanently by chair Martin*)
  - a. **Mayor Boles** introduced herself and is an architect with goals in advancing and advocating for climate policy and civic education
    - i. Serves on regional committees in the climate space, is on the board for Peninsula Clean Energy (PCE), and is the Council Liaison for the Emergency Services Council, Local Hazard Mitigation Plan (LHMP), and the Emergency Preparedness and Safety Committee (EP&S)
    - ii. Mentioned she appreciates the time and effort from staff and the committee for all the work and is ready for implementation
    - iii. Added that there are funding opportunities for community members to use for home upgrades and free for low-income communities and wants to help electrify the city. She was upset

with past reach code law changes. Additionally, Council is hiring for a new City Manager, Council approved the Local Coastal Plan (LCP) in 2025, and March 7<sup>th</sup> is Council Goal Setting, which is open to the public

**vi. Community Communications**

- a. Public Comment: This portion of the agenda is available to the public to address the Committee on items not on the agenda. Statements are limited to three (3) minutes.
  - i. **Sam Casillas** from Pacific Land Trust (PLT) discussed the SB1 grant and proposed having a liaison between PLT and staff/CARC
  - ii. **Gail Benton-Shoemaker**, from the Parks, Beaches, and Recreation Commission, requested having access to agendas and to be included on the email list
  - iii. **Jonathan Ng**, a citizen of Pacifica and is Youth Committee member Ethan Ng's father, let the group know that he subscribed to receiving agendas moving forward

**vii. Staff Communications**

- a. **Hernandez** promotes Climate California screening at Sharp Park Library on Saturday, March 14<sup>th</sup>, 2026, and asked for suggestions on adding a walking tour of a place in Pacifica for an additional event
  - i. **Chair Martin** proposed getting in contact with Pacific Beach Coalition (PBC) since they have a beach cleanup scheduled for the same day and mentioned that there is a naturalist that comes and speaks to the group
- b. **Brooks** explains budget cycle and discussed down how city plans fit into council's strategic plan and fiscal plans. She continued discussing the grant process in Pacifica, and that if the committee has a grant for us to consider, send it to staff, and we will forward it to our grant consultants at Townsend Public Affairs
- c. **Hernandez** presented Pacifica's strategic plan, budget cycle, goal setting, department head contacts, and vision 2025 and beyond
- d. **Carreon** presented Matrices to help the committees, commissions, and departments interpret the overlapping CARP goals and actions in city plans, and through departments

**viii. CARC Communications** *(this item was requested to be added to agenda for future meetings indefinitely by Chair Martin)*

- a. **Chair Martin** celebrated with the group for reviewing the CARP and sharing their passion, skills, and ideas for the committee. She presented an analysis of the submitted "homework" and provided an overview of suggested subcommittees based on their CARP action preferences

***Chair martin opened public comment.***

- b. **Benton-Shoemaker** mentioned subcommittees can include members of the public that are not a part of the committee. Additionally, she suggests adding, "adopt a 25% tree canopy," for Council's consideration
- c. **Casillas** noted that climate resilience was not a current priority

***Chair martin closed public comment.***

**ix. Discussion**

- a. **Chan** consulted with the Advanced Placement (AP) teacher/ students at Terra Nova High School who are working on an initiative; he is interested in implementing School carpool culture project as a resource or tool to have because it is visible to youth and families. He expressed interest in SamTrans collaboration and complete streets
- b. **Chair Martin** proposed Langille and Natesan to work on resilience together and asked them to begin a plan
- c. **Murphy** serves as the chair of the Eco-Socialist committee in San Francisco, and gave the suggestion to have an "owner" of each subcommittee for accountability
- d. **Chan** proposed eventually including youth engagement into all subcommittees in the coming years of planning
- e. **Brooks** asked the chair what the timeline is, and told the group that staff will provide updates on department head communications when staff begins to meet
- f. **Chair Martin** motions that the CARC forms 6 subcommittees

*Subcommittees are being proposed to prioritize actions, discussion items for agendas, to break down goals/tasks to report back at recurring CARC meetings*

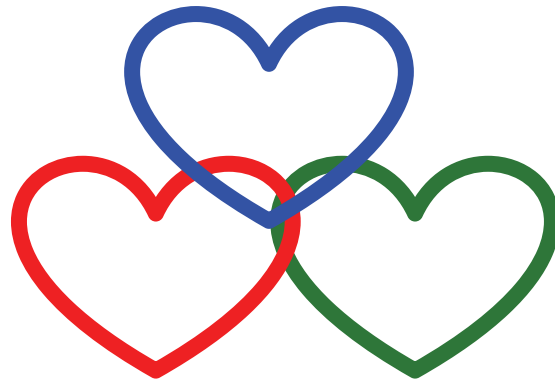
**Wren** seconded the motion. Motion passes unanimously.

Potential Subcommittees & its members:

- i. Building electrification: **Meiman** and **Langille**
- ii. Transportation and mobility: **Martin** and **Murphy**
- iii. Electric Vehicle (EV) and charging infrastructure: **Meiman**
- iv. Food systems and recovery: **Murphy** and **Richardson**
- v. Urban Forestry and Resilience: **Richardson** and **Martin**
- vi. Community engagement: **Ng, Chan, Murphy,** and **Richardson**
- vii. Potential subcommittee – Resilience: **Natesan,** and **Langille**

- g. Benton Shoemaker suggested including people from the public in subcommittee
- x. **Subcommittee Reporting** *(this item was requested to be added to agenda for future meetings indefinitely by Chair Martin)*
- xi. **Adjournment:** 8:30 PM
- xii. **Next Regular Meeting:** March 11, 2026, at 6:30pm

# Climate Action Toolkit: School Carpool Culture



Connection Community Climate  
**Carpool Culture**  
San Mateo County

San Mateo County Office of Education  
Safe Routes to School  
San Mateo County Sustainability Department  
Version 2.0 October 23, 2025

Partners and Contributors:







## A Letter to Schools from San Mateo County Office of Education

### **Empowering Schools toward Climate Action – Carpool Culture**

Ian Bain, Executive Director of Strategy & Communications, San Mateo County Office of Education

#### **Why Carpooling is More Important than Ever**

According to the Intergovernmental Panel on Climate Change, the world needs to cut emissions nearly in half by 2030 to avoid the worst climate impacts. Transportation is a major contributor: it is responsible for nearly 29% of U.S. greenhouse gas emissions, with passenger vehicles making up the largest share.

Carpooling can have a **significant positive impact** on reducing greenhouse gas (GHG) emissions. When people carpool instead of driving separately, fewer cars are needed to transport the same number of people. This directly reduces tailpipe emissions — the main source of CO<sub>2</sub> from personal vehicles.

A typical passenger vehicle emits about 4.6 metric tons of CO<sub>2</sub> per year, so if two people carpool regularly instead of driving separately, they can reduce their annual emissions by approximately 1–2 tons of CO<sub>2</sub> each. If carpooling became widespread, congestion would decrease, traffic flow would improve, and vehicles would spend less time idling, which further cuts emissions. Overall fuel consumption would also drop.

For example, if a 20-mile round trip commute is shared by 2 people instead of driven individually, CO<sub>2</sub> emissions could be cut by about 0.5 metric tons per year per person. At scale (e.g., in a city of 1 million people), even 10% adoption of carpooling could reduce millions of tons of emissions annually.

#### **Why This Toolkit is Important**

Many people understand why carpooling is important, but don't know how to get started. This toolkit provides students, families, schools and youth organizations with information and actionable next steps to implement carpooling in their communities.

Thank you for joining the San Mateo County Office of Education in supporting “Carpool Culture” for our schools, communities, and neighborhoods.



# Climate Action Toolkit: School Carpool Culture

## Schools & Youth Organizations to Encourage Carpooling

October 23, 2025

Dear School & Community Leaders,

We invite you to join San Mateo County's efforts to develop a "School Carpool Culture" for schools and youth programs. Carpooling to school and youth activities improves the local environment, neighborhood traffic, and social connections in our communities. We are providing a "Toolkit" to help your organization encourage carpooling between families and inspire a culture of carpooling.

This "Climate Action Toolkit: School Carpool Culture" offers practical resources that can be adapted by schools and non-profit organizations, including:

1. [Template Letter/Webpage: School to Families](#)
2. [Newsletter & Social Media Visual Posts](#)
3. [Fact Sheet & References](#)
4. [Technology Apps to facilitate carpooling](#)
5. [How-to-Guide for a Transport Social Event](#)
6. [Info about other climate-friendly transportation: SamTrans, Bicycling, and Walking](#)

Thank you for improving the environment of your local community.

Sincerely,

Theresa Vallez-Kelly, MPH  
Safe Routes to School  
San Mateo County Office of Education

Julie Hilborn  
Environmental Literacy & Sustainability  
San Mateo County Office of Education

Jess Dominick  
Sustainability Department  
County of San Mateo



## Template Letter/Webpage: From School to Families

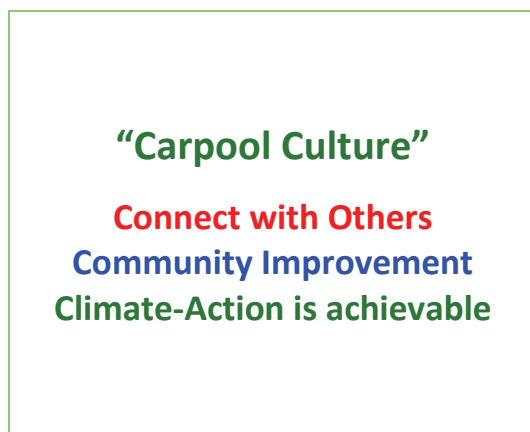
Instructions: Please adapt this template message for your newsletters, emails, and/or school webpages. The template for personalizing the "Carpool Culture" visual is linked [here](#).

Month Date, 2025

Dear Families:

We are joining leaders across San Mateo County to encourage **carpooling** in our community. Carpooling helps the environment, reduces traffic congestion, and strengthens social connections.

**Please consider carpooling to school!** Over 60% of greenhouse gas emissions in San Mateo County are from automobiles. By carpooling with other families, you can help our environment, reduce traffic congestion in our local neighborhoods, and connect our school community. **GreenTip: Communicate with various families to find potential combinations that fit busy schedules.**








Thank you for supporting our families and environment!

Sincerely,

Principal/ President/ Teacher/ Coach/ Team Manager

# Messages for Social Media & Newsletters

Instructions: Please adapt these messages & images for your newsletters, emails, school meetings, and/or social media to encourage carpooling and promote climate action.

Messages	Graphics
<p><b>“Carpool Culture”</b>            Reduce your carbon emissions            Improve traffic in your community            Strengthen social connections</p>	 <p><b>Connection</b>  <b>Community Climate</b></p>
<p><b>“Carpooling Helps Your Community”</b>            Improve traffic in your community            Strengthen social connections            Help other families</p>	 <p><b>Connect more Better</b>  <b>Traffic Help Others</b></p>
<p><b>“Carpool Culture”</b>  <b>creates</b>  <b>“Climate Champions”</b>            Carpooling reduces carbon emissions &amp; traffic congestion, and            Encourages green transportation</p>	 <p><b>Less Emissions Better Traffic</b>  <b>Green Transportation</b></p>
<p><b>“Climate Champions”</b>            Climate-friendly transportation  <b>Walk, Bike,</b>  <b>Bus, or Carpool</b></p>	 <p><b>Bus Walk+Bike</b>  <b>Carpool</b></p>
<p><b>“Carpool Culture”</b>  <b>Connect with Others</b>  <b>Community Improvement</b>  <b>Climate-Action</b></p>	 <p><b>Connection</b>  <b>Community Climate</b></p>



# Fact Sheet: “Benefits of Carpooling to School”

This fact sheet provides schools and youth activity programs evidence-based information and references to encourage carpooling as a feasible strategy to promote climate action.

## Carpooling addresses important **social** and **environmental** problems.

### *Social*

- **Schools, parks, and community centers** are crowded by parking and drop-off.
- **Parents** are busy and may be unable to drive to all their children’s activities.
- **Youth** can become more socially connected through carpooling.
- **City & neighborhood roads** are congested during the morning and afternoon school commute.

### *Environmental*

- **Auto transportation** emits 61% of Greenhouse Gas Emissions in San Mateo County, the top contributor of all GHG emissions.
- **Climate change** is accelerated by cars burning fossil fuels that generate greenhouse gas.
- **Air quality** and **environment** are impacted by cars traveling locally.

**Carpooling is a climate-friendly alternative** to single-family driving to school. Developing a “Carpool Culture” promotes climate action and encourages other climate-friendly transportation options.

	Facilitators	Barriers
<b>Walk &amp; Bike</b>	Sidewalks Bicycle lanes	Unsafe crossings Steep hills, narrow streets, distance
<b>Bus</b>	Convenient route & schedule Costs are affordable	Schedule is unclear and not timely. Fees are high and inconvenient
<b>Carpool</b>	<b>Understand community benefits</b> <b>Encouragement by leaders</b> <b>Social norm</b>	Youth and families unconnected Parents scheduling with each other Schools & CBOs concerned about feasibility

## 2. Evidence-based resources were used to develop this toolkit. You can read more from this information.

- Safe Routes to School Guide. Encouraging Walking, Bicycling and Carpooling. [http://guide.saferoutesinfo.org/dropoff\\_pickup/encouraging\\_walking\\_bicycling\\_and\\_carpooling.cfm](http://guide.saferoutesinfo.org/dropoff_pickup/encouraging_walking_bicycling_and_carpooling.cfm)
- San Mateo County Safe Routes to School. Program Guide. Fall 2011 City County Association of Government of San Mateo County, San Mateo County Office of Education. [https://ccag.ca.gov/wp-content/uploads/2014/07/San-Mateo-County-SR2S-Program-Guide\\_Final\\_Low-Res.pdf](https://ccag.ca.gov/wp-content/uploads/2014/07/San-Mateo-County-SR2S-Program-Guide_Final_Low-Res.pdf)
- Shaheen, S, Cohen A, Bayern A, “Benefits of Carpooling” 2024. Transportation Sustainability. Institute of Transportation Studies at UC Berkeley <https://escholarship.org/uc/item/7jx6z631#main>
- Julagasigorn P et al., “What encourages people to carpool? A conceptual framework of carpooling psychological factors and research. Transportation Research Interdisciplinary Perspectives. Dec 2021. [www.sciencedirect.com/science/article/pii/S2590198221001986#b0130](http://www.sciencedirect.com/science/article/pii/S2590198221001986#b0130)
- Olsson LE et al., “Why do they ride with others? Meta-analysis of factors influencing travelers to carpool” Sustainability 2019. <https://www.mdpi.com/2071-1050/11/8/2414>

# Technology Apps to Facilitate Carpooling

In recent years, technological applications (e.g., mobile apps, websites, location-based navigation services, ) have been developed to facilitate carpooling. In general, the apps can be helpful, but they're not necessary to start carpooling. Some of the more popular and effective apps are summarized below, with links that can be further reviewed by school organizations.

**CommuteStar: Organize a School Pool** <https://commute.org/resources/schools/>

Commute.org, the joint powers agency (JPA) comprised of 19 cities and towns, as well as the County of San Mateo, offers information to schools on its website: <https://commute.org/resources/schools/>, explaining, "Parents and school administrators can take advantage of the [CommuteStar](#) mobile application to organize carpools to and from school. This tool helps parents share the responsibility of getting students to school, which saves them precious time while also reducing the number of trips made to and from a campus."

CommuteStar is a free app that tracks different modes of sustainable transportations, offers [incentives](#) to sustainable commuters, and helps organize riders into pools. For schools looking to create an organized system for carpooling, Commutestar also offers a free "SchoolPool" carpool matching system for your school in the app. The carpool system would match nearby families going to/from school. More information can be found by emailing [support@commute.org](mailto:support@commute.org) and visiting <https://commute.org/resources/schools/>

**"Carpooling Apps for Families" Webpage** <https://sustainableamerica.org/blog/carpooling-apps-for-families/>

A non-profit organization, Sustainable America, offers a webpage that lists several apps "designed specifically to make it easier for families and school communities to arrange carpools." Of the 5 apps featured, the 2 apps with more than 500 ratings, and average rating above 4 stars are:

- [Carpool-Kids](#) is an iOS/Android app that "allows you to invite friends, set up one-time or repeating car pools, and get email updates to keep everyone up to date on each car pool."
- [GoKid](#) is an iOS/Android app that "makes it easy to schedule car pools with other parents, and school administrators can also sign up for GoKid Connect to help parents find and create car pools within the school community."

**"How to Manage a Successful Carpool"** webpost by PikMyKid can be a helpful resource for families and schools.

Most schools and families don't need to use a technology app to facilitate carpooling, but some may find specific elements useful (e.g., coordinating complex schedules) to consider. However, the first step is for the school (or youth organization) to encourage carpooling. Parents would naturally begin discussing with those they are comfortable with, gaining a sense of where people live and their schedules. This grows a culture for carpooling, which then the Apps can support.



# Hosting a Transportation Social

The example

below is a “How-To Guide” for schools to host a “Transportation Social” [More information here](#)

## How-To Guide Transportation Social



### What is a transportation social?

A transportation social is a simple event that helps caretakers and families **connect and build friendships** with one another, while promoting walking, biking, and shared transportation to and from school. These connections can help children find walking buddies, bus buddies, and more to help support families in choosing active transportation. Building strong carpool and transit networks also helps children nurture positive relationships both in and out of the classroom.

#### Keep the “Social” in Transportation Social

A transportation social is, first and foremost, social. It’s an opportunity to meet with other families from your school in a supportive environment to find solutions to common transportation issues affecting many families. By working together, you not only build a stronger sense of community, but you can also reduce congestion in pick-up and drop-off areas, ensure fewer pedestrian hazards around the school, and allow for more efficient allocation of parking resources.

### Planning the event

*Organizing a transportation social is relatively simple:*

#### 1. Get buy-in from the school community

To be sure this meeting will be productive, get buy-in from the school Principal and PTA/O before planning. Use varied communication methods to reach as many families as possible with the invitation.

#### 2. Get some help.

Once you have the support of the administration, start building a network of interested parties. You’re likely to find other interested parents and caretakers at PTA meetings, community gatherings, and out and about in your neighborhood.

#### 3. Plan early.

Transportation socials are best held in the beginning of the school year when many parents are figuring out how to get their kids to school and home. Parents and caretakers who are new to the school are especially eager to connect and a transportation social is a great way to bring folks together.

#### 4. Consider piggybacking.

One way to make your gathering easy and accessible is to pair it with an event that is already planned for the beginning of the school year, such as a back-to-school night. However, if you do want to do a stand-alone event, be sure to set a date that doesn’t conflict with other back-to-school activities.

#### 5. Get interactive!

To make your social more engaging, you might consider finding partners from the community who could set up a table at your event and possibly bring swag and transportation information. Some potential partners might be:

- San Mateo County Office of Education - Safe Routes to Schools
- SamTrans
- San Mateo County Public Health
- San Mateo County Sustainability
- Stanford OurVoice
- Commute.org

#### For more resources, check out:

- <https://sustainableamerica.org/blog/carpooling-apps-for-families/>
- <https://tinyurl.com/24jyvauz>

Resource by





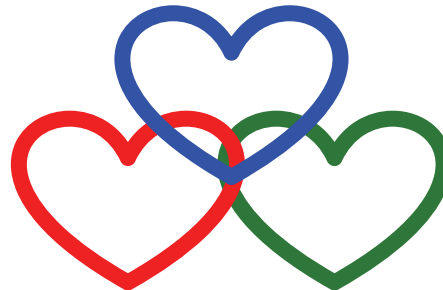
# Climate-Friendly Transportation to School

Carpooling can be an easy alternative to driving a single-family to school. By carpooling to promote climate-action, families may consider other modes of transportation, including taking the bus, walking, and biking. The messages and information below can be adapted to communicate with your community.

## Climate Champions:

Instead of driving a single-family to school, try a more environmentally-friendly mode of transportation:

**Walk, Bike,  
Bus, or Carpool**



Connection Community Climate  
**Carpool Culture**  
San Mateo County

**Public Bus:** “GET 2 SCHOOL ON SAMTRANS” [www.samtrans.com/rider-info/youth-riders](http://www.samtrans.com/rider-info/youth-riders)

“SamTrans is a safe, clean and convenient way to get to school. With buses traveling throughout San Mateo County, students and parents have come to rely on SamTrans for arriving at school on time.” Routes to Schools are described here: <https://www.samtrans.com/rider-info/youth-riders#tab-808412-pane-3>

SamTrans offers discounted fares for passengers 18 and younger. [Find out more on our Fares page.](#)

- Fares for Youth (Age 18 & younger) on Clipper: \$1.00
- Monthly Pass (Clipper) \$27.00
- Youth can get Clipper cards free, please [click here to get to the application.](#)

In partnership with the San Mateo County Office of Education, SamTrans provides free bus fares for Socioeconomically Disadvantaged (SED) students, Click [Youth Unlimited](#) to learn more.

**Walk & Bike:** Safe Routes to School, San Mateo County

“San Mateo County Safe Routes to School encourages and enables school children to walk and bicycle to school by implementing projects and activities that improve the health, well-being, and safety of children, which result in less traffic congestion and emissions caused by school-related travel.”

- Website: [www.smcoe.org/for-schools/safe-and-supportive-schools/safe-routes-to-school/](http://www.smcoe.org/for-schools/safe-and-supportive-schools/safe-routes-to-school/)
- Program Guide by City County Association of Government of San Mateo County, San Mateo County Office of Education, 2011. [https://ccag.ca.gov/wp-content/uploads/2014/07/San-Mateo-County-SR2S-Program-Guide\\_Final\\_Low-Res.pdf](https://ccag.ca.gov/wp-content/uploads/2014/07/San-Mateo-County-SR2S-Program-Guide_Final_Low-Res.pdf)

# Acknowledgments:

“School Carpool Culture” was developed as a project of the San Mateo County Youth Climate Ambassadors Leadership Program, a partnership between the San Mateo County Office of Education, County of San Mateo’s Sustainability Department, Peninsula Clean Energy, and Citizens Environmental Council. We’re grateful to Jess Dominick of the San Mateo County Sustainability Department for her valuable mentorship. [www.smcsustainability.org/climate-change/youth-programs/youth-climate-ambassador/](http://www.smcsustainability.org/climate-change/youth-programs/youth-climate-ambassador/).

The “School Carpool Culture” Toolkit was then co-developed and implemented with San Mateo County Office of Education’s Safe Routes to School Team. We’re grateful for the valuable guidance from Theresa Vallez-Kelly of the San Mateo County Office of Education.

We are grateful for the advice and contributions from the following people and organizations.

- Theresa Vallez-Kelly, San Mateo County, Safe Routes to School
- Julie Hilborn, San Mateo County Office of Education, Environmental Literacy and Sustainability Initiative
- Ian Bain, San Mateo County Office of Education
- Jess Dominick, San Mateo County Sustainability Department
- Kaili Hutchins, Safe Routes to School Fellow (Americorps)
- Elizabeth Allen, Safe Routes to School Fellow (Americorps)
  
- Lexi Macario, Parks, Beaches and Recreation, Youth Advisory Board, City of Pacifica
- Kimberly Finale and Maria Barr, Climate Action Task Force, City of Pacifica
- Greg Wright, City Council, City of Pacifica
  
- Tina Van Raaphorst, Deputy Superintendent, Jefferson Union High School District
- Marlene Gutierrez, Terra Nova High School
- Megan Carey, Principal, Terra Nova High School
- Ava Litz, Terra Nova High School
- Joel Bruxvoorst, Jefferson Union High School District Sustainability Committee
- Jefferson Union High School District Sustainability Committee

For questions, comments, and suggestions, contact:

Theresa Vallez-Kelly, Safe Routes to School San Mateo County Office of Education, [tvkelly@smcoe.org](mailto:tvkelly@smcoe.org)  
Calvin Chan, San Mateo County Youth Climate Ambassador, [calkchan@gmail.com](mailto:calkchan@gmail.com), [cchan2@pacifica.gov](mailto:cchan2@pacifica.gov)

## Creating a School Carpool Culture as a Strategy for Local Climate Action

### KEY TAKEAWAYS

Encouraging families to carpool to school is a feasible strategy that benefits the environment, community, and social connections. By considering theories of social psychology of families considering carpooling, we have compiled tools to create a “School Carpool Culture” that changes social norms, attitudes, and behavior change.

### IMPACTS

#### CLIMATE BENEFITS

- Reduced GHG emissions and fuel consumption.
- Motivate further action to improve climate and environment
- Encourage other green transportation, including walk, bicycle, and bus.

#### COMMUNITY BENEFITS

- Families help each other with commuting and caring for children.
- Schools will have improved traffic and need for fewer parking spots.
- Neighborhoods that surround schools will experience less traffic congestion.

#### CONNECTIONS OF FAMILIES

- Parents enjoy helping each other.
- Students can discuss their feelings and thoughts before/after school.
- Families share a purpose for climate-change, community improvement, and social support.



### INNOVATIVE DRIVERS OF CHANGE FOR CARPOOLING TO SCHOOLS & YOUTH ACTIVITIES

EXISTING POLICY STRATEGIES FOR CARPOOLING TO WORKPLACES MAY **NOT** BE EFFECTIVE FOR SCHOOL.

- Businesses invest in costly policies and programs to increase carpooling, including reserved parking, cost subsidy, high-occupancy vehicle lanes.
- The employer benefits and tax incentives are not relevant and financial cost-savings of a short-distance are limited.
- School districts cannot afford subsidies for all of their students’ families.

#### UNIQUE FACTORS OF COMMUTING TO SCHOOL

- Crowded roads in neighborhoods near schools
- Congestion, chaotic school parking lot during morning drop-off & afternoon pick-up.
- Students live in different neighborhoods of a school’s catchment
- Busy working families
- Children and parents gradually develop social connections with families that live in their neighborhoods.

#### SOCIAL PSYCHOLOGY

Theories of social psychology help bridge a family’s existing considerations for the everyday task of ensuring their kids are transported safely to and from school – to consider the more theoretical social impact of carpooling to the school, community, and environment.

In the scientific paper, “What encourages people to carpool?...” Julagasigorn, et al. (2021) proposes a theoretical framework that can help understand how to encourage families to carpool to school.

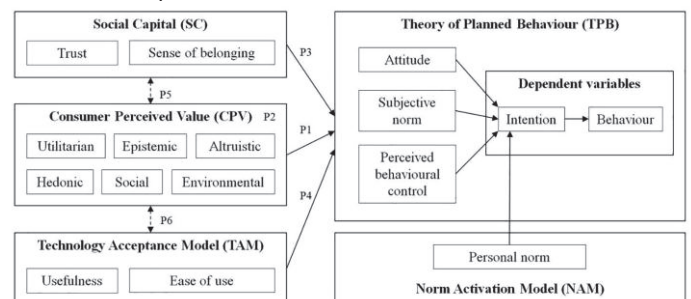


Fig. 3. Proposed theoretical framework (Authors).

The theories of Social Capital and Consumer Perceived Value helps understand how families can change their attitude

about carpooling and schools can motivate the “subjective norm” toward a culture change of carpooling.

## CULTURE CHANGE AMONG FAMILIES AT SCHOOLS

By considering social psychology theories of carpooling, we create the tools for the county and schools to develop social norms and behaviors in the community.

- Consumer Perceived Value (CPV) includes the *logical* benefits of carpooling to school, including the *utilitarian* rationale of saving time and gas, the *altruism* of helping families, and the *environmental* benefit of reducing GHG emissions. These values are implemented with the “**Fact Sheet**” that’s summarized with “**Key Messages.**”
- Social Capital (SC) can be built with *trust* in the government and (consumer value) benefits of carpooling; and cultivating a *sense of belonging* to a Carpool Culture. This Social Capital is built by the co-development of the Climate Action Toolkit by local experts and endorsement by governmental authorities. A **sense of belonging to a “Carpool Culture”** can be increased by utilizing community-oriented messages and images.
- Technological Acceptance Model (TAM) is less relevant for creating a “carpool culture”, but families may find that some mobile apps will significantly help the daily logistics of carpooling
- Promoting the social capital of “School Carpool Culture” along with the families logical benefits (CPV) to the climate, community environment, and to families can lead to the changes in parents’ *attitude* and the *subjective norm* of a school district, city, and county, which are the starting points for the Theory of Planned Behavior.

## GOVERNMENTAL AGENCIES CAN SUPPORT SCHOOLS & FAMILIES

### REGIONAL & COUNTY GOVERNMENT

- Develop key information about the benefits of carpooling and other climate-friendly transportation modes.
- Facilitate multi-agency and regional collaboration
- Inform and encourage cities, school districts, and non-profit organizations across the region.
- Update Commute.org website for school carpooling ([link](#)) with resources for parents and schools.

### CITY GOVERNMENT

- Help develop and adapt information about carpooling.
- Communicate the benefits to local communities.
- Encourage organizations and communities to carpool.
- Consider incentives for carpooling to school and youth activities.

### SCHOOL DISTRICTS

- Communicate the benefits of carpooling to school and community programs to families
- Develop a social norm of carpooling to school.
- Encourage organizations that utilize the school campus to carpool.

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# Potential CARC Subcommittees

Electrification & Permitting	Transportation & Mobility	EV & Charging Infrastructure	Food Systems & Recovery	Community Engagement	Urban Forestry
Margo	Wren	Margo	Joy	Ethan	Joy
Celeste	Deidre	Celeste	Wren	Calvin	Deidre
				Wren	
				Joy	
<b>Resilience</b>					
Ellen?					
Celeste?					