

Gesher Jewish Day School

Transportation Expansion in Northern VA • Impact Grant

Gesher will expand their bus service from 4 to 5 routes in order to cut ride time and improve service. With improved transportation, Gesher will be able to offer more families in Northern Virginia the opportunity to benefit from the school's secular and Jewish education.

Proposal

Transportation Expansion

Funding

\$30,000

Category

NOVA - Impact

Program Goals

1. Increase student retention from communities 15 miles from Gesher because of increased access to transportation.
2. Increase enrollment in new transportation access points as a result of increased transportation.
3. Increase enrollment pipeline by promoting new routes and access to transportation.
4. New families will be tracked to determine whether the decision to enroll (or not) was due to transportation options (or lack thereof).

Metrics



Increase student participation in transportation by 25% (current ridership is at 32 (23% increase from FY18-19 school year) with the goal of increasing ridership to 40 students next year

Q1&2: Ridership on Gesher bus routes increased by 15% for this school year

4-5

additional families from furthest locations (Sterling, Arlington, Alexandria) utilizing transportation

Q2: Increased ridership from Ashburn, Arlington, and Alexandria, which are the furthest locations from which families are sending children to Gesher



Will track the number of positive responses to surveys stating transportation as a decision-making factor for sending a student to Gesher



Increase to 23 families (from 18) families using bus service

Q2: For this year, 21 families are utilizing the Gesher bus service

