

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: Year-End Reporting



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

15% ridership increase over the previous year

4-5

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

4 routes



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

No update



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

21 families

COVID Impact: As there was no school from March-June, that meant that there was no bus ridership. Gesher still needed to pay out the bus contract to the company regardless of COVID.

