

Gesher Jewish Day School

Transportation Expansion • Impact Grant

For the 2020-2021 school year, Gesher's transportation expansion seeks to ensure Gesher transportation is both cost efficient and strategic with expanded bus stop locations across Northern Virginia and provide families with improved communication through a bus tracker app which can be accessed via their smartphones. Our overall enrollment and our buses are now "COVID full." While in a normal year we could accept additional students, we have placed enrollment caps on all grades. We have waitlists in several grades and will continue to revisit our enrollment growth options in COVID and Post-COVID scenarios.

Proposal

Transportation Expansion

Funding

\$38,000

Category

Renewal - 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

NOTE: Gesher organized the transportation at the beginning of the school year, therefore, all metrics have been achieved.



11 new attendees
FINAL: 30 total (due to COVID capacity)



11 new families due to transportation option
FINAL: 11 new families



23 unique attendees
FINAL: 30 total unique attendees



2 new pre-K families due to transportation option
FINAL: 1 new pre-K family on transportation, 1 retained pre-K family