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Free Online Tool Connects San Francisco Families to Local Education Resources

ZipRoad.Org Helps San Franciscans Find, Learn About and Choose the Best Education Programs

SAN FRANCISCO – There are a wealth of educational options available to San Francisco’s students, if families know where to find them. One Economy Corporation, as part of its mission to use innovative technology applications to improve people’s lives, has created [ZipRoad](#) to give San Francisco students, parents and caregivers easy access to local, trusted information so they can make informed decisions about education resources. While ZipRoad is growing into a national resource, San Francisco is its first site.

“Many people are not aware of all the resources available to bolster their own academic success,” said Rey Ramsey, chief executive officer of One Economy Corporation. “ZipRoad makes it easy. Type in your zip code and there it is.”

With local support from the William and Flora Hewlett Foundation, ZipRoad enables students, parents, caregivers, and teachers to find information and resources to support educational needs. By simply entering their zip codes, individuals are quickly on the path to finding information about schools, as well as quality and affordable after-school, tutoring, homework help, college prep, and parent support programs in their neighborhoods. Users are able to comment, rate, and review these services, thereby sharing their own experiences and expertise.

ZipRoad features:

- A searchable database of schools, and after-school, homework help, summer, tutoring, and college programs;
- Support information about how to understand and evaluate the schools and programs;
- Personalized accounts that allow parents to save programs they are interested in;
- An easy-to-use interface designed to be accessible to low-literacy users; and
- Content in English and Spanish.

By partnering with GreatSchools, the American Camp Association, and local community organizations, One Economy Corporation has created a robust, localized tool with a broad and deep awareness of the best programs available in San Francisco. Education experts and local researchers have developed in-depth listings and customized content that is tailored to reflect the resources and particular needs of the area.

“The launch of this very localized resource by an organization whose mission is to deliver the power of technology and information to low-income people is an important step in making GreatSchools’ resources available to as many parents as possible,” says Bill Jackson, founder and CEO of GreatSchools. “GreatSchools helps parents easily research K-12 schools nationwide and helps them support the academic success of their children. We applaud One Economy on their great work on getting this important resource launched.”

Zip Road builds on the success of other One Economy programs in the Bay Area. San Francisco’s Digital Connectors, youth leaders who serve as technology ambassadors in the Mission District and Visitacion Valley neighborhoods, have already helped hundreds of families learn about the power of technology to improve their lives by contributing more than 320 service hours since 2004. In the coming weeks, the Digital Connectors will help improve education in their area by introducing families to ZipRoad at training events.

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Learn more at www.ZipRoad.org and www.one-economy.com.

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One Economy Corporation is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people, giving them valuable tools for building better lives and entering the economic mainstream. We help bring [broadband into the homes](#) of low-income people, [employ youth](#) to train their community members to use technology effectively, and provide [socially responsible media properties](#) that offer a wealth of information on education, jobs, health care and other vital issues.

About GreatSchools (www.greatschools.net)

GreatSchools Inc. is an independent, nonprofit organization working to improve K-12 education by inspiring parents to get involved. Its online media property, GreatSchools.net, is the nation's premier provider of K-12 school information, reaching 33 million users last year, an estimated reach into 33% of the nation's K-12 households. GreatSchools provides school information on its free Web site, GreatSchools.net, and through its free email newsletters thanks to the support of foundations and corporations that understand the importance of parent involvement in a child's education.