



Free BART Rides for School Field Trips

A Program Offered by SF Bay Area Rapid Transit District & The Youth Transportation Organization

Fall 2021 | Winter 2022



Introduction

A 2011 study found that attending a field trip to a cultural institution resulted in improvements in critical thinking, historical empathy, and tolerance. The benefits were more pronounced for those from less-advantaged backgrounds.

Bay Area teachers often lack the resources to fund field trips to enrich the education they provide to Bay Area children. Many children, especially those from lower income communities, do not have the opportunity to learn about Bay Area culture, history, and science.

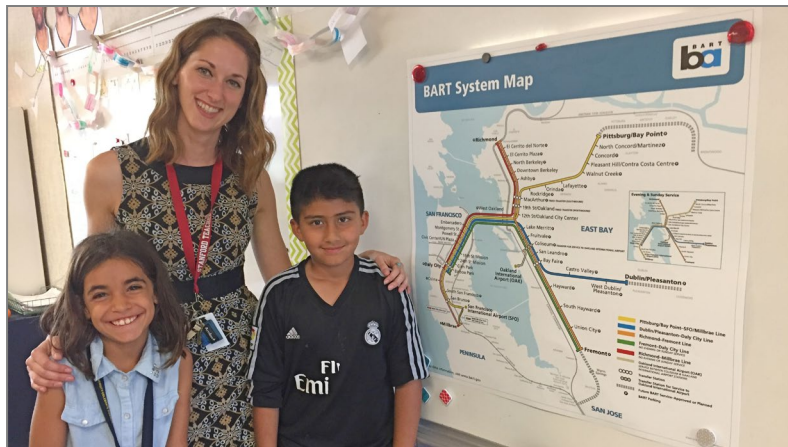
During midday periods, BART has extra capacity to carry riders and the purpose of this program is to make field trip transportation free for students and chaperones so that Bay Area teachers can better afford this kind of enrichment.

A proven program

Through grant funding, BART most recently partnered with Monterey Bay Aquarium to offer free rides to 40,000 Bay Area students. The program sold-out within a few weeks! Other previous BART free field trip sponsors include the Exploratorium, Nestle, Kaiser, and American Express.

"This program was so fantastic. It made an otherwise impossible field trip possible for our students-many of whom have never been on BART and some of whom have never been to San Francisco at all!"

—San Leandro Unified teacher




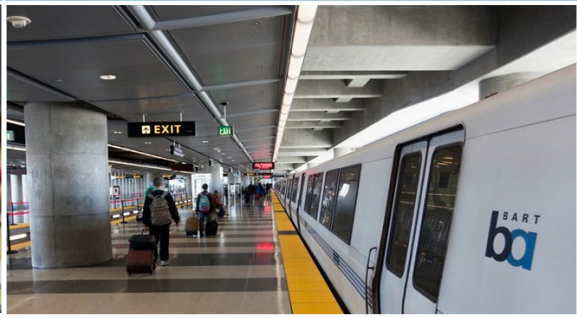


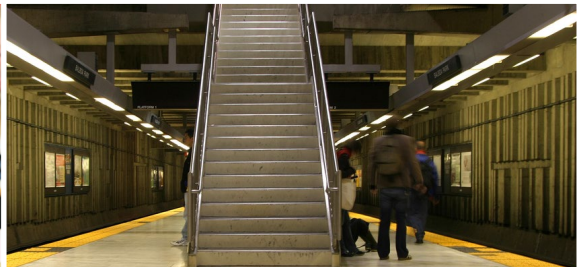

"We lost our Title 1 funding this year, but still have many students who cannot pay for trips! This program allowed us to come on this trip], many students saw San Francisco for the first time!"

—Berkeley Arts Magnet teacher




Who we are

BART	Yoots	Partnership
<p><i>BART is a train system connecting SF and Oakland with urban and suburban areas in Alameda, Contra Costa, San Mateo and Santa Clara Counties.</i></p> <p><i>BART serves 50 stations and over 112 miles of track. BART is the fifth-busiest heavy rail transit system in the U.S. with the mission to provide safe, reliable, clean, quality transit service for riders.</i></p>	<p><i>The Youth Transportation Organization (Yoots) is a 501(c)(3) Bay Area organization.</i></p> <p><i>Providing free to low-cost transportation solutions within the region, Yoots' mission is to eliminate transportation as a barrier to experiences and learning opportunities for low-income and under-represented youth.</i></p>	<p><i>BART needed an experienced non-profit partner to manage an ongoing field trip program.</i></p> <p><i>Together, with a focus on transit and supporting Bay Area youth, BART and Yoots create the perfect partnership to bring this program to students and teachers across the region.</i></p>

Challenges to overcome

FOR STUDENTS	FOR BART	FOR VENUES
<p><i>Access to external education opportunities. Almost 50% of students cannot afford to get there.</i></p>	<p><i>Need for mid-day riders.</i></p>	<p><i>Need for increased admissions.</i></p>
		
		

With sponsorship support

FOR STUDENTS	FOR BART	FOR VENUES
<i>Lives are enriched!</i>	<i>Mid-day cars are filled!</i>	<i>Alive with students!</i>
		

Long-term effects

Enhanced education lasts a lifetime, creating better
Future Employees, Customers, and Global Citizens



Field Trip Eligibility

BART and Yoots will prioritize Title 1 schools—schools in which children from low-income families make up at least 40 percent of enrollment.

BART and Yoots will also provide on a first-come, first-served basis, trips for enrolled students of elementary, middle, and high schools located in Alameda, Contra Costa, San Francisco, San Mateo, and Santa Clara counties on school-sponsored field trips for educational purposes.



Making the vision a reality

Students, BART and Bay Area venues are ready—
we just need **YOU!**

GOAL

*Provide free rides on
BART for 400,000
student field trips
annually*

FUNDS NEEDED

*\$2.5 million/year
BART makes your
contribution go even
further by providing a
62.5% youth ticket
discount for
students*

DISTRIBUTION OF FUNDS

*88% to BART for
administration and
transportation

12% to Yoots for
program
administration**

**Includes managing fund, outreach to schools and venues, managing and fulfilling trip requests.*



Opportunity

Sponsors will receive BART recognition through its many media, business and community channels*

Leveraging relationships with television, radio, and print media to generate widespread coverage of this unique program and the sponsor's role.

Ongoing and active programs aimed at the large audience of weekday BART riders, including messages in BART stations and trains, as well as via extensive social media and email lists.

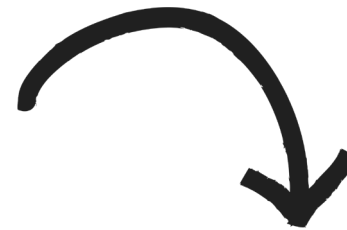
Program materials sent directly to hundreds of local schools, parent organizations and education foundations. BART and Yoots have contacts with public and private schools and community organizations in the counties it serves.

Spark imagination and curiosity in hundreds of thousands of Bay Area children who may otherwise never explore their own backyards.

**Level of sponsorship will determine level of promotional Marketing.*



Current sponsors



**YOUR LOGO
HERE**



FAQ's

1. What is the average price for a field trip on BART?

A. A field trip for 30 students and chaperones averages about \$150

2. Would this be a one-time gift spent according to the requests BART receives or on-going?

A. One-time, quarterly, and fiscal-year gifts accepted – ongoing is preferred

3. What type of field trips would be supported?

A. School-sponsored academic, cultural, health and wellness, and community focused

4. Who would receive the funds?

A. Funds will be accepted, banked, acknowledged and given 501(c)(3) tax deduction benefit by the Youth Transportation Organization (Federal Tax ID: #81-3347726)

5. What, if any, liability and/or risk do Sponsors take on?

A. There would be no liability to the Sponsor

6. When can we get started?

A. Our goal is to run a pilot program in Fall 2021 with full program expansion in 2022.

We want to hear from you!



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▶ Thank you!

