



▶ Free Field Trips on BART

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

Fall 2020



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. As such, many children, especially those from lower income communities, are not able to learn about Bay Area culture, history, outdoor spaces and science. At the same time, BART has extra capacity to carry riders during school hours. The purpose of this program is to make field trip transportation free to students and chaperones so that Bay Area teachers can provide their students this valuable enrichment.

What is BART?



The San Francisco Bay Area Rapid Transit District (BART) is a train system connecting SF and Oakland with urban and suburban areas in Alameda, Contra Costa, San Mateo and Santa Clara Counties. BART serves 48 stations and has over 112 miles of track. With an average of 410,000+ weekday riders and 126 million riders annually, BART is the fifth-busiest heavy rail transit system in the U.S. BART's Mission is to provide safe, reliable, clean, quality transit service for riders.



What is Yoots?



The Youth Transportation Organization (Yoots) is a 501(c)(3) organization based in the Bay Area. Yoots' mission is to eliminate transportation as a barrier to equity for low income and underrepresented youth.

Yoots will collaborate with BART by managing the Free Field Trip Fund and by processing and fulfilling field trip requests from teachers, creating a robust destination directory, as well as creating access to “feeder” transportation that will extend connections to and from BART. We envision a program that will provide a one-stop-shop for teachers for free and easy transportation and to discover appropriate field trip destinations that will enhance their classroom curriculum.

Background



The “Free Student Field Trips on BART” program has been previously offered by BART through grant funding. In Fall 2014, BART partnered with Monterey Bay Aquarium to offer free rides for school field trips to locations near BART stations to approximately 40,000 K-12 Bay Area students. The program was extremely popular, and all reservations were sold-out within a few weeks for travel taken through Spring 2015.

"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.

Other previous free field trip sponsors include the Exploratorium, Nestle, Kaiser, and American Express.

What is a Title 1 school?



From the U.S. Department of Education:

Schools in which children from low-income families make up at least 40% of enrollment are eligible to receive Federal Title I funds. Funds are used to operate schoolwide programs that support effective, evidence-based educational strategies that serve all children in the school to help them meet challenging state academic standards and close the achievement gap.



CA Dept of Ed 2017-18



Bay Area School Summary	County					
	Alameda	Contra Costa	San Francisco	San Mateo	Santa Clara	TOTAL
Total Public Schools	422	289	130	183	442	1,466
Total K-12 Enrollment*	226,414	177,201	60,806	92,681	266,613	823,715
Total K-12 Free or Qualifying for Reduced Price Meals	97,357	72,415	31,256	31,343	95,798	328,169
% of Qualifying Reduced Meals	43%	41%	51%	34%	36%	40%
Total Title 1 Schools	226	123	69	86	199	703
Title 1 Schools as % of Public	54%	43%	53%	47%	45%	48%
Title 1 K-12 Enrollment*	113,818	76,106	27,034	47,918	105,012	369,888
Est. % of Total K-12 Enrollment*	50%	43%	44%	52%	39%	45%
Total Private Schools	139	104	117	78	191	629
					TOTAL SCHOOLS	2,095
*For schools with available data						

Opportunity



The aim of this program is to provide over 400,000 Bay Area students free BART transportation to their field trip destinations per year. BART and Yoots will also work with their networks of partner organizations to obtain free or discounted admission to a wide variety of field trip venues. Participating underwriters of this program for greater Bay Area students will accrue a tremendous amount of goodwill as BART will actively and aggressively provide a great deal of publicity 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 audience of over 410,000+ 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, PTAs, PTOs 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.

Proposed Support



BART and Yoots are seeking a Sponsor(s) to participate in this program to provide K-12 students and their teachers/chaperones free transportation on BART for school field trips.

This highly-visible program will provide a much-needed incentive to resource-constrained teachers and will build positive public opinion and awareness for a sponsor as an active and vital supporter of students, teachers, education, the arts and sciences throughout the Bay Area. It will involve a variety of separate and distinct initiatives executed simultaneously including but not limited to: public outreach, marketing, and of course, transportation logistics.

It is intended that this program be a sustained, ongoing initiative providing free field trips to eligible schools, students and teachers across the Bay Area throughout the year- year after year.

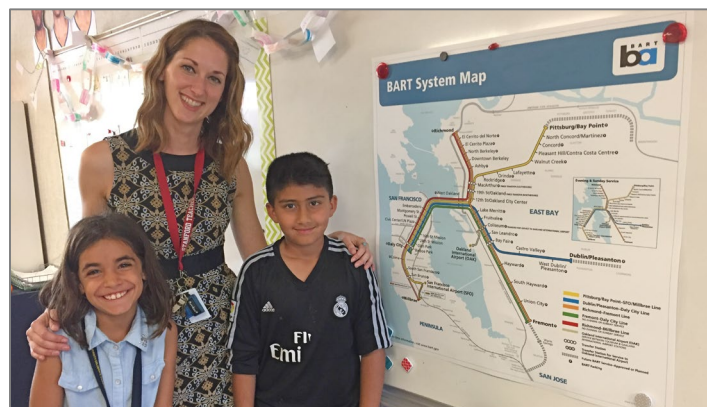
Program Cost



Administration fees for Year One of the program will cover field outreach to destinations and school districts, trip request software, creation of destination directory, daily administration and customer service and establishment of feeder transportation program.

As an example, free BART rides for field trips for 400K kids would require Grantor contributions of approximately \$2,000,000, plus 20% to cover the technology and administrative costs listed above. The Field Trip Fund will buy BART tickets at a 62.5% discount. BART's discount for this program will almost triple an investment.

The more funds received to support this Program, the more Bay Area kids who can be provided field trips.



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, environmental, 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 begin offering trips in Fall 2020

Where do I find out more?



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Thank you.

