



# Free Field Trips to SF Exploratorium

Best Marketing and Communications to Increase  
Ridership or Sales, Partnership



# Target Audience

K-12 teachers and students who want to take a field trip to the SF Exploratorium world-famous, hands-on science museum.



EXPLORATORIUM  
FIELD TRIP

# Situation/Challenge

BART has lots of extra capacity to carry riders during midday periods. At the same time, there are unmet needs to transport K-12 school children from around the Bay Area to field trip destinations during the middle of the day. Moreover, many schools, teachers, and families are unable to afford the cost of transportation and museum admission. This program fills that gap by providing an opportunity for teachers and students, a high percentage from Title 1 schools, to ride public transportation and visit the Exploratorium.



# Objective

The objectives were to provide Bay Area K-12 teachers free transport and admission to the Exploratorium at no cost and increase BART midday ridership at no cost to BART. A partnership agreement between BART and the Exploratorium, along with grant funding, made this possible.



**exploratorium®**

COMMUNITY EXCELLENCE  
tripadvisor Rated #1 Museum  
in San Francisco\*

**Exploratorium Field Trips are BARTable**  
Pier 15 Along the Embarcadero [exploratorium.edu](http://exploratorium.edu)

**bartable**  
[bart.gov/bartable](http://bart.gov/bartable)

# Strategy

The parties promoted the offer through digital advertising, email blasts and post card mailings targeted to Bay Area schools, parents, and teachers. The offer included free admission to the museum and free BART tickets to students, teachers and chaperones.



This fall, Exploratorium field trips are FREE!

Arrive by BART and receive free museum admission plus free round-trip BART tickets for your students and chaperones. The Exploratorium is at Pier 15, an easy ten-minute walk from Embarcadero Station.

Register today!

[www.exploratorium.edu/BART](http://www.exploratorium.edu/BART)  
[robyn@exploratorium.edu](mailto:robyn@exploratorium.edu)  
(415) 528-4407



# Strategy

A pilot-program ran October 2017-January 2018 with much success prompting a second run in Spring 2018. In exchange for cobranding the program with “The Exploratorium is BARTable” message and promoting BART as the best way to get to the Exploratorium, BART provided advertising in the BART system, and promotion of the program on the BARTable website, social media and email newsletter.



# Experience

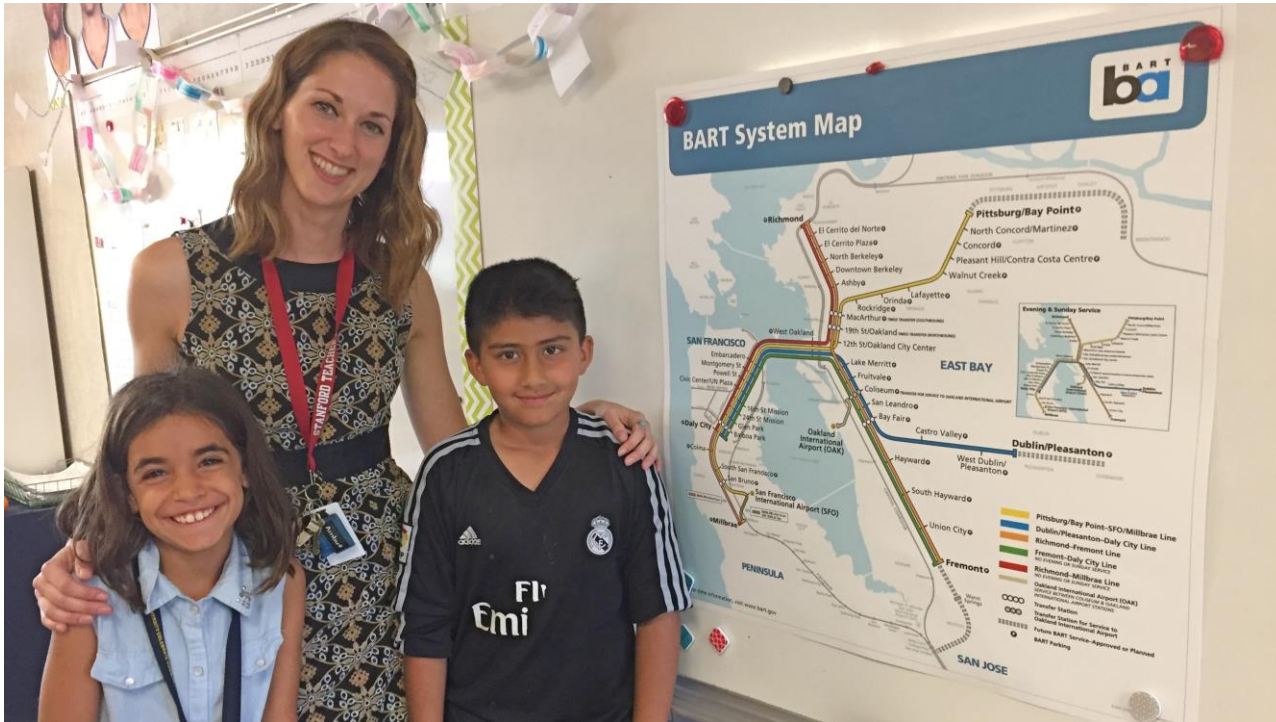


“We lost our Title 1 funding this year, but still have many students who cannot pay for trips! This program allowed us to come, many students saw San Francisco for the first time!”, Patrick Hamilton, Berkeley Arts Magnet 2nd grade teacher

“As a long-term educator, I can't begin to tell you how much I appreciate the whole of your program, not just for students but for the community as whole. The philosophy you project is educational for adults as well. Not to mention the attitude and happiness of the people working there. You are a testament to the beauty and promulgation of science.”, Vicente Lopez, Diablo Valley School Staff



# Success



"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!", May Chow Luo, San Leandro Unified teacher



# Result/Impact

- Since November of 2017, 31,000 students, teachers and chaperones have participated in the program, and there are an additional 62,000 field trip reservations through the remainder of the current school year.
- In a survey conducted after field trips taken, 74% of teachers said they would not have otherwise attended a field trip at all, and 49% said they were bringing their classes to the Exploratorium for the first time.

## Award/Merit

Through this exciting program, BART gained a phenomenal local non-profit partner (the Exploratorium), gained valuable media exposure, obtained goodwill from children, teachers and parents, secured \$182,000 in new fare revenue, and is engaging a new generation of riders.