

WHERE




PLACES

CLASSES

GO FREELY



**WHY ARE FIELD  
TRIPS IMPORTANT?**

A yellow school bus is parked on a grassy field. In the foreground, several students are seen from behind, wearing backpacks. The scene is overlaid with a semi-transparent green filter. The bus has its door open and is facing towards the right. The background shows a rolling green hill under a clear sky.

Field trips provide lasting impressions on a child, with unparalleled academic, cognitive, and sociological benefits, including higher GPAs and graduation rates.

Students remember **field trips**.  
Not Mondays.

# TOP FACTORS

## LIMITING FIELD TRIPS



FUNDS



BUS AVAILABILITY



TIME



TRANSPORTATION  
LOGISTICS



SAFETY

# OUR APPROACH

## NEED

### A BUS

Teachers and students from  
underserved communities

## HAVE

### A BUS

Transportation Companies  
Tech Buses  
On Demand Services

## FUND

### A BUS

Foundations  
Corporations  
Communities  
Parents  
PTAs



READY,

SET,

GO PLACES

**GRANT FUNDED  
PHASE ONE**

OCT. 2015 - MAR. 2016



**50** FIELD TRIPS

**9** LOCATIONS

# GOALS OF PHASE ONE

VALIDATE THE NEED

ATTENTION TO THE ISSUE

COMMUNITY OUTREACH

**2170** PARTICIPANTS

**19M** IMPRESSIONS



START

Planning and development  
(funders and participating locations)

# PHASE 1: AWARENESS

Initial design  
and drafting

DEC. 1

Generate awareness with ABC 7  
and Super Bowl Host Committee

Coordination of  
Ready, Set, GoPlaces

Begin execution  
of 50 field trips

JAN. 15

Super Bowl 50

Launch landing page

Media push in conjunction  
with Super Bowl

50 field trips  
completed and evaluated

Media recap

MAR. 31

Product/Technology  
Development

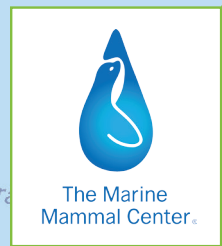
# PHASE 2: DEVELOPMENT

# TIMELINE





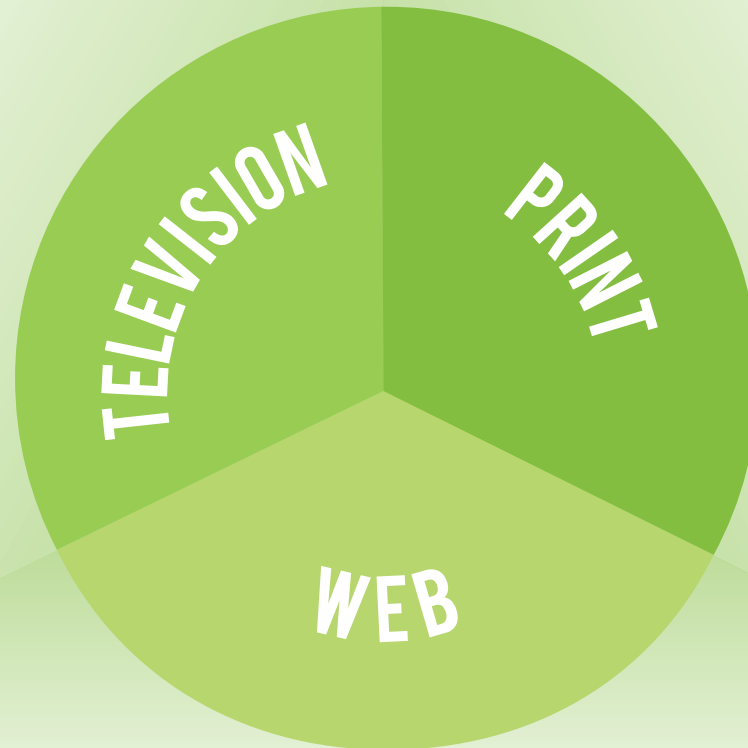
# REACH





**THE DAILY JOURNAL**  
The Peninsula's homepage

**MARTINEZ**  
**Tribune**



**Patch**

**Bloomberg**

**19M MEDIA IMPRESSIONS**

# THANK YOU

## PARTNERS

Our generous partners allowed us to test and prove that a private/public partnership can provide excellent solutions to improving field trip transportation.



BAY AREA AIR QUALITY  
MANAGEMENT DISTRICT



# SUCCESSSES AND FINDINGS

APR. 2016

# OUR

# IMPACT



# THE NUMBERS

Participating schools had

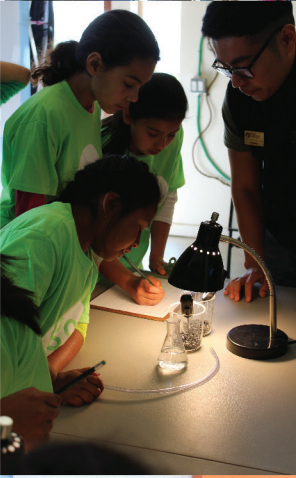
**76%** **AVG. FRMP**

FREE OR REDUCED MEAL PROGRAM

**82%** **OF TEACHERS SAY**

they would plan more field trips if transportation was

**EASIER TO ACCESS AND/OR LESS EXPENSIVE**




# THE POWER OF



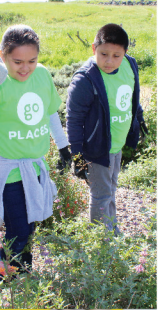
# SUCCESS STORIES

## IMPACT



**QUESTION:** Why was receiving a free bus to bring your students on this field trip important to you as a teacher?

**to Teachers**



“It is important for all students to experience these hands-on field trips, especially the low-income families. Having free buses made this possible.”

“Travel is Arduous - we're nestled in an area that's 1.5 miles from the nearest BART station - and multiple modes of transportation (bus to train) are financially difficult, not to mention the logistics.”

“The charter bus was nice, clean, accessible and fun for them to be on so it made them feel valued.”




**QUESTION:** What was the impact of today's field trip on your students? Share a student quote from the field trip.

**to Students**

“The students were able to experience biology in the field and see all the different career opportunities available to them in the field of marine science. It was a real eye-opener.”

“This is helping me to understand what we read about in class.”



“We can connect to nature, nature opens the door for us.”

“We got to learn how to canoe and do water tests. I learned about the pollution that goes in the water and how to take care of it.” - Sam

# LONGTERM GOALS

MAY 2016

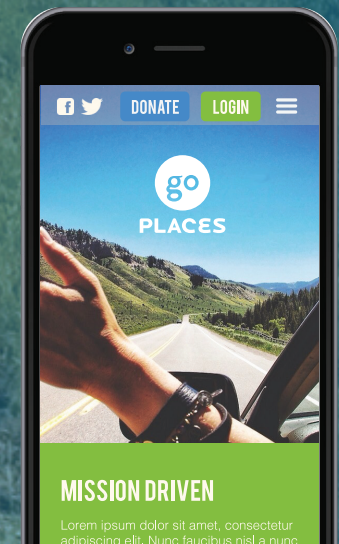
# WHERE

# NEXT?





- Create a simple digital bus reservation system for teachers
- Create a sustainable transportation fund supported by communities, corporations, and foundations
- Connect teachers with transportation companies that have safe and idle buses
- Make the bus ride a learning experience



# CURRENT NEEDS

**DEVELOPING  
THE  
TECHNOLOGY**

**BUILDING  
NEW  
PARTNERSHIPS**

**SEED  
FUNDING**



"Can we do this again? We're saving the WOORLLDD!!!" - Sam

GoPlaces gets students exposed to science and nature outside of the classroom by leveraging technology to connect teachers with free or discounted transportation options.

By getting out of the classroom and experiencing science and nature first hand, students develop a direct and personal connection to these topics. By changing this relationship, we help to create the next generation of environmental and scientific stewards.

[GoPlacesSF.org](https://GoPlacesSF.org)