

**Metro**Los Angeles County
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metro.net**EXECUTIVE MANAGEMENT COMMITTEE**
September 15, 2011**SUBJECT: METRO STUDENT FIELD TRIP/TRANSIT EDUCATION PROGRAM****ACTION: APPROVE RESOURCES FOR PROGRAM IMPLEMENTATION****RECOMMENDATION**

Budget Amendment:

Authorize the Chief Executive Officer to amend the FY12 budget to:

A. Amend the FY12 budget to add \$107,000 of expenses to Regional Communications Cost Center 7160 for the purpose of coordination of the countywide student field trip program

B. Amend the FY12 budget to convert one (1) As-Needed employee to one (1) FTE to coordinate the student field trip program.

ISSUE

- On January 20, 2011, the Metro Board directed staff to develop a student field trip program. (See Attachment D)
- On February 17, 2011, a presentation was made to the Board on implementation of the pilot program. (See Attachment E)
- The pilot program launched on March 1, 2011.
- An oral report on the Status of the Pilot Student Field Trip Program was presented to the Executive Management Audit Committee on June 15, 2011 and to the Operations Committee on June 16, 2011. (See Attachment F)
- Funding is necessary to convert one (1) As-Needed employee to one (1) FTE to coordinate student field trips with school representatives, coordinate travel with Operations, secure and deliver travel passes to teachers through the US Postal Service, confirm the completion of web-bases curriculum to meet the program requirements. (Attachment A and C)

DISCUSSION

Pilot Field Trip Program

The Student Field Trip Pilot Program provided access to Metro bus and rail services free of charge during off-peak travel, Monday through Friday for 1st through 5th grades. Field trips were limited to ten cultural and historical sites.

Results of the Pilot Program

Between March and June 2011, 456 students and teachers participated in the pilot program for the ten limited destinations. In combination with the existing Rail Safety Orientation Tour Program, Metro accommodated system access to a total of 6,858 students and teachers within that same time frame. This means that over 6,000 participants also received safety education presentations. . (See Attachment F)

Resource Requirements for Pilot Program

While the pilot program did not require staff ride-alongs and program information was provided on Metro's website, the pilot program demonstrated that additional staff hours were necessary to:

- Handle incoming inquiries received via phone and e-mail
- Coordinate field trip travel with school representatives
- Coordinate travel with Operations
- Secure and deliver fare media to teachers through the US Postal Service
- Confirm the completion of web-based curriculum to meet program requirements. (See Attachment C)

Program Launch

Incorporating the lessons learned from the pilot program, the following recommendations should be included in the September 2011 program launch.

- Publicize the requirements and protocols for field trip participation
- Provide promotional materials for schools through the school districts' headquarters
- Streamline online registration and trip planning
- Provide voice-over, audio instruction, on the website to talk teachers through the process
- Expand the eligible grades to 1st through 12th grade
- Expand destination opportunities to eighteen sites throughout the county (See attachment B)
- Offer travel Monday through Friday, off-peak travel hours only; no weekend travel
- Process requests on a first-come, first-serve basis, not to exceed five trips per day
- Coordinate travel with Metro Operations, Scheduling and Communications to monitor and refine the field trip program
- Maintain use of the current no cost paper passes

- Monitor the program for capacity, effectiveness and student/teacher satisfaction
- Return to Board in six months with a status report on the program

FINANCIAL IMPACT

Funding of \$107,000 for this program needs to be added to the FY12 budget Cost Center 7160, Regional Community Relations under project 300022 task 22.8.01.

Convert one (1) As-Needed category employee to a FTE to implement the program including scheduling and coordinating with various Metro departments (Operations, Customer Programs and Services) and school representatives, securing and delivering passes to teachers through the US Postal Service, and confirming the completion of web-based curriculum to meet program requirements.

Impact to Budget

This is a new Board-directed program extending the pilot student field trip program to full implementation in FY12.

- A. Source of funds: Bus and rail operating funds
- B. Budget impact will be to bus and rail operating funds

ALTERNATIVES CONSIDERED

Alternative considered was to continue the Student Field Trip program with limited participation only.

NEXT STEPS

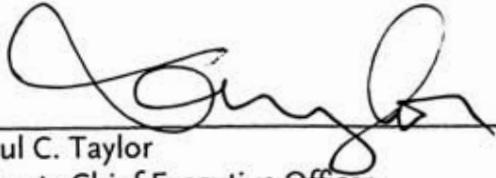
Upon Board approval, the student field trip program will be promoted and implemented concurrent with September 2011 school start. Promotional and informational materials will be distributed to the schools through the districts' headquarters. The web site will be modified to include online audio instruction for registration, verification of completion of curriculum, and a link to the Metro Trip Planner to streamline coordination.

ATTACHMENTS

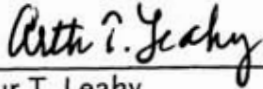
- A. Expenditure Plan
- B. Student Field Trip Destinations Locations
- C. Web-based curriculum for Student Field Trip
- D. Receive and File Report EMAC #9 January 20, 2011

- E. Receive and File Report EMAC #4, February 17, 2011
- F. Oral Report EMAC #3, June 15, 2011, Operations Committee #3, June 16, 2011

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Paul C. Taylor
Deputy Chief Executive Officer



Arthur T. Leahy
Chief Executive Officer

ATTACHMENT A - Option 2

Student Field Trip Plan
Expenditure Plan

	FY12	Total Budget	% of Total
Uses of Funds			
Time			
Trip scheduling and coordination: Sr. Community Relations Officer	\$ 107,000	\$ 107,000	100.0%
Total Project Cost	\$ 107,000	\$ 107,000	100%
Sources of Funds			
Bus and Rail Operating Fund	\$107,000	\$107,000	100%
Total Project Funding	\$107,000	\$107,000	100%

Top 18 Tour Destinations

ATTACHMENT B

	Location	Address	Phone #	Tours	Station
1	Disney Concert Hall	111 S. Grand Avenue, LA 90012	213-972-7211	Sun-Fri Tours	Civic Center Station
2	California Science Center	700 Exposition Park Drive, LA, 90037	213- 744-2019	Educational Field Trips	Expo Park/USC Station
3	Natural History Museum	900 Exposition Blvd., LA, 90007	213-763-DINO	Educational Field Trips	Expo Park/USC Station
4	MOCA	250 South Grand Avenue, Los Angeles, CA 90012	213/626-6222	Educational Field Trips	Civic Center Station
5	Union Station/ Olvera Street	845 N. Alameda Street, LA, 90012	(213) 628-1274	Cultural Tours	Union Station
6	Long Beach Aquarium	100 Aquarium Way, Long Beach 90802	562-590-3100	Ages 7 and Up	Transit Mall
7	Wells Fargo Museum	333 S. Grand Ave, LA, 90071	213-253-7166	M-F 9-5pm	Pershing Square Station
8	Chinatown	639 North Hill St., LA, 90012		Cultural Tours	Chinatown Station
9	Audubon Center (Nature Tours/Solar Energy workshops)	4700 N. Griffin Ave.LA, 90031	(323) 221-2255	Open Wednesday thru Sunday; 9am to 5pm	Southwest Museum Station
10	The Armory	145 N. Raymond Ave., Pasadena, 91103	(626) 792-5101	Tuesday - Sunday 12pm - 5pm	Memorial Park Station
11	Japanese American Museum	369 East First Street, LA, 90012	(213) 625-0414	(213) 830-5601 Must be booked three (3) weeks in advance.	Little Tokyo Station
12	Central Library	630 W. 5th Street, LA, 90071	213-228-7000	Mon-R 10am-8pm;F-S 10am- 6pm,Sun1pm-5pm	7th and Metro Station
13	LACMA	5905 Wilshire Blvd, LA 90036	(323) 857-6000	Noon - 8pm	Rapid Bus 720

14	City Hall/Court Buildings	200 North Spring Street, LA 90012		9am - 5pm	Civic Center Station
15	Kidspace Museum	480 N. Arroyo Boulevard, Pasadena, CA 91105	626-449-9144	9:30am - 5:00pm	Memorial Park Station to Bus 267
16	Balboa Park	6300 Balboa Boulevard Van Nuys, CA 91406	(818) 756-9743	Open: Sunrise to Sunset	Balboa Station
17	Japanese Gardens	6100 Woodley Avenue Van Nuys, CA 91406	(818) 756 8166	Monday - Thursday Mornings Only \$3/Person Must be booked in advance	Woodley Station
18	The Arboretum & Botanical Garden	301 North Baldwin Ave Arcadia, CA 91007	(626) 821-3222	Guided Field Trip/Tour Must Call 626-821-3212 to make reservation	Bus 268