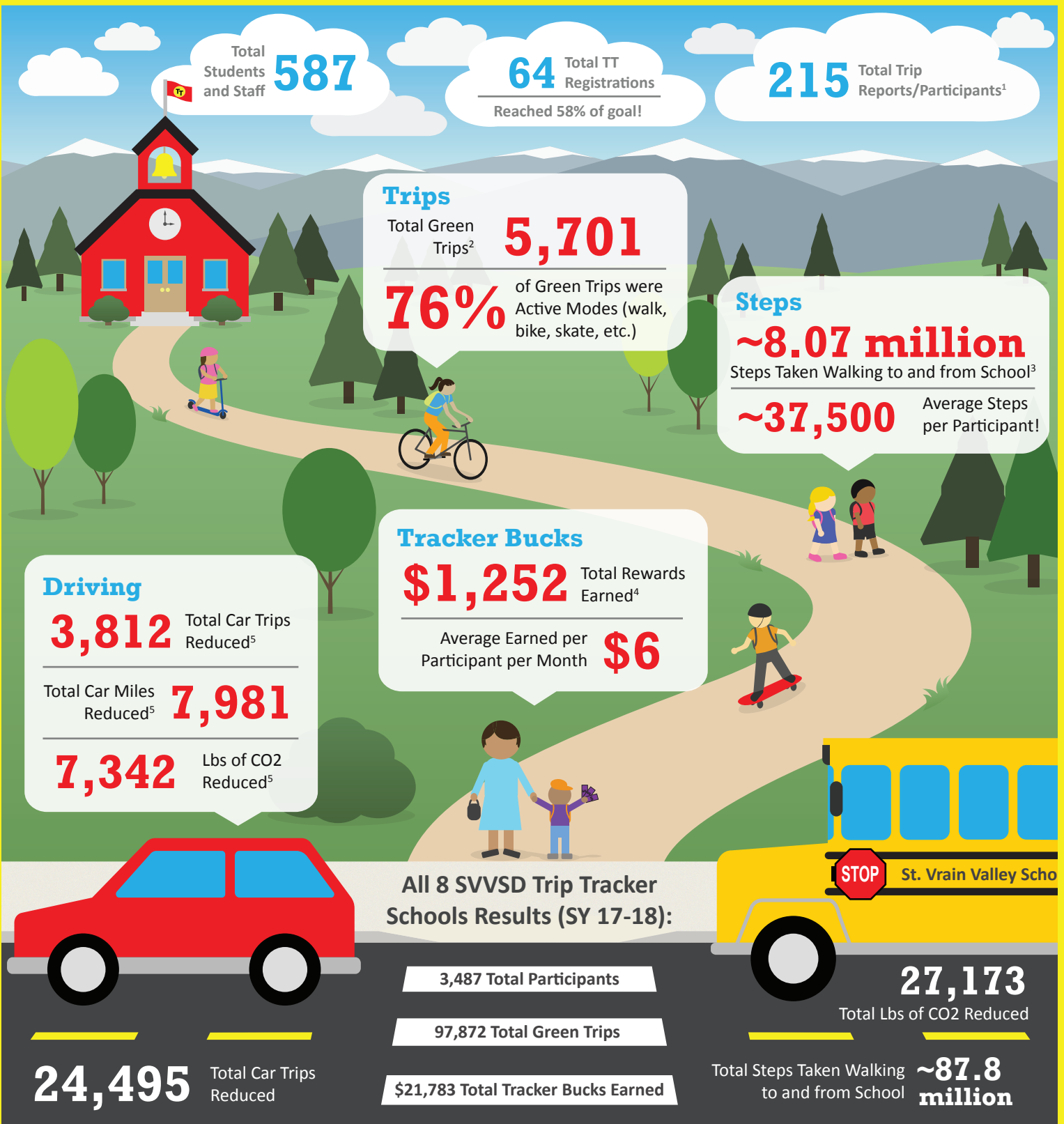


When participants carpool, ride the bus, bike, skate, scoot, or walk to school, they earn Tracker Bucks to spend at locally-owned Trip Tracker Businesses.



## Key/Definitions:

- <sup>1</sup> Total Trip Reports/Participants is the grand total of each monthly total number of people who reported trips
- <sup>2</sup> A Green Trip is a one-way trip between home and school using a mode of transportation other than a single family vehicle
- <sup>3</sup> Steps are calculated using an age-adjusted formula from the National Center for Safe Routes to School
- <sup>4</sup> Each Tracker Buck is a \$1 reward earned by taking Green Trips that can be spent at participating locally-owned businesses
- <sup>5</sup> Car trips and car miles are measured from the baseline pre-Trip Tracker typical number of car trips for each household. The ratio of lbs of CO2 emissions to car miles is approximately 0.92:1 (EPA, 2014)



## SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLY DATA<sup>1</sup>

### My child's school...

Encourages or strongly encourages walking or biking to/from school

**N/A**

### Walking or biking to/from school is...

**N/A** Fun or very fun for my child

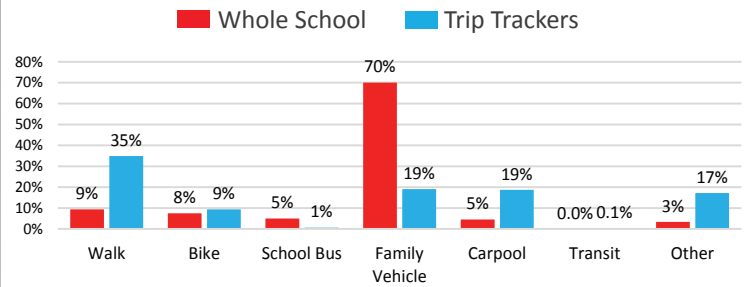
Healthy or very healthy for my child **N/A**

Top 5 issues (in addition to weather or climate) parents reported affecting decisions to NOT allow a child to walk or bike to/from school:

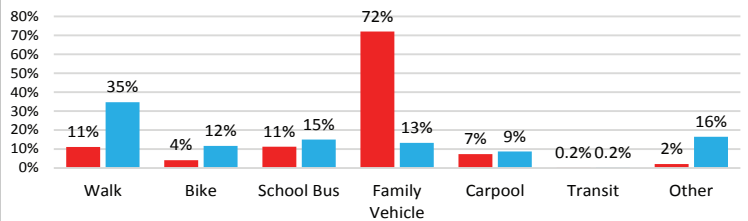
**N/A**

<sup>1</sup> Not available due to insufficient data. Please complete Safe Routes to School Parent Surveys for complete data next year.

### Alpine Elementary travel mode shares: whole school vs. Trip Tracker participants only



### All 8 Trip Tracker schools travel mode shares: whole schools vs. Trip Tracker participants only



## SCHOOL TO SCHOOL COMPETITION

### Trip Tracker Year-End Participation Rate\*

<b>1<sup>st</sup></b> Alpine (56%)	<b>5<sup>th</sup></b> Fall River (52%)
<b>2<sup>nd</sup></b> Niwot (54%)	<b>6<sup>th</sup></b> Burlington (50%)
<b>2<sup>nd</sup></b> Central (54%)	<b>7<sup>th</sup></b> Red Hawk (47%)
<b>4<sup>th</sup></b> Lyons (53%)	<b>8<sup>th</sup></b> Longmont Estates (40%)

\*Equals cumulative monthly total participants divided by cumulative monthly total registrations.

## TRIP TRACKER COMMENTS

"It's a great way to get kids and staff to use alternatives to driving."

"The program has provided many useful parenting moments besides just reducing car trips. Saving, spending, choices, etc. are reinforced as a result of the Trip Tracker Bucks."

Source: Spring 2018 Trip Tracker Year End Feedback Survey

## SUPPORTING LOCALLY-OWNED BUSINESSES

**25** Total SVVSD Trip Tracker Business Partners (BPs)

**22** Returning BPs  
**3** New BPs

Don't forget to thank TT Businesses when visiting them!

Tracker Bucks Spent at Trip Tracker Businesses

Max: **\$2,267** **\$445**  
Min: **\$15** Average per Business  
**\$17,863** Total Tracker Bucks Spent!  
**= 79% of Tracker Bucks Rewarded**

Notes: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses. 3 BP closed or discontinued: La Vita Bella Coffee, Loaf-N-Ladle, La Villa Tatra.

## PARTICIPATING BUSINESSES



## A MESSAGE FROM THE TRIP TRACKER PROGRAM

Alpine Elementary and PTO: Thanks to your partnership and wonderful parent volunteers, we have empowered students, staff, and their families to make healthy & environmentally friendly decisions that benefit the entire community. The Trip Tracker Program remains free to your school, but please consider making a contribution of 5% to 10% of Alpine's total Tracker Bucks earned last year. This would be \$63 to \$125.



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In Partnership With:

