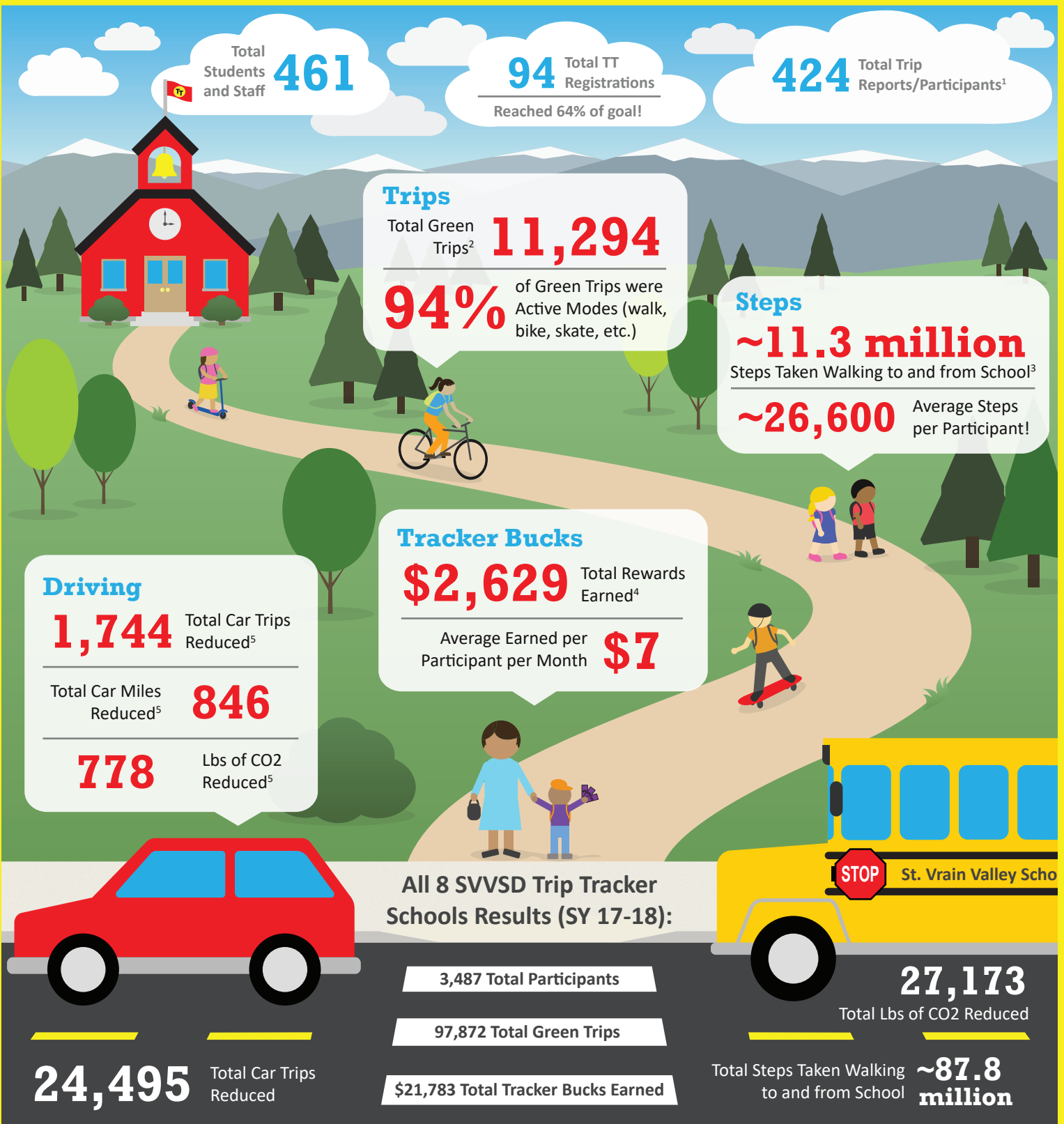


When participants carpool, ride the bus, bike, skate, scoot, or walk to school, they earn Tracker Bucks to spend at locally-owned Trip Tracker Businesses.



## 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

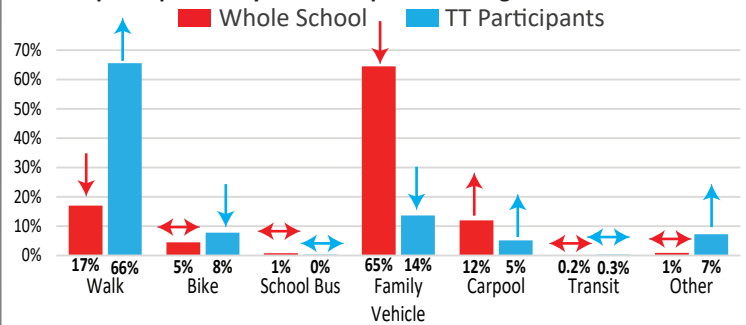
Healthy or very healthy for my child **N/A**

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:

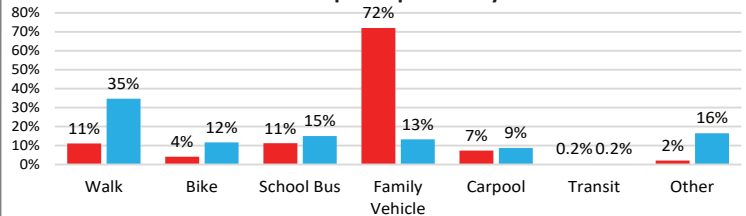
**N/A**

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

### Central Elementary travel mode shares: whole school vs. Trip Tracker participants only. Arrows represent change from SY16-17.



### 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\*

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

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

## TRIP TRACKER PARENT PERSPECTIVE

"It has been a good motivator ... also encouraging movement before a day of sitting at school or work"

"Its great. The kids love it, love to earn "bucks", and talk about the impact that they are having by reducing car traffic/pollution!"

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

Central 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 Central's total Tracker Bucks earned last year. This would be \$131 to \$261.



BoCoTripTracker.com  
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P: 303-441-3935



In Partnership With

ST. VRAIN VALLEY SCHOOLS

