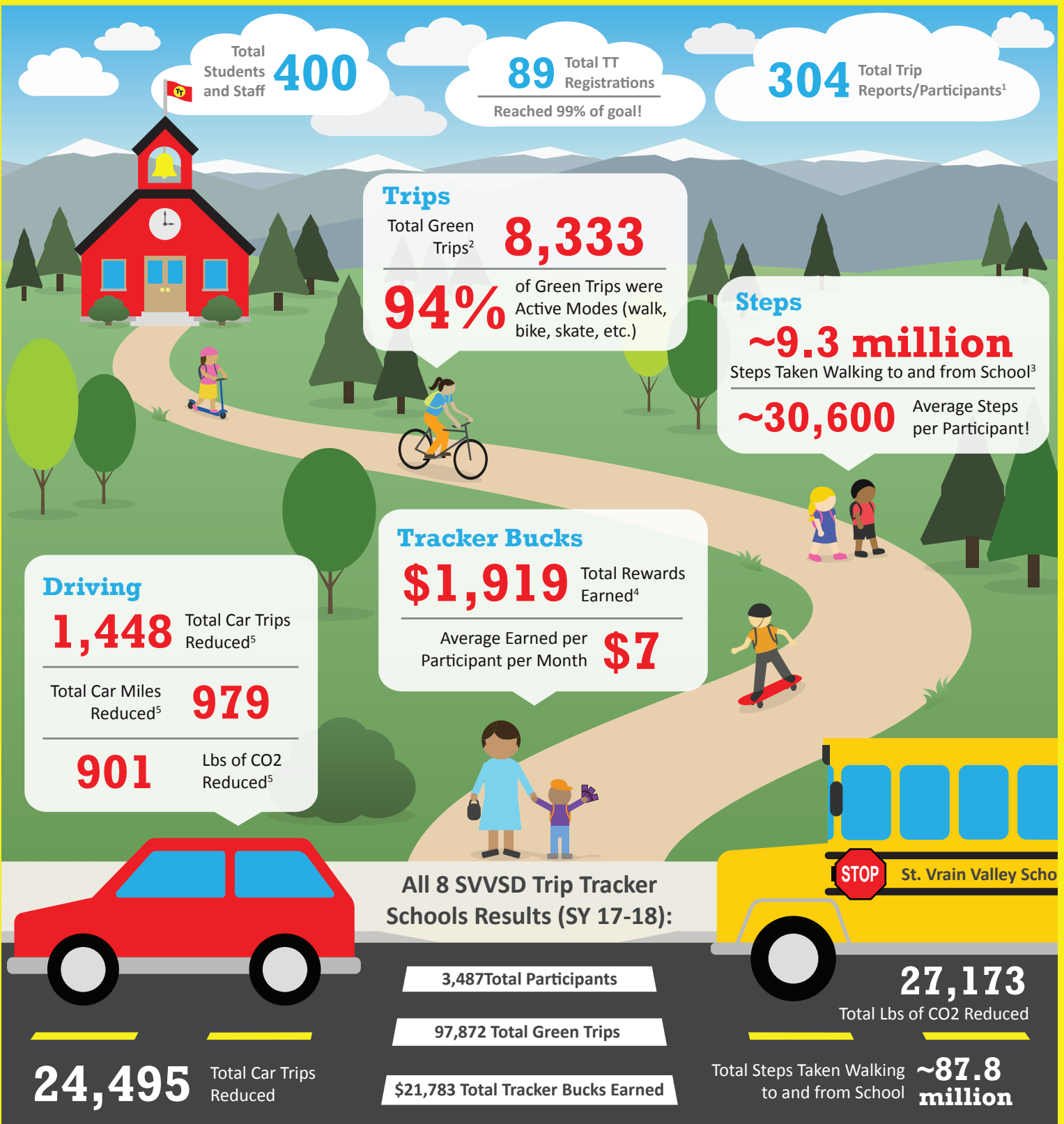


When participants carpool, ride the bus, bike, skate, scooter, or walk to school, they earn Tracker Bucks to spend at locally-owned Trip Tracker Businesses.



## 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

**69%**

Walking or biking to/from school is...

**66%** Fun or very fun for my child

Healthy or very healthy for my child **90%**

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:

**68%** Amount of Traffic Along Route

**66%** Safety of intersections and crossings

**66%** Distance

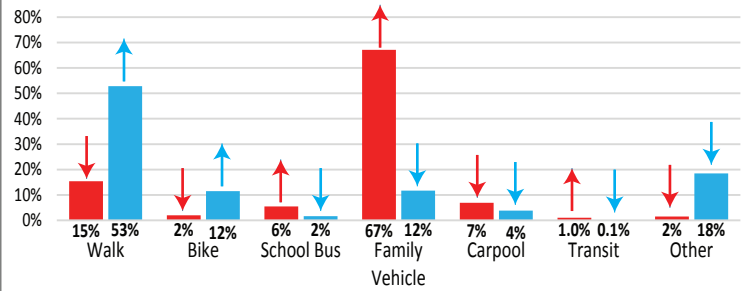
**64%** Speed of Traffic Along Route

**39%** Violence or Crime

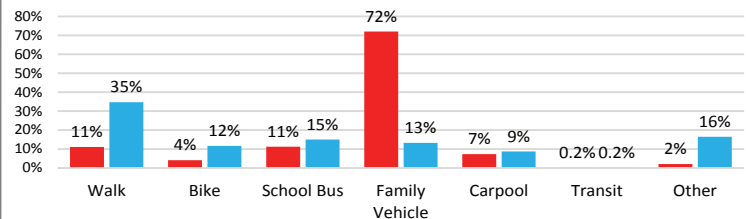
<sup>1</sup> Parent opinions are from the school's fall Safe Routes to School (SRTS) Parent Surveys. Mode share data (at right) is from the fall and winter SRTS travel tallies (for whole school) and from Trip Tracker's database.

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

Whole School Trip Trackers



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\*



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

## TRIP TRACKER PARENT PERSPECTIVES

"The kids really are motivated to get to school without the car since they can earn trip tracker bucks that they get to spend however they want."

"It is a wonderful incentive; has reduced congestion at our school... and has contributed to safety and health of students and staff."

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

Longmont Estates 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 Longmont Estates' total Tracker Bucks earned last year. This would be \$96 to \$192.



BoCoTripTracker.com  
E: triptracker@bouldercounty.org  
P: 303-441-3935

In Partnership With

ST. VRAIN VALLEY SCHOOLS

