When participants carpool, ride the bus, bike, skate, scoot, or walk to school, they earn Tracker Bucks (\$TBs) to spend at locally-owned Trip Tracker

8 Elementary Schools

Same as SY 17-18

School 4,109

Down 3% or -138 from SY 17-18

**929** Registrations Reached 72% of goal!

4,164 Total TT To Reports/P

L

Up 19% or +148 more than SY 17-18

Up 20% or +685 more than SY 17-18

Trips 117,178

Total Green Trips<sup>2</sup>

Up 20% from SY 17-18= 97,872

**72**%

of Green Trips were Active Modes (walk, bike, skate, etc/) Same as SY 17-18

Steps

~93.9 million

Steps Taken Walking to and from School<sup>3</sup> Up from 87.8 Million in SY 17-18

~23,000 Average Steps per TT Participant!

**Driving** 

28,067

Total Car Trips Reduced⁵

15% more reduced than SY 17-18 = 24,479

39,317

Total Car Miles Reduced<sup>5</sup>

33% more reduced than SY 17-18 = 29,592

36,172

Lbs of CO<sub>2</sub> Reduced<sup>5</sup>

33% more reduced than SY 17-18 = 27,224

Tracker Bucks

\$26,335 Total Rewards Earned<sup>4</sup>

Up 21% from SY 17-18= 21,783

\$7

Average Earned per TT Participant per Month Same as SY 17-18



16 School Based Volunteers (1-2 per School)

Thanks to the Schools & Volunteer Teams!

Year 2 - Alpine Elementary

Year 3 - Lyons Elementary

Year 3 - Red Hawk Elementary

Year 3 - Longmont Estates Elementary

Year 4 - Niwot Elementary

Year 5 - Central Elementary

Year 5 - Burlington Elementary

Year 5 - Fall River Elementary

STOP

St. Vrain Valley Scho

Returning Volunteers

10

New Volunteers

6

#### **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 (SRTS) PARENT SURVEY AND TRAVEL TALLEY DATA

#### **PARENT RESPONSE RATES**

<sup>1</sup>My child's school...

Encourages or strongly encourages walking or biking to/from school

<sup>1</sup>Walking or biking to/from school is...

Fun or very fun for my child

Healthy or very healthy for my child

<sup>1</sup>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:

**64**% Safety of Intersections and Crossings

**59%** Speed of Traffic Along Route

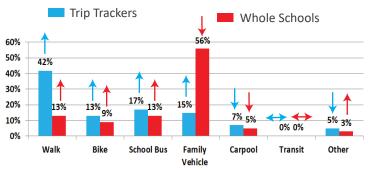
**54%** Amout of Traffic Along Route

**50%** Distance

**34**% Sidwalks or Pathways

1Response rates come from the school's annual Fall SRTS Parent Survey.

#### <sup>2</sup>All 8 Trip Tracker schools travel mode shares: whole schools vs. Trip Tracker participants only



Arrows represent the change from the 2017-2018 SY

#### PARENT SURVEY COMMENTS

"I just love it. It is awesome." -- Alpine

"I think it is a good motivator for walking and bike riding." -- Burlington

"Trip Tracker is wonderful! I feel it has reduced the amount of traffic around the neighborhood/school, it promotes healthy lifestyle choices, and the kids love spending the Trip Tracker money." -- Central

"Trip tracker offers kids a great incentive to walk to school." -- Fall River

"It's a great benefit for families to encourage reducing car usage!" --**Longmont Estates** 

"...I think it has a big impact on the way children think about managing their money and what to spend it on because they have decisions to make themselves." -- Lyons

"I think it has encouraged other families to walk/bike more as we have seen a lot more families on our way to school this year... -- Niwot

"We love the program and the businesses that support it!" -- Red Hawk

Source: Trip Tracker Year End Survey

#### SCHOOL TO SCHOOL COMPETITION

**Trip Tracker Year-End Participation Rate\*** 60.00% Overall

Fall River (66.00%)

Niwot (58.15%)

Alpine (60.00%)

Lyons (58.10%)

Longmont Estates (59.88%)

Central (57.00%)

Red Hawk (59.69%)

**Burlington (56.00%)** 

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

2Mode Share Data comes from the the school's annual Fall SRTS Teacher Tallies (Whole School) and from Trip Tracker's Year End Data

### **SUPPORTING LOCALLY-OWNED BUSINESSES**

**Total SVVS Trip Tracker Business Partners (BPs)** 

Returning

Don't forget to thank TT Businesses when visiting them! **Tracker Bucks Spent at Trip Tracker Businesses** 

Average Max: \$3,155 per **\$500** Min: **\$9 Business** 

Total Tracker \$20,893 **Bucks Spent!** 

A Community Investment of 79% of \$TBs Rewarded

Crackpots Crystal Joys

SIMPLY BULK







FARMERS MARKETS





Blue Mountain COLD STONE 🧳













## Notes: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses. No BP closed or discontinued during this school year.

# A MESSAGE FROM THE TRIP TRACKER PROGRAM

Thank you for the dedication from all Trip Tracker schools, PTOs, parent volunteers, business partners, and participants. Because of these partnerships, SVVS students, staff, and their families have been empowered to make healthy & environmentally friendly decisions that benefit our entire community. Congrats on making the fifth full year of the Trip Tracker Program a great success!





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

In Partnership With:



