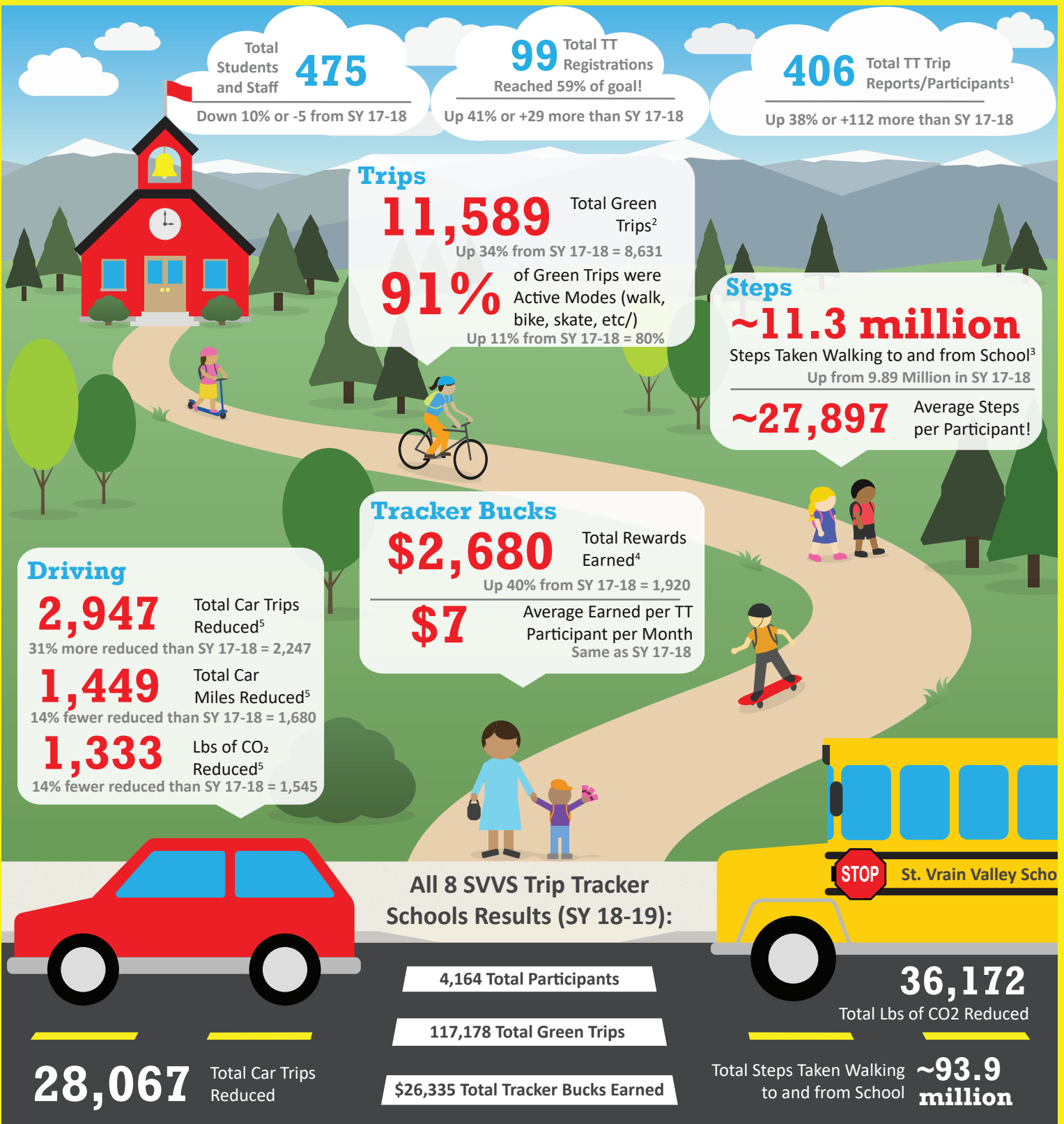


When participants carpool, ride the bus, bike, skate, scooter, or walk to school, they earn Tracker Bucks to spend at locally-owned Trip Tracker Businesses.



Key/Definitions:

- ¹ Total Trip Reports/Participants is the grand total of each monthly total number of people who reported trips
- ² A Green Trip is a one-way trip between home and school using a mode of transportation other than a single family vehicle
- ³ Steps are calculated using an age-adjusted formula from the National Center for Safe Routes to School
- ⁴ Each Tracker Buck is a \$1 reward earned by taking Green Trips that can be spent at participating locally-owned businesses
- ⁵ 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 DATA¹

My child's school...

75% Encourages or strongly encourages walking/biking

Walking or biking to/from school is...

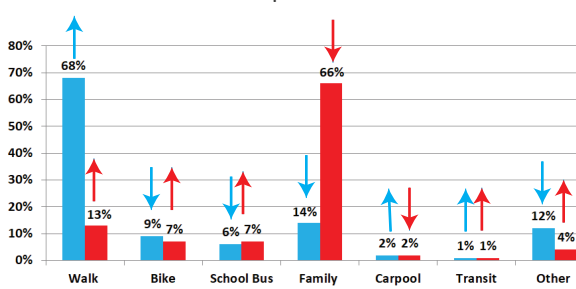
92% Fun or very fun for my child
100% Healthy or very healthy for my child

¹ Top 4 issues (in addition to weather or climate) parents reported affecting decisions to NOT allow a child to walk or bike to/from school:

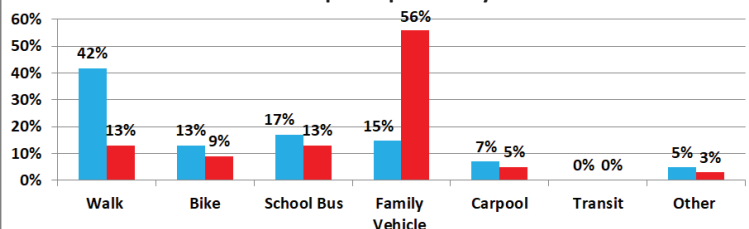
1. Distance
2. Amount of Traffic Along Route
3. Safety of Intersections and Crossings
4. Speed of Traffic Along Route

¹ Percentages not available due to insufficient data. Top 4 responses distributed evenly above. Please complete Safe Routes to School Parent Surveys for complete data next year.

Burlington Elementary travel mode shares: whole school vs. Trip Tracker participants only. Arrows represent change from SY 2017-2018



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 st Fall River (66.00%)	5 th Niwot (58.15%)
2 nd Alpine (60.00%)	6 th Lyons (58.10%)
2 nd Longmont Estates (59.88%)	7 th Central (57.00%)
4 th Red Hawk (59.69%)	8 th Burlington (56.00%)

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

SUPPORTING LOCALLY-OWNED BUSINESSES

24 Total SVVS Trip Tracker Business Partners (BPs)

18 Returning BPs
6 New BPs

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

Tracker Bucks Spent at Trip Tracker Businesses

Max: **\$3,155** Average per Business **\$500**
Min: **\$9**
Total Tracker Bucks Spent! **\$20,893**
= A Community Investment of **\$10,446**
79% of \$TBs Rewarded

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

PARENT SURVEY COMMENTS

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

"I would like it to continue. It encourages us to find a carpool to school with another family, which we have done daily throughout the year. My child really enjoys the independence and thought dealing with Trip Tracker money, and supporting local businesses with it. We have also tried taking the bus and biking to school."

Source: Trip Tracker Year End Feedback Survey

PARTICIPATING BUSINESSES



A MESSAGE FROM THE TRIP TRACKER PROGRAM

Burlington 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 Burlington's total Tracker Bucks earned last year. This would be \$134 to \$268.



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In Partnership With:

