

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.

Total Students and Staff
454
Down 2% or -7 from SY 17-18

115 Total TT Registrations Reached 59% of goal!
Up 22% or +21 more than SY 17-18

488 Total TT Trip Reports/Participants¹
Up 15% or +64 more than SY 17-18

Trips
13,513 Total Green Trips²
Up 20% from SY 17-18 = 11,294
91% of Green Trips were Active Modes (walk, bike, skate, etc.)
Down 3% from SY 17-18 = 94%

Steps
~14.2 million Steps Taken Walking to and from School³
Up from 11.3 Million in SY 17-18
~29,077 Average Steps per Participant!

Driving
2,278 Total Car Trips Reduced⁵
31% more reduced than SY 17-18 = 1,744
854 Total Car Miles Reduced⁵
1% fewer reduced than SY 17-18 = 846
786 Lbs of CO₂ Reduced⁵
10% more reduced than SY 17-18 = 778

Tracker Bucks
\$3,180 Total Rewards Earned⁴
Up 21% from SY 17-18 = 2,629
\$7 Average Earned per TT Participant per Month
Same as SY 17-18

All 8 SVVS Trip Tracker Schools Results (SY 18-19):

4,164 Total Participants

117,178 Total Green Trips

\$26,335 Total Tracker Bucks Earned

28,067 Total Car Trips Reduced

36,172 Total Lbs of CO₂ Reduced

Total Steps Taken Walking to and from School ~93.9 million

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...

90%

Encourages or strongly encourages walking or biking to/from school

Walking or biking to/from school is...

82% Fun or very fun for my child

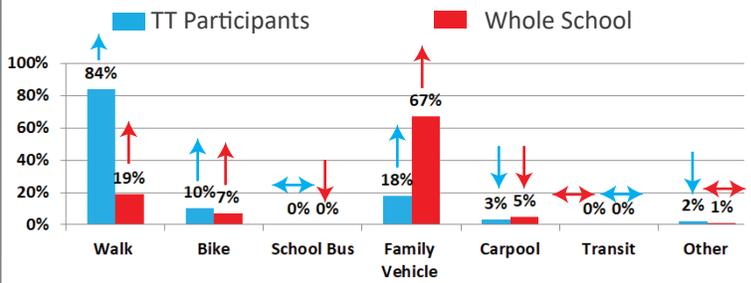
Healthy or very healthy for my child **98%**

¹Top 5 issues (in addition to weather or climate) parents reported affecting decisions to NOT allow a child to walk or bike to/from school:

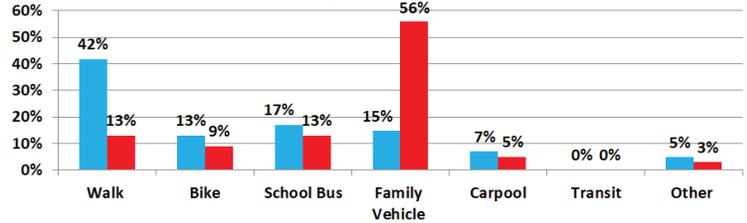
- 62%** Distance
- 54%** Safety of Intersections and Crossings
- 42%** Speed of Traffic Along Route
- 40%** Amount of Traffic Along Route
- 28%** Time

¹Parent opinions from the school's fall and spring Safe Routes to School (SRTS) Parent Surveys unable to be calculated due to insufficient data. Mode share data (at right) is from the fall, winter, and spring SRTS travel tallies (for whole school) and from Trip Tracker's database.

Central 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*

- | | |
|---|---|
| 1st Fall River (66.00%) | 5th Niwot (58.15%) |
| 2nd Alpine (60.00%) | 6th Lyons (58.10%) |
| 2nd Longmont Estates (59.88%) | 7th Central (57.00%) |
| 4th Red Hawk (59.69%) | 8th Burlington (56.00%) |

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

PARENT SURVEY COMMENTS

"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."

"This is a really great program, not just reduce car use for short trips, but also to support local businesses. I actively seek them out and usually spend money beyond my trip tracker bucks."

Source: Trip Tracker Year End Feedback Survey

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.

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 \$159 to \$318.



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In Partnership With
Colorado Safe Routes to School
ST. VRAIN VALLEY SCHOOLS