

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.

Total Students and Staff **382**
Down 1% or -3 from SY 17-18

97 Total TT Registrations Reached 85% of goal!
Up 59% or +36 more than SY 17-18

427 Total TT Trip Reports/Participants¹
Up 74% or +182 more than SY 17-18

Trips
11,613 Total Green Trips²
Up 73% from SY 17-18 = 6,714
60% of Green Trips were Active Modes (walk, bike, skate, etc/)
Down 6% from SY 17-18 = 66%

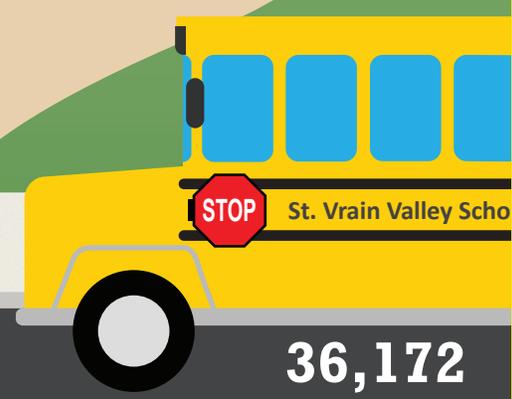
Steps
~6 million Steps Taken Walking to and from School³
Down from 7.4 Million in SY 17-18
~14,158 Average Steps per Participant!

Driving
2,594 Total Car Trips Reduced⁵
101% more reduced than SY 17-18 = 1,294
3,238 Total Car Miles Reduced⁵
102% more reduced than SY 17-18 = 1,603
2,979 Lbs of CO₂ Reduced⁵
102% more reduced than SY 17-18 = 1,475

Tracker Bucks
\$2,535 Total Rewards Earned⁴
Up 42% from SY 17-18 = 1,464
\$6 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...

78%

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:

93% Distance

64% Safety of Intersections and Crossing

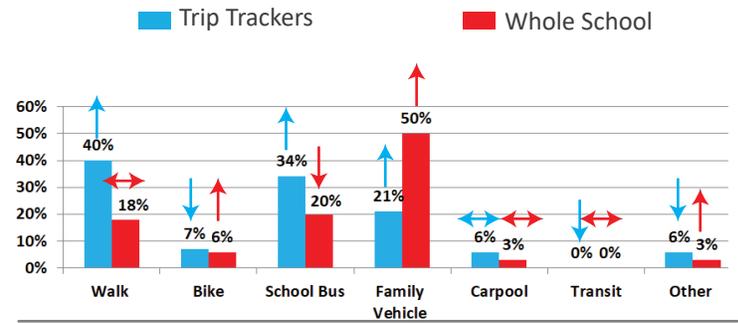
50% Amount of Traffic Along Route

43% Speed of Traffic Along Route

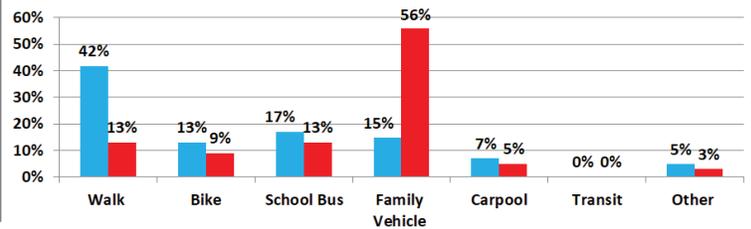
36% Child's Participation in After School Programs

¹ Parent 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.

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

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

PARENT SURVEY COMMENTS

"...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."

"...the kids love it, it makes us all think more about the impact of lots of small trips."

Source: Trip Tracker Year End Feedback Survey

SUPPORTING LOCALLY-OWNED BUSINESSES

24 Total SVVS Trip Tracker Business Partners (BPs)

Tracker Bucks Spent at Trip Tracker Businesses



18 Returning BPs
6 New BPs

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

Lyons 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 Lyons's total Tracker Bucks earned last year. This would be \$127 to \$254.



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

