

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  
**691**  
Down 17% or -5 from SY 17-18

216 Total TT Registrations Reached 87% of goal!  
Up 27% or +46 more than SY 17-18

992 Total TT Trip Reports/Participants<sup>1</sup>  
Up 44% or +305 more than SY 17-18

**Trips**  
**27,467** Total Green Trips<sup>2</sup>  
Up 46% from SY 17-18 = 18,860  
**62%** of Green Trips were Active Modes (walk, bike, skate, etc.)  
Same as SY 17-18

**Steps**  
**~13.8 million** Steps Taken Walking to and from School<sup>3</sup>  
Up from 10.2 Million in SY 17-18  
**~13,899** Average Steps per Participant!

**Driving**  
**5,122** Total Car Trips Reduced<sup>5</sup>  
14% more reduced than SY 17-18 = 4,484  
**6,663** Total Car Miles Reduced<sup>5</sup>  
33% more reduced than SY 17-18 = 5,004  
**6,130** Lbs of CO<sub>2</sub> Reduced<sup>5</sup>  
33% more reduced than SY 17-18 = 4,604

**Tracker Bucks**  
**\$6,103** Total Rewards Earned<sup>4</sup>  
Up 46% from SY 17-18 = 4,167  
**\$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 CO<sub>2</sub> Reduced

Total Steps Taken Walking to and from School **~93.9 million**

### 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 CO<sub>2</sub> 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...

**87%** Encourages or strongly encourages walking or biking to/from school

Walking or biking to/from school is...

**70%** Fun or very fun for my child

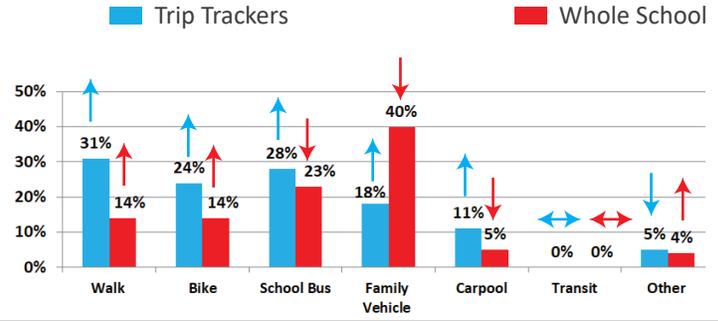
Healthy or very healthy for my child **98%**

<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:

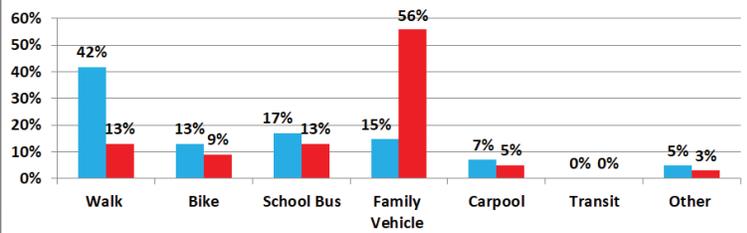
- 85%** Safety of Intersections and Crossing
- 64%** Speed of Traffic Along Route
- 54%** Amount of Traffic Along Route
- 46%** Crossing Guards
- 35%** Sidewalks or Pathways

<sup>1</sup>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.

Red Hawk 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\*

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

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

**PARENT SURVEY COMMENTS**

"We love the program and the businesses that support it."

"... it's good motivation for my kids to make it to the bus stop on time!"

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**

Red Hawk 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 Red Hawk's total Tracker Bucks earned last year. This would be \$305 to \$610.



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

