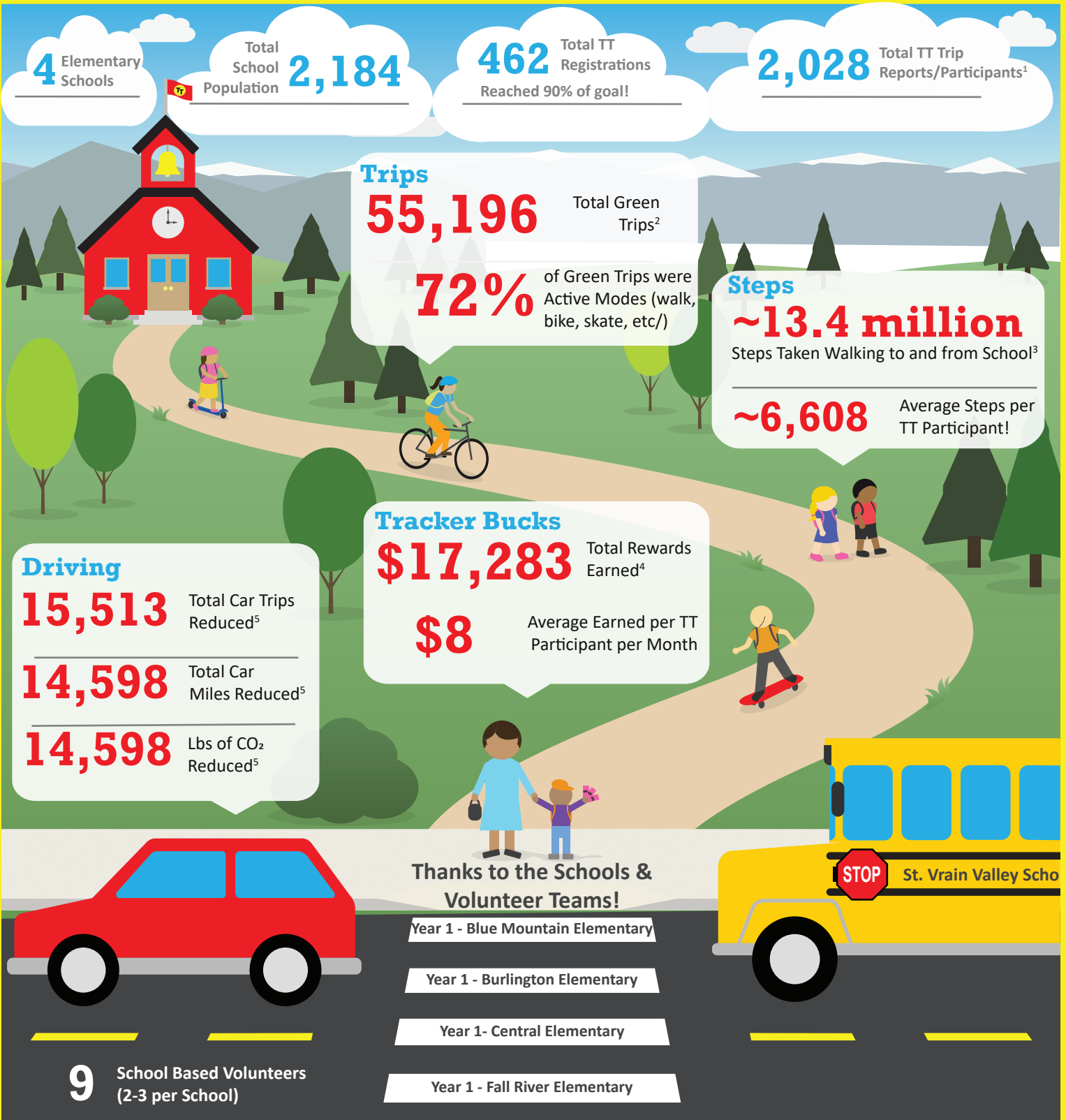


When participants carpool, ride the bus, bike, skate, scooter, or walk to school, they earn Tracker Bucks (\$TBs) to spend at locally-owned Trip Tracker



**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 (SRTS) PARENT SURVEY AND TRAVEL TALLEY DATA

### PARENT RESPONSE RATES

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

**N/A%**

Encourages or strongly encourages walking or biking to/from school

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

**N/A%** Fun or very fun for my child

Healthy or very healthy for my child **N/A%**

<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:

**N/A%** Safety of Intersections and Crossings

**N/A%** Speed of Traffic Along Route

**N/A%** Amount of Traffic Along Route

**N/A%** Distance

**N/A%** Sidewalks or Pathways

<sup>1</sup>Response 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

**N/A**

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

### 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

Source: Trip Tracker Year End Survey

### SCHOOL TO SCHOOL COMPETITION

**Trip Tracker Year-End Participation Rate\***  
**64.00% Overall**

**1<sup>st</sup>** Blue Mountain (65.00%)

**2<sup>nd</sup>** Central (64.00%)

**3<sup>rd</sup>** Fall River (58.00%)

**4<sup>th</sup>** Burlington(47.00%)

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

### SUPPORTING LOCALLY-OWNED BUSINESSES

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



**11** New BPs

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

Tracker Bucks Spent at Trip Tracker Businesses

Max: **\$2,863** Average per Business **\$483**  
Min: **\$41**

Total Tracker Bucks Spent! **\$5,314**  
= A Community Investment of **\$2,657**  
31% of \$TBs Rewarded

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 first full year of the Trip Tracker Program a great success!



BoCoTripTracker.com  
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In Partnership With:

