

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.

5 Elementary Schools

Total Students and Staff

2,995

981 Total TT Registrations
114% more than SY 14-15!

3,651 Total TT Trip Reports/Participants¹
80% more than SY 14-15!

Trips

Total Green Trips² **92,442**

71% of Green Trips were Active Modes (walk, bike, skate, etc.)

Steps

~87.4 million Steps Taken Walking to and from School³

~24,000 Average Steps per TT Participant!

Reduced Driving

18,688 Total Car Trips Reduced⁵

Total Car Miles Reduced⁵ **28,752**

26,337 Lbs of CO2 Reduced⁵

Tracker Bucks

\$29,097 Total Rewards Earned⁴

Average Earned per TT Participant per Month **\$8**

Thanks to the Schools & Volunteer Teams!

Niwot Elementary

Central Elementary

Fall River Elementary

Burlington Elementary

Black Rock Elementary

School-Based Parent Volunteers **13**

29 One-Time Educational Event Volunteers

Total Volunteer Hours **340+**

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 reduced 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 0.916:1 (EPA, 2014).



SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLY DATA¹

My child's school...

Encourages or strongly encourages walking or biking to/from school

80% Fall 2015
83% Spring 2016

Walking or biking to/from school is...

70% Fun or very fun for my child

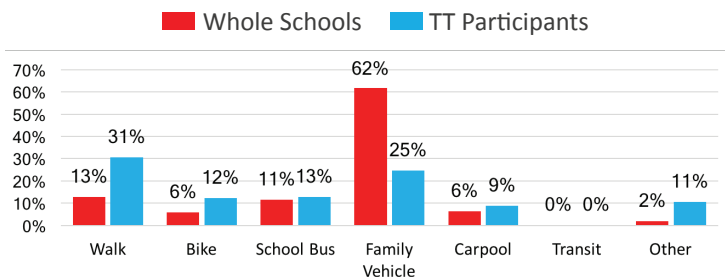
Healthy or very healthy for my child **95%**

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:

- 63%** Distance
- 48%** Safety of intersections and crossings
- 46%** Amount of traffic along route
- 43%** Speed of traffic along route
- 37%** Time

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

All 5 Trip Tracker schools travel mode shares: whole schools vs. Trip Tracker participants only



TRIP TRACKER PARENT PERSPECTIVES

"Trip Tracker is a great incentive to walk or ride to school."
-- Fall River Parent

"We had never been to [Trip Tracker Business] before the bucks, and ALWAYS shop there now!!" -- Black Rock Parent

"We are very excited about the focus on alternatives to driving by car!" -- Niwot Parent

"We already were trying to reduce car trips - Trip Tracker supported this and helped the kids get on board!"
-- Burlington Parent

"So proud our school does Trip Tracker [...] to encourage healthy options to get to/from school." -- Central Parent

"We love Trip Tracker. It has caused us to walk to/from school much more often." -- Fall River Parent

Source: Fall 2015 and Spring 2016 SRTS Parent Surveys and Trip Tracker Program Year-End Surveys

SUPPORTING LOCALLY-OWNED BUSINESSES

19 Total SVVSD Trip Tracker Business Partners (BPs)

14 Returning BPs
5 New BPs

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

Tracker Bucks Spent at Trip Tracker Businesses

Max: **\$5,813** **\$1,134**
Min: **\$18** Average per Business

\$22,681 Total Tracker Bucks Spent!
= 78% of Tracker Bucks Rewarded

Note: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses.

RESULTS FOR THREE COMPETITIONS AMONG PARTICIPATING SVVSD ELEMENTARY SCHOOLS

Parent Survey Return Rate*

- 1st** Fall River (65%)
- 2nd** Black Rock (57%)
- 3rd** Niwot (53%)
- 4th** Burlington (30%)
- 5th** Central (29%)

*Competition was for Fall semester only. Fall and Spring 2016 data available upon request.

Trip Tracker Registration Rate*

- 1st** Black Rock (74%)
- 2nd** Central (68%)
- 3rd** Fall River (65%)
- 4th** Niwot (60%)
- 5th** Burlington (49%)

*as a percent of the 50% registration target. Competition was through December 2016 only.

Trip Tracker Year-End Participation Rate*

- 1st** Fall River (48%)
- 2nd** Burlington (41%)
- 3rd** Niwot (41%)
- 4th** Central (38%)
- 5th** Black Rock (33%)

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

A MESSAGE FROM THE TRIP TRACKER PROGRAM

Thanks to the partnership and dedication of all Trip Tracker schools, PTOs, parent volunteers, business partners, and participants, we have empowered students, staff, and their families to make healthy & environmentally friendly decisions that benefit the entire community. Congrats on making the second full year of the Trip Tracker Program a great success!



BoCoTripTracker.com
E: triptracker@bouldercounty.org
P: 303-441-3935

In Partnership With
ST. VRAIN VALLEY SCHOOLS

