

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.

7 Elementary Schools

Total Students and Staff

3,825

966 Total TT Registrations
Reached 101% of goal!

3,658 Total TT Trip Reports/Participants¹

Trips

Total Green Trips² **99,824**

70% of Green Trips were Active Modes (walk, bike, skate, etc.)

Steps

~74.0 million

Steps Taken Walking to and from School³

~20,220 Average Steps per TT Participant!

Driving

8,042 Total Car Trips Reduced⁵

Total Car Miles Reduced⁵ **19,381**

17,753 Lbs of CO2 Reduced⁵

Tracker Bucks

\$22,390 Total Rewards Earned⁴

Average Earned per TT Participant per Month **\$6**

Thanks to the Schools & Volunteer Teams!

Lyons Elementary (Year 1)

Niwot Elementary (Year 2)

Central Elementary (Year 3)

Fall River Elementary (Year 3)

Red Hawk Elementary (Year 1)

Burlington Elementary (Year 3)

Longmont Estates Elementary (Year 1)

9

Returning Parent Volunteers (82% at Returning Schools)

School-Based Parent Volunteers **16**

New Parent Volunteers (2-3 Per School)

7

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 0.916:1 (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

82% **82%**
Fall 2016 Spring 2017

Walking or biking to/from school is...

73% Fun or very fun for my child

Healthy or very healthy for my child **94%**

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:

62% Distance

58% Amount of traffic along route

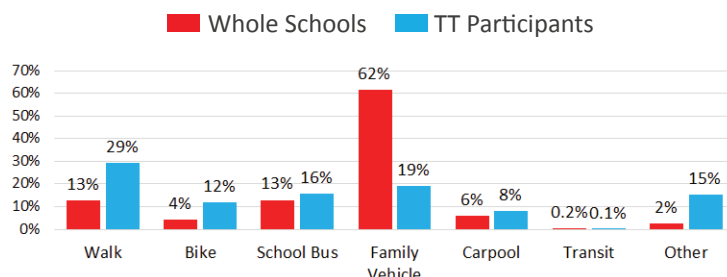
51% Safety of intersections and crossings

49% Speed of traffic along route

33% 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 7 Trip Tracker schools travel mode shares: whole schools vs. Trip Tracker participants only



TRIP TRACKER PARENT PERSPECTIVES

"Love the idea of Trip Tracker." -- Fall River Parent

"Thank you for offering Trip Tracker @ LEE! We need more activity built into our day!" -- Longmont Estates Parent

"We really enjoy having the Trip Tracker program at NES and try to participate when we can." -- Niwot Parent

"We walk together everyday above 10 [degrees] because I enjoy it as well but I'd let them walk alone if they wanted." -- Red Hawk Parent

"This is a wonderful program! Thanks for bringing this to our school." -- Central Parent

"We had spending TT bucks!" -- Niwot Parent

Source: Fall 2016 and Spring 2017 SRTS Parent Surveys.

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

1st Central (64%)	5th Fall River (47%)
2nd Niwot (52%)	6th Burlington (44%)
3rd Red Hawk (49%)	7th Lyons (31%)
4th Longmont Estates (48%)	Overall (47%)

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

SUPPORTING LOCALLY-OWNED BUSINESSES

25 Total SVVSD Trip Tracker Business Partners (BPs)

15 Returning BPs
10 New BPs

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

Tracker Bucks Spent at Trip Tracker Businesses

Max: **\$4,033** **\$913**
Min: **\$33** Average per Business
\$18,260 Total Tracker Bucks Spent!
= 82% of Tracker Bucks Rewarded

Notes: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses. One BP closure during the school year: Happy Bakeshop.



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



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In Partnership With:
ST. VRAIN VALLEY SCHOOLS

