

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.

**8** Elementary Schools

Total Students and Staff

**4,299**

**845** Total TT Registrations  
Reached 75% of goal!

**3,487** Total TT Trip Reports/Participants<sup>1</sup>

## Trips

Total Green Trips<sup>2</sup> **97,872**

**72%** of Green Trips were Active Modes (walk, bike, skate, etc.)

## Steps

**~87.8 Million**

Steps Taken Walking to and from School<sup>3</sup>

**~25,000** Average Steps per TT Participant!

## Driving

**24,495** Total Car Trips Reduced<sup>5</sup>

Total Car Miles Reduced<sup>5</sup> **29,535**

**27,173** Lbs of CO2 Reduced<sup>5</sup>

## Tracker Bucks

**\$21,783** Total Rewards Earned<sup>4</sup>

Average Earned per TT Participant per Month **\$7**

## Thanks to the Schools & Volunteer Teams!

Year 1 - Alpine Elementary

Year 2 - Lyons Elementary

Year 2 - Red Hawk Elementary

Year 2 - Longmont Estates Elementary

Year 3 - Niwot Elementary

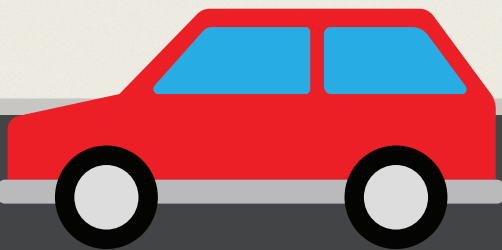
Year 4 - Central Elementary

Year 4 - Burlington Elementary

Year 4 - Fall River Elementary

Returning Volunteers **11**

New Volunteers **2**



**13** School Based Volunteers (1-2 per School)



## 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 CO2 emissions to car miles is approximately 0.92:1 (EPA, 2014).



## SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLEY DATA

<sup>1</sup>Parent opinions are from the school's fall Safe Routes to School (SRTS) Parent Surveys. <sup>2</sup>Mode share data (at bottom left) is from the fall, winter, and spring SRTS travel tallies (for whole school) and from Trip Tracker's year end data.

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

Encourages or strongly encourages walking or biking to/from school

**85%** Fall 2017

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

**67%** Fun or very fun for my child

Healthy or very healthy for my child **92%**

<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:

- 61%** Distance
- 51%** Safety of Intersections and Crossings
- 51%** Speed of Traffic Along Route
- 50%** Amount of Traffic Along Route
- 32%** Time

### Parent Comments

"We love it, it encourages us to walk or ride instead of using the car"  
-- Burlington

"I love the ownership it gives my kids and they really take pride in being able to earn and spend their own money!"  
-- Red Hawk

"It has been such a great program for our kids! It has helped motivate them to bike or ride their scooters to school..." -- Alpine

"We talk about how walking to school wakes up our brains and clears our heads before school which makes us better students" -- Niwot

"It gives the kids a fun incentive and helps them stop and think about which way they will get to school." -- Lyons

"We love Trip Tracker! It teaches financial literacy for my child and promotes local business." -- Longmont Estates

"I love this program. It has helped my family have more family time... and it supports things we think are important... being outside and moving your body." -- Fall River

"It's a great behavior change program that needs reinforcing year after so the older kids can model these choices to the incoming younger kids"

-- Central Parent

Source: Spring 2018 Trip Tracker Survey

## SCHOOL TO SCHOOL COMPETITION

### Trip Tracker Year-End Participation Rate\*

<b>1<sup>st</sup></b> Alpine (56%)	<b>5<sup>th</sup></b> Fall River (52%)
<b>2<sup>nd</sup></b> Niwot (54%)	<b>6<sup>th</sup></b> Burlington (50%)
<b>2<sup>nd</sup></b> Central (54%)	<b>7<sup>th</sup></b> Red Hawk (47%)
<b>4<sup>th</sup></b> Lyons (53%)	<b>8<sup>th</sup></b> Longmont Estates (40%)
<b>Overall (50%)</b>	

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

## SUPPORTING LOCALLY-OWNED BUSINESSES

**25** Total SVVSD Trip Tracker Business Partners (BPs)

**22** Returning BPs  
**3** New BPs

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

Tracker Bucks Spent at Trip Tracker Businesses

Max: **\$2,267** **\$198**

Min: **\$15** Average per Business

**\$17,863** Total Tracker Bucks Spent!  
= 79% of Tracker Bucks Rewarded

Notes: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses.  
3 BP closed or discontinued: La Vita Bella Coffee, Loaf-N-Ladle, La Villa Tatra.

## 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:  
Colorado Safe Routes to School

ST. VRAIN VALLEY SCHOOLS

