Burlington Elementary Trip Tracker

Year Four Data Dashboard (SY 17-18)

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:** 480

**Total TT Registrations:** 70 (Reached 45% of goal!)

**Total Trip Reports/Participants:** 294

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**Trips**

- **Total Green Trips:** 8,631
- **80%** of Green Trips were Active Modes (walk, bike, skate, etc.)

**Steps**

- **~9.89 million** Steps Taken Walking to and from School
- **~33,600** Average Steps per Participant

**Tracker Bucks**

- **$1,920** Total Rewards Earned
- **$7** Average Earned per Participant per Month

**Driving**

- **2,247** Total Car Trips Reduced
- **1,680** Total Car Miles Reduced
- **1,545** Lbs of CO2 Reduced

**Steps Taken Walking to and from School**

**Total Car Trips Reduced**

**Total Lbs of CO2 Reduced**

**All 8 SVVSD Trip Tracker Schools Results (SY 17-18):**

- **3,487** Total Participants
- **97,872** Total Green Trips
- **$21,783** Total Tracker Bucks Earned
- **27,173** Total Lbs of CO2 Reduced
- **~87.8 million** Total Steps Taken Walking to and from School

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**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 0.92:1 (EPA, 2014)

All trip data is self-reported and not necessarily exact. Additional data is available upon request - triptracker@bouldercounty.org
Burlington Elementary Trip Tracker

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SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLY DATA

My child’s school...

Walking or biking to/from school is...

83% 77% Fun or very fun for my child

Healthy or very healthy for my child 88%

Encourages or strongly encourages walking/biking to and from school

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:

- 60% Amount of Traffic Along Route
- 60% Speed of Traffic Along Route
- 55% Safety or Intersections and Crossings
- 45% Distance
- 40% Adults to Walk or Bike With

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.

TRIP TRACKER COMMENTS

“We love it, it encourages us to walk or ride instead of using the car”

“I love the motivation it gives my kids to ride to school everyday. They love the independence they get to feel with spending their bucks”

Source: Spring 2018 Trip Tracker Year End Feedback Survey

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

1st: Alpine (56%)
2nd: Niwot (54%)
3rd: Central (54%)
4th: Lyons (53%)
5th: Burlington (50%)
6th: Fall River (52%)
7th: Red Hawk (47%)
8th: Longmont Estates (40%)

*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 Min: $15
Average per Business: $445

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

PARTICIPATING BUSINESSES

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

Burlington 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 Burlington’s total Tracker Bucks earned last year. This would be $95 to $190.

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

In Partnership With:

Colorado Safe Routes to School St. Vrain Valley Schools

Additional data is available upon request - triptracker@bouldercounty.org