Central Elementary Trip Tracker

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: 461
Total TT Registrations: 94
Reached 64% of goal!

Total Trip Reports/Participants: 424

Trips
Total Green Trips: 11,294
94% of Green Trips were Active Modes (walk, bike, skate, etc.)

Steps
~11.3 million Steps Taken Walking to and from School
~26,600 Average Steps per Participant!

Tracker Bucks
Total Rewards Earned: $2,629
Average Earned per Participant per Month: $7

Driving
Total Car Trips Reduced: 1,744
Total Car Miles Reduced: 846
Lbs of CO2 Reduced: 778

Steps
Total Lbs of CO2 Reduced: 11,294

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

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
SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLY DATA

My child’s school...
Encourages or strongly encourages walking or biking to/from school

Walking or biking to/from school is...
Fun or very fun for my child

Healthy or very healthy for my child

N/A

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

1 Not available due to insufficient data. Please complete Safe Routes to School Parent Surveys for complete data next year.

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

1st
Alpine (56%)

5th
Fall River (52%)

2nd
Niwot (54%)

6th
Burlington (50%)

2nd
Central (54%)

7th
Red Hawk (47%)

4th
Lyons (53%)

8th
Longmont Estates (40%)

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

SUPPORTING LOCALLY-OWNED BUSINESSES

Total SVVSD Trip Tracker Business Partners (BPs)

25

Tracker Bucks Spent at Trip Tracker Businesses

Max: $2,267

Min: $15

$445 Average per Business

$17,863 Total Tracker Bucks Spent!

= 79% of Tracker Bucks Rewarded

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

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.

PARTICIPATING BUSINESSES

TRIP TRACKER PARENT PERSPECTIVE

“IT has been a good motivator ...
also encouraging movement before a day of sitting at school or work”

“Its great. The kids love it, love to earn "bucks", and talk about the impact that they are having by reducing car traffic/pollution!”

Source: Spring 2018 Trip Tracker Year End Feedback Survey

A MESSAGE FROM THE TRIP TRACKER PROGRAM

Central 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 Central’s total Tracker Bucks earned last year. This would be $131 to $261.