Fall River 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.

**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)

**Total Students and Staff: 650**

**Total TT Registrations: 193**

**Total Trip Reports/Participants: 854**

**Trips**

- **25,032** Total Green Trips
- **87%** of Green Trips were Active Modes (walk, bike, skate, etc.)

**Steps**

- **~27.6 million** Steps Taken Walking to and from School
- **~32,300** Average Steps per Participant!

**Tracker Bucks**

- **$5,678** Total Rewards Earned
- **$7** Average Earned per Participant per Month

**Driving**

- **6,760** Total Car Trips Reduced
- **5,044** Total Car Miles Reduced
- **4,641** Lbs of CO2 Reduced

**Total Car Trips Reduced:**

- **24,495**
- **27,173** Total Lbs of CO2 Reduced
- **3,487** Total Participants
- **97,872** Total Green Trips
- **$21,783** Total Tracker Bucks Earned

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

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

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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...
68% Fun or very fun for my child

Healthy or very healthy for my child 84%

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:

54% Distance
49% Speed of Traffic Along Route
48% Safety of Intersections or Crossing
46% Amount of Traffic Along Route
36% 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.

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

1st Alpine (56%)
2nd Niwot (54%)
3rd Central (54%)
4th Lyons (53%)

5th Fall River (52%)
6th Burlington (50%)
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!

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 PERSPECTIVES

“It is a wonderful program and my children love when they receive their dollars and enjoy spending them.”

“It encourages my student to ride her bike and for my family to have conversations about the importance of reducing car trips anywhere and to ride bikes or walk for exercise.”

Source: Spring 2018 Trip Tracker Year End Feedback Survey

A MESSAGE FROM THE TRIP TRACKER PROGRAM

Fall River 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 Fall River’s total Tracker Bucks earned last year. This would be $284 to $567.

BoCoTripTracker.com
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P: 303-441-3935

In Partnership With

Colorado Safe Routes to School

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