Longmont Estates Elementary Trip Tracker Year Two 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:** 400

**Total TT Registrations:** 89

**Total Trip Reports/Participants:** 304

**94% of Green Trips were Active Modes (walk, bike, skate, etc.)**

**Total Green Trips:** 8,333

**~9.3 million Steps Taken Walking to and from School**

**~30,600 Average Steps per Participant!**

**Driving**

- **Total Car Trips Reduced:** 1,448
- **Total Car Miles Reduced:** 979
- **Lbs of CO2 Reduced:** 901

**Steps**

- **Total TT Registrations:** 89

**Tracker Bucks**

- **Total Rewards Earned:** $1,919
- **Average Earned per Participant per Month:** $7

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

- **Total Participants:** 3,487
- **Total Green Trips:** 97,872
- **Total Tracker Bucks Earned:** $21,783
- **Total Car Trips Reduced:** 24,495
- **Total Lbs of CO2 Reduced:** 27,173
- **Total Steps Taken Walking to and from School:** ~87.8 million

**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
My child's school...

Encourages or strongly encourages walking or biking to/from school

69%

Walking or biking to/from school is...

66% Fun or very fun for my child

Healthy or very healthy for my child 90%

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:

- 68% Amount of Traffic Along Route
- 66% Safety of intersections and crossings
- 66% Distance
- 64% Speed of Traffic Along Route
- 39% Violence or Crime

1 Parent opinions are from the school's fall Safe Routes to School (SRTS) Parent Surveys. Mode share data (at right) is from the fall and winter SRTS travel tallies (for whole school) and from Trip Tracker's database.

### SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

<table>
<thead>
<tr>
<th>Rank</th>
<th>School</th>
<th>Mode Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Alpine</td>
<td>56%</td>
</tr>
<tr>
<td>2nd</td>
<td>Niwot</td>
<td>54%</td>
</tr>
<tr>
<td>3rd</td>
<td>Central</td>
<td>54%</td>
</tr>
<tr>
<td>4th</td>
<td>Lyons</td>
<td>53%</td>
</tr>
<tr>
<td>5th</td>
<td>Fall River</td>
<td>52%</td>
</tr>
<tr>
<td>6th</td>
<td>Burlington</td>
<td>50%</td>
</tr>
<tr>
<td>7th</td>
<td>Red Hawk</td>
<td>47%</td>
</tr>
<tr>
<td>8th</td>
<td>Longmont Estates</td>
<td>40%</td>
</tr>
</tbody>
</table>

*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

Tracker Bucks Spent at Trip Tracker Businesses

| Max: $2,267 | Average per Business: $445 |

**Total Tracker Bucks Spent!**

$17,863 = 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

Longmont Estates 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 Longmont Estates’ total Tracker Bucks earned last year. This would be $96 to $192.