When participants carpool, ride the bus, bike, skate, scoot, or walk to school, they earn Tracker Bucks (STBs) 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).

Trip data is self-reported - not exact. Data may change after printing. Current numbers available upon request - triptracker@bouldercounty.org
SAFE ROUTES TO SCHOOL (SRTS) PARENT SURVEY AND TRAVEL TALLY DATA

PARENT RESPONSE RATES

<table>
<thead>
<tr>
<th>Top 5 issues</th>
<th>Parents reported affecting decisions to NOT allow a child to walk or bike to/from school:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety of Intersections and Crossings</td>
<td>64%</td>
</tr>
<tr>
<td>Speed of Traffic Along Route</td>
<td>59%</td>
</tr>
<tr>
<td>Amount of Traffic Along Route</td>
<td>54%</td>
</tr>
<tr>
<td>Distance</td>
<td>50%</td>
</tr>
<tr>
<td>Sidewalks or Pathways</td>
<td>34%</td>
</tr>
</tbody>
</table>

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:

Fun or very fun for my child
Encourages or strongly encourages walking or biking to/from school
Healthy or very healthy for my child

PARENT SURVEY COMMENTS

“I just love it. It is awesome.” -- Alpine
“I think it is a good motivator for walking and bike riding.” -- Burlington
“Trip Tracker is wonderful! I feel it has reduced the amount of traffic around the neighborhood/school, it promotes healthy lifestyle choices, and the kids love spending the Trip Tracker money.” -- Central
“Trip tracker offers kids a great incentive to walk to school.” -- Fall River
“It’s a great benefit for families to encourage reducing car usage!” -- Longmont Estates
“...I think it has a big impact on the way children think about managing their money and what to spend it on because they have decisions to make themselves.” -- Lyons
“I think it has encouraged other families to walk/bike more as we have seen a lot more families on our way to school this year...” -- Niwot
“We love the program and the businesses that support it!” -- Red Hawk

Source: Trip Tracker Year End Survey

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*
60.00% Overall

1st Fall River (66.00%)
2nd Alpine (60.00%)
3rd Longmont Estates (59.88%)
4th Red Hawk (59.69%)
5th Niwot (58.15%)
6th Lyons (58.10%)
7th Central (57.00%)

A Community Investment of =

Tracker Bucks Spent at Trip Tracker Businesses
Max: $3,155 Average per Business $500
Min: $9

Total Tracker Bucks Spent! $20,893
A Community Investment of $10,446
79% of STBs Rewarded

SUPPORTING LOCALLY-OWNED BUSINESSES

24 Total SVVS Trip Tracker Business Partners (BPs)
18 Returning BPs
6 New BPs

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

Notes: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses. No BP closed or discontinued during this school year.

A MESSAGE FROM THE TRIP TRACKER PROGRAM

Thank you for the dedication from all Trip Tracker schools, PTOs, parent volunteers, business partners, and participants. Because of these partnerships, SVVS students, staff, and their families have been empowered to make healthy & environmentally friendly decisions that benefit our entire community. Congrats on making the fifth full year of the Trip Tracker Program a great success!

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

In Partnership With:

All full data sets have been provided to each school. They are available upon request - tripptracker@bouldercounty.org