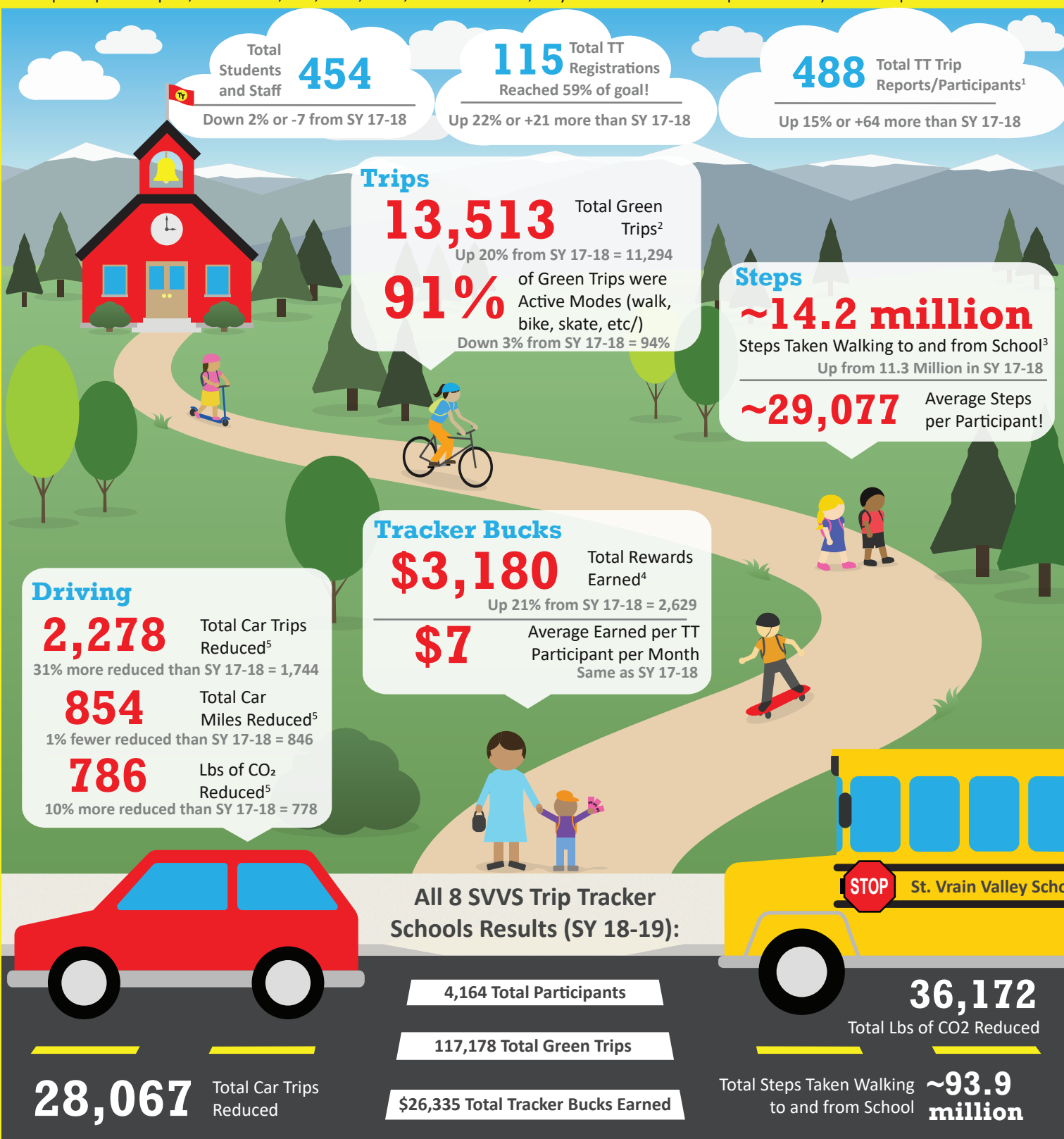


Central Elementary Trip Tracker (TT)

Year Five Annual Summary (SY 18-19)

When participants carpool, ride the bus, bike, skate, scooter, 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)



SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLY DATA¹

My child's school...

90%

Encourages or strongly encourages walking or biking to/from school

Walking or biking to/from school is...

82% Fun or very fun for my child

Healthy or very healthy for my child **98%**

¹ 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:

62% Distance

54% Safety of Intersections and Crossings

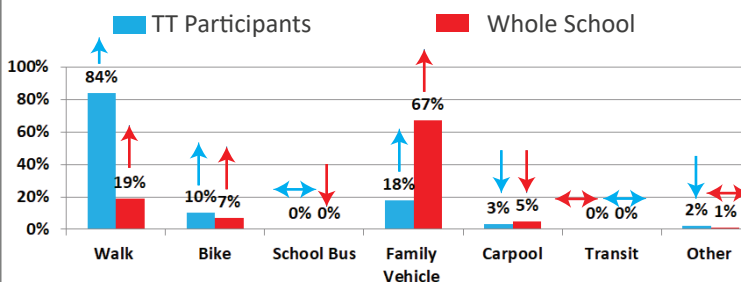
42% Speed of Traffic Along Route

40% Amount of Traffic Along Route

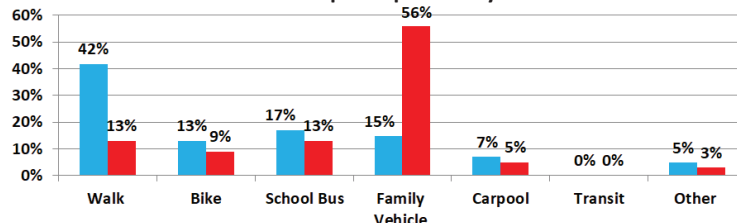
28% Time

¹ 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.

Central Elementary travel mode shares: whole school vs. Trip Tracker participants only. Arrows represent change from SY 2017-2018.



All 8 Trip Tracker schools travel mode shares: whole schools vs. Trip Tracker participants only



SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

1 st Fall River (66.00%)	5 th Niwot (58.15%)
2 nd Alpine (60.00%)	6 th Lyons (58.10%)
2 nd Longmont Estates (59.88%)	7 th Central (57.00%)
4 th Red Hawk (59.69%)	8 th Burlington (56.00%)

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

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!

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 \$TBs Rewarded

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

PARENT SURVEY COMMENTS

"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."

"This is a really great program, not just reduce car use for short trips, but also to support local businesses. I actively seek them out and usually spend money beyond my trip tracker bucks."

Source: Trip Tracker Year End Feedback Survey

PARTICIPATING BUSINESSES



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 \$159 to \$318.



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

In Partnership With
Colorado Safe Routes to School
ST. VRAIN VALLEY SCHOOLS

