Longmont Estates Elementary Trip Tracker (TT) Year Three Annual Summary (SY 18-19)

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).

Trip data is self-reported - not exact. Data may change after printing. Current numbers available upon request - triptracker@bouldercounty.org

![Image of infographic with statistics and graphics related to trip tracking and carbon reduction.]

- **Total Students and Staff:** 400 (Same as SY 17-18)
- **Total TT Registrations:** 92 (Reached 78% of goal! Up 3% or +3 more than SY 17-18)
- **Total TT Trip Reports/Participants:** 394 (Up 30% or +90 more than SY 17-18)

### Trips
- **Total Green Trips:** 10,873 (Up 30% from SY 17-18 = 8,333)
- **83%** of Green Trips were Active Modes (walk, bike, skate, etc.)
- **~13.6 million** Steps Taken Walking to and from School (Up from 9.3 Million in SY 17-18)
- **~34,458** Average Steps per Participant!

### Driving
- **Total Car Trips:** 2,647 (83% more reduced than SY 17-18 = 1,448)
- **Total Car Miles Reduced:** 3,219 (228% more reduced than SY 17-18 = 979)
- **Lbs of CO2 Reduced:** 2,961 (229% more reduced than SY 17-18 = 901)

### Tracker Bucks
- **Total Rewards Earned:** $2,491 (Up 23% from SY 17-18 = 1,919)
- **$7** Average Earned per TT Participant per Month (Same as SY 17-18)

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### All 8 SVVS Trip Tracker Schools Results (SY 18-19):
- **4,164 Total Participants**
- **117,178 Total Green Trips**
- **$26,335 Total Tracker Bucks Earned**
- **36,172 Total Lbs of CO2 Reduced**
- **Total Steps Taken Walking to and from School:** ~93.9 million
My child’s school...

Encourages or strongly encourages walking or biking to/from school

65%

Walking or biking to/from school is...

74% Fun or very fun for my child

Healthy or very healthy for my child 96%

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:

- 75% Safety of Intersections and Crossings
- 71% Amount of Traffic Along Route
- 71% Speed of Traffic Along Route
- 57% Distance
- 39% Sidewalk or Pathways

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*

1st Fall River (66.00%)
2nd Alpine (60.00%)
2nd Longmont Estates (59.88%)
4th Red Hawk (59.69%)

5th Niwot (58.15%)
6th Lyons (58.10%)
7th Central (57.00%)
8th 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
Min: $9
Average per Business $500
Total Tracker Bucks Spent! $20,893
A Community Investment of $10,446

79% of STBs Rewarded

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

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 $125 to $249.