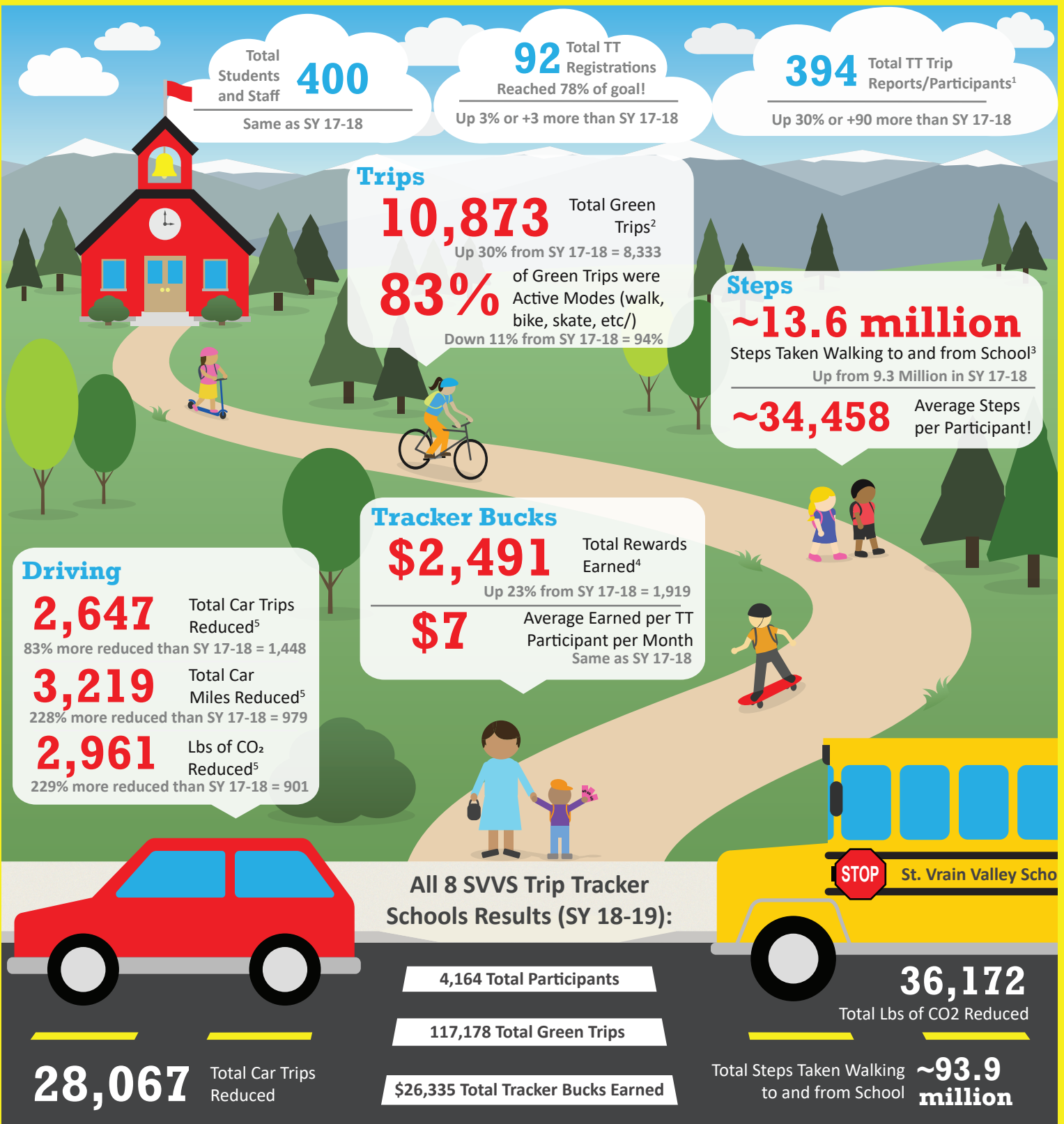


When participants carpool, ride the bus, bike, skate, scooter, or walk to school, they earn Tracker Bucks to spend at locally-owned Trip Tracker Businesses.



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...

65%

Encourages or strongly encourages walking or biking to/from school

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

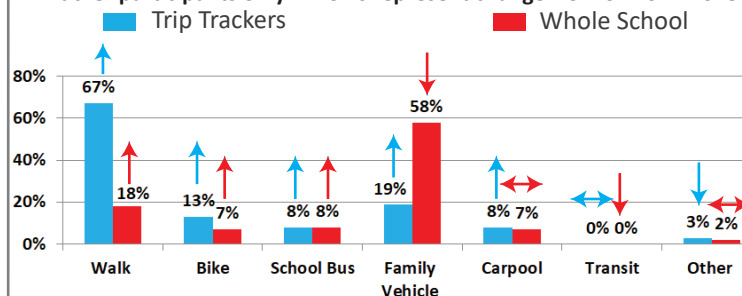
71% Speed of Traffic Along Route

57% Distance

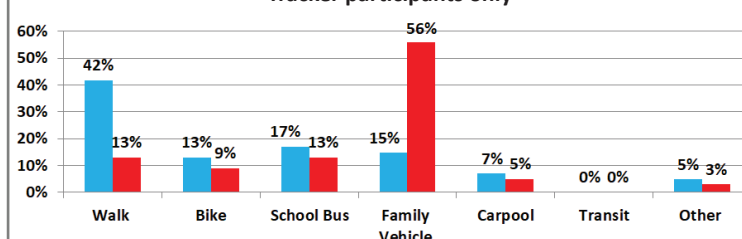
39% Sidewalk or Pathways

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.

Longmont Estates 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.

PARENT SURVEY COMMENTS

"It's a great benefit for families to encourage reducing car usage!"

"Really gets my kids excited about walking to school, and it helps me set more of a hard line about not driving even when the weather is bad."

Source: Trip Tracker Year End Feedback Survey

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.

PARTICIPATING BUSINESSES



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.


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

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