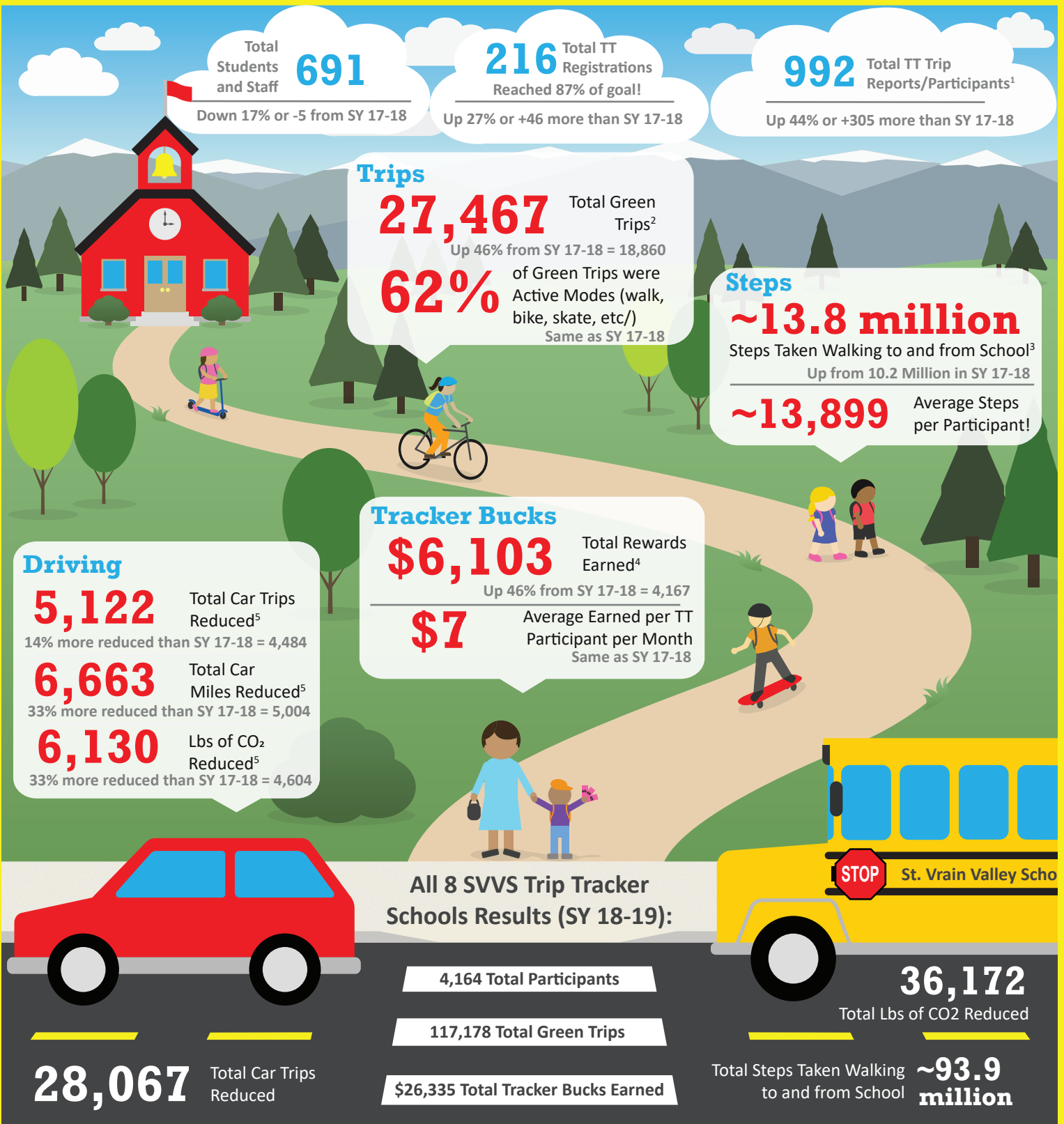


# Red Hawk Elementary Trip Tracker (TT)

# Year Three 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:

- <sup>1</sup> Total Trip Reports/Participants is the grand total of each monthly total number of people who reported trips
- <sup>2</sup> A Green Trip is a one-way trip between home and school using a mode of transportation other than a single family vehicle
- <sup>3</sup> Steps are calculated using an age-adjusted formula from the National Center for Safe Routes to School
- <sup>4</sup> Each Tracker Buck is a \$1 reward earned by taking Green Trips that can be spent at participating locally-owned businesses
- <sup>5</sup> 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 CO<sub>2</sub> emissions to car miles is approximately 0.92:1 (EPA, 2014)



SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLY DATA<sup>1</sup>

My child's school...

87%

Encourages or strongly encourages walking or biking to/from school

Walking or biking to/from school is...

70%

Fun or very fun for my child

Healthy or very healthy for my child

98%

<sup>1</sup> 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:

85% Safety of Intersections and Crossing

64% Speed of Traffic Along Route

54% Amount of Traffic Along Route

46% Crossing Guards

35% Sidewalks or Pathways

<sup>1</sup> 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.

## SCHOOL TO SCHOOL COMPETITION

## Trip Tracker Year-End Participation Rate\*

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

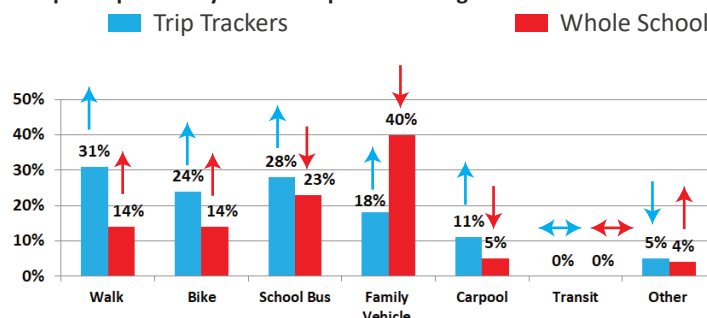
Max: \$3,155 Average per Business \$500  
 Min: \$9  
 Total Tracker Bucks Spent! \$20,893  
 = A Community Investment of \$10,446  
 79% of \$TBs Rewarded

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

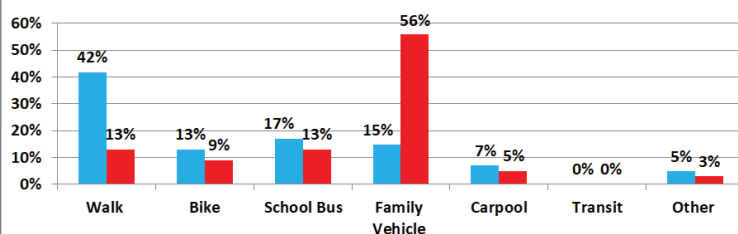
## A MESSAGE FROM THE TRIP TRACKER PROGRAM

Red Hawk 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 Red Hawk's total Tracker Bucks earned last year. This would be \$305 to \$610.

Red Hawk 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



## PARENT SURVEY COMMENTS

"We love the program and the businesses that support it."

"... it's good motivation for my kids to make it to the bus stop on time!"

Source: Trip Tracker Year End Feedback Survey

## PARTICIPATING BUSINESSES



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

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

