



TRIP TRACKER

When participants carpool, ride the bus, bike, walk, skate or scoot to school, they earn Tracker Bucks to spend at participating local businesses. When you are with Trip Tracker, your business benefits!

What it is:

Trip Tracker (TT) is a program that engages staff & students (with help from their parents) to reduce vehicle traffic at schools and in surrounding neighborhoods.

How it works:

One Tracker Buck = One US Dollar

Green Trip = one way trip made by a method other than a single family vehicle between home and school. Ex. Walk, Bike, Bus, Carpool, etc...

- Each month, participants track and report to TT their green trips. Then they receive Tracker Bucks for that month's green trips.
- Participants can spend Tracker Bucks at participating TT Businesses. Tracker Bucks must be spent at locally owned TT Businesses.
- TT Businesses invoice Boulder County Transportation Department for the Tracker Bucks they receive.
- Boulder County reimburses TT Businesses \$0.50 on the dollar.

Get Involved:

Trip Tracker (TT) is a community-based, collaborative program that promotes safety, as well as, environmental and physical health.

Trip Tracker is good for your business-and it's good for our community.

Provides business visibility.

TT participants receive a new TT Business list each month and can search the website for participating businesses.

Expands customer base.

TT is a great way to introduce new patrons to your business, and it brings in the bucks. Kids usually bring adults with them when they spend Tracker Bucks, who also buy things too. Adults earn Tracker Bucks too and need places to shop.

Highlights community.

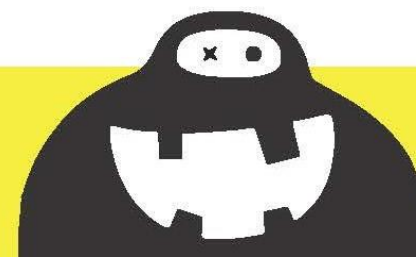
TT Businesses receive point of purchase and/or window clings, so all shoppers and community members know you're part of the TT program, as well as, free marketing through various media.



BoCoTripTracker.com

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Frequently Asked Questions

Q: What defines a Trip Tracker Business?

A: Locally-owned businesses (not corporately-owned chains) that choose to participate in the program. Participating businesses agree to:

1. Accept Tracker Bucks like cash.
2. Invoice Boulder County for the Tracker Bucks they receive.
3. Get reimbursed \$0.50 on the dollar.

Q: How many Tracker Bucks are likely to come to my business during the course of a school year?

A: The amount of Tracker Bucks previous TT Businesses have received ranges from \$0-\$2800 over the course of a school year.

The average Tracker Bucks earned/month is \$7.

TT Businesses can place and/or lift a Tracker Buck limit at any time, to help control the amount of Tracker Bucks received.

Q: How will my business get reimbursed?

A: Reimbursement happens at your convenience. Just send us an invoice (we provide an invoice template) with the Tracker Bucks you've collected, and Boulder

County will put a check in the mail.

A year-end reimbursement request will be sent to all participating business partners each June to ensure reimbursement occurs at least once each year.

Q: How will participants know my business accepts Tracker Bucks?

A: A number of ways!

1. Participating TT Businesses receive Trip Tracker window clings and point of purchase stickers.
2. TT Businesses are highlighted on our website: **BoCoTripTracker.com**
3. Participants receive a current list of TT Businesses monthly.
4. TT Businesses are spotlighted through various program media channels.
5. We work with local press to highlight TT Businesses and the program.

Do you have other ideas to effectively promote business partners? Just let us know. Your help makes this a great program!

Q: Do Tracker Bucks Expire?

A: Yes, Tracker Bucks for a given school year expire after school is out for summer break. Expiration dates are printed on every

Tracker Buck. All TT participants and businesses are reminded of the expiration date as the date approaches.

Q: Who runs the Trip Tracker program in St. Vrain Valley School District schools?

A: Trip Tracker is a collaboration between Boulder County Transportation, St. Vrain Valley School District, Boulder Valley School District, and the Colorado Department of Transportation. It is funded through a Safe Routes to School grant. This program is made possible with support from businesses like yours!

Q: What is the time commitment?

A: Based on results from our current business partners, on average they spend 30 minutes on both administrative and face to face customer time per month.

Q: Who should I contact if I want to join as a Trip Tracker Business or if I have additional questions?

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