

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.

2 Easy Ways To Get Involved- Ask How!

1. Accept \$TBs at Your Business

Need 1 page agreement & a W9 copy
Most BPs set up \$TBs like a coupon

2. Sponsor a TT School

Need a fiscal contribution

"This is a really great program, not just [to] 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."

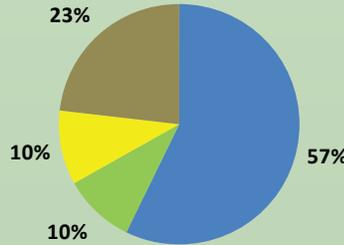
"My child really enjoys the independence and thought dealing with Trip Tracker money, and supporting local businesses with it."

"We love the program & the businesses that support it!"

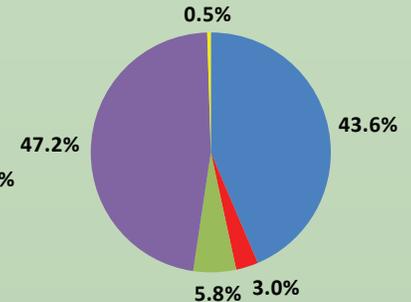
Parents are saying...

Source: TT Year End Survey

\$TBs Earned Where



\$TBs Spent Where



Tracker Bucks Summary

Total \$TB Earned: 26,335
Total \$TB Spent: 20,893 = 79% of \$TB earned
- Total \$TB Spent by Students: 20,446/ \$10,223
- Total \$TB Spent by Staff: 477/ \$223.50

\$10,446.50 put into local economy by participants choosing their own rewards.
Average amount per business = \$500
Maximum = \$3,155 Minimum = \$9

Total BP Locations in SVVS: 24

Returning BPs: 18

New BPs: 6

SVVS \$TBs spent at BVSD BPs = 3,585/ \$1,792.50

BVSD \$TBs spent at SVVS BPs = 1,689/ \$844.50

Business Partner Benefits

1. Expand customer base- drive repeat & new customers
2. FREE MARKETING by the TT Program- online, print, electronic
3. Increase community involvement
4. Contribute to local sustainability & economic goals
5. Peer business support from other participating businesses
6. Support a local student & family based effort that benefit the entire community through:
 - Increased safety = decreased cars at schools
 - Increased physical activity = decreased driving
 - Improves academic readiness & mental health
 - Increased environmental health = decreased CO2 & other car emissions
 - Increased money put into the local economy through \$TBs
7. Earn sustainability certification credits- ask how

BP Types

Eat/Drink	41%
Experience	8%
Shopping	40%

We Support You

I Chose You!

Thank You Locally Owned Businesses!

Thank you to these locally owned TT Business Partners during SY 18-19!



Abbreviations:

BP = Business Partners BVSD = Boulder Valley School District \$TBs = Tracker Bucks TT = Trip Tracker SY = School Year SVVS = St. Vrain Valley Schools PTO = Parent Teacher Organization

Trip Tracker Business Partner Summary

TT Year 5 - School Year 2018-19

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.

TT School Highlights

8 Elementary Schools

Same as SY 17-18

Total School Population **4,109**

Down 3% or -138 from SY 17-18

928 Total TT Registrations

Reached 72% of goal!

Up 19% or +147 more than SY 17-18

4,164 Total TT Trip Reports/Participants¹

Up 20% or +685 more than SY 17-18

Alpine Elementary in Longmont - TT Year 2

Red Hawk Elementary in Erie - TT Year 3

Niwot Elementary in Niwot - TT Year 4

Burlington Elementary in Longmont - TT Year 5

Lyons Elementary in Lyons - TT Year 3

Longmont Estates Elementary in Longmont - TT Year 3

Central Elementary in Longmont - TT Year 5

Fall River Elementary in Longmont - TT Year 5



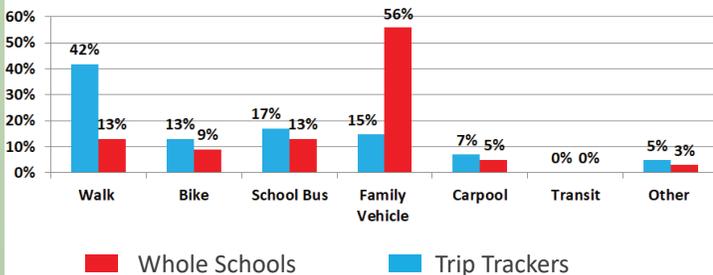
Trips
117,178 Total Green Trips²
Up 20% from SY 17-18= 97,872
72% of Green Trips were Active Modes (walk, bike, skate, etc.)
Same as SY 17-18

Driving
28,067 Total Car Trips Reduced⁵
15% more reduced than SY 17-18= 24,479
39,317 Total Car Miles Reduced⁵
33% more reduced than SY 17-18= 29,592
36,172 Lbs of CO₂ Reduced⁵
33% more reduced than SY 17-18= 27,224

Steps
~93.9 million Steps Taken Walking to and from School³
Up from 87.8 Million in SY 17-18
~23,000 Average Steps per TT Participant!

TT Trip Modes

⁶All 8 Trip Tracker schools travel mode shares: Whole School vs. Trip Tracker Participants only



⁶Mode Share Data comes from the the school's annual Fall SRTS Teacher Tallies (Whole School) and from Trip Tracker's Year End Data.

Total School Based Volunteers 16

Returning Volunteers 10

New Volunteers 6



Tracker Bucks (\$TB)
\$26,335 Total Rewards Earned⁴
Up 21% from SY 17-18= 21,783
\$7 Average Earned per TT Participant per Month
Same as SY 17-18

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 5 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).

A MESSAGE FROM THE TRIP TRACKER PROGRAM



On behalf of all Trip Tracker schools, PTOs, parent volunteers, participants, and County Staff, we thank you for your partnership. Because of it, SVVS students, staff and their families have been empowered to make healthy & environmentally friendly decisions that benefit our entire community. Congrats on making the fifth year of the Trip Tracker Program a great success!



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In Partnership With:

