TRIP TRACKER
ANNUAL SUMMARY

2019-2020
YEAR FOUR

1st Place

7,112
1 Total Green Trips
87% of the trips were active modes (walk, bike, skate, etc.)

235
2 Total Trip Tracker Reports
Down 23% from last year

1,603
3 Tracker Bucks Awards Earned
Average 7 Bucks per participant per month

2,133
4 Total Car Trips Reduced
Down 2% from last year

1,992
4 Total Car Miles Reduced
Down 24% from last year

1,970
5 Total Pounds of CO₂ Reduced
Down 18% from last year

7.6 million
6 Steps Taken Walking to and from School
Down 2,905,710 from last year

Participants who carpool, ride the bus, bike, skate, scoot, or walk to school, earn Tracker Bucks to spend at Trip Tracker Businesses.

PARTICIPATION RATES
9 SCHOOLS YEAR-END RESULTS

Longmont Estates Elementary (62.1%)
Niwot Elementary (61.9%)
Central Elementary (56.4%)
Alpine Elementary (55.7%)
Fall River Elementary (53.1%)
Lyons Elementary (52.9%)
Red Hawk (48.0%)
Burlington Elementary (46.0%)
Mountain View Elementary (46.0%)

PRESENTED BY

TRIP TRACKER
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BUSINESS PARTNERS
THANK YOU!
PARENT FEEDBACK

Think their school encourages walking or biking to/from school

Think their child enjoys walking or biking to/from school

Think walking or biking to/from school is healthy for their child

Not available due to insufficient data. Please complete Safe Routes To School Parent Surveys for complete data next school year.

In addition to climate, top 5 reasons parents decided not to allow their child to walk or bike to/from school

PARENT COMMENTS

“My kids are definitely motivated to bike or walk to school because of Trip Tracker Bucks.”

“My child is extra motivated to walk in terrible weather with the promise of trip tracker bucks to spend on toys.”

“Our daughter is proud that she gets rewarded for walking to school. It also supports local businesses that accept trip tracker bucks. We always spend more money than the trip tracker bucks that we bring. Otherwise we would not go as often, or at all, to these stores.”

Sources: Trip Tracker Year End Survey and the Safe Routes to School Parent Survey Comments

LONGMONT ESTATES TRAVEL MODE SHARES

Walk Bike School Bus Family Car Carpool Transit Other

65% 59% 12% 7% 7% 3% 0% 0% 0%

Spend Rate/Low due to COVID-19

55%

Most spent at a Tracker Business

$1,804

Least spent at a Tracker Business

$14

ALL 9 TRIP TRACKER SCHOOLS RESULTS

85,320 Total Green Trips

2,962 Total Participants

18,095 Total Car Trips Reduced

25,746 Total Car Miles Reduced

25,463 Total Pounds of CO2 Reduced

10,068 Tracker Bucks Awards Earned

207+ million Steps Taken to/from School

27 BUSINESS PARTNERS

10,463 = $5,231.50

Tracker Bucks Received/Spent

Community Investment

In Partnership With: