Trip Tracker (TT) Annual Summary - Year 1

St. Vrain Valley Schools (SVVS) School Year (SY) 14-15

When participants carpool, ride the bus, bike, skate, scoot, or walk to school, they earn Tracker Bucks ($TBs) to spend at locally-owned Trip Tracker.

Total Elementary Schools: 4
Total TT Registrations: 462
Total TT Trip Reports/Participants: 2,028
Total School Population: 2,184

**Trips**
55,196 Total Green Trips
72% of Green Trips were Active Modes (walk, bike, skate, etc.)

**Steps**
~13.4 million Steps Taken Walking to and from School
~6,608 Average Steps per TT Participant!

**Tracker Bucks**
$17,283 Total Rewards Earned
$8 Average Earned per TT Participant per Month

**Driving**
15,513 Total Car Trips Reduced
14,598 Total Car Miles Reduced
14,598 Lbs of CO2 Reduced

**Steps**
55,196 Total Green Trips
72% of Green Trips were Active Modes (walk, bike, skate, etc.)

**Tracker Bucks**
$17,283 Total Rewards Earned
$8 Average Earned per TT Participant per Month

**Thanks to the Schools & Volunteer Teams!**

- Year 1 - Blue Mountain Elementary
- Year 1 - Burlington Elementary
- Year 1 - Central Elementary
- Year 1 - Fall River Elementary

**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).

Trip data is self-reported - not exact. Data may change after printing. Current numbers available upon request - triptracker@bouldercounty.org
SAFE ROUTES TO SCHOOL (SRTS) PARENT SURVEY AND TRAVEL TALLY DATA

PARENT RESPONSE RATES

1. My child’s school...
   N/A%

2. Walking or biking to/from school is...
   N/A%

3. 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:
   N/A% Safety of Intersections and Crossings
   N/A% Speed of Traffic Along Route
   N/A% Amount of Traffic Along Route
   N/A% Distance
   N/A% Sidewalks or Pathways

   *Response rates come from the school’s annual Fall SRTS Parent Survey.

4. All 8 Trip Tracker schools travel mode shares: whole schools vs. Trip Tracker participants only
   N/A

EXTRA NOTES:

1. N/A% Fun or very fun for my child
   Healthy or very healthy for my child N/A%

2. “I just love it. It is awesome.” -- Alpine
   “I think it is a good motivator for walking and bike riding.” -- Burlington
   “Trip Tracker is wonderful! I feel it has reduced the amount of traffic around the neighborhood/school, it promotes healthy lifestyle choices, and the kids love spending the Trip Tracker money.” -- Central
   “Trip tracker offers kids a great incentive to walk to school.” -- Fall River
   “It’s a great benefit for families to encourage reducing car usage!” -- Longmont Estates
   “…I think it has a big impact on the way children think about managing their money and what to spend it on because they have decisions to make themselves.” -- Lyons
   “I think it has encouraged other families to walk/bike more as we have seen a lot more families on our way to school this year...” -- Niwot

Source: Trip Tracker Year End Survey

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*
64.00% Overall

1st Blue Mountain (65.00%)
2nd Central (64.00%)
3rd Fall River (58.00%)
4th Burlington (47.00%)

*Equals cumulative monthly total participants divided by cumulative monthly total registrations.

SUPPORTING LOCALLY-OWNED BUSINESSES

11 Total SVVS Trip Tracker Business Partners (BPs)

11 New BPs

Don’t forget to thank TT Businesses when visiting them!

Tracker Bucks Spent at Trip Tracker Businesses

Max: $2,863
Min: $41

Average per Business $483

Total Tracker Bucks Spent! $5,314

A Community Investment of 31% of TBs Rewarded $2,657

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

Thank you for the dedication from all Trip Tracker schools, PTOs, parent volunteers, business partners, and participants. Because of these partnerships, SVVS students, staff, and their families have been empowered to make healthy & environmentally friendly decisions that benefit our entire community. Congrats on making the first full year of the Trip Tracker Program a great success!