Trip Tracker (TT) at St. Vrain Valley Schools Year Two Data Dashboard (SY 15-16)

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.

- **5 Elementary Schools**
- **2,995 Total Students and Staff**
- **981 Total TT Registrations** (114% more than SY 14-15!)
- **3,651 Total TT Trip Reports/Participants** (80% more than SY 14-15!)

**Trips**

- **92,442 Total Green Trips²**
- 71% of Green Trips were Active Modes (walk, bike, skate, etc.)

**Steps**

- **~87.4 million Steps Taken Walking to and from School³**
- **~24,000 Average Steps per TT Participant!**

**Tracker Bucks**

- **$29,097 Total Rewards Earned⁴**
- **$8 Average Earned per TT Participant per Month**

**Reduced Driving**

- **18,688 Total Car Trips Reduced⁵**
- **28,752 Total Car Miles Reduced⁵**
- **26,337 Lbs of CO₂ Reduced⁵**

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

- **Niwot Elementary**
- **Central Elementary**
- **Fall River Elementary**
- **Burlington Elementary**
- **Black Rock Elementary**

- **13 School-Based Parent Volunteers**
- **29 One-Time Educational Event Volunteers**

**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 reduced 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 0.916:1 (EPA, 2014).

All trip data is self-reported (not necessarily exact). Additional data is available upon request (triptracker@bouldercounty.org)
My child's school...
Encourages or strongly encourages walking or biking to/from school
80% Fall 2015
Walking or biking to/from school is...
70% Fun or very fun for my child
Spring 2016
Healthy or very healthy for my child 95%

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:

63% Distance
48% Safety of intersections and crossings
46% Amount of traffic along route
43% Speed of traffic along route
37% Time

TRIP TRACKER PARENT PERSPECTIVES

“Trip Tracker is a great incentive to walk or ride to school.”
-- Fall River Parent

“We had never been to [Trip Tracker Business] before the bucks, and ALWAYS shop there now!!”
-- Black Rock Parent

“We are very excited about the focus on alternatives to driving by car!”
-- Niwot Parent

“We already were trying to reduce car trips - Trip Tracker supported this and helped the kids get on board!”
-- Burlington Parent

“So proud our school does Trip Tracker [...] to encourage healthy options to get to/from school.”
-- Central Parent

“We love Trip Tracker. It has caused us to walk to/from school much more often.”
-- Fall River Parent

Source: Fall 2015 and Spring 2016 SRTS Parent Surveys and Trip Tracker Program Year-End Surveys

SUPPORTING LOCALLY-OWNED BUSINESSES

19 Total SVVSD Trip Tracker Business Partners (BPs)

14 Returning BPs
5 New BPs

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

Tracker Bucks Spent at Trip Tracker Businesses
Max: $5,813 $1,134 Average per Business
Min: $18

$22,681 Total Tracker Bucks Spent! = 78% of Tracker Bucks Rewarded

Note: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses.

RESULTS FOR THREE COMPETITIONS AMONG PARTICIPATING SVVSD ELEMENTARY SCHOOLS

Parent Survey Return Rate*

1st Fall River (65%)
2nd Black Rock (57%)
3rd Niwot (53%)
4th Burlington (30%)
5th Central (29%)

Trip Tracker Registration Rate*

1st Black Rock (74%)
2nd Central (68%)
3rd Fall River (65%)
4th Niwot (60%)
5th Burlington (49%)

Trip Tracker Year-End Participation Rate*

1st Fall River (48%)
2nd Burlington (41%)
3rd Niwot (41%)
4th Central (38%)
5th Black Rock (33%)

*Competition was for Fall semester only. Fall and Spring 2016 data available upon request.

*A as a percent of the 50% registration target. Competition was through December 2016 only.

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

A MESSAGE FROM THE TRIP TRACKER PROGRAM

Thanks to the partnership and dedication of all Trip Tracker schools, PTOs, parent volunteers, business partners, and participants, we have empowered students, staff, and their families to make healthy & environmentally friendly decisions that benefit the entire community. Congrats on making the second full year of the Trip Tracker Program a great success!

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In Partnership With
St. Vrain Valley Schools

Additional data is available upon request (triptracker@bouldercounty.org)