Trip Tracker (TT) at St. Vrain Valley Schools

Year Three Data Dashboard (SY 16-17)

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.

- **7** Elementary Schools
- **3,825** Total Students and Staff
- **966** Total TT Registrations
- **3,658** Total TT Trip Reports/Participants

### Trips

- **99,824** Total Green Trips
- **70%** of Green Trips were Active Modes (walk, bike, skate, etc.)

### Steps

- **~74.0 million** Steps Taken Walking to and from School
- **~20,220** Average Steps per TT Participant!

### Tracker Bucks

- **$22,390** Total Rewards Earned
- **$6** Average Earned per TT Participant per Month

### Driving

- **8,042** Total Car Trips Reduced
- **19,381** Lbs of CO2 Reduced
- **17,753** Total Car Miles Reduced

### Thanks to the Schools & Volunteer Teams!

- Lyons Elementary (Year 1)
- Niwot Elementary (Year 2)
- Central Elementary (Year 3)
- Fall River Elementary (Year 3)
- Red Hawk Elementary (Year 1)
- Burlington Elementary (Year 3)
- Longmont Estates Elementary (Year 1)

- **16** School-Based Parent Volunteers
- **7** New Parent Volunteers (2-3 Per School)

- **9** Returning Parent Volunteers (82% at Returning Schools)

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 0.916:1 (EPA, 2014).

All trip data is self-reported and not necessarily exact. Additional data is available upon request - triptracker@bouldercounty.org.
SAFE ROUTES TO SCHOOL PARENT SURVEY AND TRAVEL TALLY DATA

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:

- **62%** Distance
- **58%** Amount of traffic along route
- **51%** Safety of intersections and crossings
- **49%** Speed of traffic along route
- **33%** Time

1 Parent opinions are from the school’s fall and spring Safe Routes to School (SRTS) Parent Surveys. Mode share data (at right) is from the fall, winter, and spring SRTS travel tallies (for whole school) and from Trip Tracker’s database.

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

<table>
<thead>
<tr>
<th>Rank</th>
<th>School</th>
<th>Participation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Central (64%)</td>
<td>73%</td>
</tr>
<tr>
<td>2nd</td>
<td>Niwot (52%)</td>
<td>62%</td>
</tr>
<tr>
<td>3rd</td>
<td>Red Hawk (49%)</td>
<td>51%</td>
</tr>
<tr>
<td>4th</td>
<td>Longmont Estates (48%)</td>
<td>49%</td>
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</tbody>
</table>

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

SUPPORTING LOCALLY-OWNED BUSINESSES

25 Total SVVSD Trip Tracker Business Partners (BPs)

<table>
<thead>
<tr>
<th>BPs</th>
<th>Total Tracker Bucks Spent at Trip Tracker Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max: $4,033</td>
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<tr>
<td></td>
<td>Min: $33</td>
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<tr>
<td></td>
<td>Average per Business: $913</td>
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<tr>
<td></td>
<td>Total Tracker Bucks Spent: $18,260</td>
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<tr>
<td></td>
<td>= 82% of Tracker Bucks Rewarded</td>
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Notes: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses. One BP closure during the school year: Happy Bakeshop.

TRIP TRACKER PARENT PERSPECTIVES

- “Love the idea of Trip Tracker.” -- Fall River Parent
- “Thank you for offering Trip Tracker @ LEE! We need more activity built into our day!” -- Longmont Estates Parent
- “We really enjoy having the Trip Tracker program at NES and try to participate when we can.” -- Niwot Parent
- “We walk together everyday above 10 [degrees] because I enjoy it as well but I’d let them walk alone if they wanted.” -- Red Hawk Parent
- “This is a wonderful program! Thanks for bringing this to our school.” -- Central Parent
- “We had spending TT bucks!” -- Niwot Parent

Source: Fall 2016 and Spring 2017 SRTS Parent Surveys.

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 third full year of the Trip Tracker Program a great success!