Trip Tracker (TT) at St. Vrain Valley Schools

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.

**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 Tracker (TT) at St. Vrain Valley Schools Year Four Data Dashboard (SY 17-18)**

- **Total Students and Staff:** 4,299
- **Total TT Registrations:** 845
- **Total TT Trip Reports/Participants:** 3,487

**Trips**
- **Total Green Trips:** 97,872
- **72% of Green Trips were Active Modes (walk, bike, skate, etc.)**

**Steps**
- **~87.8 Million Steps Taken Walking to and from School**
- **~25,000 Average Steps per TT Participant!**

**Tracker Bucks**
- **$21,783 Total Rewards Earned**
- **Average Earned per TT Participant per Month:** $7

**Driving**
- **24,495 Total Car Trips Reduced**
- **29,535 Total Car Miles Reduced**
- **27,173 Lbs of CO2 Reduced**

**Steps**
- **~87.8 Million Steps Taken Walking to and from School**
- **~25,000 Average Steps per TT Participant!**

**Tracker Bucks**
- **$21,783 Total Rewards Earned**
- **Average Earned per TT Participant per Month:** $7

**School Based Volunteers (1-2 per School)**
- **13 School Based Volunteers**

**Thanks to the Schools & Volunteer Teams!**
- Year 1 - Alpine Elementary
- Year 2 - Lyons Elementary
- Year 2 - Red Hawk Elementary
- Year 2 - Longmont Estates Elementary
- Year 3 - Niwot Elementary
- Year 4 - Central Elementary
- Year 4 - Burlington Elementary
- Year 4 - Fall River Elementary

**Volunteers**
- **Returning Volunteers:** 11
- **New Volunteers:** 2

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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

1 Parent opinions are from the school’s fall Safe Routes to School (SRTS) Parent Surveys. 2 Mode share data (at bottom left) is from the fall, winter, and spring SRTS travel tallies (for whole school) and from Trip Tracker’s year end data.

1My child’s school... Encourages or strongly encourages walking or biking to/from school

85% Fall 2017

1Walking or biking to/from school is...

67% Fun or very fun for my child

Healthy or very healthy for my child 92%

1Top 5 issues (in addition to weather or climate) parents reported affecting decisions to NOT allow a child to walk or bike to/from school:

61% Distance
51% Safety of Intersections and Crossings
51% Speed of Traffic Along Route
50% Amount of Traffic Along Route
32% Time

2All 8 Trip Tracker schools travel mode shares: whole schools vs. Trip Tracker participants only

Source: Spring 2018 Trip Tracker Survey

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

1st Niwot (56%)

2nd Alpine (54%)

2nd Central (54%)

4th Lyons (53%)

5th Burlington (50%)

6th Fall River (52%)

Red Hawk (47%)

6th Longmont Estates (40%)

Overall (50%)

25 Total SVVSD Trip Tracker Business Partners (BPs)

22 Returning BPs

3 New BPs

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

Notes: Participants could also spend Tracker Bucks at 40+ BVSD TT Businesses. 3 BP closed or discontinued: La Vita Bella Coffee, Loaf-N-Ladle, La Villa Tatra.

SUPPORTING LOCALLY-OWNED BUSINESSES

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!

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