Trip Tracker (TT) Annual Summary - Year 5
St. Vrain Valley Schools (SVVS) School Year (SY) 18-19

When participants carpool, ride the bus, bike, skate, scoot, or walk to school, they earn Tracker Bucks (STBs) 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 data is self-reported - not exact. Data may change after printing. Current numbers available upon request - triptracker@bouldercounty.org

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8 Elementary Schools
Same as SY 17-18

Total School Population 4,109
Down 3% or -138 from SY 17-18

929 Total TT Registrations
Reached 72% of goal!
Up 19% or +148 more than SY 17-18

4,164 Total TT Trip Reports/Participants
Up 20% or +685 more than SY 17-18

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117,178 Total Green Trips
Up 20% from SY 17-18 = 97,872
72% of Green Trips were Active Modes (walk, bike, skate, etc/)

~93.9 million Steps Taken Walking to and from School
Up from 87.8 Million in SY 17-18
~23,000 Average Steps per TT Participant!

28,067 Total Car Trips Reduced
15% more reduced than SY 17-18 = 24,479

39,317 Total Car Miles Reduced
33% more reduced than SY 17-18 = 29,592

36,172 Lbs of CO2 Reduced
33% more reduced than SY 17-18 = 27,224

$26,335 Total Rewards Earned
Up 21% from SY 17-18 = 21,783
$7 Average Earned per TT Participant per Month

20% or +685 more than SY 17-18

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

Year 2 - Alpine Elementary
Year 3 - Lyons Elementary
Year 3 - Red Hawk Elementary
Year 3 - Longmont Estates Elementary
Year 4 - Niwot Elementary
Year 5 - Central Elementary
Year 5 - Burlington Elementary
Year 5 - Fall River Elementary

16 School Based Volunteers (1-2 per School)

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10 Returning Volunteers
6 New Volunteers
SAFE ROUTES TO SCHOOL (SRTS) PARENT SURVEY AND TRAVEL TALLY DATA

PARENT RESPONSE RATES

1. My child’s school...
   - 80% Encourages or strongly encourages walking or biking to/from school

2. Walking or biking to/from school is...
   - 77% Fun or very fun for my child
   - 96% Healthy or very healthy for my child

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:

1. Safety of Intersections and Crossings (64%)
2. Speed of Traffic Along Route (59%)
3. Amount of Traffic Along Route (54%)
4. Distance (50%)
5. Sidewalks or Pathways (34%)

PARENT SURVEY COMMENTS

“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
“We love the program and the businesses that support it!” -- Red Hawk

Source: Trip Tracker Year End Survey

SCHOOL TO SCHOOL COMPETITION

Trip Tracker Year-End Participation Rate*

60.00% Overall

1st
Fall River (66.00%)

2nd
Alpine (60.00%)

3rd
Longmont Estates (59.88%)

4th
Red Hawk (59.69%)

5th
Niwot (58.15%)

6th
Lyons (58.10%)

7th
Burlington (56.00%)

8th
Central (57.00%)

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

TOTAL SVVS TRIP TRACKER BUSINESS PARTNERS (BPs)

24 Total SVVS Trip Tracker Business Partners (BPs)

Tracker Bucks Spent at Trip Tracker Businesses

Max: $3,155
Min: $9
Average per Business $500
Total Tracker Bucks Spent! $20,893
A Community Investment of $10,446
79% of STBs Rewarded

TRIP TRACKER BUCKS SPENT AT TRIP TRACKER BUSINESSES

Supporting Locally-Owned Businesses

24 Total SVVS Trip Tracker Business Partners (BPs)

18 Returning BPs

6 New BPs

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

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

BoCoTripTracker.com
E: triptracker@bouldercounty.org
P: 303-441-3935

In Partnership With:

St. Vrain Valley Schools

All full data sets have been provided to each school. They are available upon request - triptracker@bouldercounty.org