



Peter Hurst -- Student Transportation Coordinator, BVSD Transportation Department



Boulder Valley School District

Excellence and Equity



- 56 schools
- 10 communities
- 500 square miles
- 30,000 students
- 4000 employees

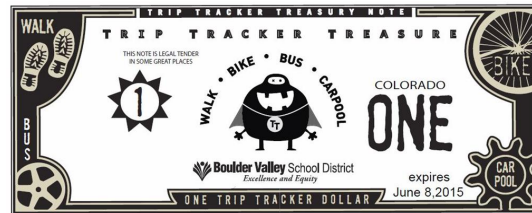
NUMBER ONE GOAL: FEWER CARS IN FRONT OF SCHOOLS

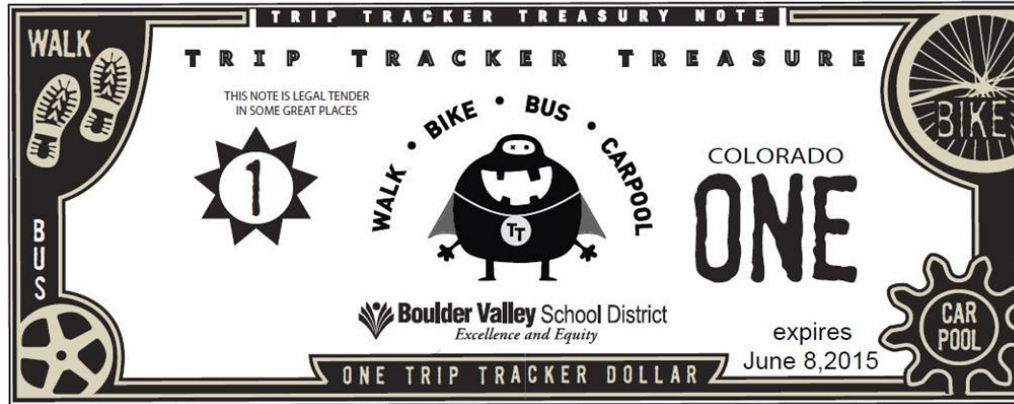
- Cars create SAFETY hazards for students walking and biking
 - Cars increase air pollution in front of schools
- Cars create traffic congestion in school neighborhoods and broader community
 - Cars create friction between schools and neighbors
 - Cars get in the way of school buses



Rewards Students Each Month for

Walking...Biking...Carpooling...School Bus...Transit (RTD)...Walking the last ¼ mile
with Trip Tracker Dollars





Accepted as cash at over 60 Boulder County businesses

Ice Cream Shops...Toy Stores...Grocery Stores...Book Stores...Sports Equipment...Coffee Shops...Amusement Parks...Recreation Centers...Restaurants...Pet Stores...

Reimbursed at 50 cents on the dollar using 100% fund raised dollars



TRIP TRACKER

 **Boulder Valley School District**
Excellence and Equity

Register for Trip Tracker

STAFF Trip Tracker

STUDENT Trip Tracker

(Report Monthly Data)

Reportes Mensual de
los Datos de Viajes

Participating Businesses

HOW IT WORKS

1. Parents report trips each month by emailed survey
2. We download the data and compute rewards

5 Trips = one TT\$

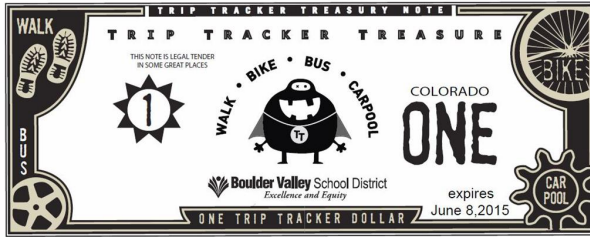
12 miles of walking/biking = One TT\$

3. Dollars are distributed each month to students

In Cafeteria during lunch – Middle Schools

Through Teachers – Elementary Schools

*Example: Student lives .5 miles away and walks both ways every day. Trip \$ calc: 20 days = 40 trips/5 = \$8
Distance \$ calc: (40*.5)/12 = \$1.67. Total Award = \$10*



VS.



What it costs to do this

**Average participant earns 52TT\$ per year
If only 70% of those TT\$ get spent, and
We pay 50 cents on the dollar**

$(52TT\$)*(.70)*(.50) = \18.20 per student/year

25% participation at a school of 400 = \$1820/yr



Where Those Dollars Come From

40% Municipalities

25% School PTOs (annual fee)

25% Other Parent Fund Raising (Auction, etc)

10% Corporate/Foundation Support

Participation Requirements



Principal and PTO Buy-In

- Traffic reduction as a priority
- Approval of program fee

Parent Team (at least 2, more is better)

- Goal Setting
- Strategy Setting
- Car and Bike Rack Counts
- Trip Tracker Dollar Distribution

Which of these statements are true for you and your family? (1917 respondents)

Having Trip Tracker Dollars to spend has created useful family conversations
52%

This student takes pride in not being driven to school
50%

Having Trip Tracker Dollars to spend has fostered more independent thinking for this student
47%

We consider our transportation options more carefully than we did before Trip Tracker
37%

We have found other ways to reduce our car trips as a family
25%



5th year (2015-2016)

- 21 BVSD schools participating
- 3000 actively participating students
- 250,000 fewer car trips to school attributed to participation