



Driven Together Toward Change

# Progress Report

Comprehensive Program

First Quarter

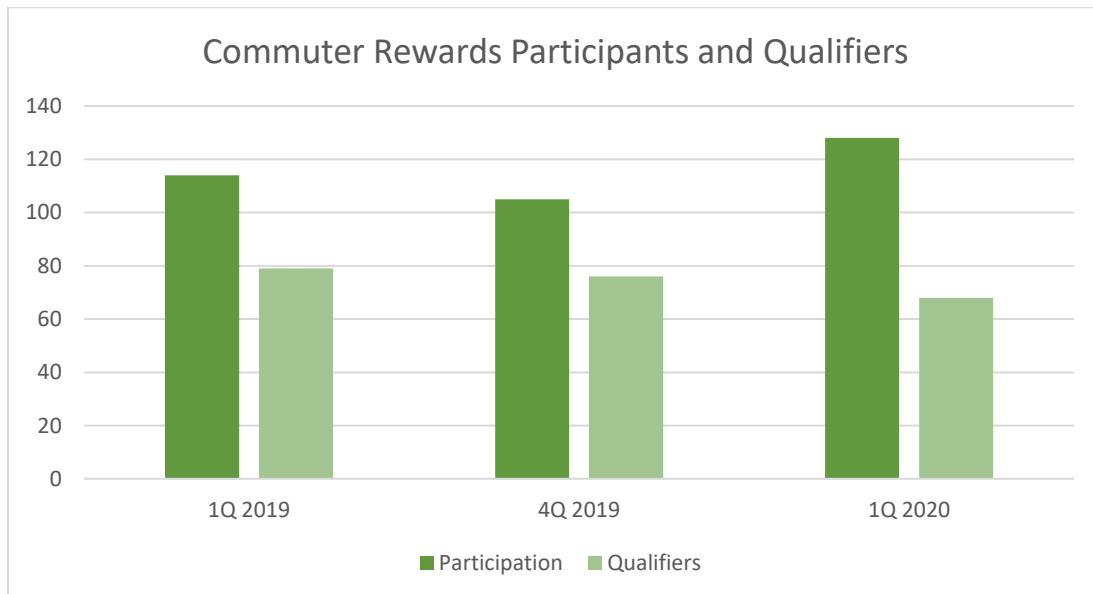
January 1, 2020 – March 31, 2020

## New Registrants

Between January 1 and March 31, a total of 66 new participants registered for Smart Trips. The previous quarter (October 1 – December 31) saw 39 new participants.

## Participation

128 commuters logged at least one commute (transit, bicycle, e-scooter, walk, telework, compressed work week) during the quarter versus 105 in the previous quarter. (For statistics on carpooling and vanpooling, please see the Ridesharing Progress Report.) The number of those making enough Smart Trips to qualify for Smart Trips Quarterly Gift Card Contest was 68. Last year at this time, 79 commuters qualified for prizes by biking, riding an e-scooter, walking, teleworking and/or working a compressed work week at least once a week.



*This graphic illustrates the number of participants and qualifiers during the first quarter of 2019, the fourth quarter of 2019 and the first quarter of 2020.*



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## Employers and Community Outreach

During this quarter, our Program Coordinator was involved at the following events within Smart Trips' service area:

**January:** City of Knoxville and Knox County Bi-weekly Orientations, Loudon County Chamber Business After Hours, Blount County Chamber Coffee, East Tennessee Wellness Roundtable, Pellissippi State Community College – Hardin Valley Campus Transportation Fair

**February:** City of Knoxville and Knox County Bi-weekly Orientations, Loudon County Chamber Business After Hours, Blount County Chamber Coffee, Y-12 Ridematching Event, Y-12 Environmental Officers Meeting, Y-12 Building Managers Meeting, Bike Walk Knoxville Advisory Meeting

**March:** City of Knoxville and Knox County Bi-weekly Orientations, Loudon County Chamber Business After Hours, Blount County Chamber Coffee, Pellissippi State Community College – Magnolia Ave Campus Transportation Fair, University of Tennessee Safe Spring Break Fair

## Marketing

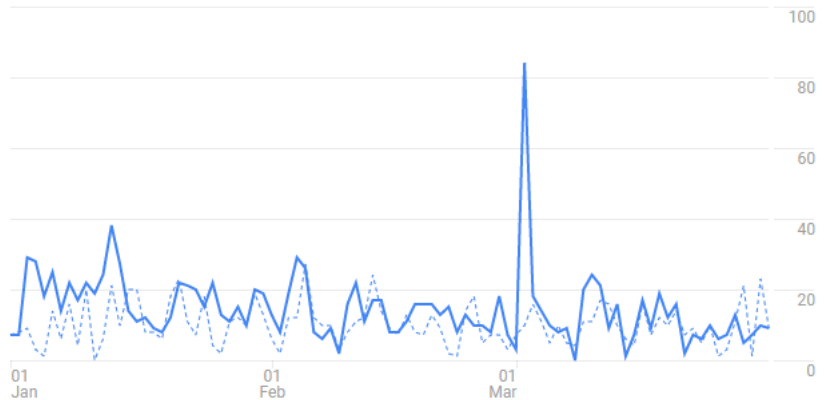
### Newsletter

Smart Trips continues to publish a monthly e-newsletter for all participants and ETCs. The newsletter contains employer rankings, articles about sustainable transportation, tips on how to make commuters' smart trips "smarter" and provides updates about upcoming events and promotions. Participants are automatically signed up for the newsletter when they register and can unsubscribe at any time. Smart Trips also mailed out monthly welcome letters to new users.

### Google Analytics

Smart Trips has seen an increase in foot traffic to the program's website by 48.0% during the 1<sup>st</sup> quarter of 2020. The increase in traffic can be attributed to specific Facebook and Instagram ads created to encourage website visits. The bounce rate remains high but decreased by 3.1% versus the previous quarter. The high bounce rate could signify that the site's entrance pages are potentially not relevant to the users that visited the page during that time. The high bounce rate could also signify that the structure of the Facebook ads and/or the website need to be revisited.

Users	Sessions	Bounce Rate	Session Duration
1.1K	1.4K	76.78%	0m 55s
↑48.0%	↑46.2%	↓3.1%	↓12.0%



Graphic shows Smart Trips' website performance during from January 1 to March 31, 2020.

Smart Trips will continue to address these issues in 2020.



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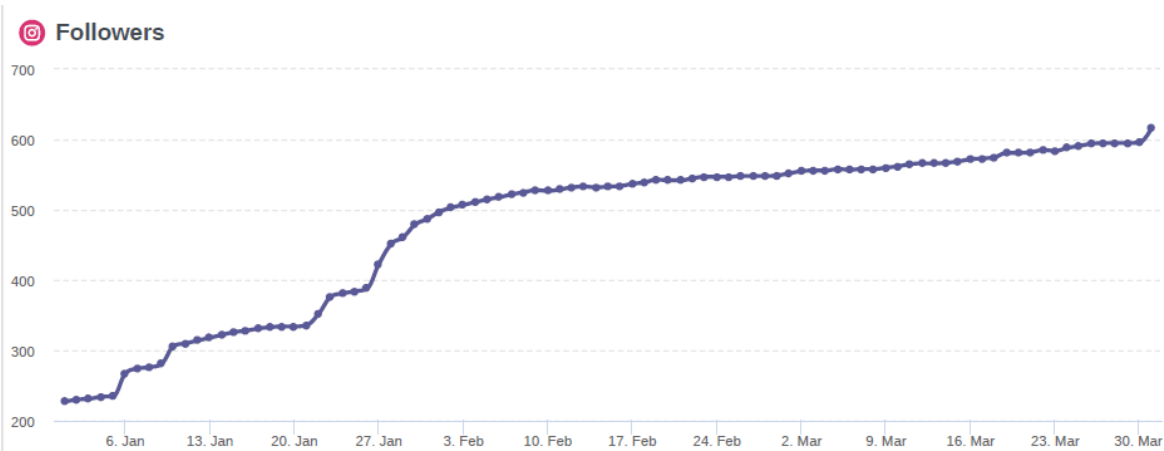
### Social Media

Facebook – Likes gained, Reach and Impressions, Engagements, Clicks, Top Performing Content  
There was a total of 731 fans as of March 31, 2020. On March 31, 2019, there were 672 likes. Smart Trips had 56 posts with 440 engagements and 68 clicks.



This graphic illustrates the number of Facebook fans from January 1, 2020 to March 31, 2020.

Instagram - Followers gained, Impressions, Engagements, Clicks, Top Performing Content  
From January 1 to March 31, 2020, Smart Trips had 48 posts added to Instagram with 551 post engagements and 390 new followers.



This graphic illustrates the number of Instagram followers from January 1, 2020 to March 31, 2020.



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### Twitter – Followers gained, Impressions, Engagements, Link Clicks

From January 1 to March 31, 2020, Smart Trips posted 58 Tweets with 51 engagements. The program’s Twitter account also had 38 post likes, 12 retweets, 1 comment, and 8 new followers during that time.



This graphic illustrates the number of Instagram followers from January 1, 2020 to March 31, 2020.

Completed	Date	View Results	...
Completed	Feb 17	View Results	...
Post Engagements	2,840	354	\$100.00
Opting to not always drive your car is one sma...	Reach	Post Engagements	Spent of \$100.00
Completed	Feb 12	View Results	...
Post Engagements	4,993	515	\$60.00
STREETLIGHT DATA ranked the country's lar...	Reach	Post Engagements	Spent of \$60.00
Completed	Jan 30	View Results	...
Messages	3,867	--	\$50.00
Smart Trips is proud to announce th...	Reach	Messaging Conversations Started	Spent of \$50.00
Completed	Jan 13	View Results	...
Post Engagements	876	121	\$30.00
It's that time of year again! Trust us, we're just...	Reach	Post Engagements	Spent of \$30.00
Completed	Jan 3	View Results	...
Post Engagements	5,766	210	\$50.00
@[339425484144:274:Knoxville Area Transit] ...	Reach	Post Engagements	Spent of \$50.00
Completed	Jan 3	View Results	...
Post Engagements	1,511	223	\$49.99
January Newsletter - 2019 Annual Report, 201...	Reach	Post Engagements	Spent of \$50.00

This graphic illustrates all Facebook and Instagram ads activity from January 1, 2020 to March 31, 2020.



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## Designsensory Marketing Partnership

Smart Trips has partnered with Designsensory to design a marketing plan that will build a foundation for growth in 2020. The following steps were taken during the 1<sup>st</sup> quarter to develop the plan:

### Brand Identity and Refinement

A determination was made regarding the extent of updates and refinements to Smart Trips' visual identity including logo. A creative direction and design were agreed upon.

### Creative Asset Development

Designsensory developed a full library of photo and video assets that will populate future social media posts, emails, display ads and other ad placements. Designsensory also created updated print and digital materials.

### Email Strategy

Designsensory developed a strategic email workflow to nurture Smart Trips' database from signup, to welcome email, and onto regular, relevant communication. Designsensory also scrubbed current email list to ensure continued viability of the list.

### Social Media Strategy

Designsensory developed a monthly social media content calendar to support overall marketing efforts.

### Public Relations & Partner Engagement

Designsensory developed and executed a strategic public relations plan to garner earned media attention for Smart Trips to instill the program as a regular fixture in local news stories. Designsensory's public relations team also provided support for continued engagement with employers and community partners.

### Events & Activations

Designsensory's experiential and influencer marketing team planned on-site events with community partners to facilitate public installations that will create media attention, strengthen partner relationships and garner public interest and social buzz.



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## Emissions Summary

### Stats for First Quarter 2020 (January 1 – March 31)

#### Emissions Summary

Commute Mode	Entries #	Distance Miles	Money Saved	Money Spent	Calories Burned Cal	Fuel Saved Gal	Fuel Burned Gal	GHG Saved Lbs	GHG Produced Lbs	NOx Saved Lbs	CO Saved Lbs	NMOG Saved Lbs	PM Saved Lbs	HCHO Saved Lbs	VOC Saved Lbs	SO2 Saved Lbs
Drove a carpool																
Passenger in a carpool																
Drove a vanpool																
Passenger in a vanpool																
Transit	1,686	9,418	\$1,668				441	8,679		6.96	87.2	4.15	1.14	.37		29.07
Bicycle	1,439	6,900	\$1,632		366,429		322	6,345		5.1	63.89	3.04	.84	.27		21.3
E-Scooter	124	85	\$20		1,367		4	78		.06	.79	.04	.01			.26
Walk	1,538	1,928	\$457		232,751		90	1,775		1.42	17.85	.85	.23	.08		5.95
Telework	683	23,798	\$5,634				1,113	21,919		17.58	220.36	10.49	2.89	.94		73.45
Drove alone																
Day Off - compressed work week	197	5,124	\$1,186				234	4,616		3.78	47.45	2.26	.62	.2		15.82
Day Off - regular (e.g. weekend)																
<b>Total</b>	<b>5,667</b>	<b>47,254</b>	<b>\$10,598</b>	<b>\$0</b>	<b>600,547</b>	<b>2,204</b>		<b>43,413</b>		<b>34.9</b>	<b>437.5</b>	<b>20.8</b>	<b>5.7</b>	<b>1.9</b>		<b>145.8</b>

### Stats for Fourth Quarter 2019 (October 1 – December 31)

#### Emissions Summary

Commute Mode	Entries #	Distance Miles	Money Saved	Money Spent	Calories Burned Cal	Fuel Saved Gal	Fuel Burned Gal	GHG Saved Lbs	GHG Produced Lbs	NOx Saved Lbs	CO Saved Lbs	NMOG Saved Lbs	PM Saved Lbs	HCHO Saved Lbs	VOC Saved Lbs	SO2 Saved Lbs
Drove a carpool																
Passenger in a carpool																
Drove a vanpool																
Passenger in a vanpool																
Transit	1,740	9,321	\$1,650				436	8,587		6.88	86.31	4.11	1.13	.37		28.77
Bicycle	1,719	8,086	\$1,913		429,450		378	7,441		5.97	74.87	3.57	.98	.32		24.96
E-Scooter	40	25	\$6		400		1	23		.02	.23	.01				.08
Walk	1,668	1,202	\$279		144,062		56	1,106		.86	10.75	.51	.14	.05		3.58
Telework	383	20,957	\$4,961				980	19,301		15.48	194.05	9.24	2.54	.83		64.68
Drove alone																
Day Off - compressed work week	195	5,536	\$1,310				259	5,098		4.09	51.26	2.44	.67	.22		17.09
Day Off - regular (e.g. weekend)																
<b>Total</b>	<b>5,745</b>	<b>45,126</b>	<b>\$10,120</b>	<b>\$0</b>	<b>573,912</b>	<b>2,110</b>		<b>41,556</b>		<b>33.3</b>	<b>417.5</b>	<b>19.9</b>	<b>5.5</b>	<b>1.8</b>		<b>139.2</b>

### Stats for Third Quarter 2019 (July 1 – September 30)

#### Emissions Summary

Commute Mode	Entries #	Distance Miles	Money Saved	Money Spent	Calories Burned Cal	Fuel Saved Gal	Fuel Burned Gal	GHG Saved Lbs	GHG Produced Lbs	NOx Saved Lbs	CO Saved Lbs	NMOG Saved Lbs	PM Saved Lbs	HCHO Saved Lbs	VOC Saved Lbs	SO2 Saved Lbs
Drove a carpool																
Passenger in a carpool																
Drove a vanpool																
Passenger in a vanpool																
Transit	1,804	9,084	1,608				425	8,388		6.71	84.11	4.01	1.1	.36		28.04
Bicycle	2,324	12,038	2,847		639,245		562	11,076		8.89	111.46	5.31	1.46	.48		37.15
Walk	1,830	1,054	247		127,354		49	987		.78	9.76	.46	.13	.04		3.25
Telework	402	20,252	4,794				947	18,853		14.96	187.53	8.93	2.46	.8		62.51
Drove alone																
Day Off - compressed work week	242	5,530	1,309				259	5,093		4.08	51.21	2.44	.67	.22		17.07
Day Off - regular (e.g. weekend)																
<b>Total</b>	<b>6,402</b>	<b>47,958</b>	<b>10,806</b>	<b>0</b>	<b>766,599</b>	<b>2,242</b>		<b>44,157</b>		<b>35.4</b>	<b>444.1</b>	<b>21.1</b>	<b>5.8</b>	<b>1.9</b>		<b>148</b>



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### Stats for Second Quarter 2019 (April 1 – June 30)

#### Emissions Summary

Commute Mode	Entries #	Distance Miles	Money Saved	Money Spent	Calories Burned Cal	Fuel Saved Gal	Fuel Burned Gal	GHG Saved Lbs	GHG Produced Lbs	NOx Saved Lbs	CO Saved Lbs	NMOG Saved Lbs	PM Saved Lbs	HCHO Saved Lbs	VOC Saved Lbs	SO2 Saved Lbs
Drove a carpool																
Passenger in a carpool																
Drove a vanpool																
Passenger in a vanpool																
Transit	1,060	8,172	1,447			382		7,527		0.04	75.07	3.6	.99	.32		25.22
Bicycle	2,200	12,495	2,955		663,391	584		11,494		9.23	115.09	5.51	1.52	.5		38.56
Walk	1,587	1,215	287		146,804	57		1,117		.9	11.25	.54	.15	.05		3.75
Telework	552	13,731	3,251			642		12,645		10.14	127.14	6.05	1.66	.54		42.38
Drove alone																
Day Off - compressed work week	247	4,407	1,064			210		4,141		3.32	41.84	1.98	.55	.18		13.88
Day Off - regular (e.g. weekend)																
<b>Total</b>	<b>6,306</b>	<b>40,110</b>	<b>9,003</b>	<b>0</b>	<b>810,195</b>	<b>1,875</b>		<b>36,924</b>		<b>29.6</b>	<b>371.4</b>	<b>17.7</b>	<b>4.9</b>	<b>1.6</b>		<b>123.8</b>

### Stats for First Quarter 2019 (January 1 – March 30)

#### Emissions Summary

Commute Mode	Entries #	Distance Miles	Money Saved	Money Spent	Calories Burned Cal	Fuel Saved Gal	Fuel Burned Gal	GHG Saved Lbs	GHG Produced Lbs	NOx Saved Lbs	CO Saved Lbs	NMOG Saved Lbs	PM Saved Lbs	HCHO Saved Lbs	VOC Saved Lbs	SO2 Saved Lbs
Drove a carpool																
Passenger in a carpool																
Drove a vanpool																
Passenger in a vanpool																
Transit	2,038	9,249	1,838			433		8,523		6.83	85.64	4.08	1.12	.37		28.55
Bicycle	1,647	9,854	2,264		508,571	451		8,882		7.05	88.42	4.21	1.16	.38		29.47
Walk	1,568	1,289	304		155,842	60		1,188		.95	11.93	.57	.16	.05		3.98
Telework	438	12,617	2,987			590		11,620		9.32	116.82	5.56	1.53	.5		38.94
Drove alone																
Day Off - compressed work week	328	8,129	1,924			380		7,486		6	75.27	3.58	.99	.32		25.09
Day Off - regular (e.g. weekend)																
<b>Total</b>	<b>6,015</b>	<b>40,937</b>	<b>9,118</b>	<b>0</b>	<b>664,312.6</b>	<b>1,914</b>		<b>37,698</b>		<b>30.2</b>	<b>378.1</b>	<b>18</b>	<b>5</b>	<b>1.6</b>		<b>126</b>