



Driven Together Toward Change

Progress Report

Comprehensive Program

Third Quarter

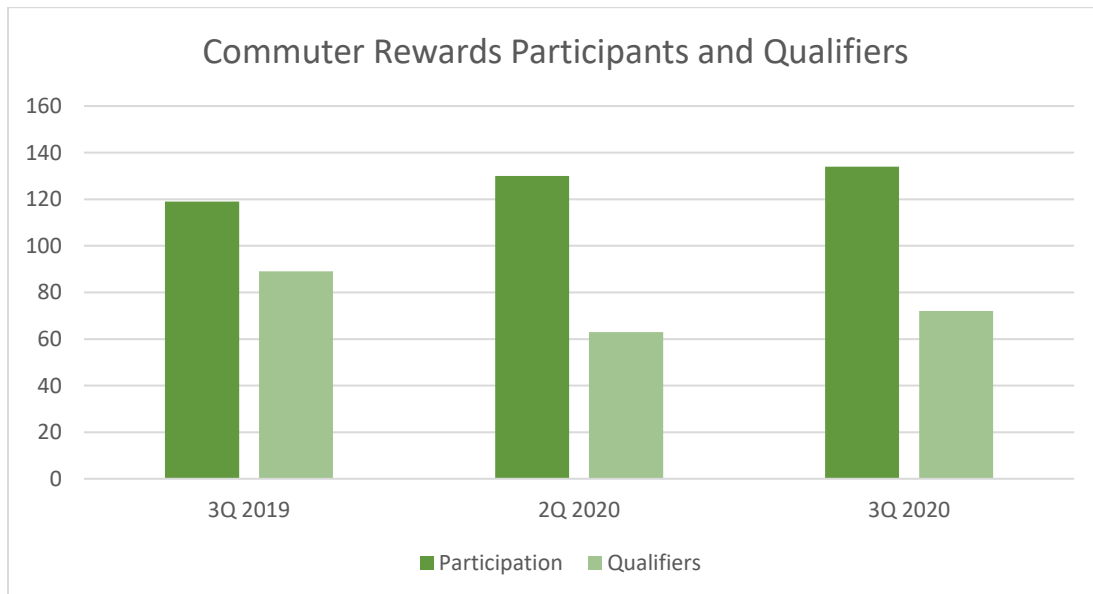
July 1, 2020 – September 30, 2020

New Registrants

Between July 1 and September 30, a total of 43 new participants registered for Smart Trips. The previous quarter (April 1 – June 30) saw 34 new participants.

Participation

134 commuters logged at least one commute (transit, bicycle, e-scooter, walk, telework, compressed work week) during the quarter versus 130 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 72. Last year at this time, 86 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 third quarter of 2019 and the second and third quarter of 2020.



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Employers and Community Outreach

During this quarter, Smart Trips continued to face the challenge of how to reach the public during a global pandemic. With all public events postponed and/or cancelled, Smart Trips shifted its outreach to virtual platforms. Details of the virtual outreach are outlined in the Marketing section of this report.

Marketing

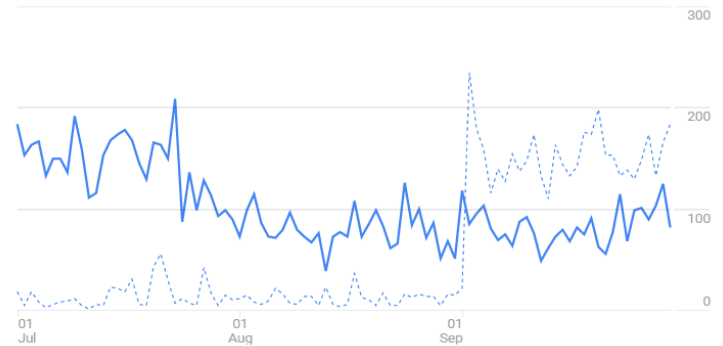
Newsletter

Smart Trips continued to publish a monthly e-newsletter for all participants and Employee Transportation Coordinators. The newsletter contains employer rankings, articles about local 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 77.2% (5.3K – 9.7K) during the 3rd quarter of 2020. The bounce rate remains high but has continued to decrease consecutively over the last three quarters with a 7.9% decrease during the 3rd quarter. The high bounce rate could be a sign that something on the website is turning traffic away or that visitors came to the page looking for something they didn't find.

Users	Sessions	Bounce Rate	Session Duration
8.6K ↑80.9%	9.7K ↑77.2%	65.52% ↓7.9%	0m 19s ↓1.5%



Graphic shows Smart Trips' website performance from July 1, 2020 to September 30, 2020.

Social Media

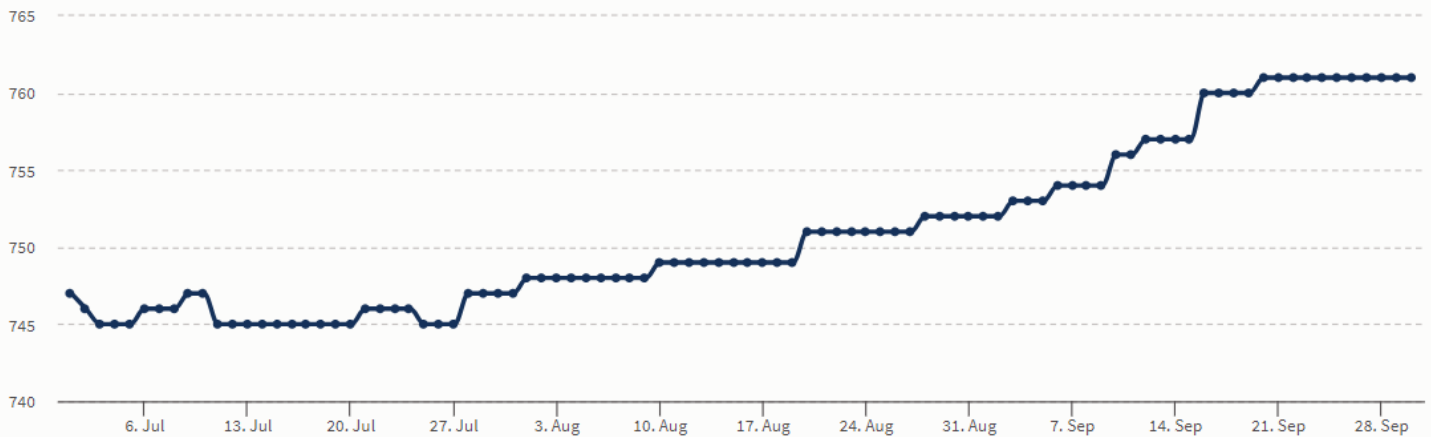
Facebook – Likes gained, Reach and Impressions, Engagements, Clicks, Top Performing Content

There was a total of 747 fans as of September 30th (no change from the previous quarter). Smart Trips created 43 posts, had public 277 engagements and 91 clicks during the second quarter of 2020.



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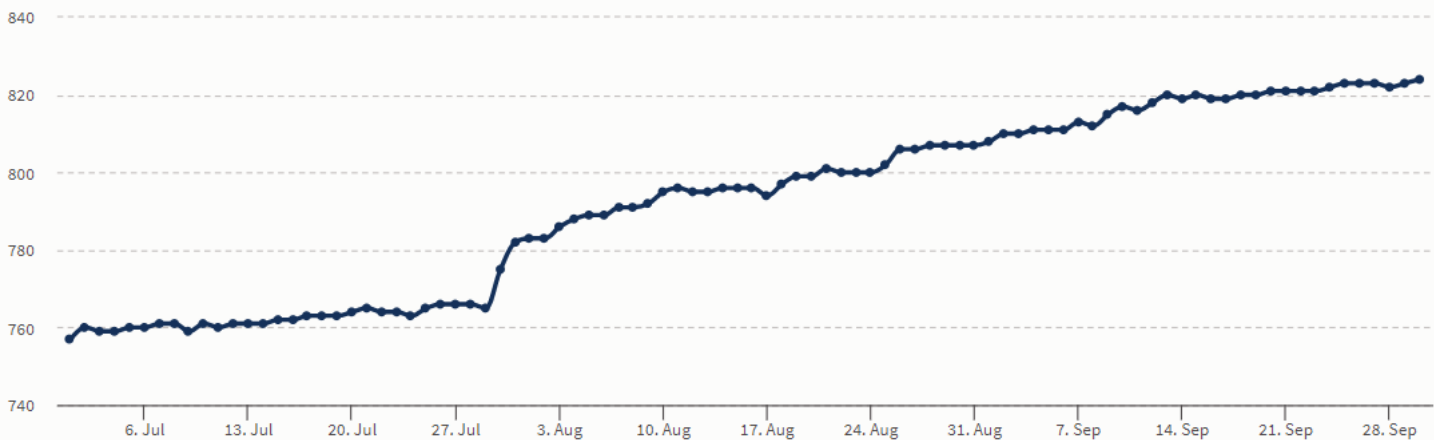
f Fans



This graphic illustrates the number of Facebook fans from July 1, 2020 to September 30, 2020.

Instagram - Followers gained, Impressions, Engagements, Clicks, Top Performing Content
From July 1, 2020 to September 30, 2020, Smart Trips published 37 posts to Instagram with 487 public engagements and 68 new followers (824 followers total).

@ Followers



This graphic illustrates the number of Instagram followers from July 1, 2020 to September 30, 2020.

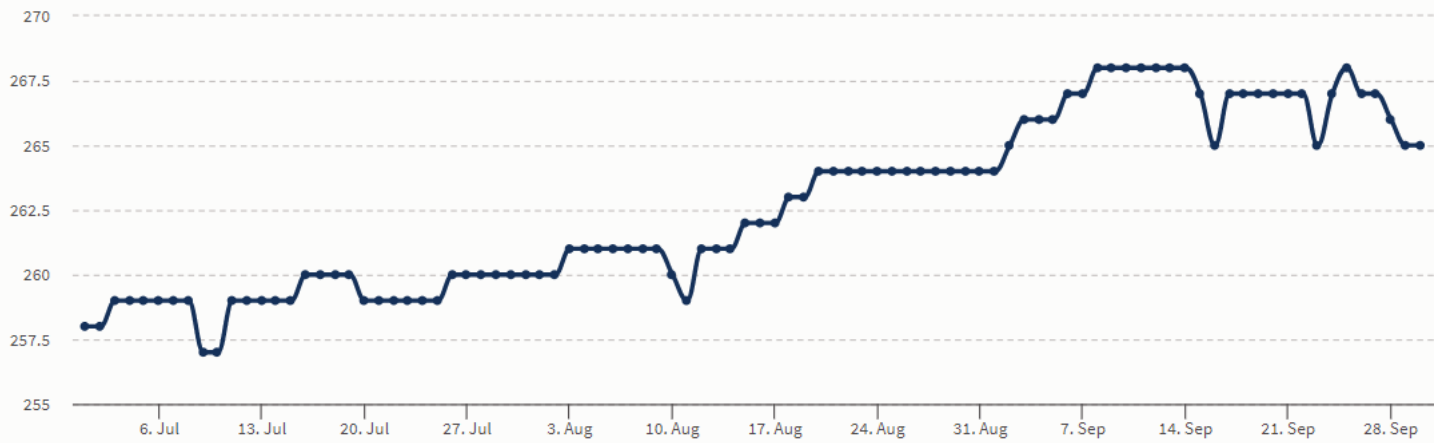


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Twitter – Followers gained, Impressions, Engagements, Link Clicks

From July 1, 2020 to September 30, 2020, Smart Trips posted 41 Tweets with 55 public engagements (42 likes, 16 retweets, and 0 replies).

Followers



This graphic illustrates the number of Twitter followers from July 1, 2020 to September 30, 2020.



Driven Together Toward Change

Emissions Summary

Stats for Third Quarter 2020 (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	997	3,837	\$677			179		3,524		2.83	35.52	1.69	.47	.15		11.84
Bicycle	2,599	13,561	\$3,199		718,038	633		12,477		10.02	125.56	5.98	1.64	.54		41.85
E-Scooter	421	1,464	\$347		23,424	69		1,349		1.08	13.56	.65	.18	.06		4.52
Walk	1,602	3,687	\$874		445,051	173		3,399		2.72	34.14	1.63	.45	.15		11.38
Telework	2,549	68,500	\$16,218			3,204		63,097		50.59	634.27	30.2	8.31	2.72		211.42
Drove alone																
Day Off - compressed work week	169	4,415	\$1,045			206		4,066		3.26	40.88	1.95	.54	.18		13.63
Day Off - regular (e.g. weekend)																
Total	8,337	95,463	\$22,361	\$0	1,186,513	4,464		87,912		70.5	883.9	42.1	11.6	3.8		294.6

Stats for Second Quarter 2020 (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	1,354	5,938	\$1,050			277		5,464		4.39	54.98	2.62	.72	.24		18.33
Bicycle	1,875	10,566	\$2,501		561,154	494		9,731		7.8	97.84	4.66	1.28	.42		32.61
E-Scooter	420	1,560	\$370		24,960	73		1,439		1.15	14.44	.69	.19	.06		4.81
Walk	1,130	2,749	\$652		332,012	129		2,536		2.03	25.46	1.21	.33	.11		8.49
Telework	3,049	82,914	\$19,631			3,878		76,374		61.24	767.74	36.56	10.05	3.29		255.91
Drove alone																
Day Off - compressed work week	187	5,566	\$1,317			260		5,125		4.11	51.53	2.45	.67	.22		17.18
Day Off - regular (e.g. weekend)																
Total	8,015	109,293	\$25,523	\$0	918,126	5,111		100,670		80.7	1,012	48.2	13.3	4.3		337.3

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)																
Total	5,667	47,254	\$10,598	\$0	600,547	2,204		43,413		34.9	437.5	20.8	5.7	1.9		145.8



Driven Together Toward Change

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)																
Total	5,745	45,126	\$10,120	\$0	573,912	2,110		41,556		33.3	417.5	19.9	5.5	1.8	139.2	

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	1,630	1,054	247		127,354	49		967		.78	9.76	.46	.13	.04	3.25	
Telework	402	20,252	4,794			947		18,653		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)																
Total	6,402	47,958	10,806	0	766,599	2,242		44,157		35.4	444.1	21.1	5.8	1.9	148	