



Driven Together Toward Change

Progress Report

Ridesharing Report

Third Quarter

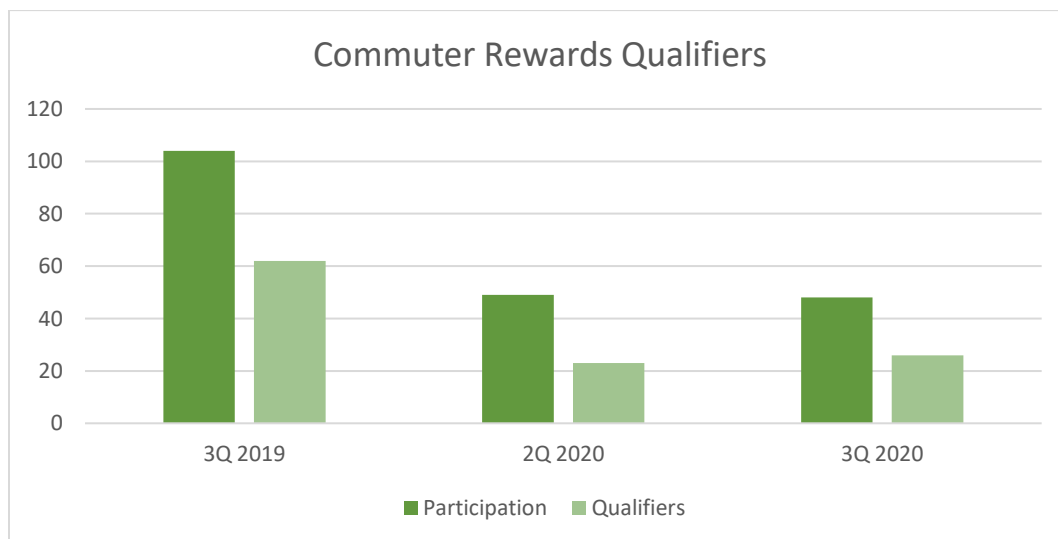
July 1, 2020 – September 30, 2020

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

48 commuters logged at least one carpool or vanpool commute (either as a driver or a passenger) during the quarter versus 49 in the previous quarter. (For statistics on other alternative modes of transportation, please see the Comprehensive Progress Report.) The number of those making enough carpooling and vanpooling Smart Trips to qualify for gift cards was 26. Last year at this time, 62 commuters qualified for prizes by carpooling or vanpooling 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 quarters 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

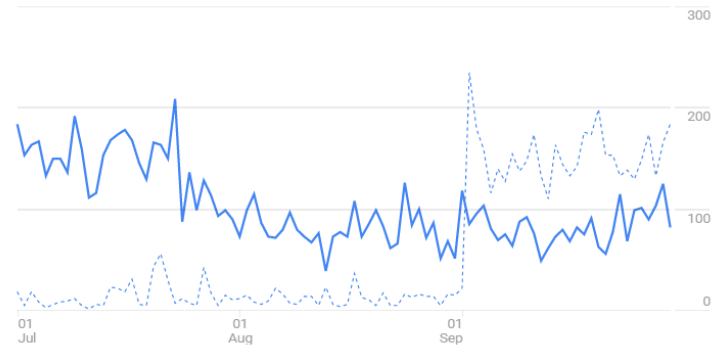
Newsletter

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	9.7K	65.52%	0m 19s
↑80.9%	↑77.2%	↓7.9%	↓1.5%



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

Social Media

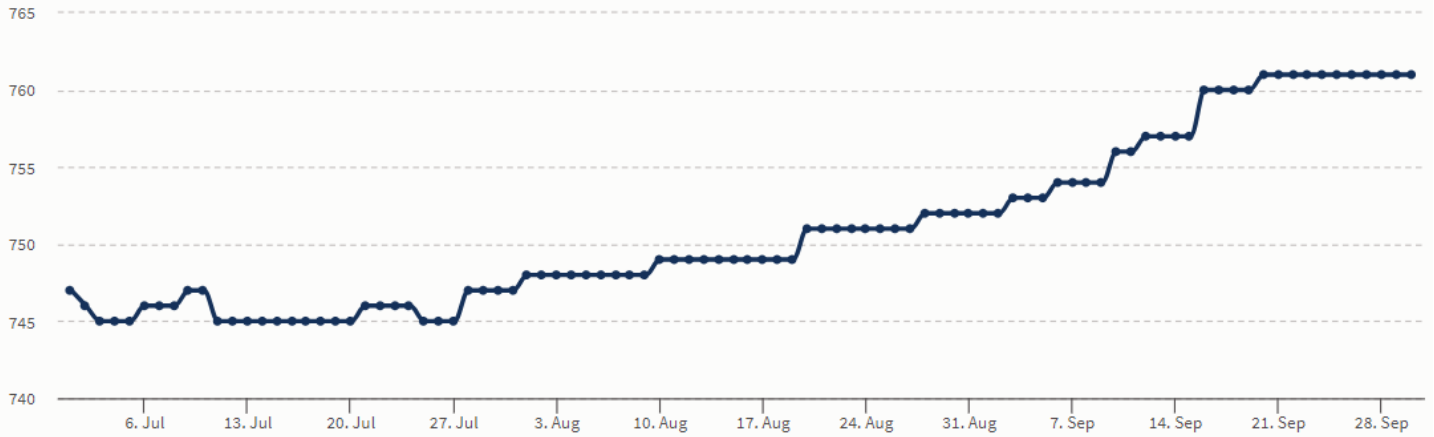
Facebook – Likes gained, Reach and Impressions, Engagements, Clicks, Top Performing Content

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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Fans

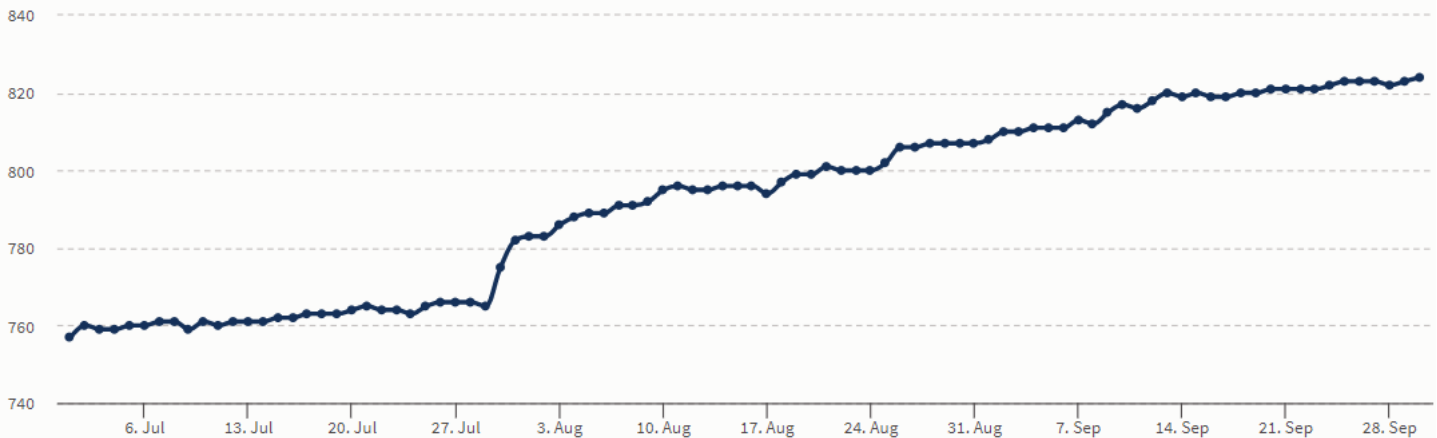


This graphic illustrates the number of Facebook fans from July 1, 2020 to September 30, 2020.

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.

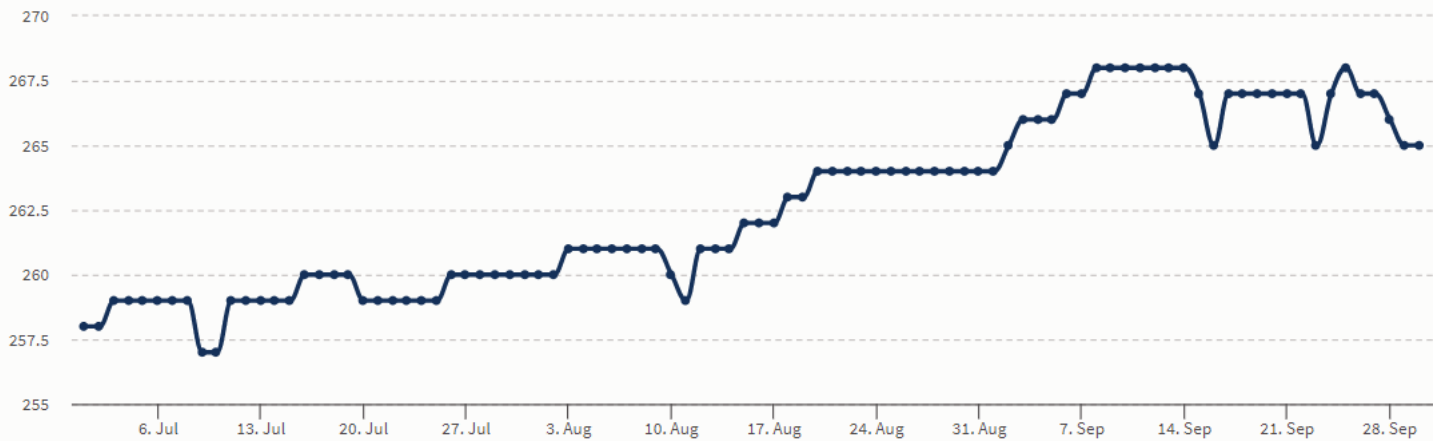


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Twitter – Followers gained, Impressions, Engagements, Link Clicks

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.



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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	1,185	17,267	\$4,088			808		15,905		12.42	159.25	7.47	2.04	.68	53.12	
Passenger in a carpool	1,017	17,618	\$4,171				824	16,228		11.44	156.94	7.03	1.87	.67	52.31	
Drove a vanpool	8	65	\$15				3	60		.05	.6	.03	.01		.2	
Passenger in a vanpool	2	100	\$24				5	93		.07	.93	.04	.01		.31	
Transit																
Bicycle																
E-Scooter																
Walk																
Telework																
Drove alone																
Day Off - compressed work week																
Day Off - regular (e.g. weekend)																
Total	2,212	35,050	\$8,298	\$0		1,639		32,285		24	317.7	14.6	3.9	1.4	105.9	

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	1,190	16,821	\$3,906	\$77		771	16	15,184	309	12.15	152.65	7.26	1.99	.65	50.88	
Passenger in a carpool	848	14,974	\$3,370	\$175		664	36	13,086	709	9.37	131.53	5.8	1.53	.56	43.84	
Drove a vanpool	20	315	\$75			15		291		.23	2.92	.14	.04	.01	.97	
Passenger in a vanpool	4	201	\$48			9		185		.15	1.86	.09	.02	.01	.62	
Transit																
Bicycle																
E-Scooter																
Walk																
Telework																
Drove alone																
Day Off - compressed work week																
Day Off - regular (e.g. weekend)																
Total	2,062	32,312	\$7,398	\$252		1,460	52	28,746	1,018	21.9	289	13.3	3.6	1.2	96.3	



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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	2,652	44,205	\$5,058	\$5,407		968	1,099	19,060	21,639	14.43	183.46	8.65	2.37	.79	61.32	
Passenger in a carpool	2,717	43,940	\$4,855	\$5,548		929	1,127	18,293	22,193	13.67	177.22	8.25	2.24	.76	59.09	
Drove a vanpool	3	151	\$18	\$18		3	4	63	76	.05	.64	.03	.01		.21	
Passenger in a vanpool	111	5,512	\$982	\$323		187	71	3,683	1,393	2.95	37.03	1.76	.48	.16	12.34	
Transit																
Bicycle																
E-Scooter																
Walk																
Telework																
Drove alone																
Day Off - compressed work week																
Day Off - regular (e.g. weekend)																
Total	5,483	93,807	\$10,913	\$11,296		2,087	2,300	41,100	45,301	31.1	398.3	18.7	6.1	1.7	133	

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	2,784	43,131	\$4,724	\$5,490		899	1,118	17,700	22,013	14.24	174.87	8.45	2.34	.75	58.38	
Passenger in a carpool	2,621	45,429	\$4,945	\$5,811		939	1,186	18,500	23,353	14.31	185.94	8.64	2.35	.8	61.98	
Drove a vanpool	14	628	\$113	\$36		22	8	425	153	.34	4.28	.2	.06	.02	1.43	
Passenger in a vanpool	110	5,524	\$987	\$321		188	70	3,703	1,385	2.97	37.23	1.77	.49	.16	12.41	
Transit																
Bicycle																
E-Scooter																
Walk																
Telework																
Drove alone																
Day Off - compressed work week																
Day Off - regular (e.g. weekend)																
Total	5,529	94,712	\$10,768	\$11,658		2,048	2,381	40,328	46,904	31.9	402.3	19.1	5.2	1.7	134.2	

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	3,262	55,014	6,223	6,806		1,186	1,386	23,363	27,298	18.71	232.57	11.14	3.07	1	77.79	
Passenger in a carpool	2,787	45,919	5,272	5,801		1,011	1,137	19,913	22,398	15.51	200.11	9.34	2.54	.88	66.7	
Drove a vanpool	8	65	7	9		1	2	24	36	.02	.24	.01			.08	
Passenger in a vanpool	122	6,127	1,094	356		209	78	4,107	1,538	3.29	41.29	1.97	.54	.18	13.76	
Transit																
Bicycle																
Walk																
Telework																
Drove alone																
Day Off - compressed work week																
Day Off - regular (e.g. weekend)																
Total	6,179	107,125	12,596	12,772		2,407	2,603	47,407	51,268	37.5	474.2	22.5	6.2	2	158.3	



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