



Driven Together Toward Change

# Progress Report

## Ridesharing Report

First Quarter

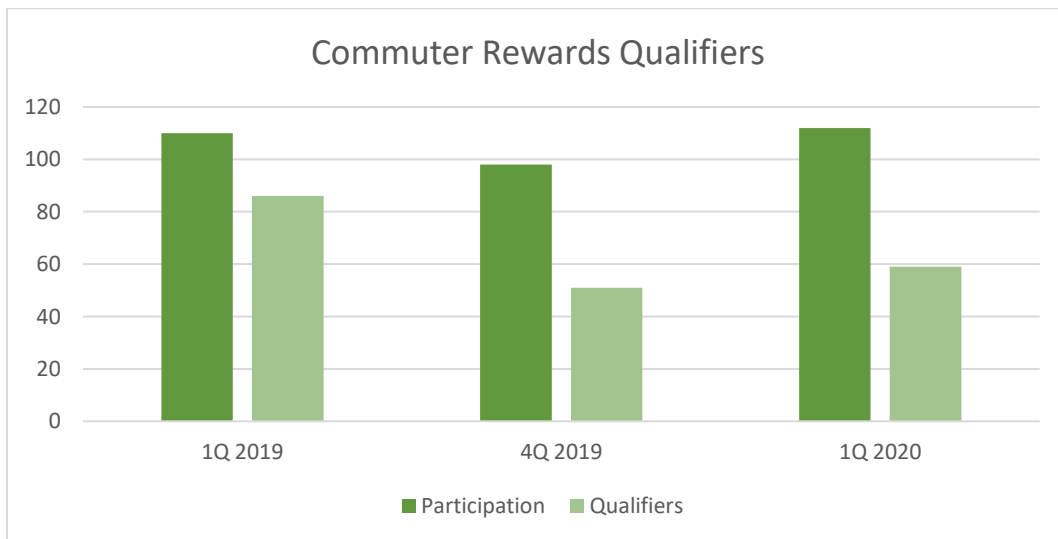
January 1, 2020 – March 31, 2020

### 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

112 commuters logged at least one carpool or vanpool commute (either as a driver or a passenger) during the quarter versus 98 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 59. Last year at this time, 86 commuters qualified for prizes by carpooling or vanpooling 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.*



## Driven Together Toward Change

### 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

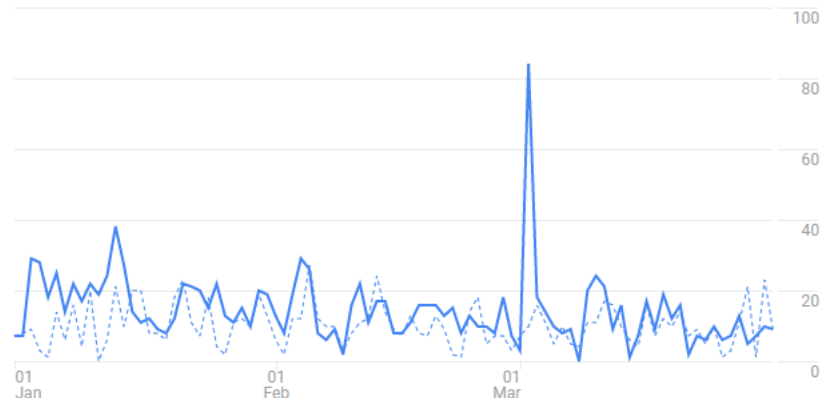
Smart Trips continues to publish a monthly e-newsletter for all participants and ETCs. The newsletter contains employer rankings, articles about sustainable transportation, tips on how to make commuters' smart trips "smarter" and provides updates about upcoming events and promotions. Participants are 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.

Smart Trips will continue to address these issues in 2020.

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.



## Driven Together Toward Change

### Social Media

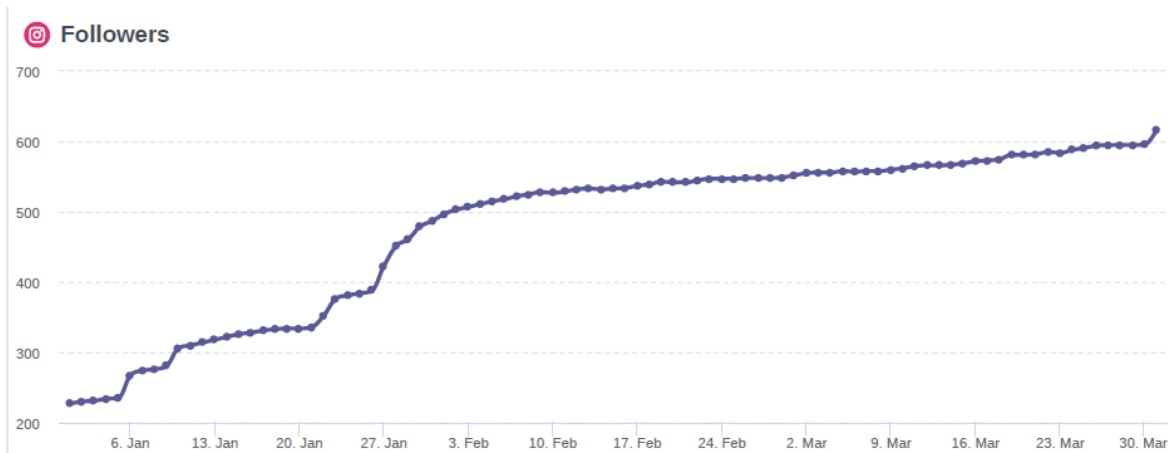
Facebook – Likes gained, Reach and Impressions, Engagements, Clicks, Top Performing Content  
There was a total of 731 fans as of March 31, 2020. On March 31, 2019, there were 672 likes. Smart Trips had 56 posts with 440 engagements and 68 clicks.



*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.*



## Driven Together Toward Change

### 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 • Feb 17	<a href="#">View Results</a>	<a href="#">...</a>		
<b>Post Engagements</b> Opting to not always drive your car is one sma... Reach	2,840	354 Post Engagements	\$100.00 Spent of \$100.00	
Completed • Feb 12	<a href="#">View Results</a>	<a href="#">...</a>		
<b>Post Engagements</b> STREETLIGHT DATA ranked the country's lar... Reach	4,993	515 Post Engagements	\$60.00 Spent of \$60.00	
Completed • Jan 30	<a href="#">View Results</a>	<a href="#">...</a>		
<b>Messages</b> Smart Trips is proud to announce th... Reach	3,867	-- Messaging Conversations Started	\$50.00 Spent of \$50.00	
Completed • Jan 13	<a href="#">View Results</a>	<a href="#">...</a>		
<b>Post Engagements</b> It's that time of year again! Trust us, we're just... Reach	876	121 Post Engagements	\$30.00 Spent of \$30.00	
Completed • Jan 3	<a href="#">View Results</a>	<a href="#">...</a>		
<b>Post Engagements</b> @[339425484144.274:Knoxville Area Transit] ... Reach	5,766	210 Post Engagements	\$50.00 Spent of \$50.00	
Completed • Jan 3	<a href="#">View Results</a>	<a href="#">...</a>		
<b>Post Engagements</b> January Newsletter - 2019 Annual Report, 201... Reach	1,511	223 Post Engagements	\$49.99 Spent of \$50.00	

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



## Driven Together Toward Change

### 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.



Driven Together Toward Change

## 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	2,652	44,205	\$5,056	\$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)																
<b>Total</b>	<b>5,483</b>	<b>93,807</b>	<b>\$10,913</b>	<b>\$11,296</b>		<b>2,087</b>	<b>2,300</b>	<b>41,100</b>	<b>45,301</b>	<b>31.1</b>	<b>398.3</b>	<b>18.7</b>	<b>5.1</b>	<b>1.7</b>	<b>133</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	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)																
<b>Total</b>	<b>5,529</b>	<b>94,712</b>	<b>\$10,768</b>	<b>\$11,658</b>		<b>2,048</b>	<b>2,381</b>	<b>40,328</b>	<b>46,904</b>	<b>31.9</b>	<b>402.3</b>	<b>19.1</b>	<b>5.2</b>	<b>1.7</b>	<b>134.2</b>	



## Driven Together Toward Change

### 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	.86	66.7	
Drove a vanpool	8	65	7	9		1	2	24	38	.02	.24	.01			.08	
Passenger in a vanpool	122	6,127	1,064	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)																
<b>Total</b>	<b>6,179</b>	<b>107,125</b>	<b>12,596</b>	<b>12,772</b>		<b>2,407</b>	<b>2,603</b>	<b>47,407</b>	<b>51,268</b>	<b>37.5</b>	<b>474.2</b>	<b>22.5</b>	<b>6.2</b>	<b>2</b>	<b>158.3</b>	

### 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	3,077	50,807	5,873	6,111		1,129	1,238	22,227	24,379	18.21	223.47	10.8	2.99	.96	74.49	
Passenger in a carpool	2,889	48,430	5,494	5,975		1,053	1,213	20,738	23,881	15.51	207.24	9.45	2.54	.89	69.21	
Drove a vanpool	12	339	50	31		9	8	185	128	.15	1.88	.09	.02	.01	.82	
Passenger in a vanpool	142	7,175	1,277	421		243	92	4,794	1,814	3.84	48.2	2.3	.63	.21	16.07	
Transit																
Bicycle																
Walk																
Telework																
Drove alone																
Day Off - compressed work week																
Day Off - regular (e.g. weekend)																
<b>Total</b>	<b>6,120</b>	<b>106,551</b>	<b>12,693</b>	<b>12,538</b>		<b>2,434</b>	<b>2,549</b>	<b>47,944</b>	<b>50,203</b>	<b>37.7</b>	<b>480.8</b>	<b>22.6</b>	<b>6.2</b>	<b>2.1</b>	<b>160.4</b>	

### Stats for First Quarter 2019 (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	2,987	47,803	\$5,407	\$5,915		1,033	1,202	20,339	23,682	16.38	204.51	9.77	2.69	.88	68.17	
Passenger in a carpool	3,561	54,767	\$6,294	\$6,679		1,215	1,348	23,930	26,540	17.65	229.96	10.65	2.89	.99	77.82	
Drove a vanpool	8	594	\$103	\$38		20	8	392	156	.31	3.94	.19	.05	.02	1.31	
Passenger in a vanpool	110	5,200	\$934	\$298		178	65	3,508	1,281	2.81	35.27	1.68	.46	.15	11.76	
Transit																
Bicycle																
Walk																
Telework																
Drove alone																
Day Off - compressed work week																
Day Off - regular (e.g. weekend)																
<b>Total</b>	<b>6,666</b>	<b>108,364</b>	<b>\$12,738</b>	<b>\$12,930</b>		<b>2,446</b>	<b>2,623</b>	<b>48,169</b>	<b>51,659</b>	<b>37.2</b>	<b>473.7</b>	<b>22.3</b>	<b>6.1</b>	<b>2</b>	<b>159.1</b>	