



Driven Together Toward Change

Progress Report

Comprehensive Program

Second Quarter

April 1, 2020 – June 30, 2020

New Registrants

Between April 1 and June 30, a total of 34 new participants registered for Smart Trips. The previous quarter (January 1 – March 31) saw 66 new participants.

Participation

130 commuters logged at least one commute (transit, bicycle, e-scooter, walk, telework, compressed work week) during the quarter versus 128 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 63. Last year at this time, 84 commuters qualified for prizes by biking, riding an e-scooter, walking, teleworking and/or working a compressed work week at least once a week.

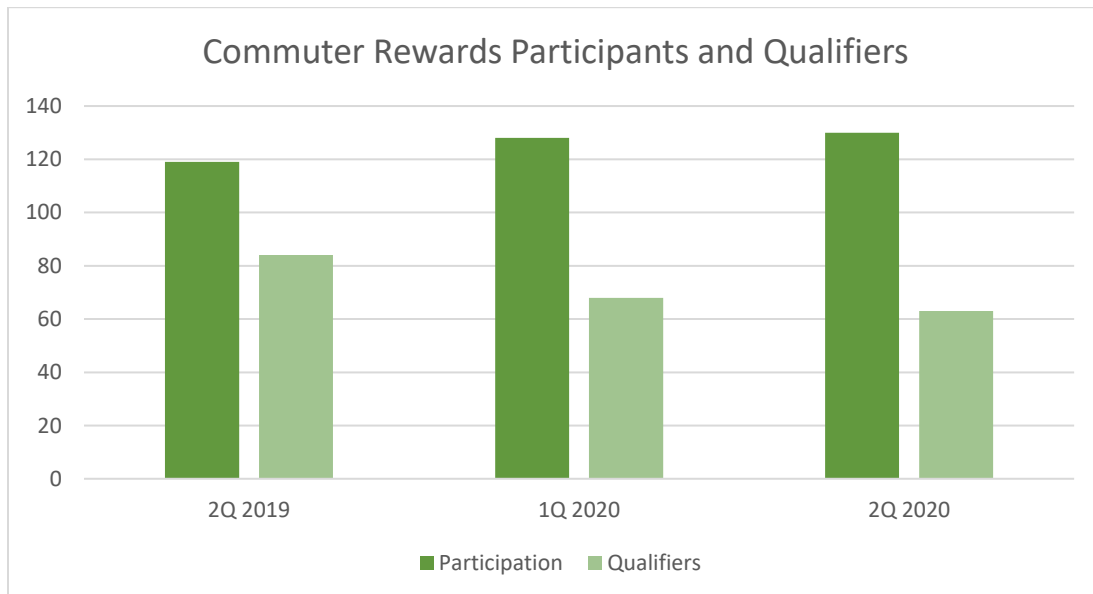


Figure 1 - This graphic illustrates the number of participants and qualifiers during the second quarter of 2019 and the first and second quarter of 2020.



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Employers and Community Outreach

During this quarter, Smart Trips faced a unique challenge: how to reach the public during a global pandemic. With all public events cancelled, Smart Trips shifted its outreach to be more virtual. Details of the virtual outreach are outlined in the Marketing section of the report.

Marketing

Newsletter

Smart Trips continued 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

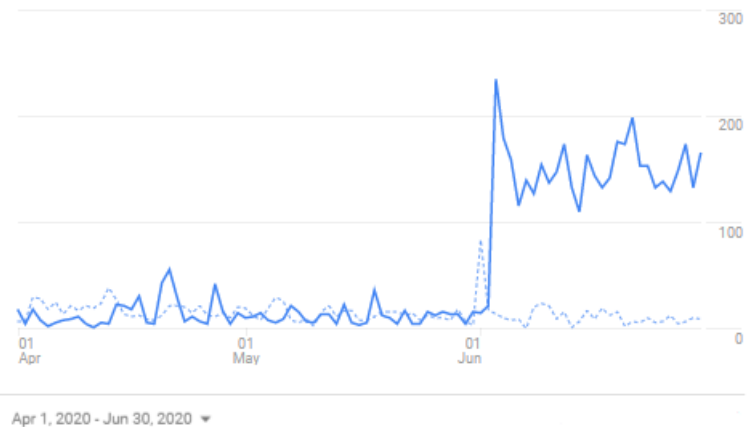
Smart Trips has seen an increase in foot traffic to the program's website by 267.3% during the 2nd quarter of 2020. The increase especially in June can be attributed to the launching of Smart Trip's Media Plan in June (more information about the Media Plan are outlined in the Designsensory Marketing Partnership section of the report). 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 digital ads and/or the website need to be revisited.

Smart Trips will continue to address these issues in 2020.

Social Media

Facebook – Likes gained, Reach and Impressions, Engagements, Clicks, Top Performing Content
There was a total of 747 fans as of June 30, 2020 (up 16 from the previous quarter). Smart Trips created 43 posts, had public 277 engagements and 91 clicks during the second quarter of 2020.

Users	Sessions	Bounce Rate	Session Duration
4.6K	5.3K	71.08%	0m 19s
↑335.0%	↑267.3%	↓7.4%	↓64.3%

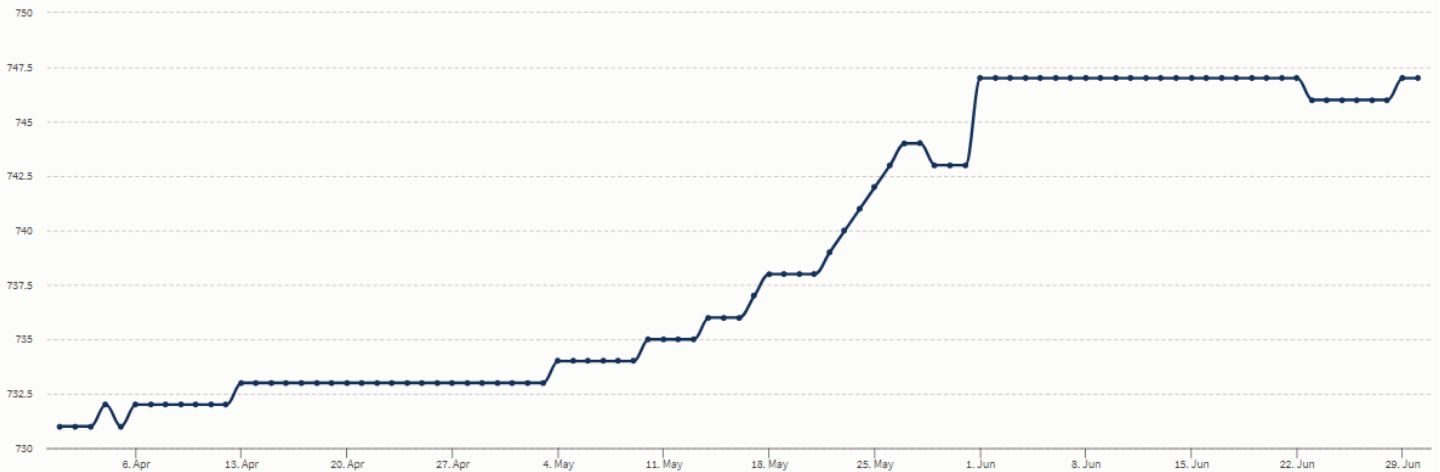


Graphic shows Smart Trips' website performance from April 1, 2020 to June 30, 2020.



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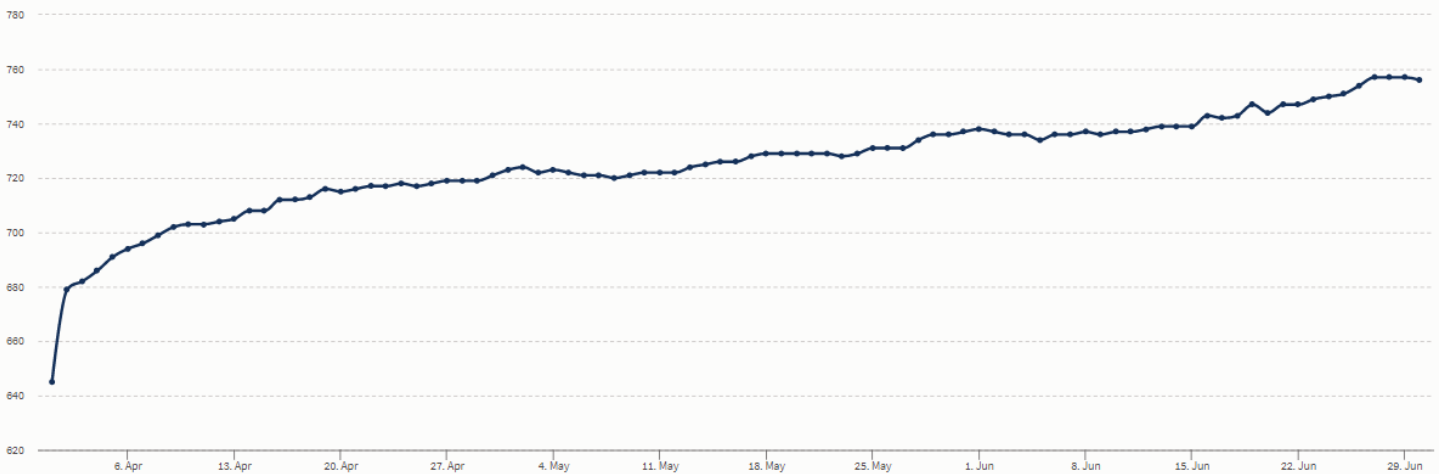
f Fans



This graphic illustrates the number of Facebook fans from April 1, 2020 to June 30, 2020.

Instagram - Followers gained, Impressions, Engagements, Clicks, Top Performing Content
From April 1, 2020 to June 30, 2020, Smart Trips published 33 posts to Instagram with 361 public engagements and 139 new followers (756 followers total).

@ Followers



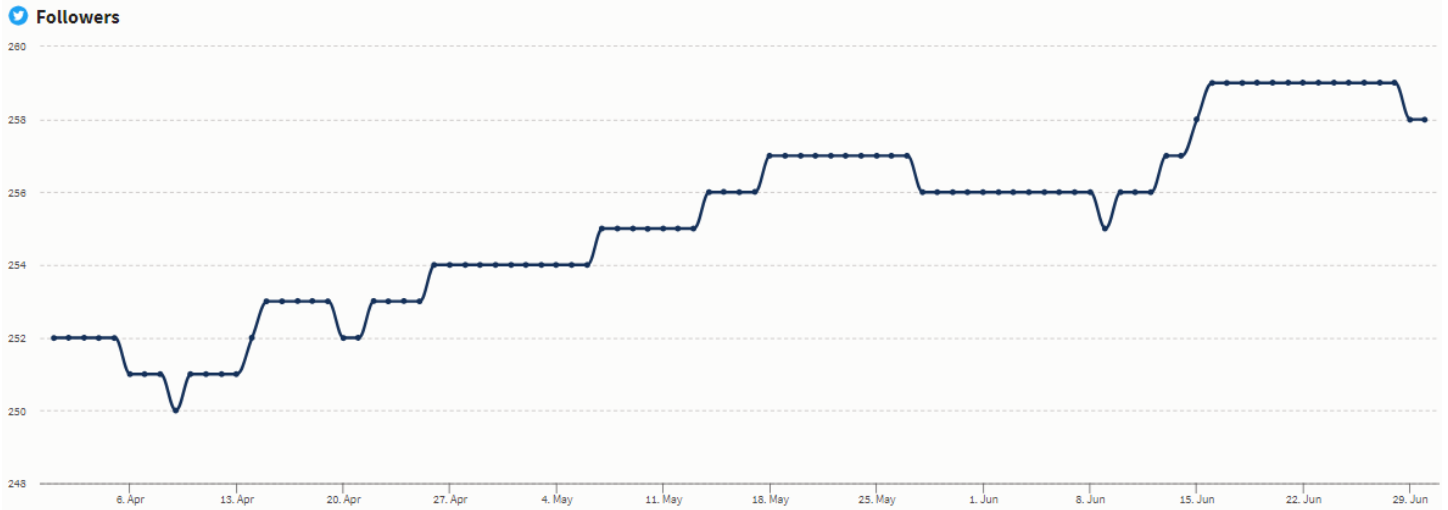
This graphic illustrates the number of Instagram followers from April 1, 2020 to June 30, 2020.



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Twitter – Followers gained, Impressions, Engagements, Link Clicks

From April 1, 2020 to June 30, 2020, Smart Trips posted 30 Tweets with 26 public engagements (16 likes, 9 retweets, and 1 reply).



This graphic illustrates the number of Instagram followers from April 1, 2020 to June 30, 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 2nd quarter to develop and execute 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 continued to develop a full library of photo and video assets that will populate future social media posts, emails, display ads and other ad placements.

Email Strategy

Designsensory continued to develop a strategic email workflow to nurture Smart Trips' database from signup, to welcome email, and onto regular, relevant communication.

Social Media Strategy

Designsensory continued to develop a monthly social media content calendar to support overall marketing efforts thru December 31, 2020.

Paid Media Planning & Implementation

Designsensory developed a paid media plan that was presented in May 2020. The plan began on June 1, 2020 and ends December 31, 2020. The plan includes spending levels and channel allocations.

Events & Activations

Designsensory and Smart Trips made the executive decision to cancel all planned on-site events with community partners in 2020 due to COVID-19.



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Emissions Summary

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

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



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																
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	.38		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		18,853		14.98	187.53	8.93	2.46	.8		82.51
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

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	1,660	8,172	1,447			382		7,527		6.04	75.67	3.6	.99	.32		25.22
Bicycle	2,260	12,495	2,955		683,391	584		11,494		9.23	115.69	5.51	1.52	.5		38.56
Walk	1,587	1,215	287		148,804	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	4,497	1,064			210		4,141		3.32	41.64	1.98	.55	.18		13.88
Day Off - regular (e.g. weekend)																
Total	6,306	40,110	9,003	0	810,195	1,875		36,924		29.6	371.4	17.7	4.9	1.6		123.8