



Driven Together Toward Change

Progress Report

Ridesharing Report

Second Quarter

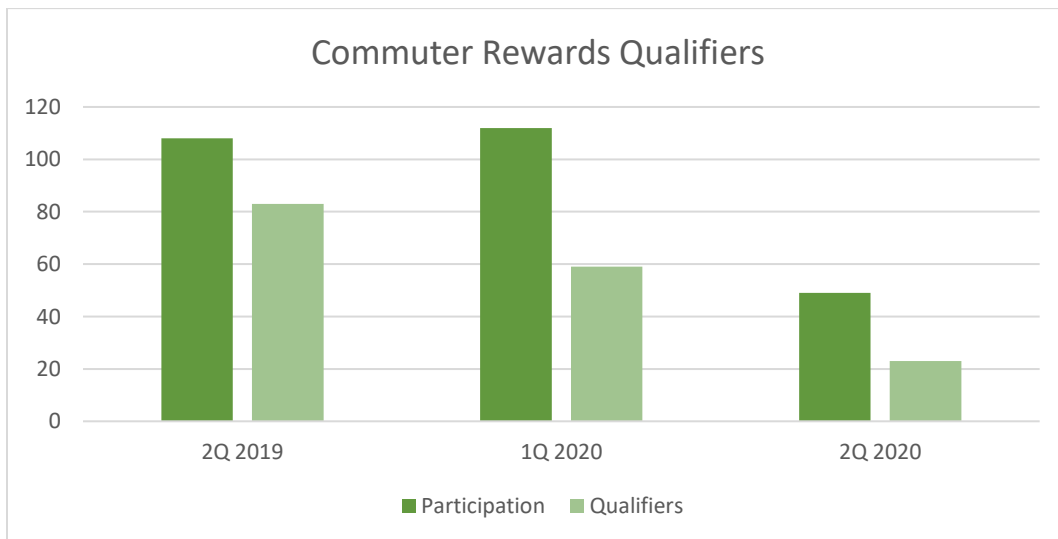
April 1, 2020 – June 30, 2020

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 39 new participants.

Participation

49 commuters logged at least one carpool or vanpool commute (either as a driver or a passenger) during the quarter versus 112 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 23. Last year at this time, 83 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.



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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

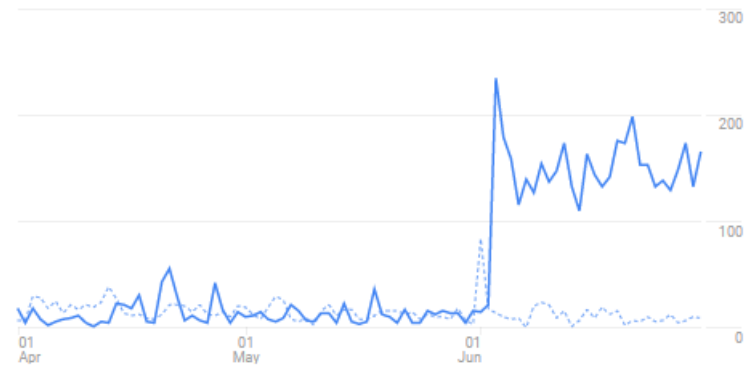
Smart Trips has seen an increase in foot traffic to the program's website by 267.3% during the 2nd quarter of 2020. The increase especially in June can be attributed to the launching of Smart Trip's Media Plan in June (more information about the Media Plan are outlined in the Designsensory Marketing 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% |



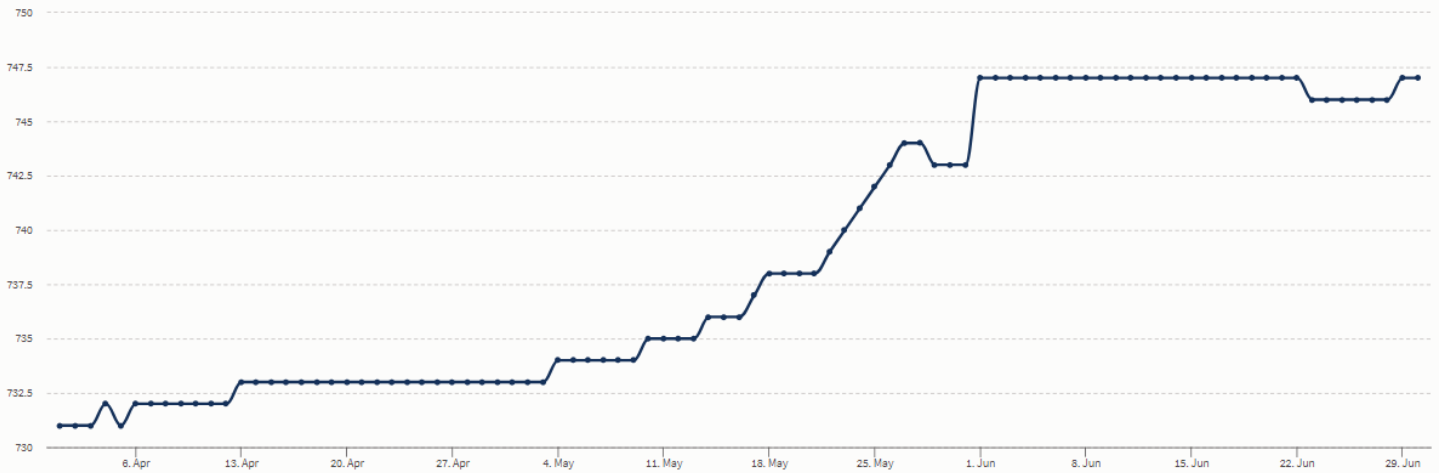
Apr 1, 2020 - Jun 30, 2020

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



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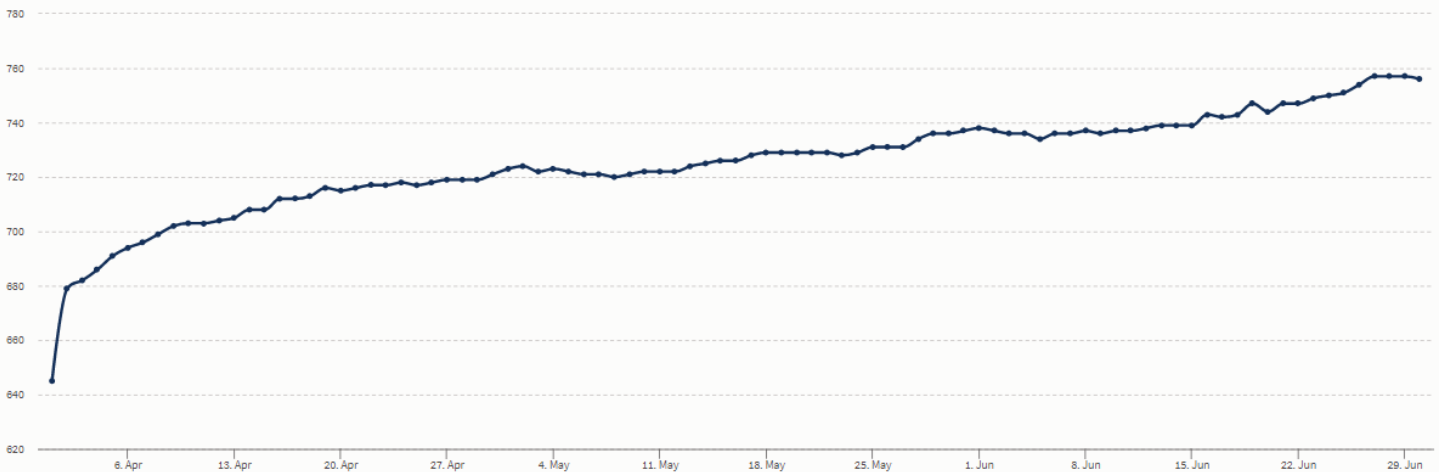
Fans



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



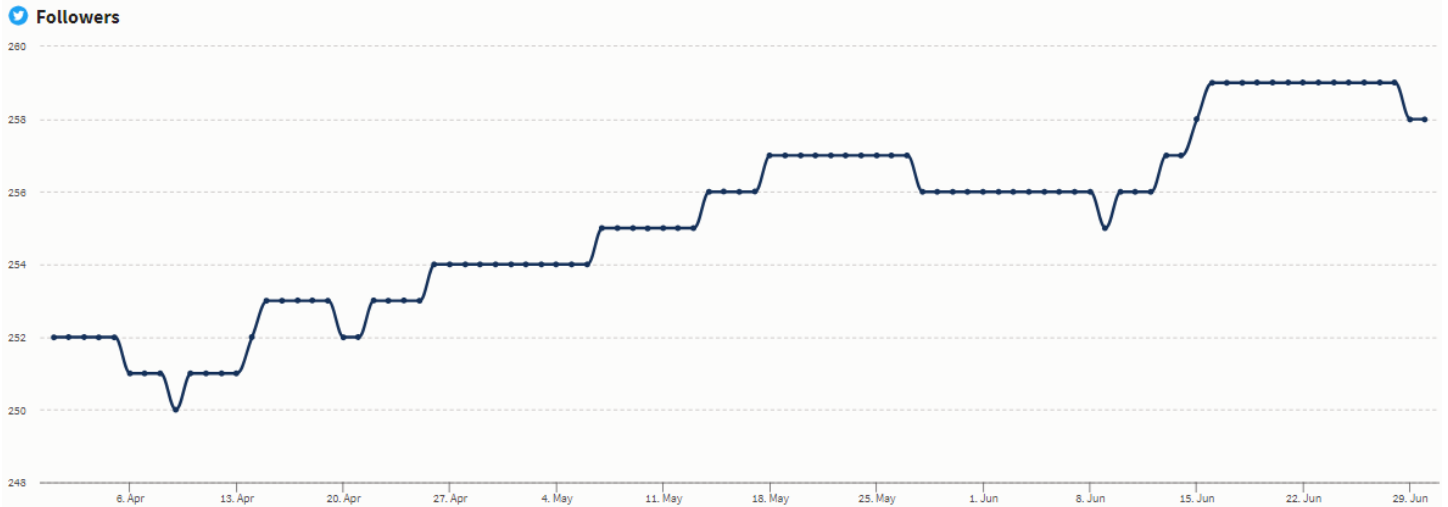
This graphic illustrates the number of Instagram followers from April 1, 2020 to June 30, 2020.



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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 | 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 | |

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 | \$923 | | 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 | 5.1 | 1.7 | 133 | |



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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 | 1,388 | 23,363 | 27,268 | 18.71 | 232.57 | 11.14 | 3.07 | 1 | 77.79 | |
| Passenger in a carpool | 2,787 | 45,919 | 5,272 | 5,601 | | 1,011 | 1,137 | 19,913 | 22,368 | 15.51 | 200.11 | 9.34 | 2.54 | .86 | 66.7 | |
| Drove a vanpool | 8 | 65 | 7 | 9 | | 1 | 2 | 24 | 36 | .02 | 24 | .01 | | | .08 | |
| Passenger in a vanpool | 122 | 6,127 | 1,064 | 356 | | 209 | 78 | 4,107 | 1,536 | 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 | |

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 | 50,607 | 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 | 6 | 185 | 128 | .15 | 1.86 | .09 | .02 | .01 | .62 | |
| 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) | | | | | | | | | | | | | | | | |
| Total | 6,120 | 106,551 | 12,693 | 12,538 | | 2,434 | 2,549 | 47,944 | 50,203 | 37.7 | 480.8 | 22.6 | 6.2 | 2.1 | 160.4 | |