

## 2008 Annual Report

Tina Rolen replaced Jill Wolverton on January 28 becoming the new Smart Trips coordinator.

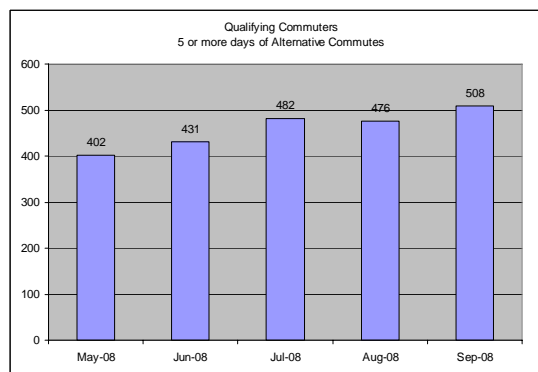
### BaseTech

Switch over to the new BaseTech web site with updated carpool matching database was made in February.

### Commuter Challenge

The Commuter Challenge, an awareness marketing campaign ran May 1, 2008 until June 30, 2009 during the closure of I-40 through downtown Knoxville. The program awarded more than \$10,000 in prizes to participants who met the requirements. Strong media coverage and a well-thought out advertising campaign in print (Knoxville News Sentinel and weekly periodical MetroPulse), broadcast (sponsored the traffic broadcast on the WBIR Channel 10, who has the leading time slot in the morning news cast) web, (ads were also placed on WBIR and Knoxville News Sentinel web sites), and radio (station WUOT) media yielded positive results.

The Commuter Challenge encouraged commuters to use an alternative means of commuting instead of driving alone for at least 5 days each month to be eligible for prizes. The program saw strong participation all year.



### Employers

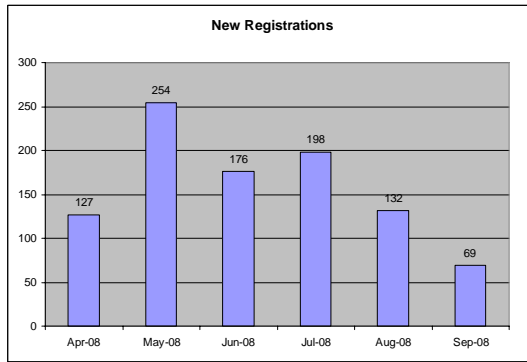
Throughout the year, Smart Trips recruits new employers and works with existing ones to maximize program participation. Educational sessions were held for employees at Studio Four Design, Brewer Ingram Fuller, Knox County, and The University of Tennessee. Numerous businesses were added as official Smart Trips participating employers; Elavon, Travelers' Insurance, Scripps Networks, Molecular Pathology, KBX Group, Cockrill Design and Planning, Sme and Busby Architects, Elavon, Young Williams Child Support Services, Travelers' Insurance, Scripps Networks Interactive, Y-12 Federal Credit Union, Regal Entertainment Group, Brunswick Boat Group, and Knox County CAC. Brinks Security System call center chose not to be officially added to the list but become a program participant. Each of these companies have several hundred workers and actively promote the Smart Trips program and carpool-matching database as a benefit that will help their employees defray commuting costs.

### Registrants

During the first quarter alone, Smart Trips added 399 new members in part due to rising gas prices. From April to June, Smart Trips added another 550 new members. 250 of those were added just in the month of May. From May 2007 to May 2008, Smart Trips saw a membership increase of 44%.

As gas prices dropped, numbers of new enrollments also dipped. However, there was still interest in reducing commuting costs due to the overall state of the economy. The program saw record numbers of members logging 30 or more days of taking alternative commutes during the year and steady growth in the number of participants meeting these benchmarks.

Smart Trips added 126 more new members from Oct – Dec 2008 compared with 42 new members added in the same quarter of 2007. Falling gas prices, winter weather and holidays celebrations often lead to significant reductions in new registrations and active participants, but the program continued to see high numbers of active members (logging at least one day of alternative commutes during the quarter), especially compared to last year at this time. The significant increase from 2007 indicates there is still interest in reducing commuting costs.



### Smart Trips Month

Smart Trips Month in May saw the development and production of many marketing materials and updates to the web site. Numerous walking, biking, carpooling, and transit-themed events were scheduled to take place throughout the month, in addition to the Undrivers License program. This popular promotion encourages the use of alternatives to driving alone, and provided participants with a “license” that functions as a coupon to be redeemed for discounts at area merchants each day in May and free bus fare on Tuesdays during the month. Response to this promotion was so positive that the possibility of repeating it in the fall of 2008 was considered.

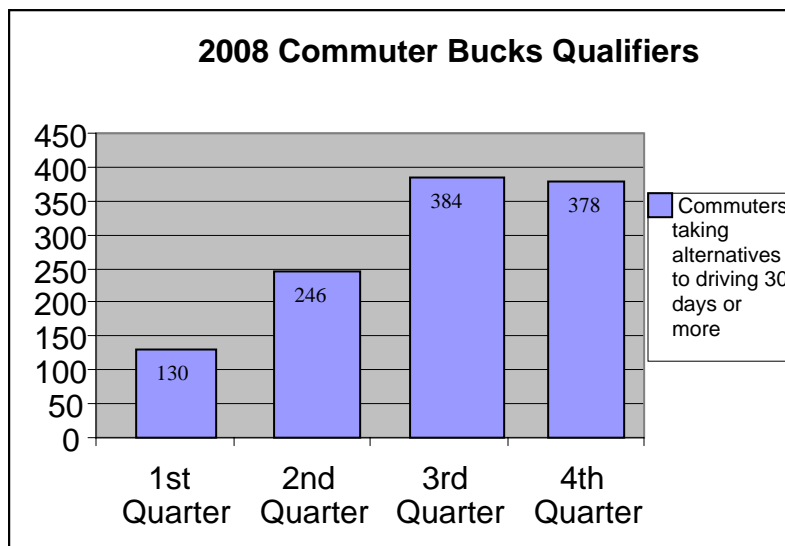
Events held during Smart Trips Month 2008 included Try Transit Tuesdays, the “How Many Can You Fit in a Fit” event (Home Federal Bank managed to squeeze 23 people into a Honda Fit and won our carpooling contest), the Pedal vs. Medal race, pitting a bicycle against a car to see who could complete errands around town faster, and the Central Ave; Past and Future Walk with Jack Neely and Bob Whetsel, to name a few.

### Ongoing Marketing

Smart Trips will continue to focus on employers outside of areas served by transit to promote carpooling, especially in the far west part of Knox County, where several large employers are located near each other. We are working to implement a partnership among these businesses within the same business park to do a carpooling promotion for all employees who work in the area. Additionally, we will continue to work with our existing employers to grow the number of Smart Trips participants, since this is one of the most effective ways to educate potential participants about ways to take alternative commutes.

### Commuter Bucks Program

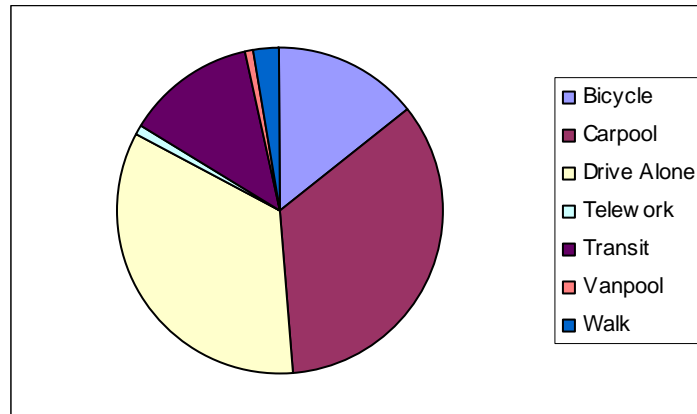
The Commuter Bucks program, which offers a \$10 gift card to participants who commute more than 30 days out of the quarter, has continued to grow. It serves as a tremendous retention tool that has developed a loyal following.



### Alternative Commute Choices

In 2008, new program registrants continued to show a trend toward carpooling as the most frequently specified mode of alternative transportation, followed by taking transit and biking to work. This is due in part to the emphasis on promoting carpooling to employers who are not located near transit routes.

**New Registrant Transportation Modes 2008**



### Summary

2008 was a year of tremendous growth for the Smart Trips program both in the number of individuals and employers participating and the depth of that involvement. Intensive advertising proved to be an effective means of raising awareness and motivating prospective participants to action.

It remains to be seen whether new program registrants and employers will continue to join at this rate in the coming years. And whether the programs used in 2008 will be as effective in the future as they have proven to be this year.