



## 2009 Annual Report

2009 was a busy year for Smart Trips with participation in community events, activities, and meetings including Smart Trips Month in May, Oak Ridge's Earth Day Festival, Bike-to-Work Day on May 15, and coordinating with UT to assist with sustainability efforts. Smart Trips participated in community events at benefits fairs for five St. Mary's and Baptist Hospital locations and had tables set up to provide information about the program at the Market Square Farmers' Market throughout the month of May.

These activities garnered an array of media coverage, with several articles in the Knoxville News Sentinel and Metro Pulse, and appearances on WBIR's Live at Five at Four.

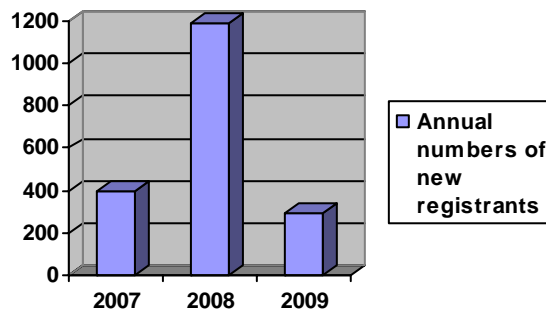
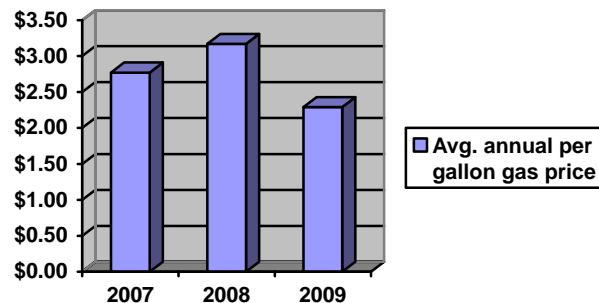
### Smart Trips Commuter Challenge

The Smart Trips Commuter Challenge, a 14-month campaign encouraging drivers to try alternative commutes during the construction of SmartFix40, and which began May 1, 2008; ended June 30, 2009. Participants were asked to log their green commutes – biking, teleworking, carpooling, vanpooling or taking transit as alternatives to driving alone 5 days each month to be eligible for prizes. The program saw strong participation throughout its duration, with 27 qualifiers ultimately being awarded grand prizes in a random drawing.

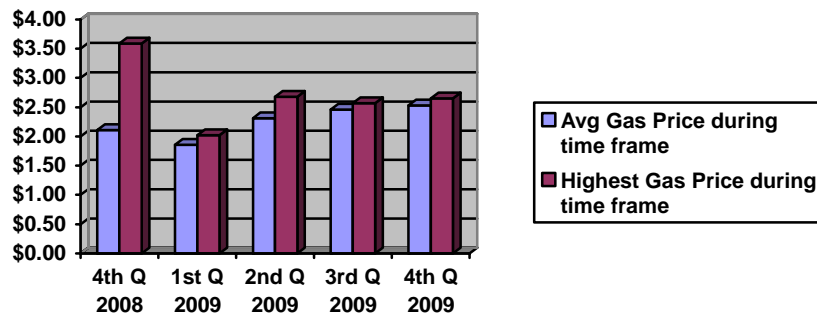
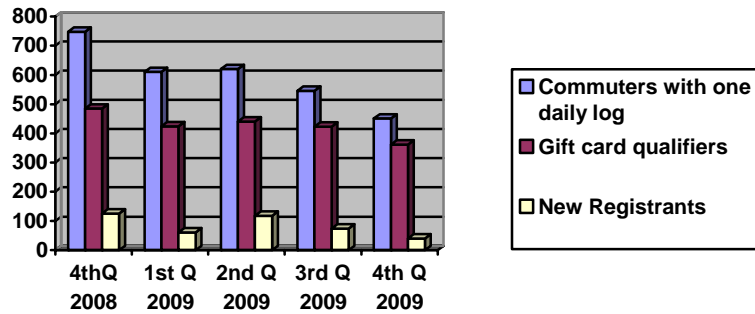
The program was so popular that Smart Trips continues to award monthly and quarterly prizes to *Bliss*, *Max General Store* or *Three Rivers Market* to randomly selected participants who commute alternatively more than 10 day per month, 30 days per quarter.

### Participation

Smart Trips added 296 new members in 2009. This was down from the more than 1,000 who joined the program in 2008. However, gas prices in the region were lower than they had been since 2005 which may have contributed to the downturn as a correlation exists between Smart Trips participation and fuel prices.



Overall for 2009, participation remained relatively steady with a range of between 362 and 441 individuals logging at least 30 days of alternative commutes per quarter. Participation was down versus 2008, but again this may have been attributable to fuel prices which reached their peak during the summer of 2008 and dropped to less than \$2.00 per gallon during the first quarter of 2009.



### Ongoing Marketing

In addition to continuing successful programs such as Commuter Bucks, Smart Trips also worked on its efforts to improve reporting functions on the Basetrak database, conducted outreach to its employers, and sought to identify potential Park and Ride lots for commuters at the request of program participants and local businesses. The program also worked with the Knoxville Regional Transportation Planning Organization team to research community education and outreach possibilities.

### Employers

Throughout the year, Smart Trips worked to recruit new employers such as the Knoxville News Sentinel and collaborated with existing ones to maximize program participation. Each of the program’s more than 60 participating employers actively promote the Smart Trips program and carpool-matching database as a benefit to help their employees defray commuting costs.

### Smart Trips Month

Smart Trips Month in May was very successful. Numerous walking, biking, carpooling, and transit-themed events took place throughout the month, in addition to the Undrivers License program. This popular promotion encouraged the use of alternatives to driving alone, and provided participants with a “license” that could be shown to receive discounts and merchandise at participating area vendors each day in May.

Events held during Smart Trips Month 2009 included the popular “How Many Can You Fit in a Fit” event, PARKing spaces day, the First Friday Art Bus, Bike-to-Work Day, Bike to the Beach, and several Knoxville Walks.

## Summary of Emission and Participation Reporting

Date Range

from 01/01/2009 to 12/31/2009

New Registrants	296
Commuters with at least one daily commute log	803

**Distribution of Transportation mode at all sites:**

**Carpool:** 72,405  
**Bicycle:** 24,604  
**Drive Alone:** 50,325  
**Telework:** 5,081  
**Transit:** 38,487  
**Vanpool:** 2,674

**Impact of Commuter use of Clean Modes (In-Time-Period)**

	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
<b>Bicycle</b>	157,231	144,653	204,401	1,824	154,291	\$ 27043.77
<b>Carpool</b>	675,290	621,267	877,878	7,833	662,662	\$ 116149.95
<b>Drive Alone</b>	0	0	0	0	0	\$ 0.00
<b>Telework</b>	68,144	62,692	88,587	790	66,870	\$ 11720.77
<b>Transit</b>	315,043	289,839	409,556	3,654	309,152	\$ 54187.38
<b>Vanpool</b>	42,279	38,897	54,963	490	41,489	\$ 7272.03
<b>Walk</b>	13,857	12,749	18,015	161	13,598	\$ 2383.47
<b>Totals</b>	<b>1,271,845</b>	<b>1,170,098</b>	<b>1,653,399</b>	<b>14,753</b>	<b>1,248,062</b>	<b>\$ 218757.37</b>