



**Progress Report
January - March 2010**

New Registrants

Smart Trips added 46 new members during this quarter. This is up from the 40 new registrants added last quarter. According to the U.S. Energy Information Administration (EIA), gas prices in the region were up over last quarter ranging between \$2.56 and \$2.72 per gallon. This may account somewhat for the slight increase despite brutal winter weather and low temperatures which traditionally have resulted in declines in new registrations.

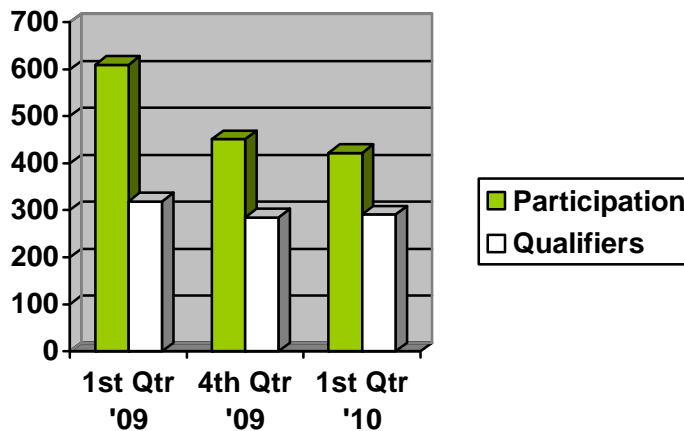
Participation

Participation dipped slightly with commuters logging at least one daily alternative commute during the quarter at 422 while the previous quarter showed 453 participants who had done so. During the same quarter last year, 601 participants logged at least one daily alternative commute. The drop in participation was likely due to the poor weather being a contributing factor.

The numbers of logs submitted held fairly steady at 62,454 this quarter versus 62,954 for last quarter. Transportation via the various modes showed increases in the number of carpoolers, teleworkers, walkers and transit users.

A total of 291 individuals qualified for gift cards this quarter by actively logging more than 30 days (60 trips) worth of alternative commutes between January 1 and March 31, 2010. This is up from the 285 qualifiers last quarter, but down slightly from the 319 qualifiers this time last year. The number of gift cards distributed this quarter was ### with ##% of those eligible making a gift card selection from amongst Bliss, Mast General Store, Regal Cinemas and Tomato Head.

Commuter Rewards Qualifiers



Area commuters saved a total of \$47,610.06 in fuel and maintenance costs this past quarter, up from \$45,062.68 last quarter and down from \$58,620.86 during the first quarter of 2009.

The amount of CO2 emissions reduced during the first quarter of 2010 stood at 271,626 pounds an increase of 14,533 pounds over last quarter.

Employers

The number of Smart Trips employers remained steady at 68.

Smart Trips attended meetings with UT and the City of Knoxville regarding car sharing opportunities in the greater Knoxville area and on campus.

Marketing and Community Outreach

Smart Trips spent time working with MPC's design team to develop promotional materials and a website for Smart Trips Month and the upcoming Commuter Challenge which will run from May 1 to September 30, 2010. Time was also invested in the development of a comprehensive strategic marketing effort which is set to break in late April and will involve billboard, bus, print, radio, television and web advertising.

A new logo for Smart Trips was also developed.

Smart Trips attended meetings for the local Sustainability Task Force and the newly formed Alternative Transportation Working Group.

Summary of Emission and Participation Reporting

Report Date Range	from 10/01/2009 to 12/31/2009
Total Sites	68
New Registrants	46
New registrants with one daily commute log	27
Commuters with at least one daily commute log	422
Logs submitted	62,454

Distribution of Transportation mode at all sites:

Carpool	16271	Drive Alone	9702	Transit	8974	Vanpool	496
Bicycle	3729	Walk	1646	Telework	1501		

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

	Total Trips	VTR	VMT	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
Bicycle	3,866	3,866	25,859	25,860	23,791	33,618	300	25,376	\$ 4447.87
Carpool	16,621	8,311	306,667	153,334	141,067	199,334	1,779	150,466	\$ 26373.36
Drive Alone	29,043	0	406,862	0	0	0	0	0	\$ 0.00
Telework	1,618	1,618	18,116	18,116	16,667	23,551	210	17,777	\$ 3115.95
Transit	9,018	5,862	103,004	66,953	61,596	87,038	777	65,701	\$ 11515.85
Vanpool	503	327	14,653	9,524	8,762	12,382	110	9,346	\$ 1638.21
Walk	1,785	1,785	3,016	3,016	2,775	3,921	35	2,960	\$ 518.82
Total	62,454	21,768	878,177	276,803	254,658	359,843	3,211	271,626	\$ 47610.06

Impact of Commuter use of Clean Modes (Since Beginning)

	Total Trips	VTR	VMT	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
Bicycle	72,830	72,830	494,244	494,244	454,705	642,518	5,733	485,002	\$ 85010.02
Carpool	180,255	90,128	3,369,510	1,684,755	1,549,975	2,190,182	19,543	1,653,250	\$ 289777.86
Drive Alone	358,227	0	5,156,476	0	0	0	0	0	\$ 0.00
Telework	12,820	12,820	155,838	155,838	143,371	202,589	1,808	152,924	\$ 26804.14
Transit	128,775	83,704	1,818,411	1,181,967	1,087,410	1,536,558	13,711	1,159,865	\$ 203298.39
Vanpool	5,523	3,590	138,385	89,950	82,754	116,935	1,043	88,268	\$ 15471.44
Walk	18,642	18,642	35,546	35,546	32,702	46,210	412	34,881	\$ 6113.91
Total	777,072	281,713	11,168,410	3,642,301	3,350,917	4,734,991	42,251	3,574,190	\$ 626475.77



**Progress Report
April - June 2010**

New Registrants

118 new participants registered for Smart Trips this quarter. This was up significantly from the 46 new registrants added last quarter. Gas prices in the region were up to \$2.82 in April then dipped slightly in June to \$2.77 and have continued to decline. However, the sharp increase in new registrants was more likely the result of Smart Trips' robust marketing campaign which launched in mid-April and continued through the end of May. Billboards along high traffic corridors and bus advertisements on the most populated routes were likely the most visible ads in addition to television, print, radio and online spots.

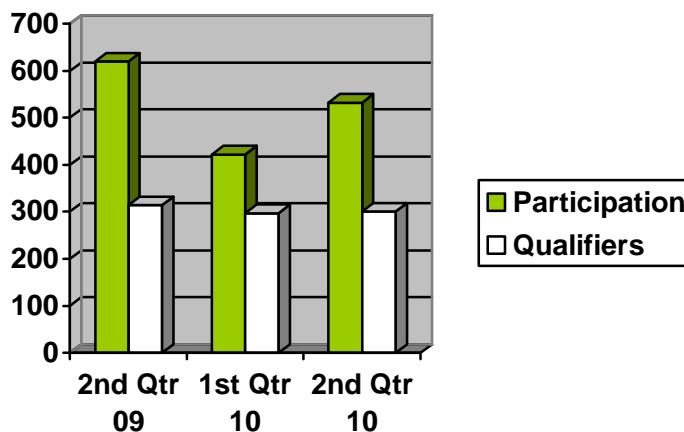
Participation

Smart Trips also witnessed an increase in participation with 532 commuters logging at least one daily alternative commute during the quarter while the previous quarter showed 422 participants who had done so. In addition, 81 of those new registrants submitted at least one commute log compared with only 27 of new registrants completing a commute log in the previous quarter.

The total number of logs submitted jumped to 70,548 this quarter versus 62,454 for last quarter. Transportation via the various modes revealed a significant increase – from 3,729 to 7,598 - in the numbers of those bicycling to work.

A total of 300 individuals qualified for gift cards this quarter by actively logging more than 30 days (60 trips) worth of alternative commutes this quarter – April 1 through June 30, 2010. This was up incrementally from the 297 qualifiers last quarter, but down slightly from the 314 qualifiers this time last year. The number of gift cards distributed this quarter was 275 with 91.6% of those eligible making a gift card selection from amongst Bliss, Mast General Store, Regal Cinemas and Tomato Head.

Commuter Rewards Qualifiers



Area commuters saved a total of \$51,307.16 in fuel and maintenance costs this past quarter, up from \$47,610.06 last quarter and down from \$58,520.67 during the second quarter of 2009.

The amount of CO2 emissions reduced during the second quarter of 2010 was 292,719 pounds an increase of 21,093 pounds over last quarter.

Employers

The number of Smart Trips employers increased from 68 to 72.

Smart Trips attended a benefit fair at UT Medical Center

Marketing and Community Outreach

Smart Trips month took place in May and there were numerous opportunities for area residents to learn about the Smart Trips program. In addition to overseeing annual events such as the How Many Can You Fit in a Fit? contest and Bike to Work Day, Smart Trips attended EarthFest and participated in the Farmer's Market on Market Square opening day and Wednesdays throughout the month of May.

Smart Trips attended meetings for the local Sustainability Task Force, the Alternative Transportation Working Group and the Regional Clean Air Coalition.

Smart Trips Commuter Challenge also kicked off in May and will run through the end of September. Updates on the progress being made in the Challenge are available at: www.knoxsplat.com.

Summary of Emission and Participation Reporting

Report Date Range	from 4/01/2010 to 6/30/2010
Total Sites	72
New Registrants	118
New registrants with one daily commute log	81
Commuters with at least one daily commute log	532
Logs submitted	70,548

Distribution of Transportation mode at all sites:

Carpool	15,645	Drive Alone	12,148	Transit	8,711	Vanpool	407
Bicycle	7,598	Walk	1,783	Telework	1,424		

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

	Total Trips	VTR	VMT	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
Bicycle	7,758	7,758	50,047	50,048	46,044	65,062	581	49,112	\$ 8608.22
Carpool	15,904	7,952	302,540	151,270	139,168	196,651	1,755	148,441	\$ 26018.44
Drive Alone	34,375	0	467,702	0	0	0	0	0	\$ 0.00
Telework	1,468	1,468	15,198	15,198	13,982	19,757	176	14,914	\$ 2614.06
Transit	8,745	5,684	103,201	67,081	61,714	87,205	778	65,826	\$ 11537.87
Vanpool	407	265	18,340	11,921	10,967	15,497	138	11,698	\$ 2050.41
Walk	1,921	1,921	2,855	2,855	2,627	3,712	33	2,802	\$ 491.06
Total	70,578	25,048	959,883	298,372	274,503	387,884	3,461	292,793	\$ 51320.06

Impact of Commuter use of Clean Modes (Since Beginning)

	Total Trips	VTR	VMT	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
Bicycle	81,261	81,261	548,903	548,903	504,991	713,574	6,367	538,639	\$ 94411.33
Carpool	197,330	98,665	3,697,237	1,848,619	1,700,729	2,403,204	21,444	1,814,049	\$ 317962.38
Drive Alone	395,140	0	5,650,265	0	0	0	0	0	\$ 0.00
Telework	14,379	14,379	171,863	171,863	158,114	223,422	1,994	168,649	\$ 29560.44
Transit	137,810	89,577	1,916,343	1,245,623	1,145,973	1,619,310	14,449	1,222,330	\$ 214247.19
Vanpool	5,953	3,869	157,964	102,677	94,462	133,480	1,191	100,757	\$ 17660.38
Walk	20,727	20,727	38,575	38,575	35,489	50,148	447	37,854	\$ 6634.90
Total	852,600	308,478	12,181,150	3,956,259	3,639,759	5,143,137	45,893	3,882,277	\$ 680476.62



Progress Report July – September, 2010

New Registrants

123 new participants registered for Smart Trips this quarter up from 118 added last quarter. This increase was likely due to continued Commuter Challenge marketing efforts and promotion of Clean Commute Day in August.

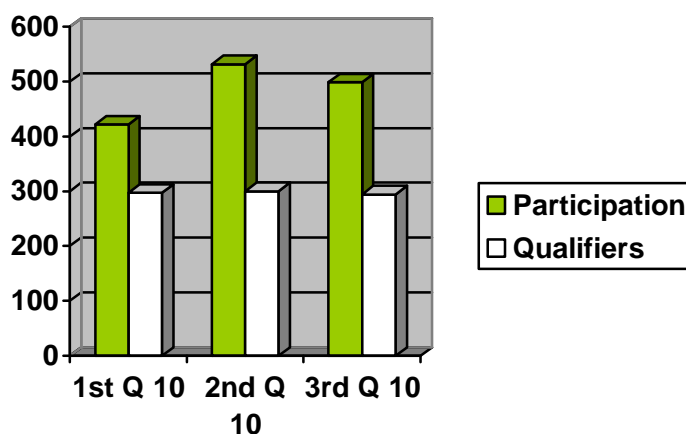
Participation

Participation held steady with 518 commuters logging at least one daily alternative commute during the quarter. The previous quarter had seen 532 commuters logging at least one daily alternative commute. Despite the drop, this was still up from the first quarter of 2010 when just 422 commuters logged one daily commute. 79 new registrants submitted at least one commute log compared with 81 from the previous quarter.

The total number of logs submitted remained fairly steady with 69,490 logs submitted this quarter versus 70,548 last quarter. This number was up versus the previous quarter when 62,454 logs were submitted. The number of bicycle trips increased from 7,598 to 7,894 during this quarter which was more than double then number submitted in the first quarter of 2010.

294 individuals qualified for gift cards this quarter by actively logging more than 30 days (60 trips) worth of alternative commutes. This was down slightly from the previous quarter when 300 individuals qualified for gift cards. The number of gift cards distributed this quarter was 265 with 90% of those eligible making a gift card selection from amongst Bliss, Café 4, Mast General Store, Regal Cinemas and Tomato Head.

Commuter Rewards Qualifiers



Area commuters saved a total of \$52,234.46 in fuel and maintenance costs this past quarter, up from over the amounts of the last two quarters.

The amount of CO2 emissions reduced during the third quarter of 2010 was 298,010 pounds up more than 5,000 pounds over the previous quarter's total of 292,719 pounds.

Employers

The number of Smart Trips employers remained the same.

Smart Trips participated in health/benefits fairs at Mercy Medical Center and Mercy West collecting more than 200 names of persons interested in Smart Trips.

Marketing and Community Outreach

Smart Trips held its first ever Clean Commute Day in August which generated a fair amount of coverage by local media and encouraged participation and new registrations.

Smart Trips attended meetings for the Sustainability Task Force, the Alternative Transportation Working Group and the Regional Clean Air Coalition.

Smart Trips Commuter Challenge ended September 30th with Elizabeth Eason Architecture taking the top spot with an 80% participation rate. Other category winners were Knox Co. Govt., TVA, Kimberly Clark, Traveler's Insurance, and Mast General Store. More detailed information on the challenge and winners is available at www.knoxspat.com.

Summary of Emission and Participation Reporting

Report Date Range	from 7/01/2010 to 9/30/2010
Total Sites	73
New Registrants	123
New registrants with one daily commute log	79
Commuters with at least one daily commute log	518
Logs submitted	69490

Distribution of Transportation mode at all sites:

Carpool	15,126	Drive Alone	12,035	Transit	8,406	Vanpool	452
Bicycle	7,894	Walk	1,665	Telework	1,419		

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

	Total Trips	VTR	VMT	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
Bicycle	8161	8161	55425	55425	50991	72053	643	54389	\$ 9533.10
Carpool	15,368	7,684	304,894	152,447	140,251	198,181	1,768	149,596	\$ 26220.90
Drive Alone	33,785	0	470,752	0	0	0	0	0	\$ 0.00
Telework	1,457	1,457	16,407	16,407	15,094	21,329	190	16,100	\$ 2822.00
Transit	8,504	5,528	100,611	65,398	60,166	85,017	759	64,175	\$ 11248.38
Vanpool	454	295	17,594	11,436	10,521	14,867	133	11,222	\$ 1967.01
Walk	1,761	1,761	2,576	2,576	2,370	3,349	30	2,528	\$ 443.07
Total	69,490	24,886	968,259	303,689	279,394	394,795	3,523	298,010	\$ 52234.46

Impact of Commuter use of Clean Modes (Since Beginning)

	Total Trips	VTR	VMT	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
Bicycle	90,135	90,135	608,666	608,666	559,973	791,266	7,061	597,284	\$104,690.62
Carpool	214,107	107,054	4,025,998	2,012,999	1,851,959	2,616,899	23,351	1,975,356	\$346,235.85
Drive Alone	432,082	0	6,161,218	0	0	0	0	0	\$0.00
Telework	16,116	16,116	191,690	191,690	176,355	249,197	2,224	188,105	\$32,970.68
Transit	147,077	95,600	2,025,938	1,316,860	1,211,511	1,711,918	15,276	1,292,234	\$226,499.87
Vanpool	6,474	4,208	178,087	115,757	106,496	150,484	1,343	113,592	\$19,910.13
Walk	22,647	22,647	41,544	41,544	38,221	54,008	482	40,768	\$7,145.64
Total	928,638	335,760	13,233,141	4,287,516	3,944,515	5,573,771	49,735	4,207,340	\$737,452.78



Progress Report October 1 to December 31, 2010

New Registrants

61 new participants registered for Smart Trips this quarter which was up from the same period in 2009 but down from the previous quarter (July 1 to Sept 30, 2010). A seasonal decline is typical from summer quarter into fall.

Participation

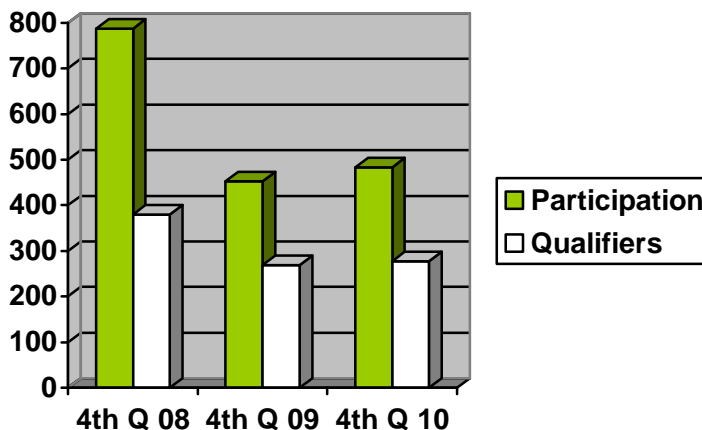
With 483 commuters submitting at least one daily commute log, participation increased over the same time period from 2009 to 2010. There was a seasonal decline from summer into fall, as anticipated, but the decline was not as steep as last year's – just 8% versus last year's drop off of more than 17%.

At 65,798, the total number of logs submitted by participants from October 1 to December 30, 2010 exceeded the number submitted for the same time period in 2009. And though there was a slight seasonal decline, at 5%, it was less than a third of the 16% decline reported from the third to fourth quarters of 2009.

Looking at the number of trips by mode, the number of bicycle trips reported rose by more than 800 over the same time period in 2009; from 5,029 to 5,891. The number of carpool trips reported also grew – from 14,965 to 15,756. Walking trips reported increased by nearly 38% over last year. Transit was down from the previous year, though the seasonal decline, at 12.8%, was not as steep as the 15.6% drop recorded in 2009. Vanpools, however, showed steep declines dropping from 890 recorded trips during this quarter in 2009 to just 269 recorded trips during the same time frame in 2010.

A total of 277 individuals qualified for gift cards this quarter by actively logging more than 30 days (60 trips) worth of alternative commutes. This was an increase over the same time last year and down by just 5% from the previous quarter. During the same time last year, that decline had been 10.3%.

Commuter Rewards Qualifiers



Increases in participation were likely the result of rising gas prices which at some stations in the region came to just under the \$3 per gallon mark.

The graphic illustrates the number of participants and qualifiers. Here is how they relate to the retail price of gas. In the fourth quarter of 2008, retail gas prices were coming off summer highs in excess of

\$4 per gallon and commuters were still not driving alone at previous levels. In 2009, with gas prices ranging from \$1.78 to \$2.60 per gallon, commuters likely became more comfortable and returned to driving alone in greater numbers. 2010 saw prices steadily increase each month, from a February low of \$2.64 per gallon to \$2.99 per gallon by year's end resulting in increases in Smart Trips participation. With oil and gas prices expected to rise through the summer of 2011, increased Smart Trips participation is anticipated.

The amount of CO2 emissions reduced during the fourth quarter of 2010 was 262,782 pounds which represented an increase over the fourth quarter of 2009 when 257,715 pounds were reduced.

Employers

The number of Smart Trips employers remained the same.

Smart Trips participated in a meeting with personnel from Oak Ridge National Laboratories (ORNL) to discuss ways to promote the program to their employees. Smart Trips also toured Traveler's Insurance call facility in West Knoxville. Cupcake parties, awarded as prizes to winning companies in the 2010 Commuter Challenge, were held for the University of Tennessee, Elizabeth Eason Architecture, Knox County Government employees, and Traveler's Insurance.

Marketing and Community Outreach

Smart Trips program manager, Kelley Segars developed a request for proposals (RFP) to initiate the search for a new ride matching software provider in 2011. Proposals will be evaluated during the next quarter.

Smart Trips began prize gathering and planning for its 2011 Commuter Challenge which will take place from May 1 to July 31, 2011. AAA Travel of East Tennessee donated a \$1,500 travel package including air fare to be offered as the grand prize. The Crowne Plaza Hotel, Café 4 and Mast General Store donated additional prizes. Other prizes are pending.

Regional Report

Summary of Emission and Participation Reporting

Report Date Range	from 10/1/2010 to 12/31/2010
Total Sites (listed online)	74
New Registrants	61
New registrants with one daily commute log	44
Commuters with at least one daily commute log	483
Logs submitted	65798

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

	Total Trips	VTR	VMT	VMT Reduced	NOx Saved (g)	VOC Saved (g)	PM Saved (g)	CO2 Emission Reduced (lbs)	Fuel and Maintenance Cost Savings
Bicycle	5,891	5,891	34,404	34,404	31,652	44,726	399	33,761	\$ 5917.54
Carpool	15,756	7,878	291,303	145,652	133,999	189,347	1,690	142,928	\$ 25052.06
Drive Alone	32,464	0	460,093	0	0	0	0	0	\$ 0.00
Telework	1,697	1,697	20,177	20,177	18,563	26,230	234	19,800	\$ 3470.44
Transit	7,424	4,826	87,585	56,930	52,376	74,009	660	55,866	\$ 9792.00
Vanpool	269	175	9,266	6,023	5,541	7,830	70	5,910	\$ 1035.94
Walk	2,297	2,297	4,604	4,604	4,236	5,985	53	4,518	\$ 791.92
Total	65,798	22,763	907,432	267,790	246,367	348,127	3,106	262,782	\$ 46059.91