



## Progress Report January 1 to March 31, 2011

### New Registrants

63 new participants registered for Smart Trips from January 1 through March 31, 2011 which was up over the last quarter and up significantly – more than 25% - over the same time period in 2010.

### Participation

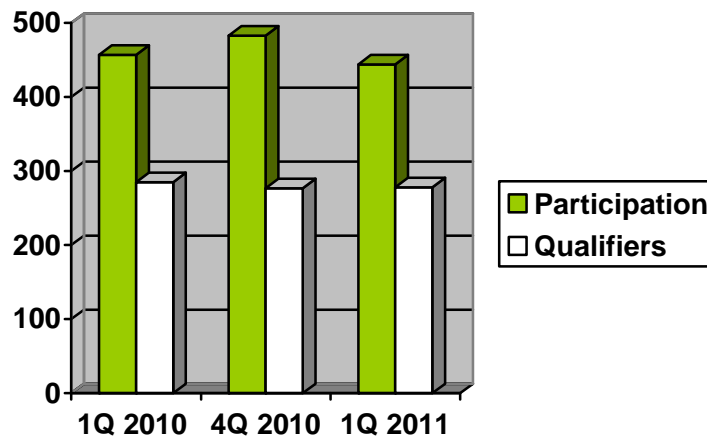
444 commuters submitted at least one daily commute log versus 457 at this time last year, thus reflecting a slight decrease in daily participation between 2010 and 2011. However, this may be due to the fact that this winter was one of the worst on record in the Knoxville area.

The total number of logs submitted by participants decreased from 65,798 in the last quarter (October 1 to December 30, 2010) to 61,684 this quarter. This also represented a drop from the same time in 2010 when 64,510 logs were recorded. Here again, the weather may have played a role.

Looking at the number of trips by mode, the number of carpool trips did increase from this quarter over last quarter by 478. Transit use increased by 6%, from 7,424 trips to 7,908. Vanpool trips increased from 269 to 283. The number of walking trips reported rose from 2,297 to 2,549. The number of telework trips dropped from 1,697 to 1,593. The number of bicycle commutes reported was fewer, dropping from 5,891 last quarter to 4,853 this quarter, but this was likely due to the particularly harsh winter with an unusual number of snowstorms and colder than average temperatures.

A total of 278 individuals qualified for gift cards this quarter by actively logging more than 30 days (60 trips) worth of alternative commutes. This represented an increase over last quarter but was down slightly from the same time last year when 285 participants qualified.

### Commuter Rewards Qualifiers



The graphic illustrates the number of participants and qualifiers.

While gas prices in the region showed significant increases this quarter which probably resulted in the jump in registrations over this time last year and the increases in carpooling and transit use, extremely harsh weather and colder than average temperatures likely played a role in the decrease in overall participation.

The amount of CO2 emissions reduced during this quarter increased over last quarter from 262,782 pounds to 269,957 pounds.

**Employers**

The number of Smart Trips employers remained the same.

Smart Trips participated in an on-site promotion at Oak Ridge National Laboratories (ORNL) to promote carpooling and vanpooling to its employees.

**Marketing and Community Outreach**

The evaluation team selected RideShark as Smart Trips’ new ride matching software provider. Work began on the transition of data and will continue through the implementation of the new program.

Smart Trips’ program manager, Kelley Segars, and coordinator, Alisa Ashouri, appeared on several local newscasts to discuss the program and commuting alternatives such as bicycling and carpooling.

Smart Trips efforts at social media have been paying off. The program’s Facebook page ([www.facebook.com/knoxsmartrips](http://www.facebook.com/knoxsmartrips)) had 72 likes last year at this time and has now reached 156. And the program’s Twitter page, @knoxsmartrips, which was just implemented in the last quarter, went from zero to 69 followers.

## Regional Report

### Summary

<b>Report Date Range</b>	from 01/01/2011 to 03/31/2011
<b>Total Sites</b>	74
<b>New Registrants</b>	63
<b>New registrants with one daily commute log</b>	42
<b>Commuters with at least one daily commute log</b>	444
<b>Logs submitted</b>	61684

### 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
<b>Bicycle</b>	4,853	4,853	29,238	29,239	26,900	38,010	339	28,692	\$ 5029.07
<b>Carpool</b>	16,234	8,117	299,833	149,917	137,924	194,892	1,739	147,114	\$ 25785.72
<b>Drive Alone</b>	28,264	0	402,936	0	0	0	0	0	\$ 0.00
<b>Telework</b>	1,593	1,593	20,327	20,327	18,701	26,425	236	19,947	\$ 3496.24
<b>Transit</b>	7,908	5,140	94,716	61,566	56,641	80,036	714	60,415	\$ 10589.35
<b>Vanpool</b>	283	184	14,281	9,283	8,540	12,067	108	9,109	\$ 1596.62
<b>Walk</b>	2,549	2,549	4,770	4,770	4,389	6,201	55	4,681	\$ 820.47
<b>Total</b>	61,684	22,436	866,101	275,102	253,093	357,632	3,191	269,957	\$ 47317.47



## Progress Report April - June 2011

### New Registrants

217 new participants registered for Smart Trips this quarter which is more than the three times the number of new registrants added in the last quarter and double the number added at the same time last year. This is likely due to Smart Trips' marketing push to promote the 2011 Commuter Challenge (including transit, billboard, radio and print advertising) and the fact that gas prices topped \$3.50 per gallon for the first time in two years.

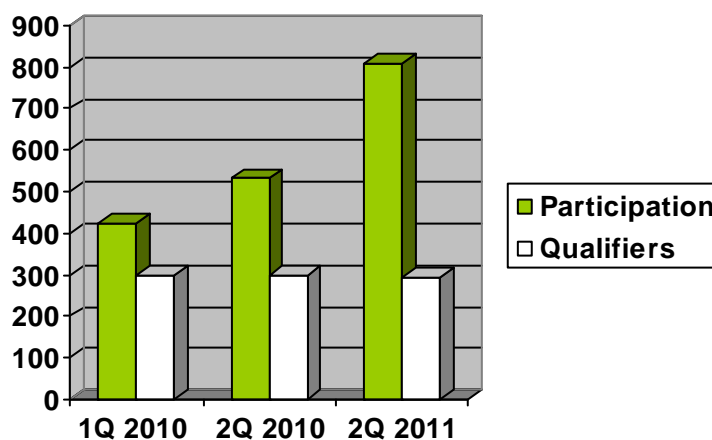
### Participation

Smart Trips switched to a new ridematching database, RideShark, on May 9, 2011. The reporting mechanism of the new system differs significantly from that used by the previous provider, Basetrak. Therefore, the numbers reported from this quarter forward will be presented in a different format.

Participation skyrocketed this quarter with 807 commuters logging at least one daily alternative commute. This figure nearly doubles the number of commuters who logged at least one alternative commute during the previous quarter and reflects an increase of 34% over this same time period during 2010.

295 individuals qualified for gift cards this quarter by actively logging more than 30 days (60 trips) worth of alternative commutes. This is up by 6% over the previous quarter but down negligibly from last year at the same time. This is attributable to difficulties with the new ridematching system and accurately accounting for the number of qualifiers. The number of gift cards distributed this quarter is 275.

### Commuter Rewards Qualifiers



Area commuters saved a total of \$66,688.78 in fuel and maintenance costs this quarter, up from \$47,317.47 last quarter and from \$51,320.06 during the second quarter of 2010 when gas prices for much lower.

The amount of CO2 emissions reduced during the quarter was 374,714 pounds which represents a significant increase – nearly 30% - over last quarter's reduction of 262,782 pounds and is also up from last year's reduction of 292,719 pounds.

## Employers

The RideShark system is not dependent on employer portal pages for logging commutes. The number of custom sub sites created in the new RideShark system is 33.

## Marketing and Community Outreach

Smart Trips information was distributed by the Knoxville Regional Bicycle Program Ambassadors at Earthfest at Pellissippi State in Oak Ridge on Saturday, April 16, 2011. This same day, Smart Trips advertising and marketing efforts for the 2011 Commuter Challenge broke with radio advertising on local NPR affiliate, WUOT; on KAT transit buses and on billboards.

On Wednesday, April 20, Smart Trips attended Oak Ridge National Labs Earth Day to promote the Commuter Challenge and to help them raise awareness about vanpooling. On Wednesday, April 27, Smart Trips attended the Association of Administrative Professionals event at Rothchild's Conference Center. Knoxville Regional Bicycle Program Ambassadors also promoted Smart Trips at Oak Ridge Earth Day on Saturday, April 30.

Smart Trips was promoted at numerous events throughout Bike Month in May 2011 including Bike to Work Day on May 20 and the I Bike Knoxville on May 22<sup>nd</sup>. Smart Trips advertisements appeared each week in May in the Knoxville print publication, Metropulse. Smart Trips attended the Farmer's Market on Market Square opening day and the first Wednesday of June and July.

On Friday, May 27, Smart Trips held a guerilla marketing event on Market Square to raise awareness about CO2 emissions. Video footage of the event was posted on YouTube and is accessible from our website at [www.knoxsplat.com](http://www.knoxsplat.com).

## Summary of Emission and Participation Reporting

<b>Report Date Range</b>	from 4/01/2011 to 6/30/2011
<b>Total Sites</b>	33
<b>New Registrants</b>	217
<b>Commuters with at least one daily commute log</b>	807

## Distribution of Transportation Modes:

<b>Carpool</b>	12,609	<b>Drive Alone</b>	10,354	<b>Transit</b>	5,540	<b>Vanpool</b>	406
<b>Bicycle</b>	5,402	<b>Walk</b>	1,454	<b>Telework</b>	1,206		

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

	<b>Total Trips</b>	<b>VMT</b>	<b>VMT Reduced</b>	<b>PM Saved (lbs)</b>	<b>CO2 Emission Reduced (lbs)</b>	<b>Fuel and Maintenance Cost Savings</b>
<b>Bicycle</b>	5,402	52,313	52,313	4.78	10,417	\$ 8,824.90
<b>Carpool</b>	12,609	375,300	187,650	18.95	183,474	\$ 30,872.98
<b>Drive Alone</b>	10,354	186,113	0	0	0	\$ 0.00
<b>Telework</b>	1,206	29,155	29,155	2.76	27,437	\$ 5,098.74
<b>Transit</b>	5,540	103,718	62,231	9.36	86,913	\$ 16,281.42
<b>Vanpool</b>	406	23,880	15,283	2.08	15,770	\$ 3,287.48
<b>Walk</b>	1,454	2,855	2,855	.24	1,782	\$ 479.26
<b>Total</b>	36,971	773,334	349,487	3,461	374,714	\$ 64,844.72



## Progress Report July 1 through September 30, 2011

### New Registrants

103 new participants registered for Smart Trips from July 1 through September 30, 2011 which was down slightly from the previous quarter of 128 and from this time last year at 122.

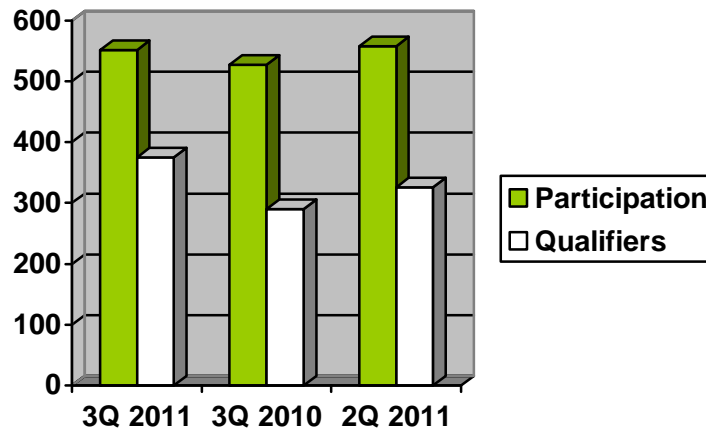
### Participation

552 commuters logged at least one daily alternative commute versus 527 at this time last year representing an increase of 4 percent. Participation held steady from last quarter into this one (558 last quarter) as we transitioned from summer into fall a time which usually shows a decline.

Looking at the number of trips by mode, the number of carpool trips increased from this quarter over last quarter by 2,269. The number of bicycle trips increased from 3,788 to 4,380. Vanpool trips increased from 308 to 353. Teleworking logs increased from 793 to 916. Transit use and walking trips reported dropped during this quarter showed decreases.

A total of 375 individuals qualified for gift cards this quarter by actively logging more than 30 days (60 trips) worth of alternative commutes. This represented an increase over last quarter when a total of 326 individuals qualified and was up substantially over the same time last year when 290 participants reached the threshold. New this quarter, Smart Trips began offering participants the opportunity to qualify for more than one gift card based on the numbers of trips they logged. This may have attributed to the increased participation.

### Commuter Rewards Qualifiers



The graphic illustrates the number of participants and qualifiers.

### Employers

The number of Smart Trips employers remained the same.

Smart Trips participated in an on-site promotion at Oak Ridge National Lab (ORNL) and added the ESPRI group to its list of participating employers.

## Marketing and Community Outreach

Articles and advertisements for Smart Trips appeared in local publications and on local newscasts.

Smart Trips' promotion Bus Bingo ran during the month of July with a winner being chosen each week to receive a \$50 KAT bus pass.

Smart Trips participated at booths at the Farmer's Market on Market Square the first Monday of July and August.

Smart Trips held a reception on September 13 at Latitude 35 to honor the winners of the 2011 Commuter Challenge which included the University of Tennessee which took top prize as the winning business and Daniel Pelfrey of ORNL who won the \$1,500 vacation package provided by AAA Travel of East Tennessee. ORNL was presented with the 'Green Spirit' award for the most enthusiastic participation in the Challenge. Other Smart Trippers received Amazon Kindles and iPod Nano MP3 players as prizes.

Also in September, Smart Trips again served as a stop sponsor for Big Brothers, Big Sisters of East Tennessee's Knox Venture race.

Smart Trips' Facebook page ([www.facebook.com/knoxsmartrips](http://www.facebook.com/knoxsmartrips)) which was at 156 likes last quarter is now at 201. The program's Twitter page, @knoxsmartrips, has grown from 69 to 88 followers since the last quarter.

### Current Quarter - Smart Trips Summary July 1 through September 30, 2011

Commute Mode	Entries #	Distance Miles	Money (Fuel Cost) Saved	Calories Burned KCal	Fuel Saved Gal	GHG Saved Lbs	CO Saved Lbs	PM Saved Lbs	
Carpool	10,918	350,162	\$33,119			8,773	172,785	1,737.02	22.75
Vanpool	353	23,876	\$3,487			908	17,880	179.75	2.35
Transit	3,657	82,341	\$14,485			3,851	75,840	762.43	9.98
Bicycle	4,380	46,858	\$8,226	2,488.6	2,191	43,159	433.88		5.68
Walk	859	2,543	\$453	306.9		119	2,342	23.54	.31
Telework	916	25,067	\$4,434			1,172	23,088	232.11	3.04
Drove alone	2,376	68,246							
Out of Office - Business or Personal	1,085								
Day Off - compressed work week	355		\$2,481			655	12,892		
Day Off - regular (e.g. weekend)	3,960								
<b>Total</b>	<b>28,859</b>	<b>599,094</b>	<b>\$66,684</b>	<b>2,795.4</b>	<b>17,669</b>	<b>347,986</b>	<b>3,368.7</b>	<b>44.1</b>	

### Last Quarter - Smart Trips Summary April 1 through June 30, 2011

Commute Mode	Entries #	Distance Miles	Money (Fuel Cost) Saved	Calories Burned KCal	Fuel Saved Gal	GHG Saved Lbs	CO Saved Lbs	PM Saved Lbs
Carpool	8,649	294,766	\$23,947		7,309	143,960	1,447.24	18.95
Vanpool	308	21,246	\$2,993		801	15,770	158.54	2.08
Transit	3,708	78,545	\$13,467		3,598	70,856	715.09	9.36
Bicycle	3,788	41,697	\$6,999	2,214.5	1,866	36,743	365.02	4.78
Walk	1,072	2,090	\$342	252.2	91	1,782	18.09	.24
Telework	793	22,814	\$4,008		1,077	21,214	211.09	2.76
Drove alone	2,231	61,962						
Out of Office - Business or Personal	859							
Day Off - compressed work week	254		\$1,844		493	9,714		
Day Off - regular (e.g. weekend)	3,257							
<b>Total</b>	<b>24,919</b>	<b>523,121</b>	<b>\$53,600</b>	<b>2,466.7</b>	<b>15,234</b>	<b>300,039</b>	<b>2,915.1</b>	<b>38.2</b>



## Progress Report Oct 1 through Dec 31, 2011

### New Registrants

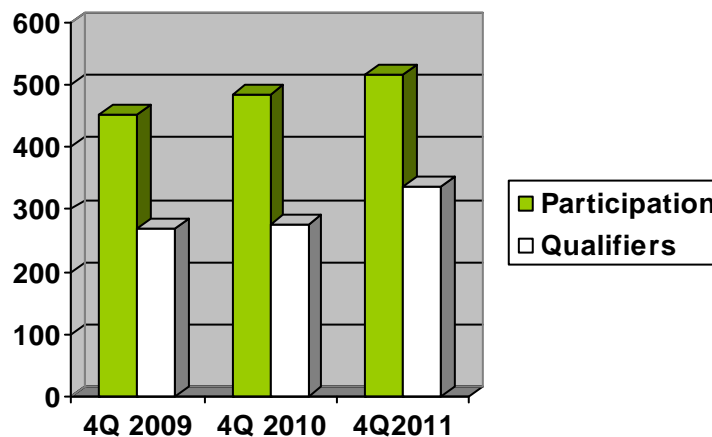
113 new participants registered for Smart Trips from October 1 through December 31, 2011 up over last quarter's total of 113 and a significant increase from the total of this time period last year which was 61.

### Participation

517 commuters logged at least one daily alternative commute versus 483 at this time last year. Participation dropped from 552 to 517 this quarter as the weather turned cooler and gas prices dipped slightly. As a result, trips by nearly all modes showed declines except walking trips which experienced a slight boost perhaps also due to the cooler weather.

This quarter 337 individuals qualified for a total of 416 gift cards by actively logging more than 30 days (60 trips) worth of alternative commutes. Last quarter 375 individuals qualified for gift cards. Smart Trips began offering participants the opportunity to qualify for more than one gift card based on the numbers of trips logged effective this quarter. This may have attributed to the higher level of participation. In addition, gas prices jumped considerably this quarter.

### Commuter Rewards Qualifiers



The graphic illustrates the number of participants and qualifiers during the fourth quarter of each of the last three years.

### Employers

Smart Trips added one additional employer with the addition of Green Mountain Coffee Roasters.

Smart Trips attended health/benefits fairs for employees of:

- The City of Knoxville, Oct 5
- Home Federal Bank, Oct 18
- BBT Building-wide Benefits Fair, Oct 19.

Fliers outlining the Smart Trips program were also distributed to Knox County employees in their insurance benefits packets.

## Marketing and Community Outreach

JustRipe Coop was brought on board as a provider of Commuter Rewards gift cards. The first of these will be available for participants to choose beginning with the first quarter of 2012.

Smart Trips coordinated with personnel from AAA Travel of East Tennessee to offer the grand prize for the next Commuter Challenge. An article on Smart Trips was also written and is scheduled to appear in the January edition of AAA East Tennessee magazine.

Articles following up on Smart Trips Commuter Challenge appeared in employee publications at ORNL, UT and TVA.

The number of likes on Smart Trips' Facebook page ([www.facebook.com/knoxsmartrips](http://www.facebook.com/knoxsmartrips)) grew from 201 to 209. The program's Twitter page, @knoxsmartrips, increased from 88 to 95 followers since the last quarter.

Current Quarter - Smart Trips Summary Oct 1 through Dec 31, 2011

Commute Mode	Entries #	Distance Miles	Money (Fuel Cost) Saved	Calories Burned KCal	Fuel Saved Gal	GHG Saved Lbs	CO Saved Lbs	PM Saved Lbs
Carpool	10,185	332,035	\$44,537		8,340	164,260	1,651.32	21.62
Vanpool	258	18,179	\$3,700		700	13,786	138.59	1.81
Transit	3,166	68,944	\$17,144		3,224	63,501	638.38	8.36
Bicycle	2,675	25,484	\$6,294	1,353.4	1,192	23,472	235.97	3.09
Walk	1,044	4,803	\$1,203	579.7	225	4,424	44.47	.58
Telework	791	19,985	\$5,037		935	18,407	185.05	2.42
Day Off - compressed work week	371		\$3,585		675	13,291		
<b>Total</b>	<b>18,490</b>	<b>469,430</b>	<b>\$81,500</b>	<b>1,933.2</b>	<b>15,291</b>	<b>301,141</b>	<b>2,893.78</b>	<b>37.88</b>