



Commutifi



Quantified Commuting.
Sustainable Change.

This is a high-level overview of the commuting data we have collected through Commutifi from Downtown Boulder employees.

If you would like to dive more deeply into the data or learn more about how this analysis could be applied to your organization, please see the accompanying Sample Data Analysis document or contact Joan at joan@bouldertc.org.

How did we get here?

Mission:

In 2016, the City of Boulder Community Vitality Department partnered with Commutifi, Lyft, Uber, Rocky Mountain Institute and the Downtown Boulder Partnership to pilot Door to Downtown (D2D), a subsidized mobility program for downtown visitors. This program has been extended into a second phase, Door to Downtown 2 (D2D2) with the goal to gain greater visibility into the decisions employees choose when commuting to work. The anonymized data will then be considered when designing future mobility programs for downtown Boulder employees with an emphasis on saving employees commuting time and money while alleviating carbon emissions and high parking demand. Registered commuters will receive a personalized dashboard with custom commuting options and a menu of current mobility solutions.

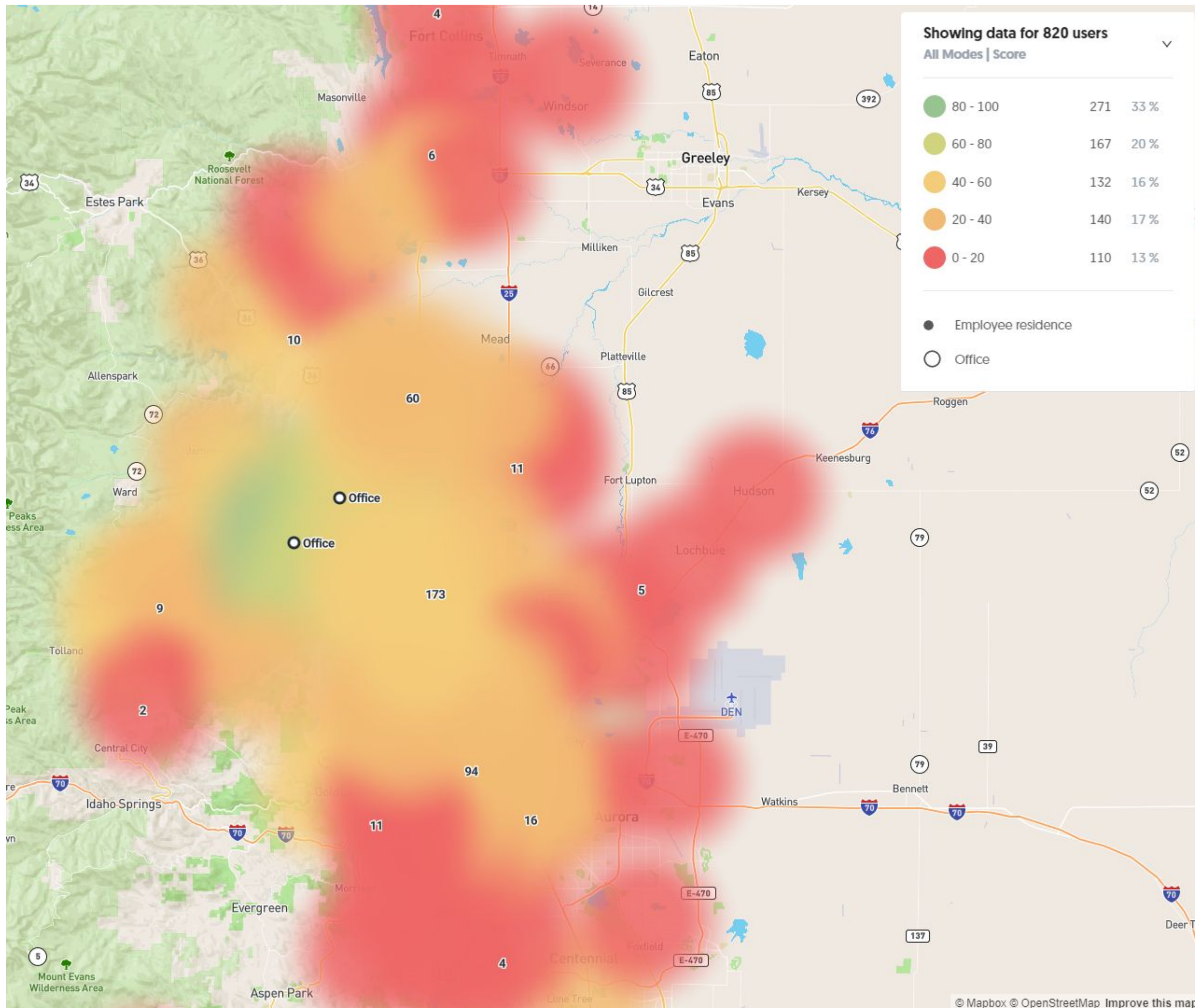
Methodology:

- Register commuters within downtown Boulder to build a baseline*
- Use baseline data to model new mobility programs, such as subsidized rideshare/bikeshare, parking cashouts, pooling, and more.*

Key Dates:

- Program design: 2018-2019*
- Program launch: January 2020*
- Data analysis phase: March/April 2020*

Visualizing your commuting data



What this all means - Total Annual Metrics

\$4.73
Million

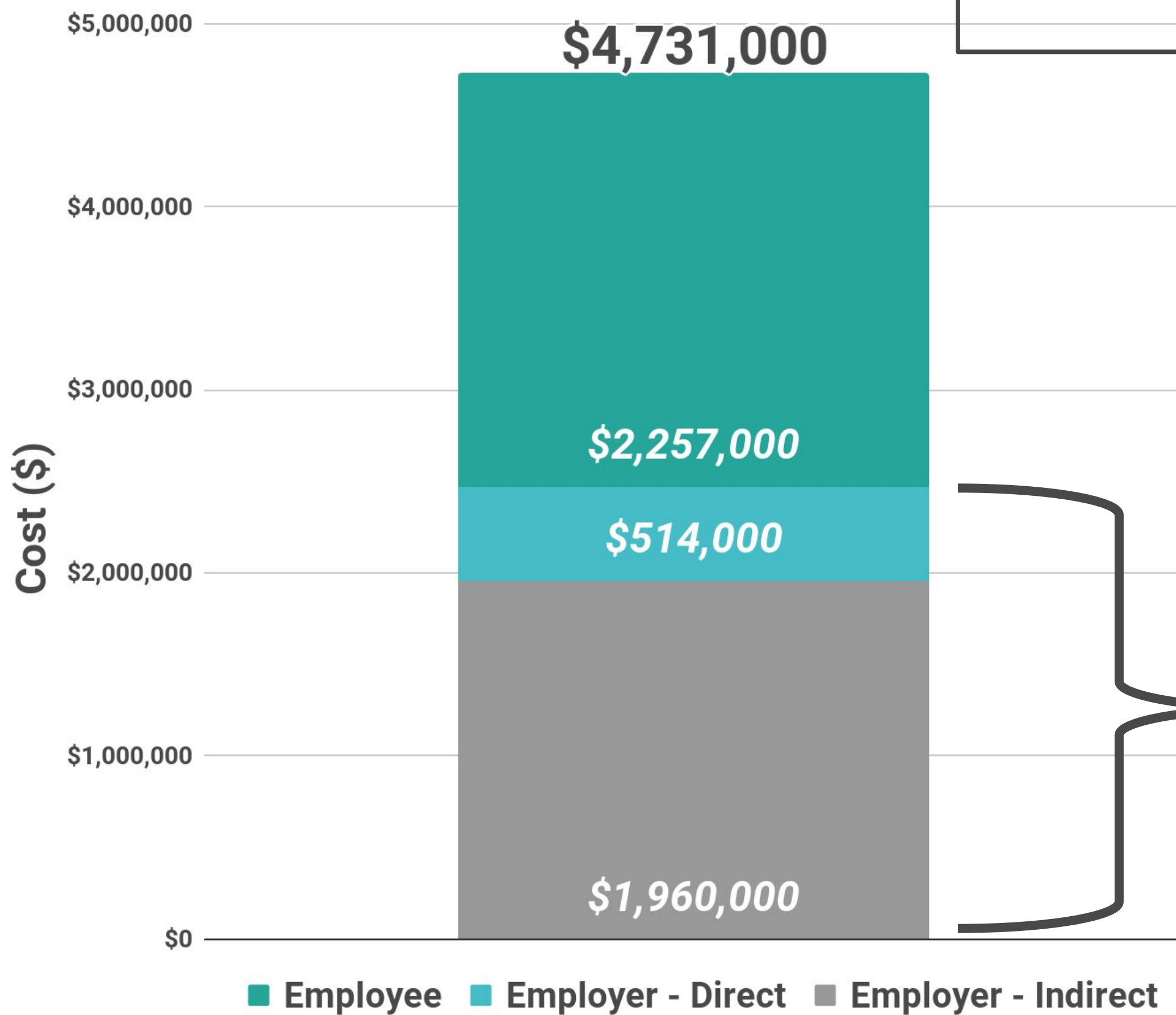
214k
hours

2.75
Million
lbs CO₂

\$4.73 Million

Annual Cost Breakdown

Your average employee spends **\$2,729** each year on their commute.



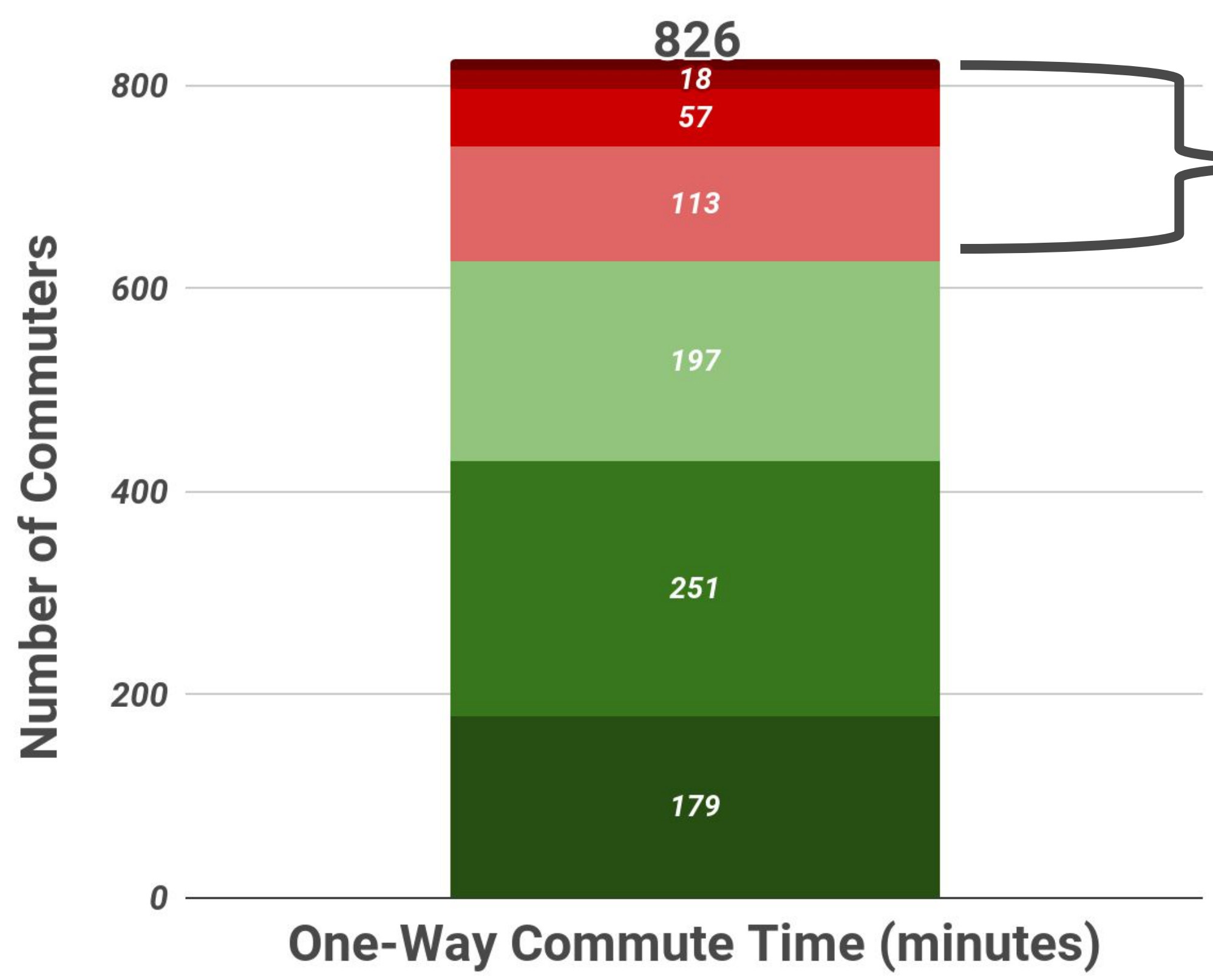
Employee costs include cost of fuel, maintenance, depreciation, parking, and/or ticket price.

Total Employer Cost: \$2.47 Million

214k
hours

Annual Time Breakdown

Your average employee wastes **259 hours** each year on their commute.



Turnover Risk:
199 at-risk commute times

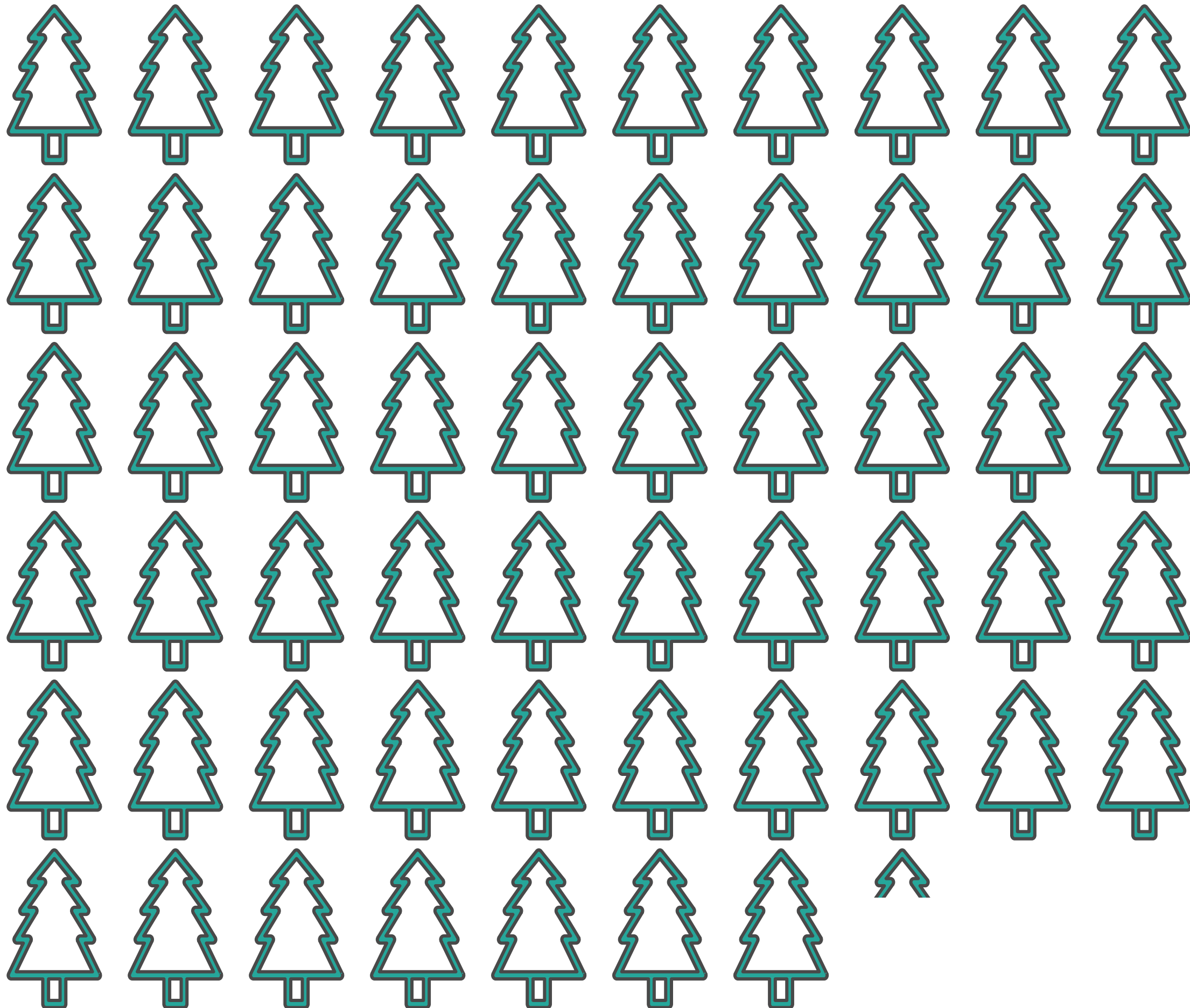
10 min. saved = 19% pay raise
“An additional 10 minutes (each way) of commuting time is associated with the equivalent effect on job satisfaction as a 19% reduction in gross personal income.”
(according to [UWE Bristol study](#))

■ > 90 minutes ■ 75-90 ■ 60-75 ■ 45-60 ■ 30-45 ■ 15-30 ■ < 15 minutes

2.75
Million
lbs CO₂

Annual Carbon Breakdown

Your average employee emits **3,323 lbs of CO₂** each year due to their commute.



Annual Carbon Footprint:
2.75 million lbs CO₂
= 57,259 trees

 = 1,000 trees or 48,000 lbs CO₂

What programs can we leverage now?

Co-
working

X

Work from
Home

Parking
Cash-out

X

Bikeshare
Cash-out

Pooling

Carbon
Offsets

EcoPass*

✓

Potential total annual impacts of each program

Work from Home	\$ ↓\$162k	🕒 ↓7,400 hours	☁️ CO ₂ ↓95,700 lbs
Bikeshare Cashout	\$ ↓\$356k	🕒 No Change	☁️ CO ₂ ↓323,000 lbs
Pooling	\$ ↓\$179k	🕒 No Change	☁️ CO ₂ ↓138,000 lbs
Carbon Offsets	\$ No Change	🕒 No Change	☁️ CO ₂ ↓2.75M lbs

If any of these programs pique your interest, please see the accompanying Sample Data Analysis document or reach out to Joan at joan@bouldertc.org for more information.

Potential average individual annual impacts

Work from Home	\$ ↓\$196	🕒 ↓9 hours	☁️ CO ₂ ↓116 lbs
Bikeshare Cashout	\$ ↓\$430	🕒 No Change	☁️ CO ₂ ↓391 lbs
Pooling	\$ ↓\$216	🕒 No Change	☁️ CO ₂ ↓167 lbs
Carbon Offsets	\$ No Change	🕒 No Change	☁️ CO ₂ ↓3,323 lbs

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