



# Commutifi



Quantified Commuting.  
Sustainable Change.

# This is a sample enterprise data analysis completed using data from Downtown Boulder employees.

*Using the data provided by commuters when registering with Commutifi, we perform cost, time, and carbon analyses to establish a deep baseline understanding. We then provide analyses of potential mobility programs tailored to your organization's data and needs.*

**If you want a FREE commute  
analysis performed for your  
organization, please contact Joan at  
[joan@bouldertc.org](mailto:joan@bouldertc.org)**

*(Data analyses funded by grants from City of Boulder and  
Colorado Department of Transportation.)*

# How did we get here?

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## 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.*

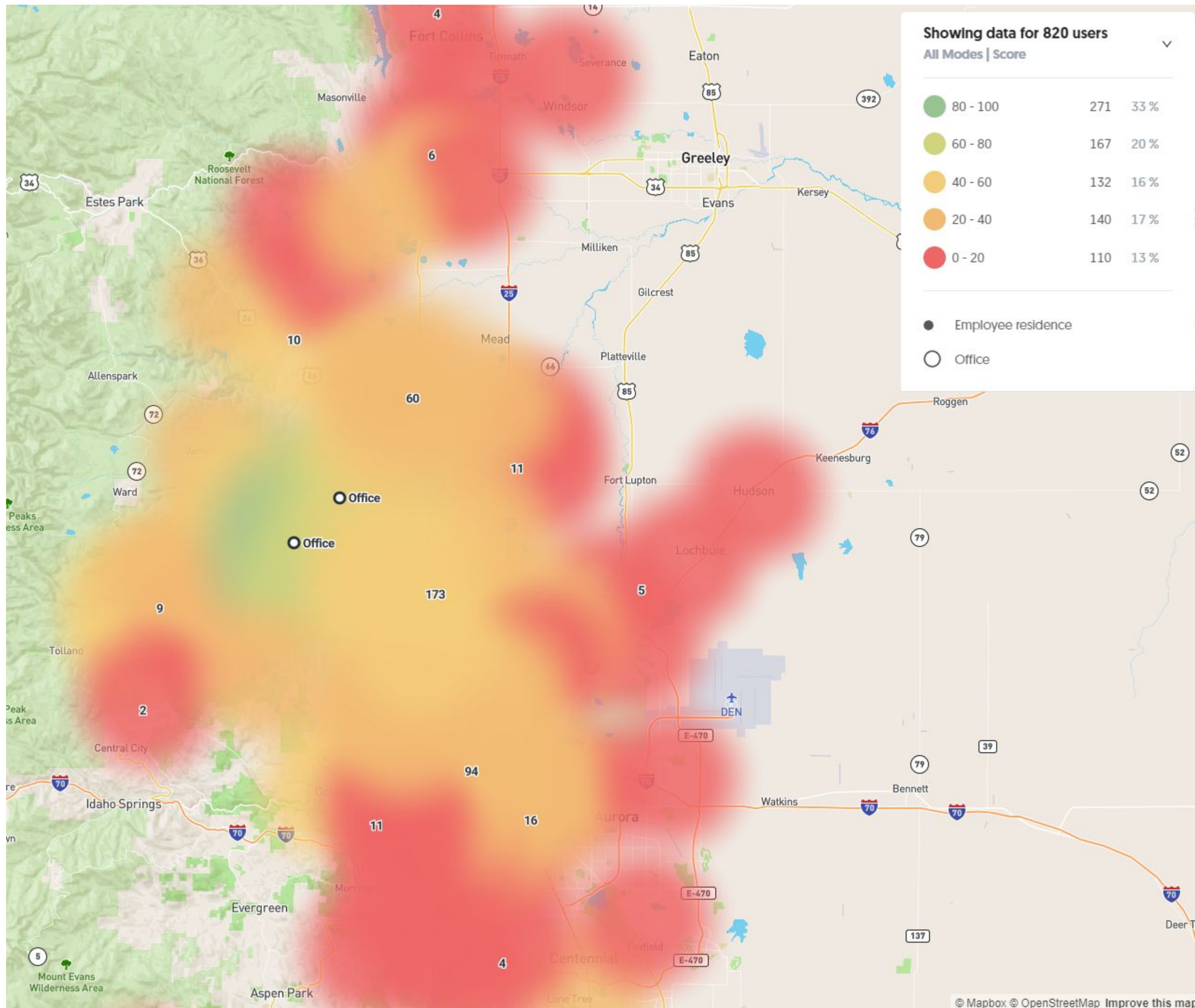
## Key Dates:

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

***If you want a similar data analysis performed for your organization, please contact Joan at [joan@bouldertc.org](mailto:joan@bouldertc.org).***



# Visualizing your commuting data



# What this all means - Total Annual Metrics

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\$4.73  
Million

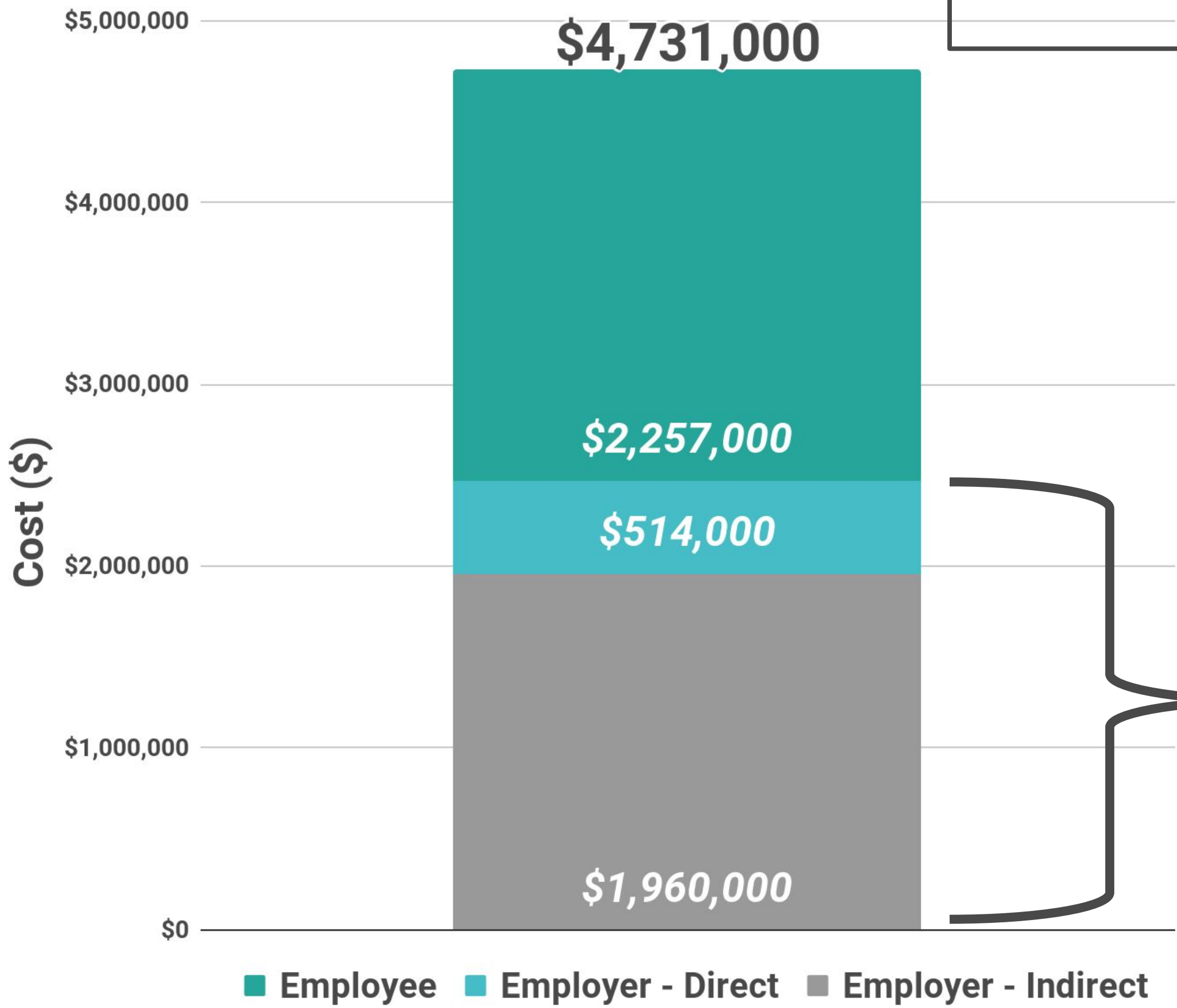
214k  
hours

2.75  
Million  
lbs CO<sub>2</sub>

\$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**

\*Employer - Direct costs include paid amenities like parking, shuttles, and other commuter programs

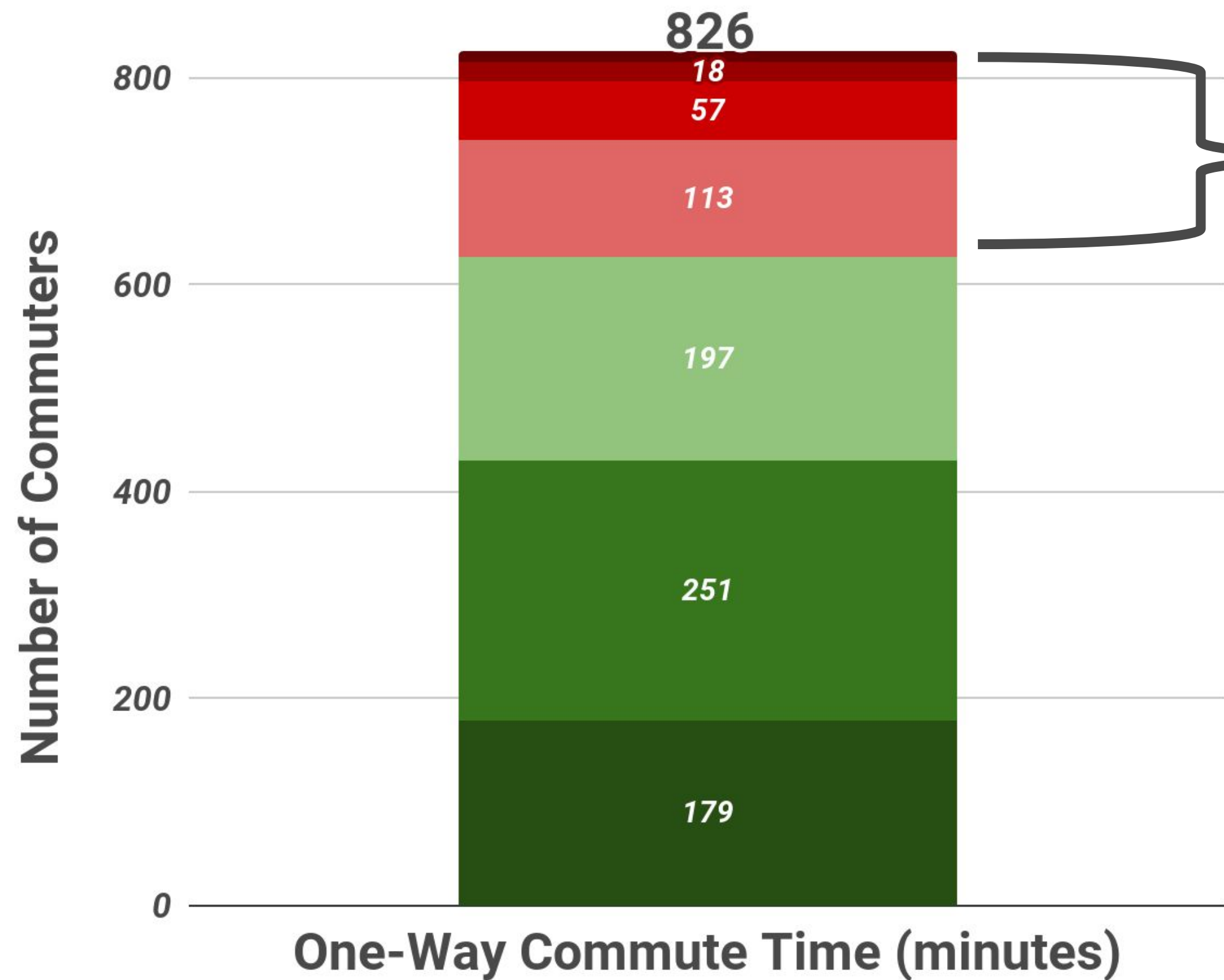
^Employer - Indirect costs include lost revenue due to turnover and productivity losses



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 CO<sub>2</sub>

# Annual Carbon Breakdown

Your average employee emits **3,323 lbs of CO<sub>2</sub>** each year due to their commute.



Annual Carbon Footprint:  
2.75 million lbs CO<sub>2</sub>  
= 57,259 trees

 = 1,000 trees or 48,000 lbs CO<sub>2</sub>

# What programs can we leverage now?

Co-  
working



Work from  
Home

Parking  
Cash-out



Bikeshare  
Cash-out

Pooling

Carbon  
Offsets

EcoPass\*



# Work from Home

Encourage non-shift workers to work from home 1 or 2 days each week.  
**Program Cost: \$0**

1x Weekly Work from Home				
	Employer Savings	Employee Savings	Carbon (lbs CO <sub>2</sub> )	Time (hours)
10% Adoption	\$42,200	\$38,900	47,900	3,690
20% Adoption	<b>\$84,400</b>	<b>\$77,700</b>	<b>95,700</b>	<b>7,390</b>
30% Adoption	\$126,700	\$116,600	143,600	11,080

**\$162,200**  
 Saved Annually

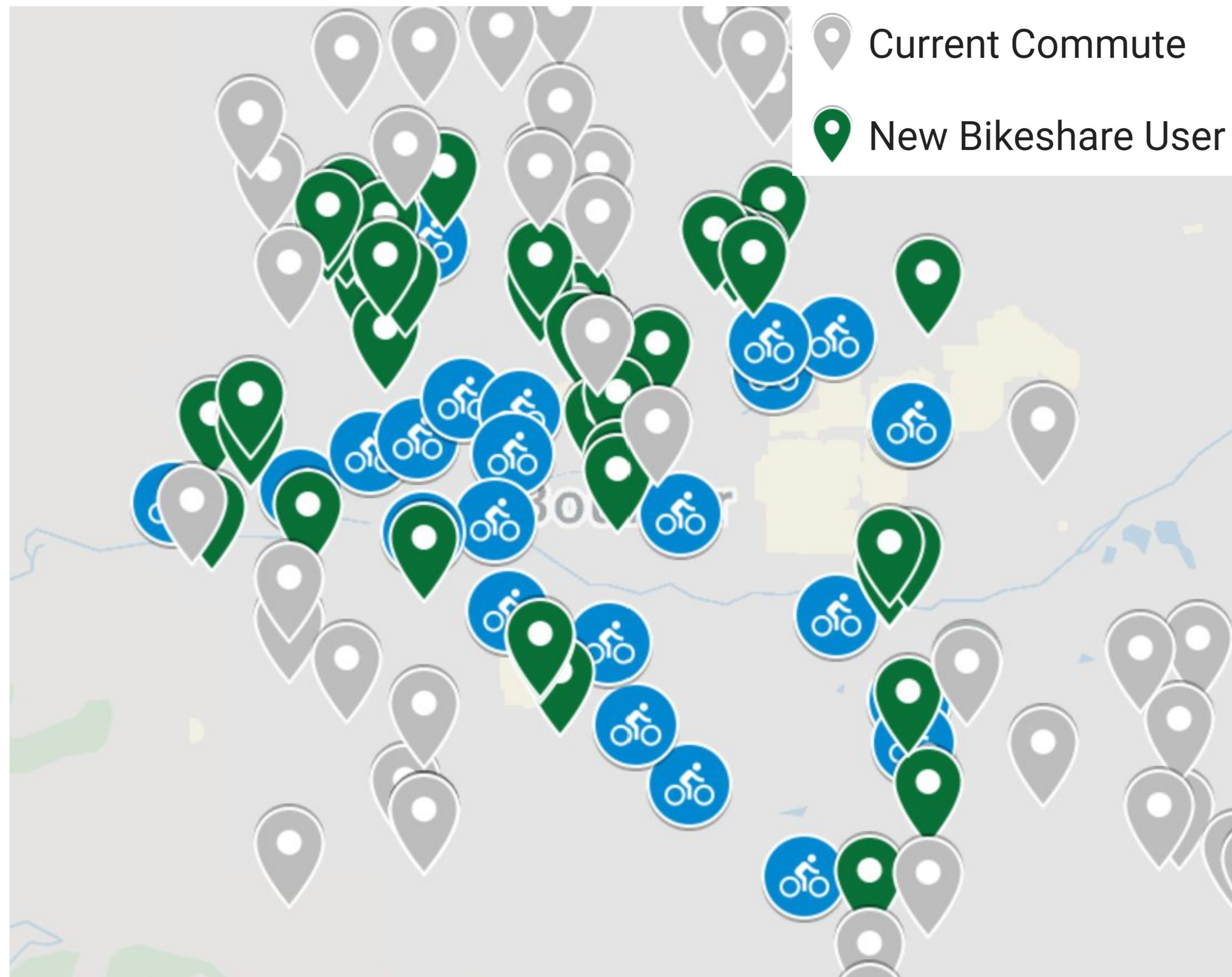
**\$32,200**  
 +  
**49,400 lbs CO<sub>2</sub>**  
 +  
**3,860 hours**  
*of savings for commuters currently commuting 45 minutes or more.*

**1,990**  
 Trees



# Bikeshare Cashout

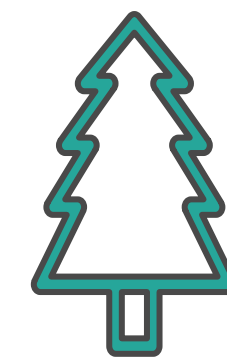
Provide Boulder B-cycle memberships to employees within 0.5 miles of a dock.  
Program Cost: \$61,900



# 86

## Improved Employee Commutes

323,700 lbs of CO<sub>2</sub>



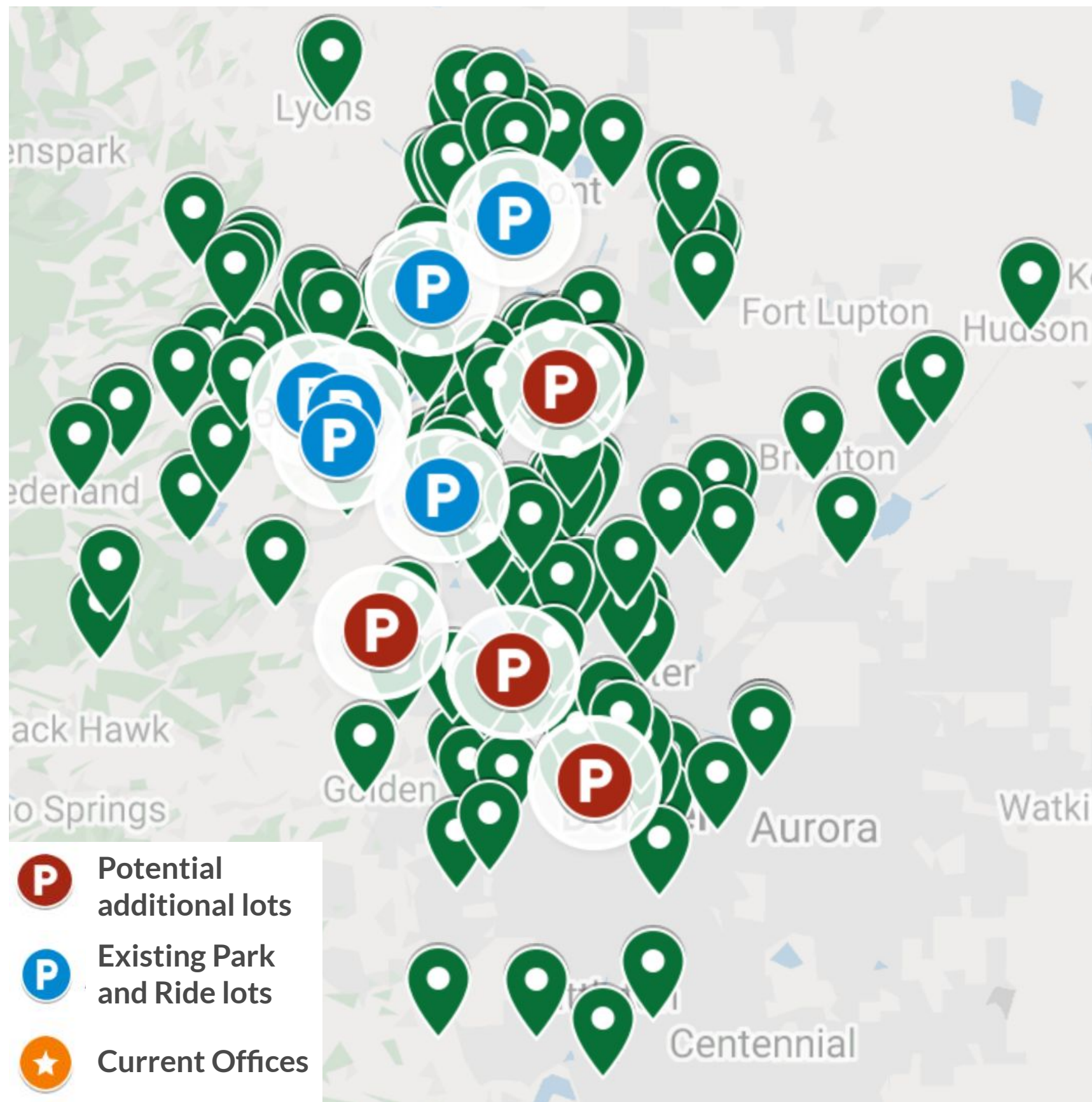
saved annually

= 6,740 trees



# Pooling

Encourage commuters to utilize Park and Ride lots for pooling.  
Program Cost: \$37,800



# 260

## Highest Potential Commuters

(25% expected participation rate  
= 65 participants)

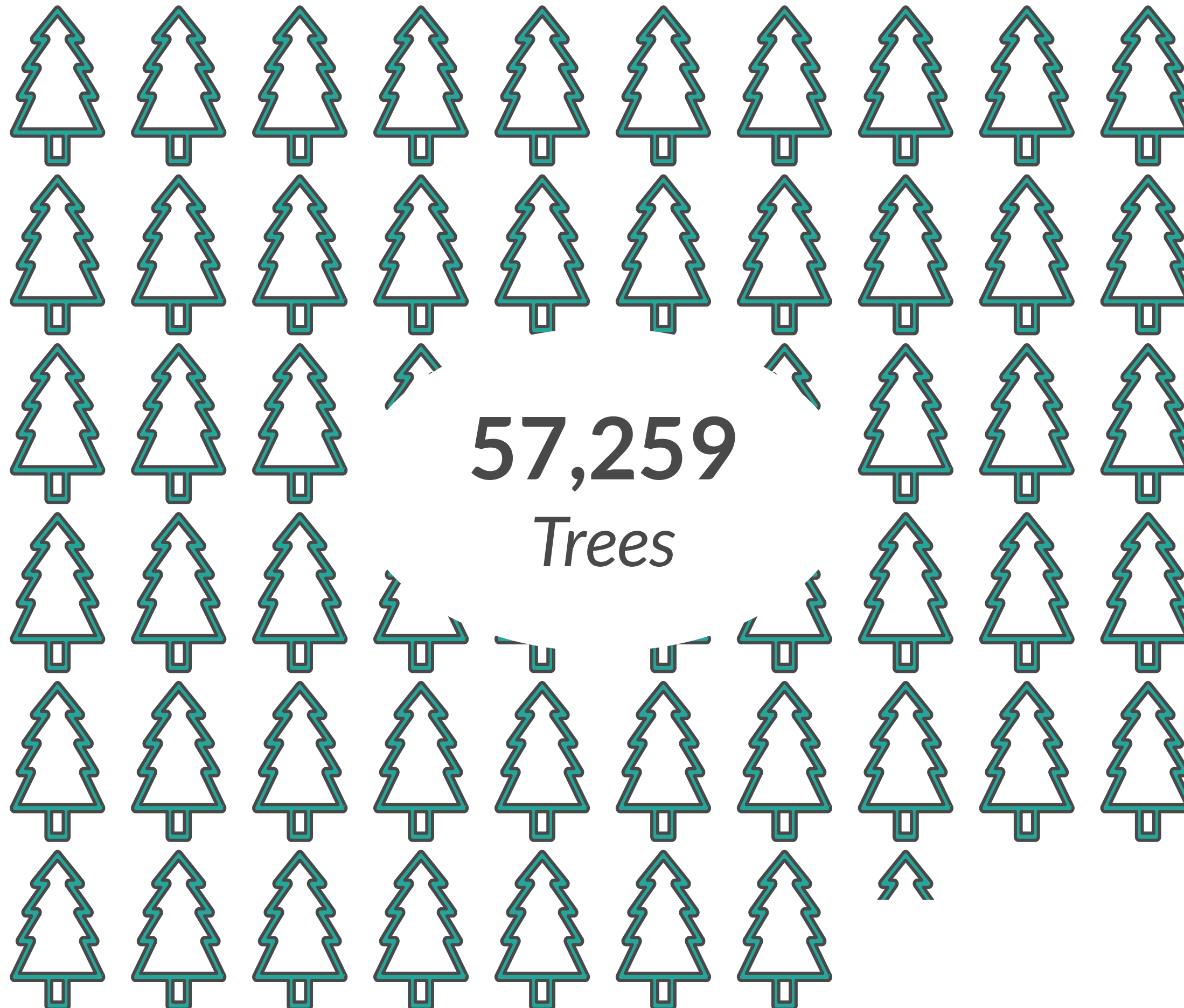
**137,700 lbs of CO<sub>2</sub>**  
saved annually



= 2,870 trees

# Carbon Offsets

Purchase carbon offsets to counterbalance your emissions.  
Program Cost: \$57,259



Carbon offset cost: \$1 per tree

# Potential total annual impacts of each program

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

If any of these programs pique your interest, we are happy to perform a complete feasibility and impact analysis. Reach out to Joan at [joan@bouldertc.org](mailto:joan@bouldertc.org) for more information on how to proceed.



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organization, please contact Joan at  
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*(Data analyses funded by grants from City of Boulder and Colorado  
Department of Transportation.)*



# APPENDIX

# Assumptions

**Parking cost per space: \$125**

**Other commuter benefits/programs: \$0**

**Average employee annual salary: \$60,000**

**Annual commute-caused quit rate: 0.66%**

**Turnover cost as % of salary: 33%**

**Carbon:tree equivalency: 48 lbs CO<sub>2</sub> / tree**