

Connecting City Employees with Clean Commute Options CASE STUDY

Authored by the Colorado Smart Cities Alliance



Timeline |

Pilot: Oct - Nov 2022

Six-month Program: Jul - Dec 2023

Comprehensive Implementation: Jan - Dec 2024

Executive Summary

The City of Westminster and Commutrics partnered to provide employees with a one-stop shop that offers resources and rewards for different types of commuting, emphasizing sustainable options (i.e. transit, biking, walking). This custom platform for Transportation Demand Management (TDM) gamifies the experience of commuting and provides incentives for alternate transportation options. After the success of the initial pilot in Westminster, the City developed an extended six-month program, which has now evolved into a year-long comprehensive implementation for 2024.

Budget |

Pilot: \$1K

Six-month Program: \$2.5K

Comprehensive Implementation: \$15K, with \$5K - \$7.5K expected HB22-1026 tax credit return

Client | City of Westminster

(Alliance members since 2018)

Solution Provider | Commutrics

(Alliance members since 2022, submitted for the Alliance's annual civic innovation challenge in 2021)

Key Takeaways |

- Six-month program:
 - **50.7% reduction** in Single-occupant Vehicle Trips (2,924 fewer trips)
 - **39.6% reduction** in Carbon Emissions (8,277 kg less of carbon dioxide)
 - **24% reduction** in Vehicle Miles Traveled (11,074 miles saved)
 - **22% increase** in Activity Level (by calories burned)

The Need - What Problem is it Solving? |

The City of Westminster wanted to encourage more sustainable commute behavior in order to address several problems including:

- Reduce transportation emissions
- Reduce demand on parking
- Promote active transportation for improved individual health
- Capture tax credit (HB22-1026, Alternative Transportation Tax Credit)

The Solution - What was Done? |

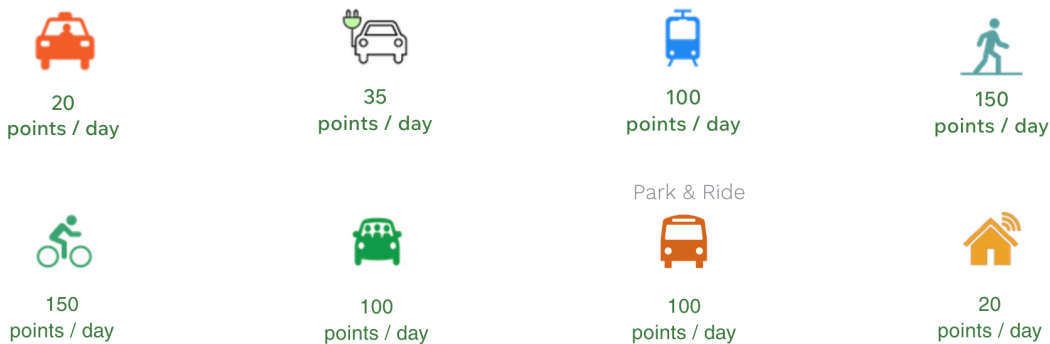
The City of Westminster partnered with Commutrics to provide a one-stop-shop for City employees to understand their commute options, connect with other employees for carpooling, report and log their commutes, and receive rewards for their commuting behavior. The implementation process involved:

- Designing and implementing a custom TDM program that promotes alternative transportation mode choices
- Outreach to employees on program details
- Collecting employee commuting data through the Commutrics platform and mobile app
- Monitoring program implementation to promote employee engagement
- Analyzing commuting data and measuring program outcomes
- Refining the program based on data and feedback collected

Scope |

Comprehensive Implementation

- Employees have the ability to earn up to \$45 per month in Commute Benefits
- 1000 points = \$10 in rewards per month



- Monthly Prizes are also rewarded for the following achievements: Most Miles Biked, Most Miles Walked, Most Transit Trips, Most Green Trips, Most Trips to the Office

Conclusions |

- Reducing emissions through commute behavior change is practical through an effective TDM program
- Data collection from employee commutes is key for designing effective transportation programs
- Running a TDM program is low risk, and usually ends with a lower cost than the original budget
- Implementing a TDM program is more effective than a commuting challenge, since a TDM encourages long term behavior change
- Commutrics' platform takes the burden and hassle off of the City's employees to implement and manage the program