Commutifi

Standardizing Commuter Scoring
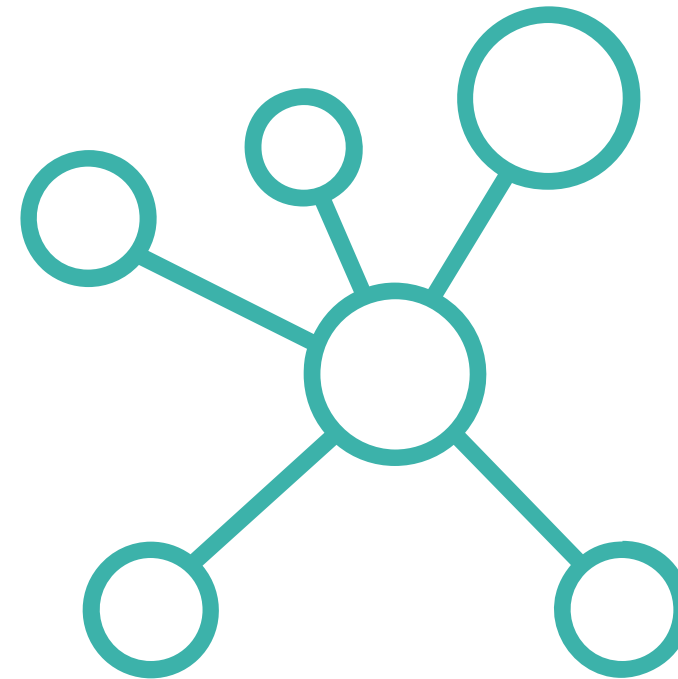
Solutions

Enterprises

- ➜ Better allocate your spending
- ➜ Reduce administration time and cost
- ➜ Promote sustainability goals
- ➜ Maximize employee retention
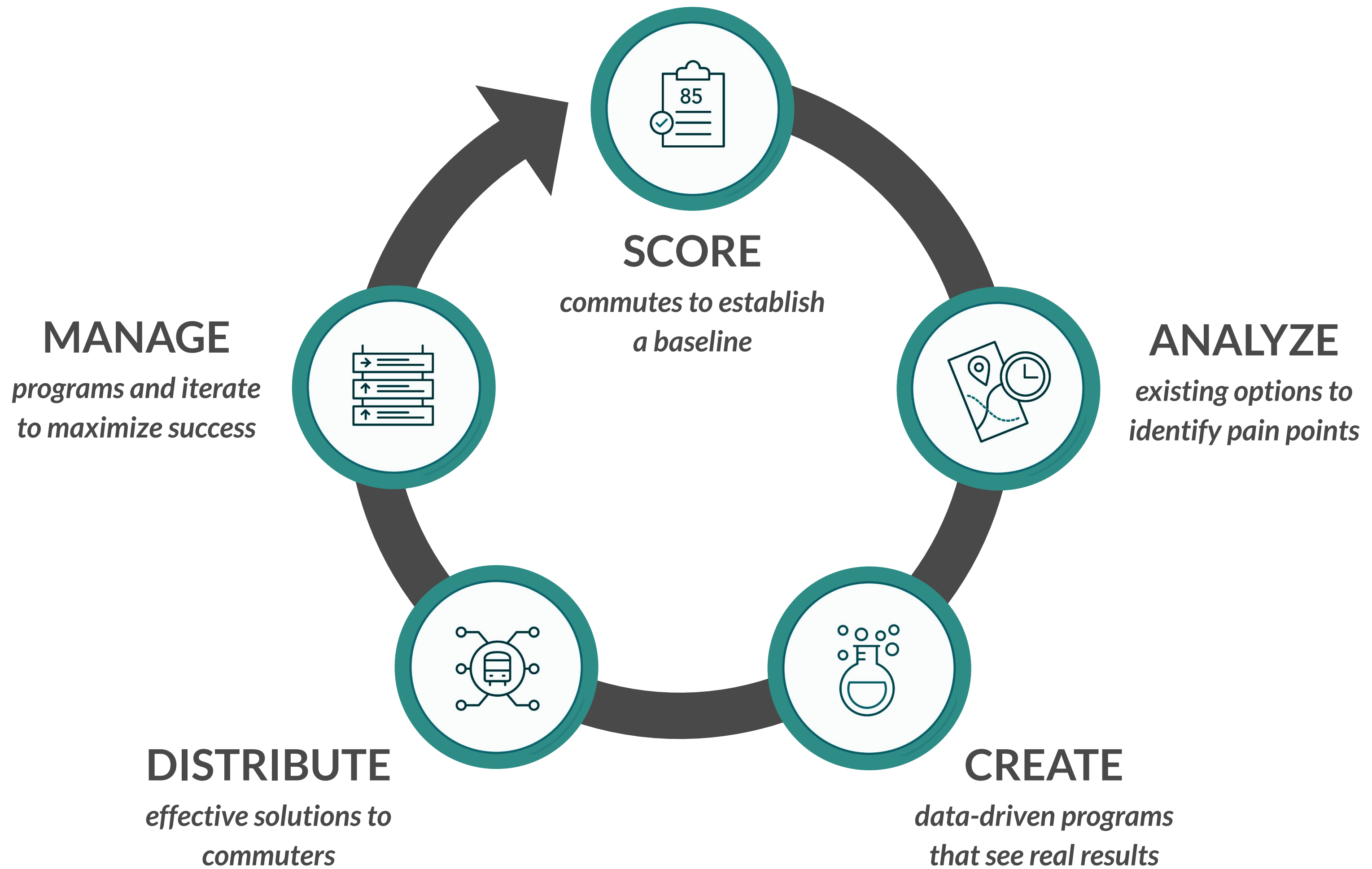- ➜ Promote employee wellness

TDM Consultants and TMAs

- ➜ Save time collecting data
- ➜ Easily identify areas of focus
- ➜ Measure the impact of programs
- ➜ Organize commuter outreach

Municipalities

- ➜ Understand transportation behavior
- ➜ Achieve your mobility goals
- ➜ Quickly evaluate pilot programs
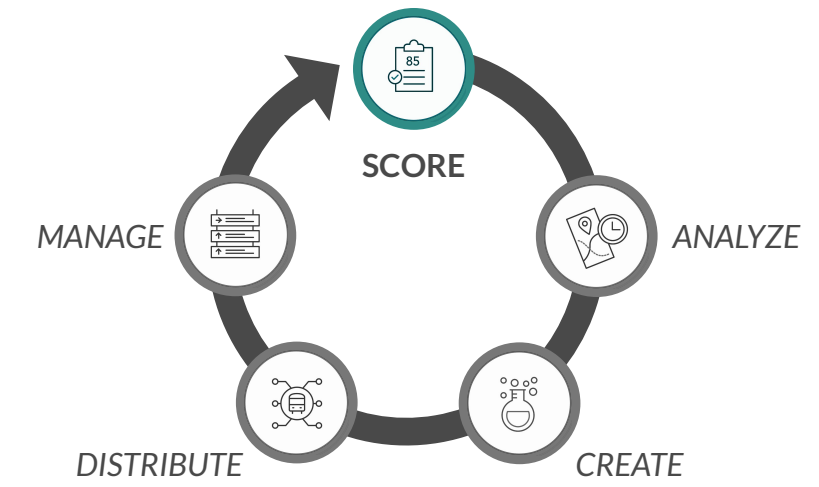- ➜ Provide equitable solutions

Commutifi

The Commutifi Process

SCORE
commutes to establish
a baseline

ANALYZE
existing options to
identify pain points

CREATE
data-driven programs
that see real results

DISTRIBUTE
effective solutions to
commuters

MANAGE
programs and iterate
to maximize success

Commutifi

Commuter Score

A standardized method to evaluate and compare commutes

SCORE

MANAGE · SCORE · ANALYZE · DISTRIBUTE · CREATE

How it Works
We score commuting routes based on **cost**, **time** and **carbon efficiency** using

Commuter Assets
User's commuting data and behavioral & demographic factors

Transportation Providers
Rideshare, carpool, shuttles, transit, biking, connected cars, etc.

City/Building Infrastructure
GPS, street infrastructure, parking, bikeshare, etc.

Commuter Score

83

Good

0   100

↑ **5 pts this year**

Learn more

ROCKY MOUNTAIN INSTITUTE

Uber   scoop   LAZ PARKING   SP+   ace parking   motivate get going

lyft   waze CARPOOL   Bcycle   LimeBike   Hytch REWARDS   +more

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Commute Analytics

Dynamic heatmaps and custom reports to make data-driven decisions

ANALYZE
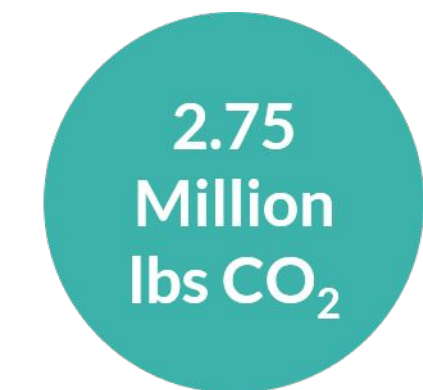
MANAGE — SCORE — ANALYZE — CREATE — DISTRIBUTE
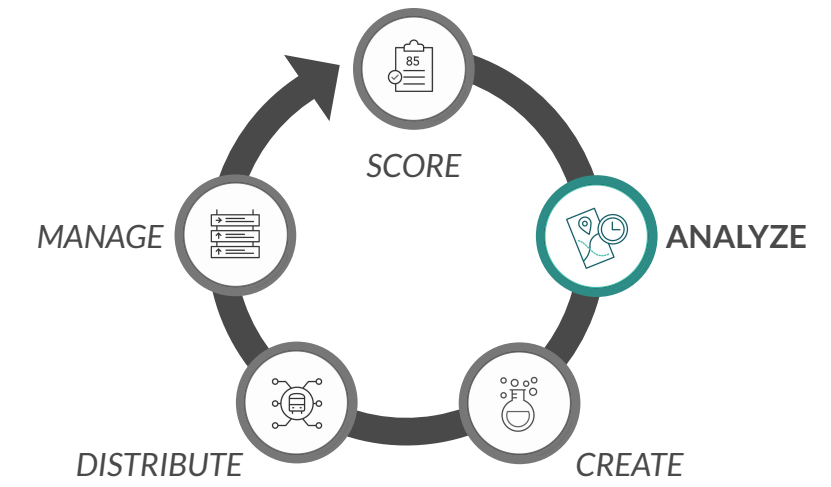
Visualize your data using **dynamic heatmaps**

Numbers are great, but maps are better. We show you how commuters are currently commuting and how they might commute in the future.
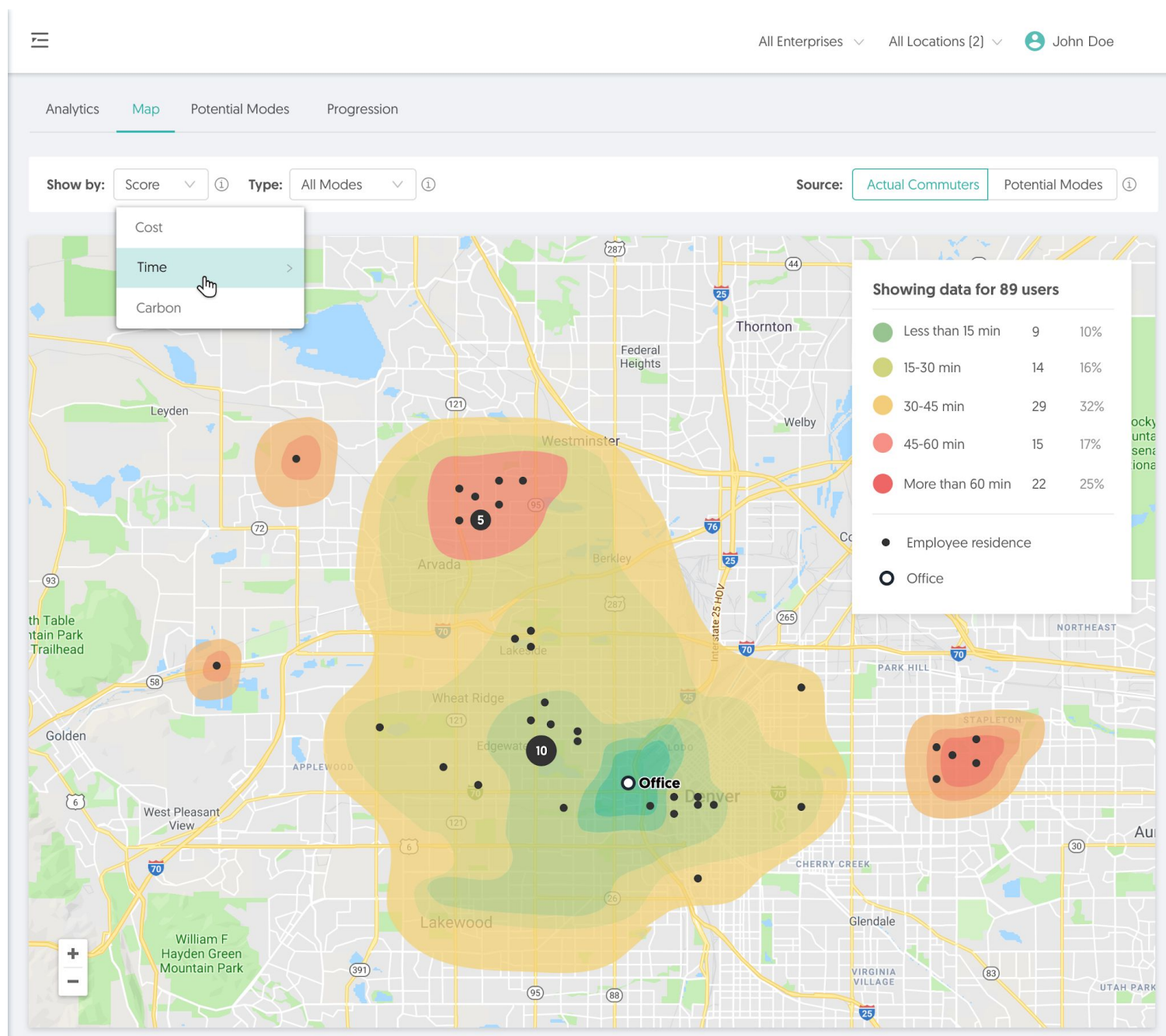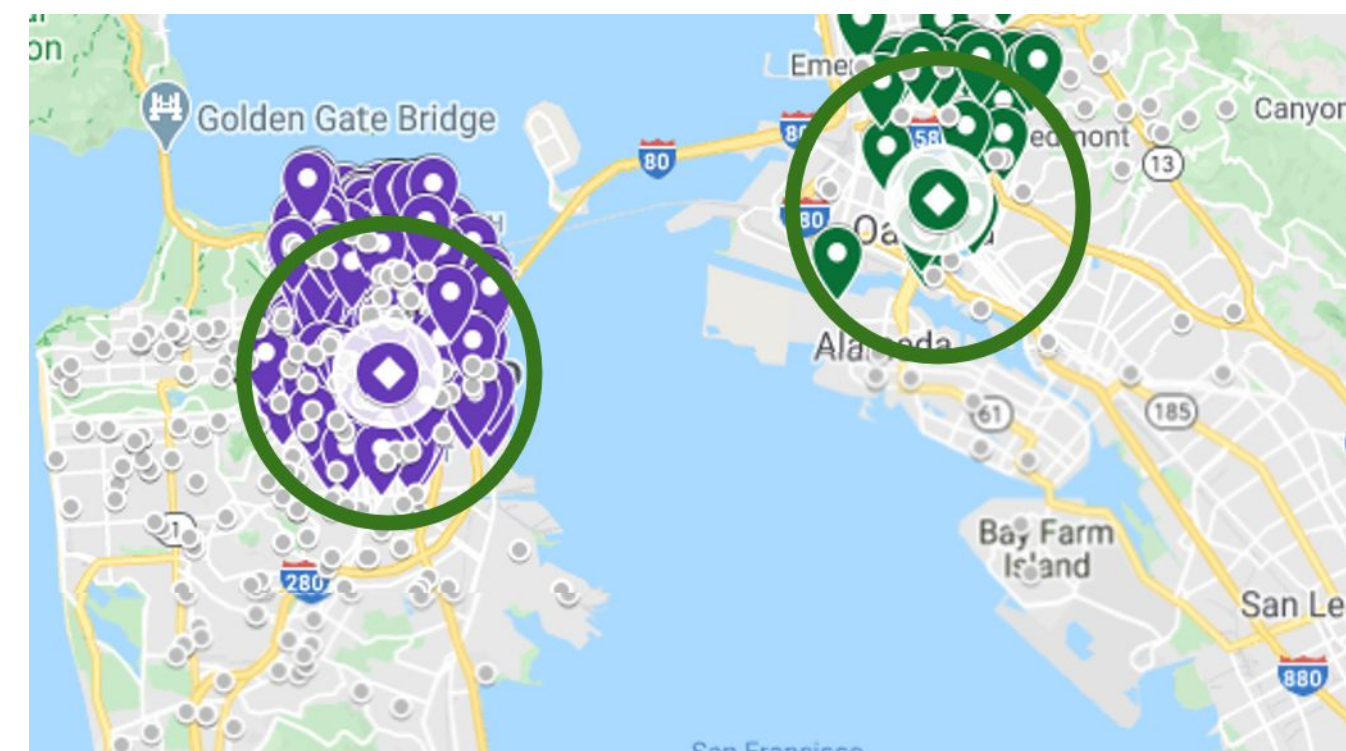
Do a deep data dive with **custom reports**
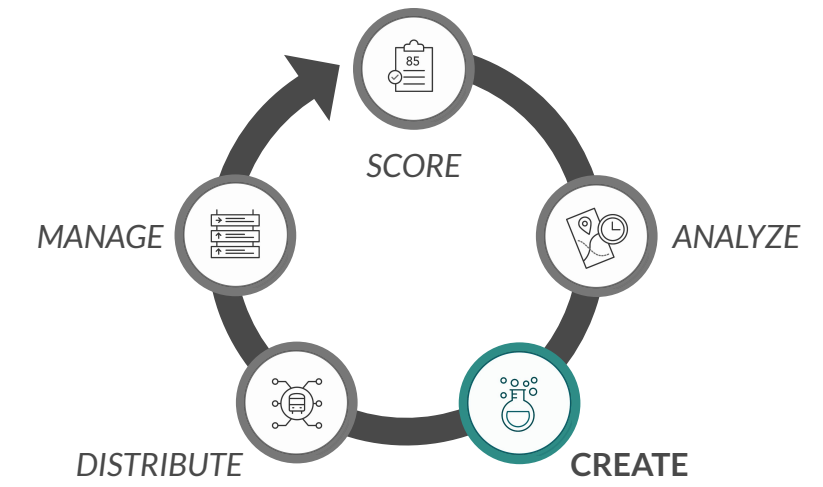*(Click links below for sample reports)*

Program Analysis

$4.73 Million

214k hours

2.75 Million lbs CO_2

Office Location Study

Commuting Programs

Programs designed to increase your Commuter Score

Mobility Card

Carbon Offsets

ONE TREE PLANTED

Try one of ours:

Or develop your own:

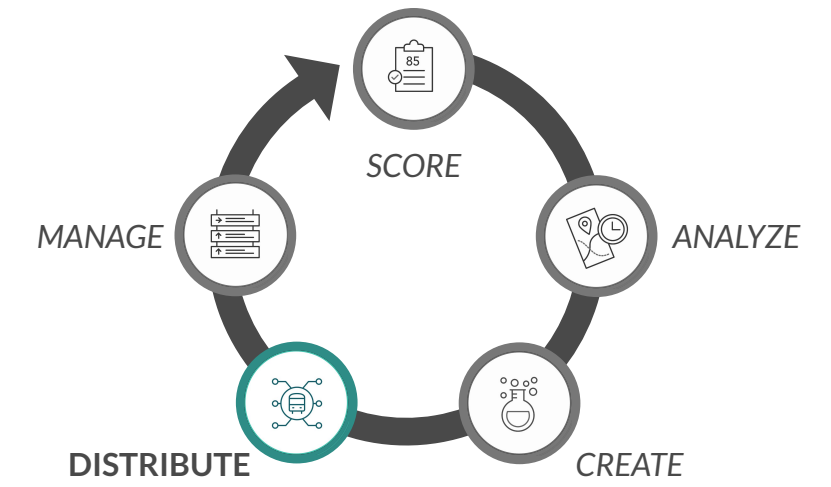| Work from Home | Co-Working | Parking Cashout | Park and Share | Transit Pass | Bikeshare Pass |

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Commuter Portals

Commuter access to all your services, programs, and subsidies

DISTRIBUTE

Commuter Education
Encourage mode shifts through targeted commuter information

Trip Planner
Make commuting decisions easy with advanced trip planners

Mobility Catalog
Offer all your commuting programs in one place

Program Registration
Enable commuters to sign up for programs in minutes

SCORE
MANAGE
ANALYZE
DISTRIBUTE
CREATE

Your Routes
View your current commute and discover suggestions on better ways to get to work

Primary route | Secondary route | Add a new route

52 — Drive + School + Park — $325/mo
Yout take this route 2 days a week — 32 min

Select a better route to work
Select a route with a higher score to improve your overall commute

84 — Carpool using 2 options — $125/mo
$ Employer Subsidy — 37 min
Details

76 — Rideshare + Transit — $170/mo
40 min

68 — Transit using RTD — $95/mo
55 min

View more routes

Carpool
Scoop
Waze Carpool

Home
School
Work Denver

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Organization Dashboards

Manage commuters, programs, and subsidies in one place
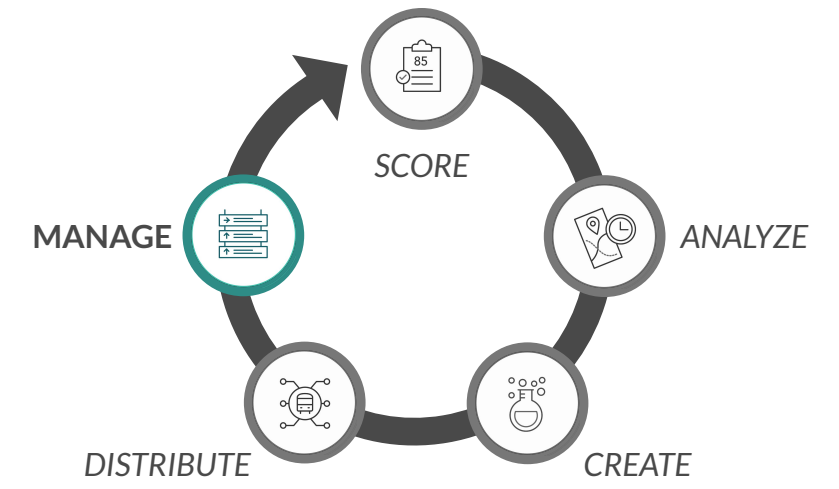
MANAGE

Program Administration
Manage all your commuting programs in one place

Program Distribution
Deploy your commuting plans in minutes

Targeted Communications
Reach your commuters with powerful messaging

Reporting
Fuel your decisions with quantified data

All Enterprises ∨   All Locations [2] ∨   John Doe

Subscription Management
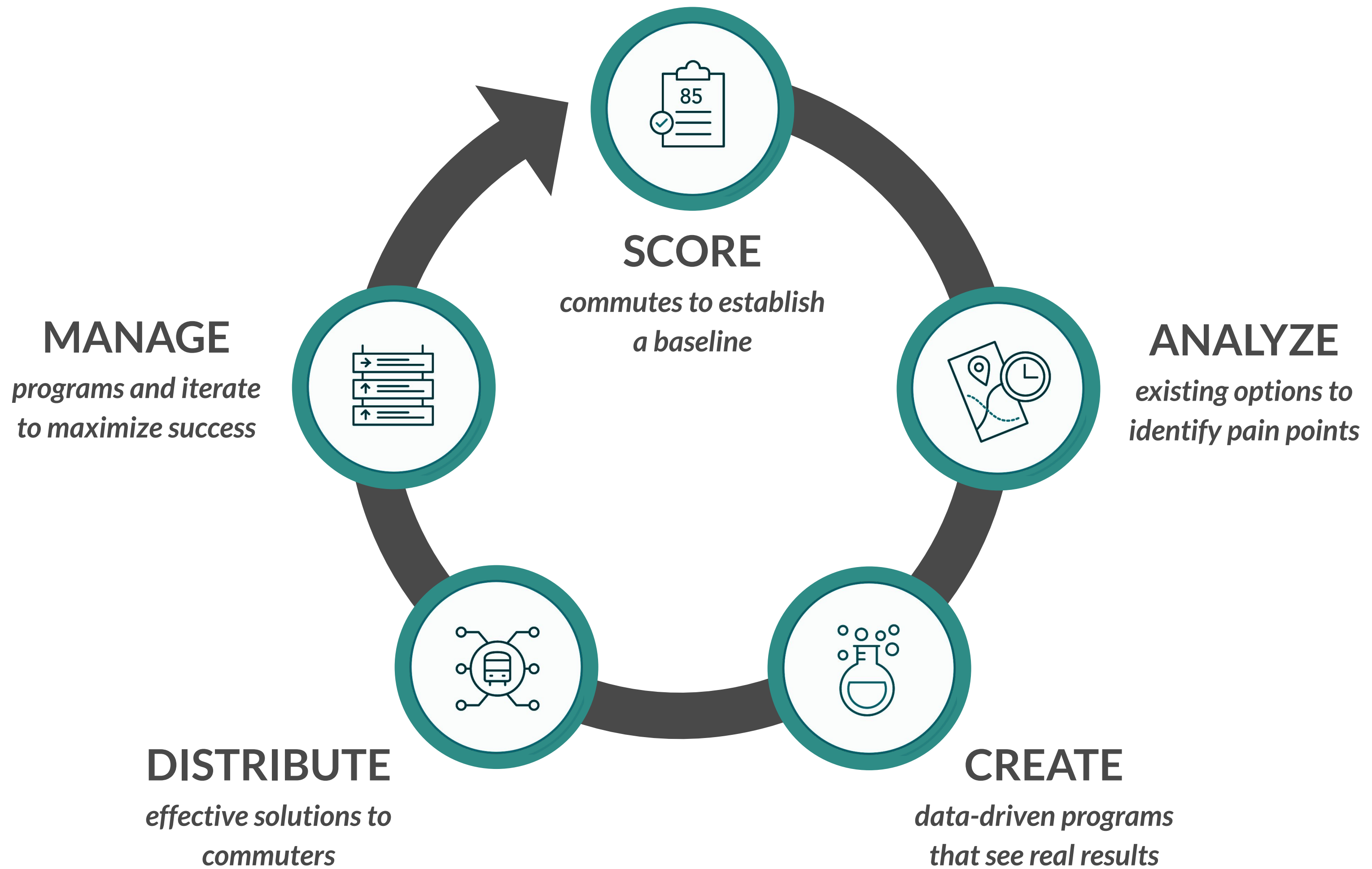
🔍 Search by Name, Email or Pass ID   Export CSV

Batch Actions ∨   ▼ Status   ▼ Plan

☐	Status	Name	Plan	Start Date	End Date
☐	Active	Julia Washington	Free EcoPass	2014-12-24	—
☐	Active	Jordan Ortega	Gym Waiver	2014-12-24	2014-12-24
☐	Processing	Jacqueline Williams	Free Eco Pass	2014-12-24	—
☐	Completed	Alice Bates	Reserved Parking in Building	2014-12-24	—
☐	Archived	Nancy Rogers	Free Eco Pass	2014-12-24	—

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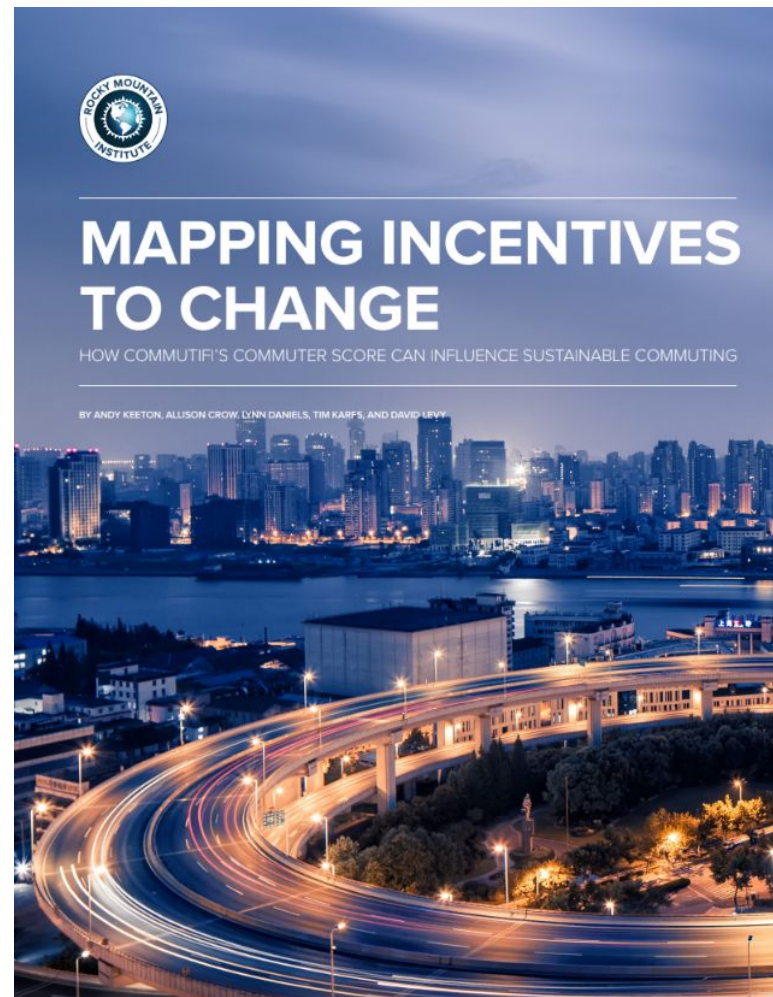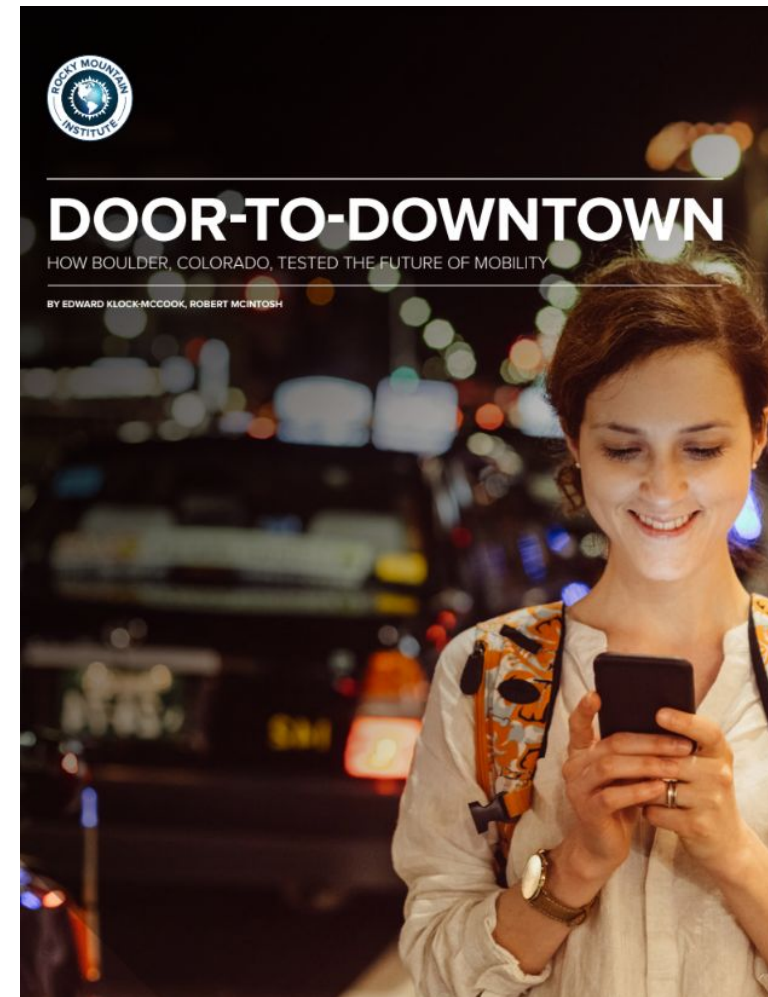
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Additional Resources

White Papers

How Commuter Scoring can influence commuter behavior - RMI

Boulder, CO use case for connected mobility - RMI

Best practices for your commuters' return to the office

Case Studies   Webinar Series