

2025 EMPLOYER COMMUTE REPORT

City of *Westminster*



A year of measurable progress toward cleaner, smarter, more rewarding commutes for City employees.

REPORTING PERIOD

Jan 1 – Dec 31, 2025

PROGRAM TENURE

3 Years

ENROLLED EMPLOYEES

170

THE YEAR IN NUMBERS

In 2025, City of Westminster employees logged *38,908 trips* through the Commutrics platform — reshaping how the City gets to work.

64.2%

Single-Occupant Vehicle Trips

24,991 of 38,908 logged trips

35.8%

Alternative Transportation Trips

13,916 alt-mode trips logged

71,038

CO₂ kg Reduced

44.3% emissions reduction

311,634

Vehicle Miles Avoided

29.7% reduction in VMT

\$69,432

Commuter Cost Savings

37.0% savings vs. drive-alone

170

Enrolled Employees

Year three of the Commutrics partnership.

131

Active Trip Loggers

The cohort whose before-vs-during behavior is compared throughout this report.

+53

Net Promoter Score

From the Nov 2025 feedback survey (73 respondents).

01

EXECUTIVE SUMMARY

A program that compounds.

Year three of partnership — and the strongest year yet.

The City of Westminster completed its third year of partnership with Commutrics in 2025. The program reached **170 enrolled employees**, of whom **131 actively logged trips** — the cohort whose before-vs-during behavior is compared throughout this report. Year-over-year, every metric improved — not by a few percentage points, but by margins that signal a maturing program where habits, infrastructure, and incentives now reinforce one another.

Across the year, employees logged more than 38,900 commute trips. Drive-alone **mode share fell from 71.4% (initial baseline) to 64.3%**, while transit more than doubled (2.6% → 6.6%) and telecommute climbed from 11.9% to 13.7% of all commute trips. The City's \$11.2K platform investment returned \$69,432 in commuter cost savings, eliminated 71,038 kg of CO₂ emissions, and avoided over 311,000 vehicle miles.

An independent feedback survey conducted in November 2025 returned **73 responses**, yielding a Net Promoter Score of **+53** — well above the benchmark for internal employer programs. 76% of enrolled respondents log trips regularly; 82% say the incentives drove real change in how they commute.

THE BOTTOM LINE

The 2025 program delivered measurable wins on every objective set out in the original 2023 pilot — lower emissions, reduced parking demand, healthier employees, and qualified use of Colorado's HB22-1026 tax credit. With trip volume and CO₂ savings both more than doubling year over year, the program has graduated from pilot success to a mature, scalable City service.

How the program works.

CLIENT	City of Westminster, Colorado
SOLUTION PROVIDER	Commutrics
REPORTING PERIOD	January 1 – December 31, 2025
PROGRAM LAUNCHED	July 2023 (6- month pilot)
ENROLLED EMPLOYEES	170
MONTHLY REWARD CAP	\$30 per employee
TAX CREDIT ELIGIBILITY	Colorado HB22-1026
ANNUAL PROGRAM COST	\$11,200

Commutrics turns the daily commute into measurable sustainability outcomes. The platform combines personalized commute planning, gamified incentives, automated benefit distribution, and real-time analytics into a single experience for the employee — and a single dashboard for the City.









- 01 Log trips, earn points.** Employees record commute modes via web, mobile, or automatic trip detection.
- 02 Convert to rewards.** Points convert automatically to monthly cash benefits, capped per employee. *See Section 03 for the full point structure.*
- 03 Win weekly drawings.** Log 2+ commute trips per week to enter a \$5 weekly drawing; log 3+ office days for a second \$5 weekly drawing.
- 04 Compete in seasonal promotions.** Themed challenges in March, April, June, and October layer bonus points and rewards on top of the base structure. *See Section 03 for the full calendar.*
- 05 Benefits distribute automatically.** No manual HR processing — Commutrics handles disbursement based on logged trips.
- 06 Insights drive optimization.** Real-time dashboards track participation, mode share, emissions, and cost savings.

How the City rewards the right behavior.

Points, prizes, and the seasonal challenges that drive participation.

Daily Points by Commute Mode





Higher-impact modes earn more. The 2025 structure weights walking, biking, transit, and Park & Ride well above drive-alone.

 130 Bike PTS / DAY	 130 Walk PTS / DAY	 80 Transit PTS / DAY	 80 Carpool PTS / DAY
 80 Park & Ride PTS / DAY	 50 EV / Hybrid PTS / DAY	 30 Telecommute PTS / DAY	 20 Drive alone PTS / DAY

<p>CONVERSION RATE</p> <p>100 pts = \$1</p> <p>Points convert to cash benefits automatically through the platform.</p>	<p>MONTHLY CAP</p> <p>\$30/month</p> <p>Per employee, across all commute modes — reduced from \$35 in 2024.</p>	<p>WEEKLY \$5 DRAWINGS</p> <p>2 drawings</p> <p>\$5 for logging 2+ commute trips in a week. \$5 additional drawing for 3+ office days that same week.</p>
--	---	---

Monthly Prize Categories

Four \$10 monthly prizes celebrate top performers across different commute behaviors.

 Most Miles Biked \$10	 Most Miles Walked \$10	 Most Green Trips \$10	 Most Transit Trips \$10
---	--	---	---

2025 Seasonal Challenge Calendar

Themed promotions ran in March, April, June, and October — the months where the City pushed for behavior change with bonus points and rewards.

<p><i>March</i></p> <p>Love Your Commute</p> <p>Download the Commutrics app and log 10 trips → \$5 bonus. Designed to drive mobile-app adoption early in the year.</p> <p>ONBOARDING PUSH</p>	<p><i>April</i></p> <p>Earth Month</p> <p>Double points on all alternative-mode trips AND EV driving for the entire month. Double weekly and monthly rewards.</p> <p>SUSTAINABILITY ANCHOR</p>	<p><i>June</i></p> <p>Bike to Work Month</p> <p>3x points on biking with a monthly cap of \$50 per employee. Double the prize for most miles biked.</p> <p>HIGHEST-PAYOUT MONTH</p>	<p><i>October</i></p> <p>Green-Tober</p> <p>Double points on all alternative-mode trips AND EV driving. Double weekly and monthly rewards.</p> <p>CLOSING-QUARTER SPRINT</p>
---	---	--	---

04

YEAR-OVER-YEAR

2024 → 2025: every metric moved up and to the right.

Trip volume grew 65%, alternative-mode trips grew 70%, and CO₂ savings more than doubled — all while the program ran on a *leaner* incentive structure than 2024. Per-trip point values were reduced across every mode, and the monthly reward cap dropped from \$35 to \$30, yet engagement and impact still climbed on every dimension.

TOTAL TRIPS LOGGED	ALT-MODE TRIPS	CO ₂ SAVED (KG)	MILES AVOIDED	COST SAVINGS
2024: 23,513	2024: 8,194	2024: 32,541	2024: 147,747	2024: \$32,915
38,908	13,916	71,038	311,634	\$69,432
▲ +65%	▲ +70%	▲ +118%	▲ +111%	▲ +111%

WHY THE GAINS OUTPACED THE INCENTIVE CUT

The 2025 program ran on lower per-trip point values than 2024 — drive dropped from 30 to 20 points/day, transit from 100 to 80, walk and bike from 150 to 130, and the monthly reward cap fell from \$35 to \$30. Yet engagement and impact grew dramatically. This is the hallmark of a maturing TDM program: early adopters deepened their habits, new joiners ramped up faster, and the program's culture — not just its payouts — now does the work.

The same story, three other lenses

Year-over-year growth wasn't only in totals — the program became more efficient on a per-employee and per-dollar basis too.

COST PER KG CO ₂ AVOIDED	TRIPS PER ACTIVE COMMUTER	RETURN PER PROGRAM DOLLAR
\$0.16	297	\$6.20
\$11.2K program spend ÷ 71,038 kg CO ₂ avoided. Down from \$0.34/kg in 2024 — the program cut its carbon cost by more than half in one year.	38,908 trips logged across 131 active commuters. Roughly 1.2 logged trips per workday — close to the practical ceiling for daily-trip programs.	\$69,432 returned to commuters ÷ \$11,200 program fee. A 10× return after netting the ~\$5K HB22-1026 tax credit.

How Westminster gets to work.

The 2025 commute footprint, trip by trip.

Mode Share — Initial Baseline vs. 2025

Comparing the same 131 active trip-loggers before vs. during the program (170 employees enrolled overall — 131 actively logged trips in 2025). Drive-alone mode share fell against the initial baseline; transit, telecommute, and Carpool-CM expanded.

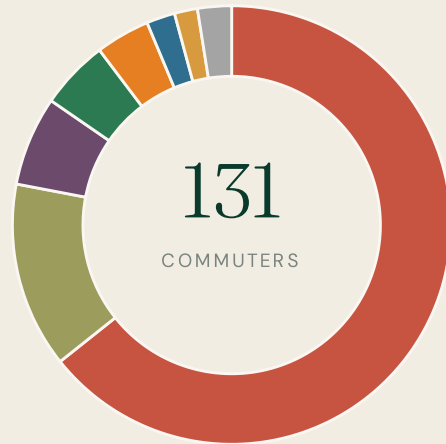
Initial Mode Share

BASELINE SURVEY — 131 ACTIVE LOGGERS



2025 Mode Share

YEARLY AVERAGE — SAME 131 LOGGERS

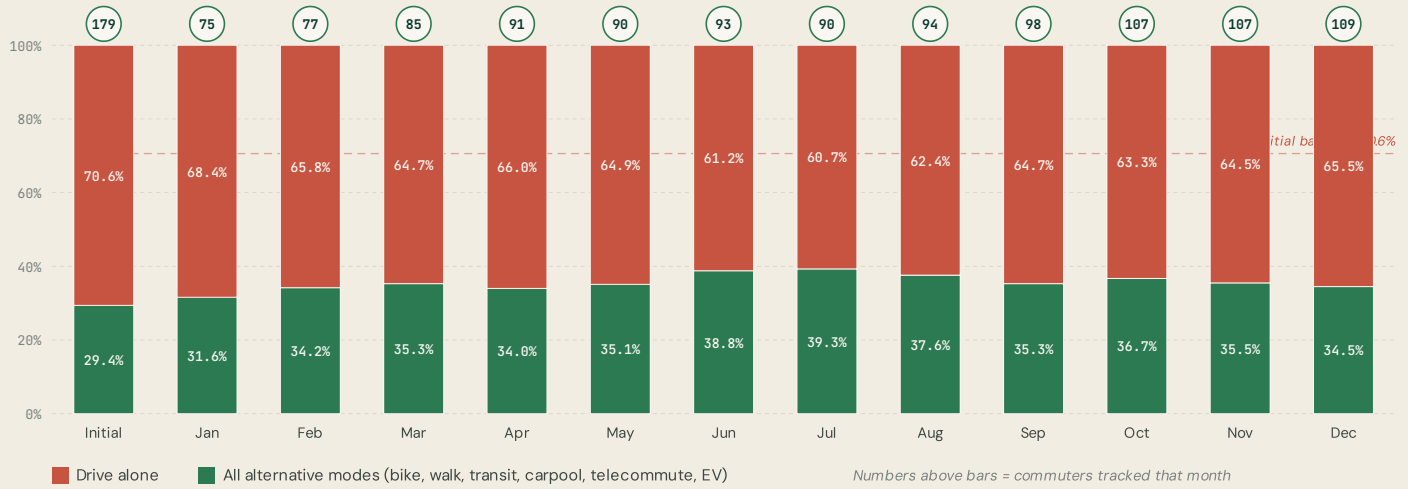


■ Drive	71.4%	■ Telecommute	11.9%
■ Bike	6.1%	■ Walk	4.8%
■ Carpool	3.3%	■ Transit	2.6%

■ Drive	64.3%	■ Telecommute	13.7%
■ Transit	6.6%	■ Bike	5.1%
■ Carpool-CM	4.0%	■ Walk	2.1%
■ Carpool	1.7%	■ Other	2.5%

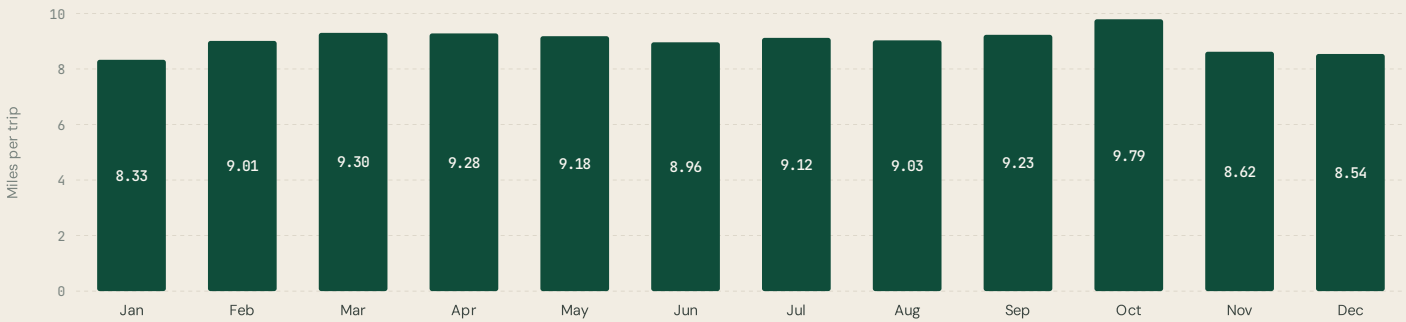
Monthly Mode Share — 2025

Drive-alone mode share trended downward through the summer (60.7% in July, the year's low) and stayed below the initial 70.6% baseline every month. Numbers in circles show monthly active commuters.



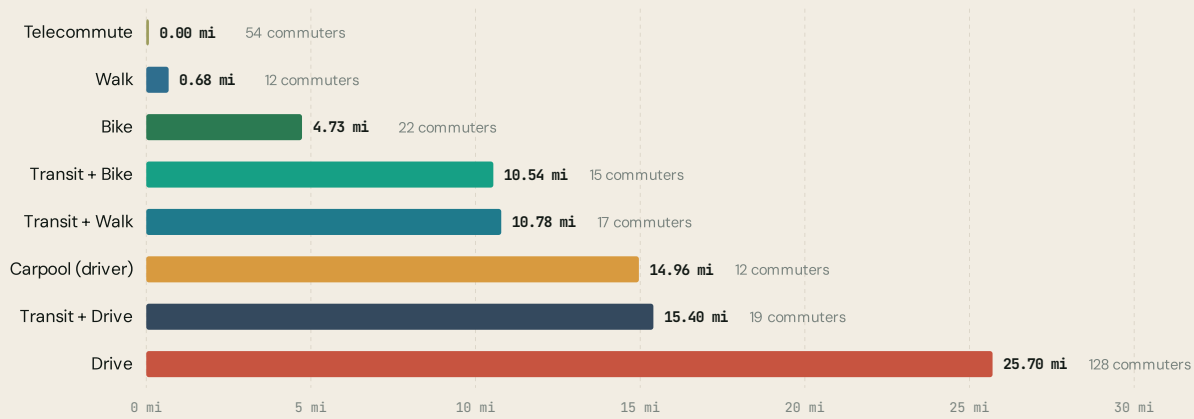
Average Commute Distance per Trip — 2025

Distance held steady at 8.5–9.8 miles all year, so each mode-shift gain translated proportionally into miles avoided.



Average Distance by Transportation Mode — 2025

Drive and Transit + Drive trips capture the longest distances — exactly the trips with the greatest emissions to displace when shifted to alternative modes. Annual 2025 averages across all logged trips of each type. The commuter count for each row is the number of employees who logged at least one trip of that type during the year; most employees appear in multiple rows.



READING THESE CHARTS

Most employees use a mix of modes across the year, so the figures above describe trips, not people. The mode-distance chart shows the average distance of each logged trip type alongside the count of commuters who logged at least one trip in that mode. The longest single-trip averages — Drive (25.7 mi), Transit + Drive, and Carpool (driver) at 15+ miles — are precisely the trips where shifting to an alternative mode delivers the most environmental return.

06

EMPLOYER BENEFITS

The City's return on participation.

SAVED PARKING-SPACE DAYS

6,650

Every alternative-mode and telecommute day is a parking space the City didn't need to supply – equivalent to permanently removing roughly 26 spaces from peak weekday demand.

HB22-1026 TAX CREDIT

~\$5K

Expected return under Colorado's Alternative Transportation Tax Credit, materially offsetting program cost.

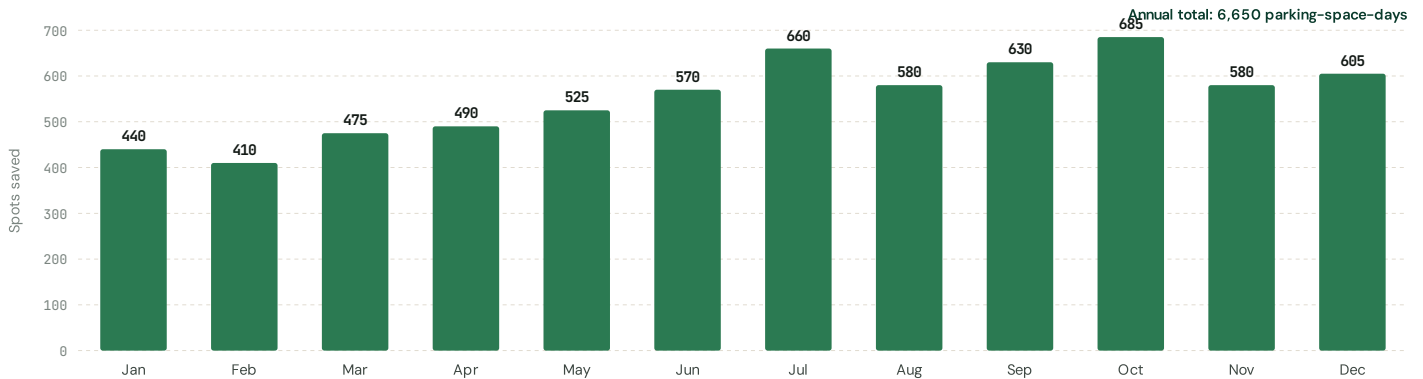
EFFECTIVE NET COST

~\$6.2K

\$11.2K annual platform fee, less the ~\$5K HB22-1026 tax credit. Against \$69K in commuter savings and substantial environmental and parking benefits, the program returns more than **10× its net cost**.

Monthly Saved Parking Spaces — 2025

Steady growth from January through the summer, with peaks in July and October aligning with Bike Month and Green-Tober promotions.



WHAT THE SAVINGS REPRESENT

The **\$69,432** figure is the per-trip commute cost savings calculated by the Commutrics platform across all 13,916 alternative-mode trips logged in 2025 – based on each trip's distance, mode, and the cost differential between driving alone and the alternative used. It reflects out-of-pocket savings on fuel, transit fares, parking, and vehicle wear that the active commuter cohort would otherwise have absorbed individually.

07

TOP PERFORMERS

The ten commuters who set the pace.

Collectively logged over 4,950 alternative-mode trips and earned 285,000+ community points.

COMMUTER	COMMUNITY POINTS	ALT-MODE TRIPS	COMMUTE SAVINGS
01 Employee 1	42,295	630	\$1,649.45
02 Employee 2	35,945	544	\$1,297.19
03 Employee 3	34,240	750	\$4,496.91
04 Employee 4	32,065	642	\$147.81
05 Employee 5	30,080	414	\$120.04
06 Employee 6	29,110	440	\$2,118.66
07 Employee 7	20,850	416	\$949.98
08 Employee 8	20,680	432	\$0.00
09 Employee 9	20,140	270	\$57.96
10 Employee 10	19,580	416	\$0.00

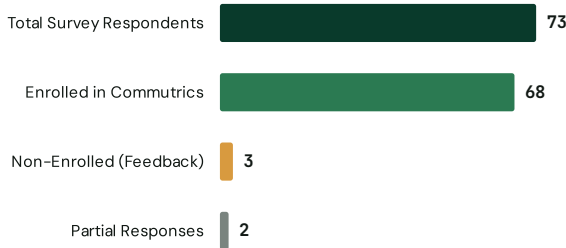
Note: employee names are protected; top commuters are shown as Employee 1–10.

What Westminster employees are saying.

November 2025 Feedback Survey · 73 respondents · 68 enrolled in Commutrics

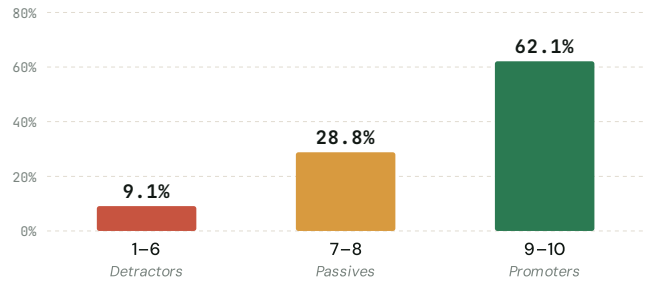
Survey Response Profile

73 employees responded to the November 2025 program survey — 68 active Commutrics users, 3 non-enrolled employees, and 2 partial responses.



Likelihood to Recommend

A strong Promoter-skewed distribution. 62% of respondents rated the program 9 or 10 out of 10 — producing a **Net Promoter Score of +53**, well above the benchmark for internal employer programs.



Program Engagement — Survey Self-Report

How enrolled users describe their relationship to the program.

76%

Log trips regularly

50 of 66 enrolled respondents

82%

Say incentives motivated real change

"Yes" or "Somewhat" — 54 of 66

82%

Find rewards & emails important

Moderately, very, or slightly — 54 of 66

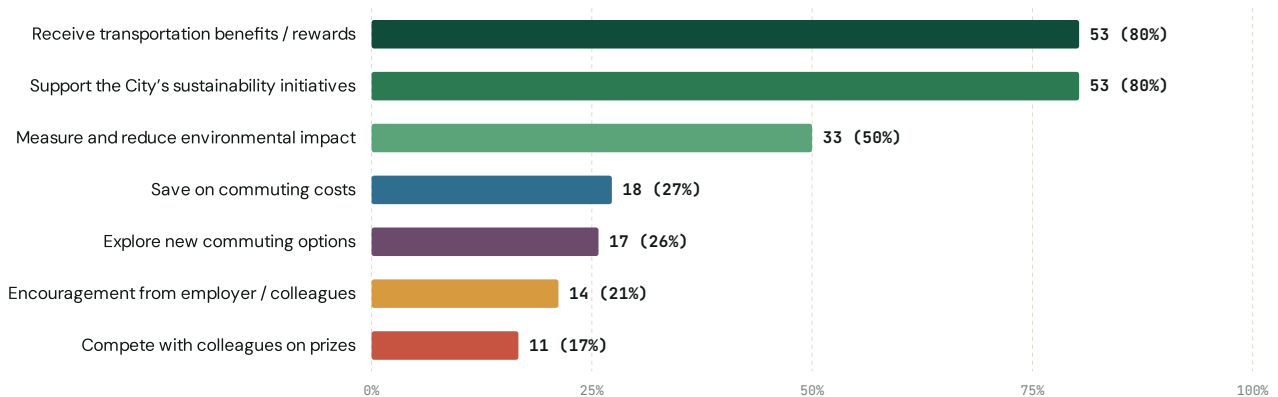
29%

Participated more due to challenges

19 of 66 · +15% unaware of them

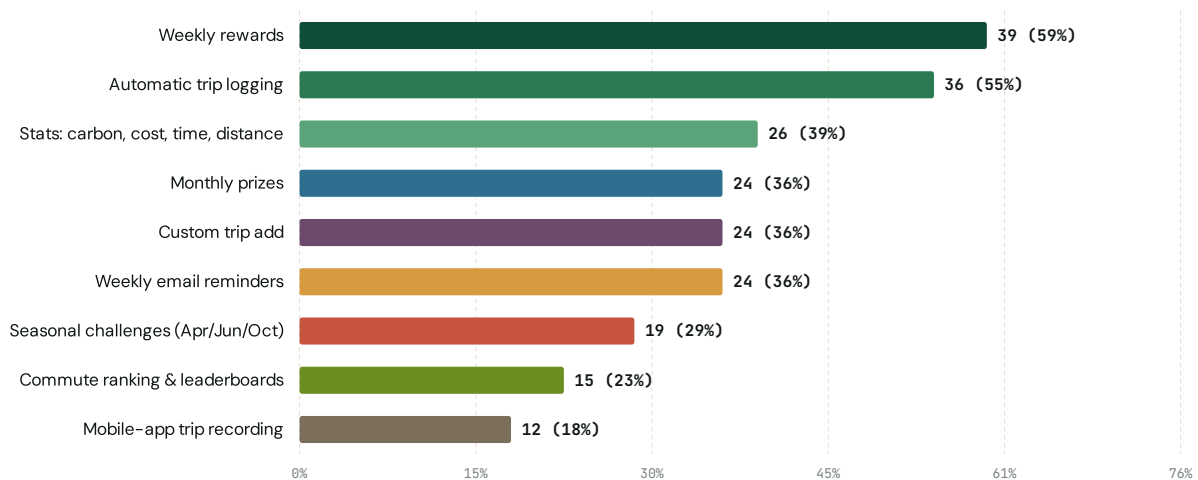
What Drives Participation

Why employees said they joined the program (multi-select — 66 enrolled respondents).



Most Engaging Features

Which Commutrics features keep employees coming back (multi-select).



In Their Own Words

Direct quotes from the November 2025 feedback survey, lightly edited for length.

“

It has encouraged me to use my bike way more frequently, and to engage more in bike-to-work days and bike/green month challenges. This has also led to more recreational biking with my family. Great benefit!

ENROLLED COMMUTRICS USER

“

My awareness increased being informed on the differences each type of commute made. That was motivating to carpool more and explore other options.

ENROLLED COMMUTRICS USER

“

The program is a regular reminder that alternatives for commuting are available. I love that I can collect points for driving an EV. I enjoyed seeing colleagues compete or use different resources to commute.

ENROLLED COMMUTRICS USER

“

The program has influenced me to be more conscious of my commuting habits. I like the challenges and seeing my ranking compared to other coworkers.

ENROLLED COMMUTRICS USER

“

It really helped motivate me to participate in helping the environment with changing how I commute to work. It is amazing how it shows how much you are contributing.

ENROLLED COMMUTRICS USER

“

The program did incentivize me to ride my bike more. I had never ridden my bike to work before this program, and really enjoyed the challenge. I loved finding new trails and routes to work as I grew more connected to the community.

ENROLLED COMMUTRICS USER

Common Themes

Synthesized from 51 open-text responses describing how the program influenced commuting habits.

MINDSET SHIFT

Awareness of choices & impact

The most common theme by far. Even respondents whose mode mix didn't change reported becoming more conscious of their commute footprint and the alternatives available.

BEHAVIOR CHANGE

Biking & carpooling stood out

Many participants reported biking more — particularly during the June Bike Month challenge. Carpooling and combining trips also came up repeatedly.

BARRIERS

Distance, transit gaps, kids' schedules

Distance from work, transit not serving home locations, childcare drop-off, varying schedules, and "first/last-mile" problems came up repeatedly as the things keeping participants from going further.

SURPRISE FINDING — ECOPASS + COMMUTRICS

When asked which transportation program they would mostly utilize, **65% of respondents chose "EcoPass for transit + Commutrics monetary incentives for all other modes"** as the preferred bundle — well ahead of Commutrics-only (33%) or EcoPass-only (5%). This is a strong signal that the two programs are complementary, not substitutes.

IN CLOSING · A YEAR OF MEASURABLE PROGRESS

“The program is a regular reminder that alternatives for commuting are available — and seeing the impact in real numbers is what keeps me coming back.”

WESTMINSTER EMPLOYEE · NOVEMBER 2025 FEEDBACK SURVEY

71,038 kg

CO₂ emissions prevented

More than double 2024's total — on a leaner incentive structure.

311,634

Vehicle miles avoided

Equivalent to a 29.7% reduction in vehicle miles travelled for the active commuter cohort.

\$69,432

Returned to commuters

Delivered for an \$11.2K platform fee — reduced to roughly \$6.2K after the Colorado HB22-1026 tax credit.

Commutrics

Transportation Demand Management, made measurable.

REPORT

Prepared for
The City of Westminster

Reporting period
Jan 1 – Dec 31, 2025

QUESTIONS?

Reach out to your Commutrics account team for clarifications, deeper data cuts, or planning support for the 2026 program.