

SPRING 2025 PILOT TDM PROGRAM – CASE STUDY

The Auraria Campus

A semester of measurable progress toward cleaner, smarter, more rewarding commutes across the three universities of the Auraria Campus, CU Denver, MSU Denver, and the Community College of Denver.

REPORTING PERIOD

Feb – Apr 2025

FUNDED BY

CDOT, OIM

ACTIVE COMMUTERS

~613 / month

THE THREE UNIVERSITIES



PROGRAM PARTNERS



THE SEMESTER IN NUMBERS

From February to April 2025, students across CU Denver, MSU Denver, and CCD logged more than 74,000 trips through the Commutrics platform, reshaping how the Auraria Campus gets to class.

<p>24.1%</p> <p>Single-Occupant Vehicle Trips</p> <p>17,889 logged SOV trips</p>	<p>75.9%</p> <p>Alternative Transportation Trips</p> <p>56,351 alt-mode trips logged</p>	<p>63.2%</p> <p>Transit Mode Share by April</p> <p>Campus-weighted, up through the term</p>	<p>56</p> <p>Net Promoter Score</p> <p>From the end-of-program survey</p>	<p>\$648K+</p> <p>Commuter Cost Savings</p> <p>Program-period platform total</p>
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<p>56,351</p> <p>Alternative-Mode Trips Logged</p> <p>75.9% of 74,240 logged trips, against 17,889 drive-alone.</p>	<p>~613</p> <p>Active Campus Commuters / Month</p> <p>Across all three universities, the cohort behind the mode-share analysis in this study.</p>	<p>212</p> <p>Campus Survey Respondents</p> <p>Across the three universities (Apr-May 2025 end-of-program survey).</p>
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A program that moves students.

A low-cost incentive program that produced real behavior change in a single semester.

During Spring 2025, the Auraria Campus ran a multi-modal commuter benefit program on the Commutrics platform, awarding students points for each logged trip (weighted toward transit, walking, biking, and other lower-carbon alternatives to driving alone) which converted to a cash benefit. The program served all three Auraria institutions, CU Denver, MSU Denver, and the Community College of Denver, and **this case study brings their combined results together for the Auraria Campus**, over the program's three full active months, **February through April 2025**.

Across the program period, the three universities together logged **74,240 commute trips**, averaging roughly **613 active commuters per month**. More than three of every four logged trips used an alternative mode: **75.9% alternative versus 24.1% drive-alone**. Transit anchored how students reached campus, and its campus-weighted share of logged trips **climbed through the term to 63.2% by April**, while drive-alone trips fell from about 26% to 21% over the same window.

An end-of-program survey returned **212 completed responses** across the three universities, yielding a **Net Promoter Score of 56**, a strong result. 68% rated the program a 9 or 10 out of 10; 81% said the incentives drove at least some change in how they commute; and 68% preferred the Commutrics model over the higher-cost RTD pass options.

THE BOTTOM LINE

A relatively low per-student incentive produced measurable mode shift, high satisfaction, and rich campus-specific mobility data, all in one semester. When presented with alternatives, a majority of surveyed students preferred the Commutrics model over higher-cost transit-pass options, making a clear case for continuing and scaling the program at the Auraria Campus.

How the program works.

CLIENT	the Auraria Campus
CAMPUS	Auraria Campus, Denver, Colorado
STUDY SCOPE	All three Auraria universities (CU Denver, MSU Denver, CCD)
SOLUTION PROVIDER	Commutrics
FUNDING SOURCE	CDOT, Office of Innovative Mobility
REPORTING PERIOD	February – April 2025
PROGRAM ACTIVE	Mid-January – mid-May 2025
ACTIVE COMMUTERS	~613 / month (Feb–Apr)
REWARD CONVERSION	100 points = \$1

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 student, and a single dashboard for the campus.









- 01 Sign up & plan.** Students enroll with a campus email and set up a typical weekly commute plan.
- 02 Log trips, earn points.** Students record commute modes via web, mobile app, or automatic trip detection. *See Section 03 for the full point structure.*
- 03 Convert to rewards.** Points convert automatically to monetary benefits, redeemable via gift card, bank transfer, or Venmo.
- 04 Compete monthly.** Monthly rankings and prizes layer competition and recognition on top of the base incentive.
- 05 Match & share rides.** Built-in carpool matching helps students find shared-ride partners on and beyond campus.
- 06 Insights drive optimization.** Real-time dashboards track participation, mode share, emissions, and cost savings for campus planners.

How the program rewards the right trips.

Points per trip by mode, the cash conversion, monthly prizes, and the outreach that drove sign-ups.

Points per Trip by Commute Mode

Higher-impact modes earn more points. The Spring 2025 structure rewarded transit and Park & Ride most heavily, with walking and biking close behind, carpooling and EV driving in the middle, and a small allotment for driving alone to keep every commuter engaged and logging. Points convert to a cash benefit; see the conversion below.

 35 Bike PTS / TRIP	 35 Walk PTS / TRIP	 60 Transit PTS / TRIP	 25 Carpool PTS / TRIP
 60 Park & Ride PTS / TRIP	 15 EV / Hybrid PTS / TRIP	 0 Telecommute PTS / TRIP	 10 Drive alone PTS / TRIP

CONVERSION RATE

100 pts = \$1

Points accrue with every logged trip and convert automatically to a cash benefit.

REDEMPTION

3 ways

Credits redeem via **gift card** (no fee), **bank transfer**, or **Venmo** (5% fee on the latter two).

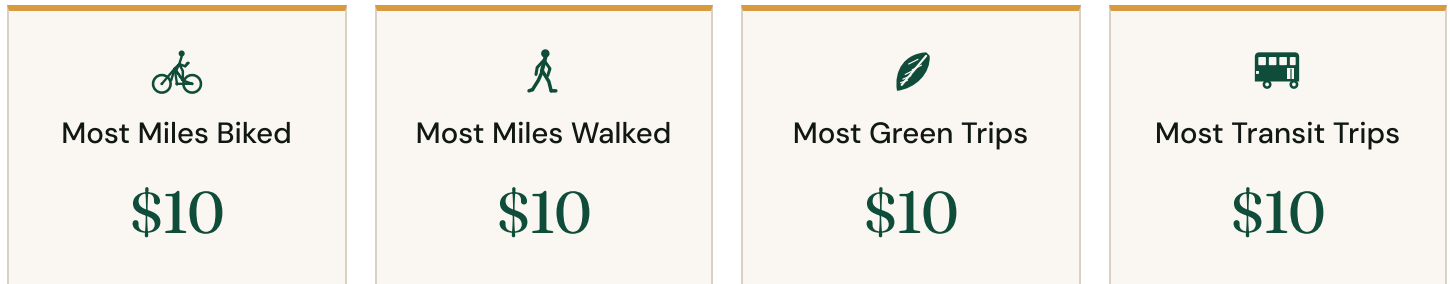
ENGAGEMENT

10 tabling

Ten tabling sessions and two campus events in Spring 2025, reaching ~75 students per tabling event on average.

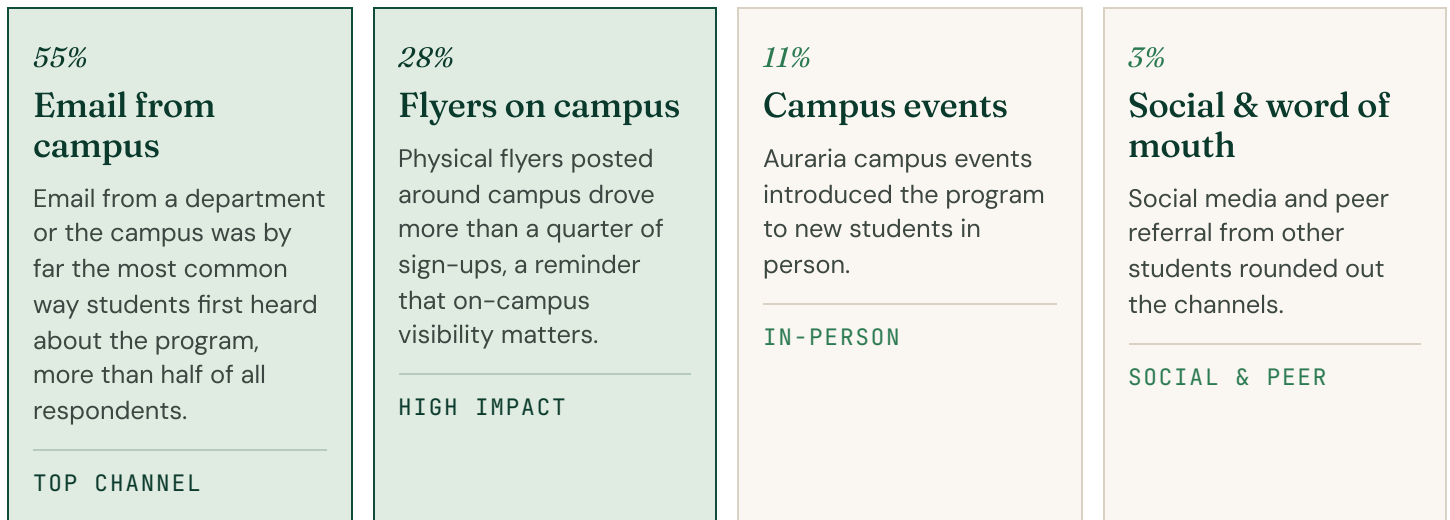
Monthly Rankings & Prizes

Monthly leaderboards and prize categories celebrated top performers across different commute behaviors, a gamification layer that several students cited as a motivator.



How Students Discovered the Program

Direct campus communication drove enrollment. Email and flyers were the two leading channels, a reminder that both digital and physical promotion matter on a commuter campus. Share of 212 survey respondents across the three universities.



A semester of steady, sustained participation.

Across February through April 2025, the Auraria Campus sustained a consistent base of active commuters logging trips on the platform, with participation powered by on-the-ground outreach rather than incentive increases: tabling sessions, campus events, and direct email all fed a steady stream of sign-ups across the spring term. The result was a stable cohort of roughly 613 active commuters per month across the three universities whose logged trips shifted steadily toward transit and other alternatives.

TOTAL TRIPS LOGGED	ALT-MODE TRIPS LOGGED	SOV TRIPS LOGGED	TRANSIT MODE SHARE	ACTIVE LOGGERS / MONTH
Program period:	Share: 75.9%	Share: 24.1%	by term end:	Feb: ~627
74,240	56,351	17,889	63.2%	~613
▲ all modes	▲ program-period	▼ of all trips	▲ campus-weighted	Apr: ~605

WHY THIS MATTERS

A stable base of active commuters logging trips month after month, without raising incentives, is the hallmark of a program that is finding product-market fit. Participants deepened their logging habits and shifted trips toward transit and active modes as the semester progressed, and the program's visibility through tabling, events, and peer referral did the recruiting work. The trajectory points to meaningful headroom for a sustained, campus-wide offering across all three universities.

The campus outcome, three ways

The program-period results expressed as the share of trips, the monthly trend, and the cohort behind them.

ALTERNATIVE-MODE TRIPS	TRANSIT SHARE BY APRIL	WOULD KEEP USING IT
75.9%	63.2%	68%
56,351 of 74,240 logged trips used transit, walking, biking, carpooling, or another alternative mode, against 17,889 drive-alone trips, about one in four.	Campus-weighted transit share climbed through the term, reaching 63.2% of logged trips by April as logging habits and rewards accumulated.	68% of survey respondents rated the program a 9 or 10 out of 10, producing a campus Net Promoter Score of 56.

How the Auraria Campus gets to campus.

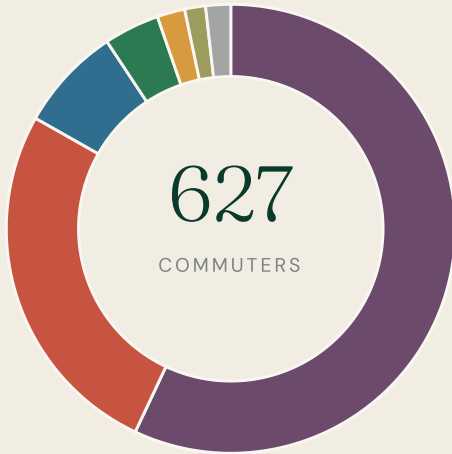
The February–April 2025 commute footprint, trip by trip.

Mode Share: March & April 2025

How Auraria Campus students actually traveled to campus, based on trips logged on the platform. Transit was the dominant mode on this transit-rich downtown campus, and its share grew from March to April while drive-alone trips fell.

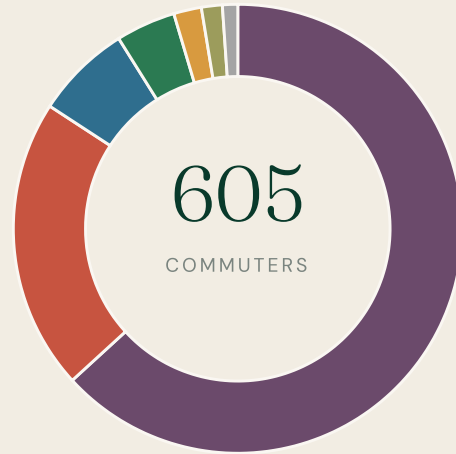
February Mode Share

~627 ACTIVE COMMUTERS, LOGGED TRIPS



April Mode Share

~605 ACTIVE COMMUTERS, LOGGED TRIPS

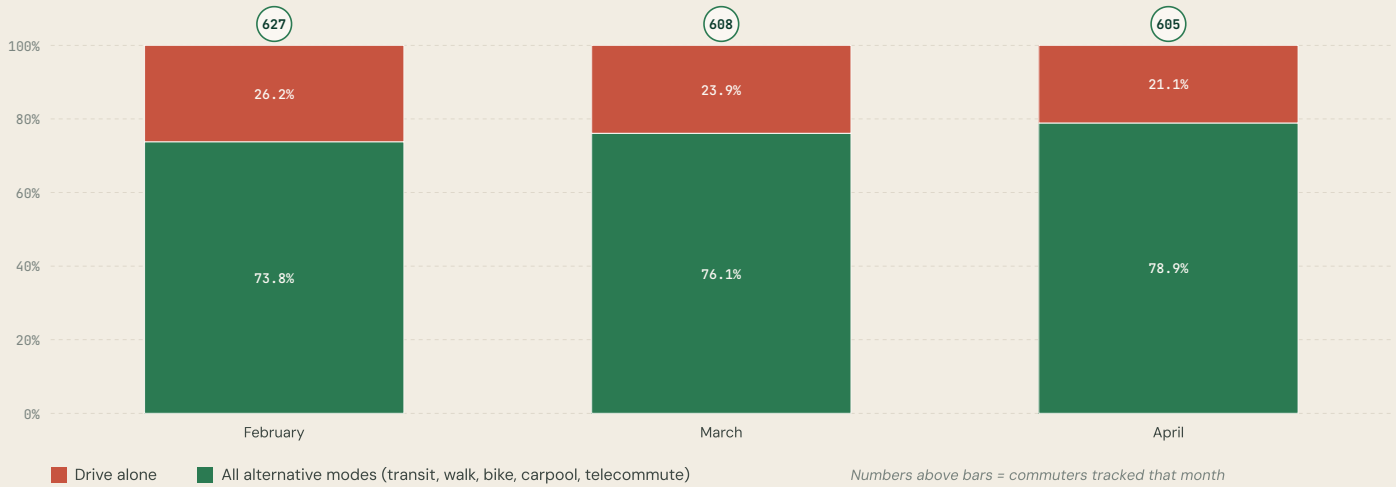


■ Transit	57.0%	■ Drive	26.2%
■ Walk	7.5%	■ Bike	4.0%
■ Carpool	2.0%	■ Telecommute	1.5%
■ Other (CM)	1.8%		

■ Transit	63.2%	■ Drive	21.0%
■ Walk	6.9%	■ Bike	4.3%
■ Carpool	2.0%	■ Telecommute	1.5%
■ Other (CM)	1.1%		

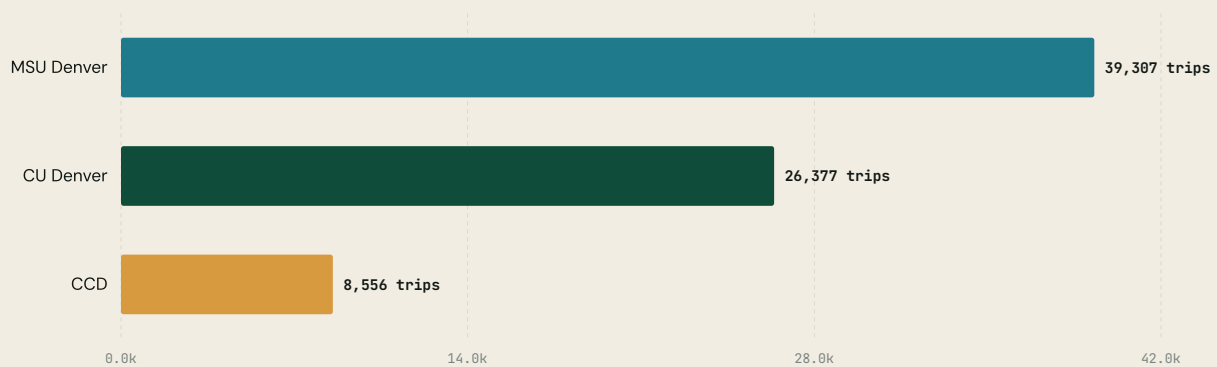
Monthly Mode Share: Feb to April 2025

Campus-weighted transit share of logged trips climbed through the term while drive-alone fell from about 26% in February to 21% in April. Numbers in circles show monthly active commuters across the three universities.



Logged Trips by University

How the 74,240 logged trips break down across the three universities. MSU Denver and CU Denver drove the bulk of program volume, with the Community College of Denver adding a focused, high-intensity cohort.



READING THESE CHARTS

The mode-share figures describe trips, not people, since most students used a mix of modes across the semester. The consistent signal across every view is the same: transit anchors how the Auraria Campus gets to campus, alternative modes carry more than seven of every ten trips, and driving alone declined as the semester went on.

The campus return on participation.

VEHICLE MILES AVOIDED

500K+

Roughly 500,000 vehicle miles not driven across the three universities over the program period. Every alternative-mode trip eases congestion on the routes into the Auraria Campus.

CO₂ EMISSIONS PREVENTED

415K kg

About 415,000 kg of avoided carbon from shifting trips out of single-occupant vehicles, advancing the campus's sustainability commitments with measurable evidence.

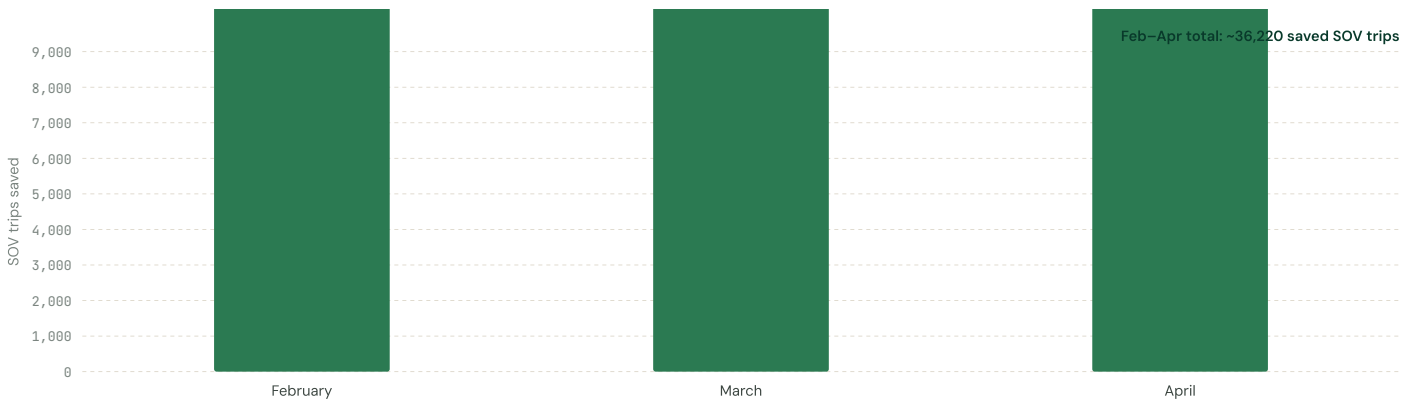
COMMUTER COST SAVINGS

\$648K+

Out-of-pocket savings on fuel, fares, parking, and wear that students across CU Denver, MSU Denver, and CCD kept in their pockets, a tangible affordability win at a relatively low program cost.

Monthly Saved SOV Trips: Feb to April 2025

Each saved single-occupant-vehicle trip is a car kept off the road into campus. Saved SOV trips peaked in April, the program's strongest month.



HOW THESE FIGURES ARE CALCULATED

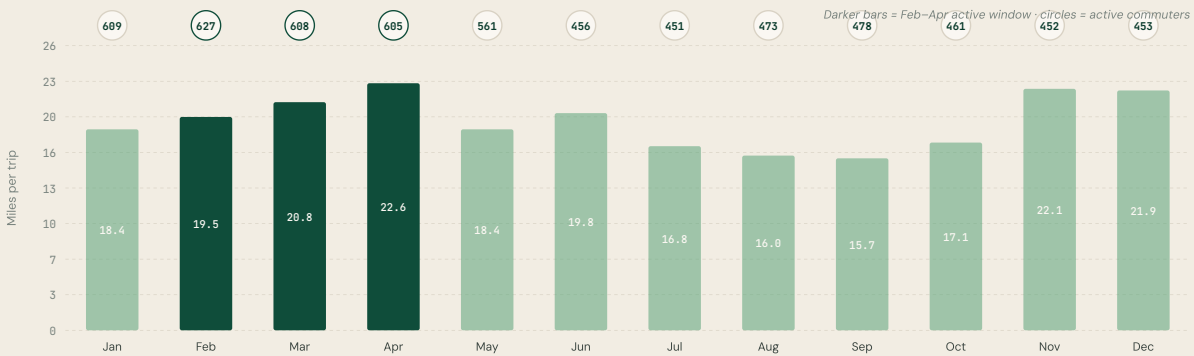
The avoided-mile, CO₂, and cost-savings totals above are computed by the Commutrics Impacts dashboard directly from the trips logged over the program period, using vehicle emission and cost factors, distance, traffic, and parking data, among other inputs. They reflect the program's measured impact on the platform. The mode-share and survey results elsewhere in this study are reported for their specific windows as labeled.

How far Auraria Campus students travel.

Distance is where the environmental payoff lives: the longer the trip shifted, the greater the return.

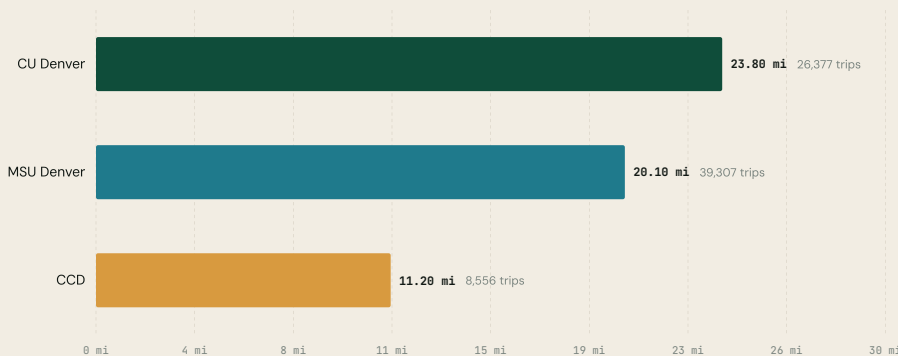
Average Commute Distance per Trip, by Month

Average one-way logged trip distance held in the 19–22 mile range across the active months, peaking at 21.7 miles in February, meaning each shift away from driving alone displaced a substantial car trip. Numbers in circles show active commuters that month.



Average Distance by University

Average one-way trip distance differs sharply by school: CU Denver and MSU Denver students travel roughly twice as far as CCD students, so each shifted trip avoids more miles. Bars show each university's average miles per trip; the count is its total logged trips.



WHY DISTANCE MATTERS

The highest-volume category is transit-and-walk, with over 4,000 trips averaging 22.4 miles, while the single longest trips are drive-alone at 39.8 miles. Because environmental and cost savings scale with distance, the program's highest-value outcome is converting those long solo car trips, and the data shows transit and combined transit-and-walk trips already carrying that load across thousands of trips.

Strong logging habits, and a clear ask for reminders.

How Auraria Campus students engaged with the platform during the program.

60%

Logged trips **regularly**

57 of 95 respondents · 94% logged at least sometimes

74%

Used **RTD** bus or light rail

The most-used mode; 55% also walked

44%

Prefer the **website** for logging

42% prefer the app; 14% use both

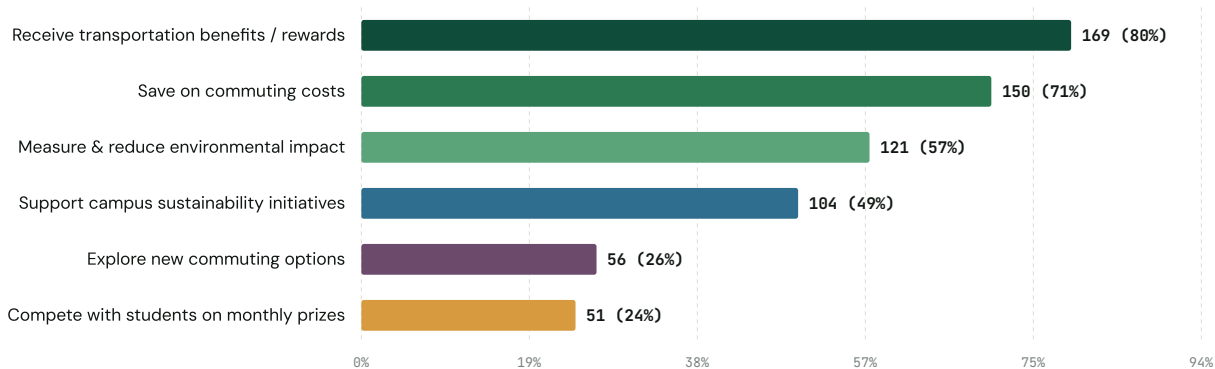
52%

Combined **walk + RTD**

Mixed-mode commuting was common

What Drove Participation

Why Auraria Campus students said they joined the program (multi-select, 95 respondents). Rewards and cost savings led, with environmental awareness motivating more than half.



THE clearest improvement request

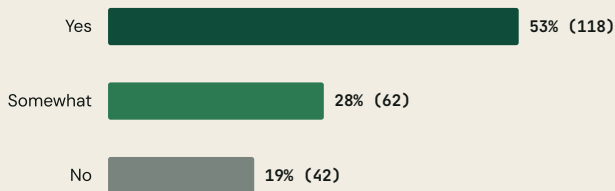
Logging discipline was strong, with nearly all respondents logging at least occasionally, but the single most common request across open comments was simple: **reminders to log trips**. Students described forgetting before the weekly window closed and asked for push notifications, email nudges, and more reliable automatic trip tracking. It is the highest-leverage, lowest-cost fix for capturing even more eligible trips.

What Auraria Campus students are saying.

End-of-Program Survey · 212 respondents across three universities · April–May 2025

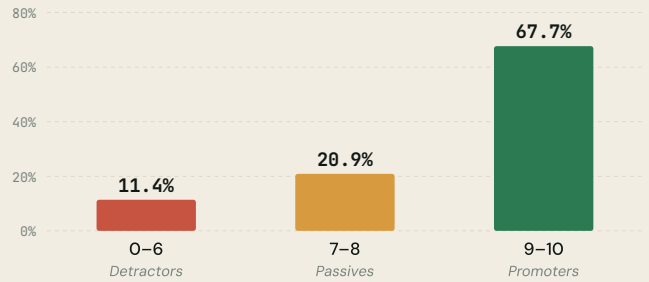
Did the Incentives Change Behavior?

Asked whether the monetary incentives encouraged them to change how they commute, 53% said yes and another 28% said somewhat, for roughly **81% reporting at least some behavior change**. The 19% who reported none were largely committed transit users or walkers already.



Likelihood to Recommend

A strongly Promoter-skewed distribution. 68% of respondents rated the program 9 or 10 out of 10, producing a **Net Promoter Score of 56**, a strong campus-wide result with an average rating of 8.7 / 10.



Satisfaction & Intent: Survey Self-Report

How respondents across the three universities describe their relationship to the program.

68%

Rated the program a **Promoter**

9 or 10 of 10 · NPS 56

71%

Joined to **save on costs**

150 of 212 respondents

81%

Incentives drove **real change**

"Yes" or "Somewhat", 180 of 222

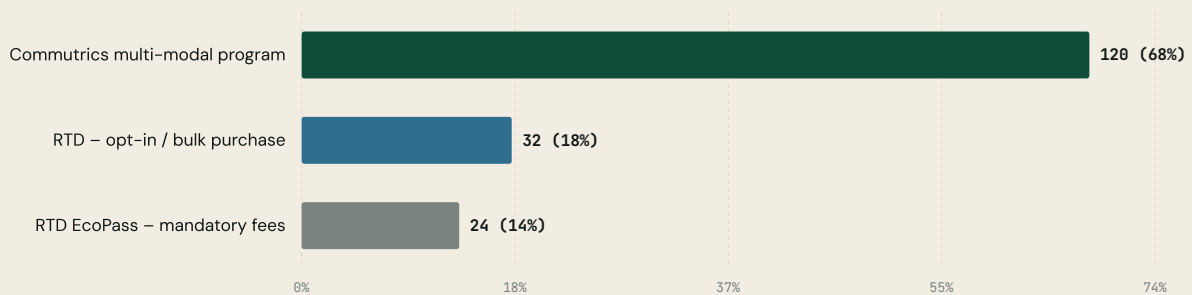
68%

Prefer the **Commutrics** model

Of those choosing a program · 120 of 176

Which Program Would Students Support?

Asked which of three potential campus transportation programs they would support, respondents across all three universities clearly preferred the Commutrics multi-modal model (\$125/student/semester) over the higher-cost RTD pass options (\$250). Share of the 176 respondents who selected a program.



Common Themes

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

MINDSET SHIFT

Awareness of choices & impact

The most common theme. Even students whose mode mix didn't change reported becoming more conscious of their commute's cost and environmental footprint, and the alternatives available to them.

BEHAVIOR CHANGE

More carpooling, transit & biking

Carpooling came up again and again, with many students riding with friends and family, alongside choosing the light rail, the bus, and biking over driving, with the rewards repeatedly cited as the nudge.

BARRIERS

Transit reliability, distance, remembering to log

Transit travel times and reliability, long distances from home, schedules that don't fit transit, and forgetting to log before the weekly window closed came up repeatedly as the things keeping students from going further.

NOTABLE FINDING: COMMUTRICS IS THE PREFERRED MODEL

When asked which transportation program they would support, **68% of respondents who chose one preferred the Commutrics multi-modal model**, ahead of an RTD opt-in/bulk pass (18%) and a mandatory-fee EcoPass (14%). Students across all three universities valued rewarding every mode, not just transit, and several pointed to the cost of the existing RTD pass. Some proposed a hybrid: keep Commutrics and add an opt-in transit pass for heavy transit users, or a discount on the college pass for active participants.

In Their Own Words

Direct quotes from students across CU Denver, MSU Denver, and CCD, lightly edited for length.

“

It worked very well for me. It's the best thing that ever happened in my life.

CCD STUDENT

“

The program helps me with a portion of my gas money since my friends and I carpool with each other, and I feel like I'm being rewarded for my daily actions.

MSU DENVER STUDENT

“

I love that this program exists. Not only have I planted two trees through my commuting, but I've made roughly thirty bucks with it.

MSU DENVER STUDENT

“

I liked the monthly ranks and prizes. They inspired me to use public transit more, since I would get more points.

CU DENVER STUDENT

“

Using the bus, the rail, and walking helps me every day to enjoy the weather and connect with lots of people while I travel.

CU DENVER STUDENT

“

I used to drive to campus most of the time, but now every trip to campus is on the RTD light rail, and I walk or bike the rest.

CU DENVER STUDENT

“

It made me realize how different modes of transportation have big impacts on the environment.

CU DENVER STUDENT

“

I really liked how easy it was to self-report my trips. I also appreciate the money incentive, especially as a college student who is struggling.

CCD STUDENT

“

I started carpooling to school every single day. It made me feel good about choosing a different way to drive, and trying to do something small to help.

MSU DENVER STUDENT

“

It made me more excited to use my bike! And I varied my transportation more often when I saw the options laid out.

MSU DENVER STUDENT

10

IN SUMMARY

Final program highlights.

The Spring 2025 results across the three universities of the Auraria Campus, at a glance.

75.9%

Alternative-mode trips

56,351 of 74,240 logged trips used transit, walking, biking, or carpooling, against 17,889 drive-alone.

63.2%

Transit share by April

Campus-weighted transit share of logged trips, rising through the term as drive-alone fell.

56

Net Promoter Score

From 212 respondents across the three universities, averaging 8.7 out of 10.

\$648K+

Commuter cost savings

Out-of-pocket savings on fuel, fares, parking, and wear kept in students' pockets.

415Kkg

CO₂ emissions prevented

Avoided carbon from shifting trips out of cars, alongside roughly 500,000 vehicle miles avoided.

68%

Would recommend it

Rated the program a 9 or 10 out of 10, and 68% preferred the Commutrics model over RTD pass options.

Four ways to scale across the campus.

The pilot proved demand. These are the program models the Auraria Campus could adopt for a permanent offering serving its ~19,000 on-campus students.

Building on the Spring 2025 results, the Auraria Campus is weighing four potential models for a standing transportation program. Two extend the **Commutrics multi-modal rewards** approach at different price points; two are **RTD transit-pass** options. The table below compares them side by side, including the pros and cons of each.

	Commutrics Multi-Modal <i>Option 1</i>	Commutrics Multi-Modal <i>Option 2</i>	RTD Pass <i>Mandatory</i>	RTD Pass <i>Opt-in / Bulk</i>
Fee / student / sem	\$125	\$15	\$250	\$250
Total funding (~19,000 students)	\$2.375M	\$285K	\$4.75M	Variable
Share to student benefits	\$2.225M (94%)	\$268K (94%)	Transit pass	Transit pass
Modes rewarded	All modes	All modes	Transit only	Transit only
Transit coverage	Unlimited, up to 5 days/week	Reduced transit cost	All trips	All trips
Carpool matching	✓	✓	–	–
Mobility data & analytics	✓	✓	–	–
Who pays	All students	All students	All (mandatory)	Opt-in only
Pros	Rewards every mode; funds 3 student outreach roles; measures reductions in CO ₂ , vehicle miles, SOV trips, and parking demand; students receive most of the program cost back as benefits, and any unused funds roll over to the next semester, students never lose the fee they paid	Same multi-modal rewards at the lowest cost; cuts transit cost; funds 1–2 student outreach roles; measures reductions in CO ₂ , vehicle miles, SOV trips, and parking demand; students receive most of the program cost back as benefits, and any unused funds roll over to the next semester, students never lose the fee they paid	Covers all transit trips; easy to integrate	Covers all transit trips for students who opt in
Cons	Mid price point	Smaller rewards budget per student	Transit only; all students pay regardless of use; no mobility data; bulk-price risk	Net-loss risk; admin & labor to manage passes; not cost-effective for many; transit only

The Commutrics multi-modal model.

How the two Commutrics options reward every sustainable trip, and where the money goes.

Points per trip by mode

The \$15 option keeps the pilot's structure and raises every reward by **50%**; the \$125 option uses a richer per-day structure. Points convert to a cash benefit (1,000 points = \$10).

COMMUTE MODE	PILOT pts / trip	\$15 PROG. pts / trip	\$125 PROG. pts / day
Public Transit	60	90	550
Park & Ride	60	90	550
Carpool	25	38	90
Bike / e-bike / scooter	35	53	90
Walk	35	53	90
Drive electric / hybrid	15	23	30
Drive alone	10	15	20
Telecommute	0	0	-

\$15 program = pilot points +50% (per trip). \$125 program rewards once per mode each commute day.

Where the funding goes

Both options send the large majority of funding straight to student benefits.

\$125 / student / sem

Total **\$2,375,000** · unlimited trips, up to 5 days/week

Student benefits **\$2,225,000** · **93.7%**

Platform & features **\$100,000** · **4.2%**

Marketing & outreach **\$50,000** · **2.1%**

\$15 / student / sem

Total **\$285,000** · budget-friendly

Student benefits **\$268,000** · **94.0%**

Platform & features **\$12,000** · **4.2%**

Marketing & outreach **\$5,000** · **1.8%**

WHY THE COMMUTRICS MODEL STANDS OUT

At a fraction of the cost of an RTD pass, the multi-modal model rewards **every** sustainable choice, transit, carpool, bike, walk, scooter, and telecommute, not just transit. It adds carpool matching and campus-level mobility analytics, and only directs spend toward trips students actually log, making it the most cost-effective route to campus sustainability goals.

“The program helps me with a portion of my gas money since my friends and I carpool with each other, and I feel like I’m being rewarded for my daily actions.”

AURARIA CAMPUS PARTICIPANT · END-OF-PROGRAM SURVEY

75.9%

Trips by an alternative mode

56,351 alternative-mode trips against 17,889 drive-alone across the three universities.

63.2%

Transit mode share by April

Campus-weighted transit share of logged trips, climbing through the term.

56

Net Promoter Score

From 212 respondents across CU Denver, MSU Denver, and CCD.

Commutrics

Transportation Demand Management, made measurable.

CASE STUDY

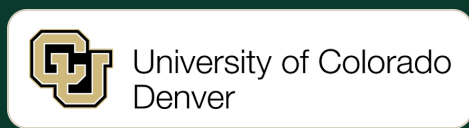
Prepared for
Auraria Campus, CU Denver,
MSU Denver & CCD

Reporting period
February – April 2025

QUESTIONS?

Reach out to your Commutrics account team for clarifications, deeper data cuts, or planning support, including per-university breakdowns for CU Denver, MSU Denver, and CCD.

THE THREE UNIVERSITIES



PROGRAM PARTNERS

