Example Proposal

What is the problem?

Parkway Commute wishes to understand the carbon footprint of its employees so that it can make planning decisions to reduce carbon emissions.

Who is the company and what do they do?

Parkway Commute is a company which assists businesses in planning commutes for their employees. They often trial their proposed solutions on their own company first before deploying solutions member-wide. Businesses engage Parkway Commute's services to plan extra commuting options (such as specialised bus routes, van routes etc.) to enable companies to reduce their carbon footprint and traffic congestion. While they consult on this they do not have the technical expertise required to build the software tools that they utilize.

What is your proposed solution?

To create a piece of software that will allow Parkway Commute to explore their survey data by company and by individual. The software will compute carbon emissions for each employee. In addition, it will display trips by suburbs/location to determine high density commutes to enable decision making around Parkway Commute supplied carpooling.

What are the tangible and intangible benefits?

Tangible:

- Parkway Commute's current carbon footprint of 29tCO_2 will be reduced by 10tCO_2.
- Reduction for company supplied car parks. There are 50 current car parks' cost $750/year each, expected reduction of 50% i.e. total cost reduced by $18,750.00.
- Van hire can be organized with CommuterHire for $50/day, at an estimated need of 10 vans this only costs $500. Investment can be found from reduced car park needs i.e. at zero cost.

Intangible:

- Improved commuting experience for employees will make them more productive and more keen to come into work.
- Cleaner image for Parkway Commute.
- Will improve the environment of the city.
- Calculations above have been done manually, the tool will allow for calculations to be done on the fly and updated as employee requirements change.