



Top Ten Tips for Effective Regional Telework Programs

Unlocking the Mystery of Telework
for Metropolitan TDM Managers

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MWCOG

Top Ten Tips for Effective Regional Telework Programs



The Telework Resource Center Holds the Key

- ◆ The TRC is part of Commuter Connections, a regional TDM program coordinated through the Metropolitan Washington Council of Governments

The Telework Resource Center Holds the Key



Telework Resource Center

- ◆ The TRC provides information and assistance in implementing employer-based telework programs including:
 - Information packets
 - Videos
 - Seminars
 - Case Studies from demonstration projects
 - Sample telework policies and agreements
 - Information on 17 regional telework centers

Telework Resource Center



History is a Key to the Future

- ◆ In January 1997, COG conducted six focus groups with key decision makers from public, private, and non-profit organizations in the Washington Metropolitan region.
- ◆ Approximately 40 employers with and without telework programs participated in these focus groups.
- ◆ Employers expressed a strong need for reliable, objective information on the effects of telework on organizations similar to their own.

History is a Key to the Future



History (continued)

- ◆ COG staff worked with the Telecommuting Ad-Hoc Group to develop criteria outlining the responsibilities of selected sites, consultants associated with the project, and COG.
- ◆ Eight applicants were accepted into the program. Five were located in Virginia, two in Maryland, and one in the District of Columbia


History (continued)



History (continued)

- ◆ Total budget based on actual expenditures was \$397,600
 - \$242,600 for telework consulting services
 - Ranged from \$14,400 to \$70,000 per site, with the average cost being \$30,000 per site.
 - \$140,000 for measurement & analysis consulting services
 - \$15,000 for a facilitator to conduct four discussion groups with the telework coordinators.
- ◆ Project funding was provided through the TRC's Fiscal Year 1997 and 1998 budgets


History (continued)



Telework Demonstration Project Sites

<p>The Acacia Group Diversified Financial Services Organization</p>	<p>Southern Management Corporation Residential community management company</p>
<p>BDM International Fortune 1000 multinational information technology company</p>	<p>Unisys Corporation Federal information management and services contractor</p>

Telework Demonstration Project Sites



Telework Demonstration Project Sites

<p>The Marasco Newton Group Management, I.T. and environmental consulting group</p>	<p>Unisys Outsourcing Provides technical, business process, and operations outsourcing services</p>
<p>Maryland Department of Transportation</p>	<p>United Planning Organization Community action and human services non-profit organization</p>

Telework Demonstration Project Sites



Keys to Success

- ◆ The Telework Resource Center partners with:
 - Local jurisdiction employer outreach personnel
 - Federal agencies
 - The Mid-Atlantic Telecommuting Advisory Council
 - Area Chambers of Commerce
 - The Commonwealth of Virginia (Telework!VA)
 - The State of Maryland (Telework Partnership with Employers)

Keys to Success



Key Facts

- ◆ A recent survey indicates that 15% of workers now telecommute in the Washington metropolitan region at least occasionally
- ◆ 28% of private sector employees working at firms with 1000 or more employees would telework if their companies implemented a program
- ◆ 88% of teleworkers in the Washington metropolitan region work from home

Key Facts



Telework is the key to successful business strategies

- ◆ The Metropolitan Washington Council of Governments administers the **Telework Partnership with Employers Program (TPE)** and **Telework Virginia** to encourage employers to participate in telework initiatives in their organizations.
- ◆ The TPE offers free professional telework consulting services to Maryland employers to encourage them to start a telework program.

Telework is the key to successful business strategies



Keys to successful business strategies (continued)

- ◆ **Telework Virginia** is offered to companies and non-profit organizations in Northern Virginia with 20 or more employees. Companies can receive up to \$3500 per employee over 2 years to pay for the cost of establishing a telecommunications link to the primary office.

Keys to successful business strategies (continued)



Education is Key

- ◆ Commuter Connections offers free telework seminars to federal and private sector employers each spring.
- ◆ Four seminars were offered in 2002 and five will be offered in 2003.
- ◆ These seminars are held in Maryland, Virginia, and in the District of Columbia.
- ◆ The total attendance for the 2002 seminars was 107 employer representatives.
- ◆ Federal and private sector employers participated in the seminars.

Education is Key



Marketing is Key

- ◆ The Metropolitan Washington Council of Governments works with telework center directors to market the network of 17 telework centers in the region
- ◆ COG has provided professional consulting services to selected employment sites in exchange for being able to use the organizations as local case study examples.
- ◆ Radio advertising helps promote the telework centers, home-based telework, and the employer telework seminars

Marketing is Key



Key to the Future

- ◆ A positive outlook exists for telework, provided that ample training is provided to company/agency decision makers.
- ◆ Public relation stories regarding increases in productivity and quality of life will help create an awareness for telework
- ◆ Telework is one of the most effective ways to reduce congestion and pollution

Key to the Future



Key to the Future (continued)

- ◆ COG research has shown that most teleworking starts from the bottom up. Most employees reported that telework started within their organization in response to a specific employee need or a particular problem in a department or location.

Key to the Future (continued)



For More Information

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For More Information