

10 Tips for Effective Regional Telework Programs

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10 Tips for Effective Regional Telework Programs

Who we are?



- ✓ **Regional Transit Agency**
- ✓ **Also Rideshare Agency**
- ✓ **Mandatory Trip Reduction for 50+**
- ✓ **Vanpools, Bus Services, Rail Coming '06**
- ✓ **3.1 Million People—Fastest Growing in US**

Who we are?

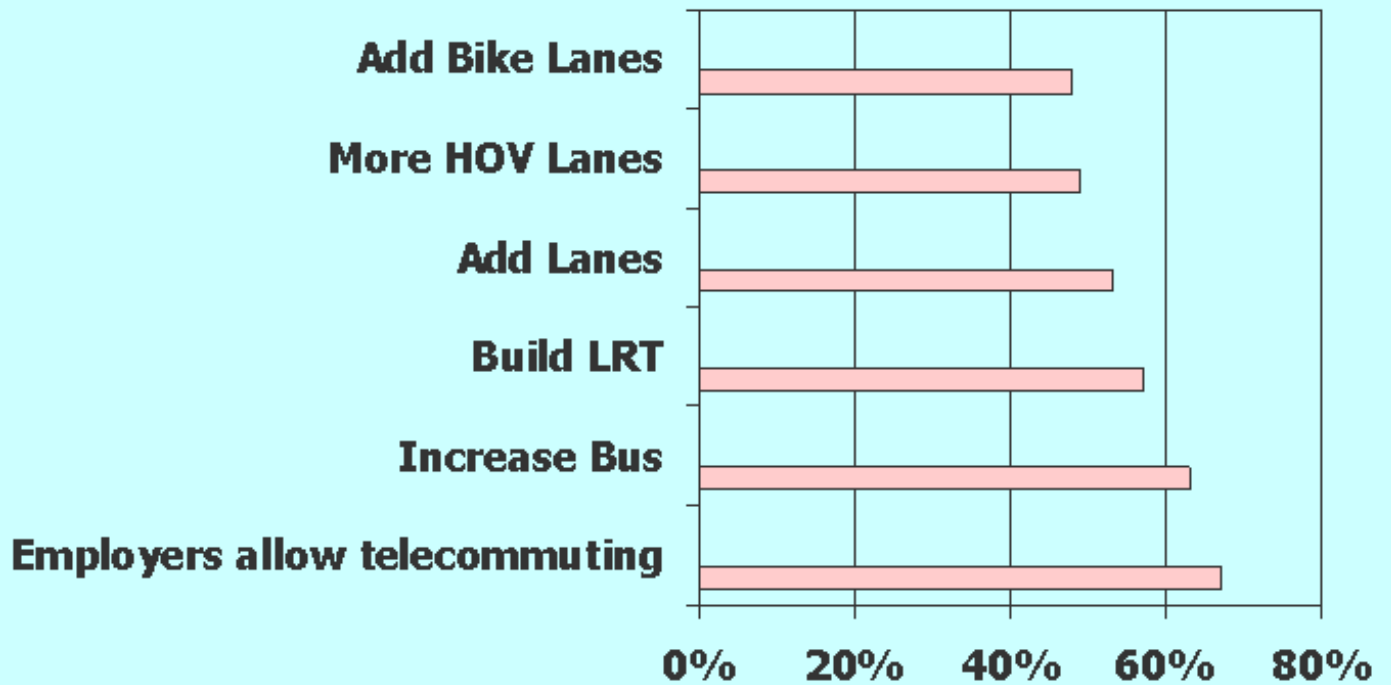
History in Arizona



- ✓ **1991: Launched Telework Marketing & Outreach Programs**
- ✓ **1992: 1-year Grant**
 - ↑ **Training & Marketing & Materials & Ads**
- ✓ **1999-Current: Lined up for \$300K / Yr.**
 - ↑ **Developed “New Full Service Consultant Approach”**

History in Arizona

Solutions Rated by Residents



Solutions Rated by Residents

Current Work Trip Mode Behavior

	<u>% Daily Trips</u>	<u>% People</u>
✓ SOV	75%	88%
✓ Carpool	11%	20%
✓ Bus	2%	4%
✓ Telework	4%	8%
✓ Bike/Walk (ea)	5%	9%
✓ CWW	<u>2%</u>	<u>11%</u>
Total AMU	27%	35%

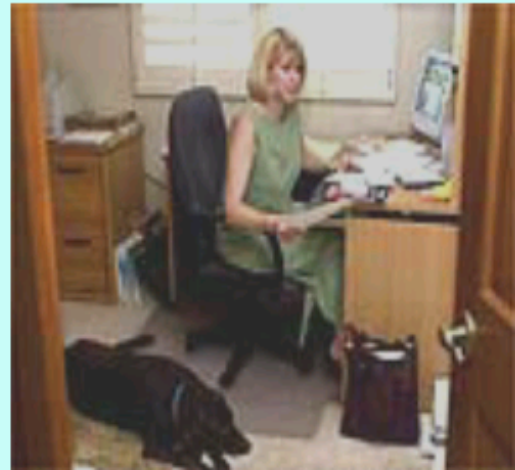
Telework: regular & occasional 12-15% 2 yrs.

Current Work Trip Mode Behavior

Why Telework Works

At Home, Locally:

- ✓ 73% have PCs
- ✓ 83% of employed have PCs
- ✓ 86% of Employed who have PCs have access to the Internet



The Arizona Republic

Why Telework Works

Market-Top Down Key

- ✓ **Quarterly Newsletter to CEOs & TCs**
- ✓ **Annual Solicitation of Services**
- ✓ **Quarterly Workshop Forums**
 - ↑ **Follow up with Leads**
- ✓ **Account Rep Marketing & Identif.**
- ✓ **Peer to Peer Meetings or Referral by a Successful Firm to Colleague**

Market-Top Down Key

Market to Potential Employees- Bottoms Up!

- ✓ **“How to Sell Your Boss” Kit**
- ✓ **Send Articles to Chambers,
Industry/Employee Grps, Water Bills**
- ✓ **Cable TV Programs/Interviews**
- ✓ **Press Releases & Guest Editorials**

Market to Potential Employees-Bottoms Up!

Never Enough Marketing

- ✓ **Sponsor Regular Trainings**
- ✓ **Provide Resources on Web & Manual– Samples of Everything**
- ✓ **Ads in Corporate Pubs**
- ✓ **Track CEO or TC/contact changes**

Never Enough Marketing

Valley Telework Project Offers

- ✓ **Fast Paced/Compressed Time Frame**
- ✓ **Provide Connectivity Assessment & Options**
- ✓ **Endorsed by Governor**
- ✓ **Assist Set-up or Expansion by FREE Consultant Team**

Valley Telework Project Offers

Top 10 Tips for Success

- 10. Gain Top Level Commitment**
- 9. Locate a Cheerleader- Help them sell mgt.**
- 8. Involve Key Departments**
- 7. Develop Policies & Agreements**
- 6. Develop Formal Selection Process**

Top 10 Tips for Success

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- 5. Provide Manager & Teleworker Training**
- 4. Evaluate and Monitor**
- 3. "Institutionalize" Within Org- so after you leave...**
- 2. Expand and Promote**

And #1 Tips is:

Gain / Re Gain Top Level Commitment

Top 10 Tips for Success

For More Information Feel Free to Contact

"There's No Place Like Home"



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