Telecommuting Program
Tools of Change
Webinar
March 19, 2010

The Washington DC Metropolitan Region

Approximately
3,000 square miles
4.5 million people
2.8 million jobs
Forecasted Growth

- The Washington region will add 1.2 million new jobs and 1.6 million new residents by 2030

Source: Metropolitan Washington Council of Governments

What is Commuter Connections?

- Network of public and private transportation organizations administered, including the Metropolitan Washington Council of Governments (COG), state funding agencies, and local organizations, that work together to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile.
What is Commuter Connections?

- Funding is provided through the three state departments of Transportation in the District of Columbia, Maryland, and Virginia.
- Federal funds also provided through the US Department of Transportation.

The program is administered through COG’s National Capital Region Transportation Planning Board (TPB), the designated Metropolitan Planning Organization (MPO) for the region.
COG and Telecommuting

Program activities:
- Late 1980’s - Pilot program reviews; Los Angeles County, SCAG; and Pilot Program start-ups – Arlington County, VA
- Early 1990’s:
  - Review and monitoring of Federal “Flexiplace Program”
  - Monitoring of Virginia’s Governor’s Advisory Task Force on Telework and Telecommuting
  - Monitoring of Maryland’s Economic Development Subcommittee of the Governor’s Information Technology sector.

TPB Adopts Telecommuting as a Transportation Emission Reduction Measure (TERM) in Sept. 1994 in the FY 95-00 Transportation Improvement Program (TIP)
- Transportation and Emission Impact Goals Set
COG and Telecommuting

- Employer focus groups and telework surveys.
- Telework information kits and videos.
- Telework information through the Commuter Connections Web site and kiosks.
- Telework seminars for employees (FY98 – FY01) and employers (FY98 – FY05).

COG and Telecommuting

- Marketing assistance to WMTC, a network of telework centers in the Washington region.
- Participation in MDOT’s TPE program and production of TPE video.
- TWVA Demonstration project launch
- E-Commute project
COG and Telecommuting

- Expanded Telecommuting TERM adopted (FY03 – FY05)
- Analysis of the effectiveness of the telework measure in meeting regional air quality goals.
  - Developed Framework Methodology for Telecommuting TERM
  - Accounted for overlap with analysis for TPE, TWVA, and E-Commute Projects

Regional TW - 1998-2007

- Number of regional teleworkers has grown substantially since 1998
  - 1998 – 250,000
  - 2001 – 290,000  +16% vs 1998
  - 2004 – 320,000  +28% vs 1998
  - 2007 – 456,000  +82% vs 1998
Impacts FY 2005-08

- 2004 regional teleworkers = 456,000
- COG Telework efforts accounted for 49,000 TW (11%)
  - Directly assisted – 44,000
  - Those assisted through Worksites – 5,000

Impacts FY 2005-08 (cont)

COG Daily Telecommuting Impacts:

- VT 21,866
- VMT 413,703
- VOC 0.211 T
- NOx 0.126 T
Cost Effectiveness FY 2005-08

Cost Effectiveness of Telecommuting TERM:

- $ per VT: $0.02
- $ per VMT: $0.01
- $ per VOC T: $3,036
- $ per NOx T: $1,813

COG and Telecommuting

Future Telecommuting TERM credits for regional transportation conformity:

- 2010 - NOx: .0969 tons/day
  - VOC: .0608 tons/day
- 2020 - NOx: .0417 tons/day
  - VOC: .0358 tons/day
- 2030 - NOx: .0352 tons/day
  - VOC: .0324 tons/day
Telecommuting Experience

What Worked
- Telecommuting Coordinator Training (with a sunset)
- Identifying Specific Organizational Outcomes
- Developing Metrics and Measurements Around the Outcomes

What Didn’t Work
- One Size Fits All Approach
- Fundamentals Training (after five years)
- Mass Mailings to Organization Executives (cold-calling)
Telecommuting Project Experience

Real Time Lessons from “Expanded Telecommuting” TERM

- Identify the impact of changes in social, business and technology for each organization
- Expand telework offerings to include flexwork in order to expand telework goals
- Offer modular and flexible workshops, consulting and tools to create action, not just learning
- Offer customized workshops

Telecommuting Project Lessons Learned

Ensure That Organizations See How Telework and Flexwork Support Their Business Models:
- Establish meaningful metrics!
- Managers listen to the executive staff
- Managers need a compelling reason to take on new competences required for Telework environment
Telecommuting Project Lessons Learned

Expand Offerings from Telework to Flexwork:

- Allows a higher level of participation,
- Increases return to organizations
- May impact traffic congestion, but not emission reduction

Telecommuting Project Lessons Learned

- Provide an On-line Roadmap of What’s Required to Design, Implement, Maintain and Expand a Successful Program
  - Help organizations identify where they are in the process
  - Enable organizations to see their needs and be prepared to help them fill those gaps
Telecommuting Project Lessons Learned

- Don’t ask them to start over, augment their existing program
- Create awareness around the challenges of informal programs

Telecommuting Project Lessons Learned

- The Value Perception of “Free” Resources is Low.
  - Share the investment and risk with organizations
  - Be flexible in identifying which resources organizations need and how to partner with them
Telecommuting Project
Lessons Learned

- Listen and Respond to Opportunities to move from Human Resources to the Operational areas of Organizations
- Be flexible in responding to the organizational resources and motivations

New Regional Direction for Telecommuting

- Increased Private Sector Involvement
- On-call Assistance Project
- Employer Case Study Development
- Social Media/Web
- Program evolving to local level
Questions?

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