

Telecommuting Ad-Hoc Meeting Notes
April 7, 2004
Room 2, First Floor
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E.
Washington, D.C.

Attendees:

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Rick Albiero rick@telecommutingadantage.com	TAG	415-609-9857
Nicholas Ramfos nramfos@mwcog.org	COG	202-962-3313
Danette Campbell dcampbell@mwcog.org	COG	202-962-3286

Introductions

The meeting was called to order at approximately 10:03 a.m. Ms. Campbell welcomed the group and asked all meeting attendees to introduce themselves.

Minutes of the January 7, 2004 Meeting

Ms. Mary Bray made a motion to approve the January 7, 2004 meeting notes. Ms. Pam Tucker seconded the motion.

Telework Virginia Update

Ms. Campbell gave a status report on the Telework Virginia pilot project to include the current number of participating companies and those companies that had expressed an interest in the project. She then introduced Ms. Pam Tucker of Telecommuting Inc. who presented a final report for USIS in PowerPoint format.

Ms. Tucker gave an overview of USIS and explained that the role of the telework champion is critical to the success of a telework pilot. She said that USIS experienced some remote access issues at the onset of their pilot program, but explained that those issues had been resolved.

Mr. Rehovich told the group that USIS had conducted extensive productivity studies to measure the success of the telework program and that some workers were teleworking as much as five days per week. He reinforced Ms. Tucker's statement regarding the necessity for a telework champion by saying that a champion is important when presenting the concept of telework to senior management.

Ms. Campbell introduced Ms. West of Clifton Gunderson who also made a PowerPoint presentation to the group. Ms. West was the chosen consultant for National Wildlife Federation.

Ms. West explained that the initial assessment for National Wildlife was done in February 2002. She said that the telework program had been well received and that Ms. Maria Litman had been quite helpful in helping to incorporate the telework pilot program. Ms. West added that there had been significant growth in the number of

workers participating in the telework program since the onset of the pilot program. She added that the culture at National Wildlife was receptive to change and attributed that, in part, to the success of the telework pilot.

Ms. Capelli of STI, Inc delivered the final Telework Virginia presentation. The company she reported on was GeoConcepts. Ms. Capelli began by introducing Ms. Vivian Lewis and Ms. Kristy Balwinski both from GeoConcepts.

Ms. Capelli stated that the telework pilot at GeoConcepts had the support of the company president that helped assure the success of the program. However, Ms. Capelli stated that obtaining the employer survey was difficult.

Ms. Lewis explained that the Telework Virginia Pilot Program had been a great asset to GeoConcepts and that the company was extending its telework program to company field workers. She said that the pilot is an excellent program for small businesses and added that GeoConcepts was securing a time extension from COG and would generate more teleworkers during that time.

The Telework Virginia portion of the agenda concluded with Ms. Campbell making presentations to each company and thanking them for their participation in the telework pilot.

Telework Resource Center Update

Ms. Campbell said that the following had taken place since the last Telecommuting Ad-Hoc meeting in January:

- Finalizing Employer Telework Workshops curriculum and conducting walk-through with consultant
- Employer Workshops have been conducted thus far on March 4, March 11, March 23:
 - Managing Teleworkers and Remote Teams
 - Choosing and Using the Right Telework Technology
 - Training Your Teleworkers for Anywhere, Anytime Performance
- Finalizing Telework Center Utilization Survey
- Moderating panel discussion for Montgomery County Government Telework event which included Discovery Communications, NIH, and City of Rockville
- Moderating Fairfax County Department of Rehabilitative Services Telework event, which included MHZ Networks, Calibre, and JDB Associates
- Meeting with Joint Venture to discuss telework opportunities in Prince George's County
- Attending the Workplace Excellence Awards ceremony at the University of Maryland
- Attending a kick-off meeting at Interstate Commission on the Potomac River Basin with the selected project consultant

- Attending the Telework Coordinators' meeting at OPM and presenting information on the Expanded Telework TERM
- Attending the Expanded Telework TERM Press Event at KPMG
- Continuing to make necessary edits to UXB and National Headstart final reports for the Telework Virginia pilot program

Ms. Campbell proceeded to give the results of the 2003 Employer Seminar Survey. She said that the Telework Resource Center had achieved a 19% response to the survey, with 7 responses received out of 37 surveys. 57% of respondents indicated that they have a telework program in place. 43% of respondents indicated the seminar was helpful to them. Those who responded negatively regarding their telework programs indicated that upper management support or lack thereof was considered critical to a program's success within their organizations (29% of respondents). One respondent indicated that they had no telework program due to opposition from upper management. Another survey indicated that although they have occasional telework, they have no management champion that would provide leadership to formalize a program. Suggestions for seminar improvement included having separate programs tailored for either existing telework programs or organizations new to telework. A seminar focused on telework in the federal government was suggested as well.

Expanded Telework TERM

Mr. Rick Albiero, Telecommuting Advantage Group, reported that the Expanded TERM goal is to recruit 52,000 new teleworkers by June 2005. He explained that TAG has contacted over 60 private organizations in the D.C. metropolitan area and added that eight companies have confirmed participation in the program including Northrup Grumman, Verizon Wireless and KPMG. Mr. Albiero stated that six additional organizations are currently in the process of obtaining approval to participate in the initiative. He explained that the "hit" rate is over 20 percent.

Mr. Albiero said that TAG and COG have recruited several government agencies including NIH from the federal side, and the City of Alexandria as a regional participant. He explained that public sector efforts for recruiting are currently underway. Mr. Albiero told the group that TAG is currently getting into the strategic elements of training and that has helped TAG gain access to many organizations.

Mr. Ramfos said that there is a better success rate with the public sector and that lack of federal participation may impair achieving the goals of this initiative by 2005.

Telecenter Surveys

Ms. Campbell explained that as in previous years, COG requested the assistance of the telework center directors in collecting data on telecenter utilization rates and on the travel patterns of teleworkers. The Telework Resource Center sent instructions and survey forms from Elham Shirazi, a consultant working on the Commuter Connections TDM Evaluation Project.

Ms. Campbell explained that the telecenter utilization form is designed to collect data on center reservations and use over a four-week period. The teleworker survey will collect information about the commuting patterns of telework center users over a one-week period.

Ms. Campbell said that the data collected in these two efforts would be used in MWCOG's regional TERM analysis of the Telework Resource Center. She added that the data would be aggregated for this use. Only the telecenter managers will have access to data on a center-by-center basis. Ms. Campbell told the group that there has been close to 100 percent participation from all of the telecenters in the past and that she looks forward to the same level of commitment this year.

Telework Center Update

Ms. Bray explained the sixty-day free trial offer to the group. She told the group that when visitors come to try out the centers, they usually stay and will sign up as regular users. However, she said that this time only twenty-three teleworkers took advantage of the free trial offer whereas, one hundred thirty participated last time.

Ms. Capelli asked if this is the best incentive to get people in the centers.

Ms. Bray responded by saying that this approach has been the most successful to date.

Other Business

Ms. Pam Tucker said that MATAC is participating in Clean Commute Month in conjunction with the Baltimore Metropolitan Council. As a means of supporting this initiative, MATAC will help sponsor an event entitled, "Sail Through the Commute", which will take place on May 21 at 3:00 p.m. The event will be held on the Clipper City, at the Inner Harbor, and will showcase Telework as part of the Clean Commute partnership.

Ms. Tucker told the group that the trip is being financed by sponsors in the region and should help promote Telework in the region.

With no other business to discuss, the meeting was adjourned at 11:57 a.m.

Note: The next meeting of the Telecommuting Ad-Hoc Group will be held on Wednesday, July 7, 2004, at 10:00 a.m. in Room 2, on the first floor at the Metropolitan Washington Council of Governments. Please contact Danette Campbell via email at dcampbell@mwkog.org if you would like to attend this meeting by conference call.

