

PROGRAM WORK ELEMENT 6132

METROPOLITAN WASHINGTON TELEWORK RESOURCE CENTER

FUNDS APPLICATION

TYPE OF EXPENDITURE	BUDGETED AMOUNT	APPLICATION
Direct Salaries of DTP Staff	\$113,228	2.1 full-time staff equivalent or 3,884 budgeted staff hours. (Includes temporary staff).
Direct Salaries Other COG Staff	\$2,000	Staff support from OPA.
Management and Administration	\$31,112	Based on 27% of all direct salary costs for this program in accordance with COG's Indirect Cost Allocation Plan for FY03.
Leave Benefits	\$25,834	Based on 18% of all direct salary, management and administration costs for this program in accordance with COG's Indirect Cost Allocation Plan for FY03.
Fringe Benefits	\$27,097	Based on 16% of all direct salary, management and administration, and leave benefit costs for this program in accordance with COG's Indirect Cost Allocation Plan for FY03.
Indirect Costs	\$84,340	Based on 42% of all direct salary, management and administration, leave and fringe benefits costs for this program in accordance with COG's Indirect Cost Allocation Plan for FY03.
Data & PC Costs	\$1,500	Includes hardware/software, upgrades/maintenance costs.
Contract Services	\$212,000	Contractor support for the following program initiatives: employer seminars (\$42,000), marketing assistance for the telework centers (\$15,000), marketing (\$20,000), evaluation (\$35,000), and employer outreach recruitment (\$100,000).
Direct Costs	\$282,889	Includes all out-of-pocket expenses such as telephone, fax, copy reproduction, travel, printing, media placement (\$130,000), postage, and office supplies.
TOTAL	\$780,000	This is the total cost of all the applications listed above.

01 GENERAL TECHNICAL ASSISTANCE

OBJECTIVE

During COG's FY04, the Metropolitan Washington Telework Resource Center (MWTRC) will continue to provide free information, training, and assistance to individuals and organizations to further the implementation of in-home and center-based telework programs. Activities will be closely coordinated with COG's Commuter Connections and Clean Air Partners programs, state and local governments, the Federal government's telework programs, and telework organizations such as the Mid-Atlantic Telecommuting Advisory Council (MATAC), the Washington Metropolitan Telework Centers (WMTC), and local transportation management associations. Specific initiatives and strategies will be coordinated through the Telecommuting Ad-Hoc Group (TAHG), which reports to the Commuter Connections Subcommittee.

PREVIOUS AND ONGOING WORK

Since COG's FY96, the MWTRC has initiated the following program activities:

- Conducted six employer focus groups and three regional telework household surveys.
- Developed and distributed approximately 21,290 telework information kits and more than 100 telework videos.
- Conducted a telework orientation for Commuter Connections Subcommittee representatives.
- Provided telework information through the Commuter Connections Internet web site and kiosks.
- Developed and conducted 31 telework seminars for employers and 17 seminars for employees.
- Developed, sponsored, and conducted local Telework America events in 1997 and 1999.
- Conducted a 21-month Telework Demonstration Project with eight area employers and produced a comprehensive report on the project.
- Conducted bi-annual marketing campaigns in conjunction with the Commuter Connections marketing program.
- Provided marketing assistance to WMTC, a network of 17 telework centers in the Washington region.
- Sponsored the 1997 and 1998 ITAC conference and the 1999 Association for Commuter Transportation (ACT) conference.
- Prepared and presented papers on MWTRC activities at the 1997 and 1998 ITAC conferences; the 1997, 1998, and 1999 ACT conferences; the U.S. Department of Transportation's 1997 and 1998 International Workshop on Planning Regional Telecommuting Programs; and the 1999 Transportation Research Board Conference.
- Conducted an analysis of the effectiveness of the telework measure in September 1999 and December 2002 on meeting regional air quality goals.
- Co-sponsored Telework America Leadership Summit in December 1999 with ITAC, GSA, and AT&T.
- Co-sponsored the first annual Washington Area Conference on Telework in conjunction with Telework America Day in October 2000.
- Developed and sponsored a regional Telework Symposium in 2002.
- Surveyed telework center users to determine occupancy rates, prepared an analysis of regional telework activity for the 2002 TERM Analysis report, and conducted follow-up surveys with FY01 seminar attendees.
- Conducted survey of telework center users to determine overall occupancy rates, frequency of use, travel behavior impacts, and the average distance to the telework centers. This data will be used as part of the 2002 Commuter Connections TERM Analysis report.
- Conducted follow-up surveys with FY01 employee and employer telework seminar attendees.
- Conducted follow-up surveys with FY 02 employer telework seminar attendees.
- Developed and distributed TPE video showcasing participating employers.

The FY04 work plan reflects a continuation of the following previously implemented initiatives that have proven successful:

- **Employer Seminars:** The MWTRC will continue to conduct its free telework seminars for employers, "A Practical Approach to Implementing Telework Programs." Five seminars will be conducted in FY04. Seminar topics include: a) understanding telework options; b) evaluating telework as a business strategy; c) planning a successful telework program; d) key factors for implementing a successful program; e) case studies and action plan; and f) information on regional telecenters. The seminars will be marketed primarily by direct mail and/or email to multiple points of contacts (e.g., senior executives, human resources representatives, facility managers, and information technology representatives) within public and private sector organizations.
- **Marketing:** The MWTRC will continue to conduct spring and fall marketing campaigns as part of the overall Commuter Connections marketing program. Additionally, the MWTRC will continue to provide marketing assistance to WMTC, which will include telemarketing efforts with seminars and other regional telework event participants. Specific marketing strategies will be developed in conjunction with the TAHG and the Regional TDM Marketing Group.

In addition, during FY04, there will be an added emphasis on marketing and advertising in conjunction with the Expanded Telecommuting TERM adopted by the TPB in COG's FY03.

- **Outreach:** The MWTRC will continue to distribute telework information kits and videos; provide information through the Commuter Connections web site, kiosks, and newsletter; conduct an awards program as part of the annual Commuter Connections Employer Recognition Awards Program, and present information on the MWTRC program to professional and business trade organizations.

Beginning in FY04 contractor support will be used as part of the TPB-adopted "Expanded Telecommuting" TERM. The selected contractor will focus on federal sector employers and large private sector employers based on recent research that indicated that these types of companies are the desired target market needed to expand telecommuting and increase trip reduction.

TASKS

TASK	COMPLETION DATE	% OF WORK
Continue to conduct employer telework seminars.	May 2004	40%
Continue to provide information through the distribution of information kits and videos, the Commuter Connections newsletter, Internet web site, information kiosks; conduct annual awards program; and present information at meetings and conferences.	ongoing	30%
Continue spring and fall marketing campaigns and marketing assistance to WMTC. Conduct employee telemarketing services.	Fall 2003 and Spring 2004	20%
Manage and monitor all contract services.	ongoing	10%

PRODUCTS

- Telework information kits and video (already produced, continue distributing).
- Commuter Connections Internet web site and kiosks (continue to update).
- Telework articles and papers.
- Telework seminars for employers.
- Telework awards program (as part of the Commuter Connections Employer Recognition Awards).
- Media placement.
- Employer telework program leads from telemarketing program.

FUTURE ACTIVITIES

General technical assistance is an ongoing activity. Specific initiatives will be evaluated and modified based on their effectiveness in generating new teleworkers.

02 LOCAL COORDINATION

OBJECTIVE

The MWTRC manager will continue to: a) provide administrative and logistical support to the TAHG, MATAAC, and WMTC as required, including scheduling meeting rooms, distributing meeting notices and agendas, preparing and distributing meeting minutes; b) obtain input from the TAHG, MATAAC, and WMTC representatives on various MWTRC initiatives, including the annual work program; c) serve as liaison to other telework-related groups; d) present information to the Commuter Connections Subcommittee and other groups on MWTRC activities; and e) work with Commuter Connections representatives in a coordinated fashion to follow-up on telework leads identified through the Employer Services program. Employer Services representatives will be encouraged to attend MWTRC employer seminars for the latest information on telework program implementation to assist them in their outreach efforts.

PREVIOUS AND ONGOING WORK

The TAHG was established in August 1996 to provide input to the staff on MWTRC initiatives. The TAHG will continue to serve in this capacity during COG's FY04. The MWTRC provides meeting space and other logistical support to MATAAC and WMTC.

TASKS

TASK	COMPLETION DATE	% OF WORK
Provide administrative and logistical support to the TAHG , MATAAC and WMTC as required.	ongoing	30%
Obtain input from the TAHG, MATAAC, and WMTC representatives on MWTRC initiatives, including the annual work program.	ongoing	20%
Serve as liaison to other telework-related groups.	ongoing	10%
Present telework briefings to various groups.	ongoing	10%
Follow-up on telework leads identified by Employer Outreach representatives; make joint site visits as needed.	ongoing	30%

PRODUCTS

- Meeting notices and agendas for the TAHG, MATAAC, and WMTC as required.
- TAHG meeting minutes.
- Briefings.
- Resources and information for Commuter Connections Subcommittee members and Employer Services representatives (employer seminars).

FUTURE ACTIVITIES

Local coordination will be an ongoing activity through the out-years of the TIP.

03 TELEWORK CENTER MARKETING

OBJECTIVE

As of December 2002, there were 16 telework centers operating in suburban Maryland (6 locations), Northern Virginia (8 locations), West Virginia (1 location), and Washington, D.C. (1 location). In October 1998, the directors of the region's telework centers formed an umbrella organization known as the Washington Metropolitan Telework Centers, or WMTC. WMTC was formed to provide unified marketing strategies for all 16 centers and to provide a more streamlined infrastructure for employers to utilize multiple facilities. The MWTRC has assisted in this effort by providing marketing assistance to WMTC. Overall center utilization has increased from a low of 34 percent in June 1998 (before WMTC marketing initiatives were implemented) to a high of 58 percent in October 2002. MWTRC staff will continue to work with WMTC representatives to aggressively market the network of telework centers to area employers in COG's FY04.

PREVIOUS AND ONGOING WORK

Since FY98, the MWTRC has provided marketing assistance to regional telework centers by:

- Conducting spring and fall telework marketing campaigns, including a direct mail campaign to area employees and employers, and two, 60-second radio advertisements promoting the use of the regional telework centers.
- Providing information through the Commuter Connections Internet web site and kiosks.
- Developing and supporting an Internet web site for WMTC (www.wmtc.org).
- Providing telework center information to business and individuals through direct mailings, the quarterly Commuter Connections newsletter, and at transportation fairs, meetings, and conferences.
- Incorporating telework center information into annual employee and employer telework seminars.

During COG's FY04, ongoing marketing assistance will be provided to WMTC by: a) promoting the regional telework centers through radio advertisements and direct mail campaigns; b) continuing to promote center-based teleworking through employer seminars (*see Section 01/General Technical Assistance*); and c) continuing to provide telework center information through the Commuter Connections newsletter, Internet web site, and kiosks; the WMTC web site; and at transportation fairs, meetings, and other events.

TASKS

TASK	COMPLETION DATE	% OF WORK
Continuing to promote the centers through the spring and fall marketing campaign.	Fall 2003 and Spring 2004	40%
Continuing to promote the centers through employer seminars.	May 2004 (employer seminars)	15%
Continuing to promote the centers through Commuter Connections and WMTC initiatives.	ongoing	45%

PRODUCTS

- Providing telework center information through the Commuter Connections newsletter, Internet web site, and kiosks.
- Supporting the WMTC Internet web site.
- Direct mail marketing materials and telework and radio advertisements.
- Inclusion of telework center information in employer seminars.

FUTURE ACTIVITIES

Telework center marketing will be an ongoing activity.

04 PROGRAM EVALUATION

OBJECTIVE

The program evaluation component of the MWTRC will evaluate the effectiveness of various MWTRC initiatives and measure progress in meeting overall program goals.

PREVIOUS AND ONGOING WORK

In 1996, 1998, and 2001, regional Commuter Connections telephone household surveys were conducted, and data gathered from the surveys revealed regional trends in teleworking patterns. This information is used as part of periodic Transportation Emission Reduction Measure (TERM) Analysis Reports. In 1999, TRC impacts were evaluated by calculating the number of new telecommuters in the region and estimating the number of vehicle trips and VMT they did not make, as a result of telecommuting, and the tons of emissions that were reduced by the trip and VMT reductions. As such, the evaluation looked at the regional impact of all telecommuting.

In 2002, this methodology was changed to reflect the expectations that not all regional telecommuting could be attributed to the Telework Resource Center; some telecommuting would have occurred if the TRC were not in place. Thus, TRC impacts were calculated by identifying telecommuters and employers who said they had used TRC services. The reductions in vehicle trips, VMT, and emissions for telecommuting resulting from these identified contacts were then estimated as the contribution of the TRC to regional telecommuting.

Four TRC components were evaluated, including:

- Current regional telecommuters who had direct contacts with the TRC (telecommute information, seminars, advertising provided by the TRC) during the evaluation period

- New telecommuters whose employers received assistance from the TRC (brochure/information packet, seminar, other direct assistance) during the evaluation period
- Current telecommuters who used a Metropolitan Washington Telework Center (MWTC)
- Current telecommuters whose employer participated in the TRC Pilot Program

Data for impacts of these components were obtained from several sources. The sources and the evaluation data collected from each, are described briefly below:

TRC Assistance Survey (new telecommuters at worksites assisted by TRC)

- Percentage of employers with telecommute programs before and after receiving TRC assistance
- Percentage of teleworkers at assisted sites before and after receiving assistance

State of the Commute Survey (regional commuters)

- Number of regional telecommuters and their frequency of telecommuting
- Telecommute locations-the mix between home-based and telecenter-based telecommuting
- Average frequency of telecommuting, telecommuters' commute modes on non-telecommute days, and commute distance they traveled on non-telecommute days
- Telecommuters travel patterns to telecenters
- Sources of information telecommuters had used to learn about telecommuting

Telecenter Occupancy and Telecenter Teleworker Surveys (MWTC telecommuters)

- Number of teleworkers at the centers on an average day
- Average telecommute frequency of teleworkers (the number of days teleworked per week) at the telecenter and other locations
- Teleworkers travel mode and travel distance to telecenter
- Teleworkers travel mode and travel distance to main worksite (non-telecenter days)

TRC Telecommute Pilot Program (telecommuters at pilot program worksites)

Using results from these surveys and records, the number of telecommuters who had either direct or indirect (through their employers) contact with the TRC during the evaluation period were estimated and divided into "home-based," "MWTC-based" and "other telecenter-based" groups. These number of telecommuters was then multiplied by the average VTR factors, as identified by the appropriate survey data to obtain the number of vehicle trips reduced by their telecommuting.

For this TERM, VTR factors accounted for both the average telecommute frequency of the group as well as their commute modes on telecommute days (telecenter commuters) and non-telecommute days (all telecommuters). The VTR factor for home-based telecommuters was 0.49 daily trips reduced per telecommuter, reflecting the part-time (1.46 days per week average) telecommute frequency and the elimination of vehicle trips for telecommuters who drove alone, car pooled, or vanpooled on non-telecommute days. VTR factors were much smaller for telecenter-based telecommuters, because the majority of these telecommuters drove alone to the telecenter. Thus they did not reduce (and in some cases increased) the number of vehicle trips they made on an average day. However, the benefit of their telecommuting was in the reduction of VMT on telecenter days.

The VMT reduced by telecommuting was calculated for home-based telecommuters by multiplying the number of daily trips reduced by the average commute distance. In the case of telecenter telecommuters, the VMT reduced was calculated by multiplying the number of telecommuters on an average day by the reduction of VMT for a telecommute day (travel distance to main work location minus travel distance to telecenter).

Tons of emissions removed were calculated by multiplying vehicle trip and VMT reductions by 2002 emission factors developed for Nox and for the region.

Telework Resource Center Summary of Goals and Impacts

The results of the calculations for TRC are shown in the Table below, along with the goals established for the TERM in the TIP. The net credit or deficit, equal to the impacts minus goals, also are shown.

TRC Regional Goals and Estimated Impacts

	<u>Regional Goal</u>	<u>Regional Impacts</u>	<u>TRC Impact</u>
Number of new telecommuters	21,600	97,999	28,934
Daily vehicle trips reduced	22,900	47,432	12,590
Daily VMT reduced	387,750	1,553,856	279,692
Daily tons Nox reduced	0.660 T		
Daily tons VOC reduced	0.292 T		

Participation Benefit (net over or (under) goal): New telecommuters: 7,334

Transportation Benefit (net over or (under) goal): Vehicle Trips: (10,310)
VMT: (108,058)

Emission Benefit (net over or (under) goal): NOx: (0.271 tons per day)
VOC: (0.097 tons per day)

As shown, the regional impacts exceeded the goals set. Approximately 15% of regional workers now telecommute at least occasionally and the number of new telecommuters (since 1996) exceeded the goal by a factor of nearly five. This increase is likely the result of several factors, including the use of teleworking by employers to recruit and retain employees in a very competitive labor market. Increasing traffic congestion in the Washington region also might have prompted some commuters to work at home or at a telework center or employer satellite center to avoid fighting traffic. Finally, the desire of employees for a better balance of work and family, a trend occurring nationally, also might have contributed to the growth of telecommuting.

The regional trip, VMT, and emission reductions also were well above the goals for the measures, but not as much above as for the number of telecommuters. This is primarily because the goal calculation assumed a telecommute frequency of 2.65 days per week, rather than the 1.49 days actually found to occur in 2001. Additionally, the goal calculation assumed that all telecommuters would eliminate trips on telecommute days, but only about 71% of the telecommuters drive alone on non-telecommute days, thus only these trips and VMT were counted in this evaluation as having been eliminated.

As shown in the Table above, the TRC was responsible for a portion of, but not all of, the regional telecommuting. The TRC is credited with 30% of the new telecommuters, 27% of the vehicle trips reduced, and 18% of the VMT reduced. One possible area in which the TRC's contribution to the regional telecommute impacts could have been undercounted is in the area of regional telecommute advertising. The State of the Commute Survey indicated that 5.3% of telecommuters mentioned the TRC as a source of their telecommute information. These telecommuters were credited to the TRC contribution.

But an additional 5.7% said they learned if telecommuting through "advertising" (other than magazine or newspaper articles). Although this is not necessarily advertising from Commuter Connections, the TRC has advertised consistently and broadly about telecommuting. So this response likely indicates additional telecommuters who learned about telecommuting from outreach and promotion conducted by Commuter Connections. Because the source of the

advertising could not be clearly documented, only 25% of these commuters (1.4% of total teleworkers) were credited to the TRC.

A major addition to the 2001 framework was the State of the Commute Survey. This random sample survey polled 7,200 employed persons in the 12-county Washington metropolitan region. The SOC survey documents trends in commuting behavior that are available to commuters in the region. This survey will be used to help estimate the impacts of some TERMS, such as the Telework Resource Center, which may have an impact on the population at large as well as on the commuters who may participate in the TERMS.

The survey results suggest that the use of formal telecommuting programs might be increasing. The State of the Commute Survey results show that 15 percent of the regional workforce is teleworking an average of 1.5 days per week, compared with 12 percent in 1998. This is an increase of 25 percent in the past three years. The new number represents 400,000 workers, of whom 88 percent are working from home. About a quarter of respondents (24.7%) who telecommuted did so a few times each month. About a quarter of respondents who telecommuted did so infrequently, either for special projects (15.3%) or for emergencies (9.6%) The remaining half of the respondents (50.1%) telecommuted at least one day per week.

The new data also indicate that the region is getting a bigger air pollution reduction from teleworking than was previously thought. Prior analysis estimated that the telework programs reduce Nitrogen Oxide (Nox) by 1.128 tons per day, but the survey results show that 0.466 tons per day of additional reductions in Nox can now be counted.

The State of the Commute Survey shows that the region has the potential to get many more employees to telework. Approximately 700,000 of the non-telecommuters have telework-appropriate job responsibilities. The survey indicates that 475,000, or 21 percent of all non-telecommuters, would like to telework at least one day per week.

The survey highlighted the latent potential for teleworking with federal agencies and large private sector firms. Twenty-six percent of federal employees who do not currently telework have telework-appropriate job responsibilities and would like to do it, while 28 percent of employees from large private sector firms could and would telework if given the opportunity.

Finally, the survey will attempt to suggest how other commute alternative programs and marketing efforts might be influencing commuting behavior in the region.

TASKS

TASK	COMPLETION DATE	% OF WORK
Conduct follow-up surveys with FY04 seminar attendees.	November-December 2004	60%
Conduct 2004 State of the Commute Survey	June 2003	40%

PRODUCTS

- Telework seminar survey results.
- 2004 State of the Commute Survey.

FUTURE ACTIVITIES

Program evaluation will be an ongoing activity. The regional household "*State of the Commute*" survey will be repeated again in January 2004 to measure the change in the number of teleworkers in the region.