

Telecommuting
A SUBURBAN ALTERNATIVE

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We've tried for years to get people to use transit.



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Mobility Alternatives--Florida's Challenge



How do we serve this with transit?



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Mobility Alternatives--Florida's Challenge


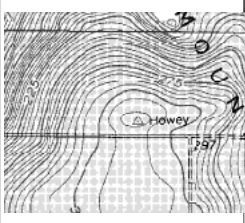
How could you get anywhere walking?



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Mobility Alternatives--Florida's Challenge

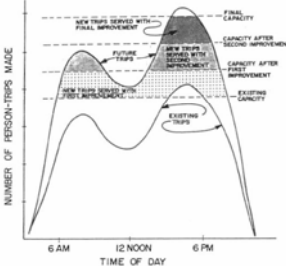
How about biking here?



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Telecommuting: the ultimate TDM

- Telecommuting reduces congestion during the peak hour when roadway investments are most needed and provide the least benefit



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Statewide Mode Share, Florida

- Work at home beats all other alternative mode shares handily and is increasing without the political support and financial subsidies of other modes

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Atlanta's mode share is shifting too...

- Mode used for the majority of your commute:

Going Remote

	2010	2007
Total commuters	2,232,913	2,433,800
Drove alone	82%	85%
Teleworked	7%	4%
Carpooled or vanpooled	5%	7%
Train	3%	2%
Bus	2%	2%
Bikedwalked	Less than 1%	Less than 1%

Sources: Center for Transportation and the Environment, Clean Air Campaign, GDOT, Cookerly Public Relations

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Telecommuting hits critical populations

- Telecommuting is often thought of as a fad for the young, but the most recent CTPP data shows that the highest percentages that work at home are the elderly.

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Telecommuting takes many forms

- Work at home all the time
- Work at home, some of the time
- Local telecommuting centers
- Coworking

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Unexpected benefits

- Significant increases in productivity
- COOP emergency response
- Worker loyalty, satisfaction
- Business incubation and economic development

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Minnesota eWork Program

CASE STUDY

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Minnesota E-Work Program

- Created in 2008 to encourage telecommuting in the metro area.
- Goal: shift at least 5,400 peak hour trips per week off the roadway within three years and recruit at least 2700 participants



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Minnesota E-Work Program

- By Jan 1, 2011, the program had 3,000 participants and 20 employers.
- Peak hour trips in the region were reduced by approximately 14,400 trips each week, exceeding their goal.
- ¾ of employers reported increased productivity

- Program fuel savings:
 - \$3.8M in the first year
- Average teleworker saves \$1300/year
- Cost comparison (2008—first year):
 - Transit--\$55.7M
 - Cost/passenger: over \$5
 - E-Work--\$3.2M
 - Cost per trip saved: \$2.77

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Minnesota—Trip benefit calculation:

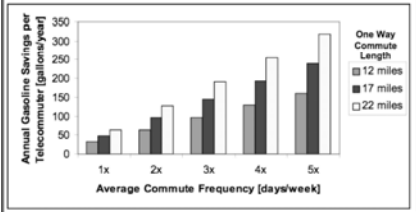
- Current telecommuters have commutes that are 2x as long as typical
- A travel diary-based study of telecommuting:
 - Average one-way commuting distance on TC days was 22 miles
 - On TC days, work-related mileage decreases by about 75%
 - On TC days, the number of other trips increased by about 20 percent
- Telecommuting decreases total vehicle miles traveled (VMT) by the telecommuter by more than **50% on telecommuting days.**

Source: TIAx, "The Energy and Greenhouse Gas Emissions Impact of Telecommuting and e-Commerce", July 2007

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More telecommuting = less fuel

- E-Work program showed a ROI of 1.2 within the first year in fuel savings alone.



Average Commute Frequency (days/week)	12 miles	17 miles	22 miles
1x	~20	~30	~40
2x	~40	~60	~80
3x	~60	~100	~140
4x	~80	~140	~200
5x	~100	~180	~260


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MN eWork Lessons Learned


- Acceptance of telecommuting is a cultural matter within an organization and takes time.
- Pilot programs work—small number of employees, short duration
- Program participants (companies and employees) found that using previously developed resources to be helpful in launching a new program
- Internal company champions are a must

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MN Infrastructure Support



Jobs w/in ½ hour transit trip



Minneapolis provided WiFi

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So what can you do?


LOCAL SOLUTIONS...

BRAINSTORMING

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Remove Obstacles


- Check your LDR's and zoning regulations
 - Limitations on home based businesses
- Double check to see if there might be anything that could stand in the way of telecommuting centers or coworking projects (look out for telecom issues)
- Reduce or eliminate impact fees for these land uses



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Set the Example

- All federal departments are required to have a plan to increase telecommuting this year
- Provide programs for government employees to telecommute if possible
- Telecommuting as a regular practice makes Continuation of Operations (COOP) during emergencies easier.



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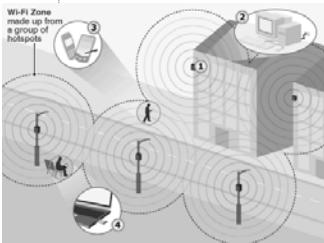
Incentives

- Impact fee reductions for companies with a proven track record of telecommuting
- Provide training, support or resources
- Take advantage of EDC funds to support local business incubators
- Provide impact fee credits for WiFi services installed by developers
- Take advantage of unused government resources
 - Provide meeting space for teleworkers
 - Provide a coworking space as a business incubator
 - Bill for copies at a market rate—this reduces the government overhead as well

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Infrastructure

- Wireless Hotspots
- Negotiated wireless cost reductions or wireless rebates
- Doesn't hurt to have good bike and walk access...
- Reduce parking availability



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Ideas?



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