Smart Business Strategy

Productivity, Innovation, Efficiency

Adeel Lari

HHH Institute of Public Affairs

April 26, 2010
eWorkPlace is a state-sponsored program for metro area employers interested in implementing a telework business strategy to achieve cost reductions along with increased productivity, work quality, and morale.

Part of the federal Urban Partnership Agreement.
Work Plan

- Identify Target Employers
- Marketing and Education
- Recruitment
- Migration
- Evaluation and Measurement
eWorkPlace Implementation
Partners

- **CultureRx**
  - Implementing Results-Only Work Environment (ROWE) in organizations through its products and services

- **Transportation Management Organizations (TMO’S)**
  - Helping organizations implement traditional telework by providing expert services
telework benefits
Who Benefits

- Telework is a win-win-win program for:
  1. Employers of all sizes/industries
  2. Employees
  3. Communities
Employer

- Increase employee motivation, morale, and work quality
- Reduce Cost
- Enhance Resilience and Flexibility
- Improve productivity
Employee Benefits

- Save time and money
- Enhance life balance and Quality
- Greater economic opportunity for lower income household and people with disability
- Greater productivity
Community Benefits

- Improve air quality
  - Reduce congestion
    A study by George Mason University found for every 1% of the D.C. population who telecommutes there’s a 3% reduction in traffic delays.

- Conserve energy
  - Sun Microsystems found commuting was responsible for 98% of each employee’s carbon footprint. Working from home 2-1/2 days per week saved 2-1/2 weeks of commuting time per year.
Community /Transportation Benefits

- Improve highway Safety
  - Fewer cars on the road result in fewer accidents
  - More reliable travel times

- Efficient use of transportation infrastructure
The Costs of Congestion

- The financial cost of congestion:
  - 4.2B hours of delay and 2.8B gallons of wasted fuel annually*
  - Almost $200B after accounting for unreliability, inventory, and environmental costs across all modes**

- Congestion hurts family and civic life, impacting:
  - Where people live and work
  - Where they shop
  - How much they pay for goods and services

* Texas Transportation Institute, 2009 Urban Mobility Report
** USDOT internal analysis
Benefits build on each other: Congestion rises/falls faster than traffic

- In 2008, US traffic congestion fell by historic amounts.
  - Urban congestion declined by 30 percent overall.
  - Improved at every hour of the day.
  - The dramatic decline almost universal: down in 99 of 100 largest metro areas.

- Source of gains
  - On urban interstate highways, total vehicle miles traveled in the US declined by about 3 percent compared with 2007.

- Source of data
  - INRIX: tens of billions of reports from GPS-equipped vehicles. (http://scorecard.inrix.com/scorecard/)
Preliminary Results and Findings

- Companies participating
  - >30

- Employees on workforce flexibility and Telecommuting
  - >2500

- Lesson Learned from Marketing and education
  - Attach marketing to something exciting
Participating eWorkPlace Employers (as of March 2010):

494 TMO
Augsburg Fortress Publishing
Behavioral Medical Interventions
Catholic Charities
Carver County
City of Minneapolis
CMS Corporation
Design 1
Ecolab
EMA, Inc.
Eureka Recycling
Fairview Health Services
Greater United Way
Hennepin County Human Services and Public Health Department (HSPHD)
Interactive Retirement Systems

Lutheran Social Services
Medtronic
Midwest Medical Insurance Company (MMIC)
Minneapolis 311
Minnesota Department of Administration
Minnesota Pollution Control Agency
RESOURCE
SERVICE 800
ISD 287
Shop NBC
TempForce
TURCK, Inc.
US Bank
Valspar
ECOLAB RESULTS:

16.3% increase in the number of calls answered

9.5% increase in Quick Call Resolution

4.5 customer satisfaction rating on a 5.0 scale

2.7% increase in availability
Road Less Traveled

Teleworkers reduced their daily VMT by 46.7% vs. non-teleworkers

-46.7%

Teleworkers reduced their commuting VMT by 38% vs. non-teleworkers

-38%
Road Less Traveled

- Teleworkers take 26% fewer daily trips overall
- Teleworkers take 30.1% fewer daily trips during peak hours
Carbon Foot Print Reduction

1% increase in teleworkers means 390,000 fewer pounds of CO$_2$ released each day.
The Minnesota Department of Transportation is also offering a program called eWorkPlace, which focuses on telework as one way to introduce flexibility into the workplace.

Telework Twin Cities, April 11th through the 24th challenges employers and commuters to register and try telecommuting for one or more days a week during the two week period.

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March 31, 2010

GOLDEN VALLEY, Minn. -- The recession has changed many workplaces over the past two year, but so have demographics.

Kathy Kacher, president of Career/Life Alliance Services, says Minnesota now has more women in the workplace than men, meaning both women and men are taking on added responsibilities in the workplace and at home.

Factor in baby boomers who are both raising children and caring for aging parents, and you have workers who are feeling squeezed in every direction, particularly mid-career workers who are trying to balance high-responsibility jobs with many responsibilities outside of the workplace. Kacher says companies that want to retain or attract top talent will have to look at workplace flexibility as a way to keep workers both productive and happy.

Kacher is trying to get the word out about two initiatives that can help employers and employees.

The first is a nationwide initiative called When Work Works. It's goal is to bring research on workplace flexibility and effectiveness into the business community. Kacher says 27 Minnesota companies participated in the program last year and 19 of those companies were recognized by the Alfred P. Sloan Foundation for excellence in workplace flexibility.
eWorkPlace "Telework Twin Cities"

Mon, 2010-03-15 (All day) - Sat, 2010-04-24 (All day)

Celebrating Earth Day 2010 in Minnesota Visit eWorkPlace "Telework Twin Cities" www.eworkplace-mn.com to Register!

Twin Cities metro area commuters are making the pledge to telework for one or more days per week from April 11 - 24, and have the chance to win a mini-notebook computer, an Apple iPad, and more great prizes!

Participants can access free telework training, download a sample proposal to address with their manager and learn the "business case" for telework. Telework benefits the environment by reducing CO2 emissions, promotes workplace efficiency, saves time, money and energy and reduces traffic congestion.

eWorkPlace "Telework Twin Cities" is a state-sponsored telework program for the Twin Citico metro area, its employers and individual community members.

With the assistance from Mn/DOT and from researchers at the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota, you will be counted as a person who is making a difference! Celebrate the Earth!
Celebrating Earth Day 2010 in Minnesota eWorkPlace “Telework Twin Cities”

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April 11 – 24, 2010

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Celebrate the Earth!

Visit www.eworkplace-mn.com or contact Adeel Lari, Program Director, University of Minnesota Humphrey Institute. Email larix001@umn.edu or call 612.624.7746 to learn more.

More information:
http://www.eworkplace-mn.com
Earth Day Events and Volunteer Opportunities in Region 5

The Earth Day events Web sites listed on this page are external to epa.gov. EPA does not necessarily endorse or promote these events; they are listed here for informational purposes only.

**Minnesota**

ehWorkPlace "Telework Twin Cities" in Minnesota
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**Location:** Twin Cities metro area

**Date and time:** April 11-24, 2010

**Contact:** Adeel Lari, larix001@umn.edu, 612.624.7746

[www.eWorkplace-MN.com](http://www.eWorkplace-MN.com)

Three Rivers Park District—Youth Stewardship
Three Rivers Park District will host hundreds of high school aged youth volunteers who will help the Park District clean up the parks, ready trails for summer use, prepare butterfly gardens, clear brush, protect the watershed, stack wood, clean barns and more.

**Location:** various in west suburban Minneapolis/St. Paul metro area
eWorkPlace "Telework Twin Cities" in Minnesota

**Start:** Mon, 04/12/2010 - 00:00  
**End:** Sun, 04/25/2010 - 00:00

Celebrating Earth Day 2010 in Minnesota  
**eWorkPlace “Telework Twin Cities”**  
April 11-24, 2010

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Visit [www.eworkplace-mn.com](http://www.eworkplace-mn.com) or contact Adeel Lari, Program Director, University of Minnesota Humphrey Institute. Email lari.x001@umn.edu or call 612.624.7748 to learn more.
CALENDAR

Transit for Livable Communities - TLC Calendar of Events

**4/8/2010, 05:00PM - 09:00PM: South Metro Roundtable: Water, Forestry and Green Streets**
A follow-up gathering for folks who attended the Sustainable Communities Conference hosted by the Alliance for Sustainability.

Starting with registration and networking at 5pm, a Community Workshop at 6pm and a Natural Step Framework Introduction at 7:30pm

Co-sponsored by SES and Valley Natural Foods - free screening of the movie Food Inc for cities and towns in Dakota County, South Washington, Rice and Scott Counties.

**4/14/2010 - 4/24/2010: Celebrating Earth Day: eWorkPlace**
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Register at www.eworkplace-mn.com

**4/13/2010, 06:30PM: Saint Paul Bicycle Activists Meeting**
The St. Paul City Council is planning to suspend operation of their official Bicycle Advisory
[Don't leave your green at home]

Bringing green to work

Teleworking

Working from home, or "teleworking," reduces CO2 emissions from traveling to work. It also promotes workplace efficiency, saves time and money, and reduces traffic congestion.

eWorkPlace Minnesota provides resources to help you try teleworking. If you pledge to telework for one or more days per week from April 11-24, you'll get free training and a sample telework proposal to address with your manager. They also have an online Commute Tool to track calculate your vehicle miles traveled, vehicle emissions, and calories burned based on your commuting and telework choices.

You can read past newsletters at livinggreen.org. Send questions or comments about living green to the address below.

Sincerely,

Britt Carlson and the Living Green Team

livinggreen365.pca@state.mn.us
Celebrate Earth Day with Blue Sky Guide!

- Celebrate Earth Day with Blue Sky Guide
- Fundraising with Blue Sky Guide
- Green Your Home This Spring
- Green Remodeling Resources
- Blue Sky Guide Community Events

-Kate Rime, Director

Save $5 on the purchase of Blue Sky Guide online at ecometro.com for a limited time!* Get valuable coupons for groceries, dining, home and garden, and more!

*Plus $5 postage.

eWorkPlace "Telework Twin Cities"
A state-sponsored telework program for the Twin Cities metro area, its employers and individual community members. Pledge to telework for one or more days during the week, and have the chance to win a mini notebook computer, an Apple iPad, and more great prizes.
Apr 11-Apr 24

Contact us!
TELECOMMUTING MINNESOTA AND THE UPPER MIDWEST

OUR BLOG IS INTENDED TO PROMOTE TELECOMMUTING FOR CUSTOMERS OF INDEPENDENT LOCAL TELEPHONE COMPANIES IN MINNESOTA AND THE SURROUNDING STATES.

Monday, February 15, 2010

eWorkPlace "Telework Twin Cities"

eWorkPlace "Telework Twin Cities"

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Visit www.eWorkplace-MN.com or contact Adeel Lari, Program Director, University of Minnesota Humphrey Institute. Email larix001@umn.edu or call 612.624.7746 to learn more.
The University of Minnesota/Hubert H. Humphrey Institute, in partnership with the Minnesota Department of Transportation has organized eWorkPlace Telework Twin Cities from April 11 to 24 to help ignite participation in an innovative telecommuting program that launched in the Twin Cities.
RT @reamp: Twin Cities residents pledge to reduce carbon and possibly win prizes by teleworking before Earth Day http://www.eworkplace-m

11:21 AM Mar 23rd via web

umsustain
UofM Sustainability
eWorkPlace is a state-sponsored program for Twin Cities metro area employers that enables employees to work from home or a remote location and connect to the office and clients via technology.

eWorkPlace

eWorkPlace Not only have Minneapolis, Saint Paul, and Bloomington mayors declared April Explore and Experience Telework Month, Governor Tim Pawlenty has, too! Check out the proclamation: http://www.eworkplace-mn.com/LinkClick.aspx?fileticket=Nz_q96Fv0Y%3d&tabid=479

www.eworkplace-mn.com
www.eworkplace-mn.com

Yesterday at 7:15pm · Comment · Like

Mary Pat and Frank like this.


eWorkPlace Blog - Time to telework--Twin Cities
www.eworkplace-mn.com
Welcome to the eWorkPlace Blog! The eWorkPlace Blog keeps you informed about eWorkPlace and telework. Please subscribe to our RSS feed. Don't miss our postings!

March 24 at 5:57pm · Comment · Like

eWorkPlace Want to telework? Ask if you can. Let's Telework Twin Cities!
http://www.eworkplace-mn.com

March 22 at 7:14am · Comment · Like

eWorkPlace The FCC is aiming for a national broadband network across the U.S. by 2020... this is definitely a check in the plus column for telework.

www.eworkplace-mn.com
Telework and get a chance to win great prizes!

Twin Cities commuters can pledge to telework for one or more days per week between April 11-24 and get a chance to win a mini-notebook computer, an Apple iPad and other great prizes!

Telework Twin Cities is being promoted by eWorkplace, a state-sponsored initiative to help metro-area employers expand or begin telework programs.

To get started, you can access free telework training, download a sample proposal from eWorkplace and learn the business case for teleworking. Telework programs can reduce traffic congestion, save money and time and help the environment.

Check this [website](#) later in March to sign up.

To learn more, contact Adeel Lari, program director, University of Minnesota Humphrey Institute, at larix001@umn.edu or 612-624-7746.
April 2, 2010

April is ‘Telework Month’ in the Twin Cities

In conjunction with Earth Day on April 22, Twin Cities area commuters are making the pledge to telework for one or more days per week from April 11 – 24, and have the chance to win a mini-notebook, a new iPad, or more prizes.

Lending their support, the mayors of Minneapolis, St. Paul, Burnsville and Bloomington have each proclaimed April 2010 as "Explore and Experience Telework Month" in their cities. Gov. Tim Pawlenty last week also proclaimed April “Explore and Experience Telework Month.”

"Telework benefits the environment by reducing CO2 emissions, promotes workplace efficiency, saves time, money and energy and reduces traffic congestion,” said Metro Transit eWorkPlace and Employer Program Consultant Kathleen Fahnhorst.

The campaign is sponsored by eWorkPlace, a state-sponsored program for the Twin Cities metro area, its employers and individual community members. With the assistance from Mn/DOT and from researchers at the University of Minnesota, participants can access telework training and learn the “business case” for telework.

Note: Due to the operational nature of the work performed by the Council, telework is not regularly available to all employees. For more information, see the Council procedure on telework to understand the necessary requirements for a telework agreement. (Scroll to Policy 4-6-5.)
Skip the trip! April is Telework Month

Mayor Coleman, along with the mayors of Minneapolis and Bloomington, has proclaimed April to be Explore and Experience Telework Month.

The proclamation promotes teleworking as a benefit to the local economy, our communities and our families. We were pleased to see it also includes language about improving air quality, conserving energy, reducing traffic congestion and improving highway safety.

To encourage those who live and work in St. Paul to try teleworking during April, St. Paul SmartTrips has teamed up with our other eWorkPlace partners to bring Telework Twin Cities to your home office!

Telework Twin Cities is a two-week event in which Twin Cities metro area commuters make the pledge to telework for one or more days per week.

Sign up and telework one or two days a week between April 11 and 24 and you’ll be entered to win great prizes like a laptop computer and $50 - $150 gift cards.

How to participate: Visit the eWorkPlace website to register and explore the resources you’ll need to try teleworking.
Commuter Challenge
April 5 - June 27

Take the Commuter Challenge by replacing a drive alone trip with carpooling, using transit, riding your bicycle, walking or working from home just one time before June 27th to win awesome prizes including: an iPad, HP Netbook, REI gift cards and iPod Touch.

Pledge here

State of the Commute
April 6

Free employer luncheon
11:00 - 1:00 at the Minnetonka Community Center
Get the inside scoop on employer and commuter programs/incentives

Learn more here

April is Telework Twin Cities Month!
April 11 - June 24

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