

Telework Opportunities for State and Private Sector Employees - HJR 144

DRPT Telework Program Participation

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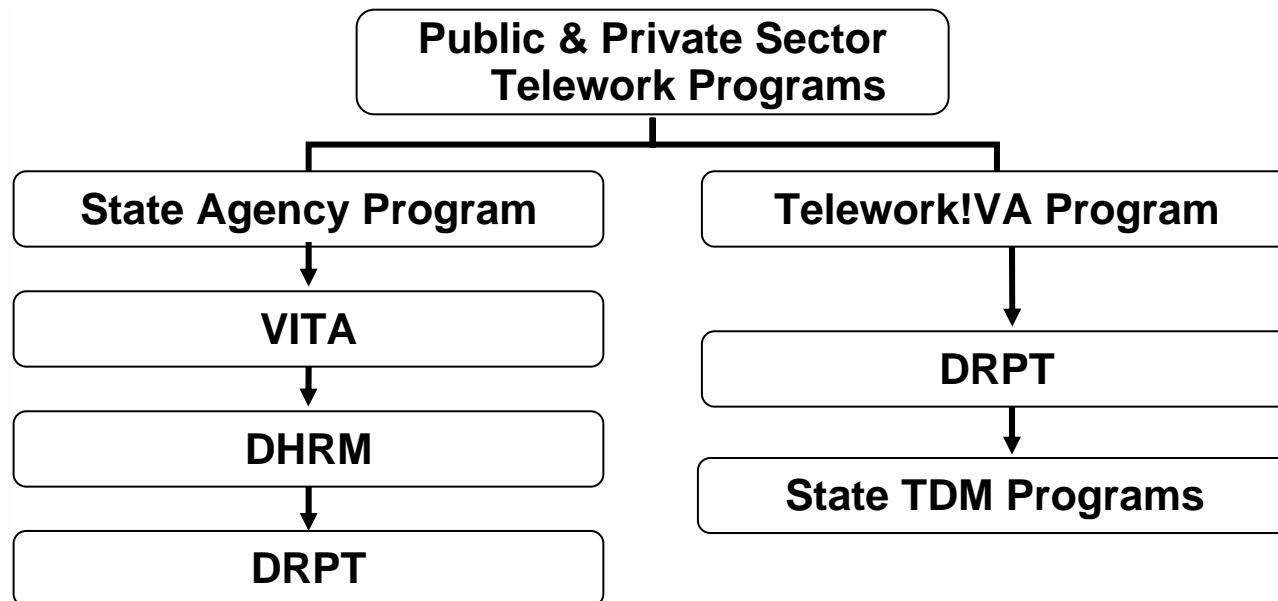
History

- ❑ **Telework Commission (1993)**
 - State Employee Telework Policy
 - Telework Training Seminar

- ❑ **Telework Resource Center**
 - NOVA Commuter Connections

- ❑ **General Assembly Study – HB30**
 - Potential telework increase 2.5 – 5% of all employees

Public and Private Sector Telework Programs



- ❑ Developing Model Guidelines and Policies for public and private sector

Telework!VA Market Based

- ☐ Employer Focus Groups
- ☐ Telework Experts
- ☐ Regional Employer Outreach Reps

Program Details

- ☐ Financial Incentives – Up to \$35,000 per employer
 - Consultant Assistance
 - Equipment Leasing
 - Training

Promotion Program

- ☐ Governor's Mailing to Employers
- ☐ Business-to-Business
Radio/Newspaper Campaign
- ☐ Brochure
- ☐ Website (www.teleworkva.org)
- ☐ Employer outreach via local TDM
agencies

Pilot Program Evaluation

- ☐ Interviews with businesses who participated in the program
- ☐ Focus groups with businesses who applied to the program but withdrew
- ☐ Focus groups with large non-participating employers
- ☐ Interviews with telework consultant contractors

Pilot Program Changes Made

- ☐ Simplify program, increase flexibility
- ☐ Expand eligibility to all Virginia workers vs. only Virginia residents

Other Lessons Learned

- ☐ Program appeals to mid-sized/smaller companies
- ☐ Incentive did not motivate large companies
- ☐ Not all companies need consultant expertise
- ☐ Perception of Management that teleworkers may be less productive



Client Listing

- National Wildlife Federation
- UXB International
- National Head Start Association
- Calibre
- MHz Networks
- TLA Associates
- GeoConcepts Engineering
- JDB Associates
- US Investigations Services



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Results to Date

- ☐ Over 65,000 web hits
- ☐ Over 700 phone inquiries
- ☐ Over 350 employer site visits
- ☐ 68 formal applications
- ☐ 9 companies successfully completed the program
- ☐ 18 in process
- ☐ Approximately \$250K in grants to businesses

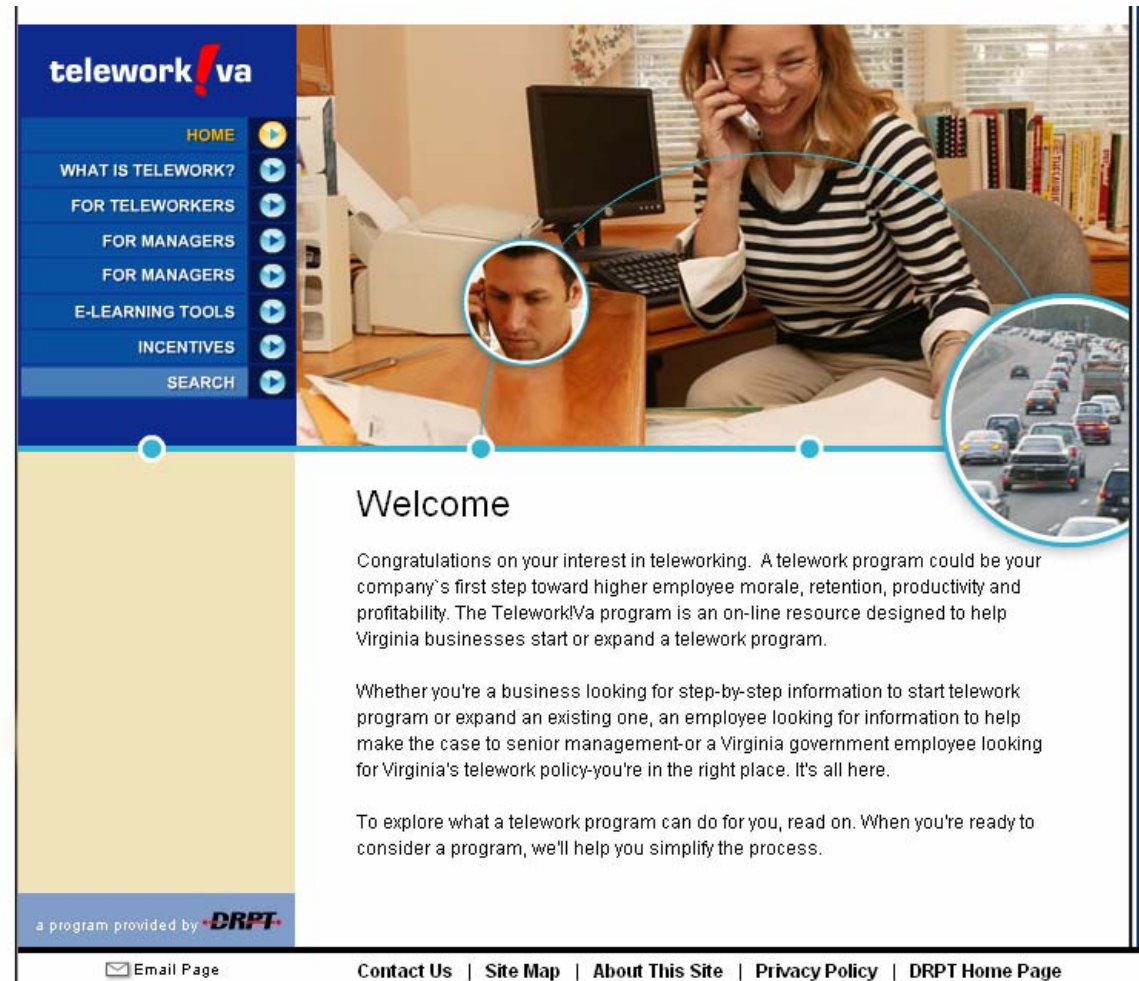
Program Evolution

- ❑ Continue Roll Out of incentive based program using local TDM Agencies
 - Northern Virginia
 - Hampton Roads
 - Richmond
- ❑ Develop a *non-incentive based*, sustainable program for remainder of state
 - Develop web-based self help resource Program
- ❑ Marketing/Outreach
 - Richmond – Introduce Program
 - Hampton Roads - Introduce Program
 - Northern Virginia – Enhance Marketing
- ❑ Performance Measurements



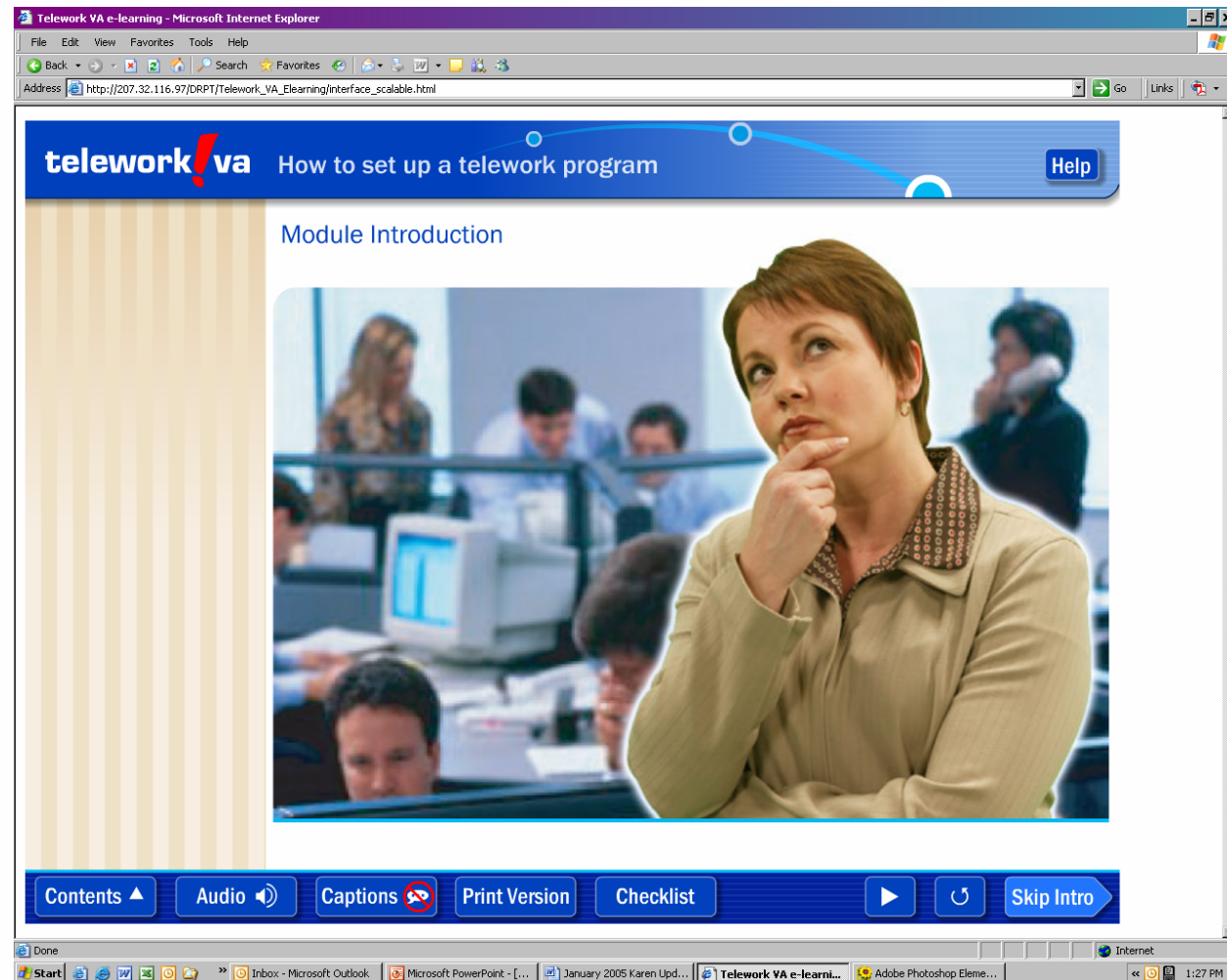
New Web Site

www.teleworkva.org



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eLearning Modules



Questions



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