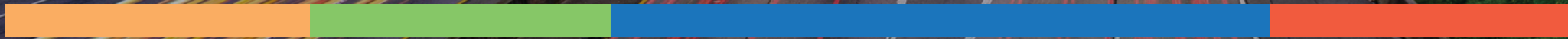


GCO Outreach During COVID-19

March 2020 - Present



Key Activities During the 7+ Month Pandemic Period

MARCH

- Quick Start Guide
- ARC/GCO Fully Remote
- Webinar Series 1
- Virtual Air Quality Awareness Week
- 8 New Employer Partners
- 3 Telework Implementations

APRIL

- Statewide Shelter in Place
- Modified GCO & TMA Outreach Workplan in response to COVID
- Remote Work Survey
- Webinar Series 2
- Webinars with Walton/Barrow/Newton Chambers, LBI, Cartersville-Bartow Chamber
- 4 New Employer Partners
- 4 Telework Implementations

MAY

- Webinar Series 2 (cont.)
- Executive Interviews
- Remote Work Analysis and Recommendations
- Webinars with Carroll County Chamber, Roswell Inc, Downtown Connects, Perimeter Connects
- 3 New Employer Partners

JUNE

- 5 Telework Implementations
- Webinar Series 3
- Participation in National Back to School Working Group
- 1 New Employer Partner
- 2 Telework Implementations

JULY

- Clean Commuter Essential Worker Recognition
- Contract Transition
- Webinar with WTS
- Telework Media Features (AJC, What's Next ATL, ABC)
- 3 New Employer Partners
- 3 Telework Implementations

AUGUST

- 3-month Remote Work Survey Repeat
- Survey Analysis, Generational Divide Data
- Webinar Series 4
- Finding Balance Employer Brochure
- Marketing Assets and Administrative Transition
- Clean Commuter Essential Worker Recognition (cont.)
- 1 New Employer Partners
- 2 Telework Implementations

SEPTEMBER

- Social Marketing Plan
- Biketober Launches September 1 – Media, Marketing, Outreach
- Biketober Info Sessions for Employers
- 2 New School Districts Join GCS
- 6 New Employer Partners
- 1 Telework Implementations

OCTOBER

- Biketober
- National School Bus Safety Week
- 6-month Remote Work Survey Repeat
- Essential and WFH Employee Care Packages

Overview of the Remote Work Surveys

- April 2, 2020: Shelter in Place Executive Order Issued by Governor Kemp
- April 2020: First Regional Remote Work Survey
 - 2,900 respondents across the Atlanta region
 - Distributed via Georgia Commute Options and TMA partners
- May 2020: Remote Work Survey to respondents of the Regional Commuter Survey (2019) – 4,500 respondents
- June 2020: Remote Work Survey to 7,800 Active Loggers in the GCO Ridematching APP – 4,800 respondents
- August 2020: Second Remote Work Survey
 - A re-survey of 50% of the 2,900 people that took the first survey
 - Data shows that telework rates are holding steady in August

Regional Remote Work Survey Initiative

- Leading data collection, tracking initiative
 - GCO and TMA distribution
- Original distribution
 - April 1 – May 5
 - 2,900+ responses (categorized)
 - Executive interview component
 - Remote Work Analysis and Recommendations
- 3-month distribution
 - August 3 – August 15
 - 50% of original population
 - Addition of generational questions
 - Telework rates holding steady
- 6-month distribution
 - October 14 – October 22
 - Other 50% of original population
 - Generational discussion groups

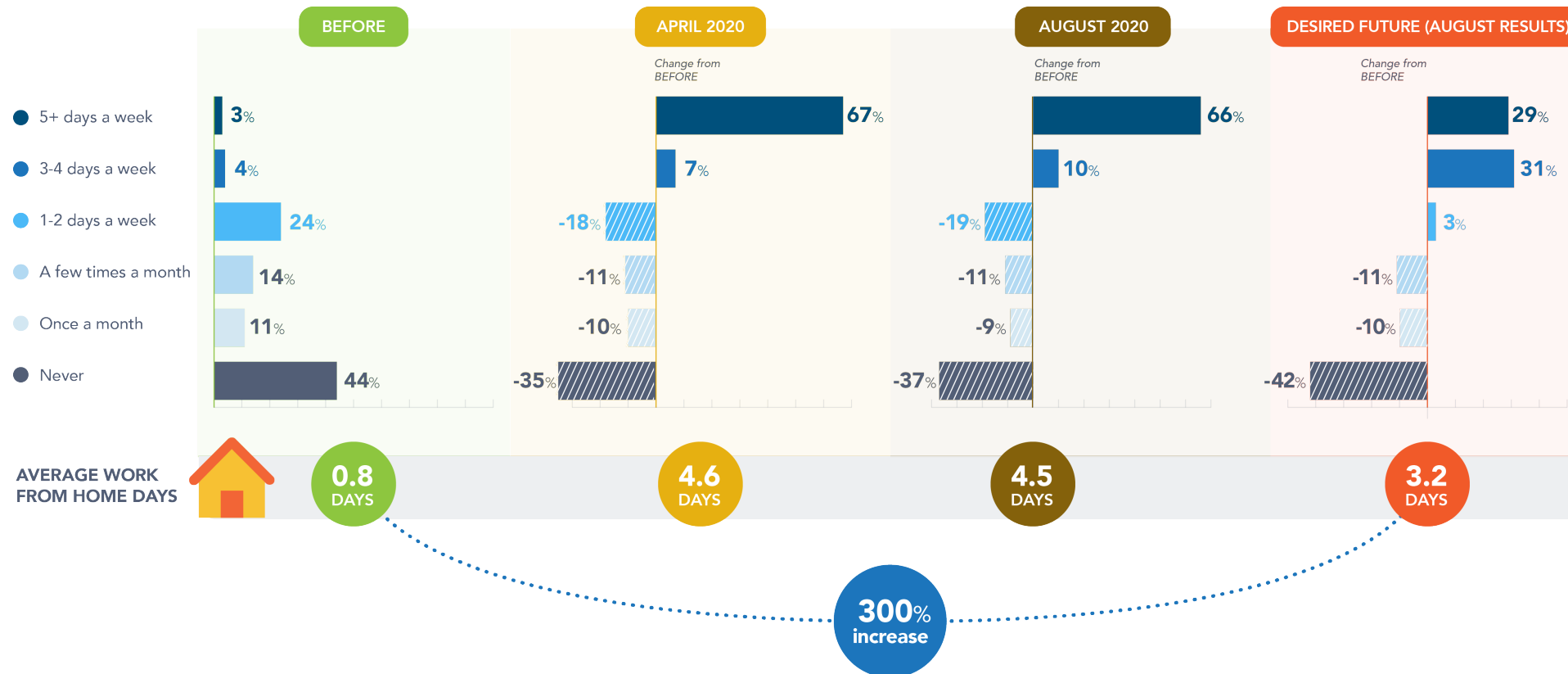
DONE WITH OUR TMA PARTNERS:



GOALS

1. Establish pre-pandemic telework rates
2. Monitor changes in telework rates over time
3. Identify commuter / employer needs
4. Inform tools and messaging to benefit the region
5. Continue at 3, 6, 12, 24-month intervals

Interest in Future Remote Work Growing



60% of employees now want to work 3+ days per week in the future (up from 38% in the April survey)

Telework in the Time of COVID-19 Webinar Series

- 13 sessions to date
- 650+ attendees
- Overall 4.6 / 5 rating
- Showcasing local employer partners and TMA collaborations
- Connecting resources
- Numerous leads, new partners, new implementations

SERIES 1	SERIES 2	SERIES 3	SERIES 4	SERIES 5
<p>TELEWORK IN THE TIME OF COVID-19 March 18, 24, 26</p> <p>Managing Remotely <i>Perimeter Connects</i></p> <p>Business Continuity in the Era of COVID-19 <i>LBI</i></p> <p>Collaborative Technologies for Telework</p>	<p>FINDING NEW METHODS: HOW THE PANDEMIC IS RESHAPING TELEWORK April 29, 30 & May 5, 7</p> <p>The Road to Success for Teleworkers <i>Perimeter Connects, ASAP+</i></p> <p>Nuts and Bolts: Telework for Small Businesses <i>BioCure</i></p> <p>Embracing Cultural Change: Teleworking Post COVID-19 <i>GA Baptist Mission Board</i></p>	<p>ROUNDTABLE SESSIONS: GEOGRAPHICALLY FOCUSED June 23, 24, 25</p> <p>North Fulton & Gwinnett <i>Sugarloaf CID, BioCure, PBD</i></p> <p>Central & South <i>Atlanta Westside, GA DNR</i></p> <p>West & Cobb <i>Cobb-Douglas Public Health, Randstad</i></p>	<p>TELEWORK IN THE TIME OF COVID-19 (cont.) August 20, 25, 27</p> <p>Flexibility is the Future <i>Wabtec (LBI), Blue Cypress Consulting, City of Woodstock</i></p> <p>Reimagining Work: Building Blocks for Your Telework Program <i>GA DHS</i></p> <p>How Regional Data Can Shape Telework Policies</p>	<p>REINTEGRATION TO THE WORKPLACE January 2021</p> <p>Generational Telework Panel <i>Presenting Regional Survey Data</i></p> <p>Additional TBD</p>

All webinars are available at: <https://gacommuteroptions.com/about-us/media-center/telework-in-the-time-of-covid-19>

Telework Implementations

- 15 implementations
- 40+ additional engaged employers
- Greater public sector engagement
- Returning clients
- Fast evolution
- Media

FlexWork for Business Continuity
Your Quick Start Guide to Creating a FlexWork Program

FlexWork, or flexible work arrangements, can be a key component of your strategy to create a productive, healthy workplace culture where your teams and your business thrive. You can achieve this simply by offering your employees more choices for how and when they arrive at work. Use this quick start guide specially compiled for you to help jump-start FlexWork programs at your workplace.

WHY FLEXWORK? IT KEEPS YOUR BUSINESS GOING.
By extending telework and flexible schedules to your employees, your company is implementing key business continuity and emergency preparedness strategies to keep your business operating and your employees working.

Business Continuity Strategies

TELEWORK
Telework is a way for employees to occasionally report for work without the need to drive to the office. This option is the most effective way to prepare for inclement weather or emergencies. Employers who have a telework policy see a 32% decrease in absenteeism. (Source: FlexJobs)

FLEXIBLE SCHEDULES
Flexible schedules allow employees to shift their start and end times outside of peak travel periods. This option is effective for delayed openings or early closings due to inclement weather or major traffic impacts. It can also help reduce the spread of illness.

41% of Atlanta region commuters telework at least occasionally.
Regional Commuter Survey conducted by the Atlanta Regional Commission (2019)

WE'RE HERE TO HELP. Georgia Commute Options has been supporting local employers for over 25 years with workplace commuting strategies. Take advantage of our one-on-one services—available at no cost to metro Atlanta businesses like yours. Contact Telework@GaCommuteOptions.com to get started.

#ForBartow Video Series
View the Full List of Videos

Interview with Ben Foster - T...

0:16 / 19:01 YouTube

Teleworking 101 (04/28/20)

Resource Links:
[Georgia Commute Options](#)
[Telework Survey](#)
[Webinar Series](#)
[Employer Services](#)

DO YOUR PART
SOCIAL DISTANCE
6 FEET

Telework may outlast pandemic for metro Atlanta commuters

COVID-19 SURVIVAL GUIDE
By David Wickert, The Atlanta Journal-Constitution

Employer	ESO	Teleworkers
ADI	LBI	11
BioCure	GCO	6
Blue Cypress	GCO	9
Better Business Bureau	CAP	38
City of Woodstock	GCO	200
Cobb & Douglas Public Health	GCO	232
Cobb County Government	GCO	400
GA Dept of Human Services	GCO	9,000
Girls, Inc.	GCO	12
Imagine Communications	GCO	12
Kennesaw State University	GCO	3,310
Melissa Libby	LBI	10
Mercedes Benz	Perimeter	800
Rubicon	LBI	250
Wabtec	LBI	120

TMA COVID-19 Response Emphasized Telework Support

- Conducted market research and telework resource sharing.
- Supported regional data collection efforts to gather information on COVID-19 impacts to the commute.
 - **Remote Work Survey:** Launched in April (Q3 Follow-up in August; Q4 Follow-up in October)
 - **Executive Interviews:** Conducted in April
 - **2020 COVID-19 Survey (Regional Commuter Survey):** Launched in May
 - **Return to Workplace Survey:** Launched in June
- Promoted GCO's [Telework in the Time of COVID-19](#) webinar series.
- Provided additional telework webinars and advising services presented by **Elham Shirazi**.
- Led group discussions on challenges and successes of telework efforts.
- Facilitated telework policy development and training.
- Led discussions on post-COVID shifts in clean commute strategies.



Biketober

- Targeted populations
 - Prior employer participants
 - First-time participants from 2019
 - Those who found a renewed reason to buy and and/or ride a bike during COVID
- Outreach and marketing
 - Connected with over 400 employers and community partners
 - 16 “Welcome to Biketober” virtual events for employer teams
 - Collaboration with AHA, AARP, Atlanta Bicycle Coalition, Relay Bike Share, and Georgia Bikes
 - Donated prizes: \$1,000 REI Gift Card for registration, various REI biking and outdoor gear, Edison Electric Bike grand prize
- Popularity of active travel modes
- Fun and motivational message

	2019	2020*	Goal	Percentage of Goal	YoY Change
Organizations	366	372	250	148%	0.8%
Registrations	3,491	4,290	3,800	102%	10.9%

*mid-October progress, not complete

BIKETÖBER
RIDE & SHINE

A fun way to come together while safely riding apart!

Atlanta Bike Challenge
October 1-31, 2020

ATLBIKECHALLENGE.COM

Join today & win prizes!
Register by Sept. 30 for a chance to win a \$1000 gift card from REI. You'll also have a chance to win our grand prize, a brand new Edison Electric bike.

Ride anytime, anywhere · Encourage others to ride · Achieve your goals · Take part with colleagues and friends or ride solo

PRESENTED BY: GEORGIA COMMUTE OPTIONS
PRIZES SPONSORED BY: EDISON, REI

AHA, AARP Georgia, ATLANTA BICYCLE COALITION, Relay Bike Share

Engaging Employers

New Partners During COVID

- ✓ ACS Biz Consulting
- ✓ Arcadis
- ✓ BioCure
- ✓ Blue Cypress Consulting
- ✓ Brookview Elementary
- ✓ Carroll EMC
- ✓ City of Chamblee
- ✓ City of Griffin
- ✓ City of Powder Springs
- ✓ City of Woodstock
- ✓ Cobb & Douglas Public Health
- ✓ CPL
- ✓ First Step Staffing
- ✓ Forsyth County Planning Department
- ✓ Forsyth County School District
- ✓ Fulton County Board of Health
- ✓ GA Dept of Human Services
- ✓ Girls, Inc.
- ✓ Imagine Communications
- ✓ InfoMart
- ✓ Johnson Controls, Inc.
- ✓ Milesko
- ✓ PBD Worldwide
- ✓ Silver Line Building Products
- ✓ Sugarloaf Mills
- ✓ US Department of Agriculture

26

New Partners

283

Employer Meetings

259

Community Partner Meetings

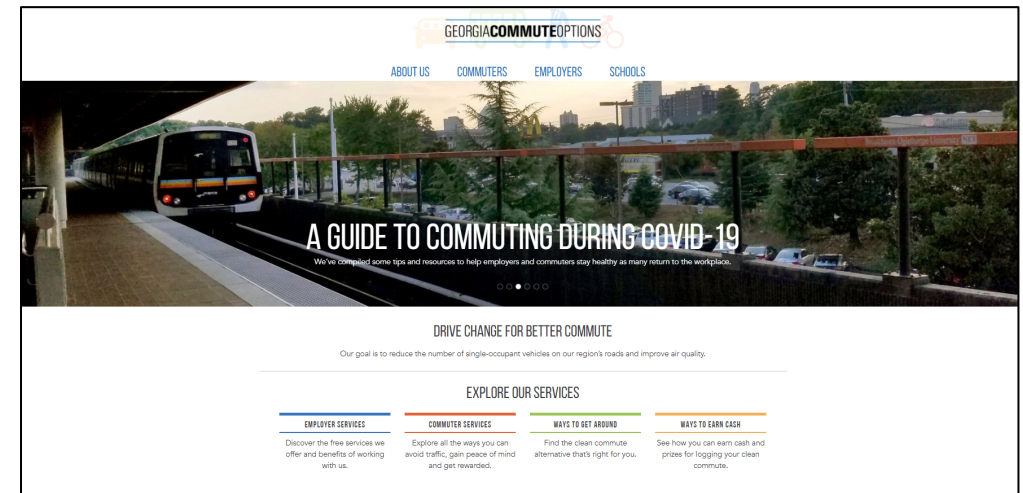


Engaging Commuters

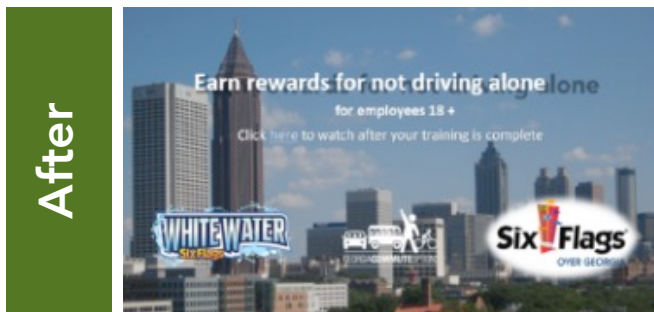
40

Commuter Events

Lunch and Learns, Orientations, WFH Bingo, Essential Employee Care Packages, Virtual Fairs, Train the Trainer



COVID-19



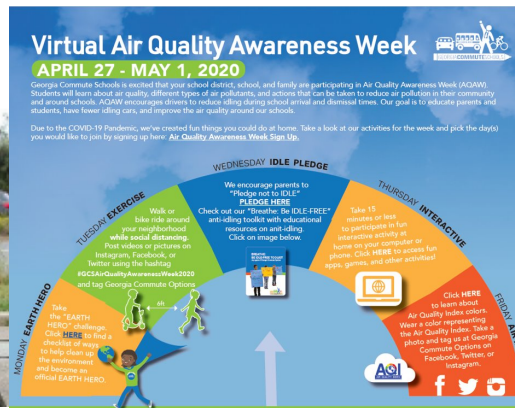
Georgia Commute Schools

11

New Partners

100

Virtual Meetings & Events



K-12 Air Quality Curriculum Development		
Phase 1: Survey and Research <i>Underway</i>	Phase 2: Development and Design Q 1-2 2021	Phase 3: School Deployment <i>2021 School</i>

NEW PARTNERS DURING COVID

Districts

1. Fulton County Schools
2. Newton County Schools

Schools

1. Christo-Rey Atlanta Jesuit High School
2. Clayton Elementary School
3. Glenwood Elementary School
4. Livsey Elementary School
5. Poole's Mill Elementary School
6. South Paulding High School

Community

1. Black Health Matters
2. Mercy House
3. Safe Kids Georgia



Upcoming Projects

3-Month

- Reintegration to the Workplace – employer guidance and resources
- Launch Air Quality Promotion
- Scaled Telework Services- training more ESO staff on the telework implementation process to increase capacity to respond to employer inquiries and identify partner needs
- Regional TDM Summit – significant educational and networking opportunity for Atlanta’s TDM community and stakeholders; critical timing to discuss a regional approach to impacting workforce decisions
- Essential Employee Care Package Promotion; Virtual Work From Home Care Package
- Generational Telework Series

6-Month

- Continue assisting employers and employees (commuters) with Reintegration to the Workplace
- Intensive GCO Territory Review
- Low Wage Worker Outreach Initiative
- Underrepresented Populations Research and Pilot

12-Month

- National Case Study Participation with the Association for Commuter Transportation & Center for TDM Research (study based on Telework Surveys Data) - GCO has been tapped to serve as a national best practices model for data collection and behavior change data
- K-12 Air Quality Curriculum Update
- Marketing Focus Groups – testing messaging and programming with the “new Atlanta commuter” audience

Looking Ahead