

The Biggest Change Moment In Transportation

Maximizing Productivity for Business Continuity



Media Coverage

- Curbed ATL included GCO in two pieces in March regarding how mass teleworking could have a permanent impact on how metro Atlanta companies operate.
- Gridlock Guy mentioned GCO in his piece on the sweeping 30-year traffic plan. GCO is slotted to receive a portion of the funding for mobility alternatives.
- GCO was also quoted by the AJC and CBS46 on companies adjusting to teleworking amid COVID-19. CBS46 reported that GCO has seen a 70% increase in telework logging and the AJC included the link where businesses can download the quick start telework guide.



How coronavirus impact could permanently change the way Atlantans commute

"This is a tipping point for teleworking"

By Sean Keenan | @ThatSeanKeenan | Mar 19, 2020, 11:36am EDT

"These are unprecedented circumstances, so it wouldn't be typical to have this many people teleworking at one time," said Rosalind Tucker, managing director of the ARC's Mobility Services Group. "But this is a tipping point for teleworking."

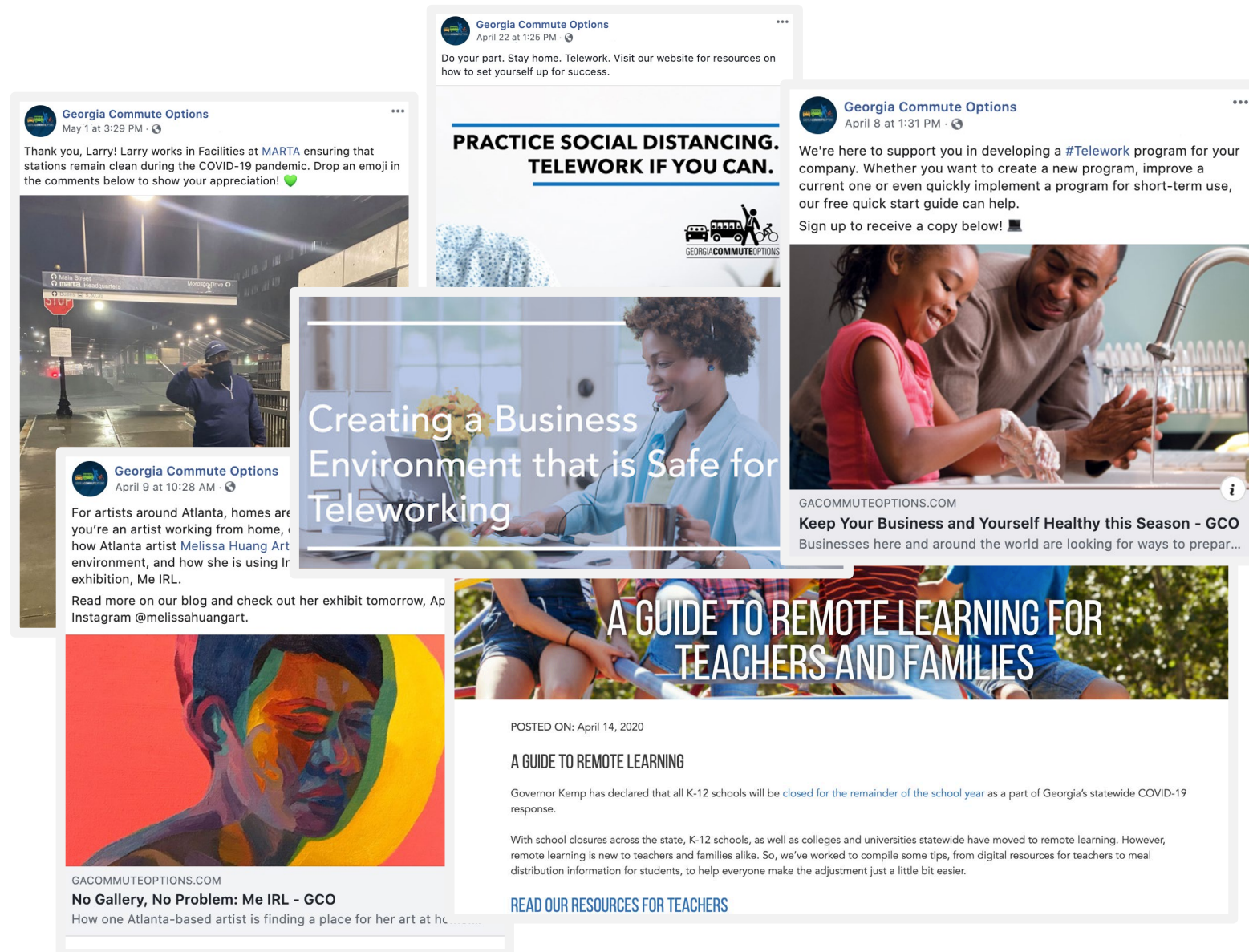
How to Telework While Social Distancing

ARC Atlanta Region Matters - March 23, 2020 10:56 am



Marketing

- **Telework**
 - Training and support
 - Webinars
 - Webpages
 - Guides and standards
- **Social Engagement**
- **Blogs**
 - Inspiring stories of teleworkers
 - Highlighting and thanking transit employees



This Could Change Everything



“
We are exploring the idea
of never going back.
Or, reimagining how
and if we go back.”

The Regional Leader on Remote Work

A FEW EMPLOYERS WE HAVE ASSISTED OVER THE YEARS



Mercedes-Benz



CUMULUS
M E D I A



COX



BEAZER
HOMES



**Georgia Professional
Standards Commission**
Protecting Georgia's Higher Standard of Learning



**COBB & DOUGLAS
PUBLIC HEALTH**
Healthier lives. Healthier community.



**ATLANTA
WESTSIDE**
PRESBYTERIAN CHURCH

STRADIS
HEALTHCARE

mri
REAL ESTATE SOFTWARE

bc
BioCure

Remote Work Research Project

RESEARCH COMPONENTS



1. Regional Remote Work Survey
2. Executive Interviews

DONE WITH OUR PARTNERS



At a Glance: Survey



SURVEY COMPLETED

APRIL 1, 2020 – MAY 5, 2020



2,900+
RESPONSES

● Executive leadership

7%

● Manager

21%

● Non-manager

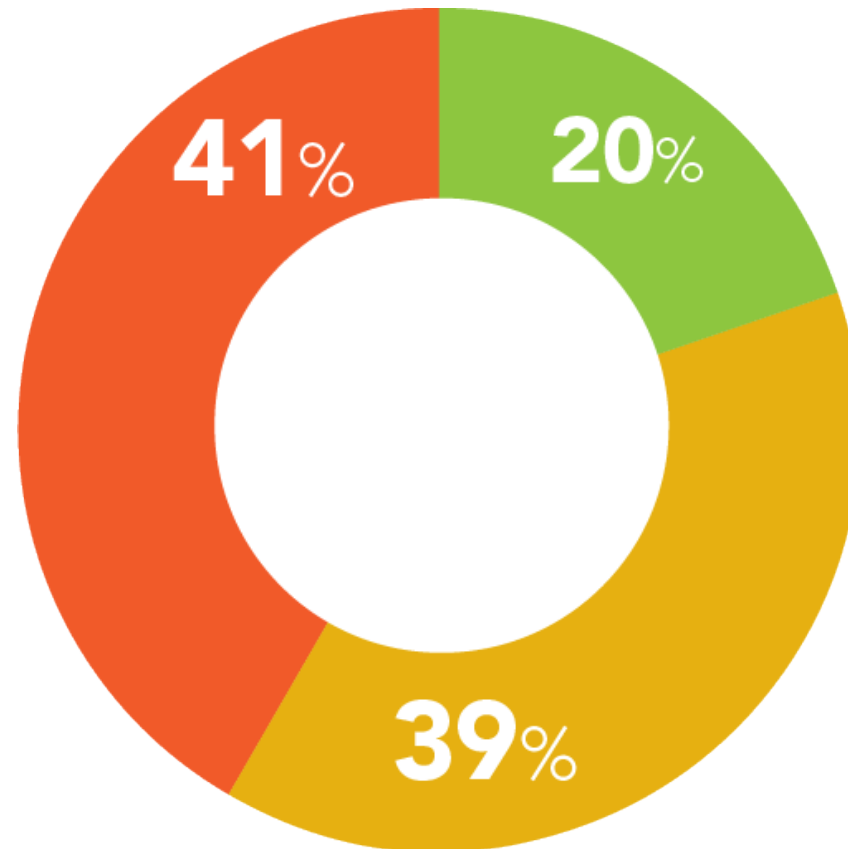
72%



Prior Experience with Remote Work

Prior to COVID-19, was working from home common practice?

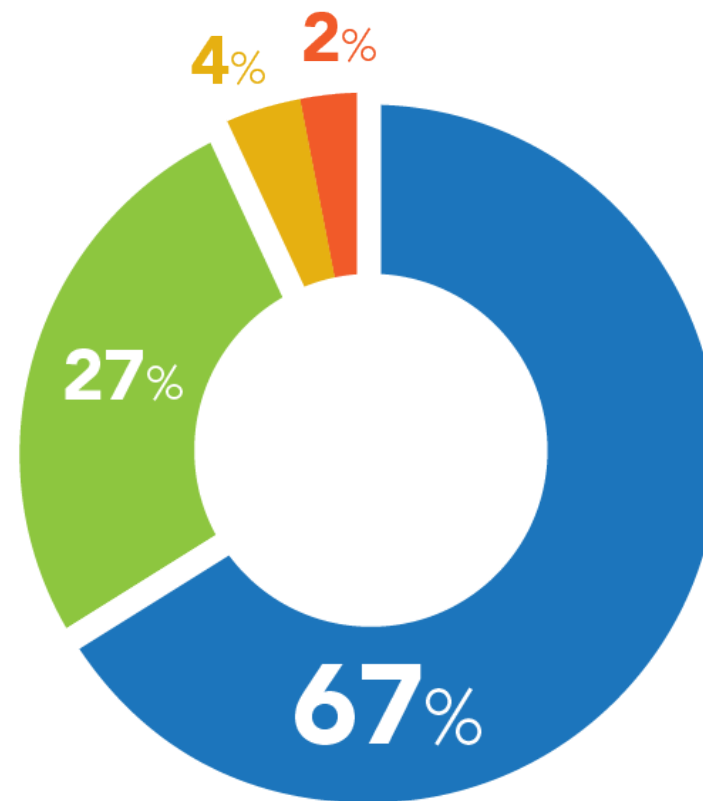
- Yes, widely available
- Yes, for select roles only
- No



Remote Work Key to Business Continuity

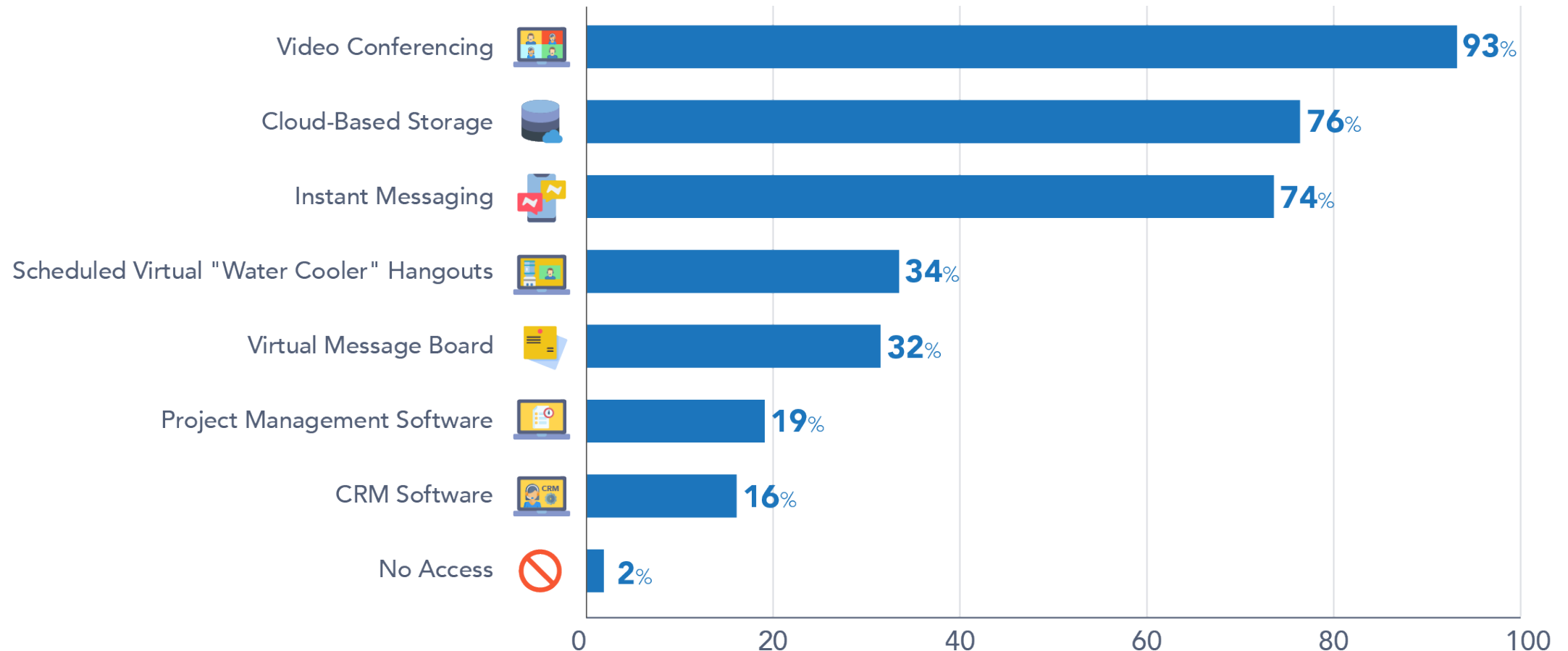


94% of employers said remote work was **mainly or partially** responsible for their continued operations.

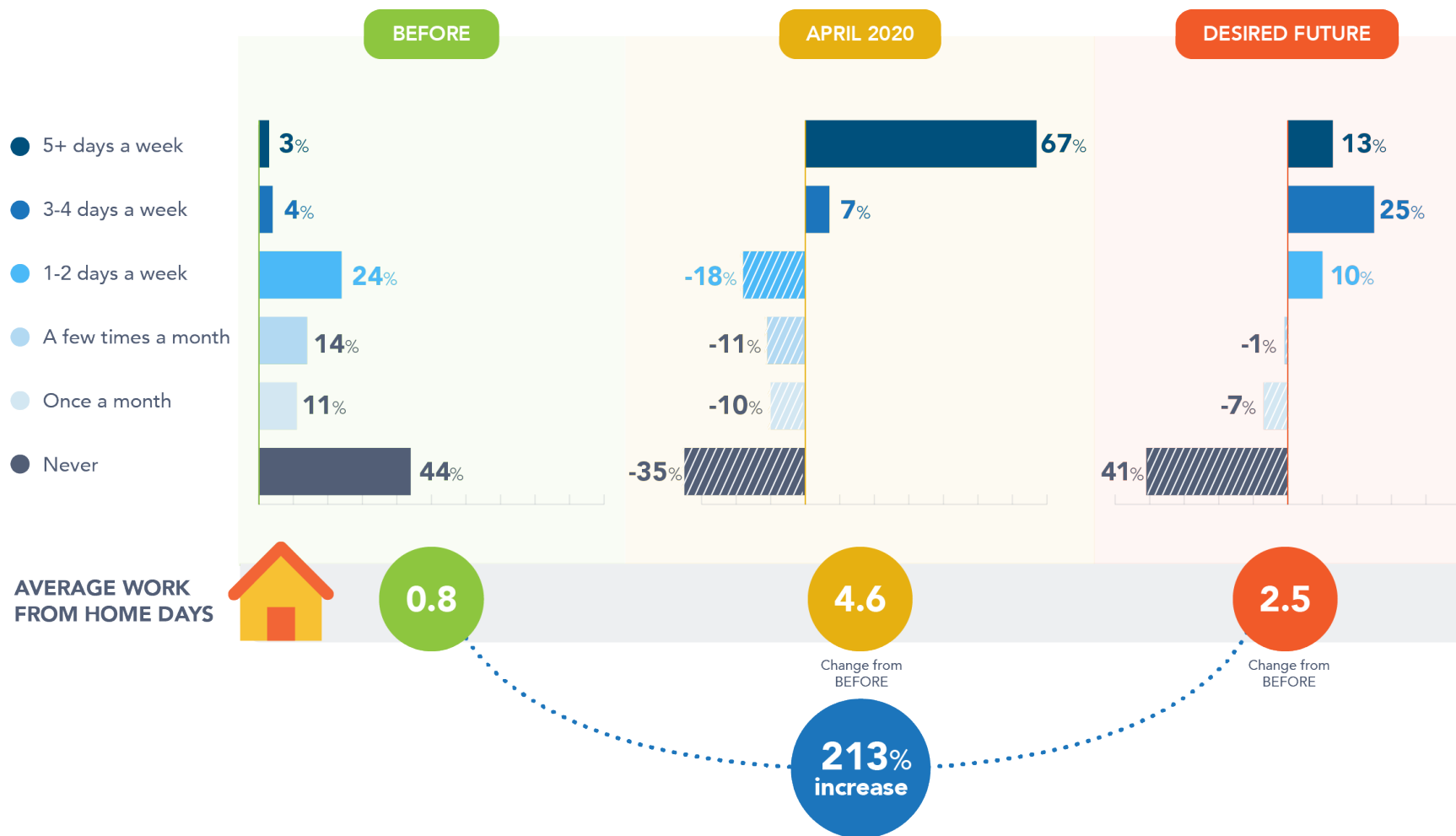


Technology is No Longer a Barrier

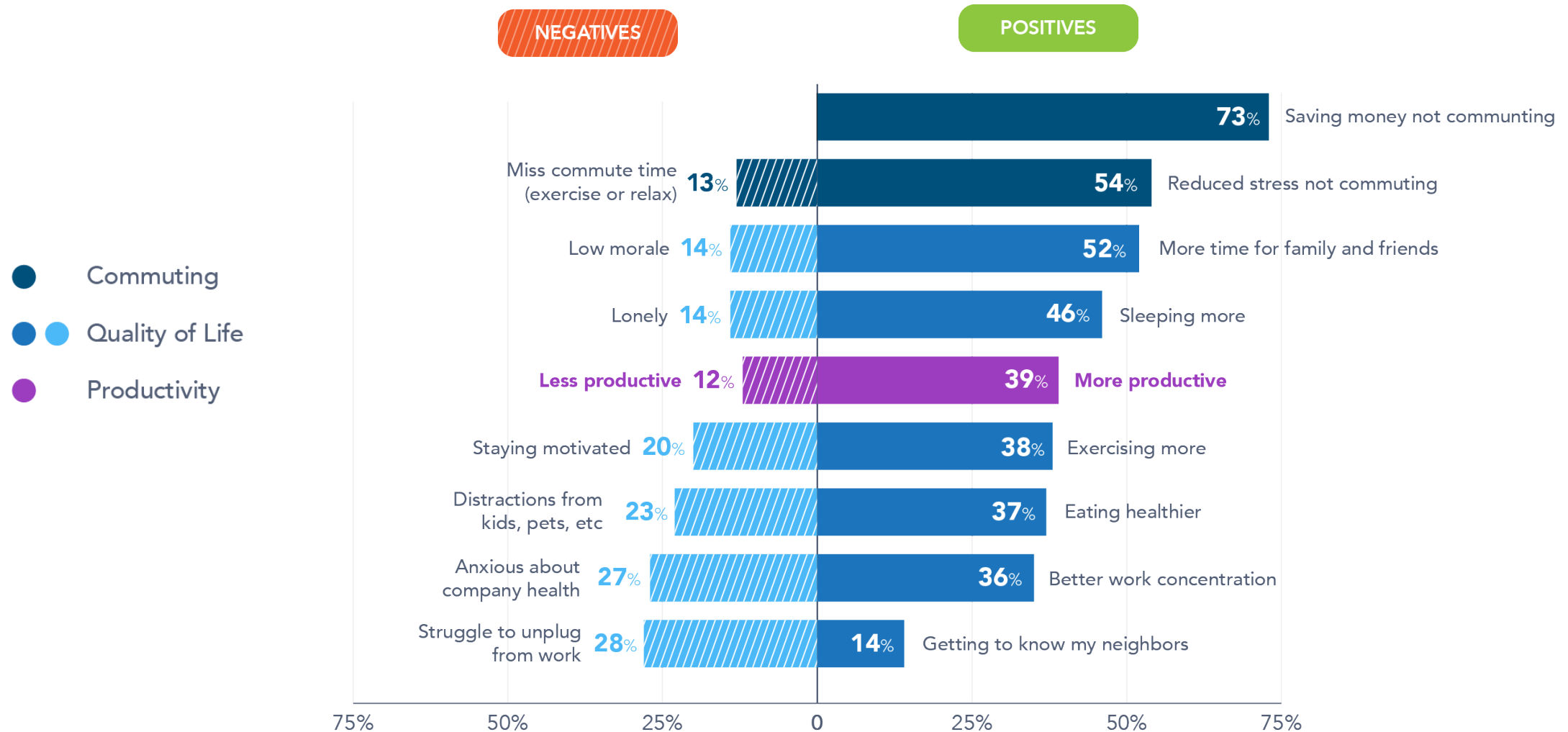
Tools and Resources Available When Working from Home



Durable Shifts to Remote Work

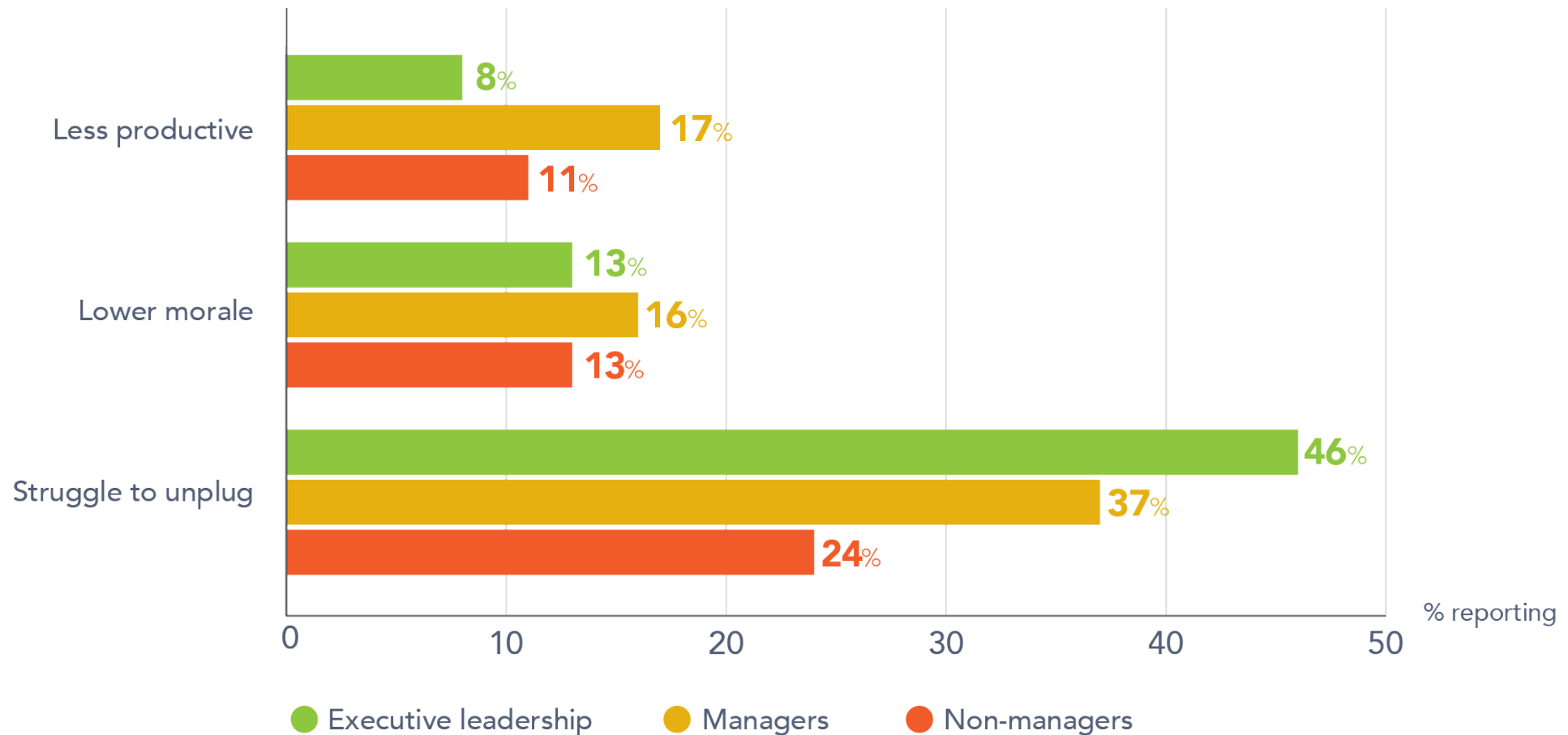


A Mostly Positive Experience



Challenges Vary by Job Position

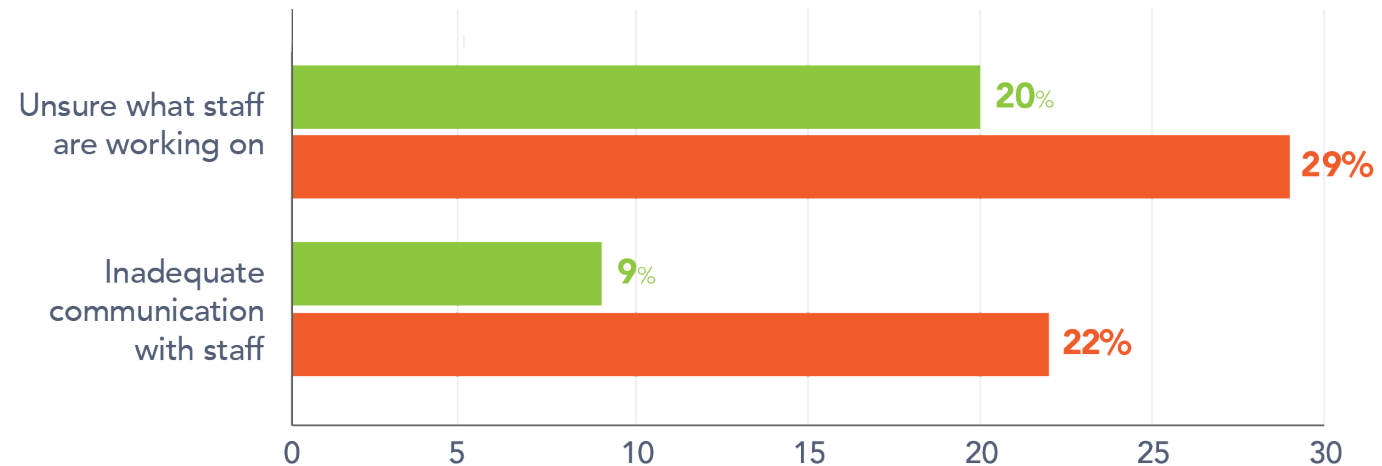
Personal Challenges Experienced Since Working from Home



Managers Improve with Experience

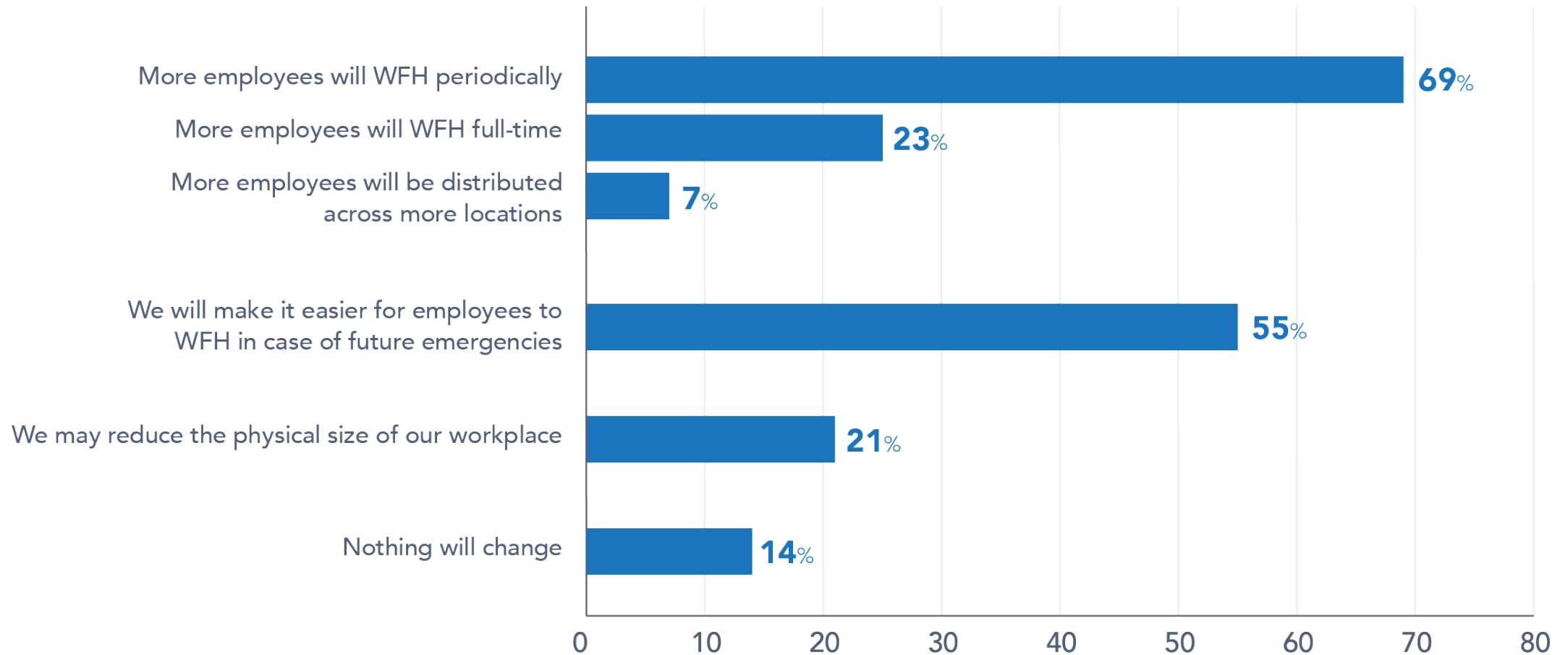


TOP CONCERNS OF MANAGERS



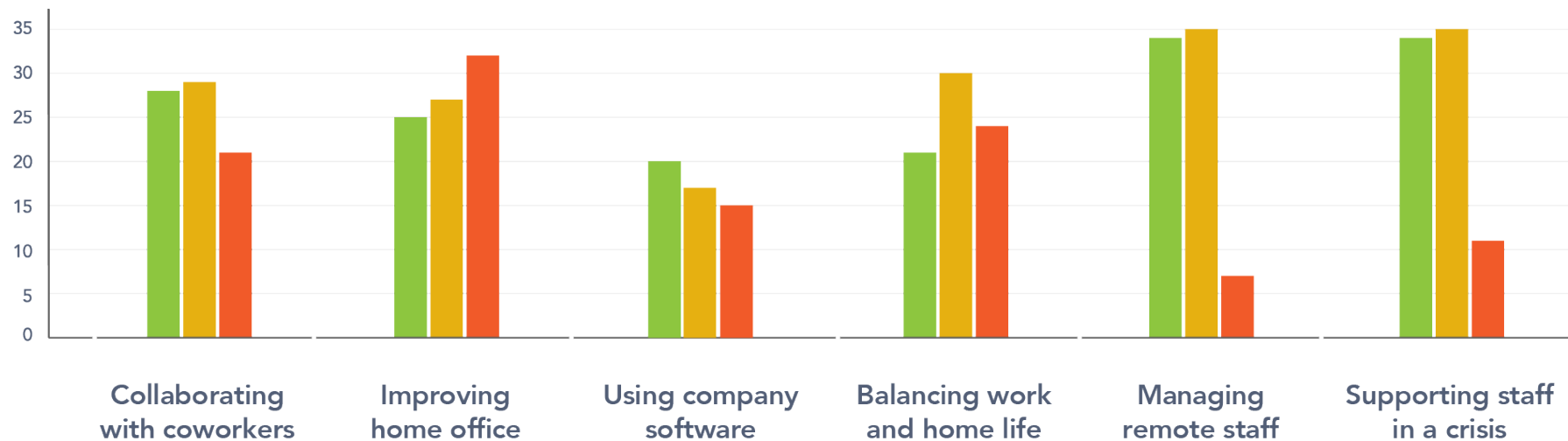
Executives See Big Changes

Future Remote Work Plans



Ways We Can Help Going Forward

Interest in Work from Home Resources



● Executive leadership	28%	25%	20%	21%	34%	34%
● Manager	29%	27%	17%	30%	35%	35%
● Non-manager	21%	32%	15%	24%	7%	11%

At a Glance: Interviews



C-SUITE EXECUTIVES FROM LARGE COMPANIES

Atlanta Regional Commission

Coca-Cola Company

Conure Telecom Services

Cox Enterprises

Georgia Environmental

Protection Division

Georgia Power Company

Insight Global

Mercedes-Benz USA

Primerica

State Farm

WSP Global



At a Glance: Interviews

KEY FINDINGS

The return to the workplace will be coordinated through a **thoughtful and phased approach**

They forecast a sustained increase in **remote work participation**

Office spaces will evolve into safer working environments

There is demand for regional coordination and Georgia Commute Options support

“

We are committed to the [scientific] data and **not a timeline.**

”

“

Instead of asking ourselves, ‘Why do people have to stay at home?’ we ask ourselves, ‘**Why do people need to come into the office?**’

”

The Right Words Matter

Work is a verb.

“

If we just look at what work really is, it's less about a place to go and much more of a thing for us to do.

”

Rebalancing work

Rebalancing how we work.

Rebalancing where we work.

Rebalancing when we work.

Rebalancing getting to work.

Balanced work

RECOMMENDATION

Mobility Services Group



Create Regional
Rebalancing Work Mobility
Task Force



Repeat Surveys to Track
Balanced Work Trends

“

It takes a regional collaborative to talk about [the benefits of reduced commuting]. There are things we can actually do as employers to ease the traffic burden. We knew that, but we weren't sure we could do it.

We've done it.

”

RECOMMENDATION

Georgia Commute Options



Create an Employer Brochure on Rebalancing Work



Initiate Territory-Based Employer Peer-to-Peer Networking



Create Balanced Work Resources to Support Employees Continuing to Work from Home



Develop Integrated Balanced Work Marketing, Incentives, and Website Content

This Could Change Everything

A laptop screen is the central focus, displaying a video conference with four participants: a man with a beard, a woman with blonde hair, a man with dark hair, and a man with glasses. The screen is slightly blurred, and the text is overlaid on top. The background of the slide is a light blue gradient.

**We are leading
the biggest change
moment for
transportation in
Atlanta.**



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