



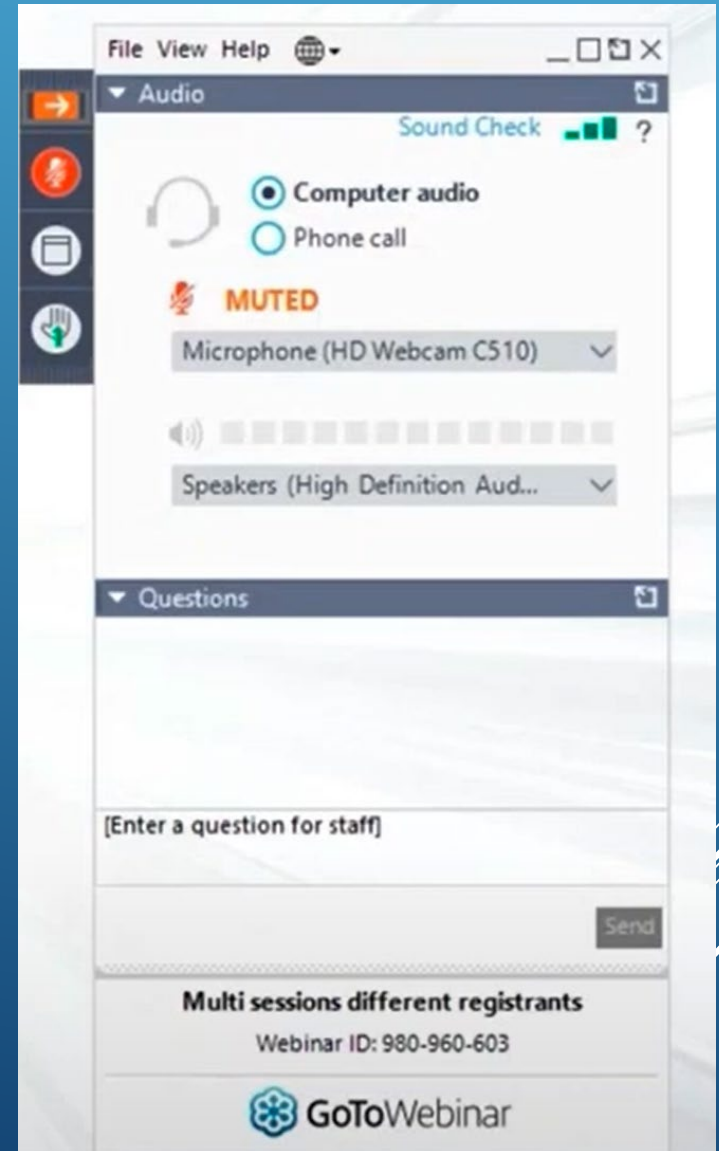
RELECTIONS OF REMOTE WORK DURING COVID-19

Success Stories and Lessons Learned from
Maryland Businesses

Session 1 4.29.20

WEBINAR FAQ

- ▶ Select Computer or Phone Audio
- ▶ The Questions window can be used for both technical issues and Q & A. Also Q&A at end of presentation
- ▶ All sessions will be recorded and will be available post- webinar at CommuterChoiceMaryland.com
- ▶ Slide decks will also be available at the Commuter Choice Maryland website



How many days a week did you
work remotely before COVID-19?

POLL # 1

- A. 1 Day a week
- B. 2 Days a week
- C. 3 or more days a week
- D. On an as needed basis
- E. N/A my workplace does not offer remote work as option

3

WHAT IS COMMUTER CHOICE MARYLAND?

- ▶ **COMMUTER CHOICE MARYLAND** is the Maryland Department of Transportation's Travel Demand Management Program
 - ▶ Promotes alternative options to driving alone to work such as public transportation, ridesharing (vanpooling & carpooling) walking, biking, remote work (teleworking), and flexible work schedules
- ▶ Helps reduce congestion, conserve energy, protect the environment and facilitate economic opportunity

COMMUTER PROGRAM SERVICES



Transportation Options

- Serve as a resource for transportation options such as Guaranteed Ride Home, transit, vanpool, carpool, biking and walking, flexible work schedules and telework



Information

- Online and printed information on available resources on transportation options



Outreach

- Outreach to commuters at events to increase their knowledge and comfort level with using transportation options

Visit: CommuterChoiceMaryland.com to learn more

Employer Program Services



Employer Assistance

- Provide ongoing assistance to employers in implementing commuter benefits programs and taking advantage of the Maryland Commuter Tax Credit



Webinar & Information

- Deliver webinars, provide toolkits, targeted materials to help employers with communications and implementing a commuter benefits program



Marketing Materials

- Provide marketing materials and information on employee commute options

Visit: CommuterChoiceMaryland.com to learn more

Free Business Toolkits

2019 Edition   The Maryland Department of Transportation is a common-sense leader that delivers safe, sustainable, equitable, and exceptional transportation solutions to enable our citizens and businesses to thrive.

Commuter Choice Maryland Maryland Employer Commuter Benefits

TOOLKIT



2019 Edition   The Maryland Department of Transportation is a common-sense leader that delivers safe, sustainable, equitable, and exceptional transportation solutions to enable our citizens and businesses to thrive.

Commuter Choice Maryland

VANPOOL TOOLKIT

For Employers and Commuters



2019 Edition   The Maryland Department of Transportation is a common-sense leader that delivers safe, sustainable, equitable, and exceptional transportation solutions to enable our citizens and businesses to thrive.

Commuter Choice Maryland A Guide to Telework for Employers



Available at: CommuterChoiceMaryland.com

What topics would be of interest to you for future webinar sessions?

POLL #2

- A. How to plan & implement a Commuter Benefits Program
- B. Best practices from Maryland businesses
- C. Business Tax Credits- MD Commuter Tax Credit
- D. How to use available Toolkits
- E. Other

COMMUTER CHOICE MARYLAND GUEST

Odessa L. Phillip, PE



- President and CEO of Assedo Consulting
- Over 20 years of experience
- Expert at bringing together state and local stakeholders, politicians agency officials, special interest groups and communities affected by projects in various phases of development
- In 2012 founded Assedo Consulting, LLC a certified African –American woman-owned business enterprise (MBE/WBE).



PREPARED TO PIVOT:

A Small Business Owner's Reflections
on Teleworking during COVID-19

Odessa L. Phillip, PE

President & CEO – Assedo Consulting, LLC

Wednesday, April 29, 2020

Presentation for Commuter Choice Maryland

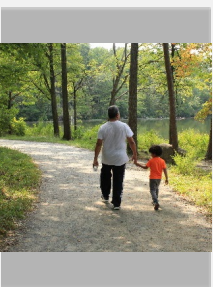
Engage. Educate. Empower.

We take public outreach personally.

Company Overview



Planning and public outreach for projects in the planning, design and construction phases of development



Engage. Educate. Empower.

Established in 2012

African-American Woman-owned firm

Sectors

- Transportation
- Utilities
- Environment
- Parks & Open Space

Services

- Public Outreach and Education
- Planning and GIS Services
- Branding and Marketing

We take public outreach personally.

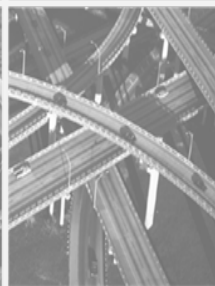
Our Team... Small but Mighty



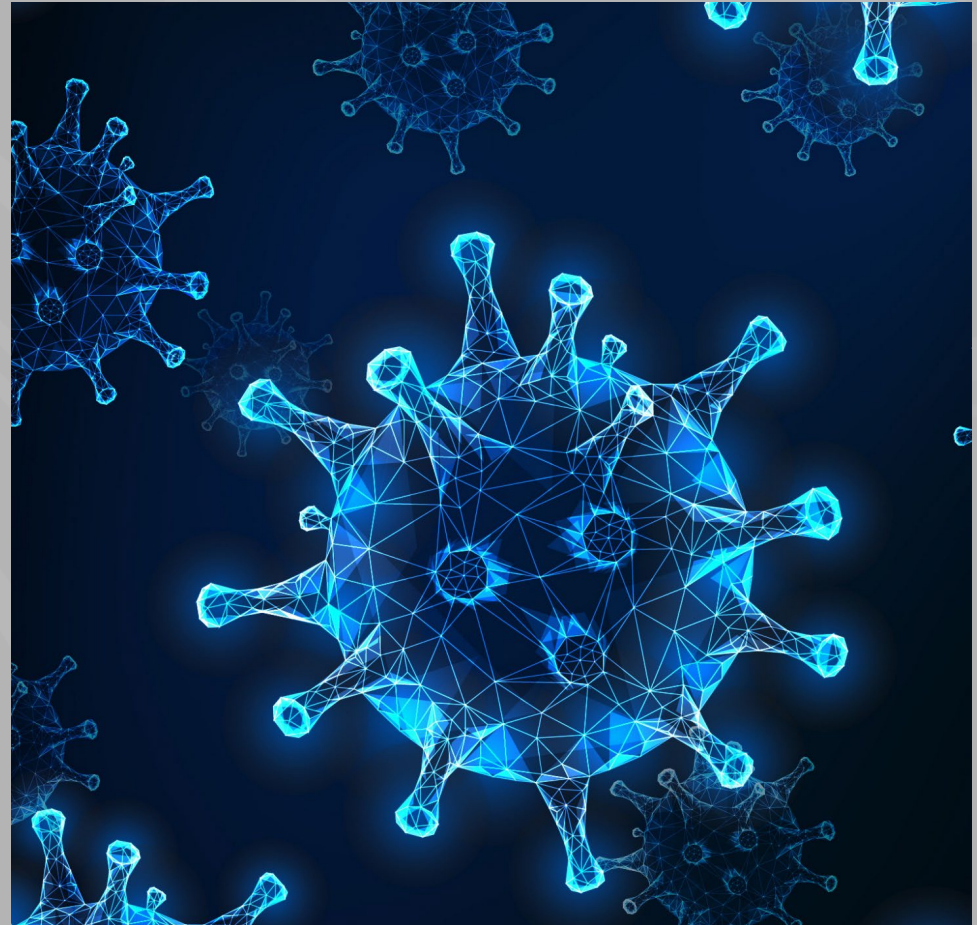
Engage. Educate. Empower.

We take public outreach personally.

Adapting to COVID-19 as a Small Business



Engage. Educate. Empower.

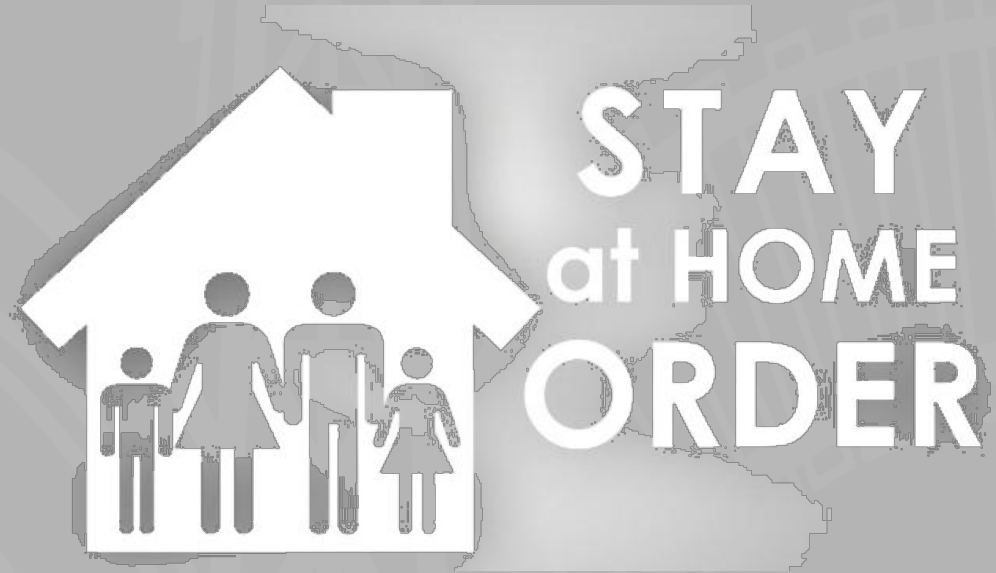


We take public outreach personally.

Directive from Elected Leaders



Engage. Educate. Empower.



EVERYTHING changed overnight

Who is Essential? **What will we do?**

Are we ready for this? Where to work with the kids at home? **When will this end?** **How will this change the future?**

We take public outreach personally.

Take a Breath



Most important quality for
successful and indefinite
telework:

COLLABORATIVE
COMPANY
CULTURE

Key Elements in Hand



- Telework Policy (Benefit)
 - One telework day a week
 - Eligibility after 90 days
- Flexible Working Schedules
 - 7:00 am – 9:00 am start time
 - 4:00 pm – 6:00 pm end time
- Laptops for full team
- Portable VOIP phone system
- Cloud-based file storage
- Client Relationships
- Essential Project Work

**Did you already have a
telework policy in place?**





What we had in place

- Core values that were agreed upon by each member of the team
 - **Quality FIRST**
 - Flexibility & Fun
 - Integrity & Innovation
 - Respect & Responsiveness
 - Stewardship & Sustainability
 - Teamwork & Trust
- Company Mission (or guiding principle)
ENGAGE. EDUCATE. EMPOWER.

Necessary Changes



Engage. Educate. Empower.

Internal Pivot

- Planned with management team
- Determined message and strategy
- Expanded Telework to 5 days/week

External Pivot

- Communicated our plan to clients
- Increased availability to clients
 - More phone calls / emails
 - Frequent schedule updates
- Showed compassion

STAY CONSISTENT TO OUR BRAND

We take public outreach personally.

Internal Planning

- Met with Management Team
- Assessed Company Workload
- Developed Financial Plan
- Shared work plan with Team
- Managed HR Needs
- Prepared to Execute



External Plan



- Communicate with clients that we remain open
- Help clients assess their public facing needs
- Develop client messages
- Maintain our brand awareness
- Increase social presence
- Plan for future work (proposals, presentations, interviews)

Other Critical Commitments

- Maintain employee morale
- Sustain client and team connections
- Understand the financial climate
- Maintain work quality
- Adjust to shifts in work demand
- Provide seamless technology infrastructure



BE honest
humble
human



Engage. Educate. Empower.



Assedo Consulting, LLC

March 26 · 🌐

Assedo Consulting is still here for you.

We know that many small businesses are going through tough times but we are still here serving you, only from a virtual space. We have modified our work schedules and are now working from home to practice social distancing, and we appreciate all who are ensuring that we stay operational.

If you are able, please make sure the economic engine of America is getting critical payments for work done on your behalf! If you would like more information during uncertain times, please rely on reputable sources like the CDC and WHO for ways you and your community can stay safe. Click these links below:

<https://www.cdc.gov/coronavirus/2019-ncov/index.html> ✓

https://www.who.int/health-topics/coronavirus#tab=tab_1 ✓

Governor Hogan also provides regular updates on his website

<https://governor.maryland.gov/> ✓

We take public outreach personally.

Improve / Sustain Employee Morale



- Be honest and transparent
- Express concern but clearly articulate plans for short, mid, and long term
- Check-in regularly with everyone on the team
- Provide updates when known
- Be patient, listen and offer grace
- Build in time for fun up front!
 - Daily “coffee” or “water cooler” meetings
 - Virtual Happy Hours
 - Team Scavenger Hunt

Are you having company sponsored fun time?





Focus on Work Quality



- Maintain some sense of “normalcy”
- Identify daily and weekly tasks, roles & responsibilities and deadlines
- Meet with team members regularly
- Establish a quality review process
- Communicate MORE
 - Verify client expectations
 - Make calls and participate in meetings
 - Use video conferencing
 - Share planned approach
 - Build on existing trust
- Be FULLY present

Seamlessly Integrate Technology



- Computers
 - Portability (laptops)
 - Connectivity (Internet)
 - File Structure
- Phones
 - VOIP System
 - Cell Service
- Programs
 - Microsoft Teams
 - SharePoint

The New Normal?



If we must do this indefinitely,
we will need to:

- Search for Virtual Platforms to support client needs
- Maintain productivity while creating healthy work/life boundaries
- Support employees' mental health
- Identify ways to help employees shine (promotional opportunities)
- Encourage networking outside of internal team

**Are you taking regular
breaks?**



Telework Tips



- Establish consistent working protocols
 - Use daily to-do lists
 - Share daily tasks with others
 - Schedule meetings with project teams
- Use technology effectively
 - Revisit use of email
 - Frequency of checking
 - Incorporate instant messages vs email
 - Avoid social media until breaks
- Consider ergonomics and physical setup
- Schedule regular breaks into the day
- Communicate more frequently
- Increase intermittent deliverables

**Would you want to
telework every day?**



Connect with Us

  @Assedoconsulting

 @AssedoLLC

 @Assedo-Consulting

www.AssedoLLC.com



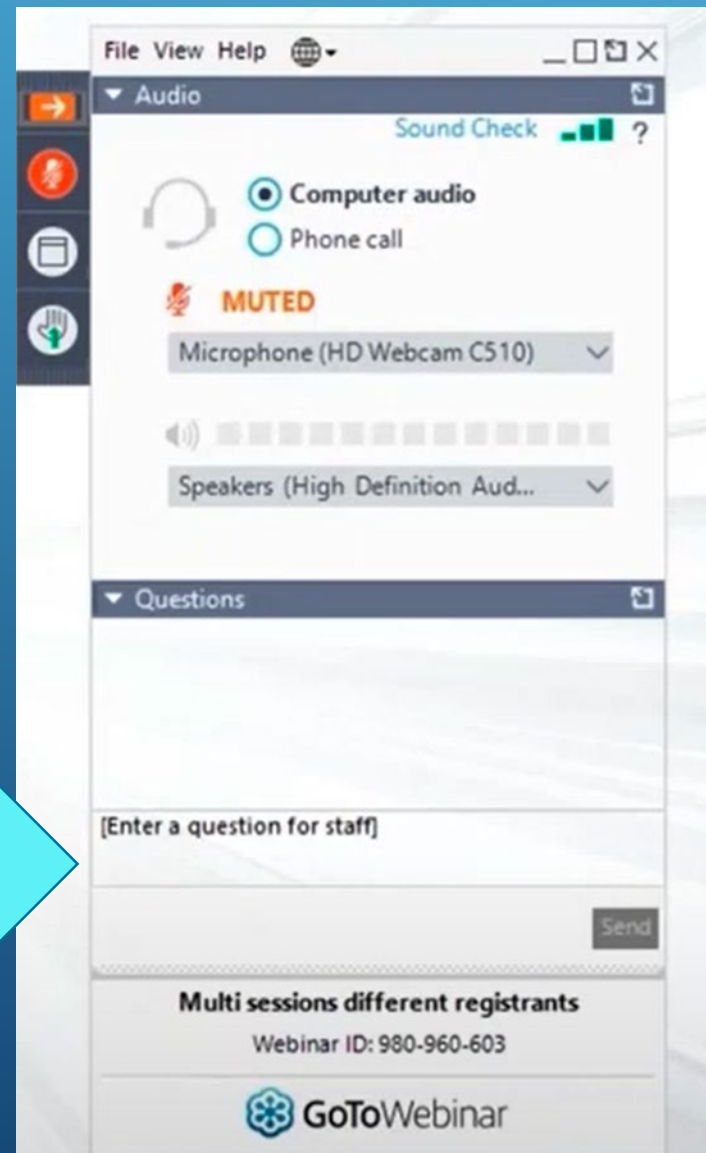
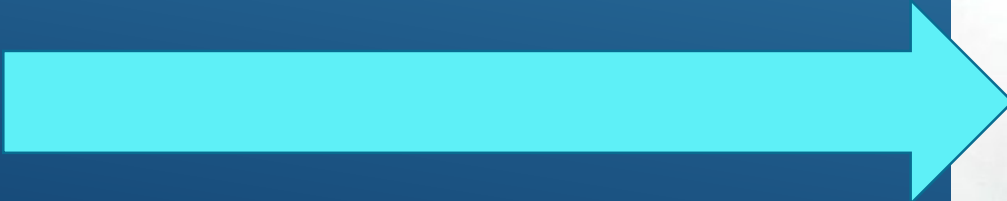
Engage. Educate. Empower.

We take public outreach personally.



Questions?

Please type your questions
in the question window



Thank You!

We Are Always Here to Help!

Contact Details:

Commuter Choice Maryland

Phone: 410-865-1100

Email: Commuterchoice@Mdot.Maryland.gov

Website: CommuterChoiceMaryland.com

Follow us on LinkedIn and Facebook!