

# CT Water Stays Connected

Connecticut Water (CT Water) partnered with CTrides for “CTrides Week 2013” to promote the importance of trying alternate forms of transportation versus commuting alone. For the week-long event, the CT Water leadership and sustainability team challenged their employees with a goal of saving 1,000 commute miles.



*Denise Poole, one of CT Water's telecommuters in her home office.*

**“One of the most important benefits of having telecommuters at CT Water is the ability to provide service continuity during major storms and to ensure the safety of employees. “**

Flyers were posted, emails sent, and articles placed in the weekly newsletter to encourage participation. “People did step up and challenge themselves,” said Donnel Brown, telecommute liaison for CT Water. The employees went above and beyond, exceeding their goal with 1,087 miles saved. One employee, Tim Petranek, cycled more than 25 miles to his home in New London from the Clinton office.

CT Water is a public utility based in Clinton that serves 90,000 residents in 56 towns throughout Connecticut. They reached out to Patrice DeFilippo, Telecommute specialist for CTrides, over three years ago in a sustainability and employee work-life balance initiative.

“CT Water is a perfect example of a company whose leadership got behind the formation of a telecommute program and made it a win-win for both

employees and the organization,” said DeFilippo. The company vowed to put their customers, the environment, and their employees first by offering telecommuting and other flexible work options. “We are a forward thinking sustainable company, and that’s important,” added Brown.

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## Staying Connected to Customers

“One of the most important benefits of having telecommuters at CT Water is the ability to provide service continuity during major storms and to ensure the safety of employees. Because CT Water delivers a vital product that families and communities depend on daily for public health and fire protection, dependable communication with its customers is critical to the company’s day-to-day operations.” offers Brown.

**To ensure constant customer contact, CT Water is piloting a rotating telecommute schedule with its customer service call center staff that allows employees to field customer calls from home during adverse weather or other events when traveling to the office would be unsafe.**

To keep the telecommute program on target with employees’ needs; the company periodically issues a survey for supervisors, telecommuters, and colleagues for feedback. The results of the report are typically very positive with a unanimous sentiment from their teleworkers that they feel more productive and efficient.

Employees, who once drove across four regions to Clinton for meetings, are now able to participate from remote offices via videoconferencing and will soon be able to participate from their home offices, eliminating both travel time and expense.

Nationally, companies that offer telecommuting as an option, recognize the benefits of the practice. The U.S. Census Bureau reported that the number of employees who work from home increased from 3.6 percent to 4.3 percent between 2005 and 2010. Some of the benefits of working in a flexible location include a positive effect on the environment because of the reduced energy consumption; a better work-life balance for employees; and increased productivity for employers.

Brown, who telecommutes four days a week, had nothing but good things to say about the program; “I certainly love it, I feel more productive!” says Brown. In addition to the convenience of telecommuting, Brown also tracks her “non – commuting” points through CTrides’ online ride matching and reward program, Nuride. She’s CT Water’s ‘top tracker’ who enjoys coupons and discounts from restaurants, online purchases, and local events.

*Let us help you discover the commute options that work best for your business and employees. For more detailed information, or to speak with an Outreach Coordinator in your area, call us at 877-CT-RIDES (287-4337).*

