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GAS PRICES FUEL EMPLOYER INTEREST IN TELECOMMUTING

—*Survey Shows CT Employers Consider Implementing Programs to Attract/Retain Valuable Employees*—

NEW HAVEN, CONN. — According to a recent pulse survey conducted by Connecticut Business & Industry Association (CBIA) and *Telecommute Connecticut*, half of employers have noted an increase in employees seeking commuting alternatives, such as telecommuting, carpooling and a four-day workweek.

It's clear that rising gas prices are hitting Connecticut commuters hard. With regular fuel costing well over \$4.00 per gallon and climbing, the question is: Are record-high fuel costs driving Connecticut's employers to consider telecommuting to attract and retain valuable talent?

Over the past three months, Telecommute Connecticut has seen a remarkable surge in requests from Connecticut employers wanting consultations about implementing telecommuting programs. These include companies with as few as five employees as well as some of the state's largest employers. Without question, the heightened interest is directly related to the rise in gas prices.

Of the Connecticut employers polled, 27% are considering offering work-from-home options one or more days a week to offset their employee's commuting costs. Furthermore, 37% of employers said they would consider offering this work-from-home option if fuel prices reach \$5.00 per gallon.

Almost 60% of businesses surveyed (about 3 out of 5) agreed that skyrocketing fuel costs combined with the need to attract and retain valuable employees, have made them more likely to create or expand their telecommuting program.

With fuel prices at record highs, and with increases predicted into the fall, commuters are paying greater attention to fuel costs as a part of their household budget. Many are seeking jobs closer to home or asking for more job flexibility. In fact, in a recent national survey 11% of respondents said they are considering leaving their jobs because soaring gas costs are making their commute to work unaffordable.

Employers who want to recruit and retain talented workers must consider their employees' needs. Having a telecommuting strategy helps companies attract and hold on to their top performers—and make them even better. In fact, the number one benefit to employers with telecommuting programs is a measurable increase in productivity.

The Connecticut Department of Transportation has been a longtime supporter of telecommuting, and these efforts are now at the forefront. Connecticut was among the first state in the nation to

roll out a statewide telecommuting initiative, which, to date, has helped over 200 Connecticut employers set up their own telecommute programs.

Telecommute Connecticut is a free service that helps Connecticut employers design, develop and implement telecommuting programs. A team of experienced consultants in human resources, and voice & data technology helps employers put their programs in place or update them. For more information, visit www.telecommuteCT.com.

CBIA/Telecommute Connecticut Pulse Survey Findings

50%	Increased requests from employees for commuting alternative options
27%	Connecticut employers considering offering telecommuting programs
37%	Connecticut employers likely to offer telecommuting to employees should gas reach \$5.00 per gallon
60%	Connecticut employers more likely to pursue/expand telecommuting program to attract/retain employees and offset gas cost increases

**July 2008 Connecticut Business & Industry Association (CBIA) and Telecommute Connecticut pulse survey of CEO and Human Resources professionals from throughout Connecticut.*

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