

**CONNECTED**  **DMV**

**DMV Flexible Work  
& Recovery Agreement**  
*Communications Toolkit*

**December 2020**



## INTRODUCTION

This Communications Toolkit is intended to help you participate in proactive communications to support awareness and adoption of the DMV Flexible Work & Recovery Agreement across our region. In this document, you will find talking points, recommendations for social media coordination to promote the Agreement, and language to help human resource leaders communicate the Agreement to employees.

Consider these resources a set of tools to place in your organization's toolbox, as a means of further aligning with and advocating for the DMV Flexible Work & Recovery Agreement. For even more detail, see the Agreement FAQ [here](#).

Please contact us with any questions you may have.

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## TALKING POINTS

### Agreement Origin & Purpose

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- At its July 16 meeting, Connected DMV's [COVID-19 Strategic Renewal Task Force](#) approved an initiative to create a voluntary shared agreement among the region's employers committing to flexible work arrangements over the next 18 months to further enable regional recovery and the return to work sites.
- As more and more people get back on the road and use public transit again, the Agreement is targeted at reducing congestion during peak commute periods, both for public health and as well as workforce safety and quality of life.
- A regional working group met eight times over four months to develop the Agreement and consists of Northrop Grumman, Ford Motor Company, the Washington Metropolitan Area Transit Authority (WMATA), the Metropolitan Washington Council of Governments (MWCOG), the Greater Washington Partnership (GWP), KPMG, and APCO Worldwide.
- Transportation and commuting are inherently regional issues in the DMV. The Agreement reflects ongoing regional conversation and coordination among employers to help our region recover from COVID-19 and position for future success. This regional pledge aims to mobilize a groundswell of organizations dedicated to improving public health, workforce quality of life, and commuting experiences for all.

### Agreement Impact

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- Only by taking a collective stance can we best help our region recover from COVID-19 by reducing transportation system congestion and increasing commuting efficiency, providing myriad benefits for both organizations and residents.
- Smoothing commute demand and reducing congestion will have numerous benefits, with ever greater impact as more organizations commit to the agreement, including:
  - Further enabling social distancing on public transit, enhancing public health
  - Increasing workforce quality of life and improving access to job sites
  - Strengthening equitable outcomes for commuters who rely on public transit
  - Assisting families to coordinate around school and childcare arrangements
  - Helping to reduce greenhouse gas emissions and improve air quality
  - Aiding in attracting and retaining talent via workforce mobility programs
- This Agreement aims to increase public trust and usage of our region's public transit, which enhances mobility options and reduces roadway congestion, providing myriad benefits for our communities. During the COVID-19 recovery period, decreasing peak-time congestion can benefit commuters by further supporting safety and cleanliness protocols on public transit.

- Participating in this Agreement will support our region’s safe recovery from COVID-19. In addition to helping reduce congestion on public transit and roadways, offering flexible work arrangements can help attract and retain talent by reinforcing organizational commitment to workforce well-being. We will be good neighbors by supporting the best interest of the broader DMV community. There may even be work productivity benefits stemming from increased commuting efficiency and the emphasis on workforce quality of life.

## Agreement Logistics

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- The Agreement is aspirational in nature, emphasizing flexibility for organizations adopting it.
- The Agreement is designed to be easy to adopt by a wide variety of organizations across all sectors, of all sizes, and with different workforces and work delivery requirements.
- Employers have full latitude in how to implement the Agreement.
- This Agreement aims to serve the region by targeting a reasonable recovery period—deemed 18 months, given the many uncertainties—to help facilitate the safe return to the workplace. Of course, flexible work arrangements and the accompanying benefits can endure beyond the 18-month term of this Agreement.
- The Agreement is voluntary, non-binding, and does not require a signature.

## Joining the Agreement

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- Joining the Agreement is simple. Have an authorized representative from your organization:
  - Visit <https://www.connecteddmv.org/flex-work> and commit your organization by checking “My organization commits to the DMV Flexible Work & Recovery Agreement” and submitting your name, title, organization, and email address; or
  - Send an email to Geoffrey King, Director of Business Solutions ([geoffreyking@connecteddmv.org](mailto:geoffreyking@connecteddmv.org)), with the statement “My organization commits to the DMV Flexible Work & Recovery Agreement,” or with any questions. We will list your organization name (not logo) as a supporter on our web page, unless indicated otherwise.

## SOCIAL MEDIA MESSAGES



The following messages are intended for participating organizations to use in supporting the DMV Flexible Work & Recovery Agreement on social media, as well as to encourage further adoption across the region. This content is developed primarily for publication on Twitter and LinkedIn but may be customized for use on other digital channels, including your organization’s website.

Message	Platform	Media Asset
<p>We are pleased to collaborate with regional organizations and @ConnectedDMV by supporting the <a href="#">DMV Flexible Work &amp; Recovery Agreement</a>.</p> <p>This region-wide commitment to flexible work arrangements will help reduce peak-time congestion while increasing workforce health, safety, and quality of life.</p>	Twitter	<i>Image featuring organizational logo</i>
<p>We are pleased to collaborate with regional organizations and @ConnectedDMV by committing to the <a href="#">DMV Flexible Work &amp; Recovery Agreement</a>.</p> <p>This region-wide pledge to flexible work arrangements will help reduce peak-time congestion while increasing workforce health, safety and quality of life.</p> <p>Targeting the COVID-19 recovery period over the next 18 months, the Agreement reflects ongoing regional coordination among employers to help the DMV recover from COVID-19, return to the workplace, and position our region for long-term success.</p>	LinkedIn	<i>Image featuring organizational logo</i>
<p>We joined regional organizations and @ConnectedDMV in committing to the <a href="#">DMV Flexible Work &amp; Recovery Agreement</a>. This region-wide pledge reinforces our commitment to the health, safety, and well-being of our workforce.</p>	Twitter	<i>Thumbnail</i>

Message	Platform	Media Asset
<p>We joined regional organizations and @ConnectedDMV in committing to the <a href="#">DMV Flexible Work &amp; Recovery Agreement</a>. By taking a collective stance, we can help our region recover stronger. The reduction of transit system congestion and increased commuting efficiency can provide myriad benefits for both organizations and residents.</p> <p>This <a href="#">Agreement</a> reinforces our commitment to employees by offering flexible work options to remain productive while also remaining safe.</p>	LinkedIn	<i>Thumbnail</i>
<p>Flexible work arrangements provide much-needed relief for families, students, and essential workers, while reducing carbon emissions – just some of the reasons we’ve joined other organizations in committing to @ConnectedDMV’s <a href="#">DMV Flexible Work &amp; Recovery Agreement</a></p>	Twitter	<i>Thumbnail</i>
<p>Flexible work arrangements provide much-needed relief to families, students, and essential workers during the COVID-19 recovery period, all the while reducing carbon emissions – just some of the reasons we’ve joined other organizations in committing to @ConnectedDMV’s <a href="#">DMV Flexible Work &amp; Recovery Agreement</a></p>	LinkedIn	<i>Thumbnail</i>

