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## **Perimeter Work Week Internal Communications Toolkit**

The first-ever Perimeter Work Week (Oct. 28 – Nov. 1) is an opportunity for companies to move the needle on commuting culture in Perimeter by offering eligible employees the chance to have more time – time for work, and time for life.

This toolkit offers suggested internal communications that can be shared with your employees as you prepare for Perimeter Work Week. Here are some tips to make the most of this kit:

1. Share this toolkit with your internal communications team and those who make flexible work options and policy decisions at your organization.
2. The samples included in our toolkit offer thought-starters and key details about Perimeter Work Week. Customize the text based on the details of your company's flexible work options during the week, as well as employee participation and eligibility requirements.
3. As your team prepares for Perimeter Work Week, consider including direct outreach to department supervisors and managers to inform them about the weeklong event, eligibility requirements, and a plan for managing requests for participation.



## **Suggested Intranet/E-Mail Announcement**

### **Title: Oct. 28 – Nov. 1: Perimeter Work Week**

[COMPANY NAME] is joining forces with companies across Perimeter to participate in Perimeter Work Week (Oct. 28 – Nov. 1), a weeklong initiative that gives eligible employees the option to avoid traffic at least one day during the week by:

***[Insert details of your flexwork program].***

If you are interested and would like to learn if your role is eligible for participation during Perimeter Work Week, contact your manager for approval.



## Suggested Social Media Messaging

Consider sharing your company's commitment to flexibility in the workplace on external facing social media channels.

Intent	Facebook/LinkedIn	Twitter
<i>Highlight your participation in Perimeter Work Week and your workforce that's taking part in it</i>	This week, an estimated <b>[number of employees eligible for telework]</b> <b>[Business/Building name]</b> employees are spending less time in traffic by participating in the inaugural Perimeter Work Week. Learn more >> <b>(Link to your press release)</b> #PerimeterWorkWeek	This week, an estimated <b>[number of employees eligible for telework]</b> <b>[Business/Building name]</b> employees are spending less time in traffic by participating in #PerimeterWorkWeek. Learn more >> <b>(Link to your press release)</b>
<i>Showcase how your involvement is collectively making an impact on Perimeter</i>	We've joined forces with fellow Perimeter-based companies to reshape commuting for our employees. The first step? Taking part in Perimeter Work Week, which gives our employees more flexibility in when and where they work. #PerimeterWorkWeek	We're joining forces with fellow Perimeter-based companies to reshape commuting for our employees. The first step? Taking part in Perimeter Work Week, which gives our employees more flexibility in when and where they work. #PerimeterWorkWeek
<i>Personalize your involvement by highlighting a top employee participating in the week</i>	Meet <b>[employee name]</b> who is saving <b>[insert commute time]</b> by working <b>[insert details of your flexwork program]</b> one day this week. <b>[employee name]</b> joins <b>[number of employees eligible for telework]</b> fellow employees who are taking part in Perimeter Work Week, which is a collaborative effort among companies in Perimeter to move the needle on commuting culture. >> <b>(Link to your press release)</b> #PerimeterWorkWeek	Meet <b>[employee name]</b> who is saving <b>[insert commute time]</b> by working <b>[insert details of your flexwork program]</b> one day this week. They are joining <b>[number of employees eligible for telework]</b> fellow employees who are taking part in Perimeter Work Week – a collaborative effort among companies in Perimeter to move the needle on commuting culture. >> <b>(Link to your press release)</b> #PerimeterWorkWeek



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## Press Release Template

This press release template can be customized with details about your company's participation in the week. Share the release with your media contacts and upload it to your company's press room in order to obtain external recognition for your participation in the week.

[INSERT BUSINESS OR  
BUILDING LOGO]



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## SAMPLE PRESS RELEASE

### [Organization Name] Pledges Workplace Flexibility for First-Ever 'Perimeter Work Week'

*Participation in weeklong event signals preference for performance over presence in the workplace*

**ATLANTA (October 28, 2019)** – An estimated **[number of employees eligible for telework]** **[Business/Building name]** employees are spending less time in traffic this week thanks to the company's participation in the inaugural **Perimeter Work Week (Oct. 28 – Nov. 1)**.

Through Perimeter Work Week, **[Business name]** employees have more flexibility to avoid traffic at least one day during the week by working remotely or choosing their arrival and departure times. The goal is simple: improve productivity and boost job performance and satisfaction by giving employees back an extra hour (or two).

**"[Enter specifics of your telework and flexwork program or goals]"** says **[Organizational Representative Name, Title]**. **"[Describe how your program does or could benefit your employees and company]."**

According to surveys conducted in 2018 and 2019 by Perimeter Connects, 15% of all district employees reported they currently work remotely one or more days a week. Perimeter Work Week signals a collective commitment toward expanding flexible work options across the area and is led by Perimeter Connects, the transportation management program of the Perimeter Community Improvement Districts (PCIDs). By Perimeter Connects' calculations, if 50% of all district employees worked remotely one day a week, there would be 9,000 fewer cars on the road each day.

"130,000 employees power more than 5,000 companies in Perimeter, and the district's growing business community will soon bring even more people to and from Perimeter



each day,” says Ann Hanlon, Executive Director of the PCIDs. “We are proud to work with these companies through our program Perimeter Connects to find commuting solutions so that these businesses—and their employees—can remain productive.”

###

***[Insert your company’s boiler plate]***

### **About Perimeter Community Improvement Districts**

The Perimeter Community Improvement Districts (PCIDs) is leading the charge to implement vital transportation improvements to enhance mobility and access to the Perimeter Activity Center. Representing both the Central (DeKalb) and Fulton Perimeter CIDs, the PCIDs are self-taxing districts that use additional property taxes to help accelerate needed transportation and infrastructure improvement projects. For more information about the Perimeter Community Improvement Districts, visit [www.PerimeterCID.org](http://www.PerimeterCID.org).

### **About Perimeter Connects**

Perimeter Connects is a program of the Perimeter Community Improvement Districts (PCIDs) and convenes the Perimeter Executive Mobility Group. To support Central Perimeter’s vitality, Perimeter Connects provides free consulting services to employers and commercial properties. Together they implement transportation solutions that improve access and mobility and reduce congestion. For more information about Perimeter Connects, visit [www.PerimeterConnects.com](http://www.PerimeterConnects.com).