

# **ROCKY MOUNTAIN LAND USE INSTITUTE**

## **FINDING THE BALANCE**

### **The Role of Telecommunications In**

### **Transportation & Land Use Planning**



By Michael Shear, President/CEO  
March 2007

# Issues We Are Struggling With

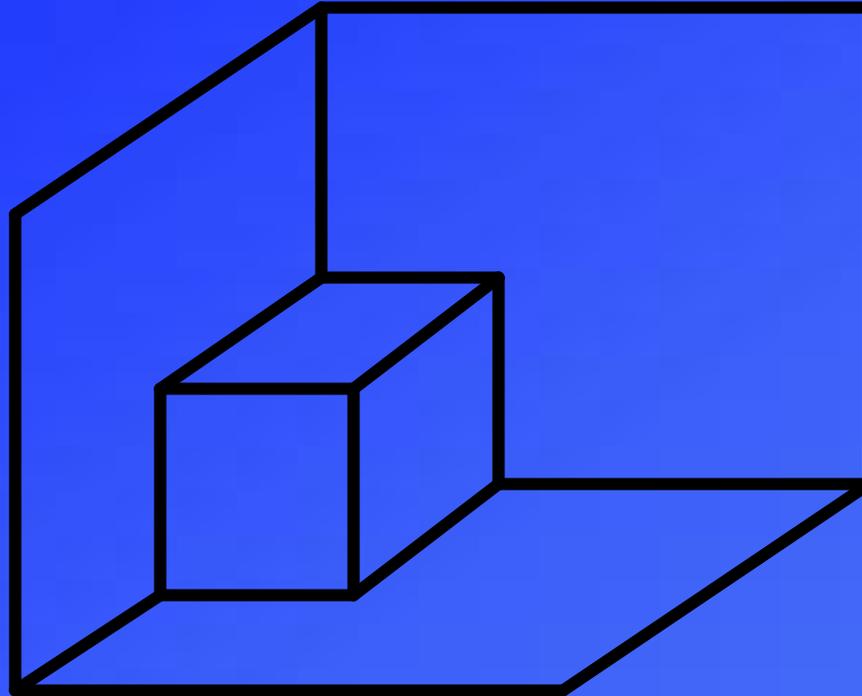
- Transportation
- Sprawl
- Air Pollution
- Global Warming
- Reliance on Oil
- Emergency Preparedness
- Continuity of Operations Planning
- Economic Viability
- Quality of Life



***“We can’t solve problems by using  
the same kind of thinking we used  
when we created them”***

**– Albert Einstein**

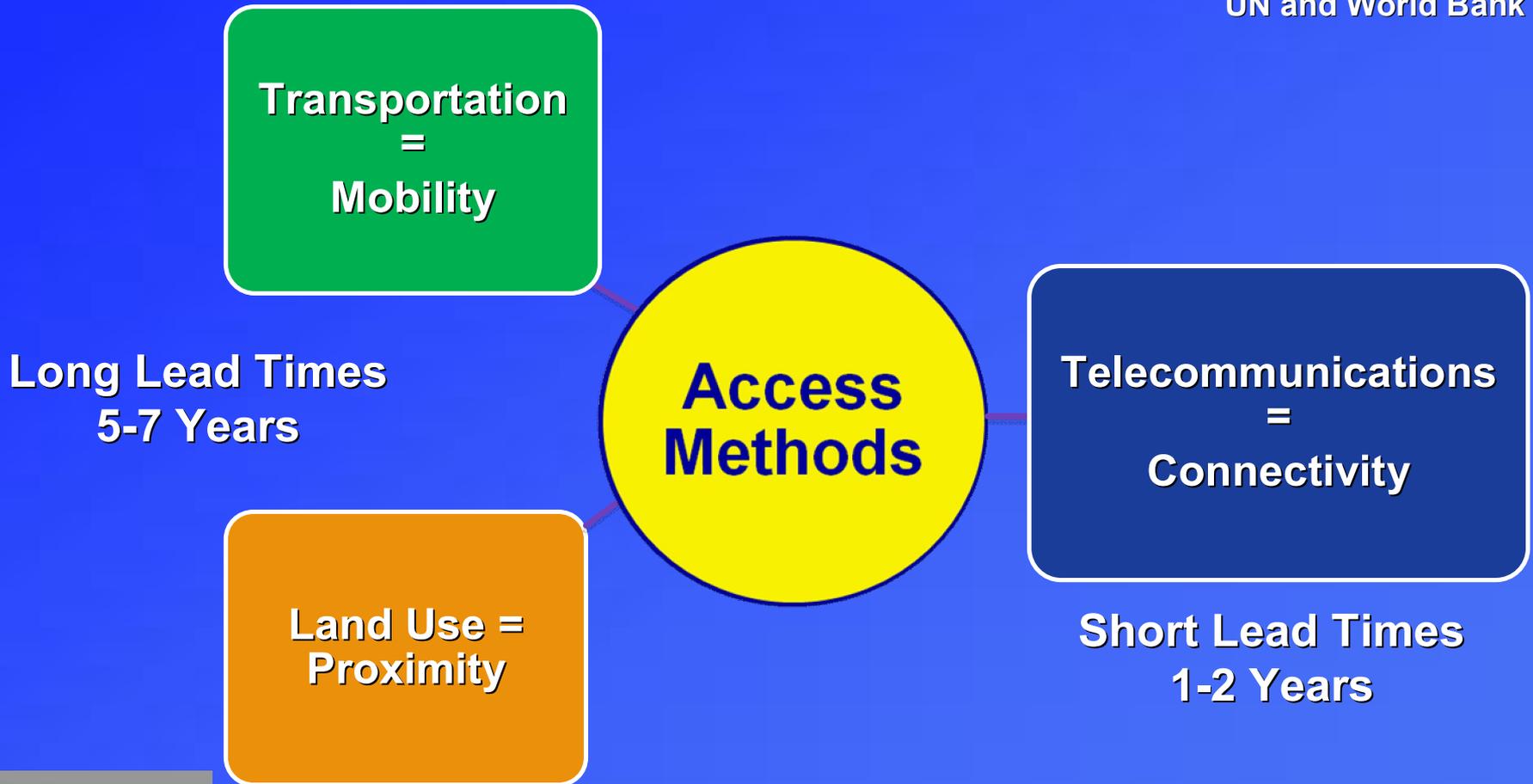
**Changing perception is sometimes a matter of**



**Changing the way we look at things**

**“Accessibility is a key ingredient of well-being and prosperity in contemporary societies.”**

AIR POLLUTION FROM GROUND TRANSPORTATION - 2002  
UN and World Bank



**3 Methods of Access**

# 2 Key Elements of Today's Information Economy

**Information**

**&**

**Time**

# Shifting Paradigms

## Nature and Form of Work

### ➤ Industrial Worker

- Deliverables are physical goods
- Elements of production need to be gathered at a physical location
- Transportation consumes time and gasoline

### ➤ Knowledge Worker

- Deliverables are information based
- Elements of production are assembled in cyberspace
- Uses time to 'create' value by processing information and producing knowledge

# Shifting Paradigms Location of Work

Industrial Age Model  
=  
Single Location

Information Age Model  
=  
Networked Multiple Locations

# Today's Office Buildings



Federal  
Government

Enterprise

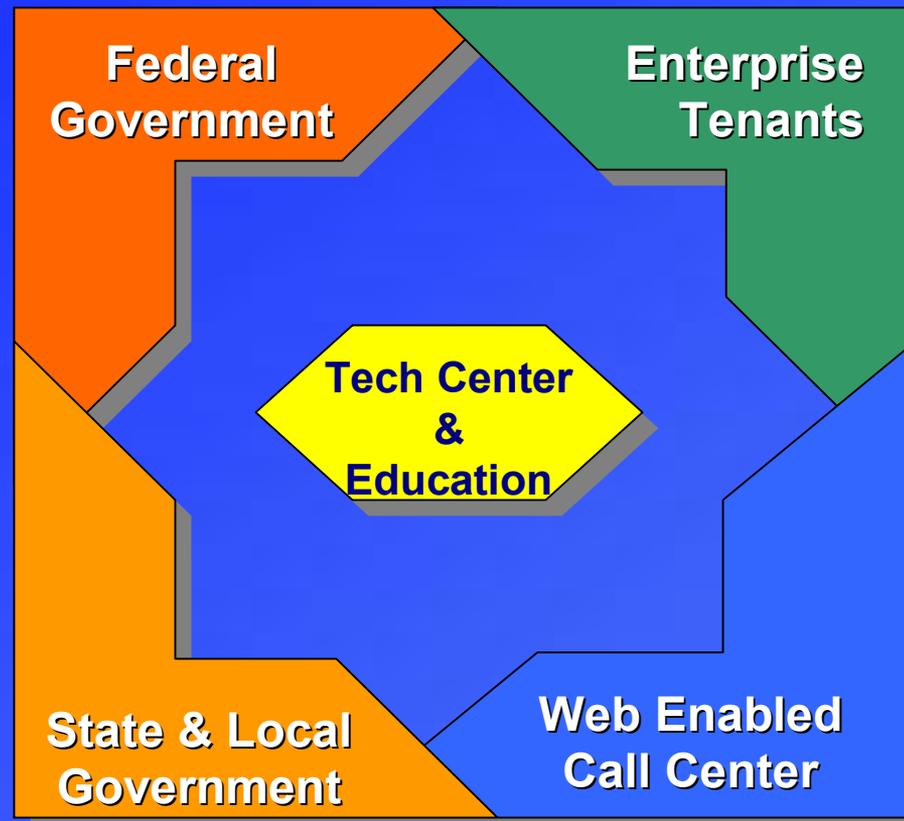


State & Local  
Government

Call Center

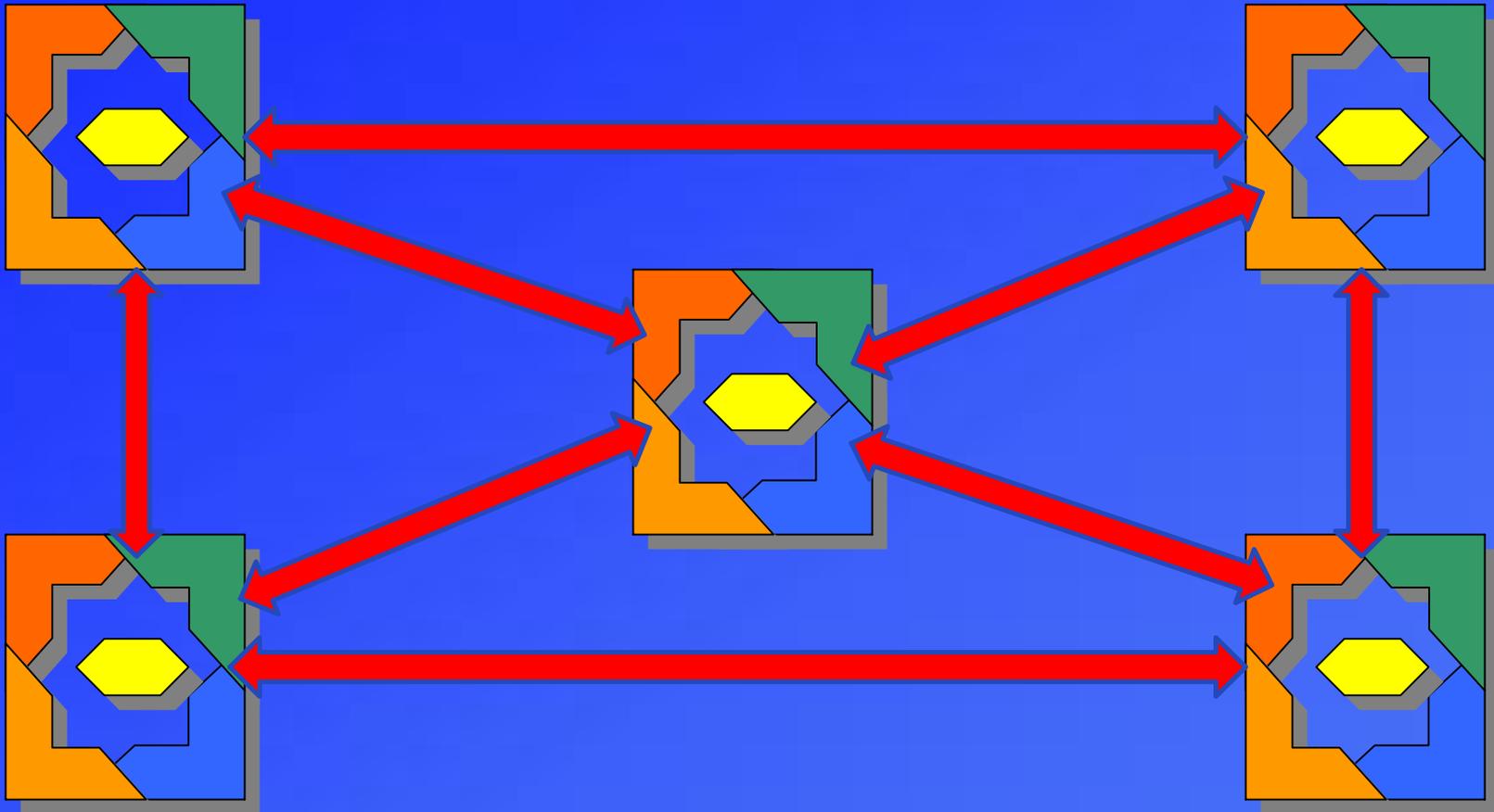


# Distributed Work Center



Major Employers of Knowledge Workers

# Networked Distributed Work Centers



# Converged Desktop Technologies



# Distributed Workplace Network Concept Metro-Area Topology

**POCKETS Site**  
Office and mixed-use facilities

POCKETS will engineer and coordinate connectivity from Partners and Clients to POCKETS Main-Office or other POCKETS locations.

Connectivity integrates with clients main leased-line, Frame Relay or other Wide Area Network strategy. MAN and LAN options include Wireless, Ethernet or Optical links.

Partner Company Offices with POCKETS client services



**POCKETS**  
Local Metro Main Office

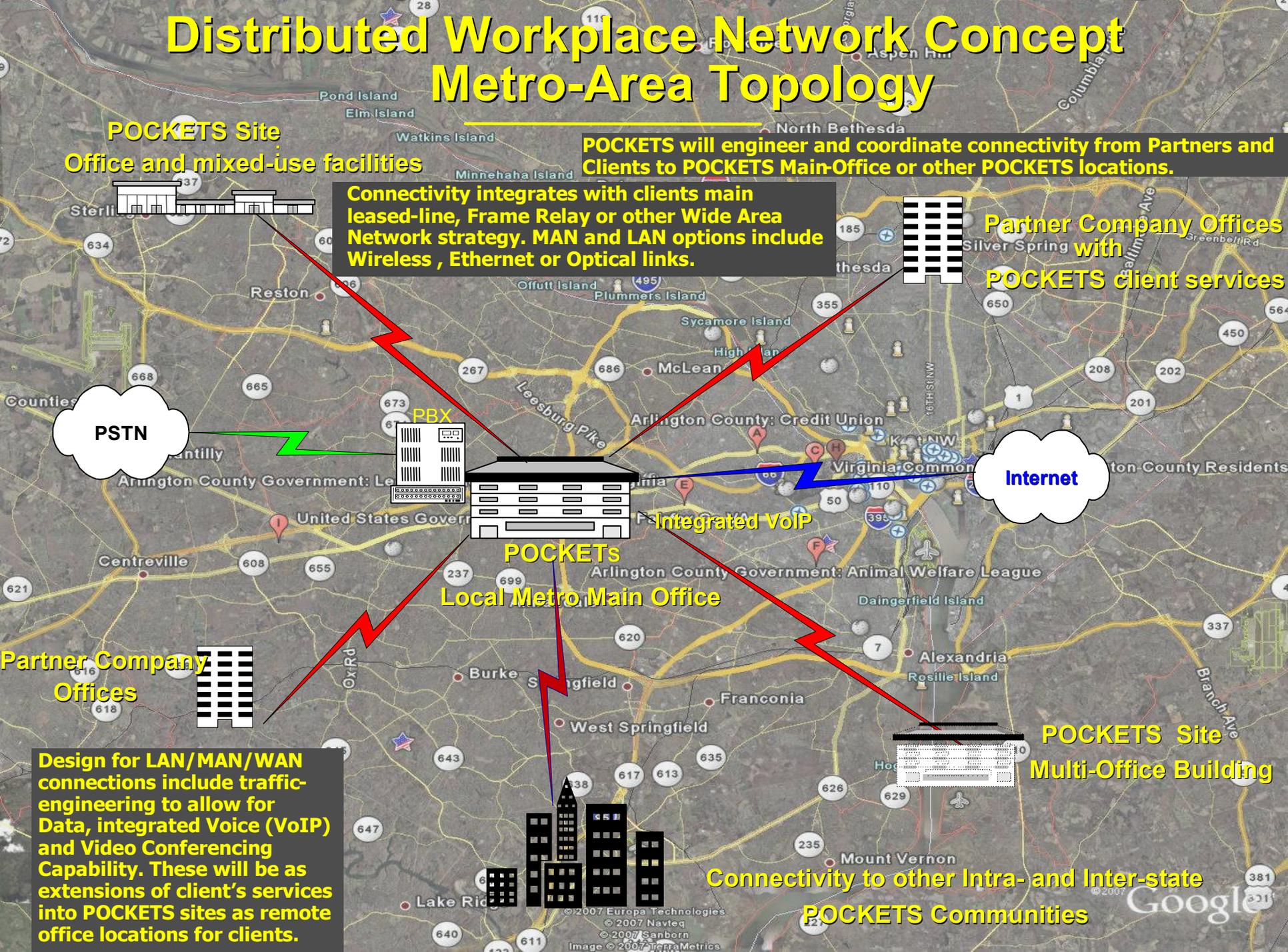
Integrated VoIP

Partner Company Offices

**POCKETS Site**  
Multi-Office Building

Design for LAN/MAN/WAN connections include traffic-engineering to allow for Data, integrated Voice (VoIP) and Video Conferencing Capability. These will be as extensions of client's services into POCKETS sites as remote office locations for clients.

Connectivity to other Intra- and Inter-state  
**POCKETS Communities**



# Work Location/Method Benefit Comparison

Factors	Single Location	Telework	Distributed Workplace
Productivity	0	1	1
Attraction & Retention	0	1	1
Lower absenteeism	0	1	1
Reduced stress	0	1	1
Employee satisfaction	0	1/2	1
Environmental impact	0	1/2	1
Security-people, systems, data	1	0	1
Time & money savings to employee	0	1/2	1
Business continuity	0	1/2	1
Management Oversight	1	1/2	1
Family emergencies, inclement weather, work-life balance	0	1/2	1

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## Where Do We Go From Here?

*Responding to Change  
in the Information Economy*



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