

# goDCgo Residential Services Success Story

Attract Residents with Telework Amenities



## PROPERTY MANAGEMENT COMPANY

JBG Smith

## PROPERTY SIZE

93-Units

## YEAR OPENED

2018



The Apartments at WestLight, a 93-unit building in the District's West End area, opened in 2018 and has set the standard of providing telework space for residents. Not only is there a dedicated workspace and a conference center, there is also a public library located in the building through a collaborative project with the DC government.

## WHAT IS TELEWORK & WHY DOES IT MATTER?

Telework, often referred to as working remotely, is a work arrangement that allows an employee to work from a location outside of the established employment location. You may be familiar with the concept of telework but never thought about how it can give your property a competitive edge and attract and retain residents. Telework has many benefits such as eliminating commute stress, improving productivity, and cutting overhead costs for employers. Many people telework from home on a regular basis at various residential buildings in DC. Offering residents a dedicated workspace conveniently located on the property can result in more satisfied residents, while also providing an additional amenity.

Telework has never been more relevant, with nearly three times the amount of people teleworking since 2004. As more employers in the District offer telework, many residents or potential residents may look for on-site workspace as a valued amenity when searching for a home. With 35% of regional commuters teleworking at least occasionally in 2019, this is a great opportunity to get ahead of the curve and think about how to accommodate this rising demographic of residents. (MwCOG State of the Commute, 2019)



**35%**  
OF REGIONAL COMMUTERS  
TELEWORKED AT LEAST  
OCCASIONALLY IN 2019



# Promoting Telework Space as an Amenity

## APARTMENTS AT WESTLIGHT'S TELEWORK SPACE

Wondering what a prolific telework space entails? The Apartments at WestLight provide great amenities including work space and a conference room. The conference room boasts a 57-inch screen and projector, seating for 10 people, and a telephone line for conferencing. The business center includes PC and MAC computers, air printing, and a copy and scanning station. Wi-Fi is free and available in all common areas of the building, including the lobby and rooftop lounge. Residents enjoy taking advantage of the rooftop lounge for its inspiring view, perfect for a productive day or hosting informal meetings. They also offer complimentary refreshments such as still and sparkling water. Many of WestLights residents have access to their own computers and so the most used options include the conference room and rooftop lounge. If residents are looking for more resources, they have access to the public library on the property.

## HOW TO BRAND YOUR BUSINESS CENTER

goDCgo can provide complimentary resources to help you establish a telework space at your property. As a first step, consider surveying residents to determine if telework space would be a good fit for your property. Have a business center but need help promoting it? goDCgo can support your business with that as well. We are here to help enhance your property's amenities and create a comfortable workspace for your residents.

"As a certified LEED green building, we seek implementation of anything we can to help the environment while keeping our main goal of complete resident satisfaction front and center."  
- Lauren Grom, *Apartments at WestLight Property Manager*



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**1 Support Teleworkers**  
Make it easy for residents to choose to telework in your space by making it cozy and simple to understand.

**2 Advertise Your Telework Space**  
Be sure to list your business center or telework space as an available amenity on your website and literature.

**3 Celebrate Your Teleworkers**  
Show your support by providing complimentary offerings or events, especially during telework week or other commuter holidays. Something as simple as free coffee and pastries can show residents you care.

**4 Explore Unique Offerings**  
Find creative ways to add amenities, like offering your own internet or conference lines for residents to help set your complex apart.

