



RURAL WORKFORCE TRANSPORTATION STUDY

Stakeholder Meeting #1

May 2, 2019

Agenda



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1. Welcome (10 Minutes)
2. Presentation (30 minutes)
3. Group Exercises and Break Out Sessions (1 hour 15 Minutes)
4. Closing Remarks and Next Steps (5 Minutes)

Project Purpose and Key Objectives



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The purpose of this study is to reduce unemployment and improve access to job skills training and employment for the rural workforce in the BCD Region

Key Objectives



Key Points for Stakeholder Input



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Meeting #1 *May 2, 2018*

- Develop a study overview, share results of needs assessment, and better understand workforce employment and training needs

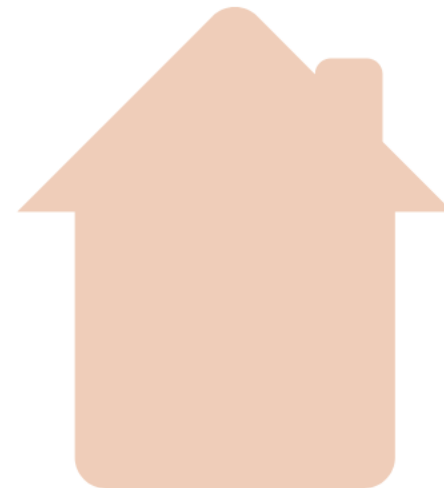
Meeting #2 *July 18, 2019*

- Review findings from stakeholder meeting and one-on-one interviews and surveys to discuss nodes and corridors, and potential options for further alternatives identification and evaluation

Meeting #3 *September 2019*

- Review findings from the alternatives evaluation process and discuss next steps and action items as well as further coordination needs for funding partnerships

Study Area Context



Defining the Rural and Urban Boundary



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Urban areas defined by:

- CHATS 2012 Planning Boundary
- US Census

Rural areas defined by:

- Non-Urban areas
- 20-year anticipated growth



Rural Area in the BCDCOG Region



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Land Area Stats

- Urban Area (CHATS Planning Area) = 1,000 Mi²
- Rural Area (BCDCOG Region – CHATS Planning Area) = 2,163 Mi²
- Rural Area = 68.4% of Region

Population Stats

- Urban Area = 566,650
- Rural Area = 177,435
- Rural Population = 23.8% of Region



Major Transportation Network



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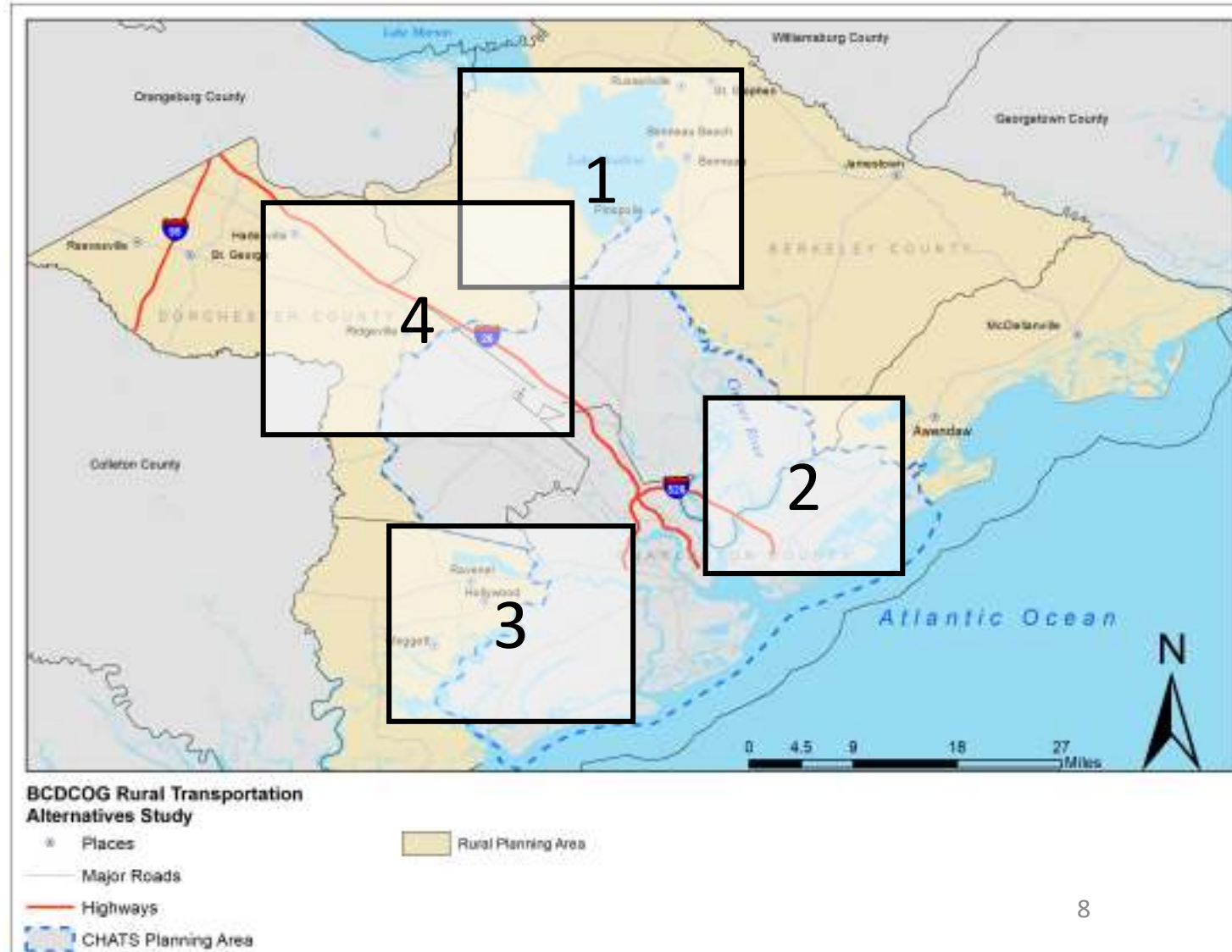
There are several key roadways and highways that connect the rural areas to the urban areas

Area 1: N US Highway 52 and State Highway 6

Area 2: State Highway 41 and US Highway 701

Area 3: US Highway 17 and State Highway 162

Area 4: US Highway 76 and 176, and I-26

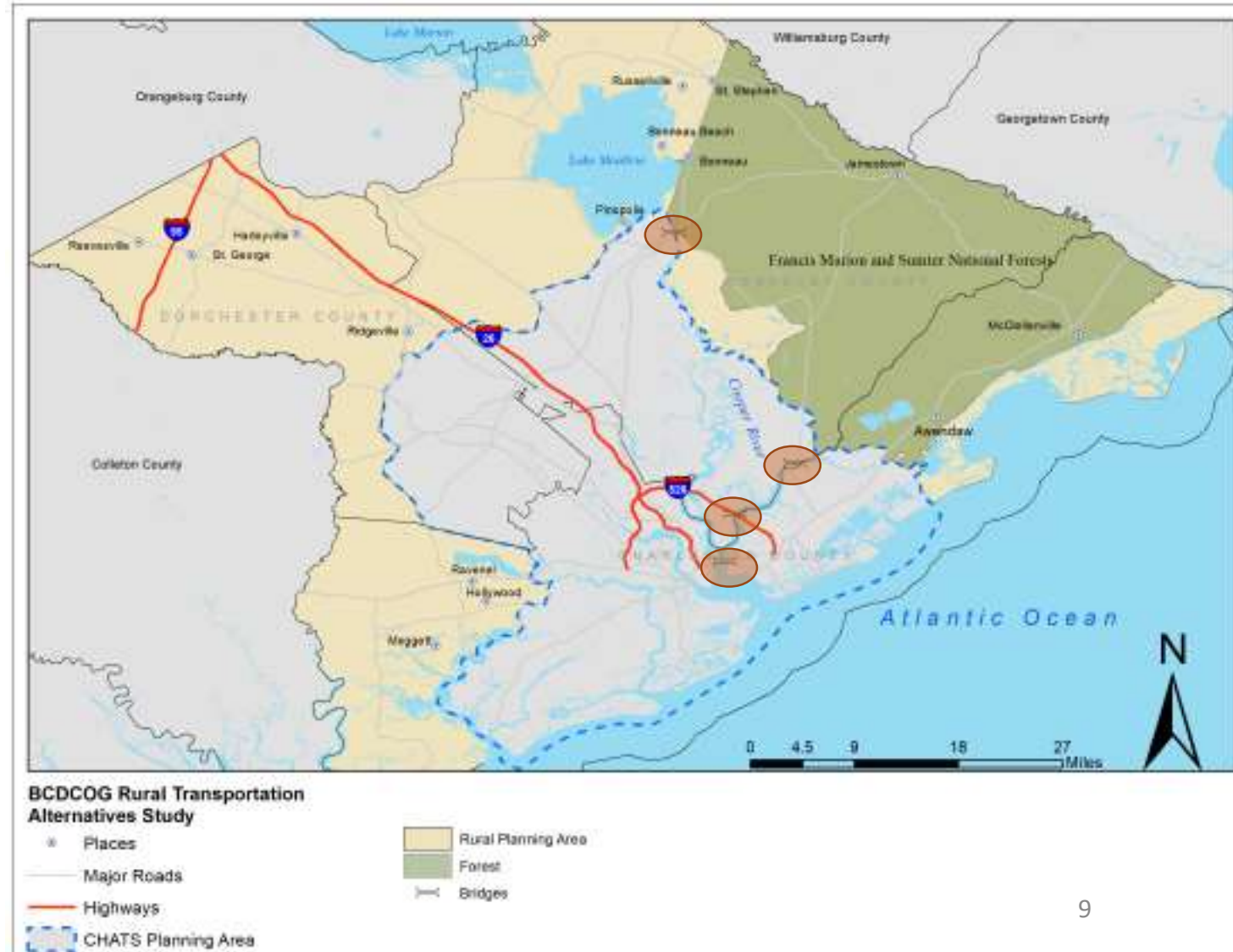


Rural Area - Environmental Features and Barriers



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- Francis Marion and Sumter National Forests = 404 Mi²
- Lake Moultrie = 94 Mi²
- Cooper River serves as a natural barrier between the urban and rural areas, but there are four bridges to provide access
 - US Highway 52
 - State Route 41
 - Interstate 526
 - US Highway 17

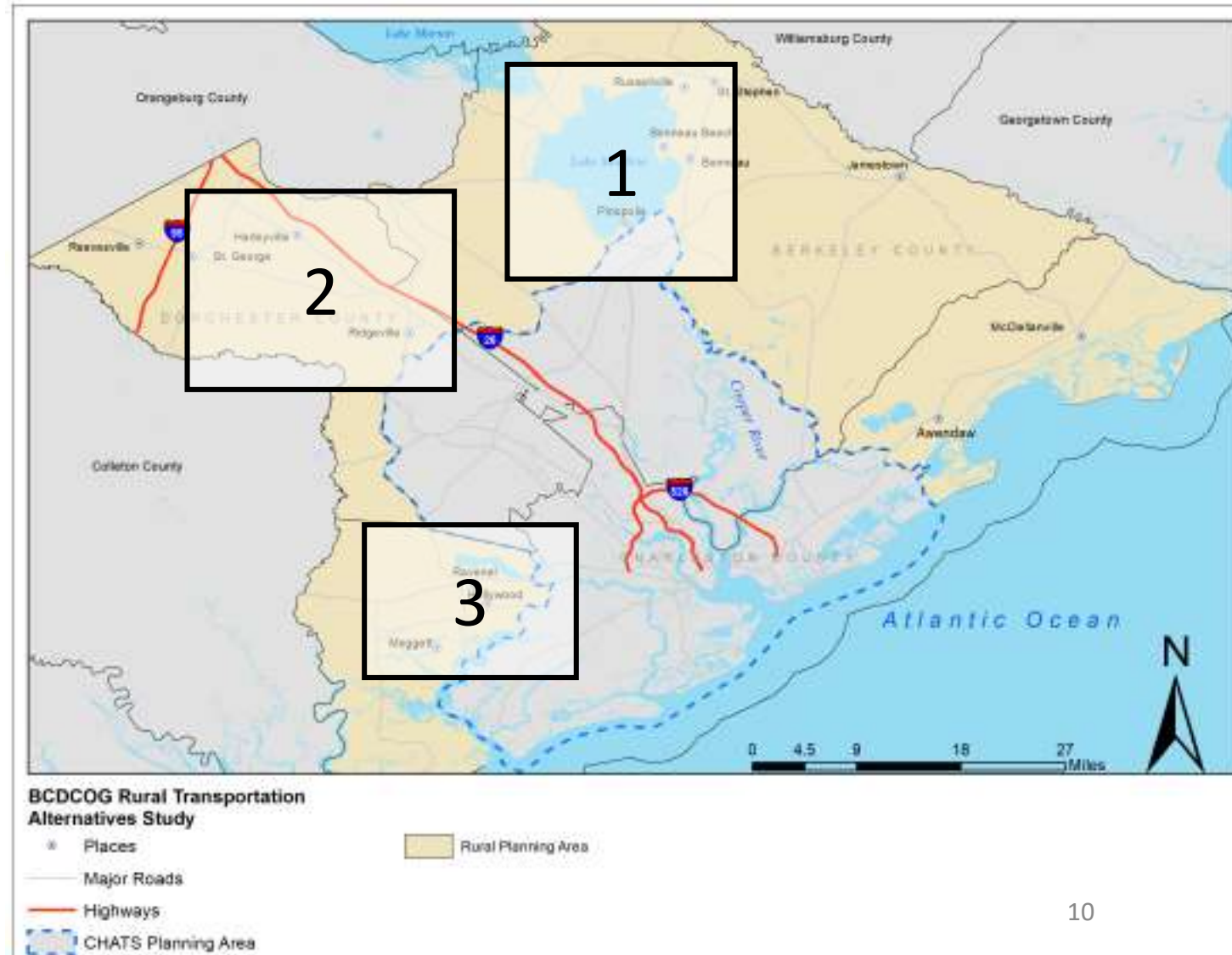


Major Rural Places



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- Area 1: Pinopolis, Bonneau, Bonneau Beach, Russellville, St. Stephen
- Area 2: Harleyville, Ridgeville, Reevesville, St. George
- Area 3: Hollywood, Meggett, Ravenel
- Additional Municipalities: Awendaw, Jamestown, McClellanville

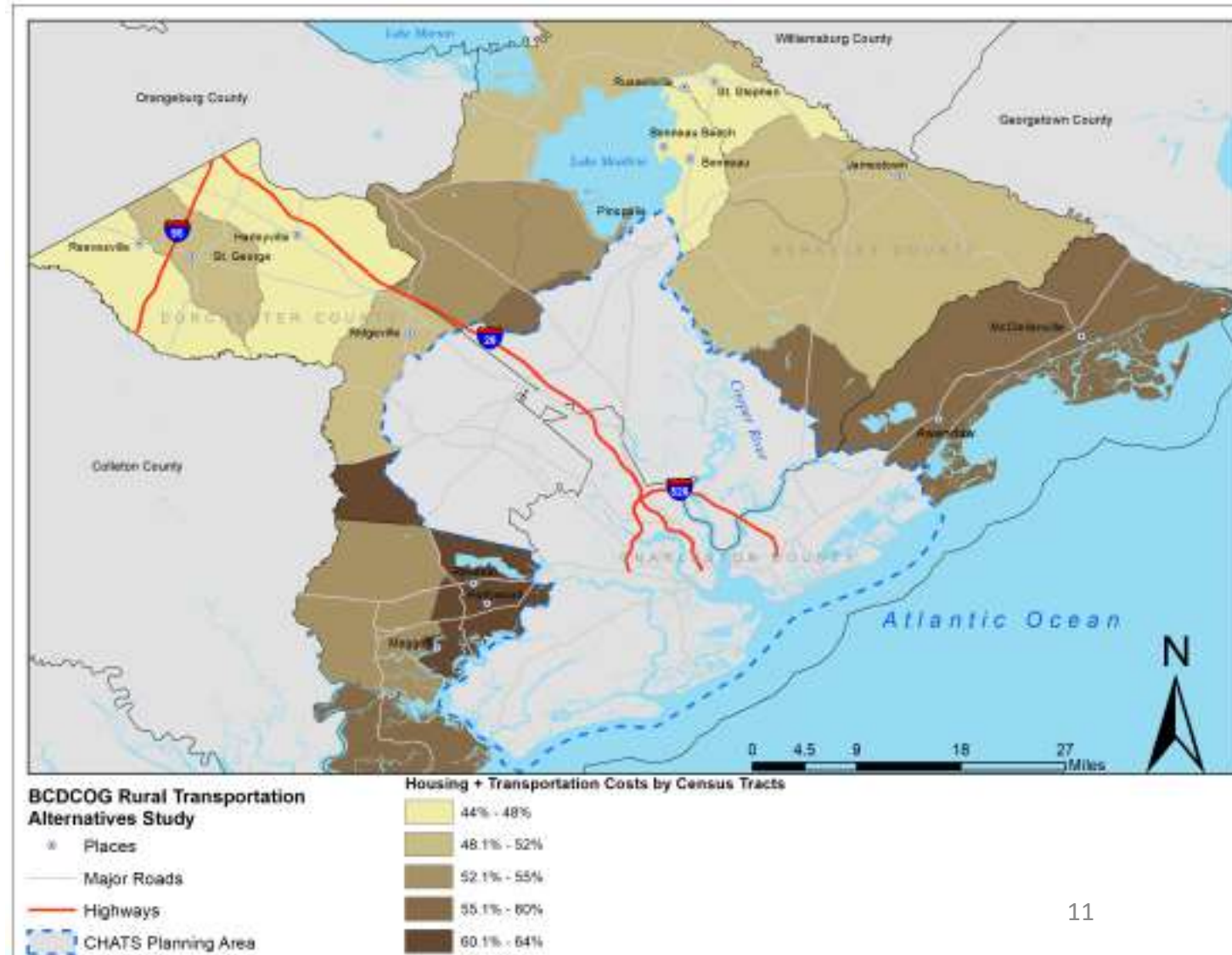


Housing + Transportation Costs



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- In the rural cities of Hollywood, Meggett, and Ravenel, the costs of housing and transportation account for at least 60% of total income
 - 15% higher than rural regional average
 - The households near the Bonneau and Bonneau Beach area have low H+T Costs of 44%
- BCD Regional Average H+T Cost = 55%



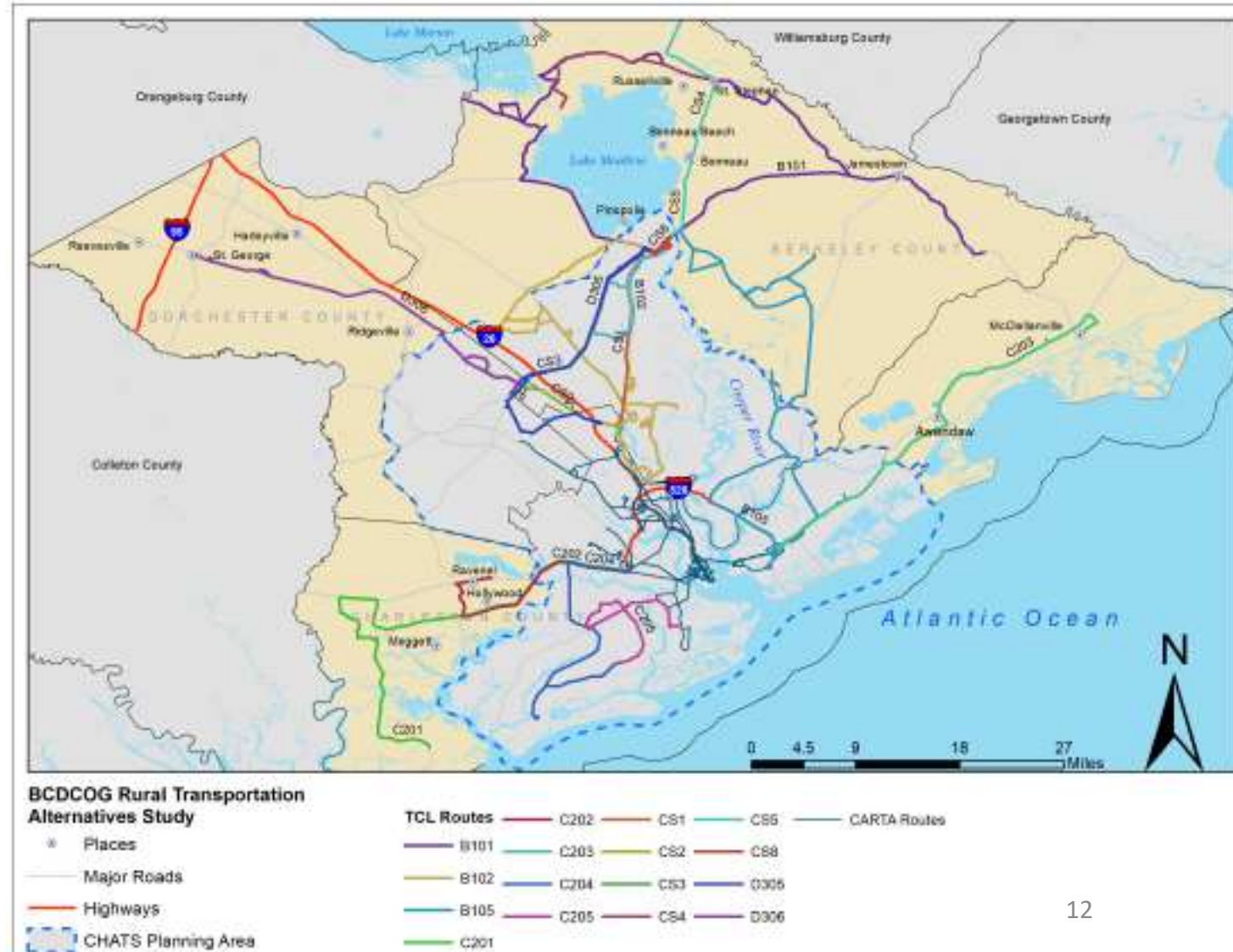
Rural Transit Options



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Tri-County Link (TCL) is the main transit provider for the rural areas

- Two main service types; Local and Commuter
- Local routes may only operate once a day
- Commuter routes operate either throughout the day or make 1-2 trips on their route, typically in the morning and evening



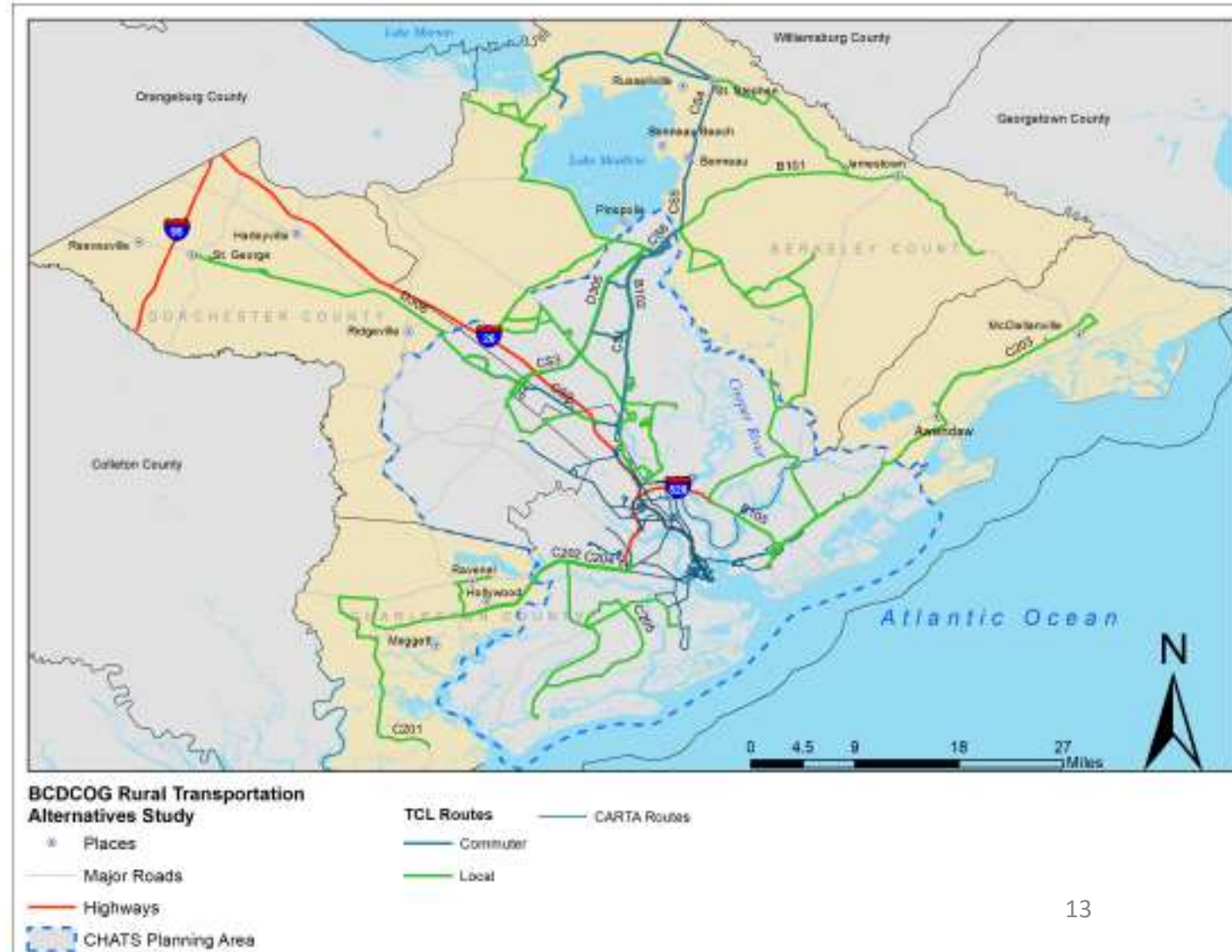
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Rural Areas in the BCD Region



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Awendaw, SC – Google Earth

Rural Areas in the BCD Region



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Hollywood, SC – Google Earth

Rural Areas in the BCD Region



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Meggett, SC – Google Earth

Rural Areas in the BCD Region



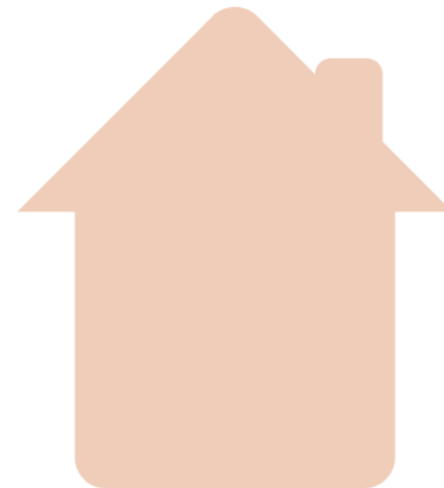
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Ravenel, SC – Google Earth

Transportation Needs Assessment

Key Take-Aways

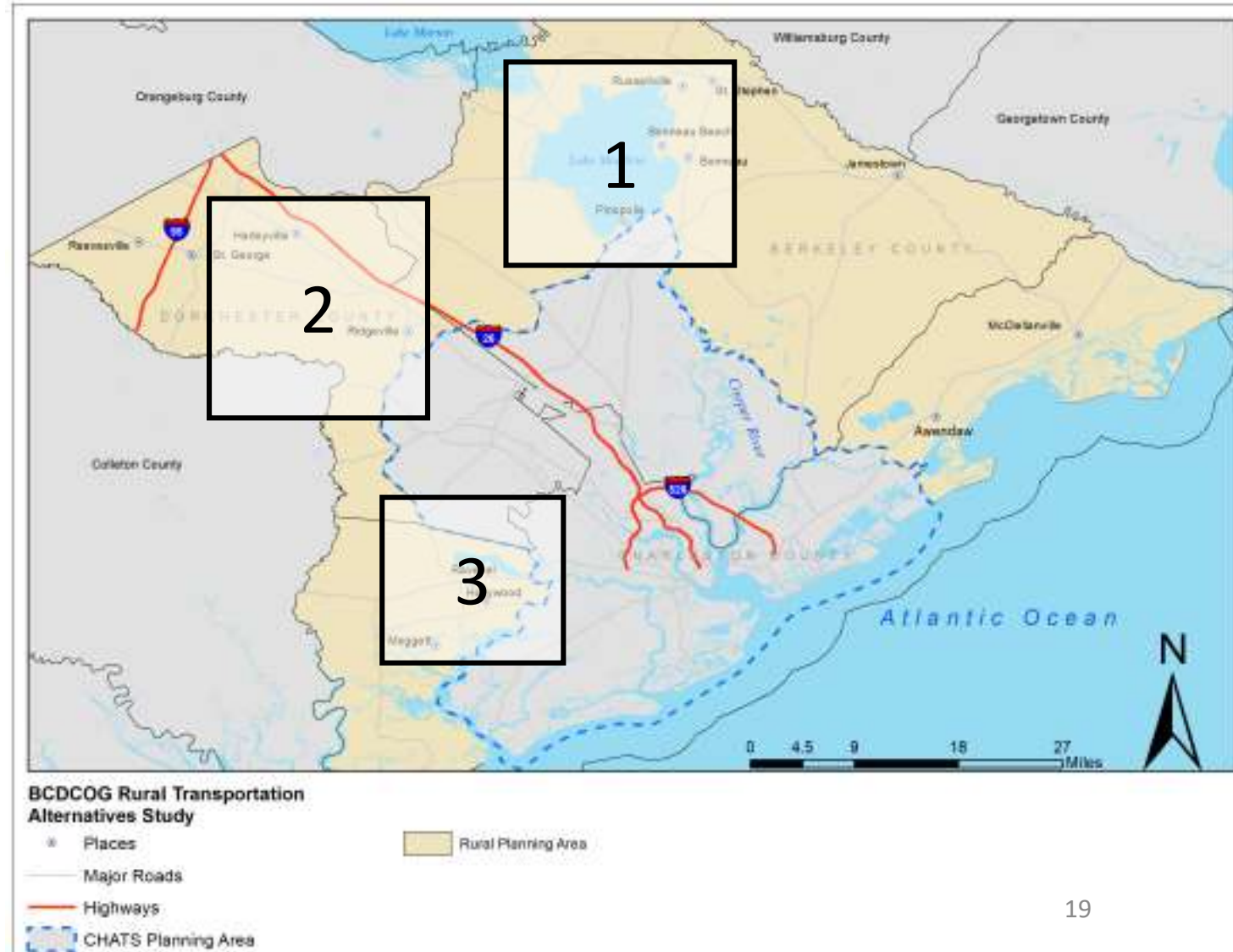


Findings and Analysis



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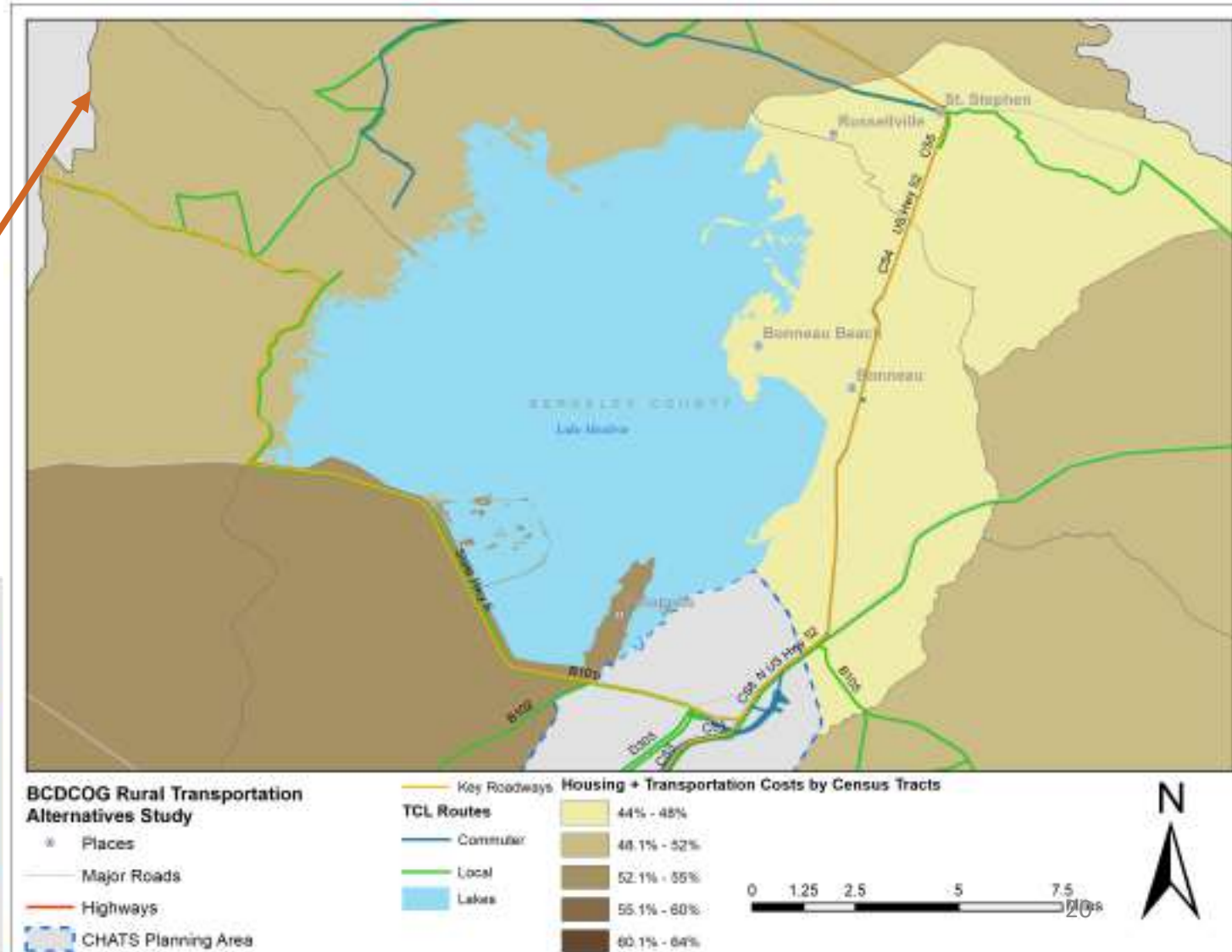
- Based on the needs analysis, while the rural area consists of a large geographic area, there are generally three major areas in the rural area where there are both concentrated populations and where transportation options are most limited



1 - Northern Area



1. Bonneau, Bonneau Beach, Russellville, Pinopolis and St. Stephen are the key rural places
2. Bonneau / Bonneau Beach H+T Costs = 44%
3. N US Highway 52 and State Highway 6 are key roadways

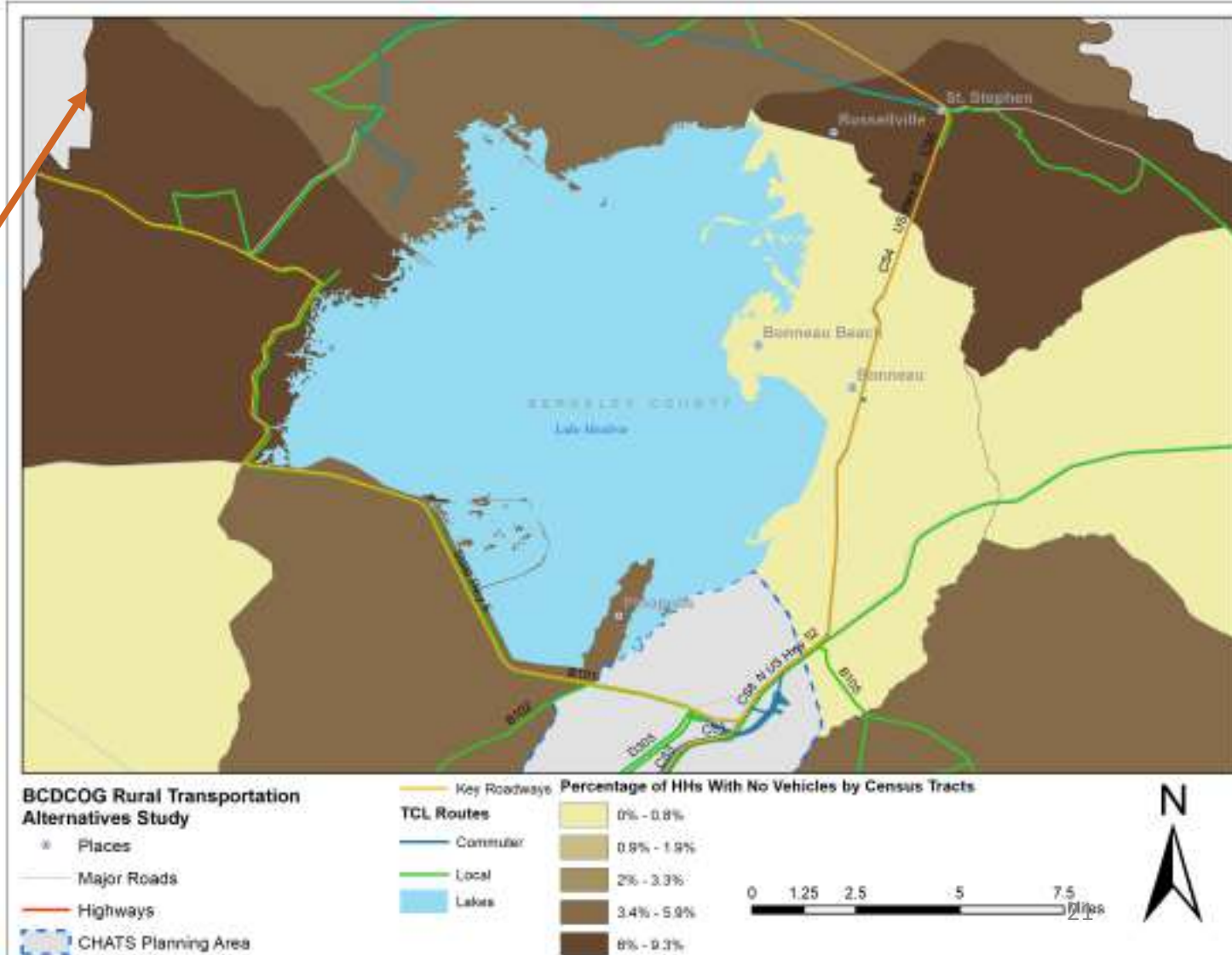


1 - Northern Area



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1. Rural areas East of Bonneau and around the National Forest have limited transit access, but the places are served well by TCL routes
2. Areas near Russellville and St. Stephen around Lake Moultrie significantly lack access to vehicles
 - As high as 9% in some areas

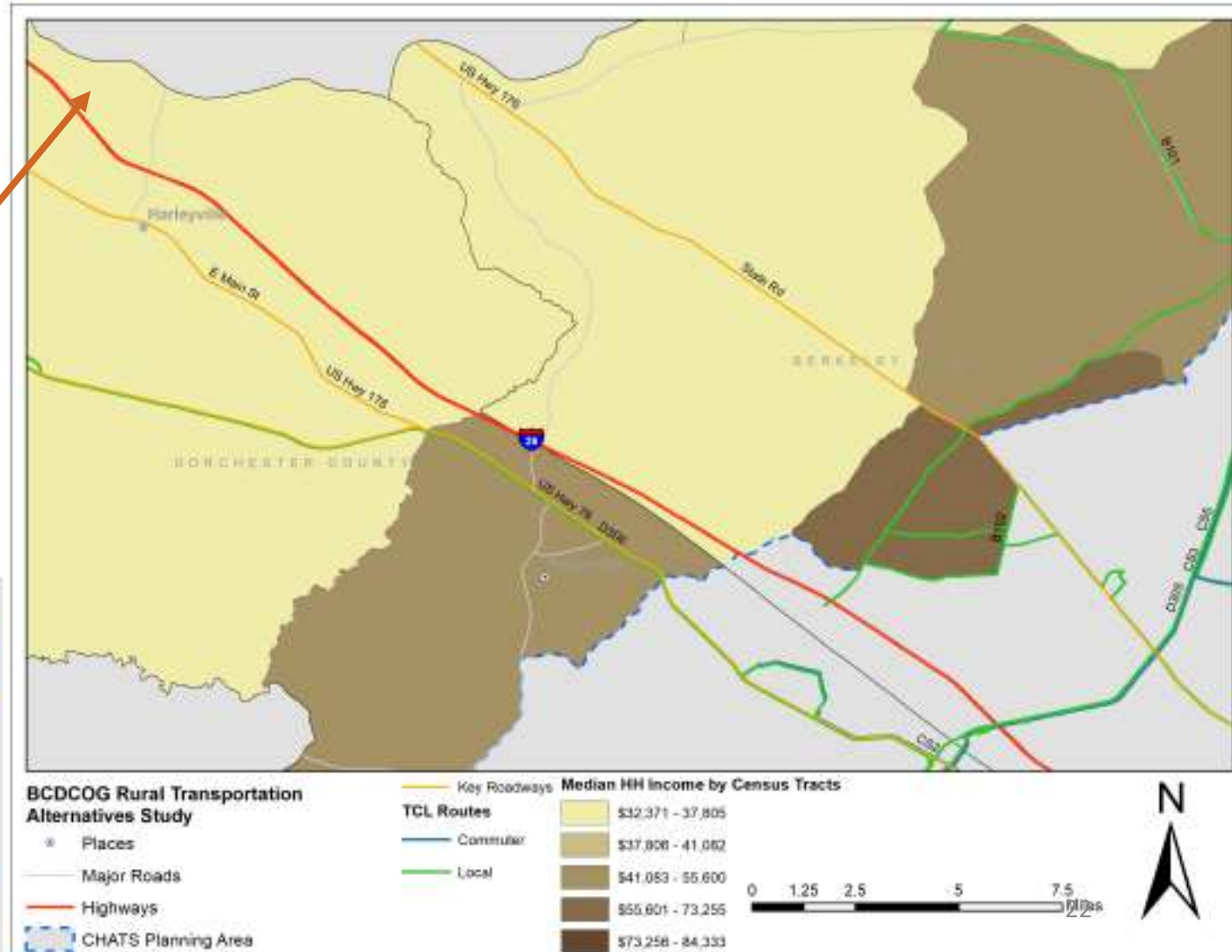


2 - Western Area



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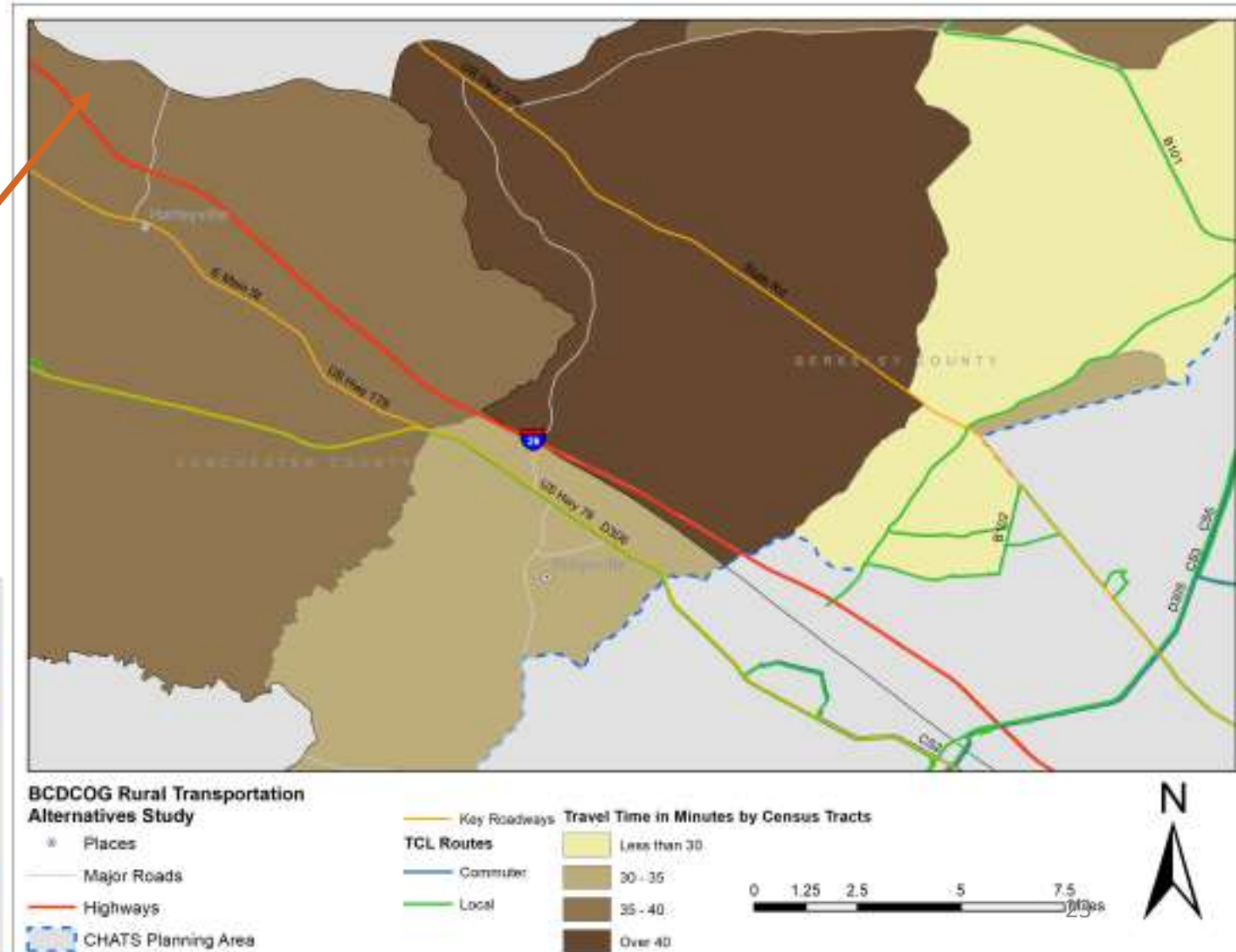
1. Harleyville, Ridgeville and St. George are the key rural places
2. Good transportation network access due to I-26 and US Highways 76 and 176, but is currently only served by one TCL local route
3. This area has some of the lowest Median Household Income levels (\$36k in Harleyville)



2 - Western Area



- 1. Significant travel times to work is in the area North of Ridgeville = 43.7 Minutes
 - Entire Rural Area = 32.6 Minutes

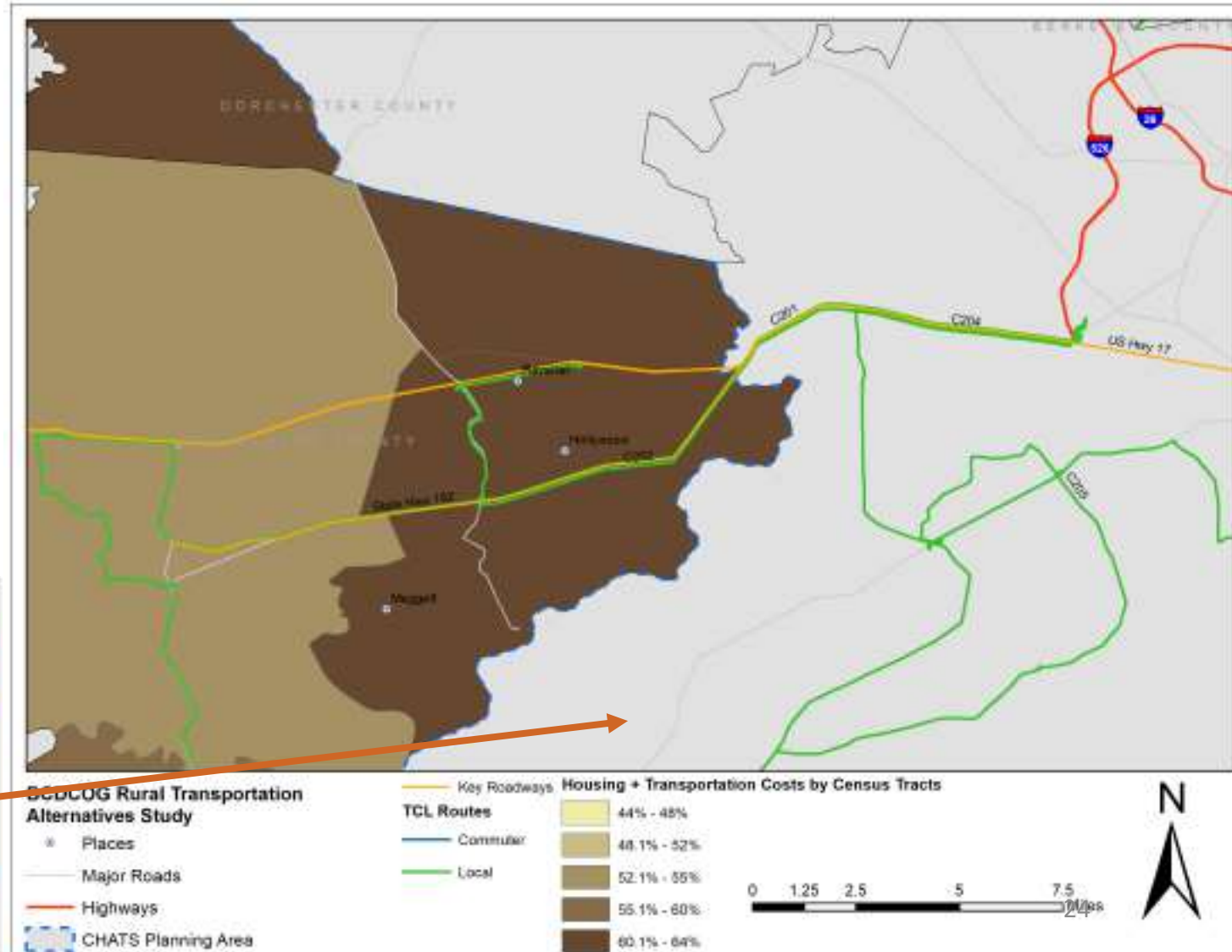


3 - Southern Area



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1. Ravenel, Meggett, and Hollywood are the key rural places
2. This area has some of the highest H+T costs at nearly 60%
3. Hollywood, Meggett, and Ravenel are all only served by two TCL local routes
 - These are the largest of the municipalities in the rural area

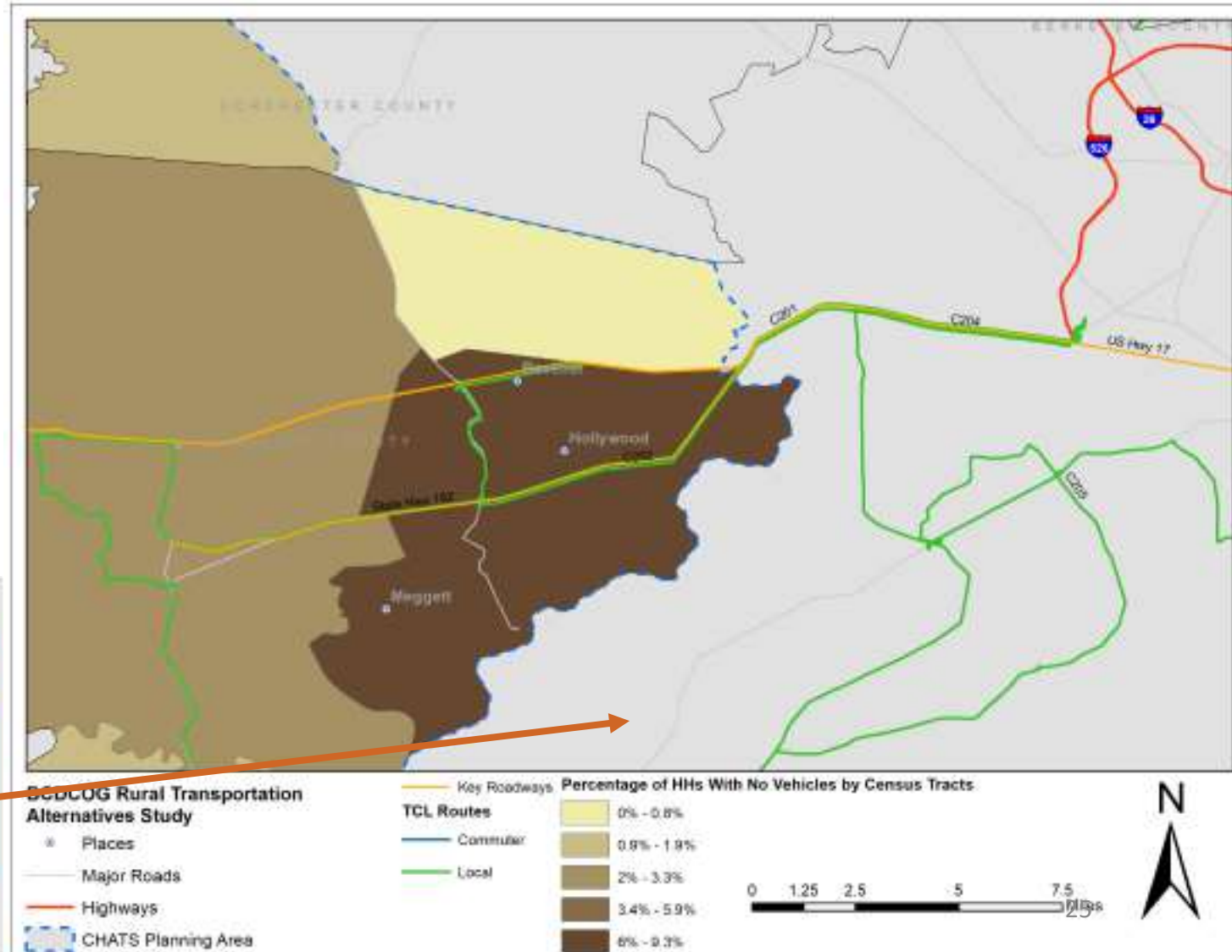


3 - Southern Area

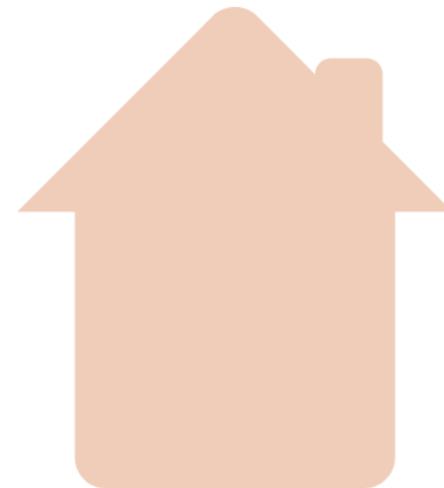


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1. Average travel time = 41.6 Minutes
2. Rural area average = 32.6 Minutes
3. Lack of access to vehicles is prevalent around Ravenel, Hollywood and Meggett
4. US Highway 17 and State Highway 162 are key for transportation corridors



The Region's Economy & Workforce

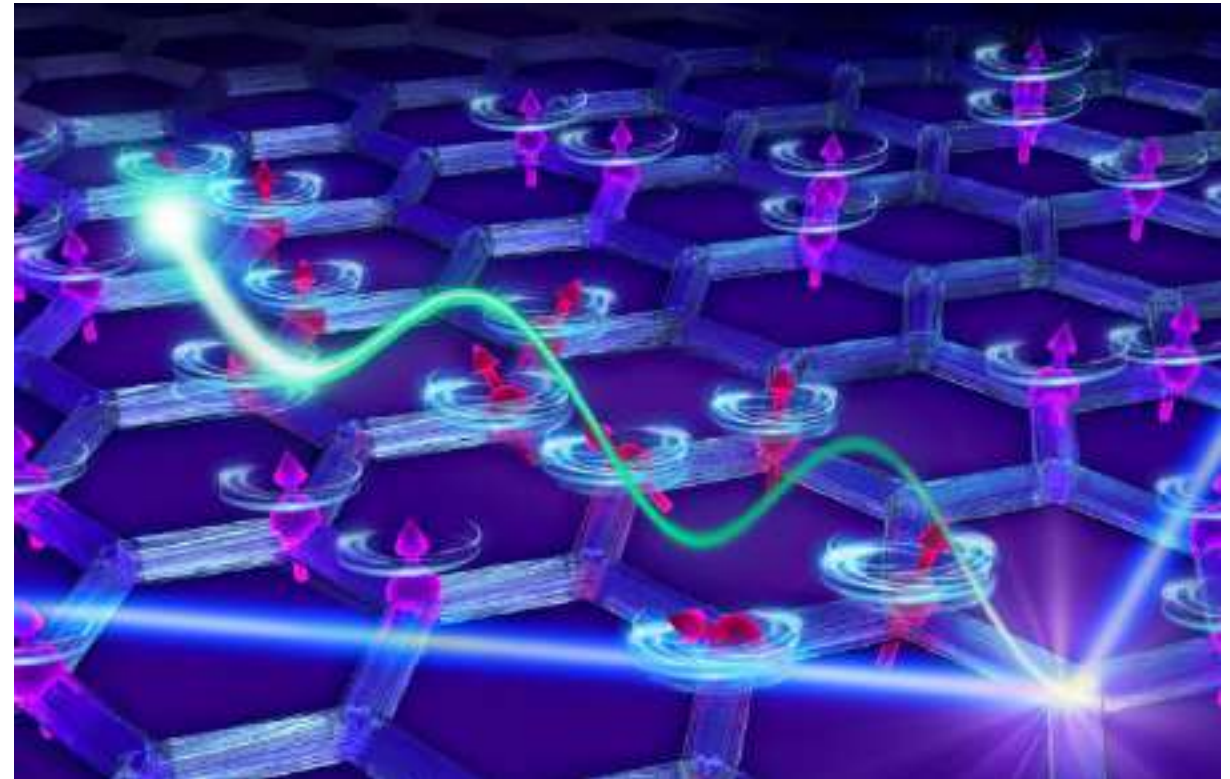




- Region will add 35,000 new jobs in the next five years
- 80% of new job growth will be in 10 sectors that include:
 - Production & Mechanical
 - Hospitality
 - Medical
 - Business Operation Support
 - Software & IT
 - Personal Services
 - Logistics
 - Construction
 - Education
- Joint Base Charleston generates \$10.6 billion in economic impact with over 20,000 civilian and military personnel
- Regional tourism employs more than 40,000 people and projected to add 4,400 additional jobs by 2022
- Jobs in high demand:
 - Assemblers & fabricators
 - Welders & machinists
 - Food & culinary
 - Carpenters & electricians



- “90% of fastest growing and highest paying jobs today require some post secondary education” 2018 BCDCOG CEDS
- New technologies in the workplace make life-long learning essential to the region’s diverse economy
- There are skilled workforce shortages – the gap is increasing and demands for skills workforce will continue to increase in region



Molecular structure new technology composite materials



- Adult Education Programs in 3 Counties actively engaged in community outreach activities
- Trident Technical College trained 900 people for ManuFirst certificate program in 24 mos. 90% of those who started program complete training
- SC DEW taking training and services into communities, meetings in local high schools
- Public school superintendents working together to improve career readiness competencies for key business sectors.
- Education and training providers work collaboratively across the region
- Reaching unemployed people in rural areas still a concern

Top Advertised Job Skills in Charleston MSA 3/2019



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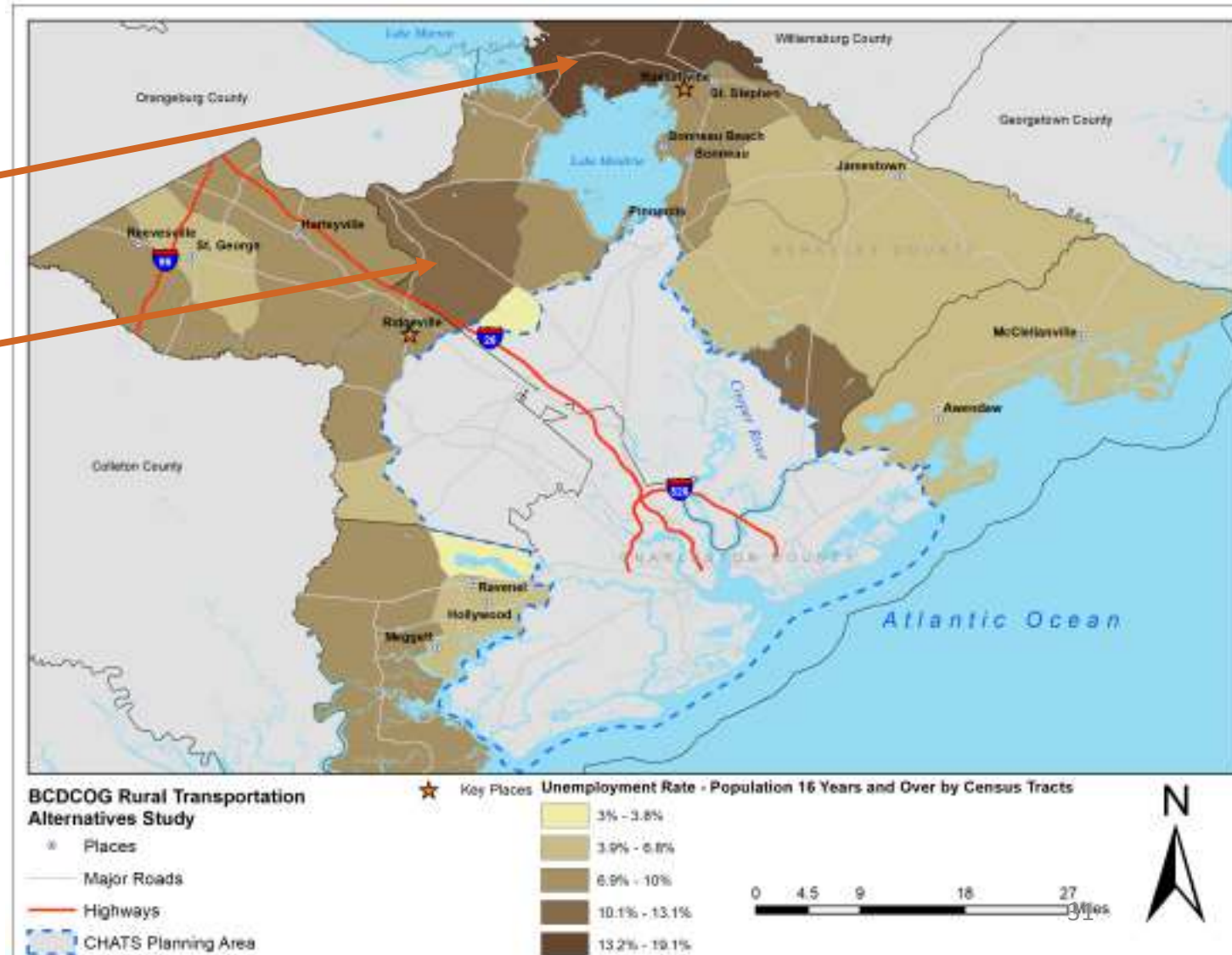
Rank	Advertised Job Skills	Advertised Skill Group
1	Customer Service	Customer Service Skills
2	Problem Solving	Basic Skills
3	Interpersonal Skills	Interpersonal Skills
4	Flexibility	Interpersonal Skills
5	Positive Attitude	Interpersonal Skills
6	Mentoring	Interpersonal Skills
7	Time Management	Basic Skills
8	Decision making	Basic Skills
9	Honesty	Basic Skills

Unemployment Rates



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- Rural areas around Lake Moultrie have the highest unemployment rates
 - For people over 16, the highest rate is 19.1% and is near Russellville
 - The area north of Ridgeville has unemployment rates of 11.1%
 - Average rural area unemployment is 7.3%
- Regional average unemployment is 6.1%
- Unemployment rate in Charleston Co was 3% in 2018



Obstacles to Job Skills and Employment



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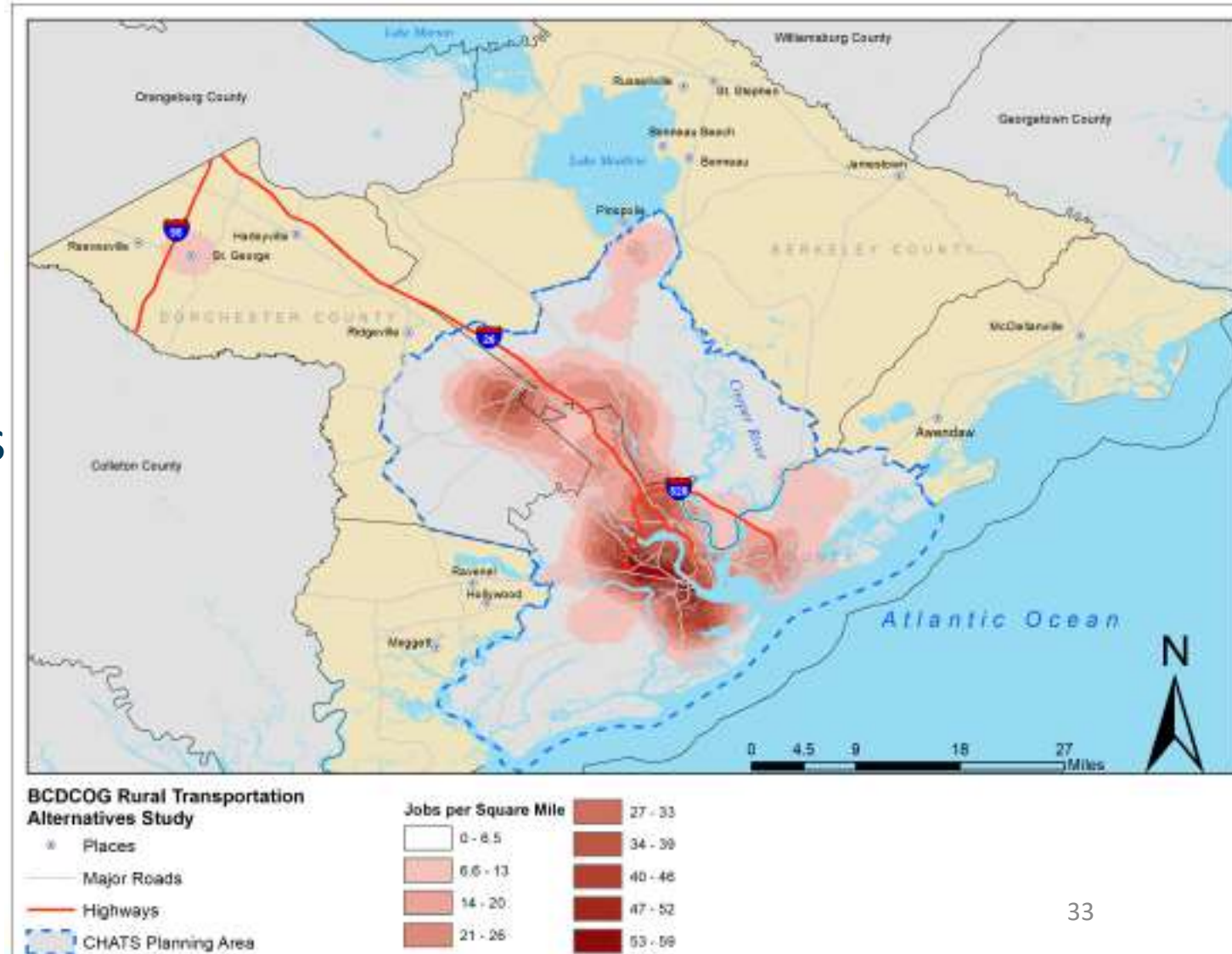
- Outstanding training and educational resources available in the Region
- High demand for skilled workforce
- Unemployment rural areas likely higher than reported, those out of workforce for several years aren't included
- Higher percentage in rural areas lack access to a computer and have limited computer literacy
- In some rural areas in the region don't have taxi service and Uber/Lyft don't serve all areas
- On-time for classes, testing, and jobs requires consistent, reliable transportation
- Many employers have multiple shifts, training providers offering day and evening classes
- Lack of consistent, reliable, available mobility services major obstacle for workforce mobility

Regional Employment Concentrations



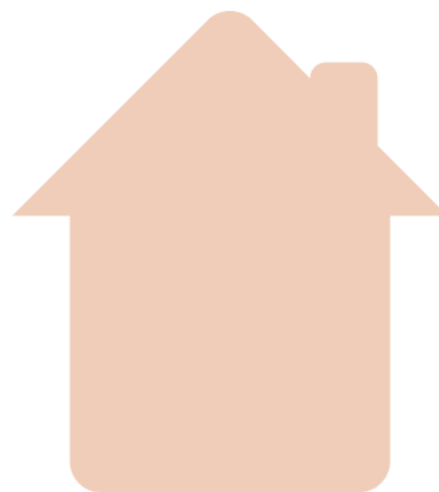
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- The gradients show areas in the BCD region where jobs are concentrated. Most of the rural area has job concentrations of 0 – 6.5 jobs per square mile.
- Most jobs are in the urban area, but there is one area where jobs are concentrated in the rural areas; St. George. The urban area near Pinopolis also was identified as an area with concentrated jobs.



Source: US Census – OnTheMap
(2015 LEHD)

Breakout Exercises



Closing Remarks and Next Steps



Summarizing what we heard



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- Recap from Breakout Session
 - Defining Mobility Needs and Barriers
 - Map Exercise
 - Defining Priorities for Study Outcomes
- Additional Questions
 - Stakeholders – Are we missing anyone?
 - How do we capture input from the community?



- Next Steps
 - Survey Development
 - Identifying alternatives, looking at nodes/corridors
 - Draft evaluations of options

- Stakeholder Meeting #2 – Tentatively Scheduled July 18, 2019
 - Mark your calendars!
 - Send a representative from your organization in your place if you cannot attend
 - Your input is important

Study Team Contact Information



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Thank You!