



RURAL WORKFORCE TRANSPORTATION STUDY

Stakeholder Meeting #2

July 18, 2019

Agenda



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1. Welcome (5 Minutes)
2. Presentation (45 minutes)
3. Group Exercises and Break Out Sessions (1 hour)
4. Closing Remarks and Next Steps (10 Minutes)

Project Overview & Objectives



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Project Stakeholders

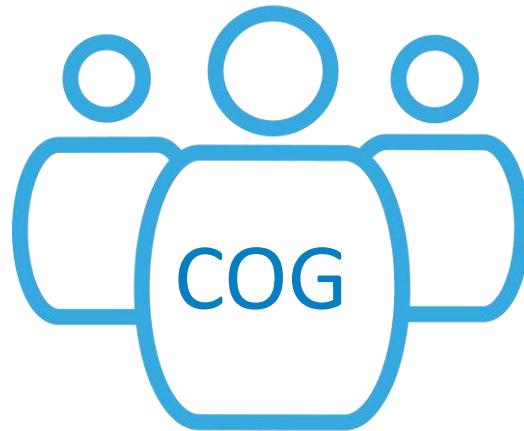


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Businesses

Workforce
Agencies

Community
Centers &
Churches



Economic
Development
Organizations

Chambers

Transportation
Agencies

Higher
Education

Project Schedule



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2019

Feb March April May June July Aug Sept Oct Nov

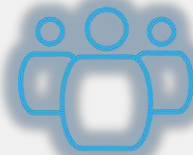
Task 1: Rural Workforce Needs Assessment

Task 2: Jobs Skills Training & Gap Analysis

Task 3: Transportation Strategies



Stakeholder Meeting # 1
May 2



Stakeholder Meeting # 2
July 18



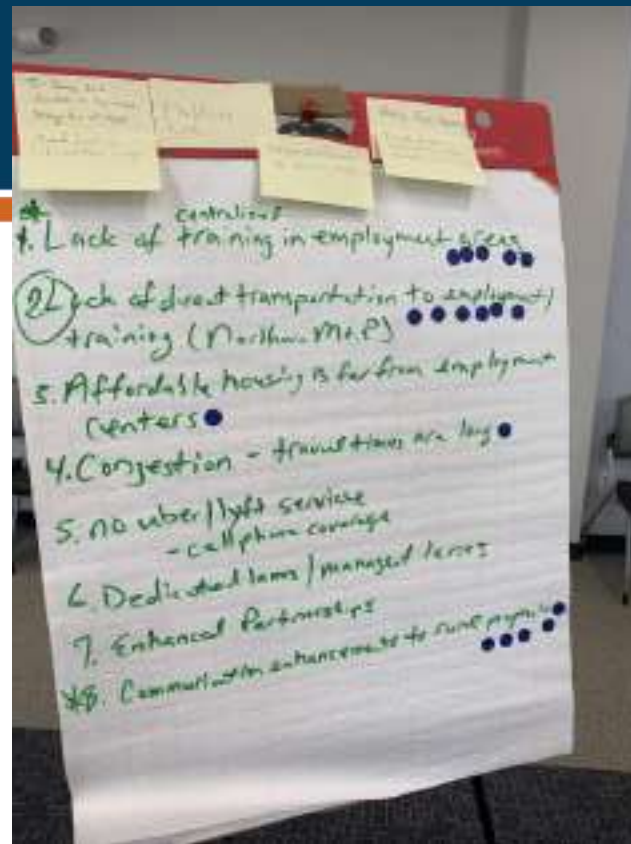
Stakeholder Meeting # 3
Sept 26



Final Report



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Stakeholder Meeting #1 – Key Takeaways

May 4, 2019

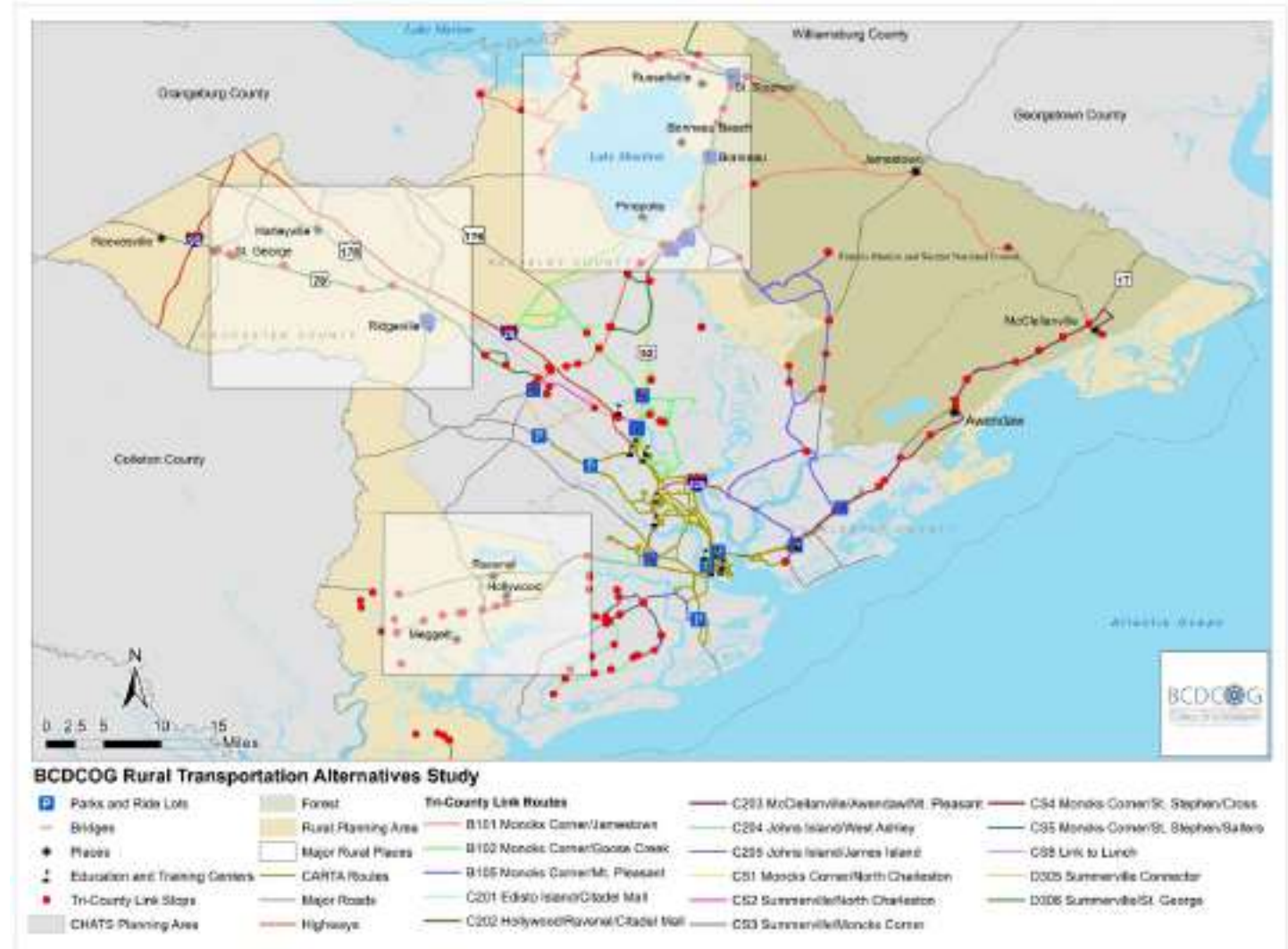
Base Mapping of Origins and Key Destinations



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Mapping of key resources in the region:

1. Education and Training Centers
2. Tri-County Link routes and stops
3. Park and Ride lots
4. CARTA routes

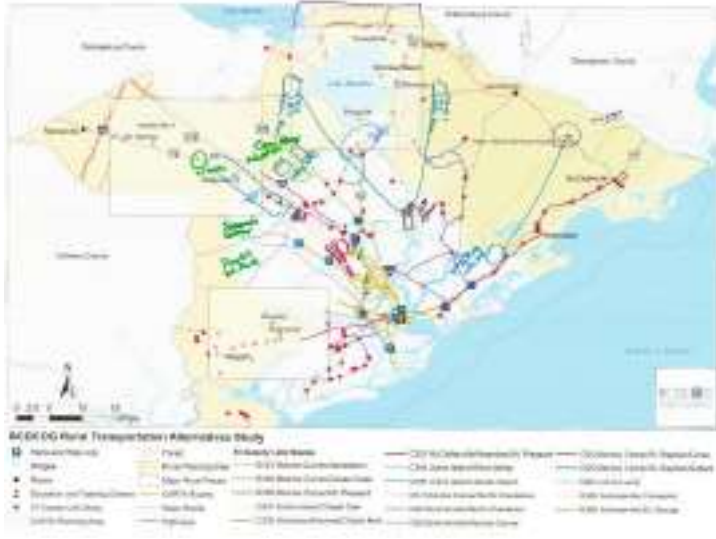
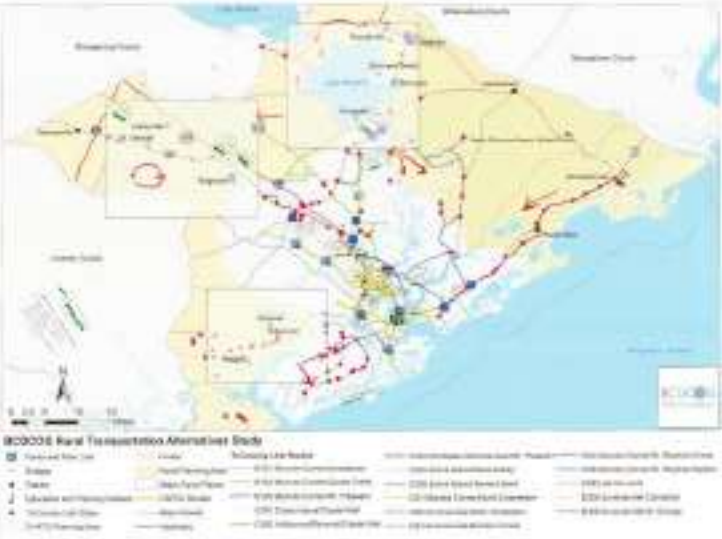


Summarizing What We Heard



Recap from Stakeholder Meeting #1

- Defining “Nodes and Corridors” for further review



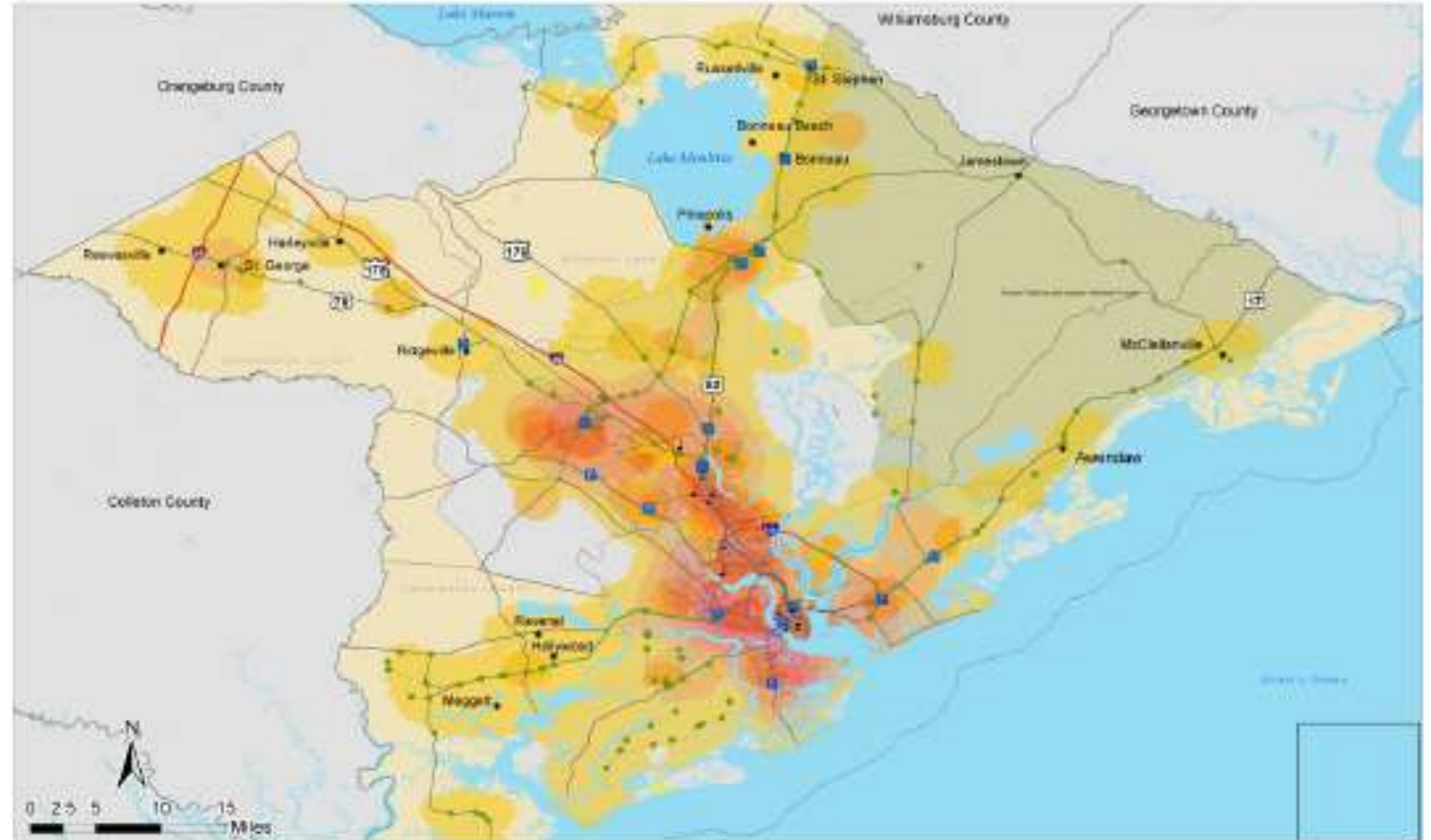
Development of Key Nodes and Corridors



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Heat Map analysis showing point density for:

- Employer locations identified from Stakeholder Meeting #1
- Tri-County employer locations
- Trident Tech/Adult Ed./CATE/Private training locations
- Transit Routes and Stops



BCDCOG Rural Transportation Alternatives Study



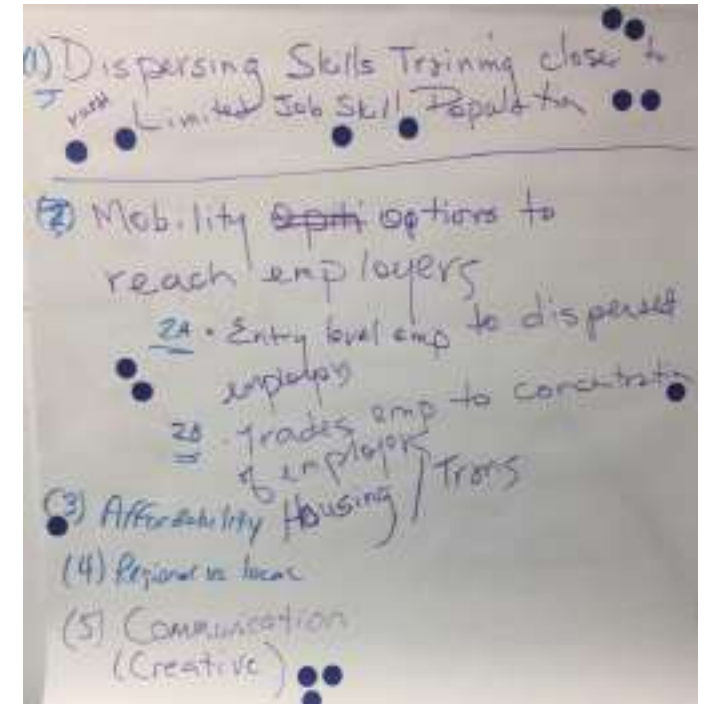
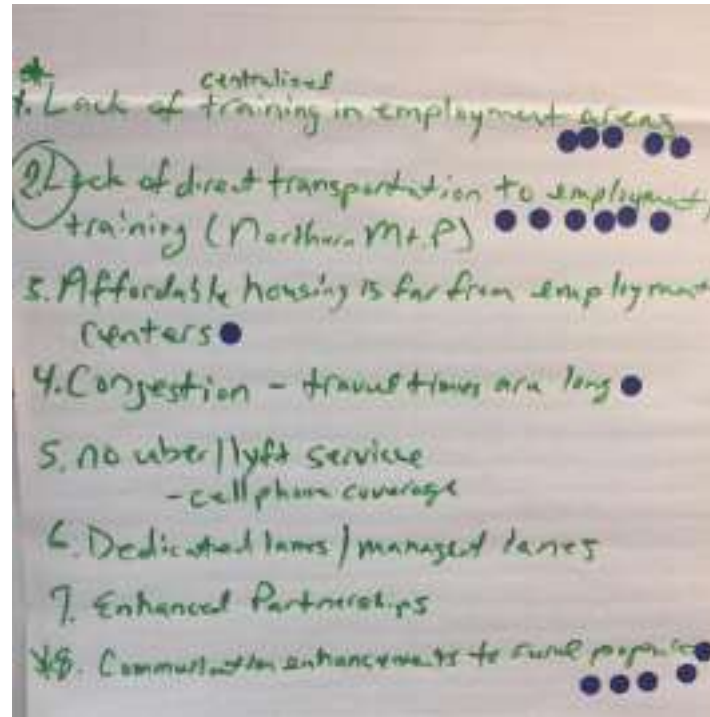
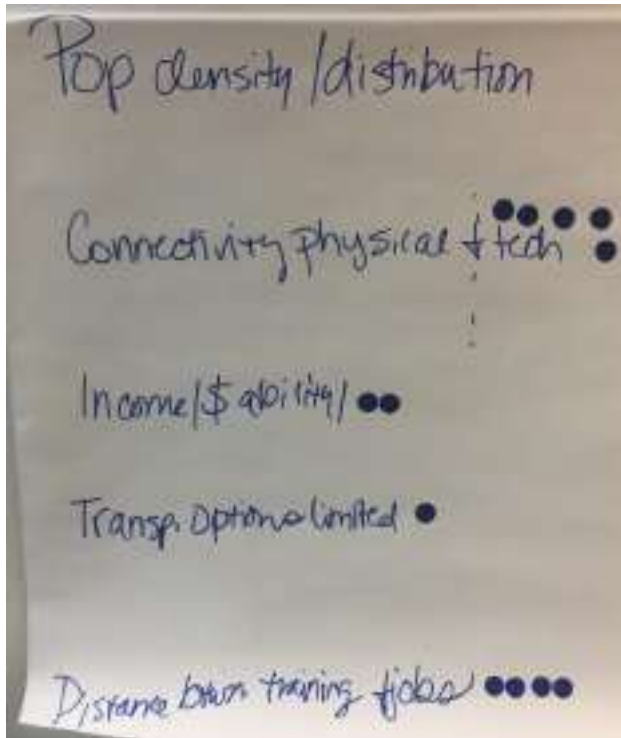
Summarizing What We Heard



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Recap from Stakeholder Meeting #1

- Defining primary “Needs and Barriers” for alternatives development



Summarizing What We Heard



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Need

- Access to technology
- Training facilities in proximity to rural areas
- Creative and increased communication

Barrier

- Distance
- Income and affordability
- Limited transportation options
- Congestion and lengthy travel times
- No ride hailing service

Opportunity

- Public private partnership
- Transit lanes/Managed lanes



Recap from Stakeholder Meeting #1:

Defining “**Workforce Mobility**”

***Workforce mobility** not only refers to providing adequate transportation alternatives to connect individuals with opportunities to bridge the skills gap and secure in demand jobs, but it also refers to providing individuals the choice to move across grades and positions within a trade or make a complete change in occupation.*

Interview Findings



Who was Interviewed



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| | Economic Sectors | # of Interviews |
|---|------------------------|-----------------|
|  | Manufacturing | 3 |
|  | Healthcare | 3 |
|  | Food & Beverage | 1 |
|  | Community Development | 2 |
|  | Training & Education | 3 |
|  | Logistics | 1 |
|  | Industrial Development | 1 |
| | TOTAL | 14 |

Oureach consisted of an array of over 25 key employers, training and educational institutions, and others



Community Development/Training & Education Partners

- Many agencies have **programs available** to help people access training and jobs
- **Access to transportation** is a major barrier
- **Communication skills** are an issue
- **Soft skills and basic education** are a barrier for some
- **Childcare** hours of operation are a problem
- Many access a **shared family vehicle**
- Existing transit system needs **more frequency/reliability**



Industry Partners

- Access to transportation is a significant issue for **employees earning less than \$20-\$25/hour**
- **Distance and commute times** affect transit use in urban and rural areas
- Major **skilled and semi-skilled workforce shortage**
- Companies have used **in-house training programs** for their operations
- **Affordable housing** is a major issue even for highly skilled employees
- Interest in **partnerships for transit** if a business case makes sense

Unique Feedback



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Limited parking is an issue for hospitals, will decentralize facilities in the future



BCDCOG and CDC's are coordinating on vanpooling, mobile training and onboarding pilot programs



Many training partners provide some transportation stipends



Wi-Fi coverage not reliability in some rural areas of the region



Educational partners want to pursue more distance learning options



Training programs see demand for manufacturing training and coding and computer programming



Welding is a high in-demand skill in the region



Employees do not openly share issues with human resource staff.



Companies seeing applicants from counties outside the region

Unique Feedback



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For some workers night shift work is not desirable



Entry level wages are too low to attract new talent



Using the CARTA system is an "all day" commitment



Some employees are traveling from Orangeburg, Calhoun and **Hampton** counties



HR managers identified transit partnerships service that didn't work because of long commute times



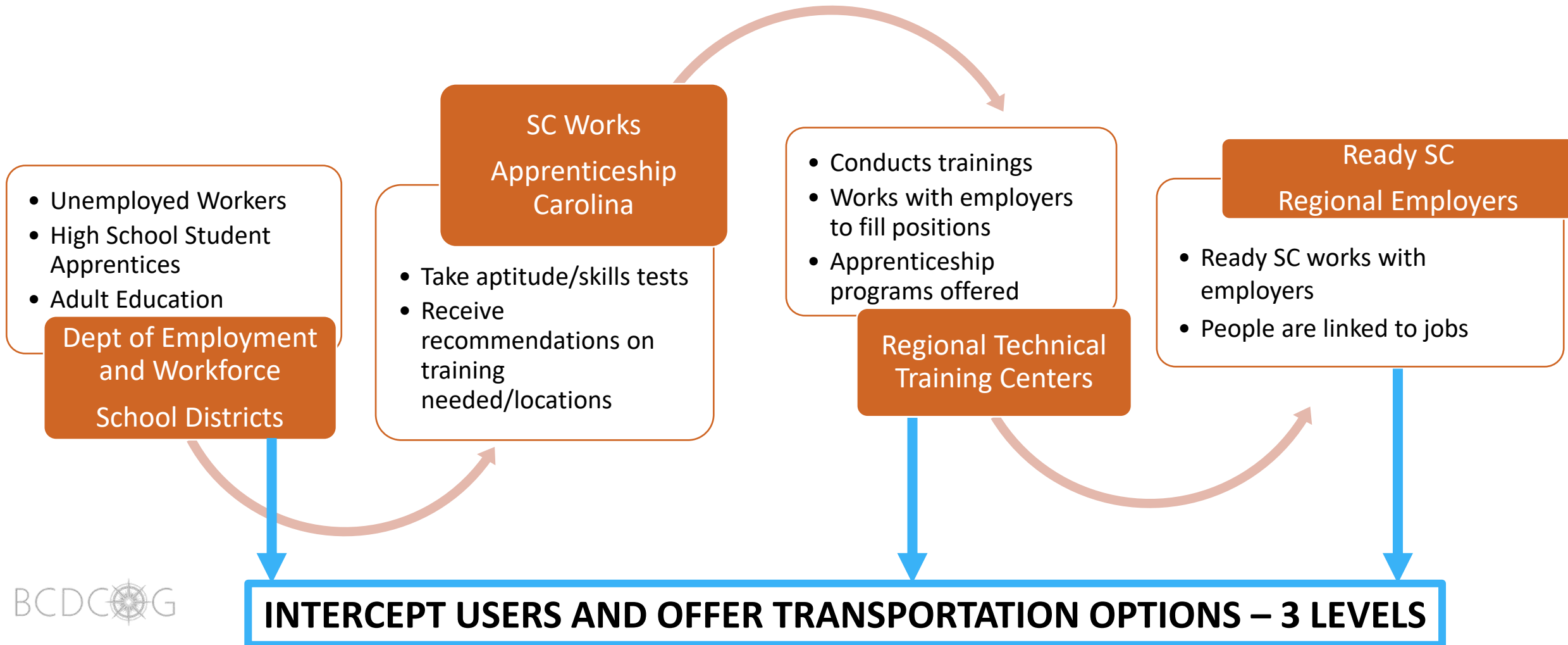
Other HR managers spoke of company stipends to join vanpools that were very successful.

Interview Findings – Programs in Place



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Tracks for Reaching the Workforce – Process



Strategies



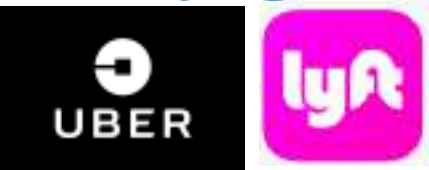
Transportation Strategies



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Enhance
Tri-County
Services



Other Micro-transit
Options/Shuttles
to training centers



Vanpool
Options



Zip Cars

Training, Education and Marketing Strategies



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E- Learning Accreditation



Transit tickets for Pell eligible students

College Pass transit fares



Subsidize commuter benefits



**Career and Technology Education (CATE)
Transportation Connections**



Employer Incentives Strategies



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Qualified
transportation
benefit tax credit

Pre-tax deduction
for commuter
expenses
(Wageworks)

Subsidized
commuter
benefits

Funding
contribution to
shuttle/vanpool
fleet O&M costs

Flex Schedules and
Telecommuting
Options

Modify shifts to
coincide with
transit schedules

Other Strategies and Considerations



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Expand Broadband network



Provide smartphone devices



Leverage grant funding, private sector funds, LOST, hospitality tax resources to expand transit services



Expand workforce housing tax credit developments



Integrate I-26/526 commuter congestion management and regional workforce mobility



Expanded or better integrated childcare service options



Intra-regional Partnerships

Developing the Alternative Packages

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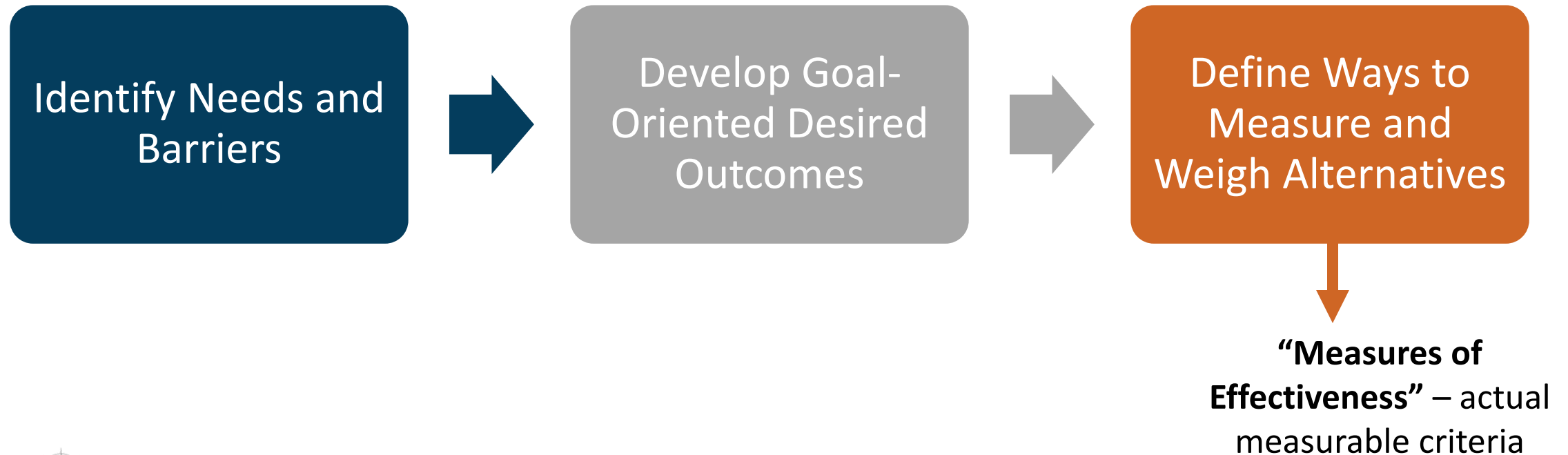
| | Transportation | Training & Education | Employers | Other (Technology, Administrative, Services) |
|---|--|---|---|--|
| 1 | Increase frequency of Tri-County Link Service | Offer shuttle service between rural campuses and to urban hub location | Qualified transportation benefit tax credit for employers | Expand Broadband network |
| 2 | MicroTransit A. Partner with Uber/Lyft B. Offered independently by BCDCOG | Develop e-learning course content (accredited online degree programs) | Pre-tax deduction for commuter expenses (WageWorks) | Provide smartphone devices to income qualified recipients |
| 3 | Vanpool A. Reference RFP from BCDCOG B. Churches? Other options? | Subsidize commuter benefits through ReadySC and Apprenticeship Carolina economic development incentive packages | Subsidized commuter benefits A. Bus, ferry, train, trolley tickets and passes B. Parking expenses: meters, garages and lots C. Vanpool fees (including uberPOOL, Via and Lyft Line) D. Bike maintenance and repairs | Funding A. Leverage grant funding, private sector funds, LOST, hospitality tax resources to expand transit services B. Expand workforce housing tax credit developments |
| 4 | Zipcar | Transit tickets for Pell eligible students (Palmetto Breeze is model) | Funding contribution to shuttle/vanpool fleet O&M costs | Integrate the silos between I-26/526 commuter congestion management and regional workforce mobility |
| 5 | Expand Lowcountry Go app platform for integration with rural transportation services | College Pass transit fare (Chatham Area Transit/Savannah, GA) | A. Flex Scheduling & telecommuting options B. Modify shifts to coincide with transit schedules | Expanded childcare service options |
| 6 | | School district provided transportation options (CATE Students) | | Look for partners outside of the region (neighboring county governments, technical colleges systems, private training centers, and business operations) - US 17 Georgetown to Mt. Pleasant |

How do we evaluate alternative packages? Measures of Effectiveness





Process for Evaluating Alternative Packages – *A performance-based approach*



Goals & Outcomes



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Enhance **COMMUNICATIONS** and outreach



Provide **AFFORDABLE** options



Increase **ACCESS** to all users



Improve **RELIABILITY** of service



Utilize **TECHNOLOGY** resources



Ensure **EFFICIENT** travel times



Leverage **PARTNERSHIPS** to reduce costs



Make **CONNECTIONS** to employment and training centers

Potential Measures of Effectiveness



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Communications

Outreach efforts to rural areas are continuing, comprehensive, and coordinated



Accessibility

Alternatives provide more opportunity for workforce mobility to underserved rural populations



Technology

Alternatives make use or increase access to technology resources



Partnerships

Alternatives leverage public and private resources for cost effective solutions

Potential Measures of Effectiveness



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Affordability

Alternatives are low cost to the user and/or cost effective to implement



Reliability

Alternatives provide consistent and dependable transportation options



Efficiency

Alternatives provide frequency and time savings



Connectivity

Alternatives provide links between rural workforce population and training and employment resources

Breakout Sessions



Prioritizing Measures of Effectiveness



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GOAL: Prioritize what you see as the most important Measures of Effectiveness as a small group

ACTIVITY:

- 1) Each stakeholder get 4 dots to place on their top 4 Measures of Effectiveness on the large sheet. You may also add a new Measure of Effectiveness, definition, and metric if you choose.
- 2) Top 4 Measures of Effectiveness are chosen as a group and used as labels on the Venn Diagram (write 1 per line)

Evaluating Strategies



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GOAL: Identify the best fit(s) for each transportation strategy within the 4 prioritized Measures of Effectiveness

- Which programmatic goal does this strategy meet?

ACTIVITY:

- 1) Place sticky notes with transportation strategies where they fit best on the Venn Diagram;
Some strategies will cross over multiple circles
- 2) Include other transportation strategies you see are missing by writing them on a blank sticky note



Packaging Strategies



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GOALS: Identify the transportation strategies that fall within the most Measures of Effectiveness; Create a "package" of strategies that fit together and develop potential pilot project

ACTIVITY: Choose 2-4 strategies (transportation and non-transportation) that fit together as a "package," paying attention to those that fall within more Measures of Effectiveness and low hanging fruit; Create a pilot project based on these strategies and answer the following questions:

1. What transportation strategy did the group focus on?
2. What is the purpose of this strategy?
3. What does this strategy look like? Where are we going to and from?
4. What are the service characteristics?
5. How does this strategy work together with other strategies?
6. Why did the group package these together?
7. What are the challenges/benefits to making these pilot projects?
8. Who are the stakeholders, partners or funding sources that should be brought together for this project to work?

Next Steps





Tentatively Scheduled: September 26, 2019

Purpose of Stakeholder Meeting #3

- Further describe and refine alternatives with cost estimates
- Discuss alternatives evaluation process and results
- Identify funding sources and partners
- Present Draft Recommendations/Ranked Project Listing

Study Team Contact Information



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