



RURAL WORKFORCE TRANSPORTATION STUDY

Stakeholder Meeting #3

October 17, 2019

Agenda



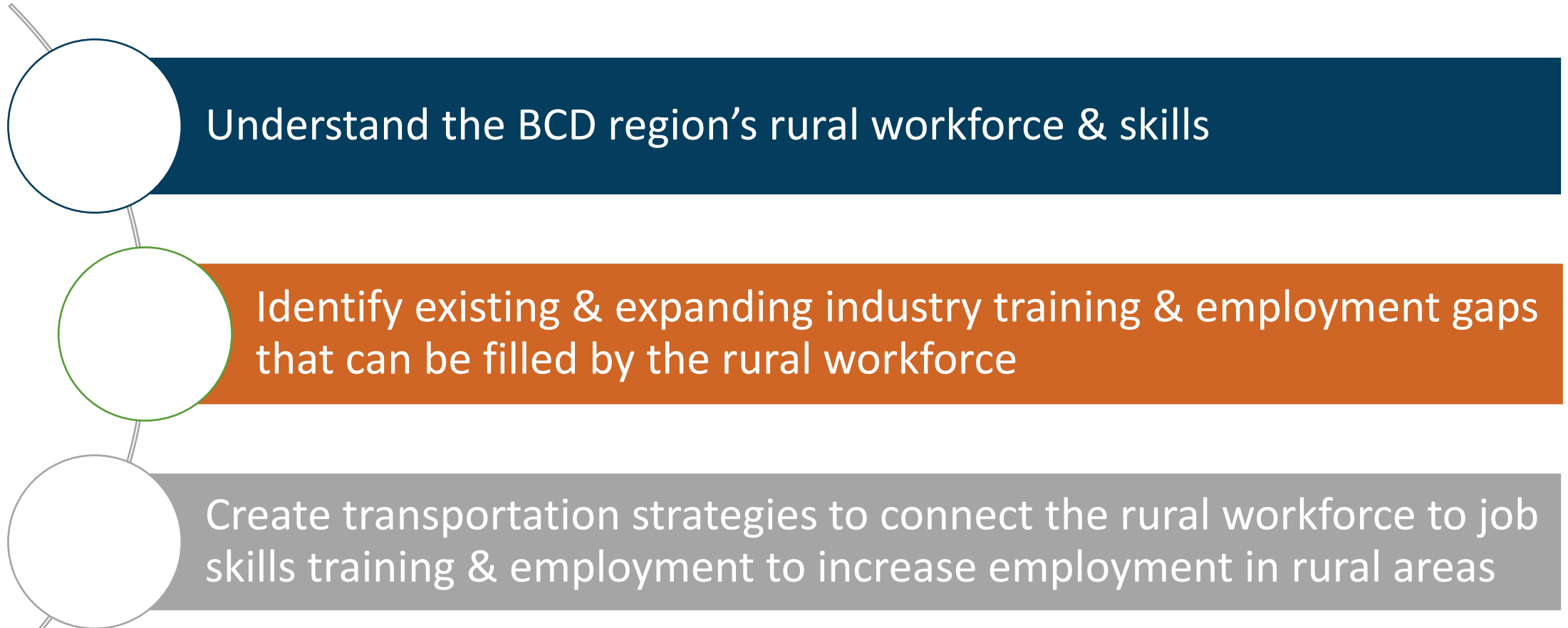
RURAL WORKFORCE TRANSPORTATION STUDY

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

Project Overview & Objectives



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Project Stakeholders

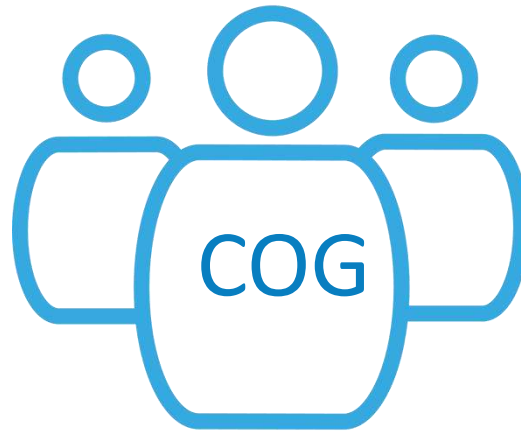


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Businesses

Workforce
Agencies

Community
Centers &
Churches



Economic
Development
Organizations

Chambers

Higher
Education

Transportation
Agencies

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

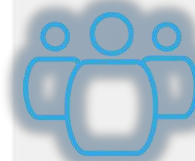
Task 3: Transportation Strategies



Stakeholder Meeting # 1
May 2



Stakeholder Meeting # 2
July 18



Stakeholder Meeting # 3
Oct 17



Final Report

Work Since Stakeholder Meeting #2



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What We Heard from You:

- **Desire to Focus on:**
 - Vanpool
 - Specific Industry/Training and Geographic Pilot Programs (Manufacturing, IT, Healthcare)
- **Key Elements to Success:**
 - Coordinated and Comprehensive
 - Service Reliability
 - Rural to Urban Connectivity
- **Desire for an integration of technology tools and applications to support efforts in the region**

Work Since July:

- Further Rural Area Analysis/Profiles
- Industry Focused Pilots by Rural Area
- Funding and Administrative Strategies and Opportunities
- Draft Recommendations

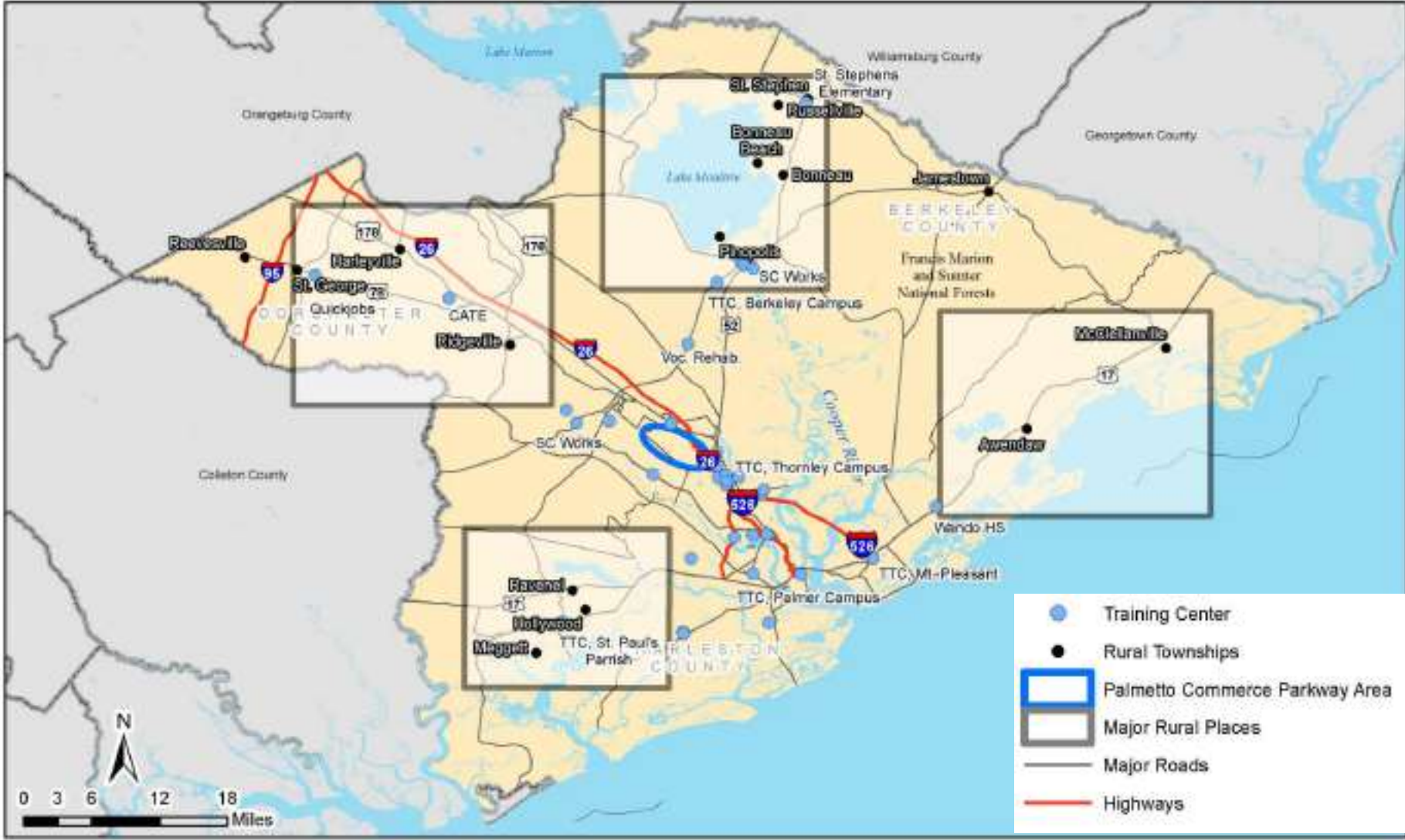
Regional Industry and Training



Training and Educational Concentrations



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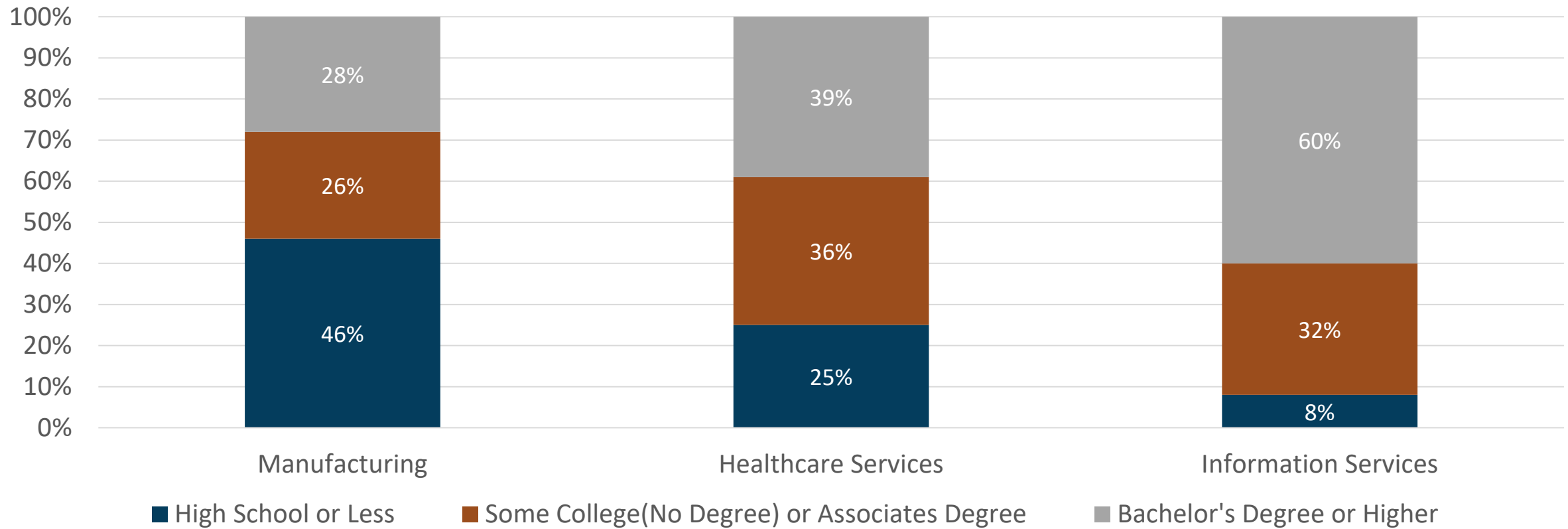


Educational Attainment Needs



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Total Job Openings and Educational Demand by Industry (2018)



A Closer Look at Each Rural Area



Rural Cluster Areas



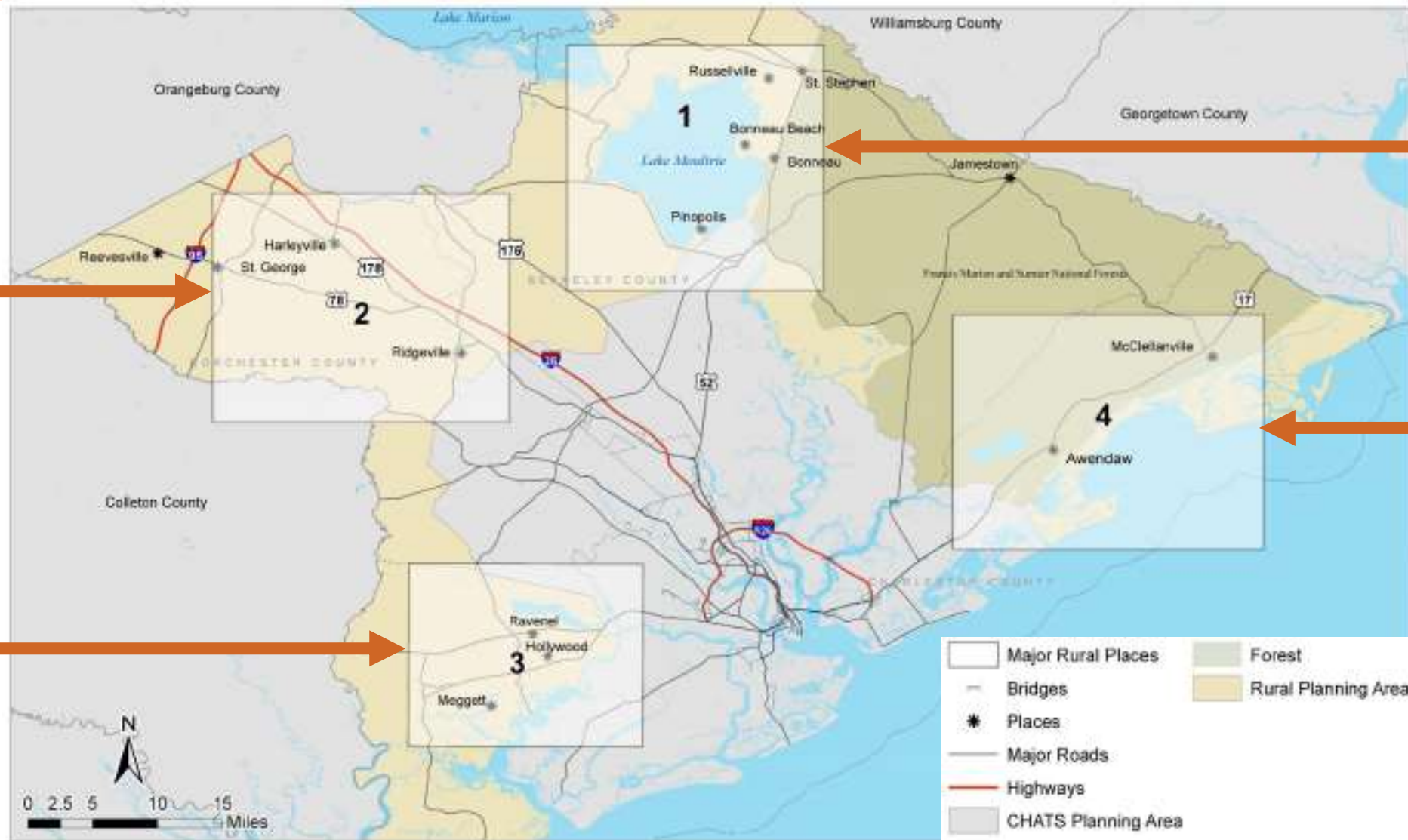
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Dorchester
County
Northwest

Charleston
County
West

Berkeley
County
Northeast

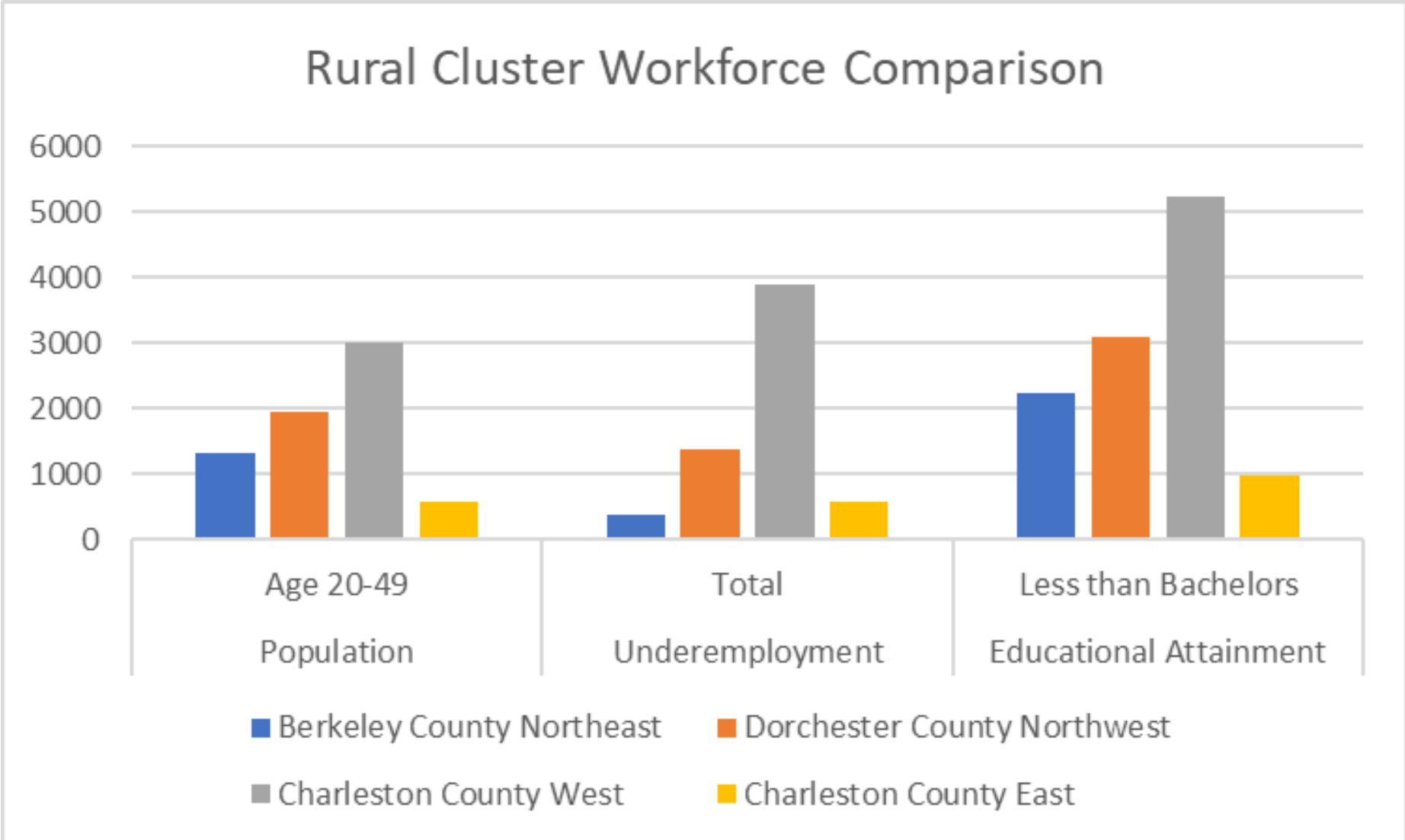
Charleston
County
East



Combined Rural Cluster Data



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Vanpool Pilot Needs by Industry – Berkeley



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- Volvo Manufacturing Pilot
- Palmetto Commerce Parkway Manufacturing Pilot
- US 17 Healthcare Corridor Pilot



Vanpool Pilot Needs by Industry – Dorchester



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- Volvo Manufacturing Pilot
- Palmetto Commerce Parkway Manufacturing Pilot
- Downtown Charleston Healthcare Pilot



Vanpool Pilot Needs by Industry- Charleston West



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- Palmetto Commerce Parkway Manufacturing Pilot
- US 17 Healthcare Corridor Pilot

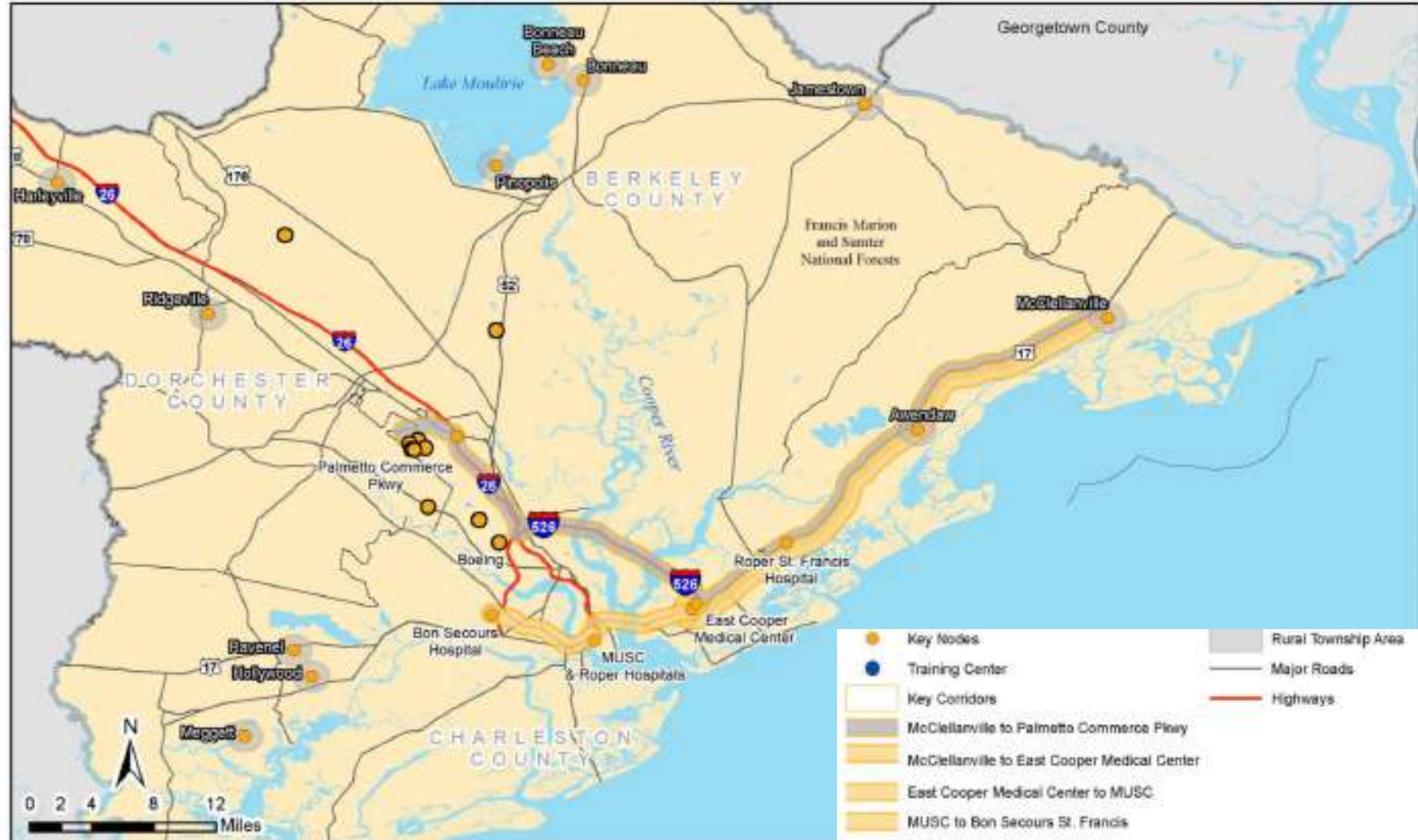


Vanpool Pilot Needs by Industry- Charleston East



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- Palmetto Commerce Parkway Manufacturing Pilot
- US 17 Healthcare Corridor Pilot



Funding and Operational Strategies



Funding and Partnership Options



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TRADITIONALLY FUNDED
VANPOOL PROGRAMS



PRIVATELY OPERATED
VANPOOLS



PUBLIC-PRIVATE
PARTNERSHIPS

TriCounty Link Funding



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Cost Challenges:

- TriCounty Link annual operating budget: \$2.5 million
- Capital vehicle procurement: (18 Months) roughly \$80,000 per vehicle

Service Challenges:

- Dispersed geography for both origins and destinations
- Long distance travel needs
- Hours of service vary by Industry and training needs
- Training locations vary over time
- Service overlap with TriCounty Link



Employer Provided Services



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Example: Google Operated Buses in California

How it works – Employer (or group) could:

- Buy or lease vehicles
- Organize vanpool riders
- Insure and maintain vehicles
- Charge a fee and/or subsidize the service

Benefits to Employers:

- Lower employee commute stress and costs
- Heighten Employee appreciation through added benefits
- Support corporate environmental and Employee focused goals
- Reduced Employee absenteeism and turn-over
- Some tax benefits to Employers

Challenges:

- Complexity and additional staff for operations
- Lack of knowledge about transit service provision
- Cost versus benefits of riders in system

Employers sometimes fund and operate their own transit services. There must be a demonstrated need and benefits needs to be quantified to employers to obtain this level of investment.



Outsourcing or Operating Vanpool Services With Employer & Community Contributions



- Supported by ENTERPRISE RENT-A-CAR
- Go Triangle monthly subsidy
- Each vanpool group sets its own route and times
- Pricing varies depending on the vehicle type, monthly commute miles, # of people



- Largest Vanpool in the Country (1,600 vans, 10,000 participants)
- Operated by King County Metro
- Subsidies provided by major employers
- Pricing varies depending on the vehicle type, monthly commute miles, # of people



Employer Subsidies and Programs



EPA Employee Transit Subsidies

- Financial incentive to encourage employees to use public transportation
- Amount of subsidy = actual amount paid



Puget Sound Region (WA)

Employer Subsidies:

- Microsoft
 - \$100/mth
- Boeing
 - \$60-85/mth



- National Standard of Excellence
- Employer National Recognition
- Employer IRS Tax Benefits
- Tax free limits for employer-provided transit, vanpool, and parking benefits for workers is \$265/mth in 2019

Preliminary Recommendations





Draft Recommendations

- **Develop Rural County-Level Vanpool Services**
 - Directly operated by BCDCOG or private vendor
 - As appropriate, coordinate and consolidate with TriCounty Link to maximize ridership, participation and cost-sharing potential
 - Ability to tailor vanpools by needs and make a demand-based service
 - Can be done regionally, but focus on a first implementation area and further develop partnerships and cost-sharing

Planning for Implementation



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Administrative and operational responsibilities: BCDCOG or private vendor

Appropriate level of focus for pilot (examples):

- Multiple county + specific Industry/Training
- Rural county + specific training/industry area
- Rural county + specific Employer/Employer group

Coordination between pilot project and existing TriCounty links desired

Vanpool size (vehicles and occupancy)

Any specific Pick-Up/drop-Off locations or allow to be set by Vanpool creations

Vanpool drivers and any potential training needs

Emergency ride home provisions



Additional Recommendations

- Enhanced agency coordination
- Education and support for employer participation
- Develop regional and targeted marketing and outreach plans
- Coordinate data and technology needs



Agency Coordination Recommendations

Coordinated Public Transit Human Services Transportation Plan Process

Plan Purpose:

Identify transportation needs of individuals with disabilities, older adults, and low-income population

Scope of Participation:

Seniors, individuals with disabilities, public, private, and nonprofit transportation and human services providers and public

Enhanced Coordination Recommendations:

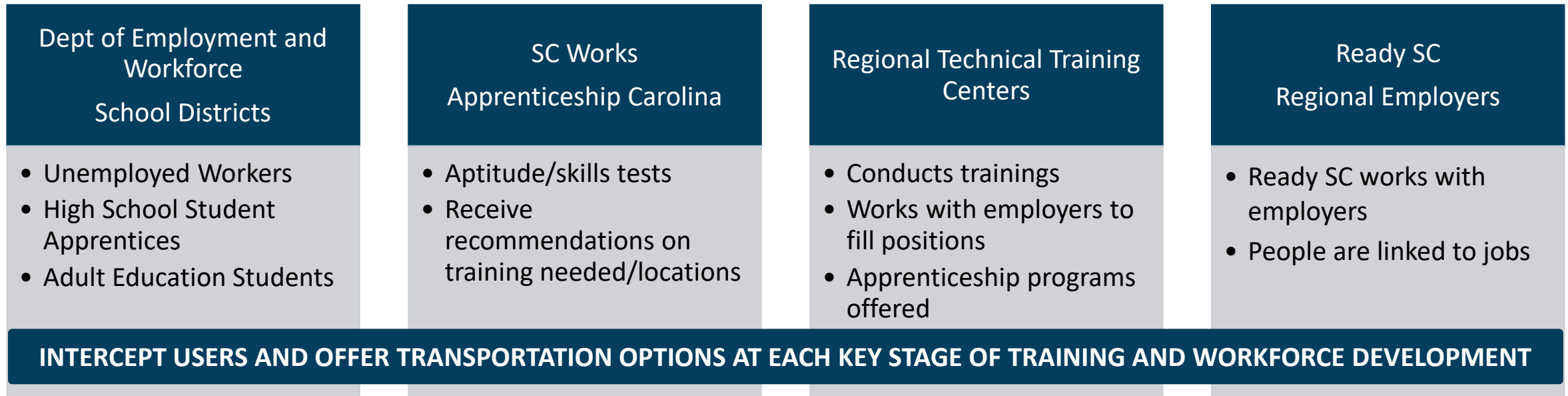
- Regular meetings to further coordinate and prioritize these recommendations
- Specific Sub-committees established for pilot initiatives

Marketing Plan and Outreach Needs



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Top-Down Outreach and Marketing Strategies



Bottom Up Outreach And Marketing



Data and Technology Needs



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Coordination of system user data between agencies and organizations

Online tools and resources

Paper forms and vouchers

Potential for incorporating Vanpool service planning with LowCountry GO applications

Potential Funding Opportunities



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Federal Competitive Grants

- USDOT BUILD Grants
- FTA Integrated Mobility Innovation
- FTA Access and Mobility Partnership

US Department of Commerce, Economic Development Administration

- SC Disaster Recovery funding for economic recovery and resilience of rural residents
- Regional Innovation Strategies (RIS) Program, subject to appropriation

SC Department of Commerce

- State CDBG Grant Program

SC Foundation Funding Sources with mobility priority

- Bank of America Foundation
- AWS Foundation Welder Workforce Grants
- Walmart

Public-Private Partnership Opportunities

- United Way or Coastal Community Foundation
- Coast Community Foundation – Manages Volvo Car USA Operations Grant



Key Milestones

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STEP 1: Define Scope of Program and Partners

Service area definition and preferred operational components

Define potential for integration with existing transit service

Work with vendor or BCDCOG to define service options, technology needs, generalized costs

Define partners and mechanisms for agency and organizational coordination



STEP 2: Define and Apply for Funding Opportunities

Define potential funding and subsidies needed

Applications for funding and obtaining support letters, local matches



STEP 3: Further Develop Program and Outreach Plan

Service operational details

Interagency data coordination and capture potential

Marketing and outreach program developed



STEP 4: Execute Pilot Program

Outreach and Marketing Efforts implemented

Pilot program implementation

Technology integration, as appropriate



STEP 5: Capture Lessons Learned and Leverage Next Steps

Breakout Discussion





Schedule Moving Forward

October 17th, 2019

- Stakeholder Meeting #3



November 2019

- Final Revision of Report Recommendations



December 2019

- Publication of Final Report

Study Team Contact Information



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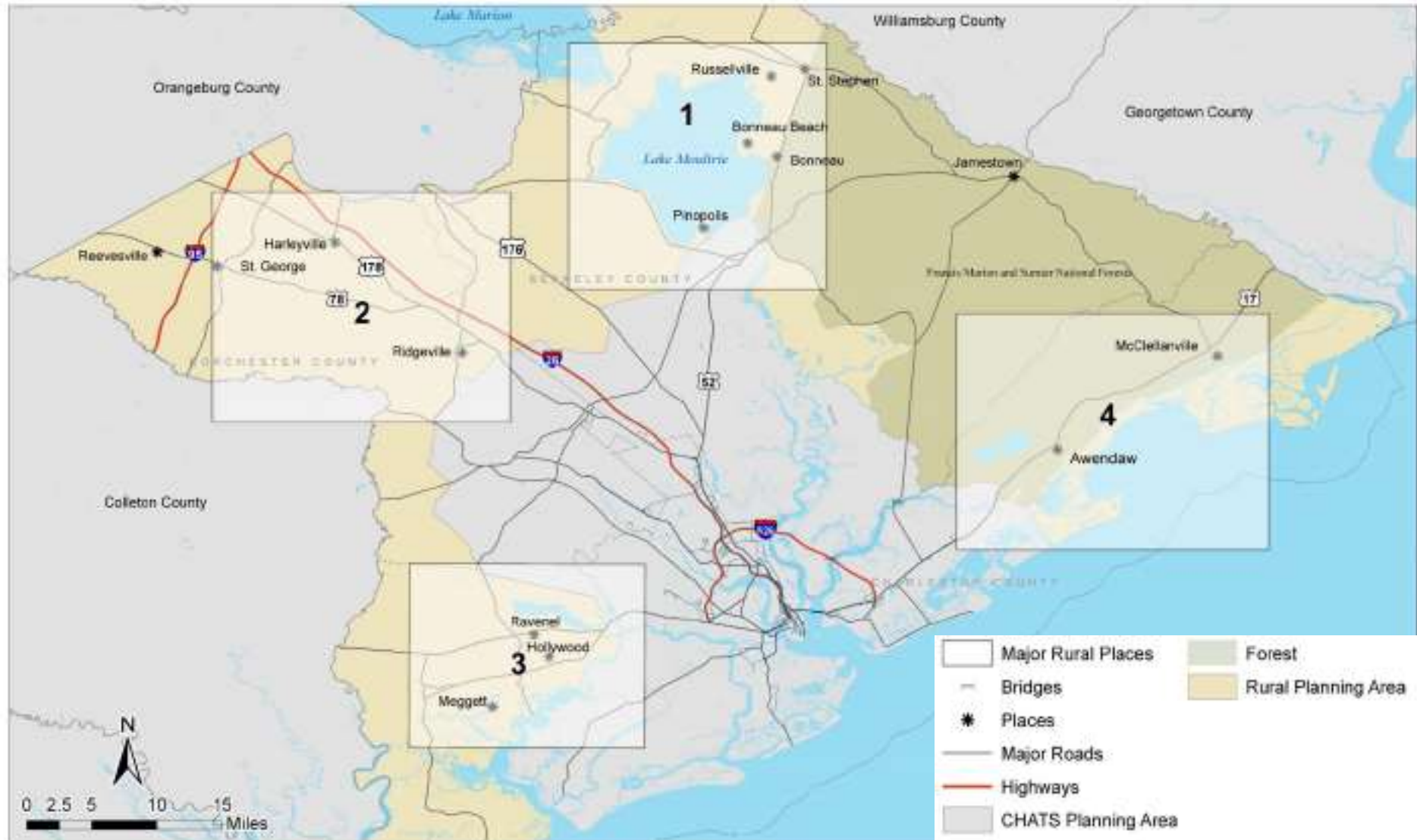
Supplemental Detail Slides



Rural Cluster Areas



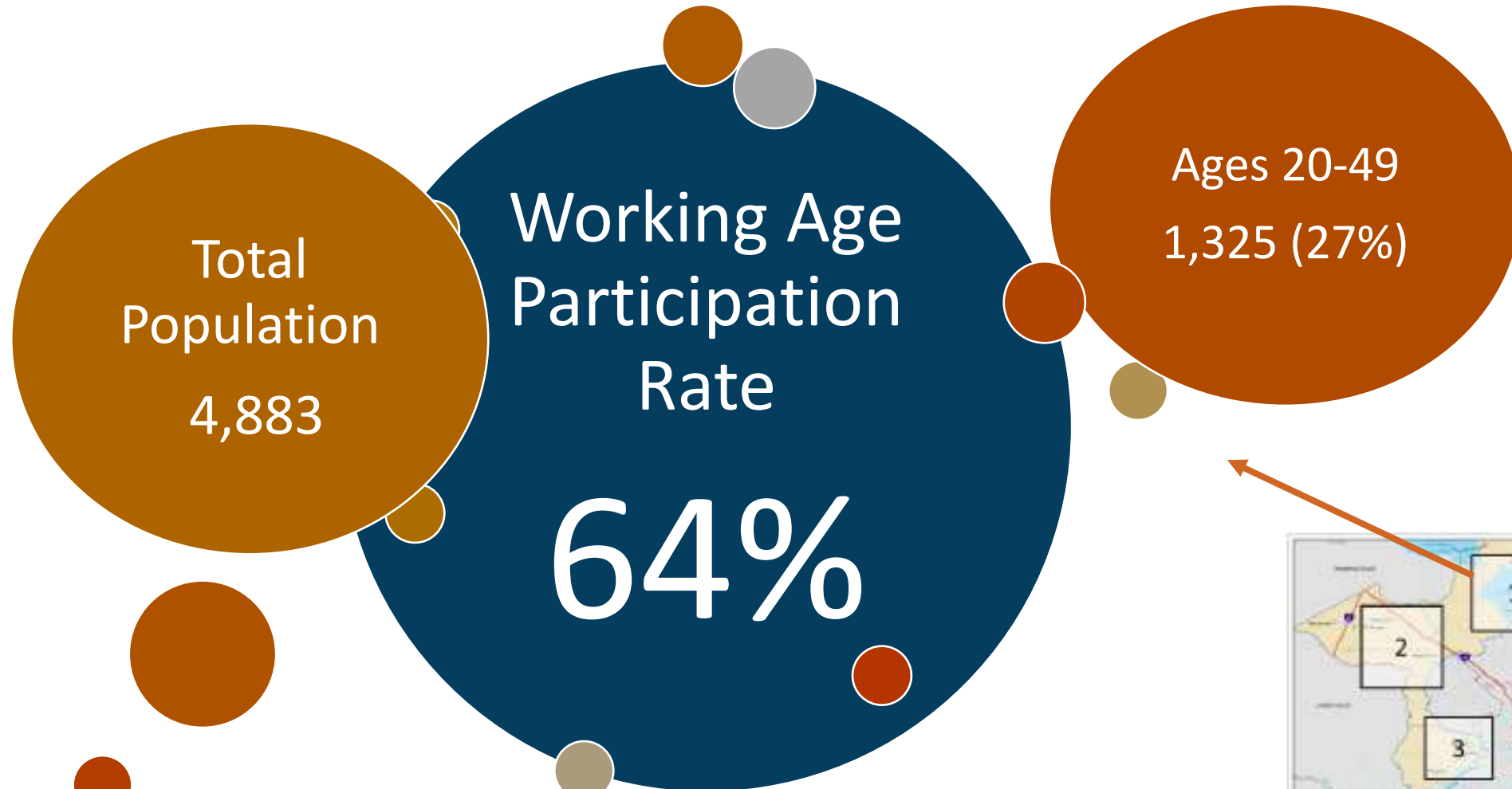
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Profile – Berkeley County Northeast



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Profile – Berkeley County Northeast



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•35%
(1,739)

•Total
population in
labor force

3.3%
(57)

Unemployment
rate

33%
(1,653)

Total population
not in labor
force

**Total Underemployment
22 % (387)**

Manufacturing
2.8 % (11)

Production &
Distribution
16.3 % (63)

Engineering &
Science
2.3 % (9)

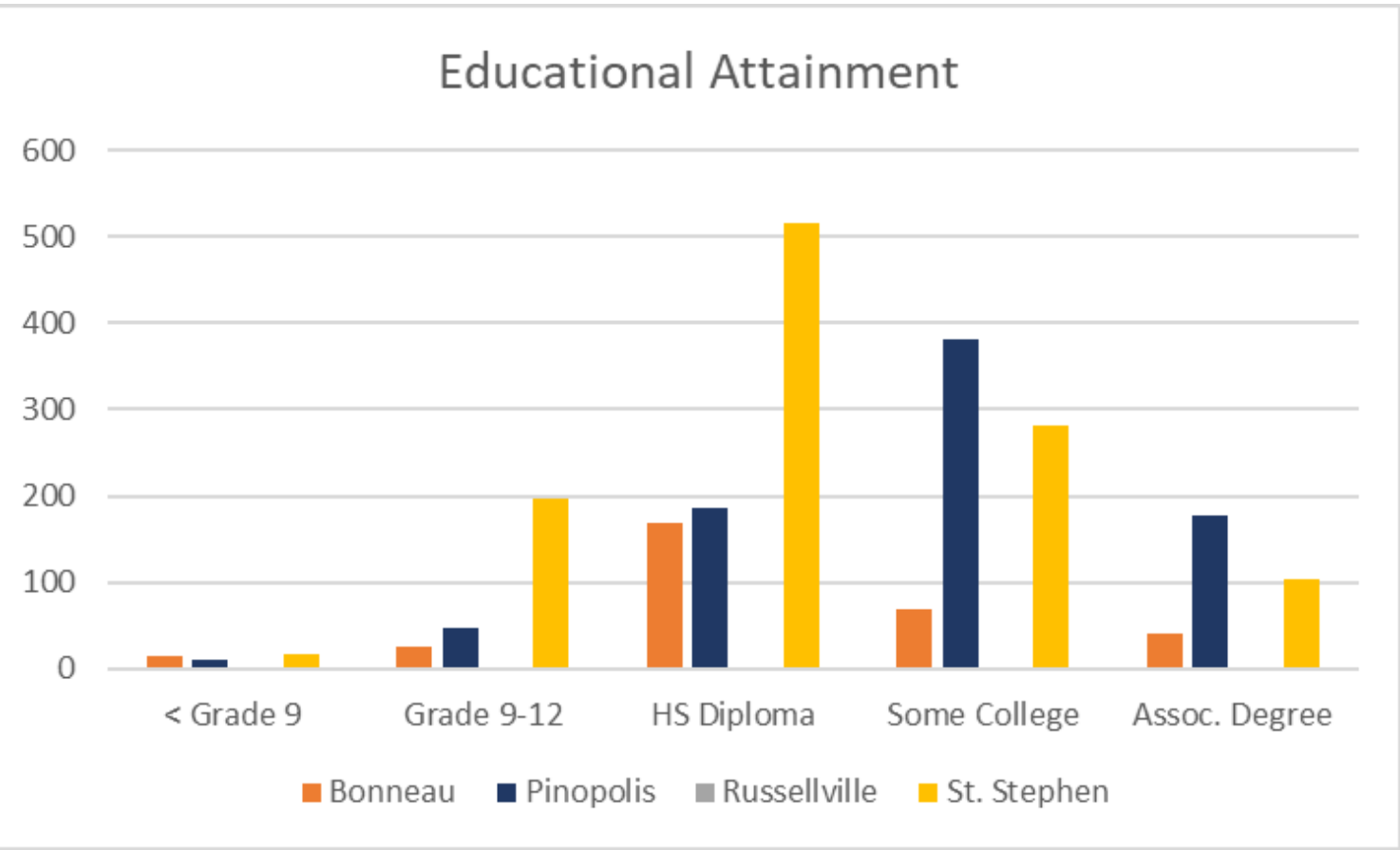


Profile – Berkeley County Northeast



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Educational Attainment



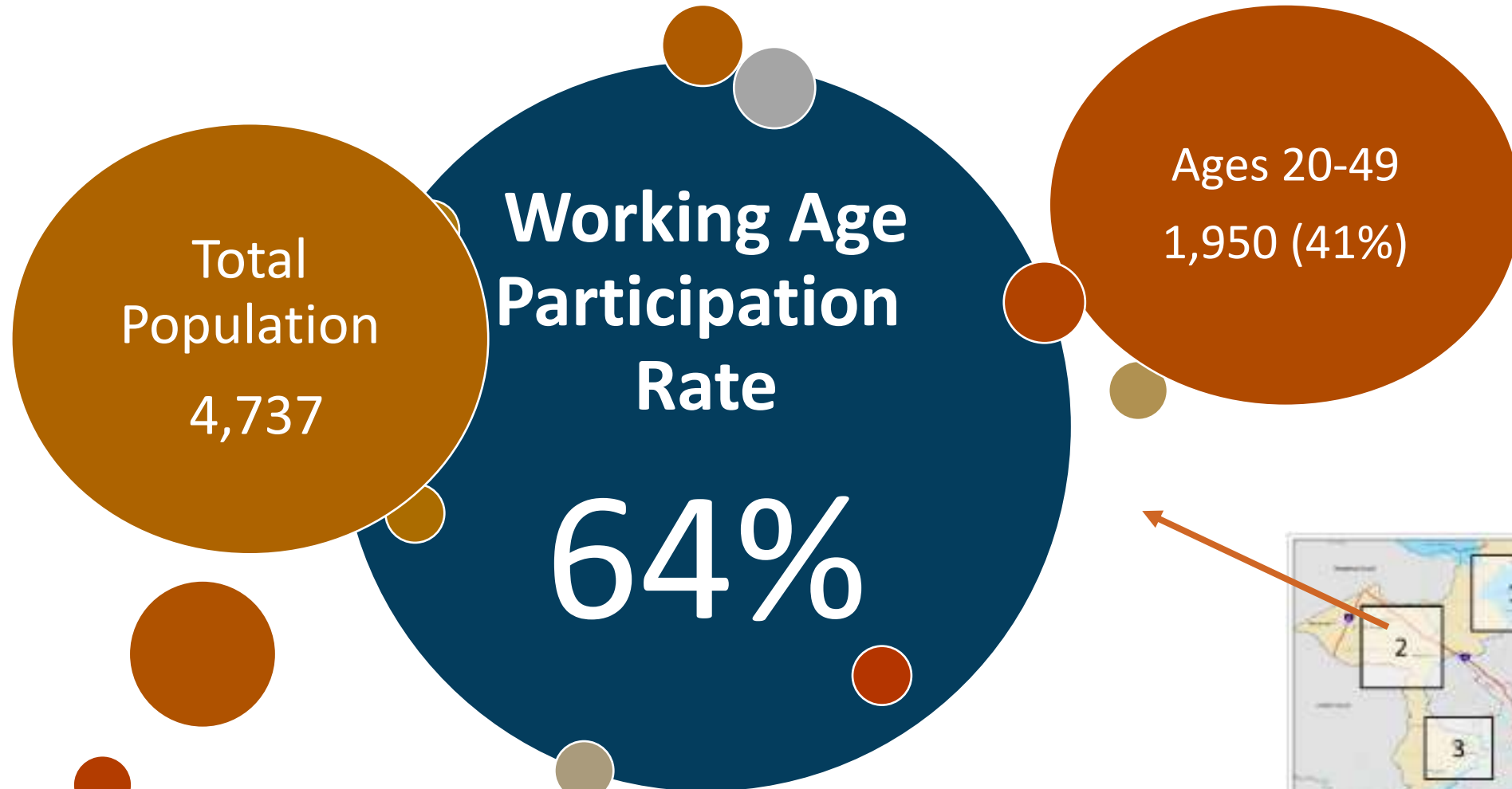
46%
2,234
Associates
Degree or
Less



Profile – Dorchester County Northwest



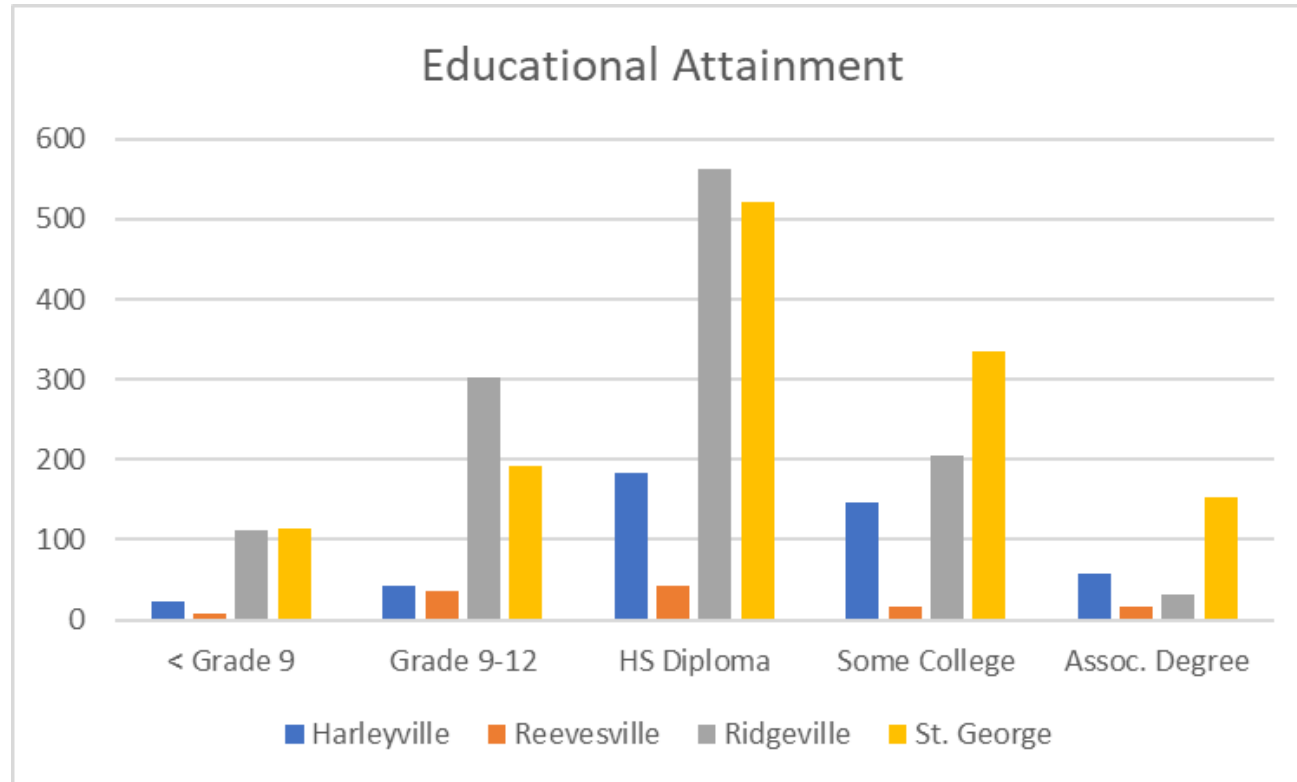
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Profile – Dorchester County Northwest



RURAL WORKFORCE TRANSPORTATION STUDY



65%
3,100
Associates
Degree or
less



Profile – Dorchester County Northwest



RURAL WORKFORCE TRANSPORTATION STUDY

•33%
(1,582)

•Total
Population in
Labor Force

2.5%
(40)

Unemployment
Rate

53%
(2,521)

Total Population
Not in Labor
Force

**Total Underemployment
87 % (1,374)**

Manufacturing
7.4 % (102)

Production &
Distribution
18.8 % (258)

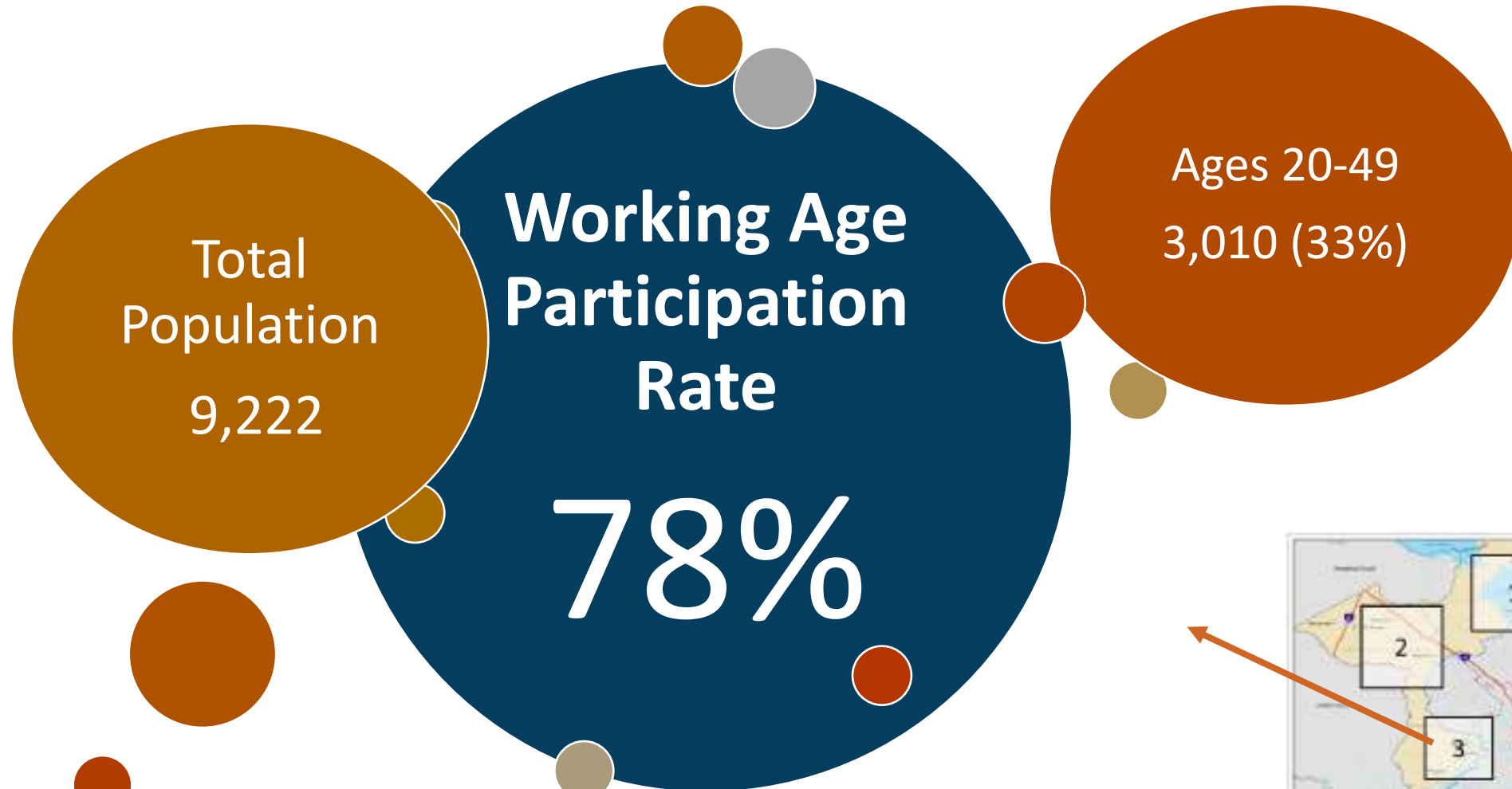
Engineering &
Science
2.4 % (33)



Profile – Charleston County West



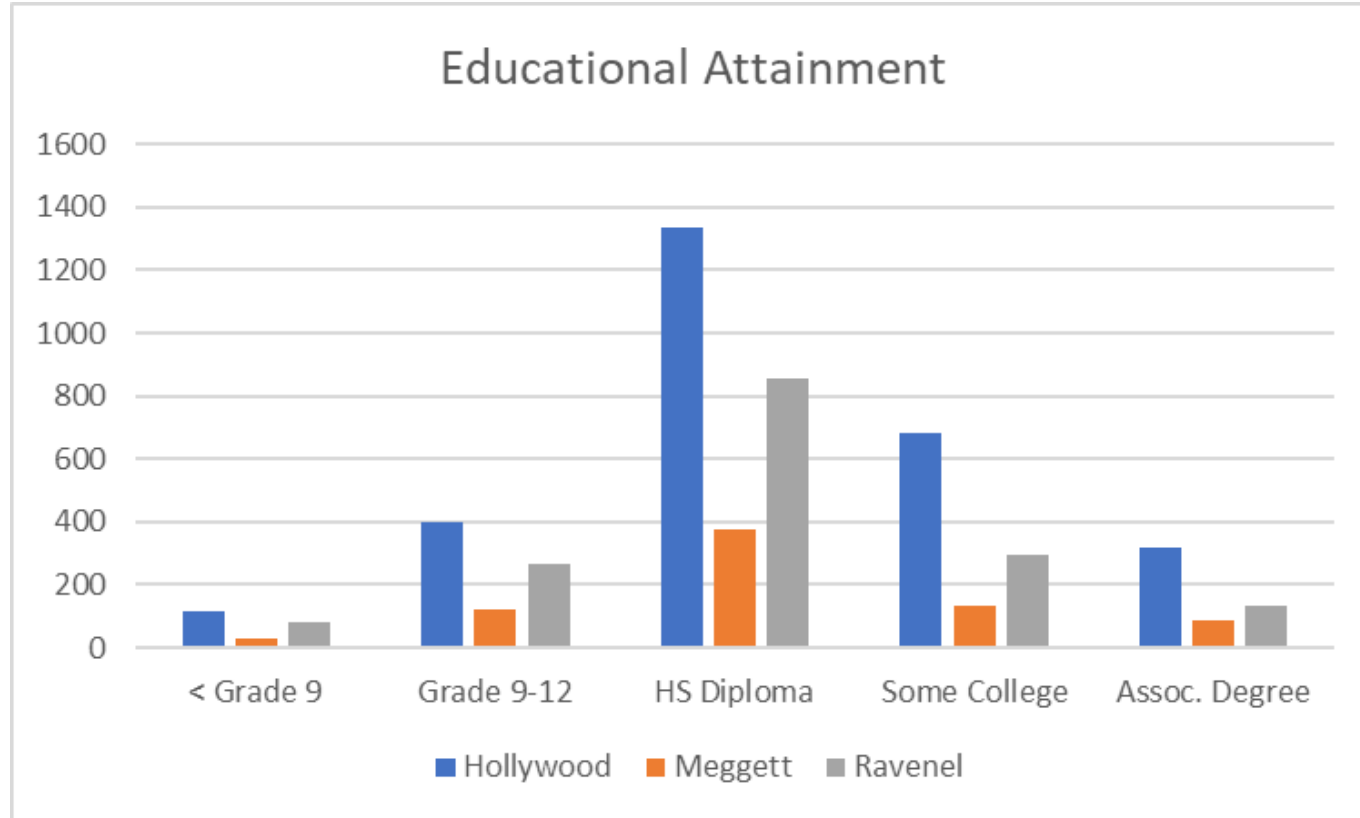
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Profile – Charleston County West



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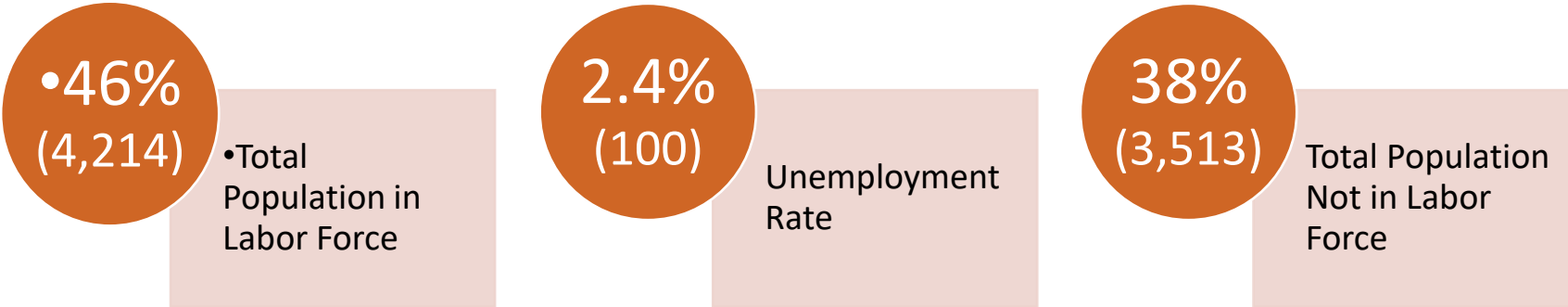
57%
5,223
Associates
Degree or
Less



Profile – Charleston County West



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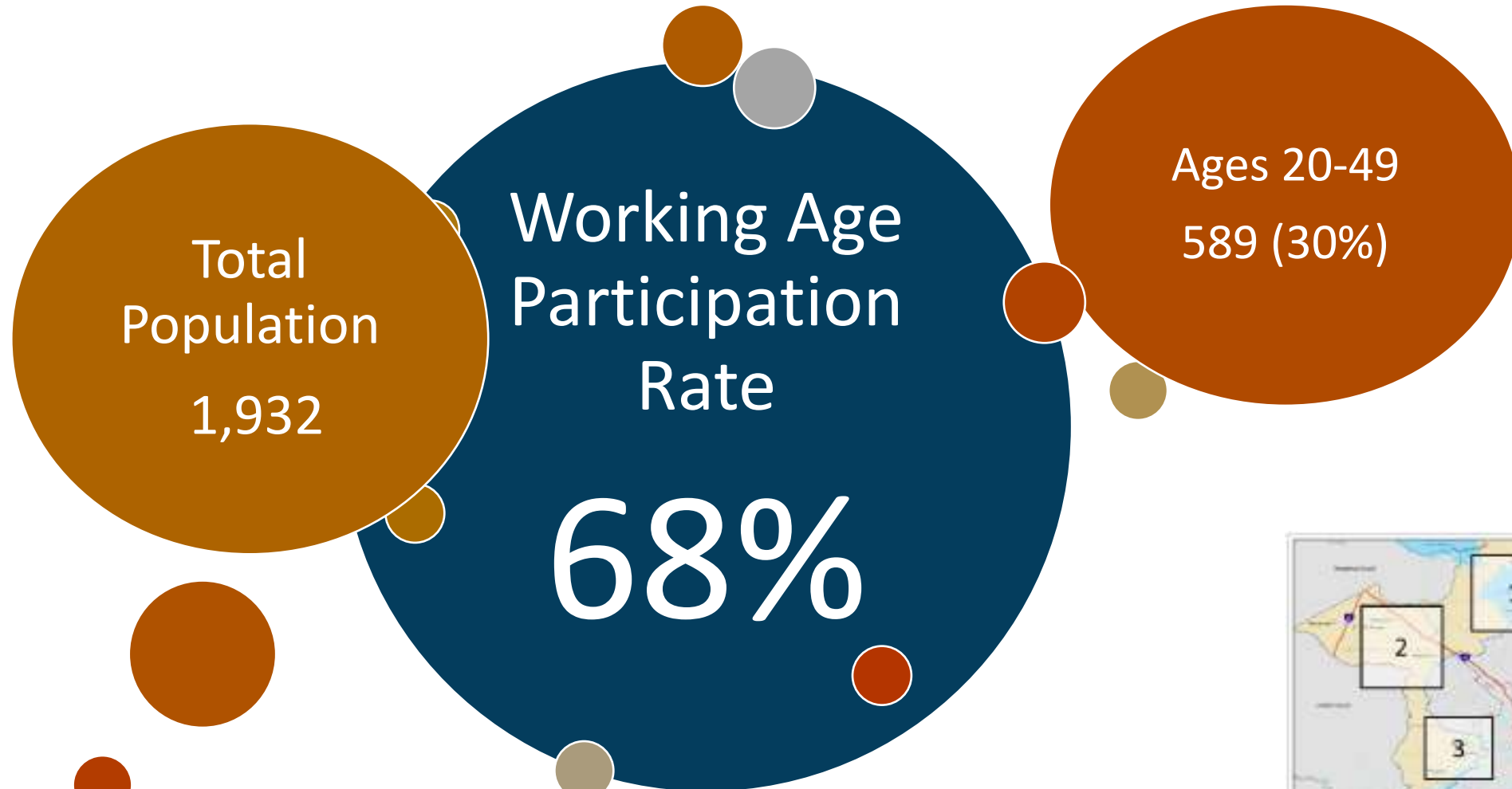
**Total Underemployment
92 % (3,889)**



Profile – Charleston County East



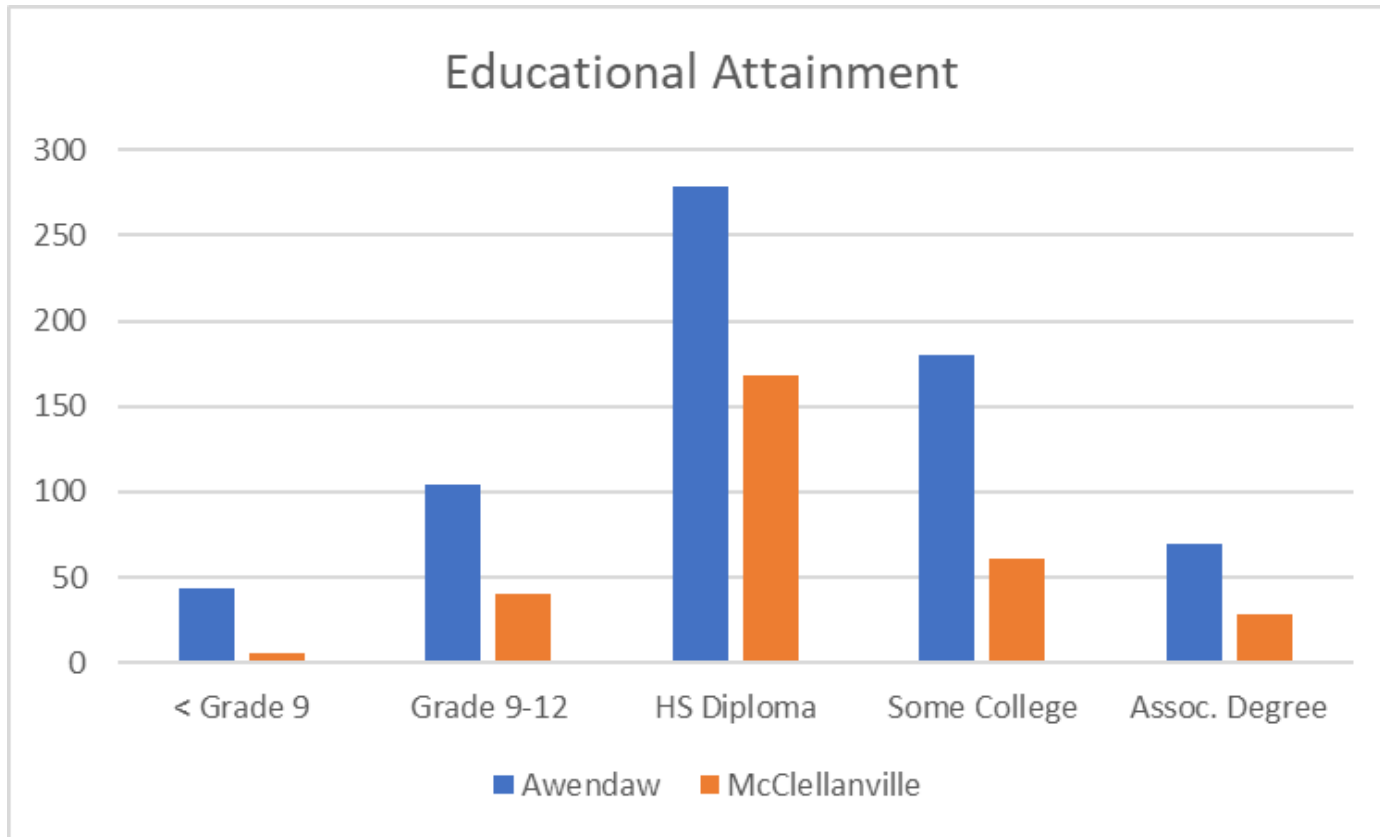
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Profile – Charleston County East



RURAL WORKFORCE TRANSPORTATION STUDY



51%
980
Associates
Degree or Less



Profile – Charleston County East



RURAL WORKFORCE TRANSPORTATION STUDY

•46%
(901)

•Total
Population in
Labor Force

1.6%
(14)

Unemployment
Rate

39%
(751)

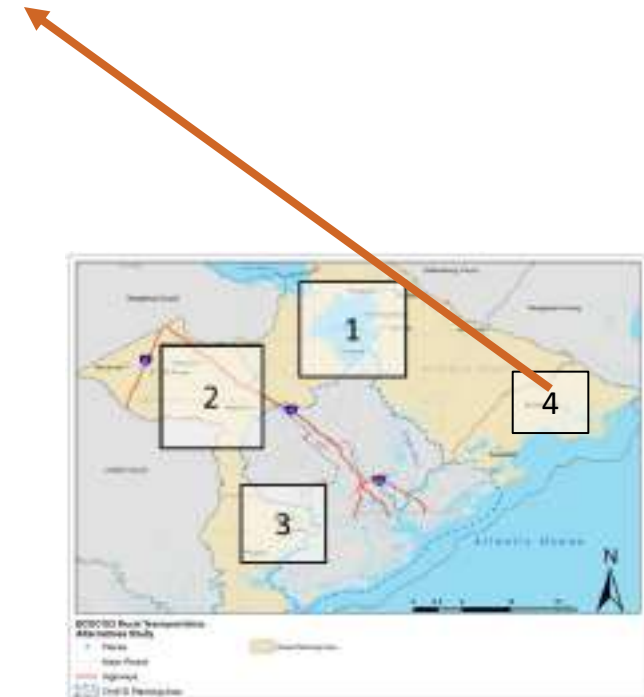
Total Population
Not in Labor
Force

**Total Underemployment
64 % (579)**

Manufacturing
1.2% (7)

Production &
Distribution
11.6% (67)

Engineering &
Science
2.8% (16)





Federal Transit Administration Competitive Grants

- **Integrated Mobility Innovation**

- Funds projects that demonstrate innovative and effective practices, partnerships and technologies to enhance public transportation effectiveness, increase efficiency, expand quality, promote safety and improve the traveler experience
- 2019 funded \$15 million for demonstration projects focused on mobility on demand, strategic transit automation research and mobility payment integration
- Explore new business approaches and technology solutions that support mobility
- Enable communities to adopt innovative mobility solutions that enhance transportation efficiency and effectiveness
- Facilitate the widespread deployment of proven mobility solutions that expand personal mobility



Federal Transit Administration Competitive Grants

- **Access and Mobility Partnership**
 - Seeks to improve access to public transportation by building partnerships among health, transportation and other service providers
 - Support innovative projects for the transportation disadvantaged
 - Improve the coordination of transportation services and non-emergency medical transportation services
 - In 2018, there were two funding opportunities The ICAM Pilot Program

Potential Funding Opportunities



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SC Department of Commerce, State CDBG Grant Program

- Competitive discretionary grant program subject to HUD regulations
- SC allocated \$20,128,358 for 2019
- CDBG Entitlement jurisdictions are not eligible - includes: Charleston County, City of Charleston, City of Summerville
 - State CDBG Funding allocated through several programs:
 - Community Infrastructure (could be used to fund construction of central passenger shelters at employment area, etc.)
 - Community Enrichment (public services focused on economic competitiveness, workforce development, etc.)
 - Special Project Program

Apply to regional CDBG Entitlement jurisdictions for Public Service and/or Economic Development funds – could be used to support pilot vanpool, technology applications, marketing for LMI populations, and economic development and workforce applications

Potential Funding Opportunities



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US Department of Commerce, Economic Development Administration (EDA)

- 2017 Supplemental Disaster Recovery Funds for 2018 disasters
 - Appropriation of \$587 million for eligible grantees impacted by 2018 disasters
 - Opportunities to pursue additional disaster funds
 - Coordinate with SC Disaster Recovery Office to evaluate options for EDA funding for economic recovery and resilience for rural LMI residents in BCDCOG region
- Regional Innovation Strategies (RIS) Program, subject to appropriation expect 2020 NOFO release

Some of the BCDCOG rural areas are in certified Opportunity Zones, opportunity to integrate rural transportation component into private sector Opportunity Zone project

Potential Funding Opportunities



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SC Foundation Funding Sources with mobility priority:

- **Bank of America Foundation**

- Funding priority economic mobility for LMI neighborhoods
- Released 2 RFPs in 2019
- Anticipate similar RFP release in 2020
- BOA foundation staff in Charlotte

- **AWS Foundation Welder Workforce Grants**

- W International in Berkley County anticipates creating 1,000 jobs for welders
- Expressed concerned about workforce availability in interviews
- AWS grants up to \$25,000

- **Walmart Foundation**

- Funding categories include market access, work dignity, and diversity equity and inclusion

- *BOA - Potential resource for mobility technology such as vanpool app and LMI marketing and education*
- *AWS - Would require collaborative application with company and training program*
- *Walmart Foundation - Potential resource for technology deployment and market initiatives*



Public-private partnership for rural LMI mobility

- Support access to training and employment
- Utilize existing non-profit entity, such as United Way or Coastal Community Foundation
- Tax exempt status is important for private funders tax advantages
- Known entity with experience managing programs and financial resources
- Access to Economic Opportunity is one of the top 3 focus areas of the Civic Engagement agenda for Coastal Community Foundation
- Also manages Volvo Car USA Operation Grant
 - Funds up to \$25,000

*Coastal Community Foundation or Others:
Potential funding sources to support pilot program, technology applications, LMI marketing efforts*



USDOT BUILD/TIGER Grant

- Integrate rural LMI mobility program into transit application
- Discretionary grant provided nearly \$2 billion in funding for transit projects in past 9 years
- More recent years, has focused on rural communities
- Funding awarded for passenger facilities, new buses, neighborhood mobility centers, park and ride lot improvements
- Maximum grant award \$25 million

Potential to integrate rural limited mobility options with a transit application to provide capital improvements, such as neighborhood mobility centers, park and ride lots