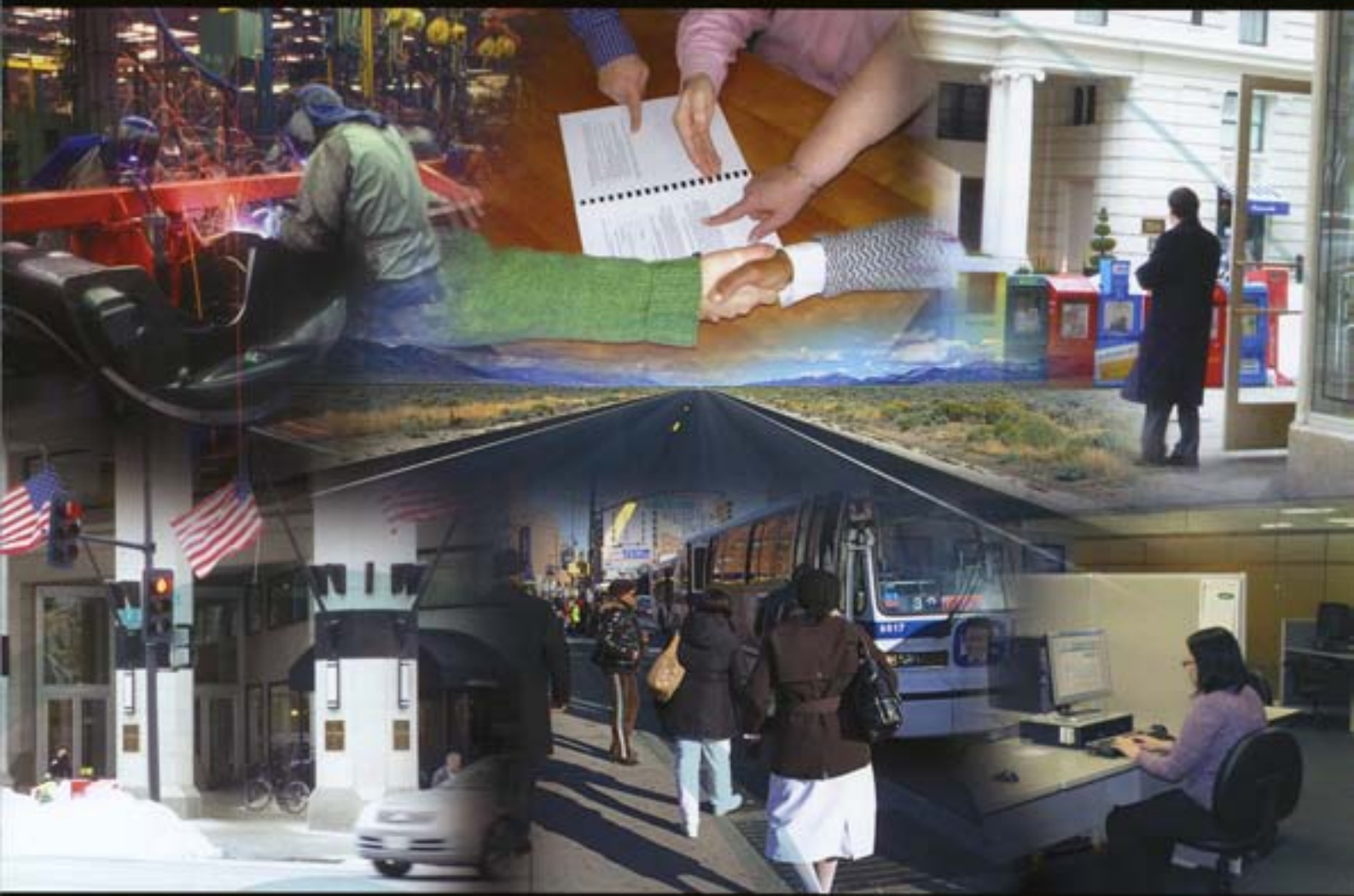


WORKFORCE DEVELOPMENT, BUSINESS, AND TRANSPORTATION



**THREE PARTNERS, ONE GOAL:
CONNECTING PEOPLE TO JOBS**

6 TO SUCCESS: WORKFORCE BOARD SPONSORS ROUTE TO JOBS, TRAINING

The Heart of Texas (HOT) Workforce Board is providing a jobs shuttle for residents in rural Falls and McLennan Counties where none existed before. The service, 6 To Success, is named for Highway 6, the route it takes into Waco, Texas, where residents can connect to jobs and educational opportunities or to the local transit service to travel to other destinations. The service runs Monday through Friday, with limited service on Saturdays. Fares range from \$3.00 to \$5.00 for a one-day pass.

In 2008, 6 To Success averaged about 990 riders per month, ending its first year having provided over 12,000 passenger trips. This service has gained attention throughout Texas for its innovative service design for connecting rural communities to an urban transit system. The circulator route was established through the work of several community partners, including Sanderson Farms, Falls Community Hospital & Clinic, and several community banks; Waco Transit; the cities served along the route; and McLennan Community and Texas State Technical Colleges.

More information is available at www.6tosuccess.com or from Julie Talbert, Contract Manager, Falls County Workforce Center, at julie.talbert@hotworkforce.com.

EMPLOYMENT/TRAINING CUSTOMERS RECEIVE TRANSPORTATION SERVICES, SUPPORT

Located within the Door County Job Center, The Women's Employment Project, Inc. (WEP) provides employment, training and related services. WEP also operates the Door County Transportation Options Program, established to respond directly to the needs of job center customers and low-wage earners in Door and Kewaunee Counties. The program provides

- Loans for car repair and purchase
- Gas and taxi vouchers
- Assistance to employees in forming carpools or vanpools

Case managers from the different agencies located at the job center collaborate with WEP staff to identify transportation options for customers, monitor their progress, approve outreach efforts, and provide counseling and feedback about program procedures and direction. Without this assistance, many of the job center's clients would not make it to their place of employment.

In April 2009, WEP also began assisting employees in forming vanpools for work trips. With the help of state funds, it is also sponsoring a vanpool for residents traveling from the northern part of the county to local job centers. A Door County automotive dealership is leasing and maintaining the van used in the new vanpool.

For more information on the Transportation Options program, contact Kim McClure at kmclure@doorcountyjobcenter.org.



The JARC grant gave us a reason to get together and begin to talk about workforce issues. That JARC grant model ought to be replicated, because it always works better when you have money on the table.

WORKFORCE DEVELOPMENT, BUSINESS, AND TRANSPORTATION

Three Partners, One Goal: Connecting People to Jobs

Whether you work in a one-stop career center, serve on a workforce investment board, or operate a private business, you recognize that consistent, reliable, and affordable transportation for job seekers, trainees, and employees can greatly bolster the success of your efforts. Here's what you can do to make this happen!

... AS a one-stop career center agency

- Provide bus/transit tokens, vouchers, or passes
- Create a "transportation center" within your agency for transit and ride-sharing information
- Fund shuttles to one-stop career center, job training, and employer sites
- Help customers locate employment or child care near a transit stop
- Assist customers with carpooling or vanpooling matching services
- Train staff on identifying workable transportation options for customers

Read more about steps one-stop career center staff are taking at www.ctaa.org/joblinks, under "Resources."

... AS a workforce investment board

- Provide data to transportation providers and planners about how transportation can serve more employees and businesses
- Sponsor a shuttle or bus route expansion to serve the business community
- Convene an employment transportation summit
- Solicit and leverage support from other business organizations (e.g., chamber of commerce) for transportation to serve businesses

... AS a business owner

- Voice the mobility needs of your customers and employees to a local transportation planning board
- Offer your employees participation in the federal commuter tax benefit program (more at www.ctaa.org/transportation_to_work)—and save on payroll taxes!
- Designate an employee transportation coordinator within your company to help organize carpooling and vanpooling
- Provide preferential parking and other perks to carpoolers and vanpoolers

... AS a community partner

Transportation impacts all aspects of community life; thus, initiatives to improve transportation are most effective when they involve representation from all sectors.

In many localities, workforce development, business, and transportation have collaborated successfully with other community partners, such as educational institutions, nonprofit organizations, advocacy groups, etc. It is also important to remember that private and public funding sources look more favorably on projects arising out of community-wide coalitions, knowing that these have a higher rate of success than single-agency projects.

Read more about these types of collaborations at www.ctaa.org/joblinks under "Resources."



WHO ARE THE PARTNERS?

Workforce development services are delivered through one-stop career centers, which operate under the direction of workforce investment boards. These centers house mandated partners, such as the Temporary Assistance for Needy Families (TANF) agency, vocational rehabilitation agencies, and others involved in delivering seamless, job-related services. One-stop centers go by various names, such as WorkSource, Career Centers, Michigan Works!, Employment and Training Centers, and WorkForce Centers. **Workforce investment boards** are voluntary boards appointed by locally elected officials to address community workforce issues, coordinate resources to meet the needs of skilled workers, and oversee the expenditure of funds under their direct purview, such as the Workforce Investment Act (WIA) Title I funds that go to the one-stop career centers.

Local businesses and the communities in which they are located gain the most when workers can travel efficiently to and from their work site. In addition, ensuring that workers and job seekers have access to training opportunities translates into a job-ready workforce with top-notch skills in a competitive job market.

Transportation services are delivered by both public operators (e.g., bus, rail, ferry) and private operators (e.g., business-sponsored shuttles, nonprofit organization vehicles, taxis). In some cases, a workforce center or partner may provide services as well. Related services range from ride matching to vanpool and carpool coordination, provision of transportation vouchers, or assistance with vehicle maintenance, fueling, or insurance.

CAPITAL AREA MICHIGAN WORKS! TRAINS STAFF ON TRANSPORTATION OPTIONS FOR CUSTOMERS

In 2005, Capital Area Michigan Works! partnered with the Department of Human Services (DHS) to put all TANF clients to work. The partners recognized, however, that the limited transportation service in the rural areas could not connect those individuals to their destinations. Working together with the local transit agencies, workforce development leaders, and the state transportation staff, Capital Area Michigan Works! was able to purchase buses and vans for the rural transit operators to expand their services to reach underserved indi-

viduals. They were able to use TANF and transportation dollars, particularly Job Access Reverse Commute (JARC) funds, to do so. The agency also formed a transportation committee with its partners that met quarterly to smooth the road toward improved mobility options.

Once the expanded rural service began, the DHS and Capital Area Michigan Works! leaders realized that their frontline staff were largely unaware of this new option for their customers. To address this issue, DHS devoted 50% of its next

in-service, attended by all frontline staff, contractor staff, transit partners, and phone intake counselors, to learn about the changes that were being implemented. Staff also received information on the new routes that they could hand out to customers plus a "cheat sheet" could use at their desk to help identify available services.

For more information, contact Edythe Hatter-Williams, Chief Operating Officer of Capital Area Michigan Works!, at ehatter-williams@camw.net.

VALUABLE TOOLS FOR FRONT-LINE CASEWORKERS

Using a newly developed template, case managers in workforce development, TANF, or human service agencies can create an Individualized Transportation Plan with each customer that clearly states how they will travel to job-related destinations and how much it will cost. This enables customers to budget for their travel and to feel confident that they will be able to make the necessary journeys on their road to self-sufficiency.

A second tool, Record of Customer's Unmet Transportation Need, allows direct-service staff to capture data as well as an anecdotal account describing trips customers are unable to make. This type of information is vital for local transportation providers and planners to consider when responding to the unmet needs of the community.

The tools can be downloaded at www.ctaa.org/transportation_solutions.

NEW! TRANSPORTATION TOOLKIT FOR THE BUSINESS COMMUNITY

The Joblinks Transportation Center has created succinct, two-page resources that speak directly to businesses about transportation issues that impact their bottom line. Download these for free at www.ctaa.org/transportation_to_work and share them with businesses in your community. Introduce businesses to the tax credits, environmental benefits, and other advantages to supporting employee transportation.



Community Transportation ASSOCIATION

A publication of the Community Transportation Association of America
Dale J. Marsico, CCTM, Executive Director

This publication was prepared pursuant to a grant from the Employment and Training Administration, U.S. Department of Labor. The opinions and conclusions expressed herein are solely those of the authors and should not be construed as representing the opinions or policy of any agency of the federal government.

January 2010

ABOUT THE COMMUNITY TRANSPORTATION ASSOCIATION OF AMERICA

The Community Transportation Association, established in 1989, is a national nonprofit, membership association committed to removing barriers to isolation and improving mobility for all people. The Association provides informational resources, technical assistance, training and certification, and many additional resources to communities, transportation providers, and other groups to increase mobility and improve the quality of community and public transportation.

1341 G Street, NW, 10th Floor
Washington, DC 20005
202.628.1480 or 800.527-8279
www.ctaa.org



JOBLINKS

TRANSPORTATION SOLUTIONS FOR THE WORKPLACE

ABOUT THE JOBLINKS TRANSPORTATION CENTER

Through a partnership with the Employment and Training Administration, U.S. Department of Labor, and the Federal Transit Administration, U.S. Department of Transportation, the Joblinks Transportation Center provides technical assistance to help communities link job seekers with transportation to work and other employment-related destinations. Visit us at www.ctaa.org/joblinks.