



Workforce Mobility Summit

March 21, 2023 | Philadelphia, PA

Thank you for being here!

DVRPC Staff is here to assist and guide.

Logistics

- Bathrooms located outside this room on either side of the elevator bank.
- Ask any questions throughout the day.
- Coffee refresh and lunch will be provided at 12:00pm.
- Come and go as necessary for meetings and phone calls. Need a private space, let us know and we can assist.
- To receive CM credits you must let the staff member at registration know that you have AICP designation, stay for the entirety for this event, and log your credits for event #9263739.
- A recording of the speakers will be available.

Welcome Remarks

Agenda

9:00 am - Welcome Remarks and Introductions

10:05am - Stretch Break

10:15 am - Workforce Mobility Case Study Presentations

11:45 am - Q & A Panel

12:00 pm - Lunch Break

12:30pm - Breakout Group Discussion

1:30 - Meeting Concludes

Introductions

Is this your first visit to DVRPC?

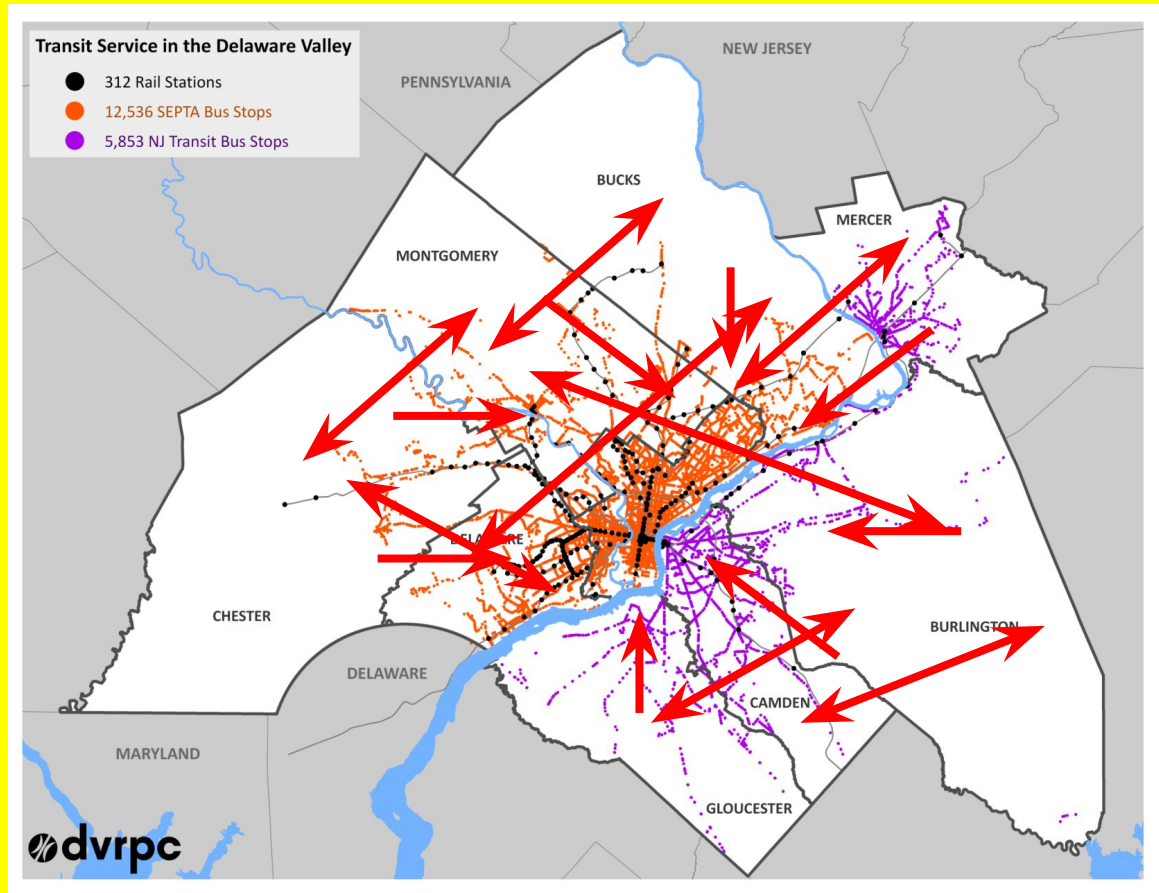
Do you work for a...

- TMA
- Transit Agency
- County or Municipality
- DOT
- Non-Profit
- Academic Institution
- Private Employer
- Others?

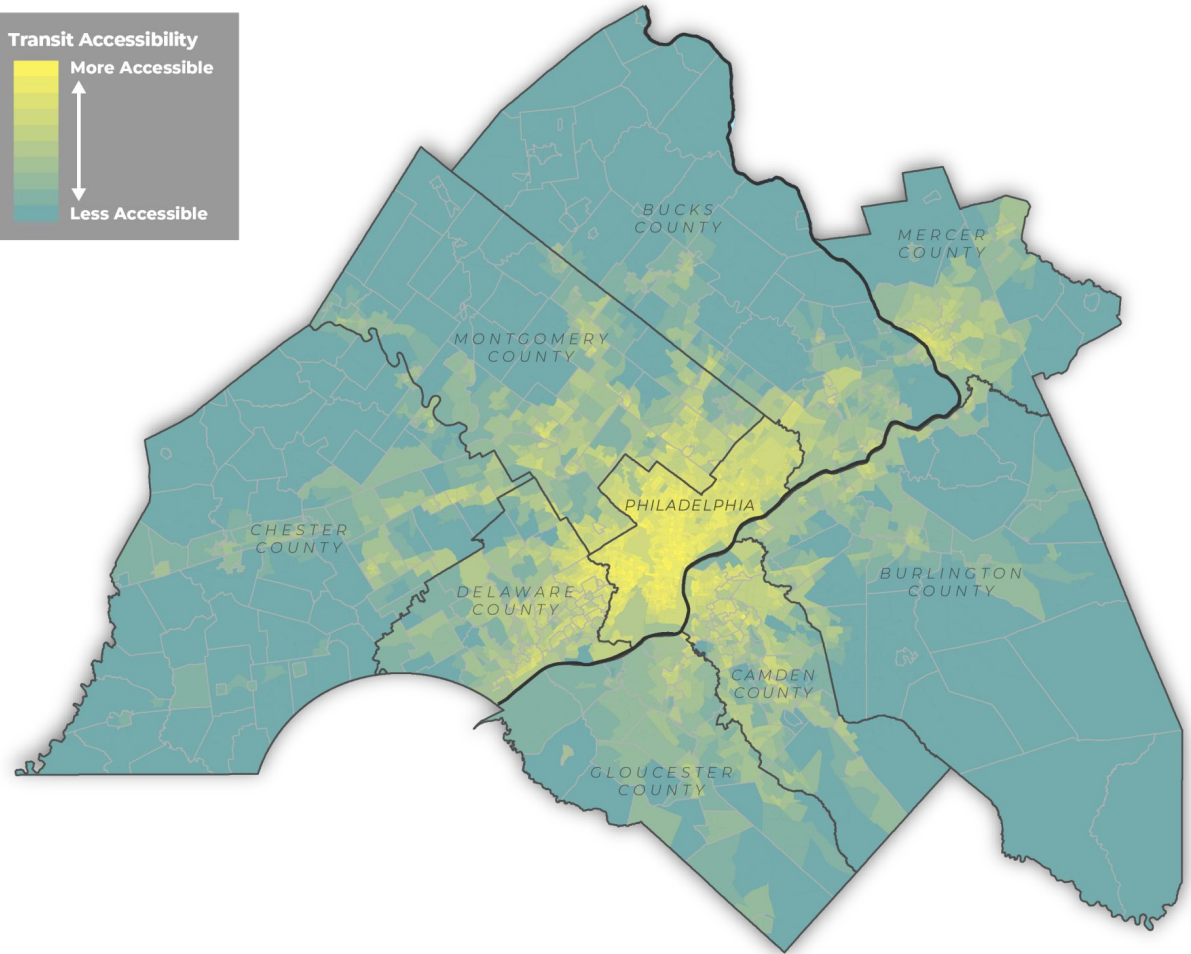
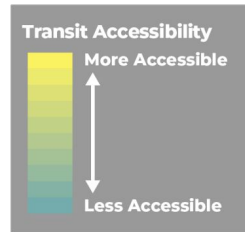
Introduce yourself to your table.

Can you define micromobility, microtransit, and workforce transportation?

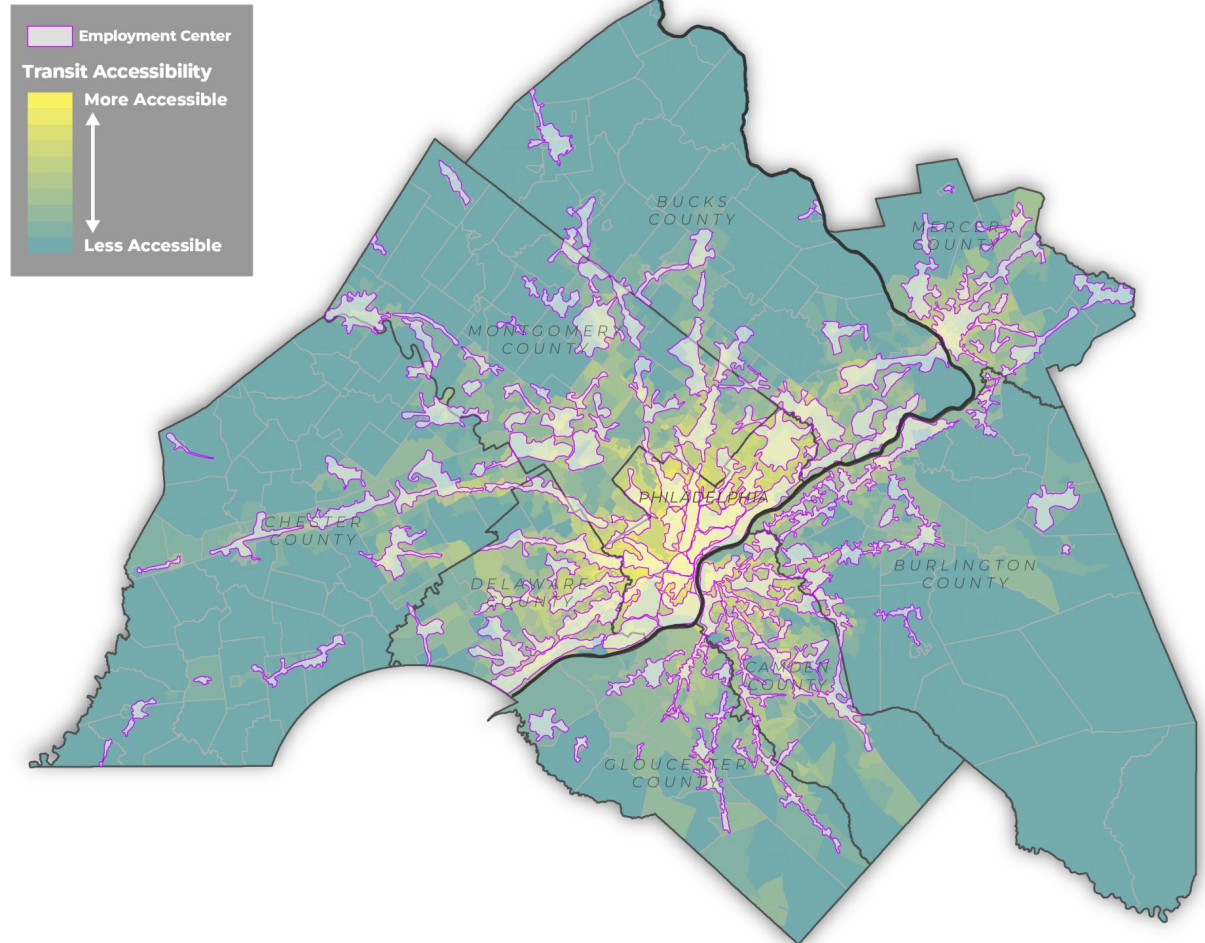
Why are we here today?



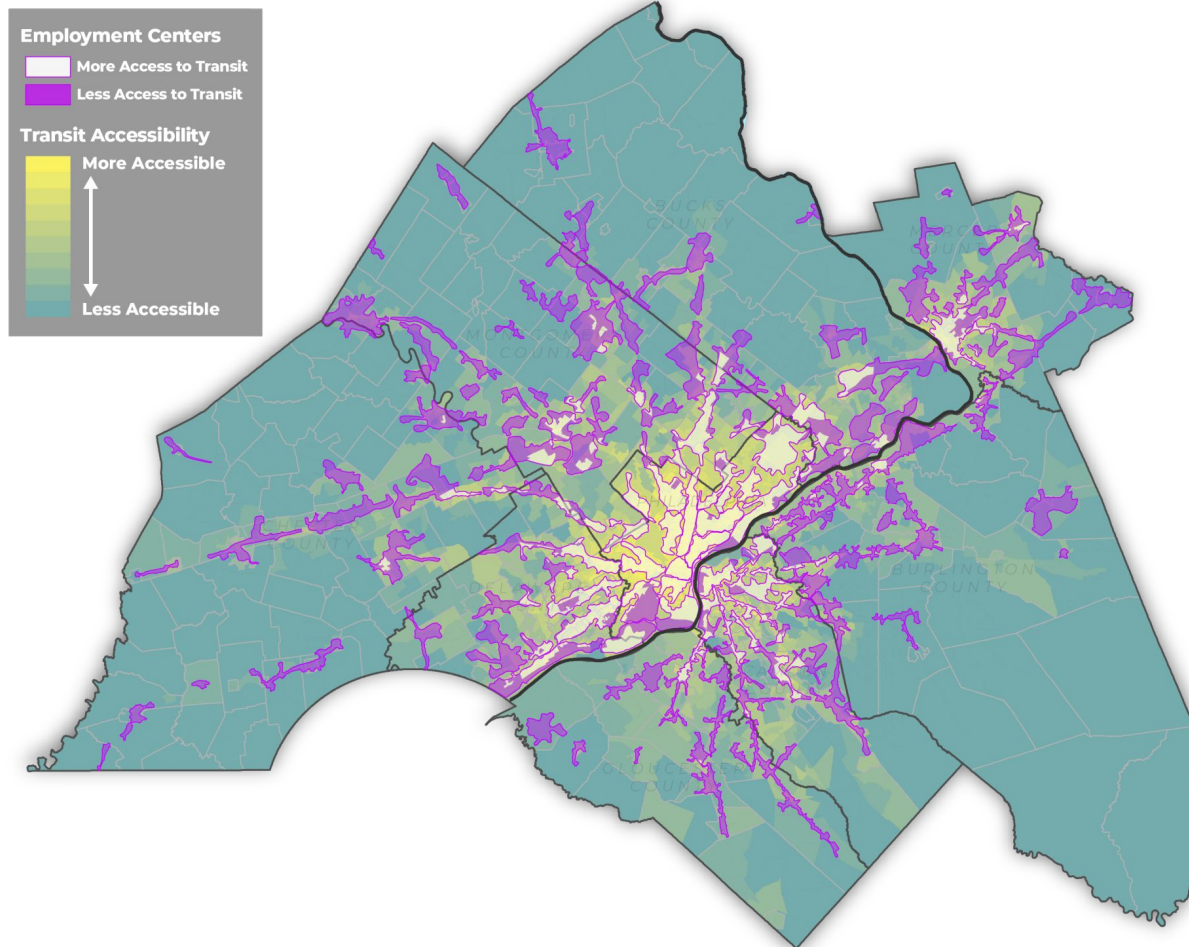
Why are we here today?



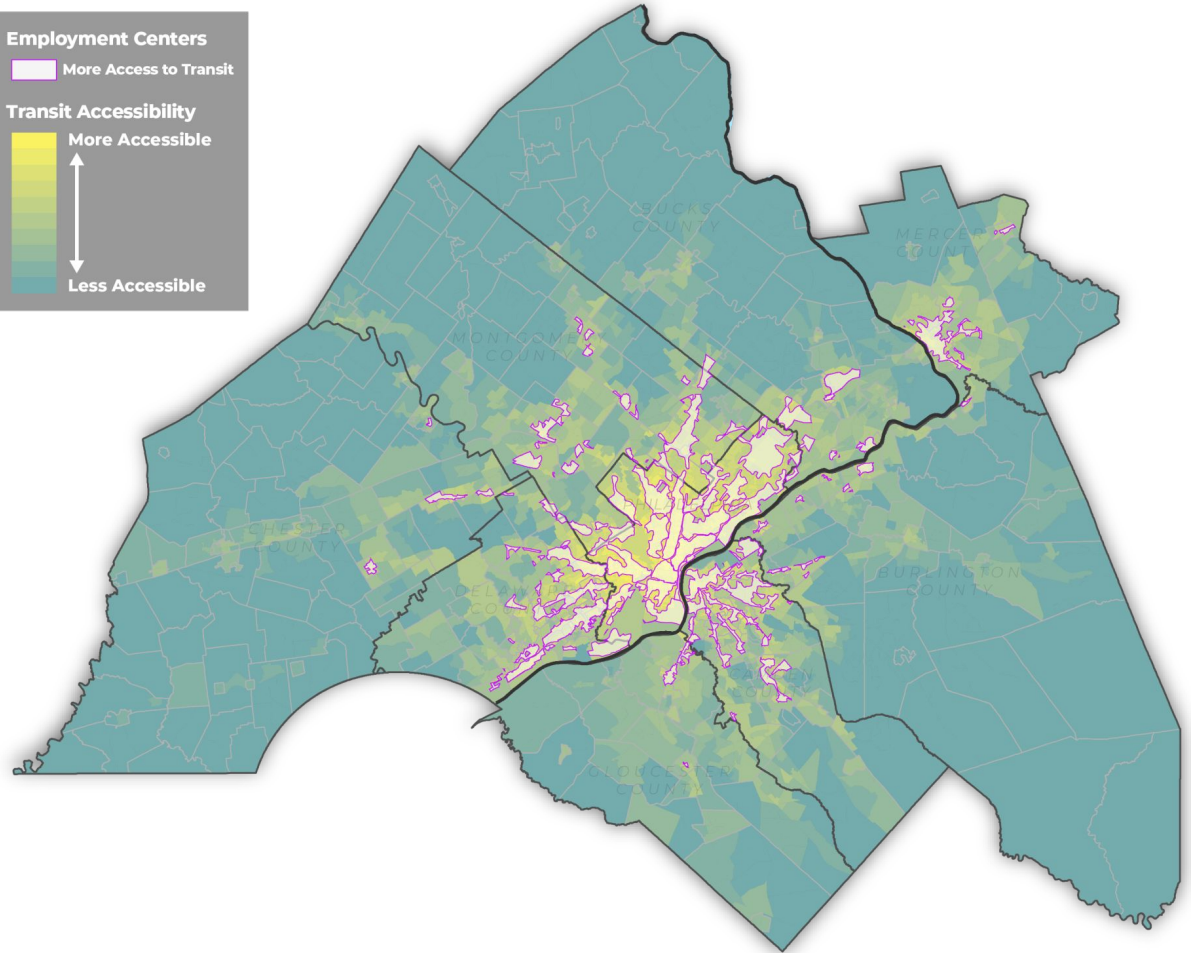
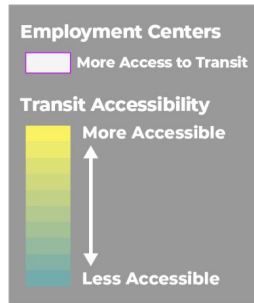
Why are we here today?



Why are we here today?



Why are we here today?



Why are we here today?

Top Ten Destinations of Philadelphia's Reverse Commuters

Destination		Means of Transportation							Total
County	State	Drove Alone	Carpool	Bus/ Streetcar	Rail/ Subway	Bike	Walk	Other	
Montgomery	PA	43,489	5,872	7,538	2,107	120	699	523	60,348
Bucks	PA	19,602	4,203	1,293	380	-	265	228	25,971
Delaware	PA	11,294	1,440	3,490	806	145	320	120	17,615
Camden	NJ	6,724	854	275	783	-	95	40	8,771
Chester	PA	5,409	489	713	528	10	75	40	7,264
Burlington	NJ	5,849	688	49	25	-	85	20	6,716
New Castle	DE	1,943	293	50	169	-	20	10	2,485
Mercer	NJ	1,801	224	-	125	-	10	25	2,185
Gloucester	NJ	1,484	432	120	10	-	70	-	2,116
New York	NY	219	110	209	1,081	-	64	15	1,698

Source: 2006-2010 CTPP












Job Access Reverse Commute Routes, 1999 - 2007

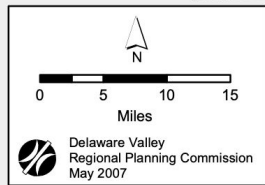
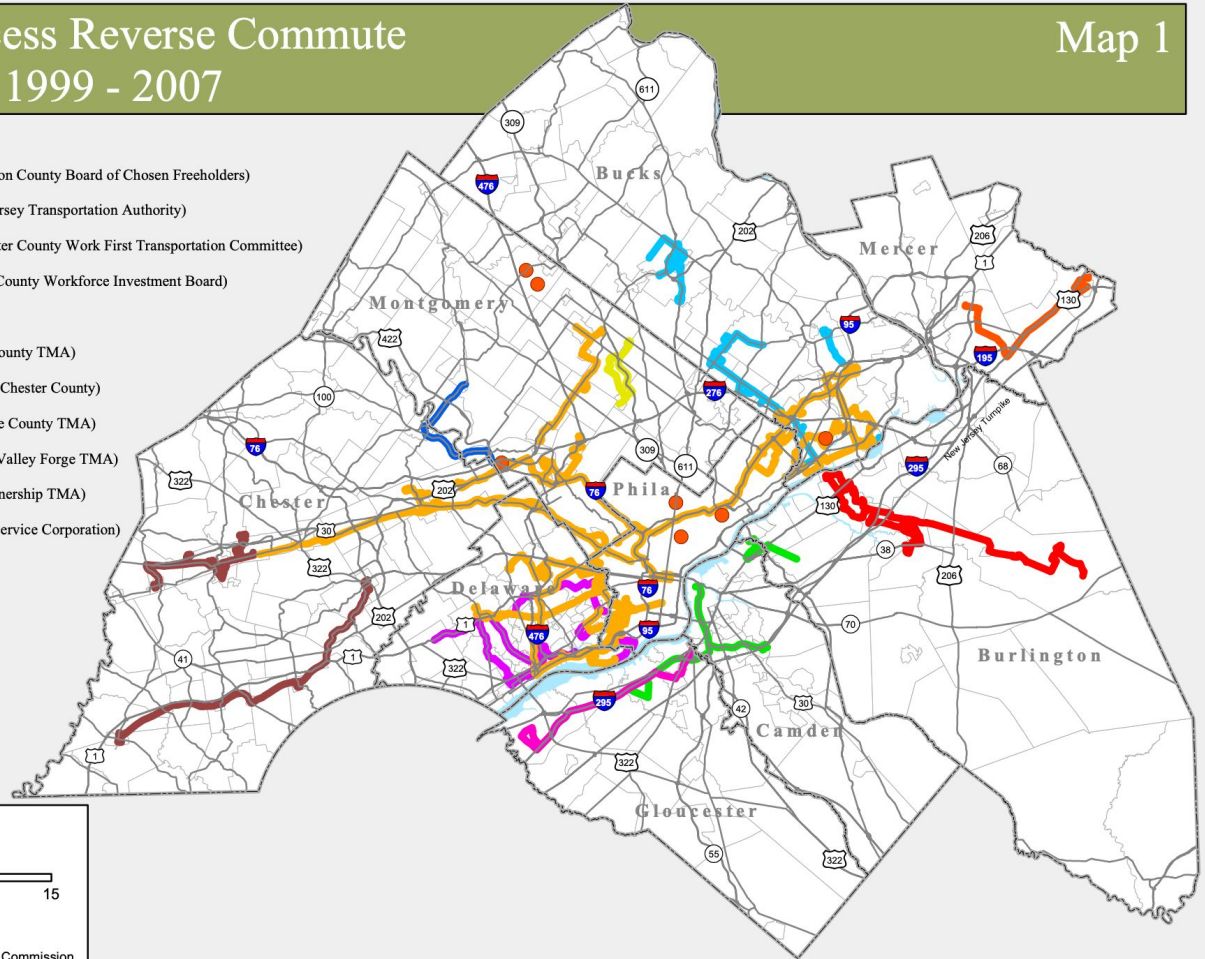
Map 1

1990s – 2000s:
JARC

2010s – :
NJ JARC

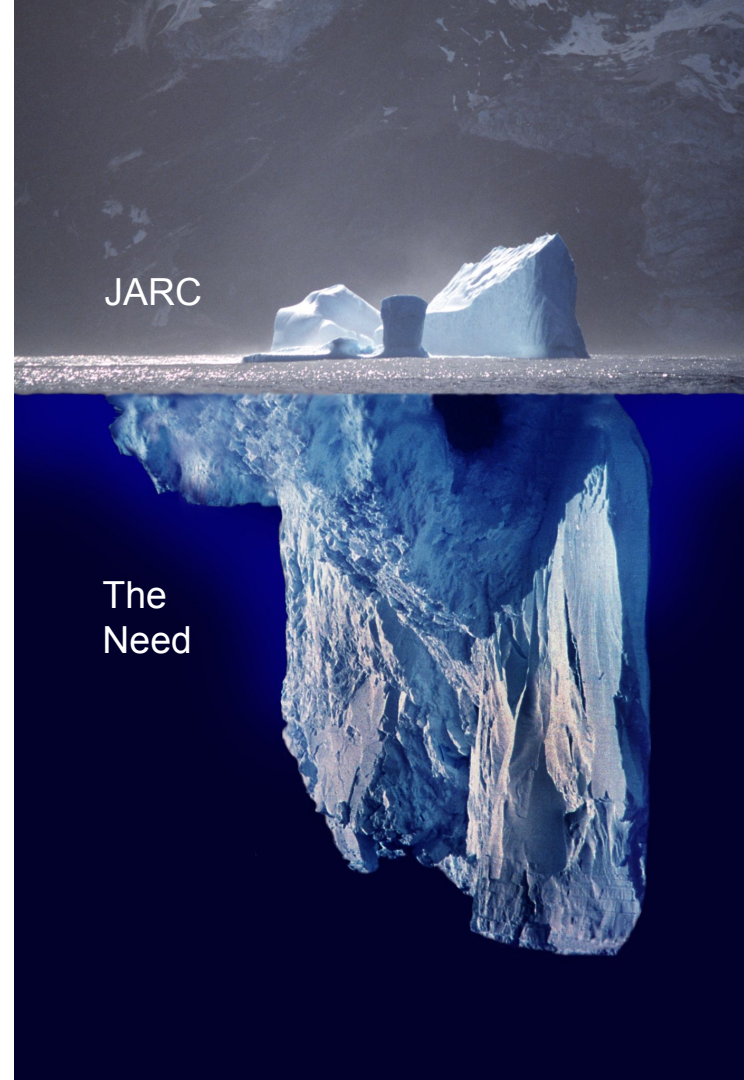
SPONSOR

-  A-1 (Burlington County Board of Chosen Freeholders)
-  A-2 (South Jersey Transportation Authority)
-  A-3 (Gloucester County Work First Transportation Committee)
-  A-4 (Mercer County Workforce Investment Board)
-  B-1 (SEPTA)
-  B-2 (Bucks County TMA)
-  B-3 (TMA of Chester County)
-  B-4 (Delaware County TMA)
-  B-5 (Greater Valley Forge TMA)
-  B-6 (The Partnership TMA)
-  B-7 (Impact Service Corporation)

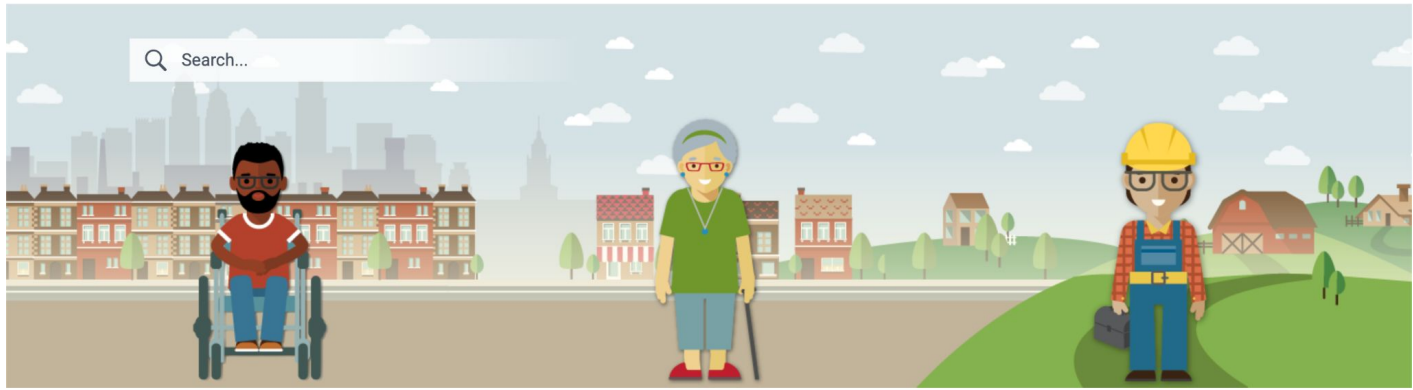


1990s – 2000s:
JARC

2010s – :
NJ JARC



Equity Through Access

[About](#)[Data Center](#)[Long-Range Plan](#)[TIP](#)[Transportation](#)[Livable Communities](#)[Planning Assistance](#)[Commuters](#)[Get Involved](#)

Equity Through Access

- [Project Outreach](#)
- [Gaps and Bridges](#)
- [Map Toolkit](#)
- [Case Studies](#)
- [Next Steps and Other Resources](#)

The Equity Through Access (ETA) project is DVRPC's update of the region's Coordinated Human Services Transportation Plan (CHSTP). ETA seeks to improve economic and social opportunity in the region by expanding access to essential services for vulnerable populations - those who are more critically impacted by barriers and gaps in infrastructure, service coordination, and policies. Vulnerable populations are individuals who are low income, seniors, physically disabled, mentally disabled, and more likely to be transit dependent than the general population. Essential services are defined as destinations needed to meet a standard quality of life and include places of employment, grocery stores, schools, medical



- [Events](#)
- [News](#)
- [Releases](#)



2020s:

Same problems,
New solutions?

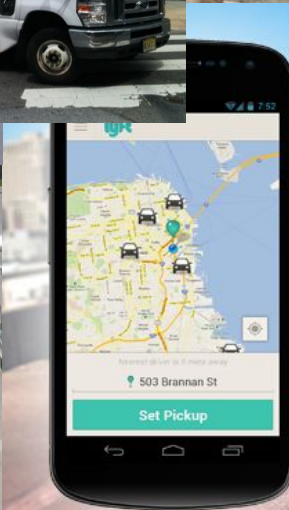
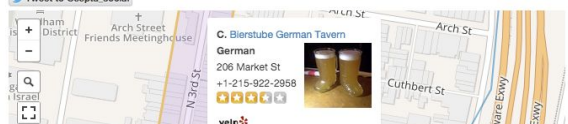
unlockphilly Transit/Venues Parks Help Taxis Other About

2nd St Station - Market Frankford Line (SEPTA)

[Back to All Stations](#)

Wheelchair accessible station with no active elevator outage reported

Tweet SEPTA_SOCIAL if you see an outage or accessibility problem.
For SEPTA elevator outage advice page see <http://www3.septa.org/elevators/>



Discussion
Question #1

Discussion Question 1: What is the state of the practice?

With the entire room brainstorm and list examples of past and current efforts to address workforce transportation for disadvantaged populations, locally and nationally—what is the state of the practice?

BREAK

Please return to your seats by 10:15.

Case Study Presentations

David Juba from rabbittransit will present on the Stop Hopper project.

Ronda Urkowitz, P.P., AICP from Cross County Connection TMA will present background information about their South Jersey shuttles.

Jacqui Baxter-Rollins from Partnership TMA will introduce Getting Around Montco, a new workshop.

Tim Styer from Ride to Work (RTW) will share lessons learned from the Clemens Food Group Shuttle project.

Cheryl Kastrenakes from Greater Mercer TMA will share lessons learned from the Waze Carpool Partnership project.

Tim Phelps from the Transportation Management Association of Chester County (TMACC) will walk through how a state funded grant, The Outfitter shuttle service.

Harley Cooper from SEPTA will share lessons learned about the agency's coordination with Via on microtransit initiatives and the future of microtransit service at SEPTA.

Let's Talk **stop** *HOPPER*

A stylized red silhouette of a rabbit's head and ears, positioned on the right side of the slide, partially overlapping the red curved graphic.

An overview of rabbittransit's microtransit experience.

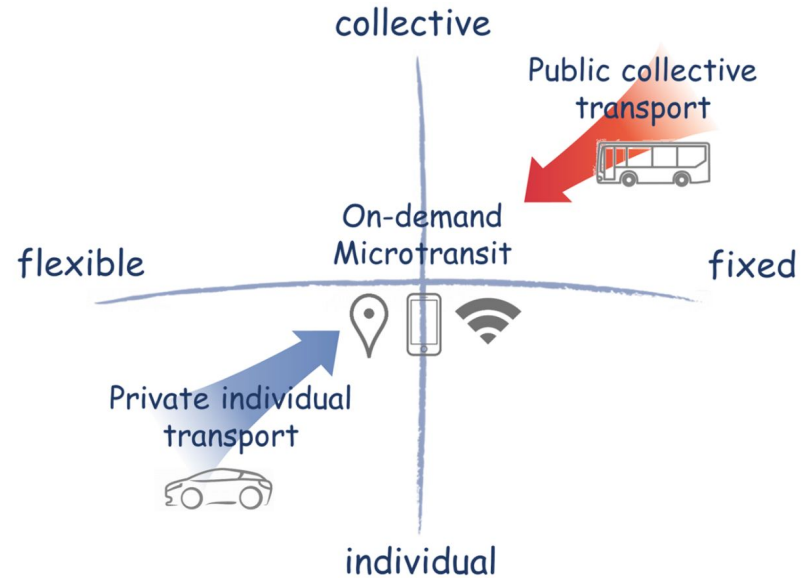
PREPARED FOR DVRPC WORKFORCE MOBILITY SUMMIT

3/21/2023

What is Microtransit?

• While not all Microtransit services are the same, the core components are:

- On-Demand
- Technology-driven
- Dynamic / Flexible
- Fills Traditional Gaps
- Zonal or Limited/Designated Service Area



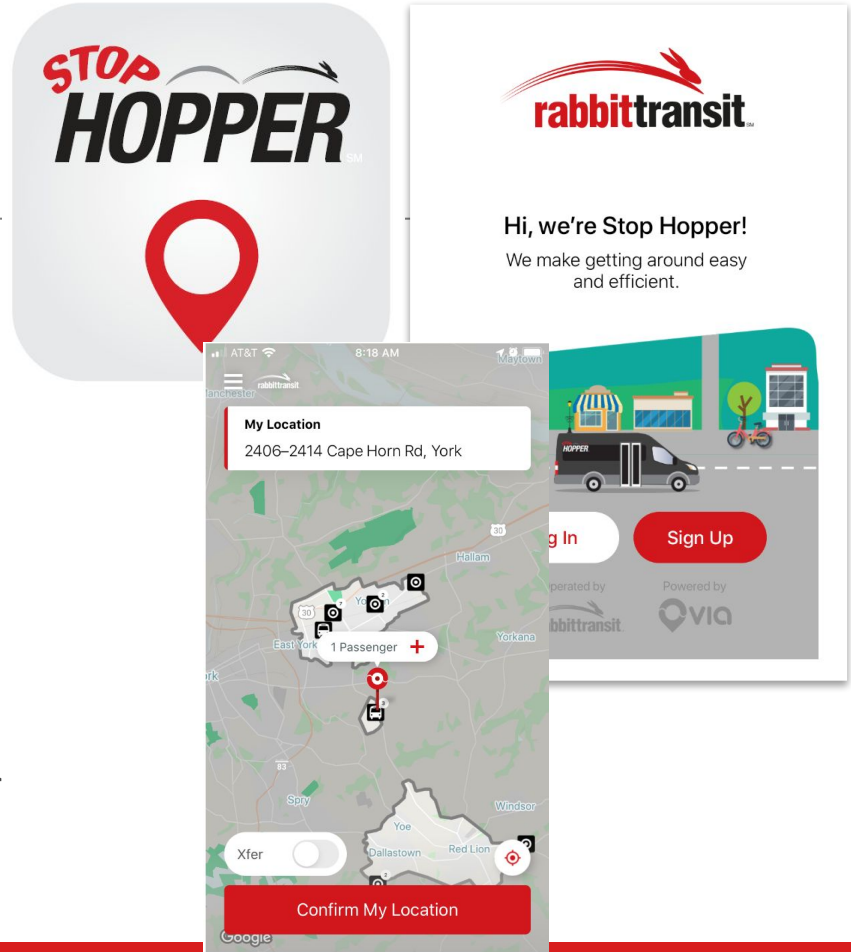
rabbittransit's Model

- rabbittransit began operating a Microtransit (on-demand) service known as “Stop Hopper” in August 2018.
- Process began with discussion of pilot with a service provider in November 2017.
- Agency operated with support of software solution through provider.
- Originally identified 13 potential service areas under 3 use case designs, ultimately deploying 2.
- Service has grown to 6 service areas across 4 counties, operating 12 vehicles at maximum service and providing rides for ~270 riders a day.

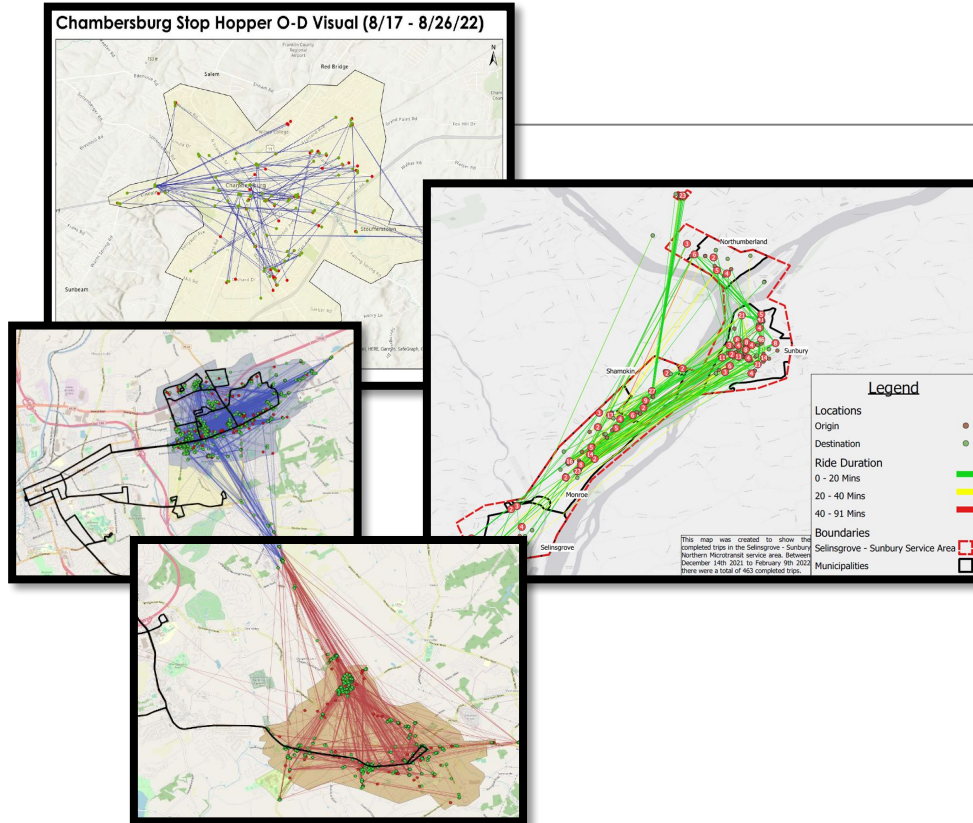


How does it work?

- Book and ride anywhere in the zone when the service is operating.
 - Wait and travel times are dependent on demand.
- A rider can book a curb-to-curb ride via the following methods:
 - Use a smart device via an app.
 - Call in to customer service.
 - Use a website in a browser.
 - Flag the bus down at popular destinations / terminal sites.
- Fare payment is done via cash, token transit, or credit card options.
 - \$2.00 base fare.



Service Areas & Purposes



- **First and Last Mile Solution**
 - East York (August 2018)
- **Transit Corridor Propensity Analysis**
 - Dallastown / Red Lion (August 2018)
- How do we handle **unmet need** that traditional paratransit doesn't meet, but fixed routes are not viable (due to anticipate demand, funding, staffing, etc.)?
 - Selingsgrove-Sunbury (December 2021)
 - Bloomsburg-Danville (March 2022)
 - Lewisburg-Milton (March 2022)
 - Chambersburg (August 2022)
 - Chambersburg – Fayetteville Expansion (TBD)

Our Goals & KPIs

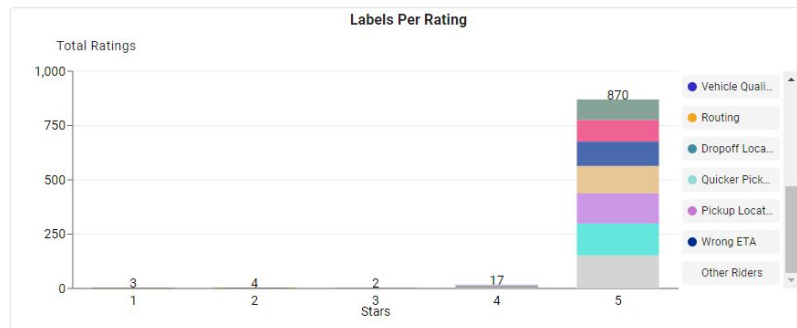
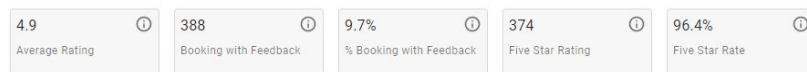


- Goal:

- To create a transit system that adapts to and addresses the needs of the community through **embracing emerging** technology while reducing costs and improving the diversity of the mobility ecosystem.

- KPIs (and Targets):

- Efficiency (servicing need)
 - Passengers per Revenue Hour (>2.5 / RVH)
- Effectiveness (best service, least cost)
 - Operating Cost per Revenue Hour (<=\$75 / HR)
 - Percentage of Rider Trip Sharing (>20%)
- Improving Mobility (measuring qualitative...)
 - Rider Satisfaction / Service Quality (4.5 of 5)



Opportunities & Challenges

• Opportunities:

- Flexible service model with low risk investment.
- Enhances adaptability to community needs/demands..
- Provides “real” data for decision making support.
- Highly positive customer experience.



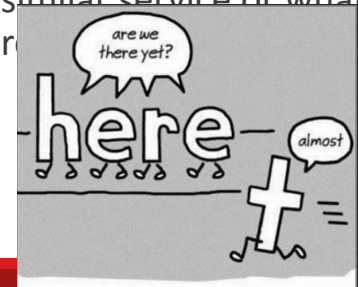
Challenges:

- Limited guidance for reporting and funding opportunities.
- Limited guidance on compliance-related elements such as Title VI, ADA, etc.
- Marketing and App-training.
- Operational rules and restrictions.
- Vehicle type and right-sizing the service.



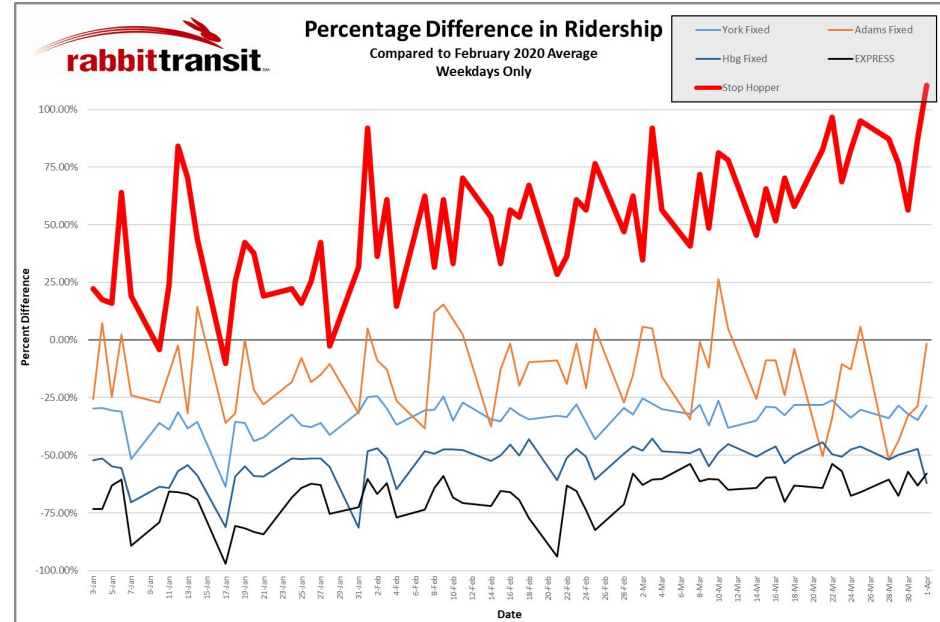
Questions to Consider When Starting

- What are we trying to accomplish with this service?
- Where can we potentially accomplish this goal/purpose?
- Who internally will champion or lead this project?
- How are we going to fund this?
- How does this impact our current operation?
 - Drivers, vehicles, dispatch, CBAs, etc.
- Do we/can we operate with internal workforce or contracted service?
- How do we ensure our service is compliant?
- How do we report this service for local, state, federal reporting?
- Who in the community would make a good partner for this service?
- How will we evaluate the success of this service?
- When is the right time to deploy this service?
- Who else is operating similar service or what are our external resources?



Data Snapshot

- December 1, 2022 – March 10, 2023 data.
 - Minimum Vehicles: 7
 - Maximum Vehicles: 12
 - Average Riders: 270.4
 - Average Wait Time: 16.5 minutes
 - Average Ride Time: 15.1 minutes
 - Average Trip Time: 31.6 minutes
 - Ride Sharing: 42.3%
 - Time where more than one person is on-board.
 - Average Ride Rating: 4.9 (out of 5)
 - 96.4% 5-Star Ratings system-wide of 2293 in period.
 - Great Driver, Friendly Staff, Quick Trip





Thank you!

Contact Information:

David Juba

717-849-0722

djuba@rabbittransit.org



South Jersey Community Shuttles



Workforce Mobility Summit

March 21, 2023 | Philadelphia, PA



South Jersey Community Shuttles

Who We Are

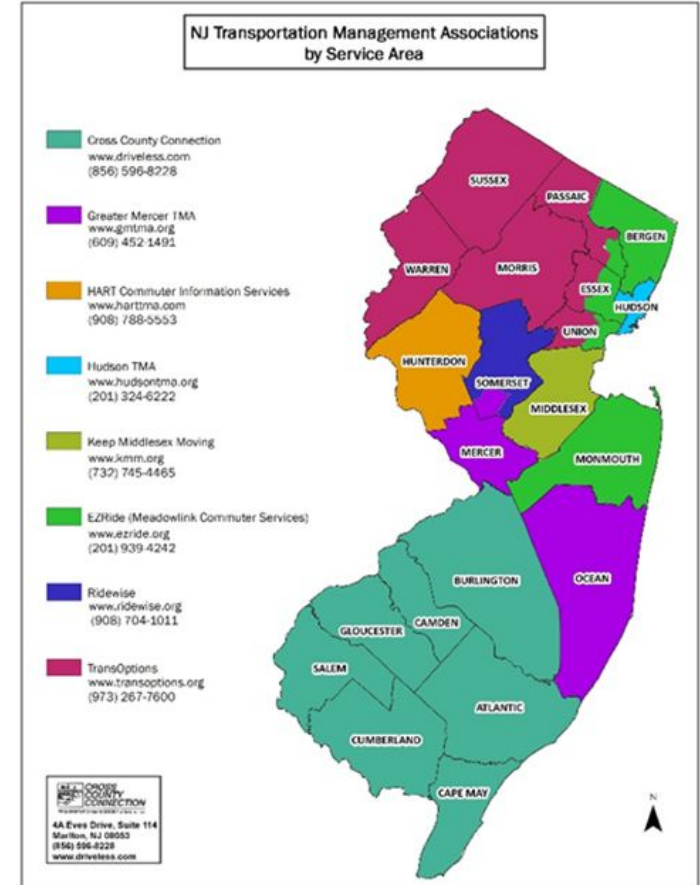


Cross County Connection Transportation Management Association

Transportation planning & marketing support
to:
Local governments, businesses, social service
organizations, schools, & general public

Shuttle Services

- Design
- Implementation
- Marketing & Promotion
- Evaluation
- Liaison
- Customer Service



South Jersey Community Shuttles

Shuttles

- Burlington County
 - BurLINK; started 2000
- Gloucester County
 - Pureland East-West; started 2016
- Atlantic County
 - English Creek-Tilton Road; started 2012
 - Rt. 54/40; started 2016
- Fixed route with operating schedule & designated stops
- Open to all
- Connects to NJ TRANSIT bus & rail; free transfers
- ADA compliant
- Operated by third party

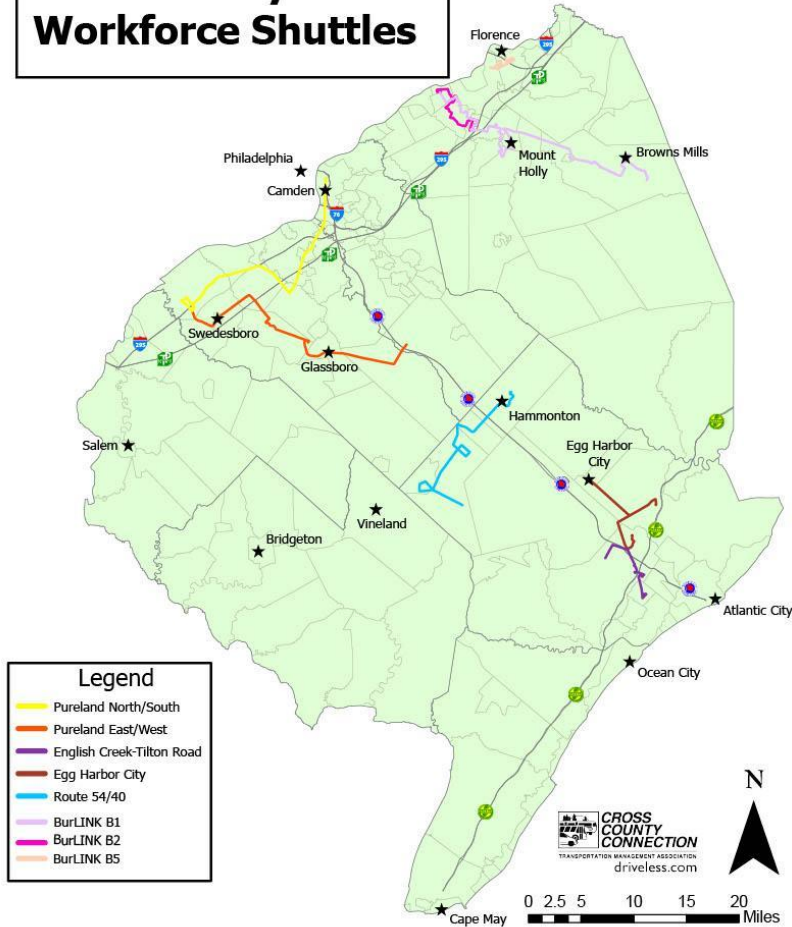


South Jersey Community Shuttles

Shuttles in
Atlantic,
Burlington, &
Gloucester
Counties



South Jersey Workforce Shuttles



South Jersey Community Shuttles

Ridership Post-Pandemic

- During pandemic retained 33% more ridership than other transit services
- Passengers employed essential services
 - Warehouse/distribution, healthcare, retail
- 2022 ridership 50%-85% of pre-pandemic ridership (varies with each shuttle service)
- Circulator shuttles within business parks with large employer(s) gaining ridership less quickly
 - Re: competition from employment agencies hired by employers to recruit and transport employees from outside South Jersey due to competition for employees



South Jersey Community Shuttles

Work Groups: Collaborative Partnerships

- Atlantic & Gloucester County Shuttles overseen by Transportation Work Groups
 - TMA, social services organizations, local governments, faith based & community representatives, transit operators, foundation
- Oversees operations, planning, marketing, evaluation, modifications; pursues funding
 - Decision-making capacity
 - Meets monthly or quarterly
- Benefits of partnerships
 - Greater resources due to diversity of partners
 - Idea rich meetings
 - Greater flexibility resulting in faster implementation
 - Willingness to experiment



South Jersey Community Shuttles

Funding Sources

- NJ TRANSIT: NJ-JARC grant (inception to present)
 - requires 50% match
- NJ TRANSIT 5311-Rural Innovative grant (inception to present)
 - requires 20% match
- County contributions (inception to present)
- Pascale Sykes Foundation (inception to 2022)
 - Provides matching funds
- NJDOT Local Transportation Planning Fund (pending) (1 yr.)
 - Provides matching funds
- AARP--Gloucester County (2.5 yrs.)
 - Provides matching funds



The Pureland East-West Community Shuttle is a partnership between The County of Gloucester, Pascale Sykes Foundation, South Jersey Transportation Authority, United Way of Gloucester County, People for People, The County of Camden, NJ TRANSIT, and Cross County Connection Transportation Management Association. Funding is provided by Pascale Sykes Foundation, NJ TRANSIT, Camden County Board of Chosen Freeholders and Camden County One-Stop Center.



South Jersey Community Shuttles

Funding Issues

- NJ TRANSIT grants require match
 - Match difficult to obtain; public transit expensive
- NJ TRANSIT grants fund operating expenses only
 - Funding for route planning needed
 - Funding for marketing needed
- Business community wants transit but feels not responsible for contributing financially
- Grants require frequent renewal; subject to budget constraints
- Foundations & legislators not aware
- Funding needed for planning for route expansion & new routes as development & demand occurs



South Jersey Community Shuttles

Expansion of Partners & Outreach in Pursuit of Funding

- Atlantic County Transportation Advisory Committee
 - 2019 expanded Work Group partners beyond local community to pursue replacement funding for matching funds
 - New partnerships formed with legislators, regional social service organizations, foundations, hospitals, universities, employers, NJDOT
 - Meet quarterly
- NJDOT hosted meetings with federal & state agencies to discuss funding opportunities
- Social Services organizations promoting shuttles to clients & hosting events to showcase shuttles including 'ride-alongs'
- Met with legislators to educate & seek support for funding in State budget



South Jersey Community Shuttles

Funding Solution Ideas

- Dedicated funding in state budget
 - Educate legislators
- Mandatory contributions from businesses in large employment parks
- Educate foundations
- Educate local government & business leaders
- Explore non-traditional services; microtransit & other options
- Other ideas???



South Jersey
Community
Shuttles

For More
Information



Thank you!

Ronda R. Urkowitz, P.P., AICP
Executive Director

Cross County Connection TMA

One Greentree Centre, Suite 102
10,000 Lincoln Drive East
Marlton, NJ 08053

856-596-8228

Urkowitz@driveless.com

The Big Picture



The county's comprehensive plan

Montco 2040: Shared Vision



GOAL Improve transportation quality and expand options for county residents and workers

Why this goal is important:

- Many residents and workers, particularly younger ones, want options other than cars to get to work.
- Only 8.1% of county residents walk, bicycle, or take public transit to work.
- 83% of county residents are in less walkable areas

Current Conditions & Employers' Feedback

- Challenges of staff recruitment and retention
- Worksites not accessible by transit
- Increasing costs of car ownership and other barriers
- Trend of young adults not driving
- Human Resources & management often lack knowledge about transportation options

Transportation is a big issue for many employers



Before Workshops – Travel Training

- Our travel training program serves high school students with disabilities. Over the past 15 years we've partnered with 10 school districts and 2 independent schools
- Student feedback: successful technical learning and personal development resulted from travel training
- Teacher feedback: all students would benefit from travel training and they themselves learned a lot.





Getting Around Montco workshops

Secured funding for workshop - supplemental program content for job seekers enrolled in EARN program

Created promo flyer in consultation with CareerLink

Flyer is circulated by CareerLink and MontcoWorks programs to job seekers

Workshops are featured on CareerLink's monthly calendar of events, sent to job seekers

PA CareerLink® Montgomery County is partnering with PTMA to provide this workshop to Montgomery County residents!

Register at www.pacareerlink.pa.gov or call (610) 270-3429 | Dial 711 for TTY Relay

PA CareerLink® Montgomery County is an equal opportunity employer/program. Auxiliary aids and services are available upon request for individuals with disabilities. Services provided by the PA CareerLink® Montgomery County including Business Services, Career Services and Training Services are 100% funded through the US Department of Labor under the Workforce Innovation & Opportunity Act.

GETTING AROUND Montco

DATE
April 13TH
TIME
11:00AM-12:30PM
LOCATION
PA CareerLink
1430 DeKalb St.
Norristown, PA
19401

AN INTERACTIVE WORKSHOP TO EXPLORE TRANSPORTATION OPTIONS

- Bus Routes & Train Services
- Good Routes For Biking
- Personal Safety
- Trip Planning
- Reward Programs

WHAT ARE YOUR OPTIONS?

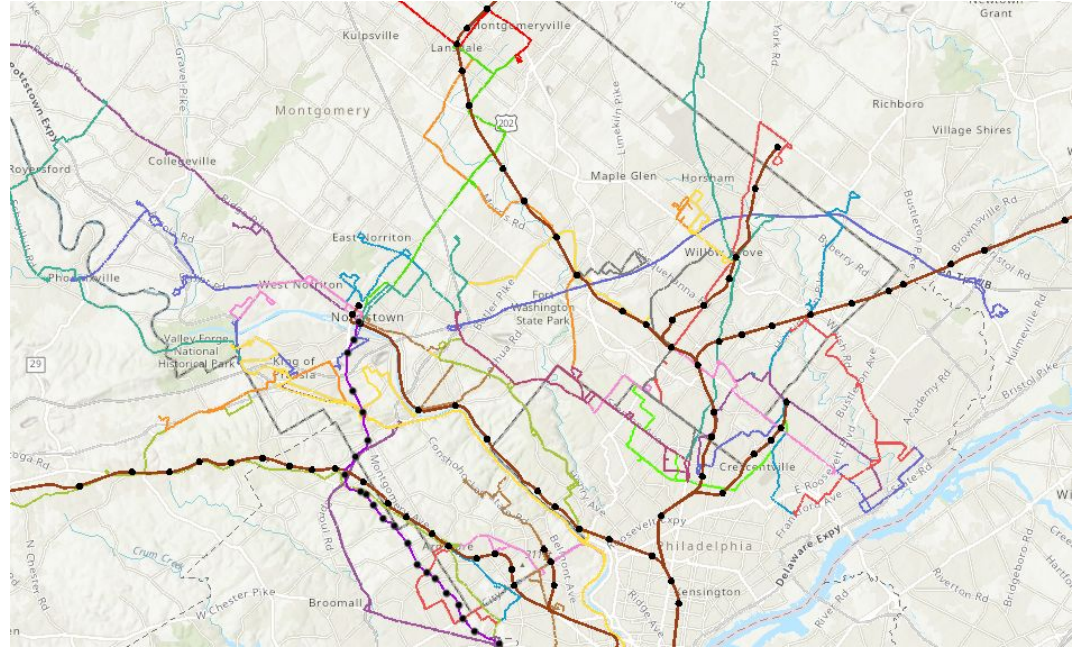
The Partnership TMA of Montgomery County
TRANSPORTATION MATTERS
info@ptma-mc.org

215-997-9100 www.ptma-mc.org

Workshop Content



- Introductions
- Transit system overview
- Trip Planning tools
- Fare options
- Safety
- Bicycling trip planning
- On-demand services
- Shared-ride services



Workshop Content

- Share-A-Ride
- Emergency Ride Home
- SEPTA Key Perks
- Car Facts
- Bike Match Program



Workshop Outcomes



- Online - Polls conducted after each topic section
80% of attendees said they learned a lot about each topic
- In-Person – Feedback form at end of workshop
100% of attendees said it exceeded expectations and they all gave highest grade for overall rating

Workshop Summary



- October 19, 2022 (in-person) cancelled
- November 16, 2022 (online) 14 attendees
- January 25, 2023 (online) 4 attendees
- March 7, 2023 (in-person) 3 attendees

- April 13, 2023 (in-person)
- May 23, 2023 (in-person)

What we've learned so far...



- Flexibility, patience and ability to pivot are essential, as plans often change
- Bake-in extra time and develop contingency plans
- Meaningful ongoing communications are essential
- DEI and trauma-informed trainings are very valuable, working with diverse populations
- Teamwork adds value in multiple ways, and is worth the investment of time
- Online workshops have more attendees and can maintain a good level of engagement
- In-person workshops with fewer attendees support higher levels of engagement
- Service providers and case managers need workshops, as well as clients
- There's potential to expand delivery of workshops, when funding is available

Tim Styer
Ride to Work



"At the end of the day, employers want to be able to fill the positions that they have," Konkel previously told Insider. "They want to be able to get enough workers to be able to meet consumer demand, and exploring untapped pools of talent is one way to hopefully get the workers that they need." AnnElizabeth Konkel, economist at the Indeed Hiring Lab.

Ride to Work

We're more than transportation...



Outcome: Trusted Partner providing
[“Workforce Logistics”](#)

Our Model Today

- A **vertically integrated stack of services** to provide a 360 solution to our employer partners.
- We have assembled all of the necessary components of a **continuously integrated, sustainable talent acquisition and retention program**.
- Our focus is providing solutions for **non urban employers who are recruiting / have employees located in urban/ centers**.



Our Workforce Logistics Stack



Talent Sourcing: Transportation does not solve employee attrition alone. The solution is in how employers recruit, onboard and **retain** new hires. **We develop proprietary talent pipelines** for our employer, leading to up to 80+% retention.



Transportation: In most cases, transportation is merely one tool in an overall retention strategy. RTW manages all aspects of transportation for our employer partners, including **assuming all related liabilities**.



Cost Mitigation: In addition to assuming liability, RTW also provides **means to defray the cost of our solution**, including WOTC credits, WIOA benefits, employee salary contributions and transportation benefits.



Analytics: We offer a data driven approach to our services to **ensure clear measurement of ROI**. We also offer our partners insights into how they can improve retention of these employees through our Workplace and DEI consulting.

- **Talent Pipeline Development:** Our Community Partners (“CPs”) are career training and placement non profit organizations. In addition to evergreen candidate pools, CPs offer post hire programs, boosting retention rates.
- **Diverse Pools.** Our CPs work with people from diverse backgrounds including, the un/deremployed, the justice involved, people in recovery and the neurodiverse.
- **Coordination.** RTW creates and coordinates the systems amongst Employers, CPs and candidates to ensure real time transparency on interview, offer and background progress.



How we work with Employers - pt. 1

Talent Sourcing Services

Community Partners



Nationalities
SERVICE CENTER



How we work with our Employers - pt. 2

Transportation Services

- **Program Development:** We work with employers to develop the schedule, rider payment arrangements and **liability protection**.
- **Rider Scheduling/Tracking:** We track all rides for attendance and payroll deductions.
- **Operations Management:** RTW coordinates ALL transportation activities with third party transportation providers across all shifts, including rider emergencies.

- **Cost Neutrality:** Transportation is expensive. RTW provides a stack of financial benefits to reduce cost.
- **Government Incentives:** RTW has the expertise to guide employers to realize tax credits based on employee profile (WOTC) and wage reimbursements through employee *training* (WIOA)
- **Industry Partnership Incentives:** Through industry partnerships, there is funding available for transportation, training and hiring initiatives.



How we work with our Employers - pt. 3

Cost Mitigation



National Meat
Manufacturer

“Will transportation
solve our employee attrition
issue?”

“Not by itself. But our
Workforce Logistics™ solution
likely will.”

RIDE TO
WORK

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NVESTMENT

Sample Budget for 10 employees

Employer (Out of Pocket Cost)	90 Days	180 Days	1 year
Staffing (\$5,000 per month)	\$15,000	\$30,000	\$60,000
Transportation (\$10,000 per month)	\$30,000	\$60,000	\$120,000
WOTC Training	\$3,000		
WIOA Coordination Setup (One time or quarterly)	\$5,000	\$5,000	\$5,000
Total	\$53,000	\$95,000	\$185,000
Potential Cost Savings	90 Days	180 Days	1 year
WOTC (\$2,400, recoupable over 4 quarters in equal installments, i.e., \$600 per quarter)	\$6,000	\$12,000	\$24,000
Total Employer Cost (Applying WOTC Savings Only)	\$42,000	\$83,000	\$161,000
OJT (\$10,000 per hire; recoupable weekly by reimbursement for each wage payment to the employee)	\$100,000	\$100,000	\$100,000
Total Employer Savings (Applying WOTC + OJT Savings)	\$106,000	\$112,000	\$124,000
Total Employer Cost Applying WOTC + OJT Savings	-\$53,000	-\$17,000	\$61,000

Meat Manufacturer Employee Productivity*

Total Workers	<u>2,634</u>
Annual Hours per Worker	2,000
Total Hours	5,268,000
Meat Manufacturer Total Revenue	<u>\$735,000,000</u>
Labor Productivity per hour	\$1395
Labor Productivity per worker per month (Assumes 20 Work Days)	\$ 21,464.80
Labor Productivity per worker per week (5 day work week)	\$5,366.20

(Public Sources*)

Employee Productivity vs Cost (back of the napkin)

If max productivity is \$X, assume: (20 Work Days in 30 Calendar Days*)	New Worker Productivity ("NWP")	Employee Cost: One Time Cost to Hire (\$5,000) + <u>Total Monthly Employee Cost</u> @ \$18 (\$6,666) + Monthly Transportation Cost (<u>\$600</u>)	Net based on NWP:
First 30 Days: Worker produces @ \$X - 30%	\$15,024.80	\$12,266	\$2,758.80
Next 60 Days: Worker produces \$X - 20%	\$17,171.84	\$7,266	\$9,905.84
Next 90 Days: Worker produces @ \$X - 10%	\$19,318.32	\$7,266	\$12,052.32
@ 120 Days: Worker produces \$X	\$21,464	\$7,266	\$14,198
Summary @ 120 Days	\$72,978.96	\$34,064	\$38,914.96 ₆₁

RIDE TO WORK

Contact: Timothy Styer, CEO

302.428.9637

tim@myride2work.com

Myride2work.com

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DVRPC WORKFORCE MOBILITY SUMMIT

3.21.2023

Get Me to
Work on
Time!



The Focus Question

How do we get underserved workers in Trenton and Hightstown to warehouse jobs in East Windsor and Cranbury?



Lack of Public
Transportation



Limited
Income



Jobs are located
miles away

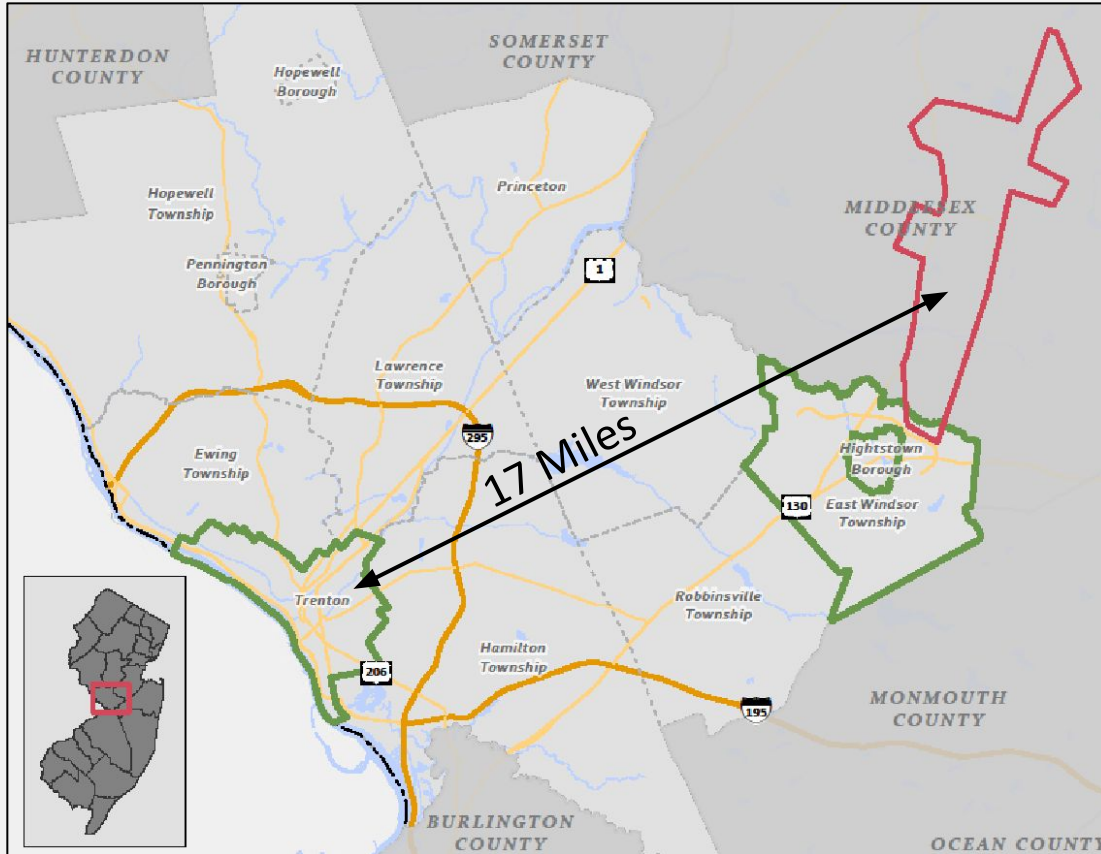


Employers Need
Workers,
Workers Need
Jobs



Current Private
Options
Unreliable,
Expensive

Project Area Map



• **Insights**

- Mismatch between labor market origins, public transit and job destinations
- Fixed route service doesn't fit well with warehouse development patterns and schedules
- Warehousing is growing in region
- Employers are actively seeking employees
- Carpooling is an acceptable option
- Temp Agency transportation has shortcomings
- Customers need a backup transportation plan
- Customer "ask" is modest



• **Design Criteria**

- Needs to be affordable
- Needs to be convenient
- Needs to be flexible
- Needs to be reliable
- Appropriate for leveraging various funding sources (public, private, corporate)

Insights

Servicing sprawling warehouse districts requires innovative solutions

Idea Generation

Project Team

- Greater Mercer TMA
- Mercer County Planning
- Mercer County TRADE
- NJ Transit
- DVRPC
- RISE
- Trenton Area Soup Kitchen
- East Trenton Collaborative

Potential Solutions

- Dynamic Ridesharing App (community carshare)
- Expand and Enhance
- Microtransit

- Evaluation Criteria
 - Financial Feasibility
 - Flexibility
 - Sustainability

Concept: Waze Carpool App

ADAPTED TO ADDRESS CUSTOMER NEEDS



Waze App

- Existing app
- \$.58/mile rate
- Payments fully facilitated by app
- Can filter by workplace, groups of people you know



Subsidies

- Reduced ride cost
- Set maximum fare



Incentives

- Credits for riders
- \$ for drivers
- Guaranteed Ride Home



Geofence

Set up ride subsidy for trips with an origin or destination in targeted areas



Job Access

It's a Win!

Project Plan

Doesn't always go as planned

**Focus
groups and
testing**

Gain insights and adjust

~~October-November 2020~~

**Outreach
and
Marketing**

Launch
Peer-peer carpool
program

~~Early 2021~~

Marketing

Make getting to work, work for you.

\$1 rides



Start saving before you even start earning. Enjoy \$1 rides to and from the 8A Warehouse District through 12/31/21.



Download Waze Carpool. Join the PickUp Carpool group. To find out more information, visit gmtma.org/pickup



Conducir o Montar - Juntos ¡Vale la pena compartir el coche!

Empleados que viajan desde el Condado de Mercer a Factorías en la Área de Monroe, South Brunswick, Cranbury o East Windsor califican para un subsidio de pasajero o Chofer

Conductores! Pasajeros!

Gane hasta \$0.56 centavos por milla al Pague solo \$1 por viaje para conducir con sus compañeros de casa al trabajo y desde el trabajo a casa obtener un viaje hacia/desde el trabajo

Esto es lo que necesitas hacer:

Paso 1: Escanee el código QR en tu dispositivo móvil y elige si quieres para conducir o ser un pasajero. Descargue la aplicación Waze para conducir o el Waze Carpool aplicación para ser pasajero.

Paso 2: Abra cualquiera de las aplicaciones para configurar tu perfil. Si estás usando el Waze aplicación, sólo tiene que tocar el icono en la esquina inferior derecha.

Paso 3: Toque para unirse al grupo "PickUp" Carpool. El mensaje debería aparecer automáticamente, si no lo hace, volver a escanear el código QR.

Paso 4: Comience a buscar carpool. El pago se maneja en la aplicación, y los subsidios de viaje se aplican automáticamente. Sólo paseos hacia/desde Mercer. El condado califica para el subsidio.

Ir a: gmtma.org/pickup para obtener más información

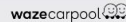
Questions?

Contact GMTMA at info@gmtma.org or by calling 609.452.1491 ext. 240

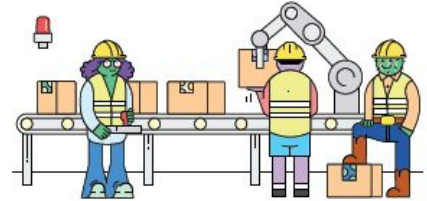
Sign Up!



go.gta/pickup



Trenton makes ... and takes \$1 rides to work.



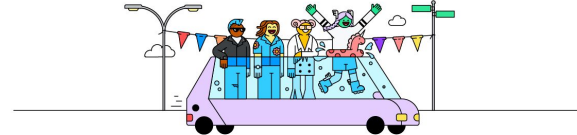
Save money when you ride to work with Waze Carpool. Enjoy \$1 rides to and from the 8A Warehouse District through 12/31/21.



Download Waze Carpool. Join the PickUp Carpool group.



Get to work for \$1.



With Waze Carpool, riders pay \$1 to or from the 8A Warehouse District through 12/31/21, and drivers get gas money.

For further information, go to gmtma.org/pickup



The Farewell and the Pivot

- Waze chose to sunset the Carpool Partnership program in January 2022 due to the huge impact the COVID-19 pandemic had on commuting patterns and ridesharing.
- In September 2022, ended the Waze Carpool App
- Shifted to a traditional company-sponsored carpool program with incentives



Lessons Learned

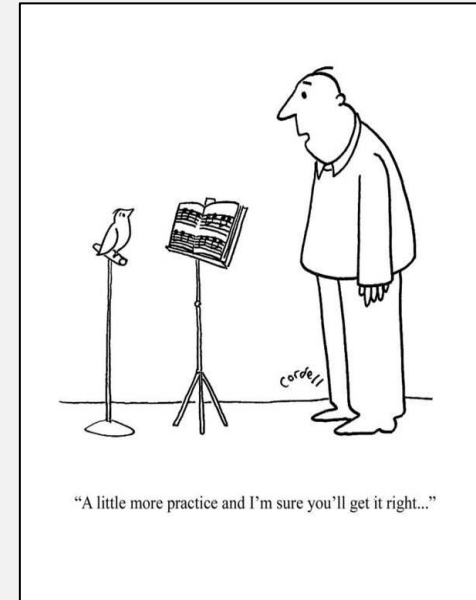
1. You can't plan for everything!
2. The design thinking, human-centered approach to developing solutions is valuable and shouldn't be missed.
 - Empathize, and understand the problem by talking with the end user
 - ✓ One-on-one conversations
 - ✓ Focus groups
 - Prototype and test
3. There are still issues surrounding technology.
 - The app was relatively easy, but perhaps not as easy to use as needed
 - There was some suspicion about using the app
 - Can result in reduced control of the project solution
4. Warehouse and distribution center shift employees have unique challenges related to transportation solutions.
 - The workers do not have flexible schedules, therefore very selective on who they carpool with
 - Given the impact of showing up late to work, employees preferred to know more about their co-workers before committing to carpool

More Lessons Learned

5. Carpooling is personal and will need a personal touch to work in the warehouse sector
 - Points to carpooling being most successful when limited to creating carpools within a facility
 - Makes it more difficult for it to be a solution for new employees. But HR can be a help with this issue.
 - Create a company-branded and approved carpool program

6. Offer incentives to get employees to carpool
 - The pool needs to be large enough for matches to be made
 - Effort must be made to recruit those that drive

7. Talk about the problem that you are trying to solve!
 - You never know who else may be interested





MOBILITY GUIDE *MERCER COUNTY*

KEEPING MERCER ON THE MOVE 

A Resource Guide to Transportation

Public Transit - Community Transportation Services - Private Services

Greater Mercer Transportation Management Association

FEBRUARY 2023

Thank You

Cheryl Kastrenakes

Executive Director

609.452.1491

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gmtma.org





THE OUTFITTER

ALONG ROUTE 30



Photos from
www.newstudioarchitecture.com

The Outfitter



- **The Outfitter is an employee shuttle and public bus route that connects the City of Coatesville directly to the Urban Outfitters Retail Distribution Center. Running daily and timed with the start and finish of each work shift, The Outfitter is a direct connection bus route that is free for employees, and provides limited stop service from downtown Coatesville, straight to the Urban Outfitters Gap, PA facility.**
- **Funding for The Outfitter is provided in part by the Commonwealth of Pennsylvania and URBN. The Outfitter is managed by the Transportation Management Association of Chester County.**



TMACC



Transportation Management Association of Chester County

P. Timothy Phelps, Executive Director

tphelps@tmacc.org

www.tmacc.org



DVRPC Mobility Summit

SEPTA Owl Link

Planning & Strategic Initiatives

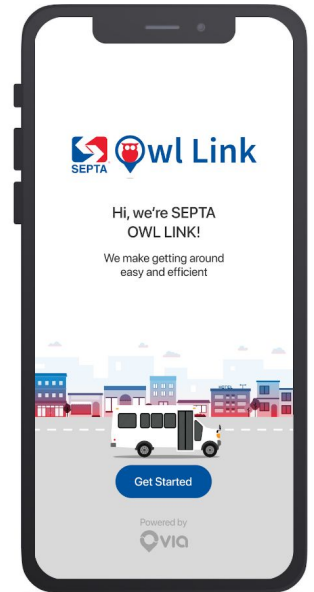
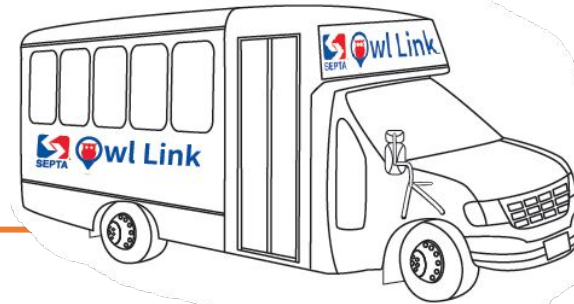
March 21, 2023

Harley Cooper, Sr. Operations Planner

Owl Link Pilot

May 2021 – February 2022

- On-demand pilot designed as a last mile connector to late shift jobs during the pandemic
- Growing demand for logistics and warehousing jobs
- Limited Bucks County bus service after 10pm
- Opportunity to pilot Via software
- Repurpose unused paratransit vehicles



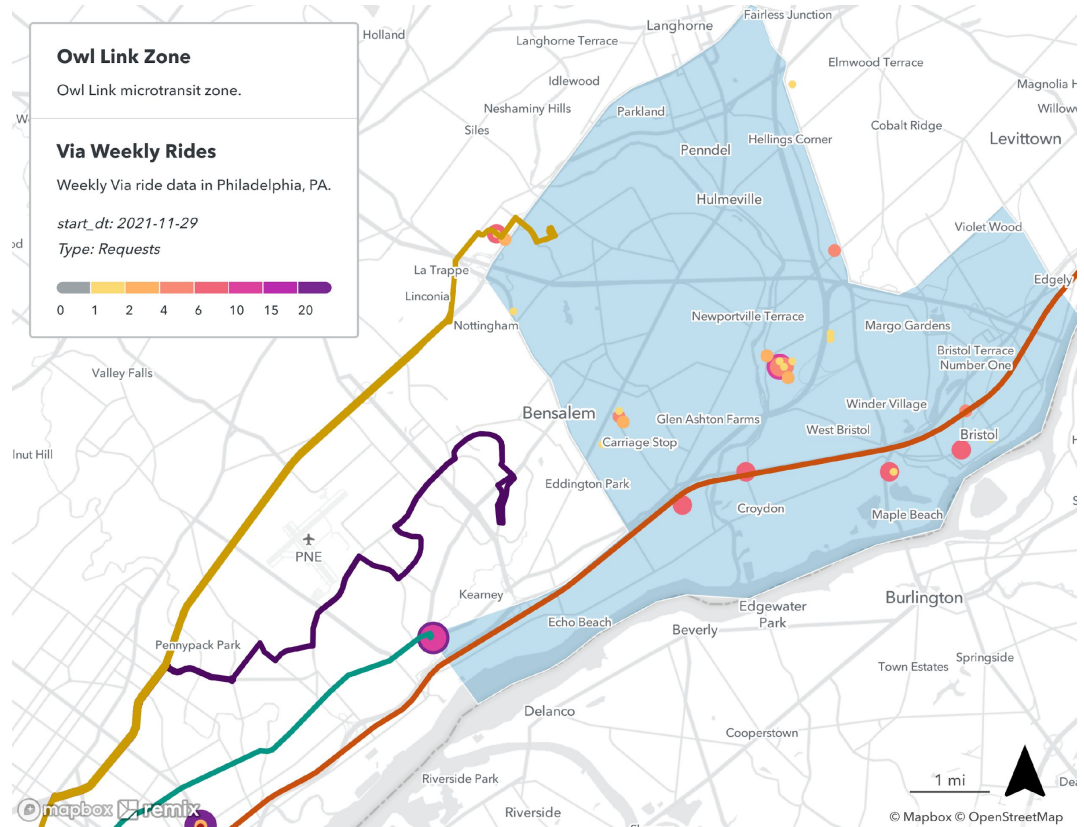
Owl Link Pilot

- Service operated 10pm-6am
- Free last-mile connection but required a transfer from fixed-route service
- Regional Rail Connections
- Opportunity to target investment in key rider markets during COVID



Owl Link Ridership

- 4-10 passengers per night
- Need 44 passengers per night to be competitive with fixed route costs
- Need for point-to-point travel, not just feeder service
- Regional Rail and bus transfers



○ Owl Link Engagement

- Contacted **32** RCOs to offer presentations; **3** responded
- Contacted **13** workforce development organizations in Philadelphia
- Called **58** employers located in industrial parks
- Conducted door-to-door flyering over two days in June, spoke to **21** businesses including hotels, fast food restaurants, and Wawas.
- Social media and marketing
 - Radio advertisement ran between May 10 and July 11
 - SEPTA Facebook, Instagram, and Twitter
 - TMA Bucks Social Media
- Press coverage in Al Dia, Philly Metro, Axios, KYW Newsradio, Patch.com, and Bucks County Courier Times
- Signs at SEPTA bus loops and Regional Rail stations

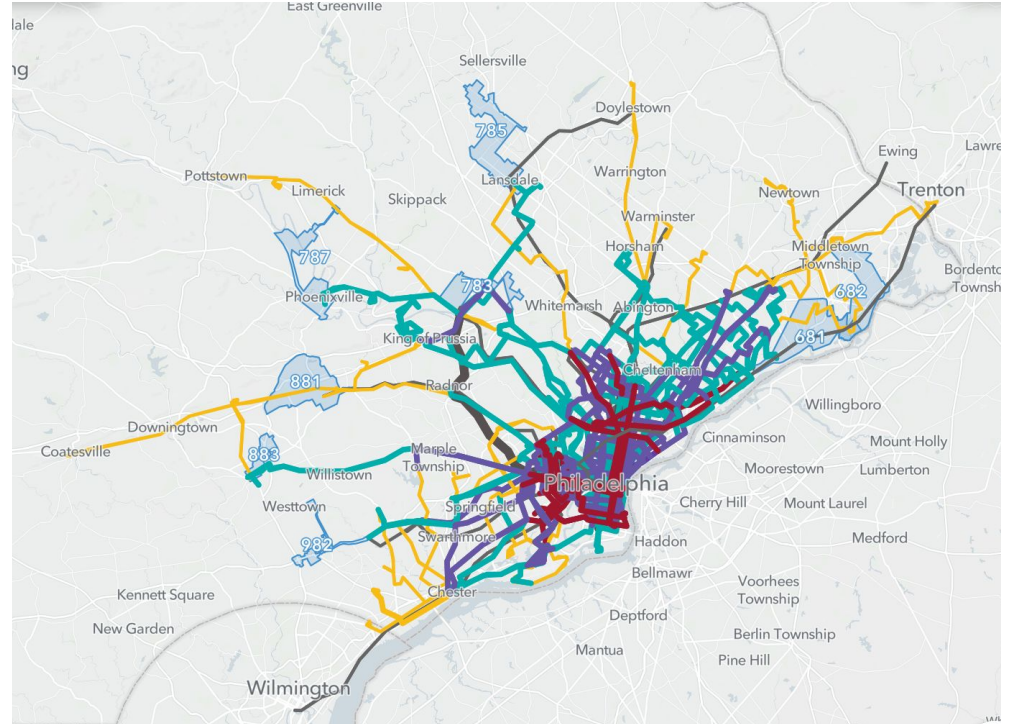
◦ Lessons Learned

- Timing matters:
 - Pandemic bus ridership was 60% pre-COVID
 - Nationwide hiring trends/worker shortages/childcare
- High turnover among employees
- Need for cost sharing agreements with large employers
- New services need a dedicated marketing budget
- Technology divide among our customers
- Understand internal operational challenges

Next Steps for On-Demand Bus Revolution

Microtransit/On-demand service design:

- Regional Rail first/last mile
- Community circulator
- Replace low ridership, high need fixed route service





Harley Cooper, Sr. Operations Planner

SEPTA Service Planning

hcooper@septa.org

Question & Answer Panel

LUNCH

Please find a seat with your group by 12:30.

Discussion Question #2

Discussion Question 2: What elements or lessons learned from this conversation so far resonate with your work or experience?

- Examine with your group similar difficulties you have experienced as well as solutions that have worked.
- Are there examples you want to add that weren't discussed so far?
- List them with your group.

Discussion Question 4:

What's next? How do we take what we've learned to create more access to employment?

What will it take to get there?

- More data
- Political or public support
- Partnerships
- New roles to take on
- Infrastructure
- Funding
- Policies

Discussion Question #3

Discussion Question 3: Brainstorm with your group to answer the following questions.

What types of new workforce transportation projects make sense in this region or in your service area and why?

Where would these projects be located?

Who would it serve?

If there is time, dig into these follow up questions

- Is there demand for the service?
- How would you measure it or where does it exist?
- What are our roles in exploring this further?