Transportation to Employment Project
Getthere Mobility Management Programs
Rural Health Network of South Central New York

Getthere Recognizes Transportation as a Barrier to Employment
A Workforce Analysis Report from 2016 found that recent changes in the county bus routes and schedules were identified as a major issue for persons with hourly and production jobs who rely on this mode of transportation in target industries.

- Getthere Advisory begins to explore Vanpool concept
- Rural Health Network receives Technical Assistance Award from Community Transportation Association of America through the Rural Passenger Transportation Technical Assistance Program
- Rural Health Network and Getthere staff receive training in WealthWorks, a 21st century approach to local and regional economic development
- Rural Health Network applies to United Way of Broome County and is awarded funding through the New York State Empire State Poverty Reduction Initiative (ESPRI) to begin "Transportation to Employment Project"

The Agency (Broome IDA) contracts with Transpro for Access to Employment Study

- Identify the location of low-income, unemployed, under employed, and zero-car households requiring connectivity to employment centers.
- Identify coverage gaps, and recommended adaptations and creative alternatives for enhanced mobility and job access.
- Identify funding sources to pay for recommendations.

The Project
Transportation to Employment Overview
Incentive for Launching Program
- Transportation cited as significant barrier to employment in region
- Lack of high frequency transportation options in and around Binghamton area

Sustainable Transportation Strategy
- Emphasis on long term solution
- Alter the belief that a personal vehicle is needed to maintain employment

Two Components of Transportation to Employment
- Voucher Program
- Vanpool program

The following indicators will measure the overall success of the program:
- Number of individuals that were provided transportation to work or training opportunities
  - Number of public and private partnerships providing transportation options
  - Number of transportation options made available to low-income individuals and families
  - Number of individuals able to obtain employment when provided with access to transportation
  - Number of Individuals maintaining employment because of more affordable transportation options

Challenges and Opportunities
- Slow to develop, bottle necks in communication
- Car-centric Society
- “Changing a culture”
- Liability concerns of employers
- Implementation of Risk Management Standards
- Concerns about confidentiality

Findings
Community Partners & Referrals

Industry Placements

Ancillary Community Benefits (ongoing & future)
Van-pool
- First Mile/Last Mile complement to BC Transit
- Non-emergency Medical Transport complement to rural BC Transit
- Office for Aging partnership to provide access to food for rural seniors
- Summer Youth Employment Program
- Voucher Program
- Increase utilization of 511NYRideshare
- NYSDOT partnership with Getthere website trip planner showing real time TNC & Rideshare options

Next Steps (Sustainability)
Future Funding Applications
- Tioga Downs Community Foundation (Expansion into Tioga County) 2019/2020
- Appalachian Regional Commission (Expansion to 5 County Region) 2020/2021
  - Includes academic partner to conduct a Return on Investment (ROI) Study
  - ROI entices private investment to match with FTA 5311 Mobility Management Funds