ALABAMA WORKFORCE INVESTMENT SYSTEM

Department of Economic and Community Affairs
Workforce Development Division
401 Adams Avenue
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January 26, 2012

GOVERNOR'S WORKFORCE DEVELOPMENT DIRECTIVE NO. PY 2011-10

SUBJECT: Training and Employment Notice (TEN)

1. Purpose. This transmits TEN Number 21-11.

Date	Subject
01/03/12	Strategies to Meet One-Stop Centers' Business and Job-Seeker Customer Needs for Employment-Related Transportation Services

2. Discussion. TEN No. 21-11 provides information about resources and strategies that can help One-Stop Career Center customers, both businesses and job-seekers, access transportation to training and employment sites.

3. Action. TEN No. 21-11 is attached for your information.

4. Contact. Inquiries should be addressed to the Regional Administrator, United States Department of Labor, Employment and Training Administration, Sam Nunn Atlanta Federal Center, Room 6M12, 61 Forsyth Street S.W., Atlanta, Georgia 30303. The telephone number is (404) 302-5300.

Steve Walkley 1/25/12

Steve Walkley, Division Director
Workforce Development Division

Attachment

TRAINING AND EMPLOYMENT NOTICE	NO. 21-11
	DATE January 3, 2012

TO: STATE WORKFORCE AGENCIES
STATE WORKFORCE LIAISONS
STATE WORKFORCE ADMINISTRATORS
STATE VETERANS' EMPLOYMENT AND TRAINING SERVICE DIRECTORS
UNEMPLOYMENT INSURANCE DIRECTORS
STATE APPRENTICESHIP DIRECTORS
WORKFORCE BOARD DIRECTORS
ONE-STOP CAREER CENTER SYSTEM MANAGERS

FROM: JANE OATES /s/
Assistant Secretary
Employment and Training Administration

KATHLEEN MARTINEZ /s/
Assistant Secretary
Office of Disability Employment Policy

SUBJECT: Strategies to Meet One-Stop Career Centers' Business and Job-Seeker Customer Needs for Employment-Related Transportation Services

1. **Purpose.** 1) To provide successful strategies to the public workforce system for connecting individuals with transportation to jobs and training, and 2) to help businesses access a diverse workforce.

2. **References.** Training and Employment Notice (TEN) No. 08-05, *Human Service Transportation Coordination Resources Developed by the United We Ride Initiative.* (http://wdr.doleta.gov/directives/corr_doc.cfm?DOCN=2154)

3. **Background.** Transportation is a key asset for future workforce planning, business creation, and economic development. On an individual level, however, transportation can sometimes be overlooked as a critical service for job seekers, employees, or individuals needing training. Secretary of Labor Hilda L. Solis recognized this: "For members of the community with specialized mobility needs, such as people with disabilities, older workers, youth and low-income earners, transportation is often the link that makes employment in good jobs possible." (May 2010)

   Transportation challenges are exacerbated in the current environment of high gas prices, high unemployment, and increased geographic diversification of job sites. In addition, people with multiple challenges to employment – including individuals with disabilities; returning disabled veterans; older workers who no longer drive; youth; workers earning low wages; ex-

offenders; and those who live in geographically isolated rural or tribal areas – may need additional support in securing transportation access to work. Several state and local workforce agencies, One-Stop Career Centers, and partners have implemented workforce transportation supports. This TEN provides information about resources and strategies that can help One-Stop Career Center customers, both businesses and job-seekers, access transportation to training and employment sites.

4. State and Local Workforce Investment Boards (S/LWIBs). S/LWIBs can bring their strengths as conveners, facilitators, business leaders, and problem solvers to resolve employment-related transportation issues in their community. The following provides several strategies that S/LWIBS can implement:

    - Engage in local collaboration. S/LWIBs can facilitate transportation connections for job seekers and employers by connecting with agencies and organizations that serve the same customer base as One-Stop Career Centers and with those that have responsibility for transportation planning and/or service implementation. For example, a Texas LWIB, working with multiple partners, facilitated efforts to meet the transportation needs of local workers at a relocating poultry processing plant (http://joblinksencore.ctaa.org/presentations/wf_JulieTalbert.html).

      Another effective collaborative strategy for S/LWIB members is through the transportation community planning process, in which they can be an occasional or ongoing participant. (Identify nearby transportation planning bodies and review local strategic transportation plans at: www.ctaa.org/coordinationmap.)

    - Share workforce information. The workforce development system can contribute specific types of information and data that are valuable for transportation community planning processes and developing transportation solutions. The following information is useful: regional labor market information; local workforce and business trends, including business closings, openings, and expansions; worker mobility gaps, such as challenges experienced by persons with disabilities and those earning low wages; business-identified transportation needs; and locations of training sites for new and dislocated workers, along with needed transportation connections. Below are examples of how workforce information/data was used to develop transportation solutions:

        - Clearwater Economic Development Association in Idaho responded to a new business need for workers by facilitating a vanpool service: http://joblinksencore.ctaa.org/presentations/wf_DebSmith.html; and
        - NorthWest Arkansas Community College co-funds three transit routes for the college's students, faculty, and staff: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=2260&z=5.

      Because of their leadership role in the community, S/LWIB members are well-positioned to share this data at local, regional, and state forums where strategies for attracting new businesses and supporting existing enterprises are discussed.

- Support regional transportation initiatives. S/LWIBs can help identify cross-jurisdiction commuting patterns and suggest options for creative transportation solutions. They are also in a strategic position for finding regional partners for projects from other local service delivery providers, adjacent workforce investment boards, county and local transportation providers, and businesses. S/LWIBs can take a role in implementing employment-transportation projects that support their agency's mission by:

    - Applying, in partnership with local/regional transportation providers, for Federal and state funds that address both workforce and transportation needs;
    - Providing in-kind support for Federal transportation grants by facilitating planning efforts for specific projects; and
    - Considering transportation options, such as reverse commute systems, vanpools, and purchasing services from transportation providers, as possible solutions for businesses dealing with high turnover, and community colleges trying to meet the transportation challenges of their students.

More information on the strategies highlighted in this section, including profiles of S/LWIB activities, is available at: www.ctaa.org/joblinks under "Workforce Professionals."

5. **One-Stop Career Center - Management.** One-Stop Career Center management can facilitate staff awareness of available transportation options to training and job sites by:

    - Inviting transportation partners to speak at in-service trainings for local One-Stop Career Center staff on relevant topics, such as a general introduction to available services and transportation resources for persons with disabilities (e.g., paratransit services and travel training).
    - Designating a part or full-time staff person as a transportation "navigator" for the regional One-Stop Career Center system to expand its capacity to provide transportation linkages for their customers.

Additional information on the strategies highlighted in this section, including profiles of One-Stop Career Center activities, is available at: www.ctaa.org/joblinks under "Workforce Professionals."

6. **One-Stop** Career Center - **Career Counselors.** Workforce professionals are in a good position to discuss transportation availability with customers. Once an individual has a reliable, affordable means of travel to training or employment, he or she has a higher chance of success. The job developer can use the following strategies:

    - Talk about transportation with customers. One-Stop Career Center staff can have a conversation about transportation with a customer during intake and assessment. Here are three initial questions to ask:

        - Do you have a reliable ride to get to work or training?
        - Can you afford this ride?
        - Do you have a back-up plan for your transportation?

The answers to these questions can set in motion a process to meet transportation challenges before the start of a job or training program. This conversation can also enable career advisors to identify mobility needs of specific customer groups, such as low-wage earners, older workers, youth, workers with disabilities, and/or disabled veterans.

For additional questions related to customers' mobility needs, refer to the individualized transportation plan template at: http://www.ctaa.org/webmodules/webarticles/articlefiles/Individualized_Transportation_Plan_template.doc.

- Become familiar with transportation options and supports. One-Stop Career Center staff are encouraged to develop a general knowledge about the transportation services available through local public transit and ridesharing agencies. These agencies can be invited to provide this information directly to One-Stop Career Center staff via web links and/or through in-person training. A local mobility manager, transportation management association (TMA), or transit agency can help with more complicated transportation questions. Staff may want to share this information with customers and use it in their daily work.

  Information on mobility managers for job access is available at: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=2620&z=103; find a local TMA at: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=1467&z=5 .

  Equally important to understanding available transportation options is promoting the use of these options through travel orientation and other programs that could make services more affordable to low-wage families, such as transportation vouchers, transit passes, or mileage reimbursement for those individual customers driving to jobs and training. For information on transportation supports for low-wage earners and other commuters visit: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=2591&z=103 .

- Collect information on transportation needs. One-Stop Career Center staff are a natural conduit for collecting and sharing data customers' mobility gaps with transportation providers and planners through their executive directors or the S/LWIBs. A template for collecting this information is available at: http://www.ctaa.org/webmodules/webarticles/articlefiles/Record_of_Customer_Unmet_Transportation_Need.doc; view an on-line survey developed by a Dallas area transportation agency to accomplish this at: https://www.surveymonkey.com/s/ccunmettrans.

  - Include information on transportation options along with job announcements and at job fairs.

- Share information about available jobs with transit riders by posting job announcements along local bus routes.

- Develop a "transportation center" bulletin board in the One-Stop's resource area where rideshare and other transportation services and information can be posted.

7. **One-Stop Career Center - Business Service Representatives (BSRs).** Just as career counselors are encouraged to ask transportation questions of their customers, BSRs can ask one key transportation question when working with businesses in their community: "Does transportation pose a challenge to your current or future employees' ability to access the job site?" Gathering data on travel challenges to a particular business site can be an effective way for One-Stop Career Center staff to facilitate businesses' recruitment and retention of employees. Businesses benefit directly when they become involved in transportation solutions. They can implement or support a range of transportation strategies, such as collaborating on a shuttle between the closest transit stop and the work site, providing subsidized transit passes eligible for the Federal commuter tax benefit, linking employees with disabilities who cannot use regularly scheduled transit services with paratransit services, facilitating ridesharing, and encouraging the use of public transportation.

   BSRs can help business customers understand their return on investment from these transportation-to-work solutions by highlighting that they:

   - Minimize costly employee turnover due to employees' lack of reliable transportation;
   - Reduce employee late arrivals and absenteeism arising from transportation issues;
   - Maximize the area from which employees are recruited by optimizing regional transportation options to work;
   - Enhance company image as an environmentally- and worker-friendly company by supporting transportation; and
   - Preserve valuable land for business needs, rather than parking lots, by encouraging employees to rideshare and use public transit.

   View profiles of more than 25 employer-sponsored transportation programs at: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=1480&z=5; and read more about the benefits for businesses at: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=1916&z=75.

   BSRs can also share information on Federal and state tax programs that provide benefits to employees and the business itself. Information about tax benefits is available at: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=1466&z=5 and http://joblinksencore.ctaa.org/presentations/panel_2.html?start_offset=1585.

   Learn how area businesses can establish an employee transportation coordinator position to assist employees with transportation at: http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=1454&z=5.

8. **Additional Resources.**

The **Joblinks Employment Transportation Center** is a national technical assistance center serving the workforce development system and others looking for employment transportation solutions. Joblinks activities are supported with funding from the Employment and Training Administration and the Federal Transit Administration (www.ctaa.org/joblinks).

Transportation to Work: A Toolkit for the Business Community is a practical set of materials that can help businesses of all sizes support their workers' commutes. The Web site is organized into four subject areas: Good for Business; Getting to Work; Going Green; and Accessible Transportation. It provides information on topics such as tax incentives, shared ride programs, support for a diverse workforce, green transportation, and vanpool options (www.ctaa.org/transportation_to_work).

The **Federal Transit Administration's Job Access and Reserve Commute (JARC) Web pages** include information about JARC, such as performance reports, designated recipients, guidance, and other information. JARC was established to address the transportation challenges faced by welfare recipients and low-income persons seeking to obtain and maintain employment. The program supports projects that transport individuals to and from jobs and activities related to employment, and for reverse commute projects (http://www.fta.dot.gov/grants/13093_3550.html).

United We Ride is a Federal interagency initiative to improve the availability, quality, and efficient delivery of transportation services to older adults, people with disabilities, and individuals with lower incomes (www.unitedweride.gov).

Workforce3One's Disability and Employment Community of Practice provides many links to transportation resources (https://disability.workforce3one.org/page/tag/1001127835922255752).

Easter Seals Project ACTION is a national technical assistance center that promotes universal access to transportation for people with disabilities under Federal law by partnering with transportation providers, the disability community, and others through the provision of training, technical assistance, applied research and outreach. Visit Project ACTION for travel training resources, Frequently Asked Questions about service animals, information on paratransit services, accessible transportation links, and other resources (www.projectaction.org).

The **National Resource Center for Human Service Transportation Coordination (NRC)** provides technical assistance to improve transportation services and coordination. Visit NRC to access a state-by-state listing of transportation coordination plans and view resources related to the coordination of human services (www.nrctransportation.org).

The **National Center on Senior Transportation** is a national technical assistance center that strives to increase transportation options for older adults and enhance their ability to live more independently within their communities. The Center focuses on a family of services

that includes driving transition, travel training for fixed route bus, paratransit services, and alternative transportation options including door-to-door, volunteer, and taxi programs (www.seniortransportation.net).

9. **Action Requested.** Recipients are requested to distribute this TEN to One-Stop Career Centers and workforce system partners.

10. **Inquiries.** All inquiries should be addressed to the appropriate Regional Office.