

9th Annual

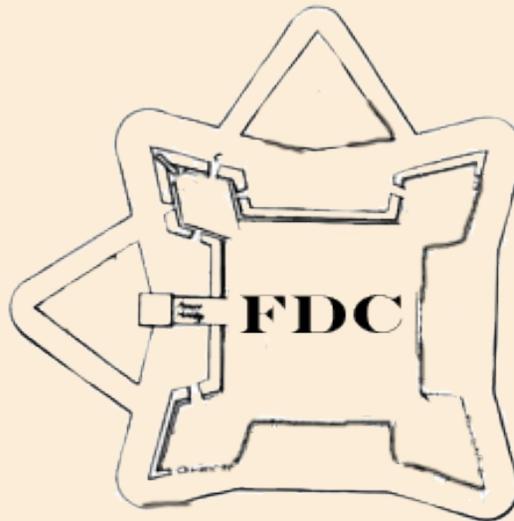
DHS Local Government Case Competition

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Making Transportation Work . . .

Problem Identification: Helping people get to jobs and job related activities

75% of DHS clients surveyed identified transportation issues as a barrier to employment

- First mile last mile
- Equity in affordability
- Governmental and financial barriers to vehicle ownership/operation
- Traversing unique geographical terrain

“Creating Access and Ensuring Equity for All”

Agenda

Goals
Approaches and
Implementation
Financial
Timeline
Measurements



FDC Proposal: Community Organizations – Passes and Shuttles (CO-PaS)

Vision

Treat employment transportation access as just as **crucial** to well-being as medical treatment

Goal

To help individual DHS clients overcome barriers of first and last mile transit to work-related destinations and to become self-sufficient in transportation and become employment-secure.

- Leverage community and employer partnerships
- Engage in cause-related CSR opportunities
- Remove some client anxiety about getting to work

Solutions

Three solutions that can be used in coordination or separately

1. **Fixed Route Passes**
2. **First Mile Community Organized Solutions**
3. **Last Mile Shuttle Service**



Assumptions

Self-sufficiency does not mean owning a car

DHS' budget presently covers some cost of PAT for clients

All clients are eligible, and can be serviced via SNAP/TANF case number

A win for all partners/residents includes minimizing the number of vehicles in operation throughout the county

Client Scenarios

1. Affordability/Cost

Cannot pay for any transportation

2. Reliability

Cannot access reliable/effective transit;
Can or cannot pay for transportation

3. Emergency transport scenarios



A Financially Feasible Solution

New system would use existing ConnectCard infrastructure

Benefits to Port Authority:

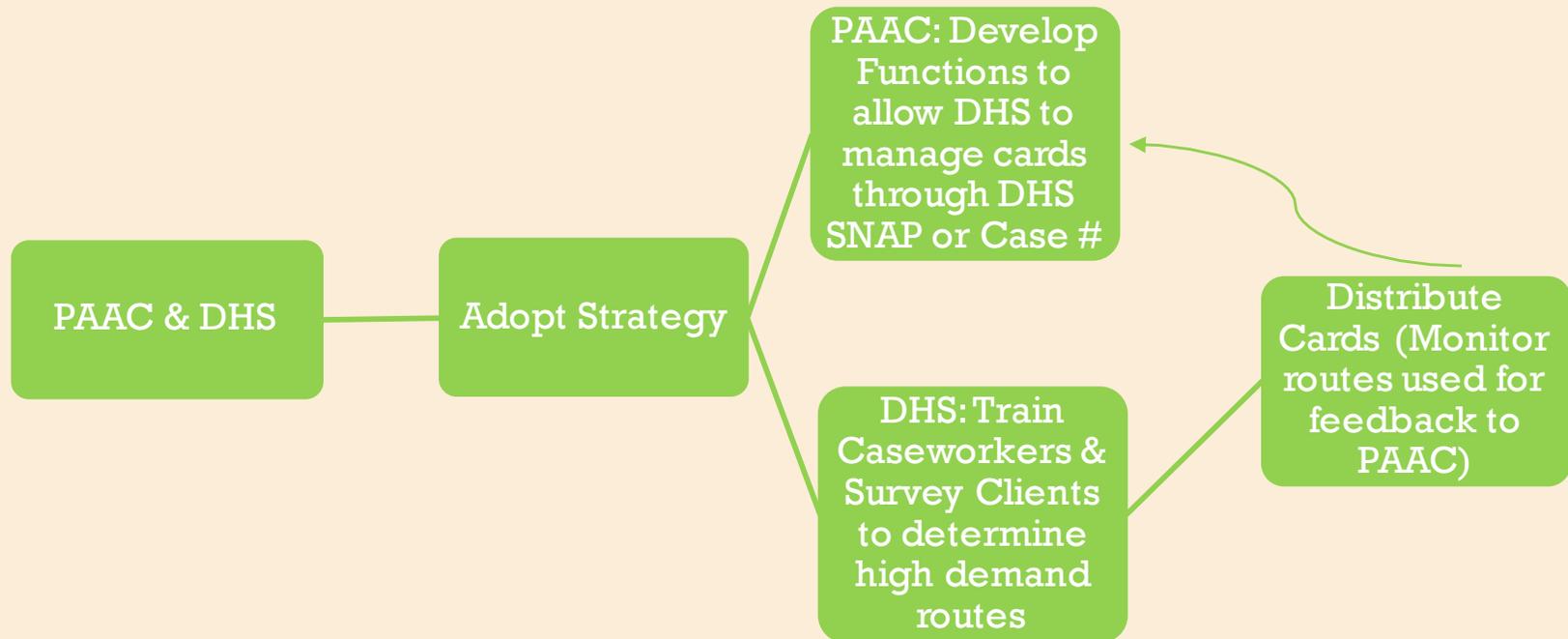
Savings to Port Authority from limiting what route can be used

Use of the program as a “beta” test for innovative types of route packages

Price of Specialized fixed-route monthly passes would be lower, thereby allowing DHS to provide a greater client base with transportation options



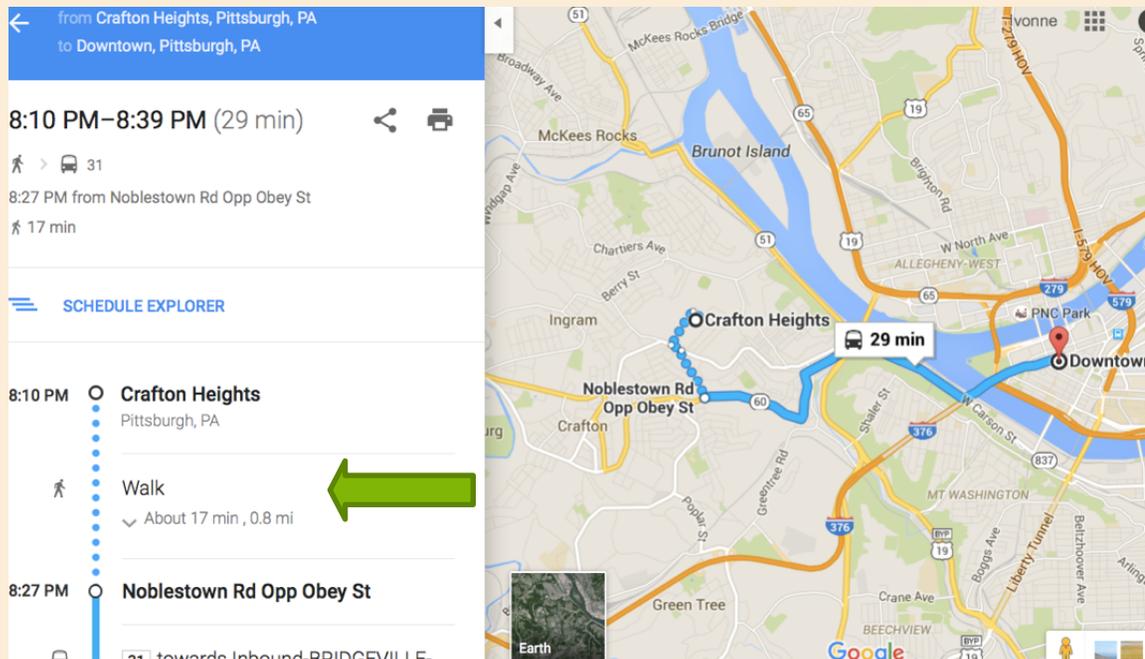
Process Map – Fixed Route Cards



First Mile Community Organized Solutions

Current situation

Our model



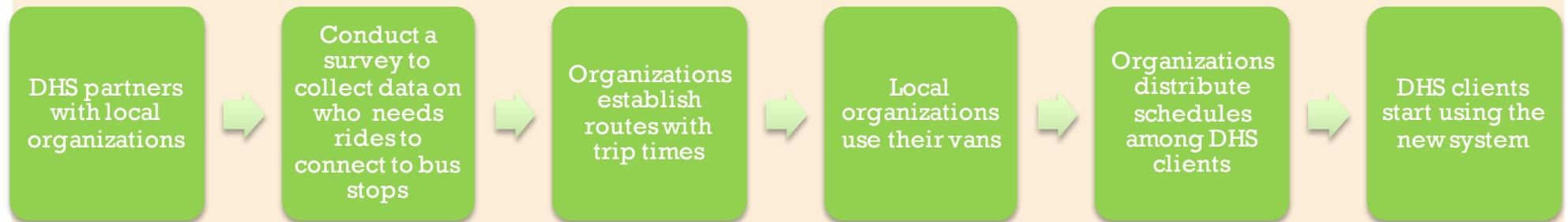
It allows organizations and communities (e.g. nonprofits, churches, Family Support Centers, volunteers) to connect DHS clients with public transit

- Saves time
- More reliable
- Safer
- Based on protective factors: social connections and concrete support in time of need

How it works: Community Organized Solutions



How it works: Community Shuttles



How it works: Emergency Trips Provided by Volunteers

Organizations create a database with drivers and DHS clients' telephone, address and job related information

Local organizations implement campaigns among their members to volunteer giving emergency rides

DHS clients contact organization when he/she experience an emergency

Staff member calls DHS client and share name of driver and ETA

Staff member share DHS clients location with the volunteer driver

Staff member accesses data based and looks for a driver who is available to give a ride

DHS client donate their time in the organization or volunteer in the community

How it works: Emergency Trips via Uber, Lyft, ZipCar

DHS develops partnerships

- DHS clients signs in (for the first time) or request car using their SNAP case number
- Limited number of trips per month
- Clients enroll EARN, WorkReady Program, and STEP
- Companies give miles for free

Company creates incentives for drivers

- Additional Stars
- Special Reviews

Users get involve

- Current users donate miles

DHS clients give back

- Volunteer in their communities

Pilot Program: Employer Provided Shuttles

Shuttle employees to/from major employment centers

Current Models

Location Factors considered

Employers partner with other nearby employers

Benefits all current and future employees

Reliability



Funding mechanisms

- Tax Credits
 - Work Opportunity Tax Credit
 - Hiring Workers with Disabilities
 - Potential DHS grants

Larger pool of potential employees available

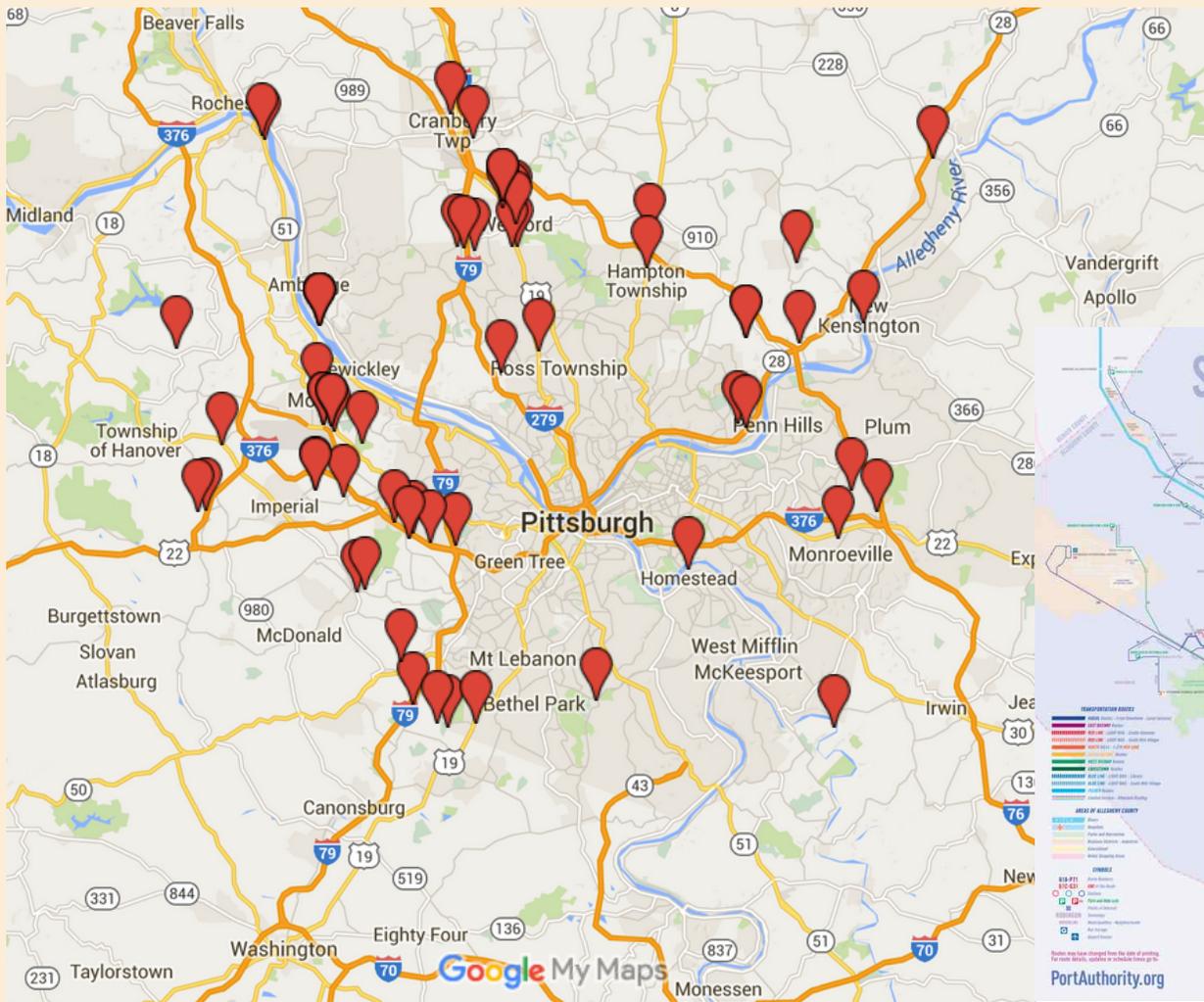


Potential employees bring tax benefits to employer



Without shuttle, employer would have no access to these potential employees



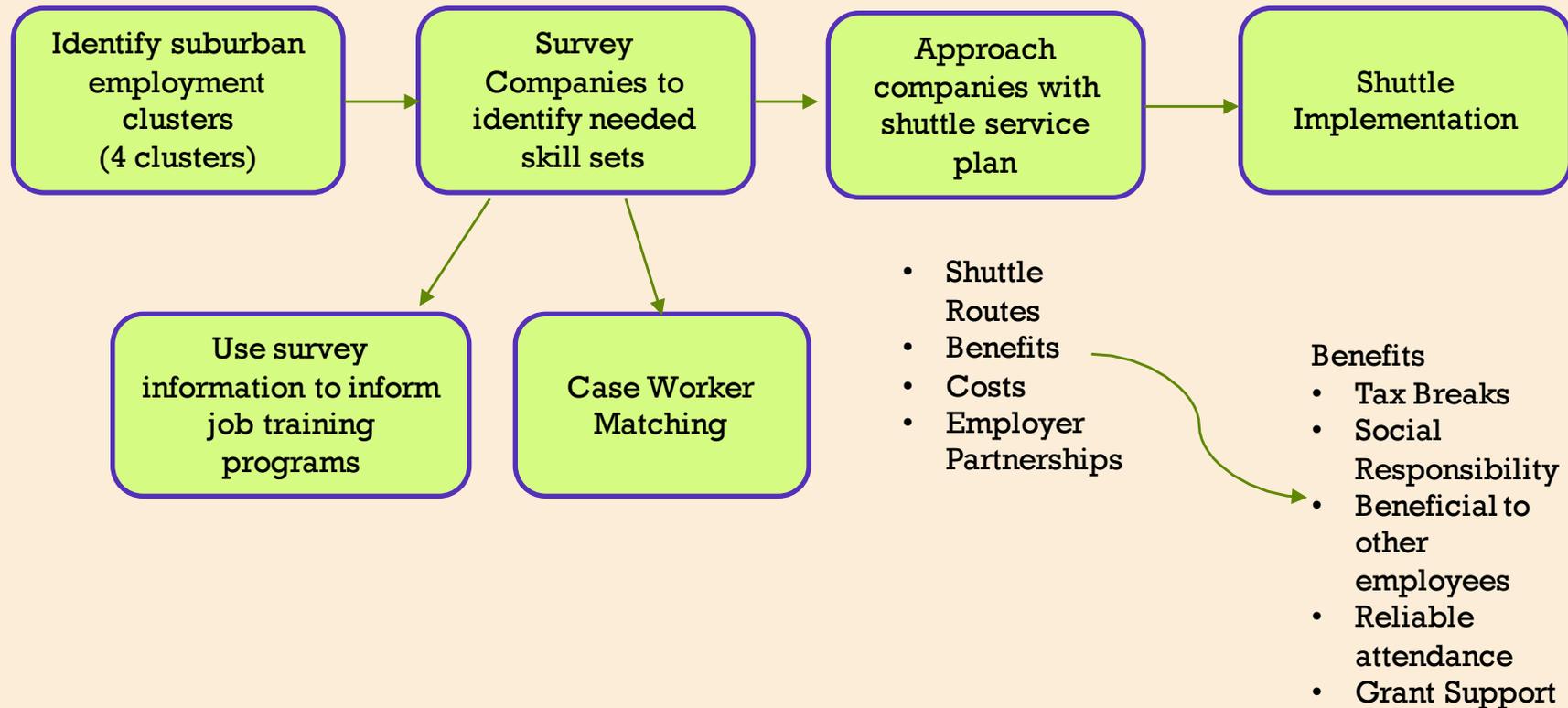


Major employers not within a half-mile of transit

- ~4 clusters
- Retail and manufacturing



Transit Gap Process Map : Last Mile Shuttle Service



Measurement and Evaluation

1. Are the regional shuttles effective?

Measure # of employees using shuttles, and DHS clients

Interview clients, site supervisors/employers

Monitor cost-effectiveness; determine if tax incentives are worth it

1. Measure need for single/fixed routes, prediction of usage

Conduct full needs-assessment; Pre-survey clients and employers; post-survey

2. Are clients successfully finding employment/maintaining employment?

Measure employment turnover (in the DHS Data Warehouse)

Interview clients

Review Job training providers

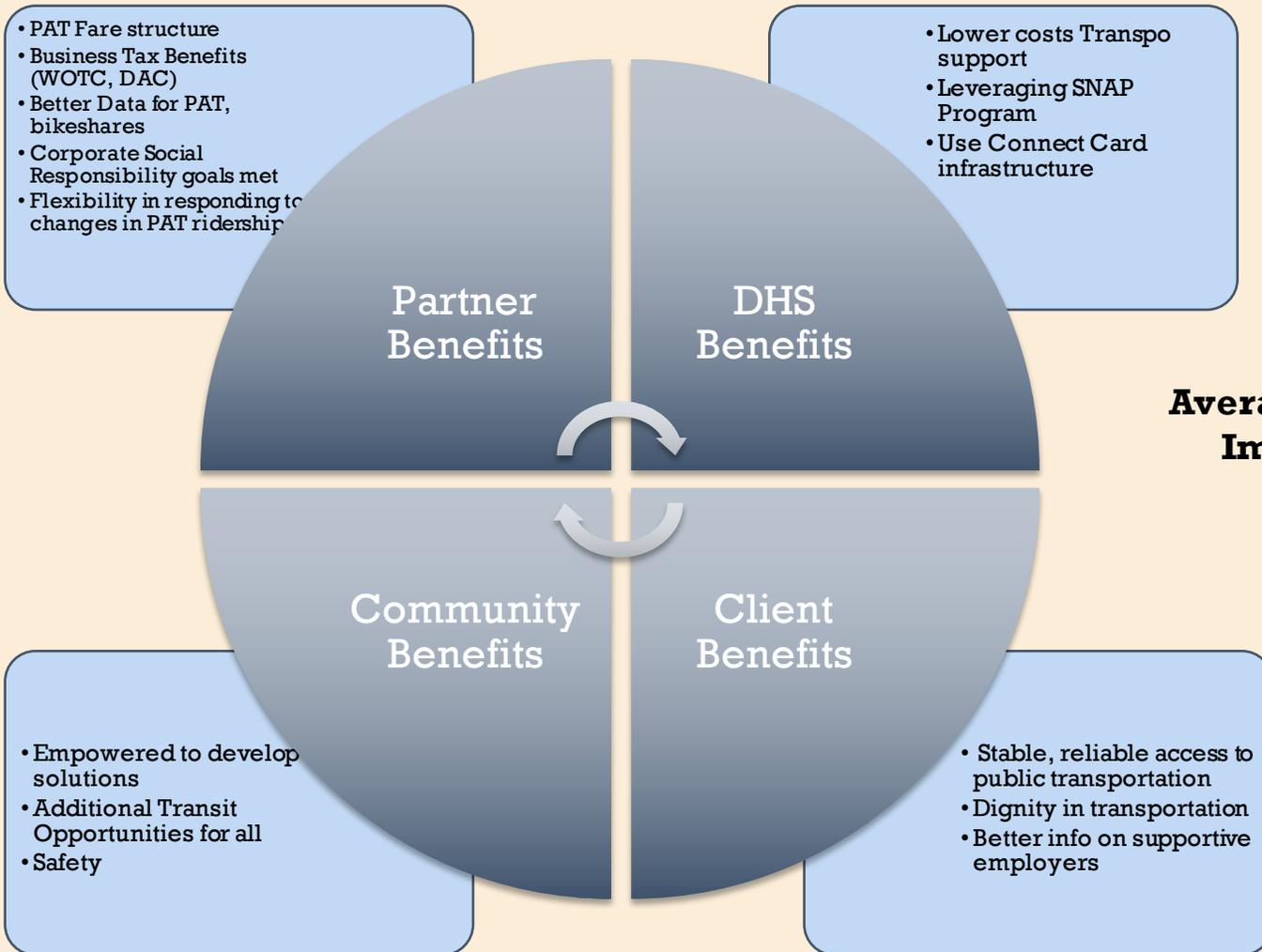
1. Monitor community programming and response to RFP

Pre-survey clients and organizations; post-survey

Track Number of employment-related emergencies



Prioritization



Average Estimated Implementation Timeline: 6-9 months



Additional References

Transportation to work: a toolkit for the business community. Community Transportation Association. August 2012.

<http://www.ctaa.org/webmodules/webarticles/articlefiles/SuccessStoriesEmpTranspPrograms.pdf>

Questions?