

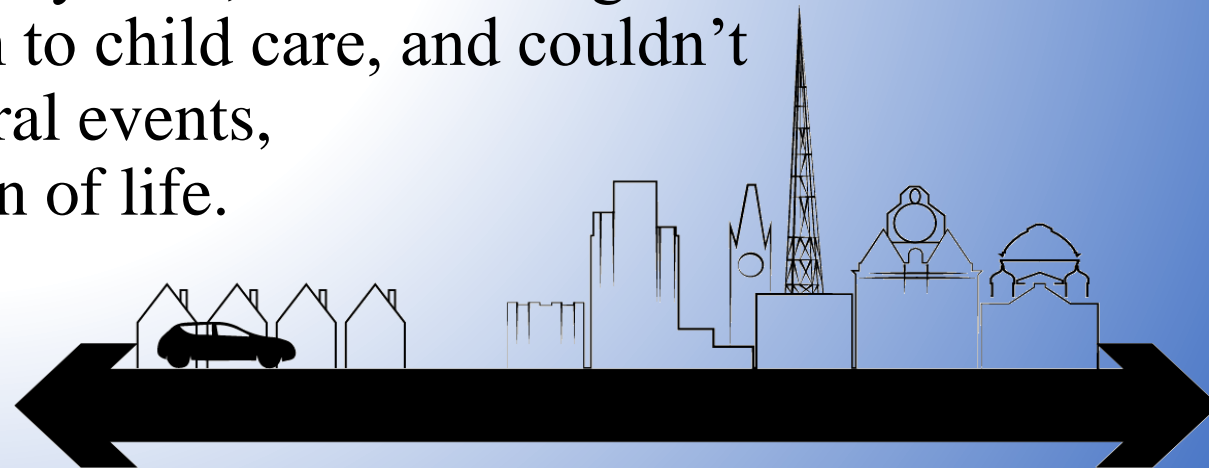


# NERA MOVES

*Because Every Life Has a Destination*

# Why Transportation?

- In nearly every discussion held by the SACF, access to reliable transportation was discussed as a necessary component of economic mobility and quality of life.
- Through community needs assessments, area nonprofits and community leaders expressed that a common barrier among their clients continues to be access to reliable transportation.
- Many residents in northeastern Pennsylvania — especially lower-income or elderly residents — couldn't access employment, were missing doctor's appointments, couldn't get their children to child care, and couldn't participate in social, religious, and cultural events, all as a result of the lack of transportation of life.



# The Importance of Transportation

- Data and reported experiences demonstrated crucial links between transportation mobility and economic opportunity.
- Research conducted by The Institute at Wilkes University indicates that:
  - Residents of Northeastern Pennsylvania who do not have a car find it difficult to utilize available transit and transportation options for job interviews and commuting to work.
  - Respondents also indicated that good employment opportunities at industrial parks outside city centers are difficult to access without a car.
- Research conducted by the Federal Reserve Bank of Philadelphia indicates that residents in an average neighborhood can only access 12 percent of opportunity occupations with a commute that doesn't exceed 60 minutes.
- Both studies reported that transportation is truly a barrier to connecting unemployed or underemployed individuals to family sustaining jobs.



# Importance of Equity

- Equitability in transportation means ensuring that every person in a community — regardless of socioeconomic status or background — is able to access an affordable, safe, and reliable local transportation network and reach his or her full potential
- Focus on equitability due to the data and reported experiences that demonstrated the crucial links between transportation mobility and economic opportunity.
- Residents are unable to succeed when transportation barriers limit access to affordable housing, job opportunities, health care, education, and other services.



# Development of Initiative

- The Federal Reserve Bank of Philadelphia and The Institute for Public Policy and Economic Development qualitative and quantitative studies produced evidence-based research that gave NEPA the ability to establish stronger cross-sector partnerships along with communicating the immediate need of addressing transportation to help facilitate economic growth within our region.
- With a shared commitment in building community capacity and promoting inclusive growth, SAF formed a partnership with the Federal Reserve Bank of Philadelphia as it would align with the bank's Economic Growth & Mobility Project.
- SAF and the Federal Reserve Bank of Philadelphia created a collaborative group of stakeholders to catalyze change at a regional level.

# Establishing NEPA MOVES

- February 2017-- Established as the NEPA Equitable Transit Council (*former name of NEPA Moves*)
  - Began with 12 attendees
  - Host four council meetings annually one with a increasing number of local leaders in attendance with each meeting.
- Defined council structure, including committee workflow and processes.
- Conducted survey of council members to refine mission and define short- and long-term goals.
- Feb 2018 – Hired Dedicated Project Coordinator for initiative
- August 2018 – A community-wide branding design contest was held in where over 35 qualified entries to transform our council's brand. From the entries, we formed a new identity—NEPA Moves—complete with our new logo and tagline.



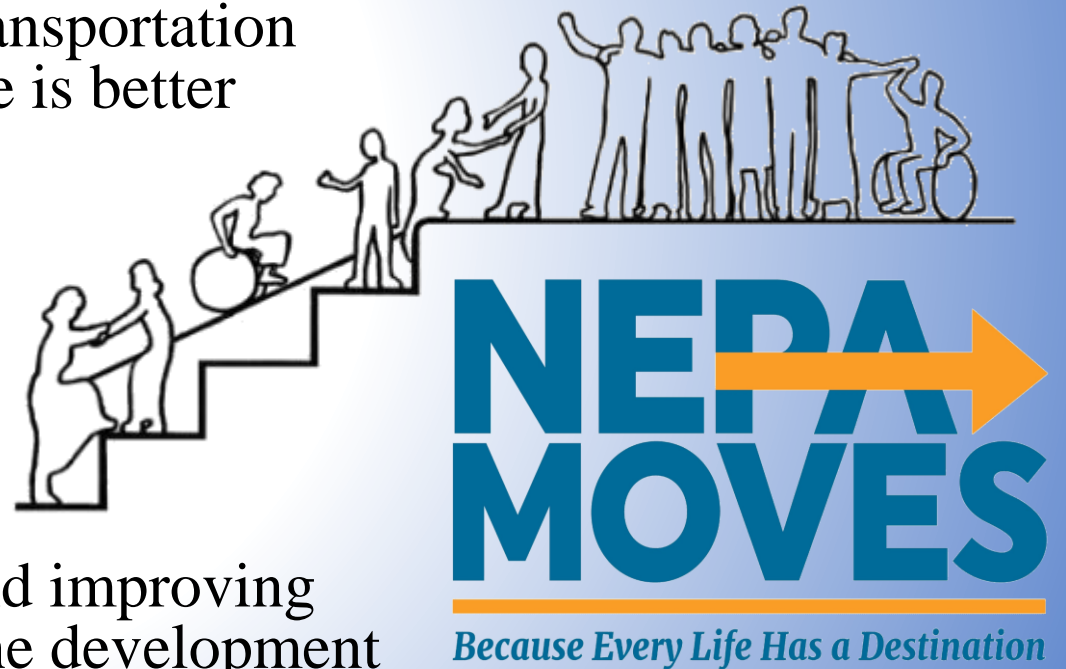
# NEPA MOVES -- Vision and Goals

## Vision Statement

“All Northeast Pennsylvania residents feel part of a thriving region thanks to a comprehensive and equitable transportation system that creates and expands opportunities. Life is better because everyone has access to possibilities.”

## Goals

Creating economic and workforce development and improving access to health care and social services through the development of a more equitable and comprehensive transportation system in our region.



# Council Leadership and Partnerships

Nearly 100 partners from diverse sectors across the region, including, but not limited to, local county transit agencies, health and social service providers, funders, regional metropolitan and transportation planning organizations, and local chambers of commerce serve on NEPA MOVES.

**Legislators include:** U.S. Senator Bob Casey, U.S. House Representative Matt Cartwright, PA State Senator John Blake and PA House Representatives Mary Flynn and Kyle Mullins

- **Public Sector include:** Geisinger Health, Scranton Primary, United Neighborhood Centers, The Wright Center and AmeriHealth Caritas
- **Business/Economic Sector:** The Greater Scranton Chamber of Commerce, NEPA Alliance and Northeast PA Industrial Resource Center



# NEPA MOVES Staff

- In order to reaching the Councils collective goals, particularly with the vast array of Council stakeholders involved, and the multiple priority areas the hiring of dedicated staff was essential in moving forward.
- Coordinates the convenings of the Council, acting as a liaison with subcommittees, and executing the Council's goals.
- Develops collaborative, action-oriented solutions which are fostered through inclusive stakeholder engagement, building effective partnerships, leveraging resources, and implement effective solutions.

# NEPA MOVES -- Focus Areas

## Health and Social Service

Lead by:

La Tida Smith, Moses Taylor Foundation

Laura Ducceschi, Scranton Area Foundation

## Communications and Amplifiers

Lead by:

Brian Ebersole, Spring Board Health Geisinger

Jess Farrell, Endless Mountain Rehabilitation

Gretchen Wintermantel, COLTS

Betsy McGrath, The Wright Center

## Workforce & Economic Development and Mass Transit

Lead by:

Larry West, PA Senator John Blake

Dr. Rodney Ridley, Wilkes University

Dale Parmenter, NEPIRC

## Community Development (new for 2019)



# Accomplishments





# Development of Resource & Asset Mapping Tool

- With healthcare, jobs, education, child care, shopping and houses of worship identified as important destinations in our research findings, a GIS mapping tool was developed.
- Tool was developed to identify the accessibility of medical institutions and social service providers via the public transportation network
- Created through collaboration between the Northeastern Pennsylvania (NEPA) Alliance, the Wright Center, and the Scranton Area Community Foundation.
- Will promote collaboration and data sharing between a variety of cross sector partnerships, enabling leaders to collaborate on cost-effective transportation solutions that can be shared by multiple community stakeholders.

# Workforce Event

Held in partnerships with the regions Chamber of who invited business leaders from Luzerne and Lackawanna counties, nearly 50 business leaders attended.

## Goal:

- To create awareness of transportation's connection to workforce
- Provide best practices and case studies
- Seek solutions through stimulating willingness in developing both public-private partnerships and solutions through facilitated conversations.

## Common Thread

- Participants felt that it was hard to get employees to and from their late or overnight shifts due to the fact that the transit services stop running by the time their employees' started/ended work.
- A number of companies had very long hours (12 hour shifts), which also resulted in their employees not being able to take the bus because it was not running. The hours of service the company has along with the hours the bus runs had an effect on retention and recruitment.

## Event Outcome (Development of)

- Mass Transit tool kit: one stop information piece about public transit readily available. For example, bus routes and information and how to use existing transit service.
- Survey: intended to not only better understand your current employee's transportation needs but to identify barriers that you may have or anticipate when recruiting new talent.



# Public Transit Toolkit

The goal of this Public Transit Toolkit is to serve as a guide to the transportation options available currently in NEPA.

Its purpose is to help the reader understand how to utilize mass transit—from where to purchase bus passes, how to read a bus map, and how to locate bus stops through-out the region—in addition to providing useful information on alternative, perhaps more unconventional, transportation options.



*Because Every Life Has a Destination*

## **A Public Transit Toolkit for NEPA Employers**



**Fall 2018**



# Developed a Workforce Transportation Survey

- Survey developed from Workforce event in partnership with The Institute for Public Policy and Economic Development
- Developed and distributed separate transportation surveys to each human resource professionals and businesses in region through a partnership with Northeast PA Industrial Resource Center
- The goal is to better understanding employee transportation needs and to identify individualized barriers that businesses anticipate when recruiting new talent such as current transportation mode, work schedule and commute time.
- Surveys are distributed through a personalized link customized to each business that participates and contains 12-15 questions



FEDERAL RESERVE BANK OF PHILADELPHIA



ECONOMIC  
GROWTH &  
MOBILITY  
PROJECT

# Accessing Economic Opportunity

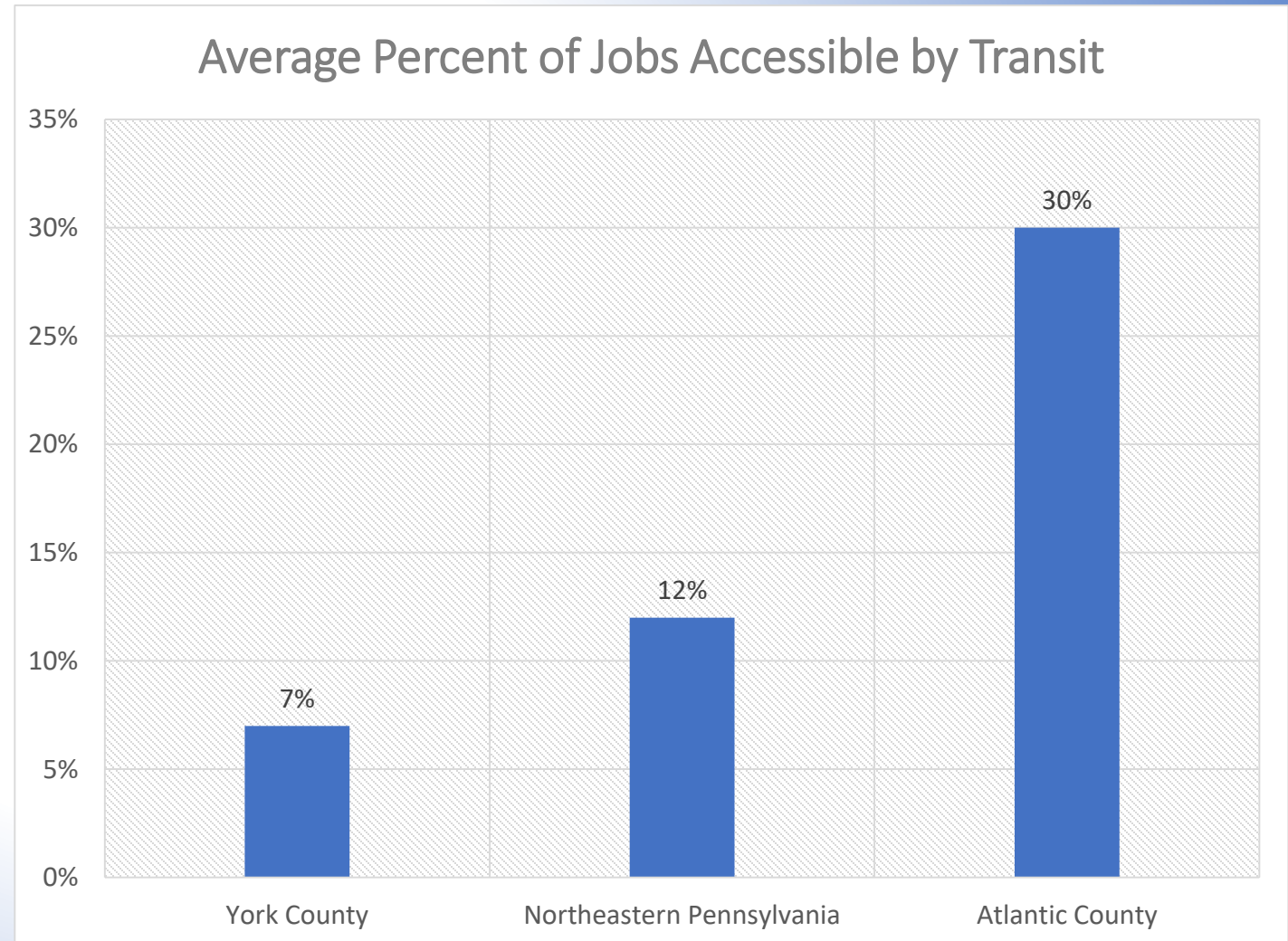
Public Transit, Job Access, and  
Equitable Economic Development In Three Medium-Sized Regions

Kyle DeMaris and Alvaro Sanchez\*

DECEMBER 2018

# Accessing Economic Opportunity

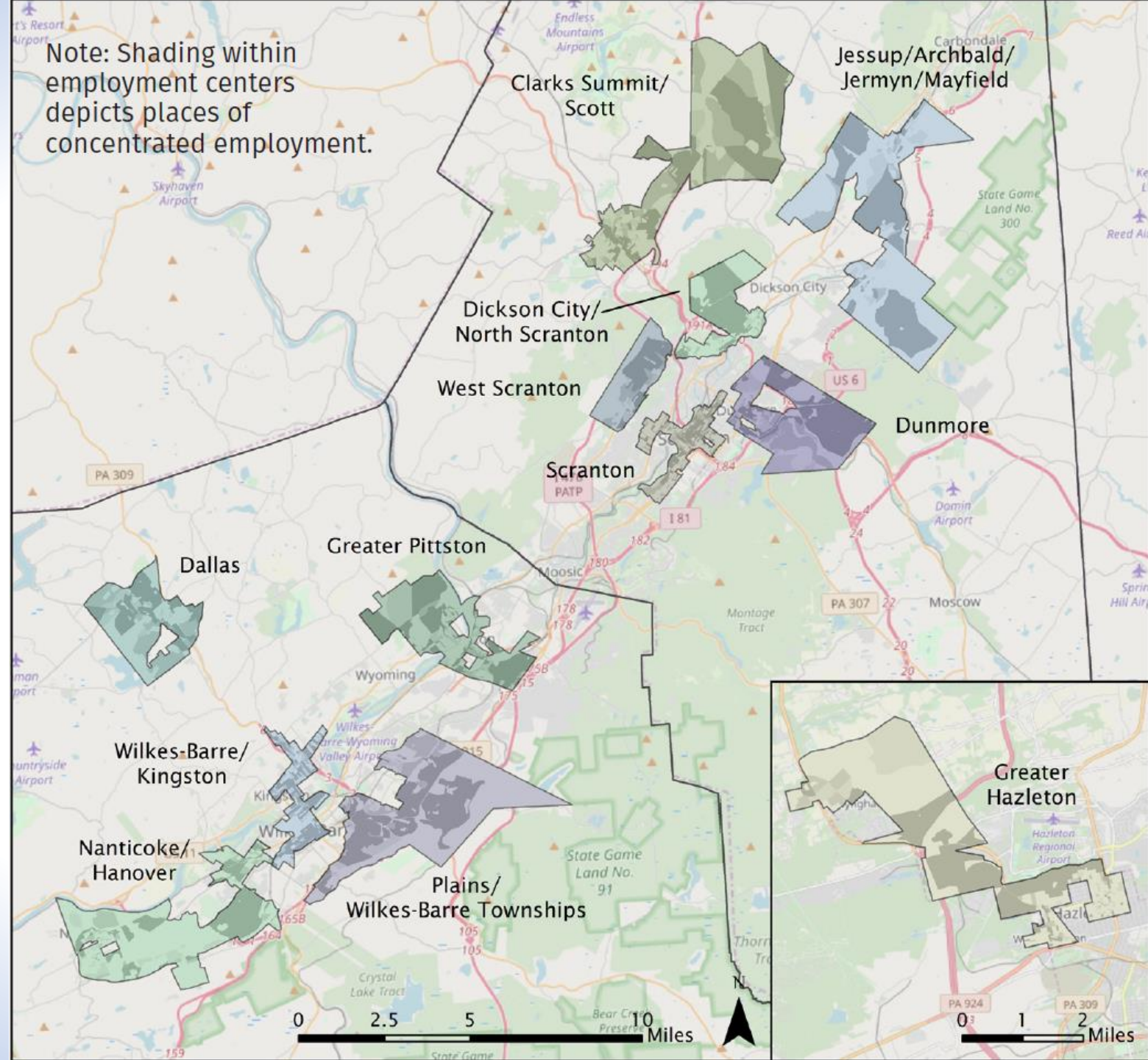
- How do access to transit and access to jobs vary across medium-sized regions in the Mid-Atlantic?
- Where are jobs concentrated within each region?
- How accessible are employment centers to their region's labor force?





# Access to Talent: Employment Center Accessibility

- The largest employment centers are not always the centers most accessible by prime-age residents and residents of LMI neighborhoods.
- **6% of prime-age residents can access Plains/Wilkes-Barre Townships.**
- **About 30% of prime-age residents can access each Scranton and Wilkes-Barre/Kingston.**
- **17% of prime-age residents can access Greater Pittston.**
- Employment center access by residents in LMI neighborhoods is generally greater than access by prime-age residents.

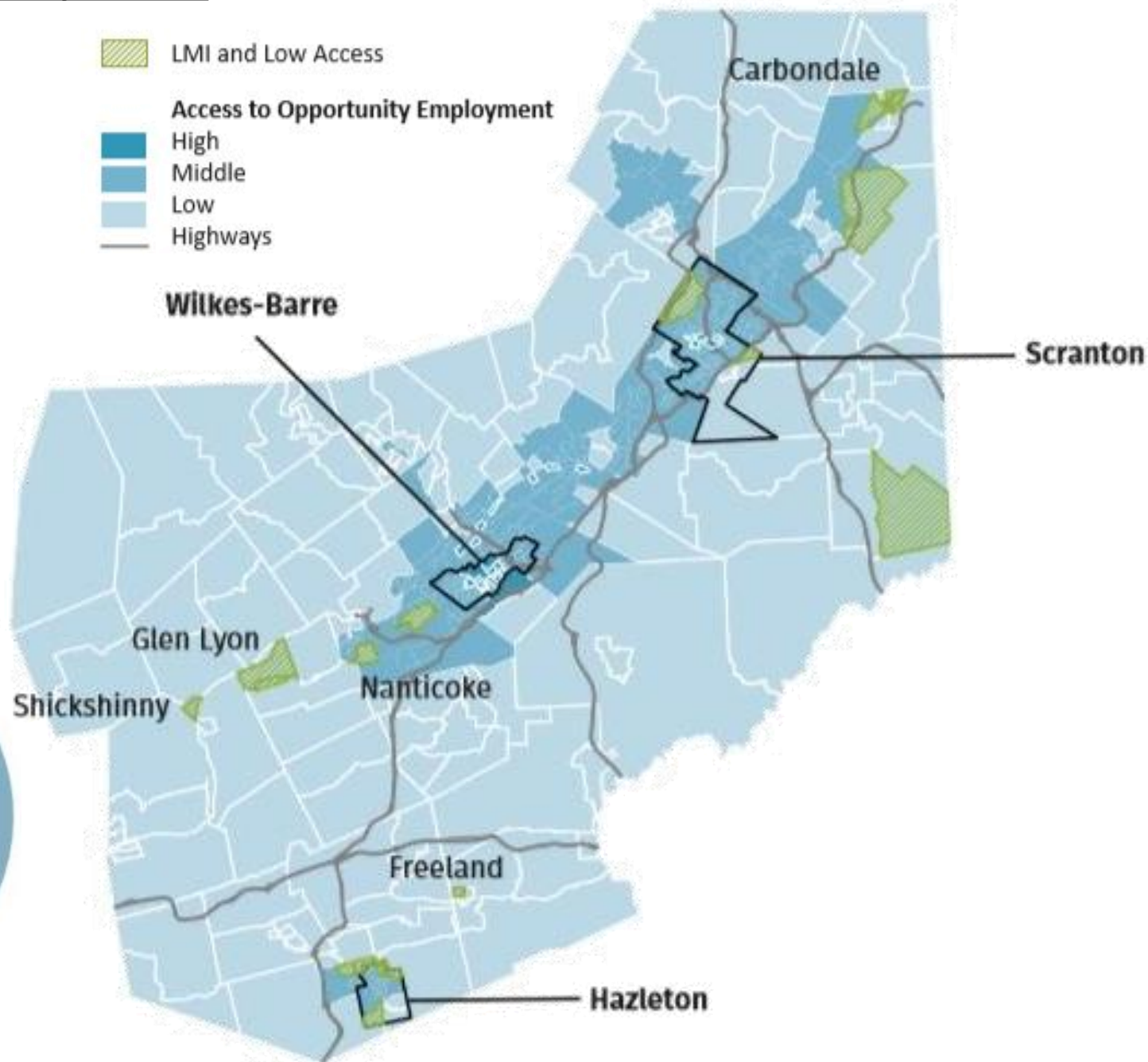
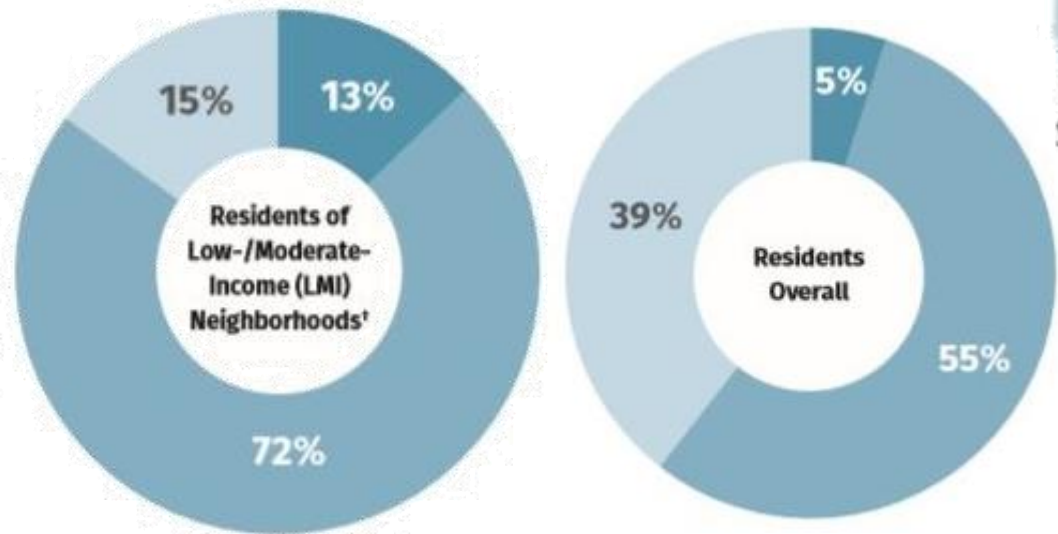




# Current Access to Opportunity Employment

*Jobs that do not require a four-year college degree and pay above the national annual median wage, once adjusted for local differences in price levels.*

- ~The average resident can access 12 percent of opportunity employment within a 60-minute weekday morning commute
- ~39 percent of residents overall have low access to opportunity employment, 55 percent have middle access, and 5 percent have high access.
- ~10 % of residents with low access live in LMI neighborhoods



# Workforce 2019 GOALS



# Industrial Park Support Development

Facilitate and organize industrial parks and park associations, with the goals of better understanding businesses needs and facilitating relationships between park owners and tenants in order to work towards solutions.

Utilizing NEPA MOVES previously developed tools:  
**GIS MAPPING & WORKFORCE TRANSPORTATION SURVEY**

Regional Industrial Parks  
have greater than expected  
job density and at least  
3,000 jobs

53% of employment is  
located in 12 Regional  
Industrial parks

The 5 largest employment  
centers are accessible by less  
than 30 % of primes age  
residents (25-45 yr. old)

# GIS Mapping Expansion

With over 19,000 households in Northeastern Pennsylvania not having a car and reporting that work is the most difficult location for them to access and residents only able to access only 14% of total employment opportunities using public transportation, seek to:

- Facilitate engagement and build relationships with public transit agencies and private/public sector partnerships through the utilization of the mapping tool.
- In partnership with NEPA Alliance, GIS mapping features and services are being developed that will provide relevant data to employers particularly in the industrial parks in the region
- End goal is to identify service gaps that exist and to develop partnerships, collaborative pilots, and last-mile solutions that will bring job opportunities to more in the community.

# Private/Public Partnership Developments

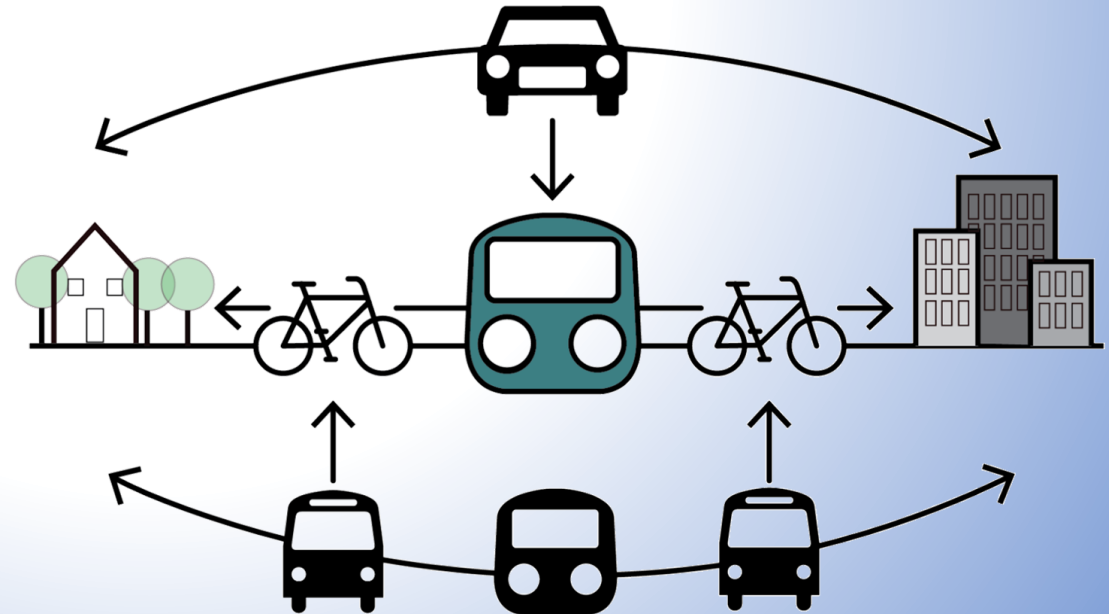
- Through partnerships with local business park owners and various transportation providers, programs and employer-supported transportation incentive programs will be developed through buy-in from local businesses.
- Partner development is already under way with Martz Transportation, Enterprise Commuter Services and Valley Distribution in Pittston.
- The creation of a template program for such a program that can be replicated over various sectors and areas of our region



# Community & Transit Oriented Development

- Subcommittee will strive to develop, identify, and maintain seamless partnerships with community partners, such as Residential and Business Developers, and various community advocacy groups.
- Facilitating better and intentional integration of mass transit, pedestrian and bike transportation options into local communities.

Only 50% of Public Housing communities have direct access to a bus stop



# Development of a Strategic Planning

NEPA Moves will work with subcommittees to develop a strategic plan for the next two to three year period to direct goals and priorities, building on previously identified strategies:

<b>Influence</b>	Engage more stakeholders and expand support for the Council's regional vision and goal.
<b>Build</b>	Promote and support efforts to develop an alternative transportation model that has worked in a region similar to NEPA.
<b>Collaborate</b>	Work closely with and support ongoing efforts of NEPA's transit authorities to make existing and future multi-modal transportation options even more equitable.

# 2019 NEPA Moves Quarterly Meetings

General council meetings provide council members and interested community members with an opportunity for networking, updates on the work of subcommittees, and presentations on relevant topics.

**Wednesday, June 5, 2019: 8:30 a.m. to 10:00 a.m.**  
at WVIA (*100 WVIA Way, Pittston*)

**Wednesday, September 25, 2019: 8:30 a.m. to 10:00 a.m. @ Benco Dental**

**Wednesday, December 4, 2019: 8:30 a.m. to 10:00 a.m. @ WVIA**

For questions, assistance with facilitating meetings, or managing projects,  
please contact NEPA Moves Transportation Coordinator  
Vivian Williams at [VW@safdn.org](mailto:VW@safdn.org)