Understanding Workforce Solutions Staff Perspectives on Transportation Barriers to Employment for Program Participants

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RAMSEY COUNTY

Resilient Communities Project
UNIVERSITY OF MINNESOTA
Building community-university partnerships for sustainability

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The contents of this report represent the views of the authors, and do not necessarily reflect those of RCP, CURA, the Regents of the University of Minnesota, or Ramsey County.

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ABSTRACT

The focus of this project is to understand the perspectives of Workforce Solutions staff and participants regarding transit barriers to employment opportunities. This project was produced with the guidance of Professor Rosemarie Park of the University of Minnesota Twin Cities, Mike Greco, Resilient Community Projects Director, and Max Holdhusen, Senior Policy Analyst in the Policy and Planning Department of Ramsey County. This paper is intended to be an integrated report that includes a summary of the review of literature, case study analysis and research, as well as a summary of the interviews with Workforce Solutions staff, in order to provide recommendations.

FOCUS GROUP ANALYSIS

By Brianna Beier

Living anywhere in the United States without reliable transportation is a hindrance. The ability to move through the world with ease is often reserved for those that can afford to live in areas with frequent public transit, or better yet, a dependable vehicle. In the state of Minnesota, the Twin Cities' public transit system has been applauded for its innovation and ranks among the top 25 municipalities for performance in the United States (Rankings, 2019) but even the best of transit systems have flaws. Reliable transportation is a pressing barrier for many Ramsey County residents working with the Workforce Solutions program.

Ramsey County is a densely populated county in Minnesota and is home to the state's capital city of St. Paul. Ramsey County Workforce Solutions (WFS) is a community resource on a mission "to strengthen the economic success of the community through personalized and effective workforce development" (Workforce Solutions, 2019). The staff work with employers and job seekers to help connect each group to opportunities. The services provided by the WFS staff include, but are not limited to: career coaching and development, occupational skills training, basic skill development, job placement, and support services. WFS participants come from all different backgrounds and levels of experience, but one common thread that connects them all is their desire to improve their situation.

Our goal is to gain an understanding of the current barriers to transportation WFS participants are facing and what innovative solutions WFS staff would endorse to remove those barriers. To begin, the project's objectives must be explained. In the original scope of work, the goal was to conduct group interviews with WFS staff and participants to better understand their perspectives on transportation barriers specifically for WFS participants in the pursuit of stable

employment. Included with this would be a literature and case study research to inform the analysis and concluding recommendations. As the work progressed, due to unfortunate circumstances, participant interviews were not able to be conducted. Due to this, the work presented is without this vital information, therefore, we ask that any recommendations offered be scrutinized for possible negative outcomes for participants.

Moving forward, our goal was to gain as much understanding of the barriers affecting WFS participants in accessing employment and career opportunities by interviewing WFS staff members. In the 2018 fall semester, research was conducted to identify possible applicable case studies related to the issue of removing transportation barriers to job seekers. Further research was conducted to explore how spatial mismatch affects low-income households. In summary, this research shows that residential areas are still affected by historical segregation. Low-income families have limited options for living arrangements, which can contribute to a lack of education, lack of employment opportunities, and therefore, lack of equality, because of the disparity in mobility from neighborhood to neighborhood.

In an essay published by the Urban Institute in 2016, *What if Cities Combined Car-Based Solutions with Transit to Improve Access to Opportunity?*, the authors say what many American families already know to be true - "For people who work multiple jobs or overnight shifts in these communities, and for those - mainly women - who have to balance work, child care, and elder care, mass transit almost never works." (Pendall et al., 2016, p. 1). To combat the obstacles facing many job-seekers, this essay proposes regional coalitions that would work with stakeholders to align car-based and public transit solutions to assist low-income households in getting to work and school. (Pendall et al., 2016, p. 3). This essay supports many of the claims made by WFS staff during the facilitated focus groups.

The focus groups were conducted on March 14th, 2019 and March 21st, 2019. In total, sixteen employees were interviewed. The majority were employment guidance counselors, but other roles included case aid and employer relations. The questions prepared for the focus groups were intended to inspire dialogue between participants. These questions focused on each participant's individual experience in working with job seekers. A complete list of the questions can be found in the appendix, however, the most beneficial answers came from the conversation around the following questions: *Given your experience, what do you see as the major barriers for workers accessing employment opportunities? Where do workers experiencing barriers live? Where are the inaccessible jobs? What possible solutions could help to reduce barriers?*

The first question was asked and around the room, there was a resounding response of "transportation". The focus group participants all agreed that one of their first questions for job-seekers inquires of their mobility. One focus group participant said transportation, "will completely dictate the [job seeker's] choices." On the other side of the same coin, a different participant said, "The first question we ask employers is - are you on the bus line? How accessible are you?" It is clear that transportation is the highest priority for job placement.

These questions led to discussions of obstacles WFS participants are facing beyond access to transit, cars, and employment opportunities. Focus group participants cited that many job seekers look for work they are interested or comfortable in as well as work they are qualified for. Often times, this work is in fast food or retail. Unfortunately, these jobs often cannot provide stable schedules, health insurance, benefits, advancement opportunities, full time hours, or a living wage. This leads many job seekers to consider opportunities farther away, outside the urban core.

Often times, jobs in factories or warehouses can provide more consistent schedules, higher wages, and more benefits such as health insurance and 401K options. These job sites are usually outside of cities. A common example in the Twin Cities area is a fairly new Amazon fulfillment center in Shakopee, Minnesota. This center is roughly 30 miles away from Ramsey County. According to Google Maps, to drive from St. Paul City Hall on a typical Monday, it would take an estimated 35 to 40 minutes. A long commute even without traffic, taking public transit only gets worse. According to Google Maps, to take public transit from St. Paul City Hall on a typical Monday, the commute can take anywhere from one hour and fifty minutes to two hours and twenty minutes. These estimates do not factor traffic into their estimated times.

In the focus group interviews, it became clear that these employment opportunities are not accessible, especially for parents. One participant explained what they, personally, felt needed to happen for more companies in the suburbs to obtain the staff they need. "I think pulling people from the urban areas into the suburbs require of the employers a lot. One, training for sustainable jobs for these people, and when I say sustainable - no, not twelve or thirteen bucks an hour. I'm sorry, you can't live on that. They also have to provide daycare on site. They also should have transportation of some sort. Because what do they get in return by having that? A stable workforce."

The majority of the opinions shared in the focus groups were met with nods by the rest of the group. "Minneapolis area has way more bus routes. West metro has way better bus routes than we do in the east metro." This comment was met with general agreement. Another participant added to this sentiment, saying, "Everything is all south and west Minneapolis. All the transportation modes, all the light rail, everything is gonna head down toward the airport. Nothing ever happens in this north-end of town. Never… I'm talking about public transportation,

like the light rail. Why not get some things over here? There are plenty of employers that go out this way." Further, the sentiment that businesses would be drawn to the north-end if there were more transportation options was discussed.

One participant shared knowledge of the legislative process when planning transportation bills. "One thing too, is that legislatively...the investment has never really been there. I think we try to resolve, you know, if we have a transportation bill, we don't really think about these pieces and incorporate those into transportation bills. Some of these ideas that cost money but they also resolve the larger piece. The return on investment is very pro-business. This is almost more business than job-seeker when you look at it." This conversation introduced a discussion on how businesses benefit from better transportation.

Some solutions that the focus group liked were options that involved creating partnerships with employers, social services, and ride-share companies, such as Uber and Lyft, to provide transportation for employees. Another solution branching off this previous idea builds partnerships between multiple small businesses to offer financial support for each other as well as their employees. If businesses located in a common area could combine their resources and work with support services to organize transit or car pool options, this could greatly benefit each business in filling needed roles and the overall small business economy.

Based on the focus group interviews conducted with WFS staff and the research conducted, our team has formed three recommendations. The first is to interview WFS participants to hear their stories and understand what transportation barriers they face in their day-to-day life. It is our belief that the issues cannot be fully addressed until the issues are fully understood. The county has more opportunity to get feedback from WFS participants. If scheduling and conducting interviews proves difficult, as it did for our team, we suggest

providing surveys to be distributed to participants at every possible opportunity. Surveys give participants a chance to speak to specific experiences in their own lives in a space that allows them time to think through their responses.

Our second recommendation is for Workforce Solutions to encourage and facilitate partnerships between businesses, taking the airport transportation example as a model. Multiple businesses at the Minneapolis-St. Paul airport created a partnership to offer transportation for opening shift employees. The system works similarly to Metro-mobility. A vehicle picks up employees from their homes and car pools them to the airport during times of infrequent public transit routes. This program supports employers in maintaining a stable workforce and removes transportation barriers for employees. More partnerships such as this could benefit multiple companies and affect positive change in the lives of employees.

Our third and final recommendation comes from the previously cited essay *What if Cities Combined Car-Based Solutions with Transit to Improve Access to Opportunity?*, "For the poor, evidence shows car access improves employment, wages and earnings, and access to safe neighborhoods with good schools and environmental quality." (Pendall et al., 2016, p. 2). Ramsey County could invest in more car-sharing and ride-sharing options for WFS participants. Looking to Los Angeles for their program, funded by California's greenhouse cap-and-trade revenues, the city has placed "100 electric and hybrid vehicles in low-income neighborhoods, with a goal of serving 7,000 households and taking 1,000 gas-powered vehicles off the street." (Pendall et al., 2016, p. 5).

One place to start may be an expansion for the non-profit car-sharing organization, HOURCAR. This organization works to supplement the Twin Cities' transportation needs. It blends with metro-transit to offer solutions for those without vehicles, however, their hubs are

disproportionately located in Minneapolis. Working with this organization could place these cars closer to low-income Ramsey County residents to assist them with dropping their children off at daycare or picking up groceries, allowing them more options. "Affordable and reliable car access dampens the negative effects of geographic isolation for households who live in high-poverty neighborhoods, because cars allow them to reach more employment and educational opportunities." (Pendall et al., 2016, p. 6).

One form of support for these type of car-sharing organizations is an investment into programs that assist participants in getting their driver's license, either for the first time or after a suspension. Offering behind-the-wheel training could open transportation and employment opportunities for WFS participants. The focus group supported this idea by speaking for their clients, especially women, who have young children and would greatly benefit from car-sharing programs. Supporting WFS participants in minimizing the obstacles they face to work towards stable careers will allow more opportunities for their families and end the cycle of poverty Ramsey County residents are enduring.

In conclusion, the WFS staff are a passionate group of people who want their communities to succeed and are excited for more resources to offer their clients. Ramsey County has the unique ability to learn from case studies and grow the transit options with this knowledge. Bus lines and light rails take a long time to plan and build, but focusing on long-term solutions will provide more for residents. In the meantime, looking to current trends in ride-share services and car-sharing, partnerships with businesses, and focusing on high-poverty areas that *rely* on public transit will help bridge the gap.

LITERATURE REVIEW AND CASE STUDIES

By Yujie Hou

Ramsey County is now facing a low employment problem among poor families and individuals, and especially among minority groups. One of the most important problems is a spatial mismatch between housing and jobs. In this section, we review the theoretical research related to spatial mismatch to better understand the context for the problem in Ramsey County.

Spatial mismatch theory suggests that low-income residents live far from available jobs, and employers can't find people to fill open positions. This term was first applied by John Kain in 1968 in his article *Housing Segregation, Negro Employment, and Metropolitan Decentralization* published in The Quarterly Journal of Economics. In this article, he tried to investigate the relationship between metropolitan housing market segregation and the distribution and level of non-white employment by analyzing the Afro-American group in Chicago and Detroit area. His research firstly analyzed and affirmed the serious segregation problem in the Chicago housing market. And then he pointed out four reasons that housing market segregation may affect the distribution and level of African American* employment as follows:

1. The distance to and difficulty of reaching certain jobs from Negro residence areas may impose costs on African Americans* high enough to discourage them from seeking employment there;

2. African Americans may have less information about and less opportunity to learn about jobs distant from their place of residence or those of their friends;

3. Employers located outside the ghetto may discriminate against African Americans* out of real or imagined fears of retaliation from white customers for "bringing African Americans* into all-white residential areas," or they may feel little pressure not to discriminate;

4. Employers in or near the ghetto may discriminate in favor of African Americans* (Kain, 1968).

Over the next 30 years, several economists and sociologists have shown interest in Kain's topic of spatial mismatch. They conducted in-depth empirical research based on the theories and models of different academic fields, different experience of researchers, and the selection of different metropolitan areas. There is some controversy between studies, mainly focusing on whether space or race leads to high unemployment in the minority group. Based on a review of several typical studies, Kain pointed out in his later article that "(It) is not whether black households are segregated, but whether housing market discrimination confines them to a narrow and spatially concentrated segment of the metropolitan-area housing market" (Kain, 1992).

Most experts believed housing market segregation affects the distribution of employment of people of color. And in turn, the minority groups will lack chances of housing, schooling, and employment and have a lower income to purchase a good house in safe neighborhoods in the end. And therefore, they have to move to the ghettos and continue the vicious circle. Over time, non-white people will typically have less skill and less education than whites, and then an unequal spatial distribution of skill requirements might lead to the high unemployment rate of non-white labors if the average skill level requirement of jobs increased with distance from the ghetto. In addition, it seems possible that the suburbanization of metropolitan areas,

accompanied by no reduction and perhaps even an increase in housing market segregation, may have placed the non-white job seeker in an even more unpredictable position.

Besides, these studies offered some future research opinions and policy change recommendations, which can be roughly divided into three major categories includes housing, employment, and schooling. The basic reason for the spatial mismatch is the housing problem. As it is a historical problem and may cost a lot of time and budget to deal with it, a better solution would be diverting attention to schooling and employment problems. The direct cause of lacking job is lacking skills, government, industry, and institutions of education can offer targeted training for the minority groups to increase their professional skills in short terms based on the job requirement. This process will need cooperation and negotiation among multiple parties in society.

Overall, to solve the unemployment problem related to spatial mismatch, policymakers should consider historical housing problems, and seek fundamental educational and direct employment solutions in both the short and long term.

CASE STUDIES

In this section, we review several cases in the United States and discuss barriers, solutions, and lessons learned. We will first discuss the relevant variables extended by the spatial mismatch and how they can be used to describe the low employment rate of low-income people in metropolitan areas. In different cases, similar performance often has different incentives and components. This part of the analysis is to prepare for the following case study to seek more similar and relevant comparison cases for RCP.
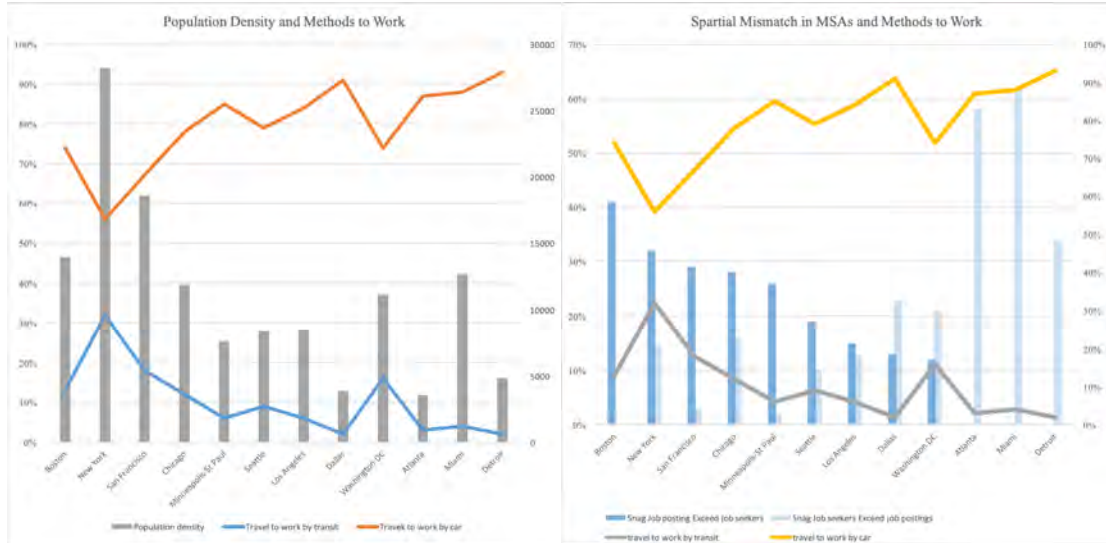
Data

Since similar appearance may be caused by different reasons and relate to different barriers and solutions, we want to define the cases by selected data sets. In this paper, we roughly selected three data sets for comparison of 16 MSAs. Such a choice does not cover all of the MSAs and does not accurately describe these areas. Our choice does not mean that other cities and reference data are not important. On the contrary, many data are very important for depicting urban portraits, such as the city's diversity level, the government's debt ratio, level of local bus service, the city's regional GDP, etc. These data can help to target similar cities that are more similar to our case. But our research does not require very precise target images. This screening is only a rough selection of cities with similar points for the following study. These larger cities are selected because these cities have been developing earlier, and has more research on the spatial mismatch and policy changes, which is more learnable. The three datasets are spatial mismatch data for the United States Metropolitan Statistical Areas (MSAs), commuting transit rates by methods, and population density.

The spatial mismatch involves two subjects. One is the employees who cannot get the workers, and the other is the potential employees who cannot find a job. Snag data provides us with a unique view of the workforce with the spatial mismatch data for the United States MSAs. Snag.com is the largest hour-work online market in the United States. The data set captures a large number of low-wage job seekers in sixteen MSAs. These jobs are primarily full-time, low-income jobs, including restaurant, retail, customer service positions, and more. This data set consists of two data. One is zip codes where Snag job postings far exceed job seekers, and the other is Zip codes where Snag job seekers far exceed job postings. If the share of zip codes within each MSA that are in the bottom quintile of job seekers minus job postings that are within

6.3 miles of that zip code's population-weighted centroid, job seekers exceed job postings. If the share of zip codes within each MSA that are in the top quintile of job seekers minus job postings that are within 6.3 miles of that zip code's population-weighted centroid, job postings exceed job seekers. The researchers put these two data together to describe each MSA (Stacy, Meixell, and Lei, 2019). The researchers put these two data together to describe each MSA. By comparing the data, we can clearly see two different regions. One is the area of Snag job postings far exceed job seekers represented by New York, San Francisco, Chicago, Seattle, and Minneapolis. Another is the area of Snag job seekers far exceed job postings represented by Dallas and Washington DC.

The second data is the different transportation usage rates during commuting. This includes a lot of commuting methods. In addition to the two main methods we choose, public transportation and car, there are other modes of transportation such as bicycles and walking. But these do not account for a large proportion of commuting methods in these 16 cities, so we ignore this part here. Here, we combine bus and light rail in public transportation and combine the carpool, individual drive, and taxis in the car part. By comparison, we find that cities with higher bus usage rates generally use the car at a lower rate than other cities, and vice versa.

Population density influences both travel methods and land usage. "Density is a basic parameter that should be given careful consideration in urban transportation analyses" (Levinson and Wynn, 1963)

Based on the above three relevant data, we have made a rough comparison of the areas including Minneapolis-St Paul (MSP) MSA area. We found that the job posting problem in MSP MSA area is more serious than job seekers, the utilization rate of public transportation commuting is relatively low, and the population density is low in the 16 MSAs we picked. Based on a comprehensive comparison, we found that the most relevant cities are Seattle, Los Angeles, Chicago, and San Francisco. In the following part, we will discuss the barriers and solutions in these cities.

Case Study

Improvements in public transport have long been an important way to alleviate spatial mismatch and thereby improve the employment environment. A diversified and convenient public transportation system can take care of the commuting and information acquisition of urban residents in many aspects. A good public transport system requires complete transportation routes, mutual compensation, and long-term maintenance. The bus concept in some cities is good, but customer feedback is not as good, like Los Angeles. Los Angeles has a comprehensive public transportation network, including subways, light-rail, buses, and shuttles to nearly every

corner of the Greater Los Angeles area. The department, Los Angeles Tourism & Convention Board, is committed to establishing Car Free L.A. However, due to the large gap between the rich and the poor, the diversity of ethnic groups, the maintenance of public transportation is very difficult for the government. For example, the tramp problem, especially on light rails and buses, is difficult to solve. This has also led many office workers to abandon the light rail and choose to drive to work and make the frequent job-hop of the bus drivers. This is also related to the famous traffic jam at the peak of the Los Angeles commute.

In addition to transportation, there are other ways to alleviate the employment pressure of low-income people. From a macro perspective, regional industrial upgrading is an opportunity to solve the employment problem. This requires the government to encourage innovation, entrepreneurship, and provide guidance and support for industrial development. This seems to be a game for high-level talent, but it is actually related to the employment rate of low-income and low-educated labors. In other words, Educated labor's game requires a lot of unskilled labor to provide basic support in some areas.

The business climate of entrepreneurship and learning will have a positive impact on the local labor market. Under the background of economic globalization, industrial transfer and talent flow have brought opportunities and challenges to the industrial development of cities. In the long run, "All jobs are local" (Glaeser and Hausman, 2019). Global trading generates strong incentives to reduce variable labor costs with fixed capital costs, and so the remaining demand for unskilled labor will come from the service sector. In the process, the talent level will be more clear. While attracting high-level talents from outside, local talents will also voluntarily invest in jobs that require higher skills to meet market needs and personal pursuits. Employees whose education level is higher than their job requirements can have better development opportunities.

The matching of positions and talents will increase. And some jobs that do not require high education levels will be vacated. As a result, unskilled labors can get more job opportunities.

Although its intention is not to improve employment, Silicon Valley is a case worth learning. Relying on the background of colleges and universities and the economic situation in California, the innovation and entrepreneurship in the field of Internet and artificial intelligence that began in the 1970s brought infinite vitality. The development of the industry brings not only the improvement of financial data but also the improvement of the talent market and the stability of the city. But what is interesting is that the development of manufacturing is often accompanied by the unemployment of this low-skilled labor force. Several obvious industrial transformations in American history have accompanied the increase in the unemployment rate of this low-level workforce. At the same time, the transfer and dispersion of high-tech industries tend to have cities that universities rely on, and do not need too much foundation for low-education manpower. From this point of view, the feasibility of this approach remains to be tested. A better idea of the direction is to develop high-end services.

Another interesting part is immigration. Immigrants, especially policy immigrants, are mostly poor in our case. The immigration policy for low-skilled labor has now tightened. However, there are still many basic service jobs that have been illegally occupied by some immigrants. This is especially common in Asian and African restaurants. Many visitors hired some F1 students or F2 relatives to work illegally in order to evade taxes or reduce expenses. In fact, these workers are not guaranteed by the law, and such acts also undermine the social rules of the government. It is important to strengthen supervision and provide legal education for these immigrants with working needs. Cooperation with social institutions or educational institutions can be very helpful. For example, cooperate with the school's legal aid center to conduct a

general law lecture on the employment of international students, or cooperate with some local minority organizations to provide a common language communication. Severing illegal low-income jobs from the root can better maintain social order and provide job seekers with a better employment environment and jobs.

In addition to legal education, technical education is also very important. Targeted education will bring the most direct and effective competitiveness to the unemployed. Considering the comparison data of job seeker and employer problem mentioned in the previous section, the ability of job seekers to obtain information and the technical ability to meet the requirements of employer needs to be improved. Free training courses can help them acquire certain skills and improve their social awareness in the short term. This requires close ties and cooperation between the government and various companies.

Overall, the solution to the problem needs to implement in many aspects. It is important not only to start with direct visibility of traffic and training but also to take into account the overall structure of the labor market. On the other hand, short-term construction and long-term maintenance are equally important. The experience of other cities can be used for reference, but it is not necessarily suitable for the Twin Cities.

Limitations

The limitations of this paper mainly come from three parts. First, the articles reviewed in the theory part are relatively old, and may not take into account the effects of the popularity of computers and the Internet. The second is the choice of data and cities. In addition to the incompleteness of the data selection mentioned above, it also includes possible inaccuracies in the data. Given the differences in the composition of low-income people in different regions, as

well as non-native immigrants in low-income population, and those who do not use electronic

products, Snag data does not accurately cover all low-income people. Third, there is a lack of

research in other areas. Since we hope to locate similar cases more accurately and make the

research more meaningful, we have ignored the cases of other cultural backgrounds, such as the

highly urbanized East Asia and Europe. These cities may use other methods, but the differences

in various properties lead to uncertainty in the study. However, we recommend that follow-up

research cover this section to get different ideas.

Conclusion

Overall, this paper reviewed the academic research papers and real cases of US metropolitan

areas (MSA). We indicated the effects of spatial mismatch on the unemployment of low-income

families and individuals. Based on academic research we gave suggestions on future research

fields and possible implementations on long-term historical housing problem, fundamental

education and direct employment solutions in short-run. We suggest to identify the nature and

problems first and then focus on both surface and internal problems, including transportation,

economic and industrial development, education, and compounded methods to deal with the

barriers. We picked Seattle, Los Angeles, Chicago, and San Francisco areas as our four main

cases to study. With the review of their specific implementations and development process, we

summarized four possible implementations and strategy that Ramsey County can learn, including

transportation, industrial strategy development, legal education, and technique education. We

suggest the county government make a clear short and long-term strategy of industrial

development by communicating with the upper government and cooperating with other counties

in and around twin cities, and out of the state as well. A national level center on one specific

industry, such as medical care and biochemistry, can be considered. We believe the improvement

of the local industry can clarify the labor market and make employment system more efficient,

effective and reasonable. With this change, the local low-educated labors have more chances in

the local market, especially on the service for the main industry. Education can help the

unemployed labors have clearer cognition of their matching positions and become more

competitive in their fields. Meanwhile, transportation is always important in all cases. It

definitely helps but needs to be continuously maintained. And the government has to pay

attention to the potential social problems related to the transportation building.

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APPENDIX
Focus Group Questions

a. What is your name and what is your job title? How long have you been in your role?

b. Given your experience, what do you see as the major barriers for workers accessing employment opportunities?

c. From your experience, where do workers experiencing barriers live?

d. What do you feel have been the most successful strategies for removing transportation barriers?

e. What, if any changes, would you like to see?

f. How do you feel about the following:

   i. Employers should work to reduce barriers to transportation.

   ii. Social welfare agencies should work to reduce barriers to transportation.

   iii. A cooperation with municipality and local transit companies should work to reduce barriers to transportation.

   iv. Local and State Government should work to reduce barriers to transportation.

g. What would these above options look like?

h. Is there anything else you would like to add?

APPENDIX
Case Studies

Addressing Transport Barriers to Work in Low Income Neighborhoods

Presentation by Linyu Zhang
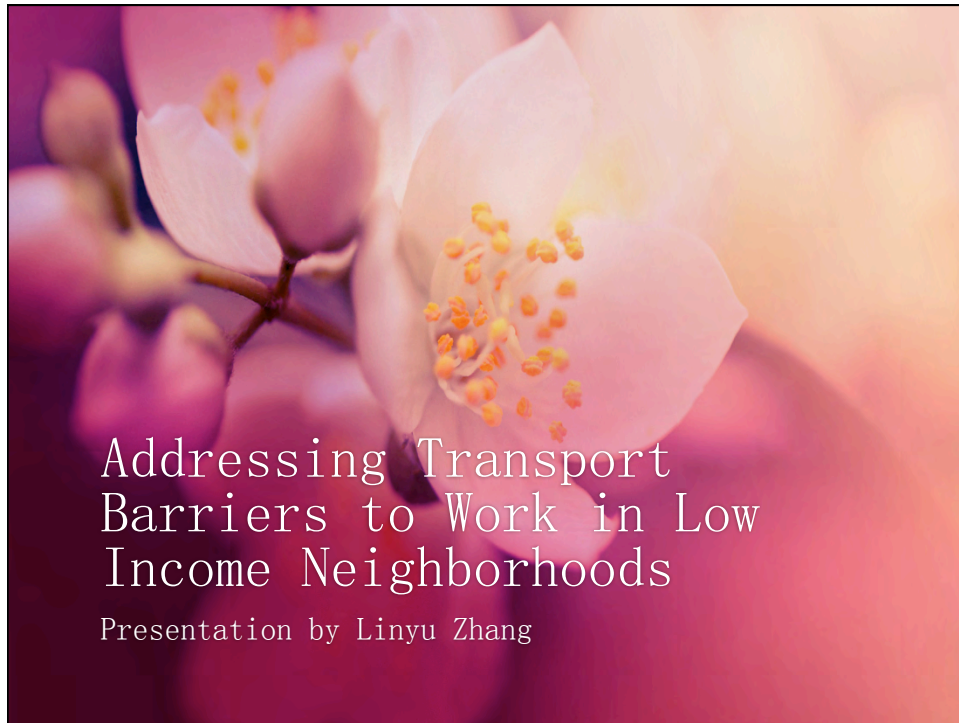
Difficulties in the Transport System

- Limitations in the provision of transport services

- Resource constraints on using transport

- Travel times and their interaction with care responsibilities

Spatial mismatch

- One interesting element of the spatial mismatch thesis is that it proposes that the geographical distribution of jobs not only shapes individual job search behavior but also the propensity of employers to hire.

Perceptual barriers

- **Perceptual barriers often revolve around fear**.

- **perceptual barriers vary across social groups or by past individual experiences**.

Policy interventions

- Transport-related initiatives

Provision of new transport links

Direct provision of private transport

Promotion of more efficient vehicle usage

Housing associations and transport initiatives

- Employment- and job search-related interventions

- Land use planning and the designation of land for employment-related uses adjacent to low income neighborhoods

- Facilitation of residential mobility

HOPE VI programme

- Overcoming perceptual barriers to using transport

Case Study: San Francisco Bay Area

Yujie Hou

Outline

Needs Assessment

Implementation

Suggestion

2

Needs Assessment

Why the poors live in city?

The urbanization of poverty comes mainly from better access to public transportation in central cities. (Glaeser, Kahn, & Rappaport, 2008)

Analysis of clients of SF Bay Area.

1. Employment location
2. Residential location
3. Housing type
4. Automobile ownership
5. Mode to work
6. Frequency
7. Destination
8. Time of day
9. Route

3

Implementation

Multiple System

San Francisco's network of fuel-efficient Muni buses, light rail Metro trains, historic streetcars and iconic cable cars covers all corners of the city.

Yes, current + special time/special routes

Bike

SFMTA is keeping up with the biking demand by building dedicated bike lanes, supporting bike culture and making streets safer and more comfortable for everyone.

Yes for summer, but think of Minnesota's winter… Not a solution.

Taxi

The SFMTA works to promote a vibrant taxi industry through intelligent regulation, enforcement and partnership with the industry. The city's fleet of licensed cabs exceed clean-air vehicle standards.

Yes, subsidy of carpool and uber. But safety is one challenge.

4

Suggestions

1. Audience Research

2. Maintenance on heating system

3. Arrive on time

4. Multi-transportation by Government and Employers

5. Establish Centralized Industrial Park

6. Completing surrounding facilities

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Thanks!

Any questions?

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Possible Solution

Wheels to Work (W2W) schemes
"Kickstar"   "JumpStart"   "Wheels to Learning"
"Deals on Wheels"

Provide a personal mode of transport to an individual

Provide car maintenance courses

Provide personalized travel planner

Table 1: Summary of Wheels to Work schemes currently in operation in England

	Scheme name	Start up date	Lead organisation	Age for eligibility	Referral agencies	Target group				Transport solution offered							Moped loan - elements								
						Training	Employment	Education - post 16	Other	Moped loan	Bicycle loan	Power-assisted bike loan	Subsidised driving lessons	Motor repair grants	Grant / p-use scheme	Car share	Other	No. of mopeds in scheme	Moped model	CBT	Safety clothing	Gloves	Helmet	Other	Cost of moped to client	Loan length
EAST OF ENGLAND																										
Suffolk	Kickstart Suffolk	Spring 2000	SURRL ACRE	16-24 yrs	Various incl. Jobcentre Plus, LSC, training agencies etc.	●	●			●								16	Piaggio Gilera	●			●		£5/week	6 months
Cambridgeshire	Deals on Wheels	October 2001	Cambridgeshire ACRE	New Deal 18-24, 50+	Jobcentre Plus	●	●			●								12	Derbi Atlantis	●		●		Fluoro vest		6mths
Norfolk	Kickstart	September 2001	Norfolk RCC	16-65 yrs	Various including Employment Services, Connexions, training agencies etc.	●	●			●								10	Sym Jet	●			●	Reflective tape	£5/week	max 12 mths
SOUTH EAST																										
Hampshire	New Forest Youth Moped Scheme	June 2000	New Forest Voluntary Service Council	16-25	Jobcentre Plus, Connexions, social services, youth services	●	●			●								12	Peugeot Vivacity	●		●	●		£5/week	6 months
Isle of Wight	Wight Wheels	Nov 2001 (plus 6 month pilot)	Isle of Wight RCC	16 yrs +	Range of agencies plus self referral	●	●	●	●	Voluntary work, search for work	●	●	●	●		●		Leased	Honda Sky	●			●	Reflective band		9 months
Kent (Aylesham area)	Wheels to Work	December 2001	Kent County Council - Aylesham Youth & Leisure Centre	16 yrs +	Various incl. colleges, youth groups & self referral	●	●	●			●							10	Sym Jet	●	●	●	●		£5/week	12 months
SOUTH WEST																										
Devon (Tavridge)	Wheels to Work	April 2001 - secured funding. Sep 2001 - 1st bikes in operation	North Tamar Community Transport Association	16-25 yrs	Jobcentre Plus, Connexions, New Deal Advisors/Lone Parent Advisors, self referral	●	●			●								6 - Leased	Motorini scooters	●	●	●	●	Fluoro vests	£3-£8/week	6 months
Devon (West Devon)	Getting There	October 2001	West Devon Environmental Network	16-25 yrs	Various incl. Jobcentre Plus, colleges etc.	●	●			Driving lessons available to those in education	●			●	●		Car maintenance courses	10	Sym Jet	●			●	Reflective band		6 months
Dorset	Blackmoor Vale Scooter Scheme	2000	Dorset Action for Rural Transport	16-25 yrs	Various incl. Jobcentre Plus, colleges etc. & self referral	●	●											Links to a scheme run by Dorset Action on Rural Transport which offers loans for MOTs etc of up to £250	7	Peugeot	●	●	●	●	Reflective band	£2.50-£5 dependent on circumstances	6 months
Gloucestershire	Jump Start	1996	Gloucestershire RCC	16 yrs +	Jobcentre Plus & self referral	●	●		Search for work	●	●	●	●	●	●			10	Honda Sky	●						3-6 months
Somerset	Moped Loan Scheme	August 1999	Somerset Rural Youth Project	16-25 yrs	Rural Youth Project, Jobcentre Plus, Connexions	●	●	●	Search for work	●								34	Honda Sky	●			●	Reflective belt	£5/week	6 months
	Area 16 Moped		Wiltshire County Council Youth & Community		Jobcentre Plus, youth																					

Benefits

1. Access jobs

2. Provide clients with independence, helping to build self-confidence and improved health and enabling participation in wider social circles.

3. Local employers are able to benefit from the scheme as it increases the pool of potential employees available.

Reference

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