



JobRide Plus

LOGIC MODEL

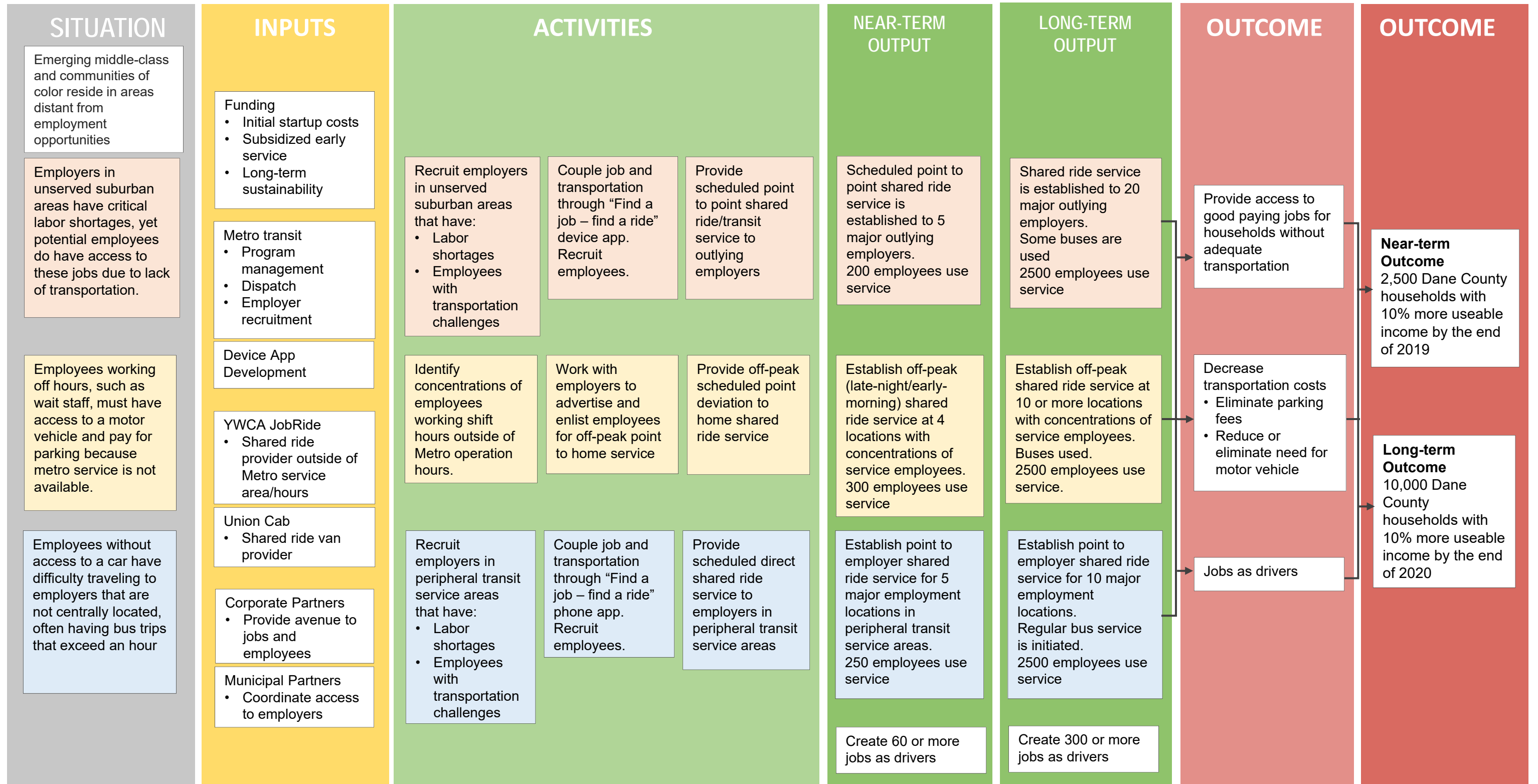
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2018-10-26

Suburban Employers

Late night Employees

Peripheral Employers



Major Risks or Barriers

- Outlying employers are unable to recruit enough employees to fill transit vehicles, increasing point to point service costs.
- Late-night/early-morning shared ride service is unable to attract enough service workers to make consistent scheduled service viable.
- Demand for rides is greater than the capacity to serve them.
- Larger employers are unwilling to share in the cost of employee transportation.
- Employers proximate to each other are reluctant to cooperate and/or modify schedules.
- Fares needed for financial solvency are too high for riders.
- Unable to market services rapidly enough aggressively build ridership.
- Leadership changes in corporate or municipal partners retract support for the service.