

## **JobRide Plus**

LOGIC MODEL

DRAFT 2

2018-10-26

Emerging middle-dass and commuties of color reside in areas distant from employment oportunities       Funding : Initial startup costs subjected early service is subjected early service is subjected do have access to a management bespatch transportation service is is stabilished to service is subjected do have access to a more service service service service service is subjected do have access to a more service se	1	SITUATION	INPUTS	ACTIVITIES			NEAR-TERM	LONG-TERM
<ul> <li>Employers in unserved suburban areas have critical labor shortages, yet potential employers that area have critical labor shortages, yet potential employers do have access to the second of have access to a motor vehicle and pay for garking because metro service is an anotor while or shortade ride variable.</li> <li>Employees without access to a motor vehicle and pay for garking because metro service is an anotor vehicle and pay for any for the vehicle and pay for deriver and pay for derivers and pays for derive and pays in the vehicles.</li> <li>Employees without access to a motor vehicle and pay for of shared ride vehicles and the vehicles</li></ul>		and communities of color reside in areas distant from employment	Initial startup costs     Subsidized early				OUTPUT	OUTPUT
potential employees do have access to these jobs due to lack of transportation.Metro transit Program management - Dispatch - Dispatch		unserved suburban areas have critical labor shortages, yet potential employees do have access to these jobs due to lack	<ul> <li>Long-term sustainability</li> <li>Metro transit</li> <li>Program management</li> <li>Dispatch</li> </ul>	in unserved suburban areas that have: • Labor shortages • Employees with	transportation through "Find a job – find a ride" device app. Recruit	scheduled point to point shared ride/transit service to outlying	<ul> <li>point shared ride</li> <li>service is</li> <li>established to 5</li> <li>major outlying</li> <li>employers.</li> <li>200 employees use</li> </ul>	employers. Some buses are used 2500 employees use
Employees working of hours, such as wait staff, must have access to a motor vehicle and pay for parking because metro service is not available.       Device App Development       Identify concentrations of employees working shift • Shared ride • Shared ride • Shared ride • Shared ride van provider outside of Metro operation • Oroprate Partners • Provide avenue to jobs and employees       Work with employees working shift • Shared ride van provider outside of Metro operation hours.       Work with employees working shift • Shared ride van provider outside of Metro operation hours.       Provide off-peak employees working shift • home service       Establish off-peak scheduled point deviation to home shared ride service areas 300 employees. 300 employees service       Establish off-peak (late-night/early- moming) shared ride service areas 300 employees. 300 employees service       Establish point to employees use service to service to service to service areas       Establish point to employees in peripheral transit service areas       Establish point to employees use service       Establish point to employees in peripheral transit service areas       Establish point to employees in peripheral transit service areas       Establish point to employees use service       Establish point to employees use service       Establish point to employees use service       Establish po								
Employees working off hours, such as wait staff, must have access to a motor vehicle and pay for parking because metro service is not available.DevelopmentIdentify concentrations of employees working shift hours outside of Metro service area/hoursWork with dentifyProvide off-peak scheduled point deviation to home shared ride serviceEstablish off-peak scheduled point deviation to service areas 300 employees service.Establish off-peak scheduled point deviation to employees solve areas 300 employees service.Establish off-peak scheduled point deviation to employees service areas 300 employees service areasEstablish off-peak scheduled point deviation to employees service areasEstablish off-peak scheduled point deviation to employees service areasEstablish off-peak scheduled point deviation to employees service areasEstablish off-peak scheduled point deviation to employees serviceEstablish off-peak scheduled point to home shared ride service to <	1			·				
access to a motor vehicle and pay for parking because metro service is not available.       YWCA JobRide · Shared ride provider outside of Metro service area/hours       working shift hours outside of Metro operation hours.       enlist employees for off-peak point to home service       home shared ride service       ride service at 4 locations with concentrations of service employees.       with concentration service employees.         Employees without access to a car have difficulty traveling to employers that are not centrally located, often having bus trips that exceed an hour       Union Cab · Shared ride van provider       Recruit employers in peripheral transit service areas that have: · Labor shortages       Couple job and transportation that have: · Labor shortages       Provide scheduled direct shared ride phone app. Recruit employees.       Provide scheduled direct shared ride service to service to service areas.       Establish point to employer shared ride service for 5 major employment locations in peripheral transit service areas.       Establish point to employees use service or service areas.       Establish point to employees sin peripheral transit service areas.       Establish point to employees use service       Establish point to coations.       Establish point to employees use service       Establish point	- -	off hours, such as wait staff, must have access to a motor vehicle and pay for parking because metro service is not		-			(late-night/early- morning) shared ride service at 4 locations with concentrations of service employees.	2500 employees use
Image: Construction of the service			Shared ride     provider outside of     Metro service	working shift hours outside of Metro operation	enlist employees for off-peak point	home shared		
Employees windut access to a car have difficulty traveling to employers that are not centrally located, often having bus trips that exceed an hourproviderEstablish point to employers in peripheral transit service areas that have: • Provide avenue to jobs and employeesProvide avenue to phone app. • Labor shortages employees.Provide scheduled direct service to employers in peripheral transit service areasEstablish point to employer shared employer shared ride service for 5 major employment locations in peripheral transit service areasEstablish point to employer shared employer shared employer shared service for 5 major employment locations in peripheral transit service areasEstablish point to employer shared employer shared employer shared major employment locations in peripheral transit service areasEstablish point to employer shared employer shared major employment locations in peripheral transit service areasEstablish point to employer shared employer shared employer shared is initiated.Municipal Partners • Coordinate access to employersEmployees • EmployeesEmployees • EmployeesEmployees • EmployeesEstablish point to employersEstablish point to employer shared employer shared is initiated.Municipal Partners • Coordinate access to employersEmployees • EmployeesEmployees • EmployeesCoreate 60 or moreCreate 300 or mCreate 300 or m	1		Union Cab • Shared ride van					
difficulty traveling to employers that are not centrally located, often having bus trips that exceed an hour Municipal Partners • Coordinate access to employers • Coordinate access to employers		access to a car have difficulty traveling to employers that are not centrally located, often having bus trips		employers in peripheral transit service areas that have: • Labor shortages • Employees with transportation	transportation through "Find a job – find a ride" phone app. Recruit	scheduled direct shared ride service to employers in peripheral transit	employer shared ride service for 5 major employment locations in peripheral transit service areas. 250 employees use	locations. Regular bus service is initiated. 2500 employees use
Municipal Partners       with       service       service       service         • Coordinate access       transportation       challenges       Create 60 or more       Create 300 or more			Provide avenue to jobs and					
Create 60 or more Create 300 or n			Coordinate access					
jobs as drivers jobs as drivers			to employers	Challenges				Create 300 or more jobs as drivers



## OUTCOME

Provide access to good paying jobs for households without adequate transportation

Decrease transportation costs • Eliminate parking

- Eliminate parking fees
- Reduce or eliminate need for motor vehicle

Jobs as drivers

## Near-term Outcome 2,500 Dane County households with

10% more useable income by the end of 2019

Long-term Outcome 10,000 Dane County households with 10% more useable income by the end of 2020

## Major Risks or Barriers

- Outlying employers are unable to recruit enough employees to fill transit vehicles, increasing point to point service costs. ٠
- Late-night/early-morning shared ride service is unable to attract enough service workers to make consistent scheduled service viable. ٠
- Demand for rides is greater than the capacity to serve them. ٠
- Larger employers are unwilling to share in the cost of employee transportation. ٠
- Employers proximate to each other are reluctant to cooperate and/or modify schedules. ٠
- Fares needed for financial solvency are too high for riders. ٠
- Unable to market services rapidly enough aggressively build ridership. ٠
- Leadership changes in corporate or municipal partners retract support for the service. ٠