# Transportation Functional Team: Working to Learn Together Proposal

## Background

The Transportation Functional Team has met twice and identified:

* Priority economic-development related transportation issues in the region
* Broad goals and specific objectives for the region’s transportation system that will help drive and support economic prosperity
* An initial list of potential strategies or actions that regional partners could collaborate on to help achieve the goals and objectives

Based on these discussions, the Transportation Functional Team identified a need for connecting their work with the goals and objectives of the talent council, workforce, and adult education teams. In particular, the group sees a need for better understanding the regional transportation needs of the 21st century worker in the key industry areas identified by the talent council: healthcare, manufacturing, and information technology (IT). Based on the available labor shed data for those industries, there are several specific questions to address:

1. Do transportation options affect companies’ ability to attract and retain talent?
2. Is workers’ access to transportation options limiting their ability to seek/get to jobs in these industries?
3. What does the workforce in these industries value most in terms of transportation options (currently and in the future)
4. How does that vary by demographic category?
5. Where do workers in those industries live in relation to where those jobs are (or where training opportunities for those jobs are)?
6. What are the existing transportation options to meet workers’ needs?
7. Where are the major transportation gaps?
8. What public-private sector models are available for expanding mobility options and attractiveness to meet industry talent needs?

The Transportation Functional Team proposes that these questions be addressed in two phases. In Phase I (October 15, 2014 – February 28, 2015), the team proposes to award a grant of $50,000 to the [grantee entity] to address questions a) through d) above. The team proposes a Phase II project to address questions e) through h) be included in the region’s next Regional Prosperity Initiative grant.

## Phase I Scope of Work

In Phase I, grantee will work with the Transportation, Workforce Development, Adult Education, and Talent Council teams to assess if and how transportation options affect attraction and retention of the type of talent needed by the healthcare, IT, and manufacturing industry in the region.

Grantee will:

* Survey industry representatives on the healthcare, IT, and manufacturing subgroups to get their input on the types of transportation/mobility issues their workforce faces, what potential employees say (if anything) about their transportation needs during the recruitment/attraction process, and what types of transportation-related programs (if any) they offer their employees (e.g., carpooling incentives, paid parking, transit passes).
* Work with workforce agencies and adult education institutions to get input from their clients regarding how transportation options are affecting their job search and/or educational pursuits, and what types of transportation options they would like to have available.
* Conduct a literature review of studies that have evaluated changing transportation needs/wants of the 21st century workforce, particularly young talent and potential healthcare, IT, and manufacturing workforce.

Information gained during Phase I will be used to conduct an inventory of existing transportation options in the labor sheds for the healthcare, IT, and manufacturing industries in the region, identify transportation access gaps (by overall availability and type of transportation demanded by talent in these industries). Phase II will also include a literature review and interviews with other regions in Michigan and elsewhere in the U.S. regarding public-private models for expanding multi-modal transportation options and tailoring mobility options to workers’ needs.