



Transportation Demand Management Coordinating Committee Meeting

February 16, 2021



Welcome

Roz Tucker, ARC



National Outlook in TDM

David Straus, ACT



WorkSource Atlanta Regional

February 16, 2021

Workforce Innovation & Opportunity Act

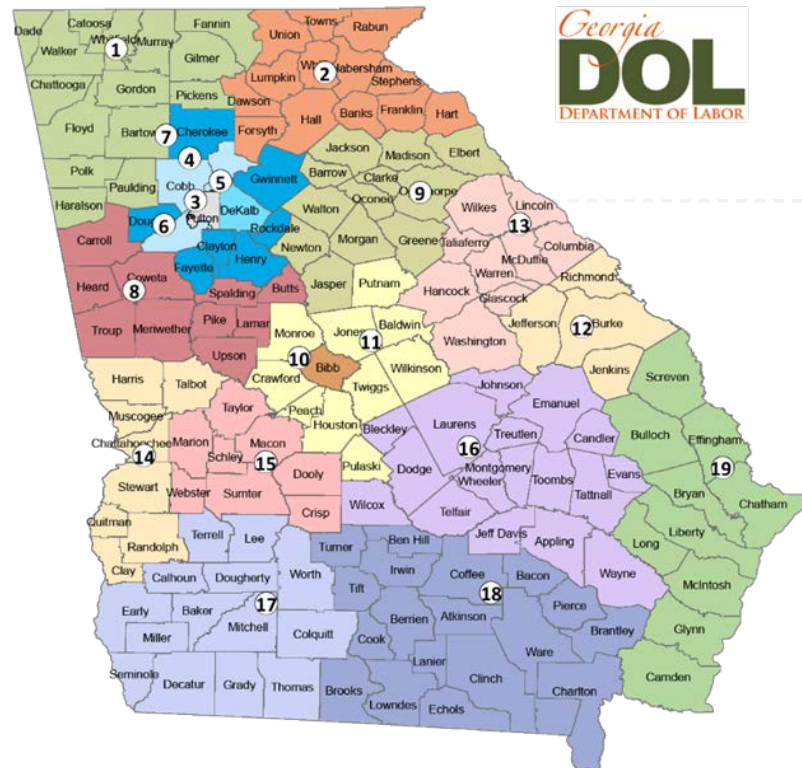
Signed into law July 14, 2014, WIOA is designed to strengthen and improve our nation's public workforce system and help get Americans, including youth and those with significant barriers to employment, into high-quality jobs and careers and help employers hire and retain skilled workers.

The purpose of WIOA is to achieve and maintain an integrated, job-driven workforce system that links the diverse, talented workforce to the nation's businesses and improves the quality of life for citizens.

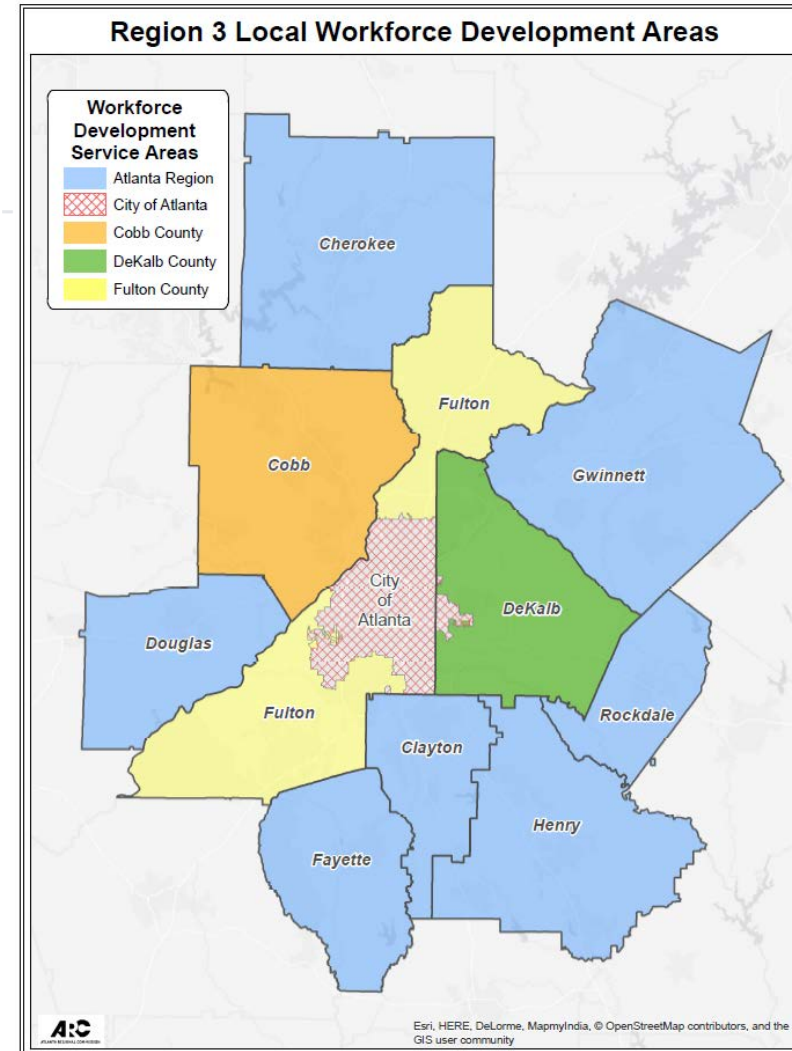
In order to deliver these services, WIOA establishes a network of Local Workforce Development Areas to implement WIOA.



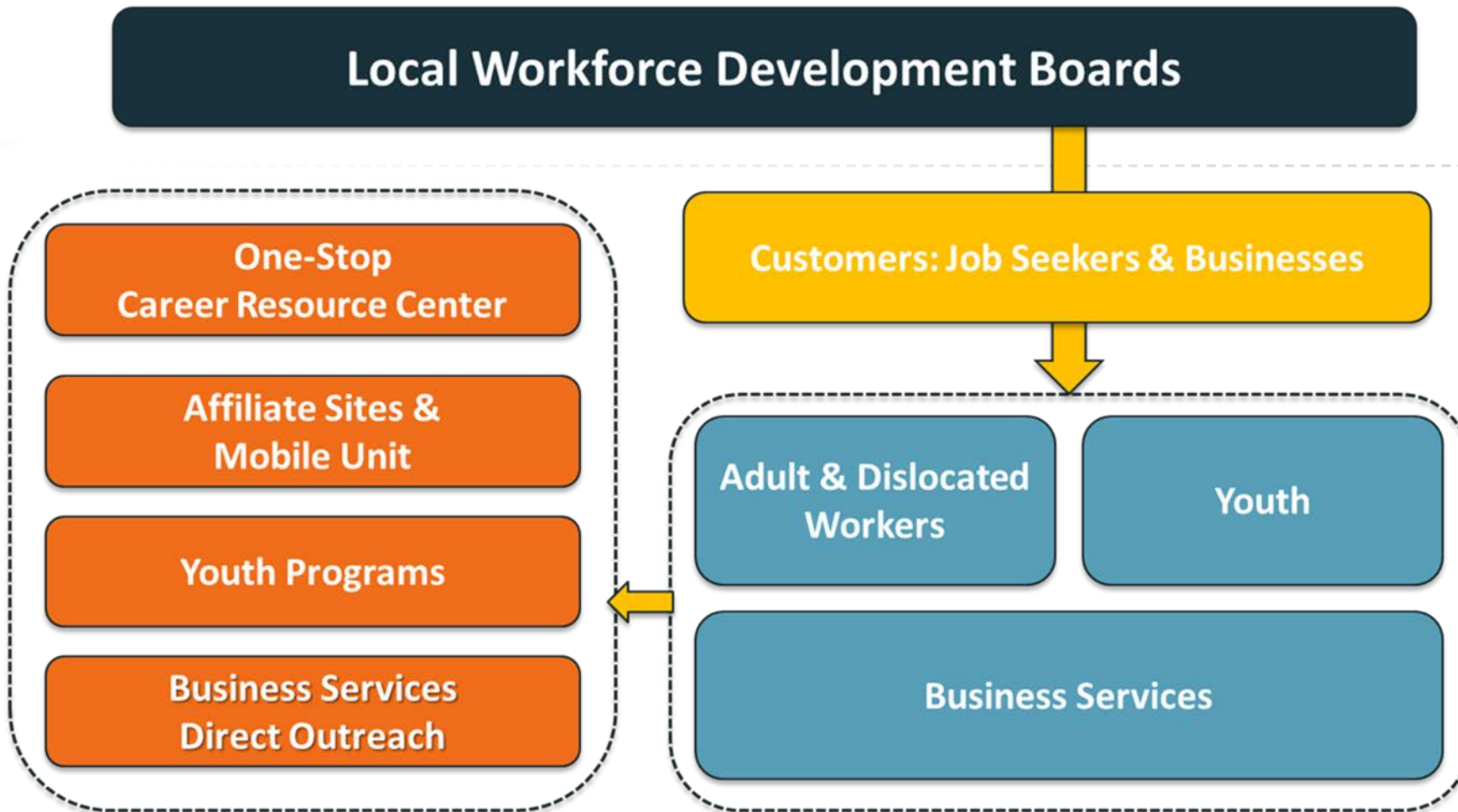
Local Workforce Development Areas



- | | | |
|-----------------------------|---------------------------------------|-------------------------------|
| LWDA 01 - Northwest GA | LWDA 08 - Three Rivers | LWDA 14 - Lower Chattahoochee |
| LWDA 02 - Georgia Mountains | LWDA 09 - Northeast GA | LWDA 15 - Middle Flint |
| LWDA 03 - City of Atlanta | LWDA 10 - Macon-Bibb | LWDA 16 - Heart of GA |
| LWDA 04 - Cobb County | LWDA 11 - Middle GA | LWDA 17 - Southwest GA |
| LWDA 05 - DeKalb County | LWDA 12 - Central Savannah River Area | LWDA 18 - Southern GA |
| LWDA 06 - Fulton County | LWDA 13 - East Central GA | LWDA 19 - Coastal GA |
| LWDA 07 - Atlanta Regional | | |



Service Delivery



Service Delivery

ARC is the fiscal and administrative agent for the Atlanta Regional Workforce Development Board

- Cherokee
- Clayton
- Douglas
- Fayette
- Gwinnett
- Henry
- Rockdale

Career Resource Centers

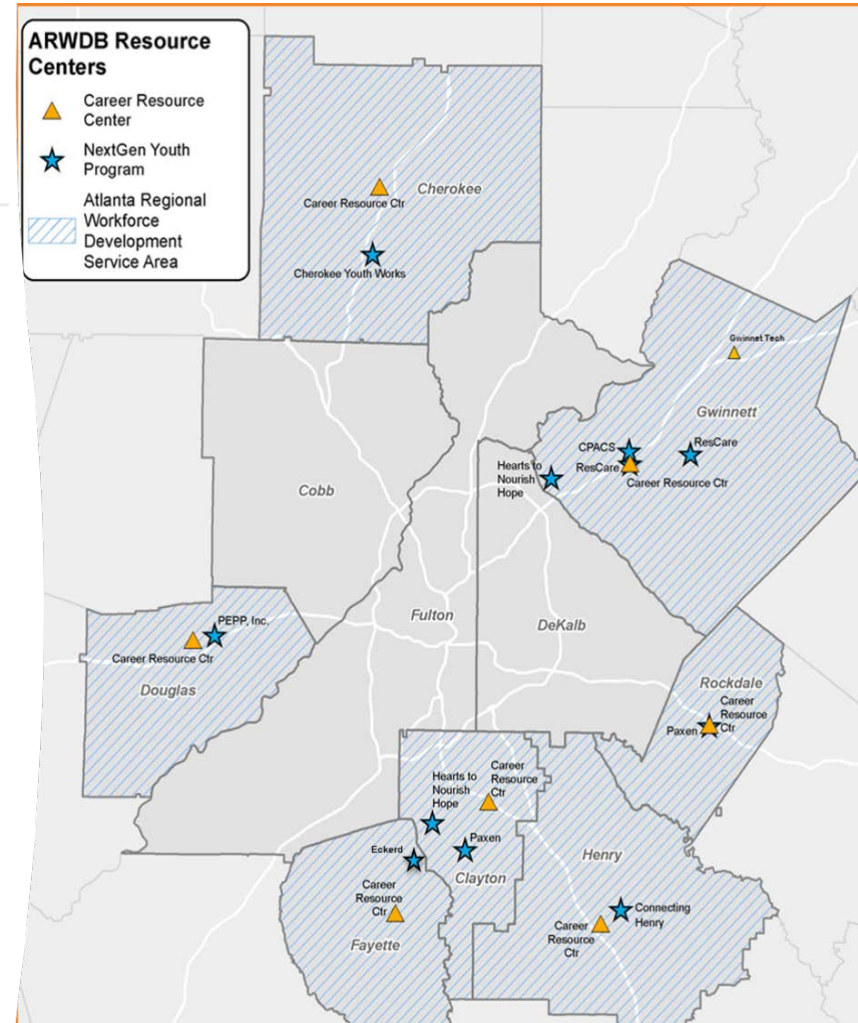
- 1 One-Stop Center
- 7 Affiliate Sites

Youth Providers

- 10 Out-Of-School Locations
- 1 In-School Provider

Mobile Units

- 1 full-size mobile unit with 14 stops
- 1 full-size welding training lab



Service Delivery

Adult/Youth Customers

	2012	2013	2014	2015	2016	2017	2018	2019
Customer Visits	59,034	45,856	44,758	39,889	36,589	31,559	30,631	22,883
Adults Enrolled	2,712	2,384	2,033	2,077	2,010	2,014	2,136	2,083
Youth Enrolled	1,148	1,283	1,359	1,238	1,160	930	1,030	1,014

Business Customers

	PY 2017		PY 2018		PY 2019	
Work Based Learning Projects	# of Projects	Value	# of Projects	Value	# of Projects	Value
WorkSource Atlanta Regional	33	\$455,594	30	\$682,574	46	\$579,590

Service Delivery

Job Seekers – Services

- Adult, Dislocated Worker, Youth
- Employment Services
 - self directed – resource room, workshops and webinars, job boards
 - customized/supported – skills and interest assessments, mock interviews, on-site recruitment events
- Training
 - Youth GED training and testing
 - Individual Training Accounts for industry recognized credentials
- Support Services
 - Financial aid to support training completion
 - Transportation and Child Care; supplies, equipment, uniforms



Service Delivery

Employer Services

- Recruitment
 - Support job fairs and recruitment events
 - Refer and screen job applicants
- Work-Based Learning
 - On The Job Training and Apprenticeships
 - Incumbent Worker Training
 - Workplace Fundamentals



Service Delivery

Barriers to Success (training and employment)

- Transportation – lack of reliable personal transportation or accessible public transportation options
- Child Care – consistent, quality childcare options, with back-up support for sick children
- Benefits Cliff – public assistance loss when earning income may result in net loss
- Pandemic – job loss, childcare difficulties, family support needs, health concerns

Workforce Funding

Program Year Total Operating Budget					
	2017	2018	2019	2020	4 Year Change
Year 1 Funding	\$ 11,873,592	\$ 10,430,592	\$ 10,561,184	\$ 8,171,144	\$ (3,702,448)
Roll-Over	\$ 7,644,858	\$ 6,537,850	\$ 3,890,627	\$ 758,000	\$ (6,886,858)
Additional Funding	\$ 330,847	\$ 161,740	\$ 295,426	\$ 1,912,000	\$ 1,581,153
Total Available	\$ 19,849,297	\$ 17,130,182	\$ 14,747,237	\$ 10,841,144	\$ (9,008,153)



Local Workforce Plan – 2020 to 2023



- Workforce Plan for ARWDB Area - 7 counties
- Provides guidance and direction for workforce service delivery
- Directs the investment of \$12-15 million annually
- The goals of the ARWDB include the following:
 - Ensure Atlanta region **employers have a trained workforce** and labor market services to make us more competitive in the global economy, and to maximize economic development opportunities for the Atlanta region.
 - Ensure Atlanta region **residents have access to high-quality labor market information, quality training, and employment services** to facilitate finding jobs or obtaining better jobs in the local economy.
 - Ensure Atlanta region **residents have access to literacy, basic education, and basic workplace skills necessary for educational and career advancement.**
 - Be recognized by customers and stakeholders as a **responsive and effective workforce system.**



Regional Workforce Plan – 2020 to 2023



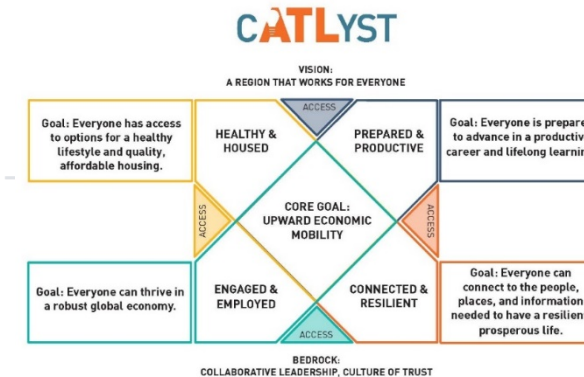
- Workforce Plan for Region 3 encompassing 10-counties, 5 LWDAs
- Support **regional innovation and integration** activities implemented at the local level.
- Foster meaningful and **targeted relationships with key partners** in the business, education, training, and credentialing communities to better serve customers for sustainable employment.
- Promote **collaboration among the local workforce development boards** to exchange best practices and knowledge sharing for improved efficiency and standardized customer service.
- Ensure **job seekers have access to quality career services** either online or in-person through a “common front door”.
- **Coordinate employer engagement and business services** across the region and foster strong relationships with employers to find the talent they need.
- **Improve economic mobility** in the region by collaborating to reduce racial, socioeconomic, and other inequities in workforce outcomes.

Regional Coordination



- Regional Workforce Plan
- Metro Atlanta Industry Partnerships
- Systems Change for Economic Mobility
- Metro Atlanta Exchange for Workforce Solutions
- Equity@Work
- Monthly Directors Meetings
- Regional Outreach Campaign
- ATLworks.org

ARC Program Integration



WIOA is designed to:

- Help job seekers access employment, education, training, and support services to succeed in the labor market
- Match employers with the skilled workers they need to compete in the global economy

Competitive Economy Goals:

- Building the region as a globally recognized hub of technology and innovation
- Developing a highly desired workforce, able to meet the needs of 21st Century employers

Prepared and Productive Priorities:

- Continue to expand the region's involvement in sector partnerships & programming
- Address gaps in education, workforce development, and social support offerings
- Establish a collective impact approach to re-engage disconnected workers



Thank You

Converting your business from Good to Great.

Metro Atlanta

 **WORK
SOURCE
GEORGIA**

Connecting Talent with Opportunity

Federal Transportation Bill Reauthorization



John Orr
Transportation Access and Mobility Group

What is Reauthorization?

- Funding and authorization bill that governs United States federal surface transportation spending.
- Current bill is the Fixing America's Surface Transportation Act (FAST Act)
- Passed by Congress on December 3, 2015
- \$305 billion, five-year bill
 - Was set to expire Sept. 30, 2020
 - Extended one-year through Sept. 30, 2021
- The federal highway account funds surface transportation systems around the country via revenue from the fuel tax. The 24.4 cents-per-gallon diesel tax and 18.4 cents-per-gallon gas tax were set in 1993.

Reauthorization Proposal H.R.7095 - *INVEST in America Act* (2020, Rep. DeFazio)

- \$494 billion funding package for surface transportation reauthorization
- Increase funding for surface transportation programs by 62 percent over current levels
- Included Sec. 1305, Metro Performance Program which provides funding for MPOs selected through a competitive process
 - Criteria for selection (technical capacity, effective coordination among stakeholders) but adds criteria relating to “the effectiveness of project delivery and timely obligation of funds made available.”
 - Each direct recipient would receive not less than \$10,000,000 and not more than \$50,000,000 each fiscal year.

Items Being Closely Monitored During Reauthorization Discussions

- Climate Change and Resiliency
- Equity and Environmental Justice
- H. R. 6770 (“Mobility Options, Resiliency, and Efficiency (MORE) through TDM Act”)
- ACT Principles for Surface Transportation Authorization
 - \$100M for a National TDM Program designed to support the reduction of congestion before, during and after the construction and/or reconstruction of highway, bridge and freight projects
 - Reinstate the deductibility of business expenses for Qualified Transportation Fringe Benefits (QTFB) offered employees and give consideration to including the QTFB as eligible for Section 125 Cafeteria Plans.
 - Repeal the inclusion of the Qualified Transportation Fringe Benefit in the calculation of Unrelated Business Income for tax-exempt organizations.

Moving Forward...

- Many discussions underway in Washington on possible infrastructure program that might be separate from reauthorization.
- U.S. Senator Tom Carper, Chairman of the Senate Environment and Public Works (EPW) Committee, indicates a Senate reauthorization bill may be prepared by Memorial Day.

John Orr

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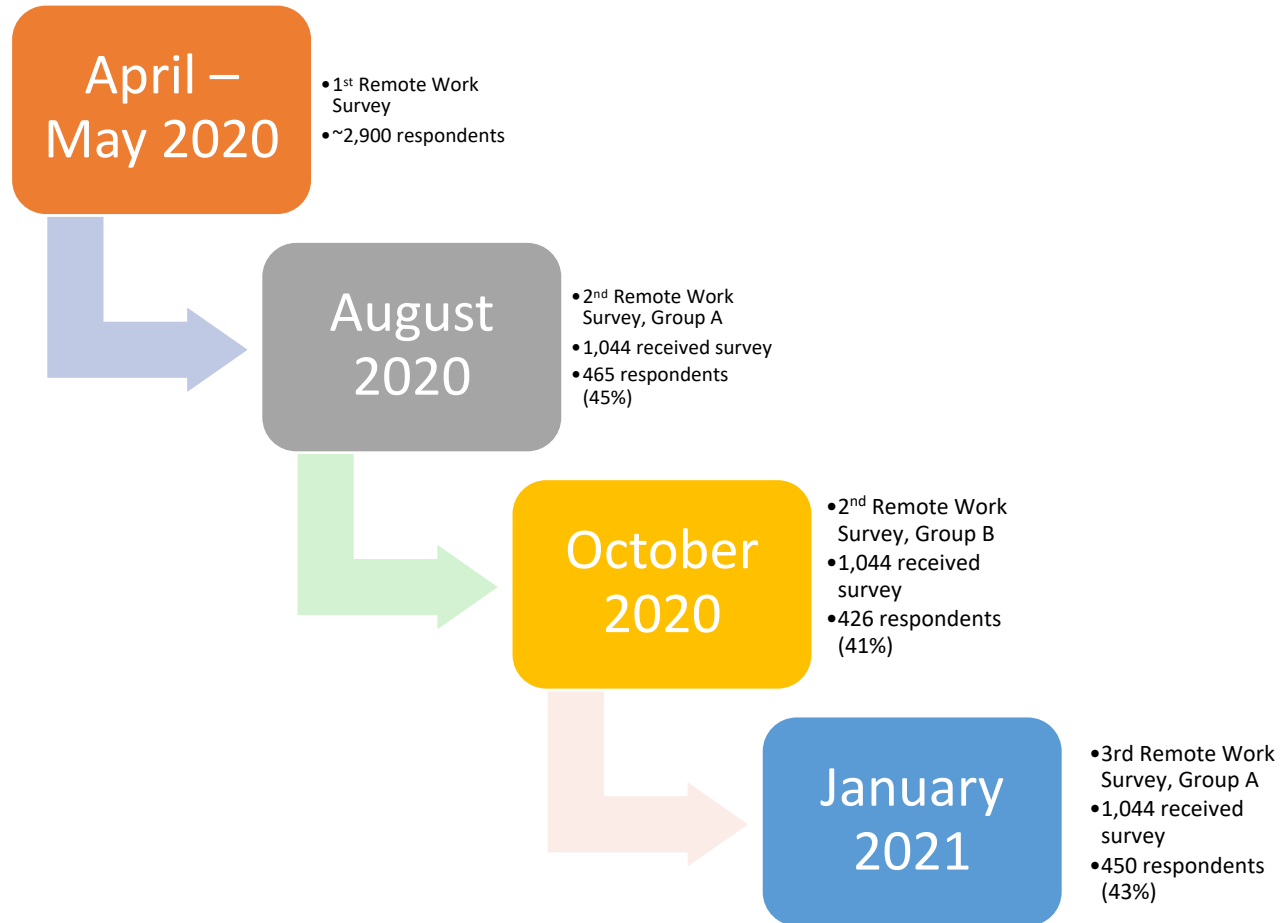


Remote Work Survey Results

GEORGIA COMMUTE OPTIONS

February 2021

Overview of the Remote Work Surveys



April 2020 Survey



SURVEY COMPLETED
APRIL 1 - MAY 5



2,900+
RESPONSES

● Executive leadership	7%
● Manager	21%
● Non-manager	72%

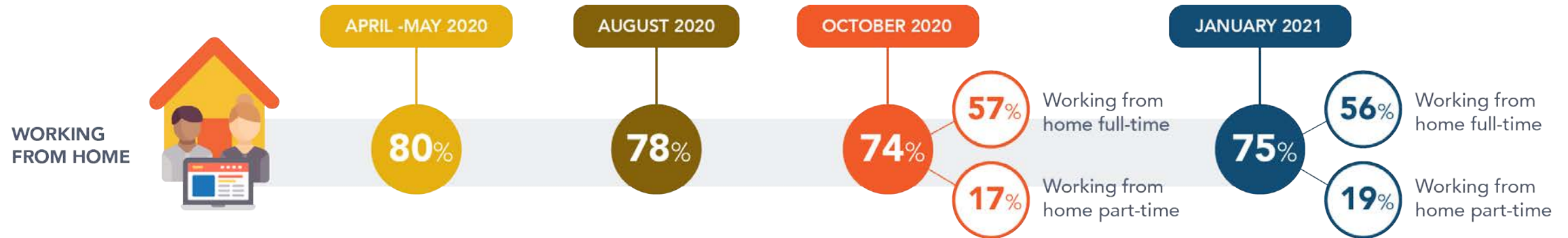


DONE WITH OUR PARTNERS:

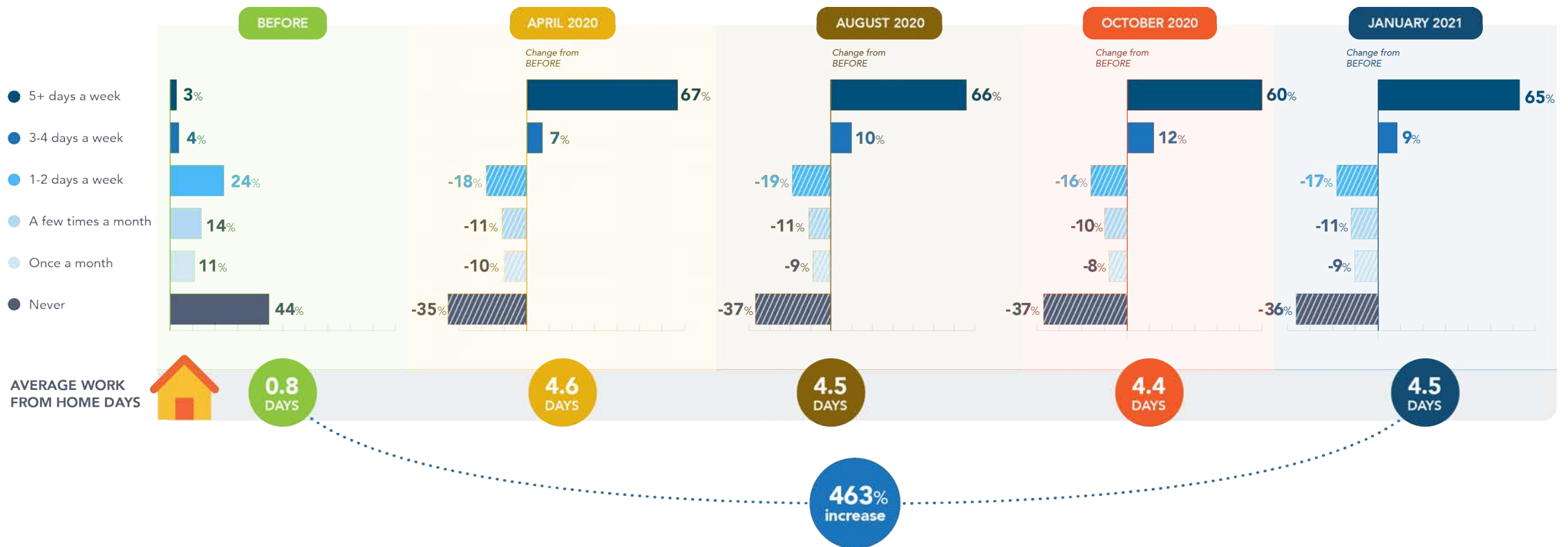


**PERIMETER
CONNECTS**

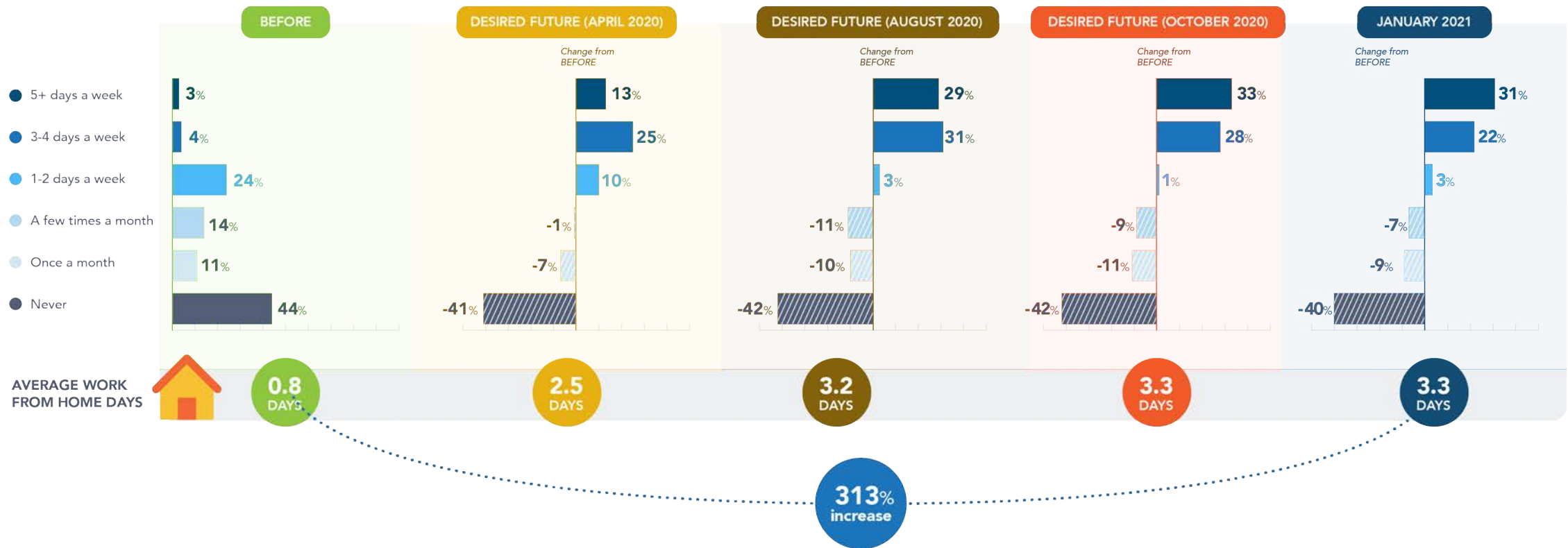
Some Employees are Returning to the Workplace



Remote Work is Holding Steady



Interest in Future Remote Work Has Increased



Benefits Are Holding Steady



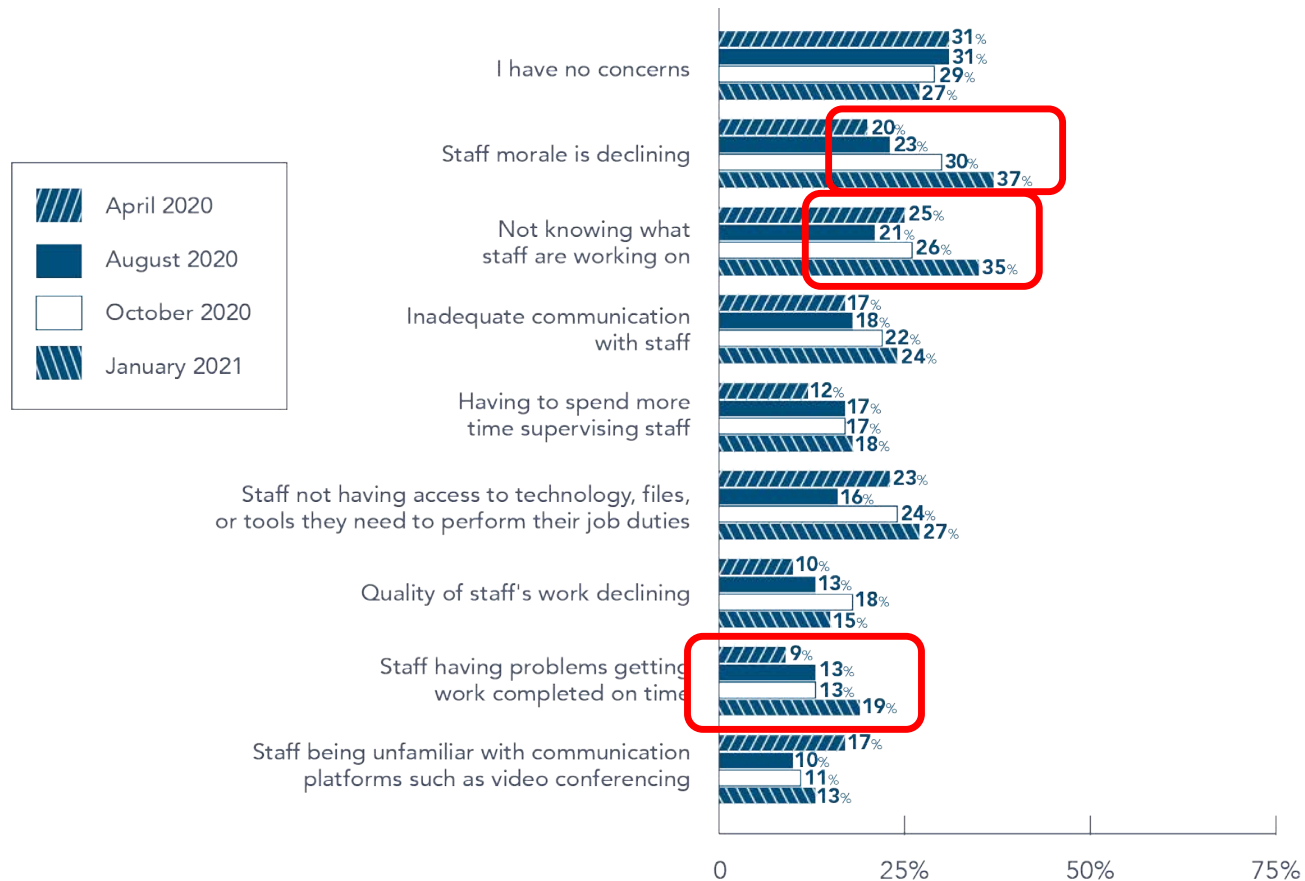
Have you experienced any of the following **positive benefits** working from home as part of the COVID-19 outbreak? Select all that apply.

Challenges Are Holding Steady



Have you experienced any of the following **personal challenges** working from home as part of the COVID-19 outbreak? Select all that apply.

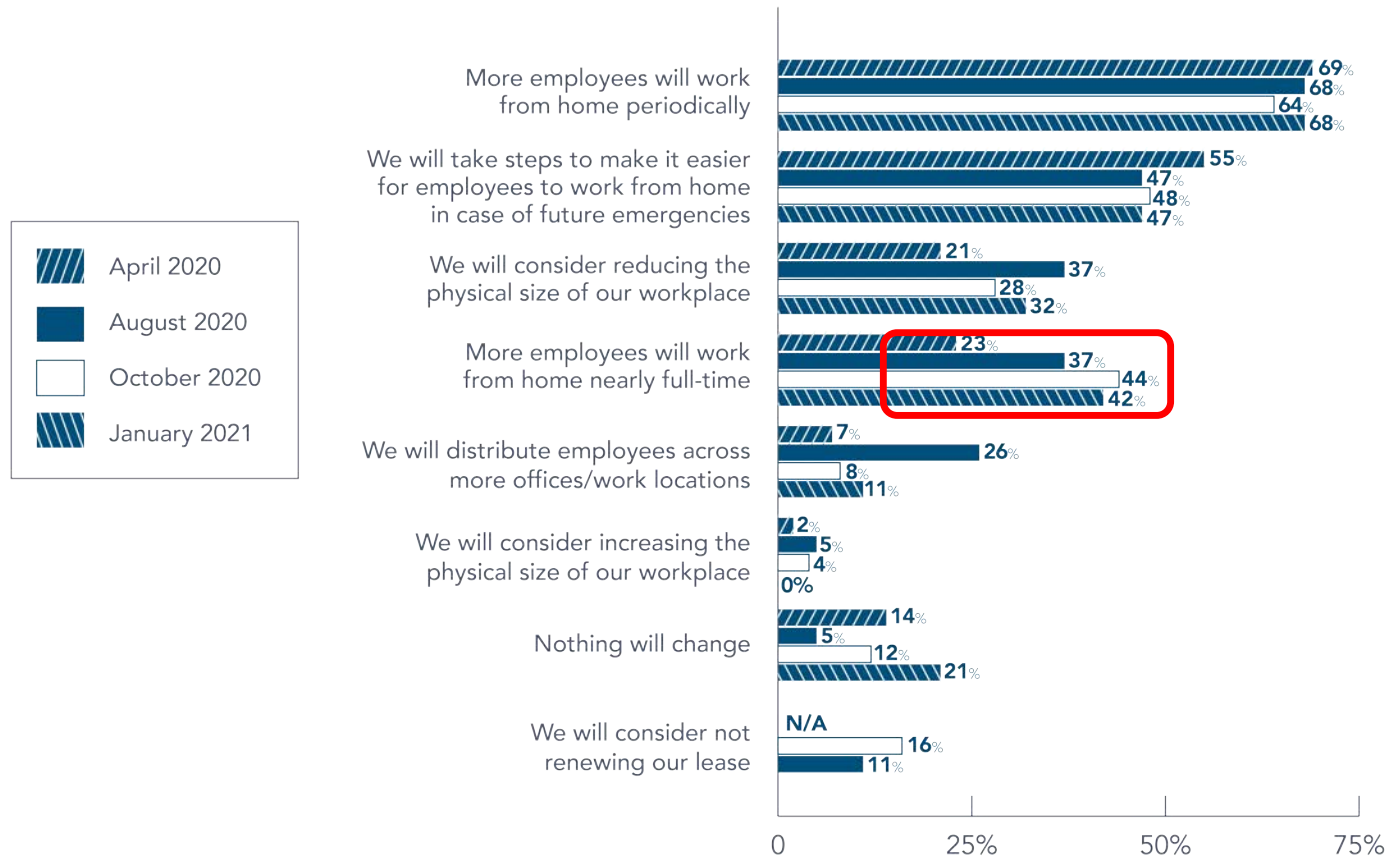
Managers' Concerns Are Growing



The increase in reported concerns from managers is likely due to pandemic fatigue that all employees are facing.

We are not seeing similar trends such as increasing low morale and productivity reported by employees.

Executives Thoughts on the Future*



Executives continue to support more employees working from home nearly full-time moving forward.

* Caution: small sample size for this question

Generational Differences

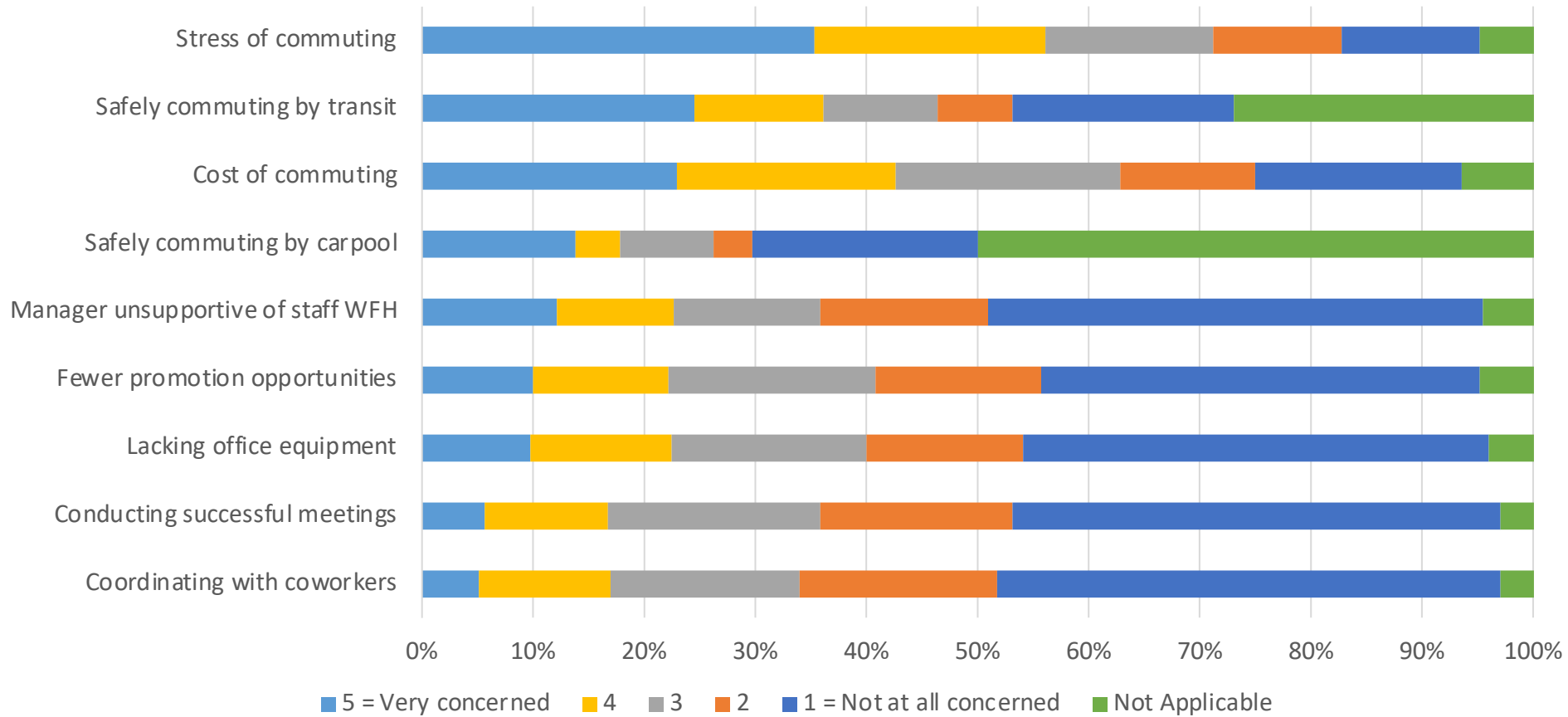
- Millennials experience more challenges
- Parents are more distracted
- Age impacts productivity at home

Is Remote Work Equitable?

- Black Women spend nearly 9.5 more hours per week attending to children & assisting with remote learning than non-Black women, and 12 more hours per week than all men.
- Black respondents are more likely to say that adjusting their work schedule is not an option, 27% compared to just 14% of non-black respondents.
- High-income earners have more flexibility than low-income workers. Low-income households are more likely to say that adjusting their work schedule is not an option, 31% compared to just 6% of high-income respondents.

* Findings are from October 2020; we are continuing to analyze Jan 2021 results.

Concerns About Returning to the Office



Respondents were asked to consider a scenario where many employees return to the office two or more days per week and the challenges that may present with some employees working from home and others working in the office.

Looking Ahead

- Next survey will be conducted in April 2021
- Georgia Commute Options can help:
 - GaCommuteOptions.com
 - telework@GaCommuteOptions.com

RETURN TO OFFICE STRATEGY

AUDIENCES

- Employers in the 20-county Metro Atlanta Region
- Worksite advisors
- TMAs
- Partners, such as state and local governments, Chambers & CIDs
- Commuters

OBJECTIVES

- Maintain reduced congestion as compared to pre-pandemic levels and improve air quality
- Reinforce GCO as business critical
- Offer an updated suite of services that are relevant to all phases of the pandemic and beyond
- Drive awareness of service, & compelling inquiries
- Encourage confidence in commute options offered
- Carefully consider equity, inclusion, and access

behavior change in times of crisis

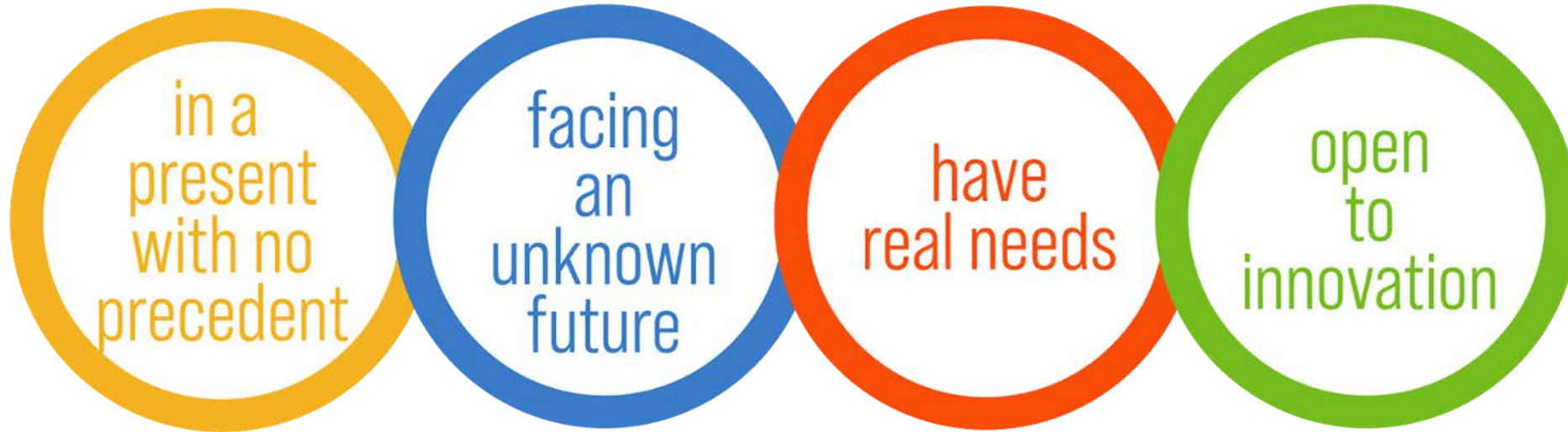


audiences are diverse



**SIZE
REGION
WORK LOCATION
SECTOR
PLANNING
CHALLENGES
NEEDS**

all share some things in common



a coordinated, inclusive, thoughtful approach

outreach

one-page articles
assessments
checklists
content kits
input sessions

marketing

social posts
emails
short videos
landing pages

earned

partnerships
conversations
media engagement

WHERE WE ARE IN THE PROCESS

Moving forward with overall concept and creative designs

Continuing with sourcing and integrating input from a variety of team members

Further refining concepts and potential collaborations

Meeting with regional stakeholders, partners, transit operators, etc.

Gathering input and insight into all GCO products and services

Prioritizing content topics and identifying experts to turn to for content

Starter discussions on tracking and measurement



THANK YOU!



Upcoming TDMCC Meetings

Next TDMCC Meeting: Tuesday, April 20, 2021 at 9:30am

Next TDMCC Policy Committee Meetings: Tuesday, March 16, 2021