

# MOVING TO WORK

Understanding How Transit and TOD can  
Improve Economic Opportunities for Low  
Income Bay Area Residents

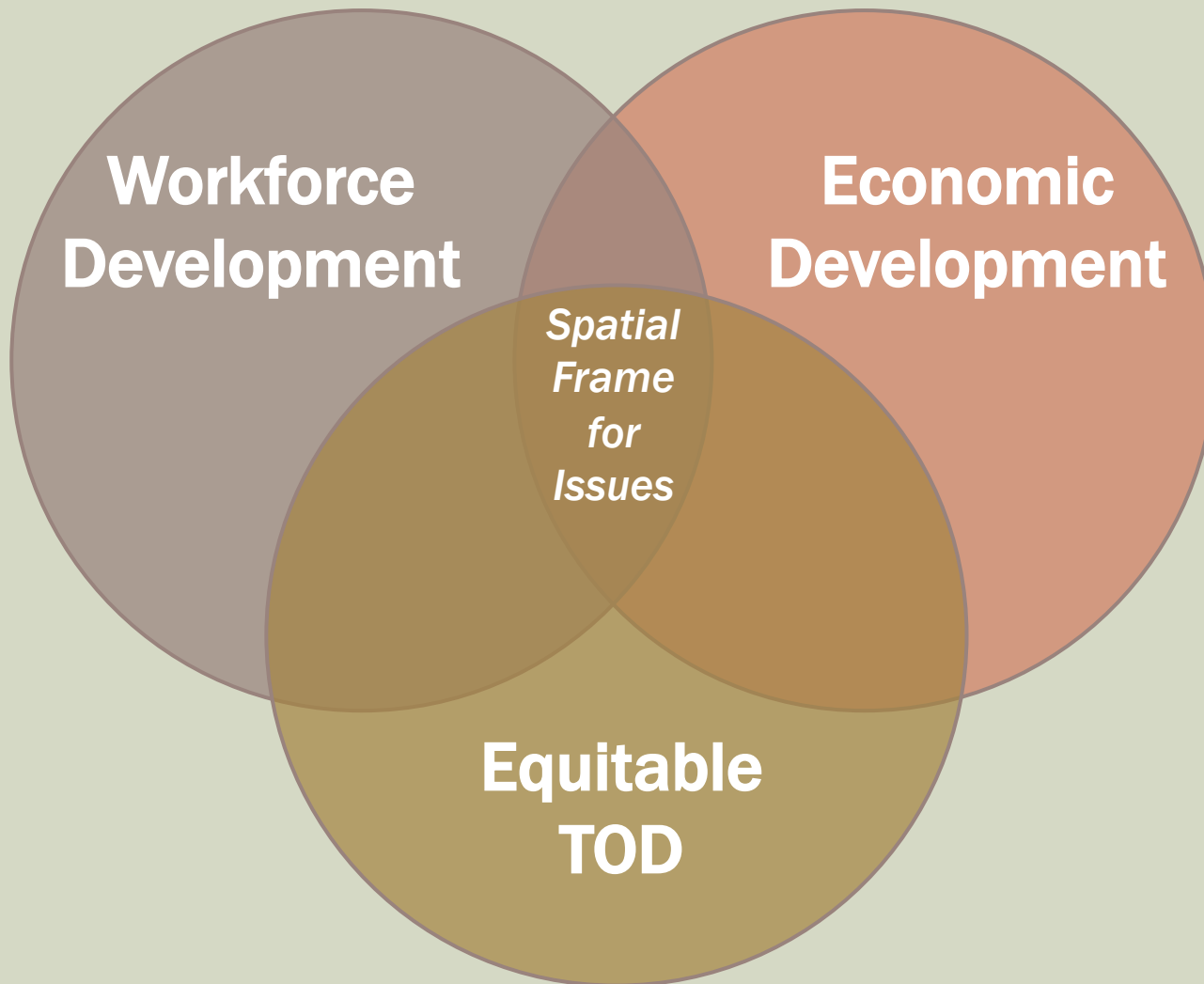
SPUR

June 13, 2013

# PRESENTATION OVERVIEW

- Objectives of Study
- Transportation Barriers for Low Income Workers
- Industries of Opportunity
- Recommendations

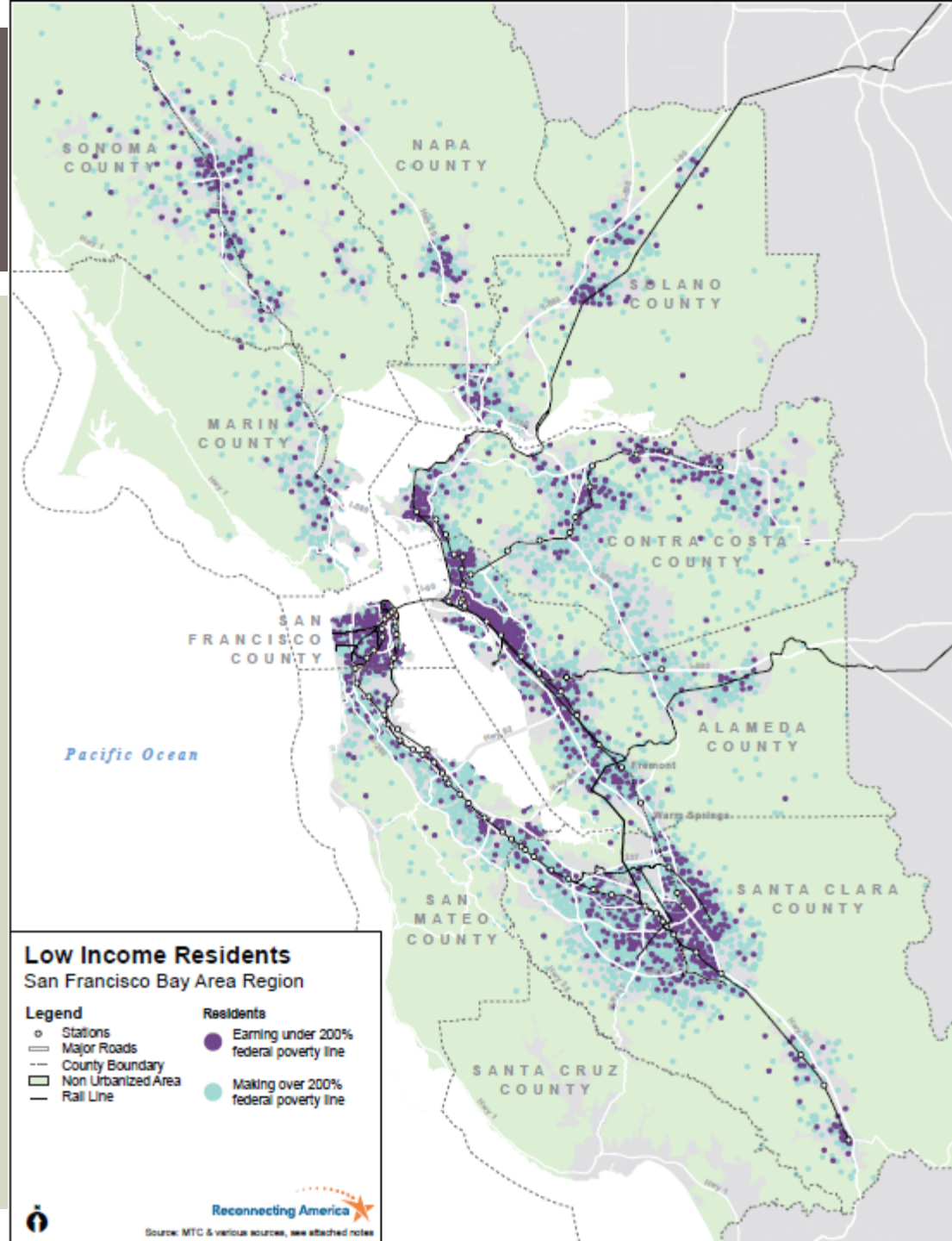
# MOVING TO WORK



# LOW INCOME RESIDENTS LIVE EVERYWHERE

Dispersion of low income residents is a transportation challenge

*Each dot represent 750 residents.*

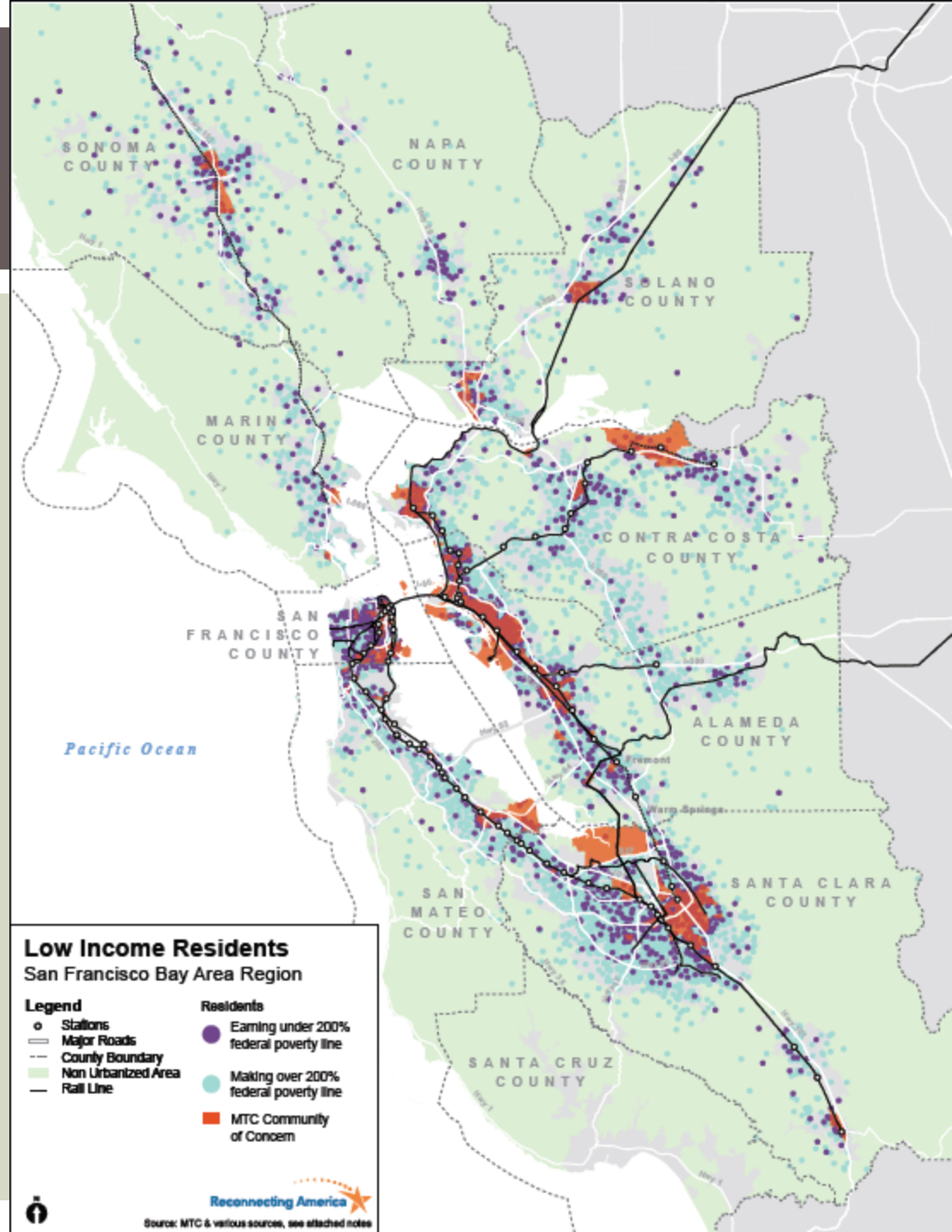


# LOW INCOME RESIDENTS AND TRANSIT DEPENDENCE

But 40% live in  
Communities of  
Concern

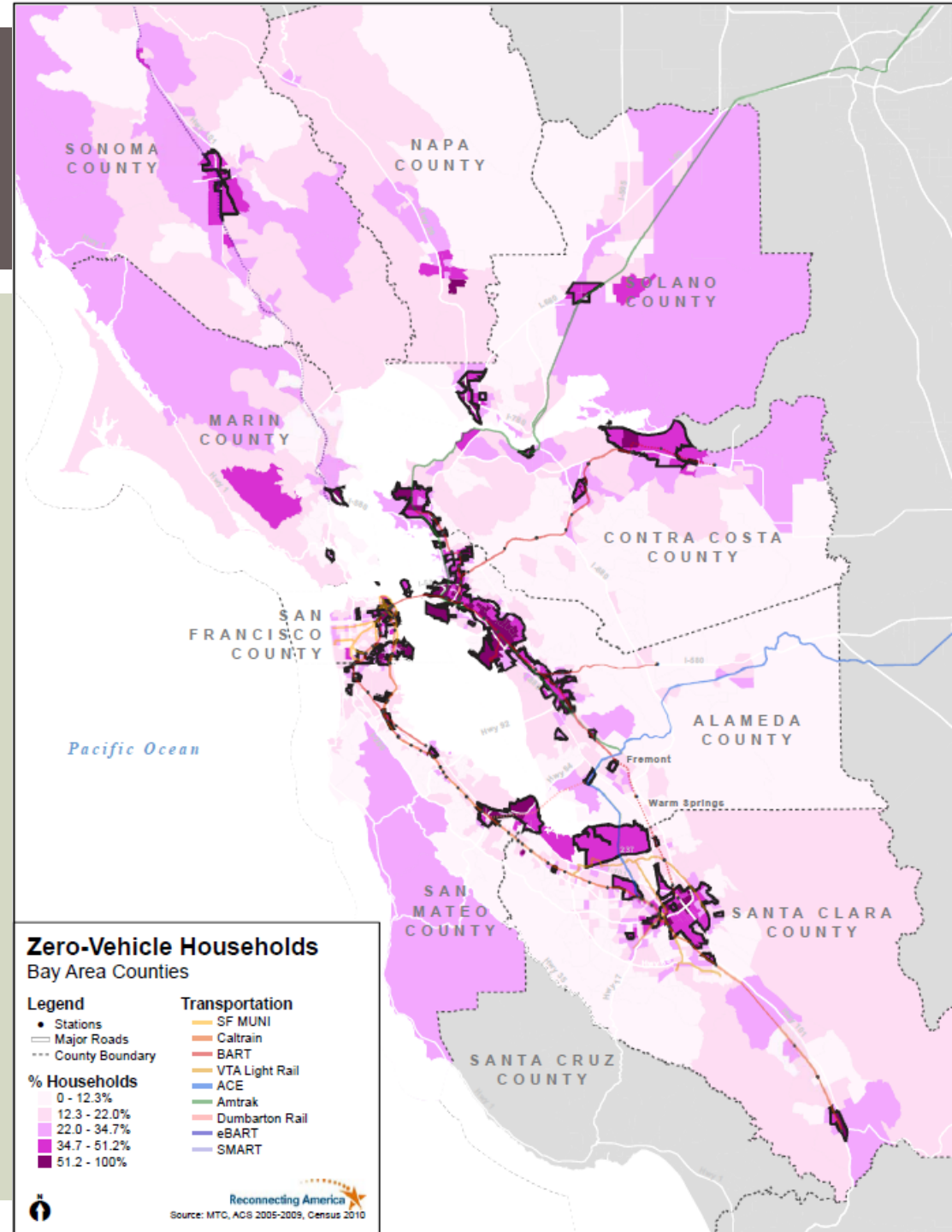
Concentrated  
poverty

Transit dependence

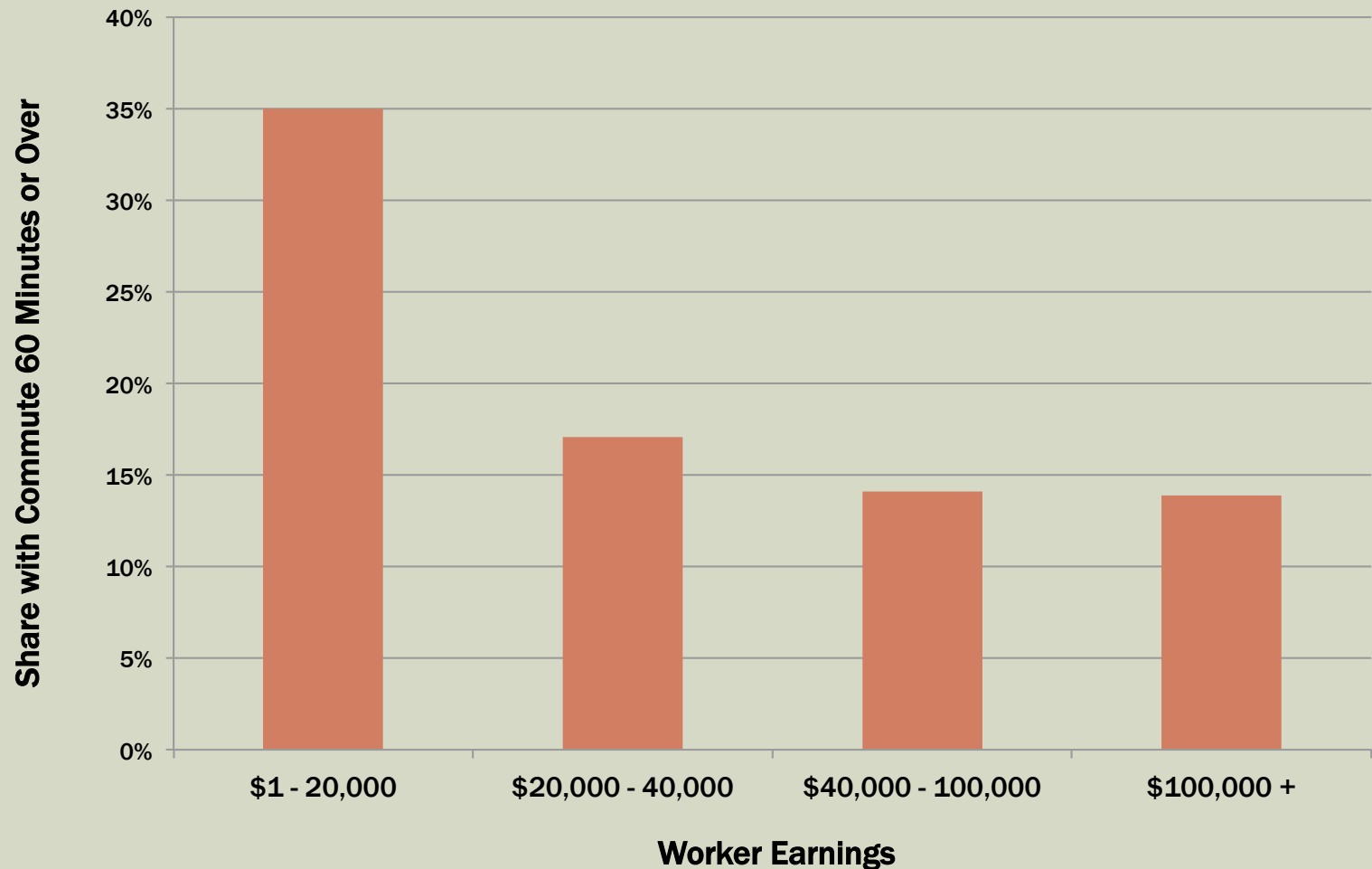


# AUTO OWNERSHIP

Transit dependence higher in Communities of Concern

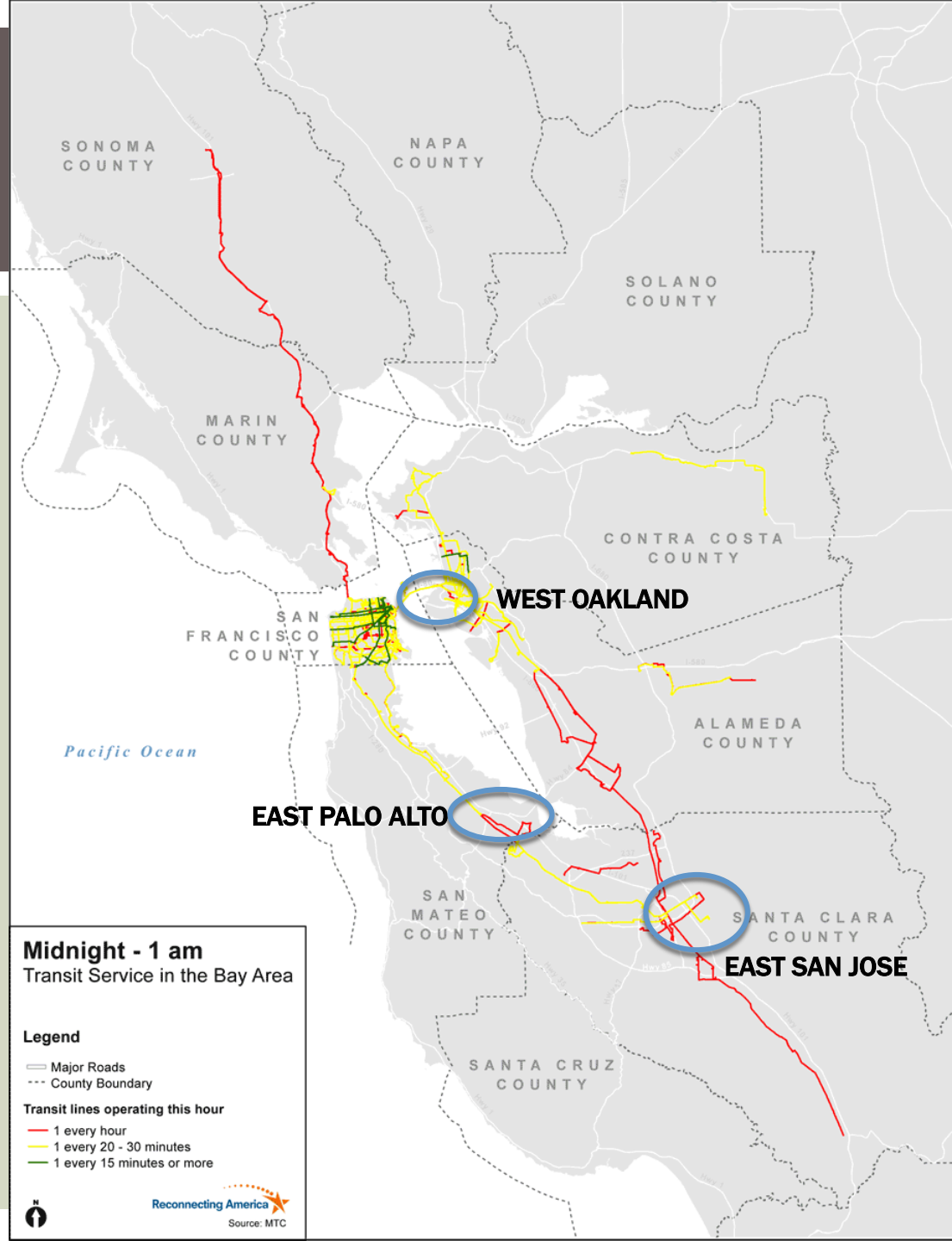


# LOW INCOME WORKERS HAVE LONGER COMMUTES



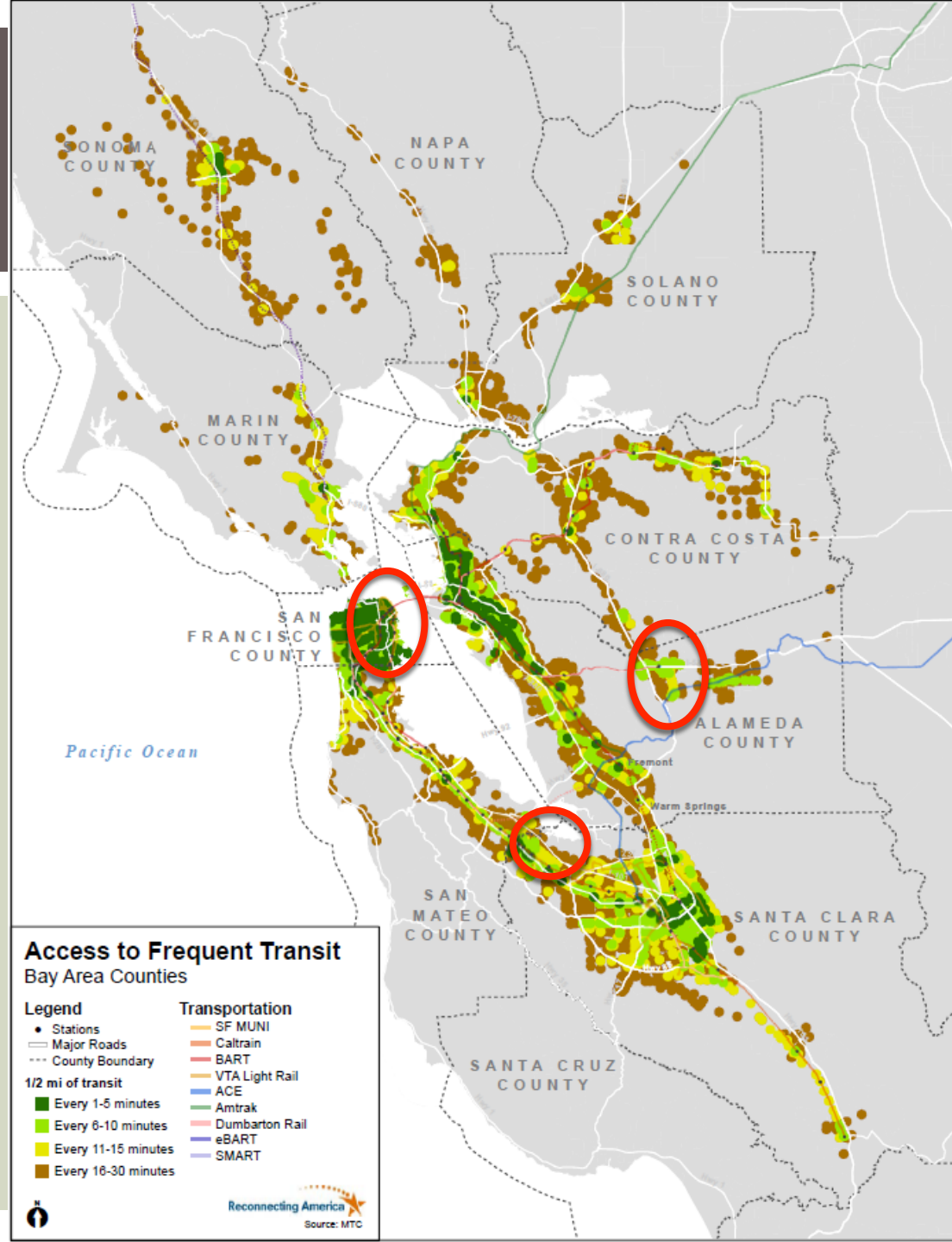
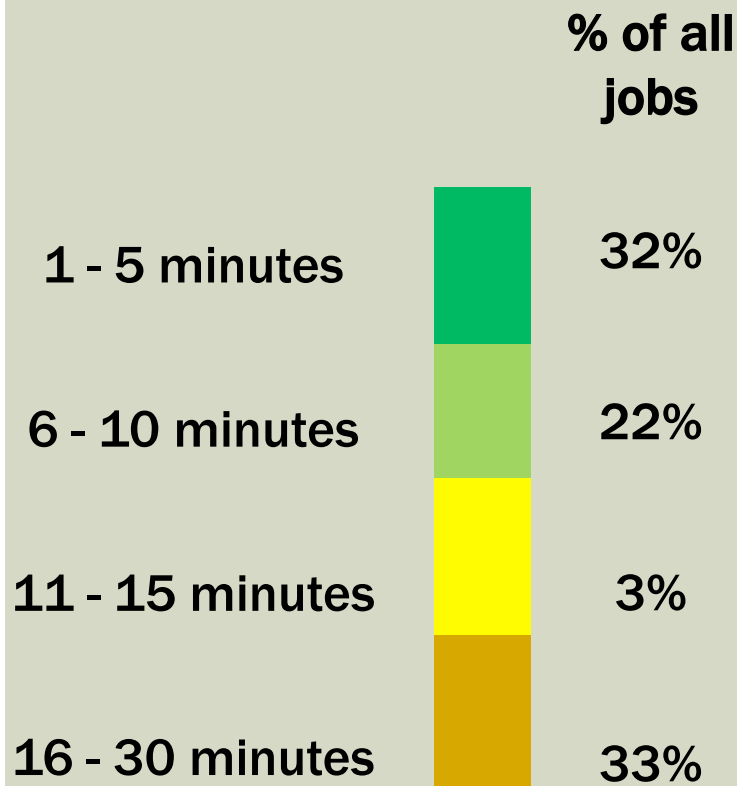
# ACCESS TO TRANSIT

- Green lines are most frequent (every 20 minutes or more)
- Yellow (every 30 minutes)
- Red are least frequent (every hour)



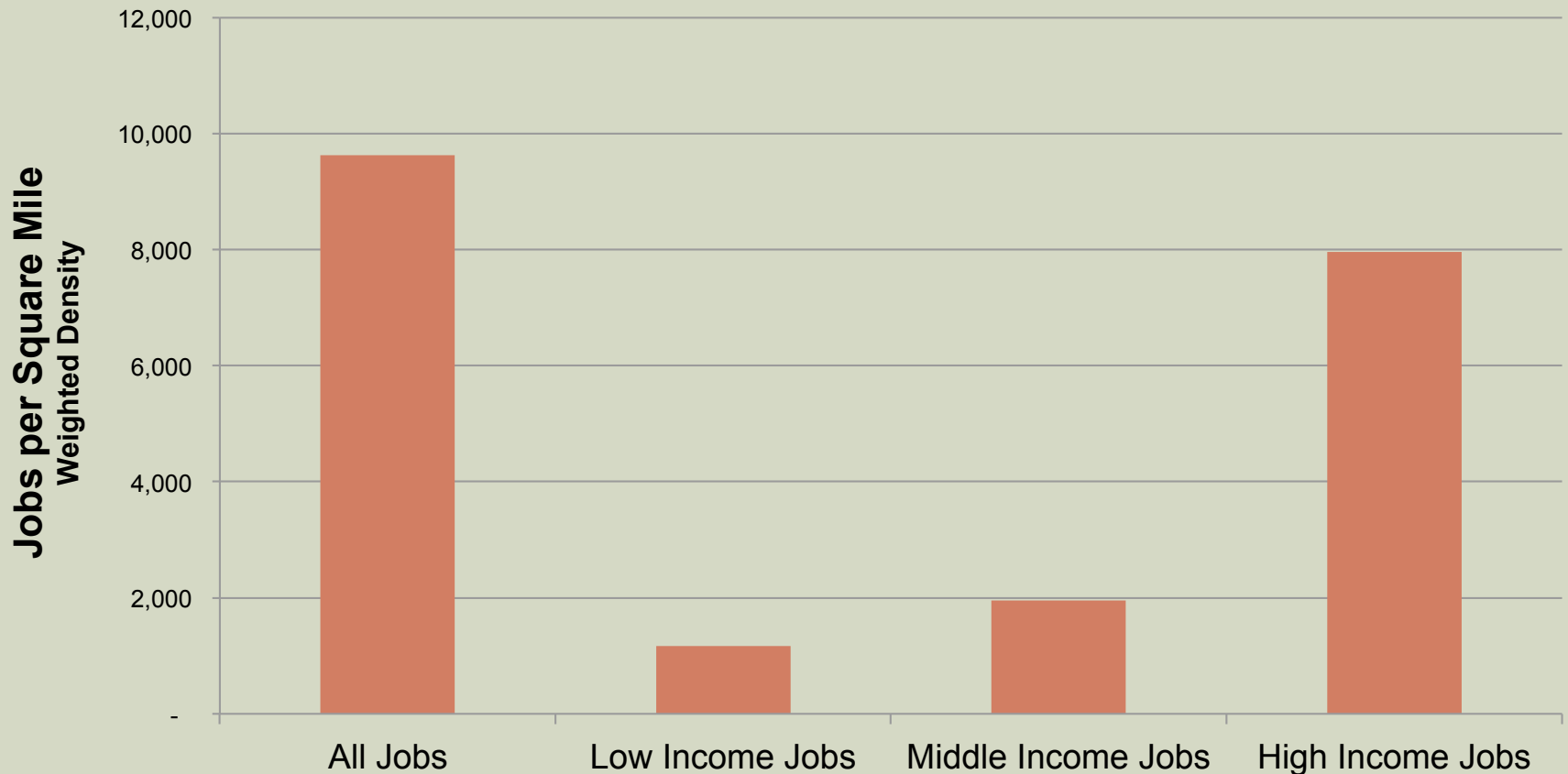


# JOB ACCESS BY TRANSIT



# LOW INCOME JOBS ARE MORE DISPERSED

## *Job Density by Income*



# **STRATEGIES TO EXPAND ECONOMIC OPPORTUNITY**

# STRATEGIES TO EXPAND ECONOMIC OPPORTUNITIES

- **Middle Skill Jobs**
  - “Industries of Opportunity”
  - Education and Training for Industries
- **Expand Quality Jobs in Other Industries**
- **Small Business Development**
- **Removing Barriers to Employment**
  - Adult High School Education
  - Childcare
  - English Proficiency
  - Criminal Records

**Moving to Work:  
Public Transportation  
and TOD**

# INDUSTRIES OF OPPORTUNITY: VALUES

## HUD Grant Proposal Statement on Industries of Opportunity:

“‘Industries of Opportunity’ are those that provide living wage jobs that put low and moderate income workers on a clearly defined career pathway to economic self-sufficiency, are close to transit, and are accessible to low-income communities.”

# INDUSTRIES OF OPPORTUNITY: VALUES

- High % of Living Wage Jobs
- Lower Educational Barriers to Entry (i.e. BA not required)
- Job Security (requiring skills and experience)
- Career Ladder Positions
- Anticipated Job Openings, either via Growth or Replacement
- Drive Regional Economic Growth

# INDUSTRIES OF OPPORTUNITY: APPROACH

- Quantitative
- Sectors Targeted in Community Colleges
- Sectors Targeted among Economic Development Agencies
- Sectors Targeted in WIBS/Other Workforce and Living Wage Partners

# INDUSTRIES OF OPPORTUNITY

- Health Care  
- Biotech/Life Sciences  
- Energy  
- Advanced & Food Manufacturing   
- Information Technology   
- Transportation & Logistics 



Workforce Development Focus



Economic Development Focus

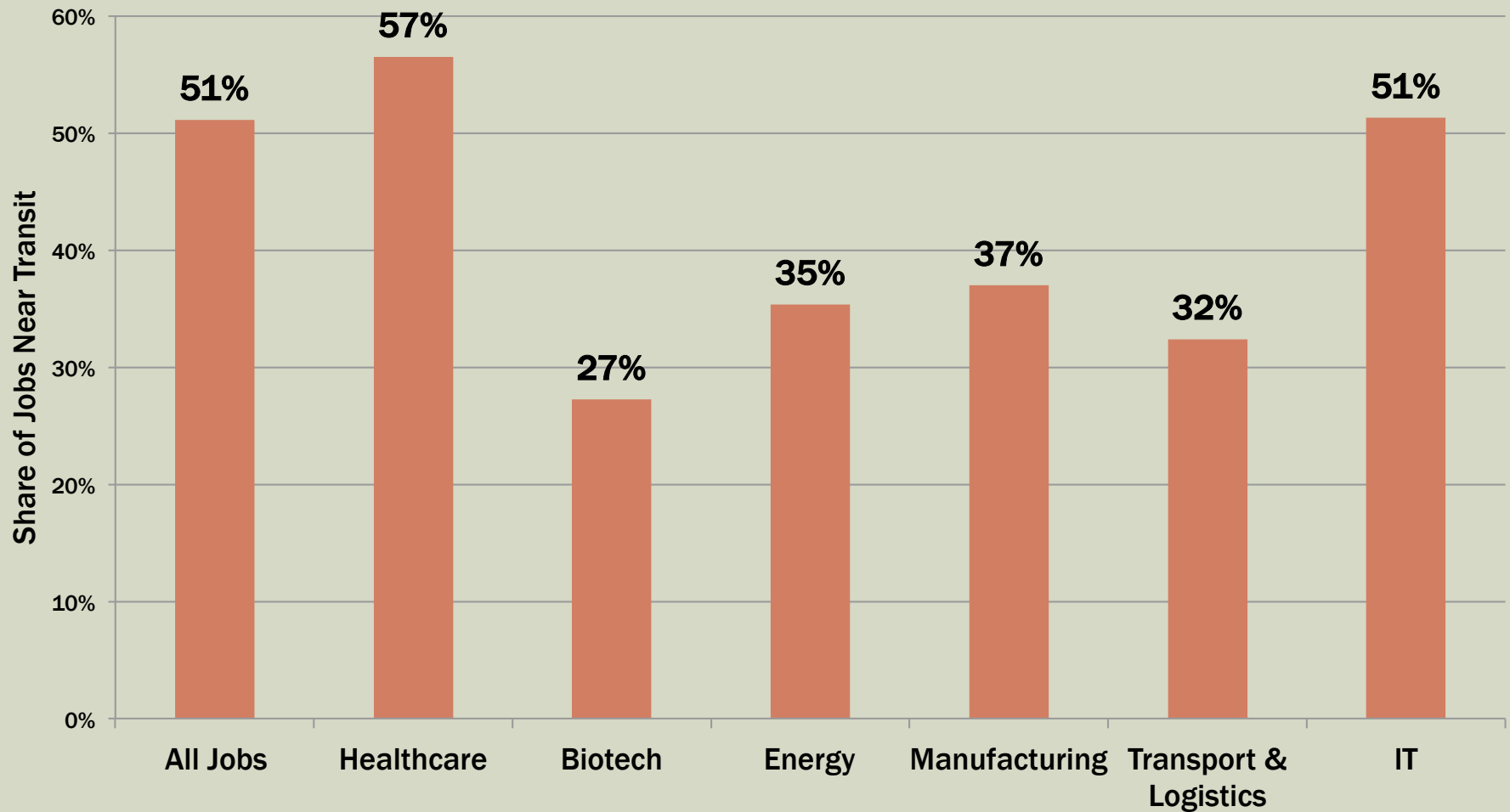


Community College Consortium Focus



# INDUSTRIES OF OPPORTUNITY

## JOB'S NEAR TRANSIT



Source: NETS, Bay Area Council

## HEALTH CARE

**Hospitals, medical centers  
are dense job centers**

**Many health care jobs  
dispersed – at home  
nursing, smaller medical  
offices, etc.**

**Many health care jobs  
dispersed – at home  
nursing, smaller medical  
offices, etc.**

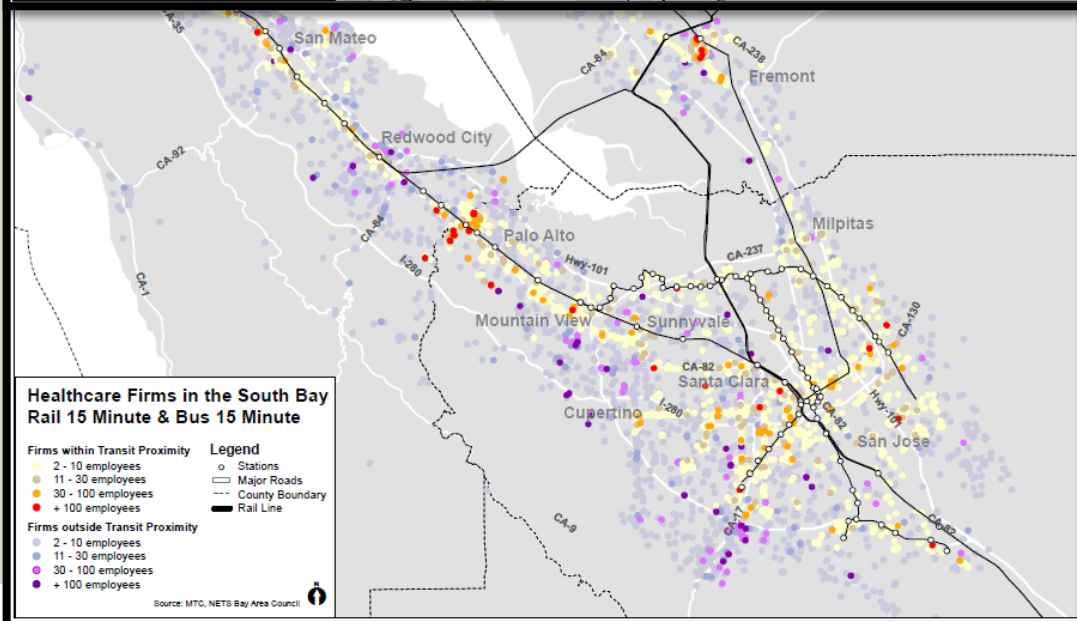
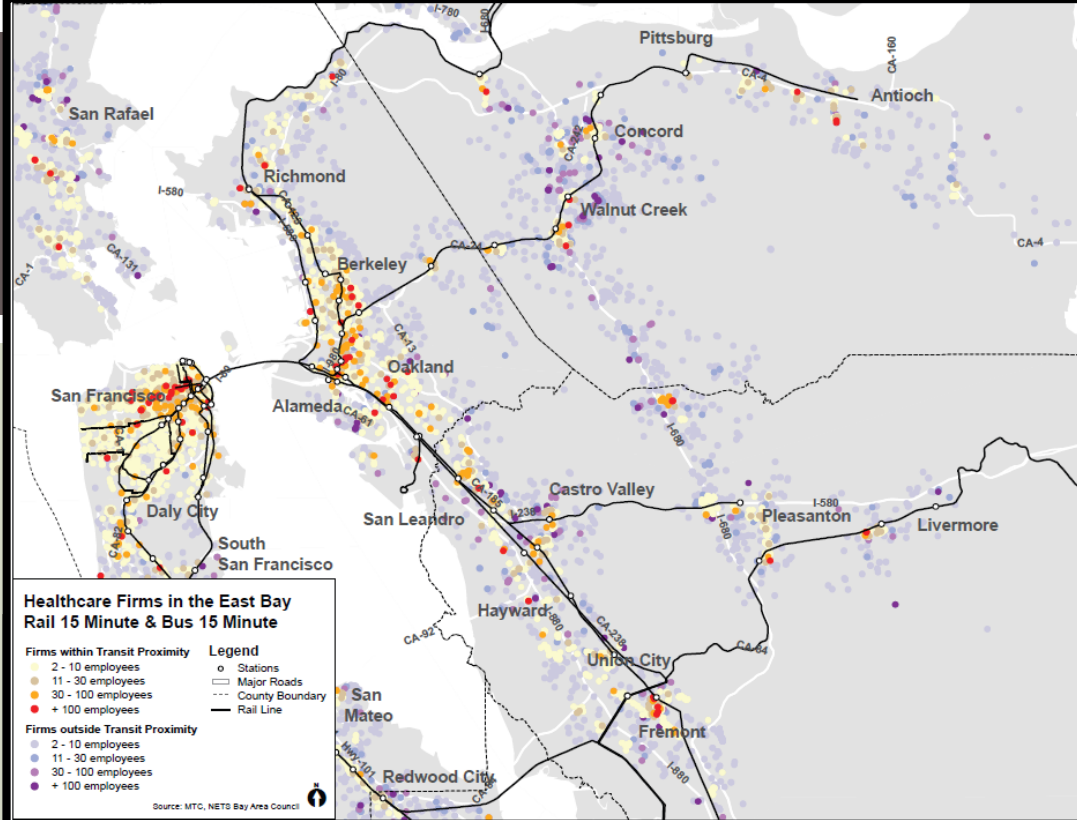
**Medical shifts are not 9 to 5,  
require quality off-peak  
transit service**

**Numerous training  
programs in community  
colleges**

**Medical shifts are not 9 to 5,  
require quality off-peak  
transit service**

**Numerous training  
programs in community  
colleges**

**Numerous training programs in community colleges**



**BIOTECH/LIFE SCIENCES**

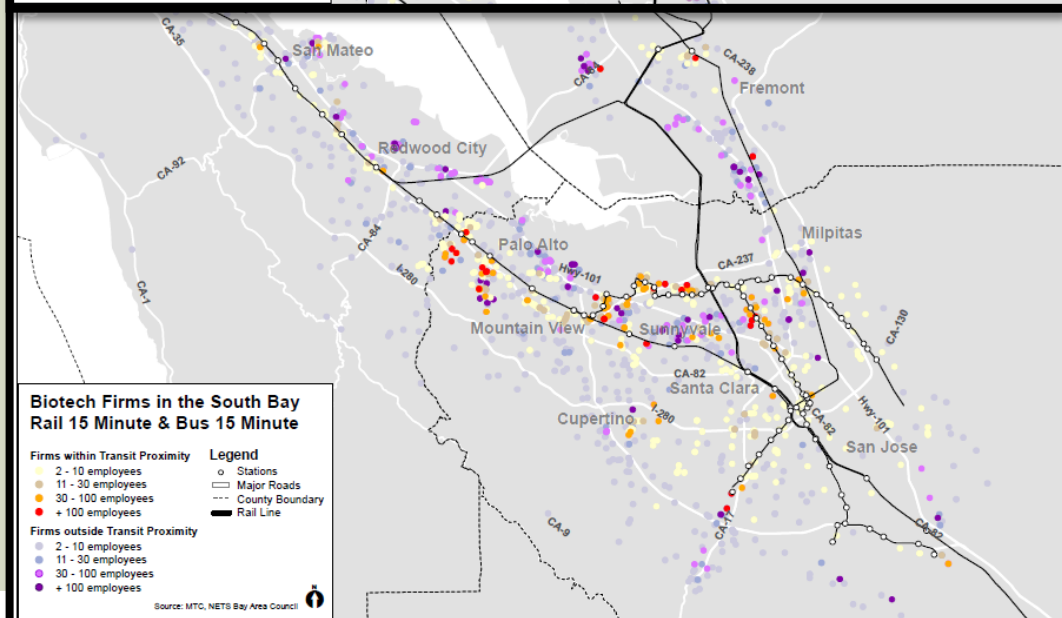
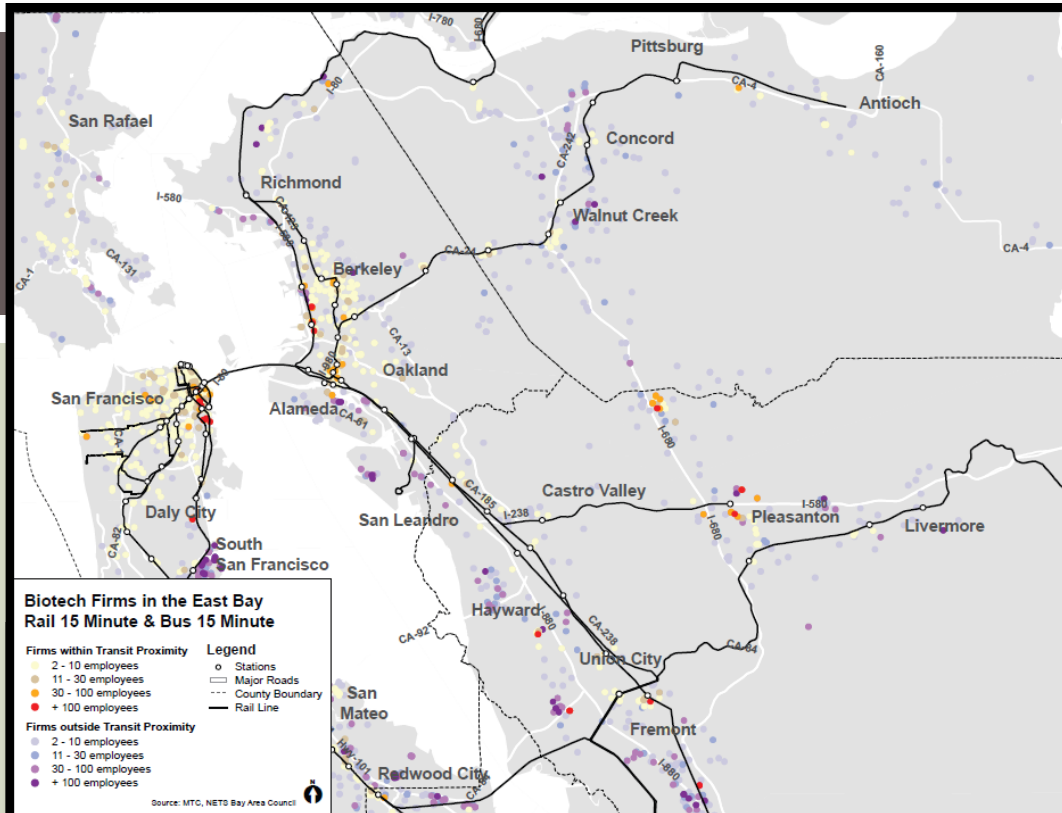
**Encompasses broad range of industries – office, wet labs, manufacturing**

**9 to 5 office or lab based jobs could be served by transit**

**In Community College system:  
Efforts to centralize lab classes  
at a few facilities, collaborate  
across campuses**

**Will require better transit connections**

## Timing of transit with classes (especially night classes)

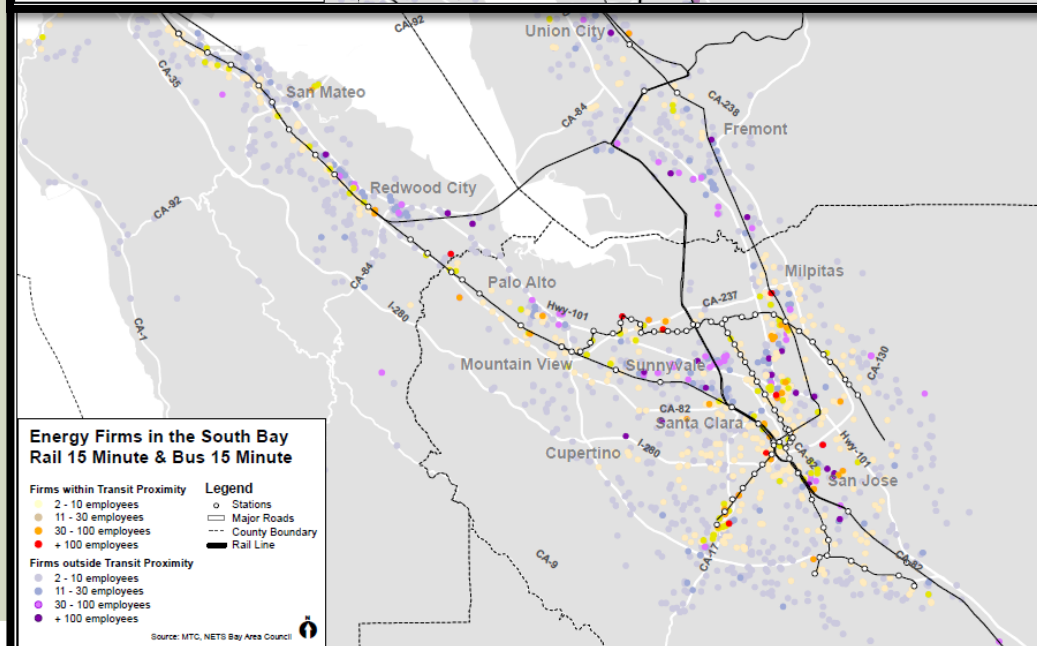
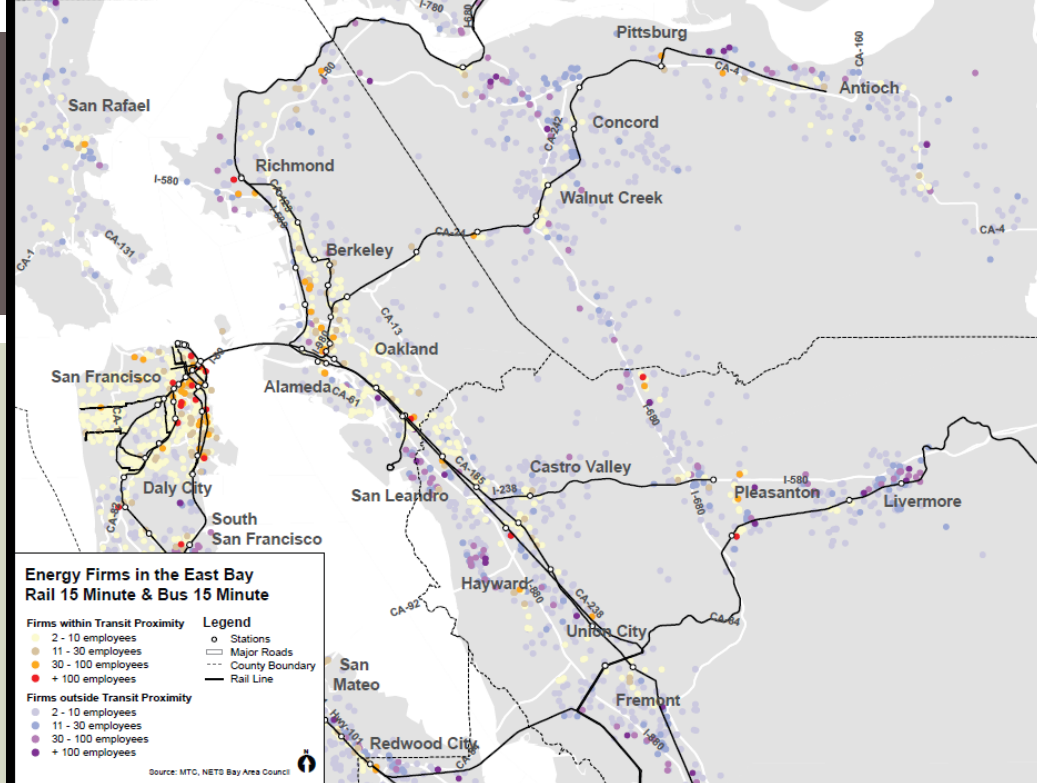


# ENERGY

Another cluster – encompasses utilities, innovative clean energy development, solar (incl. construction), oil refineries

Manufacturing or field-based positions, lower density and dispersed

A focus of new Lawrence Berkeley Labs facility in Richmond – transit could play key role



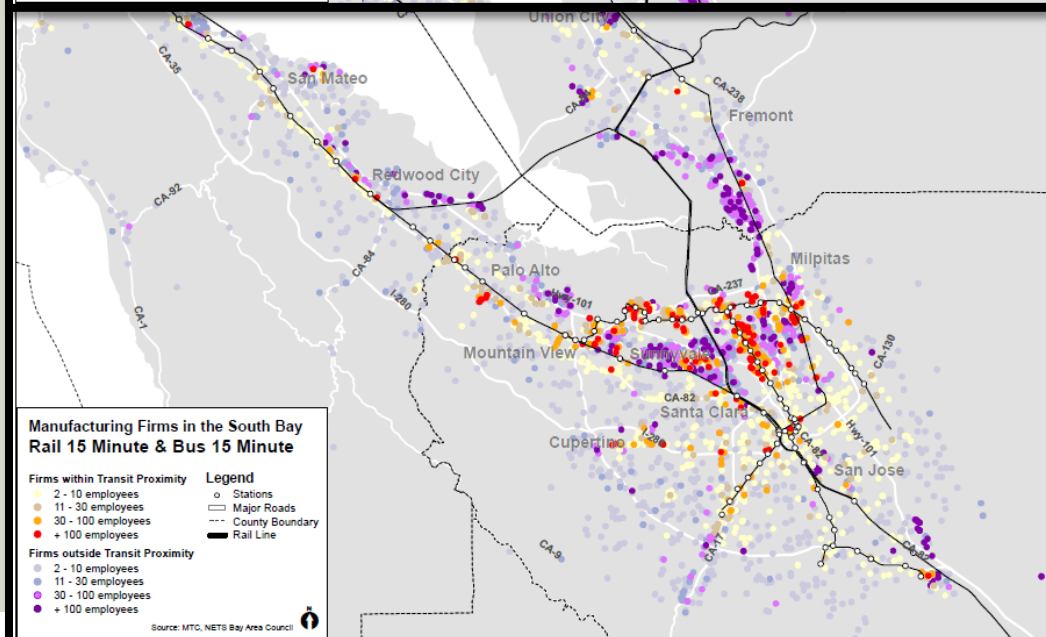
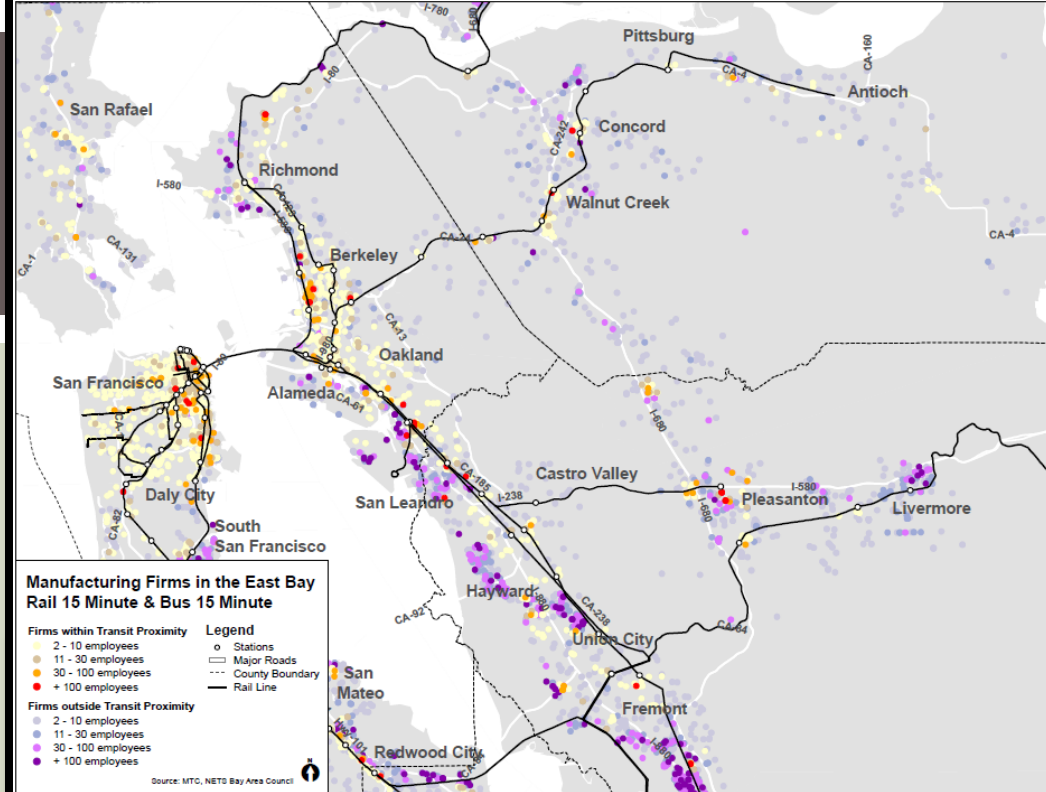
# MANUFACTURING

Most remaining manufacturing in region is “advanced” – machinery rather than people based

Food manufacturing also key

Lower density jobs can be difficult to serve with transit

Industrial land in station areas is key question for further study





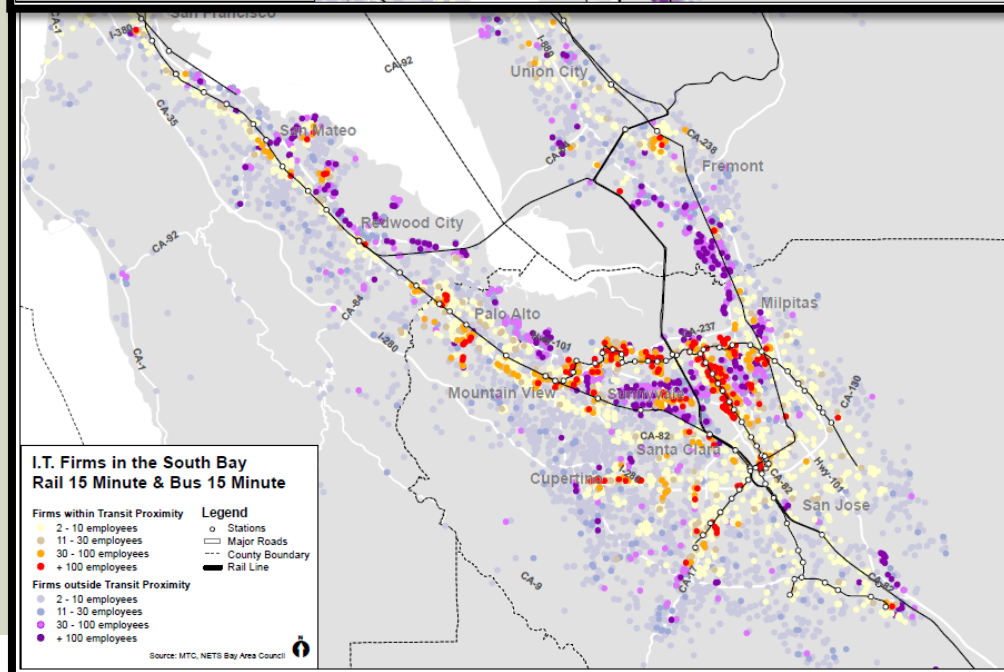
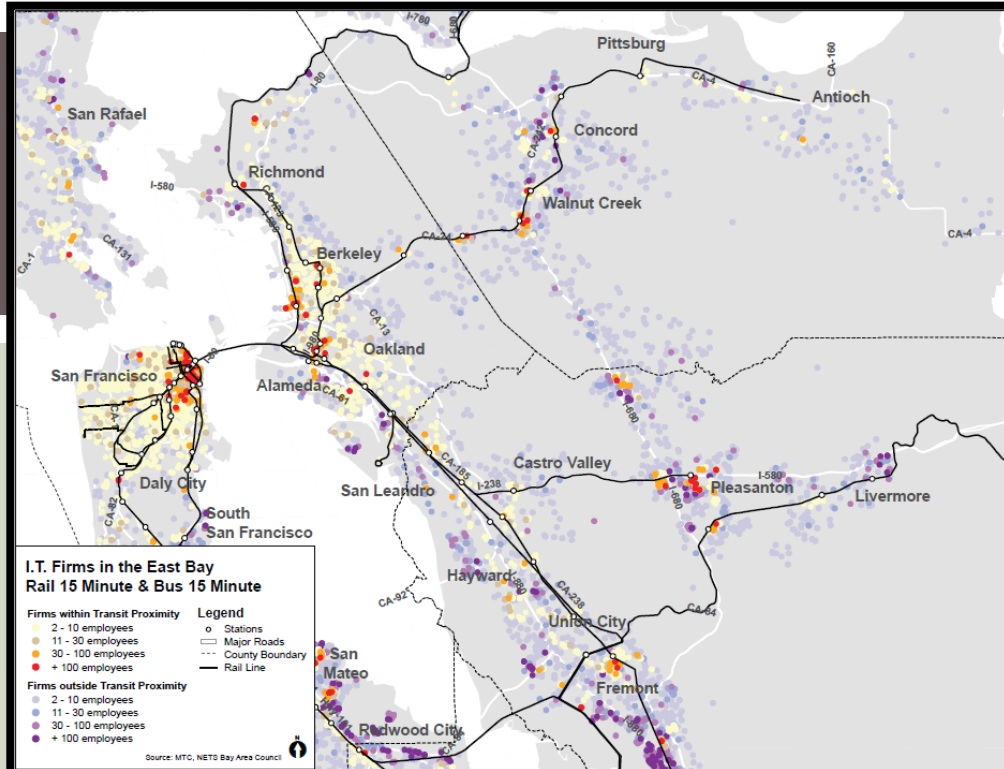
# INFORMATION TECHNOLOGY / NEW MEDIA

“IT” means different things to ED  
vs WD staff:

Economic Development target  
the “Pixar and Google’s”

Workforce Development target IT  
jobs in all industries – not  
concentrated

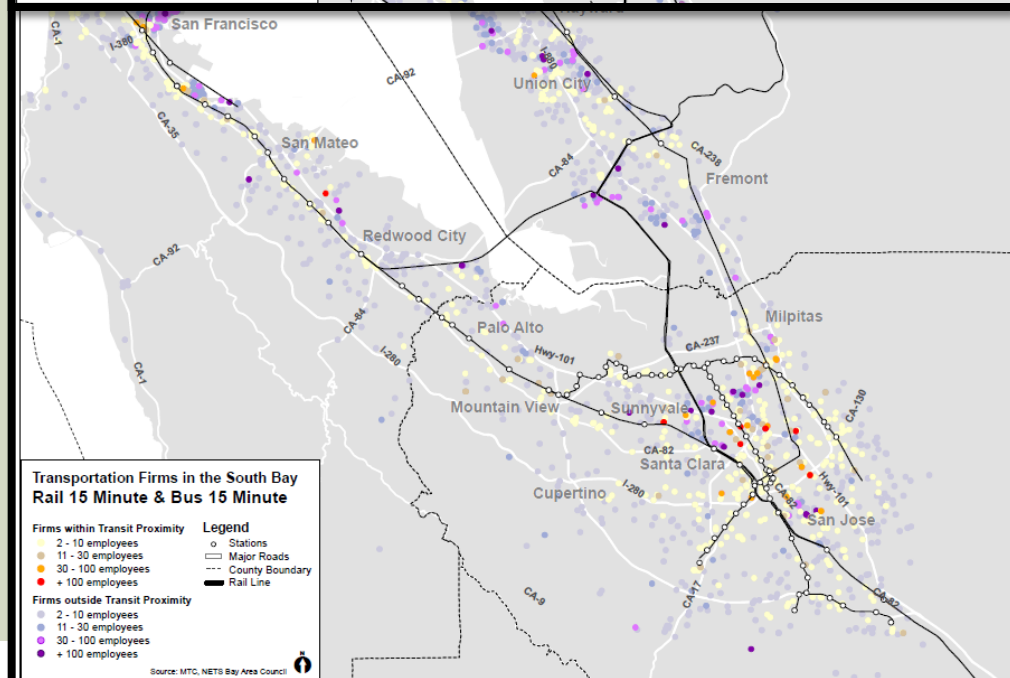
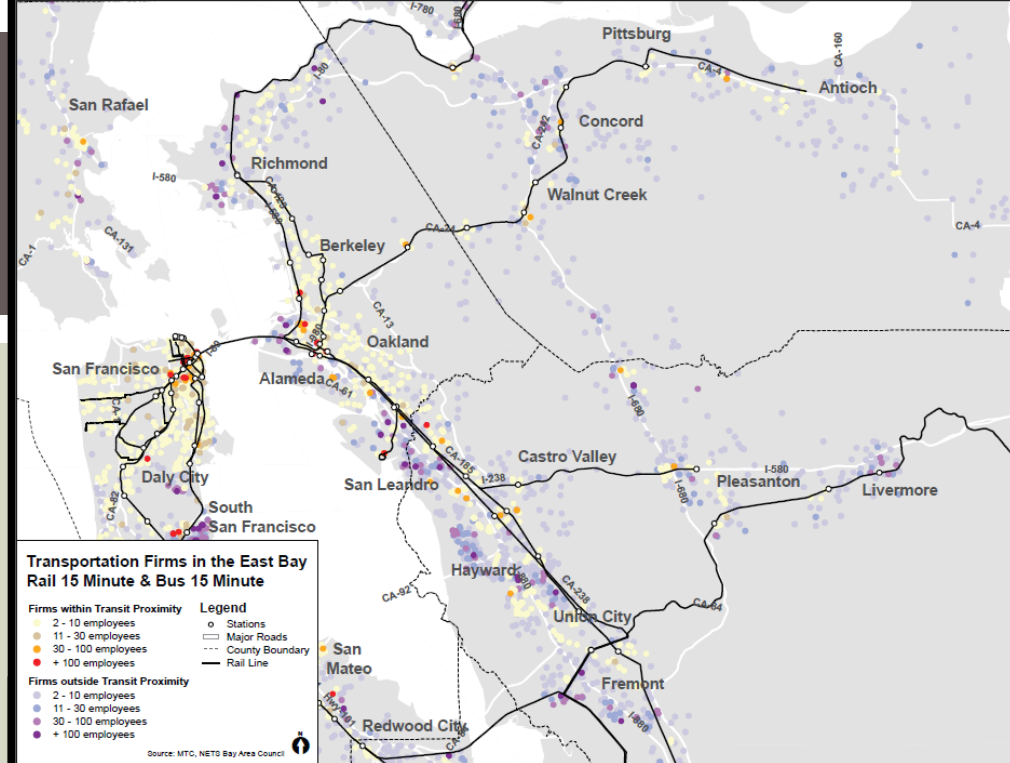
Many private shuttles serve  
major campuses (Facebook,  
Google).



# TRANSPORTATION/ LOGISTICS

Many jobs not centralized in one location

Potential incompatibility with transit, walking, biking



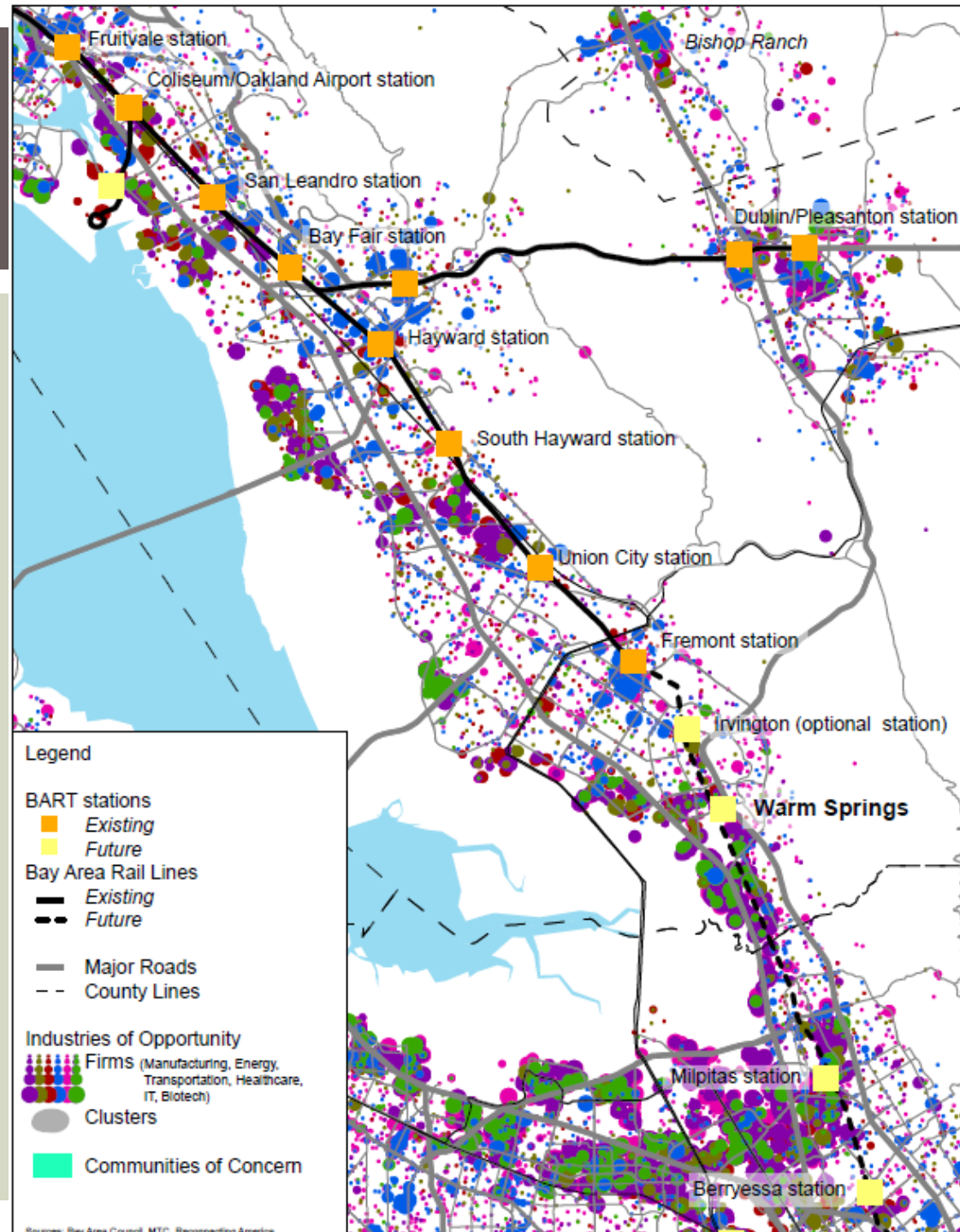
# RECOMMENDATIONS



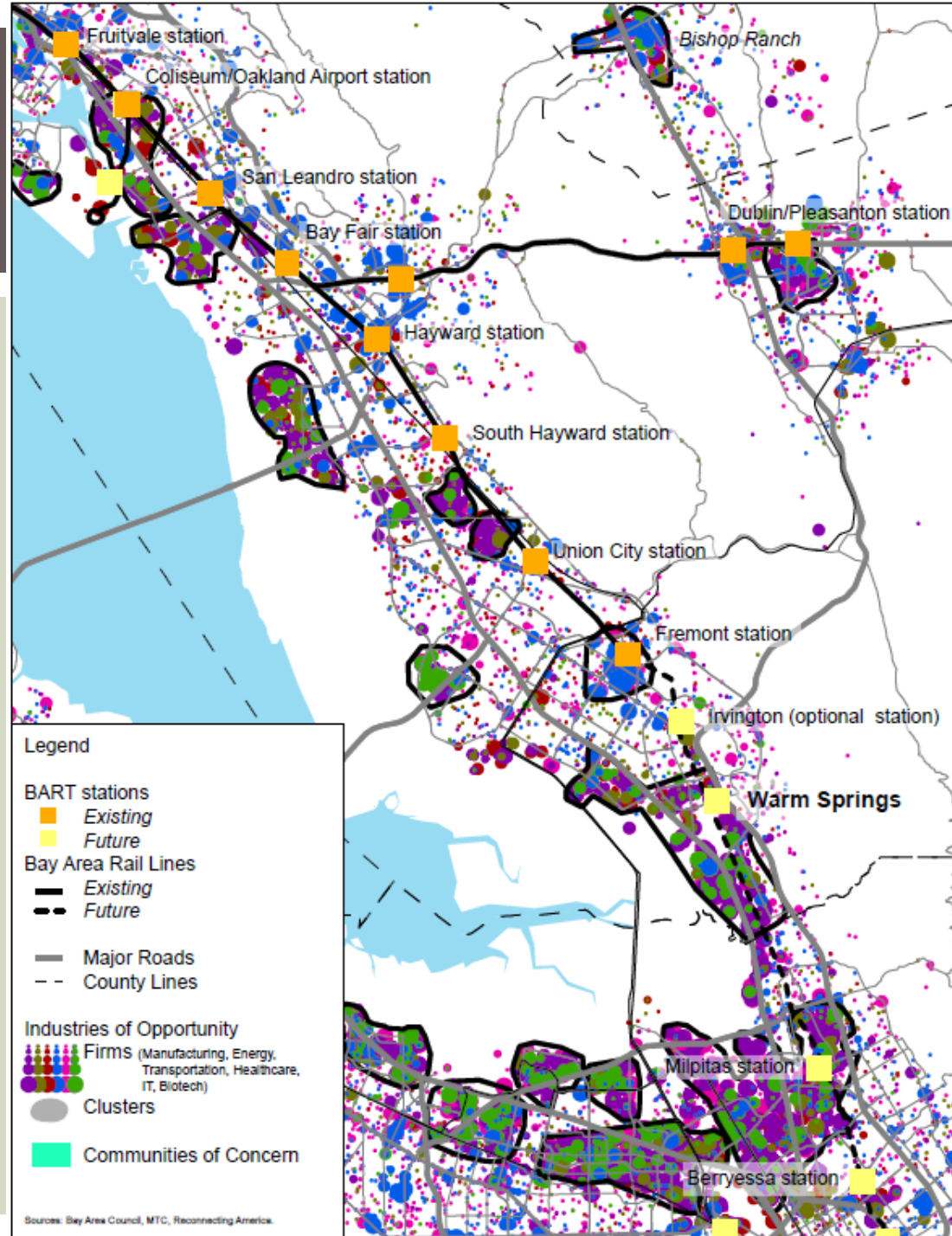
# RECOMMENDATIONS

- 1. First/Last Mile Connections**
- 2. Transit Incentives from Employers/  
Workforce Services**
- 3. Regional Collaboration**
- 4. Further Research**

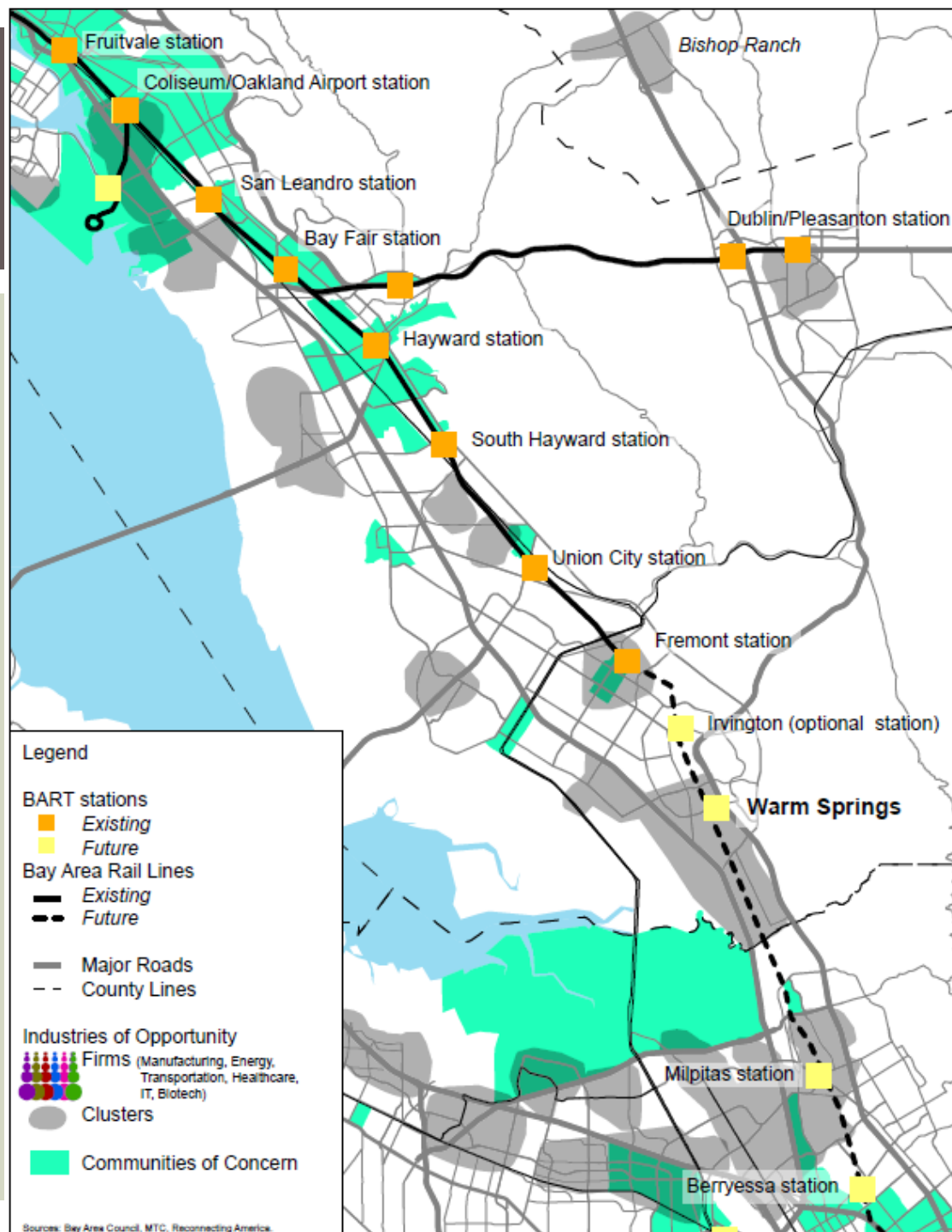
# FIRST/LAST MILE



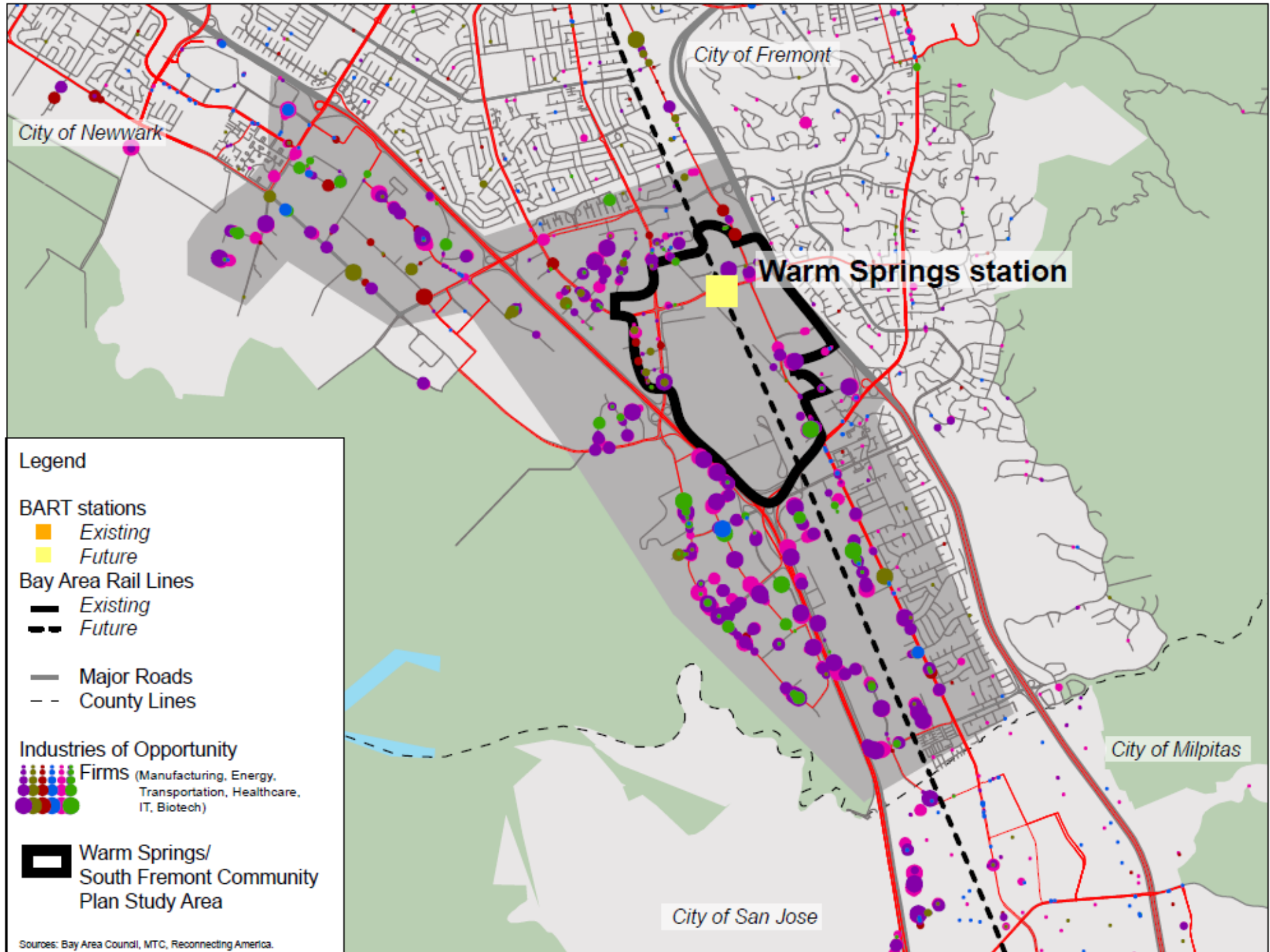
# FIRST/LAST MILE



# FIRST/LAST MILE



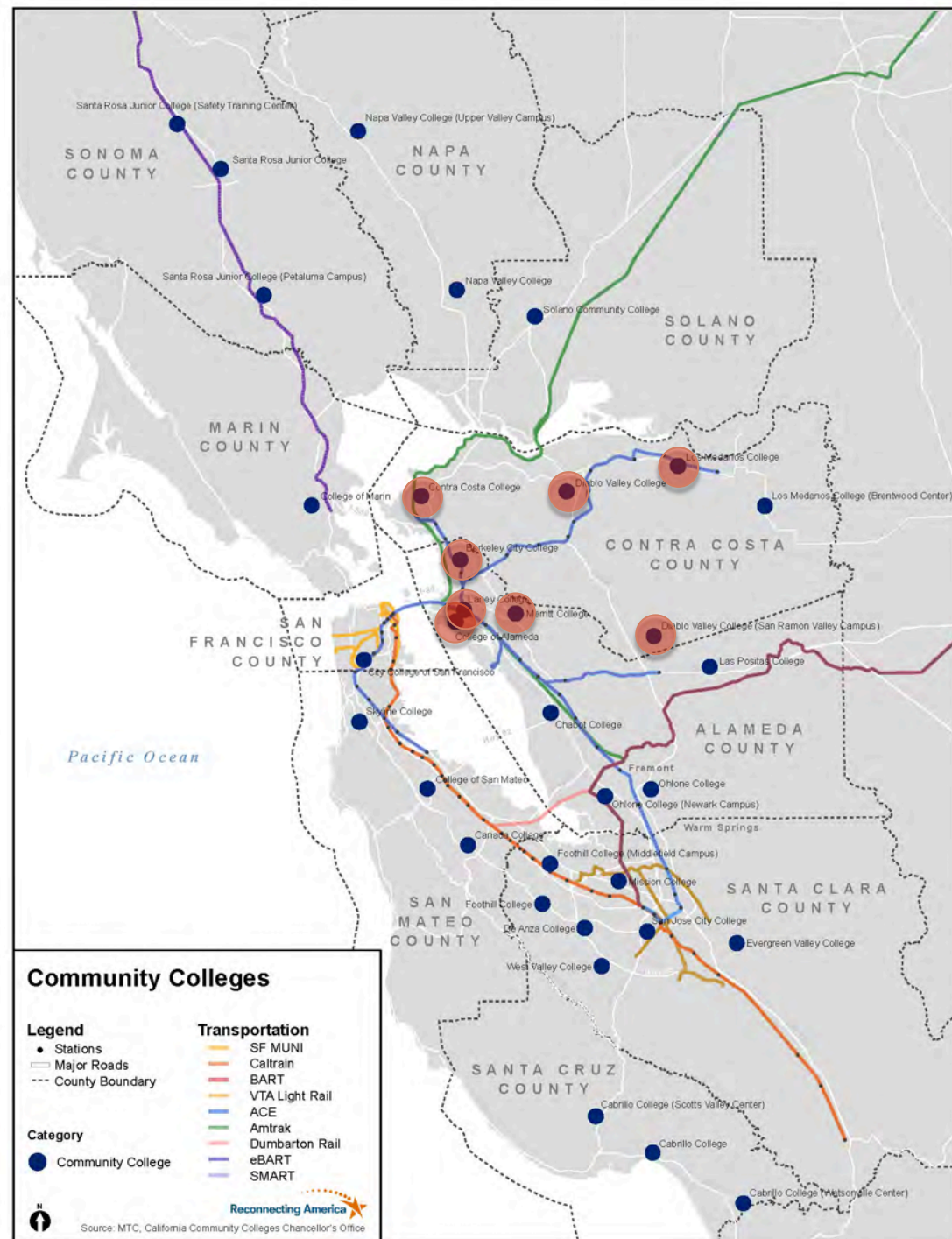




### 3. REGIONAL COLLABORATION



- Help low-income students access regional industries: energy, healthcare, IT, logistics, & advanced manufacturing
- Combines contextualized basic skill classes with technical training
- Expanded support system for students
- Over 20 different programs in various sectors



## 4. AREAS OF FURTHER RESEARCH

- New incentives to locate jobs near transit
- New solutions to TOD/transit compatibility of Industries of Opportunity
- Role of small businesses in workforce/economic development near transit
- Understand specific workforce development needs and barriers in different Communities of Concern

# QUESTIONS

*BRIEFING PAPERS AT THE END OF THE MONTH  
AT [MOVING2WORK.ORG](https://moving2work.org)*