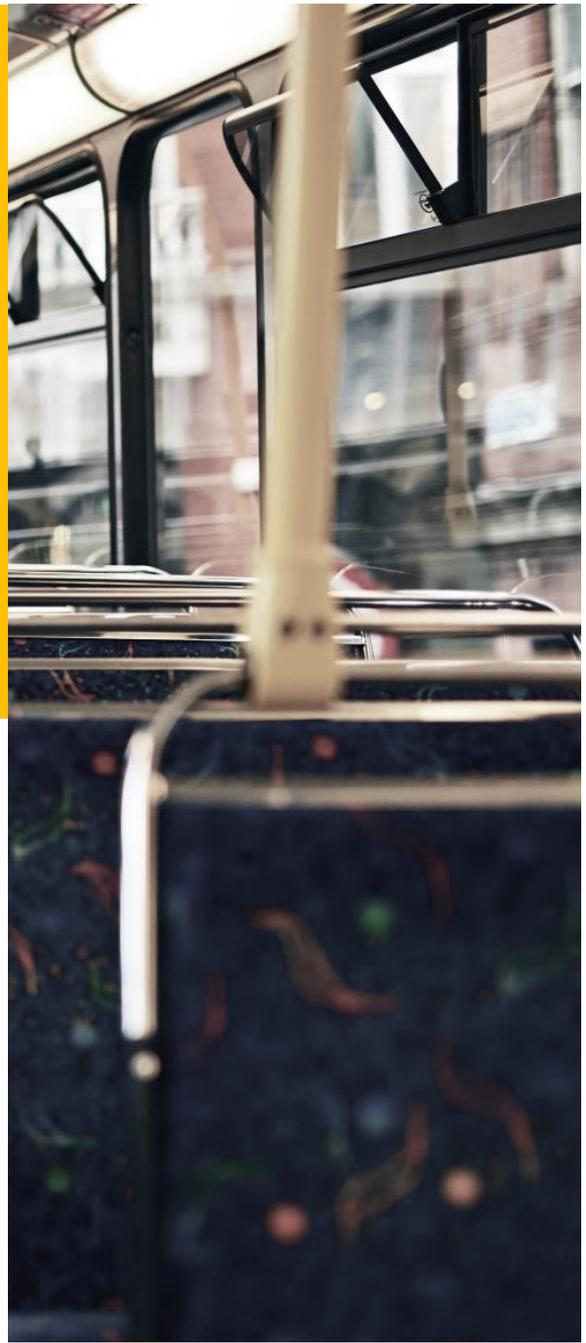
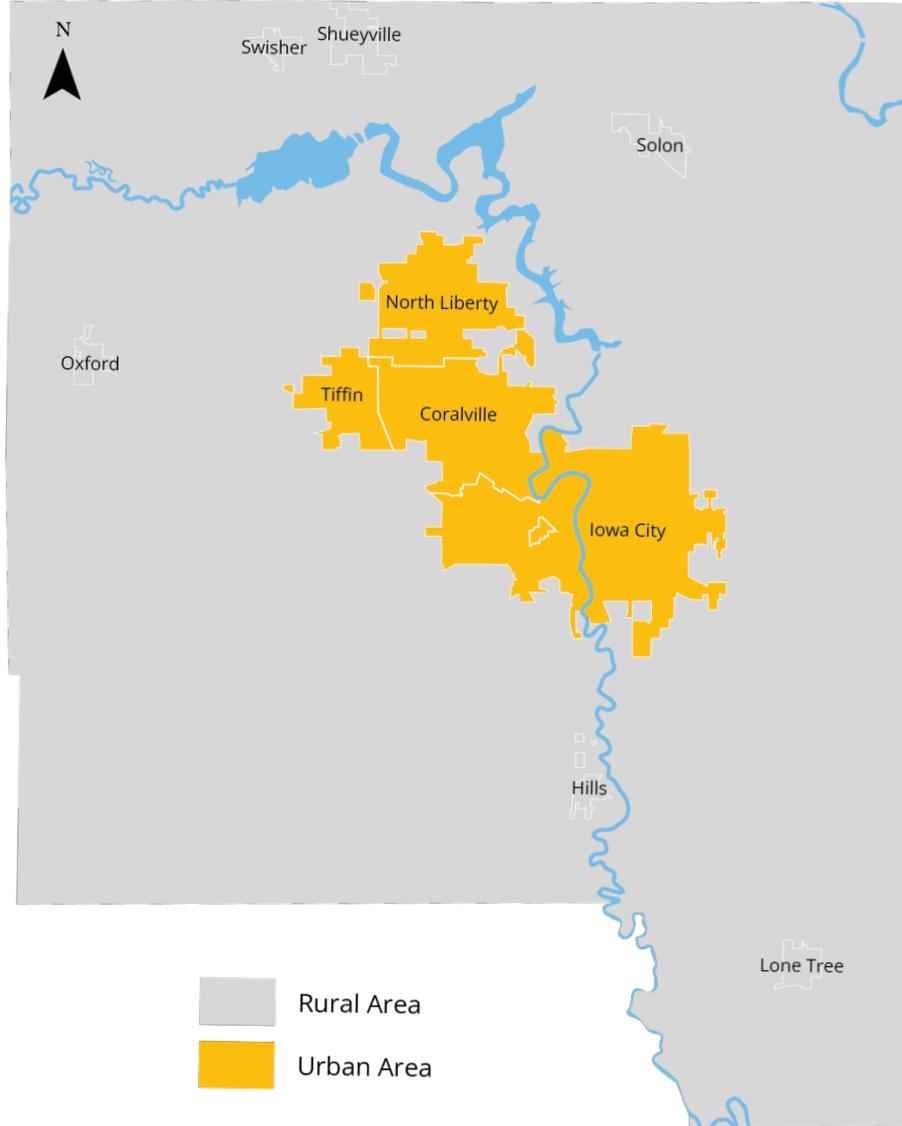




**JOHNSON
COUNTY,
IOWA**



*Trip Connect
+ Voucher System*





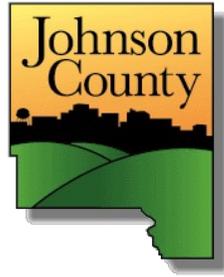
Missie Forbes



Brock Grenis



Scott Mather



Kelly Schneider and Dawn Alam



Stephanie Hasakis

End Users:

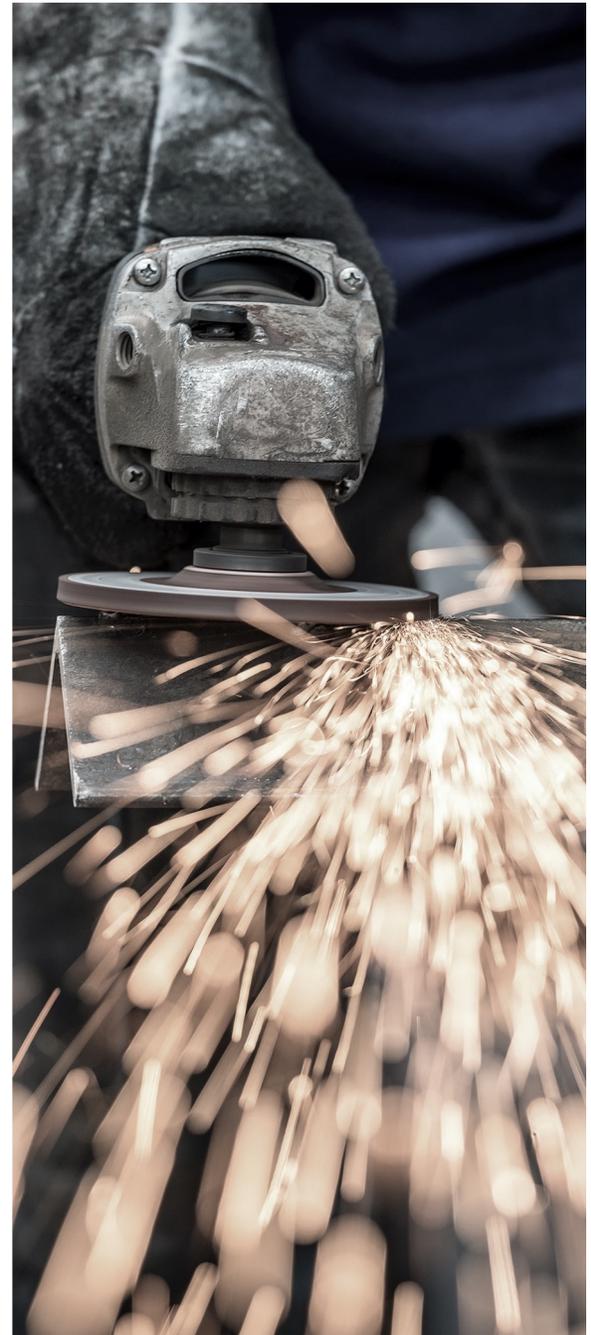


Mohamed Elhadi

Sabri Sky and Jeremy Endsley

FOCUS QUESTION

How might we provide a menu of transportation options to serve employees and employers not served by the currently available transportation network in Johnson County?



DESIGN CRITERIA

- ⑥ Engage employers to identify the benefits of assisting in some capacity to solve employees' transportation challenges.
- ⑦ Clearly identify the steps to, benefits of, and built-in safeguards within collaboration.
- ⑧ Build identified personal connections into the solution to the extent possible.
- ⑨ Ensure our solution is provided in a positive, re-affirming manner that doesn't add to riders' stress.

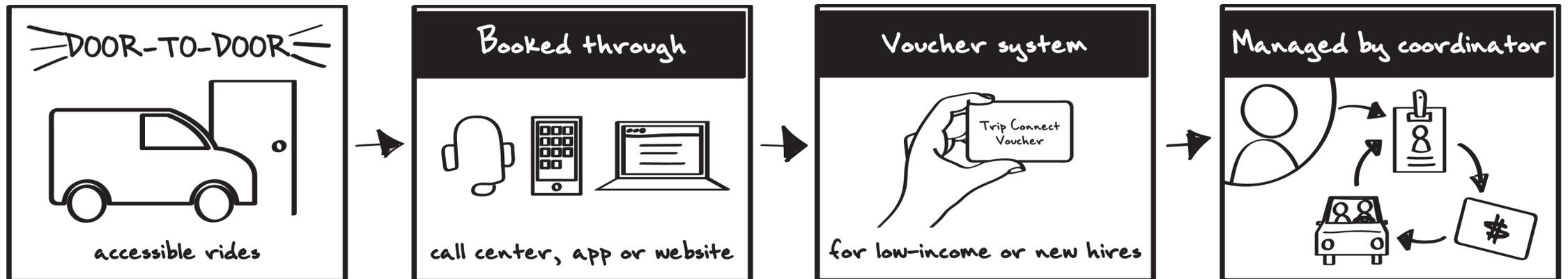


OUR CONCEPT

Trip Connect + Voucher System

Trip Connect is a demand response service that provides a solution for employers and employees in Johnson County who are experiencing employment related transportation barriers.

Expanded opportunities for qualifying low-income individuals are available through a voucher system.



OUR CONCEPT

Trip Connect + Voucher System

- Requires 24-hours in advance notice to book door-to-door ride.
- Rides are a flat rate and can be scheduled and paid for by call center, smartphone app or website.
- Accessible rides are available.
- Same-day rides can be requested but are contingent on the availability of drivers and fleet therefore are not guaranteed.
- Low-income individuals or those starting new employment can use the voucher system to pay for their ride.
- Employers and human service agencies can contract for a bulk amount of trips per month/year and provide vouchers to clients or employees at their discretion.
- Coordinator is responsible for managing program. This includes program education and marketing, onboarding new employees and employers to use the programs. Provides oversight of qualification and implementation of the voucher system.



MARKET SIZE AND OPPORTUNITY

Wages & Employment Forecast:

Accommodations and Food Service

- 7,737 workers currently
- \$1,742 per month
- \$20,904 per year

Retail Trade

- 9,555 workers currently
- \$2,868 per month
- \$34,424 per year

Occupational Projections 2020-2030

- Accommodations and Food Service Services 25.1% increase in employment
- Retail Trade expected to have a 9.7% increase in employment

** Iowa Workforce Development, Labor Market Information and Division, Quarterly Census of Employment and Wages Program – Johnson County, IA 2021 Quarter 4 & Long-Term 2020-2030 East Central Iowa Industry Projections*



BUSINESS MODEL

- Pilot project to determine the effectiveness of a long-term transportation program for Johnson County.
- Grant funding from CTAA or other sources to cover startup costs
 - Software, Fleet, Operators/Staff, Coordinator, Insurance
- Cross-sector Partnerships and Collaboration
 - Local Employers: Financially assist by supporting cost of rides or vehicle purchase, communicate with program Coordinator
 - Local Government: Oversee program viability
 - Local Transportation Providers: Participates in program oversight and viability; provides rides
 - New Transportation Provider: Offer demand response service
 - Educational and job training institutions, Human Service Agencies: Direct participants to program and authorize Vouchers.
- Funding Considerations
 - Local support, Iowa State DOT, FTA , Job Access Employment Grants, Climate Change/Sustainability Grants and Diversity and Equity Grants





Trip
Connect
+
Voucher
System