

Developing Your Workforce and Getting Them There

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A Workforce Perspective

- Workforce board region corresponds to regional planning commission boundaries.
- Transportation is a vital workforce support service.
- Rural citizens need access to education, healthcare and jobs.

Historical Involvement

- Provided matching funds for Job Access and Reverse Commute grant from 1999 to 2002.
- Assisted with funding of local transportation pilot with TDHS now HHSC to provide services to TANF recipients in 2001.
- Involved with current regional transportation planning with West Central Texas Council of Governments and City and Rural Rides (CARR).

Keys to Involvement



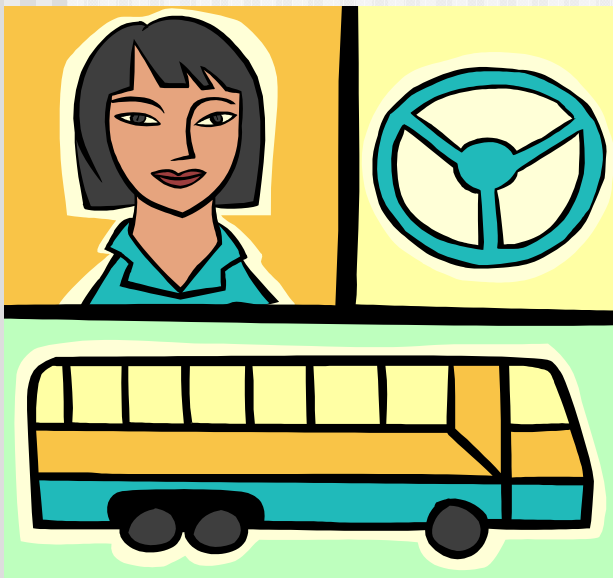
- Established relationships in place
- Identified WIIFMs for both parties
- High value for investment

WIIFM – What's In It For Me?

- JARC – Night and weekend transportation to get to work and school.
- Established affordable services for general public.
- Created consumer base to use services on continuing basis.



WIIFM – Part Two



- TDHS Local Transportation Grant – Curb to curb service for complex trips for TANF recipients.
- Remove barriers to work for TANF recipients.
- Opportunity to assess impact of transportation on participation.

Regional Planning

Key purchaser of
transportation services

+

Access to employers

+

Serve rural communities

=

Meeting business needs for
skilled workers



Roles of Workforce Boards

- Workforce boards are responsible for developing strategic and operational plans for workforce services.
- Workforce boards receive funding from TxDOT for transportation.
- Workforce boards are locally managed and focus on serving business needs.

Opportunity



- Find your local workforce board at www.nawb.org/asp/wibdir.asp
- Contact your local workforce board about planning together
- Identify WIIFMs

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