

Achieving Transportation
Service Coordination in Rural
Communities

August 30, 2000



Richmond Regional Planning District Commission
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Acknowledgement

Prepared in cooperation with the U.S. Department of Transportation, Federal Highway Administration and the Virginia Department of Transportation.

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Richmond Regional Planning District Commission

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Executive Summary	i
Glossary.....	iii
Introduction.....	1
Welfare Overview.....	3
National Legislation.....	3
State Legislation.....	4
Initial Success	4
Chapter Summary	6
Transportation Demand.....	7
Commuting Patterns	7
Location of jobs	9
Rural Counties Profile.....	11
Charles City County Profile	12
Goochland County Profile	12
New Kent County Profile.....	13
Powhatan County Profile	13
Richmond Regional Planning District Commission Profile	14
Expressed Concerns	14
Chapter Summary	15
Transportation Supply	16
Fixed-Route Transit Service	16
Demand-Response Transit Service	16
Specialized Transportation Service.....	17
Other Transportation Service Types	18
Chapter Summary	19
Examples of Solutions	20
Regional Approaches	20
<i>Pima County, Arizona</i>	20
<i>Tulsa, Oklahoma</i>	21
Solutions for Rural Areas.....	21
<i>Clarksdale, Mississippi</i>	21
<i>Charlottesville, Virginia</i>	22
<i>Stigler, Oklahoma</i>	23
Approaches for Suburban Areas	24
<i>Louisville, Kentucky</i>	24
Employment Transportation Partnerships.....	25
<i>Buffalo, New York</i>	25
Public/Private Partnerships	26

<i>Richmond, Virginia</i>	26
<i>Pensacola, Florida</i>	27
Chapter Summary	27
Funds to Support Transportation Services	28
Transportation Equity Act of the 21st Century (TEA-21)	28
U.S. Department of Transportation Annual Appropriations	28
<i>The Section 18 Program</i>	28
<i>Capital Grants for Transportation for Elderly and People with Disabilities (Section 5310)</i> ..	28
<i>Rural Transit Formula Grants (Section 5311)</i>	29
<i>Rural Transportation Accessibility Program</i>	29
<i>Job Access and Reverse Commute Grants</i>	29
Other Federal Agency Funds for Transportation.....	30
<i>Head Start</i>	30
<i>Medicaid</i>	30
<i>The Older Americans Act (OAA)</i>	31
<i>Workforce Investment Act (WIA)</i>	31
<i>Temporary Assistance for Needy Families (TANF):</i>	31
<i>Welfare-to-Work Grants (WtW)</i>	31
Using TANF and DOL Welfare-to-Work funds for Transportation Services	32
State Transit Funding	34
<i>Formula Assistance Program</i>	34
<i>Capital Assistance Program</i>	34
<i>Special Projects Program</i>	34
Chapter Summary	34
Recommendations	35
Sustainable, Affordable and Cost-Effective Solutions	35
Approach 1: Use and Promote Existing Transportation Services.....	36
Approach 2: Build Relationships to Share Vehicles	37
Approach 3: Expand Existing Transportation Services	38
Approach 4: Develop New Services	40
Chapter Summary	41
Bibliography	42
Appendix A VIEW Work Activity	44
Appendix B Commuting Data.....	46
Appendix C Employment Projections Data	51
Appendix D Industrial and Employment Data	54
Appendix E Socioeconomic Data	65

Appendix F Transit Providers	67
Appendix G GRTC Route Map.....	72
Appendix H Transportation Providers Receiving Section 5311 Operating Funds.....	75

Executive Summary

This study was prepared by staff of the Richmond Regional Planning District Commission for the four rural localities of the Richmond region (Charles City County, Goochland County, New Kent County, Powhatan County), and was financed through the Rural Transportation Planning program, sponsored by the Virginia Department of Transportation through the Federal Highway Administration. The purpose of this study is to 1) analyze the supply and demand of the existing rural transportation system 2) provide information on new programs and financial incentives that local governments and transportation providers in the study area can use to enhance the rural transportation system for low to moderate income individuals 3) provide recommendations based on the analysis of the current system and innovative programs used elsewhere to better coordinate transportation in the rural areas. This report focuses on the transportation needs of welfare recipients due to the recent welfare reforms, mandating employment and compounding the need for reliable and effective transportation services in the rural areas. It is hoped that local governments and transportation providers in the study area will use this information to move forward in the rural transportation planning process.

Newly established welfare legislation at the national and state level has changed the welfare system from an entitlement program (AFDC) to that of a work program. At the national level, TANF mandates that adults obtain steady work in order to receive cash assistance. The corresponding program, Welfare-to-Work, assists harder to employ recipients with educational classes and job skills training. National legislation allows states flexibility in their programs. In Virginia, benefits are limited to 24 months. Virginia has similar programs corresponding to those at the national level, VIEW and VIP. These programs show initial success for welfare reform, but when entry-level wages are compared to U.S. poverty guidelines, the story takes a turn. Families can rarely expect to survive on entry-level wages. These statistics have shown that welfare reform programs succeed in employing welfare recipients, but allow families to remain in poverty through entry-level jobs. Long-term success of welfare reform should display significant increases of persons obtaining entry-level jobs and then rising to higher positions and wages. Key linkages to employment centers through improved transportation service will provide the prolonged success of welfare reform.

This analysis of commuting patterns, employment growth, and specified transportation issues displays the transportation demands within the rural counties. Commuting patterns prove more rural residents travel daily into the central core of the Richmond region. Employment analysis shows similar results, and indicates that suburban communities will experience more job openings and will increase the commuting rate into these areas. Discussions about transportation demands in the rural communities have shown a small population in need of after hours transportation, shuttles to employment centers, educational centers, flexibility, and direct access to urban and suburban communities. Concerns about the lack of coordination, limited funding, and unstable transportation provide insight into the community and individual's needs. These demands on the rural transportation system will provide the background and basis for effective solutions discussed in Chapter 6.

While there are a variety of transportation options throughout the Richmond region, there are no services that unify the rural communities with the remainder of the Richmond region. Large-scale transit service through GRTC is currently limited to the larger localities, and does not extend into the rural counties. Community action agencies and specialized paratransit service are

the only transit options available to residents of Charles City, Goochland, New Kent, and Powhatan counties. Many individuals do not utilize this service because of limited availability, and may opt to rely on family and friends for transportation to and from work. This system cannot continue to sustain the transportation needs of rural residents.

Examples of innovative approaches from across the country resolve the challenges of providing transportation services in rural areas. Utilizing a combination of techniques and services allows communities to provide transportation for those who otherwise could not afford it. All examples contain elements of cooperation among agencies, both on the regional and local levels. Cooperation and coordination show that many heads are better than one, to solve a community's transportation needs.

Smaller population sizes and densities create challenges in providing affordable transportation for rural communities, but through various funding sources, rural communities can establish and enhance transportation services. Rural counties are in direct competition with larger localities for funding, but with knowledge of programs and sources, these communities can have the upper hand in gaining much needed transportation dollars. Innovative approaches to funding, including the combining of federal and state funds will lead to effective and affordable transportation solutions for the rural communities of Charles City, Goochland, New Kent and Powhatan counties.

Transportation solutions that optimize sustainable, affordable, and cost-effective solutions will benefit all transportation agencies involved. Following the systematic four step approach of:

1. using and promoting existing transportation services
2. building relationships to share vehicles
3. expanding existing transportation services
4. developing new services

will lead to enhanced transportation services, agency cooperation and coordination, expansion of transportation services and new services for the counties of Charles City, Goochland, New Kent and Powhatan. Upon the completion of this four-step approach, a regional transportation network will provide affordable transportation services to TANF recipients and the community at large. Affordable transportation will allow individuals to obtain employment and create more opportunities for those who are at the low- to moderate-income threshold. Many individuals and families are at the borderline of poverty and struggling to make ends meet; transportation to better jobs will keep them off welfare and benefit the rural community.

Glossary

ADA of 1990	Americans with Disabilities Act
AFDC	Aid to Families with Dependent Children. The previous welfare program that provided cash assistance to adults with dependent children.
ATJ	Access to Jobs project. Develops service to transport welfare recipients and eligible low-income persons to and from jobs and educational activities.
BLS	Bureau of Labor Statistics
Balanced Budget Act of 1997	The Balanced Budget Act of 1997. Public Law 105-33 created the Welfare-to-Work (WtW) program under the Department of Labor, Education and Training Administration.
C-VAN	Central Virginia Area Network System
CATC	Capitol Area Training Consortium
CARE	Community Assisted Rider Enterprise. Program operated by GRTC providing demand-response para-transit service for the elderly and disabled in the City of Richmond and Henrico County.
CMAQ	Congestion Mitigation/Air Quality. Encompassed within TEA-21 and provides funding to areas, which are non-attainment or maintenance areas for ozone or carbon monoxide. Non-attainment areas are places where federal air quality standards are being exceeded on an ongoing basis. Maintenance areas are places where exceedences are no longer occurring on a continuous basis, but were once non-attainment areas.
CTAA	Community Transportation Association of America. A non-profit transit advocacy and technical assistance organization.
DHHS	United States Department of Health and Human Services
FHWA	Federal Highway Administration
FTA	Federal Transit Administration. A component of the U.S. Department of Transportation that administers the Federal Transit Program.
GRTC	Greater Richmond Transit Company
Head Start	National program providing comprehensive developmental services primarily to low income preschool children from the age of three to the age of compulsory school attendance and their families. The program is geared to help enrolled children achieve their full potential. The Head

Start program is based on the premise that all children share certain needs, and that children of low-income families, in particular, can benefit from a comprehensive developmental program to meet those needs.

HUD	United States Department of Housing and Urban Development
ISTEA	Intermodal Surface Transportation Efficiency Act of 1998. A reauthorization of the 1991 Act to develop a National Intermodal Transportation System, re-authorized again under TEA-21.
JOBS Program	Job Opportunities and Basic Skills Training
MPO	Metropolitan Planning Organization. Serves as the forum for cooperative decision-making by elected officials of local governments.
MSA	Metropolitan Statistical Area. The Richmond/Petersburg MSA includes the cities of Colonial Heights, Hopewell, Petersburg, and Richmond; the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan, and Prince George; and the Town of Ashland.
OAA	Older Americans Act
OES	Occupational Employment Statistics
PRWORA	Personal Responsibility and Work Opportunity Reconciliation Act. Public Law 104-193, signed in August 1996, reformed the nation's welfare laws and changed the nature of welfare benefits from an entitlement to a work program, and established Temporary Aid to Needy Families (TANF).
Ridefinders	A public, non-profit corporation that provides carpool/vanpool matching and other commuter and transportation services.
RRPDC	Richmond Regional Planning District Commission
RTAP	Rural Transportation Assistance Program. Assists in the design and implementation of training and technical assistance projects and other support services for non-urbanized areas.
Section 5303	Planning funds available from the FTA for MPO program activities.
STP	Surface Transportation Program
TANF	Temporary Aid for Needy Families. Established through the Personal Work Opportunity Reconciliation Act of 1996.

On August 22, 1996, President Clinton signed into law "The Personal Responsibility and Work Opportunity Reconciliation Act of 1996," a

comprehensive bipartisan welfare reform plan that dramatically changed the nation's welfare system into one that requires work in exchange for time-limited assistance. The Temporary Assistance for Needy Families (TANF) program replaces the former Aid to Families with Dependent Children (AFDC) and Job Opportunities and Basic Skills Training (JOBS) programs, ending the federal entitlement to assistance. In TANF, states have the option to run their own programs.

States receive a block grant allocation through the Department of Health and Human Services with a requirement on states to maintain a historical level of state spending known as maintenance of effort.

States may use TANF funding in any manner “reasonably calculated to accomplish the purposes of TANF.” These purposes are: to provide assistance to needy families so that children can be cared for in their own homes; to reduce dependency by promoting job preparation, work, and marriage; to prevent out-of-wedlock pregnancies; and to encourage the formation and maintenance of two-parent families.

TEA-21 Transportation Equity Act for the 21st Century. Signed into law on June 9, 1998. Authorizes federal funds for highway, highway safety, transit, and other surface transportation programs for the next six years. Builds on and continues many of the initiatives established in the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991.

USDOL United States Department of Labor

USDOT United States Department of Transportation

VDOT Virginia Department of Transportation

VIEW Virginia Initiative for Employment, Not Welfare. Provides:

1. Day care for children.
2. Transportation.
3. Job counseling, education, training and job search assistance.
4. Medical assistance.

VIEW shall require for all able-bodied recipients of TANF who do not meet an exemption and who are not employed within 90 days of receipt of TANF benefits to participate in a work activity. (VA Code §63.1-133.49)

VIP Virginia Independence Program. Goals:

1. Offer Virginians living in poverty the opportunity to achieve economic independence by removing barriers and disincentives to work and providing positive incentives to work.

2. Provide Virginia families living in poverty with the opportunities and work skills necessary for self-sufficiency.
3. Allow Virginia families living in poverty to contribute materially to their own self-sufficiency.
4. Set out the responsibilities of and expectations for recipients of public assistance and the government.
5. Provide Virginia families living in poverty with the opportunity to obtain work experience through the Virginia Initiative for Employment not Welfare.

WIA Workforce Investment Act of 1998. Established the creation of state workforce boards and workforce investment areas.

WtW Welfare-to-Work. A U.S. Department of Labor program designed to address the educational and training needs of the hardest to employ TANF recipients.

Introduction

The signing of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 (PRWORA) created sweeping welfare reforms intended to get families off welfare and into the workforce. The resulting national and state programs, Temporary Assistance for Needy Families (TANF) and the Virginia Initiative for Employment not Welfare (VIEW), include work requirements and time limits for assistance. These new programs and requirements will affect many low-income persons, especially those in rural areas who are at a greater disadvantage in obtaining employment due to transportation related issues.

For persons making the transition from welfare to work, adequate transportation is a large and daunting challenge. The lack of adequate transportation services is a considerable barrier to employment in rural areas. In the outlying areas of the Richmond region, the rural counties of Charles City, Goochland, New Kent, and Powhatan have limited public transportation options available to welfare recipients for employment travel. Currently, these counties have informal transportation networks consisting of community action agencies and other community organizations. On an individual level, low-income families primarily have personal vehicles that are often unreliable or rely on the kindness of family and friends for transportation. These factors create a transportation barrier for low-income rural residents. In order for welfare reform to be a true success for all, rural transportation options must be improved.

The purpose of this report is to analyze the demand for an organized rural transportation system in the rural areas of the Richmond region. The study area of this report encompasses the four rural counties of Charles City, Goochland, New Kent, and Powhatan. This report will provide an overview of recent welfare legislation changes. These changes initiated a discussion nationwide on the issue of transportation as a key component to moving individuals and families out of the welfare systems and into the workforce. This study will identify transportation supply and demand through an examination of transportation options, providers, and employment characteristics. Analyzing regional employment patterns and economic trends, provides valuable information on destinations and job sources. These employment patterns demonstrate the spatial mismatch between where entry-level and service sector jobs are located and where welfare recipients live.

Not only does the spatial mismatch barrier hinder rural welfare recipients from obtaining available employment, but also inadequate transportation options create additional barriers to overcoming the transition from welfare to work. Overcoming these transportation barriers is possible through innovative solutions. Examples of successful transportation coordination initiatives from regions across the country and within Virginia provide a basis for discussion concerning the implementation of new transportation programs and services for the rural counties of the Richmond region. An overview of funding alternatives for rural transportation programs offers insight on federal and state funding sources available for rural transportation improvements. Based on the research, recommendations are made, including a statement of three goals for providing rural transportation. These goals are: sustainability, affordability, and cost effectiveness. These goals are supported by a four-step approach of: using and promoting existing transportation services, building relationships to share vehicles, expanding existing transportation services, and developing new services. The combination of a goal oriented system and a systematic approach to rural transportation issues will lay the foundation for an improved transportation system in the rural communities of our region.

Welfare Overview

Recent legislation at both the state and national levels has changed the welfare system from an entitlement program to that of a work program. With new work requirements, recipients face the challenge of finding work and getting to work, all within a limited budget. The following pages identify recent welfare legislation at the state and national levels, and include recent welfare employment figures. An understanding of federal requirements enforced by the Commonwealth of Virginia displays the need for affordable transportation services in the rural communities. Initial success rates of welfare reform programs will show exact figures for welfare recipients and employment success. Those successes will also show the need for affordable transportation.

National Legislation

The Personal Responsibility and Work Opportunity Reconciliation Act of 1996 (PRWORA) reformed decades old welfare programs and terminated the entitlement program, Aid to Families With Dependent Children (AFDC). This act created a work program, Temporary Assistance for Needy Families (TANF), administered by the U.S. Department of Health and Human Services (DHHS), which includes a five-year lifetime limit on cash benefits and allows states the flexibility to design their own programs. Funding is provided to states in a lump sum amount, regardless of the number of families that need assistance.

Congress created the Welfare-to-Work (WtW) program through the Balanced Budget Act of 1997 to correspond with TANF. Administered by the U.S. Department of Labor (USDOL), WtW offers additional support services including education, job skills training, and supplementary services to those hardest to employ, which include approximately 20 to 30 percent of adult TANF recipients.

The Workforce Investment Act (WIA) of 1998 created mandates for each state to establish state workforce boards and workforce investment areas. These workforce boards provide employment and training assistance to low-income individuals and dislocated workers. Boards often consist of members from social service agencies, local school systems, community colleges, and labor organizations. In Virginia, Governor Gilmore established the Virginia Workforce Council to oversee 14 service delivery areas and their corresponding local councils.¹ Still in the initial stages, the Workforce Council has recently submitted a draft report to the USDOL. In the Richmond region, the Capital Area Training Consortium (CATC) serves a seven county area, including the rural counties of Charles City, Goochland, New Kent, and Powhatan.² Locations throughout the area will provide job training and support services as “one-stop” centers, where job seekers can access employment services and be referred to job training, education, and other support services. Funding sources through these and other federal programs are discussed in detail in Chapter 5.

¹ For more information visit, <http://www.vec.state.va.us/>.

² For more information visit, <http://www.co.henrico.va.us/catc>.

State Legislation

Governor George Allen signed the Virginia Independence Program (VIP) and the Virginia Initiative for Employment Not Welfare (VIEW) into law on March 20, 1995, 19 months before the implementation of TANF. The goal of VIP is to “reduce long-term dependence on welfare, to emphasize personal responsibility, and to enhance opportunities for personal initiative and self-sufficiency by promoting the value of work” (Code of Virginia §63.1-133.49). VIP administers state TANF funds and includes the Virginia Initiative for Employment not Welfare (VIEW), which is the complementary program that corresponds to the national Welfare-to-Work program.

VIP eligibility requirements, designed to encourage responsible behavior include:

- Cooperation with child support enforcement.
- A family cap on benefits for children born more than nine months after assistance is authorized.
- Age-appropriate immunizations for children.
- Compliance with compulsory school attendance laws.
- Determination of benefits for two-parent families using the same standards as for single-parent families.

The VIEW component of VIP, which applies to able-bodied parents with children over the age of 18 months, includes the following provisions:

- Signing of the Agreement of Personal Responsibility.
- Job search for 90 days, followed by mandatory work either through regular employment or participation in the Community Work Experience Program (CWEP).
- Full family sanction (complete loss of benefits) for non compliance.
- A 24-month time limit on benefits.
- Generous earned income disregards, which allow families to continue to receive their full cash assistance grant as long as their earned income remains below the poverty line.
- Supportive services, including subsidized childcare, transportation assistance, and Medicaid, while a person is working and on assistance and lasting for at least one year after leaving assistance.

Initial Success

These new welfare requirements create a challenge for VIEW recipients to not only obtain, but also to retain employment. Recently released figures illustrate employment rates for the VIEW program. (See Appendix A for detailed statistics.) Table 1 displays figures on individual referrals and enrollments into the VIEW program. Those enrolled receive a degree of financial assistance while searching for employment. Table 1 also shows the number and percent of participants employed. Job training and community service work meet the employment criteria mandates. The VIEW program has shown to be a success with employment rates in the rural counties between 56-83 percent. Another important statistic is the length of employment, showing 70-76 percent of persons employed retain employment for at least five months. These successes can be attributable to many sources, and many factors will continue to influence the continued success of these programs. Contributing factors to increased employment include

economic stability, lower unemployment rates, on the job training, a highly trained workforce, and a competitive job market.

Table 1 VIEW Statistics (4/1/97-2/29/00)				
	Charles City	Goochland	New Kent	Powhatan
Individuals Referred	25	63	46	71
Total Enrolled in VIEW	18	53	35	60
Participants Employed	10	44	24	40
% of Total Enrolled	56%	83%	69%	67%
# of Cumulative Jobs	16	76	31	62
Full Time Jobs	12	59	21	49
% of Cumulative Jobs	75%	78%	68%	79%
Part Time Jobs	4	17	10	13
% of Cumulative Jobs	25%	22%	32%	21%
Community Work Experience	1	3	3	2
% of Total Enrolled	6%	6%	9%	3%
On the Job Training	0	3	1	4
% of Total Enrolled	0%	6%	3%	7%
Three Months Employment	70%	73%	75%	76%
Five Months Employment	70%	71%	52%	58%

Source: VIEW Report, Commonwealth of Virginia, Department of Social Services, March 2000.

While statistics of persons employed display a success for the TANF and VIEW programs, statistics concerning wages tell another story. (See Table 2) Average wages for employed VIEW recipients are above the \$5.15 minimum wage, but when yearly earnings are calculated and compared with federal poverty guidelines, the statistics show that many families will remain at or below the poverty level. (Refer to Table 3 for comparison.)

Together, Tables 2 and 3 display precisely the gap between wages that welfare recipients receive and the cost of living for a family. On average in the rural communities, a working parent with two children will earn \$9,558 in a year plus an additional \$2,948.88 in cash assistance through the VIEW program (limited to 24 months). With this in mind, consider a single mother with two children. She will earn a total of \$12,506.88, which is below the poverty line of \$14,150 for a family of three.

Table 2 Average Wages				
	Charles City	Goochland	New Kent	Powhatan
Average Wage / hr	\$ 6.05	\$ 6.00	\$ 6.27	\$ 6.22
Full Time Average Wage / hr	\$ 6.03	\$ 6.08	\$ 6.37	\$ 6.47
Part Time Average Wage / hr	\$ 6.11	\$ 5.72	\$ 6.07	\$ 5.26
Average Monthly Earnings	\$ 786.00	\$ 794.00	\$ 757.00	\$ 849.00
Average Yearly Earnings	\$ 9,432.00	\$ 9,528.00	\$ 9,084.00	\$ 10,188.00
Earnings with Average Yearly Cash Assistance	\$ 12,380.88	\$ 12,476.88	\$ 12,032.88	\$ 13,136.88

Source: VIEW Report, Commonwealth of Virginia, Department of Social Services, March 2000.

Table 3 Poverty Guidelines	
Size of family Unit	Poverty Guidelines
1 person	\$ 8,350.00
2 persons	\$ 11,250.00
3 persons	\$ 14,150.00
4 persons	\$ 17,050.00
5 persons	\$ 19,950.00
6 persons	\$ 22,850.00
For each additional person add	\$ 2,900.00

Source: U.S. Department of Health and Human Services, 2000 HHS Poverty Guidelines.

Chapter Summary

Newly established welfare legislation at the national and state level has changed the welfare system from an entitlement program (AFDC) to that of a work program. At the national level, TANF mandates that adults obtain steady work in order to receive time limited cash assistance. The corresponding program, Welfare-to-Work, assists harder to employ recipients with educational classes and job skills training. National legislation allows states flexibility in their programs. Virginia has similar programs corresponding to those at the national level, VIP and VIEW. These programs show the accomplishments of welfare reform, but when entry-level wages are compared to poverty guidelines, the story takes a turn. Families can rarely expect to survive on entry-level wages. These statistics have shown that welfare reform programs succeed in employing welfare recipients, but allow families to remain in poverty through entry-level jobs. The long-term achievements of welfare reform will be in the significant increases of persons obtaining entry-level jobs and then rising to higher positions and wages. Key linkages to employment and education centers through improved transportation service will provide the prolonged success of welfare reform.

Transportation Demand

Welfare recipients in rural areas face many unique challenges in meeting the work requirements under new welfare legislation, as discussed in Chapter 1. The primary issues of the individual, such as job placement and childcare, often obscure the crucial role of transportation in welfare reform. Yet without effective transportation services, the welfare to work transition is virtually impossible. Low population size and density can make it difficult to locally provide services such as transportation, job training, child care, and skills classes that are essential to making the transition from welfare to work. Low population densities often prohibit rural localities from providing services countywide, whereas cities and higher density suburban jurisdictions provide a multitude of services including transportation. (See Table 4 below.) Fixed route bus service requires higher density populations to maintain maximum efficiency and cost-effective levels of service. In the rural communities, the high-density populations essential for maximum efficiency of bus service are not there, but the need for good quality transportation remains. Specialized transportation services are a solution for overcoming the low population densities.

Table 4 Population Density			
	1999 Population	Land Area (Square Miles)	Persons per Square Mile
Charles City County	7,240	182.5	39.7
Goochland County	17,651	295.0	59.8
New Kent County	13,218	209.8	63.0
Powhatan County	22,409	261.3	85.8
Richmond Regional PDC	833,645	2134.8	390.5
Source: U.S. Bureau of the Census, Estimates Program, Population Division.			

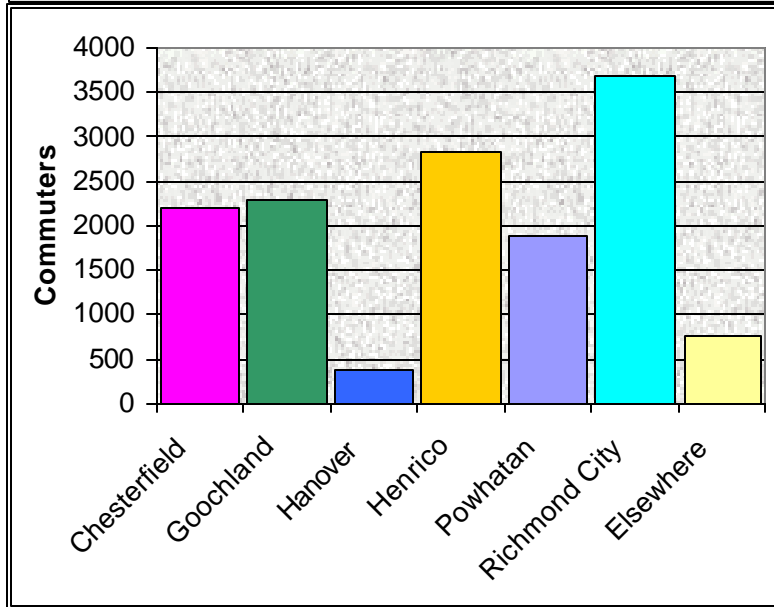
In order to provide effective transportation services to rural areas, members of the Richmond Regional Planning District Commission and transportation providers must directly address the transportation requirements of residents. Understanding the necessity for rural transportation services requires an analysis of commuting patterns, location, and growth of jobs, as well as input from local leaders and transportation providers of the rural counties. Assessing these areas provides an overview of current and future transportation demands.

Commuting Patterns

Commuting patterns observed of the rural counties indicate that rural residents are traveling into Richmond City and the larger suburbs of Henrico and Chesterfield counties. While this is an overall pattern for all the rural counties in the Richmond region, there are distinct differences between the eastern and western rural counties. In this study, the commuting patterns of the rural counties were divided into two groups, that of the western rural counties (Goochland and Powhatan) and the eastern rural counties (Charles City and New Kent).

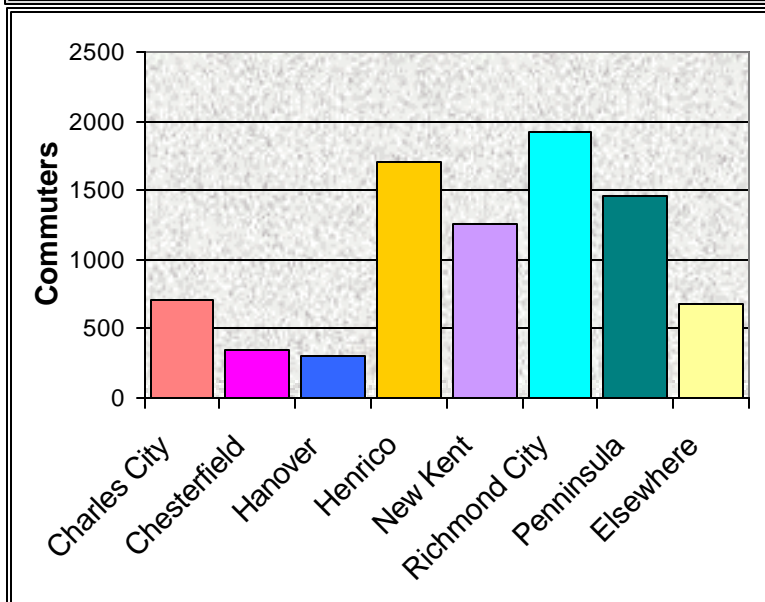
Many Goochland and Powhatan residents commute into the metro Richmond area. Based on 1990 information from the U.S. Department of Commerce, a full 62 percent of Goochland and Powhatan residents commute into Chesterfield, Henrico, or Richmond City, while only 27 percent of residents commute within their own county bounds. Commuting between these two rural counties is a mere 2.5 percent. (See Appendix B for detailed commuting data and the corresponding chart, Figure 1.) These numbers indicate that residents of Goochland and Powhatan are traveling daily into Richmond City and the suburbs of Henrico and Chesterfield counties, thus creating a need for a transportation system directly linking the rural counties with the inner core of the Richmond region.

Chart 1 Commuting Patterns of Goochland and Powhatan Residents



Similar to the western rural counties, the majority of Charles City and New Kent commuters travel daily into Richmond City, Chesterfield County, or Henrico County. The factor of equal proximity to metro Richmond area as well as the Peninsula (including James City County, Williamsburg City, Hampton City, Newport News City, and York County) creates another commuting route in an easterly direction. Over 17 percent of commuters in Charles City and New Kent travel to Peninsula destinations. (See Figure 2.)

Chart 2 Commuting Patterns of Charles City and New Kent Residents



Even though commuters for these two counties travel in varied directions, 47 percent drive into Richmond City, Henrico County, or Chesterfield County daily, while 20 percent remain in their own county and only 3 percent travel to work between the two counties. Despite the fact that commuters are traveling both east and west from Charles City and New Kent counties, almost 4,000 work in the core localities of the Richmond region.

Location of jobs

Expansion and growth of the national economy affects metropolitan areas through local growth of industries, both economically and physically. Many researchers have documented the economic restructuring of metropolitan areas, the loss of blue-collar jobs, and the overall shift of employment to the suburbs. As described by John Kasarda:

Fueled by an intense interaction of technological, economic, and social forces, the demographic structures of metropolitan areas were altered significantly during the 1970s and 1980s. Manufacturing dispersed to the suburbs, exurbs, nonmetropolitan areas, and abroad. Warehousing activities relocated to more regionally accessible beltways and interstate highways. Retail establishments followed their suburbanizing clientele and relocated in peripheral shopping centers and malls.³

According to Kasarda, national trends since 1970 show that metropolitan employment balance shifted to the suburbs in the mid-1970s and has continued deconcentrating at a rate of approximately one percent a year. The Richmond region mirrors these national trends with employment rates dropping in the City of Richmond, while increasing in the suburbs.

With respect to percentages, these trends seem favorable to the creation of jobs in rural counties, but rural counties have a small employment base and when an industry enters a rural county, employment percentages will increase drastically, but may not increase greatly in aggregate. In respect to aggregate figures, there are still greater numbers of jobs created in suburban areas. Unlike suburban areas, there are fewer total jobs available in rural areas. For example, an industry opens a processing plant in a rural county. This processing plant may employ 50 people, 10 of those persons may be administrative or supervisory positions, not open to unskilled workers. Another 30 of those persons may operate heavy machinery or have skills needed to operate specialized machinery; again, these positions will not be open for the non-skilled worker. The remaining 10 positions require little to no training. These 10 jobs are not enough to employ the county's 45 individuals on welfare. The remaining welfare recipients with very little work experience or training may have to look for a job outside of their county. The Improvement of transportation options both within and outside of rural communities will create more opportunities for those transitioning off welfare.

For rural residents there may be a greater distance between the job site and home. Many rural residents have to drive "into town" or to the closest population center to find employment or other services. In rural areas employment is often located in a central area, possibly around the county courthouse. Transportation into these core areas will benefit many people. These areas are often business centers along arterial roadways. Most are not accessible by transit. Some transit routes run from suburban commercial areas back into the urban core, but not to the rural business centers; thus creating an accessibility gap for rural residents.⁴

³ Kasarda, John D. *Industrial Restructuring and the Changing Location of Jobs, State of the Union: America in the 1990s, Volume I: Economic Trends*. (New York, NY: Russell Sage Foundation, 1995) 234.

⁴ Kendrick, Jamie Michael, Cathy Schap, and Michelle Wirzberger. *Access to Jobs in the Baltimore Region* (Baltimore, MD: Citizens Planning and Housing Association, 1999) 18.

Identifying job opportunities matching the skills of welfare recipients will help to assess transportation needs for rural residents on welfare. Because the Virginia Employment Commission (VEC) does not project job growth below the Metropolitan Statistical Area (MSA), identifying the location of potential employers requires an estimation of where such growth will likely occur. This was accomplished by:

1. Using an occupation industry matrix to determine which industries hire workers in the MSA's high growth entry-level occupations.
2. Collecting employment data for these industries for all jurisdictions in the Richmond region.
3. Analyzing the employment figures to determine which localities have experienced the greatest job growth in these industries.

Through the VEC report, *Virginia Job Outlook 1996-2006*, data was obtained to identify the occupations with the largest total number of job openings projected between 1996-2006, and then an annual openings figure was calculated, in order to estimate the current number of job openings. The VEC ranks occupational growth for over 750 job titles in conjunction with the U.S. Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES) program. In respect to total numbers of jobs created findings indicate entry-level positions, requiring a high school diploma or less will be the most prevalent in job openings across the Richmond – Petersburg MSA. Table 5 displays annual openings for occupations requiring a high school diploma, alongside salary information. (A complete listing of occupations with the largest number of total openings is included in Appendix C.)

Table 5 Job Growth (1996-2006)		
Occupation	Annual Openings	Salary
Cashier	942	\$ 5,814
Salespersons, Retail	829	\$ 4,515
General Office Clerks	441	\$ 20,220
Waiters & Waitresses	375	\$ 12,660
Food Preparation Workers	343	\$ 14,320
Janitors & Cleaners	325	\$ 14,960
Combined Food Prep & Serv Workers	248	\$ 12,930
Receptionists & Information Clerks	245	\$ 18,080
Secretaries, Except Legal or Medical	225	\$ 23,530
Hand Packers & Packagers	194	\$ 14,570
Nursing Aides & Orderlies	158	\$ 15,140
Guards	157	\$ 17,880
Truck Drivers, Heavy	155	\$ 26,910
Truck Drivers, Light	148	\$ 20,630
Source: Virginia Employment Commission, <i>Virginia Job Outlook 1996-2006</i>		

The OES data was then compared to industrial employment data based on the Standard Industrial Classification (SIC) System and revealed that high job growth is concentrated within the four main industrial sectors of manufacturing, wholesale trade, retail trade, and services. Data for these four sectors was then obtained on the county level. The final step in this analysis was to

identify specific localities in which job growth in these industries was above average. (Please see Appendix D for detailed industrial information.)

As Table 6 shows, the highest amount of job growth has been in the suburban jurisdictions of the Richmond region, with Henrico and Chesterfield leading the way. While experiencing job growth in some of these four sectors, the rural localities are not able to create the level and amount of job growth that is needed to employ the many individuals with little to no job training and those who are on welfare.

Table 6					
Annual Industrial Growth (1990-1997)					
County	Manufacturing	Wholesale Trade	Retail Trade	Services	Total Jobs
Charles City	6	3	-2	3	10
Chesterfield	106	158	917	1395	2576
Goochland	4	-4	51	105	156
Hanover	145	152	211	279	787
Henrico	324	255	1240	1857	3676
New Kent	-21	-5	44	79	97
Powhatan	-10	21	57	73	141
Richmond	-805	-215	-529	310	-1239

Source: U.S. Department of Commerce, Bureau of Economic Analysis

The following economic profiles display the economic growth and stability within each rural county. While growth is being maintained in the rural areas, the amounts needed to employ all county residents cannot be achieved. These profiles detail unemployment rates, employment growth, sector employment growth and poverty rates. Included in the profiling is an economic profile of the Richmond Regional PDC to serve as a comparison. (Appendix E provides an extended look at regional economic data.)

Rural Counties Profile

Unemployment Rate

While each county has retained fluctuating unemployment rates throughout the 1990's, the average rate for all the rural counties has remained above the Richmond Regional PDC unemployment rate except for in the final years of the 1990 decade. Today the rural counties average a 2.2 percent unemployment rate.

Employment

Overall the rural counties do not represent a large portion of the Richmond Regional PDC's employment, but the counties have been growing steadily with Goochland and Powhatan leading the way by holding slightly over 1 percent each of the PDC's total employment. Consistently the rural counties have weathered employment downfalls better than the PDC, by retaining a higher percentage employment growth.

Employment by Sector

The rural counties of the PDC have much the same employment characteristics, as does the PDC. Leading sectors in the rural counties are Services (24.6 percent), Government (21.3 percent), Construction (14.1 percent), Retail Trade (13.2 percent), Finance, Insurance & Real Estate (9.1 percent).

Poverty Rate

Rural counties within the PDC remained at an overall poverty rate of 7 percent throughout the 1990 to 1995 time period.

Charles City County Profile

Unemployment Rate

Similar to national, state and regional trends, the unemployment rate for Charles City County rose in the early 1990s, but continued to remain higher than state, national, regional and other rural counties in the region. The unemployment rate of Charles City County can be best described as consisting of dramatic increases and decreases. Today, the unemployment rate for Charles City County is a low 3.1 percent, but remains higher than state, regional, and other rural counties.

Employment

Employment growth in Charles City County has remained slower than that of the other rural counties. Growth began slowly in the early 1990s followed by larger growth from 1994 to 1996, but was accompanied by a decline in employment from 1996 to 1997, to give Charles City County an average yearly employment growth of 4 percent.

Employment by Sector

Top employment sectors in Charles City County are Government (21.9 percent), Services (17.4 percent), Transportation & Public Utilities (17.3 percent), Manufacturing (12.6 percent), Retail Trade (8.5 percent).

Poverty Rate

Charles City County retained the highest poverty rate out of all the rural counties within the planning district despite the rate falling from 16percent to 13percent in five years.

Goochland County Profile

Unemployment Rate

Similar to national, state, and regional trends, the unemployment rate for Goochland County rose in the early 1990s and has continued to drop since its high point of over 6 percent in 1992. Goochland's unemployment rate continued to fall to today's low of 1.7 percent with only a slight rise in 1997.

Employment

Goochland remains the leading employer in comparison to the other rural counties of the region. Steadily, Goochland's employment base has grown at an average of 5.3 percent throughout the 1990's.

Employment by Sector

Goochland's largest employment base is in the following sectors: Service (28.0 percent), Government (17.9 percent), Construction (13.9 percent), Retail Trade (12.1 percent), Finance, Insurance, & Real Estate (11.2 percent).

Poverty Rate

The poverty rate in Goochland has remained consistent at 7 percent.

New Kent County Profile

Unemployment Rate

New Kent County has remained relatively steady throughout the 1990s. After the early 1990s increase, the unemployment rate for New Kent has slowly declined, remaining slightly higher than Goochland and Powhatan. Today the unemployment rate matches that of the PDC at 2.2 percent.

Employment

Growth in New Kent has only begun to take shape in the period of 1993 to 1997, after a decline from the previous two years. During this same time, employment growth has been at an average of 9.2 percent. Year after year, New Kent has also out-performed the Richmond Regional PDC during the same period.

Employment by Sector

Leading sectors in New Kent are Services (33.8 percent), Retail Trade (18.9 percent), Government (14.5 percent), Construction (14.3 percent), Finance, Insurance, & Real Estate (5.5 percent).

Poverty Rate

New Kent County boasts of the lowest poverty rate of any of the rural counties. The rate increased only slightly from almost 5 percent to over 5.5 percent between 1990 and 1995.

Powhatan County Profile

Unemployment Rate

A dramatic increase in unemployment occurred from 1990 to 1991 but recovered between 1991 to 1994 returning to 1990s' previous rate of 3.6 percent. While unemployment in Powhatan has remained below state and PDC rates since 1992, it has increased twice in that same period, only to fall to today's low of 1.6 percent, which is lower than that of national, state, regional and other rural localities.

Employment

Employment growth in Powhatan has been similar to that of Goochland. During the 1990s employment growth has been a steady 6.3 percent average.

Employment by Sector

Employment highs are seen in the following sectors: Government (28.7 percent), Services (17.7 percent), Construction (15.8 percent), Retail Trade (12.2 percent), Retail Trade (9.7 percent).

Poverty Rate

Poverty in Powhatan County remains at a low 5.7 percent after increasing a half a point between 1990 and 1995.

Richmond Regional Planning District Commission Profile

Unemployment Rate

Richmond Regional PDC Unemployment rate has remained below Virginia and national rates since 1990. Following national trends, unemployment levels rose two points from 1990 to 1992, but has consistently dropped throughout the 1990s to its present day low of 2.2 percent.

Employment

Employment for the Richmond Regional PDC has increased steadily since 1991 following a dip in 1990. The largest yearly increases have been during the most recent period of 1993-1997, averaging almost 15,000 new jobs per year.

Employment by Sector

Sectors that lead the Richmond Regional PDC in employment are Services (28.6 percent), Wholesale Trade (16.3 percent), Government (15.8 percent), Finance, Insurance, & Real Estate (10.5 percent), Manufacturing (9.9 percent).

Poverty Rate

Between 1990 and 1995, the PDC poverty rate rose from 9 percent to almost 11 percent, but continued to remain below the state average.

These economic indicators show that a spatial mismatch exists for rural TANF recipients trying to obtain employment. Entry-level positions more suited to TANF recipients are located heavily in the suburbs of the Richmond region, Chesterfield, Hanover and Henrico counties. While the rural counties are increasing in employment growth percentage, the overall total number of positions available may not sustain employment options for rural residents on welfare, including those who will enter the system later. For this reason and others, the extension and improvement of transportation services throughout the region will play a crucial role in the success of the Welfare-to-Work program. Good quality transportation services will provide the “to” in Welfare-to-Work.

Expressed Concerns

In addition to employment transportation obstacles, transportation providers and social service caseworkers express the need for improved transportation coordination and funding for transportation services in the rural counties. Based on comments, services should include service to regional employment centers during the day and evening hours. Shuttle services to these areas were suggested as a solution. A need for after-hours transportation to health care clinics and educational classes has also been discussed. Local caseworkers stress the need for evening and medical transportation for clients. In Goochland County, a new clinic has established evening hours, but many families cannot get to it because of limited public transportation service during evening hours. Extending service areas and times will benefit persons needing after-hours medical care and transportation to other services.

Another transportation issue for rural residents is the need for urgent transportation services. Many welfare recipients have unreliable vehicles that break down frequently and need on the spot transportation to work. Conversely, if an individual who uses public transportation has an illness in the family, he/she will need quick transportation home. A guaranteed ride home program is needed in the rural areas, to solve these issues.

Caseworkers also indicate that successful individuals who found employment have established daily transportation through informal networks of family, friends, and neighbors, but are often limited to specific times and areas of the driver's schedule. Continuing to rely on the kindness of others is only a temporary transportation solution.

Additionally, supplemental transportation to educational centers, retail centers, and childcare will allow qualified TANF recipients to obtain better employment. In order to obtain better, more meaningful employment, TANF recipients may need to take job training courses, and attend educational and testing centers to complete their GED, but often these educational classes are offered at night, or alternating days. Such non-traditional hours inhibit an individual without access to transportation from furthering his/her career. Community leaders have also found that there is a lack of transportation options for persons who attend substance abuse programs or need to get to a domestic violence shelter. These persons will also benefit from an extension of rural transportation services that offer a variety of options.

Chapter Summary

This all-encompassing analysis of commuting patterns, employment growth, and specified transportation issues displays the transportation demands within the rural counties. Commuting patterns prove more rural residents travel daily into the central core of the Richmond region. Employment analysis shows similar results, and indicates that suburban communities will experience more job openings and will increase the commuting rate into these areas. Observations show a small population in need of after-hours transportation. Caseworkers indicate shuttles to employment centers, and transportation to educational centers, flexibility, and direct access to urban and suburban communities would benefit the TANF community and the community at-large. Concerns about the lack of coordination, limited funding, and unstable transportation provide insight into community and individual needs. These demands on the rural transportation system will provide the background and basis for effective solutions to be discussed in Chapter 6.

Transportation Supply



Figure 1 - GRTC Bus; VDRPT.

A variety of transportation options are available throughout the core of the Richmond region to convey people to their particular destinations, including public transit buses, taxis, vanpools, bikes, and carpools. The following is a summary of transportation services available in the Richmond region with emphasis on the rural counties of Charles City, Goochland, New Kent, and Powhatan. This chapter provides an overview of transportation options in the rural communities as well as primary transportation providers in the Richmond region. (For a detailed list of rural transportation providers in the Richmond region see Appendix F.)

Fixed-Route Transit Service

Fixed-route services include transit service where vehicles run along an established path at preset times. Buses predominate this type of service within the Richmond region. The Greater Richmond Transportation Company (GRTC) provides fixed-route service for portions of the region. The primary service area lies within the City of Richmond with some routes extending into Henrico and Chesterfield counties. (Please see Appendix G for a map of GRTC Service Area.)



Figure 2 - GRTC Logo; GRTC.

GRTC operates buses along fixed routes throughout the City of Richmond and portions of Henrico County and neighboring Chesterfield County. These communities have higher population densities, as well as frequently used origin and destination points concentrated along main arterial roadways. This combination makes fixed-route transportation a good solution for more concentrated populations. Because fixed-route bus services do not extend to all neighborhoods or employment sites, GRTC operates several feeder routes, also known as circulator routes in the suburbs of Henrico and Chesterfield. GRTC bus service does not extend to the rural counties.

Demand-Response Transit Service

Vehicles providing demand-response services, or dial-a-ride services, do not follow a fixed route, but rather travel throughout the community transporting passengers according to their specific requests. Vans are the most common vehicle type used for this service and are utilized for a multitude of tasks such as medical appointments, daycare trips, work commuting, meals on wheels programs, and disabled services. C-Van, Access Ride, Van-Go, and several community action agencies offer demand-response van service to people with disabilities and others who need special assistance. The term “para-transit” often describes this type of transportation service. Taxicab service is another common form of demand-response transit service. There is a multitude of taxis available, but cost prohibits this as a transportation option for many.

GRTC provides a degree of rural transportation services through The Central Virginia Area Network, C-VAN, and targets those transitioning from welfare. Started in January 1998 with a service area encompassing the entire Richmond region (Richmond City, Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan counties), this demand-response service provides transportation 24 hours a day from an individual's home to work for anyone referred by the local Department of Social Services (DSS). GRTC pays for vans while the local DSS subsidizes the cost of individual trips for each person referred.

C-VAN has shown to be a reliable transportation provider in the rural areas, but currently service is limited due to cost. The cost of C-VAN service is affordable for the TANF client at \$1.75 per one-way trip (approximately \$70 per month) but the true transportation costs to the local social service department, who subsidizes the costs, is approximately \$2,000 for one individual per month. TANF funds cover these costs, but money is depleting quickly and other funding sources will have to supplement these depleted resources.

In the larger race for competitive grant funds, it is often the smaller jurisdictions that are overlooked as available grants are obtained by the larger localities of the region. For example, non-profit community organizations may apply for Section 5310 grants for the purchase of vehicles. Since there are usually a high number of applicants, funding for these proposed projects is very competitive, and often only a portion of the requested award is granted, leaving non-profit organization to find the remainder of the funds within their own budgets or outside sources.

Recently, both the Goochland Fellowship and Family Service and the Powhatan Goochland Community action Agency applied for Section 5310 grants for FY 00/01 totaling \$105,000. These grants, approved by the Metropolitan Planning Organization (MPO) await approval by the Virginia Department of Rail and Public Transit (VDRPT). These two non-profit organizations in the Goochland County area are the only rural transportation providers applying for these grants. The remainder of applicants includes non-profit organizations based in the larger localities of the Richmond region. By pooling resources, rural agencies will become more effective and efficient.

Specialized Transportation Service

Community action agencies and other non-profit organizations provide many transportation services to the rural community, such as transporting Medicaid recipients to medical appointments, delivering meals through the Meals-On-Wheels program, and providing handicapped transportation services. Transportation services provided by community action agencies are often demand-response services.

Several independent non-profit community agencies operate in the rural areas, and all provide varying transportation services, but have little to no coordination among one another. This allows for gaps in rural transportation services. Another overall issue with community action agencies is the cost of services. Transportation service through the community non-profit organizations are often cost prohibitive for contractual use by the local department of social services, due to the limited resources of all agencies and the need to recover costs incurred by the community action agencies for transportation services. Costs are a major factor inhibiting transportation services in the rural areas. With limited funding, local social service departments

are running out of money to assist clients with transportation needs. This leaves VIEW recipients with the troublesome task of balancing transportation, childcare, and other necessities on minimum wage earnings.

Transportation issues among community action agencies vary according to jurisdiction. In Powhatan and Goochland counties, for example, there are too few trained drivers to operate the available vans throughout the day for area agencies. In Charles City and New Kent, the Quinn Rivers Community Action Agency provides much of the transportation services to these two rural counties. The agency uses all of its vans seven days a week from 6 am to 7:30 pm, and is fortunate enough to have a reliable staff consisting of retirees, with flexible schedules, but cites many vans with varying schedules traveling in opposite directions increasing the amount of time spent on the road and reduced efficiency.

The combined effect of these highly used services produces vans that are older, with high mileage and in constant need of repair. Funding for the replacement of vehicles is limited, and maintenance costs continue to increase. For example, the Quinn Rivers Community Action Agency shuttles TANF recipients in two different directions: to Williamsburg and Richmond. This puts stress on the vehicles through high demand and mileage. Their services are funded through a Department of Social Service (DSS) grant, which pays for driver salary and routine vehicle maintenance. If this grant is not renewed, individuals may become unemployed, as this service is the only means of transportation for many transitioning off welfare.

Currently, the Powhatan Goochland Community Action Agency has an aging fleet of seven vans; six of those have over 100,000 miles each. Estimates for the Powhatan Goochland Community Action Agency show specialized transportation costs are \$50,000 per year to maintain status. Approximately \$32,000 is recouped through service contracts and the remainder is provided through funds from the Capital Area Agency on Aging and local governments.

To put these two cases into perspective, a community action agency may have eight vehicles, but because of the age and or high mileage, those vehicles need routine maintenance and break down regularly. This creates an inefficient system where one vehicle is under repair and one vehicle is retained as a backup in case of emergencies, therefore leaving only six vehicles on the road.

Community action agencies often compete against one another for funding through the U.S. Department of Transportation. These agencies never receive the full amount of funds needed to replace or repair vehicles, because of limited funding contrasted with the large amount of applicants. In the race for competitive grant funds, it is often the smaller localities that are left with little or no funding because they are in direct competition with the larger, more urban communities. Coordination among all service providers could ease these financial burdens and allow the agencies to collectively compete for grant funding. Vehicle coordination will also create a larger pool of resources for the rural areas.

Other Transportation Service Types

Ridesharing programs can also meet the needs of many rural commuters. Ridesharing involves setting up transportation by combining known passenger groups in a single vehicle. Ridesharing can be more readily set up than fixed-route services and are often cheaper to operate because the driver is not a paid employee but rather a rider in the vanpool. In an unsubsidized vanpool,

operating costs are shared equally among passengers. Employers often elect to subsidize vanpool costs for either passengers or an entire vehicle.

In the Richmond region, Ridefinders oversees the majority of carpools and vanpools through a database matching system that links riders with other riders or an established vanpool. Ridefinders is a non-profit organization that provides commuters with free assistance in obtaining transportation services. They maintain a database of existing carpools and vanpools throughout the region and provide discounted transit rates when a client uses transit services.



Figure 3 - Ridefinders logo; Ridefinders.

Chapter Summary

While there are varieties of transportation options throughout the Richmond region, there are no services that unify the rural communities with the remainder of the Richmond region. Large-scale transit service, through GRTC is currently limited to the larger localities and does not extend into the rural counties. Community action agencies and specialized paratransit service are the only transportation options available to residents of Charles City, Goochland, New Kent and Powhatan counties. These services are primarily for the elderly and disabled. Non-profit organizations provide transportation services for TANF recipients based on a contractual system through the DSS. Still many TANF recipients without personal transportation rely on family and friends for transportation to and from work. This system cannot continue to sustain the transportation needs of rural residents.

Examples of Solutions

Each of the following examples responds to the challenges that employment transportation services face. Solutions to these challenges include incorporating childcare trips into work trips, starting vanpool programs, using volunteers, and providing incentives to businesses for the support of employee transportation programs. These examples do not attempt to be the one and only employment transportation solution. Rather, they are a series of approaches to transportation barriers that will adapt to the unique needs of job seekers, employees, employers, and community resources.

Regional Approaches

Pima County, Arizona

Population: 803,618

Square miles: 9,187

Persons per square mile: 87.47

The Pima County, Arizona, service area ranges from metropolitan Tucson to rural areas in the county; therefore, transportation options are tailored to the needs of both rural and urban areas. The result was Job Express, funded by the Arizona Department of Employment Security (DES), offering transportation that meets the needs of TANF recipients. TANF recipients receive Job Express services for transportation to jobs, training, and childcare up until 90 days after employment. The Job Express staff and DES specialists select the most appropriate and cost-effective mobility option and coordinate services for clients.



The two primary programs are: 1.) ride share's carpool matching services — Job Express pays for gas or mileage; 2.) free monthly bus passes for the first 90 days of employment and reduced-cost bus passes for the first nine months. Night or weekend shifts are covered through 1.) cab or private van rides 2.) gas vouchers as an incentive for family and neighbors to provide work-related transportation in rural areas 3.) grants up to \$650 for car or bike repairs, driver's licenses, education classes, car registration, and insurance.

Partners on Job Express include the United Way, the Arizona DES, Pima County and the City of Tucson, among other stakeholders. Between April 1 and December 31, 1998, Job Express helped over 500 TANF customers and their families get to jobs, interviews, and childcare through carpools (31 customers); reduced transit fares (48), bus passes (69), gas vouchers (82), cab and/or van rides (69); and funded 265 grants for car/bike expenses (e.g., repair, registration, insurance, etc.).⁵

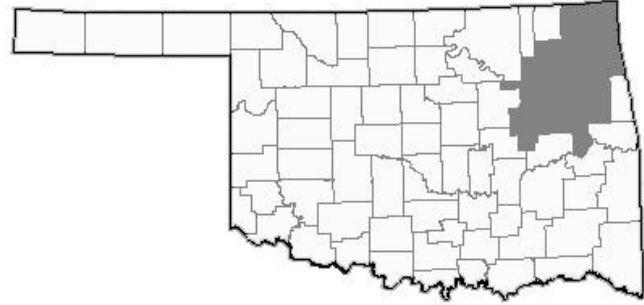
⁵ Jeskey, Carolyn. *Linking People to the Workplace*. Washington, DC: Community Transportation Association of America, July 1999. 60.

Tulsa, Oklahoma

Population: 738,007

Square miles: 3,880.4

Persons per square mile: 190.19



A solution for the local Department of Human Services was needed in northeast Oklahoma to coordinate the travel needs of new workers. The Department of Human Services contracted with Tulsa Transit (a public transit provider) to manage transportation services for TANF participants in an 11-county, highly rural area and the City of Tulsa. As the mobility manager and broker, Tulsa Transit:

- Conducts in-person transportation needs assessments.
- Determines the best transportation service options for each TANF participant.
- Identifies and negotiates contracts with various service providers as needed.
- Schedules or trains the TANF participants for the selected transportation.
- Collects client usage data for DHS review.
- Verifies that the services were actually provided.
- Invoices DHS for the services provided.

A variety of modes is incorporated into the overall transportation solution. The transportation services that Tulsa Transit arranges include Tulsa's fixed route service, curb-to-curb demand response, vanpools, carpools, taxis, bikes, and private autos. ⁶

Solutions for Rural Areas

Clarksdale, Mississippi

Population: 18,445

Square miles: 691.3

Persons per square mile: 26.68

In Clarksdale, Mississippi large distances between rural residential communities and a major job site at casinos 60 miles away kept many carless job seekers from obtaining employment at this job-rich site. The Delta Area Rural Transit System (DARTS) developed regional transportation routes to a major complex of casinos one hour north of Clarksdale, Mississippi. DARTS provides transportation for residents of the rural community to work and to job interviews, primarily at the casinos.



A Joblinks demonstration grant from the Community Transportation Association of America (CTAA) provided the funds to start the employment transportation shuttles. For those who recently obtained employment, DARTS offers a two-week

⁶ Jeskey, p. 60-61.

trial period free of charge. Additionally, a one-day free pass is issued to those who need to attend job interviews.

DARTS partners include: Mississippi Job Services, Mississippi Department of Human Services, Tri-County Workforce Alliance, Town of Jonestown, Town of Coahoma, Coahoma Opportunities Inc., and human resources departments. Collaboration among various agencies played a key role in the success of the project. All local and state agencies contributed in recruiting riders and marketing the DARTS Joblinks employment transportation project.

The purpose of the Joblinks project is to improve the quality of life for residents by enhancing the level of regional mobility. Over a 12-month period, DARTS' Joblinks transported 347 clients for employment and job interviews. A total number of 18,533 rides were provided for the same period.⁷

Charlottesville, Virginia

Population: 99,767

Square miles: 1,010.2

Persons per square mile: 98.76

TANF recipients needed after-hours and weekend transportation services in the City of Charlottesville, Virginia and the surrounding rural counties of Albemarle and Fluvanna. JAUNT, a public transportation provider, has a contract with local social



service agencies to provide 24-hour transit service to VIEW recipients and their children. After JAUNT's regular service and the city's CitiBus fixed-route service ends for the day, recipients reach jobs, job training, and child care on JAUNT's demand-response vans or with the sub-contracted taxi service that provides after-hour trips for single riders.



Figure 4 - JAUNT para-transit van; JAUNT, Charlottesville, VA.

This around-the-clock service was made possible by a grant from the Virginia Department of Social Services (DSS). JAUNT and the social service agencies jointly applied for and received a one-year \$187,000 demonstration grant from the Virginia DSS. With this funding, JAUNT was able to expand its transportation operations for VIEW clients. The grant covered the costs of operating late-night service, a transportation coordinator, an answering machine, cell phones, and other expenses. JAUNT does not need to pay for a dispatcher past its normal business hours; by using an answering machine and cell phones drivers learn about any trip changes or cancellations.

⁷ Jeskey, p. 61-62.

Service is provided around the clock, seven days a week to transport VIEW participants to second- and third-shift employment sites. In addition, rides are provided to job readiness classes, job interviews, approved educational classes, and to child care. Children ride with their parents free.

JAUNT encourages VIEW caseworkers to follow up with clients who make their own reservations with JAUNT for service and to train them on using public transportation services. Participants may lose the privilege of JAUNT service or have their service suspended if they have repeated no-shows or failures in canceling or changing trips.

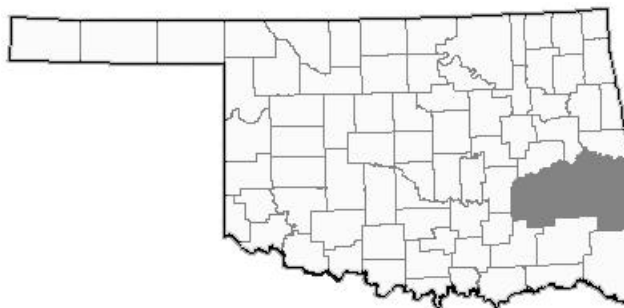
Since the program began in November 1997, JAUNT has provided over 22,000 trips and has helped 270 VIEW clients overcome transportation barriers. Of the 270, at least 200 adults or their children have ridden JAUNT's demand-response services to reach jobs or childcare. Trips are scheduled regularly, although others are provided on an as-needed basis to job interviews or as a back-up service. Since the start of the program, more than 50 recipients have purchased approximately 10,000 bus passes and an additional 28 people have used a combination of CitiBus passes and JAUNT demand-response rides. Many of these recipients ride CitiBus to second-shift jobs and take JAUNT home late at night.⁸

Stigler, Oklahoma

Population: 111,867

Square miles: 4,191.3

Persons per square mile: 26.69



Residents of a four-county rural area of southeastern Oklahoma needed access to employment and medical services. The Kibois Area Transit Service (KATS) was developed to fill these gaps. Since 1984, KATS has been operating employment transportation vanpools to employment sites throughout the counties of Haskell, Latimer, LeFlore, and Pittsburg. Employment shuttles cover long distances (65 – 160 miles round trip) and primarily serve employees working second- and third-shift jobs at manufacturing or poultry processing plants. Vans run all three shifts that the plants operate. KATS transports about 20 to 30 workers a day for \$2.00 a trip or \$4.00 round trip.

Making full use of all vehicles, Kibois vehicles are in use throughout the day handling a broad range of transportation needs. As a result, efficiency and mobility are increased. To keep costs down, KATS often trains riders on the employment routes to drive vehicles and offers free service in return. Besides work-related trips, KATS uses its vehicles throughout the day handling other riders including Head Start and kindergarten children, senior citizens, and others who need transportation. KATS assists local citizens by collecting job applications for the processing plants and working with their personnel departments to ensure a continuous flow of potential employees. The area Chamber of Commerce understands the economic impact of KATS services and has financially supported the KATS vanpool system over the years.⁹

⁸ Jeskey, p. 62-63.

⁹ Jeskey, p. 63-64.

Approaches for Suburban Areas

Louisville, Kentucky

Population: 672,900

Square miles: 385.1

Persons per square mile: 1,747.34



The metropolitan planning organization in the Louisville area, the Kentuckiana Regional Planning and Development Agency (KIPDA), together with the local public transit system, the Transit Authority of River City (TARC), established a new express route between West Louisville and the Bluegrass Industrial Park and a circulator shuttle within the industrial park. These express and circulator shuttles provide access to suburban jobs outside Louisville, Kentucky. Prior to this new service, residents of Louisville's west end who traveled to the Bluegrass Industrial Park had to make three bus transfers and walk long distances from the bus stop to the workplace, resulting in a two-hour, one-way trip. New service includes two out-bound runs from the far west end of Louisville to the industrial park, eleven in-bound runs, an additional eight runs from the central business district, and the circular shuttle within the industrial park. Travel time from the two endpoints of the express route is now only 45 minutes. Each of the shuttles operates on half-hour headways in the morning and afternoon. Peak cash fare is \$1.00 and includes a free transfer from the express route to the industrial park shuttle.

To develop ridership and generate referrals, KIPDA and TARC held meetings with community agencies, the local private industry council, and employers in Bluegrass Industrial Park. In addition, they made presentations to several chambers of commerce. TARC worked especially closely with social service workers and employment counselors in the inner city to identify potential riders. TARC also produced attractive brochures illustrating the express route and the local circulator shuttles, as well as the schedules for each and distributed them widely to employers, social service agencies, and existing passengers. When job fairs were held at the Bluegrass Industrial Park, TARC provided free rides to the event and distributed information about the routes. Finally, TARC coordinated press coverage on the new route in the local newspaper. In addition to cash fares, TARC secured cash assistance from the municipality and support from employers in the form of a commitment to purchase employee bus passes. Jefferson County also pledged funding from the local occupational tax fund. Combined with federal operating assistance and local transportation funds, these sources of funding are expected to sustain the service for the near future.¹⁰

¹⁰ Center for Policy Research and Evaluation. *From Welfare to Work: Welfare Reform in Kentucky*. Louisville, KY: Urban Studies Institute, University of Louisville, January 1998.

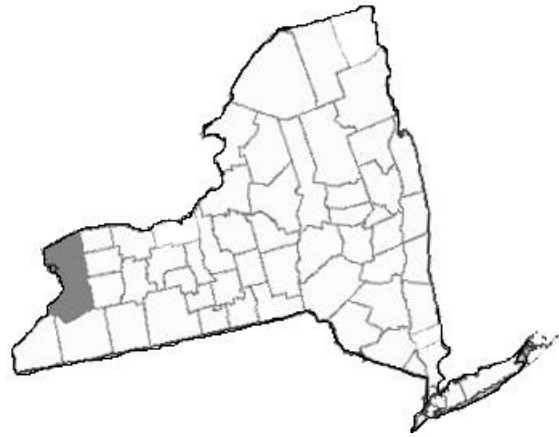
Employment Transportation Partnerships

Buffalo, NY

Population: 1,142,121

Square miles: 1,567.7

Persons per square mile: 728.53



A new service concept in the Buffalo, New York, metropolitan area, called Hublink, focuses on better transportation coordination services, increased personal mobility, and maximizing limited transportation dollars. Led by the Niagara Frontier Transit Authority (NFTA), the Hublink initiative is a model for transportation systems to explicitly take into account employment transportation.

Late-Night Service - Many area residents employed in service industries work night or evening shifts. In order to improve services for passengers traveling to and from work at night, NFTA provides night services on certain employment transportation routes. For example, NFTA expanded the hours on one route to an industrial park until after 11:30 PM, which now accommodates the travel needs of all three-shift times served. NFTA also operates a request-a-stop program after 9:00 PM that allows riders to alight anywhere along the route if the bus can safely stop.

Reverse Commuting - Much of the central portions of Buffalo and Western Niagara Falls are characterized by transit-dependent populations who need better access to suburban employment in the retail, service, and health care fields. Because significant job opportunities in these fields are available in suburbs adjacent to Buffalo, NFTA has extended transportation services to provide direct access to shopping malls, industrial parks, and other suburban job sites. To encourage public transit ridership, NFTA works directly with companies to sell transit passes to employees.

Other NFTA service modifications include implementing timed transfers at suburban hubs and key transfer points, expanding access to reverse commute trips on existing and new suburb-to-city express routes, instituting employer shuttles at suburban work sites and introducing limited-stop service on key routes in reverse directions.¹¹

¹¹ Jeskey, p. 66-67

Public/Private Partnerships

Richmond, Virginia

Population: 773,127

Square miles: 1,196.7

Persons per square mile: 646.04



Recently, a network of business and community agencies developed a mobility program designed to help persons moving from welfare to self-sufficiency with their transportation issues. The resulting GREAT Cars program provides a way for TANF recipients to obtain a reliable car and get to work on time. While maintaining their job, persons receiving TANF and transition services can purchase and license an automobile, maintain car insurance, and follow a budget plan to repay a loan. Pre-owned automobiles available for participants to purchase at a minimal cost are obtained from organizations such as the Salvation Army, the Richmond Community Action Program, corporations with auto fleets, government surplus programs, and local automobile dealers

Interim Personnel, Richmond Community Action Program, and First Market Bank have arranged low interest loans. Loan averages are between \$900 and \$1,100 for the purchase of the car; title; tax; license fees; and initial liability, collision, and comprehensive insurance premiums. Participants are required to complete car maintenance, defensive driving, and personal budgeting classes to prepare them to handle the responsibility of their new vehicle.

Sponsors and grants underwrite administrative costs for providing these services and operating the program. The GREAT Cars network includes Virginia Department of Social Services, Chesterfield/Colonial Heights Department of Social Services, City of Richmond Department of Social Services, Hanover County Department of Social Services, Henrico County Department of Social Services, Interim Personnel of Richmond, Greater Richmond Chamber of Commerce, Metropolitan Business Foundation, Richmond Community Action Program, Greater Richmond Employment Assistance Team, Bailey Insurance Agency, First Market Bank, Nationwide Insurance, White's Automotive Co., Consumer Credit Services of Virginia, and A-METRO Driver Training.¹²

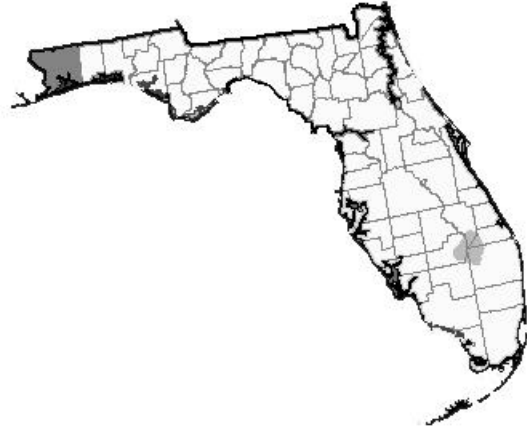
¹² "GREAT Cars Provides Independence and Security." *Metro Business Monthly*, January 2000.

Pensacola, Florida

Population: 403,384

Square miles: 1,679.4

Persons per square mile: 240.2



On Florida's panhandle, local hotels, retail outlets, and restaurants were having trouble filling available jobs. Responding to this situation, the Destin Area Chamber of Commerce, with support from the West Florida Regional Planning Council (the Pensacola-area Metropolitan Planning Organization), developed a vanpool service designed to bring workers into the Destin area.

Van Pool Services, Inc. (VPSI), a national commuter vanpool agency, is contracted to handle the day-to-day details of the vanpool program including fleet management, operations, marketing, maintenance, billing, and monthly payment collection. Emerald Coast Transportation, Inc., a non-profit corporation, manages the three van routes for employees and employers in two local counties. Riders have access to an around-the-clock transportation service through the establishment of a Guaranteed Ride Home program.

By providing flexible, reliable, and safe access to the workplace, the program is a way for employers to recruit and keep employees and employer tax credits are incentives for both employers and employees to rideshare. Participating employees benefit because they have a reliable vehicle and a convenient way to travel to work. Through vanpooling, commuters can save as much as \$2,500 a year by not using their own vehicle (if they have one). Fees paid by riders are matched by the employer and are based on the number of passengers, the type of vehicle, and the daily round-trip mileage. With support from 60 community businesses, local leaders, and transportation planners, the results of the vanpool program have been very positive. More than 35 employers have joined as members of the Emerald Coast Transportation vanpool program. All four 15-passenger vans are at full capacity daily and there is growing demand from employees of non-member employers to use the vanpool service.¹³

Chapter Summary

These innovative approaches solve the challenges of providing transportation services in rural areas. Utilizing a combination of techniques and services has allowed these communities to provide transportation for those who otherwise could not afford it. All examples contain elements of cooperation among agencies both on the regional and local levels. Through cooperation and coordination, these examples have shown that many heads are better than one to solve a community's transportation needs.

¹³ Jeskey, p. 69-70.

Funds to Support Transportation Services

Although localities still bear the responsibility of developing and operating transportation services in Virginia, federal and state funds represent a large share of the financial support for public transportation. The passage of the federal Transportation Equity Act for the 21st Century in 1998 and a change in the Commonwealth Transportation Trust Fund formula, also in 1998, have increased the levels of federal and state funding for public transportation. The following is an overview of federal and state funding opportunities localities and non-profit organizations can use to enhance rural transportation services.

Transportation Equity Act of the 21st Century (TEA-21)

This legislation, signed into law in 1998, sets transit and highway spending levels until 2003. TEA-21 assures guaranteed spending levels (\$36 billion) for public transportation and related activities in large- and small-urban (Section 5307) and rural areas (Section 5311). It also authorizes transportation spending for the elderly and people with disabilities including vehicle procurement and the purchase of transportation services (Section 5310).

One of the notable components of TEA-21 is its latitude and flexibility that states have in using U.S. Department of Transportation (USDOT) funds. For example, Surface Transportation Program (STP) funds can be used by states and local communities for, among other things, transit capital projects and public bus terminals and facilities. TEA-21 also introduced the Access to Jobs and Reverse Commute program to provide communities with money to develop transportation services, including reverse commute programs to transport welfare recipients and other low-income people to employment sites.

U.S. Department of Transportation Annual Appropriations

Since 1964, the federal government has provided funding to support public transportation services. The 10 regional Federal Transit Administration (FTA) offices and designated officials in each state DOT provide localized technical assistance, outreach, and guidance on the use of these funds. Each year, Congress appropriates money to the U.S. Department of Transportation's FTA to fund the operation and capitalization of public transportation systems in the United States. Some FTA funding is allocated for starting up and operating transit services; other funding is allocated to research and planning. The following is a description of the FTA's funding programs for which rural job transportation projects may qualify.

Section 18 Program

Section 18 funds are apportioned to states according to a statutory formula based on each state's population in rural areas and places of less than 50,000 residents. States administer the funds following national guidelines, make specific funding decisions, and monitor program implementation. Since FY 84, a number of states have also transferred funds from their apportionment for small-urban areas to the rural program. Under TEA-21, states can transfer highway funds to Section 18 for use as capital assistance.

Capital Grants for Transportation for Elderly and People with Disabilities (Section 5310)

These are small formula-based block grants to states for transportation programs that serve the elderly and people with disabilities. The Americans with Disabilities Act of 1990 (ADA)

requires all public transit systems to provide para-transit service for people with disabilities who cannot use fixed route bus or train service. States distribute Section 5310 funds to local organizations in both rural and urban settings that are either non-profit organizations or the lead agencies in coordinated transportation programs.

Rural Transit Formula Grants (Section 5311)

These are formula-based block grants for capital, operating, and administrative purposes to state and local governments, non-profit organizations, and public transit operators to provide public transportation services in non-urban areas with populations of less than 50,000. The goals of this program are to:

1. Enhance the access of people in non-urbanized areas to health care, shopping, employment, public services, and recreation.
2. Assist in the maintenance, development, improvement, and use of public transportation systems in rural and small-urban areas.
3. Encourage and facilitate the most efficient use of all federal funds used to provide passenger transportation in non-urbanized areas through the coordination of programs and services.
4. Assist in the development and support of intercity bus transportation.
5. Provide for the participation of private transportation providers in non-urbanized transportation to the maximum extent feasible.

Seventeen public transportation systems in non-urbanized areas of Virginia received federal operating funds under Section 5311 in FY 99. (These transportation providers are listed in Appendix H.) Grants are awarded each year to recipients based upon the applications submitted by the non-urbanized area transportation operators.

Rural Transportation Accessibility Program

This new program, established in 1998, assists in financing the incremental capital and training costs associated with accessibility issues concerning ADA requirements. The competitive grant process considers the following factors:

- The identified need for service.
- Acquisition of required equipment ahead of required timeframes.
- Financial capacity.
- Service impacts in rural areas and on low income individuals.

Job Access and Reverse Commute Grants

These grant programs assist states and localities in developing transportation services that help welfare recipients and low-income persons connect to jobs. Job Access projects develop services such as shuttles, vanpools, new bus routes, connector services, and guaranteed ride home programs. Reverse Commute projects provide transportation to suburban employment centers from urban, rural, and other suburban locations. While Reverse Commute projects are not necessarily tailored to the rural localities, Job Access projects will create new services for the rural areas. Local governments and non-profit organizations are eligible for these innovative grants.

Criteria for the Job Access and Reverse Commute grants include:

- Displaying coordination between human services and transportation planning.
- Unmet need for proposed services.
- Project financing, including sustainability and coordination with existing transportation providers and state welfare agencies implementing the TANF program.

In December 1998, GRTC applied for a Jobs Access and Reverse Commute Grant for C-VAN through the Federal Transit Administration (FTA) to support transportation for VIEW recipients throughout the entire Richmond region. Funds were awarded to support the efforts of C-VAN through 2003. Included in the grant is a proposal to hire a transportation coordinator to serve as a liaison between local social service departments and VIEW participants. Implementation of this grant is still underway and, when complete, should have an impact on the improvement of transportation services in the Richmond region.

All federal transit grants listed above require matching funds (e.g., state or local funds) to complement the federal funds for the proposed service, project, or purchase. These matching funds can come from city and county councils, community-based organizations, and state legislatures and include in-kind matches. Federal programs normally require that local matching funds come from sources other than federal sources. The Job Access and Reverse Commute program (which has a 50 percent match requirement) allows TANF and Welfare-to-Work funds to be used as matching funds. In addition, the Section 5311 non-urbanized program allows contracts with social service agencies to be used as a match.

Other Federal Agency Funds for Transportation

While the U.S. Department of Transportation is the major source of federal support for community transportation, many other federal agencies have programs that can be used to support transportation activities. Transportation provided by human service agencies including transportation for the elderly, people with developmental disabilities, or Medicaid recipients can be funded through the United States Department of Health and Human Services (DHHS) which spends almost \$3 billion every year to ensure that these individuals can access needed services. Other federal agencies such as the U.S. Department of Housing and Urban Development (HUD) and the U.S. Department of Labor (USDOL) also have resources available for transportation purposes. Below is a description of federal programs that have eligible funds to provide transportation services to program participants.

Head Start

This program of services, including transportation, for economically disadvantaged preschool-age children is provided by local Head Start agencies and is funded by the Administration on Children and Families, part of the DHHS. Agencies that operate Head Start often provide transportation as well as additional services for economically disadvantaged families.

Medicaid

Medicaid is a health care program for low-income and other medically needy persons and pays for emergency ambulance service and transportation to non-emergency medical appointments if the recipient has no means to travel to the appointment. State and federal governments, administered by the DHHS's Health Care Financing Administration, jointly fund Medicaid.

Medicaid-funded transportation is available in every part of the country and is provided by a large network of for profit, non-profit, and public transportation providers. Local community action agencies provide these services for the rural counties of the Richmond region. The use of Medicaid funds assist non-profit agencies in transporting recipients to needed medical care.

The Older Americans Act (OAA)

As a network of service programs for older people, this act provides supportive services including transportation services to meet the needs of older individuals. Public and private agencies such as senior centers and Area Agencies on Aging are recipients of OAA funds, and many operate transportation services. The DHHS's Administration on Aging administers OAA funds, while many organizations for the elderly also receive Section 5310 money to purchase vehicles. Available to a variety of organizations, these funds will provide transportation for seniors who wish to obtain employment or get to medical appointments or other local destinations.

Workforce Investment Act (WIA)

The Workforce Investment Act, signed into law by President Clinton in August 1998, is a milestone in the history of employment and training programs. It makes major changes in the way employment and training programs will be delivered to consumers, creating a new governance structure consisting of state and local workforce investment boards and a streamlined one-stop delivery system. The WIA's block grants to states provide funds for placement, job training and support services including transportation. Vouchers for transportation and training classes in lieu of contracting a vendor for services are among the noted changes in the funding system.

The state is required to establish a state workforce investment board to assist the governor in the administration of the workforce investment system. Local workforce investment boards will develop a comprehensive five-year plan, designate local one-stop operators, designate eligible providers of services, and oversee the one-stop delivery system. The establishment of "one-stop" centers will provide a central location where individuals can receive job skills training and employment assistance. The one-stop centers are designed to be a clearinghouse of information for all job seekers. A unified state plan detailing the program, purpose, and funding was to be implemented in July. Once implemented, the one-stop centers and WIA funds will be crucial in getting TANF recipients to needed jobs and training.

Temporary Assistance for Needy Families (TANF)

TANF funds are block grants to states established by the Personal Responsibility and Work Opportunity Reconciliation Act of 1996. States have flexibility to use these funds to provide transportation to individuals transitioning from welfare to employment. Transportation assistance often takes the form of vouchers for gas, low cost loans for car repairs, or the subsidizing of fares for public transportation.

Welfare-to-Work Grants (WtW)

WtW grants, through U.S. Department of Labor's (USDOL) Employment and Training Administration, assists the hardest to serve TANF recipients in preparing for and gaining employment. States receive 75 percent of this funding as formula grants and local communities receive 25 percent of these funds in the form of competitive grants. These funds can be used for support services, job retention and post-employment services including transportation assistance.

Using TANF and DOL Welfare-to-Work funds for Transportation Services

Seeking to foster coordination and the best use of resources, the U.S. Departments of Labor, Transportation, and Health and Human Services issued a joint guidance on the use of TANF and USDOL Welfare-to-Work funds for transportation services on December 23, 1998. Through this guidance the three departments encourage workforce development agencies and human service agencies to support employment and job training transportation solutions that are systemic approaches to achieve transportation solutions. As a result, this guidance clarifies how to use TANF and Welfare-to-Work funds for the following transportation activities:

- As match for FTA's Job Access and Reverse Commute program.
- A contract for shuttles, buses, car pools, or other transportation services.
- Reimbursement for work-related transportation expenses such as mileage, fuel, public transit fares and auto repairs.
- The purchase of vans, shuttles and/or minibuses for the provision of transportation services to eligible individuals.
- Payment of start-up costs for new or expanded transportation services.
- Facilitating the donation and repair of previously owned or reconditioned vehicles.

The funding source listing on the following page displays funding options available through a variety of federal departments and programs. Many can be used in combination with other federal funds, in-kind matches, and state and local funding sources. By understanding the variety and complexity of federal funding sources, non-profit organizations and other transportation providers can effectively seek grants to establish or expand transportation services in the rural areas. Providing effective transportation services for rural areas takes the right combination of coordination and creative funding solutions.

Table 7		
Allowable Transportation Expenditures Under TANF and WTW		
Transportation Service	WTW	TANF
Services Related to the Operation of a Personal Vehicle		
Driver's Education Training	Yes	Yes
Car Purchase for Individual	No	Yes
Loan to Individual to Lease or Purchase Car	No	Yes
Single Down Payment toward Car Purchase for Individual	No	Yes
Emergency Car Payment	Yes	Yes
Multiple Car Payments	No	Yes
Maintenance/Repairs to Owned Cars	Yes	Yes
Maintenance/Repairs to Other's Cars	No	Yes
Gasoline Reimbursement	Yes (voucher); No (cash)	Yes
Car Registration	Yes	Yes
Car Insurance (one time payment or multiple payments)	Yes	Yes
Car Inspection	Yes	Yes
Parking Fees while at Work	Yes	Yes
Facilitating the Donation and Repair of a Used Car	No	Yes
Services Related to Public Transportation		
Public/Private Transportation (tokens, vouchers, tickets, etc.)	Yes	Yes
Basic Transportation Cash Allowance Made to Individuals For Transportation Needs (i.e. \$20/week)	No	Yes
Subsidize Expansion of Existing Transportation Services	Yes	Yes
Start-Up Costs for Expanded Transportation Services	Yes	Yes
Services Related to Use of Transportation Alternatives		
Car/Van Pools (fee)	Yes	Yes
Bike and Helmet Purchase	No	Yes
Agency Van (Purchase)	Yes	Yes
Agency Van (Lease)	Yes	
Transportation Coordinator/Counselor Positions Helping Clients Arrange and Find Transportation	No	Yes
Costs Related to Planning for Transportation Services	Yes	Yes
Construction or Purchase of Building or Facility for Transportation	No	No
Other Services		
Taxis	Yes	Yes
Reimbursement to Volunteers for Expenses Incurred while Transporting Clients	Yes	Yes

State Transit Funding

The principle state funding source for public transportation is provided through the Commonwealth Mass Transit Fund. Revenues from the Commonwealth Mass Transit Fund (Code of Virginia §58.1-638) support public transportation through three subprograms: Formula Assistance Program (73.5 percent share), Capital Assistance Program (25 percent), and the Special Projects Program (1.5 percent). Portions of these funds are available for rural transportation projects.

Formula Assistance Program

This program provides support for certain expenses contained in transit operating budgets. A two-step process distributes these grants. In the first step, Preliminary Formula Assistance Allocations, funds are distributed among all transportation systems. The second step is a review of the operating budget for each transportation system to determine the maximum amount of money the system can receive to comply with state rules. This is called the Maximum Eligibility Calculation. The final formula assistance grant is the lesser of the two numbers.

Capital Assistance Program

This program provides financial support for public transportation capital expenditures such as purchasing buses, building transit facilities, and other construction-oriented projects. The process begins with applications submitted by public transportation systems that propose a project, state why it is needed, and identify how much it will cost including any expected federal funds. The Department of Rail and Public Transportation (DRPT) then reviews each project for eligibility, justification and cost.

Special Projects Program

Grants through the special projects program support transportation demonstration projects. Grant applications are processed and determined in the same manner as the Capital Assistance Grant applications. Finally, the projects are approved along with the state support and each project is prioritized.

Chapter Summary

Smaller population sizes and densities create challenges in providing affordable transportation for rural communities, but through various funding sources rural communities can establish and enhance transportation services. Rural counties are in direct competition with larger localities for funding, but with knowledge of programs and resources these communities can have access to viable and much needed transportation dollars. Communities and transportation providers often do not have the resources to provide or increase the level of transportation services to rural areas. By utilizing the federal and state funding sources noted above, transportation providers can fund the expansion of transportation services in the rural areas. Innovative approaches to funding, including the combining of federal and state funds, will lead to effective and affordable transportation solutions for the rural communities of Charles City, Goochland, New Kent, and Powhatan.

Recommendations

Recent welfare reform has introduced challenges to overcoming transportation barriers, but these challenges also stimulate innovative transportation solutions for those making the transition from welfare to employment. As seen in the previous examples of solutions, transportation issues are addressed on an individual level through vouchers and programs to promote car ownership and on a system-wide basis. System solutions propose better coordination of resources, collaboration among agencies, the creation of public-private partnerships, and strategic planning.

Sustainable, Affordable and Cost-Effective Solutions

Interagency coordination, public-private partnerships, and sharing resources can remove barriers from rural transportation. Innovative planning and partnerships can create effective rural transportation strategies by providing former welfare recipients with the transportation options they need to make the successful transition from welfare to work. An overall transportation program that incorporates the goals of sustainability, affordability, and cost effectiveness will contribute to the future well-being of our region's rural communities.



Figure 5 - Para-transit service; Valley Metro, Roanoke, VA

Goal 1) Sustainability – the ability to sustain employment transportation services over time. As participants leave the VIEW and TANF programs other people will continue to enter the program in need of services. Therefore, transportation solutions must be a continuous part of employment and social services and be sustained over time.

Goal 2) Affordability – the individual's ability to afford transportation services when new workers leave assistance programs. Once TANF and VIEW participants obtain jobs and their transitional transportation assistance expires, these workers will need to be able to afford their own transportation to work in addition to childcare and other living expenses.

Goal 3) Cost-effectiveness – most efficient use of resources. Cost-effective solutions are a necessity given the cost of providing transportation services as well as the scarcity of public funds to meet the demand for transportation services.

The following recommendations provide sustainable, affordable, and cost-effective transportation solutions for overcoming rural transportation barriers. The above goals are achieved through recommendations that stretch community resources to meet the employment transportation needs of rural participants following a four-step approach:

- 1.) Promote and use existing public and private transportation services in the rural areas.
- 2.) Expand existing transportation services to the rural region.
- 3.) Build relationships with social services and other community groups to share vehicles.
- 4.) Fill in the remaining gaps by developing new service in the rural areas.

Approach 1: Use and Promote Existing Transportation Services

The rural communities of Charles City and New Kent in the eastern part of the Richmond region and Goochland and Powhatan in the western part are fortunate enough to have an existing infrastructure of transportation services provided through C-VAN (GRTC), taxis, community action agencies, and other local community organizations. Implementing programs to increase the awareness of transportation options available will benefit all job seekers and new employees, as seen in the examples of the Pima, Arizona and the KATS Program in Stigler, Oklahoma. Such efforts to improve existing services should include:

- Raising the level of awareness about existing transportation services through outreach programs. Informing potential riders about transportation services will lead to more ridership and a more effective transportation system.
- Promoting Ridefinders to rural residents and encouraging individuals to join existing car/vanpools, or start new ones. The promotion of car and vanpools will benefit commuters, employers and the region with the reduction of traffic and emissions.
- Promoting the establishment of new park and ride lots in the community, either formal or informal. In conjunction with car and vanpool promotion, park and ride lots will provide a commuter-oriented transportation network.
- Subsidizing or fully paying the cost of transportation costs through bus passes and vouchers. Using TANF and WTW funds for transportation will create greater mobility for low-income persons and families.
- Providing orientations and travel training to accustom social services and non-profit staff and participants to the transportation services. The distribution of transportation information will break down the barrier of misconceptions about transportation services.
- Providing incentives to ride public transit through Guaranteed Ride Home programs. By placing job seekers in jobs that are served by existing transportation, job developers are able to strategically minimize transportation as a barrier to obtaining and retaining a job.



Figure 6 - Car/Van Pool Signage, Valley Metro, Roanoke, VA.

Potential Lead Agencies

Social service departments and community action agencies could be the agencies to begin the transportation coordination aspect, by providing information to clients and serving as the first-stop of a larger rural transportation network. Through the professional assistance and advice of GRTC and Ridefinders, local service agencies could provide a better product.

Approach 2: Build Relationships to Share Vehicles

Community organizations and governmental agencies often have excess capacity in vehicles that could serve TANF participants. There are situations when a social service agency or community group may open the doors of its vehicle to the participants of the TANF program.

- Vehicles regularly have empty seats: If there are available seats on a vehicle, social service departments could contract to schedule trips to work, training, or child care on that agency's vehicle. Example: A health clinic sends an 11- passenger van into a rural area daily to pick up eight clients for a rehabilitation program in town. The health clinic may be able to pick up three TANF clients on the same trip. Transportation providers are often regulated to obtain the most insurance coverage offered for public transportation use including death and liability coverage. Individual insurance policies should be reviewed and updated before this solution is implemented. Contractual agreements between agencies should be secured before this solution is implemented.
- Vehicles are only used part of the day: If there are hours or days that a vehicle is unused, social services could arrange to use that vehicle during its down time. Example: A senior center picks up participants for a lunch program from 9:30 to 11:00 AM each day and returns them from 2:00 to 3:30 PM. The rest of the day the vehicle is unused. Again, insurance policies should be reviewed and both parties should sign contractual agreements.
- School buses for transportation services: School buses may be used for transporting students as well as non-students. The Code of Virginia (§ 22.1-182) states that the city, county, or town departments, boards, or commissions for public transportation purposes may use school buses and that the school board is held harmless for any liabilities incurred.

Through Memoranda of Understanding and changes in standard operating procedures departments and programs that offer transportation services can pool existing resources, eliminate duplication, and provide expanded services with increased cost-effectiveness. Meshing available resources into a safe, coordinated transportation service would serve the rural community better and take a great stride forward in addressing the problems of rural transportation in the Richmond region.

Potential Lead Agencies

Community action agencies and other community organizations could combine resources to create a more effective transportation solution for the rural areas. Input and/or a mediation role from local departments of social services would be of greatest benefit to this process.

Approach 3: Expand Existing Transportation Services

Although existing transportation services may link many TANF participants to jobs, the travel needs of other rural commuters are not a perfect match. Expanding operating hours and service areas not only makes existing transportation systems more efficient by adding new riders, but also saves money for other services or programs provided by social service and community action agencies. For example, direct transportation to large retail centers such as Chesterfield Town Center will allow people to find employment and connections to other bus services further into the suburban areas. The following services can be easily integrated into an existing transportation network as seen in the examples from Kentucky and Mississippi.

- Expanding transportation services to include Guaranteed Ride Home programs helps lower the apprehension of persons who do not feel comfortable taking jobs in the suburbs especially if service is limited. Guaranteed Ride Home programs provide rides home on demand and typically cost very little to implement. Ridefinders has established its own guaranteed ride home program. Members may request taxi service for a low fare of \$5. Establishing the same or similar program for low-income public transportation users would benefit the entire community.
- Express fixed-route services benefit rural areas through service designed with fewer stops so commuters can reach employment sites quickly. Rural area transportation would also benefit with feeder services. Feeder services merge into existing transit routes by picking up passengers from locations in a neighborhood or at a job site and dropping them off along the bus line. Feeder routes add another link in the community transportation network and help create a seamless system of transportation services for un- and under-employed job seekers.
- A deviated-fixed route service operates along a fixed route and keeps to a timetable, but the bus or van can deviate from the route to go to a specific location such as house, childcare center, or employment site. Once the pick-up or drop-off is made, the vehicle goes back to the place along the route that it left.
- Point-deviation services also keep to a timetable; however, vehicles do not follow a specific route. Rather, vehicles will stop at designated bus stops at scheduled times, but during the time between two scheduled stops drivers will pick up and drop off passengers with advanced reservations over a dispersed area. Deviated-fixed route and point-deviation services accommodate spontaneous unscheduled rides at designated bus stops as well as provide scheduled demand-response rides over a larger area. Operating one deviated service rather than two separate services (fixed route and demand response) is a cost-effective transportation alternative.
- Service routes are characterized by deviated times rather than deviated routes. Service routes allow riders to hail a vehicle and request a drop-off anywhere along the route. Jitney services that operate along a fixed route but without fixed stops provide this type of flexibility.

Reasons to build upon existing public transportation systems:

- Employment-specific transportation solutions will give workers the mobility to get to work and reach other destinations. Expanded transportation services will also benefit the rural population during their non-working activities.

- By relying on local transportation entities (e.g., GRTC, C-VAN, Ridefinders, Inc.) to handle the transportation needs of participants, social service agencies are free to focus on their own missions. Numerous opportunities exist in which relatively cost-effective adjustments to present fixed-route and demand-response bus systems can yield significant results in terms of improving access to jobs.

Suggestions for expanding current transportation systems:

- Expand the hours and days of service to accommodate second- and third-shift employees.
- Extend a specialized (deviated-fixed-route or point deviation service) GRTC service route to an unserved residential or employment area.
- Extend the GRTC service area into the rural counties through express service or demand-response service.

Potential Lead Agencies

GRTC, as the transportation leader for the Richmond region, could create contractual agreements with participating community action agencies to provide a greater level of service for the rural areas through cooperation and sharing resources, thus creating a region-wide transportation network.

Approach 4: Develop New Services

Given existing transportation services, the creation of a central transportation coordination center and dispatcher position would eliminate many of the overlapping resources and services that exist, as seen in the example from Tulsa, Oklahoma. A solution the Federal Transit Administration (FTA) proposes is the creation of an effective public transportation service by combining and coordinating the services of local agencies and by using the combined fleets of various operators. Combining separate transportation operations will provide a more cost-effective and higher level service to users. Achieving this coordination is realized through equipping the various agencies and their fleets with Automatic Vehicle Location (AVL) equipment linked to a central dispatching system.¹⁴ Using AVL equipment decreases response times and provides efficient transportation to users. The use of cellular technology can also be utilized to accomplish similar results as seen in the JAUNT of Charlottesville example.

GRTC has begun developing new services through the Jobs Access and Reverse Commute Grant that funds extending transportation services into the rural areas. Powhatan and Goochland's social services departments have supported GRTC's grant application; Charles City and New Kent should consider supporting it as well. A new transportation coordinator will serve as a liaison between social service departments, community action agencies, and VIEW participants.

Finally, after attempting the above first three approaches, new transportation initiatives should be developed for the rural communities. New services can include some of the transportation types discussed earlier such as:

- Shuttle services and feeder services.
- Central dispatching system.
- Volunteer programs.
- Car donation/car purchasing opportunities.
- Dial-a-ride service.

Potential Lead Agencies

Extensive resources and increased funding would allow GRTC to be the best-equipped agency in the Richmond region to establish new transportation services. A transportation coordinator position will be the direct link to community action agencies and social service departments, that would have input on the establishment of service and serve as a possible secondary support role.

¹⁴ United States. Department of Transportation. Federal Highway Administration. *Technology in Rural Transportation "Simple Solutions,"* Washington, DC: FTA, 1997. 60-62.

Chapter Summary

Transportation solutions that optimize sustainable, affordable, and cost-effective solutions will benefit all transportation agencies involved. Following the systematic, four-step approach of 1.) using and promoting existing transportation services 2.) building relationships to share vehicles 3.) expanding existing transportation services 4.) developing new services will lead to enhanced transportation services, agency cooperation and coordination, expansion of existing transportation services, and new services for the counties of Charles City, Goochland, New Kent, and Powhatan. Upon the completion of this four-step approach, a regional transportation network through coordinated transportation service providers would offer affordable transportation services to TANF recipients and the community at large. Affordable transportation would allow individuals to obtain employment and would create more opportunities for those who are at the low to moderate income threshold. Many individuals and families are at the borderline of poverty and struggling to make ends meet. Transportation to better jobs will keep them off welfare and benefit the entire rural community.

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Appendix A

VIEW Work Activity

Richmond Regional Planning District Commission

VIEW Work Activity of All Enrolled in VIEW Since Program Implementation (4/1/1997 - 2/29/2000)

	Charles City	Goochland	New Kent	Powhatan	Virginia
Individuals Referred	25	63	46	71	66,567
Total Enrolled in VIEW	18	53	35	60	53,128
Participants Employed	10	44	24	40	37,365
% of Total Enrolled	56%	83%	69%	67%	70%
# of Cumulative Jobs	16	76	31	62	57,125
Full Time Jobs	12	59	21	49	42,475
% of Cumulative Jobs	75%	78%	68%	79%	74%
Part Time Jobs	4	17	10	13	14,650
% of Cumulative Jobs	25%	22%	32%	21%	26%
Full Employment Component	0	0	0	0	12
% of Total Enrolled	0%	0%	0%	0%	0.02%
Community Work Experience	1	3	3	2	7,379
% of Total Enrolled	6%	6%	9%	3%	14%
On the Job Training	0	3	1	4	1,303
% of Total Enrolled	0%	6%	3%	7%	2%
Three Months Employment	70%	73%	75%	76%	71%
Five Months Employment	70%	71%	52%	58%	62%

Average Wage	\$ 6.05	\$ 6.00	\$ 6.27	\$ 6.22	\$ 5.96
Full Time Average Wage	\$ 6.03	\$ 6.08	\$ 6.37	\$ 6.47	\$ 6.03
Part Time Average Wage	\$ 6.11	\$ 5.72	\$ 6.07	\$ 5.26	\$ 5.76
Average Monthly Earnings	\$ 786.00	\$ 794.00	\$ 757.00	\$ 849.00	\$ 793.00
Average Yearly Earnings	\$ 9,432.00	\$ 9,528.00	\$ 9,084.00	\$ 10,188.00	\$ 9,516.00

Source: VIEW Report, Commonwealth of Virginia, Department of Social Services, March 2000.

Appendix B

Commuting Data

Richmond Regional Planning District Commission

Commuting Patterns for Residents of Charles City County

POR	RESCNTY	RST	POW	WORKCNTY	WST	WORKERS 60	WORKERS 70	WORKERS 80	WORKERS 90
51036	CHARLES CITY	VA	51036	CHARLES CITY	VA	550	527	658	635
51036	CHARLES CITY	VA	51041	CHESTERFIELD	VA	0	40	28	169
51036	CHARLES CITY	VA	51085	HANOVER	VA	0	15	8	91
51036	CHARLES CITY	VA	51087	HENRICO	VA	0	94	337	562
51036	CHARLES CITY	VA	51127	NEW KENT	VA	155	162	346	211
51036	CHARLES CITY	VA	51700	NEWPORT NEWS	VA	0	27	112	64
51036	CHARLES CITY	VA	51760	RICHMOND CITY	VA	0	545	1065	762
51036	CHARLES CITY	VA	51931	JAMES CITY + WILLIAMSBURG	VA	187	234	351	290
51036	CHARLES CITY	VA	51941	PRINCE GEORGE + HOPEWELL	VA	0	19	77	54
51036	CHARLES CITY	VA	51958	YORK + POQUOSON	VA	0	36	0	168
51036	CHARLES CITY	VA	99998	ELSEWHERE	XX	43	95	105	115

POR - Place of Residence, FiPS Code

RESCNTY - Place of Residence, County name

RST - Place of Residence, State name

POW - Place of Work, FiPS Code

WORKCNTY - Place of Work, County name

WST - Place of Work, State name

WORKERS60 - Workers from Census 1960

WORKERS70 - Workers from Census 1970

WORKERS80 - Workers from Census 1980

WORKERS90 - Workers from Census 1990

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Commuting Patterns for Residents of Goochland County

POR	RESCNTY	RST	POW	WORKCNTY	WST	WORKERS 60	WORKERS 70	WORKERS 80	WORKERS 90
51075	GOOCHLAND	VA	51041	CHESTERFIELD	VA	0	0	49	247
51075	GOOCHLAND	VA	51049	CUMBERLAND	VA	4	0	0	21
51075	GOOCHLAND	VA	51065	FLUVANNA	VA	23	26	36	67
51075	GOOCHLAND	VA	51075	GOOCHLAND	VA	1449	1390	1649	2043
51075	GOOCHLAND	VA	51085	HANOVER	VA	23	70	117	308
51075	GOOCHLAND	VA	51087	HENRICO	VA	0	237	1103	2053
51075	GOOCHLAND	VA	51109	LOUISA	VA	44	90	162	119
51075	GOOCHLAND	VA	51145	POWHATAN	VA	39	39	123	93
51075	GOOCHLAND	VA	51760	RICHMOND CITY	VA	0	1150	1834	1727
51075	GOOCHLAND	VA	51901	ALBEMARLE + CHARLOTTESVILLE	VA	4	40	36	62
51075	GOOCHLAND	VA	51951	SPOTSYLVANIA + FREDERICKSBURG	VA	0	5	43	8
51075	GOOCHLAND	VA	99998	ELSEWHERE	XX	113	251	135	181

POR - Place of Residence, FiPS Code

RESCNTY - Place of Residence, County name

RST - Place of Residence, State name

POW - Place of Work, FiPS Code

WORKCNTY - Place of Work, County name

WST - Place of Work, State name

WORKERS60 - Workers from Census 1960

WORKERS70 - Workers from Census 1970

WORKERS80 - Workers from Census 1980

WORKERS90 - Workers from Census 1990

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Commuting Patterns for Residents of New Kent County

POR	RESCNTY	RST	POW	WORKCNTY	WST	WORKERS 60	WORKERS 70	WORKERS 80	WORKERS 90
51127	NEW KENT	VA	51036	CHARLES CITY	VA	8	0	9	69
51127	NEW KENT	VA	51041	CHESTERFIELD	VA	0	8	39	172
51127	NEW KENT	VA	51073	GLOUCESTER	VA	0	0	38	5
51127	NEW KENT	VA	51085	HANOVER	VA	5	0	80	213
51127	NEW KENT	VA	51087	HENRICO	VA	0	164	489	1148
51127	NEW KENT	VA	51097	KING AND QUEEN	VA	16	5	24	16
51127	NEW KENT	VA	51101	KING WILLIAM	VA	140	197	170	227
51127	NEW KENT	VA	51127	NEW KENT	VA	761	608	733	1050
51127	NEW KENT	VA	51650	HAMPTON	VA	0	0	0	52
51127	NEW KENT	VA	51700	NEWPORT NEWS	VA	0	38	44	142
51127	NEW KENT	VA	51760	RICHMOND CITY	VA	0	0	1467	1156
51127	NEW KENT	VA	51931	JAMES CITY + WILLIAMSBURG	VA	131	188	458	529
51127	NEW KENT	VA	51941	PRINCE GEORGE + HOPEWELL	VA	0	0	10	54
51127	NEW KENT	VA	51958	YORK + POQUOSON	VA	0	52	58	221
51127	NEW KENT	VA	99998	ELSEWHERE	XX	11	436	145	211

POR - Place of Residence, FIPS Code

RESCNTY - Place of Residence, County name

RST - Place of Residence, State name

POW - Place of Work, FIPS Code

WORKCNTY - Place of Work, County name

WST - Place of Work, State name

WORKERS60 - Workers from Census 1960

WORKERS70 - Workers from Census 1970

WORKERS80 - Workers from Census 1980

WORKERS90 - Workers from Census 1990

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Commuting Patterns for Residents of Powhatan County

POR	RESCNTY	RST	POW	WORKCNTY	WST	WORKERS 60	WORKERS 70	WORKERS 80	WORKERS 90
51145	POWHATAN	VA	51007	AMELIA	VA	0	36	0	67
51145	POWHATAN	VA	51041	CHESTERFIELD	VA	0	256	932	1947
51145	POWHATAN	VA	51049	CUMBERLAND	VA	20	16	22	28
51145	POWHATAN	VA	51075	GOOCHLAND	VA	25	38	80	260
51145	POWHATAN	VA	51085	HANOVER	VA	0	0	0	55
51145	POWHATAN	VA	51087	HENRICO	VA	0	45	198	775
51145	POWHATAN	VA	51145	POWHATAN	VA	1312	1034	1574	1775
51145	POWHATAN	VA	51760	RICHMOND CITY	VA	0	851	2437	1940
51145	POWHATAN	VA	51931	JAMES CITY + WILLIAMSBURG	VA	0	0	0	20
51145	POWHATAN	VA	51941	PRINCE GEORGE + HOPEWELL	VA	0	0	0	32
51145	POWHATAN	VA	99998	ELSEWHERE	XX	51	133	25	141

POR - Place of Residence, FIPS Code

RESCNTY - Place of Residence, County name

RST - Place of Residence, State name

POW - Place of Work, FIPS Code

WORKCNTY - Place of Work, County name

WST - Place of Work, State name

WORKERS60 - Workers from Census 1960

WORKERS70 - Workers from Census 1970

WORKERS80 - Workers from Census 1980

WORKERS90 - Workers from Census 1990

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Appendix C

Employment Projections Data

Richmond Regional Planning District Commission

Specific Occupations with the Largest number of Total Openings in the Richmond - Petersburg MSA

Occupational Title	Employment			Openings		
	Estimated 1996	Projected 2006	Percent Change	Replacements	Growth	Total
Cashiers	15,258	18,028	18.15%	6,650	2,770	9,420
Salespersons, Retail	18,406	20,857	13.32%	5,840	2,451	8,291
General Managers & Top Executives	15,569	18,057	15.98%	3,310	2,488	5,798
General Office Clerks	14,448	15,572	7.78%	3,290	1,124	4,414
Waiters & Waitresses	5,941	6,657	12.05%	3,030	716	3,746
Food Preparation Workers	4,601	5,683	23.52%	2,350	1,082	3,432
Janitors & Cleaners	9,767	11,039	13.02%	1,980	1,272	3,252
Systems Analysts	2,993	5,678	89.71%	200	2,685	2,885
Registered Nurses	8,046	9,600	19.31%	1,110	1,554	2,664
Combined Food Prep & Serv Workers	3,788	4,336	14.47%	1,930	548	2,478
Receptionists & Information Clerks	4,972	6,503	30.79%	920	1,531	2,451
Secretaries, Except Legal or Medical	12,382	12,477	0.77%	2,150	95	2,245
Maintenance Repairers, General Utility	5,509	6,559	19.06%	1,120	1,050	2,170
Teachers, Secondary School	4,405	5,140	16.69%	1,310	735	2,045
Hand Packers & Packagers	3,551	4,541	27.88%	950	990	1,940
Home Health Aides	2,138	3,573	67.12%	290	1,435	1,725
Teachers, Elementary	4,467	5,240	17.30%	850	773	1,623
Nursing Aides & Orderlies	4,212	5,224	24.03%	570	1,012	1,582
Guards	3,396	4,253	25.24%	710	857	1,567
Truck Drivers, Heavy	5,931	6,646	12.06%	830	715	1,545
Financial Managers	3,899	4,673	19.85%	740	774	1,514
Truck Drivers, Light	4,055	4,969	22.54%	570	914	1,484
Bookkeeping, Accounting, Audit Clerks	8,646	8,460	-2.15%	1,460	(186)	1,274
Bank Tellers	3,206	3,319	3.52%	1,340	113	1,453
Adjustment Clerks	2,286	3,592	57.13%	140	1,306	1,446
Accountants & Auditors	3,985	4,503	13.00%	820	518	1,338
Licensed Practical Nurses	3,044	3,739	22.83%	640	695	1,335
Food Service & Lodging Mgrs	2,146	2,989	39.28%	460	843	1,303

Richmond Regional Planning District Commission

Specific Occupations with the Largest number of Total Openings in the Richmond - Petersburg MSA

Occupational Title	Employment			Openings		
	Estimated 1996	Projected 2006	Percent Change	Replacements	Growth	Total
Automotive Mechanics	2,845	3,407	19.75%	740	562	1,302
Engineering, Math, Natural Science Mgrs	1,843	2,693	46.12%	390	850	1,240
Dining Room & Cafeteria Helpers	2,475	2,910	17.58%	800	435	1,235
Correction Officers	2,643	3,420	29.40%	400	777	1,177
Computer Engineers	719	1,822	153.41%	50	1,103	1,153
Electrical & Electronic Assemblers	329	1,396	324.32%	70	1,067	1,137
Electrical & Electronic Engineers	1,097	1,935	76.39%	280	838	1,118
Laborers, Landscapers, & Groundskeepers	2,122	2,601	22.57%	590	479	1,069
Bill & Account Collectors	1,556	2,298	47.69%	320	742	1,062
Cooks, Restaurant	2,513	2,972	18.27%	600	459	1,059
Maids & Housekeeping Cleaners	3,444	3,870	12.37%	620	426	1,046
Physicians	2,108	2,825	34.01%	300	717	1,017
Stock Clerks: Stockroom/ Warehouse	2,878	3,458	20.15%	430	580	1,010
Cooks, Fast Food	2,207	2,683	21.57%	530	476	1,006
Computer Programmers	2,076	2,388	15.03%	650	312	962
Loan Officers & Counselors	1,392	2,069	48.64%	270	677	947
Industrial Truck & Tractor Operators	2,898	3,243	11.90%	600	345	945
Marketing, Advertising, Public Relations Mgrs	1,787	2,381	33.24%	330	594	924
Counter & Rental Clerks	1,566	1,929	23.18%	560	363	923
Electrical & Electronic Techns	1,163	1,738	49.44%	310	575	885
Electronic Semiconductor Processors	203	1,022	403.45%	40	819	859
Traffic, Shipping & Receiving Clerks	2,908	3,293	13.24%	440	385	825
Total	223,819	268,260	19.86%	54,880	44,441	99,321

Source: Virginia Employment Commission, Occupational Demand Data.

Appendix D

Industrial and Employment Data

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Charles City County	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	1,371	1,390	1,441	1,527	1,595	1,772	1,895	1,788	417	30.42%
Wage and salary employment	941	944	1,001	1,068	1,111	1,268	1,373	1,252	311	33.05%
Proprietors' employment	430	446	440	459	484	504	522	536	106	24.65%
Farm proprietors' employment	54	57	65	66	67	68	69	68	14	25.93%
Nonfarm proprietors' employment 2/	376	389	375	393	417	436	453	468	92	24.47%
Farm employment	99	110	111	106	106	113	106	108	9	9.09%
Nonfarm employment	1,272	1,280	1,330	1,421	1,489	1,659	1,789	1,680	408	32.08%
Private employment	920	920	960	1,040	1,109	1,282	1,403	1,289	369	40.11%
Ag. serv., forestry, fishing, and other 3/	27	26			27	25	27	29	2	7.41%
Mining										
Construction	82	85	91	93	93	134	140	135	53	64.63%
Manufacturing	184	169	184	114	169	275	318	226	42	22.83%
Transportation and public utilities	107	109	125	248	237	314	309	310	203	189.72%
Wholesale trade	13	26	23	37					(13)	-100.00%
Retail trade	168	157	153	129	136	134	152	152	(16)	-9.52%
Finance, insurance, and real estate			43	56	71	76	96	103	103	
Services	291	301	288	309	315	271	299	312	21	7.22%
Government and government enterprises	352	360	370	381	380	377	386	391	39	11.08%
Federal, civilian	19	20	21	27	25	19	18	19	-	0.00%
Military	34	33	31	31	29	28	28	27	(7)	-20.59%
State and local	299	307	318	323	326	330	340	345	46	15.38%
State			19	16	17	18	20	19	19	
Local	293	299	299	307	309	312	320	326	33	11.26%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Chesterfield County	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	98,948	102,219	104,429	103,999	109,541	115,515	120,488	122,619	23,671	23.92%
Wage and salary employment	82,796	85,384	87,395	90,131	94,893	99,848	104,211	105,879	23,083	27.88%
Proprietors' employment	16,152	16,835	17,034	13,868	14,648	15,667	16,277	16,740	588	3.64%
Farm proprietors' employment	165	156	149	151	153	156	157	155	(10)	-6.06%
Nonfarm proprietors' employment 2/	15,987	16,679	16,885	13,717	14,495	15,511	16,120	16,585	598	3.74%
Farm employment	257	273	265	253	251	270	252	257	-	0.00%
Nonfarm employment	98,691	101,946	104,164	103,746	109,290	115,245	120,236	122,362	23,671	23.98%
Private employment	80,876	84,129	86,207	85,424	90,844	97,181	101,685	103,809	22,933	28.36%
Ag. serv., forestry, fishing, and other 3/	798	925	848	N/A	N/A	N/A	N/A	1,148	350	43.86%
Mining	259	244	259	N/A	N/A	N/A	N/A	187	(72)	-27.80%
Construction	9,301	8,680	8,813	8,251	8,535	9,004	9,634	10,310	1,009	10.85%
Manufacturing	12,359	12,467	12,359	11,723	11,618	12,517	13,408	13,103	744	6.02%
Transportation and public utilities	4,920	4,946	5,103	5,523	5,708	6,029	6,304	6,501	1,581	32.13%
Wholesale trade	3,981	4,019	4,257	4,052	4,213	4,576	5,068	5,086	1,105	27.76%
Retail trade	20,188	20,854	21,564	22,526	24,770	25,801	26,290	26,609	6,421	31.81%
Finance, insurance, and real estate	7,504	7,598	7,656	7,316	7,959	9,044	9,521	9,536	2,032	27.08%
Services	21,566	24,396	25,348	24,966	26,848	28,940	30,098	31,329	9,763	45.27%
Government and government enterprises	17,815	17,817	17,957	18,322	18,446	18,064	18,551	18,553	738	4.14%
Federal, civilian	3,864	3,730	3,966	4,019	3,961	3,597	3,718	3,315	(549)	-14.21%
Military	1,143	1,152	1,113	1,134	1,076	979	976	952	(191)	-16.71%
State and local	12,808	12,935	12,878	13,169	13,409	13,488	13,857	14,286	1,478	11.54%
State	4,504	4,474	4,222	4,146	4,099	4,012	3,985	3,996	(508)	-11.28%
Local	8,304	8,461	8,656	9,023	9,310	9,476	9,872	10,290	1,986	23.92%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Goochland County	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	5,240	5,433	5,721	5,942	6,442	6,901	7,293	7,522	2,282	43.55%
Wage and salary employment	3,619	3,762	3,975	4,146	4,529	4,928	5,250	5,429	1,810	50.01%
Proprietors' employment	1,621	1,671	1,746	1,796	1,913	1,973	2,043	2,093	472	29.12%
Farm proprietors' employment	252	240	232	236	238	243	245	241	(11)	-4.37%
Nonfarm proprietors' employment 2/	1,369	1,431	1,514	1,560	1,675	1,730	1,798	1,852	483	35.28%
Farm employment	298	288	270	269	270	280	276	275	(23)	-7.72%
Nonfarm employment	4,942	5,145	5,451	5,673	6,172	6,621	7,017	7,247	2,305	46.64%
Private employment	3,875	4,063	4,307	4,491	4,973	5,379	5,716	5,903	2,028	52.34%
Ag. serv., forestry, fishing, and other 3/	171	167	168	N/A	N/A	N/A	N/A	N/A	(3)	-1.75%
Mining	192	189	179	N/A	N/A	N/A	N/A	N/A	(13)	-6.77%
Construction	780	661	759	776	758	965	989	1,045	265	33.97%
Manufacturing	56	51	39	41	50	65	81	83	27	48.21%
Transportation and public utilities	103	121	101	154	285	184	191	197	94	91.26%
Wholesale trade	261	252	223	253	230	235	236	234	(27)	-10.34%
Retail trade	553	587	651	663	717	798	845	913	360	65.10%
Finance, insurance, and real estate	391	413	424	453	733	760	810	839	448	114.58%
Services	1,368	1,622	1,763	1,796	1,813	1,963	2,107	2,103	735	53.73%
Government and government enterprises	1,067	1,082	1,144	1,182	1,199	1,242	1,301	1,344	277	25.96%
Federal, civilian	29	27	27	30	30	29	31	28	(1)	-3.45%
Military	77	77	74	73	70	68	70	69	(8)	-10.39%
State and local	961	978	1,043	1,079	1,099	1,145	1,200	1,247	286	29.76%
State	523	526	555	565	588	637	655	674	151	28.87%
Local	438	452	488	514	511	508	545	573	135	30.82%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Hanover County	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	36,535	35,409	36,359	39,268	40,670	43,171	44,194	45,835	9,300	25.46%
Wage and salary employment	30,066	28,891	29,795	32,644	33,679	35,787	36,539	37,988	7,922	26.35%
Proprietors' employment	6,469	6,518	6,564	6,624	6,991	7,384	7,655	7,847	1,378	21.30%
Farm proprietors' employment	589	579	573	582	588	600	605	594	5	0.85%
Nonfarm proprietors' employment 2/	5,880	5,939	5,991	6,042	6,403	6,784	7,050	7,253	1,373	23.35%
Farm employment	758	774	760	746	746	783	758	758	-	0.00%
Nonfarm employment	35,777	34,635	35,599	38,522	39,924	42,388	43,436	45,077	9,300	25.99%
Private employment	32,559	31,411	32,329	35,145	36,434	38,794	39,731	41,072	8,513	26.15%
Ag. serv., forestry, fishing, and other 3/	450	N/A	450	553	552	682	764	964	514	114.22%
Mining	132	N/A	186	182	180	185	174	158	26	19.70%
Construction	5,915	5,488	5,560	6,412	6,075	6,571	6,994	7,148	1,233	20.85%
Manufacturing	4,021	3,921	4,238	4,819	5,057	5,096	4,885	5,037	1,016	25.27%
Transportation and public utilities	1,441	1,302	1,231	1,175	1,217	1,518	1,617	1,648	207	14.37%
Wholesale trade	4,251	4,036	4,345	4,829	4,984	5,100	5,128	5,312	1,061	24.96%
Retail trade	5,611	5,803	5,891	6,156	6,563	7,076	7,258	7,087	1,476	26.31%
Finance, insurance, and real estate	1,827	2,043	1,918	2,056	2,370	2,577	2,706	2,856	1,029	56.32%
Services	8,911	8,242	8,510	8,963	9,436	9,989	10,205	10,862	1,951	21.89%
Government and government enterprises	3,218	3,224	3,270	3,377	3,490	3,594	3,705	4,005	787	24.46%
Federal, civilian	132	130	132	131	136	139	147	147	15	11.36%
Military	347	346	331	328	316	307	310	309	(38)	-10.95%
State and local	2,739	2,748	2,807	2,918	3,038	3,148	3,248	3,549	810	29.57%
State	548	508	481	500	529	532	545	569	21	3.83%
Local	2,191	2,240	2,326	2,418	2,509	2,616	2,703	2,980	789	36.01%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Henrico County	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	141,785	144,103	143,037	146,945	155,178	162,583	168,594	177,902	36,117	25.47%
Wage and salary employment	125,722	127,726	127,052	131,357	139,491	146,341	151,726	160,563	34,841	27.71%
Proprietors' employment	16,063	16,377	15,985	15,588	15,687	16,242	16,868	17,339	1,276	7.94%
Farm proprietors' employment	161	154	149	151	153	156	157	155	(6)	-3.73%
Nonfarm proprietors' employment 2/	15,902	16,223	15,836	15,437	15,534	16,086	16,711	17,184	1,282	8.06%
Farm employment	234	245	243	234	232	248	234	237	3	1.28%
Nonfarm employment	141,551	143,858	142,794	146,711	154,946	162,335	168,360	177,665	36,114	25.51%
Private employment	129,789	131,697	130,296	134,090	142,395	149,745	155,758	164,677	34,888	26.88%
Ag. serv., forestry, fishing, and other 3/	899	940	1,039	1,075	1,123	1,052	1,111	1,105	206	22.91%
Mining	199	204	197	169	181	179	161	157	(42)	-21.11%
Construction	10,545	8,837	8,140	8,252	8,273	8,537	8,930	10,183	(362)	-3.43%
Manufacturing	13,436	13,755	14,296	14,086	14,490	14,370	14,638	15,701	2,265	16.86%
Transportation and public utilities	6,300	6,310	5,604	6,048	6,291	6,925	7,459	7,927	1,627	25.83%
Wholesale trade	9,679	9,754	9,751	9,763	10,129	10,821	10,916	11,464	1,785	18.44%
Retail trade	29,332	29,908	29,965	30,895	32,255	34,917	36,124	38,009	8,677	29.58%
Finance, insurance, and real estate	19,746	20,021	20,144	21,257	24,555	24,767	26,308	27,477	7,731	39.15%
Services	39,653	41,968	41,160	42,545	45,098	48,177	50,111	52,654	13,001	32.79%
Government and government enterprises	11,762	12,161	12,498	12,621	12,551	12,590	12,602	12,988	1,226	10.42%
Federal, civilian	448	535	534	542	570	666	565	569	121	27.01%
Military	1,188	1,170	1,115	1,110	1,048	988	981	964	(224)	-18.86%
State and local	10,126	10,456	10,849	10,969	10,933	10,936	11,056	11,455	1,329	13.12%
State	2,158	2,258	2,413	2,523	2,319	1,946	1,857	1,937	(221)	-10.24%
Local	7,968	8,198	8,436	8,446	8,614	8,990	9,199	9,518	1,550	19.45%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

New Kent County	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	2,921	2,898	2,806	2,883	3,142	3,457	3,541	3,983	1,062	36.36%
Wage and salary employment	1,959	1,893	1,815	1,887	2,056	2,315	2,354	2,764	805	41.09%
Proprietors' employment	962	1,005	991	996	1,086	1,142	1,187	1,219	257	26.72%
Farm proprietors' employment	80	81	77	78	79	80	81	79	(1)	-1.25%
Nonfarm proprietors' employment 2/	882	924	914	918	1,007	1,062	1,106	1,140	258	29.25%
Farm employment	99	103	93	92	92	96	94	93	(6)	-6.06%
Nonfarm employment	2,822	2,795	2,713	2,791	3,050	3,361	3,447	3,890	1,068	37.85%
Private employment	2,320	2,296	2,219	2,278	2,520	2,815	2,901	3,314	994	42.84%
Ag. serv., forestry, fishing, and other 3/	67	66	59	82	95	N/A	N/A	N/A	28	41.79%
Mining	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
Construction	402	385	396	433	488	671	639	569	167	41.54%
Manufacturing	272	236	219	183	192	203	154	125	(147)	-54.04%
Transportation and public utilities	87	66	71	60	55	76	84	90	3	3.45%
Wholesale trade	88	87	86	102	101	79	54	55	(33)	-37.50%
Retail trade	442	471	455	452	508	574	627	753	311	70.36%
Finance, insurance, and real estate	166	137	163	160	228	220	214	220	54	32.53%
Services	793	845	767	803	849	871	993	1,346	553	69.74%
Government and government enterprises	502	499	494	513	530	546	546	576	74	14.74%
Federal, civilian	31	33	34	34	37	35	34	32	1	3.23%
Military	57	57	54	53	50	48	48	48	(9)	-15.79%
State and local	414	409	406	426	443	463	464	496	82	19.81%
State	66	77	47	51	46	42	39	42	(24)	-36.36%
Local	348	332	359	375	397	421	425	454	106	30.46%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Powhatan County	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	4,896	4,869	5,159	5,598	6,144	6,316	6,663	7,059	2,163	44.18%
Wage and salary employment	3,679	3,629	3,777	3,809	4,051	4,176	4,447	4,789	1,110	30.17%
Proprietors' employment	1,217	1,240	1,382	1,789	2,093	2,140	2,216	2,270	1,053	86.52%
Farm proprietors' employment	218	209	203	206	209	213	215	211	(7)	-3.21%
Nonfarm proprietors' employment 2/	999	1,031	1,179	1,583	1,884	1,927	2,001	2,059	1,060	106.11%
Farm employment	304	302	280	274	274	288	278	278	(26)	-8.55%
Nonfarm employment	4,592	4,567	4,879	5,324	5,870	6,028	6,385	6,781	2,189	47.67%
Private employment	2,894	2,874	3,169	3,566	4,045	4,182	4,472	4,752	1,858	64.20%
Ag. serv., forestry, fishing, and other 3/	118		138	179	176	207	203	245	127	107.63%
Mining	21		17	17	20	21	19	20	(1)	-4.76%
Construction	905	894	972	912	972	941	1,015	1,117	212	23.43%
Manufacturing	190	151	129	125	137	113	126	123	(67)	-35.26%
Transportation and public utilities	152	125	140	187	220	213	223	226	74	48.68%
Wholesale trade	85	95	110	179	212	216	225	229	144	169.41%
Retail trade	460	460	490	573	643	741	810	859	399	86.74%
Finance, insurance, and real estate	220	238	308	398	590	612	651	682	462	210.00%
Services	743	784	865	996	1,075	1,118	1,200	1,251	508	68.37%
Government and government enterprises	1,698	1,693	1,710	1,758	1,825	1,846	1,913	2,029	331	19.49%
Federal, civilian	28	29	30	30	32	33	38	38	10	35.71%
Military	84	85	82	82	80	80	82	83	(1)	-1.19%
State and local	1,586	1,579	1,598	1,646	1,713	1,733	1,793	1,908	322	20.30%
State	1,190	1,179	1,188	1,217	1,253	1,268	1,287	1,352	162	13.61%
Local	396	400	410	429	460	465	506	556	160	40.40%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Richmond City	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	224,591	211,405	209,067	209,194	209,803	204,339	202,157	204,428	(20,163)	-8.98%
Wage and salary employment	209,906	196,914	195,643	195,565	195,746	189,848	187,094	188,958	(20,948)	-9.98%
Proprietors' employment	14,685	14,491	13,424	13,629	14,057	14,491	15,063	15,470	785	5.35%
Farm proprietors' employment	-	-	-	-	-	-	-	-		
Nonfarm proprietors' employment 2/	14,685	14,491	13,424	13,629	14,057	14,491	15,063	15,470	785	5.35%
Farm employment	-	-	-	-	-	-	-	-		
Nonfarm employment	224,591	211,405	209,067	209,194	209,803	204,339	202,157	204,428	(20,163)	-8.98%
Private employment	169,549	158,460	155,198	153,711	152,371	150,581	151,000	153,855	(15,694)	-9.26%
Ag. serv., forestry, fishing, and other 3/	539	492	499	553	619	565	599	594	55	10.20%
Mining	161	170	186	171	161	159	164	161	-	0.00%
Construction	8,849	7,975	7,203	7,250	7,565	7,281	7,647	8,127	(722)	-8.16%
Manufacturing	28,058	27,565	26,443	25,079	24,275	23,491	22,558	22,426	(5,632)	-20.07%
Transportation and public utilities	12,380	12,056	11,898	11,807	12,092	11,774	11,878	12,020	(360)	-2.91%
Wholesale trade	11,585	10,590	10,171	9,361	9,730	10,097	9,808	10,080	(1,505)	-12.99%
Retail trade	22,663	21,154	20,630	19,717	20,090	19,430	18,622	18,959	(3,704)	-16.34%
Finance, insurance, and real estate	24,267	22,651	21,243	20,506	18,385	17,448	17,608	18,272	(5,995)	-24.70%
Services	61,047	55,807	56,925	59,267	59,454	60,336	62,116	63,216	2,169	3.55%
Government and government enterprises	55,042	52,945	53,869	55,483	57,432	53,758	51,157	50,573	(4,469)	-8.12%
Federal, civilian	11,372	10,778	11,354	11,480	11,646	10,171	9,069	8,271	(3,101)	-27.27%
Military	1,774	1,709	1,573	1,491	1,432	1,365	1,352	1,322	(452)	-25.48%
State and local	41,896	40,458	40,942	42,512	44,354	42,222	40,736	40,980	(916)	-2.19%
State	31,050	30,560	30,859	32,215	33,443	31,472	30,129	30,058	(992)	-3.19%
Local	10,846	9,898	10,083	10,297	10,911	10,750	10,607	10,922	76	0.70%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Employment by Sector for the Richmond Regional Planning District Commission

Richmond Regional PDC	1990	1991	1992	1993	1994	1995	1996	1997	Numerical Change	Percent Change
Total full- and part-time employment	516,287	507,726	508,019	515,356	532,515	544,054	554,825	571,136	54,849	10.62%
Wage and salary employment	458,688	449,143	450,453	460,607	475,556	484,511	492,994	507,622	48,934	10.67%
Proprietors' employment	57,599	58,583	57,566	54,749	56,959	59,543	61,831	63,514	5,915	10.27%
Farm proprietors' employment	1,519	1,476	1,448	1,470	1,487	1,516	1,529	1,503	(16)	-1.05%
Nonfarm proprietors' employment 2/	56,080	57,107	56,118	53,279	55,472	58,027	60,302	62,011	5,931	10.58%
Farm employment	2,049	2,095	2,022	1,974	1,971	2,078	1,998	2,006	(43)	-2.10%
Nonfarm employment	514,238	505,631	505,997	513,382	530,544	541,976	552,827	569,130	54,892	10.67%
Private employment	422,782	415,850	414,685	419,745	434,691	449,959	462,666	478,671	55,889	13.22%
Ag. serv., forestry, fishing, and other 3/	3,069	2,616	3,201	2,442	2,592	2,531	2,704	4,085	1,016	33.11%
Mining	964	807	1,024	539	542	544	518	683	(281)	-29.15%
Construction	36,779	33,005	31,934	32,379	32,759	34,104	35,988	38,634	1,855	5.04%
Manufacturing	58,576	58,315	57,907	56,170	55,988	56,130	56,168	56,824	(1,752)	-2.99%
Transportation and public utilities	25,490	25,035	24,273	25,202	26,105	27,033	28,065	28,919	3,429	13.45%
Wholesale trade	29,943	28,859	28,966	28,576	29,599	31,124	31,435	32,460	2,517	8.41%
Retail trade	79,417	79,394	79,799	81,111	85,682	89,471	90,728	93,341	13,924	17.53%
Finance, insurance, and real estate	54,121	53,101	51,899	52,202	54,891	55,504	57,914	59,985	5,864	10.83%
Services	134,372	133,965	135,626	139,645	144,888	151,665	157,129	163,073	28,701	21.36%
Government and government enterprises	91,456	89,781	91,312	93,637	95,853	92,017	90,161	90,459	(997)	-1.09%
Federal, civilian	15,923	15,282	16,098	16,293	16,437	14,689	13,620	12,419	(3,504)	-22.01%
Military	4,704	4,629	4,373	4,302	4,101	3,863	3,847	3,774	(930)	-19.77%
State and local	70,829	69,870	70,841	73,042	75,315	73,465	72,694	74,266	3,437	4.85%
State	40,039	39,582	39,784	41,233	42,294	39,927	38,517	38,647	(1,392)	-3.48%
Local	30,784	30,280	31,057	31,809	33,021	33,538	34,177	35,619	4,835	15.71%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Richmond Regional Planning District Commission

Unemployment Rates for Rural Localities and the PDC

Locality	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Charles City County	4.99%	7.76%	8.58%	8.17%	6.95%	5.85%	4.89%	4.71%	3.33%	3.11%
Goochland County	3.22%	5.43%	6.36%	4.23%	4.00%	2.92%	2.49%	2.63%	2.12%	1.74%
New Kent County	2.84%	4.51%	4.89%	4.64%	4.47%	3.17%	3.26%	2.96%	2.73%	2.16%
Powhatan County	3.60%	5.87%	5.70%	3.53%	3.60%	2.73%	2.48%	2.86%	1.90%	1.61%
All Rural Counties	3.66%	5.89%	6.38%	5.14%	4.76%	3.67%	3.28%	3.29%	2.52%	2.16%
Richmond Regional PDC	3.59%	5.07%	5.89%	4.51%	4.22%	3.49%	3.45%	3.23%	2.52%	2.19%
Virginia	4.30%	5.72%	6.40%	5.00%	4.88%	4.51%	4.41%	3.96%	2.98%	2.80%
United States	5.59%	6.60%	7.38%	6.82%	6.10%	5.60%	5.40%	4.94%	4.57%	4.42%

Source: Virginia Employment Commission, Estimated Labor Force Components

Richmond Regional Planning District Commission

Total Employment for Rural Localities and the PDC

Locality	1990		1991		1992		1993		1994		1995		1996		1997	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
Charles City County	1371	39.3%	1390	1.4%	1441	3.7%	1527	6.0%	1595	4.5%	1772	11.1%	1895	6.9%	1788	-5.6%
Goochland County	5240	31.9%	5433	3.7%	5721	5.3%	5942	3.9%	6442	8.4%	6901	7.1%	7293	5.7%	7522	3.1%
New Kent County	2921	20.2%	2898	-0.8%	2806	-3.2%	2883	2.7%	3142	9.0%	3457	10.0%	3541	2.4%	3983	12.5%
Powhatan County	4896	38.5%	4869	-0.6%	5159	6.0%	5598	8.5%	6144	9.8%	6316	2.8%	6663	5.5%	7059	5.9%
All Rural Counties	14428	32.1%	14590	1.1%	15127	3.7%	15950	5.4%	17323	8.6%	18446	6.5%	19392	5.1%	20352	5.0%
Richmond Regional PDC	579,248	16.7%	569,495	-1.7%	570,894	0.2%	579,015	1.4%	597,790	3.2%	609,874	2.0%	621,088	1.8%	638,129	2.7%

Source: Regional Economic Information System (REIS) 1969 - 97

US Department of Commerce

Economics Statistics Administration

Bureau of Economic Analysis

Appendix E

Socioeconomic Data

Richmond Regional Planning District Commission

1990 Poverty Rates for Rural Localities

Locality	Persons			Families			Households		
	Poverty Number	Total Number	Rate (%)	Poverty Number	Total Number	Rate (%)	Poverty Number	Total Number	Rate (%)
Charles City County	991	6,282	15.78%	235	1,775	13.24%	370	2,173	17.03%
Goochland County	1,013	14,163	7.15%	219	3,890	5.63%	442	4,868	9.08%
New Kent County	507	10,445	4.85%	109	3,049	3.57%	215	3,689	5.83%
Powhatan County	762	15,328	4.97%	155	3,863	4.01%	288	4,659	6.18%
All Rural Counties	3,273	46,218	7.08%	718	12,577	5.71%	1,315	15,389	8.55%
PDC 15	66,676	739,735	9.01%	13,889	197,091	7.05%	26,665	285,998	9.32%
Virginia	611,611	5,968,596	10.25%	126,897	1,642,735	7.72%	241,453	2,294,722	10.52%

Source: U.S. Department of Commerce, Bureau of the Census, STF3A 1990 Census

Richmond Regional Planning District Commission

1995 Poverty Estimates for Rural Localities and the PDC

Locality	Persons		
	Poverty Number	Total Number	Rate (%)
Charles City County	888	6,733	13.19%
Goochland County	1,164	16,138	7.21%
New Kent County	660	11,679	5.65%
Powhatan County	1073	18,905	5.68%
All Rural Counties	3785	53,455	7.08%
PDC 15	87,436	798,827	10.95%
Virginia	742,306	6,618,358	11.22%

Source: U.S. Department of Commerce, Bureau of the Census, Small Area Income and Poverty Estimates

Appendix F

Transit Providers

Rural Transportation Providers

Service Providers	Type	Address	Contact	Phone	Fax	Service Area	Business Type	Hours	Vehicles	Cost
Greater Richmond Transit Company	Fixed-Route Transit	P.O. Box 27323 Richmond, VA 23261	Rollo C. Axton, General Manager Freddie Fuller, Dir. Of Planning	358-3871	342-1933 Fax					
Access Ride Inc.	ParaTransit	7637 Hull St. Rd., Suite 202 Richmond, VA 23235	Sherry Khalat, Shannon Bailey	276-7433	276-7058 Fax	Powhatan, Richmond, Henrico, Hanover, Chesterfield	Private for profit	Mon-Sat 8am-7pm	4 full size vans (w/c)	Charge
Assist You, Inc.	ParaTransit	P.O. Box 655 Richmond, VA 23205	Deborah Delaware	358-0063		55 mile radius of Richmond	Private for profit	7 days 7am-6pm	Bus (w/c)	Charge
Goochland Fellowship & Family Service	ParaTransit	P.O. Box 116 Goochland, VA 23603	Corrine Mallory	556-6208	556-6208 Fax	Goochland, Richmond	Private non-profit	M:12-3pm T,W, T:8-5 F 8-12	3 full size vans	No Charge
Powhatan-Goochland Community Action Agency, Inc.	ParaTransit	3930 Anderson Hwy Powhatan, VA 23139	Daniel Deane Excutive Director	598-3351	598-7990 Fax	Powhatan, Goochland	Private non-profit	Weekdays 8:30-5:00	1 w/c minivan 4 full vans 2 sch buses 2 trucks	Eligibility No Charge
Quin Rivers Community Action Agency	ParaTransit	104 Roxbury Industrial Ctr Charles City, VA 23030	Virginia Christian Mary Ware	966-2261	966-5135 Fax	Charles City, New Kent, King & Queen, King William, Caroline	Public non-profit	Weekdays (8:00-4:30) Weekends (6:30-5:00)	1 auto 5 minivans 5 full vans 1 sch bus	No eligibility CC/NK Medicaid
Van-Go, Inc.	ParaTransit	5805 School Ave. Richmond, VA 23228	J. Sid Del Cardayre	261-7388		Goochland, Powhatan, Statewide, CE, HA, HE, RI	Private for profit	Weekdays 5:00-9:00 Weekends 5:00-7:00	34 full vans (31 w/c)	Eligibility, Charge
VIP & Associate, Inc	ParaTransit	P.O.Box 26191 Richmond, VA	B.A. Green	329-5000	Fax: Call First	Virginia	Private non-profit	All Times	1 auto 2 vans 1 van: w/c	Charge
Browns Bus Co/ Virginia Tours	Charter/Rental	3016 Peeble St Richmond, VA	Ronald Roane	644-3627		200 miles from Newport News	Private for profit	All Times	47 Charter	
Carolina Trailways/ Carolina Coach	Charter/Rental	P.O. Box 28088 Raleigh, NC 27611 Richmond, VA : 2910 N Boulevard	Elvis Latiolais	(919) 833-3601 Richmond 355-6178	(919) 833-0627 Fax	Eastern US	Private for profit	All Times	68 (4 buses & 4 charter in Richmond)	
Educational Tours, Inc.	Charter/Rental	13577 Midlothian Tnpk Midlothian,	Marilyn Milbvrn-Catlett	794-4706	794-4916 Fax:	All Places	Private for profit	All Times	No vehicles	

Rural Transportation Providers

Service Providers	Type	Address	Contact	Phone	Fax	Service Area	Business Type	Hours	Vehicles	Cost
Gresham's Tours & Travel	Charter/Rental	2513 Chamberlayne Ave	Randall Gresham	321-3148		All points in Virginia	Private for profit	9:00-5:00		
James River Bus Lines	Charter/Rental	915 North Allen Ave Richmond, VA 23220	Stephen Story	342-7300	342-7373 Fax	Central Virginia	Private for profit	All Times	49 Charter	
Magic Carpet Tours Bus Service, Inc	Charter/Rental	10336 Huguenot Rd W Richmond, VA 23235	James Brown, Sr., Rose Brown	323-6320	272-3954 Fax	All points in Virginia 21 States	Private for profit	All Times	1 minivan 1 full-size van 6 Charter bus	
Mid-Atlantic Charter	Charter/Rental	5500 Lewis Rd Sandston, VA	Harold Groome, Jr.	222-4558		East Coast	Private for profit	8:00-5:00	2 Charter	
National Coach	Charter/Rental	10411 Hall Industrial Dr	Jeffrey Bodnar	540-898-6959	540-898-5317 Fax	US & Canada	Private for profit	All Times	40 Charter	
Newton Bus Service, Inc.	Charter/Rental	6838 Belroi Rd Gloucester, VA	Warren Newton	648-2284	693-7542 Fax	Any Places	Private for profit	All Times	5 Transit bus 23 Charter	
Silver Star Bus Line, Inc.	Charter/Rental	25319 Rainbow Dr Ruther Glen, VA 22546	Calbert Treeman	448-4727, 1-800-829-4727	448-3223 Fax	Interstate & Intrastate	Private for profit	All Times	3 Charter	
Tourtime America Ltd	Charter/Rental	5115 Commerce Rd Richmond, VA	Bruce Newton	275-0300	275-1810 Fax	All points in Virginia 48	Private for profit	All Times	46 Charter	
Translink Corporation	Charter/Rental	P.O. Box 8570 Richmond, VA 23226	John Bard	288-9700		Richmond metro All points in Virginia	Private for profit	All Times	No vehicles	
Universal Tours	Charter/Rental	5739 Hull St Rd Richmond, VA 23224	Tom Winston	745-2648	745-2684 Fax	All points in Virginia	Private for profit	All Times	4 Charter buses	
VA Tour Inc/Brown Bus Co	Charter/Rental	3016 Peeble Street Richmond, VA 23223	Ronald Roane	644-2901	285-8635 Fax	48 States	Private for profit	All Times	6 Transit bus 3 Charter	
Winn Transportation	Charter/Rental	1831 Westwood Ave Richmond, VA 23227	Bob Pounders	358-9466	353-2606 Fax	All points in Virginia Interstate	Private for profit	All Times	3 Autos 5 Transit bus 13 Charter 3 Limousine	
Winter Hawk Transportation Tours, Inc	Charter/Rental	3016 Peeble Street Richmond, VA 23223	Ronald Roane	222-7865	222-7867 Fax	Northern Virginia Richmond Metro Spotsylvania	Private for profit	All Times	6 Autos 1 minivan 1 full-size van	

Rural Transportation Providers

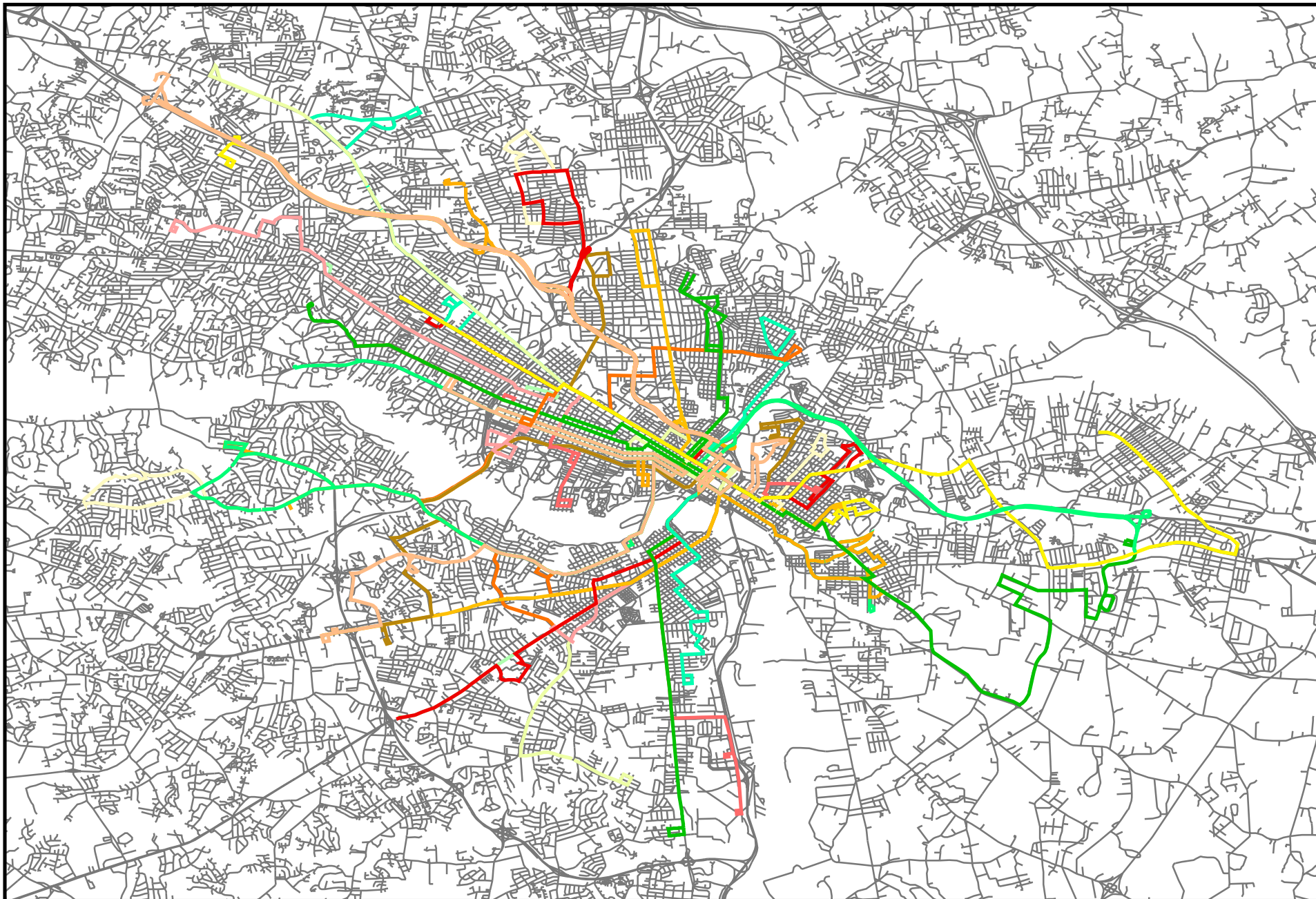
Service Providers	Type	Address	Contact	Phone	Fax	Service Area	Business Type	Hours	Vehicles	Cost
Amtrak	Fixed Route	7519 Staples Mill Rd Richmond, VA 23228	Danny Best	553-2901	553-2921 Fax	US	Private for profit	All Times	Train	
Carolina Trailways/ Carolina Coach	Fixed Route	P.O. Box 28088 Raleigh, NC 27611 Richmond : 2910 N Boulevard	Elvis Latiolais	(919) 833-3601 RI: 355-6178	(919) 833-0627 Fax	Eastern US	Private for profit	All Times	68 (4 buses & 4 charter in Richmond)	
Cavalier Transportation	Fixed Route	P.O. Box 15599 Richmond, VA	Bruce Newton	550-1287		US and Canada	Private for profit	All Times	40	
Greyhound	Fixed Route	2910 N Boulevard Richmond, VA	Kim Wilson	254-5912		49 States	Private for profit	All Times		
James River Bus Lines	Fixed Route	915 North Allen Ave Richmond, VA 23220	Stephen Story	342-7300	342-7373 Fax	Central Virginia	Private for profit	All Times	49 Charter	Charge
VA Overland Transportation Co.	Fixed Route	6020 Midlothian Tnpk Richmond,	Mark Fisher	233-1152	233-1111	Henrico, Richmond,	Private for profit	All Times	50	Charge
Executive Transportation	Taxi	P.O. Box 4003 Glen Allen, VA 23058	Barbara Boyd	347-0377	553-3959 Fax	Virginia	Private for profit	All Times	4	
WL Yates Taxi	Taxi	5616 Annette Dr Sandston, VA 23150	Wayne Yates	226-1065		Virginia	Private for profit	All Times	8	
VSPI Commuter Vanpools	Vanpool	8401 Patterson Ave Richmond, VA 23229	Michael Norvell	740-3010		Virginia	Private for profit	Weekdays business hours	30	
Ridefinders	Matching Riders	1011 East Main St, Ste 100 Richmond, VA 23219	Cathleen McIntyre	643-7433	649-2513 Fax	Richmond Metro, Surrounding Areas	Private non-profit	Mon-Fri 8am-5pm	No Vehicles	Matching Riders
Powhatan/ Goochland Community Services Board	Transportation Provider	P.O. Box 485 Powhatan, VA 23189	Randy Camden, Dir of Community Support Services	556-5405		Powhatan Goochland				
Powhatan/ Goochland Community Action Agency	Transportation Provider	3930 Anderson Highway Powhatan, VA 23139	Dan Deane, Executive Director Patricia Hicks	598-3351		Powhatan Goochland				

Rural Transportation Providers

Service Providers	Type	Address	Contact	Phone	Fax	Service Area	Business Type	Hours	Vehicles	Cost
Oliver Transportation	Transportation Provider		James Oliver, Owner	598-1269		Powhatan Goochland				

Appendix G

GRTC Route Map



GRTC Bus Routes Richmond Virginia

Prepared by:
Richmond Regional PDC
April 2000

Appendix H

Transportation Providers Receiving Section 5311 Operating Funds

**FEDERAL TRANSIT ADMINISTRATION SECTION 5311 PROGRAM
 FY 00 PROGRAM OF PROJECTS**

FY99 Appropriation: \$4,434,146
FY99 RTAP Appropriation: \$117,380
Deobligation: \$18,998
Total Funds Available: \$4,570,524

Recipient	Section 5311 Operating Funds	Section 5311 Capital Funds	Section 5309 Capital Funds	Total Capital Funds	Total Section 5311 Funds
Blacksburg Transit	\$928,215	\$0	\$1,160,000	\$1,160,000	\$928,215
CVT (CPAC) Cumberland Co.	\$118,500	\$0	\$0	\$0	\$118,500
Graham Transit - Town of Bluefield	\$59,475	\$0	\$0	\$0	\$59,475
Colonial Beach Transit					
District III Governmental Cooperative	\$309,693	\$0	\$17,963	\$17,963	\$309,693
Harrisonburg Bus Service	\$471,250	\$0	\$781,500	\$781,500	\$471,250
James City County Transit	\$33,685	\$0	\$0	\$0	\$33,685
JAUNT, Inc.	\$484,081	\$0	\$404,000	\$404,000	\$484,081
Mtn. Empire Older Ctzns. (Wise Co.)	\$206,901	\$0	\$0	\$0	\$206,901
Winchester Transit Service	\$193,450	\$160,000	\$0	\$160,000	\$353,450
Farmville Area Bus	\$89,900	\$0	\$0	\$0	\$89,900
Greene County Transit	\$118,575	\$65,200	\$0	\$65,200	\$183,775
RADAR (UHSTS) Roanoke Co.	\$43,968	\$0	\$0	\$0	\$43,968
Loudoun County Transportation Association	\$355,175	\$372,000	\$136,000	\$508,000	\$727,175
Staunton (CATS)	\$60,584	\$0	\$0	\$0	\$60,584
Eastern Shore - Star Transit	\$123,514	\$36,080	\$0	\$36,080	\$159,594
Bay Transit - Gloucester County	\$185,398	\$0	\$0	\$0	\$185,398
Four County Transit (AASC)	\$37,500	\$0	\$0	\$0	\$37,500
FY00 RTAP Projects	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$117,380</u>
	\$3,819,864	\$633,280	\$2,499,463	\$3,132,743	\$4,570,524

Section 5311 Unobligated Balance: \$0

Rural Transportation Providers Receiving Section 5311 Operating Funds

Agency	Address				Phone	Contact	
Blacksburg Transit	2800 Commerce Street	Blacksburg	VA	24060	703-228-3692	Michael S. Connelly	Transit Manager
Central Virginia Transportation (CVT)	P.O. Box 22	Cumberland	VA	23040	804-492-3600	William M. Smith	Executive Director
Graham Transit - Town of Bluefield	600 Virginia Avenue, P.O. Box 1026	Bluefield	VA	24605	540-322-4626	Jeff Sizemore	Transit Manager
District III Governmental Cooperative	4453 Lee Highway	Marion	VA	24354-2999	540-783-8157		
Harrisonburg Bus Service	475 East Washington Street	Harrisonburg	VA	2801	540-432-0492	Reggie Smith	Director
James City County Transit	109 Twening Road, P.O. Box 8784	Williamsburg	VA	23187-8784	757-220-1621	Richard Dunwright	Transit Administrator
JAUNT, Inc.	104 Keystone Drive	Charlottesville	VA	22902	804-296-3184	Donna Shaunesey	Executive Director
Mtn. Empire Older Ctzn. (Wise Co.)	1-A Industrial Park Road, P.O. Box 888	Big Stone Gap	VA	24219	540-523-4202	Marilyn P. Maxwell	Executive Director
Winchester Transit Service	301 East Cork Street	Winchester	VA	22601	540-667-1815	Gary A. Lofton	Public Works Director
Farmville Area Bus	112 South Street, P.O. Drawer 368	Farmville	VA	23901	804-392-7433	Julie K. Adams	Transit Manager
Greene County Transit	P.O. Box 437	Standardsville	VA	22973	804-985-5205	Ginger Morris	Transit Manager
RADAR (UHSTS) Roanoke Co.	2121 Salem Avenue, SW, P.O. Box 13825	Roanoke	VA	24037	540-343-1721	Curtis A. Andrews	Executive Director
Loudoun County Transportation Association	P.O. Box 2833	Leesburg	VA	20177	703-777-2708	Mark McGregor	Chief Executive Officer
Staunton (CATS)	P.O. Box 1500, WWRC W125	Fishersville	VA	22939	540-886-2499	Shelia Freeman	Transit Manager
Eastern Shore - Star Transit	P.O. Box 126, 24399 Bonnet Street	Parksley	VA	23421	757-665-1994	George W. Goodrow	Public Transit Manager
Bay Transit - Gloucester County	Chesapeake Bay Agency on Aging	Urbanna	VA	23175	804-758-2386	Allyn Gemerick	Director
Four County Transit (AASC)	P.O. Box 765	Cedar Bluff	VA	24609	540-963-1486	Gregory Forgey	Director of Transportation