

# WORKFORCE MOBILITY TEAM



## WHO WE ARE

The Workforce Mobility Team (the Team) is available to assist you and your business with connecting workers to jobs in Southeastern Wisconsin. The Team has been developed cooperatively by the Regional Transit Leadership Council and the Southeastern Wisconsin Regional Planning Commission in response to concerns from employers in the Region who experience challenges retaining and attracting workers as a result of those workers having limited or no commuting transportation options.





## WHAT WE OFFER

Our goal is to increase residents' access to jobs and businesses' access to workers by coordinating workforce transportation efforts regionally and supporting the implementation of innovative solutions across the seven-county Region. The Team is ready to:



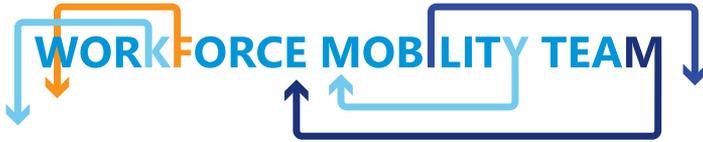
- ➔ Discuss your workforce transportation needs and concerns
- ➔ Provide you with information on current transit services in Southeastern Wisconsin
- ➔ Research and share with you national, regional, and local workforce transportation best practices
- ➔ Identify workforce mobility options that may benefit you and your employees
- ➔ Help you implement a particular workforce mobility solution for your business or group of businesses
- ➔ Serve as a coordinator between multiple workforce mobility efforts throughout the Region

## SAMPLE WORKFORCE MOBILITY OPTIONS

There are a variety of workforce mobility strategies currently used nationally and locally that the Team may recommend based on your location and needs. The following is a sample of potential strategies that could be sponsored by a single employer, a group of employers, or a public-private partnership:

- ➔ Shuttle buses providing “last mile” transportation between transit stations and participating businesses.
- ➔ A partnership with a Transportation Network Company (e.g., Lyft, Uber) providing subsidized door-to-door commuting trips within a certain geographic area.
- ➔ Vanpools, buses, or ridesharing providing workers long-distance, point-to-point commuting options.
- ➔ A series of strategies encouraging the use of alternative travel modes or times of travel, known as Travel Demand Management (TDM). TDM typically involves providing information and incentives to encourage the use of transit, carpools, biking, and walking.
- ➔ A Transportation Management Association (TMA), organized by a group of employers, allowing its members to collectively advocate for, and pool their resources to support, a variety of worker mobility strategies.





For more information:  
[sewrpc.org/mobility](https://sewrpc.org/mobility)

To arrange a meeting to discuss  
your workforce mobility challenges:  
[mobility@sewrpc.org](mailto:mobility@sewrpc.org)



SEWRPC Workforce Mobility Team contacts:

Michael Smith, TDM Coordinator, 262.953.3217

Eric Lynde, Chief Special Projects Planner, 262.953.3222

Jennifer Sarnecki, Principal Transportation Planner, 262.953.3202

Ethan Johnson, Senior Engineer, 262.953.3216