

Multi-State Freight Working Group

Effective Practices for Enhancing Last Mile Workforce

Accessibility Options to Freight Facilities

Virtual Peer Exchange Workshop

Welcome: David Behrend, Acting Executive Director, NJTPA

Meeting Objectives: Anne Strauss-Wieder, Director of Freight Planning, NJTPA

Framing the Last Mile Commutation Issue: Della Walker, Jr, Chief Operating Officer & EVP of Programs, Newark Alliance

Effective Practices and How They Got There: Peter Bilton, NJTPA

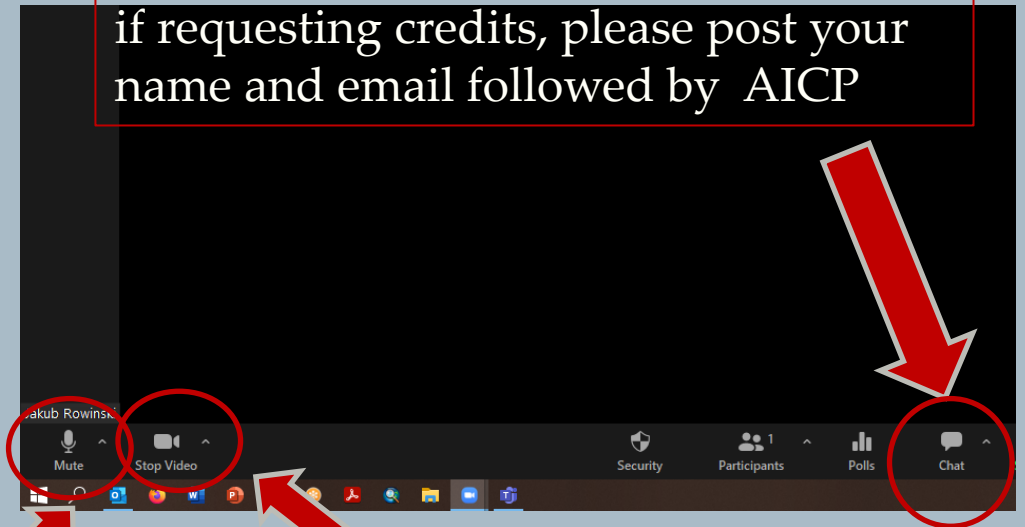
Panel Discussion – Effective Practices

- Example #1 – Private Sector: Axel Carrion, Vice President, State Government & Public Affairs, UPS
- Example #2 – Transportation Management Association: Krishna Murthy, President & CEO, EZ Ride
- Example #3 – Transit Agency Fee for Service: Owen O’Neill, Executive Director, LANTA

Q&A Followed by the Meeting Wrap Up: Anne Strauss-Wieder, NJTPA



Please use the Chat box to ask questions during the presentations and if requesting credits, please post your name and email followed by AICP



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The Last Mile Commutation

Creating Equitable Transportation Solutions & Eliminating Barriers to Work

Della M. Walker, Jr.
Newark Alliance

Framing The Last Mile Commutation

Creating Equitable Transportation Solutions & Eliminating Barriers to Work

1 The Last Mile

2 The Problem

3 The Challenge

4 Transportation Equity

5 The Opportunity

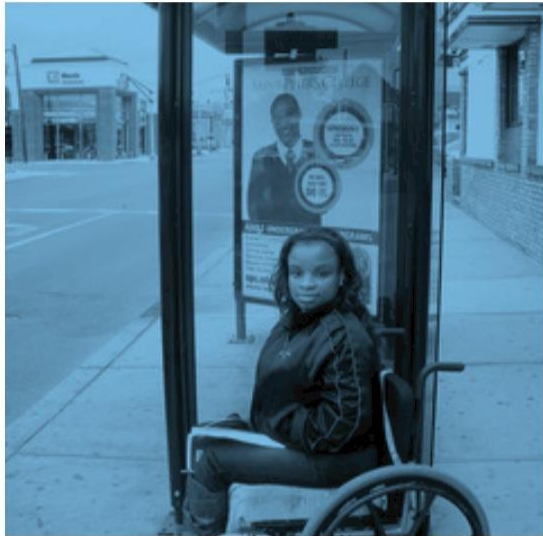
6 The Solution



**What is the hardest part of a
workers commute ?
The first and last mile.**

The Last Mile

The average commute can be categorized into three separate legs:



The **first mile**, the initial connection from residence



The **main trip**, normally facilitated by a mode of public or shared transport



The **last mile**, which is the final leg to a person's place of work or resource.



Problem

While transportation is essential for access to jobs, schools, and other services, access to mobility is inequitably distributed.

Black and Brown workers are less likely to own cars but are just as dependent on a car-dependent land-use system.

The Challenge

- ✘ Lack of direct routes to high quality jobs
- ✘ Limited or nonexistent public transportation.
- ✘ Social costs of relying on family and friends.
- ✘ Cost of fuel, maintenance, and insurance of personal vehicles.
- ✘ Perpetual Cycle of Poverty



Transportation Equity

- Refers to the way in which the needs of all transportation system users are reflected in the transportation planning and decision making process.
- Focuses on the needs of those traditionally under-served by existing transportation systems, such as low-income and minority households, older adults, and individuals with disabilities.
- Means that transportation decisions deliver equitable benefits to a variety of users and that any associated burdens are avoided, minimized, or mitigated so as not to disproportionately impact disadvantaged populations.

Core Values

of Transportation Equity



1

Affordable transportation options for all people

2

Ensure fair **access** to quality jobs, workforce development, and contracting opportunities.

3

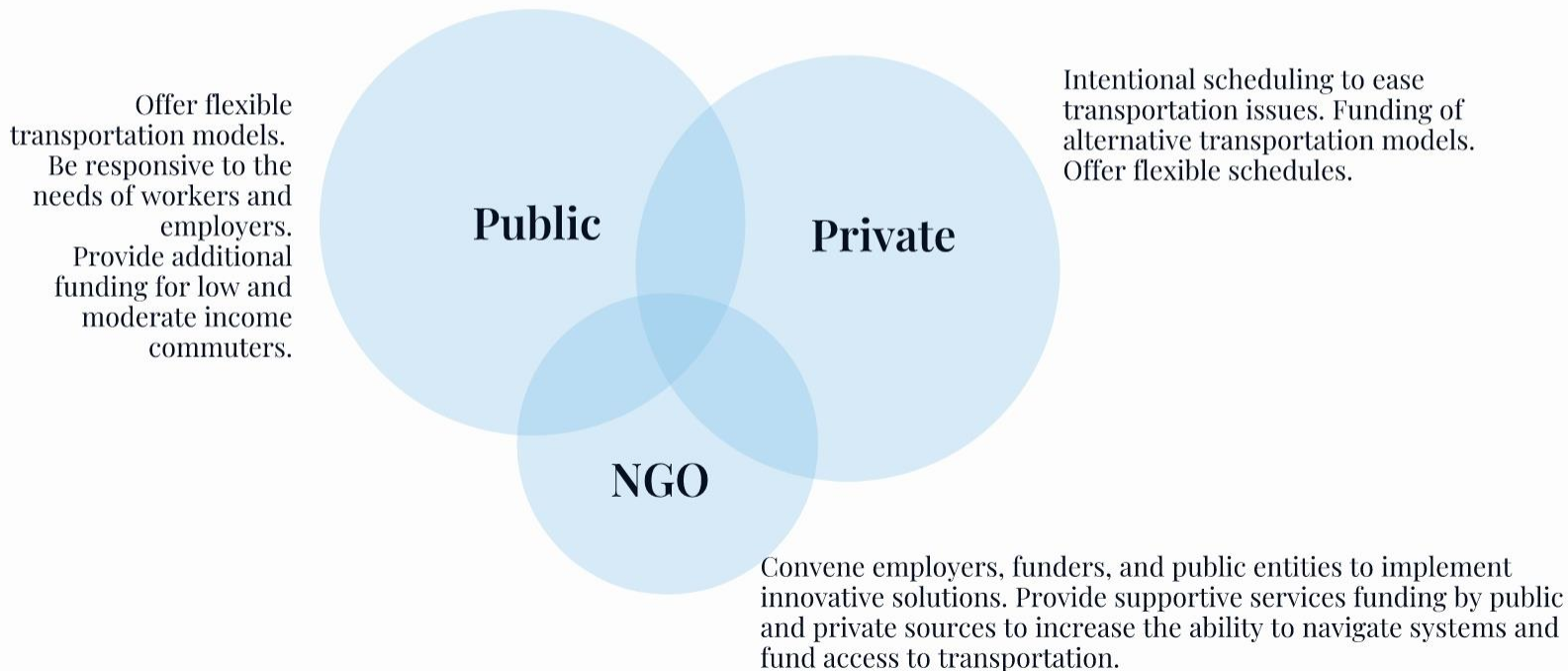
Promote **healthy, safe, and inclusive** communities

4

Invest **equitably** and focus on results

The Power of Public-Private Partnerships

The way forward to foster more equitable and inclusive transport systems in both urban and rural areas of the region.



Three Ways Transit & Employers Can Reduce Poverty

1

Reduce Commute Time

Provide direct routes from main transportation hubs

2

Share Transportation Cost

Employers can share or absorb the transportation cost with entry and mid level workers

3

Increase Access to High Quality Careers and In-Demand Jobs

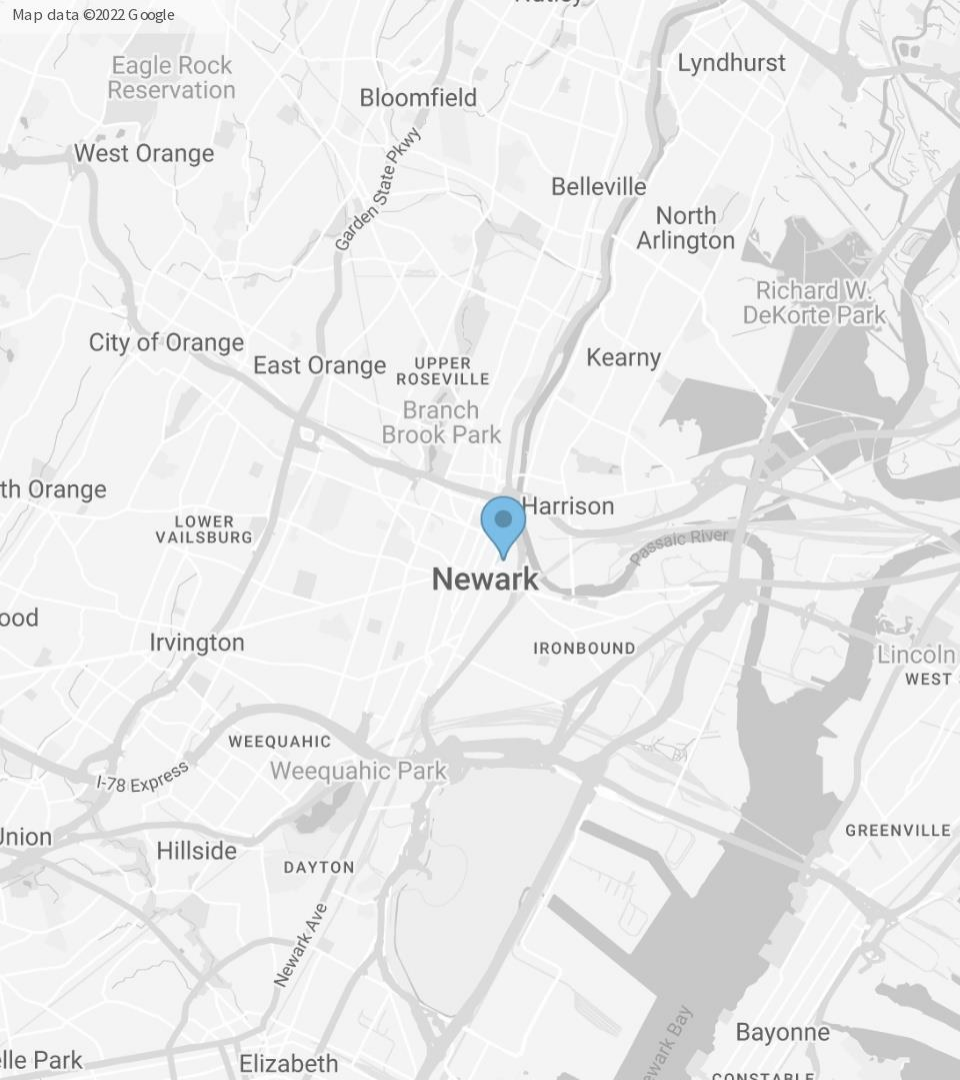
Solutions and Best Practices

- ✓ Adopt transportation models that **target specific neighborhoods** and specific businesses offering **good jobs**
- ✓ **Implement policies** on funding the purchase or repair of personal vehicles, including driver training and licensing.
- ✓ Provide **transportation reimbursement** of employment-related travel until consumers receive their first paycheck
- ✓ **Employer-sponsored transportation** especially when work hours fall outside the availability of public and private transportation options
- ✓ **Integrate transportation issues into job counseling** sessions to meet the needs of workers
- ✓ **Low-Interest Funding** for auto loans and insurance grants
- ✓ Support **transportation co-ops** and **entrepreneurial transportation models**

The Outcome

Better health and additional economic opportunities for workers.






Let's Work Together

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Last Mile Effective Practices

Last Mile Workforce Accessibility Options to Freight Facilities

November 15, 2022



Peter Bilton, Manager, Sustainable Transportation Planning

Problem and Opportunity

- Leverage shared-ride transportation
- Facilitate multi-modal commutes (train-bus-van-walk)
- Increase the worker pool for employers
- Increase economic opportunity for workers



Common Challenges

Public Transit – warehouse districts are inefficient to serve by public transit

- Single use districts
- Large sites
- Off-peak shifts



Common Challenges

Walking, biking, and micromobility – both greenfield and urban warehouse districts are difficult places to walk and bike

- Large single use districts
- Freight-first roads
- Lack of infrastructure



Common Solutions

Vanpool – workers commute in a van leased from a third-party vendor

Van Shuttle – an employment agency or the employer provides home to work van transport.



Leaders/partners: employer, employment agency, site owner/developer/manager, workforce development agency, public transit agency, transportation management association (TMA), vanpool provider

Common Solutions

Carpool – workers commute together in their own vehicles

- Employer promoted
- TMA & app supported
- Emergency Ride Home



Leaders/partners: employer, employment agency, transportation management association (TMA), workforce development board

Common Solutions

Shuttle bus – a bus or van service specifically tailored to the freight workplace needs

- Public/private funding partnerships
- Fixed or flexible route and schedule



Leaders/partners: employer, site developer/owner/manager, public transit agency, transportation management association (TMA)

Shuttle Bus Example

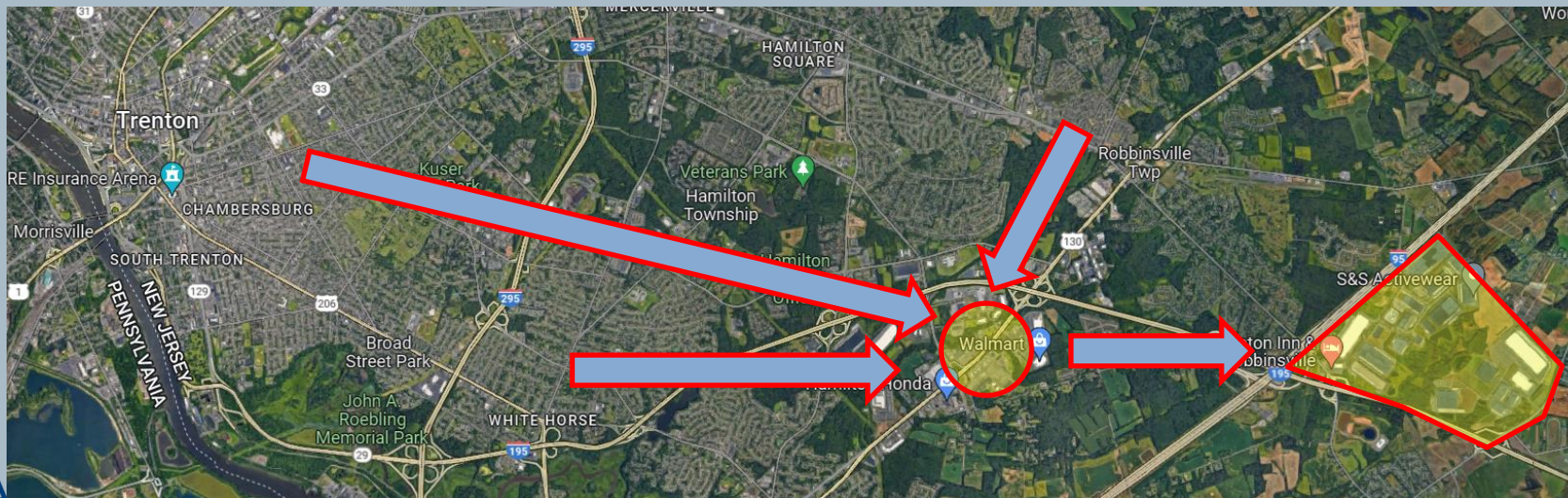
Z Line & Z Line² – employment shuttles from a Hamilton Marketplace to Matrix Business Park



FREE Bus Service to Matrix Business Park

STOPS:

- Amazon
- Montgomery Way
- Hamilton Marketplace (Ruby Tuesday)



Connect to the **Z Line** with NJ TRANSIT buses:

Bus Line	Serving
601	Ewing, Trenton & Hamilton
606	Princeton, Lawrence, Trenton, Robbinsville & Hamilton
613	Lawrence, West Windsor, Trenton, Yardville & Hamilton

Some Route 130 Connection buses also connect.
NJ TRANSIT Schedules: njtransit.com
Route 130 Connection Schedule: mercercounty.org
 Or call Greater Mercer TMA at 609-452-1491 for assistance in trip planning.



Shuttle Bus Example

Pureland East West Community Shuttle – employment and community shuttle in Gloucester County



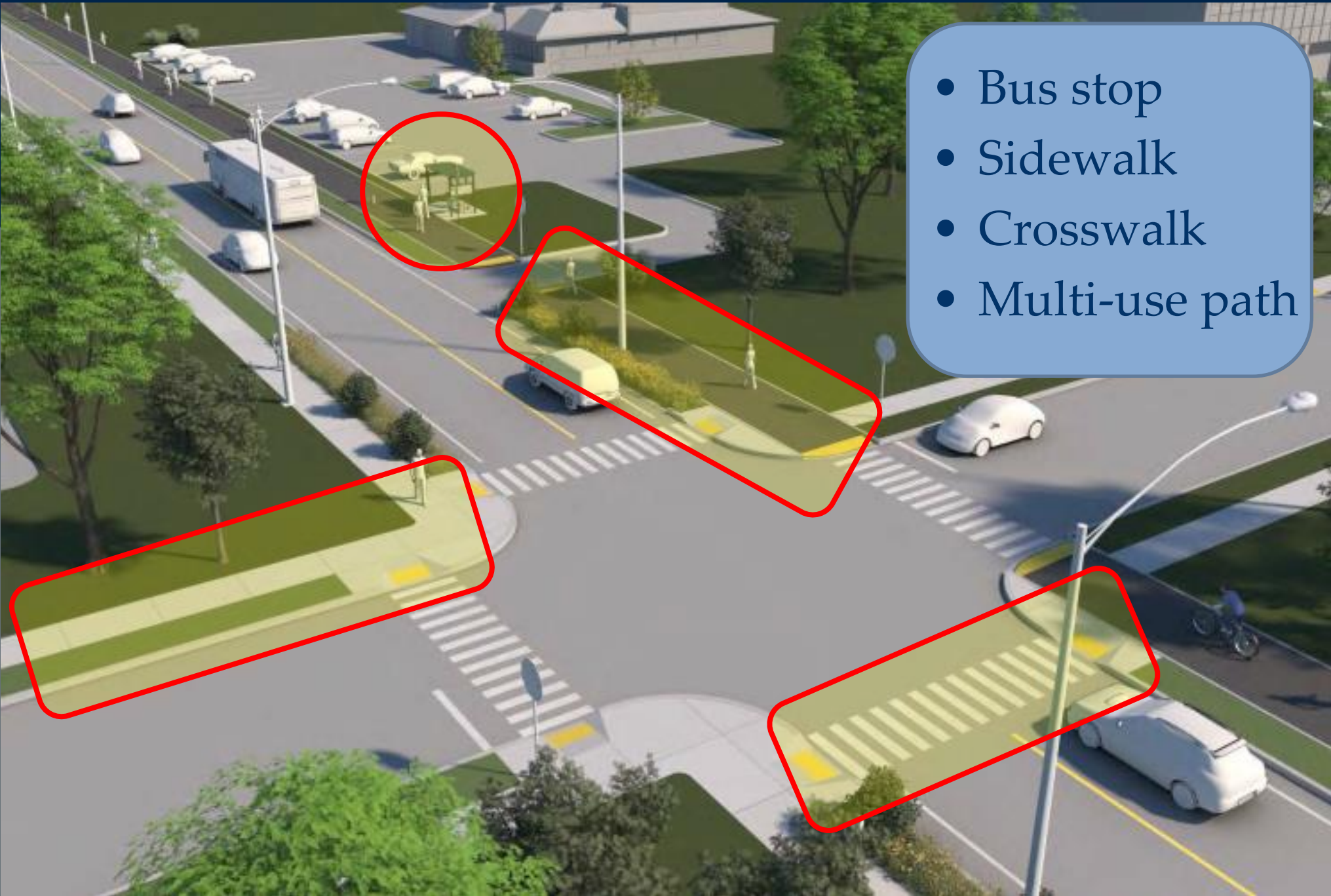
Common Solutions

Walk and bike facilities – safe streets for walking and biking enable employees to get to work from the nearest transit stop

- Sidewalks & crosswalks
- Bike lanes or paths
- Lighting
- Bus shelters



- Bus stop
- Sidewalk
- Crosswalk
- Multi-use path



Thank You

Defining the Vision. Shaping the Future.



NJTPA

**NORTH JERSEY
TRANSPORTATION
PLANNING AUTHORITY**

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Panel Discussion – Effective Practices

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KEY UPS SITES

Meadowlands

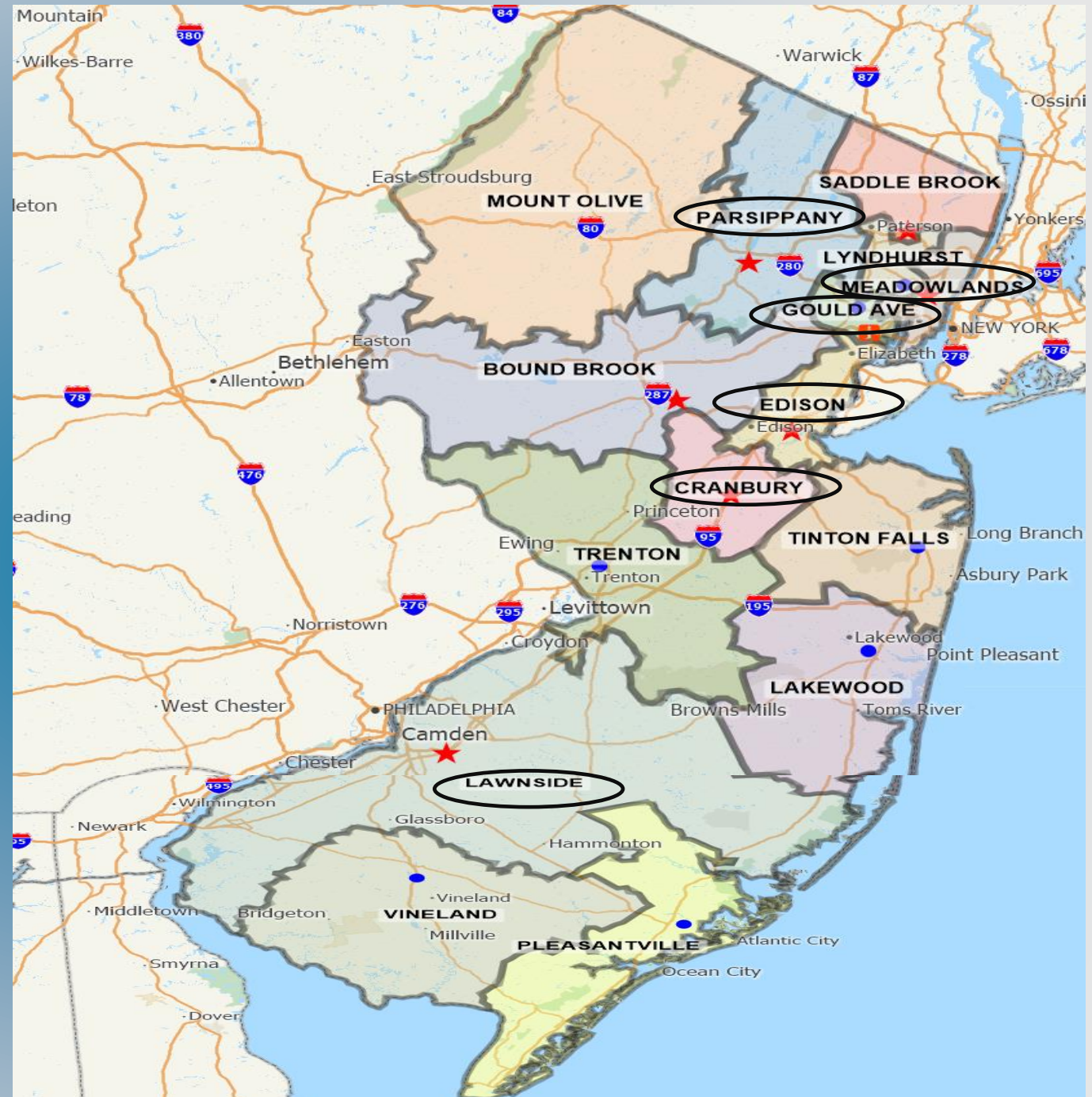
Parsippany

Newark Airport/Gould Ave

Edison

Cranbury

Lawnside





The single largest private sector bargaining unit in the country – Essential to the economy and the model for creating great union jobs

WHAT UPS MEANS TO:



THE ECONOMY

More than **\$3.5 billion in U.S. GDP** moves through our network, daily.



THE SUPPLY CHAIN

We deliver more ground packages in the U.S. than any other carrier, with average daily volume of over **17 million packages**.



UNION JOBS

With **350,000 union-represented jobs**, UPS is the largest employer of Teamsters.



UNION GROWTH

Since 2018, UPS has added more than **70,000 new Teamsters jobs** (25% growth), even as overall membership in the union declined by 27%.



HEALTHCARE COVERAGE

Part-time employees get **the same coverage** as full-timers (no premium, no co-insurance, very low copay).



RETIREMENT SECURITY

UPS contributes more than **\$23,000 annually** to the pensions of our full-time employees and is one of a few companies that provides a pension to its part-time workers.



CAREER PATHWAYS

Since 2021, more than **14,000 UPS part-time employees** have grown into full-time positions. Nearly **35,000 (30%)** of our seasonal employees were hired for permanent roles in 2021. More than **18,000 (55%)** of our managers were promoted-from-within from union jobs.

\$112,000

average annual pay for
tractor-trailer drivers
PLUS \$50,000 in health,
wellness, & pension

\$95,000

average annual pay for
package-delivery drivers
PLUS \$50,000 in health,
wellness, & pension

\$20/HOUR

average wage of **part-timers**
after 30 days

\$25,000

Education assistance for
college tuition and expenses

ROADMAP

UPS Environmental Sustainability Goals*

Achieve carbon neutrality by 2050

UPS is determined to continue our leadership in decarbonizing the transportation sector.

By 2025

By 2035

40%
alternative
fuel in
ground
operations



25%
renewable
electricity in
facilities



30%
sustainable
aviation fuel



50%
reduction in
CO₂ per global
small package
(2020
baseline)



100%
renewable
electricity in
facilities



*Company goals are aspirational and not guarantees or promises that all goals will be met, due to dependence on technological innovations and other available resources needed to drive environmental change. Statistics and metrics relating to ESG matters are estimates and may be based on assumptions or evolving standards.

CHALLENGES & OPPORTUNITIES



Transit Deserts



Warehouse Development Growth Transit
Alignment



Social Justice/ Underserved
Communities



Allocation of Human Capital Funding

\$112,000

average annual pay for
tractor-trailer drivers
PLUS \$50,000 in health,
wellness, & pension

\$95,000

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\$20/HOUR

average wage of **part-timers**
after 30 days

\$25,000

Education assistance for
college tuition and expenses



Meadowlands Transportation Brokerage Corporation

A non-profit, public private partnership



Meeting Your Community's Mobility Needs

Safe | Reliable | Affordable



Biking & Walking



EZ Ryde4Life



Carpools



Vanpools



Shuttles



EZ Ride Shuttles



12 Partners
Contributing \$3.6 Million



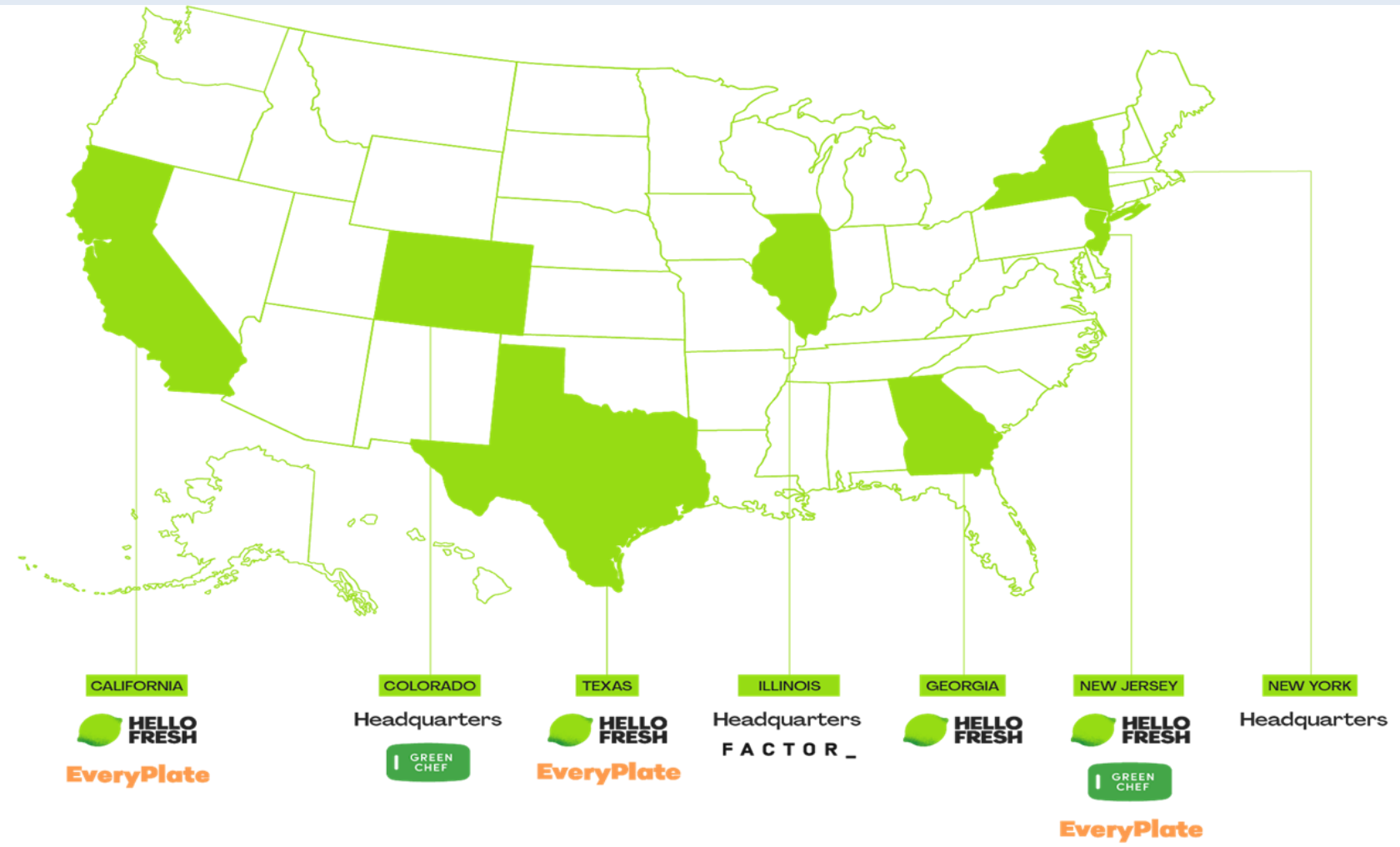
America's #1 Meal Kit

- Operate 5 brands in the U.S. - HelloFresh, EveryPlate, Green Chef, Factor, and Chef's Plate
- Active in 17 countries
- Served 7.5 million global customers in Q3 2022
- Distributed 117 Million meal kits in 2021





US Operational Footprint





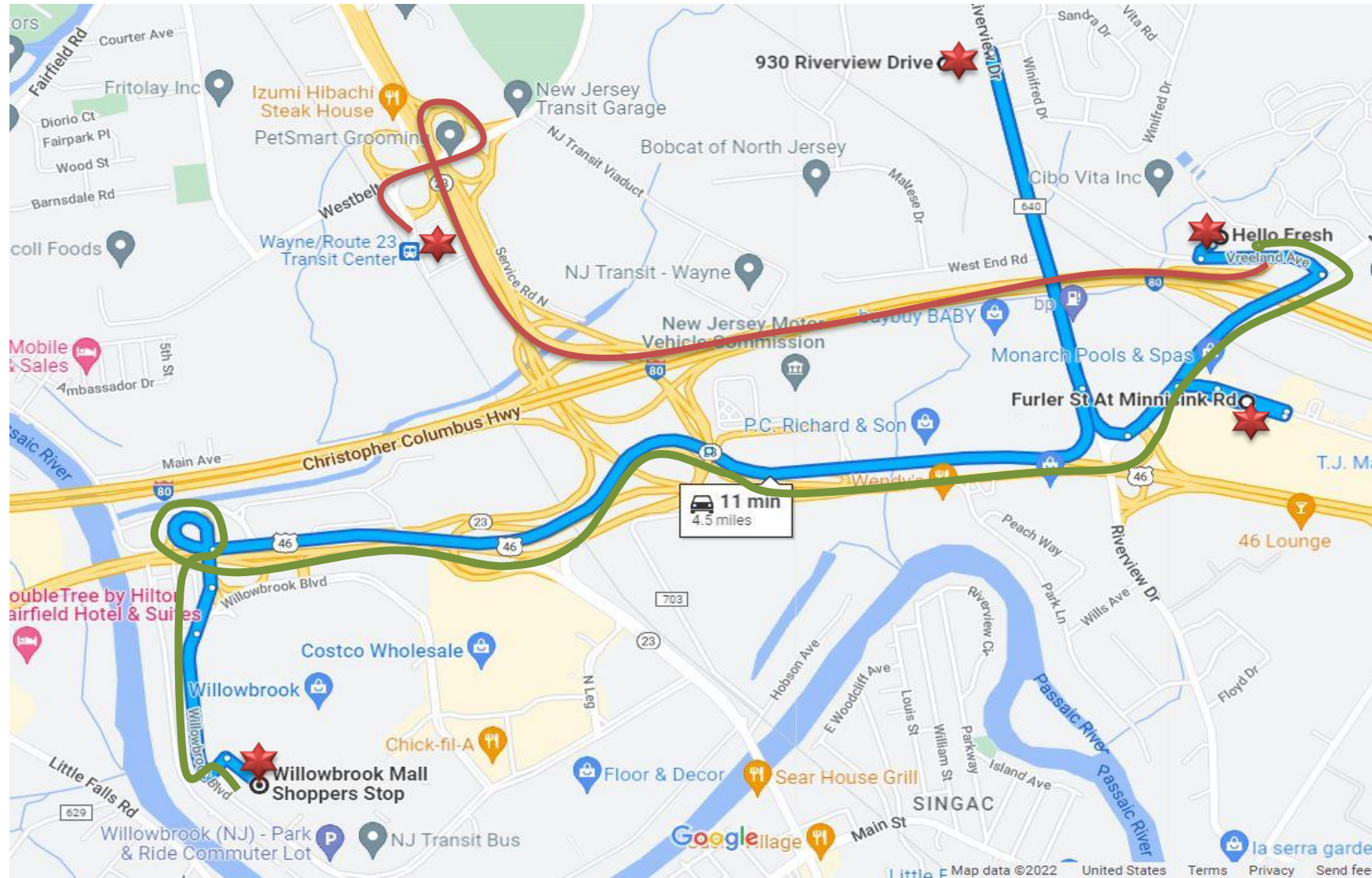
Launch - New Jersey Ops

- Peak Business Season
- Ramp up Staff Recruitment
- Reluctance to Use Public Transit
- Parking Shortage



Speedy Launch & Flexible Service

- Route #1
- Route #2
- Current Route



3

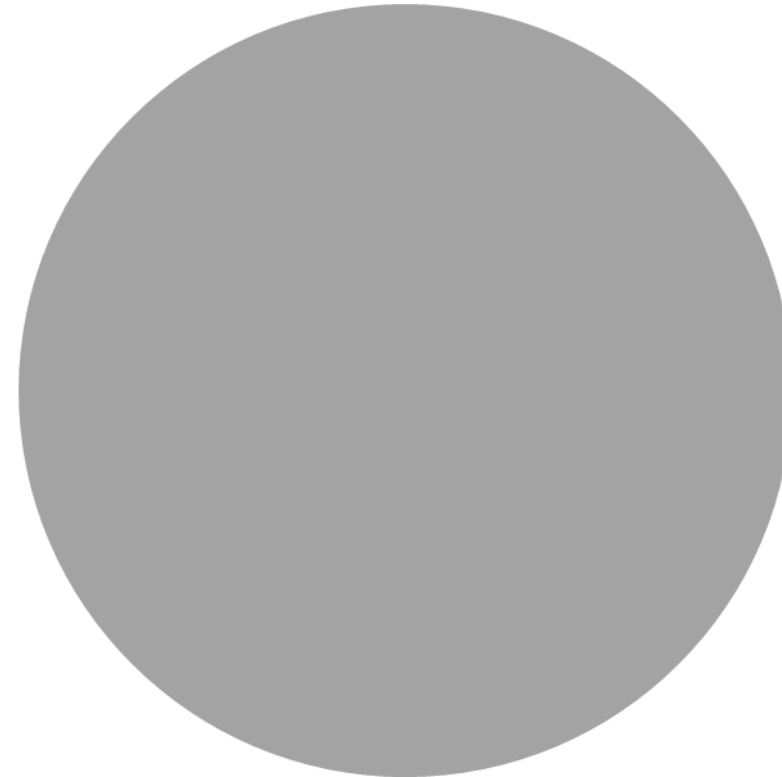
**MAJOR
CHALLENGES
&
SOLUTIONS**

Challenge #1 – Recruiting Staff



Problem

How to recruit about 500
entry-level employees?



Challenge #1 – Recruiting Staff

Problem

How to recruit about 500 entry-level employees?

Solution

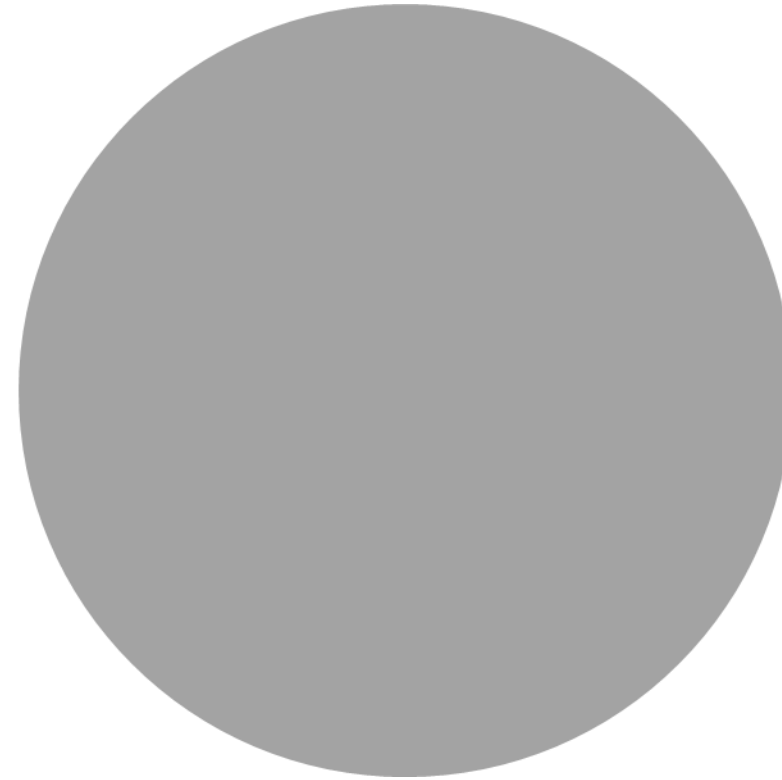
Use five temp agencies
for 45% of workforce
+
Comprehensive
Compensation
Package

Challenge #2 – Fear of Using Public Transportation



Problem

Fear of falling ill because
of COVID



Challenge #2 – Fear of Using Public Transportation

Problem

Fear of falling ill because
of COVID

Solution

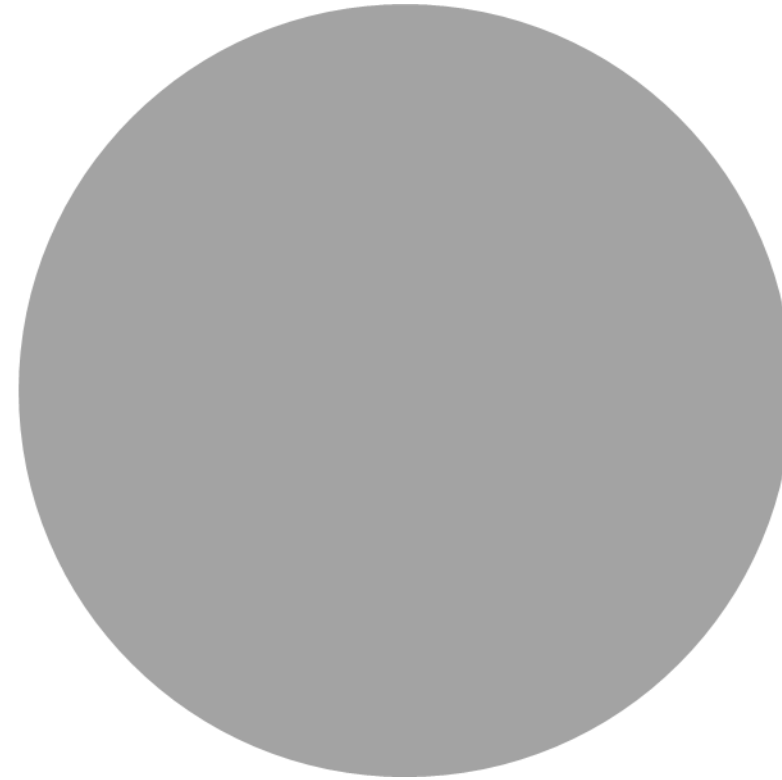
Multiple Transport
Options

Challenge #3 – Parking Constraints



Problem

Limited Parking on Site



Challenge #3 – Parking Constraints

Problem

Insufficient Parking on
site

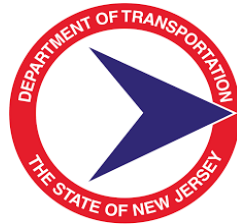
Solution

Satellite Parking
+
Shuttle Link

Next Steps

- Transportation Fair
- Market – Transportation Options
- Shuttle continues – for now.

Financial Support



Transportation Management Association (TMA)



The Future

- Smaller Electric Vehicles
- Work Place Charging (Charge@work)
- Transition from Volume to Value

Thank You!

**Public & Private Sector
Partners**

LANTA and the Lehigh Valley

- Lehigh, Northampton, and Carbon Counties, PA
 - Proximity to major markets
 - I-78 and rail access to Newark
 - I-80 access from northern part of service area
- Since 2016 - 30 million sf logistics/warehouse approved, 26 million sf more in approval process
- 85 buses covering 324 square miles

Extending Transit to Locations

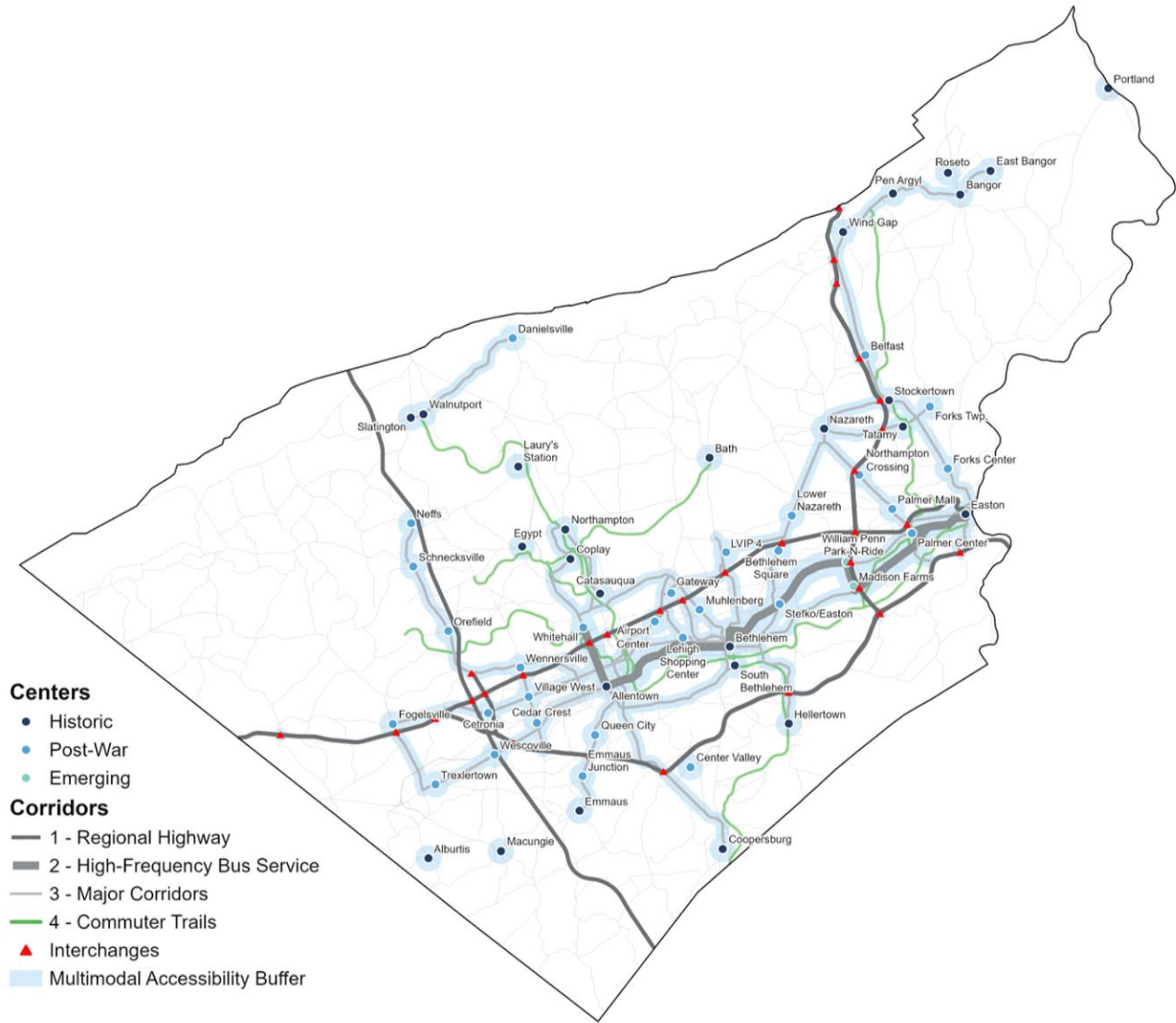
- Scheduling/Planning Challenges
 - By nature, located in suburban business parks
 - Non-traditional work schedules, staggered shifts
 - Newest employees rely on transit more but are assigned to hardest to reach shifts
- Funding/Resources
 - Need new resources to extend service
 - Partnerships – Revenue Support Agreements
- Services
 - Fixed route – direct bus, shuttle
 - Reservation based flexible service



Getting to/from Transit

- Pedestrian Infrastructure (!!!!)
 - Comprehensive pedestrian/bike network
 - 99% of transit trips start/end with a walk/roll
 - All buses ADA accessible and equipped with bike racks
 - Bus stop infrastructure – shelters, benches, signage
- Potential Future Solutions
 - TNC based feeder services
 - Bike-Share





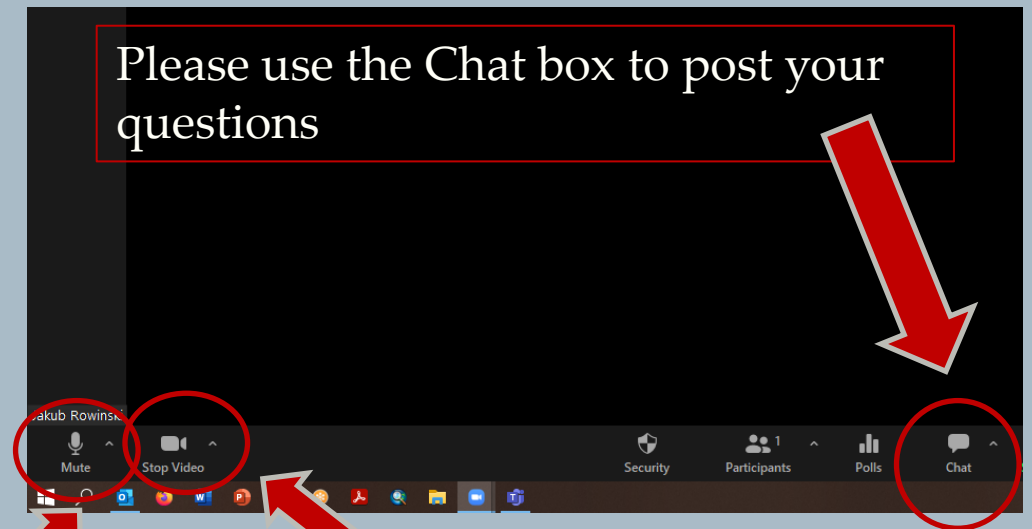
Centers

- Historic
- Post-War
- Emerging

Corridors

- 1 - Regional Highway
- 2 - High-Frequency Bus Service
- 3 - Major Corridors
- 4 - Commuter Trails
- ▲ Interchanges
- Multimodal Accessibility Buffer

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