



Update & Impact of City of Harrisonburg Funding to Support Low-Income Workers

Presented To:
Harrisonburg City Council

Presented By:
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Presented On:
February 22, 2022



Report Outline

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Organizational Background



About Us

Founded: Incorporated as a non-profit 501(c)(3) organization in 2005.

Mission: Empowering low-income working families to improve their quality of life by assisting them with their transportation needs.

Unique position: Only organization in Harrisonburg-Rockingham, and across the Shenandoah Valley, with a mission solely dedicated to providing reliable and affordable transportation to low-income workers.



Community Need

Over 60% of households in the City of Harrisonburg are living below the ALICE Threshold, meaning they cannot afford the basic necessities required for daily living (2020 ALICE Report, United Way).

Transportation costs take up more than 30% of the household budget for Virginia residents; however, for many low-income households, 30% of what they earn is not enough to afford the full cost of transportation (2020 ALICE Report, United Way).

It proves difficult for low-income residents in Virginia to find affordable housing, employment opportunities, quality childcare, and community resources within the same city or county.

Limited public transit options result in the need for a personal vehicle to efficiently access the greater community; however, vehicle ownership is significantly more expensive than public transit.



Client Eligibility



RESIDENCY

Way to Go only serves low-income residents of the City of Harrisonburg and Rockingham County. Individuals served include permanent residents, as well as homeless individuals who are staying at a local shelter within our service territory.

Way to Go exclusively serves households below the ALICE threshold. In 2021, 85% of clients served fell below 150% of the Federal Poverty Level (or \$39,750 annual income for a family of four).



EMPLOYMENT

Individuals must be currently employed or have a verifiable job offer for at least 20 hours per week to be eligible for most of our transportation services. Those who are unemployed and actively enrolled in an intensive job search program or job training program that will directly lead to employment may also be considered on a case-by-case basis.

Way to Go is an empowerment organization, not an entitlement program. Clients are eligible for up to three separate agency referrals within one calendar year, and eligible for up to five agency referrals overall lifetime.



AGENCY REFERRAL

Individuals must be recommended for services by a representative of a local agency or community organization (e.g., social worker, case manager) who is familiar with the household's needs, resources, and employment history.

Programs & Services



PERSONAL VEHICLE MAINTENANCE

Assistance provided for clients who are having difficulty maintaining their family vehicle. Services include: vehicle repair; gas voucher; auto insurance payment to maintain coverage; DMV vehicle fee; driving lessons to obtain driver's license; and car payment to prevent repossession.



WORK SHUTTLE

Temporary work shuttle service is provided by local taxi cab company and Transportation Network Companies (e.g., Uber; Lyft).



VEHICLE ACQUISITION

Three separate programs are available for clients seeking to obtain a vehicle, including a donated vehicle option and two affordable vehicle financing options.

Way to Go offers a comprehensive suite of programs and services that help to ensure low-income workers maintain their current vehicle, or assist in helping them to obtain a reliable and affordable vehicle. Temporary work shuttle assistance is also provided to bridge the client to a more permanent, independent form of transportation. Nearly all transportation services are procured from local, small businesses in our area.

2021 Year-End Figures

Thirty additional households in Harrisonburg and Rockingham County were served by Way to Go in 2021 compared to the year prior.

218

Total unique households served



Two-thirds of all households served in 2021 were single parent households. This figure rises to 74% when accounting for Harrisonburg households only.

626

Total number of adults and children impacted



Two-thirds of all households served in 2021 were Harrisonburg residents.



City of Harrisonburg Funding Support



City of Harrisonburg Funding Support Update
January 22, 2022

City of Harrisonburg Funding Support

Way to Go is currently implementing three (3) projects awarded funding by the City of Harrisonburg which benefit low to moderate income (LMI) residents.

COMMUNITY CONTRIBUTIONS FY2022

Project Title:
Moving Forward:
Enhancing
Transportation Access for
Low-Income & ALICE
Workers

Project Description:
Funding will support
W2G's Donated Vehicle
and Personal Vehicle
Maintenance programs

COMMUNITY DEVELOPMENT BLOCK GRANT - I

Project Title:
Enhancing
Transportation Access for
Low-Income Workers

Project Description:
Funding will provide LMI
residents with
transportation shuttle
services to satisfy
employment-related
travel needs.

COMMUNITY DEVELOPMENT BLOCK GRANT - II

Project Title:
Enhancing Access to
Gainful Employment for
Residents (EAGER)

Project Description:
Funding will provide LMI
residents who
experienced hardship
caused by COVID-19
with work shuttle
transportation
assistance.



Measuring Progress

Way to Go is on track to meet, and likely exceed, its projected goals for each of the three (3) awarded projects by the City of Harrisonburg.

PROGRAM	PROJECT GOALS & FUNDING	PROGRESS & OUTCOMES
<p>Community Contributions</p> <p>2039 Vision Area: Distinctive, Reliable Delivery of High Quality City Services</p>	<p>26 unique residents served with 55 units of transportation services by June 30, 2022</p> <p>\$20,000 awarded</p>	<p>31 unique residents served with 61 units of transportation services July 1 - December 31, 2021</p> <p>\$14,133.23 expended by December 31, 2021</p>
<p>Community Development Block Grant - I</p> <p>Assessment of Fair Housing Goal: Transportation & Access</p>	<p>Nine unique residents served with 180 one-way work shuttle trips</p> <p>\$5,987 awarded</p>	<p>11 unique clients served with 144 one-way work shuttle trips through January 31, 2022</p> <p>\$5,140 expended by January 31, 2022</p>
<p>Community Development Block Grant - II</p> <p>Assessment of Fair Housing Goals: Transportation & Access; and Infectious Disease Response</p>	<p>16 unique residents served with 320 one-way work shuttle trips</p> <p>\$10,000 awarded</p>	<p>12 unique residents served with 513 one-way work shuttle trips through January 31, 2022</p> <p>\$8,299 expended by January 31, 2022</p>



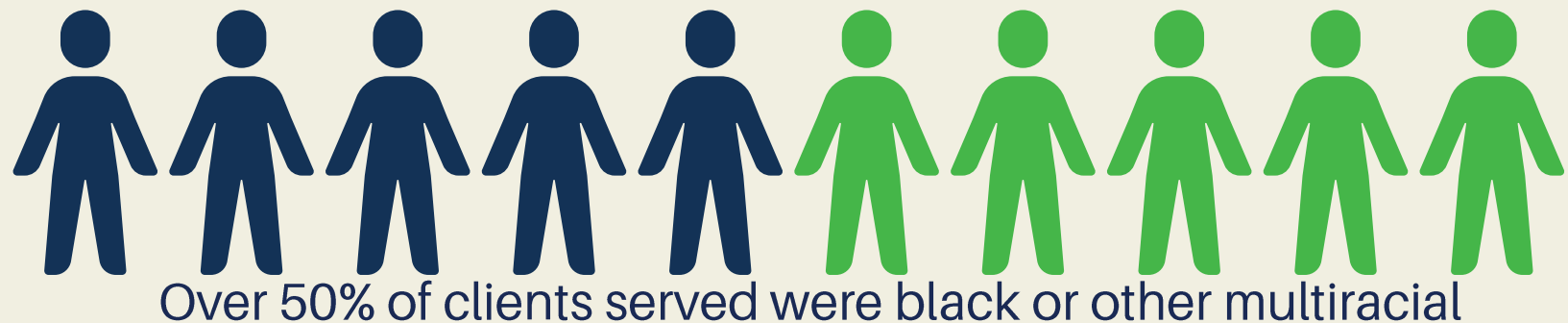
Community Contributions Program



Community Contributions Program

Client Demographics

Personal vehicle transportation services provided to ensure a low-income worker maintains their current vehicle, or assist them in obtaining a reliable and affordable vehicle.



31

Unique households served between July - December 2021

Average age: 42
Minimum age: 20
Maximum age: 60



Community Contributions Program Transportation Services

TRANSPORTATION SERVICES HIGHLIGHTS



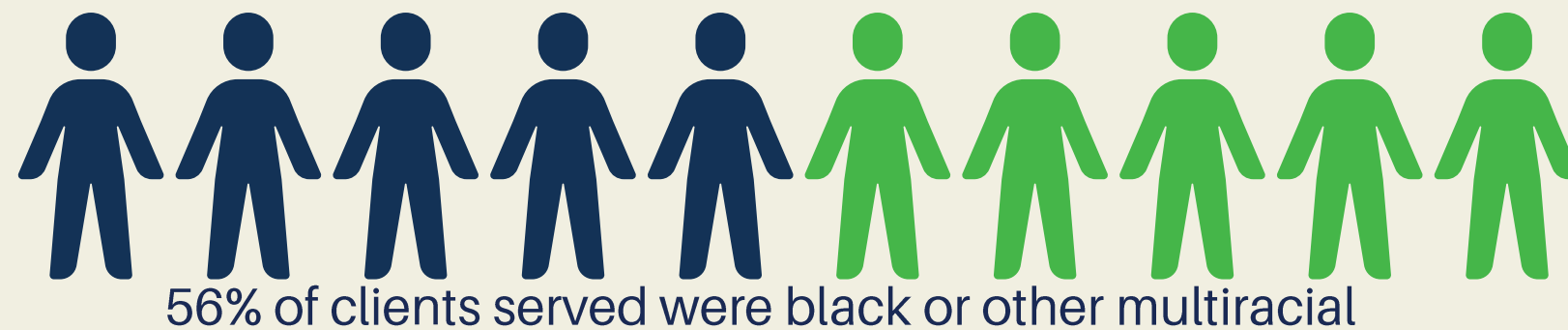
Community Development Block Grant



Community Development Block Grants: I & II

Client Demographics

Work shuttle trips for City of Harrisonburg residents to connect with employment opportunities and job training programs utilizing local taxi cab company services.



657

One-way trips provided since July 1, 2020

Average age: 37

Minimum age: 22

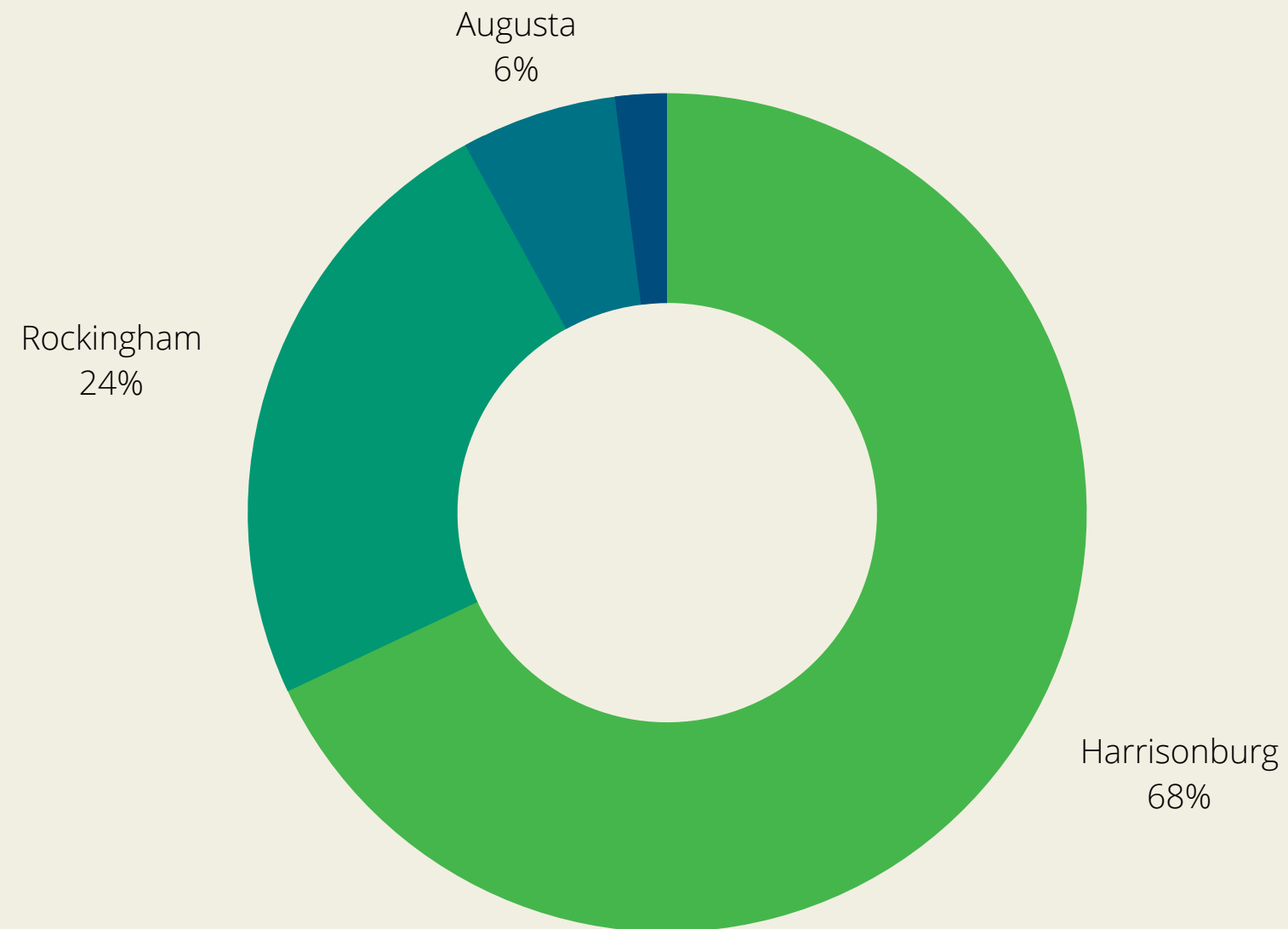
Maximum age: 63



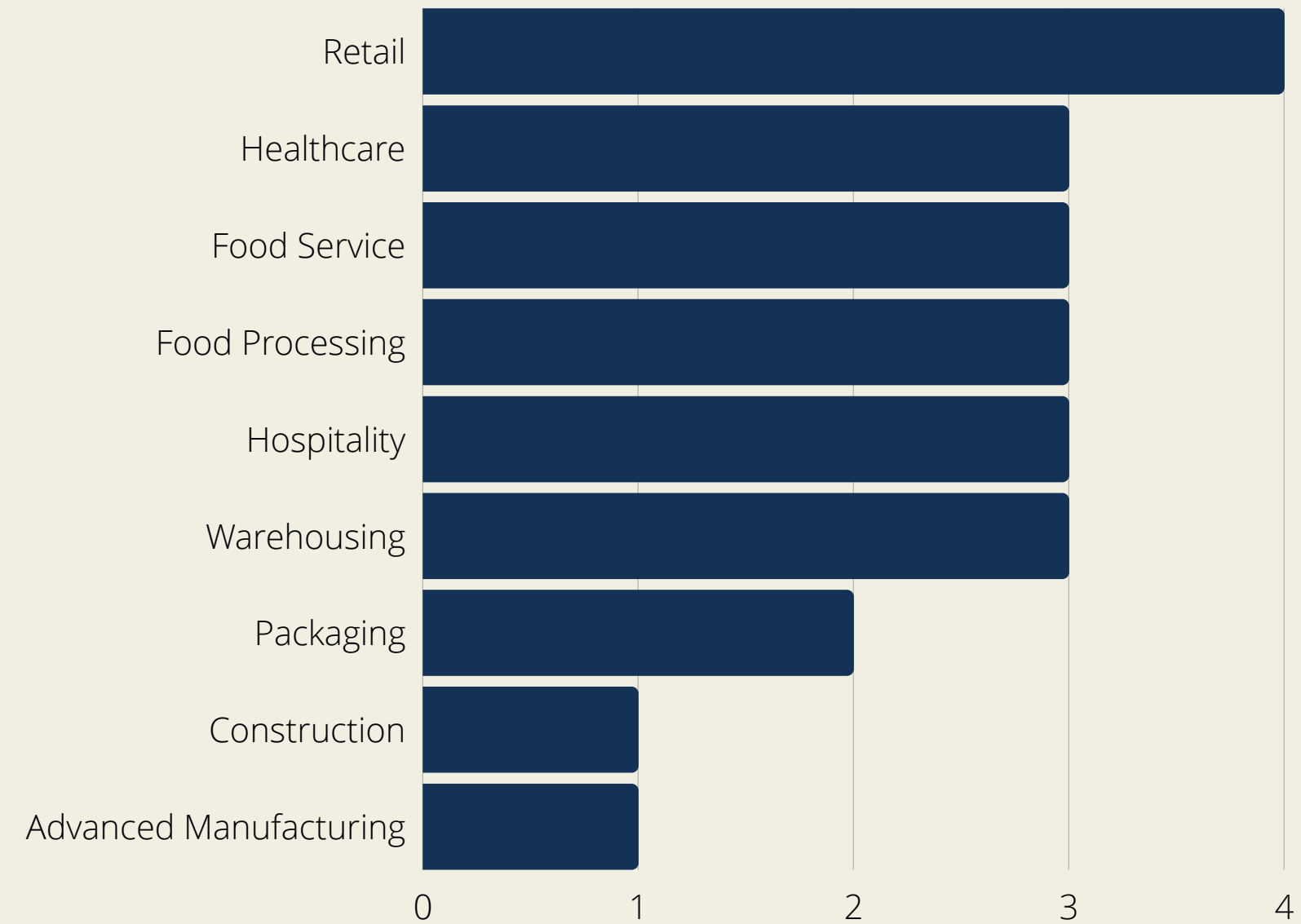
Client Employment Destinations

Across the two (2) active CDBG projects, the data below indicates which locality and industry the clients receiving work shuttle services are employed.

Client Employment by Locality



Client Employment by Industry



Client Outcomes & Next Steps



Client Outcomes

The overall goal of these funded projects is to remove the transportation barriers that often prevent low-income and ALICE workers from obtaining and maintaining employment. Specific outcomes to be measured via client survey (data not yet available):

- **Job Retention & Advancement:** Parent/guardian retains employment, obtains wage increases and benefits, and starts on a career pathway.
- **Youth Outcomes:** Children will enhance their social, educational, and developmental skills.
- **Health Outcomes:** Improved household response to medical care; access to healthy food and recreational activities.
- **Household Stability Outcomes:** Maintain or secure stable housing at affordable rates.
- **Financial Stability:** Ability to acquire assets; keep away from informal lenders.

"Way to Go enabled us to continue providing for our kids by ensuring work transportation. We had two workers with different shifts, commuting 40 minutes each way, trying to make schedules work with one functional vehicle."

- *Family M*



Next Steps

Continue stewarding the remaining funding awarded by the City of Harrisonburg with great care and maximized to the greatest impact possible.

Continue leveraging the funding awarded by the City of Harrisonburg to secure additional funding from other public and private sources for our programs and services.

Within the next 1-2 years, hire additional support staff for our growing organization and operations.

Within the next 1-2 years, recruit authorized volunteers to repair vehicles donated by community members and business, which are then awarded to a low-income worker in need of a vehicle.

Within the next 2-3 years, launch our own work shuttle service utilizing volunteer and paid drivers, and our own fleet.



Contact Us



Way to Go

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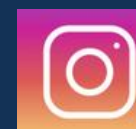
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