



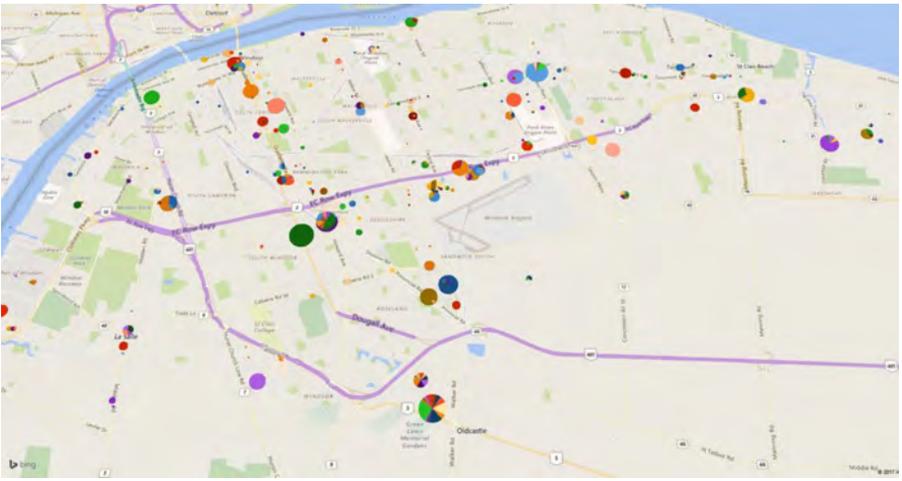
## TRANSPORTATION & MAPPING PROJECT

As a part of its comprehensive strategy to promote and support the local workforce, Workforce WindsorEssex has conducted a series of reports which target employment barriers for unique populations (such as youth or newcomers) in concert with possible solutions. This report examines the impact of transportation barriers which may impact on persons who are unemployed or underemployed in Windsor-Essex. The objective of this brochure is to provide data regarding where the jobs are being posted throughout Windsor and Essex County, where those employers are located in relation to current public transit routes, and to explore existing or innovative community-led solutions which may help address transportation barriers to employment.

Windsor and Essex County covers an area of 1,851 km<sup>2</sup> and encompasses nine municipalities. Among residents who do not have access to a vehicle, limitations of public transit both within municipalities in Essex County and as a regional transportation network, have been cited as a barrier to employment<sup>1</sup>. As a means to further explore the connection between the possible need for expanded municipal and regional transportation networks and enhanced opportunities for employment, Workforce WindsorEssex undertook a mapping exercise intended to layer job postings throughout the region by employer postal code, number of potential jobseekers in the region, and availability of public transportation.

In the following maps, each clustered pie graph on the map represents job postings with the size of the pie graph depicting the volume of job postings for that 6-digit postal code and each piece of the pie graph representing an employer at that postal code. Over 8,000 jobs posted in 2016 were mapped using Vicinity Jobs data. This exercise specifically targeted three areas which held a high volume of the postings but where public transportation is limited: Oldcastle in Tecumseh, Patillo Road in Lakeshore and Leamington.

<sup>1</sup> *Pathway to Potential. (2014). Windsor –Essex Transportation Report. Pathway to Potential*



**Table 1: Job postings in Windsor Essex in 2016.**

\*Oldcastle in Tecumseh (visible bottom-center) and Patillo Road in Lakeshore (visible upper-right)

## RESEARCH INDICATES ENHANCED PUBLIC TRANSPORTATION CAN POSITIVELY IMPACT ON EMPLOYMENT OPPORTUNITIES

- The community that can be accessed by other communities will increase access to their employment opportunities, as well as promote other business in the region, such as retail businesses that had few customers in the past (*The Rural Ontario Institute, 2014a*)
- Those that now have access to transportation have an increased chance of obtaining employment by being able to travel to other communities (*The Rural Ontario Institute, 2014a*)
- Clients of OW and ODSP may benefit through increased access to employment and training opportunities and more frequent meetings with caseworkers (*The Rural Ontario Institute, 2014a*)
- Employers have access to a wider labour supply (*Jaffe, 2015*)
- Turnover decreases as employees have access to more reliable, affordable, and accessible transportation (*Jaffe, 2015*)
- Persons on social assistance often do not own private vehicles. Therefore access to transportation in rural communities increases their chance of obtaining employment by providing a reliable means of travel to their service providers, employment training programs, job interviews, and employment (*Sanchez, 2008*)
- Entry-level jobs are often located in rural areas and require shift work in evenings and on weekends. Having reliable transportation to work allows for more people to access these opportunities (*Sanchez, 2008*)

## RECOMMENDATIONS FOR BEST PRACTICES IN THE PROVISION OF TRANSPORTATION SOLUTIONS

Routes and schedules should reflect the needs of those working both peak and non-peak shifts (*Sanchez, 2008*)

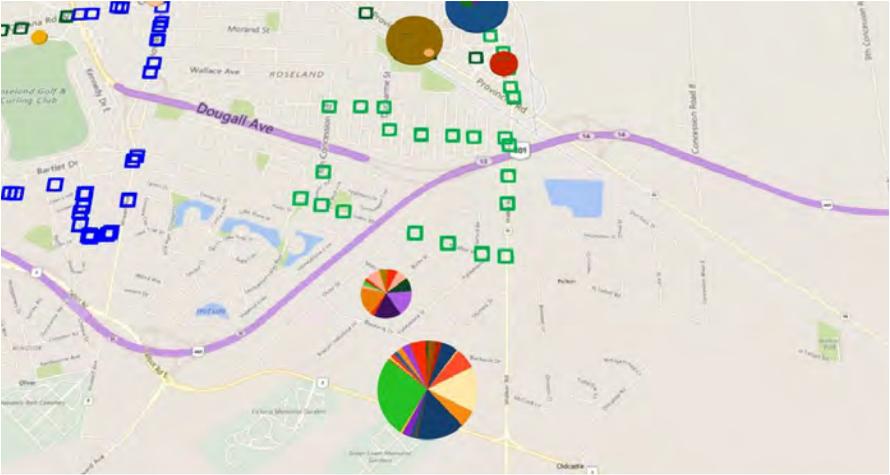
Fares should remain low to increase ridership and as a result, sustainability (*The Rural Ontario Institute, 2014b*)

Collaborate with municipality and service providers so clients are served more effectively (*The Rural Ontario Institute, 2014a*)

Begin with a small system and build up over time (*Madden, 2016*)

Provide feedback channels for clients to ensure continuous improvement of the service (*The Rural Ontario Institute, 2014a*)

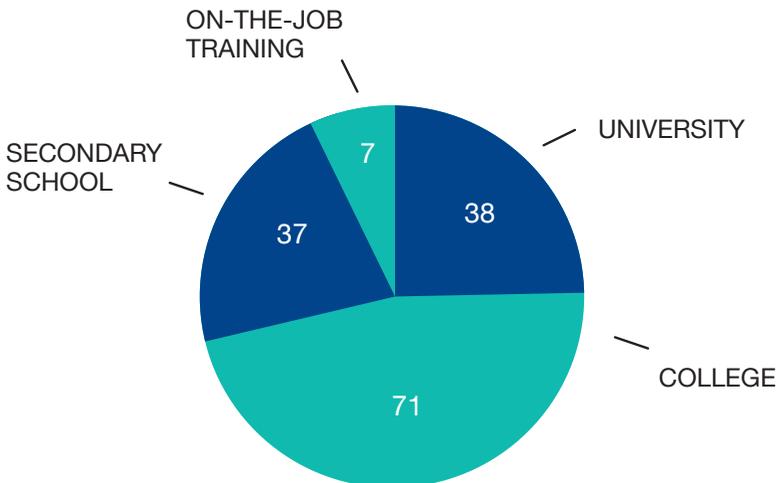
# OLDCASTLE IN TECUMSEH



**Table 2: Oldcastle (Tecumseh) Job Postings. 2016.**

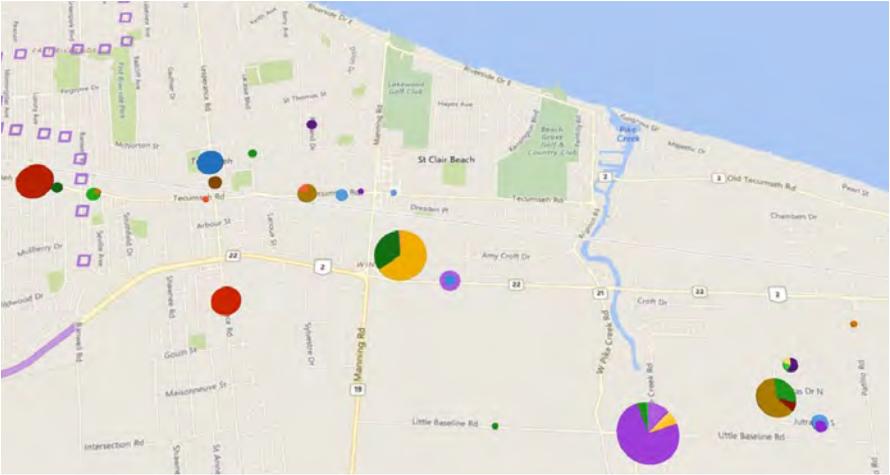
*\*Green Squares indicate Transit Windsor Walkerville 8 bus stop.*

In 2016 there were 190 job postings in the Oldcastle community. Manufacturing is the dominant industry in this area, with 130 of the 190 jobs available being in that industry. Of the available jobs, 38 required a university education, 71 required a college education or apprenticeship training, 37 required secondary school, and 7 required only on-the-job training. The occupations posted included positions in trades, the applied sciences, manufacturing, management, business and finance, and sales. Thirty-six unique employers posted jobs in Oldcastle in 2016. The Town of Tecumseh has a limited bus service, which does not extend into Oldcastle. Windsor borders on Tecumseh and Transit Windsor has a stop in relative proximity (Walkerville 8 bus line) to Oldcastle. At present Transit Windsor is able to provide transit service in Tecumseh. Windsor City Council has directed Transit Windsor to provide services outside of the City of Windsor only if associated costs are paid by the neighbouring municipality. The Ontario Highway Transportation Board is the entity with authority to address cross border transportation between communities. (See Table 2)



**Oldcastle Job Postings By Required Level of Education**

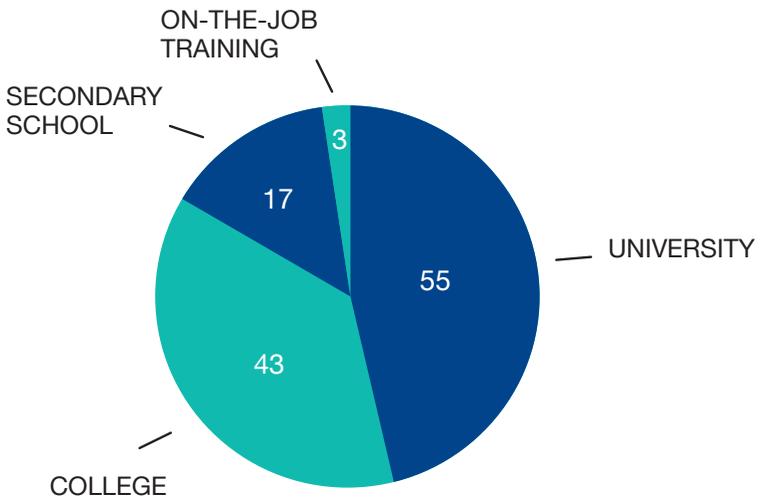
# PATILLO ROAD IN LAKESHORE



**Table 3: Lakeshore Job Postings. 2016.**

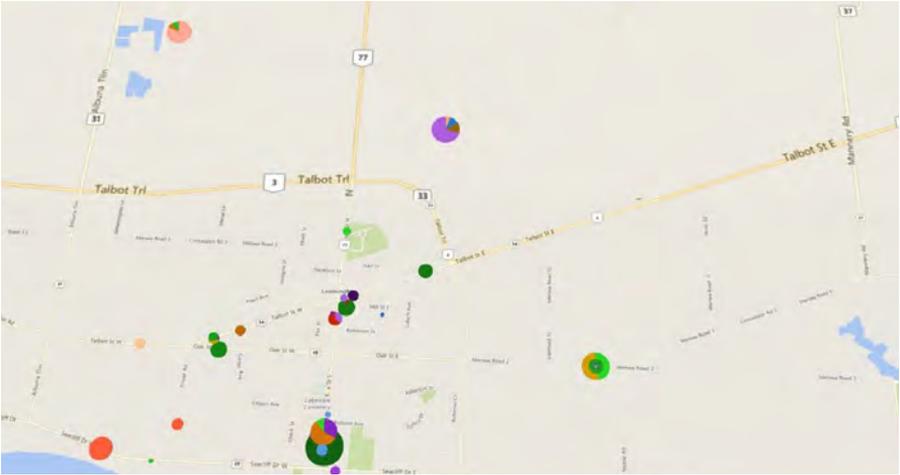
*\*Purple squares indicate Transit Windsor Lauzon 10 bus stops. 2016.*

In the Patillo Road area in Lakeshore, there were 135 job postings in 2016. Manufacturing is the dominant industry in this area, with 124 of the 135 jobs available being in that industry. Of the available jobs, 55 required a university education, 43 required a college education or apprenticeship training, 17 required secondary school, and 3 required only on-the-job training. The occupations posted included positions in the applied sciences, business and finance, management, trades, and manufacturing. Seventeen unique employers posted jobs in the Patillo Road area. Currently, the Town of Lakeshore does not have public transit. Among the bordering communities, Tecumseh has a bus service (not shown on the map); however, it does not extend into Lakeshore. Transit Windsor and the Tecumseh bus have a connection of services at Tecumseh Mall. (See Table 3)



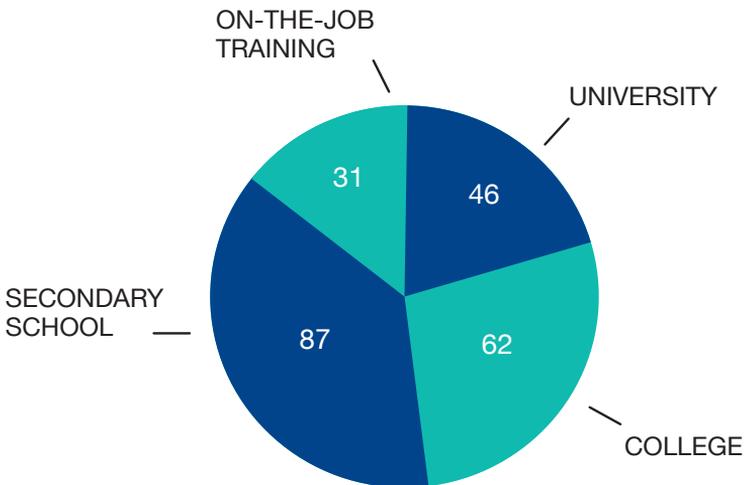
**Lakeshore Job Postings By Required Level of Education**

# LEAMINGTON, OUTSIDE THE CITY CENTER



**Table 4: Leamington Job Postings, 2016.**

The Municipality of Leamington has limited access to a large, local labour supply, yet its thriving agricultural industry requires a large workforce. Outside of its city centre, Leamington posted 226 jobs in 2016, with 161 in the agricultural industry. Of the available jobs, 46 required a university education, 62 required a college education or apprenticeship training, 87 required secondary school, and 31 required only on-the-job training. The occupations posted included positions in natural resources, trades, transport, manufacturing, management, and business and finance. Seventeen unique employers posted jobs in Leamington outside of the city centre. Currently, the Municipality of Leamington does offer public transit within its city centre, but that system does not extend to the surrounding agricultural region. Nor is there any regional transportation between Leamington and immediate surrounding municipalities (such as Kingsville or Lakeshore) or any municipalities up to and including the City of Windsor. (See Table 4)



**Leamington Job Postings By Required Level of Education**

# 'MADE IN WINDSOR-ESSEX' SOLUTIONS

## **SOUTH ESSEX COMMUNITY COUNCIL**

(Caton, 2014)

South Essex Community Council provides a bus from Leamington, Kingsville, and Essex that travels to St. Clair College. The bus operates from Monday to Friday, picking up passengers between 6:30am and 7:15am to arrive for 8:00am. The bus leaves the college at 5:15pm to bring students home. There are approximately 14 seats on the bus, costing \$240 each per month.

## **WINDSOR REGIONAL HOSPITAL**

(Windsor Regional Hospital, n.d.)

Windsor Regional Hospital provides a free shuttle service for employees, patients, and visitors from their additional parking lot located on Kildare Road. The shuttle runs Monday through Friday, from 5:30am to midnight.

## **COMMUNITY SUPPORT CENTRE**

(Community Support Centre, n.d.)

Community Support Centre, located in Lakeshore, provides transportation for students to St. Clair College's main campus from Belle River, Emeryville, and Manning Road locations, leaving the college at 5:15pm. Monthly passes cost \$250 and daily passes cost \$10.

## **CAESARS WINDSOR**

Caesars Windsor provides a free shuttle service for employees from their additional parking lot located at Riverside and Drouillard Road. The shuttle runs every 8 minutes from Friday morning to Sunday morning and drops riders off at the Caesars employee entrance.

## **TRANSIT WINDSOR**

Transit Windsor is working with other communities to explore transportation options for employment purposes. In 2007, employers in the Lakeshore area of Patillo Road were surveyed regarding the need for transit for their workforce. In 2012, an employee survey was conducted to determine if those currently employed would consider utilizing a shuttle service into Windsor. These data collection efforts, with subsequent discussions in 2016, were followed by costing models provided to employers in the Patillo Road area to implement employer-based shuttle services, similar to the Caesars and Windsor Regional Hospital models, as noted previously.

At the present time, Transit Windsor is working with the Town of LaSalle to implement transit services within LaSalle as an extension of the Transit Windsor service. This service will be fully funded by the Town of LaSalle. Once operational, this business model may serve as a foundation for other municipalities in the region.

## INNOVATIVE TRANSPORTATION MODELS IN OTHER COMMUNITIES

### **Collingwood** (The Rural Ontario Institute, 2014a)

COLLTRANS was a pilot project located in Collingwood with the goal of linking three communities to improve employment opportunities, benefitting individuals and the local tourism industry. The project also provided transportation to post-secondary students in the area. The predicted benefits of the project included increased appeal for young families to reside in the area, improved access to health care facilities, financial benefits for those provided with bus passes from their employment assistance services, and improvement the regional economic development by removing the main barrier to employment and expanding regional commerce. The success of the program was due to the improved regional cooperation. Funding was received from ridership and the Provincial Gas Tax.

### **Deseronto** (The Rural Ontario Institute, 2014a)

Deseronto Transit provides regional transportation for those travelling for work, education, appointments, shopping, and recreational needs. The majority (87%) of riders are adults, followed by seniors, children, and youth. Public opinion in car-centric locations poses a risk to support for the service; however, many benefits were identified including improved access to vital services, improved quality of life, more disposable income for individuals, and the ability to obtain and remain employed. There still remains a need for increased service throughout the day and to wider locations, though current funding cannot support these increases. Consistent funding needs to be found through grants and mutually beneficial partnerships in order to maintain adequate service.

### **Norfolk** (The Rural Ontario Institute, 2014a)

Ride Norfolk provides transportation to the community which expressed their need to travel for recreational and social purposes, as well as for medical appointments and employment. The benefits of the service include increased employment as workers can travel out of town, increased ability to attend medical appointments, access to cheaper foods in other communities, and increased social interaction and self-esteem for those that are now able to travel independently. However, there is a need for the service to provide on-demand and door-to-door service for those that are unable to travel to the designated stops.

### **Innisfil** (Siekierska, 2017)

The Town of Innisfil partnered with Uber to bring subsidized, on-demand transit service to its residents. The partnership will offer discounted trips to certain destinations in town. Residents pay base fees for trips and the town will pay Uber the balance. Key destinations include the recreational complex, town hall, Innisfil Heights Employment Area, the Barrie South GO station, and the Highway 400 carpool lot. Data gathered from the partnership will also provide insight into ridership patterns and potential locations for future fixed routes.



This project is funded in part by the Government of Canada and the Government of Ontario.

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