



# People to Jobs



## Progress Report — February 2008

### Expanded Bus Services Respond to Business Growth

*As people increasingly rely on public transportation, People to Jobs helps focus on where and how often service is needed. We're pleased to share some of what has been accomplished in the past year with your support.*

#### In the past year, people increasingly relied on bus services

**1,274,798** annual one-way trips **+ 8.3%**

**8,267** average monthly riders (unduplicated) **+ 13.7%**

**17** services supported (expanded, interregional, bus-rail connections) **+ 1**

### It's Working Regionally

In 2007, People to Jobs coordinated efforts by Southwest Connecticut's transit providers to increase frequency of service, resulting in immediate and measurable increases in ridership. Detailed analysis of employment sites helps target services where they are most needed.



**Coastal Link**, which provides inter-regional service between Milford and Norwalk and multiple links to Metro North train service, increased frequency on Saturdays from 60 to 30 minutes and filled the new capacity almost immediately.

### It's Working in Bridgeport

Many riders in the Greater Bridgeport Transit service area have requested improved weekend service in order to access employment locations. Using funding obtained through People to Jobs in 2007, GBT was able to implement a series of weekend service enhancements. These new services include:

- Saturday, Sunday and Holiday frequency improvements providing service to employment sites on Main Street in Bridgeport
- Sunday and Holiday service providing access to employment sites in Bridgeport and Stratford
- Service span improvements providing earlier Sunday access to employment sites throughout the GBT service area, including Trumbull Mall, Hawley Lane Mall, Black Rock Turnpike, Downtown Bridgeport and numerous employment sites along Bridgeport Avenue in Shelton.

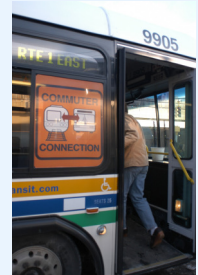
These enhancements include a total of 8 hours of additional service on Saturdays and 29 additional hours of service on Sundays, resulting in 29,700 new boardings during the first 11 months of operation.



### It's Working in Norwalk

Riders in areas served by Norwalk Transit District will also benefit by capital and operating assistance through the Governor's Bus Initiative. People to Jobs helped identify transportation gaps in getting people to work. Service enhancements scheduled to begin by mid-summer 2008 include:

- New vehicles for 4 WHEELS routes, with frequency improvements from 30 to 20 minutes. This will mean increased service to the most heavily used routes for employment and education and improved on-time performance.
- New rail shuttle buses, serving Merritt 7 and Connecticut Avenue businesses.



### It's Working in Stamford

CT Transit added later night service on 8 routes to provide options for second shift workers, resulting in a **12%** increase in riders. In addition, 5 peak hour trips were added on the business-lined Route 1 corridor to alleviate overcrowding; and ridership increased **12%**.

### More Ways People to Jobs is Helping

Our focus over the past year has been on increasing bus service and getting the word out to people and employers in Southwestern Connecticut. This included outreach to Spanish-speaking residents – through publicity, ads on buses, and translation of informational resources into Spanish.

- Our **website**, [www.peopletojobs.org](http://www.peopletojobs.org), is now dual-language; it provides an online trip planning tool "How Do I Get There?" for customized answers to employment travel questions.
- Our **pocket guide**, "Getting There," is now available as "Cómo Llegar Ahí" and is available in libraries, transit information centers, *CTWorks* Career Centers, and social service agencies throughout the region for use by their customers.



### How You Can Help

- Support *Transit for Connecticut's* proposal for public transit investments and operating funds.

### SmartGrowth Tip:

Real estate -- residential, commercial or business -- that is served by public transportation is valued more highly by the public than similar properties not as well served by transit.

### A Resource for Regional Growth

**People to Jobs**, a project of The WorkPlace, Inc., is a Regional Transportation Task Force that improves access to employment by initiating and financing positive enhancements to the public transportation system in Southwest Connecticut. **People to Jobs** will continue to reduce transportation barriers to employment, working with the business community to make sure their employees can get to work and with agency partners to assist new job entrants. To learn more, visit [www.peopletojobs.org](http://www.peopletojobs.org).