



**Central Western Maine Workforce
Development Board**
87 Winthrop Street, Suite 400
Augusta, ME 04330

Local Workforce Board Workers' Fund: Transportation Pilot

Any conversation about barriers to employment often brings up transportation. Most areas of the central western Maine region are rural in nature with no access to public transportation. The Central Western Maine Workforce Development Board (CWMWDB) is inviting local businesses and employer partners operating within the counties of Kennebec, Somerset, Franklin, Oxford, and Androscoggin, to apply for funding to pay for transportation pilots that help mitigate transportation as a barrier to the recruitment and retention of qualified jobseekers. These pilots may include but are not limited to van pools, shuttles, e-bikes, or other viable solutions. CWMWDB will select up to nine projects with an allocation not to exceed \$25,000 each.

CWMWDB will be partnering with GoMaine, a collaboration of the MaineDOT and the Maine Turnpike Authority, to promote healthy, economical, and eco-friendly modes of travel. They assist employers and employees with commute options and work with planning agencies, businesses, advocacy groups, and other partners to reduce barriers to transportation.

Applicants must complete the fillable application below. In addition to the application, applicants must also submit an excel file that lists the individual zip codes of all employees. No names should be included but the excel file must include each zip code for each employee, even if all employees have the same zip code. GoMaine will use this information to create a map that identifies the scope of transportation needs.

Applicants selected for awards will also be required to submit a survey to its employees. This survey is designed to gather insights into current commuting patterns, challenges, and opportunities to enhance transportation options for employees and prospective hires. With GoMaine's guidance, this information will be used to ensure the success of the awardee's plan in shaping effective solutions that improve workforce transportation and sustainability. Once selected after reviewing the survey results, finalists will be required to submit a budget that demonstrates that the transportation solution recommended by Go Maine in collaboration with the applicant must include costs for insurance, maintenance, and participant safety, as relevant, and must support a minimum of at least four workers.

All materials for CWMWDB's Local Workforce Board Workers' Fund Transportation Pilot should be submitted electronically to workforce@cwmwdb.org by April 15.

Phone: (207) 446-3052

Email: ebenson@cwmwdb.org

The Central Western Maine Workforce Development Board provides equal opportunity in employment and programs. Auxiliary aids and services are available upon request to individuals with disabilities.

Maine Workforce Transportation Pilot: Application

Contact Person: _____

Title: _____

Phone Number: _____

Email: _____

Project Description

1. Please provide a brief description of the transportation challenges faced by your employees/participants for which you are requesting funds and how the project will enhance workforce transportation within your business, group of businesses, and/or business partners.

2. Please describe the implementation plan for the project including an assessment of your transportation needs, personnel targeted for the project (a minimum of four), benchmarks, key milestones, and deliverables. Please note that up to \$25,000 will be awarded per applicant budget including costs for insurance, maintenance, and participant safety, where applicable. Funds made be used to supplement existing state assets, staffing if applicable, technical resources to be used, and an implementation schedule.

3. Please describe the number of current and potential workers expected to benefit from the project, including their general locations, and briefly describe the rationale behind these numbers. This should address: how you will ensure your proposal meets worker needs, how you will identify workers with transportation challenges, how you will conduct outreach to ensure these individuals connect to transportation, and how you will ensure accessibility for individuals with disabilities.

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4. Please briefly describe how the project will connect current and potential workers to high quality job opportunities. These may be defined by factors such as wages and benefits, training opportunities, and opportunities to upskill within the job or with the employer.

5. Please briefly describe how the project will address the workforce recruiting and retention needs of your business, group of businesses, and/or business partners.