

TRANSPORTATION

Mission:

The OEWD will develop the infrastructure to efficiently and effectively get employees to growing employment centers offering a wide variety of employment opportunities.

Strategies:

1. Review existing work of city, county and regional groups and individuals with a similar mission.
2. Identify growing employment centers.
3. Overlay existing transit availability on identified employment centers.
4. Meet with specific employers in the employment centers to identify specific job opportunities:
 - a. Number of openings
 - b. Basic requirements
 - c. Specialized requirements
5. Meet with Madison Metro to obtain information on employee/employer transit models from comparable geographic areas to identify “best practices”.
6. Prepare financial analysis for various “best practice” models determined to be most appropriate for specific local situations.
 - a. Cost per rider
 - b. Employer subsidies
 - c. Community subsidies
 - d. Other sources of financial support (foundations, grants)
7. Develop tentative transportation models for community and employer review.
8. Meet with communities where employment centers are located to evaluate support for any potential transportation enhancement programs
 - a. Chambers of Commerce and other economic development organizations and/or individuals
 - b. Community based organizations
 - c. Political leadership
9. Communicate information regarding specific jobs and requirements to community based organizations:
 - a. To inform their constituents
 - b. To develop or alter existing training programs to meet identified employer needs

Statistical Information Regarding Current & Projected Transportation

Dane County Snapshot

Population 2010: 488,073

Estimated Population 2013: 495,921*

Population growth 2000-2010: 14.43% (61,547)

Projected population 2040: 606,620 *

Housing Units: 203,750

Employment 2011: 249,351

Employment growth: 2001-2011: 8.73%

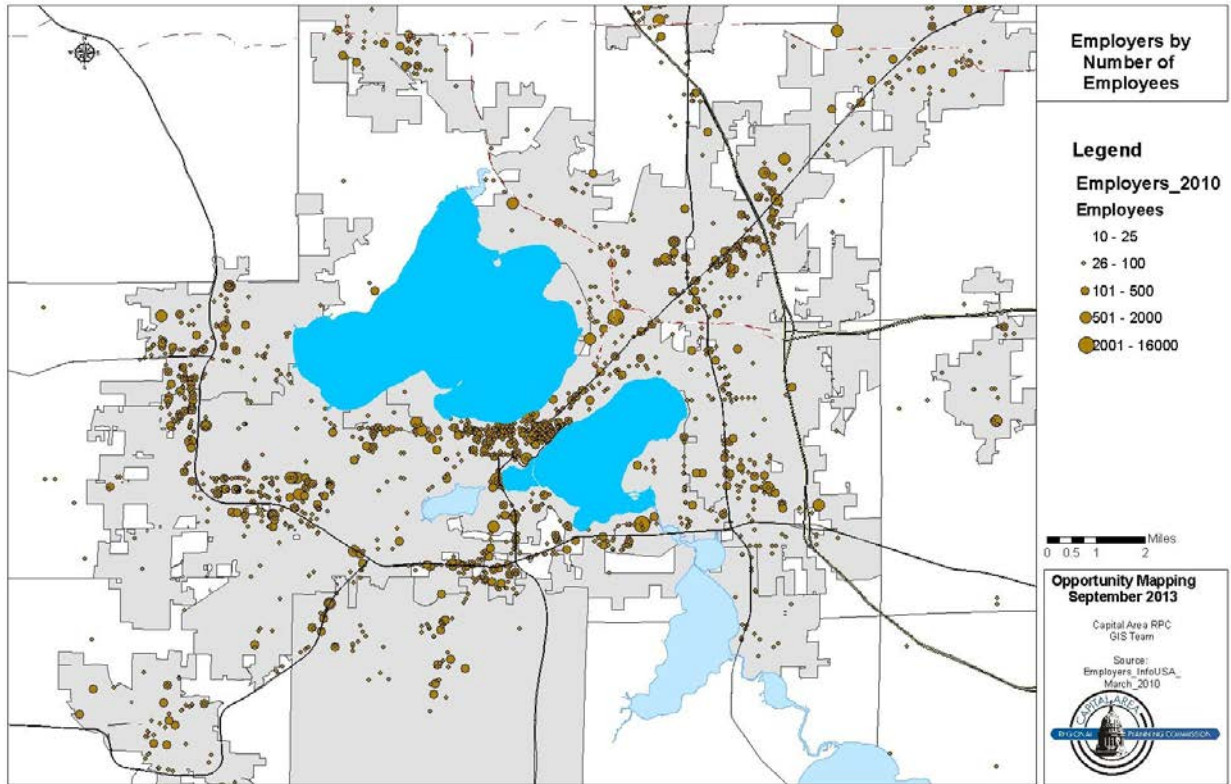
Major Sectors: Health Care and Social Assistance, Retail Trade, Accommodation and Food Services, Manufacturing, Finance and Insurance, Professional, Scientific, and Technical Services

Major employers: UW-Madison, University of Wisconsin Hospitals, Epic Systems, Madison Metropolitan School District, American Family Mutual Insurance Company, Department of Corrections, UWWMF, Department of Health Services, City of Madison, SSM Health Care of Wisconsin Inc., Dean Medical Center, Meriter Hospital Inc., Madison Area Technical College, County of Dane, WPS * DOA, 2013 Estimate

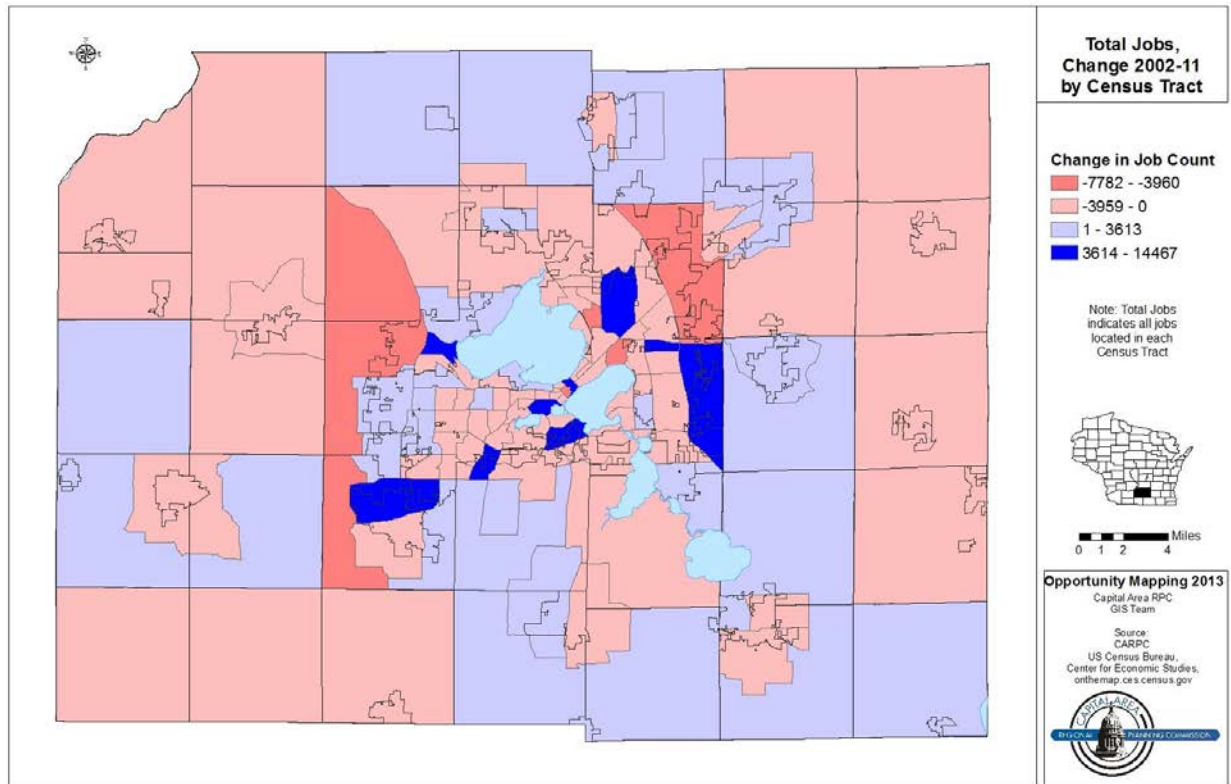
Dane County's **major employment sectors**, and the number of jobs in 2011, are:

1. Healthcare & Social Assistance 42,465
2. Retail Trade 29,184
3. Accommodation & Food Services 23,620
4. Manufacturing 22,515
5. Finance & Insurance 22,163

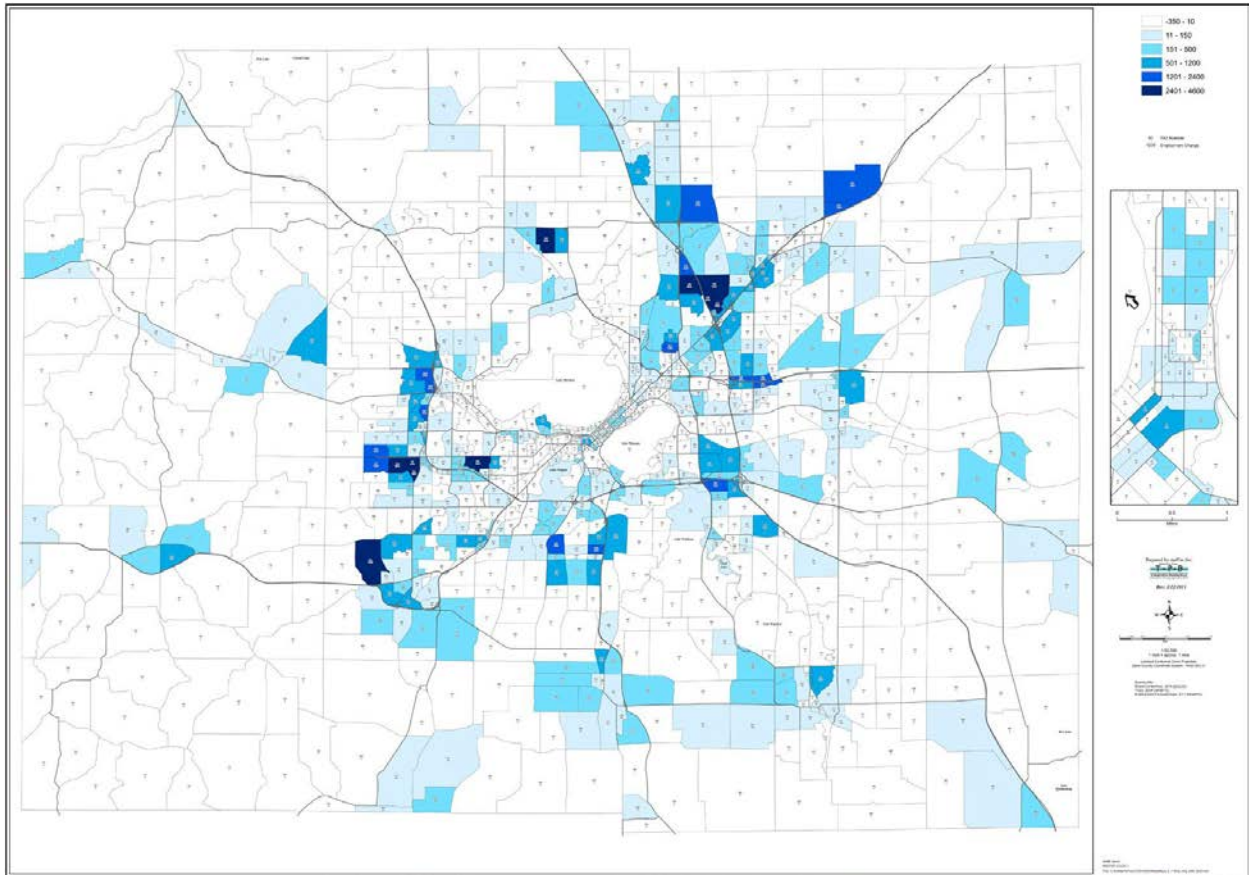
Employers by Numbers of Employees*



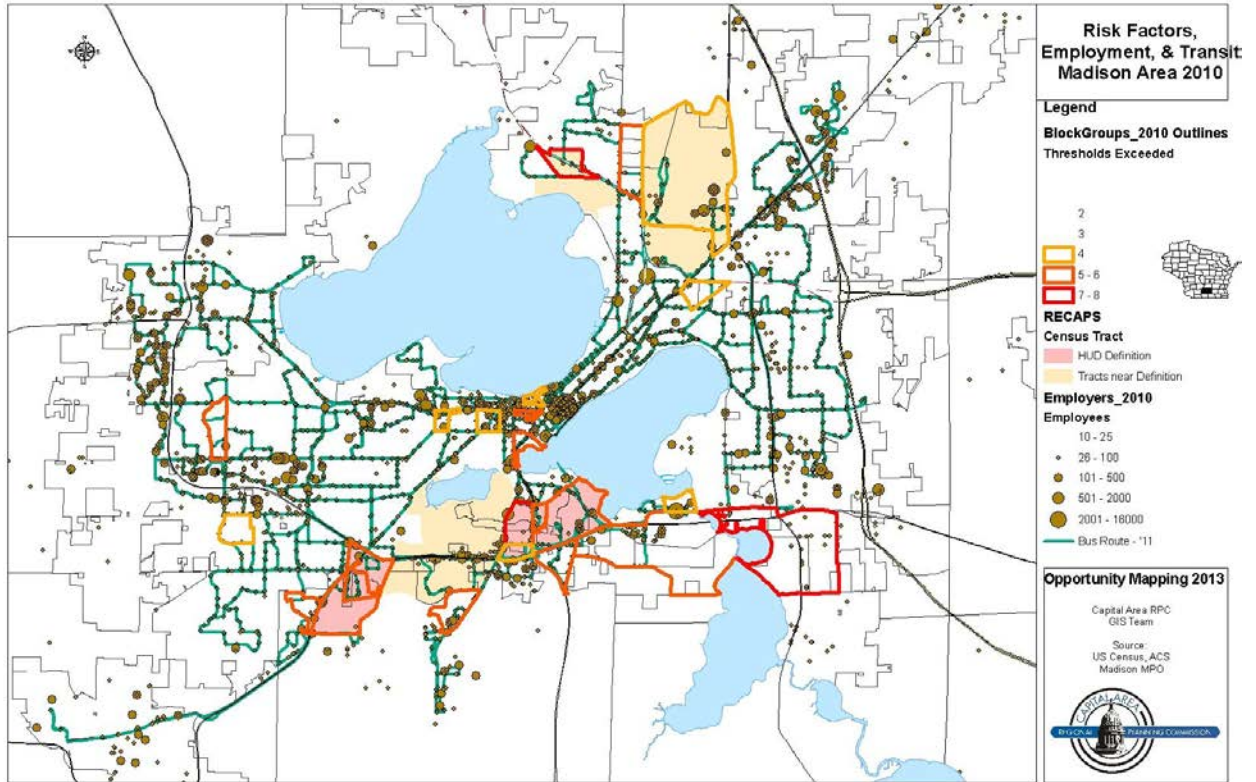
Total Jobs, Change 2002-2011 by Census Tract*



Employment Change 2000-2035 by Traffic Analysis Zone*



Risk Factors, Employment & Transit – Madison Area 2010*



*Charts produced by Capital Area RPC GIS Team

MINORITY EMPLOYMENT AND BUSINESS DEVELOPMENT

Mission:

Encourage Dane County to initiate a county-wide Equity Impact Assessment of all policy decisions and budget allocations to ensure equity in employment, contracting and service delivery to racial, ethnic and socially and economically disadvantaged groups. Dane County as an employer and contractor will serve as a good role model.

Strategies:

1. Require minority goal attainment to be included as part of all submitted bid proposal. Propose a “pre –bid” MBE commitment as part of the bid award review criteria or require a pre-bid good faith effort affidavit document communicating proposed goal attainment.
 - a. Tactic
 - i. Letter from ED Commission Chair to Director Department of Administration suggesting the bidding process be changed to have the vendor MBE commitments be part of the initial submission.
2. Establish an on-line registration system for minority businesses to apply for designations and listings.
 - a. Tactic
 - i. Letter to the Director of Contract Compliance encouraging that a system be instituted that will make it easier for businesses to apply for preferential status; and, make it easier for contractors to identify MBEs as subs.
3. Increase and expand the use of the “alternative selection” [AS] program on all entry level positions. Increase the frequency of AS recruitments and expand the number of designated entry level positions including other vacancies as appropriate.
 - a. Tactic
 - i. Letters to Director of Department of Administration and to Director, Employee Relations expressing Commissions support of the concept and encouraging them to implement the change to AS as soon as is practical
4. Utilize county department Limited Term Employment [LTE] as a Dane County Minority Work Experience program. A pathway to regular county employment.
 - a. Tactic

- i. Letters to Director, Employee Relations and Director Office of Equal Opportunity encouraging the development of a formal program directed at under representative groups
5. Conduct semi-annual marketing event promoting Dane County as an employer & contractor, particularly performing outreach to communities of color.
 - a. Tactic
 - i. Review concept with Director office of Equal Opportunity and offer to assist in developing event (communicating with Chambers and economic development community)
6. At least annually, issue and publicize an external report on the status of minority employment in Dane County. (Currently done for Co Exec and Board)
 - a. Tactic
 - i. Communicate concept to Director Office of Equal Opportunity and Equal Opportunities Commission