



HCPO 2024

BALANCING CHANGE IN
A DYNAMIC LANDSCAPE



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Innovative Approaches to Assess Alternative Commuters' Transportation Needs

MODERATOR & PANELISTS



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SESSION AGENDA

- **Overview**
 - Historic underrepresentation and unique mobility challenges of alternative commuters
- **Case study on DOH Shiftworker TDM Project**
 - Community-driven strategies for improved travel needs assessments
- **Small group discussion**
- **Question and answer**



OVERVIEW

...who are alternative commuters?

those who travel outside the “traditional” 9AM-5PM work hours or for purposes other than commuting to work, such as for education, errands, or leisure. Their travel patterns may include off-peak hours or flexible, non-routine trips

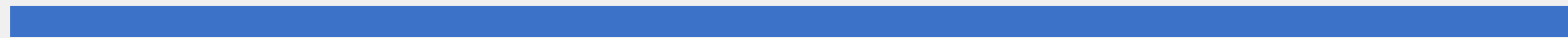


travel data typically based on *commuting* patterns

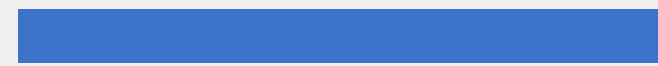
Means of Transportation to Work (Workers 16 Years and Over)
in Hawaii

United States®
Census
Bureau

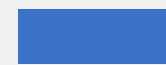
Drove alone - 64.1%



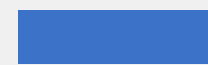
Carpool - 15.0%



Public transportation - 3.5%



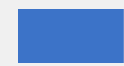
Walked - 4.5%



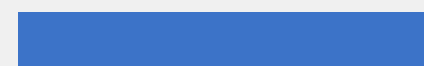
Bicycle - 0.9%



Taxicab, motorcycle, or other means - 2.5%



Worked from home - 9.5%



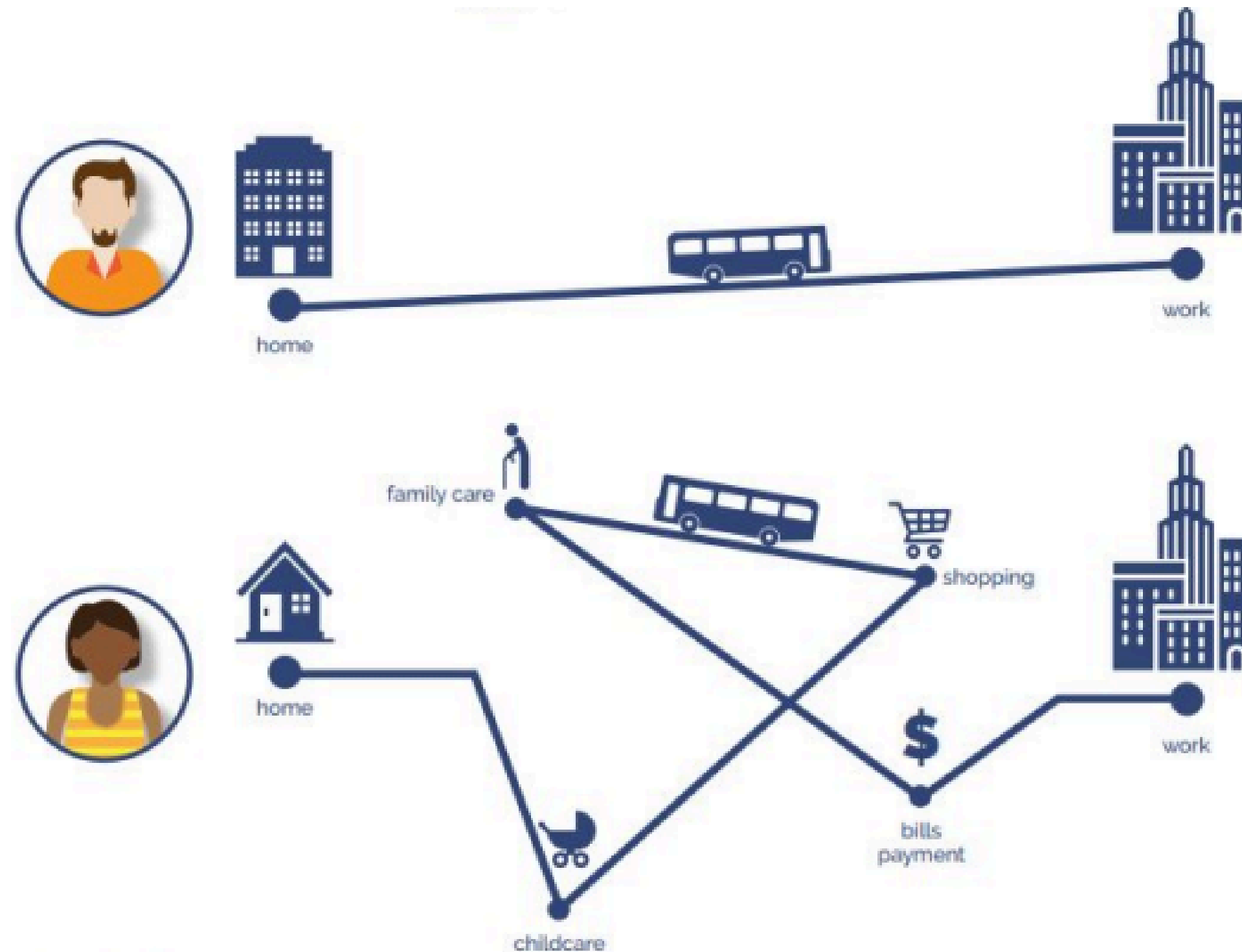
0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65%

Commuting (Journey to Work)

Commuting data includes where people work (including work from home), when their trip starts, how they get there, and how long it takes. Commuting data helps policy makers and planners make decisions related to transportation infrastructure.

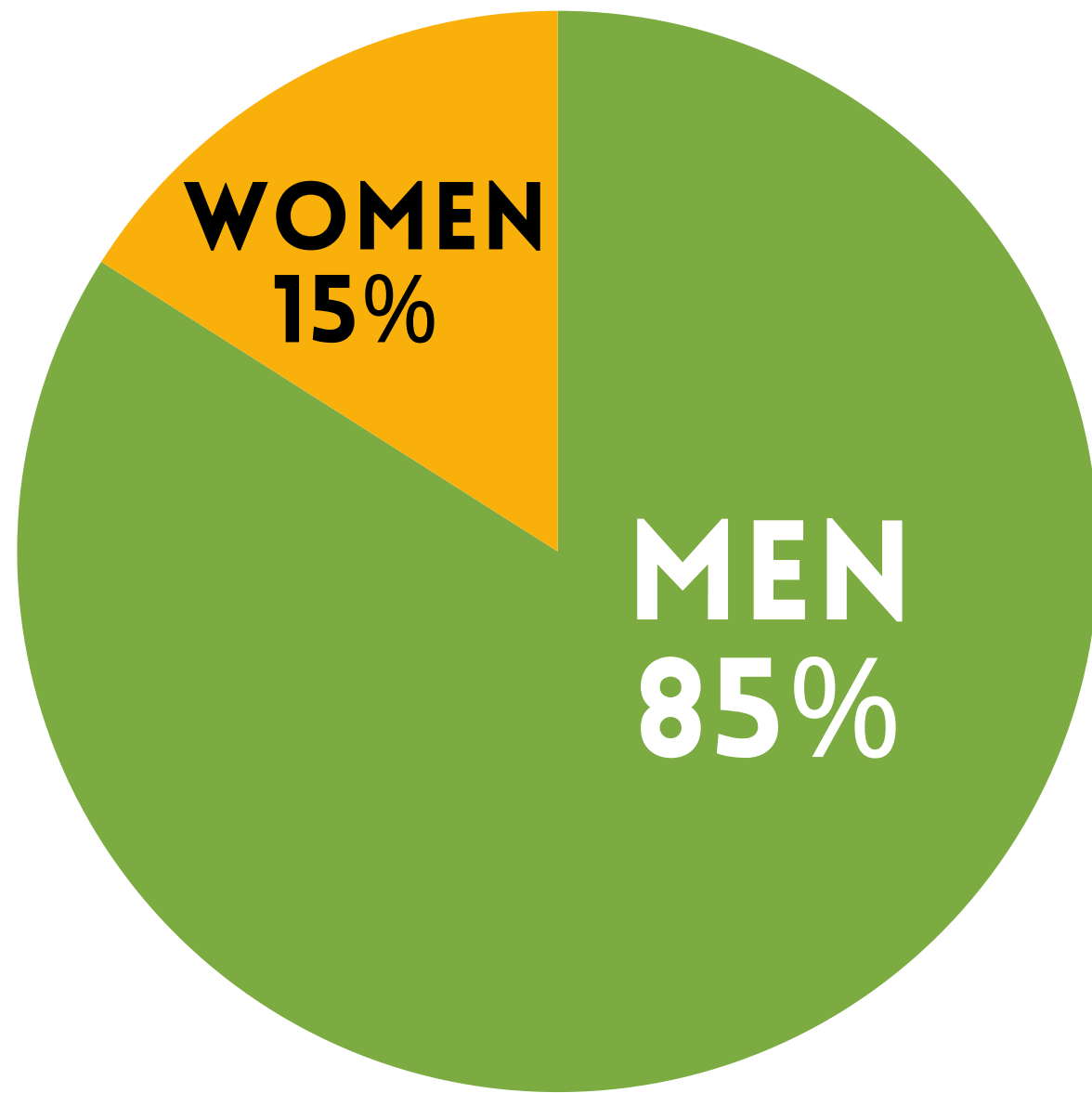
transportation planning historically designed to serve traditional commuters

**alternative
commuter**



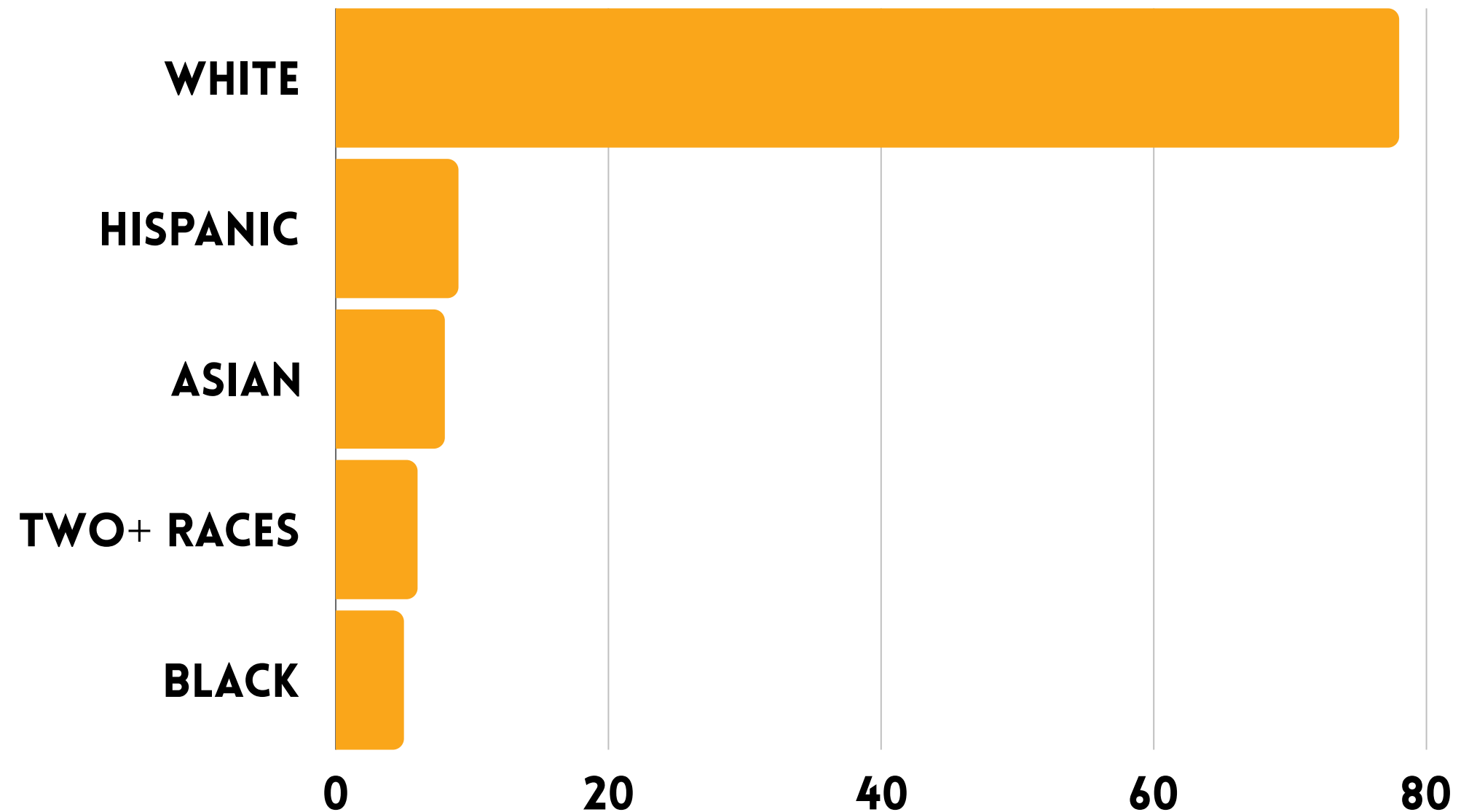
Source: IDTP Brazil

Under-representation in transportation planning



*USA Transportation Workforce -
Men vs Women*

Source: Mineta Transportation Institute (2019)



Urban Planners Racial Breakdown %

Source: Data USA (2021)

INCREASED TRAVEL TIME



3 or more days per week



65%



53%



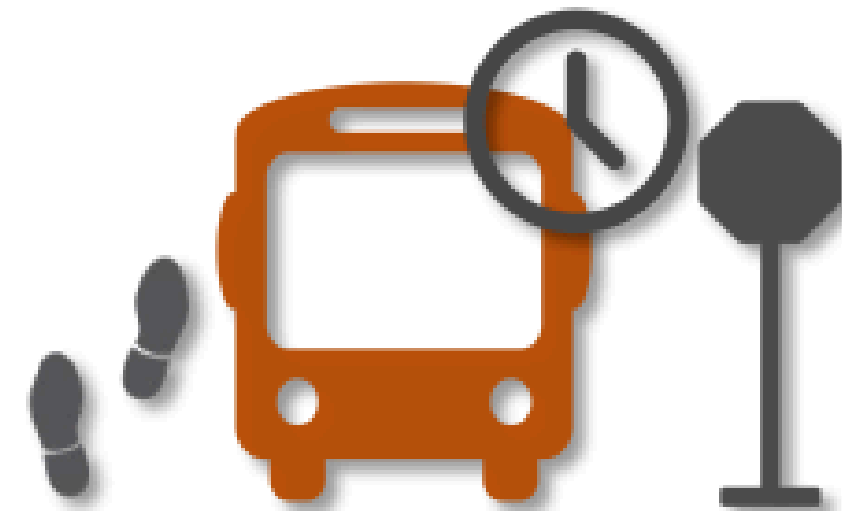
time spent inside
the bus



40^{min}



36^{min}



all the trip



64^{min}



57^{min}

São Paulo Travel Time Example

Source: IDTP Brazil (2021)

INCREASED TRAVEL COSTS

"Pink Tax"

\$25-50

median extra transportation cost
per month for women in NYC
due to **safety reasons**

\$75-100

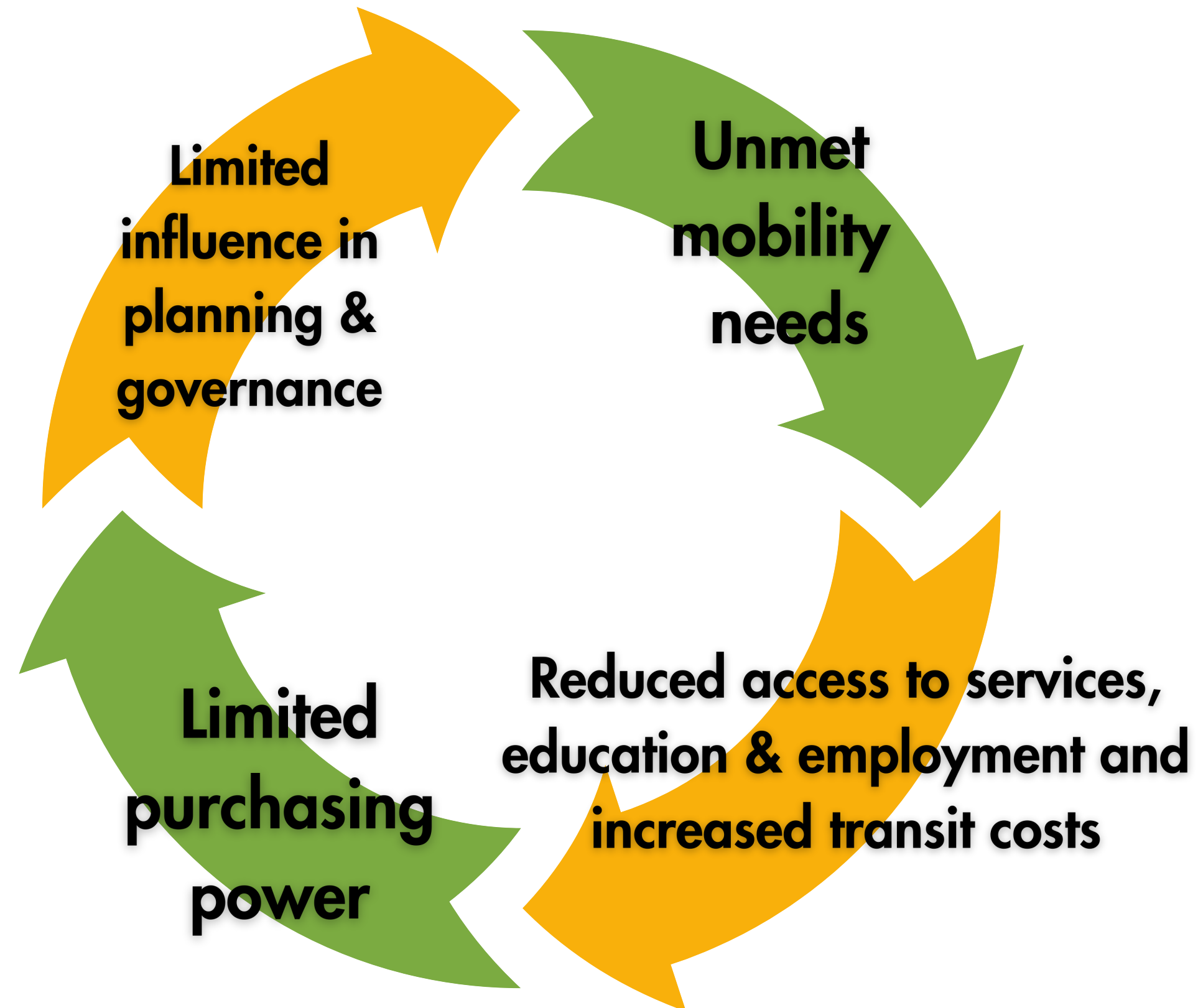
median extra transportation cost
per month for women in NYC
due to **caretaking**

Source: NYU Rudin Center for Transportation

UNDER REPRESENTATION...

leads to unmet travel needs

PERPETUATING INEQUITY





INNOVATIVE APPROACHES TO **ASSESS TRAVEL NEEDS**

National Example:

LOS ANGELES, GENDER EQUITY TRANSPORTATION STUDY



DATA STRATEGIES

- Collection led by community based organizations
- Aggregated by gender and neighborhood
- Barriers to travel to work, school, groceries, etc.
- Perception of safety



412 COMMUNITY
SURVEYS

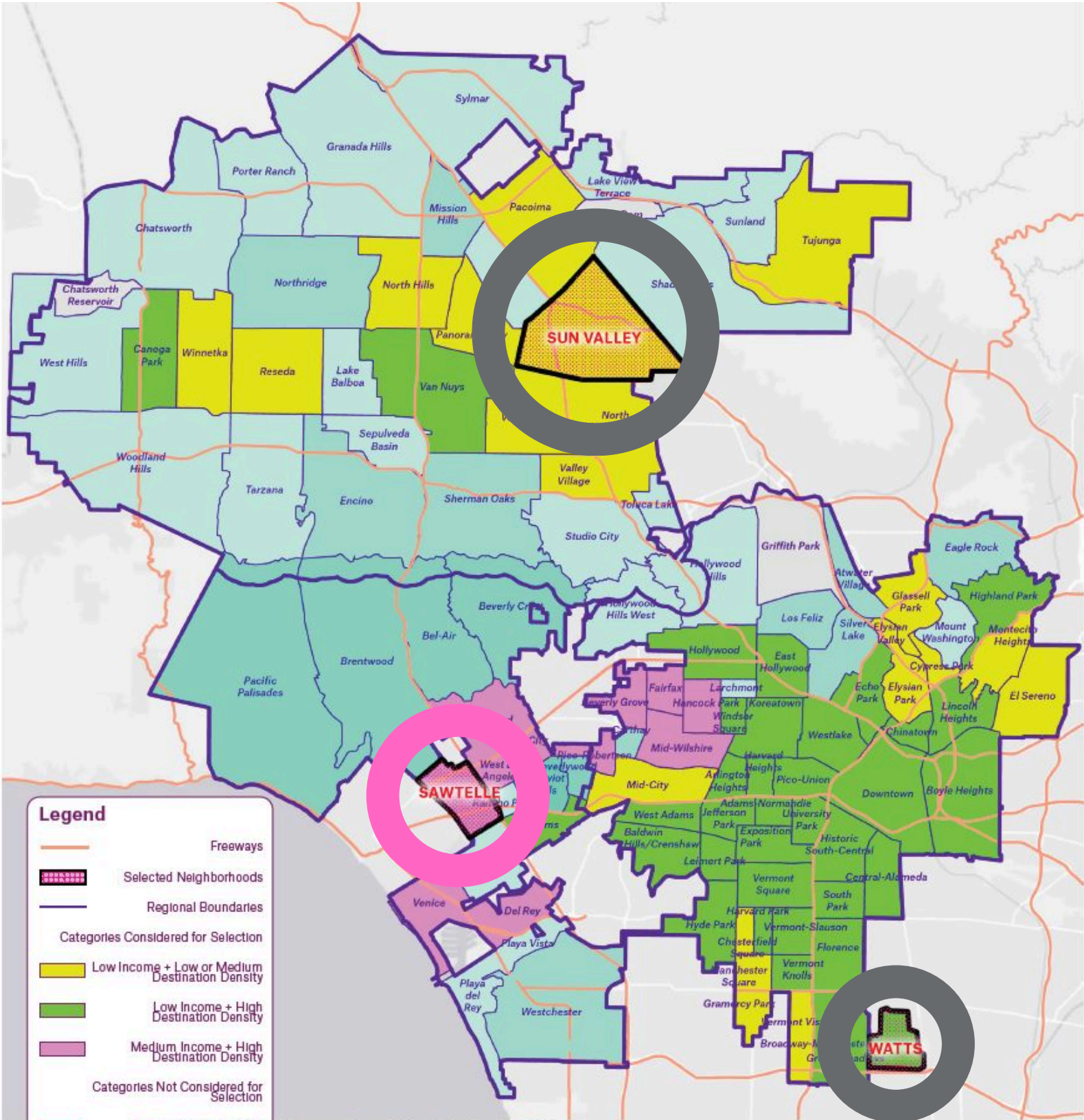


74 TRAVEL
INTERVIEWS



3 WORKING
GROUPS

NEIGHBORHOOD-LEVEL DATA



Source: City of LA Geohub, LADOT



Racial + ethnicity

Density

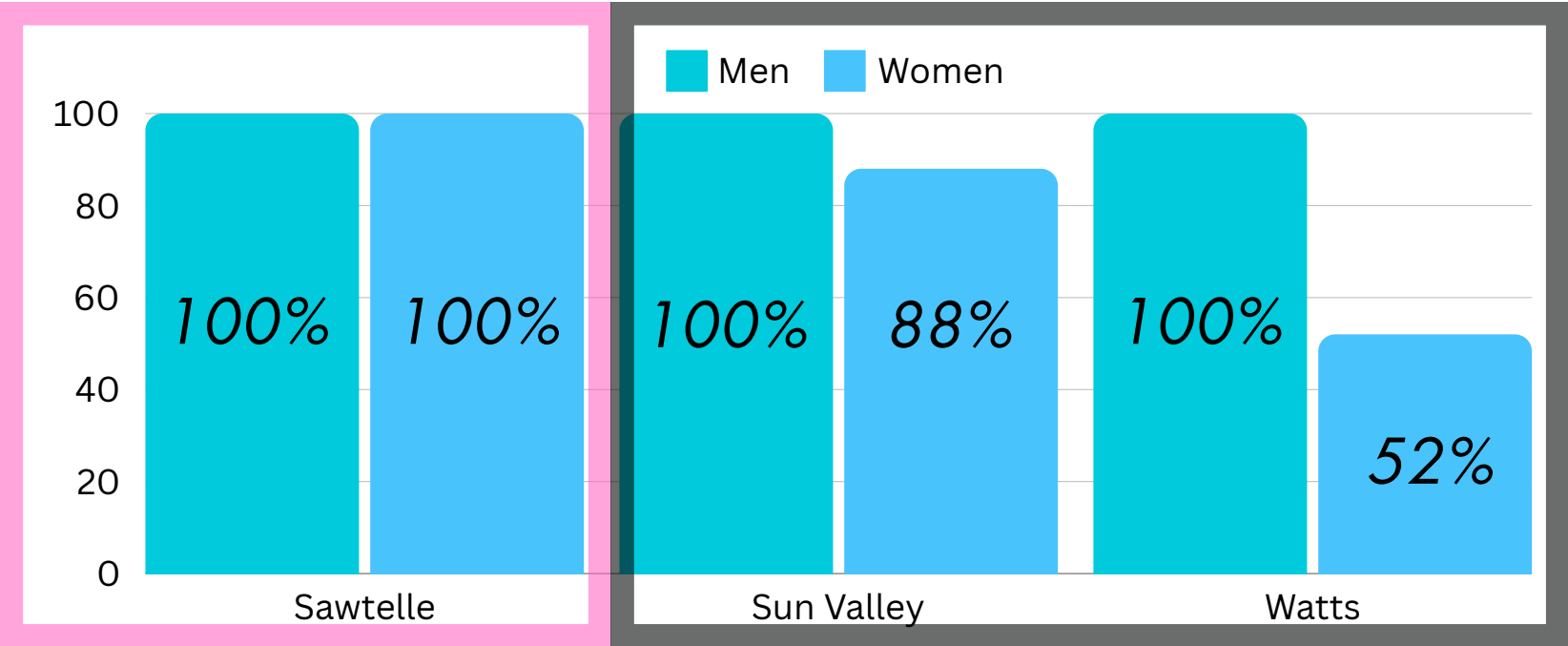
Household income

Traffic safety

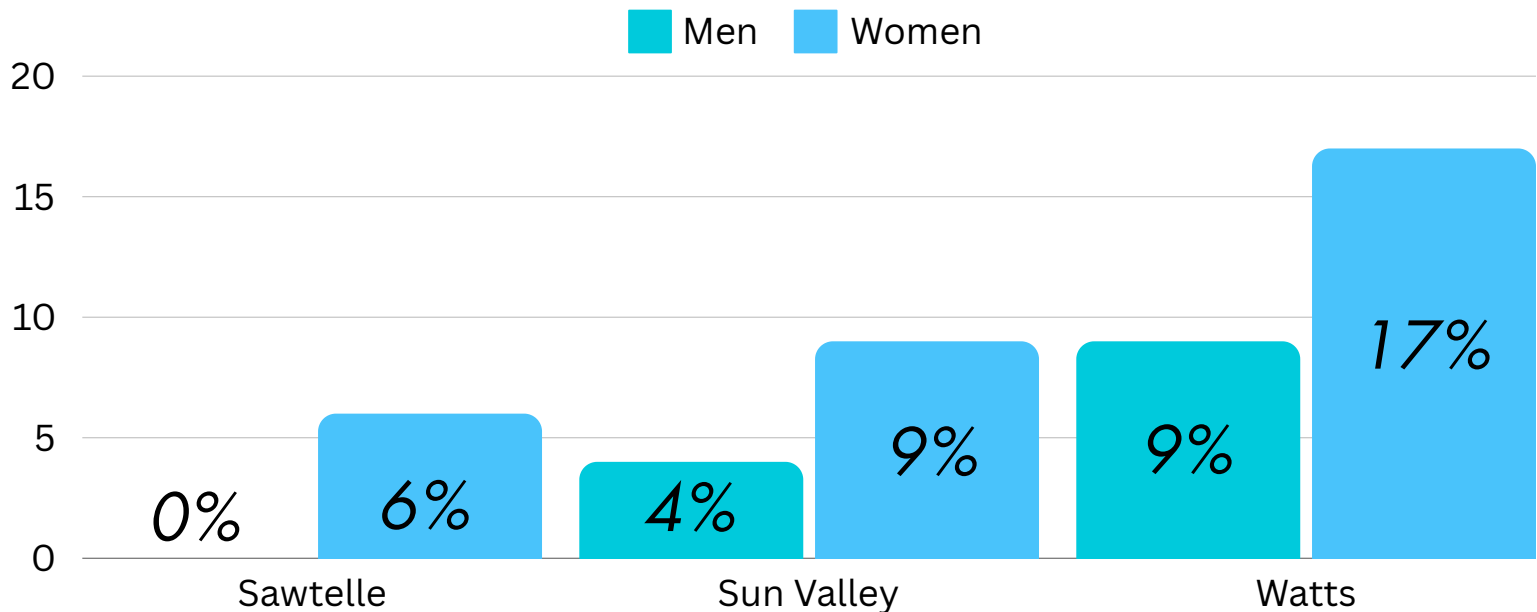
Existing transit infrastructure

	SAWTELLE	SUN VALLEY	WATTS	LA NEIGHBORHOOD AVERAGE ⁵⁵
INTERSECTION DENSITY (/SQMI)	284.0	195.5	278.1	187.8
SIGNAL DENSITY (/SQMI)	27.5	9.0	8.5	11.0
SIGNAL TO INTERSECTION RATIO	0.10	0.05	0.03	0.06
STREETLIGHT DENSITY (/SQMI)	786.9	346.5	801.9	644.5
WALKABILITY INDEX ⁵⁶	0.86	-2.3	-0.3	-0.96
BUS BENCHES/SHELTERS TO STOP RATIO ⁵⁷	3.97	0.69	0.22	0.76
DENSITY OF BUS INFRASTRUCTURE	57.6	13.1	11.3	16.5

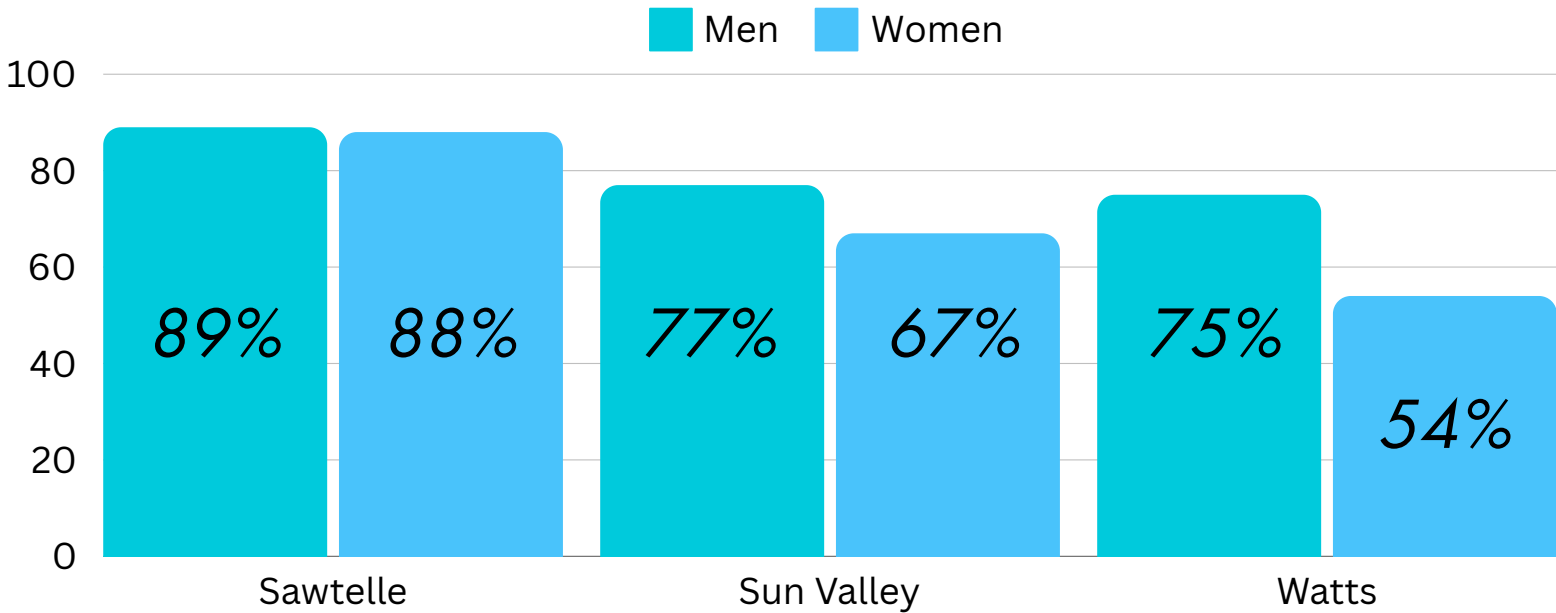
BARRIERS TO TRAVELS



Own a smartphone



Take 45+ minute trips to the grocery store



Own a driver's license

Local Example:

DOH SHIFT WORKER TRANSPORTATION DEMAND MANAGEMENT STUDY



HAWAII STATE
DEPARTMENT
OF HEALTH

Transportation Options
for Shift Workers in Hawai'i

Summary Report, March 2023



Kiana Otsuka

O'ahu Metropolitan
Planning Organization

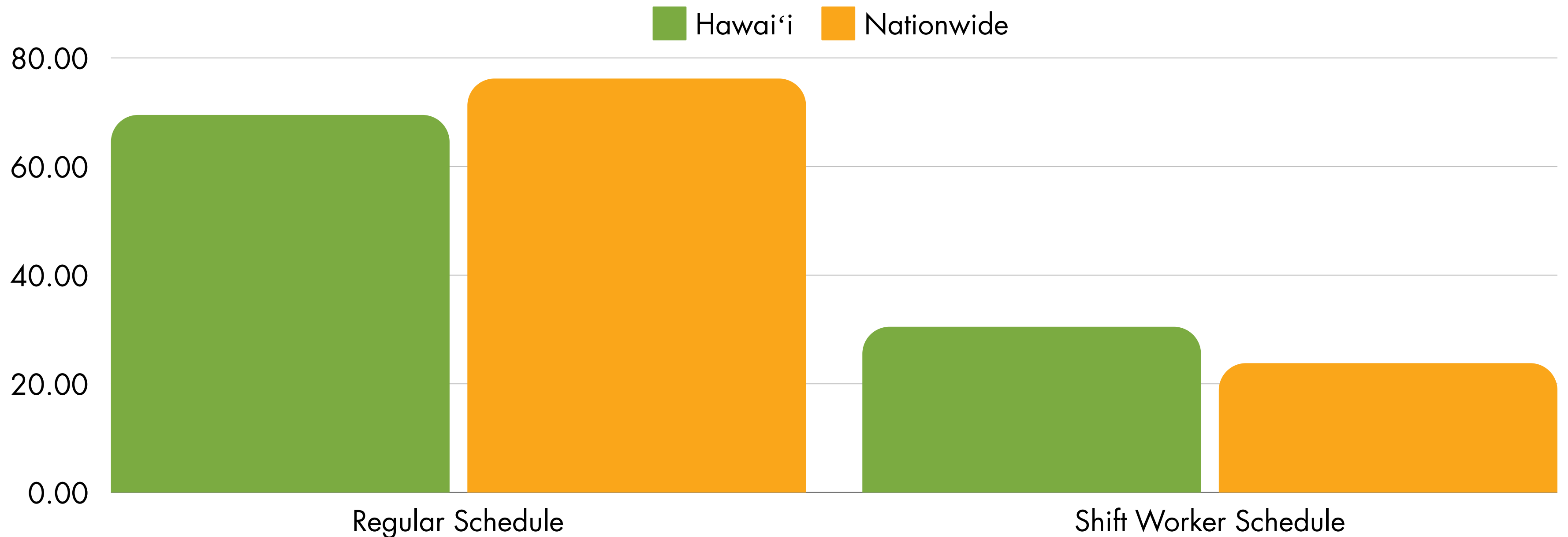
STRATEGIES TO ENGAGE CBOS

WHY SHIFT WORKERS?



SHIFT WORKER POPULATION HAWAI'I VS NATIONAL AVERAGE

Percent of Workers
2022 Survey of Income and Program Participation Data Sets



NATIONAL BEST PRACTICES FOR SHIFT WORKER TRAVEL

- Extended Transit Service
- Transit Subsidies
- Rideshare Coordination
- Mobility Hubs
- Vanpools
- Bikeshare
- E-bike Subsidies



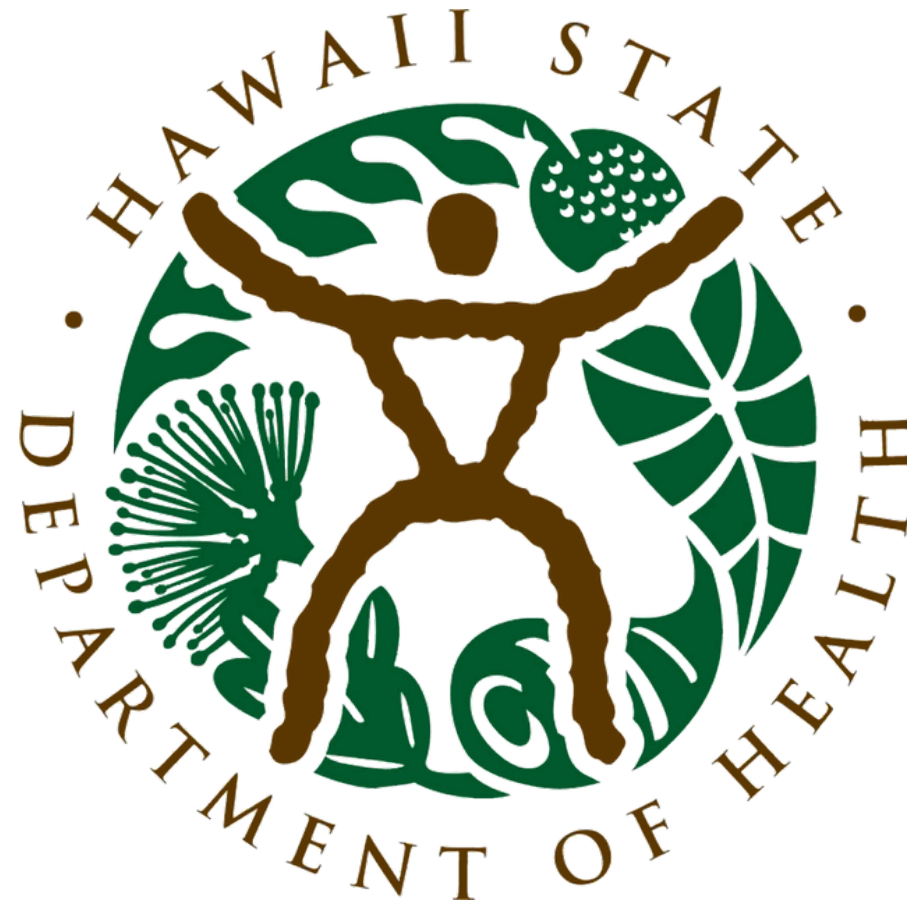
Calvan Driver Testimonial of Farmworker Vanpool



PURPOSE OF THE PROJECT

Identify transportation solutions for shift workers

UNIQUE COLLABORATION



**HAWAI'I
STATE
ENERGY
OFFICE**

WORKING GROUP



Papa Ola Lōkahi
Nānā I Ka Pono Na Mā



PACIFIC GATEWAY CENTER

PROJECT TASKS

Task 1: Existing TDM Strategies in Hawai'i and National Best Practices

Task 2: Prioritize Locations and Types of Shift Workers for Pilot Projects

Task 3: **Engage Shift Workers in Prioritized Communities** and Travel Trends Analysis

Task 4: Recommended TDM Strategies



WHY COMMUNITY-BASED ORGANIZATIONS?

1. Already embedded in the community
2. Trusted by community members
3. Know how to best engage their community
4. Language proficiency to engage people who are often not adequately engaged in processes
5. Effectively collect information about lived experiences



A photograph of a transit station platform. In the foreground, a dark, textured metal grate runs along the edge of the platform. Beyond it, a paved area leads to a row of white vans with blue accents, parked in a lot. In the background, a yellow building and distant hills are visible under a blue sky with scattered white clouds. A faint rainbow is visible in the sky to the left of the vans.

PROCURING SERVICES FROM COMMUNITY- BASED ORGANIZATIONS

- Contract CBOs to **engage healthcare and hospitality workers to identify transportation needs and preferred solutions**
- Contractor Requirement:
 - **Experience working with shift workers in the prioritized community**
- Deliverables:
 - 1. Stakeholder Engagement Memo
 - 2. Execution of Stakeholder Engagement Memo (minimum 25 people engaged)
 - 3. Summary of Engagement and Prioritized Transportation Solutions
- Total Contract Time: ~2 months
 - Period of Engagement: ~1 month

CBOS HIRED



LESSONS LEARNED & KEY TAKEAWAYS

1. Demographics of participants matched the groups we were trying to reach
2. Reached many Limited English proficiency participants
3. Contracting and working with CBOs was more time intensive, but far more effective
4. Procurement can be done directly with a CBO(s), or scoped in a larger contract
5. Built relationships with CBOs that might be partners in future projects
6. Incentives are important to highlight the value of a community's time





Jess Thompson

Hawai'i Public Health
Institute

NEED FOR COMMUNITY HEALTH WORKERS

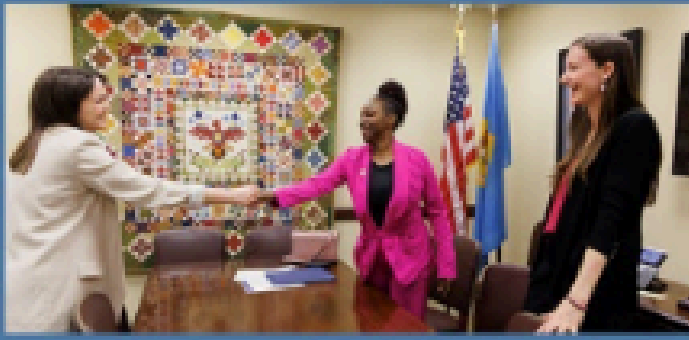
COMMUNITY HEALTH WORKERS

The National Association
of Community Health
Workers Calls on Public
and Private Institutions to

**RESPECT,
PROTECT,
AND
PARTNER**

with Community Health
Workers to achieve health,
racial equity, and social justice

More about this initiative: www.nachw.org/nachwaw



Connect with the Hawai'i
Community Health Worker
Association!

TOWARDS EQUITABLE ENGAGEMENT

Raise your hand if you
would like to improve
your community
engagement processes
so that you get more
useful information that
aligns with your
agency's equity values

**Community
health
workers**

**Culturally-specific
NGOs**

**Youth
groups**

**Labor
organizations**



TOWARDS EQUITABLE ENGAGEMENT

Traditional public engagement processes: Are you getting the breadth and depth of information you need to make sure transportation systems are responsive to communities who are not in attendance?

Possible equitable engagement solution: Engage non-governmental organizations who have trusted relationships in communities most impacted by historic disinvestment to solicit feedback and create solutions. PAY PEOPLE stipends for sharing their insight with you.



Nelson Salvador

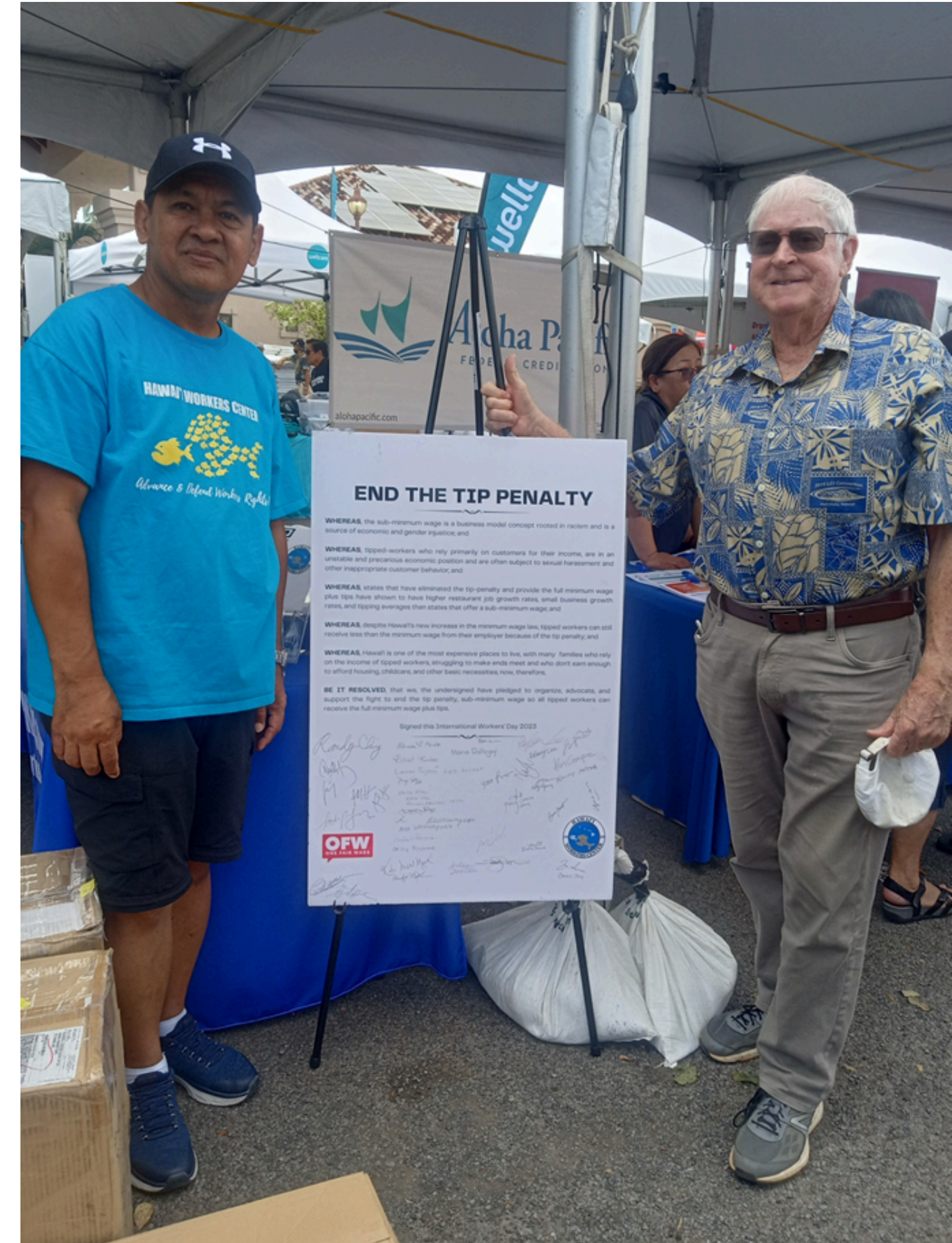
Hawai'i Workers Center

SHIFT WORKER TRANSPORTATION CHALLENGES IN KALIHI



Who is the Hawai'i Workers Center?

The Hawai'i Workers Center (HWC) is a 501c(3) non-profit organization that envisions a Hawai'i in which all workers are empowered to exercise their right to organize for their social, economic and political well-being.



HWC's Research

- For our work and advocacy to move forward, we must meet and talk with people, with workers.
- The shift worker research was not only an opportunity to help achieve the study objectives, but it also opened a window to meet people and learn about **workers' issues**, the reason of our being the HWC.





HWC Experience

Stories we encountered...

“Me and my husband work **double jobs** to make ends meet. At the same time, we can’t afford to hire nanny to take care of our children. Going to work is hard as I need to take the bus. I always **must play catch up**. If I miss the bus, it is a lot of trouble. A lot of time, and resources to go to work. I **wish I have a tricycle here.**”





“I take two bus routes to work. But it is still my preferred mode of transport. It is time consuming, but I will endure that. Of course, **I wish there was a single route** to my workplace. But my biggest concern is that we were told that our route to the village I lived will shut down due to low ridership. Is that even fair? If that happens, I will have to **walk 4 miles** to the next bus stop.”

“When I first arrived in Honolulu from the Philippines, I had difficulty navigating my way to work in the morning. **I do not own a car, much less a driver’s license.**

Because I know how to ride a bike, I opted to get one. I got a kiddie bike.

But I am now **57 years old**. My legs still get me to work, but many times, I want to say “**awat na!**”. I have been observing those that use eBikes. My legs seem to tell me to get one, but **I cannot afford it right now.**”



KEY ISSUES

Low-income seniors are dependent on public transport.

It is important that their inputs be heard when tinkering with transit routes.



KEY ISSUES

Couples trying to baby-sit their children, by themselves needs access to public transport on real time.

This is concern that needs attention from planners.



OUR TAKEAWAYS

In trying to understand transportation needs, person-to-person interaction is essential to get the real, human side of the transport story.

LET US KNOW HOW YOU
GET AROUND AND WHAT
WOULD MAKE IT EASIER
FOR YOU TO TRAVEL!



HAWAII WORKERS CENTER



TAKE OUR QUICK SURVEY
AND SHARE YOUR
THOUGHTS ON HOW YOU
GET AROUND & WHAT
WOULD MAKE IT EASIER
FOR YOU TO TRAVEL!

Call or email us at with your ideas for
transportation improvements in the community.

(503) 967-5377 hiworkerscenter@gmail.com



HAWAII
STATE
ENERGY
OFFICE





Paul Alee

Hawai'i Island
Community Health Center

SHIFT WORKER TRANSPORTATION CHALLENGES IN HILO

COMMUNITY HEALTH WORKER PERSPECTIVE

- Community Health Worker at Hawai'i Island Community Health Center
- Transportation is a major issue for people accessing services at the health center
- Connected to the DOH Shiftworker Study through Hawai'i Public Health Institute and the Community Health Worker Association

THE PROCESS

- **Incentive process:**

- Paying people gift cards when they fill out a survey.
- Called and texted with people who visited our health center I knew worked second shift and explained about the survey and the gift card.

- **Challenges:**

- Surveys were not translated and required quite a bit of explanation and talk story in order to get meaningful responses.
- People wondered what happened to the information.

- **Successes:** Once we were able to talk story – we got great information, data, and personal stories.

PARTICIPANTS



30 respondents

Age

Majority reported being between 25 and 54

Gender

- 18 respondents - male
- 12 respondents - female

Ethnicity

50%+ of respondents reported being Micronesian

RESULTS

- Over half of respondents report **taking the bus every day**.
- 1/3 of respondents reported **arriving 30 minutes or earlier** to work because of their ride's availability.
- 1/3 of respondents reported **waiting 30 minutes** or more after shift was complete to begin their trip home.
- Over half of respondents reported that the **trip to work takes over 30 minutes** for and the trip home takes over 30 minutes.

POSSIBLE SOLUTIONS

*to improve shift
workers' mobility*



Hire shuttle drivers at public housing complexes to shuttle folks to and from work, school, appointments, etc



Pay mileage for folks carpooling to and from work or school



Purchase foldable e-bikes, locks, rain gear, helmets and provide ebike training

POSSIBLE SOLUTIONS

*to improve shift
workers' mobility*



Increase mass transit funding to provide reliable safe, transit infrastructure and services.



Install ebike/bike libraries at public housing complexes

SMALL GROUP DISCUSSION

- General thoughts or questions about the panel?
- What are barriers and/or opportunities exist for carrying out the strategies discussed today?
- How can we implement the discussed solutions to improve shift workers' mobility?

MAHALO!

