Workforce Transportation Survey
Downtown Area (29601)

Workforce Data Collaborative
July 2018
Workforce Data Collaborative

• Formed in April 2018 to conduct research critical to advancing Greenville’s economic development
• Representing four economic development organizations in Greenville County:

  Appalachian Council of Governments
  SC Works
  Greater Upstate
  Greenville Area Development Corporation
  Greenville Chamber

• Focused on understanding the needs of employers and employees for continued success
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• Direct engagement of employers and employees through surveys of key employment centers

• Data collection will focus on key locations identified through employer feedback
  – Downtown area (29601)
  – Brookfield/Mauldin
  – Donaldson/SCTAC area
  – Pelham Road
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• Currently exploring barriers to workforce participation

  Transportation
  Affordable housing
  Child care
  Criminal records

• Analysis will be shared with business leaders and policymakers to inform administrative, regulatory or policy changes to enhance workforce participation
Unemployment

Total Unemployed By Census Block Group
- < 25
- 26 - 49
- 50 - 99
- 100 - 149
- 150 -
- Interstate
- Major Highway
- Municipality
- County Boundary

Source: U.S. Census Bureau (2018)
Overview of Initial Survey

• Focused on Downtown Area (29601) and transportation
• Utilized separate surveys for employers and employees
• Distributed link via e-mail, printed flyers, and social media
• Conducted from May 15 – June 8, 2018

Note: participation in the survey was voluntary; methodology and results are not scientific
Overview of Initial Survey
Overview of Initial Survey

- Downtown Area (29601) has experienced tremendous growth in the past three decades.
- Currently 734,328 square feet of office space is available Downtown\(^1\) (not including the planned redevelopment of County Square).
- Absorption of office space could result in 5,000+ new office jobs\(^2\) Downtown, and other sectors are continuing to grow (i.e. hospitality, retail).

1) Source: CoStar, July 5, 2018 for the 29601 zip code
2) Based on 150 sq. ft. per person
Survey Responses

- 1,200+ responses
- Participation from employers and employees in eleven business sectors

Employers
- Business/Professional Services
- Hospitality (restaurant, lodging)
- Retail
- Non-Profit
- Healthcare/Medical
- Government
- Arts & Culture
- Manufacturing
- Health & Beauty
- Entertainment (sports, event space)
- Construction

Employees
Key Findings: Employees

92% of employees drive alone to and from work.

- Employee commute times to work
  - Less than 15 minutes: 30%
  - 15 to 30 minutes: 44%
  - 30+ minutes: 26%
Key Findings: Employees

Survey Respondents’ Home Address Points
Key Findings: Employees

Home Address Points and Current Greenlink Routes
Key Findings: Employees

• Of the 1,000+ employees who provided home address data
  – 33% are within a half mile of a current Greenlink stop
  – 19% are within a quarter mile of a stop

Note: distances are as-the-crow-flies
Key Findings: Employees

Reasons employees don’t currently take the bus to work:

- Prefer to drive (67%)
- Current bus routes are not convenient (41%)
- Current bus frequency not convenient (30%)
- Current bus hours of service are not adequate (22%)
Key Findings: Employees

Parking

- Employer-paid garage or lot: 64%
- Self-pay garage or lot: 20%
- On-street parking: 7%
- Both street and garage based on availability: 4%
- Not applicable: 5%
Key Findings: Employers

Employer concerns
- Parking availability: 71%
- Parking cost: 65%
- Congestion: 42%
- Bus frequency: 38%
- Bus hours of service: 30%
Key Findings: Employers

What transportation and mobility enhancements would your workforce benefit from most?

- Additional structured parking
- More trolley/shuttle service
- More frequent bus service
- Longer running bus service
- Additional surface parking
- Park-and-ride locations
- Modified bus routes
- More bicycle infrastructure
- More for-hire vehicle availability
Solutions to Consider

**IF A PARK-AND-RIDE WERE CONVENIENT AND AFFORDABLE:**

- **38%** of employees definitely or probably would use.
- **50%** of employers definitely or probably would fund passes for their employees.

**IF BUS SERVICE WERE MORE FREQUENT AND LONGER RUNNING:**

- **25%** of employees definitely or probably would use.
- **43%** of employers definitely or probably would fund stipends for employees.
Employee Residences and Greenlink COA Routes
Unemployment and Greenlink COA Routes
Next Steps

• The Workforce Data Collaborative (WDC) will continue to engage employers and employees in locations identified through employer feedback
  – Brookfield/Mauldin
  – Donaldson/SCTAC area
  – Pelham Road

• The next iteration of surveys will include transportation and other barriers to workforce participation: affordable housing, child care, and criminal records
Thank you!

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