



**NEPA
MOVES**

Because Every Life Has a Destination

Laura Ducceschi, MBA, MA
President & CEO
Scranton Area Community Foundation

NEPA Moves and SAF

- ▶ The Scranton Area Community Foundation (SAF)
 - ▶ 64 years old
 - ▶ Public, 501c3 Community Foundation of the Lackawanna County Region
 - ▶ Over 175 Charitable funds under management
 - ▶ Three additional foundations under management
- ▶ NEPA Moves is a project of SAF
 - ▶ Catalytic Philanthropy
 - ▶ Community Partnership Model



Building of a Partnership

- ▶ In nearly every discussion held by the Scranton Area Community Foundation, access to reliable transportation was seen as a major barrier to economic mobility and quality of life.
 - ▶ Individual Economic Justification
 - ▶ Regional Economic Justification
- ▶ SAF approached the Federal Reserve Bank of Philadelphia regarding the challenges and economic implications of transportation
 - ▶ Transportation access and amenities make regions more competitive in attracting businesses and employees.
 - ▶ The Fed's community development team heard similar reports that a lack of transportation was a barrier in northeastern Pennsylvania as well as other parts of the Third Federal Reserve District.
- ▶ SAF formed a partnership with the Federal Reserve Bank of Philadelphia
 - ▶ Alignment with the Economic Growth & Mobility Project.
 - ▶ Focus on equitability
 - ▶ Data and reported experiences demonstrated crucial links between transportation mobility and economic opportunity.

Strategy

- ▶ As an independent anchor institutions, SAF and the Federal Reserve Bank of Philadelphia created a collaborative group of stakeholders to catalyze change at a regional level
- ▶ In February of 2017, it was established as the NEPA Equitable Transit Council (former name of NEPA Moves)
 - ▶ Started with 12 attendees
 - ▶ Four council meetings annually with an increasing number of local leaders in attendance.
 - ▶ Subcommittee meetings are additional opportunities for deep dives
 - ▶ Over 90 community leaders now participate on the council
 - ▶ Members include health, social service, government, business etc.
- ▶ Built as a collaborative initiative
 - ▶ Defined council structure
 - ▶ Identified committee level workflow and processes
- ▶ Council set mission, vision and goals
 - ▶ Buy-in created through entire process
- ▶ **Vision Statement: “All Northeast Pennsylvania residents feel part of a thriving region thanks to a comprehensive and equitable transportation system that creates and expands opportunities. Life is better because everyone has access to possibilities.”**

Strategic Focus Areas

- ▶ Subcommittees
 - ▶ Communicators and Amplifiers
 - ▶ Health and Social Services
 - ▶ Workforce, Economic Development and Mass Transit



Data drives the project

- ▶ Research conducted by The Institute for Public Policy and Economic Development indicates that:
 - ▶ Residents of Northeastern Pennsylvania who do not have a car find it difficult to utilize available transit and transportation options for job interviews and commuting to work.
 - ▶ Good employment opportunities at industrial parks outside city centers are difficult to access without a car.
- ▶ Research conducted by the Federal Reserve Bank of Philadelphia indicates that residents in an average neighborhood can only access 12 percent of opportunity occupations with a commute that doesn't exceed 60 minutes.
- ▶ A study of transit and employment in the 100 largest metropolitan areas nationwide found results comparable to the referenced Philadelphia Fed study: Only 27 percent of jobs were accessible via transit in 90 minutes or less.

Key Accomplishments

Developed a Resource and Asset Mapping Tool

The Northeastern Pennsylvania (NEPA) Alliance, the Wright Center, and the SACF have collaborated to create a mapping tool identifying the relative accessibility of medical institutions and social service providers via the public transportation network with GIS mapping

Piloting a Geisinger Health Transportation Access Platform

Early Win and Motivator- Geisinger Health System, which is represented on the council and is working with the alternative transportation subcommittee, will soon pilot an online platform that uses technology for ride coordination and connects residents to the public transportation network and private alternatives. The pilot will have an urban (Scranton) and rural (Danville) rollout.

Development of a Mass Transit Tool Kit

To help increase the positive perception of the use of mass transit and to provide awareness to partners and stakeholders of transportation options.

A key deliverable to the business community

Key Accomplishments

Dedicated Personnel

Important to success of initiative. Transportation coordinator housed at SAF, and selected by Council.

Rebranding

Community contest to create an overall brand
With an innovative name, logo, and tagline that represents the council's various goals.
Would help create and build an Identity



Workforce Engagement Event

Partnership with region's Chambers of Commerce. "Growing Your Workforce Through Improved Transportation" brought business leaders to the table to engage them in connecting transportation challenges to workforce challenges, to help create solutions. Provided best practices and case studies.

Social Capital

- ▶ NEPA MOVES 90 + community members has elevated the importance of transportation equity to business leaders, health-care systems, and community development organizations across county lines.
- ▶ One of the primary innovations of this partnership is the partnerships and willingness to work across silos and different perspectives on the issue, to enact change on a regional basis. Partners include three different public transit agencies: the County of Lackawanna Transit System (COLTS), the Luzerne County Transit Authority (LCTA), and Hazleton Public Transit.



Diverse Community Leadership

- ▶ NEPA MOVES has brought together stakeholders from the private, public, nonprofit, and philanthropic sectors
- ▶ Each subcommittee is being chaired by community leaders.
- ▶

Healthcare & Social Service

Moses Taylor Foundation, Scranton Area Foundation

Communicators & Amplifiers

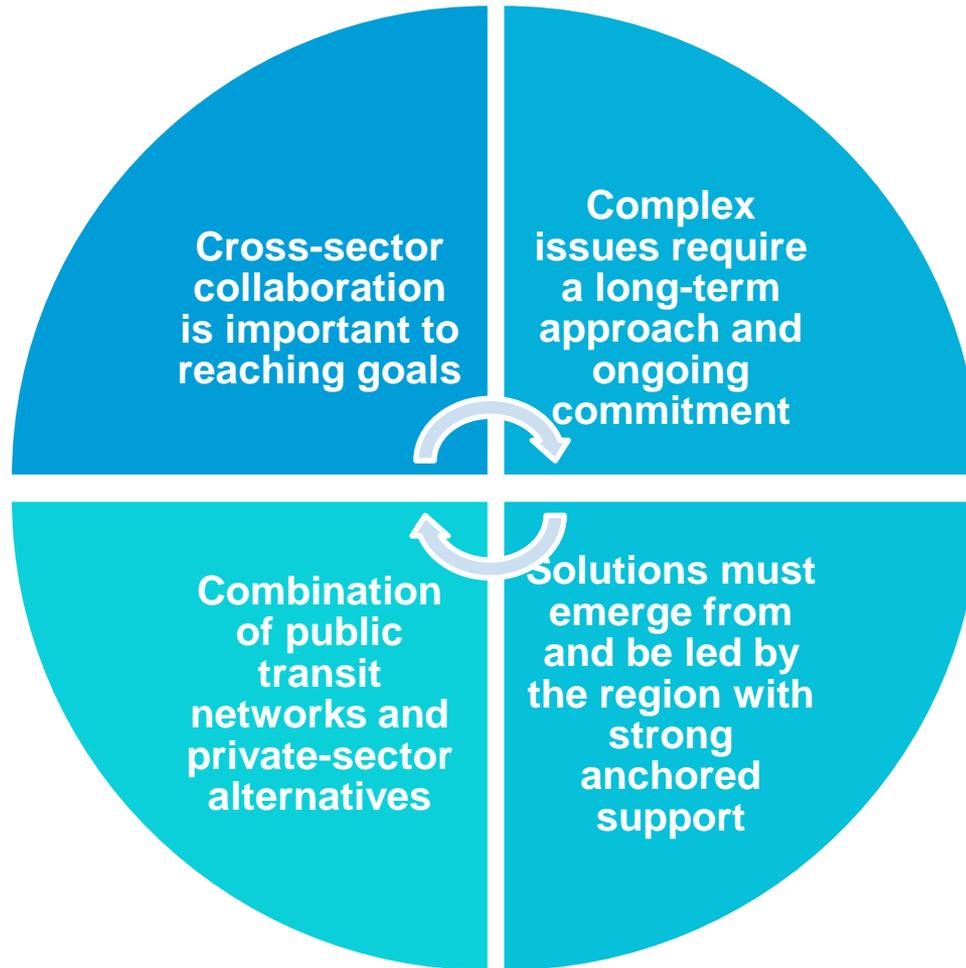
Spring Board Health Geisinger,
Children's Advocacy Center of NEPA
County of Lackawanna Transit System (COLTS)

Workforce, Economic Development and Mass Transit

Office of PA Senator John Blake, Office of US Senator Robert Casey
Allen P Kirby Center of Entrepreneurship, Wilkes University



A Community Model: Lessons Learned



Women in Philanthropy (WIP)

- ▶ Collective Philanthropy Model
- ▶ Project of the Scranton Area Community Foundation
- ▶ Over 90 community leaders catalyzing change for economically disadvantaged women and girls and their families
- ▶ STEAM, Entrepreneurship, Financial Confidence, Oral Health, Transportation
- ▶ Micro-loans, Matched Savings Circles, Financial Confidence certification, Mentorship





**NEPA
MOVES**

Because Every Life Has a Destination

info@safdn.org