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NEPA MOVES
Because Every Life Has a Destination
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.
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.
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 Country 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

Cross-sector collaboration is important to reaching goals.

Complex issues require a long-term approach and ongoing commitment.

Solutions must emerge from and be led by the region with strong anchored support.

Combination of public transit networks and private-sector alternatives.
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
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