

Potential for Job Creation

INTRODUCTION

One of the benefits of public transportation services is the creation of jobs and the provision of access to jobs. The recommendations provided in this plan have been evaluated in terms of the potential for job creation. This chapter presents those findings.

POTENTIAL FOR JOB CREATION

The recommended services in Eau Claire, Jackson, and Trempealeau Counties will create eleven new full-time equivalent positions. These positions are for vehicle operators, the Transit Manager, and scheduling/dispatch.

The greatest potential for jobs is the access to employment which will be provided by the recommended service in the three counties. Local residents who do not have transportation will have access to local employment opportunities in Arcadia, Eau Claire, La Crosse, and Winona. The estimated increase in employment as a result of the proposed service is 61 full-time positions.

In addition to the direct employment, there is the potential for secondary employment. These are the jobs that result from economic multiplier effects where service industries hire additional employees as a result of the business generated by the new primary employment. The 61 new positions are expected to result in a secondary employment of 15 to 30 additional positions within the region for a net employment gain of 75 to 90 positions.