

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 for the Mescalero Reservation will create two new full-time positions. These positions are for the Transportation Department Manager and the full-time assistant. Two new driver positions will also be created with the new demand-response service. There is potential for existing transportation service supervisors from the Inn, Ski Apache, or the Casino to step into these positions. It is anticipated that the drivers for the existing services will continue to drive.

The greatest potential for jobs is the access to employment which is currently provided by several different agencies. However, the new demand-response service is an option that residents do not currently have. The demand-response service will be available along the US 70 corridor. Local residents who do not have transportation will have access to local employment opportunities. The current level of unemployment indicates a large potential employee base, but the number of local job opportunities does not attract many workers. The new transit service that takes people from their home to work is an incentive and will potentially create eight 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 eight new positions are expected to result in a

Potential for Job Creation

secondary employment of two to four additional positions within the region for a net employment gain of 10 to 12 positions.