



CBA and QRyde:

Providing reliable transportation for an innovative workforce program in Massachusetts



Who?

Coalition for a Better Acre (CBA)

Where?

Devens, MA

When?

Since February 2017

What?

Used QRyde portal for invoicing & payments to transportation providers

Challenges

- Lowell is 30 miles from Devens
- Lack of direct, reliable, public transportation creates a barrier for many participants
- Commute can take over 2 hours one way

Overview

The Coalition for a Better Acre (CBA) is a membership based community development corporation dedicated to resident empowerment and sustainable community revitalization for current and future residents of Lowell and the Merrimack Valley. Recognizing that reliable and affordable transportation can be a barrier to employment for many, HBSS partnered with CBA as a transportation solutions partner for their Supported Training Education Program (STEP).

CBA partnered with companies in and around the Greater Lowell Area to employ STEP graduates in manufacturing facilities. These businesses pay training and placement fees, making the enterprise self-sustaining.

1,123
Rides provided to 15
interns between February
2017 - April 2018



The QRyde Solution

QRyde's Community Based Transportation model allowed CBA to easily book and manage rides for their students through a variety of 3rd party transportation providers. This software provided a solution for managing rides and payment distribution, in addition to scheduling.

More efficient and reliable transportation added an element of equity to CBA's STEP. By reducing commute times (which were over 2 hours one way via public transit), it became easier for employees to work long hours and noticeably improved employee retention.

"The transportation link is a core component of the program."



Yun-Ju Choi
Executive Director, CBA