



## **NMA & Hop In Technologies Launch Commuter Shuttle for Manufacturing Employees**

Northumberland, ON (September, 21 2021) - The Northumberland Manufacturers' Association (NMA) is excited to share the launch of a new pilot - NMA Rides – A transit shuttle catering to manufacturing employees across our vast County.

Partially funded and supported by the Eastern Ontario Leadership Council, the NMA has designed a pilot project providing a transit option to our employees who have challenges with traditional transit commuter options.

There are many pockets within the County that do not host public transportation and we have a potential workforce we want to tap into who are challenged with getting to work due to hours, transit costs (cabs/uber) and other barriers of moving across our County.

As the cost of living rises and collides with our employer's immediate need for a workforce, we are hoping that by providing a reliable, safe, cost effective transit option it will entice new employees along with supporting our current workforce needs.

Working with technology partner and expert Hop In Technologies, the NMA has designed a pilot to assess the transit needs of their employees and find a model for future planning and growth. The pilot is expected to run for six months, starting this week with a marketing campaign to NMA members promoting the transit option to their employees.

We also hope to include employment agencies, economic development departments, partners of the NMA and those who can reach our manufacturing employees.

Managing Director Darla Price says, "Our immediate goal is to build the shuttle (schedule/maps) around employee needs and engagement. We believe due to research completed, the first shuttle on the road will cater to those on evening/midnight shifts where transit is almost non-existent. These are also the hardest shifts to recruit for and retain – fingers crossed that by providing a convenient safe transit option, it won't be such a challenge".

Hop In Management, Boyd Reid explains, "Our experience utilizing technology and shuttle services focuses on environmentally sustainable practices and covid safe policy to provide convenient transit options for the industry. We are excited by the early reception of the pilot. We see that a flexible model is needed. We can see a model where employees pay for a monthly transit pass morph into companies reserving seats for their employees as perks of employment. But first it is important to hear directly from the people we are servicing to see how we can best support our workforce. We'll just have to wait and see!"

You can visit for more details on this exciting new pilot at <https://thenma.ca/nmarides/>

For more information contact:  
Darla Price, Managing Director  
Northumberland Manufacturers' Association  
T: 289-677-4988  
E: [darla.price@thenma.ca](mailto:darla.price@thenma.ca)  
[www.thenma.ca](http://www.thenma.ca)

Boyd Reid,  
Hop In Technologies  
T: 289-800-9711  
E: [info@hopintech.com](mailto:info@hopintech.com)  
<https://www.hopintech.com>