



*Office Hours – Recruiting and Retaining Paid and
Volunteer Drivers
October 25, 2023*



Instructions for Zoom Office Hours Participation

- All participants please stay muted during the presentation.
- The session is being recorded. Attendees' voices, likeness and/or images will not be posted to the NADTC website.
- All materials including the recording will be sent to participants.
- Closed captioning is available. You can turn captioning/subtitles on or off by clicking on the cc button. 
- If possible, please keep your cameras on to add to the interactive nature of this meeting.
- We encourage you to provide your experience through the chat or by raising your hand and unmuting yourself. 
- Because of the number of participants, we will respond to your questions following Office Hours if we run out of time.

NADTC Overview

- *Dave Somers, Senior Research Associate, USAging, NADTC*

Today's Presenters

- *David Stephen, Communications Manager, The Transit Workforce Center*

Q&A/Discussion

MISSION: To promote the availability of accessible transportation options that serve the needs of **Older Adults, People with Disabilities, Caregivers and Communities.**

MAJOR OBJECTIVES:

- Person-centered technical assistance and information
- Training
- Communication and Outreach
- Coordination and partnership
- Investment in community solutions

US Aging



Photo Credit: ButterFLi, Los Angeles, CA



Transit Workforce Center

National Technical Assistance Center
for Transit Workforce Development



NADTC Office Hours: Recruiting and Retaining Paid and Volunteer Drivers

October 25, 2023

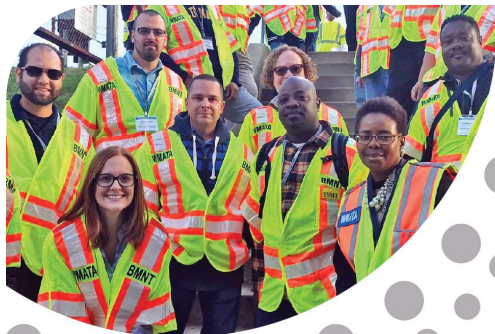




Transit Workforce Center – Mission

Operated by the ITLC, the **Transit Workforce Center (TWC)** is **FTA's** first ever national technical assistance center for transit workforce development.

www.transitworkforce.org

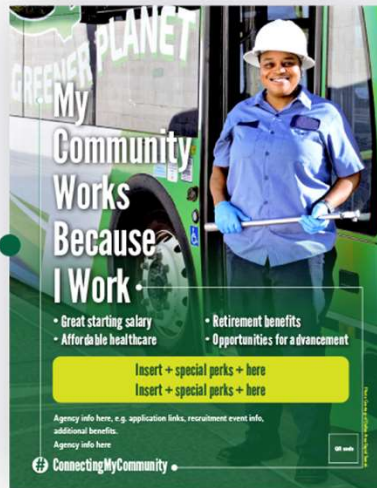


mission

The **TRANSIT WORKFORCE CENTER** is the Federal Transit Administration's first ever national technical assistance center for transit workforce development. Its mission is to help urban, suburban, tribal, and rural public transportation entities recruit, hire, train, and retain the diverse workforce needed now and in the future.

ConnectingMyCommunity

National Transit Frontline Worker Campaign Toolkit





What is the National Transit Frontline Worker Campaign Toolkit?

A central repository of:





Themes Created from Consultations with Partners

- # My Community Works Because I Work
- # My Work Gets People Where They Need to Be
- # Take the Wheel of Your Future
- # Ride Into Your Transit Career
- # Drive Into a Greener Future
- # Serving My Community
- # Connect Your Community

• Work at XYZ

and Connect Your Community •

- Great starting salary
- Retirement benefits
- Health and other benefits
- Opportunities for advancement

+ Special perks +

your agency info here
your agency info here

ConnectingMyCommunity

Insert QR code here



Advertising Templates Using Themes

My Community Works Because I Work

- Great starting salary
- Affordable healthcare
- Retirement benefits
- Opportunities for advancement

+ Special perks +
+ Special perks +

your agency info here
your agency info here
your agency info here
your agency info here

ConnectingMyCommunity

Take the Wheel of YOUR FUTURE

- Great starting salary
- Flexibility in choosing shifts
- Paid training + raise after training
- Affordable health, dental and vision

+ Special perks +
+ Special perks +

your agency info here
your agency info here
your agency info here

ConnectingMyCommunity

Work at XYZ Agency to Drive into a Greener Future

- Great starting salary
- Work to create a cleaner environment
- Paid training + raise after training
- Shift and scheduling flexibility

+ Special perks +
+ Special perks +

your agency info here
your agency info here
your agency info here
your agency info here

ConnectingMyCommunity

Ride into Your Transit Career

- Great starting salary
- Health and other benefits
- Scheduled yearly pay increases
- Get paid while you train

+ Special perks +
+ Special perks +

your agency info here
your agency info here
your agency info here
your agency info here

ConnectingMyCommunity

Work at XYZ and Connect Your Community

- Great starting salary
- Health and other benefits
- Retirement benefits
- Opportunities for advancement

+ Special perks +

your agency info here
your agency info here

ConnectingMyCommunity

My Community Works Because I Work

Join us February 21, for Job Fair 8 am - 1:00 pm
8402 Colesville Rd, Silver Spring, MD 20910
For more info call 722-435-7800

- Great starting salary
- Health and other benefits
- Retirement benefits
- Opportunities for advancement

+ Special perks +
+ Special perks +

your agency info here
your agency info here
your agency info here

ConnectingMyCommunity



• How to Customize the Ad Template •

1 Open the file in **Adobe Acrobat** app



2 Fill in

+ Agency information (e.g. application links, recruitment event info, additional benefits)

+ Name of your agency

+ Special perks

3 Add your logo/QR code by going to the the menu bar
Edit/Add Image

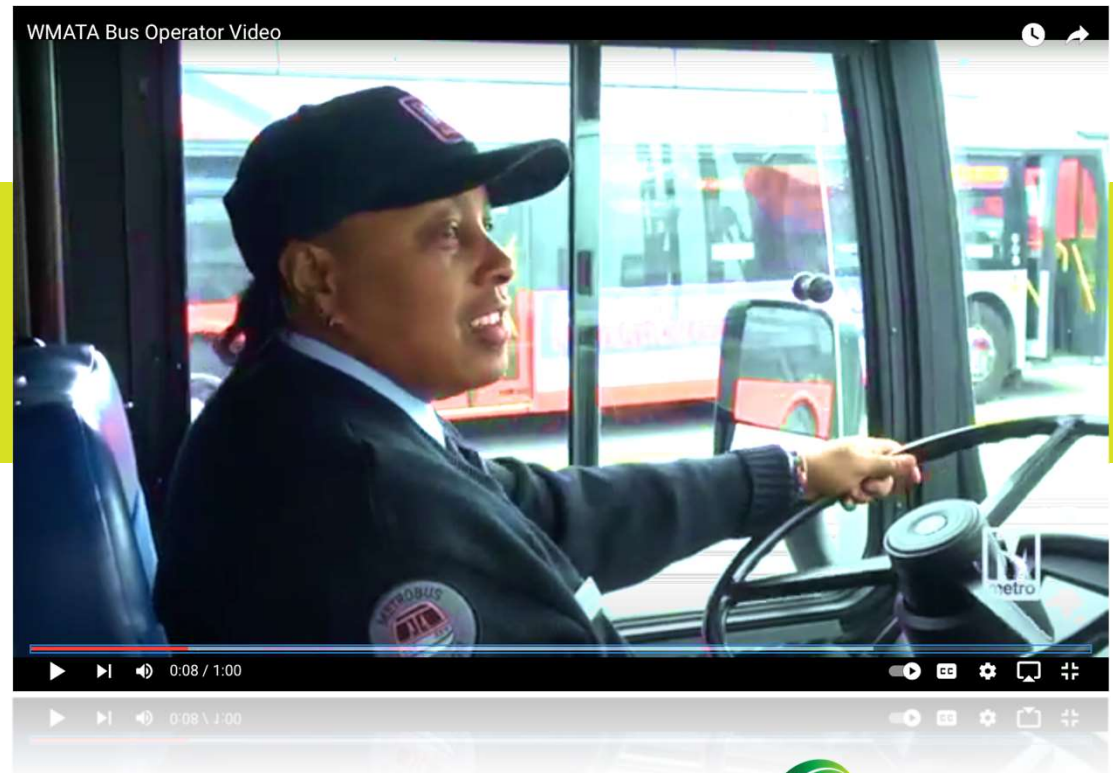
4 Save as a **PDF**





Other Toolkit Components: Sample Ads, Agency Recruitment Videos, Tips and Case Studies

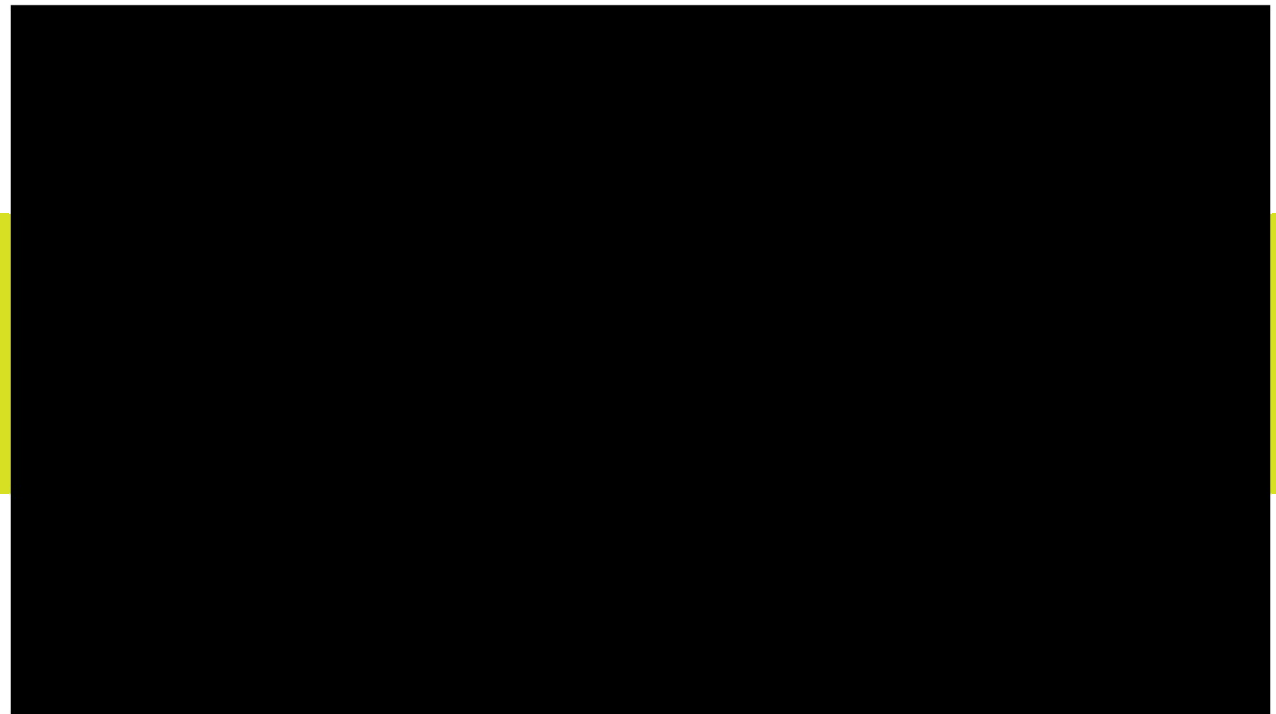
Workers tell their story





Other Toolkit Components: Agency Recruitment Videos – Social media

IndyGO
Indianapolis, IN





Case Study: Recruiting People with Disabilities MetroWest Regional Transit Authority (MA)

90% of transit agencies struggling to hire frontline workers*



Only 19% of people with disabilities employed in U.S.**



Strategies:

- Partner with organizations serving PWD
- Use resources from U.S. Equal Employment Opportunity Commission (EEOC) and the U.S. Department of Labor's Office of Disability Employment Policy (ODEP)



Several of MWRTA's employees with disabilities



*Dickens, M. (2022, March). Workforce shortages impacting public transportation recovery. American Public Transportation Association (APTA). <https://www.apta.com/wp-content/uploads/APTA-SURVEY-BRIEF-Workforce-Shortages-March-2022.pdf>
**U.S. Bureau of Labor Statistics. (2021, February 24). Persons with a disability: Labor force characteristics – 2021. <https://www.bls.gov/news.release/pdf/disabl.pdf>



Case Study: Recruiting Older Workers Cape Cod Regional Transit Authority (MA)

Strategies:

- Partnerships with elder service organizations
- Short time to reach highest salary level; salaries over benefits
- Providing CDL training
- Targeted marketing materials
- Part-time, full-time, seasonal options
- More time off/flexibility for medical appointments





Strategies: Go Out into the Community

Case example:

Operators Engaging and Connecting Communities (OECC) Program
Metro Transit (Minneapolis-St. Paul, MN)



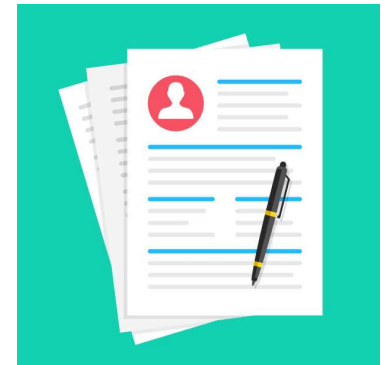


Strategies: Simplify the Application

Case example:

HIRTA (Heart of Iowa Regional Transit Agency)

- Foreground customer service component in job description
- Remove background check from listing
- *Short* application followed by phone call; offer assistance with longer application
- Don't approach employment gaps as an immediate red flag





Strategies for Effective Outreach

- **Use messaging and images that reflect your target recruitment audience**
- **Consider where advertisement can be used**
- **Populate ads with local images**
- **Use workers' own words**
- **Advertise what sets you apart from other careers**
- **Make what the applicant should know about the hiring process clear, particularly in advertising materials for hiring events, and develop methods to support the applicants through the process**
- **Consider the efficacy and clarity of your webpage**
- **Consider your target audience and what you offer that will appeal to them**



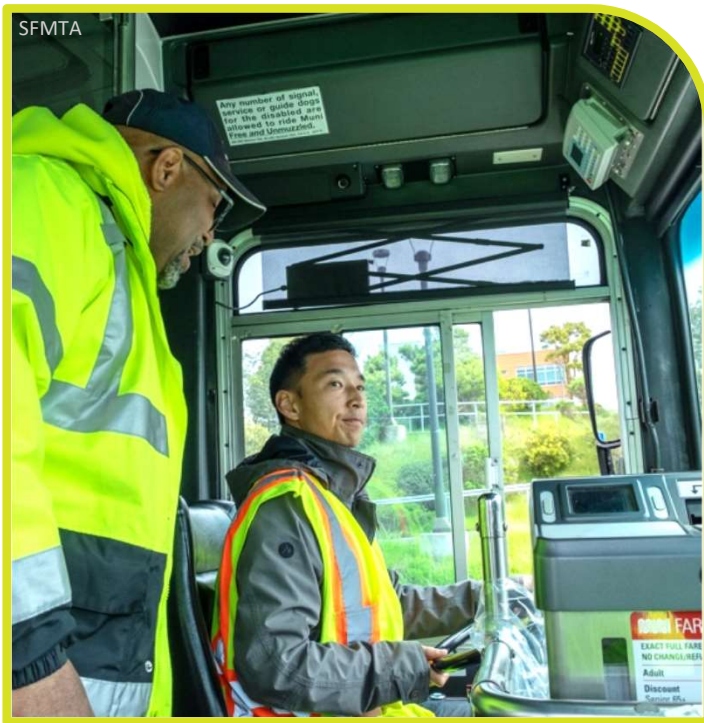
Examples of Benefits Used by Agencies

Compensation	Career-specific benefits	Other benefits offered by some agencies
Attractive starting salary	Paid training	Streamlined initial application process
Signing bonuses	Agency-provided CDL training	Part-time options
Pay increase after six months	Opportunities for advancement	Housing-related options
Scheduled pay increases	Tuition reimbursement	Childcare assistance
Medical, vision, and dental care, family healthcare plans	Continuing Education	Retailer and gym discounts
Free transit pass		Mentorship
Retirement/pension plan		





Structured Mentorship Programs - Another Tool for Recruitment and Retention



1

Mentors are selected from a pool of experienced drivers to work with mentees to develop the less tangible “soft skills” necessary for the mentee to succeed.

2

Mentors provide moral support and practical, professional advice so that drivers can feel confident and prepared for the job.

3

Mentors can be paired with multiple mentees. They conduct periodic ride-alongs, hold check-in meetings, and are generally available as a resource to the mentee.



Mentorship Programs Strengthen:

Retention

- New employees get the tools and support they need to succeed
- Older workers get a new mission and sense of purpose
- Documented impact on retention rates of incoming workers

Knowledge transfer

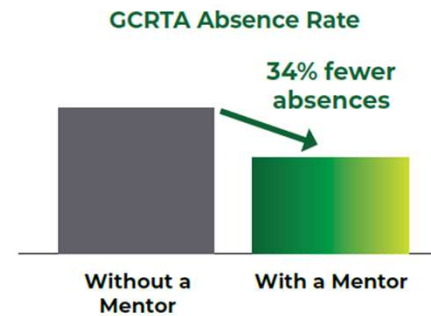
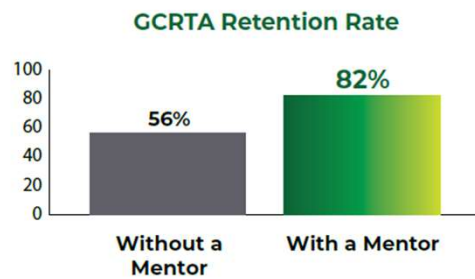
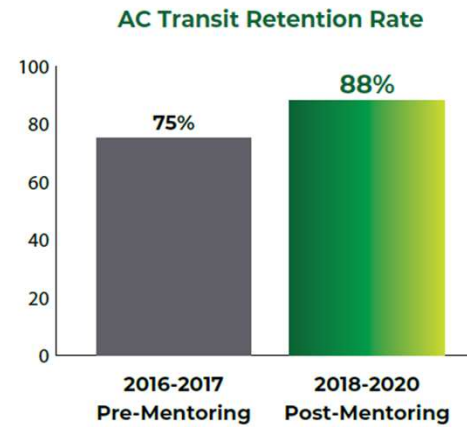
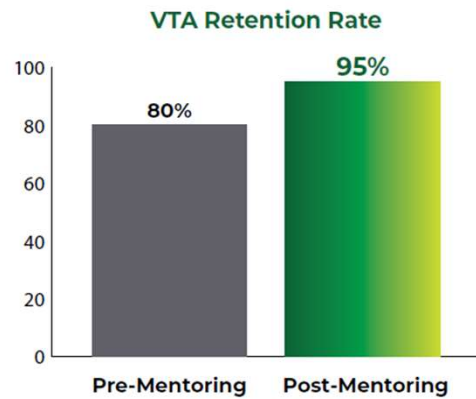
- Workers can pass along skills and knowledge before retirement
- Hands-on training/learning supports and expands classroom training

Recruitment

- Able to consider workers whose skill levels quickly advance working with mentors
- Strong message to potential applicants that they will have a support system



Examples of Outcomes





ConnectingMyCommunity Next Steps

- Use the #ConnectingMyCommunity hashtag in your recruitment materials.
- Connect with TWC on successful recruitment and retention strategies, you have used, including if you are applying the toolkit.
- Show us how you are advertising: share your campaign materials and effective strategies so that we can add them to our sample materials.
- Provide TWC with feedback and suggestions as we move to Phase 2 of the Toolkit.
- Help us build our photo archive by sharing pictures we can use in our generic templates.



Thank You!

- **David Stephen**
Senior Communications
Specialist
dstephen@transportcenter.org



National Aging & Disability Transportation Center

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