



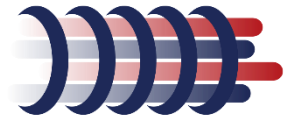
***TRANSIT  
WORKFORCE  
CENTER***



Federal Transit  
Administration

# Transit Workforce Center

National Technical Assistance Center  
for Transit Workforce Development



INTERNATIONAL  
TRANSPORTATION  
LEARNING CENTER

## The National Transit Frontline Worker Recruitment Campaign Toolkit: How Can it Work for You?

September 29, 2022



**TWC • TRANSIT WORKFORCE CENTER**



# 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](http://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.



# TWC Services



Technical Assistance To Transit Industry



Targeted Training Development & Delivery



Forums for Peer to Peer Workforce Development Learning



Models of Transit Best Practices/Resources



Workforce Strategic Planning & Support



Analysis of Transit Industry Trends & Data



Expertise on Collaborative Partnerships



Help Desk Services on Emerging Transit Related Topics



# Selected TWC Workforce Development Resources, Strategies, and Initiatives



Meeting workforce development challenges



Engaging stakeholders



Mentoring programs



American Transit Training and Apprenticeship Innovators Network (ATTAIN)



Partnerships



Zero Emission Bus transition

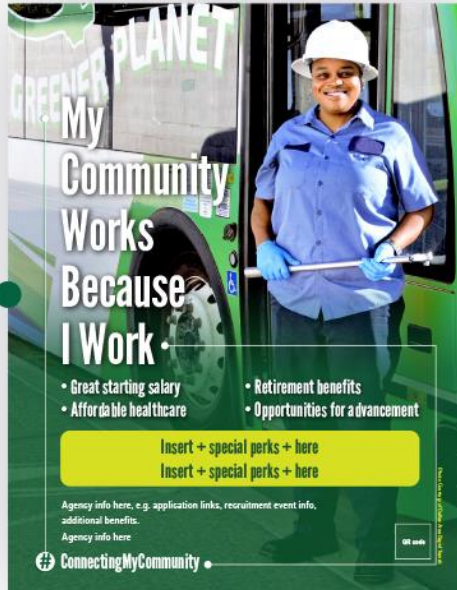


**#ConnectingMyCommunity —  
National Transit Frontline  
Worker Recruitment Campaign**



# # ConnectingMyCommunity

## National Transit Frontline Worker Campaign Toolkit



**GREENER My Community Works Because I Work**

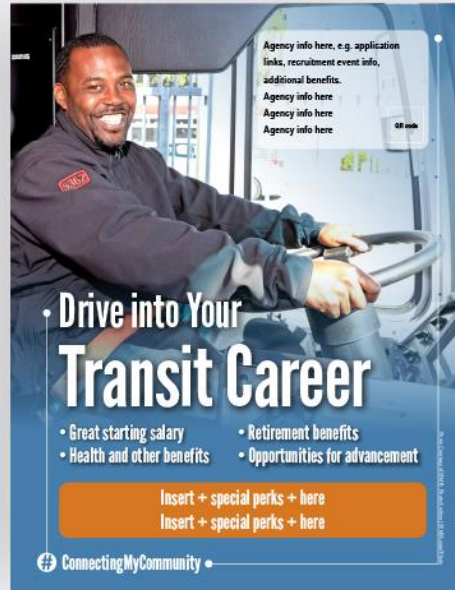
- Great starting salary
- Affordable healthcare
- Retirement benefits
- Opportunities for advancement

Insert + special perks + here  
Insert + special perks + here

Agency info here, e.g. application links, recruitment event info, additional benefits.  
Agency info here

ConnectingMyCommunity

68 mph



**Drive into Your Transit Career**

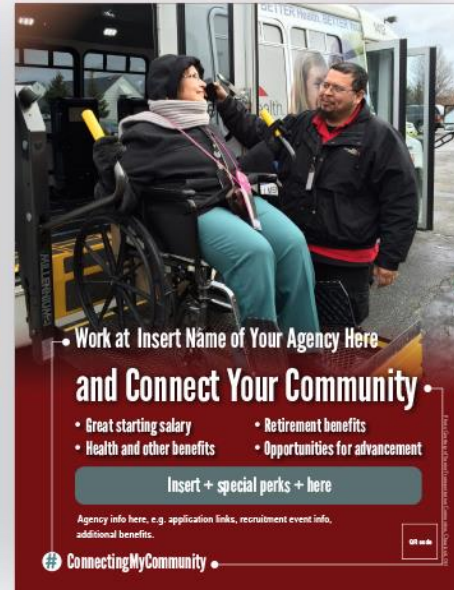
- Great starting salary
- Health and other benefits
- Retirement benefits
- Opportunities for advancement

Insert + special perks + here  
Insert + special perks + here

Agency info here, e.g. application links, recruitment event info, additional benefits.  
Agency info here  
Agency info here  
Agency info here

ConnectingMyCommunity

68 mph



**Work at Insert Name of Your Agency Here and Connect Your Community**

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

Insert + special perks + here

Agency info here, e.g. application links, recruitment event info, additional benefits.

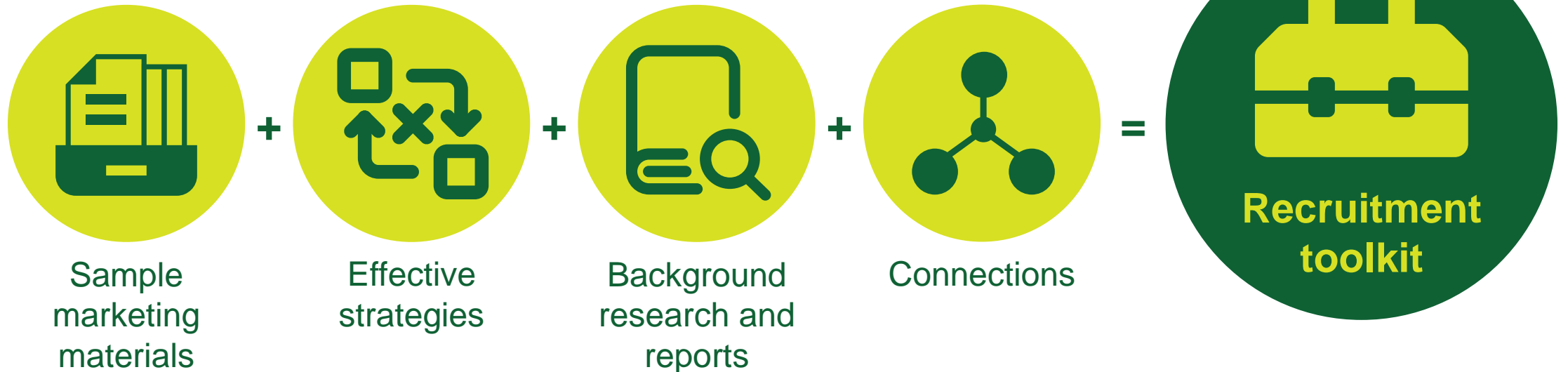
ConnectingMyCommunity

68 mph



# What is the National Transit Frontline Worker Campaign Toolkit?

A central repository of:

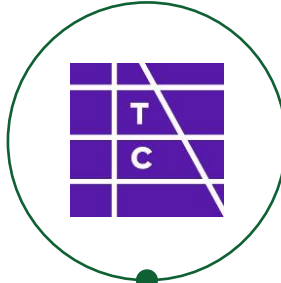




# Working in Partnership to Respond to a Critical Need

## Local Agencies and Partners Across the Nation

Local Transit Agencies Nationwide







# 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

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

Insert  
URL code  
here

## My Work Gets People Where They Need To Be

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

+ Special perks +  
+ Special perks +

# ConnectingMyCommunity

PHOTO COURTESY OF THE TRANSIT WORKFORCE CENTER



# Advertising Templates Using Themes

**Green My Planet**  
**Community Works Because I Work**

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

+ Special perks +  
+ Special perks +

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

ConnectingMyCommunity

**Take the Wheel of YOUR FUTURE**

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

+ Special perks +  
+ Special perks +

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

# ConnectingMyCommunity

**Drive into Your TRANSIT CAREER**

- Great starting salary
- Health and other benefits
- Flexible scheduling options
- Opportunities for advancement

+ Special perks +  
+ Special perks +

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

ConnectingMyCommunity

**Drive into Your Transit Career**

- 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

**Work at XYZ Agency to Drive into a Greener Future**

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

+ Special perks +  
+ Special perks +

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

ConnectingMyCommunity

**My Community Works Because I Work**

Join us February 23 for Job Fair 8 am - 1:00 pm  
8402 Calverton Rd, Silver Spring, MD 20910  
For more info call 432-456-7890

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

+ Special perks +  
+ Special perks +

your agency info here  
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your agency info here

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+ Special perks +  
+ Special perks +

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

ConnectingMyCommunity

**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  
your agency info here

ConnectingMyCommunity

**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  
your agency info here

ConnectingMyCommunity

**Work at XYZ and Connect Your Community**

- Great starting salary
- Retirement benefits
- Health and other benefits
- Stop increases annually

+ Special perks +

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

ConnectingMyCommunity

**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  
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 Advertisements

Chicago Transit Authority

## Bus Operators

**Now Hiring!**

Competitive salary: \$23.44/Hour  
Work up to 32 hours a week

Medical benefits  
Paid on-the-job training

Priority processing for CDL/CLP holders  
No CDL required to apply

Career building opportunities

Apply today at  
[transitchicago.com/careers](http://transitchicago.com/careers)





**marta**  
*Career Fair*

Hiring Bus Operators and  
Journeyman Bus Technicians

Register for  
the event



**THURSDAY, JUNE 23, 2022**  
**3 PM - 7 PM**

**MARTA HEADQUARTERS**  
**2424 PIEDMONT RD. NE**  
MASKS REQUIRED FOR ENTRANCE

*Now Offering*  
**Signing bonus of \$3,000**  
ONLY APPLICABLE TO BUS OPERATORS AND TECHNICIANS

Check for upcoming career fairs and open positions  
**ITSMARTA.COM/CAREERS**  
**(404) 848-5544**

MARTA will train all permit holders and Class "C" holders for their CDL

**BENEFITS // TRAINING // GROWTH**



# DRIVERS WANTED

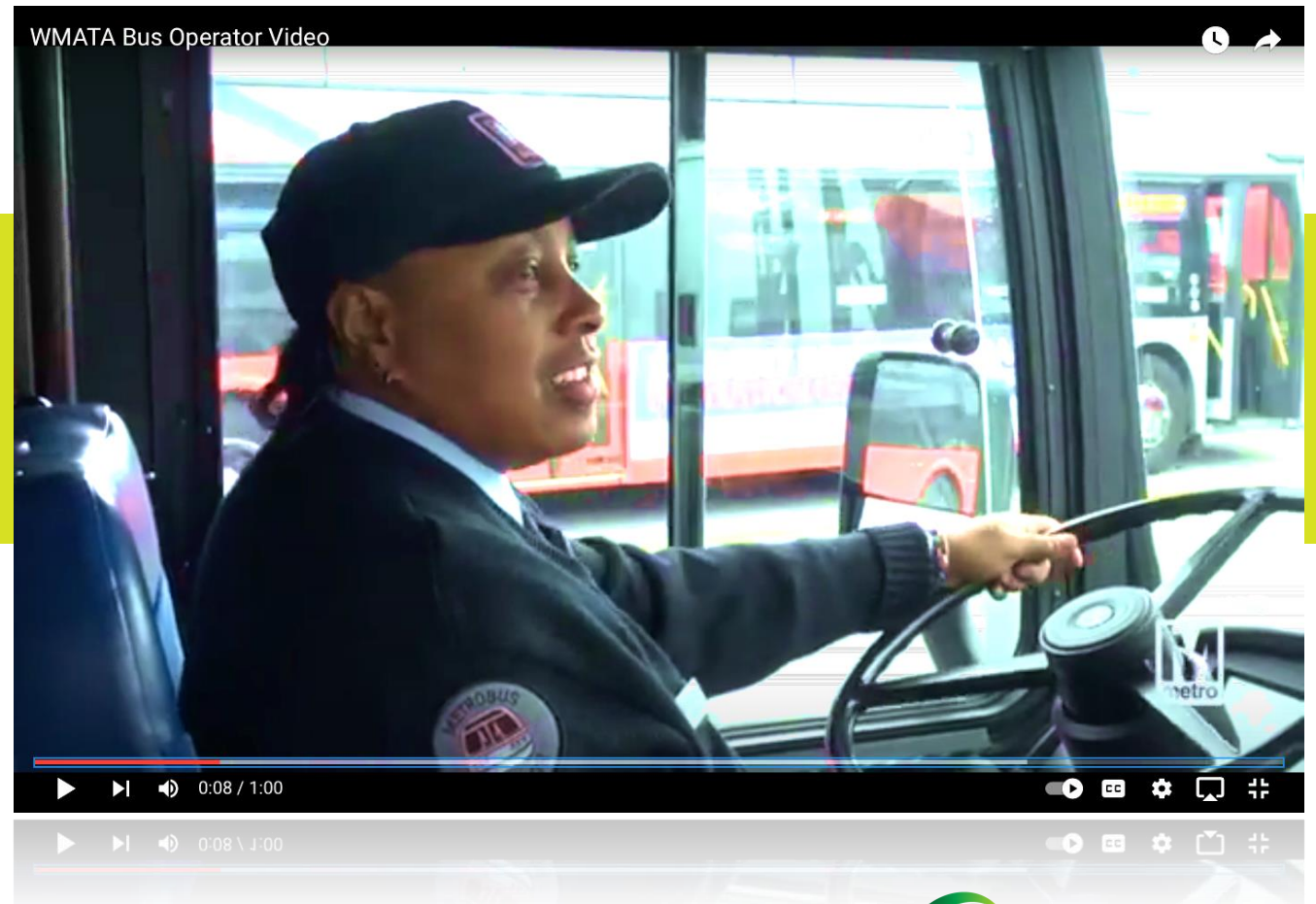
**SPACE COAST** • CDL License Required  
**Area Transit** • Full & Part Time Jobs + Benefits

**Apply Online: 321Transit/Jobs**



# Other Toolkit Components: Agency Advertising Videos

Workers tell their story







# Other Toolkit Components: Effective Agency Strategies

**Webinar recording now available**

THE **TWC** • TRANSIT WORKFORCE CENTER PRESENTS



## Recruiting and Developing Today's Transit Workforce

.....

This webinar, presented June 7, 2022, discussed strategies for transit to meet the nation-wide challenges for frontline worker recruitment.


 [Click here to watch](#) 





# Other Toolkit Components: Background Research and Reports

**RESOURCE TYPE:** BRIEFINGS | **TRANSIT MODE:** BUS - FIXED ROUTE



**TWC Briefing Report: Bus Driver Recruitment and Retention in Challenging Times**

The TWC released this brief in spring 2022 discussing challenges facing transit agencies in recruiting and retaining bus drivers.

**Transit Workforce Center**  
April 2022

**TOPICS:** [HIRING AND RECRUITMENT](#), [RETENTION](#), [SAFETY AND HEALTH](#)

**RESOURCE TYPE:** PUBLICATIONS | **TRANSIT MODE:** ALL MODES



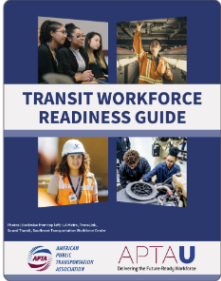
**Attracting and Retaining Women in the Transportation Industry**

Examines recruitment and retention strategies and emphasizes importance of community-orientation and mentoring.

**Mineta Transportation Institute**  
February 2019

**TOPICS:** [DIVERSITY, EQUITY, AND INCLUSION](#), [HIRING AND RECRUITMENT](#), [RETENTION](#)

**APTA Transit Workforce Readiness Guide**



APTA's Transit Workforce Readiness Guide is a highly interactive and easy-to-use online resource for executives and their staff to assist organizations in building a more diverse talent pipeline by attracting high school students, especially those coming from underserved communities, into entry-level transit positions.



# National Transit Frontline Worker Campaign Rollout

## Public Announcement and Rollout – September 2022



An evolving tool, to be continually supplemented with:

- # New materials
- # Resources
- # Strategies from the field

Accessible at

[transitworkforce.org/ConnectingMyCommunity](https://transitworkforce.org/ConnectingMyCommunity)



# Contact Us

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**Pat Greenfield**, Sr. Director for Workforce Education, [pgreenfield@transportcenter.org](mailto:pgreenfield@transportcenter.org)

**Contact Us for Assistance**

Email us **[twc@transportcenter.org](mailto:twc@transportcenter.org)**

Call us at **1-855-888-NTWC**

Learn more about us at

**<http://transitworkforce.org>**



# Thank You!