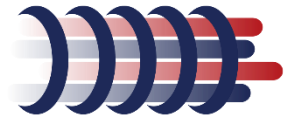




Federal Transit
Administration

Transit Workforce Center

National Technical Assistance Center
for Transit Workforce Development



INTERNATIONAL
TRANSPORTATION
LEARNING CENTER

Recruitment & Retention for Rural Transit Systems

David Stephen, Transit Workforce Center

Tracy Walkup, Midwest Regional Director at OATS, Inc.

Pam Knox, East Region Director at OATS, Inc.

Trenise Winters, Assistant Executive Director of Metro Transit, St. Louis, Missouri

September 4, 2024



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.



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 throughout the U.S. recruit, hire, train, and retain a diverse workforce for now and into the future.

ConnectingMyCommunity

National Transit Frontline Worker Campaign Toolkit

GREENER My Community Works Because I Work

- Great starting salary
- Retirement benefits
- Affordable healthcare
- 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

Drive into Your Transit Career

- Great starting salary
- Retirement benefits
- Health and other 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

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

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

Insert + special perks + here

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

ConnectingMyCommunity



What is the National Transit Frontline Worker Campaign Toolkit?

A central repository of:





Some 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

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

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
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 31 for Job Fair 8 am - 1:00 pm
8402 Colesville Rd, Silver Spring, MD 20910
For more info call 123-456-7890

- 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**





A Dialogue with Panelists

Tracy Walkup, Midwest Regional Director at OATS, Inc.

Pam Knox, East Region Director at OATS, Inc.

Trenise Winters, Assistant Executive Director of
Metro Transit, St. Louis, Missouri



Other Toolkit Components: Sample Advertisements

Join Our Team!

DRIVERS WANTED!

GREENway
PUBLIC TRANSPORTATION

828-465-7646
mygreenway.org

FULL & PART TIME POSITIONS AVAILABLE SERVING:
ALEXANDER COUNTY
BURKE COUNTY
CALDWELL COUNTY
CATAWBA COUNTY

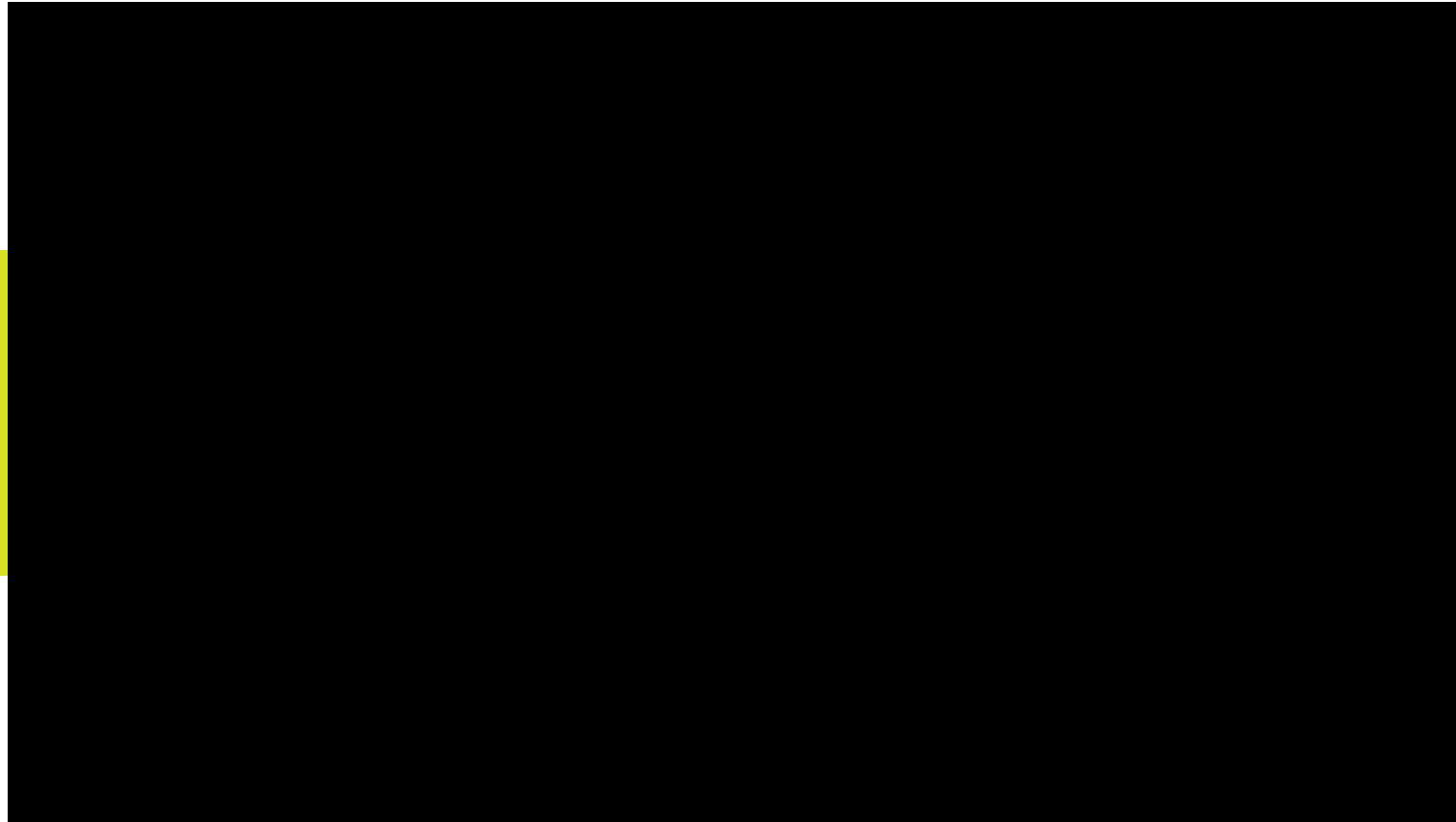
Benefit Package for FULL-TIME positions include:
11 PAID HOLIDAYS
SICK AND VACATION PAY
MEDICAL/DENTAL/VISION INSURANCE - Paid
GROUP LIFE / ADD INSURANCE - Paid
LONG TERM DISABILITY INSURANCE - Paid
EAP for EMPLOYEES & DEPENDANTS - Paid
LOCAL GOVERNMENT RETIREMENT (LGRS)
VOLUNTARY LIFE INSURANCE - Provided
SHORT TERM DISABILITY INSURANCE - Provided
401K - Provided
FSA - Provided

GREENway
PUBLIC TRANSPORTATION



Strategies for Effective Outreach: The Key to Effective Recruitment is...





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/Driver Referral	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		
Retirement/pension plan		



Next Steps

- Use the **#ConnectingMyCommunity** hashtag in your recruitment materials
- Connect with TWC on your strategies, including if you are applying the toolkit
- 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

 **ConnectingMyCommunity**



Making Connections 2024

The National Transit Workforce Conference



MAKING CONNECTIONS, MAKING A DIFFERENCE

Attend in-depth, interactive sessions built around FTA's workforce development goals and industry needs:

- Strengthening Workforce Health and Safety
- Funding Workforce Development
- Enhancing Outreach and Recruitment
- Retaining a Strong and Diverse Workforce
- Advancing Skills, Careers, and Partnerships
- Utilizing Workforce Data and Metrics

Engage with a cross-section of transit stakeholders from:

- Agencies
- Labor
- Frontline Workforce
- Government
- Nonprofits
- Communities
- Education
- Workforce Development Organizations



Register Now! **November 11-13**
Hilton Inner Harbor, Baltimore, MD

www.TransitWorkforce.org/mc24





Thank You!

David Stephen

Communications Director

dstephen@transportcenter.org

