

Bus Operator Recruitment and Outreach

Metropolitan Council
Transportation Committee
April 11, 2016

- Renewed attention:
 - Consistent Bus Operator labor shortage
 - Reduced applicant pool
 - Marketplace trends
 - Retirement eligibility
 - Planned system growth
LRT expansion
 - Equity and diversity in workforce



- A coordinated, cooperative approach to the recruitment, hiring and sustainability of our Bus Operator workforce.

- Sub-Working Groups
 - Marketing/Communications
 - Community outreach activity/event planning
 - Position requirements, qualification and selection process
 - Part time hiring (detail planning)
 - Retention
 - Data/trend analysis

- Webpage updates
- Web ads
- Bus Interior cards
- Banners
- State Fair signs
- Garage open houses
- Test event promotions
- Equity bus
- Radio Spots

Come drive with us!
WE'RE HIRING BUS DRIVERS

\$17.97 per hour
Eligible for **benefits** even at part-time
30 hours per week to start, guaranteed
Paid training

GET DETAILS AND APPLY ONLINE TODAY! METROTRANSIT.ORG/JOBS

Metro Transit
December 18, 2015

Metro Transit driver Melanie Benson: "I compare it to driving a neighborhood around. It's almost like a family. People look out for each other and care for each other – that's huge."

Come Drive With Us!

WWW.METROTRANSIT.ORG [Learn More](#)

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You, Sandy Soares and 648 others

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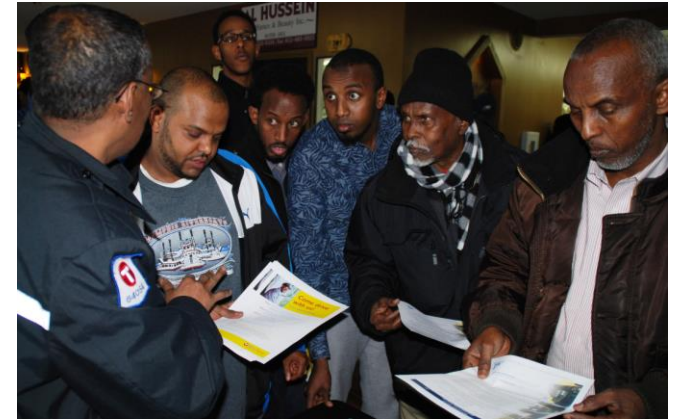


- Community Based
- Multi-departmental effort (HR/OEO/Marketing/Bus Ops)
- Three events, 306 applicants
 - Earle Brown (Sept)
 - Metro State (Dec)
 - MCTC (Mar)



- Operator Applicant Readiness

- CDL Study Guides
- Free CDL Preparatory Sessions hosted by Urban Ventures
- Minimum Qualification Review
- NeoGov Application Assistance



- Early indicators of success

- 69% passing rate for those who attended prep sessions (compared to 41%)



- Operators Engaging and Connecting with Communities (OECC)
- 20 events to date
- Bus Operators on community radio
- Events targeted to local communities of color
- Cultural centers, places of worship, community events



- Quarterly testing events
- Continued Operator engagement
- Expanded candidate preparatory sessions
- All geographical areas covered
- Expanded marketing plan
- [Day in the Life Video](#)

