



Bus Operator Hiring Update and June 17, 2023 Service Changes

Brian Funk | Deputy GM/Chief Operating Officer

Adam Harrington | Director of Service Development

Addressing a national driver shortage issue locally

- Extremely tight local labor market -->
- 2022 APTA Study:
 - 117 Agencies responded
 - 92% of transit agencies affected by hiring difficulties
 - 71% have cut service or delayed restoration
 - Established national recommendations and best practices (Foursquare Study)

The screenshot shows a job search results page for 'Near Minnesota'. At the top, there are filters for 'Past 3 days', 'Part-time', 'Work from home', 'No degree', 'Uber', and 'First Student'. Below the filters, there are three job listings:

- Metro Transit Bus Driver - Full-Time and Part-Time positions available**
Metropolitan Council
St Paul, MN
via Government Jobs
\$ 54,412.80–68,016.00 a year Full-time No degree mentioned Health insurance
- School Bus Driver Candidate Pool**
Minneapolis Public Schools
Minneapolis, MN
via Minneapolis Public Schools
11 days ago Full-time No degree mentioned Health insurance
- Metro Transit Bus Driver - Full-Time and Part-Time positions available**
Metropolitan Council
Minneapolis, MN
via Diversity Jobs
7 days ago Full-time No degree mentioned Health insurance

At the bottom of the job listings, there is a button that says '→ 100+ more jobs', which is highlighted with a red rectangular box. Below the button, there are links for 'Learn more' and 'Feedback'.

Is Metro Transit leveraging Foursquare's Recommendations?

1. Increase Compensation ●
2. Improve Schedules ●
3. Create a Positive Environment ●
4. Clear path to promotions ●
5. Ensure worker safety ● -> ●
6. Provide ongoing training ●
7. Increase hiring effectiveness ●
 - Conditional offers ●
 - CDL Preparation ●
 - Easy-to-use application ● -> ●
8. Increase recruiting effectiveness ●



2023 YTD Snapshot

- Current FT/PTD Target: **1004**
- Current FT/PTD Actual: **1050**
- YTD Hires: **174**



- Hiring pipeline:
 - Students in Training
 - **34 FT**
 - **3 PT weekday**
 - **13 PT weekend**
 - 94 w/offer contingent on DOT
 - 121 in Background review stage
 - 228 in Interview stage

Recruiting Initiatives

- Removed unnecessary barriers
- Twice Monthly Hiring Events
 - Feb 4 “Drive the Bus” Event
 - Weekly “RIDE” Sessions – Wed 6-7pm
- Operators Engaging and Connecting with Communities (OECC)
- Paid CDL Permit Training (Week Z)
 - 34 hired into role, 90% success rate!
- Updated Advertising Campaign 👉
- Focused on a responsive process

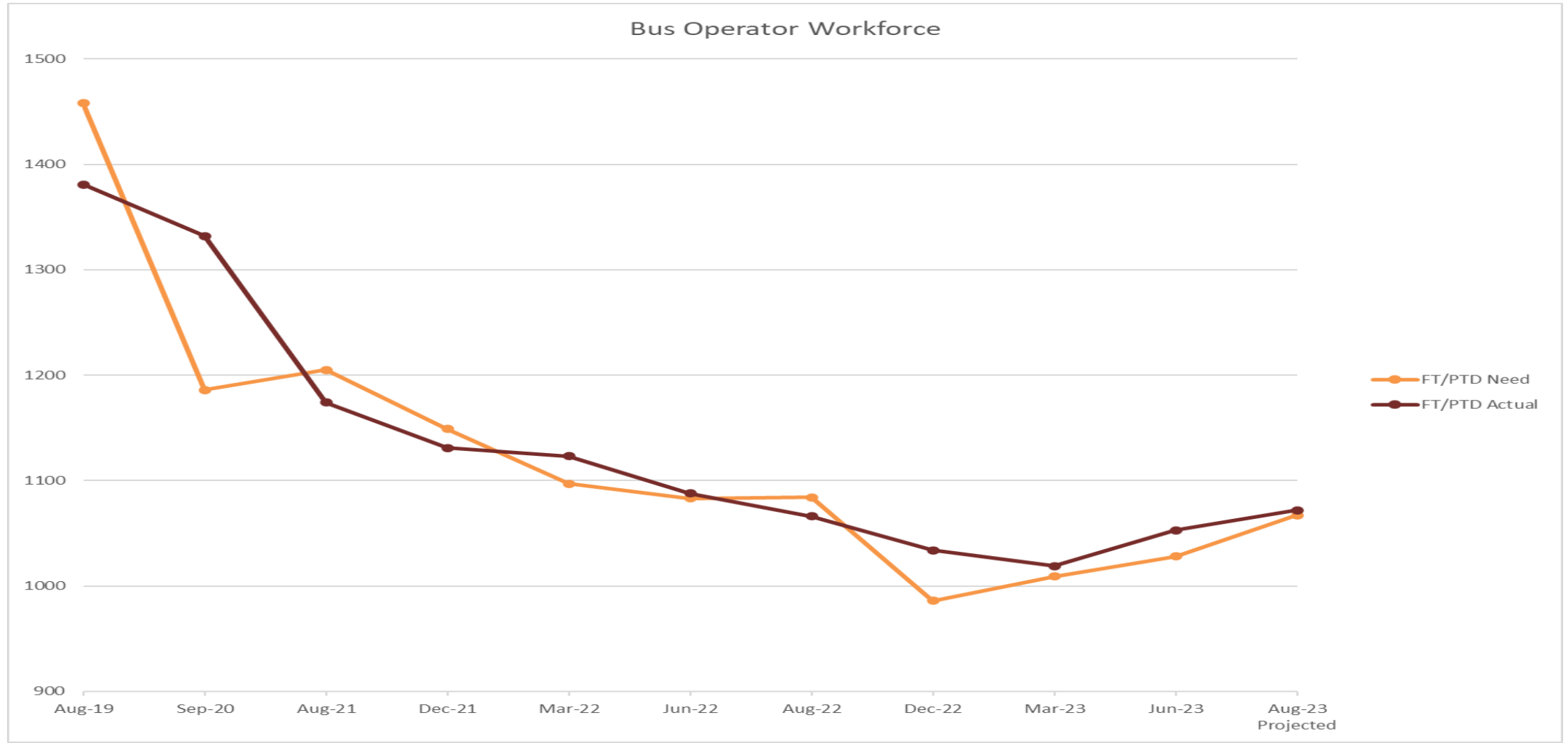


Retention Efforts

- Apprenticeship & Mentoring
- Red Kite Training
- Great Workplace Project
- Safety & Security Action Plan Engagement
- Leadership Academy
- Employee Resource Groups

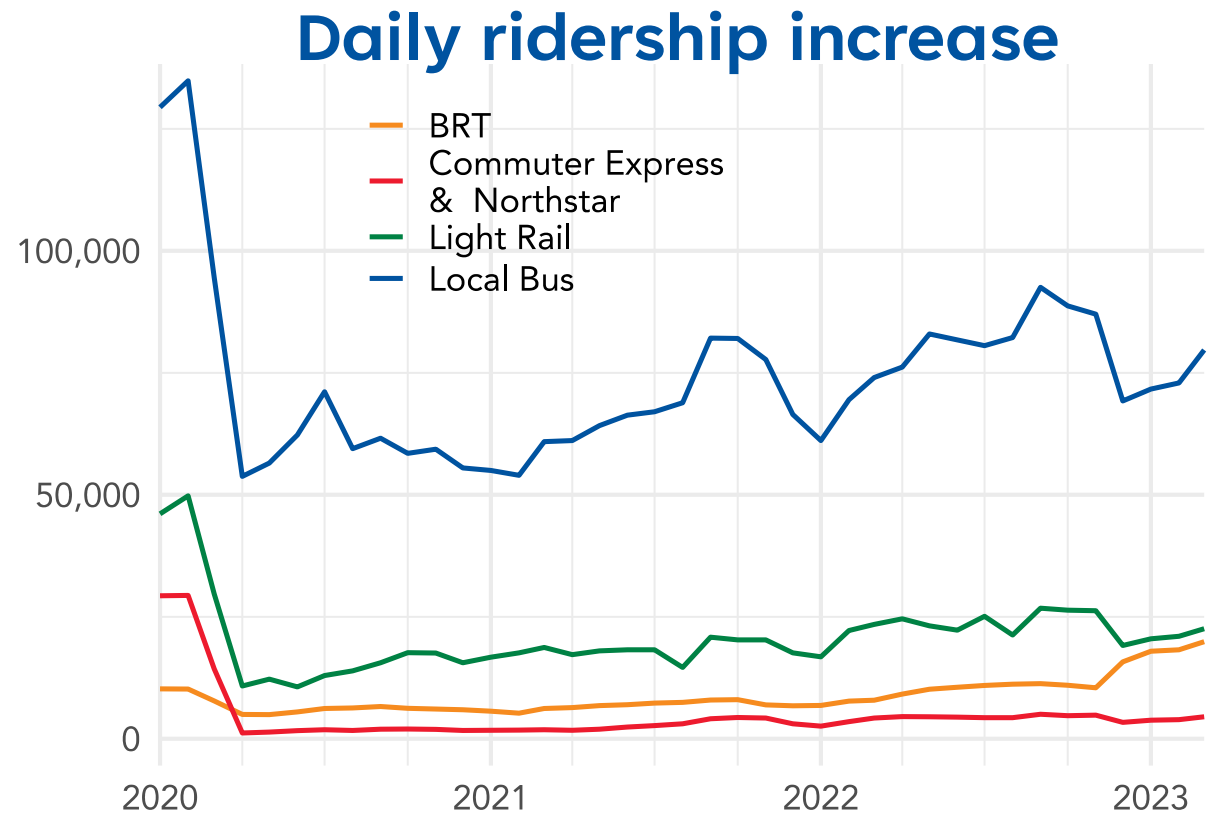


Bus operator and service growth



June 17, 2023 Service improvements

- Positive Operator hiring
- Ridership increasing



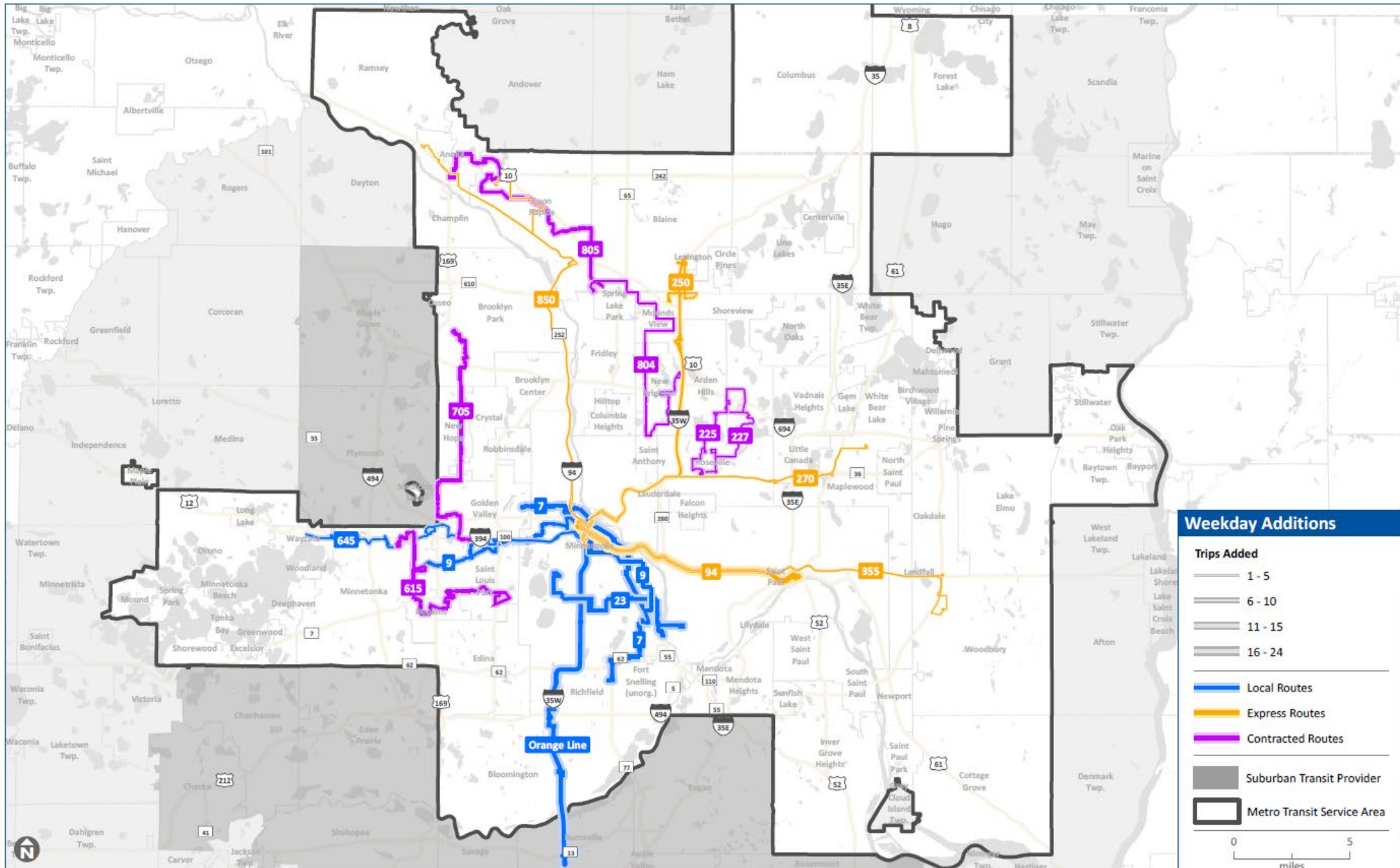
June 17, 2023 Service improvements

- **Principles for adding service**

- Service Reliability
- Customer input
- Prioritizing service where customers have no or few alternatives - restoring more significant reductions
- Adding service for bus capacity
- Access for low-income communities and communities of color
- Balance network frequency and coverage

June 17, 2023 Service improvements

Route	Service Highlights
7, 9, 23,	Restoring service to 30 min. on weekdays
225, 227, 615, 705	Improving service to hourly on weekdays and Saturdays
4	Restore connection to EB Route 46 for Roosevelt students
25L	Pick up for 3pm dismissal at North HS
68	Extend service to Oakdale and Marie and Inver Grove College
94	Restore service to every 30 min. midday and improve service to 20 min during peak times
250	Add 3 morning and 2 afternoon peak trips
270	Adding an extra trip during peak weekday service
355	Restore 2 peak trips, supplementing 353 service with direct Mpls - Woodbury service
645	Add weekday peak and midday service. Add 60 min. Sat. and Sun. to service to Wayzata. Removing deviation to General Mills HQ.
766	Closing Park and Ride and straightening F and G branches
804	Improve service to 60 min. between 9a - 4p weekdays and Saturdays
805	Restore hourly weekday service
Orange Line	Improve weekday service to 15 min.



Customer Info

- Static Schedules available on line
- Full schedule detail and trip planner June 2
- Metrotransit.org

General Marketing of Service Changes - Informational

These marketing tactics occur with every service change

Informational

- News Item at metrotransit.org
- Rider Alerts at stops/stations with translations. Languages are determined by census and Met Council information.
- Hold Messaging
- LRT and Station Announcements
- *Connect, Wire, and Insights* articles
- Subscription Alerts (electronic rider alerts)
- Scrolling messages on platforms and on-board transit

General Marketing of Service Changes - Advertising

These marketing tactics occur with every service change

Advertising

- Pylon and Station Monitors
- Transit Service Center Monitors
- Paid Social Media
- Ad on metrotransit.org that helps customers find the changes more readily online

Samples of General Messaging



**Service changes
begin Saturday,
March 18**

Learn more at metrotransit.org



**Buses
DO NOT
stop here.**

Los autobuses NO paran aquí.

Basaska MA istagaan halkan.



Please go to a D Line station for faster, more frequent service.

Questions? Call 612-373-3333.



Por favor dirijase a una estación de la Línea D de METRO para un servicio más rápido y frecuente. ¿Alguna Pregunta? Llamar al 612-373-3333.

Fadlan aad saldhiga Leenka METRO D wixii ah adeeg dhakhsa ah, oona marar badan ah. Wax su'aalo ah ma qabtaa? Ka wac 612-373-3333.



**Service changes begin
Saturday, March 18**

For Extensive Service Changes

In the case of significant changes or detours, like those for June 2023, additional communication and outreach is applied.

- Paid advertising in community publications.
- Paid advertising in BIPOC media including radio and newspapers. They translate the materials and share on their social media channels.
- Additional marketing via social media, targeting key communities/neighborhoods for upcoming changes.
- Geofencing outreach. Paid advertising with a third party that focuses advertising and messaging for specific audiences/communities.
- External on-board advertising: bus sides, fronts, backs.

Examples of Targeted Advertising

This year will be the first time we are using some of these techniques. Below are some examples we've used for these techniques with other campaigns.

the Real Bus Riders
OF ORANGE LINE

Become one of them!
Catch them traveling quickly – *and fabulously* – along I-35W on the

METRO Orange Line

Metro Transit

NetworkNOW

Take our community survey by **APRIL 23!**

Metro Transit
micro

Thank You!

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