

North State Transit Symposium

July 12 & 13, 2023

Sequoia Conference Center
Eureka, CA

Addressing Staff Shortages

WC Pihl, SVP BD
Transdev

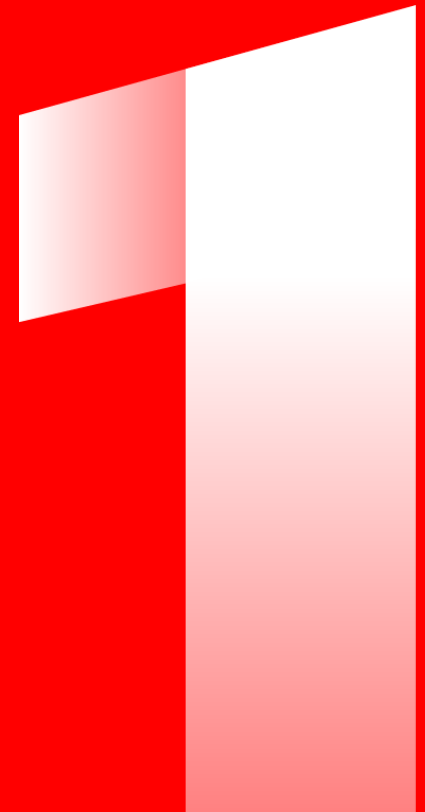
W.C. Pihl, SVP of Business Development



- **31 years of experience**
 - 15 Years Operations
 - 17 Years Business Development
- **CalACT Member and Conference Committee for 15 years**
- **One of those “stories” where it all started from the front lines...and proud to be here today!**

The Great Big Question

How do we fill the generational gap that is starting, or even our immediate positions?





What is the issue?

- National labor shortage in **all sectors**
- Workforce shortage in the areas of operations and maintenance can **severely impact** our ability to provide reliable public transportation to the communities we serve.
- We are continuously exploring **new and innovative ways attract new employees** and introduce them to us, and to public transportation in general
- Illustrate that our workplace and culture establishes a **place to grow and put your “career in motion.”**
- Several of our efforts also assist in **building and maintaining stronger relationships** with our passengers and communities.



Who is our audience?

- **Not “transit people”** – They already live with us in this small transit world...
- **Not Yet Retired** – 401ks that are now 201ks, returning kids and grandkids, and not yet ready to slow down
- **People who work in Customer Service (or other industries)** – Many people have the right attitude and people skills, that we can teach the specifics to
- **Youth** – Who thinks about Transit as a career? Most of us got here by accident, but loved it and stayed...how do we get NEW minds to think of our business?
- ***Let’s focus on the new generation for today’s discussion...***



Hey, Unitrans — get your **career in motion!**

You can continue working for a company that is committed to your success— **Transdev is hiring summer and year-long paid interns at \$22 per hour.**

Transdev has more than 200 locations across the US, several of which are within driving distance of UC Davis. We are looking for our next generation of company leadership!

We have opportunities in:

- › Management
- › Operations
- › Safety
- › Training
- › Maintenance
- › Accounting
- › Administration
- › HR
- › Legal
- › IT

Interested?

Email National Talent Director, Tia Purnell at: tia.purnell@transdev.com
Include your resume, and a short letter about where you live and what you hope to gain from this experience.

Questions about what's it like to work at Transdev from a Unitrans Alum?
Email SVP of Business Development, W.C. Pihl at: wc.pihl@transdev.com
who started his 31 year transit career as a Unitrans Driver.

The Usual Stuff is Not Working!

Time to think of new ways to tackle the issue



What Do Future Team Members Want?

Tune into WIIFM – their favorite radio station!

“What’s In It For Me?”



Did you know?

- Gallup recently asked 13,085 U.S. employees what was most important to them when deciding whether to accept a new job offered by a new employer.
- The study revealed that **pay** and **wellbeing-related** issues have both risen significantly in recent years, clinching the first and second spots as the most important factors for accepting a job elsewhere.
- These key job attributes will likely define the war for talent in the coming year, alongside other perennial wants, such as a **job that plays to their strengths** and **job security**.

Top 6 Reasons to Take/Leave a Job

1. **Significant income or benefits (64% said "very important")**
2. **Greater work-life balance and better personal wellbeing (61%)**
3. **The ability to do what they do best (58%)**
4. **Greater stability and job security (53%)**
5. **Policies that align with my beliefs (43%)**
6. **The organization is diverse and inclusive of all types of people (42%)**

What do interns/apprentices need?

1. Significant income or benefits (64% said "very important")
2. Greater work-life balance and better personal wellbeing (61%)
3. **The ability to do what they do best (58%)**
4. **Greater stability and job security (53%)**
5. Policies that align with my beliefs (43%)
6. The organization is diverse and inclusive of all types of people (42%)

Internships/Apprenticeships

You gotta go to the tree for right apples



Set it up for real success:

- Ask probing questions about interest, and listen carefully to the responses
- Provide reasonable pay for the market
- Provide all the tools needed (before they show up), including laptop or toolbox
- Structured scope of work and syllabus
- Commitment to a specific timeline
- Scheduled “checkpoints” through the process
- Listen to feedback
- Commit to employment offer at the end of the internship/apprenticeship



Case Study: Fairfax Apprentice Program

- Fairfax program began early 2022
- Apprentice applicants come directly from high school
- The program is 52 weeks long and the training incorporates hands on training using mentors (Shop Lead Level - 90%) and 10% classroom training with maintenance trainers
- Each apprentice gets a “starter” tool kit, which they get to keep upon graduation.
- At the end of the successful completion of the program the Apprentices move into a C tech classification
- **Transdev’s apprenticeship programs encourage high school students to gain the skills needed to enter a career in Transit as a Technician– no experience necessary.**



Plans for Phoenix Area future technicians

- Partnership with **Arizona Automotive Institute** to bring students into a special maintenance apprenticeship program.
- Students get real-world experience in a maintenance shop and successful students have career opportunities at the end.
 - The customized apprenticeship program focused on developing new talent
 - Transdev subsidizes a portion of the students' tuition
 - Students are offered employment with one of our locations once completed
- Ready to retire vehicles with our logos donated to local technical schools and high schools to work on
- Teaser curriculum about ASE certifications that we can help them earn



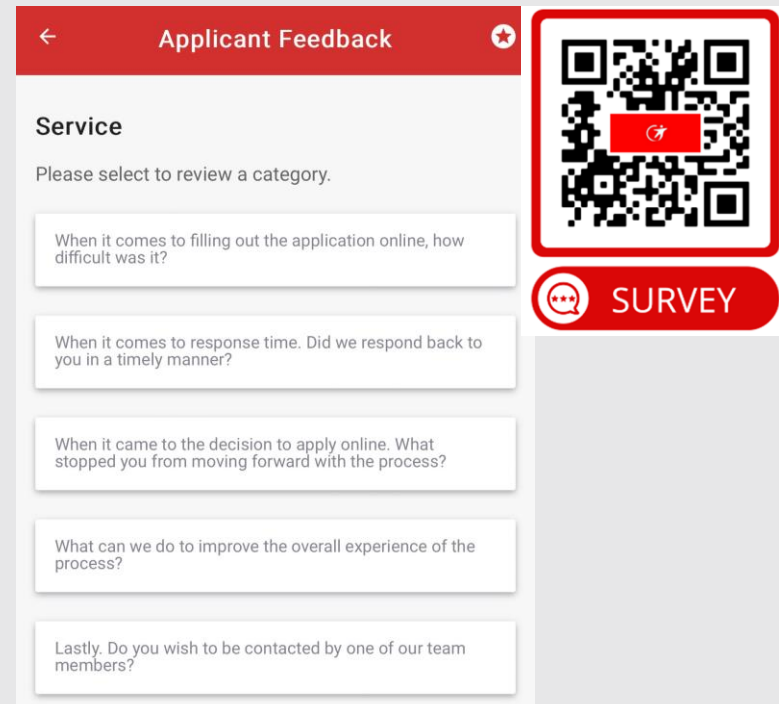
Plans for college students to enter transit

- Young students don't realize there are MANY aspects of running a transit system, and many of them may already have applicable studies:
 - **Management**
 - **Accounting**
 - **Finance**
 - **Law**
 - **Training**
 - **Education**
 - **Human Resources**
 - **Marketing**
 - **Communications**
 - **Planning**
 - **Sales**
 - **IT**
 - **Operations**
 - **Maintenance**
- It takes a lot to keep the wheels on the bus going 'round and 'round...



What else can we do to recruit and retain?

- CDL working sessions and classes
- Shortening the time from application to being in class and getting paid
- Pay rate for training the same as starting wage
- ASE learning sessions, training and support (plus annual bonus!)
- No show candidate survey
- Second chance community outreach
- Goodwill
- TENT immigrant support
- Veteran outreach
- Local Senior Centers
- DMV advertising
- What else?



The image shows a mobile application interface for an 'Applicant Feedback' survey. The title bar is red with a back arrow on the left, the text 'Applicant Feedback' in the center, and a star icon on the right. Below the title bar, the word 'Service' is displayed. A prompt asks the user to 'Please select to review a category.' There are five white rounded rectangular boxes, each containing a question: 'When it comes to filling out the application online, how difficult was it?', 'When it comes to response time. Did we respond back to you in a timely manner?', 'When it came to the decision to apply online. What stopped you from moving forward with the process?', 'What can we do to improve the overall experience of the process?', and 'Lastly. Do you wish to be contacted by one of our team members?'. To the right of the survey form is a QR code with a red 'G' logo in the center, and below it is a red button with a speech bubble icon and the word 'SURVEY' in white capital letters.

Example of Evolution in Thought in Transportation:

Don't be afraid to try something new!

- There was a new automated way of travelling in an electric vehicle, and people did not trust it. "Is it safe? What if the machine doesn't do what you say it will?"
- So the creators of this new technology placed a person inside to "run" it, even though they did not have to.
- Now it is widely used today in nearly every city and town, and in most cases – without the additional person. You can ride by yourself, and no one is driving:

The Elevator!





Thank you!

