



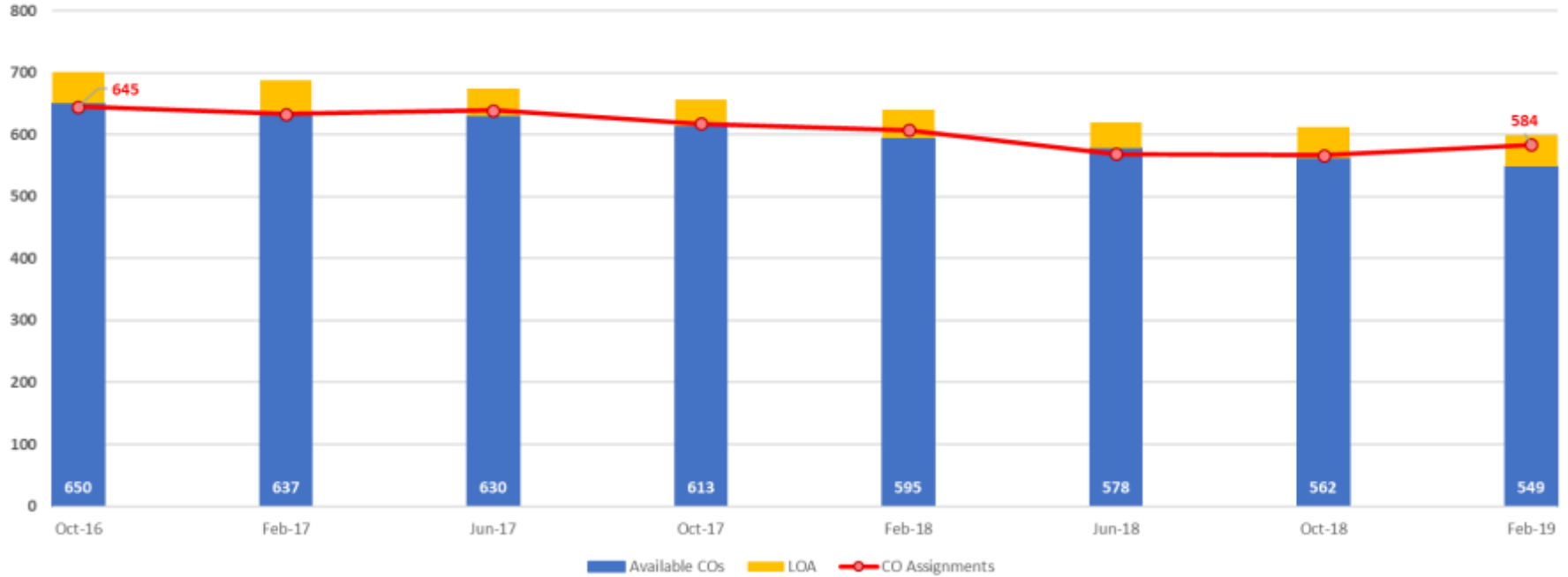
# Getting Real About Recruiting Bus Operators

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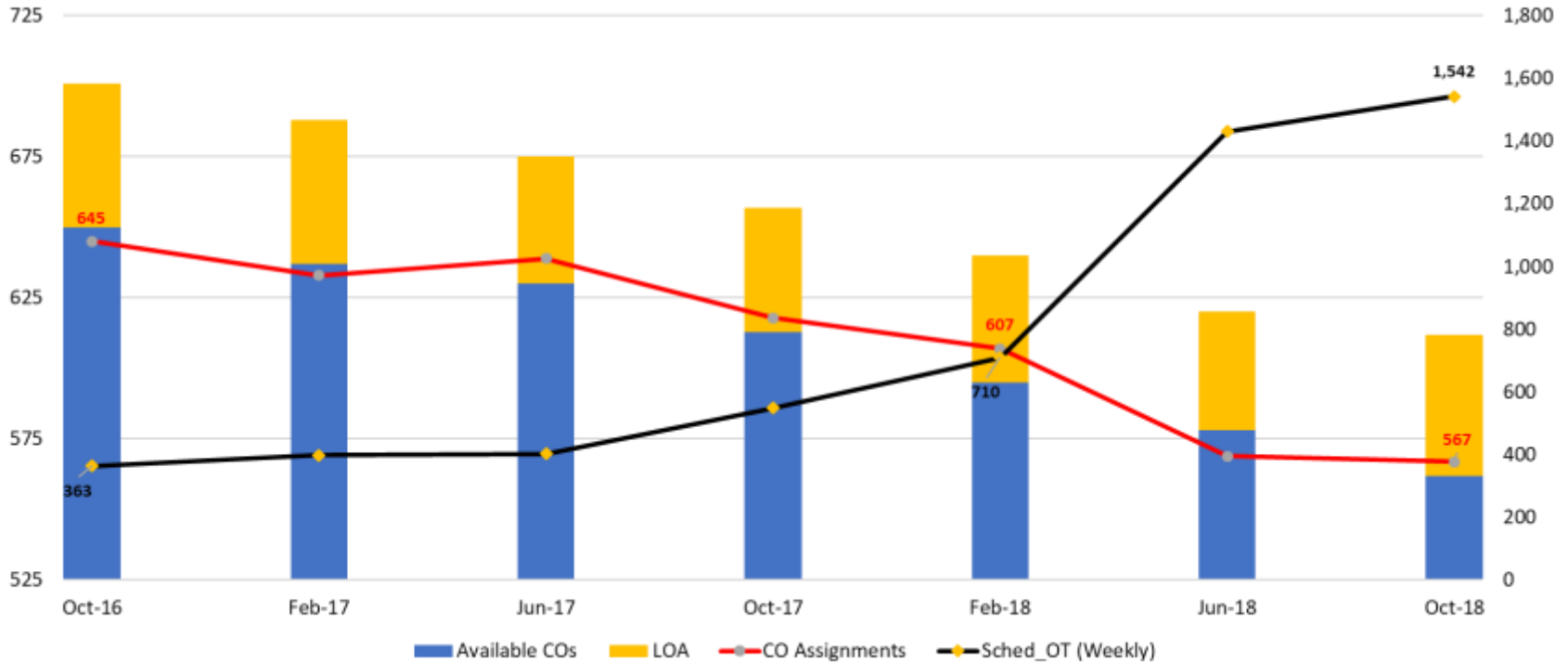
# The Problem

Available COs vs CO Assignments



# The Result... Operator Burnout

CO Assignments vs Scheduled OT

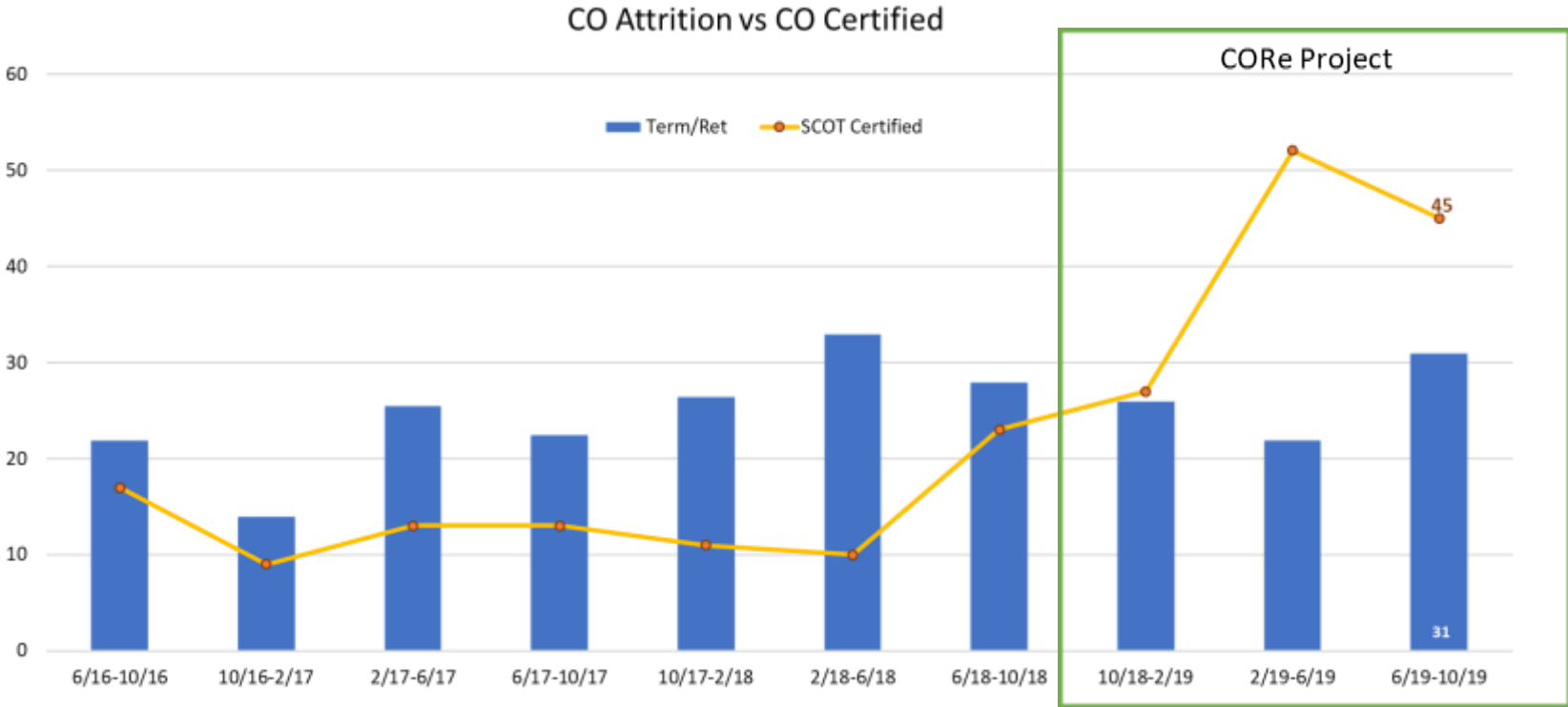


# Coach Operator Recruitment (CORe) Goals



- Establish Cross Divisional Team to address Coach Operator shortage
- Streamline Coach Operator hiring
- Ensure a consistent applicant pipeline
- Optimize recruitment initiatives
- Benchmark against other agencies
- Increase certified operators by 10%

# Impact of CORe



# Accomplishments



## **Made position more attractive and visible**

- Created new Coach Operator webpage
- Increased social media advertising
- Promoted marketing images and videos
- Advertised competitive benefits/salaries
- Emphasized Referral Program

## **Decreased time to hire and certify**

- Shortened application
- Streamlined medical certification
- Increased number of interviews

# Increased Advertising

- 54M bus ad impressions
- 11M digital ad impressions
- 304K video views
- 158K digital ad clicks
- 115K webpage visits
- 2K applications

**DRIVE  
OCBUS**









# Fiscal Year Comparison

FY 18/19 goal was to increase certified drivers by 10% (from 36 to 40)

FY 19/20 goal is to increase by 10% (from 98 to 108)

Fiscal Year	FY 16/17	FY 17/18	FY 18/19	FY 19/20*
Hired	68	61	153	82
Certified	40	36	98	59
Certified Rate	59%	59%	64%	76%
YoY Change		-13%	172%	

# World Café Model

- Structured conversational situation for knowledge sharing
- Simple, flexible, effective
- Creates constructive possibilities for action



# Objectives

- Meet others with similar concerns
- Create collaborative dialogue
- Engage activity
- Connect diverse perspectives
- Emerge with ideas and productive possibilities for action



# World Café Assumptions

- Knowledge we need is present
- Collective insight comes contributions, listening, and connections
- Wisdom can be found by noticing deeper themes and questions
- Intelligence emerges as we connect in diverse and creative ways



# World Café Methodology

- Two progressive rounds of conversations
- Twenty-five minute conversations
- Subject interest areas on each table
- People move from table to table
- One table “host” remains to provide continuity
- Share ideas verbally and visually
- Capture ideas on flip charts
- Feel free to capture ideas in both words and images

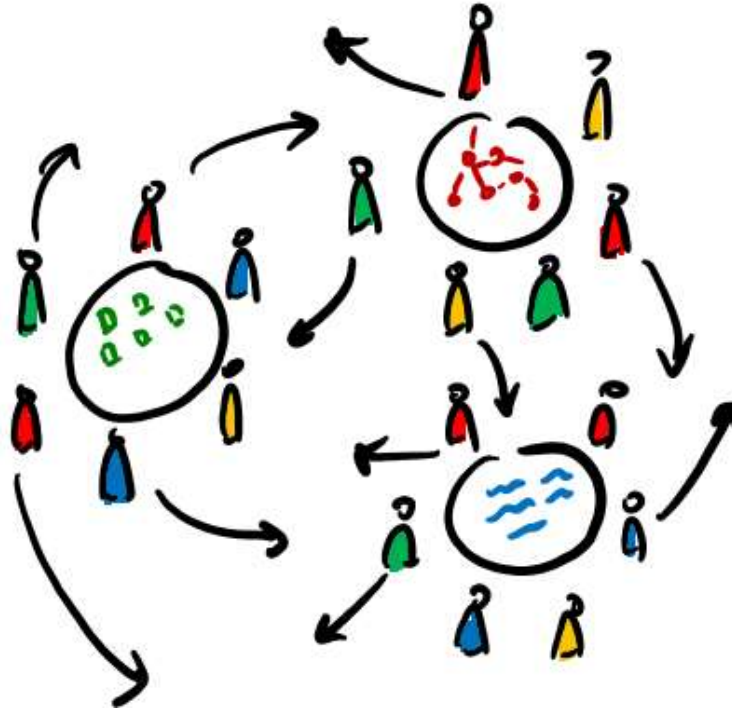
# World Café Guidelines

- Focus on what matters
- Listen to understand
- Connect ideas
- Contribute your experience
- Play, doodle, draw to spark creativity
- Listen for patterns, insights, and deeper connections



# Ground Rules

- Relevance
- Open-mindedness
- Acceptance
- Respect





# One more thing...

- Each table will select a table host to
  - Welcome newcomers
  - Share main ideas, themes and questions
  - Encourage participants to link ideas and make connections
  - Ensure the capture of ideas (using flip charts)
  - Summarize the content

# Round One

In the next 25 minutes, discuss these questions:

- What are the dilemmas / opportunities of the driver shortage?
- What assumptions do we need to test or challenge in thinking about this situation?
- What one thing hasn't yet been said but is needed in order to reach a deeper level of understanding / clarity?

# Round Two

In the next 25 minutes, discuss these questions:

- What's taking shape here? What are we hearing underneath the variety of opinions being expressed?
- What conversation have we started today that could ripple out and create new possibilities for the future of hiring coach operators?
- If our success was completely guaranteed, what bold steps might we choose?

# Round Three

Summarize and prepare for debrief

- Choose a spokesperson
- Finalize flipcharts
- Create gallery



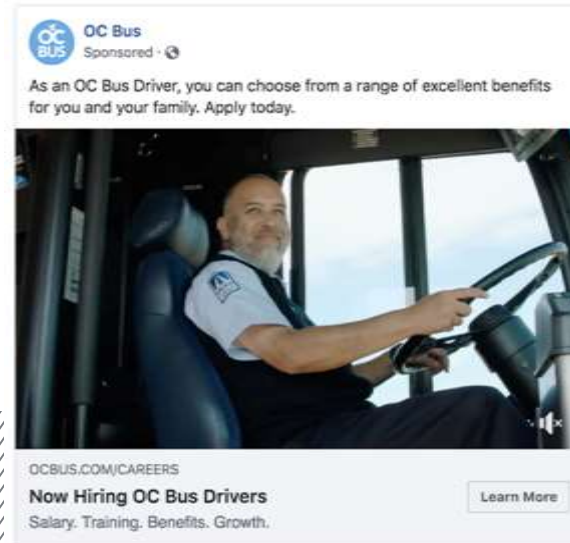
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