



Bus Operator Recruitment & Retention at Blacksburg Transit

Virginia Transit Association
Annual Conference

May 22, 2018

Blacksburg Transit

- 15 routes/69 vehicles
- Major trip generator is Virginia Tech
- Service level tied to academic calendar
- 70% of employees are part-time



Operator Shortage

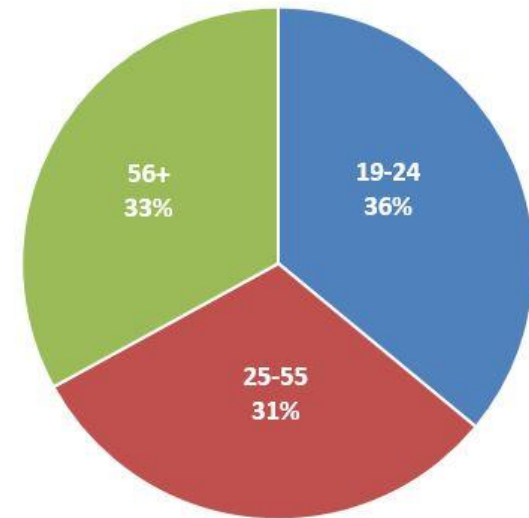
- Fall 2015 – 25% understaffed (31 operators)
- Initial Response
 - Increased wages 11%
 - Operator Driving Bonus Plan
 - Lifted overtime constraints
 - Cut service by 8%
- Ridership dropped



Comprehensive Strategy

- Pay/Incentives
- Advertising/Outreach
- Retention

BT Operator Age



Pay/Incentives

- Starting wage up 27%
- Parity between Part-time & Full Time wages
- Premiums for hard-to-fill shifts
- Bonuses

Advertising/Outreach

- **MESSAGING**
 - Creative
 - Targeted

DRIVE FOR  **BT**
CAMPAIGN

Creative

Target: Young Adults (19 – 24)



Creative

Target: Second-Jobbers (25 - 55)

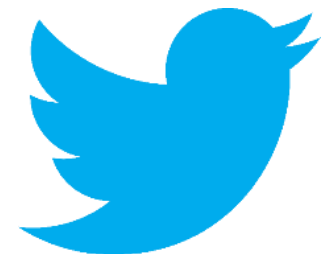
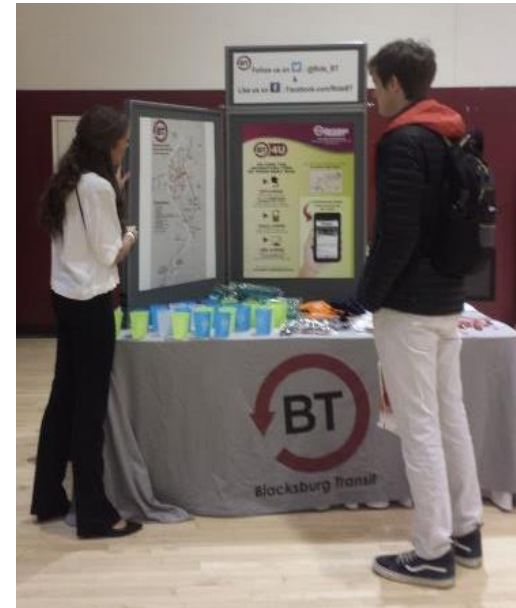


Creative Target: Retirees (56+)



Advertising/Outreach

- **DELIVERY**
 - Digital/Social Media
 - Print
 - Events
 - Out-of-Home
 - Landing Pages



Video clip sit profitably



Landing Pages



Work for Blacksburg Transit

The best part-time job in town — hiring now!

We Need Drivers

Looking for a job that fits your schedule **and leaves you time to have some fun?**

Work for BT and you'll have **money in your pocket** and **free time to do what you enjoy**. Getting the work schedule you want shouldn't be a hassle...and with us, it's not.

Pay starting at **\$13.22** an hour which includes paid training.



Benefits

You're in charge of your schedule, so pick the hours that work for you. Work anywhere from 9 to 30 hours a week. Most shifts are about 3 hours long and you can work one shift or multiple shifts on the days **you choose**.

Build your resume with experience in teamwork, communication, customer service and managing your own work schedule. Plus, future hiring managers will know you're responsible and an expert at being on time!

Qualifications

No bus-driving experience necessary, but you do need to have a pretty good driving record.

- Must be at least 19 years of age
- Have a valid driver's license
- Have a high school diploma or G.E.D.

How to Apply

Apply by submitting an application to the Town of Blacksburg via email, fax or to 300 South Main St. by 5 p.m. Friday, August 25, 2017.

[Apply Now](#)

An EOE

Retention

- Performance evaluations
- Operator-Management group
- Team-building & social activities
- Training Opportunities
- Certification
- Contests/Drawings
- Food!



Thank you!

