



Assuring Tomorrow's Workforce: Implementing APTA's Blue Ribbon Panel Workforce Development Recommendations: Phase One

**Doran Barnes, Chair,
APTA Blue Ribbon Committee of Workforce
Development**

Focus on Quality Programs, Outcomes & Results



- **Tie projects and outcomes to APTA's 2010-2014 Strategic Plan – Quality Workforce**
- **Implement Phase One priority project recommendations (Completion within 18 months)**

Key Strategic Focus Areas



- **Legislative Issues**
- **Image & Branding**
- **Higher Education**
- **Youth Outreach & Awareness**
- **Partnerships & Collaborations**
- **Performance Metrics/ROI**

Phase One Projects, Partnerships & Outcomes



- **Legislative Issues**
 - **Monitoring Legislative Proposals which Support Workforce Issues**
- **Image & Branding**
 - **“YouTube Video - Attracting Next Generation Transit Workforce”**
 - **Social Media Toolkit**
 - **Collaboration with APTA Committees and Industry Partners**

Phase One Projects, Partnerships & Outcomes



- **Higher Education**

- **Pilot projects: Student mentor and intern programs**
- **Student Ambassador Outreach Program - Proposed FY'12 APTA business plan**
- **BMBG Initiatives**
- **CUTC/USDOT National Education & Workforce Development Summit – Fall 2011**
- **Collaboration with APTA Committees and Industry Partners**

Phase One Projects, Partnerships & Outcomes



Youth Outreach & Awareness

- National Public Transportation Career Day – April 22, 2011
- APTA Youth Summit – for High School Juniors & Seniors, June 25 – 29, 2011, Washington, DC
- 2011 APTA Annual Meeting & EXPO – Student Programs and Outreach
- Release 1.0 – Industry database of member youth outreach best practices, pilot study
- Release 1.0 – Online transit materials for elementary school teachers/students/parents, pilot study
- Industry Project Advisory Teams – APTA Members & Industry Partners

Phase One Projects, Partnerships & Outcomes



- **Partnerships & Collaborations**
 - New partnership – American Association of Community Colleges
 - Labor-Management Training Partnerships: ATU & TWU International, and others
- **Performance Metrics/ROI**
 - TCRP F-16 Project: “Building a Sustainable Workforce in the Public Transportation Industry – A Systems Approach”

Ongoing Initiatives



- **Supervisory Skills for New Front-Line Operations & Maintenance Supervisors – Public and Private Sector**
 - Industry best practices webinar training sessions & discussions
- **APTA Industry “webcasts” - Selected sessions from 2011 APTA Bus and Paratransit and Rail Conferences**
- **APTA Industry webinars**
- **APTA workforce development web portal**
<http://apta.com/resources/profdev/workforce/Pages/default.aspx>