



April 2022

Bus Operator Recruitment



WE'RE HIRING



Become A Driving
Force In Our
Community...

 Apply now

miamidade.gov/busdriver

MIAMI-DADE
COUNTY

Miami-Dade County's Department of Transportation and Public Works (DTPW) has a critical need to hire qualified bus operators to improve the level of bus service we offer and continue to strengthen our transit system.



NATIONAL LABOR MARKET CONDITIONS

Based on high-level research conducted, the current labor market is a very competitive one on a national scale.

KEY FINDINGS

- In October 2021 postings were up 20% from last year.
- There's a 0.3% monthly increase in the demand for heavy and tractor-trailer drivers nationwide, based on July 2021 data.



Key Highlights of the Labor Markets: Based on July 2021 Data

Active Job Postings					
Monthly Change		 4.2%	 -0.9%	 2.7%	 +8.3%
Top Occupations	By Demand Volume Monthly Change	Heavy and Tractor-Trailer Truck Drivers +0.3%	Personal Care Aides +1%	Software Application Developers +3%	Software Application Developers +8%
	By Demand Growth ^a Monthly Change	Security Guards +9%	First-Line Supervisors, Retail +15%	Management Analysts +5%	Customer Service Representatives +18%
Top Skills	By Demand Volume Monthly Change	Programming +5%	SQL -8%	Programming +3%	Programming +6%
	By Demand Growth ^a Monthly Change	Statistical Analysis System (SAS) +11%	Test Automation +8%	Mobile Application Development +9%	Underwriting +26%

Source: Gartner TalentNeuron

^a Demand growth of a skill or an occupation: The month-over-month percent increase in job postings with requirement for the skill or in job postings for the occupation. To control for variation in skill and occupation demand, we use the average job posting levels in the trailing six months as the monthly job posting volume.

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MARKET CONDITIONS HAVE CHANGED



- **79%** of jobseekers are using social media to find a job.
- **85%** percent of candidates shared that it was more important for them to be seen as a person and not just an employee.
- A work from home environment is trending and preferred, so a fully on-site work environment (like a bus operator) is a challenge.



INCREASED COMPETITION FOR DRIVERS

FedEx



Uber

amazon


lyft



MIAMI-DADE REQUIREMENTS & BENEFITS

- ✓ A high school diploma or a General Education Diploma (GED).
- ✓ Photo identification, such as a valid Florida Driver's License.
- ✓ Proof of having passed the General Knowledge, Air-Brake and Passenger Transport test sections of the Commercial Driver's License (Current and Valid CDL Permit) exam.
- ✓ Paid training (\$15.49 per hour)
- ✓ Earn between \$16.32 and \$26.42 per hour
- ✓ Ability to increase earning potential with overtime opportunities
- ✓ Healthcare benefits
- ✓ Paid vacations and sick days
- ✓ Opportunities for career growth
- ✓ Retirement benefits
- ✓ College Tuition Reimbursement Program
- ✓ And more...



OTHER AGENCIES

CHICAGO TRANSIT

- No CDL needed to apply
- 30 days of paid training, including CDL (a \$3,000-\$5,000 value)
- Candidates who hold a CDL will have an expedited start date

NEW JERSEY TRANSIT

- Hiring bonus of \$6,000 for drivers who have Class B or A CDL with air brake & passenger endorsements **OR** \$3,000 hiring bonus for CDL candidates with permit who passed written tests for general knowledge, air brake and passenger endorsements & awaiting road test
- 50% of the bonus paid in 6 months and remainder after one year of service





OTHER AGENCIES

JACKSONVILLE TRANSPORTATION AUTHORITY

- \$15,000 signing bonus paid out over the course of 3 years for drivers with CDL
- \$10,000 signing bonus paid out over the course of 3 years for candidates with no CDL
 - Agency assists candidates in obtaining CDL

AGENCIES/COMPANIES OFFERING INCENTIVES

- First Transit
- Maryland Transit Administration
- Via
- Amazon





COLLABORATION



Human Resources

- Recruitment



Operations

- Retention



Finance

- Financial incentives



Marketing

- Marketing the position



M MARKETING

CAMPAIGN OBJECTIVES

- Increase awareness of the open full-time bus operator positions
- Increase applications to the full-time bus operator positions
- Promote the benefits of becoming a bus operator, including, but not limited to, a stable salary, health care and paid holidays

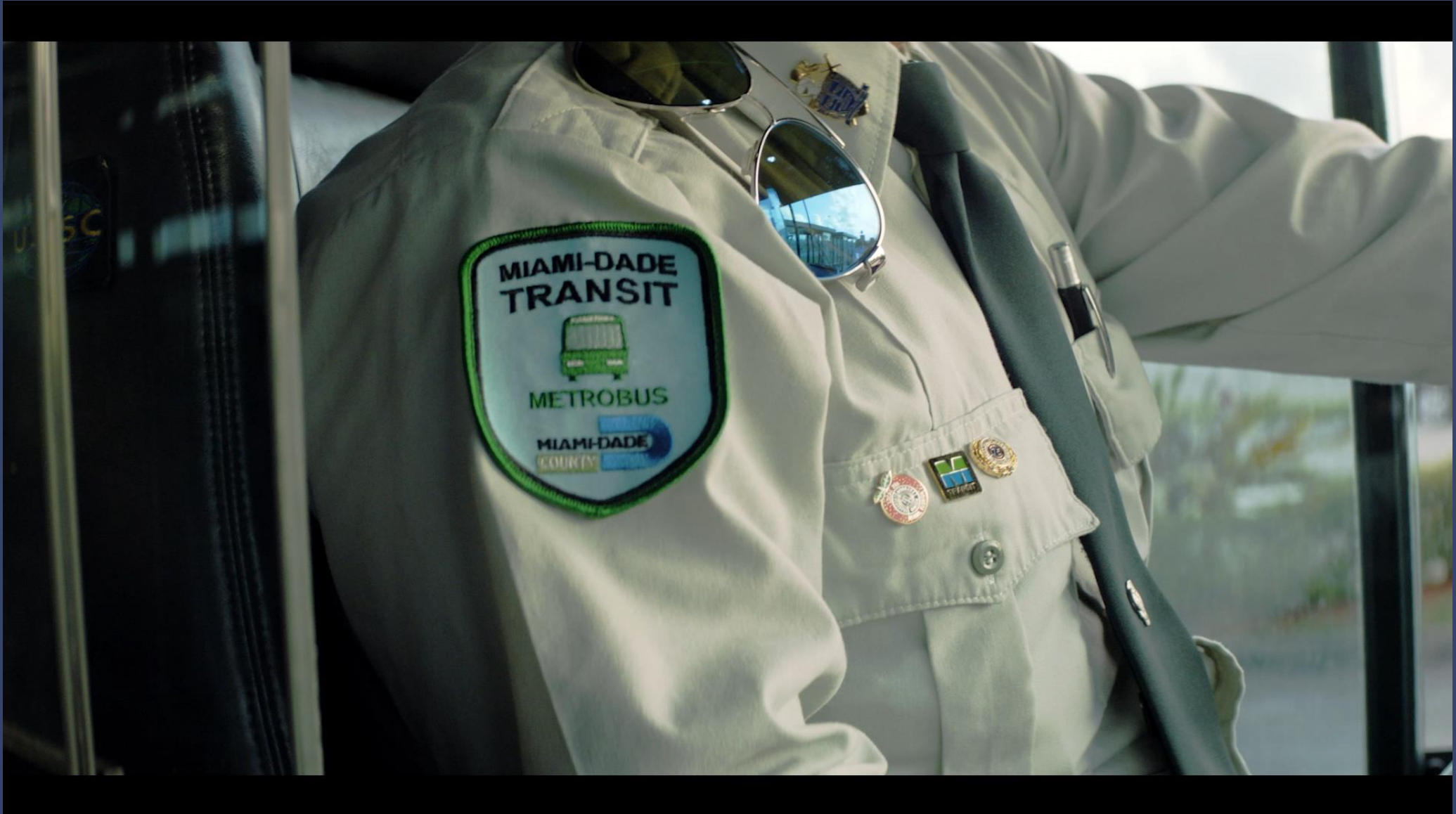
TARGET AUDIENCE

- Qualified candidates with CDL
- School bus drivers
- Broward Transit bus drivers
- Delivery drivers (i.e., Amazon, FedEx, UPS, etc.)
- Job seekers interested in public sector careers
- High school, vocational, and college students

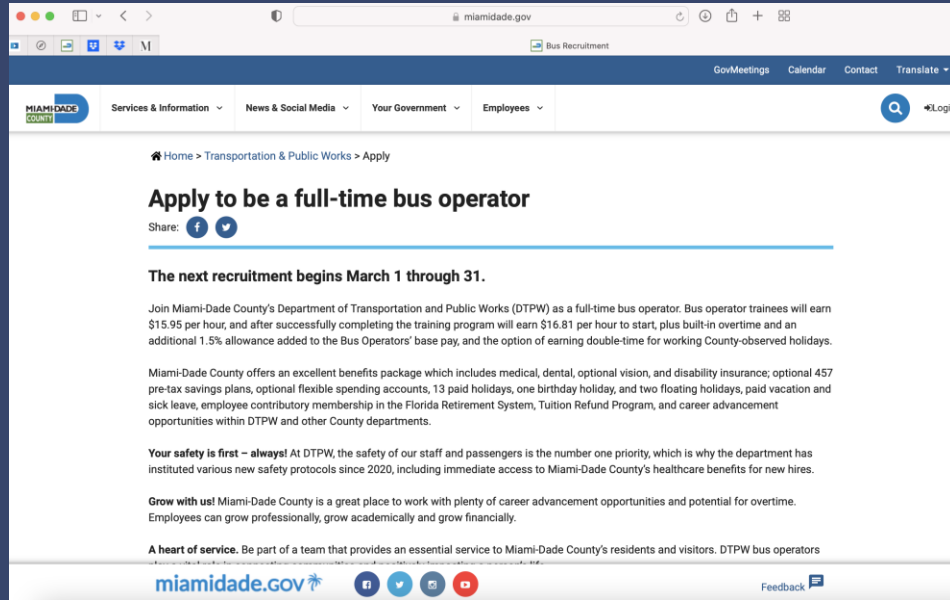




MARKETING



M MARKETING

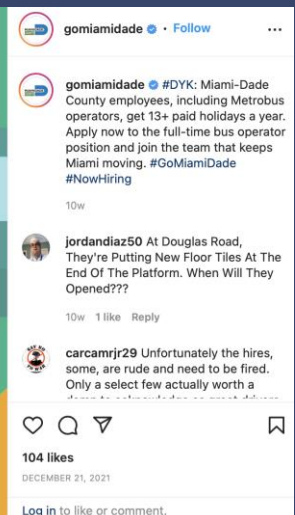


Preview

Ad · www.miamidade.gov/busdriver ▼

Full-time Bus Driver Positions | Open Through 3/31 | Apply Today

Miami-Dade Transit operators play a vital role in positively impacting a person's life. Apply by Thursday, March 31 and become part of a team that moves Miami.





MARKETING HIGHLIGHTS



Digital Video Views: 65,415



Digital Impressions: 1.8 million



Social Media Engagements: 80,839



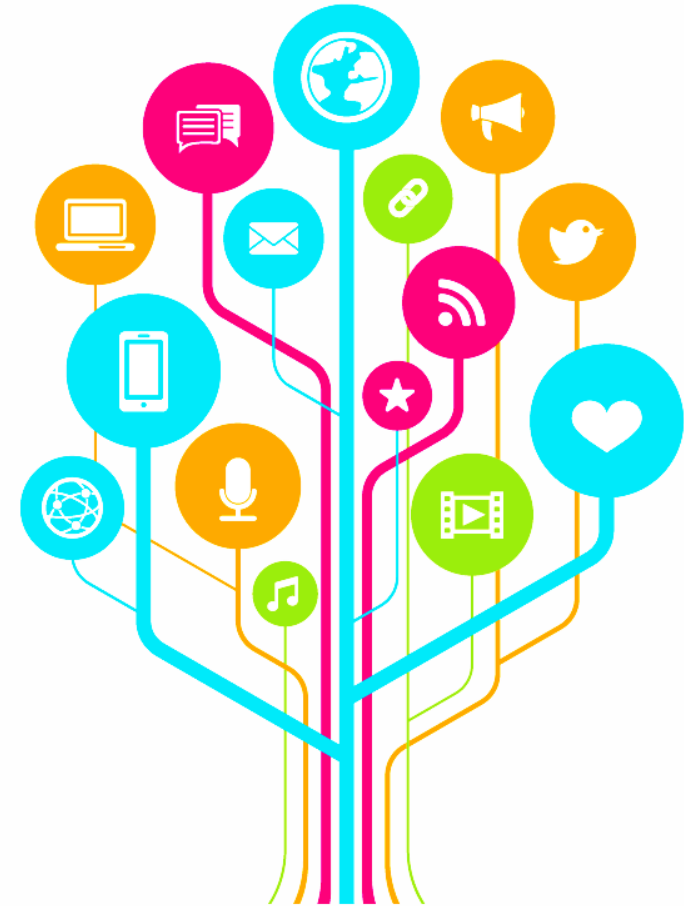
Clicks: 23, 392



Radio Audience Reached: 2.4 million



TV Impressions: 375,800





THANK YOU