

# Blue Ribbon Panel Recommendations: Implementation – The Next 18 Months

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# **Major Focus Areas & Action Plan: Next 18 months**

- **Legislative Issues**
- **Image & Branding**
- **Higher Education**
- **Youth Outreach and  
Awareness**
- **Partnerships & Collaborations**
- **Metrics and Return on  
Investment**

## Legislative Issues – Ongoing Project

- **Project**: Federal authorization and related funding.
- **Status**: On-going collaboration with APTA's Legislative Committee & Congressional staff members.

## Image & Branding – Initial Project Highlights

- **Project**: Collaborate with “Telling our Story” task force – promote benefits of careers in transit .  
Status: Initial work underway. More work in the pipeline.
- **Project**: Promote “green jobs” in transit.  
Status: Initial work underway.
- **Project**: “Industry Image” campaign.  
Status: Components under development including: new Social Media Online Toolkit; TCRP-F-16 Project.

## Higher Education – Initial Project Highlights

- **Project**: Establish Higher Education Subcommittee.  
Status: Subcommittee established.  
Recruiting members.
- **Project**: Develop local higher education and transit agency partnerships.  
Status: Preliminary phases.
- **Project**: Increase internship opportunities – public & private sectors.  
Status: Preliminary phases.

# Youth Outreach and Awareness Initial Projects

- **Project**: Develop K-12 outreach tools and resources.  
Status: “9000 in ‘09” database of youth outreach projects to be released Fall, 2010. Next phase of ‘09 database information refinement to start winter 2010.
- **Sub -Project**: Host related featured webinars/web events.  
Status: To plan for 2011 events.
- **Project**: Develop National Outreach Programs.  
Status: National Career Day and Youth Summit planned for Spring/Summer 2011.

## Youth Outreach and Awareness Initial Projects - continued

- **Project**: Connect agencies and K-12 educators through advisory groups & resource development.
- **Sub Project**: Develop pilot materials for students and teachers.  
**Status**: Pilot materials ready for young audiences and teachers. To be released fall 2010. To leverage initial work to develop additional planned materials for next level of students and teachers.

# Partnerships & Collaborations

## Initial Projects

- **Project**: Target workforce message to both fellow APTA Committee members and APTA “partner” organizations.  
Status: On-going internal presentations; new committee partnerships.



# Metrics & Return on Investment

## Initial Projects

- **Project**: Promote results of TCRP J-6 Transit Training Resources, Practices, and Metrics Survey.  
Status: Results to be posted to APTA web site following 2010 APTA Annual.
- **Project**: Identify additional research on performance measures.  
Status: TCRP F-16 work to begin, “Building a Sustainable Workforce for the Public Transportation Industry.”

# Building & Enabling Tomorrow's Workforce

- **Action Plan**: Results focused.
- **Real**: Projects, products, outcomes.
- **Opportunities**: Everyone wins.

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