

**APTA Blue Ribbon Panel on Workforce Development**  
**Final Recommendations Submitted: Ready to Work!**

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# Eye on the Prize ...

**DREAMS  
& IDEAS**

**VISION &  
LEADERSHIP**

**INDUSTRY  
CHALLENGES**

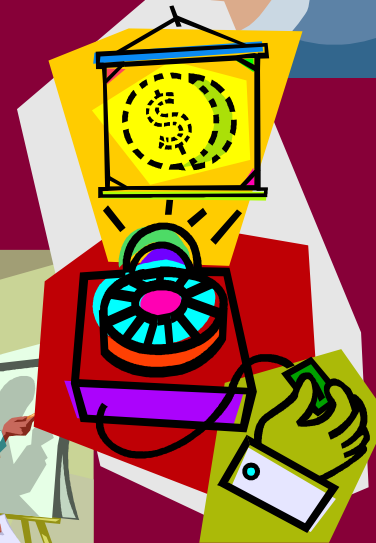
**RECOMMENDATIONS  
& ACTION PLAN**



**CREATIVE THINKING  
& COLLECTIVE  
WISDOM**

**DIVERSE OPINIONS  
& DEDICATED  
PEOPLE**

# Time, Talent, Trust ...

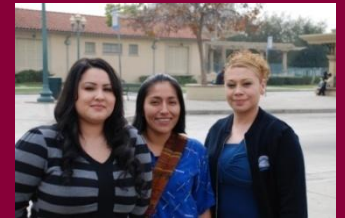


# Public Transportation: A Source of Rewarding Careers



# Transit's Future Workforce Pool

- **Generations X, Y, & Z, Skilled Workers, Returning Veterans, and Many Others.**
- **Different priorities & life balance.**
- **Green jobs & the environment.**
- **Social responsibility & public service.**
- **New ways of communicating and planning.**



# **APTA Blue Ribbon Panel: Working Groups & Focus Areas**

- **Immediate Issues - (Federal Funding)**
- **Transit Industry Image - (Perception & Realities)**
- **Youth Outreach (K-12)**
- **Higher Ed - (Post Secondary Education)**
- **Collaborations & Partnerships**
- **Metrics/Return on Investment**

## **Highlights: Preliminary Blue Ribbon Panel Working Group Deliverables, Projects, Opportunities, & Initiatives Underway**

- **Transit Training Resources, Practices and Metrics Survey - TCRP Project #J-11 Task 12. (*ROI/Metrics*)**
- **Youth Outreach Toolkit – Pilot Project, prototype components due June 2010. (*Youth Outreach*)**
- **Preliminary survey (with CUTC) of higher ed transit curricula & programs; New Higher Ed Subcommittee established. (*Higher Ed*)**
- **APTA industry partners and industry associates - Preliminary list. (*Collaborations/Partnerships*)**
- **Collaboration & partnership initiative with “Telling our Story” Task Force. (*Industry Image*)**
- **APTA’s authorization recommendations; current proposed legislation; continued APTA and member presence on Capitol Hill; Congressional staff meetings. (*Immediate Issues/Federal funding*)**

## **Related Blue Ribbon Panel Initiatives and Studies**

- **“The Public Transportation Industry Professional Development/Human Capital Needs to Build a Sustainable Workforce”  
TCRP Project F-16 (new)**
- **APTA Preliminary Workforce Skill Development and Training Needs Survey Report – *(Scheduled for industry release, June 2010)***



# **Working Groups: Recommendation Highlights**

- **Establish industry training/development baselines, metrics, measurements, recommended practices.**
- **Develop industry toolkits & resources (Image, youth outreach, and more).**
- **Prototype and develop “One-stop shop” web portals with access to transit resources, programs, and academic partners.**
- **Sell our industry - create messages that reach new and NET generation audiences using “their” technologies.**

# **Recommendation Highlights Continued**

- **Expand program and resource inventories, expand university and community college curricula. Establish new degree programs in transit. Provide career roadmaps.**
- **Promote student internships and mentor programs with agencies and private industry.**
- **Strengthen labor/management partnerships and collaborations.**
- **Continued need for funding.**

# **Highlights: Ongoing and new workforce outreach**

- **American Association of Community Colleges (recent APTA Presentations)**
- **College and University Transportation Centers**
- **Federal Collaborations and Partnerships**
  - **US DOT/Federal Transit Administration**
  - US DOT/ Research & Innovative Technology Administration**
- **Transit Labor Unions**
  - Amalgamated Transit Union**
  - Transport Workers Union**
- **Transportation Learning Center**
- **National Transit Institute/Rutgers University**
- **Eno Transportation Foundation, Inc.**

## **Ready to work...**

- **Recommendations presented; formal report – forthcoming.**
- **Human Resources Committee – leadership & guidance.**
- **APTA committees, industry and other collaborations - abundant opportunities.**
- **Work together to create a sustainable workforce of the future!**