Workforce Development
“Recruit, Retain and Retrain”

Career Pathways for the Frontline Workforce
APTA Transit CEOs Seminar - February 11, 2015
Debra A. Johnson
Deputy CEO
Agency Overview

- Public, Non-Profit Owned by the City of Long Beach
- 7-Member Board of Directors
- 98-Square Mile Service Area
- Fixed Route Service
- Dial-A-Lift Paratransit Service
- AquaLink and AquaBus Water Taxi Service
Agency Overview, con’t.

- FY15 Operating Budget – $85M
- FY15 Capital Budget – $22M
- Over 29 million passengers, annually
- 750 Employees
- 2 Operating Facilities
- Fleet of 248 buses (40’ & 60’)
- 34 fixed routes
- 4 Vessels – 2 Catamarans and 2 Boats
Workforce Snapshot

LBT Employees (750)

Staff Members (160)
- Executives and Senior Level Managers
- First/Mid Level Managers and Supervisors
- Professionals, Technicians, Sales and Administrative Support Workers

Frontline Employees (590)
- Operators
- Mechanics
- Industrial/Utility Workers
- Service Workers
Corporate Strategic Priorities

- Safety and Service Quality
- Community and Industry Focus
- Financial Accountability
- Customer Experience
- Employee Engagement
Strategic Focus on Employee Engagement

- Recruitment
- Retention
- Training - Career Development/Technical/Job Skills Cultivation
Recruitment

Frontline Employee Hiring Initiatives

• Outreach to Local Organizations
  ✓ Local Community Colleges and Vocational Schools
  ✓ Employment Development Department (EDD)
  ✓ Women in Non-Traditional Employment Roles (WINTER)

• Regional Employment Developments

• Internal Referral Incentive Program

• LBT Communication Outlets
  ✓ Transit Guide
  ✓ Bus Car Cards
  ✓ Newspapers
  ✓ Website
Veterans’ Hiring Initiatives

- Hired a Sr. Human Resources Management Consultant

- Worked with Organization Dedicated to Assisting Veterans Find Employment
  - U.S. Department of Labor – Veterans’ Employment and Training Service
  - Pacific Gateway Workforce Investment Network
  - Anaheim Workforce Services

- Developed Veterans’ Hiring Language for Contracts
Training

Career Development/Technical Job Skills
Cultivation - Operators

• New Operator Training
• SMART
• Behind the Wheel Instructors
Training, cont.

Career Development/Technical Job Skills Cultivation - Mechanics

- Training
  - Southern California Regional Transit Training Consortium (SCRTTC)
  - Internal Training
  - OEM Training
  - M-SMART

- Upgrade Testing
Training con’t.

Career Development/Technical Job Skills Cultivation - Staff

- Leadership
  - Leadership Long Beach Institute
  - ENO Center for Transportation
  - Leadership APTA

- Job Skill Training
  - National Transit Institute (NTI)
    - Project Management for Transportation Professionals
    - Fundamentals of Transit Supervision

- Tuition Reimbursement Program

- New Horizons Computer Training
Thank You!

Debra A. Johnson
Deputy CEO
(562) 599-8501
djohnson@lbtransit.com