



TOOLS TO ATTRACT & RETAIN **TOP TRANSIT TALENT**



**EMERGING LEADERS
PROGRAM**
CLASS OF 2018 GROUP 4

Introductions



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Agenda

1. Project Objective
2. Research Method
3. Key Findings
4. Best Practices
5. Toolbox



Setting the Stage



Born in the 1940s

Attentive, passive and respect voices of authority



Born in the 1950s

Occasionally questioning but open to being convinced



Born in the 1960s

Either suckers or skeptics



A Shifting Landscape



Born in the 1970s

*Looking for simple
narratives*

Born in the 1980s

Restless

Born in the 1990s

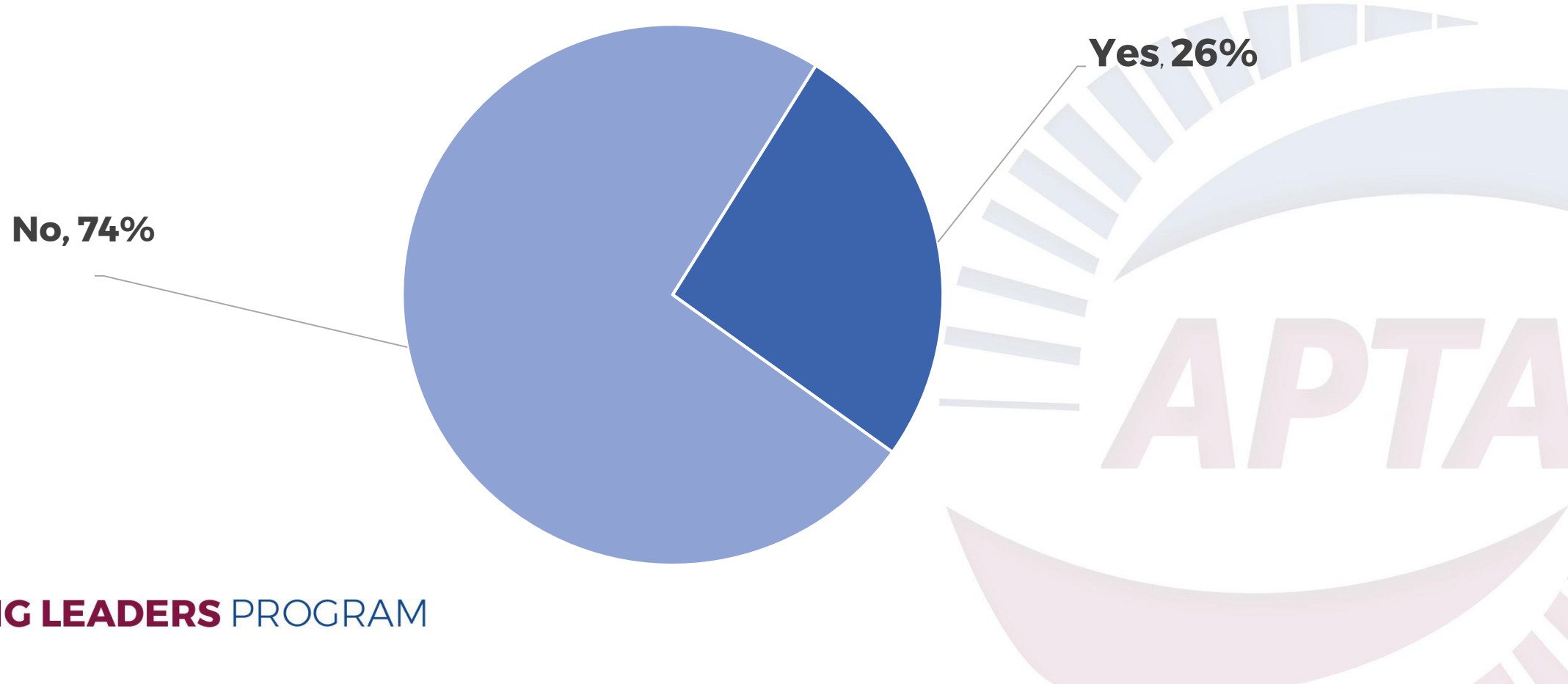
*Anywhere, anytime –
more likely on a mobile
device*



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What's at Stake?

Have you ever left a company and taken a job elsewhere because of benefits offered?



Pile on the Perks

amazon

EY
Building a better
working world

BAIN & COMPANY

Google

 **Microsoft**



facebook

**Goldman
Sachs**

Deloitte.



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Methodology

11 Questions

286 Respondents

Feb. 26 - Mar. 16



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APTA Emerging Leaders Program: Benefits Study

When it comes to attracting top talent to the transit industry, salary alone may not set an employer above the rest. Instead, many prospective employees are searching for more from employers. Today, more than ever, employees are seeking benefits to satisfy a well-rounded work-life balance.

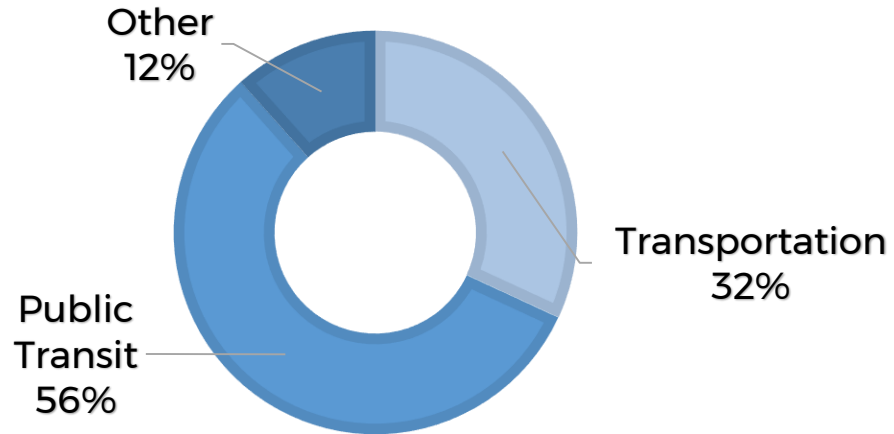
As representatives from the public transportation sector and members of the APTA Emerging Leaders Program Class of 2018, we hope to learn what benefits and incentives employers can use to attract and retain the best and brightest talent. Results from this survey will be made public through the American Public Transportation Association (APTA).

Please complete this short survey (less than five minutes to complete) to the best of your ability by Friday, March 16, 2018 by 5 p.m. (CST).

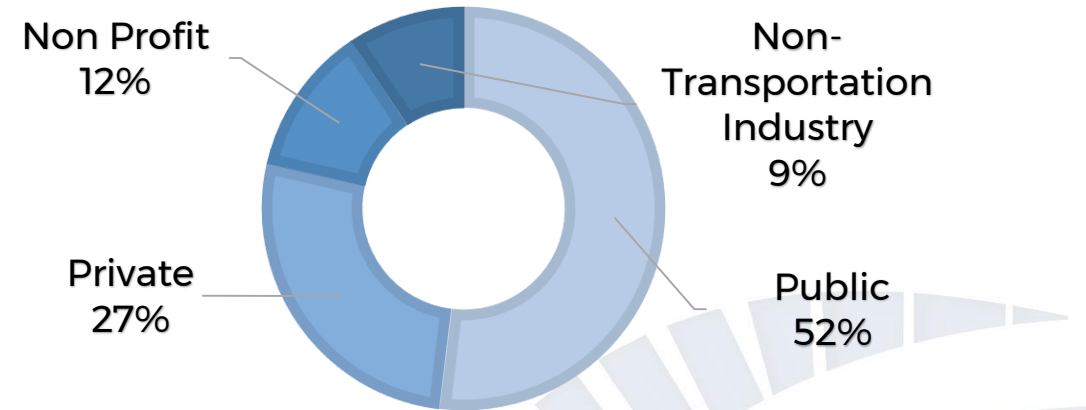
NEXT

Never submit passwords through Google Forms.

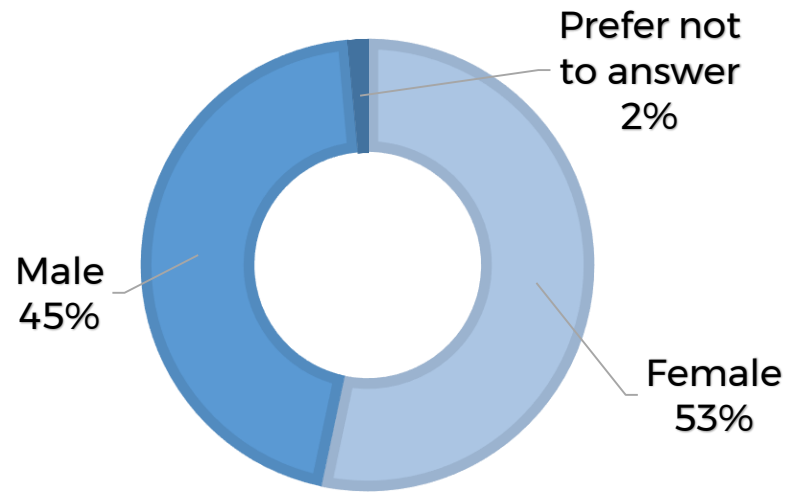
INDUSTRY



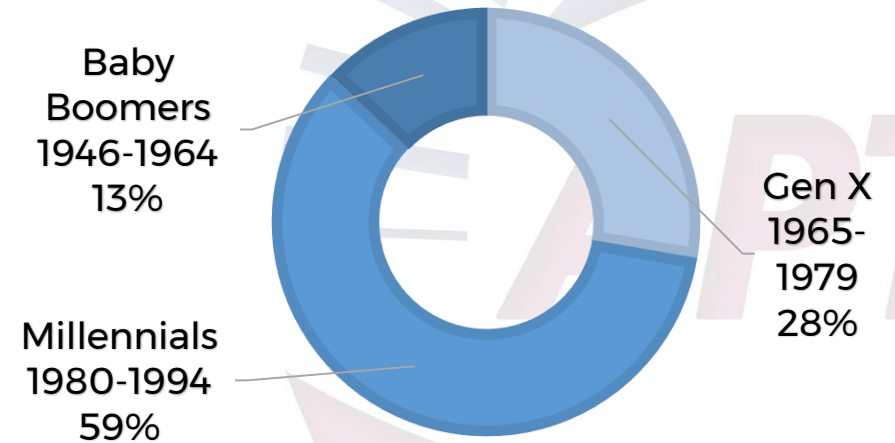
TRANSPORTATION SECTOR



GENDER



GENERATION



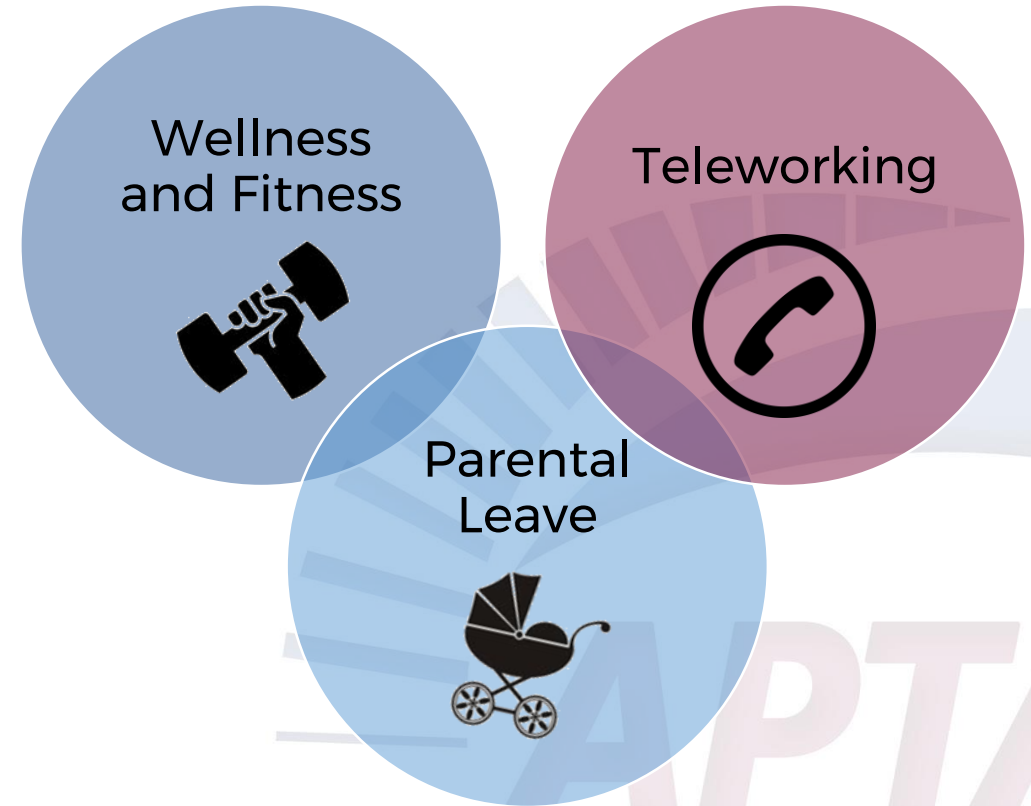
You Don't Need to Break the Bank

After **health insurance**, employees placed the highest value on benefits that are relatively low-cost to employers: **flexible hours** and **paid time off**.



If It Works, Keep Doing It

The top-3 benefits respondents wished their employer offered were **wellness/fitness** benefits, **teleworking** options and **parental** leave.



Our Industry Is Not Unique

Millennials Desire Better Work-Life Balance



33%

say managing their work, family, and personal responsibilities has become more difficult in the past 5 years



75%

want the ability to work flexibly and still be on track for promotion



47%

say work hours have increased in the last 5 years



78%

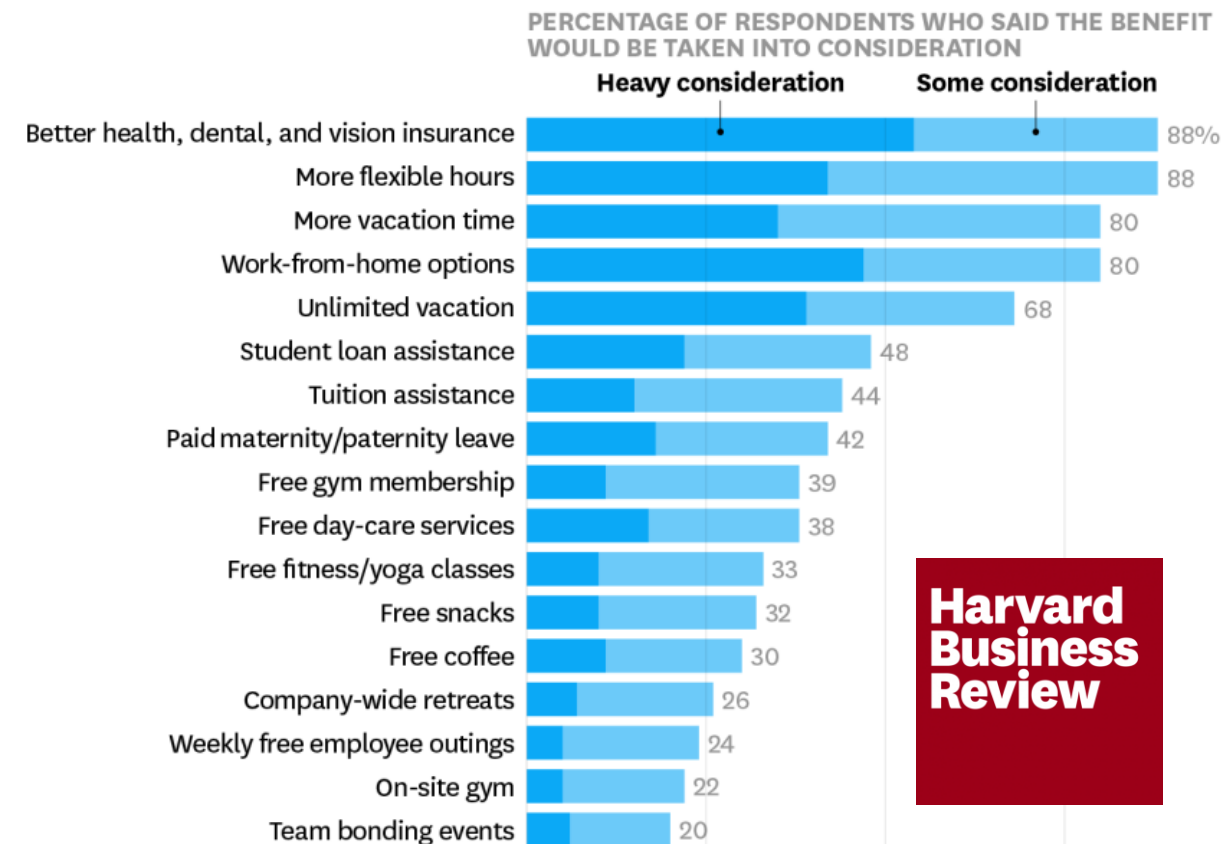
are part of a dual-career couple, compared to 47% of boomers



Source: 2015 Survey from Ernst & Young, Work-Life Challenges Across Generations

Which Benefits Are Most Valued by Job Seekers?

When choosing between a high-paying job and a lower-paying one with better benefits, respondents said health insurance and flexible hours might tip them toward the latter.



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SOURCE: FRACTL SURVEY OF 2,000 U.S. WORKERS

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Wellness Programs

Bring Your Pet to Work
Childcare
Lunchtime Relaxation
Healthy Snacks
Stock Options

Flexible Work Schedules

Professional Development
Healthcare
Recognition Programs

Teleworking

Casual Dress Code
Ergonomic Workstations

Parental Leave

Tuition Reimbursement
Sabbatical
Pension
PTO
Transit & Parking Benefits

Bonus Structure

Coffee/Tea
Paid Volunteer Time
401K
Privacy Rooms

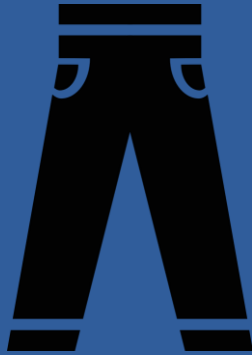


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Steps to Take Today!



Recognition



Relaxed
Dress Code



Volunteer
Activities



Break Room
Amenities



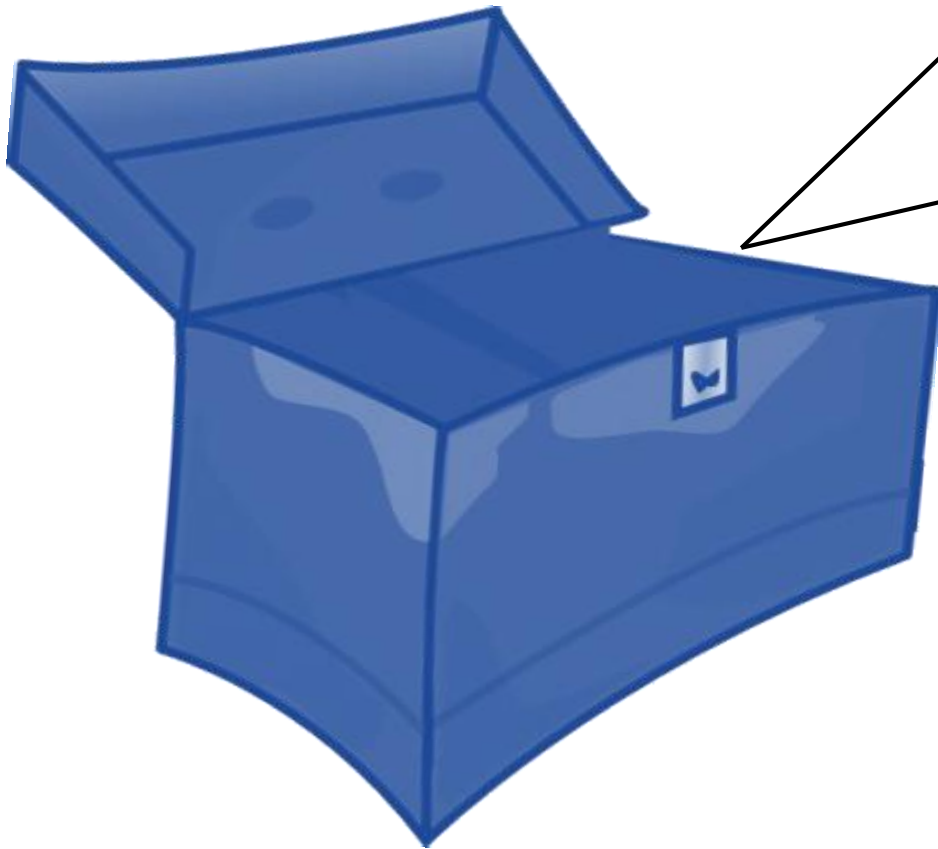
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Steps to Consider Next Fiscal Year

- Ergonomic Workstations
- Teleworking
- Flexible Schedules
- Privacy Rooms



Long Range Opportunities



Parental Leave



Childcare



PTO



Healthcare



Bonus



Wellness



Professional Development



Sabbatical



Vacancy Costs

- Team Burden
- Recruitment
- Resume Reviews
- Interviews
- Pre-Hire Preparation
- Onboarding
- Training

**50% – 150%
Annual Salary**



Where Do You Want to Invest?



Questions?

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Final Report Available Upon Request



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