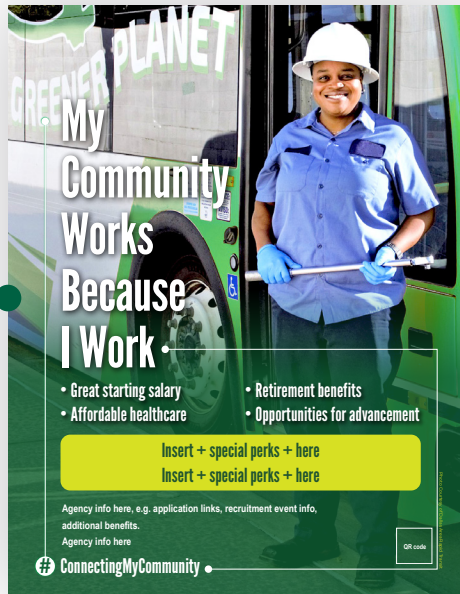


# # ConnectingMyCommunity

## Tips for Using Recruitment Advertisement Templates •

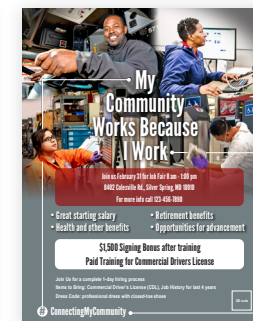
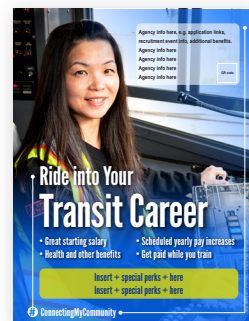
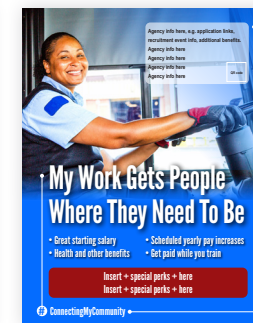
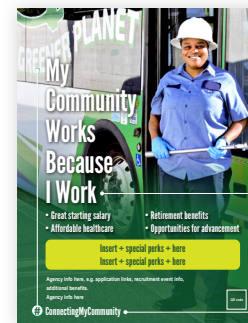


These advertisement templates provide models for fashioning recruitment campaigns for frontline transit workers. The PDF templates can be edited and allow easy adjustment with minimal experience in graphic design.

The broad theme for the National Frontline Transit Worker Recruitment Campaign is **#ConnectingMyCommunity**. TWC encourages using this hashtag throughout your recruitment campaign, whether using the provided templates or creating originals. This will allow for a common searchable hashtag for all agencies to share recruitment materials, strategies, and stories.

Each template in this Recruitment Campaign Toolkit reflects a message designed to reach target audiences:

- # My Community Works Because I Work
- # My Work Gets People Where They Need to Be
- # Take the Wheel of Your Future
- # Drive into Your Transit Career
- # Drive into a Greener Future
- # Serving My Community
- # Connect Your Community



## Factors to Consider for Success:

### 1. Use messaging and images that reflect your target recruitment audience

Consider that young people may be more likely to respond to ads emphasizing green jobs or a job that gives them a sense of purpose, while veterans and seniors might be drawn in by an emphasis on community service.



“One of the things that motivated me to apply to Park City Transit was the opportunity to drive within a system which exceeds 2.3 million rides a year. I feel fulfilled when I see our buses making a positive impact in our community.”

Henry Palmer, Transit Operator

Park City Transit

### 2. Where advertisement can be used

#### Locations to Consider:

- # Bus stops
- # Rail stations
- # Newspapers
- # Career and technical high schools, community colleges, and vocational schools
- # Community centers and senior centers
- # Workforce development organizations
- # Trade Schools
- # Social Media: Facebook, LinkedIn, Twitter
- # Job seeker websites: Indeed, Transit Talent, Idealist, and Government Jobs.

### 3. Local images are preferred

Any agency can use the template images. However, for organizations with design capability, TWC encourages using locally-identifiable images of local frontline workers, scenes, and locations.

### 4. Use workers' own words

Frontline workers are the best spokespeople for frontline transit worker recruitment. Direct quotes embedded into advertising can be very effective.





## 5. Consider your target audience and what you offer that will appeal to them

The bullets inside the templates should be rotated to reflect specific agency practices and to connect with specific audiences. Consider the following list of benefits used by other agencies:

### Compensation

- Attractive starting salary
- Signing bonuses
- Pay increase after six months
- Scheduled pay increases
- Medical, vision, and dental care, family healthcare plans
- Retirement/pension plan
- Free transit pass

### Career-specific benefits

- Paid training
- Agency-provided CDL training
- Opportunities for advancement
- Tuition reimbursement

### Other benefits offered by some agencies:

- Streamlined initial application process
- Part-time options
- Housing-related options i.e., rental lease discounts, free/discounted worker housing, and homebuyer assistance
- Childcare assistance
- Retailer and gym discounts

## 6. Advertise what sets you apart from other jobs

Transit agencies compete with many employers who, at first glance, may seem similar. The **#ConnectingMyCommunity** theme, the benefits packages, opportunities for career advancement, improving environmental quality, and community service are all among the features that distinguish transit careers from many others. Lead with these strengths and target the audience.

Become a Metrobus driver. No experience needed.



Earn up to \$2,500 in signing bonus and a rewarding career as Metrobus Driver.

Do you have a passion for providing great customer service, but you've never driven a commercial vehicle before? No problem. Get paid and earn great benefits while we train you to become a Metrobus driver in as little as nine weeks.

And now, Metro offers up to a \$2,500 sign-on bonus.

We are currently offering a highly competitive package inclusive of:

- Up to a \$2,500 sign-on bonus (terms and conditions apply)
- Starting salary of over \$50k (with/plus overtime)
- During training: Up to \$20/hr.
- After graduation: \$25.51/hr.
- Health and dental insurance and other competitive benefits
- Free transportation on Metrorail and Metrobus

Learn more about becoming a part of the Metro team here and apply today!

APPLY NOW



## 7. Make what the applicant should know about the hiring process clear, particularly in advertising materials for hiring events

### Special instructions to consider noting for a hiring event:

- # Required legal documentation to bring
- # Specific dress requirements
- # Directions to the event or office location, including bus or train lines and access, parking/ validation, and how to enter the building or venue.
- # What to expect at the interview or event



**BUS OPERATOR  
HIRING EVENT**  
*Saturday, February 26, 2022, 8am – 1pm*

Los Angeles Trade Technical College  
(LATTC)  
400 West Washington Bl  
Los Angeles, CA 90015  
*Free on site parking available.*  
*Interviews, bus operator candidate  
assessment testing, physicals and  
fingerprinting – all in one day!*

**ITEMS TO BRING:**  
> Driver's license (must be 21 years of age)  
> K4 driving record dated within 30 days (obtainable  
from the DMV office, DMV kiosks and online)  
> Resume

**DRESS CODE:**  
Please wear flat, closed-toe shoes

Metro offers a \$3,000 sign-on bonus  
(terms and conditions apply),  
great hourly pay and full benefits, such as:  
> Salary: \$19.12 – \$27.31 per hour  
> Health insurance  
> Tuition reimbursements  
> Paid trainings  
> Retirement plan options

For more information, visit [metro.net/hiring](https://metro.net/hiring)  
or contact the Metro Employment Office  
at 213.922.6217. Metro is an equal  
opportunity employer.

**Earn a  
\$3,000  
sign-on  
bonus.**

**M Metro**

Los Angeles County Metropolitan Transportation Authority

**# ConnectingMyCommunity**



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