



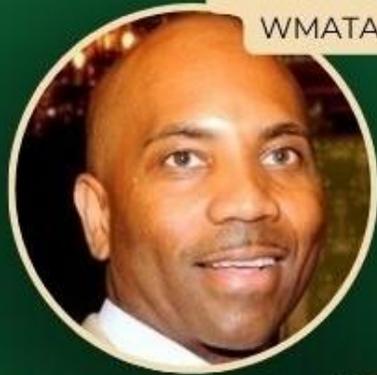
# Continuing to Serve – Veterans' Transit Career Routes

Thursday, November 6, 1 pm ET

Successful Organizational Partnerships and Veterans' Journeys

**Maurice Blue**

WMATA – DC



**Olivia Jones**

CapMetro – Austin



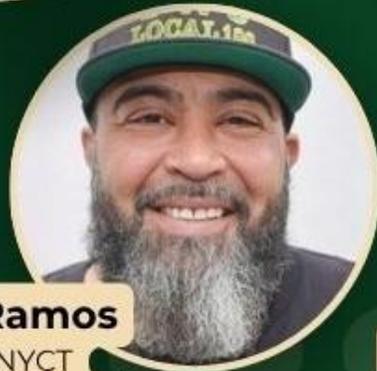
**Leesa Lester**

Southern Iowa Trolley



**Alex Ramos**

MTA NYCT  
TWU Local 100



**Adam Rosenfield**

CapMetro – Austin



**Tim Tarrant**

Brotherhood of  
Railroad Signalmen





# Transit Workforce Center – Mission

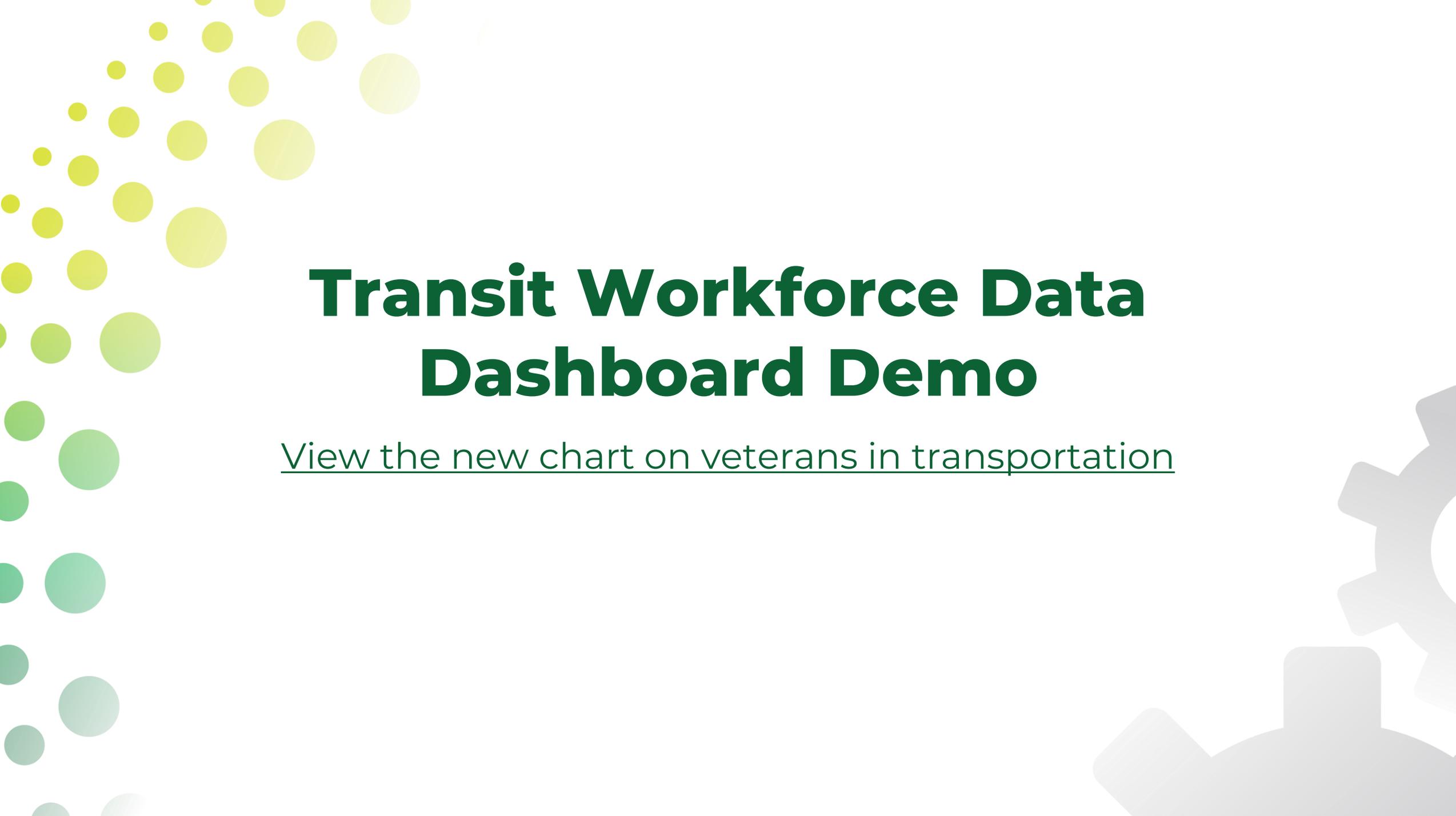


Operated by the **International Transportation Learning Center** (ITLC), the **Transit Workforce Center** (TWC) is the Federal Transit Administration's national technical assistance center for transit workforce development. TWC supports the workforce development needs of urban, suburban, tribal, and rural public transportation entities across the country.



## Today's Agenda

- Veteran recruitment programs at CapMetro and WMATA
- Veterans' reflections on moving from the military to transit careers
- Audience Q&A (please use the Q&A function to ask questions!)



# **Transit Workforce Data Dashboard Demo**

[View the new chart on veterans in transportation](#)



## Next up...



Adam Rosenfield  
Program Manager, Workforce Outreach  
CapMetro



Maurice Blue  
Senior Sourcing Officer, Proactive Sourcing  
WMATA  
U.S. Army, Command Sergeant Major (RET)

**CapMetro**

# CapMetro's Vets Recruitment Strategy

11.6.2025

# How We Got Started (early 2023)

Central Texas is a hotbed for vets (200,000+)



Knew we had veterans on staff – but didn't know where they were



Trying to open new pipelines



Previous veteran recruitment initiatives went nowhere – huge opportunity!

# Where We Started

## Regional Veterans Organizations



## Workforce Boards



## Our Original Focus

- Operators
- Mechanics
- Parts Clerks
- Service Island Attendants

# Our Big Success- Fort Hood Transition Assistance Program



## TRANSITION ASSISTANCE PROGRAM



We work with the biggest military installation in the US

Dedicated career coaches and transition specialists for servicemembers

Opportunity to partner with auxiliary organizations

Built long term brand building initiatives – we have secondary recruiters 50 miles away!

Hired 15+ servicemembers from this source- including Senior Leadership

Continually exposed to 500+ veterans at events

# Taking it to the Next Level

**TEXAS VETERANS COMMISSION** **CapMetro**

## Tech in Transit

**January 22, 2025**  
11am to 1pm

Register using the QR code below and you will be getting an email with the information to join

Jobs include – Mechanic, Police Officer, IT, Project Manager, and Data Analyst

Join us virtually to learn more about CapMetro's new jobs and how they are using new tech like EV, hydrogen buses and autonomous vehicles to power the future of transit.

Learn from Air Force Veteran and Manager, Training Vehicle Maintenance Chadrick Davis and David Carr, Director of Zero-Emission Vehicles about ways veterans can learn cutting edge tech skills while growing their careers in public transit!

**WORKFORCE SOLUTIONS RURAL CAPITAL AREA** **WE HIRE VETS** **WORKFORCE SOLUTIONS CAPITAL AREA**

Connect with **CapMetro**

### A NETWORKING EVENT

Tuesday **JAN 28** 9:00am - 1:00pm 9001 N IH 35 #110 Austin, TX 78753

Discover your next opportunity at this engaging event, featuring a panel discussion exploring career paths with CapMetro!

**Meet CapMetro people & more:**

- Kerri Butcher**, Deputy Chief, Executive Officer
- Nathan Helton**, Program Manager, Multimedia Production
- Jacob Calhoun**, Director, Transit System Enablement
- Ron Foster**, Transportation Manager, Demand Response
- Melissa Ortiz**, Director, Community Engagement & Involvement
- Mark Herrera**, Program Manager for Capital Projects
- DeNay Rhoek**, Manager, Training

**REGISTER TODAY!**

# DEPLOYING SKILLS INTO CAREERS

IT'S A THING **CapMetro** AROUND HERE.

**Brochure**

Material, including brochures and flyers, at veteran job fairs.

**WE VALUE VETERANS' SKILLS**

- On-the-job training, paid training, and the Commission's support, mean you enjoy benefits such as:
  - Paid vacation and sick leave
  - Health, dental, vision, and life insurance and disability coverage for eligible employees
  - Free on-site fitness center with personal training
  - Accommodations for employees with disabilities or long-term disabilities
  - 401(k) program with matching
  - Employee Assistance Program that includes and professional counseling
  - Career development and job placement opportunities
  - Free employee and family member travel passes

**DEPLOYING SKILLS INTO CAREERS**

CAPMETRO HELPS VETERANS CONTINUE TO SERVE

**WE HIRE VETS AROUND HERE**

**APPLY TODAY**  
CapMetro.org/veterans

**CapMetro**

**10% OF CAPMETRO EMPLOYEES ARE VETERANS LIKE YOU!**

**CHART YOUR NEW PATH AND JOIN OUR SQUAD**

CapMetro is proud that our family is filled with so many highly motivated. That doesn't happen by accident. We know that your skills from military (called on your deployment, your skills and your willingness to work hard for your community. And that's exactly what we need and you have them!

With your prior military experience, you'll be part of only the world's healthiest and most successful organization and the best of our veteran employees provide.

**WE WANT TO HEAR FROM YOU!**

It's time to take your next step in your career. CapMetro is proud to have you on our team. We're looking for people who are committed to growing our organization.

**WE HIRE VETS AROUND HERE**

CapMetro is recognized by the Texas Veterans Commission as being a top employer for veterans, and has been recognized as a top employer for veterans by the Texas Veterans Commission.

# FY 2025 Results



Key Managerial and Senior Leadership roles filled by Veterans



50 percent increase in corporate-focused veterans hires



CapMetro won the APTA Grand Prize for recruitment/marketing efforts around vets



Nominated by the Texas Veterans Commission for American Legion Employer of the Year



# How do you recruit vets?

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# Just some of the easily transferable occupational identifiers...



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88M (Mike)- Motor Transport Operator (Bus Driver)

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88N (November) – Transportation Management Coordinator

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91B (Bravo)- Wheeled Vehicle Mechanic

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91C (Charlie) – Utilities Equipment Repairer

---

25U (Uniform) – Signals

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CW 1/2/3/4- Warrant Officers (HIGHLY SPECIALIZED AND GREAT FOR SENIOR ROLES)

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**Anyone that operates vehicular type equipment works with the mechanics!!!**

# Nuance Is Key!

- Common occupational identifier- 92A Automated Logistical Specialists
- Common recruiter response: “We don’t really recruit logistics”
- In actuality....
  - Do you recruit parts and inventory roles?
  - Do you have document management or equipment control roles?
  - Maybe you have a need for building maintenance?

**Moral of this slide:  
You’ll find more skills than what’s on the MOS!**

# Things to Note

Many companies say they want to hire vets, and never follow up

There is a bit of sell involved – vets have options!

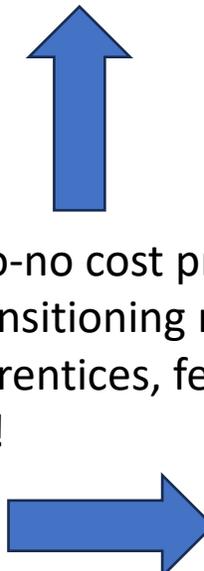
Use your employees- they are your biggest advocates/military skills translators

Interview prep is essential- vets are humble people!

# There's more ways to build a veteran pipeline



Free, low-to-no cost programs for veteran/transitioning military/military spouse apprentices, fellowships and internships!



**CapMetro**

**Adam Rosenfield**

**Adam.Rosenfield@capmetro.org**

**(512)-574-0592**

**LinkedIn**

11/6/2025

# Metro Military Recruiting Program



Maurice Blue-Senior Sourcing Officer  
(connect with Maurice on [LinkedIn](#))

Washington Metropolitan Area Transit Authority

November 2025



# My Military Journey to Metro

A 27-year career in the U.S. Army led me to create one of the nation's most successful veteran recruiting programs. From serving in elite special operations to leading Metro's mission to become the premier employer of choice for military veterans.

# 27 Years of Service



**1984: Enlisted Active Duty**  
Began military career as Army Logistics Specialist



**1984-1994: Task Force 160th SOAR**  
Served 10 years with Special Operations Aviation Regiment, featured in "Blackhawk Down"



**1994-2012: Recruiting & Retention**  
17 years as Non-Commissioned Officer building the Army's future



**September 2012: Retirement**  
Retired as Command Sergeant Major after distinguished service





# Building Mission Metro

Metro's strategic goal was clear: become the premier "Employer of Choice" within the military community, both locally and nationwide. We started by organizing a Veteran Focus Group with veterans working across Operations, Corporate, and Union roles.

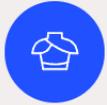
This team was charged with developing our strategic recruiting plan, naming the program Mission Metro, and crafting our core marketing message that would resonate with transitioning service members.



# Mission Metro

We value your commitment to teamwork, discipline, selfless service and mission accomplishment. At Metro, our mission is to operate and maintain a safe and reliable transit system that serves more than 1.3 million passengers a day. Make our mission your mission. Your skills will be recognized and rewarded with competitive salaries and benefits.

# Strategic Recruiting Approach



## Base Outreach

Regular presentations at Transition Assistance Programs on major installations: Fort Myers, Fort Meade, Andrews AFB, Fort Belvoir, Fort Bragg, Fort Campbell, Fort Bliss, Fort Hood, and Fort Benning



## Strategic Partnerships

Collaboration with Employer Support of the Guard Reserve (ESGR), Department of Labor Job Readiness Workshops, and VA Readiness & Employment programs



## Skills Translation

Military occupational skills and specialty codes incorporated directly into job postings to help veterans identify matching opportunities

# Partnership Network



Our success is built on strong partnerships with federal and state veteran employment agencies. These collaborations ensure we reach transitioning service members at every stage of their career transition journey.

# Supporting Veterans Beyond Hiring

## Veteran Employee Resource Group

A dedicated community where veteran employees connect, share experiences, and support each other's professional growth at Metro.



## Annual Benefits Briefings

Comprehensive sessions with federal and state representatives ensuring our veteran employees maximize their earned benefits and resources.





# National Recognition

1

## First Quasi-Government Entity

Earned both Military-Friendly Employer and Military Spouse Friendly designations from Victory Media in 2014

2

## Consecutive Recognition

Won Military-Friendly Employer designation every year from 2015 through 2025



# 2025 Outstanding Public Transit Agency of the Year

Metro has won the transit industry's most prestigious award, being recognized as the 2025 Outstanding Public Transit Agency of the Year by the American Public Transportation Association.



**THE WASHINGTON  
METROPOLITAN AREA  
TRANSIT AUTHORITY  
SALUTES YOU!**

We value your commitment to teamwork, discipline, selfless service and mission accomplishment. At Metro, our mission is to operate and maintain a safe and reliable transit system that serves more than 1.3 million passengers a day. Make our mission your mission. Your skills will be recognized and rewarded with competitive salaries and benefits.

**For more information and to see current open positions,  
please visit [wmata.com/careers](http://wmata.com/careers).**

## Join Mission Metro

Ready to continue your mission of service? Visit Metro's Veteran landing page to explore current opportunities and learn how your military skills translate to meaningful careers in public transportation.



Your commitment to teamwork, discipline, and mission accomplishment has prepared you for success at Metro. Make our mission your mission.



## Key Links

[WMATA Veteran Landing Page](#)

[CapMetro Veteran Landing Page](#)



## Next up...



**Olivia Jones**

Director, Operations Control Center and Training, CapMetro

United States Army and Texas Army National Guard



**Leesa Lester**

Transit Director, Southern Iowa Trolley

United States Air Force and Air National Guard



**Alex Ramos**

Outreach Coordinator, Transport Workers Union Local 100/Training Upgrade Fund; Light Maintainer, Metropolitan Transportation Authority–New York City Transit

United States Marine Corps



**Tim Tarrant**

Vice President for Commuter/Passenger, Brotherhood of Railroad Signalmen

United States Marine Corps



**Send us your story!**

**[careerstories@transportcenter.org](mailto:careerstories@transportcenter.org)**





## Current Funding Opportunities

- Veterans eligible for **G.I. Bill Benefits** can receive a tax-free housing stipend that offsets costs for veterans while they're starting an apprenticeship or other on-the-job training program
- The **Department of Defense's Skillbridge program** funds the first six months of a veteran's employment as a trial period for both employer and employee
- The VA's **Special Employer Incentive Program** also subsidizes employment of veterans for up to six months
- Many local pathways to free/discounted CDL training for veterans
- Note that funding opportunities are always changing!



## Additional TWC Resources on Veterans

- Transit Career Story: [Continuing to Serve — Veterans' Transit Career Routes](#)
- Case Study: [The Next Chapter in a Life of Service: Veterans in Transit](#)
- Resource Center: [Curated resources](#) relating to veterans and the transit workforce



# THANK YOU!



[www.transitworkforce.org](http://www.transitworkforce.org)

