

2022

Calact
AUTUMN
CONFERENCE
& EXPO
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SANTA ROSA - CA

Internships to Build Our Future

WC Pihl, SVP of Business Development
Transdev

Strong Partnerships: Responding to Challenges Together

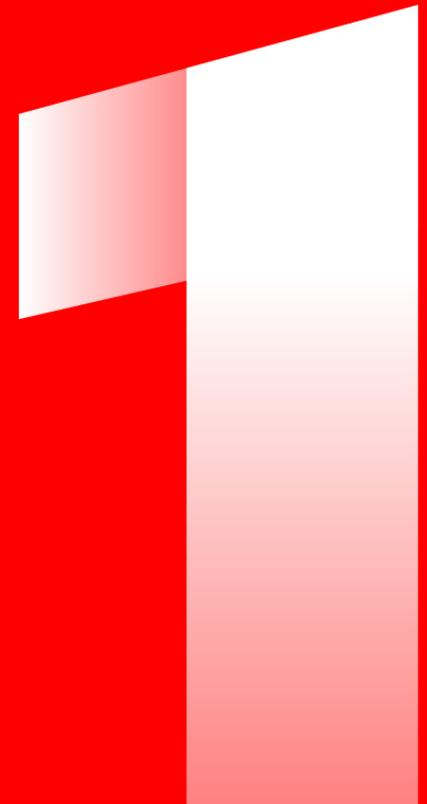
W.C. Pihl, SVP of Business Development



- **31 years of experience**
 - 15 Years Operations
 - 16 Years Business Development
- **CalACT Member and Conference Committee for 15 years**
- **Passionate about our passengers, front line employees, and you!**

The Great Big Question

How do we fill the generational gap that is starting, or even our immediate positions?





Who is our audience?

- **Not “transit people”** – They already live with us in this small transit world...
- **COVID Mind Changers** – COVID caused many to rethink their life’s decisions about career and many other things
- **Not Yet Retired** – 401ks that are now 201ks, returning kids and grandkids, and not yet ready to slow down
- **People who work in Customer Service (or other industries)** – Many people have the right attitude and people skills, that we can teach the specifics to
- **Youth** – Who thinks about Transit as a career? Most of us got here by accident, but loved it and stayed...how do we get NEW minds to think of our business?
- ***Let’s focus on the new generation for today’s discussion...***

The Usual Stuff is Not Working!

Time to think of new ways to tackle the issue





What Do Future Team Members Want?

Tune into WIIFM – their favorite radio station!

“What’s In It For Me?”



Did you know?

- Gallup recently asked 13,085 U.S. employees what was most important to them when deciding whether to accept a new job offered by a new employer.
- The study revealed that **pay** and **wellbeing-related** issues have both risen significantly in recent years, clinching the first and second spots as the most important factors for accepting a job elsewhere.
- These key job attributes will likely define the war for talent in the coming year, alongside other perennial wants, such as a **job that plays to their strengths** and **job security**.

Top 6 Reasons to Take/Leave a Job

1. **Significant income or benefits (64% said "very important")**
2. **Greater work-life balance and better personal wellbeing (61%)**
3. **The ability to do what they do best (58%)**
4. **Greater stability and job security (53%)**
5. **Policies that align with my beliefs (43%)**
6. **The organization is diverse and inclusive of all types of people (42%)**

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Internships

You gotta go to the tree for right apples





Set it up for real success:

- Ask probing questions about interest, and listen carefully to the responses
- Provide reasonable pay for the market
- Provide all the tools needed (before they show up), including laptop or toolbox
- Structured scope of work and syllabus
- Commitment to a specific timeline
- Scheduled “checkpoints” through the process
- Listen to feedback
- Commit to employment offer at the end of the internship/apprenticeship



Case Study: Fairfax Apprentice Program

- Fairfax program began early 2022
- Apprentice applicants come directly from high school
- The program is 52 weeks long and the training incorporates hands on training using mentors (Shop Lead Level - 90%) and 10% classroom training with maintenance trainers
- Each apprentice gets a “starter” tool kit, which they get to keep upon graduation.
- At the end of the successful completion of the program the Apprentices move into a C tech classification
- **Transdev’s apprenticeship programs encourage high school students to gain the skills needed to enter a career in Transit as a Technician– no experience necessary.**





Thank you!

