

Come Aboard: Grow Your Career at Lane Transit District

Submission for Best Marketing and Communications on Workforce Development Comprehensive Campaign

[View the videos and recruitment webpage here.](#)



AMIE: PEOPLE POSITIVE



ERIC: COMMITMENT TO SERVE



ARTURO: THE WINNING LOTTERY TICKET

1

The target audience is anyone of working age interested in making a career change. While there is an overall campaign, each of the stories speaks to a specific audience, from a transgender bus operator known for excellent customer service to a native Spanish speaker to a military Veteran. This strategic segmenting of our workforce allowed us to feature the wide spectrum of people and identities we're interested in recruiting.

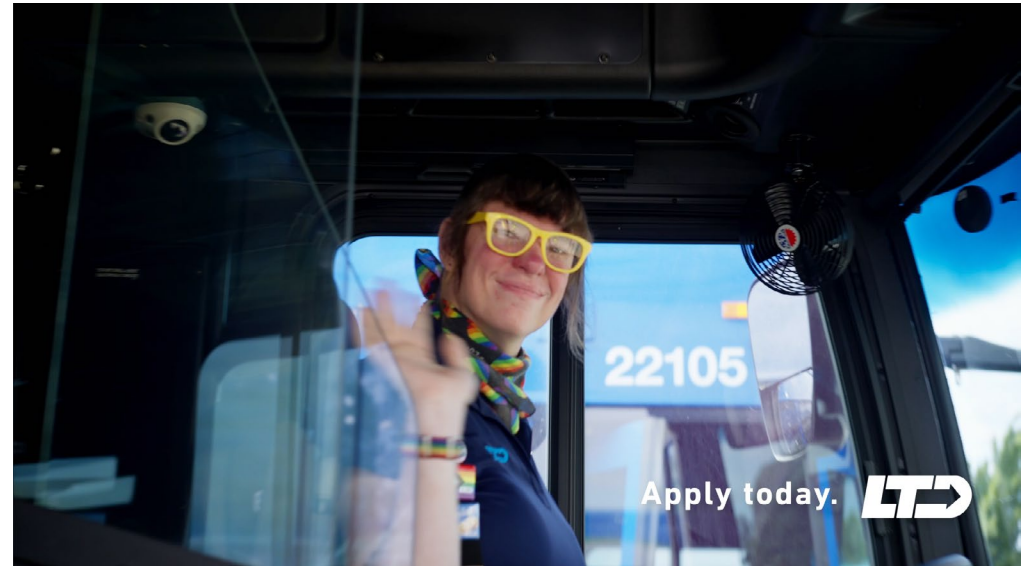
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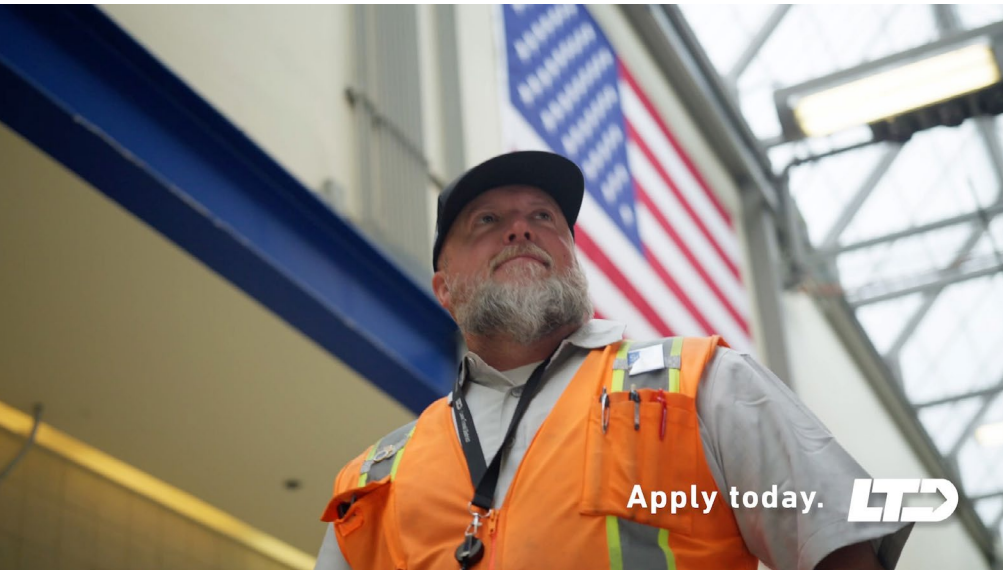
Lane Transit District faces a significant staff shortage, including an 11% deficit for bus operators. Traditional methods like job fairs, online job boards and word of mouth alone weren't meeting the District's recruitment goals.

3

This campaign demonstrates how passionate our employees are about serving our customers and connecting our community. We focus on their unique stories, where they come from, their dreams, and why they decided to join us. Several of our videos depict how people who work at LTD have influenced and inspired their own children to follow in their footsteps. In the campaign, you meet:

- Eric, a 30-year Air Force Veteran who retired as Chief Master Sergeant. His career is an extension of his military service.
- Amie, a transgender bus operator whose mission is to improve access to public services around the community.
- Arturo, a native Spanish speaker from Mexico whose experience with LTD started 38 years ago as a rider. Now, he supports his family as a bus operator.





4

This comprehensive recruitment campaign was shared widely through organic and paid social media, streaming and broadcast TV, and radio. From Jan.-Oct. 2023, the campaign resulted in:

HUMAN RESOURCES IMPACTS

- Employee retention increased from 64% to 79%, demonstrating a boost in employee morale and an increase in qualified and committed new employees
- 34 applicants directly attributed to Facebook ads
- Total of 1,117 applications who met baseline qualifications
- Engagement of union employees increased from 5% to 14% and specifically, transit operations doubled their engagement scores to 16%

FACEBOOK ADS

- 1,058,507 impressions
- 391,958 accounts reached
- 4,642 link clicks
- 194,416 post engagements
- 743 leads

ORGANIC SOCIAL MEDIA

- 25,024 accounts reached
- 89 comments
- 882 reactions
- 78 shares

STREAMING TV

- 706,762 impressions
- 143,795 accounts reached
- 88% viewthrough



5

This campaign is highly personal, displaying the passion and expertise of our employees. Our message continues to reverberate widely to potential applicants, inspiring them to join our team and fulfill our mission of connecting our community.

Thank you for your consideration.

