Auburn School Department Transportation Action Plan February 2022

Goal: To increase the number of bus drivers, and decrease the number of simultaneous routes required to transport students to/from school.

Actions – Reducing Routes

- 1. Consider creating two tiers of elementary schools to reduce the number of buses required for elementary runs at any one point in time.
- 2. Investigate adopting a transportation software package and hiring the software provider to conduct a routing efficiency audit and recommend revisions to Auburn's bus routes and/or times.

Actions - Increasing Drivers

- 1. Create a consistent marketing message, e.g. will pay for training while employed, no prior experience required
- 2. Purchase new hiring banners to display across the City, with a focus on training and benefits.
- 3. Reinvigorate the advertising presence including the School Department's website and Facebook pages and local publications.
- 4. Institute a referral bonus system (in process)
- 5. Establish a training program that 1) enables participants to be employed while they train to become bus drivers; 2) covers all training costs, and 3) provides the necessary support to pass the written exam and road test