

**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