

IMPACT. EMPOWER. ADVANCE.

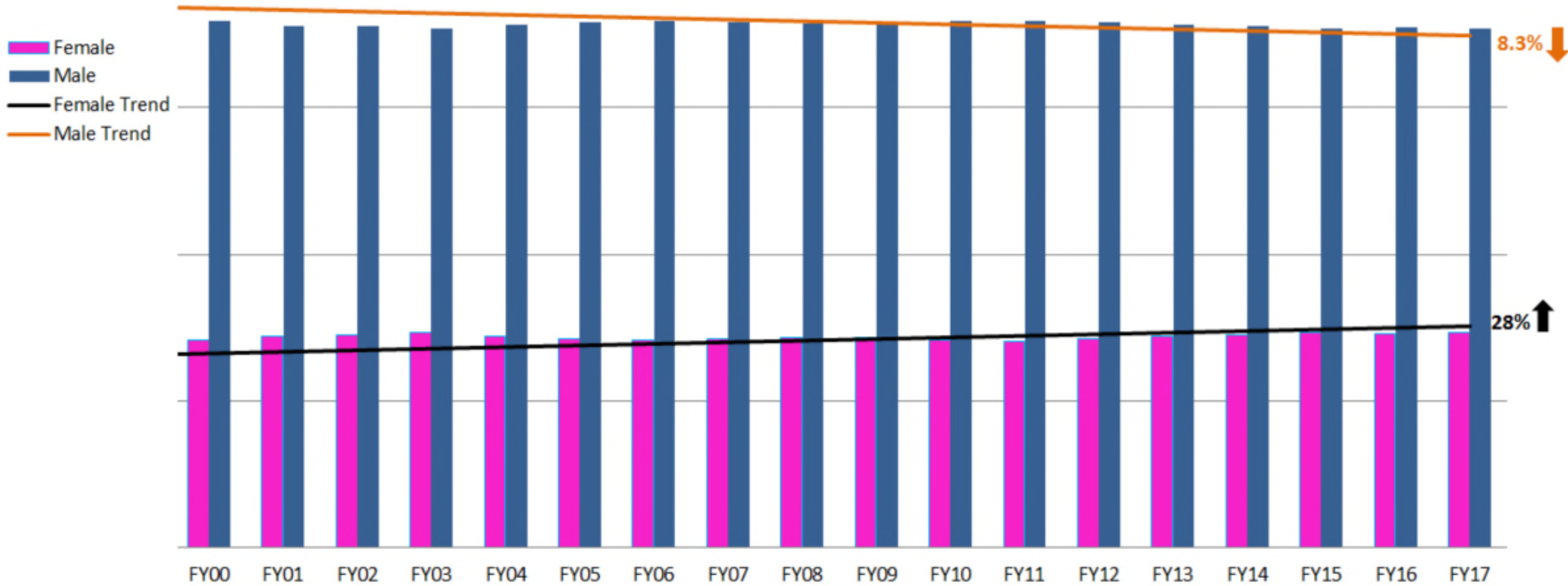
Women + Girls

GOVERNING COUNCIL

Crushing the 29%

Problem Statement

Metro Contact Workforce by Gender



FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17
28.3%	28.9%	29.0%	29.4%	28.9%	28.4%	28.3%	28.5%	28.6%	28.6%	28.4%	28.2%	28.4%	28.8%	29.0%	29.3%	29.1%	29.4%
71.7%	71.1%	71.0%	70.6%	71.1%	71.6%	71.7%	71.5%	71.4%	71.4%	71.6%	71.8%	71.6%	71.2%	71.0%	70.7%	70.9%	70.6%



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Analysis Supporting Recommendation

Employer of Choice- is a term used to indicate that the organization has extraordinary work environment, many applicants are willing to work for the employer and the employer's best talented employees are willing to stay with the employer.

Analysis Supporting Recommendation

What do women look for when looking for a job, what do they want at work?

- Respectful work environments
- Flexible work schedules
- Salary Satisfaction and Equality
- Diversity
- Opportunities for Advancement and Transparency

Analysis Supporting Recommendation

- An **Employer Brand** is key to a good employer image to attract and retain quality talent.
- Employer brand is the term commonly used to describe reputation as an employer.
- In the age of social media, employer branding is more transparent and influential as employees share impressions with their social networks.

Career Page Visits and Applications Submitted

Estimate: Within a year, Metro meets almost 2 million potential employees

September 2017

84,000 Individual Visits

2,690 Apps Submitted

M 1,538; W 1,024; D 128

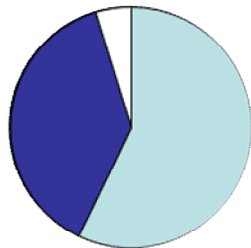
October 2017

99,000 Individual Visits

2,715 Apps Submitted

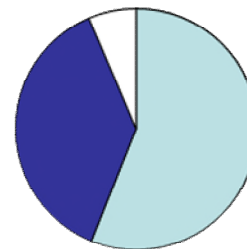
M 1,531; W 1,023; D 174

Applicants



- Men
- Women
- Decline

Applicants



- Men
- Women
- Decline



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Implementation

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First Impressions – Lasting Impressions

Step 1: Develop an Employer Brand Strategy



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First Impressions – Lasting Impressions

Step 2: Career Webpage

Metro Careers

Job Listings
Current Metro job opportunities

Bus Operator Positions
Drive a Metro bus

Veterans Hiring
Jobs for Veterans

Faces of Metro
Employee Profiles

[Overview](#) [Application](#) [Our Process](#)

Come Aboard!

Metro operates one of the nation's largest transportation networks – and it's growing, with one of the largest public works programs in US history. Join Metro's team of transportation professionals and be part of moving Los Angeles County into the future.

Metro provides its employees with exciting challenges and growth opportunities.

Great Benefits

Metro offers its employees competitive salaries and an attractive benefits package*.

- Medical, dental and vision health insurance

Career Resources

- Entry Level Opportunities
- Internships
- Job Specifications
- Equal Employment Opportunity

Contact Us:

Metro Job Line
213.922.6217

[Sign up to receive job alerts](#)

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11:29 AM 1/26/2018

Implementation - First Impressions – Lasting

Impressions

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Step 3: Create an employer brand to “sell” Metro as an employer of choice and to influence the perception of the agency to current and future employees. **Employer Branding Strategies**

- Welcome to the Agency
- Speaking to various talent pools
 - Women Veterans
 - Entry Level- Starting your career
 - Experienced Careers
 - Executive Careers
- Career Pathway Visibility
- Promoting Metro as an Employer of Choice



Implementation

Promoting Metro as an Employer of Choice

a. Professional Development

- Leadership Academy
- Max
- APTA emerging leader
- Department Development 101
- Tuition Reimbursement

b. Health and Well Being

- Health care coverage
- Flexible spending accounts
- Vacation
- Sick time
- Flexible work schedule
- Leave
 - Parental
 - Nursing Mom programs
- Gym
- Commuter benefits
- Wellness programs



Implementation

Promoting Metro as an Employer of Choice

- a. Work-Life Balance
 - Flexible Schedule
 - Maternal/Parental Leave
 - Holidays
 - Vacation

- b. Annual Performance Merit-Based Raise

- c. Financial Planning for Retirement and Future
 - Retirement benefits
 - Financial planning programs 401k

Why PwC?



Professional development



Work/life quality and flexibility



Commitment to our communities



Support for working parents



Diversity and inclusion



Metro



We emphasize the importance of real-time feedback, so that our people continually improve their professional skills and enhance their personal brand. We also offer a wide variety of training and developmental opportunities so our people stay relevant in the marketplace and build their credentials and experiences.

[Learn more about the PwC Professional](#)

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Implementation

Cost - \$100,000 consulting support

Responsible Departments for development and implementation would be

- Office of the CEO
- WGGC Committee
- Human Capital & Development
- Communications.

Next Steps

IMPACT. EMPOWER. ADVANCE.

“Capturing the hearts and minds of the women workforce.”