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3   CHICAGO TRANSIT AUTHORITY

4   May 2022 HUMAN RESOURCES BOARD MEETING

5

6   Held Via Videoconference

7   on

8   May 11th, 2022

9   at

10   9:04 a.m.

11   at

12   567 West Lake Street, 2nd Floor,

13   Chicago, Illinois 60661

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16   STENOGRAPHIC REPORT OF PROCEEDINGS via

17   videoconference had in the above-entitled cause

18   held at the Chicago Transit Authority Headquarters,

19   567 West Lake Street, 2nd Floor, Chicago, Illinois,

20   Johnny L. Miller, presiding.

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22

23   REPORTED BY: Margaret E. Mecklenborg, CSR

24   LICENSE NO.: 084-004495

1   ALSO PRESENT:(Continued)

2   MS. MARLISE FRATINARDO,
         Senior Project Manager, Planning;

3
         MR. ANDREW FULLER, Chief Internal Auditor;

4
         MS. CAROLINE GALLAGHER,

5   Chief Strategy, Data and Technology Officer;

6   MS. ELSA GUTIERREZ, Vice President, Planning;

7   MR. BRAD JANSEN, Acting General Counsel;

8   MS. ELLEN MCCORMACK, Vice President of
         Purchasing and Supply Chain;

9
         MS. DEBORAH MILOSLAVICH,

10   Senior Coordinator, Fare Systems;

11   MR. WILLIAM MOONEY,
         Chief Infrastructure Officer;

12
         MR. HERB NITZ,

13   Director, Technology Engineering;

14   MS. ROSA ORTIZ;

15   MR. JUANPABLO PRIETO,
         Director, Diversity Programs;

16
         MR. BRIAN STEELE, Vice President of

17   Communications and Marketing;

18   MR. MICHAEL THIRY,
         Manager, Fare Systems Program Management;

19
         MS. NANCY-ELLEN ZUSMAN,

20   Chief Safety & Security Officer.

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24

1   (Whereupon, the following

2   proceedings commenced at

3   9:04 a.m. via Zoom.)

4   SECRETARY LONGHINI: Good morning. I'm Greg

5   Longhini of the Chicago Transit Board Secretary's

6   Office. On May 5th, 2022, the board office issued

7   a notice of changed format of meetings of the

8   Committees of Human Resources and Finance, Audit

9   and Budget and the Transit Board meeting scheduled

10 for May 11th, 2022 due to the Covid-19 pandemic.

11 There is currently in effect a statewide disaster

12 declaration as a result of the Covid-19 pandemic

13 which has been renewed from month to month since

14 the start of the pandemic. Pursuant to

15 Section 7(e) of the Open Meetings Act, virtual

16 public meetings are permitted while the disaster

17 proclamation remains in effect. Because of the

18 governor's disaster proclamation remains in effect

19 in the state of Illinois, the meetings of

20 May 11th, 2022 are being held electronically or

21 virtually for members of the public. With that, we

22 can begin the meetings today for the Committee of

23 Human Resources. Chairman Miller?

24   CHAIRMAN MILLER: Good morning. I'd like to

1 call to order the May 11, 2022 meeting of the

2 Committee on Human Resource. Greg, will you call

3 the roll, please?

4   SECRETARY LONGHINI: Sure. Director Silva?

5   DIRECTOR SILVA: Yes.

6   SECRETARY LONGHINI: Director Silva?

7   DIRECTOR SILVA: Yes.

8   SECRETARY LONGHINI: Director Barclay?

9   DIRECTOR BARCLAY: Here.

10   SECRETARY LONGHINI: And Jakes will not be here

11 today. Chairman Miller?

12   CHAIRMAN MILLER: Here.

13   SECRETARY LONGHINI: We have a -- we have a

14 quorum with three members of the committee present,

15 sir.

16   CHAIRMAN MILLER: Thank you. On the agenda for

17 today's meeting of presentation of CTA hiring

18 presented by Chief Administrative Officer Mr. Tom

19 McKone. Mr. McKone?

20   MR. MCKONE: Good morning, Mr. Chairman and

21 other directors. Tom McKone, Chief Administrative

22 Officer. I'm here to provide a hiring update as

23 was discussed at the last board meeting. So with

24 that, I'll go through a set of slides and then

1   we're going to play a video -- a video at the end.

2   So you can go to the next slide. As background,

3   CTA has approximately 10,000 employees. The number

4   varies typically between 10,000 and 11,000

5   employees. The vast majority of -- of these

6   employees are essential -- essential workers and

7   frontline workers who provide service to -- to our

8   customers. We use Taleo for talent acquisition

9   purposes. Our frequently filled positions are

10 posted on TransitChicago.com. And Taleo manages

11 the -- the full process for our candidates

12 providing updates to them, manages the process

13 through -- through to hiring. Typically we hire

14 between 1,000 and 1200 employees annually to come

15 work at CTA. Once they're -- once they're posted

16 and available, they're marketed through a variety

17 of -- of partners. And part of that marketing

18 includes a focus on the strong benefits that we

19 provide. Especially for -- for some of our key

20 positions a paid training period. For non-CDL

21 holders along with the other suite of benefits that

22 are available to all of our employees. And you'll

23 see that feature through a number of our -- our

24 recruiting and marketing efforts.

·1· · · · · · You can go to the next slide.· So when

·2· ·the -- when the pandemic hit, it had a number of

·3· ·impacts on our -- our workforce and our recruiting

·4· ·efforts.· And I want to talk a little bit about

·5· ·those because CTA as an employer is no different

·6· ·than other employers in the industry and the -- and

·7· ·the market as -- as a whole.· We did see an

·8· ·increase in turnover attrition during the great

·9· ·resignation.· It's no different than any other

10· ·transit agency or any other employer has been

11· ·seeing.· So we did note that.· And it's also been

12· ·an unprecedented labor market.· We have seen a

13· ·decrease in interest across the board as measured

14· ·by the number of applications that we're receiving

15· ·for the positions that we're posting.· And again

16· ·this is no different than any other employer

17· ·that -- that we talk to or meet with or any number

18· ·of our peers in the -- in the transit industry and

19· ·this is demonstrated by the decrease that we did

20· ·see in -- in applications from 2019 to 2021.· In

21· ·addition, we've had an increase in workforce

22· ·unavailability due to illness and other causes.

23· ·Notably during the -- the most recent Omicron surge

24· ·we had a market increase in absenteeism due to

1   folks contracting the illness and -- and not being

2   available to work. That has continued throughout

3   the pandemic. Obviously it -- it ebbs -- ebbs and

4   flows as the pandemic does but we've seen an

5   increase in that unavailability rate in our

6   workforce. And a lot of our support functions have

7   been impacted by some of these workforce impacts as

8   well. You wouldn't normally think about it until

9   it -- it's not there and not working. But, for

10 instance, for our -- our bus operator positions we

11 require them to -- to have a CDL permit to start

12 training. That permit is not available if they

13 can't go to the facility to acquire it. And as you

14 know and as recently as earlier this year, those

15 licensing facilities were closed. They were closed

16 as a result of the pandemic in safety -- safety

17 precautions that were taken. But that had an

18 impact on -- on our pipeline and our ability

19 to -- to bring in the workforce. We've seen it in

20 other areas such as our background check processing

21 where they might not have the workforce available

22 to go through the files that were required as part

23 of our -- our background check procedure. So we've

24 been impacted by these -- these slow downs and some

1 of these support functions and that has lead

2 to -- to a decrease in the number of folks that we

3 were able to hire initially at the -- at the start

4 of the pandemic. And since then we've made

5 adjustments so that these -- some of these issues

6 are -- are not -- not as challenging as they have

7 been in the past.

8   If you go to the next slide. I'll talk a

9 little bit about the industry and what we're seeing

10 within the industry and industry impacts. So the

11 American Public Transportation Association did a

12 survey of over 100 public transit agencies at the

13 start of -- of this year. CTA actually

14 participated in this survey as well. And they

15 published a study about a month ago on workforce

16 shortages impacting public transportation. And

17 I've listed here some of the key takeaways from

18 their report. 92 percent of agencies stated that

19 they're having difficulty hiring new employees and

20 employees in bus operations are the most

21 challenging to find. 66 percent of agencies

22 reported having difficulty retaining employees so

23 this is the attrition note that -- that I made

24 earlier. And over half of agencies have increased

1   their starting pay in response to some of these

2   worker shortage issues. And no doubt you'll

3   remember in February when we ratified the

4   collective bargaining agreement this -- this did

5   increase the -- the wages across the board

6   for -- for our workers and has helped

7   to -- to address some of the -- the shortages and

8   challenges that we're seeing -- seeing there.

9   Below this I've also listed what was in the report

10 which is a ranking of the most difficult positions

11 to fill. So again this is across the transit

12 industry. And what you'll see here is that bus

13 operations is ranked as the number one most

14 difficult to fill position currently within

15 the -- within the industry. Bus maintenance is

16 number two and then you can see the ranking down

17 there for the top seven positions that were ranked.

18 And I would say that CTA is no different into

19 ranking that bus operations position as -- as

20 the top -- the top impacted position that we're

21 seeing right now.

22   So if we go from the industry, we can talk

23 a little bit about the positions at CTA and -- and

24 you'll recognize some these names and what they're

1   associated with in terms of the service we -- we

2   deliver. We actually have had relatively good

3   success. I'll knock on wood as I say that. In

4   filling some of our mechanic positions and some of

5   our support positions on the rail side. So you'll

6   see bus mechanic up there hiring in the baseline

7   year of 2019 of thirty. Last year we actually

8   hired forty-three into that position. So we've

9   been able to -- to maintain on the -- on a position

10   like bus mechanic. Bus servicer those are the

11   employees who clean the vehicles. Customer service

12   assistant is our main entry point on the -- on the

13   rail system. Track worker and flagger are also

14   entry positions on the rail system. And you'll see

15   that there was a dip across the board for most of

16   these positions in 2020, the initial year of the

17   pandemic. And then a pretty good recovery in 2021.

18   So last year we were able to -- to resume those

19   hiring rates in a lot of positions. The one

20   notable position that was lagging is the bus

21   operator position. And this would be the part-time

22   bus operator position. The year 2019 is typical of

23   what we look to -- to hire in a -- in a standard

24   year for bus operators. About fifteen every two

1   weeks to help maintain -- maintain our pool of bus

2   operations and you'll see that dropped in 2020 like

3   the other positions did. And then we were able to

4   pick back up in 2021 but not quite to the level

5   that we'd like it to be at.

6   So if you go to the next slide page, I'm

7   going to talk a little bit about some of the

8   improvements we're making and how we're kind of

9   turning the corner on addressing some of the

10 challenges that -- that we've had in filling some

11 of those positions. So in terms of the process,

12 we've moved it entirely on-line. So from

13 application to testing to interviews to the record

14 review, everything is done and Taleo is sort of the

15 entry point for that for doing all of that

16 processing of -- of talent acquisition. And it's a

17 faster process from start to finish. There is more

18 transparency and visibility in the -- in the

19 process and it gives the candidates more control

20 over the process. They can self-schedule their

21 interviews. They can self-schedule their other

22 pre-appointment appointments. We've integrated the

23 scheduling with Concentra for the -- for their

24 medical exams and medical reviews so that they can

1 self-schedule that allowing the candidate to -- to

2 schedule this, to control it at their own pace and

3 to move more quickly through the process. We

4 automatically update candidates when their status

5 changes so they get that via -- via e-mail. We've

6 integrated with HireRight which is our background

7 check -- our background check company. That --

8 this allows motor vehicle records to -- to come

9 back almost instantaneously. And this is free to

10 the candidate. Normally where in other positions

11 you may see they require candidates to show up with

12 their motor vehicle record and this usually costs

13 them. They have to retrieve it. It takes time to

14 do that. We do that for free for the candidate and

15 virtually instantaneously. We do video interviews

16 for our positions and this has greatly increased

17 the availability of our candidates and also our

18 interview panels. Our managers work throughout the

19 city. Oftentimes it's challenging to them -- for

20 them to get to a central location and to conduct

21 interviews all day. Video interviews have made it

22 much more accessible not only for our candidates

23 but for our managers as well. Our postings are

24 automatically posted with partner organizations

1   such as Indeed or Diversity Jobs. And then we do

2   our assessments on-line. So we moved from a few

3   years ago pre-pandemic it would not be uncommon to

4   find folks at our headquarters location taking a

5   test, a three-hour test using a Scantron sheet for

6   some of our -- for some our positions. We've been

7   able to move that all on-line so the candidates can

8   perform their assessments on-line sort of on their

9   own schedule. And that's increased our -- not only

10   the number of assessments that we've been able to

11   do but our retention rate for our candidates

12   through the process.

13   If you go next, we'll talk about some of

14   the position enhancements that we've made. So

15   almost to a person when what we were hearing from

16   the bus operators that we were recruiting and also

17   what we were hearing in the exit interviews that we

18   were conducting is that the part-time bus operator

19   position was not competitive within the marketplace

20   for CDL holders. And that what they were looking

21   for is a full-time position. So when we would

22   conduct exit interviews with our part-time bus

23   operators as they submitted their resignation, they

24   said they were looking for a full-time job. They

1   were looking for a full-time position. Again

2   almost to a person as they were exiting the agency.

3   So we focused on directly recruiting a full-time

4   position. With the collective bargaining agreement

5   that's in place now, we are able to do that. So

6   we're recruiting full-time operators directly. In

7   closing that -- that gap and sort of meeting the

8   marketplace where the marketplace currently is. As

9   soon as that -- the contract was approved, we

10 posted the position. We launched a career fair.

11 We had over 300 people in attendance at that -- at

12 that career fair. And I'm happy to report that our

13 first class started yesterday. And we had almost a

14 full class of -- of thirty. We had twenty-nine

15 trainees enter training. And they're set to

16 graduate in the month of June. In addition, we've

17 expanded the flexibility to use retired bus

18 operators so that they can work on weekends and

19 then Fridays and Mondays to help fill some of the

20 part-time work. So were actively recruiting

21 recently retired CTA bus operators to come back and

22 support our efforts there. We also have a

23 short-term agreement with our union partners to

24 employ retired rail instructors and the first of

1   them actually started coming onboard right at the

2   end of October of last year to help augment our

3   training efforts on the rail instruction side.

4   We've got nine of them currently working

5   providing -- providing rail instruction and helping

6   to supplement that -- that workforce. And then the

7   last position that I'll -- I'll note here is

8   updating the customer service assistant position.

9   This is the entry point to our -- our rail options

10 positions. Previously they could not select a

11 schedule that was more than thirty-two hours.

12 Again we know that the workforce is looking for

13 full-time positions. So in the collective

14 bargaining agreement we removed that cap so that

15 now they can select a full-time schedule and work a

16 full-time schedule rather than having to -- to

17 submit to a previous half of a part-time schedule

18 of thirty-two hours. And that's going to help not

19 only with the recruitment but also with the -- with

20 the retention -- with the retention side of things.

21   If we go to the next page, I'll talk a

22 little bit about our recruitment and hiring

23 initiatives. So we've -- we've restructured to

24 focus on increasing marketing and marketing

1   our -- our positions. We're holding monthly career

2   fairs and rotating the focus of those career fairs.

3   You'll see a couple of advertisements on the

4   right-hand side for some of those recent career

5   fairs that -- that we've held. We're also

6   presenting to some of our organizational partners.

7   So not directly to job candidates but to those

8   organizations that serve job candidates and serve

9   potential employees so that we can help familiarize

10 them with the process, what's required in various

11 phases of the process and help dispel some of the

12 myths that may be out their about working at CTA.

13 So we look to do that a couple of times a month to

14 help inform our partners so that they can better

15 inform the clients that they're working with about

16 the opportunities at CTA and how to successfully

17 complete that process. We've -- we participated in

18 a career fair almost any time that it comes along.

19 So we attended, you know, thirty-six events in 2021

20 to talk about various opportunities. We focused on

21 our capital campaigns last year. As -- as you

22 know, we've ramped up our capital programs and

23 capital projects and filled close to 300 positions

24 associated with those. And at the bottom here I'll

1   just note the -- the overall hiring progress that

2   we've made across all of our positions. So in

3   2019, again baseline year pre-pandemic we hired

4   1,170 employees. During the pandemic year that

5   dropped off but 2021 showed a robust

6   recovery -- recovery with 1222 hires. We're well

7   on track in 2022 reporting results through the

8   first quarter. And we expect to see these numbers

9   increase throughout the year.

10   If you can go to the next page. To get

11   into some of the specifics about how we're

12   marketing these jobs and to highlight some of

13   the -- the creative thing that we're doing and

14   we're sharing with the rest of the industry as

15   well. We're undertaking efforts to reach a broad

16   set of communities and market our opportunities.

17   We're taking full advantage of the system in using

18   the -- the advertisement placements that are made

19   available on the system including sort of both

20   inside rail cars and in buses and on the outside as

21   well taking advantage of the -- the side of bus

22   to -- to market opportunities to anybody that may

23   see the bus -- may see the bus coming by. In

24   addition we've had radio ads promoting our -- our

1   CTA career fairs. These radio ads have been

2   multilingual. They've not only been in English but

3   they've also been in -- in Spanish and in Polish.

4   We've had communications also in Chinese when we've

5   had printed posters. And I'm going to show you a

6   couple of examples of -- of those as well. In

7   addition, we've been using social media

8   aggressively. Facebook, LinkedIn and -- and others

9   to -- to promote our jobs, to promote our career

10 fair and -- and interest in those. We've also

11 partnered with our union partners throughout the

12 year to -- to have job fairs joining with them

13 to -- to help reach a broader base of potential

14 applicants for -- for our jobs.

15   If you go through the next page. I'll go

16 through some of the marketing and some of the

17 history and kind of highlight some of what we focus

18 on as part of our advertising. So going back to

19 2020, you can see some of our historic advertising

20 kind of on the right-hand side of this page

21 focusing again on the bus operator position,

22 dispelling the myth that you need to have a CDL to

23 apply for the job or even get hired which is not

24 true. So we see a call out there that CDL is not

1   required to apply. Highlighting some of what we've

 2   heard are the top reasons to become an operator.

 3   And highlighting both the benefits to the

 4   individual but also the benefits that employees

 5   tell us they get in terms of providing service

 6   to -- to the riding public and in working with

 7   their other employees here at CTA. And then you'll

 8   see some of the -- the ads that we -- we've been

 9   putting forward to directly address some of our

10   competitors focusing on delivery drivers, rideshare

11   drivers and the benefits that we offer in terms

12   of -- of a stable career, strong benefits that we

13   have at CTA for those folks who are -- are

14   interested in driving and trying to move them from

15   being a rideshare driver into -- into being a bus

16   operator. You can see on the next page more of

17   that better on the bus campaign which we ran

18   throughout 2021. And then some of our seasonal

19   advertising efforts where we try to -- to capture

20   people as they might have been in seasonal jobs and

21   what those -- what those careers might look like

22   at -- at CTA. So a seasonal delivery driver might

23   be interested in -- in being a bus operator.

24   Somebody who works in retail can focus cuss on

1   being a customer service assistant. So focusing on

2   those entry points and then really the benefits

3   that -- that come with working at CTA and having

4   that sort of stable long-term career opportunity

5   with CTA. And then the launch of our full-time bus

6   operator campaign. So if you go to the next page,

7   you'll see some of those seasonal ads and the

8   results that we saw from those. Again those were

9   launched at the end of last year and the start of

10 this year. Again saying, hey, now that you're done

11 with your seasonal opportunity, come on and look

12 for a -- for a long term career with CTA. A strong

13 response to that in terms of our career fair

14 participation and our reach on -- on social media.

15 And if we move from there, highlights our full-time

16 bus operator campaign on the next page. You can

17 see examples of those ads. Again you can see some

18 of the -- the multiple languages that we're putting

19 these ads out in. You can see the ad on the side

20 of the bus to catch people not only as they're

21 inside of the bus that you see on the outside of

22 the bus just focusing on the fact that, you know,

23 now we're hiring full-time -- full-time bus

24 operators and this is, you know, for the first time

1 ever a full-time entry-level opportunity on the bus

2 side. And so despite the -- the headwinds that

3 we've talked about earlier in terms of the market

4 and marketplace, you know, this is really helping

5 us to turn the corner on our recruiting efforts and

6 to help to fill some of the -- those gaps that we

7 saw that were created by the pandemic. So we've

8 been pleased with the response so far to -- to this

9 campaign and to the changes to the position. We've

10 had a strong set of job applications. We had a

11 full -- a full class starting just this week for

12 the full-time operator position. And we're always

13 looking for ways to enhance it, to -- to streamline

14 our process, to find ways to -- to help people more

15 successfully navigate the process and to -- to find

16 ways in which we can make this better. So this is

17 not the end. We're not going to rest here. We're

18 going to focus on continuing to -- to fill these

19 positions and -- and to create these opportunities

20 for -- for the workforce.

21   If we go to the next page. At the end of

22 this, we'll show you a video but I also want to

23 give you a preview of the upcoming campaign. So if

24 you go to the next page here. The upcoming

1   campaign is going to focus on pictures of our

2   employees. The I clean it, I fix it, I drive it

3   campaign and picture yourself at CTA. So you can

4   see the little Polaroids here where we'll have

5   pictures of employees who are performing those

6   functions to help kind of humanize, you know, what

7   it means so people can see their self working at

8   CTA in various functions and promoting that.

9   Right? Promoting sort of the -- the people and the

10 personal level of the jobs and of the opportunity

11 at CTA. And we're looking forward to -- to

12 launching this campaign this -- this summer and

13 really sort of continuing to -- to -- to build our

14 brand and to -- and to promote the -- the CTA

15 workforce opportunities.

16   So with that, we do have a thirty-second

17 video that's up on our Web site that's been

18 promoted on social media. I do want to show that

19 as well. It is -- Herb is going to pull it up

20 here. You can find this on CTA --

21 TransitChicago.com/careers where we have our -- our

22 job postings as well. Go ahead, Herb.

23   (Video played.)

24   MR. MCKONE: Okay. Thank you for the

1   opportunity to present. I'm happy to answer any

2   questions.

3   SECRETARY LONGHINI: Let the record show that

4   Director Ortiz has also joined the proceedings.

5   Chairman Miller, any questions or comments?

6   CHAIRMAN MILLER: No questions. Good

7   presentation. Thank you.

8   PRESIDENT CARTER: Greg?

9   SECRETARY LONGHINI: I'm sorry.

10   PRESIDENT CARTER: Before you take questions,

11 let me just say something in summary to --

12   SECRETARY LONGHINI: Sure.

13   PRESIDENT CARTER: -- that you all heard here.

14 And I know we've given you a lot of information.

15 And -- and I -- I -- I was concerned that, you

16 know, we're overwhelming you with all the stuff

17 that we're doing but it occurs to me that in all

18 the time that I've been here at CTA we have never

19 really informed the board on what our hiring

20 process is or how we're engaging in it and it is

21 such a critical component to our success in

22 everything else that we do. That I wanted him to

23 at least give you this kind of an overview. If

24 there are things out of this presentation that

1   you'd like to hear more about or would like to dive

2   deeper into, let us know. We can then -- we could

3   then focus our presentation on those particular

4   items or issues but this is really is a chance just

5   to keep(inaudible) -- at the CTA. Clearly the

6   challenges that we face since we fell under the

7   pandemic and certainly the new strategies we put in

8   place to basically try to improve our recruitment

9   and to, you know, increase our flexibility in terms

10 of the way that we hire people to take it to the

11 reality of social distancing and things we're

12 dealing with right now.

13   DIRECTOR MILLER: Thank you. No questions.

14   SECRETARY LONGHINI: Director Barclay?

15   DIRECTOR BARCLAY: Yeah. I -- I do have a

16 comment. First, thank you for bringing us up to

17 date on the hiring efforts. You know, I went out

18 to the garage a couple weeks ago and one of the

19 things that a couple of drivers said that they had

20 people who were -- they're referring to seek

21 full-time employment at CTA. And given the nature

22 of the competition with the CDL license, school bus

23 drivers, you know, Uber drivers. Everybody is

24 trying to -- to basically get in. They basically

1 said that the -- the process in terms of the

2 background check takes a lot of time. How have you

3 streamlined the background check so that we can be

4 competitive so that we can get an employee before

5 someone else grabs that person?

6   MR. MCKONE: Yeah. So as I noted at the top,

7 we -- we have seen delays. Right? Covid impacted

8 delays from our background check providers. And we

9 use multiple providers to make sure we have a full

10 sense of -- of everyone's background. For the bus

11 operator position specifically, we've been -- we've

12 begun to bring people on -- on a contingent basis

13 so if -- if things start to get delayed, we make

14 sure that we can bring them onboard and -- and have

15 them as employees even as we're finishing the

16 background check process. In addition, the

17 background check -- we have a background check

18 review and review committee. They've been meeting

19 more frequently to make sure that we're speeding up

20 any reviews that have to take place as -- as part

21 of the background check process.

22   CHAIRMAN BARCLAY: Thank you.

23   SECRETARY LONGHINI: Director Silva?

24   DIRECTOR SILVA: No questions.

1   SECRETARY LONGHINI: Director Ortiz?

2   DIRECTOR ORTIZ: I'm not on this committee but

3 I would like to highlight two points if I may?

4   SECRETARY LONGHINI: Sure.

5   DIRECTOR ORTIZ: Thank you again for the broad

6 overview. I know these are hard times to really

7 bring onboard exceptional partners to be part of

8 our team. Just on two thoughts on the last part of

9 the presentation in terms of ads. I wonder if your

10 marketing team is thinking through diversity within

11 your strategy. One of the things that impacted me

12 on the slides is, you know, I fix it and I drive it

13 which makes a lot of sense but I clean it I'm not

14 so sure how many people would want to sign up and

15 say, hey, feature me and I clean these buses

16 knowing that some of them are just hard to -- to

17 engage with. So I just -- you know, if you want to

18 think through that and make sure your team is

19 thinking through the putting on the hat of the

20 other people on the other side who we want to

21 target and then, you know, bring onboard. The

22 benefits piece I think would be a great attraction

23 to people and just really thinking about the

24 audience that we're trying to capture and what

1 would be really comfortable and exciting for them

2 to join us. Last but not least, I think at the end

3 of the video if you want to take a look at that

4 video again at the very end if you want to think

5 through the lens of diversity, you know, how is

6 that portrayed. How could it be enhanced? I did

7 actually really like the ads that had different

8 colors in the background and the different splits

9 but that final image on that video I'm not sure

10 really captures that diversity as well. So I

11 welcome you to take a look at it with your team and

12 make sure we're trying to get a broad breadth of

13 our top talents in the city to really join us and

14 be part of our team. So thank you.

15   MR. MCKONE: Thank you. Much appreciated.

16   SECRETARY LONGHINI: Thank you.

17   PRESIDENT CARTER: Director Ortiz, one of the

18 things that we can also give a more detailed

19 presentation on is what our recruitment efforts are

20 around diversity. How we -- how we engage the

21 various communities here in -- in the city to -- to

22 directly recruit from them. And it's an issue that

23 not only you have raised but that elected officials

24 raised with us on a regular basis. We have a

1   very -- we have very extensive level of engagement

2   that is targeted and focused on various communities

3   here in -- in Chicago. And we can have -- have Tom

4   and his team put together a more detailed

5   presentation on that.

6   DIRECTOR ORTIZ: That would be great. Thank

7   you.

8   PRESIDENT CARTER: Uh-huh.

9   DIRECTOR ORTIZ: I'm sure you're doing that. I

10 just thought I'd help.

11   PRESIDENT CARTER: Yeah. You know, it is a

12 challenge. You're absolutely right to point that

13 out. And -- and obviously we're always looking for

14 ways that we can improve on that. But, you know,

15 it is -- it is a concern of ours. You know,

16 clearly we want the agency to reflect the diversity

17 of the city that we serve. We are a very diverse

18 workforce but we could be better and we talk about

19 that a lot. I'm mean an awful lot. Tom knows that

20 he and I have rendered conversations about what we

21 can do to improve on that and clearly if any of the

22 members of the Board have other ideas of things

23 that you think we should be doing, other ways to

24 engage, we'll be happy to hear that. And more

1   importantly we'll -- we'll put together a more

 2   detailed presentation but just focusing on that

 3   aspect of the recruiting process.

 4   DIRECTOR ORTIZ: That would be great. Thank

 5   you.

 6   SECRETARY LONGHINI: Okay. Thank you.

 7   Chairman Miller, we're finished with delivery.

 8   CHAIRMAN MILLER: Thank you so much to Tom for

 9   that presentation. Since there's no further

10   business to come before the committee, I move to

11   adjourn.

12   DIRECTOR BARCLAY: Second.

13   SECRETARY LONGHINI: Moved and -- moved and

14   seconded by Chairman Miller and Director Barclay.

15   Director Silva?

16   DIRECTOR SILVA: Yes.

17   SECRETARY LONGHINI: Director Barclay?

18   DIRECTOR BARCLAY: Yes.

19   SECRETARY LONGHINI: Chairman Miller?

20   CHAIRMAN MILLER: Yes.

21   SECRETARY LONGHINI: We are adjourned with all

22   three members adjourn -- voting to adjourn.

23

24

1   (Which were all proceedings had

2   in the above-entitled cause at

3   this time.)

4   (Meeting concluded

5   at 10:08 a.m.)

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1 STATE OF ILLINOIS)

2   )   SS:

3 COUNTY OF C O O K)

4

5   MARGARET E. MECKLENBORG, as an Officer of

6 the Court, says that she is a Certified Shorthand

7 Reporter doing business in the State of Illinois;

8 that she reported in shorthand the proceedings of

9 said meeting, and that the foregoing is a true and

10 correct transcript of her shorthand notes so taken

11 as aforesaid, and contains the proceedings given at

12 said meeting via videoconference.

13   IN TESTIMONY WHEREOF: I have hereunto set

14 my verified digital signature this 13th day of

15 May , 2022.

16

17

18   _Margaret E. Mecklenborg_

19   Illinois Certified Shorthand Reporter

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