

Executive Director Report: Operator Recruitment Update





Moving Utahns to a Better Quality of Life



Strategic Initiative: Deploy Operator Staffing Strategies

Strategies:

- Deployed a recruitment marketing application strategy
- Shifted from service unit to UTA Agency view
- Designed personas for successful operator - enhancing quality of hire
- Evaluated capacity of equipment, trainers, and service needs
- Improved forecasting and aligned staffing model to 5-year service plan
- Significant improvements to operator schedules has helped with both recruitment and retention.



Agenda Item 12.b.