

# Buffalo Public Schools

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## Transportation Department Update

2022-2023 School Bus Driver Shortage

# How did BPS Pivot to Address the Bus Driver Shortage?

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- **Eliminated 182 Bus Routes By:**
- **Adjusting arrival and departure times**
  - Charter and Non-Public schools adjusted arrival and/or dismissal times
  - BPS
    - Early schools accepted students at 7:45 AM. Late schools at 9:10 AM
    - Afternoon dismissal shifted to 2:45 for early schools and 4:10 for late.
    - Buses loaded immediately upon arrival at school and were allowed to depart
- **Multi-tripped buses**
  - Buses transported 2 groups of students to/from the same building
- **Instituting Early Release days**
  - One or two BPS elementary schools released 3 hours early each day from January through March 15<sup>th</sup>
- **Initiating multiple Bus Aide and Bus Driver hiring events**
- **Increasing Bus Driver sign on bonus for fully credentialed bus drivers**

# What are we doing?

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- Partnering with First Student to increase driver wages
- Holding multiple bus driver hiring events
- Increasing sign on bonuses for non-credentialed drivers
- Increasing bus aide staffing levels to assist with driver retention
- Partnering with Office of Parent and Family Engagement
  - Explore the potential of offering CDL licensure classes at BPS Parent Centers
- Investigating reimbursing transportation expenses for Special needs, UPK and McKinney Vento students

# What can we do?

## Plan of Action

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- **Reinstitute BPS early release days**
  - Increase the frequency
  - Extended day rather than early release
- **Institute BPS 3 tiered bell times**
- **Align Secondary school bell times**
- **Consolidate more bus stops**
- **Create more express routes**
  - Transport students from multiple schools on the same bus
- **Increase eligibility distances**
- **Re-evaluate IEP requirements for curb to curb transportation**
- **Increase Community Schools enrollment**
- **Have a media campaign**
- **Innovative recruitment events**
- **Social media information sessions**
  - Tik Tok videos
  - Facebook platform
- **Commercial Ads**
- **Working with ASL's to support principals establishing a rapport with bus drivers**
- **Continuously hiring bus aides**

# First Student Recruitment Initiatives



**First Student**

**Now Hiring "School Bus Drivers"**  
Multiple locations hiring in Western New York

At First Student, our Bus Drivers are an integral part of the communities they serve. They are committed to safety, customer service and have genuine, caring attitudes for children. We are your friend, family, and neighbors!

We are proud to offer:

- \$19.55 - \$25.04/HR Starting Wage (based on experience, effective 7/1/21)
- Paid CDL Training
- \$3,000 Sign-On Bonus for fully credentialed drivers\*
- \$500 Sign-On Bonus for non CDL holders\*
- Additional hours available—extra charter route opportunities
- No evenings or weekends

\*Conditions Apply. See Location for Details. Offer expires 11/1/21

Requirements of a School Bus Driver: Good verbal communication skills, At least 21 years old, Valid driver's license for at least 3 years, and be subject to a drug screen & physical.

Questions? Call #716-685-98  
TO APPLY ONLINE VISIT:  
[Workatfirst.com](http://Workatfirst.com)



School Bus Drivers  
Use your phone camera  
to access the direct link

**First Student**

Caring for students today, tomorrow, together.

Equal Opportunity Employer

**First Student**

**First Student**  
WNY Training Center  
2306 Walden Avenue  
Cheektowaga, NY 14225  
Telephone: (716) 685-9884  
Fax: (716) 683-4371

## WNY Training Center Recruitment Initiatives

### Print Advertisements

Buffalo News  
Bee Group Newspapers (ALL 9 Newspapers)  
Challenger  
Christian Directory Publication 30+ churches, October 2021-July 2022  
Gay & Lesbian Youth Services of WNY (pending)

### Virtual Job Fair

WNY Regional Job Fair, May 6, 2021  
Buffalo Employment & Training Center, June 1-4, 2021

### Job Fair

WNY Get Hired – Galleria Mall, July 14, 2021

### Community Events

Cheektowaga Police "Do the Right Thing Program" BBQ, June 5, 2021  
St. Anthony Church BBQ, June 6, 2021  
Buffalo Collegiate Juneteenth Jubilee, June 18, 2021  
Family Help Center Buffalo BBQ, June 23 2021  
BETC, City of Buffalo Health & Wellness, July 21, 2021  
BETC, City of Buffalo Police Department C-District Community Days, Aug 14, 2021

### Television

WIVB, Channel 4  
WNLO

### Radio

Christian Directories / 96.5

### Other

Transit Drive In, On Screen Advertising (ALL Screens), 2021 Season  
Now Hiring Lawn Signs in All Communities  
Now Hiring Post Cards Mailed to Various Zip Codes, April - May 2021  
Digital Billboards on Kensington Expressway and I-190

A First Group America Company

**First Student**

## WNY Training Center Recruitment Initiatives (con't)

### Bonus Programs

Sign On Bonus Non CDL \$500  
Sign On Bonus CDL/School Bus Driver \$3,000  
Referral Bonus Non CDL \$500  
Referral Bonus CDL/School Bus Driver \$2,000  
Trainer Referral Bonus \$1,000 / New Trainer \$500

### Online

Career site (general link):  
<https://apply.firstgroupcareers.com/vacancy/33809/description>  
Facebook: <https://apply.firstgroupcareers.com/vacancy/33809/Facebook/detail>  
Indeed: <https://apply.firstgroupcareers.com/vacancy/33809/Indeed/detail>  
LinkedIn: <https://apply.firstgroupcareers.com/vacancy/33809/LinkedIn/detail>  
Twitter: <https://apply.firstgroupcareers.com/vacancy/33809/Twitter/detail>  
Instagram: <https://apply.firstgroupcareers.com/vacancy/33809/Instagram/detail>

## First Student Locations Employee Retention Initiatives

### 20603 – Walden SPED

#### June 2021:

- Attendance/Lend a helping hand weekly raffle, May-June 25, 2021
- Ice Cream Social, June 23 2021
- First Connect Posts, June 10, 17, 24
- We are constantly updating and engaging our employees with our dry erase and Chalk board wall
- Recruitment/Retention Sped team will be in place by the end of June
- Get Forms Signed on Bidding day for updated information and if they plan to return in September.

**First Student**

## Now Hiring Part-time SCHOOL BUS DRIVERS

**CDL Not Required ...We will Train You!**

We Pay More for CDL Holders with School Bus Driving Experience!

### What we offer:

- Paid training
- Competitive wages
- Just work on school days

### What you need:

- Valid NY license
- 3 years Non-CDL driving exp
- Good driving record
- Like to work with children
- Must be 21years or older



Apply on-line at: [workatfirst.com](http://workatfirst.com)

Equal Opportunity Employer







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