

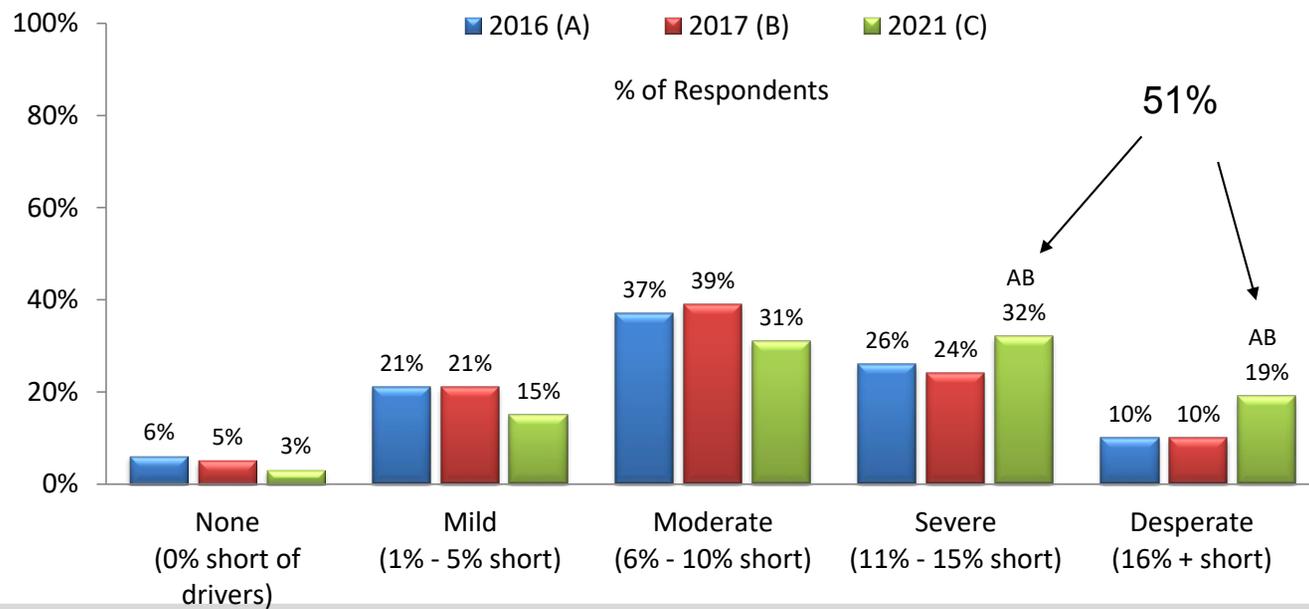


# Driver Shortage Study

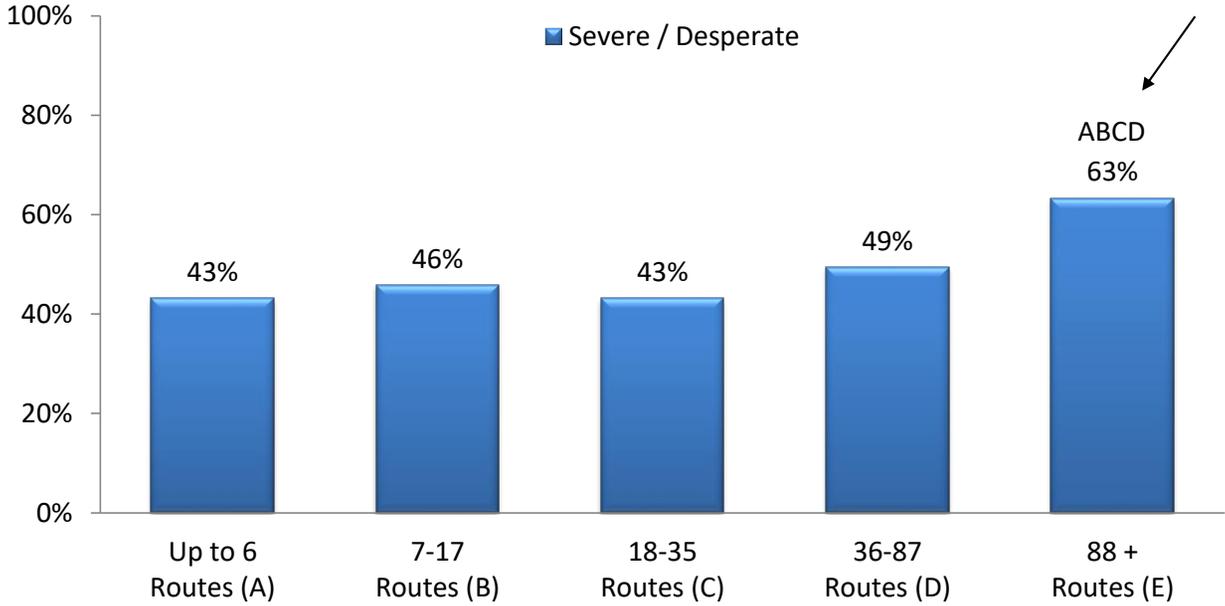
July/August 2021

1. How severe is the school bus driver shortage, and is it getting better or worse since 2017?
2. How big a problem is the school bus driver shortage, and is it becoming less of a problem or more of a problem since 2017?
3. What are the factors that contribute to the difficulty in recruiting and retaining school bus drivers?
4. What solutions are currently being used to attract potential drivers?
5. Where is advertising being used to attract drivers, and has the scope of the advertising been expanded since the pandemic?
6. Is driver retention becoming easier or more difficult?
7. What strategies are being used successfully to retain drivers?
8. Have transportation services been altered due to the pandemic?

# 1. How severe is the school bus driver shortage, and is it getting better or worse since 2017?



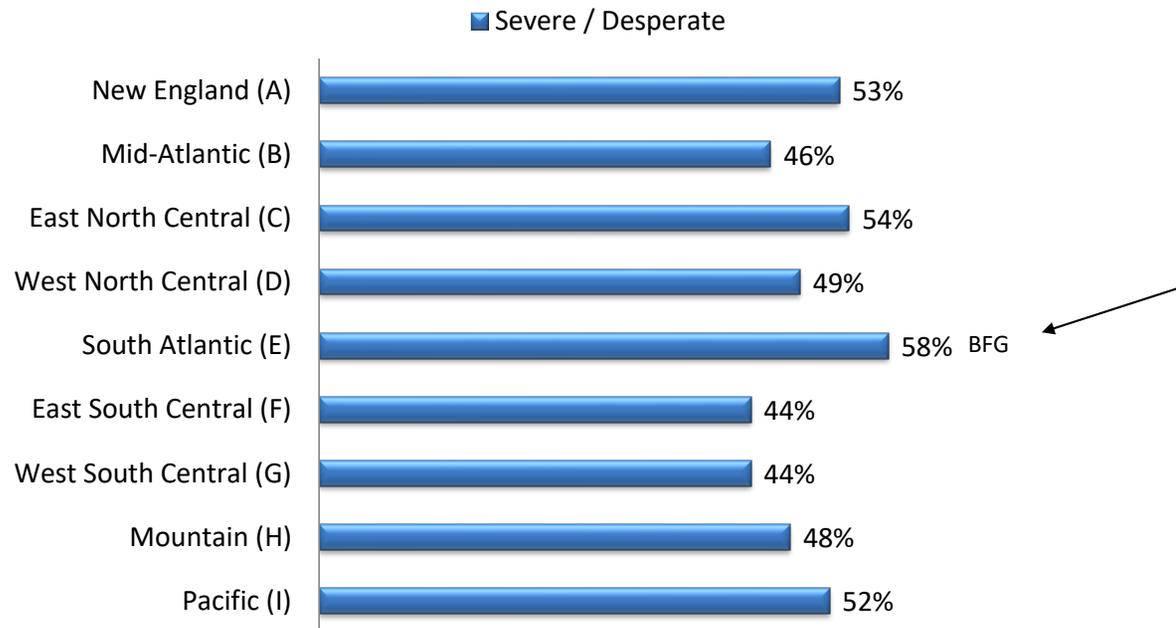
# Degree of School Bus Driver Shortage – Route Quintiles



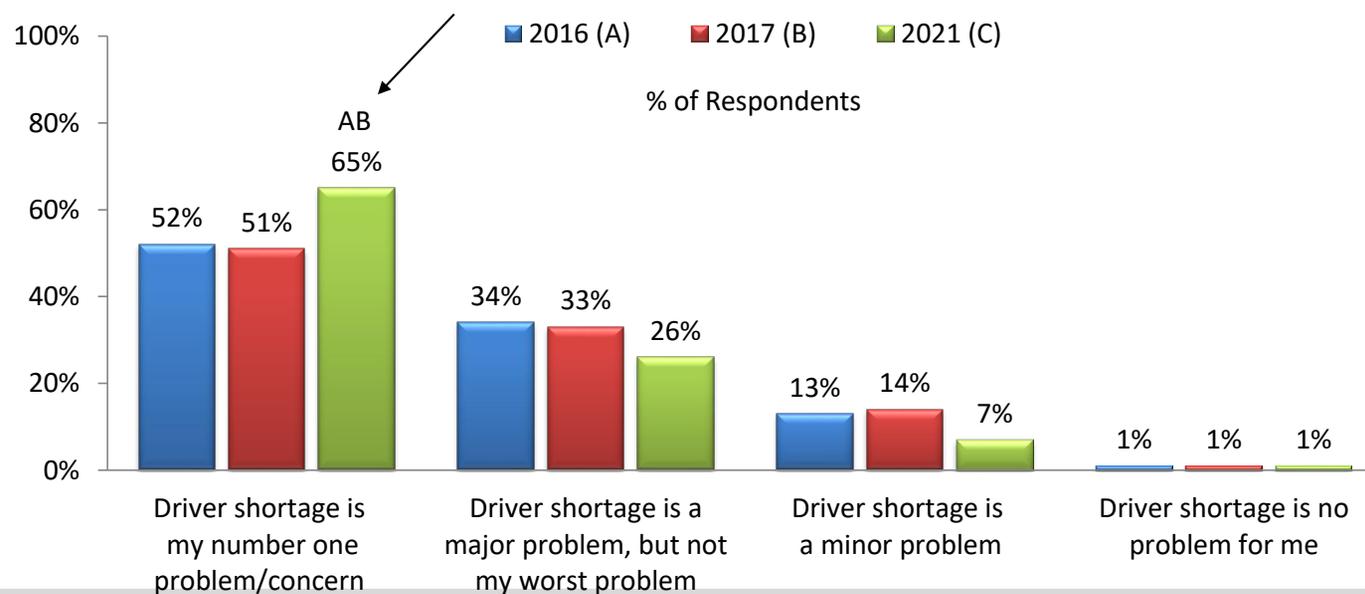
1. New England – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
2. Mid-Atlantic – New Jersey, New York, and Pennsylvania
3. East North Central – Illinois, Indiana, Michigan, Ohio, and Wisconsin
4. West North Central – Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota
5. South Atlantic – Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C., and West Virginia
6. East South Central – Alabama, Kentucky, Mississippi, and Tennessee
7. West South Central – Arkansas, Louisiana, Oklahoma, and Texas
8. Mountain Division – Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming
9. Pacific Division – Alaska, California, Hawaii, Oregon, and Washington

## Degree of School Bus Driver Shortage – Geographic Division

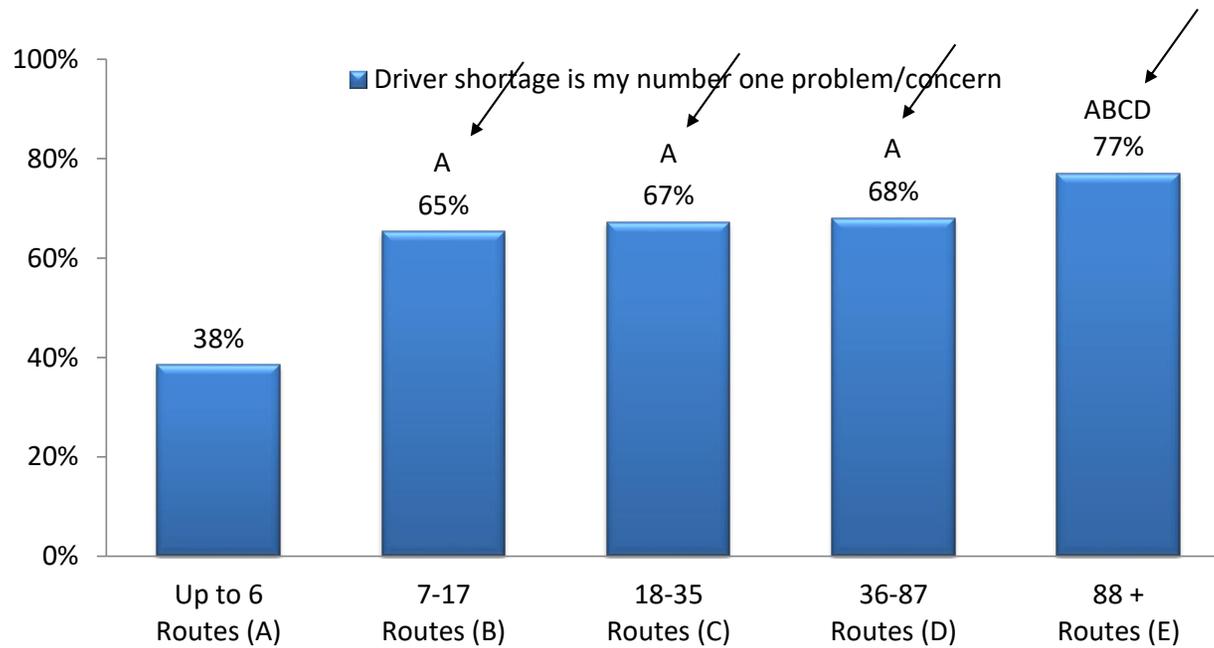
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## 2. How big a problem is the school bus driver shortage, and is it becoming less of a problem or more of a problem since 2017?



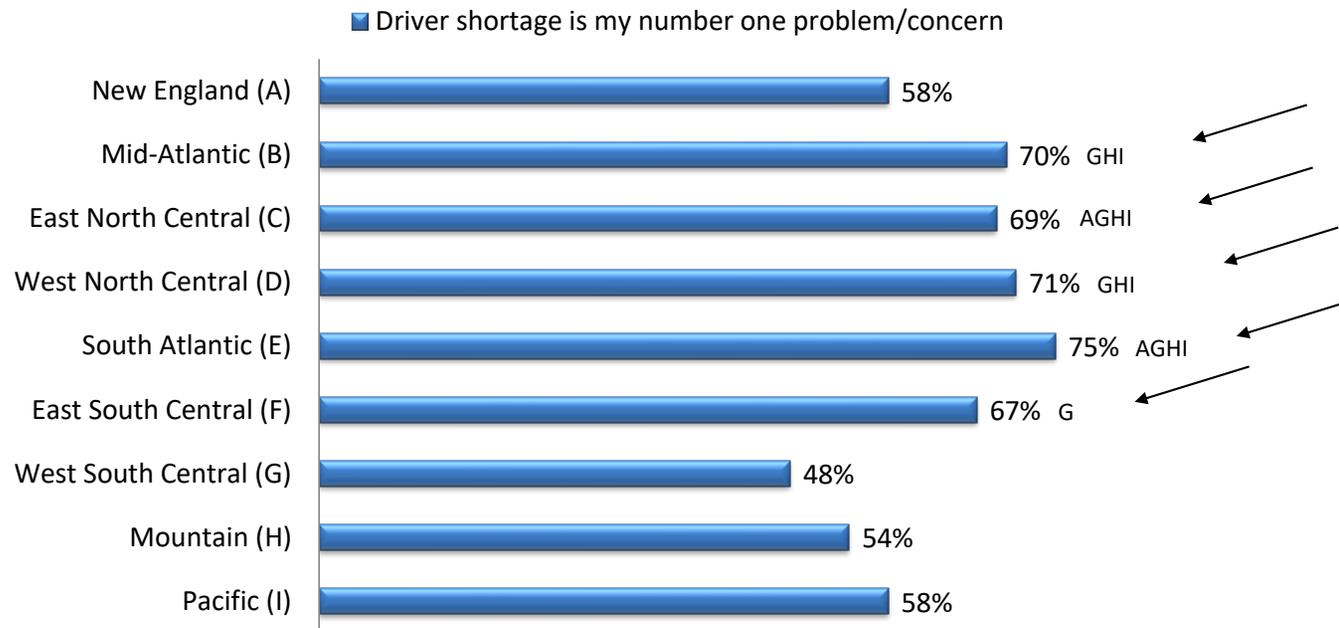
## Degree That School Bus Driver Shortage is a Problem – Route Quintiles 8



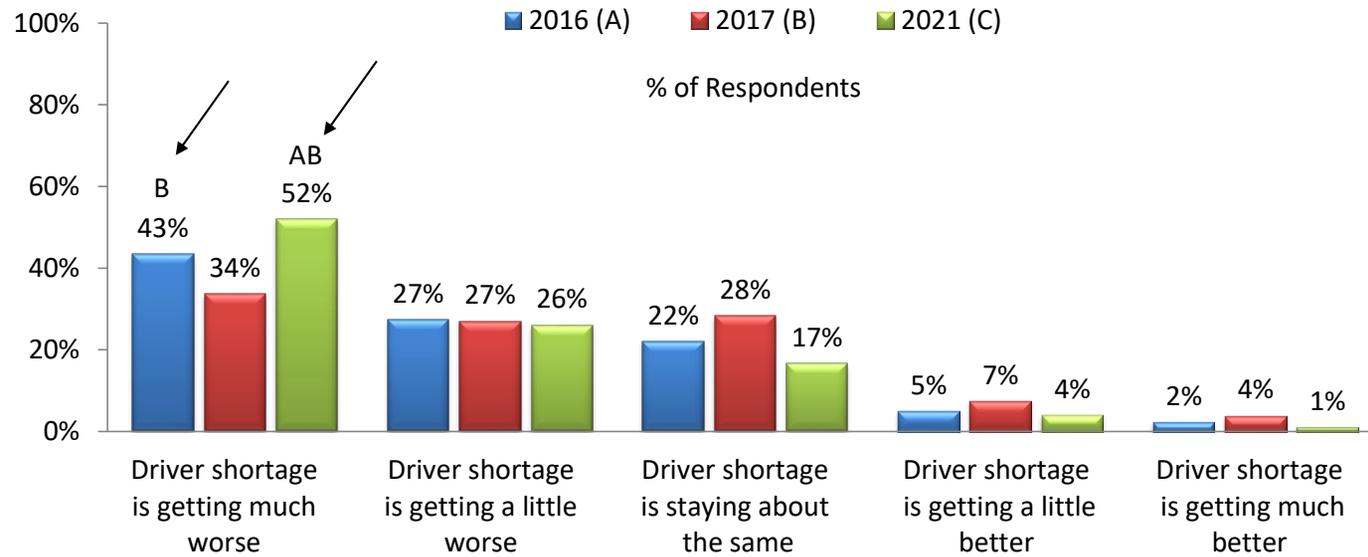
## Degree That School Bus Driver Shortage is a Problem – Division

9

- Driver shortage is less of a concern for respondents from the New England division and the western part of the U.S.

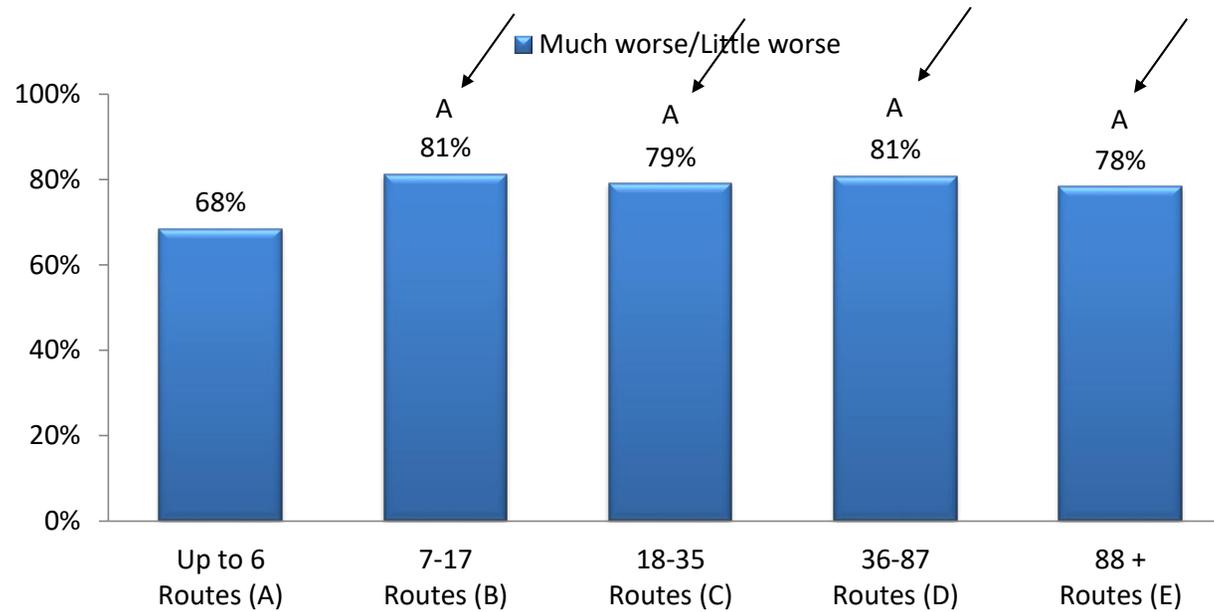


# School Bus Driver Shortage Trend



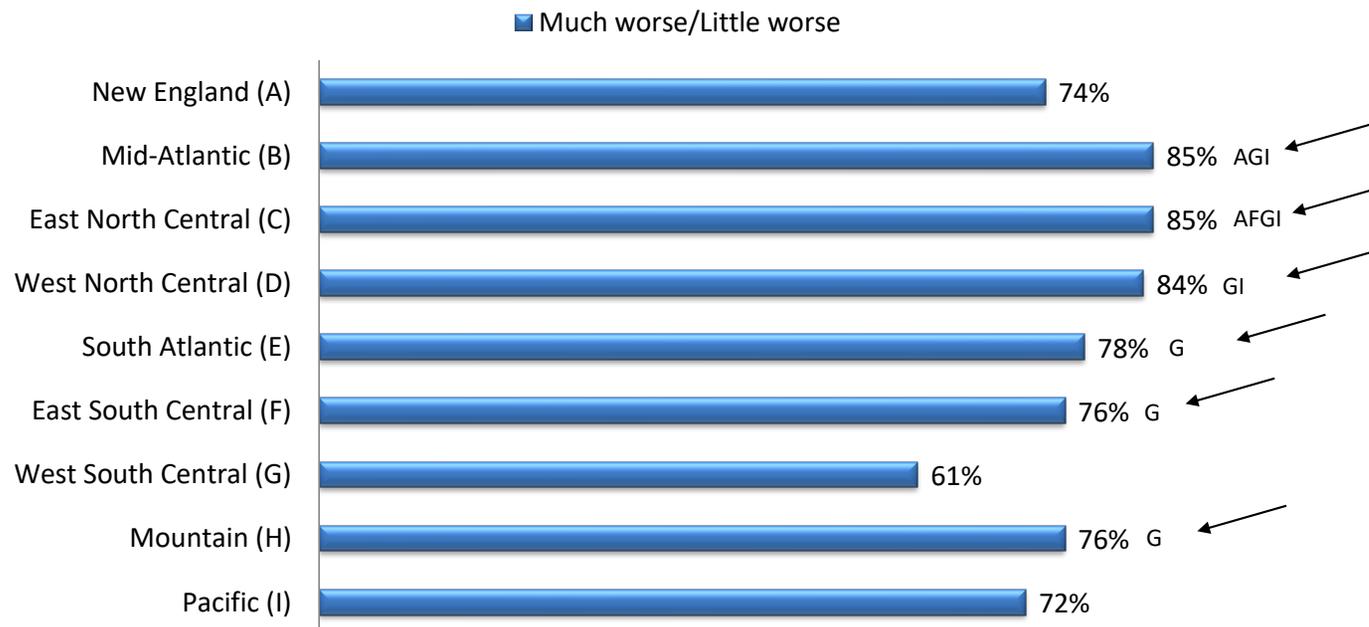
## School Bus Driver Shortage Trend – Route Quintiles

11



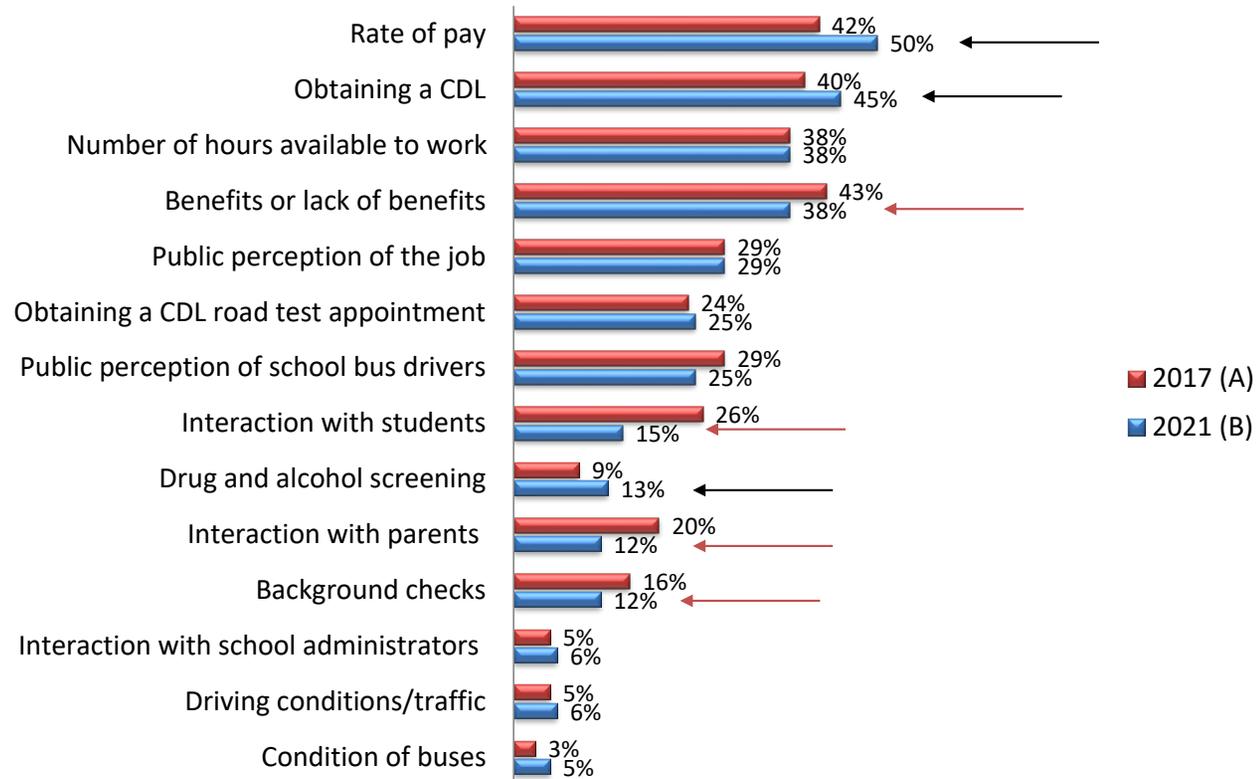
## School Bus Driver Shortage Trend – Division

12



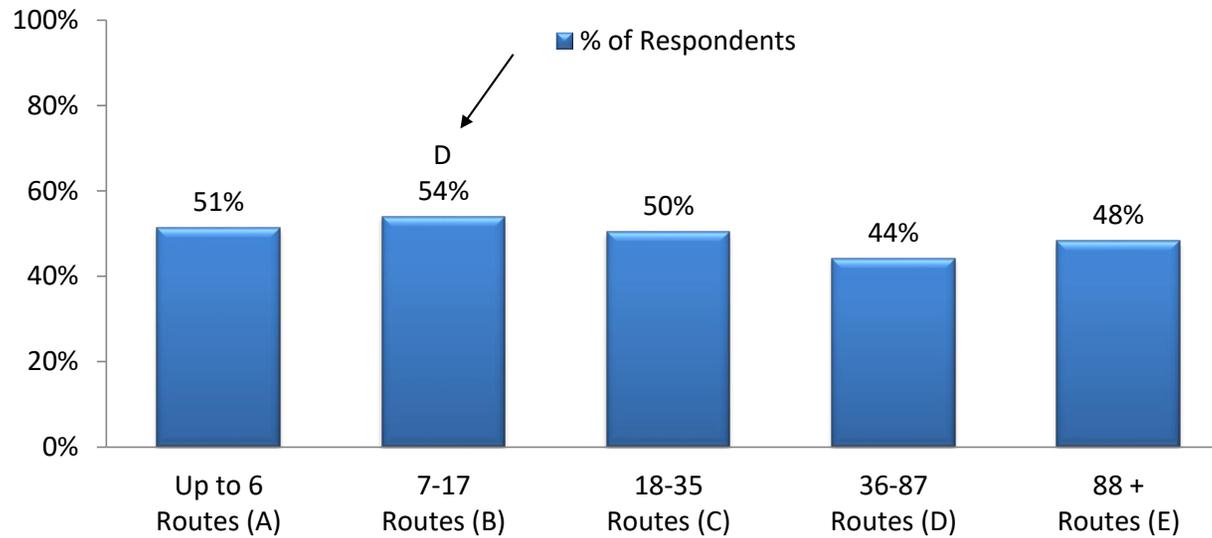
3. What are the factors that contribute to the difficulty in recruiting and retaining school bus drivers?

# Major Recruiting Factors



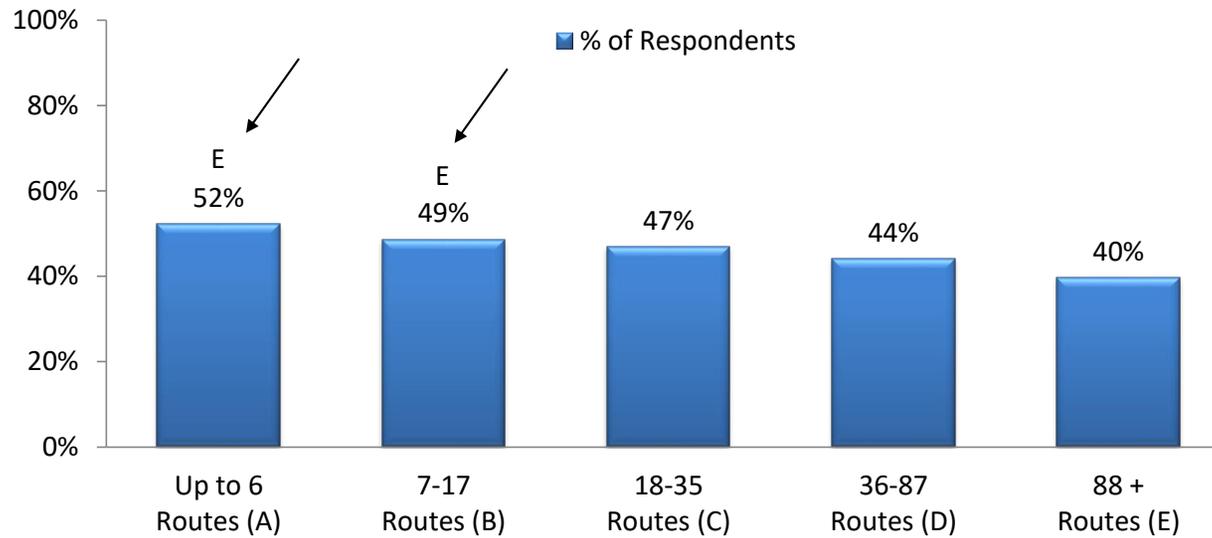
## Major Factor – Rate of Pay – Route Quintiles

15



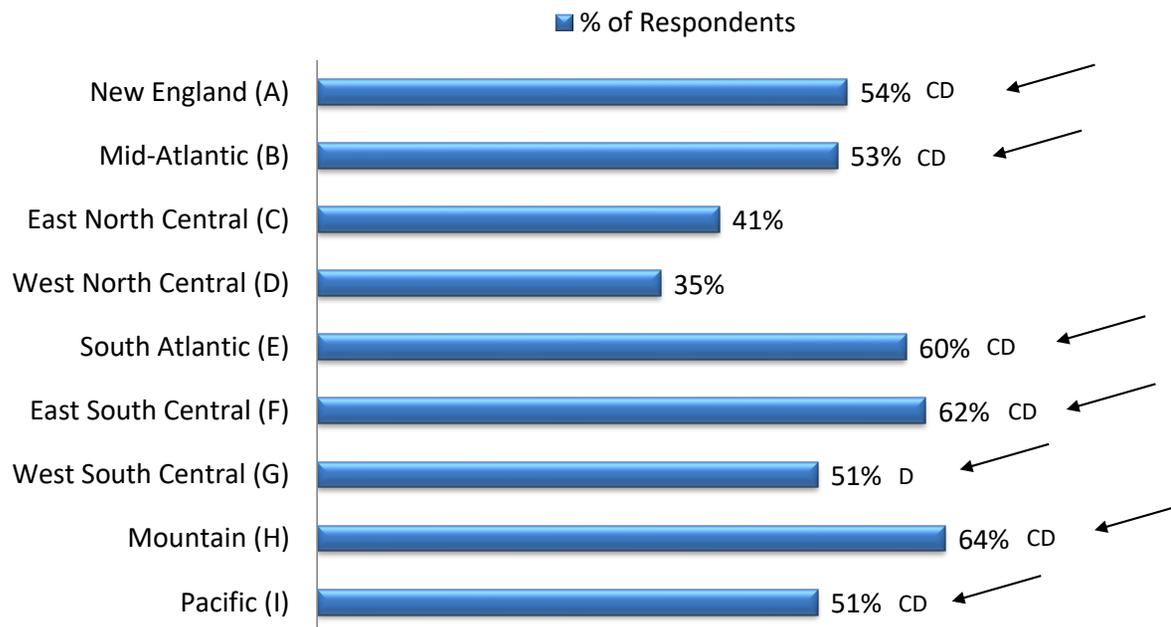
## Major Factor – Obtaining a CDL – Route Quintiles

16



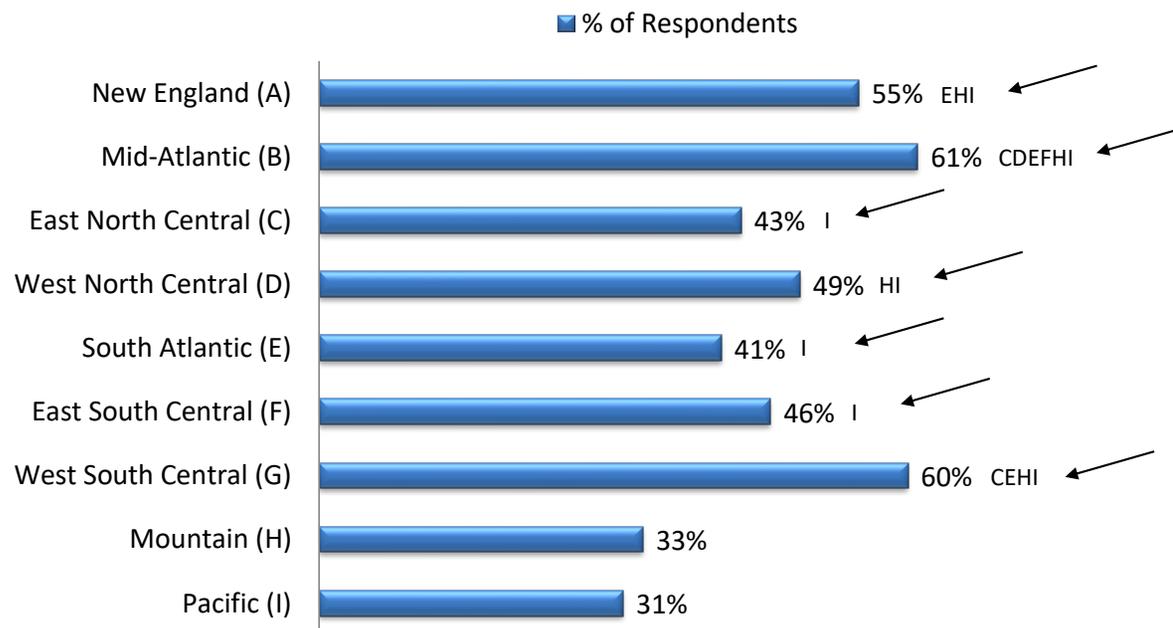
## Major Factor – Rate of Pay – Division

17

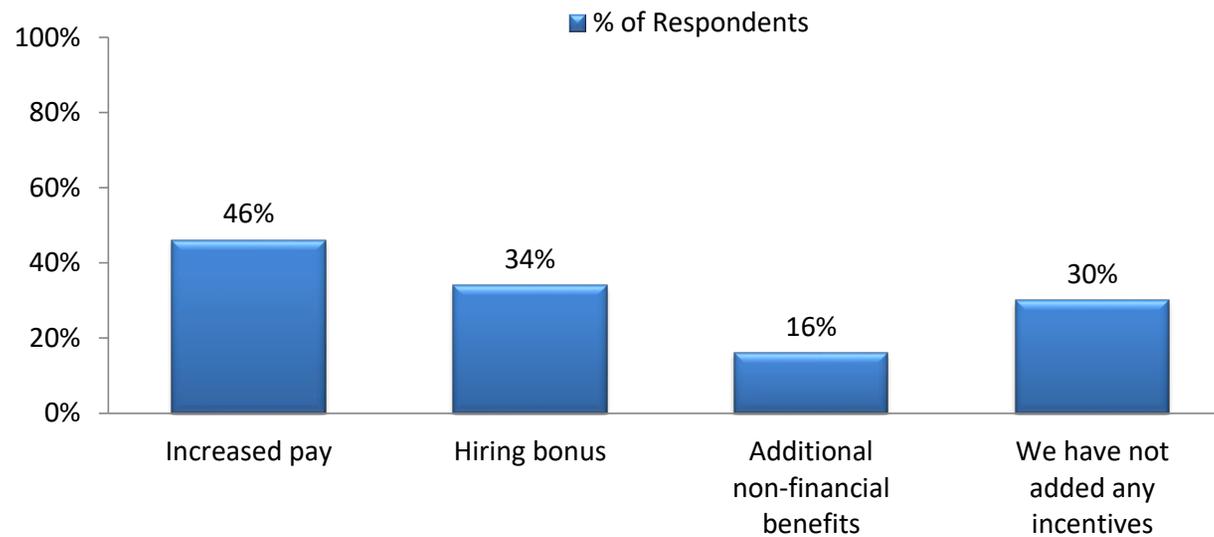


## Major Factor – Obtaining a CDL – Division

18

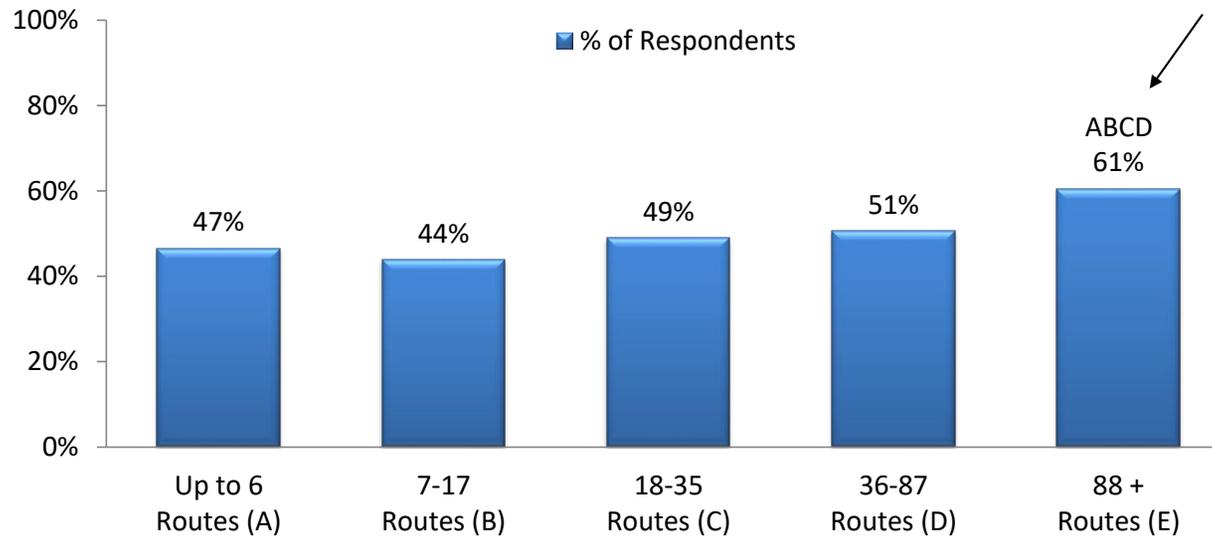


#### 4. What solutions are currently being used to attract potential drivers?



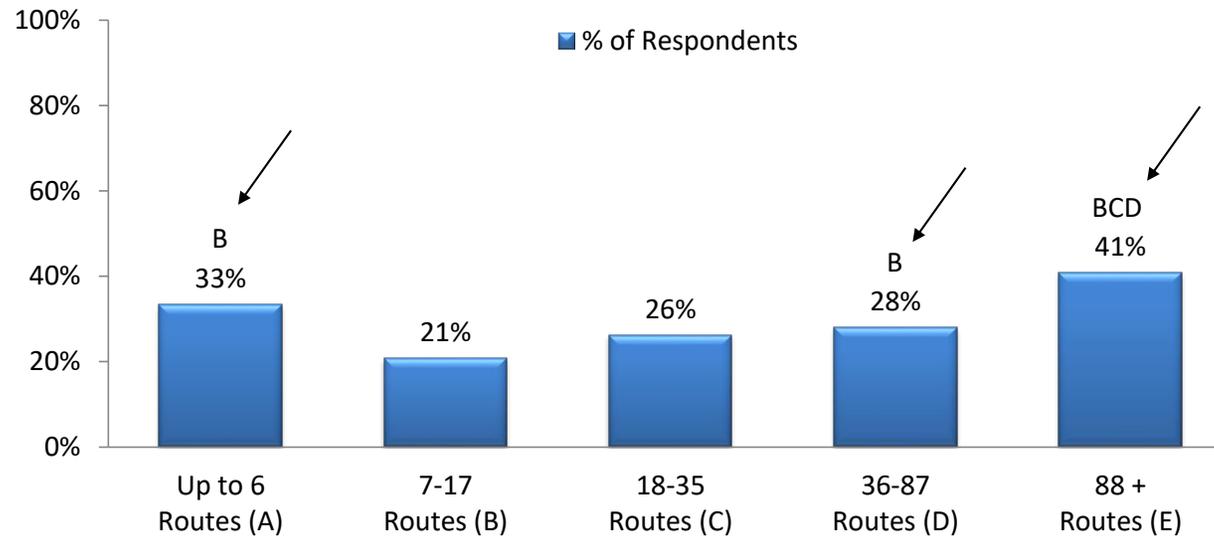
## Incentive – Increased Pay – Route Quintiles

20



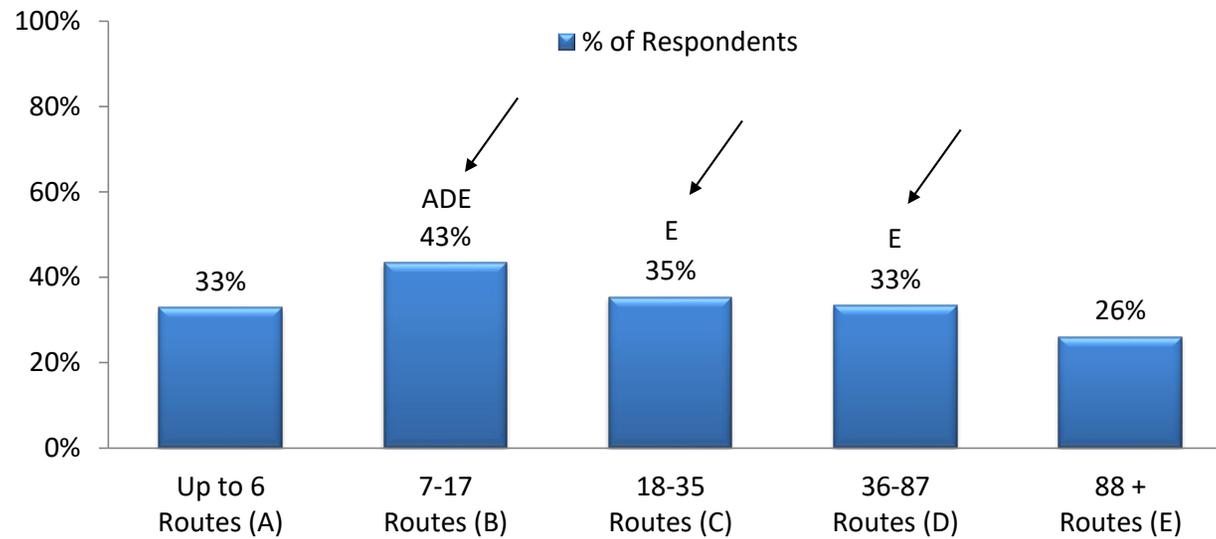
## Incentive – Hiring Bonus – Route Quintiles

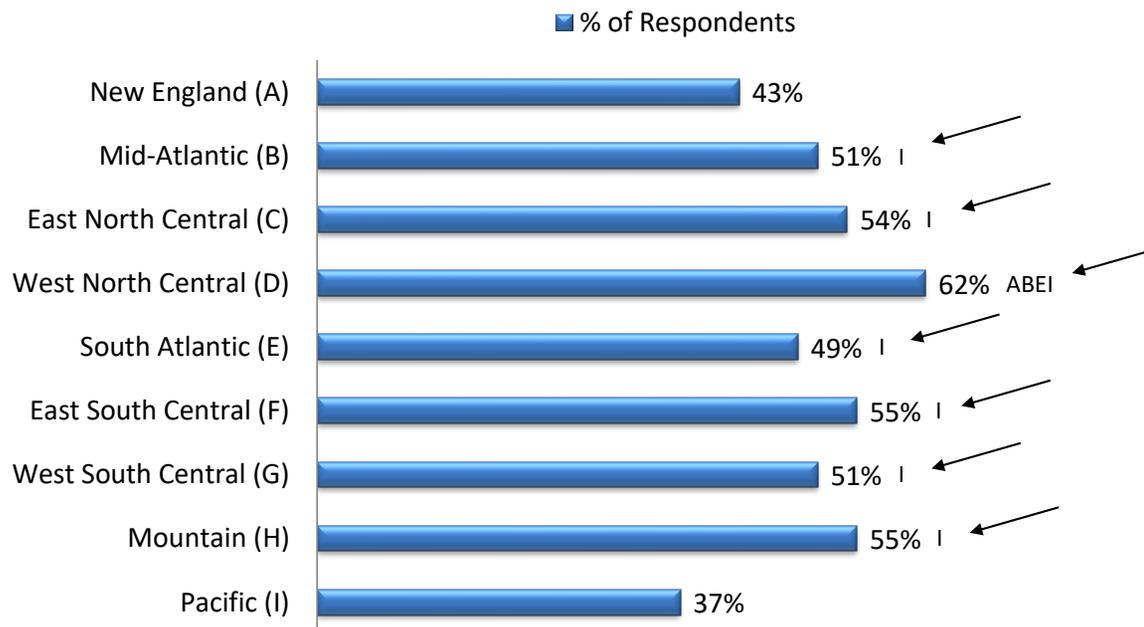
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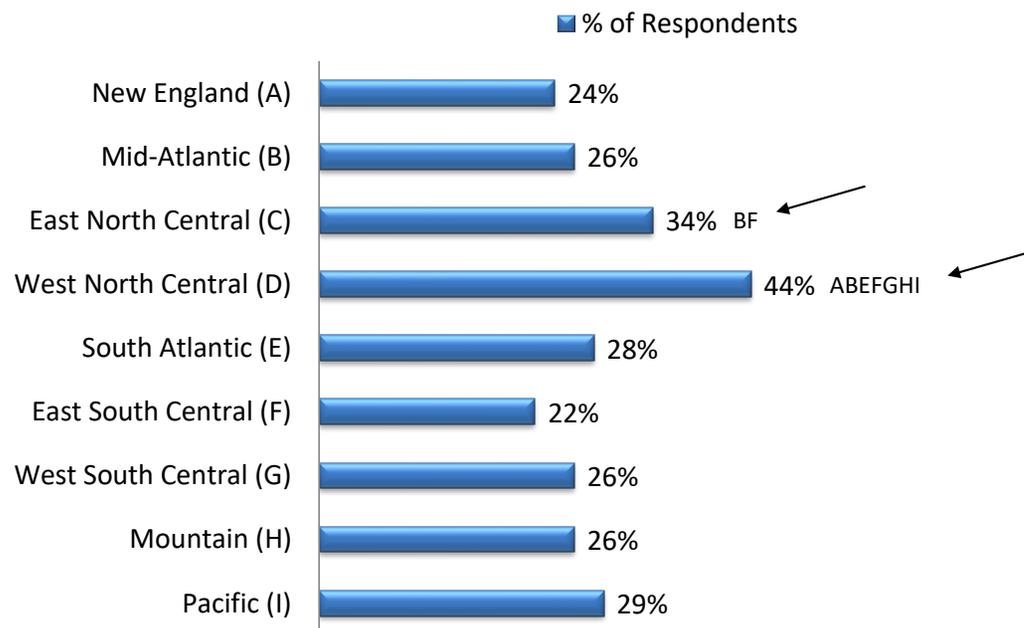


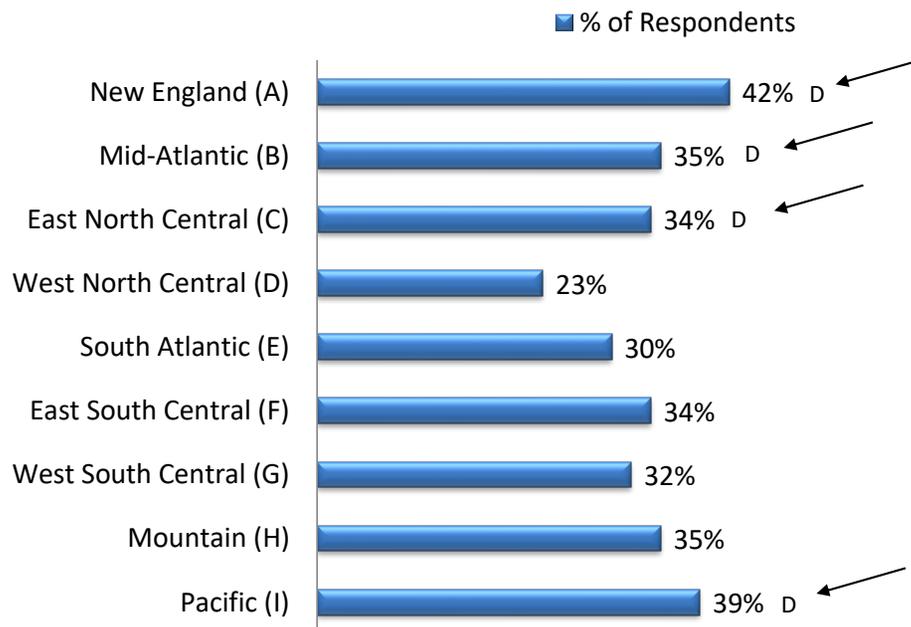
## No New Incentives – Route Quintiles

22



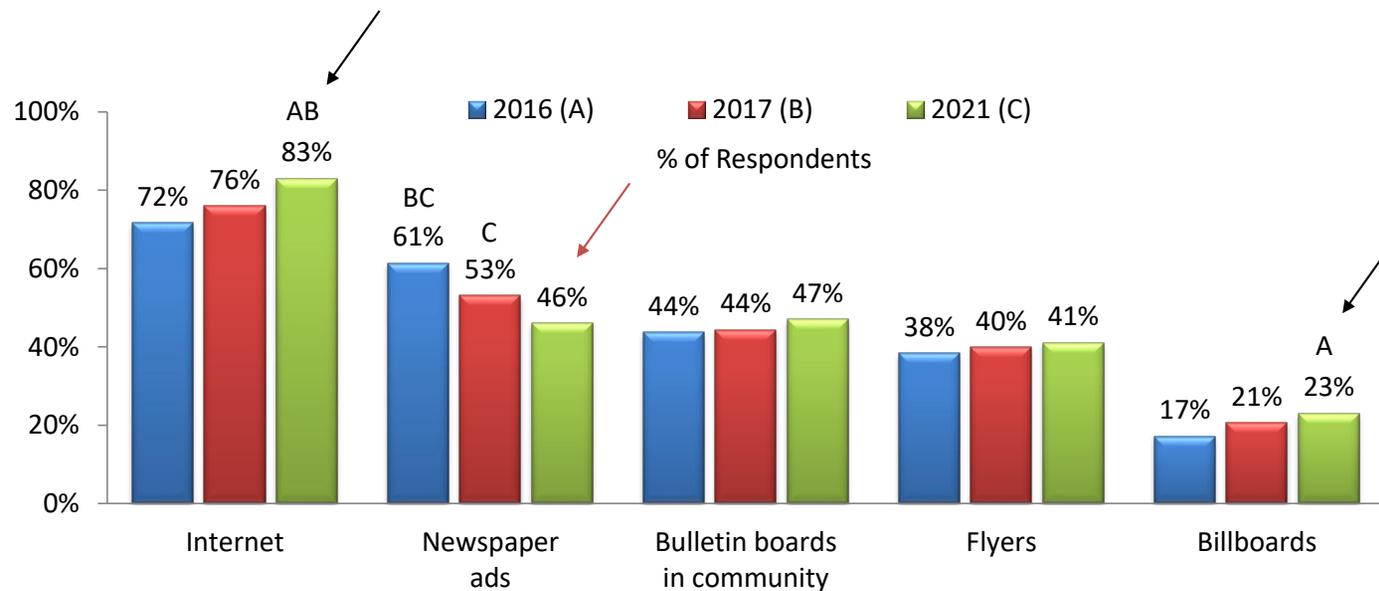






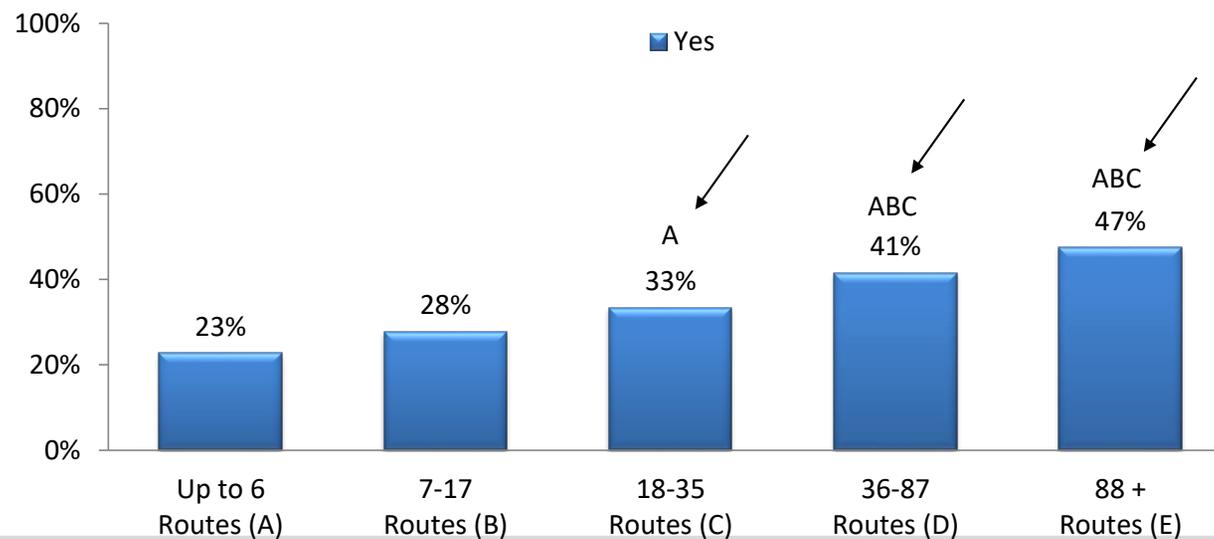
1. Bonuses (attendance/referral/longevity/retention/safety)
2. Cover all up front costs
3. Pay for CDL
4. Paid while in training
5. Free training
6. Paid holidays
7. Medical insurance
8. Day care credit
9. Bring children to work
10. Guaranteed hours
11. Increase hours from 5 to 6 per day
12. Lunch once a week

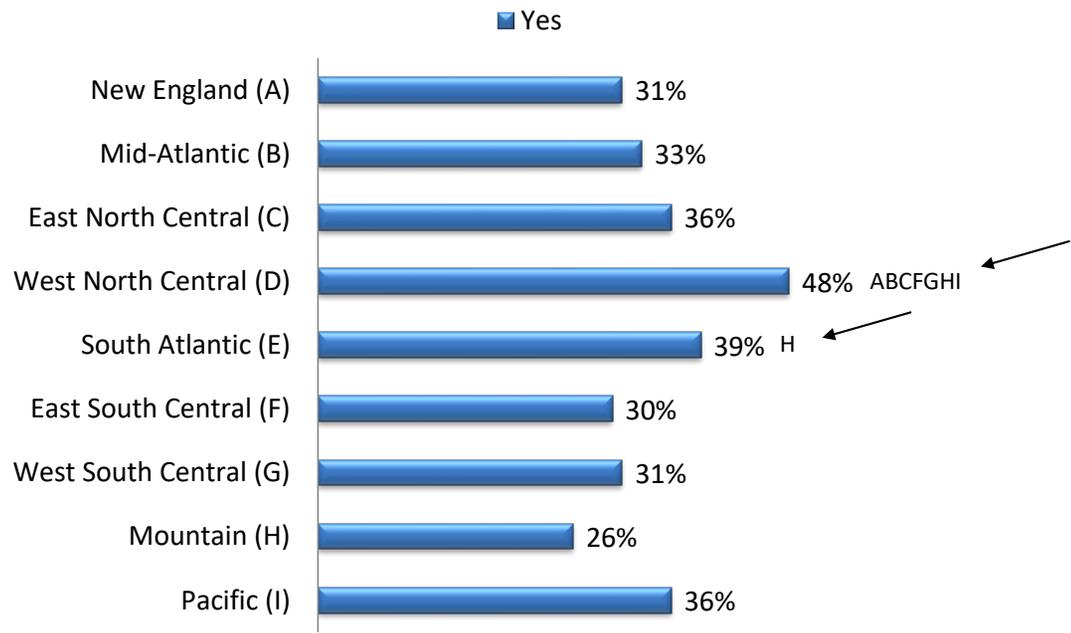
5. Where is advertising being used to attract drivers, and has the scope of the advertising been expanded since the pandemic?



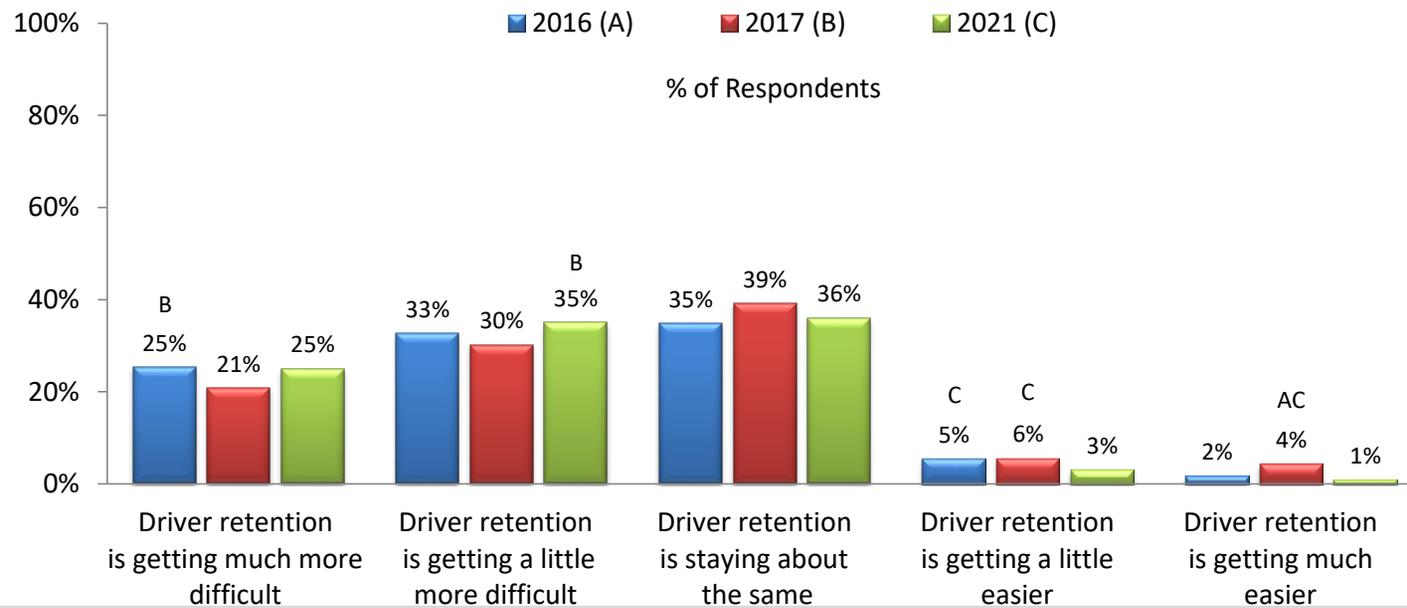
1. Banners on buses and school property
2. Social media/Facebook/
3. Local radio/cable tv
4. Job fairs
5. Church bulletins
6. College campuses
7. Community events/parades
8. INDEED/Zip Recruiter/EDJOIN.org
9. Lawn signs
10. School website/marquee
11. Word of mouth

Have you expanded your advertising into new areas and target populations that were previously not targeted?



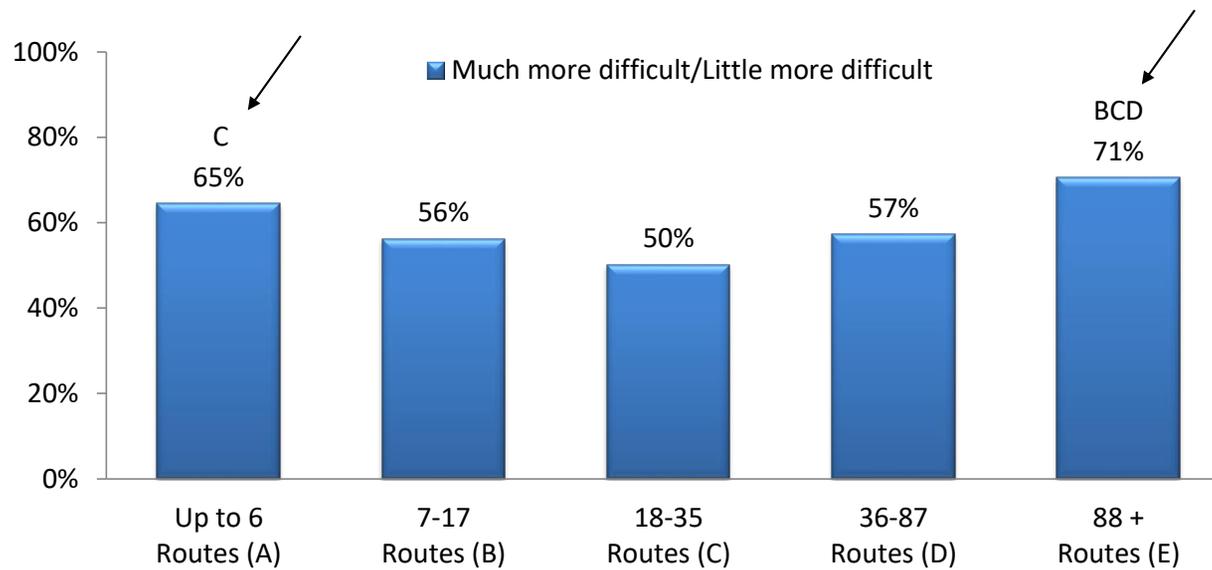


## 6. Is driver retention becoming easier or more difficult?



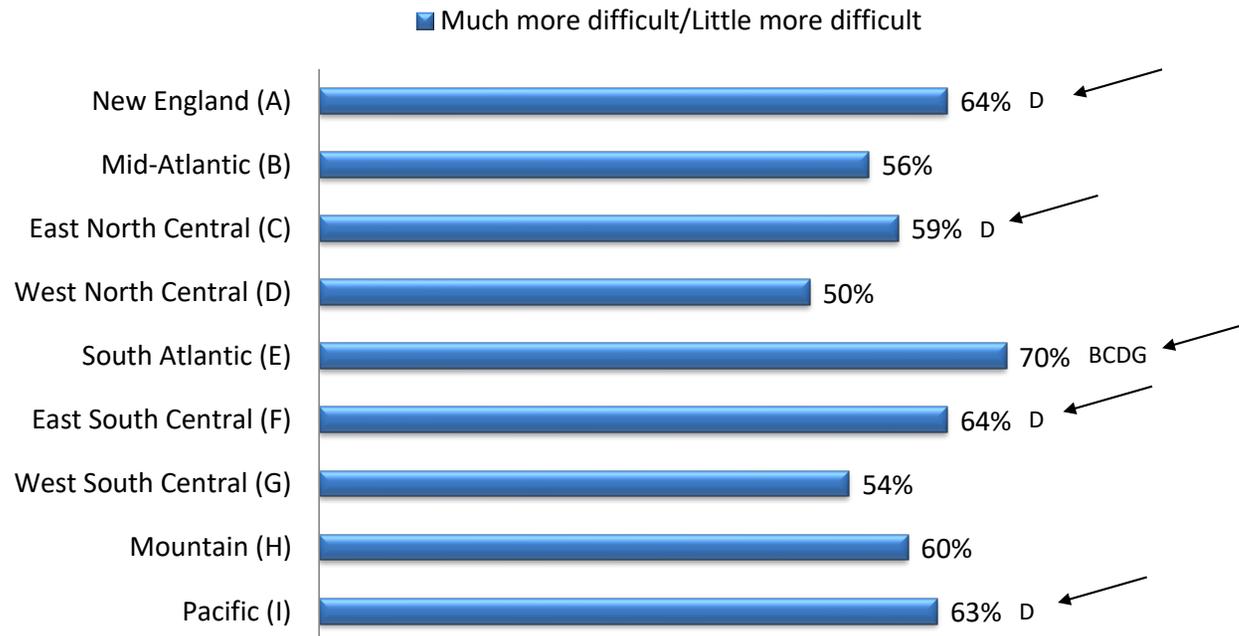
## Trend in Driver Retention – Route Quintiles

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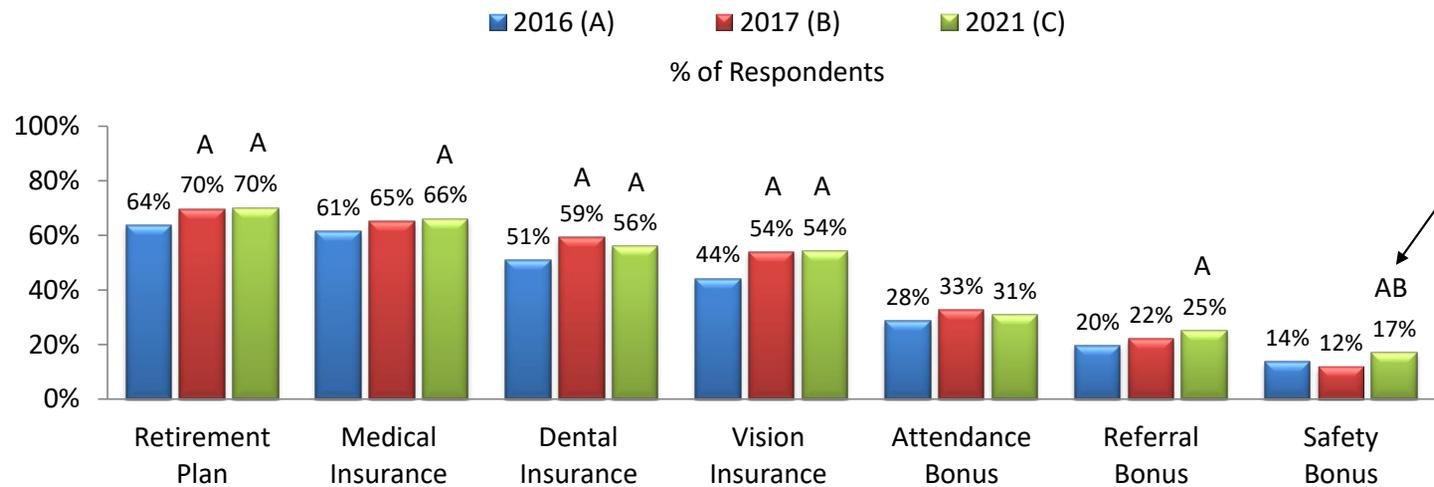


## Trend in Driver Retention – Division

33



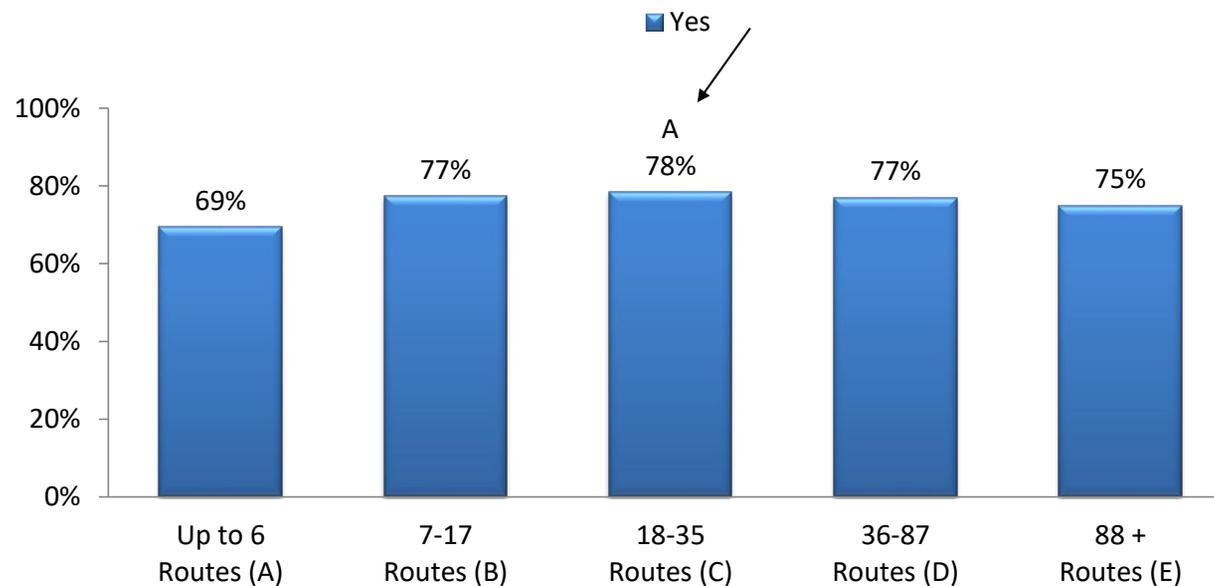
## 7. What strategies are being used successfully to retain drivers?



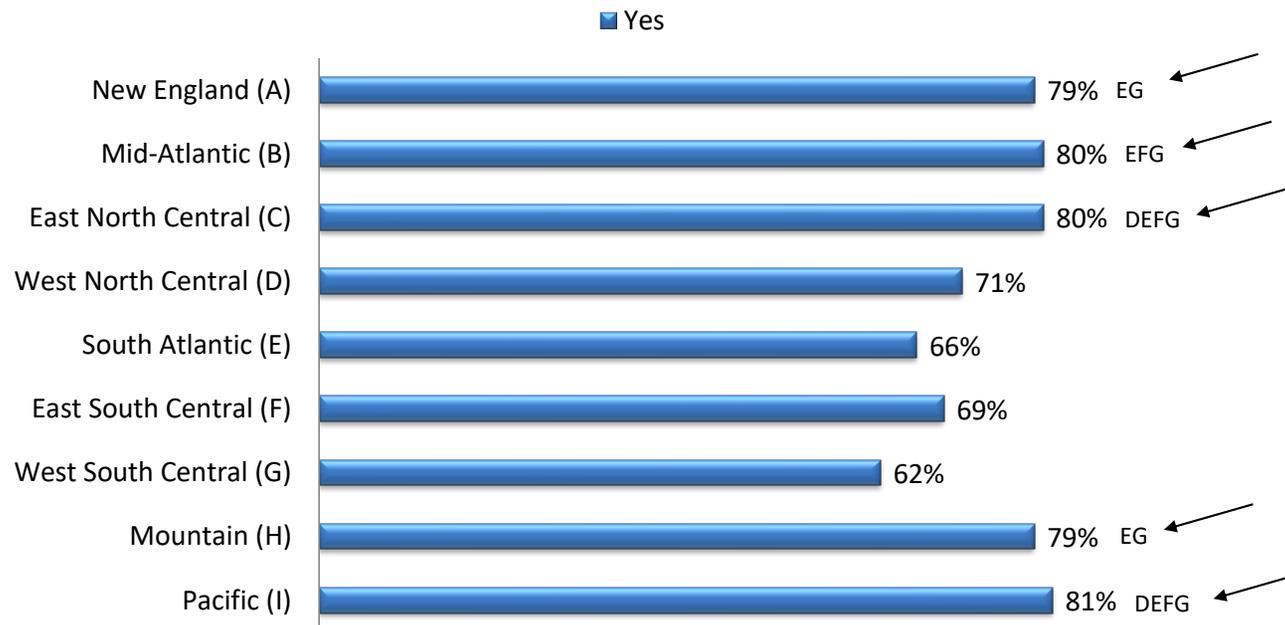
1. Merit pay raises
2. Productivity bonuses
3. Longevity bonus
4. Sick time/personal time
5. Vacation
6. Extra work assignments
7. Uniforms

1. Adjust work hours
2. Allow buses to be parked at home
3. Occasional pot luck breakfast/weekly doughnuts/BBQ
4. Awards/Recognition
5. Driver appreciation day/Driver of the month/Driver of the year
6. Flexible hours/flexible schedules
7. Good work environment
8. Kids 3 + can ride with parent drivers
9. Monthly team building
10. Newer buses/equipment
11. Open door policy

## 8. Have you altered your transportation services as a result of the pandemic?



## Altered Transportation Services Because of Pandemic – Division 38



1. The bus driver shortage has worsened from 2017 to 2021, as the percentage of respondents who described their driver shortage as “severe” or “desperate”, increased from 34% of respondents in 2017, to 51% of respondents in 2021.
2. Roughly two-thirds of all respondents (65%) indicated that bus driver shortage is their number one problem or concern, up from 51% in 2017.
3. Roughly three-quarters of all respondents (78%), indicated that the school bus driver shortage is getting much worse, or a little worse, up from 61% in 2017.
4. When it comes to the ability to recruit and retain school bus drivers, the top four major factors are the same in 2021 as they were in 2017 – (1) rate of pay, (2) obtaining a CDL, (3) benefits/lack of benefits, and (4) the number of hours available to work.
5. Only 5% of respondents indicated that their organizations have changed the qualifications or standards for their school bus drivers.
6. The Internet is still the number one place to advertise for bus drivers. Over the last few years billboards have been used by an increasing number of respondents while newspaper ads are diminishing in use.

7. Thirty-six percent (36%) of all respondents indicated that they have expanded their advertising into new areas and target populations.
8. Sixty percent (60%) of respondents indicated that the trend in driver retention in their company is getting much more difficult, or a little more difficult. Only 4% of respondents indicated that driver retention is getting a little easier or much easier.
9. The only significant change in financial incentives used to retain school bus drivers is an increase in the percentage of respondents who are using a safety bonus, up from 12% in 2017, to 17% in 2021.
10. Roughly three-quarters (76%) of all respondents have altered their transportation services as a result of the pandemic.

Questions?

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