

Driving the Future

presented by

Street Crete

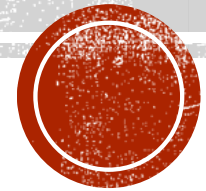


JUST THE FACTS



WHAT'S CREATING THE TRUCK DRIVER SHORTAGE

- **Economy & technology**
 - America's consumption is up, thanks to technology
 - Over 70% of all freight tonnage moved in the US goes on trucks
 - Current US unemployment rate is at an all-time low of 4.2%.
- **Not enough trained drivers to meet the demand.**
 - More drivers are reaching retirement age.
 - Average age of today's truck driver is "50".
 - Current age requirement for Intrastate driving is 18 and Interstate is 21 years old.
 - Truck driver turnover annualized rate is at 74%.



AMERICAN TRUCKING ASSOCIATION

FACTS

- **What can we expect moving forward:**
 - The driver shortage to surge to 175,000 drivers by 2024.
 - ATA (American Trucking Association) estimates that the industry needs an average of 89,000 new drivers each year in order to keep pace with consumer demand.
 - 45% of demand for drivers comes from the need to replace retiring drivers.
 - 33% of demand for drivers comes from the need to keep up with economic growth.
 - Not just a numbers problem, but a quality problem too.
 - 88% say most applicants are not qualified
 - Impending e-log mandate is likely to push more drivers out of the workforce by December.



NATIONAL READY MIX ASSOCIATION FACTS

(2017 MIXER DRIVER RECRUITMENT & RETENTION SURVEY)

- Total RM Concrete employment population roughly is 135,000 employees; 56% of that total is RM drivers.
- Mixer driver pool was about 75,000 in 2015 & 2016; up 5,000 drivers from 2014.
- National Average tenure dropped to 9.6 years from 10 years the previous 2 years.
- Average Mixer drivers' age is 47.
- 36% of Ready Mix plants turned down business due to a lack of drivers in 2016.



NATIONAL READY MIX ASSOCIATION FACTS

(2017 MIXER DRIVER RECRUITMENT & RETENTION SURVEY)

- Turnover rate for Ready Mix drivers is 28%
 - 18,600 drivers nationally quit or released
 - 4,800 were hired and left the same year

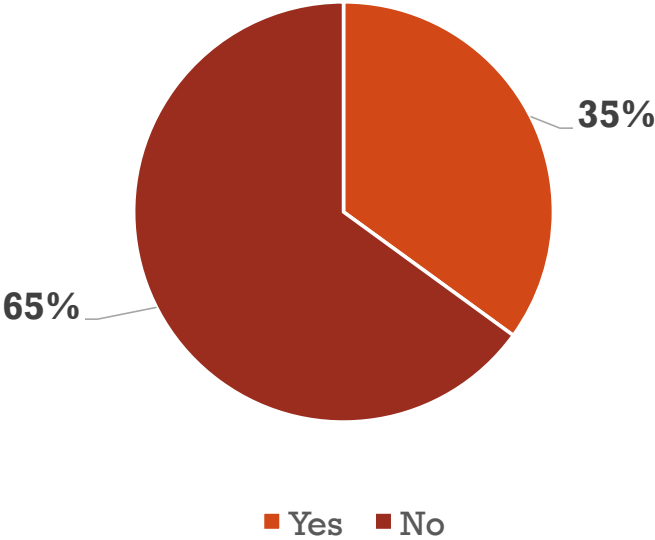
- In the survey's 3-year history, respondents overwhelmingly noted their biggest hiring challenge was finding drivers with Ready Mix experience. $\frac{3}{4}$ of producers will ONLY hire experienced drivers.

- Companies do not want to bear the risk of new commercial drivers under the age of 25:
 - Insurability concerns
 - Safety concerns

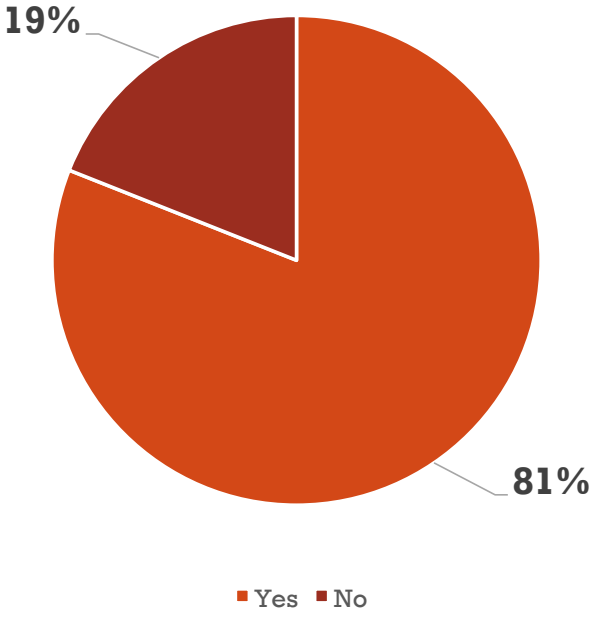


DO YOU HIRE 18-21 YEAR OLD MIXER DRIVERS?

2016



IS YOUR DECISION A SAFETY/RISK MANAGEMENT STRATEGY?



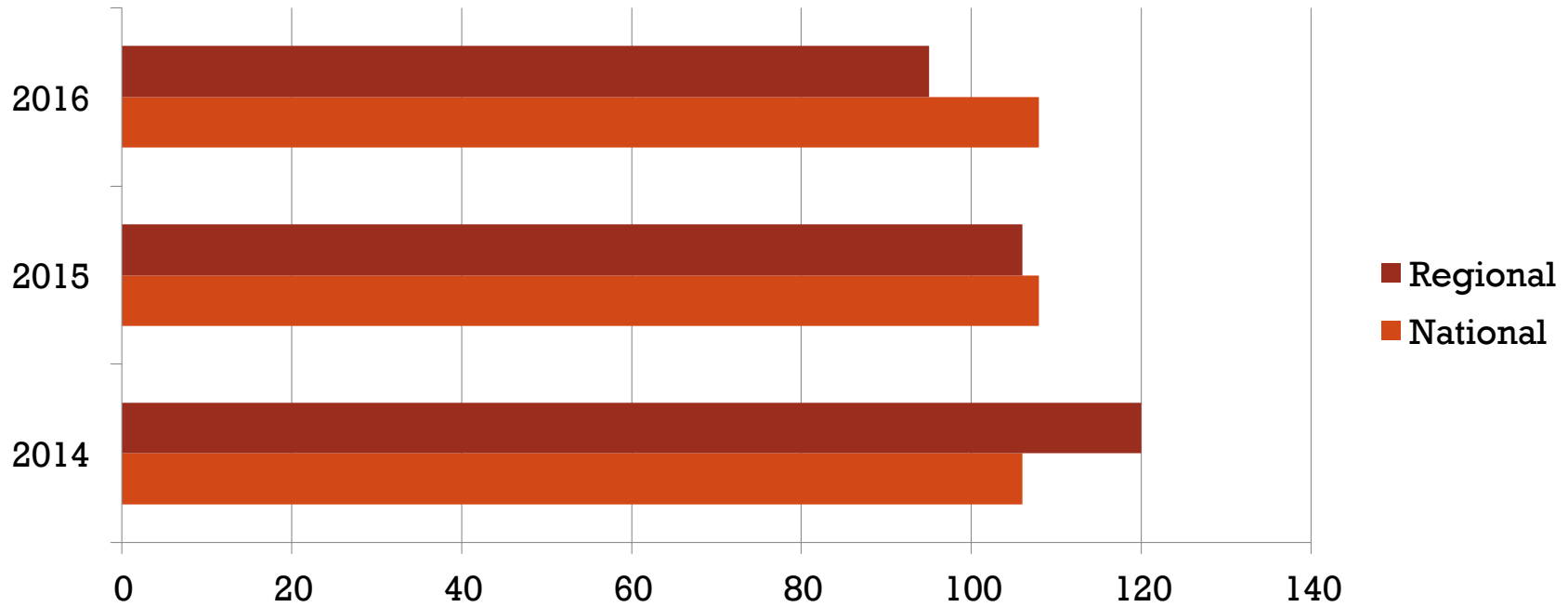
NORTHEAST / MID-ATLANTIC READY MIX

FACTS

- Composed of VA, WV, PA, MD, DE, NJ, CT, NY, RI, MA, NH, VT, ME
- Estimated Mixer Driver population in the Northeast/Mid-Atlantic Region is 14,781. (19.5 % of the National value)
- Average age driver is 47.1.
- Average Company tenure rate 9.4 years.
- Retention Rate is 94.9%
- Turnover rate is 20.7%
 - High Performing drivers quit - 5%
- Don't hire drivers 18-21 years – 79%

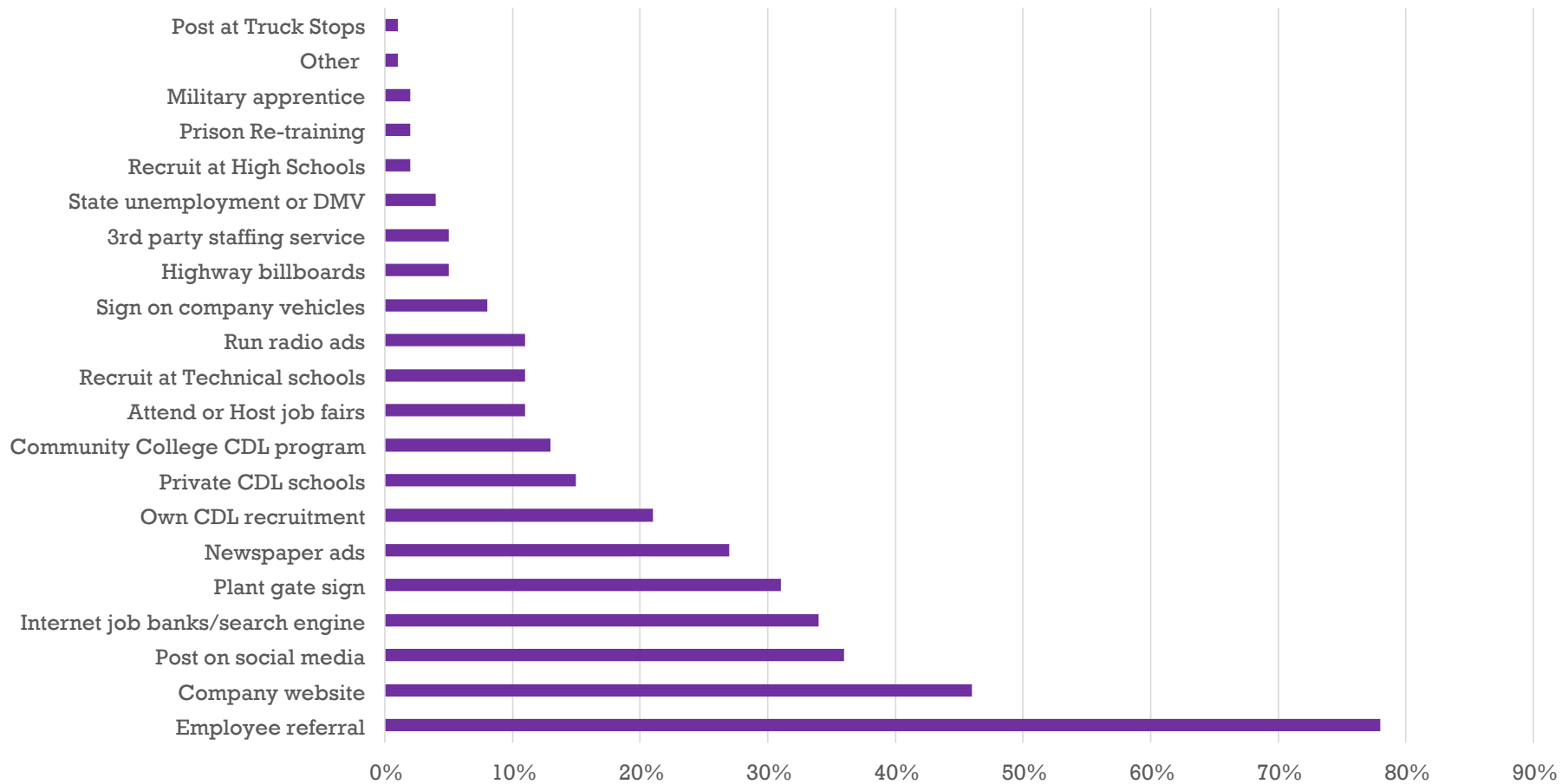


RETENTION RATE NORTHEAST/MID-ATLANTIC



INDUSTRY RECRUITMENT METHODS

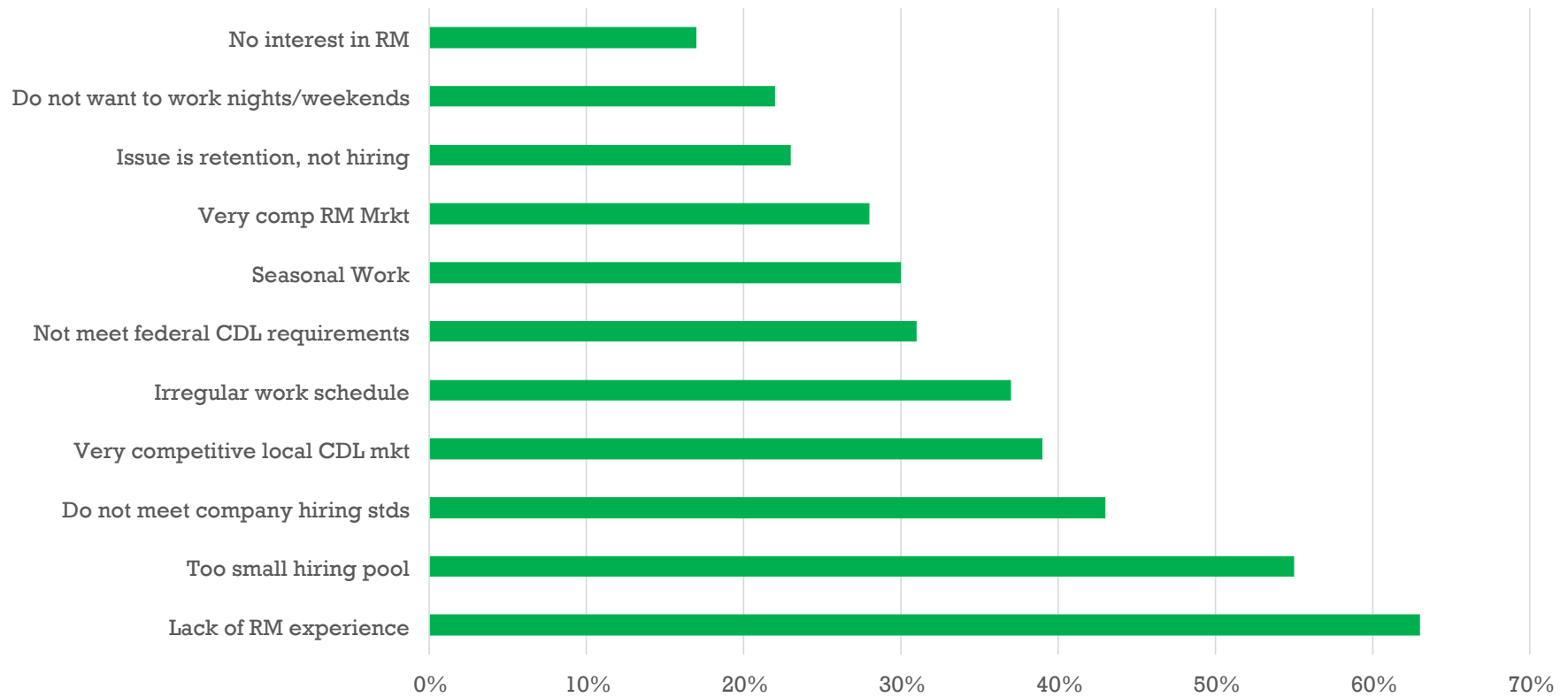
2017 MIXER DRIVER RECRUITMENT & RETENTION SURVEY



INDUSTRY RECRUITMENT CHALLENGES

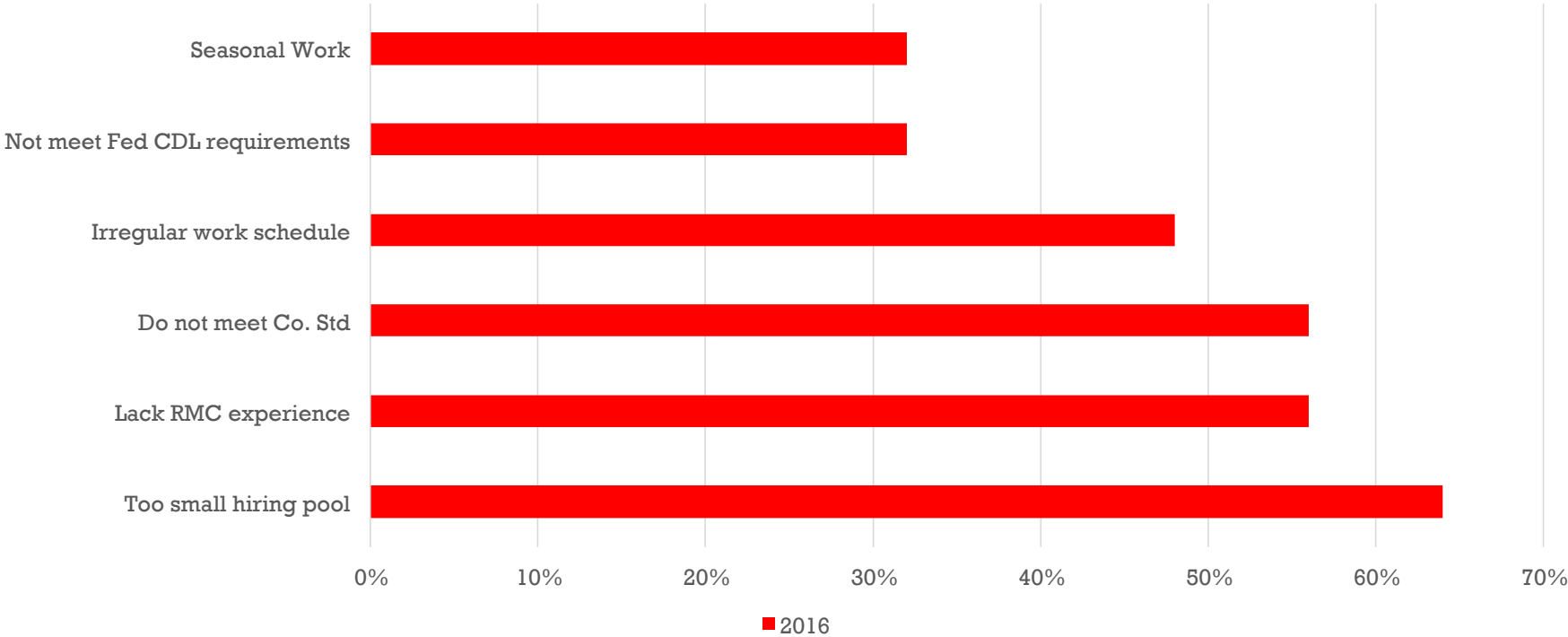
2017 MIXER DRIVER RECRUITMENT & RETENTION SURVEY

2016



NE/MID-ATLANTIC REGION RECRUITING CHALLENGES

2016



NATIONAL PUBLIC FUNDED TRUCK DRIVING SCHOOLS PROGRAMS

(NAPFTDS.ORG)

- An organization for promotion of public education for the transportation industry
- Offers member schools' perspective on upcoming legislative changes
- Educators can network with truck driving schools to provide quality and up-to-date training at a cost efficient price
- Learn about various sources of funding for programs (sponsors)
- Product and service discounts



FASTPORT?



1. FASTPORT is a veteran employment software company with the sole mission to help all members our nation's military community find great career opportunities with great employers.
2. Hiring veterans and military spouses(Career Spark)
3. All it requires is buy in from employers.
4. Fastport is mobile optimized, which is a great target for millennial's.
5. Hundreds Military events each year to target over 30,000 veterans.

Over 500,000 Confirmed Hires



According to Bill McLennan, CEO of FASTPORT, an estimated 15,000 veterans transition into civilian life each month.

“They are hard-wired for success in trucking,” McLennan said. “They already work for the largest, most complex supply chain and logistic company – our military. Veterans are mission oriented, understand the value of training, are used to working in changing environments, know how to lead and make decisions, and they do this with a focus on safety. All these capabilities are why veterans can have a very successful career in the trucking industry.”



Search

By Speciality, City, Zip or Anything

79 results returned

Filters

Rank (If Transitioning Now)

- E-1 to E-3
- E-4 to E-6
- E-7 to E-9
- W-1 to W-5
- O-1 to O-3
- O-4 to O-6
- O-7 to O-9

Annual Pay

- < 25k
- 25k - 30k
- 30k - 35k
- 35k - 40k
- 40k - 45k
- 45k - 50k
- 50k - 60k
- 60k - 70k
- 70k - 80k
- 80k - 90k
- 90k - 100k

INDUSTRY: TRUCKING CATEGORY: JOB LOCATION: DULLES, VA 20166

LIST MAP

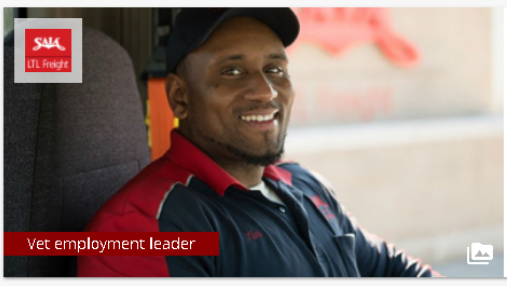


Semi-Local Truck Driver

2 Available Positions

Through our distinguished Hunt's Heroes trucking program, J.B. Hunt proudly hires military personnel and Veterans who selflessly served to ensure our nation's freedom and safety. We'll put you on the fast track to a meaningful career in the trucking industry by assisting you in your transition and p...

Stats: E-1 to E-3 > E-4 to E-6, 35k - 40k, High School Diploma, Entry Level, No Experience > 2-3 Years Experience



Local City Driver

1 Available Position

Local City Drivers operate various tractor-trailer combinations between company terminals and customer facilities or work sites within the terminal's geographic service area. They sort, handle, load, and/or unload freight at various companies and customer locations.

Stats: E-1 to E-3 > E-4 to E-6, 35k - 40k, High School Diploma, Entry Level, No Experience > 2-3 Years Experience



Line Haul Driver

1 Available Position

Line Haul Drivers operate various tractor-trailer combinations for extended periods of time, over long distances, between company terminals or yards, company facilities and customer facilities or work sites to pick up, transport, and deliver freight.

Stats: E-1 to E-3 > E-4 to E-6, 40k - 45k, High School Diploma, Entry Level, No Experience > 2-3 Years Experience

https://app.vetfasttrack.org/home/details/?postId=2198&linkid=31&listingId=6856847&searchFilters=[{"Ds":"Industry","Id":22}, {"Ds":"Category","Id":1}, {"Ds":"Location","Id":827254}]

Local Truck Driver

Support

MILLENNIAL DRIVERS

AN IMPORTANT PIECE OF THE PUZZLE

- Tomorrow's workforce will not just include millennials – will be dominated by them.
- Made up **50%** of the domestic workforce in 2016, with growth projected to **75%** by 2030.
- **12.7%** of millennials are unemployed.



MILLENNIAL DRIVERS – AN IMPORTANT PIECE OF THE PUZZLE

Understanding the Millennial:

- They are well educated
- Skilled in technology
- Very Self-confident
- Able to Multi-task
- Plenty of Energy
- Like being creative
- Seek challenges
- Very results-oriented
- Civic-oriented

What do they want in a career:

- Look for strong company performance
- Require their job & company make the world a better place
- Want opportunities for advancement
- Need real-time performance feedback
- Value bosses who will mentor them
- Want to be a part of the solution



MARKETING TO MILLENNIALS



Get creative!

- **Social media, social media, social media!**
 - 73% of millennials turn to social media to find jobs
 - Millennials gravitate to videos and digital content like blogs.
 - Video ads and digital content outperform their “print” counterpart by 118%.
 - Facebook, Instagram, Snapchat, YouTube

- **Mobile-Friendly Job Applications.**
 - 98% of millennials own smartphones and access them 45 times per day, on average.

- **Tell a story!**

- **Job Flexibility.**
 - **Work-Life Balance**

- **Keep me inspired.**
 - Culture Initiatives:
 - Millennials want careers with more meaning.
 - Want a Sense of Belonging: Driver Events, employee outings, long-term training classes, mentor programs

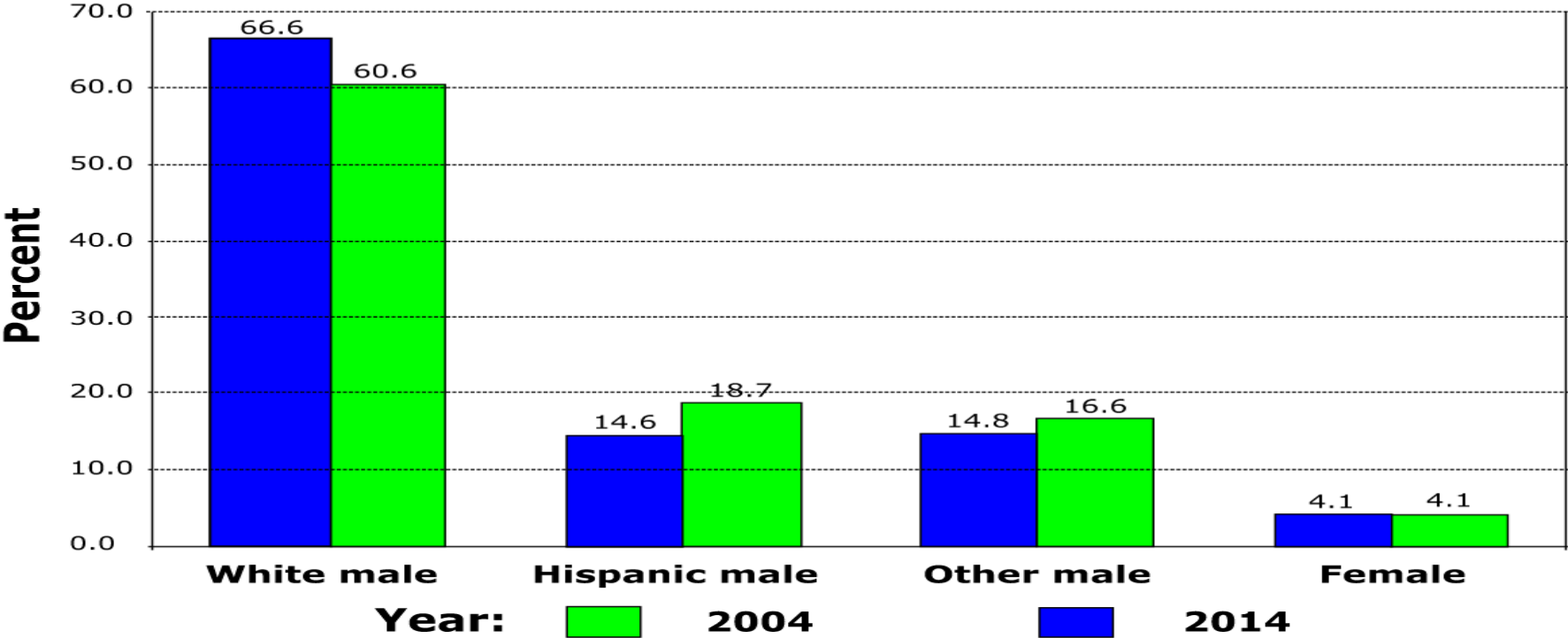


THERE IS NO REASON WHY WOMEN CAN'T DO THE JOB



Women account for 47% of the total US labor force; Only 6% make up today's truck drivers.

Shares of the US truck driver workforce By demographic group



Women in Trucking



Women make up 47% of the labor force



But only 6% of truck drivers are women.

-American Trucking Associations

"There are physical differences between men and woman that present a challenge to getting more females into the cab."

Elen Voie
President of the Women in Trucking Association

AVG Male Driver Weight

213 LBS

AVG Female Driver Weight

160 LBS

Female truck drivers weigh 25% less than male truck drivers.
- Women in Trucking Association

Average Male Height 5'10"

Average Female Height 5'4"



The industry needs 48,000 drivers.

Trucks.com



Technology is making trucks more driver-friendly for everyone, so it's not so physically demanding

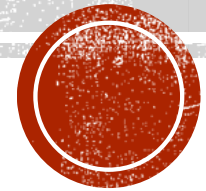
- With the help of WIT, in 2015 Ryder introduced the first heavy duty truck specification designed to better meet the needs of female drivers. This “female-friendly” vehicle package included:
 - Ergonomic details such as designed seats and adjustable armrests
 - Automatic transmissions
 - Adjustable foot pedals
 - A cab security system that offers personal protection while a driver is in his/her sleeper berth
 - Adjustable seat belt straps
 - Better placement of cab grab handles and dash cluster gauges
 - Easier access to oil and coolant checks



- Hood lift/closure assistance mechanism
- 5th Wheel configurations with lower pull pressures to open the locking mechanism
- Automated 5th wheel locking mechanisms
- Automatic landing gear operators for trailers



**RECRUITING &
HIRING WOMEN
MAKES GOOD
BUSINESS SENSE**



IT'S BEEN PROVEN WOMEN TAKE FEWER RISKS

- Male drivers, on average, have twice the number of crashes as women. They are more likely to be involved in crashes that occur on curves, in the dark, or while passing other vehicles.
- Women drivers have roughly a 25 % lower accident cost.
- Women take fewer risks so the accidents involving women are at slower speeds. There is less damage to the equipment and less loss of life.
- Women are safer drivers: Probability of females violating safety regulations is 5X less than of a male driver.



Women are Often Better with Their Equipment

- Take pride in their equipment. Keep it clean and looking new. Important for those upgrading their fleet
- Keep up with maintenance
- Less expensive repairs



Women are often better with customers and more reliable when completing paperwork.

- Good at building rapport with customers
- Increased customer satisfaction
- Increased customer retention
- Timely and accurate paperwork completion promotes efficiency



DECREASED TURNOVER RATE

- Women Do Their Research
 - They know what they are getting into before they apply for the job.
- Women drivers seem to get along better with their dispatchers/fleet managers
 - Women are more social and more focused on interaction.
- Women have a lower termination rate than their male counterpart



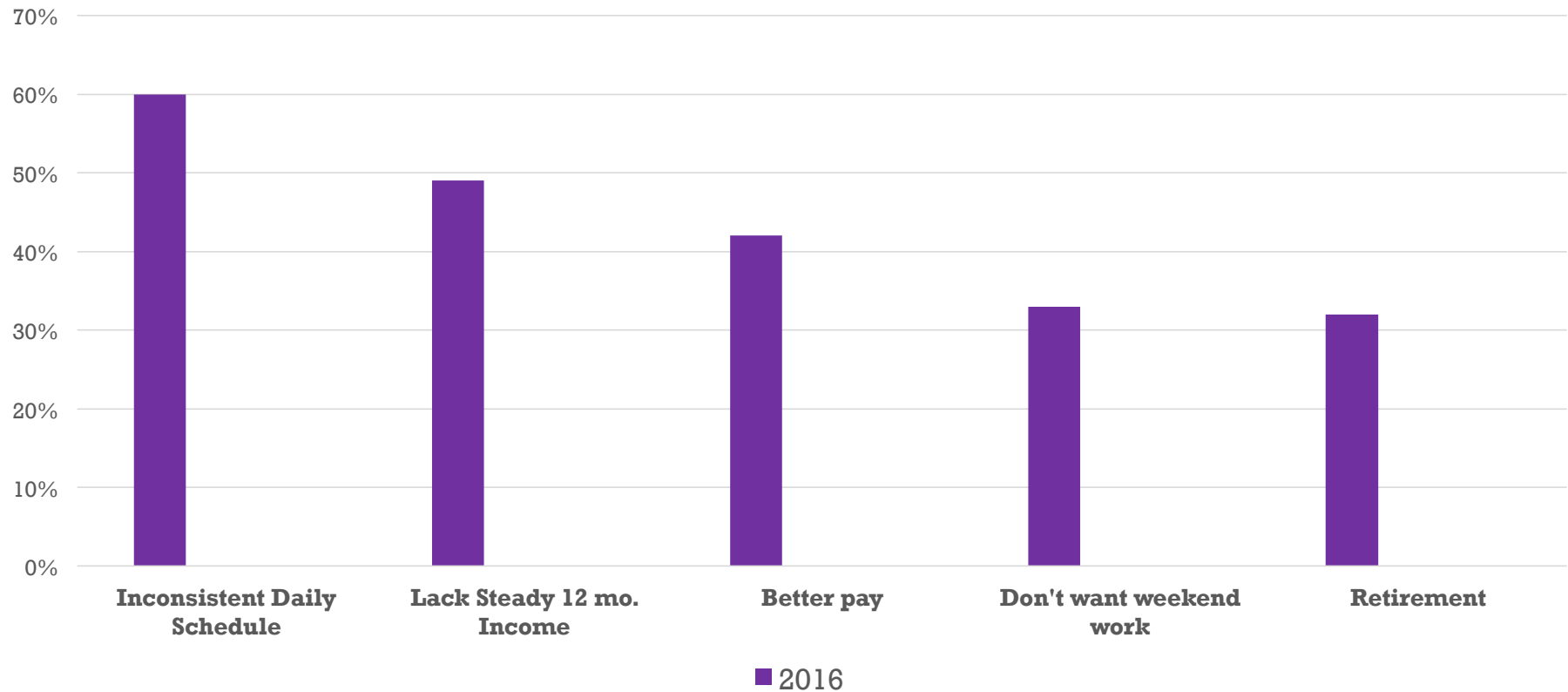
HOW TO TARGET AND RECRUIT WOMEN TRUCK DRIVERS

- How can you cast a wider net and get in front of female prospects?
- Online Display Advertising
 - Company Website
- Social Advertising
 - Facebook, Twitter, LinkedIn, and Pinterest all offer targeting tools to help you meet your recruitment goals
- Other Source of information
 - Real Women in Trucking
 - Team Driver & Women in Trucking
 - Women in Trucking
 - Lady Truck Driver



IDENTIFYING OUR RETENTION CHALLENGES

Understanding our Industry Labor Demands



■ Understanding our industry labor demands?

- Competitive salary
- Strong Benefits Package
- Providing new or well maintained equipment
 - Automatic transmissions
 - Driver cabs with ergonomic features
 - It's your Brand!

■ Show appreciation

- Driver Appreciation Week: Cookout, give-a-ways, drawings
- Website: Highlight a driver each month

■ Health & Safety

- **Wellness Programs:**
 - Yearly Wellness Checks
 - Health Information in Newsletters
- **Safety Programs:**
 - Make Safety #1 Priority
 - Continued training
 - Provide proper PPE
 - Safety Awards



MENTORSHIP PROGRAMS

Better/Longer Driver Mentor programs

Requirements for the Mentor

Professional/Good attitude

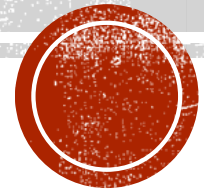
Someone who understand and can relate policies

Good, safe driving records

Good communicator – can provide good instruction

Takes pride in their truck/equipment

Don't rush the process



COULD AUTONOMOUS TRUCKING BE THE ANSWER?

