



*Motor Carrier Passenger Council Of Canada
Conseil canadien du transport de passagers*

Canada's Bus Council



**millions of
Canadians are
moved...**

...by what our industry




Motor Carrier Passenger Council of Canada (MCPCC)

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Investing in Human Resources

The Motor Carrier Passenger Council of Canada (MCPCC) is proud to be part of the Sector Council Program. In the 1980's, the sector council concept was created as a progressive approach to developing the skills of Canada's existing workforce.

This Program has received international acclaim from the United States, Australia and the United Kingdom, which has now adopted a similar system. In addition, the American Transportation Research Board has cited the Bus Council as a **“Model for U.S. Action.”**

We are dedicated to creating groundbreaking human resources programs that result in real-world systemic change. The Council provides a crucial National forum for industry, labour, all levels of government, and education to share resources and concepts, formulating an integrated pan-Canadian Human Resources Strategy. The Council brings the required financial and human resources together, transforming **Vision to Reality.**

Our work is focused on several key areas: raising awareness of and advocating for our industry across Canada, reaching government, education, and the public; recognition of the outstanding service of bus professionals; promoting industry-wide career opportunities, and the exceptional training and development that has contributed to our industry's commendable safety record.

We're constantly seeking innovative ways to promote the bus industry as a critical link in the nation's transportation infrastructure. It is a privilege to advocate for the exceptional men and women dedicated to this essential service.

JOAN CRAWFORD, Executive Director

In evaluating the Council's relevancy to the industry, we took a survey of our customer base and received an extremely high response. The overwhelming majority rated MCPCC and its programs as 'very relevant', 'responsive to industry needs' and 'strategically focused'.



National Occupational Standards are market driven competencies and aptitudes developed by experts from industry, labour and education.

program highlights

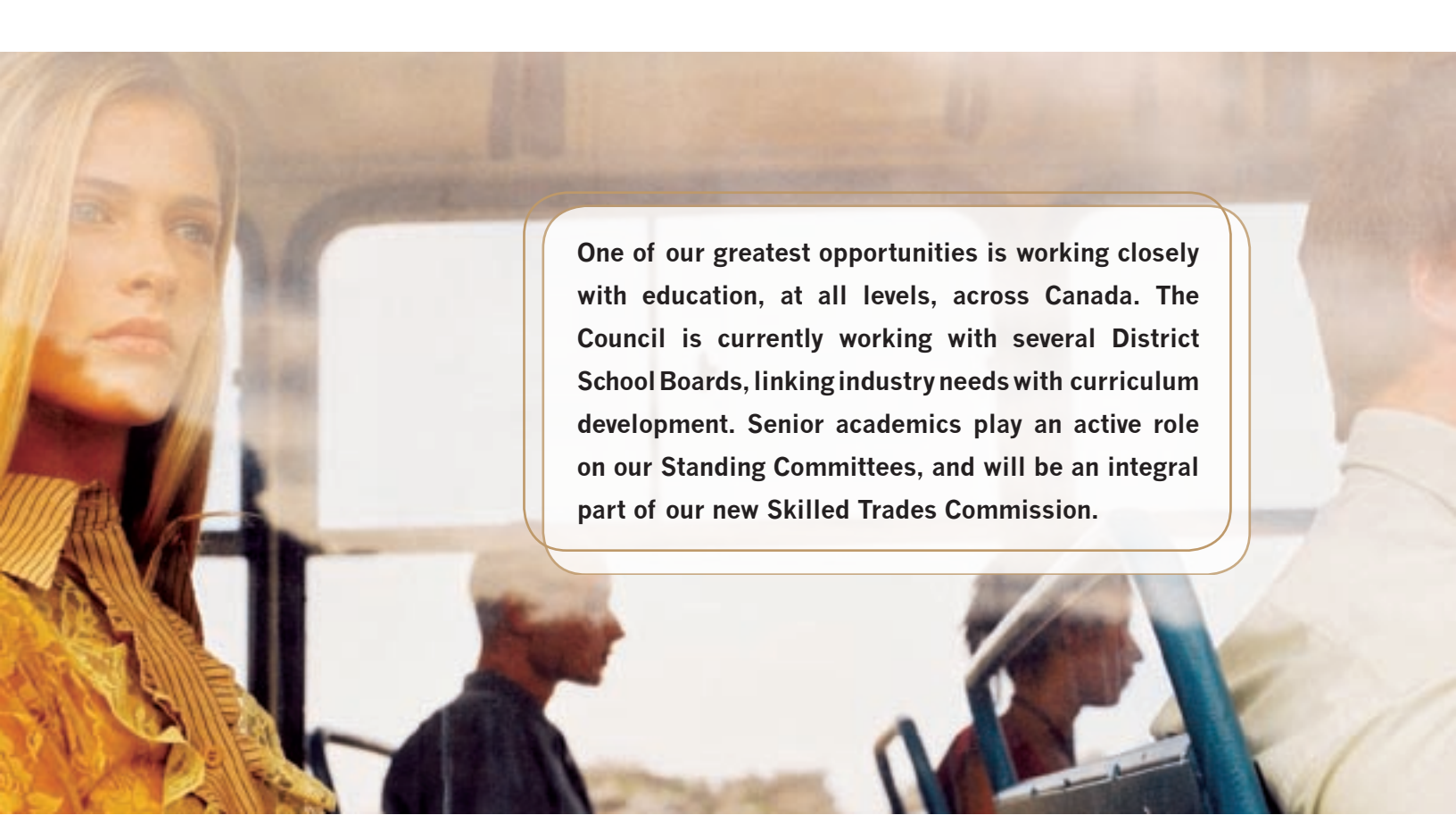
CERTIFICATION & ACCREDITATION

Certification is a voluntary, nationally recognized Professional Designation for Bus Operators (representing 70% of our workforce), who have successfully achieved a combination of training and real-life experience. The first of its kind in the world for the bus industry, Certification means the formal recognition and designation of licensed Bus Operators who have successfully demonstrated their knowledge, experience, and abilities against the National Occupational Standards.

What does Certification really mean? The bus industry has proactively created a program that recognizes professionalism. This credential is earned by the individual through review and approval of a national Board of academic and industry specialists, only available through the Council.

Accreditation is a nationally recognized validation of in-house training programs that demonstrates to the industry, the public, existing and potential employees that a bus company is dedicated to the highest standards in training, on-the-road performance, safety, customer service, and service delivery.

Regardless of the size of the company, **Accreditation** is a mark of distinction – a company that takes pride in its employees, its service, and its place as a leader in a highly visible industry.



One of our greatest opportunities is working closely with education, at all levels, across Canada. The Council is currently working with several District School Boards, linking industry needs with curriculum development. Senior academics play an active role on our Standing Committees, and will be an integral part of our new Skilled Trades Commission.

CAREER AWARENESS – PUT YOUR CAREER IN GEAR!

The Council's vibrant campaign "*Put Your Career in Gear*" is aimed at attracting new entrants to our industry. The dedicated website, www.driveabus.ca, receives approximately two million hits per year, and garners praise from the public, government and industry for its use of fun, real 'bus people' and their stories, which are being continuously updated. The related brochure is now being used by TVOntario in its creative writing course. In addition, the site provides links to company websites and their career opportunities.

SECTOR STUDY – ON THE MOVE

Released in January 2007, this comprehensive Study outlines the state of our industry, its strengths and challenges. **On the Move** provides detailed information on demographics, labour, and human resources trends influencing strategic plans, industry development and programs over the next ten years. Participants involved in the process conclude that the immediate future will see on-going attention to such priorities as meeting skills demands, dealing with an ageing workforce, occupational health and safety and combating limitations in the supply of qualified resources. **On the Move** is complete with recommendations and an action plan for each sector and the Bus Council. It is available in both a Summary and Detailed Report on our website.

The Bus Council continually advocates for a profile for the bus industry equal to its contribution to Canadian social, economic and environmental life. After all, our industry is responsible for over 90% of all public transportation journeys in Canada each year, by all modes.

SKILLED TRADES COMMISSION

Now underway, the Skilled Trades Commission is unique as it is bringing together influential members from industry, labour, government, education, and manufacturing in order to strategically address critical human resources shortages and retention with executable action plans.

This Commission is an innovative way to bring together the best thinking of these various groups in a cohesive, industry-wide solution. Some of the key issues on the table are:

- Current National Occupational Classification (NOC) of bus drivers
- Apprenticeship implementation, enrolment and completion rates
- Accessing foreign workers
- Opportunity to partner with education
- Tuition assistance and/or subsidies

THE SPECIAL NEEDS RIDER

Endorsed by Transport Canada, this disability awareness program was developed in order to train Bus Operators in effectively dealing with the elderly and passengers with special needs. It covers safety and sensitivity issues. The Council offers this program for integration into existing company training.

passages marked

1999 – 2000

- > Council established
- > Bringing five bus sectors, labour, government and education to one table
- > *National Occupational Standards* (NOS) and Essential Skills Profiles developed
- > *Special Needs Rider* developed
- > Career awareness research

2001

- > Feasibility study for Certification of Professional Bus Operators and Accreditation of Bus Operator training programs
- > Career awareness television and radio spots creative and production

2002

- > Feasibility study released with 75% highly in favour of Certification and Accreditation
- > *Behind The Wheel* planning and recruitment guide published
- > Career awareness website, “real-life” videos and print material produced

2003

- > *Put your Career in Gear* career awareness campaign launched nation-wide
- > *Certification and Accreditation* programs under development
- > *SmartDriver* fuel efficiency driver training program under development

2004

- > *Certification & Accreditation* programs are finalized
- > *Sector Study* underway
- > *SmartDriver* program for Transit launched
- > *Put Your Career in Gear* evaluation



BEHIND THE WHEEL

Positioning bus companies for sustainable success, **Behind the Wheel** provides the information to form a long-term perspective on running their businesses and responding to emerging industry, consumer and competitive forces. Focusing on human resources planning, this guide details recruitment sources, selection techniques and effective orientation. The CD-ROM and softcover book offer industry-specific tools and tips for identifying and retaining good candidates. This guide has been shared with Human Resources professionals in other sectors, as a valuable resource of best practices.

SMARTDRIVER

Recognizing the benefits of energy management, Canada's bus industry has taken a leading role through the Bus Council and Natural Resources Canada to introduce the **SmartDriver Training Program**. With a combination of coaching and on-the-road training, this innovative and unique program demonstrates how a driver can significantly reduce fuel consumption, thereby positively impacting bottom-line operating costs and our environment.

Every day, thousands of bus professionals are responsible for transporting millions of Canadian workers, students of all ages, seniors, vacationers and those with special needs. Canada's bus industry employs 95,000 dedicated, well-trained, service-driven men and women, from coast to coast.

2005

- > *Certification & Accreditation* launch events across Canada
- > *Sector Study* in full swing with industry consultations, stakeholder interviews, benchmarking site visits and surveys
- > *SmartDriver* program for Motor Coach launched

2006

- > *Sector Study 'On the Move'* published December 2006
- > *Certification & Accreditation* designations ongoing
- > *SmartDriver* program for School Bus launched
- > *Council Marketing and Promotion* National Campaign

2007 and onwards...

- > *Sector Study 'On the Move'* released January 2007
- > *Skilled Trades Commission*
- > Five year business plan in development
- > New "real-life" web videos production
- > *Sector Study Action Plan* implementation





The Council would like to thank formally the many individuals, organizations, unions and management, who have contributed their time and expertise to our program development and promotion, since our inception in 1999.

moving forward...

On the Move highlighted several key findings and a solid action plan for all stakeholders. Among them, balancing family and work; positively managing customer expectations; lifelong learning; stress; and workplace violence, particularly that aimed at Bus Operators.

It is crucial that our sector, and its professionals, gain the respect of the public, and governments at all levels, in order to improve the perception of our industry. According to Executive Director, Joan Crawford, "If we seek to make that crucial connection between our people and those in our riding public, I think we will make huge inroads into attracting new passengers, and expanding usage by our existing customers. I believe that we can also leverage this new image, and new strength into making the bus industry a career of choice for those entering the workforce. By creating an environment that recognizes and rewards our employees, we can attract and retain good employment candidates."

"Canada's bus industry has an opportunity over the next few years, through certification, accreditation, new training and development programs, communications and partnership initiatives, to make that vital connection and strengthen our industry from within."



Communicating our Message

The Council is a well-respected source of expertise and information on the bus industry and Human Resources practices. Our Canada-wide Speakers' Bureau offers a wide variety of real world experience enabling us to present the industry's outlook in numerous venues. Our perspective on key issues related to sustainability and growth are regularly featured in trade publications, across North America, reaching a broad audience.

Key messaging includes raising the awareness of the skills, dedication and expertise of bus professionals, positioning the bus industry as a satisfying career choice and promoting the multi-level benefits of the comprehensive programs we have developed.

The Council links the bus industry with several key government initiatives including Transport Canada's Skills National Action Plan, Energy Management with Natural Resources Canada, and the national Essential Skills and Foreign Credential Recognition programs.

ON THE MOVE – ACTION PLAN PRIORITIES

The Council is working towards developing the following products over the next two years.

Return On Investment (ROI) Modelling – validating the value of human resources investment including continuous learning, training, apprenticeships, recognition and benefit programs

Workforce Planning – developing a comprehensive model workforce plan incorporating guidelines, strategies, and formulae that can be readily adapted throughout the sector

National Resource Centre – providing industry stakeholders access to labour market information, studies, best practices, and relevant human resources trends and policies

...thank you

Through its ongoing program development, and strong industry, labour, government and education partnerships, the Council is able to access significant dollars in eligible funding and resources to respond to industry needs.

The Council's solid foundation is made possible through the active involvement of the following Labour organizations, Associations and their members:

- > Alberta Student Transportation Advisory Council (ASTAC)
- > Amalgamated Transit Union (ATU)
- > Association des propriétaires d'autobus du Québec (APAQ)
- > Association du transport écolier du Québec (ATEQ)
- > Association du transport urbain du Québec (ATUQ)
- > Association of School Transportation Supervisors of British Columbia (ASTSBC)
- > Camo-route inc.
- > Canadian Bus Association (CBA)
- > Canadian Urban Transit Association (CUTA)
- > Confédération des syndicats nationaux (CSN)
- > Motor Coach Canada (MCC)
- > Ontario Community Transportation Association (OCTA)
- > Ontario Motor Coach Association (OMCA)
- > Ontario School Bus Association (OSBA)