

BEHIND THE WHEEL



STAY HEALTHY, STAY SAFE

Navigating Coronavirus (COVID-19)

The health and safety of our employees and customers is our top priority. With the threat of COVID-19, commonly referred to as Coronavirus unfolding, take the following precautions while operating, maintaining or riding public transit:

- Remain calm and avoid misinformation and conjecture in the workplace regarding COVID-19. When researching and/or communicating COVID-19, please refer to the following sources:

- [The Center for Disease Control \(CDC\)](#)
- [The World Health Organization \(WHO\)](#)

- RATP Dev suggests the following recommendations, shared by most City Health Departments:

- Wash your hands often with soap and water for at least 20 seconds.
- If soap and water are not available, use an alcohol-based hand sanitizer.
- Avoid touching your eyes, nose, and mouth.
- Avoid close contact with people who are sick.
- Cover your cough and sneeze with a tissue, then throw the tissue in the trash.

- Clean and disinfect frequently touched objects and surfaces.

- Liaise with your Public Health Department and local Office of Emergency Management updates related to COVID-19.



2020

WELCOME 2020

Leading the Way

We could not be more excited to welcome our clients, customers, and partners to a new and exciting 2020! As we evolve our strategic vision for the future, we remain committed to the highest standards of excellence and look forward to a year of growth. Leveraging our global expertise, we continue to research, plan, and implement new mobility solutions to optimize performance while remaining true to our core business of moving people. We apply a customer-centric focus to drive our client's mission forward, ensuring our services align with the needs of the communities in which we serve.



CONTINUOUS IMPROVEMENT



SAFETY FIRST
SAFETY ALWAYS



TRANSFORMING
TRANSIT



CAUGHT IN THE
HEADLIGHTS



COMMUNITY
CONNECTION



RATP Dev USA



@RATPDevUSA



CONTINUOUS IMPROVEMENT GOING FOR EXCELLENCE



Going for Excellence with Activate Healthcare

Chris Perkins, Taft-Harley National Sales Leader for Activate Healthcare

An Onsite Health Clinic is an investment in the front-line staff. Often times in a transit environment, front-line employees, especially bus operators, find it challenging to attend and/or schedule health appointments due to their non-traditional schedules. Activate Healthcare provides a unique on-site and near-site primary care experience that delivers exceptional service, participation, outcomes and savings. Serving populations since 2009, Activate’s primary care model puts the patient at the center of the encounter.

Activate Healthcare solves several issues in today’s healthcare system, including access to robust primary care while eliminating the financial hurdle that precludes so many patients from accessing care. An Onsite Health Clinic is staffed with doctor(s) and other medical personnel, scheduled to be on the property and available to the workforce when needed. The Activate encounter begins with the patient not spending time in a waiting room. Because Activate is not filing with insurance and the physician is salaried, there is no stacked waiting room. If the patient’s appointment is at 10:00, then they are seen at 10:00. The experience includes lab work and 50-70 pre-packaged prescription drugs. The member pays no copay for the encounter or prescriptions available at the clinic, and the lab work does not go toward the member’s deductible. The experience is designed to eliminate all barriers and assist the member in being compliant with their own care.

The Activate model is patient-centered and committed to serving the populations of our client partners. Our founder, Deb Geihslar, has been serving union populations for years beginning with the Chicago Police Association (union aspect of it), who were looking for an avenue to improve the quality of life of their membership.

What makes Activate unique is our commitment to serving our populations and being a good partner to our clients. We drive utilization through a turnkey marketing and communications approach to create interest and awareness, so the membership is ready when the doors open.



Meet Chris Perkins

“My main goal is helping our members access the highest quality healthcare and to remove all barriers precluding care. By assisting the individual in taking ownership in their own health, we in turn create avenues for our client partners to drive down healthcare costs the most meaningful way possible, and that is through the improved risk profile of their managed population.”



CONTINUOUS IMPROVEMENT GOING FOR EXCELLENCE



RATP Dev successfully implemented an onsite medical clinic at [Trinity Metro](#), our Fort Worth, TX operation. The clinic at Trinity Metro provides everything from flu shots to urgent care and is located inside the maintenance and operations facility in an underutilized space – the agency’s old print shop.



“An essential component of a healthy lifestyle is having access to convenient, high-quality medical care. Our employees provide daily service for everyone in the community, and we want to help provide this service for them.”

Bob Boulsir, President and CEO for Trinity Metro



An Onsite Health Clinic is a true value-added benefit to any organization and their employees. With this type of direct access to a variety of healthcare services our employees are happier, more productive, and enjoy an improved quality of life.





SAFETY FIRST SAFETY ALWAYS



Safety Measures to Reduce Accidents & Injury

Richard Czeck, VP Safety & Security

The new year brings opportunity for a renewed commitment and focus on the safety and security of our customers and team members. Unfortunately, accidents and workplace injuries do occur; however, how you proactively identify and control these safety risks positively impacts your workplace. To increase the overall safety culture within the transit industry, it is important to inspect what we expect and make ongoing adjustments accordingly.

“Think Safety, Work Safety” - Listed below are common Workplace Injuries and Accidents that occur in the transportation industry, and the simple solutions to drive down the rate at which they occur.

Accidents include:

1. Collisions at Intersections
2. Rear-ending Another Vehicle
3. Stationary Object Collisions

Safety Tips and Strategies

Solutions to reduce these accident types include additional behind-the-wheel training, to practice squaring turns at intersections to avoid collisions with parked cars. Another useful strategy is covering the brake while moving through intersections. Enhanced training regarding maintaining clear distances in various weather conditions will help avoid rear-endings. Lastly, a creation of visuals including posters or pocket cards with potential hazards at often-visited businesses or locations will help avoid repeated collisions with stationary objects.

Workplace Injuries include:

1. Slips/Falls - Employees falling into and out of the bus during pre-trip
2. Materials Handling - Splash back causing eye/ear injuries or lifting objects alone instead of with two people
3. Struck By or Against - Injuries sustained during wheelchair securement

Safety Tips and Strategies:

Solutions to decrease these workplace injuries include ensuring the vehicle is well-lit and looking for three-points-of-contact while boarding during pre-trip inspections. It is also important to enforce all company policies regarding donning safety glasses when handling various materials. Finally, emphasizing training that encourages accurate communication to wheelchair patrons of Operator processes and procedures for securement will help avoid potential impulsive reactions from riders that could cause injury.

While each transit system has unique guidelines related to safety, there are best practices that can be implemented and utilized as the standard across this industry. When we lower the risk of accidents and workplace injuries, we increase the productivity and employee morale.



TRANSFORMING TRANSIT



The Future of Recruiting is Now! Emerging Trends for the New Decade

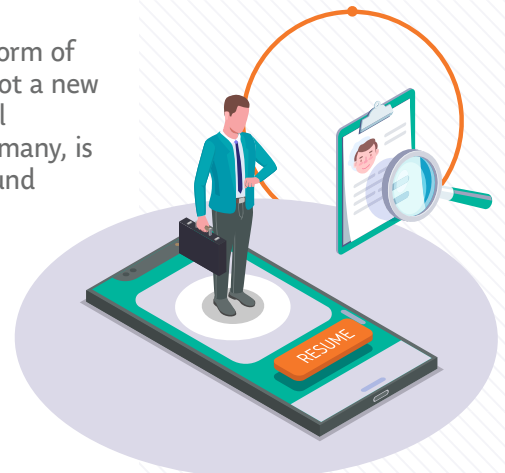
Meridith Green, Director of Human Resources

As we start 2020 with a robust economy and a historically low unemployment rate, employers across all industries are feeling the effects of an extremely tight labor market, and the public transit industry is no exception. Due to the high rate of transit professionals aging out of the workforce, our industry has felt the compounded pressure of recruiting and retention demands. As such, RATP Dev's HR Team is investigating new recruiting trends and emerging technology to help us stay ahead of the curve. According to the [Society for Human Resources Management \(SHRM\)](#), the use of technology to automate recruitment is on the rise. Three fast growing areas include (1) Predictive Analytics, (2) Artificial Intelligence (AI) and Chatbots, and (3) texting.

Predictive analytics provides data to better inform hiring and promotional decisions by helping employers predict which candidates are most likely to be successful in the organization or in a particular role. [RATP Dev USA](#) recently established a relationship with a predictive analytics firm, Integrity First, who administers integrity testing designed to identify applicants prone to counterproductive behavior such as theft, drug abuse, abusive or harassing behavior, and fraudulent claims. This program is in the pilot stage, with plans to rollout more broadly later in the year.

The use of AI to automate recruiting is on the rise. In the transit industry we hear a lot about the emerging trend of autonomous vehicles, but are you ready for the "autonomous interview"? That's right, there is now AI-powered technologies to screen and interview candidates. Chatbots are a hot trend to make recruiting more efficient – when connected to a recruiter's calendar, they allow candidates to schedule an interview autonomously, freeing up recruiters from what can be a time-consuming task. In [Santa Maria, CA](#), RATP Dev's General Manager, Ken Smithson, is now using The Hiring Engine, a recruiting platform that uses a chatbot to pre-screen applicants. The system automatically begins conversations with applicants to learn more about them based on analysis of the application, and filters through resumes to remove those who don't meet the minimum requirements. Smithson, who recently used the platform to recruit a maintenance technician and utility worker, says "I was pleased with the interface, screening capabilities, and more personal connection to candidates via the messaging features."

According to Gallup, sending and receiving text messages is the most common form of communication for most Americans under age 50. Although text messaging is not a new technology, using it for recruiting is new. Texting is no longer restricted to casual conversations, its now an acceptable form of business communications, and for many, is the preferred method. We have recently started texting candidates and have found the average text response time is considerably faster than responses to email or voicemail, speeding up the recruitment process greatly. Candidates often state they are happy to have received text communication because they rarely check their voicemail and email. If there is one thing you should start doing in 2020 to enhance your recruiting efforts, it's texting candidates.





CAUGHT IN THE HEADLIGHTS

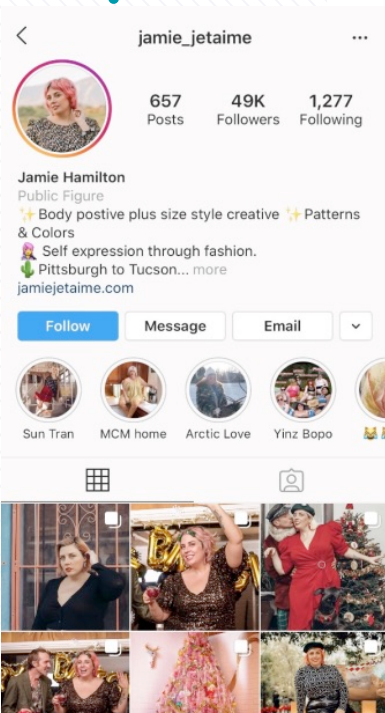


Influencer Marketing with RATP Dev Tucson Molly Lepine, Marketing Director

Nationwide, increasing ridership continues to be a vital focus of the transit industry. Increased ridership is often associated with innovative, strategic marketing efforts to promote public transit service to new passengers. [Sun Tran](#), RATP Dev Tucson’s multimodal transit system (fixed-route, paratransit, and streetcar services) implemented new and innovative solutions to increase ridership in the Tucson area. Thinking outside of the normal marketing parameters, they developed a plan to effectively deploy an innovative Influencer Marketing campaign strategy.

Influencer Marketing involves partnering with celebrity influencers, macro- and micro-influencers, and other influential individuals to promote products/services through social media, to enhance brand awareness and drive engagement. It is one of the newest, fastest growing, and effective marketing trends due to peer-based recommended purchasing behavior and the increased popularity of social media marketing and viral influence, specifically on Instagram.

To create this innovative marketing campaign, Sun Tran’s marketing team researched and hand-selected local Tucson influencers, [@jamie_jetaime](#) and [@chefrichardknott](#). Sun Tran partnered closely with both influencers to develop creative ideas and an authentic narrative to share with their curated audiences. Both [@jamie_jetaime](#) and [@chefrichardknott](#) encouraged their audiences to ride and experience the multimodal transit system. The use of two different influencers with differing audiences allowed Sun Tran’s team to use this marketing strategy in varying capacities. Each influencer took a different approach based on their target audience, but their message was relevant and effective to resonate with potential riders in the Tucson community.



[@jamie_jetaime](#) created a story on Instagram called #JamiesJourney tagging [@suntran_tucson](#) and promoted the Frequent Transit Network (FTN) – 11 Sun Tran routes that offer service every 15 minutes or less on weekdays. [@chefrichardknott](#) shared his personal story of becoming a chef, and how Sun Tran’s public bus services enabled him to reach his goals.

Sun Tran’s Influencers are great examples of exploring Influencer Marketing in the public transportation industry; this strategy sets a new standard for identifying and proactively implementing creative marketing strategies within the transit industry.

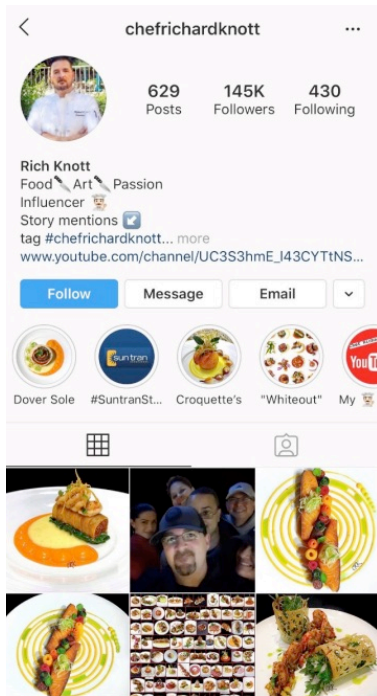


CAUGHT IN THE HEADLIGHTS



As an early adopter of Influencer Marketing, these unique campaigns take an innovative approach to increasing ridership while promoting positive brand association. Throughout the campaign Sun Tran saw an increase in followers, passenger engagement, positive brand awareness, and interest in the overall public transit system.

The overall marketing campaign developed is duplicable, providing a starting point for other transit agencies looking to leverage and achieve similar or greater results. Sun Tran is proud to be a trailblazer in transit-oriented Influencer Marketing campaigns and is grateful for the opportunity to partner with influencers and their community at large.





COMMUNITY CONNECTION



Boys and Girls Club: Youth of the Year Gala

Sandy Freeman, SVP Business Development

The Boys and Girls Club of America was established in 1860 in Hartford, Connecticut; today this organization serves over four million youth at more than 4,000 locations nationwide. They provide quality programs to empower kids and teens, with caring mentors to motivate and encourage their success. The Boys and Girls Clubs are collectively doing “whatever it takes to build great futures.”

The Boys and Girls Club of Greater Tarrant County serves the Fort Worth and Arlington communities. Locally, their focus is on academic success, healthy lifestyles and positive citizenship. As the transit provider operating both the Trinity Metro service and the Arlington trolley our organization jumped at the opportunity to support these communities through our We Move People program. We Move People, our charitable arm, is designed to support and partner with our local agencies across the United States to positively impact the communities we serve by connecting our employees to charitable nonprofit organizations. Through Corporate Sponsorship, Community Beautification, or Charitable Giving our goal is to contribute to the best quality of life for the people in our communities.



It was an honor to have been a Silver Sponsor of the Youth of the Year Gala for the Boys and Girls Club of Tarrant County on February 6, 2020. Through We Move People, this corporate sponsorship supported the 28,000 kids and teens in these communities in reaching their full potential. This year, Torion Lewis was named the Youth of the Year for Tarrant County. In

her speech she shared “The club has given me the utmost inspiration to not only shoot for the moon, but to exceed each and every expectation set by myself and others.” The evening was full of celebration, networking and special moments for these young people.



“RATP Dev is proud to be associated with such an honorable cause; lives are truly being changed through the efforts of the Boys and Girls Club. We look forward to future opportunities to give back in ways that move people and enrich lives.”

Sandy Freeman, SVP Business Development



“Here at RATP Dev we are leveraging public transit to connect communities; improving the quality of life in the areas we serve.”

Jon Stevens
CFO | Acting CEO



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