Chicago Transit Authority
Diversity Hiring Update
May 2009
CTA CURRENT TOTAL WORKFORCE

As of 04/21/09

82% Minority
31 % Female

Black or African American 65.8%

Hispanic or Latino 14.0%

White 18.1%

Asian 2.0%

American Indian or Alaskan Native 0.2%
Local & Community Based Recruitment

- Local community outreach with state/local govt., faith-based groups and elected officials.
- Develop and maintain community relationships through GCR such as Bud Billiken Parade.

Online/Media Recruitment

- Utilization of websites, radio & print media, car cards, and minority recruitment promotions such as Latpro & Chicago Urban League.

Organization/Institution

- Participation in minority organization sponsored job fairs, associations & networking events.
- Partnerships with Universities/Colleges and organization that specialize in training qualified applicants, such as COYNE.
2008 DIVERSITY HIRING STRATEGIES

- Online/Media: 30%
- Organization/Institution: 20%
- Hire Did Not Self-Disclose: 19%
- CTA Employee Referral: 11%
- CTA Website: 12%
- Local & Community: 8%
2008 STRATEGIES FOR AFRICAN AMERICAN RECRUITMENT

Local & Community Based Recruitment Initiatives. These initiatives are in conjunction with Government and Community Relations (GCR).

- Job Fairs (Austin Town Hall, South Shore Cultural Center)
- Community Events (Elected Officials, faith-based groups)
- Community Blitz List (i.e., Chamber of Commerce, Neighborhood Groups)

Online/Media Recruitment Initiatives

- Chicago Defender
- Press Releases
- Car Cards
- 1390 AM Radio – WGRB
- 107.5 FM Radio – WGCI

Organization/Institution Initiatives

- Chicago Urban League
- Coyne
- IDES
- CEDA

This successful strategy will be continued in 2009
2008 STRATEGIES FOR LATINO RECRUITMENT

Local & Community Based Recruitment Initiatives.
These initiatives are in conjunction with Government and Community Relations (GCR).
- Job Fairs (Humboldt Park, Mozart Park Field House)
- Community Events (Hoy)

Online/Media Recruitment Initiatives
- LaRaza
- Telemundo (TV)
- HOY
  - 105.1 FM Radio – WOJO
  - 103.5 FM Radio – WKSC
  - Lawndale News

Organization/Institution Initiatives
- HACE
- Coyne
- National Latino Education Institute (SCJ)
2008 PTBO FAIRS

Austin Town Hall
- 4/1/08 = 1,258
- 8/14/08 = 428

South Shore Cultural Center
- 4/21/08 = 1,670
- 8/18/08 = 764

Humboldt Park
- 4/26/08 = 1281

Mozart Park
- 7/18/08 = 117

Chicago Urban League
- 12/05/08 = 1051

Total hires in 2008 = 648
2008 BREAKDOWN FOR HIRES

Operations Support

- Administrative Support: 17
- Officials/Administrators: 41
- Paraprofessional: 76
- Professional Hires: 71
- Total Hires = 1618

Operations

- Service/Maintenance: 1375
  - Bus Operator: 648
  - CRO: 153
  - Flagman: 123
  
- Skilled Craft: 27
- Technicians: 11

Total Hires = 1,618
2008 UNION HIRES BY RACE/GENDER

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<tr>
<th>Race/Gender</th>
<th>Female</th>
<th>Male</th>
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<tbody>
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<td>American Indian or Alaskan Native</td>
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<tr>
<td>Asian</td>
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<tr>
<td>Black or African American</td>
<td>240</td>
<td>377</td>
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<tr>
<td>Hispanic or Latino</td>
<td>10</td>
<td>83</td>
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<tr>
<td>White</td>
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<td>3</td>
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</table>

- **American Indian or Alaskan Native**: Female 0, Male 0
- **Asian**: Female 0, Male 11
- **Black or African American**: Female 240, Male 377
- **Hispanic or Latino**: Female 10, Male 83
- **White**: Female 5, Male 3

**2008 Hires by Race/Gender**

- **Black or African American**: Female 372, Male 621
- **Hispanic or Latino (All Other Races)**: Female 21, Male 141
- **White**: Female 12, Male 69
OVERVIEW OF HIRING
2005-2008

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<th>Race</th>
<th>2005</th>
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<tr>
<td>Hispanic or Latino</td>
<td>125</td>
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<tr>
<td>White</td>
<td>119</td>
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<th></th>
<th>2008</th>
<th>2007</th>
<th>2006</th>
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<tbody>
<tr>
<td>American Indian or Alaskan Native</td>
<td>0%</td>
<td>-100%</td>
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</tr>
<tr>
<td>Asian</td>
<td>11%</td>
<td>-27%</td>
<td>-3%</td>
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<tr>
<td>Black or African American</td>
<td>40%</td>
<td>15%</td>
<td>84%</td>
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<tr>
<td>Hispanic or Latino</td>
<td>62%</td>
<td>-35%</td>
<td>53%</td>
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<tr>
<td>White</td>
<td>7%</td>
<td>-7%</td>
<td>57%</td>
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2009 STATUS & STRATEGIES

Challenges for Diversity Hiring Efforts
- Reductions in Force
- Hiring Freeze
- Resources

Internal Partnerships
- Government and Community Relations
- Communications
- Informational Sessions (summer 2009)

Additional Hiring Strategies
- Hispanic or Latino
- Asian
- Veterans
- African American (2008 continuation)
2009 STRATEGIES FOR LATINO RECRUITMENT

Local & Community Based Recruitment Initiatives. These initiatives are in conjunction with Government and Community Relations (GCR).

- Email Distribution (weekly)

Online/ Media Recruitment Initiatives

- NSHMBA (National Society of Hispanic MBA’s)
- HACIA
- Latpro

Organization/Institution Initiatives

- Chicago Latino Network (CLN)
2009 STRATEGIES FOR ASIAN RECRUITMENT

Local & Community Based Recruitment Initiatives.
These initiatives are in conjunction with Government and Community Relations (GCR).

- Job Fairs
- Community Events

Online/Media Recruitment Initiatives

- www.asianlife.com
- www.kacschgo.org
- www.aaichicago.org

Organization/Institution Initiatives

- KACS Association Board
- Asian American Institute
- Asian Human Services

2008

- Korea Daily
- Epoch Times
2009 STRATEGIES FOR VETERAN RECRUITMENT

Online/Print Media Recruitment Initiatives
- www.illinoisskillsmatch.com

Organization/Institution Initiatives
- US Veteran Employment Services