

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 05/29/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: *RJ*

SUBJECT: Faces Campaign Update

Background:

Staff is working to better engage with our community by telling the County Connection story, turning a spotlight on the people behind the scenes. County Connection Faces marketing campaign aims to define the narrative by highlighting its legacy through dedicated staff who have contributed to the agency's success, and position County Connection as an employer of choice. County Connection Faces campaign is a promotion in partnership with Marketing & Communications and Convey Inc.

Additional Information:

County Connection Faces campaign is an invitation to join a community-driven transit family, showing the agency is more than just a transit provider, but a viable career path in public service. Staff has drafted interviews of highlighted staff profiles, representing operators, mechanics, maintenance staff, administration, and leadership, which will serve as a jumping off point for print (bus advertisements) and digital (social media) ads that will run throughout the calendar year. The profiles dive deeper on "County Connection's problem solver", "Making reliability a reality", and "When your job sparks joy" themes, to name a few. Each profile is personal and takes a close look at star career staff, bringing their story around to a single call-to-action: *Apply for a career at County Connection*.

Staff plans to expand the Faces campaign by adding recruitment events in the coming months, allowing those interested in open positions an opportunity to speak with Human Resources representatives as well as staff.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Faces of County Connection blogs

CCCTA/County Connection Faces of CCCTA Matt Muhlestein Blog

Caption/Teaser: Dive into the story of Matt Muhlestein, the ultimate fixer and jack of all trades on County Connection's maintenance team.

COUNTY CONNECTION'S PROBLEM SOLVER: MEET MATT MUHLESTEIN



Behind County Connection's seamless operation lies a team of skilled workers. Facility Specialist Matt Muhlestein is a vital part of that team, ensuring that everything at the agency is running at peak performance. Whether it's handling electrical issues at the maintenance shop, replacing an aging lighting system, or rebuilding pumps and compressors—Matt is there to fix it.

He joined his brother at County Connection in 2012 for what he thought would be a short-term gig, but he quickly became an indispensable part of the team. "Once they offered me the full-time job, I'd started having kids at that point, so the medical, the benefits, the stability... I jumped on it and haven't looked back. It's been great."

Matt started his career in construction, providing him with a wide-ranging set of skills and preparing him for the variety of challenges his work presents each day. "Anything that can break, we fix. Anything that's worn out, we replace, so it's fun because you never know what you're gonna get each day and it's not the same thing over and over again."

One of Matt's proudest moments on the job was installing an inductive charging station for County Connection's new electric buses. "It was something I've never worked on before. It was a big project to take on, but we trained on the new technology, and it was fun to watch the progress and say, 'Yeah, we figured that out, we did it ourselves.'"

Matt's brother, Steve Muhlestein, is the facilities superintendent. "We work pretty smoothly together because, well, we've known each other for years," Matt jokes. "We might bug each other sometimes but we're straightforward and open. He doesn't have to hold anything back, and I usually know what he needs before he says it, so it works out." The brothers have a shorthand that makes communication seamless and boosts productivity.

Do you have a knack for fixing things and enjoy tackling new challenges daily? County Connection offers a rewarding career path for those who share Matt's problem-solving spirit. Explore our [open positions](#) and join our team of dedicated professionals!

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Faces of CCCTA

Steve Muhlestein Blog

Caption/Teaser: Navigating diverse challenges, building talent, and embracing innovation—learn how Facilities Superintendent Steve Muhlestein transferred his skills to keep the wheels turning and the buildings buzzing at County Connection.

BUILDING A DYNAMIC CAREER, BEHIND THE SCENES: STEVE MUHLESTEIN'S JOURNEY



Meet Steve Muhlestein, a proactive problem-solver with an entrepreneurial spirit working behind the scenes at County Connection. As Facilities Superintendent, Steve draws on his general contractor expertise and leadership skills to keep the buses rolling and the buildings humming.

When Steve first spotted the job opening at County Connection, he wasn't sure if he'd fit the bill—he didn't have any transportation experience. But after digging deeper, he realized that transit know-how wasn't a must for the facilities team. The department handles everything from plumbing and

electrical repairs to cutting-edge tech installations, making sure everything at the agency runs like clockwork. The job was a great fit, and Steve found out that there's more to County Connection than driving buses, "There's a whole other side of transit that people might not even think about."

Over his 14-year career at County Connection, Steve has built an in-house crew capable of handling a wide range of projects. "We have four full-time specialists, plus my custodial staff. It's great that we can do so much in-house." Steve's ability to identify and grow talent has increased efficiency and transformed the facilities crew into a powerhouse.

In his time at County Connection, Steve has earned the trust of management, and in turn, they have provided him with the autonomy to make decisions that are in the best interest of the agency. "Being given the agency to make these decisions, I get the same feeling I had when I ran my business, but now I have the added stability and benefits—it's amazing."

Steve's brother Matt also works in the facilities department, and like Matt, Steve thrives on the variety and the ability to learn and adapt to new technologies in transit very rewarding. Through online classes and hands-on experience, Steve is ensuring that he and his team stay at the forefront of industry developments, equipping them with valuable skills for the future.

County Connection offers a wide range of career opportunities. "It's not just the bus operators. We've got dispatchers, people who work in marketing, we have mechanics, service workers who fuel and clean the buses, we have us here in facilities. There are so many options, so it's good to have an open mind when you look at transit."

Interested in a career where you can build, fix, or solve a variety of other challenges? Explore our diverse [job opportunities](#) today.

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Faces of CCCTA

Sayed Miry Blog

Caption/Teaser: Hop on board for a ride with Sayed Miry, a devoted driver whose unwavering dedication to his community and commitment to safety have paved the way for a rewarding and fulfilling career.

MAKING RELIABILITY A REALITY: ON THE ROAD WITH SAYED MIRY



County Connection's riders depend on the reliability of our service—and our protection drivers make that reliability possible. Ready to step in at a moment's notice, protection drivers fill in for other operators as needed, ensuring our riders reach their destinations regardless of what life may throw our way.

Most of Sayed Miry's 36-year career has been spent as a protection driver. He started his journey in 1988 as a part-time driver. His dedication led to a full-time role, a rewarding career, and a special connection to the community. Today, he can confidently take over any route, ensuring safe and uninterrupted service for his passengers. "I

know all the routes, all the stops, actually, the whole area, I know it by heart. I love it."

Sayed says that to this day, the highlight of his job is helping passengers. From assisting the unhoused or those with disabilities to helping lost riders find their way, Sayed embraces the opportunity to support his passengers. These acts of kindness have left a long-lasting and positive impact on both the community and Sayed.

Despite spending most of his time behind the wheel, Sayed feels a strong sense of community at County Connection. From friendly coworkers to supportive management, he appreciates the camaraderie at the agency, while still enjoying "being his own boss" on the road.

Over the course of Sayed's career, the accomplishment he's most proud of is his commitment to safety. His record has earned him annual awards, recognition, and even County Connection's Operator of the Year, which Sayed considers a special honor. He believes County Connection, with its benefits and positive atmosphere, is the best place to build a career as a bus operator. "If you want to be a driver, this is the place to be. It's a great organization."

Now, Sayed and several other veteran drivers are getting ready to enjoy retirement, making this the perfect time to consider a job at County Connection. If you're ready to join a team of dedicated professionals like Sayed and make a difference in your community, explore [current openings](#) at County Connection and embark on a rewarding career path!

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Faces of CCCTA

Moises Cordero Blog

Caption/Teaser: The inspiring journey of Moises Cordero started with a spontaneous leap into a new career. Discover the joy, exciting challenges, and commitment that have paved Moises' path to success for 27 years (and counting).

WHEN YOUR JOB SPARKS JOY: MOISES CORDERO'S JOURNEY



From taking a leap of faith into a new career to competing in an international contest, and becoming an admired leader along the way, Moises Cordero's journey at County Connection has been both exciting and fulfilling.

In 1997, Moises' daughter caught wind that the agency was hiring while heading home on the bus. Thinking a job as a driver might be a fun experience, she shared the news with her dad. He agreed and quickly applied, was hired, and graduated from his driver training course, eager to embark on this new chapter in his life.

Some of Moises' proudest moments come from the exciting world of the International Bus "Rodeo." The annual competition pits elite drivers and expert maintenance workers from transit agencies across North America against one another in a series of skills-based challenges. Fresh off his first year on the job in 1998, Moises earned 10th place in the

competition. He returned in 1999 to climb to a 4th place finish.

After three years behind the wheel, Moises transitioned to bus supervisor. He took on the challenge of learning route and driver scheduling and new computer skills. His own supervisor urged him to apply for the position and offered tremendous support and mentorship. Now as supervisor himself, Moises enjoys training new drivers and using his years of experience (and a few rodeo-tested techniques) to help them improve.

Moises' work ethic and infectious smile have gone a long way in fostering the friendly work environment at County Connection. "I enjoy being with my coworkers... just joking, walking, taking pictures."

Moises' photography has become something of County Connection legend. Whether it's a beautiful rainbow over a bus stop or the breathtaking views beyond the bus pad, many of the scenes he captures are shared on the company's social media platforms. But the photos he cherishes most are the candid shots of his coworkers. Moises was inspired after seeing an old photo of his father proudly working during his days as a butcher. Now he captures moments for the agency, and his colleagues, so they can also look back on their time with County Connection with pride.

Moises heartily endorses careers with County Connection. "I love what I do, I really do. It's a great company to work for."

If you're looking for a rewarding career where you can make a difference in your community, consider joining the team at County Connection! Learn more about current [job openings](#).



CCCTA/County Connection

Faces of CCCTA

Trisha Rogers Blog

Caption/Teaser: From a temporary gig to more than three decades of service, discover how Trisha Rogers' journey—shaped by an aptitude for organization and a sense of belonging—led to a fulfilling career at County Connection.

A PLACE FOR EVERYTHING AND EVERYTHING IN ITS PLACE: HOW TRISHA ROGERS' FOUND HER PERFECT FIT



Trisha Rogers' career at County Connection is a testament to the power of organizational prowess—and good timing. Trisha joined the agency as a temporary employee covering for a staff member on maternity leave. By the time the new mother informed management that she'd be staying home for good, Trisha had made an impression. She now has more than three decades under her belt as County Connection's dedicated Maintenance Assistant.

Trisha is the embodiment of the proverb “a place for everything and

everything in its place.” Her meticulous organization is her superpower, and she thrives on knowing that her work contributes to a smoothly run workplace. Her decades of files are so well organized, even county and state inspectors have been impressed!

While Trisha loves the consistency of her role, she's also learned to embrace change. From updated payroll systems to new computer technology, County Connection has provided the training and support to help Trisha and other staff adapt with confidence (though her trusty typewriter is still within arm's reach!).

Adaptability and consistency have been a theme throughout Trisha's career. During the pandemic, Trisha never had to worry about her employment. County Connection's role as an essential service provided stability and security during uncertain times. "During COVID I didn't miss one day. We didn't shut down like so many other places had to, and I felt so lucky working here."

While there are many things Trisha appreciates about her job, the early sense of belonging at County Connection made her feel like part of a community, and that's what she loves most. “When they hired me on, I liked the feel of this department because we're very much like family. We have brothers, husbands, and wives here. I'm very close to them all.” Her workspace is a testament to those bonds, filled with photos of loved ones and coworkers—a daily reminder of the relationships she's built over the last 33 years.

Trisha's story is one of longevity, dedication to organized excellence, and finding a true sense of community within the workplace. Explore the possibilities waiting for you at County Connection. Check out our [job openings page](#) and discover your next career move.

CCCTA/County Connection Faces of CCCTA Yvette Glenn Blog Post

Caption/Teaser: Yvette Glenn's career was one made by design. Learn how she navigated her way from behind the wheel to agency director, fueled by her determination and the support she found along the way.

DRIVEN TO LEAD: YVETTE GLENN'S JOURNEY FROM DRIVER TO DIRECTOR



Public transportation isn't just about routes and schedules, at County Connection, it's also about propelling people forward. Yvette Glenn's story is living proof of this commitment. Her journey with County Connection began behind the wheel of a bus more than three decades ago. Today, as Director of Transportation, Yvette leads the entire agency, empowering others on their own career journeys.

"I came to County Connection on July 8, 1991, through the driver training class. I wasn't sure what to expect. At the time, I never would have thought of myself in this position." Yvette was the only female in that training class, and one of only seven graduates from a starting class of 13, showcasing her determination from day one.

Yvette says she "caught the transportation bug" when she joined the agency, but she also genuinely enjoyed working at County Connection and envisioned a path toward leadership roles within the organization. She seized every opportunity to acquire new skills, and within two and a half years, Yvette earned a promotion to transit supervisor.

She held the role for 20 years before rising to manager and then director in 2017.

Integral to Yvette's success story is the unwavering support of mentors who guided her along the way. She shared her ambitions with her superiors, who helped train and guide her. "I think it's important to let people know what your intentions are and where you see yourself because that helps them have the same vision you have." Her mentors' wisdom, encouragement, and belief in her abilities helped instill in her the importance of paying it forward. Today, Yvette is the mentor, inspiring youth and motivating new hires, "I like to let them know where I started, that I was in their seat, so I understand. If you want to grow and develop, do what I did. Learn the business, show up, and know that there's a lot of different avenues in transportation."

Yvette proudly displays a photo of her graduating class from 1981 in her office. It's a powerful reminder of the possibilities at the agency she calls home. Yvette considers her appointment as Director of Transportation as her greatest professional achievement but emphasizes that what

truly matters is the positive impact she's had on the organization, the community, and her coworkers.

"I love what I do, and I want to surround myself with other people who also love what they do and want to be here. I feel that here."

If you're ready to join the team and launch your own rewarding journey, explore the exciting job opportunities available at [County Connection](#) and [apply today](#).