

CapMetro

CapMetro's Vets Recruitment Strategy

12.9.2025

How We Got Started (early 2023)

Central Texas is a hotbed for vets (200,000+)



Knew we had veterans on staff – but didn't know where they were



Trying to open new pipelines



Previous veteran recruitment initiatives went nowhere – huge opportunity!

Where We Started

Regional Veterans Organizations



Workforce Boards



Our Original Focus

- Operators
- Mechanics
- Parts Clerks
- Service Island Attendants

Our Big Success- Fort Hood Transition Assistance Program



TRANSITION ASSISTANCE PROGRAM



We work with the biggest military installation in the US

Dedicated career coaches and transition specialists for servicemembers

Opportunity to partner with auxiliary organizations

Built long term brand building initiatives – we have secondary recruiters 50 miles away!

Hired 15+ servicemembers from this source- including Senior Leadership

Continually exposed to 500+ veterans at events

FY 2025 Results



Key Managerial and Senior Leadership roles filled by Veterans



50 percent increase in corporate-focused veterans hires



CapMetro won the APTA Grand Prize for recruitment/marketing efforts around vets



Nominated by the Texas Veterans Commission for American Legion Employer of the Year



How do you recruit vets?

Just some of the easily transferable occupational identifiers...



88M (Mike)- Motor Transport Operator (Bus Driver)

88N (November) – Transportation Management Coordinator

91B (Bravo)- Wheeled Vehicle Mechanic



91C (Charlie) – Utilities Equipment Repairer

25U (Uniform) – Signals

CW 1/2/3/4- Warrant Officers (HIGHLY SPECIALIZED AND GREAT FOR SENIOR ROLES)

Anyone that operates vehicular type equipment works with the mechanics!!!

Nuance Is Key!

- Common occupational identifier- 92A Automated Logistical Specialists
- Common recruiter response: “We don’t really recruit logistics”
- In actuality....
 - Do you recruit parts and inventory roles?
 - Do you have document management or equipment control roles?
 - Maybe you have a need for building maintenance?

**Moral of this slide:
You’ll find more skills than what’s on the MOS!**

Things to Note

Many companies say they want to hire vets, and never follow up

There is a bit of sell involved – vets have options!

Use your employees- they are your biggest advocates/military skills translators

Interview prep is essential- vets are humble people!

There's more ways to build a veteran pipeline



Free, low-to-no cost programs for veteran/transitioning military/military spouse apprentices, fellowships and internships!



CapMetro

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Transit Workforce Center

National Technical Assistance Center
for Transit Workforce Development



The Next Chapter of a Life in Service – Connecting Military Veterans with Transit Careers

Shayna Gleason, PhD

December 9, 2025





Transit Workforce Center – Mission



Operated by the **International Transportation Learning Center** (ITLC), the **Transit Workforce Center** (TWC) is the Federal Transit Administration's national technical assistance center for transit workforce development. TWC supports the workforce development needs of urban, suburban, tribal, and rural public transportation entities across the country.



Case Example: WMATA

- “Mission Metro”
- Led by a veteran with a background in Army recruiting
- Visits to military bases/installations
- Partnerships with state veteran employment representatives
- Presentations at info sessions and events
- **RecruitMilitary** platform
- Embedding of skills in job descriptions
- Waiving of requirements if comparable credential in place





Case Example: LA Metro

- Partners: LA Veterans Advisory Commission, Los Angeles Veterans Collaborative, local VA offices, etc.
- Resume and interview preparation classes to help applicants translate “military speak” into language of civilian skills
- Two-week optional job readiness training



Metro[®]



Current Funding Opportunities

- **G.I. Bill Benefits**: tax-free housing stipend while they're starting apprenticeship / on-the-job training program
- **DOD Skillbridge program** funds first 6 months of a veteran's employment as a trial period for both employer and employee
- VA **Special Employer Incentive Program** also subsidizes veteran employment for up to 6 months
- Many local pathways to free/discounted CDL training for veterans
- Funding opportunities are always changing!





TWC Resources on Hiring Veterans

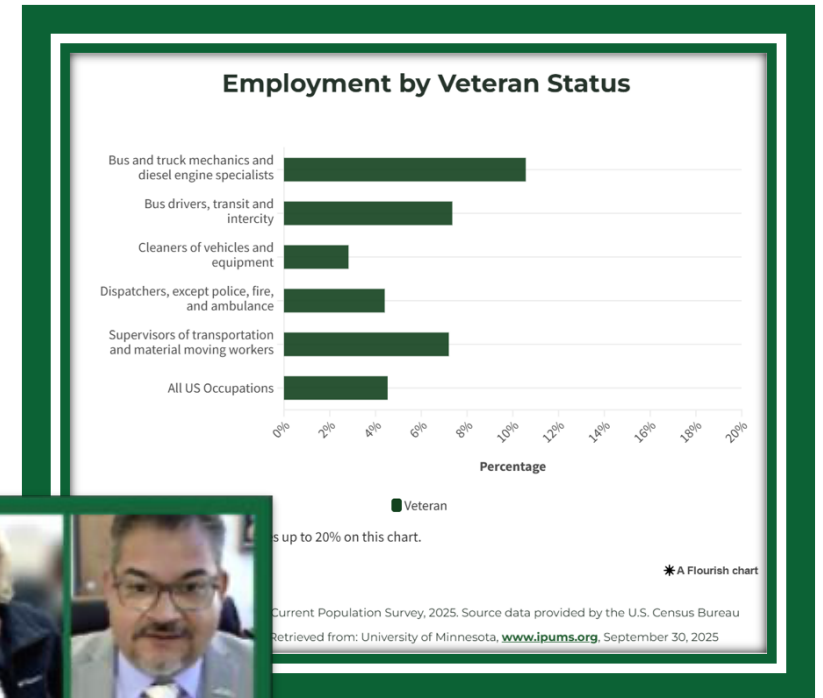
Case studies

Career stories

November 2025 webinar

Data on veterans in transportation

Other resources





THANK YOU!



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