



COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	May 3, 2021
SUBJECT:	Making the Connection: Women in Transit Virtual Information Session on May 11, 2021 (TRN2106) (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Debbie Dalle Vedove Director of Transit Public Works Department
SIGNATURE:	

This month the HSR will begin recruiting bus operators. As women remain an under-represented group in transit, this year we're hosting a special event to encourage more women to consider a career in transit. "Making the Connection: Women in Transit Virtual Information Session" will stream live on the [City's YouTube channel](#) on May 11th at 6 p.m. and will feature a panel of women from the transit industry who will share their experiences and answer questions from viewers. Residents will have the opportunity to submit their questions to the panel before and during the event via email at busoperator@hamilton.ca.

In the coming weeks, we'll be promoting the event on our social media channels and working with our partners to raise awareness about our recruitment campaign. We would greatly appreciate your support in sharing information about the event with your constituents. The City will be accepting applications between May 13 and June 2, 2021.

We have attached a flyer and social media graphics to Update TRN2106 as Appendices A, B and C respectively for use at your discretion.

APPENDICES AND SCHEDULES ATTACHED

- Appendix A – Making the Connection: Women in Transit Flyer
- Appendix B – Making the Connection: Women in Transit Twitter
- Appendix C – Making the Connection: Women in Transit InstaPost