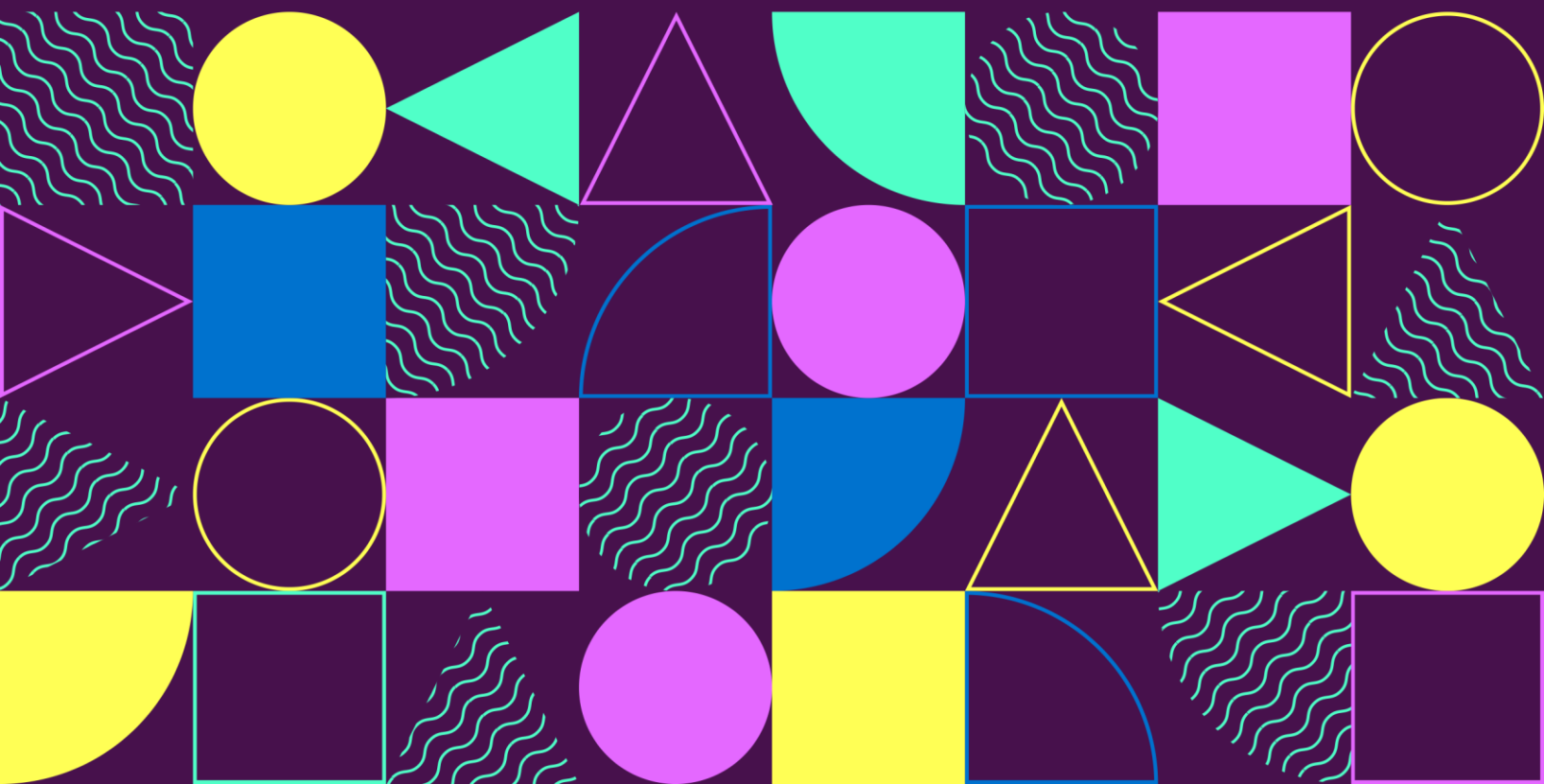


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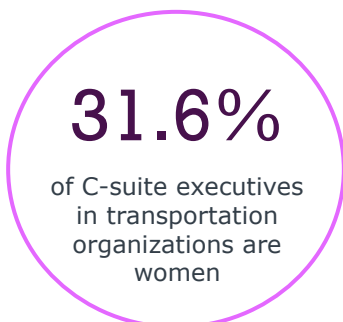
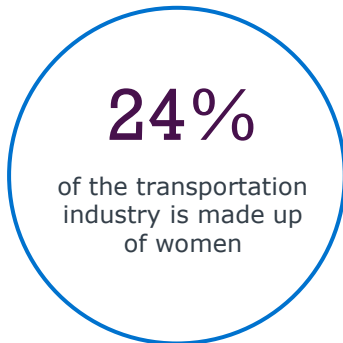
# The Fast Lane to the Future: DEI Transformation in Transportation



# Intentional Strategy: The Road to an Equitable Transportation Workplace

Like many other industries, transportation has historically been White- and male-dominated. Although work is being done to support historically excluded talent (HET), the sector still trails others in all aspects of workplace representation, from frontline workers to executives. Industry metrics on having a strategic diversity, equity, and inclusion (DEI) plan in place to promote racial and ethnic diversity similarly lag behind other sectors.

Working across many lines of business, DEI and talent leaders in transportation are increasingly considering how to cultivate a workplace that meets the comprehensive needs of all employees. Joining forces with C-suite executives, drivers, manufacturers, and all other employees and stakeholders, DEI and talent leaders are creating an inclusive and equitable workplace not only for the cultural impact of recognizing diversity in the workplace, but also for the real business impact that positively influences the organization.



## Transportation Lags Behind

When compared to other industries, transportation lags when it comes to diverse representation. With 38 percent of the U.S. workforce identifying as racially diverse, transportation remains behind by 7 percent.

Gender representation in the transportation sector has also fallen behind other industries by 23 percent. Across the United States, women make up 47 percent of the workforce.

## Strategies for Success

Seramount's years of research have proven that by having a strategic plan in place for DEI initiatives, leaders can hold themselves accountable and have a way to track progress through their organization.

According to the 2023 Women in Trucking annual index, the industry is taking the appropriate measures, such as inclusive succession planning, mentorship, and sponsorship programs to make sure women in the industry can excel and move upwards.

Source: Tim Keenan, "Study: Transportation Industry Slower to Diversify in U.S. Employment" Jan. 2024, <https://michoudo.org/transporalises-industry-diversity/>; Women in Trucking, "WIT Index Shows of DEI Policies on the Rise in Transportation" Oct. 2023, <https://www.womenintruck.org/press-releases/wit-index-shows-of-dei-policies-on-the-rise-in-transportation>.

# Shaping Tomorrow's Transportation Landscape

The transportation industry has to consider not only employees but also the consumers who use transportation.

## Diversity



From different races and religions to different disabilities and socioeconomic statuses, considering all issues and people is imperative in the transportation industry.

American Airlines has created a group of Black executives to provide candid feedback to create a more diverse customer experience by creating menus created by HET and more diverse entertainment options.



Taking actionable steps to be more diverse will lead to better services and a more equitable workforce.

## Equity



Equity in transportation involves evaluating all aspects of who can access different forms of transportation – both public and private – such as car services, planes, and buses: resources to maintain services in underserved populations; and other factors.

These challenges often affect historically underrepresented groups and poor and rural communities.



Reducing these inequities will ensure that transportation is fair for everyone.

## Inclusion



The transportation industry works best when considering the people who use it the most.

By allowing the individuals who regularly come into contact with transportation modes such as public trains and buses to help plan the future of the industry, it helps provide inclusion for all.



Inclusion allows for all people to have a say in the future of the industry.

**A necessary combination for future industry success**



We empower the world's  
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