

DRIVING DIVERSITY

How Lily Supports
Women Truck Drivers





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Driving Towards Diversity

The trucking industry is full of opportunity for drivers of all backgrounds, experiences, and demographics. As the ecommerce industry continues to grow, so too does the need for passionate and driven truck drivers.

Typically the industry was seen as being comprised of predominantly male drivers, but that's no longer the case. Not only are women gradually becoming a larger segment of the truck driver population, but they've become increasingly more vital to the industry's sustainability.

In this eBook, we'll explore the history of women in the trucking and transportation industries, examine what the current truck driving demographic looks like, how we can improve diversity, and ultimately, how everyone at Lily Transportation is committed to helping all of our drivers succeed in an exciting truck driving career.



A History of Women in the Trucking Industry

Women have contributed to the development, advancement, and continued importance of the transportation industry since its inception. Women have either been contributing behind-the-scenes to the industry's growth and evolution or have been behind the wheel themselves.

The Past

Since the very beginnings of the transportation industry, women have been influential in its continued relevance and expansion. "From wagons and horse carts to bicycles, automobiles, trucks, trains, ships, airplanes and space vehicles, women have served as inventors, pilots, engineers, drivers, administrative professionals, conductors, executives and in a host of other vital occupations."¹

For example, it's widely believed that Luella Bates was the first woman to earn her commercial driving license in the 1920s, during the time of the suffrage movement and WWI.² Not only did Bates bring on other women to work and drive with her while their husbands were fighting in WWI, but she also tested automobiles, drove freight across the country, and was a master mechanic in her own right.

Luella Bates is far from the only woman of yesteryear to have made a substantial contribution to the transportation and trucking industry. The U.S. Department of Transportation actually has an entire page³ dedicated to highlighting just a few of the many women who helped make giant leaps forward in the ways we think about, rely on, and use transportation in our day-to-day lives.

In a 2017 article,⁴ Fleet Owner quotes Elaine Chao, the U.S. Secretary of Transportation, who said in a speech earlier that year that “Even in the early stages of modern transportation, women helped advance technology through their innovative ideas and inventions. By 1923, more than 175 patents were granted to women for inventions related to vehicles, traffic signals and turn indicators.”

Women have had an active role in the transportation industry since the very beginning and continue to have an active role in the industry as drivers, supervisors, managers, and more.



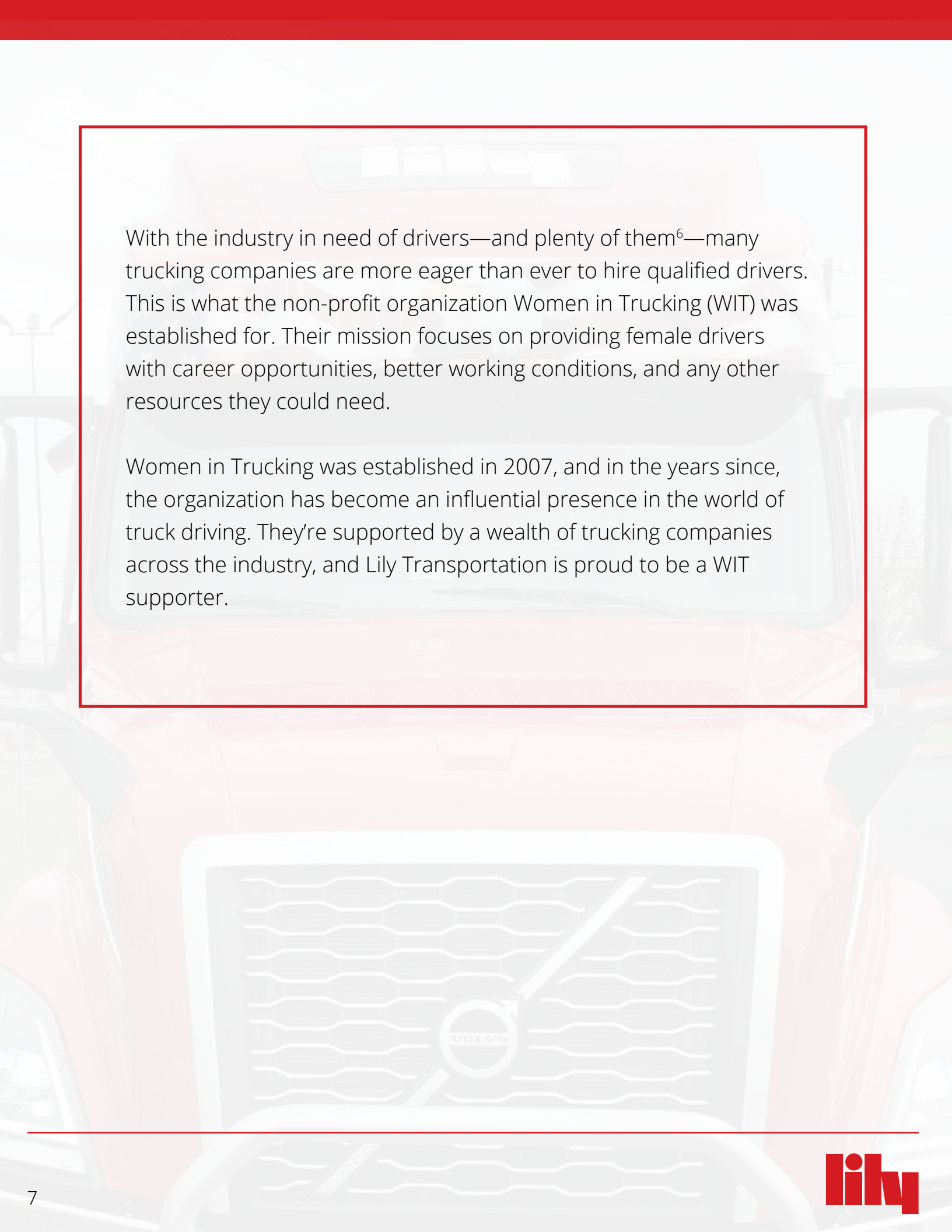
The Present

This trend continues to present day as an increasing number of women are helping to further evolve the trucking and transportation industry. For example, as part of the White House Council on Women and Girls that was put into action in 2009 by President Barack Obama, DOT Secretary Ray LaHood launched the Entrepreneurial Women and Girls Internship Program, which is known today as the Women in Transportation Initiative (WITI).

The ultimate goal of WITI is, quite simply, “to increase the participation of women in the US transportation industry.”⁵ Their goals are outlined as being:

- To **create** career and internship opportunities for women in the transportation industry.
- To **educate** participants on the number of opportunities available to them in the transportation industry and inspire them to pursue those opportunities.
- To **establish** strategic and beneficial partnerships.
- To **attract** and retain women in a number of careers within the transportation field.
- To **identify** barriers that could potentially prevent women from participating in the transportation industry and equip them with the tools they need to overcome those barriers.

However, this is just one example of the programs and organizations designed to help support women who are actively involved with or are considering a career in the trucking industry.

The background of the page is a faded, light-colored image of a Volvo truck's front grille and hood. The Volvo logo is visible in the center of the grille. A red rectangular border frames the text area.

With the industry in need of drivers—and plenty of them⁶—many trucking companies are more eager than ever to hire qualified drivers. This is what the non-profit organization Women in Trucking (WIT) was established for. Their mission focuses on providing female drivers with career opportunities, better working conditions, and any other resources they could need.

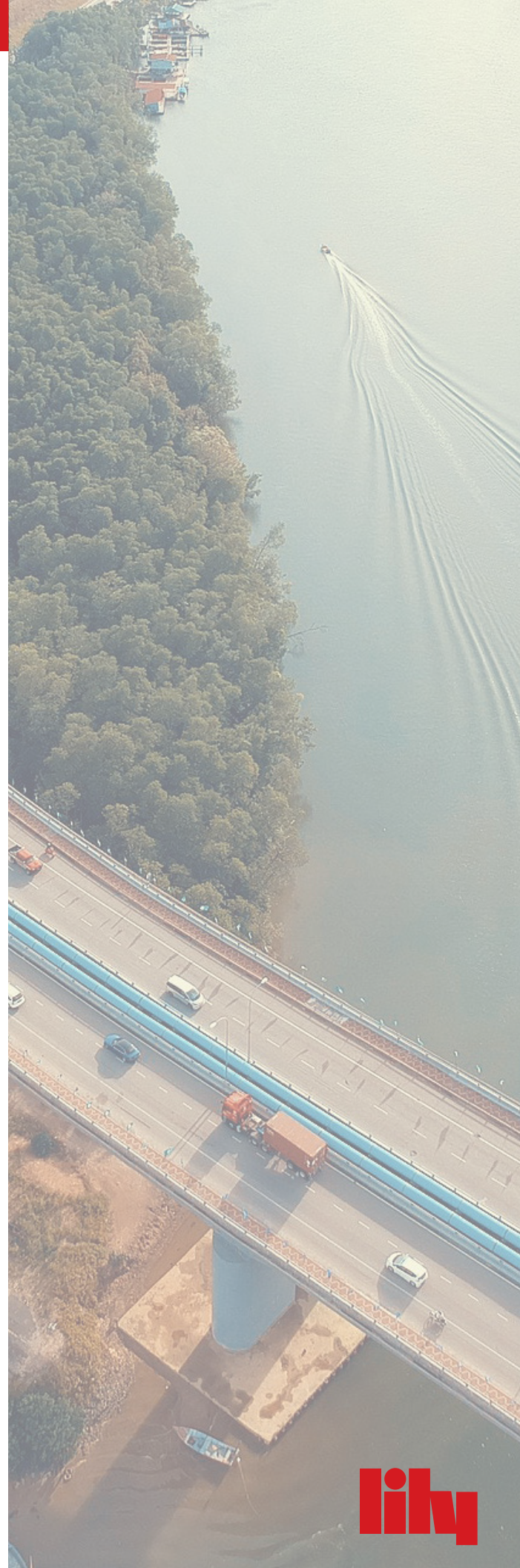
Women in Trucking was established in 2007, and in the years since, the organization has become an influential presence in the world of truck driving. They're supported by a wealth of trucking companies across the industry, and Lily Transportation is proud to be a WIT supporter.

The Future

Looking forward, the future of women in trucking is promising. While WIT reported in spring 2018 “that women comprise over seven percent of female over-the-road drivers and 23 percent of management,”⁷ those numbers are gradually growing and Ellen Voie—President and CEO of the Women in Trucking Association—hopes to see that upward trend continue.

In an article from Stay Metrics,⁸ Voie is quoted saying that “we’re learning more about why we should focus on bringing more women into the industry, not just to fill seats, but to fill them with capable and well-trained drivers.”

Not only is the number of women in the trucking industry slowly-but-surely growing, but trucking companies are starting to really see and accept the unique skills and intuition women can bring to the industry.



Driving With Lily

If you've ever been interested in a truck driving career, then Lily Transportation wants to help you! We're always searching for female truck drivers to join our family of passionate and safe drivers, and want all of our drivers to thrive in their career.

The trucking industry is excited to work with you, and Lily is eager to help you get behind the wheel and discover a whole new and exciting career path. We're proud to offer our competitive pay, benefits, paid holiday and vacation, custom clothing, and so much more! The benefits of driving with Lily don't stop there though.

The Industry Needs You

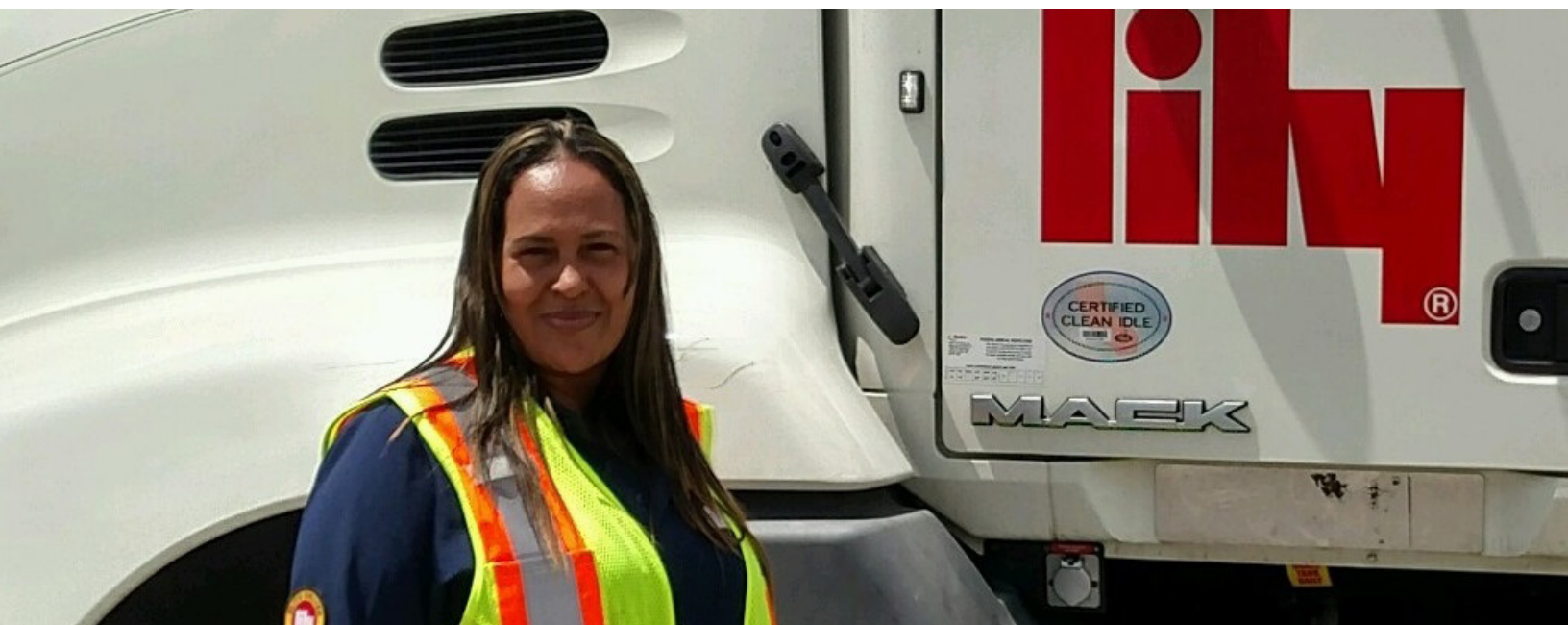
According to the American Trucking Association, there have been approximately 28,000 women who have joined the trucking industry since 2014.⁹ That's a substantial number, and it's indicative of an industry-wide shift towards hiring more women for jobs that, in the past, may have gone primarily to men.

With the industry in need of drivers, "carriers are aggressively, and smartly, raising driver sign-on bonuses, increasing pay, and providing financial aid options for potential drivers to attend driver training schools to get them their CDL licenses."¹⁰ In addition, trucking companies across the country are striving to better equip their female drivers with the equipment and accommodations they need in order to succeed in a career in the trucking industry.

This means that “truck stops are amping up the parking lot lighting to make the area safer for women” and truck “manufacturers are designing the trucks to be more adaptable for women drivers—easier access, closer pedals, and better-positioned seat belts.”¹¹

However, one of the most important things the industry can do—and is actively pursuing—is to support conversations about gender equality and diversity in their company culture. “When equality is a key element of a company’s shared system of beliefs and values, it sets the tone, and employees feel more comfortable contributing to discussions and identifying opportunities for improvement.”¹²

The more committed a company is in its pursuit of gender diversity, the more genuine its current and future employees will be in their own support for gender diversity. This is a discussion that Lily Transportation is proud to engage with, and we’re always looking for women with truck driving experience to join our ranks.



Equal Pay, Equal Benefits

Unlike some careers, truck driving pays all of its drivers according to the same basic criteria: the more miles a driver covers, the more money they make. There are other factors to consider as well, as most companies typically offer their drivers' income incentives through various safety and loyalty programs, so the safer you drive, and the longer you are with the same company, the more income opportunities you'll have.

Ultimately, women are drawn to a career in truck driving for the same reasons men are: consistently competitive pay, flexible hours, and a wealth of opportunities. Like Ellen Voie says, "A carrier sets the pay based on mileage, hours or percentage of the load. It is not related to age, ethnicity or gender."¹³ This means that each individual driver is subjected to the same expectations, payment, and workload regardless of gender.

The trucking industry is making great strides in driving diversity, and the wealth of benefits and opportunities it offers to its drivers is just one example of why a truck driving career can be a unique and exciting career option for women looking for a way to earn a consistent income, travel the country, and experience a whole new lifestyle.



Highway Toward the Future

Gender diversity in the trucking industry is a movement that's gradually, but deliberately, affecting real change in a vital industry. There has been a lot of great work done in recent years, but there's always more that can be achieved, and trucking companies like Lily Transportation are striving to play an active role in continuing to expand the trucking industry's workforce diversity.

"The only way the gender gap will continue to close," Ellen Voie says on the website for Women in Trucking, "is through continued education of the benefits of having women behind the wheel and for managers to begin making strides to hire women for these positions."¹⁴ As long as the industry keeps driving toward diversity, truck driving will continue to become a more inclusive environment, and as a result, a more lucrative business.

If you're a woman interested in hearing more about how a career in truck driving could benefit you, please call to speak with one of our recruiters at 800-248-LILY, or visit the **Careers Page** on our website! We can't wait to talk to you!



Lily Transportation Corp.



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