

Recruiting the Future Transit Workforce: Find Your “Why”

1

Understand Motivations

What is the future employee looking for in a role?



Mission-driven work



Technical skills development



Professional development opportunities



Predictable work schedule

2

Match Skillset to Disciplines

Transit supports any and all skillsets and motivations!

- Customer Service
- Data Science
- Engineering
- Finance & Accounting
- Human Resources
- Information Technology
- Marketing & Communications
- Operations & Planning
- Project Management
- Safety & Security
- ... and more

3

Showcase Employers

Transit organizations span across sectors

- Government Agencies
- Academia
- Consulting
- Manufacturers
- Nonprofits
- Research
- Suppliers
- ... and more

4

Start Your Engines

Use diverse outreach methods to recruit

- Career Fairs/Trades Outreach
- Digital Advertising
- Employee Advocacy/Interaction
- Peer Mentoring
- Networking
- Incentive Recruitment
- Internship Programs
- Temp-to-Full Time Programs
- ...how do you recruit?



Learn more about APTA's
National Transit Career Day



National Transit Career Day

A Day in the Life of Shanta, Transit Data Scientist



"The work I do has a real impact on real people in my community, and I get to see it in action every day."

As a Transit Data Scientist...

Shanta develops and analyzes datasets, creates performance metrics, and communicates insights that help Metro Transit serve riders more effectively.

Motivations



Technical skills development



Mission-driven work



AM:

Each morning, Shanta reviews urgent messages, plans for meetings, and organizes her project to-do list to set the tone for a productive day.



PM:

Afternoons vary for Shanta—she might collaborate in meetings or dive into data projects, always wrapping up by saving her work and catching the train home.



What Shanta loves about a career in transit:

Inspired by her lifelong love of transit and a mentor's career path, Shanta transitioned from academia to Metro Transit, discovering her data skills were a perfect fit for the field.



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