

# A Day in the Life of Ericka, Transit Information Center Representative



*"I love helping people ride safely and confidently to their destinations."*

## As a Transit Information Center Representative...

Ericka assists riders by phone, works on special projects, audits equipment, and supports quality improvements across departments.

### Motivations



*Mission-driven work*



*Predictable work schedule*



### AM:

Ericka starts her day by logging into the system, checking emails for updates, and preparing to answer calls or begin project work.



### PM:

Throughout the day, Ericka helps customers by phone or works on projects, then wraps up reporting on project activities and her off-phone time.



### What Ericka loves about a career in transit:

Ericka enjoys making a difference for riders, blending customer support with project work that keeps every day interesting, and she values Metro Transit's welcoming environment.



*Learn more about APTA's  
National Transit Career Day*



National Transit Career Day

# 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?



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