## 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



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.

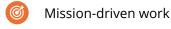




# Recruiting the Future Transit Workforce: Find Your "Why"

### **Understand Motivations**

What is the future employee looking for in a role?



- Technical skills development
- Professional development opportunities
- Predictable work schedule

### Match Skillset to Disciplines

Transit supports any and all skillsets and motivations!

- Customer Service
- Data Science
- EngineeringFinance &
- AccountingHuman Resources
- Information Technology
- Marketing & Communications
- Operations & Planning
- Project Management
- Safety & Security
- · ... and more

### **Showcase Employers**

Transit organizations span across sectors

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

## **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?



