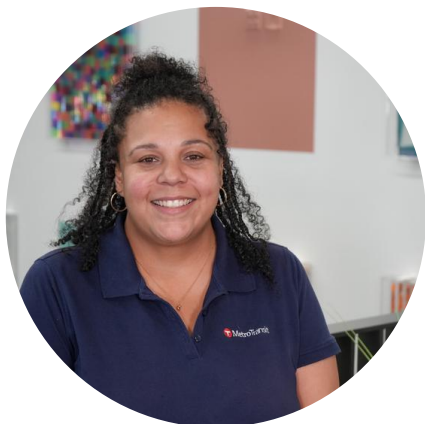


A Day in the Life of Raemara, Transit Information Lead



***"We help people
get where they
need to go, and
every day is
different!"***

As a Transit Information Lead...

Raemara supports information representatives by tracking buses, troubleshooting issues, coordinating updates, and ensuring customers get accurate and timely assistance.

Motivations



*Mission-driven
work*



*Technical skills
development*



AM:

Raemara starts each day by checking emails and alerts, sharing important updates with reps, and greeting her team to set a positive tone.



PM:

Afternoons are spent in meetings or training reps, and Raemara ends her day ensuring the closing team has what they need, emails are answered, and everything is ready for another day of serving customers.



What Raemara loves about a career in transit:

Raemara is motivated by helping customers travel safely and enjoys making a difference for riders, inspired by her own experiences using transit.



*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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