# A Day in the Life of Reeya, VP of Transit Operations



"Helping communities gain safe, affordable access to transit is deeply fulfilling."

# As VP of Transit Operations...

Reeya oversees VIA's East Coast transit services, supporting teams, launching new initiatives, and coordinating with cities and communities.

#### **Motivations**



Mission-driven



Professional development opportunities



#### AM:

Reeya begins her day by reviewing previous day's performance and identifying areas for improvement.



### PM:

The rest of her day is spent leading management teams, meeting with cities and community partners, supporting new service launches, and planning for tomorrow.



## What Reeya loves about a career in transit:

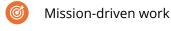
Reeya finds purpose in expanding reliable transportation to those who need it most, knowing her work makes a real impact on people's daily lives.



# 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
- Engineering
- Finance & Accounting
- Human 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?

