

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 work



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.

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?

Learn more about APTA's National Transit Career Day



National Transit Career Day