

*::Music:: Introduction scene*

Looking for a job with great pay, great benefits, and job security? Interested in helping others and the community?

*::Music:: Street shots, more focus on transit vehicles, shots of people helping other people, wheelchair shot*

Ever wonder how to get involved with a job in transit, or what types of jobs are available at a transit agency?

*::Music:: Show different people working different jobs at a transit agency, bus drive by*

Public transportation helps to move our society. Transit plays an important role in getting people to work, medical appointments, and recreational activities and in running errands. Transit employees also provide mobility to those with limited incomes or disabilities. Public transportation takes many forms, such as buses, vans, ferries, trains, and trams.

*::Music:: Show people riding the bus, or people getting on the bus, shots of buses in different places in the community.*

*::Interview:: David Armijo, CEO*

I would recommend a job in transit because I do believe... we are at a tipping point. People are finding that transportation is a very rewarding experience in their own lives; both how much money you save or time do you save in owning a second car or the ability to find the right bus route or train that gets you to and from work? There are a lot of financial benefits. Transportation can make a difference in the community. It's a rewarding experience for someone who works in this industry.... People can use their own talent and make a huge difference in this industry.

The main responsibility of a transit operator is to provide safe and efficient transportation service. This means the operator is responsible for driving defensively to avoid accidents or incidents while staying on schedule. A transit operator is the face of the transit system; he or she has to be friendly and helpful, have a positive attitude, and provide excellent customer service. A transit operator can work a flexible schedule while being out in the community. As with any job in a transit agency, a transit operator has opportunities to be promoted.

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While driving a bus is the most obvious transit job, there are many other types of jobs available. Transit agencies are going to need staff in all areas of transit in the coming years. These jobs require a wide variety of talents and skills. Some of these career choices might be as educational trainers, accountants, marketing specialists, engineers, safety coordinators, and human resources representatives.

*::Music:: Flash different jobs, and the scroll (semi-fast) a long list of jobs available at a transit agency*

There are so many positions to choose from at a transit agency. Each position requires training and a wide range of skills. Not every position requires a higher education degree; there are some jobs that require only a high school diploma. Employees are able to get job advancements by attending college, on-the-job training, and apprenticeship programs. Many public transit agencies offer tuition reimbursement for employees who enroll in continuing education programs.

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A transit agency's marketing department is responsible for creating, preparing and establishing marketing strategies and policies for the coordination of publicity, promotion, advertising, online and sales activities. In transit, working in marketing goes beyond just a nine-to-five office job. Employees in the marketing department are responsible for community relations and work closely and communicate with business leaders, public officials, the public, service agencies and the media.

Graphic artists also play an important role in a transit marketing department. They are responsible for creating marketing and schedule materials that inform riders and employees about new services, changes in services, and upcoming events. Computer skills are critical for the development of promotional pieces, and graphic artists use many different software programs.

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As the cost of oil continues to rise, more and more people are relying on public transportation for their everyday needs. This saves the United States 11 million gallons of gas per day. Public transportation plays an important role in reducing the total number of greenhouse gases emitted per day and each passenger's carbon footprint. As part of the American Public Transportation Association's vision for the year 2050, the switch to sustainable public transportation systems will give individuals the option to avoid climate-unfriendly transportation choices and reduce the total number of greenhouse gases emitted. Today, transit agencies already are using sustainable fuel sources such as compressed natural gas, electricity, fuel cells, clean diesel, bio diesel, and hybrids. As technology and the need for greener transportation options increases, more and more transit systems will choose alternative fuels.

*::Music:: Statistics about how transit is beneficial to the environment. Statistics are shown below:*

- Americans take 10.3 billion trips on public transportation annually.
- Public transportation saves travelers 541 million hours of travel time.
- Public transportation use saves the United States 4.2 billion gallons of gasoline annually.
- Communities that invest in public transit reduce the nation's carbon emissions by 37 million metric tons annually.
- One person switching to public transit can reduce daily carbon emissions by 20 pounds and more than 4,800 pounds in a year.

Technology in the transit industry reaches far beyond the personal computers that support transit agency personnel in their offices. Intelligent Transportation Systems – ITS – technologies play a critical role in public transit. ITS technologies are a collection of technologies that increase the efficiency and safety of public transportation systems and offer users greater access to information on system operations. The technology is as simple as automatic, electronic passenger counters, to more complicated technologies such as automatic vehicle location, geographic information systems, transit operations software, and traffic signal priority systems. There are many different types and categories of transit ITS technologies, and the importance of these technologies for the public transit industry is undeniable. The transit industry will need ITS and computer experts to lead the way as new technologies emerge.

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It's the business of public transportation to get people to their destination on time. Employees in the transit dispatch department are responsible for keeping the drivers and buses safe and on schedule, all using the latest information technology. One type of technology that is used is a Global Positioning System or GPS, which helps track and monitor buses on routes to determine how efficiently and effectively the routes are running. Also, in the event of an emergency or incident, GPS allows dispatchers to instantly locate the vehicle, determine the problem, and provide support. Dispatchers are required to be familiar with computers and orbital radio systems, and they work closely with transit operators and supervisors.

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Dispatchers aren't the only ones who use advances in technology to improve transportation. Transit agency planning departments also save time and money by using technology. Transit planners research, analyze and summarize scheduling, route, and passenger data and study it to improve system productivity, route operation, and the design of route and schedule alternatives, including new approaches and concepts. While much data collection and analysis used to be done manually, today, laptops, pocket computers, and software such as GPS, automatic vehicle location, geographic information systems, and other route planning software are used to make the transit planning process more effective and efficient.

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Public transportation systems have the responsibility of providing safe and reliable trips for their customers. Safety is a key element in any successful transit operation. Employees in transit agency maintenance departments are responsible for many safety features on the vehicles, and technology is the driving force behind that safety. Today's transit vehicles have a variety of safety features that protect both passengers and vehicles. Air brakes, sensors, alarms, and multiplex modules are some of the complex subsystems that need to be maintained. Lifts, ramps, and kneeling features must be kept operational at all times. These are technologies that transit technicians must be able to diagnose and troubleshoot using computers and a variety of software.

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Over the next 40 years, America's population is expected to grow by 150 million people. Our public, state, and national leaders understand that we will not be able to look at roadway development as we have in the past. We need to invest in public transit to create a sustainable, environmentally-sensitive transportation system for the future. You can help create a better way for people to get around that consumes less oil, doesn't pollute the air, and create traffic congestion. Your skills and energy are needed to help provide attractive forms of public transportation. Why not be part of the solution? With over 6,000 transit agencies in the United States and Canada, there are many jobs that offer competitive salaries and excellent benefits. You can make a difference in your community, in your own life and the lives of others! Consider a career in transit!

For more information, visit [www.nctr.usf.edu](http://www.nctr.usf.edu)