



## Opportunity Bus

### Project Details

The concept behind the Opportunity Bus is to create a traveling billboard for Metropolitan Council and Metro Transit jobs. Currently, two buses in Metro Transit’s fleet are wrapped and are advertising jobs along their routes. Inside the bus, customers can pick up pamphlets on working with Metro Transit as well as current job postings. The two buses also have WiFi access that immediately opens up job postings so customers can learn more with their smartphones while they are on their commute.

### Highlight

According to applicant responses, the Opportunity Buses have become the 2nd most-cited source by applicants for informing and directing them to careers with the Metropolitan Council.



#### Project Manager

Ross Callahan

Project Manager, Bus Maintenance

## Achieving Our Goals

Metro Transit is in need of a significant number of mechanics and bus operators. This need is anticipated to grow as service expands. The Opportunity Bus helps fill the pipeline and is expected to have positive impact on the diversity of Metro Transit's work-

## Removing Barriers

By running the buses along High Frequency routes, we are raising awareness in diverse neighborhoods and concentrated areas of poverty reach job opportunities.



## About Equity at Metro Transit

Equity is “access to opportunity for all.” Metro Transit already helps people to reach opportunities— but there is always more to do. Everyone at Metro Transit has a role to play in equity, every day.

*everyday*  
**EQUITY**

For more information about Everyday Equity, contact Allison Bell at 612-349-7672 or [Allison.Bell@metrotransit.org](mailto:Allison.Bell@metrotransit.org)

 Metro Transit