

APTA 2025 Messaging Guide: Talking About the Economic Impact of Public Transportation

In 2025, APTA conducted message research to determine how to best communicate the impact of public transportation to Moderate and Conservative elected officials. The research found that our audience sees the economic value of public transit but needs more tailored messaging to make a connection to their own communities.

Your voice is essential to our efforts to protect Federal funding. As you meet with Members of Congress and Congressional staff, it's critical to focus your conversations on the national and local economic benefits of public transportation—and the breadth of industries and jobs that public transit fuels.

Below is APTA's recommended key messaging, including examples of proof points and stories to bring our messages to life.

Main Message		
<p>Public transit is made in America. In cities and towns across the country, miles from the nearest bus or train stop, American workers are building transit parts, designing the systems, and developing next-generation technologies that keep public transit and passenger rail running and America moving forward. In fact, 77 percent of Federal funding for transit flows to the private sector, supporting businesses across the country.</p> <p>Investing in public transportation is a smart, practical investment in American leadership, jobs, and innovation.</p>		
Supporting Message: Job Growth	Supporting Message: Economic Success	Supporting Message: Invest in Public Transit
Public transit creates good-paying jobs across all sectors of the economy—from manufacturing and engineering to operations and information technology. A \$79 billion industry, public transit directly employs more than 430,000 people and supports millions more jobs in the private sector.	Public transportation doesn't just benefit those who ride it. In communities large and small, public transit strengthens our economies by fueling job growth and connecting employees to employers, customers to commerce, and communities to investment opportunities. Transit keeps America's communities—rural and urban—competitive and growing.	We need to build upon current public transit and passenger rail investment levels. It's critical to America's economy—and the industries and jobs that fuel it—and makes a difference in the lives of millions of Americans each day. Every \$1 invested in public transit generates \$5 in long-term economic returns. The ASCE 2025 Infrastructure Report Card found that Federal investment is working, but more needs to be done to bridge the gap.
Additional Proof Points	Additional Proof Points	Additional Proof Points
<ul style="list-style-type: none"> Share how many people your business or transit agency supports—from employees to suppliers. Share an example of a major transit-related business in your community or State, and the jobs it supports. Share how many bus and rail manufacturers (and related suppliers) are located in your community or State, helping fuel the local economy and jobs. Information is available on the Industry Footprint. 	<ul style="list-style-type: none"> Share how public transit has helped your community grow by attracting businesses, tax revenue, or expanded housing and development. Share examples of how public transportation—and your business or transit agency—is innovating for the future. 	<ul style="list-style-type: none"> Share specific examples of jobs created and the local economic impact of recent transit and passenger rail projects that received Federal investment. Share the impact on regional and national businesses: public transit relies on more than 2,000 suppliers in the U.S.—including right here in our community or State. Investing in public transportation will keep these good-paying jobs in our community.