



Protecting Public Transportation Investment: Messaging Guide

Below are APTA's key messages that highlight the broader impact and benefits of public transportation for communities across America. You can find local data and first-hand stories on the impact of public transportation at www.apta.com/everyone.

Core Narrative: Strong public transportation grows the economy by connecting people to jobs, education, healthcare, businesses, and opportunities. It benefits all Americans, not just those who use transit. Protecting public transportation investment keeps America on track for success, so that everyone can thrive.

KEY MESSAGE #1: Economic Growth for Communities and Businesses

- + Nearly [9 in 10](#) trips on public transportation contribute to the economy, by bringing people to where they spend or earn money.
- + Every \$1 invested in public transportation generates [\\$5 in long-term economic returns](#).

KEY MESSAGE #2: Opportunities for Individuals and Families

Public transportation helps Americans support their families and pursue their dreams—finding a better job, attending night school, getting to the doctor, or bringing a child to day care.

- + A family can save [\\$13,000](#) by taking public transportation and living with one less car.

KEY MESSAGE #3: Support for High-Paying Jobs Across our Economy

Buy America laws ensure that public transportation funds are used to create American jobs, constructing and manufacturing our public transportation systems, railcars, and buses. And companies across sectors see reliable public transportation as a prerequisite to ensure access to a qualified labor pool.

- + For every \$1 billion invested in public transportation, nearly [50,000 jobs](#) are created or sustained across the entire economy.
- + [“Talent wants transit.”](#) Studies show major American companies make access to public transportation a requirement, when expanding or relocating to attract workers.

KEY MESSAGE #4: Serving the People who Serve the Community

Critical services contribute to a local community's health and well-being. People need modern public transportation to deliver those services and benefit from vital, publicly funded programs.

- + Nearly [2.8 million essential workers](#) take public transportation to work every day—including more than 600,000 healthcare workers and 113,000 public safety and armed forces members.

KEY MESSAGE #5: Serving Communities of All Sizes

Every community's needs are different, and robust funding for public transportation allows local leaders to direct resources where they can best meet local needs.

- + Public transit systems [serve both rural and urban communities](#) with 1,308 agencies serving rural populations and 945 agencies operating in urban and suburban areas.

KEY MESSAGE #6: Equity, Social Justice, and Improved Quality of Life

Affordable, accessible public transportation can help ameliorate race and income disparities by helping low-income people and communities of color pursue financial security and live in healthier environments.

- + An individual riding transit reduces their carbon footprint by at least [55 percent](#), decreasing air pollution and lowering the health risks for everyone.