
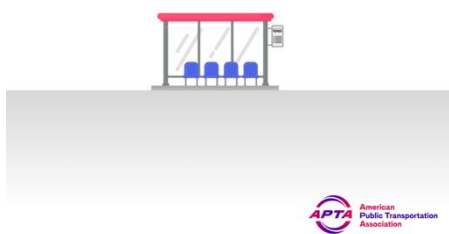



## APTA Social Media Toolkit – Legislative Conference 2024

Help us tell a broader audience about the importance of public transportation by posting on your social channels and sharing content from APTA, your elected officials, your colleagues, and others. **All graphics can be found in [this Box folder](#).**

Posts	Graphics
<p>This isn't a bus. It's an economic impact generator. It supports hundreds of thousands of American jobs in every corner of the country. From tires made in Kansas to HVAC systems made in Arizona, public transportation fuels our economy.</p> <p>#PublicTransitImpact</p>	
<p>How much can a single bus carry? It's more than just thousands of riders on scores of trips each day; it carries the economy, too. From lighting built in NJ to wheelchair ramps made in CA, one bus supports hundreds of American manufacturing jobs.</p> <p>#PublicTransitImpact</p>	
<p>This is not a bus. It's a complex machine built by hundreds of skilled American workers in every corner of the United States. Funding public transportation protects American manufacturing, sustains American jobs, and strengthens American communities.</p> <p>#PublicTransitImpact</p>	

Who relies on public transit? It's not just essential workers like doctors and childcare workers getting to an early morning shift. 430,000 people work for #Publictransit agencies, in jobs from engineering to operations. #PublicTransitImpact

**Public transit**  
drives job creation

**430K+ People**

work for public transportation agencies

**50K Jobs**  
created and supported per \$1 billion investment in job creation



(According to APTA's "Economic Impact of Public Transportation Investment: 2020 Update")



Tires assembled in Georgia. Batteries engineered in Ohio. Each bus in the public transportation fleet was made in America – and made jobs in America. For every \$1b invested in #publictransit, over 50,000 jobs are created. Invest in public transit to protect America's skilled workers.

**Public transit**  
drives job creation

**430K+ People**

work for public transportation agencies

**50K Jobs**  
created and supported per \$1 billion investment in job creation



(According to APTA's "Economic Impact of Public Transportation Investment: 2020 Update")



American businesses are riding on continued investments in public transit. In fact, parts and supplies for public busses and trains are built by over 2,000 private sector businesses in 48 states. And nearly \$42 billion in transit spending flows to the private sector each year.

**Public transit**  
supports private sector jobs

**2,000+ suppliers**  
in 48 states and DC

**\$42 Billion**  
IN TRANSIT SPENDING  
flows to the private sector  
(65% increase since 2020)

(According to APTA's "Economic Impact of Public Transportation Investment: 2020 Update")



Public transit drives more than just 34 million trips every weekday. America's public transit systems help drive our economy, too. Over 50% of trips on transit are to and from work - and over 87% of trips directly benefit the local economy. #PublicTransitImpact

**Public transit**  
grows the economy

**87%**   
of trips on transit directly benefit the local economy

(According to APTA's "Who Rides Public Transportation")



Public transportation is a \$79 billion industry that provides thousands of manufacturing jobs and gets workers and customers where they need to be. The parts of just one bus are made in more than 25 states. It's time to rethink the role public transit plays in our economy.

**Public transit**  
drives the economy

**5-to-1**  
**ECONOMIC RETURN**  
produced by long-term  
investment in public transit

(According to APTA's "Economic Impact of Public Transportation Investment: 2020 Update")



**Social Media Content and Engagement Tips:**

**Conference Hashtags:**

- #PublicTransitImpact
- #APTALeg24

**Channels to engage with:**

- Instagram: @APTA\_Transit
- X/Twitter: @APTA\_Info
- LinkedIn: American Public Transportation Association
- Facebook: American Public Transportation Association

**Tips**

- Help us find and share your posts **by tagging APTA and using our conference hashtags**. Tag your legislators, event speakers, and organizations' accounts, to give them credit and visibility.
- Take **photos and videos** to bring your messages to life and to grab attention. Don't strive for perfection: be spontaneous and authentic and give a window into what you're seeing and experiencing.
- **Like, share and retweet** (or "quote tweet") content from APTA, elected officials, fellow members, and others. Share news articles and quick facts about transportation's economic impact in your community and how federal funding is having a positive effect.

**Schedule**

Sunday	Monday	Tuesday	Wednesday
Share why you're traveling to DC – remember to use #PublicTransitImpact and tag APTA. We're standing by to share!	Share, like, and retweet APTA channels to amplify the Legislative Conference coverage.	Take a photo of your elected officials and post to your channels. Share your story with our video team!	Share photos and highlights from the Conference, including examples of public transit's economic impact.