**A New Way to Talk About Public Transportation**

**Introduction**

*Over the last few months, APTA has developed a brand story that illustrates the unique value of public transportation to America’s economic future. It is based on solid research and redefines public transportation in today’s realities; within the cultural shifts taking place and the vital role transit will play in the future. This is not about any one community. It is not about any one system, mode of transit, or about moving people from place to place. This is about the simple, true, aspirational and amazingly unique benefit that public transportation gives to everything and everyone…not just to those who ride it.*

*It is aspirational, centered on common truth, and can be supported by facts.  It's copywriting crafted for a range of audiences to focus on the main value of public transportation. Whether you are a individual system looking to increase local support or the collective network of public transportation systems and businesses fighting for the strongest reauthorization package possible, the more we share this language the more consistent and clear our story will be.*

**New Brand Platform**

Communities are our most important networks. They’re not just spots on a map, or collections of random people. Communities are places where people share common connections with each other. Our choices on where to live, work, learn, meet, and play grow with the connections we create. And with strong connections come economic opportunities and vibrant communities.

America’s shifting demographics toward cities and increasing hunger for the familiarity and convenience of close-knit communities are impossible to fulfill without public transportation. It’s an undeniable fact: Transit drives growth, attracts development and builds greater value along its corridors. So restaurants find diners, landlords find renters, families find local pharmacies, employers attract employees and those employees find good jobs and valuable places to live.

When you combine the broad economic impact public transportation has with the public and private companies that form our industry, it allows us to turn every dollar invested in public transportation into four dollars of economic growth. That’s billions of dollars and millions of jobs, today, and as we update and improve our nation’s infrastructure and build into the future.

For a nation that has always sought out ever-smarter ways to connect and thrive, what’s been true for a century is true today: where public transportation goes, community grows.

**Supportive Core Messages**

1. **Public transportation powers community growth through driving economic development and revitalizing neighborhoods.**
	1. For every dollar communities invest in public transportation, approximately $4 is generated in economic returns.[[1]](#endnote-1)
	2. Every $10 million in capital investment in public transportation yields $30 million in increased business sales.[[2]](#endnote-2)
	3. From 2006-2011, residential property values performed 42 percent better on average if they were located near public transportation with high-frequency service.[[3]](#endnote-3)
	4. Public transportation is a $57 billion industry that puts people to work – directly employing nearly 400,000 people and creating hundreds of thousands of private-sector jobs.[[4]](#endnote-4)
	5. Examples of local stories highlighting PT from business owners who located businesses near public transportation
2. **With Americans increasingly favoring transit-centric cities and towns, public transportation is even more vital to growing communities today.**
	1. The latest census revealed that the population of walkable urban and suburban areas grew much faster than the country’s growth rate over the last ten years– 12.1 percent versus 9.7 percent.[[5]](#endnote-5)
	2. To get around, Millennials are increasingly becoming multi-modal and moving to communities that provide robust public transportation options.
		1. From 2001 to 2009, the number of passenger-miles traveled per capita by 16 to 34 year-olds on public transit increased by 40 percent.[[6]](#endnote-6)
		2. Sixty-two percent of people ages 18-29 said they would prefer to live in an area described as having a mix of single family houses, apartments and condominiums, with stores, restaurants, libraries, schools and access to public transportation nearby, than in a sprawl-style neighborhood.[[7]](#endnote-7)
	3. In 2012, Americans took 10.5 billion trips on public transportation, the second highest annual ridership number since 1957.[[8]](#endnote-8)
	4. From 1995 through 2012, public transportation ridership increased by 34%—a growth rate higher than the 17% increase in U.S. population and higher than the 22% growth in the use of the nation’s highways over the same period.[[9]](#endnote-9)
	5. Across the country, public support for public transportation investment and expansion is strong. Over the last five years, voters have approved over 77 percent of ballot initiatives that included funding for public transportation.[[10]](#endnote-10)
	6. Americans living in areas served by public transportation save 865 million hours in travel time and 450 million gallons of fuel annually, according to the most recent Texas Transportation Institute (TTI) report.
	7. Stories from young families and Millennials eschewing cars, insurance, and costs for ease, connectedness, community.
3. **With demand for public transportation rising and our nation’s infrastructure aging, we need to increase investment in public transportation at the federal, state and local levels.**
	1. Public transportation systems are in dire need of investment to support increased ridership.
		1. A study by the Economic Development Research Corporation projects that 480,000 new jobs representing $32 billion per year in income will be at risk due to congestion by 2040.[[11]](#endnote-11)
	2. After years of neglect, the infrastructure that American communities and businesses rely on to grow and prosper is crumbling. In giving America’s infrastructure a grade of D+, the American Society of Civil Engineers found that deteriorating public transportation infrastructure cost the U.S. economy $90 billion in 2010.[[12]](#endnote-12)
	3. Examples of public transportation investment powering economic and community growth:
		1. **Boston’s Silver Line Bus Rapid Transit** **line** has sparked more than $1.2 billion in construction including more than 2,500 new and refurbished housing units and more than 2 million square feet of office and retail space. The line has opened previously inaccessible areas to new development.[[13]](#endnote-13)
		2. Even before **Salt Lake City’s S-Line** began operating in the fall of 2013, the project had already jump-started roughly $400 million in economic development that’s completed or underway, including hundreds of new apartments.[[14]](#endnote-14)
		3. Investment in the **Dallas Area Rapid Transit (DART)** Rail capital projects between 2003 and 2013 has generated a return of $7.4 billion in regional economic activity, creating more than 54,000 jobs that paid more than $3.3 billion in wages, salaries and benefits. In addition, more than $5.3 billion in private-capital transit-oriented development projects have been built, are under construction, or are currently planned near light rail stations since the debut of DART Rail in 1996.[[15]](#endnote-15)
		4. A study of **Minneapolis’ Hiawatha Light Rail corridor** found that the line increased residential property values by $47 million.[[16]](#endnote-16)

***Where public transportation goes, community grows.***

1. [http://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx](https://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx). [↑](#endnote-ref-1)
2. [http://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx](https://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx). [↑](#endnote-ref-2)
3. “The New Real Estate Mantra: Location Near Public Transportation.” Published by the American Public Transportation Association and the National Association of Realtors. March 2013. http://www.apta.com/resources/statistics/Documents/NewRealEstateMantra.pdf [↑](#endnote-ref-3)
4. [http://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx](https://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx). [↑](#endnote-ref-4)
5. Lambert, Lisa. “More Americans Move to Cities in Last Decade.” Reuters. 26 March 2012. <http://www.reuters.com/article/2012/03/26/usa-cities-population-idUSL2E8EQ5AJ20120326>. [↑](#endnote-ref-5)
6. Benjamin Davis and Tony Dutzik, Frontier Group, and Phineas Baxandall, U.S. PIRG Education Fund, Transportation and the New Generation: Why Young People Are Driving Less and What it Means for Transportation Policy, April 2012. [↑](#endnote-ref-6)
7. Beldon Russonello & Stewart LLC (Conducted for the National Association of Realtors), The 2011 Community Preference Survey; What Americans Are Looking for When Deciding Where to Live, March 2011. [↑](#endnote-ref-7)
8. [http://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx](https://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx). [↑](#endnote-ref-8)
9. [http://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx](https://www.apta.com/MEDIACENTER/PTBENEFITS/Pages/default.aspx). [↑](#endnote-ref-9)
10. APTA “Public Transportation Investment Background Data.” December 12, 2013. http://www.apta.com/resources/reportsandpublications/Documents/Public-Transportation-Investment-Background-Data.pdf. [↑](#endnote-ref-10)
11. “The Role of Transit in Support of High Growth Business Clusters in the U.S.” The Economic Development Research Group. December, 2013. http://www.apta.com/resources/reportsandpublications/Documents/TransitHighGrowthClustersUS-Final2013-1124.pdf [↑](#endnote-ref-11)
12. “The 2013 Report Card for America’s Infrastructure.” American Society of Civil Engineers. http://www.infrastructurereportcard.org/a/#p/transit/overview. [↑](#endnote-ref-12)
13. Rutgers University. “Transit-Friendly Development.” January 2008. [↑](#endnote-ref-13)
14. Rogoff, Peter. “Sugar House Streetcar Keeps Salt Lake City Moving Forward.” DOT Fast Lane Blog. December 9, 2013. [↑](#endnote-ref-14)
15. “Assesment of the Potential Fiscal Impacts of Existing and Proposed Transit-Oriented Development in the Dallas Area Rapid Transit Service Area.” Dallas Area Rapid Transit, November 2007. [↑](#endnote-ref-15)
16. “Rails to Real Estate,” Center for Transit-oriented development. March 2011: 14-15. [↑](#endnote-ref-16)