



DESTINATION: STAYCATION

↑42%

Families want to live near public transportation because it brings them closer to the things they want and need. In fact, home values perform 42 percent better on average near public transit.

WHERE PUBLIC TRANSPORTATION GOES
COMMUNITY GROWS



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

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\$1→\$3

Small businesses want to be near public transportation because it connects them to customers. In fact, every dollar invested in public transit generates three dollars in increased business sales.

WHERE PUBLIC TRANSPORTATION GOES
COMMUNITY GROWS



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\$1→\$4

Businesses want to be near public transportation because it connects them with top talent. In fact, every dollar invested in public transit generates four dollars in economic activity.

WHERE PUBLIC TRANSPORTATION GOES
COMMUNITY GROWS



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PRINT AD (MULTIPLE LOGOS)



DESTINATION: COMPETITIVE EDGE

\$1→\$4

Businesses want to be near public transportation because it connects them with top talent. In fact, every dollar invested in public transit generates four dollars in economic activity.

WHERE PUBLIC TRANSPORTATION GOES
COMMUNITY GROWS



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Public Transportation and the Nation's Economy: A Quantitative Analysis of Public Transportation's Economic Impact. Washington: Cambridge Systematics, Inc. February 2014



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