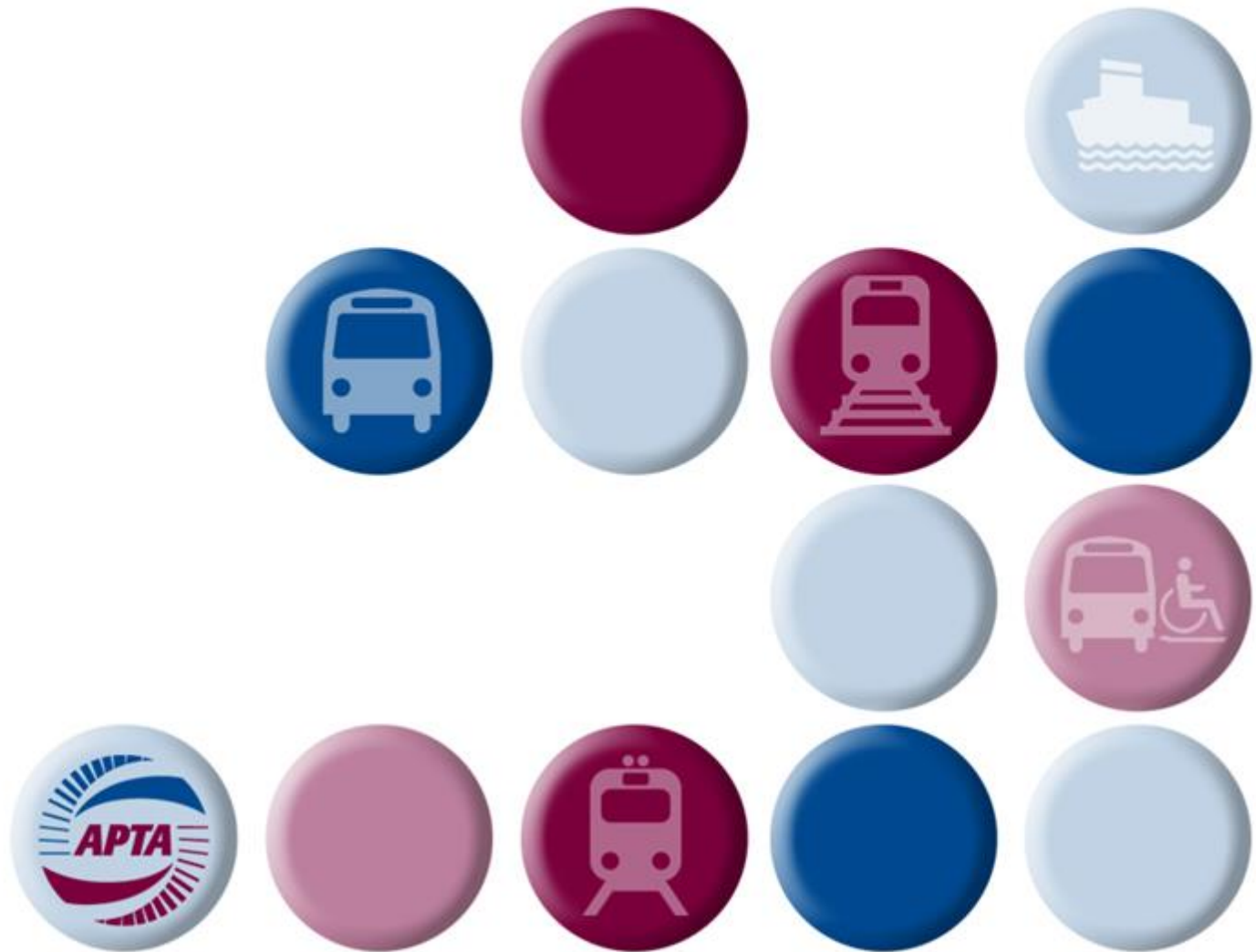


APTA's *My Economic Impact* Tool



May 22, 2017

Release of *My Economic Impact* Tool



Darnell Chadwick Grisby, MPP
Director, Policy Development and
Research
American Public Transportation
Association



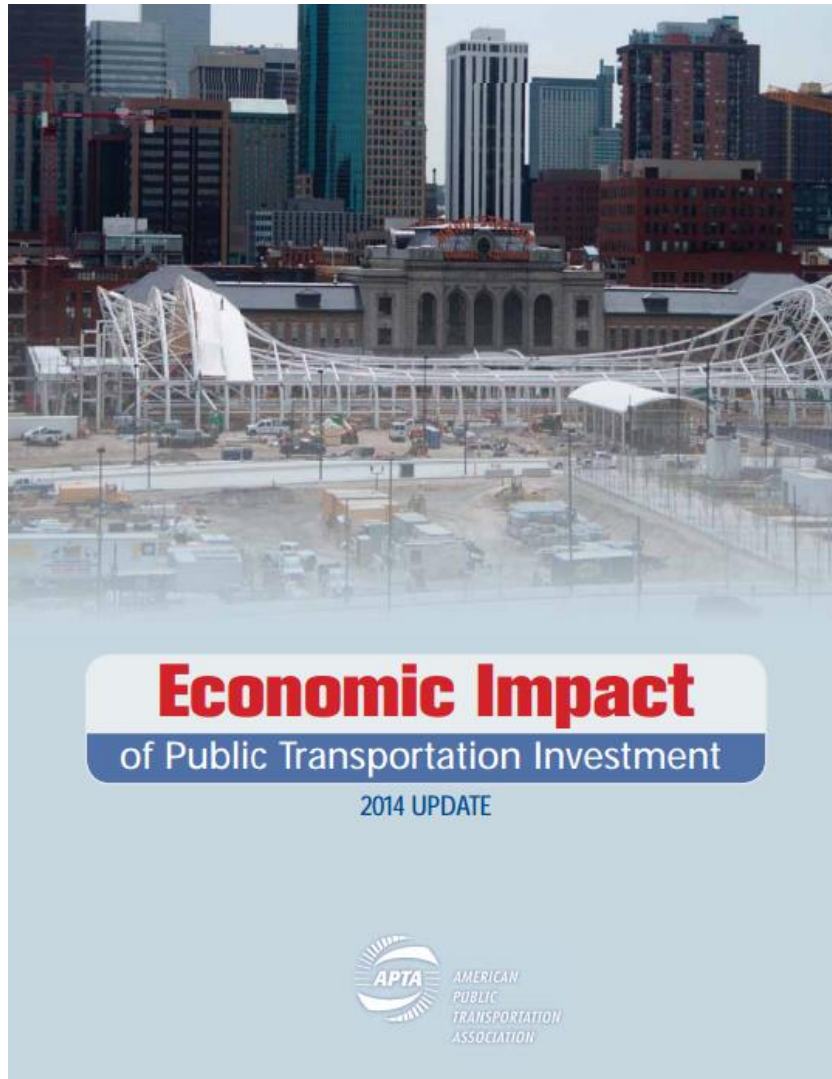
Mantill Williams
Director, Advocacy Communications
American Public Transportation
Association



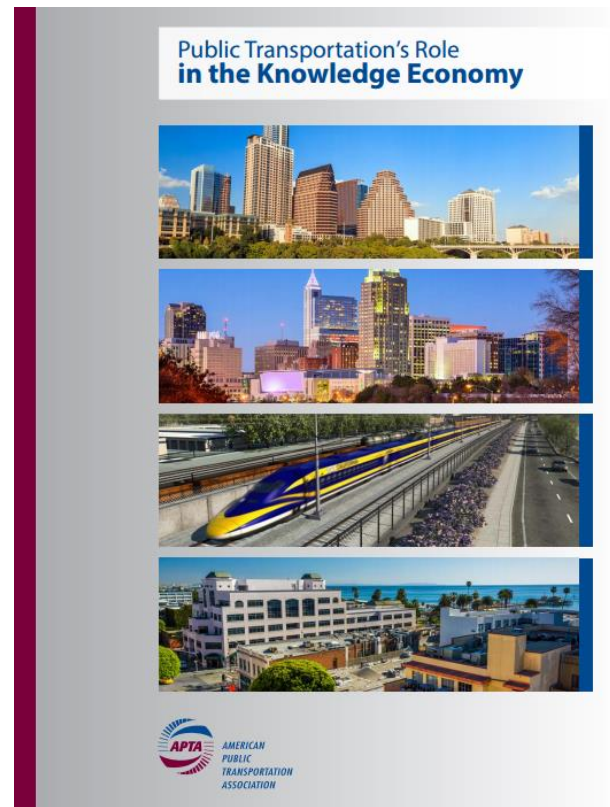
Matthew Dickens
Senior Policy Analyst
American Public Transportation
Association



National Economic Impact Study



Series of Studies on Knowledge Economy



WHERE PUBLIC TRANSPORTATION GOES
COMMUNITY GROWS



My Economic Impact Tool

How to Use It



Prepared for:
American Public Transportation
Association



Prepared by:
Economic Development
Research Group, Inc.





My Economic Impact Tool: How to Talk About My Numbers



Prepared for American Public Transportation Association



How to Talk About My Numbers: What

- The operations of **[Transit Agency]** play a surprisingly significant role in the economy of the **[Name]** region, per a recently completed analysis.
 - The agency's ongoing investment in its service operations, maintenance, and capital projects currently supports **[# of jobs]** jobs representing **[\$ million dollars]** of worker income.
 - This impact also supports **[\$ dollars of Gross Regional Product]** or **[\$ of area business sales]**.



How to Talk About My Numbers: Why/How

- This activity includes people employed directly by the agency or in public transit construction projects, as well as jobs at contractors and suppliers who provide goods and materials to the agency.
 - For example, **[Transit Agency]** contracts with **[Name of Vendor/Organization]** to provide **[service/equipment/other]**.
 - Income earned by employees is also re-spent in the economy, supporting local businesses such as restaurants and retail stores. Thus, public money invested in public transit not only supports improved access for residents and visitors, it also returns to the community in the form of additional jobs and income.
 - The analysis was based on **[Transit Agency's]** current spending budget of **[\$ million dollars]** and an economic impact model for the region, which was provided by the American Public Transportation Association.



How to Talk About My Numbers: Solution

- These are some of the tremendous economic impacts transit agency can deliver if we continue to increase/maintain investment in **[Transit Agency]**.
 - It is important that the **[City/State]** fund/approve the budget recommendation by the **[Transit Agency]**.



To Access the Tool

www.apta.com/MyEconomicImpact

www.apta.com search: My Economic Impact

Resource Library > Hot Topics > Economic Impact

My Economic Impact Tool



APTA transit agency members can now access a powerful new tool for making the case for public transportation. The [My Economic Impact](#) tool uses your agency's budget data to calculate economic impact. The results from this tool will show:

- Jobs, wages, sales, and value-added supported by both agency operations and capital expenditure
- Understanding both direct and subsequent (multiplier) effects as agency activities ripple through the local economy
- Understanding the diverse occupational mix of jobs supported by agency operations and capital activities

[Access the My Economic Impact Tool](#)