**My Economic Impact: How to Talk About My Numbers**

**Three Main Messages Example**

**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].**

**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, **[*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 the current spending budget of **[$ million dollars]** and an economic impact model for the region, which was provided by the American Public Transportation Association.

**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].**