

November 13, 2014 | Darnell Grisby, Director of Policy  
Development and Research, APTA | 2014 Virginia Governor's  
Transportation Conference

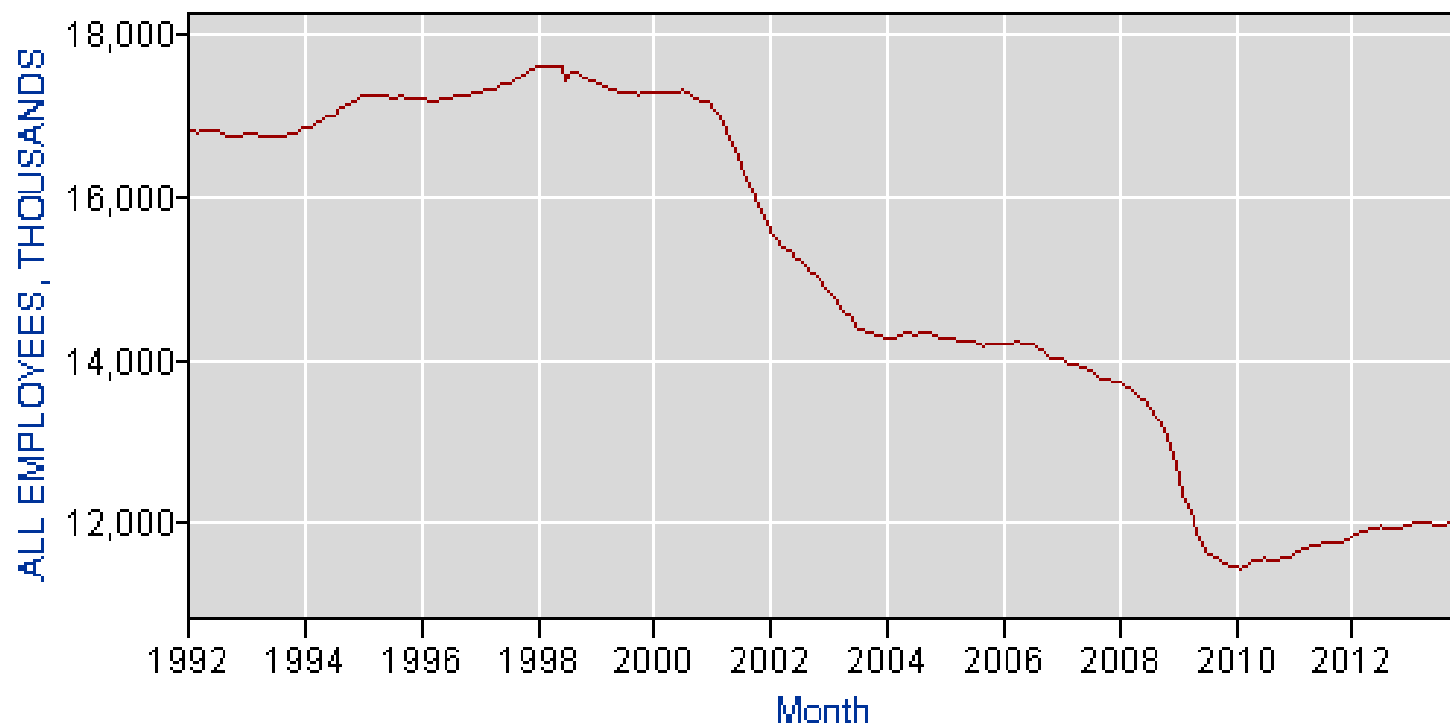


Public Transportation's New Role: Revenue  
Generator, Tax Reducer, and High Tech  
Magnet

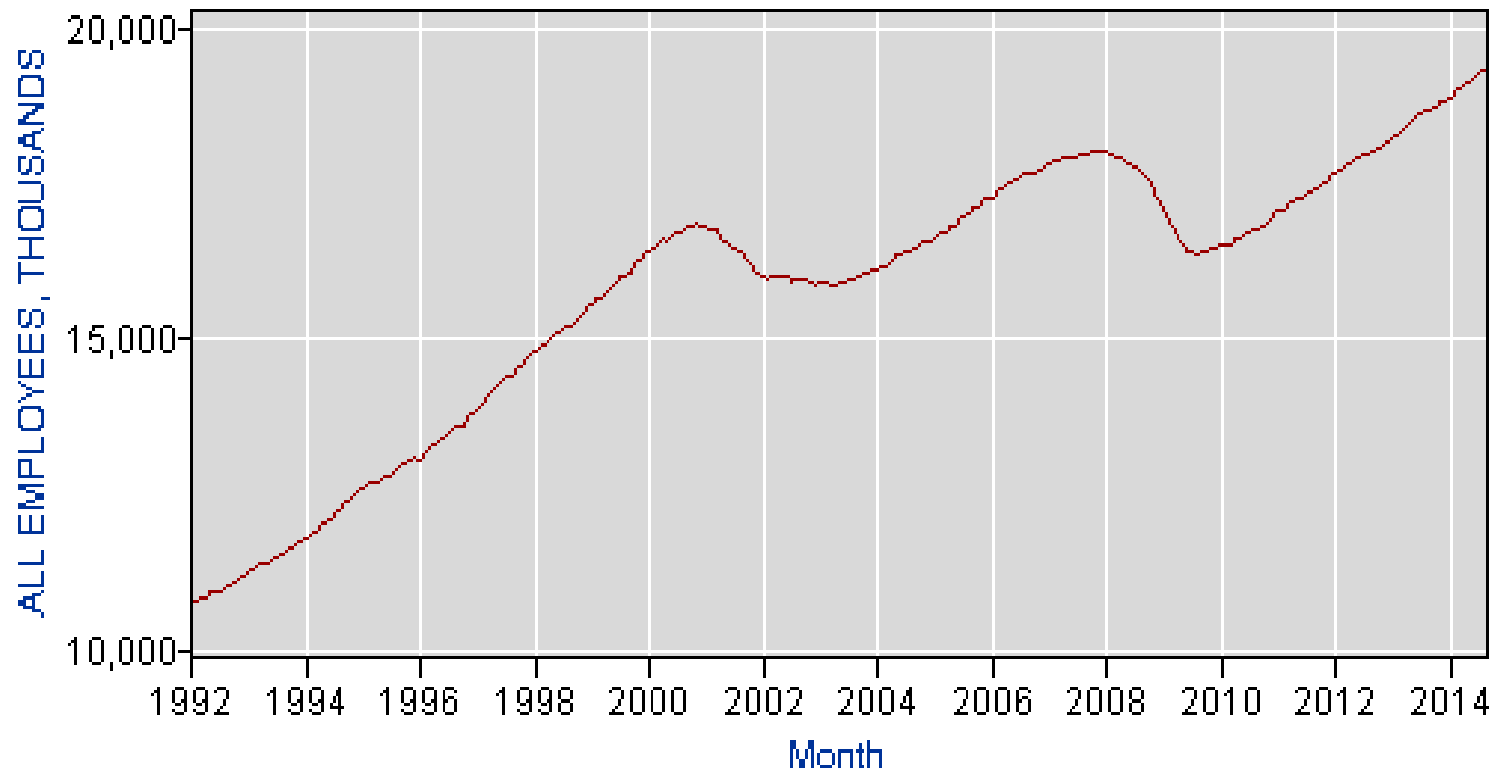
# Record Public Transit Ridership



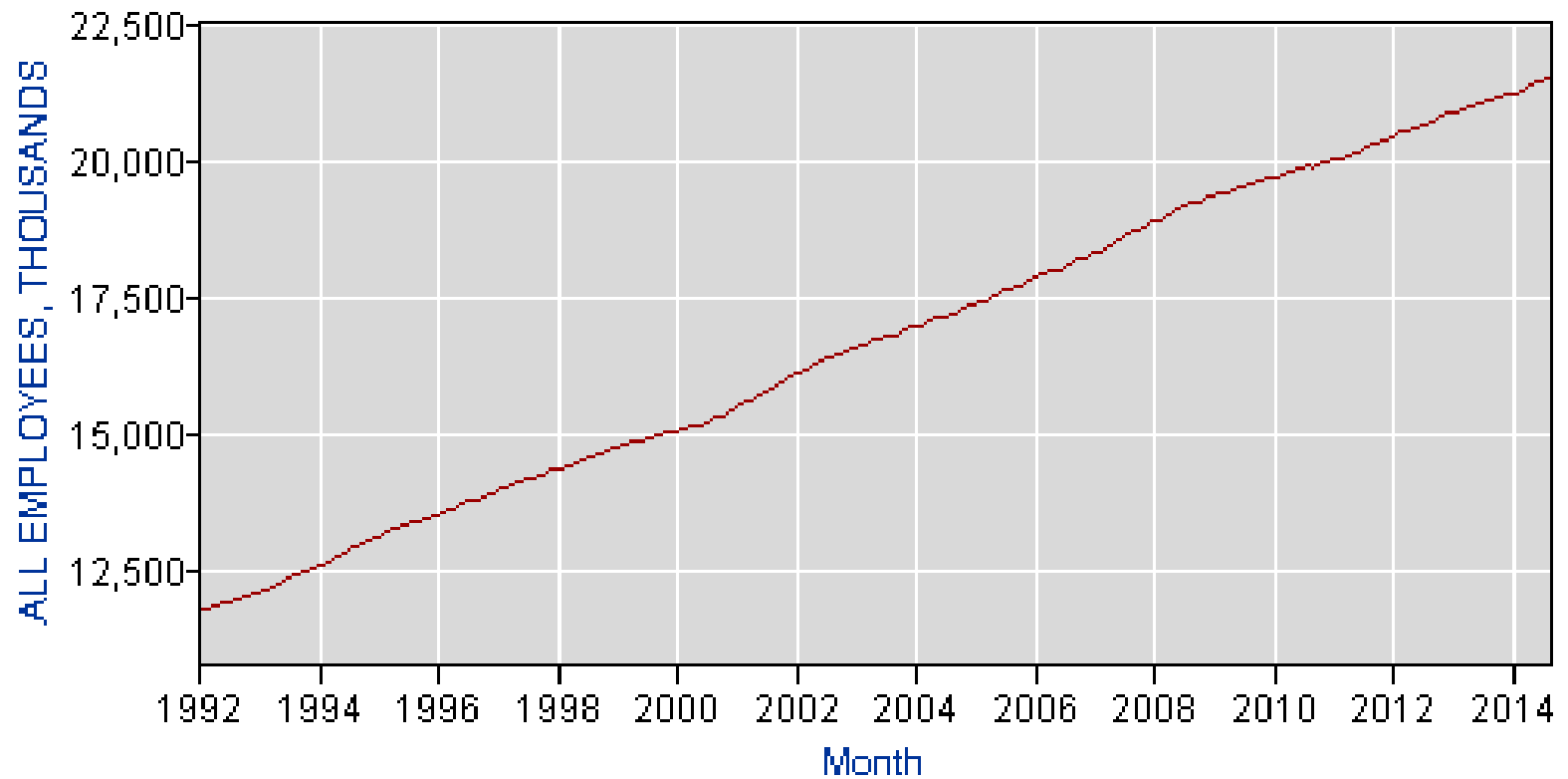
# Decline In Manufacturing Jobs



# Growth In Professional Services



# Growth in Eds and Meds



# Specialized Training & Education

Harvard  
Business  
Review

ECONOMY

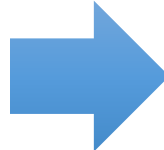
## Employers Aren't Just Whining – the “Skills Gap” Is Real

by James Bessen

AUGUST 25, 2014



# New Job Creation Paradigm







# MILLENNIALS & MOBILITY:

UNDERSTANDING  
THE MILLENNIAL  
MINDSET





# Smartphone As Gamechanger





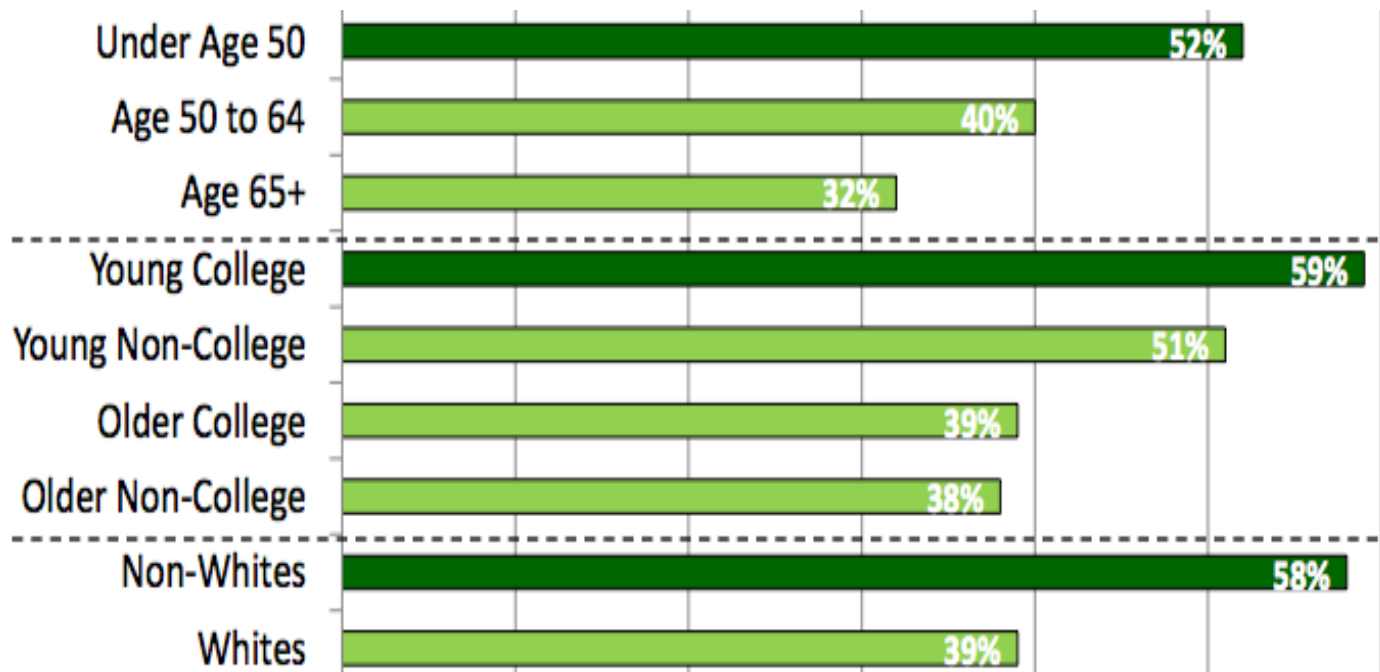
## Potential Takeaways for Future Millennial Transportation Offerings:

**ENSURE MILLENNIALS CAN CONNECT to their digital world while traveling**

<i>Q35 / Q36 - In the future (10 years from now), I'd like to see transportation options that...</i>	<b>TOTAL</b> (n=1000)
Ensure Wi-Fi or 3G / 4G connectivity everywhere I go	54%
Are more <b>connected</b> or <b>tech-friendly</b>	45%

# Community Preferences

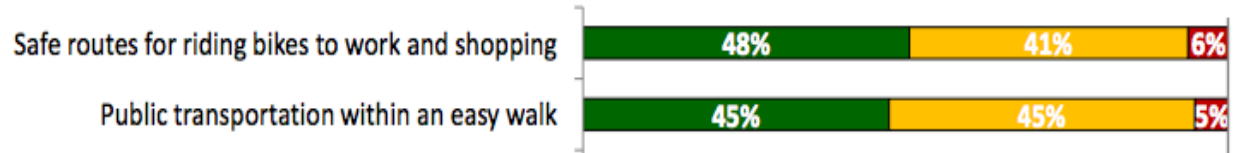
## Non-whites, Urban and Younger Americans Place Higher Priority On Alternatives to Driving



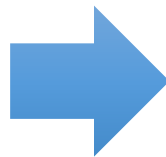
# Unmet Demand

## Amenities Mostly Available, But Many Lack Access to Bike Routes, Transit, Housing and Places to Walk

**Too Little, Right Amount, or Too Much in the Area Where You Live**



# New Job Creation Paradigm







AMERICAN  
PUBLIC  
TRANSPORTATION  
ASSOCIATION

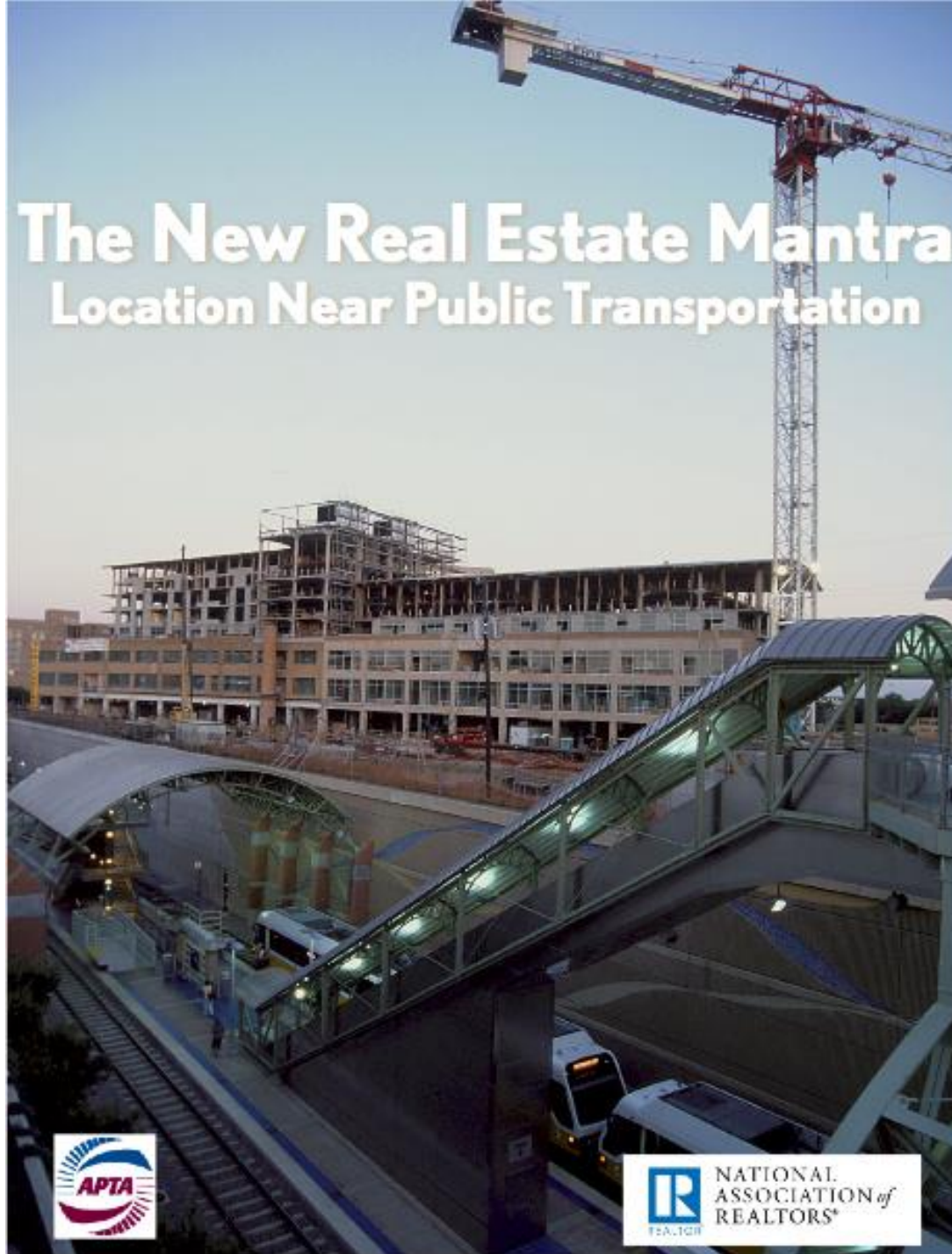
## The Role of Transit in Support of High Growth Business Clusters in the U.S.





# The New Real Estate Mantra

## Location Near Public Transportation





# A NEW PARTNERSHIP: RAIL TRANSIT AND CONVENTION GROWTH



U.S. TRAVEL  
ASSOCIATION



# **Economic Impact**

## **of Public Transportation Investment**

2014 UPDATE





# Net Tax Reducer

## C-TRAN KEEPS PEOPLE—AND OUR ECONOMY—MOVING!

Every day, C-TRAN moves thousands of commuters to jobs and students to school, helps seniors and people with disabilities live independently, and takes cars off our roads and highways.

Efficiencies and cutting costs have helped, but without Prop 1, C-TRAN faces an unacceptable 35% cut to service—the equivalent of taking nearly two of every five buses out of service.

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BUS SERVICE**



**APPROVE PROP 1**



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**Vote to Save Our Buses! Approve Prop. 1 by November 8th.**



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It's good for the environment and for sustainability. Good for the economy. Good for access to jobs, education and healthcare. Good for your future and the future of Orange County. [ourfutureontrack.com](http://ourfutureontrack.com)





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### Latest Research



# For More Information

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

[dgrisby@apta.com](mailto:dgrisby@apta.com)  
202-496-4887

