

From Volume to Value: Measuring and Communicating the Value of Transit Beyond Ridership – Part 1

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3:30 – 5:00 PM

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EBP 

Welcome

EBP US (formerly EDR Group) is an American company based in Boston that provides state-of-the-art economic analysis and research to support planning and policy in multimodal transportation, regional development, energy, and infrastructure.



Agenda

1. What do we mean by the “value of transit” and why is it important to measure?
2. Measuring transit performance impacts
3. Measuring transit spending impacts
4. Transit, equity, and access
5. Transit impacts in rural settings
6. Takeaways – where do we go from here?

Public transit as a critical resource

- Transit as a lifeline
- Transit as a driver of growth
- Transit as a job generator



**Economic Impact of Public
Transportation Investment**
2020 Update



AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

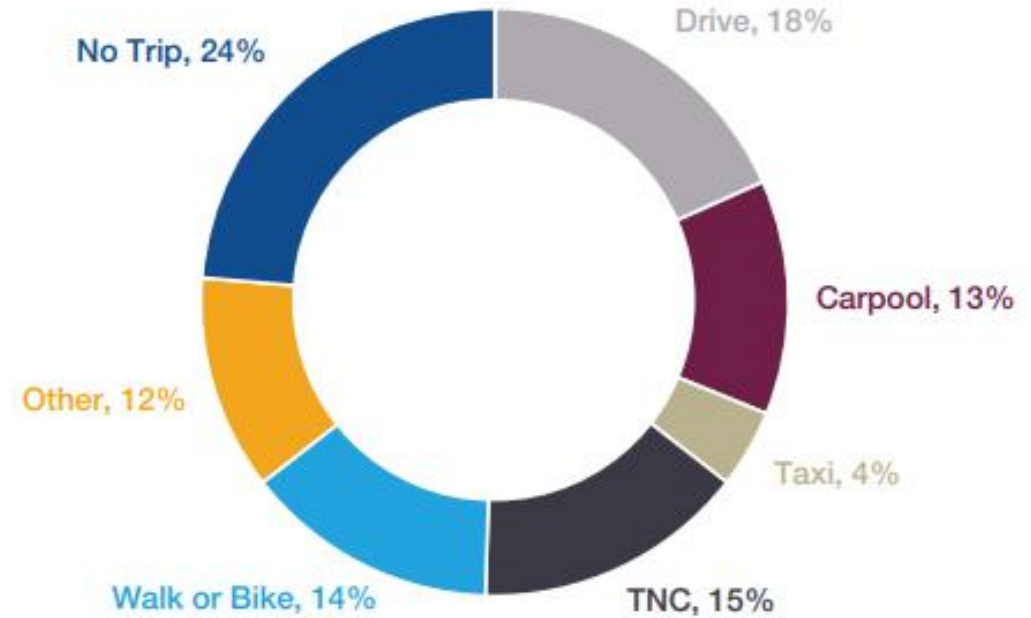
Communicating the value of transit to:

- Transportation professionals
- Legislators and local governments
- The public

Public transit benefits those who rely on it

Transit Passenger Benefits

- Time and cost savings
- Access to jobs and social services



Source: APTA Who Rides Public Transit 2017, and research team analysis of recent on-board surveys.

Public transit benefits the whole community

Benefits for the Wider Community

- Labor force access
- Environmental benefits
- Safety benefits



Public transit spending supports jobs



**Activity
Directly
Supported**



**Supplier
Activity
(Indirect)**



**Spending
of Worker
Income
(Induced)**

Exhibit 4-4: Jobs Generated in the U.S. per Billion Dollars of Spending on Public Transportation

Jobs Generation per \$ Billion of Spending	Capital Spending	Operations Spending	National Average
Direct Effect	4,410	8,702	7,500
Supplier Purchases (Indirect)	3,313	3,204	3,235
Employee Spending (Induced)	4,870	8,052	7,161
Total Jobs	12,593	19,958	17,896
Recommended Value for Use	12,600	20,000	17,900

Source: EBP analysis using data from APTA Fact Book and MPLAN modeling.

Transit and access to essential destinations

Figure 41: Jobs Accessible Within 45 Minutes

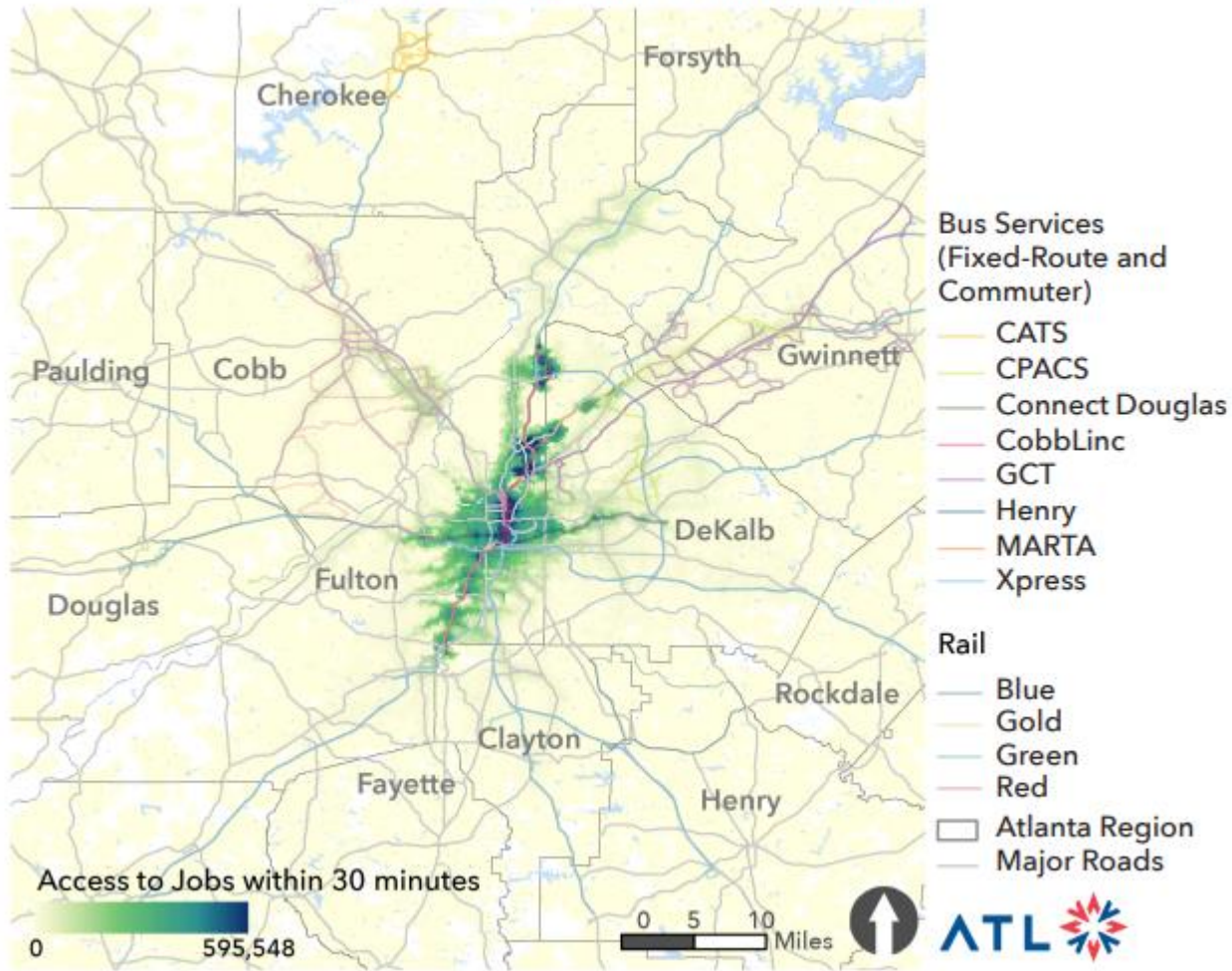
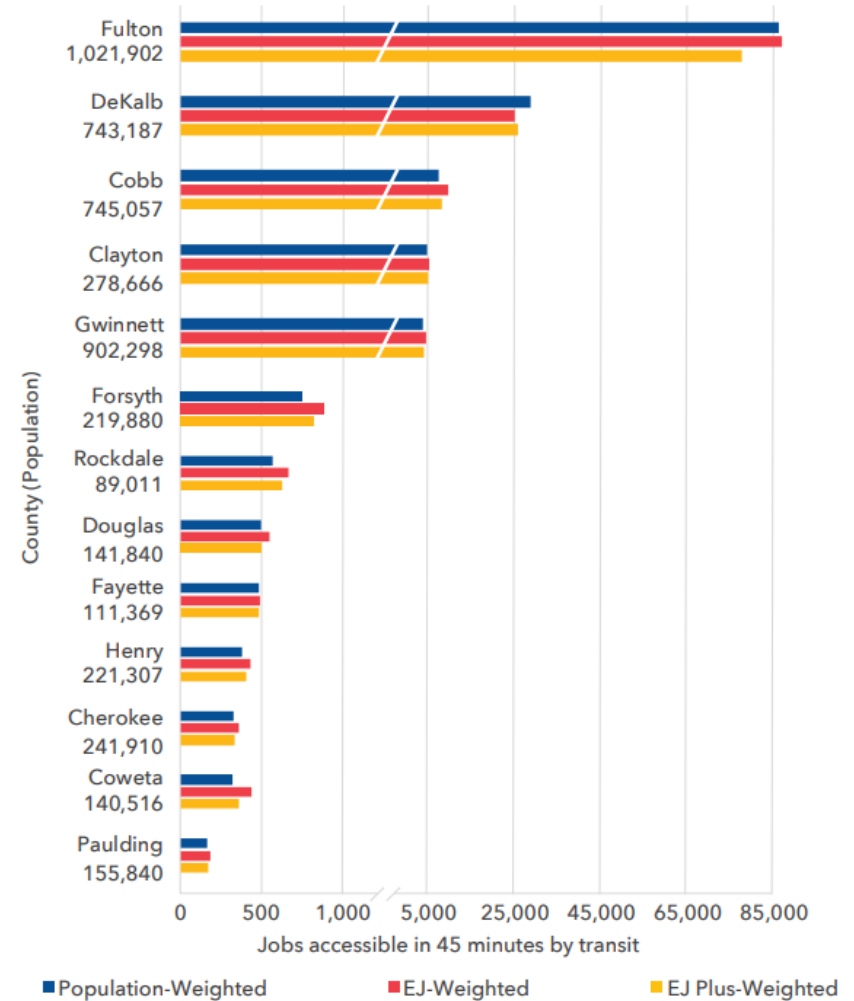


Figure 43: Jobs Accessible by Transit within 45 Minutes - County Detail



Transit in rural areas

- People in rural areas spend a greater share of their incomes on transportation
- Rural areas have a higher proportion of older adults and people with disabilities
- Rates of vehicle incidents are often higher in rural areas



Rural transit...

- Provides rural employers with better access to workforce
- Enables access to non-emergency medical services, which improves health outcomes and reduces healthcare costs
- Allows rural residents to access social services

Takeaways

- Public transit provides many benefits to passengers and the wider community and has a positive impact on the economy.
- Communicating these benefits and impacts is critical for maintaining and growing public transit.

Table 1: Potential Long-term Economic Impact per Billion Dollars of Enhanced National Investment in Public Transportation (Annual Effect in the 2040)*

Category of Economic Impact	Value of Economic Impact (GDP Equivalent)	Wage Equivalent	Job Equivalent
Long-Term Cost Savings Effect	\$3.2 billion	\$1.4 billion	31,800
Investment Spending Effect	\$1.8 billion	\$1.2 billion	17,900
Total Economic Impact	\$5.0 billion	\$2.6 billion	49,700

**Difference in impact between the "Base Case" scenario and "Higher Increased Funding" scenario, expressed as a ratio of \$1 billion of added annual investment in public transportation. See full text for interpretation of wage and job equivalents.*



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