

NEXT STOP:

smart investing

Think public transportation is only for those who ride it? Think again. Even if you never step foot on a bus, you're benefitting from transit service every day. That's especially true if you're in business and concerned about the long term economic outlook of Hillsborough County and Tampa Bay.

Investing in transit generates jobs. According to a recent study by the University of Massachusetts*, for every billion dollars invested in transit nationally, nearly 20,000 new jobs are created -130 percent more jobs than defense investments generate and 55 percent more jobs than by investing in health care. Only education spending comes close - 10 percent more jobs are generated by investing in mass transit than education spending generates.

HART annually contributes \$50 million to the local economy through salaries, fuel purchases, insurance, parts and supplies. Nationally, for every \$1 invested in transit capital, such as buses, rail cars and maintenance facilities, \$30 in increased business sales are generated in the economy. Better still, business sales go up \$32 for every dollar invested in transit service delivery**.

Of course, an important way that transit supports local economies is by freeing up riders' income for other purposes. People who ride transit instead of driving alone save money, reducing or even eliminating the need for an additional family car. That frees up about \$6,000 in discretionary income per household every year -- money that could be spent on food, clothes, recreation and household goods and services.

A thriving local economy takes innovation, resources, and the proper transportation system to keep it running smoothly. We can get there with HART.

Sources: The U.S. Employment Effects of Military and Domestic Spending Priorities, University of Massachusetts, Amherst, 2007; American Public Transportation Association, November 2008.



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NEXT STOP:

a brighter future

Despite recent tough times, we know we have a bright future as a nation and as a community. The question is, how are we going to get there? No matter what direction we turn, it seems we're faced with enormous challenges. If we're going to set our sights high, we'll need strong catalysts to get us rolling in the right direction. One of those is transit investment.

Transit generates more jobs than defense spending does; it even out performs health care spending when it comes to creating jobs. In Hillsborough County, HART directly contributes \$50 million to the local economy while providing new opportunities for businesses that depend on transit to deliver their employees and customers to their door.

The way to get traffic relief is to reduce the number of vehicles on the road. Every weekday, HART carries 45,000 individuals to work, school and shopping, removing approximately _____ vehicles from our crowded highways.

Fewer vehicles on the road means a healthier environment and far less fuel consumption. What's more, transit vehicles are much more fuel-efficient. According to a 2002 study by the Brookings Institution and the American Enterprise Institute, for every passenger mile traveled, public transportation uses about half the fuel of private vehicles. Transit is also finding new ways to roll lightly upon the environment, including the use of alternative fuels such as biodiesel, battery power and compressed natural gas.

When people can get to work, and enjoy their community without relying solely on a car, the community is healthier and wealthier. Today, the Tampa Bay area is exploring smarter, transit-oriented land development policies and practices, and HART is at the table, showing how communities can thrive when their land use incorporates transit.

We have much to do to set our course for a bright future. We can get there with HART.



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