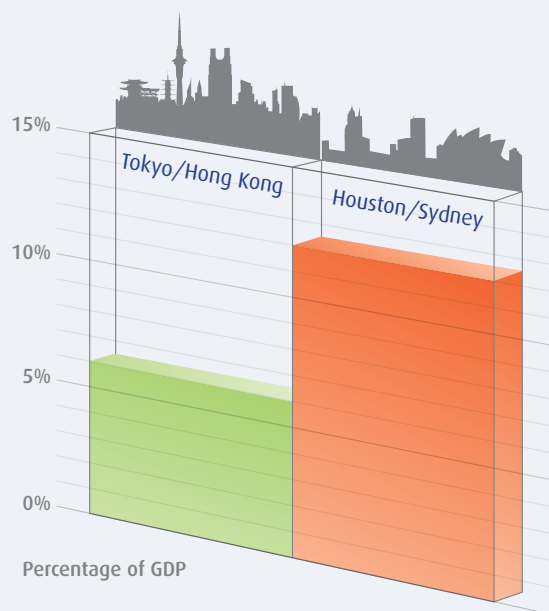


Public transport empowers the economy

The impact of the financial and economic turmoil revealed a systemic crisis calling for an in-depth change. This is the right moment to trigger a societal change and abandon the car-dependent lifestyle.

- > Public transport provides green local jobs. In many cities the public transport network is one of the major employers, and such jobs can not be delocalised.
- > In Europe, public transport operators alone create 1,200,000 direct jobs and every direct job in public transport is linked to four jobs in other sectors of the economy. Public transport represents between 1 and 1.2% of European Union GDP.
- > Every euro of value created from public transport is linked to a further value creation of 4 EUR in the total economy.
- > A massive shift to public transport and sustainable mobility helps economies to reduce their dependency on fossil fuel and improve their balance of payments.

In cities with a high share of public transport, walking and cycling, the cost of transport for the community is half that of cities where this share is low. The cost of transport represents only 6% of the local GDP in Tokyo or Hong Kong but more than 12% in Houston or Sydney. Efficiency gains from this can be valued at around 2,000 euros per inhabitant per year.



2025=PTx2

Geneva (Switzerland)

Geneva adopted an ambitious public transport development policy at the beginning of the decade. If no action had been taken, mobility development projections showed that private motorised mobility would have increased by 42% between 2006 and 2020. The authorities set out to cap this growth at 25% which implies **doubling public transport ridership by 2020**. The public transport master plan envisages a 26% increase in public transport supply between 2006 and 2010, following an increase of 25% between 2002 and 2006. Enabling measures include an increase in supply of tramway services, closer matching of supply to mobility needs throughout the day, the improvement of operational efficiency, and further steps towards the development of a comprehensive suburban railway network (CEVA project).



Public transport creates **25%** more jobs than the same investment in building roads or highways.