



T r a n s b r a n d i n g R e p o r t

» » » for Public Transportation

May/June 2007

Things You Never Knew About Public Transportation

Highlights

- In 2006, Americans took 10.1 billion trips on public transportation—the highest ridership level in 49 years.
- Public transportation use saves the equivalent of 300,000 fewer automobile fill-ups daily.
- Households who use public transit save over \$1,399 worth of gas each year.
- From 1995-2006, public transportation ridership increased by 30%.
- San Diego was the first to provide a wheelchair-lift equipped fixed-route bus.
- New Orleans is operating the oldest street railway line.

News

Greg Chang has recently joined the Majic team as the Business Systems Manager. He has excellent graphic/ web design and business systems experience. Greg will be assisting clients with their marketing strategy and branding. He will also assist with management and performance reviews. Please welcome Greg to our staff and feel free to call him with any questions or comments about our business.

Do you know when public transportation first began and what the mode of operation was? Find out with these fun facts about the industry and more!

Historical Highlights

- The first publicly operated ferryboat was in Boston in 1630.
- New York had the first horse-drawn urban stagecoach (omnibus) line in 1827 (Dry Dock & East Broadway).
- New Orleans began the oldest still-operating street railway line (New Orleans & Carrollton line), 1835.
- New York was the first to use exterior advertising on street railways, 1850.
- Boston had the first fare-free promotion in 1856.
- In 1873, San Francisco operated the first successful cable-powered line (Clay St. Hill Railroad).
- In Indianapolis in 1892, the first national street railway labor union, Amalgamated Transit Union (formerly known as the Amalgamated Association of Street Railway Employees) was founded.
- In 1905, New York formed the first bus line (Fifth Avenue Coach Co.).
- Hollywood, CA operated the first trolleybus line (Laurel Canyon Utilities Co.), 1910.
- The San Francisco Municipal Railway became the first publicly operated street railway in a large city in 1912.
- Philadelphia had the first automobile park-and-ride lot and first bus-rail transfer facility for a non-commuter rail line, 1927.
- In 1939, Chicago was the first city to have a street with a designated bus lane.
- San Francisco became the last surviving cable car transit agency in 1940.
- Seattle had the first monorail system and it was showcased at the Seattle World's Fair in 1962.
- The first federally subsidized intercity passenger railroad (AMTRAK) was formed, 1971.
- Public transportation ridership hits lowest point in 20th century with 6.6 billion riders, 1972.
- In 1977, San Diego is the first to provide a wheelchair-lift equipped fixed-route bus.
- In 1980, San Diego has the first completely new light rail transit agency in decades (San Diego Trolley).
- Miami forms the first completely new commuter rail transit agency in decades (Tri-County Commuter Rail Authority), 1989.
- Public transportation buses are subject to strict pollution controls (Washington, D.C., Clean Air Act of 1990).



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www.majicconsulting.com

27936 Lost Canyon Road
Santa Clarita, CA 91387

Phone: (661) 251-2718
Fax: (661) 251-4877
E-mail: info@majicconsulting.com

Majic Consulting Group:
Increasing the efficiency and effectiveness of public transportation through improved marketing, planning and management.

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Things You Never Knew (continued)

Ridership Facts

- In 2006, Americans took 10.1 billion trips on public transportation – the highest ridership level in 49 years.
- People board public transportation 34 million times each weekday.
- From 1995-2006, public transportation ridership increased by 30%, a growth rate higher than the 12% increase in U.S. population and higher than the 24% growth in use of the nation’s highways over the same period.

Gasoline Consumption

- Public transportation use in the U.S. saves 1.4 billion gallons of gas annually. This represents almost 4 million gallons of gas per day.
- Public transportation use saves the equivalent of 300,000 fewer automobile fill-ups daily.
- The typical public transit rider consumes an average of one half of the oil consumed by an automobile rider.

Saving Money

- Americans living in areas served by public transportation save \$18 billion each year in congestion costs.
- Households who use public transit save over \$1,399 worth of gas annually.
- Transit availability can reduce the need for an additional car, a yearly expense of \$6,251 in a household budget.

U.S. Number of Agencies by Mode

1. Paratransit, 5960
2. Bus, 1500
3. Vanpool, 69
4. Ferryboat, 47
5. Light Rail, 29
6. Commuter Rail, 21



Increased Mobility Options

- By 2025, an estimated 20% of the population will be over age 65. Providing mobility options is critical for older Americans and for those who care for them.

Do you need to jump-start your marketing program? Majic Consulting Group can help your agency focus your program for results.