

MTS Economic Impact Report 2026 Toolkit

Numbers Are In: MTS Brings Nearly $1 Billion Value to Region

Transit in San Diego is coming to a crossroads. As the region will have to decide what the future of transit investment looks like sooner rather than later, one thing is clear: **MTS matters to the local economy, a lot**.

Whether it's the creation of **4,800 jobs across San Diego County** or helping local households save an estimated **$570 million annually**, our latest report shows MTS brings nearly **$1 billion in economic value** to the region.

Now, MTS is seeking support from community partners like you to help raise awareness about the economic impact of public transportation in San Diego County.

Please help us share these findings through your newsletters, social media channels, websites, community events and other communications. Together, we can help more San Diegans understand how MTS benefits the entire region, whether they ride transit or not.

Below, you'll find sample content to share with your audiences. Feel free to use the suggested copy as written, make adjustments to fit your communications, or create your own using the report's key findings. Have questions about how to best share the data?

MTS Contacts

For any questions regarding the economic impact report, please reach out to:

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SAMPLE CONTENT

Newsletter Content:

Public Transit Makes an Impact Beyond the Ride

Public transit doesn't just move people. It helps drive the local economy, to the tune of nearly $1 billion.

The newly released **2026 MTS Economic Impact Report** reveals how investing in our local transit system benefits San Diego County across the board. The report concludes that there's approximately a $2 return on investment that benefits the local economy for every $1 spent by MTS.

Whether you're a rider who benefits directly *(MTS helps San Diego households save an estimated $570 million annually in transportation costs)*, **or not** *(MTS takes 867 million miles of driving off local roads each year)*, **the report shows just how much MTS matters to all of us** *(especially local workers and businesses by supporting nearly 5,000 local jobs, for example).*

Learn how MTS makes an impact on San Diego's economy and communities in more ways than you might expect.

Discover the economic impact of MTS: sdmts.com/economic-impact.

Social Media Content

When posting on social media, please consider tagging MTS pages:

- *Facebook: San Diego Metropolitan Transit System*
- *Instagram: @sdmts*
- *X (Twitter): @sdmts*

1. Local economic impact

Investing in our local transit system pays off.

The local economy gets back nearly $2 in economic activity for every $1 spent by MTS to operate transit. Supporting about 4,800 jobs and nearly $1 billion in economic activity.

And that investment stays local: 81% of operating purchases go to San Diego County businesses and 91% stays within California.

Learn more about the economic impact of MTS: sdmts.com/economic-impact

2. Household savings

MTS makes life more affordable for San Diegans.

A new report shows MTS helps San Diego households save an estimated $570 million every year by reducing the need for driving and car ownership. Approximately 80% of those savings benefit households earning less than $70,000 annually.

Explore the economic impact of MTS (for riders and non-riders alike): sdmts.com/economic-impact

3. Community-wide benefits

Did you know: You benefit from transit even if you don't ride?

Each year, people who choose MTS instead of driving, reduce an estimated 867 million car miles off San Diego roads. That's fewer cars to compete with, less time spent in traffic and reduced vehicle emissions.

See what other positive impacts MTS makes across San Diego County: sdmts.com/economic-impact