

ence is gone or rarely and barely felt. The constant eight-year churn of term limits means that hard work is an essential component of relevance. Being an impact player today is no guarantee of being at the table in the future.

There are no shortcuts – of meeting and getting to know the legislators. It's a 12-month-a-year job. One lobbyist said his team track their mileage as an indicator of their efforts to go out and visit the new legislators in their home districts before session, before any lobbying would

Furthermore, one lobbyist described

part of his job as being his clients' eyes and ears. Because legislators are more and more speaking directly to their constituents through social media (instead of through traditional media), he has to be on social media to stay up-to-date. He can't wait for the newspaper reporters to read the tweets and then tell him. It's too late by then, his client may have already heard the news.

Finally, it's hard to write a piece about how the lobbying game may be changing

Finding success on the big issues

requires a team: trade associations, some public relations help, a social media component, someone to bring the bus loads of people, and light the phones, but most of all – someone to quarterback it all. The future of lobbying includes figuring how those other components can help (or hurt) getting the client results.

Dave Drebes is publisher of the Missouri Scout, www.moscout.com, a private news service covering state politics.



Kimberly Cella

Public transit is the key to bringing our community together. It connects individuals to jobs, communities and each other. Our region has a very successfully utilized system in the jurisdiction it serves. The need lies in expansion.

Compared with 100 other U.S. cities, St. Louis ranks 68th when it comes to transit access. That said, MetroLink provides more than 17 million rides a year, making it the 8th largest light rail system in the U.S. based on ridership. And, MetroBus has 75 routes and almost 100,000 daily boardings, positioning it as the 30th largest bus system in the nation.

There are several potential transit expansion corridors and service innovations which have received extensive review by the metropolitan area's transportation planning organization. Unfortunately, the St. Louis region currently lacks funding to move any large-scale capital public transit project forward. Significant and transformative improve-

ments will only be accomplished when the region builds the case for, and develops, long-term, sustainable public transit financing.

St. Louis city and county contribute 1 percent in sales tax to Metro. While there have been recent setbacks to providing more funding, there is a strong foundation from which to build. As a region, we must explore innovative financing options that could provide potential funding sources to sustain, improve and expand public transit options for riders, communities and businesses. Citizens for Modern Transit (CMT) is committed to moving this effort forward and has partnered with Transportation for America to conduct a six-month study, which aims to assess current fiscal capacity for transit expansion and operation, analyze the best practices of transit strategies nationwide, examine potential changes to state constitutional language or statutes that would create additional funding sources for public transportation, develop a revenue model to project receipts from different sources and develop a menu of possible funding

strategies based on the analysis and findings for local consideration.

Nationally, Missouri ranks near the bottom of states in funding of public transit. Last year alone, Metro/Bi-State Development Agency, the largest transit agency in the state with a \$250 million plus budget, received only slightly more than \$400,000 in state revenue for capital/operating needs. Without an innovative and sufficient long-term funding mechanism, we are missing the opportunity to build stronger, mixed-use neighborhoods and make our region more vital, connected and productive through expanded transit options.

The elements of a long-range transit plan have been identified. We can move forward both incremental projects and a larger vision, but only as funding allows. CMT's "job one" is to find a funding mechanism which works for this region and to build much needed support to ensure transit connects us to our communities and each other.

Kimberly Cella is executive director of Citizens for Modern Transit.

- 16% My income in 2015 will increase more than 15%.
- 16% I expect to earn less in 2015.
- 9% I expect to earn between 4% and 5% more.
- 8% I expect to earn between 6% and 10% more.
- 4% I expect to earn between 11% and 15% more.

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