



Citizens for Modern Transit

FY16 Annual Report



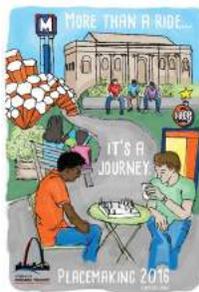


Driving Transit Choice

For more than three decades, Citizens for Modern Transit's (CMT) advocacy work has positioned the organization as a strong and effective voice for driving transit choice. FY2016 was no exception as our efforts continued to create and promote transit opportunities statewide, regionally, locally and individually. More specifically, our proactive efforts included:

- Selection of CMT to manage the statewide Missouri Public Transit Association,
- Ensuring the public's confidence in the St. Louis transit system's safety through the allocation of additional resources,
- Commissioning a study to look at placemaking around three key MetroLink stations,
- Supporting efforts to further study MetroLink expansion, and
- Encouraging a record number of area residents to give transit a try through unique programming.

With the St. Louis region's future economic growth hinging on the quality of access to transportation, CMT realizes that establishing and sustaining a viable transit system is the key to helping communities flourish. As a result, CMT spent the last year working to ensure that the system was safe and secure, in the short-term, while continuing to search for opportunities to fund the system in the future.



Looking to the Future

For the first time since the opening of the Cross County Extension in 2006, the St. Louis region saw activity tied to MetroLink expansion, as work began on the infill Boyle Street Station in the Midtown area. HNTB Corporation was selected to lead the consulting team for this new project. CMT led the feasibility study that played an integral role in the awarding of a \$10.3 million TIGER grant to Metro for the new station.

In addition to the new infill station, MetroLink expansion has been prioritized by both St. Louis City and St. Louis County. MetroLink corridor studies currently under consideration will ultimately help determine which potential routes serve the greatest number of residents and employers, while also providing opportunities for economic investment and development in surrounding areas.

"CMT is committed to supporting a route that provides benefits to our entire region and has the potential to enhance underutilized areas such as the recently designated "Promise Zone." Transit access should unite us as a region, aid in the enhancement and preservation of existing neighborhoods and offer development opportunities to users, residents and employers. St. Louis needs to select and invest in a capital transit project that serves both the urban core and county residents, while providing a catalyst to enrich the communities it serves," said Kimberly Cella, CMT executive director.

Clearly, transit expansion requires significant investments and does not happen overnight. The region has identified public transit service needs for our community and while determining priority routes is an important next step, it also is incumbent that we find funding sources to meet those needs. St. Louis has opportunity be bold, think big and find a way forward together.

With funding playing a critical role in the possible expansion of MetroLink, CMT partnered with the St. Louis Regional Chamber in November to host "The Denver Story: Creative Financing to Bring a Transit Vision to Fruition." The event examined creative funding sources for transit in St. Louis, while also sharing outcomes from the City of Denver's work to expand its transit system. This included key takeaways tied to the success in Denver like the need for effective leadership by the local transit agency and elected officials, the ability to think outside the box when it comes to funding sources for transit and the importance of seeking private sector/corporate support on the plan.



“Transit is an opportunity for St. Louis to think big, reach far and have an impact that extends beyond just the trip from point A to point B. The region needs to aim for the fences with regards to transit,” commented Joe Reagan, President & CEO of the St. Louis Regional Chamber during the event.

Building a Base of Support

For more than two decades, CMT has been building programs in the region to increase awareness of the benefits of transit, whether St. Louisans ride it or not. CMT spearheads numerous programs to promote the many transportation options available in our region with the ultimate goal of increasing ridership on the system. These initiatives include:

The Try & Ride Program, an innovative program that has helped more than 3,500 area residents “test drive” MetroLink and MetroBus, and experience first-hand how easy and advantageous transit use can be for the workday commute. In FY2016, CMT received a federal grant to expand the program to college and trade school students.

“Ninety-seven percent of Try & Ride participants have indicated that the program has been effective in helping them learn how to use transit, with more than 68 percent reporting that they are continuing to use transit for their work commute beyond the two-month program commitment,” said Lisa Cagle, program director for CMT. “So in short, people are trying transit, experiencing how great it can be and sticking with it.”

The Guaranteed Ride Home Program is an incentive-based initiative with 15,000+ registrants that provides a subsidized car ride home for transit, bike and walk commuters in the event of a personal emergency.

The Ten Toe Express Program, which celebrated its ten year anniversary in the spring, has more than 8,000 older adult participants who have taken part in guided walk tours around the St. Louis region. Since its inception, the Ten Toe program has



offered more than 1,200 guided tours, linking transit and the ten toes of area seniors.

The tours are designed to demonstrate the link between healthy living and transit, while enabling seniors to get familiar with the region’s transit system. In FY2016, CMT had the privilege of partnering with AARP in St. Louis to expand the breadth and depth of the program in the community.

The Great Race is an annual event that places local media personalities and other local influentials on teams as they utilize biking, MetroLink, MetroBus, carsharing and walking to see who can travel from their respective starting points to a designated finish line the fastest during the evening commute. The unique event is designed to showcase all of the viable transportation options offered in the region.



The 2016 Great Race event, dubbed “Linking the Last Mile,” was another win for the region, helping to build partnerships, engage local media participation and generate overall community-wide advocacy and awareness for multi-modal options in St. Louis. While Team West took home the win for 2016 and the bragging rights for the next year, the entire region won by getting to experience this exciting initiative which helped to promote the regional asset we have in our transit system, demonstrated the seamless connection commuters can make in this region for multi-modal travel and drove home the importance of activating the last mile by providing access to much needed products and services within a mile of MetroLink and MetroBus stations.



Leading the Way

CMT's leadership has helped increase support from both the public and private sectors so regional investment in transit can continue to stimulate economic development opportunities, help expand the system to further increase service and connectivity and provide St. Louisans with access to employment and vital community resources.

In FY2016, much of CMT's work completed by its board and staff was focused on efforts to demonstrate the importance of transit to the region. One of the ways this was accomplished was through work to have transit noted as a signature, regional priority in the *Forward through Ferguson: A Path Toward Racial Equality* report. The report stated that "A safe, reliable, affordable and efficient public transportation system can increase access to health care, education and employment" and that "Public transit is a key to expanding opportunity for all St. Louisans."

CMT continued to highlight the importance of transit to the region during a panel discussion, held Dec. 1 on the 60th anniversary of Rosa Park's historic act. The event served as a platform to discuss how transit can be a hub around which we partner for improved conditions and access with regards to housing, jobs and education. Panelists agreed that transit services, including buses, light rail and passenger rail, remain important vehicles to improve racial and social equity in all sectors of our communities.



Spotlight on CMT

Every year, the St. Louis Chapter of the Women's Transportation Seminar (WTS), an international organization dedicated to the professional advancement of women in transportation, recognizes one outstanding woman from the St. Louis metropolitan region for her significant accomplishments and contributions to the transportation industry. In FY2016, WTS named CMT Executive Director Kimberly Cella as its Woman of the Year.

Renee Ross, President of WTS St. Louis Chapter, commented on Cella's contributions stating, "Kim Cella exemplifies what it means to be a leader in transportation. She has been working at Citizens for Modern Transit for more than 23 years, during which time she has successfully secured millions in federal and private funding for transit advocacy and education."

The hard work of the organization as a whole was also acknowledged as CMT was named a finalist for the St. Louis Regional Chamber's Arcus Awards for its work on MetroLink expansion and education efforts.



New Voices for Transit

During FY2016, CMT membership unanimously elected seven new members, extended the term of three current members and named officers to the executive committee of its Board of Directors. These individuals were approved in front of a sold-out crowd during CMT's 31st Annual Meeting held at the Renaissance Grand Hotel in downtown St. Louis.

The seven new board members included Mark Carlie, audit partner with BDO; Tom Etling, partner of strategy and innovation at Dovetail; Hart Nelson, vice president for public policy for the St. Louis Regional Chamber; Sheila Holm, associate state director for community outreach for AARP in St. Louis; Gary Elliott, business manager of the Eastern Missouri Laborers' District Council, Kevin Anders, senior director of technical services at Ameren Missouri; and Reneé L. Ross, P.E., manager of operations for Jacobs for North America Infrastructure in St. Louis, MO. During CMT's May 12 board meeting, Brett Schott, vice president of Advancement for St. Louis College of Pharmacy, was also elected to the CMT Board of Directors. Each are set to serve a three-year term.



Current members Bill Hartmann, STLCC-NEA; Chip Casteel; and Julian Schuster, senior vice president and chief operating officer at Webster University, were elected to serve additional three-year terms.

During CMT's Annual Meeting in September, it was proud to recognize two area organizations for demonstrating exemplary leadership in advancing transit in the St. Louis region. St. Louis Community College was recognized with the 2015 New Initiatives Award for the successful launch of a Universal Pass Program, known as U-PASS, designed to increase accessibility to education by providing students with reliable transportation options for getting to class. The 2015 Chairman's Award was given to the Ferguson Commission, in partnership with the Economic Inequity and Opportunity working group, for highlighting the need for appropriate state funding to improve and expand transit opportunities in the region.

Ensuring Confidence

In January, the CMT Board of Directors passed a resolution calling for a doubling of the number of St. Louis County police officers assigned to the MetroLink system. In addition, the Board called on St. Louis County to potentially direct Proposition A funds to provide for the increased resources on the system as needed. In early spring, St. Louis County Executive Steve Stenger led efforts to ensure the doubling of the number of County Police officers assigned to the MetroLink system.



"Kudos to St. Louis County for its leadership on this issue and support of transit in this region," said Rose Windmiller, CMT Board Chair. "The doubling of County Police on the system will go a long way toward ensuring the public's confidence in the safety and security of the current system and garnering support for any expansion of the system in the future."

In addition, St. Louis County Police appointed a new Commander of MetroLink in FY16, and Captain Scott Melies is happy to be on the job.

"I view the MetroLink system as a community, and our job is to ensure this community is safe," said Captain Melies. "Just like we would work to keep any neighborhood we are serving safe, our job is to know our neighbors, engage with our neighbors, and make sure the MetroLink community is safe and secure for any rider on the system."

During 2016, CMT and the AARP in St. Louis teamed up to conduct Environmental Design Audits for the North Hanley, Forest Park and Delmar MetroLink Stations. With transit development sites often serving as natural focal points for activity and the revitalization of adjacent neighborhoods, CMT is utilizing the design audits to examine how environmental design and placemaking could help transform the North Hanley, Forest Park and Delmar stations into focal points in the St. Louis region. The program kicked off in the summer of 2016 and will continue through the Fall of FY2017.

Advocating for Transit

FY2016 was a significant year in CMT's efforts to advocate for transit. In January, the Missouri Public Transit Association (MPTA) announced that it selected CMT and its Executive Director as its new management team. Cella and her team at CMT partnered with Michael G. Winter Consultants to lead efforts on behalf of the statewide transit provider association to help the organization achieve its various goals, which include elevating the status of transit in Missouri, building new coalitions to expand the advocacy base and promoting and supporting MPTA members.



mopublictransit.org

"This year, the MPTA is celebrating its 35th anniversary in Missouri, and we believe under the leadership of this team, we have the opportunity to make a real difference, not only with regards to funding for transit in Missouri, but also as it relates to policies supporting transit and the overall use of transit in this state," said Cindy Baker, president of the MPTA Board of Directors.

A separate partnership with AARP in St. Louis is helping to bring national exposure to the region with regards to transit and livability. In February, CMT and AARP partnered for a half-day seminar in St. Louis, in which Jana Lynott, from AARP in Washington, D. C., introduced the Livability Index Tool to the St. Louis market.

The Livability Index is a signature initiative of the AARP Public Policy Institute designed to measure the quality of life in American communities across multiple dimensions, including housing, transportation, neighborhood characteristics, environment, health, opportunity, and civic and social engagement. The seminar provided an introduction to the new tool, and then a response from St. Louis business leaders and others regarding the economic impact of transit and transportation choice on this community.



On the federal level, CMT advocated for a long-term transportation bill. In December, Congress passed a five-year transportation bill, called the Fixing America's Surface Transportation (FAST) Act. This was the first long-term transportation bill to be passed since 2005. The bill authorized \$230 billion for highways, \$61 billion for public transportation, \$10 billion for passenger rail and \$5 billion for highway safety programs. Additionally, there were no cuts to overall funding levels from the prior bill, MAP-21, including funding for public transportation.

At the state level, the Missouri Senate passed all of the appropriation bills including adopting the House position on transit assistance funding. The bills included \$500,000 in general revenue and \$1,710,875 in state transportation funds for a total of \$2,210,875 in funding. This is an increase of \$1,150,000 over last year's appropriation.

CMT also offered several scholarships to those interested in attending the Transit Midwest Conference in August through the Fred Epstein Scholarship Fund. As one of the founders of CMT, Fred Epstein, whose passions included transit and access to public transportation, ensured the St. Louis region had an articulate, active voice for public transit at this event.

TEST DRIVE TRANSIT
NEXT STOP: COLLEGE

SIUE RANKEN UMSL SLU WEBSTER WUSTL STLCC

90% OF ST. LOUIS COLLEGES & TRADE SCHOOLS ARE ACCESSIBLE BY TRANSIT

25% of metro riders are commuting to school.

GIVE TRANSIT A TEST DRIVE
Sign up for CMT's TRY & RIDE PROGRAM to learn how to use transit for your school commute.

CITIZENS FOR MODERN TRANSIT MAKING TRANSIT A PRIORITY

CMT-STL.ORG

The graphic is a promotional poster for a transit program. It features a blue and white color scheme with a stylized train icon on the left. The text is arranged in a clear, hierarchical manner, starting with the main title and then providing specific statistics and a call to action. The background includes icons for various colleges and a small graphic of the Gateway Arch.

Laying the Groundwork for CMT's Future

Each year, CMT strives to diversify its funding sources to ensure the fiscal stability of the organization for years to come. This year, Citizens for Modern Transit was a recipient of a grant under the American Public Transportation Association's (APTA) Local Transit Coalition Grant Program. The grant allowed CMT to focus on creating statewide messages based on the results of the CMT-commissioned Transit Funding Study.

"Grassroots transit organizations can be the catalysts for positive changes in communities, especially coalitions like Citizens for Modern Transit, which has such a record of success," commented Art Guzzetti, vice president of policy for the American Public Transportation Association.

"NAPTA is pleased to support CMT's efforts to promote transit as a means for sparking economic growth, enhancing quality of life, and underpinning vibrant communities across the St. Louis region."

Furthermore, CMT took on the role as manager of the Missouri Public Transit Association. CMT continues to look for additional grant funding and ways to increase membership in the organization. Membership revenues surpassed budget goals by more than 10% this fiscal year.

CMT staff, Board of Directors, volunteers and members recognize the fundamental importance of a good public transportation system and the role it plays in creating jobs and building a stronger economy and more vibrant neighborhoods. Yet, CMT knows the region has a long way to go in its quest to build more livable, walkable sustainable communities with transit.

**Now is the time to invest in transit.
Join CMT. Drive the future of the region.**



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Throughout our work, CMT draws on the efforts of an array of dedicated volunteers. Thank you!

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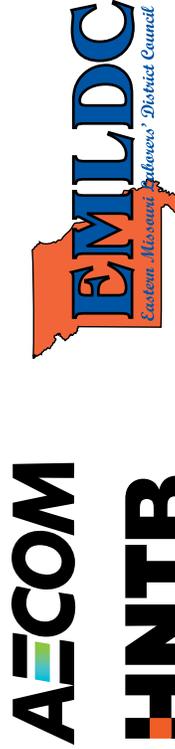
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