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# 2011

CITIZENS FOR MODERN TRANSIT ANNUAL REPORT  
[www.cmt-stl.org](http://www.cmt-stl.org)

# FY11 PROVED TO BE A YEAR OF CHANGE FOR CITIZENS FOR MODERN TRANSIT, TRANSIT AND ST. LOUIS

On the heels of a successful vote in FY10, the positive perceptions towards transit that were created through the FY10 education campaign carried over into FY11. More St. Louisans are getting on board with transit whether they use it or not. CMT saw a significant increase in individual and corporate support for transit and the organization through membership, sponsorships and participation in CMT events. The metro area witnessed the restoration of transit service to the March 2009 levels through the passage of Proposition A. This opened discussions about the future of transit for the region.

CMT, as an organization, experienced a great many changes including new leaders, staff and a new office environment. Through all of these changes internally and externally, CMT demonstrated that St. Louis needs transit whether they ride it or not.



## CHAMPIONS OF ANNUAL MEETING 2011

Citizens for Modern Transit celebrated a historic year at its 26th Annual Meeting and Awards Ceremony on September 17 at the Renaissance Grand Hotel. More than 300 members, supporters and friends turned out to honor the champions of Proposition A, retiring Executive Director Tom Shrout and the successes of the organization over the past year.

CMT recognized the key public figures who were instrumental in the passage of Proposition A including Bob Baer, Donald Suggs, John Nations and representing Washington University Chancellor Mark Wrighton – Rose Windmiller with the Chairman's Award.



From left to right, CMT incoming Chair Don C. Musick, retiring CMT Chair Grace Crews Corbin with the CMT Chairman's Award recipients Bob Baer, Rose Windmiller representing Washington University Chancellor Mark Wrighton, Donald Suggs and John Nations.

**SPECIAL THANKS** goes to the 26th Annual Meeting sponsors who helped to make the event possible. **GOLD** sponsors included Ameren UE; CH2M Hill; Metro; and Washington University. **SILVER** sponsors included BJC Healthcare; Christner; Enterprise Rent-A-Car; HOK; Musick Construction Co.; and URS. **BRONZE** sponsors included CDM; Development Strategies; HDR; HNTB; Jacobs; SEIU Local 1; and St. Clair County Transit District.

"The success of passing Proposition A is attributed to members of the St. Louis community who took ownership of the future of transit, and convinced voters to support it. These four leaders did just that. Bob Baer provided the crucial guidance needed at Metro, Mark Wrighton and Donald Suggs co-chaired the Advance St. Louis Steering Committee and John Nations ran the Advance St. Louis campaign and served as the campaign spokesperson," said Grace Corbin, CMT Chair.

The second award, the Sandra Schoenberg Kling New Initiatives Award, was presented to Liz Kramer. As a recent graduate and then employee of Washington University, she organized not only Washington University students, but also students at Saint Louis Community College, UMSL, Saint Louis University and Webster University. Retiring CMT Executive Director Tom Shrout was recognized for his 22 years of service to Citizens for Modern Transit.



CMT Sandra Schoenberg Kling New Initiatives Award recipient Liz Kramer at the Annual Meeting.

## NEW BOARD MEMBERS JOIN THE EFFORT

As a part of the Annual Meeting, the Citizens for Modern Transit membership base elected new members to the CMT Board of Directors including Nicole Young, CDM; Rev. Tommie Pierson, Greater St. Mark's Church; Katie Jansen Larson, MCU; Susan Stauder, RCGA; Will Fischer, Washington University; and Tom Shrout, Avantt Partners, LLC. Members elected to a second term on the board included Nancy E. Cross, SEIU Local 1; June Fowler, BJC Healthcare; and Mark Vogl, HOK.

In addition, the following new board members joined during the fiscal year: Thomas P. Dunne, Sr., Fred Weber, Inc.; Barb McEwen Ehnes, Webster University; Jim Fredericks, Polsinelli Shughart; and Scott Stevens, Coca-Cola Refreshments.



CMT Board members Mark Vogl and Patrice Gillespie Smith at TOD Seminar in May.



Retired CMT Executive Director Tom Shrout was feted at an event in September.

CMT experienced many changes in FY11. Long time CMT Executive Director Tom Shrout stepped down on August 31, 2010. CMT Board members, past and present, feted Tom at an event on September 22 at the Moonrise Hotel.

To honor Tom's 22 years at CMT, the Board created the Tom Shrout Education Fund. To date, contributions have totaled \$12,000 in his name. Long-time Program Director, Kim Cella was appointed Interim Executive Director in October.

In February, CMT hired Seth Teel as their new Associate Director. A Saint Louis University graduate, Seth has a master's degree in Urban Affairs and a bachelor's degree in Criminal Justice. Seth was named to St. Louis Business Journal's 2010 30 under 30 list. CMT also added intern Jessica Niemeyer, a recent graduate of Saint Louis University, to the staff.

The CMT Executive Committee approved the promotion of Kim Cella to Executive Director of the organization in March. Cella had served as both Program Director and Business Manager for the last 17 years, and had served as Interim Executive Director for the prior six months. During her tenure, she has successfully secured more than \$2.25 million in grants for the organization, including the recent award of more than \$500,000 in Missouri federal funds to improve transit ridership and public perception in the region this fiscal year. Cella received her Master of Business Administration from Saint Louis University and her undergraduate degree from Truman State University.

From December to February, the CMT office space went through a complete renovation with the help of Grace Corbin, interior designer and past chair of the CMT Board, and Musick Construction Company. Through all the changes, the organization has kept advancing transit in St. Louis as its top priority.

# CMT MESSAGE RESONATES ON NATIONAL LANDSCAPE

CMT's message expanded at the national level in FY11 as it was the recipient of two national awards for its "Some of Us Ride it, All of Us Need It" transit message. CMT received several Poli Awards from the American Association of Political Consultants for its television and radio spots featuring the slogan as well as an American Public Transportation AdWheel Award for the campaign.

In April, CMT partnered with the Public Policy Research Center, University of Missouri-St. Louis (UMSL) and the Des Lee Collaborative Vision to host the "Anniversary of Prop A" event. The celebration commenced with Professors Todd Swanstrom and David Kimball of UMSL presenting their paper, From Checkbook Campaigns to Civic Coalitions: Lessons from the Passage of Prop A, followed by a panel discussion featuring Thomas ShROUT, retired executive director of Citizens for Modern Transit and one of the papers' authors; John Nations, CEO at Metro; Don Suggs, publisher of the St. Louis American; Rose Windmiller, Vice Chancellor at Washington University; Nancy Cross, chair of the Greater St. Louis Transit Alliance and vice-president of SEIU Local 1; and Adam Shriver, St. Louis Activist Hub blogger. The event drew a large crowd, and the paper has received national attention.

In June, CMT served as one of the hosts to the National Transit Initiatives Conference sponsored by the Center for Transportation Excellence in St. Louis. Many of the workshops and plenaries highlighted the St. Louis success story for other cities looking to replicate a win. The Indianapolis Star featured the CMT message as a way for their city to move forward with transit in June. CMT also received national coverage in Mass Transit Magazine for its Ten Toe Express Program.



CMT Chair Don C. Musick, III at the Prop. A Anniversary event.



Panel Discussion at the Prop. A Anniversary Event moderated by Eddie Roth with the St. Louis Post Dispatch.

# TRANSIT ORIENTED DEVELOPMENT

## (TOD) BUZZWORD OF FY11

With the successful passage of Proposition A achieved, the CMT Board of Directors, for the first time, adopted a list of legislative priorities for FY11 through the newly established Public Policy Committee led by CMT Board member Nancy Cross. The need for increasing education about the benefits of Transit Oriented Development to state and local officials topped the list. These efforts included a Freshman Legislator's tour in January, securing a presence at the State Capitol with our lobbyist firm Gamble & Schlemeier, and continuing the efforts of the Greater St. Louis Transit Alliance.

"Transit can create jobs, it can bring money into the region and state through development and redevelopment around the stations, it improves access to the community, and it allows this state to compete more effectively in the global economy. We must ensure that our legislators, the development community and St. Louisans know the benefits and ways that they can assist in ensuring an expanded and integrated system for Missouri and Illinois," said Kim Cella, CMT Executive Director.

The outreach did not stop with the legislature. In December, CMT hosted the Future of Transit in the Region breakfast to discuss the need for light rail expansion to create development opportunities. The TOD Seminar in May was sold out as participants came out to hear Dallas' story and

how St. Louis can get on board with TOD. In addition, CMT laid the groundwork through a partnership with Metro and Urban Land Institute (ULI) to move ULI Technical Assistance Panels forward at three stations – Belleville, Richmond Heights, and Civic Center/ Union Station.

CMT applied for a national ULI Community Action Grant to expand its TOD education efforts in FY11. The grant was awarded in May 2011. Additionally, as a consortium partner on the U.S. HUD Sustainability Grant, CMT will be working to educate and advocate for TOD as part of the regional sustainability plan.

CMT Executive Director Kim Cella was also a featured guest writer in the St. Louis Post Dispatch with her op-ed piece, "Is the St. Louis Region ripe for Transit Oriented Development?" in May.



Jack Wierzenski, Dallas Area Rapid Transit's Director of Economic Dept., at the TOD Seminar in May.

# TEN TOE EXPRESS STEPS INTO ILLINOIS



In April, The Ten Toe Express stepped into St. Clair County, IL with an integral walk through the Belleville Historic Hexenbukel neighborhoods. The program's expansion into Illinois was funded through an Illinois Congestion Mitigation and Air Quality grant through the sponsorship of the St. Clair County Transit District and the assistance of the St. Clair County Office on Aging. For the first time, Citizens for Modern Transit's Ten Toe Express program has walks led by trained Ten Toe Walk leaders, originating in Illinois, with destinations in both Missouri and Illinois.

The Ten Toe Express Program began in 2007, and since its inception, more than 7,000 individuals have joined CMT with their own ten toes and Metro. CMT has added more walking maps for participants to use on their own or through the walking groups. The program has proven to be a hit with the media as well. In FY11, CMT received significant media coverage in television, radio and print that has helped to spread the word about the program. Also, CMT developed a Ten Toe video to assist with promoting the program to other cities and groups available at [www.tentoes.cmt-stl.org](http://www.tentoes.cmt-stl.org).

As a result of the program, an Interim Evaluation Report in FY11 indicated participants are walking more and riding in cars less. Over a three year period, the average weekly minutes spent walking increased by two percent while the time spent in a car decreased by 10 percent. The report looked at approximately 5,441 individual participants between 2007-2009.

Special Ten Toe walks this year included a tour of the MetroLink Yard and Shops on May 19 and a Ten Toe Walk in Washington, MO via Amtrak in May. The Ten Toe Program is offered to area residents free of charge through funding from the Missouri Foundation for Health.

Special thanks to the volunteer Ten Toe Walk leaders including Rhiannon Borders; Dan and Meredith O'Connor; Norm and Joan Krumrey; Mary Fran Balmer; and Bruce Oehler.



# AMTRAK AND HIGH SPEED RAIL LAY THE GROUNDWORK FOR EXPANSION

Amtrak's ridership on the Missouri River Runner and on-time performance continued to rise throughout FY11. In addition, the Missouri Legislature approved \$7.9 million in funding for Amtrak in Missouri for the 2011 session. This was \$200,000 less than what was requested, but a significant win for Amtrak considering other state funding for transportation was slashed, including Metro's operating subsidy which was dropped to only \$200,000. These efforts were successful in part due to CMT's continued presence at the State Capitol through its lobby firm, Gamble & Schlemeier.

Missouri also won the UP Great Excursion Adventure beating out other states to have the historic steam engine cross Missouri on its adventure in June 2011. This included a whistle stop at the Kirkwood Station and a day long event at the Multi Modal Station in Downtown St. Louis.

High speed rail continues to make strides in the Midwest. The state of Illinois has received more than \$1 billion in federal stimulus funds to increase speeds between St. Louis and Chicago. This spring, the line between Alton and Joliet began construction. On the Missouri side, Governor Nixon applied for almost \$1 billion in federal funding to make upgrades to the existing Amtrak system and study a new line for high speed rail.

# BUILDING FINANCIAL FOUNDATION FOR FUTURE SUCCESSSES

CMT took some risks in FY10 by funding the spring education campaign which included tapping into its endowment. To ensure that the organization continues to grow and expand, the CMT Board and staff were committed to help shore up the resources. The CMT staff successfully applied for and were awarded three grants in FY11 including a Missouri 3-year Congestion Mitigation and Air Quality(CMAQ) grant; an American Public Transportation Association Grant; and ULI Community Action Grant, totaling more than \$621,000 over the next three years.

In addition, through the generosity of CMT Board Chair Don C. Musick, III, Adolphus A. Busch IV, and the Great Rivers Habitat Alliance, CMT held a fundraiser at the historic Busch Mansion. Membership revenues, for the first time in the organization's history, topped \$75,000 through the generosity of its individual members and the St. Louis business community including the new Diamond level supporter, The Boeing Company, and our other large donors:

# SPECIAL THANKS TO: CMT'S MAJOR DONORS THROUGH JULY 31, 2010

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# TOOLBOX OF INCENTIVES KEY TO GAINING RIDERSHIP IN ILLINOIS

FY11 saw the kick-off of a three-year campaign to increase ridership in Illinois through a toolbox of transit incentives. The program is funded through a federal grant sponsored by the St. Clair County Transit District (SCCTD). CMT kicked off the program in February with the introduction of the Ten Toe Express Program to St. Clair County, the sponsorship of a WeCAR carsharing program, and an education blitz in June on Dump the Pump Day 2011. CMT and SCCTD will be asking residents to "Take a Seat, Make a Stand, and Ride Transit" as the program moves forward over the next three years.

Incentives will include: Guaranteed Ride Home; WeCar; Ten Toe Express; Transit benefit programs; promotional events and educational outreach.



Clockwise, St. Clair County Transit District education campaign for Spring 2011; CMT Executive Director Kim Cella and Jessica Niemeyer participate in St. Louis Regional Clean Air Partnership Kickoff event, and, WeCar sponsored by Citizens for Modern Transit.

# EXPANDING OUR BASE

As a part of CMT's goals in FY11 to engage new markets and expand the base, CMT has stepped up to the plate with its social media outreach. CMT now has a presence on LinkedIn, Facebook, Twitter and YouTube in addition to its website, eblasts and newsletter. The organization continues to look at ways to reach out to students and young professionals who were instrumental in the Proposition A campaign and who see transit as a value to the community. Events in FY11 to increase CMT's exposure included Moth Up St. Louis, Car Free Happy Hours, City Affair, Dump the Pump and Twitter challenges.

CMT's goal moving forward is to engage these individuals even more through new events, networking and social media. CMT is re-engaging its Riders Advocate Committee chaired by CMT Board member Steve Moore and created a new Public Relations Committee chaired by CMT Board member Nicole Young.



CMT board member Will Fischer at the MothUp St. Louis event on Transit Love.



# WHERE DO WE GO FROM HERE?

TRANSIT, some of us ride, all of us need it. Now is the time to lay the groundwork to build on the infrastructure that St. Louisans have supported since 1993. Let's use our system, not just as a means of transportation, but as an economic development tool, that will provide St. Louisans the option to live, work, and play in sustainable, walkable communities with higher densities. Transit creates jobs, increases accessibility and independence, breaks down socio-economic barriers and benefits the environment. In the next year, the discussion will turn to the possibilities of expansion. CMT's objective moving forward is to make sure this region sees these benefits and doesn't miss these opportunities.

Now is the time for St. Louis to invest in transit and CMT - Get on board in FY12!



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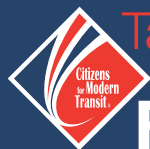
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