



CONNECTING PEOPLE, PLACES & THE REGION

2012



Feature photo by: Jay Swaboda, Transit Pic Challenge Winner



CITIZENS FOR MODERN TRANSIT ANNUAL REPORT
www.cmt-stl.org

A MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR



Kimberly Cella - Executive Director



Don C. Musick, III - Board Chair

FY12 proved to be a year of connecting people and places with transit. Citizens for Modern Transit (CMT) prides itself on being able to make this connection for St. Louis through events and programs, advocacy and education. Transit has the ability to not only move people from point A to point B, but connect people to people, people to their communities, and communities to their region. St. Louis' public transit bypasses state boundaries, regional boundaries and the city/county line. This fiscal year proved to be a great example of just what transit can do through its connections.

CMT hosted numerous events throughout the year on Transit Oriented Development and building near MetroLink. Some of these included Urban Land Institute Technical Assistance Panels on the opportunities around specific stations; this resulted in an official RFP for development at the Belleville Station, businesses choosing to relocate near the UMSL South Station, and the University of Missouri-St. Louis leaders embracing the idea of the "Plank Street" Station as a 24:7 destination in the future. Other activities included Walkabouts at several stations, exploring the relationship between the communities and the residents and their stations.

A significant milestone was reached in St. Louis with record numbers in ridership. St. Louis led the country in increases in bus ridership (15.6% - the highest increase in U.S.) and light rail ridership (8.2% - top 10 in U.S.) for the first quarter of 2012. We are positive that many of our initiatives throughout the year helped to remind St. Louisans to get on board transit: the inaugural Great Race, Wake Up to a Sweeter Commute, the Guaranteed Ride Home Program, Transit Pic Challenge Contests and so much more. An increasing number of St. Louisans are making the connection between riding Metro and a safe, easy and affordable option for work or play.

This year proved to be a year of connecting transit to the economy on the local, state and federal level. We know that for every \$1 invested in public transportation, there is a \$4 economic return for this region. CMT worked diligently through its staff, board of directors and constituents to push for favorable bills for public transit as a way to

connect citizens to jobs, economic opportunities and a better quality of life. A two year federal transportation bill was passed in July, MAP-21. The message of jobs and economic returns seems to be shifting the tide to a more supportive environment for transit on the state front, however funding remained the same.

Inside the organization, the CMT Board and staff made sure that the CMT mission and goals remained current and connected. CMT's new mission statement, *CMT leads advocacy efforts for an integrated, affordable, and convenient public transportation system with light rail expansion as the critical component that will drive economic growth to improve quality of life in the St. Louis region*, will help the organization to meet the priorities ahead.

Each year we take a look back at our achievements and strategize where we need to go from here. CMT has much more work to do. Metropolitan St. Louis is primed for transformational change, a change in the way we view light rail infrastructure and what we build around it. St. Louis is ready for a different way of thinking with regards to building and developing around the light rail infrastructure currently in place.

We now have the opportunity to manage this change for the greatest benefit for the region. Can we create good right-sized development around MetroLink, a nationally acclaimed, well-patronized infrastructure system that the region has invested over a billion dollars to create? Can we expand the system that we have in St. Louis to reach more areas, serve more residents and provide more opportunities for jobs and development? Can we move our elected officials to support a system and a plan that is regional, doable, and benefits the most people? Now is the time for St. Louis to invest in transit and for CMT and to make these things happen. Get on board in FY13!

From Executive Director & Board Chair,

Two handwritten signatures in black ink. The top signature is Kimberly Cella's, and the bottom signature is Don C. Musick, III's.

CELEBRATING 27 YEARS

CMT hosted the President and Co-Founder for the Center for Neighborhood Technology (CNT), Scott Bernstein, at the 27th Annual Meeting on September 23. He spotlighted the award winning transit system we have in St. Louis and talked about the need for the region to utilize one of its greatest resources – the system - to increase productivity and value for the region.

In addition, CMT honored The Boeing Company, Washington University and Metro who stepped up to the plate in FY11 as CMT's Corporate Champions with the CMT Chairman's Award. CMT membership exceeded its FY11 goal by more than 12 percent with the highest membership revenue generated on record.

The second award, the CMT Service Award, was presented to Brian Alexander, a MetroBus operator who went above and beyond the call of duty, saving a young mother and her child from their burning home while on duty. "I am just one small piece of a much larger organization, but I cannot imagine this city without the Metro system. The service we provide each day allows many to have the lives they have today," said Alexander in his acceptance speech.



Scott Bernstein - Center for Neighborhood Technology

ELECTION OF NEW BOARD MEMBERS

2012

The CMT membership unanimously elected Mark Brawley, Ameren Corporation; Erin Cobb, The Boeing Company; and Kathryn Forster, Lashly & Baer, P.C. to three-year terms on the board. Board members re-elected for a second three-year term included: Len Toenges, AGC of St. Louis; Patrick McKeenan, Southwestern Illinois Leadership Council and John Gerst, Big Boy's Steel Erection Company. In addition, Curt Coonrod with the University of Missouri- St. Louis joined the board during the fiscal year.

SPECIAL THANKS TO BOARD MEMBERS WHO RETIRED FROM THE BOARD FY12

Tom Shrout, Bill Kuehling, Todd Swanstrom, Keith Womer, and Cecil Wood.



CMT Executive Director Kim Cella with board members Mark Vogl & Nancy Cross at Annual Meeting

SPECIAL THANKS TO CMT BOARD MEMBERS



CMT CONNECTIONS TO THE COMMUNITY RECOGNIZED

CMT's work was recognized this year with several honors and grant awards. In September, CMT received a Trailnet Active Living Award for its work on the Ten Toe Program in the Non-Profit category. In February, CMT received the WTS (Women's Transportation Seminar St. Louis Chapter) Innovative Solutions Award for its Advocacy/Awareness Programs such as the TOD Lecture series, the Ten Toe Express, employer outreach, and work with WeCar.

CMT received a Missouri Foundation for Health (MFH) Healthy & Active Living one year Community Local Policy Change grant to focus on seven communities along the MetroLink alignment to foster TOD policy development. In addition, CMT continues to work to identify funding sources for the organization.



Ten Toe Group at Trailnet Living Awards



CONNECTING ST. LOUIS TO THE METRO SYSTEM

CMT worked tirelessly in FY12 to create opportunities to increase ridership on the system through education and advocacy programs via Illinois and Missouri federal grant programs.

SPECIAL THANKS GOES TO THE ST. CLAIR COUNTY TRANSIT DISTRICT FOR ITS SUPPORT ON THESE PROGRAMS.

CMT and its community partners hosted events throughout the year to ride, talk about and celebrate the St. Louis transit system. In January, more than 125 people joined CMT for *Transit: Enhancing the St. Louis Economy* Panel Discussion. Panelists discussed the merits of transit to the St. Louis business community internally as well as externally.

In May, CMT kicked off a month of promotions, *Make your Move on Metro*, with a *Let's Build Around Light Rail* Luncheon featuring Katherine Perez a national TOD expert. Perez challenged St. Louis to learn from other cities and build right-sized development around light rail. "There are dogs being walked in downtown St. Louis, there is activity in the urban core on a Monday night which was not there 10 years ago, there are more and more residents in the downtown area - St. Louis is certainly on the edge and now is the time to make the plans," said Ms. Perez.

CMT hosted *Wake Up to a Sweeter Commute* on May 10 reaching more than 4,000 commuters on the morning commute to talk about the Guaranteed Ride Home program.

On May 17, CMT, WeCar by Enterprise, and Trailnet hosted the inaugural *Great Race* to promote alternatives to driving for the work commute from the downtown Post Office Plaza. Less than one

minute separated first and second place (Team Transit) as Team Carshare crossed the finish line first at CJ Mugg's in Downtown Clayton, officially earning bragging rights for the 2012 race. Members of the race teams consisted of local media personalities and other influential St. Louisans. Team Transit has called for a rematch in 2013! Special thanks goes to the St. Louis Regional Clean Air Partnership for supporting the month of activities.

The Ten Toe Express program continues to connect St. Louis' adult population 55+ to hidden gems in St. Louis. More than 700 St. Louisans participated in the Fall and Spring sessions of the Ten Toe Program using their own ten toes, MetroLink and MetroBus to access great destinations in Missouri and Illinois.

More than 7,400 St. Louisans have participated in the Ten Toe Express since its inception. Special thanks goes to the Ten Toe Volunteer Walk Leaders who help to make this program such a success: Dan and Meredith O'Connor, Mary Fran Balmer, Norm and Joan Krumrey, and Hollie Evansco with the St. Clair County Office on Aging.

"St. Louis is certainly on the edge and now is the time to make the plans," - Ms. Perez



Ten Toe Express walk in Belleville

MAKING THE CONNECTION BETWEEN TRANSIT AND THE ECONOMY AT THE STATE AND FEDERAL LEVEL

CMT worked diligently in FY12 to make the financial connection between transit and the economy with state and federal leaders. Through a grant from the American Public Transit Association, CMT worked at the state level with the Missouri Public Transit Association to push the financial benefits of transit for the State of Missouri. Jobs, economic development and ROI resonated well with state leaders through legislative visits, messaging, letter-writing campaigns and grassroots efforts. However with budgetary constraints in the forefront, funding for transit remained at the bottom of the list at the end of session. Amtrak fared a little better, with \$7.9 million for twice-a-day Amtrak service across the state. CMT Executive Director Kim Cella was elected to the Missouri Public Transit Association Board of Directors, and she will continue to serve on the Missouri Passenger Rail Coalition.

Missouri House Speaker Tilley formed a Blue Ribbon Commission to look at the transportation needs of the state. Many CMT members and Alliance members, in addition to CMT Executive Director Cella, testified on behalf of the need for more funding for public transit across the state. In addition, Congress passed a two year transportation bill in July, MAP-21. The state of Illinois continued to move forward with higher speed train between St. Louis and Chicago.

CONNECTING TRANSIT & LIVABLE COMMUNITIES 2012

One of the primary goals for CMT this year was to promote the link between transit and economic development through building around light rail, Transit Oriented Development (TOD). This is a key part of CMT's work as a Consortium Partner of the U.S. HUD Regional Sustainability Grant that was awarded to 11 partners in the St. Louis region.



Katherine Perez, Kim Cella

CMT hosted several national speakers throughout the year to talk about the benefits of building around light rail from the national perspective including Scott Bernstein, President and Co-Founder for the Center for Neighborhood Technology; Katherine Perez, partner with Estalano LaSar Perez LLP in Los Angeles; and Dan Burden, national Walkability Expert.

CMT hosted two Walkabouts at the Rock Road and Wellston Stations to hear what neighbors and community leaders are interested in seeing around their transit infrastructure. CMT then took its TOD work one step further by commissioning two Urban Land Institute (ULI) Technical Assistance Panels (TAP) to look at opportunities around one MetroLink Station in

St. Louis County, one in St. Clair County, IL, and one is planned for the City of St. Louis in FY13.

The two station studies conducted included the Belleville MetroLink Station and the UMSL South Station. A special thanks goes to the St. Clair County Transit District and the AGC St. Louis for sponsoring. The TAPs provided a proactive way of moving the discussion along and getting the partners on board with transit.

In addition, Citizens for Modern Transit created a TOD Clearinghouse website (www.stl-tod.com) to provide a one-stop resource for local elected officials, stakeholders and residents on what is happening in St. Louis and nationally with regards to building around light rail.



Ken Christian with Beyond Housing speaks at Rock Road Walkabout

MAKING CONNECTIONS WITH NEW MARKETS

As a part of CMT's goals in FY12 to engage new markets and expand the base, CMT has expanded its electronic media outreach efforts. A new website was unveiled in September 2011 with the goal of an uncluttered, value-added site for our members and friends. CMT increased its focus on social media networks including Facebook, LinkedIn and Twitter. CMT Twitter followers topped 1,000 in January.

CMT also branched out to local media outlets. CMT Executive Director Kim Cella is now a regular blogger on the Clayton-Richmond Heights, Ferguson, and Sunset Hills Patch sites.

CMT membership topped its goal for the second year in a row, coming in 10% over budget. The organization continues to look at ways to reach out to young professionals. CMT Executive Director Kim Cella served as an urban leader alongside Lambert International Airport's Executive Director for the Good Ideas for Cities event. CMT also hosted the Great Race which targeted young professionals to join Team Transit, Team Carshare or Team Bike in May online or at the event.



Great Race competitors

CMT hosts monthly Transit Pic Challenges, asking St. Louisans to become urban photographers, chronicling a day in the life of transit each month by submitting their best shots of St. Louis transit with a chance to win a monthly transit pass.



Steve Patterson



J. Krug



Chris Reimer

MAKING THE CONNECTIONS IN 2013

FY12 proved to be a good year of connecting people, places and transit. Now is the time to work on building new connections for FY13 to use our system as an economic development tool, a way to create jobs, and an opportunity to create sustainable, walkable communities for our region through an expanded system. Now is the time to invest in transit and CMT. Get on board!



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