



CITIZENS FOR
MODERN TRANSIT
MAKING TRANSIT A PRIORITY

Why INVESTMENT IN CMT MATTERS.

Support transit.
Help St. Louis thrive.



cmt-stl.org



INTRODUCTION

Public transit access is essential to any thriving metropolitan area. It is credited with much more than simply getting people to and from destinations via the MetroLink or MetroBus. A safe, integrated, reliable public transit system also plays a key role in stimulating economic development, attracting and retaining business, establishing healthier neighborhoods, connecting individuals to job opportunities, furthering equality and building sustainable communities.

According to the 2019 Economic Impact Study of Public Transit in Missouri, public transit services in St. Louis employ 2,780 people and generate \$893.6 million in direct spending annually.

This investment triggers an additional \$1.75 billion in local economic activity and 21,080 additional jobs.

There is value in and around transit. That's why developers and business owners consider the proximity to transit when determining where to build, expand or relocate. It's also why more than 22,000 transit riders, major employers, academic institutions and labor/community organizations continue to assist Citizens for Modern Transit in its efforts to establish, support and enhance programming and initiatives to help further public transit.



Who WE ARE

Citizens for Modern Transit is the regional transit advocacy organization established in 1985 to help bring light rail to St. Louis. Since then, we've been working to ensure the St. Louis region has access to a safe, convenient and affordable public transportation system.

We don't own or operate the transit system, but we work to champion, challenge, encourage and advocate for it. We do this by helping to:

- Secure state and federal funding for transit projects,
- Playing an active role in addressing safety and security issues,
- Increasing ridership through various events and initiatives and raising awareness about the benefits of public transit,
- Spearheading feasibility studies to examine the benefits of adding new light rail stations, and
- Furthering sustainability efforts

Citizens for Modern Transit also ensures the value of public transit is understood by elected officials, civic leaders, key stakeholders and the community at large – so the opportunity to fund, improve and expand public transit isn't missed.



Citizens for Modern Transit is like a valuable sibling, who works with us and challenges us. They are a great champion and advocate for transit and a prime leader in making St. Louis a better place.”

TAULBY ROACH

President & CEO

BI-STATE DEVELOPMENT



For nearly 40 years CMT has served as the respected voice for transit riders and advocates in our region. Through your membership in CMT, you are making an investment in the future of public transit.”

D'ANDRE BRADDIX

Chief Diversity Officer

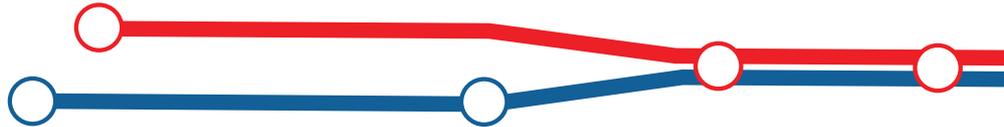
ST. LOUIS COMMUNITY COLLEGE

CMT'S KEY SUCCESSES

Celebrated the opening of the 17-mile MetroLink alignment in 1993

Played key role in multiple MetroLink expansion projects

Raised more than \$12 million in grant funding for ridership programming



Rallied voters to pass a quarter-cent and half-cent sales tax increase for transit in 1994 and again in 2010, respectively



Helped secure a federal grant for a feasibility study that laid the groundwork for the development of the Cortex MetroLink Station, completed in 2018



Brought regional leaders together in 2016 to address MetroLink security issues and continues to date through the efforts of the Transit Advisory Working Group



Started construction in 2023, on the MetroLink Extension Project in St. Clair County to extend the MetroLink from the existing Shiloh-Scott MetroLink Station to MidAmerica St. Louis Airport



Helped secure \$11.7 million in state investment for transit in 2023 in Missouri

Completed five Transit Stop Transformation Projects, including those at four Metro Transit Centers and a MetroBus Stop, from 2020 – 2023.



AREA PROGRAMS

Citizens for Modern Transit is probably best known for its work in establishing and expanding unique programs and initiatives to encourage individuals to utilize the system on a daily, weekly or even occasional basis to get where they need to go. We are also committed to ensuring riders feel safe, know they are appreciated and have access to resources that help simplify the commute. Some of these programs include:



Guaranteed Ride Home

This program helps commuters who use public transit, ride their bikes or walk to work gain access to more immediate transportation options if a personal need arises. It enables them to take a cab, utilize ride-hailing services, like Lyft, or rent a car through Enterprise. Citizens for Modern Transit then subsidizes 80 percent of the cost, up to \$60 per ride, for those eligible.



Talking Transit

“Talking Transit” events are hosted quarterly to keep members, elected officials, stakeholders, transit riders and others in the loop on issues and efforts influencing the local transit system. These educational gatherings feature guest speakers and panel discussions address topics like transit-oriented development, safety and security, best practices, placemaking, workforce access, economic impact studies and more.



Try & Ride

Some residents disregard transit as an option because they aren't familiar with the system or how to utilize it. This program addresses this issue head-on. It has been credited with helping more than 7,000 workday commuters learn how to navigate transit through an array of free resources, including personalized transit routes, transit passes, tips and Guaranteed Ride Home registration.



Transit Rider Engagement

We work with Metro Transit, the Bureau of Transit Police and other partners to highlight the benefits of transit, build relationships between riders and the law enforcement patrolling the system, and surprise and delight Metro Transit customers. This is accomplished through quarterly events that have included themes like “Stay Toasty on Transit,” “Wake up to a Sweeter Commute,” “Transit is a Home Run” and the “College Transit Challenge.”



TenToe Express®

This program, in partnership with AARP in St. Louis, has helped more than 8,000 local adults experience how easy it is to integrate walking with public transit use to get around town, while exercising and connecting with others in the community. Participants take part in weekly, guided walking tours to area hot spots and other cultural attractions.



Transit Stop Transformation Projects

With AARP in St. Louis and other partners, we have successfully transformed a MetroBus stop and four Metro Transit Centers into engaging, colorful spaces with landscaping, shade structures, seating, interactive elements and more. Each has turned places people typically pass through into community amenities that improve safety and security, build ridership and increase engagement. Transformations have been completed at a Maplewood MetroBus Stop and the Emerson Park, Belleville, North Hanley and 5th & Missouri Transit Centers. These projects have garnered national recognition and are being positioned as a best practice for emulation nationwide.



Developing a skilled workforce is critical to the long-term economic growth of St. Louis. A key factor in this is making sure workers and those wanting to reskill can get to and from school and work efficiently and cost-effectively. For many this means using public transit. Advocating for expanded access is one of CMT's many missions. By supporting this organization, you are supporting critical transit access programming and leadership working to further our safe, integrated, world-class system."

HART NELSON

Chief Operating Officer

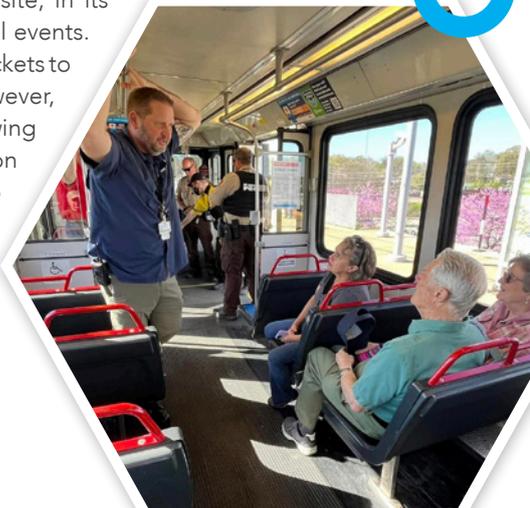
ST. LOUIS COMMUNITY COLLEGE

Why

WE NEED YOUR HELP

Citizens for Modern Transit is a 501(c)3, member-based organization. In order to accomplish our mission, we rely heavily on the support of businesses and organizations like yours.

Corporate supporters are recognized on Citizens for Modern Transit's website, in its annual report and onsite at special events. They also receive complimentary tickets to events and free transit passes. However, the real value is found in knowing that your business or organization is playing a key role in helping to further transit access in St. Louis. We know the mission. We work hard. We get the job done.



SPONSORSHIP OPPORTUNITIES

Consider supporting Citizens for Modern Transit. There are multiple sponsorship levels available. All contributions are tax-deductible and help the organization fulfill its mission-driven objectives to ...

- Implement short and long-term transit access expansion plans
- Secure funding for transit development and expansion
- Help ensure a safe and secure ride for all transit users
- Commission pilot programming, studies and assessments to help underscore the value of transit, make informed decisions and advance transit accessibility
- Keep elected officials and key stakeholders up-to-speed on transit-related issues and opportunities
- Establish relevant programming that continues to meet the needs of the ever-evolving marketplace
- Champion the local transit system and help advance the region
- Empower, lead and maintain highly effective board members, staff and volunteers
- Ensure efforts meet the needs of the organization's diverse constituency
- Expand ridership through unique programming
- Build grassroots support in the community for transit, among both riders and non-riders

GIVING LEVELS

 DIAMOND
(\$25,000)

 PLATINUM
(\$10,000)

 GOLD
(\$5,000)

 SILVER
(\$2,500)

 BRONZE
(\$1,250)

Help ST. LOUIS THRIVE.

Don't just take our word for it. Hear from other corporate sponsors about the difference their partnerships have made.



Through the years, CMT members and staff have been active advocates for our region's transit system. They're champions for the value that transit brings to St. Louis."

ADELLA D. JONES
Chief of Staff
UNIVERSITY OF
MISSOURI-ST. LOUIS



The transit challenge energized our campus community and I'd like to give a big shout-out to CMT for organizing this event. It was such a pleasure to get to work with representatives from other institutions and highlight our region's public transit system. Already looking forward to next year."

AAMNA ANWER
Sustainability Coordinator
WASHINGTON UNIVERSITY





I believe CMT is one of the most important keys to the region’s success. Working to create safe transit opportunities for all and connecting people are essential elements to an overarching strategy that promotes economic growth throughout the region. CMT champions the connections that help our region’s growth!”

AL MOORE

*Director of Corporate Security
and Crisis Management*

SPIRE, INC.

Yes!



I WANT TO BE A CORPORATE SUPPORTER

Company _____

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Phone _____

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Sponsorship level:

- BRONZE (\$1,250)
- SILVER (\$2,500)
- GOLD (\$5,000)
- PLATIUM (\$10,000)
- DIAMOND (\$25,000)



Those interested in becoming a corporate supporter can scan the QR code, complete the membership form and payment process at www.cmt-stl.org or complete, detach and mail this form with a check to: Citizens for Modern Transit, 701 Market Street, Ste. 275, St. Louis, MO 63101.



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