



# CITIZENS FOR MODERN TRANSIT

Annual Report **2013**



20 Years  
of Bringing  
MetroLink to Life



## A MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

Twenty years ago this past July the first trains left the platform in St. Louis as MetroLink began its inaugural ride in St. Louis. FY13 was a great year to celebrate not only MetroLink's ability to connect riders from Point A to Point B, but also its connections to healthier communities, economic development opportunities, increased access/independence for many, and the ability to use MetroLink to build livable, walkable communities.

Understanding the positive impact transit has on a region, a small group of business people, elected officials and interested citizens formed a local transit advocacy organization in 1985, called Citizens for Modern Transit, to bring light rail to St. Louis. Through hard work and creative local matches for federal funding, MetroLink opened in St. Louis in 1993 to record ridership. The original system has grown to 46 miles and 37 stations in Missouri and Illinois. Citizens for Modern Transit has been an integral part of this work since the very beginning.

From the moment MetroLink debuted in St. Louis, ridership has far exceeded forecasted expectations. To this day, MetroLink continues to carry large numbers of St. Louisans for work and play. In fact, 2012 saw MetroLink ridership increases ranking in the top 10 of light rail systems across the country.

In April 2010, St. Louis, Metro, and Citizens for Modern Transit made national headlines when, despite the economy, we passed a sales tax by 63 percent to fund transit. CMT's education campaign, "Transit, some of us ride it, all of us need it," became a national mantra for transit.

Bloggers, urbanists, and now even mainstream media have begun to embrace alternative modes of transportation as viable alternatives. This past summer, the Mineta Transportation Institute and the American Public Transportation Association (APTA) ran a survey showing that 73.6% of Americans strongly agree that tax dollars should be used for, "expanding and improving public transportation" in their communities. Is St. Louis ready to do what it takes to expand our use

of MetroLink even if not all St. Louisans ride transit? Now is the time to think about how the current MetroLink system can serve the region over the next 20 years.

The greatest opportunity to be leveraged as a region is through the build-out of more livable, walkable communities around our system. There is significant room for growth along the existing alignment from this perspective. This type of growth would help St. Louis attract and retain millennials, immigrants and others, who are more likely to choose transit and other alternative modes over buying cars and driving solo. It also serves as a means for older adults who no longer drive to maintain their independence, promotes a cost-effective transportation option for low-income households, and makes our region a more competitive consideration for attracting and retaining businesses, as well as individuals and families.

The regional economic benefits of MetroLink and the connecting MetroBus system cannot be understated. The success of MetroLink is based just as much on what happens outside the windows of the train as the actual rides we take. Fiscal Year 2014, on the heels of MetroLink's 20th Anniversary, would be a great year to decide where St. Louis wants to take transit over the next 20 years because even though some of us ride it, all of us need it!



Kimberly M. Cella  
Executive Director



Don C. Musick, III  
Chair, CMT Board of Directors



## CELEBRATING DEVELOPMENT AROUND METROLINK AT THE 28TH ANNUAL MEETING

The many benefits of building around light rail were the focus of CMT's 28th Annual meeting, held Sept. 14 at the Embassy Suites Hotel. Topics of discussion included the success of the new Mercantile Exchange (MX) development in Downtown St. Louis, ways to access healthy foods via transit and the impacts of public transit on our local economies. The 2012 Chairman's Award was presented to Amos Harris and Spinnaker St. Louis for the \$250 million Mercantile Exchange Development. Jennifer Ash, Metro's Real Estate Manager, and Jeffrey Randol, Cornerstone Ventures, received the Sandra Schoenberg Kling New Initiatives Award for the Metro Mobile Markets Program.



## NEW BOARD MEMBERS GET ON BOARD WITH TRANSIT AND TOD

The membership unanimously elected Jeffrey Aboussie, Building and Construction Trades Council of St. Louis, AFL-CIO; Bob Baer, former CEO of Metro; C.K. "Chip" Casteel, Jr., St. Louis Regional Chamber; Bill Hartmann, St. Louis JCD-NEA; and Marcus Long, St. Louis College of Pharmacy to three-year terms on the board at the Annual Meeting. In addition, Mary Lamie with EFK Moen and Julian Schuster with Webster University joined the board during the year. Special thanks to Dennis Flatness, Stephen Moore, Barb Ehnes and Patrick McKeehan who retired from the board in FY13.

*MetroLink has been a huge success and has been a tremendous asset for the people of our region for the past 20 years. Congratulations to my friends at Metro and Citizens for Modern Transit for all that you do for our region.*

*- Former US Congressman Jerry F. Costello*

## SPECIAL THANKS TO OUR DONORS (8/1/12-7/31/13)

### DIAMOND

BJC Healthcare  
Washington University in St. Louis

### GOLD

St. Louis Regional Clean Air Partnership  
Cortex  
Enterprise Rent-A-Car  
Fred Weber, Inc.  
Great Rivers Greenway  
Metro  
Musick Construction Company  
Siemens  
URS

### SILVER

Insulators & Allied Workers Local 1  
Emerson  
Parsons Brinckerhoff  
Ridefinders  
Webster University

### BRONZE

Ameren  
Archdiocese of St. Louis  
BSI Constructors  
Building and Construction Trades Council  
Central States Bus Sales, Inc.  
CH2M HILL  
Christner Inc.  
Development Strategies, Inc.  
EFK Moen, LLC  
Fredericks, James  
Geotechnology, Inc.  
HDR Engineering, Inc.  
HNTB Corporation  
HOK  
Maritz Inc.  
Polsinelli  
Regions Bank  
SEIU Local 1  
St. Clair County Transit District  
St. Louis Bridge Construction Company  
St. Louis College of Pharmacy  
St. Louis Community College  
St. Louis Regional Chamber  
St. Louis University  
St. Luke's Hospital  
Tarlton  
The Laurel  
University of Missouri - St. Louis  
US Bank  
Young, Nicole

### CMT CHAMPIONS

Alpers, Dr. & Mrs. David  
Amalgamated Transit Union - Local 788  
Annis, Kelly  
Bardol, Tony  
Callow, Richard  
Casteel, Chip  
Cella, Kim and Jim Chier  
Christian, Ken  
City of Clayton  
Coonrod, Curtis  
Corbin, Grace and Gary  
Cross, Nancy  
DCM Group  
Dottheim, Steven  
Economic Development Resources  
Edwards, Joe  
Emmis Communications  
Flatness, Dennis  
Fox Family Foundation  
Grogan, Bill  
Grunbaum, Werner & Inge  
Hamilton, Nancy  
Hudson & Associates, LLC  
Jacobs Engineering  
Lamie, Mary  
Lewis, Craig  
Lewis, Robert  
Mantiband, William  
McCormack Baron Salazar  
McReynolds, Thomas R. & Rebecca Case  
MODOT Multi-Modal Systems  
Mulligan Printing  
Rolle, Barry  
Roth, Edward M.  
Scott, Mr. Hugh III and Mrs. Ann  
Sehr, Thomas and Margaret Wayne  
Sheet Metal Workers - Local 36  
Shrout, Tom and Debra  
Staunder, Susan  
Stevens, Scott  
Tabor, James  
The Giving Community  
Tobin, Mr. & Mrs. Heagney  
Vogl, Mark  
Welek, Charles  
Windmiller, Rose  
Zink, Douglas



## MOVING TRANSIT FORWARD THROUGH EVENTS, PROGRAMS & GRANT AWARDS

CMT was awarded two new federal grants under the Congestion Mitigation and Air Quality (CMAQ) program to build ridership, provide support for creating livable communities that foster transit use, and, for the first time, to conduct a feasibility study for a possible new MetroLink Station at CORTEX in midtown St. Louis. These grants will bring more than \$1 million in federal funding to the region.

CMT also received a new grant from the Missouri Foundation for Health, which focuses on two MetroLink stations and the surrounding communities, to create TOD form-based overlay codes through a partnership with Metro, the City of St. Louis, St. Louis County and Beyond Housing.

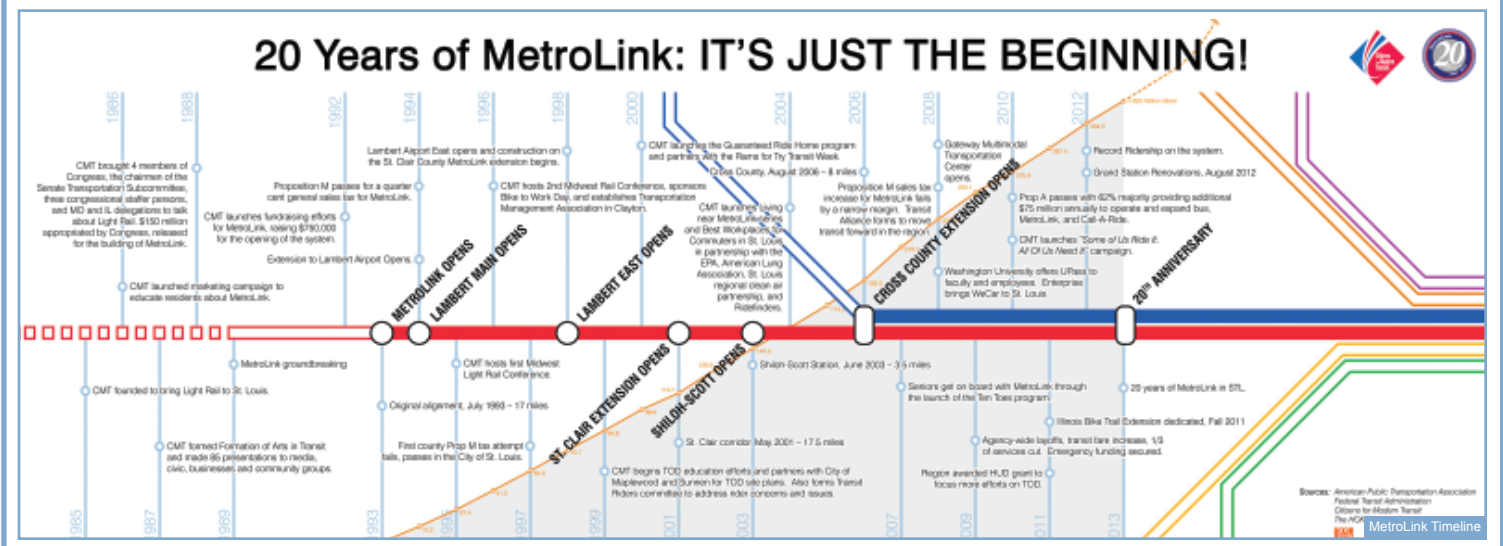
In November, CMT initiated the *Tapping into Transit* program with the Mayor's Vanguard Cabinet. The series aims to educate the public on the developments in public transit. High Speed Rail was the focus of the inaugural event featuring Rick Harnish, Executive Director of the Midwest High Speed Rail Association. The series continued in June featuring a panel discussion on new transit initiatives in the St. Louis region. Titled "Meet me in St. Louis on a Trolley, a Streetcar or Bus Rapid Transit?", the discussion featured Joe Edwards, the Loop Trolley TDD; Steve Smith, St. Louis Streetcar Company; and Mark Phillips, Metro.

Last fall, CMT also worked hand in hand with the St. Clair County Transit District to introduce Phase II of the MetroBikeLink Trail in St. Clair County, Illinois. With the expansion, the trail now spans 6.9 miles along MetroLink in Illinois.



MetroBikeLink Trail Opening

In February, CMT partnered with the largest rental car company in North America, Enterprise Rent-A-Car to implement an improved Guaranteed Ride Home Program. The new partnership gives CMT's registered transit, bike and walk commuters the opportunity to receive emergency rides home through any Enterprise Rent-A-Car locations in the Greater St. Louis Region, Southern Missouri, and Southern Illinois at the special price of \$45/day.



## MAKE YOUR MOVE ON METRO

CMT's *Make Your Move on Metro* in May returned this spring. Supported by the St. Louis Regional Clean Air Partnership, the special month of activities included a *Wake Up to a Sweeter Commute*, event held on May 10 at area MetroLink stations and transfer centers, providing area commuters information on the Guaranteed Ride Home program; the May 9 *Tapping into Transit* happy hour event targeting young professionals; the 2nd annual Great Race on May 30, promoting the alternative transportation options available to St. Louis commuters; numerous walks with the Ten Toe Express and Metro; and collaborations with local media to promote transit, including the introduction of "Tony Transit" through a partnership with Emmis Communications.

On July 31, CMT hosted an event celebrating the 20th Anniversary of MetroLink.



Held at Three Sixty at the Ballpark Hilton in Downtown St. Louis, the event celebrated the success of MetroLink over the course of its 20 years in St. Louis. Special thanks to the sponsors that made this event possible, including Siemens; Fred Weber, Inc.; Musick Construction Company; Parsons Brinckerhoff; URS; EFK Moen LLC; Central States Bus Sales, Inc.; Washington University; St. Louis Regional Chamber; Webster University; Polsinelli and UMSL.

Throughout the year, CMT also continued its successful Ten Toe Express Program, MetroLink Monitor Program, employer outreach, social media network and other advocacy efforts. We appreciate the role of Ten Toe Walk Leaders Dan and Meredith O'Connor, Norm and John Krumrey, Mary Fran Balmer and Hollie Evansco in helping to make the Ten Toe program a success, as well as our team of MetroLink Monitors who help to ensure the system is maintained, clean and safe for all riders.



*MetroLink is an investment that the St. Louis region can be proud of! The easy and accessible commute provided by MetroLink between our two centers of commerce helps to further connect us. The key to a successful St. Louis region is bridging the political and social barriers in our region, and MetroLink does exactly that!*

- County Executive Charlie A. Dooley





## HIGHLIGHTING DEVELOPMENT AROUND TRANSIT

CMT kicked off FY13 highlighting Denver's FasTracks program at the Annual Meeting. CMT's keynote speaker, Laura Aldrete, spoke about the impacts of a one-cent sales tax referendum for transit which has allowed the Denver RTD, Denver's transit agency, to begin building places for Transit Oriented Communities along future lines/stops.

In the Fall, CMT hosted a panel discussion highlighting opportunities for development around four MetroLink Stations. In addition, CMT released a report titled *10 Strategies for Attracting Development Near Transit in a Slow Growth Market*. This booklet is a compilation of ideas garnered from organizational findings in St. Louis, published research, and information from work completed through CMT's Missouri Foundation for Health, Urban Land Institute, and HUD Regional Planning and Sustainability Grants. In addition, CMT launched the TOD Clearinghouse website.

In February, CMT members and friends turned out to hear Dena Belzer, national TOD expert and President of Strategic Economics. Ms. Belzer highlighted the economic benefits of building around light rail and discussed issues faced by communities that do not thoroughly think through their investments in road projects vs. transit projects to ensure it has the desired effect on economic development, land use, public health, and overall health of the region.

In addition, CMT commissioned two Urban Land Institute (ULI) Technical Assistance Panels at the Grand Station and at a possible CORTEX station. Chouteau's Greenway, a high speed rail hub at the Grand MetroLink Station, and/or a platform were bold ideas presented by the panel of experts as transformative measures for the area around the Grand MetroLink Station. In June, CMT challenged the CORTEX Technical Assistance Panel (TAP) to answer questions about station location, possible parking garage sites to maximize TOD, and incentives to attract further development. This concluded four TAPS that CMT has commissioned over the last two years.



*MetroLink provides a critical connection between the region's communities. It is a link for job growth, a link for you to become a tourist in your own town, and a link between our neighborhoods. Not only has MetroLink helped the region grow over the past 20 years, but it will continue to do so as more young people become less car-dependent and more focused on sustainable transportation.*

*-Francis Slay, Mayor, City of St. Louis*



*For the last 20 years, MetroLink has helped connect residents and visitors to a vibrant network of businesses and communities across the St. Louis region. By providing affordable, efficient transportation and reducing traffic congestion and air pollution, modern mass transit systems like MetroLink are a wise investment in America's future.*

*- Senator Dick Durbin*

## MAKING THE CASE FOR TRANSIT AT THE LOCAL, STATE AND FEDERAL LEVELS

CMT worked diligently in FY13 to elevate the conversation linking transit and the economy at the local, state, and federal levels. This year, for the first time in years, the Missouri legislature took up a proposed one-cent sales tax increase that would have raised nearly \$8 billion over a decade for transportation projects. The proposed increase would have required voter approval. It was defeated in the final hours by the Senate. However, there is hope that legislators are realizing that state funding for transit is a significant need that must be filled. Currently Missouri is one of the lowest ranked funders of transit in the country. Last year the budget was \$560,000 for 33 public transit providers across the state. Amtrak fared better this year with an increase to \$8.5 million for twice a day service in Missouri.

CMT Executive Director Kim Cella was elected to a two-year term to the Missouri Public Transit Association Board, she also serves on the Missouri Passenger Rail Advisory committee.

One year into the federal transportation bill, CMT supports the passage of a new, five year Federal Surface Transportation Reauthorization Act to replace and significantly restructure authorization levels currently provided in the two-year MAP-21 legislation. The new reauthorization legislation should be structured to provide a degree of funding authorization that will appropriately distribute funds to address future public transit needs at all levels – large and small, urban and rural.

## EXCEEDING OUR GOALS WHILE PREPARING TO MEET NEW CHALLENGES IN FY14.

FY13 proved to be a good year for Citizens for Modern Transit setting new records in ridership on the system, membership levels in the organization, grant awards, and participation in our education and advocacy events. CMT built new partnerships with local media, other non-profit organizations, and advocacy groups, while also welcoming a new Grants/Program Manager, Lenora Fisher, to the staff.

In FY14, we will be focused on building new connections so we can meet the new challenges that lie ahead. Let's take the energy from celebrating 20 years of MetroLink success in St. Louis and ensure that our system continues to move ahead and meet the needs of the St. Louis region over the next 20 years. Now is the time to invest in transit and in CMT. We hope you will get on board!



MetroLink celebrated 20th Anniversary on July 31



Take a Seat.  
Make a Stand.  
**RIDE TRANSIT!**

CITIZENS FOR MODERN TRANSIT

911 WASHINGTON AVE. STE. 200 ST. LOUIS, MO 63101

**Chair**

Don C. Musick, III

**Vice-Chairs**

Nancy E. Cross

James A. Fredericks

Rose Windmiller

**Secretary**

June McAllister Fowler

**Treasurer**

Nicole Young

**Past Chair**

Grace Crews Corbin

**At-Large**

Mark Vogl

**Board Members**

Jeffrey Aboussie

Robert Baer

S. Mark Brawley

C.K. "Chip" Casteel

Curtis Coonrod

Thomas P. Dunne, Sr.

Kathryn Forster

Will Fischer

John Gerst

William Hartmann

Mary Lamie

Marcus Long

Rev. Tommie Pierson

Julian Z. Schuster

Susan Stauder

Scott Stevens

Leonard Toenjes

**General Counsel**

Larry Katzenstein

**Executive Director**

Kimberly M. Cella



Please remember Citizens for Modern Transit in your will.

Non profit org  
U.S. Postage Paid  
St. Louis, MO  
Permit No. 1136