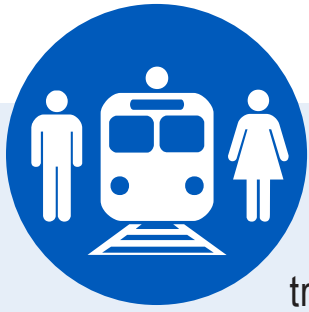


2014 FISCAL YEAR



CITIZENS FOR MODERN TRANSIT
Annual Report



Great Strides in 2014

By recognizing the importance of a good public transportation system, the opportunities for a stronger economy and more vibrant neighborhoods are that much closer for the St. Louis region.



Citizens for Modern Transit (CMT) made great strides in Fiscal Year 2014 to move transit forward in the region. This included leading a feasibility study for a possible new station on the light rail system, launching a new ridership enticement program and passing form-based overlay zoning around transit. FY14 was also a year to celebrate MetroLink's ability to connect record numbers of riders from Point A to Point B and CMT's proactive efforts to help foster healthier communities, economic development opportunities, increased access/ independence and the building of livable, walkable and sustainable communities in St. Louis through transit.

Over the years, the original MetroLink system has grown to span 46 miles and features 37 stations creating new connections and opportunities in both Missouri and Illinois. The region came together with a priority list of transit projects in 2014 including light rail, streetcars and bus rapid transit. In addition, the Missouri legislature moved a historic bill forward with the passage of HJR 68. While Amendment 7 was not successful at the polls, voters had the opportunity to vote on a total transportation funding package for the first time in Missouri history. CMT will now look towards the next legislative session to continue to advocate and strategize for a state funding mechanism for public transit.

By recognizing the fundamental importance of a good public transportation system, the opportunities for a stronger economy and more vibrant neighborhoods are much closer for the St. Louis region. Yet, we still have a long way to go toward the building of more livable, walkable and sustainable communities around our system. Studies indicate strong support among various age groups for public transit, especially people aged 18-35, older adults, and immigrant populations. Additional transit options also increase access for our lower income households and disabled citizens.

The regional economic benefits of MetroLink, and the connecting MetroBus system, should not be understated. The success of the St. Louis system is based just as much on what happens outside the windows of the train as the actual ride we take. Fiscal Year 2015 marks the start of CMT's 30th year advocating for transit. It is a great year to decide where St. Louis wants to take transit over the next 30 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





Driving Ridership

The CMT challenge is to provide new ways for commuters, residents & visitors to get on board with transit.



Citizens for Modern Transit launched the Try & Ride Program in FY14 with great community support. More than 375 St. Louisans committed to trying transit in the first two months. Launched in June, the transit enticement program includes a personalized transit route for the work commute, a month of complimentary tickets, a journal to capture stories and write down reminders, and a list of tips and tricks for using transit. Media personalities Paul Cook with Y98 and Todd Morgan with KHITS jumped on board with the program, and the train, to chronicle their “transit adventures” on-air. The program, sponsored in part by the St. Clair County Transit District, is a two-year program and will continue through 2016.

CMT’s ridership programs did not stop there. In June, the organization launched the Best Workplaces for Commuters in St. Louis and held numerous Commuter Happy Hours and Wake Up to a Sweeter Commute events at stations throughout the year. This year was highlighted by the third annual Great Race, which was the largest competition held to date. The event featured a host of different media personalities, CMT members, and friends racing from Clayton to Shrewsbury to highlight the possible transportation alternatives available for the work commute in St. Louis.

The Guaranteed Ride Home Program also saw significant increases in registered riders as well as in the number of new employers on board with transit benefits programs. CMT partnered with the Green Business Challenge to highlight programs for employers, and also created the Commuter Choice Toolkit as an answer to the question, “How do we bring transit to the worksite?” This resource detailed programs and opportunities for employers to build transit ridership at their sites, while answering commonly asked questions posed by employers relative to transit. Enterprise Carshare partnered on carsharing promotions, which served as another tool for employers to help increase transit ridership and promote alternatives to driving alone to work.

The Ten Toe Express hit the trails in FY14. With more than 800 participants over the fall and spring sessions, CMT launched a new aspect of the Ten Toe Program that helps to further link transit to trails, thanks to a grant from Great Rivers Greenway. The Ten Toe Program would not be possible without the dedicated support of the volunteer walk leaders. A special thank you to those leaders, including Dan and Meredith O’Connor, Norm and Joan Krumrey, Mary Fran Balmer, Marcietta Reed, Loretta Davis and Mary Blaies. Recognition is also in order for the partnership with Beyond Housing that brought the Ten Toe Express to Pagedale at the Rock Road Station and the CMT Metro Monitors who help to ensure the system is maintained, clean and safe for all riders through a volunteer “watch” program.

Ridership and advocacy programs are key to moving transit ridership forward in the St. Louis region. Through grants and local community partners, CMT is able to continue to challenge itself, and others, to provide new ways for commuters, residents and visitors to get on board with transit.

New Transit Opportunities



“Stakeholders and neighbors are asking for MetroLink.

It’s very refreshing to have the community, and some of the region’s largest employers, out front seeking MetroLink.”



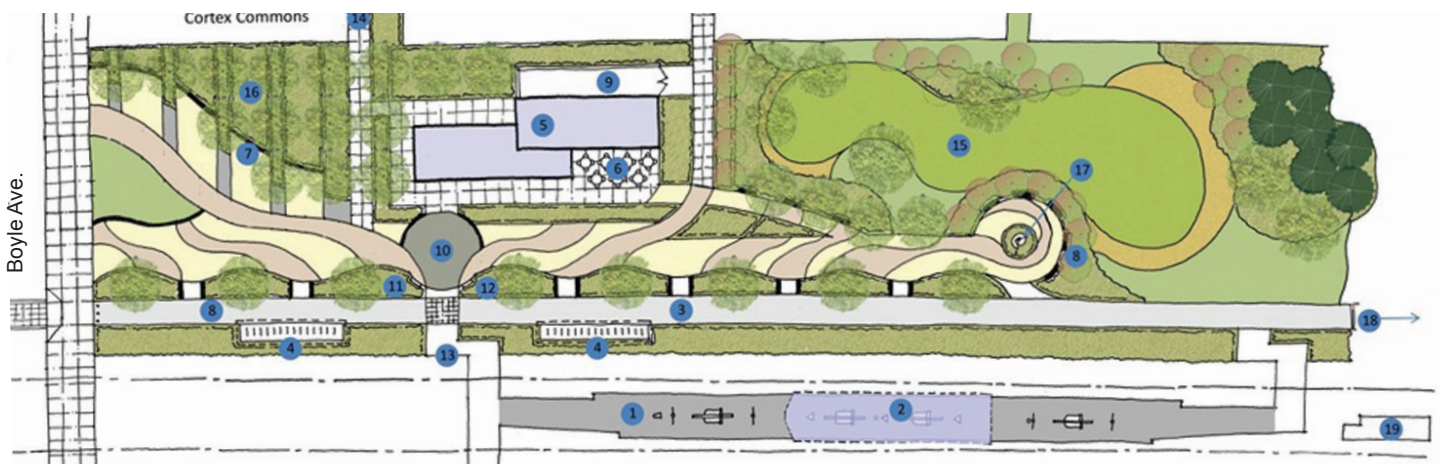
For the first time, Citizens for Modern Transit stepped up to lead a study on the analysis of transit alternatives in the Central Corridor, which is defined as the area along the existing MetroLink alignment between the Central West End and Grand stations. The Central Corridor Transit Access Study recommended a new station on the alignment east of Boyle Ave., which would mark the first addition to the St. Louis MetroLink system since the opening of the Cross County Extension in 2006.

CMT organized this study to be a true public-private partnership in the region by working with stakeholders to raise the local match required to pay for the study and teaming with Metro to manage the project and move it forward.

“This study is interesting in that it showcases development is coming, and one of the reasons it’s headed this way, is the idea of a multi-modal, bioscience hub for the region with a light rail station at its core,” said Kimberly Cella, executive director of CMT “Stakeholders and neighbors are asking for MetroLink. It’s very refreshing to have the community, and some of the region’s largest employers, out front seeking MetroLink.”

According to the study, the recommended new station would attract the most new riders to the system, help facilitate continued economic development and job creation by connecting the premiere innovation hub for tech and bioscience research, development and commercialization, known as the Cortex, to major destinations. It would also contribute to the quality of life benefits such as expanded transportation choices, access to opportunity, and provide multi-modal connectivity to future Bus Rapid Transit and pedestrian/bicycle projects.

“This is an opportunity for the St. Louis region to shine,” said Greg Patterson, vice-president of facilities and support services for BJC Healthcare Systems. “We need to be leaders on this issue. This MetroLink station needs to move forward.”





CMT TOD
efforts
showcase

what could be

in terms of shopping, eateries and
entertainment at MetroLink stations
when the community invests in
transit-oriented development.



The Half-Mile Radius

Citizens for Modern Transit took substantial steps to further Transit-Oriented Development (TOD) by working with community partners to establish the needed tools and resources to entice development around the light rail system. Some of these efforts included the passage of form-based overlay zoning in Pagedale around the Rock Road Station, the formation of a 353 around the UMSL South Station, and the first draft of overlay zoning at the Grand Station.

CMT also released a publication of real estate spec sheets for each of the 37 stations on the MetroLink alignment called, “Opportunities for Development around Light Rail”, as well as a policy booklet, “Form Based Code in the St. Louis Region”, as part of its work for the Missouri Foundation for Health.

As efforts continued to evolve, CMT felt the best way to show potential development in an area would be to actually have development “pop-up” for all to see. This led to the launch of the organization’s first-ever Metro Market, which took place at the finish line celebration of CMT’s Great Race on May 8 at the Shrewsbury-Lansdowne MetroLink Station. The Metro Market served as a live visioning session showcasing what could be in terms of shopping, eateries and entertainment at this, and other MetroLink stations, if the community invested in TRANSIT-ORIENTED DEVELOPMENT. The event received national exposure and will serve as a prototype for other CMT Metro Markets in St. Louis and other cities.

From there, the organization set its sights on The Loop, focusing in on the Wabash Station. CMT and the Skinker DeBaliviere Community Council (SDCC) partnered on a grant from Rise St. Louis to host a public visioning session in June that helped articulate the community’s vision for reactivating the Wabash Station. The site is ideally located on Delmar Blvd. at the junction of MetroLink, MetroBus and the future Loop Trolley and has great potential to serve as a catalyst for future development along this vibrant stretch.

Throughout the year, CMT also hosted a National Speakers Series highlighting the opportunities that exist for development around light rail. This included the Transit-Oriented Development (TOD) ‘Deal’ Guy, Francis DeCoste. DeCoste discussed his assessment of the development possibilities and challenges around the Forest Park MetroLink Station. Professor Reid Ewing introduced the audience of more than 250 people at CMT’s 29th Annual Meeting to his research on Pedestrian and Transit-Oriented Design. Then in November, CMT facilitated a panel discussion entitled, *Who Pays For It? Financing Development Around Transit*. Panelists included Astrid Glynn, a principal at Transportation Planning and Resource Group; Andrew Geer, vice-president and Chicago market leader for Enterprise Community Partners, Inc., and Paul Hubbman, senior manager of corridor and long range planning with East-West Gateway Council of Governments. They discussed how to incentivize developers and investors locally, and nationally, to move TOD forward.



Strong Supporters

Citizens for Modern Transit honored both an individual and an organization committed to moving transit forward in the St. Louis region at its 29th Annual Meeting in September.

The organization awarded Delores Lysakowski, chair of the St. Clair County Transit District, with the 2013 Service Award. St. Clair County Board Chair Mark Kern stated, "Congratulations Delores! St. Clair County is grateful for the countless hours you have donated to ensure that the residents of St. Clair County have access to the highest quality public transportation."

Additionally, Enterprise Rent-A-Car was presented the 2013 New Initiatives Award for its collaboration in helping CMT expand its Guaranteed Ride Home program.

"This year through a new partnership with Enterprise Rent-A-Car we have been able to expand our Guaranteed Ride Home Program for transit, bicycle and pedestrian commuters to include the option of a rental car in case of personal emergencies," said Don C. Musick, III, the chair of CMT's Board of Directors. "It is refreshing to see a private 'car' company embracing multi-modal transportation in St. Louis. Thank you, Enterprise, for thinking 'outside the car' and supporting multi-modal transportation in St. Louis."



New Leaders

The Citizens for Modern Transit membership unanimously elected Ann Brand, governmental relations liaison at St. Louis Community College; Carlo Sanfilippo, co-owner of the The Wexford Group; Scott Schanuel, senior director of marketing, business development and client relations at Holland Construction Services, and Marguerite (Peg) Weathers, assistant vice-president of community relations at St. Louis University to its Board of Directors at CMT's 29th Annual Meeting. D'Andre Braddix with University of Missouri - St. Louis was also elected in the spring. Each will serve a three-year term.

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Stating the Case for Transit



FY14 marked a historic move on the part of the Missouri legislature with regards to total transportation funding.



Transportation funding at the state and federal level was front and center during FY14. The Missouri General Assembly approved \$560,875 in state transportation funds and \$1,000,000 in general revenue for Missouri's Transit Program. This is an increase of \$500,000 over the previous year's appropriation. In addition, Missouri voters, for the first time in the history of the state, were given the opportunity to vote on a multi-modal funding package for transportation with Amendment 7 on August 5. This sales tax proposal was approved as a part of HJR 68 which passed both the House and Senate with bi-partisan support. After a careful, considerable, and thoughtful discussion, the CMT Board unanimously endorsed Amendment 7 at its June 30 meeting. Amendment 7 included millions in funding for a new light rail station, light rail studies, bus rapid transit, funding for the streetcar and more. While Amendment 7 failed, one of the biggest successes of this campaign was the start of a regional priority list for St. Louis City and St. Louis County for transit. FY15 will provide the opportunity to develop those priorities into a regional list for Missouri and Illinois. This historic bill triggered the opportunity for discussions for a new strategy for transit in Missouri.

CMT advocated for a longer-term 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 funding authorization that will appropriately distribute funds to address future public transit needs at all levels – large and small, as well as urban and rural. In July, Congress passed a bill to extend MAP-21 until May, 2015.

This year marked an increase in outreach locally, statewide and at the federal level to elevate the transit discussion and local transit priorities for the St. Louis region.

Looking To The Future

FY14 proved to be a good year for Citizens for Modern Transit with new, exciting programs launched; record ridership achieved on the system; new grants awarded; and heightened participation in education and advocacy events. The organization succeeded in building new partnerships with local media, non-profit organizations and advocacy groups. Grants received from Great Rivers Greenway, American Public Transit Association, Enterprise Holdings, TransitCenter, and Rise St. Louis moved CMT advocacy efforts forward.

In FY15, we will focus on building new connections to meet the new challenges that lie ahead. We will celebrate 30 years of work in St. Louis with events and programs recognizing our members and the future of an integrated, expanded system in the region. Now is the time to invest in transit. Join CMT, and get on board!





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