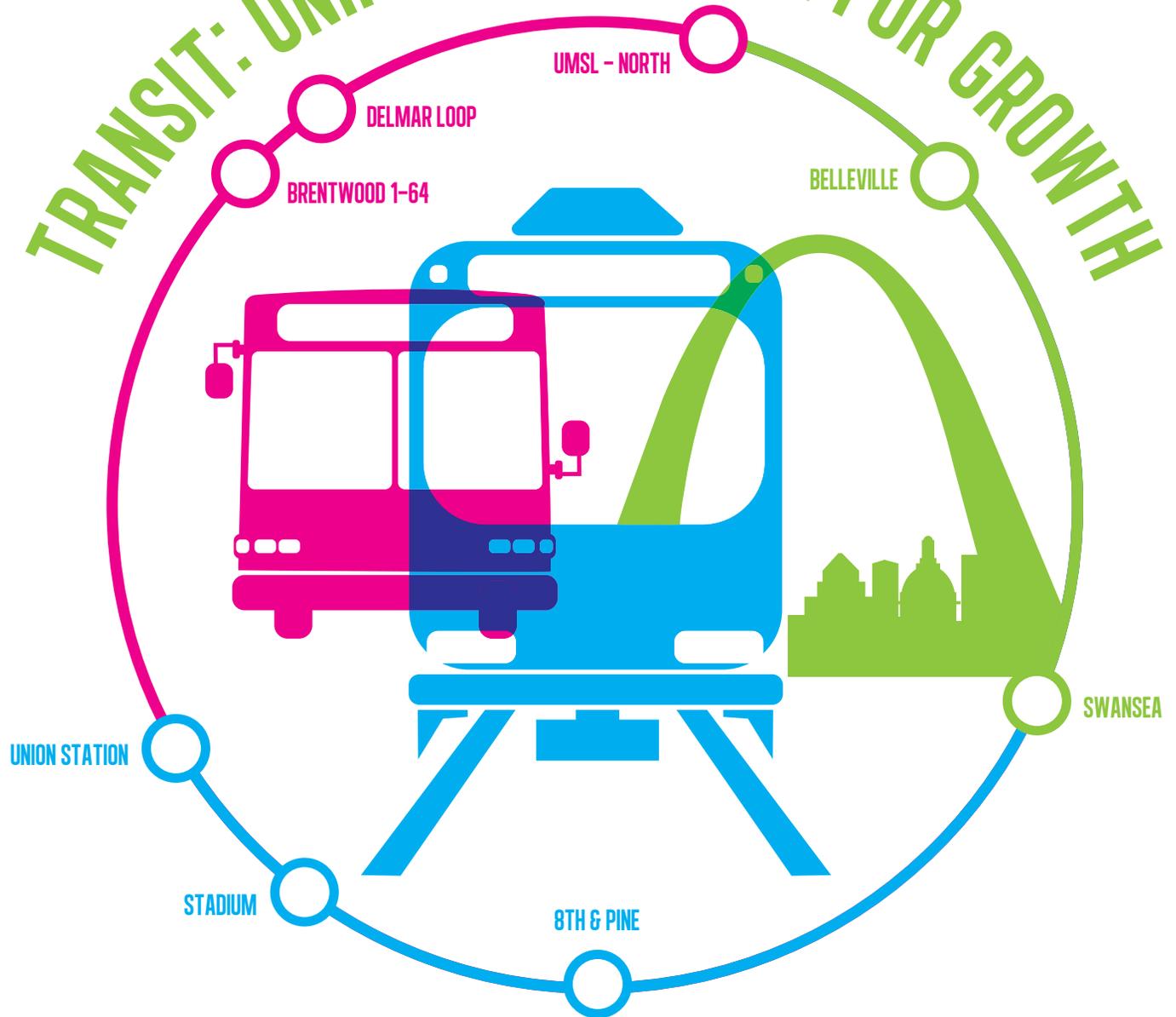


CITIZENS FOR  
MODERN TRANSIT  
**2017**  
ANNUAL REPORT

**TRANSIT: UNIFYING A REGION FOR GROWTH**



CITIZENS FOR  
MODERN TRANSIT  
MAKING TRANSIT A PRIORITY

**CMT-STL.ORG**

## TRANSIT: UNIFYING A REGION FOR GROWTH

For more than three decades, Citizens for Modern Transit's (CMT) advocacy work has positioned the organization as a strong and effective voice for transit. And, FY2017 was no exception. Transit was at the center of many regional discussions, and CMT weighed in on a variety of topics ranging from safety and security of the system and expansion studies, to the highly anticipated ground breaking of the Boyle Street Station in the Cortex Innovation Community and the need to build upon transit investment and equity programming. While some of these conversations were difficult and somewhat uncomfortable at times, each played a necessary role in helping to unify the region and position it for further growth.

As the regional transit advocacy organization, representing more than 20,000 riders, major employers, academic institutions, and labor and community organizations, we understand the impact of a solid public transportation system and the role it plays in creating jobs, providing access and equality and building a stronger economy and more vibrant neighborhoods. This is why we did not hesitate earlier this year to support efforts to develop immediate safety and security improvements.

CMT will remain steadfast to this commitment in FY2018. We look forward to working with key leadership to further the establishment of a safe, secure, high-quality transit system for both current and future riders. Other key priorities for our organization will be implementing a comprehensive plan to help rebuild ridership numbers, selecting a transit priority project for the region and working to secure a funding package for capital investment and operating costs, which will require a coordinated push by local leaders for state support.

The coming year will be an important one as regional leaders are positioned to make significant decisions that will impact the future of transit in our region. CMT, with the support of our members and riders, will be there each step of the way advocating for the transit system and the identification of a priority project that unifies this region. Join us.

Kimberly M. Cella  
Executive Director



Rose Windmiller  
Chair, CMT Board of Directors

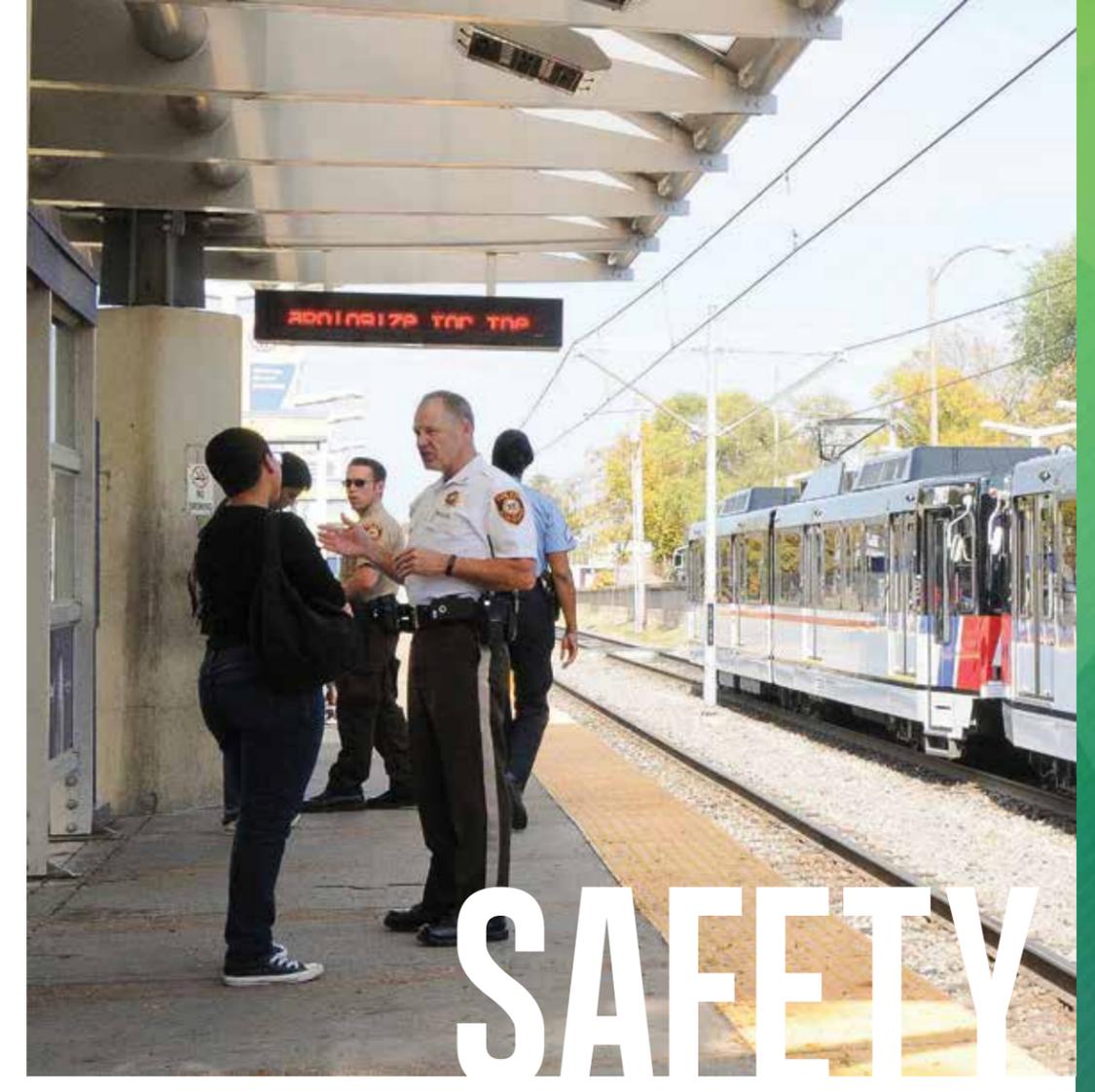
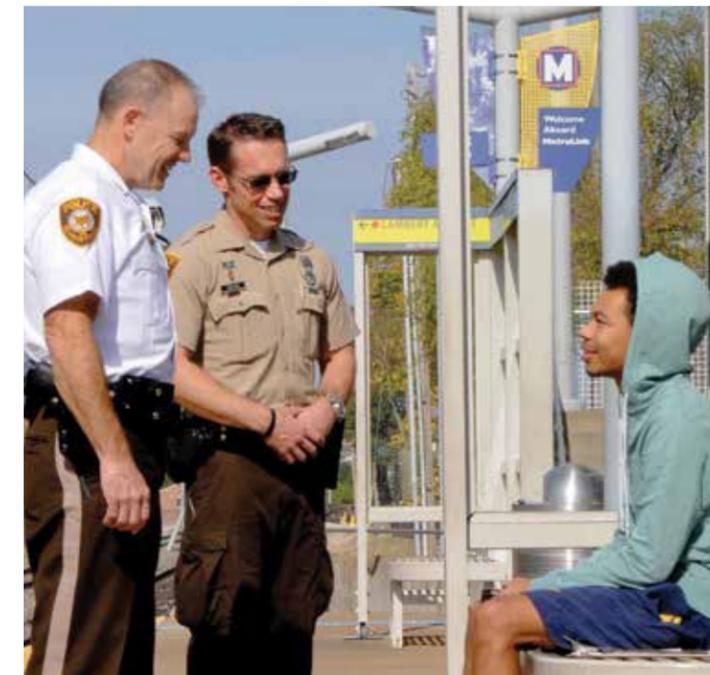


## ENSURING A SAFE, SECURE RIDE FOR ALL

The safety and security of the region's transit system is paramount. All riders must have confidence in its ability to get them where they need to go, safely. It is a top priority for our region's leadership, and one that CMT will continue championing.

Last year, St. Louis County proactively assigned a total of 44 County Police Officers to MetroLink platforms, stations and trains. St. Clair County Board Chairman Kern followed suit in 2017 by also increasing officers on the system. From there, St. Louis City, St. Louis County, St. Clair County and Bi-State demonstrated an unprecedented show of regional collaboration by agreeing to tackle these issues by way of a joint law enforcement task force with members from all three law enforcement agencies.

Elected officials and their law enforcement agencies are now working with Bi-State Development, and other key stakeholders, to help ensure all users, whether daily commuters or recreational riders, have confidence in the system and its ability to provide a safe and secure ride. A Transit Advisory Working Group was also established. CMT is part of this new group, and will use this opportunity to continue to advocate for immediate safety and security improvements, as well as the development of a regional plan to rebuild ridership on the transit system and strengthen its position as a fundamental piece of the St. Louis transportation network.





## BUILDING RIDERSHIP THROUGH PROGRAMMING

CMT is continually looking for ways to underscore the benefits associated with public transportation and build ridership on the system. This year, the organization launched yet another new program, while expanding upon existing efforts to continue to encourage people to give transit a try and discover, first hand, all that it has to offer.

CMT helped to launch Zimride by Enterprise, a service of Enterprise Rent-A-Car, in the St. Louis area. The online ride-matching service easily connects drivers and passengers with similar commutes. CMT is currently working in partnership with Enterprise to administer this free program, which benefits existing public transit users by helping them connect with like minded commuters to extend transit trips and close the gaps that may exist between transit stations and their point of origin or destination.

Since CMT first launched its Try & Ride program in the summer of 2014, the initiative has helped more than 4,000 workday commuters learn how to navigate the transit system and experience the benefits of using MetroLink and MetroBus. To help further expand the reach of this widely successful program, CMT began targeting college campuses and technical schools. Students now have the ability to “test drive” the bus or train, and experience for themselves how advantageous these options can be for the school commute.

Through a partnership with AARP St. Louis, the Ten Toe Express Program also continued to evolve through the introduction of new walking groups, new destinations and new participants. CMT welcomed Sara Feagans as a Ten Toe Walk Leader, added the AARP Breakfast Bunch on Saturday mornings and gained several new partners, including Grand Center, Inc., which assisted CMT in bringing new, exciting special walks to the line-up.

CMT was also a proud recipient of a grant under the American Public Transportation Association’s (APTA) Local Transit Coalition Grant Program to help other agencies build similar ridership programs. The organization developed a program guide on how to implement each of its successful transit rider incentive programs, including the Guaranteed Ride Home, Ten Toe Express and Try & Ride programs.

## BUILDING A DIVERSE BASE IN SUPPORT OF TRANSIT

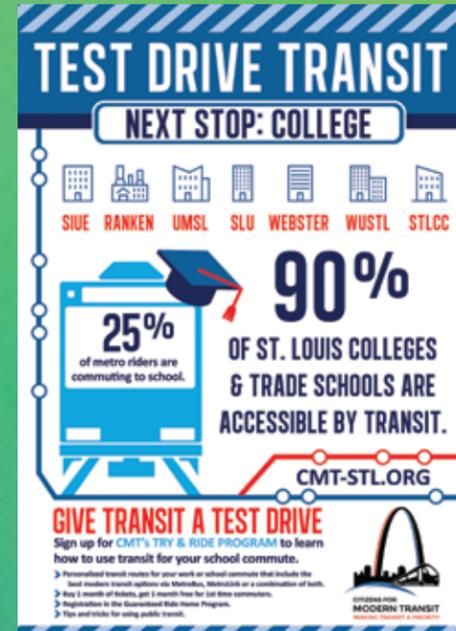
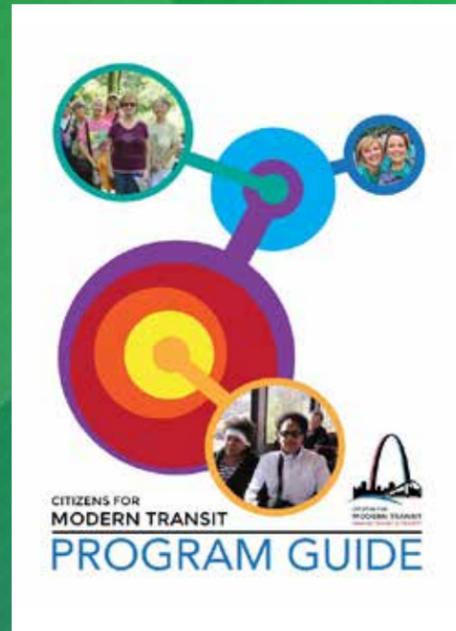
Each year, CMT both hosts and supports a variety of events, ranging from small, intimate gatherings to community-wide efforts, all aimed at raising awareness and rallying support for issues associated with public transit.

This year’s 6th Annual Great Race was a success as Team MetroLink, Team MetroBus, Team CarShare and Team Bike traveled using their respective modes of transportation to see who could get to the final destination the fastest during the evening rush. Similar to the CBS television hit “The Amazing Race,” teams were asked to complete a series of challenges along the way. The teams were composed of local media personalities and other local influentials, and helped showcase all the viable transportation options offered in the region.

The finish line for the race was a part of a free, pop-up Metro Market at the Historic Wabash Station. Held just steps away from the Delmar MetroLink Station, this event temporarily transformed the vacant site into an active space that connected people to products, services and green spaces. It showcased how areas around transit stations can become focal points for activity.

In FY17, CMT demonstrated its love of transit with the Transit Crush in February. CMT, in partnership with local businesses, organized a South City Neighborhood Bus “Crawl” to explore local pubs and eateries in three South City neighborhoods. The neighborhood participants boarded the #95, #30 and #73 buses to enjoy the fun through this unique Valentine’s event.

CMT hosts a series of lectures each year to engage members, riders, residents, stakeholders, and elected officials in the transit discussion. This year, CMT was able to update the community on The Loop Trolley Project, reveal findings of walk audits through a Placemaking Report to the Community and provide details associated with the transit expansion study currently underway through “Talking Transit” event in conjunction with the launch of the study. CMT also collaborated with a number of community organizations and agencies. This included working alongside Fair and Affordable Housing Advocates to present at the City of St. Louis’ Civil Rights Enforcement Agency’s 11th Annual Fair Housing Month Event; partnering with East-West Gateway at the first ever OneSTL Sustainability Summit; and leading two local tours and one conference session at the national New Partners for Smart Growth Conference, which was held in St. Louis. CMT was also invited to participate in the Community Café on Transportation with Project LAUNCH, an initiative serving the 63106 and 63107 zip codes in North St. Louis City.



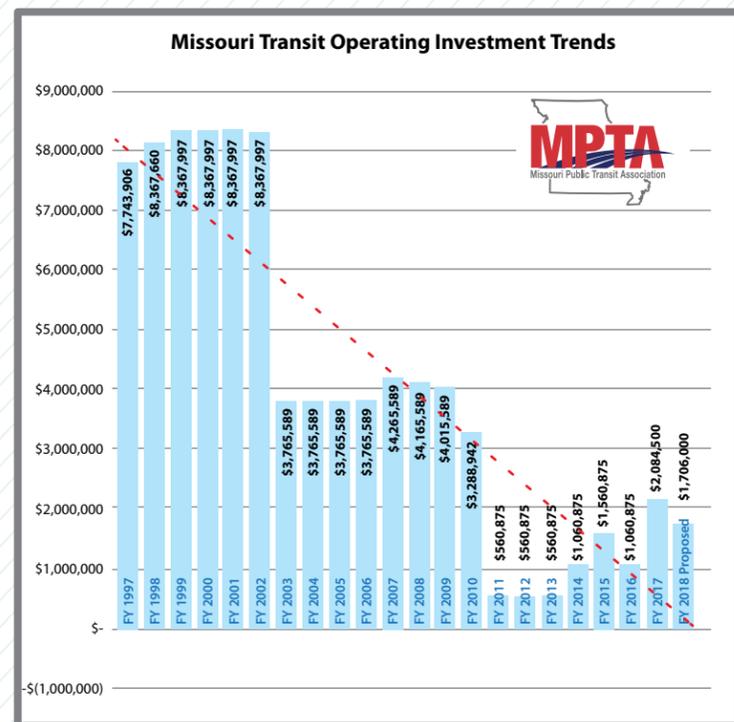
## ADVOCATING FOR TRANSIT AT THE STATE LEVEL

CMT helped create new opportunities for education, advocacy and growth for the Missouri Public Transit Association (MPTA) in it's second year of managing the organization.

MPTA launched an educational series in November with quarterly opportunities for members and transit stakeholders to learn more about an array of relevant transportation topics. MPTA's conference was held in Springfield, Mo., in August, and was a success. The organization also experienced a membership revenue increase of more than 18 percent and more than doubled its earned media coverage over the year prior. Furthermore, several MPTA members were recognized on the national level for excellence in transit service for safety and security programs and driver excellence.

While the MPTA and its members had a very successful year, the state legislature took aim at transit funding. Missouri cut \$500,000 out of next year's budget for general revenue for transit operating assistance. This effectively limits state transportation fund revenues to approximately \$1.7 million to be distributed among 34 transit providers throughout Missouri. This is in sharp contrast to 2002, when transit funding in the state topped \$8 million for operating assistance. HCR 47 did pass this session. Sponsored by Rep. Kevin Corlew, it called for the formation of a task force to look at Missouri's transportation system and funding. Both MPTA and CMT advocated for transit supporters to be appointed to the task force.

On the federal front, transportation funding remained uncertain under the new Administration. While advocates continue to push for federal funding as a part of the equation for capital and operating for transit projects, it remains unclear whether programs like TIGER and New Starts will continue to be available for transit capital projects.



## RECOGNIZING REGIONAL TRANSIT ADVOCATES

During the 32nd Annual Meeting held last September, CMT also celebrated the incredible efforts of several groups and individuals who have gone above and beyond as part of their efforts to champion transit in the St. Louis region. The 2016 New Initiatives Award was given to MetroBus drivers Bryant Goston, Bryan Moore and Richard Hines, for their heroic rescue of several individuals from a burning vehicle.

The 2016 Chairman's Award was presented to St. Louis County Executive Steve Stenger and the St. Louis County Council on behalf of the County's efforts to work with CMT and the St. Louis County Police Department to examine ways to ensure public confidence in the safety and security of the region's transit system. The County further demonstrated its support of transit by approving an additional \$2 million in funding from the Prop A account to bolster police resources and personnel on the transit system.

In the spirit of the 2016 Summer Olympics, CMT Ten Toe Volunteer Walk Leaders Mary Fran Balmer, Joan and Norm Krumrey, Dan and Meredith O'Conner, Mary Blaies, Loretta Davis and Marilyn Potter were presented with GOLD medals recognizing their continued efforts to make the Ten Toe Express program a success. Since its inception, the Ten Toe Program has given 8,000 St. Louisans the chance to explore the region using transit and their own ten toes. Over the years, CMT's dedicated volunteer walk leaders have led more than 240 walks, escorted countless individuals to new destinations and helped residents learn how to use transit. The program's ongoing success simply would not be possible without them.



During the meeting, CMT's membership elected Stephanie Co, special assistant to the president and CEO at Beyond Housing; Renee Ducker, transit advocate and transportation planner; Patricia Hagen, president and executive director of the Technology Entrepreneur Center/ T-REX; and Taulby Roach, president of Roach Consulting to three-year terms. Current board members Ann Brand with St. Louis Community College and Carlo Sanfilippo with Integral Wealth were also re-elected, and each will serve an additional three-year term.

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# MAINTAINING FISCAL STABILITY

Each year CMT strives to diversify its funding sources to ensure the fiscal stability of the organization for years to come. The organization was thrilled to be the recipient of both the American Public Transit Association's Local Coalition Grant Program and a two-year Congestion Mitigation and Air Quality Program Grant. Additionally, CMT secured a three-year contract to continue management of the Missouri Public Transit Association. Membership revenues surpassed budget in 2017. CMT will continue to diversify its funding sources in FY2018.



THROUGHOUT ITS WORK CMT  
DRAWS ON THE EFFORTS OF  
AN ARRAY OF DEDICATED  
VOLUNTEERS. THANK YOU.

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