

TRANSIT IS A PROMISE

2019 ANNUAL REPORT



CITIZENS FOR
MODERN TRANSIT
MAKING TRANSIT A PRIORITY



TRANSIT: A PROMISE FOR ACCESSIBILITY, ECONOMIC OPPORTUNITY AND STRONGER COMMUNITIES

Public transit goes well beyond the ride. It provides accessibility to jobs, education and healthcare. It promotes social equality. It positions the region for growth. It promises economic return.

Each of these declarations underscores the difference transit is making in our local communities. It's what has fueled the mission of Citizens for Modern Transit (CMT) for the past 35 years and what will continue to motivate the organization as it moves into tomorrow.

Since CMT's establishment in 1985, the organization has grown to represent more than 22,000 constituents, including transit riders, major employers, academic institutions and labor and community organizations. CMT serves as a strong and effective voice on transit-related matters and is continually working to establish, support and enhance programming and initiatives to help further public transportation. The organization's vision, tenacity and extraordinary leadership continues to play a fundamental role in maintaining a safe, integrated and affordable transportation system for the St. Louis region.

Throughout FY2019, transit stayed at the center of many regional discussions. Safety and security remained top priorities and expansion plans were made possible in Illinois. Community engagement partnerships were also established, while new developments moved forward along MetroLink and the economic impact of transit on communities across the state was explored.

As we head into FY2020, CMT will focus on three key areas of opportunity: increasing collaboration and support for transit at both the regional and state levels, rebuilding ridership numbers and maintaining the organization's financial stability. We also look forward to working alongside regional leaders as they prepare to make important decisions tied to the future of transit.

Be a part of the promise. Join us.



June McAllister Fowler
Chair, CMT Board of Directors



Kimberly M. Cella
Executive Director, CMT



Work. Play. TAKE TRANSIT Every Day.



REMAINING STEADFAST TO ITS COMMITMENT TO SAFETY AND SECURITY

The safety and security of the transit system has been a top priority for CMT for the past three years. The organization assists regional leadership with the development of both immediate improvements and a longer-term strategy through its work with the Transit Advisory Working Group.

This group consists of representatives from CMT, the St. Louis Regional Chamber, Washington University in St. Louis, the Organization for Black Struggle, SEIU Local 1, University of Missouri-St. Louis, East-West Gateway Council of Governments, St. Louis University, Centene, St. Louis Community Colleges, ATU, Metro Transit and various local law enforcement jurisdictions, local government representatives, and prosecutors' offices. Together, they ensured the Memorandum of Understanding (MOU), signed in May 2017 by regionals leaders, continues to be implemented according to its terms. Over the past year, these individuals have also been credited with helping to:

- Increase officer presence and enforcement along the alignment, directly impacting a reduction in Part I crimes and other safety statistics.
- Expand patrols by St. Louis County Police to increase coverage at MetroLink Stations in the City of St. Louis.
- Complete the MetroLink Access Project at three highly utilized stations last fall, laying the groundwork for permanent changes to control measures at five stations.
- Initiate quarterly community engagement efforts along the alignment to reinforce the capacity of police presence on the system.
- Complete the MetroLink Security Assessment, which identified 99 recommendations to address security concerns.
- Commence work on Phase II of the MetroLink Security Assessment, focused on recommendation implementation.
- Redefine the roles of Metro Security personnel and issue a new RFP for contract security.

Safety and security efforts were also furthered when Bi-State Development named Taulby Roach as its new president and CEO. He has identified his top three priorities for the transportation agency as being safety, safety and safety.

CMT looks forward to continued collaboration with regional leaders in the shared pursuit of an even safer, more secure system.



SAFETY & SECURITY

EXPANDING TRANSIT ACCESS

Access is key to any successful integrated public transportation system. As such, work is always being done to help broaden, and in some cases streamline, its size and scope in order to meet rider demands and further its reach. In FY2019, this included:

- Illinois Governor JB Pritzker announcing a \$45 billion ReBuild Illinois infrastructure plan, which included more than \$90 million for the expansion of MetroLink from the Shiloh-Scott Station to MidAmerica Airport.
- The East-West Gateway Council of Governments' Board of Directors continuing to examine recommendations outlined in the Northside-Southside MetroLink Corridor Study. CMT hosted events to better educate the public, stakeholders and elected officials on possibilities with transit expansion.
- Metro Reimagined plans continuing to take shape to provide new and existing customers with faster service, shorter wait times and more reliable connections. As part of this effort, Metro Transit encouraged riders to take advantage of CMT's free Try & Ride program.
- St. Clair County Transit District teaming up with CMT to initiate its Transit Vision 2020 Study to take a comprehensive look at the 18 MetroBus routes in Illinois.
- CMT, in partnership with the Missouri Public Transit Association and AARP St. Louis, commissioning a study to help quantify the impact public transportation has on urban, suburban and rural communities statewide. Findings of the six-month Economic Impact of Public Transit Services in the State of Missouri Study will be used to continue to build the case for more state and federal funding for transit.
- CMT working to raise awareness among the general public about these, and other, efforts underway to advance transit at five "Talking Transit" events. Each featured industry experts, project managers and regional leaders able to present and discuss the specifics of these initiatives and the impact they will have on the St. Louis region.



CMT's Talking Transit: Developing Community Through Transit A Panel Discussion on Opportunities around St. Louis MetroLink



• **Brandon Sterling** -
Skinker DeBaliviere
Community Council,
St. Louis, MO

“For over five decades, Skinker DeBaliviere Community Council has prided itself in seeking out innovative ways to create and sustain strong community. For Skinker DeBaliviere, Transit Oriented Development projects offer a promise - a new way to promote walkable, dense neighborhoods, attract new housing development and add retail space for needed goods and services, while reducing dependence on cars.”



ADVOCATING FOR TRANSIT ADVANCEMENT

CMT kicked-off its fourth year managing the work of the Missouri Public Transit Association (MPTA). Highlights included hosting quarterly educational events geared toward members and other transit stakeholders, increasing membership revenue by 20 percent, ensuring earned media coverage continued to climb and commissioning a six-month transit impact study in collaboration with CMT and AARP St. Louis.

MPTA member transit providers made national headlines during the federal shutdown. Coverage highlighted service cuts, noted the distinct lack of state funding and reinforced the need to better diversify funding sources for these critical services. The state's current funding of \$.034 per capita is one of the lowest in the United States. And, the State Transportation Fund revenues will remain at only \$1.7 million for another year. In other news, MO Senate Bill 39 - which would have allowed conceal carry permit holders to bring firearms on public transit systems - did not pass, and GoCOMO received VW Settlement funds for its electric bus fleet.

In addition to CMT's work with MPTA, the organization partnered with the St. Clair County Transit District in Illinois to build ridership programs. Efforts promoted the benefits of utilizing the MetroLink, MetroBus, MetroBikeLink and the Alternative Transportation System (ATS) to get around the county and throughout the region.



BUILDING RIDERSHIP

CMT is continually looking for ways to reinforce the need and importance of public transit in the St. Louis region, while also actively helping to build ridership on the system. Over the past decade, the organization has established and expanded several unique programs and initiatives to encourage residents regionwide to utilize the system on a daily, weekly or even occasional basis to get where they need to go. CMT is also committed to ensuring riders feel safe, know they are appreciated and have access to resources that help simplify the commute. Highlights from FY2019 include the following.



RIDERSHIP PROGRAMMING

CMT’s award-winning Try & Ride and Ten Toe Express programs continue to attract new riders to the transit system. Try & Ride is credited with helping more than 6,000 workday commuters learn how to navigate transit by providing an array of free resources that include personalized transit routes, tips, tickets and Guaranteed Ride Home registration. This past year, the program proved particularly helpful during unexpected bridge closures and the implementation of Metro Reimagined. Meanwhile, the Ten Toe Express program continued to attract more than 300 seniors during both the fall and spring sessions. Participants experienced how easy it is to integrate walking with public transit use to get around town, while exercising and connecting with others in the community. New walking groups were formed; updated walk maps, featuring additional destinations and nearby alignments were added, and the Saturday morning AARP Breakfast Bunch was offered. Since its inception, Ten Toe Express has introduced more than 7,700 seniors to the system.



PLACEMAKING AROUND TRANSIT

CMT and AARP in St. Louis, in partnership with KaBOOM!, initiated work on the installment of a permanent play structure at a bus stop in Maplewood on Manchester. This addition will activate the space, serve as a connector for transit users and encourage play by people of all ages. The project is expected to wrap up by the end of 2019.



GREEN BUSINESS CHALLENGE COLLABORATION

CMT expanded its reach to the business community through a partnership with the St. Louis Green Business Challenge. Mallory Box, program manager for CMT, led special walking groups with members and helped the organization further integrate transit into “green” plans, programming and information.

SMARTPHONE APPS FOR TRANSIT USERS

CMT began work to develop its own smartphone application to enhance the transit experience in the St. Louis region. It will feature transit routing and mapping, financial and carbon emissions savings calculators, a pedometer and access to program information, news and updates from CMT. It will also enable transit users, bicyclists and pedestrians to log transit trips, earn points and redeem prizes through a Rider Rewards program. This free app is available for download through iOS, Android and Google Play app stores. CMT is also still offering members and other registered transit users complimentary, one-year access to the personal safety app known as Noonlight. It enables individuals, who feel unsafe, to notify law enforcement officials without having to call 911 or knowing their precise locations – both of which can prove tricky when traveling on a bus or train. The app can be downloaded at www.noonlight.com/cmt.



COMMUNITY ENGAGEMENT

CMT partnered with Metro Transit, the St. Clair County Transit District, the MetroLink Police Unit and the University of Missouri – St. Louis to initiate quarterly community engagement events. Each was centered around a theme that helped to highlight the benefits of transit, build relationships between riders and the law enforcement patrolling the system and surprise and delight Metro Transit customers. These events included “Stay Toasty on Transit,” “Wake up to a Sweeter Commute,” “Transit is a Home Run” and a “College Transit Challenge.”



COMMUNITY ENGAGEMENT

RECOGNIZING EFFORTS TO FURTHER TRANSIT

As part of its 34th Annual Meeting, CMT celebrated several individuals for their exemplary commitment to championing transit. Awards were presented to City of St. Louis Alderman Terry Kennedy, City of St. Louis Public Safety Director Jimmie Edwards, St. Clair County Sheriff Rick Watson and City of St. Louis Alderman Joe Roddy for their ongoing commitment to moving transit forward in the St. Louis area. Former CMT Board Chair Rose Windmiller was also honored for her longtime service to the organization, which spanned more than 20 years.

In January, CMT celebrated Executive Director Kimberly Cella's 25th Anniversary with the organization. An event was held at the BJC Learning Institute to honor and recognize her for her many accomplishments over the past 25 years. Formal remarks were made by local transit industry leaders, before St. Louis County Police Chief Jon Belmar presented Cella with a proclamation issued by the St. Louis County Executive, naming it "Kimberly Cella Day" in St. Louis County.

CMT marked another major milestone – its 35th year advancing transit. A celebration featured remarks and a tribute video highlighting the impact CMT has made on the local transit landscape. CMT also recognized those who continue to support public transit in the St. Louis region by creating a 2019 Wall of Fame, which serves as a take-off of the original Wall of Fame still visible at the Convention Center Station.



Chris Beard



Robert Blaine



Rob Goltermann



Adella Jones



Austin Walker



Charles Hinderliter



Brandon Flinn

POSITIONING THE ORGANIZATION FOR CONTINUED SUCCESS

CMT elected seven new members to its Board of Directors, including Chris Beard of the Lochmueller Group, Robert Blaine of Washington University in St. Louis, Rob Goltermann of DCM Management Group, Adella Jones of Centene Corporation, Austin Walker of the St. Louis Regional Chamber, Charles Hinderliter of St. Louis REALTORS® and Brandon Flinn of the Eastern Missouri Laborers District Council. Each will serve a three-year term.

The organization also extended the appointments of six current board members to a second, three-year term. This includes Kevin Anders, Hart Nelson, Sheila Holm, Renee Ross, Mark Carlie and Tom Etling.



BOARD OF DIRECTORS

CHAIR: June McAllister Fowler - BJC HealthCare

VICE-CHAIRS:

Nancy E. Cross - SEIU Local 1
James A. Fredericks - Armstrong Teasdale
Len Toenjes - AGC of Missouri

SECRETARY: D'Andre Braddix - University of Missouri-St. Louis

TREASURER: Hart Nelson - St. Louis Community College

PAST CHAIR: Don C. Musick, III - Musick Construction Company

AT-LARGE: Sheila Holm - AARP in St. Louis

GENERAL COUNSEL: Larry Katzenstein - Thompson Coburn

EXECUTIVE DIRECTOR: Kimberly M. Cella

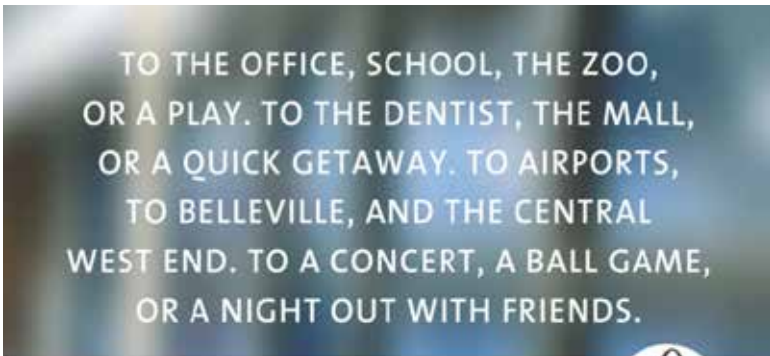
BOARD MEMBERS

Kevin Anders - Ameren Missouri
Chris Beard - Lochmueller Group
Robert Blaine - Washington University in St. Louis
Mark Carlie - BDO USA (retired)
Stephanie Co - Beyond Housing
Tom Etling - Management Consultant
Brandon Flinn - Eastern Missouri Laborers District Council
Rob Goltermann - DCM Management Group
Patricia Hagen - T-REX
Charlie Hinderliter - St. Louis REALTORS®
Adella Jones - Centene Corp.
Sheila Kimlinger - TWM
Jennifer Obertino - AECOM
Taulby Roach - Bi-State Development
Reneé L. Ross, P.E. (MO, IL) - HNTB
Carlo Sanfilippo - Integral Wealth
Austin Walker - St. Louis Regional Chamber

BUILDING UPON CMT’S FINANCIAL FOUNDATION

Each year, CMT strives to diversify its funding sources to ensure the fiscal stability of the organization for years to come. It was the recipient of a two-year Congestion Mitigation and Air Quality Grant through MoDOT to continue to build ridership on the system. In partnership with St. Clair County Transit District, CMT was also selected to help build ridership in Illinois thanks to a Congestion Mitigation and Air Quality Grant. CMT was also granted a contract to continue the management of the Missouri Public Transit Association for another year. In addition, CMT also received the New American Road Trip Award.

Gifts to CMT exceeded budget by more than 200 percent, and membership revenues topped \$123,000 in 2019.



PLATINUM DONORS



GOLD DONORS



DONORS 8/1/18 – 7/31/19

PLATINUM

AARP St. Louis
Lime Transportation Company
Washington University in St. Louis

GOLD

Bi-State Development
BJC HealthCare
Centene Corporation
Cortex
Eastern Missouri Laborers District Council
Musick Construction
St. Clair County Transit District
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Ameren Missouri
Bywater Development Group, LLC
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HDR Engineering
Lochmueller Group
SEIU Local 1
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University of Missouri - St. Louis
WSP

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Civil Design, Inc.
Committee to Elect Joe Roddy
DCM Management Group
Fowler, June McAllister
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St. Louis University
Tartton Corporation
The Hauser Group
The Lawrence Group
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Webster University
Windmiller, Rose

CMT LEADERS

Anders, Kevin	Lewis, Robert M.
Bardol, Anthony	Ross, Renee
Cella, Kimberly and James Chier	Sam and Marilyn Fox Foundation
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East-West Gateway Council of Governments	Tabor Plastics
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Grunbaum, Werner and Inge	Welek, Charles
Hochschild, Bloom & Company LLP	Wrighton, Mark
Jones, Adella D.	Zink, Douglas and Laura
Katzenstein, Lawrence	

CMT CHAMPIONS

Alpers, David and Melanie	Nester, Charles and Joann
Aylward, Stephen	O'Connor, Dan
Braddix, D'Andre	Regional Business Council
Casteel, C. K. Chip	Ricklefs, Robert and Susanne Renner
City of Clayton	Robb, Elizabeth
Etling, Tom	Roe, Don
Hobbs, Pam	Ruest, Dennis and Betty Lou
Ironhorse, Inc	Scott, Hugh III
Kimlinger, Sheila and Joseph	Shrout, Thomas
Knowles, Lesley	St. Louis County Department of Transportation and Public Works
Nauert, Paul and Suzanne	Toenjes, Len



CITIZENS FOR MODERN TRANSIT
911 WASHINGTON AVE. STE. 200
SAINT LOUIS, MO 63101

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