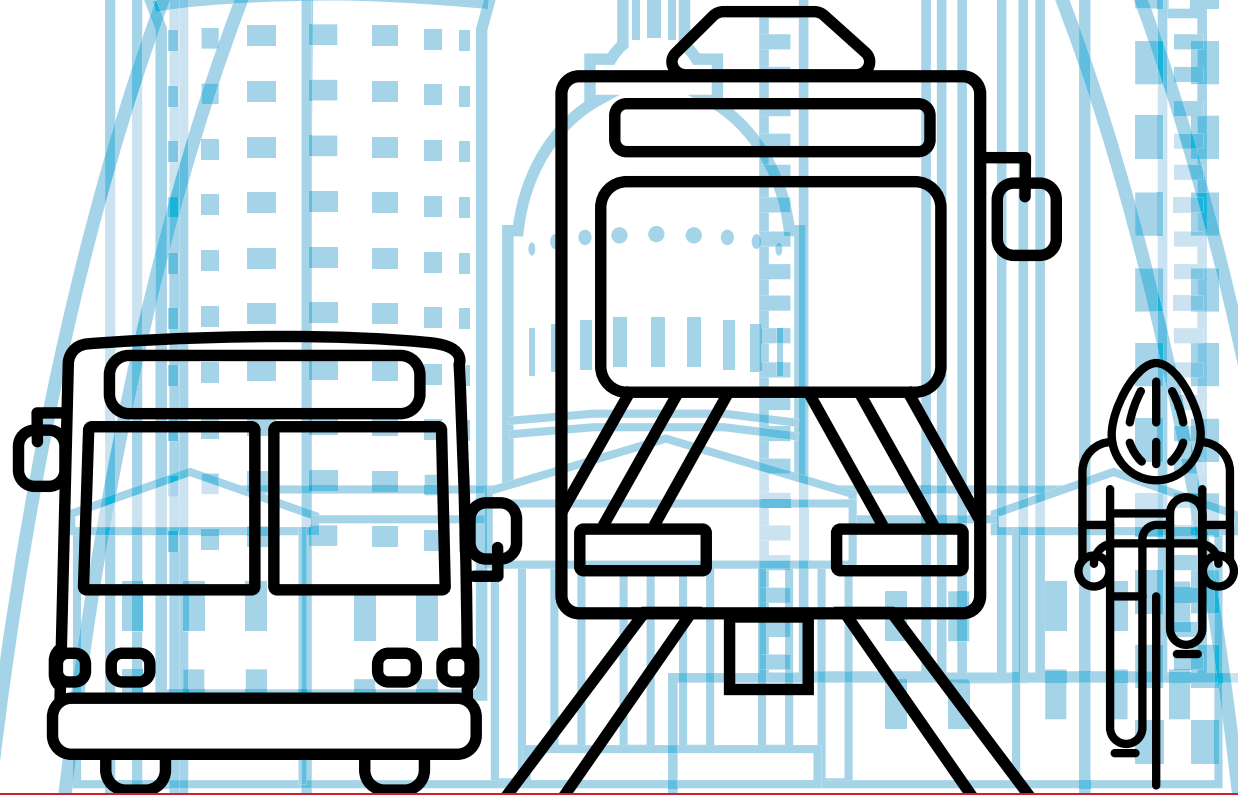


2018

ANNUAL REPORT



TRANSIT: BENEFITS BEYOND THE RIDE

TRANSIT: OFFERING BENEFITS BEYOND THE RIDE

Transit plays a key role in providing access and equality, creating jobs, building stronger economies and furthering the vibrancy of neighborhoods. In short, it helps unify a region for growth, and those benefits go well beyond the ride.

Citizens for Modern Transit (CMT) understands the significance of public transit and has spent more than three decades advocating in support of a safe, integrated and affordable system for the St. Louis region. The organization represents more than 22,000 constituents, including transit riders, major employers, academic institutions and labor and community organizations. It 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 move public transportation forward.

Throughout FY2018, transit was at the center of many regional discussions. The safety and security of the transit system remained at that the forefront, while details around expansion studies, investment/equity programming, a new service plan and the opening of the MetroLink Station in the Cortex Innovation Community also created a lot of buzz. It was a year marked by progress, and CMT looks forward to helping the region maintain this momentum.

As we head into FY2019, CMT will be focusing on three key areas of opportunity: working collaboratively to ensure the safety of the public on the system, rebuilding ridership numbers and maintaining financial stability for the organization. It will also be there as regional leaders prepare to make important decisions tied to the future of transit. With the support of members and riders, CMT will advocate for the identification of a priority expansion project along with the funding needed to make it a reality.

Join us.

June McAllister Fowler
Chair, CMT Board of Directors



Kimberly M. Cella
Executive Director, CMT



CMT has been and will continue to be committed to assisting with the development of both immediate improvements and a longer-term strategy to ensure the safety and security of the St. Louis region's transit system.

For more than a year, CMT and other area stakeholders – including the St. Louis Regional Chamber, Washington University, Organization for Black Struggle, SEIU Local 1, University of Missouri-St. Louis, East-West Gateway Council of Governments, ATU, St. Clair County Transit District, Metro and representatives from various local law enforcement jurisdictions and prosecutor's offices – have been meeting as part of the Transit Advisory Working Group to move the dial on safety and security as it relates to transit. The group has taken significant and measurable steps to ensure the Memorandum of Understanding (MOU) agreement signed in May 2017 by regionally elected officials and Bi-State is being implemented to improve safety, restore public confidence and create a secure ridership experience.

Together, the following has been accomplished:

- Increased presence of law enforcement officers on the MetroLink system and a reduction in Metro customer service complaints. This includes the expansion of the MetroLink Unit from 40 to 68 police officers (a 70% increase).
- Formation of a Joint Task Force to delineate and educate law enforcement from three different jurisdictions, as well as the security staff from the Bi-State-operated Metro Public Safety Department, on the specific responsibilities and duties for each level of public safety.
- Implementation of an initiative by CMT that gives transit riders free, one-year access to the Smartphone safety app, Noonlight (formerly Safetrek).
- Initiation of an environmental design and security audit through East-West Gateway Council of Governments to lay the groundwork for determining the best technology to improve access control on the St. Louis system.
- Development of a pilot access control program, which will be implemented at strategically selected stations to increase safety and security.
- Passage of an Ordinance in the City of St. Louis to allow St. Clair County Sheriff's Deputies to provide aid at stations within the City of St. Louis.

Transit safety and security is a priority for St. Louis. There is not one specific tool or answer to address the issues, but there are many stakeholders and groups, who are spending a significant amount of time and resources to make improvements. The goal is to provide a safe, secure ride for all users – whether they ride every day or just take transit downtown to a Cardinals game.



ADDRESSING SAFETY

EXPANDING TRANSIT ACCESS

FY2018 was a historic year for transit in St. Louis. July 31st marked the 25th Anniversary of the arrival of MetroLink, and on that day, Metro and area stakeholders welcomed the new MetroLink Station at Cortex.

With support from Washington University, BJC HealthCare, Cortex Innovation Community and Great Rivers Greenway, CMT began working on the Cortex project in 2010 with a grant application to conduct a Central Corridor Feasibility Study for a potential new, in-fill MetroLink Station between the Central West End and Grand MetroLink Stations. Eight years and a lot of hard work later, a brand-new station is now open to the public. It serves as the first addition to the transit system since the opening of the Cross-County Extension in 2006 and is a shining example of what can be accomplished through collaboration.



“The St. Louis region is constantly evolving. So are its transit needs. Today, people have different needs and different expectations when it comes to transportation. Through Metro Reimagined, we will be able to meet those new expectations by incorporating new technology and new service options to provide our customers with faster, more frequent and more convenient travel throughout the region.”
- Jessica Mefford-Miller, Interim Executive Director of Metro Transit

Last year, the region also undertook two large scale studies – the Northside-Southside MetroLink Corridor Study in the City of St. Louis and Metro Reimagined.

The Northside Southside study kicked off in early 2017 and wrapped up in August of this year by making recommendations to the East-West Gateway Council of Board of Directors as it works to determine the next possible prioritized transit project for the region.

“There is a demand for transit in this area, and there is a need for transit,” stated Dan Meyers, lead on the Northside-Southside study. “Proportionally, more study area residents use transit to commute and don’t have access to a car, compared to other areas across the city and region. We’re trying to connect people to jobs.”

Meanwhile, Metro Reimagined took a proactive look at the mobility needs of the region, evaluated the potential of new technology and innovative transit concepts, and provided a framework for phased improvements that could be implemented within Metro’s current budget. Using the data collected, the agency developed a proposed transit plan to meet riders’ needs as it relates to operations, schedules, routes and services.

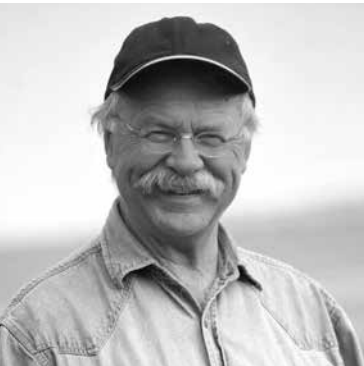
CMT hosted “Talking Transit” events in partnership with the St. Louis Regional Chamber on both studies. Each helped to underscore the impact transit has on the region’s equity and ensured members of the general public had the opportunity to hear about the details of each study and engage in the conversation.



“CMT salutes the transit agency, and the many others, who worked to make this development a reality. We are honored to have played a key role in this project, particularly in its early stage ... Well done St. Louis.”
- June McAllister Fowler, Chair, CMT Board of Directors

ADVOCATING FOR TRANSIT ADVANCEMENT

CMT kicked off its third year managing the Missouri Public Transit Association (MPTA) with new opportunities for education, advocacy and growth for its members. MPTA hosted the MPTA Educational Series with quarterly education events for members and transit stakeholders. MPTA membership revenue increased by four percent over the prior year and earned media coverage continued to climb. MPTA also secured an APTA Local Coalition Grant to launch a “Missouri Faces of Transit” statewide campaign to reinforce the need for public transit accessibility and encourage both residents and legislators to take the needed action to increase state funding. MPTA is currently partnering with representatives in Iowa, Nebraska and Kansas to bring a four-state conference to Kansas City in 2019.



MEET THE MANY FACES OF MISSOURI TRANSIT

The State Transportation Fund revenues remained at only \$1.7 million, however, for the first time, MPTA witnessed the introduction of a multi-modal amendment sponsored by Missouri Rep. Kevin Corlew to provide funding for transit and other modes. Plus, the VW Settlement included transit funding as a component in its mitigation plan, and the Missouri House of Representatives passed SSB #2 HB 1460 by a vote of 88-60, allowing a phased-in, 10-cent, motor fuel tax increase to be placed before Missourians for a vote in November 2018.

On the federal front, Congress approved an omnibus bill for the 2018 fiscal year that runs through Sept. 30 and includes billions of dollars for federal-aid highway, transit, rail and transportation grant programs. It provides a \$1 billion increase to USDOT’s TIGER project grants, \$800 million more in transit formula funding and a \$232 million increase for transit construction grants.

In addition to its work with MPTA, CMT formed a new partnership in 2018 with the St. Clair County Transit District (SCCTD). CMT will be working collaboratively with SCCTD to build ridership programs and promote the benefits of transit in St. Clair County, Ill., by using MetroLink, MetroBus, MetroBikeLink and the Alternative Transportation System (ATS).

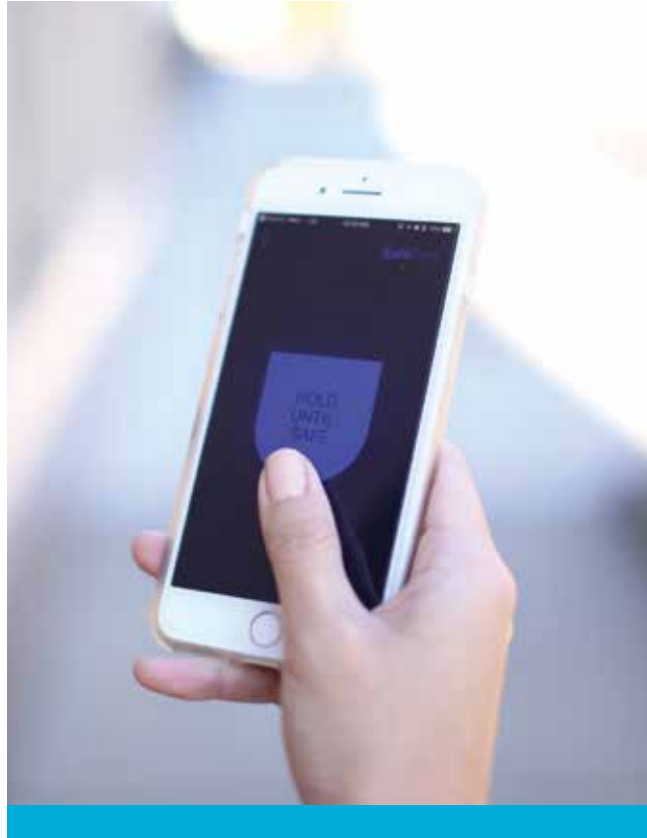
BUILDING RIDERSHIP

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 last several years, CMT has established and expanded several unique programs and initiatives to encourage people to try transit and discover its many benefits. **Highlights from FY2018 include ...**



NORTH HANLEY METRO MARKET

CMT and AARP in St. Louis teamed up to host a CMT Metro Market at the North Hanley Station in October with the help of an AARP Community Challenge Grant. The event temporarily transformed a portion of the expansive parking lot into an active space that connected people to products, services and green spaces. The goal was to showcase how areas around transit stations can become focal points for activity and enhance livability with the hope of making some of these concepts a reality.



SAFETREK APP

In response to its ongoing commitment to addressing the safety issues surrounding the region's public transit system and helping to build confidence in a safe and secure ride, CMT announced the launch of a program with the smartphone application, SafeTrek (now known as Noonlight). Through this initiative, CMT members and registered transit users were able to gain complimentary, one-year access to the personal safety app. 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.safetrekapp.com/cmt.



GUARANTEED RIDE HOME

In 2018, CMT expanded its Guaranteed Ride Home Program to make it easier than ever for commuters who use public transit, ride their bikes or walk to work to gain access to more immediate transportation options if a personal need arises. Individuals are now able to utilize ride-hailing services, like Lyft, in the case of a personal emergency, sickness or unscheduled overtime. CMT subsidizes the cost of 80 percent of these types of rides, up to \$60 per ride, for those eligible.

“Transit is reliable and cost-effective. Plus riders are able to avoid parking hassles and fees. If you haven’t tried it – check it out. CMT is a great resource for you to navigate the local system.”
– Former St. Louis Outfielder Tommy Pham



TRY & RIDE

Since CMT first launched its Try & Ride program in the summer of 2014, the initiative has helped more than 5,800 workday commuters learn how to navigate the St. Louis transit system and experience the many benefits of using MetroLink and MetroBus. In 2018, CMT expanded the promotion of the program through partnerships with the Green Business Challenge and former St. Louis Outfielder Tommy Pham.



TEN TOE EXPRESS

CMT created the Ten Toe Express program to inspire St. Louis area seniors, as well as any other interested individuals, to see how easy it is to integrate walking with public transit use to get around town, while also promoting the health and well-being benefits of this commuting option. The program further expanded in 2018 through a partnership with AARP St. Louis that included new walking groups, destinations and participants. Saturday mornings featured the AARP Breakfast Brunch walking group, and a new partnership with the St. Louis Food Policy Coalition assisted CMT in adding exciting new special walks to the lineup. Currently, more than 350 individuals participate in this program per session.



OTHER EFFORTS

CMT also facilitated the statewide expansion of its Transit Crush campaign, encouraging Missourians to express their love for transit on social media, and work to begin developing a new, smartphone app to help quantify the benefits of transit use.

RECOGNIZING EFFORTS TO FURTHER TRANSIT

As part of its 33rd Annual Meeting, CMT celebrated the incredible efforts of a local non-profit and a group of elected officials for their exemplary commitment to championing transit in the St. Louis area.

More specifically, AARP in St. Louis was recognized with the 2017 New Initiatives Award for partnering with CMT for the Great Race and to further the reach of the Ten Toe Express Program. St. Clair County Chairman Mark Kern, St. Louis City Mayor Lyda Krewson and St. Louis County Executive Steve Stenger were the recipients of the 2017 Chairman's Award for their collaboration in actively addressing safety and security concerns on the MetroLink system.

"Millions of people have relied on Metrolink for their transportation needs over the past 25 years. I congratulate Metrolink on reaching this important milestone and look forward to its continued efforts to provide commuters, tourists, and families a reliable transit system."
- U.S. Senator Roy Blunt



"The best example of what our region can do when its residents and leaders cooperate, and persist, is the MetroLink. We navigated difficult challenges when building the system, but we now have a permanent public transit asset that ties the region together. MetroLink reflects a facet of our transportation infrastructure that will help address the region's future transportation needs."
- Jim Wild, East West Gateway Council of Governments



POSITIONING THE ORGANIZATION FOR CONTINUED SUCCESS

In FY2018, there were several changes and additions to the leadership of the organization.

CMT's membership elected Sheila Kimlinger, Transportation Group Manager for Thouvenot, Wade & Moerchen, Inc., and Jennifer Obertino, Vice President Midwest Region at AECOM, to three-year terms on the board at CMT's 33rd Annual Meeting in September 2017. Then, in February 2018, the organization welcomed Mallory Box of St. Charles, Mo., as its new director of membership and programs. She manages ridership programming, while furthering membership and education and advocacy opportunities designed to promote the benefits of public transit usage.

In July 2018, June McAllister Fowler, of BJC HealthCare, was elected as Chair of the CMT Board of Directors. Fowler succeeds Rose Windmiller, of Washington University, who has been a member of CMT's board for over a decade, serving at the helm since 2014. Windmiller was named to the Bi-State Development's Board of Commissioners by Missouri Governor Mike Parson, prompting her to relinquish her board position with CMT. Fowler is the senior vice president of communications, marketing and public affairs for BJC HealthCare. Prior to joining BJC, she was the senior director of communications and community affairs for Mallinckrodt and the director of the Department of Planning for St. Louis County. She has served as a member of CMT's Board of Directors for more than 10 years and as secretary since 2015.



Sheila Kimlinger



Jennifer Obertino



June McAllister Fowler

"The MetroLink system provides a key service to all St. Louisans. Through a robust public transit system, medically underserved community members can gain access to comprehensive healthcare services to improve their health and wellbeing. Responsive Public Transit promotes the region's health."
-Bethany Johnson-Javois, CEO, St. Louis Integrated Health Network

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Julian Z. Schuster - Webster University

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. CMT was named a recipient of the first-ever AARP Community Challenge Grant program in October 2017. Through this program, AARP invested \$780,000 in 89 different community projects nationwide to help create change and improve the quality of life for people of all ages. CMT was the only recipient in Missouri to be awarded with this grant and used the funds to host a free, pop-up Metro Market at the North Hanley MetroLink Station.

CMT was also the recipient of a two-year Congestion Mitigation and Air Quality Program grant to build ridership on the system and a one-year contract with the St. Clair County Transit District. CMT continued it's contract for the management of the Missouri Public Transit Association.

Membership revenues topped \$110,000 in 2018.



GOLD DONORS



DONORS 8/1/17 – 7/31/18

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Bi-State Development
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Eastern Missouri Laborers District Council
Jacobs
Lochmueller Group
Musick Construction Company
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