

2015

CITIZENS FOR MODERN TRANSIT ANNUAL REPORT



CITIZENS FOR
MODERN TRANSIT
MAKING TRANSIT A PRIORITY



PROVIDING THE VOICE FOR TRANSIT CHOICE

Citizens for Modern Transit (CMT) celebrated a major milestone in FY2015 as we marked our 30th anniversary. Over the past three decades CMT's advocacy work has gone a long way towards being the voice for transit choice. This year was no exception as our efforts continued to create and promote transit opportunities regionally, locally and individually. Proactive efforts included securing a \$10.3 million TIGER grant to further expand MetroLink, ensuring that a light rail study in St. Louis County was included in the region's long-range transportation plan, commissioning a study to determine state and local funding options, and encouraging a record number of area residents to give transit a try through unique programming.

CMT knows that establishing and sustaining a viable transit system is key to helping communities flourish. Access to employment opportunities through transit is critical. Much of the region's future economic growth hinges on the quality of access to transportation. CMT spent the last year laying the needed groundwork to enable local leaders to define a clear strategy for future transit projects as well as a funding initiative to help determine how to move those projects forward. Investments must be made in transit so St. Louis can be a viable economic engine in the future.

MOVING FORWARD WITH NEW TRANSIT INFRASTRUCTURE

In September, a \$10.3 million TIGER grant was awarded to Metro for the construction of a new MetroLink station at Boyle Avenue and Sarah Street in the Cortex District. This development will mark the first addition to the St. Louis light rail system since the Cross-County extension opened in 2006. CMT, in partnership with BJC HealthCare, Washington University, the Cortex Innovation Community and Great Rivers Greenway, collaborated to successfully complete the Central Corridor Feasibility Study for the new MetroLink station and Central West End upgrades. This study played an integral role in the ability to secure the TIGER grant funding for Metro. As a result, CMT, and all aforementioned partners, were recognized in November with an East-West Gateway Council of Governments award for Outstanding Local Government Achievement.

CMT Panel Discussion on Transit Funding.
From left to right, CMT Board Chair Rose Windmiller; St. Louis County Executive Steve Stenger; United Way's President & CEO Orvin Kimbrough; City of St. Louis Mayor Francis Slay; St. Louis Regional Chamber's President & CEO Joe Reagan; and CMT Executive Director Kimberly Cella.

RECOGNIZING FUNDING NEEDS

Several significant events took place this past year that underscored the importance of transit when it comes to the future of the St. Louis Region.

There are currently several significant transit expansion and service innovation proposals that have received extensive review and have substantial support in the St. Louis region. But, an overall lack of funding has prevented any of these (or similar) game-changing public transit projects from moving forward. In December, CMT announced plans to address this issue by commissioning a Transit Funding Study in partnership with Transportation for America.

The purpose was to begin the process of building a case for long-term, sustainable capital and operational funding for greatly enhanced public transit services. The six-month study assessed current fiscal capacity for transit expansion and operation, analyzed the best practices of transit strategies nationwide and developed a menu of possible funding strategies for local consideration based on the analysis and findings. The results were presented to the community through a panel discussion featuring key stakeholders who examined next steps. This event was held in conjunction with CMT's 30th anniversary celebration and was co-sponsored by the St. Louis Regional Chamber.

St. Louis County also took steps in FY2015 to move light rail forward. County Executive Steve Stenger requested a light rail study be added to the region's long-range transportation plan, known as *Connected 2045*. CMT and its Transit Alliance members worked closely with St. Louis County to look at the possibility for future light rail expansion along the Metro North, Metro South and Daniel Boone corridors.

On the federal front, CMT advocated for a longer-term Federal Surface Transportation Reauthorization Act to replace, and significantly restructure, the authorization levels currently provided in the extension of MAP-21 legislation. At the state level, CMT also worked to rally support for operating and capital funding for transit.



Don C. Musick, III, CMT Board Chair; CMT Executive Director Kimberly Cella; Metro CEO John Nations; Susan Trautman, Great Rivers Greenway; Dennis Lower, Cortex Innovation Community; Greg Patterson, BJC HealthCare; Mary Campbell, Washington University; and Peter Rogoff, Acting Under Secretary of Transportation for Policy in the U.S. Department of Transportation.

MOVING FORWARD

"This public/private collaboration for the Feasibility Study for a new station at CORTEX was instrumental in providing the level of commitment and enthusiasm necessary to see this project to fruition, and for providing St. Louis a great opportunity to see local leaders out front advocating for the expansion of the transit system."
- Rose Windmiller, Chair of the CMT Board of Directors.



SUCCEEDING AT ATTRACTING NEW TRANSIT USERS

In June 2014, CMT launched its Try & Ride Program aimed at attracting new riders to the transit system. The program far exceeded initial expectations. During its first year, the program surpassed the two-year participation goal of 1,500 registrants by 50 percent and ended up helping more than 2,450 individuals “test drive” transit. This success led to CMT being honored by Focus St. Louis through the presentation of the 2015 *What’s Right with the Region!* Award in the Innovative Solutions Category.

“The Try & Ride program demonstrates that people will ride transit if we help them get over the initial perceived hurdles. What’s even better is the fact that survey results showed that 68 percent of riders would continue to use transit after the initial two-month program period. We are excited to see where this program goes as we head into year two.”
- Kimberly Cella , CMT Executive Director.



CMT receives 2015 *What’s Right with the Region!* Award for its Try & Ride Program.

BUILDING PARTNERSHIPS

New partnerships, new Ten Toe participants and exciting new walks added adventure to CMT’s Ten Toe Express program. CMT teamed up with AARP St. Louis to help further promote transit and walking. As part of this new partnership between the organizations, more than 300,000 AARP in St. Louis members from across the St. Louis area, had the opportunity to join in with other participants from throughout the region, to experience first-hand just how easy it is to integrate walking with public transit use to get around town. These individuals also enjoyed the associated health and wellness benefits. Additionally, CMT expanded work with Beyond Housing and the City of Pagedale to help increase exposure for the program and reach a new community with the benefits of linking walking and transit.

CMT’s Ten Toe Express Program enables seniors to better familiarize themselves with the transit system by providing guided walking tours around the St. Louis region in an effort to link healthy living and transit. CMT has had more than 7,600 active older adults participate in this unique program to date. This continued success is due, in large part, to the commitment of our volunteer walk leaders.

CMT has also worked to strengthen partnerships through its involvement with a host of national, statewide and local organizations. These include the National Alliance of Public Transportation Advocates (NAPTA), the Missouri Public Transit Association (MPTA), the Missouri Rail Passenger Advisory Committee, the St. Louis County Public Transit Commission, the East-West Gateway Bicycle & Pedestrian Advisory Committee and the St. Louis Regional Air Quality Committee.



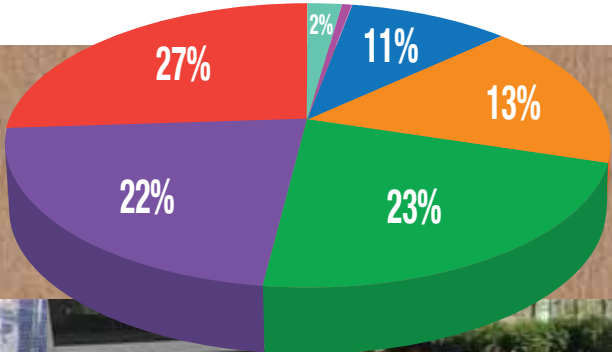
TRY & RIDE

BIGGEST BENEFITS OF TAKING TRANSIT?

- 55% Cite Cost Savings
- 40% Cite Less Stress From The Commute
- 41% Cite More Time To Themselves
- 13% Lost Weight

BIGGEST DISCOVERIES FROM TRYING TRANSIT?

- 43% more convenient than they thought
- 34% more people riding than they thought
- 33% go more places than thought
- 33% see more on the way to and from work
- 48% cost savings
- 29% how relaxing the commute can be



TRY & RIDE AGE BREAKDOWN

- Under 16 Years Old: 0%
- 16-24 Years Old
- 25-34 Years Old
- 35-44 Years Old
- 45-55 Years Old
- 55-64 Years Old
- 65-74 Yrs Old: 2%
- 75+ Years Old: .69%





CHAMPIONING

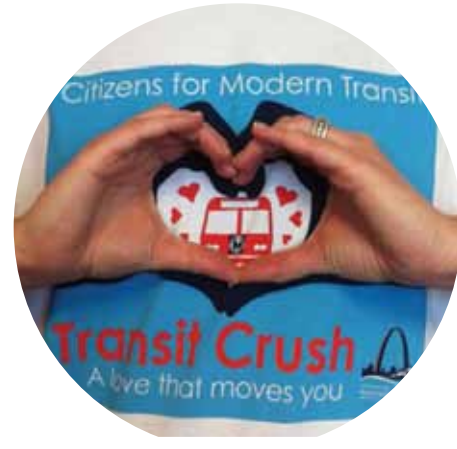
CHAMPIONING FOR TRANSIT IN THE COMMUNITY

CMT's advocacy and education work in FY2015 ranged from a *Transit Crush* and a Great Race competition on the St. Louis transit system to a 'pop-up' Metro Market and other community-wide campaigns. Each event provided a voice for transit choice in St. Louis.

Love was in the air along the MetroLink alignment in mid-February as CMT and the Saint Louis Football Club teamed up to host the first-ever *Transit Crush* event, designed to give transit enthusiasts the chance to unite in support of their love for the region's transit system. Transit riders met at various spots along the alignment to create a flash mob-style "crush" onboard the trains during the evening commute.

The 2015 CMT *Great Race: Relay to the Rails* competition was highlighted by great partnerships, participation by a host of local members of the media, and community-wide advocacy for multi-modal options in St. Louis. The competition used a relay race format that placed Team WEST against Team EAST as they worked to demonstrate how seamlessly biking, carsharing, ridesharing and taking transit could be integrated. While Team East took home the win and the bragging rights for 2015, the entire region won, as the event was a fun and exciting way to promote all of the alternative transportation modes available on both sides of the river.

In early June, CMT partnered with Metro, Great Rivers Greenway and Beyond Housing to host a CMT Metro Market at the Rock Road Station. The event provided those in attendance with a glimpse of how MetroLink Park-Ride Lots across the region could be transformed and better utilized. More specifically, it showcased what could exist in terms of shopping, dining and entertainment at all MetroLink stations if the community invested in development around the St. Louis transit system.



CMT also worked to promote the links between transit and trails through a partnership with Great Rivers Greenway. CMT most recently launched the "Get out and Explore on Transit and Trails" campaign in an effort to promote transit to trail connections in the region, and all the exciting destinations along the way.



FOR TRANSIT IN THE COMMUNITY

INFLUENCING THE COMMUNITY THROUGH LEADERSHIP

CMT’s board of directors, members and dedicated volunteers play a collective role in raising awareness about the benefits of transit, as well as the need for a regional vision and funding for capital and operating expenses. They also serve as the leadership behind this thriving organization.

This year, CMT’s membership revenues exceeded our goal by 5%. We also announced the debut of the Fred Epstein Public Transit Education Fund, creating a transit legacy in honor of longtime transit advocate and one of the founders of CMT, the late Mr. Epstein.

At CMT’s 30th Annual Meeting on Sept. 12, 2014, members unanimously elected Terry Briggs, Director of Communications for Laborers-Employers Cooperation and Education Trust; Karin Hagaman, Director of Project Development with Cortex Innovations Community; and Jennifer Obertino, Vice President and Operations Manager of the Missouri-Kansas Operations for URS Corporation to a three-year term on the board of directors. CMT’s board members also elected to extend the terms of Katie Forster of Crotzer & Ormsby LLC, and James Fredericks of Polsinelli, for another three years. Rose Windmiller, Associate Vice-Chancellor at Washington University, was elected to serve as the new Chair of the organization.

CMT Providing the Voice for Transit Choice:
CMT Board members, elected officials and community stakeholders



CMT was awarded several grants in FY2015. This list includes an American Public Transit Association grant to support the Try & Ride program; a Great Rivers Greenway grant to expand work on the connections between transit and greenways; and a new Congestion Mitigation and Air Quality grant to build new ridership programs to entice new riders to the system.



30 YEARS INVESTING IN TRANSIT

In July, CMT also marked its 30-year anniversary with a celebration at the Moonrise Hotel. Overlooking the new Loop Trolley, which is currently under construction, and within view of the Delmar MetroLink Station and along the Delmar MetroBus Line, the event helped to underscore how a multi-modal transit system benefits the region.

STRENGTHENING THE REGION'S VOICE FOR TRANSIT

CMT members recognize the fundamental importance of a good public transportation system and the role it plays in creating jobs and building a stronger economy and more vibrant neighborhoods. Yet, CMT knows the region still has a long way to go in its quest to build more livable, walkable and sustainable communities around our system. In FY2016, CMT will focus its efforts on creating a vision for transit as we head into the future and addressing the need for funding to turn this vision into a reality.

NOW IS THE TIME TO INVEST IN TRANSIT. JOIN CMT, AND GET ON BOARD TODAY!

Citizens for Modern Transit (CMT) is the transit advocacy organization leading efforts to establish an integrated, affordable and convenient public transportation system, with light rail expansion as the critical component, to help drive economic growth and improve quality of life in the St. Louis region.



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