



CITIZENS FOR  
MODERN TRANSIT

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MAKING TRANSIT A PRIORITY

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# PROGRAM GUIDE



## PUTTING TRANSIT INTO ACTION

### Guide to implementing Transit Ridership Programs in your community

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

CMT's hard work and ability to creatively secure local matches for federal funding aided in the opening of the MetroLink line in 1993 to ridership beyond projections and played a key role in its continued expansion over the last 20 years including the new station at Cortex set to open in 2018. The organization's work includes, but is not limited to, spearheading feasibility studies, securing funding, working to enhance safety and security on the system, helping to make transit stations a destination, and creating and implementing a series of unique programs designed to increase ridership and raise awareness about the benefits of public transit.

This guidebook, *Putting Transit into Action*, lays out for other transit organizations information and implementation steps on some of CMT's successful, unique programming to assist in:

- Increasing transit ridership
- Investment in transit
- Awareness of transit and its benefits in communities across Missouri whether they ride it or not
- Implementation of programming to build support for transit.

The Guidebook also includes Missouri-specific information on the general benefits of public transportation, thereby helping organizations that use the guide to educate a wider percentage of the population on the benefits of transit, whether they ride or not.

CMT's Guaranteed Ride Home, Ten Toe Express Program, and Try & Ride rider incentive and support programs have been enormously successful in the St. Louis region in recruiting transit riders for the work commute and recreational trips. Additional information is provided on promotional events like CMT's Great Race.

[www.cmt-stl.org](http://www.cmt-stl.org)

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*"I have been a part of the 10 Toes Program since the Spring 2008 session. I had recently retired and was looking for something to do. It has been so amazing I don't know where to start.*

*First off, I have learned how to get around using Metrolink. Though I live out in Jefferson County it's just a hop to the Shrewsbury Station where I catch the train. It's much easier than driving to the events around town.*

*Second, the program has got me moving. Besides the several miles we cover on our walks it also gets me off the couch & out of the house. I have made so many wonderful friends.*

*Lastly, I have seen so many great things around town. I have lived in St. Louis my whole life but have discovered many new things that I never realized were here. The walk leaders put great effort into making our walks interesting."*

**- Mary Jung**



CMT Ten Toe Express



# GUARANTEED RIDE HOME PROGRAM

Website: <http://cmt-stl.org/guaranteed-ride-home/>

## What is the Guaranteed Ride Home Program?

A common reason that many people do not commute to work via transit is because they wonder about the what ifs. What if my child gets sick and I need to pick them up? What if I have unscheduled overtime and can no longer catch the bus or train home? The Guaranteed Ride Home Program is here to take care of those what ifs by providing a safety net for area employees who commute to work via public transit. If a personal emergency, sickness, or unscheduled overtime should arise and public transit is no longer a viable option, program participants are able to take a cab or rental car home and the sponsoring agency will cover 80% of the cost, up to \$60, up to 4 times a year. Along with benefiting the employees who commute via transit, the Guaranteed Ride Home program also benefits participating employers. Offering the Guaranteed Ride Home program to employees can enhance their benefits package at no cost to the employer and employers get to show their commitment to their employees and their community.

### GOAL OF PROGRAM

Provide an incentive for employees to commute to work via public transit by providing a safety net in case of emergencies.



### PROGRAM SUCCESSES

- More than 15,000 registered participants and
- Over 175 participating employers in the St. Louis region
- Unique partnership with Enterprise to offer a rental car as an option



### TARGET MARKET

Those who utilize public transit to get to and from work AND those who are considering making the switch. This added incentive can help them with the transition. Employers looking to offer incentive packages to employees at little or no cost



### COST TO ADMINISTER

- No out of pocket costs to administer on the part of an employer.
- CMT covers 80% of the cost of a ride home, up to \$60, up to 4 times a year per program participant. (On average, costs \$250 per year for ride reimbursement for agency.)
- Operating costs to create and maintain a database.
- Any other cost associated with administering and/or promoting the program.

### PROGRAM DESCRIPTION

Provides immediate transportation in case of personal emergency, sickness, or unscheduled overtime for registered transit, bike, or walk commuters. Participants can catch a cab or rent a car to get home when an emergency pops up and public transit is no longer a feasible option. Participants can be reimbursed for such emergency rides up to 4 times a year. Limit \$60 per ride.

### PROGRAM GUIDELINES

- Employers and employees must be registered participants to receive incentives
- Limit of 4 rides/car rentals per year
- Contact must be assigned at each employer and they must sign off before reimbursement is provided
- Definition of 'valid circumstances' (i.e. illness, personal emergency, unscheduled overtime)
- Tracking completed by sponsoring agency
- Reimbursement amount limited (CMT covers 80% of the cost of a ride home, up to \$60, up to 4 times a year per program participant)

### CHALLENGES

Requires diligent contact with employer network. For example, site contacts often change at worksites without notification to agency administering the program.



### STEPS FOR IMPLEMENTATION

- Determine the program guidelines your agency would like to follow including amount of reimbursement per participant per year, number of times a participant can utilize the ride home each year, methods for getting home-cab or rental car, valid circumstances-sickness, personal emergency, etc.
- Determine program budget/amount of money available for tickets
- Build a network of area employers to reach out to and begin promoting the program
- Provide information on how the program can benefit them and their employees (at no cost to them!)
- Begin signing up employer and employee participants and create a database of participants for tracking purposes
- Maintain regular contact with site coordinators at worksites to provide and receive program updates
- Continue to promote the program to area employers and employees to gain new participants

Take a Seat.  
Make a Stand.  
RIDE TRANSIT!



# TEN TOE EXPRESS

## What is Ten Toe Express?

The Ten Toe Express program aims to help individuals lead healthier lives by linking activity, sociability, and exercise with the use of transit. The program features weekly trips organized by volunteer walking group leaders that utilize both walking and transit to reach their destinations. There are two sessions offered each year, one in the fall and one in the spring, each twelve weeks long. There are various walking groups and each is based out of a different transit station which signifies the starting point of each trip. After registering to participate in the program either online or in person and submitting the \$10 fee, participants are able to go on as many trips as they like.

## GOAL OF PROGRAM

Help individuals lead healthier lives by linking activity, sociability, and exercise with the use of transit. Demonstrate the link between healthy living and transit and enabling seniors to become familiar with the transit system as another means of travel, mobility, and independence.



## PROGRAM SUCCESSES

Celebrated 10th anniversary of program in 2016.

- More than 8,000 participants
- More than 500 destinations visited via transit



## TARGET MARKET

Primary focus: Older Adults (Seniors)  
Secondary focus: Open to anyone



## COST TO ADMINISTER

Dependent on number of participants and sponsorships received.

- Opportunity for partnerships with local community groups, churches, departments of health, etc.
- Possible healthy living grant funds

## PROGRAM DESCRIPTION

Volunteer led walking groups plan weekly walking trips around the city. Walking groups use transit to reach their destinations and walks vary from 0.3-5 miles in length.

Website: <http://tentoes.cmt-stl.org/>

## PROGRAM GUIDELINES

- Walk leaders needed to plan and implement the weekly trips.
- Walk participants must register with the program
- Liability statements for participants
- Registration and tracking of participants
- Follow up

## CHALLENGES

Recruiting and retaining volunteer sponsorships.



## STEPS FOR IMPLEMENTATION

- Build partnerships in the health community (reach out to local health departments and organizations for sponsorships and promotion)
- Determine other organizations that you can partner with to enlist volunteers and for promotion of the program
- Recruit and train volunteers (walk leaders)
- Determine dates of sessions
- Plan routes and walks (dates, times, trips)
- Develop a marketing plan and kick-off event
- Register participants for program
- Start walking!

## TESTIMONIALS

*I have been a part of the 10 Toes Program since the Spring 2008 session. I had recently retired and was looking for something to do. It has been so amazing I don't know where to start. First off I have learned how to get around using Metrolink. Though I live out in Jefferson County it's just a hop to the Shrewsbury Station where I catch the train. It's much easier than driving to the events around town. Second the program has got me moving. Besides the several miles we cover on our walks it also gets me off the couch & out of the house. I have made so many wonderful friends. Lastly I have seen so many great things around town. I have lived in St. Louis my whole life but have discovered many new things that I never realized were here. The walk leaders put great effort into making our walks interesting.*

- Mary Jung, Ten Toe program participant

## STEP UP!



## SHAPE UP!



## RIDE ON!





# TRY & RIDE PROGRAM

## What is the Try & Ride Program?

The Try & Ride Program provides participants with the opportunity to explore our transit system, discover its many benefits, and learn how to incorporate public transit into their daily commute. The goal of the program is to encourage residents to commute to work and school via public transit by giving them the opportunity to try it out for free. By signing up to participate in the Try & Ride program, registrants are agreeing to commute to work or school via transit at least three days a week for two months. The sponsoring agency provides tickets for the first month and the participant covers the cost of tickets for the second month. Participants also participate in two surveys, one before and one after participating in the program.

## GOAL OF PROGRAM

- Encourage St. Louis residents to commute to work and/or school using public transit. Program helps new riders recognize the benefits of using public transit and how easy it is to make public transit a regular part of their commute.

- Increase knowledge on public transit.

## PROGRAM DESCRIPTION

Those wanting to make the switch to commuting via public transit can give it a try with this program. Riders must commit to riding public transit at least three times a week for two months. In exchange, agency provides riders with free transit tickets for the first month and a personalized route if requested. The cost of transit fare for the second month of the program is the responsibility of the participant.



## PROGRAM SUCCESSES

- More than 4,000 participants to date. More than 68% of participants reported they continue to use transit to commute to work and school.
- Earned media coverage and participation from local media personalities.



## TARGET MARKET

Those interested in trying transit, but are unsure they can make it a regular part of their commute to work or school.



## COST TO ADMINISTER

- Cost of ticket fulfillment (may start small by limiting numbers)
- Any costs associated with administering or promoting the program

Website: <http://cmt-stl.org/programs/cmts-try-ride-program/>

## PROGRAM GUIDELINES

- Trial Length & Rider Commitment (i.e. 3 days a week for 2 months)
- Gather feedback from participants via surveys
- Determine limits of who can participate (number of household members, number of applications allowed from a particular address in a specific amount of time, etc)
- Identification of fraudulent applications
- Fulfillment of new commuter packets (including transit tickets and tips and tricks for using transit)

## CHALLENGES

- Fraud
- Fulfillment



## STEPS FOR IMPLEMENTATION

- Determine who will be eligible to participate (students, employees, anyone)
- Determine length of trial commitment asked of riders (i.e. 3 days a week for 2 months)
- Determine how you will survey participants to gather pre and post feedback
- Determine limits of who can participate (number of household members, etc)
- Determine budget for tickets/ look for sponsorships to offset costs
- Determine how to detect abuse of the program/fraud (i.e., track serial numbers of tickets given to participants so if they start showing up for sale online, agency can determine who is scamming the system)
- Determine fulfillment time frame (i.e., participants will receive fulfillment packet within 2 weeks of registering for the program)
- Create network of contacts to partner with.
- Promote to area schools and employers to gather participants.
- Register participants
- Create database of participants for tracking purposes
- Evaluate program via survey responses

## HOW TO REGISTER FOR PROGRAM:

1. Register online or via program brochure
2. Sign a letter of agreement regarding program terms
3. Received personalized route to school/work and tickets for one month of commuting (Try and Ride packet)
4. After one month, take a survey about your experience riding transit (Variation- you may want to offer first survey upon registration)
5. Continue riding public transit for second month
6. At the end of the program, take exit survey

TRY & RIDE  
WHAT  
A GREAT  
RIDEA



*On challenges (re: Try and Ride): "Those who did attend presentations thought it was a good idea, but admitted that 'it is so easy to drive a car and find free parking in Springfield'"*

**-Kelly Turner  
City Utilities of Springfield**



# PROMOTING TRANSIT: CMT GREAT RACE

Website: <http://cmt-stl.org/programs/cmts-try-ride-program/>

### What is the Great Race?

The Great Race is an annual event held to showcase all of the viable transportation options offered in the region and to demonstrate how these different modes of transportation can be integrated into your daily commute. This event brings attention and awareness to modes of transportation in the region and helps educate and encourage residents to take advantage of all the region has to offer in terms of transportation.

### GOAL OF PROGRAM

- To showcase all of the viable transportation options offered in the region
- Demonstrate that these different modes of travel can be integrated seamlessly
- Generate overall community-wide advocacy and awareness for multi-modal options in St. Louis



### PROGRAM SUCCESSES

- Annual event held for the last 5 years
- Engage local media (bringing media attention to agency and transit in the region)
- Building partnerships



### TARGET MARKET

- Those interested in supporting or learning more about multi-modal opportunities in the St. Louis region
- General public awareness building campaign



### COST TO ADMINISTER

This program's budget can range from small to large depending on:

- Advertisement budget
- Finish line event
- Ad Promotions
- Transit passes

### PROGRAM DESCRIPTION

Annual event where teams see who can travel from their respective starting points to a designated finish line the fastest during the evening commute utilizing bikes, MetroLink, MetroBus, carsharing and walking.

### PROGRAM GUIDELINES

- Determine final destination/ending point
- Determine route options for teams
- Recruit team members
- Promote event

### CHALLENGES

- Recruiting participants
- Sponsorships
- Creating new spur each year



### STEPS FOR IMPLEMENTATION

- Determine date and time of event (evening rush hour, weekend, morning rush hour)
- Create partnerships with local media and transportation companies (i.e. Enterprise Carshare/transit agency).
- Recruit team members/participants for the event
- Determine final destination/ending point of event
- Determine possible route options for teams during event
- Promote event



### MEDIA COVERAGE

<http://fox2now.com/2016/05/11/citizens-for-modern-transits-great-race/>

<http://kplr11.com/2016/05/11/citizens-for-modern-transit-great-race-thursday-may-12th/>

<http://thetelegraph.com/news/81935/regional-media-personalities-join-citizens-for-modern-transit-to-raise-transportation-awareness-through-cmts-great-race-2016-linking-the-last-mile-competition>





# MAKING THESE PROGRAMS A REALITY

## 1. I think these programs sound great, but I worry that we won't have the funding to implement them.

- Funding is a difficulty that faces many organizations working to implement programs within the community. However, there are grants available to do this type of work. For example:
  - Missouri Foundation for Health: <https://mffh.org/the-foundation/funding-opportunities/>
  - America Walks micro grants: <http://americawalks.org/every-body-walk-2016-micro-grants-awarded/>
  - CDC program Partnerships to Improve Community Health (PICH): <https://www.cdc.gov/nccdphp/dch/programs-partnershipstoimprovecommunityhealth/index.html>
- You can also look to partner with other organizations in your community that would also benefit from the program to help cut costs; for example, partners CMT has worked with include the local branch of AARP, health departments, senior-focused organizations and local senior centers, local universities, job training and job placement facilities, and large employers.

## 2. How will implementing the Ten Toe Express program help increase ridership in my community?

- By introducing the transit system to a new group of riders (you might target seniors, young adults, high school students, etc.), you are likely to see an increase in ridership within that group. One of the goals that CMT has focused on with the Ten Toe Express program is to show older adults that they can still get around town, even if driving is no longer an option for them. Trying public transit for the first time can be daunting for anyone, but when you're trying it out with a group of friends, transit seems much more accessible. After experiencing transit via the Ten Toe Express, members of a target group may be more likely to use transit outside of program trips.

## 3. What are some ways that I can create awareness for these programs and promote them in my community?

- There are a variety of ways to get the message out about the programs your organization is working on. Social media is a great way to promote your organization and the programs it is involved in. Most people utilize one or more social media platforms (Facebook, Twitter, Instagram, Snapchat), making it easy to reach many people with just one post.
- For those who may not use social media, other forms of media (radio, television, newspaper) are still great ways to spread the word. Fliers and door knockers also work for getting out information to specific areas/neighborhoods. Advertise at the local ballfield or sports park (reach many different groups).
- Working with partners in your community to help spread the word on the program is another way to reach more people. Team up with a local school or university, community center, apartment complex, health department, or large employer in your community to further reach community members that you may not reach through other methods.
- See if you can speak at neighborhood/community meetings or do presentations at various functions/organizations. The local Optimist Club, public library, senior center, or AARP group might be in need of speakers to present about how transit can help people live healthier and more active lives!

## 4. One of the challenges our community has regarding low ridership is the negative perceptions of transit. How do we work on changing the perceptions of our community?

- It will take a lot of hard work and effort to change the long-formed opinions of community residents on public transit, but it's possible.
- A promotional campaign or event (like the Great Race) can help in changing minds by showing potential new riders the various benefits of transit and highlighting the faces of transit within your community (those who ride transit and those who work for transit).
- The programs we've outlined in this brochure will provide you both with a way of collecting pictures, video, and data about transit riders and benefits, and also a way to disseminate that info. Pictures, video, and data can help paint the picture of why people should utilize public transit, and can help you tell and show potential riders how transit will save them money on gas, parking, and car maintenance, as well as save time in traffic.
- These programs can also offer a way for people to "test out" transit and overcome the perceptual hurdles of using it. Show potential riders how transit works using informational videos. Provide educational materials that make the transit riding experience easy.
- Adapting some version of any of these programs also gives you an outlet to introduce the community to transit workers.

**You'll need to find ways to meet the community where they are in order to change their perceptions of public transit. That means giving presentations and providing information, advertising via radio spots and television commercials, going into the schools and universities, and teaming up with other service providing organizations to get your message across.**





*This Guide is funded in part by APTA's 2016 Local Coalition Grant.*

*On successes: "The Ten Toe Express group is determined to meet each week, even in bad weather, and have come up with ideas to stay active and utilize transit when weather doesn't cooperate, such as walking indoors at a local shopping mall."*

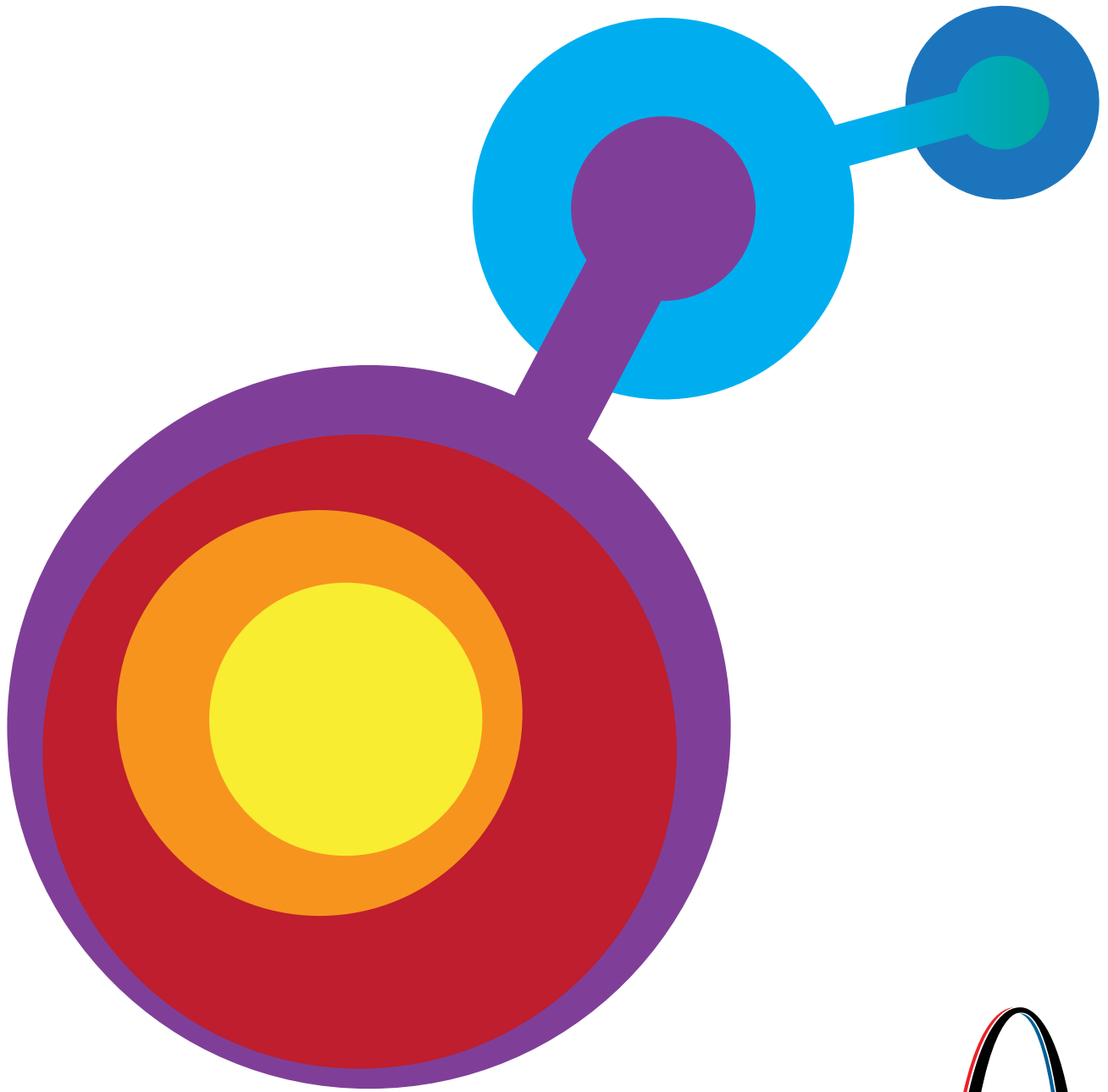
**- Becky Reinhart  
Beyond Housing  
St. Louis, MO**

*"The ten years I have served as a walk leader have been exceptionally rewarding. I count many of my walkers as personal friends. I have had more than 100 people come on a Ten Toes walk of mine. We continue to meet monthly during the off-season simply because we enjoy each other's company (and the exercise)."*

**- Mary Fran Balmer**







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