

2021

ANNUAL REPORT

**PUBLIC
TRANSIT**
CAN GET US THERE



CITIZENS FOR
MODERN TRANSIT
MAKING TRANSIT A PRIORITY

CMT-STL.ORG

PUBLIC TRANSIT CAN GET US THERE

While fiscal year 2021 was marked by a slow return to life in our local communities and across the region, public transit never lost its momentum. It continued delivering essential workers during the height of the pandemic, expanded access as people returned to work and helped to promote social equality, stimulate development, provide economic returns and position the St. Louis region for recovery and growth. In short, public transit proved it can get us where we need to go.

These impacts are what have fueled the mission of Citizens for Modern Transit (CMT) for the past 37 years and will continue to motivate the organization as we move into the future.

Since CMT's establishment in 1985, it 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 transit access. The organization's vision, tenacity and extraordinary leadership plays a fundamental role in maintaining a safe, integrated and affordable transportation system for the St. Louis region.

Throughout FY2021, CMT's advocacy efforts played a role in bringing the region together. Transit remained at the center of many regional conversations. Microtransit options were introduced to help fill service gaps. Light rail expansion in Illinois continued, while potential next steps for the Northside/Southside corridor in Missouri remained under consideration. Safety and security efforts made significant strides. Critical federal funding for transit was secured. Plus, transit stops were transformed through CMT's placemaking program in partnership with AARP in St. Louis.

This coming year, CMT will work to further three key areas of opportunity. These include increasing community collaboration and support for transit at 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.

Public transit can get us there. Join us for the ride.



Hart Nelson
Chair, CMT Board of Directors



Kimberly M. Cella
Executive Director, CMT



INCREASING RIDERSHIP. PROVIDING ACCESS TO OPPORTUNITY.

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. 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 was also committed to ensuring riders felt safe and appreciated, while having access to resources to help simplify their commutes. In turn, ridership was on the rise before the pandemic hit.

Highlights from FY2021 include the following:

SPEARHEADED THE CREATION OF UNIQUE SPACES

CMT and AARP in St. Louis worked to activate the Emerson Park MetroLink Station – located in East St. Louis – in partnership with the St. Clair County Transit District and Metro Transit. The permanent placemaking effort, known as the “Emerson Park Transit Transformation Project,” was completed in late August. It encourages active play, cultivates community, gives a nod to the history of music in East St. Louis and increases transit use.

The design – developed by the CBB/PGAV team – boasts a vibrant-colored jazz theme with spaces to gather, greenery, shaded seating, canopies and more. It also features a mural, inspired by design concepts that were submitted by East St. Louis High School students in conjunction with Added Dimension, LLC.

The “Transit Stop Transformation Project” serves as an extension to CMT and AARP in St. Louis’ ongoing efforts to raise awareness about “placemaking” around transit. This is a concept that transforms places people simply pass through in route to their next destination – like Metro Transit Centers – into active, engaging corridors that connect individuals and neighborhoods by offering access to products, services, activities and green space.

The “Transit Stop Transformation Project” at the Emerson Park Transit Center is the second project of its kind in the St. Louis metropolitan area. Last summer, a MetroBus stop in Maplewood, Mo., was transformed and now boasts enhanced bus shelters, a public art installation, a hopscotch game, vibrant colors, improved lighting and sightlines, and better access to surrounding green spaces.

In September, CMT's Board voted to create a pilot fund for the expansion of the placemaking program, and CMT and AARP in St. Louis have developed a framework to help identify future stops in FY22.



“We were thrilled with the input we received from the community and are excited about the finalized design. This transformation project did just that – it transformed the space into a colorful, engaging corridor.”

- Herb Simmons, Chair of the St. Clair County Transit District Board of Trustees

EXECUTED COMMUNITY ENGAGEMENT EFFORTS

CMT partnered with Metro Transit, St. Clair County Transit District, Bureau of Transit Police, Metro Transit Public Safety, AARP in St. Louis and the University of Missouri – St. Louis to initiate quarterly community engagement events. Each provided a valuable opportunity for the partnering organizations to interact with riders, strengthen relationships and reinforce their collective commitment to a safe, world-class, customer-focused transit experience.



Stay Toasty on Transit

An event held in conjunction with the first day of winter, which enabled partners to hand out branded socks and sock hats while reinforcing that transit is a viable transportation option – especially during inclement weather.



Crushing on Transit

A robust social media campaign allowing area influencers and riders to express their love for transit. CMT also surprised Bureau of Transit Police Officers and Metro Transit Public Safety Officials with goodies in appreciation of their service.



Make Sure You Are Covered

An event where partners distributed branded face masks to help protect public health and remind riders about the availability of CMT's free Guaranteed Ride Home Program, which guarantees transit riders have a safe alternative way home in case of an emergency.



Sweet Surprises

A rider appreciation event where partners hid 100 golden, prize-filled eggs in plain sight at Metro Transit Centers during the morning commute. When a transit rider found an egg, they got to keep it and its contents.



Board & Explore St. Louis

A campaign highlighting all the area attractions accessible via the transit system and encouraging people to get out and explore all the region has to offer over the summer months.



Summer Riding Program

An effort by St. Clair County Transit District encouraging kids to track miles as they bike, walk, wheel, run, skate or skip along the MetroBikeLink System to earn cool prizes.

BROADENED REACH OF POPULAR PROGRAMMING

CMT's award-winning Try & Ride and Ten Toe Express programs continued to attract new riders to the transit system in FY2021. Try & Ride was credited with helping more than 7,500 workday commuters learn how to navigate transit by providing an array of free resources like personalized transit routes, tips, tickets and Guaranteed Ride Home registration. This past year, the program was expanded to include partnerships with workforce development organizations.

Meanwhile, the Ten Toe Express program attracted more than 200 seniors during both the fall and spring sessions, despite the pandemic. 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. In order to ensure the safety of participants, new outside destinations were identified, including an increase in special walks led by CMT staff. Since its inception, Ten Toe Express has introduced more than 8,200 seniors to the system.



PARTICIPANTS
22,947



PARTICIPANTS
8,791



PARTICIPANTS
FALL – 112 • SPRING – 177



CMT PROGRAMMING MAKING AN IMPACT ONE PARTICIPANT AT A TIME

EXPANDING SECURITY PROGRAMMING. KEEPING RIDERS SAFE.

The safety and security of the transit system has been a top priority for CMT for the past five years. The organization continues to assist regional leadership with the development of both immediate improvements and a longer-term strategy through its leadership in the Transit Advisory Working Group (TAWG).

This group consists of representatives from CMT, 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, St. Louis Community College, ATU, Metro Transit and representatives from various local law enforcement jurisdictions, government positions and the prosecutors' office. Together, they ensure the Memorandum of Understanding (MOU), signed in May 2017 by regional leaders, continues to be implemented according to its terms.

Along the way, tremendous progress has been made in changing the paradigm of how safety and security is approached on the transit system. This year was no exception as significant strides were made to further the safety and security of the system.

Highlights of the work completed by members of TAWG included:

- Appointing new leadership over the Bureau of Transit Police.
- Releasing crime statistics that demonstrated a real reduction in crime over the past three years.
- Working to raise awareness about the negative impacts of allowing concealed-carry permit holders to lawfully bring firearms on public transportation in Missouri in response to a proposed bill that was successfully opposed.
- Launching a mental health pilot program that for the first time allowed mental health advisors from Chestnut Health Systems™ to work with St. Clair County Transit District Ambassadors, the St. Clair County Sheriff's Department and Metro Transit Public Safety to mitigate the number of behavioral incidences on the transit system.
- Hosting community events to raise awareness about transit public safety and security efforts.
- Providing third-party review of safety and security systems put in the place by issuing quarterly Security Scorecards through East-West Gateway Council of Governments.
- Initiating quarterly community engagement efforts along the alignment to reinforce the benefits of transit and a customer-focused strategy.
- Enabling riders to weigh-in on what they see and experience on the system through a new Metro Monitor Program.
- Establishing a Ride and Abide Appeals Committee to oversee the new Ride and Abide programming.

Safety and security efforts will remain the key area of focus for CMT and TAWG moving forward, however with these and other improvements in place, work to re-engage the community and increase ridership for both work and play will also be a priority.



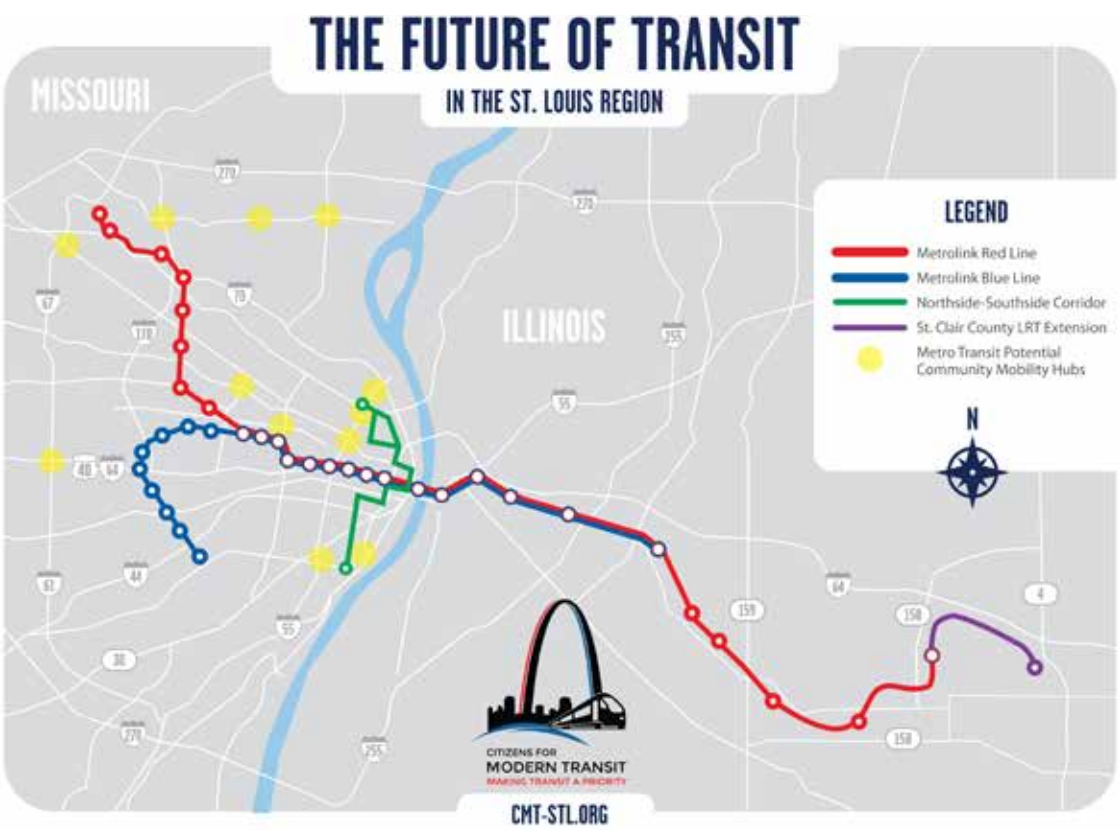
STREAMLINING SERVICES. FURTHERING ACCESSIBILITY.

During the pandemic ridership sharply declined as people sheltered in place, yet the transit system kept moving, providing access to essential workers and services. Since then, riders have been very slow to return to the system, underscoring the need to adapt, broaden and even streamline the size and scope of service options to meet ever-evolving needs and demands. A key part of this process was raising awareness about changes, updates and opportunities.

In FY2021, these efforts included the:

- Work completed by St. Clair County Transit District to advance the \$96 million expansion of MetroLink from the Shiloh-Scott Station to MidAmerica St. Louis Airport.
- Launch of the region's first microtransit service, known as SCCTD Flyer, which offers on-demand service in Belleville, East St. Louis, Fairmont City and Brooklyn, Ill., as well as the VanGO service in Lebanon and Mascoutah.
- Expansion of CMT's Try & Ride program through partnerships with workforce development efforts at St. Louis Community College, Mission: St Louis and Urban League, aimed at removing transportation barriers many face getting to and from work.
- Release of an RFP for a Statewide Transit Needs Assessment Study, sponsored by the Missouri Public Transit Association and the Missouri Department of Transportation, to quantify the gaps in public transportation access throughout urban, suburban and rural communities statewide.
- Implementation of five of CMT's "Talking Transit" events, designed to raise awareness among the general public about efforts underway to advance transit. Each featured industry experts, project managers and regional leaders who shared key insights on a wide range of hot topics.
- Expansion of CMT's reach in the business community as part of a partnership with the St. Louis Green Business Challenge, designed to further integrate transit and transit benefit programs into "green" plans, programming and information distributed through the St. Louis employer network.
- Initiation of a grassroots awareness campaign to educate the general public about the benefits of transit. This was accomplished by helping local transit advocates get letters-to-the editor and other opinion pieces placed in publications throughout the state and securing record levels of earned media placements.

ACCESSIBILITY



FAST AND EASY
WAY TO GET TO SCHOOL OR WORK

St. Clair County Transit District
FLYER

The Flyer is an on-demand service that helps transport people in East St. Louis between transit and their homes, work, school, shopping or doctor. It helps eliminate the need to walk, sometimes long distances, to and from transit in bad weather or after dark.

* \$2 per one-way ride on the Flyer.
* Transportation available to and from the 29th & Missouri, Keweenaw Park, Monaghan Park and Life Center Metrolink stations and 11 connecting Metrolink routes.
* Service is offered only within the boundaries of East St. Louis.
* Available on weekdays from 6 a.m. to 3 p.m.
* Riders can also wait for through the normal service on the East St. Louis Township Building, Gateway Market, Gateway Marketplace and Gateway at the Belleville Metrolink station.

VISIT [SCCTD.ORG](https://www.scctd.org) TO LEARN MORE OR
CALL 618-800-6884
TO SCHEDULE A RIDE.

Download the Free app.
 TransLoc.com

ON-DEMAND SHARED-RIDE SERVICE

BELLEVILLE

CMT TALKING TRANSIT:
Intersection of Transit and Jobs; Driving St. Louis Economic Opportunity

July 20, 2021 at 8:30 a.m. | ZOOM Webinar | www.cmt-stl.org

ADVOCATING FOR TRANSIT. BROADENING THE REACH.

CMT kicked off its sixth year managing the work of the Missouri Public Transit Association (MPTA). This included hosting quarterly educational events geared toward members and other transit stakeholders, launching peer round tables for transit professionals, hitting record levels for membership and engagement, securing critical federal funding for transit, and releasing an RFP for a Statewide Transit Needs Assessment Study sponsored in conjunction with Missouri Department of Transportation.

MPTA's member transit providers worked closely during COVID-19 to share lessons learned, protocols and safety updates. In total, Missouri transit providers received more than \$600 million from the three COVID relief bills to help fill the gap from reduced fare and sales tax revenues due to the pandemic.

COVID RELIEF FUNDING FOR TRANSIT

CARES Act – March 2020

- \$25 billion for public transit nationally
- \$248 million for Missouri providers
- No sunset on this funding, available until expended

COVID Relief Act – January 2021

- \$14 billion for transit in urban areas nationally
- \$99.4 million for Missouri transit (STL and KC)

American Rescue Plan – March 2021

- \$30.5 billion for public transit nationally
- \$254 million for Missouri providers
- Funds must be expended by 2024

Totals:

- \$69.5 billion in relief funding for public transit nationally
- \$601.4 million for transit providers in Missouri

The state's current funding of \$.28 per capita is one of the lowest in the United States. However, other funding sources have helped to supplement the gap in funding. Missouri transit providers were able to hold on to the State Transportation Fund revenues, which totaled \$1.7 million; and for the first time in more than two decades, the legislature passed a fuel tax increase of 2.5 cents per year over five years, totaling 12.5 cents by 2025. This measure is expected to generate \$400-\$500 million in additional annual revenue when fully phased in. While this funding increase provides nothing for transit providers directly due to Missouri constitutional language, it will impact the roads and bridges that most transit providers in MO utilize to deliver service. CMT and the MPTA were in support of this increase. There was also a push for a multi-year reauthorization bill at the federal level for transportation that includes funding for public transit. The current bill expires on September 30.

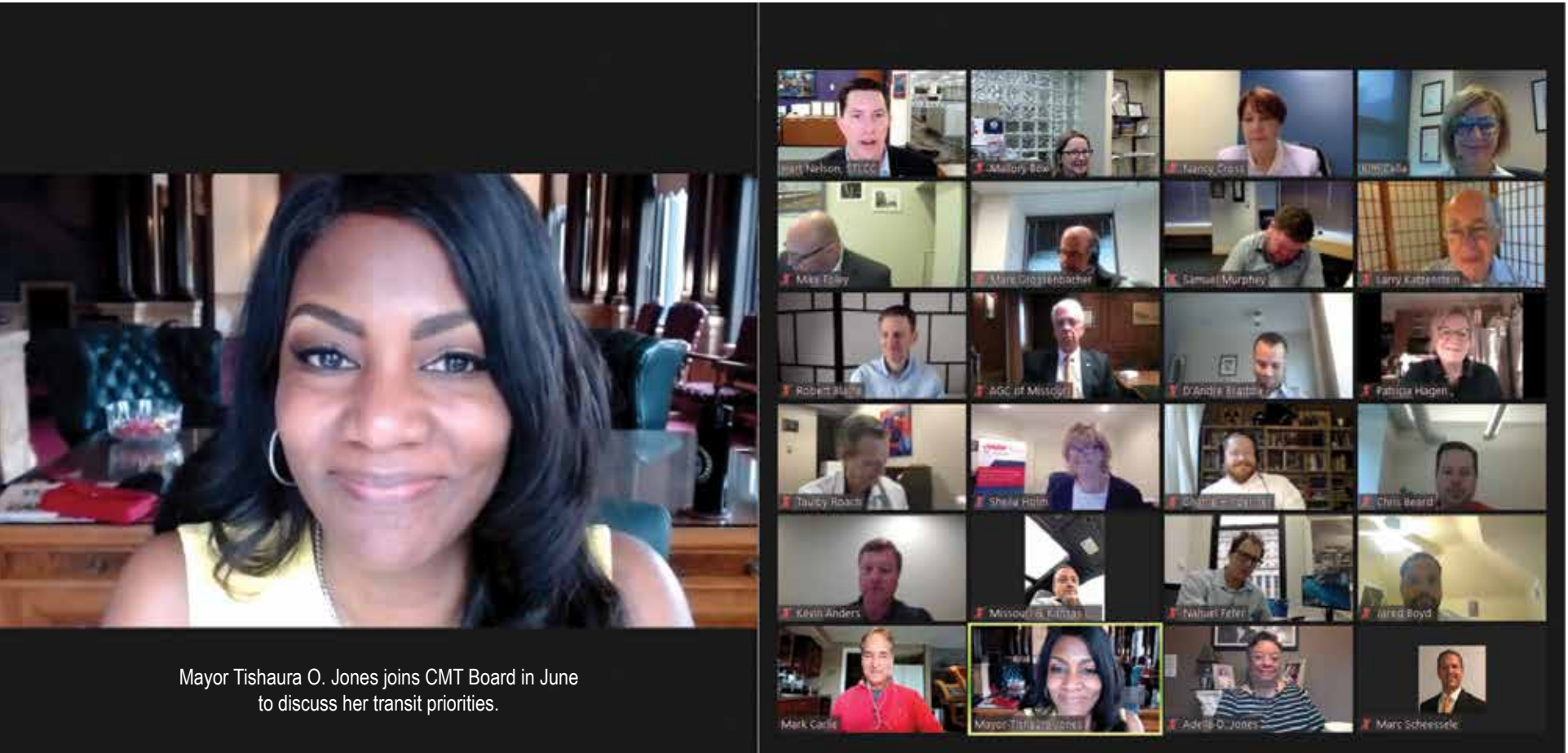
In addition to CMT's work with MPTA, the organization partnered with St. Clair County Transit District (SCCTD) in Illinois to build ridership programming and increase awareness around available transit options. Efforts were also designed to promote the benefits of utilizing the MetroLink, MetroBus, MetroBikeLink and Alternative Transportation System (ATS). Key accomplishments included developing a Summer Riding Program, and spearheading the marketing, advertising and public relations efforts around microtransit options, a new trolley service at Scott Air Force Base, free transportation to vaccine distributions sites and much more.

RECOGNIZING EFFORTS. POSITIONING THE ORGANIZATION FOR SUCCESS.

As part of its 36th Annual Meeting, which for the first time was held virtually, CMT celebrated the incredible efforts of several individuals and organizations for their exemplary commitment to championing transit in the St. Louis area. CMT presented the 2020 Service Award to Don C. Musick, III, the 2020 Chairman's Award to the Transit Stop Transformation Project in Maplewood, and the 2020 New Initiatives Award to both The Metro Landing Project and Mission: St. Louis.

CMT also elected several members to its Board of Directors, including Aaron Burnett of Bywater Development Group, Dustin Ramage of the Southwestern Illinois Laborers' District Council, Len Toenjes of the Associated General Contractors of Missouri and Samuel Murphey with Greater St. Louis, Inc. Each will serve a three-year term. The organization also appointed the following officers: Chair – Hart Nelson of St. Louis Community College; Vice Chairs – Sheila Holm of AARP in St. Louis, D'Andre Braddix of University of Missouri–St. Louis and Nancy E. Cross of the City of St. Louis; Secretary – Robert Blaine of Washington University in St. Louis; Treasurer – Carlo P. Sanfilippo of Integral Wealth; Past Chair – June McAllister Fowler of BJC HealthCare; and At-Large – Adella D. Jones of Centene Corp.

In the spring of 2021, CMT went through a re-organization welcoming Michael Foley as its Assistant Director. Mallory Box was named Program and Social Media Associate.





SECURING FUNDS. STRENGTHENING ITS BASE.

Each year, CMT strives to diversify its funding sources to ensure the fiscal stability of the organization for years to come. In partnership with St. Clair County Transit District, CMT was selected to help build ridership in Illinois through a Congestion Mitigation and Air Quality Grant. CMT also received a \$19,500 Community Challenge Grant Award from AARP for the Transit Stop Transformation Project at Emerson Park and was granted a contract to continue the management of the MPTA through the end of 2021.

Membership revenues hit a historic high in FY2021 topping \$138,000.

Thanks to the CMT members, supporters and stakeholders for moving transit and the organization forward on the heels of a pandemic. The role of transit advocacy will continue to grow as the region moves through recovery. Join us in our mission to ensure TRANSIT continues to deliver in the region.

BOARD OF DIRECTORS

CHAIR: Hart Nelson - St. Louis Community College

VICE-CHAIRS:

Nancy E. Cross - City of St. Louis

Sheila Holm - AARP in St. Louis

D'Andre Braddix - University Missouri – St. Louis

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PAST CHAIR: June McAllister Fowler - BJC HealthCare

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PLATINUM DONORS



GOLD DONORS



DONORS

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Cella, Kimberly and James Chier
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Heagney, Philip and Barbara Prosser
Kowalczyk, Keith & Cheryl
O'Connor, Dan
Robinson

Sikich
Talley, John and Patricia
Tobin, James and Virginia Heagney
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Welek, Charles
Wrighton, Mark
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Zink, Douglas and Laura

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