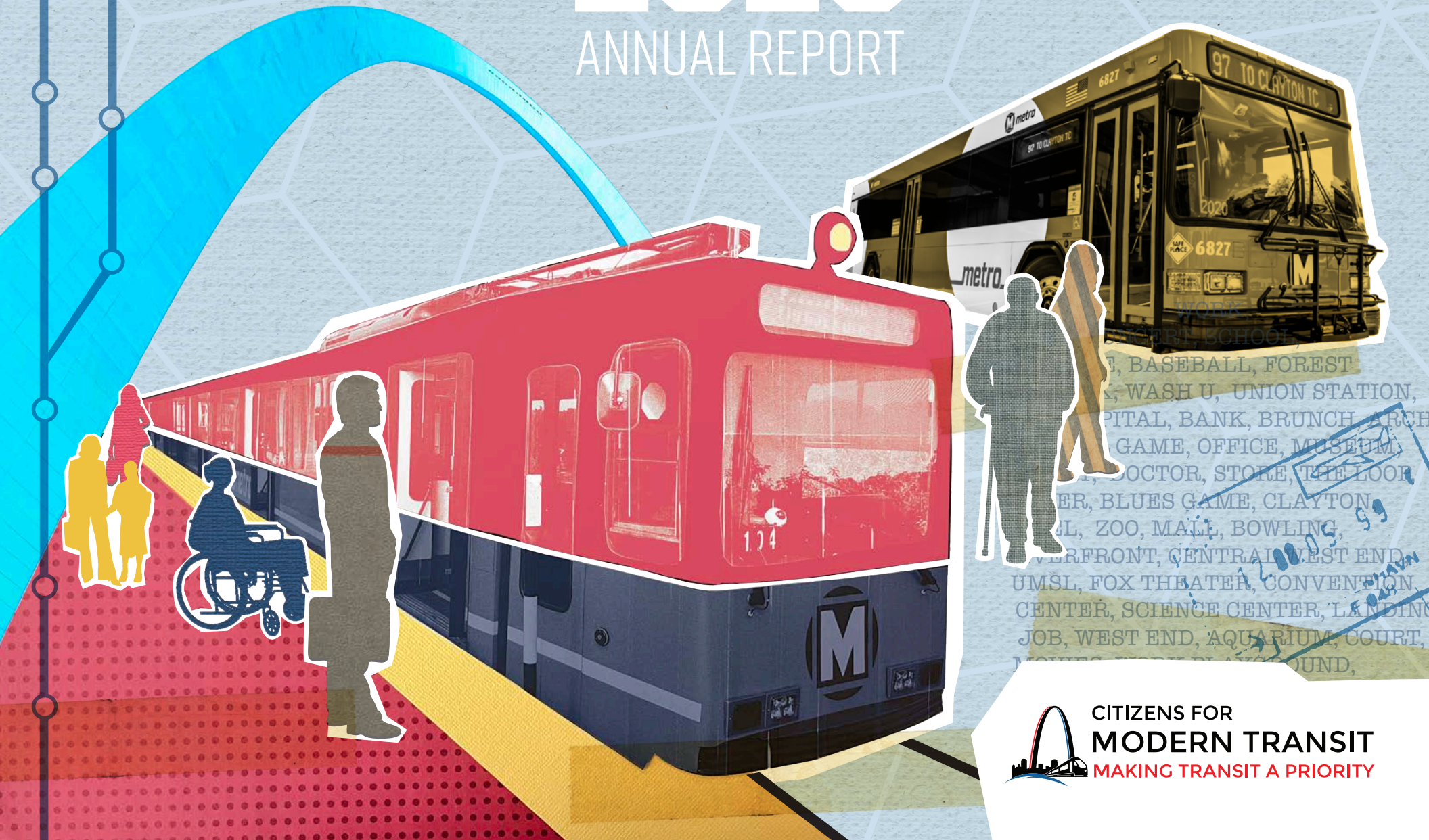


CITIZENS FOR MODERN TRANSIT

2023

ANNUAL REPORT



CITIZENS FOR
MODERN TRANSIT
MAKING TRANSIT A PRIORITY



Transit Advocacy is Critical to the Success of the System and the Region

In Fiscal Year 2023, CMT remained committed to ensuring the success of public transit – well beyond the ride. Support was built, challenges were addressed, and change was achieved. CMT’s advocacy efforts played a key role in a historic level of transit funding investment by the state of Missouri being secured; the renewed focus on light rail expansion via the alternatives analysis for the Northside-Southside Corridor Plan and the start of construction on the extension of MetroLink in St. Clair County; the establishment of new programming to build ridership; and the transformation of transit stops into active, engaging community spaces.

The ability to positively influence accessibility, equality, opportunity and regional growth through transit has fueled the mission of Citizens for Modern Transit (CMT) for the past 39 years. And it will continue to motivate the organization as we move into the future.

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 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.

Challenges around transit remain. We must build back ridership and address supply chain issues, lingering safety and security concerns and operator shortages. CMT will work to further these areas of opportunity, while increasing community collaboration and state and federal-level support 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 is moving in the right direction. Thanks for joining the ride.

Hart Nelson
Chair of Board of Directors, CMT

Kimberly M. Cella
Executive Director, CMT



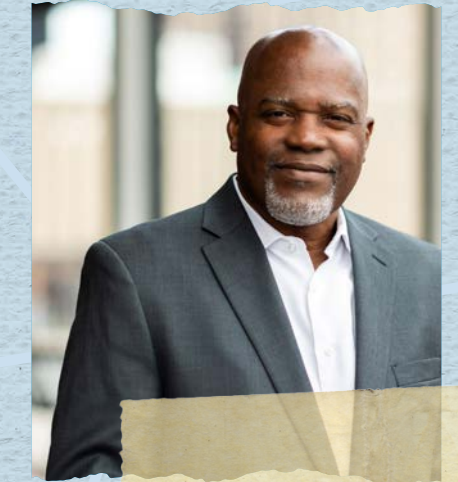
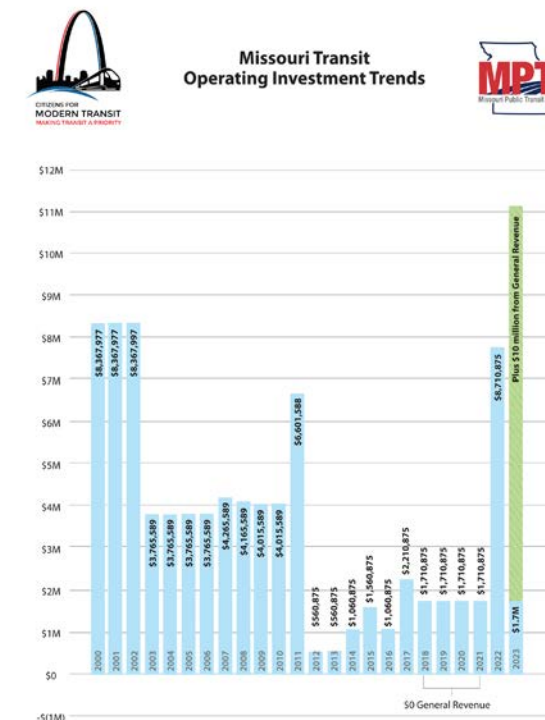
Advocating for Transit. Increasing Investment.

Legislative

A historic increase of state investment in public transit was solidified in Fiscal Year 2023 when the Missouri legislature approved HB4 in mid-May. The legislation includes \$10 million in General Revenue and another \$1.7 million from the State Transportation Fund, totaling \$11.7 million in transit funding from the state.

This will be the second consecutive year Missouri has increased its transit funding. In 2022, the state invested \$8.7 million in transit, marking the first substantive investment in transit in more than two decades. The 2023 investment represents a 34% increase over 2022, and a more than 580% increase since 2021. This positive change was critically needed considering Missouri had been ranked 45th in the country in terms of transit investment.

Several bills introduced during the last legislative session would have allowed individuals with conceal/carry permits to carry firearms on public transit buses, vans, trains and other spaces owned or operated by public transit providers. CMT and its partners adamantly oppose this. A special thank you to all senators, and concerned citizens, who remained actively engaged in the process to ensure the bills did not pass.



“I believe CMT to be one of the most important keys to the region’s success. Working to create safe transit opportunities for all and connecting people are essential elements to an overarching strategy that promotes economic growth throughout the region. CMT champions the connections that help our region’s growth!”

Al Moore
Director Corporate Security and Crisis Management,
Spire Inc.

\$11.7
MILLION
IN TRANSIT
FUNDING FROM
THE STATE



St. Clair County Transit District (SCCTD)

CMT maintained its working relationship with SCCTD in Illinois. The organization helped to build ridership programming and promote the benefits of utilizing the MetroLink, MetroBus, MetroBikeLink and Alternative Transportation System (ATS).

Key accomplishments included:

- Securing a \$10.8 million Rebuild Illinois grant to upgrade SCCTD's current fleet of Alternative Transportation System (ATS) vehicles by replacing them with electric models and installing charging stations.
- Completing the "Transit Stop Transformation Project" at the 5th & Missouri Transit Center and identifying the Fairview Heights Transit Center as the site for the next transformation.
- Creating unique opportunities to help increase ridership via campaigns like the Reindeer Games, Go Trailing and the Summer Riding Program.

CMT is also excited to announce it is also working on a project with the Illinois Public Transit Association (IPTA) to develop collateral materials to assist with legislative outreach efforts.



Missouri Public Transit Association (MPTA)

CMT continued the successful management of the MPTA, marking its eighth year of state level advocacy. Work accomplished included, but was not limited to, hosting quarterly educational events, launching peer round tables for transit professionals and coordinating the 2022 Midwest Transit Conference. The organization also hit record levels for membership and engagement, helped secure critical funding for transit, solidified the mission of the association through a board strategy session and worked at a state level to move the needle on the operator shortage.



Increasing Ridership. Providing Access to Opportunity.

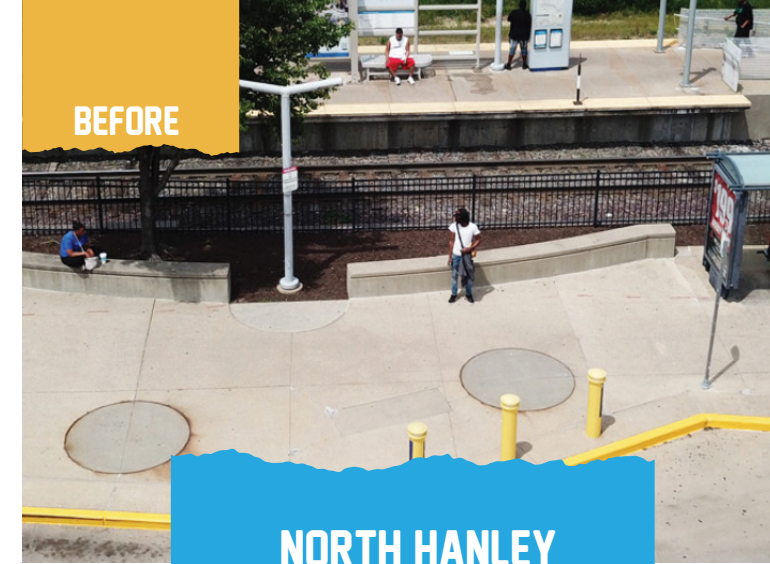
CMT is continually looking for ways to reinforce the need for and importance of public transit in the St. Louis region, while also actively helping to build ridership on the system. The organization has established and expanded several unique programs and initiatives to encourage residents regionwide 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.

Highlights from these efforts in FY2023 include the following:

Building Engaging Spaces around Transit

Partners completed transformations at the North Hanley and 5th & Missouri Transit Centers in October 2022 and July 2023, respectively.

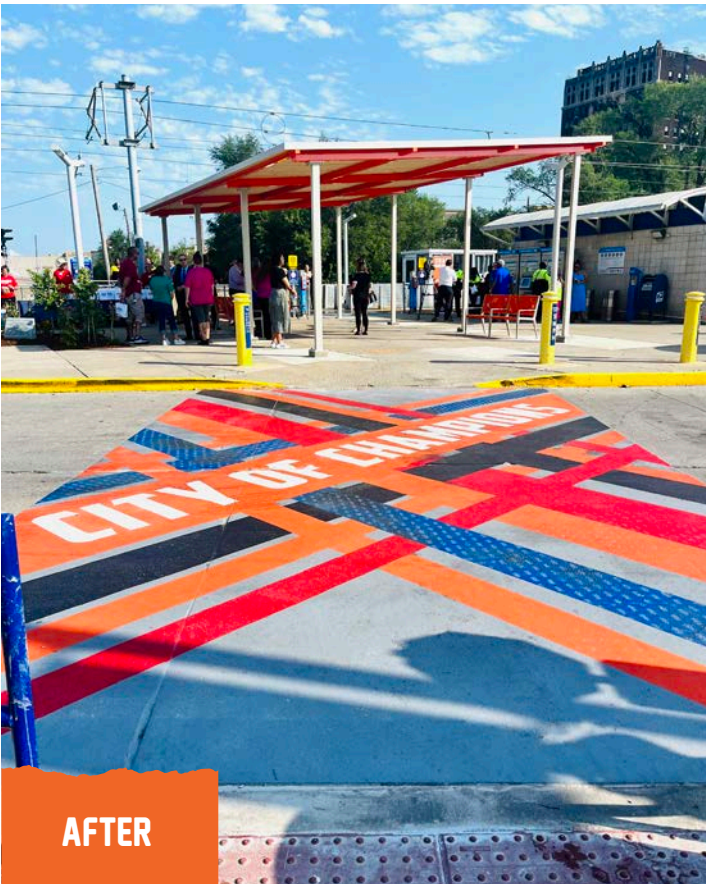
The transformation at the North Hanley Transit Center was led by CMT, AARP in St. Louis and Metro Transit. The Dallas- based urban planning firm Team Better Block completed the planning and design, while Added Dimension, LLC, oversaw community engagement. The artwork was created by Design Lab 443. Other contractors and vendors involved in the project included Lake Contracting, Inc., Shade-Guard, Stash Design, Warning Lites of Southern Illinois, LLC, and Weiss Monument Works. This project was funded by CMT's Placemaking Pilot Funds Program, AARP in St. Louis, St. Louis REALTORS® and Bywater Development/Employment Connections. Together partners converted the concrete area between the bus bays and MetroLink entrance into an interactive, playful and engaging space, boasting a vibrant-colored "Transit: We All Ride Together" theme. The revitalized space features shade structures, seating, musical elements, ground murals and window designs.



The 5th & Missouri Transit Center transformation was spearheaded by CMT, AARP in St. Louis, St. Clair County Transit District and Metro Transit. The design was completed by Trivers, a top architecture firm in St. Louis, and boasts a nod to East St. Louis with a “City of Champions” theme. It features a large central shade structure, seating, windscreens with images of influential East St. Louisans, community gathering space and an urban oasis of flowers and plants. Other contractors and vendors included Added Dimensions, LLC; Lake Contracting, Warning Lites of Southern Illinois, LLC; Anova; United Ink; Weiss Monument Works and Dintelmann’s Nursery and Garden Center.

A total of five transformations have been completed to-date, and the Fairview Heights Transit Center was recently announced as the next project site. Each project showcases a deep understanding of and commitment to equitable development around transit, the possibility of play, the ability for creative interventions to produce long-term impact for residents of all ages and the need for collaboration to succeed. The partners work with stakeholders to build consensus and policies to move permanent development forward – and ultimately establish lasting developments at transit stops that are helping to improve safety and security, build ridership and increase activity around transit. CMT has received several grants, including an APTA Local Coalition Grant, AARP Community Challenge Grant and sponsorships from AARP in St. Louis and St. Louis REALTORS® to continue this work.

The ongoing success of “Transit Stop Transformation Projects” afforded CMT and AARP in St. Louis the opportunity to compile a “how-to” manual, featuring case studies and best practices. This piece, which was made available to the public earlier this year, has been shared nationwide including the national Conference of Mayors with those interested in emulating these types of projects in their communities.



Executing Community Engagement Efforts

CMT partnered with Metro Transit, St. Clair County Transit District, the Bureau of Transit Police, Metro Transit Public Safety, AARP in St. Louis, the University of Missouri – St. Louis and St. Louis Community College to initiate quarterly community engagement events in Fiscal Year 2023. 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. CMT also worked to connect with college students, area immigrants, families living in close proximity to transit, health enthusiasts and soccer fans.

Efforts included:

- **Toasty on Transit** – an event where partners distributed branded gloves to transit riders to spread holiday cheer while providing information about the Guaranteed Ride Home program.
- **Crushing on Transit** – a robust social media campaign allowing area influencers and transit riders to express their love for transit on social platforms.
- **College Transit Challenge** – a weeklong initiative where students, faculty and staff from St. Louis Community College, Saint Louis University, Southwestern Illinois College, University of Missouri–St. Louis and Washington University in St. Louis were encouraged to use their Metro U-Passes to get where they needed to go via transit.
- **Summer Riding Program** – a summerlong effort encouraging participants to track miles and earn prizes as they bike, walk, wheel, run, skate or skip along the MetroBikeLink System in St. Clair County Illinois.
- **Dump the Pump & Win** – an effort incentivizing area commuters to give transit a try on National Dump the Pump Day by hiding prizes in plain sight on transit vehicles and at transit centers, and handing out PAYDAY candy bars with a QR code that allowed them to calculate the cost savings associated with this viable commuting option.
- **Tackle Your Commute with Transit** – a summer-long public awareness campaign, featuring St. Louis' own professional midfielder Miguel Perez and reinforcing that MetroLink and MetroBus are great transportation options for Matchday, work or play.
- **Talking Transit** – reoccurring, online education series featuring guest speakers and panel discussions that addresses a wide range of hot topics associated with public transit, including expansion efforts, safety and security plans, operator shortages, route adjustments and more



"After I retired in 2016, I was lucky enough to see an article in the South County Times about a group called Ten Toes Express. I joined and have enjoyed dozens of trips on Metrolink or Metrobus to sites all over the area. What could be more fun than that?"



Chris Schmid

CRUSHING ON TRANSIT



TOASTY ON TRANSIT

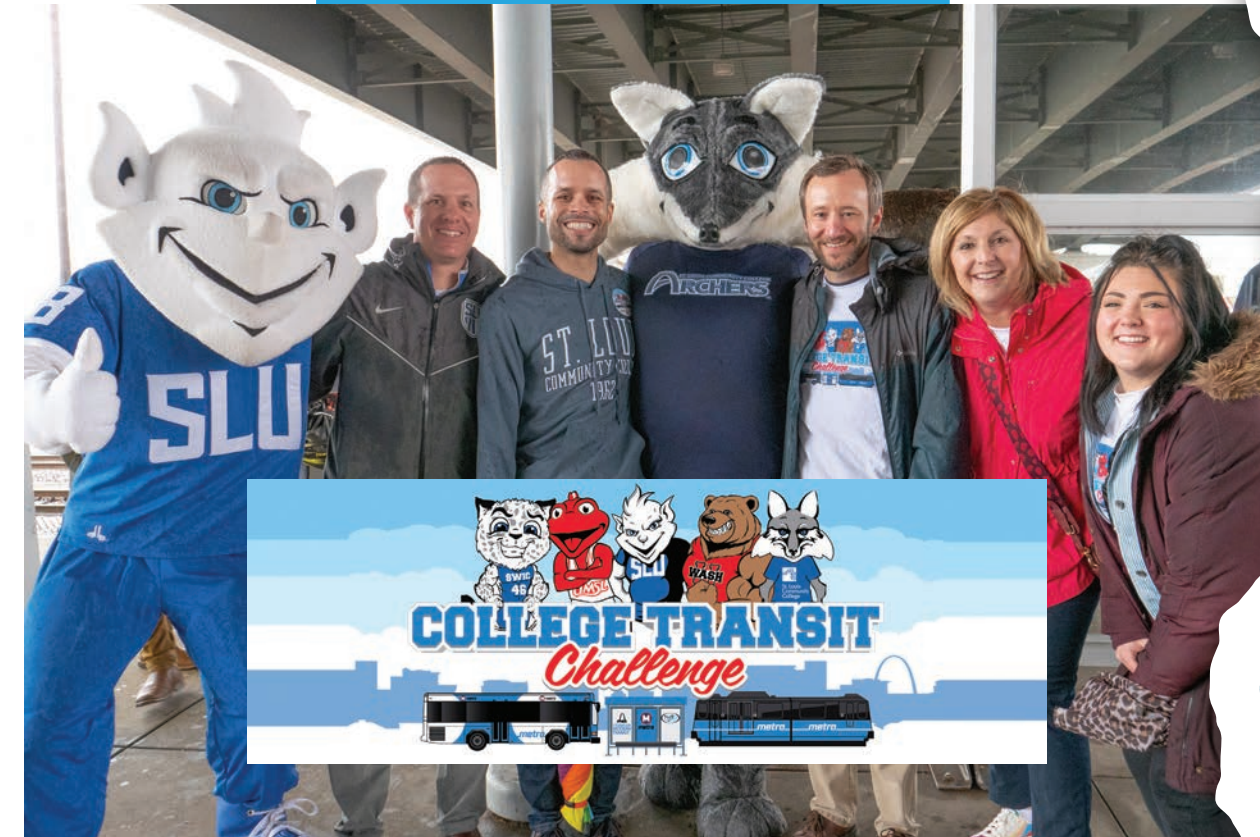




SUMMER RIDING PROGRAM



COLLEGE TRANSIT CHALLENGE



“The transit challenge really energized our campus community and I’d like to give a big shout-out to CMT for organizing this event. It was such a pleasure to get to work with representatives from the other institutions and highlight our region’s public transit system. Already looking forward to next year!”

Aamna Anwer
Sustainability Coordinator
Washington University

DUMP THE PUMP TO WIN

DUMP THE PUMP DAY
THURSDAY, JUNE 15
FIND A GOLDEN TICKET

PUBLIC TRANSIT IS YOUR GOLDEN TICKET

COMMUTE TO WORK + SAVE MONEY + LESS STRESS

LEARN MORE AT CMT-STL.ORG



DUMP THE PUMP TO WIN



CMT TALKING TRANSIT PRESENTS:

TRANSIT SECURITY UPDATE FOR THE REGION

WEDNESDAY, MAY 31 AT 8:30 AM VIA ZOOM

TALKING TRANSIT



METROLINK is the winning way to get to **MATCHDAY**.

For work or play, learn more today at CMT-STL.org

St. Louis' Own Professional Midfielder
MIGUEL PEREZ

CITIZENS FOR MODERN TRANSIT

Tackle your commute with transit.

METROLINK is the winning way to get to **MATCHDAY**.

CITIZENS FOR MODERN TRANSIT

St. Louis' Own Professional Midfielder
MIGUEL PEREZ

CMT-STL.org

TACKLE YOUR COMMUTE WITH TRANSIT

Broadening Transit's Reach

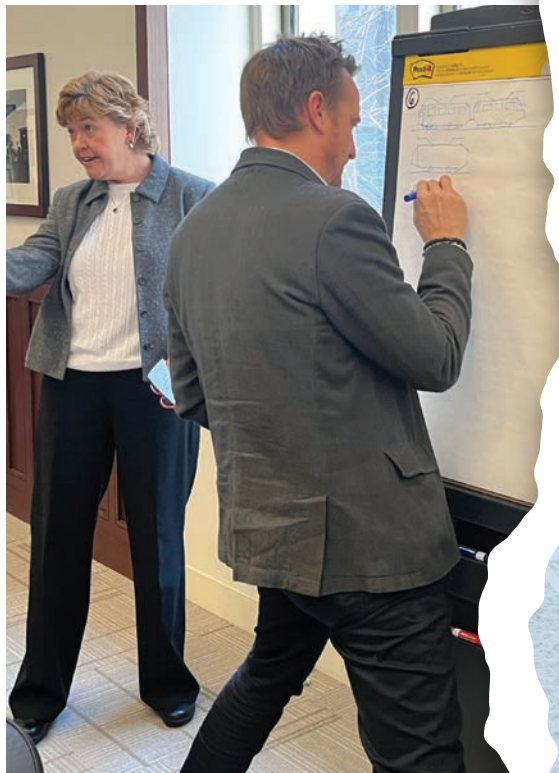
CMT's award-winning Try & Ride and Ten Toe Express programs continued to attract new riders to the transit system in FY2023. Try & Ride was credited with helping more than 8,000 workday commuters learn how to navigate transit by providing an array of free resources like personalized transit routes, tips, tickets and Guaranteed Ride Home registration. Meanwhile, the Ten Toe Express attracted more than 400 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.

CMT also continued its work with the business community through a partnership with the St. Louis Green Business Challenge to further integrate transit and transit benefit programs into "green" plans, programming and information distributed through the St. Louis employer network; helped developers improve funding metrics for projects in close proximity to public transit access points; partnered with Metro Transit and the St. Clair County Transit District on a fare survey allowing riders to weigh-in; and built new partnerships around transit to increase accessibility, including those with the International Institute, Great Rivers Greenway, Veterans Community Project, local universities and more.



“Through the years, CMT members and staff have been active advocates for our region’s transit system. They’re champions for the value that transit brings to St. Louis.”

Adella D. Jones
Cheif of Staff
University of Missouri
St. Louis



Looking to the Future of Public Transit

Throughout FY23, CMT focused its efforts on underscoring the fact that the future of transit throughout the region is bright.

The increase in Missouri’s transit investment was a significant win at the state and regional levels – as was the more than \$250 million collectively committed by St. Louis City, St. Louis County and St. Clair County to ensure transit accessibility within Metro Transit’s service footprint.

In Illinois, construction commenced on both the new, \$13.5 million Public Safety Center at the Emerson Park Transit Center and the expansion of MetroLink from the existing Shiloh-Scott Transit Center to MidAmerica St. Louis Airport. AECOM, Metro Transit and East-West Gateway Council of Governments continued to build the case for the Northside-Southside MetroLink expansion project. Plans for the overall expansion project include a new line in the City of St. Louis that will run along Jefferson Avenue from Chippewa Street to Grand Boulevard and west along Natural Bridge Road. The St. Louis County part of the MetroLink expansion, known as the North STL County Community Connector, will travel from Natural Bridge into North St. Louis County, and four different route alternatives are currently being studied.

Then at the end of July, U.S. Transportation Secretary Pete Buttigieg announced more than \$223 million in funding for Metro Transit, including \$27 million to be used to help repair damage sustained during last summer’s historic flooding and \$196 million to fund 48 new light rail cars.

Additionally, major strides were made to further the safety and security of the system. Highlights of the work completed by members of the Transit Advisory Working Group, chaired by CMT, included:

- Appointing new leadership over the Bureau of Transit Police,
- 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,
- Expanding the mental health pilot program that allowed mental health advisors from Chestnut Health Systems™ to work in both Missouri and Illinois to mitigate the number of behavioral incidences on the transit system,
- Hosting community events to raise awareness about transit public safety and security efforts,
- 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 an expanded CMT Metro Monitor Program,
- Supporting the \$52 million Secure Platform Plan led by HNTB, which is a layered security strategy that will add gates, fencing and new security cameras, along with the integration of a new fare collection system, at each of 38 existing MetroLink stations and the new MetroLink station planned at MidAmerica St. Louis Airport.
- Helping to launch the four-week metal detector pilot program, enabling mobile metal detector equipment to be rotated through various MetroLink stations in Missouri and Illinois to establish checkpoints,
- Reinforcing that law enforcement partners and Metro Transit’s contracted security team are currently providing onsite coverage of the MetroLink system, while the 52 internal Transit Security Specialists are riding on MetroBus routes and taking a zoned approach to covering the vast bus operation areas so they can expeditiously respond to occurrences, and
- Hiring additional law enforcement to help further the security presence through the summer months on MetroLink and at MetroLink stations.



Recognizing Efforts. Positioning the Organization for Success

CMT hosted its 38th Annual Meeting in-person in September. The event served as an opportunity for transit riders, major employers, academic institutions, and labor and community organizations to witness all CMT has accomplished this past year as it worked to champion, challenge, encourage and advocate for public transit in an effort to drive economic growth and improve the quality of life in the St. Louis region.

During the meeting, CMT presented the **2022 Service Award** to longtime CMT Ten Toe Express Walk Leaders Norm and Joan Krumrey; the **2022 Chairman’s Award** to Greater St. Louis Inc.; and the **2022 New Initiatives Award** to City of Belleville and REALTOR® Association of Southwestern Illinois. **Ellie Harmon** of BJC HealthCare, **AJ Soll** of Centene, **Allan Moore** of Spire and **Raulo Eanes** of Eager Road Associates, LLC, were elected as members of CMT’s Board of Directors, while current board member **Marc Scheessele’s** appointment was extended. Each will serve a three-year term. CMT also elected nine officers to one-year terms and extended the appointment of current board members for another three-year term. And, officers were appointed for a one-year term, including Chair – **Hart Nelson** of St. Louis Community College; Vice Chairs – **Sheila Holm** of AARP in St. Louis, **D’Andre Braddix** of St. Louis Community College and **Nancy E. Cross** of the City of St. Louis; Secretary – **Robert Blaine** of Washington University in St. Louis; Treasurer – **Brandon Flinn** of Missouri and Kansas Laborers’ District Council; Past Chair – **June McAllister Fowler**; and At-Large – **Adella D. Jones** of the University of Missouri–St. Louis.

Later in the year, CMT welcomed **Catina Howard** from ATU Local 788 to the Board of Directors. **CMT also welcomed Senior Program Manager Travis Wood to the team in September.** The organization also initiated a member survey to determine the value of the organization to its member base and hosted a Visioning Session with its board to ensure the organization remains on track. After more than 29 years, CMT moved its offices. The organization is now housed inside the Peabody Plaza building at 701 Market Street in downtown St. Louis, helping to build organizational capacity while remaining centralized in the downtown core where there is great public transit accessibility.



38TH ANNUAL MEETING





“For nearly 40 years CMT has served as the respected voice for transit riders and advocates in our region. Through your membership in CMT you are making an investment in the future of public transit”

D’Andre Braddix
Chief Diversity Officer,
St. Louis Community College

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. This fiscal year, CMT received a record level of sponsorships for its work in the transit transformation space. CMT also received a Community Challenge Grant Award from AARP, an APTA Local Coalition Grant and local grant support.

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

Membership revenues topped \$143,000 in 2023.

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 - St. Louis Community College

SECRETARY: Robert Blaine - Washington University in St. Louis

TREASURER: Brandon Flinn - Missouri and Kansas Laborers’ District Council

PAST CHAIR: June McAllister Fowler

AT-LARGE: Adella D. Jones - University of Missouri- St. Louis

GENERAL COUNSEL: Larry Katzenstein - Thompson Coburn

EXECUTIVE DIRECTOR: Kimberly M. Cella

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Chris Beard - Lochmueller Group

Aaron Burnett - Bywater Development Group

Catina Howard - ATU Local 788

Raullo Eanes - Eager Road Associates, LLC

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Arnold, Ryan
East-West Gateway Council of Governments
EFK Moen
Jones, Adella D.
Kowalczyk, Cheryl and Keith
Scott III, Hugh
Sikich

CMT CHAMPIONS

Alpers, David
Beard, Christopher
Behn, Janice
Blaylock, Joseph
Braddix, D’Andre
Carlie, Marie
Cella, Kimberly and James Chier
Chott, Anna
Eyer mann, Julie
Fulbright, Tamara
Geotechnology, LLC
Harmon, Judith
Hauser, Julie
Heagney, Philip and Barbara Prosser

SILVER

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American Public Transportation Association
CBB
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Regional Business Council
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SMTS
St. Louis County Department of Transportation & Public Works
Windmiller, Rose

BRONZE

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Bardol, Anthony
Belden
Cortex Innovation Community
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Getzschman, Susan
Katzenstein, Lawrence
McAllister Fowler, June
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8/1/22 - 7/31/23

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