

INVESTMENT IN CMT MATTERS.

Support transit. Help St. Louis thrive.



cmt-stl.org



INTRODUCTION

Public transit access is essential to any thriving metropolitan area. It is credited with more than simply getting people to and from destinations. A safe, integrated and reliable public transit system also plays a key role in attracting and retaining business, establishing healthier neighborhoods, connecting individuals to job opportunities, furthering equality, building sustainable communities and stimulating economic development.

According to the "2023 Economic Impact of Public Transit in Missouri" Study, public transit services in St. Louis alone employ more than 2,000 people and generate \$662.5 million in direct spending. This contributes to a nearly \$2.5 billion overall economic impact each year in St. Louis, which is part of a statewide impact of \$4.05 billion annually.

There is value in and around transit. That's why developers and business owners consider the proximity to transit when determining where to build, expand or relocate. It's also why more than 22,000 transit riders, major employers, academic institutions and labor/community organizations continue to assist Citizens for Modern Transit (CMT) in its efforts to establish, support and enhance programming and initiatives to help further public transit in the region.

WHO WE ARE

CMT is the regional transit advocacy organization. We were established in 1985 to help bring light rail to St. Louis and have been working ever since to ensure the region has access to a safe, convenient and affordable public transportation system. The organization doesn't own or operate the transit system. It works to champion, challenge, encourage and advocate for it.

CMT accomplishes these goals by helping to:

- Secure local, state and federal funding for transit projects
- Play an active role in addressing safety and security issues
- Increase ridership
- Raise awareness about the benefits of public transit
- Spearhead studies and research tied to transit investment
- Quantify the impact of public transit
- Further sustainability efforts



CMT also ensures the value of public transit is understood by elected officials, civic leaders, key stakeholders and the community at large. This includes monitoring legislation affecting public transit and working to ensure the best interests of transit providers as it relates to funding, safety and more. The organization has representation at the State Capitol during all legislative sessions. In recent years, these efforts have rallied the support needed to help defeat the various bills proposed on the topic of conceal and carry on transit. It has also ensured decision-makers understood the critical need for transit funding, resulting in the state's allocation of \$11.7 million for transit for in 2023 and 2024 – which represents a more than 580% increase in state funding since 2021.



For more than 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

CMT'S KEY SUCCESSES

Celebrated the opening of the 17-mile MetroLink alignment in 1993

Played key role in multiple MetroLink expansion projects

Raised more than \$12 million in grant funding for ridership programming



Rallied voters to pass a quarter-cent and half-cent sales tax increase for transit in 1994 and again in 2010, respectively



Helped secure a federal grant for a feasibility study that laid the groundwork for the development of the Cortex MetroLink Station, completed in 2018



Brought regional leaders together in 2016 to address MetroLink security issues and continues to date through the efforts of the Transit Advisory Working Group



Celebrated the start of construction in 2023 on the MetroLink Extension Project in St. Clair County to extend the MetroLink from the existing Shiloh-Scott MetroLink Station to MidAmerica St. Louis Airport

Celebrated CMT's 40th Anniversary



Completed six Transit Stop Transformation Projects, including those at five Metro Transit Centers and a MetroBus Stop, from 2020 – 2024



Helped secure \$11.7 million in state investment for transit in 2023 in Missouri

Commissioned "2023 Economic Impact Study of Transit in Missouri Study"

Commissioned a study in 2024 to quantify the projected economic impact of the proposed St. Louis MetroLink Green Line



PROGRAMMING

CMT is best known for establishing and expanding unique programs and initiatives to encourage individuals to utilize the transit system on a daily, weekly or even occasional basis. We also work to ensure riders feel safe, know they are appreciated and have access to resources that simplify the commute. Below is an overview:



GUARANTEED RIDE HOME

CMT offers commuters – who take transit, bike or even walk to work – subsidized access to more immediate transportation options if a need arises. CMT will pay 80% of the cost (up to \$60 per ride) for registered commuters to take a cab, utilize a ride-hailing service or rent a car through Enterprise if an emergency, sickness or unscheduled overtime prevents use of public transportation.



TALKING TRANSIT

Virtual Talking Transit events are hosted quarterly to keep members, elected officials, stakeholders and transit riders informed of issues influencing the transit system. Each features a panel discussion covering topics like transit-oriented development, safety and security, placemaking, workforce access, economic impacts and more. The events are free and open to the public.



TRY & RIDE

Some residents disregard transit as an option because they aren't familiar with the integrated system. This program has been credited with helping more than 7,000 workday commuters learn how to navigate transit through an array of free resources, including personalized transit routes, transit passes, tips and Guaranteed Ride Home registration.



RIDER ENGAGEMENT EFFORTS

CMT and partnering organizations host quarterly events at Metro Transit Centers to highlight the benefits of taking transit, interact with riders, strengthen relationships, and reinforce the collective commitment to a safe, comfortable, customer-focused transit experience. Each event features timely themes and aims to surprise and delight current and potential transit riders.



TEN TOE EXPRESS®

This award-winning program links activity, sociability and exercise with the use of MetroLink and MetroBus to help older adults lead healthier lives. Sessions are held throughout the year that feature 12 weekly walking tours led by a trained, volunteer walk leader. The program is offered in partnership with AARP in St. Louis and has helped more than 8,000 adults better integrate walking with public transit.



TRANSIT STOP TRANSFORMATION PROJECTS

With AARP in St. Louis and other partners, CMT has successfully transformed a host of transit stops into engaging, colorful spaces with landscaping, shade structures, seating, interactive elements and more. Each transformation project has turned places people typically pass through into community amenities that improve safety and security, build ridership and increase engagement.



Citizens for Modern Transit is the heartbeat of our region's mobility, advocating for a safe, convenient, and sustainable transit system that connects our communities and empowers all citizens. Together, we champion progress, ensuring that every voice is heard, and every journey is possible."

LIZ AUSTIN

*Principal-Economic Development Lead
LAMAR JOHNSON COLLABORATIVE,
a subsidiary of Clayco Enterprise.*

WE NEED YOUR HELP

Citizens for Modern Transit is a 501(c)3, member-based organization. In order to accomplish our mission, we rely heavily on the support of businesses and organizations like yours.

Corporate supporters are recognized on CMT's website, in its annual report and onsite at special events. They also receive complimentary tickets to events and free transit passes. The real value however is found in knowing that your business or organization is playing a key role in helping to further transit access in St. Louis. We know the mission. We work hard. We get the job done.



SPONSORSHIP OPPORTUNITIES

Consider supporting Citizens for Modern Transit. There are multiple sponsorship levels available. All contributions are tax-deductible and help the organization fulfill its mission-driven objectives to ...

- Implement short and long-term transit expansion plans
- Secure funding for transit development and expansion
- Help ensure a safe and secure ride for all transit users
- Commission pilot programming, studies and assessments to reinforce the value of transit, make informed decisions and advance transit accessibility
- Keep elected officials and key stakeholders up-to-speed on transit-related issues and opportunities
- Establish relevant programming that meets the needs of the ever-evolving marketplace
- Champion the local transit system and help advance the region
- Empower, lead and maintain highly effective board members, staff and volunteers
- Ensure efforts meet the needs of the organization's diverse constituency
- Expand ridership through unique programming
- Build grassroots support in the community for transit, among both riders and non-riders

GIVING LEVELS

-  DIAMOND (\$25,000)
-  PLATINUM (\$10,000)
-  GOLD (\$5,000)
-  SILVER (\$3,000)
-  BRONZE (\$1,500)

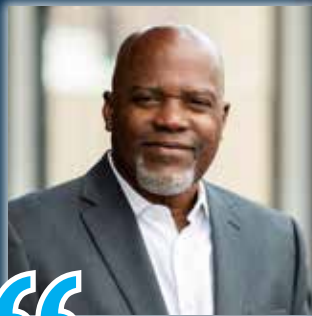
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Help ST. LOUIS THRIVE.

Don't just take our word for it. Hear from other corporate sponsors about the difference their partnerships have made.



I believe CMT is 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 of Corporate Security
and Crisis Management
SPIRE, INC.*



Citizens for Modern Transit is like a valuable sibling, who works with us and challenges us. They are a great champion and advocate for transit and a prime leader in making St. Louis a better place."

TAULBY ROACH

*President & CEO
BI-STATE DEVELOPMENT*



Yes!

I WANT TO BE A CORPORATE SUPPORTER

Company _____

Address _____

City, State, Zip _____

Name _____

Phone _____

Email _____

Sponsorship level:

- BRONZE (\$1,500)
- SILVER (\$3,000)
- GOLD (\$5,000)
- PLATIUM (\$10,000)
- DIAMOND (\$25,000)



Those interested in becoming a corporate supporter can scan the QR code, complete the membership form and payment process at www.cmt-stl.org or complete, detach and mail this form with a check to: Citizens for Modern Transit, 701 Market Street, Ste. 275, St. Louis, MO 63101.



Not everyone has access to their own personal transportation, so having available and reliable transit options is important. Transit allows people to come and go as they please and provides them with feelings of freedom and independence. Supporting organizations like Citizens for Modern Transit helps promote transit accessibility and serves as a voice for people's needs."

JOYCE A COLLINS-CATLING

Transit Commuter



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Telephone:
314.231.7272



Website:
cmt-stl.org

