

St. Louis Transit Scores a Win

*Third Time's the Charm:
How Citizens Made the Difference
to Pass a Transit Tax*

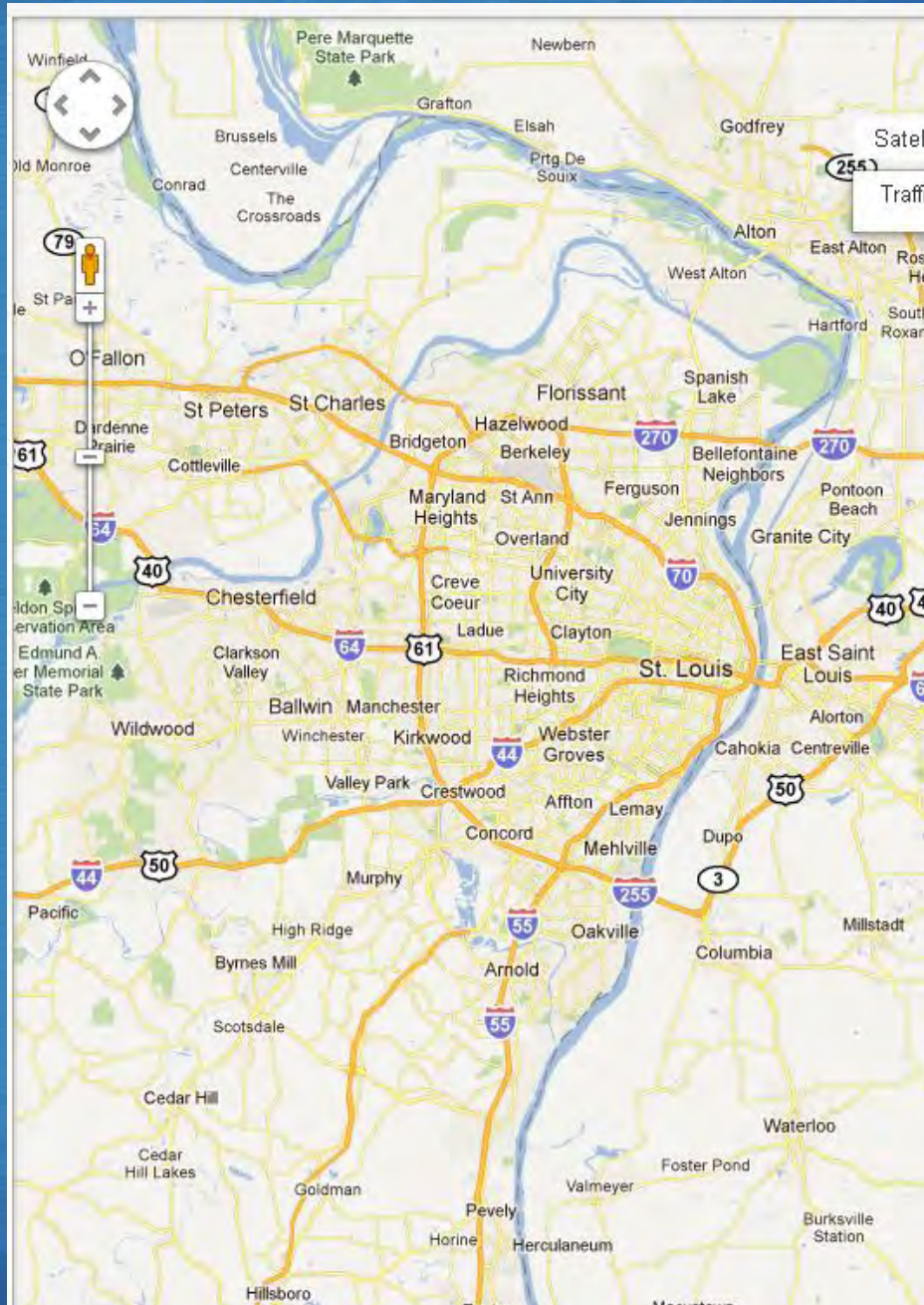
*Thomas R. Shrout Jr.
Avvantt Partners LLC*



The Challenge in 2010

- Troubles at Metro
- Loss November 2008
- Rise of the T party
- Service cuts
- **Can't expand**
- Low campaign budget
- Polling 53% favorable
- Business Community cool to another campaign so soon





Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

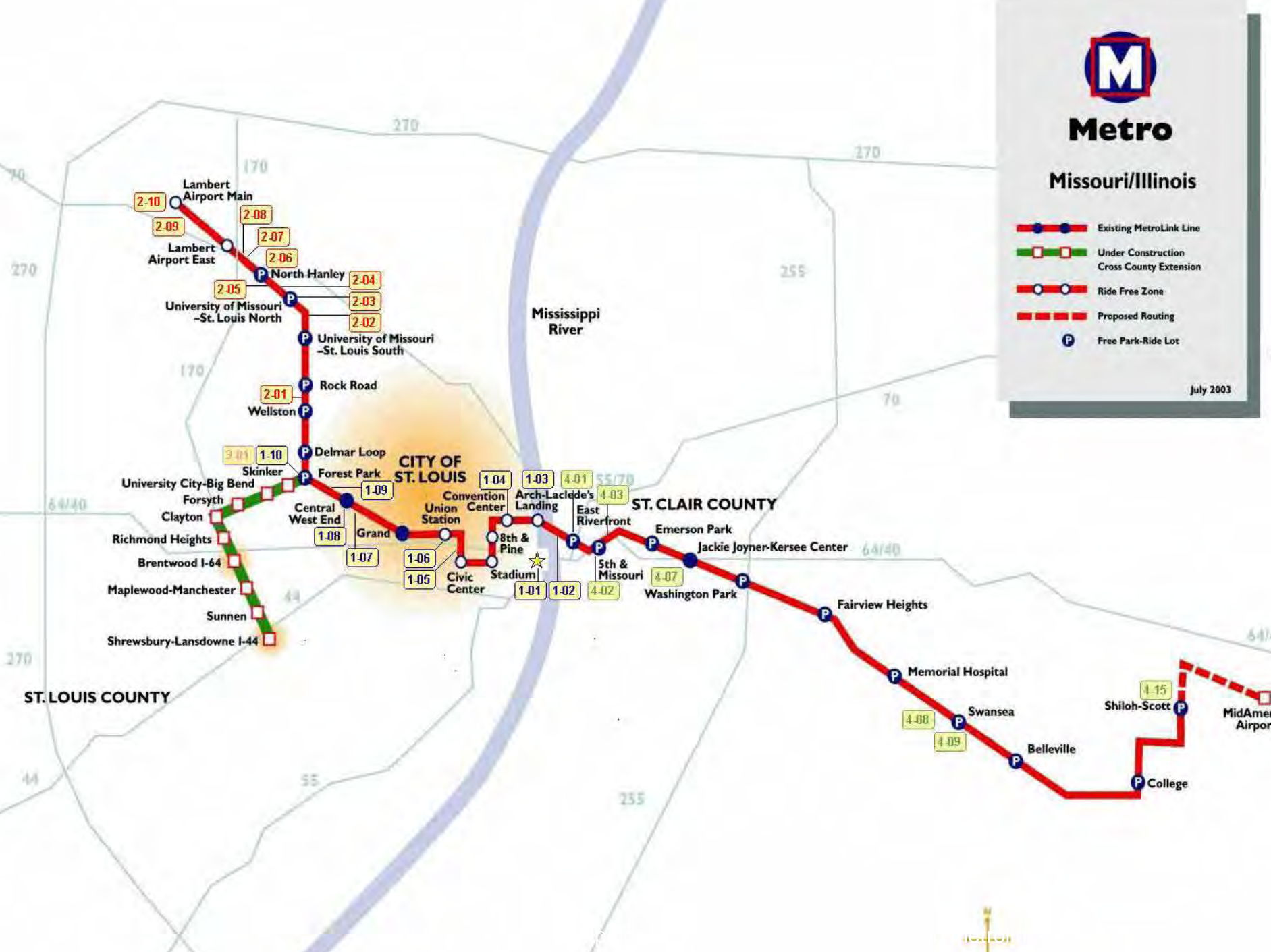


Metro

Missouri/Illinois

- Existing MetroLink Line
- Under Construction Cross County Extension
- Ride Free Zone
- Proposed Routing
- Free Park-Ride Lot

July 2003



Overview of St. Louis Transit

- 75 Bus Lines
- 44 miles of light rail – first opened 1993
- paratransit
- 55 million passengers annually
- 37 million in 1992, the year prior to the opening of MetroLink
- \$15 Billion in economic development



Funding from Local Sources

- ½ cent sales tax implemented in St. Louis City and St. Louis County 1974
- ½ cent sales tax voter approved St. Clair County IL 1993
- ¼-cent voter St. Louis City and County approved in 1994



Funding

- ¼ cent St. Louis City approved 1997
- ½ cent St. Louis County approved 2010
- Inconsequential State Funding
- Farebox
- St. Louis City and County appropriate money to Metro



Funding Totals

- $\frac{3}{4}$ cent in St. Louis City
- 1 cent St. Louis County of which $\frac{1}{4}$ goes for local roads
- $\frac{1}{2}$ cent St. Clair County, IL
- Substantial funding from the state of Illinois



Future

- Three major bus lines set for upgrade
- One additional light rail alignment by 2020
- Streetcar in place by 2013 (funded by a Transportation Development District)
- Planning of another streetcar line



Light Rail Options



Metro • 707 North First Street • Saint Louis, MO 63102 • Phone: 314-982-1400

Transit.

Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

Amtrak

- New downtown multi-modal terminal
- Increasing ridership
- Five daily round trips to Chicago
 - 110 MPH service coming
- Two daily round trips to Kansas City
- One daily trip to San Antonio
- New equipment in the pipeline
- Missouri rail study in progress



What Citizens for Modern Transit Did

Out of a sense of frustration



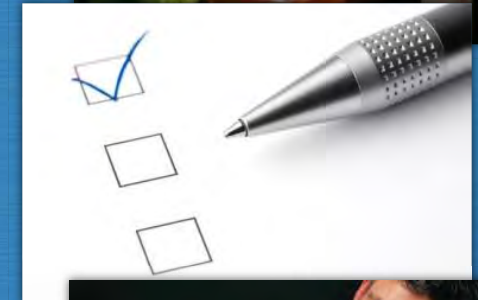
Organized the Education Campaign/Supported Yes Campaign

- **As long as we didn't exceed our** lobbying limit, we could be informing the public about the benefits of transit
- Bifurcated the campaign
- Organized Steering Committee
- Transit Alliance
- Student campaign

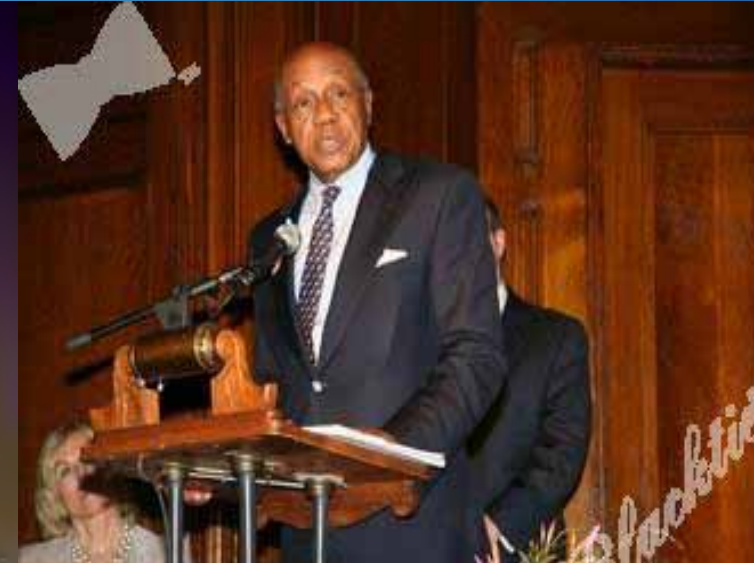


Education Campaign Strategy

1. Champions
2. Coalition building
3. Education budget
4. Research and polling
5. Targeted messaging



1. Our Champions



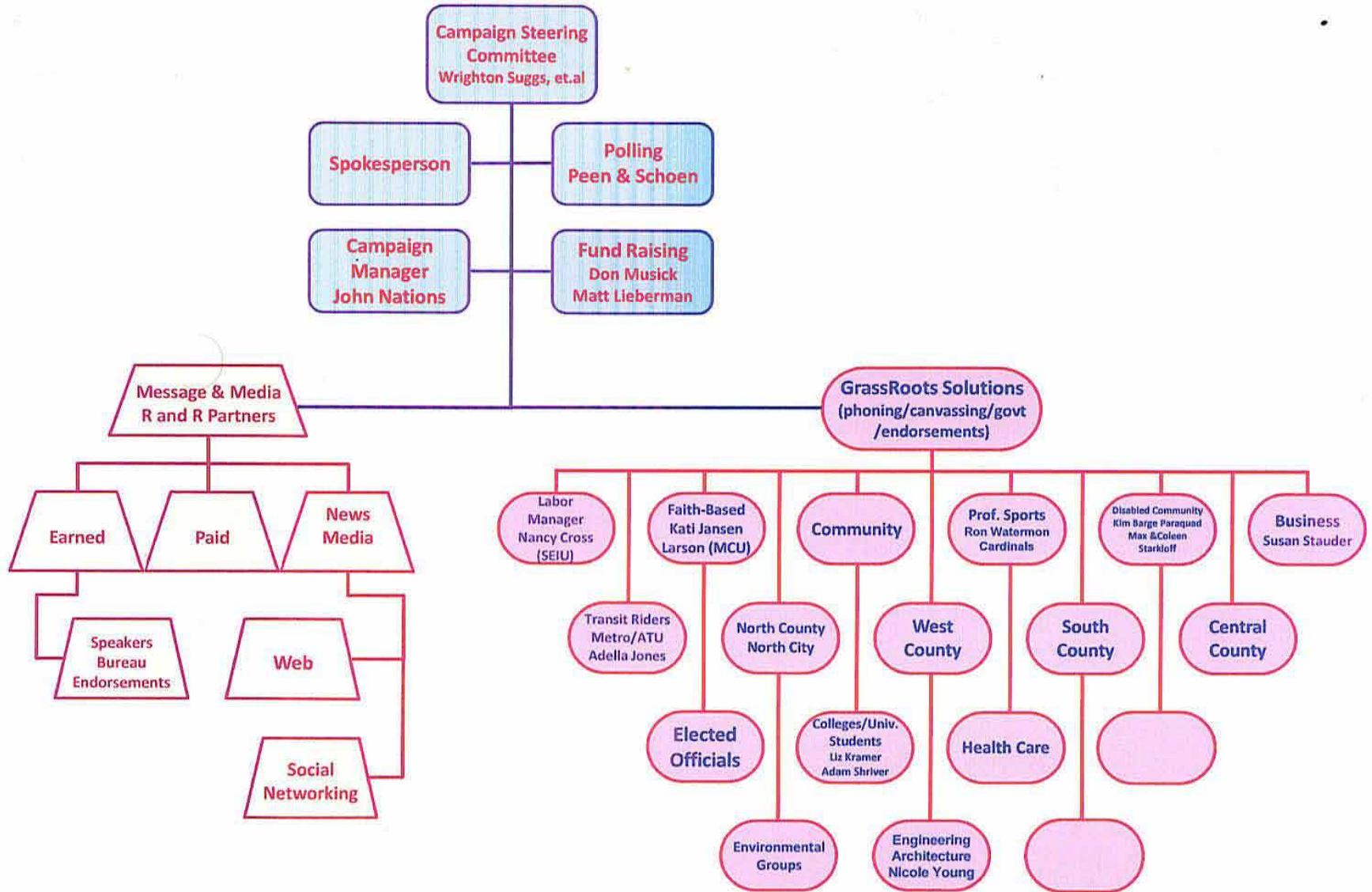
Dr. Donald Suggs
Publisher St. Louis
American



Mark Wrighton, Chancellor Washington University

Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

2. Coalition Building



Coalition Members

- Union members
- Students
- Activists
- Faith based
- Bloggers
- Business
- Disabled community
- Community/Civic
- Transit Riders
- Rail enthusiasts
- African American Churches
- Public Health/Health care community



3. Education Budget

- \$300,000 – CMT
- \$100,000 – St. Clair County Transit District
- \$25,000 – Donations

Television

Web

Radio

Social Media

Billboards

Endorsements

Transit



Lesson Learned

- Fund raising for the education campaign not fully explored
 - Foundations
 - Universities
 - Hospitals
 - Other not for profits
 - Entities sympathetic to transit that do not give to political campaigns



Lesson Learned

- If you control the money, you can **decide how it's spent**
 - Competent consultants not political friends
- Involving all groups early fosters buy-in and commitment




4. Research and Polling

5. Get on Message and
Stay on Message



Collateral Material

- Speakers' Bureau Collateral



CITIZENS FOR MODERN TRANSIT WORKING TO EXPAND METROLINK

RESPONSES TO QUESTIONS ABOUT THE PUBLIC TRANSIT PROPOSITION

Q: What is the proposition stated for the April 6, 2010 ballot?
A: Voters of St. Louis County will decide whether or not to authorize a one-half of one percent sales tax increase for restoring, operating and expanding MetroLink, MetroBus, and disabled and senior public transportation.

Q: Why are voters addressing this issue again after they rejected it in November 2008?
A: After a similar proposition was defeated by voters in November 2008, Metro was forced to cut public transit service by one-third in Missouri, impacting thousands of transit riders. Emergency funding from the state of Missouri and the federal government restored some of the transit service, but the funds will run out in May 2010. If additional funding is not available, Metro will be forced to make substantial cuts in transit service again.

Q: How much will the proposition generate in new revenues and what will it be used for?
A: The new tax will generate approximately \$75 million a year for public transportation. In addition, the new tax will trigger another \$8 million in tax revenue from the city of St. Louis, from a pi 1997. This new revenue will restore MetroLink, MetroBus and Call-A-Ride services and allow for future expansion of these services.

Q: If the proposition passes, will there be future service reductions?
A: No.


Q: What kind of expanded public transit service will there be?
A: All current modes of transit—MetroBus, MetroLink and Metro Call-A-Ride—will be

Q: Where will new MetroLink and MetroBus routes go?
A: MetroBus and MetroLink routes, as well as new options such as Bus Rapid Transit conjunction with regional partners and the federal government. An expansion of lig the West Port area, as well as a North Side/South Side route have been identified

Q: What is Bus Rapid Transit?
A: Bus Rapid Transit (BRT) is higher-capacity bus service. It uses buses that are large MetroBus fleet, and can carry more passengers per vehicle. These buses also ma dedicated transit plazas that are similar to MetroLink stations. BRT has more flexil investment than light rail.

Q: Is public transit subsidized?
A: As with many public facilities such as highways, bridges and libraries, public transi by tax dollars. In fact, no public transit system in the world is totally self-sufficient. While Metro does require tax dollars for its operations, it has one of the lowest subsidies per passenger in the United States.

FOR MORE INFORMATION: TOM SHROUT, EXEC. DIR. | PHONE: 314-231-7272 | EMAIL: TSHROUT@CMT-STL.ORG | WWW.CMT-STL.ORG



CITIZENS FOR MODERN TRANSIT WORKING TO EXPAND METROLINK

FACTS YOU SHOULD KNOW ABOUT THE METRO TRANSIT SYSTEM

Transit Moves People

- Each day, more than 100,000 individuals board a Metro bus, train or van, amounting to nearly 53 million rides a year.
- Metro's Call-A-Ride service provides more than 2,400 trips each day to people with disabilities and the elderly, exceeding 665,000 trips a year.
- 10% of MetroBus and 7% of MetroLink passengers are students traveling to school.

Transit Helps Our Economy

- People use public transit to get to jobs. Prior to the March 2009 service reductions, 97% of all jobs in St. Louis City and St. Louis County could be reached by riding Metro transit.
- Transit generates growth. To date, \$15 billion in new development has occurred within a ten-minute walk of MetroLink—with additional development slated for Richmond Heights, North Hanley and Central West End.
- St. Louis University economists estimate that every dollar invested in Metro transit operations returns \$6 to our local economy.

PUBLIC TRANSIT IS VITAL FOR ST. LOUIS.
CAN WE COUNT ON YOU FOR YOUR SUPPORT?

Yes, _____ wants to be a part of the coalition.
(Name of organization)

No, _____ does not wish to participate.
(Name of organization)

OUR CONTACT WILL BE:

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

MAIL OR EMAIL THIS INFORMATION TO:

Thomas R. ShROUT, Jr.
 Executive Director
 Citizens for Modern Transit
 911 Washington, Suite 200
 St. Louis, MO 63101
 tshrou@cmf-stl.org

FOR MORE INFORMATION: TOM SHROUT, EXEC. DIR. | PHONE: 314-231-7272 | EMAIL: TSHROUT@CMT-STL.ORG | WWW.CMT-STL.ORG



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THE GREATER ST. LOUIS Transit Alliance

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Coalition Members

- AOC of St. Louis
- AIA St. Louis
- American Jewish Committee - St. Louis Region
- American Jewish Congress - St. Louis
- American Planning Association
- EJC Healthcare
- BOMA St. Louis
- Citizens for Modern Transit
- City of Crane County
- City of Florissant
- City of Millie Acres
- Farris St. Louis
- Greater St. Louis Alliance for Change 99 WFO
- Greater St. Louis AFL-CIO
- JCO-NEA
- Jewish Community Relations Council
- Jobs with Justice
- Lambert International Airport
- Landmarks Association
- Leadership Council of Southwestern Illinois
- League of Women Voters of St. Louis
- Loop Trolley Company
- Metropolitan Congregations United
- Missouri Botanical Gardens
- Missouri Growth Association
- Missouri Progressive Voter Coalition
- Music Construction
- Paraguard
- St. John's Mercy Health Care
- St. Louis Association of Realtors
- St. Louis Community College
- St. Louis Convention and Visitors Commission
- St. Louis County Municipal League
- St. Louis BC&A
- St. Louis Society for the Blind and Visually Impaired
- SEU Local 1
- SEU MO/NS State Council
- Service Club
- Southern Illinois Builders Association
- SSA Health Care
- The Partnership for Downtown St. Louis
- The Starkoff Disability Institute
- Transit
- URETE HERE Local 74
- University of Missouri St. Louis
- Washington University
- Webster University

To Request a Speaker for Your Organization, to Join the Alliance, or to Be Listed Among the Endorsers of Prop A:

Contact us at info@cmst-stl.org

SOME OF US RIDE IT. ALL OF US NEED IT.

Great cities have great transit systems. MetroLink is one of the most successful light rail systems in the country with 70,000 riders per day on a typical weekday and reaches as many as 100,000 on days with special events. Without MetroLink, St. Louis would not be at the level it is today.

Click here to see who has endorsed Prop A.



or PROPOSITION 

VOTE YES on PROPOSITION A this TUESDAY, APRIL 6!

Transit in St. Louis County is at a crossroads. On April 6, 2010, voters will have the opportunity to secure its future.

On November 4, 2008, a transit proposition failed by a narrow margin. The proposition requested a 1/2-cent sales tax increase in St. Louis County for MetroLink expansion and operations. Had it passed, it would have raised more than \$80 million per year for transit. It also would have triggered a 1/2-cent sales tax increase in St. Louis City from a tax that the City passed in 1997.

However, failure of the proposition resulted in agency-wide layoffs, a transit fare increase on January 1, 2009, and massive service cuts on March 30, 2009. The service cuts were so damaging to the County that the Missouri legislature approved a one-year appropriation of \$12 million to reinstate some of it. However, that appropriation expires in May 2010, and unless a 1/2-cent sales tax is approved in April, more severe cuts will occur.

In April 2010, voters will have the opportunity to approve Proposition A, which again requests a 1/2-cent sales tax increase in St. Louis County for transit service expansion. The Greater St. Louis Transit Alliance is currently working to ensure that this vote is passed on April 6. Without the passage of the referendum, transit service will be decimated. The 1/2-cent sales tax increase would cost the average family in St. Louis County about \$30 a year or \$4 per month. We need your help—and your vote—to avoid making the same mistake again.

Remember, some of us ride transit, all of us need it.

Vote YES on Proposition A.

Benefits of Better Public Transit in St. Louis

- Economic Development - \$15 Billion in economic development creating jobs and money for the region.
- Save Money - average public transit commuter saves \$2,000/ year versus driving.
- Less Congestion - without MetroLink, where would the 70,000 riders a day go?
- Go Green - MetroLink cars release ZERO pounds of emissions each year.
- Accessibility for All - alternative mode of transportation for all ages.
- Live Better - increase your activity by getting out and exploring our city.

Make sure your organization supports MetroLink today. Download this sample resolution to get on track in support of a regional MetroLink plan.



Paid for by Citizens for Modern Transit as an in-kind contribution to Advance St. Louis

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911 Washington, Ste. 301, St. Louis, MO 63101

Citizens
for Modern
Transit.

Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

Endorsements

Archbishop Robert J. Carlson Calls for Consideration of Prop A

Submitted on APR 04, 11 local news metro bus and call a ride services in st louis archbishop's column

11:00

Printer-friendly version | Send to friend

Archbishop Robert J. Carlson



Archbishop Robert J. Carlson

On April 6, 2010, we have the opportunity to exercise our civic duty to vote. I want to bring to the attention of St. Louis County voters an important issue that affects especially the working poor, the elderly, and the disabled.

MetroBus, MetroLink, and Call-A-Ride services in St. Louis County are facing massive cuts that will disproportionately affect the working poor, the elderly, and the disabled during this already difficult economic time. These cuts in services will affect our grandparents and our elderly neighbors whose only way to get to the doctors' offices or medical centers is public transportation. These cuts in services will affect our disabled friends who are dependent on public transportation as their only means of getting to work, and they stand to lose those jobs if these severe cuts take place. The working poor who don't own cars or can't afford gas will not be able to get to work, go grocery shopping or visit friends and family if MetroBus, MetroLink and Call-A-Ride services are cut.

The cuts were so damaging to St. Louis County that, last year, the Missouri Legislature approved a one year appropriation of \$12 million to reinstate some of those services. This one year appropriation will expire next month and will, again, result in severe cuts in

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THE ST. LOUIS AMERICAN

Print Page

TUESDAY APRIL 27, 2010 Last modified: *Thursday, April 1, 2010 12:27 PM CDT*

Strong, united clergy push for Prop. A

By American staff

"Next Tuesday, the future of public transportation is in our hands," U.S. Rep. Wm Lacy Clay said yesterday morning. Clay was speaking about the county-wide vote on April 8 on Proposition A, which would impose an additional half-cent sales tax in St. Louis County to fund the continued operation and expansion of public transit (with some money also going to highways).

A group of clergy gathered with Clay at the UMSL Metrolink Station, hosted by Normandy Mayor Patrick Green.

Chesterfield Mayor John Nations, the West County Republican who chaired the Advance St. Louis committee that led the effort to pass Proposition A, also was in attendance.

To reach North County voters, and African Americans sprinkled throughout the county, Advance St. Louis has relied on several clergy groups, including an ad hoc group called The Black Clergy for Public Transportation.

Metropolitan Congregations United staged a press event Sunday to coincide with people taking public transit as they left the NAACP games.

"We hit it pretty hard today," the Rev. Tommie Pierson, senior minister for the Greater St. Mark Church, said of his Sunday service that morning.



First District Congressman William Lacy Clay along with North County elected officials held a rally in support of Proposition A at the Metro Link stop on the campus of the University of Missouri-St. Louis Wednesday. The event held in Normandy was supported by Ferguson Mayor Brian Fletcher, Mayor John Nations of Chesterfield, David Tolliver Vice President of the Amalgamated Transit Union Local 788, Rev. Ken McKoy, Mayor Patrick Green of Normandy, and Rev. Vickie Caldwell. Photo by Wiley Price

Community Leadership

Use your champions to step up and deliver the truth about public transportation



Champions Love Transit

“I Love Transit”



Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

Get on Message and **Stay** on Message



Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

Grassroots Love Transit Too

“Hitchhiker”



Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

TRANSIT.

**SOME OF US RIDE IT.
ALL OF US NEED IT.**



CITIZENS FOR MODERN TRANSIT
cmt-stl.org

DDI MEDIA

Stay on Message



Vote Yes! Campaign

- Education campaign February 15 to March 15
- **Advance St. Louis' Vote Yes Campaign**, headed by Mayor John Nations of Chesterfield, then told voters what to do: Vote Yes on Prop A April 6



CMT Campaign Support

- Financial contribution to Advance St. Louis -- \$50k cash and \$100,000 in-kind
- Create website
- **Develop speakers' bureau and collateral**
- Implement social media
- Organized phone and door to door strategy
- New strategy with the business community



Vote Yes Campaign



Vote Yes Campaign

- CMT organized get-out-the-vote phone bank and door-to-door campaign in targeted areas
 - Voter turnout for April elections usually at 13-15%
 - April 2010 voter turnout exceeded 22%, especially in targeted neighborhoods, including students



Vote Yes Campaign



Mike Shannon
Radio Broadcaster
St. Louis Cardinals



Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

The Results

- Overwhelmingly won the early vote
- Opposition overwhelmed by election day
- Tracking polls positive
- Higher voter turnout
- Dramatic change in **“yes” votes across** campaign years
- Final margin of victory 63% to 37%



Final Lesson Learned

- Not for profit funding of an education campaign can make all the difference in a transit referendum.



We Win!

THE NO. 1 ST. LOUIS WEBSITE AND NEWSPAPER • READ BY 1.3 MILLION ADULTS EACH WEEK



ST. LOUIS POST-DISPATCH

WEDNESDAY • 04.07.2010 • \$1.00

Big Net players take a hit in court

The ruling • The FCC does not have the authority to tell Internet service providers that they have to treat all Web traffic equally.

What it could mean • Providers could restrict access to broadband hubs such as video sites or charge heavy users more for access.

FROM NEWS SERVICES

WASHINGTON • In a blow to Internet content giants such as Google and Yahoo, a federal appeals court issued a ruling Tuesday that could sharply curtail regulators' power to force Internet service providers such as AT&T and Charter Communications to treat all Web traffic equally. Specifically, the court ruled that the Federal Communications Commission failed to establish its legal authority for an action it took against Comcast in 2008. The FCC said at the time that Comcast improperly blocked its consumers from using BitTorrent, an Internet application used to share large files, such as movies.

But Tuesday's court ruling has far larger implications than for just the Comcast case.

While the court ruling isn't likely to affect Internet users overnight, some critics said it could, in time, dramatically change the Web experience.

Internet content companies such as Google, Yahoo and Facebook are big supporters of "net neutrality" rules, which guarantee them unfettered access to broadband networks. Proponents of Net neutrality say Tuesday's ruling would allow Comcast and other Internet service providers to restrict consumers' ability to access certain kinds of Internet content, such as video sites like Hulu.com or Google's YouTube service, or charge certain heavy users of their networks more money for access.

"Companies selling Internet access are free to play favorites with content on their networks, to throttle certain applications or simply to block others," said Gigi Sohn, president of Public Knowledge, a digital rights group.

Sohn said the court decision "casts into question anything the FCC wants to do in regulating broadband and Internet access."

Eric Lenka, a spokesman for the Open Internet Coalition, a group that includes Google and other companies, agreed.

"Consumer choice is the core issue here — consumers being able go where they want to go on the Internet, and use the applications they want to use on the

Mass transit sales tax wins by a wide margin



Liz Kramer, 25, of University City, dressed as "Miss MetroLink," exults in the passage of the mass transit tax during an election watch Tuesday night at Washington University. "I think it is essential for St. Louis to be a strong city and retain and attract young people," Kramer said.

Voters agree to spend more despite tough economic times

BY JAKE WARMAN • jwarman@post-dispatch.com • 314-622-3580

The economic recovery may have arrived at the ballot box before hitting Main Street.

Despite lesser pocketbooks and slimmer bank accounts, local voters on Tuesday approved a number of measures that will increase government spending and, in some cases, their own taxes.

In the most watched ballot question, St. Louis County voters endorsed a transit sales tax that they had rejected as recently as 2008.

Elsewhere in the region, voters also approved paying more to hire new firefighters, bolster teacher salaries and make school improvements. The message: Voters, even during tough times, cast their ballots looking forward.

"This will place St. Louis in an enviable position among cities in America," said Washington University Chancellor Mark Wrighton, a vocal supporter of the half-cent Metro tax. "You've

been swelling, I'm sure, about the challenges in the economy. Well, here is a commitment on the part of St. Louisans to invest in themselves and our region."

St. Louis County voters rejected a similar tax hike in 2008, when supporters were unable to break through the political frenzy of the presidential election. The transit agency was also reeling from negative publicity generated by spending millions of dollars on an unsuccessful lawsuit.

"This time, voters responded to a stark warning: Approve the tax, or brace for deep cuts. Elsewhere, voters in Webster Groves, Maplewood and Richmond Heights approved higher tax rates, mostly to underwrite better teacher salaries. In the Clayton, Labor and Rockwood school districts, voters approved bond measures that will allow the districts to construct

See VOTERS • Page A7

Work will begin immediately on restoring cuts, Metro says

BY KEN LESHER • klesher@post-dispatch.com • 314-340-6215

St. Louis County opened its wallet to mass transit.

By a wide margin, county voters approved a half-cent increase to the transit sales tax to restore lost bus and Call-A-Ride service and, eventually, expand the reach of mass transit further into the St. Louis suburbs.

"This is not a political issue," said Metro officials and Chief Executive Robert Baar. "This was a matter of the whole region coming together — the north, south, central, west."

Metro transit officials had warned that the agency would have to chronically scale back bus and Call-A-Ride service.

MetroLink trains would likely have run less often, too, putting job and classrooms out of reach to thousands who depend on public transportation. Instead, Baar said, the agency's work begins today on re-starting bus routes, possibly as soon as June. Bus drivers will have to be hired and certified.

Metro will take its restoration plan to its governing board later this month and will then hold public hearings. The sales tax is expected to generate about \$75 million a year in St. Louis County, which will be used to restore lost service and expand MetroLink and bus rapid transit. Metro officials said passage of the measure would trigger collection of a transit sales tax that voters in the city of St. Louis approved in 2007.

St. Louis County voters had defeated similar tax increases in 1997 and 2008. If the measure failed, service would have been scaled back to about half the level it was before Metro's first round of service cutbacks in March 2009. Metro suspended bus service to 2,500 of the 9,000 bus stops and bus shelters in the Missouri half of the transit system.

See ELECTION • Page A7

See INTERNET • Page A6

Winner in University City • Shelley Welch wins a close mayoral race. Page A7

School bonds OK'd • Voters in several areas OK'd bonds to approve proposals. Page A7

Lambert wins • Wentzville voters re-elect mayor to a fourth term. Page A9



Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

The Results

- Increase of Support for Proposition A Compared to Proposition M



Prop M Results - Nov '08

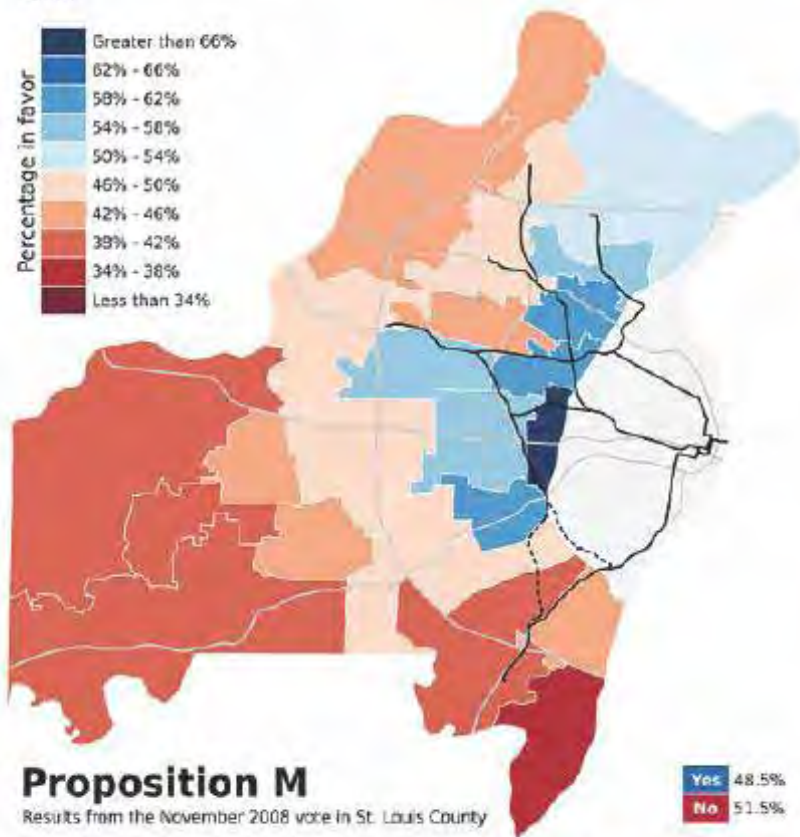


Chart showing the November 2008 results for Proposition M in St. Louis County. Current and proposed MetroLink lines are overlaid in black.

Prop A Results - Apr '10

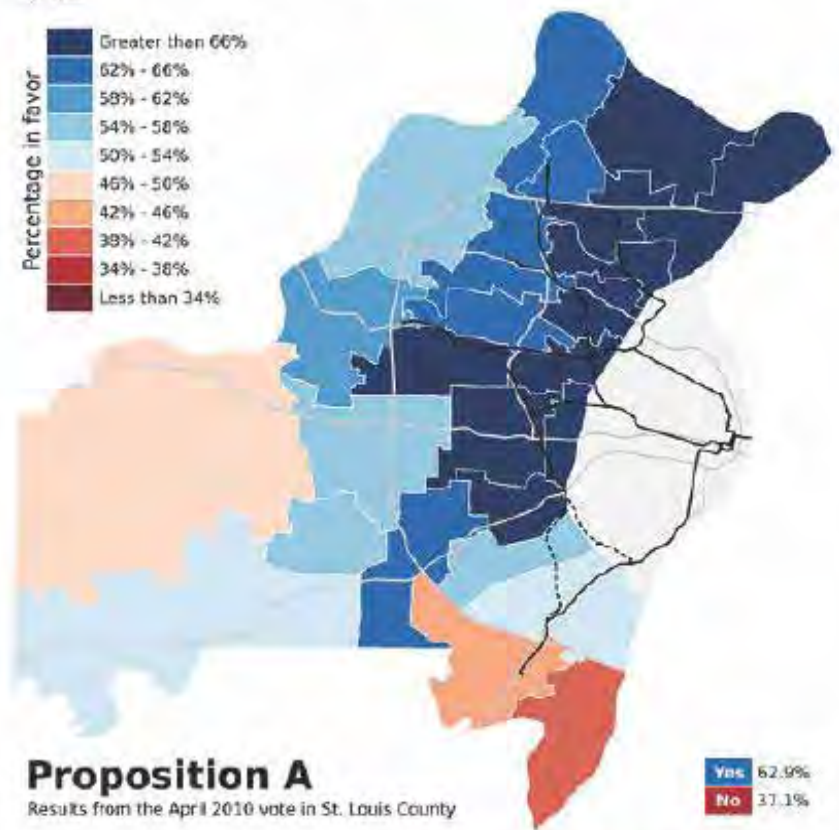
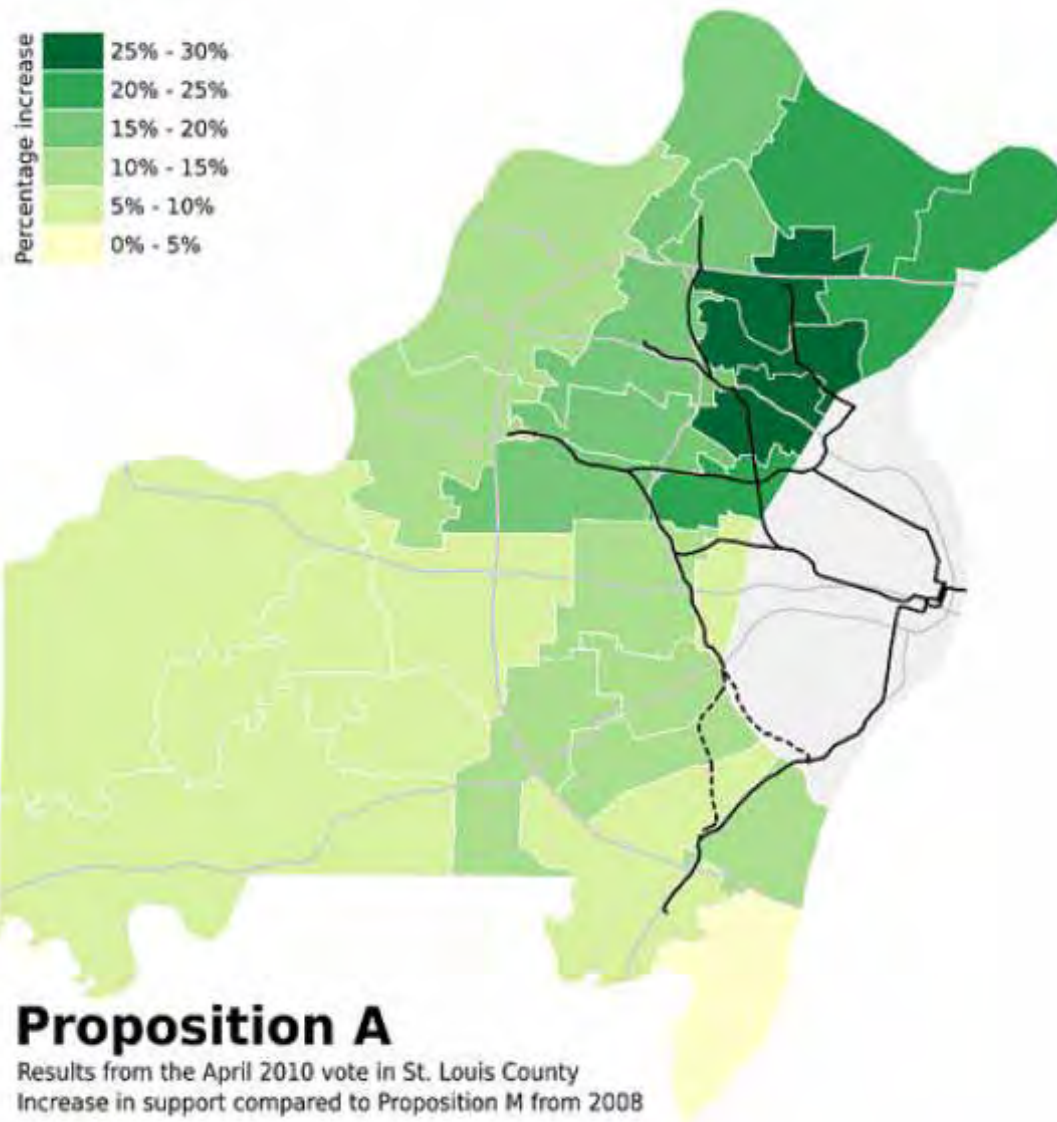


Chart showing the April 2010 results for Proposition A in St. Louis County. Current and proposed MetroLink lines are overlaid in black.





Proposition A



Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>

We Win!

Thomas R. Shrout, Jr.
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Thanks to CMT for providing material for this presentation

Videos from the campaign <http://www.moremetrolink.com/metrolink-videos.html>