

How we won in St. Louis

*Third Time's the Charm:
St. Louis County's Initiative
to Pass a Transit Tax*

Rail~Volution 2010



Budget

- \$300,000 – CMT Reserves/operating budget
 - \$100,000 – St. Clair County Transit District
 - \$25,000 – Miscellaneous Donations
- +
- \$100,000 – in kind, phoning, door-to-door, website, volunteer coordination, CMT staff time (estimate)



The Challenge

- Overcome negative perceptions of Metro
- Establish need to resume service cuts
- Establish need to expand the system



Campaign Strategy

- Broad-based campaign committee
- Business community support
- Coalition building
- Targeted messaging
- Sufficient campaign budget
- Research and polling
- Follow keys to success
- Two-phase campaign:
Education & Advocacy



What CMT Did



Organized the Education Campaign

- Organized Steering Committee
- Identification of champions—community and business leaders
 - Endorsements
- Focus on transit's role in community, not Metro specifically
- Transit Alliance
- Student Campaign
- Volunteer phoning and canvassing
- Assisted with Fundraising



Education Campaign

- Financial Contribution to Advance St. Louis -- \$50k cash and in-kind
- Create educational website
- Develop Speakers' Bureau and collateral
- Design winning messaging strategy
 - Television
 - Radio
 - Outdoor
 - Direct Mail
- Implement Social Media
- Stay on message



Keys to Success

Get on Message and
Stay on Message



TRANSIT.

SOME OF US RIDE IT.

ALL OF US NEED IT.



CITIZENS FOR MODERN TRANSIT
cmt-stl.org

DDI MEDIA

Radio



Radio



Long-term Vision

- Educational Website



Send to your friends

Stay informed

Video Testimonials

Facebook

Coalition Members

- AARP of St. Louis
- AARP of Mo.
- American Senior Communities, Inc.
- AARP Region 1
- American Senior Congress, St. Louis
- American Planning Association
- A.U. Foundation
- AUSA of Mo.
- Center for Modern Transit
- City of Cook County
- City of Berkeley
- City of Dallas-Fort Worth
- Mayor St. Louis
- Greater St. Louis Alliance for Change in Mo.
- Greater St. Louis JRF, LLC
- JCR-USA
- Jewish Community Relations Council
- John Will Center
- National Intergovernmental Institute
- National Institute
- Leadership Council of Nonprofits
- Metro
- League of Women Voters of St. Louis
- Lake Valley Center
- Metropolitan Transportation Council
- Missouri Metrolink Institute
- Missouri Transit Association
- Missouri Transportation User Center
- Rapid Construction
- TriMet
- St. Louis Mercy Health Care
- St. Louis Association of Realtors
- St. Louis Community College
- St. Louis Convention and Visitors Commission
- St. Louis County Metropolitan Center
- St. Louis MOIA
- St. Louis Society for the Blind and Visually Impaired
- SLM-USA 1
- Metropolitan State University
- SLM-USA 2
- Southern Street Address Association
- SLM-Health Care
- The Partnership for Tomorrow in Mo.
- TWC
- The Transit Property Institute
- Transit
- UMSL-USA 1
- UMSL-USA 2
- University of Missouri St. Louis
- Washington University
- Weldon Community

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

Contact us at info@stlta.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 75,000 riders per day on a typical weekday and reaches as many as 100,000 on days with special events. Without Proposition A, St. Louis would not be at the level it is today.

Click here to see who has endorsed Prop. A.



or PROPOSITION **M**

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% card 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% card 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 hike 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% card 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% card 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% card 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 75,000 riders a day get to town - Metrolink cars release 2000 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.



- Speakers' Bureau Collateral



CITIZENS FOR MODERN TRANSIT: MARKING 25 YEARS METROLINK

RESPONSES TO QUESTIONS ABOUT THE PUBLIC TRANSIT PROPOSITION

- What is the proposition stated for the April 6, 2016 ballot?**

A voters of St. Louis County will decide whether or not to authorize a majority of one percent sales tax increase for restoring, operating and expanding Metrolink, Metrobus, and MetroLink and other public transportation.
- Why are voters addressing this issue again after they rejected it in November 2007?**

After a ballot proposition was defeated by voters in November 2007, Metro was forced to cut public transit service by one-third in Missouri, requiring thousands of transit riders. Emergency funding from the state of Missouri and the federal government restored some of the transit services, but the funds will run out in May 2017 if additional funding is not available. Voters will be forced to make substantial cuts in transit services again.
- How much will the proposition generate in new revenues and what will it be used for?**

The vote tax will generate approximately \$71 million a year for public transportation. In addition, the vote tax will trigger another \$5 million in tax revenue from the city of St. Louis, from a 2 or 3 cent sales tax increase that voters MetroLink, Metrobus and MetroLink services, and allow for future expansion of these services.
- If the proposition passes, will there be Metro service reductions?**

No.
- What kind of expanded public transit services will there be?**

All current modes of transit—Metrolink, Metrobus and MetroLink—will be expanded.
- Where will new Metrolink and Metrobus routes go?**

Metrolink and Metrobus routes, as well as new routes such as the Rapid Transit expansion with regional partners and the federal government, an expansion of the West Port area, as well as a North-South route. This route has been identified.
- What is the Rapid Transit?**

Rapid Transit (RT) is a high-capacity bus service. It uses buses that are long (50-feet long), and can carry more passengers per vehicle. These buses also use dedicated transit lanes that are similar to Metrolink stations. RT has more flexibility than light rail.
- Is public transit subsidized?**

As with many public facilities such as highways, bridges and libraries, public transit is tax dollars. It has a 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.

SEE OUR WEBSITE FOR MORE INFO: WWW.CITIZENSFORMODERNTRANSIT.ORG | 800.222.1212 | 314.421.7600



CITIZENS FOR MODERN TRANSIT: MARKING 25 YEARS METROLINK

FACTS YOU SHOULD KNOW ABOUT THE METRO TRANSIT SYSTEM

Transit Means People

- Each day, more than 200,000 individuals board a Metro bus, train or van, amounting to nearly 62 million rides a year.
- Metro's Capital-Ride program provides more than 2,400 trips each day to people with disabilities and the elderly, exceeding 870,000 trips a year.
- 53% of Metrolink and 75 of Metrolink passengers are students heading to school.

Transit Means Our Economy

- People use public transit to get to jobs. Prior to the March 2009 service reductions, 67% of all jobs in St. Louis City and St. Louis County could be reached by taking Metro transit.
- Transit generates growth. In 2009, \$1.6 billion in new development was completed within a half-mile walk of Metrolink—with additional development planned for the second through fourth station and Central West End.
- St. Louis University prominently estimates that every dollar invested in Metro transit operations returns \$9 in new tax revenue.

PUBLIC TRANSIT IS VITAL FOR ST. LOUIS.

CAN WE COUNT ON YOU FOR YOUR SUPPORT?

Yes, _____ wants to be a part of this coalition.
Name of organization

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

FOR CONTACT ONLY, DO NOT PRINT THIS INFORMATION ON:

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

SEND TO: 22202, THIS INFORMATION TO:
Thomas H. Shriver, Jr.
Executive Director
Citizens for Modern Transit
300 Washington, Suite 210
St. Louis, MO 63103
www.cfmtr.org

SEE OUR WEBSITE FOR MORE INFO: WWW.CITIZENSFORMODERNTRANSIT.ORG | 800.222.1212 | 314.421.7600



[Archdiocese of Saint Louis](#)

Archbishop Robert J. Carlson Calls for Consideration of Prop A

Submitted on April 04, 2010 in [local news/metro/proposition and louis/Archbishop's column](#)

2010

[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

[News »](#)
[Living Our Faith »](#)
[Opinion »](#)
[Special Sections »](#)
[Classifieds »](#)
[About »](#)

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 6 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 McKay, Mayor Patrick Green of Normandy, and Rev. Vickie Caldwell. Photo by Wiley Price

Keys to Success

Build a Coalition of Support



Community Leadership

Use respected community leaders, to step up and deliver the truth about public transportation



Build Coalition of Support

“I Love Transit”



Keys to Success

Get on Message and
Stay on Message



Stay on Message

“Hitchhiker”



Stay on Message

- Local Bus Shelter





2122

46 WOLF & BIG BEND



TRANSIT.

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



Advocacy Campaign

- Citizens For Modern Transits' Education campaign softened the ground by educating voters about the value of public transit for everyone
- Advance St. Louis' Advocacy Campaign, headed by Mayor John Nations of Chesterfield, then told voters what to do: Vote Yes on Prop A



Advocacy Campaign

***Let's Get
St. Louis Moving***

An illustration featuring a bus and a train. The bus is on the left, and the train is on the right, both rendered in a stylized, blocky manner with blue outlines and light purple and white bodies. They are set against a green circular background. The train is positioned as if it is moving forward, overlapping the bus.

***Advance St. Louis
VOTE YES on A!***



Advocacy Campaign

- Assisted Pro Vote get-out-the-vote phone bank
 - Voter turnout for April elections usually at 13-15%
 - April 2010 voter turnout exceeded 22%



Advocacy Campaign



Mike Shannon
Radio Broadcaster
St. Louis Cardinals



The Results

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



The Results

- Increase of Support for Proposition A Compared to Proposition M



Prop M Results - Nov '08

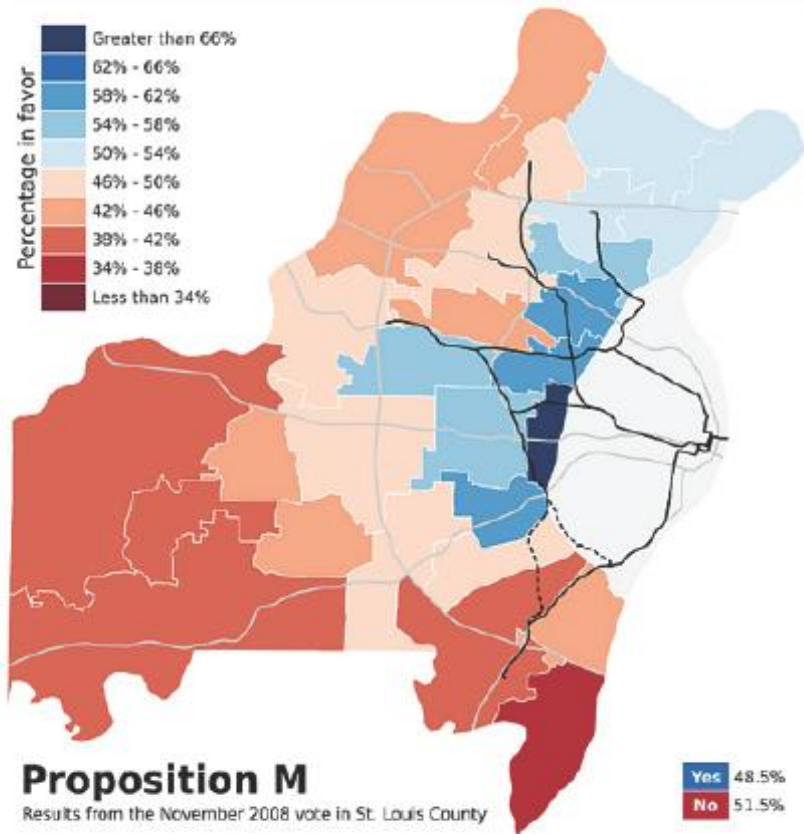


Chart showing the November 2008 results for Proposition M in St. Louis County. Current and proposed MetroLink lines are overlaid in black.

Prop A Results - Apr '10

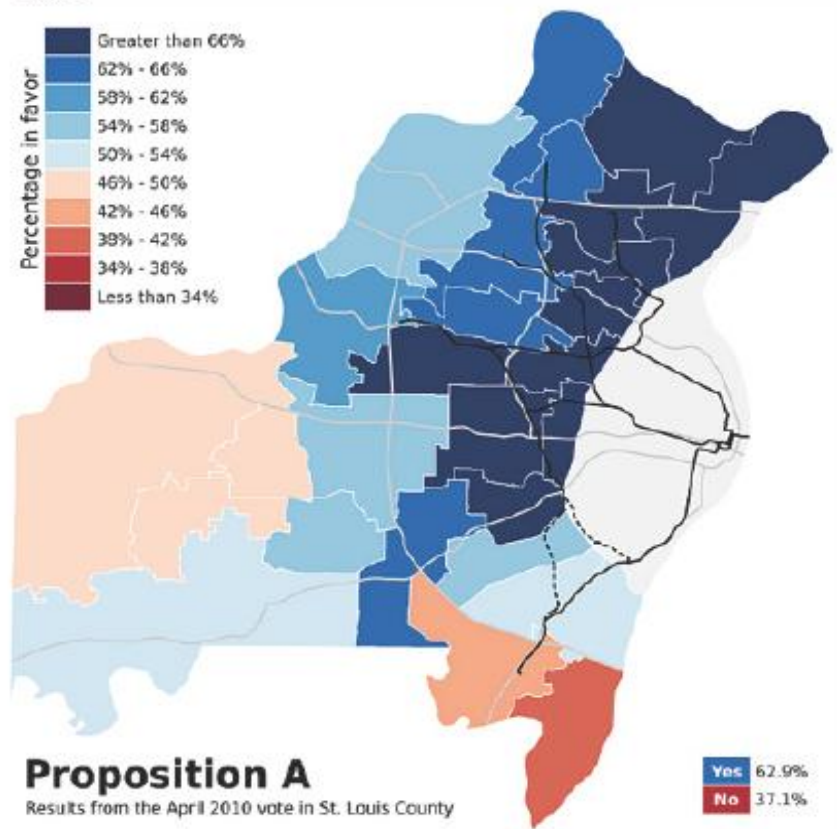
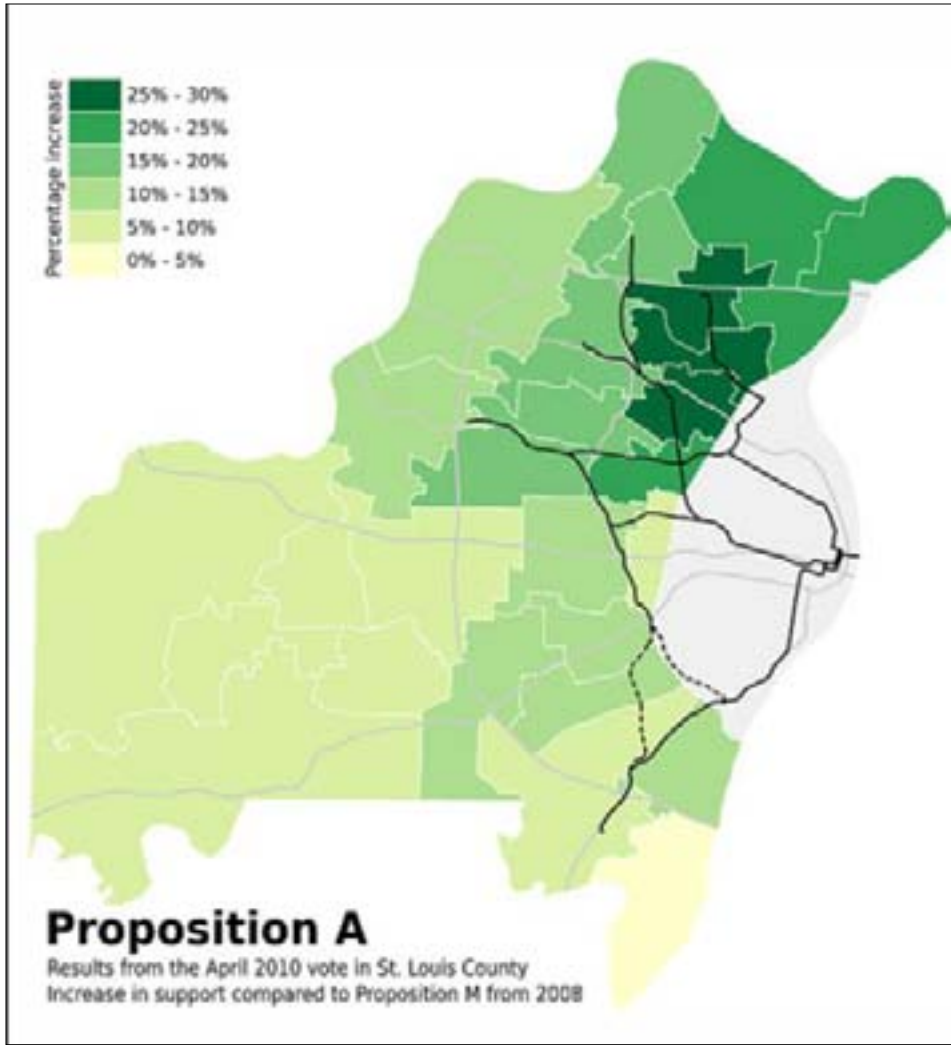


Chart showing the April 2010 results for Proposition A in St. Louis County. Current and proposed MetroLink lines are overlaid in black.



Proposition A



We Win!

Thomas R. Shrout, Jr.
Avvantt Partners LLC

