

TRANSIT.

June 2012

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



Great Race one of many highlights of *Make Your Move on Metro in May*

Less than one minute separated first and second place as TEAM CARSHARE crossed the finish line at C.J. Muggs in downtown Clayton, officially earning bragging rights as the winner of the inaugural Great Race event.

Hosted by Citizens for Modern Transit (CMT), in partnership with Trailnet and WeCar by Enterprise, the May 17 event was designed to play off the CBS television hit, *The Amazing Race*, placing TEAM TRANSIT, TEAM BIKE and TEAM CARSHARE in a head-to-head battle to see which transportation mode could travel from downtown St. Louis to downtown Clayton the fastest. Missing first place by just 54 seconds, TEAM TRANSIT claimed the second place spot, while TEAM BIKE cruised to the finish line just 10 minutes later, taking third place.

The race started off at Post Office Plaza in downtown St. Louis with a welcome from St. Louis Mayor Francis Slay. At 4:45, Mayor Slay gave the official signal to start the race and the teams departed. Members of TEAM TRANSIT raced to



The Great Race Finish Line from left to right front row, KTVI FOX 2 News Kevin Steincross, Trailnet Executive Director Ann Mack, Vice President/General Manager of the Saint Louis Operating Group for Enterprise Holdings Tony Moise, CMT Executive Director Kim Cella, KSDK Channel 5's Heidi Glaus, Enterprise Rent-A-Car's Airport Market Manager Steve Salemi, (back row) Editor-in-chief of the West End Word and Webster Kirkwood Times Don Corrigan, and KMOV-TV traffic reporter Sande Steveneson.

MetroLink; TEAM CARSHARE ran to pick up its WeCar; and, with their bikes already in tow, TEAM BIKE began peddling towards the finish line at C.J. Muggs in downtown Clayton. Arriving at the finish

line at 5:15 p.m., TEAM CARSHARE, was honored with a trophy from County Executive Charlie Dooley.

“As the ambassador for TEAM

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The Great Race's Team Transit at the kick-off at Post Office Plaza in Downtown St. Louis on May 17 with City of St. Louis Mayor Francis Slay (far left).

Let's Build Around Light Rail speaker sees St. Louis ready for transformational change

According to Citizens for Modern Transit's recent keynote speaker Katherine Perez, renowned Transit Oriented Development expert and partner with Estalano LaSar Perez LLP in Los Angeles, St. Louis is ready for a different way of thinking in regards to building and developing around the light rail infrastructure currently in place. Perez said that St. Louis now has the opportunity to manage this change for the greatest benefit for the region.

With more than 125 attendees at the recent luncheon, Perez asked "Is St. Louis ready to address the 'last mile,' the area within a mile radius of light rail station infrastructure, as a connecting node for all modes of travel? Are developers, locally and nationally, ready to view St. Louis as a region with possibilities for mixed use development that are 'right sized'?"

According to Ms. Perez, we are ready. There are steps that St. Louis can take to

make sure these changes occur. "There are dogs being walked in downtown St. Louis, there is activity in the urban core on a Monday night which was not there 10 years ago, there are more and more residents in the downtown area – St. Louis is certainly on the edge and now is the time to make the plans," said Ms. Perez.

Perez noted the success of the reinvigorated downtown central business district, the changes at Metro favorable to development, and the economic tools in place like Tax Increment Financing (TIFs) and Transportation Development Districts (TDDs). She also noted the public sector support, the recent HUD Sustainability Grant award which opens doors for further funding only available to a small pool of contenders, and the potential for infill or revitalization of neighborhoods and communities near the current light rail infrastructure. All provide opportunity to move good, 'right sized' development that fits in with the fabric of the surrounding communities forward.

Perez emphasized that TOD does not create a market for development, but enhances local economic conditions and development opportunities for mixed use

nodes along a transit corridor. She outlined ten principles that the Urban Land Institute (ULI) recently released in bringing development to light rail, creating the 'last mile,' and forming a sense of place.

- Invest in walkability
- Increase transit to increase value
- Concentrate new development in nodes
- Start with Downtown Oriented Development
- Pursue catalytic public projects
- Tackle parking
- Invest according to your ambitions
- Create cohesion with existing neighborhoods
- Get the density right
- Educate the public on Transit Oriented Development

Is St. Louis ready to take the leap? Ms. Perez indicated that the public, private and non-profit sectors have key roles to play in moving this process forward. The public sector's role is to lead the community to create a vision for development. The public needs to be engaged and



Keynote speaker and TOD Expert Katherine Perez with CMT Executive Director Kim Cella at the CMT Let's Build Around Light Rail Luncheon on May 8.



Team Carshare, the Great Race winners, with St. Louis County Executive Charlie Dooley, second from left, at the Finish Line in Clayton.



CMT Executive Director Kim Cella passes out information for Wake up to a Sweeter Commute.

committed to the project. They also need to create meaningful incentives for growth. California has recently lost its ability to create TIFs for development. "This has been a critical blow to our ability to develop," said Perez.

The private sector needs to provide capital and expertise to bring the community's vision to fruition. She indicated that there are new ways of bringing capital to the table that have worked in other cities, like the Mile High Transportation Fund in Denver and the Transit Oriented Affordable Housing Fund.

Finally, the non-profit sector needs to convene the players, educate the community, push for good design and provide a venue for new ideas.

So is it really that simple? Can St. Louis change its focus? Can we create good, right-sized development around MetroLink; a nationally acclaimed, well-patronized infrastructure system that the region has invested over a billion dollars to create? Additionally, Perez believes St. Louis is in a unique position to build upon lessons learned from other regions – to avoid mistakes and emulate success.

If Ms. Perez thinks we are on the way, then let's make sure she is right . . . Let's Build around Light Rail, St. Louis!

How sweet a commute! Thousands of commuters wake up to Sweeter Commute on May 10

CMT's *Wake Up to a Sweeter Commute* event at multiple MetroLink Stations and Transit Centers marked a tremendous success to help kick off May's activities.

During the morning commute, CMT members and volunteers handed out thousands of granola bars and information on the Guaranteed Ride Home (GRH) Program, a program that provides subsidized cab rides home in case of emergencies for transit, bike and walk commuters.

Volunteers greeted MetroLink and MetroBus commuters coming and going from the stations and transfer centers, along with bike and walk commuters. Fox 2 News even had a helicopter flyover to further publicize the event.

Commuters were eager to hear about the Guaranteed Ride Home Program and anyone who registered for the GRH pro-

gram in May was entered into a drawing for cash gift cards.

More information is available at www.cmt-stl.org/ride_home_commuters.html on the Guaranteed Ride Home Program.

It is free to register for the Program. Once registered, participants are eligible for four subsidized cab rides home a year. CMT will cover 80 percent of the cost of the ride home up to \$60 per ride.

Thanks to all those who volunteered including: Laura Barton & Paul Williams at Belleville; Steven Siegerist & Nicole Young at Forest Park; Dan & Meredith O'Connor and Joanne Leonard at Shrewsbury; Trailnet team members, Josie McDonald and Emily Lutin at 8th & Pine.

Thanks to the St. Clair County Transit District and the St. Louis Regional Clean Air Partnership for sponsoring this event and others during the month of May for *Make Your Move on Metro*.



Team Bike's Ann Mack, Executive Director of Trailnet, and KTVI Channel 2 anchorman Kevin Steincross cross the finish line at C.J. Mugg's for the Great Race.



CMT volunteers Laura Barton & Paul Williams pass out info at the Belleville MetroLink Station for Wake Up to a Sweeter Commute.



CMT volunteer Steve Siegerist and CMT Board member Nicole Young at Wake Up to a Sweeter Commute event.

GREAT RACE WINNERS

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TRANSIT, I was hoping for a win, but it was awesome to see what a close race it was," said Kim Cella, executive director of CMT. "Our goal in hosting the race was to promote the education and expanded use of the St. Louis Metro area's transit system and other viable transportation modes, and we definitely did that. All the teams crossed the finish line within 10 minutes of each other, demonstrating that all of these modes are viable alternatives for the work commute."

Members of the race teams consisted of local media personalities and other influential St. Louisans. TEAM TRANSIT

members were Kevin 'The Intern' from the Phillips & Company Morning Show on Y98-FM; reporter Heidi Glaus from KSDK NewsChannel 5; reporter Nate Birt from the Clayton-Richmond Heights Patch online news publication; and Kim Cella, executive director of CMT.

Members of TEAM BIKE were anchor Kevin Steincross from KTVI FOX 2 News and Ann Mack, executive director of Trailnet; while TEAM CARSHARE included KMOV traffic reporter Sande Steveneson; Don Corrigan, editor-in-chief of the Webster-Kirkwood Times, South County Times and West End Word newspapers; Tony Moise, Vice President and General Manager of the Saint Louis Operating Group for Enterprise Holdings, and Steve Salemi,

Airport Market Manager for Enterprise Holdings.

Race supporters dressed in team t-shirts cheered on their favorite teams at both the downtown St. Louis starting line and at the finish line at C.J. Muggs.

"Many thanks go out to all of our team members for their willingness to take part in this event, and to all the team supporters who came out to cheer on their teams," said Cella.

The Great Race was held as part of CMT's "Make Your Move on Metro in May" series of events which were proudly supported by the St. Louis Regional Clean Air Partnership. Special thanks also goes out to STL-STYLE, Trailnet, and WeCar by Enterprise for their support of The Great Race.

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