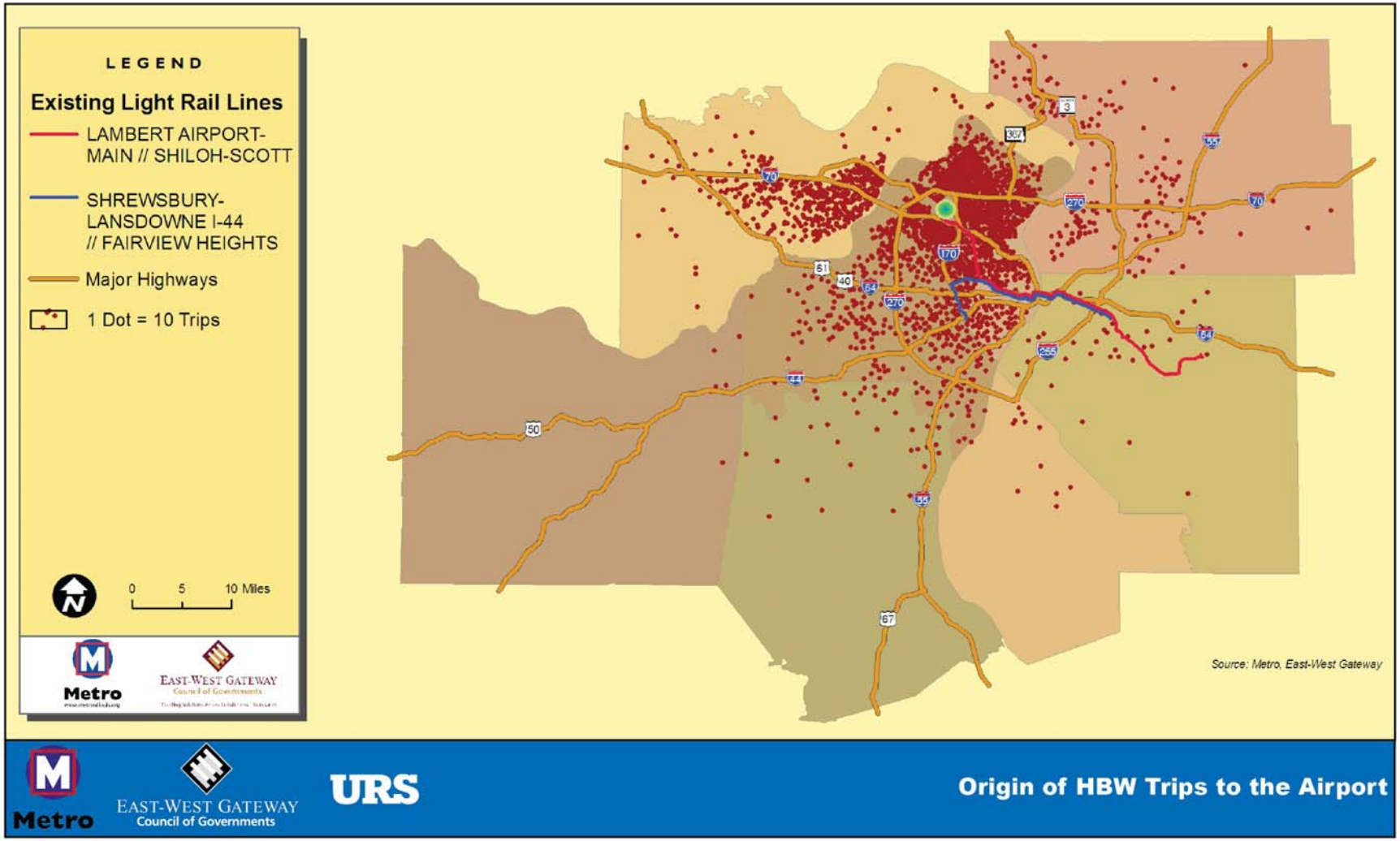
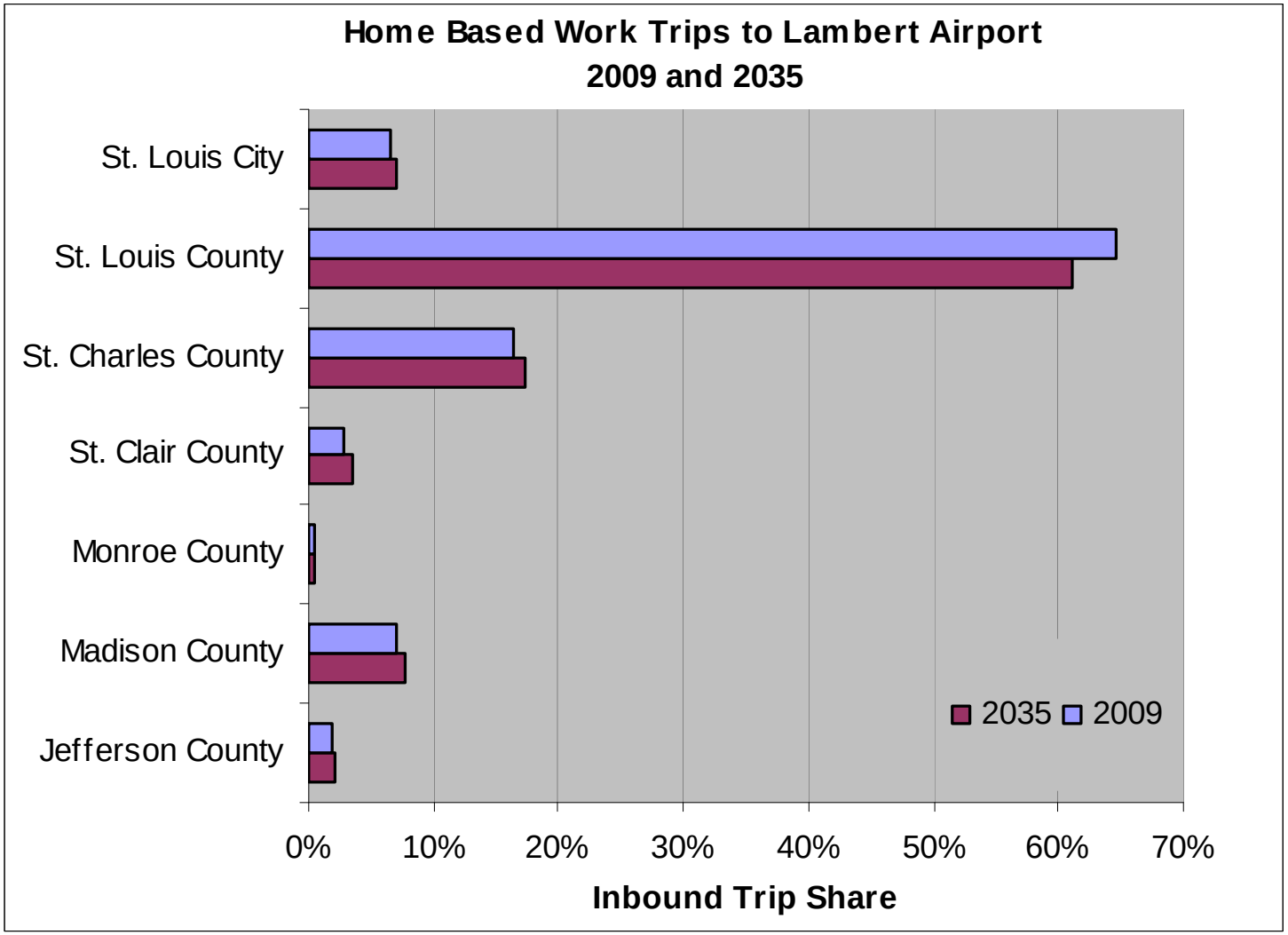
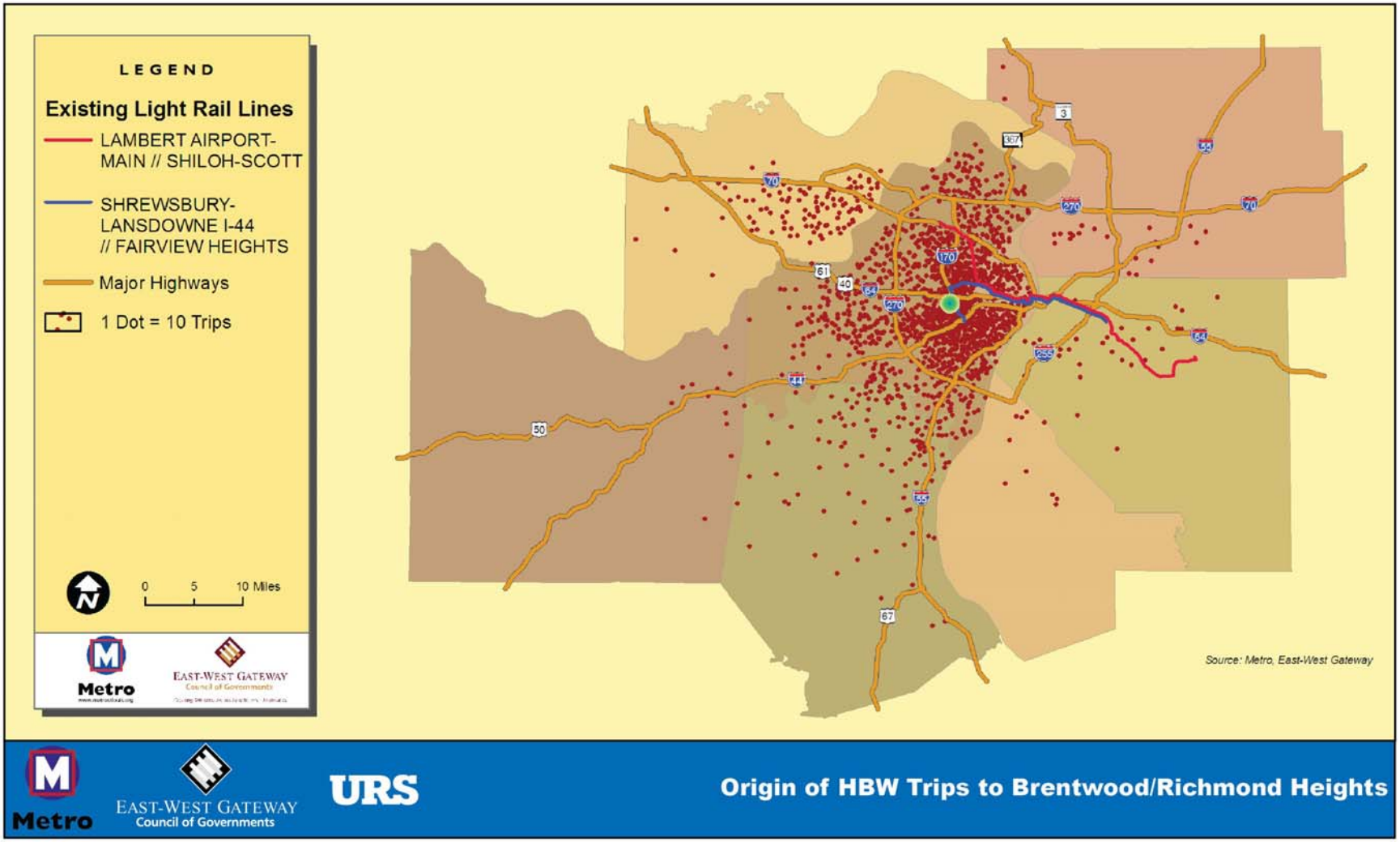
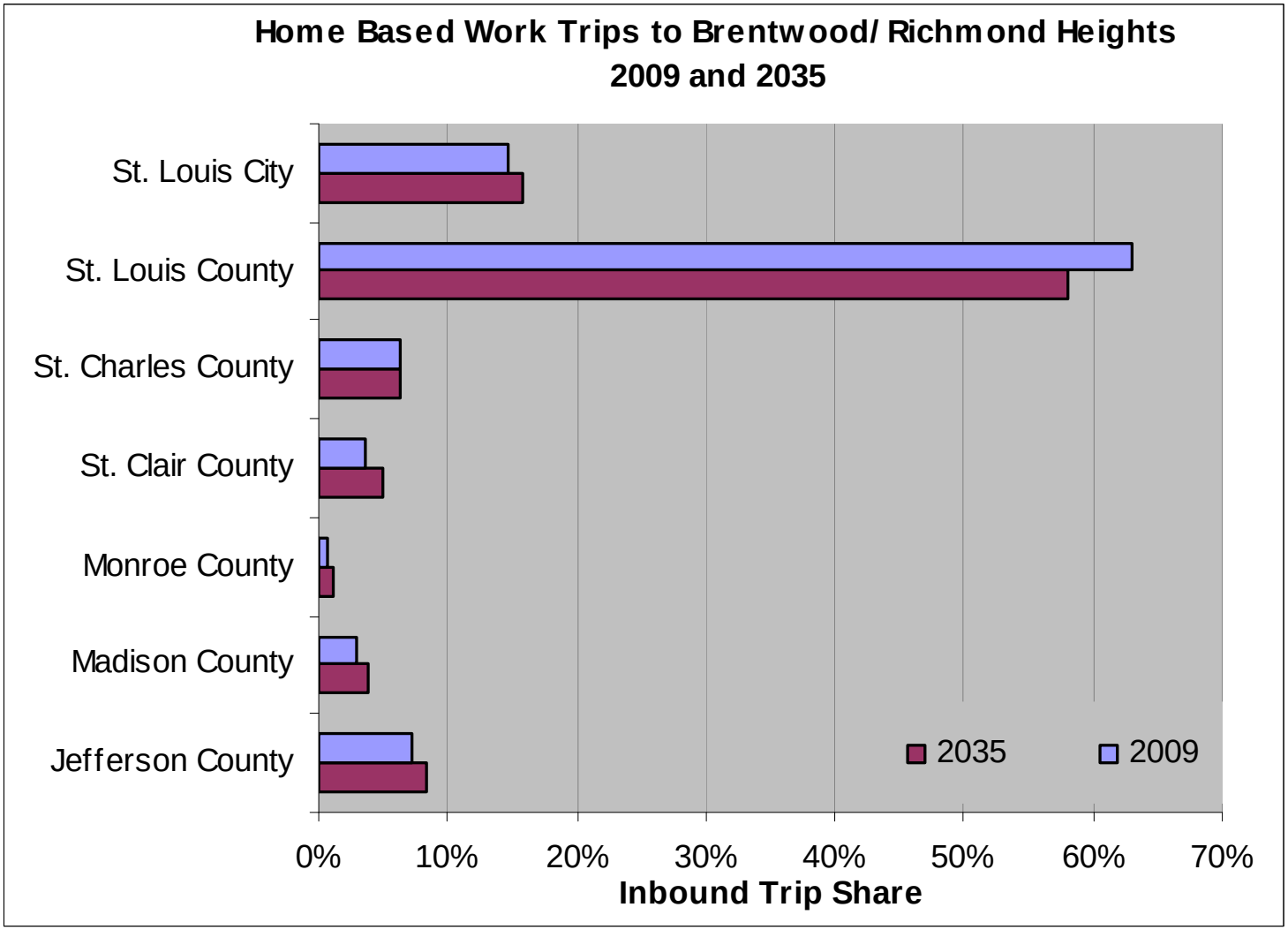
Appendix

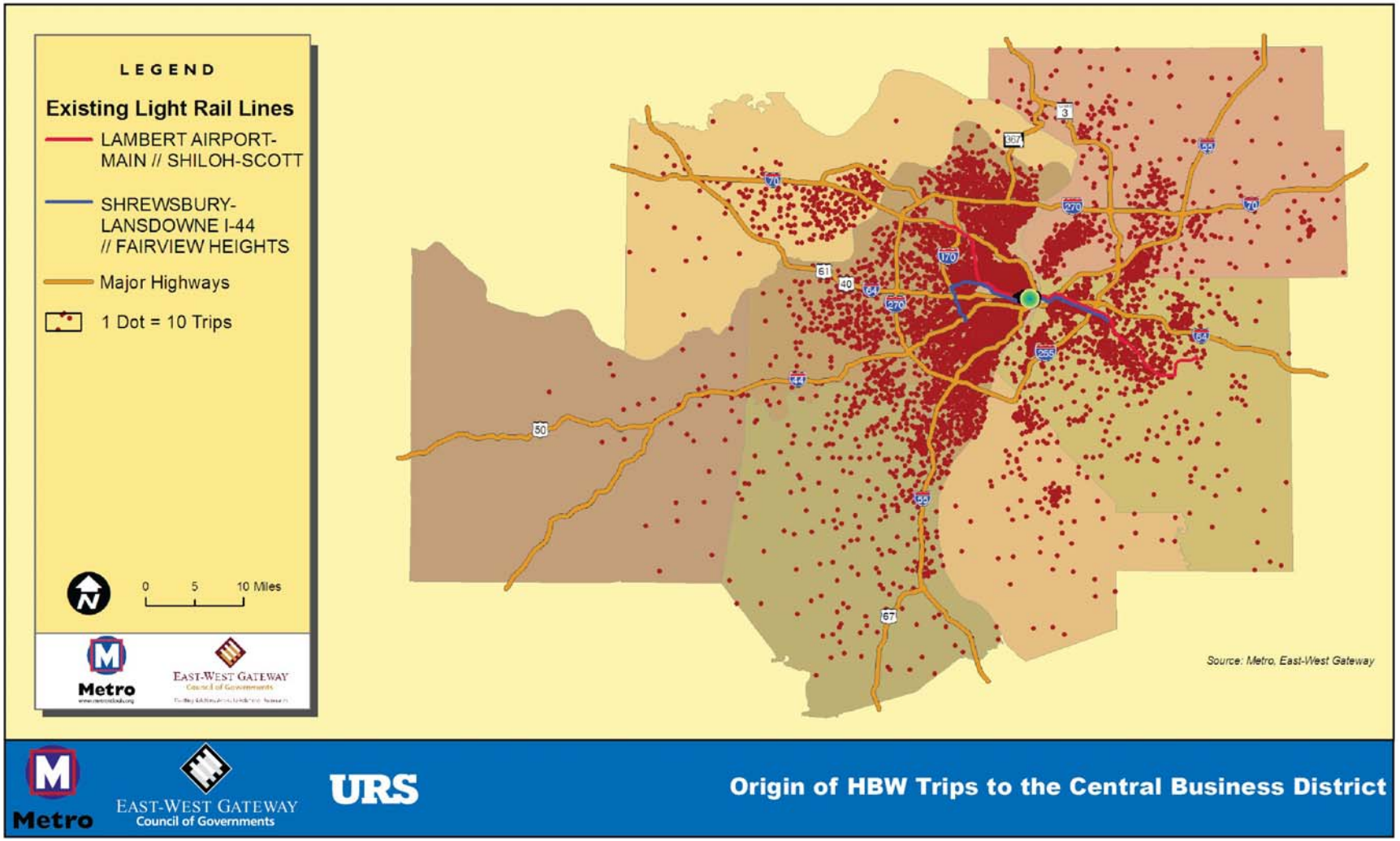
Home Based Work Trips Data

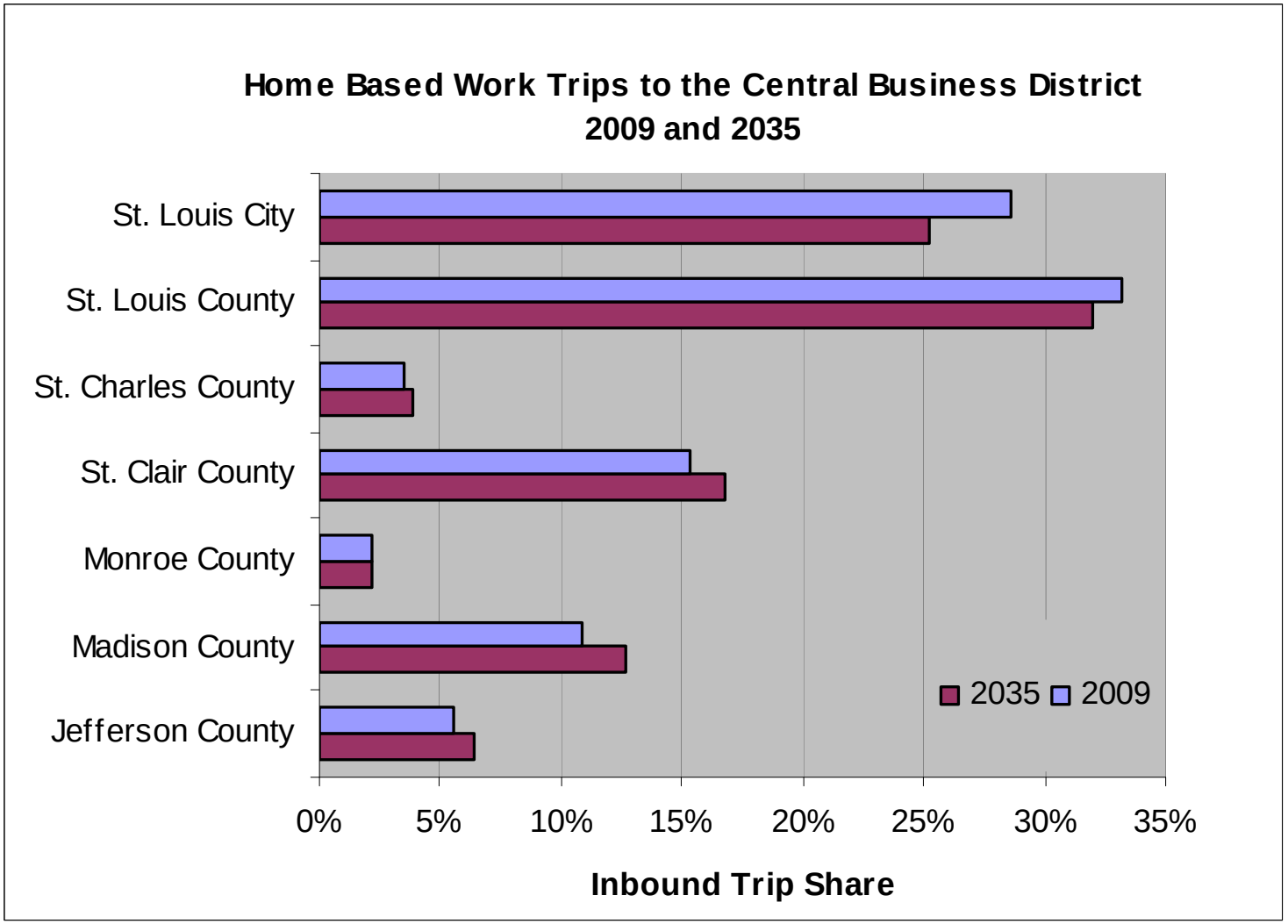

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to the Airport

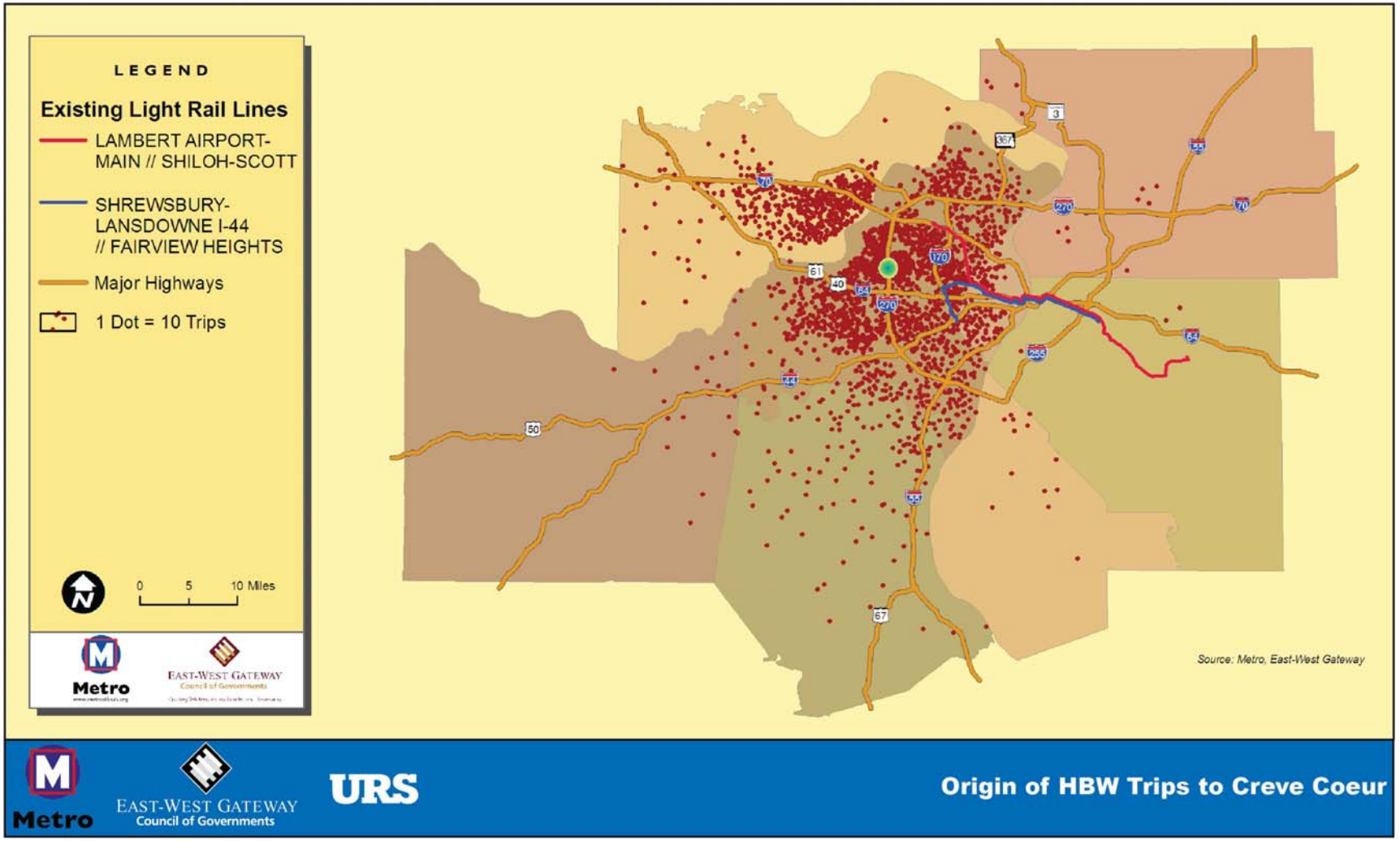

Home Based Work Trips to Lambert Airport
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
Inbound Trip Share

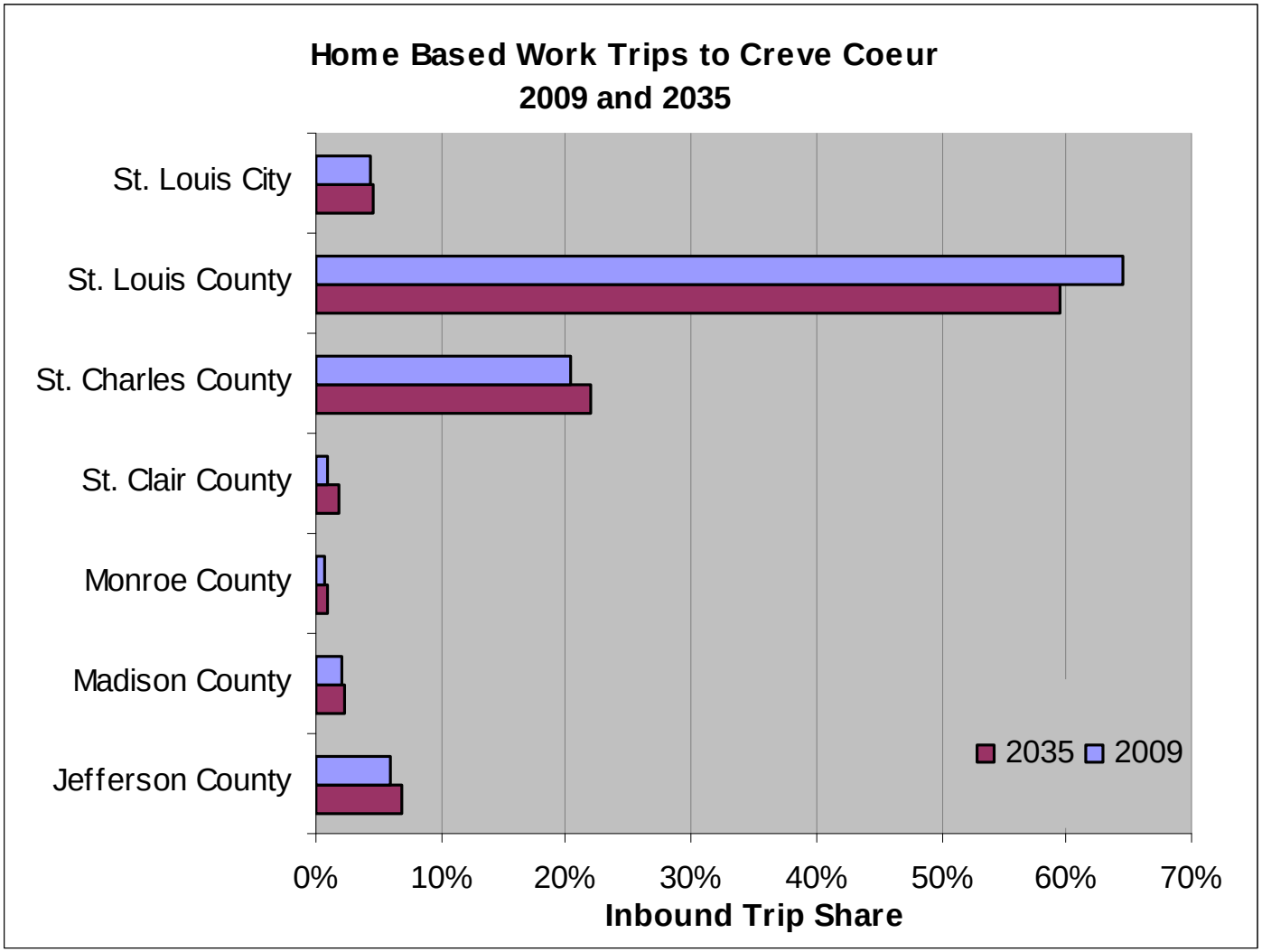

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to Brentwood/Richmond Heights

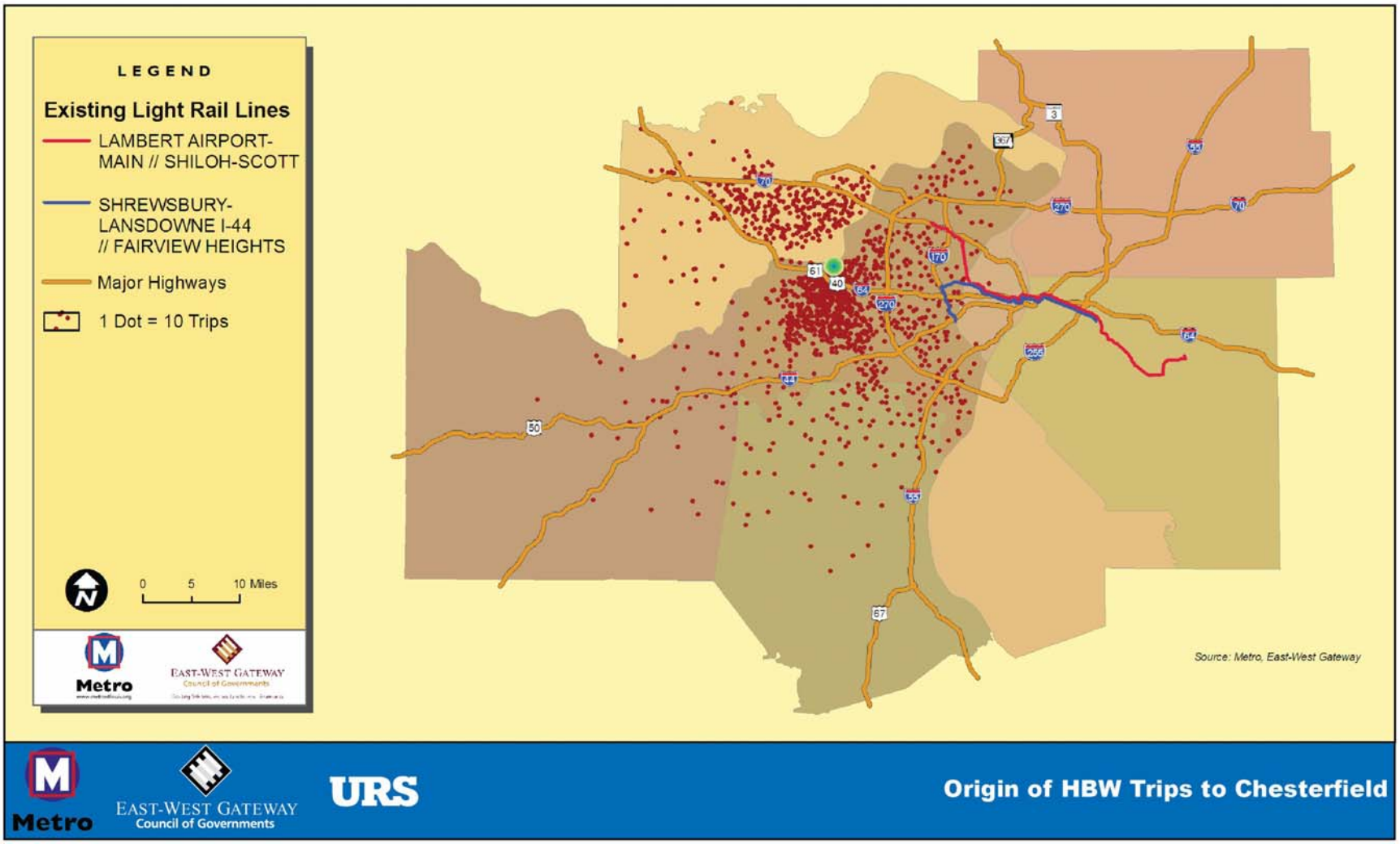

Home Based Work Trips to Brentwood/ Richmond Heights
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
Inbound Trip Share

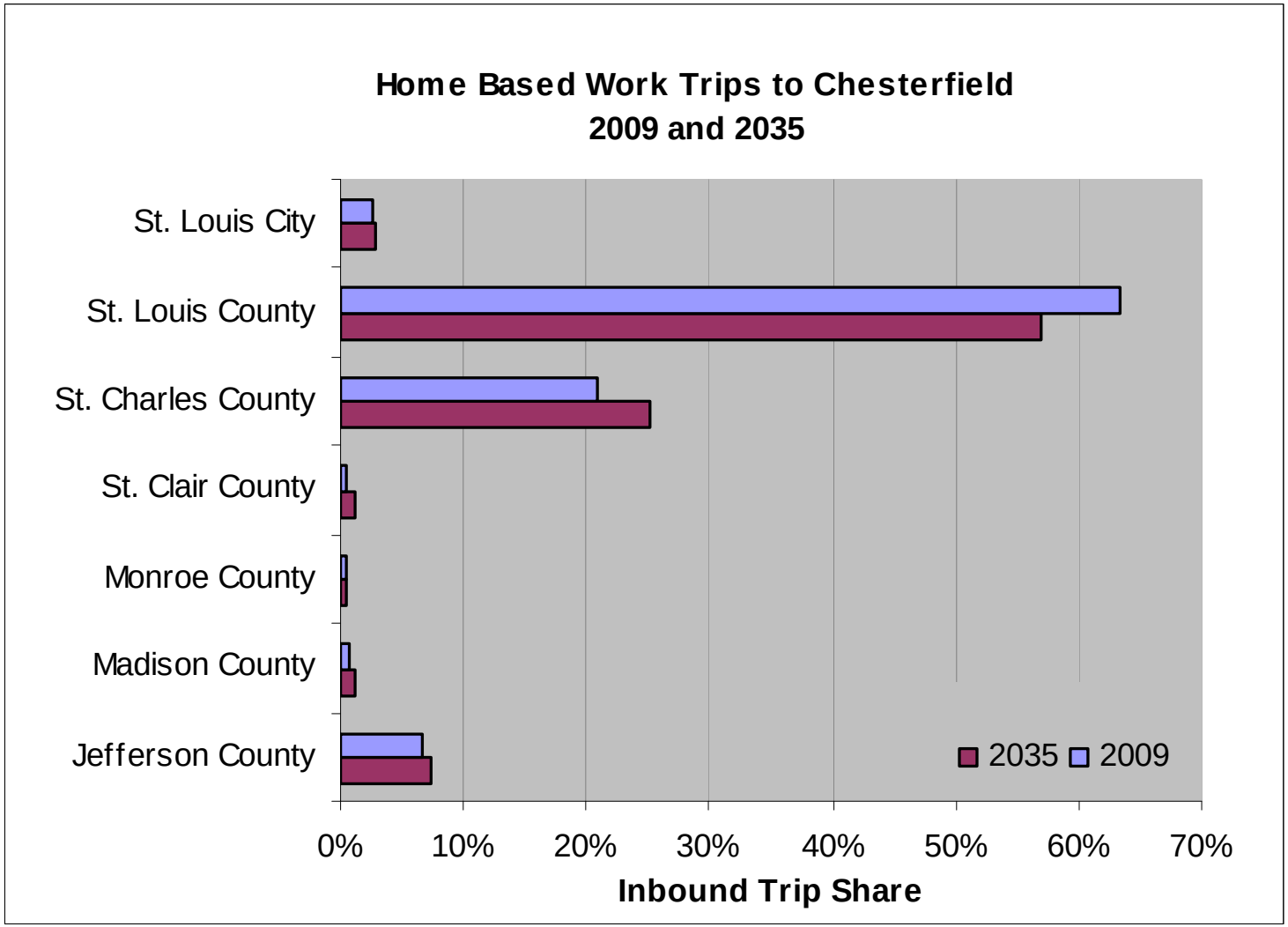

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY
Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY
Council of Governments
URS
Origin of HBW Trips to the Central Business District

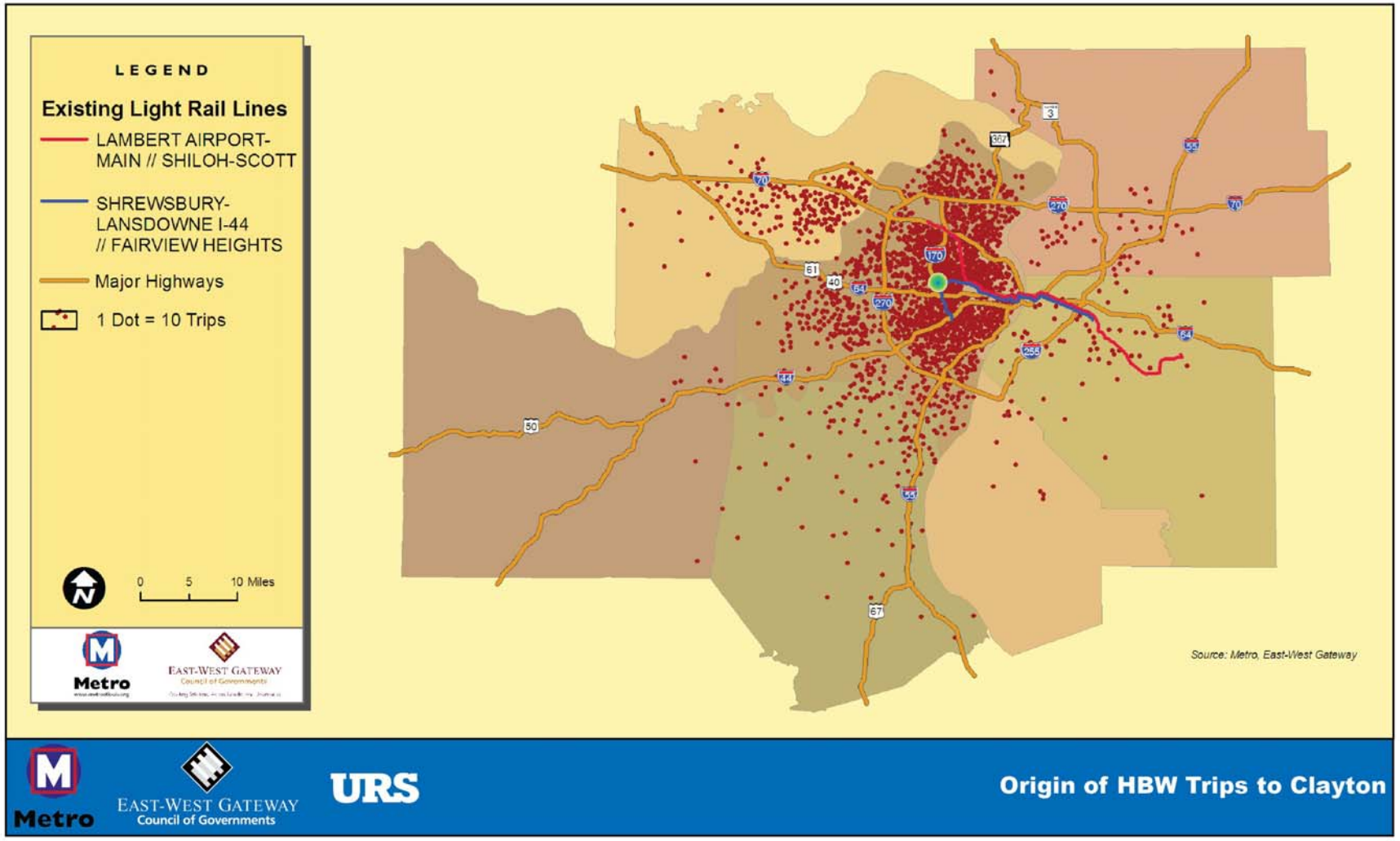

Home Based Work Trips to the Central Business District
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
5%
10%
15%
20%
25%
30%
35%
Inbound Trip Share

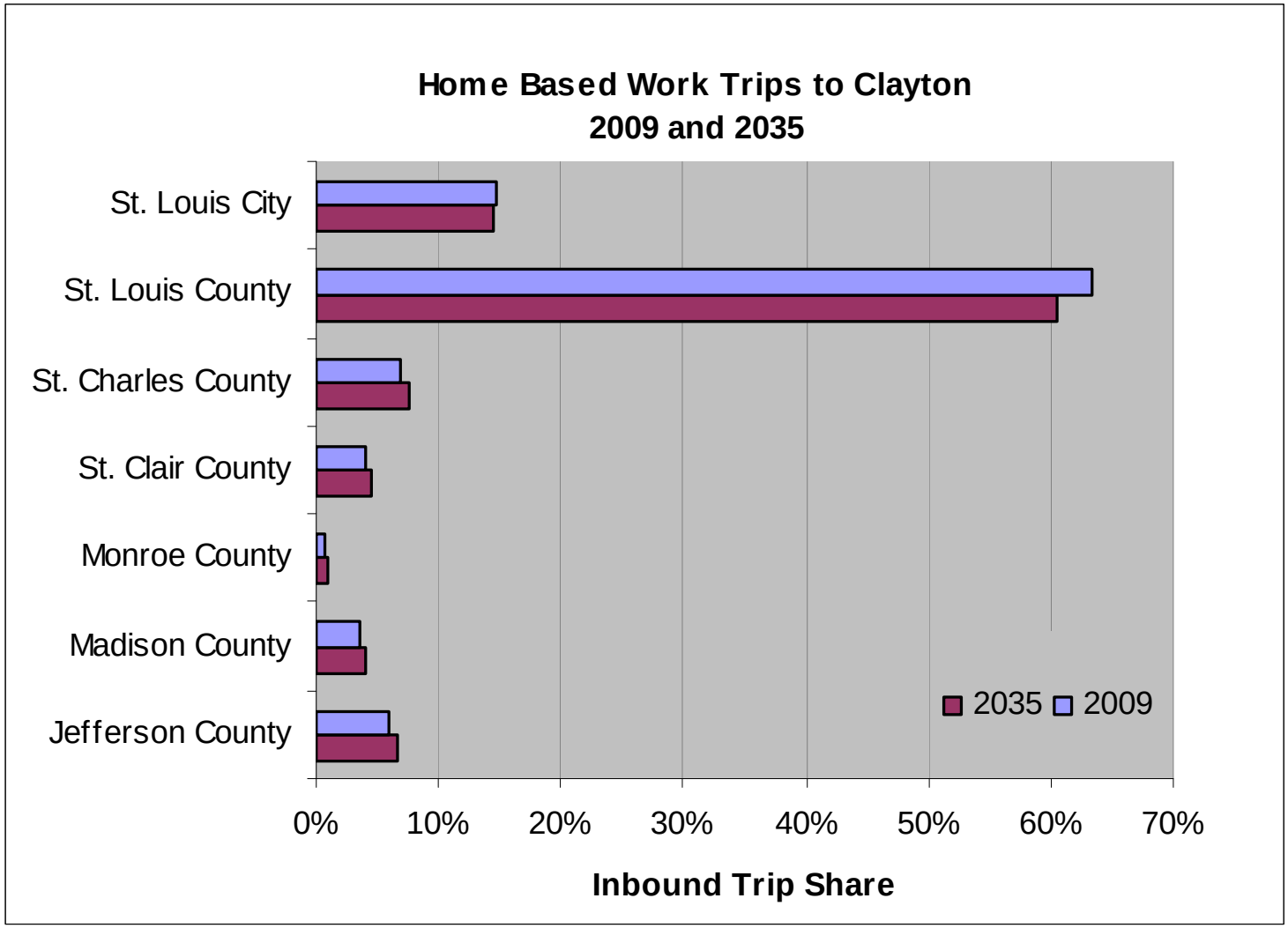

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to Creve Coeur

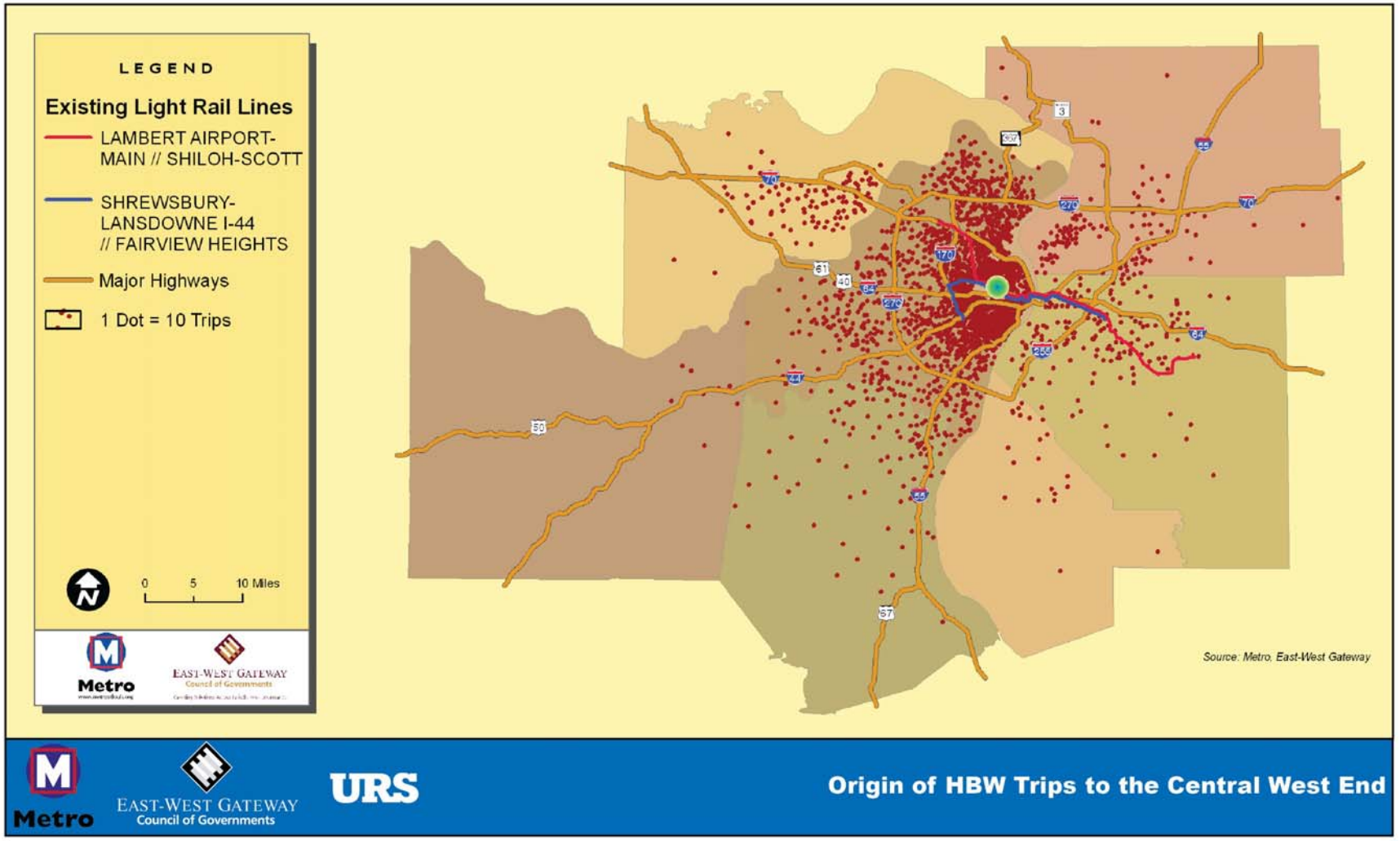

Home Based Work Trips to Creve Coeur
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
Inbound Trip Share

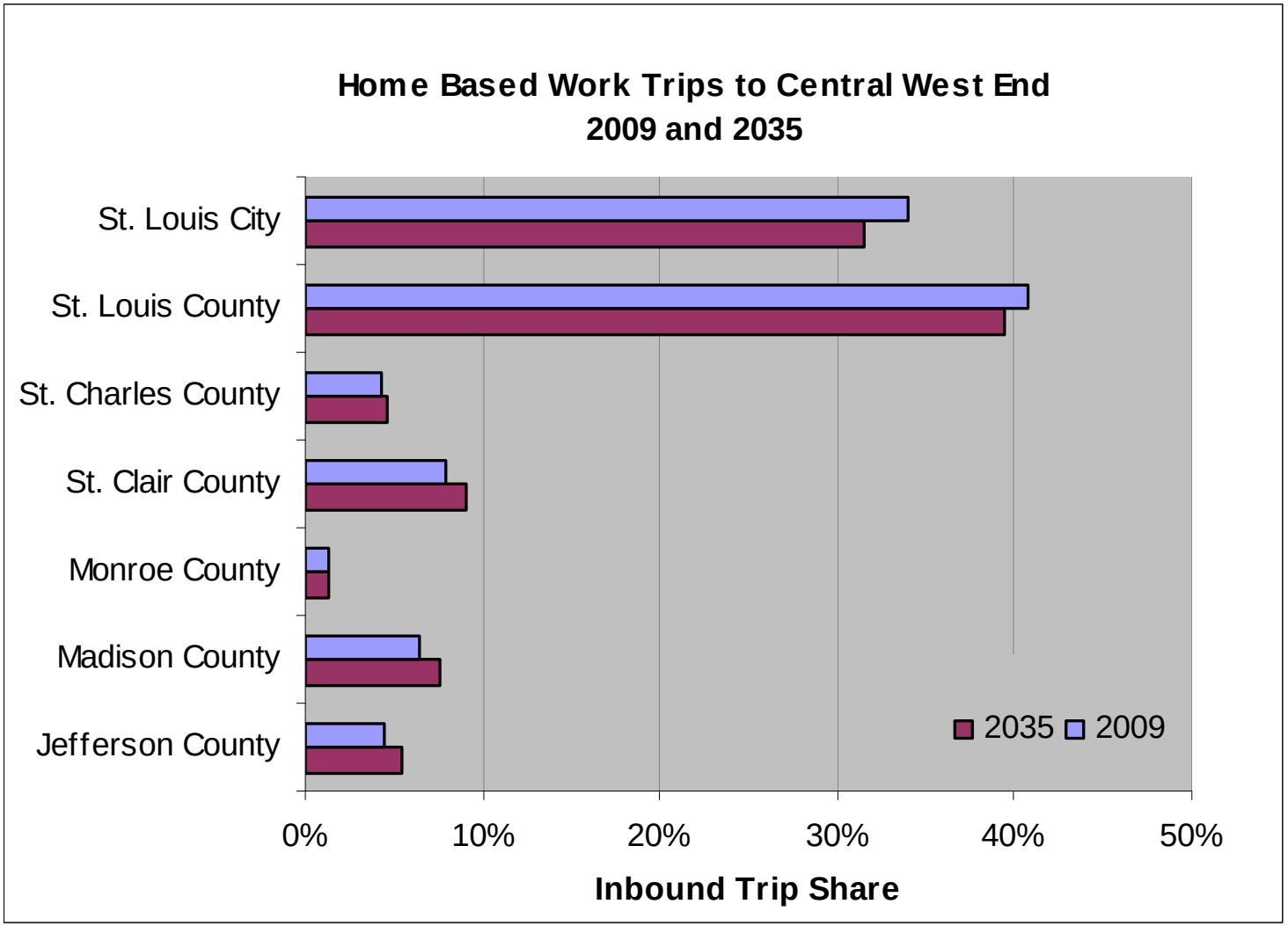

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to Chesterfield

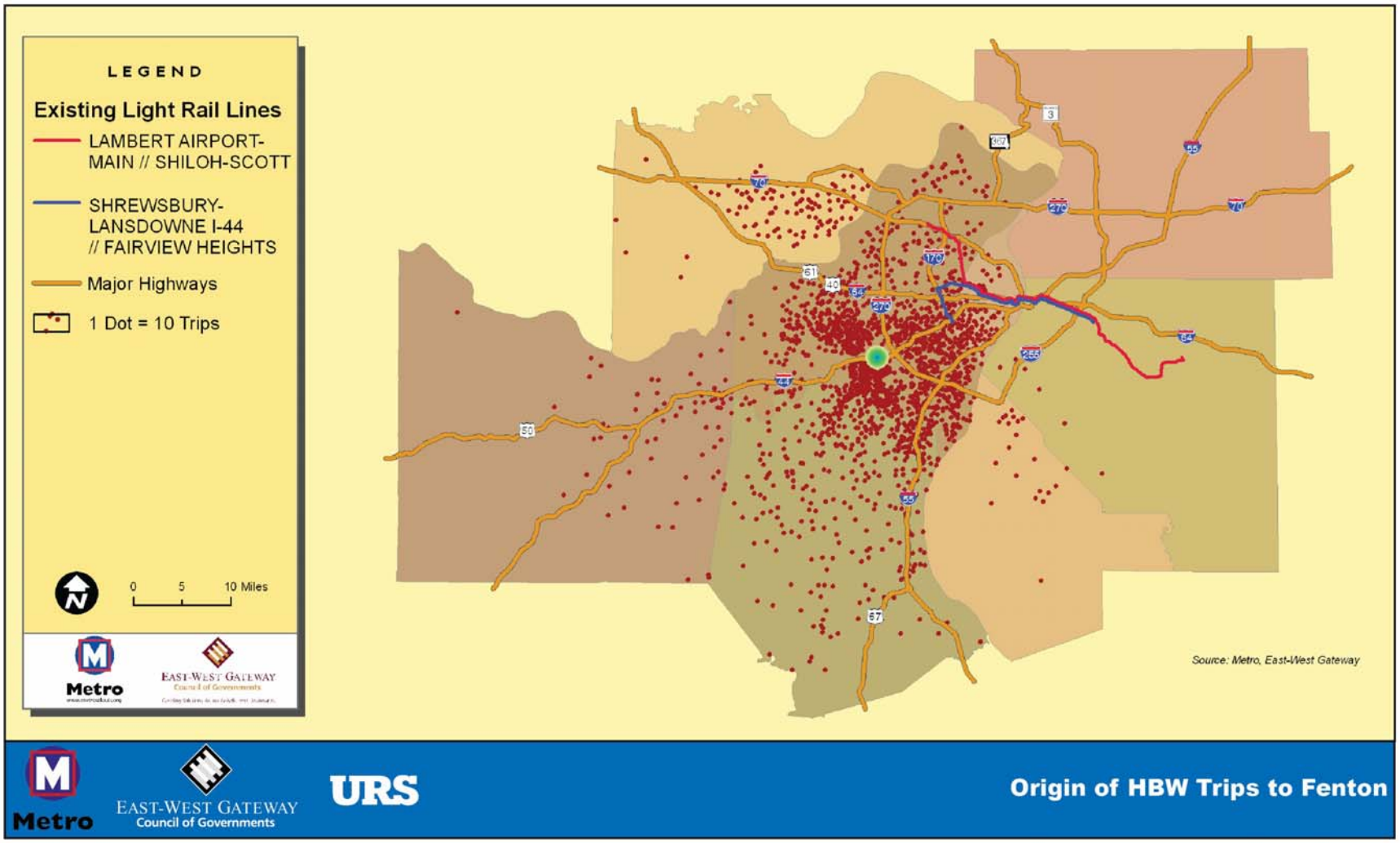

Home Based Work Trips to Chesterfield
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
Inbound Trip Share

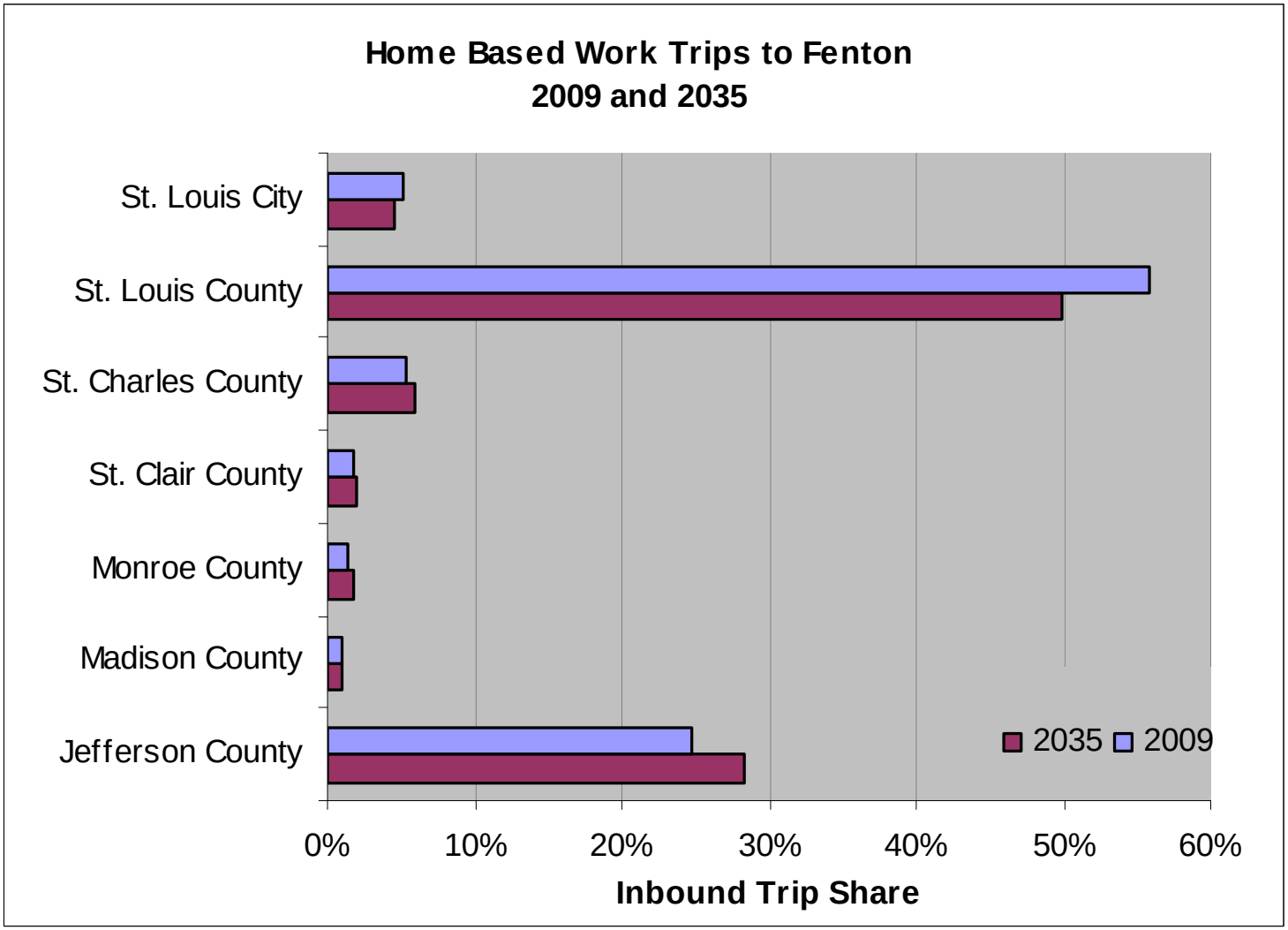

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY
Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY
Council of Governments
URS
Origin of HBW Trips to Clayton

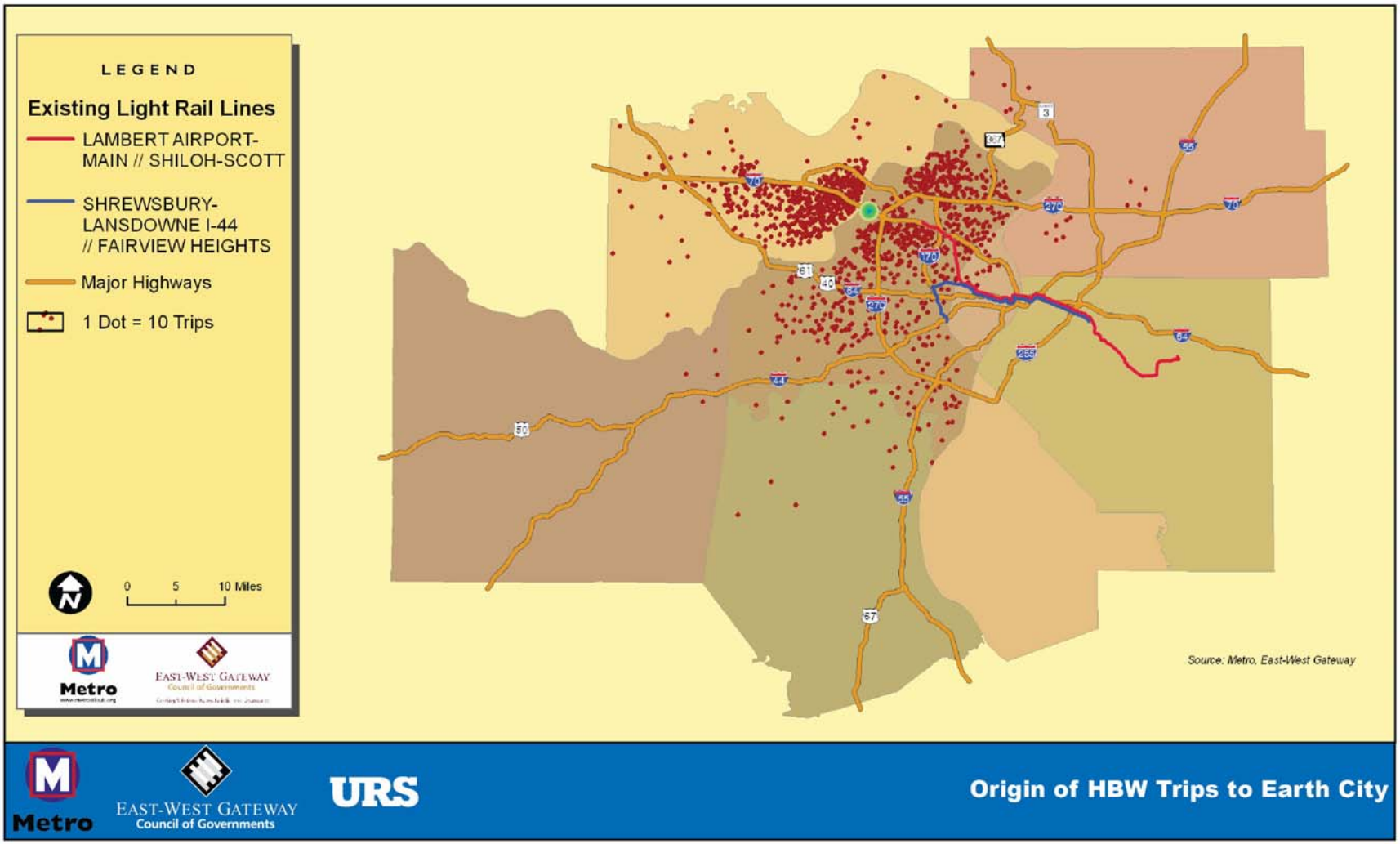

Home Based Work Trips to Clayton
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
Inbound Trip Share

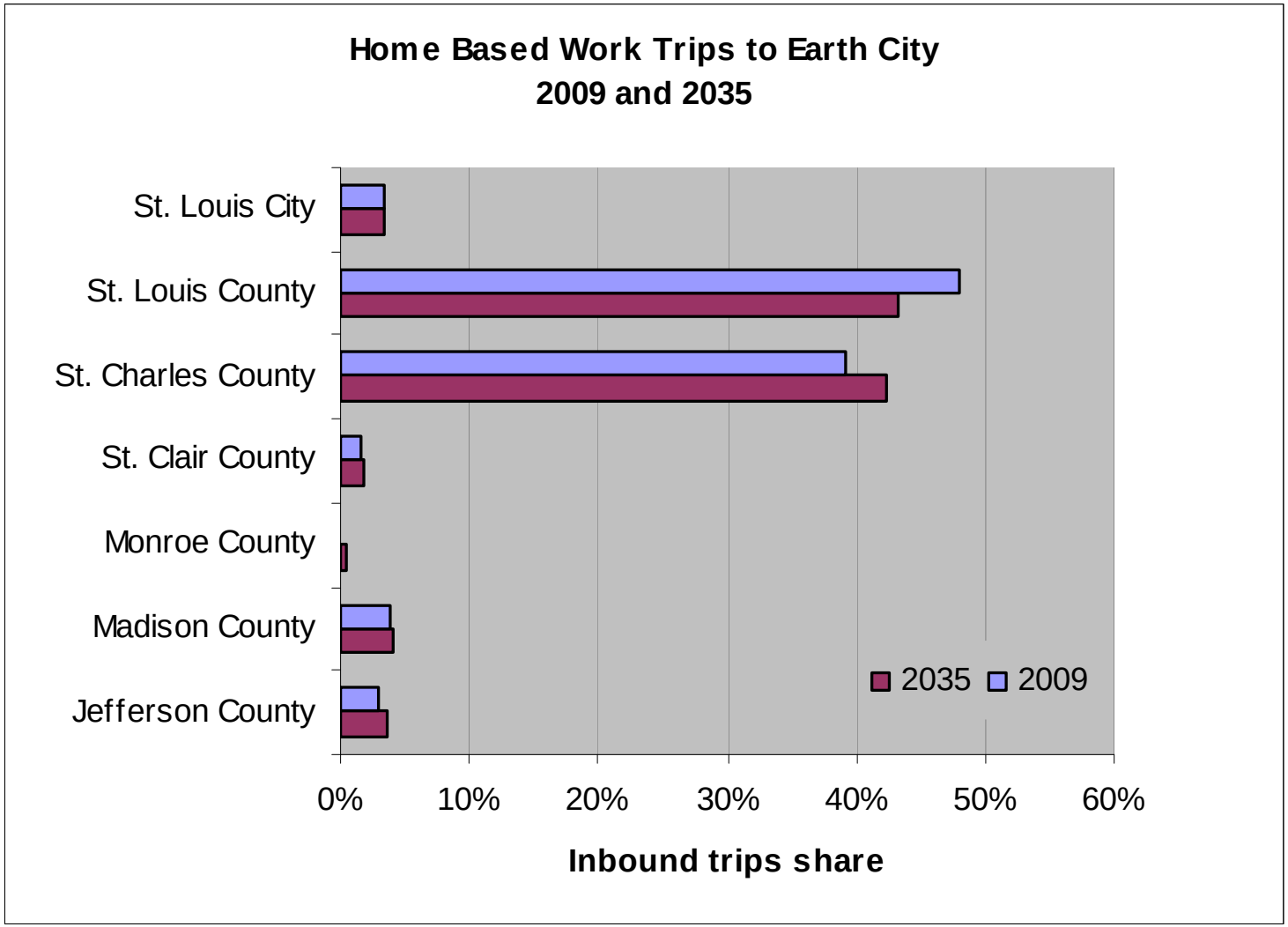

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY
Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY
Council of Governments
URS
Origin of HBW Trips to the Central West End

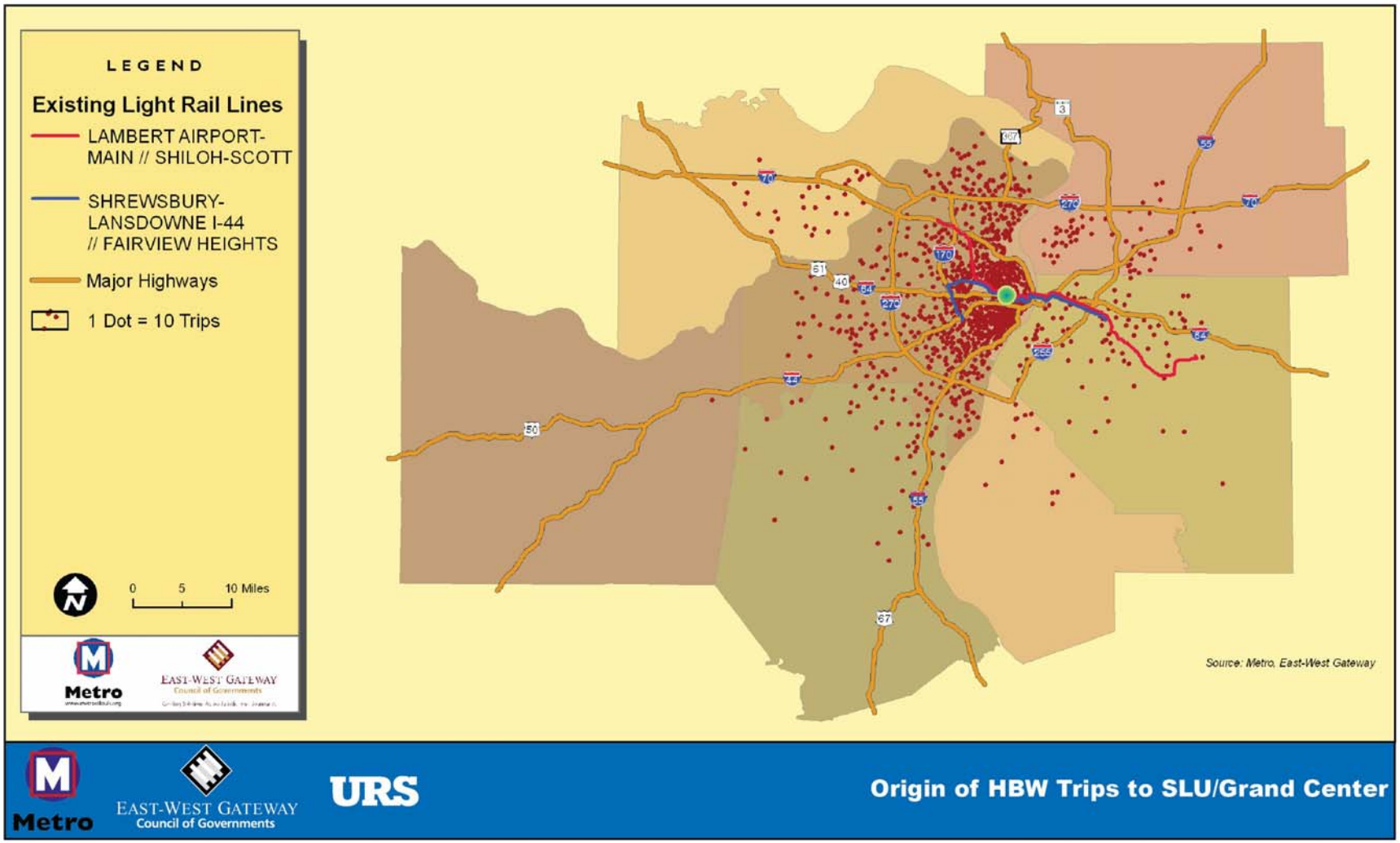

Home Based Work Trips to Central West End
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
Inbound Trip Share

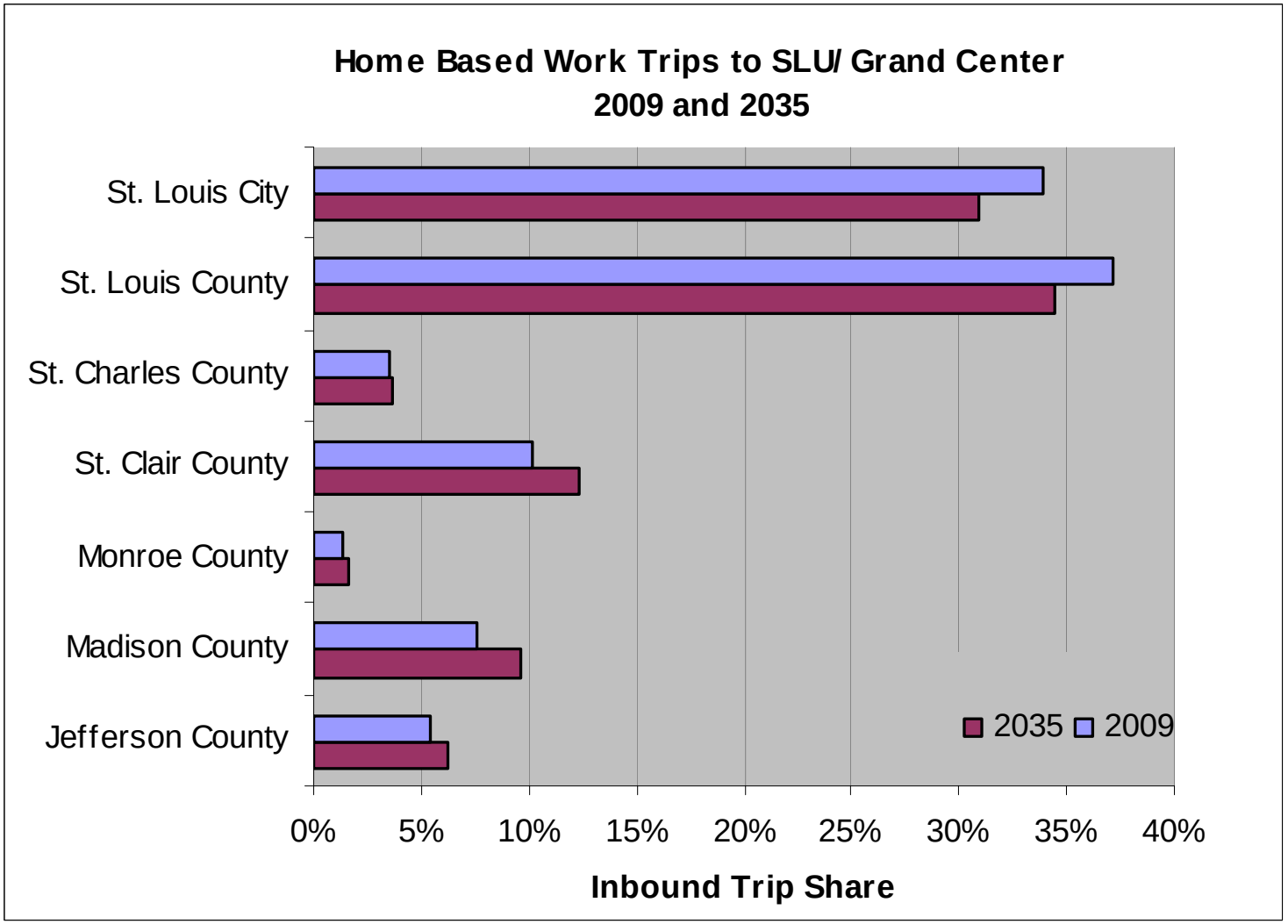

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY
Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY
Council of Governments
URS
Origin of HBW Trips to Fenton

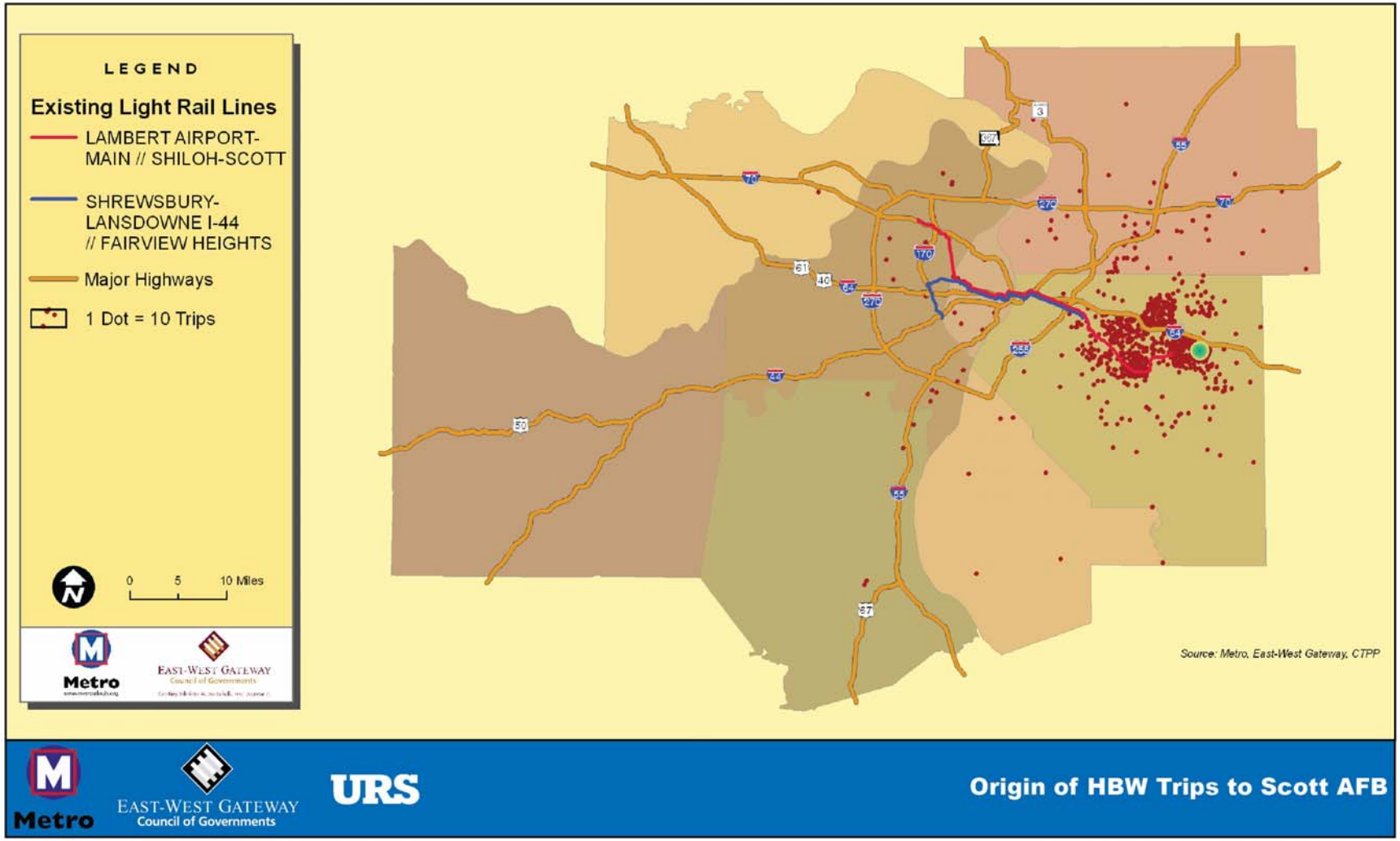

Home Based Work Trips to Fenton
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
Inbound Trip Share

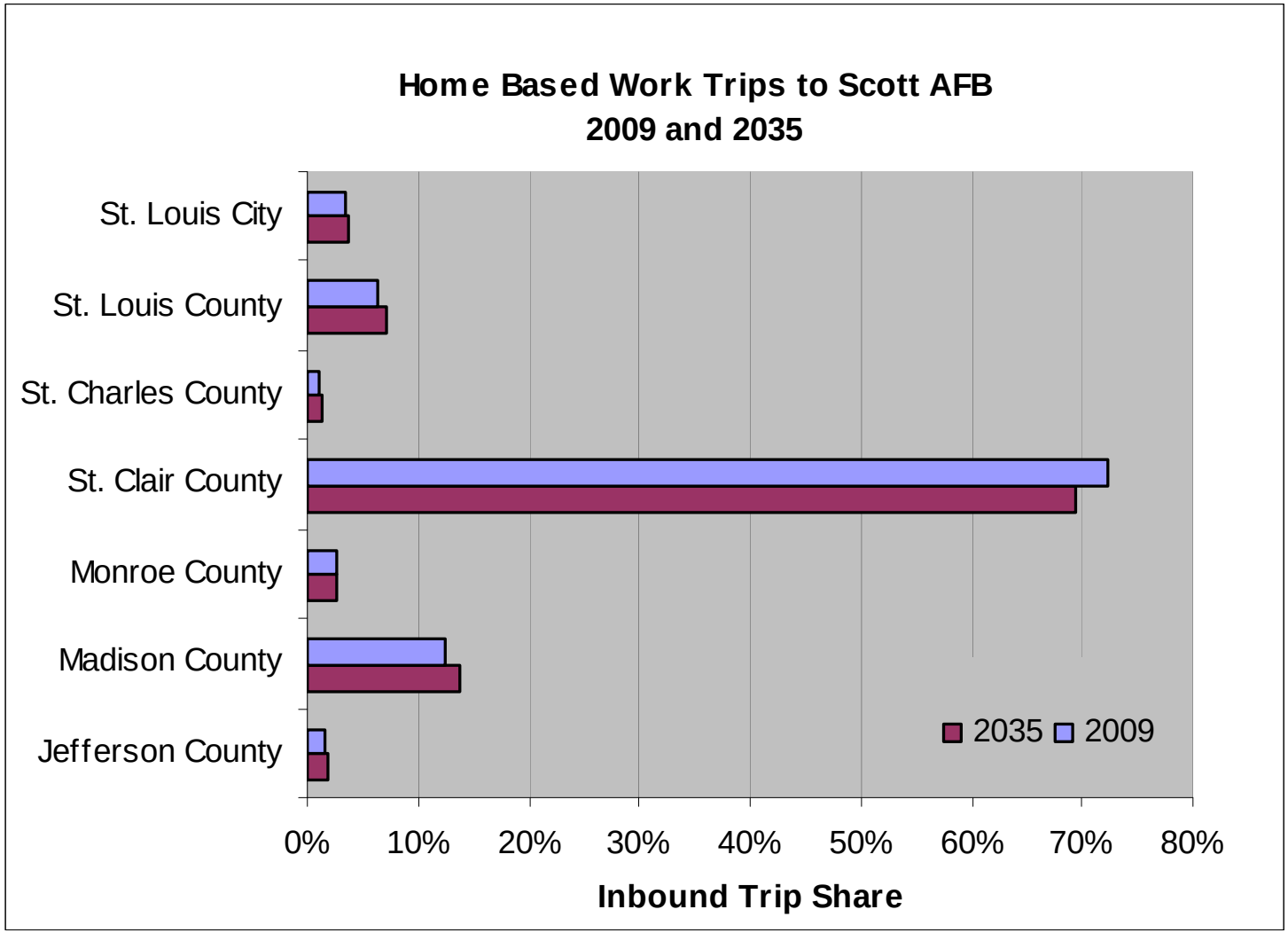

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to Earth City

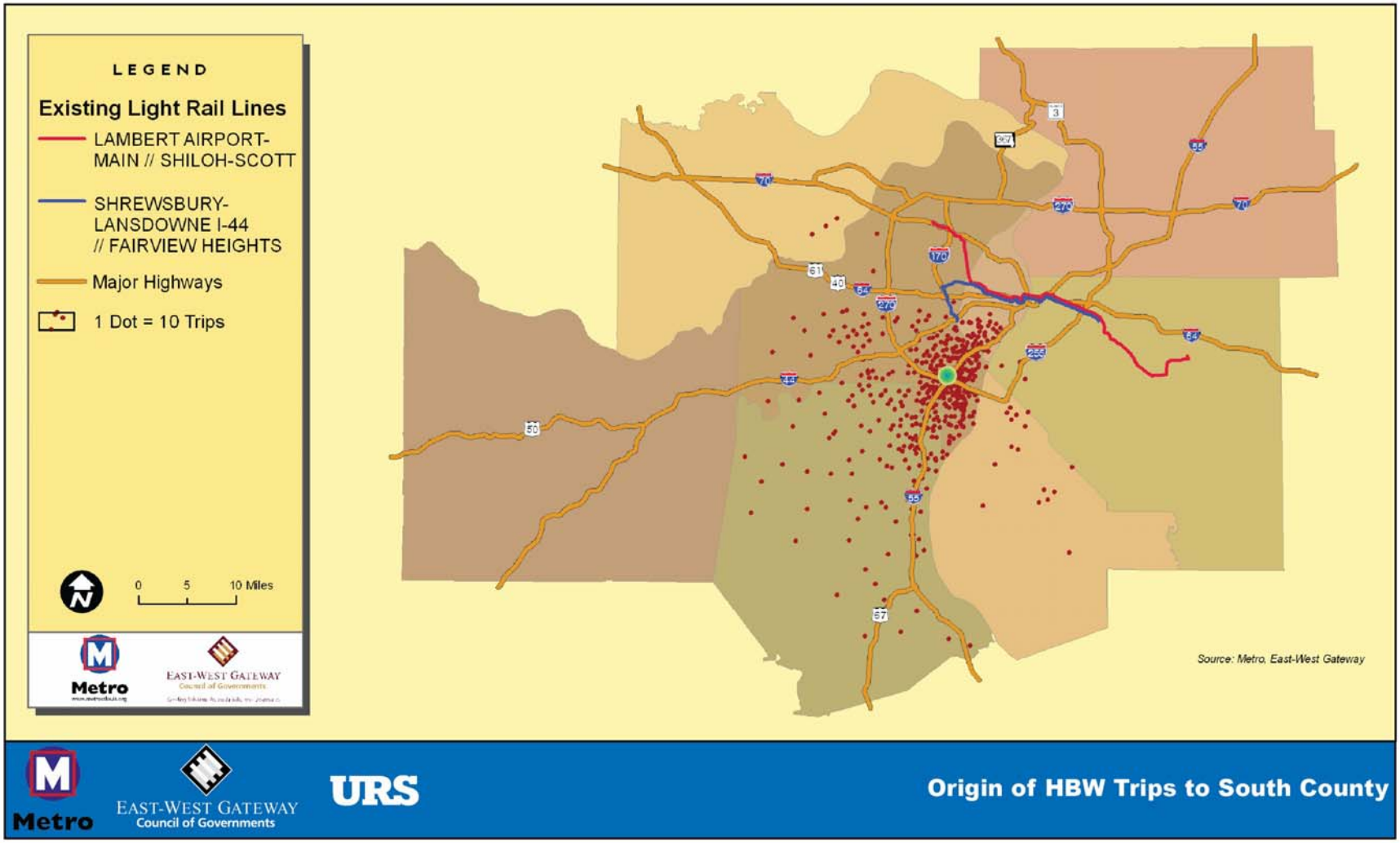

Home Based Work Trips to Earth City
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
Inbound trips share

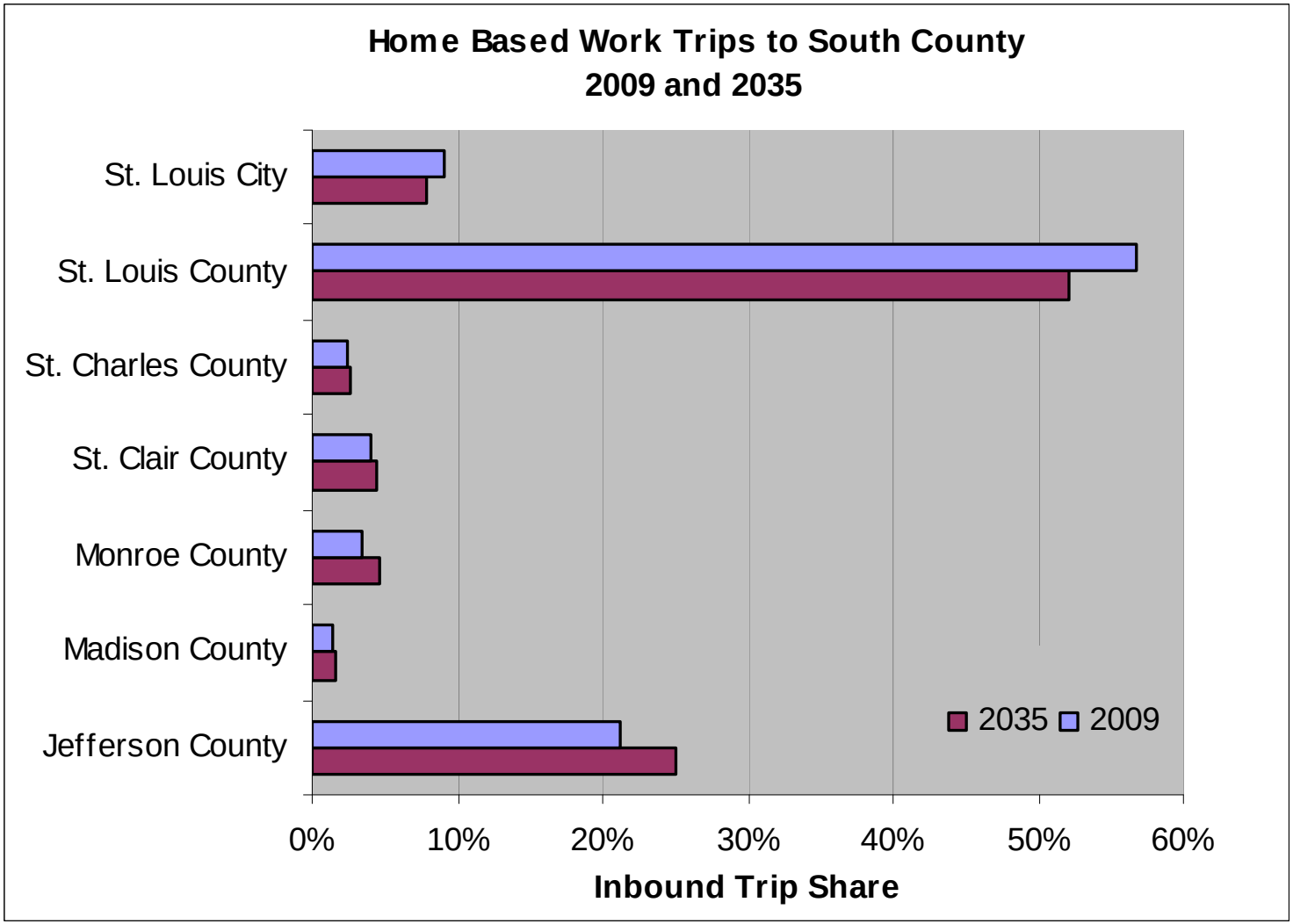

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to SLU/Grand Center

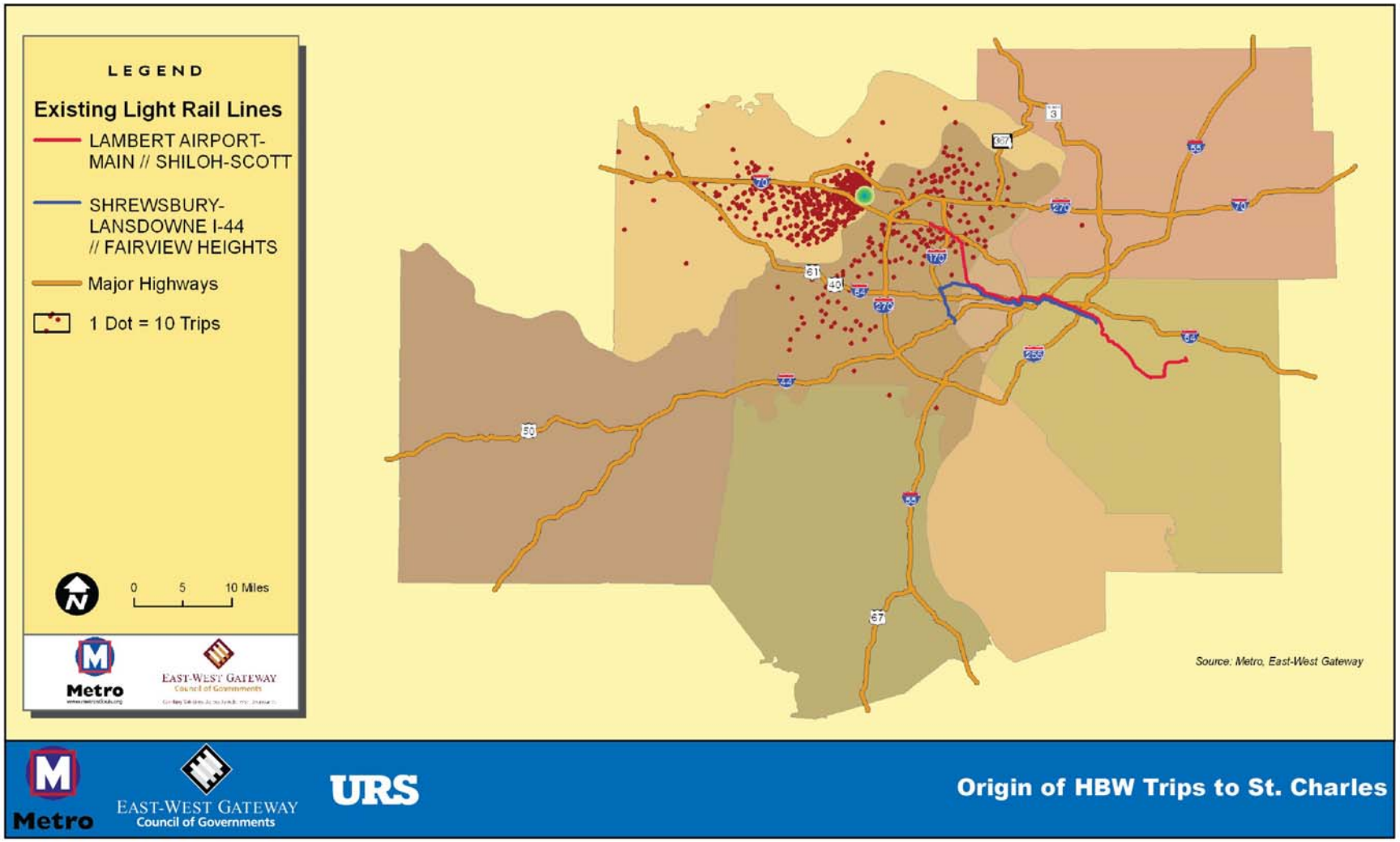

Home Based Work Trips to SLU/ Grand Center
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
5%
10%
15%
20%
25%
30%
35%
40%
Inbound Trip Share

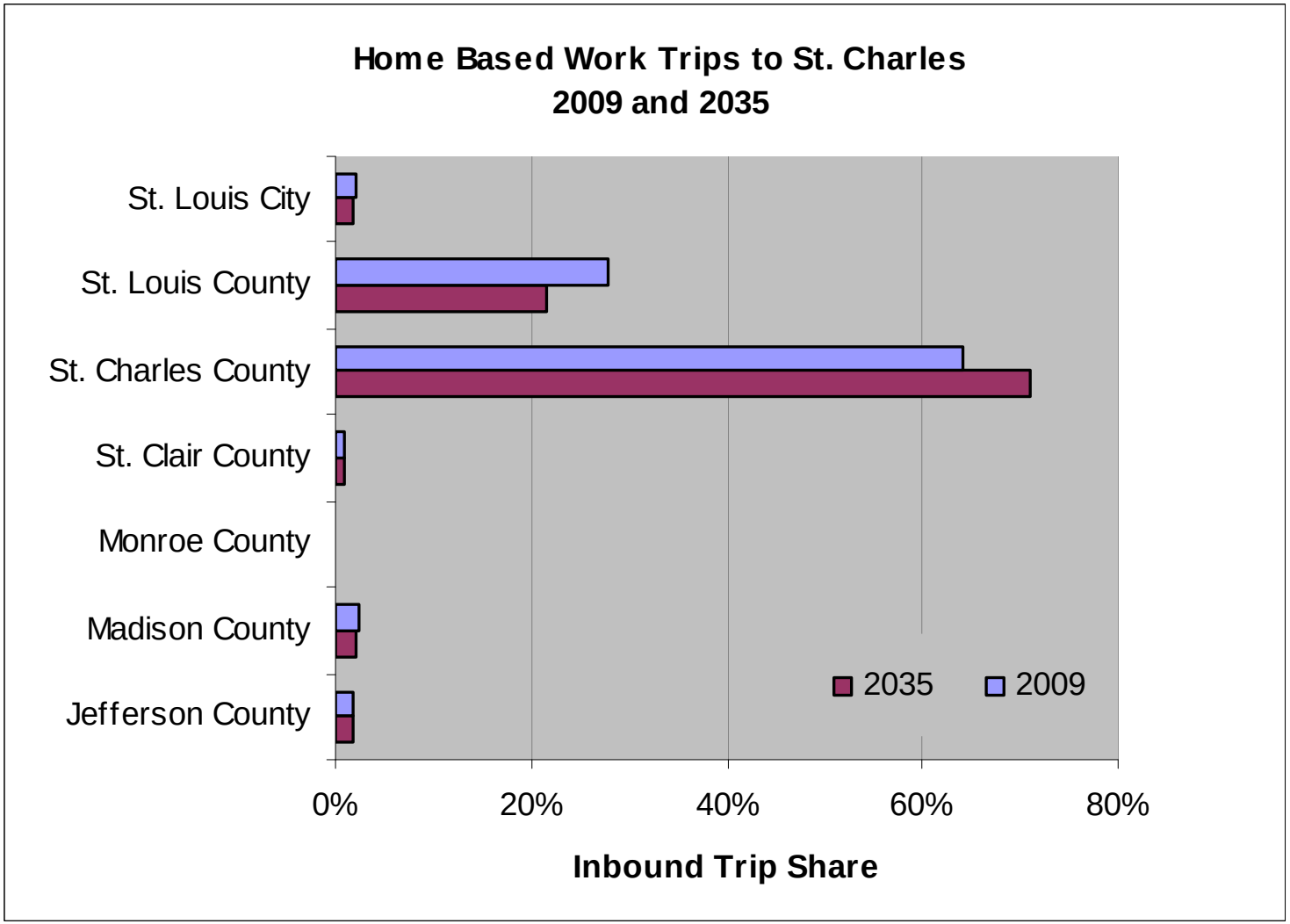

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway, CTPP
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to Scott AFB

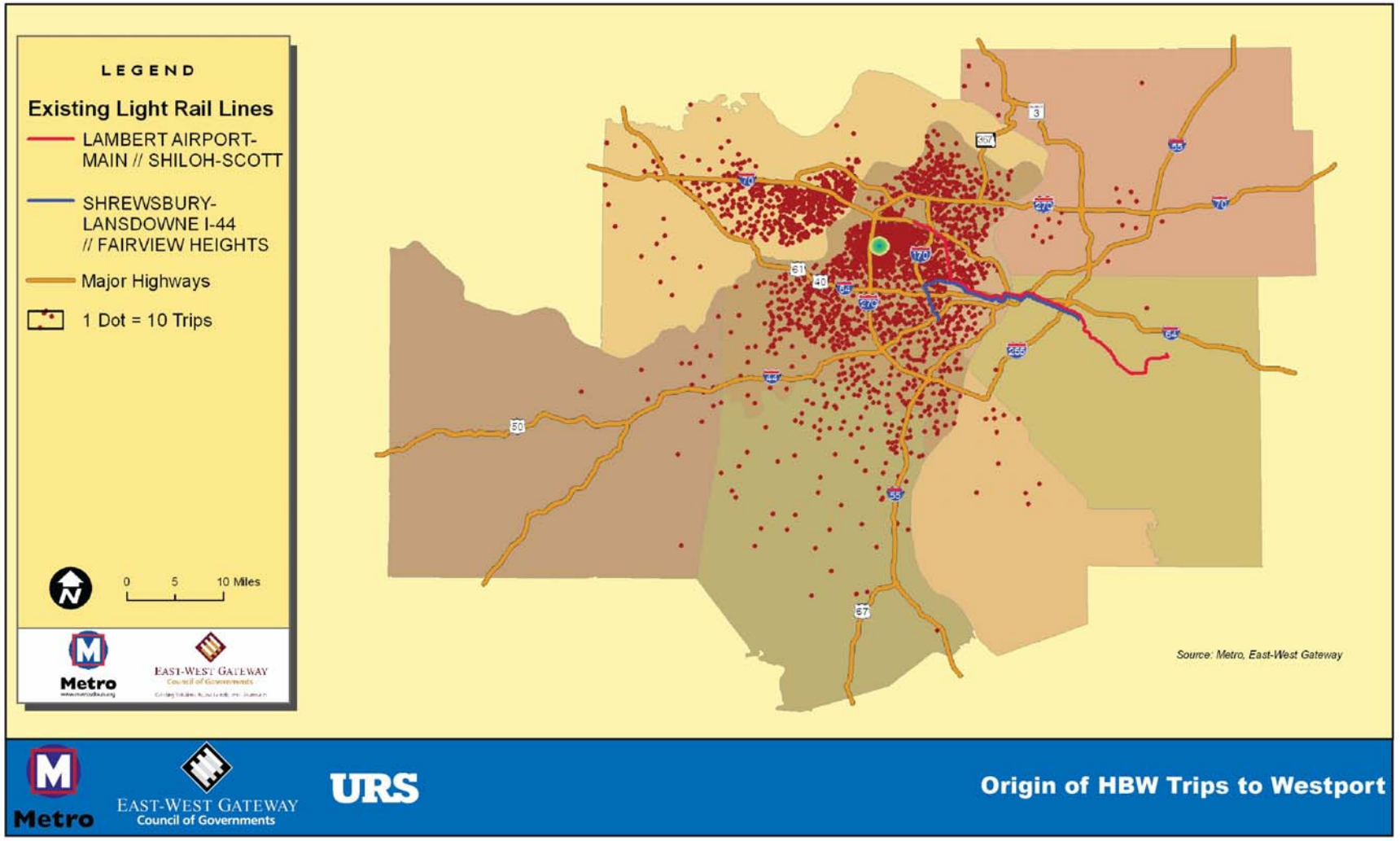

Home Based Work Trips to Scott AFB
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
80%
Inbound Trip Share

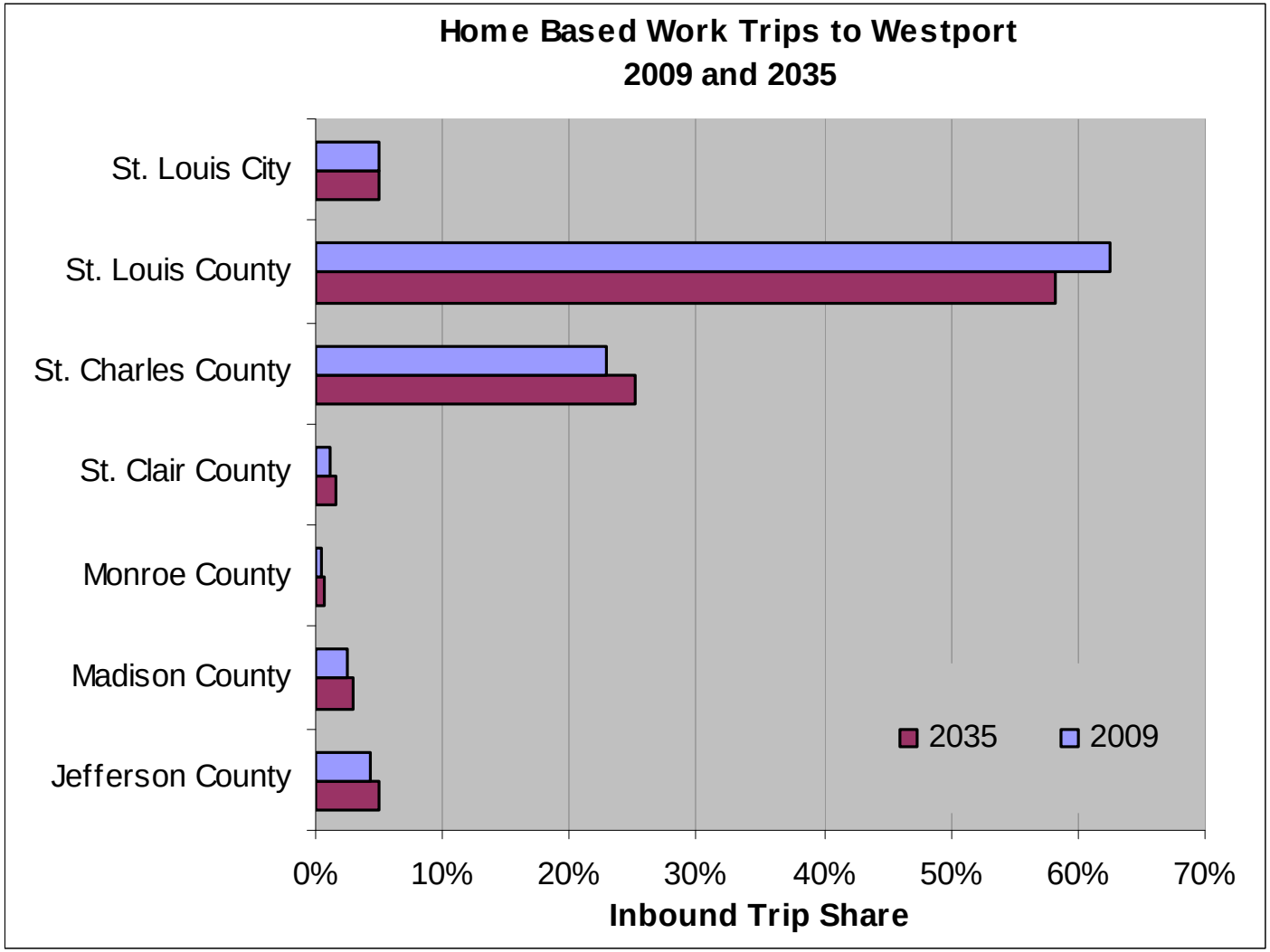

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to South County

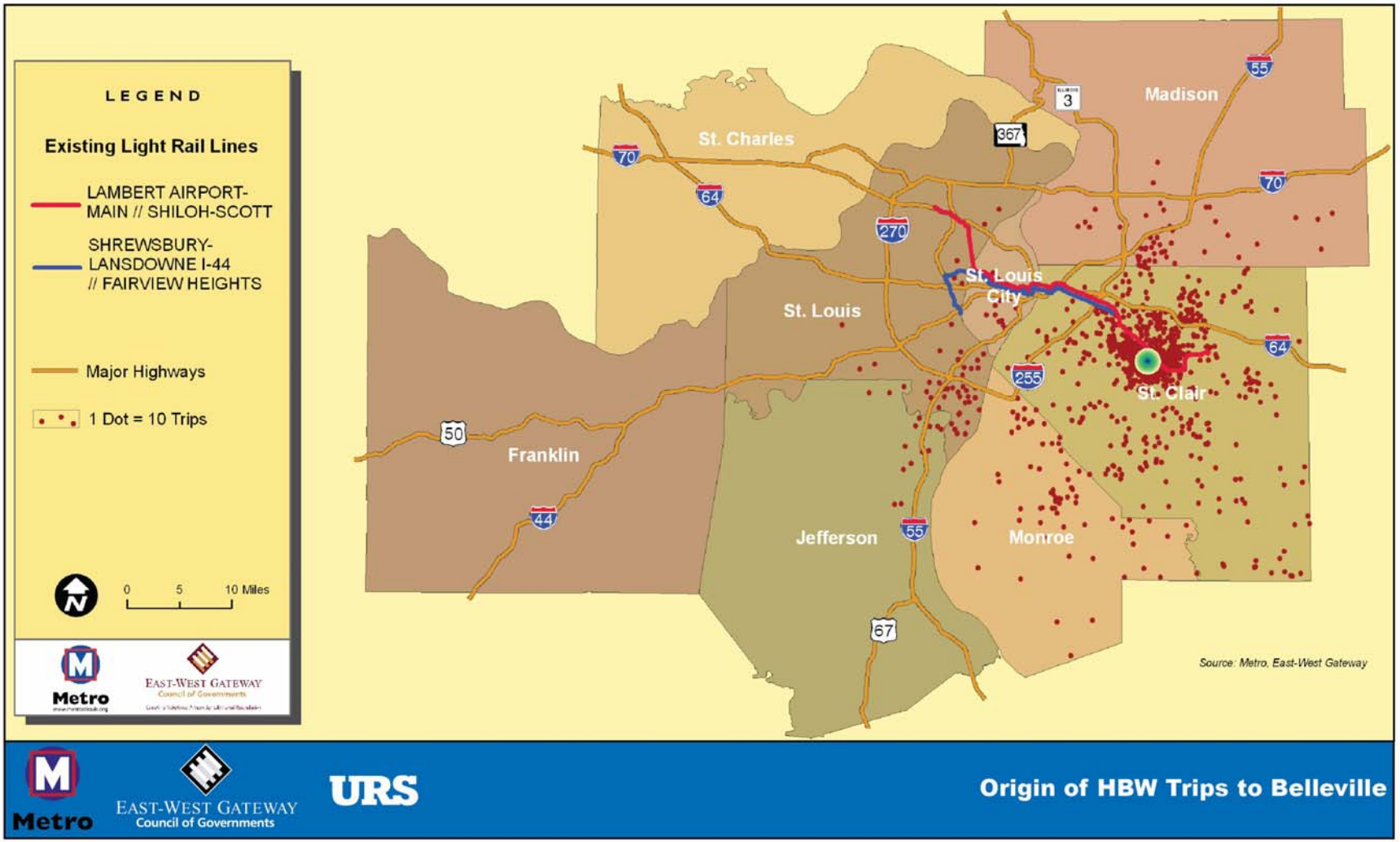

Home Based Work Trips to South County
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
Inbound Trip Share

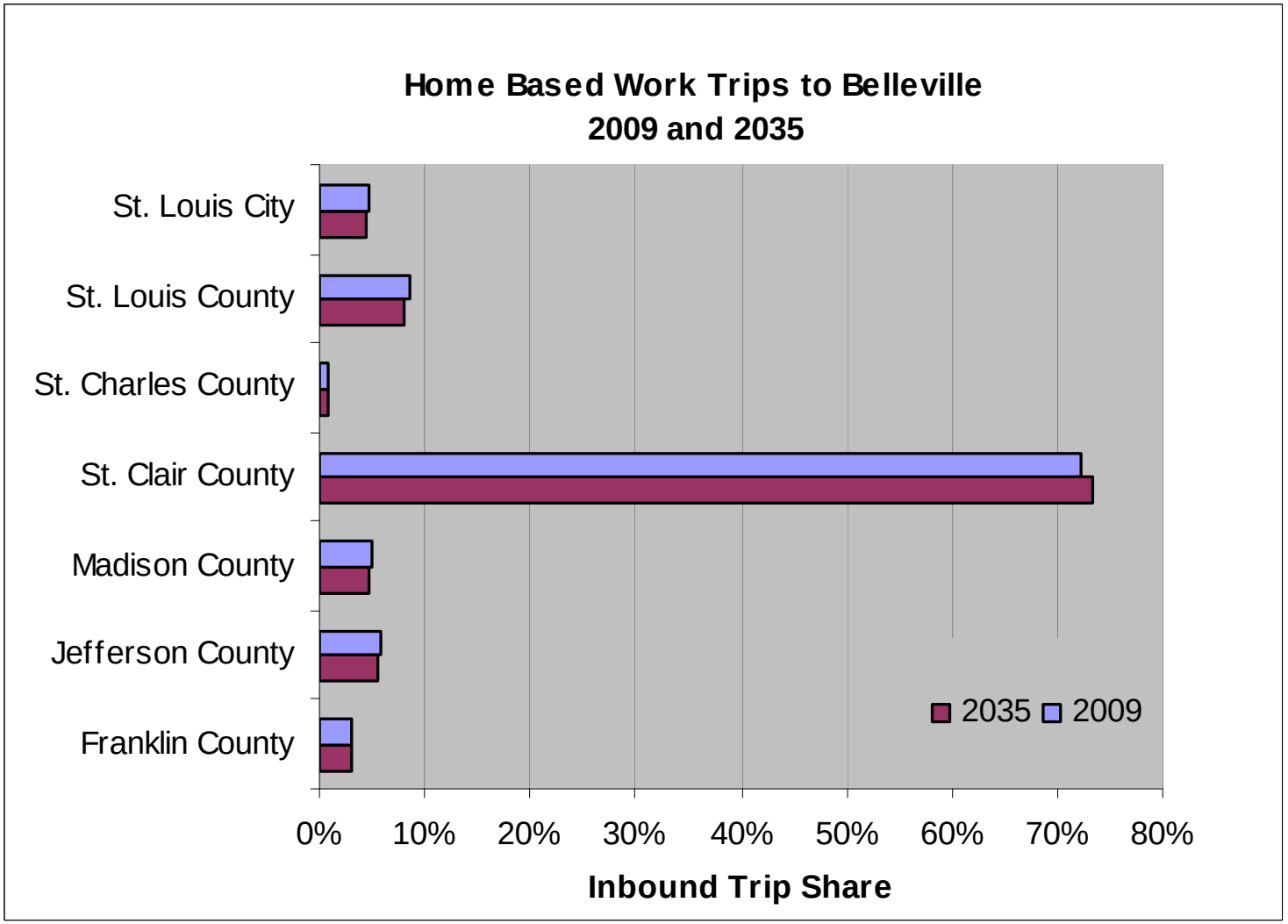

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to St. Charles

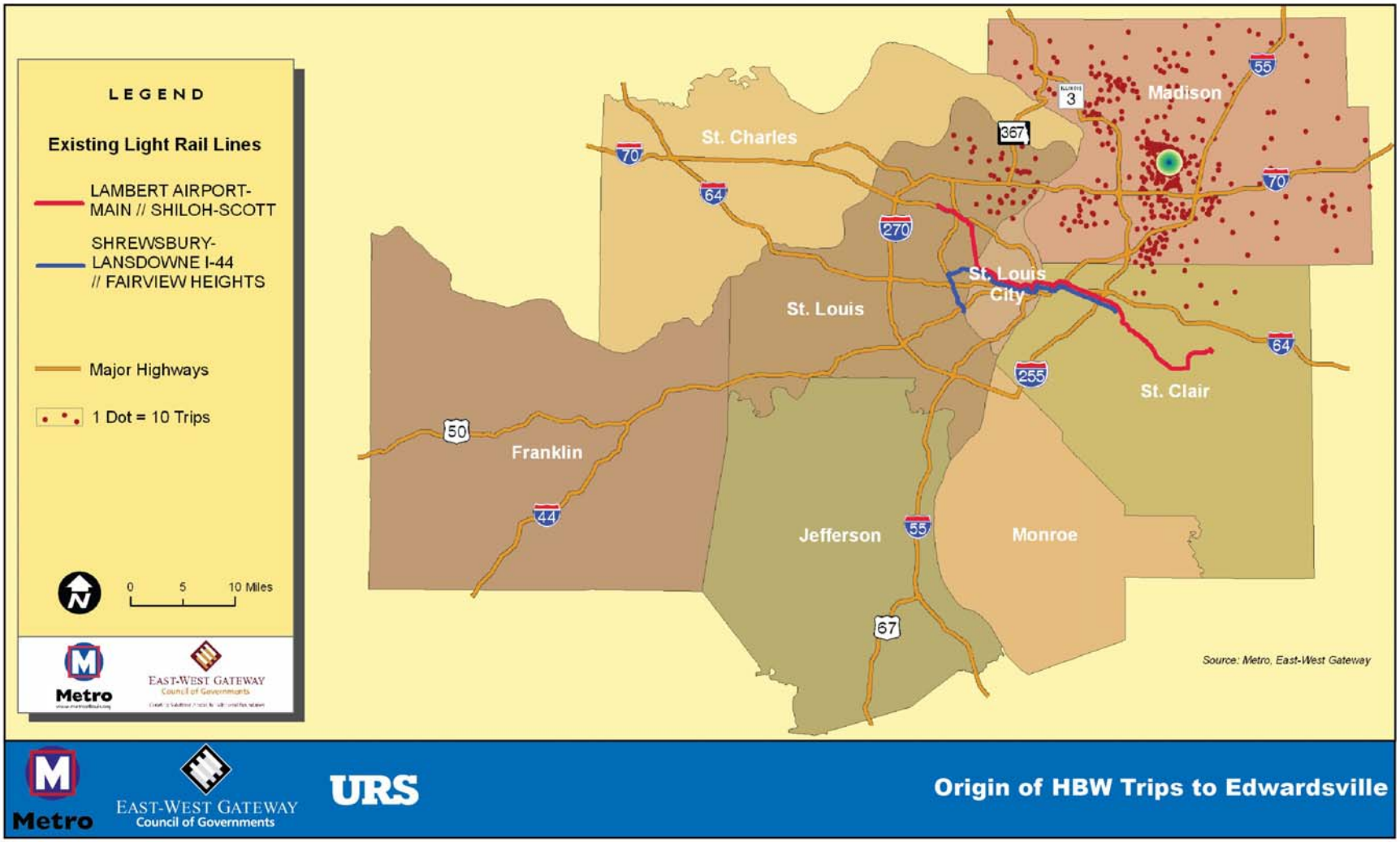

Home Based Work Trips to St. Charles
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
20%
40%
60%
80%
Inbound Trip Share

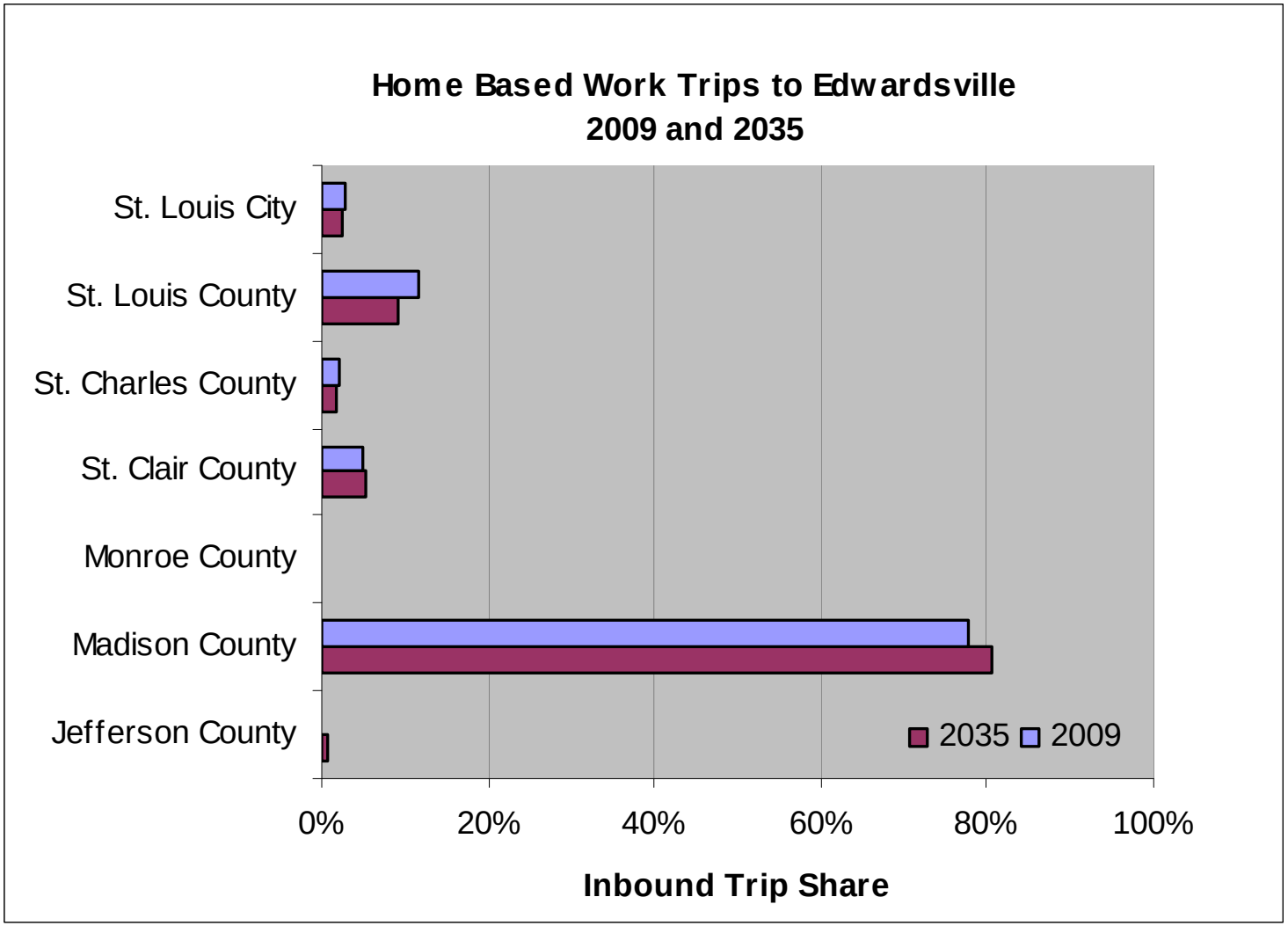

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to Westport

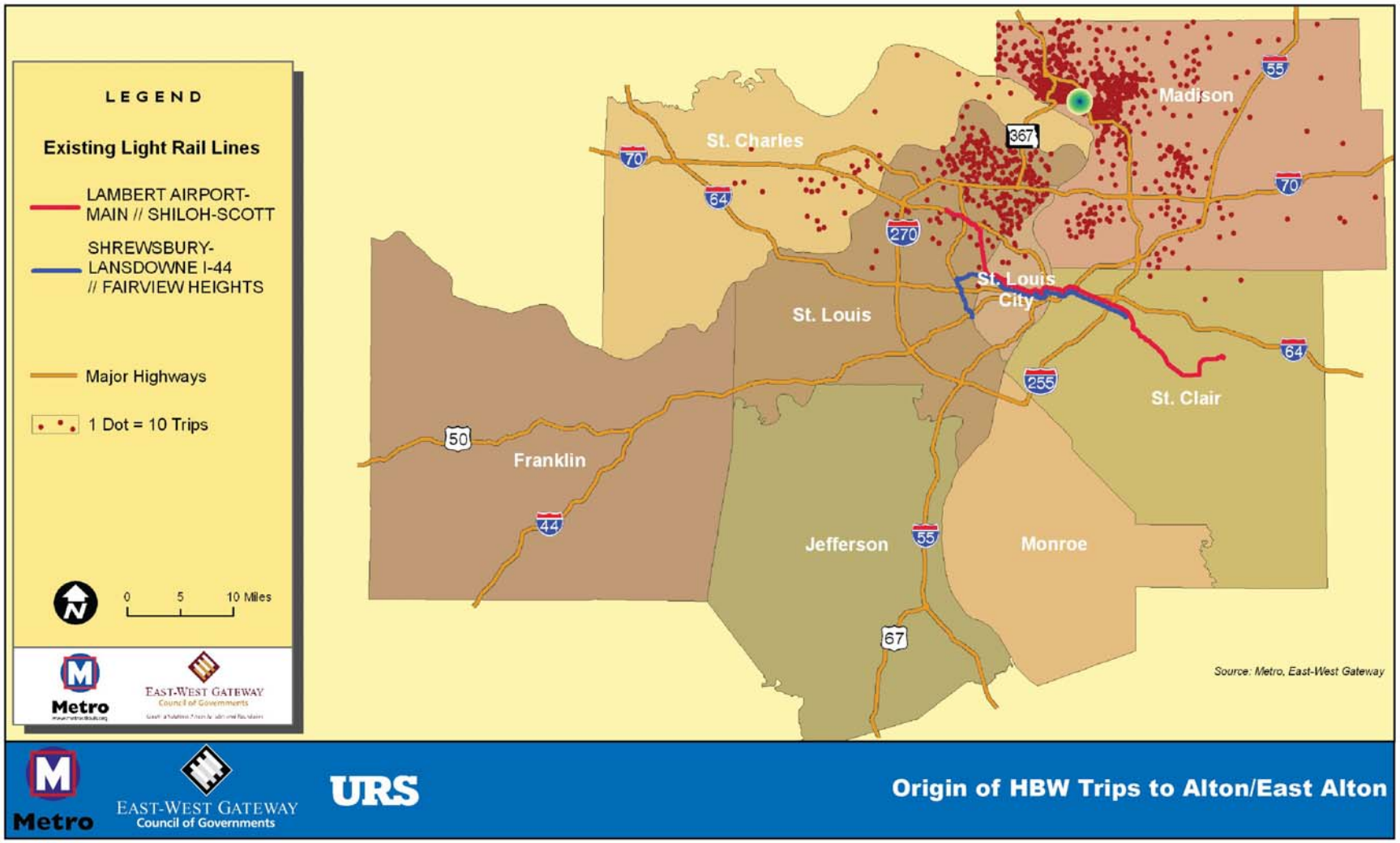

Home Based Work Trips to Westport
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
Inbound Trip Share

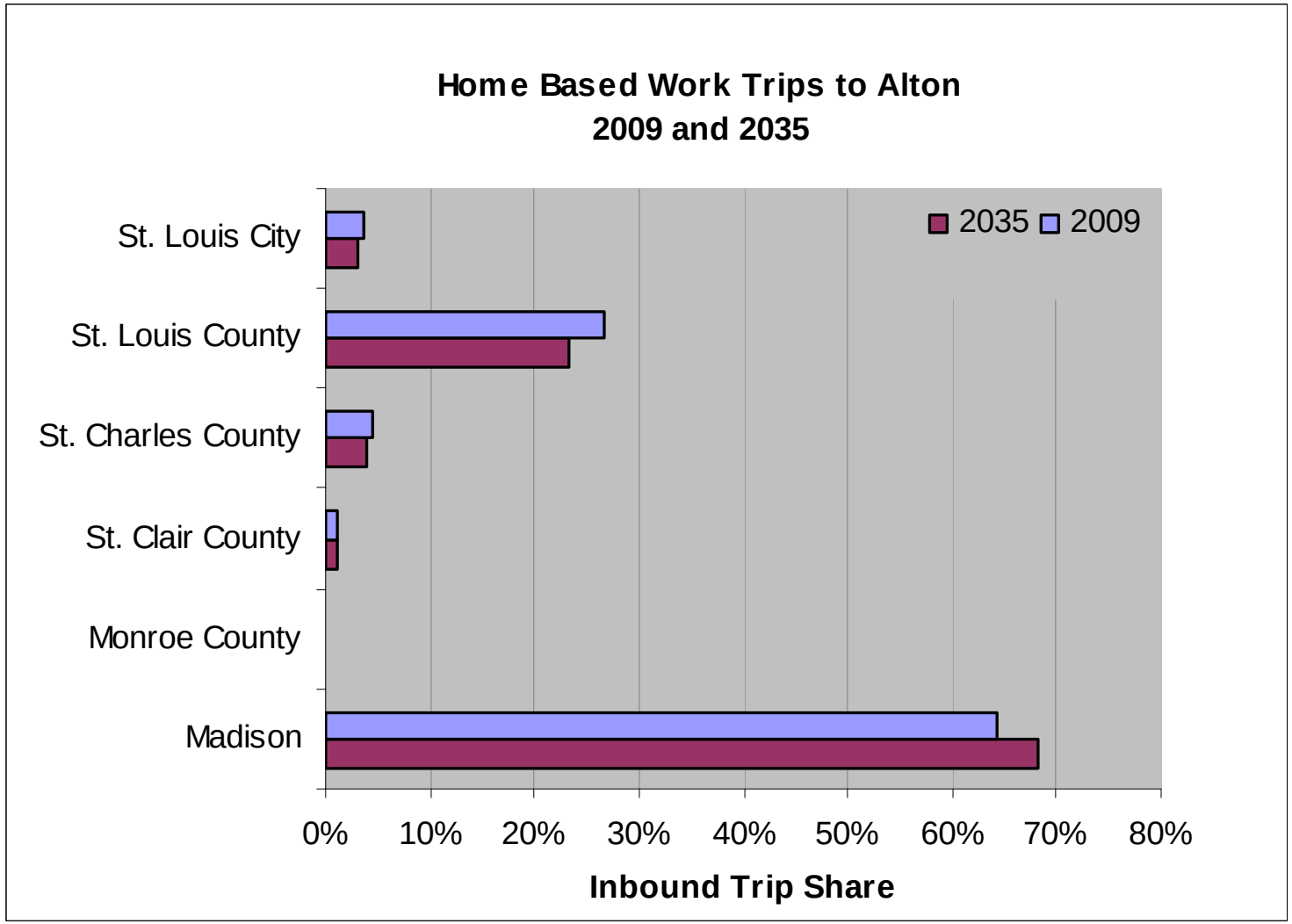

LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
St. Charles
Madison
St. Louis
St. Louis City
St. Clair
Franklin
Jefferson
Monroe
Source: Metro, East-West Gateway
URS
Origin of HBW Trips to Belleville

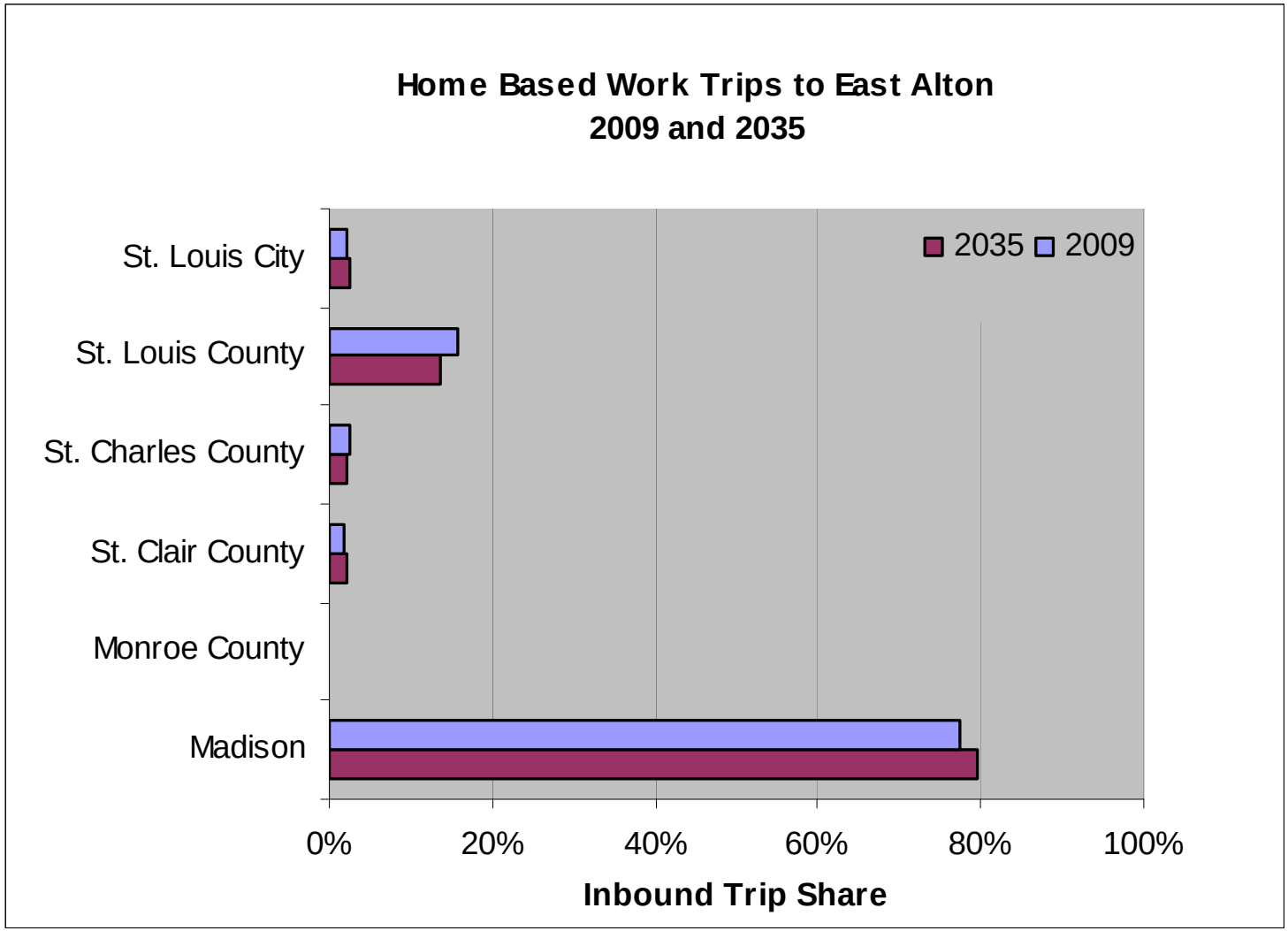

Home Based Work Trips to Belleville
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Madison County
Jefferson County
Franklin County
2035
2009
0%
10%
20%
30%
40%
50%
60%
70%
80%
Inbound Trip Share


LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
St. Charles
Madison
St. Louis
St. Louis City
St. Clair
Franklin
Jefferson
Monroe
Source: Metro, East-West Gateway
URS
Origin of HBW Trips to Edwardsville


Home Based Work Trips to Edwardsville
2009 and 2035
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison County
Jefferson County
2035
2009
0%
20%
40%
60%
80%
100%
Inbound Trip Share


LEGEND
Existing Light Rail Lines
LAMBERT AIRPORT-MAIN // SHILOH-SCOTT
SHREWSBURY-LANSDOWNE I-44 // FAIRVIEW HEIGHTS
Major Highways
1 Dot = 10 Trips
0 5 10 Miles
Metro
EAST-WEST GATEWAY Council of Governments
St. Charles
Madison
St. Louis
St. Louis City
St. Clair
Franklin
Jefferson
Monroe
70
64
270
367
55
255
50
44
67
Source: Metro, East-West Gateway
Metro
EAST-WEST GATEWAY Council of Governments
URS
Origin of HBW Trips to Alton/East Alton


Home Based Work Trips to Alton
2009 and 2035
2035
2009
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison
0%
10%
20%
30%
40%
50%
60%
70%
80%
Inbound Trip Share


Home Based Work Trips to East Alton
2009 and 2035
2035
2009
St. Louis City
St. Louis County
St. Charles County
St. Clair County
Monroe County
Madison
0%
20%
40%
60%
80%
100%
Inbound Trip Share

Baseline Survey 2009

2009 Long Range Plan Baseline Survey

Final Report

Conducted for

Metro Transit Systems

August 18, 2009

...helping organizations make better decisions since 1982

ETC Institute
725 West Frontier Circle
Olathe, Kansas
66061

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Phone: 913-829-1215
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e-mail: ahekele@etcinstitute.com

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2009 Long-Range Plan Baseline Survey

Executive Summary

Overview

Purpose. ETC Institute conducted a survey of residents in the St. Louis metropolitan region. The purpose of the survey was to gather input from area residents to help set long-range transportation priorities for the region.

Methodology. In August of 2009, a seven-page survey was administered to a random sample of 508 residents in the St. Louis region. A total of 5,892 calls were made to households in the City of St. Louis, St. Louis County, Madison County, and St. Clair County. Of the 5,892 calls that were made, contact was established with 1,309 households. Of these households, 801 refused to participate in the survey, whereas 508 actually completed the survey in its entirety (38% response rate). The results for the random sample of 508 residents have a 95% level of confidence with a precision of at least +/- 4.2%.

This report contains:

- A brief summary of the methodology and major findings;
- Charts depicting the overall results of the resident survey; and
- Tables that show the results for all questions on the resident survey.

Top Line Findings of the Resident Survey

- **How Important Residents Thought Various Public Transit Issues Are for the Region.** Ninety-six percent (96%) of the residents surveyed thought that providing transportation to the disabled and elderly was "very important" or "important" for the region; 95% thought it "very important" or "important" that public transportation was provided to residents who could not afford to drive themselves, and 93% thought it was "very important" or "important" to provide public transportation to residents who need it to access jobs.

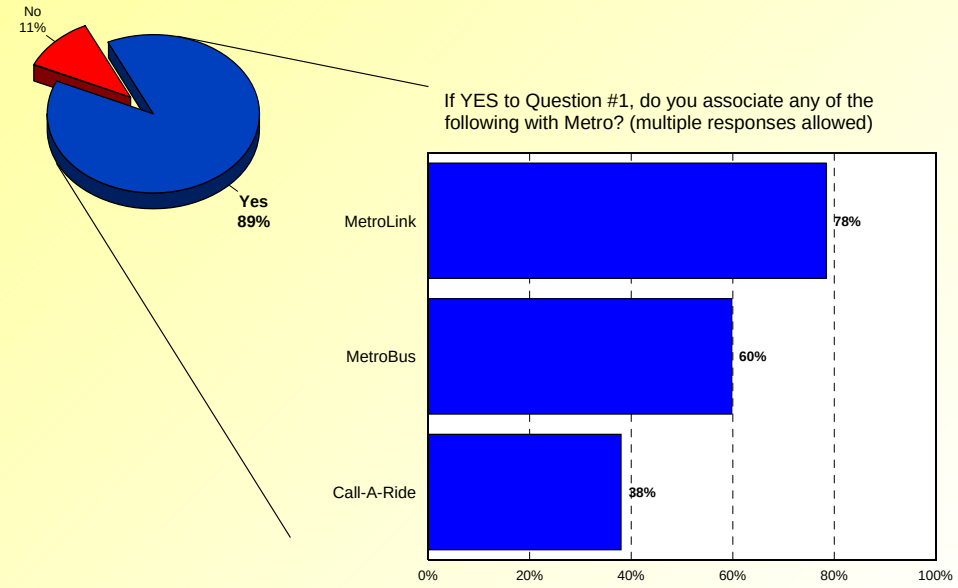
- **How Well Metro is Doing Running the Metro Transit System.** Forty-eight percent (48%) of the residents surveyed thought Metro was doing an "excellent" or "good" job running the transit system. Forty-three percent (43%) of residents surveyed in St. Louis County thought Metro was doing an "excellent" or "good" job running the transit system. Furthermore, 53% of residents within the City of St. Louis and 68% within St. Clair and Madison Counties thought Metro was doing an "excellent" or "good" job running the transit system.

OVERALL RESULTS FOR MOST QUESTIONS ON THE SURVEY ARE PROVIDED IN THE CHARTS IN THE NEXT SECTION.

Section 1:
Charts and Graphs

Are you familiar with the Metro Transit System?

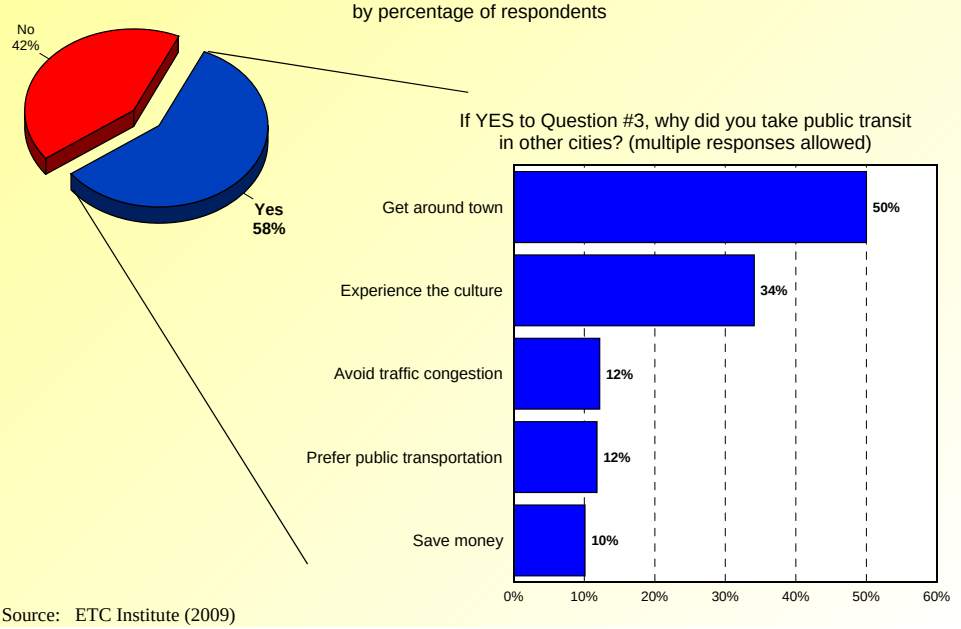
by percentage of respondents



Source: ETC Institute (2009)

Have you taken public transit in other cities?

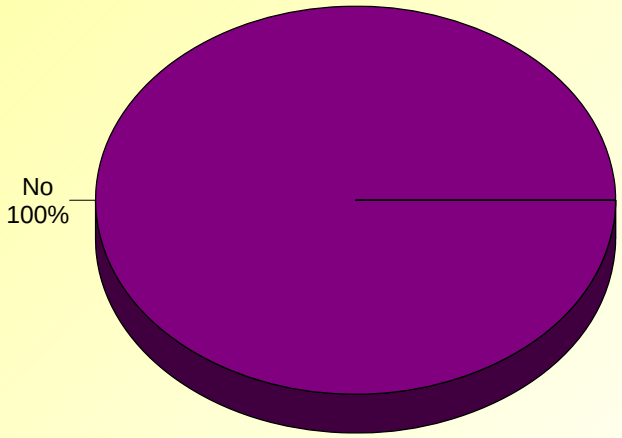
by percentage of respondents



Source: ETC Institute (2009)

Does anyone in your household work for Metro, state, or local government or the media (either television, radio, or newspaper)?

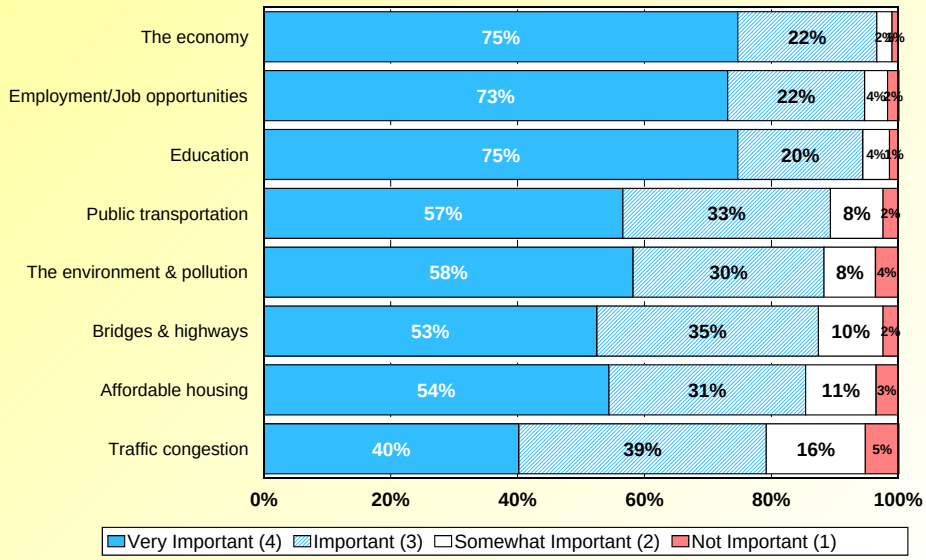
by percentage of respondents



Source: ETC Institute (2009)

The Importance of the Following Issues for the St. Louis Metropolitan Region

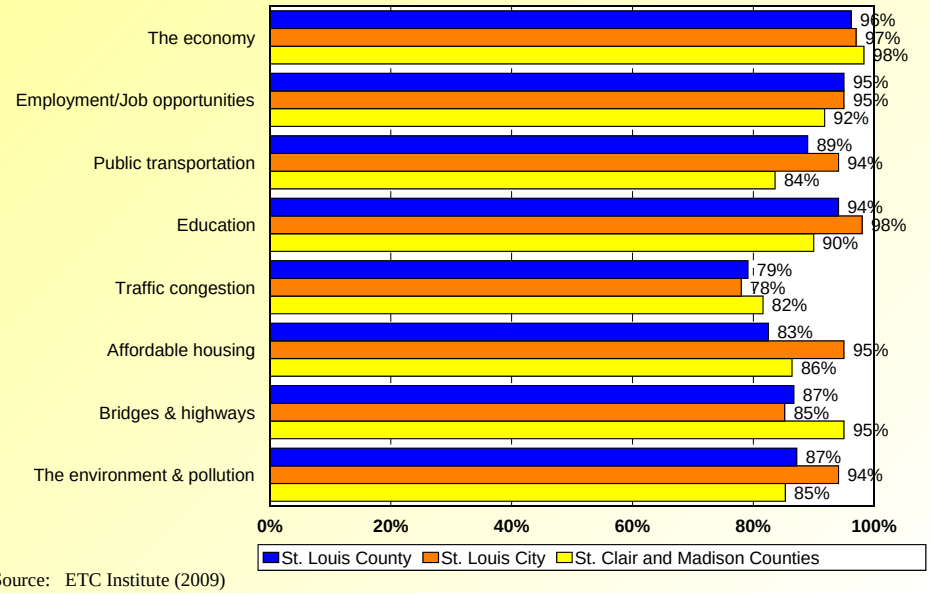
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute (2009)

The Importance of the Following Issues for the St. Louis Metropolitan Region **by Geography**

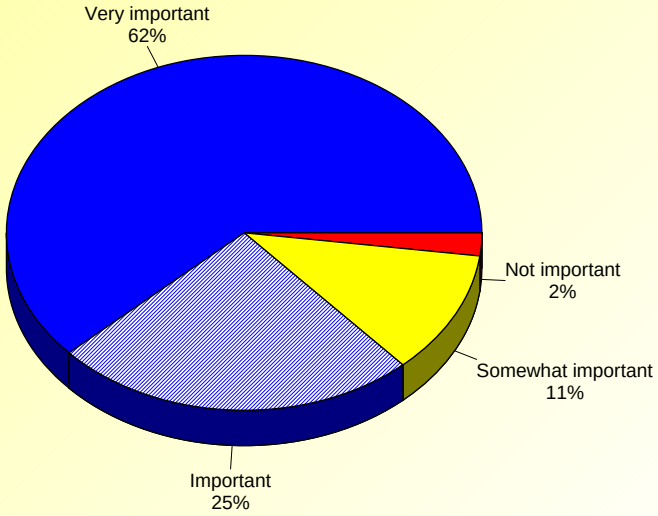
by combined percentages of respondents who rated the issues as either "Very Important" or "Important" (excluding don't knows)



Source: ETC Institute (2009)

How important is public transit to a community's overall quality of life?

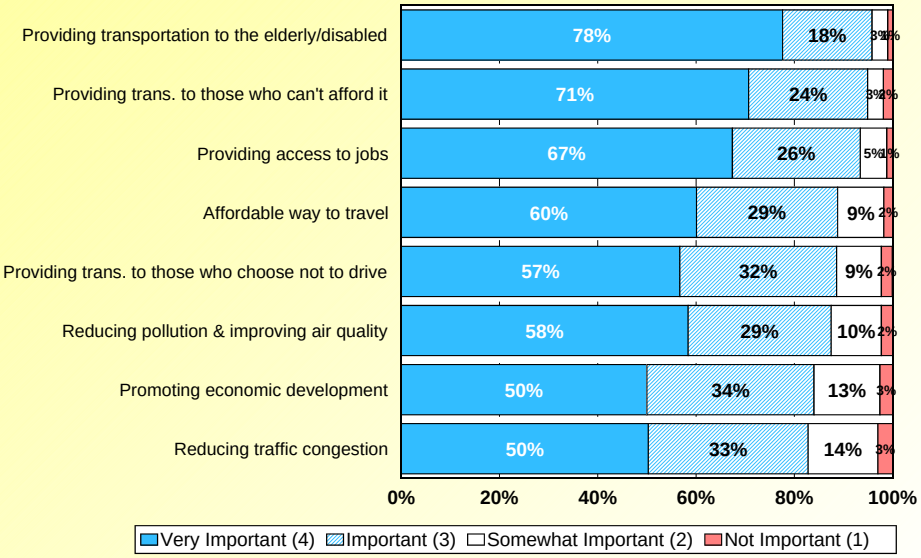
by percentage of respondents



Source: ETC Institute (2009)

Levels of Importance Placed on Issues Regarding Public Transit's Impact on the Region

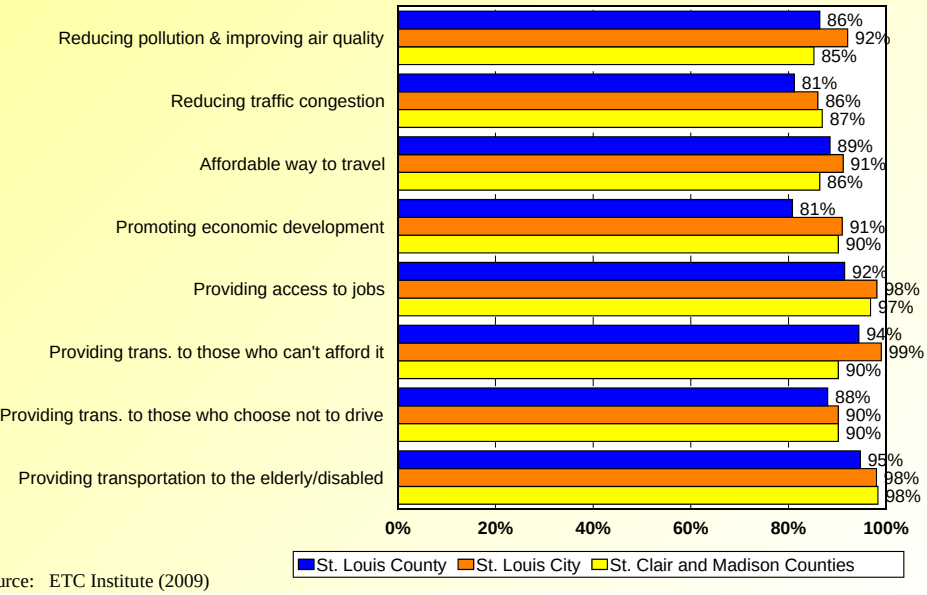
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute (2009)

Levels of Importance Placed on Issues Regarding Public Transit's Impact on the Region **by Geography**

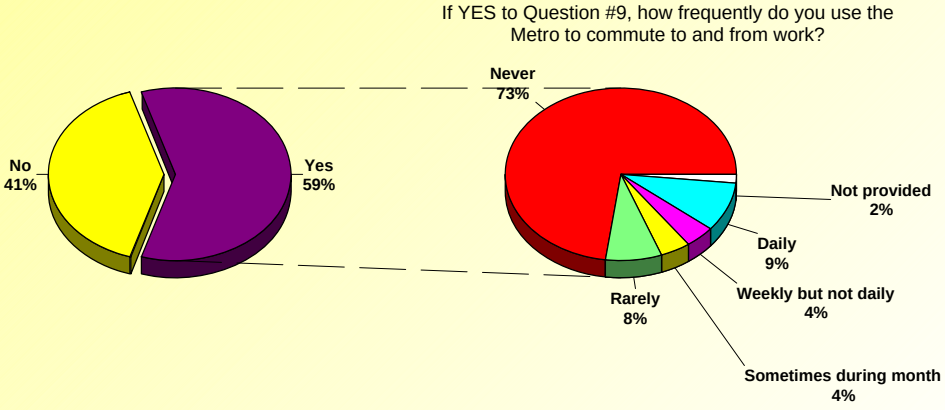
by combined percentages of respondents who rated the issues as either "Very Important" or "Important" (excluding don't knows)



Source: ETC Institute (2009)

Do you currently have a full or part time job outside your home?

by percentage of respondents (excluding don't knows)

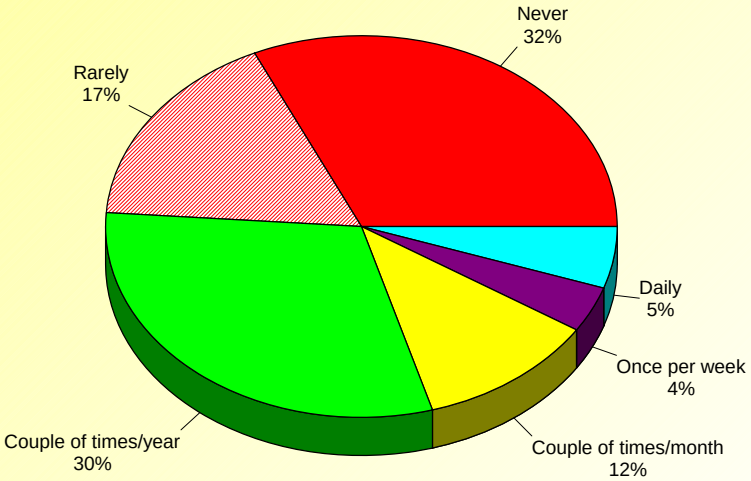


If YES to Question #9, how frequently do you use the Metro to commute to and from work?

Source: ETC Institute (2009)

How often do you use Metro services for purposes other than commuting to work?

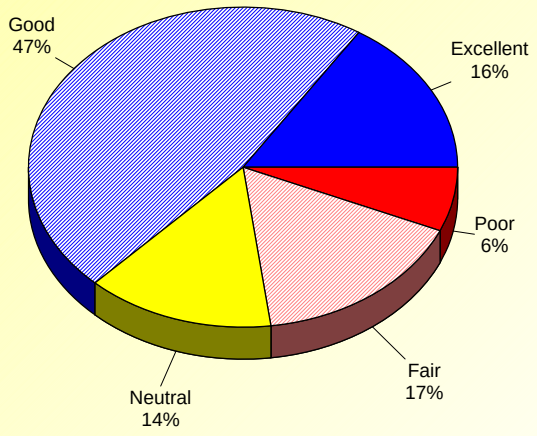
by percentage of respondents



Source: ETC Institute (2009)

Whether you use Metro services or not, what is your impression of the quality of services provided by Metro?

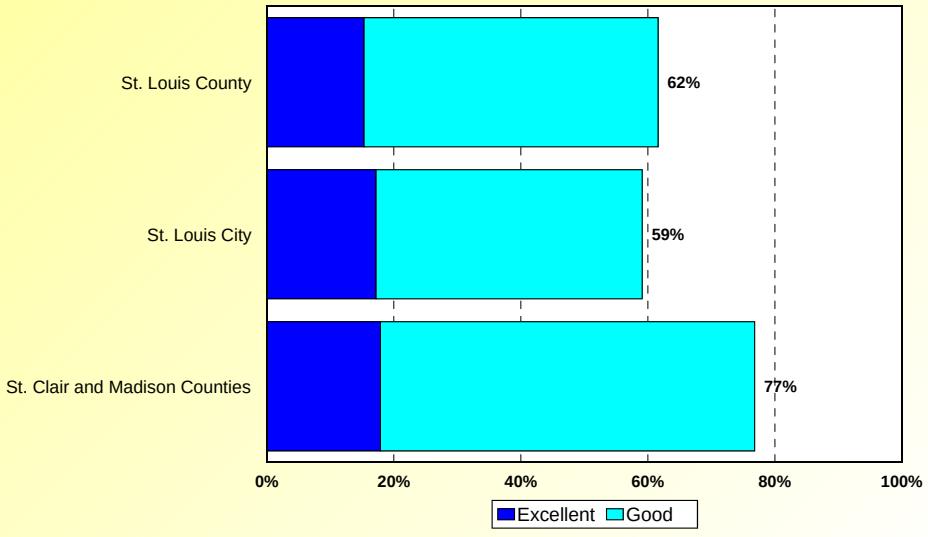
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

Whether you use Metro services or not, what is your impression of the quality of services provided by Metro? **by Geography**

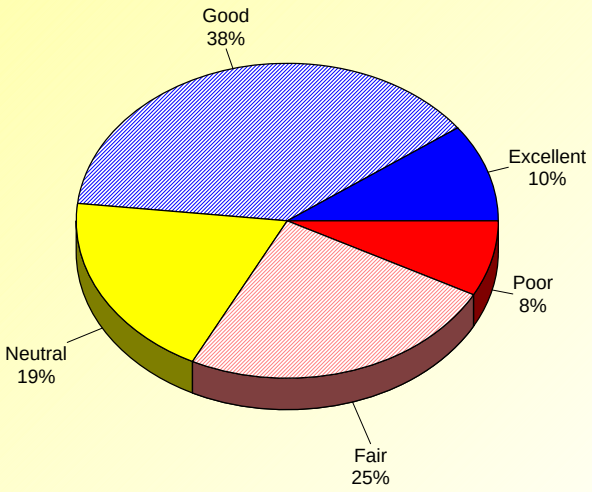
by percentage of respondents who rated the services as either "Excellent" or "Good" (excluding don't knows)



Source: ETC Institute (2009)

Based on what you currently know, how well is Metro doing running the Metro Transit System?

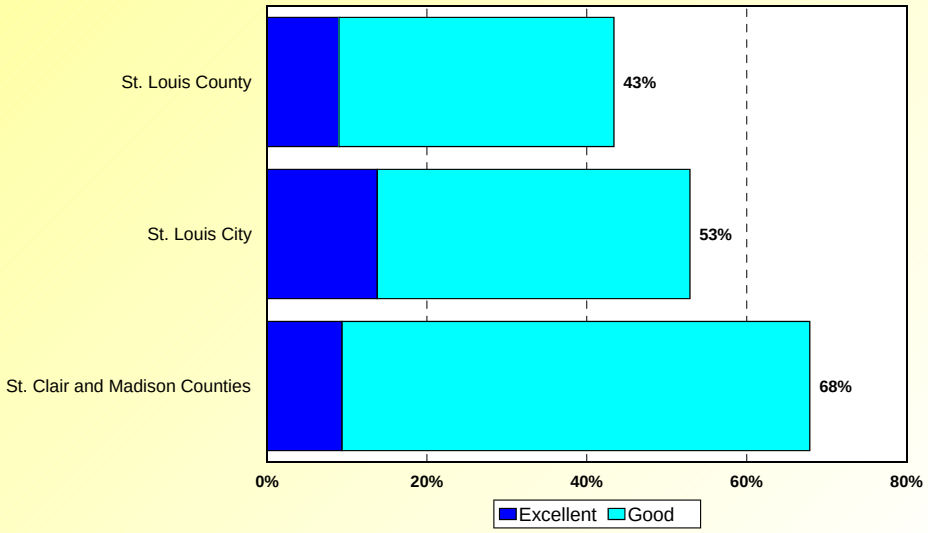
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

Based on what you currently know, how well is Metro doing running the Metro Transit System? **by Geography**

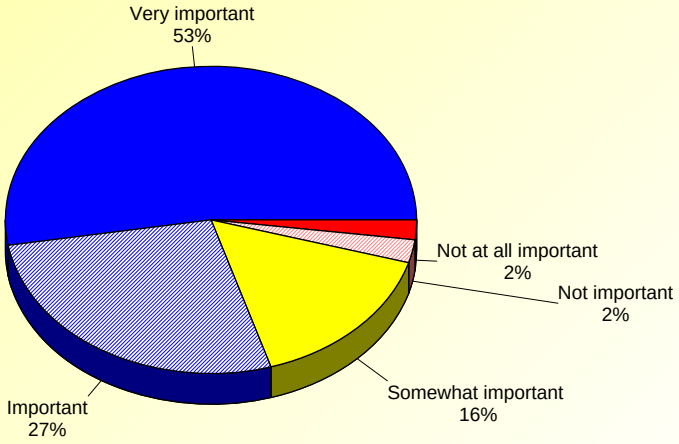
by percentage of respondents who rated the services as either "Excellent" or "Good" (excluding don't knows)



Source: ETC Institute (2009)

How important is an increase in public transit service options, such as more or expanded routes, more frequent service, more transit facilities, neighborhood circulators, etc.?

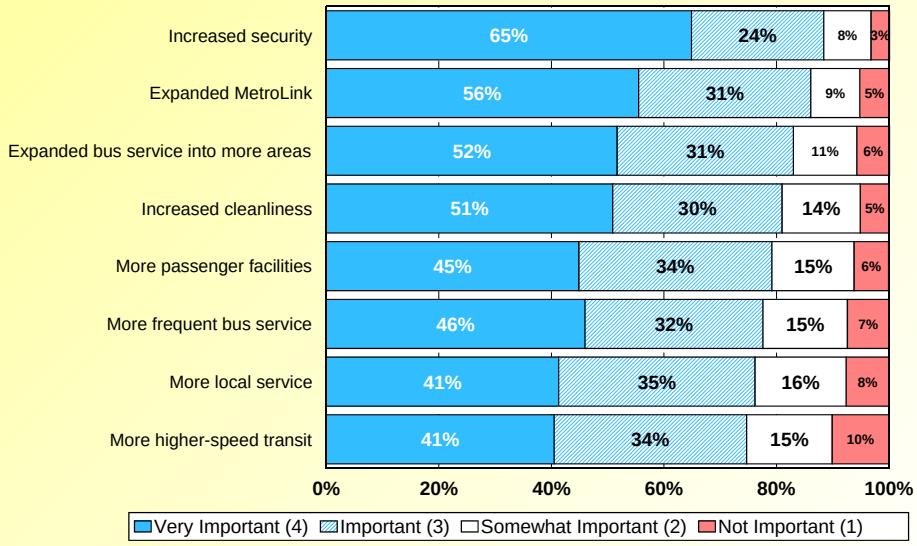
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2009)

Levels of Importance Placed on Issues Regarding Improvements to the Metro Transit System

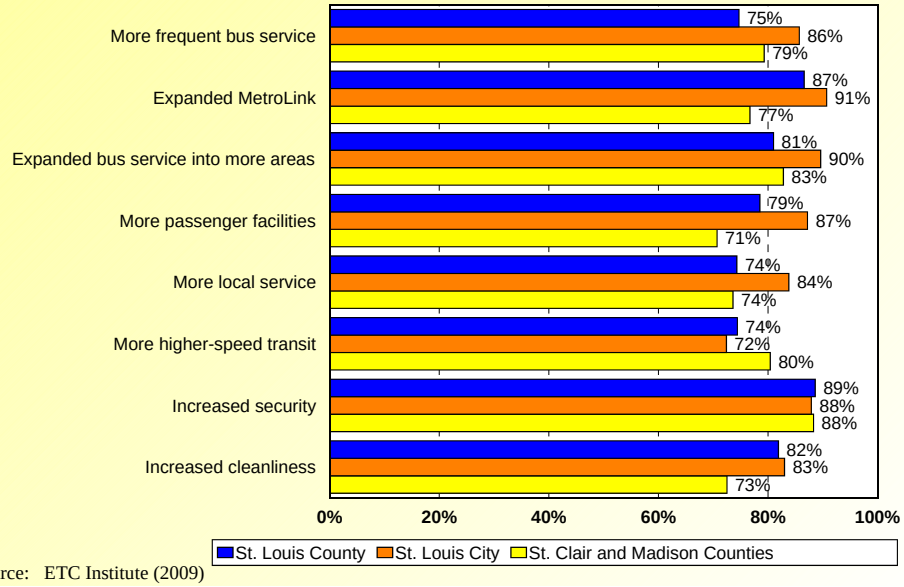
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute (2009)

Levels of Importance Placed on Issues Regarding Improvements to the Metro Transit System **by Geography**

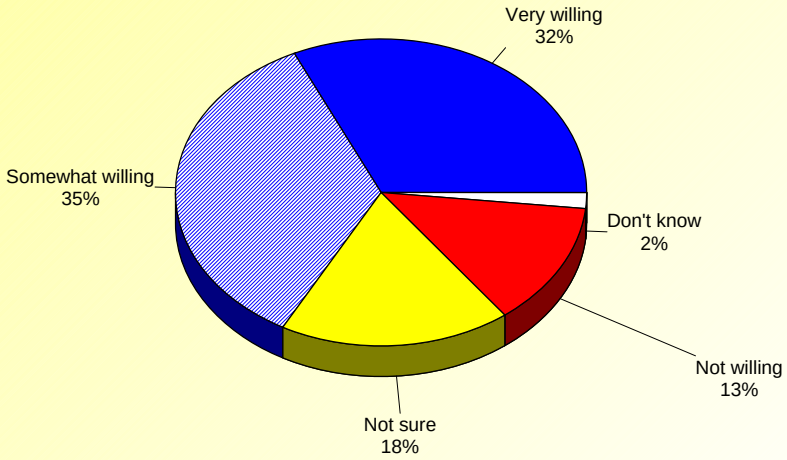
by combined percentages of respondents who rated the issues as either "Very Important" or "Important" (excluding don't knows)



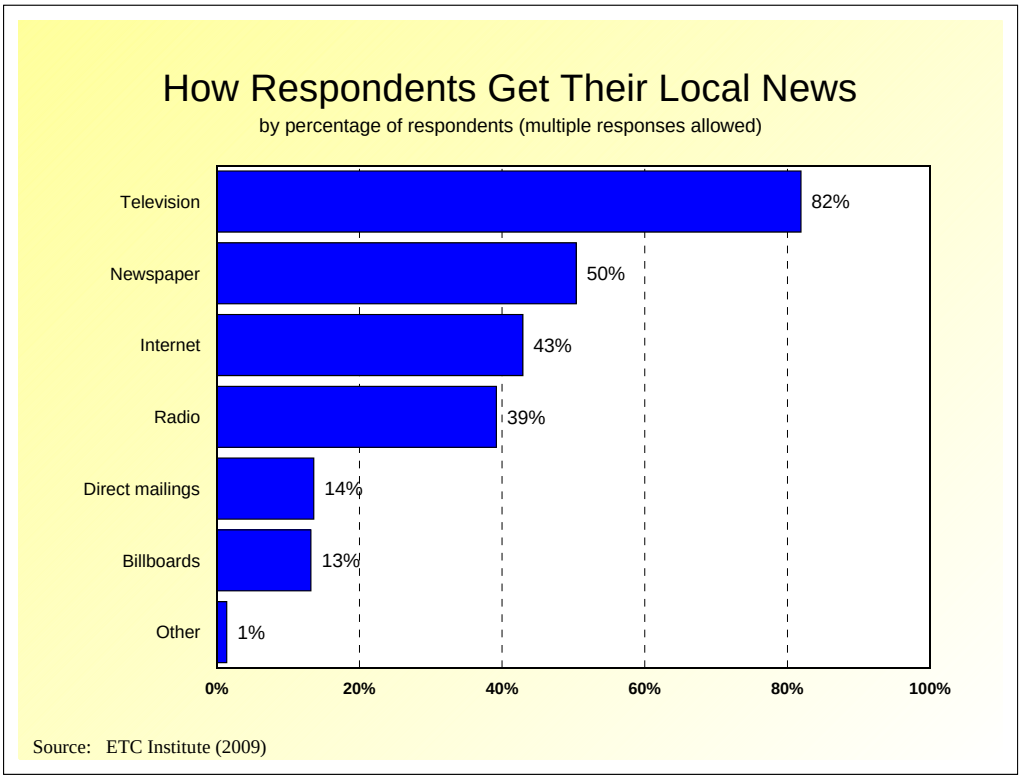
Source: ETC Institute (2009)

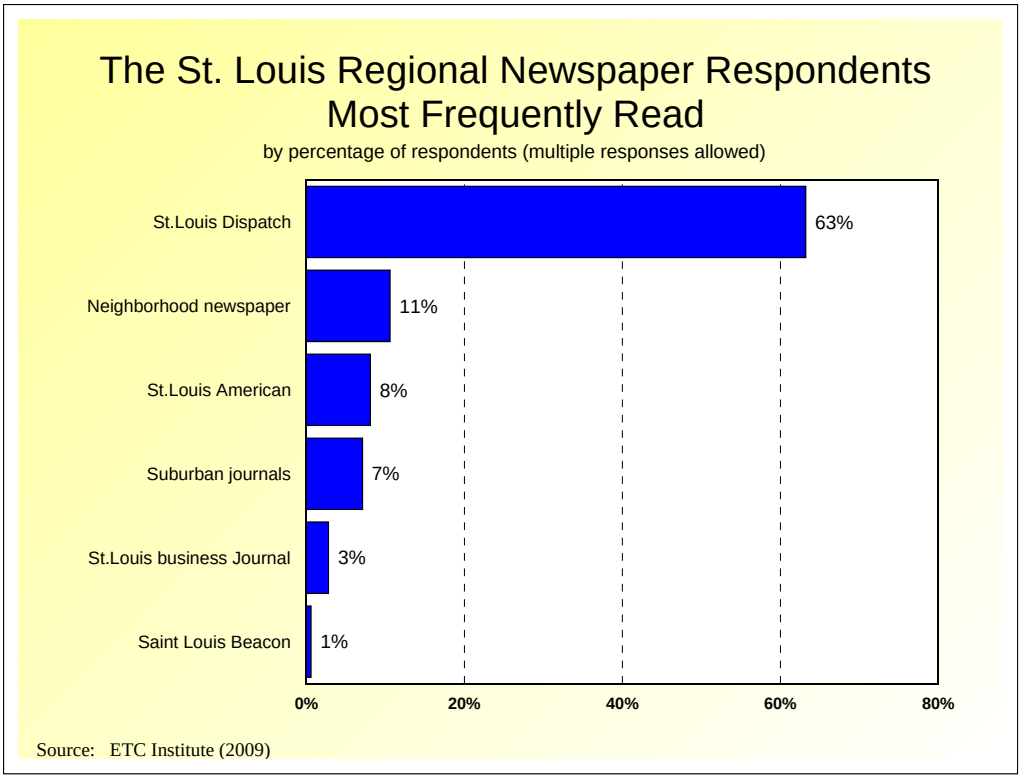
How willing would you be to support a sales tax devoted to sustaining and expanding the Metro Transit System?

by percentage of respondents (excluding don't knows)



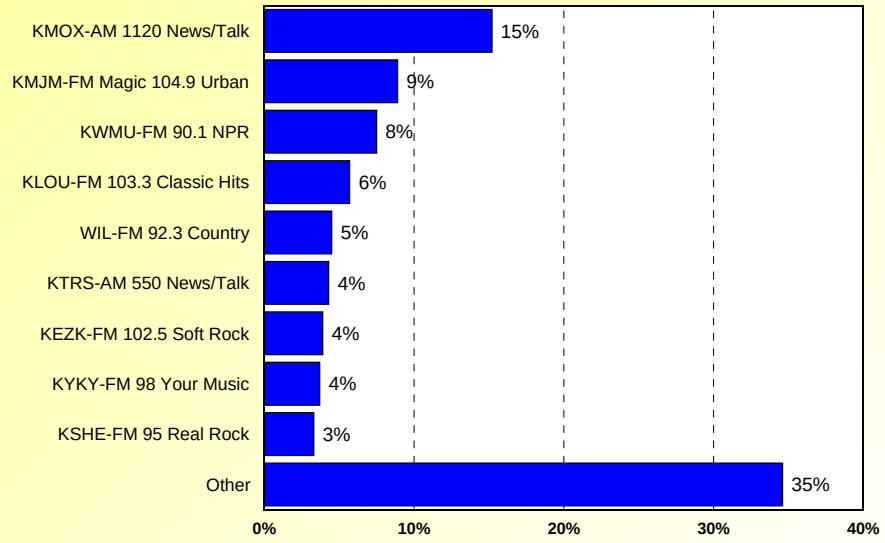
Source: ETC Institute (2009)


How Respondents Get Their Local News
by percentage of respondents (multiple responses allowed)
Television
82%
Newspaper
50%
Internet
43%
Radio
39%
Direct mailings
14%
Billboards
13%
Other
1%
0%
20%
40%
60%
80%
100%
Source: ETC Institute (2009)


The St. Louis Regional Newspaper Respondents Most Frequently Read
by percentage of respondents (multiple responses allowed)
St.Louis Dispatch
63%
Neighborhood newspaper
11%
St.Louis American
8%
Suburban journals
7%
St.Louis business Journal
3%
Saint Louis Beacon
1%
0%
20%
40%
60%
80%
Source: ETC Institute (2009)

Radio Station Respondents Most Frequently Listen To

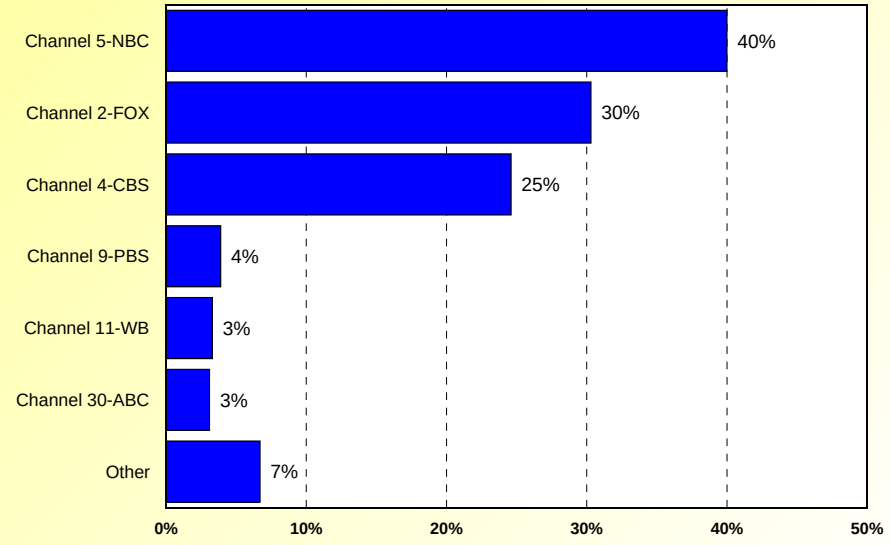
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (2009)

Local Television Station Respondents Most Frequently Watch

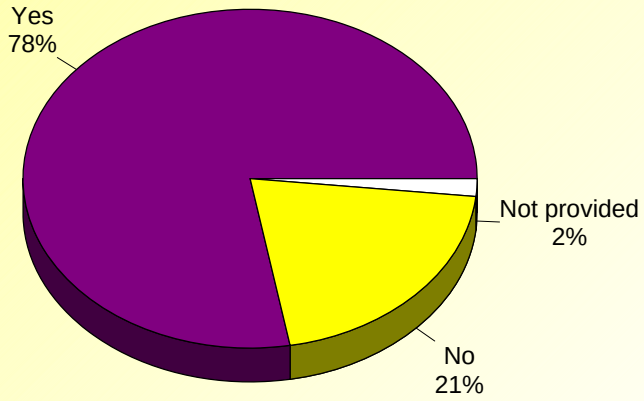
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (2009)

Do you have internet access at your home?

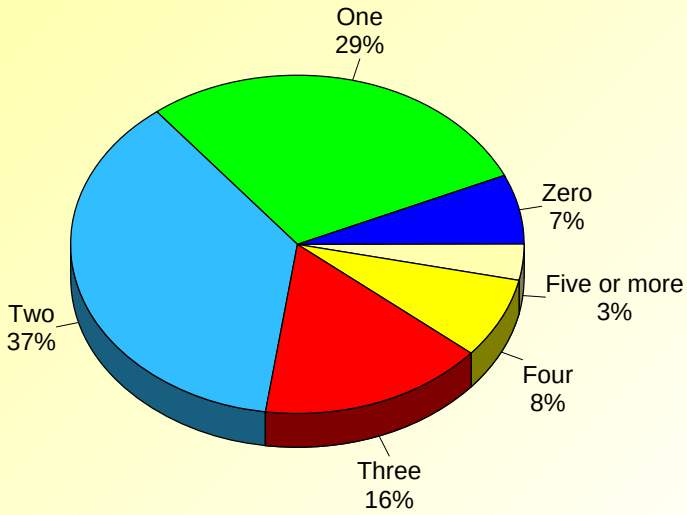
by percentage of respondents



Source: ETC Institute (2009)

How many operating, motorized vehicles do you have in your home?

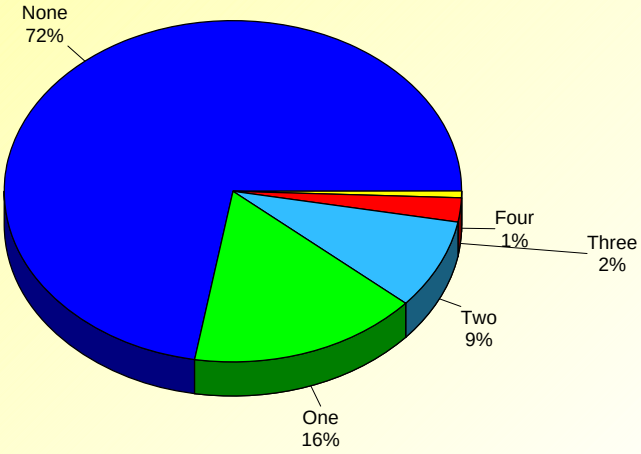
by percentage of respondents



Source: ETC Institute (2009)

How many persons in your household, ages 16 and older, are dependent on public transit or rides from friends/relatives because they do not have a car or do not drive?

by percentage of respondents



Source: ETC Institute (2009)

Section 2:
Crosstabular Data by Geography

Distribution of Respondents

Geography	Number	Percent
Saint Louis County	345	67.9 %
St. Louis City	102	20.1 %
Other	61	12.0 %
Total	508	100.0 %

Q1. Are you familiar with the Metro Transit System?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q1. Familiar with Metro Transit System				
Yes	89.6%	86.3%	86.9%	88.6%
No	10.4%	13.7%	13.1%	11.4%

Q2. If YES to Question #1, do you associate any of the following with Metro?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q2. Associate with Metro				
MetroLink	79.3%	70.5%	86.8%	78.4%
MetroBus	61.5%	60.2%	49.1%	59.8%
Call-A-Ride	43.4%	28.4%	22.6%	38.0%
None selected	13.9%	18.2%	9.4%	14.2%

Q3. Have you taken public transit in Other cities?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q3. Taken public transit in Other cities				
Yes	63.5%	43.1%	54.1%	58.3%
No	36.5%	56.9%	45.9%	41.7%

Q4. If YES to Question #3, why did you take public transit in other cities? (excluding "Not provided.")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q4. Why				
Experience the culture	32.0%	38.6%	42.4%	34.1%
Get around town	49.3%	56.8%	45.5%	50.0%
Save money	9.6%	18.2%	3.0%	10.1%
Avoid traffic congestion	11.4%	13.6%	15.2%	12.2%
Prefer public transportation	10.0%	20.5%	12.1%	11.8%

Q5. Does anyone in your household work for Metro, state, or local government or the media (either television, radio, or newspaper)?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q5. Anyone work for Metro, state, or local government or the media				
No	100.0%	100.0%	100.0%	100.0%

Q6. Please indicate how important the following issues are for the St Louis metropolitan region. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q6a. The economy				
Very important	74.0%	75.0%	78.3%	74.7%
Important	22.2%	22.0%	20.0%	21.9%
Somewhat important	2.3%	3.0%	1.7%	2.4%
Not important	1.5%	0.0%	0.0%	1.0%
Q6b. Employment/Job opportunities				
Very important	72.6%	76.2%	70.5%	73.1%
Important	22.4%	18.8%	21.3%	21.6%
Somewhat important	2.9%	5.0%	4.9%	3.6%
Not important	2.1%	0.0%	3.3%	1.8%
Q6c. Public transportation				
Very important	53.4%	70.3%	52.5%	56.6%
Important	35.6%	23.8%	31.1%	32.7%
Somewhat important	8.7%	5.0%	11.5%	8.3%
Not important	2.3%	1.0%	4.9%	2.4%

Q6. Please indicate how important the following issues are for the St Louis metropolitan region. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q6d. Education				
Very important	74.1%	79.4%	70.0%	74.7%
Important	20.0%	18.6%	20.0%	19.7%
Somewhat important	4.4%	2.0%	6.7%	4.2%
Not important	1.5%	0.0%	3.3%	1.4%
Q6e. Traffic congestion				
Very important	39.4%	35.0%	53.3%	40.2%
Important	39.7%	43.0%	28.3%	39.0%
Somewhat important	16.7%	14.0%	11.7%	15.6%
Not important	4.2%	8.0%	6.7%	5.3%
Q6f. Affordable housing				
Very important	51.8%	65.3%	50.8%	54.4%
Important	30.7%	29.7%	35.6%	31.0%
Somewhat important	12.8%	4.0%	13.6%	11.1%
Not important	4.8%	1.0%	0.0%	3.4%

Q6. Please indicate how important the following issues are for the St Louis metropolitan region. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q6g. Bridges & highways				
Very important	51.2%	53.5%	58.3%	52.5%
Important	35.5%	31.7%	36.7%	34.9%
Somewhat important	10.7%	12.9%	3.3%	10.2%
Not important	2.7%	2.0%	1.7%	2.4%
Q6h. The environment & pollution				
Very important	55.6%	64.7%	62.3%	58.2%
Important	31.6%	29.4%	23.0%	30.1%
Somewhat important	8.8%	4.9%	9.8%	8.1%
Not important	4.1%	1.0%	4.9%	3.6%

Q7. How important is public transit to a community's overall quality of life? (excluding "don't know")

N508	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q7. Importance of public transit to community				
Very important	59.7%	73.0%	55.0%	61.8%
Important	25.6%	22.0%	25.0%	24.8%
Somewhat important	12.6%	5.0%	15.0%	11.4%
Not important	2.1%	0.0%	5.0%	2.0%

Q8. Please indicate the levels of importance of the public transit's impact on the region. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q8a. Reducing pollution & improving air quality				
Very important	57.6%	62.4%	55.7%	58.4%
Important	28.8%	29.7%	29.5%	29.1%
Somewhat important	10.9%	7.9%	9.8%	10.2%
Not important	2.6%	0.0%	4.9%	2.4%
Q8b. Reducing traffic congestion				
Very important	49.4%	47.0%	60.7%	50.3%
Important	31.8%	39.0%	26.2%	32.5%
Somewhat important	16.2%	10.0%	9.8%	14.2%
Not important	2.6%	4.0%	3.3%	3.0%
Q8c. Affordable way to travel				
Very important	58.5%	65.7%	59.3%	60.1%
Important	30.0%	25.5%	27.1%	28.7%
Somewhat important	9.7%	7.8%	10.2%	9.4%
Not important	1.8%	1.0%	3.4%	1.8%

Q8. Please indicate the levels of importance of the public transit's impact on the region. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q8d. Promoting economic development				
Very important	46.6%	55.0%	60.7%	50.0%
Important	34.2%	36.0%	29.5%	34.0%
Somewhat important	15.9%	8.0%	8.2%	13.4%
Not important	3.2%	1.0%	1.6%	2.6%
Q8e. Providing access to jobs				
Very important	65.3%	70.6%	73.8%	67.4%
Important	26.2%	27.5%	23.0%	26.0%
Somewhat important	7.1%	1.0%	3.3%	5.4%
Not important	1.5%	1.0%	0.0%	1.2%
Q8f. Providing transportation to those who can't afford it				
Very important	70.8%	76.2%	60.7%	70.7%
Important	23.6%	22.8%	29.5%	24.2%
Somewhat important	3.8%	0.0%	4.9%	3.2%
Not important	1.8%	1.0%	4.9%	2.0%

Q8. Please indicate the levels of importance of the public transit's impact on the region. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q8g. Providing transportation to those who choose not to drive				
Very important	57.5%	53.9%	57.4%	56.7%
Important	30.5%	36.3%	32.8%	31.9%
Somewhat important	9.4%	8.8%	8.2%	9.1%
Not important	2.6%	1.0%	1.6%	2.2%
Q8h. Providing transportation to the elderly/disabled				
Very important	77.2%	79.4%	77.0%	77.6%
Important	17.5%	18.6%	21.3%	18.2%
Somewhat important	4.1%	1.0%	1.6%	3.2%
Not important	1.2%	1.0%	0.0%	1.0%

Q9. Do you currently have a full or part time job outside your home? (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q9. Full or part time job				
Yes	59.2%	58.8%	60.7%	59.3%
No	40.8%	41.2%	39.3%	40.7%

Q10. If YES to Question #9, how frequently do you use the Metro to commute to and from work?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q10. How frequently do you use Metro				
Never	76.8%	56.7%	81.1%	73.3%
Rarely	7.9%	8.3%	5.4%	7.7%
Sometimes during a month	4.4%	3.3%	5.4%	4.3%
Weekly but not daily	3.4%	10.0%	0.0%	4.3%
Daily	5.9%	21.7%	8.1%	9.3%
Not provided	1.5%	0.0%	0.0%	1.0%

Q11. How often do you use Metro services for purposes Other than commuting to work (such as going to a sporting event, the airport, for entertainment, shopping, or school)?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q11. How often do you use Metro for Other purposes				
Never	33.3%	32.4%	21.3%	31.7%
Rarely	18.6%	13.7%	14.8%	17.1%
A Couple of times a year	30.4%	23.5%	42.6%	30.5%
A Couple of times a month	11.3%	11.8%	13.1%	11.6%
Once per week	3.2%	3.9%	8.2%	3.9%
Daily	3.2%	14.7%	0.0%	5.1%

Q12. Whether you use Metro services or not, what is your impression of the quality of services provided by Metro? (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q12. Impression of the quality of services by Metro				
Poor	7.8%	5.4%	0.0%	6.4%
Fair	15.6%	22.6%	12.5%	16.6%
Neutral	15.0%	12.9%	10.7%	14.1%
Good	46.3%	41.9%	58.9%	46.9%
Excellent	15.3%	17.2%	17.9%	16.0%

Q13. Based on what you currently know, how well is Metro doing running the Metro Transit System? (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q13. How well is Metro doing				
Poor	9.0%	6.9%	1.9%	7.7%
Fair	25.8%	25.3%	17.0%	24.6%
Neutral	21.7%	14.9%	13.2%	19.4%
Good	34.4%	39.1%	58.5%	38.3%
Excellent	9.0%	13.8%	9.4%	10.0%

Q14 - Q15. Question 14 and 15 are comments and will be provided separately.

Q16. How important is an increase in public transit service options, such as more or expanded routes, more frequent service, more transit facilities, neighborhood circulators, etc. (excluding "don't know")

N508	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q16. Importance of increase in public transit service options				
Very important	50.0%	66.7%	43.3%	52.5%
Important	29.6%	16.2%	30.0%	27.0%
Somewhat important	15.9%	15.2%	18.3%	16.0%
Not important	2.1%	2.0%	5.0%	2.4%
Not at all important	2.4%	0.0%	3.3%	2.0%

Q17. Please indicate the levels of importance of the following improvements to the Metro Transit System. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q17a. More frequent bus service				
Very important	44.2%	59.2%	32.1%	46.0%
Important	30.5%	26.5%	47.2%	31.6%
Somewhat important	17.8%	11.2%	5.7%	15.0%
Not important	7.5%	3.1%	15.1%	7.4%
Q17b. Expanded MetroLink				
Very important	56.0%	59.4%	46.7%	55.5%
Important	30.6%	31.3%	30.0%	30.6%
Somewhat important	8.9%	5.2%	13.3%	8.7%
Not important	4.6%	4.2%	10.0%	5.2%
Q17c. Expanded bus service into more areas				
Very important	49.7%	65.6%	39.7%	51.7%
Important	31.3%	24.0%	43.1%	31.3%
Somewhat important	14.1%	5.2%	5.2%	11.3%
Not important	4.9%	5.2%	12.1%	5.8%

Q17. Please indicate the levels of importance of the following improvements to the Metro Transit System. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q17d. More passenger facilities				
Very important	44.1%	55.3%	32.8%	44.9%
Important	34.4%	31.9%	37.9%	34.3%
Somewhat important	16.6%	9.6%	12.1%	14.6%
Not important	5.0%	3.2%	17.2%	6.1%
Q17e. More local service				
Very important	38.8%	54.8%	32.1%	41.3%
Important	35.5%	29.0%	41.5%	34.9%
Somewhat important	18.4%	10.8%	13.2%	16.2%
Not important	7.2%	5.4%	13.2%	7.6%
Q17f. More higher-speed transit				
Very important	40.4%	41.5%	39.3%	40.5%
Important	34.0%	30.9%	41.1%	34.2%
Somewhat important	15.4%	17.0%	10.7%	15.2%
Not important	10.2%	10.6%	8.9%	10.1%

Q17. Please indicate the levels of importance of the following improvements to the Metro Transit System. (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q17g. Increased security				
Very important	65.3%	66.7%	60.0%	64.9%
Important	23.3%	21.2%	28.3%	23.5%
Somewhat important	7.6%	11.1%	8.3%	8.4%
Not important	3.9%	1.0%	3.3%	3.3%
Q17h. Increased cleanliness				
Very important	50.9%	53.2%	46.6%	50.9%
Important	31.0%	29.8%	25.9%	30.1%
Somewhat important	13.0%	16.0%	15.5%	13.9%
Not important	5.1%	1.1%	12.1%	5.1%

Q18. How willing would you be to support a sales tax devoted to sustaining and expanding the Metro Transit System? (excluding "don't know")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q18. Sales tax devoted to Metro Transit System				
Very willing	32.1%	39.0%	23.0%	32.3%
Somewhat willing	38.2%	29.0%	34.4%	35.9%
Not sure	17.1%	22.0%	19.7%	18.4%
Not willing	12.6%	10.0%	23.0%	13.4%

Q19. How do you get your local news?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q19. Ways to get local news				
Newspaper	49.0%	51.0%	57.4%	50.4%
Radio	41.7%	30.4%	39.3%	39.2%
Television	81.2%	84.3%	82.0%	81.9%
Direct mailings	13.9%	8.8%	19.7%	13.6%
Billboards	13.0%	9.8%	19.7%	13.2%
Internet	45.8%	32.4%	44.3%	42.9%
Other	2.0%	0.0%	0.0%	1.4%
Not provided	0.3%	0.0%	0.0%	0.2%

Q20. Which St Louis regional newspaper do you read most frequently? (excluding "Not provided")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q20. Which regional newspaper				
St. Louis Dispatch	67.0%	61.8%	44.3%	63.2%
Suburban journals	9.0%	2.9%	3.3%	7.1%
St. Louis business Journal	2.9%	3.9%	0.0%	2.8%
Saint Louis Beacon	0.6%	1.0%	0.0%	0.6%
St. Louis American	5.2%	19.6%	4.9%	8.1%
Neighborhood newspaper	9.3%	6.9%	24.6%	10.6%

Q21. Which radio station do you listen to most frequently? (excluding "Not provided")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q21. Which radio station				
KMOX-AM 1120 News/Talk	16.5%	8.8%	18.0%	15.2%
KTRS-AM 550 News/ Talk	5.2%	1.0%	4.9%	4.3%
WIL-FM 92.3 Country	3.8%	0.0%	16.4%	4.5%
KEZK-FM 102.5 Soft Rock	4.1%	2.0%	6.6%	3.9%
KLOU-FM 103.3 Classic Hits	6.1%	3.9%	6.6%	5.7%
KYKY-FM 98 Your Music	3.5%	2.9%	6.6%	3.7%
KMJM-FM Magic 104.9 Urban	7.8%	15.7%	3.3%	8.9%
KSHE-FM 95 Real Rock	3.2%	4.9%	1.6%	3.3%
KWMU-FM 90.1 NPR	8.1%	7.8%	3.3%	7.5%
Other	32.8%	42.2%	32.8%	34.6%

Q21. Other

Q21. Other	Number	Percent
100.3	2	1.1 %
100.3 THE BEAT	2	1.1 %
101 FM 1380	1	0.6 %
101 SPORTS TALK RADIO	1	0.6 %
101.1	1	0.6 %
101.1 SPORTS	1	0.6 %
101.1 SPORTS STATION	1	0.6 %
1010	1	0.6 %
1010 AM GOSPEL	1	0.6 %
104.0	1	0.6 %
104.1	11	6.3 %
104.1 AND 100.3	1	0.6 %
104.1 HIP HOP & R&B	1	0.6 %
104.9	3	1.7 %
105	1	0.6 %
105.7	3	1.7 %
106.3	1	0.6 %
106.5	6	3.4 %
106.5 198.1	1	0.6 %
106.5 ALL MUSIC	2	1.1 %
107	1	0.6 %
107 FM	1	0.6 %
107 VARIETY	1	0.6 %
107.7	4	2.3 %
107.7 104.1	1	0.6 %
107.7 FM 93.7 FM	1	0.6 %
109 1600	1	0.6 %
1380 AM	1	0.6 %
1430	2	1.1 %
1460 AM	1	0.6 %
1490	1	0.6 %
1490 AM	1	0.6 %
1600	1	0.6 %
1600 AM	6	3.4 %
1600 AM AND 91.5 FM	1	0.6 %
1600 GOSPEL	1	0.6 %
303.3 OLDIES	1	0.6 %
88.1 FM	1	0.6 %
88.7	2	1.1 %
89.1 THE WOOD	1	0.6 %

Q21. Other

Q21. Other	Number	Percent
90	1	0.6 %
90.7	6	3.4 %
90.7 FM	2	1.1 %
90.7 NATIONAL TALK	1	0.6 %
90.7 NPR	1	0.6 %
90.7 PUBLIC RADIO	1	0.6 %
91.5	1	0.6 %
91.5 KSIB	1	0.6 %
93	1	0.6 %
93.7	8	4.6 %
93.7 BULL	1	0.6 %
93.7 THE BULL	1	0.6 %
94.7	2	1.1 %
94.7 KC 95	1	0.6 %
95.5	4	2.3 %
95.5 FM	2	1.1 %
95.5 FM FOXY	1	0.6 %
95.5 R & B	1	0.6 %
95.7	1	0.6 %
96 K HITS	1	0.6 %
96.3	6	3.4 %
96.3 93.7	1	0.6 %
97.1	6	3.4 %
97.1 96.3	1	0.6 %
97.1 99.1	1	0.6 %
97.1 FM	2	1.1 %
97.1 FM 1600 AM	1	0.6 %
97.1 FOX	1	0.6 %
97.1 TALK SHOW	1	0.6 %
97.1 TALK SHOW RADIO	1	0.6 %
97.3	1	0.6 %
98.1	2	1.1 %
98.3	1	0.6 %
99.1	4	2.3 %
99.1 98.7 103.3	1	0.6 %
99.1 CLASSICAL RADIO	1	0.6 %
99.5	1	0.6 %
AM 1600	1	0.6 %
AM 590	1	0.6 %
BASEBALL CHANNEL	1	0.6 %

Q21. Other

Q21. Other	Number	Percent
CD-NONE	1	0.6 %
FM 99.1 CLASSICAL	1	0.6 %
GOSPEL	1	0.6 %
GSIV	1	0.6 %
JOY FM 107.7	1	0.6 %
KFUO	1	0.6 %
KHIT 96.5	1	0.6 %
KHITS 96	1	0.6 %
KHITS 96.5	1	0.6 %
KMOX	1	0.6 %
KMYX	1	0.6 %
KNW	1	0.6 %
KPNT FM 105.7	1	0.6 %
KSD	1	0.6 %
KSID	1	0.6 %
KSIV	1	0.6 %
KZK	1	0.6 %
MP	1	0.6 %
NO REPEATS 96.2	1	0.6 %
NPR	2	1.1 %
OLDIES SATION	1	0.6 %
THE BEAT 105.5	1	0.6 %
WATERCOLRS XM SATELI	1	0.6 %
WESL	1	0.6 %
WESL-GOSPEL	1	0.6 %
WSIE	1	0.6 %
Y 98	1	0.6 %
Z 105	1	0.6 %
Z 107.7	1	0.6 %
Total	175	100.0 %

Q22. Which local television station do you watch most frequently? (excluding "Not provided")

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q22. Which local television station				
Channel 2-FOX	29.6%	35.3%	26.2%	30.3%
Channel 4-CBS	20.9%	35.3%	27.9%	24.6%
Channel 5-NBC	42.3%	34.3%	36.1%	40.0%
Channel 9-PBS	3.8%	5.9%	1.6%	3.9%
Channel 11-WB	3.2%	4.9%	1.6%	3.3%
Channel 30-ABC	4.1%	1.0%	1.6%	3.1%
Other	6.1%	8.8%	6.6%	6.7%

Q22. Other

Q22. Other	Number	Percent
25 CHANNEL	1	2.9 %
28	1	2.9 %
302	1	2.9 %
38 15 16	1	2.9 %
42-KNLC	1	2.9 %
60	1	2.9 %
7	1	2.9 %
CH 7	1	2.9 %
CHANNEL 29	1	2.9 %
CHANNEL 3 KTVI	1	2.9 %
CNN	8	23.5 %
CNN 38 OR 39	1	2.9 %
DISCOVERY	2	5.9 %
DOESN'T WATCH	1	2.9 %
ESPN	1	2.9 %
GOLF AND HISTORY	1	2.9 %
HBO	1	2.9 %
KETC	2	5.9 %
KFCK CHANNEL 5	1	2.9 %
KMOV	1	2.9 %
LIFETIME	2	5.9 %
SYFY AND TNT	1	2.9 %
TCM	1	2.9 %
USA/TNT	1	2.9 %
Total	34	100.0 %

Q23. Do you have internet access at your home?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q23. Internet access at home				
Yes	80.6%	59.8%	91.8%	77.8%
No	18.0%	38.2%	6.6%	20.7%
Not provided	1.4%	2.0%	1.6%	1.6%

Q24. How many operating, motorized vehicles do you have in your home (cars, SUVs, motorcycles, etc)?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q24. How many motorized vehicles				
Zero	4.3%	16.7%	1.6%	6.5%
1	26.4%	43.1%	18.0%	28.7%
2	38.0%	28.4%	44.3%	36.8%
3	18.3%	7.8%	16.4%	15.9%
4	8.4%	2.9%	11.5%	7.7%
5+	3.8%	1.0%	4.9%	3.3%
Not Provided	0.9%	0.0%	3.3%	1.0%

Q25. How many persons in your household, ages 16 and older, are dependent on public transit or rides from friends/relatives because they do not have a car or do not drive?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q25. How many are dependent on public transit				
None	73.3%	62.7%	78.7%	71.9%
One	16.5%	17.6%	11.5%	16.1%
Two	7.5%	11.8%	8.2%	8.5%
Three	1.7%	4.9%	0.0%	2.2%
Four	0.3%	2.0%	0.0%	0.6%
Five or more	0.0%	1.0%	0.0%	0.2%
Not Provided	0.6%	0.0%	1.6%	0.6%

Q26. How many persons, including yourself, currently living in your household are in the following age groups?

	Mean	Sum
number	2.87	1457
Under age 10	0.39	200
Ages 11-19	0.36	183
Ages 20-44	0.93	470
Ages 45-64	0.85	433
Ages 65+	0.34	171

Q27. Would you say your total annual household income is:

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q27. Total annual household income				
Under $20K	9.9%	25.5%	9.8%	13.0%
$20K-49,999	20.6%	30.4%	16.4%	22.0%
$50K-99,999	28.4%	18.6%	42.6%	28.1%
$100K+	21.2%	10.8%	21.3%	19.1%
Not provided	20.0%	14.7%	9.8%	17.7%

Q28. Which of the following best describes your race?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q28. Race				
Black/African American	27.2%	60.8%	9.8%	31.9%
American Indian	1.2%	2.0%	1.6%	1.4%
Asian/Pacific Islander	1.4%	0.0%	0.0%	1.0%
White/Caucasian	66.7%	34.3%	83.6%	62.2%
Hispanic	1.4%	0.0%	1.6%	1.2%
Multiracial	1.4%	3.9%	1.6%	2.0%
Other	0.6%	0.0%	0.0%	0.4%
Not provided	0.9%	0.0%	1.6%	0.8%

Q28. Other

Q28 Other
INDIAN-FROM INDIA
IRISH/GERMAN

Q29. Do you own or rent your home?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q29. Own or rent home				
Own	85.2%	60.8%	86.9%	80.5%
Rent	12.8%	38.2%	9.8%	17.5%
Not provided	2.0%	1.0%	3.3%	2.0%

Q30. Your gender:

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q30. Gender				
Male	44.9%	35.3%	41.0%	42.5%
Female	55.1%	64.7%	59.0%	57.5%

Q31. What is your home zip code?

Q31. Home zip code	Number	Percent
62002	5	1.0 %
62012	1	0.2 %
62025	2	0.4 %
62034	5	1.0 %
62035	3	0.6 %
62040	5	1.0 %
62062	1	0.2 %
62095	1	0.2 %
62097	1	0.2 %
62206	1	0.2 %
62207	1	0.2 %
62208	3	0.6 %
62220	4	0.8 %
62221	5	1.0 %
62223	3	0.6 %
62226	6	1.2 %
62234	5	1.0 %
62243	1	0.2 %
62249	1	0.2 %
62254	3	0.6 %
62258	2	0.4 %
62264	1	0.2 %
62269	1	0.2 %
63005	5	1.0 %
63011	9	1.8 %
63012	1	0.2 %
63017	12	2.4 %
63021	13	2.6 %
63025	3	0.6 %
63026	6	1.2 %
63031	15	3.0 %
63033	20	3.9 %
63034	2	0.4 %
63038	2	0.4 %
63040	1	0.2 %
63042	9	1.8 %
63043	3	0.6 %
63044	2	0.4 %
63069	1	0.2 %
63074	6	1.2 %

Q31. What is your home zip code?

Q31. Home zip code	Number	Percent
63103	2	0.4 %
63104	6	1.2 %
63105	4	0.8 %
63106	6	1.2 %
63107	6	1.2 %
63108	11	2.2 %
63109	11	2.2 %
63110	8	1.6 %
63111	3	0.6 %
63112	8	1.6 %
63113	6	1.2 %
63114	9	1.8 %
63115	12	2.4 %
63116	7	1.4 %
63117	6	1.2 %
63118	5	1.0 %
63119	11	2.2 %
63120	3	0.6 %
63121	23	4.5 %
63122	18	3.5 %
63123	12	2.4 %
63124	2	0.4 %
63125	7	1.4 %
63126	4	0.8 %
63127	3	0.6 %
63128	11	2.2 %
63129	16	3.1 %
63130	19	3.7 %
63131	6	1.2 %
63132	9	1.8 %
63133	1	0.2 %
63134	7	1.4 %
63135	13	2.6 %
63136	25	4.9 %
63137	9	1.8 %
63138	3	0.6 %
63139	2	0.4 %
63141	8	1.6 %
63143	4	0.8 %
63144	3	0.6 %
63146	2	0.4 %
63147	6	1.2 %
Total	508	100.0 %

Q32. Are you interested in receiving more information about Metro via email?

	Geography			Total
	St Louis County STLC	St Louis City CITY	St Clair & Madison OTHER	
Q32. Interested in receiving more information				
Yes	15.7%	18.6%	6.6%	15.2%
No	83.2%	79.4%	93.4%	83.7%
Not provided	1.2%	2.0%	0.0%	1.2%

Section 3:
Open Ended Comments

Q14a. What is the reason you feel metro is not doing well running the transit system?
Expansion
(1) More money to expand. (2) Need north-south routes. (3) Expand it, more routes.
Expansion wasn't done right.
It's not expanded to suburban areas.
Not enough bus stops.
Not enough stops.
Not enough trains.
Need to expand service.
They need more expansion and better management.
Need to cover more areas.
No service to area where I live-North county.
Financial Matters
Not spending money well.
Money seems to disappear.
Not good stewards of the metro funds.
Tight budget.
Rates too high.
Need to budget their money much better.
Money management. Cutting routes.
Not charging users enough. Instead, raising the taxes for everyone.
Be able to purchase a yearly bus pass with info on it.
Financial trouble in the past.
Because they are always broke.
They have no idea what they are doing when it comes to spending money.
The government can't make a profit from the transit.
Too expensive, higher than the cost of gas.
Not financially responsible.
Financial crisis they were in.
Need to manage finances better.
The cost is too high to use the system often.
Never work within their budget and always require a tax increase to operate.
Doesn't operate under budget. Always asking for a tax increase.
Not as much access for the handicapped. Mismanaged funds,reduced bus service, overpaying of lawyers.
Finances.
Cost overruns.
They went over budget.
Sever cost overruns and a public image problem.

Q14a. What is the reason you feel metro is not doing well running the transit system?
Underserved population. What will happen when stimulus money runs out?
Costs and the cuts of a lot of routes.
Cutting the services and raising the prices.
Better run financially.
Manage the finances better than they do. They spend unwisely.
Can't manage finances very well.
Not spending money wisely.
Need to be more money wise.
A lot of financial problems.
Security
Robbery; gangs.
Improve security because the metro bus system is crime infested and not safe at all. I wouldn't put anyone I know on the bus system because their safety is at stake!
No security.
Security, cleanliness, affordability and timeliness.
Security and new scheduling.
Poor security.
Basically, not serving area as needed and the crime.
Security problems and limited routes.
I hear a lot about people getting mugged waiting for the bus.
Efficiency
Closer stops. More access for disabled and seniors.
Takes long to commute and they run late and don't connect properly.
Timeliness and frequency.
Time.
Busses are too infrequent.
Timing (not on time), bus drivers aren't professional (they are constantly texting or talking on their cell phone).
Bus service not frequent enough.
Busses aren't frequent.
Used to be more busses. More on time. Never used to pass a passenger.
The busses aren't on time.
Times they run the train are not convenient.
Other
Cancelled the bus routes and then got State revenues. Poor planning since the routes were cancelled.
Don't give right bus schedules to people that work.
Busses pass the bus stops sometimes.
Don't run often enough.

Q14a. What is the reason you feel metro is not doing well running the transit system?
Schedules are off.
Cut some of the buses.
Too slow.
Barely a system.
Not enough riders.
Runs on time and clean.
Lack of public support.
Sees a lot of people waiting but no bus is in sight.
Their overall plan isn't adequate and the busses don't go where the riders are.
Keeps changing.
Poor management and design, no highway travels.
Doesn’t start anywhere, doesn’t go anywhere. Study Marta-Atlanta
Because when it's gone people are upset.
No vision or leadership to develop mass transit in the area.
They stop running at midnight. Don't have many bus stops around downtown.
Didn't pass the plan on making improvements.
More access for the disabled.
More disabled accessible busses, lifts or vans for them.
Too long to get to your destination due to cutbacks.
Cut stops out here and people can't get work from city out.
Not enough busses.
They cut services, raised fares, and didn't build rail system across hwy 40.
The recent cuts and re-introductions in services.
Over runs and poor management.
Doesn't go where I need to go.
Can't use it if I wanted to, it's too far. I would have to drive to take public transit.
They are taking away a lot of routes to places I need.
Bus routes have been cut that seem to be more important than others that weren't cut.
Routes aren't designed to help people. Schedule and routes aren't convenient for the people who try and want to use them.
Bus stops need to be conveniently located.
Lots of violent and criminal incidents toward the young and the elderly.
Mismanagement, no metro link in west St Louis.
Nobody to turn to with questions and the train service stops too early.
Can't get anywhere, very inconvenient.

Q14a. What is the reason you feel metro is not doing well running the transit system?
Closed down the busses, alienated 80% of riders, didn't expand in the right areas.
Put lines in other places, like Jefferson.

Q14b. How could Metro do a better job?
Expansion
More lines.
Build up the system.
A route coming to their neighborhood.
More lines! Put it where the people who have money can get to their jobs and have convenient parking available.
Now there are too many limited routes. They need to expand and get more lines going.
Expansion of bus service, more info available for people who don't know anything of it.
Adding more bus stops and bus routes.
They need to expand the service to all areas of the region.
Expand the metro link.
Go to other cities.
Stop cutting routes and add the ones they took away.
Improve connections.
Expand.
Expand transit services.
Restore bus routes that were disconnected. Reduce overhead and management and re-employ those who were laid off during cuts.
More frequent bus service, more metro link services.
Provide more available routes.
Better locations.
Redesign bus routes and schedules and make them more accessible and convenient for the people. Routes need to be shorter to be more accessible and more frequent.
Expand the routes to allow people to get to work that don't have a ride.
More routes and cheaper.
Expansion and more direct routes.
Need to expand.
Expanding.
Expand routes to more neighborhoods.
Better management.
Increase the number of busses, more supervision of the drivers and more timely.
Provide more frequency.
Need more miles covered.
Access to every area in the city.
More services.
Expand areas covered.
More riders.
Financial Matters
Use money more wisely.

Q14b. How could Metro do a better job?
Be accountable and public with how the money is spent.
Lower rates and improve service.
The need new managers to run the system and definitely need to improve the security. That's why is a money pit and no one wants to ride it. We constantly put tax money into it and because it's so unsafe to ride it, it can't pay for itself.
Figure out some way to make a profit.
Operate under budget, survey whether certain votes are needed or not.
Lower prices.
Improve public image/PR. Run more efficiently. Lack of funds and service to St Louis. Stop paying to metro and set up their own bus service.
Realistic budgets.
Advertising campaign for infusion of money.
Lower cost.
Be financially responsible.
More responsible with money.
They could reduce operating costs and frequency.
Security and other issues
Hiring security on the service.
Better, long term budgeting to prevent layoffs and route cancellations.
Fix schedules.
Stop more.
Run more often.
Make schedules work better together.
Adjust schedule to fit large events.
Combat the bad press and reputation.
Promote the services.
Make it safe to ride.
More education to the people.
None.
An increase of stops by the busses.
Quit cancelling bus routes that serve a lot of people.
Longer routes.
More security.
Keep things how they are.
Hiring.
Getting everyone out of there. Employing different people.
Up user fees. Do more "elevated" that are faster.

Q14b. How could Metro do a better job?
Remove bus stop from in front of my house. Makes less difficult to access call-a-ride. Small busses with high school students, expanded trolleys back in place in the main city, Kansas hwy or Page, child safety seats.
Run a faster route, yearly bus pass, more security.
Don't try to appeal to everyone, just appeal to the area.
More meetings to talk decisions over before they're made.
More handicap busses.
Providing services for the handicapable.
More drivers, more customer involvement, shorter bus stop wait times.
Make more expansions to St. Charles and west county.
Not having short-term disruptions.
Less overruns and better management.
Shut down trains, get more busses to get more places with natural gas.
Put stops back on corners.
Higher security and go back to old scheduling.
Bring back the "Hodimont" so that people in the city can get around and make metrolink go north and south.
Learn to operate within the budget.
Increase the bus stops.
Open more stops.
Not sure.
Need to increase coverage.
Bring back the cut routes.
Pick routes better.
Run it more like a business.
More bus service and more accessible for disabled people (more stops).
Serving areas needed and fight crime.
Arm the train.
Be more fiscally responsible.
Add more busses.
Increase security on busses and metrolink cars.
Better customer service and needs to run later.
Not convenient.
Put in more busses, expand to more local routes.
Better planning.
Staying within budget and not going over budget.
Get financial matters taken care of and expand the metro line further out and more bus shelters.
If they would balance things and manage their finances better they would do fine.
Provide services throughout county.

Q14b. How could Metro do a better job?
Busses should be smaller in size.
Serve the right areas. Would get a lot more business by going south on I-55.
Improve wait times.
Increase security.
Get tickets for trains and nicer drivers.
Improve routes and security.
Less crowded and cleaner.
Correlate the times better.
Change limits on miles to more than 20 miles.

Q15a. What is the reason you feel metro is doing a good or excellent job at providing public transit service?
Cost
Costs are reasonable.
Try to make the most out of the funds available. Try to service as many people as possible.
The budget and very secure.
More tax revenues.
Convenient and cheap.
They help people who can't afford the transit.
They do a good job for the amount of money the government gives.
They get by on a smaller budget.
Affordable.
Efficiency
Run to Missouri and avoid the congestion.
On time.
Running on time, clean.
Trains good shape, always on time.
Fast, no waiting, can ride at night.
Still up and runnning and usually on time.
The trains are on a good, tight schedule that works.
Timing and scheduling.
Easy, fast way to travel.
They arrive to destination in a timely manner.
On time.
Save time with parking, comfort, cost.
On time, reliable.
Keep things flowing, keeps cars off the roads (helps with congestion).
They are on time.
Quality of service, timeliness, cleanliness.
Runs every 10-15 minutes, convenient!
Always on time. The one to the airport is great! Cheaper than driving or parking.
Good for those who don't want to drive and find parking places. Save on money and congestion.
A lot of busses, on time, getting people to jobs is always good.
On time and easy to use.
Timely, reliable, clean, ability to use Blackberry, quick, well run.
On time, on schedule.
Very good at being on time and dependable.
On time everywhere.
Everything runs on time.
Courteous and on time. Great website.
On time, clean, safe.
On time.
Works efficiently.

Q15a. What is the reason you feel metro is doing a good or excellent job at providing public transit service?
On time, very prompt.
Prompt, clean, priced great, convenient.
Prompt, timely.
Prompt, clean, accessible.
Schedule.
On time, easier, faster.
On time.
On time.
On time, safe and clean.
Very prompts and very clean. We feel secure riding them.
On time.
Run frequently, always on time.
On time! Security is awesome!
Not lengthy wait times.
Frequency is convenient.
Other Compliments
Takes me places beyond the bus system. Faster.
Helps those without transportation get around.
Providing transportation all day, every day safely.
No complaints.
It's available.
Family members never complain.
It's dependable.
It's good in the city.
High response.
Trains run late at night.
Recovering well from previous bad management.
Helps people who need it.
Provides great transportation to workers across the river.
Having good service.
Take bus anywhere and lots of routes.
Providing the service very well.
Gets the job done.
Work good with the resources we have.
Getting better.
Got the other busses back.
Very important for people who can't drive and it's good for the environment.
People tell her it is excellent.
Convenient.
Easier to get around.
It's just good all around from what he has heard and read. Seen no complaints.
Word of mouth. People love it.

Q15a. What is the reason you feel metro is doing a good or excellent job at providing public transit service?
System set up well with the metro link and busses.
They get you where you need to be.
Provides transportation to those who can afford it. Provides more jobs.
Metro link to and from downtown area.
See people at park and ride lots.
He hasn't heard of any complaints, assumes all is well.
Metrolink runs well.
Good resource for the community.
Personnel is reasonably on time.
Good service to have.
It's important to people.
Good way in helping others.
Heard good things.
Seems OK.
Good way for people who don't have cars to get around.
They provide service for people to get around who normally wouldn't be able to get around because of lack of transportation
Provides good service for people who aren't fortunate enough to have cars.
Expanding and restoring services.
The new metro stops and it's new shelters are great.
Seems to be doing good.
Fits the needs of area population.
Work with people who use it to get to and from work.
Security, clean, people well behaved.
It's important people get where they need to.
They provide good routes.
Light rail is well run and clean to go to sporting events and no parking fees.
Getting people where they need to go.
Gets to the people's locations.
Doing a good job.
Important. Cuts down on pollution.
Like to ride it because of the people.
Overall, I feel pretty satisfied.
Stops that I use frequently are easy to use.
Granddaughter uses metrolink.
They're all over (2300 hours last night). Sees busses continuously.
People need it.
Daughter-in-law uses it a lot and thinks it is a good option.
No negativity in media, regarding transit.
Never had a problem, all experiences were fine.
Has had no problems, always clean, employees are friendly.
Metro link is very helpful.

Q15a. What is the reason you feel metro is doing a good or excellent job at providing public transit service?
Very effective.
Great services.
Several of her students use Metro to get back and forth to school. They can get where they need to go and do it on time.
Convenient. They are there when you need them and you never have to wait long.
Equals the busses. Evens out with the Metro link so good connections.
Providing the service as needed for mass transportation and cuts down on congestion.
Metro link is clean, well lit, safe.
Relieves added expenses like parking, one-way streets, and wasted time when driving downtown.
It helps people who need the service.
They get you from point a to point b.

Q15b. What things would you like to see metro doing differently?
Expansion
Provide it further out in my community.
Needs to go to more places.
More expanded service.
More rail expansion.
Put lines back further and expand.
More lines and developing and expanding it.
Expand into the suburbs.
Go farther north.
More routes at night so people don't get stuck. Bring back some of the older routes that were eliminated.
Come to more areas, expand routes.
More routes; better management.
Run metro link down to south County.
More routes.
Wish they had more available transport to sporting events.
Not enough bus lines, doesn't run early enough. Call-a-ride isn't convenient to the disabled.
Open more stops in the community.
Metro link connected to more places.
Expand more north.
Expanding further down south.
Frequency of hours, more lines and more hours.
More routes.
Expand services to other areas of the region.
Expanding services to other areas.
Add more metro link.
Expand to West county and Saint Charles.
Better management. Expansion.
More service routes and better management.
More routes.
Needs to get to more of the metro, increase the lines to Hwy 40.
Provide service to St Charles without a large tax increase.
More stations in the suburbs.
More hours of operation.
More routes.
More places for the light rail to go.
Longer routes and more services.
More routes.
Metro link expanded to St Charles and further south.
Need to run the train a little longer-expand the hours.
More stops and frequent bus service.
Have more metro lines/busses to provide more service during rush hour.

Q15b. What things would you like to see metro doing differently?
Expand.
Continue to expand services.
Expand routes.
More lines and destinations.
Expand services.
Expand metro link.
More expansion.
More seating.
Locations where metro goes.
More routes.
Travel to more places, expand routes.
Make more stops.
More busses, frequency in Dutchtown area-expansion of Route 40.
More expansion of services even in to Illinois.
Access and service on east side (Edwardsville area).
Crosswalk for metro link.
Provide transportation for St Louis and Illinois area. Lower prices for the disabled.
Bus line in north St. Louis to come back for senior citizens.
More routes closer to Creve Loeur.
Run more frequently.
More metro link.
Would be nice to make the metro link accessible to the north and south of the city.
More routes to different parts of the city.
More routes.
Have more routes.
Offer more park and ride.
Would like to see the metro extended, it would be very useful.
Bigger parking lots and more lines.
Trains going to different places.
North and South routes.
Safety and Security
Adding more security.
More security on platforms. Monitor people who beg for money or get on without paying.
More security.
More security.
More security.
More security.
Safety precautions.
Security could be better, keeping up with rules and regulations.
While my daughter was waiting to transfer from one bus to another she was alone for 20 minutes.

Q15b. What things would you like to see metro doing differently?
Reduce crime.
Increase security.
Security.
Efficiency
Not efficient.
Faster service.
More frequent service.
The drivers can't pick up people if they are late for the stop, this should change.
Don't skip routes or be late.
Bus stops need to be closer.
More frequent in some areas.
Express train needed.
Running faster.
Run faster.
Other
Part-time bus/transit pass.
Resuming regular bus schedules and routes.
Work on their image and how they're seen. Also, needs to be better connected to bus routes.
Putting the busses back.
Don't change schedule without notice.
Less crowded.
Cleanliness.
Stop raising the fares. Make budget cuts somewhere other than the busses.
No changes necessary.
Scheduling changes at last minute are frustrating. Hard to find schedules without a computer.
More info.
More info.
Drivers quit talking on cell phones while they are driving.
Busses are old and empty so need to refurbish them or make smaller busses or routes.
It can be upgraded.
Smaller busses at night.
Better driver's attitudes.
Not qualified to answer.
More information about where trains are going and better communication when bust arrives through the speaker. Also, better and more instructed signs to get around from coming out from the airport. Better coverage on trains during inclement weather.
Doesn't know. Not a frequent user.
Hasn't had any problems, doesn't know.

Q15b. What things would you like to see metro doing differently?
Better signs and information at the bus station.
Budget money better.
More accessible.
Project better estimates of routes.
Just happy that they have restored some of the services.
Don't stop the route that they were talking about stopping.
Pull off to let traffic pass.
Better management of money.
Keep the busses running (don't make any cuts).
Verifying that riders have tickets.
Checking tickets.
Bring back some routes that they got rid of.
Tax pass to include other counties.
Bus drivers need to be more aware of possible passengers at bus stops (don't just drive by them because they are trying to keep a schedule).
Lowering the fares would help more people.
Bus pamphlets with schedules to the elderly and disabled.
Don't cut services.
People who use it for airport should be limited on the luggage they can bring on to the metro because there isn't enough room and way too much congestion during Cardinal's games.

Focus Group Report

MOVING TRANSIT FORWARD

REPORT ON FOCUS GROUP SESSIONS WITH METRO CUSTOMERS AND NON-RIDERS

SUBMITTED BY:

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I. EXECUTIVE SUMMARY

Purpose and background

Metro, in cooperation with East-West Gateway Council of Governments (EWGCOG) and key stakeholders, is in the incipient stages of developing a Long-Range Comprehensive Plan to guide development of the St. Louis region's transit services, projects and programs. To help guide the formulation of the "Moving Transit Forward" Long-Range Plan, Metro and its partners are soliciting input and advice from regional leaders, political officials, the business community, and the general public. Public outreach efforts began with a quantitative, regional telephone survey in August 2009 and follow-up, qualitative focus groups in September, 2009; this report records and analyzes the results from those focus groups.

Metro and its consultant team conducted four focus groups from September 9th – 15th, 2009. Participants were grouped according to whether or not they were currently consistent Metro customers. The team conducted two focus groups for each category, 'Metro Customers' and 'Non-Riders.' The purpose of the focus groups was to develop an in-depth understanding of issues related to the public's views of the overall system, rider experiences, and possible system enhancements.

At each of these meetings, participants were asked a series of questions related to the Metro system. Discussion topics included Metro's impact on the region (employment, education, economic development and overall quality of life); the groups of people most likely to use transit; customer experiences; public perceptions of operational management; communications; transit funding; and participant recommendations for improving the system.

Metro's impact on the region

All of the respondents from both groups highlighted that transit has a positive impact on the region's overall quality of life by providing mobility and increasing access to jobs, schools, activities, shopping and other vital services. Many participants from the Metro Customer groups also felt that transit improves the environment by reducing traffic congestion and resultant pollution, and that it makes commuting less stressful and cheaper than driving.

Participants from the Non-Rider groups felt that transit has a beneficial effect on employment as it helps connect businesses with the largest possible pool of employees, but they also stated that MetroLink service areas are too limited, and bus connections too inconvenient, to be a viable commuting choice for most people.

Many respondents from both groups also described a link between transit and economic development, but the general perception of this link seemed strongest with sporting events, special events and downtown tourism. Those respondents who did perceive a link between transit and economic growth argued that MetroLink has a more direct relationship to land use and economic development than does MetroBus, but that its limited geographic reach and inconvenient bus transfers/connections mitigate potential positive impacts. A number of participants, particularly from the Metro Customer groups, stated that the recent service cuts have had a real, negative impact on the community's ability to get to work, and thus on the overall economy.

Transit markets

Participants were also asked to identify the groups they felt are most likely to be transit customers. In general, rather than indicating that transit is useful for everyone, all of the respondents highlighted specific groups they felt need transit the most, including people with disabilities; seniors; students; the socioeconomically-disadvantaged; people who could not afford a car, or chose not to drive; minors; and people with children. However, it is interesting to note that, despite the facilitators' focus on groups that might *require* transit, both sets of participants highlighted the need to provide mobility and access to jobs throughout the region, regardless of the consumer's circumstances.

Operations & the customer experience

Both groups offered positive feedback regarding their experiences using MetroLink, citing it as an "easier, faster and cheaper" alternative for commuting to work and highlighting its reliability, frequency, and on-time performance. The Non-Rider groups also lauded Metro's interactions with the community, well-maintained trains and discounted passes for students.

The only consistent negative comments regarding MetroLink were concerns over safety and security, especially at night and when traveling with groups of youths.

The Metro Customer groups were less positive regarding MetroBus service, citing late buses and missed connections, inconvenient yet mandatory route connections and transfers, concerns over security, unfriendly drivers, confusing route changes, and an unpleasant environment. These groups also felt that Metro did not communicate route changes or service delays in a timely and efficient manner. The Non-Rider groups did not deliver specific feedback on MetroBus service, but did express negative feelings over Metro's management of customer service, finances and advertising; they also indicated that their opinions were often informed by media coverage.

Participants from both groups were then asked to suggest ways for Metro to improve operational management and the customer experience. The Metro Customer groups recommended: expanding the system and improving service levels; improving scheduling and minimizing waiting times; enhancing security, particularly increasing the presence of security personnel; improving communications with customers, particularly regarding route changes and service delays; and advertising to increase awareness and generate support for increased funding. The Non-Rider groups echoed most of those suggestions, with the additions of investing in capital upgrades to make rolling stock more physically attractive and comfortable, establishing increased financial transparency, and improving fiscal management.

Communications

Participants were asked to share what types of information sources they used most often, both for general information and specifically for Metro, and to recommend ways for Metro to establish more effective bilateral communications. Participants from all focus groups generally receive information from television (Channels 5 and 2), the Internet (msnbc.com, CNN, and stltoday.com), newspapers (St. Louis Post-Dispatch, Riverfront Times and St. Louis American) and radio (100.3, 104.9, 104.1, 95.5, 107.7).

The Metro customer groups suggested alternative communication strategies such as public meetings being held at more convenient times; emails; mailed letters; and more small-group meetings such as focus groups. The Non-Rider groups' suggestions included offering live chat and email sessions through the Metro website; the ability to call and speak with responsive customer service personnel; meetings hosted by the CEO and the Board; and CEO visits to Metro stations. Both sets of participants described Metro's website as a weak communication tool, and suggested that it include more surveys and comment areas.

Funding

Near the end of the exercise, participants were given a quick summary of transit funding policies and realities, then asked to provide feedback and suggestions for how they would fund their list of priorities. The Metro Customer groups provided a variety of suggestions for increasing funding; however, their answers, such as fundraisers and donations, indicate a widespread misapprehension of how much money it takes to operate or expand the system. More robust suggestions included selling more advertising, partnering with companies to establish and operate flex routes and share in capital improvements, and charging to use Park & Ride lots. Recommendations from the Non-Rider groups included pre-board payment system with turnstiles; issuance of bonds; a payment system pegging fares to distance traveled (travel zones); rider incentives; increased advertising revenues; and issuance of tax credits for employers who purchase passes for employees.

Participants were also asked if they would support a sales-tax increase. A quarter of the Metro Customer respondents said they would, so long as there were no additional service cuts; those who would not support a tax increase argued that taxes are as high as they should be, and that transit riders are largely socioeconomically-disadvantaged people who cannot afford to pay more. The majority of the Non-Rider participants indicated that they thought it was unfair to tax citizens, especially those who don't utilize the system, and expressed concerns about fiscal mismanagement at Metro.

System Enhancements & Participant Recommendations

Participants were shown several alternative transit modes and general service enhancement concepts, and asked to share their reactions to each. The alternative transit modes presented included light rail, Bus Rapid Transit, commuter rail and flex routes; the service enhancement concepts focused on improved passenger amenities such as transit centers, restrooms, and station/bus stop upgrade. Participants at each of the focus groups were generally supportive of all these modes, especially light rail and Bus Rapid Transit (BRT). Some respondents stated that expanding MetroLink was a great idea, but too expensive for the region at this point in time. These participants and most other respondents were supportive of exploring BRT as an alternative service strategy. Many respondents were also interested in the potential for enhanced flexibility and cost savings offered by flex routes, but these responses were due in part to widespread misunderstanding of the nature of flex route service. A few participants supported commuter rail service for more distant parts of the region, specifically St. Charles County, Arnold, MO and Alton, IL, but in general it received lukewarm attention.

Participants were then asked to prioritize the three system enhancements they'd most like to see realized. The Metro Customer groups recommended enhancing security, better scheduling and route connectivity, and more transit centers/waiting area amenities. The Non-Rider groups prioritized expansion of MetroLink, implementation of Bus Rapid Transit, and enhanced security.

Summary

The results from these focus groups offer several lessons for the "Moving Transit Forward" team to consider as it moves forward with the long-range plan, as well as more specific suggestions for improving Metro's operational management and customer service:

- Metro and the "Moving Transit Forward" team must seriously consider the general service enhancements described as top priorities by the focus groups:
    - Expanding MetroLink's service area and improving regional access
    - Implementing Bus Rapid Transit service
    - Enhancing security, particularly the presence of live and engaged personnel

- Improving scheduling and route connectivity, minimizing wait times
- Constructing more transit centers and upgrading passenger amenities

- Metro and its "Moving Transit Forward" partners must do a better job educating the public about the synergistic relationship between transit, land use, economic development and workforce development. The team should illustrate the overall point with examples of successful Transit-Oriented Development, transit's impact on business creation and attraction, and transit's potential for connecting the community to quality, sustainable job opportunities.

- Metro and other regional partners must continue to explore other potential funding sources. Tax increases are always an up-hill battle, and the nation's current economic crisis makes them even less popular.

- Metro must make the best possible effort to establish effective, timely, bilateral communications with its customer base. Alterations to routes and service levels, as well as service delays, must be immediately transmitted to the general public, perhaps via email, text message, or information kiosks at stations, transit centers and major bus stops. Metro also needs to explore more effective methods of engaging customer participation, such as interactive websites, blogs, consistent community meetings, and email surveys.

- In order to continue a strong record of success into the future, Metro must increase its customer base by providing freedom of choice in travel modes and easy access throughout the region to as many people as possible. Expanding MetroLink's service area and implementing Bus Rapid Transit service are key components of this strategy.

II. INTRODUCTION

Purpose and background

For the first time in its history, Metro, in cooperation with East-West Gateway Council of Governments (EWGCOG) and key stakeholders, is embarking upon the creation of a Long-Range Comprehensive Plan to guide the development of the St. Louis region's transit services, projects and programs. "Moving Transit Forward" will consist of three elements: a short-range (5-year) plan for service restoration and enhancement; a mid-range (10-year) plan for major capital projects; and a conceptual, overall vision for system evolution (30-year). "Moving Transit Forward" will be an action-oriented, 30-year plan and policy framework for how transit will:

- bolster St. Louis' regional economy;
- enhance mobility and freedom of choice in travel modes;
- reduce vehicle congestion and pollution;
- empower the transportation-disadvantaged;
- retain existing riders and attract new riders;
- increase overall transit system efficiency; and
- improve overall quality of life throughout the region.

To help guide the formulation of this plan, Metro and its partners are soliciting input and advice from regional leaders, political officials, the business community, and the general public. Public outreach began with a quantitative, regional telephone survey in August 2009 and follow-up, qualitative focus groups in September, 2009. This report records and analyzes the results from those focus groups.

The information gleaned from the telephone surveys and focus groups led directly to the creation of a community engagement plan to guide Metro's public outreach and educational efforts. Beginning October 13th, 2009, the "Moving Transit Forward" team launched a series of community workshops, at which participants were asked to share their ideas for improving

transit service and expanding the system. The workshops were held at various locations throughout the region to encourage maximum public participation and regional representation. The ideas that emerged from these workshops and other public engagement activities will work synergistically with Metro and EWGCOG planning expertise in shaping the final long-range plan. Metro and EWCOG staff will issue a draft set of recommendations at a second round of public meetings in December 2009. The plan will then be revised pursuant to community input, and a final draft presented at a third round of public meetings in January 2010. Comments and reactions from those meetings will be considered, and the final "Moving Transit Forward" plan will be issued in March 2010.

The purpose of the telephone survey and focus groups was to develop an understanding about issues related to the public's views of the overall system, customer experiences, and possible system enhancements. The study was designed to focus on several key areas including perceptions of the overall transit system, possible improvements, funding of system enhancements and communication issues.

Key objectives:

- Understand public perceptions related to system management and performance
- Gather information about what improvements consumers value, and their rationales
- Investigate ways to enhance the transit system and grow ridership
- Develop insights into ways to encourage effective two-way communication

Methodology

Four focus groups were conducted with current Metro Customers and Non-Riders[1] on September 9th – 15th, 2009 at the offices of Pragmatic Research in Clayton, Missouri. The groups were segmented by those who identified themselves as riders and non-riders, and arranged by the following schedule:

[1] The term "non-riders" represents those individuals who were screened as non-users of Metro transit, though some were self-described during the groups as infrequent or recreational riders.

September 9th, 20009 – Non-Riders

September 10th, 2009 – Metro Customers

September 14th, 2009 – Non-Riders

September 15th, 2009 – Metro Customers

At each of these meetings, participants were asked a series of questions related to the Metro system. Discussion topics included Metro's impact on the region (employment, education, economic development and overall quality of life); the groups of people most likely to use transit; customer experiences; public perceptions of operational management; communications; transit funding; and participant recommendations for improving the system.

Caveat

The findings of this report are based upon qualitative research only. Any numerical descriptions contained in this report are intended only as representations of the preferences expressed by respondents in this study, and are not projectable in any way.

It should be noted that even under the best conditions, qualitative research does not constitute a definitive exploration of research issues. Qualitative research should be used to provide directional information on topics or issues that, in most cases, should be quantified before any concrete conclusions are reached.

III. FINDINGS

A. METRO'S IMPACT ON THE REGION

Participants were asked to share their perceptions of public transportation's impact on regional employment, education, economic development, and overall quality of life.

Employment

Metro Customers

When commenting on transit's impact on employment, most participants referred to MetroLink as an *"easier, faster and cheaper"* commute to work that reduces the stress of sitting in traffic and saves money on parking. One focus group also mentioned that transit attracts employers and employees to a particular place. One participant commented that the recent reductions in bus service has forced some people to use cabs, making the commute to work more expensive.

> *"If employers are looking to locate in the region, they will look at the transportation system."*

> *"I think it's great for attracting employers and for employees to get to work."*

> *"You don't have to pay for parking, especially at Washington University, where parking can be $500 a month per semester."*

Non-Riders

All respondents from these groups drive to work, though several are occasional transit users and one participant said he occasionally carpools. When asked to consider the entire Metro service area, many respondents felt that the system's impact on the region is not very significant due to MetroLink's limited geographic reach and the inconvenience of transferring between routes.

> *"You can get off the train and catch a bus where the MetroLink doesn't go---but you have to wait longer—it takes a while so I'd just rather drive myself."*

"Buses don't help because they are not as regular as trains and there aren't enough out there to really make an economic impact or expand business here as opposed to Chicago where you can go almost anywhere you want anytime."

Economic development

Metro Customers

Participants in the Metro Customer groups did not perceive an especially strong link between transit and economic development. Participants felt that transit's greatest impact on economic growth is in increasing attendance at sporting events and special events, as well as in moving tourists around the region. They described transit as convenient, as alleviating the need to pay for parking, and freeing fans and tourists from worries about *"people breaking into their car."*

One participant, an immigrant from the Ukraine, highlighted transit as a support mechanism for international populations and immigrants in St. Louis, as it provides mobility and increases access throughout the region. She also opined that universities should advertise St. Louis' quality transit system.

Non-Riders

Many participants in this group echoed the Metro Customers in identifying transit's utility for sporting events and downtown tourism. Some participants also said it helps large employers attract more employees and eliminates the cost of paying for parking. Several also felt that public transportation is especially helpful during the holidays, especially at malls.

"It's beneficial for large employers like hospitals and companies that employ a lot of people."

Overall, the Non-Rider groups expressed mixed feeling about transit's impact on economic development. While one person felt that Metro "puts money back in the pockets of people who ride," some opined that the system has very little impact on regional economics because of its limited geographic coverage.

"I think it helps a little bit because people that ride it to work probably save a lot on gas—it's a lot cheaper so you have more money in your pocket for other things."

"I think it could help the region bring in more companies from outside if it was more…not so limited in where it goes."

In contrast, others felt that some areas have already seen development enhanced by Metro, and that it holds potential to play a larger role in the future:

"Development of it will bring more jobs, more people, and a population shift, so I think that by providing transportation it's more beneficial for the community and the state."

Education

Metro Customers

Everyone in this group agreed that transit connects students, employees and visitors to regional institutions of higher learning such as Washington University, St. Louis University, UMSL and St. Louis Community College at Forest Park. The Washington University stations in particular were cited as *"good one[s] for students."* Another participant stated that students at the University of Missouri – St. Louis often buy passes to ride from the North campus to the South campus because it is faster than walking or using the campus shuttle.

Non-Riders

Several people in this group echoed the Metro Customer groups' opinion that Metro supports several universities (i.e. UMSL, Washington University), and a few participants also mentioned local high schools and a nursing school.

Quality of life

Metro Customers

Participants generally felt that transit has a positive impact on the entire region because it provides mobility and enhances access to vital services such as medical facilities, grocery stores

and pharmacies. They again cited that transit is less stressful than driving in heavy traffic, cheaper than spending money on gas, and a more peaceful ride – when it is not crowded. Some also stated that transit improves the environment by reducing pollution.

> *"If driving, you can get stuck in rush hour, but if you are on MetroBus or MetroLink, you can read a book, use your cell phone, and text."*

When discussing transit's impact on residents' quality of life, participants highlighted specific groups such as seniors and those with disabilities. They recognized that transit provides mobility for the elderly, the disabled, and people with health issues; one also praised Call-A-Ride as an *"excellent program."*

> *"Transit improves health and health education, public health and safety because low income or disabled populations can access doctors, pharmacies, and grocery stores."*

Some Metro Customers took the opportunity to describe how Metro can also have a negative impact on their quality of life. Some participants targeted the inconvenience of late buses causing them to be late for work or miss appointments. Others said that when the buses are crowded, they sometimes *"pass you up."*

<u>Non-Riders</u>

Most participants pointed out that transit helps facilitate travel between the county and the city, provides mobility for those who can't afford or choose not to drive, and improves the environment by helping decrease pollution. To a lesser extent, participants also recognized Metro as providing mobility to children, providing direct access to the airport, and allowing people to multitask as they travel.

> *"It helps people who don't have cars or can't afford to drive to work."*

> *"It can get you straight to the airport so you don't have to have someone drop you off or pick you up."*

Perceptions of the market for transit

The participants were asked to identify the groups or types of people for which access to public transportation is critical.

Metro Customers

Participants in the Metro Customer groups felt that people with disabilities, seniors, students, and those with no income, low income or fixed income need transit the most. For people with disabilities, transit allows them to be independent and mobile. For seniors, many of whom are on fixed incomes or do not drive because of failing eye-sight or other health problems, transit maintains their mobility and helps keep them active. Transit also provides mobility to lower-income residents, many of whom cannot afford cars, and connects them to jobs and services. For students, using transit is less expensive than owning a car and paying for gas. These participants highlighted the general need to provide mobility and enhance access to jobs throughout the region.

The Ukrainian participant also cited the international community as an important group. *"They face challenges such as language barriers when asking for directions. With public transportation they can learn their route to get to work and that makes it easier for them to get around."*

Non-Riders

The participants in the Non-Rider groups shared many of the Metro Customers' opinions. They identified the following groups as vital transit markets: people who work; people who cannot afford to own or maintain a vehicle; people who choose not to drive; socioeconomically-disadvantaged groups; the physically disabled; seniors; minors; and people with children.

Experience with the Metro system

Participants were asked to describe their overall feelings about and experiences using the Metro transit system

Metro Customers

Most participants in the Metro Customer groups described *"very positive"* experiences using MetroLink; the only consistent negative comments regarded security issues, such as fear of feeling unsafe at times, especially at night. The Grand Avenue MetroLink station was consistently identified by participants as feeling unsafe, particularly the stairwell: "*students at St. Louis University don't use that platform because of security issues."* However, most Metro Customers had more negative feelings regarding MetroBus service. Participants stated that the buses are often late, making it difficult to make connections, and that they dislike the "smell" and "uncleanliness." Participants also mentioned occasional poor attitudes from bus drivers and security personnel.

> *"I only ride MetroLink and it is good. But I feel unsafe at Delmar and the Central West End stations."*
>
> *"It's the bus that I have a problem with, connecting buses. You get stuck waiting for half an hour or an hour. I could walk to work in 45 minutes. Some days it takes me an hour and 15 minutes to get to work."*
>
> *"You have to do something about the panhandlers on the bus. The same kid asks me for money every day. You need more security on the buses."*
>
> *"Bus driver attitudes are poor. If dealing with the public, you should have a better attitude. I work at a fast food restaurant and I know how important it is to be nice to customers."*

Several people expressed frustration over Metro's route changes and failure to inform customers of those changes in a timely, effective manner. It was evident that the methods utilized by Metro to communicate service reductions did not reach these existing customers.

Non-Riders

These participants own multiple cars and use them as their primary travel mode, but most are occasional Metro customers. Many ride MetroLink to sporting events, and several reported concerns over security when using the train. These participants would like to have more visible security on the system to deal with rowdy teenagers, drunks and other disturbances that make

them feel uncomfortable. They also implied that their fears about security are heightened by negative reports communicated by the media.

> *"I always took the express bus for five years; it was friendly and I met people on it…it was pleasant."*
>
> *"Security should be at every station. My mother won't even ride it now because of all the news in the media."*
>
> *"Last year a man got beaten to death at the Delmar station---it was all in the media."*

A few respondents also voiced frustrations regarding the process used to validate tickets and their inability to clearly hear train conductors.

B. METRO OPERATIONS

The focus groups were asked to share their opinions on how well Metro operates the system. Participants were asked to rate system operations from one to five, with one being 'poor,' three 'good' and five 'excellent.'

General observations & experiences

Metro Customers

In one focus group, four people gave Metro an overall rating of 'good,' while three gave it a rating of 'very good.' The other focus group insisted on rating MetroBus and MetroLink separately: three participants gave light rail an 'excellent' rating and the others a 'very good' rating, while MetroBus received only a 'good' rating or worse from all participants.

The participants were then asked to explain the reasoning behind the ratings. MetroLink received high marks due to its reliability, frequency, and on-time performance. Participants said light rail is a *"smooth and comfortable"* ride. Those who did not rate MetroLink as 'excellent' cited security concerns, especially at night.

"If everybody did his or her job, it would be better. Security needs a greater presence, schedulers need to make better connections and shorter wait times, and bus drivers need to talk less and have better attitudes."

As for MetroBus, participants did not give it higher ratings because it is *"unreliable," "unsafe,"* and *"the drivers will 'pass you up.'"* These three issues – scheduling and reliability, security, and levels of service – emerged as the three most consistent concerns from MetroBus riders.

"Difficult to make connections on MetroBus, plus you wait a long time. You can't make your connections all the time."

"Drivers will pull off and not pick you up when you're standing right there."

In one of the focus groups, there were a few participants who gave Metro a higher rating because they felt there are *"so many things they* [Metro] *can't control."* Similar comments included two participants saying *"nothing's perfect. I'm glad Metro is there because cabs are too expensive."* Participants from one Metro customer focus group also mentioned Metro's management, suggesting that the *"CEO and top management need to get out and ride the buses and trains at all hours to experience first-hand what it is like."*

Non-Riders

Non-Rider participants offered mixed remarks when discussing the overall management of the transit system. Some praised Metro's interactions with the community, well-maintained trains, and discounted passes for students. One customer also stated that he felt the engineering and architectural departments are doing a fantastic job with the facilities. For others, customer service, fiscal management and advertising were key concerns. A significant number noted that their opinions are shaped by what they learn from the media.

"Metro maintenance does a good job of keeping the trains running. You never hear about them breaking down or crashing into each other."

"I think they seem to be very accommodating to the school systems in my area. Good in networking with the community. We always get bus passes and it's good."

"I don't think they're run too well based on the media since they get in trouble for overspending. I don't think it was supervised properly and some people got in trouble for it."

Opportunities for improvement

Metro Customers

The majority of respondents from the Metro Customer groups offered the following suggestions for improving operations:

- expanding the system and improving service levels;
- improving scheduling and mode/route connection times, minimizing waiting times;
- enhancing security operations with live, visible personnel;
- establishing better communications with customers; and
- advertising to increase awareness about transit and to generate support

Participants were especially desirous of better communications when routes change and/or service is running late; one participant suggested installing kiosks with automated, up-to-the-minute arrival and departure information at stations and major bus stops.

Non-Riders

The Non-Rider focus groups echoed all of the suggestions for improvement offered by the Metro Customer groups, with the following additional recommendations:

- investing in capital upgrades to make rolling stock more physically attractive;
- establishing increased financial transparency; and
- improving fiscal management.

C. FUNDING

Participants were given some basic information about transit funding and asked to share their suggestions for ways to fund their ideal system enhancements.

Metro Customers

Participants offered a wide range of ideas for funding improvements. However, it was clear from their answers that they did not understand the magnitude of the amount of funding needed for any type of transit improvement and/or operating the system. Such suggestions included partnering with restaurants, grocery stores, and sports teams to host fundraisers; setting up Metro donation boxes at busy stores like WalMart; and working with grocery stores to set up a personal donations system, similar to the eScript cards Schnucks uses for non-profit donations.

Some more robust ideas involved selling advertising space on buses and light rail trains; partnering with private companies such as A.G. Edwards (now Wells Fargo Securities) to sponsor flex routes and help support capital improvements; and eliminating free parking at Park & Ride lots. The latter comment elicited some disagreement from other participants.

When the possibility of a sales tax increase was introduced at both Metro Customer focus groups, a quarter of respondents said they would support it as long as there were no more service cuts. Those who would not support a sales tax increase cited concerns over already-high taxes and their own financial difficulties. They recommended finding a method other than taxes to fund transit expansion and operations.

Non-Riders

Participants in the Non-Rider focus groups also offered a wide range of ideas for funding improvements. In general, the Non-Rider groups tended to suggest options that may offer some potential for generating more revenue and/or cost-savings. Some of the suggestions included: installing turnstiles at every MetroLink station in order to enforce fares and raise revenues; issuing bonds in order to pay for system expansion and upgrades; pegging fares to distance traveled (i.e. travel zones); developing rider incentives, such as discounts for certain days, coupons, etc.; selling more advertising on buses, shelters, etc.; and issuing tax credits to employers who buy employee passes.

"Turnstiles will create income because a lot of people now are riding for free."

"[Bonds are] *the way to get the most money; the county and city has to see that this will help them along with the state and federal government."*

"You have all these traveling buses, space inside buses, space at the terminals that you could sell advertising space."

"Give corporations a tax break if they provide passes for their employees to ride Metro."

The majority of participants at these groups believed that taxing citizens would be the worst way to fund Metro. Many stated that it is unfair to tax non-riders who don't use the system, and several voiced concerns about fiscal mismanagement.

"The consumers are never going to do it. It's cost prohibitive to put all that rail down. Right now with the economy, no one wants more taxes."

"I don't use it, it's not accessible to me I don't way to pay for it."

"People don't want to pay for it, but even if you don't have kids in school you still have to pay for them."

D. COMMUNICATIONS

This phase asked participants to share how they get information, both generally and specifically about Metro. The final two questions focused on the methods Metro should use to communicate with them.

Metro Customers

Participants primarily cited the following vehicles for obtaining information: television (Channels 5 and 2), the Internet (msnbc.com, CNN, and STLToday.com), newspapers (*St. Louis Post-Dispatch, Riverfront Times, St. Louis American*), radio (100.3, 104.9, 104.1, 95.5 and 107.7), word of mouth and billboards.

When asked how they would prefer Metro to communicate with them, respondents said: public meetings held at more convenient times, particularly the weekends; email; a mailed letter; and more small-group meetings such as the focus groups. Metro's website was described as being available but not very helpful; some suggested that more surveys and comment areas be added to the website.

> *"The website is not up to date. Trip finder does not include route changes. I don't think to go to the website."*

Non-Riders

Not surprisingly, the Non-Rider participants generally utilize the same information sources Metro Customers use: television, the Internet and radio. They did not list newspapers, word of mouth or billboards, but did list the U.S. Postal Service.

These respondents offered the following suggestions for establishing effective communication between Metro and its customers:

- Advertising on local radio and T.V., especially during ball games
- Billboards in highly congested traffic areas
- The Internet; perhaps Facebook
- Advertising in "ValuePak"
- Mailers and surveys in mail
- Town hall meetings
- Signs on the bus
- Executives talking to customers at stations
- Offering live chat and email contact through the Metro Website
- Meetings hosted by the CEO and Board
- CEO visits to Metro stations and randomly speaking with riders

E. TRANSIT SYSTEM ENHANCEMENTS

Participants were next asked to think like senior managers at Metro. They were shown several possible service enhancement strategies and alternative transit modes, and asked to share their reactions. They were then asked to formulate and prioritize a list of ideal system improvements.

General system enhancements

Metro Customers

The Metro customer groups offered a range of suggestions for improving the overall customer experience. Their suggestions can be grouped under the general ideas of improving scheduling and connectivity; enhancing security operations; improving communications with customers and the general public; and encouraging drivers to provide better service.

Improving scheduling & connectivity:

- Use GPS devices to monitor buses
- Have Metro executives randomly ride buses to observe what's going on
- If MetroLink is running behind, communicate/coordinate with buses and public
- Put sensors on bus stops to monitor the times buses arrive to hold drivers accountable
- Make routes/schedules more 'realistic' and monitor them
- Advertise route changes on television, bus stops and in the *Riverfront Times.*

Enhancing security operations:

- Fire the company that does security and hire a better firm/guards
- Add extra security
- Put police on buses and MetroLink
- Have police patrol parking lots
- Conduct random checks of security at stations

Improving communication:

- Install technology that allows customers to indicate their presence at bus stops
- Install maps and schedules at all bus stops
- Post route changes at all stations and bus stops

Encouraging friendlier customer service:

- Assign experienced drivers to the busiest routes
- Provide anger management and etiquette classes for drivers every three to six months

- Allow drivers discretion in deciding whom to pick up (for example, fare evaders, inebriated people, rowdy youth, etc.)

Non-Riders

The Non-Rider focus groups also offered a range of suggestions, which can be grouped under the general ideas of expanding the system; enhancing security operations; and increasing ridership and revenue. Many participants said they would focus on increasing demand for MetroLink and cutting back on bus capacity due to the negative stigma commonly held against buses. However, a few suggested combating that stigma by creating more express bus routes and adding more amenities to the MetroBus system.

Expanding the system:

- Add more MetroLink routes
- Better coordinate schedules and routes between trains and buses
- Use old trolley tracks for new MetroLink alignments
- Coordinate future system expansion with MODOT construction projects
- Establish more express bus routes

Enhancing security operations:

- Increase visibility
- Give security personnel authority to enforce rules
- Hire real police officers
- Add more security personnel during peak times

Increasing ridership and revenue:

- Follow up on customer service calls
- Establish and then advertise system improvements
- Survey customers
- Install turnstiles
- Add ITS/signal prioritization to ensure green lights upon approach
- Enhance the customer experience with added amenities on bus routes

Alternative transit modes

Focus group participants were shown the following service enhancement concepts: light rail, Bus Rapid Transit, commuter rail, flex routes, and improved passenger amenities such as transit

centers, bus stop shelters and restrooms. All five concepts were rotated between groups to prevent order bias among participants. In general, all of the participants responded positively to the concepts presented.

Light Rail

Metro Customers

As previously stated, most participants had positive feelings regarding MetroLink, though there seemed to be some confusion with the presentation of light rail as an alternative service concept since it is already part of the regional system. Participants were generally supportive of expanding the MetroLink system, but suggested limiting new construction to existing rail lines and keeping alignments segregated from on-street traffic. At least one respondent mentioned that modern streetcars would be a more viable service strategy.

Non-Riders

Like the Metro Customer group, several Non-Rider participants said they would use MetroLink if it went where they wanted to go and/or where they live, though one participant felt it would be too expensive to expand the system, especially considering recent history.

Bus Rapid Transit

Metro Customers

Respondents were generally supportive of this service concept, especially those who saw it more as a system of components that prioritize bus travel, rather than just a large bus. Participants recognized that a BRT line would be ideal for connecting areas of dense populations with major activity centers and the intersections of major corridors, and that it offered significant cost savings vis-à-vis light rail for near-comparable service levels. However, some participants dismissed the concept as simply a large bus, which would do little to enhance the system.

Non-Riders

A number of respondents claimed they would probably utilize such service, again if it served their neighborhoods and took them where they wanted to go. A few responded by asking questions about pricing and monthly passes. Several opined that the higher level of service and amenities would appeal to a broad customer base. One respondent argued that BRT would be better suited to growing areas rather than St. Louis, which is already cutting back bus service.

> *"It looks more like a train and has these amenities…seems very beneficial."*
>
> *"It's very similar to a train, only using a bus. That would help take some of the stigma out of riding a bus."*
>
> *"They are cutting our buses already because there are not enough people taking them. This would not be economical in St. Louis if you're already cutting buses."*

Commuter Rail

Commuter rail received only lukewarm interest from all of the focus group participants. Most participants seemed to understand the difference between light rail service and commuter rail, and a few from the Non-Rider groups had used the Chicago region's Metra service. Several respondents thought commuter rail might be a good option for serving more distant portions of the region, such as St. Charles County, Arnold, MO and Alton, IL, but also voiced concerns over ridership and cost-effectiveness. In general, the majority of participants from all focus groups thought it was a good idea in general, but did not perceive a large demand or the possibility of cost-effective service in the St. Louis region.

> "*They're awesome but I don't see a need here."*
>
> *"I see them work in Chicago, it's good up there because Chicago traffic is hell. I can't see it here, I don't know."*
>
> *"But I could see it if you live in Arnold and work downtown, that's a pain in the butt. If you had two stations, one in Arnold and one downtown, you'd be done."*

Flex Routes

Flex routes elicited much more positive reactions than did commuter rail, though this was due in part to consistent misunderstandings of the nature of flex route service. Despite the presence of explanatory graphics at the focus group meetings, most participants were left with the perception that flex routes are smaller buses that operate throughout the region on a personal reservation basis, similar to Call-A-Ride. Those respondents who understood the nature of the service concept thought it would be very useful in connecting suburban areas to the main-line transit network, but several voiced concerns over pricing, route length, timing and staying on-schedule. One participant also expressed wariness over other riders knowing exactly where she lived.

> *"This would be like a spin-off from the airlines, like they have a hub and then commuter planes that go into these other little towns?"*

> *"It could really serve populations in areas where it's hard to access MetroLink or bus routes"*

> *"It's almost like Call-A-Ride."*

> *"So if 60 people called in reservations, you would run behind?"*

Enhanced passenger amenities

Metro Customers

The current Metro customers responded very positively to general service enhancements and improved passenger amenities. There was no single amenity that garnered a majority of attention or feedback; Metro Customers generally thought Metro should prioritize all of the following enhancements: bus shelters, increased lighting, trash cans, improved security, heating systems, convenience stores and restrooms. The Non-Rider focus groups were understandably less engaged by these concepts, though several liked the idea of adding shelters and transit centers. One consumer stressed the need for security at the transit centers: *"indoor facilities, lighting and security too. Not just lighting. Security people."*

Participant Priorities

Participants were asked to consider all of the improvements discussed during the meeting and to select their top three priorities.

Metro Customers

The top three priorities that emerged from the Metro customer focus groups were: enhancing security, improving route scheduling and connectivity, and adding transit centers and other passenger amenities.

> *"Everybody wants to feel safe. If not, they don't ride. Metro could get more riders if people felt safe."*
>
> *"Not everyone works banker's hours."*
>
> *"More people would use public transportation if it were more reliable."*
>
> *"Improved lighting would make riders feel safer and bus drivers would see you waiting"*

Respondents arrived at a tie for other suggested improvements, including flex routes, extended hours and better communications. Participants said flex routes could help extend hours and eliminate drunk drivers, and that the smaller buses used for flex routes would be more cost effective because the current buses are rarely full. One focus group mentioned that more light rail extensions into South County, West County and North County would attract more riders and thus increase business and economic growth.

Non-Riders

The top three priorities that emerged from the Metro customer focus groups were: enhancing security, expanding the MetroLink network, and adding Bus Rapid Transit service.

> *"Visibility. Coordinate the number of security with the high and low rider times. That goes a long way in selling yourself. If nobody feels safe riding it, you're not going to ride it; I don't care how convenient it is. Convenience and safety have to be priorities if you're going to sell this to the general public."*

"Expand light rail. You need to get it out to more people for it to make any sense and to grow the community."

"I think that Bus Rapid Transit is a good thing. This sounds much more economical than light rail."

"Expand this (BRT) or light rail, either one or both into the places that don't have it---St Charles County, South County, West County, and East side areas other than the one spur that need direct routes."

Almost all of the participants felt that Metro should increase security and do a better job of managing it. Several participants in the second Non-Rider focus group also emphasized the need for senior management to be accountable for overall management of the system.

IV. CONCLUSIONS

The results from these focus groups offer several lessons for the "Moving Transit Forward" team to consider as it moves forward with the long-range plan, as well as more specific suggestions for improving Metro's operational management and customer service:

- Metro and the "Moving Transit Forward" team must seriously consider the general service enhancements that emerged as top priorities from these focus groups:
    - Expanding MetroLink's service area and improving regional access
    - Implementing Bus Rapid Transit service
    - Enhancing security, particularly the presence of live and engaged personnel
    - Improving scheduling and route connectivity, minimizing wait times
    - Constructing more transit centers and upgrading passenger amenities

- Metro and its "Moving Transit Forward" partners must do a better job educating the public about the synergistic relationship between transit, land use, economic development and workforce development. The team should illustrate the overall point with examples of successful Transit-Oriented Development, transit's impact on business creation and attraction, and transit's potential for connecting the community to quality, sustainable job opportunities.

- Metro and other regional partners must continue to explore other potential funding sources. Tax increases are always an up-hill battle, and the nation's current economic crisis makes them even less popular.

- Metro must make the best possible effort to establish effective, timely, bilateral communications with its customer base. Alterations to routes and service levels, as well as service delays, must be immediately transmitted to the general public, perhaps via email, text message, or information kiosks at stations, transit centers and major bus stops. Metro also needs to explore more effective methods of engaging customer

participation, such as interactive websites, blogs, consistent community meetings, and email surveys.

- In order to continue a strong record of success into the future, Metro must increase its customer base by providing freedom of choice in travel modes and easy access throughout the region to as many people as possible. Expanding MetroLink's service area and implementing Bus Rapid Transit service are key components of this strategy.

APPENDIX A – FOCUS GROUP SUPPLEMENTAL QUESTIONS

Metro Customers

1. *Have you seen uniformed police?*

   Yes - 6

   - 1 White shirt
   - 1 Brown shirt on MetroLink
   - No Red shirts

2. *Prior to the March 30th bus cuts, was Metro more reliable*? Yes

3. *What specific measures do you want Metro to take to improve communications?*

   - Signs on MetroLink/MetroBus
   - Email alerts
   - Text messages
   - Maps of route changes

4. *In the last five to ten years, what is better about Metro?*

   - Light rail
   - Digital display to show when the next train is coming
   - Heaters at the station (Forest Park) – but took them away
   - Parking – parking is much better
   - Better organized, routes and light rail combo

5. *In the last five years, what has not been so good about Metro?*

   - Service cuts
   - Security
   - Route changes
   - Price increases

- UMSL student passes used to be free, now $110/semester
- Prices higher here than in Chicago
- Why is cost from Lambert greater?
- Took heaters away
- I don't' think the price is too bad for what we get

6. Security

- Do you see security in white shirts? Four said "yes". Check transfers
- Do you see security in red shirts? Two said "yes". Are they effective? Yes, people get off, running for the next stop
- Do you see security in yellow shirts? – No
- Policemen effectiveness in MO? – Just drive thru systems, on MetroLink, effective with a presence, 5th and MO, substations – effective there, see them.
- Police effectiveness in IL – yes, only see police during events
- What are the MetroLink stations with poor security? Delmar and East Riverfront
- What are the MetroLink stations with good security? Clayton, St. Clair, 5th and Missouri, Shrewsbury, and Washington University-Skinker
- Do you think fares are enforced? Yes.

7. What routes do you regularly use?

- #97
- #59
- #91
- #11
- #2
- #16
- #1
- #8

Non-Riders

*1. The national average from fares is about 25% of what it costs to run the system and we're close to this national average. How does this information impact how you want to pay for it? ***

Many consumers responded negatively when told that fares only make up 25% of the overall cost to operate the Metro system. A significant number felt it was unfair to subsidize a service they don't use. However, other participants pointed out that the public also pays for services like schools, fire departments, etc. that they also don't necessarily use.

This question did produce several new funding suggestions including:

- Charge drivers a gas tax
- Take a portion of the tourism tax since tourists use the system
- Use road repair funds since fewer vehicles means decreased maintenance costs

> *"If riders are only paying 25% and the rest--- maybe 50% are being subsidized, how can you justify that? How can you justify running a company that's supposed to be a private enterprise if its 50% subsidized just to survive? Who wants to keep pumping money into that?"*

> *"If they're only getting 25 cents from people riding it and the rest of us are subsidizing the rest it's kind of unfair."*

> *"It feels like we're paying for something and not getting nothing."*

> *"But you pay for the schools even if you don't have children and you pay for firemen even if you don't have a fire."*

*2. If you could save $200 a month would you take Metro rather than drive? ***

Several respondents indicated they would take Metro for a monthly saving of $200, while others questioned how much more time this option would add to their commute.

"It depends on how much time it would take. If it took hours away from me and my kids…no."

"For some people $200 would be a windfall, but not if you're making 90K a year."

*3. What if you could save $300 a month? Wwould you take Metro rather than drive? ***

Many respondents were still skeptical of the savings offered until they knew how much more time would be involved. More group members were excited about this option at offers of $400 to $500 in savings.

"It's a relationship between time and money. Your time is worth something."

*4. If you had access to a fleet car that you could use during work hours so you wouldn't be stuck on a bus, would that influence your decision to drive? ***

Most people did not perceive access to fleet cars to be a real benefit. Several commented that transportation is plentiful during working hours; chances are that Metro might be out of cars when they needed them, and if they had to wait to secure a car then they could just as easily take the next bus or train.

"During work hours that is not really an issue because you already have other things running. But in the evening that would be important because you either missed them all or have to wait two hours because they cut the bus service down."

"You'd have to have so many cars because if there were five people in front of me that needed them, then I'm S.O.L."

"You'd have to wait for the car, so why not wait for the bus?"

5. How many cars do you own in relation to the number of people in your house?

Most of these participants own, on average, three vehicles.

*6. You see Metro advertising and your response is what? ***

The question about Metro advertising elicited very little response. One person said it would motivate him to use it to attend a ball game, while another said it wouldn't have any impact on his decision to ride.

> *"I'm going to take it to the ball game."*

> *"They don't have a train by me and I don't know where the buses run so I'm not going to fool with them."*

*7. What would you say are good things about Metro? ***

These consumers stated that Metro is clean, fun for kids, delivers a smooth ride and has a few nice stations.

> *"Clean compared to other systems-no graffiti."*

> *"The Shrewsbury station is really nice; others are not so nice."*

> *"The rail for the train is as smooth as glass; doesn't make a lot of noise."*

*8. If you live or go into the County would you use Bus Rapid Transit? ***

More than half of the group would use Bus Rapid Transit to travel to the county.

APPENDIX B – FOCUS GROUP DISCUSSION GUIDE

Respondent Introductions:

Please tell me your first name, and whether you ride Metro.

METRO BACKGROUND

1. What impact, if any, do you think public transportation has on the region's employment, education, economic growth, quality of life?

   (PROBE: individually and take a quick read around the table – just for context setting and confirmation of quantitative data)

2. While Metro can be used by anyone, for what groups or types of people do you feel it's critical to have access to public transportation?

   (PROBE: for what reasons; only ask about disabled, elderly, people who can't afford to drive, and workers if not mentioned)

3. If you ever ride Metro, how would you describe your overall experience of using Metro?

   (PROBE: for details/specifics; distinguish between rail or bus)

METRO OPERATIONS

4. Thinking about all the various departments and issues involved in running the overall Metro system, how well would you say they are doing?

   (PROBE: for details/specifics)

5. Let's quickly talk about the different areas you considered and their relative importance to your overall opinion.

   (Quickly CHART areas mentioned and sort out their importance – i.e. facilities were considered as poor and since they are critically important, the person gave the system an overall "poor" rating)

6. What things/areas would Metro have to improve in order for you to feel they are doing an excellent job of managing the overall system?

   (Quickly CHART areas mentioned)

SYSTEM ENHANCEMENTS/FUNDING

7. I want you to pretend that you are all the new senior managers for Metro. Your task is to take this list (of what needs to be improved) and decide HOW to make the improvements.

   Keep in mind that you are trying to get an "excellent" rating from riders just like you. (FACILITATE BRAINSTORM)

8. We've got a few ideas to share with you so I'll have my colleague come in and show them to you.

   (Introduce concepts individually [rotate order between groups to eliminate order bias], get spontaneous comments, make sure they understand the concepts but DO NOT educate; let respondents decide **benefits and importance** of each one)

   - Bus Rapid Transit
   - Light Rail
   - Vehicle Amenities and Service Levels (Flex Route)
   - Commuter Rail
   - Transit Centers and Waiting Area Amenities

9. Of all the improvements we've talked about, those from the group and the other concepts we just saw, I want you to **silently** on the tablet in front of you, write down the three most important ones to you.

10. We'll go around the table so you can quickly share your top three and say in a few words what makes these so important to you.

SYSTEM ENHANCEMENTS/FUNDING

11. Since we all know that these types of improvements will require money, what would you say is the best way to fund these?

    (PROBE: if not mentioned: reduction some current services to fund future improvements elsewhere in the system, sales tax increase, ticket price increase, etc.)

12. We talked about a few different ways of funding transit service improvements including a sales tax increase. How do you feel about supporting a future sales tax increase to fund current transit operations and future expansion?

    IMPORTANT TO FACILITATE DISCUSSION IN A WAY THAT YOU SORT OUT GROUP'S PRICING ELASTICITY FOR VARIOUS OPTIONS

COMMUNICATION

13. Before we close our discussion, I'd like to get your ideas on the best way for Metro to share information with others in the community.

14. What if you wanted to respond back or communicate with Metro…what's the best way for you to do that?

    (PROBE: what makes these options preferable/appealing; ask about newspapers, TV, flyers, blogs, etc. ONLY if not mentioned)

    IF NOT MENTIONED: In my last group, people talked a lot about the Internet…would that be a good option for you to get information about or from Metro?

    (PROBE: when/where [home – work] they use Internet, sites visited most often, how much time they spend, etc.)

THANKS AND CLOSE

15. (AS TIME ALLOWS) On behalf of the Metro Transit System, I want to thank you for sharing your time with me. The last question tonight is this: Are there any other issues or areas that are really important to you that we did not get an opportunity to talk about?

    OR (IF TIME IS SHORT) On behalf of the Metro Transit System, I want to thank you for sharing your time with me tonight. Your comments are important and will be used along with others to improve the system for all riders!

Public Workshops
Series 1
October 2009

WELCOME

Moving Transit Forward

Public Workshops

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Metro

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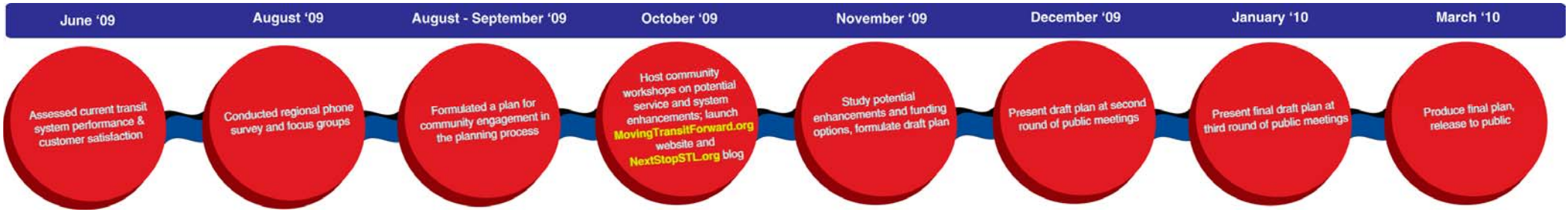
Metro Transit Planning Community Workshops



"Moving Transit Forward" is intended to be a fiscally-constrained, 30-year vision for how the transit system will:

- bolster St. Louis' regional economy,
- improve customer service to the community,
- provide and enhance service in the near and long-term,
- retain existing riders and attract new riders, and
- increase overall transit system efficiency.

"Moving Transit Forward" will consist of three elements:

- 5-year plan – service restoration and enhancement,
- 10-year plan – major capital projects, and
- 30-year plan – overall vision for long-term system development.

"Moving Transit Forward" partners Metro with East-West Gateway Council of Governments (EWGCOG), various community partners, and the general public.

Work with us to plan transit's future

Work with us to plan transit's future!

Today, Metro is asking you to think like transit planners. Break into small groups to learn about:

- the "Moving Transit Forward" planning process and timeline,
- the St. Louis region and the Metro transit system,
- transit modes and services, both existing and future possibilities, and
- transit funding.

Share your thoughts on improving service and prioritizing new projects. Your input will help shape the "Moving Transit Forward" long-range plan. ***Thank you.***

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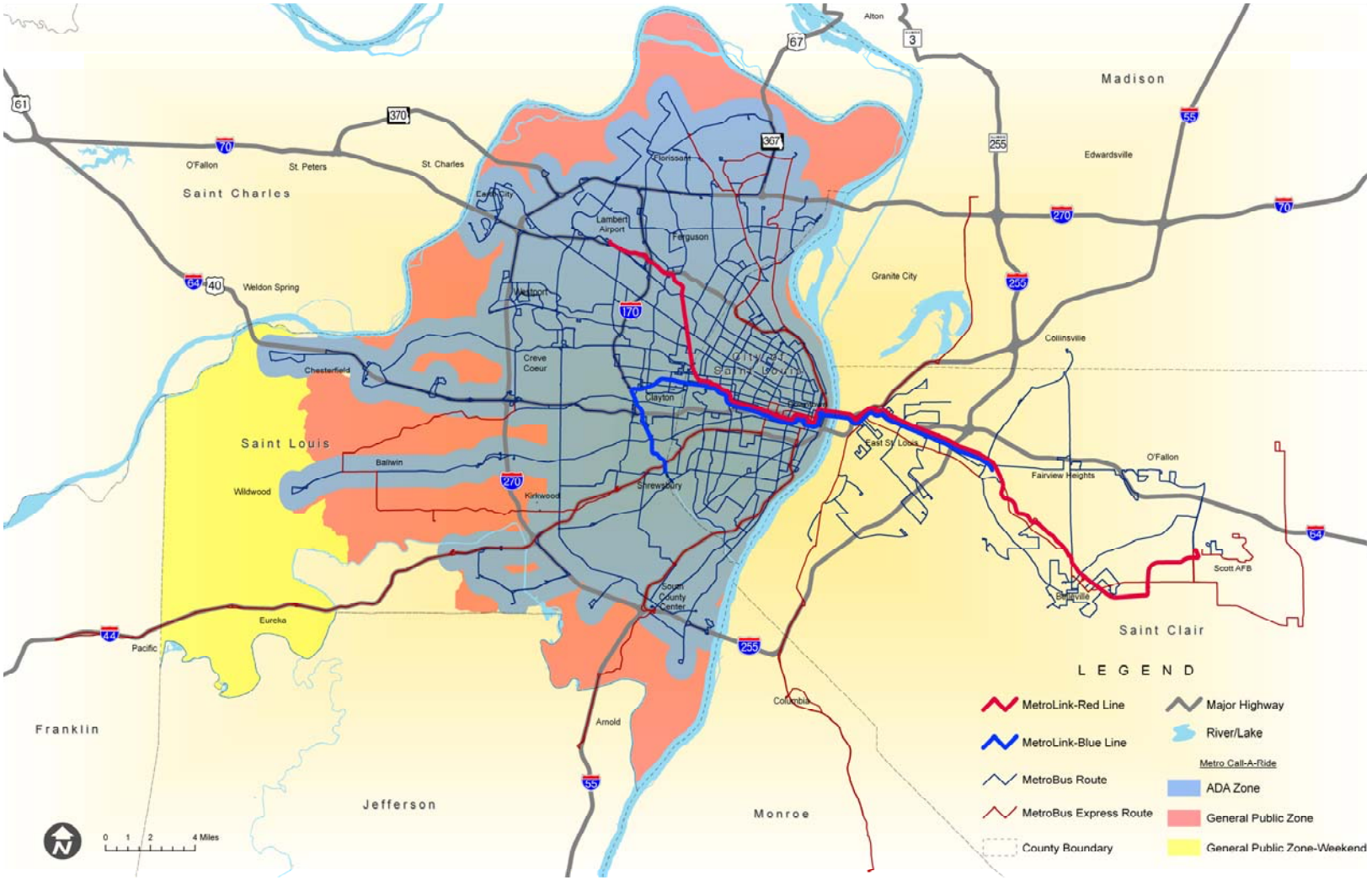

MetroLink, MetroBus and Metro Call-A-Ride

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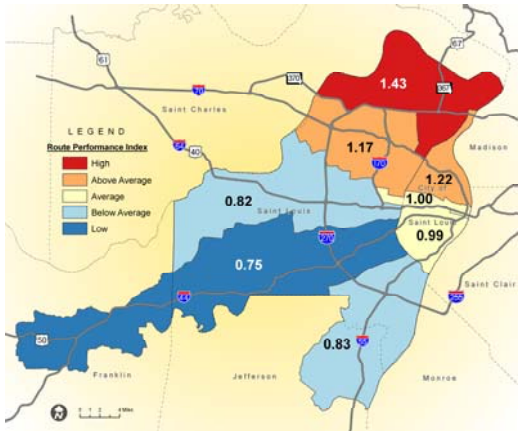
System Performance

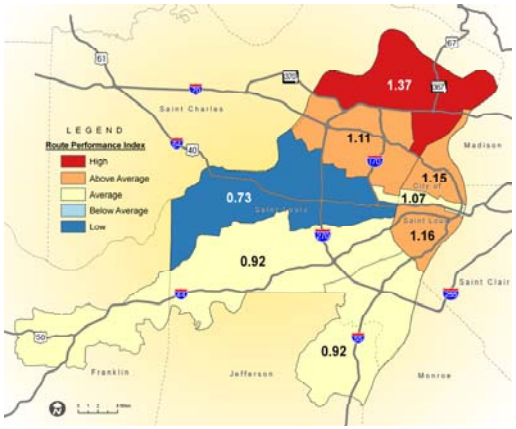
Pre-Service Reduction



Corridor Level

Route Level

Post-Service Reduction



Corridor Level

Route Level

The maps depict the Metro System performance pre- and post-service reduction from a corridor and route perspective.

- One of the purposes of this study is to identify where Metro needs to refocus transit service.
- When planning for the next 1-5 years, strong performing corridors such as North County, North City, Northwest County and South City, might merit a higher level of service.
- The maps indicate that the system performance has been average to high on many of Metro's core routes including #70 Grand, #95 Kingshighway and #4 Natural Bridge.

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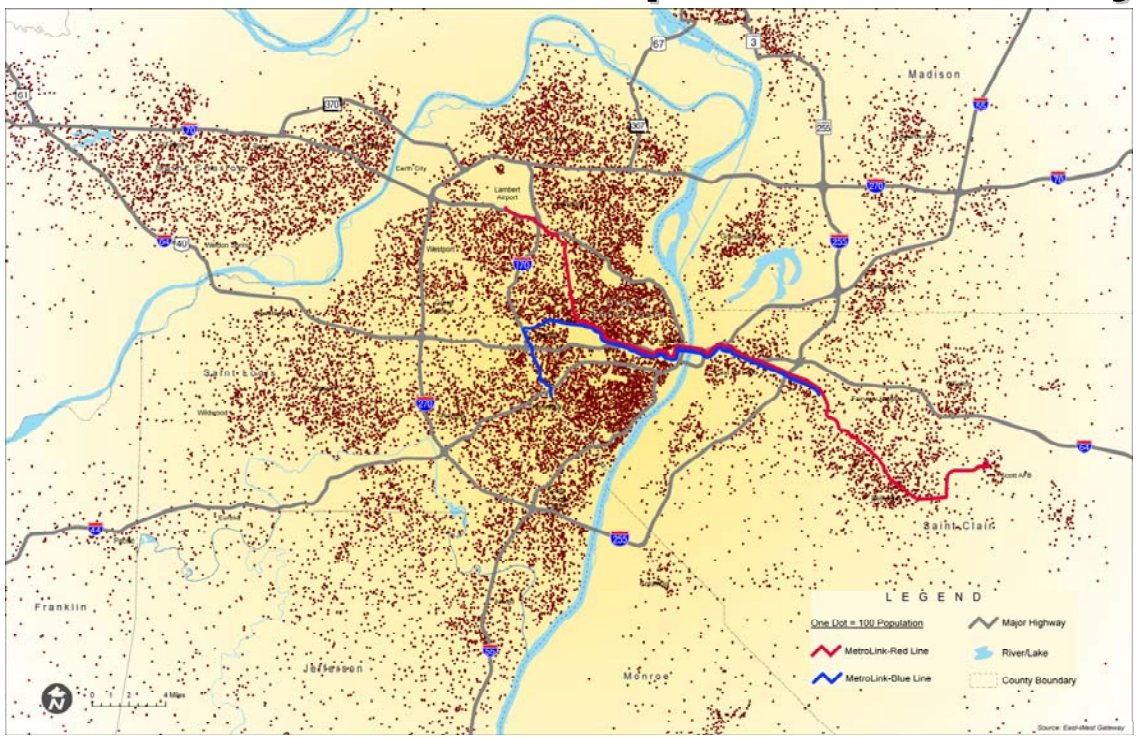
Population Density 2008



Population Density 2008

Transit works best when it links dense population centers to regional business districts.

The region is not expected to greatly shift in net population or employment in the future.

PERCENT CHANGE IN POPULATION 2000-2008

1	**Austin**	**32.2**
2	Phoenix	31.7
3	Charlotte	27.9
4	Atlanta	26.6
5	Dallas	22.1
6	Houston	21.5
7	San Antonio	18.7
8	Nashville	18.2
9	Salt Lake City	15.2
10	Denver	15.0
11	Portland	14.5
12	Indianapolis	12.5
13	Washington DC	11.7
	Average	**10.8**
14	Oklahoma City	10.1
15	Columbus	9.9
16	Seattle	9.9
17	Kansas City	9.0
18	Minneapolis	8.8
19	Miami	8.1
20	Cincinnati	7.2
21	Louisville	7.1
22	Memphis	6.7
23	San Diego	6.7
24	Chicago	5.2
25	Baltimore	4.5
26	**St. Louis**	**4.4**
27	Los Angeles	4.1
28	New York	3.7
29	San Francisco	3.7
30	Milwaukee	3.2
31	Boston	3.0
32	Philadelphia	2.7
33	Detroit	-0.6
34	Cleveland	-2.8
35	**Pittsburgh**	**-3.3**

Source: US Census

PERCENT CHANGE IN EMPLOYMENT 2000-2007

1	**Phoenix**	**20.3**
2	Austin	13.8
3	Houston	13.0
4	Salt Lake City	11.3
5	San Antonio	11.3
6	Charlotte	11.1
7	Miami	10.6
8	San Diego	8.5
9	Washington DC	8.4
10	Nashville	8.0
11	Portland	7.4
12	Atlanta	6.9
13	Dallas	6.8
14	Seattle	6.0
15	Baltimore	5.1
16	Oklahoma City	4.7
17	Denver	4.5
	Average	**4.3**
18	Indianapolis	4.2
19	Kansas City	3.1
20	Minneapolis	3.0
21	Los Angeles	2.8
22	Philadelphia	2.2
23	Columbus	2.2
24	New York	1.4
25	Cincinnati	1.3
26	Memphis	1.2
27	Louisville	0.2
28	**St. Louis**	**0.1**
29	Pittsburgh	-0.3
30	Chicago	-0.8
31	Boston	-1.6
32	Milwaukee	-2.0
33	San Francisco	-5.2
34	Cleveland	-6.7
35	**Detroit**	**-11.0**

HIGHER — AVERAGE — LOWER

Source: US Bureau of Economic Analysis

Population/Employment Growth Comparison

Table 2-1
Population 2000-2035

Jurisdiction	2000	2005	2010	2015	2020	2025	2030	2035
St. Louis	348,189	352,500	353,500	354,500	355,500	356,500	357,500	358,500
St. Louis	1,016,315	1,002,258	1,021,800	1,020,900	1,016,200	1,008,700	1,004,200	999,700
St. Charles	283,883	329,606	347,800	367,900	388,100	400,300	411,100	421,900
Jefferson	198,099	213,011	224,700	233,600	245,400	255,500	263,800	272,100
Franklin	93,807	98,987	106,900	116,800	125,500	135,000	144,400	153,800
Madison	258,941	263,975	271,500	278,600	285,900	293,100	300,300	307,500
St. Clair	256,082	259,388	265,800	270,600	274,300	279,600	284,100	288,600
Monroe	27,619	31,289	32,400	34,200	35,500	36,900	38,300	39,700
Total	*2,484,935*	*2,553,019*	*2,626,410*	*2,679,115*	*2,728,420*	*2,765,600*	*2,805,730*	*2,843,835*

Source: East-West Gateway Council of Governments

Population Projection Table

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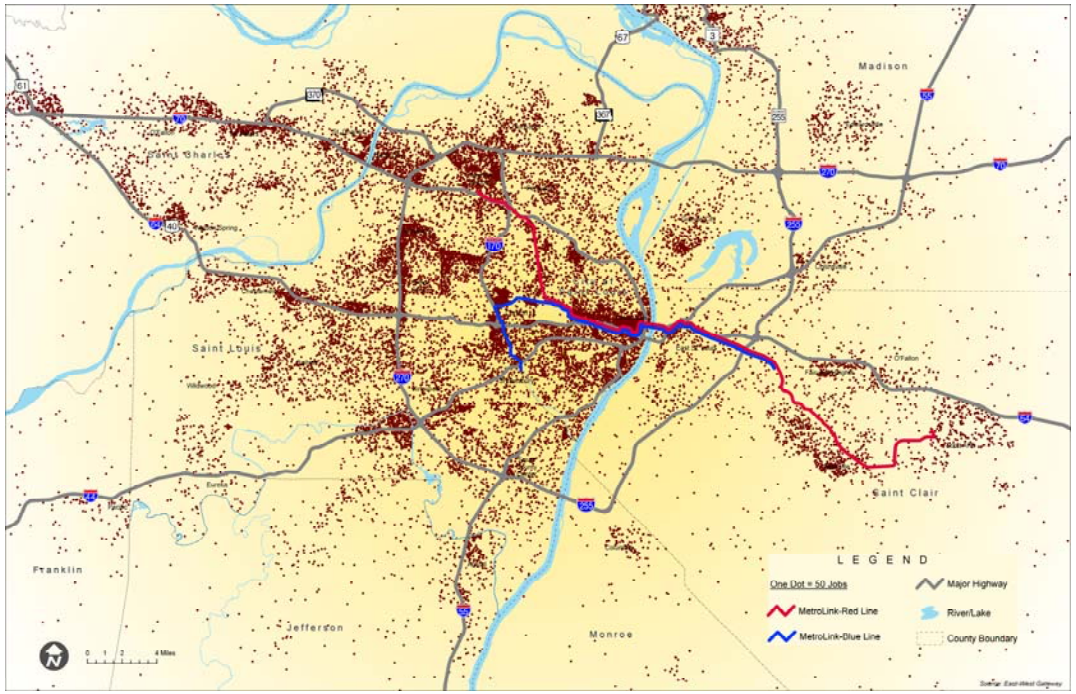
Employment Density 2008



Employment Density 2008

PERCENT CHANGE IN POPULATION 2000-2008

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Source: US Census

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25	Cincinnati	1.3
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27	Louisville	0.2
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30	Chicago	-0.8
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32	Milwaukee	-2.0
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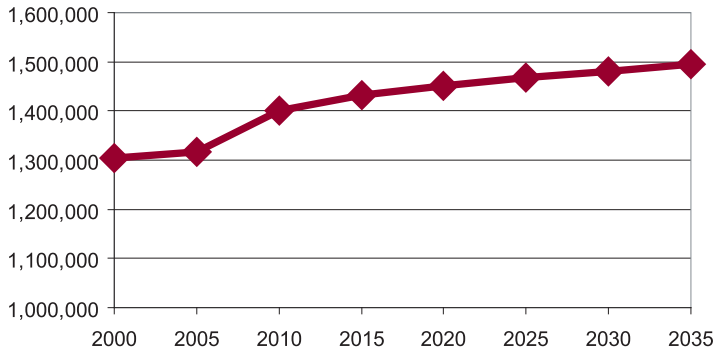
HIGHER / AVERAGE / LOWER

Source: US Bureau of Economic Analysis

Population/Employment Growth Comparison



Employment Projection 2000-2035

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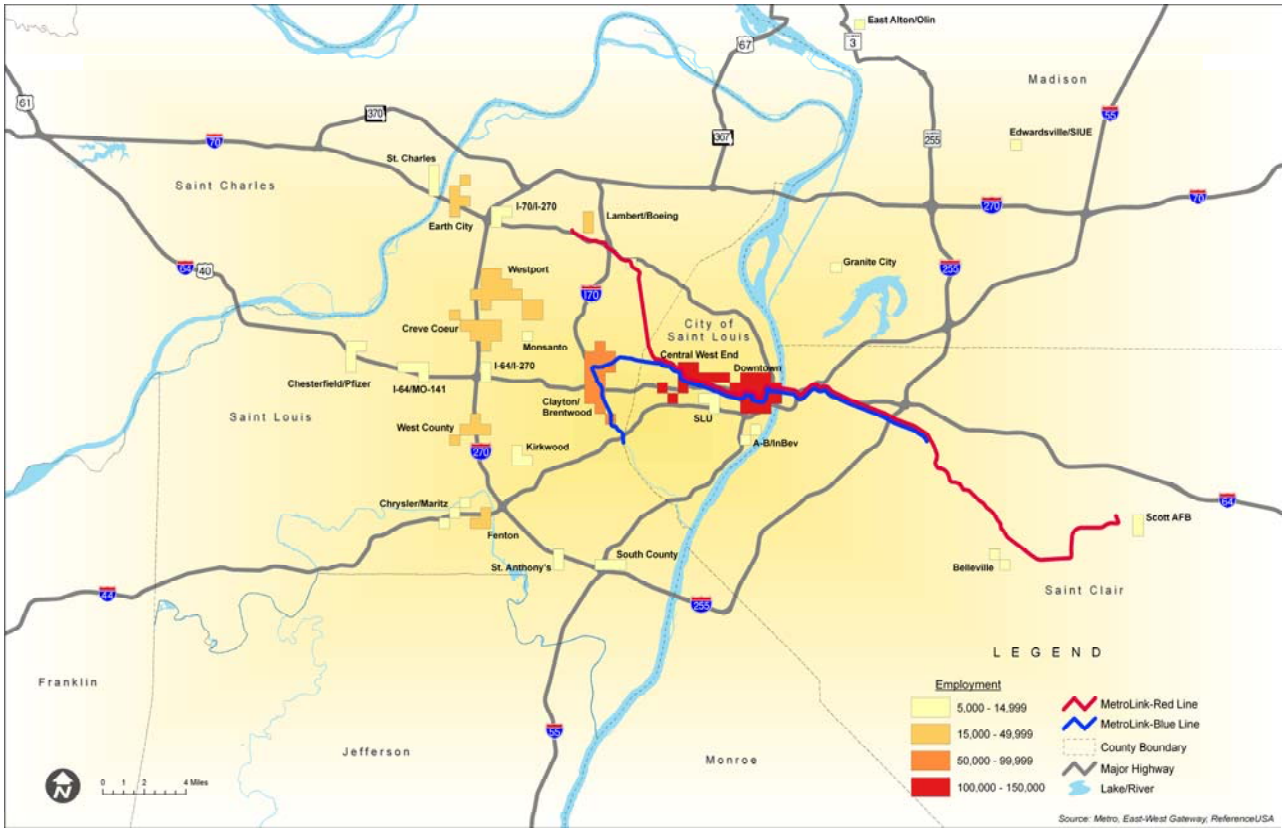
Major Employment Centers



Transit exists to:

- enhance mobility,
- provide freedom of choice in travel modes,
- reduce vehicle congestion and pollution,
- connect the region,
- empower the transportation-disadvantaged, and
- bolster the regional economy.

Transit best fulfills all these missions when it connects dense population centers to regional business districts. Transit requires density to provide efficient service, and communities need transit to thrive.

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Transit Oriented Development (TOD)

One of the most effective ways of increasing transit ridership is transit-oriented-development (TOD), which is relatively dense residential and commercial development near transit stations. Transit often acts as a catalyst for new and infill development in and around its service areas, which creates jobs, attracts new business, raises property values and improves the overall quality of life. There are many examples nationwide and in the St. Louis region of the type of residential development that makes transit-oriented-development successful.

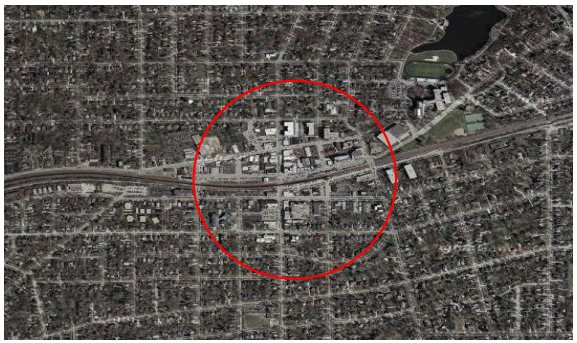
Central West End

Parsons Place Emerson Park, IL

Downtown Clayton MetroLink Station

Delmar MetroLink Station

EXAMPLES OF TOD IN OTHER CITIES



Within a half-mile of the Glen Ellyn Metra station in Chicago there is relatively dense employment and residential areas.

Successful TOD project across from the Glen Ellyn station in Chicago

Successful TOD projects in Portland, OR

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Urban Bus

Bus system in St. Louis, MO

Key Characteristics

- Flexible system that serves a variety of passenger demands.
- Routes can connect to existing rail system.
- Frequent all day service on core routes.

Urban buses typically operate on the road with other traffic. Buses stop frequently and bus stops are often one block to one-quarter of a mile apart. Speeds can vary and higher speeds can be achieved with express bus service. Buses offer advantages such as lower infrastructure investment since they operate in roadways, and flexibility that allows them to serve many different types of passenger demands. However, buses are subject to roadway congestion unless operated in an exclusive right-of-way.

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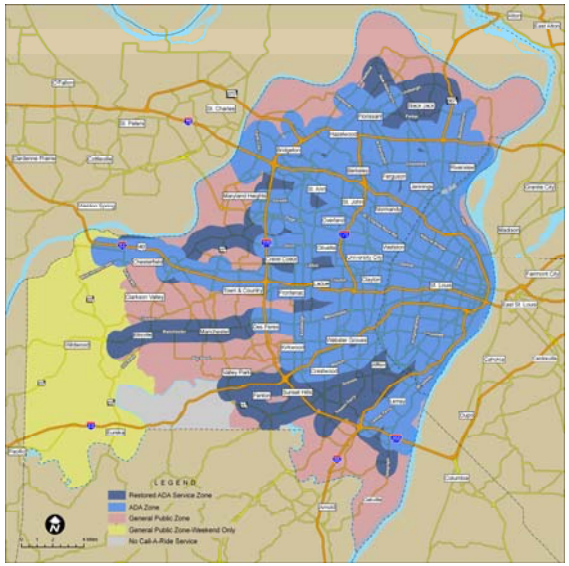
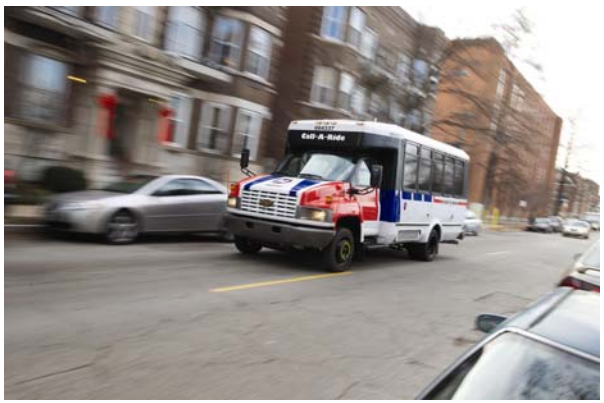
Paratransit

Metro is committed to providing high-quality transportation service to all.

- Metro buses and Call-A-Ride vans are equipped with lifts, ramps and/or kneelers.
- MetroLink trains and stations are ADA-accessible.
- Call-A-Ride is a *paratransit* system that provides curb-to-curb van service for disabled individuals in St. Louis City and County, connecting them to work, services and shopping.
- Call-A-Ride service is available only in areas served by transit; trips must begin and end within ¾-mile of an existing MetroBus route or MetroLink station to be eligible for a reduced ADA fare.
- The general public may also utilize Call-A-Ride service, but must pay a higher rate based on trip length and mileage.





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Light Rail Transit (LRT)

LRT in St. Louis, MO

LRT in San Diego, CA

LRT in Houston, TX

LRT in St. Louis, MO

Key Characteristics

- High capacity vehicles
- Permanent stations and passenger stops
- Frequent, all day service.
- Travel speeds are higher than buses, with fewer stops.
- Separated or street running right-of-way
- Provides development opportunities, transit-oriented-development.
- More flexible and cost-effective than other fixed guideway modes such as commuter rail.

Light Rail Transit (LRT) is a fixed guideway system running on a separated or in-street running right-of-way. These rail systems are generally more cost-effective than other fixed transit systems and more flexible as they can run in various rights-of-ways. LRT provides frequent, all day service. It often serves dense neighborhoods and employment centers and acts as a catalyst for development.

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Moving Transit Forward

Metro Transit Planning Community Workshops

Bus Rapid Transit (BRT)

BRT in Kansas City, MO

BRT in Los Angeles – Orange Line

BRT in Los Angeles - Viva

BRT in Cleveland, OH

Key Characteristics

- Travel speeds are higher than buses, with fewer stops.
- Frequent all day service.
- Dedicated running ways including bus-only lanes, bypass lanes, busways, and traffic signal prioritization.
- Dedicated stations and passenger stops that minimize passenger boarding time.
- High capacity vehicles with train-like characteristics such as low floor boarding and comfortable seating.

Bus Rapid Transit (BRT) is a complete rapid transit system that combines many of the features of rail systems with the flexibility and cost savings of over-the-road vehicles. BRT consists of a range of components that communities may choose between to assemble systems that best meet their needs.

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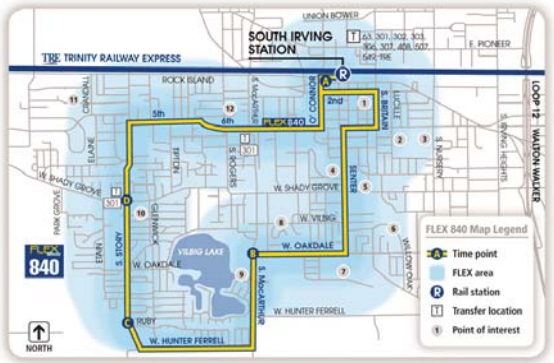
Flex Routes

Flex route in Newport, RI



Flex route map in Dallas, TX

Flex route in Dallas, TX

Flex route in Vancouver, BC

Key Characteristics

- Lower density service areas, i.e. suburban office parks
- Follows a defined route
- Route deviation allowed in select areas by reservation
- Smaller vehicles
- Service is often only during peak commuting hours.

Flex routes are a transit bus service designed to serve less dense employment centers such as suburban office parks with smaller vehicles and shorter routes. These routes often connect to the larger regional transit system at stations or park-ride lots. These routes provide more flexibility than fixed bus routes and have the ability to meet changing passenger demand.

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Commuter Rail

Commuter Rail is a long distance transit system intended to transport high volumes of passengers from suburb to city destinations. Examples of commuter rail systems are in Washington, D.C., Dallas, and Minneapolis. The right-of-way can be exclusive or shared with freight railroad operators. Travel speeds are generally higher than other modes of fixed rail and stations are more than a mile apart.

Dallas, TX LRT and Commuter Rail

Farmington, UT Commuter Rail

Minneapolis, MN Commuter Rail

Austin, TX Commuter Rail

Key Characteristics

- Long distance suburb to city trips.
- Trains typically diesel powered.
- Rush-hour oriented service, with less frequent midday, weekend and late evening service.
- High capacity vehicles with passenger amenities.

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Station Amenities

It is important that the transit system provide passenger amenities that provide shelter, comfort and convenience.

Key Station Amenities

- Sheltered passenger waiting areas
- Lighting
- Climate-controlled seating
- Commuter Parking
- Customer Information
- Public Restrooms

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Moving Transit Forward

Metro Transit Planning Community Workshops

How is Transit Funded?

There are four primary sources for transit funding. Federal, State and Local governments are most common sources of transit funds. Nationally, transit users, through fares paid when using the system are another source of funding. There are also smaller contributors like collections from paid advertisements on transit vehicles and property.

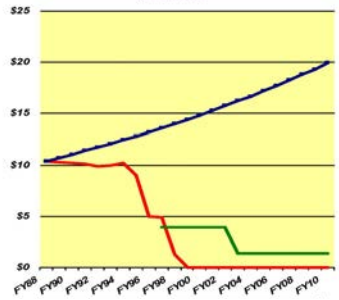
Most sources of transit funding are available to support one of two distinct purposes. *Operations* funding supports the daily operations of the transit system, including labor, fuel, parts, and supplies. *Capital* funding includes construction and maintenance of the system, and major equipment purchase like buses and trains.

Federal Funds

Until 10 years ago, the federal government was a strong source of funding for building and operating transit systems. In 1998, the federal government stopped almost all funding of transit operations and reserved their funds primarily for capital purposes including building transit infrastructure, buying vehicles and funding major system expansions.

Federal and Missouri State Operating Assistance

(in Millions)

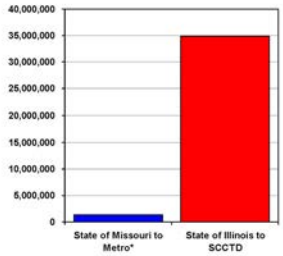


State Funds

When the federal government stopped funding transit operations, some States filled significant portions of that gap. Currently, the State of Illinois provides operating and capital assistance to the St. Clair County Transit District. At this time, the State of Missouri does not have a permanent program to provide a significant amount of routine funding to transit.

FY 2010

State Funding for Transit Districts



*In FY 2010, the State of Missouri made a one-time appropriation of $12.0 m to Metro to restore transportation services until May, 2010. The funds came from State of Missouri ARRA.

Local Funds

Local communities are most often the primary supporters of transit operations. Most often sales taxes, and in some cases property taxes, income taxes, and use taxes are utilized in communities across America. In our region, transit is supported by local sales taxes in Missouri and Illinois.

Passenger Fares

In our region riders pay about 21% of what it costs to fund transit. On average, in the US 20% of what it costs to operate a transit system is paid by the riders.

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Moving Transit Forward

Metro Transit Planning Community Workshops

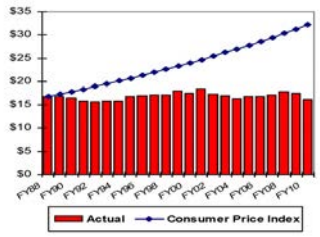
Transit Funding in our Region

Metro's ongoing financial challenges have resulted in slower growth in the development of our regional transportation infrastructure than in many competing cities. Recently, operating shortfalls forced Metro to reduce transit services.

Present Local Funding

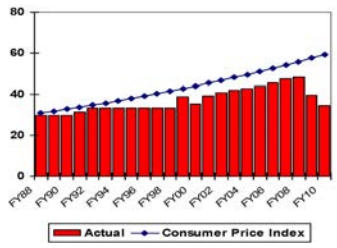
Metro relies on operating revenue received by a ½-cent transportation sales tax in St. Louis City and County which has not kept pace with the increasing cost of operating the transit system. The City of St. Louis appropriates 100% of a ½ cent transportation sales tax to support Metro operations, which has been stagnant since 1988.

St. Louis City ½ Cent Transportation Sales Tax Compared to 3% Inflationary Growth



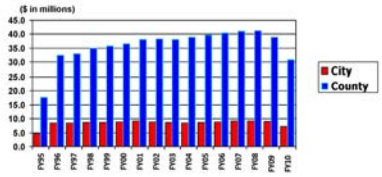
At present Metro receives 50% of a St. Louis County ½-cent transportation sales tax. Revenue from this tax has also not kept pace with inflation in recent years. The lack of growth in these revenue streams has offered little opportunity to provide local matching dollars to potentially available federal funds.

St. Louis County ½ Cent Transportation Sales Tax Compared to Inflationary Growth



St. Louis City and County also began appropriating sales tax proceeds for capital expansion in 1994. These funds are devoted almost entirely to the construction and debt payment of major capital projects, like the recent Cross County MetroLink extension.

Proposition M ¼ Cent Mass Transit Sales Tax Collections



Metro operates service in Illinois through a contract with the St. Clair County Transit District, which is also supported in part by sales tax proceeds collected in St. Clair County.

State Funding Opportunities

Many transit systems in the US receive significant capital and operating funds through state appropriations. State funding can be utilized to provide match requirements for federal funding and provide the potential for a more stable and expanded Metro System.

Federal Funding Opportunities

At present, the federal government provides transit funding through four primary mechanisms: Formula Funds, Competitive Grants, Grant Programs, and Major Systems Expansions (New Starts). These federal funding mechanisms do require a local funding match.

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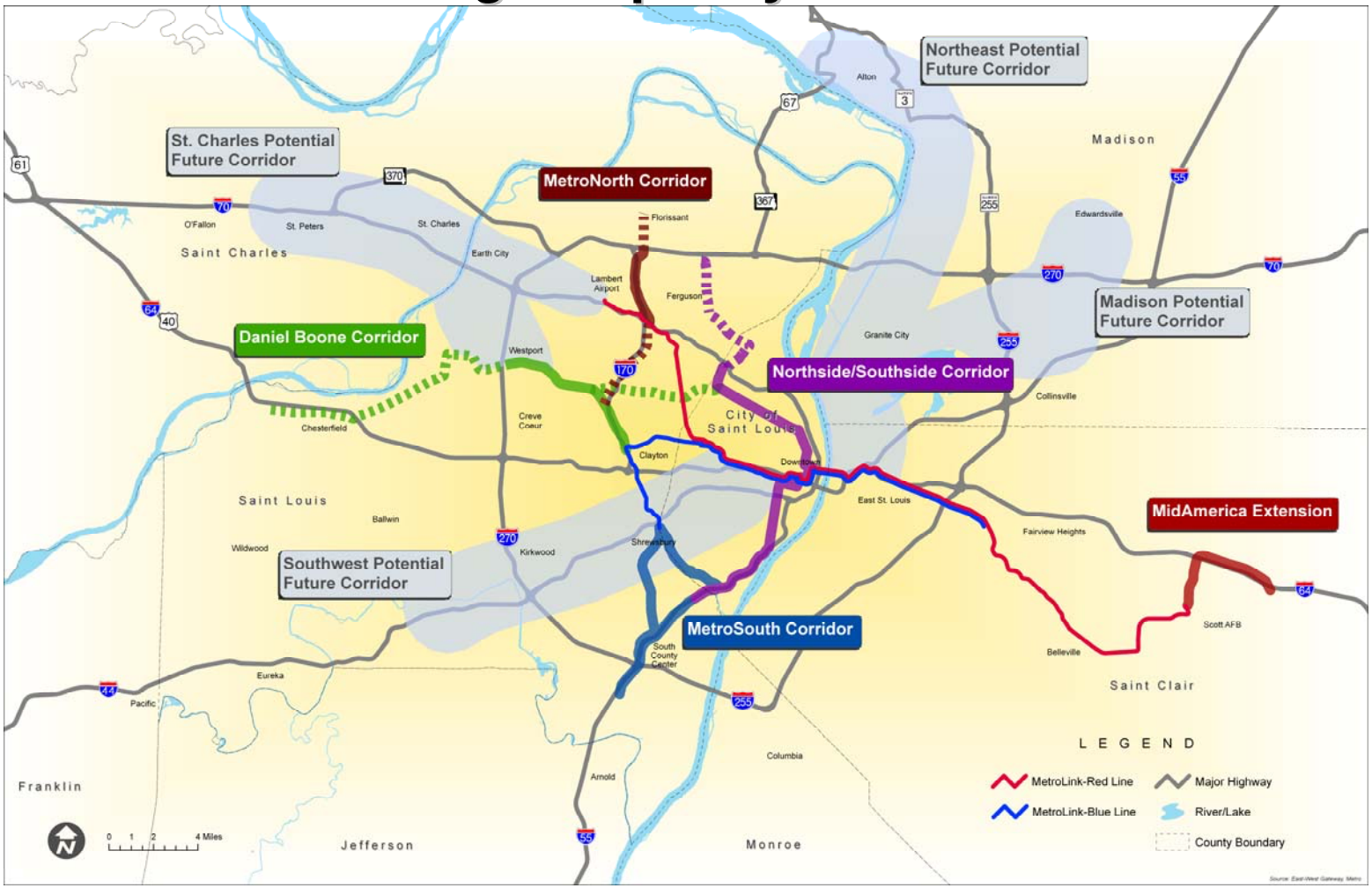
Metro

Moving Transit Forward

Metro Transit Planning Community Workshops

Potential High Capacity Transit Corridors



Work with us to plan transit's future

Station 5: Funding Your Transit Plan

Now that you've learned a little about what makes transit work and how transit is funded, the "Moving Transit Forward" project team asks you to share your vision for how you'd like to see the Metro Transit System develop in the future.

Step 1

On the map, draw lines that represent your desired transit system improvements. Use the colors below to identify your service enhancement "routes".

Urban Bus (Pink)

Bus Rapid Transit (Green)

Commuter Rail (Blue)

Flex Route (Yellow)

Light Rail (Orange)*

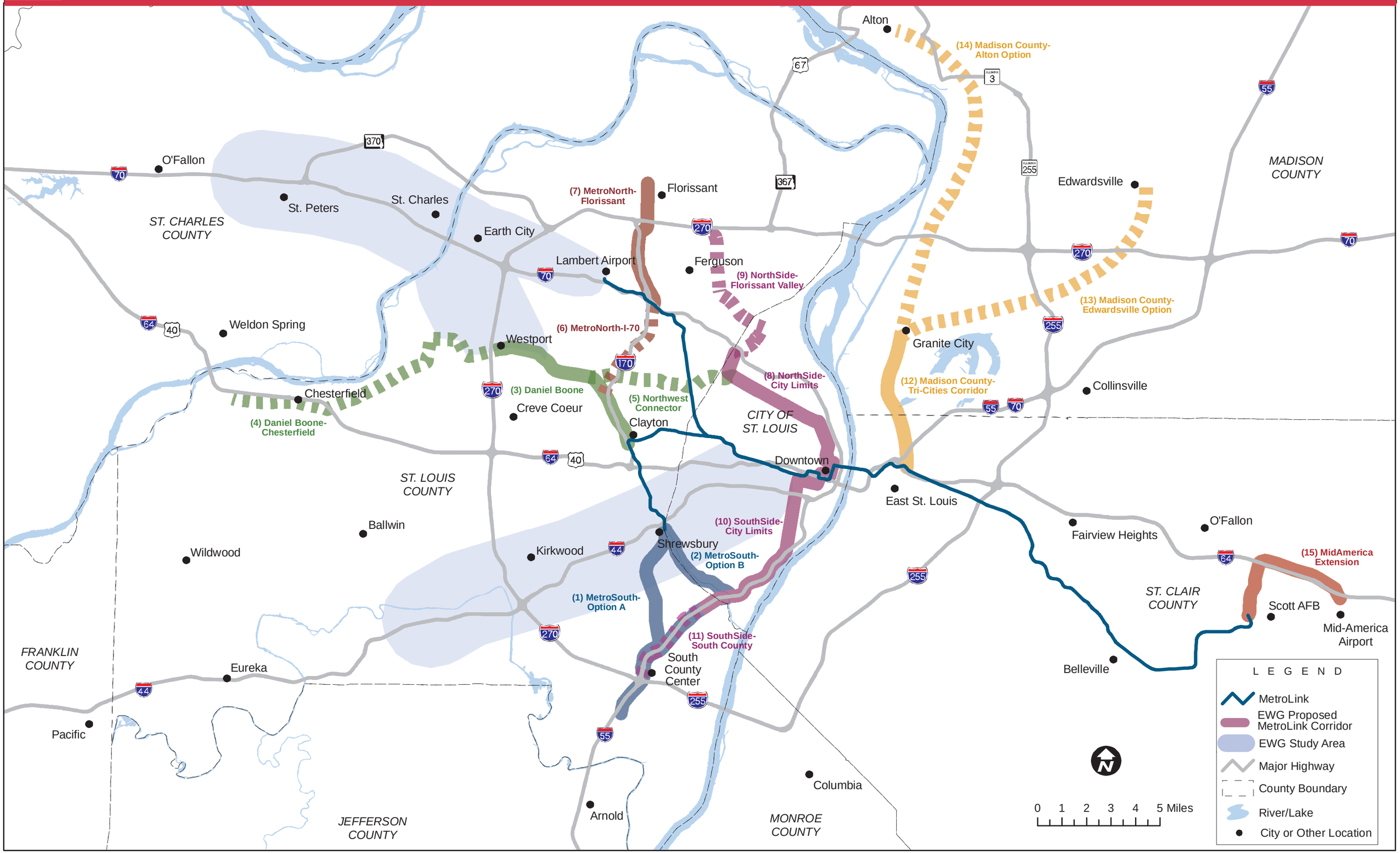
*For Light Rail, you may only choose from the corridors already identified on the map. Circle or trace the corridors you'd like to select.

You may choose to draw all modes, or just one or two. We will assume that any line you draw on the map will receive corresponding Call-A-Ride paratransit service. Remember, in this exercise, you are the transit planner. Consider what you've learned from the presentation boards about which modes work best where. "Moving Transit Forward' project team members are available to assist you.

Step 2

In the second part of the exercise, you will flip your map back over to the other side. You will have a fixed amount of "money" to spend on your plan in each of the three phases. Select and prioritize the modes and service enhancements you have proposed, within the constraints of your budget. You may also choose to add service enhancements like transit centers, improved bus stops, or public restrooms. This will help the "Moving Transit Forward" project team understand what type of enhancements you most prefer, and where.

Your involvement in Metro's long-range planning process will help determine service enhancement for the Metro System. **Thank you for participating in Moving Transit Forward!**


Alton
(14) Madison County-Alton Option
MADISON COUNTY
Edwardsville
O'Fallon
St. Peters
St. Charles
ST. CHARLES COUNTY
Earth City
(7) MetroNorth-Florissant
Florissant
Lambert Airport
Ferguson
(9) NorthSide-Florissant Valley
(13) Madison County-Edwardsville Option
Granite City
Weldon Spring
Westport
(6) MetroNorth-I-70
(8) NorthSide-City Limits
(12) Madison County-Tri-Cities Corridor
Collinsville
Chesterfield
(3) Daniel Boone
(5) Northwest Connector
Creve Coeur
(4) Daniel Boone-Chesterfield
Clayton
CITY OF ST. LOUIS
Downtown
East St. Louis
ST. LOUIS COUNTY
Ballwin
(10) SouthSide-City Limits
Fairview Heights
O'Fallon
Wildwood
Kirkwood
Shrewsbury
(2) MetroSouth-Option B
(15) MidAmerica Extension
(1) MetroSouth-Option A
ST. CLAIR COUNTY
Scott AFB
Mid-America Airport
(11) SouthSide-South County
FRANKLIN COUNTY
Eureka
South County Center
Belleville
Pacific
Columbia
Arnold
JEFFERSON COUNTY
MONROE COUNTY
0 1 2 3 4 5 Miles
LEGEND
MetroLink
EWG Proposed MetroLink Corridor
EWG Study Area
Major Highway
County Boundary
River/Lake
City or Other Location

Station 5: Funding Your Transit Plan

The purpose of this exercise is to convey the relative costs of building and operating various transit system enhancements, and to ask you to select and prioritize the system enhancements you might like to see added to the Metro System for each of three decades.

For each decade, you have $700 "dollars" to work with for constructing and operating your service enhancements.

Please refer to the potential light rail corridors already identified on your map, and you may create your own corridors for other modes (see some suggestions below). As a guide, here are your costs for some of those potential light rail corridors shown on your map and other types of service enhancement:

Light Rail Options:

Cost of each route provided on map is as follows:

(1)	MetroSouth Option A:	**$700**
(2)	MetroSouth Option B:	**$675**
(3)	Daniel Boone Clayton to Westport:	**$600**
(4)	Daniel Boone Westport to Chesterfield:	**$700**
(5)	North City Limits to I-170:	**$250**
(6)	MetroNorth from Clayton to I-70:	**$600**
(7)	MetroNorth from I-70 to Florissant via I-170:	**$500**
(8)	NorthSide from Civic Center to City Limits:	**$350**
(9)	NorthSide from City Limits to Florissant Valley:	**$300**
(10)	SouthSide from Civic Center to City Limits:	**$450**
(11)	SouthSide from City Limits to South County:	**$270**
(12)	Emerson Park to Tri Cities:	**$170**
(13)	Tri Cities to Edwardsville:	**$500**
(14)	Tri Cities to Alton:	**$500**
(15)	Shiloh Scott MetroLink to Mid America:	**$100**

Cost per route for other modes and service enhancements are as follows:

Bus Rapid Transit: **$35**
(For example, highway based on I-64, I-44, I-55, or major arterial such as Grand Avenue)

Bus: **$3**
(Major route with frequency of at least 10-15 minutes peak period)

Commuter Rail: **$300**
(For example, from downtown St. Louis to Alton, IL or Pacific, MO)

Flex Route: **$2**

Transit Center: **$20**

Bus Stop Enhancement Package: **$5**

Public Restroom: **$1**

Now, based on the lines you chose or created on your map and the costs listed above, select and prioritize the enhancements you'd like to see for each decade. Remember, you have $700 to spend in each of three decades.

Phase 1: 1-10 Years

Route Location or Name	**Mode or Enhancement**	**Cost**
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total *(not to exceed $700)*		_____

Phase 2: 11-20 Years

Route Location or Name	**Mode or Enhancement**	**Cost**
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total *(not to exceed $700)*		_____

Phase 3: 21-30 Years

Route Location or Name	**Mode or Enhancement**	**Cost**
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total *(not to exceed $700)*		_____

Moving Transit Forward **Community Workshops:**

Round 1 Results

Process:

At the first round of the *Moving Transit Forward* community workshops, participants were asked to share their vision for how they would like to see the Metro System develop over the next 30 years. The purpose of the workshop exercise was two-fold: to educate the participants on basic transit planning concepts, systemic funding constraints, and the relative costs of building and operating transit systems; and to engage the public in providing the project team with meaningful input and guidance on community opinion *before* drafting the *Moving Transit Forward* Long-Range Plan.

The workshops' educational component consisted of 20 presentation boards organized into four areas: the Long-Range Plan's purpose, process and timeline; the types of data being collected and analyzed during the planning process, as well as transit's relationship to economic development and land-use patterns; a range of possible alternative transit modes and service amenities; and the world of transit funding. Participants were encouraged to peruse the boards in this particular order and to interact with project team staff.

At the planning exercise station, each participant was provided with a basic regional map that identified previously-studied corridors for expanded high-speed transit service, as well as general geographic corridors marked for future study by East-West Gateway and Metro. Participants were asked to indicate which geographic corridors they believed were most important in expanding the Metro System service area, or to identify their own priority corridors by drawing them on the map. They were then asked to choose which transit mode they preferred for each identified corridor: light-rail, bus, Bus Rapid Transit, commuter rail or flex routes.

Next, participants were asked to prioritize their ideal system enhancements over three decades, under set financial constraints. They were given simplified, theoretical cost guidelines for each alternative transit mode and general service enhancement, and were allowed to spend $700 in each decade. Participants were asked to formulate their ideal transit network by indicating preferred service corridors and system enhancements for each decade, but were required to prioritize and phase those enhancements over 30 years under the $700-per-decade spending cap.

The following cost guidelines were provided for the previously-studied, potential MetroLink corridors:

1) MetroSouth Option A $700
2) MetroSouth Option B $675
3) Daniel Boone Clayton to Westport $600
4) Daniel Boone Westport to Chesterfield $700
5) North City Limits to I-170 $250
6) MetroNorth from Clayton to I-170 $600
7) MetroNorth from I-70 to Florissant via I-170 $500
8) Northside from Civic Center to City Limits $350
9) Northside from City Limits to Florissant Valley $300
10) Southside from Civic Center to City Limits $450
11) Southside from City Limits to South County $270
12) Emerson Park to TriCities $170
13) TriCities to Edwardsville $500
14) TriCities to Alton $500
15) Shiloh Scott MetroLink to Mid America $100

The following costs guidelines were given for alternative mode choices, per route:

- Bus Rapid Transit $35
- Bus $3
- Commuter Rail $300
- Flex Route $2

The following cost guidelines were provided for general, system-wide service enhancements:

- Transit Center $20
- Bus Stop Enhancements $5
- Public Restrooms $1

In a separate exercise, participants were asked to vote on the alternative transit modes and general system enhancements they would most like to see as part of the Metro System. On one presentation board they were allowed to choose from the following transit mode categories: light rail, urban bus, Bus Rapid Transit, commuter rail, flex routes, and paratransit*. On a separate board, participants were

allowed to choose between several general service enhancement components: transit centers; shelters and seating; security and lighting; and restrooms. Each participant was allowed three votes per board, to distribute as they saw fit; they could vote for three separate options, or use all three votes for a single priority.

A summary of the results from each of the nine workshops is provided below (the workshop held in Madison County was run by Madison County Transit, and participants did not engage in the planning exercise). Appendix D includes copies of the system planning exercise and hand outs, as well as detailed results from each of the nine workshops.

Results Summary:

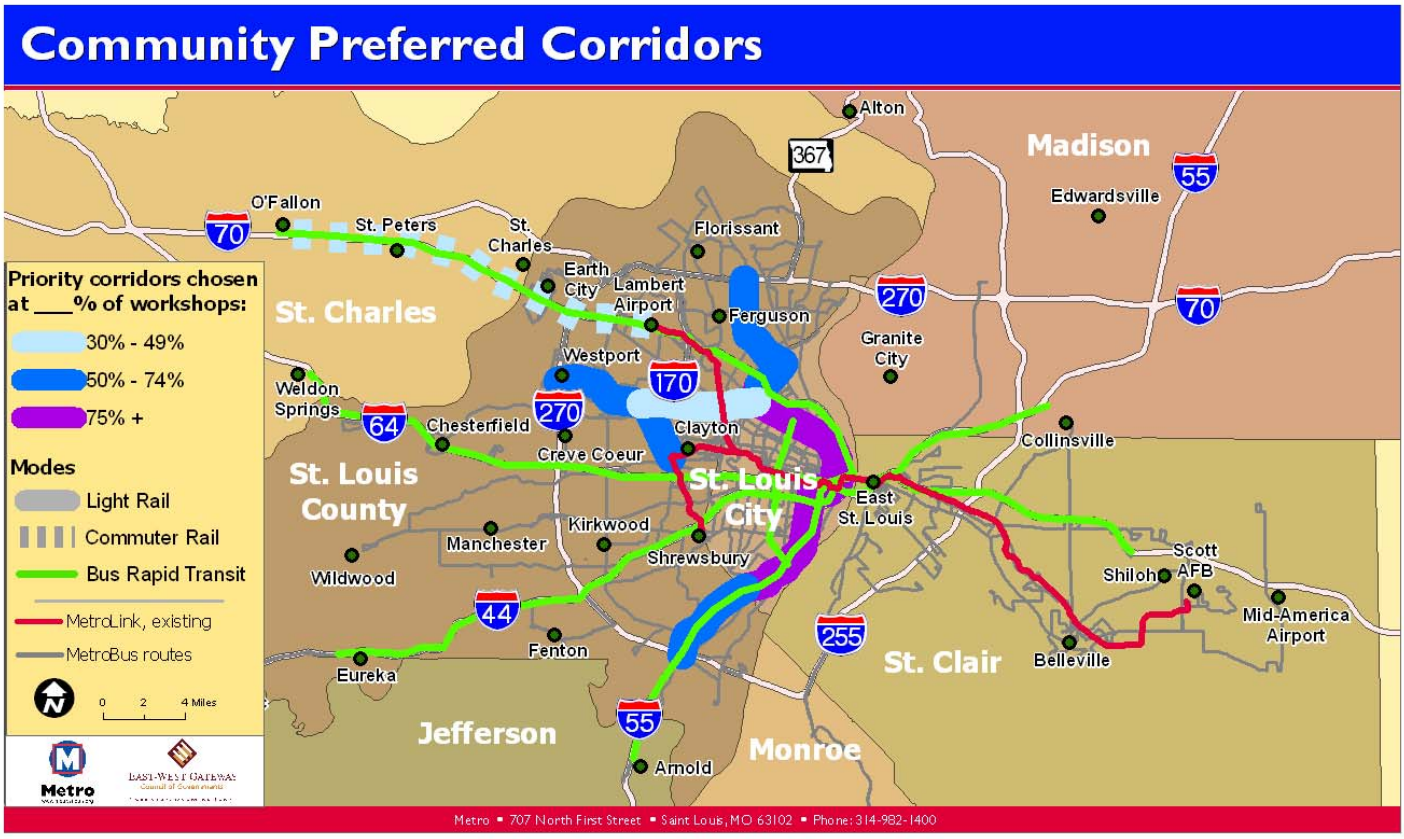
- 10 community workshops:

o Clayton	World Trade Center	10/13/2009
o Chesterfield	City Hall	10/14/2009
o North City	Herbert Hoover	10/15/2009
o Belleville, IL	SWIC	10/17/2009
o North County	SLCC Florissant Valley	10/19/2009
o Downtown St. Louis	City Hall	10/20/2009
o Central West End	Wash U Med Cntr	10/22/2009
o South City	St. Louis Public Library	10/26/2009
o South County	Mehlville Senior High	10/27/2009
o Madison County	MCT Edwardsville station	11/17/2009

- 400 participants, 193 completed workshop exercises (48% response rate):

o Clayton:	48 participants, 29 respondents
o Chesterfield:	26 participants, 19 respondents
o North City:	7 participants, 3 respondents
o Belleville, IL:	18 participants, 10 respondents
o North County:	29 participants, 14 respondents
o Downtown St. Louis:	53 participants, 19 respondents
o Central West End:	89 participants, 50 respondents
o South City:	49 participants, 28 respondents
o South County:	51 participants, 21 respondents
o Madison County:	(participants did not participate in planning exercise)

- The following geographic corridors emerged as the top priorities for expanding the Metro System service area. They were chosen by at least 30% of respondents at 30% or more of the workshops:
    - NorthSide extension from Downtown St. Louis through North County;
    - SouthSide extension from Downtown St. Louis through South County;
    - Clayton to Westport (the proposed 'Daniel Boone' corridor);
    - Northern St. Louis City limits westward to Page Avenue and I-170 (proposed 'Northwest Connector'); and
    - I-70 corridor west through St. Charles County to O'Fallon.



- These additional corridors were chosen by at least a third of the respondents at any particular workshop, but were not consistently identified as priorities throughout all workshops:
    - Downtown St. Louis to Granite City, IL;
    - Westport to Chesterfield (Phase II of the proposed 'Daniel Boone' corridor);
    - Downtown St. Louis to Alton, IL;
    - Clayton to I-70 via I-170 (Phase I of the proposed 'MetroNorth' route);
    - I-70 and I-170 into Florissant (Phase II of the proposed 'MetroNorth' route); and
    - Grand Avenue in St. Louis City

- The preferred mode of choice for most of these corridors was light rail. However, most of the respondents who recommended service to St. Charles County suggested serving that corridor with commuter rail or Bus Rapid Transit. Similarly, most participants who prioritized a line from Downtown St. Louis to Eureka/Pacific, MO or Alton, IL suggested commuter rail service. All of the respondents who identified Grand Avenue in St. Louis City as a priority corridor recommended Bus Rapid Transit service.

- In the modal choice voting exercise, a majority of respondents (222 votes) voted for expanded MetroLink service as the ideal service enhancement strategy, followed very closely by Bus Rapid Transit (177 votes) and expanded urban bus networks (123 votes).

LRT	BRT	Flex Routes	Commuter Rail	Bus	*Paratransit
222	177	70	77	123	48
Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restrooms**		
122	158	197	112		
*Expanded paratransit was offered as an option for mode choice in only 4 workshops					

- The majority of respondents preferred expanded MetroLink service, but were also open to exploring Bus Rapid Transit as an alternative service enhancement strategy, particularly along major urban corridors and the region's highway network. A number of respondents suggested a phased service enhancement strategy for the above corridors, first establishing Bus Rapid Transit service in the near future, then replacing it with light rail service when funding allows.

- Respondents were also interested in improving the customer experience and passenger environment with general system enhancements. In order of priority, those enhancements garnering the most interest were:

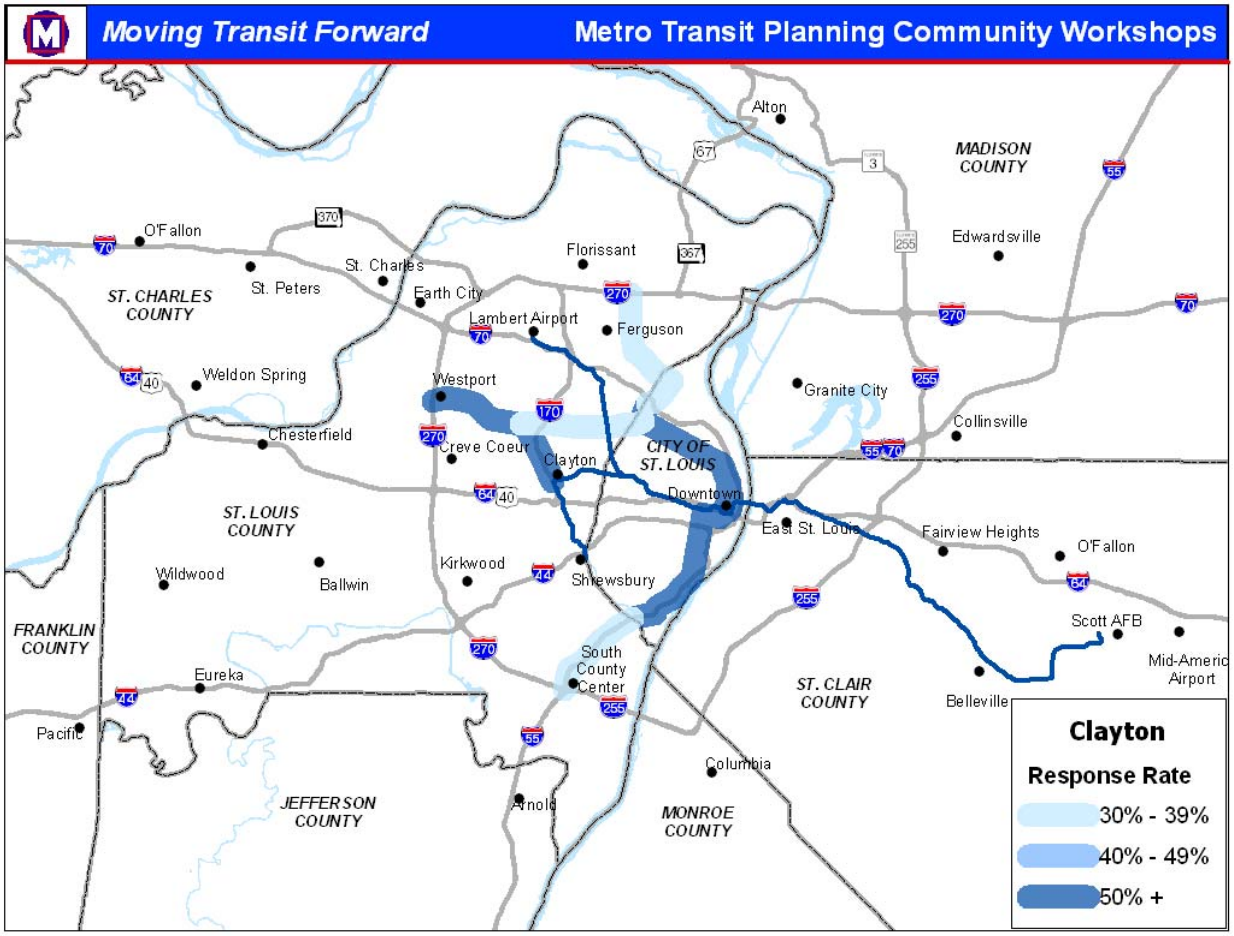
    - improved security and lighting;
    - bus enhancement packages;
    - transit centers; and
    - restrooms

- Coincident with the system planning exercise, two themes were consistently voiced throughout the workshops: that Metro should prioritize service restoration and enhancement of the existing system, and that MetroLink stations and MetroBus stops should be more welcoming pedestrian environments with better connections to residential areas, employers and activity centers.

Clayton, 10/13/2009

48 citizens attended the workshop, and 29 completed the workshop exercise. These respondents generally were most interested in possible expansions of the MetroLink system along the corridors already studied by Metro and East-West Gateway. The majority of respondents (62%) identified the NorthSide corridor from downtown St. Louis to the northern city limits as a priority, followed by the SouthSide corridor to the southern city limits (55%); the 'Daniel Boone' corridor linking Clayton to Westport (52%); the extension of the NorthSide route to Florissant Valley (38%); an extension from the northern city limits to I-170 (34%); and the extension of the SouthSide route to South County Center (31%). At least one respondent included every other corridor identified by Metro and East-West Gateway, but no other routes gathered at least 30% of attendee votes.

A few respondents chose Bus Rapid Transit as possible alternative service modes for these corridors, but the preferred mode of choice for all identified corridors was overwhelmingly light rail, especially for the Clayton to Westport corridor. A number of respondents also suggested their own routes be served specifically by BRT, particularly Grand Avenue and the region's highways. The majority of respondents also included transit centers in their ideal transit networks, while bus enhancement packages and restrooms were less popular.



In the modal choice exercise, the majority of respondents (38 votes) prioritized light rail, compared to 16 votes for Bus Rapid Transit, 14 for urban bus, 9 for commuter rail and 3 for flex routes. For service enhancements, there were 17 votes for transit centers, 14 for bus benches & shelters, 13 for improved security & lighting, and 10 for restrooms.

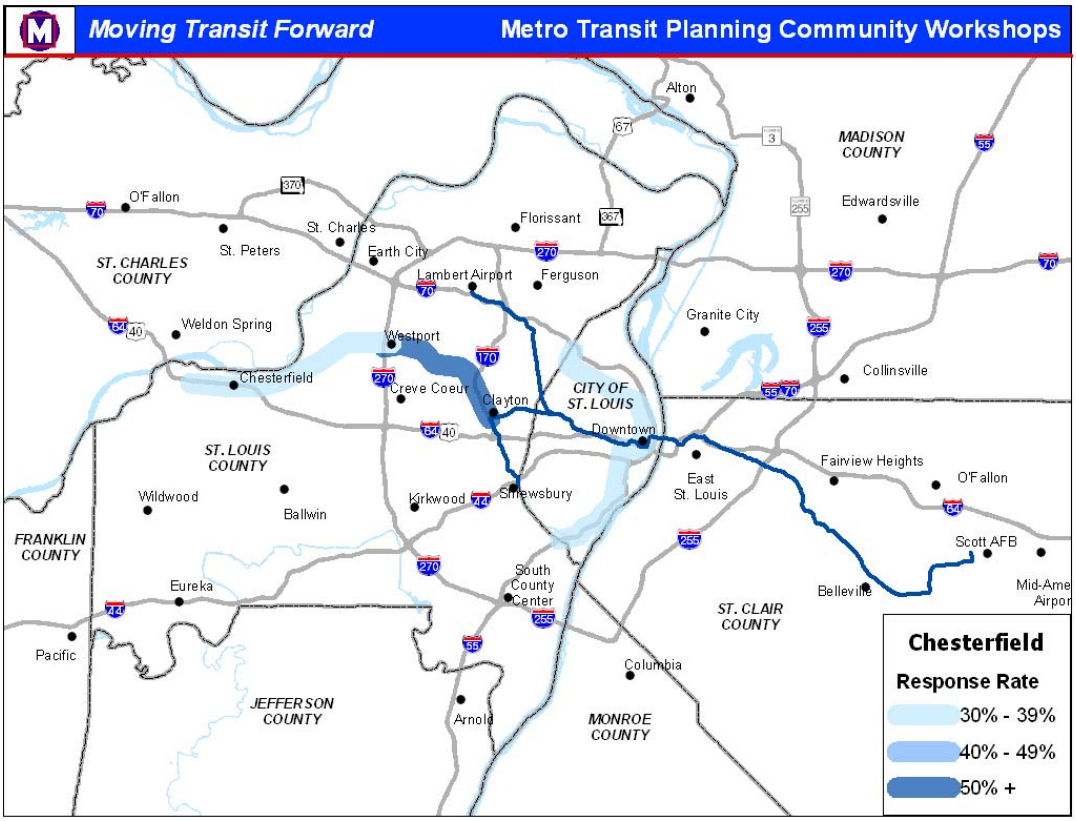
LRT	BRT	Flex Routes	Commuter Rail	Bus
38	16	3	9	14
Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restroom**	
17	14	13	10	

Chesterfield, 10/14/2009

26 people attended the workshop, and 19 completed the workshop exercise. With 53% of participant votes, the 'Daniel Boone' corridor from Clayton to Westport emerged as the single top priority, followed by the SouthSide corridor from downtown St. Louis to the southern city limits (37%); the NorthSide route from downtown St. Louis to the northern city limits (32%); and the extension of the 'Daniel Boone' line into Chesterfield (32%).

The preferred mode of choice for these corridors was light rail, but respondents also identified other corridors and mode choices. Several suggested Bus Rapid Transit as an alternative service along I-64 and I-44, and 5 respondents prioritized a commuter rail line from downtown St. Louis to Eureka, MO. A few participants also requested restored service on specific bus routes including the #258 Express, #157____, and #91 Olive. A majority of respondents included transit centers in their ideal transit networks, but bus enhancement packages and restrooms were less popular.

In the modal choice exercise, the majority of respondents (21 votes) prioritized Bus Rapid Transit as a new modal choice, compared to 15 votes for light rail, 12 for urban bus, 10 for commuter rail and 6 for flex routes. For service enhancements, there were 18 votes for bus shelters & benches, 17 votes each for transit centers and improved security & lighting, and 5 for restrooms.



LRT	BRT	Flex Routes	Commuter Rail	Bus
15	21	6	10	12
Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restroom**	
17	18	17	5	

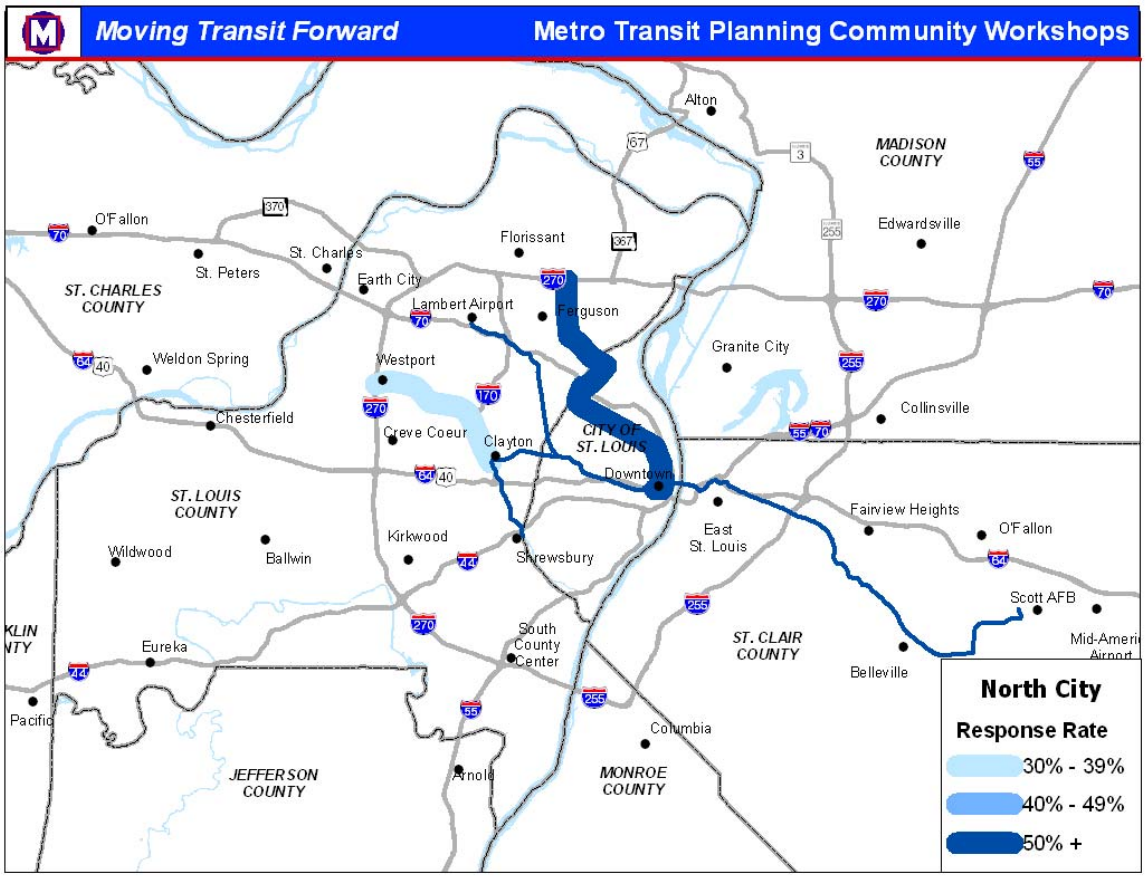
North City, 10/15/2009

7 citizens attended the workshop, and 3 completed the workshop exercise. All of them identified the NorthSide MetroLink connection from downtown St. Louis to the northern city limits as the single top priority, and two respondents chose to extend that connection into Florissant Valley. One participant recommended extending light rail service from Clayton to Westport.

The preferred mode of choice was light rail, but respondents were also interested in exploring the flexibility of Bus Rapid Transit. Some of them suggested Bus Rapid Transit as a possible alternative

service for the corridors identified above, as well as along Grand Avenue, Kingshighway, Natural Bridge and Page Boulevard. Two respondents also added bus enhancement packages to their ideal transit system.

In the modal choice exercise, the majority of respondents (5 votes) prioritized light rail, compared to 4 votes for Bus Rapid Transit, 1 for urban bus, 1 for flex routes, and none for commuter rail. For service enhancements, there were 5 votes for restrooms, 3 each for shelters & seating and transit centers, and 2 for improved security and lighting.



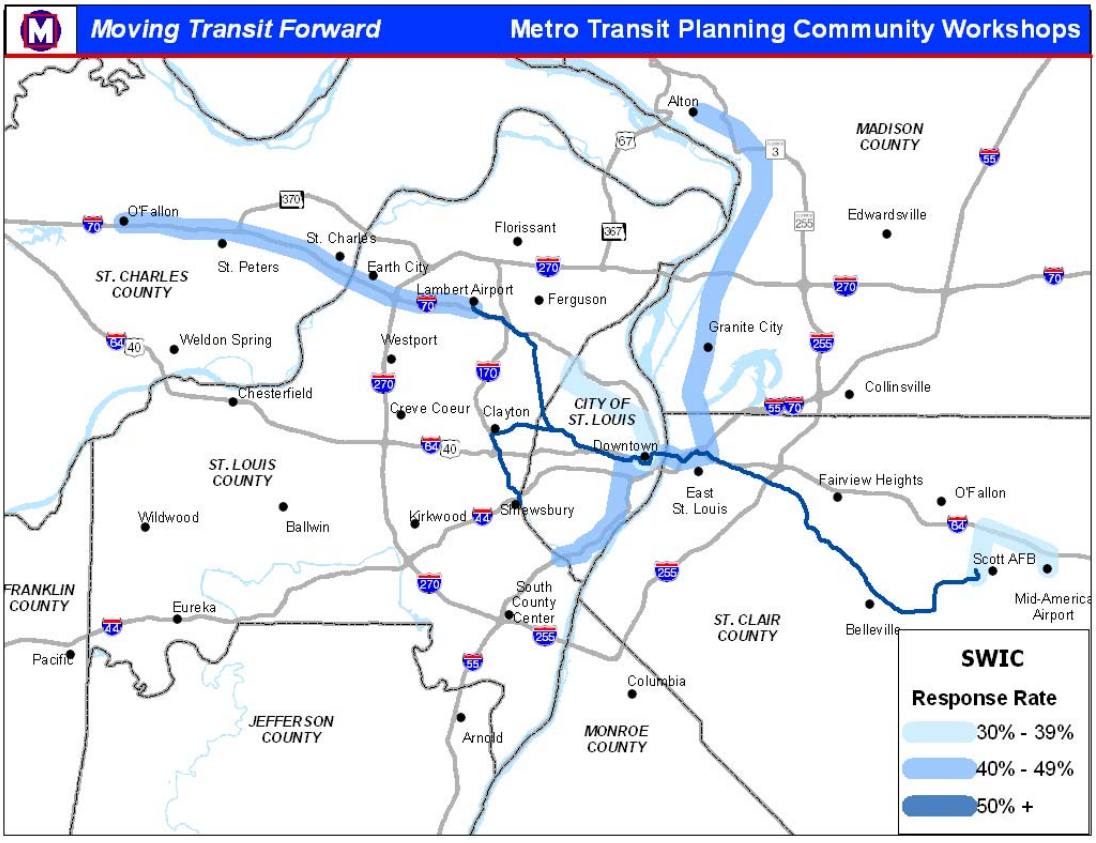
LRT	BRT	Flex Routes	Commuter Rail	Bus
5	4	1	0	1
Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restroom**	
3	3	2	5	

SWIC, 10/17/2009

18 people attended the workshop, and 10 completed the workshop exercise. No single corridor was chosen by a majority of respondents, but 40% chose the SouthSide connection from downtown St. Louis to the southern city limits, the I-70 corridor through St. Charles County, and a route from downtown St. Louis to Alton, IL. 30% of respondents recommended the NorthSide connection from downtown St. Louis to the northern city limits and an extension from the Shiloh-Scott station to Mid-America Airport.

The transit mode most often chosen for these corridors was light rail. However, many respondents were interested in exploring the flexibility of Bus Rapid Transit for the NorthSide and SouthSide corridors, as well as regional highways and major thoroughfares. Those respondents interested in expanding service to St. Charles County chose light rail or Bus Rapid Transit rather than commuter rail, while half of those who prioritized a connection between downtown St. Louis and Alton, IL chose commuter rail. The majority of respondents also included bus enhancement packages and transit centers in their ideal transit networks, but only one included restrooms.

In the modal choice exercise, the majority of respondents (12 votes) prioritized light rail, compared to 9 votes for Bus Rapid Transit, 5 for commuter rail, 4 for urban bus and 2 for flex routes. For service enhancements, there were 19 votes for improved security & lighting, 8 votes for shelters & seating, 5 for restrooms and 4 for transit centers.



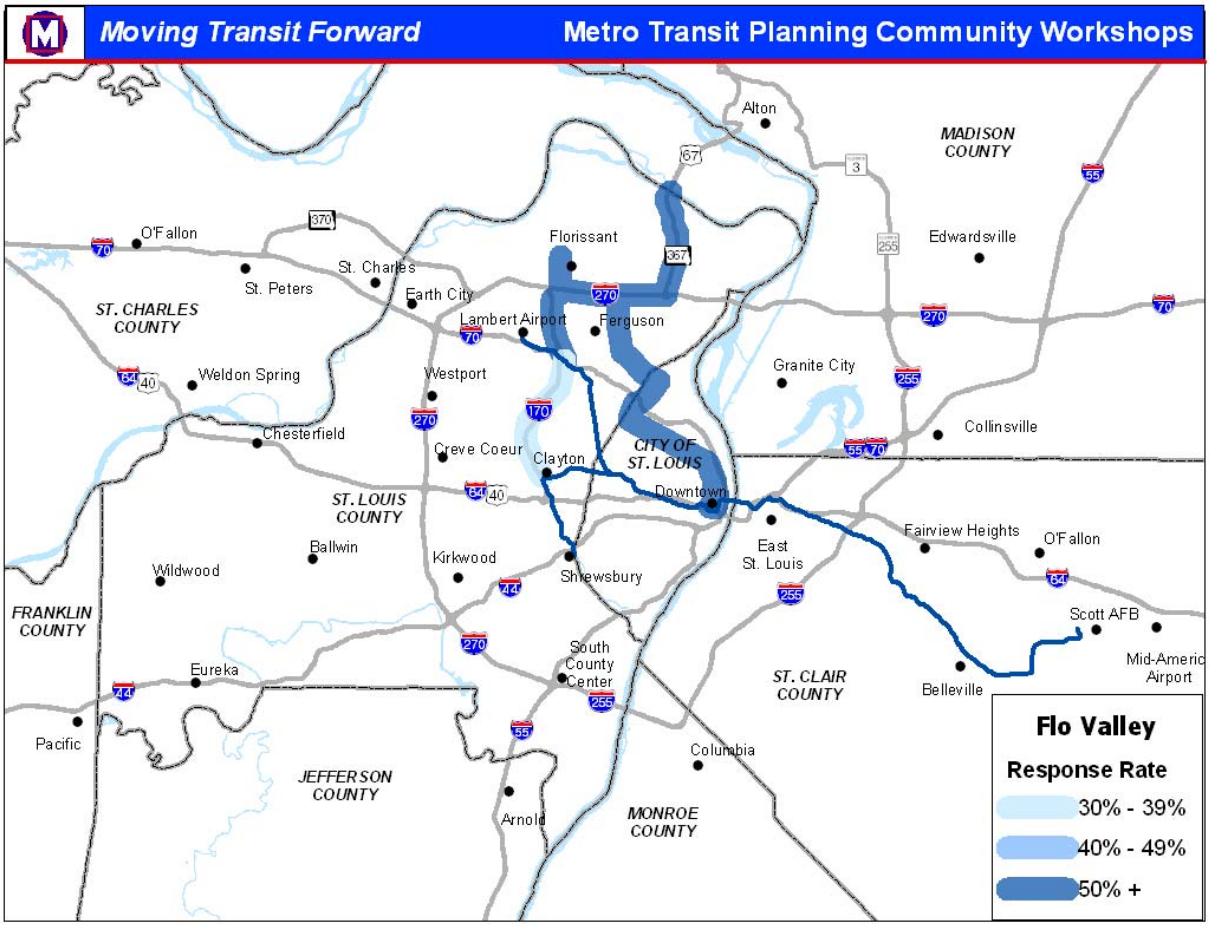
LRT	BRT	Flex Routes	Commuter Rail	Bus
12	9	2	5	4
Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restrooms**	
4	8	19	5	

Flo Valley, 10/19/2009

29 citizens attended the workshop, and 14 completed the workshop exercise. The NorthSide connection from the Civic Center to the northern city limits emerged as the top priority (64%), followed by the extension of the NorthSide connection into Florissant (50%), the MetroNorth line from I-70 to Florissant (50%), expanding service north of Florissant along Highway 367 (50%), and the MetroNorth connection from Clayton to I-70 (36%).

The preferred mode of choice for each of these corridors was mixed. Respondents who chose the corridors studied by Metro and East-West Gateway generally prioritized light rail service, while the responses recommending a new route north of Florissant along Highway 367 were a mix of light rail, commuter rail and Bus Rapid Transit. Few respondents included transit centers, bus enhancements packages or restrooms in their ideal systems.

In the modal choice exercise, the majority of respondents (17 votes) prioritized light rail, compared to 13 votes for Bus Rapid Transit, 11 for urban bus, 8 for flex routes, and 5 for commuter rail. For service enhancements, there were 26 votes for improved security & lighting, 10 votes for shelters & seating, 8 for restrooms and 6 for transit centers.



LRT	BRT	Flex Routes	Commuter Rail	Bus
17	13	8	5	11
Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restrooms**	
6	10	26	8	

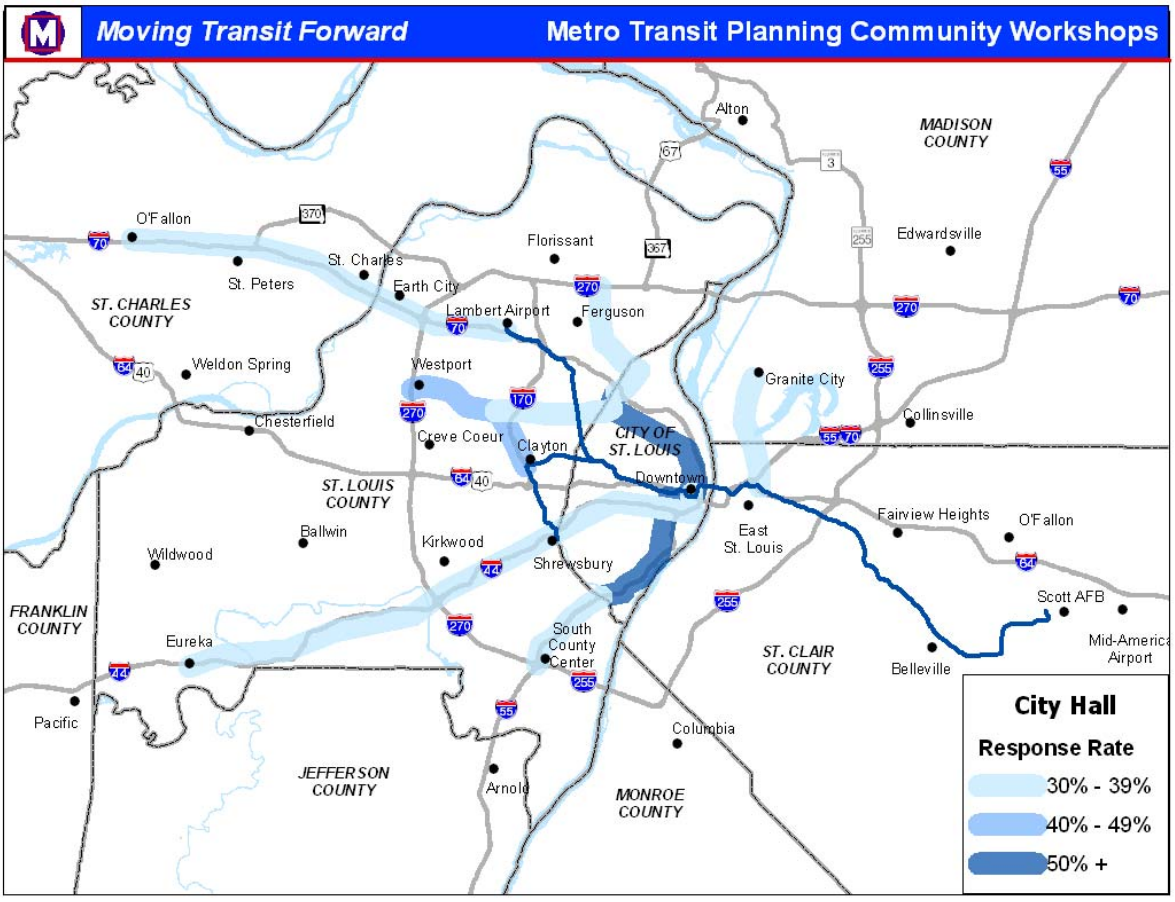
City Hall, 10/20/2009

53 citizens attended the workshop, and 19 completed the workshop exercise. The responses at this workshop tended to be more varied than previous results, with fewer attendees prioritizing the same corridors or service enhancements. 63% of respondents prioritized both the NorthSide and SouthSide MetroLink extensions from downtown St. Louis to the city limits, followed by the 'Daniel Boone' connection from Clayton to Westport (42%); the extension of the NorthSide route to Florissant Valley

(37%); the extension of the SouthSide route to South County Center (37%); an extension from the northern city limits to I-170 (32%); service between Emerson Park and Granite City (32%); the I-70 corridor through St. Charles County (32%); and a new corridor between downtown St. Louis and Eureka, MO (32%).

The preferred mode of choice for those corridors within St. Louis City and County was overwhelmingly light rail, though a considerable number of respondents also recommended Bus Rapid Transit as a general service enhancement strategy. However, those respondents interested in expanding service to St. Charles County and Eureka, MO chose either commuter rail or BRT over light rail. The majority of respondents also suggested adding transit centers, bus enhancement packages and restrooms to their ideal systems.

In the modal choice exercise, the majority of respondents (19 votes) prioritized light rail, compared to 16 votes for Bus Rapid Transit, 14 for commuter rail, 12 for flex routes, 13 for urban bus, and 6 for expanded paratransit service. For service enhancements, there were 40 votes for improved security & lighting, 22 votes for restrooms, 19 for shelters & seating, and 7 for transit centers.



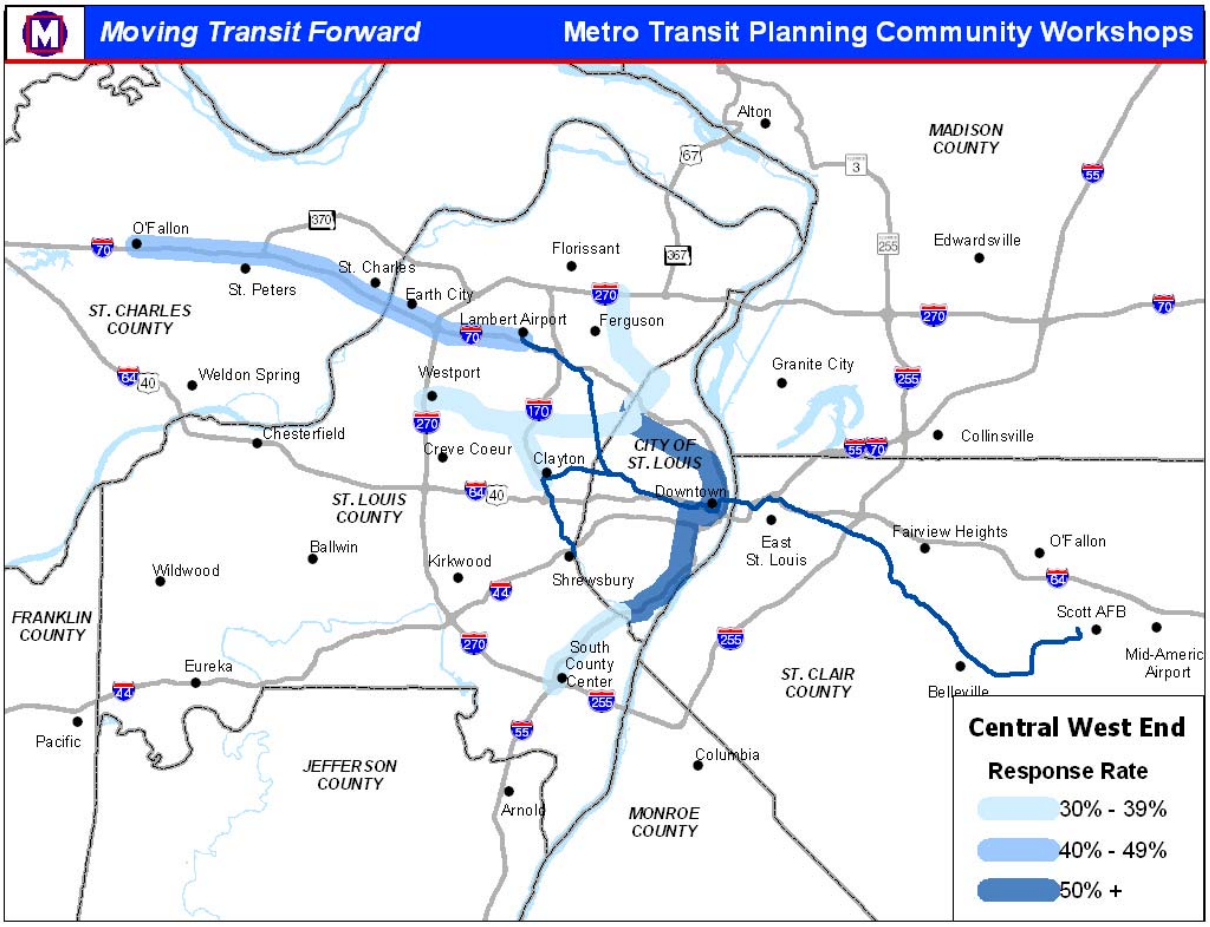
LRT	BRT	Flex Routes	Commuter Rail	Bus	Paratransit
19	16	12	14	13	6
	Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restrooms**	
	7	19	40	22	

CWE, 10/22/2009

89 citizens attended the workshop, and 50 completed the workshop exercise. The responses at this workshop tended to be more varied than at other workshops, with fewer attendees prioritizing the same corridors or service enhancements. A majority of respondents did identify both the NorthSide and SouthSide connections from downtown St. Louis to the city limits as priorities, followed by I-70 through St. Charles County (47%); the 'Daniel Boone' Clayton to Westport route (38%); extending the NorthSide corridor into Florissant Valley (32%); extending the SouthSide corridor to South County Center (32%); and an extension from the northern city limits to I-170 (30%).

The preferred mode of choice for all but one of these corridors was light rail, often at a 4:1 ratio compared to Bus Rapid Transit or other modes. However, all of the respondents who identified I-70 through St. Charles County as an important service corridor recommended serving that route with commuter rail or Bus Rapid Transit. Participants were generally supportive of Bus Rapid Transit as a service enhancement strategy, and many located possible routes along the region's highways, particularly southwest along I-44 and I-70 through St. Charles, as well as major urban corridors such as Grand Avenue and Kingshighway. The majority of responses also included transit centers, bus enhancement packages and restrooms in their ideal transit networks.

In the modal choice exercise, the majority of participants (68 votes) prioritized light rail, compared to 47 votes for BRT, 39 for urban bus, 25 for paratransit, 23 for flex routes, and 21 for commuter rail. For service enhancements, there were 41 votes for shelters & seating, 36 votes for improved security & lighting, 32 for transit centers and 31 for restrooms.



LRT	BRT	Flex Routes	Commuter Rail	Bus	Paratransit
68	47	23	21	39	25
	Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restrooms**	
	32	41	36	31	

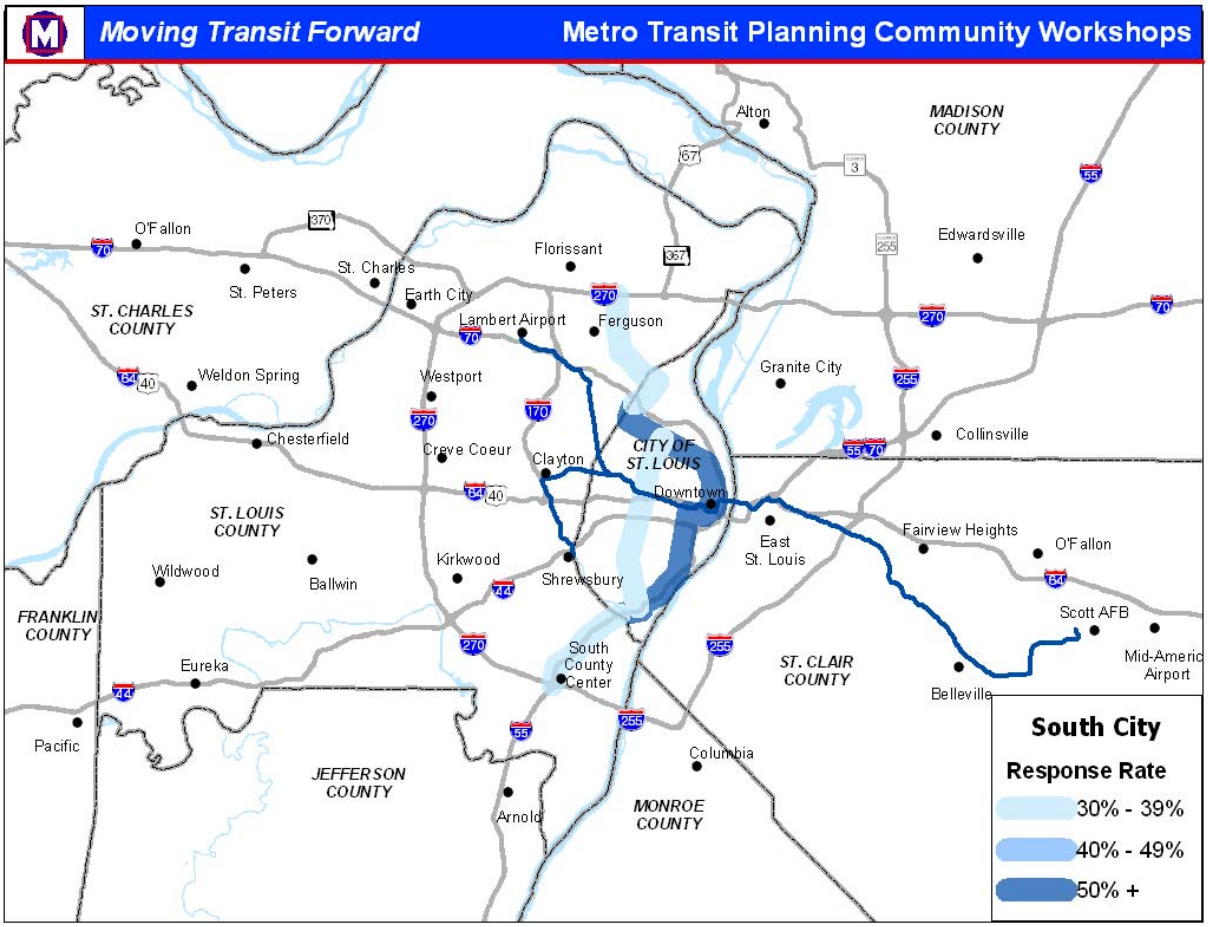
South City, 10/26/2009

49 citizens attended the workshop, and 28 completed the workshop exercise. The majority of participants identified both the NorthSide and SouthSide connections from downtown St. Louis to the city limits as priorities, followed by the Grand Avenue corridor (39%); the extension of the NorthSide route to Florissant Valley (36%); and the extension of the SouthSide route to South County Center (32%).

At least one respondent included every other corridor identified by Metro and East-West Gateway, but no other routes gathered at least 30% of attendee votes.

The preferred mode of choice for these corridors was light rail, with one exception: all of the respondents who identified Grand Avenue as an important service corridor recommended serving that route with Bus Rapid Transit. Participants were generally supportive of both Bus Rapid Transit and urban buses as enhancements to the transit network, with responses split between service along regional highways and major thoroughfares. The majority of responses also included transit centers and bus enhancement packages in their ideal transit networks, though restrooms were slightly less popular.

In the modal choice exercise, the majority of participants (26 votes) prioritized light rail, compared to 22 votes for Bus Rapid Transit, 17 for urban bus, 6 for commuter rail, 5 for flex routes, and 3 for paratransit. For service enhancements, there were 23 votes for shelters & seating, 20 votes for transit centers, 19 votes for improved security & lighting and 9 for restrooms.



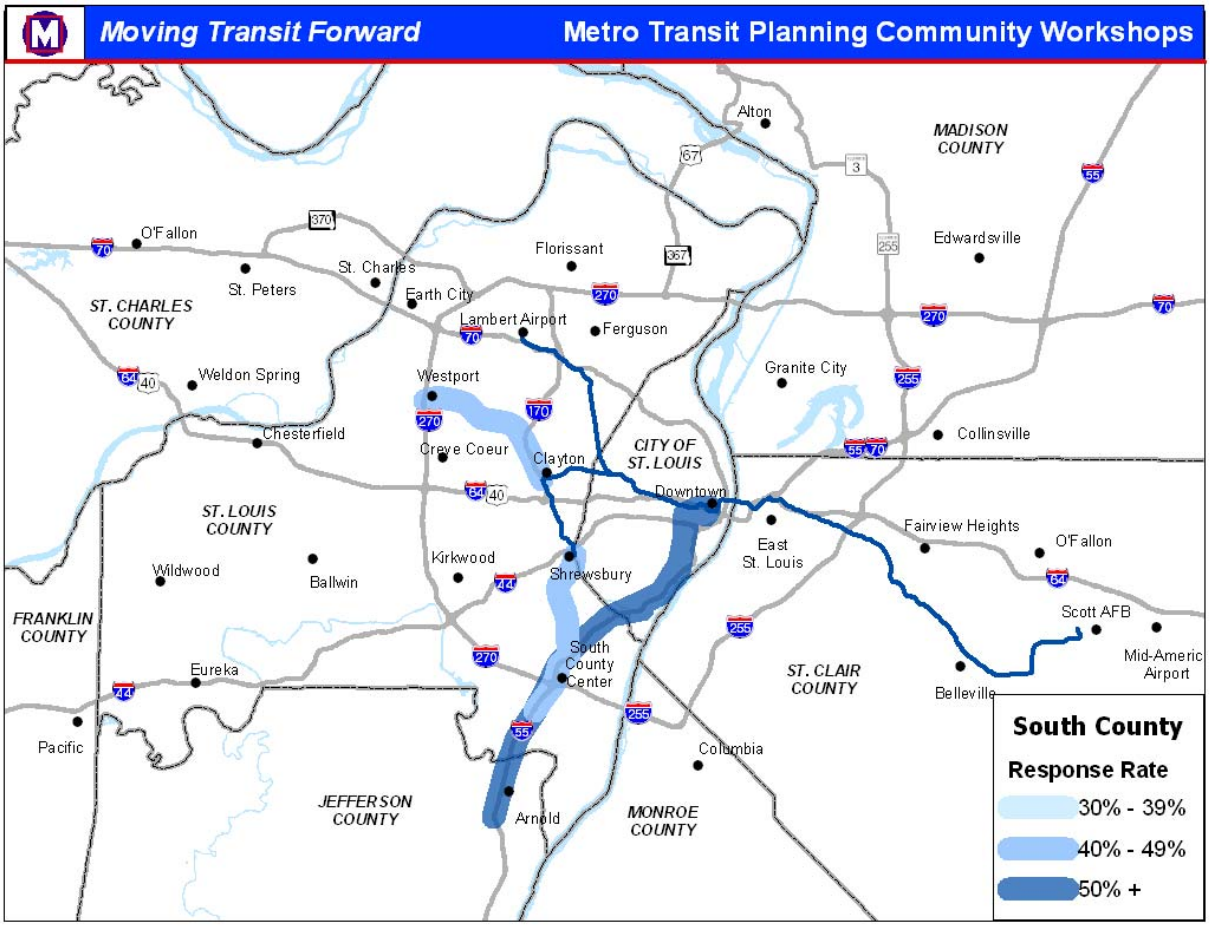
LRT	BRT	Flex Routes	Commuter Rail	Bus	Paratransit
26	22	5	6	17	3
	Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restrooms**	
	20	23	19	9	
*One respondent wrote in a vote for streetcars.					

South County, 10/27/2009

51 citizens attended the workshop, and 21 completed the workshop exercise. A majority of participants identified as their top priorities the I-55 corridor (81%) and the SouthSide connection from downtown St. Louis to the southern city limits (52%), followed by the MetroSouth Option A connection from Shrewsbury to South County Center (43%) and the 'Daniel Boone' corridor from Clayton to Westport (43%).

The preferred mode of choice for these corridors was light rail, with one exception: the responses prioritizing service along the I-55 corridor from the southern city limits through South County were about equally mixed between light rail and Bus Rapid Transit as the recommended service mode. Participants were generally supportive of Bus Rapid Transit as an alternative service strategy for the transit network. The majority of responses also included bus enhancement packages in their ideal transit networks, while transit centers and restrooms were slightly less popular.

In the modal choice exercise, the majority of participants (29 votes) prioritized Bus Rapid Transit, compared to 22 votes for light rail, 14 for paratransit, 12 for urban bus, 10 for flex routes and 7 for commuter rail. For service enhancements, there were 25 votes for improved security & lighting, 22 for shelters & seating, 17 for restrooms and 16 for transit centers.



LRT	BRT	Flex Routes	Commuter Rail	Bus	Paratransit
22	29	10	7	12	14
	Transit Centers	**Shelters & Seating**	**Security & Lighting**	**Restrooms**	
	16	22	25	17	

Madison County, 11/17/2009

Madison County Transit managed this workshop, and did not ask participants to engage in the planning exercise.

Website Results:

The general public was also encouraged to share feedback and complete the planning exercise through the project's website, www.movingtransitforward.org. These results must be analyzed separately, and in a different way, than the workshop results because, while 16 citizens submitted feedback online, only one actually completed the planning exercise. That respondent prioritized the NorthSide/SouthSide light rail line from Downtown St. Louis City to the city limits, as well as Bus Rapid Transit service along St. Louis City's major urban corridors and the region's highway network, specifically I-64, I-44 and I-170. This respondent also suggested establishing flex route services to link communities throughout the service area to MetroLink and BRT lines, as well as significant investment in bus enhancement packages. Though none of the other respondents submitted planning exercises, at least one respondent 'voted' for each of these potential service corridors: NorthSide from Downtown St. Louis City to the city limits (2), Clayton to Westport (2), Westport to Chesterfield (1), SouthSide from Downtown St. Louis City to the city limits (1), MetroNorth from Clayton to Florissant (1), and the Tri-Cities corridor from Emerson Park to Granite City to Edwardsville, IL (1)

Five respondents also suggested establishing service through St. Charles County. Two prioritized the potential commuter rail lines between Downtown St. Louis and Alton, IL or Eureka/Pacific, MO. Five citizens strongly recommended streetcar lines or other short-haul rail service for St. Louis City and other dense, walkable neighborhoods such as Kirkwood. Several respondents also expressed interest in exploring flex route service, though few actually indicated specific locations or service areas. A few correspondents recommended improved security operations and stricter fare collection/enforcement. Finally, one respondent offered the general suggestion that Metro should recognize the national population trend back to center cities and neighborhoods that provide a 'sense of place,' and should partner with local governments and the private sector in promoting Transit-Oriented Development.

Additional Comments/Recommendations:

A consistent theme throughout the workshops, both verbally and on the worksheets, was that Metro's first priority should be service restoration.

Several respondents indicated that Metro should prioritize planning for bicycle routes and institute more bike-friendly policies.

Several respondents, especially those responding through the project website, recommended streetcars as an alternative service mode within the City of St. Louis, and questioned why they weren't included as an option.

Several respondents at the Central West End workshop suggested restructuring/realigning MetroLink stations to make them more pedestrian friendly and better link them to surrounding population and activity centers.

Two respondents at the Central West End workshop suggested moving the Grand Avenue MetroLink station to Sarah Street in order to improve the customer & pedestrian experience.

One respondent at the SWIC workshop suggested that workshop and presentation maps should show existing railroads and rights-of-way for possible MetroLink and commuter rail use.

One respondent at the Central West End workshop suggested a more stable transit funding source by levying a fee on vehicle and/or license registrations.

One respondent at the Central West End workshop demanded more frequent night service for 2nd- and 3rd-shift workers.

One respondent at the Central West End workshop suggested a Downtown Loop system, either light rail or BRT.

One respondent at the South County workshop wrote that transit is vital to the future of the St. Louis region, and that the State of Missouri should prioritize transit funding.

Moving Transit Forward

Transit Planning Community Workshops

Quiz Questions

Submit your answers for a chance to win a Metro monthly pass! One pass awarded per meeting.

Name: _____

Phone Number: _____

Address: _____

E-mail Address: _____

1. Metro recently hired a permanent President and CEO named Bob Baer. True or false?

2. Most of the people who ride Metro trains or buses use them to get to:
   a. work
   b. school
   c. sporting events
   d. the airport

3. The average Metro commuter saves how much money per year compared to driving?
   a. $200
   b. $500
   c. $1,000
   d. $2,000

4. Approximately how many buses are in the MetroBus fleet?
   a. 45
   b. 220
   c. 440
   d. 1,050

5. What's the national average cost for building one mile of light rail service?
   a. $5 million
   b. $15 million
   c. $30 million
   d. $60 million

6. When did the first MetroLink line begin operations?
   a. 1989
   b. 1991
   c. 1993
   d. 1995

7. What's the cash fare on MetroBus?
   a. $1.75
   b. $2.00
   c. $2.25
   d. $2.50

8. How many MetroLink stations are there?
   a. 25
   b. 32
   c. 37
   d. 41

9. Metro passenger fares cover approximately how much of the operating budget?
   a. 15%
   b. 20%
   c. 25%
   d. 50%

10. To qualify for the reduced ADA fare, Call-A-Ride trips must begin and end how close to a MetroBus route or MetroLink station?
   a. within ¼ mile

b. within ½ mile
c. within ¾ mile
d. within 1 mile

11. What does T.O.D. stand for?
a. Transit-Only Development
b. Department of Transportation
c. Transit-Oriented Development
d. Truth Or Dare

12. Does the St. Louis region currently have Bus Rapid Transit (BRT) service? True or false?

Moving Transit Forward

Metro Transit Planning Community Workshops

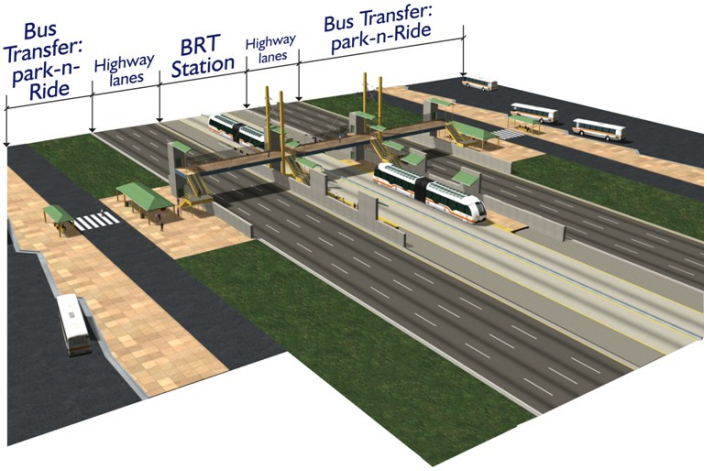
Bus Rapid Transit (BRT)

Bus Rapid Transit (BRT) is a complete rapid transit system that combines many of the features of rail systems with the flexibility and cost savings of over-the-road vehicles. BRT consists of a range of components that communities may choose between to assemble systems that best meet their needs.

BRT operates on a variety of right-of-ways including dedicated lanes and busways. It is often implemented in dedicated lanes on the freeway or local roads. The photos below give examples of BRT stations along the freeway. Stations are fixed and with amenities similar to rail stations.

BRT Station/Park-Ride Examples

BRT Park-Ride Lot in Milwaukee, WI



Conceptual BRT station in Denver, CO

BRT Park-Ride Lot in Denver, CO

Work with us to plan transit's future

Moving Transit Forward

Metro Transit Planning Community Workshops

Bus Rapid Transit (BRT)

BRT Station Examples

BRT also offers amenities similar to rail, with permanent fixed stations. Passenger waiting areas offer shelter, lighting and seating. Below are examples of BRT stations.

BRT Station in Cleveland, OH

BRT Station in Boston, MA

BRT Station in Pittsburgh, PA

BRT Vehicle Examples

BRT vehicles are often articulated buses or over-the-road coaches, that can carry more passengers than a standard bus. The interior is designed for comfortable seating.

BRT vehicle interior

BRT in Los Angeles, CA

BRT in Kansas City, MO

Key BRT Characteristics

Travel speeds are higher than buses with fewer stops.

Frequent all day service.

Dedicated running ways including bus-only lanes, bypass lanes, busways, and traffic signal prioritization.

Dedicated stations and passenger stops that minimize passenger boarding time.

High capacity vehicles with train-like characteristics such as low floor boarding and comfortable seating.

For more information on the project visit www.movingtransitforward.org

Work with us to plan transit's future

Moving Transit Forward

Metro Transit Planning Community Workshops

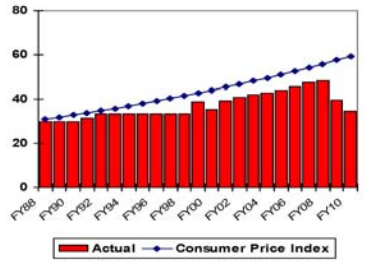
Transit Funding in Our Region

Metro's ongoing financial challenges have resulted in slower growth in the development of our regional transportation infrastructure than in many competing cities. Recently, operating shortfalls forced Metro to reduce transit services.

Present Local Funding

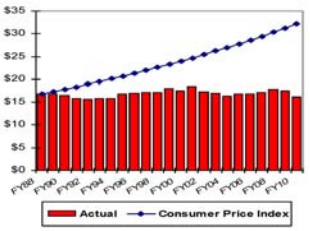
Metro relies on operating revenue received by a ½-cent transportation sales tax in St. Louis City and County. The City of St. Louis appropriates 100% of the ½ cent transportation sales tax, while St. Louis County appropriates 50% to support Metro operations. Revenue from this tax has not kept pace with inflation in recent years. The lack of growth in these revenue streams has offered little opportunity to provide local matching dollars to potentially available federal funds.

St. Louis County ½ Cent Transportation Sales Tax Compared to Inflationary Growth



The St. Louis City and County also began appropriating sales tax proceeds for capital expansion in 1994. These funds are devoted almost entirely to the construction and debt payment of major capital projects, like the recent Cross County MetroLink extension.

St. Louis City ½ Cent Transportation Sales Tax Compared to 3% Inflationary Growth

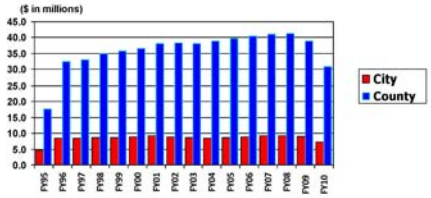


Metro operates service in Illinois through a contract with the St. Clair County Transit District, which is also supported in part by sales tax proceeds collected in St. Clair County.

State Funding Opportunities

Many transit systems in the United State receive significant capital and operating funds through state appropriations. State funding can be utilized to provide match requirements for federal funding. A more stable and expanded Metro System could be made possible in part by improved funding from the State of Missouri.

Proposition M ¼ Cent Mass Transit Sales Tax Collections



For more information on the project, visit www.movingtransitforward.org

Work with us to plan transit's future

Federal Funding Opportunities

At present, the federal government provides transit funding through four primary mechanisms:

Formula Funds - The region receives funds designated for ongoing capital maintenance of high cost systems such as MetroLink track and power systems. Allocation of these funds is based on a formula that includes service area size and population, size of the transit system, and transit passenger volumes. Metro currently uses over 90% of these funds for maintenance activities.

Competitive Grants - Some limited funds are available on a competitive basis for projects such as bridge replacements, security upgrades, and minor service expansion. The region submits a list of requested projects; approved projects typically require some congressional support.

Grant Programs - Grant programs are available for projects designed to fulfill a specific purpose. Examples include Congestion Mitigation or Air Quality, which is designed for projects that reduce automobile travel, and New Freedom, which improves access for disabled persons. These are short duration demonstration grants usually lasting one to three years. If successful, the community is expected to continue funding these programs over longer periods of time.

Major System Expansions (New Starts) - Federal funds are available on a competitive basis for major system expansion. The criteria for a regional award for this type of federal participation is rigorous, and regions from all over the country compete for a fixed amount of money. Receiving approval involves submitting a formal application, which needs to win approval by the Federal Transit Administration (FTA). Applications are selected based on criteria including the project's ridership and development potential, and the region's ability to provide a financial match and meet ongoing operational expenses. A region may only have one active project at a time. New Starts grants supported up to 80% of the initial construction of MetroLink in both Missouri and Illinois. Since that time, the program has become far more competitive and current funding levels are approximately 50% of project costs.

The FTA also administers other grant programs for smaller projects which typically involve buses rather than rail. For example, the FTA's Small Starts program, with a maximum capital expenditure of $250 million, has been used for bus rapid transit (BRT) projects in several cities. In addition, the agency's Very Small Starts program, with a maximum cost of $50 million, can be used for projects such as transit centers. While both the Small and Very Small Starts programs also require the submittal of formal applications to the FTA, to date at least, the competition for those funds has been less intense than that for New Starts projects. In addition, it is common for the federal share of the smaller projects to be higher than 50 percent.

Public Meetings
Series 2
December 2009

MOVING TRANSIT FORWARD

COMMUNITY WORKSHOPS

December 2009

"Moving Transit Forward"

- Vision for Metro Transit System
  - Identify opportunities for system growth and enhancement
  - Introduce innovative service concepts
- Blueprint for achieving the Vision
  - 5-year short-range plan
  - 10-year mid-range plan
  - 30-year long-range plan

Progress Update

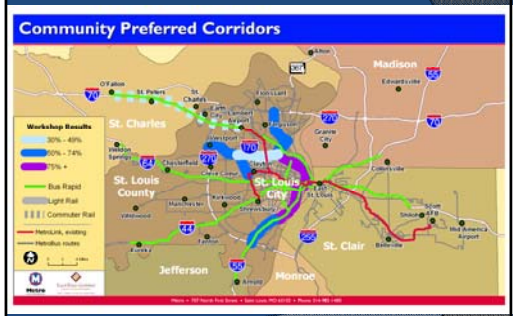
- Community Workshops Results
- Foundation Values
- Potential System Enhancements
- Potential Expansion Projects
- Financial Challenges and Opportunities

Engaging the Community

- Project website www.movingtransitforward.org launched
- 10 Community workshops conducted October 13 - November 17
  - Open-house format focused on education & outreach and participant preferences

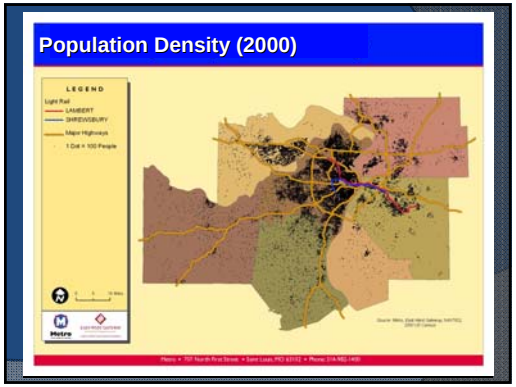
Community Workshop Results

- Preferred types of transit:
  1. Light Rail
  2. Bus Rapid Transit
  3. Bus
- Focused on improving the passenger experience:
  1. Improved security and lighting
  2. Bus enhancement packages (shelters & seating)
  3. Transit centers
  4. Restrooms
- Participants identified transit routes most important to them



Moving the St. Louis Region

- Population and employment density are critical for effective transit.
- Slow population and employment growth expected
- St. Louis City hosts the densest concentration of population in the region.
- The fastest-growing regional population areas, including St. Charles County and the IL-159 corridor, exhibit lower-density development.
- Transit-dependent populations are currently concentrated in St. Louis City and adjacent suburbs.



Moving the St. Louis Region

- The strongest employment core is the central corridor, including Downtown, the Central West End, and Clayton.
- Smaller but potentially transit-supportive centers such as Westport and Earth City, could be more transit supportive if development policies are modified to encourage transit-oriented development and density.

Foundation Values

- Provide transit access to the greatest number of people and a range of markets and communities.
- Reposition transit as a vital regional asset.
- Provide enhanced mobility options to transit-dependent citizens throughout the region.
- Identify cost-effective projects that balance increased ridership with capital improvements and operating costs.

Foundation Values

Select projects that will:

- Potentially attract federal funding.
- Support development in the St. Louis region.
- Help mitigate pollution and congestion.
- Contribute to the strengths of the region's core.

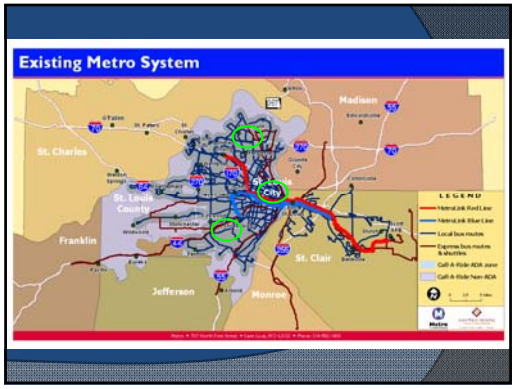
QUESTION 1

Are there any values you would like to add to this list?

Short-Range Service Enhancements: MetroBus

- Improve frequency on heavily-utilized MetroBus routes
- Restore job access
  - Possibility for alternative route configurations
  - Expand Metro System service area

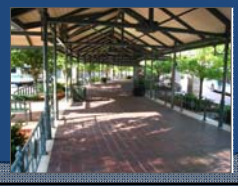
Short Range: Restore Call-A-Ride Access



Short Range: Restore MetroLink Frequency

Short Range: Passenger Comfort Improvements

- Security and lighting
- Benches and shelters
- Transit Centers



Short Range: Technology Improvements

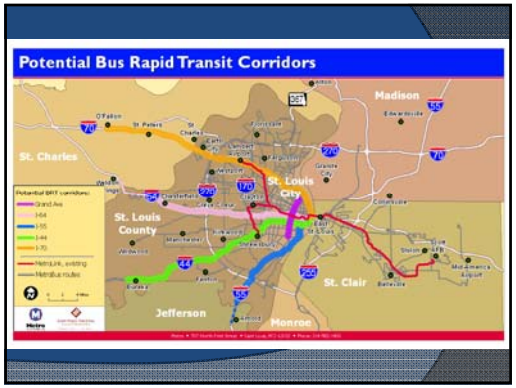
- Smart Cards
- Computer-aided dispatch/automated vehicle location (CAD/AVL)
- Web-based applications
  - www.metrostlouis.org
  - Google Transit
  - TripFinder

QUESTION 2

Which of these service enhancements are more important, and why?

Mid-Range Service Enhancements: Bus Rapid Transit (BRT)

- High-capacity vehicles with rail-like characteristics and amenities
- High traveling speeds, less frequent stops
- Dedicated passenger stations & stops
- Frequent, all-day service



Long-Range Service Enhancements: Light Rail

- Frequent, day-long service
- High capacity vehicles
- Street running or separated right of way
- Trains typically electric powered

Long Range: Commuter Rail

- Long distance, suburb to city trips
- Trains typically diesel powered
- Less frequent, rush hour oriented service
- High capacity vehicles with passenger amenities

Potential Commuter Rail Corridors

Potential Corridors

QUESTIONS 3 & 4

Which of these routes do you think are most important for the region, and why?

Financial Challenges

LOCAL	• Lack of growth in local sales tax revenue and debt obligation
STATE	• Lack of state support for transit in Missouri
FEDERAL	• Inability to match Federal capital funds with state and local resources

Financial Opportunities

LOCAL	• Local funding **required** for sustaining system and any expansion
STATE	• Funding from state is vital for attracting Federal funds and expanding the system.
FEDERAL	• Possibility for increased levels of Federal support *for capital and operations.* • All major expansion projects must qualify for Federal funding.

Moving Forward

- Planning team review community workshop results December – January
- Complete financial analysis late December
- Draft plan presented to the public at third round of community workshops week of January 18
- Final plan released in March

Moving Transit Forward Comment Form
Round 2 Community Workshops

Your thoughts and comments are very important to the success of our long-range plan. During today's presentation, you will be asked to share your opinions on several possibilities for enhancing the regional transit system. When asked by Metro presenters, please answer the corresponding question on this form. Your answers will help shape the final "Moving Transit Forward" Long-Range Plan. Thank you!

---

1. The project team formulated a list of eight key values for evaluating whether specific projects should be included in the Long-Range Plan. They are listed below. **Are there any 'values' you would change, delete, or add to this list?**

Projects should:

A. Provide transit access to the greatest number of people and a range of transit markets.
B. Reposition transit as a vital regional asset.
C. Provide enhanced mobility options to transit-dependent citizens throughout the region.
D. Be cost-effective and balance increased ridership with capital improvements and operating costs.
E. Potentially attract federal funding.
F. Support development in the St. Louis region.
G. Help mitigate pollution and congestion.
H. Contribute to the strengths of the region's core.

Comments:

_____

_____

_____

_____

2. The presentation described several general service enhancement strategies to improve the passenger experience and comfort level; these options are listed below. **Please put a check-mark next to the <u>two</u> (2) improvements you think would best improve the transit system.**

_____ Personal safety and security, for example_____
(Please list one or two things you include in "personal safety and security" if it is one of your choices.)
_____ Bus stop enhancements (e.g., benches, shelters, route maps and schedule info)
_____ Real-time arrival/departure information (e.g., available on cell/smart phones, laptops, etc.)
_____ Transit Centers
_____ Restrooms (e.g., at rail stations or transit centers)

3. Listed below are potential light-rail options that might be included in the 10-30 year plan (please see attached map). **Please rank these potential MetroLink extensions (numbering them "1" through "7") in the order you would like to see them built, with "1" being the first choice.**

_____ NorthSide/SouthSide MOS (from Downtown St. Louis to the northern and southern City limits)

_____ NorthSide/SouthSide full build (from the City limits through North County and South County)

_____ MetroSouth (from Shrewsbury to Reavis Barracks Road)

_____ Madison County Tri-Cities (from East St. Louis to Granite City and Edwardsville, IL)

_____ Clayton to Westport (north from Clayton MetroLink station along I-170, west to Westport)

_____ MetroNorth (from near the MetroLink N. Hanley Station to Florissant)

_____ St. Charles County (I-70 to O'Fallon, MO)

4. Listed below are potential Bus Rapid Transit options that could be implemented within the first five years (please see attached map). **Please rank them ("1" through "5") in the order you think they should be built, with "1" being the first option.**

_____ Grand Avenue (Between Broadway and Natural Bridge)
_____ I-70 (between Downtown St. Louis and O'Fallon, MO)
_____ I-64 (between Downtown St. Louis and Chesterfield, MO)
_____ I-55 (between Downtown St. Louis and Arnold, MO)
_____ I-44 (between Downtown St. Louis and Eureka/Pacific, MO)

Do you use Metro? ___ Yes ___ No If so, which modes do you use, and how often? Please check all that apply:

_____ MetroLink _____ days per week _____I don't ride every week

_____ MetroBus _____ days per week _____I don't ride every week

_____ Call-A-Ride _____ days per week _____I don't ride every week

Please provide your home ZIP Code. This will help the project team measure regional diversity in workshop attendance: _____

How did you find out about the community workshops? Please check all that apply:

_____ newsletter	_____ public official	_____ neighbor
_____ flyer	_____ friend	_____ co-worker
_____ newspaper ad	_____ relative	_____ meeting sponsor
_____ e-mail	_____ website (name:_____)	

Please help evaluate this community workshop, on a scale of 1-5:

a) The information provided was:

1	2	3	4	5
Not useful				Very useful

b) Staff members were:

1	2	3	4	5
Not helpful				Very helpful

c) Overall, the community workshop was:

1	2	3	4	5
Not well-organized				Very well-organized

1	2	3	4	5
Not worth attending				Well worth attending

Additional comments:

_____

_____

_____

_____

_____

_____

_____

_____

Thank You!

December 7, 2009, Clayton World Trade Center

Metro Customers **16**

MetroLink	16	weekly	12	occasional	4
MetroBus	10	weekly	9	occasional	1
Call-A-Ride		weekly		occasional	

Non-Riders **1**

ZIP Codes	
Not provided	0
63031	1
63101	1
63105	1
63108	1
63109	1
63112	2
63118	2
63123	2
63130	3
63132	2

Typical information sources

Newsletter	5	Public official		Neighbor	
Flyer	6	Friend	2	Co-worker	1
Newspaper ad	1	Relative		Community organization	3
E-mail	7	Website	6		

Information provided was:

1 not useful	2	3	4	5 very useful
		5	4	4

Staff members were:

1 not helpful	2	3	4	5 very helpful
		2	7	3

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
		2	6	5

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
		3	7	3

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**9**		5	1	1		
2	4	**5**	2	1	2		1
3	1	3	**6**	2		1	2
4		3		**3**	4	1	3
5	1	2		**3**	2	3	2
6		1	1	1	**5**	4	1
7		1		**3**		**5**	**4**

participants: 22

respondents: 18

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	**7**	1	4		
2	4	2	**6**		
3		**6**	1	2	3
4		2	1	1	**8**
5	1	1		**9**	1

*several respondents did not favor investment in BRT so did not prioritize them.

Service Enhancements

Type	# of times selected
Personal safety & security	8
Bus stop enhancements	9
Real-time arrival/ depart	7
Transit Centers	6
Restrooms	3

December 8, 2009, Central West End: Eric P. Newman Center

Metro Customers	**27**				
MetroLink	24	weekly	16	occasional	8
MetroBus	17	weekly	11	occasional	6
Call-A-Ride	6	weekly	4	occasional	2

Non-Riders **1**

ZIP Codes			
Not provided	3		
63108	3	63132	1
63110	3	63139	1
63112	1	62220	1
63113	2	62249	2
63114	1		
63115	1		
63116	1		
63117	1		
63119	2		
63129	1		
63130	3		
63131	1		

Typical information sources

Newsletter	2	Public official	1	Neighbor	1
Flyer	12	Friend	6	Co-worker	2
Newspaper ad		Relative	1	Community organization	11
E-mail	9	Website	1		

Information provided was:

1 not useful	2	3	4	5 very useful
	1	7	9	10

Staff members were:

1 not helpful	2	3	4	5 very helpful
	1	8	7	11

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
	2	4	8	13

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
	2	6	9	10

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**16**		5		1	3	2
2	4	**12**	3	4	3		1
3	4	2	2	**5**	5	2	1
4	1	1	**8**	3	**7**	1	
5	1	5	5	4	2	1	3
6		2		1	3	7	7
7		2	1	4	1	**8**	**9**

participants: 44

Respondents: 28

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	**18**	1	5	2	1
2	1	5	**10**	2	**8**
3	3	5	3	2	7
4	3	3	4	5	4
5	1	**7**	3	**10**	2

*One respondent wrote in a vote for Kingshighway in St. Louis City

Service Enhancements

Type	# of times selected
Personal safety & security	22
Bus stop enhancements	15
Real-time arrival/ departure info	13
Transit Centers	
Restrooms	7

December 9, 2009, Chesterfield City Hall

Metro Customers	**8**				
MetroLink	8	weekly	3	occasional	5
MetroBus	4	weekly	3	occasional	1
Call-A-Ride		weekly		occasional	
Non-Riders	**1**				

ZIP Codes	
Not provided	
62226	1
63011	2
63017	1
63021	1
63108	2
63141	1
63376	1

Typical information sources

Newsletter	1	Public official	1	Neighbor	
Flyer	3	Friend	1	Co-worker	
Newspaper ad		Relative	1	Community organization	
E-mail	1	Website	1		

Information provided was:

1 not useful	2	3	4	5 very useful
1			3	4

Staff members were:

1 not helpful	2	3	4	5 very helpful
1			2	5

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
1			2	5

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
1			2	5

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**4**		2	**2**			1
2	1	2	**3**		1		**2**
3	1	1	2		**3**		1
4	1	**3**	1	1		1	1
5		1		1	2	2	**2**
6	1			**2**	2	2	1
7		1	1	**2**		**3**	1

participants: 12

Respondents: 9

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	**3**	2	**4**		
2		**3**	3		**3**
3	2	**3**	1	**3**	
4	2		1	**3**	**3**
5	1	1		**3**	**3**

Service Enhancements

Type	# of times selected
Personal safety & security	5
Bus stop enhancements	3
Real-time arrival/ departure info	2
Transit Centers	6
Restrooms	

December 14, 2009, St. Louis City Hall

Metro Customers	**27**				
MetroLink	25	weekly	14	occasional	11
MetroBus	24	weekly	16	occasional	8
Call-A-Ride	5	weekly	2	occasional	3
Non-Riders	**4**				

ZIP Codes			
Not provided	6		
62205	1	63115	1
62236	1	63116	3
63034	2	63118	1
63101	1	63119	2
63103	2	63123	1
63105	1	63135	1
63106	1	63136	1
63108	1	63146	1
63110	1	63147	1
63112	2		

Typical information sources

Newsletter	5	Public official	2	Neighbor	
Flyer	7	Friend	2	Co-worker	4
Newspaper ad	1	Relative		Community organization	8
E-mail	5	Website	4		

Information provided was:

1 not useful	2	3	4	5 very useful
	1	9	12	7

Staff members were:

1 not helpful	2	3	4	5 very helpful
	2	4	15	8

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
	1	7	12	9

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
	1	8	10	10

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**19**		3	4	1	1	2
2	2	**13**	2	3	4	3	
3	3	6	4	2	**10**		2
4	2	3	**8**	6	4	3	
5		4	5	**7**	4	4	2
6	1		4	4	1	**9**	7
7		1	1	3	1	7	**15**

participants: 51

Respondents: 31

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	**17**	2	6	3	1
2	2	**10**	6	1	8
3	3	6	**9**	6	3
4		3	5	**9**	**10**
5	5	6	2	8	6

*One respondent did not fill out this section because he/she felt the funds would be better spent on LRT

Service Enhancements

Type	# of times selected
Personal safety & security	14
Bus stop enhancements	22
Real-time arrival/ departure info	7
Transit Centers	11
Restrooms	10
*One respondent pleaded for more late-night/3rd-shift service.	

December 15, 2009, Southwestern Illinois College

Metro Customers	**13**				
MetroLink	13	weekly	6	occasional	7
MetroBus	5	weekly	2	occasional	3
Call-A-Ride	1	weekly		occasional	1

Non-Riders

ZIP Codes	
Not provided	2
62040	1
62206	1
62220	2
62221	2
62226	1
62254	2
62298	1
63144	1

Typical information sources

Newsletter		Public official		Neighbor	
Flyer	5	Friend	2	Co-worker	2
Newspaper ad		Relative		Community organization	
E-mail	5	Website	1		

Information provided was:

1 not useful	2	3	4	5 very useful
	1	3	3	6

Staff members were:

1 not helpful	2	3	4	5 very helpful
	1	2	3	7

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
		3	5	5

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
		4	1	8

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**3**					**10**	
2	2	1	1		**3**	1	2
3	1	**2**	2	1	2		
4	2	**2**		2	1	1	
5		1		**4**	1		2
6	1		**4**	1	1		1
7		**2**	1				**6**

participants: 17

respondents: 13

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	**3**	1			2
2	1	**3**	**2**		
3	1	1	1	2	1
4		1	1	**3**	1
5	1		**2**	1	**5**

*Many respondents did not rate BRT routes, believing them to be focused only on MO.

Service Enhancements

Type	# of times selected
Personal safety & security	6
Bus stop enhancements	6
Real-time arrival/ departure info	5
Transit Centers	2
Restrooms	8

December 16, 2009, South County: Mehlville High School

Metro Customers	**18**				
MetroLink	14	weekly	6	occasional	8
MetroBus	11	weekly	7	occasional	4
Call-A-Ride	1	weekly		occasional	1

Non-Riders **7**

ZIP Codes	
Not provided	5
63123	2
63125	2
63126	1
63127	2
63128	4
63129	8
63138	1
63143	1

Typical information sources

Newsletter	1	Public official		Neighbor	
Flyer	9	Friend	3	Co-worker	
Newspaper ad	7	Relative	3	Community organization	5
E-mail	10	Website	1		

Information provided was:

1 not useful	2	3	4	5 very useful
1		4	8	12

Staff members were:

1 not helpful	2	3	4	5 very helpful
1		1	8	15

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
1		2	7	15

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
1	1	4	7	12

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**13**			**12**			
2	8	5	1	4	2		1
3	1	**8**	3	5	1	2	
4		2	**10**		2	3	
5		1	3		**9**	2	2
6		1	2	2	3	**6**	3
7	1	2				4	**11**

participants: 34

respondents: 27

*Many respondents only selected the MetroSouth route.

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	2	1	2	**17**	2
2	5	1	2	4	**11**
3	4	2	**10**	1	4
4	5	**9**	5	1	
5	**6**	7	2		5

Service Enhancements

Type	# of times selected
Personal safety & security	12
Bus stop enhancements	12
Real-time arrival/ departure info	9
Transit Centers	9
Restrooms	5

December 17, 2009, North County: University of Missouri-St. Louis

Metro Customers	**9**				
MetroLink	9	weekly	3	occasional	6
MetroBus	5	weekly	2	occasional	3
Call-A-Ride		weekly		occasional	

Non-Riders **1**

ZIP Codes	
Not provided	2
63017	1
63107	1
63108	2
63118	1
63122	1
63134	1
63138	1

Typical information sources

Newsletter		Public official	1	Neighbor	
Flyer	2	Friend	1	Co-worker	
Newspaper ad		Relative		Community organization	3
E-mail	4	Website	2		

Information provided was:

1 not useful	2	3	4	5 very useful
		1	2	5

Staff members were:

1 not helpful	2	3	4	5 very helpful
		1	2	5

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
			2	6

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
		2	3	3

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**6**				2		1
2	1	**4**	1	1	1		1
3	2	3	1	1	1	1	
4		1	**2**	2	**3**	1	
5		1	**2**	1	2	1	1
6			1	**3**		**3**	1
7			1			2	**5**

participants: 29

respondents: 10

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	**4**	2	**3**		
2	2	2	2	1	2
3		**3**	1	2	3
4		2	2	1	**4**
5	3		1	**5**	

Service Enhancements

Type	# of times selected
Personal safety & security	6
Bus stop enhancements	7
Real-time arrival/ departure info	4
Transit Centers	3
Restrooms	1

December 2009 Public Meetings Combined Demographic Data

Customers	**118**				
MetroLink	109	weekly	60	occasional	49
MetroBus	76	weekly	50	occasional	26
Call-A-Ride	13	weekly	6	occasional	7
Non-Riders	**15**				

ZIP Codes					
Not provided	18	63105	2	63128	4
62040	1	63106	1	63129	9
62205	1	63107	1	63130	6
62206	1	63108	9	63131	1
62220	2	63109	1	63132	3
62221	2	63110	4	63134	1
62226	2	63112	5	63135	1
62236	1	63114	1	63136	1
62249	1	63115	2	63138	2
62254	2	63116	4	63139	1
62298	1	63117	1	63141	1
63011	2	63118	4	63143	1
63017	2	63119	4	63144	1
63021	1	63122	1	63146	1
63031	1	63123	5	63147	1
63034	2	63125	2	63376	1
63101	2	63126	1		
63103	2	63127	2		

Typical information sources

Newsletter	14	Public official	5	Neighbor	1
Flyer	44	Friend	17	Co-worker	9
Newspaper ad	9	Relative	5	Community organization	30
E-mail	41	Website	16		

Information provided was:

1 not useful	2	3	4	5 very useful
2	3	29	41	48

Staff members were:

1 not helpful	2	3	4	5 very helpful
2	4	18	44	54

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
2	3	18	42	58

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
2	4	27	39	61

Light Rail

Priority #	NS/SS MOS	NS/SS full build	Clayton-Westport	MetroSouth	MetroNorth	Madison County Tri-Cities	St. Charles County
1	**70**	0	15	19	5	14	6
2	22	**42**	13	13	16	4	8
3	13	25	20	16	**22**	6	6
4	6	15	**29**	17	21	11	4
5	2	15	15	**20**	**22**	13	14
6	3	4	12	14	15	**31**	21
7	1	9	5	12	2	29	**51**

participants: 209

respondents: 136

Bus Rapid Transit

Priority #	Grand Ave	I-70	I-64	I-55	I-44
1	**54**	10	24	22	6
2	15	**26**	**31**	8	**32**
3	13	**26**	26	18	21
4	10	20	19	23	30
5	18	22	10	**36**	22

Service Enhancements

Type	# of times selected
Personal safety & security	73
Bus stop enhancements	74
Real-time arrival/ departure info	47
Transit Centers	37
Restrooms	34

Public Meetings
Series 3
January 2010

MOVING TRANSIT FORWARD

COMMUNITY WORKSHOPS

January 2010

What is "Moving Transit Forward"?

- The St. Louis region's vision for transit system restoration, growth, and enhancement:
  - 5-year short-range plan
  - 10-year mid-range plan
  - 30-year long-range plan
- Planning began in June 2009
  - 3 series of community engagement opportunities
  - Final plan document to be released in March 2010

What can you tell me today?

- Why "Move Transit Forward"?
- How do we make transit decisions?
- What does the plan include?
- How could we finance the plan?
- When could we see these projects?
- What's next?

"Moving Transit Forward" will:

- Provide transit access to more people
- Reposition transit as a *vital* regional asset
- Provide mobility to the transit-dependent
- Select projects that will:
  - Provide the best service for as many people as possible
  - Be cost effective
  - Encourage economic development
  - Help mitigate congestion and pollution
  - Contribute to the strengths of our region's core

How do we make transit decisions?

- Citizens and regional leadership have provided input through public workshops, meetings, and a website (www.movingtransitforward.org) during the planning process
- The planning team studies land use, regional population, employment, and travel patterns and projections
- "Moving Transit Forward" will be the vision for the Metro System
  - Identify opportunities for growth and expansion
  - Introduce innovative service concepts

How do we make transit decisions?

- East-West Gateway (EWGW) Council of Governments will select projects for design and construction from this set of recommendations.
  - EWGW's Board of Directors is made up of our region's highest elected officials
  - EWGW assembles a Transportation Improvement Plan (TIP) including all major transportation projects for the region. Transit projects would need to be part of this plan.
- Selected projects must be eligible for federal funding, and must have financial support at the local and state level

Plan Assumption

Service restoration and any system expansion will require additional financial resources.

What does the plan include?
Service Restoration

- Current service levels are not sufficient to meet regional demand.
  - Service was reduced significantly on March 30, 2009
  - Some service was temporarily restored on August 3, 2009
- Today many parts of our community are without transit access, including Call-A-Ride for elderly and disabled residents
- Many MetroBus routes and MetroLink are overcrowded

What does the plan include?
Service Restoration Priorities

- Reinstatement of MetroBus service where routes were eliminated
- Restore Call-A-Ride service for elderly and disabled residents
- Restore peak frequency of MetroLink
- Add frequency to crowded MetroBus routes

What does the plan include?
Passenger Amenities and Technology

- Smart Cards
- Computer-aided dispatch/automated vehicle location
- Transit Centers
- Web-based applications
  - www.metrostlouis.org
  - Google Transit
  - TripFinder

What does the plan include?
Potential Corridors: Light Rail

• Service is frequent and runs all day

• Works best in areas with relatively high population and employment density, and pedestrian-oriented environments

MetroLink is light rail, and all of the existing routes operate on separate right-of-way

Light rail can operate in streets in mixed traffic. The potential Northside-Southside route could include street-running light rail.

What does the plan include?
Potential Corridors: Light Rail

- MetroLink has been very successful in the St. Louis region
- Planning, design, engineering, and construction requires about 10 years
- Potential corridors have been identified in North, West and South St. Louis County, City of St. Louis, and Illinois
- The final planning & design phase will determine final routes, including stations and end points
- Costs approximately $60 million per mile

What does the plan include?
Potential Corridors: Bus Rapid Transit

Features include:
- **Higher traveling speeds with fewer stops, dedicated stations**
- **Frequent, all-day, bi-directional service**
- **Vehicles that are high-capacity, low-floor boarding, stable**

- **Routes could operate on major urban streets**
- **Routes could also run on existing highways with access to park-ride lots**

What does the plan include?
Potential Corridors: Bus Rapid Transit (BRT)

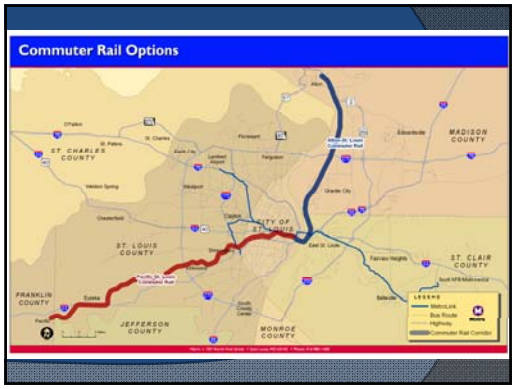
- Successful in large and mid-sized cities across North America
  - Park-ride based service
  - Urban routes
- Lower capital cost than rail, approx. $30 million per route
- Planning, design, engineering, and construction requires about 5 years
- The final planning & design phase will determine final routes, including stations and end points

What does the plan include?
Potential Corridors: Commuter Rail

- Expanding in regions across North America, most involving existing rail right-of-way
- Features:
  - Long distance, suburb to city trips
  - Less frequent, rush hour-oriented service
  - High-capacity, diesel-powered trains with passenger amenities

What does the plan include?
Potential Corridors: Commuter Rail

- Success depends on federal & state support of high-speed intercity rail initiatives currently under consideration
- The final planning & design phase will determine final routes, including stations and end points
- Costs approximately $20 million per route only if federal and state governments build rail infrastructure



How is the Metro System funded today?

- Two major categories of transit financial requirements:
  - Operating: fuel, labor, utilities, supplies, etc.
  - Capital: building facilities, light rail expansion, buying buses, vans, and trains, etc.
- Around the country, passenger fares and local public funds are the primary support for transit operations
  - Federal funds (with a local match) are the primary funding source of capital programs

How is the Metro System funded today?

- Local Funding
  - First public support of transit in our region came in 1974
  - In 1994 the first MetroLink route had just opened and a sales tax passed in St. Louis City and County to pay for the expanded transit system
  - The Metro Transit System has since significantly expanded without another local revenue source

How is the Metro System funded today?

- State Funding
  - On average, states contribute approximately 23% of the operating support of large urban transit systems
  - Historically, the State of Missouri has supported less than 1% of the Metro operating budget
  - Including the one-time 2009 appropriation of $12M, the State of Missouri is contributing 6%
  - Support from the State of Illinois is greater

How is the Metro System funded today?

- Federal Funding
  - Major capital projects are typically supported with a combination of federal, state, and local sources
  - Today federal funds are paying for projects like the reconstruction of Vandeventer Bridge, the rehabilitation of Eads Bridge and purchasing new vehicles
  - The federal New Starts program provides capital funds for major expansion projects, like light rail, bus rapid transit, etc.
  - Federal funds require communities to contribute local matching funds

Taxpayer Support for Transit Comparisons

Metro Area	Total Taxpayer Support	Taxpayer Support per Capita
Baltimore	$339,166,590	$163.35
San Jose	$251,213,258	$163.30
Pittsburgh	$260,994,634	$148.87
Portland (OR)	$232,743,043	$147.01
Denver	$266,642,550	$134.06
Cleveland	$186,224,972	$104.23
Buffalo	$88,110,125	$90.21
Sacramento	$112,939,026	$81.05
Dallas	$306,240,559	$73.87
St. Louis	**$138,769,460**	**$66.80**
San Diego	$117,687,606	$44.00

Based on 2007 Statistics from the National Transit Database

How will we finance the plan?

LOCAL
- Additional local funding is required for sustaining the system, service restoration and any expansion planning and construction.

STATE
- Additional state funding is required to implement full scope of projects presented in the plan.

FEDERAL
- Federal funding is required for any major expansion project.

When could we see these projects? Short Range (1 - 5 years)

- Service restoration
- Planning and engineering for next light rail extension
- 2 Bus Rapid Transit (BRT) routes
  - Light rail and BRT routes to be selected by East-West Gateway from options included in the plan
- Passenger amenities and technology

When could we see these projects? Mid Range (5 - 10 years)

- One light rail extension constructed and operating
- Additional Bus Rapid Transit (BRT) routes
  - Light rail and BRT routes to be selected by East-West Gateway from options included in the plan
- Additional transit centers

When could we see these projects? Long Range (10 - 30 years)

- Planning, engineering, construction, and operation of a second light rail alignment
  - Light rail and BRT routes to be selected by East-West Gateway from options included in the plan
- Begin planning and engineering phases for a third light rail extension

When could we see these projects? To Be Determined

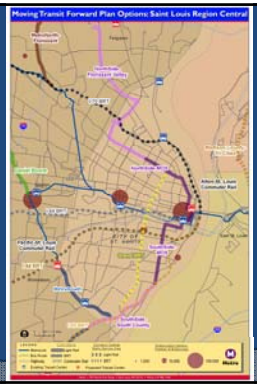
- Commuter rail service
  - Success depends on federal and state support of high-speed intercity rail
- Expansion of service to parts of region outside St. Louis City, St. Louis County and St. Clair County, IL
  - Determined by intent and funding from those counties

Moving Forward

- Planning team will review community input through February 2010
- Seek approval of draft plan from Metro Board of Commissioners in February 2010
- Seek plan adoption from East-West Gateway C.O.G. Board
- Final plan recommendation to be released in March 2010

Discussion Session

- We need your feedback on how well these potential projects serve the needs of your community, and the region as a whole.
- Please follow along & record your answers on the comment form before you leave. Thank you!



1. St. Louis Region - Central

2. St. Louis Region - North

3. St. Louis Region - West

4. St. Louis Region - South

5. St. Louis Region - East

6. MTF Plan Options - Regional

Moving Forward

The community's vision for the long-range plan cannot be realized without strong local, regional, state and federal support.

An efficient and accessible transit system benefits the entire region and all its citizens. Thank you for participating in creating this vision for your transit system.

Thank you!

Moving Transit Forward Comment Form
Round 3 Community Workshops

Your thoughts and comments are very important in shaping the final "Moving Transit Forward" Long-Range Plan. At the end of the team's presentation of the **draft** plan, you will be asked to share your feedback on how well the set of potential projects meets the needs of both your neighborhood and the region as a whole. The presentation will end with an open discussion session; please take the time to fill out this comment form before you leave. Your input is vital to the success of the long-range plan. Thank you!

---

1. **St. Louis Region – Central** Do you feel that the transit network shown on this map, including both the existing services and potential expansion projects, serves the needs of residents and businesses in this area? **Yes _____ No _____**

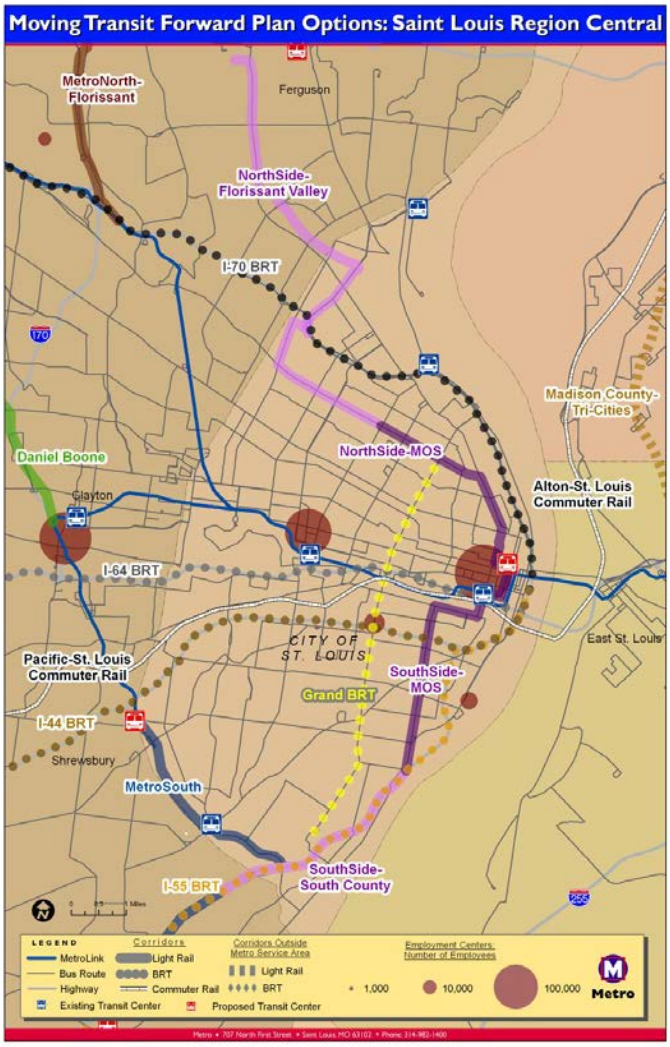
   If not, do you have any suggestions for using transit to improve the quality of life in this part of the region? Please comment below:

   _____

   _____

   _____

   _____



2. **St. Louis Region – North** Do you feel that the transit network shown on this map, including both the existing services and potential expansion projects, serves the needs of residents and businesses in this area? **Yes _____ No _____**

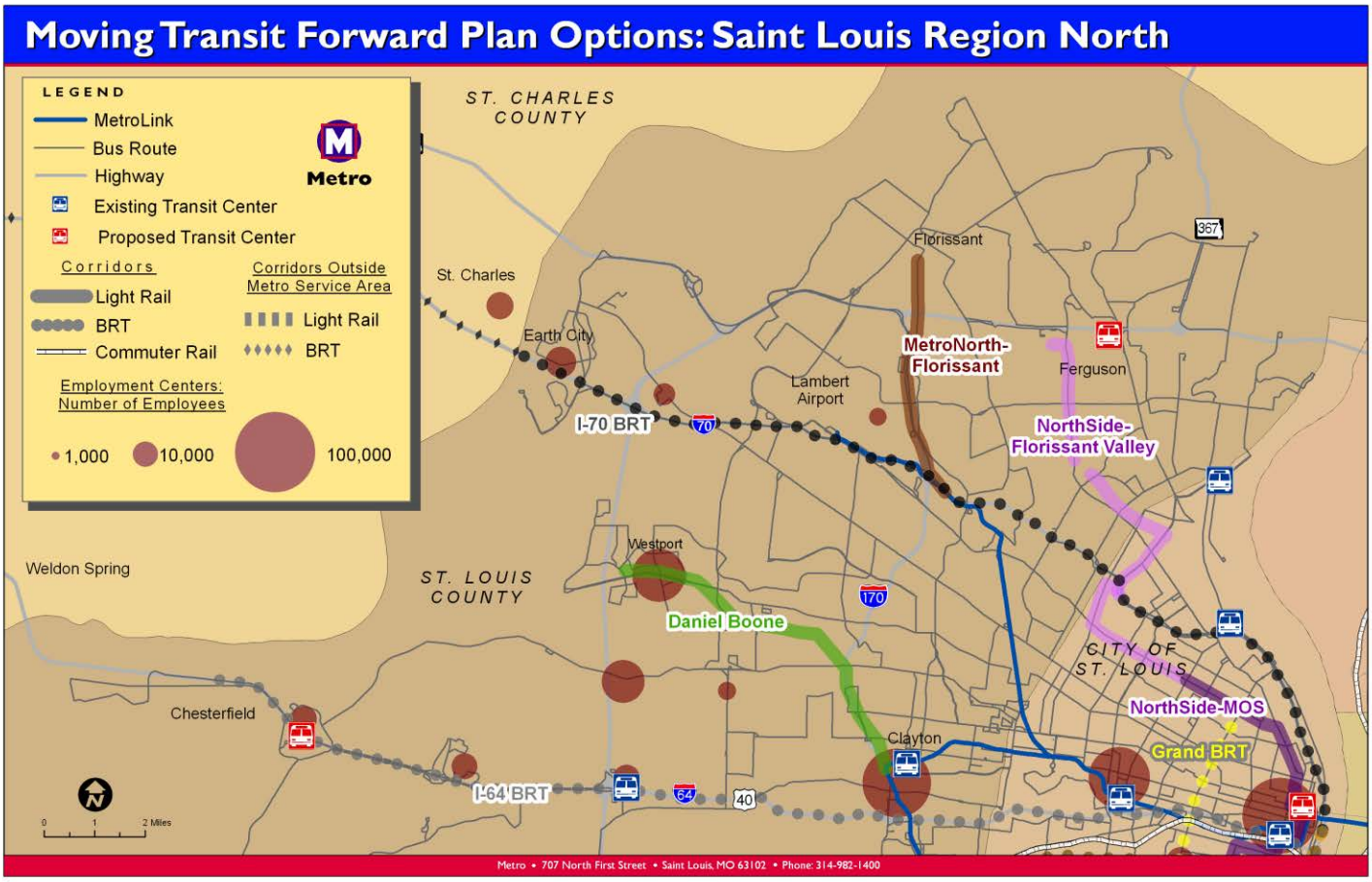
If not, do you have any suggestions for using transit to improve the quality of life in this part of the region? Please comment below:

_____

_____

_____

_____



3. **St. Louis Region – West** Do you feel that the transit network shown on this map, including both the existing services and potential expansion projects, serves the needs of residents and businesses in this area? **Yes _____ No _____**

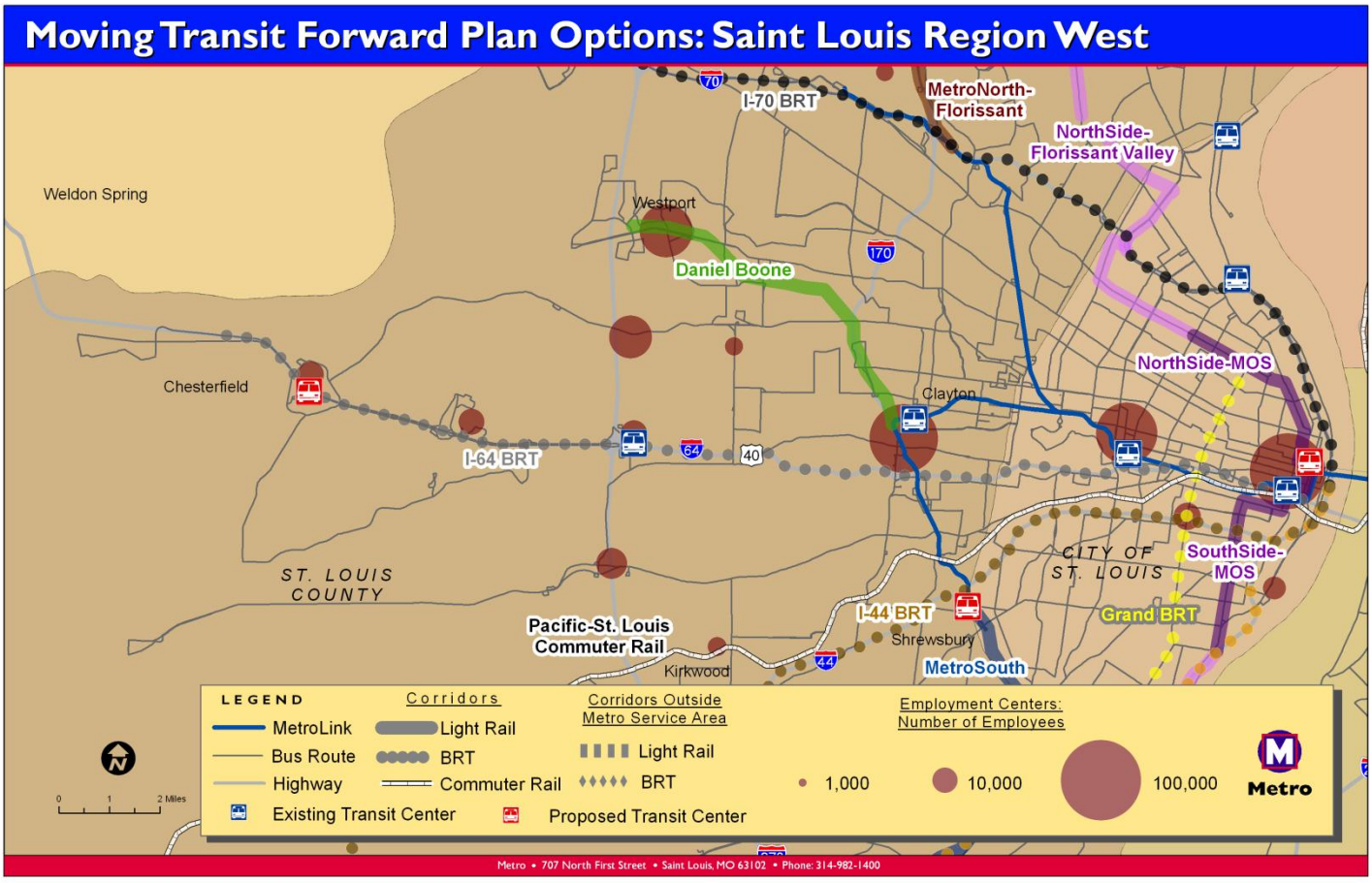
If not, do you have any suggestions on using transit to improve the quality of life in this part of the region? Please comment below:

_____

_____

_____

_____



4. **St. Louis Region - South** Do you feel that the transit network shown on this map, including both the existing services and potential expansion projects, serves the needs of residents and businesses in this area? **Yes _____ No _____**

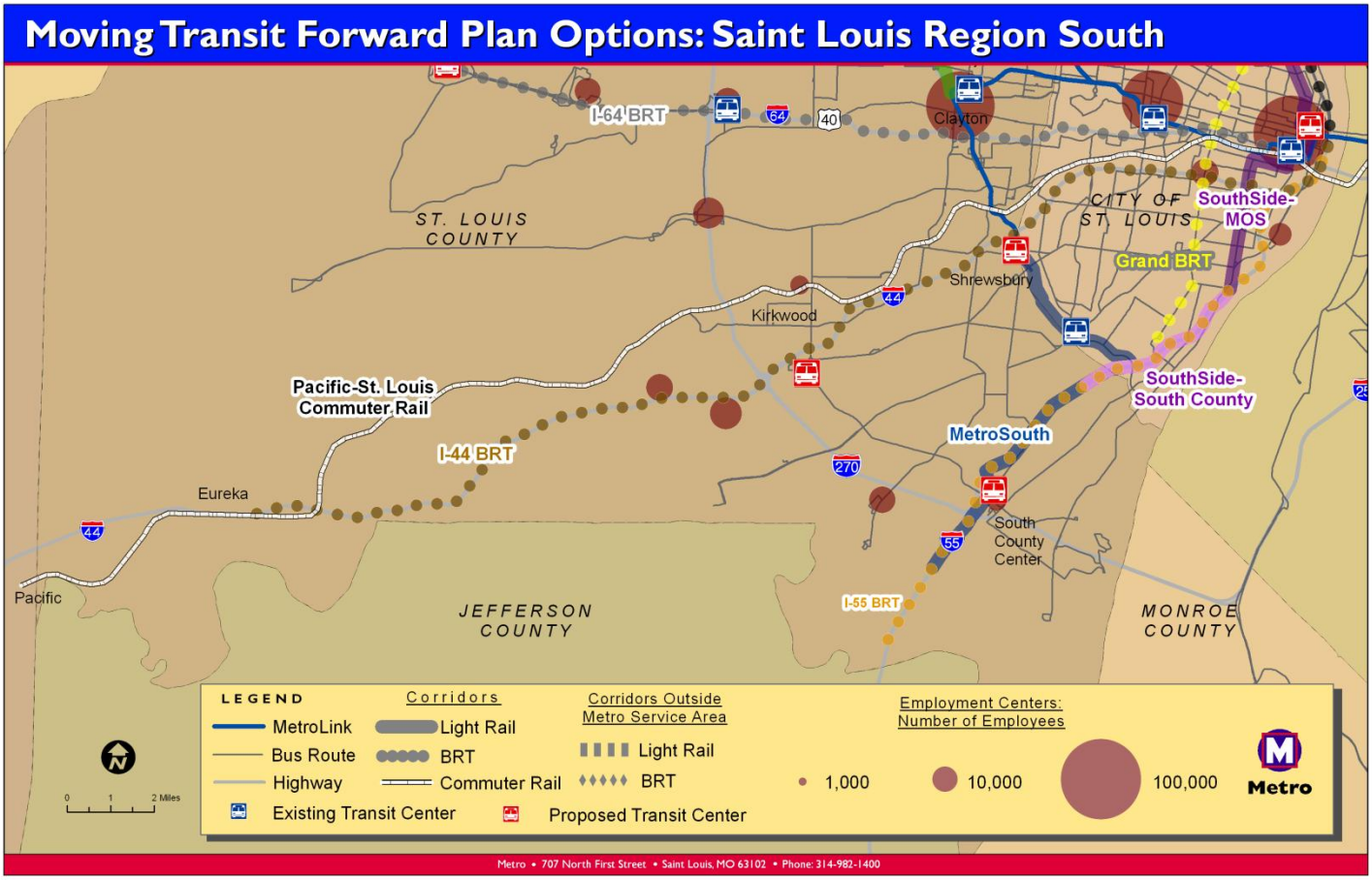
If not, do you have any suggestions on using transit to improve the quality of life in this part of the region? Please comment below:

_____

_____

_____

_____



5. **St. Louis Region – East** Do you feel that the transit network shown on this map, including both the existing services and potential expansion projects, serves the needs of residents and businesses in this area? **Yes _____ No _____**

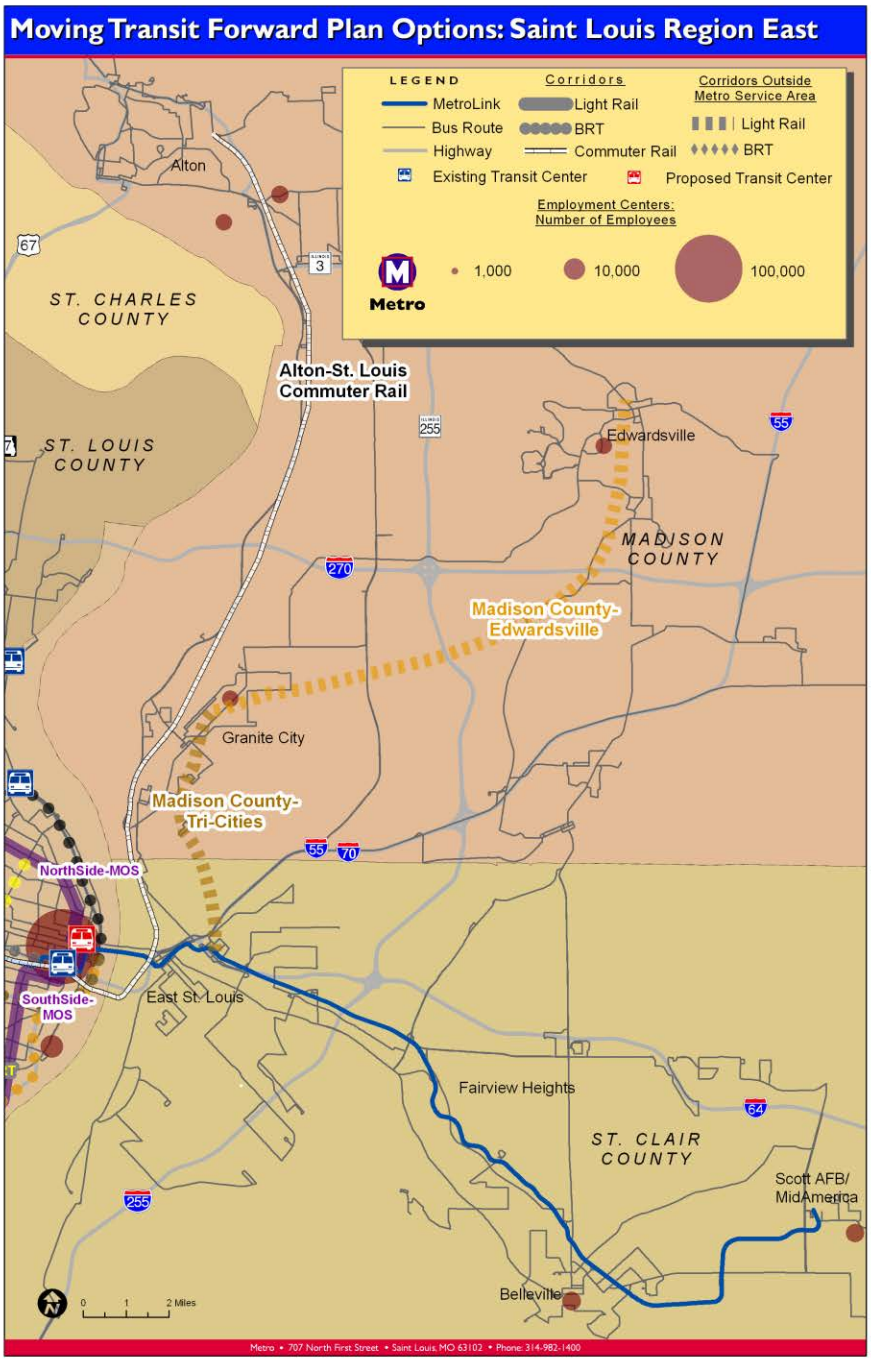
If not, do you have any suggestions on using transit to improve the quality of life in this part of the region? Please comment below:

_____

_____

_____

_____



6. **St. Louis Region:** Do you feel that the transit network shown below would do a good job meeting as many of the region's needs as possible, given limited financial resources? **Yes** _____ **No** _____

Following is a list of the "foundation values" that helped determine which potential projects would be included in the **draft** long-range plan. Such projects should:

- Provide transit access to the greatest number of people, markets and communities.
- Reposition transit as a *vital* regional asset.
- Provide enhanced mobility options to transit-dependent citizens throughout the region.
- Be cost-effective, balancing increased ridership with capital improvements and operating costs.
- Offer greatest potential for attracting federal funding.
- Support development in the St. Louis region.
- Help mitigate congestion and pollution.
- Contribute to the strengths of the region's core.

Do you feel that the full set of potential projects included in the draft plan fulfills these values?

Yes _____ **No** _____

If not, why not? What other corridors or types of transit do you think would make the St. Louis region a better place to live and work, considering the system's limited financial resources?

_____

_____

_____

_____

Do you use Metro? ___ Yes ___ No If so, which modes do you use, and how often? Please check all that apply:

_____ MetroLink	_____ days per week	_____I don't ride every week
_____ MetroBus	_____ days per week	_____I don't ride every week
_____ Call-A-Ride	_____ days per week	_____I don't ride every week

Please provide your home ZIP Code. This will help the project team measure regional diversity in workshop attendance: _____

How did you find out about the community workshops? Please check all that apply:

_____ newsletter	_____ public official	_____ neighbor
_____ flyer	_____ friend	_____ co-worker
_____ newspaper ad	_____ relative	_____ meeting sponsor
_____ e-mail	_____ website (name:_____)	

Please help evaluate this community workshop, on a scale of 1-5:

a) The information provided was:

1	2	3	4	5
Not useful				Very useful

b) Staff members were:

1	2	3	4	5
Not helpful				Very helpful

c) Overall, the community workshop was:

1	2	3	4	5
Not well-organized				Very well-organized

1	2	3	4	5
Not worth attending				Well worth attending

Thank You!

January 19, 2010, St. Louis County Headquarters Auditorium

Customers **8**

MetroLink	8	weekly	5	occasional	3
MetroBus	5	weekly	4	occasional	1
Call-A-Ride		weekly		occasional	

Non-Riders **3**

ZIP Codes	
Not provided	
63011	1
63109	1
63110	1
63116	1
63122	4
63134	1
63144	1
63146	1

Typical information sources

Newsletter	1	Public official	2	Neighbor	
Flyer	3	Friend	2	Co-worker	
Newspaper ad	1	Relative	1	Community organization	
E-mail	3	Website	2		

Information provided was:

1 not useful	2	3	4	5 very useful
		1	2	8

Staff members were:

1 not helpful	2	3	4	5 very helpful
		1	3	7

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
		1	2	8

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
		1	3	7

Participants: 24 Respondents: 10

1. St. Louis Region - Central

Yes 9 No No Answer 1

Additional comments:

1 Kingshighway would be a good route, especially for BRT

1 BRT routes should have own lane

2. St. Louis Region - North

Yes 8 No 1 No Answer 1

Additional comments:

1 Should connect Clayton to Lambert

3. St. Louis Region - West

Yes 8 No 1 No Answer 1

Additional comments:

1 Want fast, direct connection from West County to Lambert Airport

1 BRT service should be expanded to Chesterfield Valley retail area

January 21, 2010: Mehlville High School Library

Customers	**4**				
MetroLink	4	weekly	3	occasional	1
MetroBus	2	weekly	2	occasional	
Call-A-Ride	1	weekly	1	occasional	

Non-Riders	**3**
No Answer	1

ZIP Codes	
Not provided	1
63105	1
63112	1
63122	1
63125	2
63128	1
63129	1

Typical information sources

Newsletter		Public official		Neighbor	1
Flyer	2	Friend		Co-worker	
Newspaper ad		Relative	1	Community organization	
E-mail	3	Website	4		

Information provided was:

1 not useful	2	3	4	5 very useful
1		1	3	3

Staff members were:

1 not helpful	2	3	4	5 very helpful
1		1	3	3

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
1			5	2

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
1		3	1	3

Comments:

2 Too much info from workshop #2 was repeated

1 The workshops were made less comfortable by angry, rude "anti-transit" participants.

1 Printed material not accessible for the visually-impaired

Participants: 26 **Respondents:** 11

1. St. Louis Region - Central

Yes 7 No 1 No Answer 2

Additional comments:

2. St. Louis Region - North

Yes 6 No 1 No Answer 3

Additional comments:

3. St. Louis Region - West

Yes 6 No 1 No Answer 3

Additional comments:

1 Any expansion into the Westport area should require financial resources from businesses served.
1 Go for it.

4. St. Louis Region - South

Yes 6 No 3 No Answer 1

Additional comments:

1 South County transit centers should be located at South County Center and Kirkwood/Sunset Hills
1 Connect south county routes to South County Government Center
1 Better connections to Meramec Valley Community College
2 Better connections to Kirkwood
1 Bring MetroLink to South County since 'we' never got I-170.
1 Put MetroSouth back along existing railroad tracks.

5. St. Louis Region - East

Yes 4 No 1 No Answer 4

Additional comments:

6. STL

Region

Meets needs?

Yes	7	No	1	No Answer	2

Fulfills goals/values?

Yes	5	No	1	No Answer	4

Additional comments:

1 Plan doesn't matter, just move transit forward. The region needs it ASAP

1 No improvement on schedules, bus & MetroLink, then no tax money

January 25, 2010, St. Louis City Hall

Customers	**16**						
MetroLink	16	weekly	12	occasional	3	no answer	1
MetroBus	11	weekly	10	occasional		no answer	1
Call-A-Ride	3	weekly	2	occasional		no answer	1

Non-Riders

ZIP Codes			
Not provided	1		
63102	1	63115	1
63103	1	63127	1
63105	1	63132	1
63110	1	63133	1
63112	1	63134	1
63113	2	63139	2
		63143	1

Typical information sources

Newsletter	2	Public official	1	Neighbor	1
Flyer	4	Friend	1	Co-worker	4
Newspaper ad	1	Relative		Community organization	4
E-mail	5	Website	2		

Information provided was:

1 not useful	2	3	4	5 very useful
		3	2	11

Staff members were:

1 not helpful	2	3	4	5 very helpful
			7	9

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
		1	5	10

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
		3	5	7

Participants: 46 **Respondents:** 17

1. St. Louis Region - Central

Yes 15 No No Answer 1

Additional comments:

1 Need fewer buses/less congestion at Civic Center transit center; too much trash and jay-walking
1 Great cities have great transit; requires a change in hindsight away from automobile.
1 Eliminate paper transfers; too much illegal trade
1 Charge a flat $5 day pass
1 Extend Grand BRT to I-70
1 Cannot cut bus routes that serve the NorthSide MOS corridor; too many elderly & low-income residents
1 Prioritize commuter rail to Alton

2. St. Louis Region - North

Yes 11 No 2 No Answer 3

Additional comments:

1 More proactive leadership needed to expand the Metro service area into St. Charles, Jefferson Counties, et al.
1 Need more bus stops on #66
1 Nedd more routes/service. Not enough jobs in No.Co., so residents need more connections out.

3. St. Louis Region - West

Yes 11 No 2 No Answer 3

Additional comments:

1 MetroLink should extend from I-55 all the way to I-70 via I-170
2 MetroLink should extend into Chesterfield to serve its concentration of health care facilities.

4. St. Louis Region - South

Yes 14 No 1 No Answer 1

Additional comments:

1 Need a cross-county connection on Lindbegh or I-270
2 Need a more direct connection between downtown & Shrewsbury; also Hampton/Gravois. Support denser development in South City

5. St. Louis Region - East

Yes	14	No		No Answer	2

Additional comments:

6. STL Region

Meets needs?

Yes	11	No	2	No Answer	3

Fulfills goals/values?

Yes	12	No	1	No Answer	3

Additional comments:

1 More north-south lines needed
1 Metro needs to adopt a proactive/aggressive but polite means of forming informal relationships with leaders & community to get more funding
1 Too difficult to answer these questions without seeing information on population density, employment, travel patterns, etc.
1 Heaters at MetroLink stations should be part of the amenities package
1 System needs better amenities
1 Safety & security must be improved
1 System should expand to St. Charles County, but understand they voted against it.
1 Arguments for Metro's fiscal responsibility shouldn't defend lawsuit, but improvements in efficiency & oversight.
1 Prioritizing investment in fixed infrastructure like light rail and transit centers will better promote economic development

*It should be noted that several respondents affirmed that the plan meets the needs of each part of the region, but said it did not meet the needs of the region as a whole. These respondents did not include an explanation for such results.

January 26, 2010, St. Louis Community College at Florissant Valley Student Center - Multipurpose Room

Customers **1**

MetroLink	1	weekly	1	occasional	
MetroBus	1	weekly	1	occasional	
Call-A-Ride		weekly		occasional	

Non-Riders

ZIP Codes

Not provided

63108 1

Typical information sources

Newsletter		Public official		Neighbor	
Flyer		Friend		Co-worker	
Newspaper ad		Relative		Community organization	
E-mail	1	Website	1		

Information provided was:

1 not useful	2	3	4	5 very useful
			1	

Staff members were:

1 not helpful	2	3	4	5 very helpful
			1	

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
		1		

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
		1		

Participants: 10 **Respondents:** 1

1. St. Louis Region - Central

Yes 1 No No Answer

Additional comments:

2. St. Louis Region - North

Yes 1 No No Answer

Additional comments:

3. St. Louis Region - West

Yes 1 No No Answer

Additional comments:

4. St. Louis Region - South

Yes 1 No No Answer

Additional comments:

5. St. Louis Region - East

Yes 1 No No Answer

Additional comments:

6. STL Region

Meets needs?

Yes 1 No No Answer

Fulfills goals/values?

Yes No No Answer 1

Additional comments:

January 27, 2010, Belleville City Hall Council Chambers

Customers	**10**				
MetroLink	9	weekly	5	occasional	4
MetroBus	6	weekly	4	occasional	2
Call-A-Ride	1	weekly	1	occasional	

Non-Riders	**1**

ZIP Codes	
Not provided	
62220	2
62226	1
62258	1
63031	1
63043	1
63117	1
63135	1
63138	3

Typical information sources

Newsletter		Public official	1	Neighbor	
Flyer	5	Friend	2	Co-worker	
Newspaper ad		Relative	1	Community organization	
E-mail	4	Website	1		

Information provided was:

1 not useful	2	3	4	5 very useful
			2	9

Staff members were:

1 not helpful	2	3	4	5 very helpful
			2	9

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
			1	10

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
			3	8

Participants: 12 **Respondents:** 11

1. St. Louis Region - Central

Yes 7 No No Answer 2

Additional comments:

1 Do not know. Looks like there is a lot of service for a dying city. Special events & sports are the only reason people go into the city

1 Use small circulators to connect neighborhoods to train stations and transit centers.

2. St. Louis Region - North

Yes 8 No No Answer 2

Additional comments:

1 Expansions in this area seem like a good idea. Seems to be a large number of people & institutions that need service.

1 If we start small it will snowball.

3. St. Louis Region - West

Yes 7 No No Answer 2

Additional comments:

1 Do not percieve a high need for transit in west county

4. St. Louis Region - South

Yes 6 No No Answer 3

Additional comments:

1 Don't know. It's a different world.

5. St. Louis Region - East

Yes	4	No	1	No Answer	4

Additional comments:

1 The proposed Madison County route should be extended to SIUE
2 BRT service should be extended along I-64 in Illinois; BRT is a good idea, should be expanded in IL
1 Light rail should be extended from Shiloh-Scott to Mid-America Airport
1 Need better sidewalks on Douglas leading to school and Belleville MetroLink
1 No idea.

6. STL Region

Meets needs?

Yes	7	No		No Answer	2

Fulfills goals/values?

Yes	8	No		No Answer	1

Additional comments:

1 You seem like nice people, but Metro isn't trusted. It's hard to support a plan, to find regional unity, with a system that seems to have more problems than success. Don't see tax passing in this economy, which means things will only get worse.

January 29, 2010, Webinar and Mail in comments

Customers **27**

MetroLink	27	weekly	14	occasional	13
MetroBus	22	weekly	9	occasional	13
Call-A-Ride	9	weekly	0	occasional	9

Non-Riders **5**
No Answer **3**

ZIP Codes	
Not provided	

Typical information sources

Newsletter	3	Public official	1	Neighbor	1
Flyer	7	Friend	5	Co-worker	3
Newspaper ad	2	Relative	0	Community organization	2
E-mail	6	Website	15		

The online survey was:

1 very ineffective	2	3	4 very effective
2	3	18	12

Information provided was:

1 not useful	2	3	4	5 very useful

Staff members were:

1 not helpful	2	3	4	5 very helpful

Overall, the community workshop was:

1 not well- organized	2	3	4	5 very well- organized

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending

Participants: 28

1. St. Louis Region - Central

Yes 24 No 11 No Answer

Additional comments:

2. St. Louis Region - North

Yes 26 No 9 No Answer

Additional comments:

3. St. Louis Region - West

Yes 23 No 12 No Answer

Additional comments:

4. St. Louis Region - South

Yes 24 No 11 No Answer

Additional comments:

5. St. Louis Region - East

Yes 29 No 6 No Answer

Additional comments:

6. STL Region

Meets needs?

Yes 24 No 11 No Answer

Fulfills goals/values?

Yes 25 No 10 No Answer

Additional comments:

TOTAL JANUARY 2010 MEETING RESULTS

Customers **66**

MetroLink	65	weekly	40	occasional	24	No answer	1
MetroBus	47	weekly	30	occasional	16	No answer	1
Call-A-Ride	14	weekly	4	occasional	9	No answer	1

Non-Riders **12**

No Answer **4**

ZIP Codes			
Not provided	2		
62220	2	63116	1
62226	1	63117	1
62258	1	63122	5
63011	1	63125	2
63031	1	63127	1
63043	1	63128	1
63102	1	63129	1
63103	1	63132	1
63105	2	63133	1
63108	1	63134	2
63109	1	63135	1
63110	2	63138	3
63112	2	63139	2
63113	2	63143	1
63115	1	63144	1
		63146	1

Typical information sources

Newsletter	6	Public official	5	Neighbor	3
Flyer	21	Friend	10	Co-worker	7
Newspaper ad	4	Relative	3	Community organization	6
E-mail	22	Website	25		

Information provided was:

1 not useful	2	3	4	5 very useful
1		5	10	31

Staff members were:

1 not helpful	2	3	4	5 very helpful
1		2	16	28

Overall, the community workshop was:

1 not well-organized	2	3	4	5 very well-organized
1		3	13	30

Overall, the community workshop was:

1 not worth attending	2	3	4	5 well worth attending
1		8	12	25

The online survey was:

1 very ineffective	2	3	4 very effective
2	3	18	12

Executive Committee

Moving Transit Forward Executive Committee

The Honorable Charlie Dooley	St. Louis County Executive	St. Louis County Government
The Honorable Barbara Fraser	County Council Member	St. Louis County Government
The Honorable Kathy Burkett	County Council Member	St. Louis County Government
The Honorable Steven Stenger	County Council Member	St. Louis County Government
The Honorable Hazel Erby	County Council Member	St. Louis County Government
The Honorable Michael O'Mara	County Council Member	St. Louis County Government
The Honorable Greg Quinn	County Council Member	St. Louis County Government
The Honorable Colleen Wasinger	County Council Member	St. Louis County Government
Mr. Mike Jones	Senior Policy Advisor	St. Louis County Government
Mr. Garry Earls	Chief Operating Officer	St. Louis County Government
The Honorable Charles Quincy Troupe	Alderman - Ward 1	City of St. Louis Board of Aldermen
The Honorable Joseph Vollmer	Alderman - Ward 10	City of St. Louis Board of Aldermen
The Honorable Matt Villa	Alderman - Ward 11	City of St. Louis Board of Aldermen
The Honorable Fred Heitert	Alderman - Ward 12	City of St. Louis Board of Aldermen
The Honorable Alfred Wessels Jr.	Alderman - Ward 13	City of St. Louis Board of Aldermen
The Honorable Stephen Gregali	Alderman - Ward 14	City of St. Louis Board of Aldermen
The Honorable Jennifer Florida	Alderman - Ward 15	City of St. Louis Board of Aldermen
The Honorable Donna Baringer	Alderman - Ward 16	City of St. Louis Board of Aldermen
The Honorable Joseph Roddy	Alderman - Ward 17	City of St. Louis Board of Aldermen
The Honorable Terry Kennedy	Alderman - Ward 18	City of St. Louis Board of Aldermen
The Honorable Marlene Davis	Alderman - Ward 19	City of St. Louis Board of Aldermen
The Honorable Dionne Flowers	Alderman - Ward 2	City of St. Louis Board of Aldermen
The Honorable Craig Schmid	Alderman - Ward 20	City of St. Louis Board of Aldermen
The Honorable Antonio French	Alderman - Ward 21	City of St. Louis Board of Aldermen
The Honorable Jeffrey Boyd	Alderman - Ward 22	City of St. Louis Board of Aldermen
The Honorable Joe Vaccaro	Alderman - Ward 23	City of St. Louis Board of Aldermen
The Honorable William Waterhouse	Alderman - Ward 24	City of St. Louis Board of Aldermen
The Honorable Shane Cohn	Alderman - Ward 25	City of St. Louis Board of Aldermen
The Honorable Frank Williamson	Alderman - Ward 26	City of St. Louis Board of Aldermen
The Honorable Gregory Carter	Alderman - Ward 27	City of St. Louis Board of Aldermen
The Honorable Lyda Krewson	Alderman - Ward 28	City of St. Louis Board of Aldermen
The Honorable Freeman Bosley Sr.	Alderman - Ward 3	City of St. Louis Board of Aldermen
The Honorable Sam Moore	Alderman - Ward 4	City of St. Louis Board of Aldermen
The Honorable April Ford-Griffin	Alderman - Ward 5	City of St. Louis Board of Aldermen
The Honorable Kacie Starr Triplett	Alderman - Ward 6	City of St. Louis Board of Aldermen
The Honorable Phyllis Young	Alderman - Ward 7	City of St. Louis Board of Aldermen
The Honorable Stephen Conway	Alderman - Ward 8	City of St. Louis Board of Aldermen

The Honorable Kenneth Ortmann	Alderman - Ward 9	City of St. Louis Board of Aldermen
The Honorable Lewis Reed	President	City of St. Louis Board of Aldermen
The Honorable Francis Slay	Mayor	City of St. Louis
The Honorable Darlene Green	Comptroller	City of St. Louis
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The Honorable Conrad Bowers	Mayor	City of Bridgeton
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The Honorable Linda Goldstein	Mayor	City of Clayton
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The Honorable Harold Dielmann	Mayor	City of Creve Coeur
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The Honorable Charles Ellis	Mayor	City of Greendale
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The Honorable Arthur McDonnell	Mayor	City of Kirkwood
The Honorable David Willson	Mayor	City of Manchester
The Honorable James White	Mayor	City of Maplewood
The Honorable Michael Moeller	Mayor	City of Maryland Heights
The Honorable Michele DeShay	Mayor	City of Moline Acres
The Honorable Paul Marti	Mayor	City of Oakland
The Honorable Missy Waldmann	Mayor	City of Olivette
The Honorable Mike Schneider	Mayor	City of Overland
The Honorable Herbert Adams	Mayor	City of Pacific
The Honorable James Beck	Mayor	City of Richmond Heights
The Honorable Julie Morgan	Mayor	City of Rock Hill
The Honorable Bert Gates	Mayor	City of Shrewsbury
The Honorable Jonathan Dalton	Mayor	City of Town & Country
The Honorable Joseph Adams, Jr.	Mayor	City of University City
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The Honorable Virginia Bira	Mayor	City of Vinita Park
The Honorable E. William	Mayor	City of Warson

Bergfeld, Jr.		Woods
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Ms. Linda S. Wilson		Missouri Department of Transportation
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Mr. Rodney Crim	Executive Director	St. Louis Development Corporation
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Mr. Richard Fleming	President & CEO	RCGA
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The Honorable Alan J. Dunstan	Chairman	Madison County Board
Mr. Ed Hassinger	District Engineer	Missouri Department of Transportation
Mr. Tim Embree		St. Louis City Hall
The Honorable John Nations	Mayor	City of Chesterfield
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Mr. James Buford	President	Urban League of Metropolitan St. Louis
Ms. Sheryl Hodges	Director of Highways, Traffic & Public Works	St. Louis County
Mr. Gene Baker		Illinois Department of Transportation
Mr. Robert Funk		Paraquad
Ms. Kimberly Barge		Paraquad
Mr. Bob Lewis		Development Strategies, Inc.
Mr. Brad Beggs		Development Strategies, Inc.
Mr. Steve Hoffner		Washington University

Ms. Sarah Coffin		St. Louis University
Ms. Henrietta Wood	Transportation Task Force	Metropolitan Congregations United
Mr. Bob Fellner	Transportation Task Force	Metropolitan Congregations United
Mr. Karl Tyminski		Metropolitan Sewer District
Mr. Jerry Schlichter		Schlichter Law Associates
Mr. S.J. Morrison	Director of Marketing & Planning	Madison County
Mr. Bill Grogan		St. Clair County
Mr. Larry Geising		South County Chamber of Commerce
Mr. Steve Billings	Multi-Modal Operations	Missouri Department of Transportation
Mr. Greg Hayden		Luxemberg Realty
Ms. Suzanne Welker		Affton Chamber of Commerce
Ms. Shelia Hudson		Hudson & Associates, LLC
Mr. Jerry Blair	Director of Transportation Planning	East-West Gateway Council of Governments
Ms. Maggie Hales	Interim Executive Director	East-West Gateway Council of Governments
Commissioner Kevin S. Cahill		Metro Board of Commissioners
Commissioner Fonzy Coleman		Metro Board of Commissioners
Commissioner Richard LaBore		Metro Board of Commissioners
Commissioner David Dietzel		Metro Board of Commissioners
Commissioner Lewis McKinney, Jr.		Metro Board of Commissioners
Commissioner Tadas Kicielinski		Metro Board of Commissioners
Commissioner Vincent Schoemehl, Jr.		Metro Board of Commissioners
Commissioner James Rosborg		Metro Board of Commissioners
Commissioner Hugh Scott, III		Metro Board of Commissioners
Commissioner Jeffrey Watson		Metro Board of Commissioners

MOVING TRANSIT FORWARD

September 29, 2009

Metro Today

- Strong ridership
- An award-winning transit system
- Good for the environment
- Strong economic engine for the St. Louis region

Objective

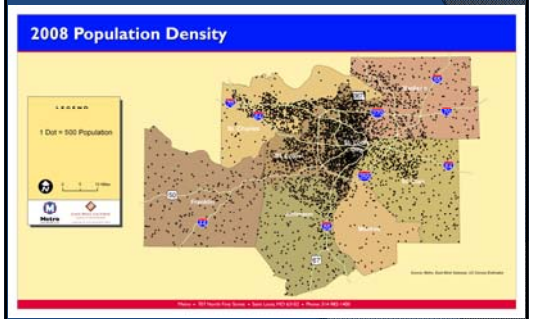
- The **Moving Transit Forward** long-range plan will be a comprehensive plan to:
  - engage and guide regional leaders and community stakeholders,
  - provide and enhance service in the near and long-term,
  - retain existing riders and attract new riders, and
  - increase overall transit system efficiency.

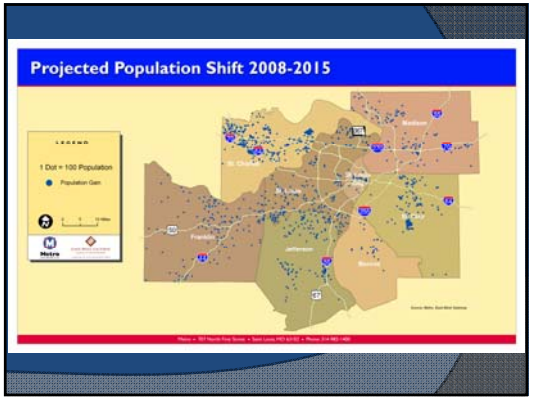
The Vision

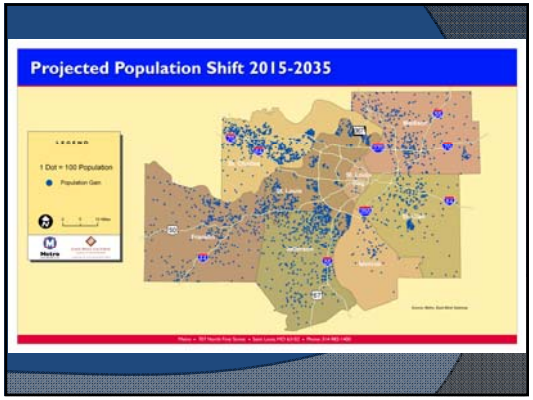
- Vision for Metro Transit System
  - Identifies opportunities for system growth and enhancement
  - Introduces innovative service concepts
- Blueprint for achieving the Vision
  - 5-year short-range plan
  - 10-year mid-range plan
  - 30-year long-range plan
- Project Team

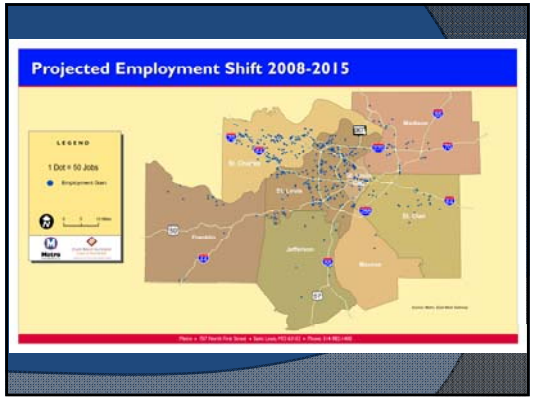
Defining the Vision

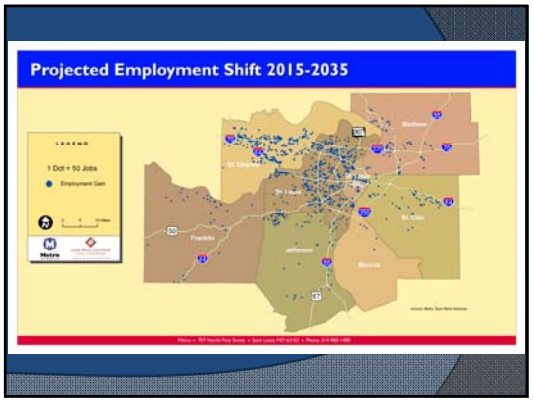
- Ongoing engagement of public and key stakeholders
- Current and Projected Regional Transportation Needs
- Assessment of Metro System
- Financial Capacity

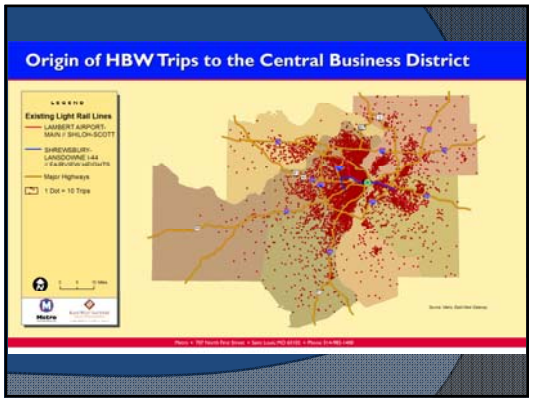












Preliminary Data

- 87% of respondents to a recent survey believe transit is important for making the St. Louis Region a great place to work, live, and play
- Transit is particularly important for:
  - Accessing employment
  - Accessing education and medical facilities
  - Elderly and disabled
  - Those who cannot afford to drive

Preliminary Data

- What the survey and focus group participants told us:
  - Expand MetroLink to more communities
  - Make MetroBus service more available
  - Improve sense of personal safety
  - More education and public awareness
  - New transit service modes are attractive

Preliminary Data

- Metro customers add:
  - More passenger amenities, lighting, shelter, schedule information, restrooms
  - More real-time information about disruptions that impact their commute
  - Improved connections between routes

Tomorrow's Possibilities

- Expand MetroBus System
- Improve frequency
- Increase passenger amenities
  - Comfortable waiting environments
  - Customer information

Tomorrow's Possibilities

- Introduce new modes and technologies
  - Bus Rapid Transit (BRT)
  - Flex Routes
  - Intelligent Transportation Systems (ITS)

Tomorrow's Possibilities

- Expand high-speed transit

Engaging the Community

- The vision for our transit system will be based in part on input from the community
- Small meetings for business, political officials and organizations
- Three series of public engagement opportunities

The Road Ahead

- Initial public engagement workshops begin October 13
- Draft of service enhancement alternatives presented week of December 7
- Draft plan presented week of January 18
  - Final plan released in February or March

We Want You Involved

- "Moving Metro Forward" will be driven by community input
- Participate in public meetings
  - Help facilitate regional conversation and disseminate meeting information
  - Send your ideas and suggestions via e-mail

Contact Project Team

Chris Poehler
Senior Vice President Engineering and New Systems Development
cpoehler@metrostlouis.org
(314) 923-3089

Ray Friem
Chief Operating Officer
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(314) 982-1445

Jessica Mefford-Miller
Chief of Planning and System Development
jnmefford@metrostlouis.org
(314) 982-1479

MOVING TRANSIT FORWARD

EXECUTIVE BRIEFING

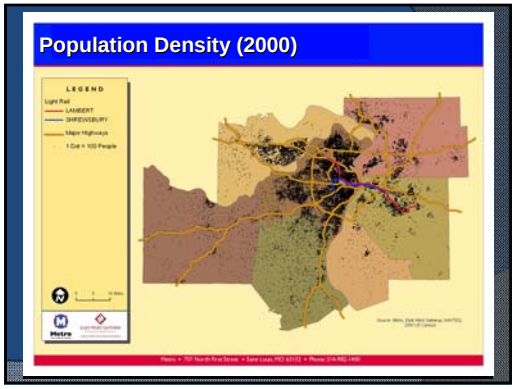
December 4, 2009

Progress Update

- Regional mobility assessment results
- Community engagement Series 1 results
- Potential service enhancement strategies
- Financial capacity

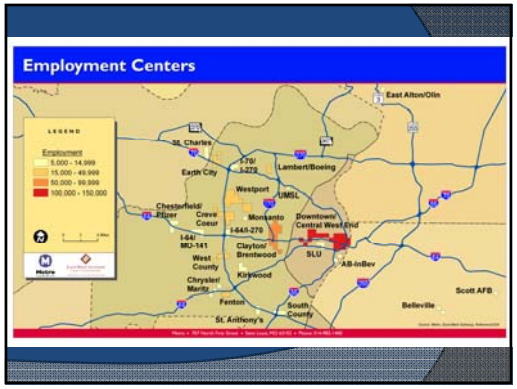
Moving the St. Louis Region

- Population and employment density are critical.
- The region will likely exhibit slow population and employment growth.
- St. Louis City hosts the densest concentration of population in the region, but experienced only modest growth between 2000 & 2008. This trend is expected to continue.
- The fastest-growing regional population areas, including St. Charles County and the IL-159 corridor, exhibit lower-density development.
- Transit-dependent populations are currently concentrated in St. Louis City and adjacent suburbs. As population ages across the region, service must be extended to other areas.



Moving the St. Louis Region

- The strongest employment core is the central corridor, including Downtown, the Central West End, and Clayton.
- Smaller but potentially transit-supportive densities exist in Clayton/Brentwood/Richmond Heights, Westport, and the Tri-Cities area in IL.
- Smaller centers such as Westport and Earth City, offer potential to be more transit supportive if development policies are modified to encourage transit-oriented development and density.

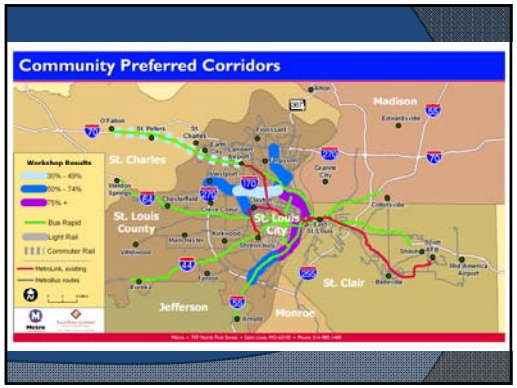


Engaging the Community

- Project website www.movingtransitforward.org launched
- Community workshops conducted in St. Louis City, St. Louis, Madison, and St. Clair Counties October 13 - November 17
  - Open-house format focused on education & outreach and participant preferences

Community Workshop Results

- Participants identified transit routes most important to them
- Preferred types of transit:
  1. Light Rail
  2. Bus Rapid Transit
  3. Bus
- Focused on improving the passenger experience:
  1. Improved security and lighting
  2. Bus enhancement packages (shelters & seating)
  3. Transit centers
  4. Restrooms



Foundation Values

- Provide transit access to the greatest number of people and a range of transit markets.
- Reposition transit as a vital regional asset.
- Provide enhanced mobility options to transit-dependent citizens throughout the region.
- Identify cost-effective projects that balance increased ridership with capital improvements and operating costs.

Foundation Values

- Identify projects that will potentially attract federal funding.
- Select projects that will support development in the St. Louis region.
- Select projects that will help mitigate pollution and congestion.
- Select projects that will contribute to the strengths of the region's core.

QUESTION

Are these values consistent with the direction you think Metro Transit should be taking?

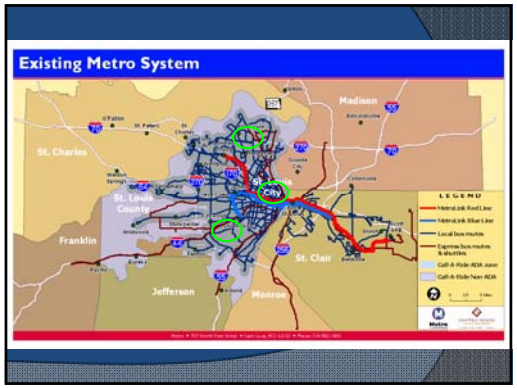
Is there anything missing?

The Metro System Today

- Over 30% of MetroBus service eliminated on March 30
  - Corresponding reductions in Metro Call-A-Ride
  - 55% of service restored August 3
- MetroLink service reduced by 20%
- Significant reduction in patronage
  - 20% YTD

Potential Service-Level Enhancements

- Improve frequency on a selection of heavily-utilized MetroBus routes
- Restore MetroLink frequency
- Restore job access
  - Possibility for alternative route configurations
  - Create a route structure that supports an expanded Metro System service area



Potential Passenger Comfort Improvements

- Safety and security
- Intelligent Transportation Systems (ITS)
  - Smart Cards
  - Computer-aided dispatch/automated vehicle location (CAD/AVL)
  - Web-based applications
    - www.metrostlouis.org
    - Google Transit
    - TripFinder
- Benches and shelters at bus stops
- Transit Centers

QUESTION

Do you generally support these proposed enhancements to the existing Metro System?

Which are more important, and why?

Light Rail

- Frequent, day-long service
- High capacity vehicles
- Street running or separated right of way
- Trains typically electric powered

Potential Light Rail Corridors

Bus Rapid Transit (BRT)

- High-capacity vehicles with rail-like characteristics and amenities
- High traveling speeds, less frequent stops
- Dedicated passenger stations & stops
- Frequent, all-day service

Potential Bus Rapid Transit Corridors

Commuter Rail

- Long distance, suburb to city trips
- Trains typically diesel powered
- Less frequent, rush hour oriented service
- High capacity vehicles with passenger amenities

Potential Commuter Rail Corridors

Potential Corridors

QUESTION

Which of these routes do you think are most critical for the region, and why?

Financial Challenges

- **LOCAL**
  - Lack of growth in local sales tax revenue and debt obligation
- **STATE**
  - Lack of state support for transit in Missouri
- **FEDERAL**
  - Inability to match Federal capital funds with state and local resources

Financial Opportunities

- **LOCAL**
  - Local funding **required** for sustaining system and any expansion
- **STATE**
  - Funding from state could impact timing and scope of long-range plan build out
- **FEDERAL**
  - Possibility for increased levels of Federal support for capital and operations.
  - All major expansion projects must qualify for Federal funding.

Potential Finance Strategies

- Developing multiple plan scenarios with varied levels of funding from state and federal sources
- Identifying projects that could be supported by counties outside existing service area
- Establishing a phased project implementation schedule

QUESTION

Given the financial constraints and opportunities described, what types of projects should be included in the long-range plan?

Securing local and state funding is critical to completing any long-range transit plan. How can we as a community make this happen?

Moving Forward

- Community Engagement December 7-17
  - Present potential service enhancement alternatives
  - 7 community workshops
  - 1 webinar
- Draft plan presented week of January 18
- Final plan released in March

Advisory Group

Moving Transit Forward Advisory Committee

- Gene Baker, Illinois Department of Transportation
- Steve Billings, Missouri Department of Transportation
- Jim Burford, The Urban League
- Sarah Coffin, Saint Louis University
- Tim Embree, St. Louis City
- Robert Funk (Kimberly Barge), Paraquad, Inc.
- Larry Geising, South County Chamber of Commerce
- Bill Grogan, St. Clair County
- Ed Hassinger (Wesley Stephen), Missouri Department of Transportation (MODOT)
- Greg Hayden, Luxemburg Realty
- Sheryl Hodges, St. Louis County
- Steve Hoffner, Washington University
- Shelia Hudson, Hudson & Associates
- Bob Lewis (Brad Beggs), Development Strategies, Inc.
- SJ Morrison, Madison County
- Mayor John Nations, Municipal League
- Jerry Schlichter, Schlichter Law Associates
- Todd Swanstrom, University of Missouri - St. Louis
- Karl Tyminski, Metropolitan Sewer District (MSD)
- Suzanne Welker, Affton Chamber of Commerce
- Henrietta Wood (Bob Fellner), Metropolitan Congregations United
- Rebecca Zoll, North County, Inc

MOVING TRANSIT FORWARD

UPDATE TO MOVING TRANSIT FORWARD ADVISORY GROUP

September 16, 2009

Objective

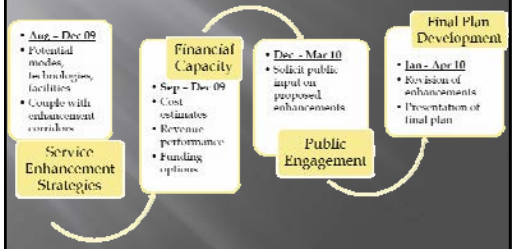
- **The Metro Long-Range Transit Plan will be a comprehensive plan to:**
  - engage and guide regional leaders and community stakeholders,
  - provide and enhance service in the near and long-term,
  - retain existing riders and attract new riders, and
  - increase overall system efficiency.

Project Team

- **Metro**
- **East-West Gateway Council of Governments**
- **Consultant Group:**
  - **URS**
  - **Vector Communications**
  - **Cambridge Systematics**
- **Moving Transit Forward Advisory Group**

Long-Range Plan Phase 1

Long-Range Plan Phase 2

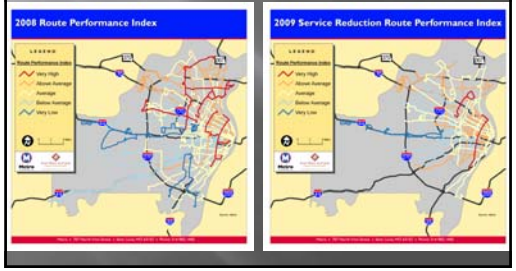


Metro System Assessment

- Route Performance Index (RPI) based on passengers per trip, revenue hour, mile, and subsidy per passenger
- RPI aggregated to corridor level
- Customer satisfaction ratings by corridor and route
- Identifies target areas for service enhancement or modification

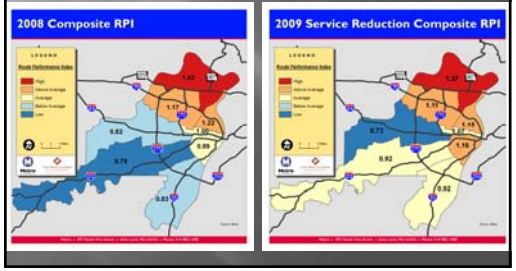
Route-Level Performance

Pre-Service Reduction | Post-Service Reduction



Corridor-Level Performance

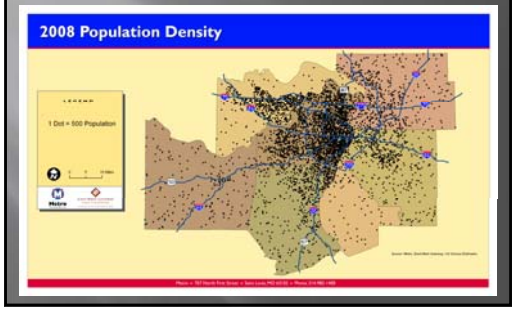
Pre-Service Reduction | Post-Service Reduction



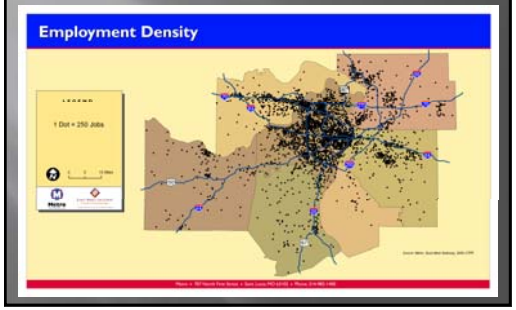
Regional Mobility Needs Assessment

- Analyze existing and projected population and employment density, and regional commute flows
- Identify locations and key corridors with characteristics conducive to supporting transit service including major capital investments

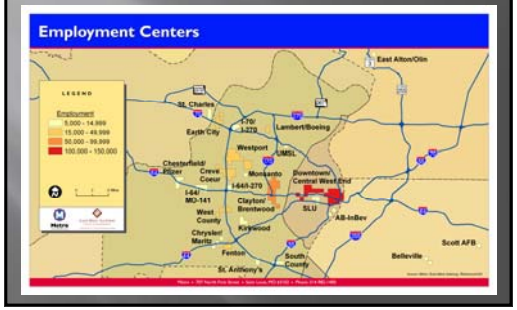
Population Density



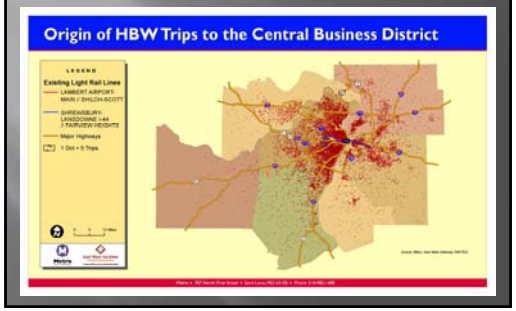
Employment Density



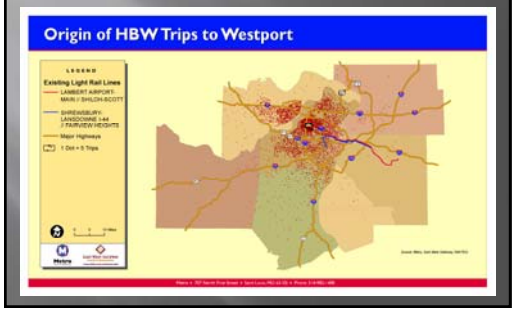
Employment Centers



Central Business District Commute Flows



Westport Commute Flows



Service Enhancement Strategies

- Combine Metro System and Mobility Needs Analysis with data from surveys and focus groups into a comprehensive plan for mass transit unique to the St. Louis Metropolitan area
- Identify corridors or routes for enhanced service coupled with technologies, modes, and facilities

3 Fiscally Constrained Plans

- **1-5 Year Action Plan:**
  - Service Restoration
  - Service and Amenity Enhancement
  - Light Rail Transit (LRT) Planning
  - Start Bus Rapid Transit (BRT) Service, Park-Ride
- **5-10 Year Investments:**
  - BRT, Light Rail, Transit Centers
- **10-30 Year Investments:**
  - Corridors, Technologies, Land-Use Strategies

Postulates

- If the focus were solely on cost effectiveness, most service would be inside I-270.
- Fixed-route transit, in St. Louis and elsewhere, cannot effectively or cost-effectively serve typical dispersed suburban employment patterns.

Postulates

- Suburban strategies should focus on park-ride and transit centers.
- Distribution service from those centers may need to be partial employer responsibility (with a few exceptions).

Postulates

- Primary regional destination concentration:
  Downtown St. Louis -Central West End
- Secondary concentration:
  Clayton
- Tertiary concentration:
  Westport

Postulates

- Image counts – a whole lot.
- In the public mind, light rail *is* first-class transit in St. Louis.
- Buses are seen as second (or third) class transit in St. Louis.
- Long-range plans must include LRT extensions.

Potential Light Rail Alternatives

- Light rail is expensive ($60 million per mile), which inhibits ability to expand overall system.
- Need to reconsider "commuter rail" ($10 million per mile)

Recent Commuter Rail

Bus Rapid Transit

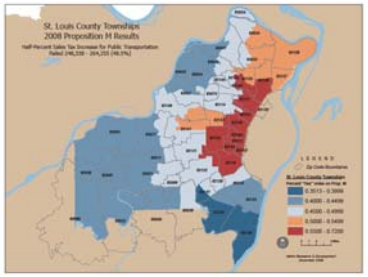
- Need to educate about attributes and benefits of Bus Rapid Transit (BRT): equipment, speed, facilities, amenities. ($2 million per mile; $35 million per route)
- BRT: freeway and/or arterial bus lanes, park-and-rides, transit centers, enhanced stations, interchange modifications, traffic signal treatments. No busways.

Bus Rapid Transit

Public Education

- Need to educate public and stakeholders about:
  - Transit Financing
  - Potential Markets for Transit Investment
  - Alternative Modes
- Related Projects:
  - East-West Gateway Renewing the Region
  - Loop Trolley Project
  - Midwest Regional Rail Initiative

2008 Prop M Results



COMMUNITY ENGAGEMENT

Progress Update

- Community engagement milestones
- Quantitative research
- Qualitative research
- Communication strategies and tactics

Community Engagement Milestones

- Baseline survey (August 3 – 12)
- Focus groups (September 9 – 15)
- 1st Meeting of Moving Transit Forward Advisory Group (September 16)
- Bi-State Development Agency 60th Anniversary Event (Week of September 28)
- First Round Public Workshops: St. Louis Mobility Needs & Service Concepts (Week of October 12)

Community Engagement Milestones

- 2nd Meeting of Moving Transit Forward Advisory Group (December 2)
- 2nd Round of Public Workshops outlining results of initial planning process (Week of December 7)
  - Briefings for key stakeholders and elected officials
  - Designed to present preliminary plan and solicit public input

Phase 2 Community Engagement Milestones

- **Third Round of Public Workshops: Presentation of Proposed Final Plan (week of January 18th)**
- **Formal plan roll-out to media**
- **Final Moving Transit Forward Advisory Group Meeting and Recommendation of Final Plan (March 10th)**

Baseline Survey Results

- **Purpose**
  - Determine perception of issues facing the St. Louis region
  - Assess general public attitude toward transit & Metro
  - Identify service factors needing attention
  - Query respondents on how to improve the transit system
- **508 respondents**
  - 68% St. Louis County
  - 20% St. Louis City
  - 12% Illinois
    - 75% never use Metro to get to work
    - 21% ride Metro at least monthly
    - 89% familiar with Metro, particularly light rail

Baseline Survey Results

- **87% believe public transit is important to a community's overall quality of life**
- **Public transit a highly-ranked regional issue along with:**
  - The economy, employment opportunities, education
- **>90% believe transit is important for providing transportation to:**
  - Elderly and disabled
  - Those who cannot afford it
  - Those who need access to jobs

Focus Groups

- Focus groups conducted in September
  - Two Metro Customer sessions
  - Two Non-Metro Customer sessions
  - Geographically and demographically balanced participation
  - Gauge participant reaction to various service technologies and operational types
- Results of focus groups and baseline survey used to guide community engagement plan development

Recurring Themes

- **Metro's impact:**
  - Access to jobs and sporting events
  - Connects universities
  - Saves on gas and parking
- **Transit critical for:**
  - Seniors/disabled
  - Those who cannot afford cars
  - Teenagers
- **Better security**
  - Improve personal safety
  - Improve fare collection

Recurring Themes

- **Management more fiscally responsible and more visible – transparency**
- **More advertising and public awareness**
- **More light rail and bus routes**
- **Like Bus Rapid Transit (BRT) and Flex Routes**

Rider Focus Groups

- **Additional Needed Improvements:**
  - Transit enhancements/amenities:
    - Lighting for safety
    - Restrooms for convenience
    - Shelter for bad weather
  - Better scheduling/connections (extended hours)
  - More courteous drivers
  - Better communication between drivers and customers
- **One group supported potential tax increase, others did not**

Overall Communications Strategy

- **Position Metro as important community service:**
  - Focus on riders, instead of infrastructure:
    - Elderly
    - Disabled
    - People who cannot afford cars

Creating Buzz

- **Increase email list, Twitter connections, blog connections, etc.**
- **Monitor blogs, television websites, etc.**
- **Link with groups that have blogs, Facebook, Twitter:**
  - Young professional groups (FOCUS St. Louis, Metropolis, Young Friends, Urban League)
  - College student organizations
  - Corporations

Public Engagement Tactics

- **Televised citizen panels - use municipalities' public access television to host discussions:**
  - Maplewood
  - North County News
  - Brentwood
  - City of St. Louis
- **Public Forums:**
  - Three rounds (~5 each round) fall and winter
  - Geographically diverse
  - Co-sponsored with respected organization

Media Relations

- **Editorial briefings**
- **Press releases to promote public forums**
- ***St. Louis Post-Dispatch* chat room similar to I-64**
- **Social media releases**

Discussion

MOVING TRANSIT FORWARD

ADVISORY GROUP PROGRESS UPDATE

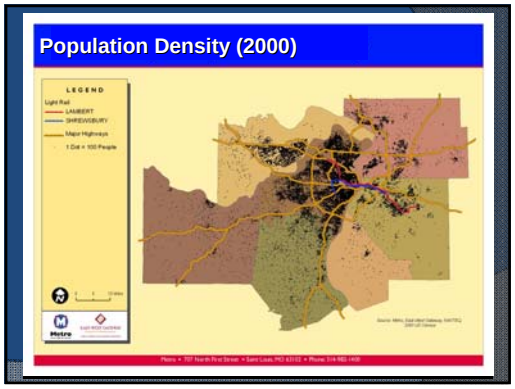
December 2, 2009

Progress Update

- Regional mobility assessment results
- Community engagement Series 1 results
- Potential service enhancement strategies
- Financial capacity

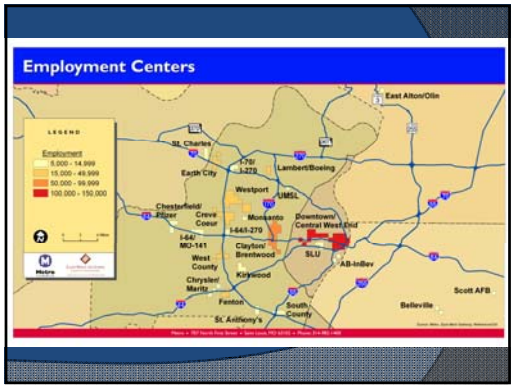
Moving the St. Louis Region

- Population and employment density are critical.
- The region will likely exhibit slow population and employment growth.
- St. Louis City hosts the densest concentration of population in the region, but experienced only modest growth between 2000 & 2008. This trend is expected to continue.
- The fastest-growing regional population areas, including St. Charles County and the IL-159 corridor, exhibit lower-density development.
- Transit-dependent populations are currently concentrated in St. Louis City and adjacent suburbs. As population ages across the region, service must be extended to other areas.



Moving the St. Louis Region

- The strongest employment core is the central corridor, including Downtown, the Central West End, and Clayton.
- Smaller but potentially transit-supportive densities exist in Clayton/Brentwood/Richmond Heights, Westport, and the Tri-Cities area in IL.
- Smaller centers such as Westport and Earth City, offer potential to be more transit supportive if development policies are modified to encourage transit-oriented development and density.



QUESTION

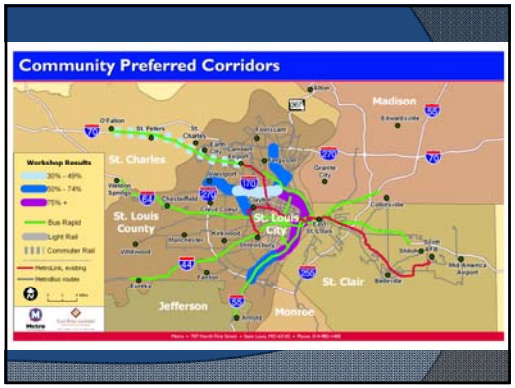
Do you think these assumptions reflect the mobility needs of the St. Louis region?

Engaging the Community

- Project website www.movingtransitforward.org launched
- Community workshops conducted in St. Louis City, St. Louis, Madison, and St. Clair Counties October 13 - November 17
  - Open-house format focused on education & outreach and participant preferences

Community Workshop Results

- Participants identified transit routes most important to them
- Preferred types of transit:
  1. Light Rail
  2. Bus Rapid Transit
  3. Bus
- Focused on improving the passenger experience:
  1. Improved security and lighting
  2. Bus enhancement packages (shelters & seating)
  3. Transit centers
  4. Restrooms



QUESTION

How should Metro reach out to the community to generate awareness and support for *"Moving Transit Forward"?*

Core Values

- Provide transit access to the greatest number of people and a range of transit markets.
- Reposition transit as a vital regional asset.
- Provide enhanced mobility options to transit-dependent citizens throughout the region.
- Identify cost-effective projects that balance increased ridership with capital improvements and operating costs.

Core Values

- Identify projects that will potentially attract federal funding.
- Select projects that will support development in the St. Louis region.
- Select projects that will help mitigate pollution and congestion.
- Select projects that will contribute to the strengths of the region's core.

QUESTION

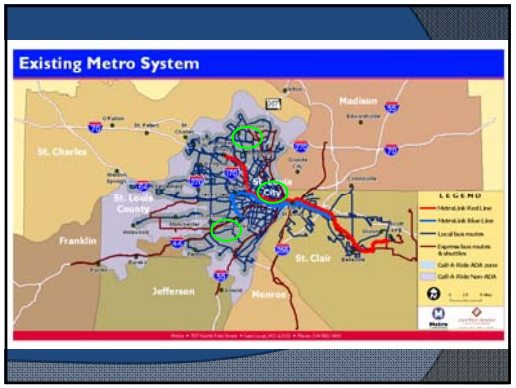
Are these core values consistent with the direction you think Metro Transit should be taking?

The Metro System Today

- Over 30% of MetroBus service eliminated on March 30
  - Corresponding reductions in Metro Call-A-Ride
  - 55% of service restored August 3
- MetroLink service reduced by 20%
- Significant reduction in patronage
  - 20% YTD

Potential Service-Level Enhancements

- Improve frequency on a selection of heavily-utilized MetroBus routes
- Restore MetroLink frequency to 10-minute peak period, 15-minute off peak
- Restore job access
  - Possibility for alternative route configurations
  - Create a route structure that supports an expanded Metro System service area



Potential Passenger Comfort Improvements

- Safety and security
- Intelligent Transportation Systems (ITS)
  - Smart Cards
  - Computer-aided dispatch/automated vehicle location (CAD/AVL)
  - Web-based applications
    - www.metrostlouis.org
    - Google Transit
    - TripFinder
- Benches and shelters at bus stops
- Transit Centers

QUESTION

Do you generally support these proposed enhancements to the existing Metro System?

Which are more important, and why?

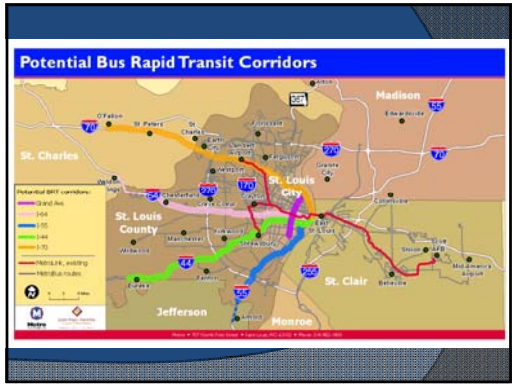
Potential Major Transit Enhancements

Light Rail

- Frequent, day-long service
- High capacity vehicles
- Street running or separated right of way
- Trains typically electric powered

Bus Rapid Transit (BRT)

- High-capacity vehicles with rail-like characteristics and amenities
- High traveling speeds, less frequent stops
- Dedicated passenger stations & stops
- Frequent, all-day service



Commuter Rail

- Long distance, suburb to city trips
- Trains typically diesel powered
- Less frequent, rush hour oriented service
- High capacity vehicles with passenger amenities

Potential Commuter Rail Corridors

Potential Corridors

	Expands service area/transit market	Improves image as regional asset	Enhances mobility for transit-dependent	Attracts federal funding	Impacts/ supports development	Protects natural environment	Strengthens regional core	Cost-effectiveness	Time to implement
Light Rail									
Northside/Southside MOS	◔	◐	●	◔	●	◐	●	◐	◐
Northside/Southside Full Build	◐	●	●	◐	●	◐	●	◔	◔
MetroSouth	◔	●	◔	◐	◔	◐	◔	◔	◐
Madison County Tri-Cities	◔	●	◔	◐	◔	◐	◔	◔	◔
Clayton to Westport	◔	●	◐	◔ *	◐	◐	◐	◔	◔
MetroNorth to Florissant	◐	◔	◐	◔	◐	◐	◐	◔	◔
St. Charles County (I-70)	◔	●	◐	○	◔	◔	○	○	◔

Denotes significant strengths in rating compared to others within the category.

Denotes significant weaknesses in rating compared to others within the category.

* Federal funding for the Clayton-Westport route would require land-use policies that encourage higher-density, mixed-use development.

	Expands service area/transit market	Improves image as regional asset	Enhances mobility for transit-dependent	Attracts federal funding	Impacts/ supports development	Protects natural environment	Strengthens regional core	Cost-effectiveness	Time to implement
Bus Rapid Transit									
Grand Avenue	◐	◔	●	●	◔	◔	◔	◔	◔
-70	●	◔	◐**	◐	○	◔	◔	◐	◔
-64	◔	◔	◐**	◐	○	◔	◔	◐	◔
-55	◔	◔	◐**	◐	○	◔	◔	◐	◔
-44	◔	◔	◐**	◐	○	◔	◔	◐	◔
Commuter Rail ***									
Alton, IL	●	◐	○	◐	◐	◔	◐	◔	◔
Eureka/Pacific	●	◐	○	◐	◐	◔	◐	◔	◔
Bus Services/Technology									
Bus passenger amenities	◔	◔	●	◔	○	◔	◔	◔	●
Bus service improvements	◐	◐	●	○	○	◔	◔	◔	●
Intelligent Transportation Systems	◔	◔	◐	◔	○	◔	○	●	◔
Flex routes	◔	◔	◔	○	○	◔	○	◔	◔

Denotes significant strengths compared to others within the category.

Denotes significant weaknesses compared to others within the category.

** Suburban BRT routes will only enhance mobility for transit-dependent populations if operated with frequent reverse-commute service.

***Commuter rail service in this region is contingent upon cooperation from freight rail companies and federal investment/construction of high-speed rail between St. Louis and Chicago.

QUESTION

Which of these routes do you think are most critical for the region, and why?

Do you agree with the evaluations?

Finance

Financial Challenges

- **LOCAL**: Lack of growth in local sales tax revenue and debt obligation
- **STATE**: Lack of state support for transit in Missouri
- **FEDERAL**: Inability to match Federal capital funds with state and local resources

Financial Opportunities

- **LOCAL**: Local funding **required** for sustaining system and any expansion
- **STATE**: Funding from state could impact timing and scope of long-range plan build out
- **FEDERAL**:
  - All major expansion projects need to qualify for Federal funding
  - Federal funding levels vary by project
  - Possibility for federal operating dollars

Potential Finance Strategies

- Debt repayment may be an integral part of expansion planning
- Developing multiple plan scenarios with varied levels of state funding
- Identifying projects that could be supported by counties outside existing service area
- Establishing a phased project implementation schedule

Financial model

QUESTION

Given the financial constraints and opportunities described, what types of projects should be included in the long-range plan?

Securing local and state funding is critical to completing any long-range transit plan. How can we as a community make this happen?

Moving Forward

- Executive Briefing Friday, December 4
  - The Center of Clayton
  - 50 Gay Ave, Clayton, MO
  - 10:00 - 11:30am
- Draft of service enhancement alternatives presented to public December 7-17
- Draft plan presented week of January 18
- Final plan released in March

MOVING TRANSIT FORWARD

ADVISORY GROUP UPDATE

February 10, 2010

Agenda

- Market Research
- Community Engagement
- Transit Planning Approach
- Finance
- Plan Options
- Plan Implementation

Market Research

- Baseline Survey
  - Identify perceptions of key issues in the STL region
  - Assess general public attitude toward transit, Metro
- Focus Groups
  - Probe issues and questions raised by survey
  - Gauge reaction to variety of potential service concepts
  - Identify ways that Metro can achieve excellence

Community Engagement

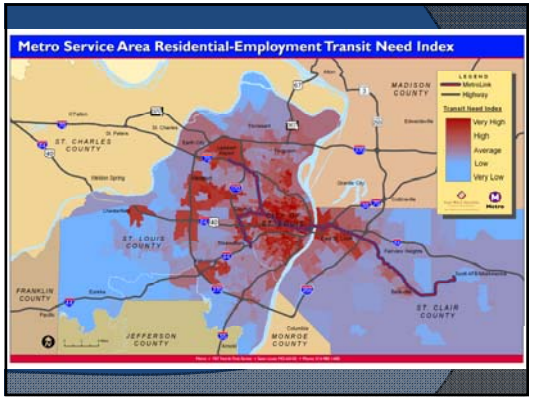
- Position transit as a central element in the St. Louis Region's future
  - Focus on transit as an economic development tool
  - Emphasize transit as vital for improving quality of life
  - Focus on people, not infrastructure
- Create buzz
  - Initiate an ongoing regional conversation about transit
  - Employ social media and fortify relationships with key stakeholders

Community Workshop Results: Round 1

- Participants built preferred transit system within budget constraints
- Preferred types of transit:
  1. Light Rail
  2. Bus Rapid Transit
  3. Bus
- Focused on improving passenger experience:
  1. Improved security and lighting
  2. Bus enhancement packages (shelters, seating)
  3. Transit centers
  4. Restrooms

Mobility Needs Assessment

- Current, projected population, employment concentration
- Regional commute patterns
- Transit-supportive corridors
  - High-volume journey-to-work trips
  - Concentrations of population and jobs
  - Relatively dense development & pedestrian-friendly environment



System Performance

Evaluation Criteria

- Provide transit to new markets
- Position transit as a *vital* regional asset
- Provide greater mobility to the transit-dependent
- Select projects that will:
  - Provide the best service for multiple markets
  - Successfully compete for federal funding
  - Encourage economic development
  - Help mitigate congestion and pollution
  - Contribute to the strengths of our region's core

Community Workshop Results: Round 2

- Reviewed first round workshop results
- Presented regional transportation needs
- Prioritized options
  - Strong support for light rail
  - Considerable support for Bus Rapid Transit
  - Preferred enhancements
    - Increased safety, security
    - Bus stop enhancements

Financial Modeling

- Key 30-year financial model inputs
  - Capital and operating costs for investments
  - Restoration and continuation of MetroBus, MetroLink, and Metro Call-A-Ride service
  - Projected performance of existing and potential revenue sources
- Helps to ensure fiscal realism
- Guides sequencing of plan options within the three phases

Financial Model Assumptions

- Continuation of existing local funding with no reductions
- Additional funding for capital and operating
  - Local
  - State
- Expansion projects are completed only if:
  - Federal participation
  - Local/State funds to operate are available
- East-West Gateway selection process for capital projects

Plan Components

Service Restoration

- Reinstatement of MetroBus service where routes were eliminated
- Restore Call-A-Ride service for elderly and disabled residents
- Restore peak frequency of MetroLink
- Add frequency to crowded MetroBus routes

Plan Components

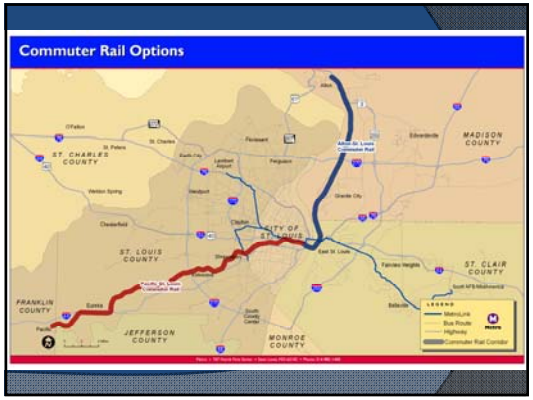
Passenger Amenities and Technology

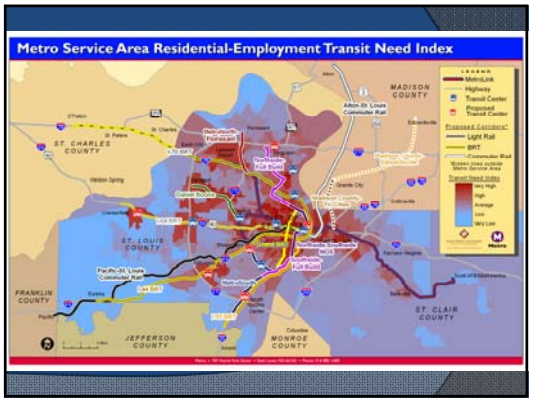
- Transit centers and bus stops
- Smart Cards
- Automated vehicle location
- Web-based applications
  - metrostlouis.org
  - NextStopSTL.org
  - Google Transit
  - TripFinder

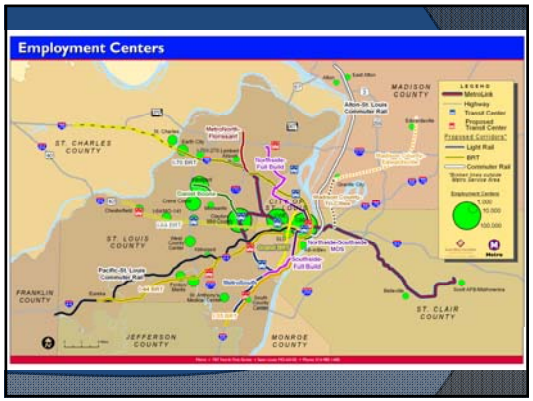
Plan Components

System Expansion

- Light Rail
- Bus Rapid Transit
- Commuter Rail







Community Workshop Results: Round 3

- Presented proposed “Moving Transit Forward” plan options
- Participants asked whether proposed projects meet the needs of their community and region
- Most participants confirmed the plan presented would meet their needs

Implementation Schedule

Immediate Action Steps

- Service restoration
  - MetroBus
  - MetroLink
  - Metro Call-A-Ride
- Initiate planning and design for next light rail extension and Bus Rapid Transit
- Continue passenger amenity and technology improvement projects

Implementation Schedule

Short Range (1 - 5 years)

- Planning and engineering for next light rail extension
- 2 Bus Rapid Transit routes
- Passenger amenities and technology projects

Implementation Schedule

Mid Range (5 - 10 years)

- One light rail extension constructed and operating
- Additional Bus Rapid Transit routes
- Additional transit centers

Implementation Schedule

Long Range (10 - 30 years)

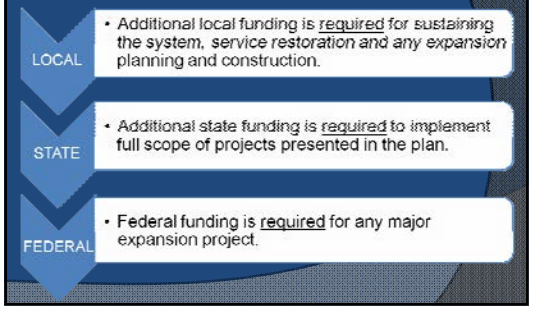
- Planning, engineering, construction, and operation of a second light rail alignment
- Planning and engineering for a third light rail extension

Implementation Schedule

To Be Determined

- Commuter rail service
  - Success depends on federal and state support of high-speed intercity rail
- Metro Transit service outside existing service area
  - Determined by funding from those counties

Requirements to Implement the Plan



“Moving Transit Forward”

- Metro and East-West Gateway board approvals
- Need public enthusiasm for the plan
- Immediate leadership effort to secure more state support for transit
- Position St. Louis to take advantage of federal support for transit projects

Discussion

Feedback on the Plan

- Do the plan components presented here meet the needs of the region today and in the future?
  - Service restoration
  - Routes and geographic coverage
  - Types of transit, technologies

Feedback on the Plan

- What other regional plans or decision making processes should this plan coordinate with?
  - Regional/local transportation planning
  - State transportation planning
  - Land use planning

“Moving Transit Forward”

- How can we all communicate the vision of the long-range plan, and the benefits of transit to the community?
  - What should Metro be doing?
  - How can we better prepare you to deliver this message?
- How do we keep the plan relevant?

“Moving Transit Forward”

- How can we involve regional leadership and the community in securing additional transit funding?
  - Federal
  - Local
  - State

Presentations to:
Metro Board of Commissioners
East-West Gateway Council of Governments Board of Directors

Metro Board of Commissioners

Missouri Commissioners
Kevin Cahill, Secretary
Dr. Richard LaBore
Lewis L. McKinney, Jr.
Hugh Scott, III
Vincent C. Schoemehl, Jr., Chairman

Illinois Commissioners
Jeffrey K. Watson
Fonzy Coleman
David A. Dietzel, Treasurer
Dr. James T. Rosborg, Vice Chairman
Tadas (Tad) Kicielinski

East-West Gateway Council of Governments Board of Directors

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Franklin County Presiding Commissioner

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St. Charles County Executive

Chuck Banks
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Board of Commissioners

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Mayor
City of St. Louis

Kevin Hutchinson
President, Southwestern Illinois Council of Mayors

Joe Adams
Mayor of University City
President, St. Louis County

Ray Muniz
Vice President, Southwestern Illinois Council of Mayors
Mayor of St. Jacob

John Hamm III
President, Southwestern
Illinois Metropolitan and Regional Planning Commission

Alvin Parks
Mayor
City of East St. Louis

Lewis Reed
President, Board of Aldermen
City of St. Louis
Matt Melucci
Madison County Circuit Clerk
Representing Madison County

John W. White
St. Charles County Councilman
Representing St. Charles County

John Nations
Mayor of Chesterfield
Representing St. Louis County

Brandon Perry
Regional Citizen
Representing City of St. Louis

Richard Kellett
Regional Citizen
Representing St. Louis Count

James A. Pulley
Regional Citizen
Representing St. Clair County

Robert A. Wetzel
Regional Citizen
Representing Madison County

John A. Laker
Regional Citizen
Representing the State of Illinois

Roy Mosley
St. Clair County Board Member
Representing St. Clair County

J.T. Hardy
Mayor, City of Sullivan
Representing Franklin County

Non-Voting Members

Larry Schepker
Missouri Office of Administration
Dick Smith
Illinois Department of
Transportation
Pete Rahn
Missouri Department of Transportation

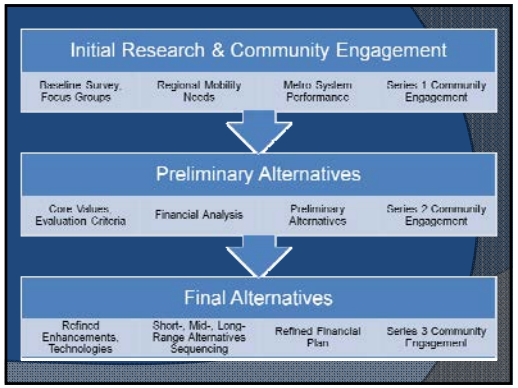
Edie Koch
Illinois Dept. of Commerce
& Economic Opportunity

Dr. Richard LaBore
Metro Representative

MOVING TRANSIT FORWARD

FINAL PLAN PRESENTATION TO METRO BOARD OF COMMISSIONERS

February 12, 2010

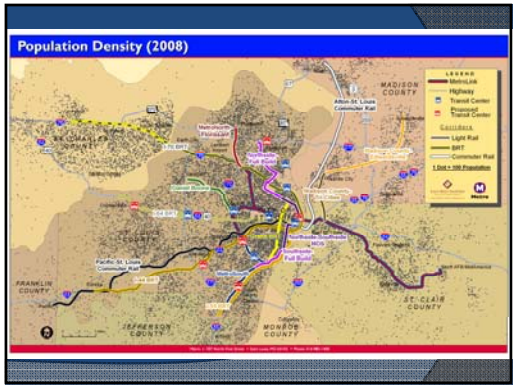


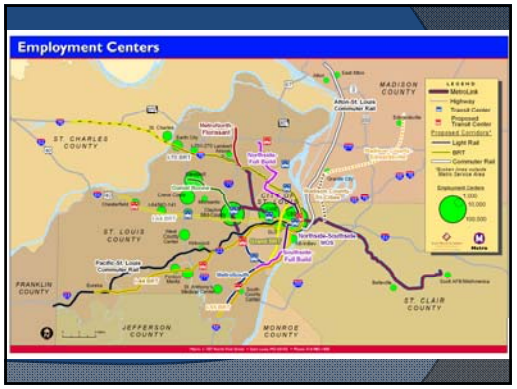
Market Research

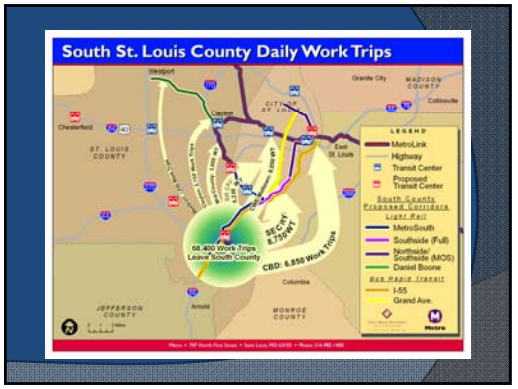
- Baseline Survey
  - Key issues
  - Public attitude toward transit, Metro
- Focus Groups
  - Issues, questions raised by survey
  - Reaction to potential service concepts
  - Ways that Metro can achieve excellence

Mobility Needs Assessment

- Current, projected population, employment concentrations
- Regional commute patterns
- Transit-supportive corridors
  - High-volume journey-to-work trips
  - Concentrations of population, jobs
  - Dense development, pedestrian-friendly environment



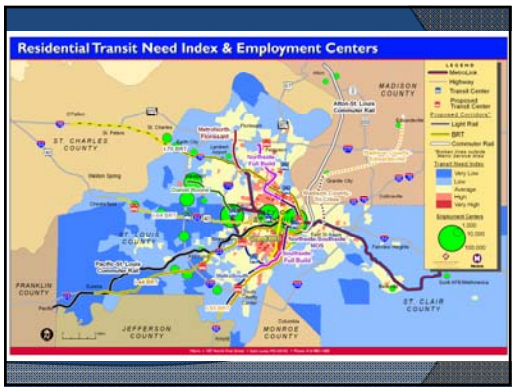




System Performance

Core Values

- Transit to new markets
- Transit as a *vital* regional asset
- Greater mobility to the transit-dependent
- Select projects that will:
  - Successfully compete for federal funding
  - Encourage economic development
  - Help mitigate congestion, pollution
  - Strengthen our region's core



Community Engagement

- Transit as a central element in the St. Louis Region
  - Transit as economic development tool
  - Transit as vital for improving quality of life
  - Focus on people, not infrastructure
- Create buzz
  - Initiate regional conversation about transit
  - Employ social media, fortify relationships with key stakeholders

Community Workshop Results

- Series 1
  - Preferred types of transit
  - Improving the customer experience
- Series 2
  - Preliminary alternatives
  - Prioritization of alternatives
- Series 3
  - Draft plan
  - Agreement that the plan meets region's needs

Financial Modeling

- Key 30-year financial model inputs
  - Capital and operating costs for investments
  - Restoration and continuation of MetroBus, MetroLink, Metro Call-A-Ride service
  - Projected performance of existing and potential revenue sources
- Helps to ensure fiscal realism
- Guides sequencing of plan options within the three phases

Financial Model Assumptions

- Continuation of existing local funding
- Additional funding for capital, operating
  - Local
  - State
- Expansion projects only if:
  - Federal participation
  - Local/State funds for operation
- East-West Gateway selection process for capital projects

Plan Components

Service Restoration

- Reinstatement of MetroBus service
- Restore Call-A-Ride service for elderly and disabled
- Restore peak frequency of MetroLink
- Add frequency to crowded MetroBus routes

Plan Components

Passenger Amenities and Technology

- Transit centers, bus stops
- Smart Cards
- Automated vehicle location
- Web-based applications
  - metrostlouis.org
  - NextStopSTL.org
  - Google Transit
  - TripFinder

Plan Components

System Expansion

- Light Rail
- Bus Rapid Transit
- Commuter Rail

Implementation Plan

Immediate Action Steps

- Service restoration, enhancement
  - MetroBus
  - MetroLink
  - Metro Call-A-Ride
- Staff developing restoration plans
  - Cash flow considerations
  - Manpower
  - Fleet availability

Implementation Plan

Immediate Action Steps

- Plan review meetings, funding needs
  - MoDOT
  - FTA
  - Local, state, federal elected officials
- East-West Gateway to initiate planning and design for next light rail extension and Bus Rapid Transit
- Continue passenger amenities, technology improvements

Implementation Plan

Short Range (1 - 5 years)

- Planning, engineering for next light rail extension
- 2 Bus Rapid Transit routes
- Continue passenger amenities and technology projects

Implementation Plan

Mid Range (5 - 10 years)

- One light rail extension constructed, operating
- Additional Bus Rapid Transit routes
- Additional transit centers

Implementation Plan

Long Range (10 - 30 years)

- Planning, engineering, construction, operation of second light rail alignment
- Planning, engineering for third light rail extension

Implementation Plan

To Be Determined

- Commuter rail service
  - Success depends on federal and state support of high-speed intercity rail
- Metro Transit service outside existing service area
  - Determined by funding from those counties

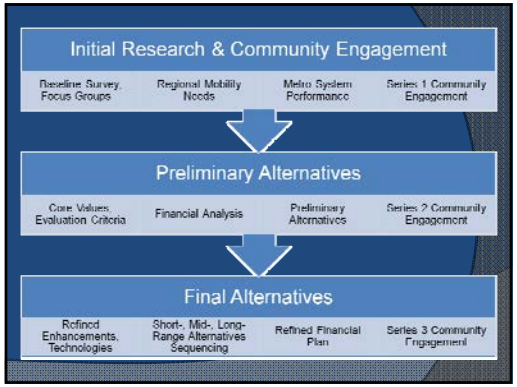
MOVING TRANSIT FORWARD

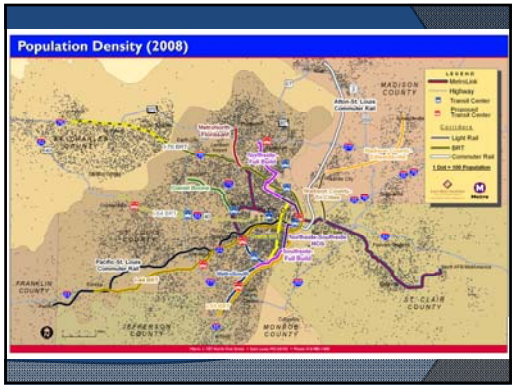
EAST-WEST GATEWAY COUNCIL OF GOVERNMENTS
BOARD OF DIRECTORS

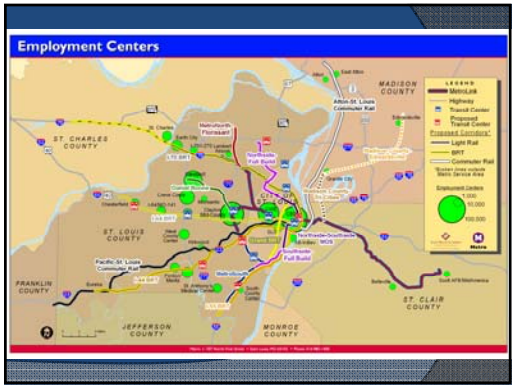
February 24, 2010

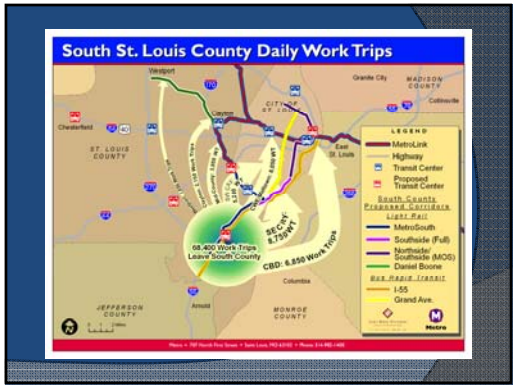
"Moving Transit Forward"

- A fiscally responsible, community-driven vision for restoring, enhancing, and expanding the Metro Transit system
- Moving Transit Forward will:
  - Promote regional economic development
  - Strengthen Metro Transit as a vital regional asset
  - Provide quality transit access to more people
  - Improve service to low-income, elderly, and disabled residents
  - Include projects that are cost-effective









Community Engagement

- Strategy positions transit as a central element in St. Louis region
- Initiates a regional conversation about transit
  - www.movingtransitforward.org
  - Ongoing stakeholder meetings
  - Community workshops
    - Round 1: Preferred types of transit, improving the customer experience
    - Round 2: Preliminary alternatives, prioritization
    - Round 3: Draft plan, agreement that the plan meets region's needs

Financial Analysis

- Key 30-year financial model inputs
  - Capital and operating costs for investments
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- Helps to ensure fiscal realism
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Financial Assumptions

- Continuation of existing local funding with no reductions
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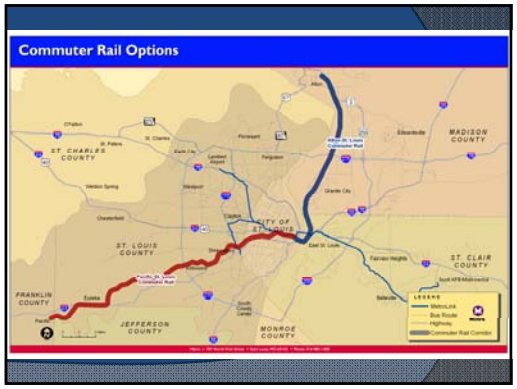

Implementation Plan

Immediate Action Steps

- Service restoration, enhancements
- Financial discussions: MoDOT, FTA, elected officials
- East-West Gateway: light rail, bus rapid transit planning

Implementation Plan

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"Moving Transit Forward"

- Metro Board of Commissioners approved plan on February 12, 2010
- East-West Gateway to lead capital project planning