

RECOGNITION FOR MPTA AND TRANSIT

MPTA worked throughout the year to raise awareness and the level of exposure for MPTA and transit in MO. In February, MPTA released an OP-ED piece on transit and transit funding which was picked up by many outlets throughout the state. MPTA hosted Transportation Day in March with hundreds in attendance including a presentation to members from the new MoDOT Director Patrick McKenna. MPTA also hosted a 35th Anniversary Reception in August to highlight its work since its inception and lay the groundwork for new partnerships on transit. Special thanks to sponsors of this event including: Gillig; HDR; Citizens for Modern Transit; HNTB; CTA; KCATA; KCRTA; OATS; SMTS; and Scherr, Winter LLC.

Throughout the year, MPTA has increased exposure for its members highlighting their successes including the opening of City Utilities new Transfer Center in May, OATS 45th Anniversary Celebration in September and SERVE's 40th Anniversary Celebration in November. MPTA launched the *Meet MPTA* series to highlight the successes and programs of MPTA members on social media and through the monthly eblast. MPTA also had record levels of earned media for the association in 2016.

PROMOTE AND SUPPORT MPTA MEMBERS

MPTA's board and executive committee worked tirelessly in 2016 to ensure MPTA members saw value in their involvement and membership in the organization. Under the leadership of the new management team, the association improved communication channels with members in the first several months including:

- Launch of a new website
- Networking events including MPTA Educational Series and 35th Anniversary Celebration
- Monthly Member updates
- Online membership renewal now available for members
- Launch of the Meet MPTA Series
- Set a legislative agenda for 2016 and 2017

Setting the stage for 2017

Community leaders throughout the State have identified public transit priorities that will increase service and yield significant positive economic returns. These plans will improve access to opportunity, attract talent, and create thousands of jobs. MPTA through its network of members, stakeholders and constituents is committed to improving the funding for transit at the state level to ensure these positive benefits for Missouri come to fruition.

BUILDING NEW PARTNERSHIPS TO EXPAND ADVOCACY BASE

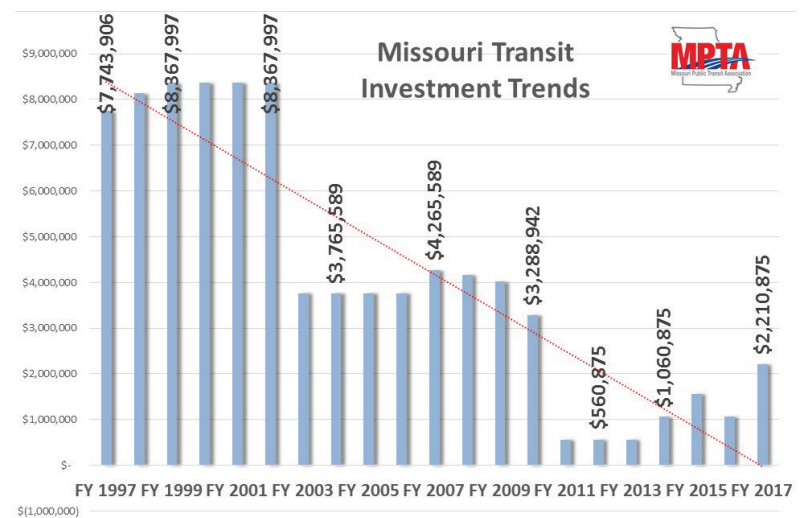
MPTA worked throughout 2016 to build new partnerships to expand the advocacy base. MPTA management was able to increase membership revenues as well as the number of MPTA members over the prior year. MPTA is represented on the newly launched statewide organization, the Mercury Alliance, to build a base of support for total transportation in MO. The MPTA Executive Director is chairing the Total Transportation Committee and will also sit on the overarching policy committee for the statewide organization.

MPTA is also partnering on the local level with its members on the launch of the MPTA Educational Series which will provide quarterly educational opportunities across the state for members, providers and stakeholders in the given communities. The series launched on Nov. 1 with *Making the Case for Social Media for Transit in Columbia, MO*.



In addition, MPTA is building a strong partnership with the Missouri Department of Transportation to ensure all transit providers including 5311 providers receive education and training opportunities, have a voice on the legislative front with regards to funding and create tools for marketing services to all constituent bases – rural and urban.

MPTA had a daily presence at the Capitol during the 2016 Legislative session with its contract with Michael Winter LLC. The association also went on record in opposition of Conceal and Carry on Transit during the session.



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