

MISSOURI PUBLIC TRANSIT ASSOCIATION YEAR IN REVIEW

2017



ELEVATING THE STATUS OF TRANSIT IN THE STATE FUNDING

As made evident by the lack of sufficient funding in the Highway Trust Fund, transportation support at the Federal level has been declining for decades. Further complicating the issue is the fact that lower tax revenues are being generated off of existing gas taxes because citizens are driving fewer miles in much more fuel-efficient vehicles. Plus, future funding remains uncertain under the new Administration. While advocates continue to push for the receipt of Federal funding through capital and operating costs associated with transit projects, it remains unclear whether programs like TIGER and New Starts will continue to be made available.

Challenges also exist at the local level. The state legislature took aim at transit funding in Missouri by cutting \$500,000 out of the State Fiscal Year 2018 budget for transit operating assistance. This limits state transportation fund revenues to approximately \$1.71 million, which will be distributed among 34 transit providers throughout Missouri. This is a sharp contrast to 2002, when transit funding at the state topped \$8 million for operating assistance.

To move forward, it is imperative that Missouri establishes a plan for raising additional transportation revenue on its own. This will allow the state to both control its own infrastructure needs and demonstrate its ability to provide State-funded dollars to match any available Federal funds.

This past year, MPTA members rallied support around the importance of a total transportation funding package that positions transit as a priority by testifying at various meetings. They also successfully brought the Missouri delegation together for Transportation Day in February. Visits were made with legislators in the morning, before a briefing from MoDOT Director Patrick McKenna. The day was a success, and MPTA members made great strides in building the network needed to move statewide financial support for transit forward.

"The inability to grow transit funding, coupled with continued cuts, is negatively impacting the economy of the state and local communities," commented Kelly Turner, director of City Utilities in Springfield and MPTA secretary/treasurer. "It is important that a solution is developed that is comprehensive, multimodal and includes public transportation funding."

The MPTA also had a daily presence at the state capital throughout the 2017 Legislative Session thanks to its contract with Michael Winter, LLC. A Bill sponsored by Rep. Kevin Corlew, known as HCR 47, passed during this timeframe. This resulted in the establishment of a 21st Century Missouri Transportation System Task Force.

The MPTA is looking forward to next steps, including how it can continue to positively impact the decision-making process, as well as the much-needed dialogue on state investment in public transit.

Ensuring Missouri residents have access to quality public transit infrastructure is vital to the state for a variety of reasons. Transit connects individuals to jobs, healthcare and educational opportunities; stimulates economic development; promotes reinvestment in underserved parts of the state and links communities. Personal mobility is essential for maintaining a meaningful quality of life and is therefore a core area of focus for the Missouri Public Transit Association (MPTA).

Thousands of MPTA member employees work collectively to provide more than 62 million rides a year to customers in every rural and urban county in the state. Services are offered almost everywhere, for everyone, every day. This past year, the MPTA also worked to strengthen its position in the marketplace by elevating the status of transit in Missouri, building new coalitions to expand its advocacy base and promoting and supporting its members.

"It was a pivotal year for the Missouri Public Transit Association. Despite the fact that the state took aim at transit funding, we were able to create new opportunities around education, advocacy and growth. We took the organization to the next level by elevating our messaging, using a more consistent and proactive voice. Ultimately, we experienced growth and helped build a stronger foundation for transit in Missouri."

*-Dorothy Yeager
President of the MPTA*

AWARENESS AND RECOGNITION

The MPTA has been working to raise awareness about public transit and the work of its members.

Expanded vendor opportunities were provided through an Educational Series, Transportation Day event and the annual conference.

Commentary pieces were developed around the need to prioritize transit in order to deliver jobs, transit funding and how it is going in the wrong direction in Missouri, and the opportunity to create active spaces around the new Springfield Transit Center. These, as well as several press releases highlighting the work of the association, generated nearly \$50,000 in earned media coverage that successfully reached more than 1.3 million Missourians. Awareness was also raised through social media efforts and monthly e-Blasts.

A host of MPTA members received accolades. The Kansas City Area Transportation Authority (KCATA) was acknowledged with two 2017 Bus Safety and Security Excellence Awards from the American Public Transit Association (APTA), including a GOLD Award for Security Excellence and the Certificate of Merit for Safety. City Utilities of Springfield was recognized on the national level for its driver excellence, and named a "Transit Champion" during MPTA's 36th Annual Meeting. This gathering also set the stage for the Federal Transit Administration to acknowledge several Missouri transit providers for increasing their ridership numbers. The Mississippi County Transit System was recognized for a 47 percent increase in ridership; the Licking Bridge Builders received an award for increasing its ridership by 77 percent; and The City of Joplin's Sunshine Lamp Trolley Service and COMO Connect (Columbia) were both recognized for a 3 percent ridership increase, which totaled 4,300 rides and 48,251 riders respectively.

The MPTA is also excited about the new opportunities on the horizon for Missourians with the RideKC Freedom Program, a new service in Cape Girardeau, the expansion of the electric bus fleet in Columbia and the debut of The Loop Trolley in St. Louis.

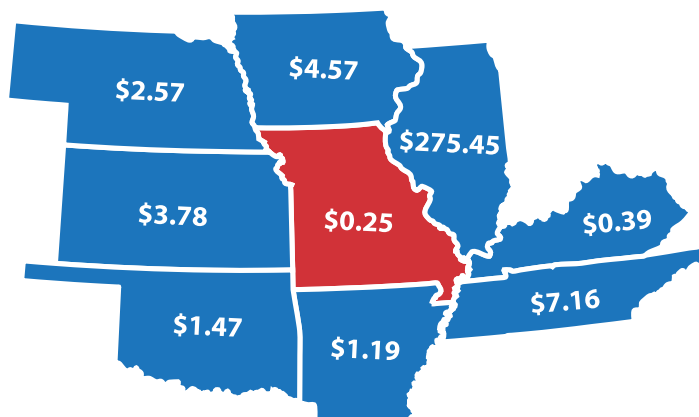
LEADING ON TRANSIT IN MO

In January of this year, new board appointments were made. Dorothy Yeager, the executive director of OATS, was named president; Drew Brooks from the City of Columbia was named vice president; Kelly Turner, director of City Utilities of Springfield, was named secretary/treasurer; Cindy Baker, chief communications officer for KCATA, became past president; and Jameson Auten, chief of regional service delivery and innovations at KCATA, was appointed to the board.

The Board and Executive Committee worked tirelessly in 2017 to ensure MPTA members saw value in their involvement and membership in the organization. They provided additional networking opportunities, monthly member updates, an annual legislative agenda, updates to the MPTA website complete with regular blog entries, and the ability to renew memberships online.

The association's membership revenue increased by more than 18 percent this past year, welcoming Hochschild, Bloom and Company LLC; Jonathon Moore; the City of Kansas City; MORryde International, Inc., and Safety Vision, LLC as its newest members. In addition MPTA was awarded a 2017 APTA Local Coalition Grant.

MO per capita spending on Transit compared to surrounding states, 2016 AASHTO Report



EDUCATIONAL OPPORTUNITIES

The MPTA launched the MPTA Educational Series in November 2016, featuring quarterly gatherings that enabled members and other transit stakeholders to learn about trending topics in the transportation arena. More than 250 individuals attended the various events. The MPTA also partnered with APTA to present national reports to members by way of webinar programming.

MPTA's 2017 Annual Meeting was held in Springfield, for the first time. It was highlighted by a mobile workshop on placemaking, and featured keynote addresses on this topic, as well as on the subject of fitness for drivers. A record number of vendors and sponsors participated in the event. Work is already under way for next year's conference, which will be held in Columbia from Sept. 19-21.

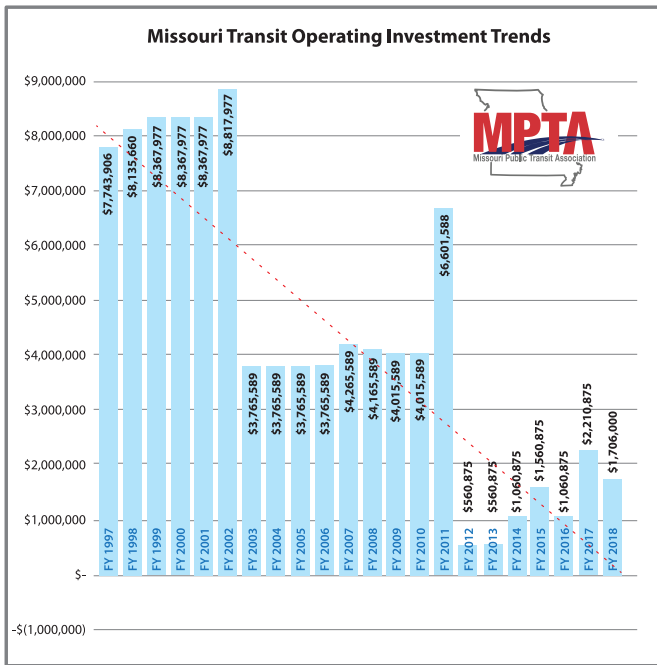


BUILDING A BASE

MPTA is working to build a base of support for total transportation in Missouri through its involvement with Mercury Alliance. MPTA's executive director chairs the Alliance's Total Transportation Committee.

A strong partnership is also being built with the Missouri Department of Transportation to ensure all transit providers, including 5,311 providers, receive education and training opportunities, have a voice on the legislative front with regards to funding, and can create marketing tools and services for both rural and urban constituent bases. Work will be done to promote the Missouri RTAP program and expand opportunities for members.

MPTA is also proud to announce it has joined the Farm Bureau and will be working with AARP on the state level to promote placemaking around transit.



RURAL PROVIDERS

Missouri is home to the two largest and oldest rural providers in the nation – SMTS & OATS. They, along with 20 other rural members, assure that every county and small community in Missouri has public transit – regardless how rural or sparsely populated.



MISSOURI PUBLIC TRANSIT ASSOCIATION

2018 EVENTS CALENDAR

Feb. 15, 2018

MPTA TRANSPORTATION DAY IN JEFFERSON CITY
Missouri State Capitol

Mar. 1, 2018

MPTA EDUCATIONAL SERIES: TDD Financing for Transit
10:00 a.m. - 12 noon
Kansas City, MO

May 2, 2018

MPTA EDUCATIONAL SERIES: Getting On Board with Purchasing and Procurement - FTA Region VII
10:00 a.m. - 12 noon
MoDOT Central District Offices
1511 Missouri Blvd.,
Jefferson City, MO

Sept 19-21 2018

MPTA ANNUAL CONFERENCE & EXPO
Holiday Inn Executive Center
Columbia, MO

Nov. 1, 2018

MPTA EDUCATIONAL SERIES: Strengthening the Supervisor - Build a Stronger Driver Workforce
NTI TRAINING
SMTS Home Office
700 E. Highway 72
Fredericktown, MO 63645



911 Washington Ave., Suite 200
St. Louis, MO 63101 - 314.930.6853

www.mopublictransit.org



"Our involvement in the MPTA has always been a great experience. Everything from Annual Conferences and educational events which allows us to network with all the transit providers in the state to monthly newsletters that help us stay informed on issues relating to transit in Missouri. Certainly great benefits to membership."

*-Lou Tagliaferre
Director of Commercial Bus Sales MO & IL
Central States Bus Sales, Inc.*



"Ozarks Transportation Organization's MPTA membership has been incredibly valuable to our organization. MPTA provides us current and timely legislative updates, training opportunities, and an in depth understanding of the issues affecting transit everyday."

*-Sara Fields
Executive Director
Ozarks Transportation Organization*



SETTING THE STAGE FOR 2018

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 jobs, healthcare and educational opportunities, 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.



MISSOURI PUBLIC TRANSIT ASSOCIATION

911 WASHINGTON, STE. 200, ST. LOUIS, MO 63101

WWW.MOPUBLICTRANSIT.ORG

