

St. Louis Transit Scores a Win

*Third Time's the Charm:
How Ordinary Citizens Made the Difference
to Pass a Transit Tax*

*Thomas R. Shrout Jr.
Avvantt Partners LLC*



The Challenge in 2010

- Troubles at Metro
- Loss November 2008
- Rise of the T party
- Service Cuts
- Tough Climate to Raise Money
- Polling 53% Favorable
- Business Community Cool to Another Campaign So Soon



What Citizens for Modern Transit Did



Organized Education Campaign, Supported Yes Campaign

- CMT Could Inform With Limited Advocacy
- Bifurcated the Campaign
- Organized Steering Committee
- Created a Coalition – Transit Alliance
- Student Campaign



Education Campaign Strategy

- Champions
- Coalition Building
- Education Budget
- Research and Polling
- Targeted Messaging



Our Champions



John Nations, Campaign
Manager and Spokesperson



Our Champions



Dr. Donald Suggs, President of the St. Louis American.

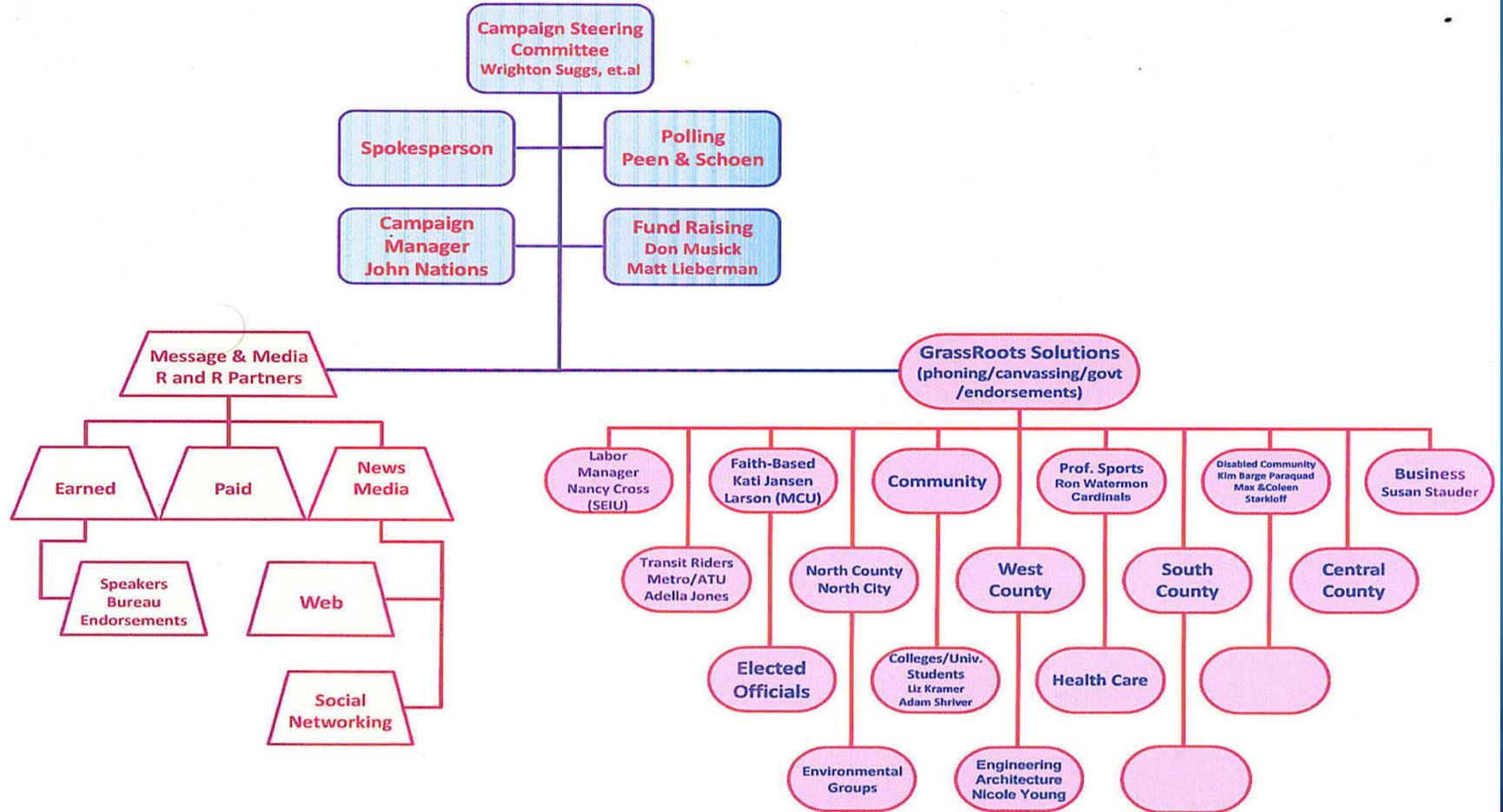


Our Champions



Mark Wrighton, Chancellor Washington University

Coalition Building



Coalition Members

- Union members
- Students
- Activists
- Faith based
- Bloggers
- Business
- Disabled Community
- Community/Civic
- Transit Riders
- Rail Enthusiasts
- African American Churches
- Public Health/Health Care Community



Education Campaign Budget

- \$300,000 – CMT
- \$100,000 – St. Clair County Transit District
- \$25,000 – Donations

Television

Web

Radio

Social Media

Billboards

Endorsements

Transit



Education Campaign Rollout



Radio



Radio



Champions Love Transit

“I Love Transit”





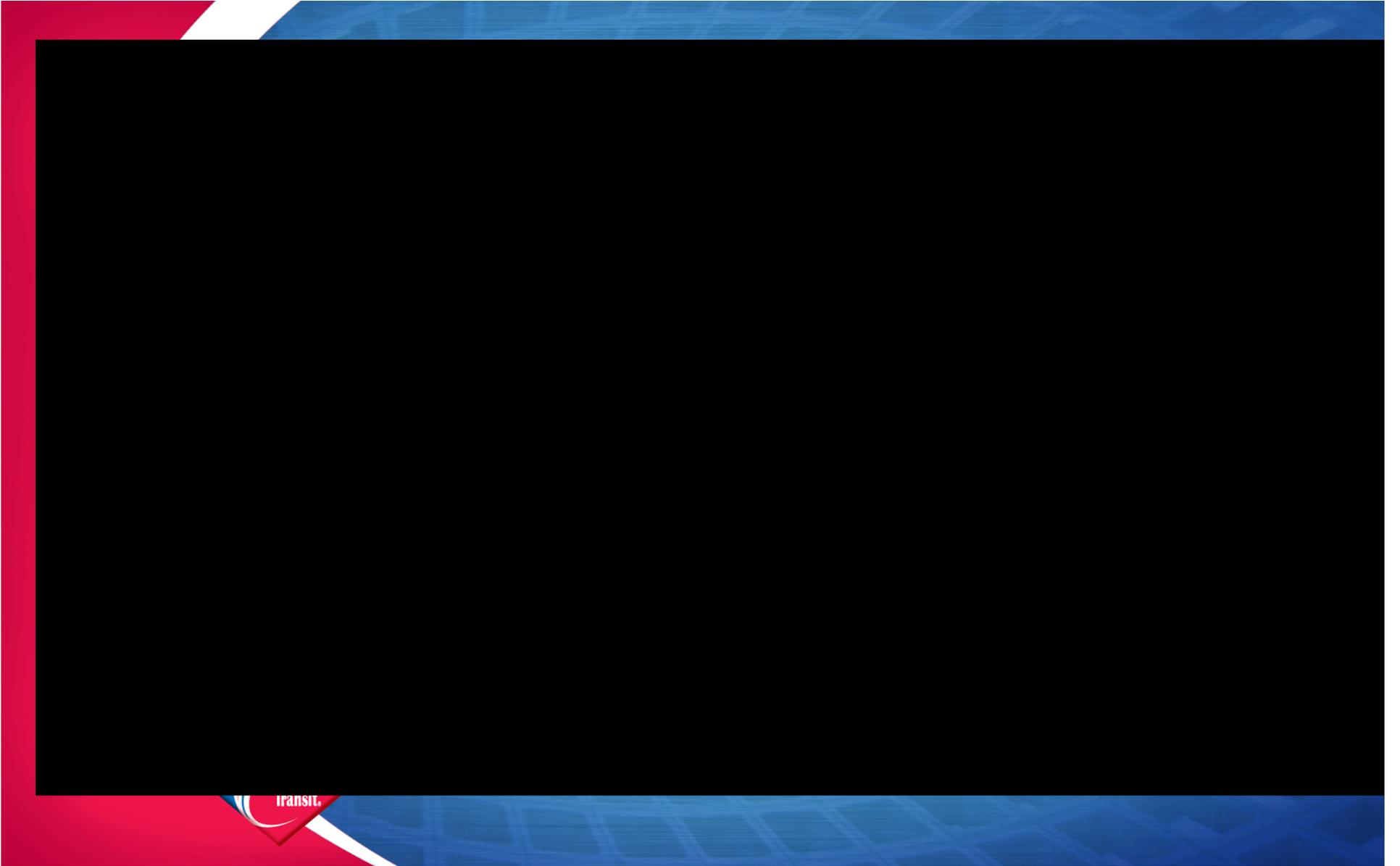
Get on Message and
Stay on Message



Grassroots Love Transit Too

“Hitchhiker”





transit.

TRANSIT.

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



CITIZENS FOR MODERN TRANSIT
cmt-stl.org

DDI MEDIA

Vote Yes! Campaign

- Education Campaign February 15 to March 15
- Advance St. Louis' Vote Yes Campaign, Headed by Mayor John Nations of Chesterfield, Told Voters : Vote Yes on Prop A April 6



CMT Campaign Support

- Financial Contribution to Advance St. Louis -- \$50k Cash and \$100,000 In-Kind
- Create Website
- Develop Speakers' Bureau and Collateral
- Implement Social Media
- Organized Phone & Door to Door Strategy
- New Strategy with Business Community



Vote Yes Campaign

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



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

The central graphic features a stylized illustration of a bus and a train. The bus is on the left, and the train is on the right, appearing to be on a track. The background behind the vehicles is a green circle. The text is in a bold, sans-serif font, with the top part in italics and the bottom part in all caps.

Vote Yes Campaign

- CMT Organized Get-out-the-vote Phone Bank and Door-to-door Campaign in Targeted Areas
 - Voter turnout for April elections usually at 13-15%
 - April 2010 voter turnout exceeded 22%, especially in targeted neighborhoods, including students



The Results

- Overwhelmingly Won the Early Vote
- Opposition Overwhelmed by Election Day
- Higher Voter Turnout
- Dramatic Change in “Yes” Votes across Campaign Years
- Final Margin of Victory 63% to 37%



Lessons Learned

- Fund Raising for the Education Campaign Not Fully Explored
 - Foundations
 - Universities
 - Hospitals
 - Other not for profits
 - Entities Sympathetic to Transit that Do Not Give to Political Campaigns



Lessons Learned

- Consultants with Transit Experience
- Involving all Groups Early Fosters Buy-in and Commitment – Don't Assume a Group Has Been Asked
- Involving Those Who Care Most about Transit, Makes a Difference.



Final Lessons Learned

- People in the Community Making the Case for Transit Funding Not the Transit Agency
- Not For Profit Funding of an Education Campaign Can Make the Difference



We Win!

THE NO. 1 ST. LOUIS WEBSITE AND NEWSPAPER • READ BY 1.3 MILLION ADULTS EACH WEEK



ST. LOUIS POST-DISPATCH

WEDNESDAY • 04.07.2010 • \$1.00

Big Net players take a hit in court

The ruling • The FCC does not have the authority to tell Internet service providers that they have to treat all Web traffic equally.
What it could mean • Providers could restrict access to broadband hogs such as video sites or charge heavy users more for access.

FROM NEWS SERVICES

WASHINGTON • In a blow to Internet content giants such as Google and Yahoo, a federal appeals court issued a ruling Tuesday that could sharply curtail regulators' power to force Internet service providers such as AT&T and Charter Communications to treat all Web traffic equally.

Specifically, the court ruled that the Federal Communications Commission failed to establish its legal authority for an action it took against Comcast in 2008. The FCC said at the time that Comcast improperly blocked its consumers from using BitTorrent, an Internet application used to share large files, such as movies.

But Tuesday's court ruling has far larger implications than for just the Comcast case.

While the court ruling isn't likely to affect Internet users overnight, some critics said it could, in time, dramatically change the Web experience.

Internet content companies such as Google, Yahoo and Facebook are big supporters of "net neutrality" rules, which guarantee them unfettered access to broadband networks. Proponents of net neutrality say Tuesday's ruling would allow Comcast and other Internet service providers to restrict consumers' ability to access certain kinds of Internet content, such as video files like Hulu.com or Google's YouTube service, or charge certain heavy users of their networks more money for access.

"Companies selling Internet access are free to play favorites with content on their networks, or throttle certain applications or simply to block others," said Gigi Sohn, president of Public Knowledge, a digital rights group.

Sohn said the court decision calls into question anything the FCC wants to do in regulating broadband Internet access.

Eric London, a spokesman for the Open Internet Coalition, a group that includes Google and other companies, agreed.

"Consumer choice is the core issue here — consumers being able to go where they want to go on the Internet, and use the applications they want to use on the

See **INTERNET** • Page A6

Mass transit sales tax wins by a wide margin



Li Kramer, 23, of University City, dressed as "Miss MetroLink," celebrates the passage of the mass transit tax during an election watch Tuesday night at Washington University. "I think it is essential for St. Louis to be a strong city and retain and attract young people," Kramer said.

Voters agree to spend more despite tough economic times

BY JAKE WAGMAN • jwagman@post-dispatch.com • 314-622-3500

The economic recovery may have arrived at the ballot box before hitting Main Street.

Despite leaner pocketbooks and skinnier bank accounts, local voters on Tuesday approved a number of measures that will increase government spending — and, in some cases, their own taxes.

In the most watched ballot question, St. Louis County voters endorsed a transit sales tax that they had rejected as recently as 2008.

Elsewhere in the region, voters also approved paying more to hire new firefighters, bolster teacher salaries and make school improvements.

"This will place St. Louis in an enviable position among cities in America," said Washington University Chancellor Mark Wrighton, a vocal supporter of the half-cent MetroLink tax. "You've

been reading, I'm sure, about the challenges in the economy. Well, here is a commitment on the part of St. Louisans to invest in themselves and our region."

St. Louis County voters rejected a similar tax in 2008, when supporters were unable to break through the political frenzy of the presidential election. The transit agency was also reeling from negative publicity generated by spending millions of dollars on an unsuccessful lawsuit.

This time, voters responded to a stark warning: Approve the tax, or brace for deep cuts. Elsewhere, voters in Webster Groves, Maplewood and Richmond Heights approved higher tax rates, mostly to underwrite better teacher salaries. In the Clayton, Laclede and Rockwood school districts, voters approved bond measures that will allow the districts to construct

See **VOTERS** • Page A7

Work will begin immediately on restoring cuts, Metro says

BY KEN LESHER • klesher@post-dispatch.com • 314-340-6235

Metro Link opened its wallet to mass transit.

By a wide margin, county voters approved a half-cent increase to the transit sales tax to restore lost bus and Call-A-Ride service and, eventually, expand the reach of mass transit further into the St. Louis suburbs.

"This is not a political issue," said Metro President and Chief Executive Robert Barr. "This was a matter of the whole region coming together — the north, south, central, west."

Metro transit officials had warned that the agency would have to dramatically scale back bus and Call-A-Ride service.

MetroLink trains would likely have run less often, too, putting jobs and classrooms out of reach to thousands who depend on public transportation.

Instead, Barr said, the agency's work begins today on restoring bus routes, possibly as soon as June. Bus drivers will have to be hired and certified.

See **ELECTION** • Page A7

Winner in University City • Shelley Welch wins a close mayoral race. Page A7

School bonds OK'd • Voters in several areas approve proposals. Page A7

Lambert wins • Wentzville voters re-elect mayor to a fourth term. Page A9



Future

- Three Major Bus Lines Set for Upgrade
- One Additional Light Rail Alignment by 2020
- Streetcar by 2013 (funded by a Transportation Development District)
- Planning of Another Streetcar Line



The Results

- Increase of Support for Proposition A Compared to Proposition M



Prop M Results - Nov '08

ALL STIPED

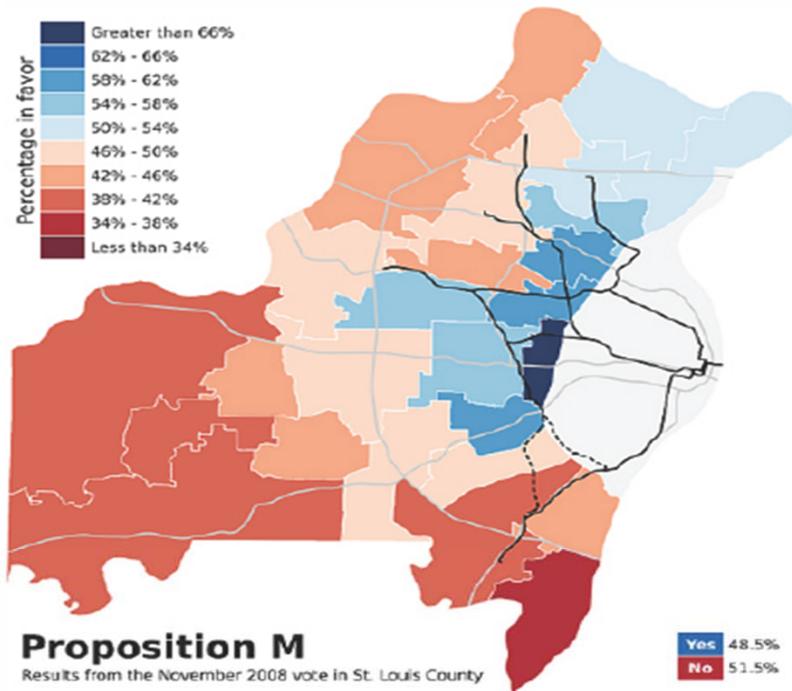


Chart showing the November 2008 results for Proposition M in St. Louis County. Current and proposed MetroLink lines are overlaid in black.

Prop A Results - Apr '10

ALL STIPED

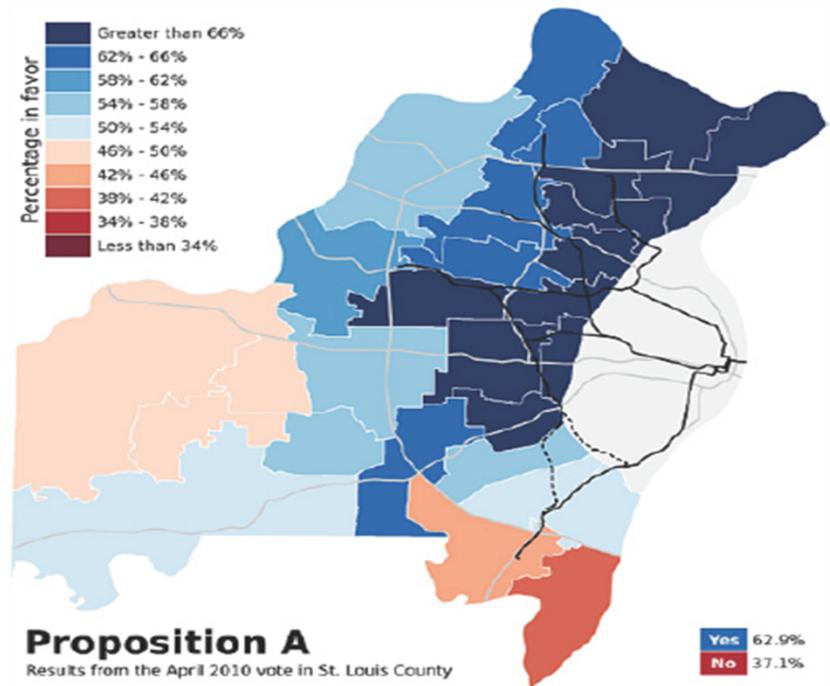


Chart showing the April 2010 results for Proposition A in St. Louis County. Current and proposed MetroLink lines are overlaid in black.



We Win!

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Thanks to CMT for providing material for this presentation