Great Rivers Greenway

Appendix

Supplemental Information to the Regional Greenway Plan Update

FINAL PLAN

Appendix A: Public Engagement
Appendix B: Best Practice Research
Appendix C: State of the River Ring
Appendix D: Presentation Archive

Great Rivers Greenway

Appendix A: Public Engagement

Target Audience Summaries

FINAL PLAN

Appendix A: Public Engagement

Great Rivers Greenway's success as a respected steward of public resources is due in large part to the District's transparency and its tradition of open dialogue through civic engagement. The engagement strategy developed for the Regional Plan Update was crafted to generate fresh ideas and critical input for Great Rivers Greenway and the River Ring.

Throughout the planning process a large body of input was collected from the various engagement teams and focus groups:

- Citizen Advisory Committee (CAC)
- Technical Advisory Committee (TAC)
- Regional Advisory Committee (RAC)
- Applied Research Collaborative (ARC)
- Peer Review Committee (PRC)

Each of the goals and strategies presented in the Final Regional Plan Update has its roots in this public engagement process. This Appendix section includes an overview of the public engagement plan (as originally conceived) and work session summaries from the various activities conducted with different engagement teams.

Great Rivers Greenway District
Conceptual Plan Update
Public Engagement Activities

The conceptual plan update process focuses on three public engagement goals –

- Establish a framework for prioritizing future greenway development and evaluating existing greenways;
- Expand awareness and usage of existing greenways; and
- Increase future support (through funding and partnerships) for the development of the River Ring, as a whole; and individual greenways, separately.

To meet these goals, public engagement activities will focus on those who either know about GRG or have access to an existing greenway. Focusing on this audience is the best way maximize public engagement dollars. The five audiences are:

- Existing CAC members from all previous greenway projects;
- Non-greenway users living within a 1 to 3 mile radius of an existing greenway;
- Schools within a .5 or 1 mile radius of an existing greenway;
- Past partners of existing greenways; and
- Regional influencers.

In addition to specifically, engaging the audiences above, the public engagement strategy will also include engaging neighborhood associations, community organizations and municipalities to increase awareness about GRG and the River Ring. The table on the next page provides a quick snapshot of the activities and target audiences.

Goal 1:
Establish a framework for prioritizing future greenway development and evaluating existing greenways

Audience(s): Existing CAC members for all previous greenway and past partners

Activity 1.A	Solicit input via an online survey to understand the values, attributes and measurements, which should be included in the prioritzation and evaluation instrument.
Activity 1.B	Conduct three focus groups of past CAC members and two focus groups of past partners to vet possible frameworks and reporting processes; and begin to build profile of average greenway user and average non-user
Activity 1.C	Conduct 7 to 10 community forums across the region to finalize the prioritzation and evaluation process; this could also be a celebratory event to commemorate the passage of Prop C

Goal 2:
Expand awareness and usage of existing greenways

Audience(s): Past CAC members, non-greenway users, and secondary schools

Activity 2.A	Solicit input via online survey to create profile of average greenway non-user. Profile will be used to develop a social marketing campaign to expand greenway usage (Note: social marketing campaign is a pro-bono deliverable)
Activity 2.B	With non-greenway users, conduct four focus groups to determine the values, barriers and facilitators to greenway usage. Identify new activities and events, which will drive usage.
Activity 2.C	With school principals, science and physical education teachers, conduct interviews (10) and focus groups (3) to determine ways to increase greenway usage for children and educators
Activity 2.D	Conduct at least 30 briefings at existing neighborhood and community associations, municipality and faith based meetings to acquaint others with GRG, its success since 2000 and its future

Goal 3:
Increase support (through funding and partnerships) of future greenway development

Audience(s): Past partners and possible future partners

Activity 3.A	Solicit input via an online survey to understand the values, attributes and measurements, which should be included in the prioritzation and evaluation instrument.
Activity 3.B	Conduct focus groups (2 current, 2 future) to determine ways to improve partner arrangements, and to capitalize on collective resources

Audience(s): Regional influencers

Activity 3.C	Conduct 15 to 20 interviews to uncover ideas, thoughts and concerns regarding GRG's future and implementation of the River Ring.
Activity 3.D	Host RAC briefing to introduce process to participants and solicit input about using the River Ring as a model for regional coordination and collaboration

Public Engagement Goals and Audience Reach

		Establish framework for prioritizing future development and evaluating existing	Expand awareness and usage of existing greenways	Increase support (through funding and partnerships) of future greenway development
Target Audience Research & Awareness	Existing CAC members from all greenway projects	• Online survey to capture framework • Focus groups to vet possible frameworks and reports	• Online survey to build profile of user	
	Non-greenway users living within 1-3 mile radius		• Focus groups – greenway values, barriers and facilitators to use, new activities to identify partnerships and motivators	
	Schools within .5 or 1 mile radius		• Stakeholder interviews with superintendents principals • Focus group of teachers – Science, PE • Focus group students	
	Past Partners	• Online survey to capture framework • Focus groups to vet possible frameworks and reports		• Online survey • Focus groups to determine partnership values
	Regional Influencers			• Stakeholder Interviews • Briefing • Joint meeting with other advisory committees
GRG Briefings (10 min briefings, taking place over three months) Neighborhood Associations, Municipal, Churches				
Community Forums 2-3 City of St. Louis, 3-4 St. Louis County and 2-3 St. Charles County				

FIT: Fully-Integrated Thinking Visioning Session

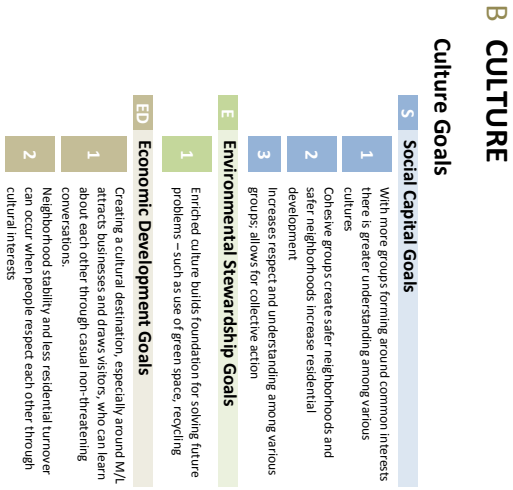
		SOCIAL CAPITAL	ENVIRONMENTAL STEWARDSHIP	ECONOMIC DEVELOPMENT
			An interconnected system of greenways, parks and trails...	
TOPIC	DEFINITION	...enhances social capital—health, education, dignity and interaction—and strengthens community bonds.	...is the physical armature that defines communities and preserves and enhances the natural environment.	...strengthens local economies and is a catalyst for economic growth in new and established communities.
A **COMMUNITY**	> Social composition of a group sharing common characteristics (geographic/municipal; ethnicity/heritage; religion; economy age; gender) > Network of people sharing common interest/needs	CONNECTED NEIGHBORHOODS HEALTHY NEIGHBORHOODS	CURB SPRAWL/REINVEST IN NEIGHBORHOODS URBAN/FIRST RING REVITALIZATION	DESIRABLE NEIGHBORHOODS
B **CULTURE**	> Personal enrichment and civic celebration Exchange of ideas; history, art Leisure and relaxation Recreation and activity	ACCESS TO CULTURAL VENUES EQUITABLE OPPORTUNITIES APPRECIATION OF REGION'S CULT/NAT HISTORY	APPRECIATION OF NATURAL ENVIRONMENT	INCREASED PROPERTY VALUES OPPORTUNITIES FOR TOURISM, ECO-TOURISM APPEAL TO CREATIVE CLASS, YOUNG/ACTIVE PROFESSIONALS
C **HEALTH**	> Personal well-being > Community well-being (health traits or patterns across regional population)	HEALTHIER PEOPLE	APPRECIATION OF NATURAL ENVIRONMENT	LESS HEALTH CARE COSTS WEALTH RETENTION HEALTHY/PRODUCTIVE WORKFORCE
D **EDUCATION**	> Intellectual well-being (all ages) > Structured learning at targeted ages (preschool, K-12, higher ed) > Retraining, vocational education, skilled labor)	MORE EDUCATED PEOPLE HIGHER QUALITY OF LIFE PERSONAL ENRICHMENT QUALITY SCHOOLS	APPRECIATION/UNDERSTANDING OF ENVIRONMENT SCIENCE, BIOLOGY, ENVIRONMENTAL EDUCATION	SKILLED WORKFORCE ADAPTABLE TO CHANGES IN ECONOMY HIGH-TECH JOBS RESEARCH
E **GOVERNANCE**	> Management/administration of organization or facility > Operations and maintenance	RESPONSIBLE GOVERNMENT COOPERATION BET. LOCAL, REGIONAL, STATE, FED EFFICIENT GOVERNMENT	SUSTAINABLE POLICIES SMART GROWTH UPDATED ZONING RESOURCE MANAGEMENT	ECONOMIC INCENTIVES BALANCED NEEDS
F **TRANSPORT**	> Movement of people or goods > Commuting for work, school (distinct from recreation)	ACCESS TO TRANSPORTATION RELIABLE TRANSIT FACILITIES (ROADS TO PUBLIC TRANSIT) ALTERNATIVE MODES HEALTHIER LIFESTYLES	REDUCED POLLUTION (AIR, WATER, SOIL) ENERGY INDEPENDENCE/CONSERVATION	APPEALING LIFESTYLES REDUCED TRANSIT EXPENSES INCREASED PROPERTY VALUE
G **COMMERCE**	> Exchange of goods and services for monetary compensation > Single business or district of multiple businesses that function as a commercial destination	GOOD JOBS HEALTHY URBAN/MIXED-USE CENTERS VIBRANT DOWNTOWN CONNECTION TO JOBS, SHOPPING	ATTRACT WORKERS WITH ENVIRONMENTAL ETHIC RENEWABLE ENERGY INDUSTRY	STRONG TAX BASE VIBRANT, DIVERSE ECONOMY
H **HABITAT**	> Natural environment that supports native plant and animal communities in a given location (land or water)	EDUCATIONAL OPPORTUNITIES EQUITABLE ACCESS TO NATURE	HABITAT HEALTH AND DIVERSITY CONSERVATION, PRESERVATION OF HABITAT AREAS PROTECTION OF SENSITIVE LAND	INCREASED PROPERTY VALUE LOWER COST ASSOCIATED WITH DEVELOPMENT/MITIGATION APPEAL TO EDUCATED/PROFESSIONAL WORKERS
I **WATER**	> Water (quality, composition, quantity)	HEALTHIER NEIGHBORHOODS/PEOPLE	CLEAN WATER, STREAMS/RIVERS STORMWATER MANAGEMENT AQUIFER RECHARGE REDUCED GROUNDWATER CONTAMINATION	LOWER COST FOR MITIGATION/WATER TREATMENT LOWER COST FOR IRRIGATION
J **ATMOSPHERE**	> Air and its characteristics (temperature, light, composition, etc.)	HEALTHIER NEIGHBORHOODS/PEOPLE REDCUED RATES OF ASTHMA	CLEAN AIR LOWER CO2 EMISSIONS	REDUCTION IN LOST PRODUCTION (POOR AIR QUALITY) LOWER COOLING COSTS
K **SOIL**	> Soil (structure, composition, characteristics)	MORE PRODUCTIVE NEIGHBORHOOD/URBAN GARDENS CLEANER NEIGHBORHOODS HEALTHIER VEGETATION	REDUCED EROSION REDUCED SOIL CONTAMINATION SUPPORTIVE OF HABITAT	REPOSITIONED BROWN/GREYFIELDS FOR DEVELOPMENT REDUCED TOPSOIL LOSS
L **ENERGY**	> Energy use (conservation vs. generation, sources)	LOWER COST FOR ENERGY ENERGY INDEPENDENCE	CONSERVATION / REDUCTION IN FOSSIL FUELS REDUCTION IN EMISSIONS COMPOSTING/COMPLETE ENERGY CYCLE	LOWER COSTS FOR INFRASTRUCTURE MORE COMPETETIVE BUSINESS RENEWABLE ENERGY BUSINESS OPPORTUNITITES
M **MATERIALS**	> Material use (sources, waste, reuse/recycle) and toxicity	CLEANER NEIGHBORHOODS LESS TRASH/WASTE/GARBAGE INCREASED RECYCLING, MATERIAL REUSE REINVEST IN EXISTING NEIGHBORHOODS	LESS LAND NECESSARY FOR LANDFILL AND EXTRACTION LOWER TRANS. IMPACT FROM LOCAL MATERIAL USE/RECLAIMATION LESS TOXIC MATERIALS SUSTAINABLE CONSTRUCTION/RENEWABLE MATERIALS	SUPPORTS RECYCLING INDUSTRY SUPPORTS REUSE NETWORKS/EXCHANGES
N **FOOD**	> Food production and distribution	HEALTHIER DIETS NEIGHBORHOOD GARDENS NEIGHBORHOOD MARKETS/CO-OPS	SUSTAINABLE AGRICULTURE LESS HERBICIDE/PESTICIDE LESS IRRIGATION LESS TRANSPORTATION IMPACT	SUPPORTS LOCAL FARMING, PROCESSING LESS TRANSPORTATION COST

The kickoff event for public engagement utilized a visioning session that followed a methodology of "Fully Integrated Thinking" to brainstorm potential social, environmental and economic outcomes of greenway development. From this work session, the Citizens Advisory Committee identified over 160 ideas, classified under 14 man-made and natural categories, that would eventually be refined into the final set of goals and strategies for the Regional Plan Update. On the following pages, these ideas are document, and organized into the various categories that would become the foundation for the Plan and subsequent engagement activities.

A COMMUNITY

Community Goals

		Social Capital Goals	Connected neighborhoods have stronger property values	Connected residents lead to residential stability, which can lower crime rates	Connected residents are invested in public infrastructure, like parks; tend to clean up and protect public spaces	Increased comfort and familiarity with neighborhoods for joining together on public issues	Greenways reduce transportation costs, especially for local amenities	Preserves dwindling green space	Stronger property values, leads to stronger public schools	Connected residents support local businesses and increase tax base of municipalities	Greenways improve and accentuate community character	
S	1		x									Increased Connectivity
S	2			x								Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility
S	3				x							Sense of Ownership, Civic Behavior, Community Pride, Esteem
S	3				x							Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean
S	3				x							Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities
S	4					x						Stronger Schools, Improved Education
S	4					x						Stronger Cultural Identity, Appreciation
E	1	Environmental Stewardship Goals										Healthier People; Physical and Mental Health; Increased Longevity
E	1											Happier People, Enriched, Friendly
E	1											Individual Independence; Less Gov't Reliance
E	1											Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems
E	1											Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space
E	1											Alternative Modes of Transportation; Increased Transit, Bicycle Use
E	1											Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution
E	1											Improved Quality of Life
E	1											Legacy for Future Generations
E	1											Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive
E	1											Improved Policies, Standards for Community Improvement, Land Use
E	1											More Efficient, Transparent Government, Inter-agency Cooperation
E	1											Reduced VMT, Time Lost to Congestion
E	1											Green Buildings, Quality Indoor Environments
E	2							x				Preserved Open Space, Conservation, Preservation; Indigenous/Native Species
E	2											Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste
E	2											Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic
E	2											Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors
E	2											Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island
E	2											Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv
E	2											Greater Access to Regional Assets, Access to Water, Rivers
E	2											Improved Policies, Standards for Environmental Quality; Reputation for Stewardship
E	2											Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land
E	2											Improved Stormwater Management, Soil Infiltration, Aquifer Recharge
ED	1	Economic Development Goals	x									Strong Property Values; Vibrant Local Economies; Strong Local Investment
ED	1						x					Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food
ED	1											Business/Economic Development, Effective Incentives
ED	1											Increased Tourism, Activity, Visitors, Local Destinations
ED	1											Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs
ED	1											Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs
ED	1											Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness
ED	1											High Quality Workforce
ED	1											Higher Personal Income, Profit, Retained Assets/Wealth
ED	1											More Disposable Income Retained by Local Economy
ED	1											Increase Tax Revenue, Investment in Public Assets, GRG, Open Space
ED	1											Increased Economic, Business Partnerships; Public-Private Partnerships
ED	1											Increased Access and Opportunity for Free Recreation, Activites
ED	1											Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission
ED	1											Green Incentives; Penalties for Pollution
ED	1											Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill



				x			Increased Connectivity
				x			Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility
							Sense of Ownership, Civic Behavior, Community Pride, Esteem
				x		x	Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean
			x		x		Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities
							Stronger Schools, Improved Education
			x		x		Stronger Cultural Identity, Appreciation
							Healthier People; Physical and Mental Health; Increased Longevity
							Happier People, Enriched, Friendly
							Individual Independence; Less Gov't Reliance
							Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems
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							Alternative Modes of Transportation; Increased Transit, Bicycle Use
							Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution
							Improved Quality of Life
							Legacy for Future Generations
							Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive
							Improved Policies, Standards for Community Improvement, Land Use
							More Efficient, Transparent Government, Inter-agency Cooperation
							Reduced VMT, Time Lost to Congestion
							Green Buildings, Quality Indoor Environments

			x				Preserved Open Space, Conservation, Preservation; Indigenous/Native Species
		x	x				Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste
							Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic
							Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors
							Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island
							Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv
							Greater Access to Regional Assets, Access to Water, Rivers
							Improved Policies, Standards for Environmental Quality; Reputation for Stewardship
							Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land
							Improved Stormwater Management, Soil Infiltration, Aquifer Recharge

				x			Strong Property Values; Vibrant Local Economies; Strong Local Investment
							Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food
		x					Business/Economic Development, Effective Incentives
		x					Increased Tourism, Activity, Visitors, Local Destinations
							Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs
							Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs
							Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness
							High Quality Workforce
							Higher Personal Income, Profit, Retained Assets/Wealth
							More Disposable Income Retained by Local Economy
							Increase Tax Revenue, Investment in Public Assets, GRG, Open Space
							Increased Economic, Business Partnerships; Public-Private Partnerships
							Increased Access and Opportunity for Free Recreation, Activites
							Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission
							Green Incentives; Penalties for Pollution
							Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill

C HEALTH

Health Goals

S	Social Capital Goals	1	2	3	4	5	6	E	Environmental Stewardship Goals	1	2
		Healthy people engage others and the environment more i.e. a deepened sense of connection to people and places	Healthy people = happier people (mentally healthy people tend to be nicer and easier to get a long with)	Healthy people are less reliant on government health and social services and are in better positions to help others	Healthy lifestyles impact culture and collective social behavior. Good health becomes a generational phenomenon and not just a personal choice	Public health improves	Healthy people tend to enjoy, promote and advocate for healthy environments		Reduced human footprint ex. People riding their bikes and walking have decreased reliance on fossil fuel based modes of transportation	Healthy people appreciate healthy environments and are more likely to: Reduce, reuse and recycle; Eat organic foods; Buy local produce Use alternative modes of transportation
	Increased Connectivity										
	Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility										
	Sense of Ownership, Civic Behavior, Community Pride, Esteem										
	Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean										
	Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities			x							
	Stronger Schools, Improved Education										
	Stronger Cultural Identity, Appreciation										
	Healthier People; Physical and Mental Health; Increased Longevity	x	x			x					x
	Happier People, Enriched, Friendly		x								
	Individual Independence; Less Gov't Reliance			x							
	Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems				x						
	Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space								x		
	Alternative Modes of Transportation; Increased Transit, Bicycle Use								x		x
	Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution										x
	Improved Quality of Life										x
	Legacy for Future Generations				x						x
	Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive				x						x
	Improved Policies, Standards for Community Improvement, Land Use				x						x
	More Efficient, Transparent Government, Inter-agency Cooperation				x						x
	Reduced VMT, Time Lost to Congestion										
	Green Buildings, Quality Indoor Environments										
	Preserved Open Space, Conservation, Preservation; Indigenous/Native Species										x
	Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste										
	Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic	x					x				
	Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors						x				x
	Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island								x		
	Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv								x		
	Greater Access to Regional Assets, Access to Water, Rivers										
	Improved Policies, Standards for Environmental Quality; Reputation for Stewardship										
	Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land										
	Improved Stormwater Management, Soil Infiltration, Aquifer Recharge										
	Strong Property Values; Vibrant Local Economies; Strong Local Investment										
	Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food										
	Business/Economic Development, Effective Incentives										
	Increased Tourism, Activity, Visitors, Local Destinations										
	Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs										
	Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs										
	Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness										
	High Quality Workforce										
	Higher Personal Income, Profit, Retained Assets/Wealth										
	More Disposable Income Retained by Local Economy										
	Increase Tax Revenue, Investment in Public Assets, GRG, Open Space										
	Increased Economic, Business Partnerships; Public-Private Partnerships										
	Increased Access and Opportunity for Free Recreation, Activites										
	Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission										
	Green Incentives; Penalties for Pollution										
	Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill										

D EDUCATION

Education Goals

S Social Capital Goals

1. Renaissance of good/acceptable behavior and greater care for other people, property, and community;
2. Strengthened future generations
3. Greater education=greater understanding of the relationship between green spaces/trails and improved health, connected communities

E Environmental Stewardship Goals

1. Increased interest in environmental careers;
2. Greater awareness/access to regional environmental assets;
3. More opportunities to connect to nature;
4. Greater care for environment; greater understanding of what lifestyle choices are better for the environment

ED Economic Development Goals

1. Quality workforce;
2. Higher per capita/household income;
3. Decrease in the "brain drain" (departure of human labor, talent, intelligence to places outside of St. Louis);

	S1	S2	S3	E1	E2	E3	E4	ED1	ED2	ED3
Increased Connectivity			x							
Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility										
Sense of Ownership, Civic Behavior, Community Pride, Esteem	x									
Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean										
Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities	x									
Stronger Schools, Improved Education			x							
Stronger Cultural Identity, Appreciation										
Healthier People; Physical and Mental Health; Increased Longevity			x							
Happier People, Enriched, Friendly										
Individual Independence; Less Gov't Reliance										
Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems			x				x			
Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space	x									
Alternative Modes of Transportation; Increased Transit, Bicycle Use										
Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution										
Improved Quality of Life										
Legacy for Future Generations		x								
Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive		x								
Improved Policies, Standards for Community Improvement, Land Use		x								
More Efficient, Transparent Government, Inter-agency Cooperation										
Reduced VMT, Time Lost to Congestion										
Green Buildings, Quality Indoor Environments										

	S1	S2	S3	E1	E2	E3	E4	ED1	ED2	ED3
Preserved Open Space, Conservation, Preservation; Indigenous/Native Species										
Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste						x	x			
Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic			x	x	x					
Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors							x			
Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island							x			
Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv										
Greater Access to Regional Assets, Access to Water, Rivers					x					
Improved Policies, Standards for Environmental Quality; Reputation for Stewardship										
Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land										
Improved Stormwater Management, Soil Infiltration, Aquifer Recharge										

	S1	S2	S3	E1	E2	E3	E4	ED1	ED2	ED3
Strong Property Values; Vibrant Local Economies; Strong Local Investment										
Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food										
Business/Economic Development, Effective Incentives										x
Increased Tourism, Activity, Visitors, Local Destinations										
Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs				x						
Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs										
Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness										x
High Quality Workforce								x		
Higher Personal Income, Profit, Retained Assets/Wealth									x	
More Disposable Income Retained by Local Economy										
Increase Tax Revenue, Investment in Public Assets, GRG, Open Space										
Increased Economic, Business Partnerships; Public-Private Partnerships										
Increased Access and Opportunity for Free Recreation, Activites										
Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission										
Green Incentives; Penalties for Pollution										
Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill										

GOVERNANCE

Governance Goals

	S	Social Capital Goals	1	2	3	4	5	6	7	8	9	10	11	12	13	E	Environmental Stewardship Goals	1
			Provides leadership focus and direction for decision making	Building codes – guidelines for building	Set standards – quality, safety	Public safety	A place to go for problem solving	Efficiency / coordination between agencies, municipalities	Legal foundation for future land use	Quality of life	Transparency-regulations	Community programs – event	Facilitates partnerships	Education	Understand St. Louis' unique governmental structure/network to work toward common goals			Land use, building codes protect the environment
Increased Connectivity																		
Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility						x												
Sense of Ownership, Civic Behavior, Community Pride, Esteem																		
Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean																		
Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities							x					x						
Stronger Schools, Improved Education														x				
Stronger Cultural Identity, Appreciation																		
Healthier People; Physical and Mental Health; Increased Longevity																		
Happier People, Enriched, Friendly																		
Individual Independence; Less Gov't Reliance							x											
Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems																		
Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space																		
Alternative Modes of Transportation; Increased Transit, Bicycle Use																		
Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution																		
Improved Quality of Life										x								
Legacy for Future Generations																		
Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive			x															
Improved Policies, Standards for Community Improvement, Land Use				x	x				x									
More Efficient, Transparent Government, Inter-agency Cooperation								x			x		x		x			
Reduced VMT, Time Lost to Congestion																		
Green Buildings, Quality Indoor Environments																		
Preserved Open Space, Conservation, Preservation; Indigenous/Native Species																		
Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste																		
Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic																		
Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors																		
Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island																		x
Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv																		
Greater Access to Regional Assets, Access to Water, Rivers																		
Improved Policies, Standards for Environmental Quality; Reputation for Stewardship					x													x
Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land																		
Improved Stormwater Management, Soil Infiltration, Aquifer Recharge																		
Strong Property Values; Vibrant Local Economies; Strong Local Investment																		
Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food																		
Business/Economic Development, Effective Incentives																		
Increased Tourism, Activity, Visitors, Local Destinations																		
Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs																		
Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs																		
Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness																		
High Quality Workforce																		
Higher Personal Income, Profit, Retained Assets/Wealth																		
More Disposable Income Retained by Local Economy																		
Increase Tax Revenue, Investment in Public Assets, GRG, Open Space																		
Increased Economic, Business Partnerships; Public-Private Partnerships																		
Increased Access and Opportunity for Free Recreation, Activites																		
Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission																		
Green Incentives; Penalties for Pollution																		
Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill																		

F TRANSPORT

Transport Goals

	S Social Capital Goals	1 Increased regional exploration and participation due to expanded communities	2 Improved health outcomes due to increased physical activity	3 Decreased fear of public transit options leads to integration in the social fabric of the community	4 Increased use of public transportation leads to greater self sustainability of the service (rather than a reliance on tax paver funding)	5 Expanded neighborhoods and social interactions occur with decreased travel by automobile	6 Transit and other public spaces invite families to be together more because they feel invited to play, walk, bike, etc.	7 Walking and biking trails, public transit, and other transportation modes that encourage residents usage lead to a sense of ownership and caring for the property/community overall	E Environmental Stewardship Goals	1 Decreased air pollution	2 Increased consciousness about creeks and other natural resources	Increased construction to better natural resources
Increased Connectivity		x		x		x						
Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility								x				
Sense of Ownership, Civic Behavior, Community Pride, Esteem				x								
Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean		x						x				
Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities			x									
Stronger Schools, Improved Education												
Stronger Cultural Identity, Appreciation												
Healthier People; Physical and Mental Health; Increased Longevity			x				x					
Happier People, Enriched, Friendly												
Individual Independence; Less Gov't Reliance					x	x						
Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems			x									
Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space			x				x					
Alternative Modes of Transportation; Increased Transit, Bicycle Use				x	x			x				
Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution												
Improved Quality of Life												
Legacy for Future Generations												
Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive												
Improved Policies, Standards for Community Improvement, Land Use												
More Efficient, Transparent Government, Inter-agency Cooperation					x							
Reduced VMT, Time Lost to Congestion						x						
Green Buildings, Quality Indoor Environments												
Preserved Open Space, Conservation, Preservation; Indigenous/Native Species											x	
Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste										x		
Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic												
Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors												
Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island												
Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv						x						
Greater Access to Regional Assets, Access to Water, Rivers												
Improved Policies, Standards for Environmental Quality; Reputation for Stewardship												
Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land												
Improved Stormwater Management, Soil Infiltration, Aquifer Recharge												
Strong Property Values; Vibrant Local Economies; Strong Local Investment												
Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food												
Business/Economic Development, Effective Incentives												
Increased Tourism, Activity, Visitors, Local Destinations												
Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs												
Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs												
Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness												
High Quality Workforce												
Higher Personal Income, Profit, Retained Assets/Wealth												
More Disposable Income Retained by Local Economy												
Increase Tax Revenue, Investment in Public Assets, GRG, Open Space												
Increased Economic, Business Partnerships; Public-Private Partnerships												
Increased Access and Opportunity for Free Recreation, Activites												
Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission												
Green Incentives; Penalties for Pollution												
Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill												

G COMMERCE

Commerce Goals

		Social Capital Goals	Environmental Stewardship Goals			Economic Development Goals				
		S 1	E 1	S 2	S 3	ED 1	ED 2	ED 3	ED 4	ED 5
		Well connected community	Ability to invest in environmental stewardship and "commerce free" areas - i.e. preservation	Strong economy = reduced stress	Provides destinations	Ability to invest in GRG	Connected and interactive	Ability to attract and retain talent	Leverage strategic partnership	More tax revenue
Increased Connectivity		x								
Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility										
Sense of Ownership, Civic Behavior, Community Pride, Esteem										
Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean										
Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities										
Stronger Schools, Improved Education										
Stronger Cultural Identity, Appreciation										
Healthier People; Physical and Mental Health; Increased Longevity										
Happier People, Enriched, Friendly										
Individual Independence; Less Gov't Reliance										
Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems				x						
Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space				x						
Alternative Modes of Transportation; Increased Transit, Bicycle Use										
Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution										
Improved Quality of Life										
Legacy for Future Generations										
Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive										
Improved Policies, Standards for Community Improvement, Land Use										
More Efficient, Transparent Government, Inter-agency Cooperation										
Reduced VMT, Time Lost to Congestion										
Green Buildings, Quality Indoor Environments										
Preserved Open Space, Conservation, Preservation; Indigenous/Native Species			x							
Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste										
Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic										
Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors										
Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island										
Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv										
Greater Access to Regional Assets, Access to Water, Rivers										
Improved Policies, Standards for Environmental Quality; Reputation for Stewardship										
Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land										
Improved Stormwater Management, Soil Infiltration, Aquifer Recharge										
Strong Property Values; Vibrant Local Economies; Strong Local Investment		x		x	x		x			
Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food										
Business/Economic Development, Effective Incentives					x					
Increased Tourism, Activity, Visitors, Local Destinations					x					
Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs			x							
Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs										
Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness								x		
High Quality Workforce										
Higher Personal Income, Profit, Retained Assets/Wealth										
More Disposable Income Retained by Local Economy										
Increase Tax Revenue, Investment in Public Assets, GRG, Open Space						x				x
Increased Economic, Business Partnerships; Public-Private Partnerships									x	
Increased Access and Opportunity for Free Recreation, Activites										
Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission										
Green Incentives; Penalties for Pollution										
Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill										

H HABITAT

Habitat Goals

	S Social Capital Goals						E Environmental Stewardship Goals		
	1 Increases water and wildlife activities, such as fishing and boating, close to home	2 Draws people away from and out of homes; creates opportunities for connecting with different people	3 Lowers feelings of isolation for seniors, if we can get them out	4 Provides opportunities for children to learn about and take ownership for the environment	5 Lessens crime because environments are more populated with people	6 Increases accessibility to free outdoor recreational outlets	1 Protects wildlife and aquatic life to continue the ecosystem cycle and provides more active living opportunities	2 Lessens dumping and the perception of an unsafe environment	3 Improves physical infrastructure through increased greenspace, which leads to more attractive surroundings, which leads to more development
Increased Connectivity		x	x						
Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility					x			x	
Sense of Ownership, Civic Behavior, Community Pride, Esteem				x					
Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean					x				x
Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities									
Stronger Schools, Improved Education				x					
Stronger Cultural Identity, Appreciation									
Healthier People; Physical and Mental Health; Increased Longevity									
Happier People, Enriched, Friendly									
Individual Independence; Less Gov't Reliance									
Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems			x						
Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space		x				x	x		
Alternative Modes of Transportation; Increased Transit, Bicycle Use									
Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution									
Improved Quality of Life	x								
Legacy for Future Generations									
Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive									
Improved Policies, Standards for Community Improvement, Land Use									
More Efficient, Transparent Government, Inter-agency Cooperation									
Reduced VMT, Time Lost to Congestion									
Green Buildings, Quality Indoor Environments									
Preserved Open Space, Conservation, Preservation; Indigenous/Native Species							x		x
Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste								x	
Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic				x					
Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors							x		
Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island									
Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv									
Greater Access to Regional Assets, Access to Water, Rivers						x			
Improved Policies, Standards for Environmental Quality; Reputation for Stewardship									
Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land								x	
Improved Stormwater Management, Soil Infiltration, Aquifer Recharge									
Strong Property Values; Vibrant Local Economies; Strong Local Investment									x
Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food									
Business/Economic Development, Effective Incentives									
Increased Tourism, Activity, Visitors, Local Destinations									
Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs									
Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs									
Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness									
High Quality Workforce									
Higher Personal Income, Profit, Retained Assets/Wealth									
More Disposable Income Retained by Local Economy									
Increase Tax Revenue, Investment in Public Assets, GRG, Open Space									
Increased Economic, Business Partnerships; Public-Private Partnerships									
Increased Access and Opportunity for Free Recreation, Activites						x			
Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission									x
Green Incentives; Penalties for Pollution									
Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill									

WATER

Water Goals

		Social Capital Goals	Instilled sense of community pride – "bragging rights" – regarding how we treat water	Brings people together	Increased discretionary spending in areas that become a destination spot	Increased use of water ways for recreational use	Increased enjoyment by the community for "happy inducing" purposes, i.e. fishing, swimming, boating, wading, etc.	Betters the perception of safety due to increased population near these areas
S	1	Instilled sense of community pride – "bragging rights" – regarding how we treat water						
S	2	Brings people together						
S	3	Increased discretionary spending in areas that become a destination spot						
S	4	Increased use of water ways for recreational use						
S	5	Increased enjoyment by the community for "happy inducing" purposes, i.e. fishing, swimming, boating, wading, etc.						
S	6	Betters the perception of safety due to increased population near these areas						
E		**Environmental Stewardship Goals**						
E	1	Water conservation in times of abundance gets the region ahead of the curve as leaders before issues occur						
E	2	Increase animal conservation due to livable habitats						
ED		**Economic Development Goals**						
ED	1	Increased tourism for recreational pursuits like, fishing, boating and swimming						
ED	2	Increased attractiveness and perception of the value						

		Increased Connectivity
		Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility
		Sense of Ownership, Civic Behavior, Community Pride, Esteem
		Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean
		Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities
		Stronger Schools, Improved Education
		Stronger Cultural Identity, Appreciation
		Healthier People; Physical and Mental Health; Increased Longevity
		Happier People, Enriched, Friendly
		Individual Independence; Less Gov't Reliance
		Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems
		Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space
		Alternative Modes of Transportation; Increased Transit, Bicycle Use
		Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution
		Improved Quality of Life
		Legacy for Future Generations
		Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive
		Improved Policies, Standards for Community Improvement, Land Use
		More Efficient, Transparent Government, Inter-agency Cooperation
		Reduced VMT, Time Lost to Congestion
		Green Buildings, Quality Indoor Environments

		Preserved Open Space, Conservation, Preservation; Indigenous/Native Species
		Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste
		Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic
		Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors
		Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island
		Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv
		Greater Access to Regional Assets, Access to Water, Rivers
		Improved Policies, Standards for Environmental Quality; Reputation for Stewardship
		Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land
		Improved Stormwater Management, Soil Infiltration, Aquifer Recharge

		Strong Property Values; Vibrant Local Economies; Strong Local Investment
		Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food
		Business/Economic Development, Effective Incentives
		Increased Tourism, Activity, Visitors, Local Destinations
		Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs
		Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs
		Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness
		High Quality Workforce
		Higher Personal Income, Profit, Retained Assets/Wealth
		More Disposable Income Retained by Local Economy
		Increase Tax Revenue, Investment in Public Assets, GRG, Open Space
		Increased Economic, Business Partnerships; Public-Private Partnerships
		Increased Access and Opportunity for Free Recreation, Activites
		Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission
		Green Incentives; Penalties for Pollution
		Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill

J

ATMOSPHERE

Atmosphere Goals

	S	Social Capital Goals	Lower health care cost; Better health;	People more likely to spend more time outdoors, engaged in outdoor activities;	People more connected to nature;	Makes St. Louis appear to be progressive & more attractive	E	Environmental Stewardship Goals	Improved climate	Elimination of phenomenon whereby the city "holds heat";	Increase in cycling and walking;	Motivation for people to consider using alternative energy;	Reduced carbon footprint	ED	Economic Development Goals	Marketable incentives, such as tax credits for clean practices;	No penalization for poor air quality (EPA);	Increased property values
	1						1							1				
	2						2							2				
	3						3							3				
	4						4							4				
	5						5							5				
Increased Connectivity																		
Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility																		
Sense of Ownership, Civic Behavior, Community Pride, Esteem																		
Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean																		
Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities																		
Stronger Schools, Improved Education																		
Stronger Cultural Identity, Appreciation																		
Healthier People; Physical and Mental Health; Increased Longevity		x																
Happier People, Enriched, Friendly																		
Individual Independence; Less Gov't Reliance		x																
Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems		x		x							x							
Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space				x							x							
Alternative Modes of Transportation; Increased Transit, Bicycle Use											x	x						
Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution																		
Improved Quality of Life																		
Legacy for Future Generations																		
Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive						x												
Improved Policies, Standards for Community Improvement, Land Use																		
More Efficient, Transparent Government, Inter-agency Cooperation																		
Reduced VMT, Time Lost to Congestion											x							
Green Buildings, Quality Indoor Environments																		

Preserved Open Space, Conservation, Preservation; Indigenous/Native Species																		
Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste																		
Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic					x													
Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors																		
Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island										x								
Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv												x	x					
Greater Access to Regional Assets, Access to Water, Rivers						x												
Improved Policies, Standards for Environmental Quality; Reputation for Stewardship									x									
Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land									x	x							x	
Improved Stormwater Management, Soil Infiltration, Aquifer Recharge																		

Strong Property Values; Vibrant Local Economies; Strong Local Investment																		x
Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food																		
Business/Economic Development, Effective Incentives																	x	
Increased Tourism, Activity, Visitors, Local Destinations																		
Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs																		
Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs																		x
Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness						x												
High Quality Workforce																		
Higher Personal Income, Profit, Retained Assets/Wealth																		
More Disposable Income Retained by Local Economy																		
Increase Tax Revenue, Investment in Public Assets, GRG, Open Space																		
Increased Economic, Business Partnerships; Public-Private Partnerships																		
Increased Access and Opportunity for Free Recreation, Activites																		
Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission																		
Green Incentives; Penalties for Pollution																x	x	
Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill																		

K SOIL

Soil Goals

S	Social Capital Goals	1	2	3	4	5	6	7	8	9	10	E	Environmental Stewardship Goals	1	2	
		Groups coming together	Community gardening – other civic activities – scouts-seniors-school groups	Cleanup brownfields	Health	Festivals	Urban residents' access to gardens, yards	Community comes together for cleanup and education	Adopting new values – connection to ecosystems social/human ecology	Public health	Quality of riverfront (aesthetic, use) – sediment after flooding (environmental quality of sediment; contaminants, affects potable water)		LESA (Land Evaluation Site Assessment) layering to determine value for pres/dev	Organic farming (all three topics education and environmental) and soil conservation	
	Increased Connectivity															
	Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility		x					x								
	Sense of Ownership, Civic Behavior, Community Pride, Esteem			x				x			x					
	Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean	x	x			x		x								
	Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities															
	Stronger Schools, Improved Education															
	Stronger Cultural Identity, Appreciation															
	Healthier People; Physical and Mental Health; Increased Longevity				x					x						
	Happier People, Enriched, Friendly															
	Individual Independence; Less Gov't Reliance															
	Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems		x		x					x						
	Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space						x		x							
	Alternative Modes of Transportation; Increased Transit, Bicycle Use															
	Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution		x				x								x	
	Improved Quality of Life															
	Legacy for Future Generations															
	Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive															
	Improved Policies, Standards for Community Improvement, Land Use													x		
	More Efficient, Transparent Government, Inter-agency Cooperation															
	Reduced VMT, Time Lost to Congestion															
	Green Buildings, Quality Indoor Environments															

	Preserved Open Space, Conservation, Preservation; Indigenous/Native Species															
	Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste															
	Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic						x		x							
	Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors															
	Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island															
	Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv						x									
	Greater Access to Regional Assets, Access to Water, Rivers															
	Improved Policies, Standards for Environmental Quality; Reputation for Stewardship												x			
	Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land		x	x				x			x				x	
	Improved Stormwater Management, Soil Infiltration, Aquifer Recharge										x		x			

	Strong Property Values; Vibrant Local Economies; Strong Local Investment															
	Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food															
	Business/Economic Development, Effective Incentives															
	Increased Tourism, Activity, Visitors, Local Destinations															
	Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs															
	Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs															
	Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness															
	High Quality Workforce															
	Higher Personal Income, Profit, Retained Assets/Wealth															
	More Disposable Income Retained by Local Economy															
	Increase Tax Revenue, Investment in Public Assets, GRG, Open Space															
	Increased Economic, Business Partnerships; Public-Private Partnerships															
	Increased Access and Opportunity for Free Recreation, Activites															
	Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission															
	Green Incentives; Penalties for Pollution															
	Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill			x									x			

ENERGY

Energy Goals

		Social Capital Goals			
		1	2	3	4
		Greater energy conservation (especially through the use of less energy dependent technologies ex. transportation), which improves health and habitat	Green buildings designed with passive solar power (and other green features) allow more natural light, which has been proven to improve people's moods	Increased connections between and collaboration among energy companies, community stakeholders and customers	
Environmental Stewardship Goals	1 Reduced carbon / pollution footprint		x		
	2 Cleaner air				
	3 Fewer emissions (waste gets recycled)				
	4 Greenways provide not only recreational benefit, but also serve a conservation function. For example, local woods / forests could provide supplemental energy sources through the strategic harvesting of trees, debris etc., which could be sold...				
Economic Development Goals	Development and expansion of renewable energy.				

	Increased Connectivity
	Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility
	Sense of Ownership, Civic Behavior, Community Pride, Esteem
	Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean
	Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities
	Stronger Schools, Improved Education
	Stronger Cultural Identity, Appreciation
x	Healthier People; Physical and Mental Health; Increased Longevity
x	Happier People, Enriched, Friendly
	Individual Independence; Less Gov't Reliance
	Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems
	Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space
x	Alternative Modes of Transportation; Increased Transit, Bicycle Use
	Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution
	Improved Quality of Life
	Legacy for Future Generations
	Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive
	Improved Policies, Standards for Community Improvement, Land Use
x	More Efficient, Transparent Government, Inter-agency Cooperation
	Reduced VMT, Time Lost to Congestion
x	Green Buildings, Quality Indoor Environments

	Preserved Open Space, Conservation, Preservation; Indigenous/Native Species
	Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste
	Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic
x	Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors
x	Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island
x	Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv
	Greater Access to Regional Assets, Access to Water, Rivers
	Improved Policies, Standards for Environmental Quality; Reputation for Stewardship
	Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land
	Improved Stormwater Management, Soil Infiltration, Aquifer Recharge

	Strong Property Values; Vibrant Local Economies; Strong Local Investment
	Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food
	Business/Economic Development, Effective Incentives
	Increased Tourism, Activity, Visitors, Local Destinations
	Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs
	Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs
	Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness
	High Quality Workforce
	Higher Personal Income, Profit, Retained Assets/Wealth
	More Disposable Income Retained by Local Economy
	Increase Tax Revenue, Investment in Public Assets, GRG, Open Space
	Increased Economic, Business Partnerships; Public-Private Partnerships
	Increased Access and Opportunity for Free Recreation, Activites
	Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission
	Green Incentives; Penalties for Pollution
	Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill

M MATERIALS

Materials Goals

		Social Capital Goals	Less waste means cleaner neighborhoods (recycling can serve as a community activity)	Healthier homes (less lead paint)	Community holds itself to higher standards and greater expectations	Environmental Stewardship Goals	Less water and air pollution	Cleaner environment through recycling	Economic Development Goals	Elimination of contaminated properties (and brownfields) increase redevelopment opportunities	Green business development and job growth	Increased tourism – St. Louis is a center for recycling (like Hylander or other noteworthy structures)
		S	1	2	3	E	1	2	ED	1	2	3
Increased Connectivity												
Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility												
Sense of Ownership, Civic Behavior, Community Pride, Esteem					x							
Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean			x							x		
Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities			x		x							
Stronger Schools, Improved Education												
Stronger Cultural Identity, Appreciation												
Healthier People; Physical and Mental Health; Increased Longevity				x								
Happier People, Enriched, Friendly												
Individual Independence; Less Gov't Reliance												
Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems												
Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space												
Alternative Modes of Transportation; Increased Transit, Bicycle Use												
Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution												
Improved Quality of Life												
Legacy for Future Generations												
Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive					x							
Improved Policies, Standards for Community Improvement, Land Use												
More Efficient, Transparent Government, Inter-agency Cooperation												
Reduced VMT, Time Lost to Congestion												
Green Buildings, Quality Indoor Environments				x								
Preserved Open Space, Conservation, Preservation; Indigenous/Native Species			x					x				x
Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste			x									
Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic												
Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors												
Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island												
Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv												
Greater Access to Regional Assets, Access to Water, Rivers												
Improved Policies, Standards for Environmental Quality; Reputation for Stewardship					x							
Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land							x	x		x		
Improved Stormwater Management, Soil Infiltration, Aquifer Recharge												
Strong Property Values; Vibrant Local Economies; Strong Local Investment												
Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food												
Business/Economic Development, Effective Incentives												
Increased Tourism, Activity, Visitors, Local Destinations												x
Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs											x	
Increased Worker Productivity, Fewer Sick Days, Workers Comp; Access to Jobs												
Business and Residential Attraction and Retention; Reverse Brain-Drain, Regional Attractiveness												
High Quality Workforce												
Higher Personal Income, Profit, Retained Assets/Wealth												
More Disposable Income Retained by Local Economy												
Increase Tax Revenue, Investment in Public Assets, GRG, Open Space												
Increased Economic, Business Partnerships; Public-Private Partnerships												
Increased Access and Opportunity for Free Recreation, Activites												
Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission												
Green Incentives; Penalties for Pollution											x	
Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill										x		

N **FOOD**

Food Goals

	S **Social Capital Goals**					E **Environmental Stewardship Goals**								
	1 Community gardens/jobs-benefits	2 Community/farmers markets bring community together	3 Education of best practices of land use	4 Opportunity to partner	5 Increased availability of local, fresh, and affordable food will lead to better eating habits for residents	1 Local reduces shipping/carbon	2 Local quicker to table	3 Less packaging less preservation	4 Food for wildlife	5 Indigenous	6 Plants	7 Less maintenance and food for fauna	8 Better care of soil & water to support local farmland/produce	
		x												Increased Connectivity
		x												Safety, Lower Crime, Improved Perceptions of Safety, Increased Activity/Visibility
		x												Sense of Ownership, Civic Behavior, Community Pride, Esteem
														Neighborhood Stability, Comfort, Identity, Character, Aesthetics; Pollution-free, Clean
		x		x										Civic Participation, Cooperation, Problem Solving, Volunteerism, Events, Activities
														Stronger Schools, Improved Education
														Stronger Cultural Identity, Appreciation
														Healthier People; Physical and Mental Health; Increased Longevity
														Happier People, Enriched, Friendly
														Individual Independence; Less Gov't Reliance
					x									Healthier Lifestyles and Multi-Generational; Seniors, People w/ Disablities, Health Problems
					x									Active Lifestyles; Increased Exercise, Behaviors; Access to Recreation, Open Space
														Alternative Modes of Transportation; Increased Transit, Bicycle Use
	x	x			x	x	x	x					x	Organic Food, Local Produce, Community Gardening, Co-ops, Qucker Distribution
														Improved Quality of Life
														Legacy for Future Generations
			x											Stronger Regional Leadership, Decision Making; Reputation for Leadership, Progressive
														Improved Policies, Standards for Community Improvement, Land Use
				x										More Efficient, Transparent Government, Inter-agency Cooperation
														Reduced VMT, Time Lost to Congestion
														Green Buildings, Quality Indoor Environments

											x	x		Preserved Open Space, Conservation, Preservation; Indigenous/Native Species
								x						Increased Recycling, Municipal Programs, Less Consumption of Goods, Materials; Less Waste
												x		Stronger Relationship to Environment, Appreciation for Environment, Environmental Ethic
									x					Healthier Environment and Ecosystem; Habitats, Wildlife, Riparian Corridors
														Sensitive Design; Reduced Human Footprint; Low Impact Development; Reduced Heat Island
						x		x						Red. Fossil Fuels, Emissions, Dependency, VMT, Carbon; Alternative/Renewable Energy, E Conserv
														Greater Access to Regional Assets, Access to Water, Rivers
													x	Improved Policies, Standards for Environmental Quality; Reputation for Stewardship
													x	Cleaner Environment; Reduced Pollution-Air, Water, Soil Quality, Ag Land
													x	Improved Stormwater Management, Soil Infiltration, Aquifer Recharge

												x		Strong Property Values; Vibrant Local Economies; Strong Local Investment
						x						x		Reduced Costs for Transportation, Utilities, Maintenance, Health Care, Commuting, Food
														Business/Economic Development, Effective Incentives
														Increased Tourism, Activity, Visitors, Local Destinations
	x													Increased Career Opps: Health / Wellness, Environment, Transit, Eco-Tourism, Energy Jobs
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				x										Increased Economic, Business Partnerships; Public-Private Partnerships
														Increased Access and Opportunity for Free Recreation, Activites
														Improved Infrastructure, Green Infrastructure, Renewable Energy, Dependable Transmission
														Green Incentives; Penalties for Pollution
														Redevelopment Opportunities, Re-use for Brownfield/Greyfield; Urban Infill

Focus Group Background and Objectives

To collect more detailed information regarding Great Rivers Greenway's benefits and potential greenway goals and impacts, the consulting team held focus groups in February for current CAC members. Forty-four CAC members participated in the small discussion sessions, which were held in St. Charles County, St. Louis County and the City of St. Louis.

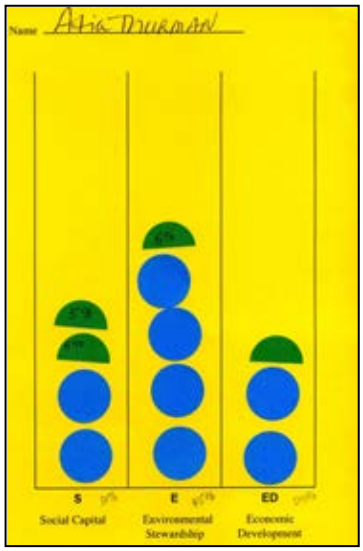
The major focus group objectives were to:

- Determine the public's perception about weighting GRG's benefits of social capital, environmental stewardship and economic development; and
- Discuss the rationale for weighting preferences.

SEED Benefit Weighting

Participants were asked to consider themselves as a selection committee reviewing potential greenway project proposals for future development. Using dots, which represented dominations of 5 and 10%, each participant was asked to create a bar chart (totaling 100%) to indicate the importance of each GRG greenway benefit – social capital, environmental stewardship and economic development. After completing the exercise, all bar charts were posted and ordered based on the weights for each GRG benefit.

Following the posting of bar charts, participants were asked to explain their weighting rationale. The four rationales discussed were "highly weighted social capital", "highly weighted environmental stewardship", "highly weighted economic development" and "balanced weighting" for all three benefits.



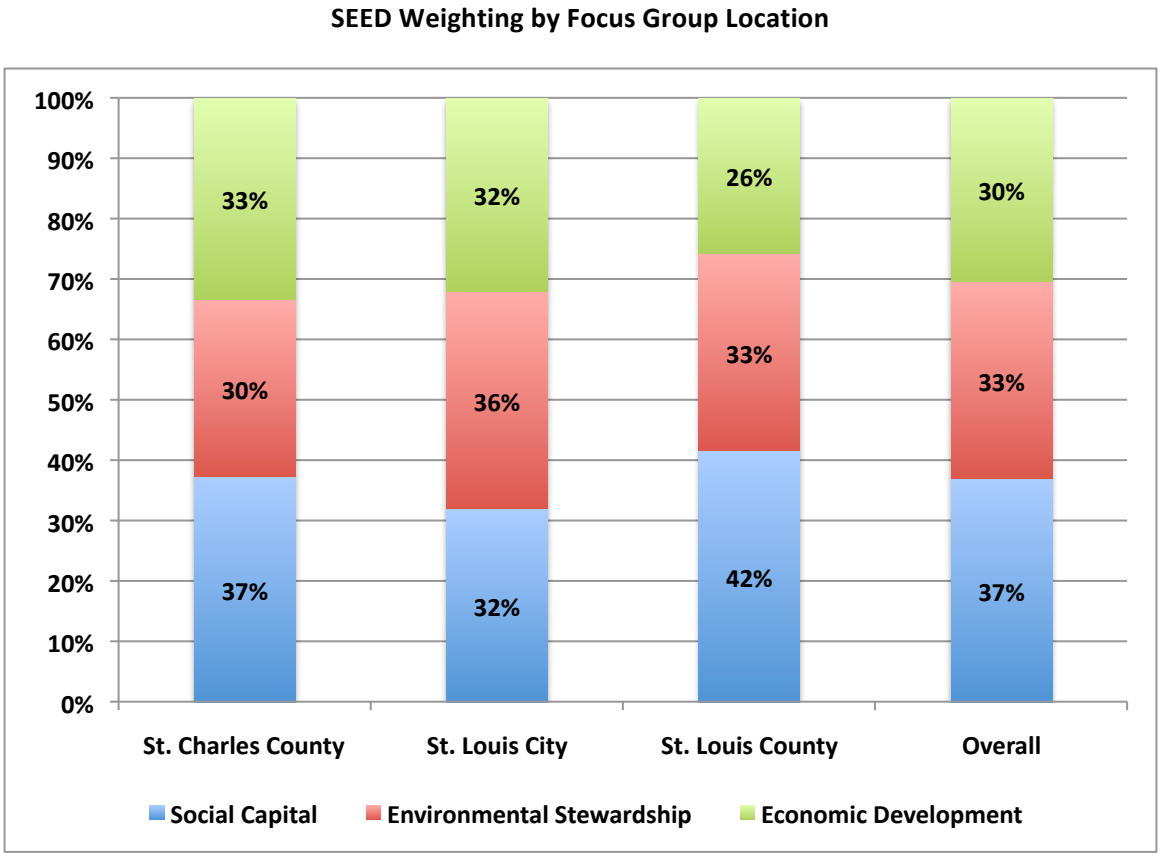
Sample Bar Chart

SEED Benefit Weighting Results

Varying across the geographical locations of each focus group, collectively, participants tended to weight either social capital or environmental stewardship higher than economic development. The chart below provides the averages by focus group and the appendix provides the results by individual participants. As noted from the chart on the next page, **St. Charles attendees weighted social capital highest at 37%**, followed by economic development at 33%, and environmental stewardship at 30%. Considering that the denomination of dots ranged from 5 to 10%, St. Charles attendees weighted the three benefit categories almost equally. **St. Louis County attendees also weighted social capital highest at 42%**, followed by environmental stewardship at 33% and economic development at 26%. For those attending the **City of St. Louis focus group, environmental stewardship was weighted highest at 36%**, and the other two benefit categories were weighted equally at 32%.

Collectively, the results could indicate that participants tended to weight SEED benefit categories based on their personal desires. Suburban residents (St. Charles and St. Louis County residents) typically live in homes with 2-car garages, deep setbacks and wide driveways; and as stated by several researchers, this leads to a weaker sense of community. Therefore, suburban residents may value greenways more because they provide additional opportunities for connecting with neighbors. For urban residents, preserving and stewarding open space is more critical because they have less front and backyard space than suburban dwellers.

Overall, the forty-four participants weighted social capital at 37%, environmental stewardship at 33% and economic development at 30%.



SEED Benefit Weighting Rationale

Rationale 1 – Highly Weighted Social Capital (45% or above)

For 25% of the attendees who weighted social capital highly, their rationales are listed below:

- *Economic development tends to follow with masses of people*
- *Greenways bring people together and masses of people will drive economic development*
- *Greenways are funded by the public and they must be designed to serve the public, especially if we want them to appreciate the investment;*
- *Greenway connections are a physical symbol of how we should act as a region;*
- *Meeting neighbors on the greenway always makes me feel a part of my community;*
- *Greenways and trails are a spontaneous recreation or gym area; also they provide a classroom for environmental stewardship;*
- *Social capital represents fairness and equity; the more we understand each other the more we are interested in doing what is best for the public good;*
- *Connecting communities via greenways is synergistic because it will drive other investments;*
- *Greenway development is a great example of regional collaboration; and*
- *Living in a wooded rural area makes socializing with neighbors challenging. With trails and greenways, we have a common meeting area.*

Rationale 2 – Highly Weighted Environmental Stewardship (45% or above)

For 18% of the attendees, who weighted environmental stewardship highly, their rationales are listed below:

- *Green space is a dwindling asset and it attracts people and commerce;*
- *Environmental awareness and protection are the keys to protecting wildlife;*
- *Greenways are natural floodplain buffers; and cleaner air and water are what we all strive for;*
- *Environmental stewardship is socially and politically correct;*
- *Since many trails and greenways are along rivers, appreciating and protecting natural resources is important to creating a livable community;*
- *Having clean water and air makes St. Louis more attractive and greenways represent an alternative mode of travel that can reduce automobile dependence;*
- *Environmental stewardship can save money over the long term;*
- *Focusing on environmental stewardship allows us to leave a legacy for future generations;*
- *Greenways provide a unique opportunity for using floodplains and re-developing brownfields; and rivers are regional assets, yet we don't treat them in that manner.*

Rationale 3 – Highly Weighted Economic Development (45% or above)
For 7% of the attendees, who weighted economic development highly, their rationales are listed below:

- *GRG's long-term stability depends on its ability to justify the expenditures and the most effective way of doing this is by demonstrating the economic benefits of greenways;*
- *Policymakers and regional leaders are most concerned with economic development; and*
- *Tax dollars fund greenway development, therefore economic benefits must be shown.*

Rationale 4 – Balanced Weighting
For 9% of the attendees, who weighted all three almost equally (impossible with the denominations), their rationales are listed below:

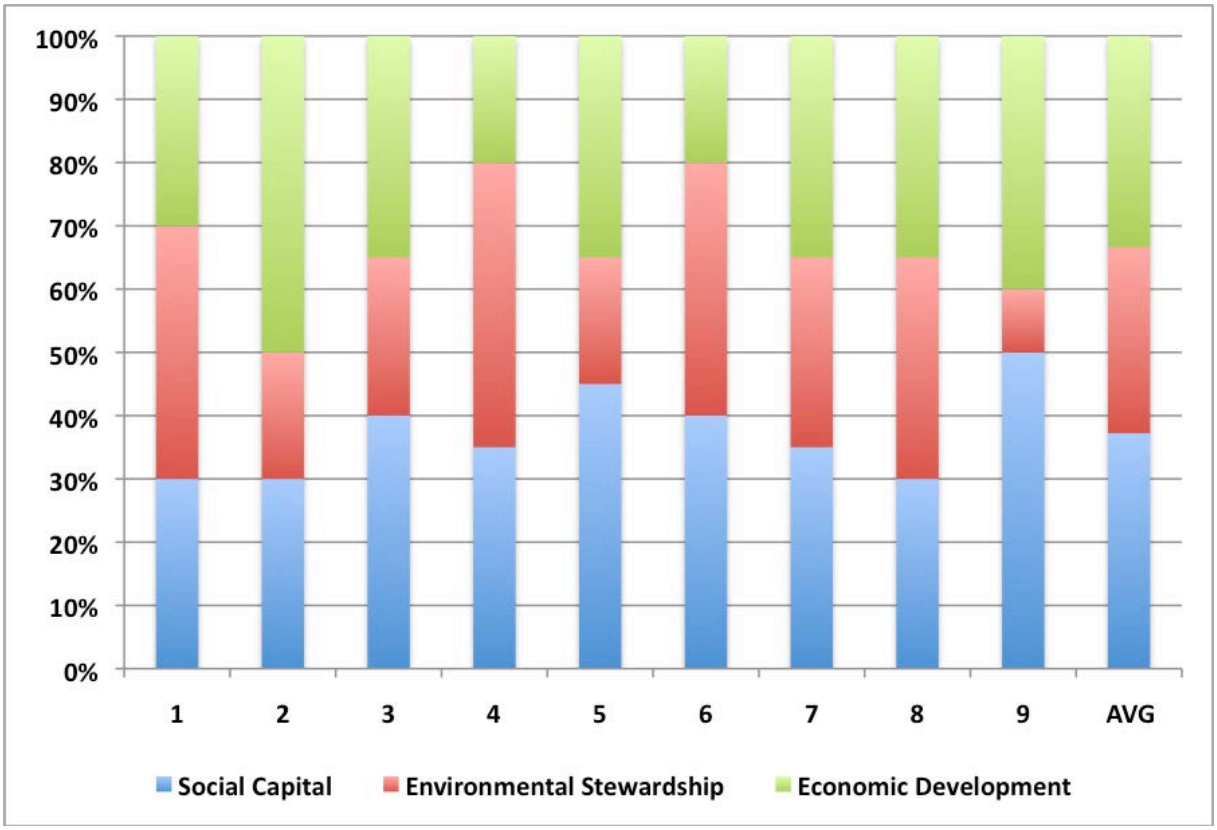
- *Not one is more important than the others;*
- *There are equally important and they are interdependent; and*
- *Since each project is different, it's best to equally weight the benefits.*

Conclusion

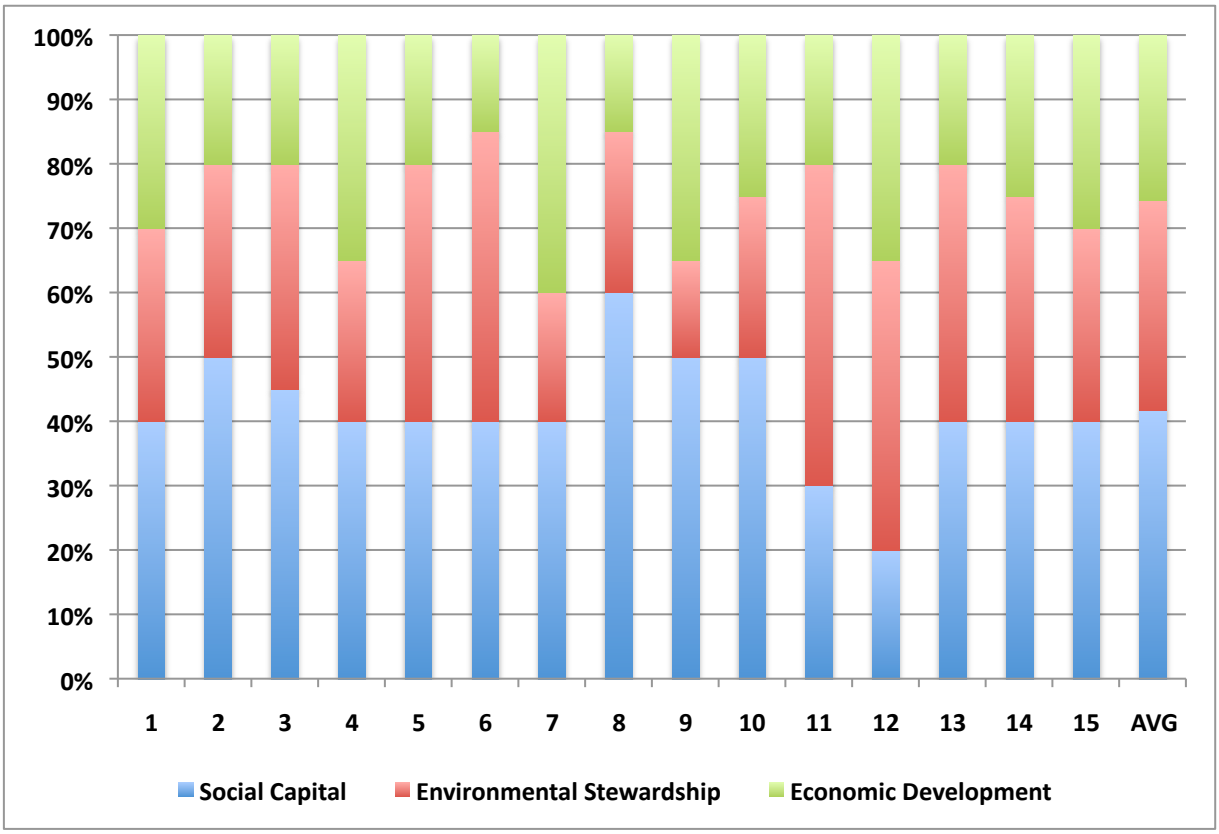
Although somewhat inconclusive, the focus group results provide an indication that residents tend to value the social capital and environmental stewardship benefits of greenway development in varying degrees. Therefore, as GRG considers its prioritzation and evaluation rubric, weighting these benefits slightly higher might be advised. A potential weighting scheme could be 40% for social capital, 40% for economic stewardship and 20% for economic development. Considering that many of the social capital and economic stewardship benefits may demonstrate significant change over a short time horizon, weighting these benefits higher could prove to be more conducive to annual or biennial reporting.

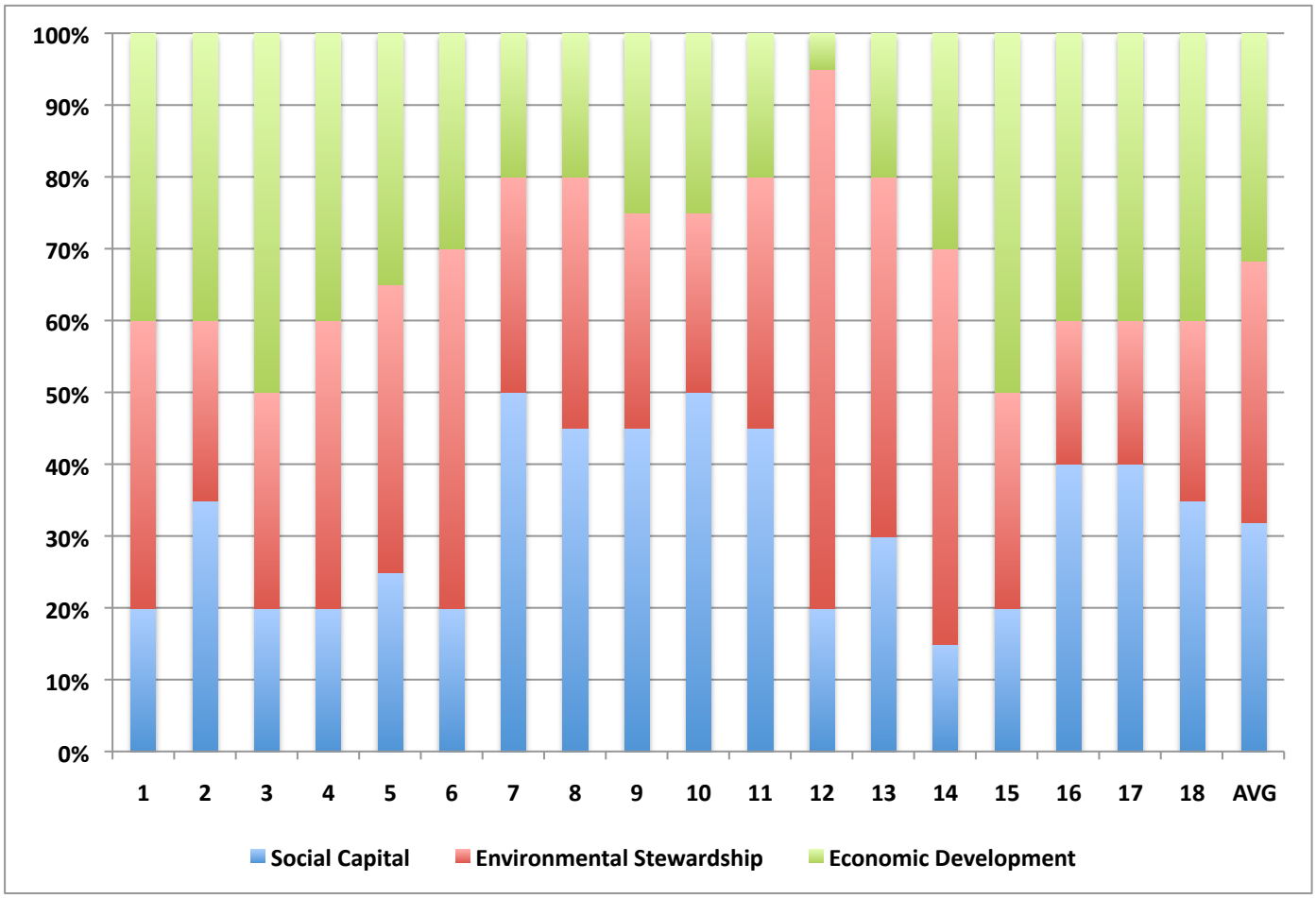
Additionally, considering the research, GRG may desire weighting suburban projects slightly different from urban projects. Suburban projects would have a higher social capital weight and urban projects would have a higher environmental stewardship weight.

St. Charles Focus Group SEED Weighting



St. Louis County Focus Group SEED Weighting




City of St. Louis Focus Group SEED Weighting
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
AVG
Social Capital
Environmental Stewardship
Economic Development

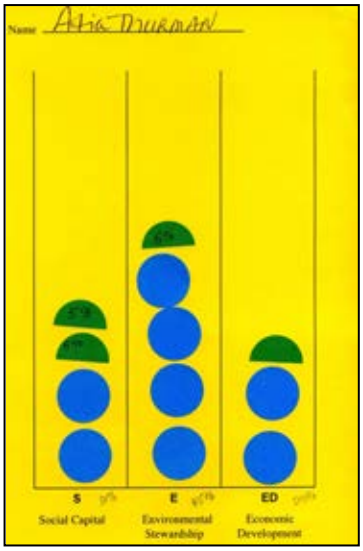
Focus Group Background and Objectives

Since the 2002 completion of the Conceptual Plan, Great Rivers Greenway has designed and finished over 150 miles of new trails and greenways throughout St. Louis City, St. Louis County and St. Charles County. While many residents know about GRG's accomplishments and have experienced a ride or walk along one of the many greenways, just as many residents are unfamiliar with GRG, its mission and its product – an inner-connected system of greenways, trails and parks. Without citizen awareness and ultimately, usage, the St. Louis region cannot capitalize fully on the system's benefits of social capital growth, environmental stewardship and economic development. Therefore, the non-user focus groups were conducted to accomplish the following goals:

- Explain Great Rivers Greenway, its focus and history of greenway development;
- Determine the public's perception about weighting GRG's benefits of social capital, environmental stewardship and economic development; and
- Solicit suggestions regarding increasing awareness about GRG and the River Ring and increasing usage of the greenways.

Focus Group Format

Starting at 6:00 pm, each of the four focus groups began with participants taking a short-seven question survey to measure their knowledge about GRG, its mission and its accomplishments (see Appendix A). Following the assessment, Mark Vogl of HOK presented an overview about Great Rivers Greenway and residents were invited to ask questions. Then, similar to the CAC focus groups, participants were asked to consider themselves as a selection committee reviewing potential greenway project proposals for future development. Using dots, which represented dominations of 5 and 10%, each participant was asked to create a bar chart (totaling 100%) to indicate the importance of each GRG greenway benefit – social capital, environmental stewardship and economic development. After completing the exercise, all bar charts were posted and ordered based on the weights for each GRG benefit.



Sample Bar Chart

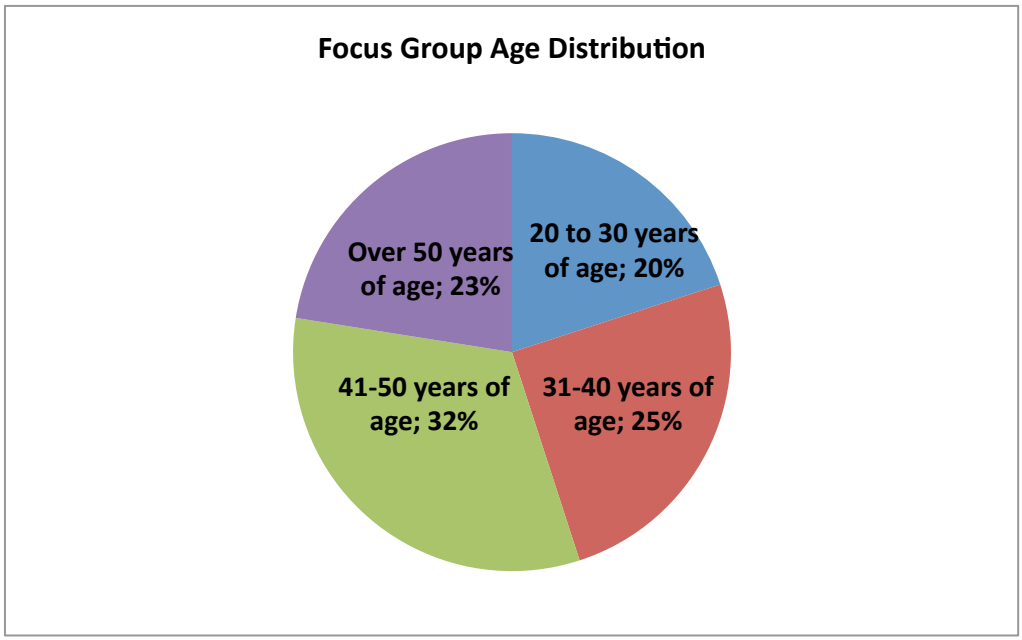
Jessica Perkins of Vector Communications facilitated a discussion, which required participants to explain their weighting rationale. The four rationales discussed were "highly weighted social capital", "highly weighted environmental stewardship", "highly weighted economic development" and "balanced weighting" for all three benefits. Completing the evening's activities, participants offered ideas to increase greenway awareness and usage and then, the short questionnaire was administered again to determine the knowledge gained during the evening.

Focus Group Demographics

Forty-eight focus group participants provided input at four focus groups that were held at the following locations:

- St. Louis City – Judith & Dennis Jones Visitors Center in Forest Park (13 participants);
- St. Louis County (covering north and west county) – Maryland Heights Community Center (16 participants);
- St. Louis County (covering south county) – Kennedy Recreation Complex (11 participants); and
- St. Charles County – St. Peters Community & Arts Center (8 participants)

Approximately 25% of the participants were invited to participate by current CAC members and Pragmatic Research recruited the remaining participants. Evenly divided by gender, approximately 70% of the participants were European American, 25% were African American and the remaining participants classified themselves as either Latino or Native American. With respect to age, the pie chart on the next page details the distribution. Additionally, about 58% of the participants were considered non-exercisers.



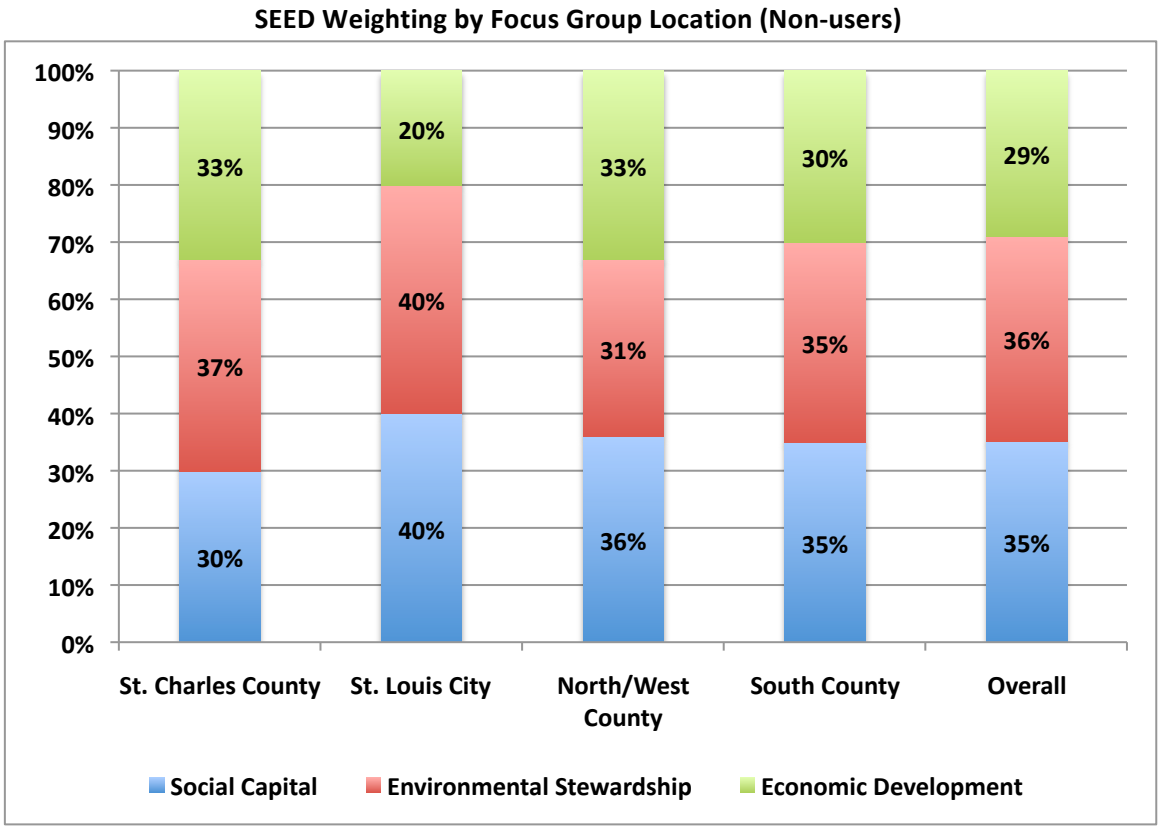
Prior Knowledge About Great Rivers Greenway

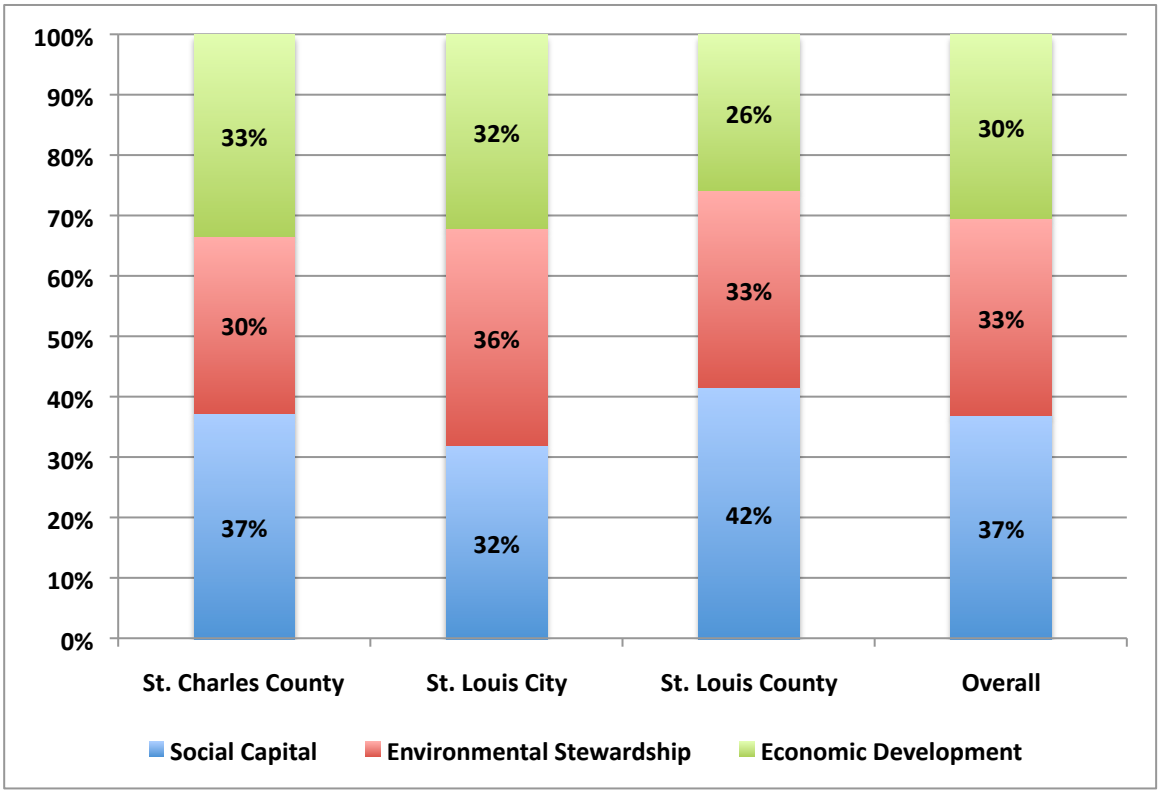
Participants were tested on their GRG and greenway knowledge prior to the presentation. As indicated by their answers (.6 out of 7 correct answers), approximately 94% of the participants knew nothing about GRG, its mission and how it receives funding. At the focus groups' closing, the participants were tested again, and the average score was 92% (6.46 out of 7 correct answers).

SEED Benefit Weighting Results

Overall, non-greenway users did not differ significantly from their CAC counterparts (see bar charts, page 3). St. Charles County non-users weighted social capital at 30%, as compared to 37% for the CAC members; and weighted environmental stewardship at 37%, as compared to 30% for the CAC members. However, St. Louis City non-users weighted social capital and environmental stewardship exactly the same at 40%. Their CAC counterparts weighted environmental stewardship higher than the other two benefits**.**

While County (both focus group locations) results for non-users and CAC members were similar in that social capital was weighted higher than environmental stewardship and economic development, non-users tended to be more balanced with their weights across all benefit areas, with social capital at 35% (versus 42% for CAC members); environmental stewardship at 33% (versus 33% for CAC members); and economic development at 32% (versus 26% for CAC members.)


SEED Weighting by Focus Group Location (Non-users)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
33%
37%
30%
20%
40%
40%
33%
31%
36%
30%
35%
35%
29%
36%
35%
St. Charles County
St. Louis City
North/West County
South County
Overall
Social Capital
Environmental Stewardship
Economic Development


SEED Weighting by Focus Group Location (Users)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
33%
30%
37%
32%
36%
32%
26%
33%
42%
30%
33%
37%
St. Charles County
St. Louis City
St. Louis County
Overall
Social Capital
Environmental Stewardship
Economic Development

SEED Benefit Weighting Rationale

Rationale 1 – Highly Weighted Social Capital (45% or above)

For 21% of the attendees who weighted social capital highly, their rationales are listed below:

- *Neighborhood stability is an outgrowth of social capital growth and the two, can drive economic development;*
- *Greenways are a good place for families to discuss and appreciate natural resources; with awareness comes appreciation and ultimately, ownership;*
- *Increased density (more people outdoors) creates the perception of safety and can reduce crime;*
- *People gravitate to green areas, therefore having an abundance of green space will attract more people;*
- *Being able to spend time outdoors in a safe environment is important, especially for young families and their children; and*
- *Exercising with others is a good way to break down barriers because it is non-threatening.*

Rationale 2 – Highly Weighted Environmental Stewardship (45% or above)

For 19% of the attendees, who weighted environmental stewardship highly, their rationales are listed below:

- *Green space reduces the impacts of redevelopment;*
- *Our primary focus should be on protecting the scarcities of life, such as green space;*
- *Outdoor activities are magnets for social interactions and solitude; we need more locations for connecting with nature; nature has a calming effect on all of us;*
- *Environmental stewardship helps people understand the benefits of native plantings;*
- *Focusing on environmental stewardship is more consistent with Proposition C language; without the environment, you can't have social capital and economic development benefits;*
- *Environmental stewardship capitalizes on our natural resources; this is similar to the west coast's focus on the mountains; and*
- *Too many animals are dying; we must protect the ecosystem if we want future generations to experience the same wildlife.*

Rationale 3 – Highly Weighted Economic Development (45% or above)

For 4% of the attendees, who weighted economic development highly, their rationales are listed below:

- *Social capital can't survive without the other two components;*
- *Outdoor recreational equipment, such as bicycles, are sold for exercising and connecting with friends; therefore, recreation and outdoor exercise drives economic development on a micro level;*
- *In this economy, generating a flow of revenue is most critical; without trails and places to ride, there would be no need for bicycle shops;*
- *Focusing on the economic benefits of greenways as alternative transportation sources and free recreational options means that we will have more income for other purchases;*
- *With a depressed economy, there is less money available for fee-based recreation*
- *Somewhat biased, but finances must be considered first; strong financial backing drives implementation.*

Rationale 4 – Balanced Weighting

For 4% of the attendees, who weighted all three almost equally (impossible with the denominations), their rationales are listed below:

- *Appealing and attractive places, especially if they are free, draw people to visit; and*
- *Need all three; increasing property values attract people because property values help to stabilize the municipality's tax base.*

Awareness Strategies

As one participant stated, "GRG has done a great job of keeping this a secret! But if we don't know about this community asset, how can we use it?"

- Maintain the original name, Metropolitan Parks and Recreation District; there is too much confusion about name; return to the original focus of Proposition C.
- Use search engine optimizations to improve hit rate.
- Use Google maps to identify greenways and trails throughout the region.
- Since parks are typically nodes along the greenway, GRG should partner with local parks departments to create joint signage.
- Partner with Missouri Conservation, St. Louis Zoo and Botanical Gardens for cross-marketing of trails.
- Produce trail brochure that is distributed and spotlighted by all the area park and recreation departments, cycling shops, hotels, hospitals, and sporting goods stores.
- Use new forms of advertising – transit, billboards, AAA magazine, Travel magazine and college newsletters, regional magazines and websites
- Link to other recreational and municipality websites
- Connect with environmental science and physical education teachers to create fun, learning opportunities for middle school students.
- Announce new greenway seasonal activities on "Show Me St. Louis"

Usage Strategies

- Historical and plant markers, which engage children to look for specific greenway attributes, would create interest.
- Attract scouts by developing a patch program for environmental stewardship or native plant identification; consider hosting a Volksmarch for scouts.
- Construct an unusual playground along specific greenways; maybe the playground would be more natural than most and designed for bodyweight exercises
- Host "fun runs" to expose people to various loops along a greenway, especially directed to college students.
- Encourage close proximity schools, universities to host environmental clean-ups or treasure hunts.
- Dedicate unique activities along various greenways; such as birdwatching at one, native plantings at another, frisbee golf course at another
- Convince charitable run/walk sponsors to have events along the greenways, instead of at Forest Park.
- Partner with local schools to create community service projects that connect students to greenways.
- Expose high school cross-country track coaches to greenways.
- Host signature seasonal events, such as "No Child Left Inside"; encourage outdoor activities with a scavenger hunt.
- Host a geo-caching event (technology treasure hunt game played with GPS devices).
- Create a GoWalla (location-based travel game that rewards you for visiting both everyday and extraordinary places) event or trip.
- Sponsor night howls for children and their parents.
- Register with Mapmyrun.com
- Arbor Day Foundation

Greenway Attributes

- Trailheads
- Parking (ample, patrolled and safe)
- Mile markers
- Signage (plant specie, habitats, wildlife)
- Butterfly gardens
- Native plantings
- Trail lighting (overhead and along trail)
- Benches
- Doggie poop bags and dispensers
- Rentals (cycles, sleds and segues)

Conclusion

Like CAC members, the results of the non-user focus groups provide additional support for a weighting scheme of 35% for social capital, 35% for environmental stewardship and 30% for economic development. Overall for both non-users and CAC members, economic development was weighted slightly lower than the other two benefit categories. From these results, GRG should consider indicators in these categories when reporting benefits to the general public.

From past research, Great Rivers Greenway knows that agency awareness is not as high as it would prefer. Therefore, GRG completed a branding study with Toky Branding and Design in late 2009. Since awareness is no guarantee of usage, GRG should consider cost effective strategies and programs for inducing residents to use greenways. It seems from the non-user focus groups, activities which involve children and special recreational events would be best because parents are looking for family oriented activities, which are unique and free. Clearly because of GRG's focus on greenway development, partnering with recreational type organizations and including these organizations on the Technical Advisory Committee during the development phase is recommended.

Greenway Knowledge
Pre-Presentation

1. How would you describe a greenway to one of your friends?
2. How does a greenway differ from a trail?
3. What is the River Ring?
4. Who is Great Rivers Greenway?
5. What is the mission of Great Rivers Greenway?
6. How is Great Rivers Greenway funded?
7. Name three greenways located close to your home or office.

Background and Meeting Objectives

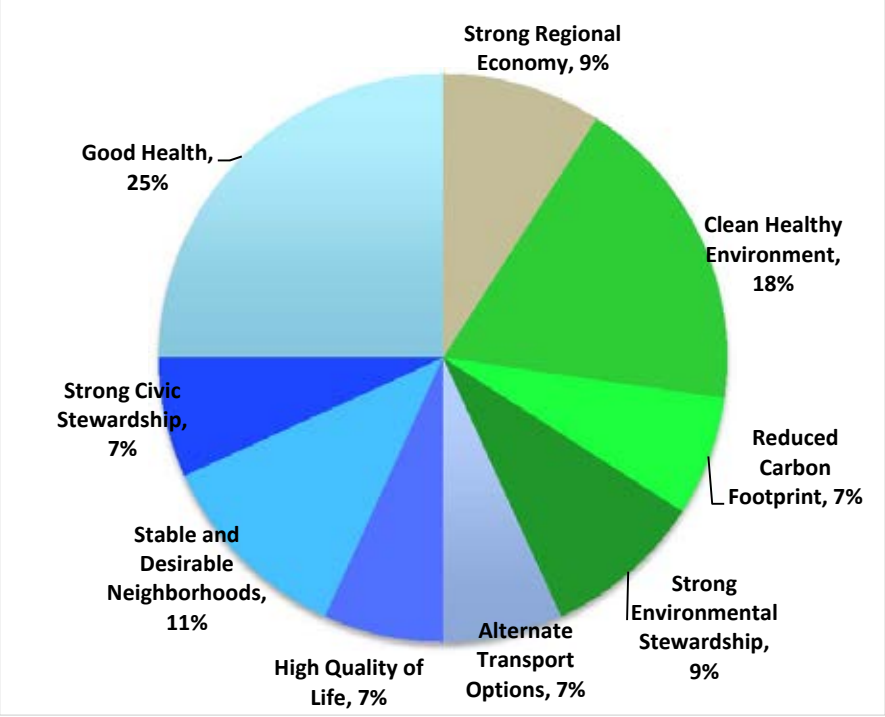
The Technical Advisory Committee, comprised of GRG's existing partners, as well as potential partners, met on March 4 at the Judith & Dennis Jones Visitor Center from 2:30 to 4:30 pm. Although GRG's partnering agreements have typically evolved around maintenance and joint events, the conceptual plan update process uncovered other potential complementary services to increase greenway and usage. Therefore, partners can provide promotion and programming opportunities for the District.

Representing forty-three organizations, forty-four TAC members attended the meeting, which was designed to:

- Brief TAC members about the purpose of the conceptual plan update;
- Demonstrate organizational interdependence between GRG's three-fold mission and the mission of the partnering entities; and
- Solicit feedback pertaining to the social problems addressed and program impacts desired by existing and potential partners.

SEED Impact Prioritization

Prior to the TAC meeting, the Citizens Advisory Committee generated over 160 greenway benefit statements and those statements were compiled into eleven SEED goals aligned with GRG's three-prong mission of social capital, environmental stewardship and economic development. To determine the TAC members' diverse interests and organizational missions, the members were asked to identify one of the eleven SEED goals that most closely represented their organization's purpose. With the eleven goals posted on the walls throughout the room, TAC members gathered at the selected SEED goal to discuss their organization's mission. Of the eleven SEED goals, surprisingly, not one TAC member chose to identify with two goals – ""



and “Efficient and Fiscally Strong Government.” As detailed in the graphic, the two most popular SEED goals were “Good Health” and “Clean Healthy Environment.”

Logic Model Discussion

After identifying the most relevant SEED goal, TAC members were assigned to five small groups to develop an outcome based logic model, which described the situation addressed by their organization, the societal impact and the indicators used to monitor successful program implementation. For GRG, this information can improve its partnering efforts because there is enhanced understanding about the values, perspectives and challenges faced by existing and potential partners. In other words, GRG is able to demonstrate how greenways can help an organization to achieve its mission externally by supporting greenway development.

SOCIAL CAPITAL GOALS
Good Health

Organization	Situation	Impacts	Indicators
Asthma Allergy Foundation	• Physically unfit residents	• Education around healthier lifestyles • How to be healthy with asthma and allergies	• Decreased ER visits • Decreased number of missed school days • Decreased number of asthma related deaths per year • Increased activity level of persons with asthma
City of Bridgeton	• Changing community demographics = increased senior population	• Better health for residents • Expand programming and communication with residents about their programming options	• Participation in the programming • More active lifestyle along trails
City of Kirkwood Park & Recreation	• Lack of awareness of parks, trails, open space	• Health & recreation	• Use figures • Trial surveys • Attitudinal surveys – that also demonstrate if people are aware of opportunities
Earth Dance	• Lack of land available for local food production • Food security	• Good Health • Clean Healthy Environment	• Number of farmers trained to use appropriate measures • LBS of local produce
Gateway Greening	• Poor land use • Poor air and water quality • Food insecurity • Lack of nutritional education	• Good Health	• Increased local food production • Lower obesity rates • Increased consumption of healthy foods

Organization	Situation	Impacts	Indicators
Healthy Youth Partnership	• High youth obesity • Isolation from facilities • Improper food safety • Land use model broken	• Good Health – increased physical activity, improved nutrition, local food production	• Reduced obesity rates • Food choice tracking • LBs of local food production • Consumption of fruits and vegetables at schools • Number of physical education hours • Number of local farms
National Park Service	• Sedentary population • Lack of awareness of parks and trails • Lack of access to parks and trails	• Health • Increased exercise • Increased access to recreation • More/enhanced parks & trails	• Average person achieves Surgeon General's recommendation for physical activity (30 min. per day/one hour per day for children • Knowledge of benefits of physical activity to health • Miles of trails • Acres of parks/open space • # of high-risk populations served
Recreation Council of Greater St. Louis	• Access to recreational activities for people with varying levels of ability and age	• People with and without disabilities are able to recreate together	• Number of people with disabilities who become involved in activities and program along the trails • Opportunities to network with other organizations to get the word out about organizations programming to their target audience • Access to activities along trails through transportation options including walking, transit, biking • People can get to the trails and activities • Places to house accessible cycles
Regional Health Commission	• Poor health outcomes of residents, especially underinsured and uninsured	• Improve health literacy • Preserve and improve funding for healthcare	• Morbidity and mortality rates • Lost productivity • Patient and procedure rates/1000

Organization	Situation	Impacts	Indicators
Trailnet	• Lack of access to nature • Lack of physical activity	• Good Health	• Demand for trails • Happiness • Increased walkers, bikers, and exercisers • Lower obesity rates, diabetes rates

Strong Civic Stewardship

Organization	Situation	Impacts	Indicators
City of Maryland Heights	• Vacant seats on boards and commissions • Lack of participation • Lower voter turnout • Free riders	• Strong civic involvement	• # of people involved in activities • Volunteerism • Level of philanthropy • Awareness about GRG and its governing body • Support for taxes
City of Wildwood	• Low citizen participation in government and community events	• Civic Stewardship	• Voter turnout • Event participation • Citizen inquiries • Volunteer interest • Cooperation with other organizations
University of Missouri – St. Louis	• Lack of civic leader engagement	• Strong civic leadership	• Knowledge of GRG • % engaged and volunteering

High Quality of Life

Organization	Situation	Impacts	Indicators
City of St. Charles Parks & Recreation	• Poor health outcomes	• High Quality of life	• Voter turnout for parks and recreation referendums • Citizen inquiries • Survey participation
City of St. Peters	• Obesity • Poor physical and mental outcomes • Limited transportation options • Corporate attrition	• High Quality of Life	• Mobility index - # of trails, miles of bus routes • Increased activity on trails • Reduced crime rates
City of Sunset Hills	• Fragmented approach to municipal facilities planning - want to use a more district approach between municipalities	• High Quality of Life	• Inventory of facilities • Decrease municipal duplication of services
Saint Louis County Parks	• Poor physical and mental outcomes • Reduction in greenspace • Business attrition	• High Quality of Life	• Increase trail activity • % of greenspace • Obesity rates • Relocation
Saint Louis University	• Poor quality of life due to poor quality education options	• People and their systems are free to live well	• Low teacher turnover • High student attendance • High graduate rate • Stable families (evidence would be low rates of domestic violence and people in stable homes_ • Places that are well cared for – visual evidence

Stable and Desirable Neighborhoods

Organization	Situation	Impacts	Indicators
Arts & Transit	• Poor pedestrian experience	• Stable and desirable neighborhood – quality of pedestrian experience	• Traffic speeds • Walkability quotient – #sidewalks, trees and traffic calming devices
St. Louis 350 Collaborative	• Climate disruption • Opportunity for climate prosperity	• Stabilize earth's atmosphere to 350 ppm in next 15 years • Reduce CO emissions through sustainable lifestyles & economies	• PPM is 350 (current level is 390) • Carbon offset program
St. Louis County Parks	• Providing neighborhood, community and regional parks & activities	• Stable/desirable neighborhoods • Good environmental stewardship	• Property values – stabilized • Increase in positive attitudes • Community focused business development & residential areas • Community connections • Participation rates (events) • Good health

Alternate Transport Options

Organization	Situation	Impacts	Indicators
Citizens for Modern Transit	• Quality of life • Quality transit system • Need for a rail system in the region	• Pass Prop A (funding for Metro) • Restore the rail transit system in the region	• Increased transit ridership • Increased level of support for transit • Communities adopt transit-friendly building codes • Transit rider connectivity via physical structures (e.g. sidewalks)
METRO	• Provide quality and affordable transportation options to all St. Louisans	• Increase transportation options (biking, walking, public transit, or car) • Decrease congestion increase active lifestyles (biking/pedestrian choices	• Increased ridership increased community financial support • Improved community attitudes regarding transportation options • Increased community involvement during transportation planning -

			including roadway development

ENVIRONMENTAL STEWARDSHIP GOALS
Strong Environmental Stewardship

Organization	Situation	Impacts	Indicators
Confluence Partnership	• Low access and connectivity to rivers and waterways	• People are able to experience the Rivers in a healthy way • Rivers are clean for people to experience	• Increased number of acres restored and protected • Improved public attitudes about the streams and rivers - taken through a benchmark survey • Increased miles of trails to provide access to the rivers
Conservation Federation of MO	• Governance and citizen involvement in the legislative & regulatory process	• Active, strong environmental stewardship for citizens and government • Enhance awareness of environmental value in social and economic terms for citizens, elected officials, key & shadow politicians	• Political will to achieve goals • Adoption of legislative and bureaucratic process generating gains with positive economic nets towards sustainability for all levels of government

Reduced Carbon Footprint

Organization	Situation	Impacts	Indicators
Ameren	• High fossil fuel dependence • High auto dependence	• Reduced carbon footprint	• Metered building usage • Vehicle miles traveled • Product transport • Off/On peak energy usage
East-West Gateway	• Design insensitivity and incompatibility with local and regional resources	• Reduced carbon footprint	• % of impervious surfaces • Acres of land • Smart growth policy implementation • Watershed plans • Stormwater runoff

Clean Healthy Environment

Organization	Situation	Impacts	Indicators
City of Webster Groves	• Watershed • Quality of water run off • Water creating sinkholes • Groundwater quality	• Clean Healthy Environment	• Trails along waterways • People enjoying waterways and trails • Increased awareness about waterways and ways to personally promote healthy waterways
Missouri Dept. of Conservation	• Reduced or declining quality or quantity of terrestrial and aquatic resources • Limited access to quality resources for community members	• Changed development or redevelopment patterns & practices • More communities benefiting from natural resources	• # of ordinances passed • # of conservation-friendly development plans • Diversity of species in streams
Missouri Dept. of Natural Resources	• Urbanization • Loss of habitats and green space	• Clean Health Environment	• % of Impervious surfaces • Visits to state parks • Natural resource inventory • Visitor satisfaction
Metropolitan St. Louis Sewer District	• Water regulations • Wildlife diversity • Habitat protection	• Promote/enforce stormwater run off controls (BPMs & LID)	• Water quality • # of violations/ no violations • Adoption of BMPs by residents
Missouri Stream Team	• Improve the quality of Missouri rivers - clean up trash • Reduce chemicals in storm water run off • Improve creek and stream habitats	• Environmental Stewardship	• Tons of trash taken out of streams • Number of teams and volunteers • Number of hours spent working on streams and trails • Count number of trees planted along trails • Number of students who choose a career in environmental issues after working on/with the trails

Clean Healthy Environment

Organization	Situation	Impacts	Indicators
Open Space Council	• High water consumption • Dwindling land resources and open space • Reduced water quality • High asthma rates and respiratory disease rates	• Clean Healthy Environment	• Gallons of water consumed • LEED projects completed • Citizen participation in water conservation activities • Respiratory diseases/1000
St. Charles County Parks	• Poor physical and mental health outcomes • Lack of public/free access to greenwapce	• Clean Healthy Environment	• Open space access • Acres of open space
St. Charles Soil and Water	• Poor soil and water conditions • Lack of awareness for soil and water protection and conservation	• Clean Healthy Environment	• Education, awareness and conservation actions • Water quality • Tons of soil saved

ECONOMIC DEVELOPMENT GOALS
Strong Regional Economy

Organization	Situation	Impacts	Indicators
St. Charles County Economic Development Council	• Decreasing young adult population - going to other metro areas	• Retain more young adults in the St. Charles County area	• Increased percentage of young adults remaining or returning to the St. Charles County area
RCGA	• Stagnate or slow economic growth (bi-state)	• Strong regional economy	• Gross Domestic Product • New business growth • Per capital income • Job growth
St. Louis County Economic Council	• Job turnover • Business attrition and closures • Tax base reduction • Disposable income	• Strong regional economy	• Job growth • Unemployment rates • New business development • Business relocation and retention
St. Louis Development Corporation	• Large amounts of vacant or underutilized land • Redevelopment opportunities	• To attract business or new residential development to the region • To capitalize on existing infrastructure, location	• Low unemployment • Job growth • Population growth • Business formation and investment

		advantages, transportation network • Clean up contaminated sites	• High wages • Educational attainment

Great Rivers Greenway Conceptual Plan Update
Citizens' Advisory Committee
Meeting 2 Summary – DRAFT
March 3, 2010

Background and Meeting Objectives

Great Rivers Greenway and its consulting team hosted the second of four Citizens' Advisory Committee meetings on March 3 at the Probstein Golf Center from 6:00 to 8:00 pm. During its first meeting, the CAC generated over 160 greenway benefit statements and those statements were compiled into the following eleven SEED goals:

- Social Capital Goals
    1. Stable and Desirable Neighborhoods
    2. Strong Civic Stewardship
    3. Good Health
    4. Alternate Transport Options
    5. High Quality of Life

- Environmental Stewardship Goals
    1. A Clean, Healthy Environment
    2. Reduced Carbon Footprint and Environmental Impact
    3. Strong Environmental Stewardship

- Economic Development Goals
    1. A Strong Regional Economy
    2. Creation and Preservation of Wealth
    3. Efficient and Fiscally Strong Government

At the second meeting, thirty-two CAC members focused their discussions on one of three greenway demonstration projects – River Des Peres, Dardenne and St. Vincent – by prioritizing SEED goals and generating strategies to meet those goals and overcome the challenges associated with each greenway. Prior to the small group greenway discussion sessions, the assigned Great Rivers Greenway project managers, Carey Bundy, Lonny Boring and Nancy Thompson, provided an overview of each greenway.

Greenway Goal Priorities and Strategies

River Des Peres Greenway
For this greenway, the discussion group identified the following goals as critical for attainment:

- Good Health
- Clean, Healthy Environment
- Stable and Desirable Neighborhoods

As revealed in the table (next page), the challenges addressed focused on connectivity, aesthetics and safety.

Challenges	Strategies
• Trail doesn't connect to Grant's Trail and access requires RR ROW; less westward connectivity	• Connect to Grant's trail
• Intersection at MetroLink station is difficult to cross	• Add traffic calming improvements
• Sidewalks on McCausland and along Morganford don't exist	• Add sidewalks to improve connectivity and pedestrian safety
• River Des Peres looks unappealing and lacks vegetation – people are less likely to visit the area, thinking that it is unsafe	• Add vegetation and natural rock beds or stained concrete
• Parking exists in the middle of the trail	• Provide parking facilities at the end and beginning of the trail
• New riders feel uncomfortable about riding when they don't know the distance, are unsure about assistance if something goes wrong	• Institute safety measures o Bike Buddy program – group of riders meet to ride together o Add distance markers o Connect directly to neighborhoods o Institute a bike assistance service with local bike shops

In addition to addressing the greenway's challenges, the River Des Peres discussion group was also able to look at the benefits or opportunities associated with the greenway.

Opportunities	Strategies
• Ideal trail for new or infrequent riders and families with young children because the trail is short and the terrain is flat	• Advertise this feature through 5K races
• Connection to Jefferson Barracks is expected when museum district plan is implemented	• Continue to stay involved with St. Louis County Economic Council to determine
• Local residents are interested in maintaining the area	• Form a friends of RDP club and continue episodic clean stream events
• RDP represents an ecological mix that draws diverse habitat of plants and wildlife	• Continue to build on this by engaging MSD to reduce effects of combined sewer • Develop wildlife program for children; emphasize watershed concepts
• Trail is visible to the street	• Construct attractive gateway entries to entice residents to the area; consider using local artists
• Connected to MetroLink	• Advertise because this is ideal for those who want to use public transit to connect to the trail

Dardenne Greenway

The top three goals identified for Dardenne Greenway were:

- Good Health
- Clean, Healthy Environment
- Strong Environmental Stewardship

Challenges	Strategies
Dardenne Creek is severely impacted by 80+ years of agriculture and channelizing; natural ecosystem interrupted	• Restore Dardenne Creek's natural condition o Incremental restoration o Stream corridor setbacks o Partnerships with developers, public agencies o Education, partnership with existing farmers to improve natural buffer along Dardenne Creek
Obtaining ROW from private owners	• Educate on benefits of restoration and value of greenway facilities on adjacent property • Consider easements instead of purchase
Rapid development with limited control – balance development impact	• Partner with private owners and developers • Educate developers on benefits
Trails may have negative impacts on natural environments/habitats	• Restrict location to least sensitive areas • Use best practice building methods for low impact
Methodology for measuring impact on natural systems needs to balance between nature and development (environmental and social/economic)	• Need site-specific ratings, measures • Must include all factors (environmental and social/economic)
Obesity and inactive lifestyles, leads to unhealthy people	• Educate about relationship of good health to GRG's mission and impact of trail network connectivity of transportation alternatives
GRG's purpose, facilities, benefits – and presence – are still not widely known	• Improve communication with developers
County parks, city parks do not seem coordinated with GRG; includes signage, marketing and activities	• Create better governmental partnerships (at all levels – state, regional and local)

St. Vincent Greenway

The St. Vincent Greenway discussants identified four goals, which are:

- Stable and Desirable Neighborhoods (attract businesses)
- Strong Civic Leadership
- Efficient and Fiscally Strong Government (financial accountability – folks want to see dollars spent in their neighborhoods)
- Good Health

Challenges	Strategies
Overcome safety concerns	• Build awareness by organizing bicycle rides, beginning with CAC members themselves • Plan and sponsor activities with TrailNet • Plan and sponsor activities with communities along the route • Develop strong partnership with UMSL • Partner with Trolley Group and Forest Park Forever

Challenges	Strategies
Strong civic leadership	• Stress the value of taking care of your own property • Incorporate schools with greenways, improve school access to GW • Focus on nodes along the trail • Encourage corporations to invest in trail segments • Develop security partnership • Use existing businesses to serve as ambassadors and advocates for new businesses
Improve connectivity	• Emphasize accessibility of the greenway from MetroLink • Connect with Ted Jones Trail • Extend to Ferguson and on to Alton!
Economic development and business stimulation	• Engage existing businesses to encourage their peers to participate in St V GW
Implementation, efficient government	• Consider using Tax-Increment Financing (which was used in Ferguson)

Almost forty regional leaders met to learn about Great Rivers Greenway Conceptual Design Plan update. After a brief presentation by Mark Vogl of HOK, table facilitators guided a discussion about the value of the River Ring to their respective organizations and how organizations could serve as builders, promoters and sustainers of the River Ring. The information below is a brief summary of the responses and verbatim responses are located in the appendix.

River Ring's Value to Your Organization

- Improves regional marketing and attractiveness
- Recruits and retains employees, students and businesses
- Promotes physical health and wellness for residents
- Promotes land and water conservation and protection
- Connects students, residents, employees to the region
- Models regional cooperation and collaboration
- Promotes citizen engagement, participation and community service projects
- Improves standard of living for all residents, regardless of age, social status and income
- Encourages tourism
- Strengthens communities and municipalities

Builder Role (65% of attendees identified)

- Provide ROW and easement access
- Facilitate property owner conversations
- Participate in joint funding applications
- Connect GRG to other audiences (developers, builders, foundations, private donors)
- Conduct best practices research, GIS modeling and landscape palettes
- Connect with private donors for architectural displays and signage

Promoter Role (95% of attendees identified)

- Co-marketing on websites; viral marketing; social media
- Joint recreational events and community service projects
- Reach diverse audiences (youth, senior citizens, college students, low-income residents)
- Map and brochure distribution
- Signage co-operatives with municipal parks departments
- Infomercials on public access television
- Health and wellness outcome research and documentation
- Create iPod application to connect residents to trails
- Identify greenway champions from all walks of life

Sustainer Role (76% of attendees identified)

- Form Friends' organizations
- Increase parks tax
- Joint funding applications with federal agencies
- Long-term maintenance agreements with developers and municipalities
- Expand taxing district to more counties
- Tap and partner with large like-minded volunteer organizations
- Institute adopt-a-trail or adopt-a-trailhead program

How does the River Ring benefit your organization?

- BJC – Makes the region more physically attracted to recruit and retain employees; promotes wealth and physical activity
- IDOT – Encourages multi modal travel throughout the region
- Washington University – attracts students and faculty; part of life and city; makes city an urban design laboratory
- MO History Museum – Greenways connect historic resources; preserve historic resources
- Focus St. Louis – GRG is a good model for regional collaboration
- KWMU – Interns are active and engaged in community; helps to create a sense of place.
- SLU – Improves quality of life
- KO – Attracts outside communities
- MCE – Healthy rivers equals healthier communities
- Beyond Housing – promotes physical fitness
- UMSL – Makes campus more attractive and "cooler"
- UMSL – Trails connect neighborhoods to campus
- SLCEC – Improves standard of living in depressed and low-income communities
- HBA – Enhanced living
- MBA – Redefines who we are as a region; best example of regional cooperation; needs to attract new users; "hits" every group
- Development Dynamics – assets on the ground
- HBA – amenities which help to market properties; but developers don't know about GRG
- Arcturis – supports green enthusiasts (employees) who like to ride to work
- TRR – employee health and wellness; opportunity to convert rails to trails
- MO Partnership – improves marketing of Missouri
- Danforth Foundation – enhanced attractiveness of region
- Taylor Foundation – support mission of sustainable living
- Urban League – provides beautification projects for Federation of Block Units
- SLU – recruiting tool
- EWGCOG – supports and overlaps with EWG mission
- MEPRD – cross state connectivity and collaboration
- American Lung Association – promotes clean air and healthier behaviors; attracts tourism and builds local economy
- SIUE – facilitates regional connectivity to university; promotes retention of creative class
- Robyn – fosters social connections and breaks down barriers; connects health to contribution of wealth and productivity
- SIUE – maintains and educates citizens about natural resources
- St. Peters – allows community to link with the region
- Open Space – promotes and facilitates a common goal of land and water conservation
- St. Louis Building Arts Foundation – encourages tourism; draws to historical landscapes; promotes community development
- University of MO Extension – creates opportunities for educational programs; urban youth development; promotes physical activity; provides opportunities for environmental science education
- St. Louis County – strengthens communities; increases social interaction with diverse groups
- O'Fallon Parks & Recreation – creates another recreational amenity
- Regional Arts Commission – fosters and reinforces regionalism; greater partner for creative arts
- St. Louis Municipal League – partnering opportunities
- UMSL – connects UMSL and other central corridor institutions to the region

- UMSL – faculty recruitment and retention
- International Institute – improves quality of life; appeals to a diverse multi-cultural audience

How can your organization participate in building the River Ring?

- KWMU – Through partnerships to communicate the message
- Focus St. Louis – Through Leadership Program and public policy programs
- MO History Museum – Distribute brochures, tours, smart phone technologies, web links; provide history and experience of the trail; cooperative events
- Washington University – provide easements, leadership for sustainability; transportation options between campuses
- IDOT – stay engaged and involved with other agencies
- BJC – promote it among employees by holding events around the region; look at how BJC can connect green space to surrounding open space
- SLU – Assembly property
- KO – Create land trust through donations; design physical perception and on-line presence
- MCE – Take advantage of flood buy-outs; GIS analysis
- UMSL – Operations and maintenance; provide land for ROW
- SLCEC – Federal earmarks; mandate developers to complete connections (i.e. casino near Jefferson Barracks); use lease negotiations (compensation for easement without acquisitions)
- HBA – require building community to understand opportunities; display information at model home sites
- Development Dynamics – Manage special tax districts as an opportunity to fund connections
- TRRA – Possible rails to trails; prefers perimeter parcels rather than dissecting parcels
- Arcturis – working with developers to design sustainable greenways
- Danforth and Taylor Foundations – difficult to answer, based on board approval; can be influential and connects GRG to other funding partners
- CM – land, use of easements
- Urban League – influential; can gather supportive constituents
- SLU – Class projects; outreach to student organizations
- EWG – technical assistance; grants and funding; connection to local leaders
- American Lung Association – facilitate connections to new partners
- SIUE – provide research data analysis; connect campus to River Ring
- Frankel PR – promote advantages and benefits
- SIUE – utilize university as marketing scheme; connect with professors for projects, i.e., green roof
- St. Louis County – partner in land acquisition, preserving greenspace through careful planning
- Open Space Council – provide private resources to leverage GRG funding; greater market penetration
- St. Peters – acquire land; accumulate joint funding
- St. Louis Building Arts Foundation – assist with architectural signage; find private donors; display artifacts
- University of MO Extension – research best practices; connect to over 150 leaders through neighborhood leadership academy
- St. Louis County Municipal League – funding of municipal parks
- Regional Arts Commission – use artists to create unique art on trails; private donors can support art projects
- O'Fallon Parks – provides easements; converse with property owners
- UMSL – easements and land acquisition

How can we collectively promote the River Ring to increase access and activity for the region's residents?

- Washington University – Is there an app for that?
- Mo History Museum – provide events, that makes it easier to promote
- IDOT – share information among transportation agencies, IDOT, MoDOT, Trailnet
- KWMU – can promote to other audiences through varied platforms (social media); engage young friends groups
- Washington University – include public art for MetroLink
- BJC – engage older residents
- SLU – Provide link and maps on website and with admissions packets
- KO – Mobile app; establish consumers' benefits
- MCE – Signature landscaping palette
- Beyond Housing – Host events targeted at certain communities; repetitive communications to increase awareness
- UMSL – PPRC can document outcomes
- UMSL – paint stencil with GRG logo
- Development Dynamics – distinguish GRG from other "green groups"
- HBA – Promote via monthly magazine; inform real estate agents
- MBA – Social marketing; get more local groups active on trails; corporate-organized events; notify apartment complex managers
- Develop a branding program, which links GRG to other websites; identify connections as part of River Ring
- Create more prominent signage, similar to bridge over I-44
- Connect to all related websites (BJC, RCGA, RBC, St. Louis Cardinals, St. Louis Rams, RHC)
- Urban League – promote safety; perception that trails are unsafe; education and trail experience is critical
- Identify a greenway champion, like Tony LaRussa
- Interlink web resources (universities, parks, cities, NPO, NGO and interest groups)
- Use viral and social media marketing
- Educate residents about connections
- UMSL – 15K students and over 1K faculty, staff and employees; need to do more to promote St. Vincent's greenway
- St. Louis County Municipal League – host funky events, like Girl Scout Easter Egg Hunt
- Advertise benefits on PBS and HEC
- Regional Arts Commission – co-marketing on websites
- International Institute – viral marketing and videos; make it a hit with younger generations; email blasts

How can GRG and its partners sustain the River Ring as a legacy for future generations?

- BJC – Establish paying membership; tax on luxury items
- Washington University – Ensure that we are leveraging resources and assets
- MO History Museum – Expand funding base to include private funds
- Focus StL – Broaden awareness base to include underserved populations
- Washington University – Elevate GRG's goals; it's a better story than most people realize
- MCE – Youth Corps for operations, maintenance and security; foundation support
- SLU – Competitions to raise funds; "River Ring Marathon"
- UMSL – Federal funding; lobbying for additional funding
- Beyond Housing – Attract and deploy volunteers for operations and maintenance
- KO – Increase tax levy; create endowment; engage youth around ownership of River Ring; create tasks forces or mini-boards
- CPDC – other public agencies should prioritize GRG's projects
- MBA – Use major gifts for capital projects; adopt-a-trail is limited
- UMSL – Combine sales tax referendums (GRG/MDC)
- Urban League – consider "GRG" brick campaign, will draw donors to greenways to find their bricks
- Danforth Foundation – increase tax levy; but this requires promoting current success
- Develop partnership (15-20 years) agreements with municipalities
- Look at a Friends organization, but tie it to environmental stewardship and wellness
- Partner with arts programs (public, conservation, performance and visual)
- MEPRD – demonstrate value to increase funding
- EWG – expand to new counties
- SIUE – learn from others who are very well organized; learn from past successes and failures
- SIUE – tap the university knowledge base and leaders; look for spokespersons from every walk of life
- SLU – Create friends groups and volunteers
- St. Louis Building Arts Foundation – tap into private donors
- St. Louis County – develop friends of greenway group with benefits
- St. Peters – clarify responsibility of each party initially; municipalities can pass additional taxes to support greenways
- University of MO Extension – corporate adoption of trailheads; connect to users, so they feel obligated to protect
- Partner with federal agencies (National Park Service, Forest Service) that can bring federal funding
- Open Space Council – 1,000's of volunteers can save dollars for maintenance
- O'Fallon – target recreational folks with special events along the trails
- Regional Arts Commission – host creative, unique fundraisers with entry fee; each generation would donate for different reasons
- International Institute – look at current vs. future users and target event by audience; ask graduate business program to design approach for the millenials
- UMSL – 100K students in the region; communicate with more students and not just university administrations

- Regional Arts Commission – host arts event along the greenway; maybe a “shorts and black tie” event; bring performing arts to trail; host a “big wheels” or soap box derby event
- Attract the home school network as they are always looking for ways to expose kids to outdoors
- Partner with health agencies – a lot of funding is going towards childhood obesity

What is a Greenway?

The public engagement process identified that the concept of a *greenway* is still not widely understood among St. Louis residents. In order to for a communication plan to inform the public about greenway benefits, it will be necessary to ensure that they also develop a common understanding of what greenway is.

Following is a list of answers to the question "what is a greenway" that was posed to area residents during the spring and summer of 2010.

A Park-like area with a trail for walking, running, biking around water, like a river, such as the Missouri, Mississippi, or Meramec

An area (formerly used as a road or train track) converted for pedestrian or bike recreational use)

A greenway is a trail, lake, etc. that was established through green technology

A greenway could literally be a road or a way of living that leads to a greener lifestyle

Bike Trail

An area that is set aside for walkers, runners, and cyclists. No automotives allowed

A clean family friendly trail

Akin to the middle-way…a Buddhist's nirvana

Where the rivers surround the forestry

A green way to get from place to place (like a bike path)

Space where there is construction, where nature is not disturbed

A health place where every living creature is free to roam, visit and live

Fantastic opportunity!

A way to lower your carbon footprint

No motor vehicles

A relaxing safe environment to be in nature

A path for animals, bikes, and walkers to travel and enjoy

A greenway is a road system that accommodates bicycles, pedestrians and car traffic safely and effectively

Greenway can be many things depending on how you interpret the word. Environment is first to come to mind

Taking care of the earth

A path of living beauty comprising of greens and God's creatures

Walking paths, biking, picnic area, any way to get out into nature

A greenway is a route friendly to pedestrians and cyclists

A greenway is an interconnected network of vegetation rich venues to establish and propagate earth friendly community

A place in urban/suburban areas preserved for walking, biking, etc. - non-motorized-enjoyment of nature

An area that has been preserved as a natural habitat to be enjoyed by people and animals

places where the green can grow free

A place to enjoy nature - to walk, ride bikes, jog - have a nice time

A path

The opposite of a habitrail - a channel of clean skies, fresh air and clean paths to connect parks in our region

It is a bike path/walking trail

Saving on the cost of gas, saving lives and making individuals healthy

What is a Greenway?

A greenway is an open free space of natural green (and colored) beauty meant to be enjoyed by all animals, human or not.

To heighten awareness to sustainable living

Greenway is an area that utilizes an area of land to gain access for walking or biking trails

An ecofriendly trail made of nature made materials to see nature

A trail (walking, biking, or running) that runs from one area to another to encourage people getting to work or school via bike

I think it is a public space walking as well as biking

A natural trail

keeping our lakes an rivers clean

a greenway is a great way to enjoy a beautiful day

freedom to ride

De Pere River please connect and Grant Trail

a pathway of trail system linking several green areas

a natural protected waterway

litter free natural water ecosystem

a place I go to enjoy nature and what life is really about

a nature path

a beginning where the past modes of transportation used to be

an area where you can hike next to a river

an oasis in a desert of cement

a way of supporting the environment to leave a small carbon footprint

a chance to enjoy the outdoor right next door

a way to create a more responsible, connected community

taking less than you give

a great way to see and explore our rivers and natural terrain

a path to bright sunshine and a happy day

a way to experience nature while getting the added value of exercise and relaxation

together. Also a wonderful way to better the earth

a good place for our planet

freedom

a place where you can feel one with the world, healthy and free

an escape from traffic. A place to be closer to nature

preservation of rivers

natural path with plants & animals

anyplace where a person can enjoy mother nature without a car

a wonderful resource for people, animals and our earth.

life - biodiversity

area of land preserved for nature and citizen enjoyment

a nice clean area lots of plants

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River Des Peres Greenway is a great place to run. Thanks for keeping it green

What is a Greenway?

To conserve and protect Missouri's streams, rivers, and waterways - free of pollutants and litter - protect watersheds

a corridor designated for non-motorized travel movement characterized by forest/plants, etc.

Everyone's responsibility to our planet

Great - Rivers - Everyone-s - Environment - needs - wise-actions - yeah!

Clean

something that can help the plant and areas

a walking or bike patch

a rivers system

keeping things clean

a way to take short roads to save fuel

a community to help the world

a trail (biking/hiking/ something) that takes you either along established road or is a scenic path for walkers/ bikers/etc.

a new way to travel and recreate

green space set aside for activities

rivers

man made trail constructed with environmental concerns

not using a car with gas

a connecting corridor providing transportation routs parklands for people to enjoy and pathways for wildlife to travel - migrate - all one system

keeping our rivers and streams clean

a trail or highway type line of parks and activities for fun and entertainment that are environmentally clean

a greenway is a fun place to enjoy nature and get some exercise

a system of trails that can be used for biking, hiking, and other legal recreational purposes

a great place to be free, happy and enjoy nature and each other

a space connecting natural areas that would otherwise be separated on to their self

preservation of a natural resource that's important to all of mankind

something similar to a fairway

the bridge that now crosses hwy 44 is green

a trail where there has been a landscape makeover

a clean, beautiful area to walk, jog, ride and enjoy the scenery

a place wehre people talk about saving the earth

riding with plants nearby

an area for public use that connects urban centers and is suitable for no vehicular traffic biking, walking, etc.

an area for enjoying nature only without the influx of vehicular, motorized traffic

a green path through an urban area can surround a waterway

an eco-friendly way of connecting people together

a safe clean place to walk

the path of the river

a highway with people on the side picking up trash and cleaning the environment

What is a Greenway?

a connection of trail throughout the county that connect together giving people an economical way to travel from place to place.

saving our environment

a wooded area

a mew movement for more eco friendly parks and etc.

the path that the rivers take and meet

save money

an unimproved pathway other than sidewalk/path

protecting Missouri's trails and rivers

very nice very sunny

all be green & trails

it connects to St. Louis

the ultimate greenway is the Buffalo River

Midway between a blue way and a yellow way

a location preserved from development for recreational activities

an environmentally protected bike & walking path

a parcel of land set aside for biking hiking w/o cars

green or ecofriendly paths for bikes

a place to enjoy nature to its fullest

living your life In harmony with your planet

lots of plants and wildlife fun clean areas

Something on the golf course

to conserve water

a land free of human habitation

bike/walking trail

a place to go and visit with mother nature away from rat race!

clean water cleaning up & beautifying our rivers

to recycle, use your own bags at stores, and conserve water and electricity

none developed area nature only

restored path of some sort (i.e. rail that's been)n converted to biking path

public space dedicated to natural growth and enjoyment for a healthy lifestyle

a great way to go biking

an area committed to eco friendly

green trails for walking biking skating etc. eco friendly

I think your great

The ebb and flow, provides sanctuary for us humans along with all flora and fauna that take refuge in the greenways

a beautiful place to walk, run or bike

an area made fertile by a river

a way of saving the environment

the future

a path to happiness

right of way for people wearing green!(like St. Patrick's Day) OK, it goes by my house. I ride on it - long bed & breakfast rides when it's connected

saving green space to enjoy nature so I can bike or walk and enjoy surroundings in community

a path, trail, or corridor of natural space or water

What is a Greenway?

saving Missouri rivers and the surrounding area

a trail that encourages the use of alternate transportation while bringing people closer to nature

a trail that connects humans to their natural habitat - a natural belt of for terrestrial “beans.”

areas where people can see, feel, touch, smell, mother nature unimpeded by concrete

public way -- walk, run, bicycle, places to sit. Nearby places to eat & near public transit

a place where people bikes and pets can come together in a safe place

saving Missouri Rivers

a way of transportation from areas for work, play or exercise that helps people lead a clean lifestyle

a corridor that while your traveling it has enough green margins so that you feel disconnected from the surroundings to travel to work on or play on

they gather people together in healthy friendly activities. Building greenways build active links between communities so we can learn from each other

presents the opportunity to connect with your city n an intimate and healthy way. It puts you in touch with the neighborhoods and other people who enjoy the trails like you do

a trail that when hiked lets people feel like part of nature moderately isolated but still safe

a place for places that I should spend more time using

a place where we can enjoy nature in an ecofriendly way

serene parks away from traffic and noise

interconnecting bike trails that can be used for recreation or as transportation alternative to auth “highway”

a public location that allows for multiple age groups of people to easily enjoy nature wile encountering some of the sites for the area (St. Louis esp. Grant’s trail

a natural trail for walkers, bikers anyone

a bike path to help make a greener community

an ecologically based trail that gives city dweller a place to walk & enjoy nature