

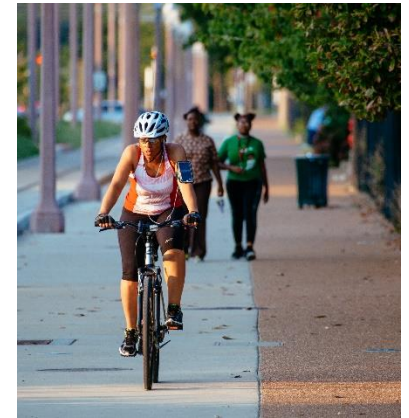
# 2020 Strategic Plan Update



## Introduction

Great Rivers Greenway is a public agency that was formed by a vote of the people in St. Louis City, St. Louis County and St. Charles County in 2000 to connect the region together with greenways by creating a dedicated sales tax.

With your help and with many partners, we've been bringing the community's vision to life – there are 128 miles of greenways and counting for you to enjoy, making this an even more vibrant place to be. Every five years, with your guidance, we update our strategic plan. So, what's next? **You tell us.** Thank you for your vote, your voice and your collaboration as we envision the next 20 years together.



All survey respondents are eligible to enter a prize drawing - one person will receive a \$300 gift card to the grocery store of your choice. This survey may take *about 15 minutes* to complete. **Thank you!**

Once you have completed this survey, please mail it back by January 15, 2021 to the address below or email scanned/photographed images of the pages to [eklues@grgstl.org](mailto:eklues@grgstl.org).

Attn: Emma Klues, 2020 Strategic Plan Update  
Great Rivers Greenway  
3745 Foundry Way, Suite 253  
St. Louis, MO 63110

## Connectivity

This map shows the 128 miles of greenways built to date (*solid green lines*) and the ~170 miles of possible routes (*dashed green lines*) that the community identified. The eventual goal includes 300 more miles.

The original concept called for many of the greenways to go along rivers and creeks, which has pros and cons; they have helped protect open spaces for natural ecological functions, such as flooding, but have also resulted in greenways being under water occasionally and some routes are in more remote areas.



We know priorities at the individual, local, community and regional level change over time and we want your help in guiding how we continue to connect the region.

Below are many different types of projects that could fulfill our mission. Many projects fit several of these descriptions. Whether you use the greenways or not, we would like to hear from you about what is important, **both to you** and **for our region**.

**1. Greenways that connect to parks, waterways and natural areas**

	Not At All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Importance to You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance for the St. Louis Region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**2. Greenways that let you experience forests, wetlands and prairies**

	Not At All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Importance to You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance for the St. Louis Region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**3. Greenway projects that enhance or restore native habitats**

	Not At All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Importance to You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance for the St. Louis Region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4. Greenways that connect to nearby destinations (10 minute walk) such as jobs, schools, neighborhoods, businesses or transit**

	Not At All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Importance to You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance for the St. Louis Region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. Connections (might be sidewalks or bike lanes) to existing greenways**

	Not At All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Importance to You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance for the St. Louis Region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. Greenways or loops that are more than 20 miles long**

	Not At All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Importance to You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance for the St. Louis Region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. Greenways that connect people to different parts of the region (across towns or rivers)**

	Not At All Important	Not Very Important	Neutral	Somewhat Important	Very Important
Importance to You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance for the St. Louis Region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Conservation

Within our mission to build greenways, we have also grown our ability to implement conservation projects along the way. With partners, we plan and build greenways in specific places to:

- Create or restore natural habitats where plants and animals thrive and prairies, wetlands and forests can filter and return water when flooding occurs
- Create connections for people to walk, run, bike and roll to stay healthy and make choices that reduce car pollution
- Allow people to access, connect with, learn about, fall in love with and become stewards of nature through education (signs, tours, programs) and volunteering (clean-ups, planting days)



As we plan and build greenways, we assess and improve habitats – removing trash, debris, invasive plants and installing native plants and trees, rain gardens and other techniques to manage stormwater and flooding with staff, vendors and volunteers.

### 8. How, if at all, would you like to get involved in our conservation work? (check all that apply)

- I want to visit the greenways to learn about and experience natural systems.
- I want to volunteer (myself or with a group) to take care of these spaces.
- I want to volunteer in a leadership role, such as giving tours or leading workdays.
- I want to donate to the Great Rivers Greenway Foundation to support this work.
- I am not interested in being involved.
- Other (please describe) \_\_\_\_\_

## Operations and Maintenance of Greenways

Our agency was set up originally to build greenways, with local municipalities and other entities managing the day-to-day care, such as monitoring conditions, providing security such as rangers or police officers, trash pickup, mowing grass, maintaining habitats through weeding and watering plants, managing stormwater and post-flooding cleanup efforts, fixing or replacing equipment and maintaining the trail surface. Due to the varying budgets, knowledge and capacity of all these partners, the operations and maintenance varies from place to place.

Your input on past plans led us to create a department that supports the greenways with staff, vendors, volunteers and trainings to help make sure the greenways are taken care of equitably across our region. To us, equity means that everyone has access to high quality, well-maintained greenways, regardless of that community's means. Because everyone deserves a great experience, greenway care is not one size fits all.

Please help us think about ways to ensure quality greenways long-term.

**9. Great Rivers Greenway could create an Adopt-A-Greenway program so that individuals, businesses or community groups can help to take care of the greenways through donations and volunteer efforts. (check all that apply)**

- I support this idea
- I have questions or concerns about this idea
- I have thoughts about how to implement this
- I might contribute time, money and/or resources to this future program
- I do not support this idea

Please share any comments or questions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**10. Great Rivers Greenway could find partners to create a workforce training program that can take care of greenways and other similar spaces. (check all that apply)**

- I support this idea
- I have questions or concerns about this idea
- I might donate to fund this effort
- I have thoughts about how to implement this
- I might be interested in one of these future jobs
- I do not support this idea

Please share any comments or questions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**11. Great Rivers Greenway could shift some of the funding for building new greenways (currently the majority of our budget) to take on more of the operations and maintenance directly. (check all that apply)**

- I support this idea
- I have questions or concerns about this idea
- I do not support this idea

Please share any comments or questions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**12. The Great Rivers Greenway Foundation (501c3 nonprofit that is set up to support the mission) could seek private donations to supplement the funds available for repairs and projects. (check all that apply)**

- I support this idea
- I have concerns about this idea
- I might donate to fund this effort
- I do not support this idea

Please share any comments or questions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**13. Great Rivers Greenway could encourage partners to build coalitions with each other (such as how some municipalities share police forces or school districts) for better efficiency and consistency. (check all that apply)**

- I support this idea
- I have questions or concerns about this idea
- I have thoughts about how to implement this
- I do not support this idea

Please share any comments or questions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Safety on the Greenways**

**14. What if greenways had guides (people who would walk, run or bike the greenways to provide directions, answer questions and report issues)? (check all that apply)**

- Guides on the greenway would make me feel safer
- Guides on the greenway would not change my sense of safety
- Guides on the greenway would make me feel less safe
- I might be interested in a future Greenway Guide job
- I might be interested in a future Greenway Guide volunteer role
- I might donate toward a Greenway Guides fund

**15. Besides the guides, how might these people on the greenways impact your sense of safety?**

	Highly Decrease	Somewhat Decrease	Neutral	Somewhat Increase	Highly Increase
Presence of other greenway visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of law enforcement officers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of planned events and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16. How might these items on the greenways impact your sense of safety?**

	Highly Decrease	Somewhat Decrease	Neutral	Somewhat Increase	Highly Increase
Consistent lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear views around you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistent access to exit/entry points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well-maintained greenways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security cameras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency call boxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone charging stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. Please share any additional comments about what we should keep in mind as we explore safety on the greenways.**

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**Promoting Greenways**

**18. How do you find out about events, projects or efforts happening in the St. Louis region? Please share specific channels, websites or ways you hear about things (or share them!) in each category that applies to you.**



Television	<hr/>
Radio	<hr/>
Newspapers	<hr/>
Websites	<hr/>
Social media platforms	<hr/>
Specific social media accounts that you follow	<hr/>
Email newsletters	<hr/>
Billboards or bus/train ads	<hr/>
Community events	<hr/>
Stream audio	<hr/>
Streaming television	<hr/>



**Inclusion**

Many people still don't know about the greenways. Part of our Diversity, Equity and Inclusion Plan involves engaging with volunteers who can help us connect to a variety of people in our region and invite them to get involved in greenway projects. Volunteers would be asked to share greenway information, news, and events from us with their neighborhood, employer, or community group and conversely, share questions or ideas from their group with us.

**19. Are you interested in serving in a role like this?**

- Extremely interested
- Very interested
- Somewhat interested
- Not so interested
- Not at all interested

**20. Anything else you would like to share?**

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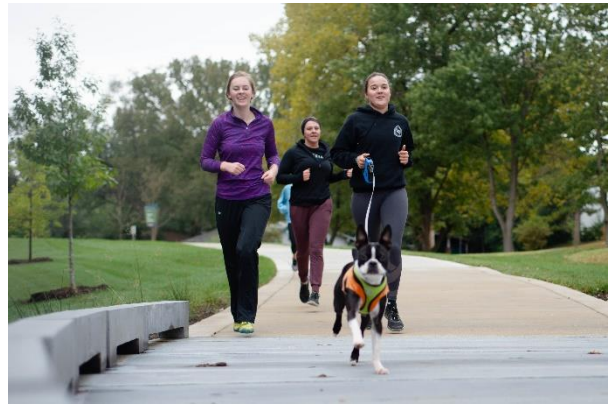
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**Demographic Questions**

To help us understand whether survey respondents reflect the people in the communities we serve, please answer the optional questions below.

**21. In which zip code do you live? \_\_\_\_\_**

**22. What is your age?**

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80-89
- 90-99
- 100+



**23. What is your race/ethnicity? (check all that apply)**

- American Indian or Alaskan Native
- Asian or Asian-American
- Black or African-American
- Hispanic or Latinx
- Native Hawaiian or Pacific Islander
- White or Caucasian
- Not Listed Here (please specify) \_\_\_\_\_

**24. How do you identify your gender?**

- Female
- Male
- Non-binary or non-conforming
- Not Listed Here (please specify) \_\_\_\_\_

## Next Steps

**25. If you'd like to get the results of this survey and future updates, please provide your preferred contact information:**

Email address \_\_\_\_\_  
OR phone number for texting \_\_\_\_\_  
OR phone number for calling  
(if you do not use email or texting) \_\_\_\_\_

**26. If you'd like to be entered into the drawing for a \$300 gift card to the grocery store of your choice, please provide your preferred contact information:**

Email address \_\_\_\_\_  
OR phone number for texting \_\_\_\_\_  
OR phone number for calling  
(if you do not use email or texting) \_\_\_\_\_



**Thank you for helping to envision  
the next twenty years of  
greenways in the St. Louis region!**

We appreciate your input. For  
more information and future  
updates on greenways, visit  
**[www.GreatRiversGreenway.org](http://www.GreatRiversGreenway.org)**