

GREENWAY IMPACTS



Katherine Ward Burg Garden opening celebration
Mississippi Greenway, Laclede's Landing, City of St. Louis

REPORT TO THE COMMUNITY
FALL 2023



LETTER TO THE COMMUNITY

We first started building greenways with you 23 years ago to enhance the health of our community members, our environment, our region's economy and our overall civic well-being. It's been an absolute pleasure to discover the depth, nuance, and evolution of this work and our collective impact.

Greenways deliver many benefits, and the world is discovering they are so much more than "just trails". Our projects explore equitable economic development, rebuild civic trust in neighborhoods, adapt to ever-changing community and climate challenges, and connect people in new ways.

We've added more miles to the network of greenways, more trees and plants to our ecosystems, more staff capacity to serve you efficiently and even more partners to the mix. In this report, we celebrate the ways our region continues to reimagine what a greenway can do. We highlight specific, tangible and important impacts the greenways make in every corner of our region. But don't just take our word for it — hear from people across these 1,200 square miles enjoying what the greenways bring to their lives.

It's our honor to serve this region. With sincere gratitude,


Susan K. Trautman
Chief Executive Officer
Great Rivers Greenway


Monica Huddleston
President of the Board
Great Rivers Greenway

“I was very outdoorsy, when all of a sudden I became disabled and I had this chair, I felt like it was going to be a problem for me. Then I discovered this greenway nearby and I was an outdoor person again - that was great.”

— GREENWAY VISITOR



LAST YEAR BY THE NUMBERS

2022 INCOME BREAKDOWN

PROP C (EST. NOV. 2000) SALES TAX REVENUES

St. Louis City, St. Louis County, St. Charles County collect 1/10 of 1¢, Great Rivers Greenway receives 50%

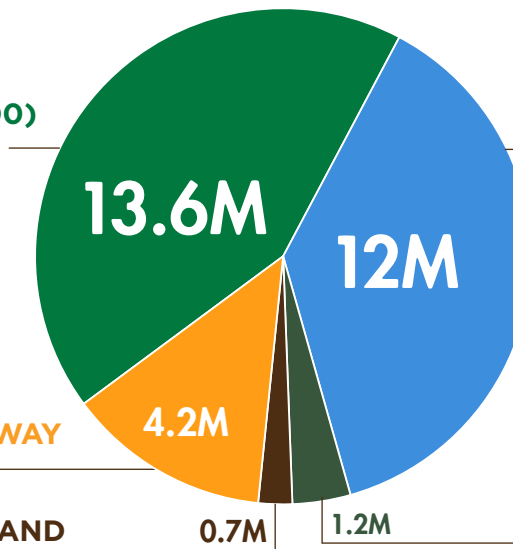
PRIVATE DONORS TO GREAT RIVERS GREENWAY FOUNDATION

INVESTMENT, IN-KIND AND PARTNER CONTRIBUTIONS

PROP P (EST. APRIL 2013) SALES TAX REVENUES

St. Louis City + St. Louis County collect 3/16 of 1¢, Great Rivers Greenway receives 30%

RENTAL INCOME FROM OWNED PROPERTIES



95¢

Of Every Dollar
Went Back To You
in 2022

For full audited financials and
all project details:

www.GreatRiversGreenway.org/2022

8 NEW GREENWAYS OPENED UP

FOR YOU TO EXPLORE & ENJOY!

St. Vincent Greenway Heads North
Through Wellston From Trojan Park to
New Pocket Park, MetroLink



“Our community is very excited to have even more of the St. Vincent Greenway to use every day. We’re proud of our partnership with Great Rivers Greenway and we love being a regional destination for our parks and greenways.”
— MAYOR NATHANIEL GRIFFIN, WELLSTON
Opened August 2023

Centennial Greenway
In Olivette Gets Its Start

“Opening the Centennial Greenway here in Warson Park alongside our new Five Oaks community center makes a perfect hub of connection, learning and wellness.”
MAYOR MAXINE WEIL, OLIVETTE
Opened November 2023

Brickline Greenway at St. Louis CITY SC’s
CITYPARK & Pillars of the Valley
Monument By Damon Davis

“The significance of the erasure of a community is heartbreaking, but this is an opportunity for us to revive the memory. While I fondly remember my Mill Creek Valley community, I’m equally dedicated to sharing the devastating impact of so-called “urban renewal” with words of warning. These project partners join me in their dedication to doing things differently.”
— RESIDENT OF MILL CREEK VALLEY
group pictured at right at opening celebration
Opened February 2023



ST. VINCENT GREENWAY Opened July 2023

At right, St. Charles Rock Road in Pagedale was fully reconfigured with the Missouri Department of Transportation and a new stretch of greenway was added alongside it, connecting St. Vincent County Park to the Rock Road MetroLink Station.





Centennial Greenway Connects St. Charles and St. Peters

“We are proud to have 27-plus miles of trails in St. Peters for our residents to enjoy - people want to live in a community where they can walk and bike to more places.”

— MAYOR LEN PAGANO, ST. PETERS
Opened May 2023

Meramec Greenway Extension: 6-Way Public Partnership

“When we partner with Great Rivers Greenway, everyone wins. These are the kinds of project that serve more people, save everyone money and cut down on construction impacts for the community by combining efforts.”

— TOM BLAIR, ST. LOUIS DISTRICT ENGINEER
Missouri Department of Transportation
Opened June 2023



PARTNERS ON THE NEW BRIDGE:

- City of Fenton
- City of Kirkwood
- City of Sunset Hills
- Great Rivers Greenway
- Missouri Department of Transportation
- Municipal Park Grant Commission (St. Louis County)



Brentwood Bound Extends Deer Creek Greenway

“I’ve been on both parts of the Greenway, living near the new Brentwood Park. I love getting a tea at McAllisters and turning around. It could be one big circle, I cannot wait until it is all connected.”

— GREENWAY NEIGHBOR
Opened June 2023

From the Cover: Mississippi Greenway
Katherine Ward Burg Garden

Opened April 2023

BRINGING LIFE TO THE GREENWAYS

PROGRESS & INVESTMENT REGION-WIDE



Prescribed burn on the Dardenne Greenway for the prairie in progress at Bluebird Meadow in February 2023:

Prescribed burns are conducted in a careful and controlled manner, to safely remove dead vegetation and eliminate harmful invasive plants, just as a natural fire would. These plants have evolved with fire and need it to remain healthy.

“Native plants have deep root systems, so they’ll not only survive the burn, but thrive over the next few years from the nutrients released into the ground by the burning process. Plus, with fewer plants covering the area, emerging wildflowers can absorb more sunlight, too.”

— TOM SCHWEISS
CONSERVATION PROGRAM MANAGER
Great Rivers Greenway



New Greenway Quest program with City Museum in Summer 2022:

100+ rocks painted as turtles were hidden on greenways in Summer 2022, encouraging people to respect turtles in nature by leaving them alone, taking home these treasures instead.

“I think this is amazing that I can take my son, who is 5. He loves to discover stuff, specifically outdoors...”

— GREENWAY QUEST PARTICIPANT



Your investment, mapped above across three counties throughout 2022-Summer 2023:



For full audited financials and project details:
www.GreatRiversGreenway.org/2022

Stewardship Stats:
We leverage your local \$\$ with federal funds for more greenways:

2005 through 2021:	2022 through 2023:
15 grants	13 grants
\$34.5 million	\$39.75 million

1 WE ASKED THE COMMUNITY

Thanks to all who shared their input!



2 YOU TOLD US

People mostly prefer the route through the neighborhood to the creek, connecting to parks and nature while remembering safety and celebrating community and history.



3 THE STUDY CONTINUES

Now experts will study conditions with your feedback in mind to determine what's possible.

4 STAY INVOLVED!

Stay tuned for more updates and ways to weigh in as the project goes forward.



NEXT IN THE QUEUE...

Maline Greenway is making moves!

One part of Maline Greenway will begin construction later this year, to connect the Ted Jones Trail to Forestwood Park and West Florissant Avenue.

The next portion of the greenway, from West Florissant Avenue to Bella Fontaine County park, is still in early planning stages. The graphic at left shows a recap of where the project stands and how the community has shaped it thus far, listening to their desires and assessing technical feasibility, costs and opportunities.

SURVEY SAYS:

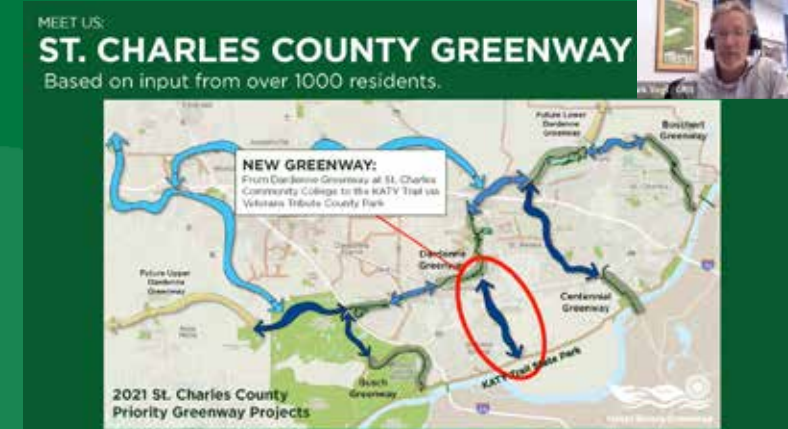
“The physical look of a space is very important; it plays a big role in who wants to go. The more creative and cleaner the space, the more people will want to be there.”

“I hope the greenway will highlight amazing things that have happened in the community...people who have made a difference in the community as well.”



This snapshot from the “fly-through” video shows design concepts along the route of the future Dardenne Greenway extension in St. Peters.

Two new projects in St. Charles County will create even more connections.



The new, yet-to-be-named greenway will link up to the KATY Trail State Park near Mid Rivers Mall Drive.

“Elevating the greenway to cross the creek sounds spectacular - and lighting is a bonus!”

— NEW GREENWAY NEIGHBOR

Chain of Rocks Park will open in Spring 2024 with new security features, habitat restoration and amenities for the community.

Because it's a recipient of \$990,000 through the National Park Service, the U.S. Department of the Interior's Assistant Secretary for Fish and Wildlife and Parks, Shannon Estenoz, visited the project in July 2023. Other elected officials, project partners, media and community members joined for a tour of the construction site and the bridge.

MOVING THE REGION FORWARD

This 4th update to our Regional Plan (the strategic plan for the region, updated every five years with our community) is here!

From engagement, we heard a lot about the challenges of how the greenways are operated and maintained in such a fractured region. The greenway trails are becoming more and more of a necessity, an asset and a source of civic pride, but our region is still struggling with the overall model of their long-term care. So we're asking for help to grapple with this together. We're hosting a **Regional Leaders' Greenway Summit** this fall for Mayors, City Managers, Parks Directors and other leaders for a candid, forward-looking conversation about the future of our collective network of greenways.

The plan also includes a recommendation to pilot an **Adopt-A-Greenway Program** to invite more people to join us and our partners in caring for our region's growing network of greenways. Our staff team researched other models and cities, identified key sites and an overall structure, got partner buy-in and board feedback, and then asked you who might be interested in a pilot program. 120 of you raised your hands! We've launched the initial program with four sites and will add six more this fall.

FROM ONE INSIGHTFUL PARTNER, PREPARING FOR THE SUMMIT:

The trail system is amazing. The biggest issue is going to be maintaining the trails once they are 10 - 20 years old. Financial situations change over time in communities, so what seemed to be an easy ask 10 years earlier may later be a strain."



THIS PLAN ENGAGED 7,000+ PEOPLE IN THE PROCESS!

VOLUNTEER SPOTLIGHT

JESSICA PAGE joined her Equifax St. Louis coworkers on the Fee Fee Greenway in September as part of the company's Worldwide Cleanup Day efforts. Equifax offers all employees two paid days a year to volunteer in the community for causes they are passionate about. Jessica explains why her first greenway volunteer day won't be her last:

Great Rivers Greenway is one of my favorite organizations, so I was excited for the opportunity to volunteer. At first, I thought we were doing a trash cleanup, so I was a little nervous when I got there and saw all the tools and realized it was a honeysuckle hack. The crew leaders from GRG explained why it is so important to get rid of the invasive bush honeysuckle and taught us how to use the 'loppers.' I had no idea about how bad it is for the environment and now I see invasive honeysuckle everywhere. I feel informed!

We got a lot more done in two hours than I expected—it was really motivating to see the before and after. I would encourage anyone who has been thinking about volunteering for a greenway workday to do it! It's inspiring and fun to be a part of something that makes a positive impact on our environment in just a couple of hours!"



REACHING FOR A BIGGER IMPACT

The Brickline Greenway is a bold vision to reconnect 14 neighborhoods with 10 miles of greenways, complete with environmental enhancements, public art, special gathering places and equitable economic development along the way.

Currently, two segments are complete, three more are being designed with community input, and several more are in planning. Brickline Greenway construction will continue through 2030.

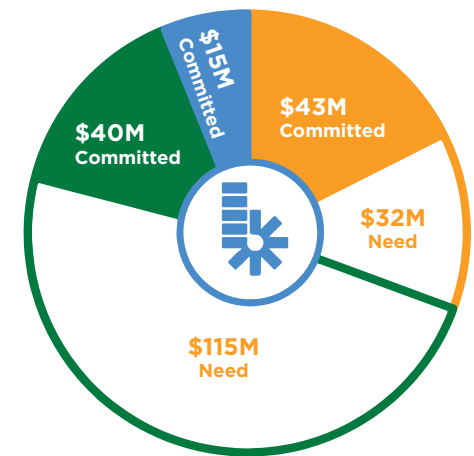


“Every visitor that I bring to St. Louis, I’ve got a dozen things that I can show them. The Brickline Greenway is going to knit all of that together. It’s going to be bring business, new talent, and new energy to our region. And our region deserves that.”

I think the reason we’re so invested, both personally as well as from a corporate standpoint at Edward Jones, is because it represents something so meaningful to all of us — and that’s connection.

— PENNY PENNINGTON, MANAGING PARTNER
Edward Jones

Total project budget is \$245 million, including operations & maintenance. 40% is already secured:



Great Rivers Greenway
local taxes \$15M total

Public Funds
state/federal \$75M total
(\$2M in state tax credits available)

Philanthropic Investment
\$155M total

OUR REGIONS INVESTMENT OF:

\$215M Capital investment
\$30M Annual operations

IS RETURNED 2:1

\$462M
EQUIVALENT TO
1,003-1,146
UP TO
\$4M
UP TO
\$82M

- Trail construction **(230 Annual Jobs)**
- Fewer cars per year, reducing emissions
- Aggregated avoided health costs to residents
- Associated local business activity **(906 Jobs!)**



“As a former resident of the areas alongside the greenway, I can’t wait to use my experience with entrepreneurship, government and economic and community development to help people thrive along the Brickline Greenway.”

— T. CHRISTOPHER PEOPLES
EQUITY + ECONOMIC IMPACT DIRECTOR
Great Rivers Greenway



A VISION THIS BOLD...
...TAKES ALL OF US!

BRICKLINE GREENWAY ROUTES,
LOOKING SOUTH FROM FAIRGROUND PARK



I LOVE the greenways!
I've participated in your
challenges, I visited 12
or so of them during
the pandemic. You are
doing a fabulous job."

— GREENWAY VISITOR



JOIN US A VISION THIS BOLD TAKES ALL OF US!



LEARN MORE

Visit **GreatRiversGreenway.org** to
learn more and plan an adventure.

Subscribe for updates:
GreatRiversGreenway.org/subscribe



ENGAGE WITH THE PROJECTS

Invite us to your workplace,
club or neighborhood to share
about the greenways.

Attend community events, open
houses or survey opportunities.



POWER THE GREENWAYS FORWARD

Donate to the 501(c)3 Great
Rivers Greenway Foundation
for our mission.

See if your **employer** does
matching gifts.

Show up to a **volunteer** workday
to pick up trash or plant trees.

Purchase greenway merchandise
at local retailers and/or
www.GreenwayGoods.com.



SHARE YOUR EXCITEMENT

Take a friend for a walk
or ride on a greenway.

Forward an email, talk about it!

Follow Great Rivers Greenway
on Facebook, Instagram,
LinkedIn, NextDoor, YouTube.



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