Public Input Committee Minutes - June 21, 2017

Public Input Committee

Date: June 21, 2017
Time: 8am to 9:30am
Location: 211 N Broadway
Bi-State Development, 7th Floor, Missouri Room

Next Steps
1. The committee decided to have a working session in July if it is needed, but no formal meeting.
2. Trailnet will send an email update to the committee in July.
3. Trailnet will continue to do survey outreach and specifically target groups with lower response rates

Attendees

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tr>
<td>Annliese</td>
<td>St. Louis Area Agency on Aging</td>
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<tr>
<td>Carl</td>
<td>City of St. Louis Mayor’s Office</td>
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<tr>
<td>Craig</td>
<td>City of St. Louis Department of Health</td>
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<tr>
<td>Elizabeth</td>
<td>St. Louis County Health Department</td>
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<td>Emma</td>
<td>Great Rivers Greenway</td>
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<tr>
<td>Gary</td>
<td>Community Builders Network</td>
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<tr>
<td>Jessica</td>
<td>St. Louis Economic Development Partnership // Forward Through Ferguson</td>
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<tr>
<td>Liza</td>
<td>Bi-State Development</td>
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<td>Paul</td>
<td>GoodMap</td>
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<td>Grace</td>
<td>Trailnet</td>
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<td>Cindy</td>
<td>Trailnet</td>
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<td>Taylor</td>
<td>Trailnet</td>
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<td>Jeanette</td>
<td>Trailnet</td>
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<tr>
<td>Eileen</td>
<td>Trailnet (intern)</td>
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<td>Eileen</td>
<td>Trailnet (intern)</td>
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1. **Introductions**  
   a. Please review attendee list.

2. **Approve Committee minutes**  
   a. There was no formal vote today, but we will have quorum going forward.  
   b. The committee approved the minutes from last meeting.

3. **Chair Selection**  
   a. The committee co-chairs will be Aaron Young and Carl Filler.  
   b. Trailnet announced the chairs of the other three committees that have met (all but Funding & Governance).

4. **Ground Rules**  
   a. Review of the ground rules  
   b. There were no questions or comments. The committee approved the ground rules.

5. **City Bike Tour**  
   a. Sunday, July 16  
   b. Location: Morgan Street Brewery  
   c. Meet at 7:30am; ride starts at 8am  
   d. Length: 15-20 miles  
   e. Tour will be led by John Kohler  
      i. Will make some stops to talk about different projects happening in the city and how Trailnet’s projects can build into those projects  
   f. Intended audience is committee members, but interested friends are welcome  
   g. Same day as Trailnet’s Bicycle Fun Club City Ride

6. **Review of Responses to Last Meeting’s Networking Questions**  
   a. Committee reviewed responses from last meeting’s impromptu networking session. Summary of information below captures data from all four committee meetings. Below are the popular responses from each of the committees.  
      i. **What motivated you to accept Trailnet’s invitation?**: bicycle and pedestrian advocacy, partnerships, community input and development, safety, advocacy for the disabled, land use, equity, and health.  
      ii. **What’s the region’s best asset contributing to our region becoming a top destination for walking and biking?**: Infrastructure and streets (wide, under-capacity streets; gridded network of streets), parks and green spaces, STL agencies, STL citizens, STL attractions, development, and partnerships.  
      iii. **What’s the major barrier keeping us from becoming a top destination for walking and biking?**: Infrastructure (physical fragmentation, spread out nature of the city and neighborhoods),
car-centric culture, safety, funding, STL citizens, organizational issues, politics, and lack of collaboration.

7. Timeline Review
   a. This is a draft timeline…it is subject to change
   b. June
      i. Survey review and recommendations for diverse engagement during Phase 1
   c. July
      i. Stakeholder Interviews
      ii. Phase 2 engagement strategy prioritization
      iii. Community engagement minimum standards
      iv. (may not have a meeting during July – TBD)
   d. August (Blender)
      i. Sharing comprehensive survey results
      ii. Synthesize committee recommendations
   e. September
      i. Community engagement minimum standards for Trailnet project
      ii. Pre-draft Phase 2 community engagement action plan
   f. October (Blender)
      i. Identifying neighborhood/stakeholder outreach before Gala
      ii. Pre-draft Phase 2 community engagement action plan
      iii. (notify neighborhoods where the routes are recommended to go)
   g. November
      i. Announce draft plan at Gala
      ii. Atlanta Beltline Report Card
         1. Would like to create something similar to this
         2. Create benchmark metrics to ensure this is equitable development
         3. Will explore in more detail after November

8. Summary of Data
   a. Age of survey respondents
      i. Missing youth and millennials
   b. Race/Ethnicity
      i. Missing people of color (91.4% of people who answered this question identified as white)
   c. Gender is evenly split of representative of those who identify as man or woman
   d. SES
      i. Missing renters
      ii. Missing those of low SES
   e. Trailnet survey captures questions and responses to help guide discussions for each of the committees. Below are the related questions from the survey for the
other committees (Land Use, Destinations & Routes, Design & Placemaking, Funding and Governance), so far ($n = 1200$).

i. When asked about what types of projects regulations should prioritize, responses were spread out, but more people leaned toward prioritizing smaller projects that change the neighborhood slowly, even if that means some large scale projects might not happen.

ii. When asked about the time frame of housing policies, people are leaning towards not creating future housing shortages, even if we can’t fully control the costs now.

iii. When asked about policies that prevent neighborhood change, responses were fairly evenly spread out between favoring policies with costs that fit within current government budgets and the most effective policies, regardless of cost.

iv. When asked about the reach and impact of a project, people are leaning towards projects/policies with a large reach, even if they make a small difference (as opposed to those that address specific places that make real differences, but maybe only for a few people)

v. More people think that destinations that serve residents and local business (i.e. transit stations, job centers, and retail districts) are highest priority, compared with destinations that attract visitors and tourists (i.e. places for leisure and recreation, museums, parks, and stadiums).

vi. People are leaning toward prioritizing places that are not well-connected and not well-developed (as adding more transportation can attract new businesses and residents) over places that are already well connected and well developed (as adding more businesses and transportation options could help attract new businesses and residents)

vii. When designing streets, people prioritize major streets as places to be, where residents can enjoy walking to school, local businesses, and parks.

viii. When it comes to speed, people prioritize major streets as designed for everyone to travel safely, even if that means slowing down traffic.

ix. When figuring out how to fund protected bikeways and improved sidewalks, most people think the money should be evenly split between private donations/federal grants and local taxes.

x. When thinking about who should manage building the network of on-street protected bikeways and improved sidewalks, people thought that this should be a shared responsibility (among non-profit organization, local city government, a taxing district, and a for-profit company)

xi. Overview of relevant neighborhood plans

f. Online GIS map: [http://arcg.is/2rtnoI3](http://arcg.is/2rtnoI3)

g. Underrepresented populations

i. Youth

ii. Young people

iii. Older adults
iv. People of color
v. People with low income
vi. People who rent

h. Map of survey responses
i. Missing responses from north city
ii. Ideal is that our survey respondents map will represent the population density
iii. About 40% did not indicate where they live

9. Outreach Recommendations
a. How have we distributed the survey?
   i. Online survey to Trailnet’s networks
   ii. Pushed out the online survey to our partners’ networks
   iii. Paper surveys at tabling events
      1. Twilight Tuesdays
      2. YMCA
      3. UMSL
      4. etc.

b. Tabling Events (past, upcoming, tentative, possibilities/ideas) -- Click [here](#) for a full list

c. How can we expand our reach to communities who are underrepresented?
   i. Incentives for surveys (e.g. handing out Metro passes to people who take the survey at transit stations)
   ii. National Night Out
   iii. Pair up with other surveys
   iv. Put paper survey online also (to have a shorter option)
   v. Leave a stack in a box at libraries, rec centers, etc.
   vi. Look for secondary data – are there any other data sets with similar data of underrepresented populations
   vii. Wash U Sam Fox – grant for deeper community engagement (along potential north-south Metro line)
   viii. Go to places where people go to get their Section 8 housing vouchers
   ix. Summer camps
   x. STL Youth Jobs program
   xi. Blueprint 4 Summer
   xii. SLATE Youth Employment
   xiii. Share with elected officials
   xiv. To target millennials:
      1. Cherokee
      2. Marquette Pool
      3. Food Truck Friday @ TGP
   xv. To target seniors:
      1. Macklind International Senior Center
2. Wesley House Senior Center (63115)  
3. Northside Senior Center (63113)  
4. Village of Many Colors (about 300, mostly low-income, non-white seniors) -- event in Nov.

xvi. Better Family Life → employ teams of people to do neighborhood outreach and distribute flyers, etc.

xvii. Need to make sure that people we reach out to feel like this survey matters to them (even if they don't bike)

xviii. Need marketing and communications plan based on different topics – e.g. economic development, safety, health → talk to Jeanette

xix. Targeted Facebook campaign to specific zip codes in North City

xx. Neighborhood Improvement Specialists

xxi. Neighborhood College/NLA graduates

xxii. Project Connect

xxiii. Promise Zone delegates

xxiv. Radio stations w/raffle

xxv. Pools and laundromats

d. What other ways can we reach out, using existing resources?

i. Better underline relevance of project to diverse communities

ii. Try to balance with other data about community priorities

iii. Neighborhood associations

iv. Youth camps

v. STL Youth Jobs

vi. Transit centers (free ticket reward)

vii. Street Team – go to the library, grocery stores, or other places people might be

viii. Combine this survey with other existing surveys? (survey fatigue?)

ix. Tabling at:
   1. Fair St. Louis
   2. Ward 27
   3. Re-CAST

x. Put on city and county websites

xi. UCAN in county

10. Engagement Standard Minimums

a. How should we continue to engage the community during Phase 1 once the survey closes?

i. Stakeholder interviews will be happening until November
   1. Working with CBN to determine who we should talk to → targeted interviews with whom we could get the most information from (who do you think should be involved with this project but isn’t?)
   2. Tap into (experts in economic development, design, policy, etc.)
   3. Community members
4. Need to bring data summary reports to these interviews (and resources to help the stakeholders share the survey)
   ii. Keeping people engaged with monthly email updates on the project
   iii. Attend neighborhood meetings
      1. Need to start attending meetings now in order to build a relationship and trust
   iv. Share the survey results
      1. Results will be publicly available after the August blender
      2. Let people still complete the survey after the results are published (people sometimes look at survey results and disagree, and then want to take the survey)
   v. Working closely with the Forest Park Great Streets Initiative

b. Phase 2
   i. What questions should we be asking?
   ii. Engagement Standard Minimums
      1. CBN – working on setting standard minimums right now, but nothing has been set yet
         a. not all engagement needs to follow the same path
         b. community engagement is a process, not a product (don’t look for a benchmark #, instead look at how you got there – was it thoroughly thought out, etc.)
      2. Forward through Ferguson is also working on determining these minimums
      3. Do we want to set minimums and ideals?

11. Next steps
   a. The committee decided to have a working session in July if it is needed, but no formal meeting.
   b. Trailnet will send an email update to the committee in July.
   c. Trailnet will continue to do survey outreach and specifically target groups with lower response rates