

ANNUAL REPORT 2022



LETTER FROM THE CEO: STREETS FOR ALL



Trailnet has a simple and clear vision for the communities we serve: Streets For All. Streets should connect us to each other and to the places we need to go. Streets should be places for us to catch a bus or enjoy a coffee, for our children to play and ride their bikes... **Streets should be places where we ALL feel safe.**

Ours is a vision guided by an intimate understanding of our neighbors—Some of whom can't afford the high cost of buying and maintaining a car; Some of whom can't navigate broken sidewalks with their mobility devices; Some of whom just want to walk and bike places without fearing for their lives...

Whatever their reason, many share this vision.

Although the vision is simple, it requires a lot of complex work. As bicyclist and pedestrian advocates in a car-centric society, we must change hearts and minds. As transportation safety advocates in a region built overwhelmingly for cars, we must reconsider our built environment. And, as an organization that relies on buy-in from residents, donors, members, corporate sponsors and local leaders, we need to take a collaborative approach.

We are pushing for change at a systemic level. That doesn't happen overnight. We push and push for slow, gradual changes, and it feels like nothing is happening. Then, all of a sudden, things shift! In 2022, things finally shifted. Those shifts may feel sudden, but they came from years of patient, strategic work powered by YOU—our neighbors, partners, donors, volunteers, and friends. Together, we are making progress.

Though Trailnet is the only organization solely dedicated to making the St. Louis region safer and more accessible for people who walk, bike and use transit, we are surrounded by people who care, people who want the same things, people who can see the vision clearly.

Read on for a breakdown of the, frankly, unprecedented progress we made in 2022.

Here's to our vision coming further into focus in 2023.

Cindy Mense
TRAILNET CEO

www.trailnet.org

MISSION, VISION & PROGRAM AREAS

Trailnet's MISSION is to lead in fostering healthy, active, and vibrant communities where walking, bicycling, and the use of public transit are a way of life.

Our VISION is for everyone to have access to safe low-stress walking and biking connections where we live, work, and play in our communities.

We pursue our mission and vision through three PROGRAM AREAS:



Community Planning

We help communities envision and plan for Streets for All.



Advocacy & Policy

We fight for policies & laws that make our streets safer for all.



Education & Encouragement

We provide support and resources to help people navigate their streets outside of a car.

COMMUNITY PLANNING

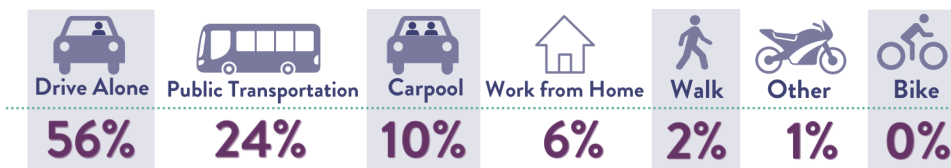
OUR WORK WITH THE VILLE/GREATER VILLE

Since 2014, Trailnet has worked with community partners within the Ville and Greater Ville neighborhoods to help plan for safer, slower, and greener residential streets.

In 2019, Trailnet received a grant from the Environmental Protection Agency's Environmental Justice Collaborative Problem-Solving program aimed at (1) making it easier for people in The Ville/Greater Ville to get around and (2) exploring opportunities for green infrastructure to address negative environmental and health impacts in the neighborhoods.

In September of 2021, Trailnet partnered with 4TheVille to host a pop-up park and traffic calming demonstration and surveyed community residents on their current transportation patterns and priority areas for improvement.

COMMUTE TO WORK SNAPSHOT - VILLE/GREATER VILLE



PEOPLE IN THE VILLE & GREATER VILLE ARE 17% MORE LIKELY TO TAKE PUBLIC TRANSIT TO WORK THAN THE AVERAGE CITY RESIDENT.

THE CULTURAL BOULEVARD

In 2022, we began consulting on 4TheVille's Cultural Boulevard Project, which aims to transform a stretch of Dr. Martin Luther King Dr. into a walkable, bikeable hub of culture, history and economic development in North St. Louis.

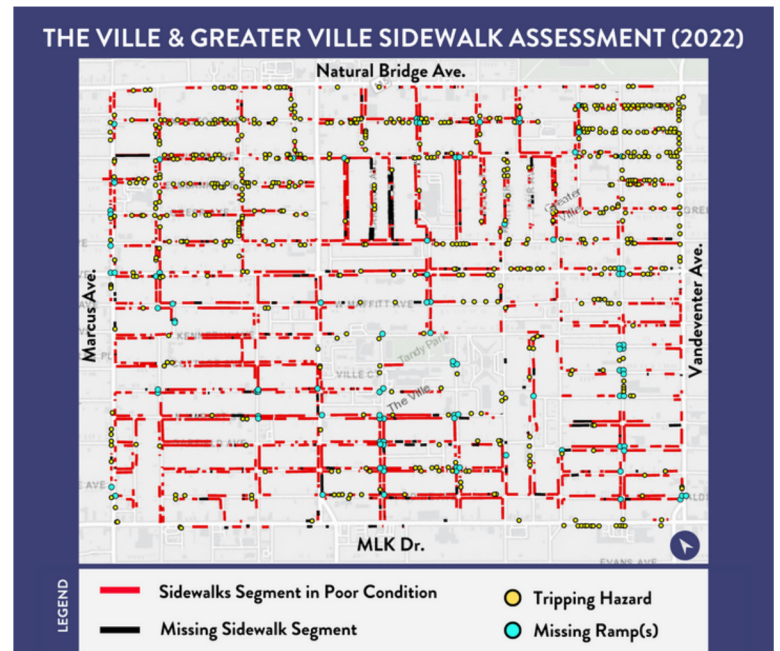
"One of the things that impacts the residents of this community directly is unsafe streets... So we're considering how this project can create safer streets in the community."

- 4TheVille Co-Founder Aaron Williams, about the Cultural Boulevard Project

COMMUNITY PLANNING

FULL SIDEWALK ASSESSMENT

Also in May 2022, Trailnet began an in-depth sidewalk assessment of The Ville & Greater Ville neighborhoods. Over the course of five months, 61 miles of sidewalk were audited for safety and accessibility. The completed map (right) is littered with colored marks, which represent sections of sidewalk that are inaccessible or in disrepair. This map is the first of its kind—a full sidewalk assessment for a single St. Louis neighborhood.



WHATS NEXT?

Next, Trailnet will publish a complete Mobility Infrastructure Report. This Mobility Report will support a neighborhood transportation plan for The Ville Community (The Ville, Greater Ville, and Kingsway East neighborhoods).

“When you can gather this data and present it to people who make decisions, that’s when change happens. Trailnet has created a way to make change possible... Kudos to Bryce and to Trailnet for hearing the needs of the community and taking action. I think it’s marvelous.”

– Rebecca Hankins, Walk Audit Volunteer; Missouri Forest ReLeaf, Partnership Manager, MLK Cultural Boulevard Project Rep

This report will provide several strategies towards achieving the neighborhood’s vision to become an active transportation-friendly space where walking, bicycling, and transit provide safe, accessible, and healthy mobility options for everyone in the community. The document will be used to support policy change, future advocacy and planning efforts and to bolster future applications for funding improvements in the area.

UPDATES: [TINYURL.COM/TRAILNET-THEVILLE](https://tinyurl.com/trailnet-theville)

COMMUNITY PLANNING

JEFFERSON COUNTY BIKE-WALK STRATEGY

In 2022, with funding from the Jefferson Foundation, Trailnet completed the Jefferson County Walk/Bike Strategy. The Trailnet team took a comprehensive look at walking and biking conditions in three key Jefferson County communities: Festus, Crystal City, and Herculaneum.

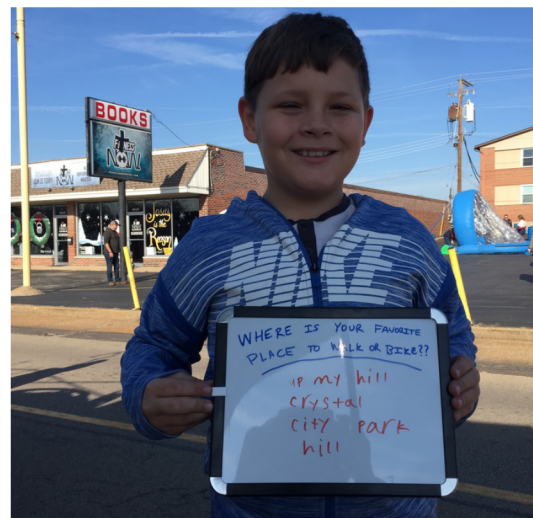
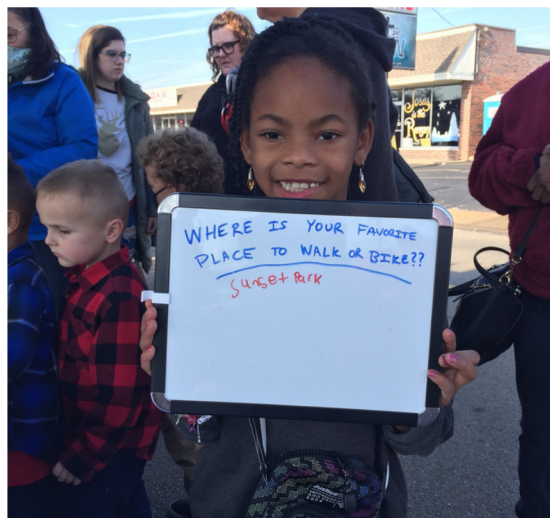
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In collaboration with a diverse steering committee of city staff, business owners, elected officials, and community residents, and informed by feedback from residents, Trailnet identified three priority projects for the communities to move forward with. The local staff are now equipped with the tools they need to apply for funding to implement their priority projects.

“It became apparent that we needed to bring Trailnet into the fold because of the knowledge and expertise that Trailnet holds on these types of initiatives.”

- Andy Held, Board of Directors, Jefferson County Growth Association

UPDATES: [TINYURL.COM/TRAILNET-JEFFCO](https://tinyurl.com/trailnet-jeffco)



COMMUNITY PLANNING

CONNECTING ST. LOUIS

Trailnet's Connecting St. Louis plan is a vision for a network of low-stress connections for people walking and biking in St. Louis.

Since publishing the plan in 2018, Trailnet has been working hard to get miles on the ground by convening stakeholders, keeping public will high, and for some projects, managing community engagement.

20TH STREET MOBILITY IMPROVEMENTS PROJECT

1.6 miles of 20th Street between Market Street and St. Louis Avenue

Trailnet coordinated initial community engagement on the project with stakeholders and residents.

On September 1, 2022, Trailnet organized a pop-up demonstration on 20th between Washington Ave and St. Charles Ave. We laid out temporary representations of two potential redesigns for the corridor. Residents and business owners along the corridor were encouraged to learn about the project and fill out a survey.

Of over 200 respondents online and in person, nearly 80% preferred a separated cycle track. The engineering firm has moved forward with that design, and construction will tentatively begin in 2024.



COMMUNITY PLANNING

CONNECTING ST. LOUIS

TOWER GROVE CONNECTOR

1.4 miles of protected cycle track connecting Tower Grove Park with Forest Park Southeast

Design and engineering of Phase 1 of the project moved forward, and Phase 2 was approved for funding by East-West Gateway. Trailnet coordinated the release of these project updates to community stakeholders and hosted bike lane clean up days to keep the current bike lane clean while awaiting construction.



Ernst & Young volunteers cleaning up the Tower Grove Bike lane

LOUISIANA CALM STREET

1.1 miles of Louisiana Avenue from Meramec to Gravois

It's all about slowing down vehicles on this stretch... We want to make sure these streets are safe and fun to use for kids and families... and that the street itself is a place you feel comfortable because cars are not speeding past you.

– Scott Oglivie,
Complete Streets
Program Manager,
City of St. Louis

Phase one of St. Louis' first ever "calm street" will finish construction in Spring 2023, featuring significant traffic calming improvements like bump-outs, new curb ramps and green infrastructure.

In 2014, Trailnet helped conceive this pilot project, tested the design with a traffic calming demonstration, and kept the ideas of neighborhood stakeholders front and center.

The second phase will extend the Louisiana Calm Street as far South as Carondelet Park.

FROM PLANNING TO ADVOCACY

THE PLANNING TO ADVOCACY PIPELINE

For many years, Trailnet has employed one or more full-time staff members with a background in community planning and design. Their expertise allows us to participate in planning efforts throughout the region, always emphasizing accessibility, walkability and bikeability.

But, as a small non-profit organization we don't have the funds, the equipment or the prerogative to design and construct new streetscapes. So, what happens to our plans when they're out of our hands?

We become advocates—a voice for the people who walk, bike and use mobility devices in the communities we serve.

Take the Connecting St. Louis Plan for example. When Connecting St. Louis was released in 2019, we moved from planners to advocates. We generated excitement around the plan, brought community stakeholders to the table, persuaded them to make our vision a reality, and helped secure funding.



The same can be said for our work in The Ville/Greater Ville neighborhoods and Jefferson County in 2022. We step in as experts in multi-modality*. We help communities create plans that take into account the needs of people who walk, bike and use mobility devices. And once the plans have been made, we advocate that those plans be implemented by the decision makers who have the power and funding to improve a community's built environment.

From the conception of an idea to the painting of the last stripe, Trailnet pushes for the needs of ALL street users to be met.

**Multimodal transportation includes public transportation, rail and waterways, bicycle and pedestrian, according to the Department of Transportation.*

ADVOCACY & POLICY

2022 ADVOCACY CAMPAIGN HIGHLIGHTS



HANDS FREE MISSOURI

As members of the Hands-Free Missouri Coalition, Trailnet testified at a Missouri Senate hearing in March. Thanks to our testimony, a bill to ban distracted driving made it further than ever in our state and is building momentum for growing bipartisan support in 2023.



A COMPREHENSIVE NEED-BASED APPROACH TO TRAFFIC VIOLENCE

Our streets don't stop and start at ward, neighborhood or municipal boundaries. Neither can our solutions. That's why Trailnet fought for a comprehensive, need-based approach to traffic calming in the City of St. Louis. In 2022, Trailnet recommended that the City invest leftover funds from the American Rescue Plan Act (ARPA) in safer streets, resulting in Board Bill 120, the St. Louis Safer Streets Bill.

SUPPORTING ST. LOUIS' COMMUNITY MOBILITY COMMITTEE

Public and neighborhood-level engagement is key to an equitable and effective transportation system. The CMC is a resident-led committee that advises the City of St. Louis on mobility issues. Trailnet staff supports this effort to improve community engagement by assisting on subcommittees and growing the group's membership in an equitable way.

UPDATES: [TRAILNET.ORG/OUR-WORK/ADVOCACY/POLICY-ADVOCACY-CAMPAIGNS](https://www.trailnet.org/our-work/advocacy/policy-advocacy-campaigns)

ADVOCACY & POLICY

STREETS FOR ALL ADVOCACY

HOW TRAILNET IS FIGHTING TRAFFIC VIOLENCE IN THE CITY OF ST LOUIS



UPDATES: [TINYURL.COM/SAFER-STREETS-BILL](https://tinyurl.com/safer-streets-bill)

2021 ST. LOUIS CRASH REPORT

Trailnet's Crash Reports have become a critical resource for local advocates, the media, and decision-makers, and they have driven progress across the region for walking, biking and transit improvements.

Each Crash Report is a snapshot and analysis of crashes over the course of a year. In 2021, Trailnet began tracking and publishing key data on crashes in St. Louis City. In 2022, we expanded our analysis for the prior year to St. Louis County.

The reports focus on:

- Circumstances around crashes
- High-crash corridors
- Recommendations for local leaders to reduce crashes

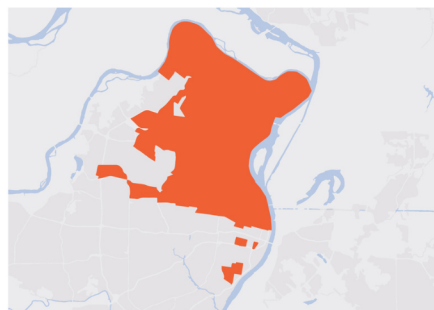
2021 KEY FINDINGS:

178



PEOPLE WERE KILLED BY TRAFFIC VIOLENCE WHILE WALKING, BIKING, AND DRIVING IN ST. LOUIS CITY & COUNTY IN 2021

A DISPROPORTIONATE NUMBER OF CRASHES OCCUR IN PREDOMINANTLY BLACK & MINORITY AREAS IN ST. LOUIS CITY & COUNTY



SUGGESTED SOLUTIONS

1. ADDRESS HIGH CRASH CORRIDORS FOR PEOPLE WALKING
2. REDUCE SPEEDING THROUGH STREET DESIGN AND SIGNAGE
3. IMPROVE SAFETY NEAR BUS STOPS
4. COMPREHENSIVE, NEED-BASED APPROACH TO STOP CRASHES

UPDATES: [TRAILNET.ORG/CRASH-REPORTS](https://trailnet.org/crash-reports)

CRASH REPORT IN ACTION

When a streak of fatal hit and run crashes tore through communities and families, several local advocates referenced the Crash Report in powerful letters to regional leaders.

The Crash Report was also cited in dozens of news stories. Local reporters turn to Trailnet as the local experts on safe streets.

Decision-makers from St. Louis City, St. Louis County and the Missouri Department of Transportation have also used the Trailnet Crash Report to identify priorities for bicycle and pedestrian improvements.



“

“Your report helped me understand the racial disparity of pedestrian crashes, especially in North St. Louis City. It was even greater than I thought.”

- Jen Wade, Area Engineer

“The Crash Report was helpful for MoDOT in proposing and securing funding for a Road Safety Audit for Page/MLK based on your crash reports for 2020 and 2021.”

- Shaun Tooley, Transportation Planner

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EDUCATION & ENCOURAGEMENT

BIKE EDUCATION

With funding from Great Rivers Greenway, Trailnet re-launched bike education programs to teach kids and adults how to ride safely and confidently.

TRY THE GREENWAYS

Trailnet's Try the Greenways rides are specifically geared towards new or very beginner riders. The meet-ups are an opportunity to educate riders on the rules of the road, basic bike safety checks, and how to connect destinations.

The series kicked off with "Try the Centennial Greenway: Opt Outside Ride" the day after Thanksgiving.

BICYCLE MAINTENANCE EDUCATION CLASSES

Trailnet hosts basic bicycle maintenance classes throughout the region. In 2022, we hosted two classes:

- A Fix-a-Flat with Ferguson Public Libraries
- A Basic Bike Maintenance Class with the Sierra Club

These programs, along with Bike Rodeos and Adult Learn-to-Ride programs will continue into 2023!

FIND UPCOMING BIKE EDUCATION EVENTS AT [TRAILNET.ORG/CALENDAR](https://trailnet.org/calendar)



TRAILNET RIDES

THE 2022 TRAILNET CLASSICS

PRESENTED BY LOGAN UNIVERSITY



BY THE NUMBERS

- 7 unique destination rides
- 31 total routes
- 1,400+ miles to explore on two wheels
- 3,000+ riders

Each ride offered short, medium and long route options, and several included family-friendly routes & kids' races. Whether you are still getting comfortable on your bike or training for a cycling challenge, there's a course for you!

THE 2022 TRAILNET COMMUNITY RIDES

Trailnet hosted five Community Rides in 2022. These short, easy group rides made biking more accessible, giving people the opportunity to explore St. Louis on two wheels. Expert guides and storytellers showcase art, history and culture on city streets.

TRAILNET.ORG/RIDES



VOLUNTEERS!

THANK YOU, TRAILNET VOLUNTEERS!

Our volunteers are the heart and soul of our operations. Volunteers amplify our impact, helping us reach so many more people than we could on our own. Thank you to everyone who volunteered with Trailnet in 2022!



TRAILNET STREET TEAM

In 2022, Trailnet launched a new volunteer opportunity: The Trailnet Street Team. The Trailnet Street Team aims to broaden the presence of Trailnet in the community through tabling and visibility opportunities. The Trailnet Street Team educates the community about our work through meaningful conversations, smiles and sharing the joy of making our Region better for people to walk, bike and use public transit to get around. Volunteers also help recruit others to get involved by joining our e-mail list, becoming members, or volunteering themselves.

The Trailnet Street Team represented the organization at events like The Missouri Botanical Gardens Whitaker Music Festival, Tower Grove Pride, Pedal the Cause, farmers markets and corporate health fairs.

TRAILNET.ORG/VOLUNTEER

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*Thank you to those whose board service ended in 2022!
Your leadership has left an indelible mark on Trailnet.

THANK YOU, MEMBERS!

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Learn more or join at trailnet.org

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Thank you to the following entities for significant financial contributions to Trailnet in 2022.

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Kari & Fred Barton Foundation
Kranzberg Family Charitable Foundation
Norman J. Stupp Foundation -
Commerce Bank Trustee
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FOUNDATIONS & CORPORATIONS

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