



*Your local advocate  
for better walking, biking and transit.*

**TRAILNET**  
2023 Annual Report



## LETTER FROM TRAILNET LEADERSHIP

### We love St. Louis.

And, we know our beloved hometown faces serious challenges: a shrinking population; traffic violence; and rising costs, especially for car ownership.

We also see opportunities: street space ready to be repurposed; passionate advocates fired up, ready to re-claim their space on those streets; and unprecedented investments in safer streets.

At Trailnet, we are leveraging those opportunities to address our challenges. By making our region better for biking, walking and public transit, we can make it more livable, equitable, affordable, sustainable, attractive, and safer.

In this report, you will find examples of how we are fighting for the St. Louis Metro area: community planning (pg. 5), policy (pg. 6 & 7), education (pg. 8), and rides (pg. 9).

This report is dedicated to Trailnet donors, members, corporations, foundations, community partners, volunteers, and our staff who make our achievements possible. We hope to show you a small part of your enormous impact.

Thank you,



*Cindy Mense*

Cindy Mense,  
CEO



*Bob Koplars*

Bob Koplars,  
President

P.S. Special thanks to Michael Schwartz and Nate Johnson, who each served on Trailnet's Board of Directors for 9 years and ended their terms in 2023. Thank you for guiding Trailnet for nearly a decade!



## 2023 BOARD OF DIRECTORS

### OFFICERS

Robert Koplak, *President*  
 Brad Lucas, *Vice President*  
 Erika Enstrom, *Treasurer*  
 Robert Lewis, *Secretary*

### DIRECTORS

Scott Bernstein	Peder Hulse
Michael Cody	Nate Johnson
William Coppel	Michael Koby
Na'im Gray	Dennis Koscielski
Michael Heaney	Carla Sauerwein
Paul Henry	Britta Siegel
Robert Herleth	Michael Schwartz
Paul Higgins	Patrick Thornton



## FINANCIALS

Our most recent audited financials can be found at [trailnet.org](https://trailnet.org) or by scanning the QR code. They are not included in this document due to the timing of our annual audit.



# PLANNING



## ST. LOUIS' FIRST CALM STREET

A decade in the making, the Louisiana Calm Street Project finished Phase 1 of construction in Spring 2023.

This 1.1-mile corridor is a pilot project for the City's Calm Streets initiative. The construction of phase 1 was the result of years of hard work and collaboration across the City. We look forward to seeing how this project will progress—eventually connecting two of our City's largest parks and paving the way for future infrastructure improvements across our streets network.

“It’s all about slowing down vehicles in this stretch to make this stretch safer. We’ve constructed a lot of bump-outs at the corners. There are a lot of new curb ramps and new sidewalks in this project...This is a neighborhood with a lot of kids with several neighborhood parks... We want to make sure that these streets are safe and fun to use for kids and families to get to the parks and that the street itself is a place you feel comfortable using it because cars are not speeding past you...In a few years, we would like to do a phase 2, take it all the way south to Carondelet Park...We worked originally with Trailnet, who helped us conceive this project several years ago.”

- Scott Ogilvie, Program Manager, Complete Streets, City of St. Louis



# TRAFFIC CALMING POP-UP DEMONSTRATIONS



Thanks to Ameren Missouri, Trailnet expanded its traffic calming lending library, allowing our team to have a bigger impact at our pop-up demonstrations!

It can be hard to imagine what new infrastructure could look and feel like to walk, bike or drive through. That's where traffic calming pop up demonstrations come in. We use temporary materials like brightly colored cones, tires and flowers to demonstrate a cross walk, bump outs, fewer driving lanes or a bike lane. We hosted two in 2023. The first was conducted with MODOT on Route D in St. Louis City as part of a road safety audit. The second took place on Park(ing) Day on Compton Avenue thanks to funding from a Spark Grant from the League of American Bicyclists and Ameren Missouri.



“ So far the process seems to be inclusive of our community. They are getting our input....They seem to actually have a vested interest in making the streets better and our neighborhood better.”

- Resident



# POLICY



## \$40 MILLION FOR SAFER STREETS

Years of conversations at community meetings, public testimonies and outspoken advocacy in pursuit of safer streets culminated in the signing of the **St. Louis Safer Streets Bill (Board Bill 120)** on March 1, 2023.



Trailnet CEO Cindy Mense gave remarks on behalf of all of Trailnet's neighbors and supporters who stand to benefit from this unprecedented investment!

Trailnet will continue to engage with the City to make sure that this money is put to use efficiently, effectively and in the interests of all road users.



## DISTRACTED DRIVING BAN PASSED

For years, Trailnet and our statewide partners have recognized distracted driving as one of our most pressing problems. Along with other members of the Hands-Free Missouri Coalition, we have advocated tirelessly to get Missouri legislators on board with a hands-free driving law.

In July 2023, the **Siddens Bening Hands-Free Law** was passed, making Missouri the 49th state to ban texting while driving.

350 crashes, \$8.3 million in economic damages and one fatality were **prevented by Missouri's new Hands-Free driving law**.

## CRASH REPORT

Trailnet published the 2022 St. Louis City and County Crash Report. The report revealed that 173 people were killed and 14,930 people injured in traffic crashes in St. Louis City and County. In addition to reporting crash data, the report features a new section for fatal crash reviews. These reviews analyze the context and roadway conditions of specific crash sites from four crashes in 2022.



[Click to view](#)

Throughout the year, Trailnet's Planning and Policy teams continued to track data for the 2023 report, released in April 2024.



The Trailnet Crash Report was cited in various news articles about people driving who crashed into people walking or biking. Trailnet's team continues to be called on my local media to discuss traffic violence.

Finally, the Crash Report remains a critical resource for local advocates and residents concerned about traffic violence in their areas.

Funded by Trailnet members, the William A. Kerr Foundation and People for Bikes. Read the report [here](#).

# EDUCATION



## BIKE RODEOS

A bike rodeo is a safe, controlled environment for kids (ages 3-12) to practice bike handling skills, build confidence, and help start good habits on the bike alongside their parents and guardians.

## ADULT LEARN TO RIDE EVENTS

Trailnet's Free Adult Learn-to-Ride courses are a grown-up companion to our popular Bike Rodeos—geared toward adults with little to no experience who want to build confidence on two wheels.

## TRY THE GREENWAYS

Family friendly, slow and social, all ages and abilities are welcome on this ride. These rides introduce new audiences to local Great Rivers Greenways trails.

## BIKE MAINTENANCE AND FIX A FLAT CLASSES

Basic bike maintenance course covers how to fix a flat, brake adjustments, shifting adjustments, fitting a bicycle, and any related topics that come up in questions from participants. Fix-a-flats are a condensed version focused on fixing a flat tire.

195 people learned new bike skills and explored the greenways through our bike education programs funded by Great Rivers Greenway.



# RIDES

2,919 riders ages 4 to 85 came from 21 states to join us at 11 bike rides



“I thought the stops were great and the snacks amazing! I loved the bike trails and the ending with a root beer float was perfect! ... Had a great time!”

–2023 I Scream for Ice Cream rider

“I’ll be back next year and I’ll be bringing folks with me! Thank you for making this beautiful day possible and keeping Black history alive.”

–2023 Juneteenth rider

I got to see parts of the St. Louis area that I’d never seen. Also, it revealed how bike-friendly a lot of the city can be.

–2023 Giro della Montagna rider

I liked the whole vibe, everyone knew it was going to be challenging but the route and scenery was worth it. Had a good group we rode with, everyone had a good time. Beverages, food truck and the massages at the finish was great!

–2023 Uphill Battle rider

The route was fun and the support stations were outstanding. Well stocked and the volunteers were fantastic.

–2023 STG Gravel Classic rider



# TRAILNET, FUELED BY YOU

## 2023 OUTSTANDING MEMBERS, ADVOCATES AND PARTNERS!

### OUTSTANDING TRAILNET MEMBERS: DAN & CONNIE BURKHARDT

Presented by Edward Jones

The Burkhardts founded two St. Louis-based advocacy organizations, the Katy Land Trust and Magnificent Missouri. The Katy Land Trust's mission is to conserve land along the 225-mile Katy Trail State Park, the longest bike path in the United States. Magnificent Missouri supports land conservation, historic preservation, and economic development within the last 100 miles of the Missouri River Valley.



### OUTSTANDING STREETS FOR ALL ADVOCATE: HANDS-FREE MISSOURI COALITION

The Hands-Free Missouri Coalition is a partnership of safety advocates, victim's advocates, law enforcement officers, state highway department employees, and insurance personnel that are fighting for safer roads by fighting against distracted driving. In total, the coalition has 70 individual members representing 32 organizations who have come together to raise awareness about the dangers of distracted driving in Missouri in hopes of reducing the number of crashes each year attributed to distracted driving.

### OUTSTANDING STREETS FOR ALL PARTNER: 4THEVILLE

Presented by Greater St. Louis Inc.

4theVille is a community-based cultural organization working to safeguard the legacy of The Ville and catalyze preservation. Its mission is to share the history of The Ville and inspire reinvigorated ownership of the neighborhood. Founded out of a desire to reclaim the legacy of The Ville and leverage it to strengthen community, 4theVille focuses its work in community-based tourism, art & storytelling, preservation advocacy, and creative placekeeping.

## TRAILNET MEMBERS & DONORS 1,773 Trailnet Members

### Special thanks to our Peloton Society Members

Nancy and Dick Arnoldy  
Debbi and Doug Audiffred  
Ellen Shapiro and Gerald Axelbaum  
David D. Boltz  
Rebecca Boyle  
Connie and Dan Burkhardt  
Michelle and Mike Cody  
Tom and Sally Cohn

Kathy Fulton and Bill Coppel  
Rodney Crim and Cynthia Curry-Crim  
Ann and Vance Crowe  
Jennifer Cunnane  
Deborah and Bob Dolgin  
John Drew  
Erika Enstrom  
Matthew Fischer

Jane Goode  
Kathleen and Rich Gund  
Sarah Hanly and Alexander Babich  
Paul Higgins  
Lotsie and Rick Holton  
Linda and Mike Honigfort  
Bob and Emily Koplak  
Nancy and Ken Kranzberg  
Nancy Meyer and Richard Kutta



## VOLUNTEERS

Trailnet volunteers extend Trailnet’s impact tremendously! We wouldn’t be able to host rides, conduct annual bike/walk counts, mail updates to our donors, or clean up bike lanes around town without them.



**142 people volunteered their time with Trailnet in 2023!**

2023 Volunteer of the Year Award  
Winners: Gretchen Loudermilk,  
Ann Divine, & Dan Garvey

If you’ve received a membership renewal letter from Trailnet, chances are Gretchen or Ann stuffed it, sealed it, and stamped it. They come to our office every month, helping us stay in touch with our members. And if you’ve attended a Trailnet ride, Dan has likely checked you in with a warm smile, wearing his original volunteer name tag. Thank you to Gretchen, Ann, Dan and all of our incredible volunteers!

Susan and Robert Lewis  
Barbara and Bob Lindecke  
Michael Lynch  
Chris and Bridget McAndrew  
Kathy McHugh  
Constance McPheeters  
Cindy and Jim Mense  
Kyle and Lesli Moylan  
Melissa and Giancarlo Pillot  
Jerry and Judy Potthoff  
Nora Ryan and Ned Golterman

Bill and Carla Sauerwein  
Michael Schwartz and Clara Perry  
Miriam and Steve Singer  
John Sweet  
Terry Luth Thornton  
Jane and Pat Tracy  
Nancy Treaster  
Laurie and Raymond Van de Riet Jr.  
Henry Webber and Chris Jacobs  
Robyn and Mark Wittry  
Marilyn Young



Ready to join their ranks?  
Become a Trailnet member  
today at [trailnet.org/join](https://trailnet.org/join)

# BY THE NUMBERS

We analyzed 736 crashes throughout St. Louis City and St. Louis County to produce our **2022 Crash Report**.



Our advocacy team attended 111 community meetings, reviewed 15 bills, and testified at St. Louis City Board of Aldermen and St. Louis County Council meetings.



We hosted two traffic calming demonstration and engaged 220+ people at the events.



Along with St. Louis BWorks, we surveyed Aldermanic candidates, received 9 responses, and **published their positions** on mobility issues.



**Connecting St. Louis** and Trailnet's advocacy efforts led to funding for 8.41 miles of bike infrastructure in the City of St. Louis.



We collected survey responses from 540 riders and hosted a focus group with 7 more riders to improve our ride experience.



## Corporate & Foundation Funders

Thank you to the following entities for significant financial contributions to Trailnet in 2023.

### PAVING THE WAY SOIREE SPONSORS

# STIFEL

**Edward Jones**

**GREATER  
ST. LOUIS INC.**

**LEWIS RICE**

Bryan Cave Leighton Paisner  
Clayco  
Crawford Murphy & Tilly  
Commerce Bank  
Daniel & Henry  
Edera

Ernst & Young  
HOK  
Lochmueller  
Magnificent Missouri  
McCarthy  
Norton Rose Fulbright

Pedego St. Louis  
St. Louis Cancer Care  
STL Partnership  
SWT Design  
TradePMR  
Washington University in St. Louis

### BUSINESS MEMBERS

Alpine Shop  
Coldstream Exteriors  
Friends Foundation of St.  
Genevieve County Memorial  
Hospital

GBA  
Pedego St. Louis  
Steadfast City  
Sumner Law Group  
Terrain Magazine  
ZenBusiness

### OTHER KEY CORPORATE SUPPORTERS



# STIFEL

CLASSICS RIDE SPONSORS



Bedford Group | Detalus | MO American Water | Rivers and Routes Tourism | Ste. Genevieve County Executives Club (GenCo) | Terrain Magazine

COMMUNITY RIDE SPONSORS & PARTNERS



## FOUNDATIONS

E. Ruben and Gladys Flora Grant Charitable Trust  
Jefferson Foundation  
Kari & Fred Barton Foundation  
Kranzberg Family Charitable Foundation  
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Norman J. Stupp Foundation-Commerce Bank Trustee

P. Wayne and Jane B. Goode Foundation  
Philpott Family Foundation  
Pottoff Family Foundation  
The Dana Brown Charitable Trust, U.S. Bank, Trustee  
The League of American Bicyclists  
Tracy Family Foundation  
William A. Kerr Foundation

## 2023 STAFF

**Cynthia Mense** Chief Executive Officer  
**Corinne Austin** Director of Development  
**Laprecious Blakely** Membership Coordinator  
**Charles Bryson** Policy Catalyst  
**Matthew Hartman** Rides Director  
**Sarah Heyman** Bike Educator  
**Kevin Keach** Project & Facilities Manager  
**Taylor March** Programs Director  
**Samuel McCrory** Planner  
**Ethan Mitten** Database & Membership Assistant  
**Bryce Monser** Community Planning Manager  
**Gina Otto** Special Events Manager  
**Monique Roos** Communications & Marketing Intern  
**Justin Seaton** Communications & Marketing Coordinator  
**Jacob Stamer** Rides Coordinator  
**Adam Treaster** Planning Coordinator  
**Milkise Yassin** Advocacy Intern

To find a list of our current team, please go to [trailnet.org/our-backpack/our-staff](https://trailnet.org/our-backpack/our-staff).





*Your local advocate for better walking, biking and transit*

**Mission:** Our 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.

**Vision:** Streets for ALL

**We pursue our mission and vision through:**

**Community Planning** - We help communities envision and plan for Streets for All.

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

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

**Rides** - We host bike rides to foster the healthy and active community we envision.



Please consider advancing our mission, vision and programs with a donation at [trailnet.org/donate](https://trailnet.org/donate).