

GREAT RIVERS GREENWAY

REQUEST FOR PROPOSALS

Media Relations

SUBMITTAL DUE DATE: Monday, January 24, 2011

3:00 P.M. LOCAL TIME

SUBMITTAL LOCATION: GREAT RIVERS GREENWAY

Attn: Media Relations RFP

6174 A Delmar Blvd

St. Louis, MO 63112

Questions or information related to this request should be sent by 5:00PM local time on January 13, 2011 and directed to:

Nancy Thompson

Community Outreach Manager

Phone: 314-436-7009, extension 104

Email: nthompson@grgstl.org

Website: www.greatrivers.info

Introduction

The Metropolitan Park and Recreation District (d/b/a Great Rivers Greenway District or the "District") is seeking proposals from interested qualified firms to work with District staff with media relations and activities. The District recently completed a Marketing Plan (see Exhibit A) which identified core messages and initiatives the District should undertake in 2011 and beyond. In addition, the District is completing the update of its Regional Plan which will guide the District's efforts for the next five years. (see Exhibit B). The selected firm will work with the District's marketing firm and other consultants as needed to insure consistent messages to various audiences.

Proposals must be received no later than 3:00p.m. local time on Monday, January 24, 2011 to be delivered to the District's office located at 6174 A Delmar Blvd St. Louis, MO 63112. Any proposals received after this deadline will be returned unopened. All responses and any accompanying material become the property of the District. By submitting a response to this request, firms and agencies accept all the terms and conditions of the Request for Proposals or "RFP".

Great Rivers Greenway is an Equal Opportunity Employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation or national origin. The successful proponent will be required to conform to the Equal Opportunity Employment regulations.

Background

Great Rivers Greenway is a multi-jurisdictional political subdivision established under the provisions of a 1999 act of the Missouri Legislature (Sections 67.1700 through 67.1769 of the Missouri Revised Statutes.) Participating jurisdictions in the District are the City of St. Louis, St. Louis County and St. Charles County, Missouri.

The District is spearheading the development of The River Ring, an unprecedented long-term project that is expected to reshape the St. Louis region. The River Ring is an interconnected system of greenways, parks and trails that will encircle the region and the three jurisdictions comprising the District. The District also collaborates with its counterpart in Illinois, the Metro East Park and Recreation District in Madison and St. Clair counties.

Scope of Services

The following overview has been developed by the District as a basis for providing information to interested respondents on a preliminary scope of services. Tasks may be added or deleted after discussions with a selected firm.

- Preparation and distribution of media releases, media alerts, public service announcements including social media, viral marketing and promotion and traditional media. Coordinate with District staff as needed to ensure deliverables are on target with message and various audiences. Conduct follow-up with traditional media including scheduling interviews with

District staff. Prepare and submit monitoring reports to the District during and at the conclusion of the activity.

- On a quarterly basis, coordinate with District staff and its consultants on items related to media relations as part of the implementation of the District's Marketing Plan. Coordination on specific project activities may occur on a more regular schedule as determined by District staff and the selected firm.
- Assist with general publicity of the District, its projects and initiatives as requested by District staff. For example, identifying possible speaking engagements for District staff beyond the typical audiences that are familiar with the District.
- Assist with social media activities. The District is re-launching its website in 2011 that will include social media components. The selected firm will assist District staff as needed to ensure timely messages are prepared and released.
- Coordinate with District staff on drafting and editing text for the District's electronic newsletter. The newsletter will be prepared on a monthly basis.
- Coordinate with District staff on drafting and editing text for the District's annual report.
- Research and prepare award and recognition opportunities for the District and coordinate with District staff on assembling the nomination.

Deliverables

The following deliverables have been developed by the District as a basis for providing information to interested respondents on a preliminary scope of services. Deliverables may be added or deleted after discussions with a selected firm.

- Media alerts, public service announcements, and other communications to social media, viral marketing and traditional media. Monitoring report during and at the end conclusion of the activity including media "clippings".
- Digital text and photo suggestions for the District's electronic newsletter and annual report.
- Suggestions for award nominations and recognition opportunities and preparation of necessary submittals.

Evaluation

The following items have been developed by the District as a basis for evaluating the selected firm based on the preliminary scope of services and deliverables. These items may be added or deleted after discussions with a selected firm and are only to provide a framework for discussion.

- The number, quality and appropriateness of media placements.
- Working with District staff in the preparation of various media placements and the scheduling of interviews depending on the activity.
- Working as a team player with District staff and other consultants on the marketing plan and other project specific activities.

INSTRUCTIONS FOR PREPARING PROPOSALS

Submission of Proposal

Provide one (3) bound copies and one (1) unbound copy suitable for photocopying of submittals, or an equivalent quantity of information on compact disk (CD). Submittals should contain the following information:

1. A one-page letter of interest that includes a synopsis of the firm's qualifications, primary specialties of the firm, the primary contact, anticipated project manager and the project principal representing the contractual authority of the firm.
2. Profile(s) of firm including number of employees, location, and relevant experience working on similar projects within the last five (5) years. Describe the firm's experience with local governments, special districts or other public agencies in the development of similar projects.
3. Provide a brief description of the firm(s) participating in this submittal and its ownership structure. Indicate percentage ownership by women and minorities.
4. Based on the generalities provided in the project scope and deliverables, provide no more than a one-page discussion of the philosophy that the firm will use to approach the project.
5. Resumes of key staff members identified by the firm as having a major role in the project. Resumes may not be longer than two (2) pages, double sided per person.
6. An organizational chart showing the prime consultant, the proposed relationships between key personnel and support staff who are expected to participate on the project, and which aspects of the work each person will be responsible for performing.
7. Indicate current and upcoming project commitments of key personnel and available capacity for this project including any sub-consultants identified in the submittal.
8. Provide a proposed fee structure with a maximum fee. Provide hourly rates for all job titles for the project along with estimated expenses.
9. Project descriptions for three (3) recent projects with a similar scale and scope performed by the firm within the last five (5) years. Include the following:
 - Provide the name of the client (include contact information)
 - Description of public or media relations challenge/opportunity
 - Objectives of the effort/campaign
 - The strategy employed and services provided (include a sample of work such as a media release or other appropriate document)
 - Key personnel involved, year the project was completed and approximate project budget.
10. Disclose any material agreements, relationships, or employment your firm or team members have with Great Rivers Greenway that may create a conflict of interest or the appearance thereof.
11. Include (as an appendix) copies of your firm's most recent Equal Opportunity form (EEO-1) and Affirmative Action policies, if applicable.

Print submittals two-sided and limit length to 25 sides (pp. 1-25), including text, graphics and cover letter. Use a minimum 10-pt. font. Cover sheet, title page, and dividers are not included within the page limitation. If a CD is submitted, information provided should not exceed the quantity specified above.

General Provisions

Any contract awarded as a result of this RFP will be awarded without discrimination on race, color, religion, age, sex, sexual orientation, or national origin.

Prospective consultants shall assure the District that they will comply with the Americans with Disability Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA (42 U.S.C. 12101 et seq.).

Minority and Women Business Enterprise Policies

It is the policy of the District that minority and women-owned businesses shall have the maximum opportunity to participate in the performance of contracts utilizing District funds.

Minority and Women Business Enterprise goals of 25/5% have been established by the District; i.e. 25% of the total contract amount to be awarded to Minority Business Enterprises (MBE) and 5% of the total contract amount to be awarded to Women Business Enterprises (WBE). It is the prospective consultant's responsibility to make a sufficient portion of the work available to sub-contractors to meet the goal, consistent with the availability and capacities of MBE and WBE firms. The District reserves the right to negotiate contract participation with qualified respondents.

MBE/WBE firms included in the respondent's submittal, either as prime consultants or sub-contractors, must be certified by one or more of the following agencies on or before the date of the submission of qualifications:

- Missouri Division of Purchasing and Materials Management
- City of St. Louis: Disadvantage Business Enterprise Program
- St. Louis Minority Business Council

SELECTION PROCESS AND CRITERIA

Process and Criteria

The District will assemble a review committee to evaluate all responses to this RFP. From this review, the committee may select a consultant(s) solely on the basis of submittals, or may additionally identify a short list of individual or team candidates for possible interviews. The committee may contact any or all respondents to clarify submitted information.

Upon selection of a firm, the District will negotiate a scope of services and other terms and conditions of an agreement with the selected firm. If such negotiations are not successful, the District reserves the right to begin negotiations with other respondents. Respondents whose proposals are not accepted will be notified in writing as soon as practical.

Schedule

RFP Released	Monday, January 3, 2011
Questions Submitted	Thursday, January 13, 2011
Questions Answered	Thursday, January 18, 2011
RFP Submittals Due	Monday, January 24, 2011
Finalist Interviews	February 14 to February 18 (if needed)
Firm Selected	week of February 28 th

Selection Criteria

The Selection Committee will select the consultant team(s) or individuals that most closely satisfy the criteria listed below.

1. Successful completion of projects of similar scope within the last five (5) years.
2. Demonstrated experience and technical competence of the consultants or individuals relative to the task requirements outlined within the Scope of Work.
3. Capacity of the consultant's identified Project Manager to provide the full range skills needed for this project
4. Overall approach to the Scope of Work and evidence of the consultant's ability to generate creative solutions for the proposed Deliverables identified that will achieve the District's proposed evaluation criteria.
5. Respondent's commitment to fulfilling GRG's M/WBE goals outlined in this RFP.
6. Proposed fee structure, hourly rates and reimburseable expenses.
7. Any other relevant information offered or discovered during the evaluation process.

Important Considerations

Great Rivers Greenway reserves the right, at its sole discretion, to 1) reject any or all submittals when, in its opinion, it is determined to be in the public interest to do so, 2) waive minor informalities of a submittal, 3) cancel, revise, or extend this solicitation, 4) request additional information which the District deems necessary, 5) extract, combine, and delete elements of individual submittals of qualifications and to negotiate jointly or separately with individual firms with respect to any or all elements of the request.

This Request for Proposals does not obligate the District to pay any costs incurred by any respondent in the submission or in making necessary studies or design for the preparation thereof, or for procuring or contracting for the services to be furnished under this request for proposals. The District will give preference to Missouri firms when other considerations are equal.

Responses Due

Submittals are due at 3:00 PM local time on Monday, January 24, 2011. Facsimile copies will not be accepted. Please submit three (3) bound copies and one (1) unbound copy suitable for photocopying of submittals, or an equivalent quantity of information on compact disk (CD) to:

Great Rivers Greenway

Attn: Media Relations RFP

6174 A Delmar Blvd

St. Louis, MO 63112

All proposals delivered after the due date and time will be returned unopened.

Questions

Questions may be directed to: Nancy Thompson, Community Outreach Manager, 314-436-7009 or via email at: nthompson@grgstl.org. Questions must be submitted by 5:00PM local time on Thursday, January 13, 2011. Answers to questions received will be distributed to all known recipients of the RFP by Thursday, January 18, 2011.

Exhibit A

Great Rivers Greenway Marketing Plan



Great Rivers Greenway Marketing Plan

Core Messages and Initiatives

November 22, 2010

STUDIO X



The Best Things in Life are Free

Great Rivers Greenway represents all that is good in life.

In a time when kids see virtual worlds as preferable to their own real world and personal connections are often made through websites instead of face-to-face, the Greenway represents a throwback to all that is good.

A Greenway is a place to explore.

It connects friends and family in shared activity, and reconnects them to nature and the communities around them. It allows busy people to enjoy moments of solace and reflection. It is a place to exercise. It makes going places something special. It's where the birds sing and the water flows and the plants grow in abundance. It is accessible to anyone, and it is totally free.

Great Rivers Greenway messages should be simple. For corporations and government interests, the Greenway is an economic opportunity. It's a signpost that the St. Louis region is thriving and cares about its people. For citizens, the Greenway is a place that has been built with them in mind. It is a connector, a place for renewal and a treasured institution. Our task in 2011 is to show both citizens and organizations why Great Rivers Greenway is vital to the long-term vision of our region.

Great Rivers Greenway Marketing Strategy 2011

Great Rivers Greenway has accomplished many things. Its challenge is to gain better recognition among the general populace of the region. For this reason, we suggest that Great Rivers Greenway is ready for a new level of maturity in its marketing endeavors. The suggested strategies that will bring Great Rivers Greenway to this new level are outlined in this presentation.

They include these high-level goals:

- Educate the public, corporations and governmental organizations about why greenways are important to them. Engage their hearts and minds in support.
- Bring Great Rivers Greenway into the common lexicon of the region and establish it as a permanent, locally treasured institution, similar to the way Forest Park is viewed.
- Cultivate a dynamic, active base of Greenway supporters who understand why the Greenway is so vitally important.

Description of the Strategy

In marketing, the word blitz connotes a quick, comprehensive effort that is meant to drive immediate results. Whether you call it a campaign, a concerted effort or a blitz, the feeling is the same. Now is the time for a big push for Great Rivers Greenway. As much as it can, this push should encompass every relevant group, whether they are potential users of the Greenway, potential construction partners or businesses with potential ties to commerce along the Greenway.

In 2011, Great Rivers Greenway is in a prime position to utilize a larger, unified marketing and PR push. Why now?

- Completed Great Rivers Greenway projects are successfully improving the way of life in our region. Trails are now off the drawing boards and on the maps.
- Future efforts, such as the Trestle, may require funding over and above that supplied by taxes.
- Great Rivers Greenway messages are all timed perfectly with current trends in organic living, healthy lifestyles, reduced energy consumption, green commuting, the economy, land preservation and more.
- The hearts and minds of the region are prepared for the messages that Great Rivers Greenway has to offer.

Current Trends Show the Need and the Appetite for Greenways

Development of the Greenway could not be more perfectly timed. The economy and cultural trends are converging in ways that may push people into a new way of life that will include the use of Greenways.

Trends in Health Care

Bicycle Riding as Transportation

Green Energy

Connection to Nature

Land Preservation and Utilization

The Economy

Regional Amenities



Trends in Health Care

The responsibility of healthcare is being placed in the hands of the individual. Healthcare costs have risen beyond where they are sustainable by corporations, rising 33% in just the six years between 2004 and 2009 (Towers Perrin Survey). Corporations are pouring millions of dollars into wellness programs that give incentives to employees who get out and exercise. Most corporations (91%) have wellness programs, and, on average, they have 21 different programs in place, focused on prevention, lifestyle wellness, education, etc. (Society for Human Resource Management). Nearly 2% of health budgets are now spent on wellness programs or approximately \$200 per employee per year. Employees are being shown how losing weight and getting checkups can help them control many of their personal healthcare costs.



Bicycle Riding as Transportation

Riding for transportation is a growing market, according to the National Bicycle Dealers Association. Advocacy for cyclist and pedestrian-friendly roads and trails is increasing. The percentage of Missouri commuters who use bicycles is on the rise and well ahead of the national average. From 2000-2009, US bicycle commuting increased 44%. In St. Louis, in the same timeframe, bicycle commuting increased 97%. Missourians take about 20 million bicycle trips each year. About 1.2 million Missouri adults and 700,000-800,000 Missouri children are regular bicyclists. 400,000 are avid bicyclists, cycling at least once per week in good-weather months. In St. Louis, up to 1.5% of people cycle to work each day. When Portland started their efforts to increase bicycle commuting, they were at .6%. Fifteen years later, with their own Greenways in place they are now at 6.4%.



Green Energy

There is a high demand for hybrid and electric vehicles, bicycles and any form of transportation that reduces our carbon footprint. By the year 2015, hybrid or all-electric vehicles will account for 3.4% of all light vehicle sales. Solar and wind power are on the rise. Wind power grew by 39% in 2009 alone (New York Times, 10/12/2010). This generation of citizens is becoming globally-conscious, educated by teachers as diverse as Al Gore and Dora the Explorer. The idea of being a good “global citizen” and caring for the environment is being taught in schools. Saving energy and fuel is increasingly important to people who never considered conservation and sustainability before.



Connection to Nature

The “over-virtualization” of society is causing a culture of kids who haven’t connected with the outdoors. The result is an increase in childhood obesity, an increase in prescribed anti-depressants and a decrease in the amount of unstructured outdoor play that hasn’t been counter-balanced by the increase in organized sports participation (Louv, *Last Child in the Woods*, 2008). A parental and educational backlash has turned into *The Children and Nature Movement*. Educators and parents want to connect children with nature, but they need good spaces.



Land Preservation and Utilization

A growing interest in land preservation and utilization is fueling local governments to look at their cities differently. Where cities once would have allowed development on every available acre, they are now understanding the link between green space and quality of life. The recent Ken Burns PBS series on Theodore Roosevelt and the National Parks has re-energized people about the treasures of land that has been “set aside” for future generations by people with forethought. In 2008, Congress passed a land conservation measure with tax incentives for land donations.



The Economy

The economic slowdown has people looking at their lives differently. They are doing less shopping, less traveling and they are spending less of their discretionary dollars on entertainment, looking for ways to save money. Families are finding cheaper ways to spend quality time together out of the house. Home entertainment spending was down 4.9% in 2009. Travel spending is down 5.6% and luxury items sales dropped 20%.

Knight Cities Report

The notes from the Knight Cities report said succinctly what is important to the economic health of regions. We kept this in mind when thinking through these messages:

“In today’s challenging economic climate, community leaders are seeking new ways to attract and retain people, develop prosperous economies, add intellectual capital, and create jobs.”

“Daily quality of life: an area’s physical beauty, opportunities for socializing, and a community’s openness to all people.”

“...the study also showed that the communities with the highest levels of attachment had the highest rates of gross domestic product growth.”



Regional Amenities

Quality of life improvements are increasingly important to the recruitment and retention of educated employees. Corporations and organizations, such as the RCGA, are looking for any type of amenity that will provide outsiders with a sign of vitality, growth and lifestyle improvement.

All of these reasons and many more lend credence to the need for Great Rivers Greenway and the lands they will develop and preserve.



Speaking to The Region About Our Purpose

Like any organization of regional significance, Great Rivers Greenway is many things to many different groups. Our Marketing Plan supports our purpose:

Making the St. Louis Region a Better Place to Live

It speaks to each of these groups about that purpose under the direction of our five supporting goals:



Connecting Communities and Neighborhoods



Preserving and Connecting People to Nature



Improving Economic Vitality



Providing Transportation Choices



Promoting Good Health



Our Target Groups

To effectively reach each target group, Great Rivers Greenway has developed marketing messages that will resonate and motivate that group to cooperative action. The Marketing plan takes into account a broad view of these target groups under these target headings.



Users



Local Businesses



Recreational Businesses



Local Corporations



Municipalities



Governmental Agencies



Health-Related Organizations



Educators and Parents



Users

It is nearly impossible to “sum up” the collective users of the Greenway. There is no “typical” user, nor would we want there to be a typical user. The Greenway is for every individual from every varied background, from 2 months — 100 years. Every race, color, gender and creed. All are welcome.

Messages for users include:



Communities and Neighborhoods

Greenways provide new ways for you to get to where you want to go. They will help you discover the history and uniqueness of St. Louis’ diverse communities and neighborhoods.



Nature

Connecting with nature is important and the Greenway is a perfect place to do it. While visiting the Greenways, you will gain a greater appreciation of the world you live in and you’ll find relaxation and a release from the daily stresses of living. Great Rivers Greenway is a local natural treasure that is ours to use and ours to protect.



Economic Vitality

Greenways improve the demand for properties that lie close to you. They improve the livability and the perceived quality of life for our region. They provide low-cost commuting options to many.



Transportation Choices

Greenways give you the option to walk or bike to the places you need to be. You can connect to public transportation or utilize an integrated network of on-road and off-road routes in your commute.



Enhancing Public Health

Great Rivers Greenway is helping you improve your health and your life by developing recreational trails for your use. Using Greenways will calm you. They are relaxing, safe places to get the exercise you need at the pace you choose. Greenways also promote clean air and clean water by creating spaces that keep our waterways free from debris and allow the growth of native foliage as well as the cultivation of organic foods.



Local Businesses and Community Groups

There are many small businesses and community groups that stand to gain from the improved access and the attraction that Greenways provide. No business or group is the same, but many of them share attributes that will benefit from hearing Great Rivers Greenway messages.

Messages for local businesses include:



Communities and Neighborhoods

Greenways connect your employees and customers to your businesses. They create a new sense of community between your business and local consumers.



Nature

Greenways will bring nature and a love of nature to your community. People will want to live, work and shop in your area.



Economic Vitality

Your business will benefit from increased bicycle and pedestrian traffic carried by those headed to and from the Greenway. You can improve your business by being bicycle/pedestrian friendly. Make your business a first stop, last stop or lunch break destination and together we'll enjoy increased Greenway usage.



Transportation Choices

Promoting Greenways in your business will help your community become pedestrian and bicycle friendly. Your business will benefit from increased pedestrian and bicycle traffic. Great Rivers Greenway would like to partner with you in bringing 'alternative' transportation into the mainstream.



Local Businesses (Recreational)

Bike shops, sporting goods stores, health food stores, tour companies and many other types of recreational businesses will benefit from Greenway development.

Messages for local recreational businesses include:



Nature

Greenways foster a love of nature and the outdoors that will translate into additional interest in your business through increased activity. Great Rivers Greenway wants to work with you to get people into the outdoors.



Economic Vitality

Great Rivers Greenway is creating and promoting the recreation space that will get people involved in the outdoors, driving up demand for your products. Your business can be a collaborator in making Greenways usable and accessible, and in actively promoting the Greenways.



Transportation Choices

Greenways are helping people leave their cars at home and opt for new methods of transportation. As collaborators, we can educate your target market about the benefits of bicycle commuting and how to do it safely.



Enhancing Public Health

A public interested in good health is a public that is interested in recreational products. Your business can help us educate the public about using Greenways as a part of a plan to get healthy.



Large Corporations and Organizations

Corporations are under pressure to compete. But they are finding that many of their competitive issues can be dealt with by improving the health of their employees, becoming globally-conscious, and by attracting good talent from outside of the area. Greenways intentionally answer these issues with real solutions.

Messages for large corporations include:



Communities and Neighborhoods

Greenways connect employees to your workplace, as well as make the region more attractive for employees and out-of-town clientele.



Nature

Greenways improve the quality of life for your employees by giving them a space to unwind in the outdoors. They will enjoy the peace and serenity of nature while releasing any work-related stress. We will give you materials to help get your employees interested in the Greenways.



Economic Vitality

Greenways make the region a more attractive place for students and young professionals to begin their careers, raise their families and plant their roots. Your employees and your prospective employees will be more interested in the region because Greenways exist. Active, healthy employees decrease your health-care burden, create a better, healthier workforce and send more money to your bottom line.



Transportation Choices

Employees who commute without a car are improving their health, helping the environment and saving you a parking space. Great Rivers Greenway will show you how encouraging these active employees will make your company a “green” leader...and attractive to more active, healthier talent.



Enhancing Public Health

Great Rivers Greenway recognizes that health care costs are on the rise for corporations. The crisis is forcing companies like yours to emphasize wellness. To help, we are creating pathways for employee exercise as well as providing your HR department with promotional materials for your corporate wellness programs.



Municipalities

In the St. Louis region, community improvement most often happens at the level of the municipality. Municipalities represent an interesting mix of cooperation and competitive spirit. Their involvement is essential in the creation of Greenways, but their participation is most felt when it comes time to promote them to their own residents.

Messages for municipalities include:



Communities and Neighborhoods

Your citizens and those from outside of your community enjoy greater accessibility to the businesses and attractions of your city. The people who currently live in your city will enjoy the Greenway as a local amenity — as important as any civic center or park you may already have.



Nature

Green space makes your community more attractive and livable. One of the reasons residents will come to live and want to stay in your area is the amount of natural green space that they have to explore.



Economic Vitality

Greenways will improve your citizen's perception of the place in which they live. The Greenway is a neighborhood asset. Great Rivers Greenway will work with you to market active greenways in your community to real estate agents and economic development organizations. Anecdotal evidence suggests that Greenways sustain and improve property values, stabilizing your tax base. Greenways make your community more attractive to businesses for relocation.



Transportation Choices

Great Rivers Greenway is helping bring your dream of a walkable, rideable, livable community to life. Bicycle and pedestrian trips save your roads and keep local residents eating and shopping closer to home.



Enhancing Public Health

The health and well being of your residents is important in determining their quality of life. Great Rivers Greenway is helping to improve your residents' health and their quality of life by giving them a place in your community where they can ride, run and walk their way to better health.



Governmental Agencies

Governmental agencies are in some ways too diverse to classify under one heading. For example, the Missouri Department of Transportation will view issues differently than Missouri State Parks. The National Institute of Health may have little in common with the RCGA, Metro or the Army Corps of Engineers. However, for consolidation's sake, all governmental agencies are potential collaborators in meeting Great Rivers Greenway's goals.

Messages for the governmental agencies include:



Communities and Neighborhoods

Development of Greenways demonstrates that we are unified in enjoying where we live, committed to celebrating our diversity and bound together to improve the quality of life for ourselves and for our children. Greenways make our region look connected and attractive for outsiders. The St. Louis region isn't dozens of municipalities, but one body of people.



Nature

Preserving the land and connecting with the land will make the region a cleaner, safer, more enjoyable place to live for generations. Collaborating with you, Great Rivers Greenway will integrate natural spaces into the natural flow of the community, while continuing to make St. Louis and surrounding regions a desirable and attractive place to live and work.



Economic Vitality

St. Louis needs to be seen as a major player — connected, vital, and continually improving. Great Rivers Greenway is creating pathways to a culture of vitality and positive change in St. Louis. Great Rivers Greenway wants to collaborate with you in promoting St. Louis as a destination for tourism AND as a permanent home for those who want a better quality of life. A successful Greenway (of the magnitude Great Rivers Greenway is building) will cause other cities to look at what we've done and want to emulate it.



Transportation Choices

Greenways relieve infrastructure stress and act as connectors to public transportation and the communities it supports. Great Rivers Greenway is a vital part of networking local transportation efforts to create more livable communities. Together, we can promote the benefits of bicycle and pedestrian commuting to increase acceptance and participation.



Enhancing Public Health

America's real health care crisis is that most medical costs are preventable through exercise, proper diet and healthy stress management. Great Rivers Greenway is giving the residents of our region the natural green spaces they need to run, walk, ride and relax. We are promoting the physical health benefits of outdoor recreation and the mental health benefits of regular contact with nature.



Health-Related Organizations



Health

Greenways are a great place to improve health and a spectacular place to host health-related events. Great Rivers Greenway will partner with your organization to promote cost-effective health-related programming (runs, rides, gardens, educational functions) on the Greenway.



Community Organizations



Connecting Community and Neighborhoods

You can use Greenways to help build a sense of community into your area. Greenways are great places to host Farmer's Markets, community events, history education events, and more.



Educators and Parents



Nature

Children need encounters with nature to help them connect with their world and interpret their role in it. You can help them cultivate a love for nature and shepherd them into a deeper understanding of their position as caretakers for future generations. Great Rivers Greenway will help you educate children by offering you an “outdoor classroom” and curriculum guides to get you started.

Aligning the Messages with the Goals

The following slides restate each target message under each goal that it supports.



Connecting Communities and Neighborhoods

Targeted Messages

Users

Greenways provide new ways for you to get to where you want to go. They will help you discover the history and uniqueness of St. Louis' diverse communities and neighborhoods.

Local Businesses + Groups

Greenways connect your employees and customers to your businesses. They create a new sense of community between your business and local consumers.

Large Corporations

Greenways connect employees to your workplace, as well as make the region more attractive for employees and out-of-town clientele.

Municipalities

Your citizens and those from outside of your community enjoy greater accessibility to the businesses and attractions of your city. The people who currently live in your city will enjoy the Greenway as a local amenity — as important as any civic center or park you may already have.

Governmental Agencies

Development of Greenways demonstrates that we are unified in enjoying where we live, committed to celebrating our diversity and bound together to improve the quality of life for ourselves and for our children. Greenways make our region look connected and attractive for outsiders. The St. Louis region isn't dozens of municipalities, but one body of people.



Preserving and Connecting People to Nature

Targeted Messages

Users

Connecting with nature is important and the Greenway is a perfect place to do it. While visiting the Greenways, you will gain a greater appreciation of the world you live in and you'll find relaxation and a release from the daily stresses of living. Great Rivers Greenway is a local natural treasure that is ours to use and ours to protect.

Educators and Parents

Children need encounters with nature to help them connect with their world and interpret their role in it. You can help them cultivate a love for nature and shepherd them into a deeper understanding of their position as caretakers for future generations. Great Rivers Greenway will help you educate children by offering you an “outdoor classroom” and curriculum guides to get you started.

Local Businesses (Recreational)

Greenways foster a love of nature and the outdoors that will translate into additional interest in your business through increased activity. Great Rivers Greenway wants to work with you to get people into the outdoors.

Large Corporations

Greenways improve the quality of life for your employees by giving them a space to unwind in the outdoors. They will enjoy the peace and serenity of nature while releasing any work-related stress. We will give you materials to help get your employees interested in the Greenways.

Municipalities

Green space makes your community more attractive and livable. One of the reasons residents will come to live and want to stay in your area is the amount of natural green space that they have to explore.

Governmental Agencies

Preserving the land and connecting with the land will make the region a cleaner, safer, more enjoyable place to live for generations. Collaborating with you, Great Rivers Greenway will integrate natural spaces into the natural flow of the community, while continuing to make St. Louis and surrounding regions a desirable and attractive place to live and work.



Improving Economic Vitality

Targeted Messages

Users

Greenways improve the demand for properties that lie close to them. They improve the livability and the perceived quality of life for our region. They provide low-cost commuting options to many.

Local Businesses (In close proximity to a Greenway)

Your business will benefit from increased bicycle and pedestrian traffic carried by those headed to and from the Greenway. You can improve your business by being bicycle/pedestrian friendly. Make your business a first stop, last stop or lunch break destination and together we'll enjoy increased Greenway usage.

Local Businesses (Recreation-based)

Great Rivers Greenway is creating and promoting the recreation space that will get people involved in the outdoors, driving up demand for your products. Your business can be a collaborator in making Greenways usable and accessible, and in actively promoting the Greenways.

Large Corporations

Greenways make the region a more attractive place for students and young professionals to begin their careers, raise their families and plant their roots. Your employees and your prospective employees will be more interested in the region because Greenways exist. Active, healthy employees decrease your health care burden, create a better, healthier workforce and send more money to your bottom line.

Municipalities

Greenways will improve your citizen's perception of the place in which they live. The Greenway is a neighborhood asset. Great Rivers Greenway will work with you to market active greenways in your community to real estate agents and economic development organizations. Anecdotal evidence suggests that Greenways sustain and improve property values, stabilizing your tax base. Greenways make your community more attractive to businesses for relocation.

Governmental Agencies

St. Louis needs to be seen as a major player — connected, vital, and continually improving. Great Rivers Greenway is creating pathways to a culture of vitality and positive change in St. Louis. Great Rivers Greenway wants to collaborate with you in promoting St. Louis as a destination for tourism AND as a permanent home for those who want a better quality of life. A successful Greenway (of the magnitude Great Rivers Greenway is building) will cause other cities to look at what we've done and want to emulate it.



Providing Transportation Choices

Targeted Messages

Users

Greenways give you the option to walk or bike to the places you need to be. You can connect to public transportation or utilize an integrated network of on-road and off-road routes in your commute.

Local Businesses (In close proximity to a Greenway)

Promoting Greenways in your business will help your community become pedestrian and bicycle friendly. Your business will benefit from increased pedestrian and bicycle traffic. Great Rivers Greenway would like to partner with you in bringing ‘alternative’ transportation into the mainstream.

Local Businesses (Recreation-based)

Greenways are helping people to leave their cars at home and opt for new methods of transportation. As collaborators, we can educate your target market about the benefits of bicycle commuting and how to do it safely.

Large Corporations

Employees who commute without a car are improving their health, helping the environment and saving you a parking space. Great Rivers Greenway will show you how encouraging these active employees will make your company a “green” leader...and attractive to more active, healthier talent.

Municipalities

Great Rivers Greenway is helping bring your dream of a walkable, rideable, livable community to life. Bicycle and pedestrian trips save your roads and keep local residents eating and shopping closer to home.

Transportation Organizations

Great Rivers Greenway will work with you to help facilitate more active use of public transportation in cooperation with bicycle and pedestrian commuting. Seek us out before you plan and we will contribute ideas and energy toward meeting our joint goals. By collaborating on our joint efforts, we vastly extend our scope and services for those who use us.

Governmental Agencies

Greenways relieve infrastructure stress and act as connectors to public transportation and the communities it supports. Great Rivers Greenway is a vital part of networking local transportation efforts to create more livable communities. Together, we can promote the benefits of bicycle and pedestrian commuting to increase acceptance and participation.



Promoting Good Health

Users

Great Rivers Greenway is helping you improve your health and your life by developing recreational trails for your use. Using Greenways will calm you. They are relaxing, safe places to get the exercise you need at the pace you choose. Greenways also promote clean air and clean water by creating spaces that keep our waterways free from debris and allow the growth of native foliage as well as the cultivation of organic foods.

Large Corporations

Great Rivers Greenway recognizes that health care costs are on the rise for corporations. To help, we are creating pathways for employee exercise as well as providing your HR department with promotional materials for your corporate wellness program.

Municipalities

The health and well-being of your residents is important in determining their quality of life. Great Rivers Greenway is helping to improve your residents' health and their quality of life by giving them a place in your community where they can ride, run and walk their way to better health.

Health-Related and Community Organizations

Greenways are a great place to improve health and a spectacular place to host health-related events. Great Rivers Greenway will partner with your organization to promote cost-effective, health-related programming (runs, rides, gardens, educational functions) on the Greenway.

Governmental Agencies

America's real health care crisis is that most medical costs are preventable through exercise, proper diet and healthy stress relief. Great Rivers Greenway is giving the residents of our region the spaces they need to run, walk, ride and relax. We are promoting the physical health benefits of outdoor recreation and the mental health benefits of regular contact with nature.



Making the St. Louis Region a Better Place to Live

Greenways are paths to a better quality of life and a brighter future.

They overcome geographic and cultural obstacles, connecting communities and neighborhoods. They connect people to nature and help to preserve it by fostering a greater appreciation of the great outdoors. Greenways foster good mental and physical health for the people of our region by giving them space in the outdoors specifically designed to allow for safe, fun exercise.

Greenways foster healthy businesses and community development. They make our region a well-connected, more vital place to live. Young professionals will want to come live and “plant their roots” here because Greenways will give them natural recreation and commuting options that are connected to where they live and work.

The benefits that the River Ring provide, are like a ring, truly endless.

Great Rivers Greenway is building a place of historical significance. It will be a lasting legacy for future generations and it will connect our regions’ people, organizations and businesses behind the common goal of making our St. Louis region a better place in which to live.

Exhibit B

Great Rivers Greenway Regional Plan Update

MAKING THE ST. LOUIS REGION A BETTER PLACE TO LIVE

BUILD

Strategy: Establish the backbone of the River Ring by completing and connecting existing greenways.

Strategy: Celebrate and interpret the historical, cultural and recreational attributes unique to every greenway.

Strategy: Nurture dialog and relationships with other public agencies, utilities, and private land owners to expedite greenway development.



PROMOTE

Strategy: Promote the River Ring regionally and nationally as a natural, cultural and community asset contributing to a high quality of life.

Strategy: Collaborate with regional partners to promote Great Rivers Greenway's role as an innovative organization and outstanding steward of public funds.



SUSTAIN

Strategy: Identify and create alternative funding strategies for capital projects and long-term sustainability of greenway infrastructure.

Strategy: Explore options for volunteer labor and maintenance for greenway partners.

Strategy: Measure the social, environmental and economic impact of greenway development in the River Ring.

CONNECTING COMMUNITIES AND NEIGHBORHOODS

BUILD

Strategy: Connect existing greenways to strengthen the River Ring.

Strategy: Complete projects in existing greenways that serve the greatest number of residents.



PROMOTE

Strategy: Promote the economic benefits that greenways provide to neighborhoods and communities.

Strategy: Develop marketing and outreach plans to increase the public's understanding and use of greenways.

Strategy: Partner with schools and youth-based organizations to promote use and appreciation of greenways.



SUSTAIN

Strategy: Cooperate and sponsor civic events and activities that create a stronger community identity and ownership of greenways.

Strategy: Create public-private partnerships for development, enhancement and maintenance within greenways

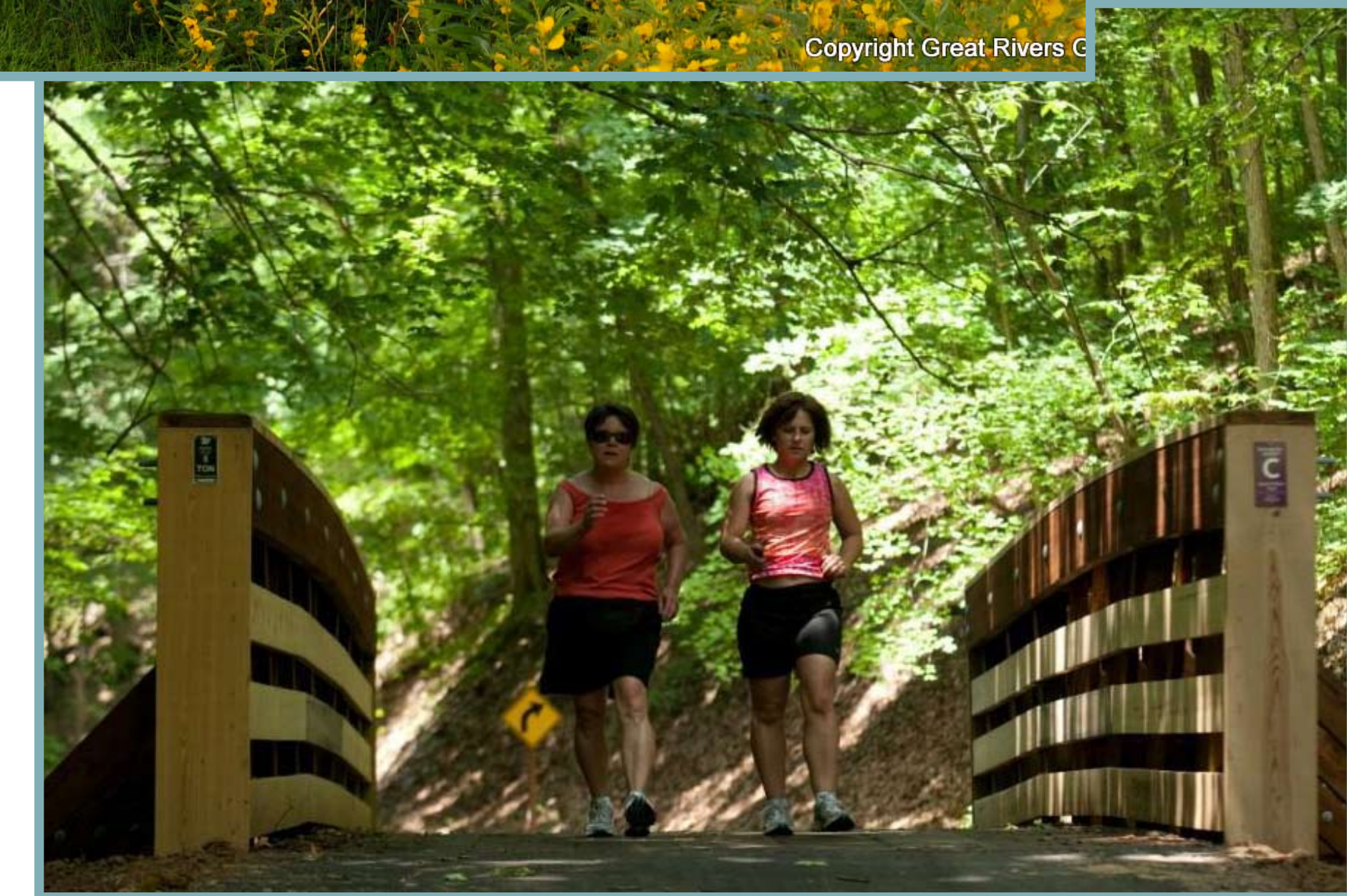
PRESERVING AND CONNECTING PEOPLE TO NATURE

BUILD

Strategy: Partner with other organizations to conserve environmentally sensitive lands, improve water and air quality and reduce flooding in existing greenways.

Strategy: Incorporate conservation practices or natural community restoration in greenways while improving access and connectivity to natural sites.

Strategy: Incorporate best management practices in sustainable design into greenway projects.



PROMOTE

Strategy: Collaborate in education and outreach activities that promote outdoor participation and appreciation of nature.

Strategy: Promote a public stewardship of the River Ring.



SUSTAIN

Strategy: Enhance and maintain natural communities in greenways through design and construction practices.

IMPROVING ECONOMIC VITALITY

BUILD

Strategy: Collaborate and partner with public and private entities to implement greenway projects that serve as economic catalysts for increased property values and tax revenues.

Strategy: Encourage reinvestment near greenways to revitalize and restore economically distressed neighborhoods and communities.



PROMOTE

Strategy: Encourage area convention and tourism organizations to include greenway facilities in marketing materials.

Strategy: Partner with economic development organizations and real estate agents to market greenways as a neighborhood and community asset.

Strategy: Partner with area colleges and universities to provide River Ring materials to current and prospective students, faculty and staff.



SUSTAIN

Strategy: Encourage partnerships to leverage resources to sustain the River Ring.

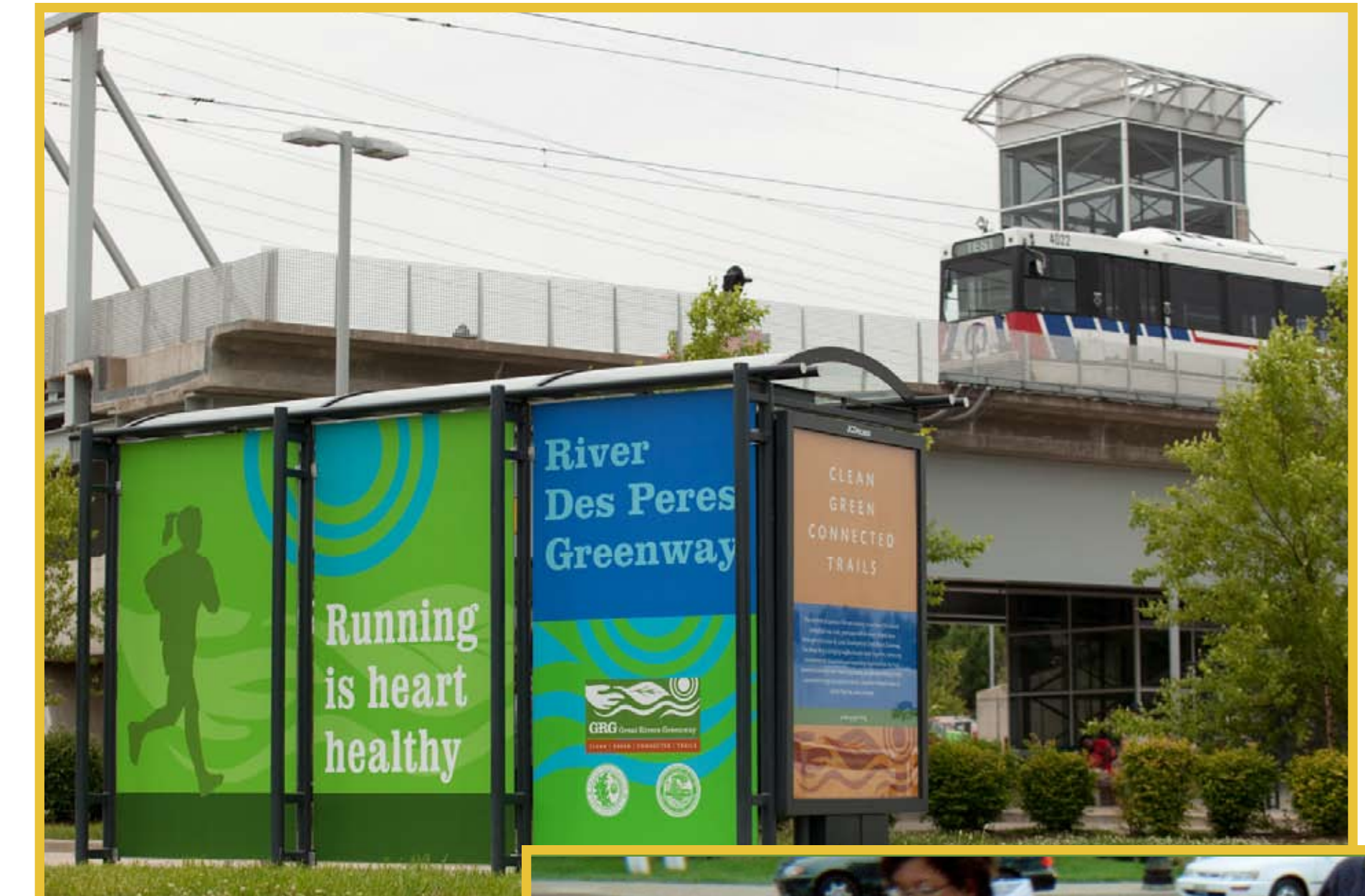
Strategy: Foster stakeholders commitment to improve the quality of public open space in greenways.

PROVIDING TRANSPORTATION CHOICES

BUILD

Strategy: Partner with public agencies to facilitate access between greenways and public transit and/or on-road bicycle and pedestrian facilities, to improve commuting options.

Strategy: Incorporate traffic calming strategies in greenway plans and projects for improved bicycle and pedestrian safety.



PROMOTE

Strategy: Promote health, environmental and economic benefits of bicycle and pedestrian commuting.

Strategy: Encourage increased public participation and acceptance of bicycle and pedestrian commuting.

Strategy: Promote connectivity between on-road and off-road bicycling networks.



SUSTAIN

Strategy: Partner with local agencies to develop model education programs for bicyclists, pedestrians and motorists

PROMOTING GOOD HEALTH

BUILD

Strategy: Provide safe and convenient greenway and trail access.

Strategy: Collaborate with community groups, public agencies and local produce suppliers for community gardens and farmers' markets on sites within existing greenways.



PROMOTE

Strategy: Promote activities and options for year-round exercise.

Strategy: Coordinate with partners to promote the health benefits of using greenways.

Strategy: Work in partnership with other organizations to promote fitness benefits of walking, riding and rolling.



SUSTAIN

Strategy: Support annual and seasonal recreational programming in greenways to encourage long-term healthy behaviors.