



INTRODUCTION

The first task of any transportation planning effort is to establish a baseline analysis—to measure, evaluate, and understand the starting point. All planning starts at this baseline and moves forward. The community engagement process is exactly like the technical analysis in that regard. In order to understand people’s views on what future transportation ought to offer, it is very important to understand how they experience the transportation system as it is now.

STUDY PURPOSE

The East-West Gateway Coordinating Council (EWGCC) is committed to “fully engage the community at the earliest stages of planning in all phases of...the new planning studies.” This commitment reflects EWGCC’s vision of how transportation can improve the quality of life in the St. Louis region and places the customer at the center of transportation decision-making.

The first phase of EWGCC’s planning process was the systems analysis, prepared in 1989, which identified potential corridor improvements for the region and set forth a schedule in which they would be addressed. First on the schedule were the Cross-County, St. Charles County, and St Clair County corridors, followed by the North, South, and West County corridors.

The second phase was the long-range plan, *Transportation Redefined*, published in 1994, which addresses the transportation systems from a regional perspective and is updated

every three years. In this document, the Northside, Southside, and Daniel Boone study areas were identified as MTIA corridors.

The third phase of the EWGCC planning process is the *Major Transportation Investment Analysis (MTIA)*. The purpose of the MTIA is to identify and analyze potential solutions to the transportation issues and problems in each study area. The commitment to fully engage the public in the process requires taking a close look at the community's perceptions, expectations, and real-life experiences with the existing transportation system of a given study area. For the Northside, Southside, and Daniel Boone (West County) study areas, the MTIA community engagement process will provide the guidance and direction for the technical planning and design activities that follow.



*MTIA – short for
Major
Transportation
Investment
Analysis*

OVERVIEW OF STUDIES

GOALS AND OBJECTIVES

The goal of these studies is to conduct a planning process that will identify transportation investment opportunities for the St. Louis region that will support regional and local values and meet the regional and local transportation needs of the 21st century. Understanding the goal of these studies requires understanding a number of important themes that were first expressed in *Transportation Redefined*:

- ◆ customer-based decision-making;
- ◆ system performance geared toward active participation in the global economy;
- ◆ decision-making based on careful evaluation of alternatives;
- ◆ cooperative problem solving;
- ◆ problem identification and resolution based on customer experience; and
- ◆ focus on outcomes, fiscal reality, and environmental responsibility.

The specific objective of the community engagement process is to establish a two-way communication process. Agency sponsors (East-West Gateway Coordinating Council, Missouri Department of Transportation, and Bi-State Agency) can educate and learn from the public, and the public can learn about the project and educate its sponsors about community goals, values, and preferences. Educating and informing the public early and throughout the process is very important to be sure that public agencies, opinion leaders, and other stakeholders understand the plan, so that they can discuss the options among themselves and with others.

The community engagement program must be flexible and dynamic and meet the needs of the citizens who want to be involved. It must reach out to people in their neighborhoods, community centers, places of worship, and public meeting halls. It must educate and inform, recognizing a variety of learning styles and communication techniques. Finally, it must be grounded in listening as well as in talking.

BACKGROUND

The MTIA studies are part of a larger transportation plan for the St. Louis region. As depicted in **Figure 1-1**, the plan began with a systems analysis in 1989, progressed to a long-range plan in 1994, and then moved to today's MTIA studies. At the conclusion of these studies, a series of preferred transportation alternatives will be identified. Some or all of these may progress to environmental assessment, fewer still to preparation of design and cost estimation.

SYSTEMS ANALYSIS

EWGCC conducted the first step, a systems analysis, in 1989. It examined the possibilities for developing a system of major transit capital improvements for the St. Louis metropolitan area. *St. Louis Systems Analysis for Major Transit Capital Investments* (the "Systems Analysis") analyzed nine transportation corridors that reflect primary commuting patterns within the region. The study examined each of the nine corridors for potential transit development and focused on potential alignments (routes), right-of-way, ridership, and capital and operating costs. Then, it recommended several corridors for further study, including the Cross-County (MTIA completed), St. Charles County, and St. Clair County corridors, and the three corridors that constitute the current effort: Northside, Daniel Boone, and Southside.

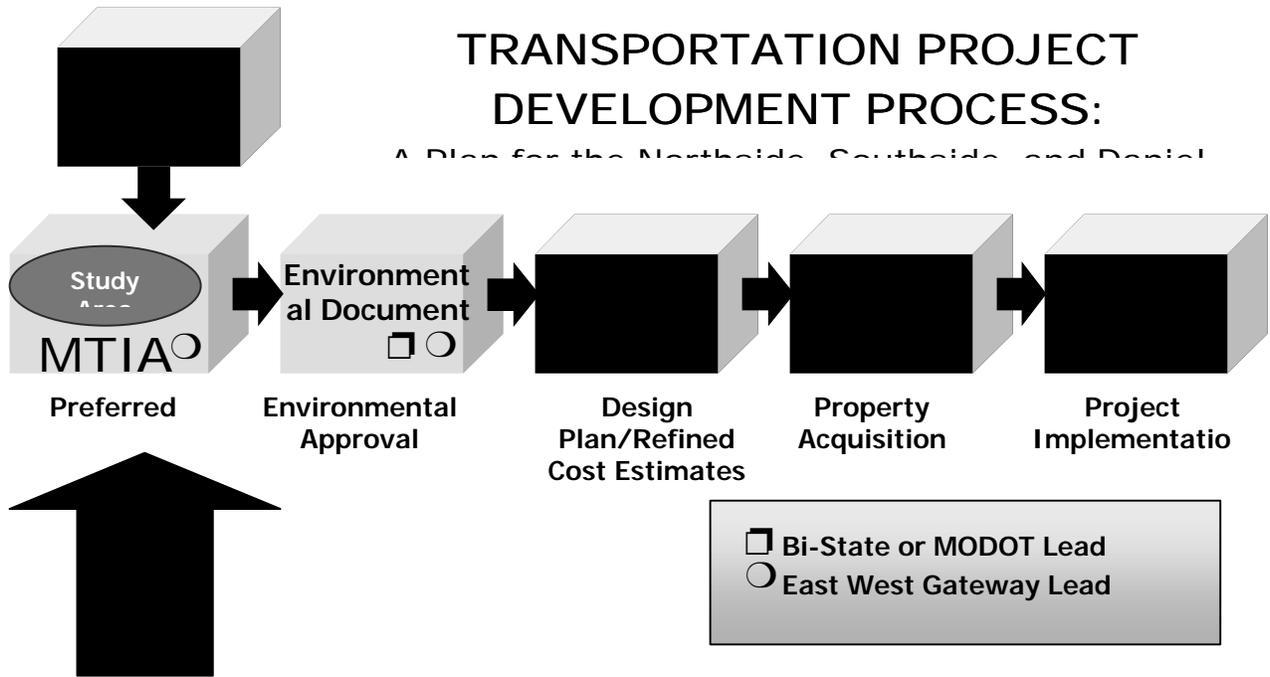
TRANSPORTATION REDEFINED

The second step of the planning process was publication in 1994 of *Transportation Redefined: A Plan for the Region's Future*. *Transportation Redefined* places the **customer** at the center of transportation decision-making in the St. Louis region. The report describes the goals and procedures to be used in developing projects that would become part of a series of updates between 1994 and 2015. In defining what the transportation system is and will become in the future (the plan is updated every three years), *Transportation Redefined* identifies the following themes that should set the tone for future transportation planning activity in the region:



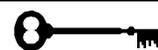
Customer – anyone who uses the transportation system.

**FIGURE 1-1. TRANSPORTATION PROJECT DEVELOPMENT PROCESS:
A PLAN FOR THE NORTHSIDE, SOUTHSIDE,
AND DANIEL BOONE STUDY AREAS**



- ◆ **Performance** of the region's multi-modal transportation system is the key to its ability to compete in the global economy;
- ◆ Decisions are made based on careful *evaluation of alternatives*;
- ◆ **Partnerships** are the foundation of *cooperative problem solving*;
- ◆ The planning process results *in solutions to identified problems experienced by the customers* of the system;
- ◆ Organize decision-making into functional parts by encompassed in the following *seven focus areas*:
 1. **Preservation of the existing infrastructure** (manage and maintain current roadway, bridge, transit, and intermodal assets);
 2. **Safety and security in travel** (decrease the risk of personal injury and property damage on, in, and around transportation facilities);
 3. **Congestion management** (ensure that congestion on the region's roadways does not reach levels that compromise economic competitiveness);
 4. **Access to opportunity** (address the complex mobility needs of persons living in low-income communities and persons with disabilities);
 5. **Sustainable development** (coordinate transportation, land use, economic development, environmental, quality, and community aesthetics);
 6. **Efficient movement of goods** (improve the movement of freight within and through the region by rail, water, air and surface transportation modes);
 7. **Resource conservation** (support air, water, land, and energy conservation objectives).

These seven focus areas were discussed in detail in each of the three study areas during the *stakeholder* interviews conducted in Fall 1998. As described in **Section 3**, the issues expressed by stakeholders were grouped together and discussed within the context of these seven issue areas wherever it was appropriate.



Stakeholder – anyone who has an interest or stake in the results of planning.

FIGURE 1-2. STEPS IN THE STUDY PROCESS

	Fall '98	Winter '99	Spring '99	Summer '99	Fall '99	Winter '00	Spring '00
Study is initiated							
M T I A study startup Interview stakeholders Identify problem areas Establish goals & objectives Establish context for each study area							
Develop initial set of alternatives Hold open houses in each M T I A Develop initial alternatives Develop evaluation criteria							
Screen for short list of alternatives Screen preliminary alternatives Establish reasonable alternatives Begin conceptual engineering							
Perform technical analysis & evaluation of alternatives Screen for final alternatives Begin study of environmental & social impacts Begin financial analysis							
Select locally preferred alternative Determine locally preferred alternative EWGCC Board selects preferred alternative							

MAJOR TRANSPORTATION INVESTMENT ANALYSIS

Unlike more traditional transportation investment studies, this innovative effort *begins with a community engagement process* designed to stimulate public interest in and elicit public comment on transportation needs and future regional transportation investment.

The current work examines three study areas: Northside, Daniel Boone, and Southside. This baseline analysis is the beginning of community engagement in those three study areas.

STUDY STARTUP

The startup of the baseline analysis included identifying community issues, interests, and process. The Howard/Stein-Hudson Associates (HSH) team reviewed prior experiences in the three study areas through review of written material, as well as meetings and discussions with individuals and organizations.

For the baseline analysis, HSH interviewed numerous stakeholders in each of the three study areas to gain a better understanding of how people feel about the current transportation system (streets, roadways, transit), how they use it, and how they feel about opportunities to change or improve the system. The interviews were tailored to the specific needs of each study area and within each study area, so the nature of the interviews, the types of people interviewed, and the focus of each interview varied appropriately. A listing of those interviewed for this paper is located in **Appendix A**.

STUDY SCHEDULE

The baseline analysis phase of the project began in October 1998 with background data collection, development of the interview questionnaire, and development of the stakeholder list. Stakeholder interviews were conducted in Fall 1998 to establish a baseline for understanding issues, problems, and process.

Community engagement sessions will be held in January 1999 to gather ideas from the public about what issues ought to be addressed in each study area.

Focus groups will be conducted in each study area in February 1999 with small groups of citizens. These citizens will provide descriptive information about their experiences with the regional and corridor transportation system. Their discussions will add to the study team's project understanding.

Draft evaluation criteria for MTIA alternatives will be developed in each study area during the month of February. The technical analysis team will draft the criteria, based on

information gathered in the community engagement sessions and focus groups. These criteria will be used to analyze how responsive MTIA alternatives are at addressing the identified problems.

POST-MTIA

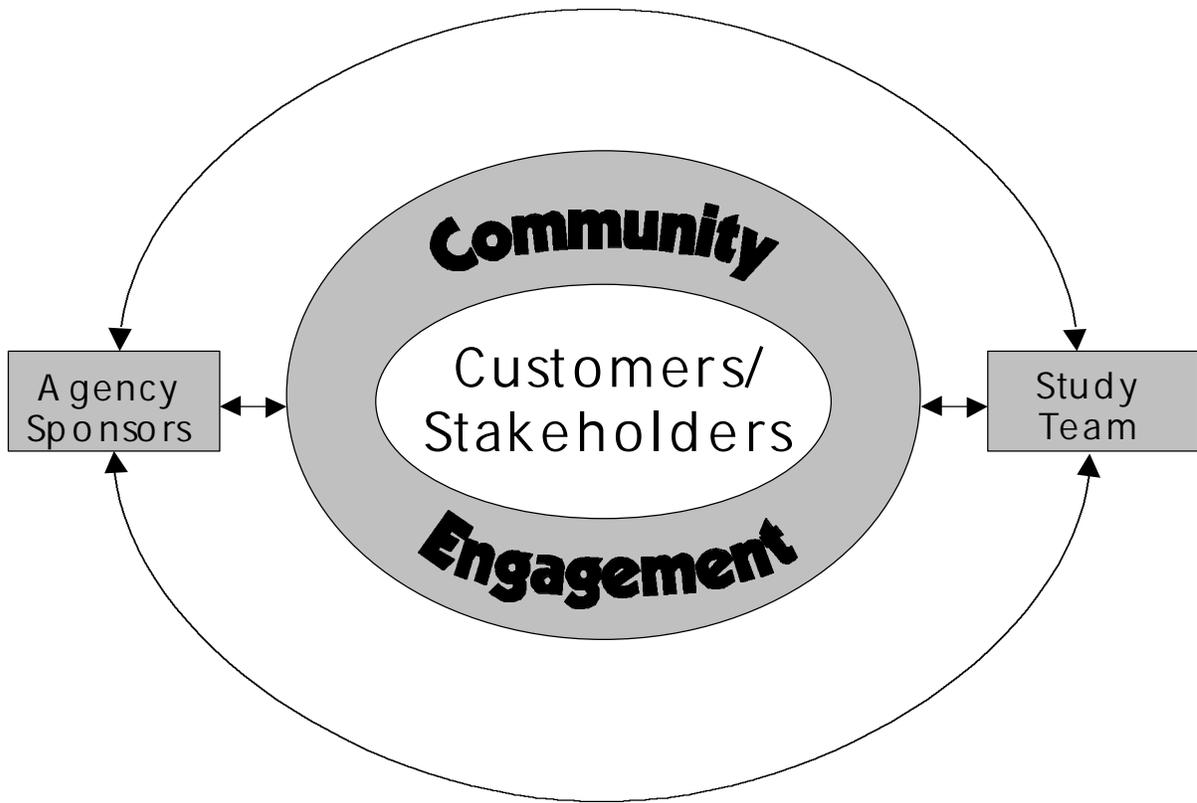
The ongoing transportation planning process for the region will continue to examine and update the needs of individual study areas in the context of the regional transportation system. (A *Transportation Redefined* update is currently underway.) As locally preferred alternatives are identified, decisions to move forward to future phases of development will be made, based on the needs of the individual study areas as well as their fit in the overall regional system.

Alternatives that do advance will next undergo a detailed environmental assessment. Once the assessment is complete and if it is approved, the alternative(s) become projects that move through design development, cost estimation, property acquisition (if required), and construction.

WHO THE PLAYERS ARE

A successful planning process is the result of effective working partnerships between study sponsors, the community, and the study team carrying out the community engagement and technical analysis. (The community engagement process is shown in **Figure 1-3**). The sponsors bring their agencies' responsibilities, goals, opportunities, constraints, and organizational mandates to the partnership. The community brings its goals, opportunities, constraints, transportation service needs, and related community efforts for land use and development, environmental quality, and protection of character. The study team brings its expertise in community engagement and an array of technical planning and engineering disciplines to the partnership, in order to conduct the analyses and develop plans that are responsive to sponsor and community desires.

FIGURE 1-3. COMMUNITY ENGAGEMENT PROCESS IN THE MTIA



AGENCY SPONSORS

The study sponsors include *East-West Gateway Coordinating Council (EWGCC)*, *Missouri Department of Transportation (MoDOT)*, and *Bi-State Development Agency* (St. Louis' regional transit authority).

The three sponsoring agencies formed the *Transportation Corridor Improvement Group (TCIG)*, to oversee all MTIAs, and to work together cooperatively, bringing the transit, roadway, and local planning perspectives together. By working together cooperatively the TCIG seeks to ensure a total transportation system, with all facets working toward a common goal: a strong, comprehensive transportation system.



COMMUNITY PARTNERS

Community partners include customers and other community members with an interest in the goals and results of the planning process. *Customers* include anyone who uses or potentially may use the transportation system. *Stakeholders* are a broader group of individuals and organizations that have a stake in the outcomes of the planning process. Examples of typical stakeholders are neighborhood associations, chambers of commerce, environmental and similar interest groups, elected and appointed public bodies, user groups, activity centers served by the region's network of transit and roads, those who live (or might live) alongside transportation facilities, and others. As the community engagement process unfolds, specific organizations and individuals like these, from each of the three study areas, will be sought out and involved in helping to define and assess the merits of possible transportation improvements. Communication and education efforts will also reach out to the wider community of users and stakeholders to keep them informed and encourage them to become actively involved.

STUDY TEAM

The study team consists of transportation planning specialists in a wide array of disciplines related to public involvement (*community engagement team*) and transportation engineering (*technical team*). Leading the overall effort is the public engagement team, which consists of specialists in implementing public engagement programs, developing materials geared to community members needs, conducting media outreach programs, and helping diverse community members to build informed consent around what they think is best for their area. The community engagement team also includes technical experts who will assist participants in understanding and interpreting

technical issues that emerge, so community members will be able to participate most effectively. Howard/Stein-Hudson Associates is the lead firm for the community engagement team.

Providing technical support are experts in such fields as transportation planning and engineering, specialists in roadways and various modes of public transit, noise and air quality analysts, transportation demand forecasters, economists, historic preservation specialists, people with expertise in transportation-related land use and urban design, transportation finance specialists, and others. Parsons Brinckerhoff is the lead firm for the technical team. The complete list of firms on the teams is included as **Appendix B**.

DECISION-MAKING

At various points in the planning process, important decisions are made about the best courses of action to address the transportation needs of the study areas. Some of these decision points occur within the MTIA process. Some have already occurred (such as the decision to examine possible major investments in the three study areas that are the subject of this work) and some occur after completion of the MTIAs.

Within the MTIAs, major milestones and decision points include:

- ◆ Establishing the purpose and need for possible improvements;
- ◆ Agreeing on goals, objectives, and evaluation criteria for assessing alternative improvements;
- ◆ Generating a broad list of possible improvements;
- ◆ Deciding on how to narrow that list to a smaller number of possible improvements; and
- ◆ Deciding on the locally preferred alternative(s) (which include the option of doing nothing) to move forward to any next stages of evaluation and design.

All of the players—sponsors, customers and stakeholders, and the study team—are involved in the decision making process, but they have different roles.

The ultimate responsibility for decision-making rests with the East-West Gateway Board. While internal decisions will be made by the sponsoring agencies, the Board will decide on the locally preferred alternative. The sponsoring agencies set transportation policies for the St. Louis region, develop and maintain the physical parts of the transportation system, and provide and improve transportation services to better meet customer needs. They also have financial responsibility for funding any subsequent work, such as developing engineering plans for a preferred alternative. The sponsors are responsible for offering the community meaningful ways to be involved in the development and assessment of alternatives and for seeking community members' preferences for their

area. They are also responsible for conducting an open, technically sound planning and evaluation process that includes a full range of options.

Customers and stakeholders are responsible for participating in the planning process in order to make their views, concerns, and preferences known. Some typical ways of participating include:

- ◆ taking part in open houses that frame what will be included in the analysis;
- ◆ participating in workshops and community meetings;
- ◆ learning about the planning process through local newspaper articles or newsletters and fliers;
- ◆ giving comments to staff or on the phone hotline or in letters;
- ◆ participating in focus groups;
- ◆ serving on committees or task forces; and
- ◆ similar public involvement opportunities.

Some participants who represent organizations as elected or appointed leaders, or even as informal opinion leaders in their community, are responsible for helping to inform and educate their members about the plans, and for relaying or representing the opinions of their members to the sponsors and the study team.

The partnership between participants and the study team is especially important during plan development. Here, open, two-way communication can help the community impress its goals and needs on the technical staff; and technical staff can help the community understand the goals, opportunities, and constraints under which they can develop a mix of possible improvements for both the community and decision makers to consider. The community engagement consultants are responsible for implementing a fair, open process that allows for this two-way exchange, that includes a full range of stakeholders, that gives participants equal access to the process and a “level playing field” to express their opinions. They also help ensure that their technical experts listen and respond to participants, communicate clearly and effectively so lay people can really understand the issues and choices, and give even-handed analysis and comment.

KEY MILESTONES

At key milestones and decision points, the participants' role is to tell decision-makers what they think about the options and their impacts, including any preferences about the decision-making process itself. It stands to reason that options that have broad public support within the community are more likely to be able to be built, and that the odds decrease when potential projects are highly controversial and lack the support of community members, taxpayers, and voters.

While community members do not make the decisions on what options to approve, if they participate effectively they have a powerful role in shaping the choices that ultimately reach the decision-makers. Community members can do this at several important milestones:

- ◆ An early one is formulating the scope of the plan—what problems and issues should be examined, what needs should be met, what issues are particularly important to examine, and what early ideas the community might have for specific improvements.
- ◆ Another important point of influence is in setting the criteria—the yardsticks—by which various options are assessed.
- ◆ Next is the development of alternatives and offering opinions on how to “mix and match” elements of options. Participants play a role in identifying promising options that should be looked at more closely, and in eliminating ones that have enough flaws or problems that they should not be studied further.
- ◆ At the end of the MTIA process, the community also voices its conclusions to decision makers about what alternative they think should be approved.

2

BASELINE AC- TIVITIES

The major baseline activity for the study team was conducting discussions with a sample of approximately sixty stakeholders and customers to develop an initial understanding of study area issues and concerns. In support of these discussions and to provide background information, the team reviewed documents related to the three study areas to gain insight into current and recent plans and compiled a list of key transportation projects in the areas.

The document and transportation project reviews were intended to give team members an overview of the transportation planning context that led to the present work, plus current plans and projects that might shape options for future investments in the study areas (see **Appendix C**). A more exhaustive review of all the relevant planning documents is being carried out by the technical team members, and that will serve as the foundation for the development and analysis of options for each study area. The technical team will also look more closely at related plans and projects, in terms of how they might interact with transportation improvement alternatives for the areas. For example, some are addressing transportation issues of a different scale than major investments; others might serve to reinforce one or another major investment option; some might pose constraints upon the options; and so forth. Ultimately, all the “pieces of the puzzle” need to fit together and make sense individually and regionally. These pieces include existing facilities, plans in various stages of implementation, the preferred options that result for each of the three study areas.

Discussions were held with approximately 20 stakeholders and in each study area. They were intended to give the team members a starting point for getting to know the study areas' constituencies and concerns. In effect, they gave a quick snapshot of the areas, and they set the stage for detailed development and tailoring of the community engagement program for each area. This work began in January 1999. The discussions were not intended to capture or represent the range of relevant stakeholder groups or topics of concern across each of the study area—that will be the goal and the essence of implementing the community engagement process.

DISCUSSIONS WITH STAKEHOLDERS AND CUSTOMERS

All of the initial discussions focused broadly on study area conditions and needs, participants' perceptions of issues and concerns related to transportation, and suggestions for how best to design and conduct the community engagement process to be most helpful for participants. Staff also stressed that the discussions were just the start of outreach, and they sought suggestions of other organizations and individuals whom they wished to include in the community engagement process.

Since each of the three areas is different—in its demographics, land uses and development patterns, community concerns, and transportation facilities and services—the discussions were tailored to each. To give quick examples, the Northside study area has more auto-less, transit-dependent households; this shapes customer needs and transportation options differently than areas with high auto use. The Daniel Boone study area has experienced the greatest amount of new development of activity centers in recent years—and this means concentrations of jobs and trips are focused around these areas, in contrast to more traditional orientation of trips toward central business districts. The Southside study area has the largest areas of unincorporated territory, without the extent of representation by municipal officials as in other areas. This means that the community engagement process will need to reach out to people in different ways to be sure they have the opportunity to be represented and involved.

In the following three sections, each study area is considered in turn. Since the areas differ, their respective content differs. There is no exact parallel structure for all three. In general, however, the summaries first present an overview of the area and its demographic, economic, and other features, plus related transportation planning efforts. This is followed by more qualitative information about community goals, needs, and concerns gleaned from the discussions and a summary of how that community might be effectively engaged in the planning process.

3

STUDY AREA PROFILES

INTRODUCTION

As discussed in **Section 2**, interviews were conducted in each of the three study areas, and those discussions provide a solid qualitative sense of each study area's community profile. Taken in the context of each community's individual characteristics, the information obtained offers a valuable level of familiarity with each study area's concerns about transportation issues.

These initial interviews do not reflect an entirely consistent approach across the region, because of some key differences among the study areas:

- ◆ In most cases, the Northside study area initial contacts represent grass roots organizations throughout the area. These organizations are crucial to the kind of broad involvement needed for good community input throughout the life of the study.
- ◆ The Daniel Boone study area communities function less around neighborhood organizations than around the municipal governments and special interest groups. Therefore, initial contacts included city and county officials, representatives from local chambers of commerce, non-profit associations, and large employers rather than citizen organizations.

- ◆ Reflecting the dual nature of the Southside study area, those initial interviews revolved around the elected and governmental structures of the five existing towns and around neighborhood and community organizations that work throughout the large unincorporated sections of the South County area.

What follows is a summary of what the study team heard in the interviews and what they learned through review of existing documents and studies. These snapshots describe the existing transportation systems, current land use and population trends, and each study area's transportation concerns and issues.

NORTHSIDE STUDY AREA

SNAPSHOT OF THE NORTHSIDE AREA

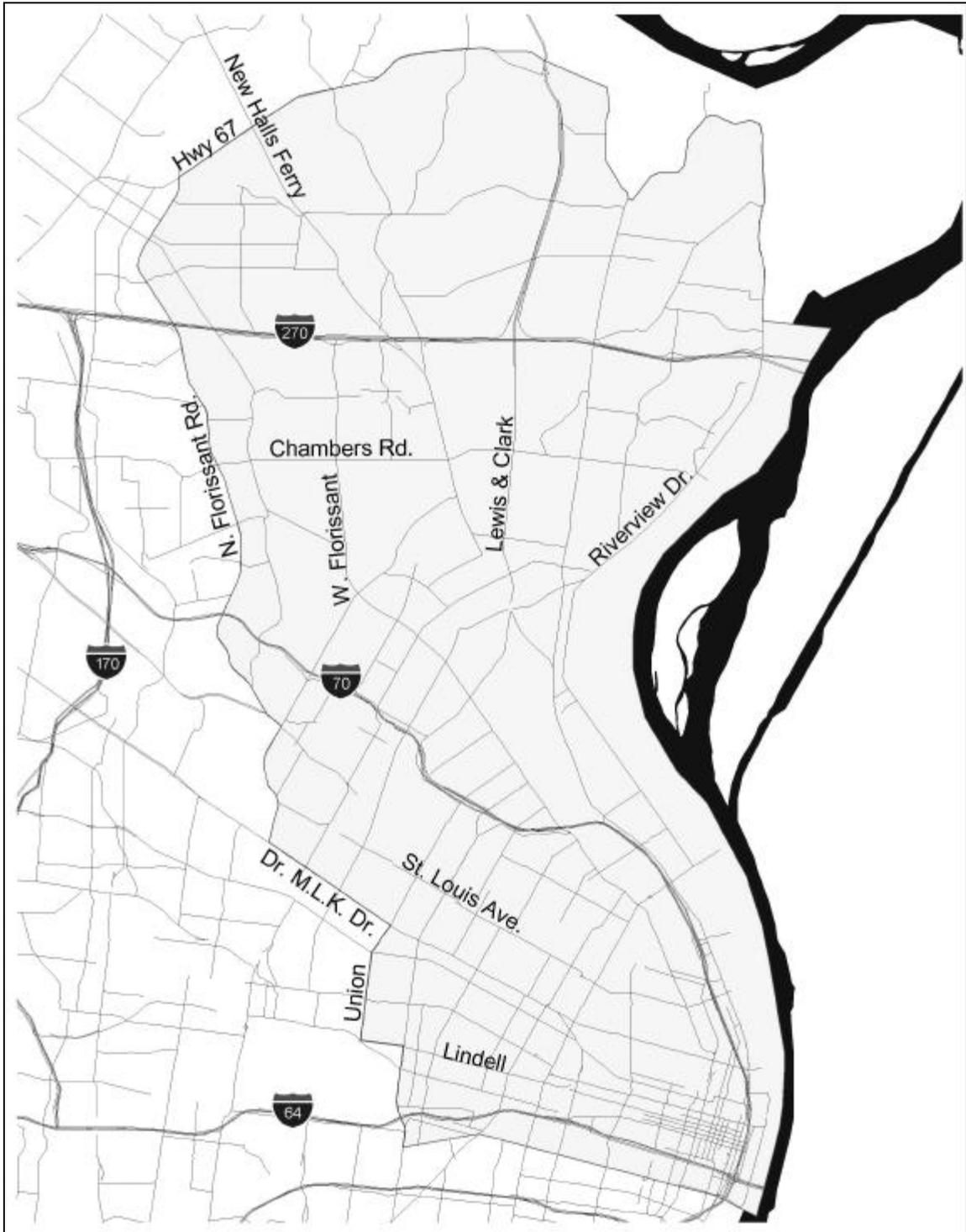
The Northside study area was initially identified in 1989 as a part of the systems analysis study. The regional long-range transportation plan, *Transportation Redefined*, identified the Northside corridor as warranting consideration for transportation improvements through the MTIA process. This decision resulted from *concerns about personal mobility* and the *need for sustainable development* in the area, as well as *concerns about motor vehicle safety* along the U.S. 67/Missouri 367 corridor.

BOUNDARIES

The Northside study area is a 77-square-mile area that includes both the northern part of St. Louis City and the northern part of St. Louis County. The study area comprises—either wholly or in part—27 municipalities, plus unincorporated portions of St. Louis County. As shown in **Figure 3-1**, major geographical features, highways, and railroad right-of-way define the boundaries of the Northside study area. The boundaries include:

- ◆ *Eastern boundary* — The Mississippi River and Columbia Bottom Road north of I-270.
- ◆ *Northern boundary* — Strodtman, Spanish Pond Road, and the Burlington Northern Railroad.
- ◆ *Western boundary* — Portions of Hwy 67 (Lindbergh Blvd.), New Florissant Road-South, Natural Bridge Road, Lucas-Hunt, St. Charles Rock Road/M.L. King Drive, Union Blvd., Lindell Blvd., and Kingshighway Blvd.
- ◆ *Southern boundary* — Manchester/Chouteau to the Mississippi River.

FIGURE 3-1 NORTHSIDE STUDY AREA



In addition to the unincorporated portions of St. Louis County, the study area includes wholly, or in part, the following municipalities:

- ◆ Bellfontaine
- ◆ Beverly Hills
- ◆ Black Jack
- ◆ Calverton Park
- ◆ Cool Valley
- ◆ Country Club Hills
- ◆ Dellwood
- ◆ Ferguson
- ◆ Flordell Hills
- ◆ Florissant
- ◆ Glen Echo Park
- ◆ Hillsdale
- ◆ Jennings
- ◆ Moline Acres
- ◆ Normandy
- ◆ Northwoods
- ◆ Norwood Court
- ◆ Pasadena Hills
- ◆ Pasadena Park
- ◆ Pine Lawn
- ◆ Riverview
- ◆ St. Louis City
- ◆ Uplands Park
- ◆ Velda City
- ◆ Velda Village Hills
- ◆ Wellston

EXISTING TRANSPORTATION SYSTEM

A review of the transportation system reinforces the fact that the region is very automobile-dependent. The Northside study area has a well-developed highway infrastructure of federal and state highways

The highway system in the study area includes the following:

- ◆ U.S. Highway 67 (Lindbergh Blvd.) and State Highway 367;
- ◆ I-64, I-70, and I-270;
- ◆ Page Blvd., Natural Bridge Road, Kingshighway Blvd., New Florissant Road;
- ◆ River crossings at the McKinley Bridge, Chain of Rocks Bridge (I-270), Martin Luther King Bridge, and the Poplar Street Bridge (I-55 and I-70).

Bi-State Development Agency provides weekday and weekend bus transit service throughout St. Louis City and County. Twenty-eight bus routes and seven express bus routes serve the study area. Nine of these routes also serve portions of the Southside study area. MetroLink service exists along the southern and western boundaries of the study area including those stations located in the Central Business District, the Grand Station, and the Central West End Station.

POPULATION

The 1990 population of the Northside study area was split nearly evenly between the City's 49.7 percent (168,204 people) and the County's 50.3 percent (170,335 people). The North City area has been in decline over the last 40 years. Additionally, North County also experienced a 6 percent decline between 1980 and 1990. The census data suggests two possible explanations for the population decline. In North City, the population decrease coincided with a decline in total households, indicating a move away from the City altogether. In the North County, the decline in the population was matched by a slight increase in the number of households. This trend in North County is consistent with trends nationwide toward smaller households in general.

The current population in the Northside tends to have a lower income, less education, and less access to automobiles than in the region as a whole. Within the North City section of the study area, nearly 37 percent of households had a yearly income of \$10,000 or less, and three out of every four households had an annual income of \$30,000 or less. In the City as a whole, the percentage of households with an income of less than \$10,000 was 28 percent. Income levels in North County were higher than North City, but still almost 50 percent of households had an annual income of less than \$30,000.

Compared with the North County portion of the study area and the entire region as a whole, the North City portion of the Northside study area fared poorly in terms of educational attainment. In North City, more than 40 percent of the population did not finish high school, and an additional 42 percent either finished high school or attended some college without obtaining a degree. The education levels in North County were somewhat higher than the levels found in North City. However, 25 percent did not finish high school, and an additional 53 percent finished high school or attended some college without obtaining a degree. What this means is that many Northside study area residents are qualified only for jobs that do not require high school diplomas or advanced degrees.

Census data also indicate that fewer automobiles are available to occupied housing units within the Northside study area than are available to the region as a whole. This is primarily due to the fact that in approximately 40 percent of all occupied housing units in the North City were without automobiles and, thus, were highly transit-dependent. This is a much larger percentage of homes without access to automobiles than in the entire City (29 percent), the region (11 percent), and the County portion of the study area (8.5 percent).

This combination of limited household income, a low level of education, and lack of access to automobiles, contributes to general lack of opportunity in the Northside study area. The mismatch of job skills and job opportunities and the shortage of entry-level, low-skill job opportunities are the most significant transportation issues facing the Northside study area.

LAND USE

Housing stock in the study area is predominantly old. Following the trend of a declining population, property abandonment has become a major issue in the North City and the inner ring of suburbs. The exception to this is along the northerly border of the study area, where some new subdivisions are being developed. Very little new investment has taken place in the North City in the past 30 years, although this is beginning to change. A number of major employment centers remain in the North County that are within or very near the Northside study area, including Emerson Electric, Ford Motor Company, Christian Hospitals, Lambert International Airport, Southwestern Bell, Boeing, and the Florissant Valley Campus of St. Louis Community College.

Development and redevelopment activities are underway in the study area, though not nearly to the extent as in other areas of the county. Within the North City, the Schnuck's Super Market and Walgreens Drug Store chains are building new stores. This is the first new commercial development in North City in some time. Similarly the Northland and River Road shopping areas, which are currently underutilized, have the potential for redevelopment. Furthermore, the two malls serve to some extent as hubs for Bi-State bus service. This presents the opportunity for creating mixed-use, multi-modal development. Industrial development is also taking place in North County as MoDOT is working with Bellefontaine Neighbors to develop a 200-acre industrial park on town and MoDOT land.

KEY COMMUNITY ISSUES AND TRANSPORTATION CONCERNS

Transportation, in and of itself, is not the most significant issue facing Northside residents. Rather, it is the need for better housing, more education, and better job opportunities that people struggle with every day. Transportation becomes an issue when it affects how people live their lives. Wherever it was appropriate, the issues expressed by stakeholders were grouped together and linked to the seven focus areas identified in *Transportation Redefined*. In our discussions with Northside stakeholders the following key transportation issues emerged:

- ◆ ***Access to opportunity***
 - Welfare reform and access to job opportunities
 - The auto-oriented transportation system — access to job opportunities and services are a major problem for people without access to an automobile.
 - The need for frequent and good-quality transit service (related to low levels of auto-ownership).
 - Desire for MetroLink service — The only MetroLink stations within the Northside study area are those located in the Central Business District.
 - The need for a north-south connection between the east-central portion of St. Louis City and County and the northerly section of the study area.

- ◆ ***Maintenance of the current roadway system***

- ◆ ***Public perception and self-image***

ACCESS TO OPPORTUNITY

Compared to the other study areas and the region as a whole, the Northside study area can be described as poorer and more transit-dependent, with less job growth. The study area, especially North City, has missed out on much of the growth and investment that

has taken place within the region. This problem is worsened by the fact that there are poor transportation connections between transit-dependent residents and the locations of jobs and services. Nearly everyone interviewed expressed the need for the transportation system to provide better access to opportunities and services.

Welfare Reform

The issue of better access to opportunities often coincided with discussions of welfare reform. Because the study area has such a large low-income population that is also transit-dependent, access to the transportation system becomes even more important. Stakeholders mentioned often that members of the low-skilled workforce, especially those who are transit-dependent, were unable to take advantage of employment opportunities because they couldn't get to the jobs for which they are qualified. Poor transportation service has become an impediment to getting people back to work.

Providing Better Access—MetroLink and Transit Service

Stakeholders frequently suggested MetroLink as a key means of providing better access to opportunities. This was expressed in one of two ways: the first by providing better bus feeder service to the existing alignment, and the second by building a new alignment to the Northside.

In the opinion of stakeholders, MetroLink does not serve the transit-dependent population on the Northside. As one individual stated, “the Northside was really left out of the process. There are only stations at the University of Missouri-St. Louis and on Delmar.” Others noted that the current alignment passes through the Central West End and bypasses North City (and County) altogether. At a minimum, stakeholders expressed the need for better bus connections between Northside communities and the existing MetroLink alignment. Several stakeholders felt that current stops such as Delmar, Hanley, and the Lambert Airport are too far away for residents in North City and County to reach without a car.

Stakeholders as a whole were eager to see MetroLink serve the Northside because of the need for better transit and the opportunities it can provide. In addition to bringing MetroLink to the Northside, stakeholders expressed the need to extend it to other areas where opportunities for housing, services, and jobs are taking place. Specifically mentioned were West County, St. Charles County, and the area beyond Lambert Airport.

Stakeholders generally were not satisfied with bus service. The two most commonly cited problems with the bus network were:

- ◆ There are no convenient connections between those who use transit and the activity centers. In North City, this means connections between residents and West County and other areas. One North County stakeholder mentioned that, in his area, some residents were operating *de facto* taxi services to their neighbors who did not have access to a car.
- ◆ Inadequate Bi-State bus service in off-peak hours. Off-peak frequency can be as great as one hour, making it difficult to get from one area to another. In the evening,

this becomes a safety issue as well, because potential riders are reluctant to wait a long time for a bus. Also, since both MetroLink and bus service have nightly shutdowns, potential users such as second- and third-shift workers may be able to get to their destination but not get home.

In addition, stakeholders noted that opportunities to provide students with after-school activities and to make schools active members of neighborhood communities are lost, in essence because of the commute children must make from their homes to schools that may be located in another section of the City.

There were also positive comments about bus service in the study area. One stakeholder praised bus service in the Grand Avenue area in and around St. Louis University and the MetroLink stop. The combination of good local bus service along the Grand Avenue corridor and MetroLink provides those area residents with a multi-modal system that doesn't exist elsewhere in the study area.

MAINTENANCE OF THE EXISTING SYSTEM

The issue of maintenance is of particular interest to North County stakeholders in terms of aesthetics and physical upkeep. First, many stakeholders feel that the Northside has been neglected in favor of other areas, particularly West County. In North County, stakeholders were frustrated that rights-of-way were not maintained (mowed), nor was any attention given to landscaping. Adding to stakeholder frustration was the fact that such aesthetics seemed to be addressed in West County. Many in North County are working to improve the image of the area, and the lack of overall highway maintenance hampers that effort. Second, and similar to the aesthetic issue, stakeholders interviewed were concerned that the existing system not be ignored and be properly maintained. They were not against expanding the current roadway system *per se*, as their expressed desire for a north-south connection would indicate. They were opposed to expansion, however, if it would siphon away resources that would otherwise be dedicated to the existing system.

PUBLIC PERCEPTION AND SELF-IMAGE

Northside stakeholders repeatedly expressed to the team that public perception of the study area is an ongoing concern.

Several ongoing activities are aimed at addressing the image problems experienced in the Northside study area. One particularly active effort is Image North County, a working group of economic developers and Chamber of Commerce executives from North County that is committed to a collaborative and unified plan of action to improve the area's image. Participants in this initiative include the Florissant Valley Chamber of Commerce, the City of Hazelwood, North County Inc., NorthWest Communities Chamber of Commerce, North County Chamber of Commerce, and the City of Florissant. This summer, Image North County facilitated a session with its members to discuss particular issues and generate action items for five issues: education, tourism, quality of life, transportation, and image perception. The top five action items for transportation included:

- ◆ Improve urban planning in North County;
- ◆ Improve coordination among the City of St. Louis, St. Louis County, and the North County communities;
- ◆ Conduct a Northside transit study;
- ◆ Hire a lobbyist to better communicate the interests of North County residents to County and State representatives; and
- ◆ Create more park-and-ride lots.

Image North County will continue to meet and develop plans for addressing these issues.

SUGGESTIONS FOR ENGAGING THE NORTHSIDE COMMUNITY

One of the primary messages that interviewees communicated to the team was the need to cast the MTIA study and the issue of transportation as an issue that permeates people's daily lives.

More than one interviewee suggested that, when discussing transportation with the public, the team encourage participants to look at transportation as a life issue. Better access to a multi-modal transportation system will enable residents to improve their daily lives by providing better access to opportunities—be it new jobs, sustainable development, or simply being able to travel to a doctor's office.

The need for a multi-modal transportation system was stressed repeatedly by stakeholders. Residents also explained to the team that residents need to understand that the

MTIA Community Engagement Baseline Report

MTIA process intends to evaluate several modes and that it is not limited to improving highway capacity. Stakeholders explained that the engagement process needed to discuss what “multi-modal” means and show how it is applicable to people’s daily lives. They felt that this type of dialogue has been missing in prior studies. In stressing the point, one stakeholder explained, “There’s been a lot of fancy talk, but the real deal is how does transportation affects our lives. How much money does it cost, where does the money come from, and who makes the decisions?”

Based on responses, one hurdle that the team may face is convincing the community that the community engagement process will in fact drive the technical work and deliver results based on their (citizens’) input. The hurdle, as explained by several interviewees, will be to overcome skepticism of the planning process in general and a lack of trust in East-West Gateway in particular. The lack of faith in the planning process has emerged from a lack of success in implementing previous plans and activities.

DANIEL BOONE STUDY AREA

SNAPSHOT OF THE DANIEL BOONE AREA

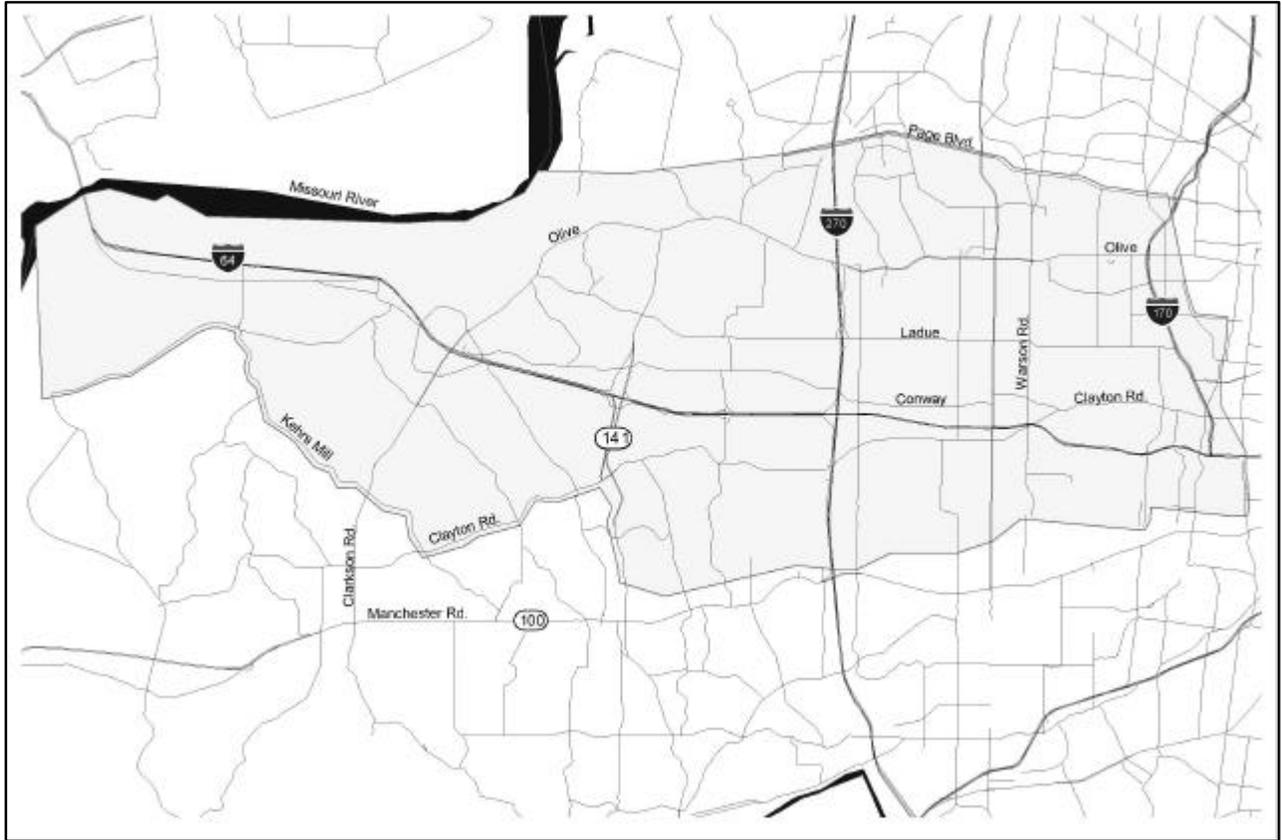
The 1989 systems analysis identified and analyzed the transportation needs of the West County corridor. In 1994, *Transportation Redefined*, identified the West County area as a candidate location for future major transportation investments *primarily due to mounting congestion in the corridor*. The current MTIA was initiated in September 1998 and will focus on east-west movement in this area by exploring a full range of transportation options to enhance mobility.

BOUNDARIES

As shown in **Figure 3-2**, The Daniel Boone study area covers 85 square miles and encompasses 22 municipalities. The heart of the study area is the U.S. 40/I-64 corridor and is generally defined as being bounded by the Missouri River on the West and extending just past I-170 to the east. Study boundaries follow census district lines and are, therefore, not easily defined by major roads or geographic characteristics on the north and south. The study boundaries include:

- ◆ ***Eastern boundary*** — The boundary follows census district lines a few miles east of I-170;
- ◆ ***Northern boundary*** — Page Avenue from approximately I-170 west to where Page ends near Bennington; the boundary then follows census district lines just north of Olive Boulevard west to the Missouri River;
- ◆ ***Western boundary*** — The Missouri River south to Route 109 then east to Wild Horse Creek Road; and
- ◆ ***Southern boundary*** — Route 109 east to Wild Horse Creek Road to Kehrs Mill Road, then south to Clayton Road until Clayton intersects with 141; the boundary then follows 141 south to a point somewhat north of Manchester Road, and again follows census district lines north of Manchester to a point just east of I-170.

FIGURE 3-2 DANIEL BOONE STUDY AREA



In addition to a small portion of the unincorporated territory to the north, the study area includes wholly, or in part, the following municipalities:

- ◆ Ballwin
- ◆ Brentwood
- ◆ Chesterfield
- ◆ Clarkson Valley
- ◆ Clayton
- ◆ Country Life Acres
- ◆ Creve Coeur
- ◆ Crystal Lake Park
- ◆ Des Peres
- ◆ Frontenac
- ◆ Huntleigh
- ◆ Kirkwood
- ◆ Ladue
- ◆ Manchester
- ◆ Maryland Heights
- ◆ Olivette
- ◆ Richmond Heights
- ◆ Rock Hill
- ◆ Town and Country
- ◆ Warson Woods
- ◆ Westwood
- ◆ Wildwood

EXISTING TRANSPORTATION SYSTEM

The Daniel Boone study area is heavily dependent on automobile use (1.9 vehicles per household according to the 1990 census). Bus service to the area is very limited, with routes concentrated in the central part of the study area, providing primarily north-south service. Of eleven routes serving the area, only one fully traverses the study area from east to west. No other public transit is available.

The existing transportation system (highway and rail), in the study area includes the following:

- ◆ U.S. Highway 40/I-64 (major east-west facility);
- ◆ I-270 (major north-south facility);
- ◆ I-170 (major north-south facility);
- ◆ Olive Boulevard (Route 340)/(Clarkson Road south of U.S. 40/I-64)/Page Avenue;
- ◆ Route 141; and
- ◆ Rock Island Rail Line

POPULATION

The Daniel Boone study area is characterized by a largely white, middle-aged, well-educated, affluent population. Many of those who reside in this area have already raised their families, with less than one-third of the population recorded as being under 18 years of age. Most of the residences in the study area are owner occupied, single family homes. According to the 1990 Census of Population and Housing and figures compiled by the St. Louis County Department of Planning, median value for these residences ranges from a low of \$77,000 to a high of \$500,000. The Daniel Boone Study Area

includes the wealthiest portion of St. Louis County with median household incomes averaging approximately \$72,000.

In the municipalities located within the Daniel Boone study area, population changes from the 1980 to the 1990 census vary from modest gains (5 percent) to significant losses (10 percent). Town and Country and Chesterfield were the two exceptions, reporting 45 and 36 percent increases respectively. Population growth for the County as a whole during this period was modest, averaging 2 percent.

LAND USE

Predominant land uses in the Daniel Boone study area consist of large-lot residential, institutions (schools and health care facilities), and premium office space. This is a densely developed corridor. Major investments continue to be made in the construction, remodeling and expansion of both private and public facilities. According to the 1998 St. Louis County Development Profile prepared by the St. Louis County Department of Planning, since the 1970s, the Daniel Boone study area has experienced a tremendous growth in housing units. Of the eight geographic areas that comprise St. Louis County, the Chesterfield Valley/Highway 40 area has the largest percentage of housing built in the 1970s, 1980s and 1990s, representing 21 percent of all such housing in the region. Between 1980 and 1990 the residential growth was concentrated in Chesterfield Valley, which experienced a 50.7 percent increase in housing units, and Town and Country which increased by 60 percent. Growth was equally strong in the surrounding communities of Ellisville and Clarkson Valley with 39.8 percent and 85.9 percent increases in housing units respectively during the same period.

In terms of commercial development, much of the St. Louis County's growth in the last ten years has been concentrated in the western portion of the County as businesses chose to relocate from St. Louis to the urban periphery. Large-scale, commercial development is particularly evident in Chesterfield Valley/Highway 40 area.

This area contains the highest percentage of office space (54 percent) of the eight county regions. The primary concentrations of development are located at Highway 40 and Clarkson Road and along the Highway 40 corridor between Mason Road and Timberlake Manor Parkway. Two of the most important large-scale planned developments in St. Louis County, Chesterfield Village and Maryville Centre, are also located in this area.

New development continues to take place within the study area. At present, new development of nearly one million square feet is either under construction or scheduled to start this year. This includes the Chesterfield Commons retail and office center (700,000 square feet) and the Chesterfield Grove mixed-use project (186,000 square feet). Additional development plans are being examined and a comprehensive master plan for the Valley is in the process of being finalized.

Large-scale development is also taking place in Creve Coeur. New development includes a 40-acre site at Olive and Warson Road for the Donald Danforth Plant Sciences Center and a proposed retail development on 80 acres north of Olive Boulevard and 170. The

Plant Sciences Center, a collaborative effort between Monsanto Co., the Missouri Botanical Garden, Washington University, the University of Missouri and the University of Illinois will be one of the world's largest and most advanced plant research facilities when completed. The proposed retail development north of Olive plans to include a Wal-Mart, Home Depot and a Sam's Club. In recent years, development in this area has been fairly evenly divided between retail and office space.

As the population and employment centers continue to move westward, and St. Charles begins to dominate the new housing market, the number of travelers either passing through the Daniel Boone Study Area to get to jobs further east or coming to the area for employment will probably increase. The increasing population in St. Charles County accounts for approximately 80 percent of the net growth in the region since 1990. The surge in population, coupled with the expansion of the employment base in the western portion of the County and the surrounding areas will have profound affects on the travel demands in the Daniel Boone study area.

KEY COMMUNITY ISSUES AND TRANSPORTATION CONCERNS

Three issues were raised repeatedly in stakeholder interviews in the Daniel Boone study area:

- ◆ the need to mitigate mounting congestion;
- ◆ access to a viable labor pool/access to opportunity and the need for improved transit service and amenities; and
- ◆ the need for improved pedestrian amenities to enhance safety, including sidewalks and bike lanes.

Traffic congestion due to land use patterns, increased development and the westward expansion of the region's population was the overriding concern of all the individuals interviewed.

Access to a viable labor pool/access to opportunity and how the lack of efficient public transportation affected the attraction of a primarily entry-level labor pool were mentioned frequently.

Pedestrian circulation and was also cited by several municipalities as an important issue, particularly in the context of safety.

CONGESTION MANAGEMENT

Predominant among the issues raised by stakeholders was traffic congestion. Due in large part to land use patterns, increased development in the western portion of the County, and the westward expansion of the population, demand is rapidly beginning to outpace the capacity of the existing road infrastructure.

The predominance of cul-de-sacs in this study area results in a lower-than-average number of through-streets. This land use pattern forces the majority of residents and those passing through the County onto arterial roads, resulting in major congestion. This can be seen on Clarkson Road which many motorists use as a cut-through to access U.S. 40/I-64. To address this issue, construction to improve U.S. 40 to interstate standards from Clarkson Road westward to I-70 in St. Charles County is already underway.

Traffic is further compounded by the construction of office buildings and retail complexes at several points along U.S. 40/I-64 west of Ballas Road to the Missouri River. As discussed earlier, much of this new development is concentrated in the Chesterfield Valley. Already, plans call for an additional interchange on U.S. 40 to service this area and to accommodate the proposed level of development.

In general, limited access to U.S. 40/I-64 is a concern. Particular reference was made to through-traffic on Clarkson Road, due to the limited access to U.S. 40/I-64 west of Clarkson. In a survey conducted by Attitude Research for the West County Chamber of Commerce in June 1997, half (51.3 percent) of those who drive on Clarkson Road every day said it was "difficult." Similarly, a County council member stated that 99 percent of his constituency complains of traffic congestion, particularly on Manchester Road, I-270, U.S. 40, and Clarkson Road. He felt that, with added capacity, traffic congestion does not seem to have lessened.

Congestion is also a major issue on Route 141. One City Manager spoke of his community's aversion to using Route 141 due to congestion. His sense is that this has effectively divided West County into West County and the "West, West County" with Route 141 acting as a barrier. Continuing improvements to Route 141 south of Clayton will eventually make it more of a regional facility beyond I-270, and traffic patterns may change as this project nears completion. Currently many motorists attempt to avoid Route 141 south of Clayton due to traffic delays as it approaches Manchester Road. A six lane overpass at Manchester is now under construction.

In Creve Coeur, the discussion of congestion primarily centered on the Olive Boulevard corridor. Olive serves as a major east-west arterial, providing access between I-270 and I-170 from a number of office, commercial, and residential sites in the City and surrounding area as well as access from I-270 west (Route 340) to U.S. 40. This corridor is heavily developed and currently operating at capacity throughout much of its length. Congestion in this region is a long-standing issue and was the subject of a corridor study conducted by East-West Gateway in 1992. Growth in the adjacent communities has been substantial since this study was conducted. For example, the proposed development of

80 acres north of Olive Boulevard and I-170 for retail use as well as the construction of Donald Danforth Plant Sciences Center at Olive Boulevard and Warson Road will further compound this problem. According to the Chamber, through-traffic from adjacent communities is increasingly becoming an issue as well.

In the last few years, congestion has become such a concern that the East-West Gateway Coordinating is currently conducting a West St. Louis County Traffic Study to specifically study north-south movement in the area between I-64 and I-44. While MoDOT continually monitors traffic flow and safety on its highways, a comprehensive examination of traffic movements for the entire area has not been made for many years. The new study is being undertaken to address existing and future traffic operating issues that have been raised by the communities.

This raises concerns about the impact of congestion on the quality of life, business activity, and future development of the community. Creve Coeur has been very active in its attempts to mitigate these effects, having established the first Transportation Management Organization (TMO) in the state of Missouri in conjunction with the City of Olivette. During its three-year tenure, the TMO worked with employers to reduce employee traffic through the use of ride-share, shuttle buses, and subsidized employee transit passes. The TMO was disbanded in July 1998.

The population's reliance on the automobile has also affected the need for large employers to provide adequate parking for its employees. A major medical center located in the study area revealed that the provision of parking for both employees and patients is increasingly a problem. As a result, several large employers have had to either expand their parking capacity or procure satellite parking to keep pace with demand. When asked why their employees relied so heavily on automobiles, employers cited lack of timely transit (many of these facilities have extended-hour needs), frequency of service, the need for employees to travel between facilities, and the lack of dining facilities within some complexes.

All this leads to the question of why, in the face of mounting congestion and the resultant irritation associated with driving under such conditions, do people choose to drive rather than use public transportation?

In the Daniel Boone study area, the reasons are three-fold: people's love of the automobile because of its perceived benefits in providing independence and ultimate flexibility; the lack of convenient public transportation; and the perception that public transportation is for those without other options.

ACCESS TO LABOR POOL/OPPORTUNITY/IMPROVED TRANSIT SERVICE

As mentioned earlier, the Daniel Boone study area is a very affluent area that in certain sections is undergoing a considerable amount of commercial and residential development. While communities have been successful in attracting new investment, a labor pool does not exist to adequately staff many of the new hotels, office complexes, and retail facilities. This is particularly apparent with regard to entry-level positions. The need to recruit such labor appears to be particularly acute in Chesterfield Valley.

Chesterfield Valley has recently undergone a wholesale revitalization. Large developments include a mixed-use office/hotel complex, a 700,000-square-foot retail and commercial development, a 105-acre recreational complex, and the proposed Dierberg Markets, Inc., 95,000-square-foot headquarters. Additional development includes a variety of new hotels, restaurants, and the continued development of the 1,350-acre Spirit of St. Louis Airport for aviation-related business.

Given this level of growth, the people interviewed indicated the lack of efficient mass transit as a major impediment to recruiting employees to the Valley. Limited bus service in the Daniel Boone study area means that transit is an option for very few commuters. The routes are limited in number, have infrequent service, and are oriented toward trips to downtown St. Louis. The lack of service westbound in the morning and eastbound in the evening poses significant challenges for employers relying on an outside labor force to staff entry-level jobs. It is particularly difficult for employers that require employees to work extended hours, such as health care, manufacturing, and hotel and restaurant facilities. In the interviews, however, stakeholders were realistic about the lead-time entailed in such a project if and when it is approved, and were open to exploring alternative transit options such as hub and spoke bus service from centrally located transit transfer centers.

In the short term, lack of entry-level service workers poses significant problems for the viability of a variety of local businesses. Restaurants, grocery stores, industrial manufacturers, and health care facilities have had difficulty attracting employees and have been forced to recruit from outlying areas. One representative from a local manufacturer estimated that, when his company relocated from Maryland Heights to Chesterfield Valley, it lost approximately 40 percent of its work force due to inadequate transit. Given the extended hours of some facilities and the need to attract an entry-level labor pool, provision of off-peak transit service is critical. In another example, a local hospital cited the lack of transit as an impediment to its ability to fill vacant positions and diversify employee demographics. As a 24-hour, seven-day-a-week regional facility, the hospital is adversely impacted in terms of its accessibility to both employees and patients due to inadequate transit service. To expand its labor pool, the hospital has begun to investigate setting up its own welfare-to-work transportation program with a nearby community.

In a 1997 survey commissioned by the West County Chamber of Commerce, West County business leaders cited “inadequate mass transit” as a “serious” problem. Three quarters (76 percent) viewed it as “serious.” Forty-one percent of business leaders surveyed responded “very to somewhat serious” to the statement “traffic conditions make it difficult for employees to reach their business.” Of the business leaders surveyed, 82.9 percent cited “great or moderate need for MetroLink service to West County.” Clearly improved public transportation is a priority for businesses both in terms of attracting and retaining both employees and customers.

It should be noted that, as part of the St. Louis Bridges to Work program, a pilot project was launched in Chesterfield Valley in 1997 to provide access to opportunity for low-income urban job seekers by partnering them with suburban employers. While this program has worked to provide enhanced connections between the urban labor force and suburban employers, the success of the venture has been limited given the perceived need.

Extended hours and additional bus service would potentially address these issues although potential ridership will need to be assessed. As development in the study area continues to expand, access to transit will play a significant role in an employer’s ability to attract and retain workers.

Beyond access to opportunity, interviewees were consistent in their comments that there exists a need for overall improvement in the level of transit services. Some felt that current services were not well marketed and hence underutilized. Most felt that services needed to be expanded in terms of areas served and frequency of service. Interviewees were also consistent in their comments about lack of transit amenities such as bus shelters and sidewalks to bus shelters/stops. Stakeholders also suggested transit centers where people know they will have a safe comfortable place to catch a bus or transfer.

In the context of needs for transit service to the study area, civic and business interests discussed the potential use of the existing Rock Island rail line to provide light-rail service to West County.

Traversing the northern boundary of the study area, the Rock Island Line runs west of Clayton through Chesterfield. Several civic and business leaders view use of this line as an opportunity to assure a labor pool for a growing number of jobs in the near term. Access to entertainment venues was also cited, with commuting being cited less often. One major employer whose employees travel frequently between facilities speculated on use of the line as a potential means of travel between facilities located in close proximity to the rail line.

Stakeholders felt that issues of how different technologies could be employed in the short term to connect with MetroLink deserve further consideration. It should be noted, however, that service via this line would be relatively slow due to its circuitous route.

PEDESTRIAN CIRCULATION AND SAFETY

Pedestrian circulation was also cited by several municipalities as an important issue, particularly in the context of safety. As portions of the study area undergo significant development and growth, the provision of sidewalks and trails along or parallel to key transportation routes will become increasingly important. Width of sidewalks and the quality of urban design that will incorporate these various elements were also viewed as important. Pedestrian safety is also a concern in heavily developed areas like Creve Coeur where traversing roads like Olive Boulevard can be difficult. While bike lanes and trails were referenced primarily for recreational use, cyclist safety was cited as a concern in a number of the interviews. How these trails link to local recreational areas and to the Katy Trail was also viewed as important.

SUGGESTIONS FOR ENGAGING THE DANIEL BOONE COMMUNITY

Within the context of access to a viable labor pool/access to opportunity, municipalities experiencing the greatest degree of economic development cited the need for a regional transportation system. Expectations for westward MetroLink expansion in municipalities experiencing rapid economic development and those plagued by mounting congestion are still high albeit realistic.

Heightened expectations generated by prior ballot initiatives regarding the expansion of MetroLink to the Daniel Boone study area have resulted in skepticism on the part of the voting public. Those interviewed felt that future tax initiatives to support the expansion of MetroLink would not be supported by constituents in the Daniel Boone study area unless funds are specifically allocated for a West County extension.

Confusion as to which agencies were involved and their role in decision-making process was expressed. How the current MTIA dovetails with prior studies was also an issue. Several cited their perception of the lack of a regional “plan” for a coordinated transportation system. A few interviewees questioned the proposed boundaries of the study area, some believing they should be extended further north to include Maryland Heights and others thinking it should be extended west across the Missouri River to encompass the growth taking place in that region.

Successful community engagement in this corridor will rely on a variety of factors. People will need to know how this study fits into the overall region, so that they are assured there is “a plan.” They will need to need to know who the players are and to understand their roles in decision-making and implementation.

Time frame and funding will also be issues. St. Louis County contributes a significant portion of revenue to the regional economy, and residents will want to know what they can expect in return. Prioritization of needs in relation to the North and South MTIAs will also be an issue.

If congestion and future economic development are to be effectively addressed, in this or any of the other study areas, the perception of the profile of the public transportation user must be redefined. The transit provided will also have to be comfortable, efficient and safe if people are to be expected to give up using their cars.

SOUTHSIDE STUDY AREA

SNAPSHOT OF THE SOUTHSIDE AREA

Like the Northside and Daniel Boone study areas described above, the Southside study area was first conceptualized in the systems analysis conducted in 1989 and designated for MTIA work in *Transportation Redefined*. The Southside study area was selected for further study *because of the traffic congestion in the study area*.

BOUNDARIES

The Southside study area covers approximately 84 square miles, 26 square miles in St. Louis City and 58 square miles in St. Louis County. In addition to unincorporated portions of St. Louis County, the study area includes either wholly or partially seven municipalities. As shown in **Figure 3-3**, generally, the boundaries for the Southside study area are defined by major geographical features. The boundaries include:

- ◆ *Eastern boundary* — The Mississippi River between I-64 and the Meramec River;
- ◆ *Northern boundary* — Kingshighway Boulevard, Forest Park Parkway, and then I-64/Highway 40;
- ◆ *Western boundary* — Begins at the Meramec River, follows Gravois Road to the northeast and Hampton Avenue north, and then proceeds for short stretches along Manchester Avenue, Macklind Avenue, I-64/Highway 40, and Kingshighway Boulevard to its intersection with Forest Park Parkway
- ◆ *Southern boundary* — The Meramec River between the Mississippi River and State Route 30 (Gravois Road)

In addition to the unincorporated portions of St. Louis County, the study area includes wholly, or in part, the following municipalities

- ◆ Bella Villa
- ◆ Green Park
- ◆ Lakeshire
- ◆ St. George
- ◆ St. Louis City
- ◆ Sunset Hills
- ◆ Wilbur Park.

FIGURE 3-3 SOUTHSIDE STUDY AREA



EXISTING TRANSPORTATION SYSTEM

The existing transportation system for the Southside area consists of interstate highways, bus services provided by the Bi-State Development Agency, freight rail service provided by the Burlington Northern and Union Pacific Railroads, and rail passenger service provided by Amtrak.

- ◆ Interstate 55 is the major north-south facility in the Southside study area.
- ◆ Other principal roadways include I-44, I-270/255, U.S. 61/67, MO 231, MO 267 Broadway, Gravois Road (MO 30), Tesson Ferry Road (MO 21), Arsenal Street, Kingshighway Blvd., Grand Blvd., and Morganford Road.
- ◆ Interstate U.S. 40/I-64 is the major east-west facility.
- ◆ River crossings at Jefferson Barracks (I-255), Poplar Street Bridge (I-55, I-64, and I-70), Meramec River on I-55

The Bi-State Development Agency provides weekday and weekend bus transit services throughout St. Louis City and St. Louis County. The following Southside communities and areas are served by existing transit:

- ◆ Affton
- ◆ Bella Villa
- ◆ Grantwood Village
- ◆ Lakeshire
- ◆ Lakeville
- ◆ Lemay
- ◆ Marlborough
- ◆ Mehlville
- ◆ Shrewsbury
- ◆ St. George

Twelve bus routes and thirteen express bus routes serve these areas. Nine additional routes serve both the Southside and the Northside areas.

Two railroads operate in the Southside study area—the Union Pacific and the Burlington Northern. One segment of the Union Pacific offers passenger service over part of the line. The Burlington Northern part of the line does not offer any passenger service.

POPULATION

Population changes in the Southside study area from 1980 to 1990 reflect patterns found elsewhere in the region: a loss of population in the most urban parts of the study area and significant growth in the parts of the study area furthest from downtown. The population in the Southside study area as a whole declined 4percent from 1980 to 1990. Within the South City area, population declined over 9 percent but increased in the South County portion by just over 2 percent. Residents have been leaving the outer core suburbs of the City of St. Louis and moving to Far South County.

Similar to the overall City population, the number of households in the City portion of the study area diminished from 80,645 in 1980 to 76,157 households in 1990. The number of

households in the County portion of the study area increased during the same time period from 47,241 to 53,592 households. Changes in population and number of households vary between the City and County portions of the study area. In the County, on average, the dramatic increase in the number of households without the dramatic increases in population indicates the “empty-nest syndrome.” Older residents are choosing to stay in their homes, while their grown children move to other places.

In the South City area, another aspect of population loss is occurring: property abandonment. Areas exhibiting an absolute loss of population and households roughly indicate areas of residential abandonment between 1980 and 1990. While commercial abandonment has not necessarily followed, many businesses along major arterials and in certain neighborhoods are closed or boarded up.

The study area population lives in households of vastly different income levels. In 1990, about 23 percent of the households in the City portion of the study area had an annual income of less than \$10,000, while 11.9 percent had an annual income of more than \$50,000. In the County portion of the study, about 6.8 percent of households had an annual income of less than \$10,000 while 32.6 percent of households had an annual income of more than \$50,000. While the income levels vary greatly, it is evident from these figures that the majority of Southside residents are middle-class.

LAND USE

The Southside study area extends through a number of communities that feature a variety of land uses. The Southside study area begins in the southern portion of St. Louis City and passes through industrial and residential areas. It then extends through a number of older suburban communities in St. Louis County, including Bella Villa, Green Park, Lakeshire, St. George, Sunset Hills, and Wilbur Park, and then passes through a large area of unincorporated St. Louis County.

The existing land uses in the northern portion of the corridor vary from mixed industrial, commercial, and residential uses within the City of St. Louis to suburban residential development in St. Louis County.

In most areas, the study corridor passes through areas with an established population and employment base, though the density of both decreases as the corridor extends to the south. It contains various major activity centers where transportation improvements could enhance economic development, create transportation hubs, and promote neighborhood preservation.

The Southside also contains a number of areas that are viable for new commercial/ retail development or redevelopment of underutilized land. Any changes resulting from transportation improvements would probably tend to be localized, though in some cases local changes could trigger additional development in the study area.

The Southside community is relatively stable in terms of land use, compared with the rapid growth occurring in the Daniel Boone study area and the sense of overall decline noted in the Northside study area.

KEY COMMUNITY ISSUES AND TRANSPORTATION CONCERNS

Various studies of the South County corridor in recent years have examined land use and transportation, historical landmark designation, environmental issues, and local economic development. Some are formal studies, and others are informal neighborhood surveys. Many have occurred within unincorporated areas of the corridor. A list of studies is provided in **Appendix C**.

Several transportation issues were identified by interviewees in the Southside study area that coincide with seven issue areas identified in *Transportation Redefined*.

◆ Access to Opportunity

- Mobility and/or access limitations in substantial portions of the South City and Near South County portions of the study area;
- Dramatic and continued loss of residential population in the City of St. Louis and Near South County;
- Loss of employment opportunities in both the City and County of St. Louis, resulting in people living far from places of employment; and
- Public transportation's inability to meet the transportation needs of the Southside corridor.

◆ Congestion Management

- Traffic congestion in certain locations during weekday commuting hours on I-270/255 and I-55.

◆ Resource Conservation and Preservation of Existing Infrastructure

ACCESS TO OPPORTUNITY

Stakeholder interviews revealed that mobility and access limitations, particularly in the southeast portion of the study area, mean that people have difficulty getting to their jobs, and freight deliveries are long and circuitous. There are a limited number of north-south connections and fewer east-west connections in the corridor. Another transportation issue in the Southside area is the lack of transit for many of the unincorporated areas in South County.

Access issues were raised for certain parts of the County. Access to jobs and downtown St. Louis was stressed, as were better east-west travel options for communities such as Oakville. While transit may serve the outlying areas, there is not enough frequency to use it for commuting. Also, even within the City limits, bus service does not address second and third shifts.

CONGESTION MANAGEMENT

Congestion affects the study area as a whole, particularly during peak hours on interstate highways and certain other major arterials. Traffic delays occurring in the northbound direction on I-55 and State Route 231 south of I-255 each weekday morning (and on I-55 southbound in the evening) result from commuters traveling to and from work primarily in the City of St. Louis. These observations made during the interviews were documented in a 1996 assessment of traffic congestion.

The Southside study area is very auto-dependent. Local congestion was noted briefly on Highways 40, 64, and I-70. In some areas of the County, due to a lack of transit service, no option other than auto use is available. Residents perceived the transit that is available as satisfactory; however, use of the system is very low in the area.

RESOURCE CONSERVATION AND PRESERVATION OF EXISTING INFRASTRUCTURE

Many stakeholders in the Southside study area expressed the view that transportation problems should be viewed in a regional context. By using resources wisely and preserving existing infrastructure, problems in specific study areas could be solved using resources already at hand. Maintaining a state of good repair for the existing infrastructure was emphasized. Many interviewees stressed repairing what exists before building new highways, bridges, overpasses, or intersections.

Many issues raised during the interviews in the Southside area related to urban sprawl and the “concrete-as-usual” that seems to govern transportation planning in the area. A majority of the interviews were held immediately after the Page Avenue Extension vote that approved the construction of a six-lane bridge from St. Louis County to St. Charles County. While the extension will not occur in the Southside Study area, many of those interviewed feared that uncontrolled sprawl could hurt the Southside area in the future. Many expressed the desire to stem the flow of population to St. Charles County and requested that the focus of St. Louis City and County officials be on revitalizing the area.

The residents interviewed understood the extent to which this MTIA was being conducted. Many stakeholders stressed the importance of viewing the area as a region, with overlapping interests and concerns. Transportation problems need regional solutions. There was a consensus that the City and County of St. Louis have to work together with the smaller municipalities, other counties, and the State of Missouri to entice people back to the area to live and to work.

Residents have a sophisticated understanding of using a multi-modal transportation system to not only link South County to Downtown St. Louis, but also to bring Southside area residents to the arena, work sites outside of Downtown, and special events in the outlying areas. Park-and-ride lots were mentioned as an important feature for any MetroLink expansion, since most residents already have and use their car as their primary mode of transportation. The creation of transportation hubs was appealing. Southside residents encouraged the establishment of hubs, which would allow them to board a bus in the Southside study area to become connected to a comprehensive transportation network serving the region. Bus feeder service to MetroLink was another popular suggestion.

Neighborhood preservation was a theme running through most of the Southside study area interviews. Preservation or revitalization efforts are strong in connection with community building and neighborhood improvements. Emphasis should be placed on reinvesting within the City through economic development grants, creating destinations within the outer suburbs and establishing transportation opportunities in those areas. Transportation can be effectively used to assist in this effort. The location of MetroLink stations can help revitalize a neighborhood.

Air quality was an issue raised repeatedly because of the EPA standards that St. Louis is struggling to meet. More cars lead to more air pollution. There was a consensus that it is imperative to limit the number of cars on the road. Stakeholders noted that public health is an issue directly connected to the air quality in the area.

All stakeholders interviewed looked favorably to MetroLink. Some of those interviewed were in favor of a MetroLink extension but were concerned about existing neighborhoods. Because the Southside study area is primarily built out, it would be a challenge to construct any new light rail service.

There is strong opposition to any additional taxes to pay for transportation improvements. The feeling among South County residents is that it has been overlooked historically because it is unincorporated.

Interviewees in the Southside study area observed that issues of poverty and race must be part of the study. The profile of public transportation users is misconceived and incorrectly stereotyped. Many in the Southside area stated that more funding should be dedicated to those areas where public transportation is most likely to be used.

Interviewees stated that the whole mindset of St. Louis City and County residents would have to be changed to make public transportation attractive to drivers and to inform them that Metrolink is one part of an overall transportation network.

SUGGESTIONS FOR ENGAGING THE SOUTHSIDE STUDY AREA COMMUNITY

The Southside study area is unique because it consists of a South City portion and a County portion that have different needs. The South City portion of the study area is in need of revitalization in neighborhoods and local businesses. The empty-nest syndrome and residential abandonment have left the population levels low. The housing stock, while older, is still intact.

The overriding message from interviewees in the Southside corridor revolved around what community members see as the need on one hand for transportation improvements to support the study area's growing neighborhood stabilization need and on the other hand for improvements to spur economic development opportunities. An overarching theme surrounding these messages is that most Southside residents and workers feel the existing transportation system is not so bad. People feel well-served by the highway system, speak consistently about a need for improved north-south access, and would like more bus service in the southern unincorporated areas, although those interviewed understood the economic reality of initiating service for relatively low ridership.

Future planning in the Southside will require different solutions for different parts of the study area. Different strategies will be required for the South City neighborhoods, as opposed to South County. In the South City area, transportation options will be viewed as tools for economic development. Creating transportation hubs, locating MetroLink stations in certain areas or creating smaller transportation corridors along local business developments will be popular. In the South County area, transportation options will have to be portrayed as very attractive to get people out of their cars.

There is an inherent challenge in engaging communities that, for the most part, are satisfied with the existing system. The community engagement team will need to "piggy back" onto existing elected official, organization, and association meetings because stand-alone gatherings may not generate enough attendance. The study team will need to use techniques that educate all community members about the importance of their participation as they assist in the study's outcome.

4

COMMUNITY ENGAGEMENT PROCESS

The community engagement process will afford St. Louis area residents an opportunity to express their concerns and have a continued dialogue throughout the planning process. It will make possible a planning and decision-making process that reflects the values of the communities in each study area. This collaborative approach is geared toward improving the quality of life in each study area in ways most appropriate to that area's needs. By incorporating proactive community engagement in the planning process, stakeholders, customers, and residents will be able to express ideas and concerns and provide input into the transportation system plan *before* engineering and design begin.

In a reversal of more traditional approaches to transportation planning, the community engagement process is the touchstone that will guide the technical work for the three MTIA study areas. Several underlying principles must be followed to effectively engage the public and actively involve the community in the complex and important transportation investment plans and decisions that will be made in the three MTIA study areas. These key principles are:

- ◆ The community engagement process leads and guides the technical analysis, including the design of the community engagement plan;

- ◆ Consult with the community early and throughout the transportation planning process;
- ◆ Establish and clearly state roles and responsibilities of the community in the MTIA process;
- ◆ Get early agreement on the ground rules for the MTIAs, including goals and criteria for success;
- ◆ Use a variety of techniques to inform, educate, and involve a full range of stakeholders and customers;
- ◆ Track and test public opinion; and
- ◆ Be flexible and responsive in adjusting the community engagement process to better meet community goals and needs.

COMMUNITY ENGAGEMENT IN THE MTIA PROCESS

The purpose of the community engagement process is to inform, educate, and involve the community in input to decision-making. This includes the design and development of a community engagement plan and the development of an MTIA in each study area. The purpose of the MTIAs is to identify the transportation problems and needs in each study area, develop goals and objectives and evaluation criteria for potential solutions, and then to identify a wide range of potential alternative solutions.

Alternatives will be based on a multi-modal look at each study area. This means that all modes of transportation will be examined—roadway, pedestrian, and bicycle, as well as transit (both bus and rail). These alternatives will be narrowed down to one or more locally preferred alternative(s) in each study area to be recommended to the EWGCC Board of Directors, which will make the final decision.

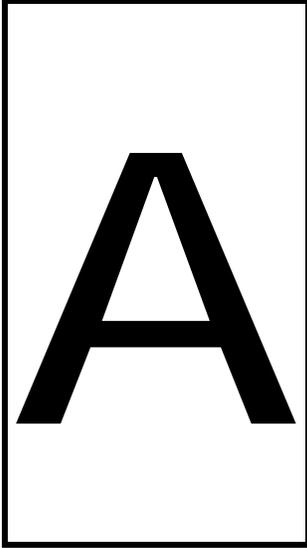
All of these elements of the MTIAs will be undertaken with the community in a variety of activities designed to help them understand the kinds of technical analyses that are required and how the analyses are applied in the development of transportation alternatives. The community engagement team includes technical specialists in the areas of urban design, environmental and historic preservation and planning, system design, and land use. These specialists will assist the community in understanding the technical analysis so they (the community) can make informed decisions during the development of the MTIAs. Workshops and open houses will be held at major milestones of the MTIAs, specifically around the identification and narrowing down of alternatives. These will be interactive activities with breakout sessions in the workshops, and displays and staff available at open houses. Attendees will have many opportunities to listen to

presentations, discuss specific issues, and ask questions one-on-one with the community engagement and technical teams.

Supporting all these activities will be an ongoing outreach program, beginning with the design of the community engagement plan and continuing throughout the MTIA process. The community engagement process and the development of the MTIAs will not succeed unless the study team understands the needs of the community, in terms of transportation issues and concerns and in engaging them in the MTIA process.

This baseline analysis is the first step in the process. Future activities in the outreach program will include telephone surveys in each study area, visits to business, civic, and neighborhood organization meetings, continued identification of and discussions with stakeholders and customers, and written materials such as fact sheets and newsletters to keep people informed about the progress of the MTIAs.

The community engagement process will include a range of flexible activities designed to be responsive to the needs of the public. The style and type of all activities will be varied so they are specifically tailored to a particular study area. Working groups could be formed in the study areas to be the eyes and ears and sounding board for the community at large and to interact with other study areas on cross-cutting issues that affect the region as a whole. One of the main purposes of the community engagement team is to inform and educate the public. However, it is just as important—if not more so—that the team be informed and educated by the public, so the results of the MTIA truly reflect the input of the community in identifying future potential transportation investments in each study area.



STAKEHOLDER **INTERVIEWS**

NORTHSIDE STUDY AREA

- ◆ Francis Slay, President, Board of Aldermen, St. Louis
- ◆ Anna Ginsburg, Neighborhood Stabilization Team
- ◆ Matthew Brown, Federation of Block Units
- ◆ Kevin Jokish, Churches Committed to Community Concerns (C4)
- ◆ Jenny Florida, Churches United for Community Action (CUCA)
- ◆ Reverend B.T. Rice, St. Louis Metropolitan Clergy Coalition
- ◆ Richard Gaines, St. Louis Black Leadership Roundtable
- ◆ Malik Ahmed, Better Family Life
- ◆ Ann Brand, Flo Valley Community College
- ◆ Diana Weidinger, Florissant Chamber of Commerce
- ◆ Gina Ryan, SLACO
- ◆ Jean Montgomery, North County Chamber of Commerce

- ◆ Sandi Moore, St. Louis 2004
- ◆ Kristie Baumgartner, North County, Inc.

SOUTHSIDE STUDY AREA

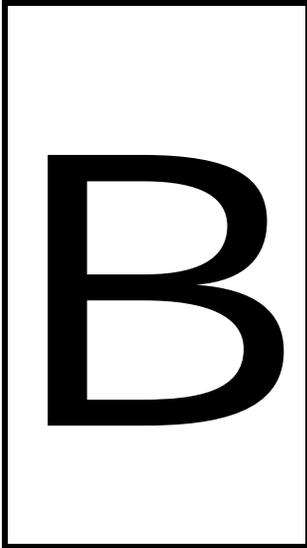
- ◆ Sr. Marie Charles, Carondelet Community Betterment
- ◆ Mayor Bob Bilzing, City of Lakeshire
- ◆ Mayor Arthur T. Gordon, City of Bella Villa
- ◆ Jonathan Kleinbard, Missouri Botanical Garden
- ◆ Mayor James Brassfield, City of Crestwood
- ◆ Patrick Dougherty, State House of Representatives
- ◆ Mike Swoboda, St. Louis County Municipal League
- ◆ Harry Kennedy, State House of Representatives
- ◆ Joan Barry, State House of Representatives
- ◆ Ron Auer, State House of Representatives
- ◆ Jeanette Oxford, Director, Reform Organization of Welfare
- ◆ Tom Bauer, Former State House Representative
- ◆ Anita Yeckel, State Senate
- ◆ Kurt Oldenwald, St. Louis County Councilmember
- ◆ Arthur Towers, Sierra Club
- ◆ Bob Archibald, St. Louis Historical Society

DANIEL BOONE STUDY AREA

- ◆ Bill McShane, St. John's Mercy Medical Center
- ◆ Guy Tilman, Site Manager, Creve Coeur
- ◆ Joan Schmelig, Chesterfield Chamber of Commerce
- ◆ Bonnie Solomon, Director of Town and County Chamber of Commerce

MTIA Community Engagement Baseline Report

- ◆ Robert L. Leavitt, Midco Products Company, Inc.
- ◆ Stacy Ten-Lovasz, Brooking Park (Nursing Facility)
- ◆ Tom Curran, St. Louis County Planning Department
- ◆ Richard Hrabko, Spirit of St. Louis Airport
- ◆ John Loudon, State Representative (District 88)
- ◆ Thomas F. Weber, Westward Metrolink Coalition
- ◆ Tim Fischesser, St. Louis County Municipal League
- ◆ Gary R. Kramer, Department of Public Works, City of Ballwin
- ◆ Jeffrey G. LaGarce, City Manager, City of Ellisville
- ◆ John T. Williams, City Clerk, City of Ladue
- ◆ Vi Smith, Creve Coeur Chamber of Commerce
- ◆ Stan J. Mengwasser, Birchler Mengwasser Martin Lall, P.C.
- ◆ Greg Quinn, City Council, District 7



STUDY TEAM

TRANSPORTATION CORRIDOR IMPROVEMENT GROUP (TCIG)

East-West Gateway Coordinating Council
Bi-State Development Agency
Missouri Department of Transportation (MoDOT)

COMMUNITY ENGAGEMENT TEAM

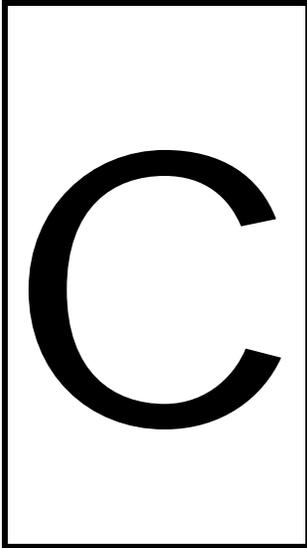
Howard/Stein-Hudson Associates, Inc. (prime consultant)
TransManagement
Vector Communications
Stull and Lee
Kennedy Associates Incorporated
Myra L. Frank & Associates
Attitude Research Company
Glattig Jackson Kercher Anglin Lopez Rinehart, Inc.

TECHNICAL TEAM

PB Booker (prime consultant)
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Zambrana Engineering
Sara J. Siwek & Associates
Shannon & Wilson, Inc.
TechServices, Inc.
Manuel Padron & Associates
Development Programming Associates
Calthorpe Associates
NationsBank

TRAVEL DEMAND FORECASTING AND MODELING

KPMG Peat Marwick



GENERAL LIST OF **TRANSPORTATION** **PLANS**

RECENT TRANSPORTATION PLANS AND STUDIES

Recent transportation plans and studies that are ongoing and or relevant to the MTIA process are listed below.

Plans

- ◆ *Transportation Redefined* – The long-range transportation plan for the St. Louis Metropolitan area. *Transportation Redefined II*, the update to this plan, is currently underway.
- ◆ *Bridges to Work* – Led by East-West Gateway, Bridges to Work is the welfare to work plan for the metropolitan region.

MTIA Community Engagement Baseline Report

- ◆ Draft – *The Chesterfield Valley Master Development Plan and Implementation Strategy (Phase 3)*, prepared by Development Strategies, October 1998.

Studies

- ◆ The 367 Corridor North of I-270.
- ◆ I-70 Westbound at Blanchette Bridge.
- ◆ I-70 at Florissant Road—interim interchange revisions.
- ◆ Natural Bridge East of I-70 to the City of St. Louis.
- ◆ Cross County MetroLink Segment 1 Extension Design Study and Environmental Analysis.
- ◆ *Industry Perspectives and Recommendations for Regional Freight Planning*, September 1997.
- ◆ *Traffic Quality on the St. Louis Regional Highway System*, prepared by Skycomp, Inc., 1996.
- ◆ *Industry Perspectives and Recommendations for Regional Freight Planning*, report prepared by East-West Gateway, September 1997.
- ◆ East-West Gateway Coordinating Council’s West County Traffic Study, now underway.
- ◆ *Creve Coeur Olive Boulevard Corridor Study*, prepared by East-West Gateway Coordinating Council, September 1992.
- ◆ *Route 40/61 St. Charles County, St. Louis County, Interstate 70 (I-70) to Route 340 (Olive Boulevard/Clarkson Road, Draft Environmental Assessment)*, prepared by the U. S. Department of Transportation, the Federal Highway Administration, and the Missouri Highway and Transportation Department, August 1996.
- ◆ *Clayton Road Study (from Baxter Road to Clarkson Road), Final Report*, prepared by the Missouri Department of Transportation, May 1998.
- ◆ *Cross-County Corridor Major Transportation Investment Analysis, Final Report*, March 1998.
- ◆ *Situation Assessment for the Cross-County Corridor MetroLink Extension Community Engagement Process*.

Surveys/Activities

MTIA Community Engagement Baseline Report

- ◆ North County Transportation Group Meetings—these meetings with community officials in the North County area are sponsored by MoDOT.
- ◆ The West County Chamber of Commerce, conducted by Attitude Research, June 1997.
- ◆ *The Creve Coeur Economic Development Committee, Executive Summary and Overview of Data*, prepared by Attitude Research, September 6, 1996.
- ◆ *Analysis of a Missouri Business and Industry Survey on Transportation and Economic Performance*, prepared for the Missouri Highway and Transportation Department by David J. Forkenbrock and Norman S. J. Foster, September 1994.
- ◆ Representative Loudon’s 1997 constituent survey.
- ◆ Population estimates, St. Louis region, East-West Gateway Coordinating Council, June 1997.
- ◆ U.S. Census, 1990.