



Phase I Public Engagement Summary

To: Jerry Blair and Marcie Meystrik, East-West Gateway Council of Governments

From: Laurna Godwin and Courtney Mueller, Vector Communications

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RE: Northside-Southside Conceptual Design Study
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1.0 Study Overview

The Northside-Southside Light Rail Conceptual Design Study is the next step in creating a transformative transit project for the City of St. Louis. This study builds on the work that was completed in 2008 by gathering the latest information and analyzing the current conditions of the 17-mile corridor from South St. Louis County at I-55 and Bayless Road, north through Downtown and northwest to I-70 and Goodfellow Boulevard. The study team's other tasks include: recommending route and station locations; providing station area planning guidelines and policy recommendations; preparing a financial and operations plan; and submitting a federal funding application. Ultimately area decision-makers, with input from the community, will use this information to determine whether to move forward with building a Northside-Southside light rail alignment.

Since 2008, the City of St. Louis and its neighborhoods have changed considerably. Earlier this year, the announcement that the National Geospatial-Intelligence Agency (NGA) would be building its new \$1.75 billion west campus in the historic St. Louis Place neighborhood in north St. Louis, represents an historic investment in this area of the City. Thus, the Northside-Southside study team, led by East-West Gateway Council of Governments, in partnership with the City of St. Louis, is examining three route alternatives around NGA's future site. Additionally, new development has transformed much of the central corridor. South St. Louis, along Broadway Street and Jefferson Avenue, has enjoyed grassroots community revitalization with the addition of new residents and small businesses.

A Northside-Southside light rail connection has the potential to generate even more economic development in the City.

Another interesting component of the Northside-Southside Study is the fact that this alignment will be on-street running, which if built, would be the St. Louis area's first street-running segment. Phase I of the public engagement process involved educating citizens on-street running light rail, what it would look like in their neighborhoods, and the benefits it would bring in generating sustainable development and redevelopment.

Because of the study's complexities, the Study team designed a public engagement process that is both high touch and high tech. This is especially true during Phase 1 where extensive efforts were made to help ensure that those who could be impacted by the study as well as those who want the opportunity to use light rail on a more regular basis, were informed about the project and able to give their initial input.

1.1 Public Engagement Overview

With the belief that public transit is a community investment, the Study team has embraced transparency, inclusiveness and accessibility as central to the public engagement approach. The purpose of the Northside-Southside Study's public engagement program is to educate residents and businesses owners, particularly those



who would be impacted, about why the study is being done and to seek their input on station area planning as well as specific segments of the alignment.

During Phase I and throughout the study, team members have focused on demonstrating to the citizens how the proposed line could improve the quality of life in their neighborhoods, attract jobs and new residents, and generate economic development. Similar to the 2008 study, the Study team has been following these guiding principles:

- Effective coordination among relevant agencies responsible for the Northside-Southside Study;
- Opportunities for specific and meaningful input from agencies, stakeholders, and the public;
- Transparent and realistic expectations for the study process; and
- Accessible messaging to multiple audiences through innovative public engagement and communications tactics.

The Northside-Southside Study's public engagement plan is complying with all applicable federal, state and local regulations and directives promoting inclusion, non-discrimination, and active participation.

1.2 Phase 1 Public Engagement Goals

The Northside-Southside Study team has made a concerted effort to reach and engage those target audiences who will be impacted by the project and those who may not be involved in the planning process because of a transportation barrier, language barrier, and/or family obligations. The specific public engagement goals for Phase 1 were to:

- Introduce stakeholders and the public to the updated conceptual study, including its purpose and need in moving the project forward;
- Provide stakeholders and the public information on the study, the proposed route and alternatives, current station locations, and type of light rail; and
- Collect public feedback about their transit investment priorities, the proposed stations and route, and their concerns about the project to help inform the project and public involvement efforts.

To achieve the above goals, the Study team implemented the following engagement, outreach and communications strategies during Phase 1 from January 2017 through December 2017:

- Project branding;
- Communications materials;
- Stakeholder briefings;
- Group presentations;
- Technical and Community Advisory Committees;
- Communications materials;
- Online and social media; and
- Public engagement online survey.

The rest of this report provides more detail about the strategies that were employed, and an analysis of the feedback that has been received.



2.0 Project Branding

To make the Northside-Southside Study easily identifiable with a consistent brand, the Study team decided to continue using the logo that was developed for the 2008 study. Using this same logo also provided a reminder to the public that the current study is an extension of the previous one.

In addition to the logo, the Study team created key messages to include in communications materials and to use when members engaged with the public. Key messages help ensure that consistent and accurate information is communicated to the public. The key messages that were developed at the beginning of the study and used during Phase I were:

- The Northside-Southside Study is needed to move the project forward. Since the line was last studied in 2008, many variables have changed. The City of St. Louis has identified this line as a top priority to help decrease poverty and improve economic equity in our region.
- The Northside-Southside light rail line creates a north-south connection to the Red and Blue lines. It will serve many residents who need a more reliable and convenient way to access to jobs and education.
- One of the benefits of fixed route light rail is its ability to spur transit-oriented development. While bus routes can be changed, light rail routes are fixed like interstate highways. This can bring new jobs, residents and revenue to help offset the cost of the building and maintain the service.

These key messages were used when communicating with the public either in print or verbally.

3.0 Communications Materials

Communications materials help ensure that the correct information is distributed to the public. Four communications products were developed for Phase 1.

- **Stakeholder presentation** –provided detailed information about the project, Federal Transit Administration process, maps, project schedule, study purpose and need, and transit benefits. The Phase 1 Stakeholder Presentation (May 2017 – December 2017) is available here: [\[PDF\]](#).
- **Community PowerPoint presentation** –provided a brief study overview and schedule, on-street light rail characteristics and benefits, study area maps and public feedback. A sample Community Group Presentation used during Phase 1 (May 2017 – December 2017) is available here: [\[PDF\]](#).
- **Info sheet** – highlighted project area map with all proposed stations, project schedule and key facts, transit benefits and contact information. The info sheet can be found in Appendix A.
- **Frequently Asked Questions (FAQ) document** – answered questions most likely to be asked by the public such as why is Northside-Southside being studied again, what are the study's goals and who will determine which alignment will be built? The FAQ questions are available [here](#).



3.1 Study Database

A study stakeholder database was created at the start of Phase I with information on elected officials, key influencers, business owners and other community leaders. This information is used to schedule meetings and distribute outreach information. The stakeholder database has over 200 entries, and will continue during Phase II.

A study email database was also created at the start of Phase I and has been updated after each public event with attendees' names, contact information and email addresses who wished to share them with the study team. Study website visitors could also sign-up for email updates on the home page. To date, 1,519 email addresses have been collected. The emails will be used to distribute study updates and meeting announcements as the Study progresses. Collecting email addresses will continue during Phase II. Both the Stakeholder database and email database will be included in the final Public Engagement report.

3.2 Online and Social Media

The Northside-Southside Study team has also been communicating with the public online and through social media. A study website (<http://www.northsidesouthsidestl.com>) was created during Phase 1 that houses all the latest documents and information. Visitors can also sign-up on the site to receive study updates. The website is promoted on all study communications materials as well as sponsor websites. Other social media strategies implemented during Phase 1 include:

- **Twitter:** www.twitter.com/northsouthstl (Followers: 109. Posts: 20)
- **Instagram:** www.instagram.com/northsouthstl (Followers: 48, Posts 13)

The purpose of the social media program is to:

- Create a proactive and timely procedure for social media posting;
- Create value-oriented content;
- Focus on images, link and videos;
- Respond to public questions and comments in a timely manner; and
- Create a social media platform that can be used in subsequent project phases.

4.0 Technical and Advisory Committees

Although East-West Gateway Council of Governments is managing the Northside-Southside Study and will make the final study decisions, two advisory committees have been formed to provide input and direction. One is the Technical Advisory Committee, which consists of technical staff from key partner agencies including The City of St. Louis, Metro Bi-State Development Agency (Metro), the Missouri Department of Transportation (MoDOT), and St. Louis County. The technical committee met five times during Phase 1 to discuss project alternatives, identify issues and concerns, review potential benefits and costs of the alternatives, review goals and objectives, and make recommendations to the Advisory Committee.

Below are the meeting dates and what was discussed at each one:

- **December 9, 2016** – Project overview, community engagement plan, existing and future conditions summary, project purpose and need themes
- **March 8, 2017** – Community engagement overview and future conditions summary, project purpose and need draft



- **April 28, 2017** – Project update, purpose and need final, detailed definition of alternatives, evaluation process, community engagement
- **September 5, 2017** – Project update, service plan, ridership, station area analysis, detailed definition of alternatives preview, engineering, public engagement
- **December 12, 2017** – Detailed definition and evaluation of alternatives: station locations and runways by segment, service plan, station area market analysis, ridership, capital cost, transportation impacts, station area demographics, environmental impacts, operation and maintenance cost, minimal operating segment identification tool, public engagement

The Technical Committee Members are:

- Jerry Blair, East-West Gateway Council of Governments
- Laura Ellen, Missouri Department of Transportation
- Nahuel Fefer, City of St. Louis Office of the Mayor
- Nicole Hudson, City of St. Louis Office of the Mayor
- John Kohler, City of St. Louis
- Linda Martinez, City of St. Louis Office of the Mayor
- Jessica Mefford Miller, Bi-State Development Agency
- Marcie Meystrik, East-West Gateway Council of Governments
- Rob Orr, City of St. Louis, St. Louis Development Corporation
- Chris Poehler, Bi-State Development Agency
- Isa Reeb, Project Connect
- Don Roe, City of St. Louis, Planning Department Agency
- Stephanie Leon Streeter, St. Louis County
- Connie Tomasula, Planning Department Agency
- Deanna Venker, City of St. Louis
- Todd Waelterman, City of St. Louis
- Jay Watson, Project Connect

The Advisory Committee consists of elected officials and representatives from key partner agency representatives including The City of St. Louis, Metro Bi-State Development Agency (Metro), the Missouri Department of Transportation (MoDOT), and St. Louis County. Its role is to:

- Disseminate study information;
- Inform the study team of public sentiment and policy issues and concerns; and
- Give input on key design and study components.

The Advisory Committee met three times in Phase 1 to provide policy-level input and direction. Below are their meeting dates and what was discussed at each one:

- **May 3, 2017** – Project overview and schedule, public engagement plan, existing and future conditions summary, purpose and need overview, detailed definition and evaluation of alternatives
- **September 7, 2017** - Project update, purpose and need final, detailed definition of alternatives, evaluation process, community engagement
- **December 13, 2017** – Project schedule update, detailed definition of alternatives (no-build and build alternatives) and detailed evaluation of alternatives (select draft results by segment and alternative), public



engagement

The Advisory Committee members consist of representatives from:

- Bi-State Development Agency
- City of St. Louis, Mayor’s office
- City of St. Louis, Treasurer’s office
- East-West Gateway Council of Governments
- Missouri Department of Transportation
- St. Louis County Department of Transportation
- St. Louis Development Corporation

5.0 Stakeholder Meetings

An important first step in any public engagement program is to identify the stakeholders, who are any people or organizations directly impacted by a project and/or who can have an impact on the project’s activities and outcome. For the Northside-Southside Study, the team compiled a stakeholder list that included: elected officials (City, state and congressional leaders); impacted residents; and neighborhood groups and community organizations that represent or work with residents and businesses. Other stakeholders are those who are responsible for or who can influence regional transportation funding decisions.

The purpose of the stakeholder and elected officials’ briefings and interviews was to educate participants about the study process, goals and objectives, to discuss key design concepts and how they want to be engaged, and to elicit feedback. The study team conducted 32 stakeholder meetings either in person or via telephone during Phase I. Below is a list of the stakeholders who were engaged. See below for a complete list of stakeholder meetings held during Phase 1.

DATE	STAKEHOLDER MEETING
01/10/17	City of St. Louis - Planning and Urban Design
02/07/17	Urban Strategies – Choice Neighborhoods
04/07/17	City of St. Louis - Mayor’s Office
04/07/17	City of St. Louis - Treasurer’s Office
04/07/17	Explore St. Louis - Kitty Ratcliffe, President
05/04/17	City of St. Louis - Mayor’s Office Staff
05/18/17	Alderman Tammika Hubbard, Ward 5
05/18/17	Alderman Scott Ogilvie, Ward 24
05/19/17	Alderman Pam Boyd, Ward 27
05/19/17	Alderman Cara Spencer, Ward 20
05/22/17	Alderman Jeffrey Boyd, Ward 22
05/22/17	St. Louis Fire Department, Chief Dennis Jenkerson



DATE	STAKEHOLDER MEETING
05/22/17	Aldermen Brandon Bosley, Ward 3; John Collins-Muhammad, Ward 21, Dan Guenther, Ward 9
05/23/17	Citizens for Modern Transit, Executive Director Kim Cella
05/23/17	Aldermen Christine Ingrassia, Ward 6 and Sarah Martin, Ward 11
05/23/17	Nicole Hudson, Senior Policy Advisor Racial Equity and Priorities, City of St. Louis Mayor's Office
05/23/17	Alderman Jack Coatar, Ward 7
05/24/17	Missouri Department of Transportation (MoDOT), Jeff Bohler
05/24/17	Alderman Sam Moore, Ward 4
05/24/17	Alderman Dionne Flowers, Ward 2
05/24/17	Explore St. Louis/Convention Center/City of St. Louis
05/26/17	St. Louis Regional Chamber, Public Policy Director Hart Nelson
06/13/17	Board of Aldermen President Lewis Reed and staff
06/14/17	Metro Market after The Great Race
06/15/17	Alderman Carol Howard, Ward 14
06/20/17	Courtyard Marriot and Marriot Grand (Lennox Capital Partners); Jeff Barone
06/20/17	Alderman Terry Kennedy, Ward 18
06/20/17	Alderman Beth Murphy, Ward 13
06/21/17	Alderman Tom Oldenburg, Ward 16
06/21/17	Alderman Shane Cohn (Dutchtown area)
06/21/17	Maintenance Facility Working Group
06/21/17	Downtown Alignment Working Group
07/05/17	Mobility for All Grant planning meeting at Washington University
07/06/17	St. Louis Metropolitan Police Department – Planning
07/12/17 -	Jason Deem, Nebula Co-Working and South St. Louis Properties
07/12/17 -	Downtown STL, Inc. with Missy Kelly and Mobin Khan
7/20/17	RISE (South St. Louis redevelopment)
08/04/17	Hispanic Chamber of Commerce
08/10/17	Washington University Brown School of Social Work Health Outcomes Study and Sam Fox School Mobility for All grants



DATE	STAKEHOLDER MEETING
11/27/17	Trailnet
12/13/17	St. Louis Development Corporation – Project Connect
12/28/17	Paul McKee – Northside Regeneration
01/04/18	Project Connect

6.0 Group Presentations and Community Events

When engaging the public, it is important to conduct activities where team members reach out to citizens in their neighborhoods and communities rather than solely expecting them to come to study sponsored events. Thus, during Phase 1, the Northside-Southside Study team contacted numerous neighborhood associations, ward meeting leaders, business associations, regional organizations, advocacy groups and faith organizations in North, South and Downtown St. Louis offering to make a presentation at one of their upcoming meetings. In preparation, a 10-15 minute PowerPoint presentation was created that was tailored to each audience depending on their proximity to the proposed alignment. Each presentation included a study introduction, information about the draft existing and future conditions report and the draft purpose and need. It ended with asking attendees to:

- Sign up for study email updates;
- Complete a comment card;
- Follow the study on social media @northsouthstl;
- Suggest presentations or community events for the study team to attend;
- Send comments or concerns;
- Identify stakeholders; and
- Connect and engage with their neighbors.

After each presentation, team members answered audience questions and asked them to complete a comment form, which was distributed at the meetings along with a study fact sheet. The comment form asked respondents to provide feedback on: existing and future conditions; purpose and need statements; project goals and objectives; and the evaluation process and criteria for selecting a preferred alignment.

During Phase 1, 30 presentations were made to approximately 750 people. Additional presentations and follow-up meetings will be scheduled in 2018.

Below is a list of the presentations that were conducted in during Phase 1.

DATE	COMMUNITY MEETING
06/13/17	Lafayette Square Restoration Committee
06/22/17	Hyde Park Neighborhood Association Board Meeting
06/29/17	Fox Park Neighborhood Association
07/01/17	21st Ward Meeting
07/01/17	Hyde Park Neighborhood Social Event



DATE	COMMUNITY MEETING
07/10/17	Downtown Neighborhood Association Town Hall Meeting
07/10/17	McKinley Heights Neighborhood Association
07/11/17	Gravois Park Neighborhood Association
07/12/17	Patch Neighborhood Association
07/18/17	Mount Pleasant Neighborhood Association
07/20/17	Benton Park West Neighborhood Association
07/20/17	Cherokee Street Business Association
07/25/17	Marine Villa Neighborhood Association
07/26/17	Ward 20 meeting
08/03/17	Carondelet Neighborhood Association
08/19/17	Ward 4 meeting
09/06/17	Old North St. Louis and St. Louis Place
09/09/17	Old North St. Louis and St. Louis Place
09/14/17	CMT Annual Meeting
9/27/17	Mount Pleasant Neighborhood Association
10/3/17	Project Connect Neighborhood Working Group
10/4/17	St. Louis Avenue Block Meeting
10/6/17	Citizens for Modern Transit Board Meeting
11/1/17	Project Connect Community Open House

7.0 Community Feedback

Obtaining public feedback is a critical component of the Northside-Southside Conceptual Design Study. It will help the decision makers determine what is best for the region. During Phase 1, there were numerous opportunities for citizens to give their input: through a comment form distributed during group presentations, completing the interactive online public engagement survey, or through the project website. The feedback obtained through these methods will help guide the study process and can better inform East-West Gateway Council of Government leaders and other community leaders during the project study and implementation processes.



7.1 Comment Forms

A comment form was distributed at each group presentation and community event. One hundred fifty-one (151) comment forms were returned to the study team for analysis. The form included a map of the proposed Northside-Southside alignment with indicated station areas. The study team asked respondents to circle the top 5 stations they are most likely to use and rank them 1-5. In addition, the comment form asked respondents to rank their transit investment priorities: transit-oriented development; station location; service frequency; safety and security; traffic and roadway design; funding and cost; and neighborhood impacts. Respondents were also asked to provide their contact information if they wanted more information about project updates. Finally, the form provided space for any additional comments. The comment form is available in Appendix B.

7.11 Northside-Southside Station Use and Preference

On the front side of the comment form, respondents were presented with a full alignment map with station indications and given the following instructions: *Help the Northside-Southside Study team and community leaders better understand how you would use Northside-Southside. Circle the Top 5 stations you are most likely to use. If possible, rank your selections with 1 indicating the station you would use most.*

Table 1. Phase 1 Comment Form Station Preferences by Station

Station	# of Times Indicated	Station	# of Times Indicated
14 th Street and Clark	16	Loughborough	9
Cherokee		Gravois	8
Arsenal	15	Bates	
Grand		Union	
Park	13	St. Louis Avenue at Parnell	
9 th and Pine	12	Chouteau	7
Chippewa		Kingshighway	
Delmar		Cass	
Russell		St. Louis Avenue at Florissant	
9 th and Clark	11	Osceola	6
9 th and Washington		Newstead	
10 th and Clark		Stratford	5
10 th and Pine		Fair	
Parnell at Natural Bridge		Delmar	
Biddle		Bayless	3
10th and Washington	10		
Goodfellow			

Responses also indicated one area that is not a station area: Vandeventer at Natural Bridge Avenue, which was indicated three (3) times.

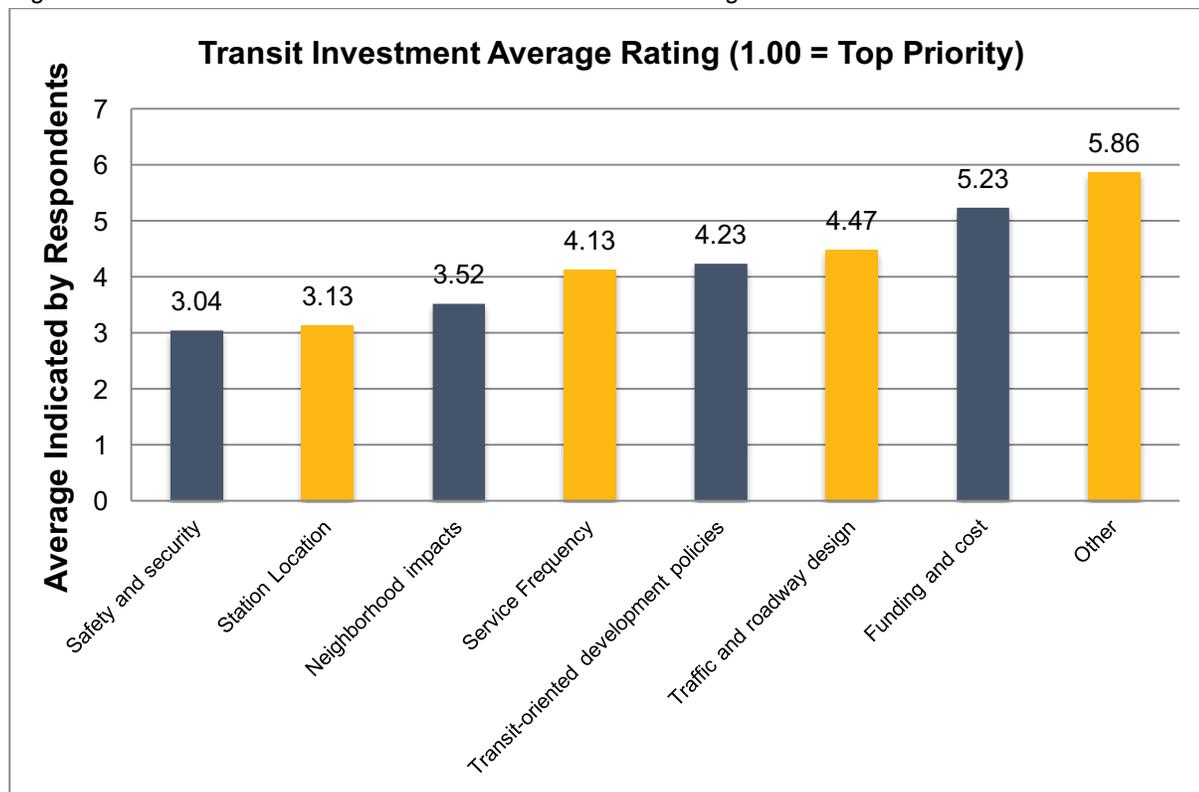
Overall, respondents demonstrated a strong preference for downtown stations, and Southside and Northside stations near major residential or commercial intersections. The further north or further south the station, the least likely it was to be chosen by respondents.



7.12 Transit Investment Priorities

On the backside of the comment form, respondents were asked to rank their transit investment priorities among seven options and a blank space to fill in their own priorities. They were provided with these instructions: *Rank the following priorities according to what is most important to you (1) to least important (7-8). Please include your priorities as well.*

Figure 1. Phase 1 Comment Form Transit Investment Rankings



According to respondents, safety and security was their top priority, followed by station location, neighborhood impacts, service frequency and transit-oriented development policies. Respondents were less likely to rank traffic and roadway design, and funding and cost as their top priorities. Examples of “Other” priorities included:

- Coordinate with bus lines to improve service (2)
- Serve low-income areas and connect them to jobs
- Wheelchair access
- Socioeconomic equity
- Using modern energy technology to power light rail (2)
- Average speed
- Build sooner
- Price of tickets
- Shelters at stations

Respondents also submitted 33 general comments in the space given on the backside of the comment form. The



verbatim comments are listed in Table 2.

Table 2. Phase 1 Comment Form Verbatim Comments

MEETING OR PRESENTATION	VERBATIM COMMENTS
Choice Neighborhoods Bus Stops at Cass and 18 th , 14 th and O'Fallon and Flance Early Learning Center	<ul style="list-style-type: none"> • I don't like the route thru Natural Bridge. It already has too many accidents and traffic there. • Metro taking more money than needed. Should go more east and west. • You need to connect North and South cities. • Metro taking more money than needed. Should go more east and west.
Downtown Neighborhood Association	<ul style="list-style-type: none"> • Believe it will be helpful for route to be a bit south of Delmar in the CBD. Western part of downtown (tucker and Washington) is far from existing MetroLink. Would hope this could be a bit closer to Washington. • I'm concerned that the data provided reflects the current community but the new construction, NGA, and other Northside development. I don't think the current data will be accurate. Are you comparing the data (i.e. business, residential...) is projected after the redevelopment?
Gravois Park Neighborhood Association	<ul style="list-style-type: none"> • Don't mess with the number 10 bus. It provides front door service for me from home to work and back. • I love this!
Hyde Park Neighborhood Association	<ul style="list-style-type: none"> • Priority- Design it like it would look in South County :) • Try to make the trolley of through Parnell downtown! :)
JeffVanderLou Neighborhood Association	<ul style="list-style-type: none"> • Have you purchased all the properties already for the projected rail lines? • Parking garages with security officers posted for a monthly fee. • Run it down Broadway not 55. I know you will if this happens. Stupid not to.
North St. Louis – De LaSalle School	<ul style="list-style-type: none"> • I much prefer the original Florissant/Natural Bridge route - it fits the roads/housing much better than the St. Louis Ave. route. The Jefferson Ave. route works as far as the street goes, but ignores the residents/businesses that are already here. • Serving the existing population should be a priority. Too often these neighborhoods are forgotten and the only investments made are for new people the powers that be are trying to attract. Orange or blue line is best. • The orange route. The blue- St. Louis Ave is residential. Florissant is commercial. I'd prefer the orange route- the purple is a waste, the blue - St. Louis Ave.- is residential and land locked. • I favor strongly the blvd-dotted option connecting Florissant Ave. at St. Louis Ave. to Parnell. This route would be more practical and useful. • Prefer route N. Florissant to St. Louis Ave., Parnell to Salisbury. Need another station between Biddle and St. Louis Ave. North Market would be good. Serving the NGA is not the most important factor. Move important to serve areas needing development such as N. Florissant



MEETING OR PRESENTATION	VERBATIM COMMENTS
Patch Neighborhood Association	<p>Ave. and where low-income people live. The Delmar/Jefferson option would do nothing to help Old North and St. Louis place neighborhoods.</p> <ul style="list-style-type: none"> • Please keep off 55 and keep on city streets • How can we make this happen sooner? Is there discussion with major employers like WUSTL about providing free passes they way the MetroLink does? • First phase should be highly populated areas to prove it can be successful (downtown to Cherokee)
Project Connect Open House	<ul style="list-style-type: none"> • They are all a priority. Neighborhood impact effects funding and the design affects the neighborhood and safety affects the neighborhood etc. They all are in direct correlation with each other! • Phase development and work from downtown out. Equity and access data to support development. • Keep up the sustainable, increasing and pioneering work. As a former EWGWGC-STL board member and now private ride again, I suggest all regional efforts and programs • I would love for there to be a "hub", a station where transit customers could "transfer" between lines. For a "hub" station to be effective and prosperous, it would need to be clearly labeled so customers could know how to "transfer" (i.e. one train line up stairs, another downstairs etc.) I think N/S line would be awesome! • Send project updates
Ward 4	<ul style="list-style-type: none"> • Big problem with LRT, no follow up. • Please think about having a capitol fund for the resident in the neighborhood. • I have found the transit system to be very dependable. The bus drivers are excellent examples of problem solvers and peace-makers. I am very concerned about safety and security. I realized that 14th and Spruce was a hot bed of illegal activity when I was riding the Delmar bus home from downtown during the years of 2015 and 2016. I am looking for a route that will take me to Flo-Valley Community College. • What would this mean for homes along the route? What population is this system being put in place for? What would the noise level be for neighborhoods?
Ward 20	<ul style="list-style-type: none"> • Please make this happen! • Thanks for seeking public input.



7.2 Online Public Engagement Survey

To learn from residents and stakeholders their transit investment priorities and what stations they would most likely use along the Northside-Southside light rail alignment, an interactive public engagement survey was created during Phase 1. Respondents could take the survey on any platform. They were recruited through numerous methods including: study emails; paid and earned social media and through emails and phone calls to more than 100 area stakeholders; and presentations at neighborhood/community groups.

The survey was available online from August 22, 2017 through November 10, 2017. Respondents were sought through project emails, emails to stakeholders and community groups (over 100 outreach efforts) and through Facebook ads targeting the study area. Exactly 3,363 surveys were received, most from respondents living in South or Central St. Louis who primarily use transit a few times a week or to attend special events. Despite the major respondents tending to be choice riders, the vast majority use transit and would likely ride the Northside-Southside light rail alignment as well.

When asked to rank their transit investment priorities, respondents overwhelmingly ranked **Safety and Security** as their top priority followed by **Access to Jobs, Neighborhood Investment, Service Frequency** and **Station Planning**. Least important to them was **Safer Traffic Speeds, MetroBus Connections** and **Funding and Cost**.

Respondents were also asked to select the top three stations they would most likely use if the alignment were built. The three most popular stations on the Southside are; 14th and Clark; Cherokee; and 9th/10th Streets and Clark. On the Northside, they are: Delmar; Jefferson; and St. Louis Avenue at Florissant. The online survey provided the Study team members with important information to consider as they move into Phase II and create a conceptual design and determine cost, ridership, station marketing potential and a financial plan.

The online public engagement survey report is available here [PDF] – *link when approved*.

7.3 Online Public Survey Executive Summary

An online interactive public engagement tool was utilized during Phase 1 of the Northside-Southside Conceptual Design Study to obtain residents' and stakeholders' input on their transit investment priorities and the proposed stations they would most likely use. Respondents provided answers on either web or mobile platforms. They were recruited through project emails, paid and earned social media, and through emails and phone calls to over 100 area stakeholders and neighborhood/community groups. The survey ran from August 22, 2017 through November 10, 2017.

3,363 surveys were received. The majority of respondents live in South or Central St. Louis or in adjacent St. Louis County and currently use public transit mainly to attend special events. Although survey respondents tended to be choice riders, the vast majority of respondents do use transit, and would likely utilize Northside-Southside light rail as well. However, it is important to note their preferences and priorities may not match those who would rely on Northside-Southside LRT as their primary source of transportation.

Respondents were asked to rank their transit investment priorities. On average, they overwhelmingly ranked **Safety and Security** as their top priority, followed by **Access to Jobs, Neighborhood Investment, Service Frequency** and **Station Planning**. They ranked Safer Traffic Speeds, MetroBus Connections and Funding and Cost the lowest. This suggests that despite the importance of Northside-Southside's impacts on their neighborhoods and how people access jobs and education, personal safety and security measures are still a top concern.



Respondents were also asked to choose which three stations they are most likely to use and if they approve of the proposed station. An average rating was assigned to each station according to the number of respondents who indicated the station and whether or not they chose Yes or No. The overall results are listed below in Table 3.

Table 3. Station Preferences Summary – All Respondents

Highest Rated Southside Stations	Highest Rated Northside Stations	Lowest Rated Southside Stations	Lowest Rated Northside Stations
14 th and Clark	Delmar	Osceola	Parnell at St. Louis Avenue
Cherokee	Jefferson	Bates	Newstead
9 th /10 th and Clark	St. Louis Avenue at Florissant	Bayless	Parnell at Natural Bridge
Park	Grand	Chouteau	Fair
Loughborough	Kingshighway	Chippewa	Stratford

Since most respondents indicated they live in South or Central St. Louis or surrounding St. Louis County, the responses from North St. Louis zip codes were analyzed separately to see how their input compared to the majority of comments. Their results were fairly similar to the preferences collected from all respondents, except they ranked transit priorities Neighborhood Investments and Service Frequency more highly. In addition, while they tended to rate Northside stations more highly on average than overall respondents, their most favorable stations ranked similarly, but tended to differ on which stations they ranked less favorably. North St. Louis respondents ranked Gravois, Russell, Cass and Goodfellow less favorably than all respondents. Table 4 highlights North St. Louis respondents’ average rate, with differences in rank from all respondents noted in parentheses.

Table 4. North St. Louis Respondents’ Station Preferences Summary

Highest Rated Southside Stations	Highest Rated Northside Stations	Lowest Rated Southside Stations	Lowest Rated Northside Stations
14 th and Clark	Delmar	Bates (13)	Parnell at St. Louis Avenue
Cherokee	St. Louis Avenue at Florissant (3)	Osceola (14)	Cass (6)
9 th /10 th and Clark	Jefferson	Bayless	Newstead (13)
Arsenal (6)	Kingshighway (5)	Gravois (9)	Parnell at Natural Bridge (12)
Park (4)	Grand (4)	Russell (8)	Goodfellow (7)

Overall, respondents clearly preferred downtown and Northside and Southside stations near major shopping areas or redevelopment areas. Safety and security is a top concern, followed by the positive impacts light rail would have on neighborhoods and economic opportunities for residents. Some stations were less favored among the station locations, which may help inform future project decisions. It is clear many respondents are excited about and embrace the Northside-Southside light rail project.



7.3 Overall Phase 1 Public Engagement Results

Responses from both the comment forms and the MetroQuest surveys suggest that respondents prioritize safety and security, station location, access to jobs, and neighborhood impacts over other transit investment concerns and opportunities. In addition, they showed preferences for stations located downtown and near residential and commercially-active intersections that connect them to shopping, night life, and additional transit connections. This information can help the study team and community leaders better understand what stations would be used by transit riders or could have development potential based on community preference for existing land uses and features.

On both the comment forms and through the online MetroQuest surveys, respondents tended to prefer downtown stations, citing both jobs access and special events as reasons for their selections. In south St. Louis, respondents showed preference for the Park, Russell, Arsenal and Cherokee stations. In north St. Louis, respondents favored stations along the 2017 route (orange) and the NGA alternative route along Delmar and Jefferson Avenues. Other preferred stations in both south and north St. Louis fell on major bus routes and/or shopping areas. Figure 2 illustrates preferred stations from both the comment form and online survey.

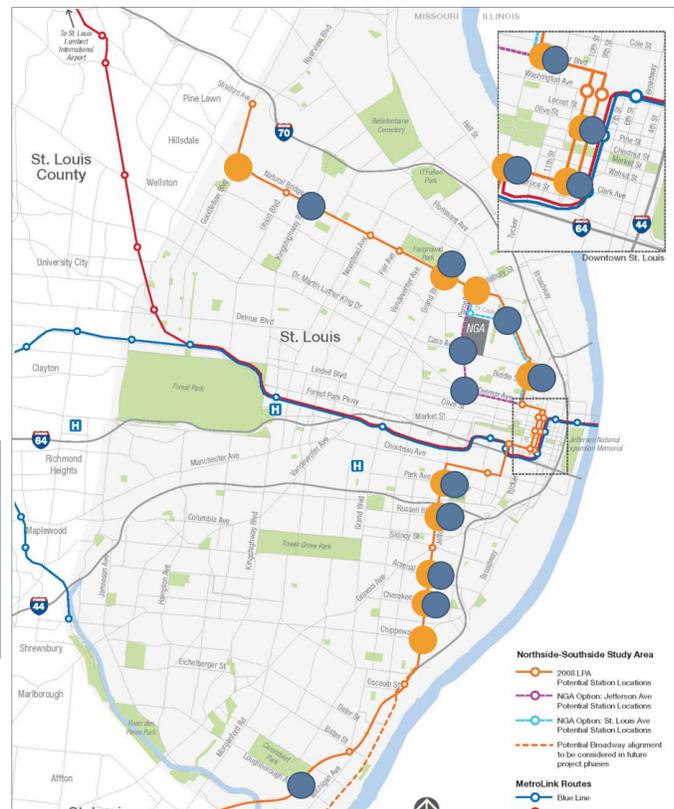
Figure 2. Top Station Preferences According to Comment Form and Online Survey Feedback (Colored Circles Indicate Respondents' Preferred Stations)

Station Preferences

- Comment feedback form
- MetroQuest

Responses reflect:

- Key destinations
- Transfer points and connections key
- Job access important

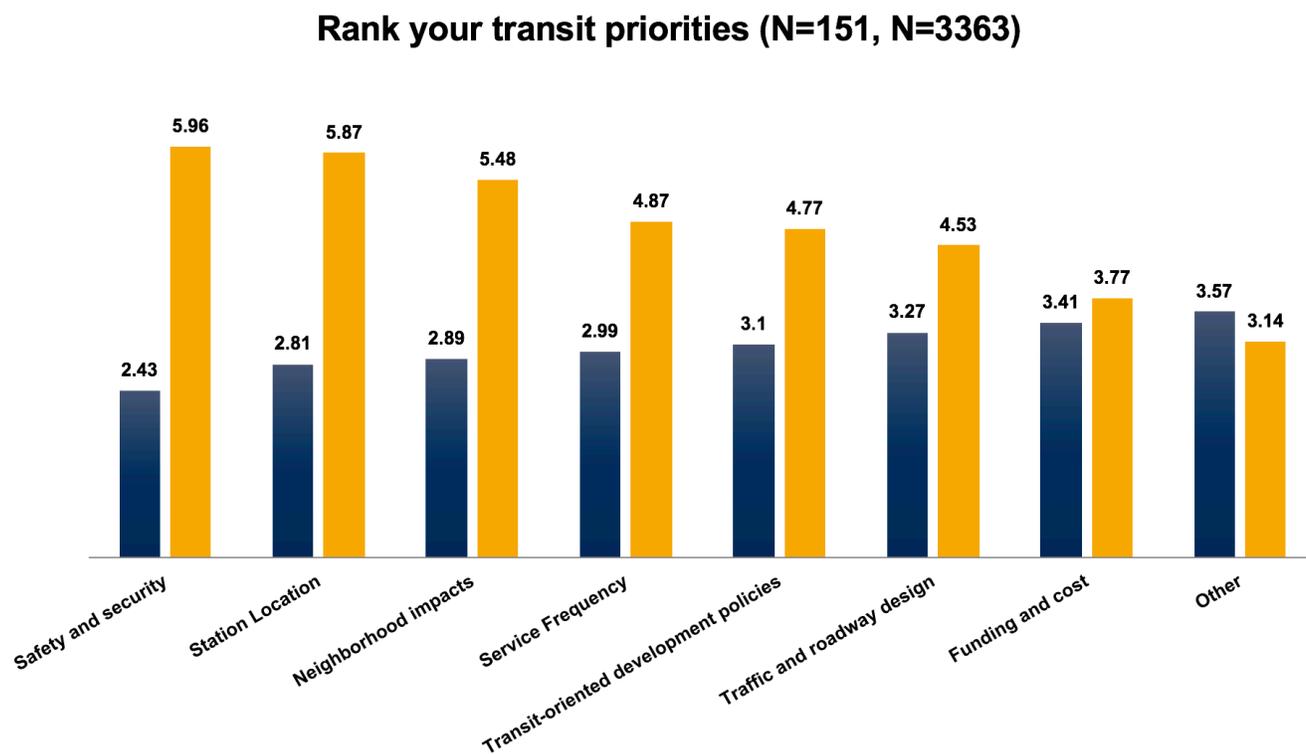


Respondents had the opportunity to rank their top transit priorities on both the comment form and the online survey. Figure 3 shows the results from those ranking. The blue bars indicate responses from the comment form (n = 151), and the average ranking was calculated as 1.00 = top priority; the yellow bars indicate responses from the online survey (n = 3363) and the average ranking was calculated as 8.00 = top priority. As Figure 3 shows,



the priority rankings from both the comment form and online survey matched, with the top priorities going to safety and security, station location and neighborhood impacts.

Figure 3. Top Transit Priority Rankings (Average) According to Comment Form and Online Survey Feedback. Note: Higher yellow bar indicates higher ranking; lower blue bar indicates higher ranking.



7.4 Overall Recommendations and Next Steps

As both the comment form and online survey provided similar preferences in terms of stations and transit investment priorities, the study team can use this information to help guide the study process. Figure 4 illustrates the major findings from the transit priorities information and how it can better inform the study and community involvement activities, especially during the Phase 2 engagement period.

The Phase 2 engagement period will focus on door-to-door outreach in North St. Louis, business and property owner outreach especially in downtown St. Louis and along Jefferson and Natural Bridge Avenues and Cherokee Street, and coordination with NGA employees.



Figure 4. Transit Priorities Feedback Summary and Action Steps

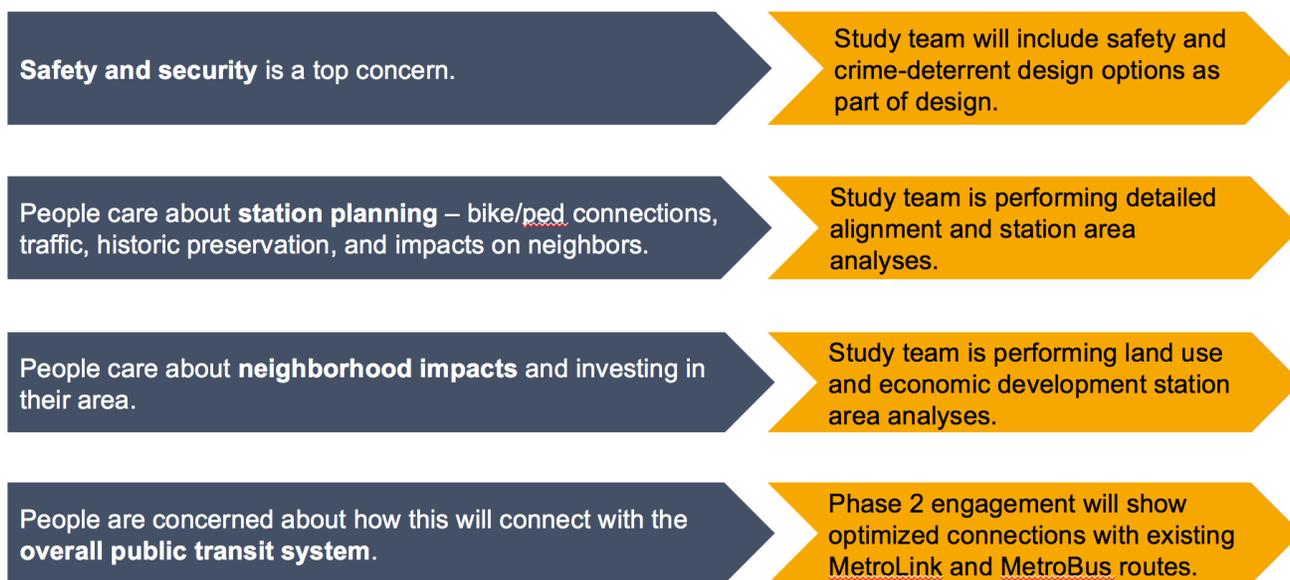
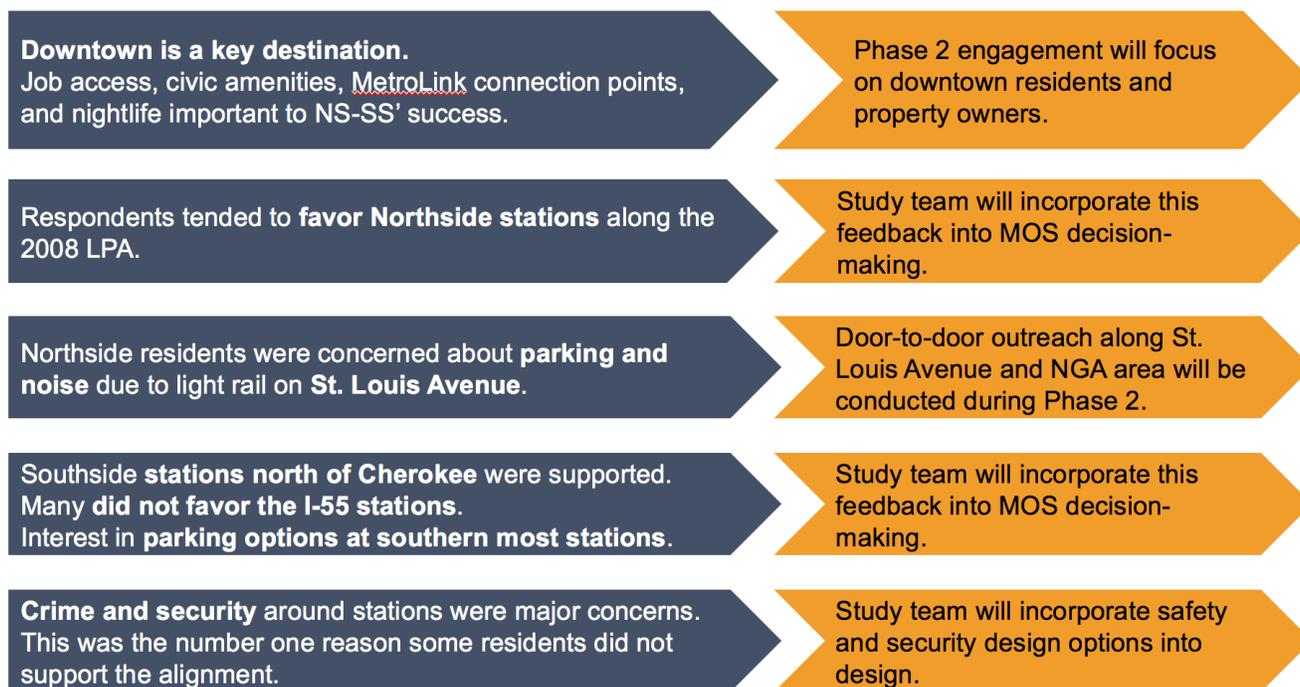


Figure 5 illustrates the major findings from the station preferences feedback and how it can better inform the study and community involvement activities, especially during the Phase 2 engagement period. Engagement during Phase 1 has helped focus engagement efforts for Phase 2, better informed the study process, and set the stage for effective engagement in Phase 2 and during the study’s conclusion.

Figure 5. Station Preferences Feedback Summary and Action Steps (as of December 2017)





Appendix A – Phase 1 Project Information Handout

NORTHSIDE-SOUTHSIDE STUDY

LIGHT RAIL FOR THE ST. LOUIS REGION



Northside-Southside is a proposed on-street light rail line running north and south from downtown St. Louis to connect people to jobs in our region and encourage reinvestment and vitality in our neighborhoods. This project would transform St. Louis' future.

LIGHT RAIL EXAMPLES



On-street running tracks - Norfolk, VA



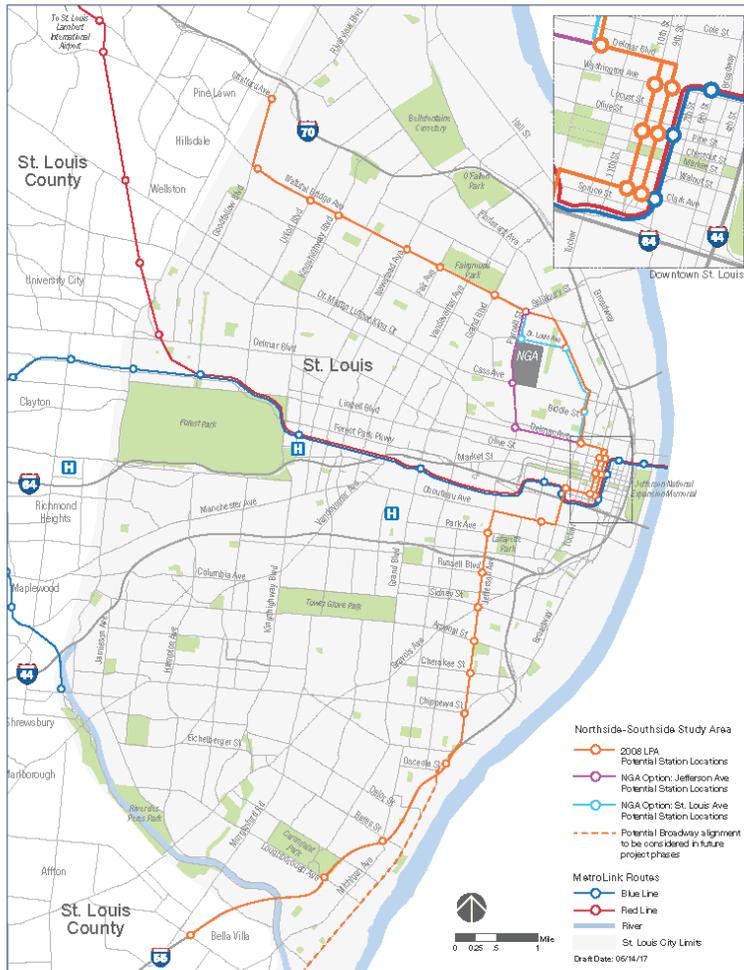
Low-floor vehicles - Seattle, WA



Stations part of neighborhood - Portland, OR



Focus on transit-oriented development - Denver, CO



29 STATIONS EARLIEST CONSTRUCTION DATE **2023**
OVER 17 MILES



2017-2018 Northside-Southside Study

Study Focus

- Update data and conditions
- Station area planning
- Three route alternatives around the NGA West campus in North St. Louis
- Maintenance facility
- Coordination with St. Louis County MetroLink studies

Deliverables

- Recommended route and station locations
- Station area planning guidelines and policy recommendations
- Financial and operations plan
- Federal funding application

27 % study area households do not have cars

30 % study area households below poverty line

BENEFITS - Why Northside-Southside?



North and south MetroLink connections



New investment and jobs



Vitality and density



Redevelopment opportunities



Showcases unique neighborhoods



Competitive for Federal funding

COMMUNITY INVOLVEMENT

Your help is very important to the future of Northside-Southside. We need your thoughts on station area planning, impacts to your neighborhood, how you will use it and other comments.

- Participate in stakeholder interviews
- Attend group presentations
- Find us at community and neighborhood events
- Suggest a meeting or event
- Fill out a survey or comment
- Follow us on social media

Contact us at www.northsidesouthsidedstl.com contact or email cmueller@vectorstl.com

www.northsidesouthsidedstl.com



@northsouthstl





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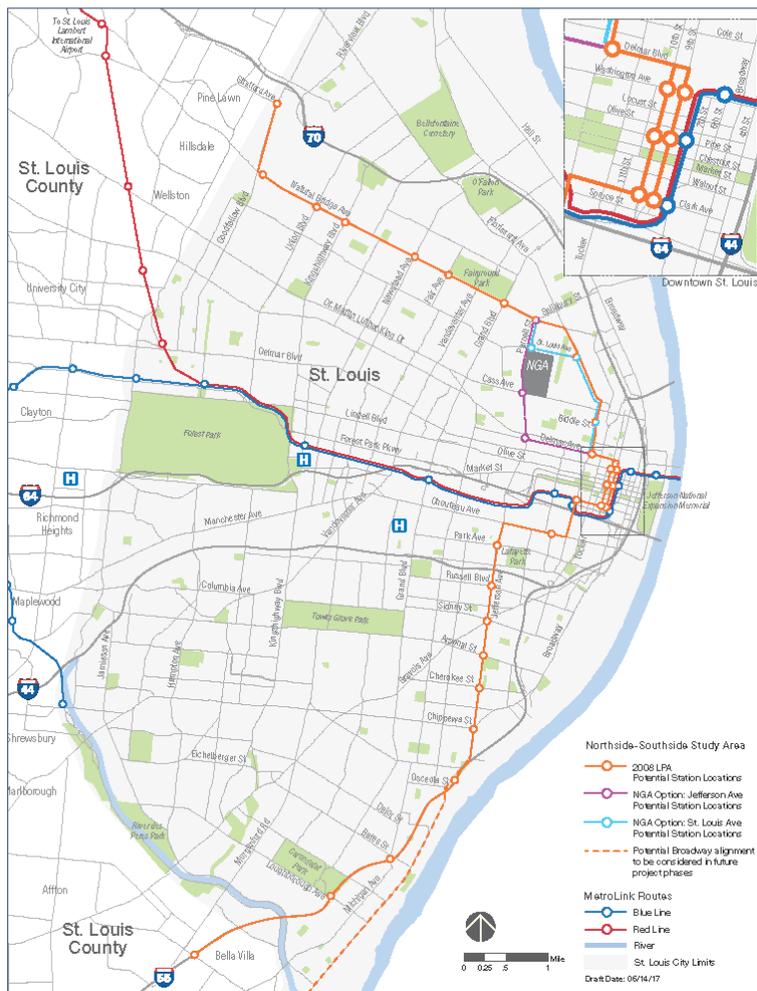
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