

Dear President Green and members of the Board of Aldermen,

We appreciate your commitment to public engagement about what should happen to the \$280 million dollars that have come to the City from the Rams settlement. While there are many potential priorities that this funding could address, we would like to add our voices to the choir on the CitizenLab platform calling for improvements to the conditions for people walking, biking, taking transit, and driving in St. Louis. We see three key opportunities, which build on our previous requests:

1) Pilot and evaluate quick-build, high-impact traffic calming in dangerous locations

We have seen [other cities successfully respond](#) to dangerous conditions promptly and we must see changes that impact people's lives on the ground as soon as possible. We propose dedicated funding that can be utilized across the city to respond quickly to dangerous conditions. We would like to see a pilot fund set up, with the intention of creating a process for installing, evaluating, and making permanent quick-build, high-impact traffic calming. We would expect this fund to be used in a different way than current funding allocations, focusing on installing aesthetically pleasing, effective infrastructure at the sites of recent serious collisions between pedestrians and cyclists within 2-3 months after identification. This funding must be managed by a team that is able to elicit and respond to community feedback, act iteratively, and evaluate the outcome of projects. We would like to see at least \$50 million allocated over 10 years to support these pilot projects, including hiring staff for this program, evaluating the outcomes, and selecting projects to transition to more permanent installations. Recent efforts in Cincinnati¹ have included hiring an internal team to actually complete the work on the ground, allowing for more timely responses.

2) Educate the public about changes to policy and the need for safe, responsible driving

The State of Missouri recently passed new hands-free legislation, which went into effect in August. We hope to see the City of St. Louis move towards a system of automated enforcement. The City is also building new infrastructure for walking and biking. These are all opportunities to educate people who are moving around the City by automobile, bicycle, foot, or other modes about their responsibilities and expected behavior. However, there is currently no funding allocated for a public information campaign that is specific to the concerns of the City and culturally relevant to City residents. We want to see the City invest in a high-quality, relevant campaign, including evaluation of outcomes, to reach people across the city and address the critical public health crisis that reckless driving causes. To be effective, campaigns should be focused on a clear theme, such as the value of new pedestrian and bicycling infrastructure, with many opportunities for the message to sink in². Other cities have invested millions³ of dollars into campaigns like the one we envision; we would like to see at least \$1 million allocated over 3 years to fund a robust campaign to reach St. Louisans.

3) Prepare for and improve access to an expanded transit network

As the City works with Metro to pursue a potential expansion of MetroLink, we see an opportunity for this investment to support this potential future expansion while also improving access to a current bus corridor for residents. Invest funding in improving pedestrian infrastructure in the blocks on either side of Jefferson Ave/Parnell St, beyond the improvements on the corridor that are currently underway. We envision this as creating a complete sidewalk network for several blocks (half a mile) on either side of these major streets, making it possible for people to easily walk to the existing bus line, as well as to the future MetroLink

¹ City of Cincinnati (2022, October). Department of Transportation and Engineering Proposes Pedestrian Safety Crew. <https://www.cincinnati-oh.gov/cityofcincinnati/news/dote-proposes-new-ped-safety-work-crew/>.

² Jenaway, W. et al. (2012, June). Determining the Relative Impact of PSAs and Brochures upon General Public Drivers Interfacing With Emergency Service Vehicles. <https://www.ojp.gov/pdffiles1/nij/grants/238779.pdf>

³ Hu, Winnie. "How to Stop Speeding Drivers? Scare Them." New York Times. May 2, 2022.

stations. This must include smooth transitions, complete sidewalk networks, lighting, added shade, trees, and stormwater infrastructure, improvements to bus shelter access, and improvements to shelters themselves. Particularly key could be the existing transfer points along the current routes of the #11 Chippewa and the #4 Natural Bridge, such as Parnell St. & St. Louis Avenue or Jefferson Ave & Arsenal St. A key opportunity is to prepare for the future transfer point that will connect the existing alignment to the new North/South alignment near Scott & Ewing. This new transfer point should be easily accessible by people walking and people biking from destinations surrounding it, so there is substantial opportunity to improve sidewalks and bike facilities in the neighborhood around it. These sidewalk improvements make it easier for riders to access the existing and planned transit, paving the way for greater demand in the long-run. Further analysis is needed to understand the needs at these sites.

For any investments made through the Rams settlement, **we ask that you ensure adequate resources and a thoughtful approach for long-term maintenance...and work towards fully and sustainably funding maintenance needs for infrastructure across St. Louis.** While this windfall is an opportunity to address immediate needs, the residents of St. Louis need the impact to go beyond a one-time project. In the short-term, funding should build in maintenance costs that are drawn from the settlement funds. In the long-term, we want to see funding that can be sustained by the residents of St. Louis, like fees, parking taxes, use charges, gas taxes, and other sources.

Thank you,

The Voting Members of the Community Mobility Committee

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