Plan for a Prosperous, Healthy, Vibrant St. Louis Region

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What is East-West Gateway Council of Governments?

**MPO: Metropolitan Planning Organization**
- policy board of an organization created and designated to carry out the metropolitan transportation planning process. MPOs are required to represent localities in all urbanized areas with populations over 50,000

**COG: Council of Governments**
- a multi-service entity with state- and locally-defined boundaries that delivers a variety of federal, state, and local programs while carrying out its function as a planning organization, technical assistance provider, and “visionary” to its member local governments (narc.org)
East-West Gateway Activities

Transportation Planning
• Regional Transportation Plan, Corridor Planning (Great Streets), Transportation Improvement Program, Safety, Congestion Management, Classification, and modeling.

STARRS (St. Louis Area Regional Response System)
• Homeland Security, regional coordination – 911, routing, equipment deployment, emergency services

Research
• Data aggregation, GIS, policy analysis

Community Planning
• Clean Water Act compliance, Clean Air Act compliance, community engagement, local government services... and Sustainability
What is sustainability?

Triple Bottom Line = Equity, Environment, Economy

Meeting today’s needs without jeopardizing future generations ability to do so.

Pertaining to a system that maintains its own viability by using techniques that allow for continual reuse.
What is sustainability?

Empathy.

Economic Competitiveness.

Quality of life.

Finite resources.
What is sustainability?
What is sustainability?
What is OneSTL?
What is OneSTL?

**Working Groups:**
- Water & Green Infrastructure
- Waste and Materials
- Energy & Emissions
- Transportation
- Food Access
- Biodiversity

And Targets

**Resources:**
- A Plan
- Website/resources
- Sustainability Lab

**Location:**
- A place
ONESTL is a plan for sustainable development that includes a Vision, Goals and Objectives that outline a sustainable future for the St. Louis region as well as Strategies, Tools and Resources for achieving that vision.

- Read the Plan
- Watch the Video
- Join the Network
- Explore the Toolkit
- Share your Success Story

Native Landscaping - Brightside St. Louis

PROSPEROUS HEALTHY VIBRANT

What's Going On?
- Tuesday June 26, 2018
  Sustainability Lab @ T-Rex Agenda
- Tuesday May 29, 2018
  Sustainability Lab @ T-Rex Agenda
- Tuesday April 24, 2018
  Sustainability Lab @ T-Rex Agenda

How are we Doing?
See how the region is progressing in meeting its goals by viewing data and information on over 50 indicators of performance. Click here to see the 2018 Report to the Region.

Get Involved
Join us for our monthly Sustainability Lab @ T-Rex on the last Tuesday of the month. Click on the icon below to learn more.
Themes

Collaborative 60
Promote inclusive and on-going efforts that involve communication, cooperation, and action among local and regional leaders and residents.

Prosperous 66
Coordinate economic development efforts to create high quality employment and development opportunities and build a diverse, innovative, and entrepreneurial economy.

Distinctive 74
Maintain, develop, and enhance the unique places and communities in our region through investment that reflects local values, diversity, and character.

Inclusive 82
Engage all citizens in regional civic and cultural life by providing quality, equitable services and opportunities.

Green 90
Protect and enhance the quality of water, air, land, and biodiversity in order to maintain a healthy population, economy, and ecosystem.

Prepared 98
Equip the region's communities with the infrastructure, knowledge, communications, and partnerships to be safe and resilient.

Connected 104
Develop and maintain a safe, accessible, multi-modal transportation system that connects local communities and links the region to the nation.

Efficient 112
Promote regional energy and resource efficiency to maintain the health, safety, and economic vitality of our communities.

Educated 118
Strengthen learning, education, and training opportunities and increase public support for the region's education, research, arts, and cultural institutions.

Network Members
Members that are currently working on those strategies, seeking funding to implement them, or who are interested in working on them are listed in the boxes following each strategy.

AMC  Applied Research Cooperative
AW  American Water
BH  Beyond Housing
CBN  Community Builders Network
CDAG  City of St. Louis Clean Air Galvanizing
CLASS  Community Leadership St. Louis
CMFT  Citizens for Modern Transit
DAP  Diverse Awareness Partnership
FORD  Partnership for Downtown St Louis
HFJ  Housing and Urban Development Foundation
EMIT  Eastern Missouri Transportation Coordination Council
EWG  East-West Gateway Council
FED  Federal Reserve Bank of St. Louis
FCCSUS  FCC St. Louis
FLR  Forest ReLeaf
GEO  Gateway Greening
GRO  Great Rivers Greener
HCD  Heartlands Conservancy
IDOT  Illinois Department of Transportation
ILNI  Illinois Institute for Natural Innovation
LCSS  Leadership Council for Southern Illinois
LDSC  Leadership for Social Change
LSSN  Liabilities St. Louis Network
MBD  Missouri Botanical Garden
MCG  Madison County
MCCT  Madison County Transit
MDC  Missouri Department of Conservation
MESP  Mid-East State Development Agency
MEFG  Metro East Foster Education Group
MHF  Missouri Foundation for Health
MISO  Metropolitan St. Louis Sewer District
MDOT  Missouri Department of Transportation
MTWA  Metropolitan Water Resources Authority
NCCJ  National Conference for Community and Justice
Paraequid
RideFinders
Ride (Formerly RHCCA)
SACCDDS  St. Charles County Transit District
SCLA  St. Louis Association of Community Organizations
SLED  St. Louis Eastside
SLC  City of St. Louis
SLO  St. Louis County
SLA  St. Louis Clean Air Partnership
SLEC  St. Louis Regional Energy Innovation
SLU  St. Louis University
Starshopt  StarShopt
STARRS  St. Louis Area Regional Response System
SWMD  St. Louis Metropolitan Waste Management District
TRC  The Nature Conservancy
TrainSt  Urban Land Institute
USBCO  US Green Building Council - Missouri Gateway Chapter
WTC  World Trade Center - St Louis
Goal 1: Approach economic development regionally.

Goal 2: Incorporate sustainable practices into government economic development strategies and decisions.

Goal 3: Promote resource-efficient business practices.

Goal 4: Build the regional economy.

Objective 1: Support entrepreneurship, creativity, and small business creation.

Objective 2: Encourage the production, marketing, and consumption of locally produced food, goods, and services.

  » **Strategy 1:** Research and support programs, companies and organizations that produce and promote local foods, goods and services. [LSLN](#)

  » **Strategy 2:** Promote practices, tools and programs that produce local foods, goods and services through the OneSTL Sustainable Solutions Toolkit and website. [EWG](#)

  » **Strategy 3:** Encourage zoning policies that allow land use for production of local food, goods and services. [LSLN](#)

Objective 3: Develop a skilled, creative, adaptive and diverse workforce.

Objective 4: Support a diversified economy.

Goal 5: Reduce racial disparities in economic opportunities.
REGIONAL SUSTAINABILITY

Harnessing the power of networks for social impact

Connecting to Change the World

Peter Plastrik
Madeleine Taylor
John Cleveland
OneSTL Network

Support Teams
- Lab Planning
- Communications
- Research
- Infrastructure

Gaps to Fill
- Governance
- Funding
- Evaluation
- Marketing

Leadership Network

Working Groups
- Biodiversity
- Food Access
- Energy & Emissions
- Materials & Recycling
- Water & Green Infrastructure
- Transit Oriented Development

External Partnerships
- Ready by 21
- St. Louis Top 10
- 100 Resilient Cities
- Forward Through Ferguson
- Community Health Advisory Team
OneSTL Working Groups

Water and Green Infrastructure

Waste and Materials

Energy and Emissions

Transit Oriented Development

Food Access

Biodiversity
WATER AND GREEN INFRASTRUCTURE

Target = 100% of land in STL Region has active organizations and quality watershed plans in progress by 2025/plans completed by 2030.

Activities
• Maintain database of regional water quality efforts
• Maintain resources on water quality, best management practices, and watershed planning
• Produce informational videos such as Labarque Creek restoration

MATERIALS AND RECYCLING

Target = Reduce tonnage of waste going to landfills within our wasteshed by 30% by 2030 over a 2015 baseline.

Activities
• Create Waste Diversion Ambassadors
• Create a central, regional database and website for information on recycling and hard-to-recycle items
• Conduct a regional public outreach and education campaign on recycling
TRANSIT ORIENTED DEVELOPMENT

Activities:
• Define local context and definition of transit-oriented development
• Develop a process to measure and assess stations and station areas

ENERGY AND EMISSIONS

Target = Reduce greenhouse gas emissions by 28% by 2025 and 80% by 2050 (2005 baseline).

Activities:
• Seek public and private endorsements
• Support those institutions as they strive to meet their own goals
• Create a regional Greenhouse Gas Inventory
• Form sub-committees based on results of the Inventory (i.e. building efficiency, transportation efficiency, and energy source)
**FOOD ACCESS**

Target = By 2027, reduce by half the number of healthy food priority areas* from a 2018 baseline.  
* census tracts where residents are low-income, lack vehicle access, a ½ mile or more from a healthy food outlet, and availability of healthy food is low.

Actions:
- Develop “alternative food retail models”
- Work with grocery stores to address community concerns
- Increase food production in North St. Louis
- Increase knowledge of healthy food

**BIODIVERSITY**

Target = By 2025, 100% of counties in the combined statistical area of St. Louis are using the Regional Biodiversity Atlas (from a 2018 baseline) to actively guide their planning, policies, and practices in ways that increase habitat connectivity, ecological functionality, and quality of life for all.

Actions:
- Build a regional inventory of biodiversity data
- Develop a regional atlas of priorities
- Build community awareness and engagement around biodiversity
- Identify pilot projects to take action in the priority areas
Join us in supporting our targets. Be sure to click through all six.

Counteracting Climate Change

Reduce greenhouse gas emissions by 28% by 2025 and 80% by 2050 (2005 baseline).

+ Learn Why

- Support This Target: I support efforts within the St. Louis region to Counteract Climate Change.

- Make a Commitment: I would like to make a personal or organizational commitment to contribute to Counteracting Climate Change.
Campaign for a Prosperous, Healthy, Vibrant St. Louis Region.

The St. Louis region is coming together to improve public health, grow the economy, and create a more sustainable future. Businesses, local governments, institutions, organizations, and individuals from across the region are collaborating to reduce greenhouse gas emissions, expand access to healthy food, increase biodiversity, advance transit-oriented development, reduce waste and water usage, improve air quality, and infrastructure. Learn more about who has supported us so far.

Join us in supporting our targets. Be sure to click through all six.

Access to Healthy Food

By 2027, reduce by half the number of healthy food priority areas (from a 2018 baseline). A healthy food priority area is defined as low-income census tracts where the residents lack vehicle access, are a certain distance from a healthy food outlet, and the average availability of healthy food in all food stores is low.

+ Learn Why

- Support This Target: I support efforts within the St. Louis region to improve Access to Healthy Food.
- Make a Commitment: I would like to make a personal or organizational commitment to contribute to improving Access to Healthy Food.
Options to Commit

What does a Commitment mean?

By making a commitment, you are telling us that you are going to do something. The specific actions you or your business takes is up to you. Some examples are listed below. We will follow up with you to find out what you are doing, to offer more suggestions, and to assist where we can.

Sample Commitment Actions:
- Set a target for your institution, business, or organization that contributes to a regional target such as implementing a recycling program in your office or setting a corporate greenhouse gas reduction goal.
- Set personal goals for your home or lifestyle to do things that contribute to a regional target such as backyard composting or reducing your carbon footprint.
- Attend the OneSTL Sustainability Lab and other events.
- Volunteer or appoint a representative to participate on an OneSTL Working Group or Support Team.
- Become a financial sponsor or donor to OneSTL efforts.

Supporters So Far

Organizational Supporters
- TalkWithLead.com
- University City, MO
- City of Clayton, MO
- Linda Goldstein Consulting
- The Nature Conservancy in Missouri
- Heartlands Conservancy
- Thomas Dun Learning Center
- St. Louis Food Policy Coalition
- Missouri Coalition for the Environment
- Citizens for Modern Transit
- US Green Building Council - Missouri Gateway Chapter
- Willoughby Heritage Farm and Conservation Reserve/
  International Society of Sustainability Professionals STL
  Chapter
- Green Dining Alliance / St. Louis Earth Day
- Nine Network of Public Media

Individual Supporters
- Nicole Pearl
- Ian Ashcraft
- Kathrina Donegan
- Mary Patteson
- Sheila Voss
- Gena Jain
- John Sweet
- Rachel Greathouse
- Lacy Cagle
- Phil Valko
- Sarah Staebell
- Joseph Martinich
- Ally Sliger
- Emily Andrews
- Anna Vogel
- Tiffany Trautwein
- Lisa Young
- Aaron Young
“Regional Data Alliance”

- Initiated to map networks, now is a meta-data library
- Promise Zone, United Way, Thread STL, Universities, Clark-Fox Foundation, Good Map
Challenge 2018 - Welcome to the EIGHTH Year of Making Green Work for St. Louis Businesses

Register Now. July Monthly Seminar

Click here for SEMINAR REGISTRATION

2018 St. Louis Green Business Challenge June Seminar
Tuesday July 11 - 7:30-9:30 a.m.
at Cl Select

Challenge 2018 Registration is OPEN for All Participation Levels

- Leader and Champion - $595
  - Activity and services run through early November
- Green Cities - $295
  - Second group registration to be announced for early summer date, TBD
- Challenge Apprentice - $195
  - Second group registration to be announced for early summer date, TBD

CLICK HERE to REGISTER for all Challenge levels

Presented by:
Green Business Challenge

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<th><strong>Sign-onto OneSTL Targets:</strong> Visit the website <a href="http://www.onestltargets.org">www.onestltargets.org</a>, review, support and/or commit to achieving up to six regional sustainability targets. (2 points per target for supporting, 10 points per target for committing, up to 72 points)</th>
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<td><strong>Help Expand Business Support of OneSTL targets:</strong> Use letter template to introduce a neighboring business, vendor or supplier to OneSTL targets and encourage them to also support and/or commit. Obtain letter template from Challenge staff. (10 points per business contacted, up to 3)</td>
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<td><strong>Help Expand Municipal Support of OneSTL targets:</strong> Use letter template to contact an elected official or staff of the municipality where your business is located, introduce the OneSTL targets and encourage them to support and/or commit. Obtain letter template from Challenge staff. (20 points. Check <a href="http://www.onestltargets.org">www.onestltargets.org</a> first to see if your municipality has supported a target(s). If so, you are not eligible for this activity.)</td>
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<td><strong>OneSTL Sustainability Labs:</strong> Encourage employees to attend monthly Sustainability Lab events. These are held on the LAST Tuesday of each month with sessions running 3:30 - 4:45pm and 5:15-6:30pm at T-REX, 911 Washington Ave in downtown St. Louis. (2pts each, up to 10 attendees across Lab events in July, August and September – verified onsite by sign-in sheets)</td>
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<td><strong>Share your Success Story:</strong> Submit to the Challenge and OneSTL staff your brief write-up of company sustainability successes related to the OneSTL Plan and/or its 6 regional sustainability targets for posting on OneSTL website. Obtain Success Story template from Challenge staff (20 points)</td>
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<td><strong>Promote awareness of OneSTL:</strong> Help spread the word about the OneSTL Plan and targets by liking, following, tweeting and sharing posts via social media – OneSTL Facebook page, Twitter (@OneSTL2013andbeyond) and LinkedIn. (1 pt for liking and following social media page, 2 pts per tweet, shared post or posted article that tags OneSTL, up to 20 points)</td>
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The International Society of Sustainability Professionals (ISSP)

The ISSP works to make sustainability standard practice through education, knowledge sharing, research, and professional credentials.

About the Greater St. Louis Chapter:

1. Regionally-specific knowledge and data exchange
2. Moral and professional support
3. Encourage the pursuit of the ISSP credentials
Green Schools Quest

- Project-based challenge for local K-12 schools.
- Pursue no or low-cost sustainability initiatives over a six month period.
- The program has been a great success since it launched five years ago! To date, over 100 schools have participated.
- USGBC-MGC is seeking mentors to assist schools with project identification, implementation, resources, and documentation.
- Time commitment is roughly 4-6 hours per month from Oct 2018 through March 2019.
- [www.usgbc-mogateway.org/green-school-quest/](http://www.usgbc-mogateway.org/green-school-quest/)
- Contact: Hope Gribble, Education & Green Schools Manager at hope.gribble@mobot.org, 314-577-0225
Sustainability Lab @ T-Rex
911 Washington Avenue, 3:30-7:00 PM

August 28 – *all groups blender*
September 25 – *Speaker Series*
October 30 – *STL City Resiliency*
November 27 – *TBD*
Sustainability Lab Speaker Series

• Bring knowledge and awareness of urban issues, design, and sustainability with particular lenses on equity and advocacy in the St. Louis Region.

• Create an opportunity for greater interaction between professional organizations.

• Create a space for candid conversations and meaningful dialogue among citizens and professionals.

• Highlight and utilize local expertise, research, and authors.

• Bring in guest speakers and experts from other cities and regions to learn from their experiences.
Our asks:

1. Endorse the targets via onestltargets.org and spread the word about endorsing.
2. Likes / Shares / Retweets.
3. Space in your newsletter.
4. Participate in the Speaker Series.
5. Help us arrange continuing education credits for your members.
6. Review and provide updates for our on-line resources.
8. Volunteer for a team/committee.
10. Other ______________________________
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