



TRAILNET

Promoting Active Living

2008 and 2009 Annual Report to the Community



2008

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Dear Trailnet Friends,

Please enjoy this two-year recap of Trailnet activities. Trailnet is dedicated to improving people's ability to safely move around St. Louis communities using the most healthful and efficient modes of transportation – walking and bicycling. Throughout 2008 and 2009, Trailnet continued to expand its activities in support of this transformative goal, plus gained new accolades for its ongoing work and leadership throughout the metro area. Overall, we have been excited to witness many positive things within the organization, including:

- The progress of Trailnet's *Healthy and Active Communities* initiative, funded through the Missouri Foundation for Health.
- The enduring success of Trailnet's Bicycle Fun Club
- Trailnet's continuing leadership within *The Confluence Partnership*
- The development and progress of the Trailnet's *Livable St. Louis*, *TravelGreen*, and *Safe Routes to School* programs
- Trailnet's completion of twelve Bike Pedestrian Master Plans
- Trailnet's increased outreach to additional municipalities
- Trailnet's creation of a major donor club: Peloton Society

As we look ahead, our board, volunteers and staff anticipate that Trailnet's programs, services, collaborations and overall vision will continue to strengthen the local transportation and social landscape. Using the support and investment of our donors and a wide variety of community partners, we will continue to act as St. Louis' leaders and advocates for healthy and active living, plus take great pride in our accomplishments for 2008-2009.

Ann Rivers Mack
Trailnet Executive Director

Jonathan Heitner
President, Board of Directors (2008)

Andrew Rothschild
President, Board of Directors (2009)



Ann Rivers Mack



Jonathan Heitner



Andrew Rothschild



History of Trailnet

Trailnet was founded in 1988 to develop the St. Louis Riverfront Trail and a bi-state network of trails. During its first 12 years, it was a vital leader and partner in creating Grant's Trail, St. Louis Riverfront Trail, Ted Jones Trail, West Alton Trail, East St. Louis Heritage Trail, Glen Carbon Trail Extension, MetroBikeLink, and Metro-East Levee Trail. Trailnet also partnered in the renovation of the Old Chain of Rocks Bridge and Eads Bridge to accommodate bicycle and pedestrian use. The organization assumed a leading partnership role in The

Confluence Project, a 200 square-mile Conservation, Heritage and Recreation corridor being developed along our region's Great Rivers, from the Arch in St. Louis to Grafton, Illinois.

Trailnet's purpose evolved significantly after the creation of the Great Rivers Greenway Tax District in 2000. The organization shifted from a narrow focus on trail development to a comprehensive emphasis on fostering healthy and active communities. It has integrated work in public health, urban planning, policy advocacy, community organizing and bike/walk programming.

In 2006, Trailnet received a significant Missouri Foundation for Health grant for its obesity prevention policy initiative, now known as *Healthy Active and Vibrant Communities* (HAVC). Trailnet also secured federal transportation funding for projects like Safe Routes to School, Bicycle/Pedestrian Master Planning Services, and other bicycle and pedestrian programming. Through these and other projects, Trailnet generated the core expertise, financial resources and network of partners that are needed to successfully shift its mission to fostering healthy and active communities, through changes to the built environment and policy.

Trailnet Program Highlight: Healthy Active Vibrant Communities

Started in 2006, Trailnet's Healthy Vibrant Active Communities (HAVC) is an initiative that works with four St. Louis area communities to empower their residents and leadership to change the local landscape – physically and socially – in ways that make it easier for people to be more active and make healthy choices. These include Vinita Park, Old North Saint Louis, DeSoto and Ferguson.

During 2008, Trailnet continued working with DeSoto and Ferguson to develop Complete Streets ordinances, local regulations supporting cycling and pedestrian-friendly street improvements, as part of their HAVC activities. Complete Streets is an innovative solution to the obesity epidemic, a problem these communities are taking a stand against at the policy level. The policy assures that streets will be designed to support safe cycling, safe routes to schools, and increased independence of the aging population. The Robert Wood Johnson Foundation and the Center for Disease Control selected Trailnet's HAVC as a 2008 "Promising Initiative" for its work to prevent obesity through land use and transportation policy.



In 2009, Trailnet's *Healthy Active and Vibrant Communities* initiative was hailed as an "Emerging Intervention" by the University of North Carolina's *Center for Training and Research Translation*. Trailnet was also invited to speak about HAVC at the Center for Disease Control's 2009 *Obesity Prevention in Public Health Course*. Finally, Trailnet began circulating its HAVC Community Toolkit in the summer of 2009. After almost two years of work, this comprehensive resource presented an exciting vision for the future of communities—a future built around quality of life, health, vibrant local economies, and the environment. The Toolkit included resources for:

- Schools, Childcare, and After-Care
- Community Residents
- Design Practitioners
- Faith-Based Organizations and Institutions
- Healthcare Providers
- Local Governments & Community Organizations
- State and Federal Governments
- Workplaces

2009

Board

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Ann Rivers Mack
Cindy Mense
Gwendolyn Moore
Kevin Neill
Kyle Oberle
Wanda Salzman
Amy Schmidt
Kathleen Stomps
Phil Valko
Jason Willett



"Trailnet is a resource to a community in need. For the Ferguson community, Trailnet has provided insight and knowledge on how to achieve healthier and more active lives. They have been the catalyst for a change in how the City of Ferguson and its residents approach different initiatives and programs. They have also helped to bring a regional focus to our community. Personally, I have learned a great deal on national best practices that have improved my life personally and professionally. I thank them for all that they do for the community."

Dwayne James, City of Ferguson Councilman and Supporter of Healthy and Active Communities in Ferguson, MO

Trailnet Program Highlight: TravelGreen

In 2009, Trailnet's TravelGreen gained attention as an innovative program to encourage bicycle commuting to and from work. In the spring, it launched as a pilot program in cooperation with BJC Health Systems, and hosted a Bike to Work Day including a commuter challenge with competition from 124 participants, representing 34 businesses, universities, hospitals, and other organizations.



Trailnet Program Highlight: Bikeable Walkable Plans

Trailnet's Bikeable Walkable Plans provide the vision and framework for local municipalities to create healthier, more active communities. These plans identify opportunities for new trails, sidewalks, and on-street bike facilities to help residents and visitors get around town by bike and foot. In 2008-2009, Trailnet completed plans for the following communities:

- | | | |
|-------------------------|----------------|------------------|
| Bellefontaine Neighbors | Cottleville | O'Fallon |
| Brentwood | Lake St. Louis | Richmond Heights |
| Clayton | Maplewood | Wentzville |

2008

Corporate Gifts

- Alberici Constructors
- Alpine Shop
- Antennas Direct
- Ballwin Cycles
- Big River Running Company LLC
- Big Shark Bicycle Company
- Bike Center, Inc.
- BP America, Inc.
- Board Builders Inc.
- ConocoPhillips Wood River Refinery
- Culver's of Collinsville
- Cyclery and Fitness Center
- Dogfish
- Evans Law Firm
- Fleet Feet Sports
- Guarantee Electrical Co.
- Hub Bicycle Co.
- Lewis, Rice & Fingersh, L.C.
- Lions Choice Restaurant Corp.
- Maplewood Bicycle
- Midwest BankCentre
- New Belgium Brewing Co., Inc.
- Outdoors Inc.
- Peloton Cyclery LLC
- Pfoodman
- PRORehab, p.c.
- Recycled Cycles
- Redwood Creek Wine
- RFI
- Running Center of St. Louis, Inc.

- St. Louis Bicycle Co., LLC
- St. Louis Convention & Visitors Commission
- Sunset Cyclery, Inc.
- THF Realty, Inc.
- Trail Systems Engineering
- TREK Bicycle Store of St. Louis

Foundations and Organizations

- American Diabetes Association
- American Heart Association
- Barnes-Jewish Hospital Foundation
- Boeing Employees Community Fund
- Casa Audlon Charitable Lead Annuity Trust
- Dana Brown Charitable Trust
- Earth Share of Missouri
- Go! St. Louis
- Jordan Charitable Foundation
- KWMU-FM
- Lewis and Clark Society of America
- McKnight Foundation
- Missouri Foundation for Health
- National Multiple Sclerosis Society
- Pettus Foundation
- The Saigh Foundation
- Simmons Charitable Foundation
- The Staenberg Family Foundation
- Stupp Bros. Bridge & Iron Co. Foundation
- William A. Kerr Foundation
- YMCA of Greater St. Louis

2009

Corporate Gifts

- Adventure Fit, Inc.
- Alberici Constructors
- Alpine Shop
- AmerenUE
- Antennas Direct
- Ascension Health
- Big River Running Company LLC
- Big Shark Bicycle Company
- Board Builders Inc.
- Commerce Bank
- Covidien
- Cyclery and Fitness Center
- Dogfish
- Fleet Feet Sports
- Ghisallo Sports
- Granada Cyclery and Fitness
- GSK - Tums
- Guarantee Electrical Co.
- Hautly Cheese Company, Inc.
- Hub Bicycle Co.
- Lewis, Rice, & Fingersh, L.C.
- Maplewood Bicycle
- Mesa Cycles
- Midwest Recumbent Bicycles
- Nestle Purina PetCare Company
- Performance Bracing & Orthotics
- REI
- Running Center of St. Louis, Inc.
- Schnucks Markets, Inc.
- Smoothie King - Chesterfield

- St. Louis Bicycle Co., LLC
- Stinson Morrison Hecker LLP
- STL-Style Com LLC
- Sunset Cyclery, Inc.
- THF Realty, Inc.
- TREK Bicycle Store of St. Louis
- Wells Fargo Advisors

Foundations and Organizations

- American Diabetes Association
- Barnes-Jewish Hospital Foundation
- Boeing Employees Community Fund
- Casa Audlon Charitable Lead Annuity Trust
- Earth Share of Missouri
- Enterprise Rent-A-Car Foundation
- KWMU-FM
- Lewis and Clark Society of America, Inc.
- McKnight Foundation
- Missouri Foundation for Health
- Pettus Foundation
- The Staenberg Family Foundation
- Stupp Bros. Bridge & Iron Co. Foundation
- William A. Kerr Foundation
- YMCA of Greater St. Louis

Trailnet Program Highlight: The Confluence Partnership*

In 2008, Trailnet celebrated its first decade as the lead member of The Confluence Partnership, a network of organizations which focus on restoring habitat and protecting land to improve water quality, increasing use and awareness of the Mississippi and Missouri Rivers, and expanding regional partnerships in order to reconnect people to America's Great Rivers.

In the last two years, more than 800 community volunteers donated time at *Greening The Confluence* land and water restoration events and the Partnership sponsored an AmeriCorps Stream Team Assistant for the Watkins Creek Watershed Initiative. Through acquisition and conservation easements Confluence

partnering organizations and agencies protected 2,779 acres of land on Chouteau Island, American Bottoms, the St. Charles County floodplain, and along the Mississippi River in Jersey County.

Organized bike rides held throughout the year in the river corridor attracted 1,658 people of all ages and over 3,000 people from the region attended the first ever *St. Louis Route 66 Festival at the Old Chain of Rocks Bridge* in October. Students from The Confluence Academies worked alongside nationally-recognized quilter Edna Patterson-Petty to produce one of three Confluence Freedom Quilts, which visualized stories of the Underground Railroad. Coordination on joint marketing of *Eagle Days at the Old Chain of Rocks Bridge* brought thousands of people to many sites within The Confluence to participate in eagle watching programs. To build, deepen and expand the

network of entities involved in supporting and implementing river initiatives, the Partnership began developing a new Strategic Plan in December. This plan will guide the work of The Confluence for the next 10 years in order to guarantee long-term health of The Confluence and the Great Rivers system.



**More information is also available in The Confluence Partnership's 2009 Annual Report, also available at www.trailnet.org and www.confluencegreenway.org*



Trailnet Program Highlight: Active Living Awards

In September 2008, Trailnet hosted its first Active Living Awards. Trailnet created this annual event to celebrate the individuals and institutions of the St. Louis region who foster increased physical activity as a means to healthier living, either by design or by example.

2008 Active Living Awards

Honorees:

Healthy Individuals:
Nancy Lieberman

Healthy Community:
Get Healthy DeSoto

Healthy Environments:
HOK

2009 Active Living Awards

Honorees:

Individual Award:
Alan Permutt, MD

Community Award:
Live Well Ferguson and the City of Ferguson

Organization Award:
Girls on the Run

Tom Yarbrough Award:
Mike Weiss, Big Shark Bicycle Co.

Trailnet Program Highlight: Safe Routes to School

In 2008, Trailnet helped elementary schools in Florissant, Rock Hill, St. Louis, Webster Groves, and Wildwood to join communities around the world in celebrating International Walk to School Month. This program is part of Trailnet's Safe Routes to School, an ongoing program which encourages children to walk and bicycle to and from school, increase awareness of the importance of regular physical activity for children, and to bring communities together to improve pedestrian safety to make healthy and walkable community environments.



Cathy Jaeger
Trailnet Volunteer

"I like Trailnet because it is an environmentally-friendly organization. Volunteering makes everything more personal, and working with Trailnet helps to achieve a common goal."





Mike Hennies at Trailnet's Ride the Rivers Century Ride

"Trailnet receives my support for two reasons. Trailnet's Bicycle Fun Club Series is simply the "Gold Standard" for supported bicycle rides in the St Louis area. These rides are well organized, interesting and offer something for a family looking for a weekend day activity or the avid cyclist looking for the challenge of rolling terrain and extended miles. During the workweek I participate in weekly group rides that are supported by Trailnet. These weekly group rides help increase your fitness level and cycling skills while providing some nice company with others looking for a lifestyle of active living."

"I also value and appreciate Trailnet's strong advocacy voice for safer streets for cyclists and pedestrians alike. Trailnet's work developing trails and partnering with communities to create a more bikeable and walkable infrastructure is becoming more and more evident as I now share the road with significantly more cyclists than I had in the past."

Trailnet Memberships

2008 Number of Trailnet Members: 1,832

2009 Number of Trailnet Members: 1,926



Trailnet Program Highlight: Livable St. Louis

In spring 2009, Trailnet was integral in creating the Livable St. Louis Network (LSLN). Trailnet co-led the LSLN formation with the Saint Louis University School of Public Health, including recruiting 19 partners from many sectors, the development of a LSLN charter, the formation of a steering committee, and the creation of four workgroups. LSLN is committed to moving communities toward land-use and transportation policies that support enhancing livability and promoting access to healthy choices throughout the St. Louis region. This work has been made possible through research collaboration and funding from the Saint Louis University School of Public Health.

2008-2009 Highlights: Bicycle Fun Club – By the Numbers

2008

Bicycle Fun Club Season Events: 20

Total Bicycle Fun Club Rides' Miles: 986.3

Bicycle Fun Club Season Participants: 7,046 riders

Ride the Rivers Century (100-mile ride) Participants: 466

2009

Bicycle Fun Club Season Events: 20 rides

Total Bicycle Fun Club Rides' Miles: 1039.3

Bicycle Fun Club Season Participants: 7,735 riders

Ride the Rivers Century Participants: 470



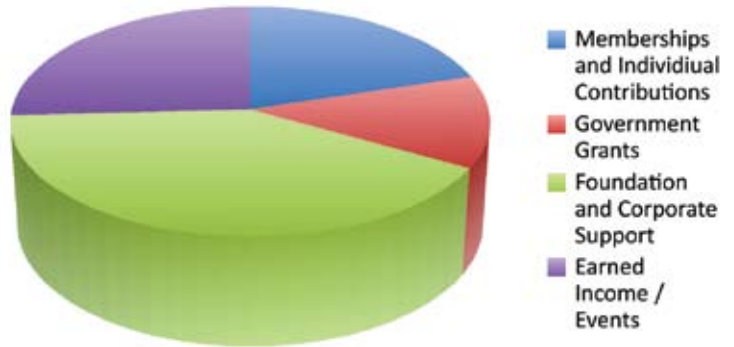
TRAILNET FINANCIALS

2008

Operating Support and Revenue

Membership and Individual Contribution	\$282,330	20%
Government Grants / Contracts	\$181,242	13%
Foundation / Corporate Support	\$572,311	41%
Earned Income / Events	\$360,970	26%
Funds Transfer	\$611,408	

TOTAL Operating Support and Revenue **\$2,008,261**

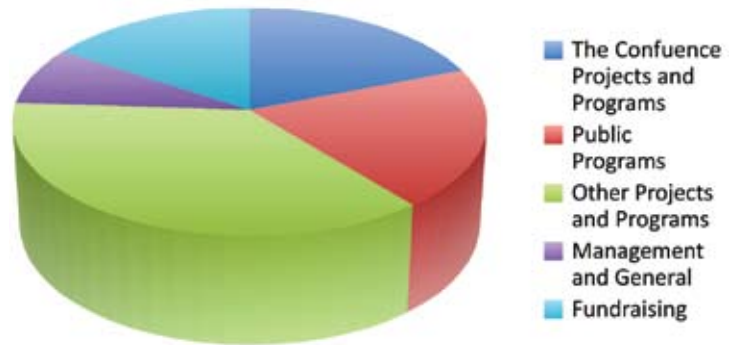


2008

Operating Expenses

The Confluence Projects and Programs	\$383,560	19%
Public Programs	\$400,935	20%
Other Projects and Programs	\$741,537	37%
Management and General	\$164,407	8%
Fundraising	\$317,822	16%

TOTAL Operating Expenses **\$2,008,261**

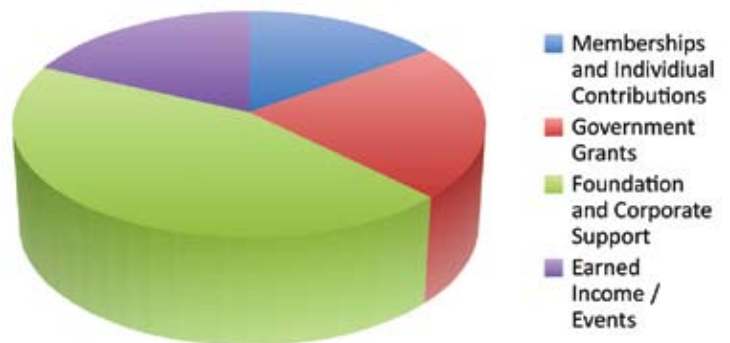


2009

Operating Support and Revenue

Membership and Individual Contribution	\$245,884	15%
Government Grants / Contracts	\$365,692	22%
Foundation / Corporate Support	\$728,967	44%
Earned Income / Events	\$297,711	18%
Funds Transfer	\$33,890	

TOTAL Operating Support and Revenue **\$1,672,144**

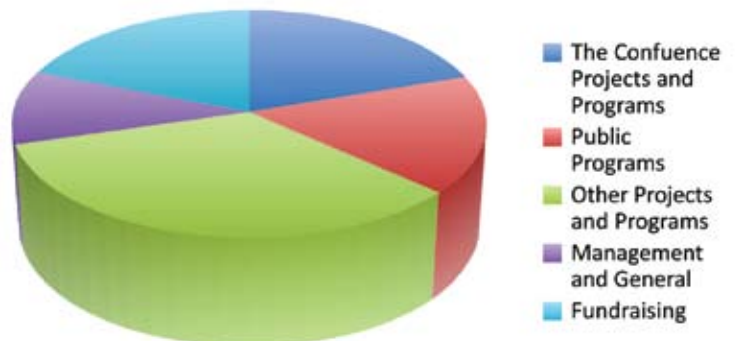


2009

Operating Expenses

The Confluence Projects and Programs	\$330,081	20%
Public Programs	\$281,885	17%
Other Projects and Programs	\$566,376	34%
Management and General	\$175,764	11%
Fundraising	\$318,038	19%

TOTAL Operating Expenses **\$1,672,144**



Mission:

To lead in fostering healthy and active communities through innovative programs, planning and policy that promote walking and bicycling throughout the St. Louis bi-state region.

Vision:

The St. Louis bi-state region will be known throughout the country as a model community for healthy, active living and broad-based acceptance of alternative modes of transportation.

Core Values:

Activity – We demonstrate, encourage and facilitate healthy lifestyles through our programs and activities.

Sustainability – We organize, promote and model environmentally-friendly practices and behaviors throughout the region.

Vision – We embrace a leadership role in generating and implementing creative ideas and strategies to accomplish our mission and engage individuals, families and organizations in new and more effective ways.

Collaboration – We serve as a galvanizing force in the region to identify and bring together resources, organizations and ideas. We seek partnerships to achieve our goals.

Professionalism – We are accountable, ethical, respectful and financially sound. We set high standards for ourselves and our programs, deliver on our promises, and measure outcomes as a means of continuing to improve in all areas.

Communities Served by TRAILNET in 2008 and 2009

MISSOURI

Affton
Augusta
Ballwin
Brentwood
Bellefontaine Neighbors
Clayton
Chesterfield
Cool Valley
Cottleville
Crestwood
Crystal City
Dardenne Prairie

DeSoto
Ellisville
Eureka
Ferguson
Festus
Florissant
Franklin County
Grantwood Village
Green Park
Kinloch
Kirkwood
Lake St. Louis
Lakeshire

Maplewood
Mehlville
New Haven
Normandy
O'Fallon
Old North St. Louis
Richmond Heights
Rock Hill
Shrewsbury
Spanish Lake
St. Charles
St. Louis City
St. Louis County

St. Peters
Union
Vinita Park
Warson Woods
Washington
Webster Groves
Weldon Spings
Wentzville
West Alton
Wildwood

ILLINOIS

Alton
Belleville
Collinsville
East St. Louis
Edwardsville
Fairview Heights
Glen Carbon
Granite City
Hamel
Hartford
Highland
Madison

Marine
Mascoutah
Millstadt
Prairie du Rocher
St. Jacob
St. Libory
Troy



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www.trailnet.org