

Contact: Marielle Brown  
marielle@trailnet.org  
314.436.1324 x115

## FOR IMMEDIATE RELEASE



### **New project for safer streets and a healthier, more active St. Louis**

*Missouri Chapter of the American Planning Association working with the Healthy Eating Active Living (HEAL) Partnership receives grant funding from the American Planning Association*

(City of St. Louis, Mo., April 7, 2015) –Through the American Planning Association’s [Plan4Health program](#), the Missouri Chapter of the American Planning Association working with the HEAL Partnership has received a \$120,000 grant for community engagement activities to present a vision for safe access to physical activity for pedestrians throughout the City of St. Louis. Engaging the community through pop-up demonstrations, the Partnership will address walkability and highlight ways to build better streets with traffic calming solutions.

As part of the Plan4Health St. Louis project, the HEAL Partnership will work with local experts to create a variety of tools that can be used for temporary demonstrations for traffic calming. These tools will be used for [pop-up demonstrations](#) in the following focus areas: the Ville and Greater Ville, JeffVanderLou, Dutchtown, and Carondelet. The pop-up demonstrations present possible solutions and provide to St. Louis residents fun and safe social spaces while also encouraging healthy, active living.

“We want our communities to have the best street design that can serve all residents,” said Marielle Brown, AICP, Trailnet Bicycle and Pedestrian Planning Manger.

“Grandparents, parents, and children should be able to walk to the park or local grocery store together and feel safe doing so because streets are designed with pedestrians in mind.”

The Healthy Eating Active Living (HEAL) Partnership members include: Trailnet, the City of St. Louis (Health and Streets Departments), Missouri Chapter of the American Planning Association, Missouri Public Health Association, Missouri Foundation for Health, Great Rivers Greenway, Gateway Greening, GirlTrek, The YMCA of Greater St.

Louis, Washington University, Saint Louis University, Paragard, and American Heart Association.

Through pop-up demonstrations, the HEAL Partnership aims to facilitate a culture shift toward designing streets that encourage walking. The demonstrations will give residents, policymakers, and businesses the chance to experience traffic calming measures that improve quality of life. In the City of St. Louis, [more than one-quarter \(27%\)](#) report no leisure-time physical activity. While [80% of City residents](#) live within a mile of a public park, poor pedestrian access in some areas may prevent regular park use. The City of St. Louis recently bolstered its [Complete Streets policy](#). The Plan4Health project will explore and present new street designs that could be used to implement the updated Complete Streets policy.

“Planners throughout Missouri are working to make our communities healthier for all residents,” said Shannon Jaax, AICP, President of the Missouri Chapter of the American Planning Association. “The Plan4Health grant is a tremendous opportunity to put best practices into action through demonstration projects that can then be replicated throughout the state.”

“This is an exciting new opportunity to improve the health of our communities through diverse partnerships,” said Anna Ricklin, AICP, manager of APA’s Planning and Community Health Center. “Collaboration is key if we want to continue to create communities of lasting value that are equitable and healthy for all residents.”

The City of St. Louis continues to be designated as a [Pedestrian Focus City](#) by the Federal Highway Administration because of a high number of pedestrian fatalities. Presenting traffic calming measures through pop-up pedestrian plazas, the HEAL Partnership will help prioritize pedestrian safety with the potential to lead to long-term regional projects in the future.

*About Plan4Health:*

The HEAL Partnership was one of eighteen coalitions to receive funding in a competitive review process. [Plan4Health](#) is a 15-month program that strengthens the connection between planning and public health. Seventy-five percent of the program’s funding supports local and state coalitions working to advance public health through better planning and partnerships. The program is implemented in partnership with the [American Public Health Association](#) (APHA) and represents a major new collaboration between planners and public health professionals. Funding for Plan4Health was provided through a grant from the [Centers for Disease Control and Prevention](#) (CDC). For more information about the Plan4Health program, visit [www.plan4health.us](http://www.plan4health.us) or follow the hashtag #Plan4Health on Twitter.

*About Trailnet:*

Trailnet is a St. Louis-based, not-for-profit organization that leads in fostering healthy, active, and vibrant communities where walking, bicycling, and the use of public transit are a way of life. Trailnet was founded in 1988 to coordinate efforts on bicycle facility-oriented projects. In 1999, Trailnet shifted its focus from bike trail development to community-based work. Integrating public policy, urban planning, and strategic programming, Trailnet’s work assures a healthier, brighter future for all of our communities. Since Trailnet’s transformation in 1999, the organization has partnered with 30 communities to create master plans for streets that improve walking and biking, and has helped 7 communities pass Complete Streets policies that offer better street design and safety for all users. For more information, visit [www.trailnet.org](http://www.trailnet.org).

###