East-West Gateway Coordinating Council

2002 Annual Report

November, 2002
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Partners
2002 comes to a close with the release of the fourth edition of East-West Gateway’s signature publication Where We Stand. Among other things, Where We Stand emphasizes the complexity of the St. Louis metropolitan area: 2.6 million people, $89.6 billion dollars in annual gross metropolitan product, and nearly 790 units of government sharing infrastructure and economy. Given these dimensions, it would be foolish to think we can accomplish much worthwhile without working together. Knowing this, we have chosen “partners” as the theme of our 37th annual report.

Building partnerships among local governments and their constituents in order to solve regional problems is the mission of East-West Gateway, spelled out by our founders in 1965.

Since our incorporation, the Council has pursued a regional vision through the allied efforts of the chief-elected officials from the eight counties of the St. Louis metropolitan area in Missouri and Illinois, who form the majority of the Council’s Board of Directors. Joining us are six regional citizens, three per state, and the chair of the Bi-State Development Agency. Representatives of the Missouri and Illinois state governments are present in an advisory role. Once a month, we gather to discuss, debate and decide regional policy in an expanding range of issue areas.

The thoughts and perspectives of a host of citizens, business leaders, and consumers who comprise our community partners inform this process. Some of them are members of the standing advisory committees listed on the inside covers of this report. Others participate in focus groups, forums, and conferences that we sponsor throughout the year. Still others implement programs and initiatives that we have produced.

These partnerships are discussed in greater detail in the following pages, along with many examples of positive results. Consider this report an invitation to you, as citizens and leaders, to join us as partners in 2003 and beyond as we work for a better transportation system, a better workforce, and a better regional community.

To Our Colleagues

Buzz Westfall
Chair

John Baricevic
Vice Chair

Les Sterman
Executive Director

Left to right—Les Sterman, Buzz Westfall and John Baricevic
Land use in the East-West Gateway region

LEGEND
- Residential
- Commercial
- Industrial
- Transportation
- Public
- Urban Mix
- County Boundaries
- Agriculture
- Forest Land
- Recreation
- Water & Wetlands
- Extractive
- Transitional
The year 2002 brought a variety of partners together to improve the region’s transportation system. Concluding an extended process that involved both technical and citizen input, the Council adopted Legacy 2025 in March. This is the long-range plan that spells out the region’s transportation policies and goals for the next 20 years and commits nearly $13.9 billion in federal, state and local dollars for transportation projects—38 of which are new. Over two-thirds of the pledged investment honors the Council’s top priority: preservation of existing roads, bridges, and transit facilities.

The Council endorsed Legacy 2025 with the conviction that revenue generated between 2007-2025 would be sufficient to cover the cost of the planned projects. However, funding scenarios in Missouri proposed later in the year could cause us to have to rethink the region’s long-range plan and reduce our expectations. The Council and individual members of the Board worked hard to encourage fair distribution of state transportation dollars. These activities will continue in 2003, working with the Missouri Department of Transportation and partners across the state to address the transportation funding issue through a more productive dialogue.
Legacy 2025 builds upon changes in policy and procedures that began in the mid-1990s and transformed transportation planning and decision-making. Beginning with Transportation Redefined, the 1994 long-range plan, the Council focused upon the economic and community effects of transportation investments, assessing alternatives based upon their overall impact on the region’s vitality and quality of life.

Beginning in late 2001 and continuing into early 2002, the Council conducted an outreach campaign to gather community opinion. The Council sponsored advisory committees, public meetings and issue-oriented roundtables, which included representatives from community-based advocacy groups and government agencies throughout the region.

In August, the Council adopted a $3.2 billion five-year investment plan for greater St. Louis, including 867 projects covering state and local roads, highways and bridges, and local transit and para-transit facilities. To get citizen feedback about the proposed 2003-2007 Transportation Improvement Program, the Council sponsored six open-house style meetings throughout the region in July.

Consistent with regional policy as expressed in Legacy 2025, nearly half of the investment in the 2003-2007 TIP is dedicated to preserving the existing transportation system. The only major new road project started in this five year program is in Missouri, a planned $72.5 million overhaul of Mo. Rte 367 in St. Louis County.
With partners, Council implements Policy on Reasonable Progress

In April 2001, the Council voted unanimously to bring accountability to local project management—accelerating the pace at which transportation projects are built. With the help of District 6 of the Missouri Department of Transportation and local project sponsors, Council staff set deadlines for projects behind schedule. Failure to meet deadlines resulted in the redistribution of federal funds to other worthy projects positioned to proceed immediately. Thus far, after three deadlines (two in 2002), only six projects lost funding—a 90 percent success rate.

Transportation Corridor Group finalizes four major studies in 2002

Staff of the Council, the Bi-State Development Agency, and the Missouri Department of Transportation work closely together in the Transportation Corridor Improvement Group—a team housed at the Council and organized to study major transportation investments slated for the St. Louis region. In 2002, the TCIG presented preferred alternatives to the Council for U.S. Rte. 50 in Franklin County, Mo. Rte. 100 in Franklin and St. Louis counties, Mo. Rte. 47 in Franklin and Warren counties, and Mo. Rte. MM and Rte. W in Jefferson and St. Louis counties. All four recommendations were adopted.

Also in 2002, the TCIG participated in a statewide analysis of proposed changes to Interstate 70 and allied with agencies from the City of St. Louis, Missouri Department of Transportation, St. Louis County and the Bi-State Development Agency to analyze suggested improvements to Interstate 55 in Lemay-Affton and nearby sections of the City of St. Louis.
Council undertakes major travel survey

In 2002, the Council began a massive survey of citizens’ travel habits, capturing the travel routines of area households through daily travel diaries and of transit riders through on-board questionnaires. By April, the Council received completed questionnaires from 13,000 transit riders carried by the Bi-State Development Agency and Madison County and St. Clair County transit districts. The travel logs of 5,000 households are expected by early December, with a full report anticipated in January 2003. Even though the Council introduces fresh travel data to its transportation modeling systems each year, a study of this magnitude has not occurred in the region since 1965.

Gateway Guide makes strides

The Council remained an integral member of Gateway Guide—a multi-agency cooperative to implement a region-wide Intelligent Transportation System that includes the Missouri Department of Transportation, Illinois Department of Transportation, Federal Highway Administration, Federal Transit Administration and Bi-State Development Agency. A milestone was reached in 2002 with the opening of the Transportation Information Center in St. Louis County. Operated by the Missouri Department of Transportation, the Information Center is the nerve center for the region’s growing high-tech transportation infrastructure.

At a time when adding capacity to our transportation system is increasingly difficult, the Council’s focus will turn to better maintaining and managing the existing system. A network of cameras, sensors, signal systems and changeable message boards will allow the region’s transportation agencies to provide better, more timely information to the public on a minute by minute basis. Eventually, these agencies will be able to actively manage the flow of people, freight and traffic.
Supported by a grant from the U.S. Department of Labor, the Council worked closely with partners from the University of Missouri-St. Louis Labor and Education Market Analysis project and the Regional Chamber and Growth Association to evaluate the quantity and quality of the region’s labor force, focusing primarily on the healthcare industry in 2002. Much of the work formed a foundation for the Regional Healthcare Workforce Intelligence System, which, when operational, will be a regional resource for information on labor force supply and demand in the healthcare industry. The system is being built in cooperation with several healthcare and educational systems. In the fall, staff of the partnering agencies hosted a series of meetings and dialogues with legislators, business representatives, educators, and members of the region’s Workforce Investment Boards on this topic.

Also in 2002, in our capacity as co-convener of the St. Louis Regional Workforce Development Policy Group, Council staff worked with members of the region’s six Workforce Investment Boards and responsible agencies in the two states to eliminate troublesome barriers to interstate cooperation in the planning and implementation of workforce development services.
A Council plan to improve employment opportunities for citizens with significant transportation barriers was put on the fast track in 2002. A Regional Strategy for Access to Jobs, adopted by the Board in October, envisions a bi-state Transportation Corridor for Learning and Work, anchored by the 35-mile MetroLink light rail line. More than 16,318 firms representing nearly every sector of the region’s economy are located in the Corridor, along with the region’s largest concentration of educational institutions and job training centers. The Council estimates that 50,000 persons within the area are unemployed or are underemployed.

A Regional Strategy for Access to Jobs also highlights the Cooperative Healthcare Employment Transportation program, designed in cooperation with St. John’s Mercy Medical Center, the International Institute, Metropolitan Congregations United, and other partners during the year. CHET assists entry-level workers at St. John’s with transportation in the form of van service that supplements what Bi-State provides and gasoline vouchers for individuals who carpool. To date, 15 education and job-training providers have been encouraged to refer candidates to St. John’s for employment and participation in the transportation program. Funded through the federal Job Access and Reverse Commute program, with matching dollars from St. John’s, it is an important example of a public-private partnership that serves corporate as well as community interests.

With A Regional Strategy for Access to Jobs in hand, the Council and partners are now eligible to apply for more financial support from the Federal Transit Administration for future access to job efforts.

To ensure enough minority youth are prepared and available for apprenticeships in the construction trades, the Council partnered with the Missouri Department of Transportation, St. Louis Agency on Training and Employment, Construction Prep Center, Lambert-St. Louis International Airport Program Management Office, YouthBuild St. Louis, Associated General Contractors of St. Louis, and MoKan to develop a city-wide clearinghouse for job-ready apprentices. The goal is an up-to-date and shared database of job-ready candidates, which contractors will be able to access, with the assistance of the partners, as they make good faith effort to hire African-Americans and women on heavy construction jobs. The database will be piloted during the Interstate 70 improvement project in the City of St. Louis, made possible by a federal grant secured in late 2001.

In September the Council’s successful access to jobs program Bridges to Work relocated to the Metropolitan Education and Training Center in Wellston. The move places Bridges to Work in position to support the employment and retention goals of a consortium of service providers located at the MET Center, as well as to continue their customary community outreach. During 2002, Bridges to Work provided over 460 workers with employment counseling and rides to and from their jobs in the Earth City and Maryland Heights area of St. Louis County. Bridges to Work is funded through grants from the U.S. Department of Transportation and private investment.

Council staff serve on the steering and operations committees of the MET Center, working closely with representatives of St. Louis County, St. Louis Community College, the City of St. Louis, and Better Family Life. Located within walking distance of MetroLink, the Center is envisioned as a centralized community-based resource for education, training, work, and transportation.
In 1997, the Council began investing public and private dollars in a region-wide education and job training effort known as the St. Louis Regional Jobs Initiative. To date, that investment exceeds $4.9 million. A 2002 analysis of the program by a nationally known research firm estimated the social and economic profit at $15 million—affirming the Council’s commitment to innovative workforce programs.

Funded by the Annie E. Casey Foundation, the Jobs Initiative works closely with local governments and community-based groups to enhance the life of participants and families through job training, career counseling, and the encouragement to accumulate wealth through savings and homeownership. Better Family Life, St. Louis Community College, and Workforce Partners work with the Council to administer the programs of the Jobs Initiative.

A principal goal of the Jobs Initiative is to improve the workings of the “system” that connects low-income people to jobs. The Jobs Initiative addressed the 2002 fiscal crisis at the state level in Missouri and Illinois, collaborating with Citizens for Missouri’s Children and the Child Day Care Association to expand eligibility guidelines for daycare subsidies. The Jobs Initiative also encouraged better coordination between community-based employment and training organizations and local Workforce Investment Boards. At the federal level, the Jobs Initiative cooperated with the national policy group Workforce Alliance to monitor the progress of reauthorization of Temporary Assistance for Needy Families.

Construction Pathways addresses apprenticeship utilization in 2002

Construction Pathways of the Jobs Initiative launched a pre-apprentice training program in 2002 with the Painters District Council #2, Employment Connection, St. Louis Construction Orientation Intake Center, and WorkLink. Through its evening classes, the program prepared job seekers for employment as apprentice painters and tapers.

Also in 2002, Construction Pathways advocated for the use of Apprenticeship Utilization Requirements, a tool for improving workforce diversity by stipulating that a certain percentage of workers on a construction site must be union apprentices. The Council’s effort is enhanced through partnership with the St. Louis Inner City Competitive Alliance, Building & Construction Trades Council of St. Louis, St. Louis Council of Construction Consumers, Washington University, and members of the City’s Board of Aldermen. In September, the Council hosted an out-of-town delegation to discuss the successful application of the AUR program in Seattle.

Regional Jobs Initiative promotes savings

After Jobs Initiative participants complete educational courses and find work, they are encouraged to accumulate wealth with Individual Development Accounts. Individual Development Accounts encourage savings because account holders receive a dollar match from federal and state sources for every dollar saved over a two-year period.

Past participants have used the money as a down payment on a home, to purchase a car or to start a business. In 2002 the Jobs Initiative IDA program actively served 47 clients and collaborated with Tower Village Nursing Home in the City of St. Louis to provide an employer-sponsored IDA program for Tower Village employees. The National Council of Jewish Women, Justine Peterson Housing and Reinvestment Corporation, and the Older Women’s League help implement the IDA program, which includes financial management courses and credit report counseling.
Throughout the year, planners at the Council sifted through an avalanche of new data from the 2000 U.S. Census. Much of the information gleaned from the Census can be found in the Council's Web-based Data Center, accessible from www.ewgateway.org.

The results of the 2000 Census and other publicly funded surveys were collected, organized and analyzed to produce the 4th edition of the Council's popular publication Where We Stand: A Strategic Assessment of the St. Louis Region.

Since 1992, Where We Stand has measured the economic, fiscal, physical and social health of the St. Louis region by comparing it to 34 peer metropolitan regions nationwide. Over 80 variables were considered in the 2002 version—population shifts, job growth, incomes, educational performance, individual and family health, land-use practices, racial disparities and more.

In 2002, Where We Stand was released in four installments, issued to the community between July and October. These focused on demographics, household income and wealth, educational performance, economic vitality, individual family and well-being, crime and social disorder, urban form and physical environment, leadership, governance and public service. The interim reports built momentum for a 10-year trend analysis, released in November at the Council’s annual meeting.

Where We Stand has become a catalyst for discussions of critical regional issues among elected officials, leaders of area non-profits, and concerned citizens.

The ripple effects of the information presented in the 4th edition of Legacy 2025 will continue into 2003. Council staff and representatives will present the findings and implications of the report to interested community groups and schools.
The St. Louis region reached a significant air-quality milestone in 2002 by meeting the one-hour ozone standard required by the federal Clean Air Act to protect public health, positioning the region for an EPA upgrade from moderate ozone non-attainment to attainment status. Much work remains, however, since a new standard will be implemented shortly, requiring still further action to assure healthy air in our region.

Concerted efforts by the two states, concerned citizens and business groups, and the Air Quality Advisory Committee (convened by the Council) contributed to the 2002 success. The region’s comprehensive ozone control program included the following measures:

- Stage II Vapor Recovery nozzles at gas stations in Missouri
- Centralized enhanced vehicle emissions inspection and maintenance program in both states
- Clean fuel strategies for the region
- Transportation control measures, which include regional ridesharing, transit improvements, bicycle and pedestrian programs and traffic flow improvement projects.

Water Council boasts diverse and balanced membership

In 2002, the Regional Water Resources Advisory Council collected and distributed technical information to improve watershed planning, nurtured strategies for recreational opportunities and greenway conservation along the region’s rivers, and produced preliminary literature for a local government resource library dedicated to watershed management. The Water Council also offered local governments access to planning, mapping and resource management tools, and sponsored its second annual tour of the Mississippi River aboard a U.S. Army Corps of Engineers tugboat and barge.

The Water Council boasts a balanced and diverse membership representing industry, water districts, stream teams, government agencies, universities, environmental groups and engineers. The Water Council consults regularly with local, state and federal agencies, including the U.S. Army Corps of Engineers, Missouri Watershed Information Network, Confluence Greenway, Metropolitan Sewer District, Perque Creek Watershed Planning Committee, Meramec Greenway, Operation Clean Stream, and the Dardenne Creek Planning Group.
In October, the Council, Regional Chamber and Growth Association, Leadership Council of Southwestern Illinois, and the Southwestern Illinois Development Authority invited local government officials and community leaders to the Council boardroom to discuss strategies and barriers to redeveloping urban-core brownfields. These post-industrial sites—abandoned or underutilized, contaminated or perceived as such—present health risks to nearby residents and diminish the quality of life of urban neighborhoods. The cost and complications of cleaning them up discourage redevelopment.

The meeting at the Council signaled the kick-off of the Brownfields Open Space Project, developed in cooperation with the City of St. Louis and the Brownfields Showcase Communities Initiative of the U.S. Environmental Protection Agency. Supported by a $45,000 EPA grant, the Brownfields Project provides technical assistance to urban core communities with undeveloped properties that are contaminated. The project involves the City of St. Louis, Jennings, Pine Lawn, Pagedale, Wellston, and Hillsdale in Missouri, and East St. Louis, Alorton, Centreville, Sauget, Brooklyn, and Washington Park in Illinois.

The Brownfields Open Space Project builds upon the Community Environmental Resource Program, a partnership between the Council, the St. Louis Agency on Planning and Design, the East St. Louis Neighborhood Technical Assistance Center, and other community groups. The partners inventoried existing data on regional environmental conditions—such as abandoned properties, lead and asbestos contamination, and improper dumping of hazardous materials—and developed a web site to allow citizens and others to access information needed to avoid health risks associated with these conditions.

Long-term plans for the Brownfields Open Space Project include the development of an Internet-accessible database known as the Development Decision Resource Center to link visitors to environmental facts and updates to pertinent legislation.
Blueprint Project draws on best practices nationwide

Groundbreaking continued in 2002 for the Blueprint Project, the Council’s initiative to improve the quality and productivity of public investment. Focus groups and community meetings led by the Council reviewed recent theories of land-use and tax policy related to regional planning, focusing on three interrelated elements: economy, society and ecology. Development of a Blueprint literary resource, including a review of best practices in regional planning and land-use policy and a series of fact sheets written by members of the region’s academic community was initiated during the year.

Local Government Leadership program continues to provide assistance

In 2002 the Local Government Leadership and Management Program, a joint effort of the Council and University of Missouri-St. Louis, offered varied assistance to municipalities and sponsored region-wide city management workshops. Also in 2002, the Local Government Leadership and Management Program compiled the Public Officials Directory, an annual product of the Council that lists contact names and numbers for regional governments and services.

Community Improvement Challenge Grants successfully completed in 2002

In 2001, challenge grants were awarded to local governments and communities for innovative transportation planning ventures. All but one of the programs funded by the grants were completed in 2002. They were:

- Envision Washington—Washington, Missouri
- St. Charles County Scenic Byway Designation
- River Des Peres Beautification and Greenway Plan—St. Louis County, City of St. Louis, Metropolitan Sewer District and the U.S. Army Corps of Engineers
- Technopolis St. Louis Phase III Implementation Plan—Center for Emerging Technologies
- City of Wildwood Town Center Design Manual—Wildwood, Missouri
- Third Ward Neighborhood Revitalization Plan—The Third Ward Neighborhood Council and the City of St. Louis
Our review of 2002 concludes with a look ahead. This takes the form of a 2003 calendar that we hope the reader will use to schedule some time to work together with us in the coming year. The calendar’s photographs feature a variety of views of the St. Louis area and the world we live in, taken from satellites and other airborne craft equipped with the technologies of the future. Like the popular bumper sticker on cars about town, they remind us to “think globally” even as we act locally with our many partners to build a regional community.
## Financial Report

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<td><strong>Total Expenditures</strong></td>
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Water Resources Council

Michael Alesandrini
Diana Allen
Mark Alvey
Kathy Andria
Kathy Arnett
Rick Astrack
Kristi Bates
Joshua Beeks
David Berger
Tracy Boaz
Gerry Boehm
Nancy Bowser
Deana Cash
Wayne Caughman
Laura Cohen
Ron Coleman
Patrick Costello
Bea Covington
Thomas Curran
Jerri Davis
Michael J. DeRuntz
Jean H. Dean
Michael A. Duvall
Perry Eckhardt
Dennis Ferske
Margaret Fertaly
David Fisher
Garth Fort
Wayne Freeman
Mike Furth
La'Rhonda Garrett
Barbara Grothe
Chris Hall
Scott Harding
Tyler Harris
Ted Heisel
John Hoal
Pamela Hogan
Barbara Holl
Ray Hudak
Kevin D. Hutchison
John Johnson
Shannon Kliethermes
Mark A. Koester
Martha T. Kopper
Susan R. Lammert
Leslie Lihou
Tabitha Madzura
Ken Maki
Paul Mann
Leon E. McKinney
Kevin Meneau
Mark Meyer
Gary T. Moore
Jim Nyberg
Patrick O'Donnell
Kathleen O'Keefe
Frank Opfer
Glenn A. Powers
Robert Prager
Bernie Rains
Jim Rhodes
Jerome E. Rombach
Larry Ruff
Jamie Salvo
William W. Sant
Charlie Scott
Don Scott
Evelyn Shields-Benford
Tom Siegel
Bob Steiert
Julianne Stone
Todd Strole
Shawn Sullivan
Breck Summerfield
Eric Thornburg
Martin Toma
Scott Totten
Mark Tranel
Joseph Vujnich
Loyd Waite
Roger Walker
Edward J. Weilbacher
Dianna Whitaker
Janet Wilding
Karla Wilson
Emmit C. Witt
Richard Worthen

Transportation Planning Committee

Tracy Beidelman
Randy Blankenhorn
Sandra Bohler
Michael S. Buehlhorn
Steve Carey
Darrell Calbes
David A. Dietzel
J. Michael Dooley
James L. Easterly
Tim Fischesser
Ed Hassinger
Brandyn Jones
Jerry J. Kane
Kathy Klevorn
William A. Koehrer
Cathrine Kolb
Delores Lysakowski
Michael Murray
Ronald A. Polka
Debra A. Powell
Richard A. Sauget
Thomas L. Siekmann
Susan A. Skauer
Craig E. Tjalkowski
Gary M. Turner
Gregg Wilhelm
Thomas A. Wobbe
Air Quality Advisory Committee

Michael Alesandrini
Steve Baker
Cheryl Ball
James Bensman
Darrell Cates
Bea Covington
Jean Dean
Timothy Dee
Michael Duvall
David Edwards
Lance Feezel
Tim Fischesser
Susannah Fuchs
Ashvin Gajjar
Ginger Harris
Rob Kaleel
Jerry Kane
William Koehrer
Delores Lysakowski
Gary Marshall
Gina Nicholson
Kelley Ogletree
Rosemary Paul
Jim Pennekamp
Roger Randolph
Michael Rigg
Michael Zeltmann

St. Louis Regional Bicycle and Pedestrian Advisory Committee

Chad Barclay
Louise Belt
Gerry Biedenstien
Terry Byatt
Kim Cella
Sarah Coyle
Rich Daley
Mike DeRuntz
Bruce Evans
Bob Foster
Bill Grogan
Ginger Harris
Jerry Kane
Michael Murray
Tom Murrell
JoAnn Peebles
Martin Pion
Michael Rhodes
James Roseberry
Ann Schonlau
Peggy Symes
Ron Tedesco
Ed Welbacher
Larry Welty
Tom Yarbrough
Mike Zeltmann

Special Transportation Management Authority

Sandra Bohler
Eric Curtit
Rio Demers
Jan Falconer
Jan Kelly
Ron Krise
Phil Richeson
Scott Jendusa
William Rutledge
Janis Shelley
Kim St. Onge
Rosemary Terranova
Gen Weiss
Mary Wheeler-Jones

Jobs Policy Network

Rebecca Admire
David Ault
Rick Beasley
Bernie Rivers Blackmon
Pamela Coaxum
Emily Coen
Sandra K. Cole
Patricia Donohue
Don Eggleston
Nancy Farmer
Barbara Flooreth
Karla Frye
John Gaal
Gena Gunn
Larry Hightower
Maggie Hound-Bryant
Michael Jones
Tom Jones
Rita Kirkland
Paul MacKay
Jeanna Machon
Brenda Mahr
Keith M. McNames
Karen Putnam
Doug Rasmussen
Ann Robertson
Gil Rudman
William Siedhoff
Halbert Sullivan
Ann Watts
Pat Wilber
Byron Witherspoon