

Rams Settlement

Community Engagement Strategy Update

October 25, 2023



Cristina Garmendia
Policy Director,
President's Office

SURVEY

August 15-October 20, 2023

IDEAS PORTAL

Open until Summer 2024

Community Engagement thus far

KICK OFF SURVEY: Understanding our City's Challenges

1. What challenges have you recently experienced or are currently experiencing?
Select all that apply.
2. Are there other challenges you are personally experiencing? (Write-in)
3. What challenges do people you know experience? Select all that apply.

IDEAS PORTAL

4. What is your idea for the Rams Settlement?

Great job St. Louis!



Welcome to the BOA's public engagement hub.

Sign up and let your voice be heard!



+3618



Let's shape the future of Lancaster

Welcome to Engage Lancaster, the official participation platform of the City of Lancaster!



+2570



One Seattle Plan Update Engagement Hub

Browse Engagement Info & Register to Contribute Feedback!



+2144

3,618

Registered users on CitizenLab

(+1,422 since Sept 25)

Special outreach efforts

Paper copies of surveys were distributed via:

- St. Louis Public Libraries
- Recreation centers
- Ward meetings
- Door to door canvassing focused on increasing Black participation

The image shows three overlapping copies of a survey form titled "RAMS SETTLEMENT SURVEY". The top copy is partially obscured by the middle one, which is partially obscured by the bottom one. The bottom copy is the most visible and contains the following text:

RAMS SETTLEMENT SURVEY

REIMAGINING ST. LOUIS TOGETHER

The City of St. Louis won a historic settlement against Stan Kroenke and the National Football League's (NFL) City leadership is committed to using the funds to make big, lasting changes to grow our economy, encourage more people to live in the city, and make life better for the people who live here.

This survey asks about the challenges that you and others face living here in St. Louis. What you tell us today will inform the types of proposals we will consider funding through the Rams Settlement.

You are mail your three-page paper survey directly to the St. Louis Board of Aldermen using the address of the bottom of this page.

Thank you for taking the time to make your voice heard!

FIRST & LAST NAME
REQUIRED

HOME ADDRESS (STREET NAME & NUMBER)
REQUIRED

WARD NUMBER

YEAR OF BIRTH
MIN. 1910-2014

RACIAL & ETHNIC IDENTITY
SELECT ONE / ALL THAT APPLY

- White
- Black or African American
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Some other race
- Spanish, Hispanic, or Latino/a

ZIP CODE
REQUIRED

HOUSEHOLD INCOME
SELECT ONE

- Under \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

SURVEY LOCATION
SELECT ONE / MULTIPLE

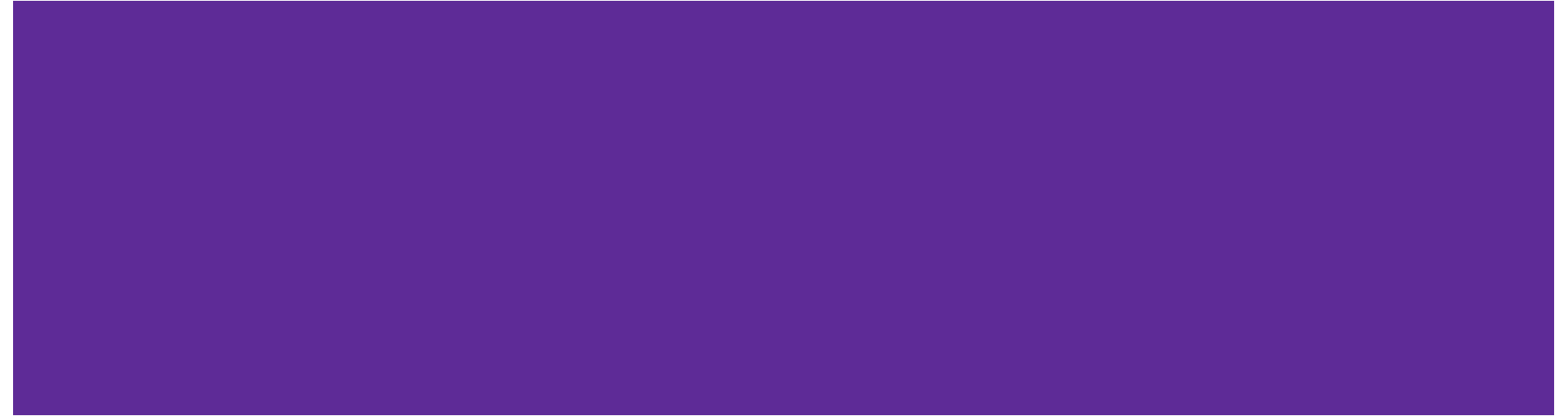
- St. Louis Public Library

ST. LOUIS BOARD OF ALDERMEN

1200 Market Street
City Hall - Room 232
St. Louis, MO 63103

(514) 422-4114
boe-president@stlouis-mo.gov

Survey Participants



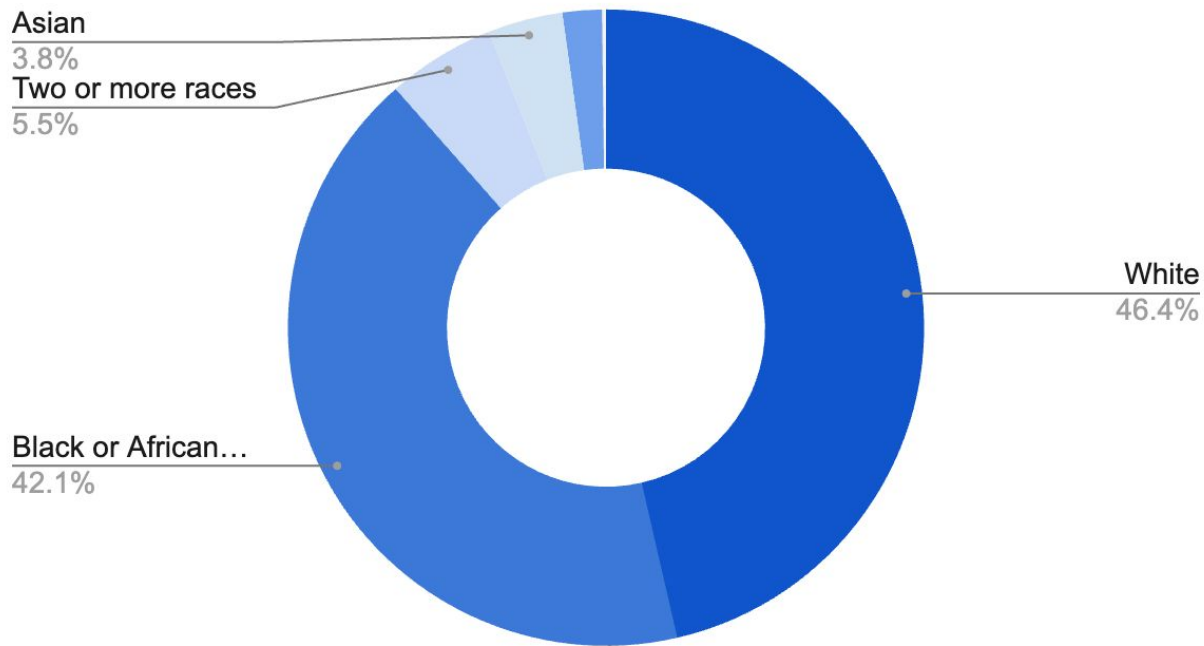
**3,195 survey
responses**
(+1,318 since 9-25)

Assessing Representation

The following fields were made **optional in survey** to reduce burden on survey respondents:

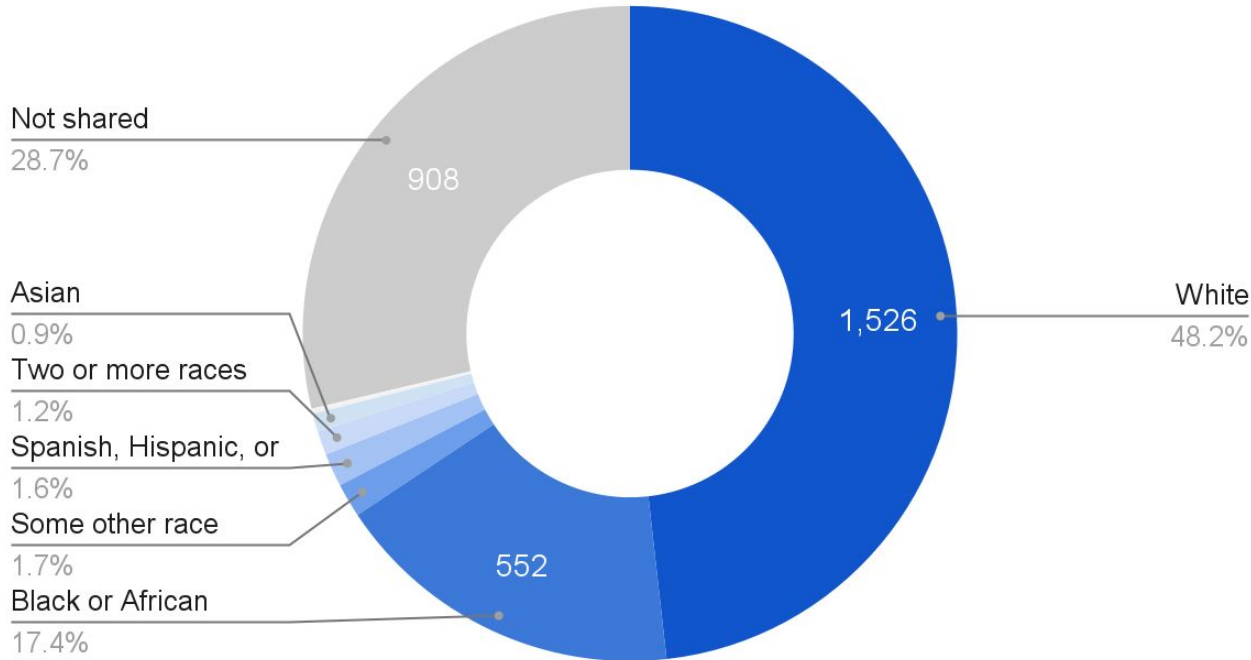
- Race
- Age
- Household Income
- Ward
- Relationship to City

Demographics of St. Louis City - 2022 ACS Estimates



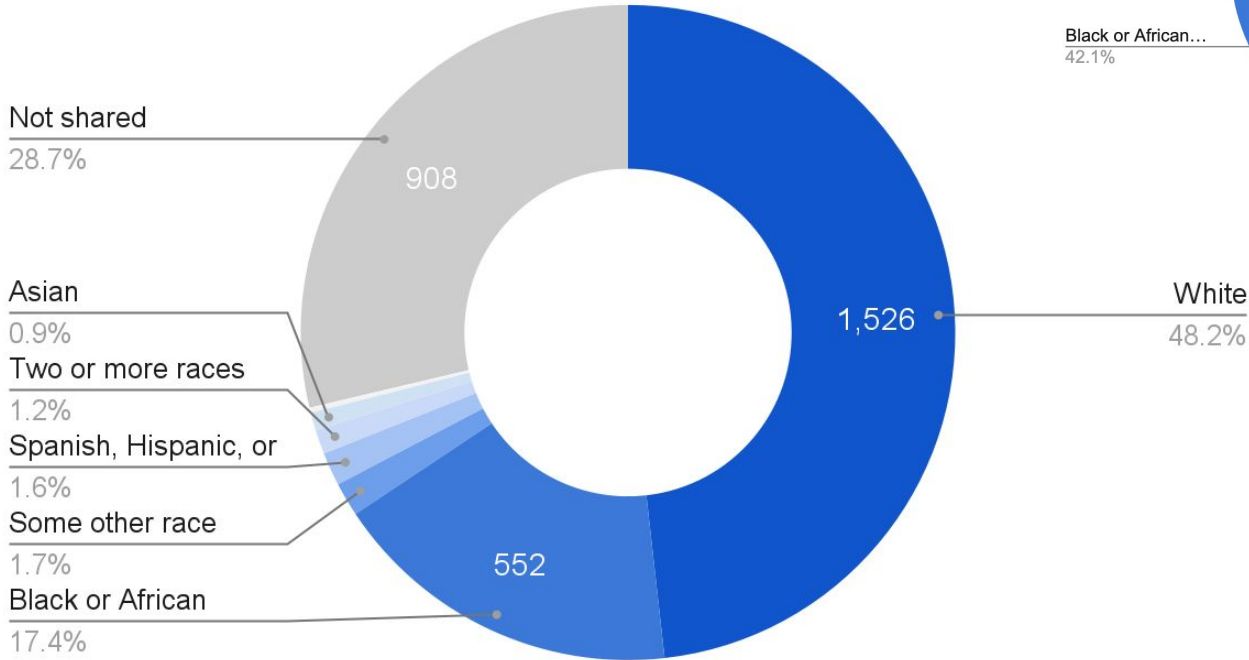
Who took the survey?

Demographics of Kick-Off Survey Participants

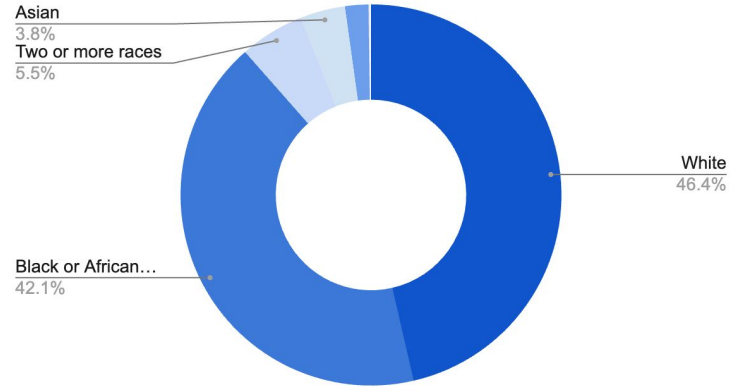


Who took the survey?

Demographics of Kick-Off Survey Participants



Demographics of St. Louis City - 2022 ACS Estimates



Who took the survey?

Age

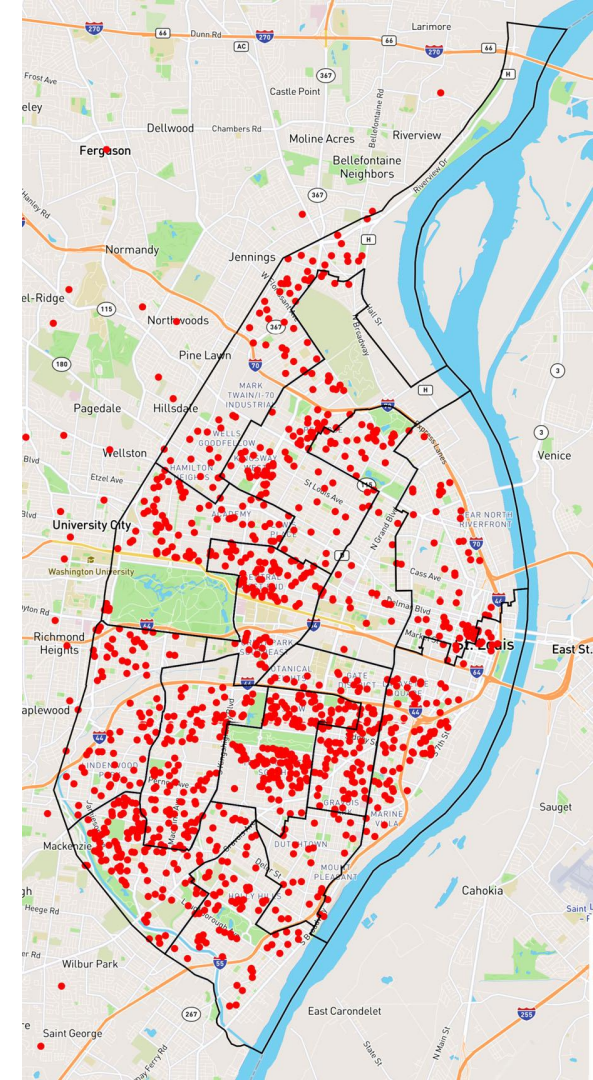
Younger and oldest residents were less likely to take the survey.

Income

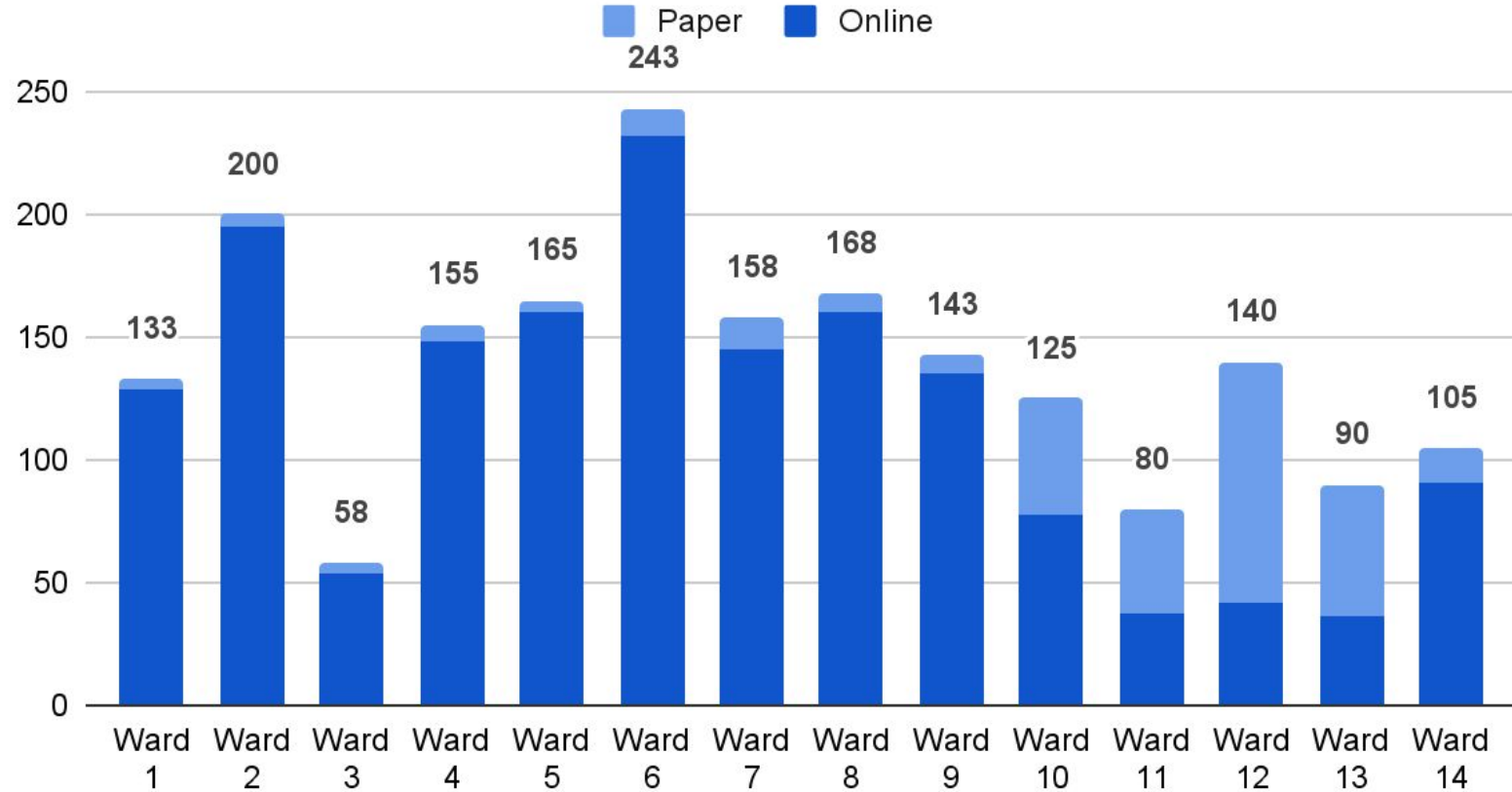
Higher income residents were more likely to take the survey.

Geography

Many people did not share their ward and/or did not know their updated ward number. We were able to calculate the ward count from those who submitted their street addresses.



Survey Participation by Ward



Findings



A goal for the Rams Settlement is to use the funds to help solve big challenges that impact city residents.

We provided an initial list 25 statements for residents to select from regarding challenges they might have on the topics of:

- employment
- housing
- transportation
- childcare
- education
- health & healthcare
- city services
 - streets
 - emergency response
 - 911
 - police

#1

**My car has been
damaged by poorly
maintained roads and
streets.**

#1

Car damage - streets

42% of survey respondents stated they **personally** experienced this challenge.

#2

**I have student
loan debt.**

#3

**I have not received a
timely or appropriate
emergency response
when calling 911.**

#3

Poor 911 response

28% of survey respondents

personally experienced this challenge.

#4

**I have other
outstanding debts.**

#5

I have a

low-paying job.

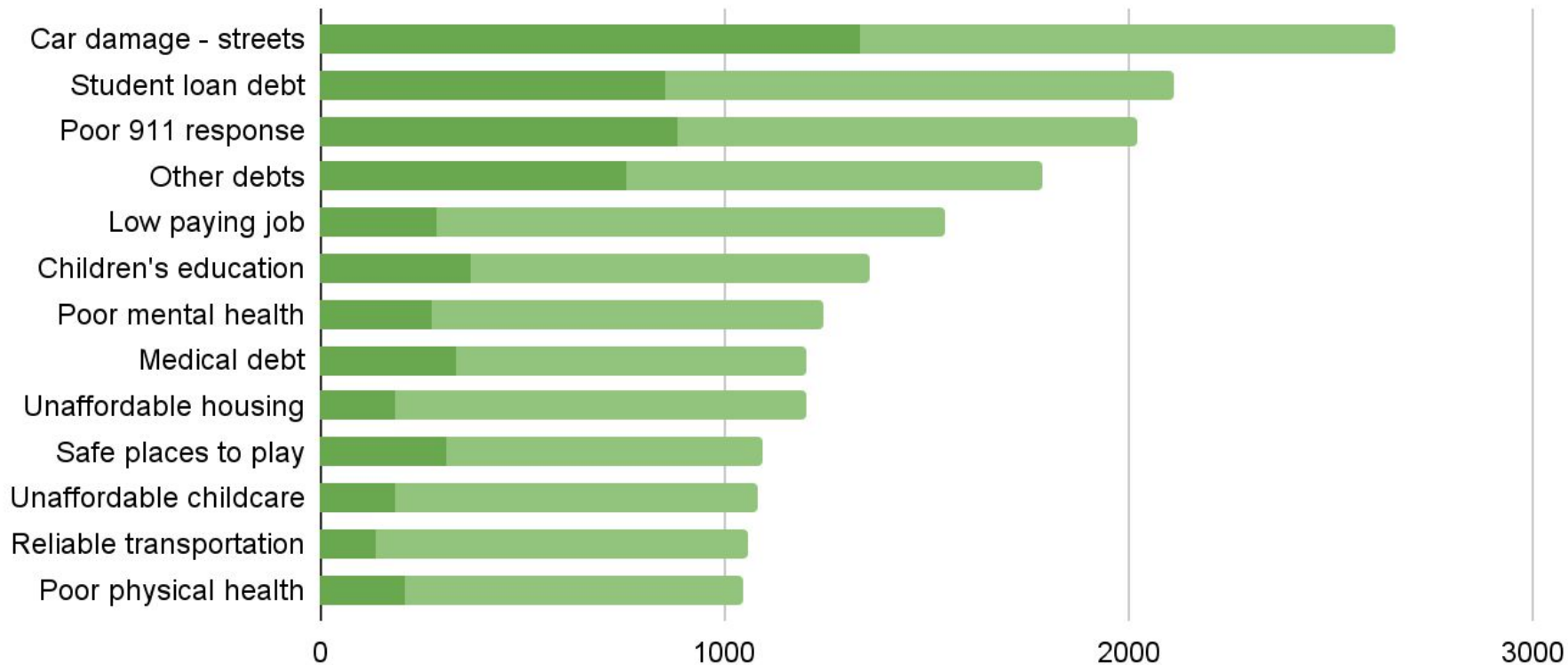
#5

Low-paying job

41% of survey respondents
know someone who
experiences this challenge.

Most common challenges for St. Louisians

■ Personally ■ People I know



Most common challenges - all

Personally experienced

1. Car damage from streets
2. Poor 911 response
3. Student loan debt
4. Other outstanding debts
5. Quality of child's education
6. Medical debt
7. Safe places to play
8. Low paying job
9. Poor mental health
10. Access to healthy food

Experienced by others in community

1. Car damage from streets
2. Low paying job
3. Student loan debt
4. Poor 911 response
5. Other outstanding debts
6. Unaffordable housing
7. Quality of child's education
8. Poor mental health
9. Reliable transportation
10. Cost of childcare

Most common challenges - all

Personally experienced

1. Car damage from streets
2. Poor 911 response
3. Student loan debt
4. Other outstanding debts
5. Quality of child's education
6. Medical debt
7. Safe places to play
8. Low paying job
9. Poor mental health
10. Access to healthy food

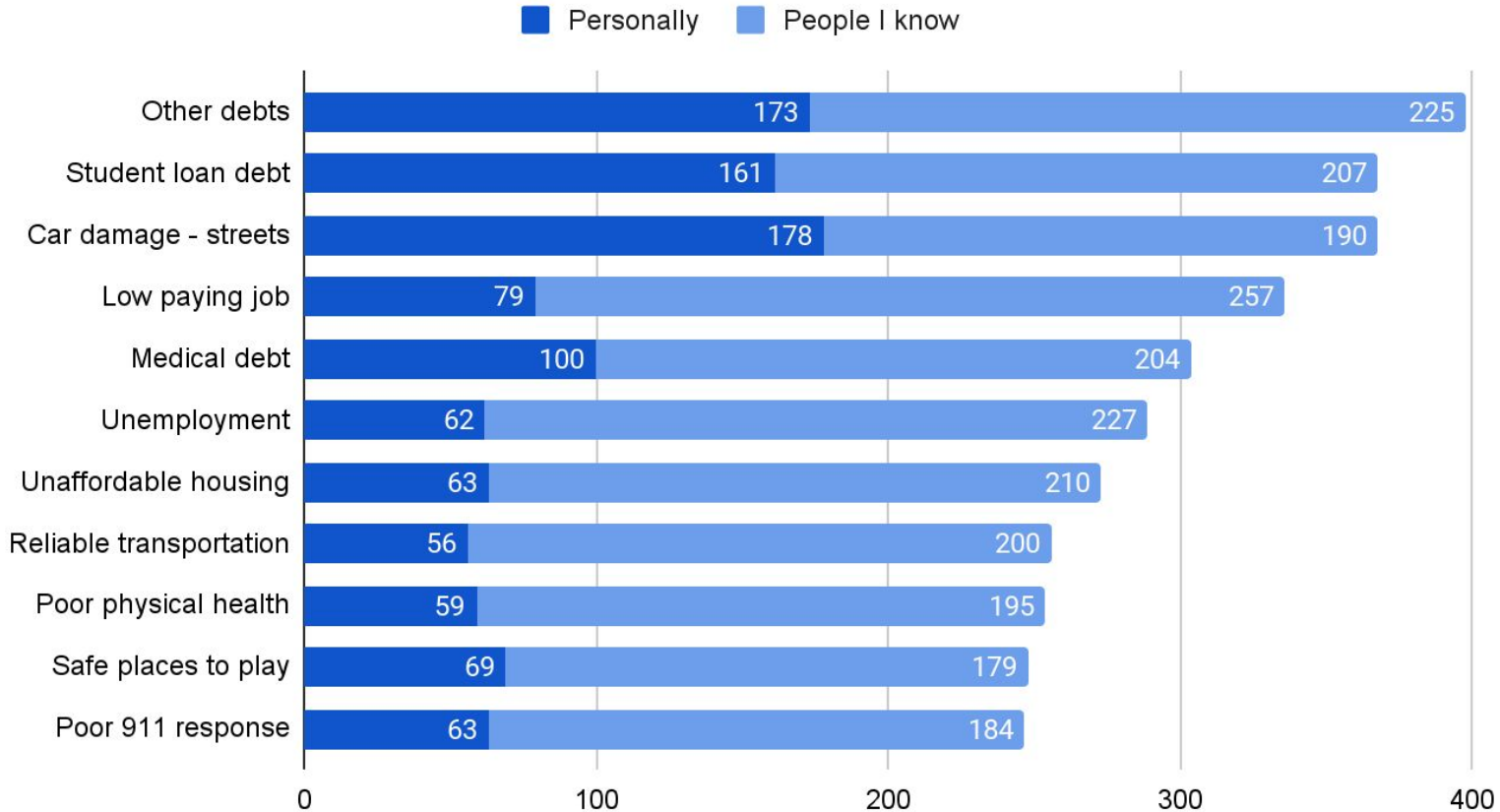
Experienced by others in community

1. Car damage from streets
2. Low paying job
3. Student loan debt
4. Poor 911 response
5. Other outstanding debts
6. Unaffordable housing
7. Quality of child's education
8. Poor mental health
9. Reliable transportation
10. Cost of childcare

537

survey participants who identify as
Black or African-American

Most common challenges for Black or African American residents



Most common challenges - Black or African American

Personally experienced

1. Car damage from streets
2. Other outstanding debts
3. Student loan debt
4. Medical debt
5. Poor 911 response
6. Access to healthy food
7. Low paying job
8. Safe places to play
9. Unaffordable housing
10. Quality of child's education

Experienced by others in community

1. Low paying job
2. Unemployed
3. Other outstanding debts
4. Unaffordable housing
5. Student loan debt
6. Medical debt
7. Reliable transportation
8. Poor physical health
9. Car damage from streets
10. Quality of child's education

Most common challenges - Black or African American

Personally experienced

1. Car damage from streets
2. Other outstanding debts
3. Student loan debt
4. Medical debt
5. Poor 911 response
6. Access to healthy food
7. Low paying job
8. No safe places to play
9. Unaffordable housing
10. Quality of child's education

Experienced by others in community

1. Low paying job
2. Unemployment
3. Other outstanding debts
4. Unaffordable housing
5. Student loan debt
6. Medical debt
7. Reliable transportation
8. Poor physical health
9. Car damage from streets
10. Quality of child's education

What other challenges do residents face?

857 write-in responses

1. Crime - 248 mentions
 - a. General perception of crime
 - b. Car break-ins or theft
 - c. Property crime
2. Public Safety - 207 mentions
 - a. Reckless driving
 - b. Pedestrian & bicyclist safety
 - c. Lack of police response
3. City services - 127 mentions
 - a. Water & sewer infrastructure
 - b. Trash pick-up
 - c. Tree maintenance
 - d. Animal shelter

Next Steps for Survey & Ideas Portal

October 20 - Nov 7, 2023: Select Priority Challenges

We are analyzing the results of the survey. A presentation will be shared during a Board of Aldermen hearing on October 25th and a report posted on the CitizenLab portal. In this phase the Board of Aldermen will select the Priority Challenges.

November 8 - 30, 2023: Identifying Ideas that respond to Priority Challenges

The public will be asked to give feedback on Ideas that address the selected Priority Challenges and to share additional ideas. What questions do you need answered in order to gain your support for that idea?

Next Steps for Survey & Ideas Portal

December 1 - January 31, 2023: Vote on Ideas

On CitizenLab, registered users will be given tokens to show their support for Ideas that address Priority Challenges! Idea Champions will be asked to present their Ideas to the public via in-person and online Board of Aldermen hearings in Spring 2024.

Information gathering outside community engagement

Evaluating ideas along the lines of (1) feasibility, (2) resource requirements, (3) cost-pricing, and (4) alternative financing.

Ideas Portal Update



620 ideas

+268 ideas since 9/25

1,076 contributors

People who have submitted, commented, or
showed support for ideas

+434 contributors since 9/25

**What ideas would lead
to generational change
for (.....)?**

Priority Challenge

**What ideas would lead
to generational change
for street infrastructure?**

IDEA: Dedicate funding and staff for rapid response traffic calming

Submitted by Liz Kramer on behalf of the Community Mobility Committee

Pilot and evaluate quick-build, high-impact traffic calming



What ideas would lead
to generational change
for city services?

IDEA: Establish a Municipal Endowment Fund

Submitted by Lucas Strittmatter,
Dominic Seeker, Matt Ellitt

Municipal Endowment Fund

Your Dividend Portfolio After 50 Years

Municipal Endowment Fund



As much as we'd all like to see immediate effects from these funds, I believe a long term approach will better serve our city in perpetuity. I believe a substantial majority (if not all) of these unprecedented funds should be invested into a high yield investment account -ie a community/municipal endowment fund.

**What ideas would lead
to generational change
for student loan debt?**

IDEA: Invest in trade apprenticeships and schools

Submitted by Anita Brown, Corey Grejtak-Heaps, Jake Wheeler, Andrew Dowd, and Clinton Sales

Apprenticeship Incentives

Housing, transportation, and childcare assistance for people in trade apprenticeships. We desperately need stable, affordable housing; more

peop
upgr
near
ident

Use city's windfalls to make St. Louis a hub for trade schools

Building skills

I think we should invest money for teaching the youth in the community, skills. Something that will challenge their minds and their talents by learning skilled trades.

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**Fund education for trades and infrastructure
Creating pipeline to fill city jobs**



**What ideas would lead
to generational change
for access to childcare?**

IDEA: City subsidized early childcare

Submitted by Chris Schmidt, Corey Grejtak-Heaps, Matt Vitale, Kausta Spann, Paula Vickers, Malik Lendell

Day Care For City Employees

Day care centers across the country will be closing because the federal government will be drastically reducing the Covid funding helping to make them affordable. Our city has an abundance of job openings. It would be much easier to hire young parents if child care wasn't a worry. Many of the suburbs do not offer free or subsidized childcare, just for city employees. Hospitals do not do is follow it.

Early Childcare for Birth to Age 3



**DISCOVER THE
POWER OF PRE-K**

Mothers and Children NEED Childcare



IDEA: After School Care

Submitted by Julie Harpring,
Angel Peoples, Teresa Danieley

Before- and After-Care for Pre-K to Middle School Kids



Fully Fund & Fully Support St. Louis Public Schools and our Kids

Some great ideas have already been shared -renovating and expanding SLPS facilities, expanding SLPS free Pre-K to infant & toddler programs. I would add a few things -first, a current struggle: ARCHES funding has been cut, which means that my children's amazing Title 1 neighborhood elementary school is struggling to provide necessary Aftercare, when we used to have Before & Aftercare programs. We must restore funding for Before & Aftercare at all SLPS schools, starting with Title 1 schools, which provide necessary care, programming & meals for so many children. Second, I know the School Moratorium was never official, but why have 2 more charter schools opened this year (that I know of), while 2 have closed? Can we all agree to the City Wide Education Plan and quit destabilizing things in order to experiment on our children and/or further weaken public education? Please let us all pour our efforts and energy into a unified City Wide Education Plan with the schools we have, focusing especially on our publicly governed public schools in SLPS. Thank you.

Next Steps:

1. Select Priority Challenges
2. Elevate Ideas that respond to Challenges.

Scan the QR code to join us on CitizenLab!

Register as a user in order to:



- Post an idea
- Provide feedback on the ideas of others
- Receive notification when others like or comment on your idea
- Receive notification when the next engagement opportunity launches
- Receive notification when there are updates from the City of St. Louis

Public Comment: Priority Challenges

- What challenges do you think the Rams Settlement should focus on solving?
- Is there a challenge missing that you think should be considered? Why should City leadership consider it?
- Is there a challenge that isn't a good fit for the Rams Settlement?