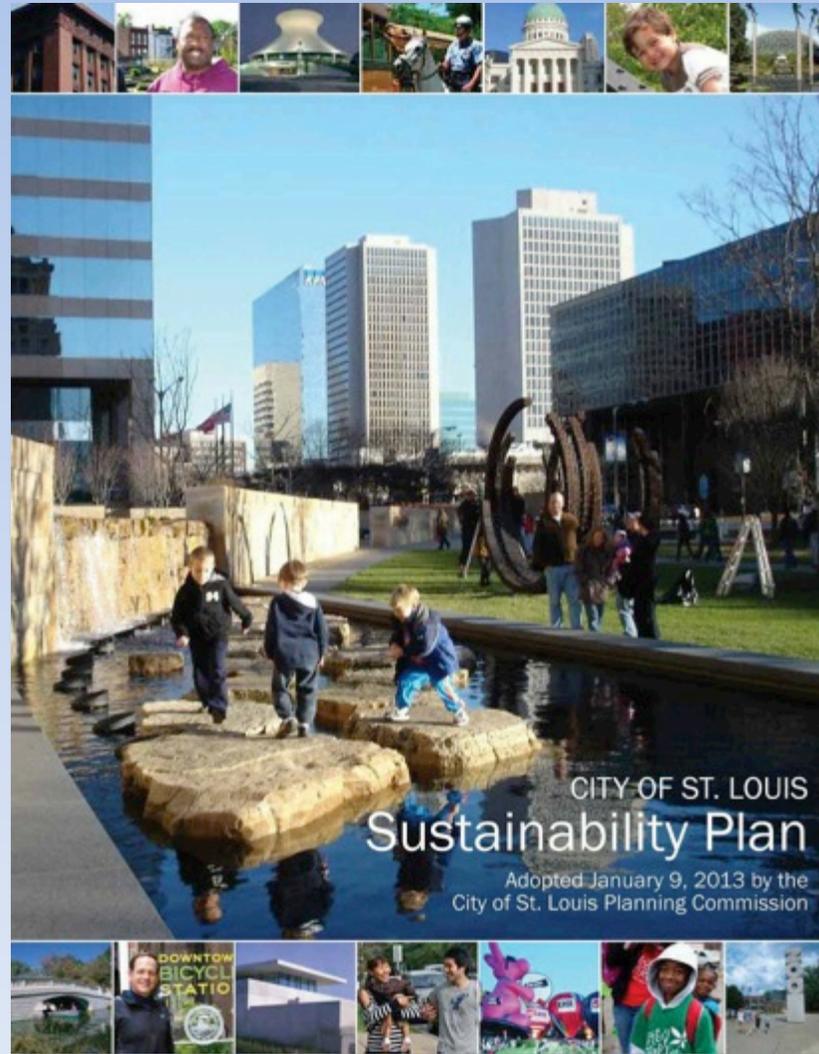


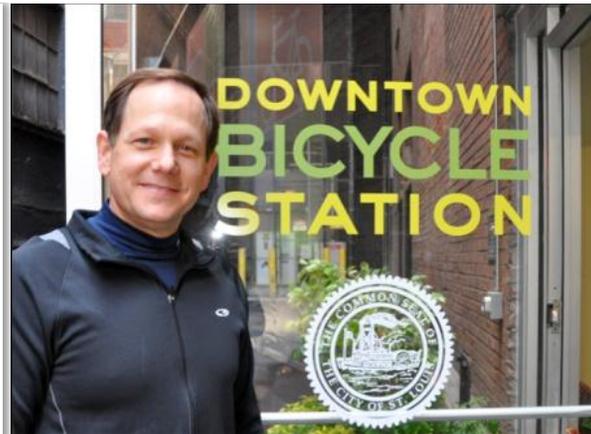


The City of St. Louis Urban Sustainability Quest Pilot Kick-Off

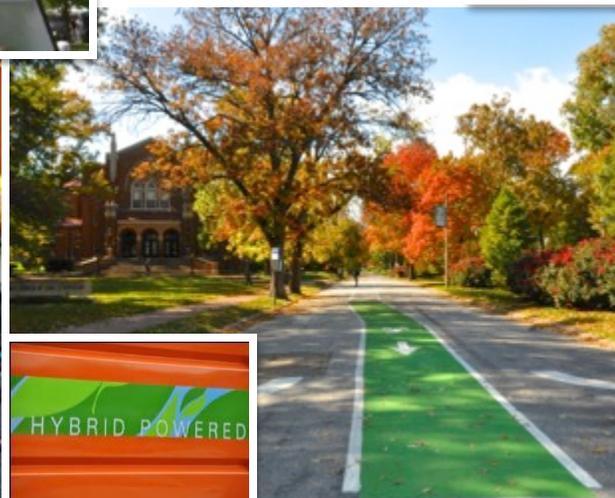
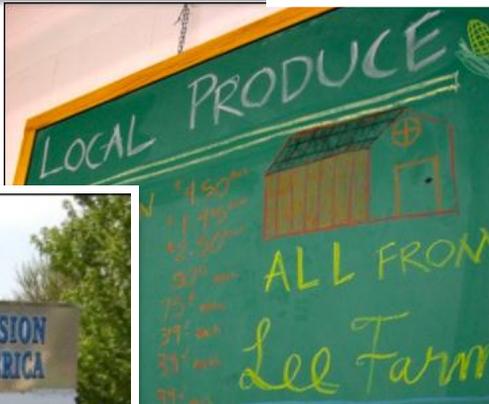
*Catherine L. Werner, Sustainability Director
City of St. Louis Office of the Mayor*

April 12, 2013





Something dynamic is happening in the City of St. Louis ...

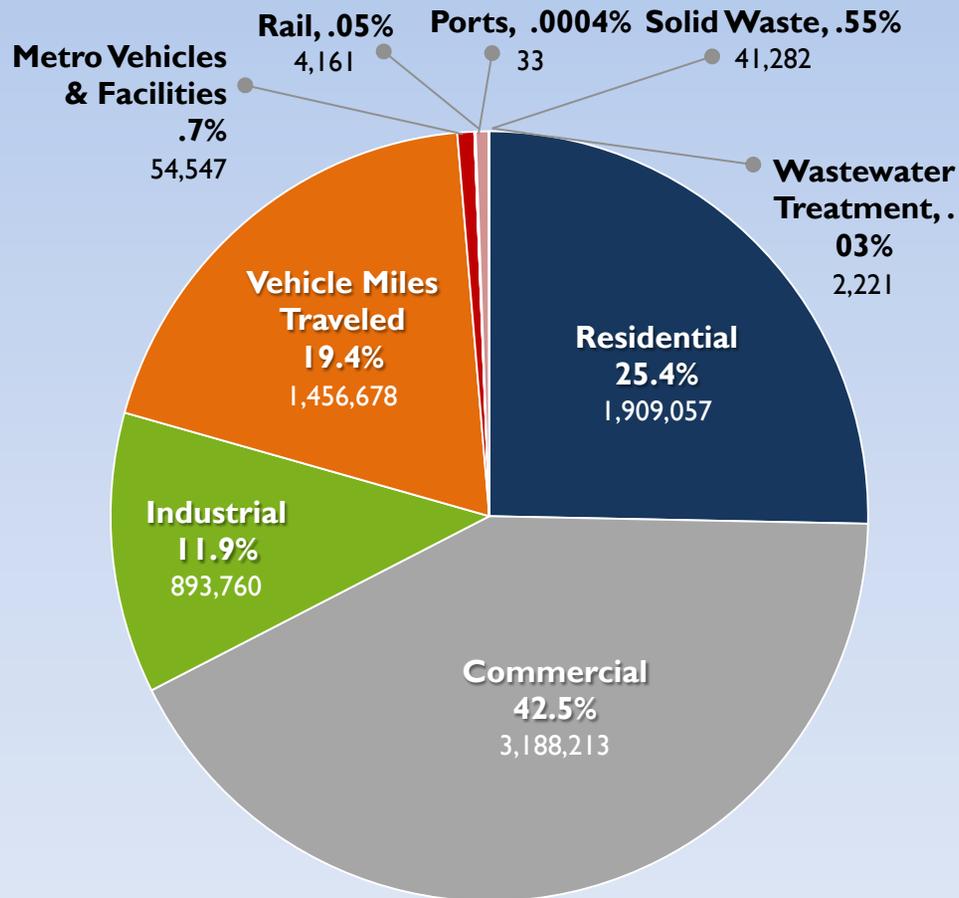


Sustainability Mission Statement

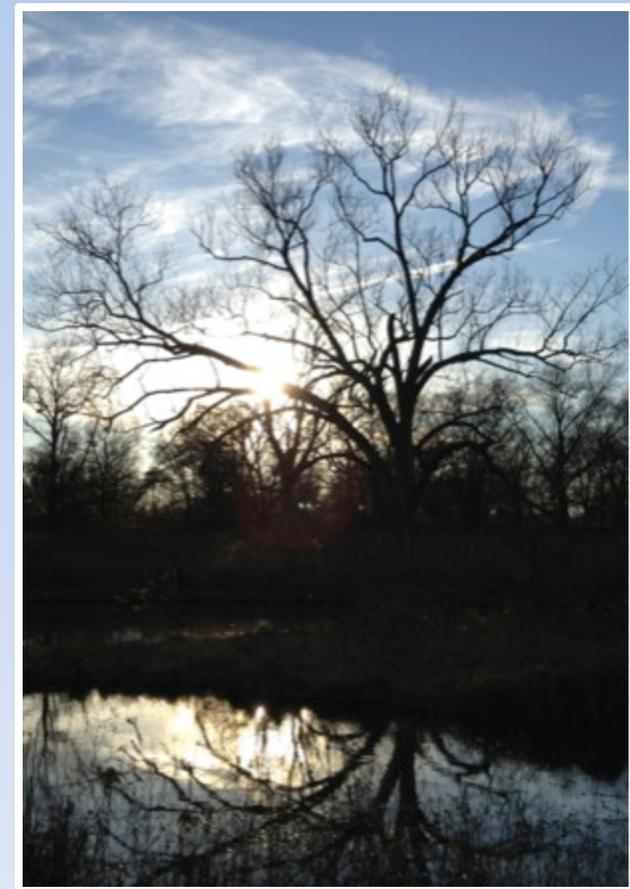
The City of St. Louis harnesses the strength and spirit of its diverse community to create an economically, socially and ecologically vibrant City for present and future generations - one that dynamically serves those who live, work, and play in the City's rich and celebrated historic landscape.



COMMUNITY GREENHOUSE GAS EMISSIONS IN 2010



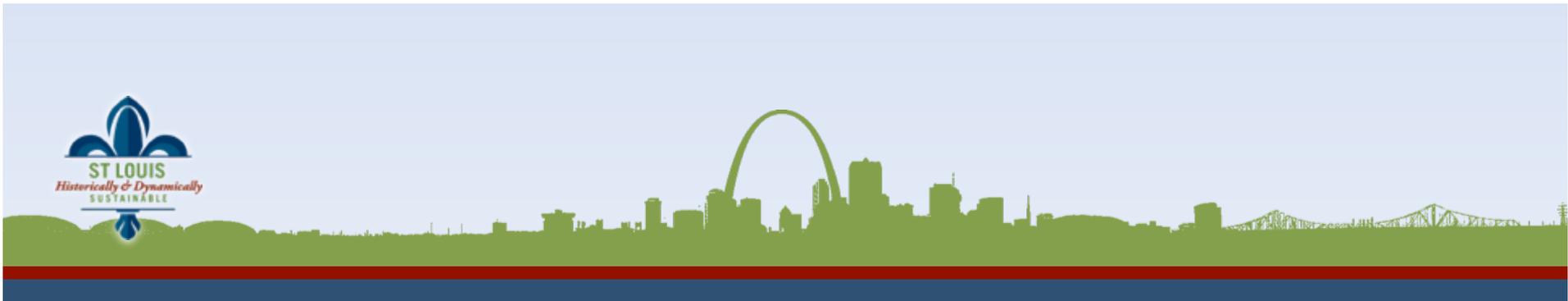
TOTAL 2010 = 7,549,862*



** All Quantities in mtCO₂e, Updated 12/05/11*



WE ASKED THE COMMUNITY:
WHAT DOES A SUSTAINABLE CITY OF ST. LOUIS LOOK LIKE?



The City of St. Louis Sustainability Plan is organized by 7 thematic goal areas broken in to 50 objectives with 317 specific strategies



Urban Character, Vitality & Ecology



Arts, Culture & Innovation



Empowerment, Diversity & Equity



Health, Well-Being & Safety



Infrastructure, Facilities & Transportation



Education, Training & Leadership



Prosperity, Opportunity & Employment



City of St. Louis Sustainability Plan Functional Categories & Objectives

Urban Character, Vitality & Ecology

- A. Support Designated Districts that Focus on Job Creation and Economic Prosperity
- B. Develop Healthy, Compact, Transit-Served Smart Neighborhoods
- C. Strengthen Use, Access and Programming of Civic Amenities, Public Spaces, and Streets
- D. Support and Increase the City's Greenscape, Including its Existing Park System and Urban Tree Canopy
- E. Promote Urban Conservation and Revitalization of the City's Unique Biodiversity and Natural Resources
- F. Preserve the City's Historically and Architecturally Significant Districts, Buildings, Landmarks, and Landscapes
- G. Increase Access to Affordable Housing in Neighborhoods with Access to Transit and Amenities
- H. Encourage Creative, Smart, and Sustainable Uses for Under-Utilized Land and Buildings
- I. Build a Vibrant, Community-Based Urban Agriculture Industry
- J. Facilitate Place-Based, Integrated Sustainability Planning

Arts, Culture & Innovation

- A. Utilize the Arts, Culture, Design, Creative, and Innovation Industries for Economic and Community Development
- B. Increase Affordable and Equitable Access to a Diversity of Arts and Culture
- C. Develop Multi-Use, Transit Accessible Arts and Cultural Districts
- D. Encourage Innovation through Smart Learning Hubs and Venture Capital
- E. Encourage Public Art and Design that Builds Vibrancy and Identity
- F. Promote and Develop Arts, Cultural and Innovation Facilities, Resources, and Events
- G. Build Arts, Design and Cultural Leadership, Volunteerism, Stewardship, and Funding

Empowerment, Diversity & Equity

- A. Embrace the Value of Diversity, Aspire towards Equity, and Attract and Retain a Diverse Population and Culture
- B. Encourage Civic Engagement, Transparency, and Leadership
- C. Promote Youth Development, Education, Engagement, and Empowerment
- D. Promote Senior Civic Involvement, Empowerment, and Intergenerational Engagement
- E. Reduce Homelessness and Support Low Income Families and the Unemployed
- F. Ensure Equal Access to Amenities, Business Opportunities, Transportation, and Safe and Healthy Neighborhoods

Health, Well-Being & Safety

- A. Advance Positive Behavior, Nonviolent Conflict Resolution, and Crime Prevention
- B. Reduce Toxins in the Environment
- C. Increase Access to Healthy, Local Food, and Nutritional Information
- D. Encourage Physical Activity, Fitness, and Recreation
- E. Ensure Access to Local Health Systems, Services, and Information
- F. Minimize Vulnerability to Hazards and Disasters

Infrastructure, Facilities & Transportation

- A. Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods
- B. Promote Energy Efficiency and Utilize Cleaner Forms of Energy
- C. Reduce Greenhouse Gas Emissions
- D. Minimize Landfill-Bound Waste
- E. Manage Stormwater and Wastewater to Protect and Enhance Property and Natural Systems
- F. Provide the Best Quality Water from Sustainable Sources
- G. Advance Health and Resource Efficiency in Buildings
- H. Facilitate Access to Leading Edge Information Exchange Systems

Education, Training & Leadership

- A. Increase the High School Graduation Rate and the Quality of the K-12 Educational Experience
- B. Provide Continuing Education Opportunities
- C. Link National Economic Growth Sectors to Local Training
- D. Nurture Leadership and Management Capabilities in Business, Government, and Neighborhoods
- E. Increase Citizens' Environmental Literacy

Prosperity, Opportunity & Employment

- A. Assure the Employability of the Entire Labor Force
- B. Market the City's Assets and Special Competencies
- C. Nurture Innovation in Business, Government, and Philanthropy
- D. Maximize Economic Productivity by Enhancing Neighborhood Quality of Life
- E. Redevelop Real Estate Using Sustainability Practices
- F. Maintain a Diverse and Valuable Tax Base
- G. Strategically Invest in Forward-Thinking Ideas
- H. Create Economic Prosperity Through Investments in Human Capital



URBAN CHARACTER, VITALITY & ECOLOGY



ARTS, CULTURE, & INNOVATION



EMPOWERMENT, DIVERSITY & EQUITY



INFRASTRUCTURE, FACILITIES & TRANSPORTATION



HEALTH, WELL-BEING & SAFETY



EDUCATION, TRAINING & LEADERSHIP



PROSPERITY, OPPORTUNITY, EMPLOYMENT





Infrastructure, Facilities & Transportation



Infrastructure, Facilities & Transportation

Infrastructure is comprised of the basic physical components and organizational structures of interrelated systems which provide commodities and services essential for a city to enable, sustain, and enhance commerce and its community's living conditions. In the City of St. Louis, these systems include roads and other transportation networks, water supply, storm and waste water management systems, solid waste management facilities, energy creation and distribution, and telecommunications.

A City's infrastructure is often tied closely to its natural resources and local environment, with impacts flowing both ways on the positive-negative spectrum. Holistically conceived and naturally integrated infrastructure can provide regenerative solutions to urban challenges and protection from natural and man-made hazards. Biomimetic solutions - those inspired by the functions of organisms which have evolved highly unique and optimized responses to need and context - are valuable models, as much of infrastructure is closely integrated with natural systems. A City's resilience to changing conditions is largely dependent on the capacity of its infrastructure to adapt, evolve, and improve along with, or even ahead, of its society's needs.

EXISTING ASSETS

As a City that is nearly 250 years old, St. Louis has a well-developed infrastructure. Its system of highways, streets, and alleys are in generally good repair and allow for efficient movement with minimal congestion, and the Metrolink corridors provide efficient access at reasonable cost. Cycling as both a recreational activity and commuting mode has grown strongly for more than a decade, and the WeCar program is supporting a greater range of basic and need-based transportation options. The City is also beginning to see evidence of a nascent electric vehicle infrastructure, as well as installed renewable energy technologies, such as photovoltaics, solar hot water, and wind turbines. The City's single stream residential recycling program has been both popular and financially sustainable. While storm and wastewater management present challenges, a long-term control plan is being guided by the Metropolitan Sewer District, and green infrastructure is becoming more prevalent, especially as a stormwater best management practice (BMP). The City and its partners are conducting pilot green alley, rain garden and tree trench projects. The City's potable water supply comes from two highly sustainable river sources and current treatment processes have yielded award-winning water taste and the highest levels of quality.

Transportation is a key aspect of any municipality's land use, economy, and quality of life. The City of St. Louis is well positioned to leverage its relatively diverse and compact size, along with central geographic location. Positioned at the confluence of the Missouri and Mississippi Rivers is the Port of St. Louis, the northernmost year-round ice-free port. The Municipal River Terminal is undergoing a \$17 million modernization and expansion to handle container cargo shipped through the Port of New Orleans from points all over the world. The development of Lambert Airport as an international cargo hub brings significant economic potential to the region, as well as the six class 1 railroads that serve the City and its interstate highways, which are connected to the regional and national roadway systems. The Department of Streets maintains over 1,000 miles of City streets and 600 miles of City alleys. Passenger and local commuting is accommodated by automobile, bus, and light rail with the greatest percentage of vehicle miles traveled being one-person car trips. The City has an impressive 73 miles of on-street bike routes and was deemed a Bicycle Friendly Community by the League



of American Bicyclists. Through the efforts of both city government and nonprofit organizations, a number of initiatives now promote alternative transportation in the City including the Downtown Bicycle Station.

Exemplary access to and availability of fiber optics in the City, as well as a broad selection of robust, concrete framed buildings, make the area highly suitable for data center and communications applications. St. Louis is home to one of the largest and most active chapters of the United States Green Building Council, and has a host of LEED certified green buildings, as well as the largest number of platinum-level LEED certified homes in the country, thanks to efforts by Habitat for Humanity. As the City continues to look ahead towards optimization and efficiencies, the development of its recent greenhouse gas emissions inventory and climate action plan will help to guide future critical infrastructure-based activities.

GOAL

The City of St. Louis aspires to integrate the basic systems, services, installations, and policies required for the functioning of its community by leveraging interrelationships and positioning the investment of capital spending to provide superior levels of service which anticipate and adapt to future needs, and add value to the economy, the community, and the environment.

OBJECTIVES

- A** Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods
- B** Promote Energy Efficiency and Utilize Cleaner Forms of Energy
- C** Reduce Greenhouse Gas Emissions City-wide
- D** Minimize Landfill-Bound Waste
- E** Manage Stormwater and Wastewater to Protect and Enhance Property and Natural Systems
- F** Provide the Best Quality Water from Sustainable Sources
- G** Advance Health and Resource Efficiency in Buildings
- H** Facilitate Access to Leading Edge Information Exchange Systems

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Infrastructure, Facilities & Transportation

DRAFT for Public Review - 10/1/12

City of St. Louis Sustainability Plan



Objective A: Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

Continuing to develop access to multiple modes of transportation, along with the coordination of land use plans, economic development goals, environmental quality, and community aesthetics around transit-oriented-development and lower energy-using modes and practices, will facilitate the affordable, efficient, convenient, accessible, safe, and healthy transport of people and goods.



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Infrastructure, Facilities & Transportation

Measured in time of transport and communication, the whole round globe is now smaller than a small European country was a hundred years ago.
- John Boyd Orr



City of St. Louis Sustainability Plan

DRAFT for Public Review - 10/1/12



Functional Category: Infrastructure, Facilities & Transportation

Objective A: Facilitate Affordable, Efficient, Convenient, Accessible, Safe and Healthy Transport of People and Goods

Objective A
Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

Strategy 1
Advance the City of St. Louis as a transportation hub

Leverage the City's central geographic location, its capacity at Lambert Airport, its position as the commercial waterway Mississippi River port, and its connection to all points north, east, south, and west through heavy rail and interstate trunk to make it the location of choice for goods distribution, transfer and logistics industries. Develop communications material including "Time to Distribution" publications and freight capacity to be leveraged in pursuit of potential businesses. Encourage development of high-speed rail.

Cross-Benefits:


Stakeholders: Smart Growth
 Potential Partners: Business, Customer Organizations, Rail Freight and Passenger Operators, Cargo Payment Collectors, Revenue Incentive, Airport, Public Transit

Strategy Type: Legislative, Policy Planning, Operations, Education, Partnerships

SMART Public Review: 1/2012-12

Objective A
Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

Strategy 2
Encourage transit-oriented development

Develop smart nodes and a Proven transit mix zones. Open with transit site.

Cross-Benefits:


Stakeholders: Smart Growth
 Potential Partners: Advisory Group, generators

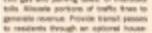
Strategy Type: Legislative, Policy Planning, Operations, Education, Partnerships

SMART Public Review: 1/2012-12

Objective A
Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

Strategy 3
Facilitate transportation improvement alternatives

Identify one or more districts or corridors to introduce innovative transportation modes, such as bus service, light-rail, transit, bicycle, and wheelchair accessible, and encourage shared parking facilities for adjacent locations. Reduce parking requirements for zoning.

Cross-Benefits:


Stakeholders: Smart Growth
 Potential Partners: Public Transit, Police, Advisory Groups, Developers, Planning Organizations, Bike Share

Strategy Type: Legislative, Policy Planning, Education, Partnerships

SMART Public Review: 1/2012-12

Objective A
Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

Strategy 4
Promote cycling amenities and infrastructure

Improve the Gateway Bike Plan City. Control existing facilities and other bicycle parking, and of private locations. Locate bike racks and signage along bike routes (bike stations and) on the bus in key business areas of the same bike parking. Initiate a bike program to increase access to bike racks. Create awareness around the City's bike routes. Conduct bike outreach and advocacy to promote cycling safety and interest.

Cross-Benefits:


Stakeholders: Smart Growth
 Potential Partners: Public Transit, Police, Advisory Groups, Developers, Planning Organizations, Bike Share

Strategy Type: Legislative, Policy Planning, Education, Partnerships

SMART Public Review: 1/2012-12

Objective A
Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

Strategy 5
Offer balanced traffic flow

Reduce infrastructure for pedestrians and wheelchair transport while placement of vehicles to allow people to use private or non-car transportation for continuing transit flow. Increase use of necessary transit to reduce and substitution opportunities for City employees near City Hall, J&R20 Mall, and identifiable communities near T&E site that could pilot neighborhood programs. Create an alternative City employee address database that can be used to network interested candidates and volunteers. Monitor mobility events designed to encourage carpooling.

Cross-Benefits:


Stakeholders: Smart Growth
 Potential Partners: Public Transit, Police, Advisory Groups, Developers, Planning Organizations, Business Organizations

Strategy Type: Legislative, Policy Planning, Education, Partnerships

SMART Public Review: 1/2012-12

Objective A
Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

Strategy 6
Encourage shared-vehicle programs and opportunities

Provide the use of commercial and high-occupancy vehicles programs to allow people to use private or non-car transportation for continuing transit flow. Increase use of necessary transit to reduce and substitution opportunities for City employees near City Hall, J&R20 Mall, and identifiable communities near T&E site that could pilot neighborhood programs. Create an alternative City employee address database that can be used to network interested candidates and volunteers. Monitor mobility events designed to encourage carpooling.

Cross-Benefits:


Stakeholders: Smart Growth
 Potential Partners: Public Transit, Police, Advisory Groups, Developers, Planning Organizations, Business Organizations

Strategy Type: Legislative, Policy Planning, Education, Partnerships

SMART Public Review: 1/2012-12



OBJECTIVE A

Facilitate Affordable, Efficient, Convenient, Accessible, Safe, and Healthy Transport of People and Goods

STRATEGY 1

Advance the City of St. Louis as a transportation hub

Leverage the City's central geographic location, its capacity at Lambert Airport, its position as the northernmost ice-free Mississippi River port, and its connection to all points north, east, south, and west through heavy rail and interstate truck to make it the location of choice for goods distribution, transfer, and logistics industries. Develop communications material including "time to destination" calculations and freight capacity to be leveraged in pursuit of potential businesses. Encourage development of high-speed rail.

Cross-Benefits:



Timeframe: Short-Term

Potential Partners: Businesses, Business Organizations, Rail Freight and Passenger Companies, Barge Transport Companies, Teamsters Union, MoDOT, Public Transit

Strategy Type: Legislative, Policy, Planning, Operations, Education, Partnerships

STRATEGY 2

Encourage transit oriented development

Develop around Metro corridors, TOD nodes, and walkable mixed-use areas. Provide pedestrian conveniences at transit stops. Connect cycling infrastructure with transit station areas.

Cross-Benefits:



Timeframe: Short/Long-Term

Potential Partners: Public Transit, Fitness Advocacy Groups, Developers, Planning Organizations

Strategy Type: Legislative, Policy, Planning, Operations, Partnerships



Objective A: Facilitate Affordable, Efficient, Convenient, Accessible, Safe and Healthy Transport of People and Goods

STRATEGY 2: Encourage transit oriented development

Develop around Metro corridors, TOD nodes, and walkable mixed-use areas.

Provide pedestrian conveniences at transit stops.

Connect cycling infrastructure with transit station areas.



WHY HAVE AN URBAN SUSTAINABILITY QUEST?



A celebration
A contest
An opportunity

Discovering
what is
beyond the
ballpark!





Sustainability Action Agenda Priority Implementation of the Sustainability Plan

Our Sustainability Plan will guide City government for decades to come. The plan is extensive. It is a collection of broad goals, specific objectives and direct strategies that have been identified by the **people of St. Louis** as presenting the best opportunity to advance sustainability in the City. But, we also want it to be real. We want to improve our City in ways that people can feel, touch, understand and measure.

Our Sustainability Plan has three purposes: first, to make our City cleaner, safer, healthier, with less waste of energy and natural resources; second, to attract knowledge workers and others who want more sustainable spaces and neighborhoods; and third, to make life better and easier for all of our citizens.

Our Sustainability Plan is the result of two years of public engagement. The City intends to lead by example in implementing the plan. So, we have chosen to **prioritize the following action items** over the next five years. It is not just City government's plan. **It is our City's plan.** It is my hope that individuals, community organizations, and neighborhoods will both embrace and help implement it.

Francis S. Slay
Mayor, City of St. Louis

<http://stlouis-mo.gov/sustainability>

Mayor Slay photo courtesy of Jonathan Gayman Photography



Sustainability Action Agenda PRIORITY SUSTAINABILITY PLAN ITEMS FOR CITY IMPLEMENTATION BY 2018



Urban Character, Vitality & Ecology

- ① Create a **sustainability resource toolkit** for neighborhoods
- ② Make LRA land available at no cost for **smart, productive, creative re-use of the land**
- ③ Provide easy access to **greenspace, trails or parks** within a half mile or 10 minute walk
- ④ Increase number of **trees planted** by 16,000, or 15%



Arts, Culture & Innovation

- ① Promote sustainability practices at all **public arts and cultural events**
- ② Build Phase II of CORTEX **bioscience and technology research district**
- ③ **Advance use of public transit, trolleys and streetcars** to connect arts, culture and innovation hubs



Empowerment, Diversity & Equity

- ① **Employ 500 youth** in annual summer job program
- ② Form a **Mayor's Community Council for Sustainability Implementation**
- ③ Implement Board Bill 297 pertaining to **workforce inclusion**
- ④ Maintain our **premier Municipal Equality Index** rating for LGBTQ



Health, Well-Being & Safety

- ① **Decrease obesity** by 5% through our Small Changes for Health, Let's Move STL and Good 4 U! Programs
- ② **Reduce crime** by 25%
- ③ **End chronic homelessness**



Infrastructure, Facilities & Transportation

- ① Advocate for transportation plans and funding that allow more **people to be less car dependent**
- ② Support **Citywide greenhouse gas emission reductions** of 25% by 2020 and 80% by 2050
- ③ Achieve a 6% **reduction in fuel use** in City fleet and expand use of alternative fuels to 85% of Airport's fleet
- ④ Increase number of dedicated **bicycle lanes** by 150% and shared road facilities by 35%
- ⑤ **Increase bike racks** by 150%
- ⑥ Have **single stream recycling** facilities for 100% of City government buildings and **double residential recycling** to 20% participation
- ⑦ **Reduce City government use of water** by 10%
- ⑧ Use **green custodial cleaning** supplies in 100% of City government facilities



Education, Training & Leadership

- ① Create an Office of Sustainability in which the City's Sustainability Director works with a **City Green Team** to implement and track the City's sustainability initiatives
- ② Open 20 additional **quality public charter schools**
- ③ **Double the current eco-literacy rate** by launching a program to foster an enhanced connection between **people and urban natural resources**



Prosperity, Opportunity & Employment

- ① Require a **sustainability impact statement** for all new City development
- ② Create at least 8,500 **new jobs** at Ballpark Village, CORTEX, Carondelet Coke, St. Louis Army Ammunition Plant, and North Riverfront
- ③ **Remediate** and prepare at least 40 vacant properties for **redevelopment**
- ④ Create an **urban forestry employment training program** for high school students

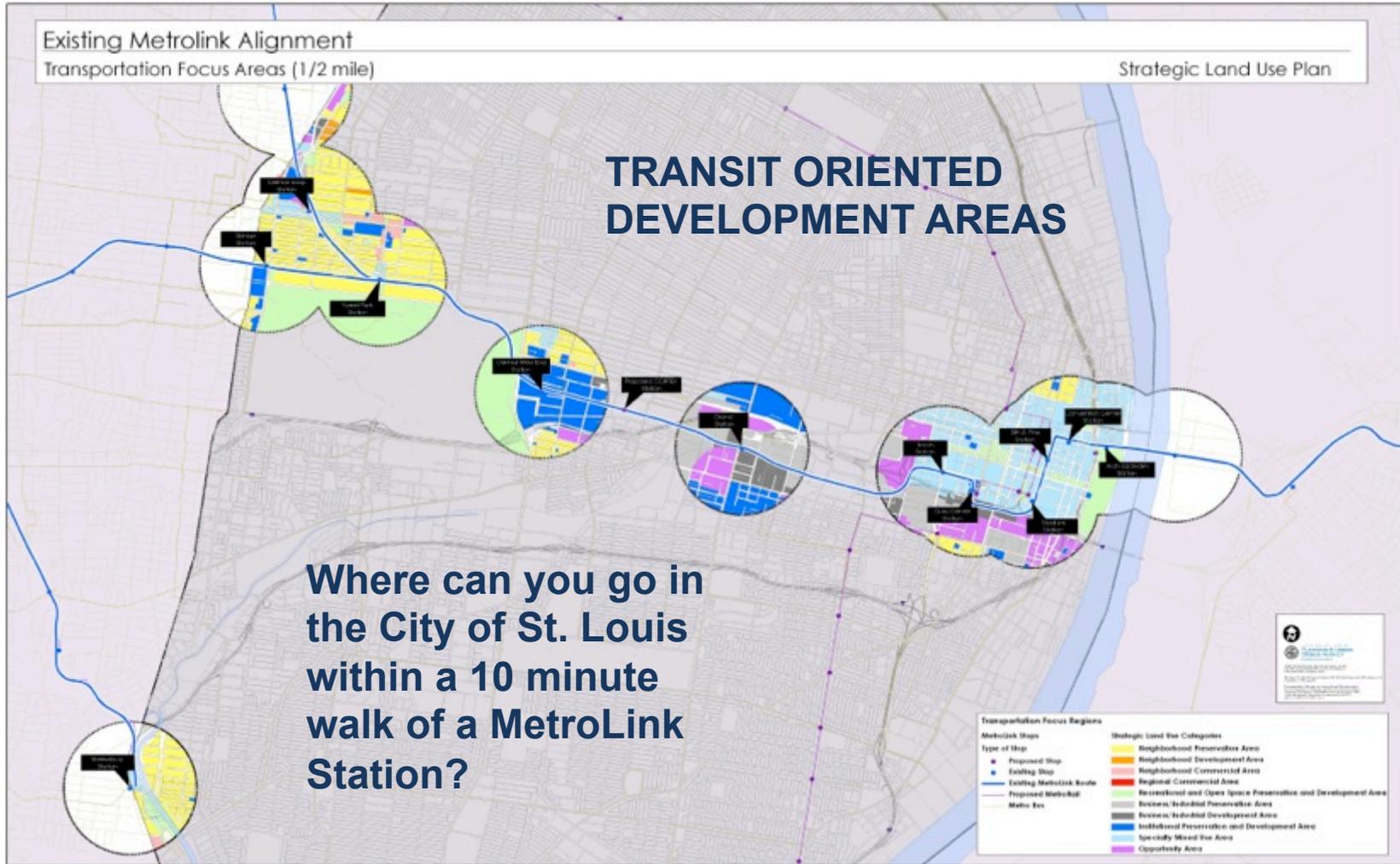
<http://stlouis-mo.gov/sustainability>

Existing Metrolink Alignment
Transportation Focus Areas (1/2 mile)

Strategic Land Use Plan

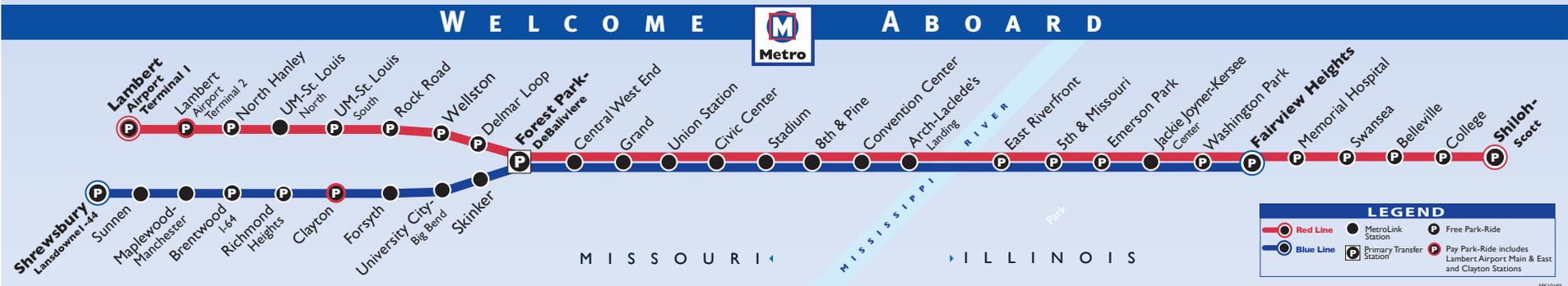
TRANSIT ORIENTED DEVELOPMENT AREAS

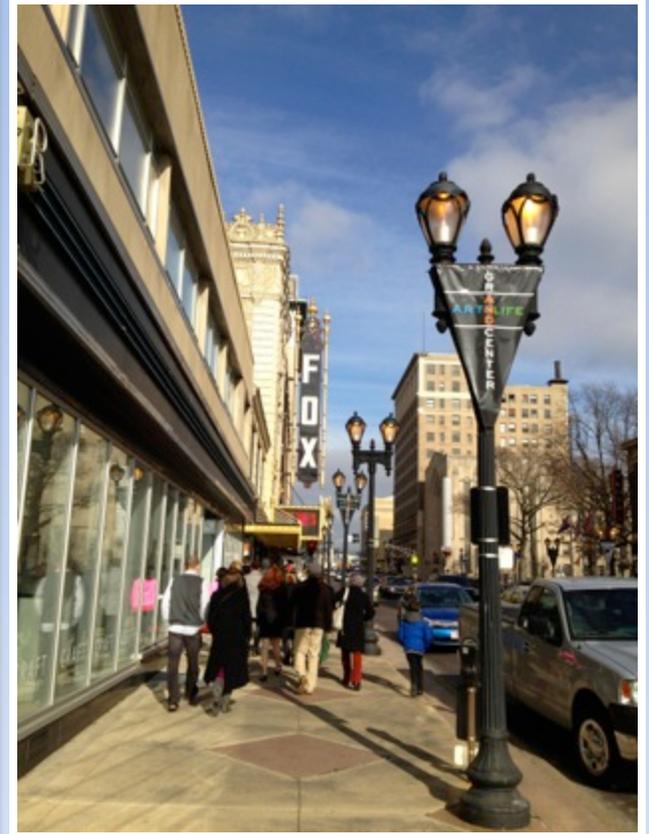
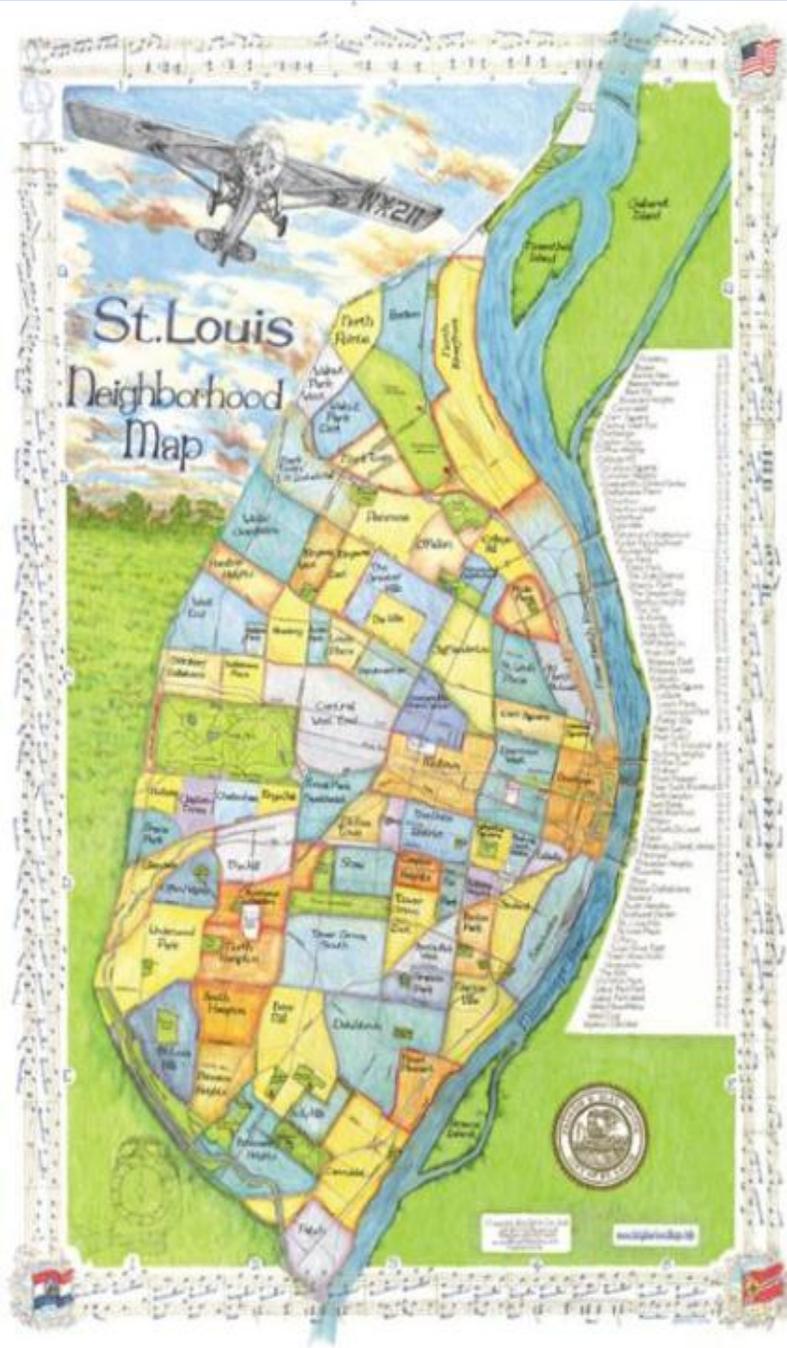
Where can you go in
the City of St. Louis
within a 10 minute
walk of a MetroLink
Station?



CITY URBAN SUSTAINABILITY QUEST PILOT LUCKY 7 OF 11 METROLINK STATION AREAS

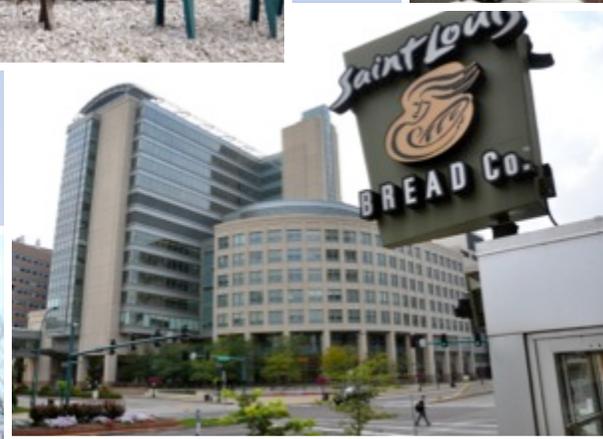
Delmar Station
 Forest Park-DeBalivier Station
 Central West End Station
 Grand Station
 Union Station
 8th and Pine Station
 Arch-Laclede's Landing Station







Walking different directions in the Central West End





What's Next ...

Sustainability Plan & Mayor's Sustainability Action Agenda implementation:

- Sustainable Land Lab Projects
- Sustainable Neighborhood Initiative: Toolkit & Small Grant Competition for neighborhoods
- Urban Sustainability Quest
- Form City Green Team
- Mayor's Community Council on Sustainability Implementation

**November 2013 (Tentative) -
Mayor's Sustainability Summit III ::
implement** and Sustainability Showcase celebration

Benchmarking and tracking:
STAR Community Sustainability Measurement and Rating System



Discover different neighborhoods in the Urban Sustainability Quest



Washington Avenue area,
Downtown St. Louis





See St. Louis Differently!

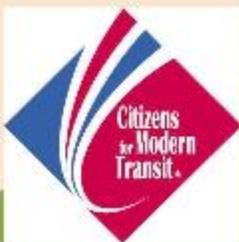
City of St. Louis Urban Sustainability Quest

**Kick-Off Event: April 12, 3:00 p.m. at DUC Room 276
Washington University in St. Louis**

Competition Runs April 15-June 15

- ✦ Use your U-Pass to compete for contest prizes and rewards.
- ✦ Successfully complete various fun challenges in neighborhoods served by MetroLink for your chance to **win a \$25 gift card** from a local vendor and other prizes and discounts!

Learn more about the contest and sustainability in the City of St. Louis



Get prizes and free food!

Join Catherine Werner, Sustainability Director for the City of St. Louis, and Phil Valko, WUSTL's Director of Sustainability, along with fellow students for **food, info and prizes.**

**Kick-Off Event: Friday, April 12, 3:00 p.m.
Danforth University Center Rm 276**

Sponsored in part by the generous support of the Clinton Global Initiative University Programming Fund and by Citizens for Modern Transit

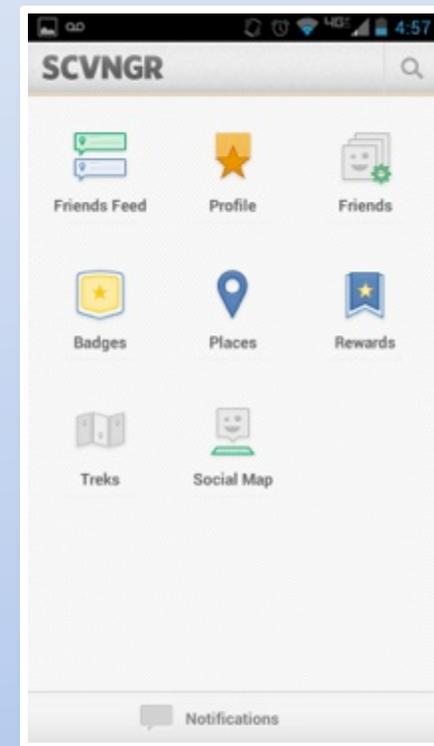
Urban Sustainability Quest App



SCVNGR is a free app you can download on your smart phone.

- **Download the SCVNGR app in the iTunes App Store or Android Marketplace**
- **Or go to www.SCVNGR.com**

SCVNGR is a game that allows you to do challenges at places nearby wherever you are, and earn points.



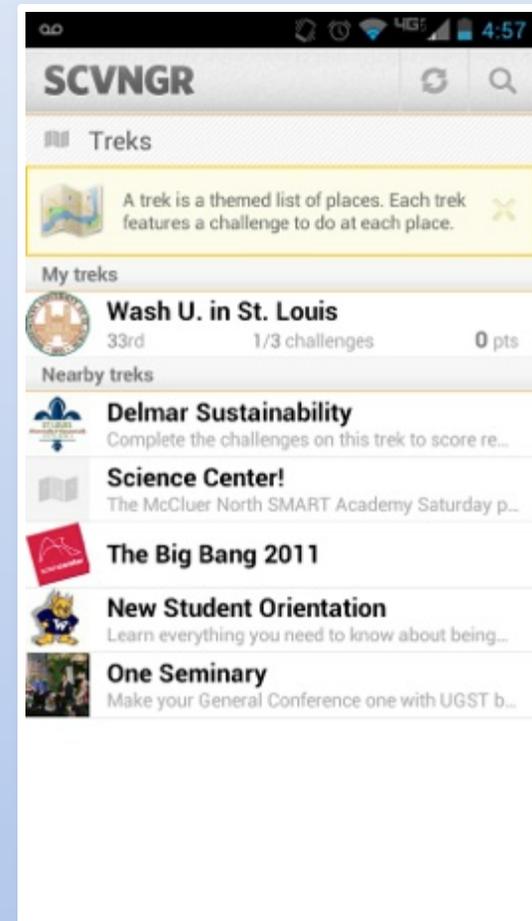
Urban Sustainability Quest “Treks” in SCVNGR are MetroLink station area-themed

Treks link places together with specific challenges to do at each place.

Follow Treks from MetroLink Stations in the City's Urban Sustainability Quest pilot:

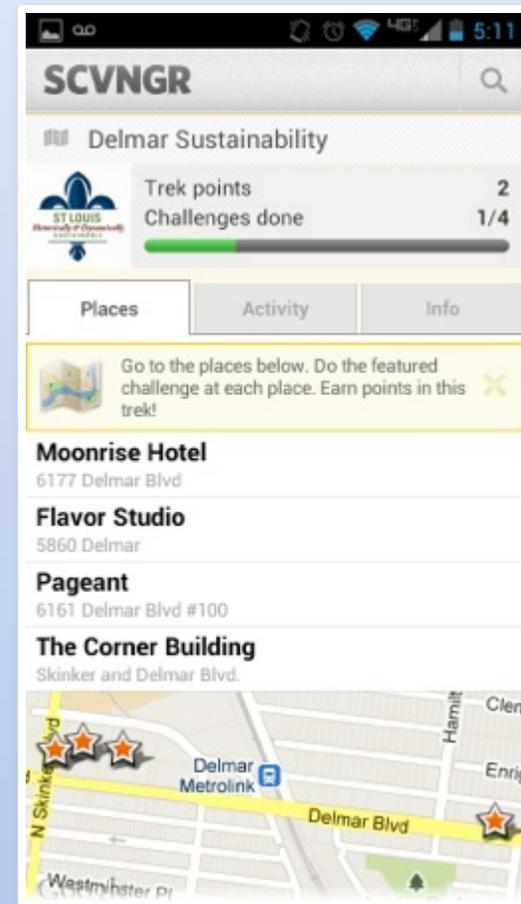
- Delmar Station
- Forest Park-DeBaliviere Station
- Central West End Station
- Grand Station
- Union Station
- 8th and Pine Station
- Arch-Laclede's Landing Station

(Each Trek in the Quest will have “Sustainability” or “Sustainable” in the title, and the City’s Sustainability logo.)



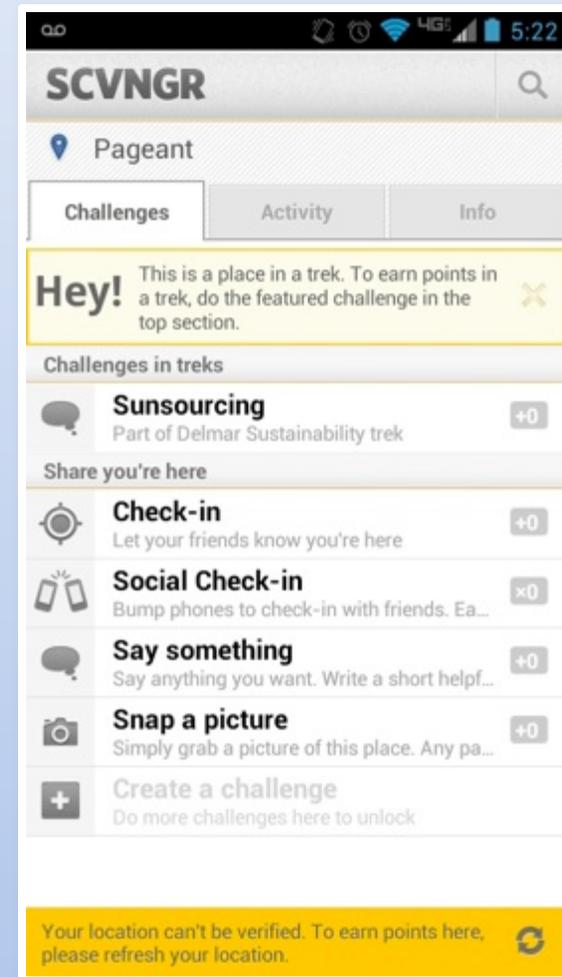
Station Treks in the Quest Pilot

- For each Trek, there are places to go to complete challenges and earn points.
- Each Trek also features a map of the places on the Trek.



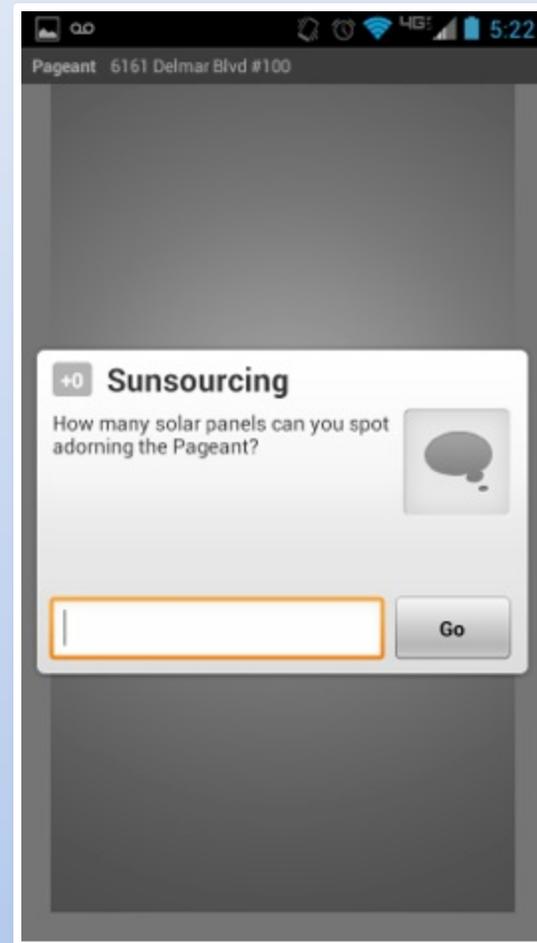
Places on the Trek/in the MetroLink Station area

- When you select a place on the Trek, you will see a list of possible challenges to complete.
- The challenges in the Trek you are exploring will be at the top of the screen.



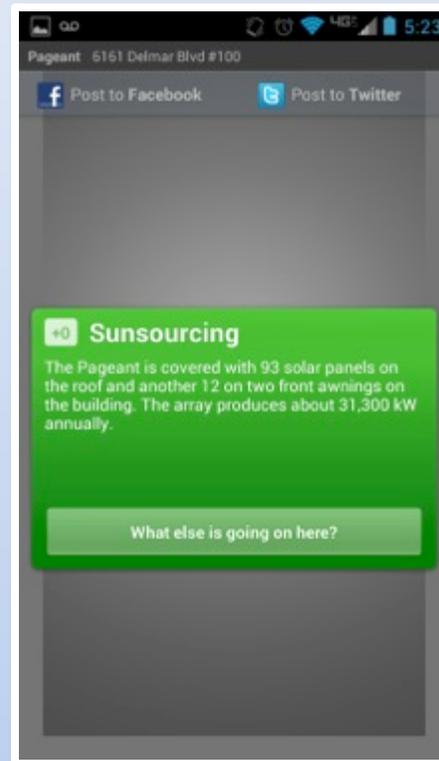
Challenges in the Quest Pilot

- Select the Trek challenge.
- Challenges might involve answering questions, snapping a picture, or giving feedback on your smart phone.



Challenge Completion Responses

- Once you have completed the challenge, you will get a response sharing more sustainability information about the area.
- Then you can check to see who else has been around, and what they have been doing on SCVNGR.



Earning Rewards on SCVNGR (future phase)

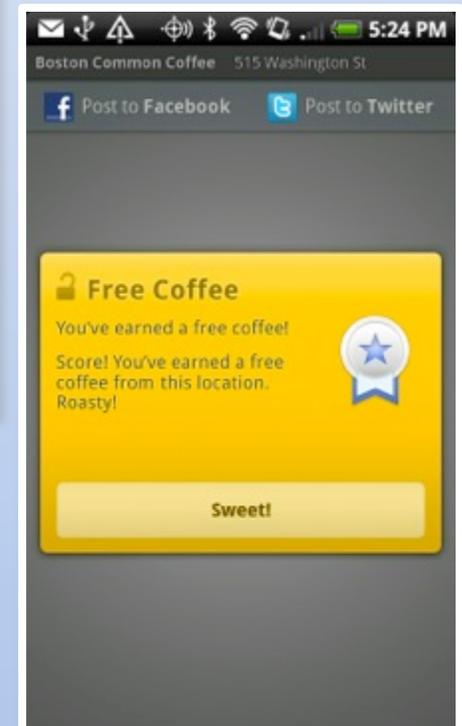
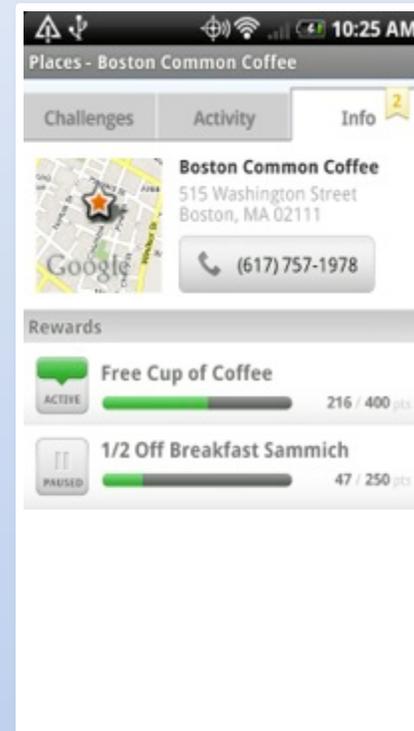
Once the Urban Sustainability Quest is launched as a full scale program, you will be able to earn *rewards* by completing challenges and earning points.

-Check to see if there is a reward available

-See how many points you need to score the reward

-When you have earned enough points, you will get a notification that you have earned a reward

-Enjoy the reward!



The City's Urban Sustainability Quest Pilot is an opportunity to have fun, learn and win prizes!

When you have completed 2 out of 3 challenges at 5 of the MetroLink station treks in the Quest Pilot, you are eligible for a prize.

To collect your prize:

Send an e-mail to UrbanSustainabilityStLouis@gmail.com with your evaluation, SCVNGR id, and mailing address.

PRIZES ARE LIMITED! The first 20 players to send in their request when they have completed 2 challenges on 5 Treks in the Quest pilot **BEFORE JUNE 15** will receive a \$25 gift certificate to Local Harvest Cafe or Big Shark Bicycle company (there are no prize exchanges and the prizes are non-refundable).

The next 10 players to complete 2 challenges on 5 Treks **BEFORE JUNE 15** are eligible for a \$10 gift certificate for Local Harvest Cafe.



Urban Sustainability Quest Pilot Summary

1. Download the SCVNGR app: www.SCVNGR.com
2. Pilot Phase runs April 15th – June 15th but prizes are limited to first 30 requests
3. Complete 2 challenges at 5 of the MetroLink station treks in the Quest pilot and send in your prize request before June 15 to be eligible for a prize.
4. Email your evaluation, name, SCVNGR id, and mailing address to receive your prize.

Learn about sustainability in the City of St. Louis.

See St. Louis Differently!

Have fun!



THANK YOU!



The City could not have hosted the pilot Urban Sustainability Quest competition without the time, donations, and contributions of many generous supporters:

- **Gephardt Institute for Public Service**
- **Citizens for Modern Transit**
- **WUSTL Office of Sustainability**
- **Local Harvest Café and Catering**
- **Big Shark Bicycle Company**
- **Upper Limits Climbing Gym**
- **Gelateria Del Leone**
- **Whisk: a Sustainable Bakeshop**





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We are Sustainable

