

## COMMUNICATION AND EDUCATION

### Web site

The updated MetroGreen Web site was launched in December 2009. The site now gives a thorough history of the MetroGreen plan, highlights current projects and success stories, and connects users with resources for future planning and development. The newest element of the site is an interactive mapping feature that allows users to enter their address and locate greenway corridors in their area.

### Video

A five-minute video exploring the history and progress of MetroGreen was completed in November 2009. The video — elements of which will also be used to produce two 30-second TV spots — provides general background information on the plan, highlights the regional efforts to develop the system and promotes awareness about the benefits of area trails and greenways.

The video is available for use to help promote and build support for greenway trails in local communities and across the region.

### Success Stories

Two success stories were developed as a means of supporting community outreach efforts. These success stories — expected to be the first two of a series — illustrate accomplishments of local governments and community groups in their work on trail development and greenway preservation. These documents can be used as tools to strengthen peer-to-peer outreach and networking within the MetroGreen Alliance, offering valuable lessons learned and showcasing good project management. MARC created the success stories template and location maps to accompany information from local governments in Clay and Platte counties for these first two pieces.

### Discussion Paper

MARC developed a discussion paper that provides an overview of the MetroGreen plan and highlights its desired outcomes and benefits. It also defines the purpose and structure of the MetroGreen Alliance, a network of organizations, local and state governments and private-sector partners that share the same interest in building a regional greenway system.

### 2010 MetroGreen Brochure

In 2009, MARC developed a new educational brochure that includes a general overview of the MetroGreen plan, illustrates the system using the most current MetroGreen map, identifies the plan's goals and outlines many benefits associated with the greenway system. The brochure will be available in early 2010.

### MetroGreen Connections — E-Newsletter

MARC redesigned the quarterly MetroGreen Connections electronic newsletter that features information about current trail projects across the region and shares opportunities such as events, workshops and resources focused on trails, streamways and conservation.



MetroGreen information,  
planning tools and  
other resources are  
available online at

[WWW.MARC.ORG/METROGREEN](http://WWW.MARC.ORG/METROGREEN)

## PLANNING & TECHNICAL ASSISTANCE

### **MetroGreen Action Plan – Preserving the Possibilities**

MARC completed the Preserving the Possibilities plan in November 2009. The report identifies greenway corridors in the MetroGreen system where development pressures threaten the loss of important natural resources and offers strategies to ensure the protection and restoration of these resources.

### **MetroGreen Forum**

MARC convened the first MetroGreen Forum on June 18, 2009, as a way to encourage partnerships among local organizations, present success stories and provide an update on communication/education tools. The forum, which drew a crowd of over 50 persons, served as an excellent opportunity for partner organizations to come together to learn about projects happening across the region. The forum also provided attendees the opportunity to raise and discuss shared issues of concern related to both general open-space corridor planning and MetroGreen.

### **Turkey Creek Coalition**

Since 2007, the Turkey Creek Coalition has worked to determine the trail's alignment and develop a corridor concept plan. As an informal association with public and private participants dedicated to trail development along the corridor, the coalition is supported by representatives from various city governments; local, state and federal elected officials; local businesses and organizations; planning agencies and several private citizens. MARC provided support in developing a concept plan, fact sheet and PowerPoint presentation about the 10-mile corridor adjacent to Turkey Creek.

With the coalition's assistance, MARC also prepared a joint resolution that asks the participating local governments to coordinate

efforts on future development of the Turkey Creek Streamway Trail. As of January 2010, the resolution was in the process of being adopted by coalition members.

### **Rock Island Coalition – Katy Trail Connection**

The Rock Island Coalition consists of local government officials and private-sector supporters — it is led by representatives from the cities and counties along the old Rock Island Railroad corridor in the Kansas City area.

In 2009, MARC convened meetings with local officials to work toward the preservation of the old railroad corridor between Kansas City and Pleasant Hill. The corridor is an important connection for the MetroGreen system to the Missouri KATY Trail State Park. Several maps were created to illustrate possible connections along the southern portion of the corridor. Discussions were held with the rail corridor owner, Union Pacific Railroad, and assistance was secured from the National Park Service. An appraisal firm was selected to prepare an appraisal of approximately 20 miles of the corridor. The coalition began work on a special request to the area's Congressional delegation for funding to secure the corridor for future trail and transit use.

### **Kansas City Area Park Directors**

Over the last two years, MARC has worked with parks directors from cities and counties on the Missouri side of the Kansas City region to draft legislation enabling formation of a regional parks and greenway trails district, which would support the development of the MetroGreen system. The legislation is modeled after the Great Rivers Greenway District in St. Louis, which has raised funds regionally to support trails, parks and open space investments.