



2014 Annual Report

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A Message from City Administrator Lauren Palmer



Dear Mayor and Board of Aldermen,

I am pleased to present the 2014 Annual Report as required per Section 112.070.F. of the Parkville Municipal Code. This report is intended to record the important events, projects, accomplishments, and statistics of Parkville over the last year. This document helps illustrate how staff time and taxpayer resources were spent in 2014.

Some of 2014's major accomplishments include permanently financing the Brush Creek and Brink Meyer NIDs, completion of a market feasibility and economic impact study for the intersection of Interstate 435 and Highway 45, and hosting a Board of Aldermen priorities session to set goals for Parkville in 2015.

2014 also saw the successful creation of the 2015 City Budget and 2015-2020 Capital Improvements Program, implementation of live streaming of Board of Alderman meetings, final completion of the Brink Myers Retaining Wall, new recycling opportunities, the grand opening of a brand new beautiful 140 acre park on the Missouri River, and increased commercial and residential development. I encourage you to flip through the following pages to see what else Parkville accomplished over the past year.

The biggest highlight from many residents and staff in 2014 was the impromptu visit by President Obama on July 30. The President enjoyed many of the unique shops on Main Street and told his staff he wanted to stay longer because he was having so much fun! It was great to have national attention attracted to the historic charm of downtown Parkville.

This document includes a number of performance measures. Staff plans to track these same measures year over year to identify trends and manage change. A full list of 2013 and 2014 performance measures can be found at the end of 2015 budget document.

I appreciate the tremendous hard work of our staff, volunteers, and elected officials in 2014. It is incredible to realize how much we accomplished this year with a modest staff and city budget. Special thanks to Tim Blakeslee for leading the compilation of this report. I look forward to another great year in 2015.

Sincerely,

Lauren Palmer



Form of Government

Parkville operates under a Mayor-City Administrator-Aldermen form of government. The mayor is elected at-large for a three-year term (beginning in 2016) and two board members are elected for two-year terms from each of the City's four wards.

The Mayor and Board of Aldermen provide leadership in setting and achieving community policy, establishing the budget, and hiring the administrator/department heads. The Mayor and Board are committed to the provision of efficient and quality services essential to the quality of life citizens enjoy in Parkville.

The day-to-day operations of the city government are handled by a professional staff headed by the City Administrator. The City Administrator recommends the annual budget, implements policy adopted by the governing body, and supervises department head level positions.

City Demographics

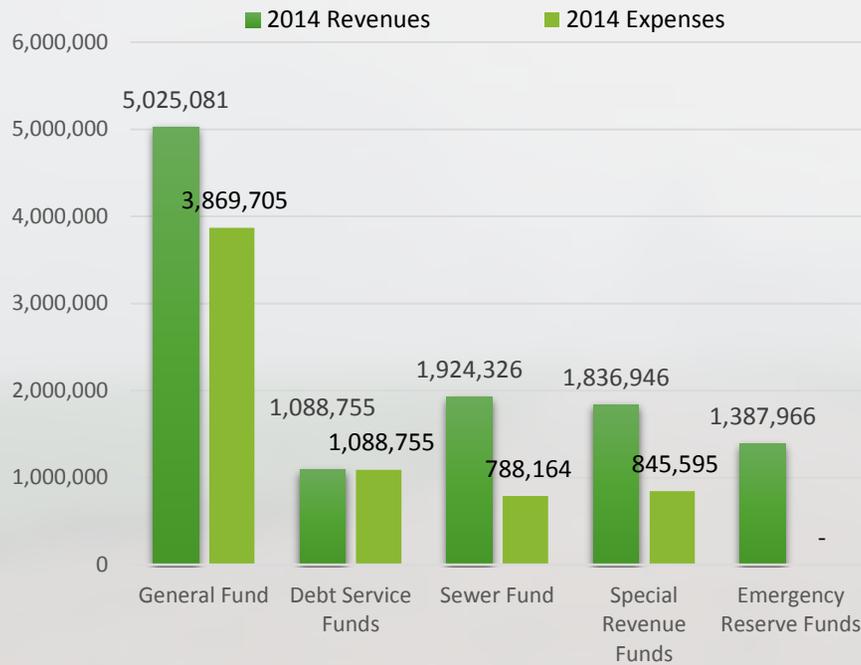
The City of Parkville, Missouri (the "City"), is a fourth-class city organized and existing under the laws of the State of Missouri. The City is located approximately 10 miles northwest of downtown Kansas City, Missouri, in Platte County, Missouri. Platte County, Missouri is in the northwest portion of the State of Missouri.

In 1990 the City had 2,402 residents, in 2000 the City had 4,059 residents, and in 2010 the City had 5,554 residents. The 2013 estimated population for the City is 5,928 residents. Approximately seventy-three percent of the housing units in the City are comprised of single-family structures.

The average per capita median income in past 12 months from 2009-2013 was \$54,726. The median household income from 2009-2013 was \$107,917. Median value of owner-occupied housing units from 2009-2013 was \$344,400.



2014 Fund Summary



2014 Financial Summary

General Fund (10): The General Fund includes most City activities including Administration, Police, Municipal Court, Community Development, Public Works, Streets, Parks, the Parkville Nature Sanctuary, Public Information, Information Technology, and Capital Outlay.

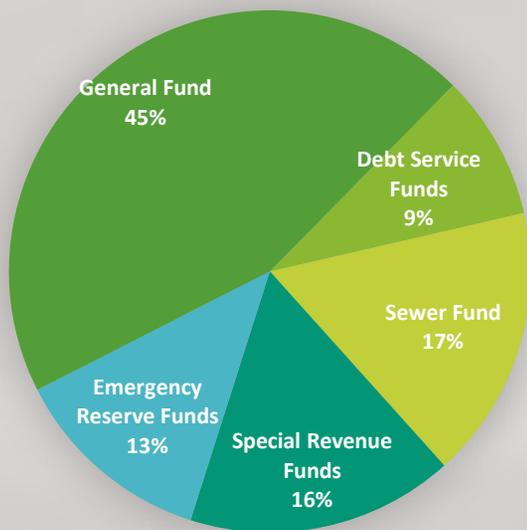
Debt Service Funds (21-24, 30): The Debt Service Funds summarize the City's debt obligations. These separate funds are shown together in order to summarize all city debt. They are not one consolidated fund.

Sewer Fund (30): The Sewer Fund is an enterprise fund used to operate and maintain the City's sanitary sewer system. It is funded by the revenue collected from charges on customers using the service. The sewer department's day-to-day operations are handled by contract with Alliance Water Resources.

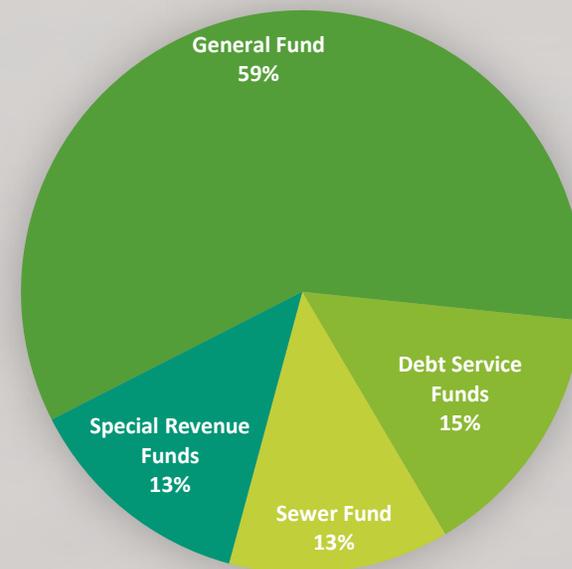
Emergency Reserve Fund (50): The Emergency Reserve Fund is intended to protect the City against emergency costs related to natural disasters, declared states of emergency, or other major unforeseen financial obligations.

Special Revenue Funds: These funds typically have revenues for restricted purposes and include the Transportation Fund, Fewson Fund, Nature Sanctuary Donation Fund, Parks Donation Fund, and the Economic Development Fund, among others.

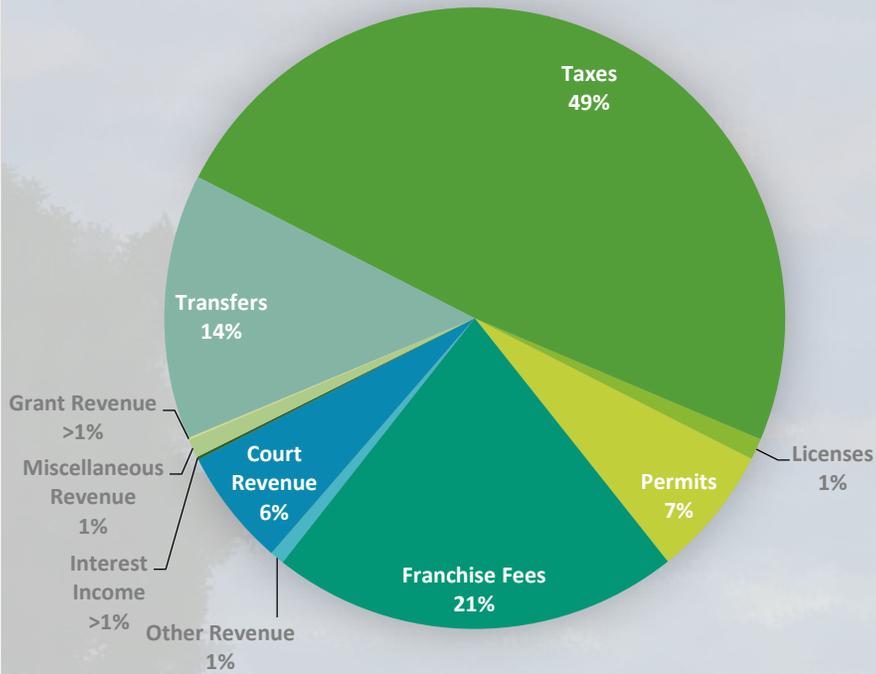
2014 Revenues



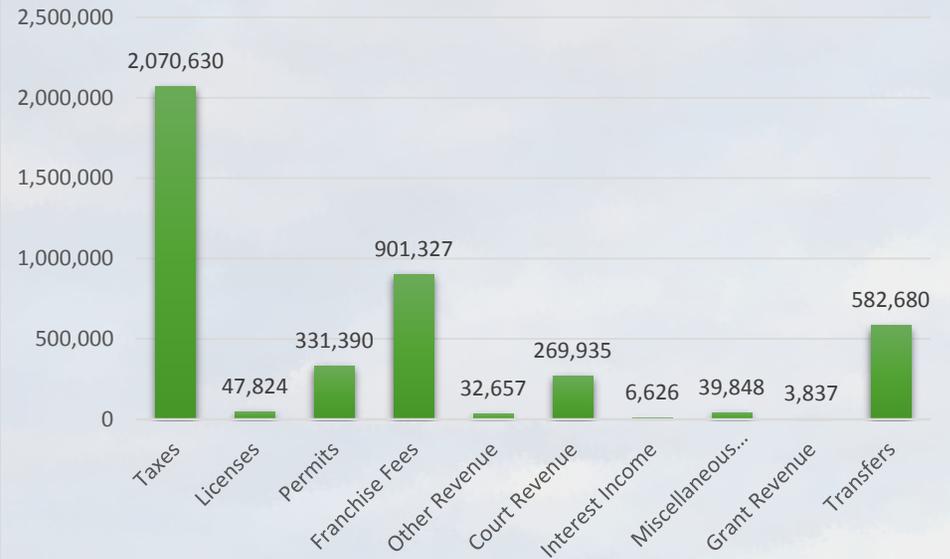
2014 Expenses



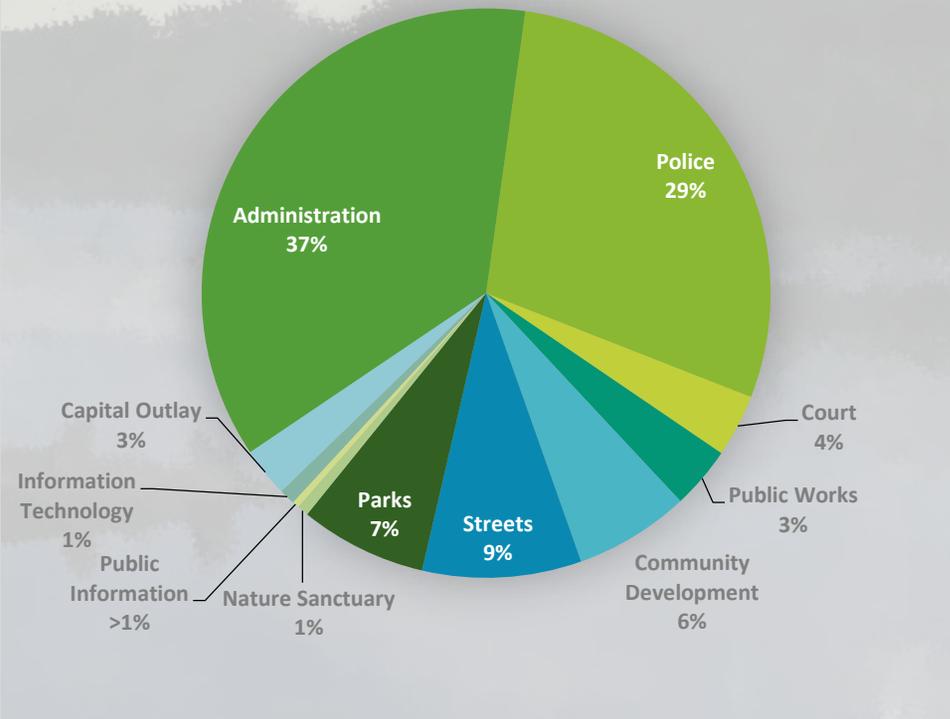
2014 General Fund Revenues



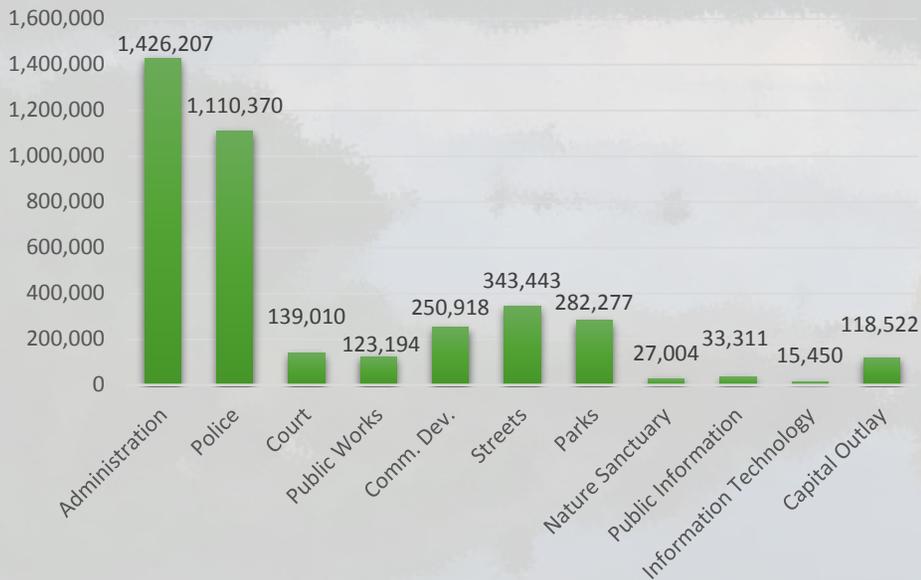
2014 General Fund Revenues



2014 General Fund Expenses



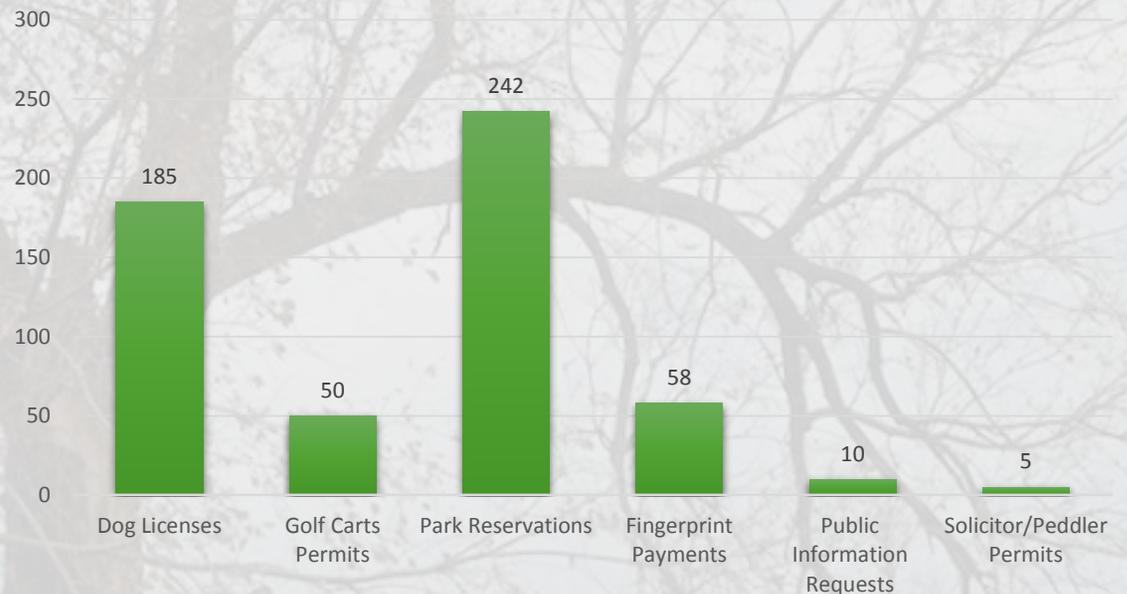
2014 General Fund Expenses



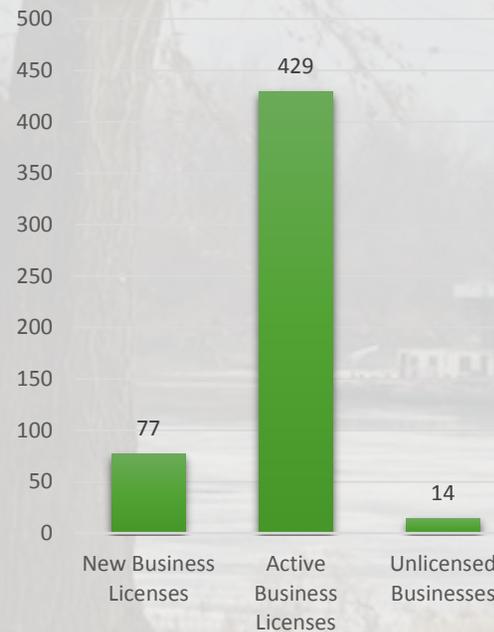
2014 Administration Accomplishments

- Completed and adopted the 2015 City Budget and 2015-2020 Capital Improvement Program.
- Complete a market feasibility and economic impact study for the intersection of Interstate 435 and Highway 45.
- Transferred the Brush Creek and Brink Myers NIDs temporary notes to permanent financing.
- Classified all employee positions in a salary schedule and established compensation levels for such classifications.
- Applied for and received a Planning Sustainable Places Grant for the Route 9 Corridor Study.
- Converted Board of Aldermen and Planning Commission broadcasts to internet streaming.
- Standard and Poor's upgraded City credit rating from AA- to AA.
- Produced the spring and fall 2014 newsletters supported entirely by advertising.
- Adopted a new Fewson Fund logo.
- Implemented credit and debit card processing at City Hall for customer convenience.
- Reduced costs through a new use agreement for the Parkville Train Depot.
- Moved to a new online municipal code system for ease of use a faster updates.
- Evaluated and implemented administrative fee increases to compensate for employee time and match peer communities.
- Continued movement to paperless record keeping by scanning old business licenses, agendas, and minutes.
- Held a Board of Aldermen priorities session to plan for 2015.
- Updated the snow route ordinance and the peddlers, solicitors, and canvassers ordinance.
- Adoption of debt management and revised purchasing policies.
- Completed a new agreement for private operation of the Parkville Farmers Market.

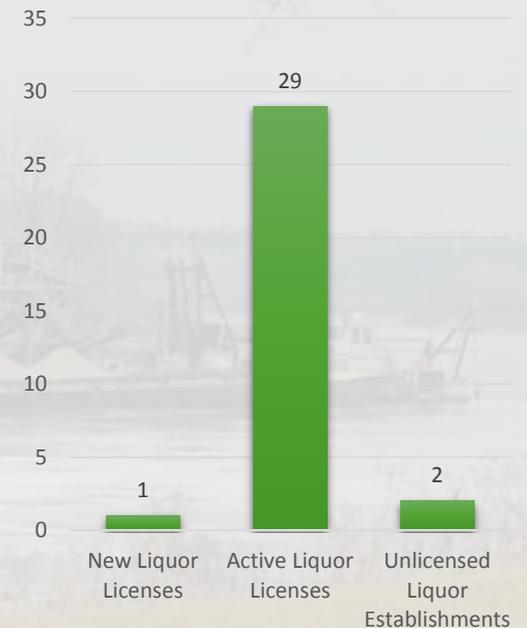
Licenses, Permits, Requests, and Reservations



Business Licenses



Liquor Licenses



2014 Human Resources Information

Total salary and benefit expenditures jurisdiction-wide	\$2,007,096
Full-time regular employees on the payroll	34
Average years of service for all full-time regular jurisdiction employees	9.5
Employee Turnover Rate	31%
Sick Leave Hour Utilization Rate	45%
Admin Fees Collected by Credit Card	\$9,816.90

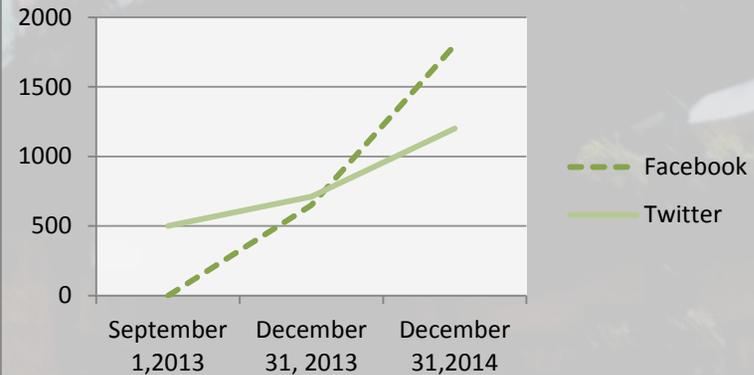
2014 Social Media Information

Facebook Likes	1800
Twitter Follows	1200
Presidential Visits	1
Vimeo Video Full Plays	879
Live Stream Full Plays	681

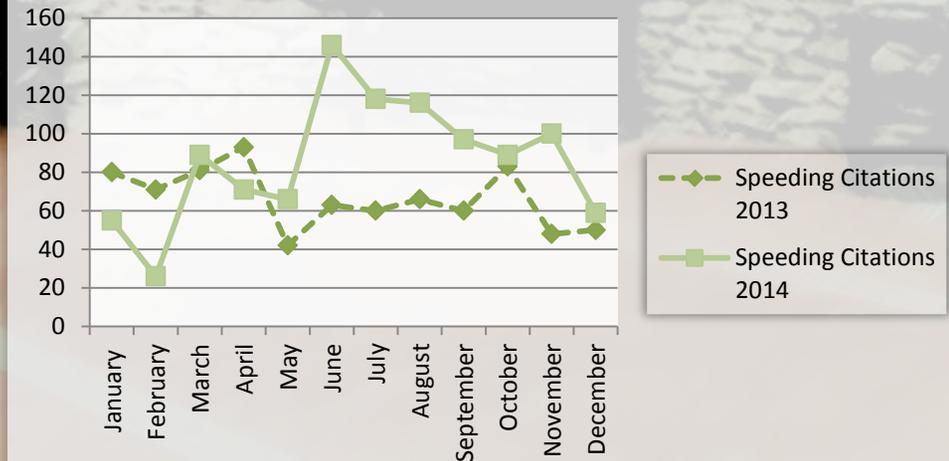
2014 Municipal Court Information

Total Citations Processed	2,017
Speeding Citations	1,032
Unregistered Vehicles	194
Stop Sign Violations	153
Operating a vehicle without insurance	88
Parking violation	67
Shoplifting	54
DWI	40

Social Media "Likes"



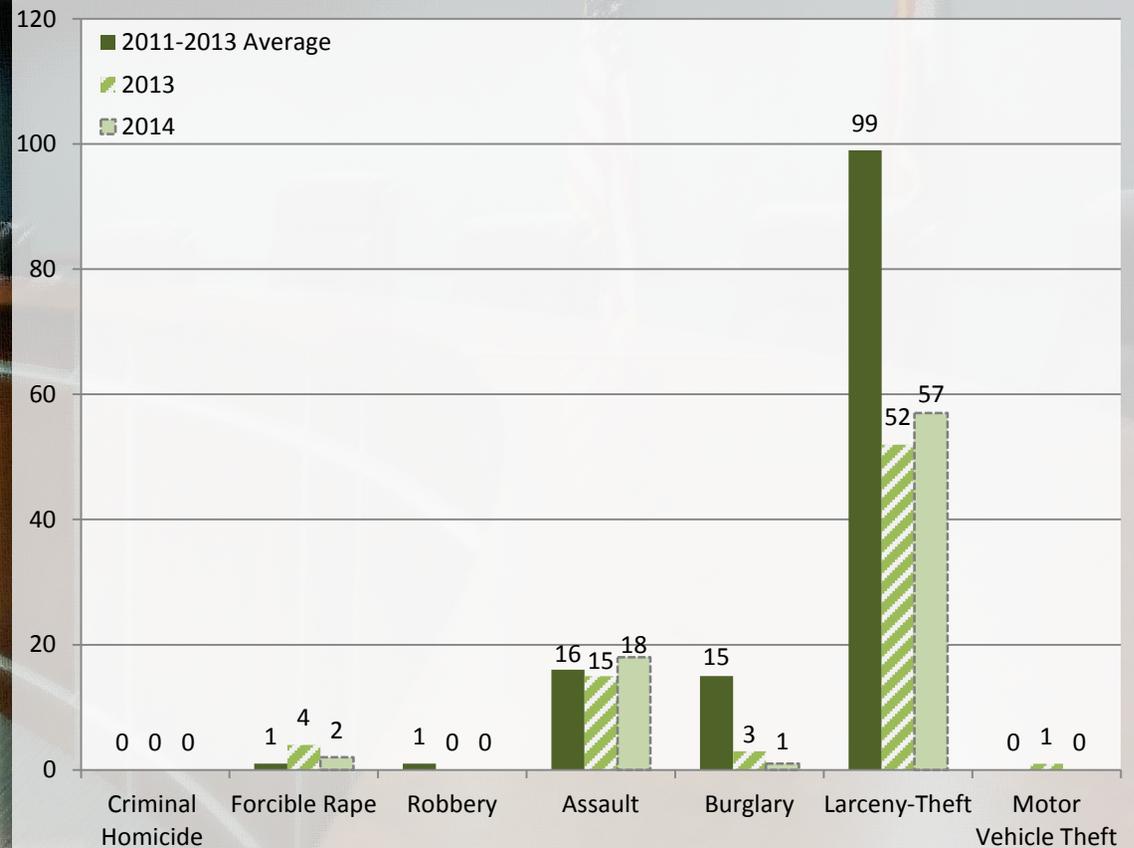
Speeding Citations



2014 Police Accomplishments

- Purchased a new 2014 Ford Taurus Police Vehicle to replace an older model with over 100,000 miles of use.
- Purchased a new unmarked 2014 Ford Taurus Police Vehicle for the Chief of Police with pursuit capabilities.
- Achieved accurate and timely reporting of all crimes reported to police. These reports are reported monthly to the Board of Aldermen.
- Recognized an officer in the Police Department who received an award from Mothers Against Drunk Driving for outstanding work preventing impaired drivers on city roads.
- Made adjustments to patrols as crime trends were identified and continued to maintain a visible presence in the community. Helped stop YMCA burglaries and solved the Ball Power equipment robbery, among many others.
- Maintained police vehicle fleet in good working order. This includes a maintenance schedule to keep future repair costs as low as possible.
- Utilized a detective and bicycle patrol units for community protection and citizen visibility.
- Harvested 10 deer (5 bucks and 5 doe) during the archery hunt on Park University property from September 15, 2013, to January 15, 2014, in an effort to control the urban deer population.
- Helped 18 needy children during the holiday season through Parkville's Shop with a Cop program. Participation in this event is voluntary, and many off-duty personnel chose to volunteer time.
- Received numerous citizen compliments regarding the generosity of off-duty Parkville Police Officers during the holiday season related to Christmas tree set-ups and gift delivery

2014 Cleared Major Crimes



2014 Public Works Accomplishments (Streets, Parks, Nature Sanctuary, Sewer)

- Completed the Brink Myers Road Retaining Wall.
- Renewed the Transportation Sales Tax Distribution Agreement with Platte County.
- Completed a tree inventory in English Landing Park.
- Completed a sewer repair in the Bluffs neighborhood and improvements to the Pinecrest Pump Station.
- Completed a number of sewer plant upgrades, including a new outfall deck and mission control repairs.
- Completed an in-house low water crossing repair at the Parkville Nature Sanctuary.
- Received a KCPL micro-grant for shade trees in the dog park.
- Completed the downtown Flood Protection Study in cooperation with the Army Corps of Engineers.
- Completed design of the Route 9 Downtown Entryway Improvements. Construction expected in 2015.
- Completed the annual street striping project.
- Applied 4,500 lbs of crack sealing material to city streets.
- Began annual sewer line CCTV cleaning project.
- Plowed snow and applied salt/sand to provide clear travel routes on the City's street network. The City received multiple citizen compliments for snow and ice operations in December 2014.
- Successfully hosted the spring Northland Recycling Extravaganza event with the City of Riverside.
- Completed and opened Platte Landing Park. Facilitated donations from Martin Marietta Materials and Turkey Trot for the Loop Trail.
- Finalized use agreements for Vikings Field with the Parkville Vikings and Northland Lacrosse.
- Implemented new guidelines for events in Parkville.

Recycling and Waste Event Information

Household Hazardous Waste (HHW) Event Usage (Cars)	16
HHW Facility Usage (Cars)	139
Electronic Recycling Events Tons Collected	6.4
Recycling Extravaganza Attendance (Cars)	458
Recycling Extravaganza Tons Collected	25.4
Clean Up Attendance (Cars)	800
Clean Up Tons Collected	89.74

City Park Information

Park Area (Approx. Acres)	210
English Landing Park Total Number Of Trees	575
English Landing Park Appraised Value of Trees	\$144,346.58
English Landing Park Number of Tree Species	31
2014 Funds Spent on Park Tree Trimming/Removal	\$17,533.31

City Street Information

Total Linear Feet of Roadway	210,282
Total Linear Feet of Cul-De-Sacs	21,070
Number of Street Ratings	208
Percent of streets rated at or below a satisfactory level	19.71%

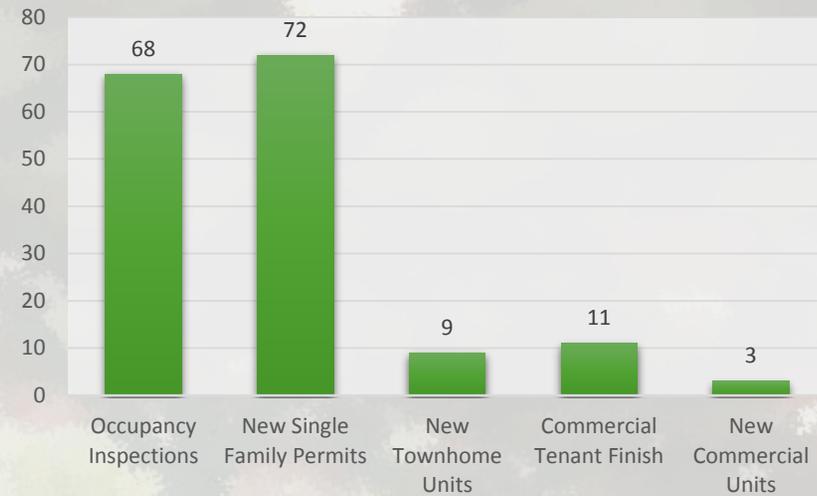
2014 Community Development Accomplishments

- Facilitated adoption of Vision Downtown Parkville.
- Converted building inspection reports to an electronic format reducing costs for printing.
- Converted Planning & Zoning Commission packets to an electronic format reducing delivery and printing costs.
- Cleared all 1,746 Missouri One Call Utility locates.
- Updated city street addresses for coordination with the regional 911 service.
- Began process to upgrade Zoning and Subdivision Regulations.
- Completed Highway 45 - Phase C cost share agreement.
- Completed 2,398 building and zoning inspections.
- Approved the new commercial development plan for the Village at the National.

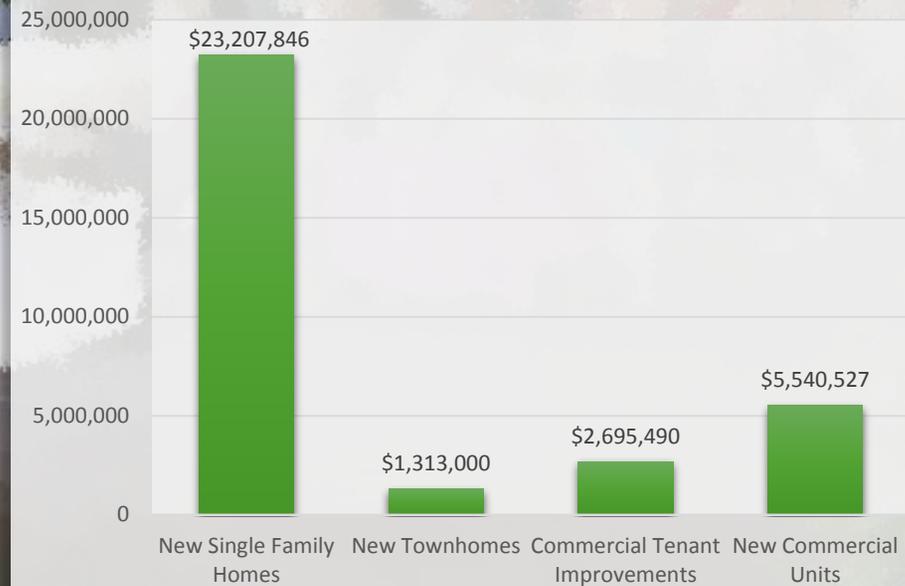
2014 Sign Permit Info



2014 New Construction



2014 New Construction Valuation

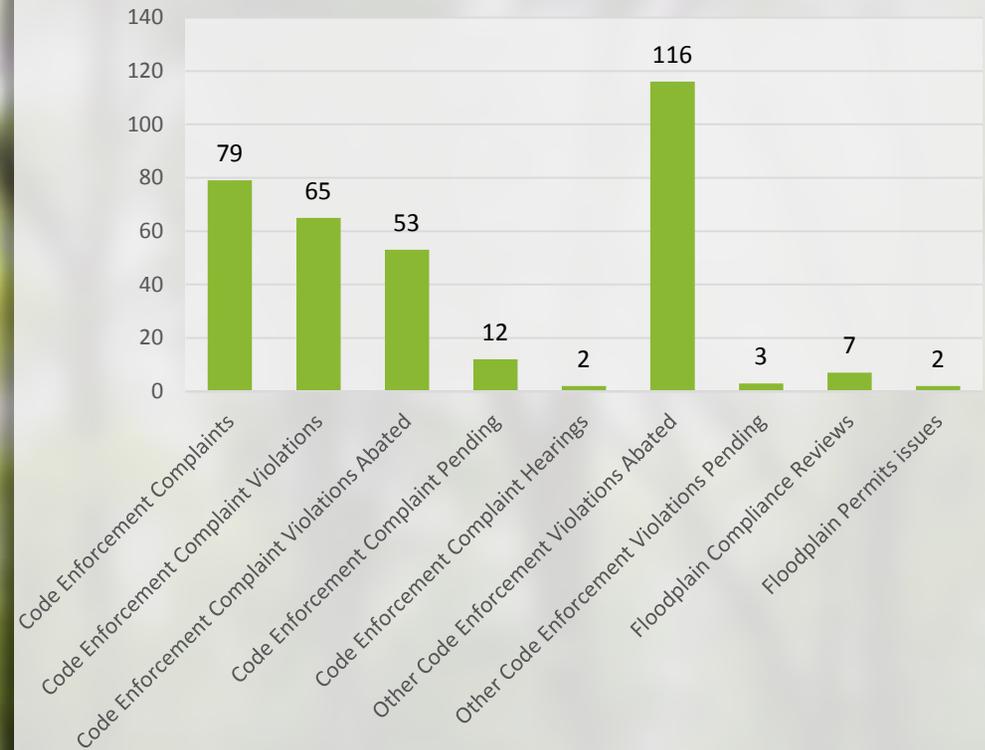


2014 Community Development (Continued)

2014 Fee Collection Summary



2014 Code Enforcement



For more information contact:

City Hall
 8880 Clark Ave.
 Parkville, Missouri 64152
 (816) 741-7676
lpalmer@parkvillemo.gov

Document Endnotes:

- Fund revenue summaries include beginning fund balances.
- All year-end financials are preliminary pending the 2014 audit.