



2015 Annual Report

Featured Items:

Message from the
City Administrator

Form of Government/
Demographics

Critical Success Factors

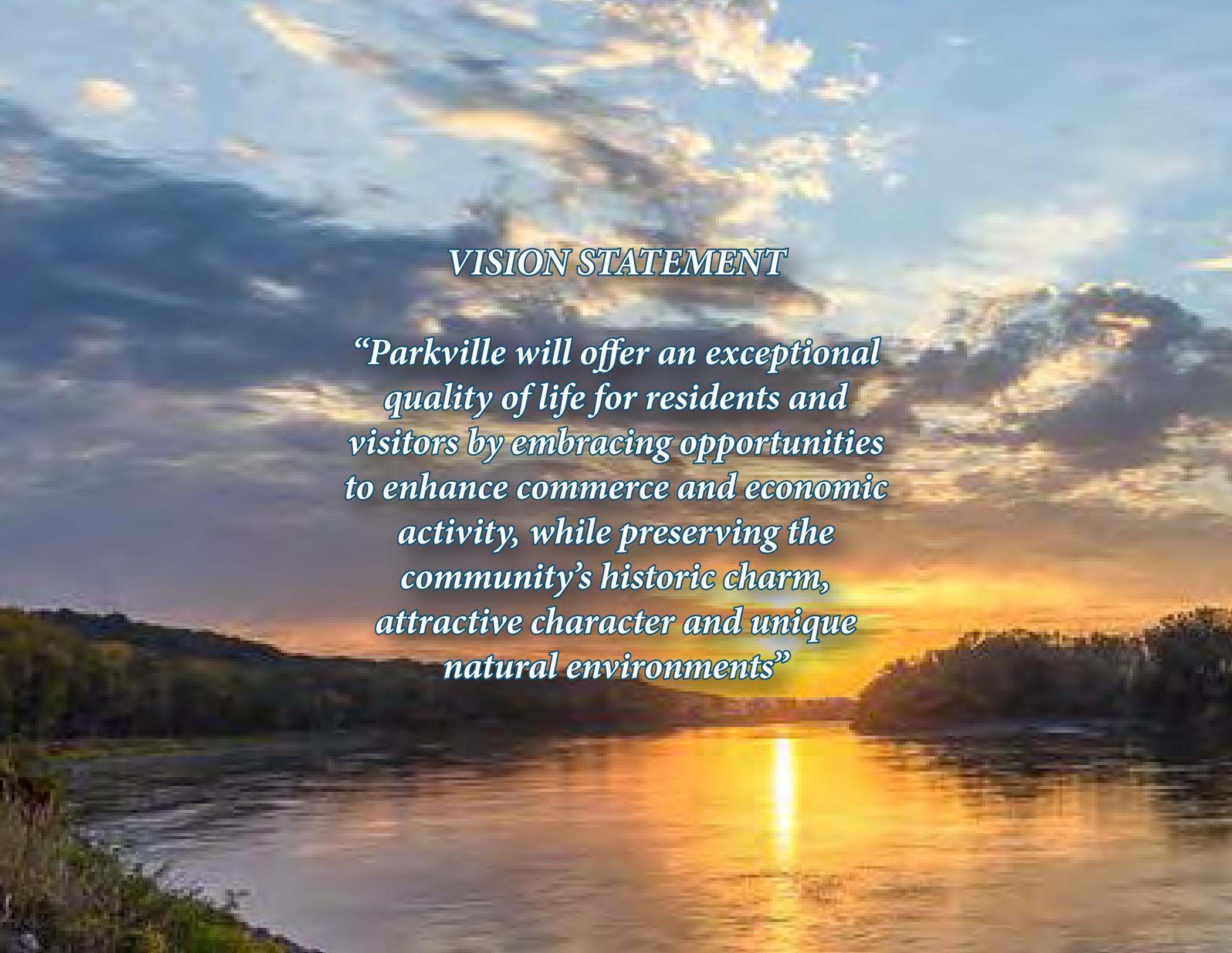
Financial Summary

Administration and Court

Police

Public Works

Community Development



VISION STATEMENT

“Parkville will offer an exceptional quality of life for residents and visitors by embracing opportunities to enhance commerce and economic activity, while preserving the community’s historic charm, attractive character and unique natural environments”



A Message from City Administrator Lauren Palmer

Dear Mayor and Board of Aldermen,

I am pleased to present the 2015 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 2015.

Some of 2015's major accomplishments include refunding the **2006 Certificates of Participation**, which reduced the City's debt by over \$2 million; completion of the Route 9 Corridor Study; and improving code enforcement and infrastructure maintenance (primarily streets, curbs, and sewers).

In July 2014, the Board of Aldermen established Code Enforcement, Economic Development, Transportation, Parks/Nature Sanctuary, and Citywide Entry Signage as priority goals for 2015. Staff used these goals along with direction from the Board throughout 2015 as guidance to implement the adopted Vision Statement.

2015 also saw the successful creation of the 2016 City Budget and 2016-2021 Capital Improvements Program, implementation of the 2015 Street Maintenance Program, a redesign of parkvillemo.gov, creation of certified 5K and 10K race courses through the riverfront parks, and continued commercial and residential development. **I encourage you to flip through the following pages to see what else Parkville accomplished over the past year.**

This document reflects the second year of collecting various performance measures. Staff plans to track these same measures year over year to identify trends and manage change. While a number of these statistics only measure basic outputs (i.e. facebook page likes), staff began to add measures that track outcomes (i.e. average engaged user per facebook post). A full list of 2013 through 2015 performance measures can be found at the end of the 2016 budget document that is available on the city's website.

I appreciate the tremendous hard work of our staff, volunteers, and elected officials in 2015. Parkville is small community with big ambitions. 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 2016.

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.

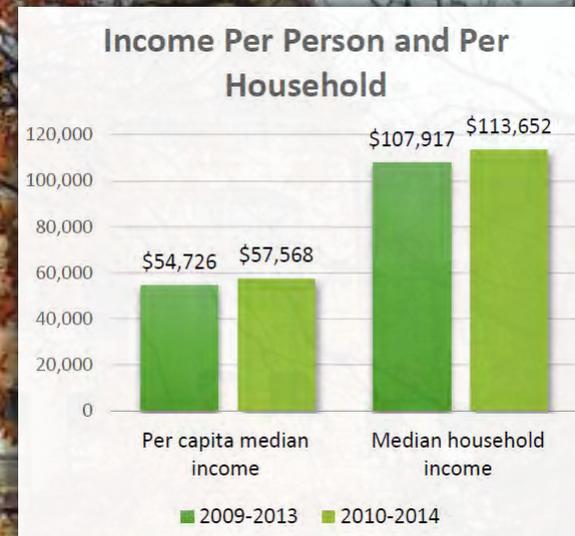
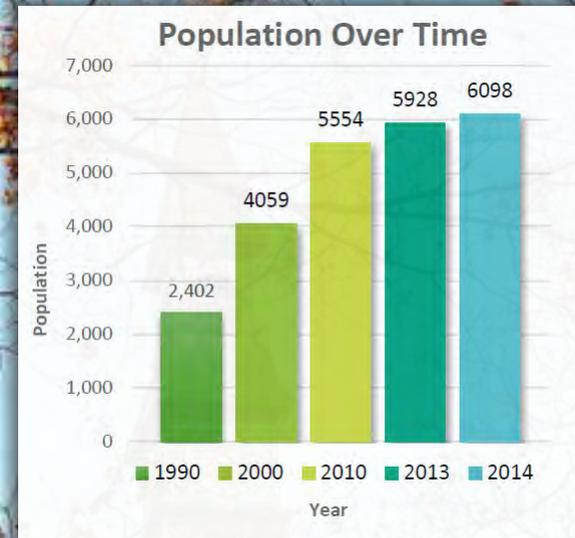
The day-to-day operations of the city government are handled by a professional staff headed by the City Administrator. The City Administrator recommends the annual budget, implements policy adopted by the governing body, and supervises department head level positions.

City Demographics

The City of Parkville, Missouri, 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 2014 estimated population for the City is 6,098 residents. Approximately seventy-two percent of the housing units in the City are comprised of single-family structures.

The average per capita median income from 2010-2014 was \$57,568. The median household income from 2010-2014 was \$113,652. Median value of owner-occupied housing units from 2010-2014 was \$335,500.



2015 PRIORITIES

TIER 1

IMPROVE CODE ENFORCEMENT: Streamline process; strengthen consequences for repeat offenders; revise fees if needed; evaluate a non-profit partnership or grant program to assist citizens in need.



What was accomplished toward this priority?

- Demolition at 204 Main St. was completed due to the improved summons/citation process.
- A new outdoor storage ordinance was passed to address clutter issues.
- The Community Development Department Assistant position was converted to full-time to assume code enforcement duties.

TRANSPORTATION: Route 9 Improvements.



What was accomplished toward this priority?

- The Route 9 Corridor Study was funded and completed with support from grant partners (City of Riverside, Park University, MODOT, and Platte County).
- Final Development Plan for QuikTrip requires participation in a special benefit district to help fund improvements to Route 9.

ECONOMIC DEVELOPMENT: Development project for I-435/Route 45 (NID Properties).



What was accomplished toward this priority?

- Work continues with the Parkville EDC and property owners toward a development solution.
- Several leads were identified at the Community Development Day hosted by Platte County EDC on June 29, 2015.

PARKS/NATURE SANCTUARY: English Landing Park restroom renovation/expansion, future phases of Platte Landing Park, and proactive marketing strategy to encourage more special events in riverfront parks.



What was accomplished toward this priority?

- Approved a menu of private-public partnerships to fundraise for smaller scale amenities.
- Selected consultant for Parks Master Plan Update in late 2015. Update process began in early 2016.
- Received outreach grant and completed the initial design of the park restroom project. Project is on hold pending re-design due to cost constraints.

CITYWIDE ENTRY SIGNAGE

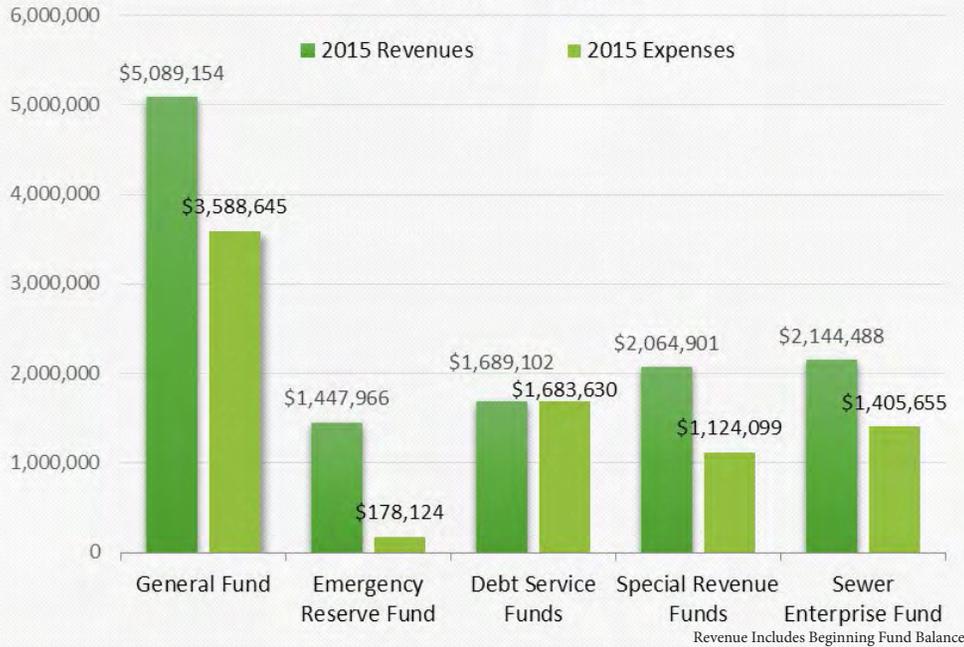


What was accomplished toward this priority?

- New entryway signage is being added on Route 9 as part of the downtown entryway project. Private donations were secured to add the downtown markers back into the project scope.
- Negotiated agreement with Park University and MODOT to highlight championship volleyball teams on westbound Route 9. Installation is complete.

TIER 2

2015 Fund Summary



2015 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.

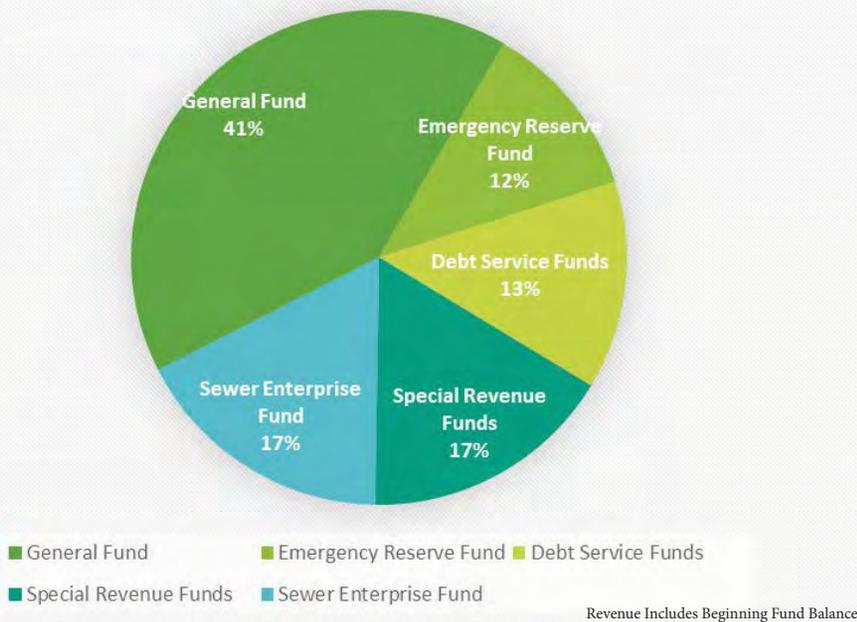
Debt Service Funds (21-24, 30): The Debt Service Funds summarize the City's debt obligations. These separate funds are shown together in order to summarize all city debt. They are not one consolidated fund.

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.

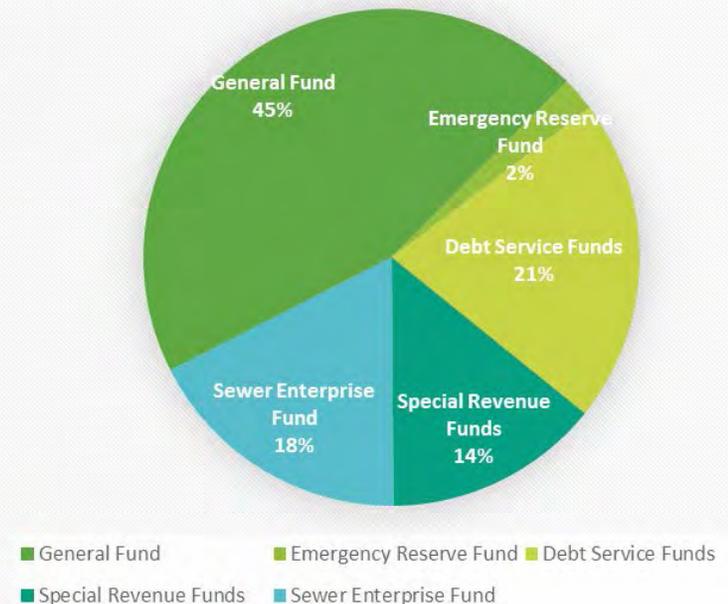
Emergency Reserve Fund (50): The Emergency Reserve Fund is intended to protect the City against emergency costs related to natural disasters, declared states of emergency, or other major unforeseen financial obligations.

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.

2015 Revenue

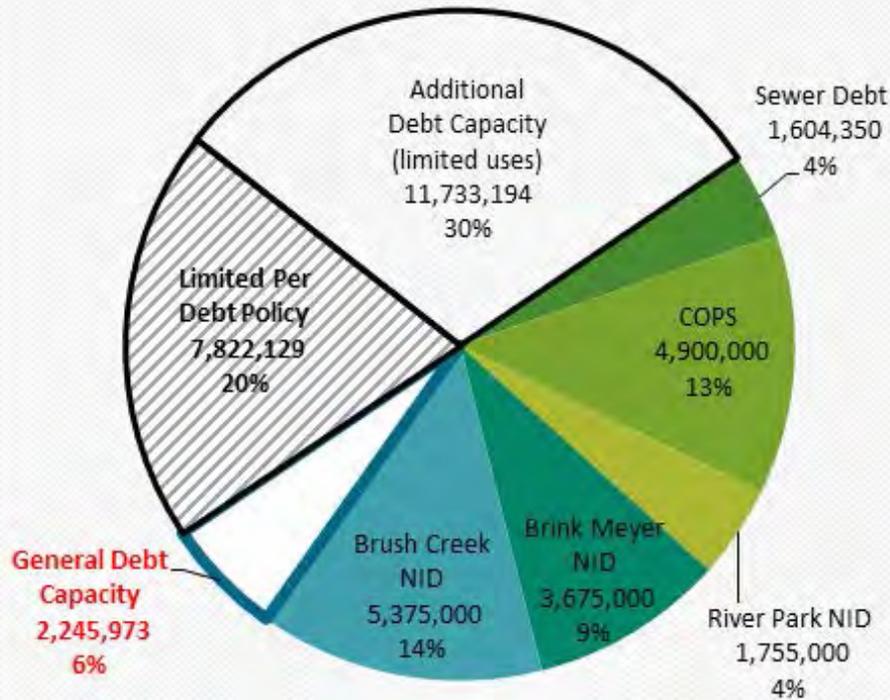


2015 Expenses



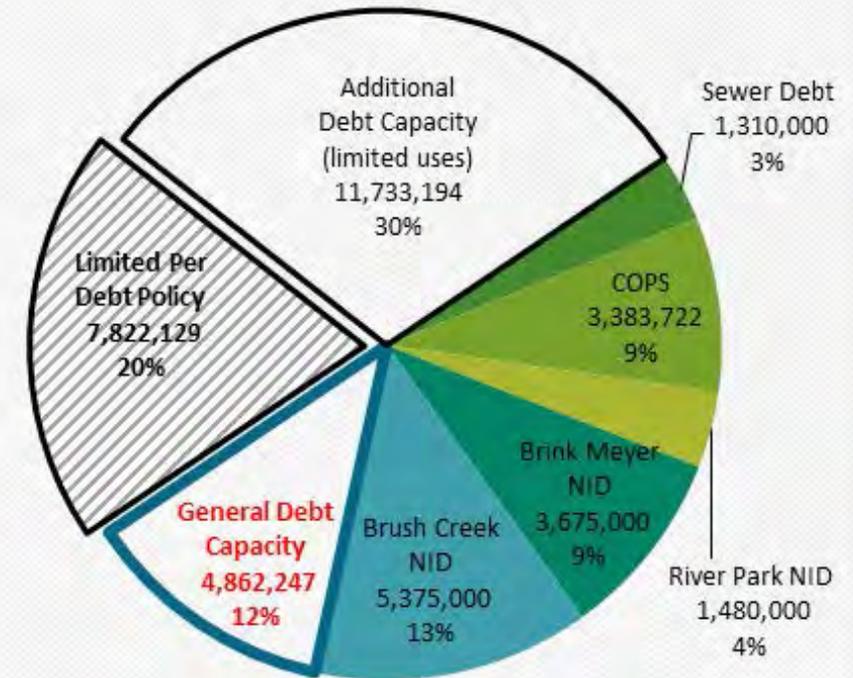
Total Debt and Debt Capacity (Dec. 2014) Based on 2014 Assessed Valuation

Principal Only

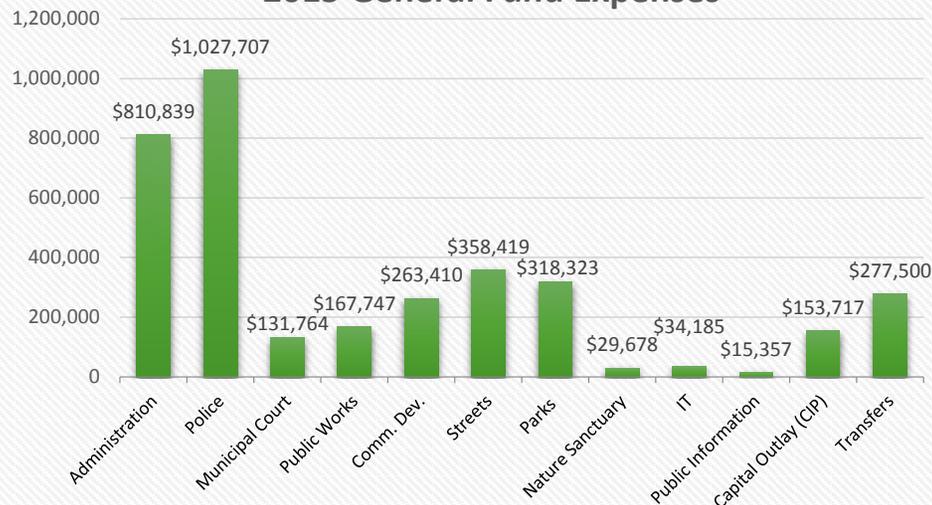


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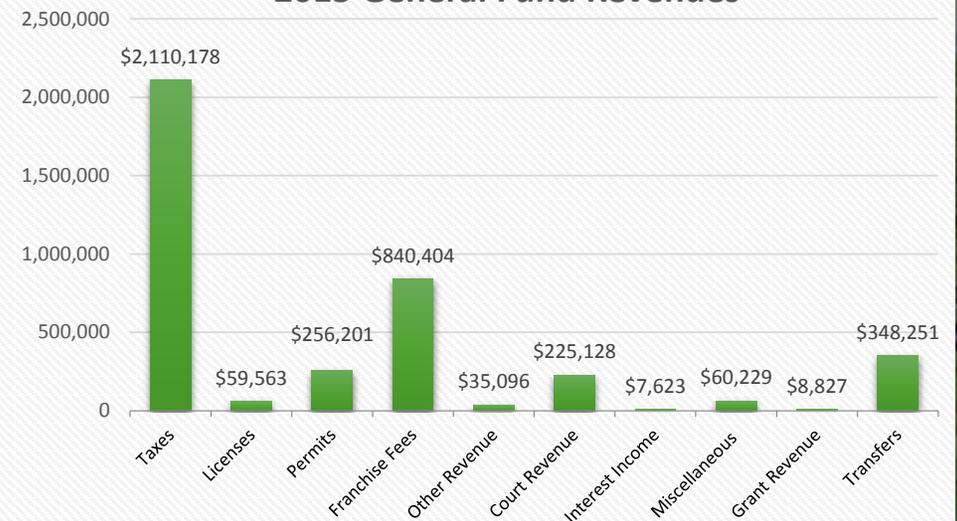
Principal Only



2015 General Fund Expenses



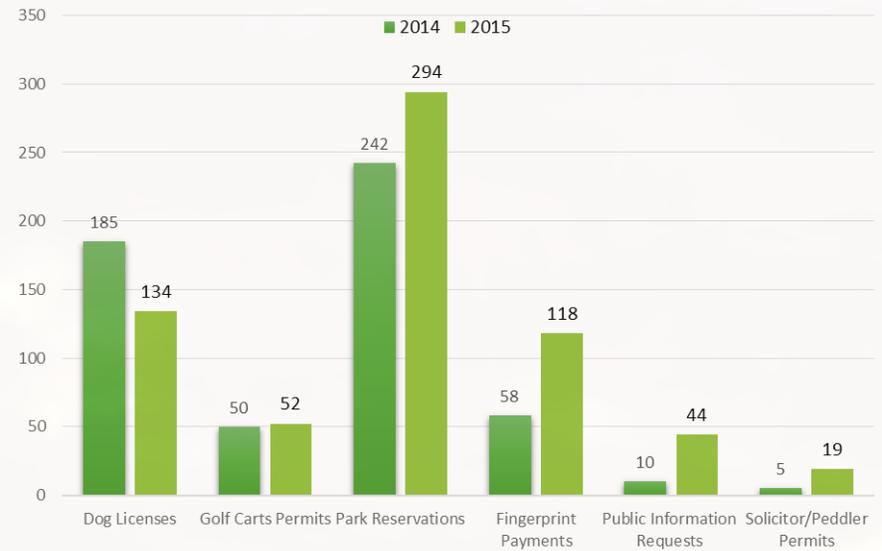
2015 General Fund Revenues



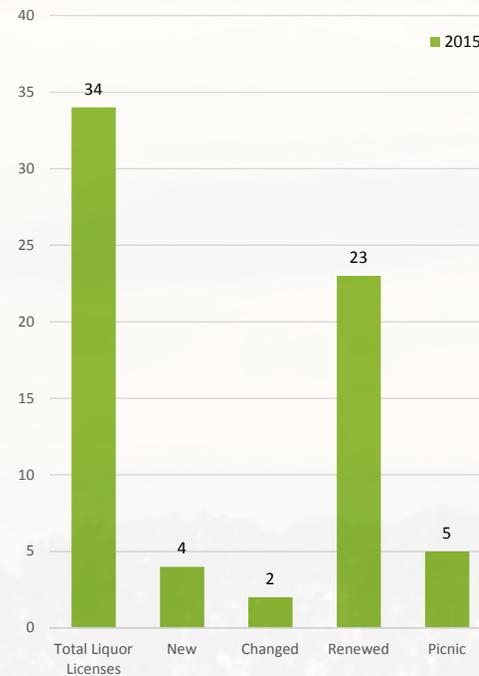
2015 Administration Accomplishments

- Completed the 2016 City Budget and 2016-2021 Capital Improvement Program.
- **Refunded the 2006 Certificates of Participation** which will generate principal and interest savings of approximately \$93,000 per year.
- Completed the Route 9 Corridor Study.
- Completed extensive personnel manual revisions.
- Approve a resolution of intent to use economic development incentives to promote appropriate development in the Brush Creek Drainage and Brink Meyer Road NIDs.
- Revised Rules of Order for the Board of Aldermen.
- Revised the business license code to provide a better process for staff to follow up with delinquent businesses and tighten up enforcement.
- Filed judicial foreclosure petitions against delinquent properties in the Brush Creek Drainage and Brink Meyer Road NIDs. The action prompted renewed interest in the area from developers and businesses.
- Upgraded the City's enrollment in the Missouri Local Government Employees Retirement System; and **renewed employee health insurance benefits ahead of schedule.**
- Produced the spring and fall 2015 newsletters supported entirely by advertising. The fall 2015 newsletter was designed and produced by the Platte County Citizen at no monetary cost to the City.
- **Began work on the Downtown Entryway Beautification Project.** Completion anticipated Early 2016.
- Created the Parkville Parks Donation Program to raise private funds for parks amenities such as trees, benches, and trails.
- Based on research from Park University students, rendered the Old Parkville Cemetery inactive.
- Completed a homepage redesign of Parkvillemo.gov to make it more user/mobile friendly.
- Held community celebration regarding the Parkville Time Capsule, buried in 2015 and scheduled to be opened in 2049 on Parkville's 150th anniversary.

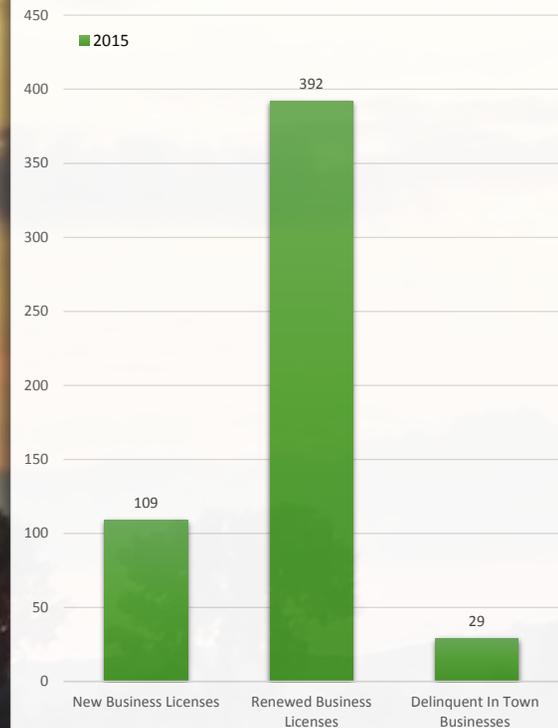
Licenses, Permits, Requests, and Reservations



Liquor Licenses



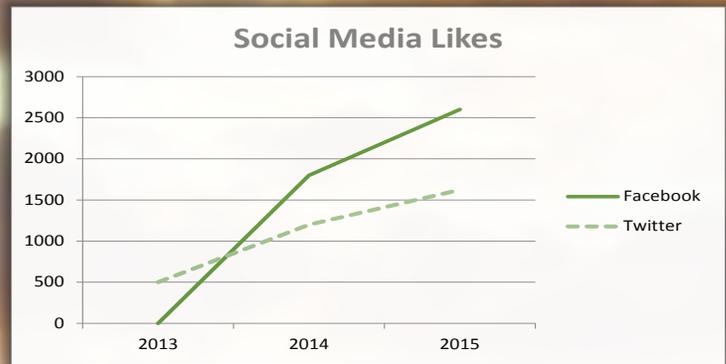
Business Licenses



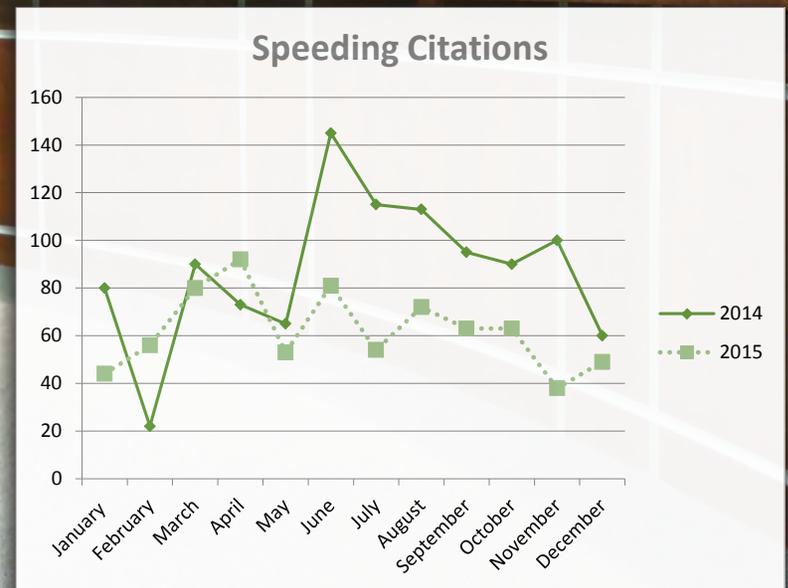
2015 Social Media Information	
Facebook Page Likes	2,599
Number of Posts	325
Average Engaged User per Post	69
Unique Facebook Post Reach	200,805
Average Post Reach per Post	618
Total Facebook Post Impressions	396,936
Average Post Impressions per Post	1,221
Twitter Follows	1,623
Public Meeting Video Plays	1,430
Public Meeting Video Total Loads	6,394
Public Meeting Video Loads to Plays	22%
Live Stream Plays	1,354

2015 Human Resources Information	
Total salary and benefit expenditures jurisdiction-wide	\$1,960,843
Full-time regular employees on the payroll	35
Average years of service for all full-time regular jurisdiction employees	7
Employee Turnover Rate	20%
Avg. Days to Fill Open Positions	73
Sick Leave Hour Utilization Rate	30%

2015 Finance Information	
Non-Sewer Payments Collected by Credit Card	\$42,739.92
Credit Card Processing Fees Paid	\$1,511.74
Card Convenience Fee Collected	\$1,312.50
Convenience Fee Coverage of Processing Fees	87%

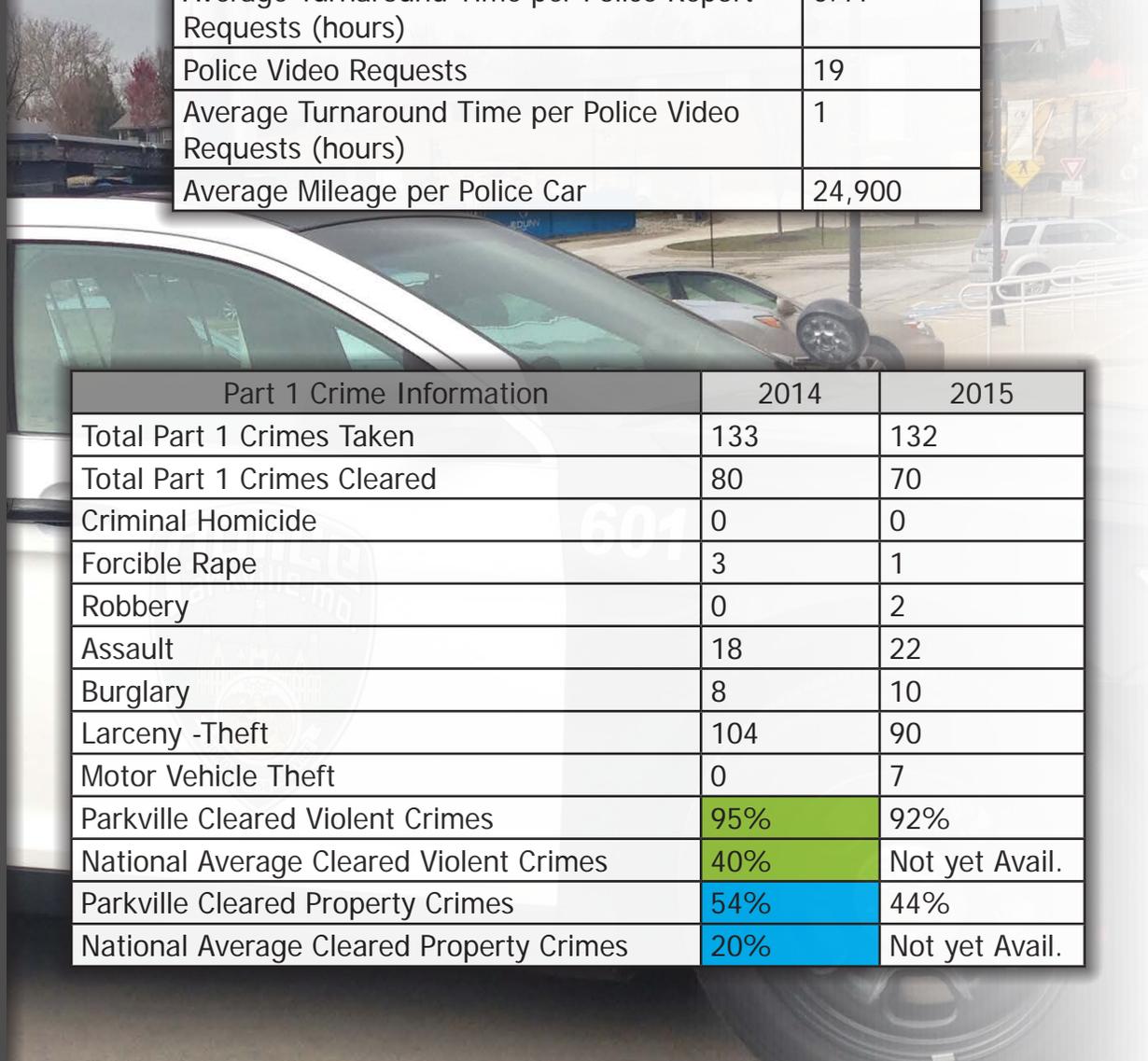


2015 Municipal Court Information	
Total Citations Processed	1,603
Speeding Citations	745
Unregistered Vehicles	181
Stop Sign Violations	94
Operating a vehicle without insurance	49
Parking violation	48
Shoplifting	26
DWI	37



2015 Police Accomplishments

- Formally established Parkville Police Community Assistance Fund to provide assistance to citizens when a need is identified throughout the year.
- Helped 15 needy children during the holiday season through Parkville's Shop with a Cop program. Participation in this event is voluntary and many off-duty officers, city staff, and Aldermen chose to volunteer time. Accepted online donations for the first time.
- Made adjustments to patrols as crime trends were identified and continued to maintain a visible presence in the community.
- Harvested 13 deer during the archery hunt on Park University property from Sept. 2015 to Jan. 2016.
- Successfully promoted internally throughout the year. Detective Hubbell was promoted to Sergeant Detective and Officer Tomlin was promoted to Sergeant. Celebrated the retirement of longtime Parkville Police Officer Eddie Olson.
- Achieved accurate and timely reporting of all crimes reported to police. Reported monthly to the Board.
- 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.
- Received numerous citizen compliments regarding the generosity of off-duty Parkville Police Officers during the holiday season related to providing meals and gift delivery.



2015 Police Information	
Total Police Calls for Service	3,207
Arrests per Year	406
Vehicle Crashes in Parkville	130
Finger Print Cards Processed	127
Average Turnaround Time per Finger Print Card (hours)	0.25
Police Report Requests	99
Average Turnaround Time per Police Report Requests (hours)	0.41
Police Video Requests	19
Average Turnaround Time per Police Video Requests (hours)	1
Average Mileage per Police Car	24,900

Part 1 Crime Information	2014	2015
Total Part 1 Crimes Taken	133	132
Total Part 1 Crimes Cleared	80	70
Criminal Homicide	0	0
Forcible Rape	3	1
Robbery	0	2
Assault	18	22
Burglary	8	10
Larceny -Theft	104	90
Motor Vehicle Theft	0	7
Parkville Cleared Violent Crimes	95%	92%
National Average Cleared Violent Crimes	40%	Not yet Avail.
Parkville Cleared Property Crimes	54%	44%
National Average Cleared Property Crimes	20%	Not yet Avail.

Barbara Lance Picnic Table Dedication



2015 Nature Sanctuary Accomplishments

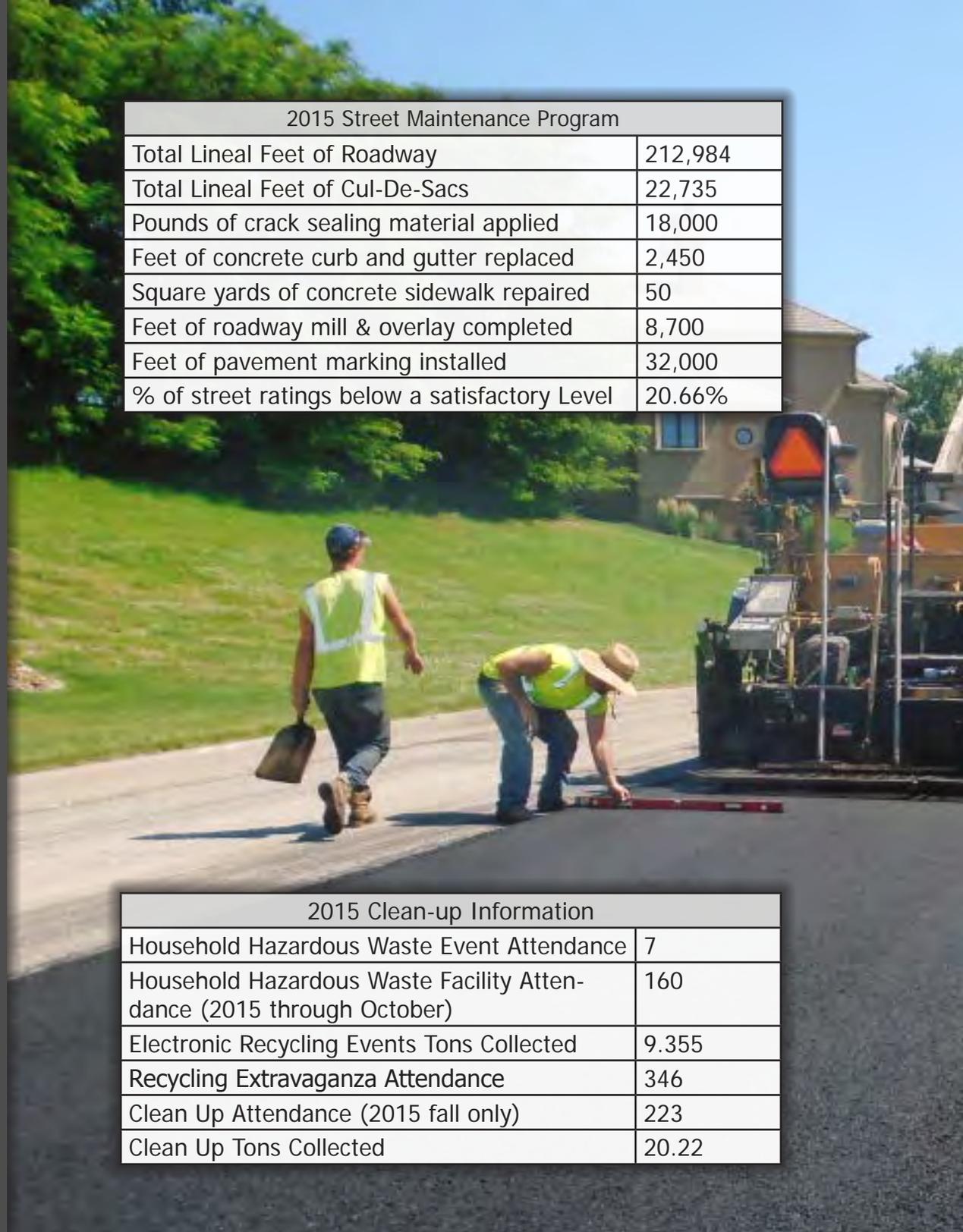
- Connected electricity to the Parkville Nature Sanctuary work sheds.
- Performed a prescribed burn in the Parkville Nature Sanctuary to control invasive weeds and vines.
- Received a Missouri Department of Conservation TRIM Grant for tree pruning and removal of hazard trees in the Sullivan Nature Sanctuary. Removed 22 trees on the North Twin Trail and 50 trees on the South Twin Trail.
- Hosted summer Nature Day Camp program. Educated over 50 eager campers about the wildlife and ecosystem of the Nature Sanctuary.
- Hosted the annual Ghost Stories event. Achieved record attendance of over 900.
- Hosted the annual trek with Santa event in December. Estimated attendance of 50 kids.
- Hosted the trail dedication for the Maria Ewing Trail in the Sullivan Nature Sanctuary.
- Purchased 3 new picnic tables for the Parkville Nature Sanctuary entrance from funds donated in memory of former city clerk Barbara Lance.

Maria Ewing Trail Dedication



2015 Public Works Accomplishments

- Completed the 2015 Street Maintenance Program. See the chart to the right for details.
- Completed a geotechnical report investigating the River Hills settlement issue.
- Applied for and received a Platte County Outreach Grant to help construction and design of the English Landing Park restroom.
- Completed the North Crooked Road stream bank stabilization project through a partnership with the County using blocks salvaged from the Brink Myers Road retaining wall. Project cost was reduced by \$31,173 by using the salvaged retaining wall block.
- Completed the paperwork associated with the 2011 flood and received reimbursement of over \$18,000.
- Performed the 2015 street ratings on City streets.
- Completed a number of miscellaneous road improvements:
 - Improved substandard storm sewer inlets at 4 intersections on Main Street (4th St. through 7th St.). Investigated an erosion issue on Ridge Road that resulted in clearing an existing inlets, allowing water to pass. Improved Eastside Drive with tree trimming, pavement marking, and guardrail.
- Hosted the fall clean-up event. Partnered with Riverside and North Kansas City on the Recycling Extravaganza. Developed yard waste drop off program for residents during the spring and fall.
- Received the Tree City USA designation – 25th Anniversary.
- Installed retaining wall at the Park Headquarters and rebuilt the retaining wall at Adams Park.
- Planted 36 new trees and removed 27 diseased ash trees in and around the park.
- Held the Steamboat Arabia information sign dedication with the help of the Hawley family.



2015 Street Maintenance Program	
Total Lineal Feet of Roadway	212,984
Total Lineal Feet of Cul-De-Sacs	22,735
Pounds of crack sealing material applied	18,000
Feet of concrete curb and gutter replaced	2,450
Square yards of concrete sidewalk repaired	50
Feet of roadway mill & overlay completed	8,700
Feet of pavement marking installed	32,000
% of street ratings below a satisfactory Level	20.66%

2015 Clean-up Information	
Household Hazardous Waste Event Attendance	7
Household Hazardous Waste Facility Attendance (2015 through October)	160
Electronic Recycling Events Tons Collected	9.355
Recycling Extravaganza Attendance	346
Clean Up Attendance (2015 fall only)	223
Clean Up Tons Collected	20.22

2015 Public Works Accomplishments



- **Certified 5K and 10K race courses in English Landing and Platte Landing Parks.** Hosted 12 races over the course of the year.
- **Replaced the capstones on the Spirit Fountain by the Train Depot** after vandalism damaged one of the capstones. The new capstones were generously donated by Phil and Barbara Wassmer.
- **Used new technology to line storm sewer pipes on Honor Lane and Walnut Way.**
- **Redirected wastewater from Kansas City treatment plant to the Platte County Regional Sewer District facility** and removed the existing Eastside Pump Station. Annual savings of approximately \$30,000 are expected.
- **Began Sanitary Sewer Phase 2 program** to install 5,800 feet of cured-in-place pipe lining in addition to traditional pipe repairs. Phase 2 will be completed in 2016.
- **Continued annual sewer line CCTV cleaning project.** Cleaned and televised approximately 9,000 feet of existing sewer mains. The city remains on approximately an 8 to 10 year cycle for all sewer mains.
- **Installed a new Return Activated Sludge (RAS) Pump** and repaired an existing RAS Pump at the wastewater treatment plant.
- **Reconstructed existing wet well and installed two new pumps at the Pinecrest pump station.**
- **Applied 61.8 tons of sludge by-product from the wastewater treatment plant to fertilize city-owned farmland adjacent to the plant.**
- **Used approximately 7,600 gallons of chemical odor control in Riss Lake.**
- **Contracted for on-call traffic services, construction materials testing, tree trimming services, on-call sewer cleaning.**

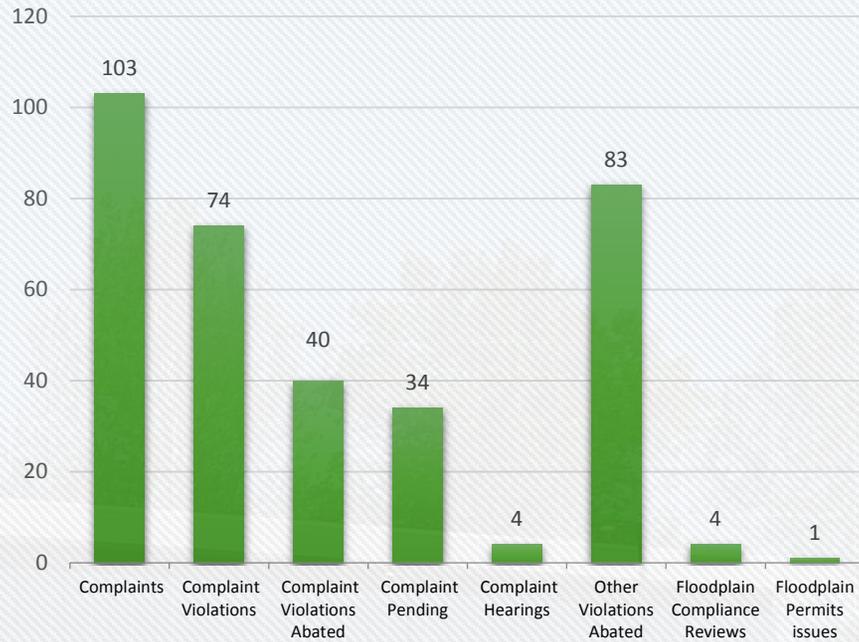
2015 Community Development Accomplishments

- Completed and adopted the 2012 International Family of Building Codes.
- Initiated the online Parkville Code Compliant System which allows residents to report code violations without needing to call or stop by City Hall.
- Implemented paperless inspections via city smartphones.
- Began electronic collection of occupancy inspection forms for all businesses and dwellings.
- Began sending electronic inspection reports to builders.
- Updated street addresses to comply with regional 911 service.
- Rewrote and adopted property maintenance code to address outdoor storage and displays.
- Handled QT development application through adoption of the final development plan and issuance of the building permit. Store to open in 2016 at corner of Route 9 and Route 45.
- Moved from pager system to email system for Missouri One Call notifications.
- Implemented a citizen-initiated Municipal Code change to require first floor businesses on Main Street to offer the sale of retail merchandise.
- Adopted a Municipal Code change to allow micro-breweries, microdistilleries, and microwineries.

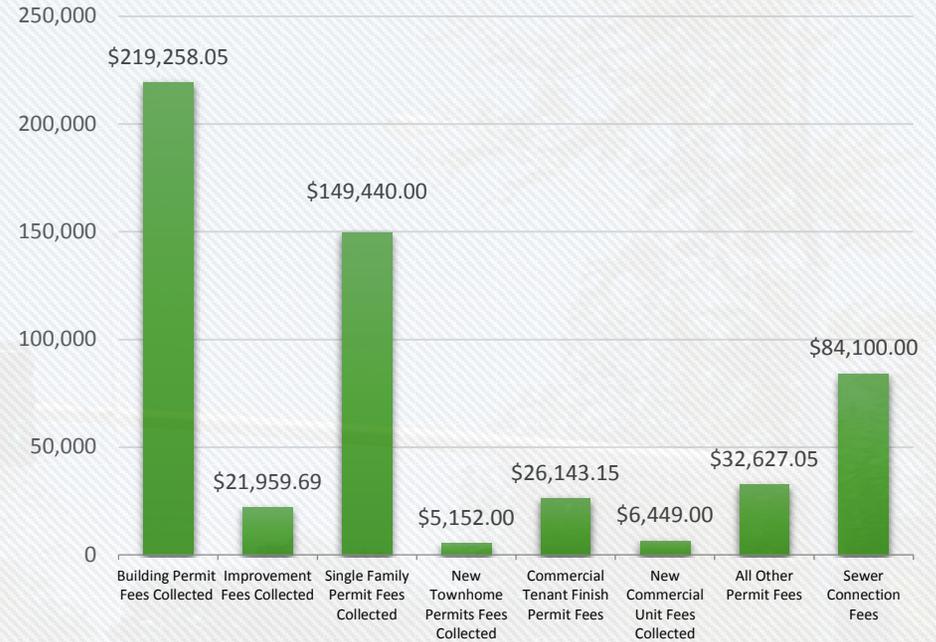


**For more information contact:
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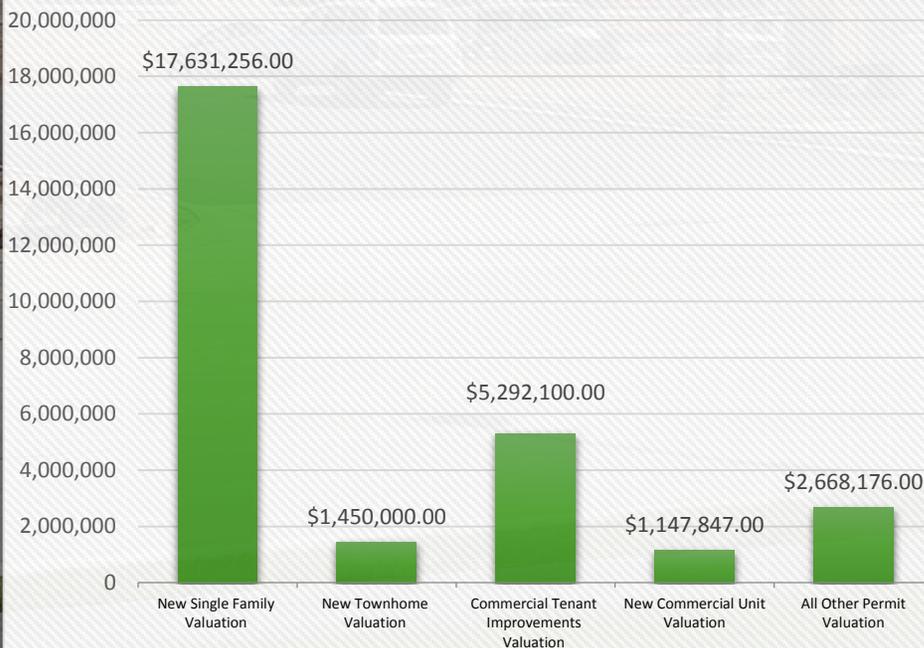
2015 Code Enforcement



2015 Fees Collected



2015 Valuation



2015 Community Development Information

Missouri One Call Utility Locates	2,088
Avg. Turnaround Time per Missouri One Call Utility (Hours)	1
Sign Permits Approved	19
Avg. Turnaround time per non-B4 sign permit (Hours)	0.5
Avg. Turnaround time per B4 sign permit (Hours)	3
Temporary Sign Permits Approved	8
Avg. Turnaround time per temporary sign permit (Hours)	0.5
Illegal Signs Removed	570
Total Inspections	1,738
Building Permits Issued (All Permits)	245
Occupancy Inspections	49
New Single Family Permits	65
New Townhome Units	2
Commercial Tenant Finish	11
New Commercial Units	1