



FY2021 ANNUAL REPORT

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FROM THE CITY MANAGER

It is my honor to present the FY2021 Annual Report for the City of University City. In addition to highlighting major accomplishments and initiatives over the past year, this report reflects our strong traditions as a diverse community with welcoming neighborhoods, thriving business districts and a great place to live, learn, work and be entertained.

While 2021 was a continuation of the many challenges presented by COVID-19, we benefited from lessons learned in 2020. The impact of this virus continues to reverberate throughout our local and worldwide economic and healthcare systems. No organization, public or private, has been unaffected. Yet, despite these impacts, our Mayor, City Council members and staff have remained dedicated to providing you with high quality services - ranging from public safety and solid waste collection to opportunities for indoor and outdoor recreation and relaxation.

To ensure the continuation of good governance during this pandemic, we embraced our commitment to transparency by hosting virtual meetings with the Mayor and Council. But many of the services our City government provides cannot happen virtually, such as law enforcement, fire suppression and emergency medical, parks and recreation, solid waste collection and street maintenance.

It is against this backdrop that I want to express my appreciation to the men and women working in all areas of our local government, especially those who risk their lives and those of their families to deliver services to people in our community. I am prouder than ever to lead these selfless public servants who have demonstrated a shared commitment to ensuring your health, safety and well-being.

As you review this report, you will learn about many of our City's accomplishments in 2021, but I want to highlight a few:

- While a major focus for the City this past year was keeping our residents and employees safe and healthy, the Mayor and Council also focused on recruiting new businesses and aiding existing businesses.
- Due to the pandemic's financial impact on many businesses, especially restaurants, the Mayor and Council made available more than \$1 million to local businesses throughout our City to assist them through these difficult times.
- Our elected officials facilitated growing and expanding our City's economy by supporting the Market at Olive development, which is under active construction. We all look forward to Costco opening in late 2022!

University City has a bright future. Thanks to input from those who are responding to requests made to all residents to participate in the Vision 2040 process, we will have a clear vision for University City over the next decade and beyond. We will continue to address our immediate priorities that include controlling flooding, diversifying our economy, and continuing to provide high quality City services.

I am pleased to deliver this annual report to our Mayor, City Council and community residents.



A handwritten signature in blue ink, appearing to read 'Gregory Rose', written over a light blue horizontal line.

GREGORY ROSE, City Manager

UNIVERSITY CITY REMAINS
STRONGLY COMMITTED TO
INVESTING IN RELEVANT
PUBLIC PROGRAMMING,
BUILDING AND MAINTAINING
COMMUNITY TRUST,
AND SUPPORTING OUR
DEDICATED STAFF



Information Access and Transparency



The Communications Department facilitates transparent and responsible access to University City government for the public and assists in communicating the prioritized initiatives set by the administration and other City departments.

ACCOMPLISHMENTS

- Established clear and consistent messages to promote positive image of the City across print and online communications platforms
- Promoted government transparency with video recordings of Council meetings, study sessions and State of the City address
- Reduced printing and postage costs by encouraging residents to access more materials online
- Expanded depth and breadth of social media management and engagement to inform and educate public about City news and events
- Increased social media followers and website users, as well as responses to direct messages
- Posted relevant content across social media platforms including NextDoor, Instagram, Facebook and Twitter
- Produced and distributed high quality and professional print and online communications including weekly email news bulletins, ROARS print newsletters, community newsletters and annual University City calendar
- Produced videos to inform and educate residents about government services and programs, as well as to provide live stream access to City press conferences

DEVELOPING

- Conduct citizen satisfaction survey
- Produce community report
- Establish a communications division
- Create a communications policy
- Publish ROARS print newsletters and annual illustrated calendar

Driving Investment & Growth Opportunities



The Economic Development Department provides advice and guidance to businesses locating in and/or expanding within University City, including financing, workforce solutions and technical assistance that encourages investment in the community and enhances the lives of our citizens.

ACCOMPLISHMENTS

- Completed economic development strategy
- Allocated over \$1-million in forgivable loans for small businesses
- Expanded outdoor dining
- Offered free parking in the Delmar Loop
- Leased space to two tenants in parking garage building
- Kingsland Walk Senior Living community completed
- Sold property at Midland and Olive to QuikTrip for development
- Property sold at Olive and I-170 to Costco for development
- Lewis Center renovated on Kingsland Ave.

DEVELOPING

- Market at Olive development construction
- Business expansion and retention programs
- Apartment complex at Delmar and I-170
- Hire Economic Development Director and Economic Development Coordinator
- Create entryway garden at Olive and I-170
- Evaluate Cunningham Industrial Park for expansion
- Assess available land for development
- Update City website

Prudent Fiscal Management



The Department of Finance administers all financial affairs of University City government to achieve long-term financial stability and health, preserves the City's financial integrity and credibility, and strives to maintain the highest possible bond rating for the City.

ACCOMPLISHMENTS

- Received Certificate of Achievement for Excellence in Financial Reporting for the Comprehensive Annual Financial Report for fiscal year 2020
- Received Distinguished Budget Presentation Award for fiscal year 2021
- Developed and managed balanced budget
- Calculated annual City property tax rates
- Collected fees from ambulance services under City control
- Collected refuse and other bills owed to City
- Collected fees from applications for business, liquor and dog licenses
- Managed the City calendar

DEVELOPING

- 5-year financial forecast for revenue and expenditures
- 5-year Capital Improvement Plan to meet citizen needs
- Feasibility assessment for using purchasing cards to control costs
- Convert to electronic record keeping for environmental sustainability
- Work with Public Works and City Manager's office to create a Solid Waste Advisory Committee to evaluate the rate analysis report

Employee Well-Being



The Department of Human Resources ensures the best human resources practices, acts as a steward of change, and establishes and maintains fair, equitable and transparent employment practices, as well as supports and assists City programs and services.

ACCOMPLISHMENTS

- Updated vacation and sick leave policies
- Managed personnel issues related to COVID-19 pandemic response
- Completed staff needs assessment for strategies to deliver highest quality services
- Integrated department-wide employee ICARE Value Statement
- Revised employee handbook
- Improved efficiency and empowered employees by transitioning to online service to help decentralize workflow, reduce paperwork and provide self-service functionality

DEVELOPING

- Hire Human Resources Director
- Upgrade human resources system
- Create employee special event

Providing Effective Support



The Department of Information Technology Department provides University City government offices with effective and cost efficient technology solutions, reliable technology systems, and timely support to enable various departments to provide vital services.

ACCOMPLISHMENTS

- Upgraded equipment to virtual environment
- Wi-Fi services for University City Fire and Rescue House 2
- Upgraded phone system
- Updated digital signage component

DEVELOPING

- Migrate to new RecTrac recreation management software
- Update existing network equipment

Community Quality of Life



Photo Credit: Connecting with Nature by Kathleen Evans (2013)

The University City Department of Parks, Recreation and Forestry provides programs and services that enrich our community through stewardship of the environment and through provision of quality recreation, facilities and fun.

ACCOMPLISHMENTS

Golf Course Division

- Completed enclosing driving range on the northwest corner and replacing damaged netting
- Reconstructed parking lot, painted new striping, and extended cart enclosure with new fencing
- Added new flower bed adjacent to #6 tee and rebuilt lookout on #7 tee
- Replaced Ruth Park history sign
- Removed five dead trees between #3 and #5 tees
- Reforestation planting of 20 on-course trees (maple, birch, white pine, black gum and oak)
- Contracted for removal of nine high-priority hazardous trees
- Continued clearing wood lines on #1, #2, and #3 tees
- Replaced roofing on clubhouse pavilion and driving range shed
- Refinished all driving range dividers
- Replaced paving stones at #6 tee pavilion
- Hosted 39,765 rounds of golf, an increase of 8,801 rounds from previous year

Parks Division

- Replaced poured-in-place surfaces at Kaufman, Kingsland and Mooney playgrounds
- Sealed parking lots at Heman Park Community and Rec Center
- Sandblasted, repaired cracks and repainted Heman Park Pool
- Asphalt overlay for Heman Park North Trail
- Applied infield mix to Heman Park ballfields #1 and #2
- Established trail naming policy

Forestry Division

- Completed inventory of street trees maintained by the City
- Received grant funding from Missouri Department of Conservation for tree inventory
- Pruned 590 trees
- Removed 33 ash trees and 80 hazardous street trees
- Planted 150 new street trees
- Established severe storm response policy and plan

PARKS, RECREATION AND FORESTRY (cont.)



DEVELOPING

Golf Course Division

- Renovate driving range
- New flower beds at #2, #4, and #8 tees
- Regrade and sod north hillside on #2 tee
- Regrade and sod back of #6 tee surround
- Drainage plan for valley on #3 and #5 tees
- Seal and stripe parking lot
- Paint clubhouse
- Replace outdoor security cameras

Parks Division

- Renovate Ackert Park, including playground, spray pad and concrete replacement
- Enlarge storage area in Heman Park and add storage bins for mulch, topsoil and infield mix
- Refurbish playgrounds with double-ground woodchips
- New paint and surface at Lewis Park playground
- Install shade structure at dog park
- Seal and stripe parking lot at Fogerty Park
- Seal trails at Fogerty Park, Majerus Park and Heman Park
- Resurface and paint tennis court at Flynn Park
- Add pickleball court lines at Kaufman Park

Forestry Division

- Follow cyclical pruning schedule for street and park trees
- Remove hazardous street trees
- Plant on vacant sites to improve canopy coverage
- Remove tree stumps
- Develop forestry management plan

Recreation Division

- Install new artificial turf at Centennial Commons indoor soccer field
- Add security cameras at Centennial Commons and Heman Park Pool
- Replace cabinets and flooring at Centennial Commons
- Replace cardio weights and fitness equipment at Centennial Commons
- Improve locker rooms at Centennial Commons

Fleet Division

- Install vehicle and truck lift for repairing equipment

Sustainable Growth and Development



The Department of Planning and Development actively promotes University City as a diverse, safe and dynamic community and enhances the living, working and recreational opportunities and choices for all citizens and visitors.

ACCOMPLISHMENTS

- Groundbreaking for Market at Olive development
- Groundbreaking for The McKenzie development at 8400 Delmar
- Groundbreaking for Total Access Urgent Care at Delmar and Bonhomme
- Added staff for more rigorous code enforcement
- Processed several thousand applications and collected approximately \$1-million in fees from building permits, occupancy permits and various other permits

DEVELOPING

- Third Ward revitalization strategy
- City-wide housing program

Improving Infrastructure



The Department of Public Works maintains and enhances transportation infrastructure to provide safe, accessible and acceptable levels of service and accommodations for all modes of transit and mobility; provides responsible municipal services efficiently and cost effectively; maintains University City governmental buildings and their operational systems; ensures compliance for all municipal operations with Federal, State and local laws and regulations; and coordinates municipal operations with other jurisdictional public agencies and utilities for the health, welfare and safety of the public.

ACCOMPLISHMENTS

- Completed biennial street infrastructure condition assessment
- Supported Missouri Department of Transportation (MoDot) off-system bridge condition assessment
- Reached Tentatively Selected Plan phase on US Army Corps of Engineers' River des Peres Flood Risk Management Study involving structural and non-structural solutions
- Continued pursuit of grants and other funding for local improvement projects

DEVELOPING

- Street maintenance and improvement projects as per 5-year Capital Improvement Plan (CIP)
- Stormwater master plan and community survey
- Facilities improvement projects to address chronic maintenance issues

Community Policing



The City of University City Police Department (UCPD), in accordance with the City Municipal Code, protects the rights of individuals, enforces City ordinances and regulations, and preserves peace, order and safety.

2021 CRIME STATS

INCIDENT TYPE	COUNT
Homicide	5
Rape	6
Robbery	20
Aggravated Assault	34
Burglary/Breaking & Entering	63
Larceny/Theft	539
Motor Vehicle Theft	129
Arson	3
TOTAL	799

ACCOMPLISHMENTS

- Hired 15 new employees; two employees retired
- Added two members to University City Focus Group
- Conducted two hiring events for UCPD (Spring/Fall)
- Graduated five recruits from St. Louis County Municipal Police Academy and Eastern Missouri Police Academy
- Transferred IT operations to in-house in first half of 2021
- Continued Missouri Police Chiefs Association accreditation and certification program for law enforcement service
- Completed more than 4380.50 training hours for all officers
- Conducted 25 security audits of residences and businesses
- Continued implementation of security camera project and RING Neighbors Network
- Gifted free RING doorbell cameras in strategically significant locations
- Continued Active Shooter Training and MACTAC Training in vacant buildings in collaboration with University City Fire Department and Washington University Police Department
- Implemented University City Police Body Worn Camera Program
- Installed new security cameras with real-time feed to UCPD
- Enhanced monthly meetings for Loop Area Security initiative with Washington University

DEVELOPING

- Regular meetings with architects and engineers for new UCPD station building design and construction

Community Relations Initiatives

- Enhanced community policing strategy tailored to community based on “6 Pillars” from President’s 21st Century Police Task Force Report
- Administered Christmas Gift Giveaway for children and families in University City
- Hosted National Night Out in collaboration with University City School District and University City Focus Group members
- Participated in University City High School “Young Men’s Night Out” in collaboration with National Organization of Black Law Enforcement Executives (NOBLE) and Man of Valor
- Participated in University City High School “Beyond the Badge” in collaboration with NOBLE
- “Coffee with a Cop” and “Pizza with the Police” year-round programs
- Monthly UCPD sponsored Focus Group meetings

Providing Quality Services to Citizens We Serve



The University City Fire Department is dedicated to protecting the lives and property of citizens, businesses and visitors in our community, and supporting our community and its organizations with sound fire prevention and public education opportunities and resources.

ACCOMPLISHMENTS

- Enforced International Fire Code to ensure safety throughout University City
- Educated children and adults about fire prevention and home safety precautions
- Installed smoke detectors at no charge in residents' homes
- Offered free CPR classes for resident adults and youth
- Responded to total of 6,490 requests for services, including 2,174 calls for fire incidents, car wrecks and other services, as well as 4,316 ambulance calls in University City and 334 mutual aid EMS shared services with neighboring towns
- Provided Safety Education videos on various topics
- Conducted 842 fire safety inspections at businesses, churches and multifamily dwellings
- Conducted 23 investigations of fires and arson
- Conducted on-location and mobile Covid vaccination clinics
- Provided Covid booster shots
- Worked with University City School District high school seniors for course credit introduction to careers in fire/EMS fields

DEVELOPING

- Work to establish Community Paramedic Program to enhance lives of elderly and homebound residents, pending studies being conducted at Federal and State levels for program viability
- Create “how to” videos for safety and education to support day-to-day questions and activities
- Conduct home assessments for elderly with recommendations to make homes safer and easier for aging-in-place
- Code Red Alert System to keep citizens apprised of developing emergency and non-emergency situations in neighborhoods

CITY COUNCIL



TERRY CROW, MAYOR

WARD 1



JEFF HALES



STEVE MCMAHON

WARD 2



TIM CUSICK



ALETA KLEIN

WARD 3



BWAYNE SMOTHERSON



STACY CLAY

DEPARTMENT ADMINISTRATION



GREGORY ROSE
City Manager



BROOKE SMITH
Assistant City Manager



SINAN ALPASLAN
Director of Public
Works



KEITH COLE
Director of Finance



JOHN F. MULLIGAN, JR
City Attorney



LARETTE REESE
City Clerk



DARREN DUNKLE
Director of Parks,
Recreation & Forestry



CHIEF LARRY HAMPTON, JR.
Police Department



CHIEF WILLIAM HINSON
Fire Department

