

# U City <sup>2022</sup> ANNUAL REPORT





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# FROM THE CITY MANAGER

It is with humility and a deep sense of pride in my staff that I share the 2022 Annual Report with you. As we look back on 2022 and all its challenges and opportunities, I am confident that the organization is continuing to achieve the priorities of economic development, public safety, improved infrastructure, community quality of life, high quality development, prudent fiscal management and valued employees.

On behalf of the leadership of the Mayor and Council, I want to take this opportunity to share some of the highlights from calendar year 2022. There were many significant achievements throughout the year, but none more important than the creation of University City's Vision 2040. The Mayor and Council authorized staff to work with Future IQ to guide the community through a citizen-led visioning process to gather input about what University City should resemble by 2040. Priorities included intentional equity in community planning, creative approaches to economic development and a willingness to recognize and address environmental issues. Read the final Community Vision 2040 Roadmap Report at University City's Community Visioning Project - Future IQ Lab ([future-iq.com](https://future-iq.com)).

I also want to invite you to spend some time on Olive Boulevard to appreciate the advancements made in achieving the economic priority and goal of our Mayor and Council to diversify and enrich our local economy. Costco Wholesale opened in 2022 as the anchor for the Market at Olive development and the store already is exceeding all expectations, according to the manager. This is good both for Costco and University City. The Market at Olive development will result in the Third Ward receiving at least \$10 million in revenue over the next 23 years, which the Mayor and Council intend to invest in revitalizing the area. An additional \$5 million over 23 years will be invested in beautifying Olive Boulevard and facilitating more economic development projects.

In addition to the Market at Olive development, QuikTrip began construction for a new location at Olive and North and South. New developments also are taking place on Delmar Boulevard and the City will soon expand its population with completion of the McKenzie and Avenir apartment complexes at Delmar and I-170.

University City facilities also received long overdue attention. In 2022 we completed the design for renovating the Police Annex to become a state-of-the-art permanent headquarters for our Police Department, which has been operating in inefficient modular units for too long. In addition, we completed the design for the renovation of the Trinity building for City Court operations, including a separate multi-purpose room for the community. We look forward to beginning construction on both facilities.

The historic floods of 2022 on July 26 and July 28 were devastating for our community, causing significant property damage and disrupting the lives of our fine citizens, many of whom are still struggling to recover. Fortunately, no lives were lost as a result of the floods. In addition, we are pleased to report that our emergency facilities are fully operational and progress continues on repairing non-emergency facilities.

I remain optimistic about the future of University City and our ability to achieve the vision of those committed citizens who have generously volunteered to share their time and ideas. It is my honor and privilege to be able to deliver this annual report to our Mayor, City Council and fine citizens of University City.



GREGORY ROSE, City Manager

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



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





# COMMUNICATIONS

## 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 images 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
- 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 Newsletter and annual University City Calendar
- Conducted citizen satisfaction survey
- Established a Communications Division
- Completed the U City Community Vision 2040 project

### DEVELOPING

- Produce Community Report
- Create a Communications Policy
- Publish ROARS print newsletters and annual illustrated calendar
- Launch *We Make U City* community input plan





# ECONOMIC DEVELOPMENT

## Driving Investment and 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

- Expanded outdoor dining
- Offered free parking in the Delmar Loop
- Opened Costco Wholesale anchor for Market at Olive at Olive and I-170 in October 2022
- Broke ground for QuikTrip development at Olive and North and South
- Allocated \$150,000 to the Façade Improvement Program
- Hired Economic Development Director and Economic Development Specialist

### DEVELOPING

- Additional construction for Market at Olive development
- Implement economic development strategy
- Construction for the McKenzie apartment and hotel complex at 8400 Delmar
- Construction for Avenir apartments at Delmar and I-170
- Create entryway garden at Olive and I-170
- Evaluate expansion of Cunningham Industrial Park
- Assess available land for development
- Update City website





# FINANCE

## Providing Prudent Fiscal Management

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

### ACCOMPLISHMENTS

- Received Certificate of Achievement for Excellence in Financial Reporting for the Annual Comprehensive Financial Report for fiscal year 2021
- Received Distinguished Budget Presentation Award for fiscal year 2022
- Developed and managed a 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
- Secured funding from the Federal Government per passage of the American Rescue Act of 2021

### 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
- Continue converting 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
- Work with Human Resources to identify financial management training needs for accounting system
- Work with Human Resources to streamline financial and payroll systems and/or upgrade the existing payroll and human resources system
- Assess and improve employee pension programs
- Update accounting policy and procedures
- Create asset management strategy and execution
- Work with Federal Emergency Management Agency (FEMA) for flood related costs reimbursement due to the historic July 2022 floods in University City





# HUMAN RESOURCES

## Ensuring Employee Well-Being

The Human Resources (HR) Department works across all departments to ensure that University City employees have what they need to be their best selves at work. Acting as a steward of change or motivation, HR establishes and maintains equitable and transparent employment practices to support and assist City programs and services while ensuring employee well-being. In addition, HR drafts, maintains, and educates employees on policies that promote positive organizational behavior, streamlined processes and operational efficiency. HR also encourages an employee environment that enhances personal and professional development and recognizes outstanding performance.

### ACCOMPLISHMENTS

- Hired 97 full-time, part-time, and library employees in 2022
- Hired HR Director, HR Generalist, and HR intern
- Utilized free training platform through St. Louis Area Insurance Trust (SLAIT) and reinstituted online training program
- Recognized nearly 100 employees throughout the year, hosted end-of-summer employee recognition BBQ, and recognized deserving employees at Council Meeting
- Reinstated Safety and Wellness teams and updated City's Emergency Operations Plan
- Coordinated flu vaccine and wellness screening opportunities for employees
- Provided recovery assistance following historic 2022 floods by coordinating insurance activities
- Created LinkedIn page to post and promote job openings
- Instituted employee exit interviews and shared results with department heads

### DEVELOPING

- Continue to evaluate transitioning HR services online to enterprise-wide, self-service portal for time and attendance, performance management, supervisor oversight and more, based on numerous vendor demos completed by an appointed committee
- Make all documents and processes electronic for efficient records retention and maintenance
- Administer an employee survey
- Oversee City-wide emergency exercise drills





# INFORMATION TECHNOLOGY

## Proving Effective Support

The Information Technology (IT) 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

- Hired IT Specialist for University City Police Department
- Hired IT Manager
- Finalized phone system upgrade

### DEVELOPING

- Update existing network equipment
- Create Capital Improvement Program for IT infrastructure





# PARKS, RECREATION & FORESTRY

## Preserving the Community's Quality of Life

The Parks, Recreation & Forestry Department provides programs and services that enrich our community through stewardship of the environment, quality recreation programs and facilities, and fun for individuals and families.

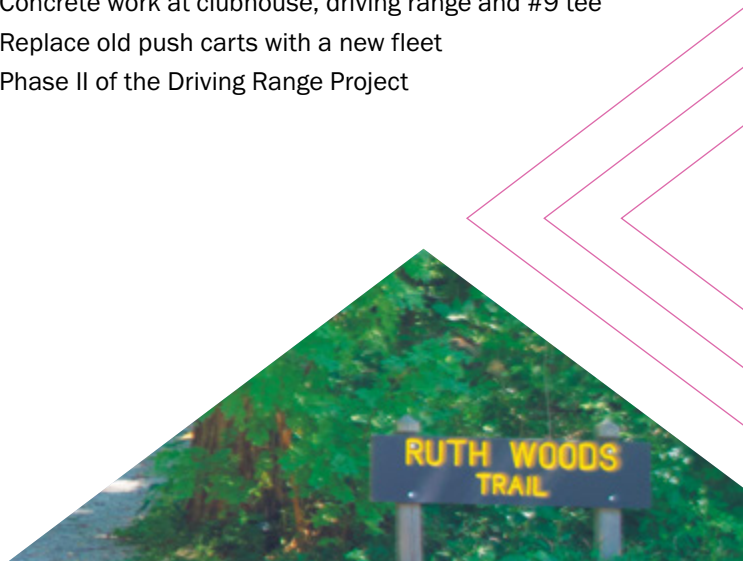
### GOLF COURSE DIVISION

#### ACCOMPLISHMENTS

- Built new flower bed at #4 tee
- Phase 1A of driving range redevelopment completed
- Built new forward tee on #9
- Built new drainage collection area in #5 tee valley
- Implemented new tee sheet system
- Completed Safe Serve and Food Protection Manager Certification
- Replaced all rental club sets at clubhouse
- Continued clearing wood lines on tees #1, #2, #3
- Replaced HVAC unit at clubhouse
- Installed new security cameras at clubhouse
- Raised canopy of all golf course trees
- Extended Ruth Park Woods path behind #1 green to connect with Brittany
- Expanded early order program (EOP) ordering
- Continued development of facility best management practices (BMP)
- Regraded and sodded back of #6 green surround
- Installed new drainage, graded and sodded front of #6 green
- Completed Phase I of Driving Range Project

#### DEVELOPING

- New flower beds at #2 and #8 tees
- Regrade and sod north hillside on #2 tee
- Complete facility compliance with Best Management Practices (BMP)
- Drainage plan for valley on #3 and #5 tees
- Paint clubhouse
- Replace half-range mats
- Replace existing berm wall with properly sized structure
- Repurpose old wall stones in areas around golf course
- Develop preliminary plans for possible parks grant
- Concrete work at clubhouse, driving range and #9 tee
- Replace old push carts with a new fleet
- Phase II of the Driving Range Project







## PARKS, RECREATION & FORESTRY (cont.)

### PARKS DIVISION

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#### ACCOMPLISHMENTS

- Renovated Ackert Park, including spray pad, irrigation and concrete replacement
- Refurbished playgrounds and dog park with double-ground woodchips
- New paint and surfacing at Lewis Park
- Awarded \$575,000 grant funding for new splash pad
- Finished dirt yard and basketball parking lot
- Purchased new trucks, mowers and equipment replacements due to flood
- Repaired concrete section of Centennial Greenway
- Established the Musco Control Link for all lighted fields at Heman Park
- Sandblasted, repaired cracks and repainted Heman Park Pool
- Asphalt overlay for Heman Park North Trail
- Applied infield mix to Heman Park ballfield #1 before washed away in flood
- Established trail naming policy
- New paint and surface at Lewis Park playground

#### DEVELOPING

- 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
- Use \$575,000 grant to create new splash pad to replace sand volleyball court damaged in flood
- Add new Parks and Recreation maintenance software plan
- Replace all damaged pumps and electric for the Heman Park Pool
- Work on rebuilding Jack Buck Field
- Work on redoing fields #1, #2 and #6 damaged in flood
- Establish a bench and tree memorial program
- Work with a foundation for funding reconstruction of basketball courts
- Enlarge storage area in Heman Park and add storage bins for mulch, topsoil and infield mix
- Refurbish playgrounds with double-ground woodchips
- Add new fencing at Heman Park Pool and Dog Park
- Establish bench and tree memorial program
- Restore Parks Division Complex

### FLEET DIVISION

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#### ACCOMPLISHMENTS

- Installed vehicle and truck lift for equipment repairs





# PARKS, RECREATION & FORESTRY (cont.)

## FORESTRY DIVISION

### ACCOMPLISHMENTS

- Implemented inventory system for all City-maintained trees
- Pruned 1,974 trees
- Removed 335 trees
- Planted 188 new street trees
- Starting cyclical pruning program of street trees
- Completed first area
- Removed 265 tree stumps
- Completed Community Forestry Annual Plan

### DEVELOPING

- 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

### ACCOMPLISHMENTS

- Installed new artificial turf at Centennial Commons indoor soccer field
- Added security cameras at Centennial Commons and Heman Park Pool

### DEVELOPING

- Replace cabinets and flooring at Centennial Commons
- Replace cardio weights and fitness equipment at Centennial Commons
- Improve locker rooms at Centennial Commons
- Convert Cub Care into Century Room III (for additional class space/rentals)
- Replace commercial appliances at Centennial Commons and Heman Park Community Center
- Total facility painting of Centennial Commons
- Total restoration of Centennial Commons



# PLANNING & DEVELOPMENT

## Ensuring Sustainable Growth and Development

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

### ACCOMPLISHMENTS

- Costco opened in October 2022 as anchor for Market at Olive development
- Continued development for Market at Olive, including building plans submitted for Raising Cane's, Chase Bank and Chick-Fil-A, among others
- Approved rezoning and other developments for north and south sides of Olive Blvd.
- Continued development for the McKenzie apartment and hotel complex at 8400 Delmar
- Rezoned property in Ward 2 for Crescent Plumbing relocation at Olive and Kingsland
- Approved Avenir apartment project in Ward 1 at Delmar and I-170
- Approved final development plan for Tru by Hilton hotel on Kingsland Ave.
- Initiated update to City's comprehensive plan
- Initiated flood buy-out program with Missouri State Emergency Management Agency (SEMA) and Federal Emergency Management Agency (FEMA) following July floods
- Added staff for more rigorous code enforcement
- Processed several thousand applications and collected approximately \$1.2 million in permit fees for building, occupancy and others

### DEVELOPING

- Continuing development of additional lots for the Market at Olive





# PUBLIC SAFETY/FIRE DEPARTMENT

## 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 6,695 requests for services, including 2,286 calls for fire incidents, car wrecks and other services, as well as 4,409 ambulance calls in University City and 331 mutual aid EMS services shared with neighboring municipalities
- Provided safety education videos on various topics
- Conducted 846 fire safety inspections at businesses, churches and multifamily dwellings
- Conducted 18 investigations of fires and arson
- Provided Covid booster shots
- Worked with University City High School seniors for course credit career introduction to fire/EMS fields
- Conducted Home Safety Assessments for elderly and individuals with limited abilities to make homes safer and easier to manage
- Activated CodeRed Alert system to notify residents of potential emergencies and general information about City

### DEVELOPING

- Work on Mobile Integrated Health Care System (Community Paramedic Program) to enhance lives of elderly and homebound residents, including collaborations with hospitals, legislatures and private healthcare groups to launch program
- Create “how to” videos for safety and education to support day-to-day questions and activities
- Become education center certified by State of Missouri to offer college-accredited medical classes
- Lower current Insurance Services Office (ISO) rating with more training and equipment







# PUBLIC SAFETY/POLICE DEPARTMENT

## Community Policing for University City

The 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.

### ACCOMPLISHMENTS

- Hired 15 new employees; two employees retired
- Added four members to the University City Police Focus Group
- Conducted two hiring events for UCPD (Spring/Fall 2022)
- Graduated seven recruits from St. Louis County Municipal Police Academy and Eastern Missouri Police Academy
- Hired a new Public Safety IT Specialist dedicated to public safety infrastructure
- Continued Missouri Police Chiefs Association Accreditation and Certification Program for law enforcement service with successful re-certification in December 2022
- Completed more than 3,975 training hours for all officers
- Conducted 25 security audits for 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
- Communicated Table-Top Informative Active Intruder updates for top administrators at University City School District hosted by Police Chief and School Superintendent
- Enhanced UCPD Body-Worn Camera Program
- Installed new security cameras within University City
- Enhanced monthly meetings for Loop Area Security initiative with Washington University

### DEVELOPING

- Continue meetings with architects and engineers for new UCPD headquarters building design and construction

### COMMUNITY RELATIONS INITIATIVES

- Enhanced community policing strategy based on “6 Pillars” from President’s 21st Century Police Task Force Report
- Administered Thanksgiving and Christmas food giveaways 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
- Held year-round “Coffee with a Cop” and “Pizza with the Police” programs
- Held monthly UCPD sponsored focus group meetings and end-of-year holiday event for members





## PUBLIC WORKS

The Public Works Department 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

- Applied for 2023 Community Development Block Grant
- Received Surface Transportation Program grant to repave Pershing Avenue
- Received Surface Transportation Program grant to repair Kempland Bridge
- Applied for Surface Transportation Program grant to repave Groby/Old Bonhomme Roads
- Applied for Transportation Alternatives Program grant to replace sidewalks on Ferguson Avenue
- Continued pursuit of grants and other funding for local improvement projects

### DEVELOPING

- Capital Improvement Plan for street maintenance and improvement
- Complete Stormwater Master Plan
- Community Development Block Grant street and sidewalk projects
- Surface Transportation Program street projects
- Capital Improvement Plan for street designs and layouts



# ELECTED OFFICIALS AND DEPARTMENT HEADS

## CITY COUNCIL



TERRY CROW, MAYOR

### WARD 1

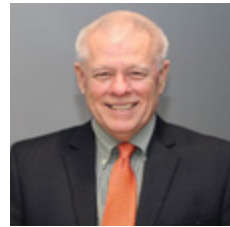


JEFF HALES



STEVE MCMAHON

### WARD 2



TIM CUSICK



ALETA KLEIN

### WARD 3



BWAYNE SMOTHERSON



STACY CLAY

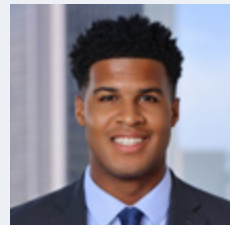
## DEPARTMENT ADMINISTRATION



GREGORY ROSE  
City Manager



BROOKE SMITH  
Deputy City Manager



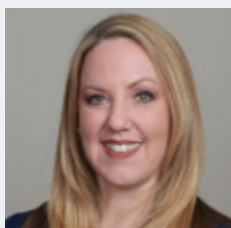
RAJAYE SMITH,  
Interim Assistant City  
Manager



DARREN DUNKLE  
Parks, Recreation, and  
Forestry Director and Interim  
Public Works Director



KEITH COLE  
Director of Finance



AMY WILLIAMS  
Director of Human Resources



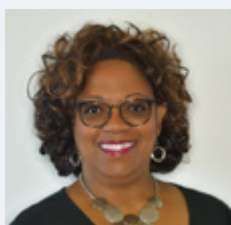
CHIEF LARRY HAMPTON,  
JR. Police Department



CHIEF WILLIAM HINSON  
Fire Department



JOHN F. MULLIGAN, JR.  
City Attorney



LARETTE REESE  
City Clerk



