



**WORK SESSION MEETING
AGENDA
CITY OF CREVE COEUR
CITY COUNCIL
300 NORTH NEW BALLAS RD
DECEMBER 13, 2021
6:00 PM**

CALL TO ORDER

DISCUSSION ITEMS

- 1. Approval of November 22, 2021 City Council Work Session Meeting Minutes**
- 2. *Elected Official Briefing - Strategic Plan***

Pursuant to Section 610.022 RSMo., the City Council could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. And/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.

Posted: _____ posted 12/9/2021
Kellie Henke
City Clerk



**WORK SESSION MEETING
MINUTES
CITY OF CREVE COEUR
CITY COUNCIL
300 NORTH NEW BALLAS RD
NOVEMBER 22, 2021
6:00 PM**

CALL TO ORDER

A regular meeting of the City Council of the City of Creve Coeur was called to order by Mayor Robert Hoffman at the City Council Chamber, 300 North New Ballas Rd, City of Creve Coeur Government Center, Creve Coeur, MO 63141 on Monday, November 22, 2021 at 6:00 PM.

ROLL CALL

Council Member, Ward 1 Mark Manlin
Council Member, Ward 1 Heather Silverman
Council Member, Ward 2 Tim Carney
Council Member, Ward 2 Nicole Greer
Council Member, Ward 3 David Hoffman
Council Member, Ward 4 Joseph Martinich
Council Member, Ward 4 Dan Tierney
Mayor Robert Hoffman
Council Member, Ward 3 Alice Benner -- **Absent**

Staff In Attendance

City Administrator Mark Perkins, City Attorney Carl Lumley, Director of Community Development Jason Jaggi, Director of Finance Lori Obermoeller, Director of Public Works Jim Heines, Director of Recreation Jason Valvero, Chief of Police Jeff Hartman, Assistant Director of Public Works/City Engineer Matt Wohlberg Public Information Officer Melissa Orscheln and City Clerk Kellie Henke.

DISCUSSION ITEMS

1. Approval of November 8, 2021 City Council Work Session Meeting Minutes

The vote on the motion being 7 ayes and 0 nays, motion accepted.

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Mark Manlin, Council Member, Ward 1
SECONDER:	Nicole Greer, Council Member, Ward 2
AYES:	Manlin, Silverman, Carney, Greer, Hoffman, Martinich, Tierney
ABSENT:	Benner

2. 2021 Citizen Survey - Presentation of Results

Robert Heacock of ETC Institute presented the results of the completed 2021 Citizen Survey, the presentation is attached. Members of the City Council and City Administrator discussed the results, major points included:



**MINUTES
CITY OF CREVE COEUR
CITY COUNCIL
300 NORTH NEW BALLAS RD
NOVEMBER 22, 2021
6:00 PM**

- The consensus was that the survey results are overall very positive and also provides feedback for areas of concern and improvement.

- The survey results support the city's focus on improving building permit processes based on the low level of satisfaction with the building permits compared to other services.

- General discussion about street lighting, identified in the survey as an area of concern, as being a topic for further study.

Mr. Perkins stated that the survey results will be useful as the City Council and staff begin work on a strategic plan. The results will be shared with the city's boards, committees and commissions.

The meeting adjourned at 6:49 PM.

RESULT:	ITEM DISCUSSED
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Submitted by:

Kellie Henke
City Clerk

Dr. Robert Hoffman
Mayor

2021 Community Survey

City of Creve Coeur, Missouri



Presented by



November 2021

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

Purpose

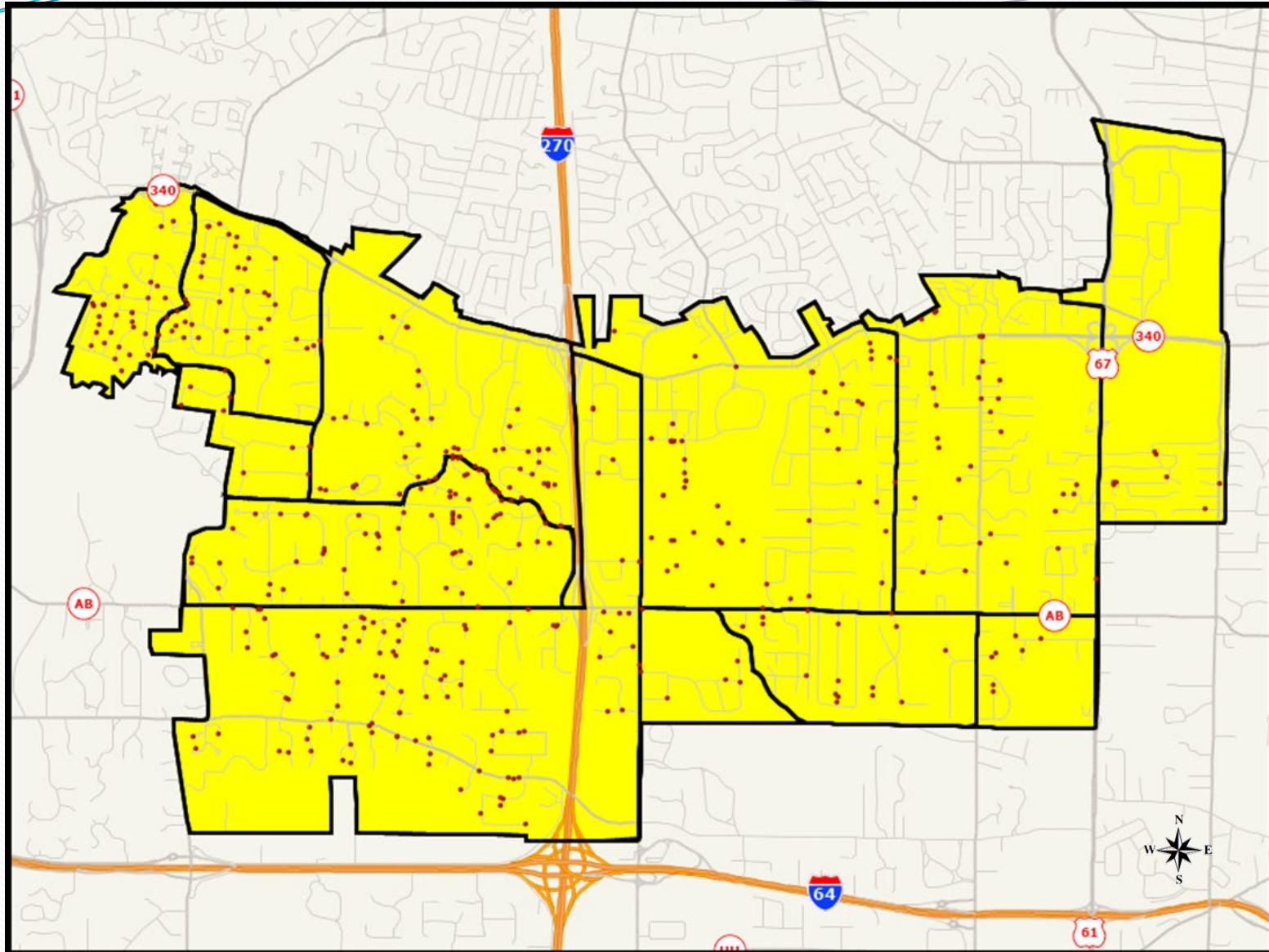
- **To objectively assess satisfaction among residents with the delivery of City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other cities regionally and nationally**

Methodology

- **Survey Description**
 - ❑ seven-page survey; includes many of the same questions asked on previous surveys
- **Method of Administration**
 - ❑ by mail and online to random sample of City residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 400
 - ❑ goal met: 428 completed surveys
 - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level: 95%**
- **Margin of error: +/- 4.7% overall**

Location of Survey Respondents

1



Bottom Line Up Front

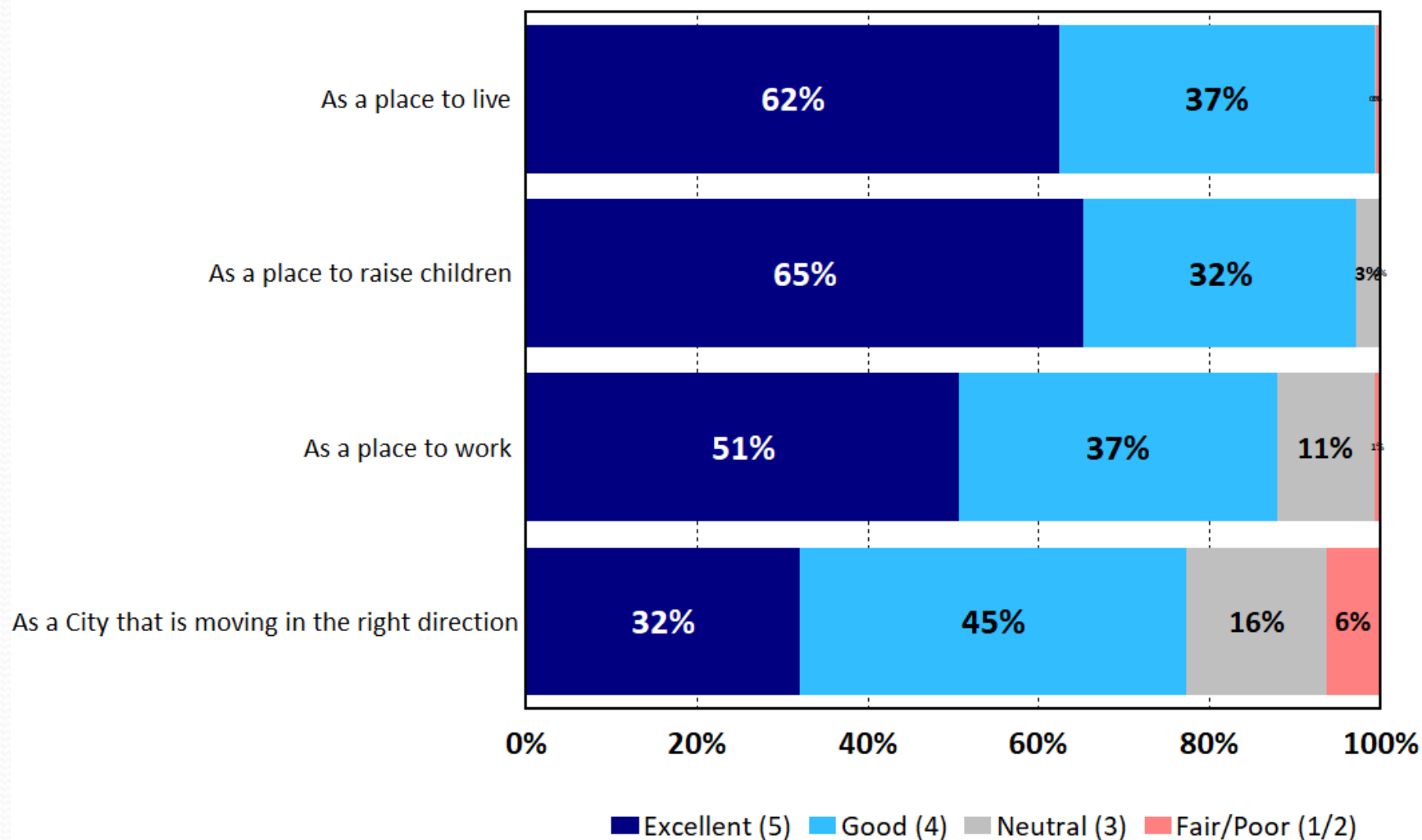
- **Residents Continue to Have a Positive Perception of the City**
 - ❑ 99% rated the City as an excellent or good place to live
 - ❑ 97% rated the City as an excellent or good place to raise children
- **Satisfaction with City Services Is Much Higher in Creve Coeur Than in Other Communities**
 - ❑ Creve Coeur rated above the U.S. Average in 33 of 35 areas, and above the Missouri-Kansas Average in 28 of 35 areas
 - ❑ Satisfaction with the Overall Quality of City Services rated 36% above the U.S. Average and 21% above the Missouri-Kansas Average
 - ❑ Satisfaction with the Value Received for Tax Dollars and Fees rated 36% above the U.S. Average and 21% above the Missouri-Kansas Average
- **Overall Priorities for Improvement (Same as 2018):**
 - ❑ Building Inspections and Permits
 - ❑ Enforcement of City Codes and Ordinances

Major Finding #1

Residents Have a Positive
Perception of the City

Q1. How Residents Rate the City of Creve Coeur in the Following Areas

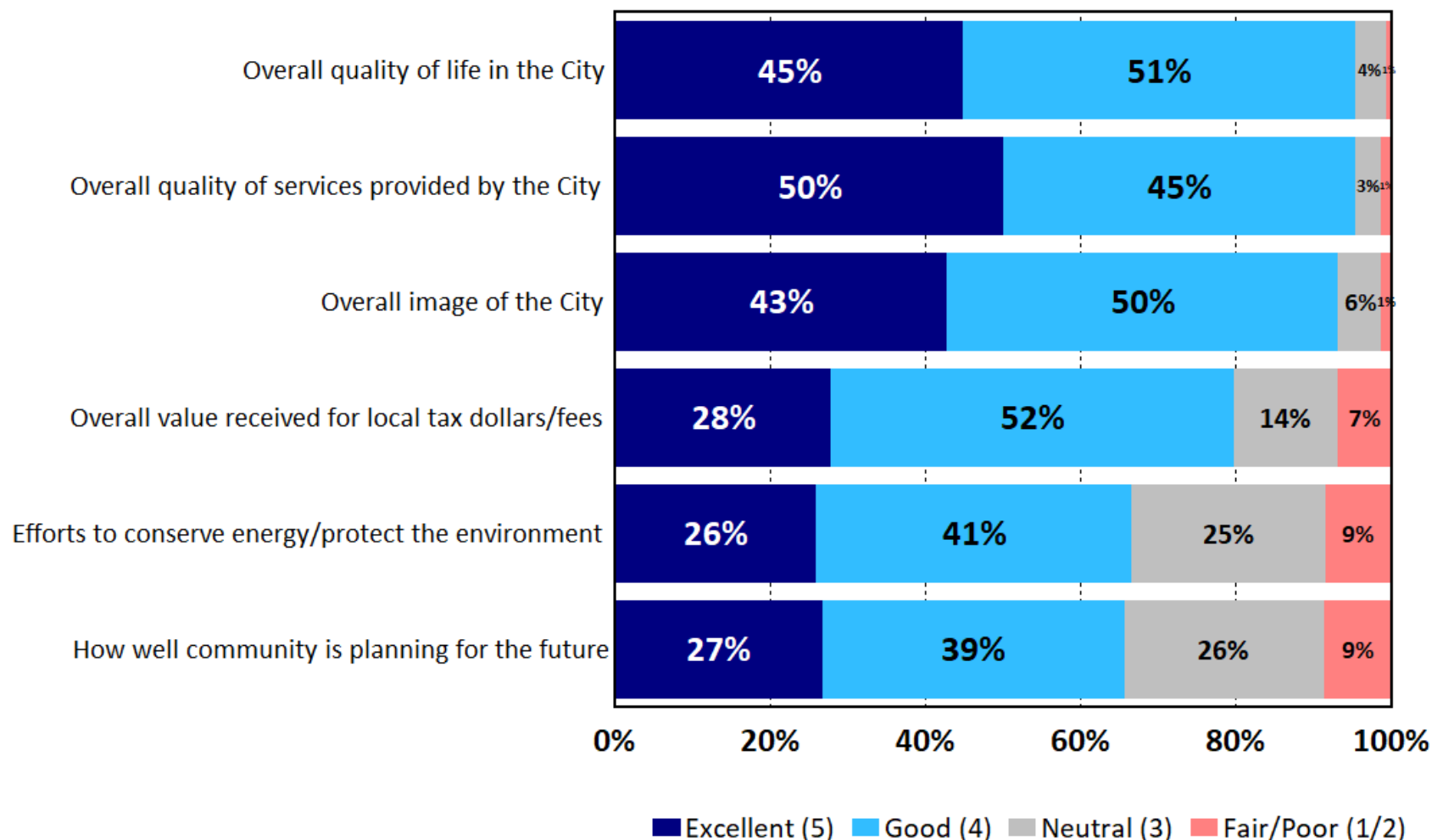
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Over 95% of Residents Feel the City Is an Excellent or Good Place to Live and Rais

Q2. Ratings of Items That Influence the Perceptions Residents Have of the City

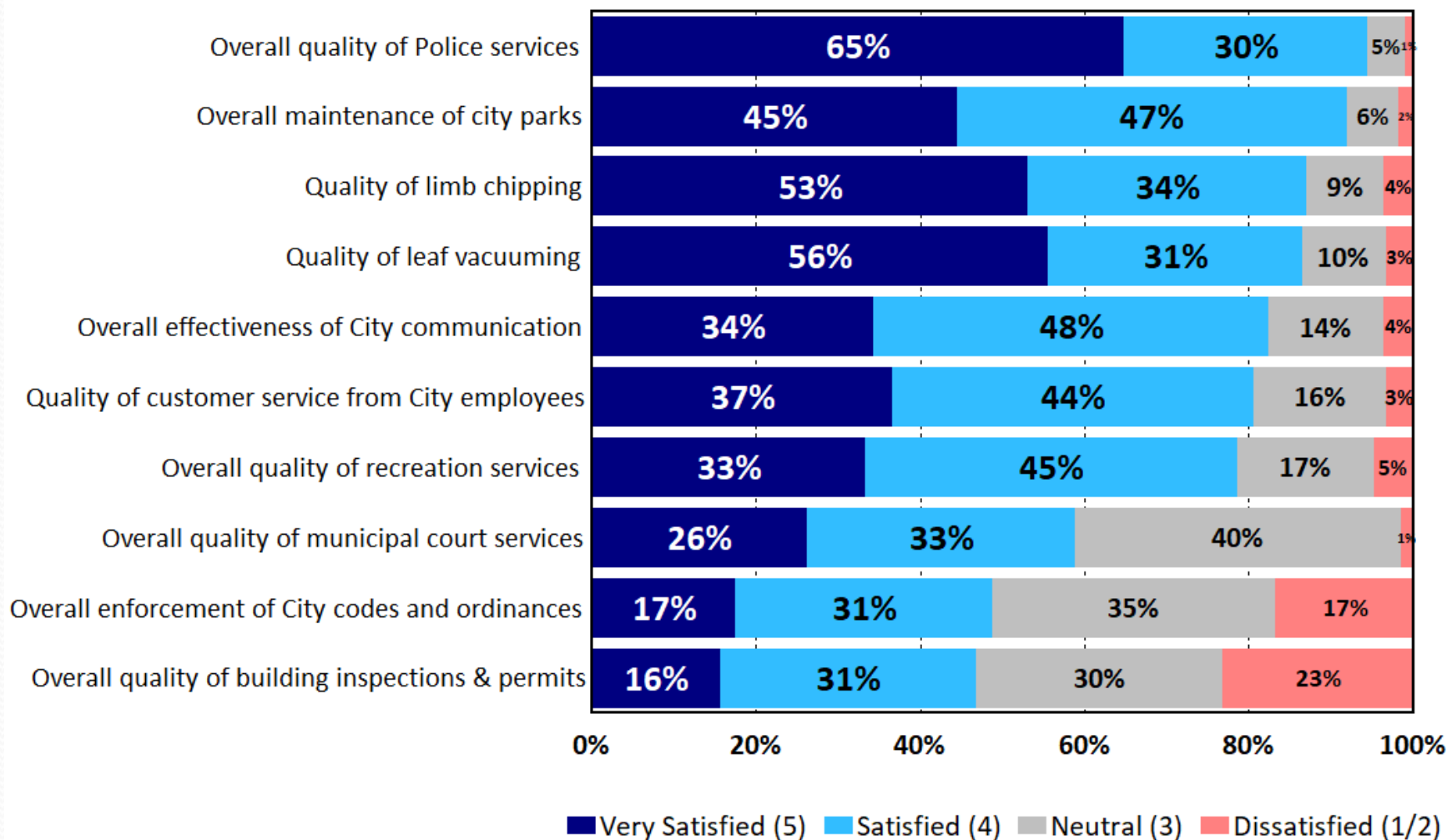
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



95% of Residents Rated the Overall Quality of Services Provided by the City as Excellent or Good; Only 1% Gave Ratings of Fair or Poor

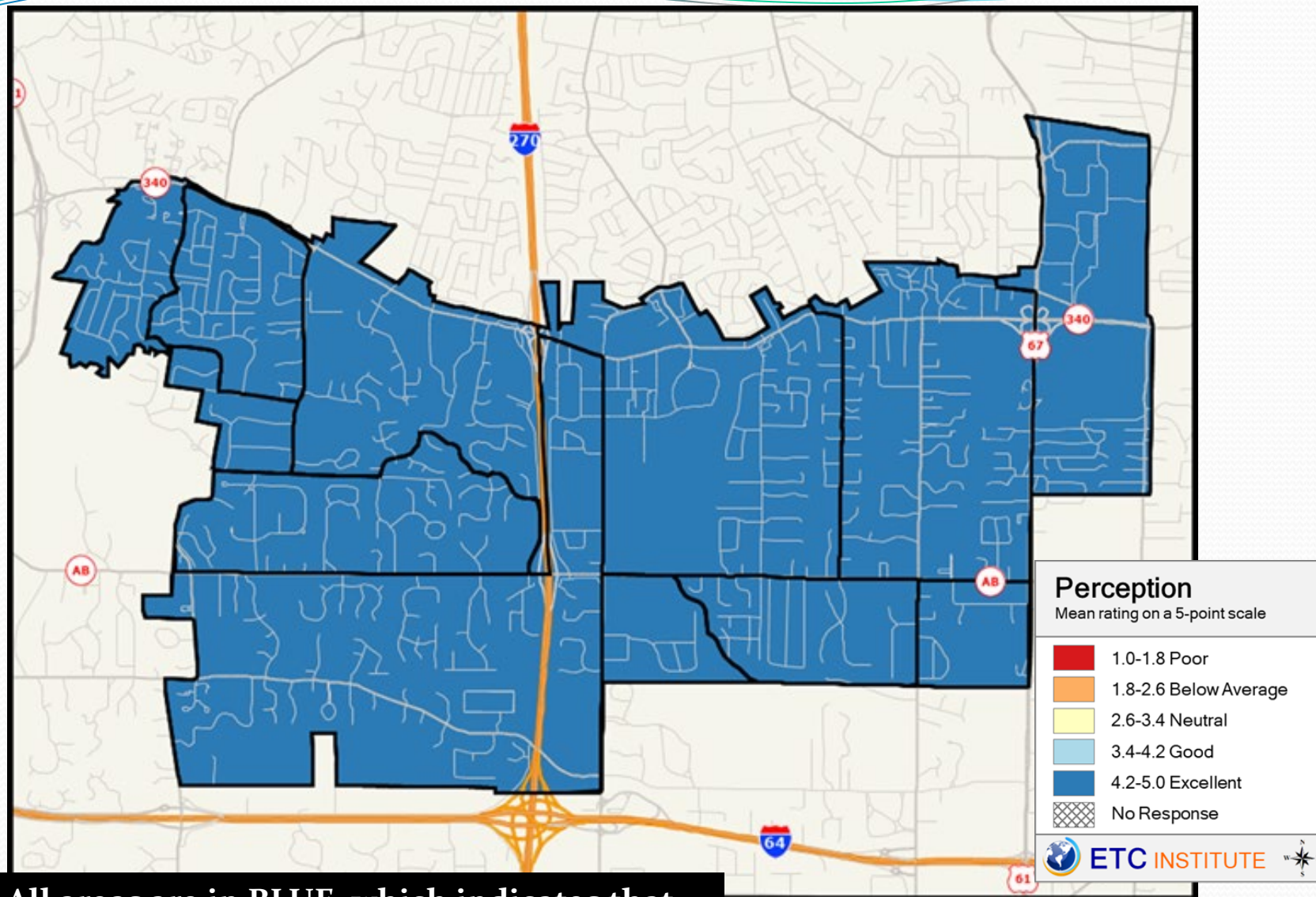
Q3. Satisfaction with Major Categories of City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Overall Quality of Services Provided by the City

1



All areas are in BLUE, which indicates that residents in ALL parts of the City are satisfied with the overall quality of City services

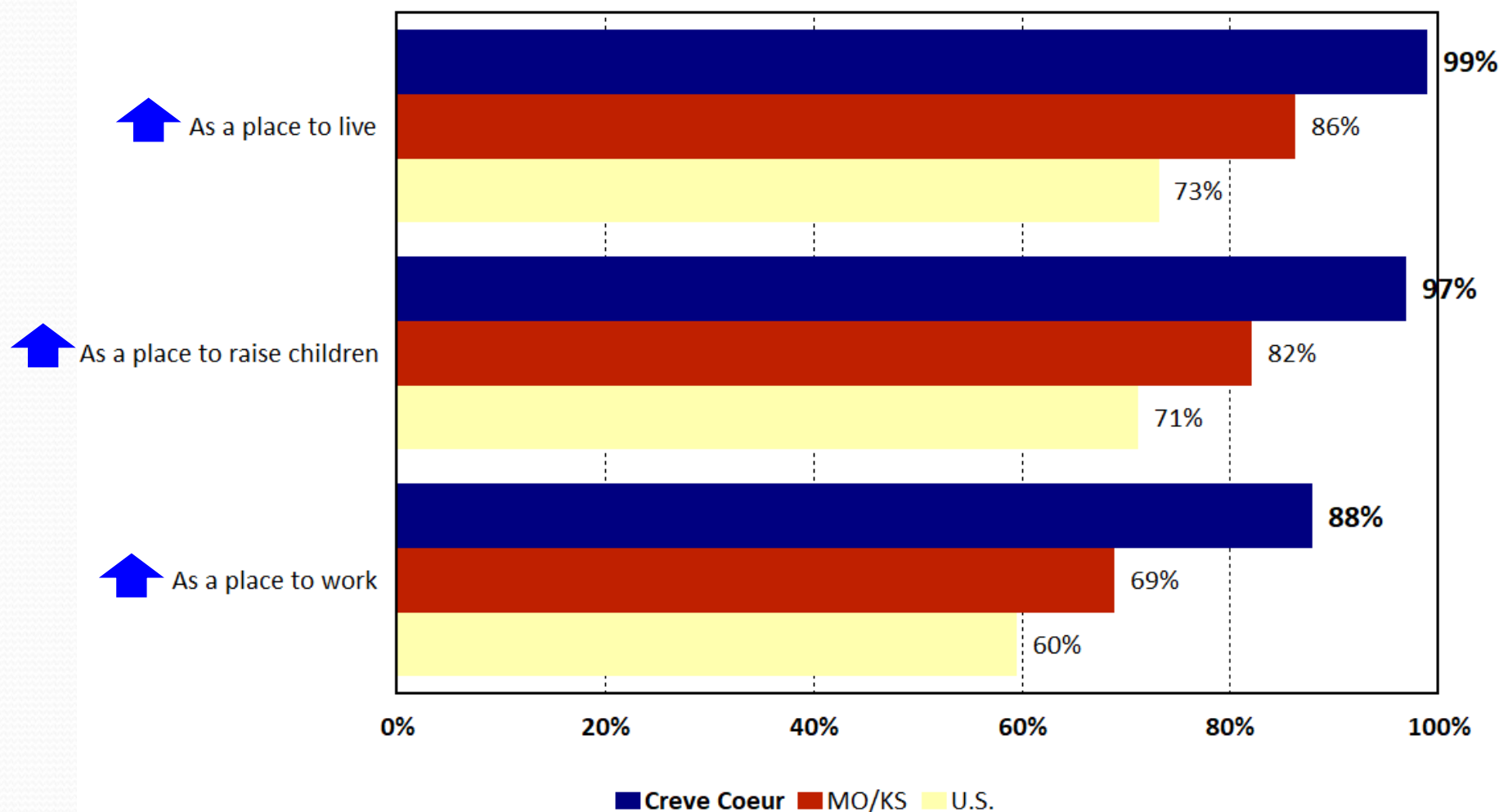
Major Finding #2

Satisfaction with City Services Is
Much Higher in Creve Coeur
Than in Other Communities

Overall Ratings of the Community

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Significantly Higher:



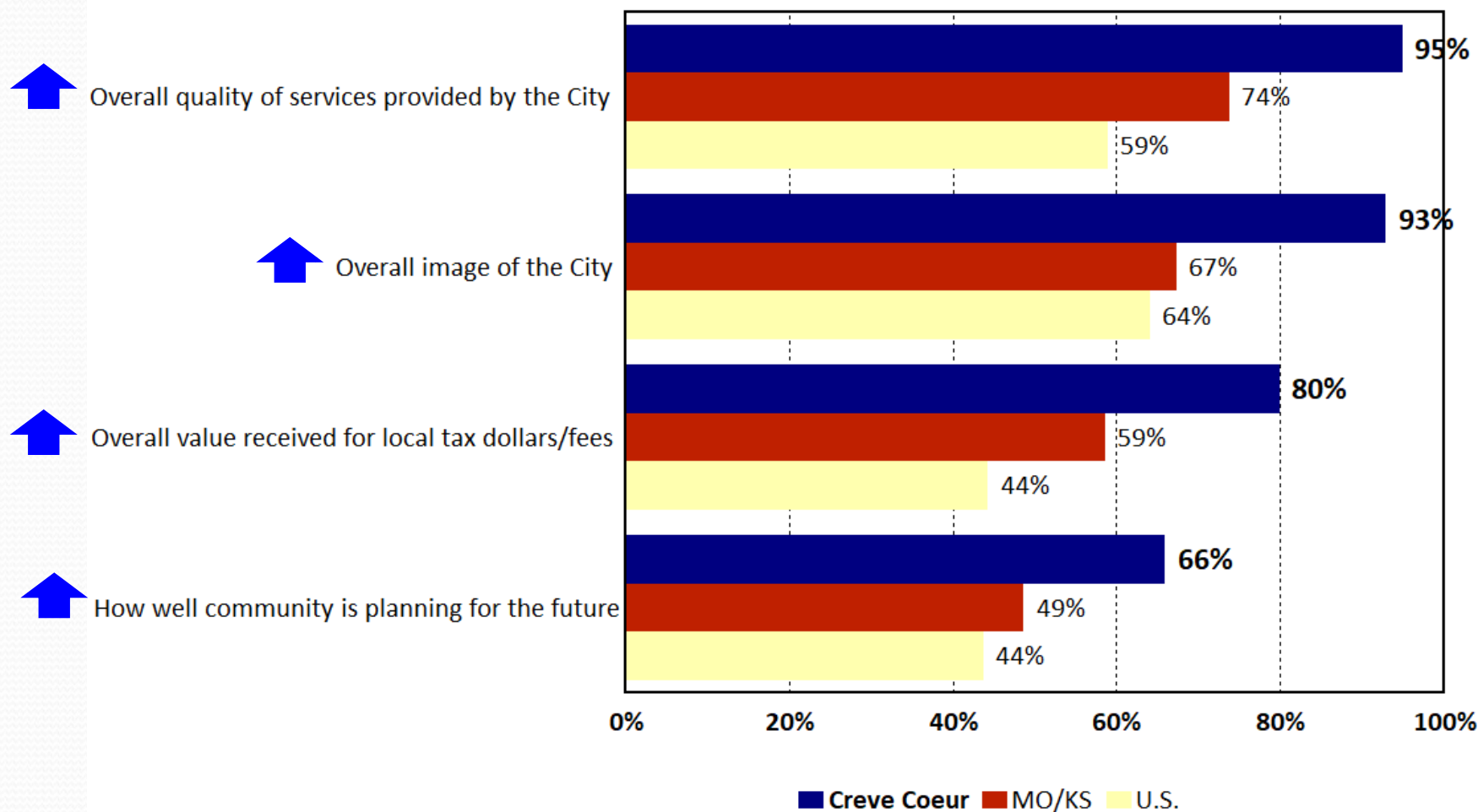
Significantly Lower:



Satisfaction with Issues that Influence Perceptions of the City

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



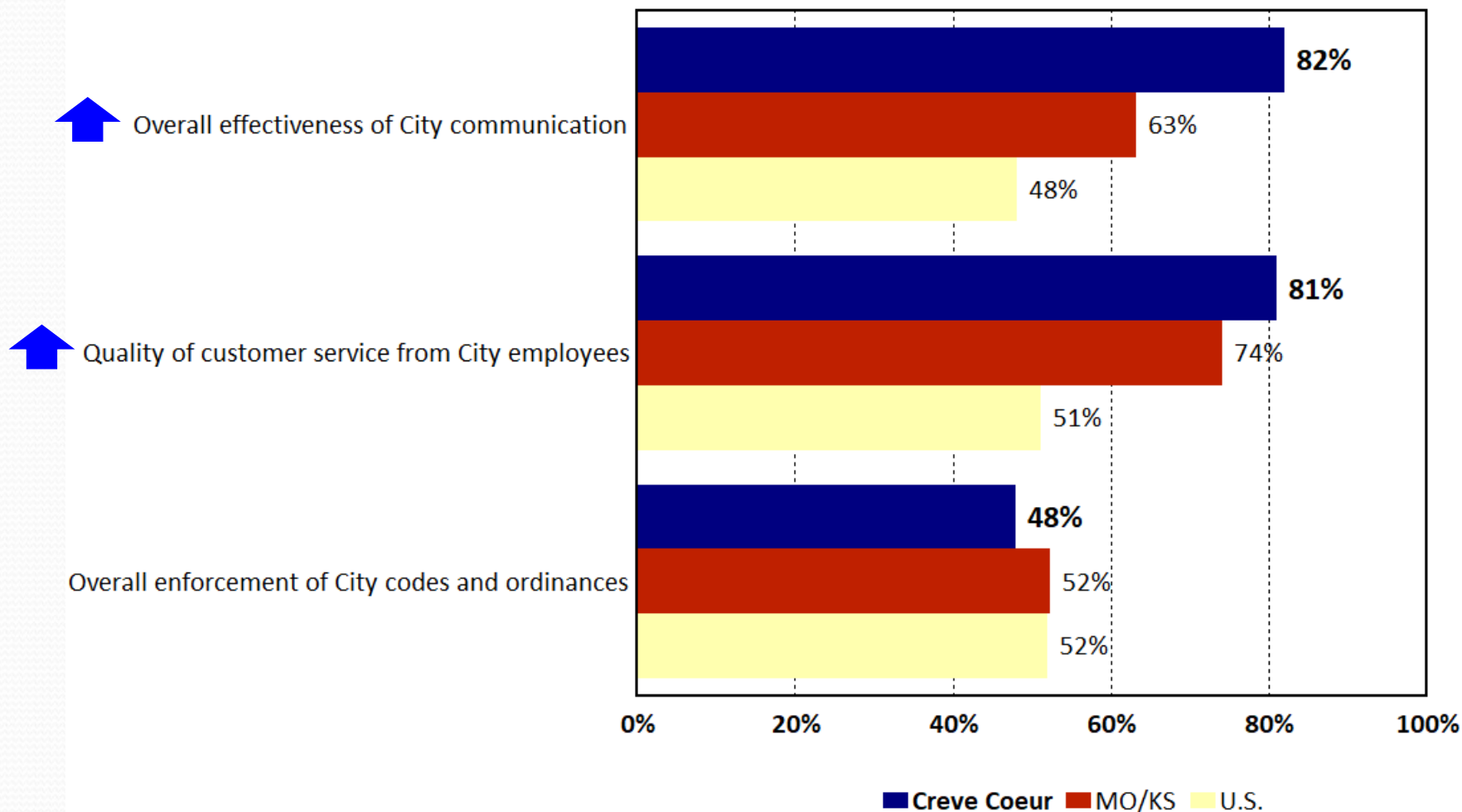
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Various City Services

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



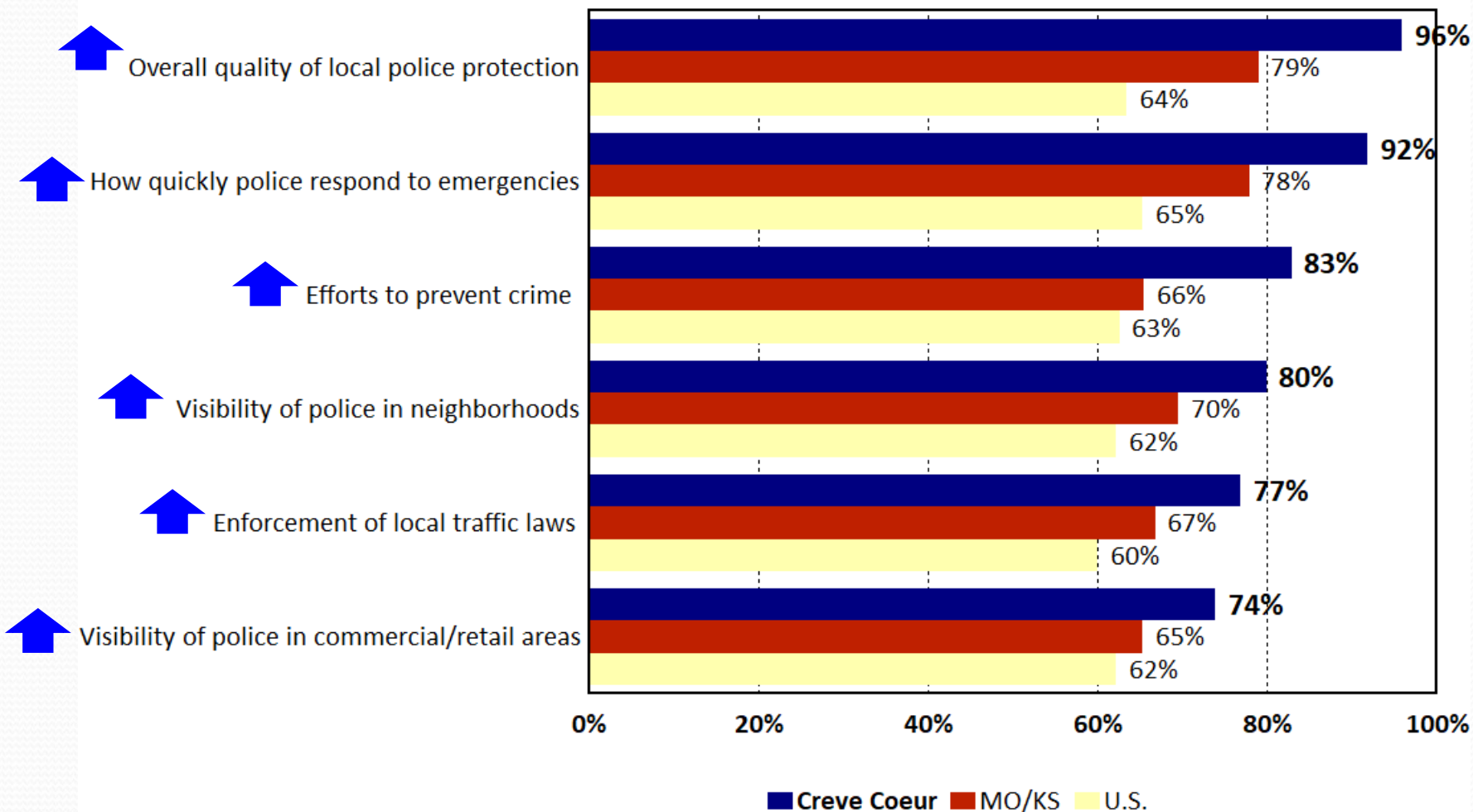
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Public Safety

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



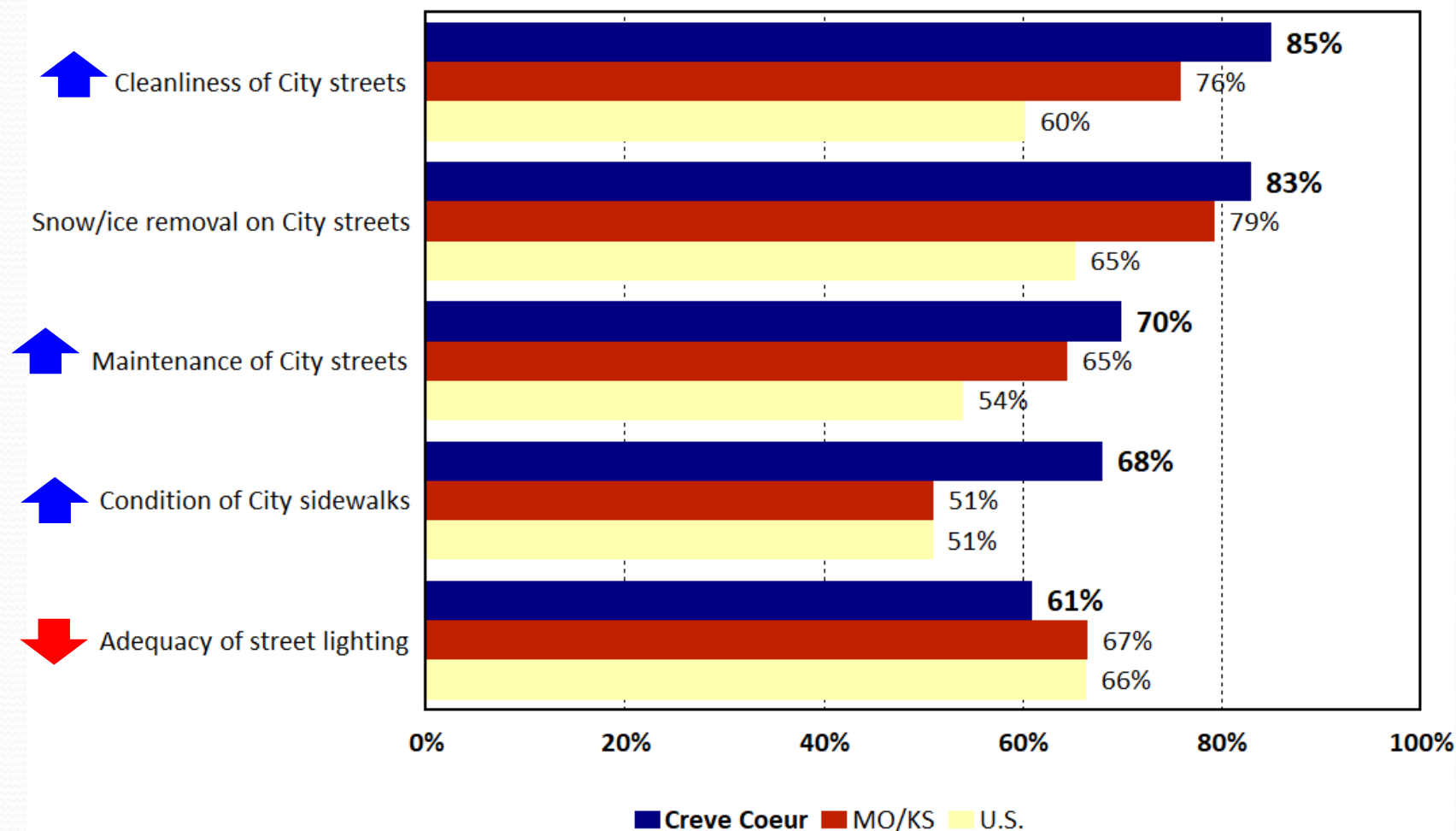
Significantly Higher:

Significantly Lower:

Overall Satisfaction with Public Works

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



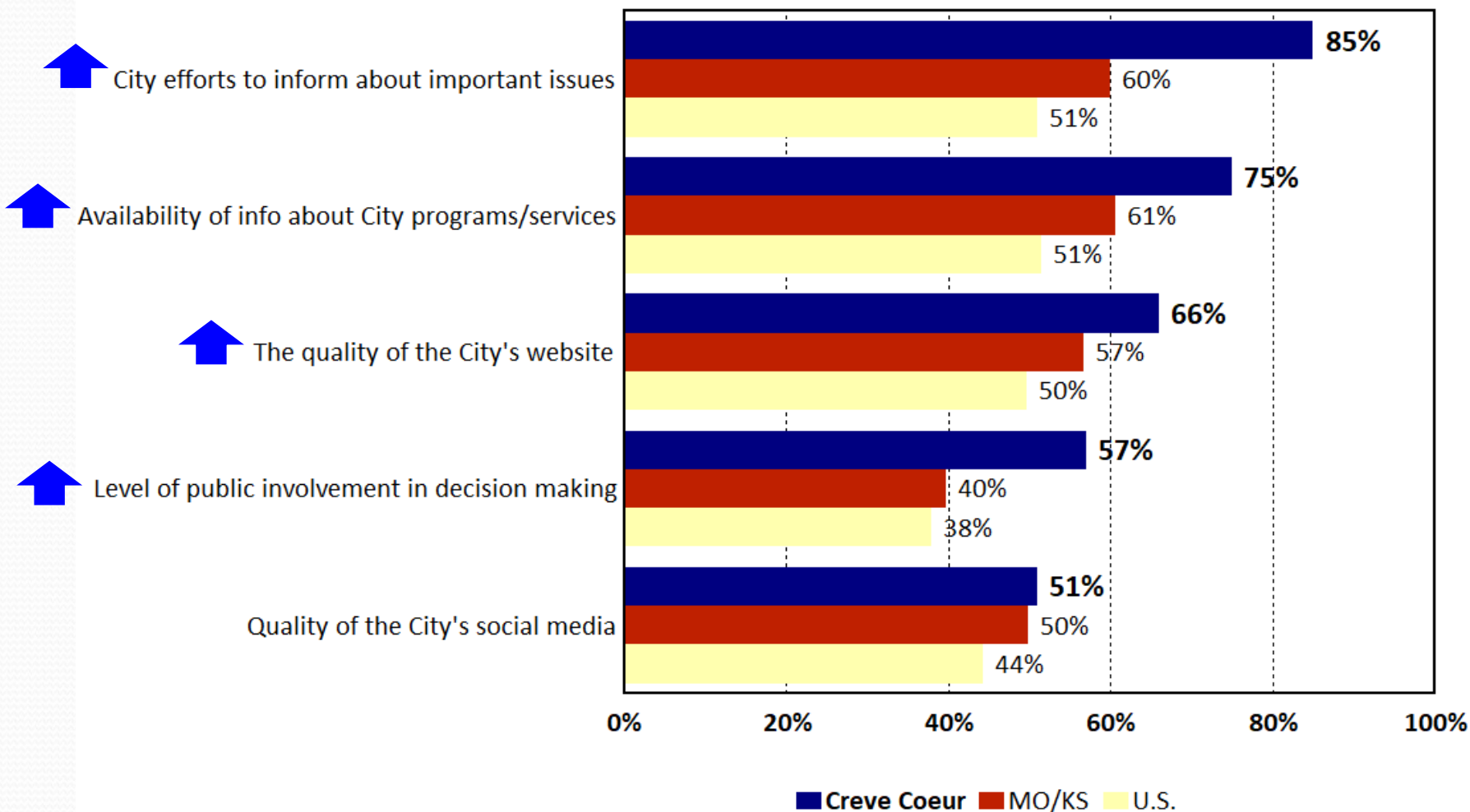
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Communication

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



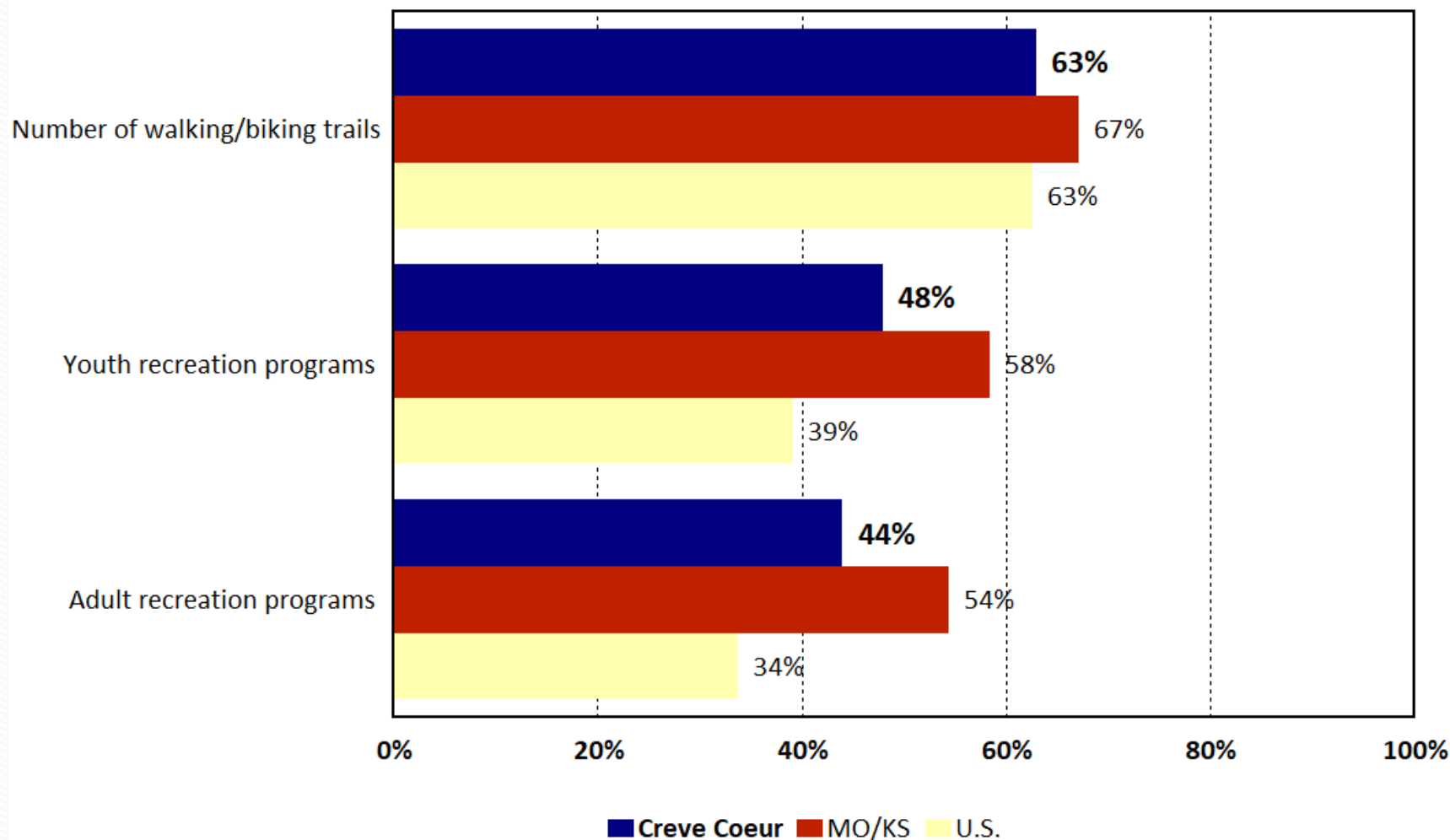
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Parks and Recreation

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



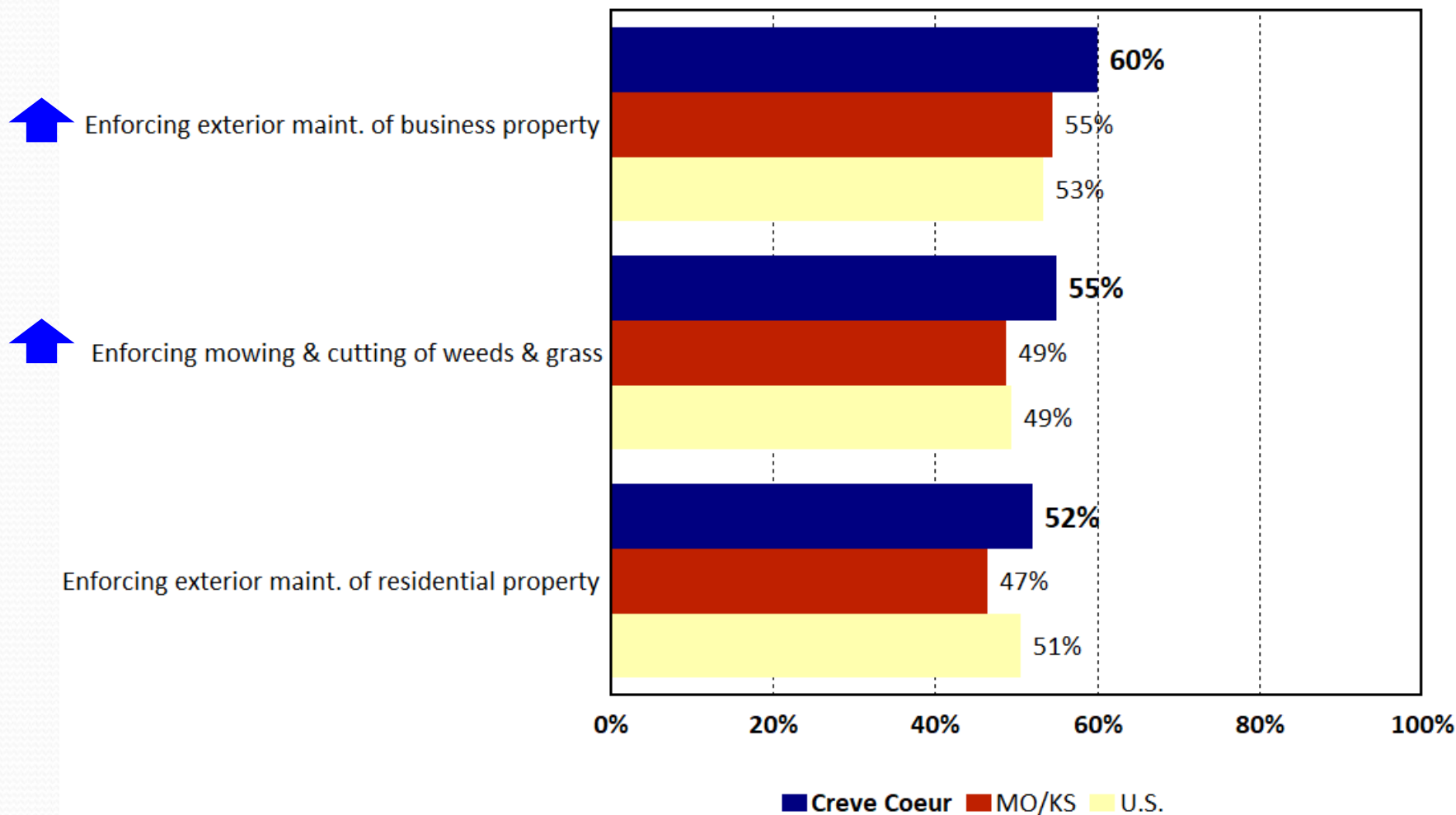
Significantly Higher: 

Significantly Lower: 

Overall Satisfaction with Community Development

Creve Coeur vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #3

Trend Analysis

Trend Analysis

Notable Increases in Satisfaction Since 2018

- Overall satisfaction with the golf course
- Overall value received for local tax dollars/fees
- Quality of the City's website
- Quality of the City's social media
- Number of walking/biking trails

Notable Decreases in Satisfaction Since 2018

- Overall satisfaction with the ice arena
- Enforcement of exterior maintenance of residential property
- Overall quality of new residential development
- Overall enforcement of City codes and ordinances

Major Finding #4

Top Priorities for Investment

Importance-Satisfaction Rating

City of Creve Coeur, MO

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Overall quality of building inspections & permits	33%	2	47%	10	0.1723	1
Overall enforcement of City codes and ordinances	31%	4	48%	9	0.1617	2
<i>Medium Priority (IS <.10)</i>						
Overall quality of recreation services	24%	5	78%	7	0.0524	3
Overall effectiveness of City communication	23%	6	82%	5	0.0412	4
Quality of customer service from City employees	17%	7	81%	6	0.0329	5
Overall maintenance of city parks	32%	3	92%	2	0.0252	6
Overall quality of Police services	44%	1	95%	1	0.0219	7
Quality of leaf vacuuming	16%	8	87%	4	0.0209	8
Quality of limb chipping	14%	9	87%	3	0.0177	9
Overall quality of municipal court services	4%	10	59%	8	0.0144	10

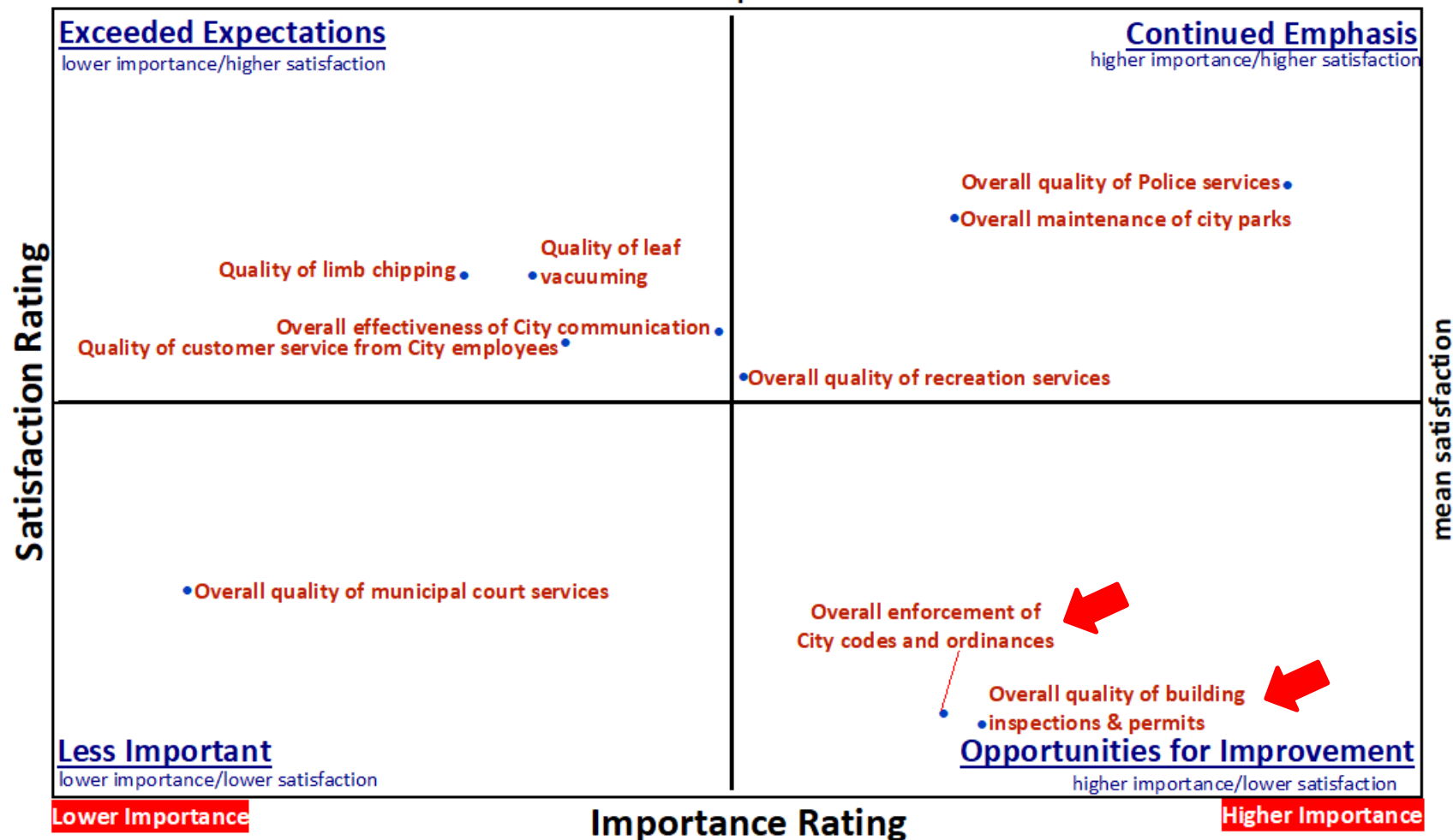
Overall Priorities: 

2021 City of Creve Coeur DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance



Importance-Satisfaction Rating

City of Creve Coeur, MO

Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Level of public involvement in decision making	30%	3	57%	6	0.1294	1
<u>Medium Priority (IS <.10)</u>						
City efforts to inform about planning/zoning	31%	2	74%	4	0.0809	2
The quality of the City's website	18%	5	66%	5	0.0619	3
City efforts to inform about important issues	40%	1	85%	2	0.0600	4
Availability of info about City programs/services	21%	4	75%	3	0.0533	5
Quality of the City's social media	4%	7	51%	7	0.0196	6
The quality of the City's newsletter	16%	6	89%	1	0.0175	7

Communication Priorities:

Importance-Satisfaction Rating

City of Creve Coeur, MO

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Number of walking/biking trails	38%	2	63%	6	0.1391	1
<u>Medium Priority (IS <.10)</u>						
Senior recreation programs	15%	3	42%	10	0.0853	2
Adult recreation programs	10%	5	44%	9	0.0560	3
Youth recreation programs	9%	7	48%	8	0.0447	4
Maintenance of City parks	38%	1	90%	1	0.0381	5
Overall satisfaction with the golf course	11%	4	68%	4	0.0352	6
Maintenance of historic buildings	8%	8	70%	3	0.0246	7
Overall satisfaction with the ice arena	6%	9	60%	7	0.0232	8
Number of City parks	9%	6	83%	2	0.0146	9
Overall satisfaction with the dog park	3%	10	63%	5	0.0096	10

Parks and Recreation Priorities:

Importance-Satisfaction Rating

City of Creve Coeur, MO

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Medium Priority (IS <.10)</i>						
Visibility of police in neighborhoods	42%	1	80%	4	0.0842	1
Efforts to prevent crime	36%	2	83%	3	0.0607	2
Visibility of police in commercial/retail areas	22%	4	74%	6	0.0572	3
Enforcement of local traffic laws	14%	6	77%	5	0.0313	4
How quickly police respond to emergencies	19%	5	92%	2	0.0150	5
Overall quality of local police protection	28%	3	96%	1	0.0111	6

Public Safety: No High Priorities for Investment in 2021

Importance-Satisfaction Rating

City of Creve Coeur, MO

Community Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Enforcing exterior maintenance of residential property	31%	2	52%	6	0.1502	1
Overall quality of new commercial development	32%	1	61%	3	0.1229	2
Overall quality of new residential development	31%	3	61%	2	0.1193	3
<i>Medium Priority (IS <.10)</i>						
Enforcing mowing/cutting of weeds/grass on private property	22%	4	55%	5	0.0968	4
Enforcing the city's building code	19%	5	62%	1	0.0730	5
Enforcing exterior maintenance of commercial/business property	17%	6	60%	4	0.0664	6

Community Development Priorities:

Importance-Satisfaction Rating

City of Creve Coeur, MO

Public Works

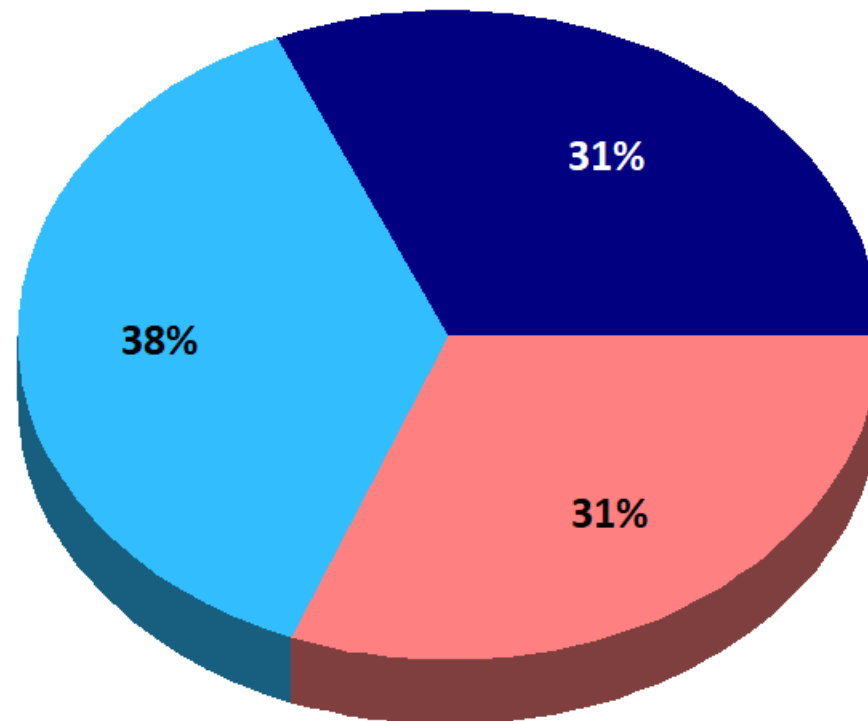
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance of City streets (not including County or State maintained streets)	49%	1	70%	4	0.1473	1
Adequacy of street lighting	33%	3	61%	6	0.1295	2
Condition of City sidewalks	34%	2	68%	5	0.1075	3
<u>Medium Priority (IS <.10)</u>						
Snow/ice removal on City streets	28%	4	83%	3	0.0469	4
Cleanliness of City streets	14%	5	85%	1	0.0207	5
Appearance of landscaped medians	10%	6	85%	2	0.0147	6

Public Works Priorities: 

Other Findings

Q14. Level of Support for the City Continuing to Operate the Ice Arena in the Future

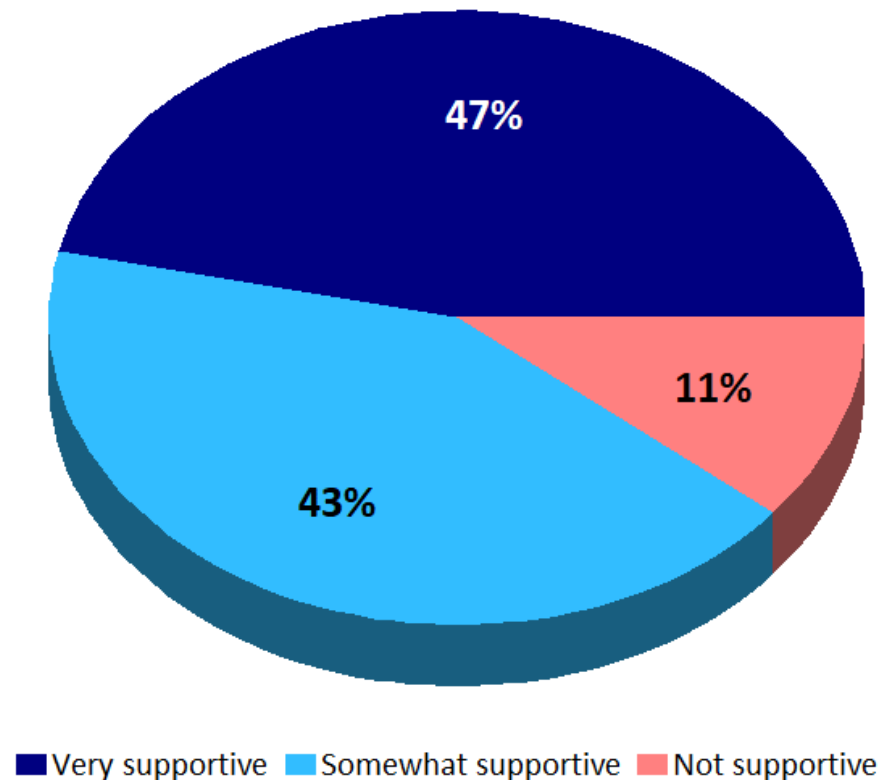
by percentage of respondents (excluding "don't know")



■ Very supportive ■ Somewhat supportive ■ Not supportive

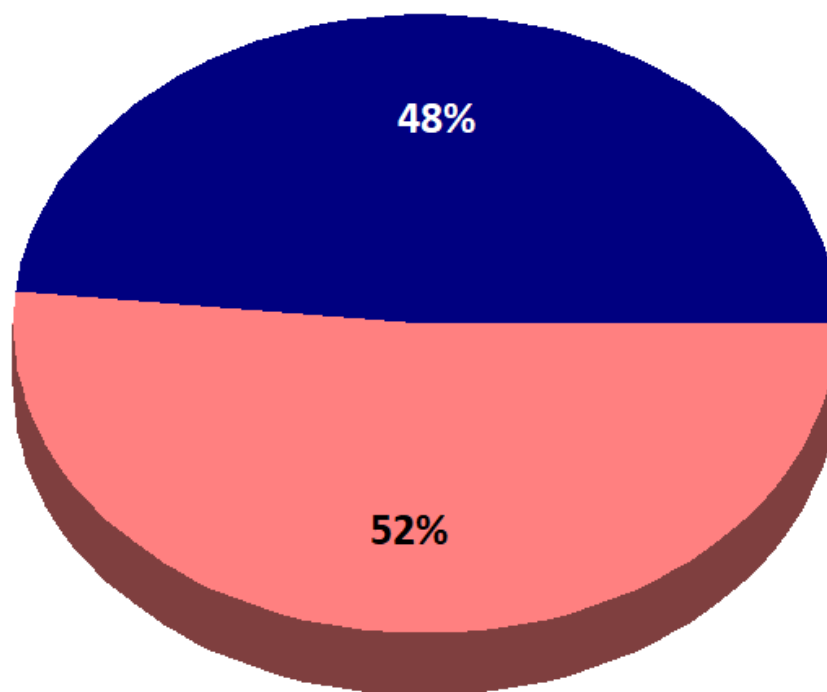
Q24. Level of Support for the City Supporting Development of a Downtown Creve Coeur, to Consist of Pedestrian-Oriented Retail, Restaurants, and Community Event Space

by percentage of respondents (excluding "don't know")



Q26. Would you be in favor of changing the regulations to allow for more opportunities for drive-thru restaurants to locate in Creve Coeur?

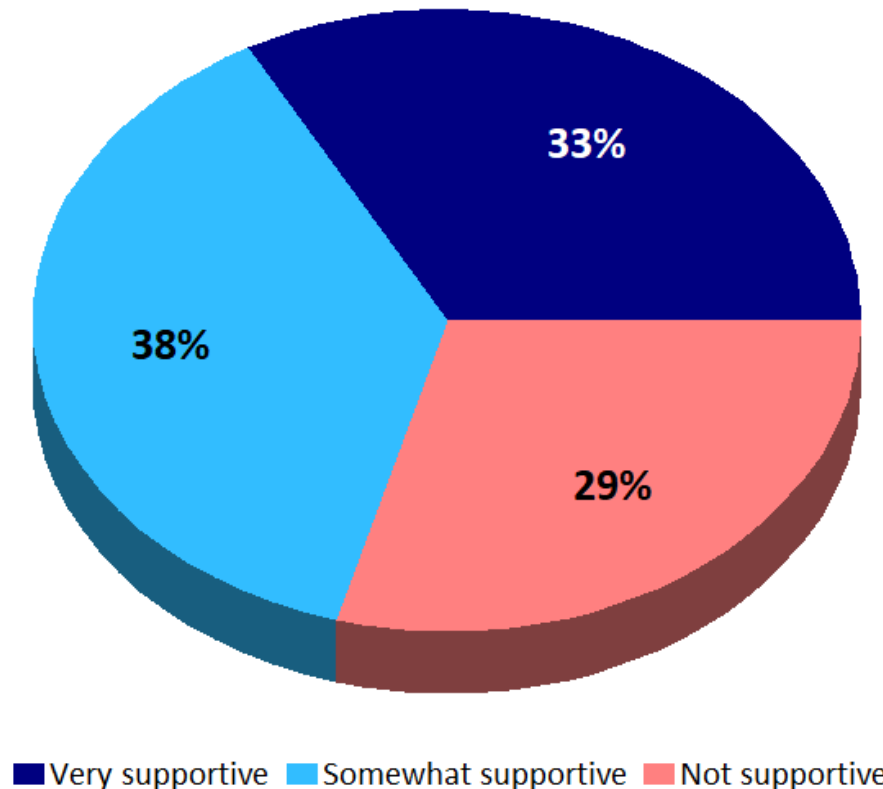
by percentage of respondents (excluding "don't know")



■ Yes ■ No

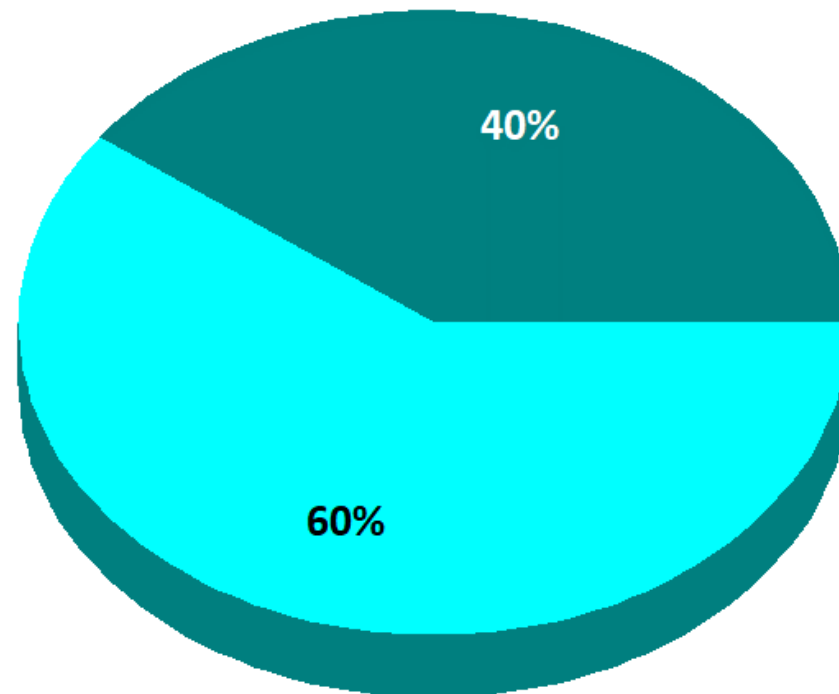
Q30. Level of support for an annual fee increase from \$28 to \$50 if the reimbursement of sewer lateral replacement costs increased from 50% to 80%

by percentage of respondents (excluding "don't know")



Q32. Options That Residents Would Prefer in Order to Maintain the Current Level of Services

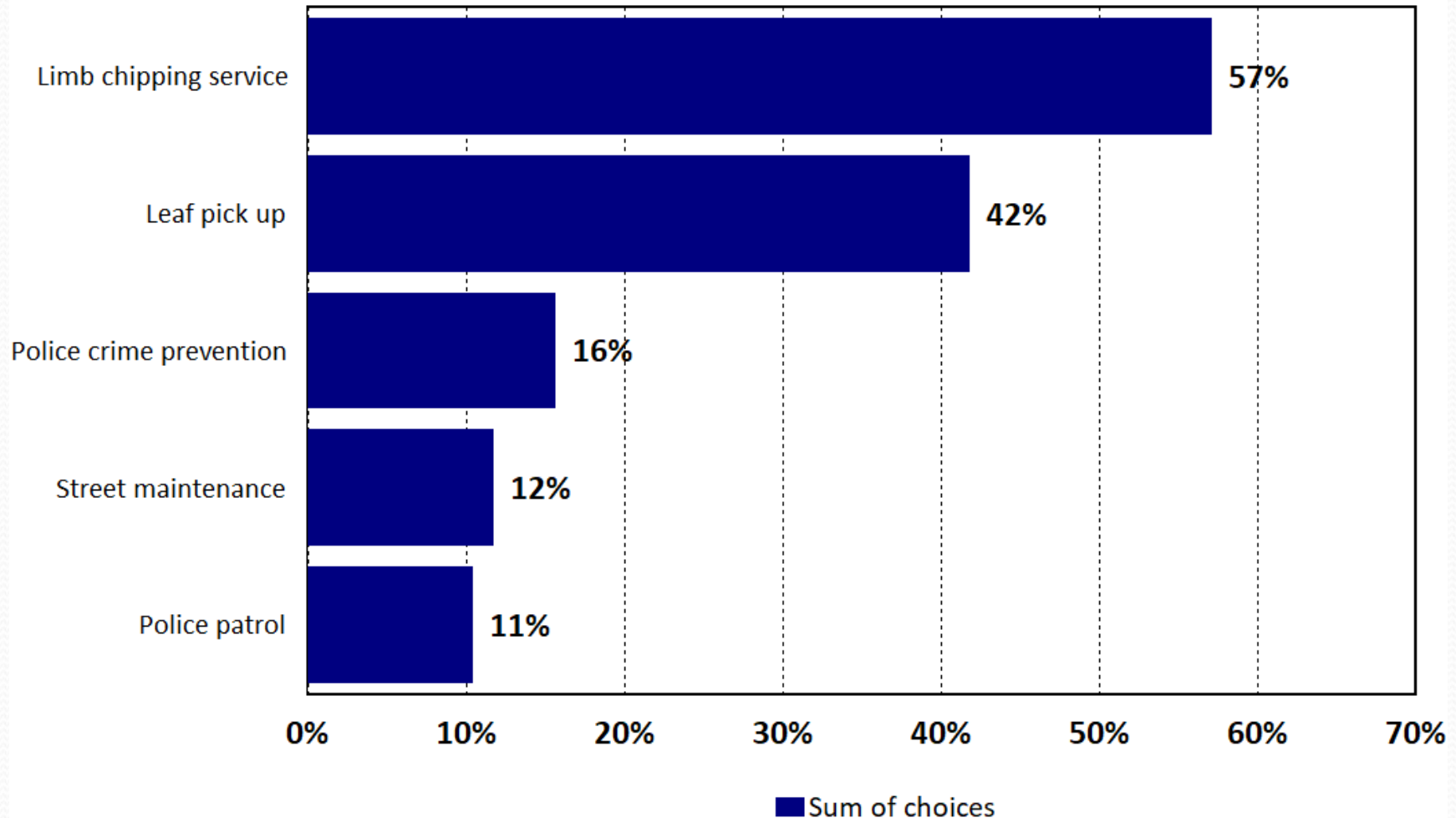
by percentage of respondents (excluding "not provided")



- Maintaining current tax rates/cutting back on some City services
- Increasing taxes to maintain present level of City services

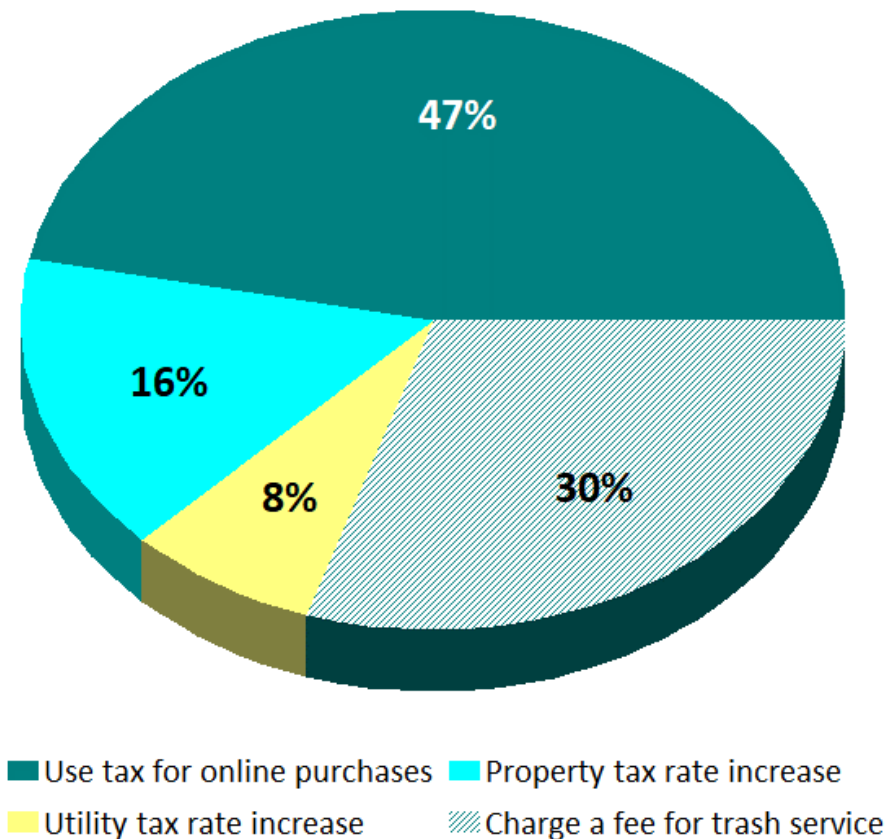
Q33. Services That Residents Would Prefer to Reduce in Order to Maintain Current Tax Rates

by percentage of respondents who selected the item as one of their top two choices



Q34. Revenue Options That Residents Would Prefer the City Use to Maintain City Services

by percentage of respondents (excluding "don't know")



Summary

Summary

- **Residents Continue to Have a Positive Perception of the City**
 - ❑ 99% rated the City as an excellent or good place to live
 - ❑ 97% rated the City as an excellent or good place to raise children
- **Satisfaction with City Services Is Much Higher in Creve Coeur Than in Other Communities**
 - ❑ Creve Coeur rated above the U.S. Average in 33 of 35 areas, and above the Missouri-Kansas Average in 28 of 35 areas
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- **Overall Priorities for Improvement (Same as 2018):**
 - ❑ Building Inspections and Permits
 - ❑ Enforcement of City Codes and Ordinances

Questions?

THANK YOU!!