



PLANNING & ZONING COMMISSION

Regular Meeting Agenda
CITY OF PARKVILLE, MISSOURI
Tuesday, June 28, 2022 5:30 PM
Zoom Video Conference

The members of the Planning and Zoning Commission will meet via telephone or video conference. Members of the public interested in joining this meeting are encouraged to attend via Zoom at the following link:

https://us02web.zoom.us/j/87537407587?pwd=fhx0a49GQSgizXw2w6E1RMO_sDwkSy.1..

Alternatively, you may listen in on the meeting via the following telephone number and access code - (312) 626 6799, Meeting ID: 875 3740 7587, Password: 071646 rather than appear at City Hall.

1. Call to Order

2. Roll Call

3. Workshop

- A. Communities for All Ages Silver Level Recognition - #4 Social Inclusion, Communication and Participation & #5 Civic Participation and Employment

4. Other Business

- A. Upcoming meetings & dates of importance:

- Board of Aldermen Meetings: Tuesday, July 5, 2022 at 7:00 p.m.
- Board of Zoning Adjustments Meeting: Tuesday, July 26, 2022 at 5:30 p.m.
- Planning & Zoning Commission Regular Meeting: Tuesday, July 12, 2022 at 5:30 p.m.

5. Adjournment

A quorum of the Planning & Zoning Commission may be present, however no actions will be taken at this meeting. Members of the public are welcome to attend this public meeting.

Posted Date & Time: June 24, 2022 2:00 p.m. By: BS

Become a Community for All Ages

A checklist to help you become age friendly

KC Communities
for All Ages

September 2014

Workbook version

Does your city or county need tools to help it become a Community for All Ages? This checklist is designed to be used together with *Making Your Community Work for All Ages — A Toolkit for Cities* as a way to raise awareness, plan actions and assess your city for age friendliness.

This Workbook is designed to assist committees assigned to document progress on their city's age-friendly self-assessments using the Communities for All Ages Checklist. Enter progress information, notes, statistics, to-do lists, etc., in the green text boxes corresponding to each Policy and Action Item.

A final version of this Workbook may be used to support your application to the KC Communities for All Ages recognition program.



(See Making Your Community Work for All Ages — A Toolkit for Cities, Chapters 2 and 5)

Include all residents in developing community activities and adapt communication strategies for multiple audiences.

By leveraging the knowledge, skills and abilities of all residents and including them in decision-making, communities create a competitive advantage for themselves. Cities will benefit when residents of all ages are an integral part of a community and the cities are knowledgeable about their diverse needs.

Meaningful participation in affordable community activities helps residents to develop relationships, maintain good health and have a sense of belonging. Cities obtain input from all residents to develop community activities that will engage residents and meet their needs.

Policy

4-A The city and its partners understand the demographic makeup of residents, engages with the community and then designs programming, including recreational opportunities and emergency planning activities, that respects the needs and interests of diverse populations.

___ Completed. (See attached 2010-2019 American Community Survey [ACS] data)

The City of Parkville's Community Development Department obtains demographic data from the U.S. Census Bureau on an annual basis via the American Community Survey (ACS) and decennially via the decennial census. Staff provides this data to our partners (e.g., Parkville Economic Development Council, developers, home builders) to utilize for long-term projections. We've also presented this data to our

elected officials via the KC Communities of All Ages' bronze level recognition steps in 2019, as well as to the City's Diversity & Inclusion Committee to better understand the demographic makeup of our community. At the moment, the City does not utilize our demographic data with respect to community programming, recreational opportunities and emergency planning activities.

4-B The city has a comprehensive communication plan with marketing and outreach strategies and tools that include diverse public imagery, depicting all ages, cultures and abilities.

___ Included in city plans. (See attached *New Resident Guide*, *2021 Year In Review* report, and *Parkville Crisis Communications Plan 2020*)

While the City of Parkville doesn't have a formalized, official communication plan, our City Clerk leads all communication efforts — including marketing and outreach strategies. This includes drafting news/press releases highlighting completed projects/developments, upcoming events, and roadway projects, which may result in delays, re-routing or closures. Our City Clerk also manages the City's quarterly newsletter, which is mailed to all Parkville property addresses; and she manages the Parkville Pulse, a monthly e-newsletter containing a calendar for upcoming events and an "employee spotlight" segment. We've also created a *New Resident Guide* and prepare an annual *Year In Review* document as part of our public information efforts. Lastly, our City Clerk manages the City's website (<http://www.parkvillemo.gov/>) which contains communications ranging from news, upcoming meeting agendas, meeting minutes and video archive recordings, staff/department information, the full Parkville Municipal Code, every major public document (e.g., annual reports, annual budgets, adopted city plans & studies), information for residents (e.g., maps, police rules, development regulations, upcoming events and roadway improvement projects).

The City also has a Communications Team — consisting of our City Administrator, Assistant to the City Administrator, City Clerk, Public Works Director and Community Development Director — which convenes monthly to discuss items & stories to include in our upcoming Parkville Pulse e-newsletter and quarterly citywide newsletter.

The City of Parkville has a *Crisis Communications Plan 2020* (created January 20, 2021 and meant to augment the *Emergency Operations Plan*) which details the purpose of the time, implementation/response protocol, and communication tools & resources (e.g., media statement templates for natural disasters, injured employees, major crimes, or holding statements; designating spokesperson guidelines; checklists for internal and external communication; and partners' contact information).

4-C The city communications plan requires that information about accessibility of facilities and transportation options is included when publishing information about city activities and events.

___ Included in city plans. (Please cite and attach copies for documentation.)

The City of Parkville currently does not have such policy. However, the City requires that a Special Event Application be submitted to staff for review, and approval of a Special Event Permit occur for all events on City property (e.g., land, streets, sidewalks, parking lots, rights-of-way, public parks, nature sanctuaries). In conjunction with approval of these event — specifically large events such as festivals, parades and 5K/10K races — staff distributes a news/press release on our website and through our community-wide e-listserv to include information about road closures, detours and expected delays.

4-D The city has adopted and implements an emergency management plan, or has adopted and implements the county emergency management plan. The plan includes strategies on mitigation, preparedness, response and recovery.

___ Included in city plans. (See attached Ordinance No. 2176.)

The City of Parkville has adopted the *Platte County Emergency Management Plan* (dated January 18, 2005) as our official emergency management plan. This added a chapter to the Parkville Municipal Code, creating an emergency management agency, and naming the City Administrator as the “Director” of said agency. The provisions provide our Mayor and Director the ability to expend funds, make contracts, distribute materials & equipment, provide for the health and safety of persons and property, coordinate disaster plans and programs with state & federal partners, and appoint auxiliary fire and police personnel to serve on teams.

In March 2020 our Mayor declared a State of Emergency concerning the COVID-19 pandemic, which enabled the City government emergency authority to deal with the outbreak. The declaration invoked and declared in full force and effect all laws available for the exercise of emergency authority, for the protection of the lives and property of the people of the City of Parkville.

Action

4-D The city communication plan includes strategies to work with partners to inform people at risk of social isolation about community activities and events.

___ (Please cite and attach copies for documentation.)

The City of Parkville currently does not implement such communications strategies.

4-E The city partners with community organizations to develop and implement opportunities for utilizing and showcasing the skills and contributions of all ages, cultures and abilities.

___ (Please provide documentation.)

The City of Parkville currently does not implement such communications strategies.

4-F The city works with local, regional and state partners to educate residents about emergency/disaster preparedness planning. Partners may include MARC’s Metropolitan Emergency Management Committee (MEMC), the Community Disaster Resiliency Network (CDRN), home-delivered meals programs, community-based organizations, school districts, faith communities, retirement communities and others.

___ Completed. (Please provide documentation.)

The City of Parkville’s Police Captain is a member of MARC’s Metropolitan Emergency Manager’s Committee (MEMC) and coordinates with other emergency/disaster preparedness personnel throughout the region. Our Police Captain is also a member of MARC’s Regional Homeland Security Coordinating Committee (RHSCC) and is the Chair of the Kansas City Area Maritime Security Committee (KCAMSC). However, in terms of outreach & education, the City doesn’t do much aside from posting/sharing

information from MARC's MEMC webpage to our City's webpage.

5 Civic participation and employment



(See Making Your Community Work for All Ages — A Toolkit for Cities, Chapter 5)

Provide opportunities for residents to be involved and keep all residents informed of city affairs and of employment and volunteer opportunities and other ways to be engaged.

With increased levels of involvement in community affairs and civic life, citizens are well positioned to build connections and support communities for all ages.

Cities will benefit from welcoming residents to be employed or become involved in city affairs. Input and participation from residents of all ages will strengthen the city's programs and services.

Policy

5-A The city has a policy in place to encourage civic participation by all age groups in the community.

___ Existing policy. (Please cite and attach copies for documentation.)

No formal policy, however substantial planning processes (such as the Parkville 2040 Master Plan) specifically seek out feedback from a diverse range of citizens.

Action

5-B The city maintains and promotes a list of volunteer and employment opportunities within city government and offers an easy means to apply, including drop in, mail, on line and telephone.

___ Completed. (Please provide documentation.)

City employment opportunities are posted for the public on the City's website. We accept applications in person, via mail, and via email. The City makes information available about open volunteer positions on City Boards and Commissions and actively seeks out citizens for these positions.

5-C The city provides flexible options for volunteers of all ages and abilities, including training, recognition and guidance.

___ Completed. (Please provide documentation.)

The City provides training, recognition, and staff guidance for volunteers for City Boards and Commissions. The City regularly recognizes citizens for volunteerism including Eagle Scout projects, Parkville Nature Sanctuary volunteers, and trash pick-up.

5-D The city encourages stakeholders, community organizations and nonprofits serving its community to work with volunteers of all ages, cultures and abilities, using best practices and guidelines for volunteer engagement and management promoted by organizations such as the Shepherd Center's Coming of Age, the United Way of Greater Kansas City, United Way of Wyandotte County and Nonprofit Connect.

___ Completed. (Please provide documentation.)

The City does not currently do this.

5-E The city and its partners encourage local businesses to adopt flexible employment practices to meet the needs of citizens of all ages.

___ Completed. (Please provide documentation.)

The City does not currently do this.

5-F The city and its partners develop an outreach plan to ensure residents of all ages are included in community and civic conversations.

___ Completed. (Please provide documentation.)

While the City does not have a formal outreach plan, steps are taken to ensure that residents of all backgrounds are included in major planning decisions (again, such as the Parkville 2040 Master Plan).

5-G The city ensures that meeting locations are accessible to all residents and meet the communication needs and challenges of diverse populations.

___ Completed. (Please provide documentation.)

City meetings are generally held on the first floor of Parkville City Hall, which was designed to meet ADA standards. City meetings are livestreamed and archived for the public. The City has increased the usage of Zoom meetings to allow for attending virtually.

		2010	2019
Population			
Total Population		5,311	6,724
Density (per Sq. Mile)			
Population Density		359.2	454.7
Land Area (Sq. Miles)			
Area Total:		15.41	15.41
Area (Land)		14.79 96.0%	14.79 96.0%
Area (Water)		0.62 4.1%	0.62 4.1%
Sex			
Total Population		5,311	6,724
Male		2,775 52.3%	3,421 50.9%
Female		2,536 47.8%	3,303 49.1%
Age			
Total Population		5,311	6,724
Under 5 Years		312 5.9%	409 6.1%
5 to 9 Years		486 9.2%	436 6.5%
10 to 14 Years		413 7.8%	514 7.6%
15 to 17 Years		267 5.0%	300 4.5%
18 to 24 Years		682 12.8%	775 11.5%
25 to 34 years		286 5.4%	461 6.9%
35 to 44 Years		857 16.1%	735 10.9%
45 to 54 Years		954 18.0%	1,258 18.7%
55 to 64 Years		594 11.2%	1,004 14.9%
65 to 74 Years		305 5.7%	544 8.1%
75 to 84 Years		155 2.9%	248 3.7%
85 Years and Over		0 0%	40 0.6%
Race			
Total Population		5,311	6,724
White Alone		4,852 91.4%	6,104 90.8%
Black or African American Alone		112 2.1%	251 3.7%

American Indian and Alaska Native Alone	54	1.0%	14	0.2%
Asian Alone	233	4.4%	190	2.8%
Native Hawaiian and Other Pacific Islander Alone	0	0%	7	0.1%
Some Other Race Alone	14	0.3%	50	0.7%
Two or More Races	46	0.9%	108	1.6%
Average Household Size				
Average Household Size	2.7		2.7	
Highest Educational Attainment for Population 25 Years and Over				
Population 25 Years and Over:	3,151		4,290	
Less than High School	147	4.7%	89	2.1%
High School Graduate or More	3,004	95.3%	4,201	97.9%
Some College or More	2,693	85.5%	3,690	86.0%
Bachelor's Degree or More	1,961	62.2%	2,932	68.3%
Master's Degree or More	956	30.3%	1,273	29.7%
Professional School Degree or More	256	8.1%	410	9.6%
Doctorate Degree	33	1.1%	185	4.3%
School Dropout Rate for Population 16 to 19 Years				
Civilian Population 16 to 19 Years:	430		348	
Not High School Graduate, Not Enrolled (Dropped Out)	17	4.0%	16	4.6%
High School Graduate, or Enrolled (In School)	413	96.1%	332	95.4%
Unemployment Rate for Civilian Population in Labor Force 16 Years and Over				
Civilian Population in Labor Force 16 Years and Over:	2,896		3,641	
Employed	2,713	93.7%	3,475	95.4%
Unemployed	183	6.3%	166	4.6%
Household Income (In 2021 Inflation Adjusted Dollars)				
Households	1,898		2,454	
Less than \$10,000	46	2.4%	36	1.5%
\$10,000 to \$14,999	15	0.8%	1	0.0%
\$15,000 to \$19,999	14	0.7%	57	2.3%
\$20,000 to \$24,999	30	1.6%	88	3.6%
\$25,000 to \$29,999	64	3.4%	55	2.2%
\$30,000 to \$34,999	55	2.9%	32	1.3%
\$35,000 to \$39,999	76	4.0%	178	7.3%

\$40,000 to \$44,999	74	3.9%	42	1.7%
\$45,000 to \$49,999	63	3.3%	37	1.5%
\$50,000 to \$59,999	127	6.7%	150	6.1%
\$60,000 to \$74,999	124	6.5%	53	2.2%
\$75,000 to \$99,999	162	8.5%	132	5.4%
\$100,000 to \$124,999	132	7.0%	227	9.3%
\$125,000 to \$149,999	104	5.5%	263	10.7%
\$150,000 to \$199,999	225	11.9%	323	13.2%
\$200,000 or More	586	30.9%	780	31.8%
Median Household Income (In 2021 Inflation Adjusted Dollars)				
Median Household Income (In 2021 Inflation Adjusted Dollars)	\$118,586		\$138,092	
Households with Self-Employment Income				
Households:	1,898		2,454	
With Self-Employment Income	415	21.9%	352	14.3%
No Self-Employment Income	1,483	78.1%	2,102	85.7%
Median Year Structure Built				
Median Year Structure Built	1991		1995	
House Value for All Owner-Occupied Housing Units				
Owner-Occupied Housing Units:	1,455		2,026	
Less than \$20,000	0	0%	0	0.0%
\$20,000 to \$49,999	12	0.8%	0	0.0%
\$50,000 to \$99,999	52	3.6%	20	1.0%
\$100,000 to \$149,999	104	7.2%	68	3.4%
\$150,000 to \$299,999	311	21.4%	481	23.7%
\$300,000 to \$499,999	423	29.1%	903	44.6%
\$500,000 to \$749,999	331	22.8%	392	19.4%
\$750,000 to \$999,999	138	9.5%	81	4.0%
\$1,000,000 or More	84	5.8%	81	4.0%
Median House Value for All Owner-Occupied Housing Units				
Median Value (In 2021 Inflation Adjusted Dollars)	\$413,918		\$416,738	
Means of Transportation to Work for Workers 16 Years and Over				
Workers 16 Years and Over:	2,681		3,488	
Car, Truck, or Van	2,296	85.6%	3,203	91.8%

Drove Alone	2,031	75.8%	3,104	89.0%
Carpooled	265	9.9%	99	2.8%
Public Transportation (Includes Taxicab)	52	1.9%	21	0.6%
Motorcycle	0	0%	0	0.0%
Bicycle	0	0%	0	0.0%
Walked	42	1.6%	26	0.8%
Other Means	47	1.8%	17	0.5%
Worked At Home	244	9.1%	221	6.3%
Travel Time to Work for Workers 16 Years and Over				
Workers 16 Years and Over:	2,681		3,488	
Did Not Work At Home:	2,437	90.9%	3,267	93.7%
Less than 10 Minutes	310	11.6%	340	9.8%
10 to 19 Minutes	803	30.0%	907	26.0%
20 to 29 Minutes	705	26.3%	885	25.4%
30 to 39 Minutes	371	13.8%	653	18.7%
40 to 59 Minutes	161	6.0%	438	12.6%
60 to 89 Minutes	21	0.8%	26	0.8%
90 or More Minutes	66	2.5%	18	0.5%
Worked At Home	244	9.1%	221	6.3%
Average Commute to Work (In Min)				
Average Commute to Work (In Min)	19		24	
Health Insurance				
Total:			6,696	
No Health Insurance Coverage	No Data		354	5.3%
With Health Insurance Coverage			6,342	94.7%
Public Health Insurance			1,040	15.5%
Private Health Insurance			5,964	89.1%

Sources: ACS 2010 (5-Year Estimates), ACS 2019 (5-Year Estimates)

Parkville

Missouri

Resident Guide



Parkville offers 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.

2017 Elected Officials

Mayor

Nanette K. Johnston

Aldermen

Diane Driver Ward 1
Tina Welch Ward 1
Dave Rittman Ward 2
Jim Werner Ward 2
Robert Lock Ward 3
Douglas E. Wylie Ward 3
Marc Sportsman Ward 4
Greg Plumb Ward 4

2017 Administration Officials

Interim City Administrator

Kirk Davis

Senior Management Team

Kevin Chrisman Police Chief
Matthew Chapman Finance / Human Resource Director
Alysen Abel Public Works Director
Stephen Lachky Community Development Director
Melissa McChesney City Clerk
Timothy Blakeslee Assistant to the City Administrator
Michelle Hefley, City Treasurer

Welcome to Parkville!

Parkville is a small town nestled on the Missouri River near the Kansas City metropolitan area. In Parkville, connecting with the community is a way of life. To help you get settled and learn about your community, we have prepared this guide which contains helpful information about Parkville.

Inside the guide you will find:

- History about Parkville and the founding of our community
- A list of elected officials
- A directory of City services resident resources and helpful phone numbers
- Overview of neighborhoods and activities in Parkville

Should you have any questions not answered in this guide, please call City Hall at (816) 741-7676.

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 in Platte County, Missouri.

Population: 6,296 (2015 estimate)

Median Household Income: \$117,955

Median House Value: \$346,900

Location: 10 miles northwest of downtown Kansas City

Total Land Size: 14.79 square miles



Your City Government



Parkville operates under a Mayor-City Administrator-Aldermen form of government. The mayor is elected at-large for a three-year term 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. They are committed to providing efficient and quality services essential to the quality of life citizens enjoy in Parkville.

Stay Connected

Stay connected to learn about Parkville, your city government and events through the City's various social media platforms, including Facebook, Twitter, Vimeo and Live Stream. Visit the City's website <http://parkvillemo.gov> for the latest news and sign up for e-mail updates.





History

Originally a steamboat landing, Parkville began to take shape when Colonel George S. Park purchased the site in 1838 and built his home on the bluffs above the Missouri River. In 1844, Park formally platted the town of Parkville and by 1850, a thriving community existed on the banks of the Missouri River. The City has a colorful past and there are numerous historical accounts of conflicts over the evils of slavery and the free use of whiskey. By the 1850s Park had built a hotel known as “Old Number One”, which for a while was used as Park College. Park’s dream for a college was realized in 1875 and students helped build many of the structures on campus. By 1877 there were general stores, a shoe store, grocery, hardware, blacksmith shop and two hotels. Many of those little shops and stores are home to today’s shops and restaurants. In 1880, Parkville’s population stood at 482, compared to an estimated 6,296 in 2015. Parkville has survived through floods, train derailments and controversial issues and is now known regionally for the exceptional quality of life the community has to offer.



About your Community

Municipal Services and Utilities

The City of Parkville provides many municipal services including police, public works, parks, community development and municipal court. The City provides public wastewater services for a majority of the city.

Transportation and Facilities

Parkville is located near Interstate 435, Interstate 29, Interstate 635 and Missouri Route 152. Missouri state highways 45 and 9 also bisect the city. Residents have a short commute into downtown Kansas City, the Kansas City International Airport and Kansas City’s Downtown Airport.

Educational Facilities

The City is served by the Park Hill School District, which currently holds an “accredited with distinction” rating from the Missouri Department of Elementary and Secondary Education, which is the highest attainable rating. Residents have easy access to several colleges and universities for undergraduate, graduate and continuing education opportunities. The city is home to Park University, a private, four-year institution founded in 1875.

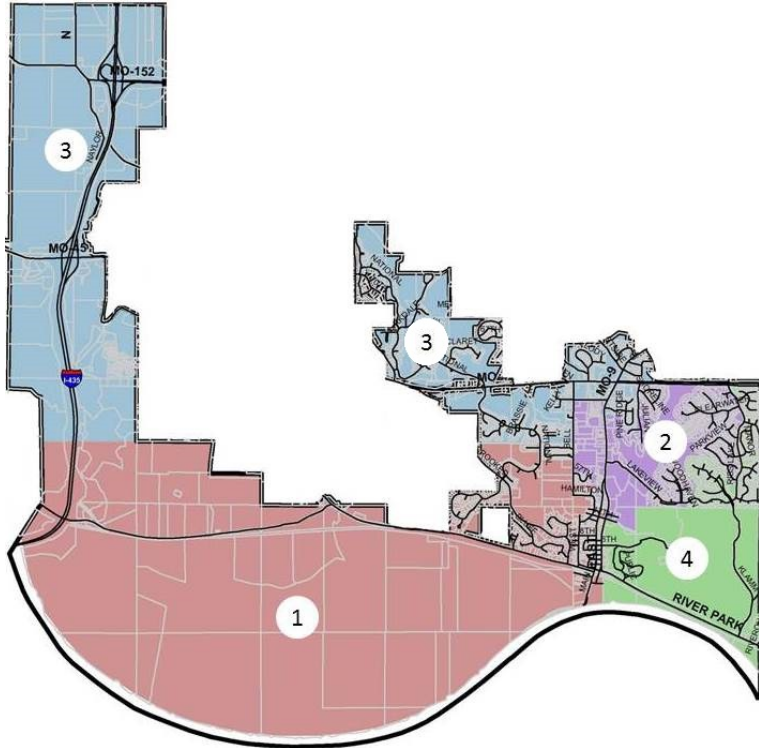
Recreational Facilities

The City is well known for its restaurants and “Main Street” appeal. The City maintains five public parks and two nature sanctuaries and assumed maintenance duties of Platte Landing Park in summer 2014. Parkville is also home to The National Golf Club, a private golf course designed by Tom Watson.

Parkville Board of Aldermen



Mayor
Nan Johnston
njohnston@parkvillemo.gov



Ward 1



Diane Driver
ddriver@parkvillemo.gov



Tina Welch
twelch@parkvillemo.gov

Ward 2



Dave Rittman
drittman@parkvillemo.gov



Jim Werner
jwerner@parkvillemo.gov

Ward 3



Douglas E. Wylie
dwylie@parkvillemo.gov



Robert Lock
rlock@parkvillemo.gov

Ward 4



Marc Sportsman
msportsman@parkvillemo.gov



Greg Plumb
gplumb@parkvillemo.gov



Local Utilities

Utility	Service By	Telephone	Address
Electricity & Street Lights	Kansas City Power & Light http://www.kcpl.com	(816) 471-5275	8325 N. Platte Purchase Dr. Kansas City, MO 64118
Gas	Missouri Gas Energy http://www.missourigasenergy.com	(816) 756-5252	7500 East 35 th Terrace Kansas City, MO 64129
Sewer	City of Parkville	(816) 741-7676	8880 Clark Avenue Parkville, MO 64152
	Platte County Regional Sewer District http://www.pcrsd.com	(816) 858-2052	414 State Route 273 Tracy, Missouri 64079
Water	Missouri American Water <i>Start/stop service</i> http://www.mawc.com	(816) 741-2992 866-430-0820	101 E. First Street PO Box 12001 Parkville, MO 64152
	Consolidated Public Water Sewer District #1	(816) 891-2457	18205 MO-45 PO Box 5 Kansas City, MO 64152
Trash & Recycling	Blacksher Trash Service http://www.blackshertrashservice.com	(816) 891-0861	8427 N. Carson Avenue Kansas City, MO 64153
	Deffenbaugh http://www.deffenbaughinc.com	(913) 631-3300	2601 Midwest Drive Kansas City, KS 66111
	Republic Services http://www.republicservices.com	(816) 254-1470	3150 N. 7 th Street Trafficway Kansas City, KS, 66115
	Surplus Exchange http://www.surplusexchange.org	(816) 472-0444	518 Santa Fe Street Kansas City, MO 64105
	Mid-America Regional Council http://www.recyclespot.org	(816) 513-8400	4707 Deramus Kansas City, MO 64120
	Ripple Glass http://www.rippleglass.com	(816) 221-4527	1642 Crystal Avenue Kansas City, MO 64126

City of Parkville Sewer Utility Billing

The City of Parkville has many convenient ways to pay your sewer bill:

- **Pay by Phone:** (816) 741-7676
- **Online:** <http://parkvillemo.gov/online-sewer-payments/>
- **Drop Box:** Located in the parking lot north of City Hall, 8880 Clark Avenue
- **Direct payment via ACH:** <https://parkvillemo.gov/download/ACHForm.pdf>
- **In Person :** 1st floor of City Hall, 8880 Clark Avenue
- **Start or stop service:** Call (816) 741-7676 or stop by City Hall, 8880 Clark Avenue



Solid Waste & Recycling

Spring and Fall Cleanup	The City of Parkville holds clean up events annually in the spring and fall. Items collected include: • Small limbs, leaves and grass • Used batteries • Scrap metal and metal products • Water heaters • Auto parts • Auto parts • Air conditioners (no compressors) • Washers and dryers (no motors) • Furniture • Household debris
Curbside Pickup	The City provides curbside pickup services annually in the spring and fall for yard debris including leaves, small limbs and grass clippings. Items must be placed on the curb by 7 a.m. and must be able to be picked up and carried by one person. Yard waste must be bagged and limbs must be bundled at a maximum length of 4 feet.
Yard Waste Drop Off	Parkville residents can drop off yard waste at no charge at 6105 NW River Park Drive annually during a 3 week period in spring and fall. Yard waste does not have to be bagged.
Household Hazardous Waste Recycling	Parkville and Platte County are members of the Mid-America Regional Council Solid Waste Management District's HHW Program. Items accepted include: • Paint • Automotive Products • Antifreeze • Batteries • CFL light bulbs • Fertilizers • Hazardous cleaners • Household cleaners • Pool chemicals • Used oil and thinners Residents may also deliver HHW-acceptable items on Thursdays and Fridays from 9 a.m. to 6 p.m. and Saturdays from 9 a.m. to 4 p.m. throughout the year at the HHW Center at 4707 Deramus Avenue, Kansas City, Missouri. Proof of residency is required.
Yard Waste & Brush Drop Off	The City of Parkville participates with Gladstone, Pleasant Valley, Liberty and Lake Waukomis to give residents the opportunity to drop off yard waste and brush throughout the year at the Regional Brush/Yard Waste Recycle Facility at 4000 NE 76th Street, Gladstone, Missouri. The program is available from 9 a.m. to 4 p.m. to residential customers on Monday, Wednesday and Fridays. Yard waste must be bagged and there is a charge per bag, truck and/or trailer. Proof of residency is required.
Electronics Recycling	Throughout the spring and summer, the City partners with the Parkville Commons and Surplus Exchange to collect anything with a cord or battery (working or not) during electronics recycling events in the parking lot at Parkville City Hall. These events are open to everyone. Items that can be recycled for free include appliances, cell phones, non-CRT televisions and other electronic items. There is a charge to recycle CRT televisions.



Public Safety

Parkville Police Department



The Parkville Police Department provides comprehensive law enforcement services to Parkville, approximately 14.79 square miles with a total population of approximately 5,554 residents (2010 Census). The Department patrols five state highways and one major interstate. When fully staffed, the department has 17 sworn officers and one civilian employee and handles a broad variety of calls for service, as well as traffic enforcement for the City of Parkville. <http://parkvillemo.gov/departments/police-dept/>

Parkville Emergency Management

The Parkville Police Department serves as the City's emergency management agency and Captain Jon Jordan serves as the Parkville Emergency Management Director. To receive text and/or e-mail notifications about weather and other emergencies in the area, visit <http://plattesherriff.org/platte-county-connection>.

Platte County Sheriff's Office



The Platte County Sheriff's Office's mission is to enforce the law, preserve the peace, establish good order and provide a safe and secure environment. Follow them on Twitter [@PlatteCoSheriff](https://twitter.com/PlatteCoSheriff). The office is located at 415 Third Street, Suite 10, Platte City, Missouri 64079. If you live in unincorporated Platte County, you will be served by the Platte County Sheriff's Office.

Fire Protection Services



The Southern Platte Fire Protection District provides fire protection services for Parkville and southern Platte County. When you call 9-1-1 with a fire emergency, you will be served by the Southern Platte Fire Protection District. Follow them on Twitter at [@SPFPD](https://twitter.com/SPFPD).

Missouri Highway Patrol



The Missouri State Highway Patrol is the highway patrol agency for Missouri and has jurisdiction anywhere within the state. The Missouri State Highway Patrol is a division of the Missouri Department of Public Safety. Troop A is located in Lee's Summit and serves Platte County. Follow them on Twitter [@MSHPTrooperA](https://twitter.com/MSHPTrooperA).

Ambulance Services



American Medical Response provides ambulance services within the City under contract with the Southern Platte County Ambulance District. <https://www.amr.net/>



Resident Resources

ANIMAL CONTROL

Residents are only allowed to have three dogs or three cats or a combination limited to three per residence. Dogs over 6 months old must be licensed and have a current rabies vaccination. Dogs must be leashed and loose animals will be picked up. The Parkville Police Department handles animal control for the city. (816) 741-4454

BUILDING PERMITS

Building permits are required for new construction, tenant finish, demolition, electrical, mechanical, and plumbing and other items including additions, alterations, remodeling, repairing or roofing. <http://parkvillemo.gov/business/development-permits/>

COMMUTING

The Kansas City Area Transportation Authority provides bus service in the Kansas City metropolitan area. Call (816) 221-0660 or visit www.kcata.org. RideShare is another service for commuters. Visit www.ridesharekc.org to match your schedule with other commuters.

DRIVER'S LICENSES, VEHICLE REGISTRATION AND LICENSE PLATES

The Missouri Department of Revenue License Bureau is located at 6400 N. Cosby, Kansas City, Missouri 64151. The bureau can issue state identification, driver's licenses, motor vehicle registration and license plates. New state residents may obtain a tax waiver from the Platte County Assessor's Office. <http://dor.mo.gov/motorv/>

HOME-BASED BUSINESSES

All in-home businesses require a business license issued by the City. Advertising, outdoor storage or excess vehicles or pedestrian traffic for the business are prohibited. Call (816) 741-7676 for more information.

HOSPITALS AND URGENT CARE

Mosaic Life Care: Located at 6185 Jefferson, Parkville, MO and 6301 Lucerne, Kansas City, MO provides family care, urgent care and emergency care. <https://www.mymosaiclifecare.org/>.

St. Luke's North Hospital: Located at 5830 Barry Road, Kansas City, is a full-service medical center. <https://www.saintlukeshealthsystem.org/>.

North Kansas City Hospital: Located at I-35 and Armour Road/Hwy 210, is a full-service medical center. <http://www.nkch.org/>

Providence Medical Center: Located at 8929 Parallel Parkway, Kansas City, KS, is a full-service medical center. <http://www.providencekc.com/>

University of Kansas Hospital: Located about 9 miles in Kansas City, KS is a full-service medical center. <http://www.kumed.com/>

Platte County Health Department: The Parkville branch is located at 1201 East Street and provides clinic services and immunizations. <http://www.plattecountyhealthdept.com/>

Children's Mercy Northland Clinic: Located at 501 NW Barry Road, Kansas City, MO, provides urgent care, laboratory and specialty clinics. <http://www.childrensmercy.org/northland/>

Healthcare Clinic at Walgreens: Located at 6365 Lewis Drive, Parkville MO is a retail clinic operating inside Walgreens open 7 days a week seeing walk-in patients. www.walgreens.com

MinuteClinic at CVS: Located at 5440 NW 64th Street, Kansas City, MO is a retail clinic operating inside CVS open 7 days a week seeing walk-in patients. <http://www.cvs.com/minuteclinic/>

Additionally, there are numerous physicians and dentists which serve the residents of Parkville.

LIBRARIES

The Mid-Continent Public Library is the largest library system in the metropolitan area with 35 libraries serving over 770,000 people, with one located in Parkville at 8815 Tom Watson Parkway. <http://www.mymcpl.org/>.

MAIN STREET PARKVILLE ASSOCIATION

The Main Street Parkville Association is a volunteer, membership organization dedicated to preserving and promoting historic downtown Parkville. <http://parkvillemo.org>

NEWSPAPERS

Parkville is served by two weekly newspapers. The Platte County Citizen and the Platte County Landmark are both available by subscription. <http://www.plattecountycitizen.com/>
<http://www.plattecountylandmark.com/>

PARKVILLE CHAMBER OF COMMERCE

The Parkville Chamber of Commerce focuses on community involvement, member education and provides networking opportunities. The Chamber annually selects a charity of choice to support through fundraising events. <http://www.parkvillechamber.com/>

PARKVILLE ECONOMIC DEVELOPMENT COUNCIL

The Parkville Economic Development Council can help you build a new business or locate your organization to our thriving community. It understands the needs of businesses and developers and how Parkville can help meet those needs. <http://www.parkvilleedc.com>

PLATTE COUNTY

Platte County offers various services to Parkville residents, including personal and real estate property taxes, property assessments and health services. <http://www.co.platte.mo.us>

PLATTE COUNTY CONVENTION & VISITORS BUREAU

The Bureau helps to promote all there is to see and do in Platte County. <http://visitplatte.com/>

PROPERTY MAINTENANCE CODE

The Property Maintenance Code ensures the public health, safety and welfare of the residents and applies to all existing residential and non-residential structures and all existing premises and outlines

minimum requirements and standards for premises, structures, equipment and facilities for lights, ventilation, space, heating, sanitation, protection from the elements, life safety, safety from fire and other hazards and for safe and sanitary maintenance. It is the responsibility of the owners, operators and occupants to comply with the Code. <http://parkvillemo.gov/departments/community-development/>

POST OFFICE

The post office is located in downtown Parkville at 105 East Street. For more information, visit <https://www.usps.com/> or call (816) 741-5973.

SIGNS

Signs on public property require a sign permit from the Community Development Department and cannot be attached to any public utility pole, in the street right-of-way or in the median, or on public property. Signs can be placed on private property only with the property owner's permission. They must not exceed 6 square feet in total.

SCHOOLS

Park University: Located in downtown Parkville, Park University is a four-year college offering undergraduate and graduate degrees. Besides the Parkville campus, Park has 39 other campuses across the country, including 2 others in Kansas City. <http://www.park.edu>

Park Hill School District: The District provides education for K-12, with 10 elementary schools, including Graden Elementary in Parkville; one school for sixth grade; two schools for 7th and 8th grades; and two high schools for 9th through 12th grades. <https://www.parkhill.k12.mo.us/>. To determine which school your family will be attending visit the website, click on District Information and select the School Locator Boundary Tool.

TREE LIMBS

Residents can get help trimming trees that are endangering power lines on private property or removing trees and limbs on public property and along state highways. Kansas City Power & Light has a tree trimming program for private property. Contact KCP&L at 1-800-541-0545 ext. 4. The Public Works Department will remove trees and limbs that have fallen on city streets and trees located on Highway 45 and Highway 9 will be removed by MoDOT.



Who to call at City Hall?

Administration (816) 741-7676

Contact us for:

- City Administration information
- City organizational information
- Annual budgets
- City policies
- Sewer utility billing

Business Services (816) 741-7676

Contact us for:

- Business licenses
- Solicitor/peddler/canvasser permits
- Economic development

City Clerk (816) 741-7676

Contact us for:

- Liquor licenses
- Elections
- Online municipal code
- Board of Aldermen agendas and minutes
- Volunteer boards and commissions
- Open records requests
- Public information

City Communications (816) 741-7676

Contact us for:

- Resident newsletters
- City public relations and events
- City social media outlets
- Press releases
- City website <http://parkvillemo.gov>

Community Development (816) 741-9313

Contact us for:

- Zoning
- Building permits
- Code enforcement
- Sign regulations
- Building codes
- Development permits

Municipal Court (816) 741-1332

Contact us for:

- Court records and information
- Court payment processing
- City Code and ordinance violations

Human Resources (816) 741-7676

Contact us for:

- Job postings
- Recruitment and hiring process

Finance (816) 741-7676

Contact us for:

- Monthly financial reports
- Accounts payable and receivable

Public Works (816) 741-7676

Contact us for:

- Capital improvement projects
- Sewer maintenance and repairs
- Street construction
- Stormwater quality
- Recycling opportunities

Police Department

(816) 741-4454

- Fingerprinting
- House watch services
- Police report copies
- Shop with a Cop
- Crime prevention
- Child restraint safety seat installation
- Animal control

PW – Operations

(816) 741-0824

Contact us for:

- Snow removal
- Street maintenance (potholes, signs, etc.)
- Street sweeping
- Traffic signals
- Park maintenance
- Off-leash dog park

**Platte County**<http://www.co.platte.mo.us/>

Assessor	(816) 858-3310	Personal property and real estate taxes
Collector	(816) 858-3356	Tax payments, assessed valuations, real estate legal descriptions
County Clerk	(816) 858-3340	County liquor licenses, tax levies, County Commission meetings
County Commission	(816) 858-3334	County policies, county regulations, county boards and commissions
Elections	(816) 858-4400	Voter registration, election dates, absentee voting
Health Department	(816) 587-5998	Clinic services, food permits, birth and death certificates, senior services, consumer protection, WIC program administration
Parks & Recreation	(816) 858-3419	County parks, trail maps, ball field and shelter reservations
Planning & Zoning	(816) 858-3338	County maps, water quality, zoning, stormwater, subdivisions
Recorder of Deeds	(816) 858-3326	Marriage licenses, state and federal tax liens, deeds, easements
Sheriff	(816) 858-2424	Oversees county roads, animal control, jails
Emergency	9-1-1	24-hour emergency service
Non-Emergency	(816) 858-3521	24-hour non-emergency service

State of Missouri<https://www.mo.gov/>

Attorney General	(573) 751-3321	No-call list registration, business registrations, consumer complaints, consumer protection
Governor	(573) 751-3222	State budget, bills, laws, state constitution
Motor Vehicle	(573) 526-2407	Driver's licenses, license plates, vehicle property taxes
Local Office	(816) 584-8651	6400 N Cosby, Kansas City, MO 64151
Natural Resources	(573) 751-3443	State parks, environment, water quality, air pollution
Revenue	(573) 751-3505	Income tax, identity theft, motor vehicle, drivers' license
Secretary of State	(573) 751-4936	Ballot measures, starting a business, voter registration
Social Services	800-392-1261	Report child abuse, child support, temporary assistance
State Highway Patrol	(816) 622-0800	Patrols state highways, background checks, amber alerts



Volunteer Boards & Commissions

Get involved with your City Government! By getting involved, you have the unique opportunity to help foster new ideas, implement improvements and future growth for your community. Contact the City Clerk for more information at (816) 741-7676.

Board of Appeals

The Board considers applications for appeal where it is alleged that the Property Maintenance Code has been incorrectly interpreted, do not fully apply and are adequately satisfied by other means. Meetings are held within 20 days of the date an appeal is received.

Board of Zoning Adjustment

Parkville Municipal Code Section 480.010: The Board acts on appeals of decisions made by staff in enforcement of the Zoning Code, variances not contrary to public interests and in cases when enforcement of the Code will result in unnecessary hardship; special exceptions and other considerations as authorized by the Board of Aldermen. Meetings are held the 4th Wednesday monthly.

Community Land & Recreation Board

Parkville Municipal Code Chapter 150: Acts in advisory capacity to study trees and shrubs along streets and in public areas; reviews matters of park planning; and makes recommendations regarding public neighborhood beautification project requests, event approvals on public right-of-way and park land; and procedures for carrying out such events. Meetings are held on the 2nd Wednesday monthly.

Planning & Zoning Commission

RSMo 89.320: The Commission reviews and makes recommendations on zoning, subdivision plats; development plans; zoning and subdivision text amendments; adoption, periodic review and updates of the City's Master Plan; and other related activities. Meetings are held the 2nd Tuesday monthly.

Ethics Commission

Parkville Municipal Code Section 107: The Commission has the power to render advisory opinions to the Board in all ethics complaints and to investigate and report on allegations of violations of the Code of Ethics and ordinance provisions concerning conflicts of interest and financial disclosure by all elected and appointed officials and all employees of the City.

Industrial Development Authority (IDA)

Resolution No. 07-01-07: The IDA promotes and coordinates with industry, labor and trade associations and governmental agencies to promote trade, industrial and business development, development, industrial parks, ports and adjuncts thereto; educate the general public about information relating to the same; conduct studies and investigations regarding establishment of industrial parks and ports, improving trade and industrial and business development; and promote and solicit industrial and economic development projects, as authorized by RSMo 349.010.

TIF Commission

RSMo 99.820 and Parkville Municipal Code Section 160: The Commission can enter into contracts related to redevelopment plans; acquire and dispose of property; clear any area of existing structures; renovate, rehabilitate or construct any structure; install, repair, construct, reconstruct or reallocate streets, utilities and site improvements; fix and collect rents; accept grants, guarantees and donations or property, labor or other things of value; acquire and construct public facilities; incur redevelopment costs and issue obligations, make payments in lieu of taxes; disburse surplus funds from the special allocation fund to taxing districts; and charge redevelopment costs incurred by its clerk or other official in administering the project.



Enjoy Parkville

Parkville's historic riverfront and downtown are an eclectic mix of recreation, education, shopping and entertainment. Residents and visitors can enjoy five parks, two nature sanctuaries and miles of trails.



English Landing Park

English Landing Park is a 68-acre facility with several amenities, including three miles of walking trails, a large playground area, a boat ramp, picnic shelters, sand volleyball court and a disc golf course. The park, with its scenic walking trails that closely parallel the winding Missouri River, is like none other in the metro area.

Platte Landing Park

Platte Landing Park is a 7.63 acre park located adjacent to English Landing Park on the Missouri River and includes two miles of trails, an off-leash area for dogs and a new boat ramp into the main channel of the Missouri River. The park is a cooperative effort between Platte County and the City.



Nature Sanctuary

The Parkville Nature Sanctuary is a 115-acre wildlife preserve and educational site made accessible by nearly three miles of hiking trails. The Sullivan Nature Sanctuary is located on the north side of Platte Landing Park along Rush Creek.

Historic Downtown

Downtown Parkville is filled with eclectic array of shops and historic buildings, each offering a unique shopping experience. Events include the 4th of July festival, Microbrew Fest, Parkville Days, Christmas on the River and Cruise Nights.



Parkville Farmer's Market

The Parkville Farmer's Market is located downtown and is open from 7 a.m. to noon on Saturdays and from noon to 4 p.m. on Wednesdays. The season begins in late April and ends in late October.



Neighborhoods



The Bluffs

The Bluffs subdivision is located just west of downtown Parkville nestled in the forest up the winding bluff roads overlooking the Missouri River. Homes throughout the neighborhood have very unique architectural designs.



Main Street

Main Street has historic charm and tree-lined views that are just a short walk into downtown Parkville.



Melody Heights

The Melody Heights subdivision is located on Highway 45 north of the Parkville Commons. It is a quiet, well-established community conveniently located near a variety of amenities Parkville has to offer.



The National

Located along Highway 45, the National subdivision is close to shopping, great parks, wonderful schools and a golf course designed by Tom Watson. It offers a maintenance-free community with Cape Cod architecture, white picket fences and spectacular views.



Pinecrest

The Pinecrest subdivision is located on Route 9 south of Highway 45. Pinecrest is nestled in a wooded area across from Parkville Commons and the Platte County Community Center and is in the midst of all the excitement that Parkville has to offer.



Riss Lake

Nestled in the hills of scenic Parkville, at Highway 45 and Riss Lake Drive, Riss Lake's 134-acre lake fills a growing need for seclusion among scenic, natural features with surrounding landscape.



Thousand Oaks

Portions of the Thousand Oaks subdivision are located within the Parkville city limits. It combines the concepts of nature and community and has an extensive system of green spaces, trails, lakes, nature reserves and amenities.

WELCOME HOME

Parkville
Missouri



Public Information, City of Parkville, Missouri
8880 Clark Avenue, Parkville MO 64152

Parkville

Missouri

2021 Year in Review



Parkville offers 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.



2021 Elected Officials

Nanette K. Johnston *Mayor*
Tina Welch *Ward 1 Alderman*
Philip Wassmer *Ward 1 Alderman*
Dave Rittman *Ward 2 Alderman*
Brian T. Whitley *Ward 2 Alderman*
Robert Lock *Ward 3 Alderman*
Douglas P. Wylie *Ward 3 Alderman*
Marc Sportsman *Ward 4 Alderman*
Greg Plumb *Ward 4 Alderman*

2021 Administration Officials

Joe Parente *City Administrator*
Kevin Chrisman *Police Chief*
Matthew Chapman *Finance / Human Resource Director*
Alysen Abel *Public Works Director*
Stephen Lachky *Community Development Director*
Melissa McChesney *City Clerk*
Michelle Hefley *Treasurer*
Jeffery Rhodes *Assistant to the City Administrator*

Employees Recognized in 2021 for Years of Service

Ed Gault, Community Development *25 years*
Tom Barnard, Public Works *15 years*
Randall Stone, Police Department *15 years*
Jeremy Gee, Police Department *10 years*
Mark Hill, Police Department *5 years*
Stephen Lachky, Community Development *5 years*
Bonnie Buckmaster, Public Works *5 years*
Aaron Shaffner, Public Works *5 years*
Michelle Hefley, Administration *5 years*



@CityofParkville @parkvillemo parkvillemo64152 City of Parkville

In Memory of Alan Schank

In 2021, the City lost a long-time employee and friend Alan Schank. Alan was originally hired on March 25, 1987, as a laborer for the Public Works Department and was promoted to Director of Operations in July 2010. In 2016, Alan received the Field Supervisor Excellence from the Kansas City Metro Chapter of the American Public Works Association. Alan passed away on December 29th and will be missed by the City and Parkville residents.



COVID-19

As the COVID-19 pandemic continued throughout 2021, the City did not slow down. The following document highlights the accomplishments of 2021 from the hard work of the employees of the City of Parkville.

City Assisted with Mass Vaccination Site

The City of Parkville helped the Platte County Health Department set up a mass vaccination site in Riverside. The City's Public Works Department staff assisted other organizations with setting up tables, chairs and screens in the large warehouse facility to provide proper social distancing. On February 16, the Board of Aldermen approved Resolution No. 21-003 supporting COVID-19 vaccination distribution in Platte County.

City Awards

Parkville named Tree City USA for 31st Consecutive Year

For the 31st year in a row, the City of Parkville was named a Tree City USA by the Arbor Day Foundation in honor of its commitment to effective urban forest management. Parkville is one of only 15 communities in Missouri that has been named as Tree City USA for 31 years or more.



City plants trees for Arbor Day

City received Distinguished Budget Presentation Award

For the sixth consecutive year, the City received the Distinguished Budget Presentation Award for the 2020 Annual Budget from the Government Finance Officers Association. The award is the highest form of recognition in governmental budgeting.

Mayor Johnston started Good Citizen Award program

Initiated in 2021 by Mayor Nan Johnston, the Good Citizen Award is presented to citizens for their outstanding contributions to the community. By spotlighting these individuals, we reflected upon the quality of citizenship in our community. The following were recognized in 2021:



David Windsor picks up litter on daily walks in Riss Lake



Dan Day is an active volunteer at Parkville Nature Sanctuary



Pat Harris and Bruce Duffin are active volunteers at Parkville Nature Sanctuary



Ken Parrish, Stacey Slover and Melissa Walsh coordinated Turkey Trot

Award recipients were recognized at a Board of Aldermen meeting and in the Parkville Volunteer Spotlight segment in the Parkville Pulse, a monthly e-newsletter.

Citywide Projects

2022 Budget and 2022-2027 Capital Improvement Program adopted

On December 21, the Board of Aldermen adopted the 2022 budget and 2022-2027 Capital Improvement Program totaling approximately \$17.1 million.

City sponsored sixth Paint Parkville purchase award

The 9th Annual Paint Parkville event was held August 1-7, 2021. The City of Parkville proudly sponsored its sixth purchase award to support the event and to bring talented artists into the community. This year's theme was the Missouri River. Mayor Nan Johnston presented the City's award to winning artist Elaine Haake for her painting titled "Early Morning River Walk" at the Board of Aldermen meeting on September 21.

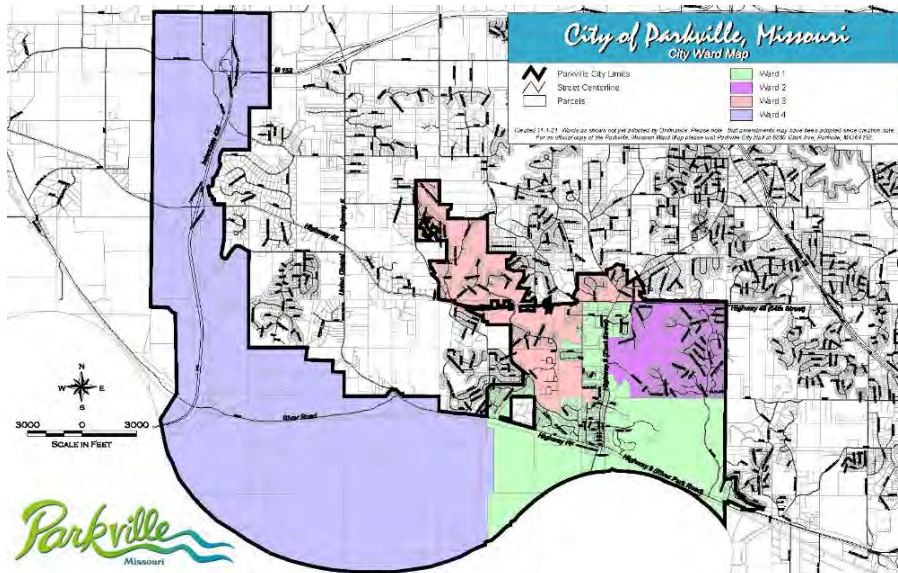


Elaine Haake and Mayor Johnston

Board of Aldermen

Board approved revisions to City's Ward Map

The Parkville Board of Aldermen approved revisions to the City's ward map which determines the areas of the community represented by the City's elected officials. The U.S. Census Bureau recently released their 2020 decennial data and the City is required to draw new ward boundaries to take into account new growth in the community and to create balanced wards in terms of population. The Board of Aldermen approved the revised ward map on November 16, prior to candidate filing in December so the new boundaries would be effective for the April 5, 2022, General Municipal Election.



New ward map

The revised ward map keeps neighborhoods together in the same ward and makes the wards more proportionate and balanced in terms of population. The large amount of population growth in western Parkville resulted in the placing of the entire area in a single ward.

Board set goals for 2021-2022 during virtual strategic planning session

On August 20, the Board of Aldermen and senior management staff held the annual strategic planning session. The Board and staff focused on five goal areas to prioritize resource allocation and guide decision-making: economic development, financial stability, infrastructure and public facilities, parks and recreation and service delivery and communications.

Economic Development: Develop an annexation and city service areas strategy, promote downtown redevelopment and vibrancy and promote economic development.

Financial Stability: Pursue use tax ballot initiative after state legislature clarifies rules, establish development fees where growth pays for growth; use special district tools to fund needs for specific business areas, neighborhoods or developments in the community; leverage outside resources; explore whether to put a general obligation bond on ballot for 2024 or lower taxes; and explore options to use savings from NID debt relief, as well as new revenue from the Creekside development project.

Infrastructure & Public Facilities: Improve connectivity and safety with transportation improvements; improve condition and life of infrastructure; and provide quality public facilities located to best serve the community.

Parks & Recreation: Invest park sales tax money wisely to enhance the community.

Service Delivery & Communications: Communicate more effectively with community stakeholders; fully utilize available technology for City operations and security with tech support needed for improved staff efficiency and effectiveness; and attract and retain high performing staff.

Board of Aldermen established Diversity & Inclusion Commission

In May, the Board of Aldermen adopted an ordinance that established the Diversity & Inclusion Commission to provide special insight and guidance on matters of equity, diversity and inclusion. The Board of Aldermen believed that great communities are those that are enriched by diversity, where opportunity is universal and inclusiveness is a foundational principle. Parkville has a long tradition of valuing character and community commitment. The goal of the Diversity and Inclusion Commission is to create a foundation for open and respectful discussion to share challenges. Members were appointed in August and their first meeting was held December 13.

Police Department

Residents of Park Village attended 7th Annual Senior Holiday Luncheon

The Police Department held its 7th Annual Senior Holiday Luncheon at Park Village on December 15. The event was held in the clubhouse with approximately 25 residents in attendance. In addition, the Police Department, with the help of Southern Platte Fire Protection District firefighters, delivered several hot meals to residents who could not attend at the clubhouse. A special thank you to Al Burns, owner of Al's Bar and Grill, who donated 150 chicken wings to go with the meal catered by Nick & Jake's.

Police celebrated holidays at 12th Annual Shop with a Cop

The Police Department held its 12th Annual Shop with a Cop event on December 19. There were over 30 children that shopped for toys and necessities, as well as the parents/guardians who shopped for groceries for the holiday season. The event was the biggest event to-date.

All events were possible due to the Parkville Police Community Assistance Fund, funded by the generosity of donations made by the Parkville community. Both events were organized by Officer Pence and Officer Allwood.

Parkville Nature Sanctuary

Ghost Stories held in-person at Nature Sanctuary

In October, the Parkville Nature Sanctuary returned to Ghost Stories in person. In addition to hearing spooky stories, the event had:

- Food sold by the American Legion with proceeds supporting Parkville and its veterans;
- Live music played by The Ernest James Zydeco Band;
- Spooky photos by Mantooth Creative at the old Parkville jail at the entrance to the sanctuary; and
- A trick-or-treat trail leading to a s'mores station and fire pit where guests were serenaded by Bentley Guitar Studios.

Nature Sanctuary hosted first ever Winter Wonderland event

On December 11, the Parkville Nature Sanctuary held its first ever Winter Wonderland event. Guests took a holiday-themed hike, made crafts by the fire, learned about how they could help our forest friends survive winter, wrote letters to Santa and cracked a secret code to win a prize.

Eagle Scout Projects completed at Parkville Nature Sanctuary

In 2021, two local Boy Scouts completed their Eagle Scout projects at the sanctuary. Octavious Soriano from Troop 261 completed his Eagle Scout project by rebuilding the entire 0.4 mile trail on the north end of the twin trail system. He and his troop built a trail loop measuring roughly one-half mile. They also mulched and designed



Octavious with his volunteers

the trail and determined the best placement to complement the newly planted trees and shrubs.

Tyler Stegeman from Troop 314 completed his Eagle Scout project by clearing brush from a ditch and planting native flowers and plants to create a more natural looking environment. He also placed mulch to mark a trail to cut through from the parking lot and uncovered the rocks underneath the brush to create a natural water runoff to improve drainage.



Tyler with his volunteers

Winners of monthly Friends of Parkville Nature Sanctuary Amateur Photo Contest

For the fourth year, Friends of Parkville Nature Sanctuary held a monthly amateur photographer photo contest.



Northern Flicker



Snowy Creek Solitude



Birds-eye View



Territorial Dispute



Sanctuary Sentinel- A Blue Heron on the Watch



A Slow Stroll



Orb Weaver Spider Webs



Autumn Gold



Fall Splendor



Early Morning Fog



Sanctuary Perch



A Time to Gobble

Community Development

City adopted short-term rental provisions

On September 7, the Board of Aldermen approved a text amendment to create provisions and guidelines for short-term rentals (i.e., the rental of property, a dwelling unit, or portion thereof through a third-party platform or network, such as AirBNB, HomeAway, VRBO, that facilitates the listing, marketing or rental). Currently, these types of rentals are permitted in all commercial districts. The approved text amendment allows these types of rentals in residential districts, provided the applicants go through a public hearing process and obtain a conditional use permit. It also allows all adjacent property owners to be aware of such rentals and any adverse impacts, as well as having the opportunity to provide public comment.

Department broke several records for building permits issued

In 2021, the Community Development Department broke several records, including issuing the most residential building permits (105 single-family homes and 24 townhomes), the highest residential valuation added to the community (\$33.7 million) and issuing the most building permits in a year (316 total). These exceeded previous highs from 2018, 2019 and 2020, and with several new subdivisions breaking ground in 2022, staff is not expecting any slowdown in new development activity or community growth.

Planning & Zoning Commission adopted Parkville 2040 Master Plan

The Parkville Planning and Zoning Commission adopted the Parkville 2040 Master Plan on May 11. The plan serves as the official public policy and plan for the physical development and redevelopment of the community and provides guidance for future actions involving land development, sustainability, development design, provision of infrastructure, preservation of open spaces and natural resources and preservation of community character over the next 20 years. On May 18, the Board of Aldermen approved a resolution supporting the Commission's adoption of the Plan.

City approved projects under the Downtown Parkville Redevelopment Plan

The Downtown Parkville Redevelopment Plan encourages building improvements in the Old Town District of downtown. It evaluates redevelopment projects and considers financial incentives according to specific thresholds which are modeled after tier levels used by other communities in the Kansas City region that adopted similar Chapter 353 programs. In 2021, the Board of Aldermen approved two applications for downtown property owners totaling \$414,500 in improvements with a total positive net benefit of \$45,264 to Platte County's taxing districts over the terms of the incentives.

- 115 N. Main Street - Rehabilitating the existing building to add four tenants – a bakery with a kitchen, an ice cream shop, a walk-up serving window and space for one more future tenant.
- 112 Main Street - Rehabilitating and expanding Café Des Amis, specifically constructing a 936 square foot enclosed dining room addition on the second floor, as well as paving the gravel parking lot.

Other accomplishments in 2021:

- Approved Thousand Oaks 23rd Plat, Final Plat (56 single-family lots and one tract private open space)
- Approved Thousand Oaks 24th Plat, Final Plat (71 single-family lots and one tract private open space)
- Approved Creekside Village 3rd Plat, Final Plat (14 lots for townhomes and one tract open space)
- Approved Woods at Creekside 3rd Plat, Final Plat (23 lots for single-family homes and 1 tract for private open space)
- Adopted an ordinance creating provisions for small cell wireless facilities
- Approved Taco Bell drive-thru restaurant in Old Town At Creekside
- Approved Bubbles Liquor Store in Old Town At Creekside
- Approved Old Town Creekside Restaurant in Old Town At Creekside
- Approved Old Town Creekside Retail building in Old Town At Creekside
- Approved Wells Bank in Old Town At Creekside
- Approved Veterans of Foreign Wars (VFW) major site plan to create a new community center
- Approved KC Cattle Company preliminary development plan (9,922 square foot office building with offices, shipping and receiving facilities/warehousing and retail component)
- Approved Village on the Green preliminary development plan (30 residential buildings with 207 residential units)
- Approved Evergy substation at the southwest corner of the intersection of Highway 45 and Ensign Dr.
- Approved First Amendment to the Creekside Tax Increment Financing (TIF) Plan to reconfigure boundaries of project areas within the existing Redevelopment Area

Public Works

First phase of improvements to Watkins Park completed

In 2021, the City budgeted for improvements to Watkins Park, located at West and 10th streets in downtown Parkville. In March, the City received a Platte County Outreach Grant to assist with the improvements. The first phase of improvements include a small parking lot, a new shelter building, frontage and sign improvements, trail realignment and an improved playground area.



Fence installed at entrance



Trail connected to Riverside

English Landing Park Trail Connected to Riverside

In April, construction was completed on the Missouri Riverfront Trail connection from English Landing Park to Riverside. The Missouri Riverfront Trail runs from the east end

of English Landing Park and continue for five miles to E.H. Young Riverfront Park in Riverside. From there, it connects to the Line Creek Trail eight miles north to Highway 152. Not only does the trail give direct access to more trails, it connects to several Northland parks.

Improvements completed on Route 9 at 6th Street

The City of Parkville completed intersection improvements on Route 9 at 6th Street. The improvements were recommended in the Route 9 Corridor Study adopted in 2015 and in a traffic study completed for the Six at Park development.



From 6th Street looking south

Construction of the improvements by MegaKC began in May and were substantially completed in September. The intersection now has northbound and southbound left turn lanes, a northbound right turn lane, an eastbound right turn lane on 6th Street, a 10-foot trail on the east side, a five foot sidewalk on the west side, curbs and gutters, asphalt roadways and street lights.

City funded more projects with voter-approved sales tax for park improvements

In April 2019, Parkville residents passed Proposition P, a ballot question for a one-half cent sales tax on retail sales in Parkville, with 68.82% approval. The City programmed \$1,230,000 in the 2021 Capital Improvement Program for enhancements to the City's parks. Projects completed included:

- Grading for proposed recreational fields
- Completion of first phase of Watkins Park improvements
- Construction of roundabout in English Landing Park
- Improvements to English Landing Park playground

Construction began on first segments of Route 9 from Highway 45 to Lakeview Drive

In January 2016, the Board of Aldermen adopted the Route 9 Corridor Study which contains preliminary design plans for safety and multi-modal transportation improvements along Route 9 from Highway 45 in Parkville to Mattox Road in Riverside.



Crews install retaining wall

In June, the Board of Aldermen approved a construction agreement with Gunter Construction for the complete streets improvements to Route 9 from Highway 45 to Lakeview Drive, which represents the first three phases of the Route 9 Corridor Study. The improvements will include additional turning lanes, traffic signal upgrades, curb and gutter, storm sewer improvements, a 10-foot shared-use path for non-motorized users, sidewalks, marked crosswalks and pedestrian lighting improvements. The work is anticipated to be completed in May 2022.

Grants Received

City received grant for Platte Landing Park recreation fields

In 2021, the City received \$1 million in Platte County Parks and Recreation Partnership Grant funds to assist with constructing new multipurpose sports fields in Platte Landing Park. Funding for the grant was made possible with the Platte County park sales tax, which was renewed by the voters in 2020.

City received Platte County Outreach Grant for Watkins Park Improvements

In 2021, the City received \$26,000 in Platte County Park & Recreation Outreach grant funds that were used for Phase 1 improvements to Watkins Park.

City received Missouri Department of Conservation grant for trees in park

With assistance from the Missouri Department of Conservation (MDC) through its Tree Resource Improvement and Maintenance (TRIM) grant program, the City completed its plan to remove and trim hazardous trees in the park. With the aid of bucket trucks and tree climbers, six hazardous trees were removed and 19 trees were pruned. To make the project possible, the City was awarded TRIM grant funds in the amount of \$7,320 from the MDC. Parkville was one of 40 communities to receive a grant in 2021.



Crews remove hazardous tree



Crisis Communications Plan 2020

January 20, 2021



Parkville

Missouri

Crisis Communications Plan

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Introduction

Purpose

The City of Parkville's Crisis Communication Plan outlines the roles, responsibilities and protocols that will guide City representatives in promptly sharing information with media outlets, City employees and residents of the community during an emergency or crisis event.

For the purpose of this plan, a crisis is defined as an event that prompts significant, often sustained, media coverage and/or public scrutiny and has the potential to damage the reputation, image or financial stability of the City of Parkville. A crisis could be precipitated by an emergency, such as a fire, tornado, major crime or other event that presents a threat to the community, or a controversy that could involve City personnel or officials.

Scope

This plan is meant to augment the City of Parkville's Emergency Operations Plan; however, the Crisis Communication Plan can be activated at the discretion of the City Administrator or his/her designee and does not specifically require the implementation of the Emergency Operations Plan.

Objective

The guiding principle of this plan will be to communicate facts as quickly as possible, without jeopardizing the safety and privacy of City personnel or interfering with an ongoing criminal investigation. The City of Parkville's efforts for simultaneous accuracy and quick response could mean some initial communication may be non-specific and incomplete; however, it must be understood that how we communicate during an emergency or crisis may affect the public's perceptions of the City of Parkville's staff and officials.

During a crisis, people will often expect City staff to have more information than they actually have or can disseminate. It is imperative the information that is released to the public is timely, consistent, accurate and not speculative in nature about details that are unknown.

The City of Parkville will use multiple media resources to communicate with as many people as possible. This is especially important during the first hours and days of an ongoing emergency or crisis. The goal of this plan is to provide accurate and timely information in a variety of formats that is accessible to all residents and City personnel, while being mindful of legal and privacy concerns.

Procedures

The Crisis Communication Team

The City of Parkville Crisis Communication Team will consist of the following personnel:

1. City Administrator
2. Assistant to the City Administrator
3. Public Information Coordinator
4. Director(s) of the Department(s) involved
5. Police Chief
6. Emergency Management / Police Captain
7. Legal Counsel (At the discretion of the City Administrator)
8. Any other staff assigned by the City Administrator

Convening the Crisis Communication Team

The Crisis Communication Team will meet at the direction of the City Administrator and will typically convene at the earliest possible time following the start of the critical event. Given the urgency of rapid communications, the Public Information Coordinator or his/her designee has the authority to take action immediately, in consultation with the City Administrator. Initial statements should acknowledge the event and provide broad and non-specific information, adding that additional information will be provided at a later time. Further guidance regarding what information and how the information will be released will be determined by the Crisis Communication Team.

In the event of an ongoing threat to safety or security, it is understood that not all members of the Crisis Communication Team will be available. At the discretion of the City Administrator, the Crisis Communication Team will convene with the available members. Execution of the Crisis Communication Plan can be adjusted accordingly, depending on the nature of the incident.

If the incident involves multiple jurisdictions, the Crisis Communication Team will coordinate the release of public information in a support capacity to the agency assuming the lead role. If Parkville is designated the lead agency, the Public Information Coordinator will work with public information personnel from the other involved jurisdictions to ensure all information released is coordinated and consistent with the key messages developed by the Crisis Communication Team.

Location

The Crisis Communication Team, for most events, will meet in the City Hall Administrative Conference Room. In the event of an ongoing or lengthy crisis that necessitates the formation of an Emergency Operations Center (EOC), the location for the meeting may be changed to that venue.

Response

Implementation

Members will be notified of team activation via text message or direct communication from the City Administrator or his/her designee.

The Crisis Communication Team will implement some, or all, of the steps outlined in this plan based on the circumstances of the event. Throughout a crisis, the team may meet multiple times to review changing facts and assess whether key messages are reaching the target audiences. The team may consider altering strategies or updating key messages based on changing events or feedback received from a variety of resources. The success of this plan is dependent on frequent, open and collaborative communication between the team members

Immediate Response

In an emergency, the goal is to issue the City's first communication to the media within an hour, with updates as needed; however, some situations involving the safety or security of residents or City personnel may require a more immediate initial communication.

The Crisis Communication Team or designated members(s) will carry out these initial tasks:

- ☐ Notify all members of the Crisis Communication Team
- ☐ Notify Board of Aldermen
- ☐ Create an initial key message statement
- ☐ Provide the initial key message to the media and staff
- ☐ Post the initial key message on the City of Parkville's web page and social media accounts
- ☐ Convene at the earliest time determined by the City Administrator

Secondary Response

Once the Crisis Communication Team convenes and develops a plan of action, the following tasks will be carried out by members designated by the team:

- ☐ Designate a Scribe - This shall be someone who can maintain meeting notes, lists and information files.
- ☐ Review and document facts - Determine what information can and cannot be released to the public. Create a list of facts and update the list as the crisis evolves. The fact list helps guide what information is released to the media and updated on the Parkville web page or social media accounts. Fact lists should guide the team's overall strategy as events unfold.
- ☐ Determine the primary spokesman - The primary spokesman for the crisis will act as the City liaison and will be the point of contact for media inquiries. Although the primary spokesman will act in this capacity, the Crisis Communication Team may determine on-camera interviews should be conducted by a representative from the City department primarily involved in the crisis. In addition, the primary spokesman will coordinate with other team members, who may be posting information on the City website, social media accounts, or email to ensure key messages are consistent with the Crisis Communication Team's overall strategy.

- Formulate the key messages - Each team member is responsible for assisting in crafting the key messages. During a crisis, it is imperative all communications with the public are coordinated, factual, timely, and reinforce the key messages determined by the Crisis Communication Team.
- Assign responsibilities -Some members may be given additional responsibilities in order to ensure the rapid dissemination of information. Typically, the first groups to be provided updates will be internal audiences, such as City officials, employees and legal counsel. Typically, no information beyond the key message should be disseminated to the public prior to the City Administrator providing the information to the Board of Aldermen.
- Develop a press release - Often, a well-written press release can answer many of the questions asked by media outlets. A press release can reduce media inquiries made to the primary point of contact and emphasize the key messages developed by the Crisis Communication Team. A press release should be factual and non-judgmental; it should contain the important elements of the situation without jeopardizing an ongoing criminal investigation or the privacy of the people involved.
- Determine the need, time and location of a press conference -As appropriate, it may be necessary for the City Administrator, Mayor or a Department Director to address the crisis directly with the media. The City Administrator will be responsible for determining the need for a press conference. A list of key points will be developed by the Crisis Communication Team to assist in the press conference. The Crisis Communication Team will assist in setting up the venue and developing a written press release that can be distributed to the media representatives.
- Assign a staff member to monitor media coverage and social media -Monitoring public perception and reaction can assist the Crisis Communication Team in determining if the key messages and developed strategies are effective. This can determine the need to change strategies, review facts or recraft key messages. The City Administrator should be informed on a regular basis of the positive and negative public responses identified on social media, both City sites and public sites. It will be the Public Information Coordinator's responsibility to determine if online posts violate City policy and require removal and/or blocking.

Approval of Outgoing Information

Typically, information is released to the public through the provisions of the Missouri Sunshine Law or after layers of administrative approval. Obviously, minutes matter during a crisis and the City will be judged by how quickly we share information to the public. As a matter of policy, the City of Parkville is committed to attempting to meet those expectations; we recognize the need for unusually quick decision-making during a crisis event to enable rapid, accurate communication in coordination with the protection of the City's positive image.

The Mid-America Regional Council (MARC) has developed a manual on Emergency Public Information to be used as a resource to assist municipal, county and state officials in developing initial media messages. The Public Information Coordinator or his/her designee within a specific department, in communication with the City Administrator, may use pre-constructed templates to release initial information quickly about a crisis incident (See Appendix A) before the Crisis Communication Team develops more detailed key messages. After convening the Crisis Communication Team, all communication that is not consistent with the key messages developed by the team or that contain additional facts not discussed in the meeting, shall require approval from the City Administrator or his/her designee before being released.

At no time shall information that has not been provided to members of the Board of Aldermen or the Crisis Communication Team be released to the public without the approval of the City Administrator or his/her designee.

Review

Within a week following the conclusion of an incident that required the activation of the Crisis Communication Team, a meeting will be conducted to debrief the incident and determine:

- The Crisis Communication Team's overall performance
- The overall effect of the incident on the positive image of the City of Parkville
- Areas of improvement for the next incident

Appendix:

Crisis Communication Tools & Resources

Appendix A: Communication Assessment/Strategy

The Crisis Communication Team will assess the situation, determine facts, and act. Consider these questions about the incident as you prepare an appropriate response.

Assessment questions:

- ☐ What is the situation? What will happen next?
- ☐ Who on staff needs to be involved?
- ☐ Should a list of potential spokespersons (potentially inside and out the City organization) be compiled?
- ☐ What immediate steps need to be taken?
- ☐ What is known and who knows it?
- ☐ What information is needed and when will it be available?
- ☐ Is there potential public interest? Does the issue have traction (will it become more than a small news story?)
- ☐ Who is affected?
- ☐ What are people feeling? What emotions need to be considered?
- ☐ What can or should the City do about the situation?
- ☐ What Can and Can't be said? What are the City's privacy, legal and insurance policies?
- ☐ Is legal counsel needed?
- ☐ How will the response be communicated? (media contacted, City partners other elected officials and legislators)

Appendix B: Media Statement Template

The Crisis Communication Team will develop a “standby statement” at the first sign of a crisis. The standby statement will enable the City to quickly respond to media calls, social media posts, and internal and customer inquiries. You may not have many facts early in a crisis when the pressure for information may be most intense. Offer the facts you have at the time. Update the statement as you learn more.

When you release the statement to the media, post the statement on your website, relay it via social media and provide it to key audiences via email, text, Intranet, and other communications tools.

Standby Statement Template

On (date/time), (describe situation) occurred OR (name alleged XYZ incident occurred.)

We have learned (describe known facts about the situation). We understand that (estimate/number) of (people/property/other) were involved. This is all we know at this time.

We are in the process of (gathering the facts about the situation/working with investigative authorities/other actions) to determine (how/why) this happened.

OR, we have investigated and concluded that (describe conclusion.)

Additional Messages

In the event of illness, injury or death, add an empathy statement:

We are in the process of notifying the families of these individuals. Our heartfelt concern/condolences go out to all of them.

Describe any instructions for people to follow or plans to continue to communicate:

- a. We are working with (police/fire/health/other authorities) to protect the
- b. (health/safety/other) of our (employees/residents/volunteers/other).
- c. We have advised the (employees/residents/volunteers/other) to (describe action you have asked them to take).
- d. We will post more information on our website at (address) as it becomes available. We will also provide updates via (describe communications tools).
- e. We plan to (hold a press conference/issue a news release or statement) on (day/time).

Appendix C: Examples of Initial Media Release Templates

Natural Disaster

The City of Parkville has implemented its Emergency Operations Plan in response to the (tornado/flood/earthquake/snow emergency). At this time, our primary focus is on the health and safety of our residents and staff. We are still in the process of assessing the situation and will provide additional information as it becomes available. Please monitor our website, social media outlets such as Facebook, Instagram or Twitter for any updates to this unfolding situation.

Employee Injured

The situation leading to the injury of our (Public Safety / City personnel) is being addressed. The health and safety of our employees is our highest priority at this time. Our thoughts are with our team members who (are/were) in harm's way and their families. Please monitor our website, social media outlets such as Facebook, Instagram or Twitter for any updates to this unfolding situation.

Major Crime

The (homicide, fatality, armed robbery, hostage crisis, barricaded subject) situation unfolding in Parkville is being addressed by the professional staff of our Police Department (and regional first responder partners). In an attempt to not jeopardize an ongoing investigation or place first responders at an increased risk, we are carefully evaluating the information that can be released. As additional information becomes available, we will provide updates to our website, social media accounts such as Facebook, Instagram or Twitter. Please keep those in harm's way in your thoughts as we work to mitigate this crisis.

Primary Holding Statement

Please standby for more information regarding (issue). We are gathering details and will post a statement soon. For the most up-to-date information, please follow our Facebook page, Twitter feed, Instagram account or City of Parkville website.

Appendix D: Developing Key Messages

The Crisis Communications Team will work with the Emergency Response Team to develop factual and responsive messages.

Sample tips:

- ❑ Messages should be prepared for media inquiries, updates, and phone calls should be made to key stakeholders.
- ❑ Initially, you may want to have a standby statement. Then follow up with additional messages.
- ❑ Messages should reflect the City's overall message and leadership role. They should reinforce the positive and be action and solution-oriented, if possible.
- ❑ Consider what media know and their potential interest.
- ❑ Consider questions that will be asked in order to prepare answers for them, including the questions you hope will not be asked. (See frequently asked questions during a crisis.)
- ❑ Ensure all messaging is consistent to all audiences.
- ❑ Give details about what happened and the cause of the event, if possible.
- ❑ Accept responsibility and apologize If the City of Parkville caused the situation.
- ❑ If the crisis involves victims, convey compassion in messages. Compassion displayed earlier is better, so it's not perceived as an afterthought.
- ❑ Recognize that unfavorable, inaccurate information, if not corrected, could have future negative consequences requiring additional responses.
- ❑ If possible, indicate when you will be able to provide updated information.
- ❑ Essential staff should be informed of the message statements.
- ❑ Develop a written statement for the receptionist and/or representatives greeting members of the general public.
- ❑ Consider if it is appropriate to change the City's voice mail message.

Appendix E: City Spokesperson(s) Designation

All media inquiries should be referred to

(contact info)

Inquiries from the public should be referred to

(contact info)

Designate a spokesperson for specific topics to maintain consistency with your messages to the media.

(contact info)

Spokesperson Guidelines

Anticipate media questions. Prepare several key messages or points to address those questions. Keep these messages handy either in print, on your smartphone, tablet, or laptop. If you have other supporting information, also have that available.

Interview or news conference tips:

Make the first answer count to ensure you **get your key messages** across.

Jot down reporter questions to help you focus on what they are asking and how to respond.

Don't feel you have to answer a question, but rather **speak about the key messages** the City of Parkville wants to convey. Practice bridging to the information you want to deliver, such as "what's important for the public to know is..."

Briefly answer a negative or irrelevant question, then introduce or **bridge to your message**. Elaborate when asked positive questions. "Yes, that's correct, and what's more..."

Reinforce the positive whenever possible.

Stay on message. Even if the reporter uses an accusatory tone or is rude, remember that it's often an act to get you to react. Don't take it personally. If the reporter persists in using a hostile tone, consider ending the interview and suggest talking at a later time.

Set the record straight when a reporter has the facts wrong. Say, "No, that is not correct and let me explain." Provide facts.

Avoid using jargon or acronyms. Remember, you are speaking to the general public.

Don't speculate on the motives or actions of others. Politely say, "I wish I could help you, however, you should contact them directly."

You are not obligated to answer every question on the spot. **It's perfectly fine to say "I don't know"** instead of risking an off-the-cuff answer that may turn out to be wrong. If the question pertains to the City of Parkville, offer to get the information, or ask a resource specific spokesperson to step up to the microphone.

Provide the reason why you cannot comment, either because of confidentiality or litigation.

Never say anything "off the record." The reporter could still use your comment. Your "anonymous" quote could be traced back to you.

The toughest rule for most people to follow...and the most important...is stop and **think before answering questions**.

Appendix F: Checklist for Internal and External Communication

Before a crisis, consider your ability to reach your audiences. Check the communication tools you have in place or have the ability to access in a crisis.

Internal

- ☐ Board of Aldermen cell numbers
- ☐ Board of Aldermen emails
- ☐ Employee cell numbers
- ☐ Employee emails
- ☐ Conference calls / Microsoft Team Meetings / Zoom Meetings
- ☐ SHAREDALL drive
- ☐ Media policy
- ☐ Social media guidelines
- ☐ Other:

External

- | | |
|--|---|
| ☐ Email addresses for key audiences/influencers | ☐ Social media monitoring by staff |
| ☐ E-blast capability | ☐ Inquiry monitoring by staff |
| ☐ Text message notification system - Textcaster | ☐ Crisis hotline (a recorded message or a call center) |
| ☐ News release distribution | ☐ Other: |
| ☐ Website – consider a crisis page | |
| ☐ Facebook | |
| ☐ Instagram | |
| ☐ Vimeo | |
| ☐ Twitter | |

Appendix G: Key Audience Checklist

Consider all of the audiences you may want to reach or influence in the crisis. Prioritize your list to help select communications channels to target the most important audiences.

- | | |
|--|--|
| ☐ Employees | ☐ Nonprofit members |
| ☐ Employees' family members | ☐ Environmental organizations |
| ☐ Strategic Partners | ☐ Consumer advocacy organizations |
| ☐ Affected constituents | ☐ Local news media |
| ☐ Donors/Sponsors | ☐ National news media |
| ☐ Volunteers | ☐ Trade/professional media |
| ☐ Vendors | ☐ Ethnic/specialty media |
| ☐ Subcontractors | ☐ Others: |
| ☐ Consultants | |
| ☐ Neighbors | |
| ☐ General public | |
| ☐ Social media followers | |
| ☐ Elected officials | |
| ☐ County/state staff | |
| ☐ Government regulators | |
| ☐ Public agencies | |
| ☐ Industry/trade association leadership | |
| ☐ Professional association leadership | |
| ☐ Nonprofit leadership | |

Appendix H: Key Audience Checklist and Communication Channel Alignment

Consider all audiences to reach or influence in the crisis. Prioritize the list and select communication channels to reach the most important audiences. Designate staff for implementation.

Channel	Key Audience(s)	Staff Responsible
Email / Eblasts	City News Updates list in MailChimp	Public Information Coordinator (Melissa)
Text messages / Textcaster	Subscribers to Parkville - Police list	Emergency Management Director (Jordan) or Public Information Coordinator (Melissa)
Social media	Parkville residents	Public Information Coordinator (Melissa) or Asst. to CA (Anna) or City Administrator (Joe)
Web	Parkville residents	Public Information Coordinator (Melissa) or Asst. to CA (Anna)
News release/ Print media	Parkville residents	Public Information Coordinator (Melissa) or City Administrator (Joe)
Phone/SMS		
Radio		
Paid ads		
Hotline		
Video		Assistant to the City Administrator (Anna) or outside consultant
Other?		

Appendix I: Crisis Communication Team

Emergency Names and Numbers

Name	Title	Office phone	Cell phone
Joe Parente	City Administrator	816-741-7676	618-920-2868
Melissa McChesney	City Clerk/Public information Coordinator	816-741-7676	816-896-3150
Kevin Chrisman	Police Chief	816-741-4454	816-813-1765
Jon Jordan	Emergency Management Director	816-741-4454	816-898-5877
Alysen Abel	Public Works Director	816-741-7676	913-626-1062
Stephen Lachky	Community Development Director	816-741-7676	913-742-3819
Anna Mitchell	Assistant to the City Administrator	816-741-7676	989-400-1408
Matthew Chapman	Finance/Human Resources Director	816-741-7676	816-803-5021
Chris Williams	Legal Counsel	816-741-7676	816-679-2259
Alan Schank	Director of Operations/Streets	816-741-0824	913-915-4156
Tom Barnard	Park Superintendent	816-587-2593	816-215-4047
Bob Kerbs	Alliance Water Resources	816-741-7676	816-215-5690
Erika Morton	Receptionist (M-W)	816-741-7676	
Jeana Stark	Receptionist (W-F)	816-741-7676	
Chris Williams	City Attorney	816-524-4646	816-679-2259
Board Member			
Nan Johnston	Mayor	816-741-7676	816-868-3111
Philip Wassmer	Ward 1	816-741-7676	913-219-7724
Tina Welch	Ward 1	816-741-7676	816-741-2510
Brian T. Whitley	Ward 2	816-741-7676	816-213-9633
Dave Rittman	Ward 2	816-741-7676	816-590-1357
Douglas Wylie	Ward 3	816-741-7676	816-741-7714
Robert Lock	Ward 3	816-741-7676	816-729-4923
Marc Sportsman	Ward 4	816-741-7676	816-810-9853
Greg Plumb	Ward 4	816-741-7676	816-309-2049

Appendix J: Partners Contact Information

If you're not already doing so, set up an annual meeting with the City's partners who may be involved during a crisis. Let them know about your crisis planning and learn about what they may need from the City of Parkville; share contact information.

Contact Name	Organization	Office Phone	Cell phone
Mark Owen	Platte County Emergency Management	816-858-2424	
Richard Carizzo	Southern Platte Fire Protection District	816-741-2900	
Mark Owen	Platte County Sheriff's Office	816-858-3521	
	MoDOT	888-275-6636	
Mary Jo Vernon	Platte County Health Department	816-587-5998	
Dan Koch	Platte County Regional Sewer District	816-858-2052	
Brad Cole	Missouri American Water	816-430-0820 or 816-741-2992, ext. 2105	856-287-9958
Janet Waddell	Evergy	888-544-4852	816-729-5128
Dispatch	Spire	314-776-9517	

Appendix K: Frequently Asked Questions in a Crisis

Basic Questions: Who, what, when, where, why? Your response?

Other Potential Questions

- ☐ Was anyone harmed? Who?
- ☐ Are those harmed being cared for? Where?
- ☐ Is there any immediate danger?
- ☐ Is the incident under control?
- ☐ Has this ever happened before?
- ☐ Is there a reason this happened?
- ☐ Who is in charge?
- ☐ What can we expect next?
- ☐ What direction are you providing people?
- ☐ When do you expect the situation will be concluded?
- ☐ Who else is involved in the response?
- ☐ Was there any indication this would happen?
- ☐ Was there any way to prevent this?
- ☐ What else could go wrong?
- ☐ Who or what is to blame?
- ☐ When did you learn of the situation?
- ☐ When and how did you respond?
- ☐ When did you notify others?
- ☐ Who is making official inquiries?
- ☐ What are the plans after the initial inquiries conclude?
- ☐ What have you learned so far?
- ☐ Were any laws violated?
- ☐ Who do you think made mistakes, if any?
- ☐ Have you told us everything you know?
- ☐ What haven't you told us?
- ☐ How will this impact the public?
- ☐ Do you take responsibility?
- ☐ Can this happen somewhere else?
- ☐ What is the worst-case outcome of this crisis?
- ☐ What did you learn from this?
- ☐ What actions might you take prevent this again?

Appendix L: Media Contacts

Name	Title	Office phone	Cell phone
Kelly Putnam	Main Street Parkville Association	816-217-8477	
Marsha VanDever	Parkville Chamber	816-587-2700	
Nick Haines	KCPT-19	816-398-4263	
Casey Clark	KCTV-5 and KSMO-62	913-677-7211	
Dan O'Donnell	KMBC-9 and KCWE-29	816-221-9999	
Carrie Hoffman	KSHB-41 and KMCI-38	816-753-4141	
Dana McDaniel	WDAF-4	816-753-4567	
Dave Helling	Kansas City Star	816-234-4321	
Brian Kaberline	KC Business Journal	816-421-5900	
Ivan Foley	The Landmark	816-858-0363	
Cody Thorn	Platte County Citizen	816-858-5154	
David Hudnall	The Pitch	816-561-6061	

Appendix M: Media Log

Keep track of reporter inquiries, evaluate interview requests and respond with consistent information.

Date/ Time	Media Outlet	Name	Phone/Cell	Email	Questions

Appendix N: Media Guidelines for City Employees

The goal of media guidelines is to direct all communication to an authorized spokesperson during a crisis. While these are part of the City's guidelines, it is recommended a memo be distributed at the first signs of a crisis or when it has hit.

Sample Memo

TO: All City of Parkville Employees

FROM: (NAME)

DATE: (MONTH, DAY, YEAR)

RE: Media and Social Media Guidelines

The City of Parkville has Media Guidelines regarding calls or visits from reporters and bloggers. If a member of the media wants to talk with you, please do not answer any questions. Follow these steps:

1. Say, "**I am not an authorized spokesperson** for the City of Parkville. Please contact (name, phone, and email). _____

2. If a member of the media attempts to ask you questions in person, repeat the above. Do not agree to go on camera or answer any media questions. Ask, "Do you have a business card?"
3. Immediately call, text or email this information to: _____

Social Media Guidelines

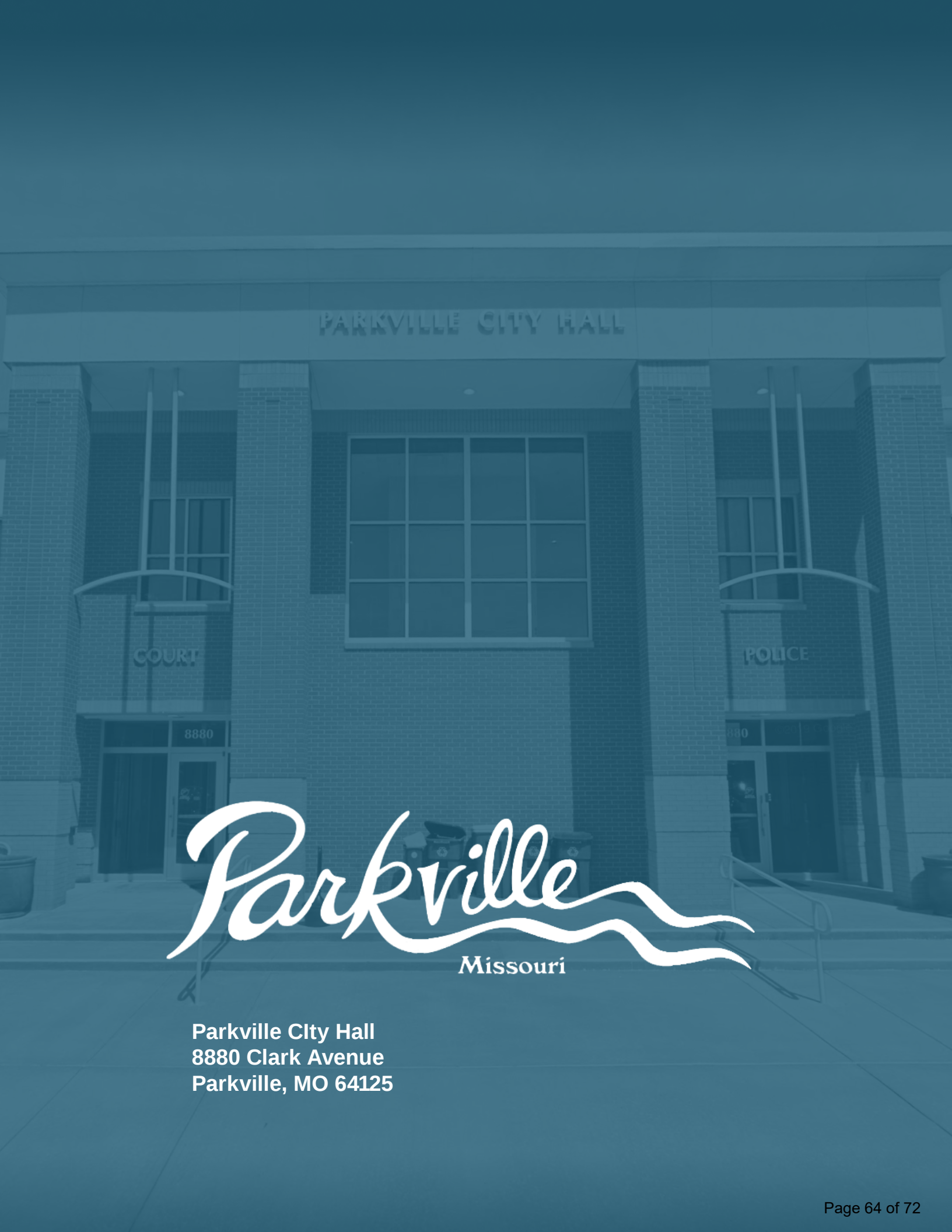
The City of Parkville will abide by the *City's Social Media policy, 100-10*.
<https://parkvillemo.gov/download/SocialMediaPolicy.pdf>

Protocol:

In a crisis, only the public information officer or the City Administrator's designated social media communicator may post to social media.

The City will suspend all previously scheduled social media posts until the crisis is over.

NOTES:



Parkville

Missouri

Parkville City Hall
8880 Clark Avenue
Parkville, MO 64125

BILL 2196

ORDINANCE NO. 2176

AN ORDINANCE ADOPTING THE PLATTE COUNTY EMERGENCY MANAGEMENT PLAN; ADDING CHAPTER 201 TO THE PARKVILLE MUNICIPAL CODE, CREATING A PARKVILLE EMERGENCY MANAGEMENT AGENCY; NAMING THE CITY ADMINISTRATOR AS THE DIRECTOR OF THE PARKVILLE EMERGENCY MANAGEMENT AGENCY; AND AMENDING RESOLUTION 99-7-1 TO ALLOW EMERGENCY PURCHASES BY ANY DESIGNEE OF THE DIRECTOR OF THE PARKVILLE EMERGENCY MANAGEMENT AGENCY.

BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF PARKVILLE AS FOLLOWS:

SECTION 1. The Platte County Emergency Management Plan, attached hereto in CD form, and available in book form in the office of the Chief of Police, is hereby adopted. This includes the following exhibits:

- A. Signatures of the mayor, the emergency management director, and each alderman.
- B. An outline of the management structure of the Parkville Emergency Management Agency.
- C. Functions & Responsibility Chart provided by the County.

SECTION 2. Chapter 201 of the Parkville Municipal Code is hereby added, and shall read as follows:

CHAPTER 201. PARKVILLE EMERGENCY MANAGEMENT AGENCY.

SECTION 201.100: CREATING THE PARKVILLE EMERGENCY MANAGEMENT AGENCY. There is hereby created within and for the city an emergency management organization to be known as the Parkville Emergency Management Agency, which is responsible for the preparation and implementation of emergency functions required to prevent injury and minimize and repair damage due to disasters, to include emergency management of resources and administration of such economic controls as may be needed to provide for the welfare of the people, and emergency activities (excluding functions for which military forces are primarily responsible), in accordance with RSMo Chapter 44, and supplements thereto, and the Missouri Emergency Operations Plan adopted thereunder.

SECTION 201.101. OFFICERS. This agency shall consist of a director and other members appointed by the Mayor and approved by the Board of Aldermen to conform to the state organization and procedures for the conduct of emergency operations as outlined in the Missouri Emergency Operations Plan.

SECTION 201.102. DUTIES. The organization shall perform emergency management functions within the territorial limits of the city and may conduct these

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functions outside the territorial limits as directed by the governor during the time of emergency pursuant to the provisions of RSMo Chapter 44, and supplements thereto.

SECTION 201.103. DIRECTOR, APPOINTMENT, DUTIES, RESPONSIBILITIES..

- A. The Director of the Parkville Emergency Management Agency shall be the City Administrator.
- B. The Director shall have direct responsibility for the organization, administration and operations of local emergency management activities.
- C. The Director shall be responsible for maintaining records and accounting for the use and disposal of all items of equipment placed under the jurisdiction of the Parkville Emergency Management Agency.

SECTION 201.104. POWERS OF THE MAYOR AND THE DIRECTOR OF THE PARKVILLE EMERGENCY MANAGEMENT AGENCY.

The Mayor of the city, and the Director, in accordance with RSMo Chapter 44, and supplements thereto, may:

- A. Appropriate and expend funds, make contracts, obtain and distribute equipment, materials and supplies for civil defense purposes.
- B. Provide for the health and safety of persons, including emergency assistance to victims of any enemy attack.
- C. Take steps to ensure the safety of property.
- D. Direct and coordinate the development of disaster plans and programs in accordance with the policies and plans for federal and state disaster and emergency planning.
- E. Appoint, provide or remove rescue teams, auxiliary fire and police personnel and other emergency operations teams, units or personnel who may serve without compensation.
- F. In the event of a disaster, waive the provisions of statutes requiring advertisement of bids for the performance of public work or entering into contracts.

To enable the above change in purchasing policy, Item 5 of the GENERAL BID PROCEDURES in Resolution 99-7-1, A RESOLUTION ESTABLISHING PURCHASING POLICIES FOR THE CITY OF PARKVILLE, MISSOURI, shall be changed as follows:

Item 5. EMERGENCY PURCHASING OR CONTRACTING. In case of emergency it may be necessary to preempt the purchasing regulations to safeguard the public health and welfare. The City Administrator (ADD "*or any person he designates*") with approval by the mayor, is authorized to approve purchases and contracts under such conditions. NOTE: Resolution 99-7-1 is attached hereto as Exhibit D.

- G. With the approval of the governor and consistent with the Missouri Emergency Operations Plan, enter into mutual aid agreements with other public and private agencies within and without the state for reciprocal emergency aid. Certain emergency mutual aid agreements are already in place, i.e., Ordinance 2022 with Platte County for public works, and Ordinance 1236 with various local law enforcement agencies for assistance as needed in certain instances. These agreements shall continue in effect unless changed by the Board of Aldermen. For informational purposes, these ordinances have been attached as Exhibits E and F.
- H. Accept services, materials, equipment, supplies or funds granted or loaned by the federal government for disaster planning and operations purposes.

SECTION 201.105. PERSONS WHO SHALL NOT SERVE, OATH. No person shall be employed or associated in any capacity in any organization established under this chapter who advocates or has advocated a change by force or violence in the constitutional form of the government of the United States or in this state or the overthrow of any government in the United States by force or violence, or has been convicted of or is under indictment or information charging any subversive act against the United States. Each person who is appointed to serve in any organization established under this chapter shall, before entering upon his/her duties, take an oath in writing before a person authorized to administer such oath, which oath shall be substantially as follows:

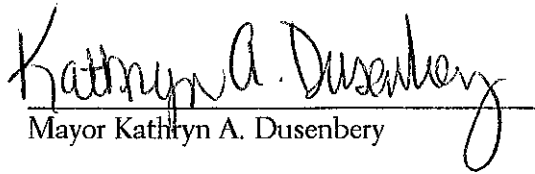
I, _____, do solemnly swear (or affirm) that I will support and defend the Constitution of the United States and the Constitution of the State of Missouri against all enemies, foreign and domestic; that I will bear true faith and allegiance to the same; that I take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties upon which I am about to enter. And I do further swear (or affirm) that I do not advocate, nor am I a member of any political party or organization that advocates, the overthrow of the government of the United States or the

State of Missouri by force or violence; and that during such time as I am a member I will not advocate the overthrow of the government of the United States or of the State of Missouri by force or violence.

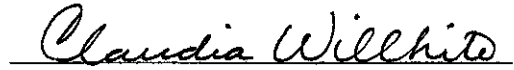
SECTION 201.106. OFFICE SPACE. The Mayor, with the approval of the Board of Aldermen, is authorized to designate space in any City-owned or leased building for the Parkville Emergency Management Agency.

SECTION 3. This ordinance shall be in effect immediately upon its passage and approval.

PASSED and APPROVED this 18th day of January, 2005.



Mayor Kathryn A. Dusenbery

ATTESTED 

Assistant City Clerk Claudia S. Willhite

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EXHIBIT A

PROMULGATION STATEMENT
CITY OF PARKVILLE

Kathryn A. Dusek 1/18/05 Joseph L. Turner 1-18-05
Mayor Date Emergency Management Director Date

Jack Friedman 1/18/05 Charlie Poole 1-18-05
Alderman Jack Friedman Ward 1 Date Alderman Charlie Poole Ward 1 Date

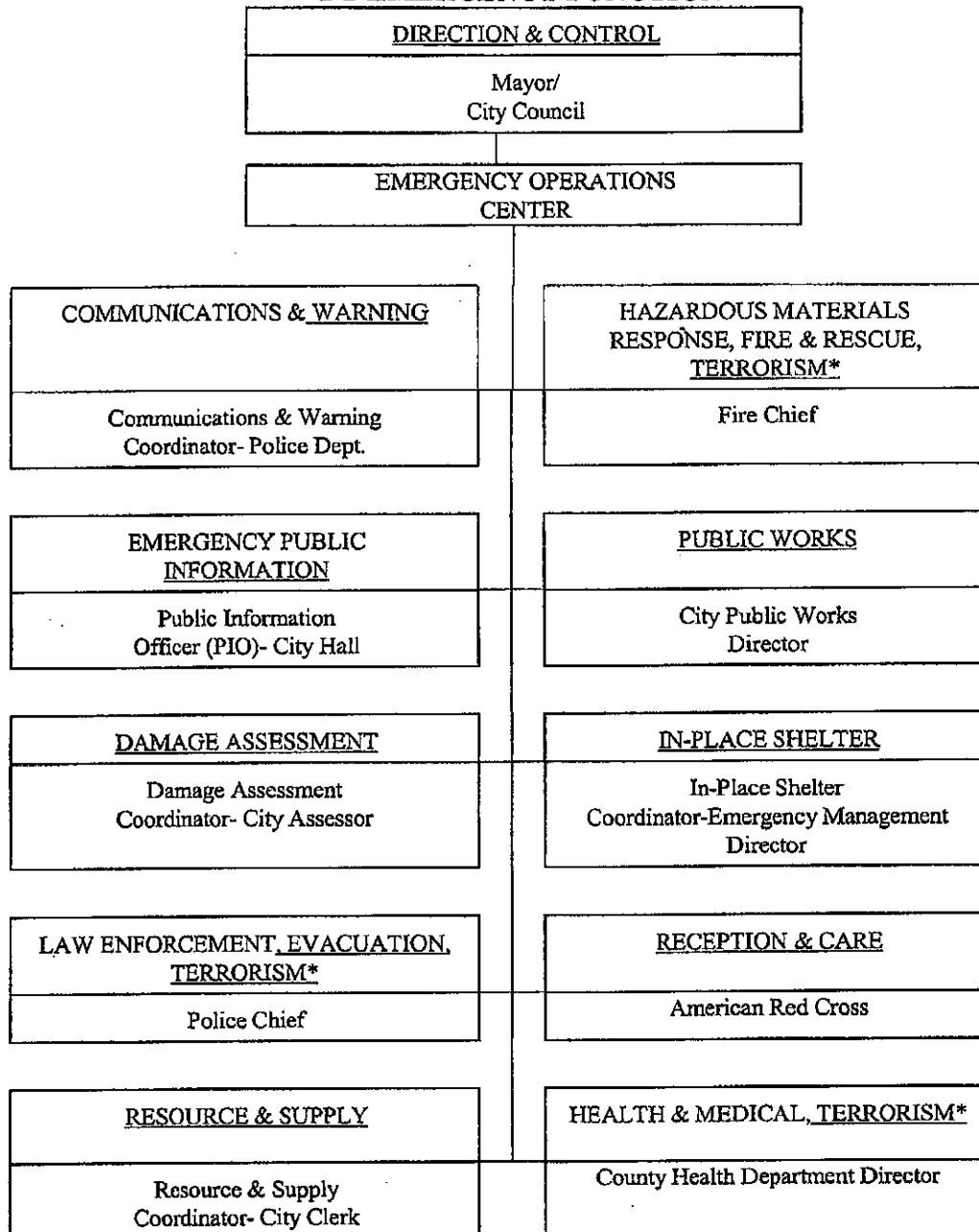
David M. McCoy 1/18/05 David Rittman 1-18-05
Alderman David McCoy Ward 2 Date Alderman David Rittman Ward 2 Date

Marvin Ferguson 1/18/05 Linda Arnold 1-18-05
Alderman Marvin Ferguson Ward 3 Date Alderman Linda Arnold Ward 3 Date

Marc Sportsman 1/18/05 Brian Atkinson 1/18/05
Alderman Marc Sportsman Ward 4 Date Alderman Brian Atkinson Ward 4 Date

Exhibit B

MUNICIPALITY EMERGENCY MANAGEMENT DIAGRAM BY EMERGENCY FUNCTION



*Joint Primary Responsibility

Exhibit C

ATTACHMENT A TO APPENDIX 2
TO THE BASIC PLAN

FUNCTIONS & RESPONSIBILITY CHART
PLATTE COUNTY

FUNCTIONAL ANNEX	A	B	C	D	E	F	G	H	I	J	K	L	M	N
FUNCTION P = Primary Responsibility S = Support Responsibility * = Joint Responsibility Department/Individual	DIRECTION & CONTROL	COMMUNICATIONS & WARNING	EMERGENCY PUBLIC INFORMATION	DAMAGE ASSESSMENT	LAW ENFORCEMENT	FIRE & RESCUE	RESOURCE & SUPPLY	HAZARDOUS MATERIALS	PUBLIC WORKS	EVACUATION	IN-PLACE SHELTER	RECEPTION & CARE	HEALTH & MEDICAL	TERRORISM
Presiding Commissioner /Chief Elected Off	P*	S	S	S	S	S	S	S	S	S	S	S	S	S
Emergency Management Director	P*	S	S	S	S	S	S	S	S	S	P*	S	S	S
County Sheriff / Chief of Police	S				P	S		S		P				P*
So Platte Fire Protection District Chief	S	S				P		P*						P*
County Health Department Director	S		S								S	S	P	P*
County Public Works Director	S			S			P*		P	S		S		S
County Assessor	S			P										
Sheriff's Dept. Emergency Services Div. Cdmr.	S	P						S		S	S	S		S
Sheriff's Dept. PIO Officer	S		P											
Platte Co. Liaison American Red Cross	S										S	P	S	
Emergency Medical Services	S					S							S	
Local Fire Departments	S			S		S		S						S
Local Police Departments	S	S	S	S		S				S				S
MARC LEPC	S							P*					S	
Planning and Zoning	S			S										
Platte County Clerk's Office	S			S			P*							

CITY OF PARKVILLE RESOLUTION NO. 99-7- 1

**A RESOLUTION ESTABLISHING PURCHASING POLICIES
FOR THE CITY OF PARKVILLE, MISSOURI**

GENERAL POLICY

It shall be the policy of the City of Parkville to purchase all goods and services through full and open competition and comparison among all qualified vendors in accordance with all applicable federal and state statutes and regulations and local ordinances.

PURCHASING AUTHORITY

PURCHASES OF \$2,500 OR MORE: The mayor and Board of Aldermen shall approve all purchases in excess of \$2,500 per item prior to the delivery of any purchase order for the delivery of such goods or services, except that if the expenditure is included in the annual Operating Budget as a detailed expense, the mayor or city administrator may approve such purchase, providing the purchase price does not exceed the amount allocated in the budget.

If the purchase or contract totals \$5,000 or more, written specifications for the quality, quantity and delivery schedule of required goods or services shall be prepared and distributed to all applicable vendors/bidders prior to the purchase. Vendors will then be required to submit written bids for the goods or services.

PURCHASES OF AT LEAST \$1,000 BUT LESS THAN \$2,500: If the cost of the item to be purchased is included in the annual Operating Budget, but the item to be purchased is not specifically designated, and the purchase will not cause the account into which it falls to go over the allocated budget, the mayor or city administrator may approve such purchase.

PURCHASES OF \$1,000 OR LESS: The mayor or the city administrator are authorized to approve any expenditures up to \$1,000.

BILL -PAYING ORDINANCE: All expenditures shall be detailed on the bill-paying ordinance.

CONTRACT APPROVAL PROCEDURES

All contracts for the purchase of goods, services or construction projects shall be brought to the Board of Aldermen for authorization and approval by the mayor.

GENERAL BID PROCEDURES

It is the policy of the City to receive written bids or oral quotes for commodities and services, except where the size of the purchase or time constraints place an undue burden on this process.

1. **SPECIFICATIONS:** Written specifications for the quality, quantity and delivery schedule of required goods or services shall be prepared and distributed to all applicable vendors/bidders prior to the purchase of goods costing in excess of \$5,000. The vendors will then be required to submit written bids for the goods or services. The object shall be to ensure, insofar as possible, comparable standards of timely delivery and quality and quantity of goods.