



**LX** 60 YEARS

RIVERSIDE, MO. 2011 PROGRESS REPORT

The world was a different place in 1951. So was Riverside, Mo. What would those early residents think of the City in 2011? They would see a place that's grown steadily, and for the right reasons. Where plentiful resources are used wisely, and much potential remains. Where people and businesses form a unique fabric and a refreshing alternative to surrounding communities. In short, a place that's "Upstream from ordinary."



# LIFE EXTRAORDINARY

2011 was more than another year of progress and fiscal strength for the City of Riverside. More than projects completed and plans carried out. More than budgets balanced. The year witnessed qualities that characterize life in Riverside, those that have defined the character of our community for 60 years. Exceptional residents, experienced leaders, exploring new ways to make life better.



**Community** Character



How should a city **celebrate 60 years?** Parades and festivals are typical. No surprise, Riverside wanted something more meaningful. The **Do Good project** captured the spirit of our community and its commitment to “Upstream” outreach. From May to December, the City encouraged all residents, businesses and friends of Riverside to carry out and submit **good deeds** in honor of the 60-year anniversary.

However large or small, simple or sophisticated they were, the only requirement was they **help others** in some way. The goal? Leverage **random acts of kindness** and support, one recipient at a time, with the notion of paying them forward to others, making Riverside and the world a **better place**.

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## DOING GOOD

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# WELL DONE

Throughout the summer and fall, members of **the community consistently stepped up** to meet the challenge. Meals and groceries were purchased for people at the point of sale. Animals were adopted from rescue shelters. A blood drive generated life-saving donations. Bake sales were held to help victims of the Japanese tsunami. The list of “Do Good” deeds went on and on.

**Momentum increased** over the course of the campaign, with many participants submitting **photos, videos and written accounts** to the City’s website and social media networks. The top entries were judged on creativity and impact, and **winners were recognized** at the Holiday Lighting Ceremony. What better way to kick off the season of giving, and celebrate a city turning 60?





Master Patrolman  
**Jeff Taylor**  
*Riverside Police Department*



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## SELFLESS SERVICE, SACRIFICE

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On May 23, the City of Riverside sent a contingent of 12 city employees from the **Public Works, Police and Fire Departments** to support relief efforts following the devastating tornado that struck Joplin, Mo.

Shortly after arriving on the scene, **Master Patrolman Jeff Taylor** was seriously injured by lightning during a search and recovery exercise. Taylor passed away in a Springfield hospital days later, the first fatality for a Riverside police officer in the City's 60-year history.

His death shook the Taylor family, the community and others across the state, but **Taylor's life touched many** more, including the hundreds of uniformed police, fire and emergency responders who attended the funeral. **Missouri Governor Jay Nixon** was on hand to contribute to the eulogy.

Historically, the City of Riverside has been prone to **flooding** and other high-water events, but never due to conditions so far upstream. Record snowmelt and heavy rains pushed the **Missouri River** outside its normal banks for much of the summer.

Thanks to the recently completed **Quindaro Bend Levee**, floodwaters did not reach the main area of town. Some low-lying areas did receive water, however, forcing the closure of E.H. Young Riverfront Park and the Missouri Riverfront Trail, both of which reopened in late fall.

Despite rising waters, **community festivals continued** throughout the summer by moving to downtown, including **Riverfest**, which celebrated 35 years by returning to its original location. Riverside also **assisted neighbors** in Parkville by hosting their annual Fourth of July carnival and fireworks show.

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## HIGH WATER, HIGH MARKS

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# LIFE EXPANDED

Sustainability means different things to different people, even different cities. In Riverside, it means making a conscious effort on multiple fronts to ensure the ways and places we live contribute to a better future. As stewards of the City and its resources – environmental, economic and social – we approach every civic issue and opportunity with one question in mind: Will it benefit Riverside now *and* years from now?



*Sustainability*



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## TAKING INITIATIVE, PRODUCING RESULTS

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In 2011, the Board of Aldermen renewed a commitment to pursuing sustainable initiatives by readopting sustainability as a **core City value**. The Citizens' **Sustainability Committee** was relaunched, and Riverside staff formed an internal "Green Team" to ensure sustainability remains **top of mind** throughout all City operations.

As part of the effort, the City developed a **sustainability brand** for use in education and awareness campaigns and related initiatives. From land use and transportation to air quality, stormwater runoff and infrastructure efficiencies, Riverside is emerging as a **regional leader** in environmental sustainability.

- All single-family homes began receiving upgraded solid waste service under the City's new contract with Town & Country Disposal. New carts for curbside trash and recycling pickup enable one truck to now pick up both trash and recycling at the same stop, **significantly cutting service costs and diesel fuel consumption.**
- For the year, **recycling was up an average of 5 tons per month**, more than three times the amount recycled under the City's old system. The new solid waste contract also provides a superior bulky item pickup system and more curbside yard waste pickup days per year.
- Recycling containers for paper, cardboard, aluminum, plastic and glass were once again **available to all residents** on the City campus. Residents also were able to dispose of yard waste free of charge at the **Damon Pursell Yard Waste Facility**, where it is turned into compost for public use.
- Mayor Kathy Rose was honored as this year's recipient of the **David Garcia Award for Environmental Excellence**. The Mayor was chosen for her passion and leadership on environmental and sustainability efforts. She has been a charismatic voice and champion for recycling in the Kansas City area. MARC and Bridging The Gap jointly present this award every year in honor of David Garcia, MARC's former Environmental and Emergency Services Director, for his commitment to regional collaboration.



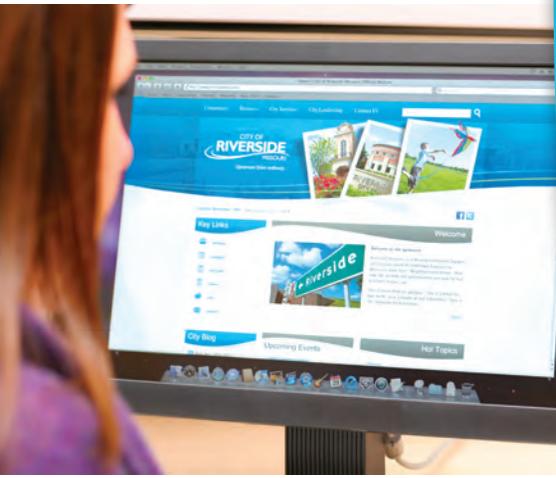


# LIFE EXPRESSED

Communication is at the heart of every good relationship, including one between a city and its citizens. It also is critical to a city's responsiveness, whether to emergencies or emerging needs for services. Riverside believes in reaching residents where it matters, with what matters most. Because better information and access lead to smarter decisions and a safer, stronger community.



*Communication*



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## SPREADING THE WORD

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The year began with the **redesign and development** of the City website that launched in early spring. The new site delivers a fresh, forward-looking feel and functionality that reflects the recent Riverside rebranding initiative. As the primary point of access for resident communication, the site was retrofitted for **optimum user ease and efficiency**. Nonresidents also get a better look at a vibrant, progressive place to live, work and visit.

The new RiversideMO.com complements the City's expanding digital media presence, which for the first time included **Public Safety Social Media Hours**. Twitter followers and Facebook friends got an inside look at the life and work of **Riverside police officers and firefighters** when all calls in a given hour were posted on the networks. The initiative allowed the City to better inform the public and explore additional uses for social media.

Two years ago, a committee of residents, businesses and school district representatives formed to evaluate a **Department of Public Safety** recommendation to replace the City's aging **emergency radio system**. After thorough examination of the problem and possible solutions, the committee recommended making the **significant investment** in the ability of Public Safety personnel to **provide a safer environment** for those who live and work in Riverside.

The **Board of Aldermen** adopted the **recommendation** and work began in 2011 to implement the new system, which ties into a new regional network being installed around metropolitan Kansas City. A **new radio tower** was completed in February, and the system went live in November. Improved communication and **regionwide connectivity** enable our police and firefighters to **respond to emergencies** more quickly and effectively.

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## WIRELESS UPGRADE

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**LIFE EXCITING**

Riverside is a city that doesn't stand still. Can't. Won't. In yet another challenging year for many cities, Riverside pushed forward with promising economic and community development. Guided by the 2010 Master Plan Update, the City continues to strike a deliberate, desirable balance between commercial and industrial growth and residential livability. It's what happens when you take the long view, for a long time.



Community Development



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## FULFILLING A VISION

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In May, Riverside named **Briarcliff Realty** as developer for **Horizons**, a prime 260-acre site at Interstate 635 and Missouri 9 Highway. Plans for the site call for a parklike setting to be home for a **mix of commercial and industrial innovation** development. The property is projected to produce nearly **6,000 jobs** over the next generation.

“Horizons is about **vision, commitment and partnership**,” said Mayor Kathy Rose. “We engaged the community in this process, and Riverside residents challenged us to think about the best possible project, because our town and the entire region will live with this decision for the next 50 to 100 years ... Briarcliff Realty brought us the **creative solution the community said it wanted**.”

The City and Briarcliff **broke ground** on the development in October, and completed buildings are expected as early as **spring 2012**.

For several years, the Board of Aldermen has explored the feasibility of **quiet zones** to reduce train noise in the community. In the process, the City worked with civil engineers and railroads to develop a **citywide quiet zone system**. The plan took a **huge step forward in 2011** with the completion of necessary safety improvements at three train crossings – **Zeke Road, Mattox Road and Intercon Drive** – an area that now comprises the City's first quiet zone.

Three additional areas of focus highlighted a productive 2011 on the capital improvement scene:

- The annual **Street and Sidewalk Maintenance Program** targeted numerous existing surfaces across the City for improvement.
- A **new road, 48th Street**, was constructed in anticipation of the **Vivion Road Bridge** project slated for 2012. The road provides a new means of access to the Homestead neighborhood. New **green standards** were incorporated into the design and construction.
- In the Horizons Development, **41st Street opened to east/west traffic** as a connector to **Horizons Parkway**, providing additional access to the west side of the development.

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## ZONED FOR IMPROVEMENT

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**LIFE** EXCEPTIONAL

Money in, money out. Revenue collected, debts paid. On time, and on-the-nose accurate. Fiscal years come and go, budgets go up and down, but consistency in finances and financial reporting is a hallmark of the City of Riverside.

# WATERSIDE

Finance



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## FISCALLY SOUND

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The fiscal year 2011-2012 budget was created based on the results of **citizen input** and a five-year **capital improvement plan**, with an emphasis on **funding high-priority programs** in the most fiscally responsible manner. As the budget was developed, careful consideration was given to the following events with unknown impacts: the opening of a casino in Wyandotte County, Kan., in spring 2012, along with the signing of a master developer agreement between the City of Riverside and Briarcliff Realty.

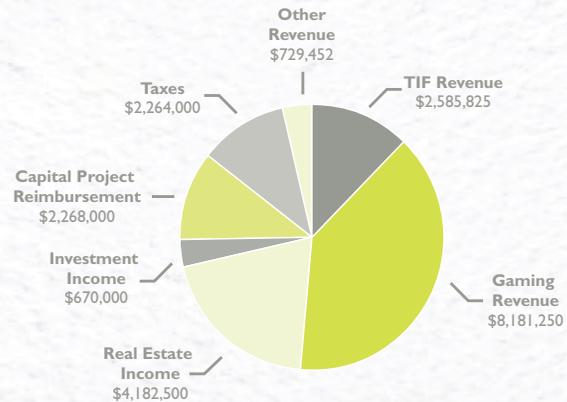
For the **fifth consecutive year**, Riverside was awarded the Certificate of Achievement for Excellence in Reporting for the City's 2010 Comprehensive Annual Financial Report (CAFR), which all cities are required to submit. More than the recognition it garnered from the Government Finance Officers Association, the report is a testament to how **Riverside's strength and stature** are viewed by bond-rating entities and the financial markets.

## REVENUE

Total budgeted revenues of \$20,881,027 are \$3,738,373 lower than the 2010-2011 budgeted revenues of \$24,619,400. Reimbursements from other entities for construction projects are responsible for the majority of the change in revenues.

The following graph displays total budgeted revenues, excluding interfund transfers.

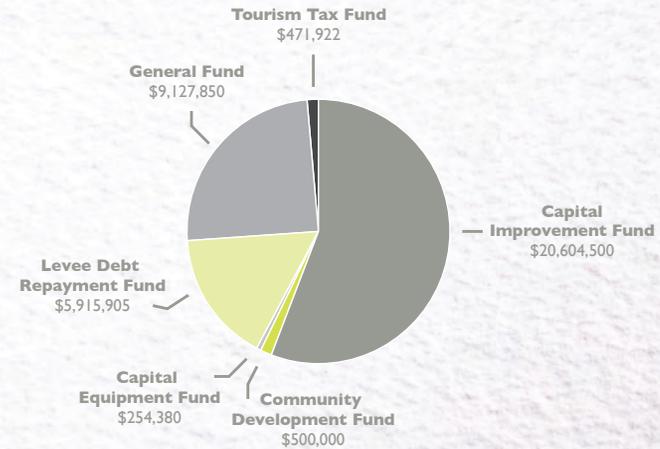
### COMING IN



## EXPENDITURES

After reviewing budgets from each City department, the Board of Aldermen approved expenditures totaling \$36,874,557 for the 2011-2012 fiscal year, which represents a significant decrease compared to the amended 2010-2011 budget of \$48,800,813.

### GOING OUT



## GAMING REVENUE

During the 2010-2011 fiscal year, the City of Riverside utilized more than \$14.9 million in gaming revenues to make a positive impact on the City and to provide assistance to our neighbor communities and organizations.

### ASSISTANCE TO OTHER ENTITIES

Northland Healthcare Access.....	\$35,000
Platte Senior Services.....	\$20,000
Miles of Smiles.....	\$15,000
United Community Services.....	\$15,000
Park Hill School District.....	\$7,500
Joplin Assistance.....	\$6,443
American Red Cross.....	\$5,000
Synergy.....	\$5,000
MOCSA.....	\$5,000

### MAJOR THOROUGHFARE/ INFRASTRUCTURE

Street Maintenance Program.....	\$946,000
Northwood Road.....	\$852,700
Vivion Road and 48th Street.....	\$776,000
Facility Improvements.....	\$113,300

### EQUIPMENT PURCHASES

GIS.....	\$29,300
Wayside Horns.....	\$140,800
City Signage.....	\$27,200

Public Works Equipment.....	\$39,800
City Radio System.....	\$1,911,400
Public Safety Vehicles.....	\$122,800
Fire Truck.....	\$500,000
Street Sweeper.....	\$186,600
Website Update.....	\$42,700
Telephone System Upgrades.....	\$167,200
Computer Equipment.....	\$51,500

### PARK IMPROVEMENTS

Park/Trail Improvements.....	\$371,700
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### COMMUNITY SERVICES

Ambulance Service for Residents...	\$48,900
Transit Services for Residents.....	\$40,000
Fire and Police Athletic League.....	\$7,000
Citywide Trash Collection.....	\$97,300
Healthy Citizens Initiative.....	\$172,000
Master Plan Update.....	\$36,900

### HORIZONS DEVELOPMENT

#### COMMITMENT

900-Acre Industrial Park.....	\$8,140,000
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**TOTAL FOR FY 2010-2011..... \$14,935,043**

## BOARD OF ALDERMEN



**Kathy Rose**  
*Mayor*



**Mike Fuller**  
*Ward 1*



**Ron Super**  
*Ward 1*



**Bernie Bruns**  
*Ward 2*



**Aaron Thatcher**  
*Ward 2*



**David Hurt**  
*Ward 3*



**Brad Cope**  
*Ward 3*

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## BOARD OF ALDERMEN

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## CITY ADMINISTRATOR



**David Blackburn**  
*City Administrator*

“The fiscal year was testament to Riverside’s resiliency  
and the responsibility of our leaders in  
making sound investments in a better future.”

– David Blackburn, City Administrator

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## RIVERSIDE BOARDS AND COMMISSIONS 2011

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### Park Board

Jim Frakes, *Ward 1*  
Ron Carlson, *Ward 1*  
Mike Fuller, *Ward 1*  
Norma Parrot, *Ward 2*  
Terri Dwyer, *Ward 2*  
Julie Rule, *Ward 3*  
Deborah Leader, *Ward 3*

### Board of Zoning Adjustments

Marvin Pool, *Ward 1*  
Fred Buckley, *Ward 1*  
Gale Perkins, *Ward 2*  
Chris Craig, *Ward 2*  
Dean Lefstad, *Ward 3*  
Jerry Hackenberg, *Ward 3*

### Tourism Commission

Deana Winter, *Ward 1*  
Jerry Pietsch, *Ward 1*  
Dirk van der Linde, *Ward 2*  
Aaron Thatcher, *Ward 2*  
Jason Rule, *Ward 3*

### Planning and Zoning Commission

Harold Snoderley, *Ward 1*  
Tyson Spire-Sweet, *Ward 1*  
Ray Uhl, *Ward 1*  
Al Bowman, *Ward 1*  
Evelyn Poe, *Ward 2*  
Cheryl Melton, *Ward 2*  
Steve Kaspar, *Ward 2*  
Mike Soler, *Ward 2*  
Stephen King, *Ward 3*  
Art Homer, *Ward 3*  
Barbara Snyder, *Ward 3*  
Brad Cope, *Ward 3*  
Kathy Rose, *Ward 3*

### Tax Increment Financing Commission

Leland Finley, *City of Riverside*  
Kip Crawford, *City of Riverside*  
Cy Houston, *City of Riverside*  
David Hurt, *City of Riverside*  
Ron Super, *City of Riverside*  
Kathy Rose, *City of Riverside*  
Kathy Dusenberry, *Platte County*  
Bob Weidt, *Park Hill School District*  
Dennis Fisher, *Park Hill School District*  
Kent Jackson, *Jackson Animal Clinic*

### Industrial Development Authority

Cy Houston, *Ward 1*  
Leland Finley, *Ward 1*  
Harold Snoderley, *Ward 1*  
Pamela Darata, *Ward 3*  
Wayne Snyder, *Ward 3*

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### City Contact Information

City Hall  
816-741-3993

City Administrator  
816-741-3993

Mayor and Board of Aldermen  
816-741-3993

Police/Fire Emergency  
9-1-1

Police/Fire Non-Emergency  
816-741-1191

Community Center  
816-741-4172

Public Works  
816-741-3908

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CITY OF  
**RIVERSIDE**  
MISSOURI

*Upstream from ordinary.*