

**GOVERNING BODY WORKSHOP AGENDA
ROELAND PARK**

**Roeland Park City Hall 4600 W 51st Street, Roeland Park, KS 66205
Monday, February 18, 2019 6:00 PM**

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• Mike Kelly, Mayor• Erin Thompson, Council Member• Vacant, Council Member• Michael Poppa, Council Member• Claudia McCormack, Council Member | <ul style="list-style-type: none">• Tim Janssen, Council Member• Jim Kelly, Council Member• Tom Madigan, Council Member• Jennifer Hill, Council Member | <ul style="list-style-type: none">• Keith Moody, City Administrator• Jennifer Jones-Lacy, Asst. Admin.• Kelley Bohon, City Clerk• John Morris, Police Chief• Donnie Scharff, Public Works Director |
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Admin

Finance

Safety

Public Works

Kelly

Thompson

McCormack

Poppa

Madigan

Vacant

Janssen

Hill

I. DISCUSSION ITEMS:

1. AAA Traffic Award
2. 2017 Certificate of Achievement for Excellence in Financial Reporting
3. Community for All Ages Gold Award Update
4. R Park Sculpture Project Update
5. Sustainability Update
6. Communications Report

II. NON-ACTION ITEMS:

III. ADJOURN

Welcome to this meeting of the Committee of the Whole of Roeland Park.

Below are the Procedural Rules of the Committee

The governing body encourages citizen participation in local governance processes. To that end, and in compliance with the Kansas Open meetings Act (KSA 45-215), you are invited to participate in this meeting. The following rules have been established to facilitate the transaction of business during the meeting. Please take a moment to review these rules before the meeting begins.

- A. **Audience Decorum.** Members of the audience shall not engage in disorderly or boisterous conduct, including but not limited to; the utterance of loud, obnoxious, threatening, or abusive language; clapping; cheering; whistling; stomping; or any other acts that disrupt, impede, or otherwise render the orderly conduct of the Committee of the Whole meeting unfeasible. Any member(s) of the audience engaging in such conduct shall, at the discretion of the City Council President (Chair) or a majority of the Council Members, be declared out of order and shall be subject to reprimand and/or removal from that meeting. **Please turn all cellular telephones and other noise-making devices off or to "silent mode" before the meeting begins.**
- B. **Public Comment Request to Speak Form.** The request form's purpose is to have a record for the City Clerk. Members of the public may address the Committee of the Whole during Public Comments and/or before consideration of any agenda item; however, no person shall address the Committee of the Whole without first being recognized by the Chair or Committee Chair. Any person wishing to speak at the beginning of an agenda topic, shall first complete a Request to Speak form and submit this form to the City Clerk before discussion begins on that topic.
- C. **Purpose.** The purpose of addressing the Committee of the Whole is to communicate formally with the governing body with a question or comment regarding matters that are on the Committee's agenda.
- D. **Speaker Decorum.** Each person addressing the Committee of the Whole, shall do so in an orderly, respectful, dignified manner and shall not engage in conduct or language that disturbs, or otherwise impedes the orderly conduct of the committee meeting. Any person, who so disrupts the meeting shall, at the discretion of the City Council President (Chair) or a majority of the Council Members, be declared out of order and shall be subject to reprimand and/or be subject to removal from that meeting.
- E. **Time Limit.** In the interest of fairness to other persons wishing to speak and to other individuals or groups having business before the Committee of the Whole, each speaker shall limit comments to two minutes per agenda item. If a large number of people wish to speak, this time may be shortened by the Chair so that the number of persons wishing to speak may be accommodated within the time available.
- F. **Speak Only Once Per Agenda Item.** Second opportunities for the public to speak on the same issue will not be permitted unless mandated by state or local law. No speaker will be allowed to yield part or all of his/her time to another, and no speaker will be credited with time requested but not used by another.

- G. **Addressing the Committee of the Whole.** Comment and testimony are to be directed to the Chair. Dialogue between and inquiries from citizens and individual Committee Members, members of staff, or the seated audience is not permitted. Only one speaker shall have the floor at one time. Before addressing Committee speakers shall state their full name, address and/or resident/non-resident group affiliation, if any, before delivering any remarks.
- H. **Agendas and minutes** can be accessed at www.roelandpark.org or by contacting the City Clerk

The governing body welcomes your participation and appreciates your cooperation. If you would like additional information about the Committee of the Whole or its proceedings, please contact the City Clerk at (913) 722.2600.

Item Number: DISCUSSION ITEMS- I.-1.
Committee 2/18/2019
Meeting Date:



City of Roeland Park
Action Item Summary

Date: 2/15/2019
Submitted By: Chief Morris
Committee/Department: Police / Safety
Title: **AAA Traffic Award**
Item Type: Other

Recommendation:

To have a presentation to the police department for the AAA traffic award by Mr. Bob Hamilton from KDOT.

Details:

AAA traffic award for traffic safety excellence, 5th consecutive year.
How does item relate to Strategic Plan?

How does item benefit Community for all Ages?

Item Number: DISCUSSION ITEMS- I.-2.
Committee 2/18/2019
Meeting Date:



City of Roeland Park
Action Item Summary

Date: 2/18/2019
Submitted By: Jennifer Jones-Lacy
Committee/Department: Finance
Title: **2017 Certificate of Achievement for Excellence in Financial Reporting**
Item Type: Other

Recommendation:

For informational purposes only.

Details:

The City of Roeland Park received the Certificate for Achievement for Excellence in Financial Reporting for the FY 2017 Comprehensive Annual Financial Report (CAFR) from the Governmental Finance Officers Association (GFOA). This is the 24th consecutive year the City has received this award. The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

In 2018 the City submitted for the Distinguished Budget Presentation Award through GFOA for the 2019 Budget for the first time. We are awaiting the results of that submission.

How does item relate to Strategic Plan?

How does item benefit Community for all Ages?

ATTACHMENTS:

Description	Type
<input type="checkbox"/> Award Certificates	Cover Memo



Government Finance Officers Association

**Certificate of
Achievement
for Excellence
in Financial
Reporting**

Presented to

**City of Roeland Park
Kansas**

For its Comprehensive Annual
Financial Report
for the Fiscal Year Ended

December 31, 2017

Christopher P. Morill

Executive Director/CEO



**The Government Finance Officers Association
of the United States and Canada**

presents this

AWARD OF FINANCIAL REPORTING ACHIEVEMENT

to

Jennifer Jones-Lacy

Assistant City Administrator / Finance Director
City of Roeland Park, Kansas

The award of Financial Reporting Achievement is presented by the Government Finance Officers Association to the individual(s) designated as instrumental in their government unit achieving a Certificate of Achievement for Excellence in Financial Reporting. A Certificate of Achievement is presented to those government units whose annual financial reports are judged to adhere to program standards and represents the highest award in government financial reporting.

Executive Director

Christopher P. Mowill

Date November 14, 2018





GOVERNMENT FINANCE OFFICERS ASSOCIATION
NEWS RELEASE

FOR IMMEDIATE RELEASE

11/14/2018

For more information contact:
Michele Mark Levine, Director/TSC
Phone: (312) 977-9700
Fax: (312) 977-4806
E-mail: mlevine@gfoa.org

(Chicago, Illinois)--The Certificate of Achievement for Excellence in Financial Reporting has been awarded to **City of Roeland Park** by Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR). The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

An Award of Financial Reporting Achievement has been awarded to the individual(s) or department designated by the government as primarily responsible for preparing the award-winning CAFR.

The CAFR has been judged by an impartial panel to meet the high standards of the program, which includes demonstrating a constructive "spirit of full disclosure" to clearly communicate its financial story and motivate potential users and user groups to read the CAFR.

Government Finance Officers Association is a major professional association servicing the needs of nearly 19,000 appointed and elected local, state, and provincial-level government officials and other finance practitioners. It provides top quality publications, training programs, services, and products designed to enhance the skills and performance of those responsible for government finance policy and management. The association is headquartered in Chicago, Illinois, with offices in Washington, D.C.

Item Number: DISCUSSION ITEMS- I.-3.
Committee 2/18/2019
Meeting Date:



City of Roeland Park
Action Item Summary

Date: 2/18/2019
Submitted By: Jennifer Jones-Lacy
Committee/Department: Admin/Sustainability
Title: **Community for All Ages Gold Award Update**
Item Type: Other

Recommendation:

For informational purposes only.

Details:

Cathy Boyer-Shesol, KC Communities for All Ages Project Manager with MARC and Emily Randel, Assistant to the City Administrator for the City of Mission will provide a review of the CAA program and what other communities have done to achieve the Gold status recognition in the program.

How does item relate to Strategic Plan?

The City's participation in the CAA recognition program directly promotes Goal no. 3 - Market Roeland Park to increase awareness and create a positive image. This program helps identify the City as a place that works to incorporate design principals that are friendly to people of all ages and abilities.

How does item benefit Community for all Ages?

The presentation provides information on how to incorporate livable communities principals that benefit all ages.

ATTACHMENTS:

Description	Type
□ Communities for All Ages Presentation	Presentation



Roeland Park City Council

February 18, 2019

Communities for All Ages Recognition Cities *(as of February 2019)*

Communities for All Ages recognition program

Gold Level

- Gladstone
- Independence
- Kearney
- Lee's Summit
- Mission
- Raymore

Silver Level

- Excelsior Springs
- Liberty
- Roeland Park

Bronze Level

- Blue Springs
- Grandview
- North Kansas City
- Raytown
- Peculiar

In Process

- **Bronze:** Parkville and Smithville
- **Silver:** Blue Springs, North Kansas City
- **Gold:** Roeland Park, Excelsior Springs, North Kansas City

Gold Level Communities

- **Gladstone:** Age-Lens incorporated in strategic plan
- **Independence:** Age-Lens incorporated in updated Comp and Strategic Plans
- **Kearney:** Age-Lens incorporated in updated Comp Plan
- **Lee's Summit:** Developed a Communities for All Ages Master Plan
- **Mission:** Age-lens incorporated in updated Park Plan
- **Raymore:** Developed a Communities for All Ages Master Plan

Create and sustain a region for all ages through policy change.

Communities for All Ages Professional Network

- **Target audience:** elected officials and city staff.
- **Strategy:** workshops on best practices and current advancements in:
 - Public spaces and buildings.
 - Transportation and mobility.
 - Housing and commercial development.
 - Social inclusion and communication.
 - Civic participation.
 - Health services.

Bi-Monthly Joint Meetings of Participating Recognition Program Cities

- **Target audience:** “champions” within participating cities
- **Strategy:** peer Support; “deep dive” on on-the-ground activities; presentations on local initiatives and resources

Examples of embedded practices

- City council resolutions.
- Six communities have applied an age-lens to a major city plan (City Council approval)
- City websites — section devoted to communities for all ages.
- Accessory Dwelling Ordinance expanded and adopted.
- One community applied an age lens to a neighborhood revitalization plan.
- Incorporation of a staff development component — deep dive into age-friendly community principles and practice.



Examples of embedded practices – *con't.*

- Three communities are engaging their local high schools to become involved, e.g. adding students to committees and commissions. One city added high school students to the self-assessment phase.
- One community applied an age lens to a new farmers market.
- Demonstrated commitment to obtain resident feedback and engagement (focus groups and surveys).
- Elevated understanding of universal design (one community currently researching with intent to adopt a policy).



Examples of embedded practices – *con't.*

- Two communities participated in a UD Park Charrette and plan to incorporate UD principles in future outdoor projects.
- Two communities place a “CFAA Impact” statement on all Council agenda items.
- Assessment is leading to deeper discussion in all participating communities.
- Two communities have established a Community for All Ages Advisory Committee (oversee implementation).



Mission – Communities for All Ages

- Pilot community
- Full support of City Council and City Administrator since the beginning.
- Ongoing effort. New ways to engage all the time.
 - Agenda item notation.
 - Department head goals.
 - Student representation on Parks, Recreation, and Tree Commission, and Sustainability Commission.
 - Ongoing efforts to improve walkability, accessibility, programming.



Mission – Gold Level Recognition

- Parks and Recreation Master Plan
- Approved by City Council in June 2016.
- Comprehensive Plan set for updating in 2019.



Item Number: DISCUSSION ITEMS- I.-4.
Committee
Meeting Date: 2/18/2019



City of Roeland Park
Action Item Summary

Date: 2/13/2019
Submitted By: Staff
Committee/Department: Admin.
Title: **R Park Sculpture Project Update**
Item Type:

Recommendation:

Information only, Gretchen Davis will provide an update on sculpture project.

Details:

How does item relate to Strategic Plan?

How does item benefit Community for all Ages?

Item Number: DISCUSSION ITEMS- I.-5.
Committee
Meeting Date: 2/18/2019



City of Roeland Park
Action Item Summary

Date: 1/16/2019
Submitted By: Kelley Bohon
Committee/Department: Admin.
Title: **Sustainability Update**
Item Type: Other

Recommendation:

Information only, Duane Daugherty will provide an oral report at the meeting.

Details:

How does item relate to Strategic Plan?

How does item benefit Community for all Ages?

Item Number: DISCUSSION ITEMS- I.-6.
Committee 2/18/2019
Meeting Date:



City of Roeland Park
Action Item Summary

Date: 2/14/2019
Submitted By: Kelley Bohon
Committee/Department: Admin.
Title: **Communications Report**
Item Type: Report

Recommendation:

Informational - January communications report.

Details:

How does item relate to Strategic Plan?

How does item benefit Community for all Ages?

ATTACHMENTS:

Description	Type
<input type="checkbox"/> January Communications Report	Cover Memo
<input type="checkbox"/> Sturges Report	Cover Memo



January 2019 Communications Report

Most Visited Web Pages

1. Community Center
2. Agendas and Minutes
3. Police
4. Municipal Court
5. Facility Rental
6. Government
7. Licensing and Permitting
8. Fall Leaf Pickup
9. Recycling and Trash
10. Public Works

Website Traffic

Total Pageviews 10,518

Total Website Visits 4,124

Miscellaneous

- * Constant Contact 673 Members
- * Constant Contact highest clicked topics
Roeland Park Weather Update
Storm Debris Pickup

Events

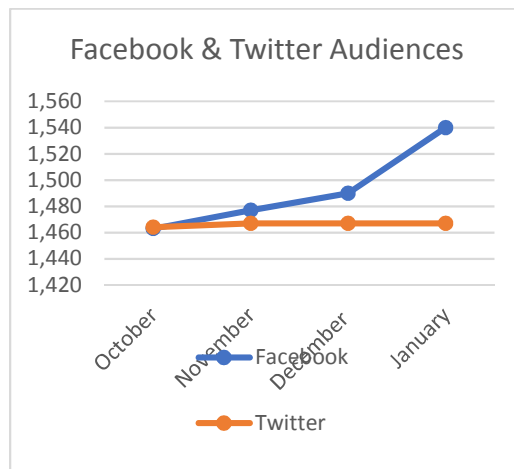
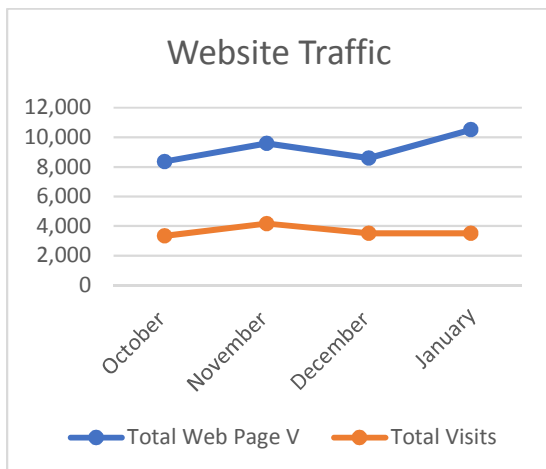
Community Forum – Aquatic Center
January 28

Facebook, Twitter and Nextdoor




Facebook Followers 1,540

Twitter Followers 1,493

Nextdoor 2,399

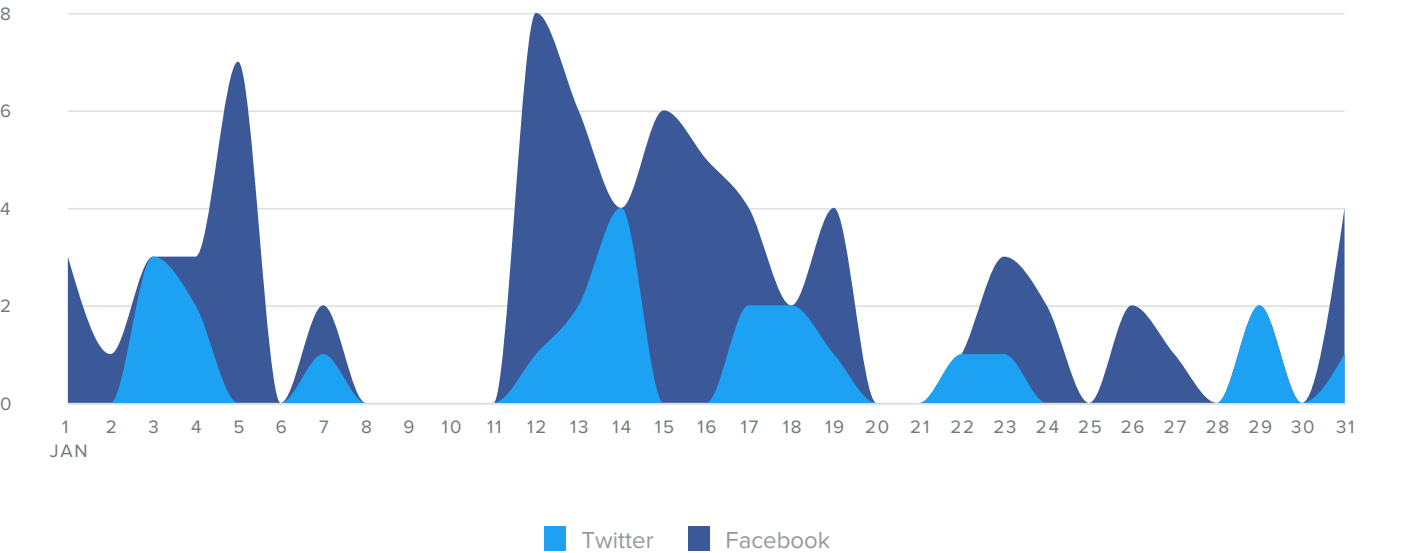


Group Activity Overview City of Roeland Park
Twitter and Facebook Pages

 45.1k Impressions	 1,100 Engagements	 238 Link Clicks
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Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	3,039	↗ 2.3%
New Twitter Followers	19	↗ 1.3%
New Facebook Fans	49	↗ 3.2%
Total Followers Gained	68	↗ 2.3%

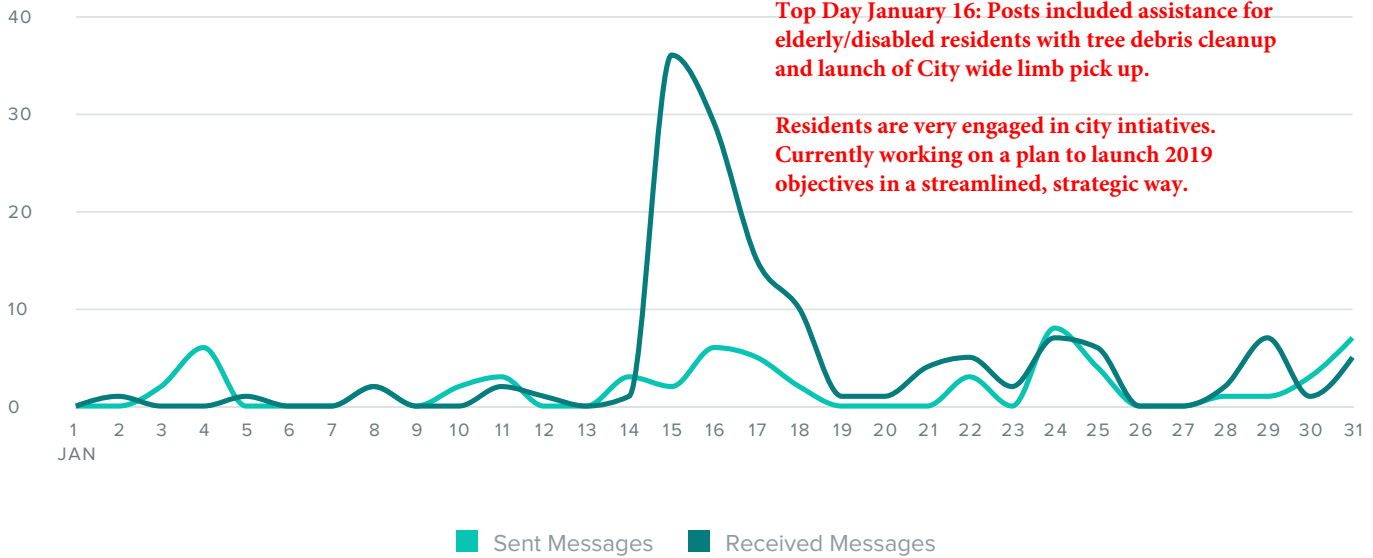
Total followers increased by
-2.3%
since previous month

Group Message Volumes

Sent Messages: This is the content that is posted to social media channels that consists of Facebook posts and Tweets.

Received Messages: This consists of comments, questions and replies that followers send to the City.

MESSAGES PER DAY



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	30	↗ 11.1%
Facebook Posts Sent	30	↗ 7.1%
Total Messages Sent	60	↗ 9.1%

Message volume increased by

▲ 9.1%

since previous month

Received Messages Metrics	Totals	% Change
Twitter Messages Received	30	↗ 50%
Facebook Messages Received	109	↗ 159.5%
Total Messages Received	139	↗ 124.2%

Message volume increased by

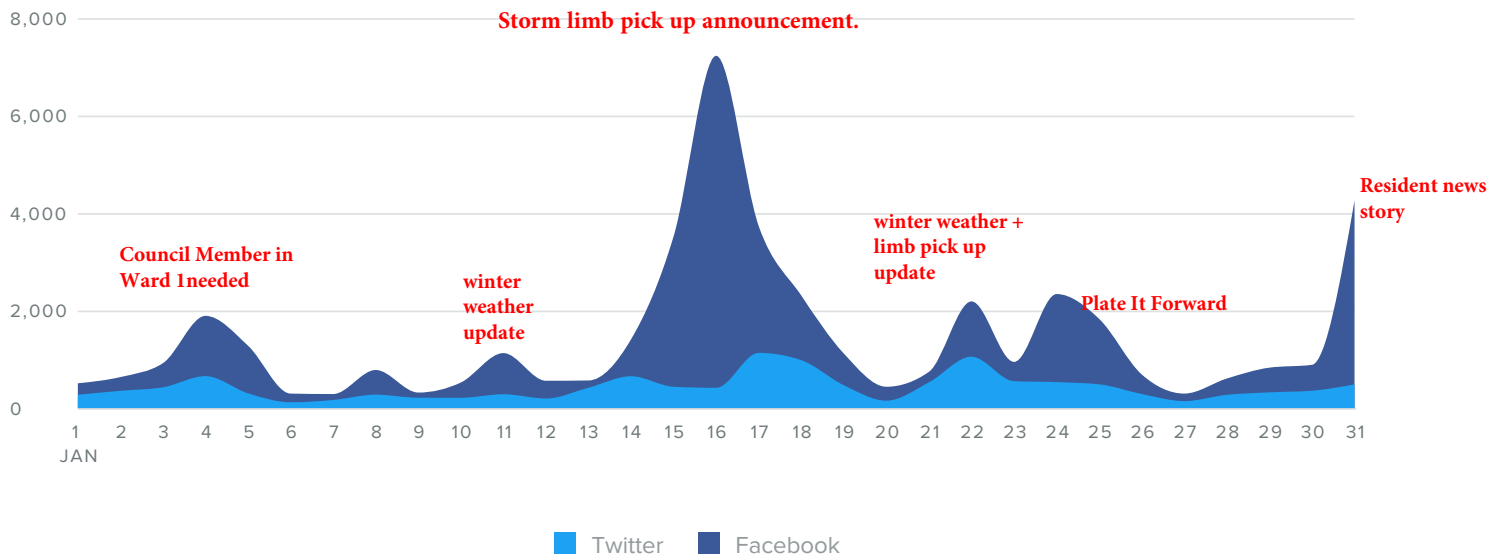
▲ 124.2%

since previous month

Group Impressions

Impressions - An impression is the number of times content is shown to followers.

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	13,149	↗ 232.9%
Facebook Impressions	31,915	↗ 88.5%
Total Impressions	45,064	↗ 115.8%

Total Impressions increased by

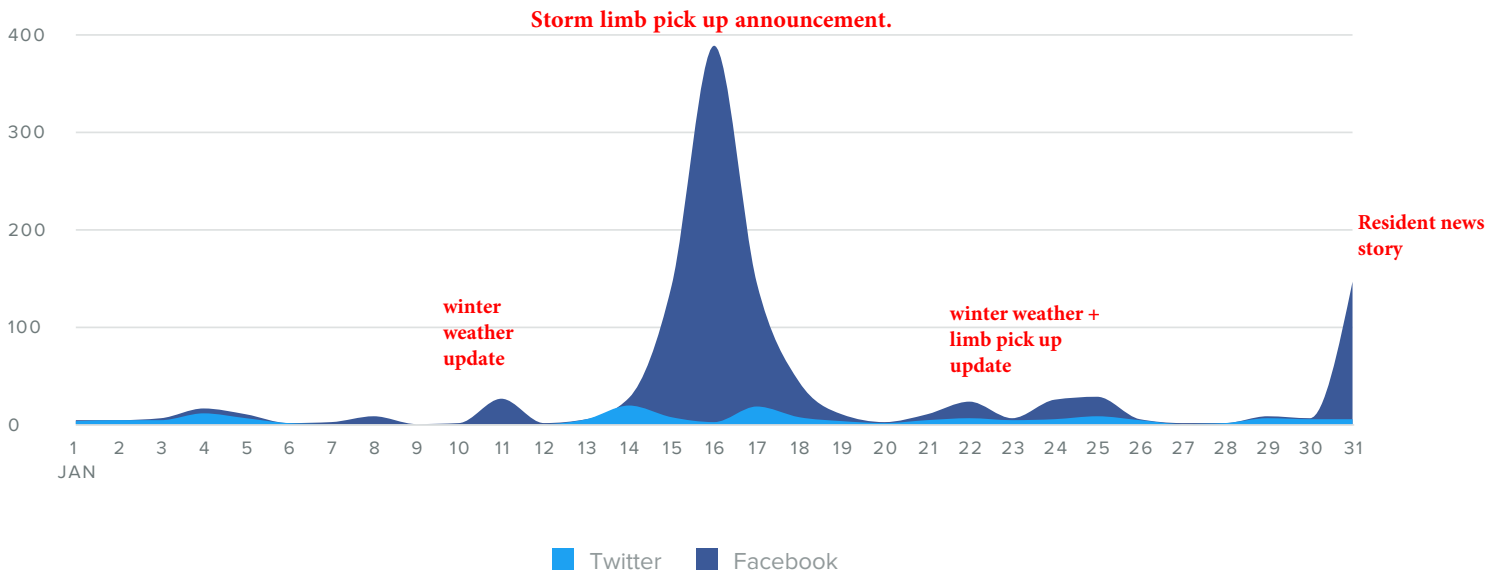
▲115.8%

since previous month

Group Engagement

Engagement- Engagement measures the number of likes, comments and shares a post receives. This is why treating social media like a relationship with your followers is so important. The more you communicate with your followers, the more they communicate back, the higher the engagement rate.

ENGAGEMENTS PER DAY







Engagement Metrics	Totals	% Change
Twitter Engagements	139	↗ 110.6%
Facebook Engagements	961	↗ 202.2%
Total Engagements	1,100	↗ 186.5%

The number of engagements increased by

186.5%

since previous month

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Roeland Park, KS  @RoelandParkKS	1,486	1.3%	30	13,149	438.3	139	4.6	82
 City of Roeland Park, KS  Business Page	1,553	3.19%	30	31,915	1,063.8	961	32	156

Key Takeaways

This was the first month that the Katie Garcia and the Sturges Word team worked with the City of Roeland Park. There were a few things we focused on in regards to social media.

1. **Images:** Incorporated more dynamic and branded images into posts.
2. **Streamlined Posts:** Combined news so information was grouped together and clear.
3. **Content:** Content is now planned at least two weeks in advance with room for emerging news as needed.

It is clear that residents are turning to the City's social media pages for the latest updates and need-to-know information. As communications only become more digitally focused, it is important to continue a good cadence of information on social media in order to meet residents' expectations that they can always find the latest City news on social media.