

NOTICE OF STUDY SESSION

OF THE

UNIVERSITY CITY CITY COUNCIL

Public Notice is hereby given that a Study Session of the City Council of University City will be held on Monday, August 14, 2017, at 5:00 p.m., at City Hall, fifth floor, 6801 Delmar, University City, MO.

AGENDA

Requested by the Interim City Manager

1. Meeting called to order
2. Any changes to the upcoming meeting agenda
3. Composting survey
4. ESM Public Relations and City Newsletter Presentation/Update
5. Adjournment

This meeting is OPEN to the public.

Dated this 11th day of August, 2017

LaRette Reese
Interim City Clerk

Compost/Mulch Operations



BACKGROUND

Issues

- DNR Violations - Both Ruth Park and Heman Park
- Space Constraints

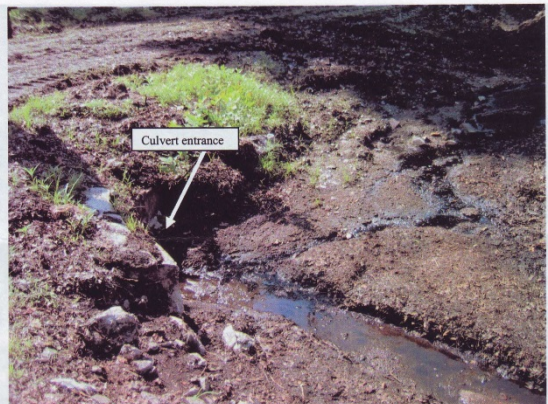


Figure 5: Leachate was discharged directly to the River Des Peres through the above culvert.

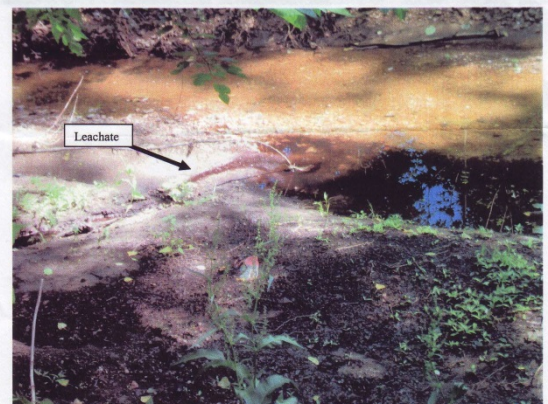


Figure 6: Leachate from the Ruth Park compost pile entering the River Des Peres

MISSOURI DEPARTMENT OF NATURAL RESOURCES		JULY 4 2018		VIOLATION NUMBER:	
DIVISION OF ENVIRONMENTAL QUALITY		NO. 0450		BL	
NOTICE OF VIOLATION					
DATE AND TIME: 7-3-18		<input type="checkbox"/> AM <input checked="" type="checkbox"/> PM			
LOCATION: University City Compost Pile Heman + Ruth Park, University City, MO County: Not available					
VIOLATION NUMBER: 6791	DATE: 7/3/18	CITY: University City	STATE: MO	ZIP: 63130	
NAME OF OWNER OR MANAGER: Manisha Topiwala	TITLE OF OWNER OR MANAGER:				
LAW VIOLATED OR PERMIT VIOLATED: The clean water commission regulation 10 CSR 20-7.07(3).					
NATURE OF VIOLATION: Discharge of substances in sufficient amounts to cause turbidity.					
SIGNATURE PERSON RECEIVING NOTICE: <i>Manisha Topiwala</i>					
SIGNATURE PERSON ISSUING NOTICE: <i>Steve Green</i>					
TITLE OR POSITION: Environmental Specialist / JCR					





BACKGROUND

Issues

- **Workforce utilization**
- **Operational and Capital Costs**

	Task	When	Staff	Hours	Notes
Leaves					
	Haul Compost to Distribution site	January to February	6	1440	3 times and takes 2 weeks
	Windrow Leaves	May to June	1	80	2 week period
	Grind Leaves	June	2	80	1 week period
	Haul Leaf Mulch to distribution site	April to June	6	480	2 week period
Yard Waste					
	Grind Yard Waste with tub grinder		1	160	8 weeks on and off
	Haul Compost to distribution site	April to June	6	480	2 weeks
Distribution Site					
	Maintain Area	all year	1	480	1 week per month
				3200	hours per year



Necessary Capital Cost	\$750,000	New tub grinder
2014 Operational Cost	\$219,400	Annually grinding and screening leaves (Not including workforce)

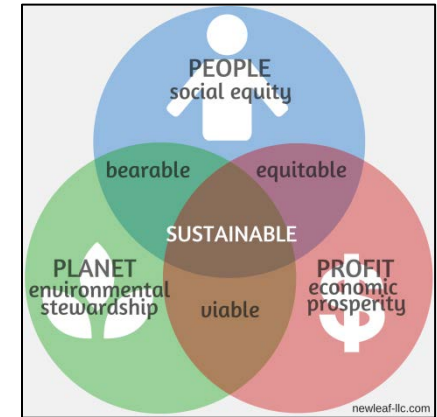
Current Operations

Public Works and Parks Staff collects yard waste and leaves from residents and transfers them to the Ruth Park Woods site. St. Louis Compost collects and transfers them to their operations in Maryland Heights for processing.

Financial:

St. Louis Compost Transfer Costs from April 2016 - March 2017		
	Yard Waste	Leaves
Cubic Yards	21,600	18,400
Cost Each	\$124,200	\$105,800
Total Cost for 1 year		\$230,000*

**Approximately half the cost of previous operations*



Environmental:

Yard waste and leaves are not to be left at the Ruth Park Woods site for over 4 weeks. This has drastically reduced the detrimental leachate and odors from the location and has kept the City from DNR violations.

Social:

Mulch delivery cost have increased and delivery orders have decreased:

Increased cost: In 2014 mulch was \$8/yd + \$35 fee. This year mulch is \$9/yd +\$50 fee. The cost per yard increase is due to the change in service, the cost increase in delivery is due to accurately pricing the delivery.

Residents Only Delivery: Previously mulch was delivered out of the City at an increased delivery rate. The City no longer offers this service.

“Free” mulch is no longer available at Heman Park. This has caused some disappointment from residents. However, much of the mulch that was collected from Heman Park was not used by residents and was often used by contractors who would then sell the mulch for profit.



Survey Results

Approximately 1,000 fliers were distributed manually, the survey was placed on the website, through the school district, library, commissions, staff, and council. 242 people responded which is equal to 1.9% of all households.

Are you satisfied with the new mulch process?

Satisfied	11.5%	27 responses
No Opinion	32.8%	77 responses
Dissatisfied	55.7%	131 responses



SURVEY COMMENTS	CITY'S RESPONSE
No self-loadable free mulch.	Current trend.
Unable to get small amounts of mulch instead of a full cubic yard.	Delivery is bulk of cost, smaller amount would minimally reduce the cost.
Request of elimination of yard Waste stickers with the removal of the free mulch.	The Green Practices Commission has discussed this in the past and is in agreement with this suggestion.
The City needs to find a new location for mulch operations.	In the past the City has checked with Clayton and Ladue, and have looked into properties in Wellston and Pagedale with no success.
Scheduling a delivery is inconvenient, would rather get mulch at own convenience.	Byproduct of operations.
No notification/not given opportunity for input on the change.	First year was a trial period; outreach via commissions and the current survey.
Limited delivery service (only on Fridays).	Efficiency of Staff.

Other Municipalities

- **Creve Coeur** collects leaves along streets themselves, transfers them to a holding area. They contract with Fick Supply who uses trucks and loaders to haul debris away. Fick pays Creve Coeur for their leaves amounting in approximately \$30,000 per year.
- **Ladue** completed their last round of leaf composting/mulch operations this spring. They will continue leaf collection but will contract with St. Louis Composting as we do.
- **Clayton** recently discontinued access to free mulch to residents. They continue leaf collection but contract with St. Louis Composting for transferring the leaves. Residents contact St. Louis Composting directly for mulch delivery.
- **Olivette** contracts out its leaf collection and mulch operation with Hendel Contractors.
- **Richmond Heights** discontinued its leaf mulch operations. They contract with St. Louis Compost. They would like to find somewhere large enough to resume their operations but do not have a location.

Possible Options

Option	City's Estimated Cost
Restart Mulch Operations as they were prior to October 2015 (With assumed DNR violations)	\$450,000* per year + \$750,000 for a new tub grinder.
Continue with outsourcing as is in 2016.	\$230,000 per year of 2016.
Continue with outsourcing but have certain amount of mulch delivered monthly (during spring months) to Heman Park for mulch collection at no charge for residents.	\$4,500 for one delivery (it is projected this amount would last approximately 1-2 weeks) + labor costs for monitoring site.
Continue with outsourcing but make available smaller quantities of mulch for delivery.	No change.
Find a new location for mulch operations.	\$450,000* per year + \$750,000 for a new tub grinder, + cost of new location and setting it up for leaf operations.

**2014 costs*

Detailed Information on Next Two Slides
(Additional information if needed)

Options

Option	Pros	Cons	Estimated Cost	Comments
Restart Mulch Operations as they were prior to October 2015.	<ul style="list-style-type: none"> • Mulch at no charge to residents. • Full Circle Leaf collection and mulch production located in University City. 	<ul style="list-style-type: none"> • Not enough space • Environmental concerns • High cost of equipment and labor. 	\$450,000* per year + \$750,000 for a new tub grinder.	2015 was not used because it was partially the old and partially the new operation.
Continue with outsourcing as is in 2016.	<ul style="list-style-type: none"> • Mulch delivery still available to residents. • Lower Cost. • No Environmental Concerns. • Streets Division Staff work on Streets. 	<ul style="list-style-type: none"> • No mulch available for self/loading. • Small amounts of mulch not available for delivery. 	\$230,000 per year of 2016.	
Continue with outsourcing but have certain amount of mulch delivered monthly (during spring months) to Heman Park for free mulch collection.	<ul style="list-style-type: none"> • Free and/or reduced amounts of mulch available for self-loading. 	<ul style="list-style-type: none"> • Contractors and non-residents would take advantage of self loading unless site is monitored 24/7 as the mulch site is open to the public. 	\$4,500 for one delivery (this amount typically lasts approximately 2 weeks) + labor costs for monitoring site.	
Continue with outsourcing but make available smaller quantities of mulch for delivery.	<ul style="list-style-type: none"> • Smaller quantities of mulch available for delivery. 	<ul style="list-style-type: none"> • Same cost for delivery (\$50); for example if a half yard mulch was delivered, it would only reduce the cost from \$58 to \$54. 	No change.	
Find a new location for mulch operations.	<ul style="list-style-type: none"> • Mulch available for self-Loading. • Full circle leaf collection to mulch production in University City. 	<ul style="list-style-type: none"> • No space within University City. 	\$450,000* per year + \$750,000 for a new tub grinder, + cost of new location and setting it up for leaf operations.	

*2014 costs



BACKGROUND

Issues

- Workforce utilization
- Operational Costs



		2014 City of University City Mulch Compost Operation Costs								
		When	By Whom	FTE	Hours	Manpower Rate	Equipment	Equipment Rate	Cost	Notes
Leaves	Collect leaves curbside and deliver to compost facility	October to December	City Contractor	0	0	\$ -		0 \$ -	\$ -	
	Windrow Leaves	November to March	City	1	320	\$ 35.00	Loader	\$ 75.00	\$ 35,200.00	8 week period
	Grind Leaves	December	City	2	160	\$ 35.00	Tub Grinder	\$ 500.00	\$ 91,200.00	2 week period
	Haul Compost to Distribution site	January to February	City	4	240	\$ 35.00	Truck	\$ 50.00	\$ 45,600.00	3 times and takes 2 weeks
				2	240	\$ 35.00	Loader	\$ 75.00	\$ 34,800.00	
	Collect leaves curbside and deliver to compost facility	April to May	City	0	0	\$ -		0 \$ -	\$ -	one fourth of Fall Leaves
	Windrow Leaves	May to June	City	1	80	\$ 35.00	Loader	\$ 75.00	\$ 8,800.00	2 week period
	Grind Leaves	June	City	2	40	\$ 35.00	Tub Grinder	\$ 500.00	\$ 22,800.00	1 week period
	Haul Leaf Mulch to distribution site	April to June	City	4	80	\$ 35.00	Truck	\$ 50.00	\$ 15,200.00	2 week period
				2	80	\$ 35.00	Loader	\$ 75.00	\$ 11,600.00	
Yard Waste	Collect Yard Waste	All year	City	0	0	\$ -		0 \$ -	\$ -	
	Grind Yard Waste with tub grinder		City	1	160	\$ 35.00	Tub Grinder	\$ 500.00	\$ 85,600.00	8 weeks on and off
	Screen Material	July to August	Contractor	1	80	\$ 35.00		0 \$ -	\$ 20,000.00	two screenings
									\$ 2,800.00	
Haul Compost to distribution site	April to June	City	4	80	\$ 35.00	Truck	\$ 50.00	\$ 15,200.00	2 weeks	
			2	80	\$ 35.00	Loader	\$ 75.00	\$ 11,600.00		
Distribution Site	Maintain Area	all year	City	1	480	\$ 35.00	Loader	\$ 75.00	\$ 52,800.00	1 week per month
									2120	\$ 453,200.00

The above costs do NOT include collection of yard waste and leaves or mulch delivery



University City

Public Relations Update - August 2017



ROARS Strategy – Communicate Effectively



- ✓ Great Place To Work, Live, & Visit
- ✓ A Welcoming City Of Diversity
- ✓ Value In Community Input/Participation
- ✓ Continuous Work Towards City Improvements
- ✓ Trust In Government

ROARS Process



- ✓ Develop annual edition strategy.
 - Spring fling, shop local/give local (holiday edition), etc...
- ✓ Work with City Council, City department heads, and Chamber to collect articles, photos, other material which works within each edition's theme.
- ✓ Send out initial information requests and series of reminders.
- ✓ Edit collected materials into a portfolio of short articles.
- ✓ Layout stories into ROARS template.
- ✓ Send to Tina for review and comments.
- ✓ Make edits based on City review.
- ✓ Receive approval for Final Edition and coordinate production with printer.

ROARS Moving Forward



Good opportunity to add an Electronic Edition and move to 4 Physical Editions per year:

- ✓ New template (see following pages).
- ✓ Save significant \$\$ by emailing PDF.
- ✓ Increase distribution/readership.
- ✓ More space and flexibility for content.
- ✓ Add ROARS social media page for more timely info.
- ✓ Add videos.
- ✓ Receive direct feedback.



ROARS

Residents Outreach Activities Retailers Services

THE VOICE OF UNIVERSITY CITY

August 2017

**A LEWIS LEGACY:
U CITY IN BLOOM'S GARDEN TOUR IN UNIVERSITY HEIGHTS #1**

And Plein Air Art Competition



U City in Bloom's fifth biennial Garden Tour is Sunday, September 24, 2017. The self-guided tour, from 1 PM – 5 PM, features gardens in University Heights #1, the subdivision laid out by University City founder, Edward G. Lewis.

In 1902, Lewis purchased 85 acres northwest of Forest Park. He envisioned most of this land becoming the first subdivision in "A City Beautiful," and today most of the site is part of Lewis Park. The tour will highlight gardens in Lewis Park and around City Hall, as well as many homes over 100-years-old. These homes have Century Home plaques by their doors through the Historical Society of U City's "Century Home" project.

A reception in University City's ornate 5th floor Rotunda will immediately follow the tour, with food donated by Salt+Smoke; and beverages from Urban Chestnut and Fitz's. Plein Air artists will be painting throughout the neighborhood during the afternoon, and their work will be on display and available for purchase at the reception. Tickets are available online from ucityinbloom.org, and from City Hall on the day of the tour. Proceeds will support U City in Bloom's mission to enhance and beautify our city through public gardens, community partnerships, citizen involvement, and environmental education.

For more information contact:

Judy Prange, ☎ 314-725-8243, ✉ judyprange@outlook.com

**UNIVERSITY CITY AWARDED
NATIONAL HONORABLE MENTION
AWARD FOR CLIMATE PROTECTION**

The United States Conference of Mayors, Mayors Climate Protection Center awarded University City Mayor Shelley Welsch Honorable Mention for the Sustainability Initiatives in the Delmar Loop Commercial District. Expanding commercial recycling, replacing trash-only containers with trash/recycling combination containers, becoming a Green Dining District, installing permeable pavers for reduced stormwater pollution, and upgrading lighting to LED are just a few things that were done to achieve this award. The successful initiatives were developed through collaborative efforts between University City's staff, the Green Practices Commission, the Loop Special Business District and robust community involvement.

Articles for Solid Waste Services

Fall Curbside Leaf Collection:

University City crews will begin collecting leaves from the front curb of participating residential properties in November. Leaves must be raked to the curb line by Sunday, the day before collection begins in your area. Trucks will only make one pass on each street during the collection week, so leaves must be raked at the curb before the scheduled collection week begins. The pick-up schedule in your area listed below:

West Area: October 30 thru November 3, and November 27 thru December 1

Central Area: November 6 thru 10, and December 4 thru 8

East Area: November 13 thru 17, and December 11 thru 15

Please be sure that parked vehicles do not block access to the leaves. Only leaves will be collected; no gumballs, limbs or other yard debris. These are considered yard waste and need to be placed in yard waste bags and will be picked up on your regular collection day. Yard waste bag stickers are NOT required on the bags from October 15th to December 31st. If you have any questions, please contact the Department of Public Works and Parks at (314) 505-8560.

Holiday Schedule for trash and recycling collection

Labor Day – No trash/recycling collection on Monday, September 4, 2017 due to the Labor Day holiday. City Hall will be closed. Trash and recycling collection will resume on Tuesday, September 5, 2017. The Monday trash/recycling routes will be collected on Tuesday. The Tuesday routes will be collected on Wednesday. The Wednesday routes will be collected on Thursday. The Thursday routes will be collected on Friday. The Friday routes will be collected on Saturday.

Electronics Recycling Event

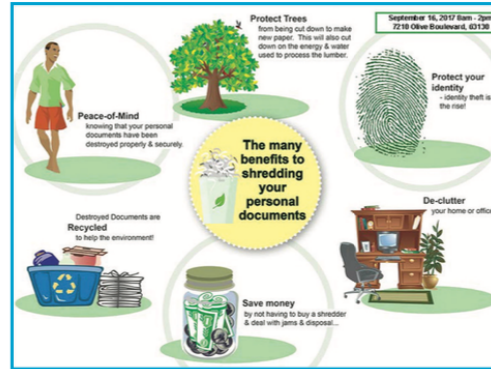
Saturday October 7th, 8am - Noon



October 7th, there will be an electronics recycling event at the Heman Park Community Center, 975 Pennsylvania, from 9:00 a.m. to 1 p.m. (Rain or Shine). Computers, Printers, Flat Screens, Keyboards, Laptops, Hard Drives, Monitors, Cell Phones, Pagers, Radios, Scanners, Speakers, VCR, DVD, Fax Machines, Answering Machines, Televisions, Stereos, Air Conditioners, Microwaves, Power Tools, Kitchen Appliances, Etc. Anything with a cord! A \$20 fee will apply for each CRT TV or CRT Computer Monitor.

Paper Shredding Event

There will be a shred event on September 16, 2017 from 8am-2pm at Heman Park Pool Parking Lot. Here are the details and some guidelines to follow for the event:



What **CAN** be placed in the container:

- ✓ Personal/Business Info
- ✓ Paper, manila folders, checkbooks
- ✓ Staples, Paper Clips, File Folders & Rubber Bands are OK

What **CANNOT** be placed in the container:

- ✓ Large Metal Objects
- ✓ Food Waste
- ✓ Batteries
- ✓ Keys
- ✓ 3 Ringed Binders
- ✓ Hard back books
- ✓ Cardboard boxes

There is a limit of 5 bankers' boxes per car. See you there!

Have you seen the updates at Fogerty Park?

The City has just completed a 3 month renovation on Fogerty Park. The City received a \$525,000 grant to offset the cost of the renovation. The last time our park was updated was in 1997. Bring the family out to enjoy the new playground, trails, and use the new pavilion for your next family gathering.

On a sadder note:

We have had several incidents of vandalism since reopening on June 23rd. Anyone with information about these incidents is asked to call the **University City Police Department at 314-725-2211**, or **Crime Stoppers at 866-371-TIPS**. If you witness anyone actively committing vandalism at your community's newly renovated park, please call **911** immediately.





ROARS

THE VOICE OF UNIVERSITY CITY

6801 Delmar Blvd.
University City, MO 63130



UNIVERSITY CITY ADMINISTRATION

Main Phone:	314.862.6767
Interim City Manager: <i>Charles Adams</i>	314.505.8534
Interim City Clerk: <i>LaRette Reese</i>	314.505.8531
Director of Finance: <i>Tina Charumilind</i>	314.505.8547
Director of Community Development: <i>Andrea Riganti</i>	314.505.8516
Director of Public Works/Parks: <i>Sinan Alpaslan</i>	314.505.8572
Police Chief: <i>Larry Hampton</i>	314.505.8650
Fire Chief: <i>Adam Long</i>	314.505.8563

MAYOR AND COUNCILMEMBERS

<i>Mayor:</i> Shelley Welsch	314.505.8606
<i>First Ward:</i> Terry Crow	314.918.0045
Steve McMahon	314.422.6576
<i>Second Ward:</i> Paulette Carr	314.727.0919
L. Michael Glickert	314.882.6432
<i>Third Ward:</i> Rod Jennings	314.480.2221
Bwayne Smotherson	314.726.9572

SELECTED CITY SERVICES

Emergency Hotline	314.505.8550
(Severe Weather, Natural Disaster)	
Finance/Refuse Billing	314.505.8544
Library	314.727.3150
Recreation	314.505.8625
Permits/Inspections	314.505.8500
Public Works/Parks	314.505.8560

FIRE AND POLICE DEPARTMENTS

Emergency	911
Fire Department	314.505.8592
Police Department	314.725.2211

Public Relations Strategy – Build Positive Media Momentum



- ✓ Great Place To Work, Live, & Visit
- ✓ A Welcoming City Of Diversity
- ✓ Value In Community Input/Participation
- ✓ Continuous Work Towards City Improvements
- ✓ Trust In Government

PR Practices



- Secure Client approvals prior to release of any data or document.
- Arrange broadcast interviews.
- Update media as Client warrants.
- Continually update Client on media momentum and progress.
- Catalog and provide to Client print press results.
- Attend Client meetings and provide consultation via phone and/or email.
- Write press releases/media alerts and distribute to the appropriate media contacts.
- Follow up with key media contacts to pitch media materials in accordance to the placement goals.
- Secure features and segments as often as possible (national, regional and local placements).
- Release Government news as it becomes public knowledge.
- Assess media agenda/landscape for placement opportunities.
- Create and continually maintain a list of media contacts to supply stories and pitches on the City's behalf.

Placements Secured by TEAM

- 2015:
 - Ad Value Earned: \$493,329

 - 2016:
 - Ad Value Earned: \$476,965

 - 2017 (ytd):
 - Ad Value Earned: \$223,142 pacing at over \$440,000
 - Circulation/Viewers Reached: 209,570,175
-
- ✓ Data provided by CISION: The leading global provider of PR software and services including content marketing, media monitoring, media list building, distribution and analysis.
 - ✓ 2017 data reached high percentage of numbers due to a very well circulated placement.



Q & A



