

MEETING OF THE CITY COUNCIL
CITY HALL, Fifth Floor
6801 Delmar Blvd.
University City, Missouri 63130
Monday, June 11, 2018
6:30 p.m.

A. MEETING CALLED TO ORDER

At the Regular Session of the City Council of University City held on the fifth floor of City Hall, on Monday, June 11, 2018, Mayor Terry Crow called the meeting to order at 6:32 p.m.

B. ROLL CALL

In addition to the Mayor, the following members of Council were present:

Councilmember Stacy Clay
Councilmember Paulette Carr
Councilmember Steven McMahon
Councilmember Jeffrey Hales
Councilmember Tim Cusick
Councilmember Bwayne Smotherson

Also in attendance were City Manager, Gregory Rose, and City Attorney, John F. Mulligan, Jr.

C. APPROVAL OF AGENDA

Councilmember Carr moved to approve the agenda as presented, it was seconded by Councilmember McMahon and the motion carried unanimously.

D. PROCLAMATIONS

E. APPROVAL OF MINUTES

1. May 29, 2018, Regular meeting minutes were moved by Councilmember Carr, seconded by Councilmember Smotherson.

Councilmember Clay requested that the word "Cosco," found on Page 4 of the agenda be amended to read "Costco".

Voice vote on the motion to approve the minutes as amended carried unanimously.

2. May 29, 2018, Study meeting minutes were moved by Councilmember Carr, it was seconded by Councilmember Smotherson and the motion carried unanimously.

F. APPOINTMENTS TO BOARDS & COMMISSIONS

G. SWEARING IN TO BOARDS & COMMISSIONS

1. Richard Ruderer was sworn into the CALOP Commission on June 1st in the Clerk's office.
2. Dennis Fuller was sworn into the Traffic Commission at tonight's meeting.
3. Jane Schaefer was sworn into the Traffic Commission at tonight's meeting.
4. Kathleen Sorkin was sworn into the EDRST Commission at tonight's meeting.

H. CITIZEN PARTICIPATION (Total of 15 minutes allowed)

Tom Sullivan, 751 Syracuse, University City, MO

Mr. Sullivan expressed the following concerns:

- In a relatively short period of time four car windows have been damaged in his neighborhood. (*Crime is a much bigger issue in U City than anyone cares to admit.*)
- The reduction of street sweeping.
- Councilmember Carr's three-week delay in honoring his May 18th request for emails between herself, Jonathan Brown, and others at NOVUS Development. (*Mr. Sullivan stated in his opinion, the submission is incomplete and therefore, would make another request to Councilmember Carr for the release of all emails.*)
- The suppression of citizen comments at the June 6th TIF Commission meeting. (*This was unlawful and a new low for U City.*)

In response to the Mayor's comments made at the last meeting which suggested that the City could hardly be at fault with residents who have shown discontentment throughout every administration, Mr. Sullivan stated given that fewer and fewer people want to live in U City, he thinks the problem is the City. He stated Mayor Crow also made the argument that the McNair Administration building should be sold. Even though he believes that an informal decision has already been made, many residents are upset and feel that it would be extremely short-sighted to sell McNair. Mr. Sullivan stated he will be filing complaints against all members of Council and the TIF Commission who are lawyers due to their willful violation of the Sunshine laws.

Kathy Straatmann, 6855 Plymouth Avenue, University City, MO

Ms. Straatmann expressed her support of the Olive/170 redevelopment and made the following comments on behalf of Elsie Glickert. Ms. Glickert, who lives at 6712 Etzel Avenue, is 100 percent in favor of this redevelopment. She asks that consideration be given to planting additional trees to enhance Sutter, Ferguson and Pennsylvania Avenues, which she views as the City's main arteries.

Yvette Liesbesman, 7570 Cornell Avenue, University City, MO

Ms. Liesbesman expressed her strong support for the redevelopment and TIF financing.

She stated everyone needs to think about where this City will be in ten or twenty years.

A city in decline with homes in the 3rd Ward being purchased by real estate investors as rental properties; vultures who purchase properties along Olive for no intended purpose other than a tax relief, funding shortages and low property values. Or a city where equity financing helps homeowners renovate their home; property values increase; the school district is adequately funded and young families are attracted to the area. Ms. Liesbesman stated without this project the entire City will suffer.

Mary Gorman, 6273 Delmar, University City, MO

Ms. Gorman voiced her support of the redevelopment. She stated she has not shopped on Olive since the discount shoe store closed and thinks this new development will become a destination for a lot of people because of its easy access.

Sonya Pointer, 8039 Canton Avenue, University City, MO

Ms. Pointer stated she believes Councilmember Clay owes the citizens an apology for the remark he made at the TIF Commission meeting regarding where the residents opposing this project who have all of a sudden become champions of the 3rd Ward, had been ten years ago. She stated the option to participate or not participate is a part of civic progress and she thinks that as a member of Council it is important to respect that decision. Ms. Pointer stated research shows that tax increment financing is necessarily a good tool. Therefore, she would ask Council to give consideration to the following requests:

- That a vote by the TIF Commission be delayed until alternative options have been explored.
- That Council conducts research in order to fully understand what gentrification means and why residents of the 3rd Ward are opposed to this project.
- That Council approves a development that makes sense to the 3rd Ward and they can benefit from.
- That persons who are traditionally discriminated against; minorities and low-income communities, be allowed to participate in the process.

Tim Parson, 1161 Ursula, University City, MO

Mr. Parson stated although he is in favor of development, he has several concerns with the current proposal.

- The lack of full disclosure makes it difficult to gain a clear understanding. *(Citizens have not seen the provisions of the contract, how monies will be disbursed, and who will actually benefit from the construction of this development.)*
- If increased capital is the impetus, additional revenue can be created through the reduction of payroll and benefits. *(The City could bring in an outside security force and cut the Police Department's payroll by 50 percent.)*
- More opportunities should be explored before a final decision is made.
- City officials should be held accountable and not allowed to make decisions using citizens' money to finance a project without their input.

Mr. Parson stated he views this TIF much like an adhesion contract which arbitrarily benefits only one side.

I. PUBLIC HEARINGS

1. 2018 Community Development Block Grant Allocation (CDBG)

Mayor Crow opened the Public Hearing at 7:00 p.m., and hearing no requests to speak the hearing was closed at 7:01 p.m.

2. FY19 Annual Operating Budget

Mayor Crow opened the Public Hearing at 7:01 p.m.

Citizen's Comments

Margie Diekemper, 8039 Gannon, University City, MO

Ms. Diekemper, Chair of the U City Commission on Seniors, stated Council should have received a copy of the Senior Commission's Fiscal Year 2019 Budget Proposal of \$5,500 for consideration. The proposal includes the rationale and fiscal note justification for a Ride Scholarship Program for U City seniors 60+ and visually impaired adults. *(Ms. Diekemper noted that page 2 of the Budget Justification which reads \$55.00 per membership should be corrected to read \$50.00 per membership.)*

This year's request is only for direct service ride funds in the form of a Ride Scholarship, which is the award of an introductory annual membership and contribution to a ride account with Independent Transportation Network-Gateway; ITN-Gateway. ITN-Gateway which has been operating in St. Charles County for eight years, is an affiliate of ITN-America, the largest not-for-profit senior transportation service in the United States. Ms. Diekemper stated the Commission takes the Ordinance mandating their responsibility to advise and make recommendations to Council regarding services they fill will positively impact the quality of life for senior residents very seriously. As a result, the Commission strongly believes this is a great service and stands by their second-year advocacy and recommendation of this service. Extra steps have also been taken to develop a document the Commission hopes will clear up any previous misunderstandings about ITN.

ITN-Gateway Update

- May 9, 2018, operations commence in St. Louis County.
- To date, 37 rides have been provided.
- 73% of those 37 rides were made by U-Citians.
- 69% of ITN-Gateway's registered riders are U-Citians.
- ITN-Gateway recently mailed out 15 applications to U City residents.
- This week alone, ITN-Gateway has received 23 requests for rides, the majority of which have come from U-Citians.

Ms. Diekemper stated as an ITN-Gateway volunteer she has fielded 24 phone calls from interested riders and trained 5 U City volunteer drivers.

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And as a member of the Senior Commission, she has personally assisted seniors with their day-to-day travel requests on numerous occasions. Seniors want to use safe, unique, affordable, dignified, personalized, door-to-door, 24/7 ITN rides. Therefore, her hope is that Council will seriously consider funding this modest proposal that the Commission believes is important for U City seniors and their families. *(Ms. Diekemper asked that her written comments be attached to the record.)*

Gregory Pace, 7171 Westmoreland, University City, MO

Mr. Pace stated the real needs in this community that should be addressed, like the pension fund, sidewalks, and a permanent police station is just one reason why he is opposed to the construction of a police substation. While he appreciates the City Manager's out-of-box thinking to maintain the temporary station, U City is comprised of only 6 square miles, whereas St. Louis County has 8 precincts strategically located every 65 square miles. So in that regard, the proposal just doesn't make sense. He stated his questions regarding the type of operations conducted and the costs associated with maintaining the substation; staffing, janitorial, utilities, et cetera, have yet to be answered. But without that information, it's difficult to see the benefit.

Mr. Pace stated the City Manager also spoke about crime prevention through environmental design. But after researching this concept he found no mention of police stations as a part of the design, simply things you can do with hedges, shrubs, and lighting, so he's unsure how this theory supports the need for a substation. And based on his personal experience, having a police station in the area doesn't really make a difference when someone finds themselves in the middle of a crime or an act of violence.

Edward McCarthy, 7101 Princeton Avenue, University City, MO

Mr. McCarthy made the following comments regarding the FY19 Annual Operating Budget.

1. The police, fire, and non-uniform pensions are funded by a tax which totals approximately \$983,000 to 1 million dollars. Yet, benefits disbursed to current retirees now total \$2,243,000 a year. And even though the fund experienced a good return on investments in 2017, there is still a three to five million dollar deficit. So while he is not asking the City to make up 100 percent of the required fund balance, 90 percent would be wonderful.
2. Mr. McCarthy stated in his opinion, yard stickers are the stupidest thing ever and should be eliminated. The Solid Waste Enterprise Fund appears to be making money, in spite of claims to the contrary that resulted in last year's fee increase. But a simpler, less impactful way to increase the fund's revenue would be to get rid of items like yard stickers which result in higher overhead costs.
3. According to the Proposed Budget, the EDRST had 1.2 million dollars at the end of the year. However, there is no need to maintain a balance in this account and those funds should be spent every year.
4. Please be careful of hiring more salaries.

Hearing no other requests to speak, Mayor Crow closed the Public Hearing at 7:14 p.m.

- J. CONSENT AGENDA – Vote Required**
 - 1. Pavement Markings Contract

Councilmember Hales moved to approve, seconded by Councilmember Carr and the motion carried unanimously.

- K. CITY MANAGER’S REPORT**

- L. UNFINISHED BUSINESS**
 - BILLS*

- M. NEW BUSINESS**
 - RESOLUTIONS*
 - BILLS*

Introduced by Councilmember Carr

- 1. **BILL 9359** -AN ORDINANCE FIXING THE COMPENSATION TO BE PAID TO CITY OFFICIALS AND EMPLOYEES AS ENUMERATED HEREIN FROM AND AFTER ITS PASSAGE, AND REPEALING ORDINANCE NO 7079. Bill No. 9359 was read for the first time.

- N. COUNCIL REPORTS/BUSINESS**

- 1. Boards and Commission appointments needed
 - 2. Council liaison reports on Boards and Commissions

Councilmember Smotherson reminded everyone that the Starlight Concerts will commence on Monday, June the 18th. *(Additional information can be found on the City's website and Arts & Letters Facebook page.)*

- 3. Boards, Commissions, and Task Force minutes
 - 4. Other Discussions/Business

- O. CITIZEN PARTICIPATION (continued if needed)**

- Jerrold Tiers, 7345 Chamberlain, University City, MO**

Mr. Tiers stated although initially, he had doubts about the Olive/170 development, he is now onboard. And while he understands the concerns expressed about increased taxes and gentrification, he honestly does not see how they can be totally avoided. There is, however, one lingering question, and that is how and when will schools benefit from the TIF? A lot of people have the impression that there will be an immediate benefit, but based on his understanding, increments from the TIF will come from taxes which are over and above the taxes U City currently receives. And at the outset, increments received from the entire TIF area; RPA-1 through 3 will be used to pay off the TIF bonds. Mr. Tiers stated this is the type of information he believes could influence people to be more amenable to this project than they are right now.

So, while he would certainly like to know if his understanding of this concept is correct, he thinks it would be a good idea to put any explanation about how schools will benefit in the short-term, in a public format so that everyone can be educated on this topic.

Bobette Patton, 8639 Spoon Drive, University City, MO

Ms. Patton stated one of her concerns involves people who profess their intent to save residents who do not want to be saved. Many residents not only want to sell their homes but have signed the option to do so. And now with all of this rhetoric going back and forth, they are kind of in limbo. So let's all start listening to the people who live there.

Patricia McQueen, 1132 George Street, University City, MO

Ms. McQueen stated she likes having a process, but some of the arguments she's heard in opposition to the TIF have nothing to do with the role of the TIF Commission, which is to answer the question of whether this money makes sense?

- We haven't seen anything in writing. The logical process dictates that you won't see anything in writing until the money is in place.
- Taxes are always going to increase no matter what happens. And when there is no increase in the City's revenue services and improvements to infrastructure will suffer.
- There are many definitions of gentrification. And yes, there is a black and white issue, but the main issue is green.

Ms. McQueen stated her concern is about the Black families in Ward 3 that did not see their property values increase like their neighbors to the south of them. So, should the Commission vote to recommend the TIF, instead of "*We don't want this,*" what she would like to hear is how this process can be tweaked to make it even better.

Aren Ginsberg, 430 West Point Court, University City, MO

Ms. Ginsberg stated she felt it was important to go on record and thank Council for finally taking the stability of the 3rd Ward seriously. She stated she is grateful that the value of her home has increased and would like to see her 3rd Ward neighbors have the same nest egg that they can benefit from.

Sonya Pointer, 839 Canton Avenue, University City, MO

Ms. Pointer stated gentrification is avoidable if the City develops the proper plan. But perhaps, the first step is for everyone to gain a clear understanding of exactly what gentrification is. So, she would ask either Council or the City Manager to provide the public with a definition.

She stated just because some of her neighbors in the 1st and 2nd Wards believe this is a good project, does not mean that everyone will benefit from it. So please start listening to their concerns.

1. What happens when you don't have a good credit score or your debt to income ratio won't allow you to take the equity out of your home?

2. Why does the 3rd Ward have to be diversified in order for its residents to receive benefits?
3. Will these benefits allow 3rd Ward residents to operate small businesses along Olive?
4. Who in this community actually shops at Costco?
5. Is it not your responsibility as Council to listen to the people who do not attend these meetings?

Ms. Pointer stated these are some of the questions she hopes Council will attempt to answer before moving forward.

David Harris, 839 Gannon, University City, MO

Mr. Harris stated he has attended and spoken at every meeting conducted by the TIF Commission and will not be repeating the questions or concerns raised at those meetings since they are a matter of oral and written record. And while his hope is that any questions or concerns that have not been addressed will be, he will follow up as necessary.

One question that has been addressed is the availability of the funds for use in RPA-2; (Ward 3), and RPA-3; (Olive Business District). The announcement made at the June 6th Public Hearing that this project will be arranged to ensure that 10 million dollars become immediately available for use in Ward 3, and 5 million dollars become immediately available for use in the Olive Business District, alleviates some uncertainties about the timing and availability of those funds. But after listening to many of the concerns expressed by Olive business owners' one suggestion he failed to share at the meeting was that Council considers designating the Olive Business District a Conservation District rather than a blighted area. He stated there are serious perception issues associated with an area designated as blighted, and some very real negative consequences; which include the willingness of businesses to locate or expand, and the concern among property owners, business owners, and tenants, that their properties could be taken by eminent domain; similar to what might occur in RPA-

Mr. Harris stated the question, however, is whether a conservation designation is appropriate, and if so, is the City willing to make this change? To be a Conservation District at least half of the structures in the area must be 35 years old; although some of the newer structures can be carved out of the designated area. The projected revenue for the TIF, City, and other taxing districts should still be available with the use of a conservation designation. But if not, he thinks any reduction in revenue would be worth the gain from the removal of a blighted designation. Mr. Harris stated if this designation is not feasible, he would suggest the City consider other ways to alleviate the very real burdens and concerns associated with this blighting designation.

Gregory Pace, 7171 Westmoreland, University City, MO

Mr. Pace stated if you read the RPA-2 document and look at the charts, the consultant projects that the residential appraised value will increase by roughly 12 to 14 percent over the entire life of the project.

But a 14 percent increase is not the panacea everybody seems to be talking about because it's less than 1 percent a year.

He stated the first page of the Special Edition of ROARS says that the 3rd Ward has been neglected; which is something he's heard again tonight. But somebody is going to have to draw him a line. The School District has not neglected the 3rd Ward; they have two brand new schools. The City has not neglected the 3rd Ward; there have been numerous investments made to their roads. And the 3rd Ward has more true parks than there are in the 1st Ward. So, while it is fair to state the facts about income, education, and demographics, he would object to this idea that we, the citizens, have neglected the 3rd Ward.

P. COUNCIL COMMENTS

Councilmember Clay stated he felt moved to speak this evening. And his first comment would be that the country's democracy depends on the public being engaged, and as such, he welcomes and receives all comments from citizens. However, what he would ask is that those who endeavor to be in the public space be purposeful about citing all of the information correctly. He stated although his comments did allude to the statements attributed to him, he also welcomed those folks to this phase of the process and tailored the balance of his remarks to emphasize how we all should become partners in the work that remains to be done.

But more importantly, what he is feeling right now is some degree of sadness. Councilmember Clay stated he remembers a time not too long ago when he was on the School Board and went through propositions and bond issues in order to build two new schools. As it relates to municipal issues, he does not think either he, Mr. McCarthy or Mr. Pace, see eye-to-eye on very much. But during that process; and other matters involving the School Board, they were all able to sit down and work through their issues. And even though they may not have reached a common understanding, they developed a common appreciation for each other's perspective. So, the sadness that he now feels is premised on the fact that this is an era that may be or to some degree, has already slipped away from us. Councilmember Clay stated while he is in support of this redevelopment project and thinks it will provide a lot of economic benefit for the 3rd Ward, it will not address the issues of civility and humanity. And if we do not come together; if we do not speak citizen-to-citizen, human-to-human; if we do not contact one another and say hey, you know what, you said something that struck me kind of funny and I'd really like to talk to you about that; if we lose all of that, then yes, we may have economic development, but we will not have the things in this community that truly make us U City.

Councilmember Carr stated she would like to take a moment to explain the TIF process, which is a little bit like getting preapproved when you're trying to buy a home.

- The process of discussion and negotiation has not closed. As Rosalind Williams has said on multiple occasions, if the TIF is approved, Council and staff will come together with residents of the 3rd Ward to sit down and talk about their needs and how they should be administered.
- No contracts have been drawn up because, at this point, no one knows whether the TIF will be funded. So there have been no contracts for either Council or members of the TIF Commission to review.
- Currently, there are no monies set aside for this project; residential tax dollars will not be used to finance this project, and until the project is built there will be no incremental taxes above what is currently being received by the City to initiate this project.
- If the City does not receive TIF approval there will be no project.

Councilmember Carr stressed that no one is trying to hide anything, over-plan or take away anyone's right to contribute to their community. And she would feel absolutely horrible if anyone's right to participate were abrogated. Therefore, the sole purpose of extending the TIF Commission's meetings is to make sure that everyone feels like they have had an opportunity to express their thoughts and ask questions.

Councilmember Hales stated he appreciates the folks who stay around to hear Council's comments because oftentimes they will get a response from the members of Council. He stated he would agree that the one thing Council has heard over and over again, is this notion that residential tax dollars are going to pay for this project, and that's just not how a TIF works, as if our property taxes make up for this. Monies that, don't come in now that will come in through property and sales taxes.

Councilmember Hales stated property values in the 1st and 2nd Wards not only came all the way back after the market collapsed but as Ms. Ginsberg said, residents in these neighborhoods are seeing record prices. But even though he understands the fundamental differences; the concerns associated with gentrification and elderly residents on fixed incomes, after conducting a little research, he was absolutely stunned to see the disparities between the 1st and 2nd Wards, and Ward 3. He stated he would also agree that no one on this Council is insensitive to gentrification, but in his mind, this is about recovery of the property values in the 3rd Ward. No neighborhood should be left behind in U City, and that's his focus.

Councilmember Hales informed Mr. McCarthy that he couldn't agree more on the issue of yard stickers, and in his short time on Council has already had this same conversation with staff.

Mayor Crow provided the following community updates:

- Several members of Council joined COCA on Friday evening for their groundbreaking ceremony.

He extended congratulations for their success in putting together and achieving a 41 million dollar capital campaign illustrating their continued commitment to the people they have served throughout the St. Louis Metropolitan area and their longing to investment in this part of the City.

- Saturday was an extremely enjoyable evening in the Loop as he walked along the streets chatting with neighbors and friends in the presence of both the Fire and Police Departments who were in full force.
- Also last weekend, an incredible number of residents and neighboring communities participated in the North and South Street Fair sponsored by the Chamber of Commerce and area business owners.

Mayor Crow stated every now and then it's important to take a step back and say thank you to the people who care so much about this community. And tonight, he would like to acknowledge the efforts of Ed McCarthy, who has an eye for detail, is always prepared, and undoubtedly cares about the solvency of the City's pension funds more than anyone he has ever met. Mayor Crow added that he too has been tired of the yard stickers for a very long time.

To date, there have been two TIF Commission meetings, another is forthcoming, and no one should be surprised if there's a fourth meeting. Mayor Crow stated many now sitting on this dais remember when times were different and opportunities to garner citizen input were rarely initiated. So even though some may grow weary, this Council's goal is to give everyone a chance to participate in this process. Mayor Crow stated he and the City Manager have made outreach to the business owners along Olive, once again, to make certain they understand the benefits of this plan. And he would encourage folks to continue to be engaged, educate themselves and ask questions so that everyone possesses the wisdom necessary to work through this process and make it better.

Q. ADJOURNMENT

Mayor Crow thanked everyone for their attendance and closed the City Council meeting at 7:54 p.m.

LaRette Reese
City Clerk

6/18 Remarks to City Council 2019 Budget Hearing re: Senior Commission Ride Scholarship Proposal

My name is Margie Diekemper, 8039 Gannon Avenue. I am currently the Chair of the U. City Commission on Senior Issues and I have been charged to speak on behalf of the Commission this evening. I was assured that you have received a copy of the Senior Commission FY 2019 budget proposal for \$5500 submitted April 2, 2018 for your consideration. This budget request includes the Rationale and Fiscal Note Justification for a "Ride Scholarship" program for U. City Seniors 60+ and visually impaired adults.

This very modest budget request is similar to one we submitted for last year's budget; but this year's proposal requests only direct service ride funds for U. City Seniors in the form of a Ride Scholarship. This would award an introductory annual membership and contribution to a ride account with the Independent Transportation Network/Gateway (ITNGateway). ITN, a new not-for-profit operating now in mid-St. Louis County, is an affiliate of ITNAmerica, the largest not-for-profit senior transportation service in the U.S. that has been operating for more than 20 years in other U.S. communities, including an 8 y.o. program in St. Charles County that has already provided over 53,000 rides.

Senior Commissioners believe strongly that this is a great service and stand by our 2nd year of advocacy in recommending this service and this budget proposal. We also took the extra step of developing a document that should clear up any misunderstandings or misconceptions about ITN that came up last year. Mr. Rose assured me you received that document as well and some additional ITNGateway publications.

We Senior Commissioners take very seriously our ordinance-mandated responsibilities to advise and make recommendations to you regarding services that we feel will impact (in this case, positively) the quality of life for our fellow senior residents in University City. ITN is one-of-a-kind and our innovative proposal will directly help and improve the lives of many U. Citizens at very little cost. Allow me to take just a minute to also update you on what has happened with ITNGateway since I stood before you at this time last year.

- The St. Louis County expansion Steering Committee continued to meet regularly in 2017 and 2018.
- ITN Gateway opened for business in St. Louis County on May 9, 2018 – almost exactly one month ago. And, what a month it's been!
- From May 9 – June 9, 37 rides have been provided.
- 73% of those rides (27) have been for U. City residents
- 69% of the currently registered riders are U. City residents
- I have personally fielded 24 telephone calls from interested riders, and trained 5 U. City volunteer drivers so far.
- The ITNGateway office has taken 15 calls from U. City residents and mailed applications to all of them.
- I just learned today that already this week alone, we have 23 requests for rides, almost all for U. City residents!

Clearly, the need for this kind of service exists here – lacking anything similar, our seniors want to use safe, unique, affordable, dignified, personalized, door-to-door, arm-through-arm, 24/7 ITNGateway rides. Among others, I have taken a non-driving U. City senior to her workplace. ITN rides are helping to keep her active & employed and she can continue to live here instead of having to move closer to her workplace. We've taken another senior to her gym classes and to pick up her dry cleaning - from a U. City business, I might add. And with ITN rides, another senior has been able to continue volunteering with a group that meets at the U. City Library. Medical appointments and grocery shopping, the priorities for almost all other transportation services, are important, but not what keep seniors independent, active and engaged. I am thrilled that ITN can be available for these vital and engaged U. Citizens! But there are many, many more that would be profoundly grateful for a Ride Scholarship to introduce them to this wonderful and unique transportation service. It might be useful to look on this "Scholarship" as similar to the funds you approve for youth for Parks & Rec memberships.

On behalf of the entire Senior Commission, I hope you will seriously consider funding this very modest proposal that we feel is worthy and important for U. City seniors and their families. Thank you.

Proposed FY 2019 Budget Request for Senior Transportation Needs
Submitted by the University City Commission on Senior Issues
April 2, 2018

Request for Budget Line Item/s:

The University City Senior Commission recommends that item/s be inserted into the upcoming 2019 budget proposal (departmental destination to be determined by the City Manager) for \$5500 for transportation specific services for University City residents. This request for \$5500 would be allocated for “ride scholarships” for transportation for University City residents age 60+ and visually impaired adults age 21+ through Independent Transportation Network Gateway (ITNGateway). The rationale and justification for this follows.

Rationale:

- Adults, age 45 and over comprise nearly 30% of the U. City population
- University City does not currently have a municipally-operated transportation service available for citizens of any age or ability level.
- There are currently no city funds budgeted for transportation services for U. City seniors or those with visual impairments.
- Since it was convened in January 2014, the U. City Commission on Senior Issues has investigated and participated in county-wide efforts (Age-Friendly Initiative) to identify, among other resources and gaps, senior transportation options in the mid-county area for U. City seniors and visually impaired adults.
- A comprehensive study of County senior transportation services in the 2015 St. Louis County Age Friendly Community Action Plan identified the lack of coordinated and accessible transportation for senior adults as one of its top priorities. Existing services are fragmented and uncoordinated; and the mid-county corridor has emerged in the data as home to some of the most underserved seniors in terms of transportation services to help maintain independence in activities that contribute to productive quality living for seniors.
- Since August 2015, Senior Commission members have been involved in discussions with an existing transportation affiliate of Independent Transportation Network America (ITN) in St. Charles County. Since January 2016, Senior Commission members have been participating along with individuals and other mid-county municipal representatives on a Steering Committee for a proposed St. Louis County mid-county corridor expansion (ITNGateway) of this unique not-for-profit national senior transportation model.
- The Senior Commission believes this model, and the modest investment being proposed herein, provides the best transportation effort yet to keep the County’s seniors, including those residing in University city, independent, mobile, and actively involved in economic, civic, recreational, and social activities to maintain quality, productive lives. Transportation services for seniors provided by ITNGateway surpass in quality and quantity those offered by any other transportation service in the metropolitan region. The national not-for-profit, ITNAmerica, of which ITNGateway is an affiliate, has a 20+ year outstanding, nationally recognized record of transporting seniors and visually impaired adults in approximately 18 other U.S. communities including our neighbor to the west, St. Charles County. There, an affiliate, ITNSt. Charles, has been operating successfully since 2010 (more than 50,00 rides provided) and is merging with the St. Louis County expansion.
- This is not a “free” model. Though ITN is a not-for-profit entity with services mostly provided by trained, certified volunteer drivers, there are still operating costs for administration,

dispatching, accounting, etc. This is a membership and fee-based service; and historically across the country in communities where it exists, is more economical than a taxi.

- Operational funding is derived from memberships, user fees, federal grants, local and municipal funding, foundation grants, and private donors.
- All pertinent additional information on history of this current expansion effort, operations, qualifications for membership, etc., is available in documentation to be provided.

Fiscal Note Justification:

- \$5500 requested would be allocated as “ride scholarships” in the following way to U. City seniors 60+ or visually impaired adults 21+.*
 - Introductory Annual Memberships would be paid - \$50 per individual, \$75 per couple
 - $\$50 \times 33 \text{ individuals} = \1650
 - $\$75 \times 5 \text{ couples} = 375$
 - $\text{Total memberships} = \2025^{\S}
 - Introductory \$100 ride credits/year would be deposited in the accounts of the same participants granted memberships through the scholarship application process.
 - $\$100 \times 35 \text{ accounts} = \3500

* This funding formula is suggested by and based on the lived experiences of a current U. City Senior Commission member with a long-time visual impairment who has extensive experience using nearly every available voluntary and/or for-profit transportation service in the Metropolitan area.

[§] This projected amount for individual/couple memberships results in exceeding the budget request by \$25. This \$25 shortfall can easily be raised through individual donation credits.

While this budget request is under consideration, the Senior Commission will be determining the eligibility criteria for award of the “Ride Scholarships.” When and if the scholarship funding is allocated and approved, there will be active communication with the community to publicize the existence of the service and the available scholarships so that there is ample opportunity for all interested to apply. It is an expectation that one or more members of the Senior Commission will participate in active oversight of the monies granted through this process including gathering information on the workability of the scholarship process, the amount of the allocations, and an evaluation of the service itself by and for University City users.

**Clarification Regarding
Support of the University City Commission on Senior Issues for the
Independent Transportation Network (ITN)
April 2018**

During Spring and Summer 2017 City Council public sessions, study sessions, and FY 2018 budget deliberations, there were several misunderstandings voiced about the nature of the University City Commission on Senior Issues ("Senior Commission" or "Commission") relationship with a not-for-profit entity, Independent Transportation Network Gateway (ITNGateway). In an effort to begin to address serious gaps in senior transportation for U. City seniors, in its advisory capacity, the Senior Commission put forth a good faith proposal to fund "Scholarships" for this transportation service for area residents. The following clarifications are respectfully submitted to inform and instruct the Council's consideration of the Commission's 2019 budget proposal. These clarifications specifically address issues of sustainability, cost, descriptive terminology, the Senior Commission's role, and University City's funding for Senior Services.

Sustainability – past comments raised issues of sustainability of ITNGateway and U. City's Scholarship contributions:

- ITN America is a 22 year-old reputable not-for-profit entity, the largest non-profit provider of senior transportation in the United States. It has had "affiliates" in 18 distinct communities across the country. Nearby St. Charles County has had an ITN affiliate since 2010 and has already provided more than 50,000 rides for St. Charles citizens.
- ITNAmerica, the national parent organization, explicitly discourages affiliates from seeking municipal funding for operations except in start-up situations. But creative funding, such as the Scholarship support being sought in U. City, is a way for cities to demonstrate support and provide service in a fiscally responsible way that does not obligate them in any way to provide operational funding for an independent not-for-profit service.
- Since U. City provides no senior transportation of any kind at present, the \$5500 requested is to be allocated to "scholarships" for ride-needy seniors or visually impaired adults to purchase ITN memberships and a small ride fund to introduce them and their families to this service while it is new and residents and families are just learning about ITN.
- It is not intended that ride scholarship recipients would be re-funded year after year indefinitely. The clear intent as an introductory incentive is to give people a chance to see if this type of transportation fills a gap they may be experiencing in their transportation needs.
- Nor is ITN considered to be a panacea for the troublesome lack of 24/7 personalized transportation assistance in U. City and much of St. Louis County. It is just one more option that could be an important addition to a community's ability to serve a growing senior population and keep senior residents active and engaged in social and civic endeavors.
- The scholarship funding, should the City consider it, might be seen in the same light as the Parks Department scholarships for youth programs.

Costs – It is clear from up-to-date cost comparison, that in spite of some claims to the contrary, ITN rides are cheaper than both taxi rides and those offered by Uber. Concerns have also been expressed about the annual member fees.

- A fee-based service is not an unusual model. In fact, one of the few local municipal ride services for seniors also charges an annual fee for riders. The ITN annual fee is \$50 per person, \$75 per couple; so one person of that couple only pays \$37.50/year.
- Many families who cannot support their non-driving parents or loved ones because they live afar or because of their own full-time work commitments can and do purchase memberships for them and keep their accounts active with ride monies.

The following cost comparison is instructive:

Example comparing ITN, Taxi, Uber costs for a fairly typical ride.

Round Trip from University City to the County Library on Lindbergh (10 minute, 7.1 mile ride). ITN annual membership fee of \$50 factored in assuming 1 ride per month – approximately \$4.

<u>ITN</u>	<u>Taxi</u>	<u>Uber X (cheapest)</u>
\$2.50 pick-up	\$3.00 pickup	\$1.50 Base
<u>10.65 (1.50/mi)</u>	14.20 (\$2/mi)	2.00 (.20/min)
\$13.15 (one way)	<u>3.50 tip</u>	9.00 (1.26/mi)
26.30 (R/T)	\$20.70 (one way)	2.55 service
4.00 (fee factor)	41.40 (R/T)	<u>2.50 tip</u>
\$30.30		\$17.55 (one way)
		35.10 (R/T)

Descriptive Terminology Regarding ITN – ITN descriptors varied from meeting to meeting and speaker to speaker. And ITN's credibility was sometimes questioned.

- ITN has been recognized as a viable transportation resource by the St. Louis County Age Friendly Community Plan (approved and promoted by the World Health Organization and AARP in the U.S.).
- ITN has already been funded by a Federal Department of Transportation grant and vetted by East-West Gateway;
- ITN has repeatedly been funded for its unique approach to senior transportation by local and regional philanthropic organizations.
- Furthermore, surpassing 50,000 rides in St. Charles County provides a great deal of credibility to ITN's mission and operations.
- ITNGateway is a 501c3 non-profit, registered entity that does, in fact, raise money from charitable foundations and other philanthropic organizations to provide assistance to users of the service. ITNGateway is not a "charity". In fact, the other term used – 'conciierge' - almost contradicts the notion of a charity. In short, the use of both terms creates unwarranted confusion about this organization.
- "Conciierge" is simply not a valid descriptor for ITNGateway. While the original meaning of 'conciierge' may be somewhat neutral, it has come to mean something more elitist and exclusive in modern parlance – a notion that is far from the reality of ITNGateway.
- Referring to ITNGateway as a conciierge service strongly implied that its services are not ever going to be accessible or affordable for persons in our community who may have low or modest incomes. In fact, the ITN operating in St. Charles has worked very hard to obtain and keep foundation funding and grants that support the needs of riders of all income-levels. Already being talked about are ways to involve church, synagogue and community groups in small fundraising efforts to support low income seniors' memberships and user charges. Also, volunteers can donate earned ride credits to be used for riders who could use financial assistance.
- This service is not now and never has been promoted as a panacea transportation service to meet the ride needs of everyone. The niche ITN would occupy is desperately lacking in St. Louis County – a service that is affordable, door-through-door, arm-through-arm, available 24/7, and serves an expanded geographic area even in the start-up target area.

The U. City Senior Commission's Role vis-à-vis the U. City Council, ITNGateway and the budget request.

- The U. City Senior Commission's by-laws set out clear mandates for the Commission to "review, evaluate, and make recommendations to the City Council and City staff on matters affecting senior residents... Commission shall interact with and collect information on existing programs in U.City, as well as other nearby communities." Furthermore, "the Commission is advisory to the Council." Nowhere in Commission by-laws was the Commission mandated to provide transportation for seniors and visually impaired adults. However, having explored the gaps in senior transportation for seniors in

U. City and St. Louis County, the Commission felt confident that making recommendations about participation in ITN and then a subsequent budget proposal fulfilled the Commission mandates to recommend and advise the Council on this timely and important issue.

- U. City Senior Commission members accepted the recommendations of their own members who have worked collaboratively with other mid-county communities on ITN and offered a way to enhance the resources to meet senior transportation needs with a very minimal funding request to the City Council.
- Lastly, it is important to note for the record that no member of the U. City Senior Commission has ever been employed in any capacity by ITN Gateway. All Commission members who have served on the ITN Gateway Steering Committee have explicitly represented only the U. City Senior Commission and attended with full knowledge of the entire Commission. U. City Senior Commission representatives on the ITN Gateway Steering Committee have regularly reported progress on the St. Louis County expansion efforts at every Senior Commission meeting since June 2016.

University City Senior Needs and Service Funding – Comments during 2018 budget deliberations indicate a belief that the City is spending enough on Senior Citizen needs as evidenced by the decision to allocate Community Development block Grant Funds to low income housing repairs and the continued funding of the part-time Senior Coordinator position.

- Community Development Block Grant (CDBG) monies are federal grant dollars administered through St. Louis County. In fact, these dollars do not represent a contribution from the City's general funds. In FY 2018 the U. City Council approved the recommendation from the Department of Community Development that the \$104,000 in CDBG funds be used in partnership with St. Louis County for low income housing repairs. This will clearly impact the lives of many low income seniors in U. City. But there is not a requirement that these monies even be spent solely on senior citizen housing – just low income housing. As it happens, many of the U. City residents on the county's housing repair waiting list are seniors and the Senior Coordinator has fielded dozens of phone calls during her tenure regarding need for affordable housing repairs. This is a great plan to augment the range of services for U. City seniors; but CDBG are federal funds that could be eliminated in future budget deliberations. These funds are a vestige of community development funds allocated in the 60's War on Poverty program.
- Future U. City budget planning processes should plan to allocate additional funding that would more adequately support senior residents' service needs. U. City invests just \$20,000 from General funds for the part-time Senior Coordinator position (originally recommended and proposed by the U. City Senior Commission). Importantly, U. City has a proportionately higher percentage of older adults (55+) 29.6% than even Florissant, St. Louis County's largest municipality.
- By comparison, Florissant (27.4% of the population are 55+) funds senior services from their general fund in the amount of \$198,285 and boasts 2 FT senior service staff, 2 part-time drivers for their transportation service and a full range of senior meal, trip, and social services and discounts for senior residents.
- Maryland Heights (24.5% of the population are 55+) has a full-time senior coordinator and multiple senior programs funded through their General Fund and also funds 4/5 time driver for their senior transportation needs.

In Conclusion, the Senior Commission respectfully requests that the above noted clarifications and corrections be entered into the public record along with the FY 2019 budget request. The Commission invites and welcomes collaborative discussion with U. City Council members regarding our work, recommendations and this request. Council Liaison, Paulette Carr, specifically recommended that we bring this proposal forward to the City Manager during FY2019 fiscal deliberations. It is the Commission's continued belief that ITN Gateway offers St. Louis County seniors and visually impaired adults a unique opportunity to expand the range of transportation options open to them so that they can remain actively engaged in community life. The Commission believes that Ride Scholarship funding will demonstrate University City's commitment to its senior and visually impaired residents with transportation needs.