NOTICE OF STUDY SESSION

Residential Survey Findings and Public Safety Technology Proposal

CITY HALL, Fifth Floor
6801 Delmar Blvd., University City, Missouri 63130
Monday, January 26, 2026
5:30 p.m.

AGENDA

1. Meeting called to order
2. Changes to Regular Agenda
3. 2025 Community Survey Findings (ETC Institute)
4. University City Robotics 2026
5. Adjournment

The public may also observe via:
Live Stream via YouTube:
https://www.youtube.com/channel/UCyN1EJ_-Q22918E9EZimWoQ

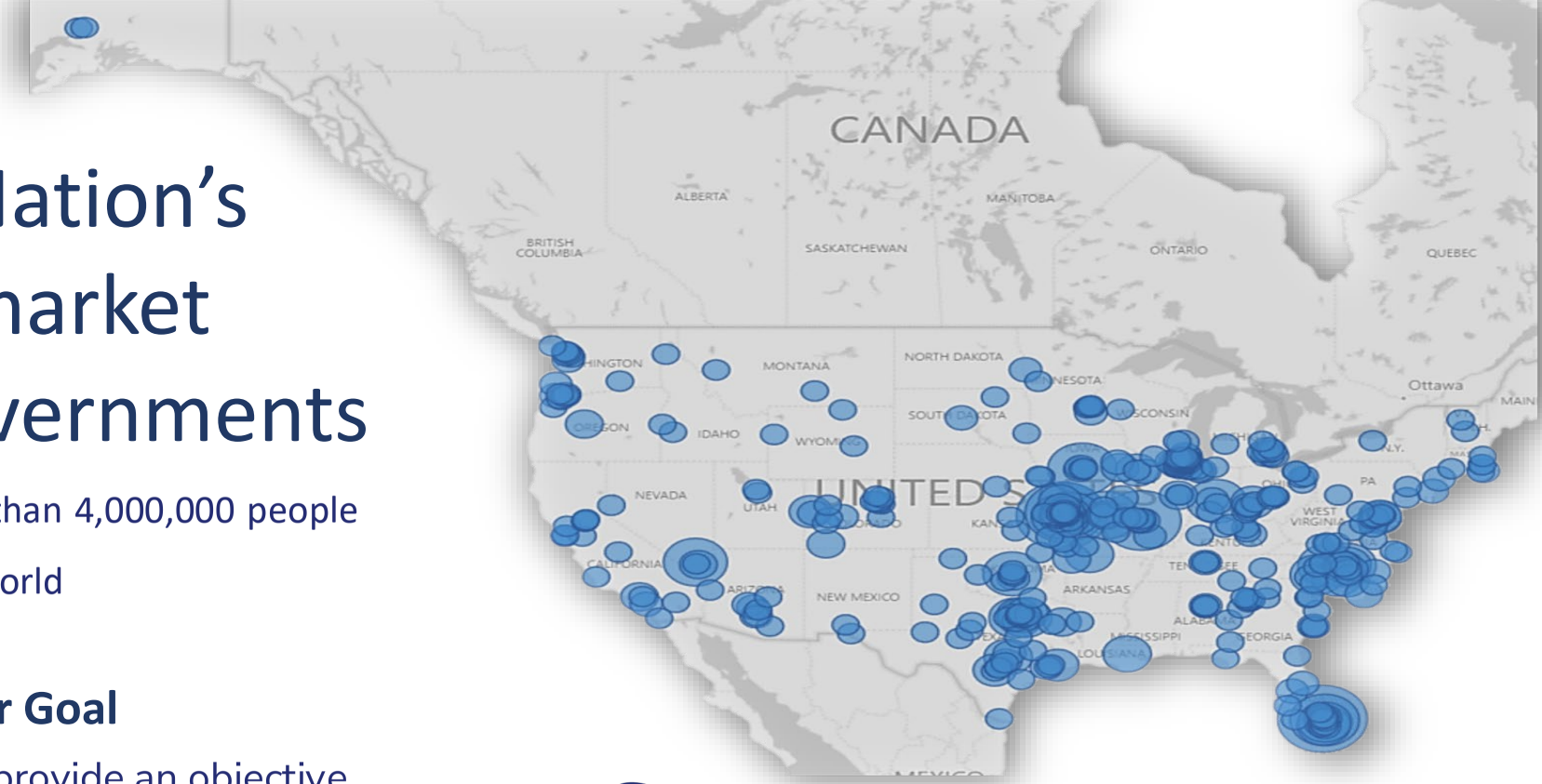
Posted this 23rd day of January, 2026.

2025 City of University City Community Survey Findings

Presented by ETC Institute

January 2026

ETC Institute is the Nation's leading provider of market research for local governments



Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents

ETC INSTITUTE

Agenda

01. Perceptions
02. Trends
03. Benchmarks
04. Opportunities
05. Additional Findings
06. Summary & Questions

2025 Community Survey

Purpose

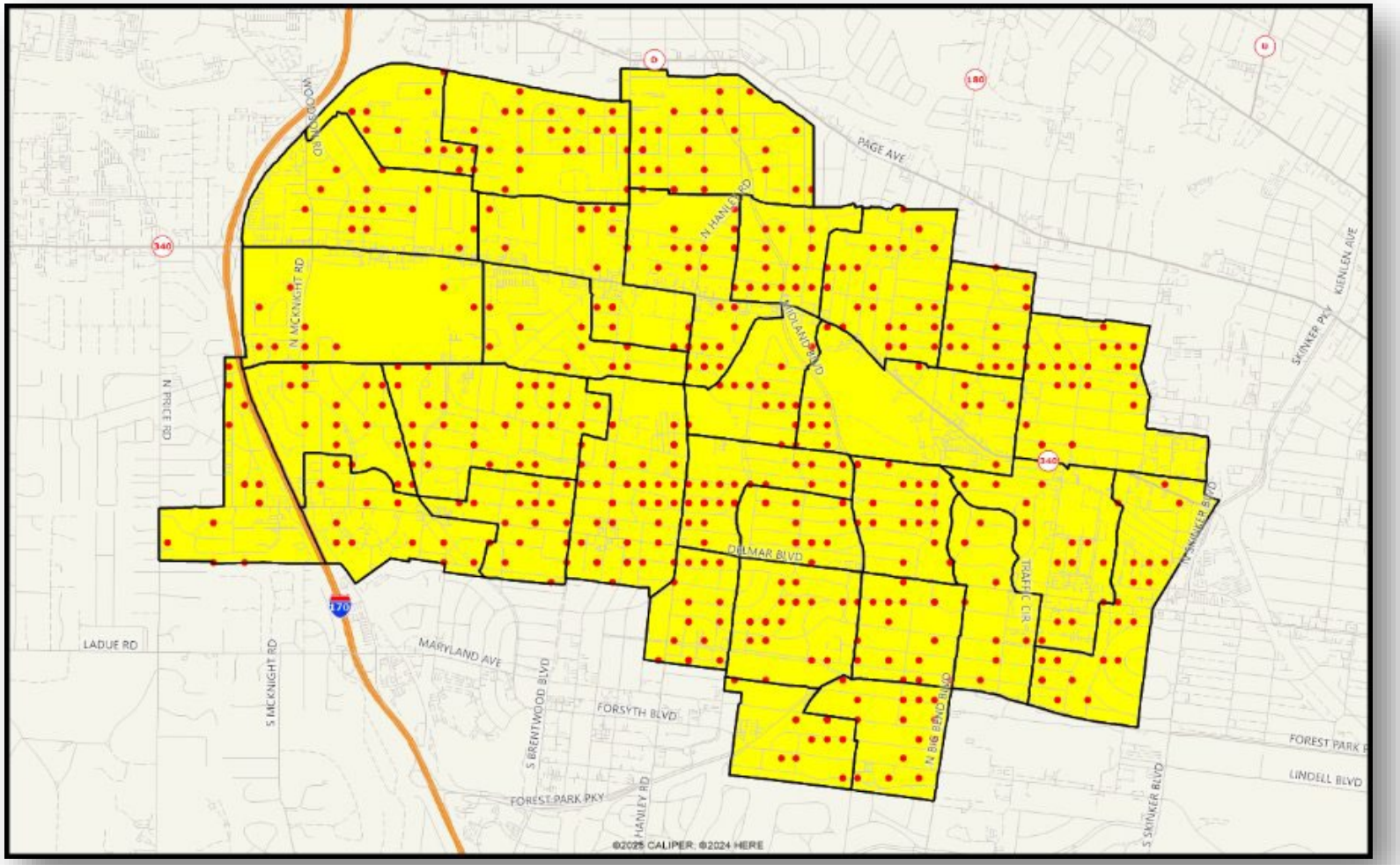
- To objectively assess resident satisfaction with the delivery of City services
- To gather input from residents to help City leaders set priorities for the City
- To track the City's performance against itself and other communities over time

Methodology

- Like prior surveys by ETC Institute, last survey was conducted in 2023
- Administered by mail, phone, and online with follow-ups by text, email, and social media
- Sample designed to ensure results are statistically valid of the City's population
- 604 completed surveys were collected, MOE: +/-4% at 95% level of confidence

Location of Survey Respondents

Boundaries are by Census Block Group (CBG)



- Good representation of responses throughout the City
- Home address of all respondents are geocoded to the block level to ensure anonymity
- In addition to geographic representation, ETC Institute also achieved a good demographic representation in the results including ethnicity/race, age, and gender.

What to Know

604

Total number of completed surveys collected.

+/-4.0%

Margin of error at the 95% level of confidence.

83%

Percentage of respondents who provided a “excellent” or “good” response when rating the overall quality of life in the City. This is up 6 points from 2023.

The City Sets the Standard for Services

Benchmarking

76% of respondents were satisfied with the overall quality of services provided by the City – compared to the National Average of 43% and the Regional Average of 52% University City rates 24 pts. or more above both comparisons!

Perceptions of the City Remain High

Perceptions

Of the 13 Perception items that were comparable from 2023 to 2025, the City saw increases in positive responses in all but two areas. Neither area saw a significant decrease in satisfaction with minimal differences less than 1 percentage point.

Opportunities for Improvement

Priorities for Improvement

The survey instrument is designed to drive opportunities for improvement. In 2025, three areas were identified as opportunities:

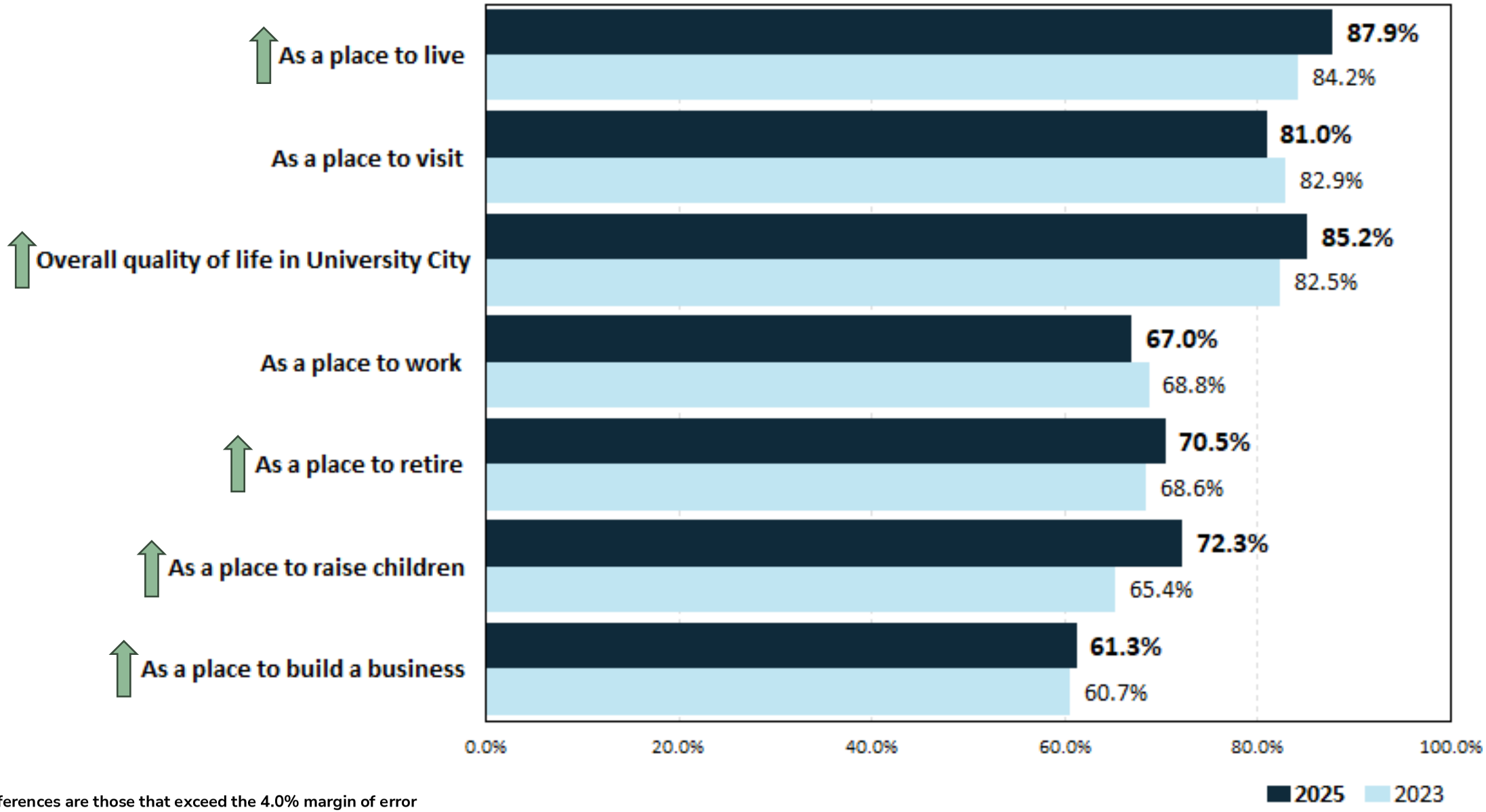
1. Maintenance of City streets
2. Enforcement of City codes and ordinances
3. Parks and recreation programs and facilities

Perceptions

How respondents rated their perceptions of the City of University City

Recommending University City to a Friend or Colleague

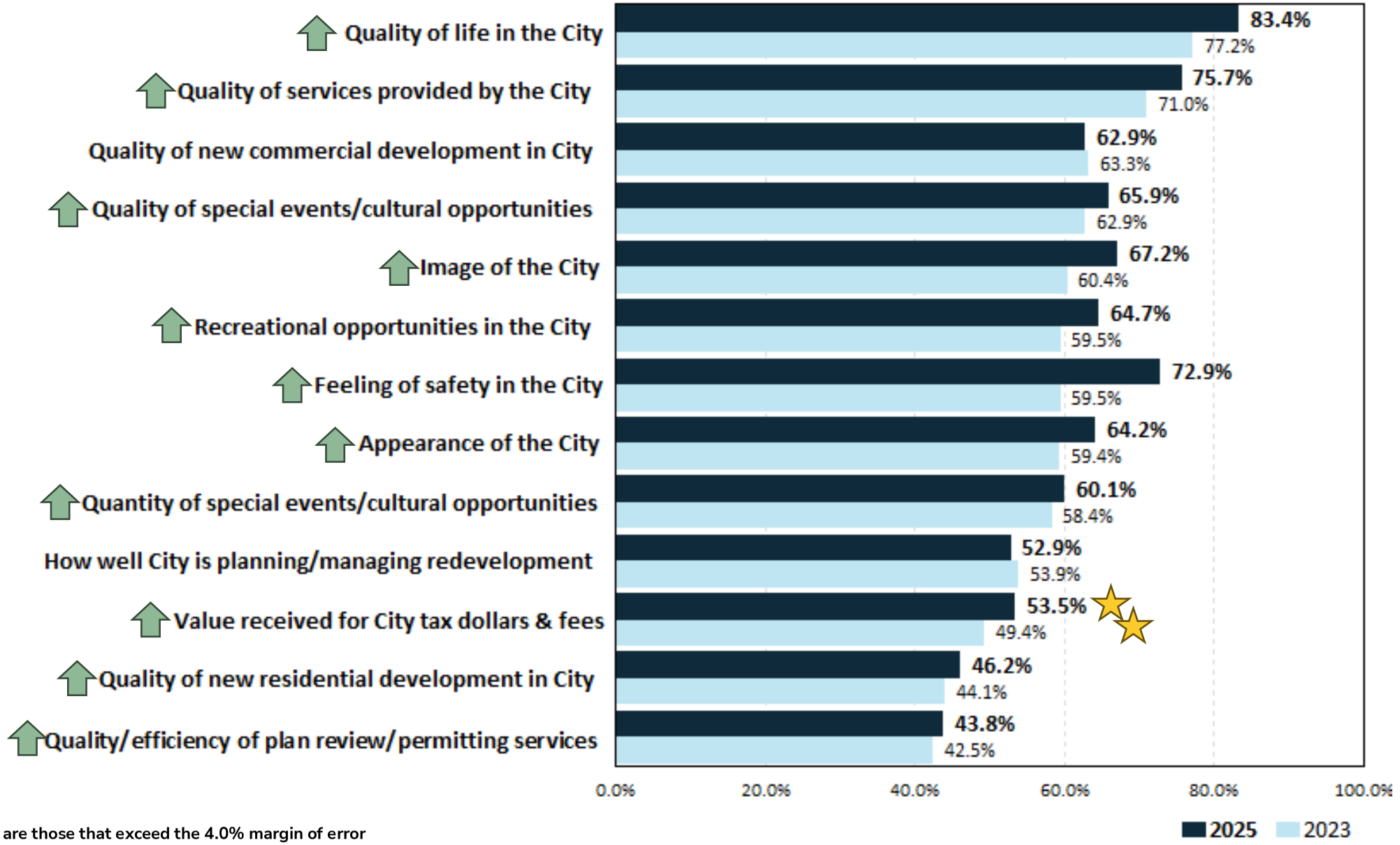
by the sum percentage of respondents who gave a rating of either very likely or likely (excluding don't know responses)



Significant differences are those that exceed the 4.0% margin of error

Satisfaction With Perceptions of the Community

by the sum percentage of respondents who gave a rating of either very satisfied or satisfied (excluding don't know responses)



Significant differences are those that exceed the 4.0% margin of error

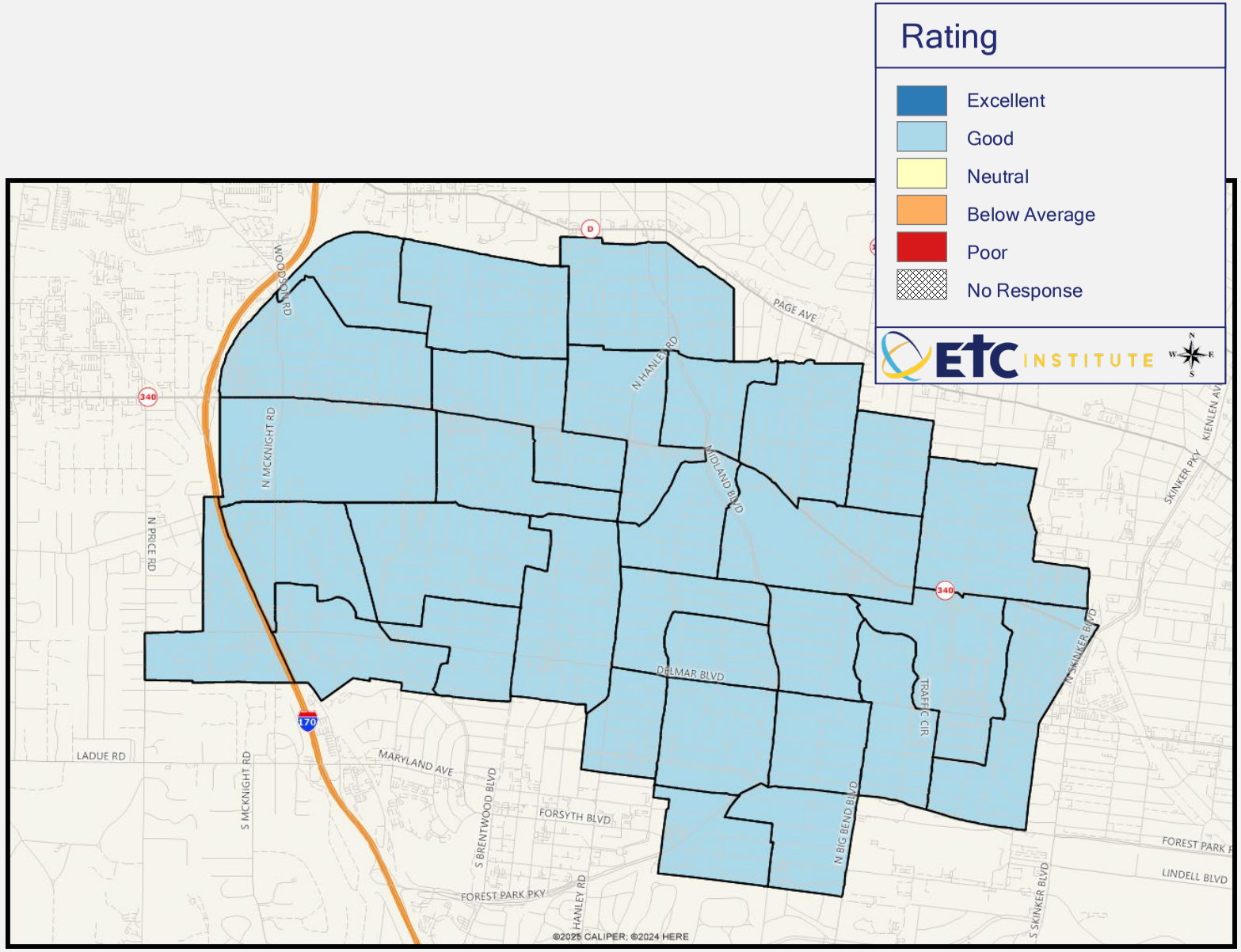
Overall Quality of Services Provided by the City

The map shows that the City of University City is equitably providing services to residents throughout the City based on the mean rating within each Census Block Group.

Shades of blue generally indicate satisfaction with a service, ratings of very satisfied, satisfied, excellent, good, very safe, or safe

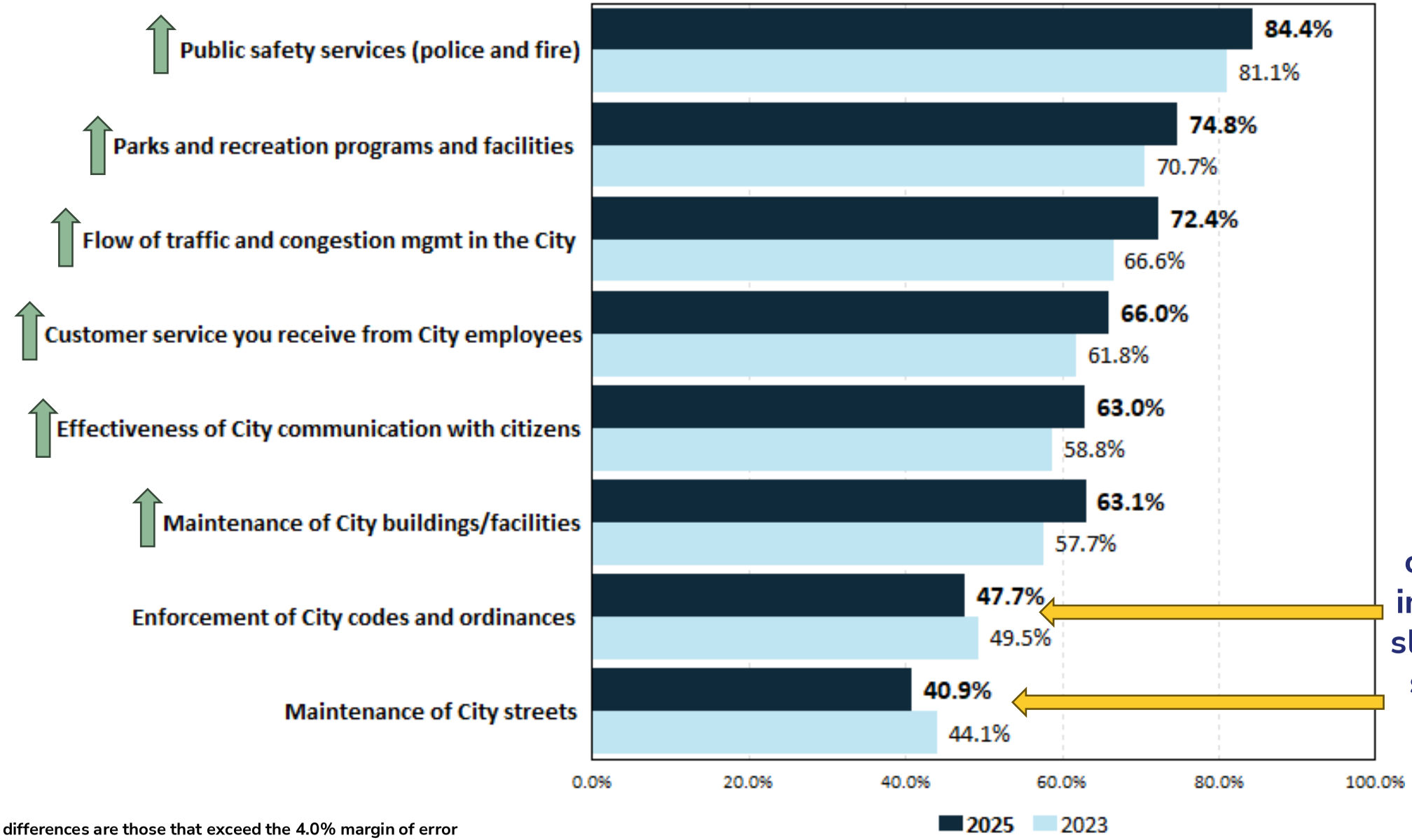
Shades of off-white/yellow indicate neutral ratings

Shades of orange or red indicate negative ratings where general dissatisfaction is higher



Satisfaction with Major Categories of Services

by the sum percentage of respondents who gave a rating of either very satisfied or satisfied (excluding don't know responses)



Two of our opportunities for improvement saw slight decreases in satisfaction that were NOT considered significant

Significant differences are those that exceed the 4.0% margin of error

Trends

How do the 2025 survey results compare to 2023

Comparing the 2025 Results to 2023

- A total of 118 questions were asked on a 5-point positive to negative scale between 2023 and 2025
- Of the areas that were directly comparable, the City saw an increase in positive responses in 75 of the 118 areas (64%)
- Of the areas that saw increases, 38 of the areas saw significant increases that exceeded the survey's margin of error of +/-4% at the 95% level of confidence (32%)

This type of success has been uncommon since 2020

Positive Trends from 2023

118 areas were comparable between the 2023 and 2025 surveys. 75 of the 118 areas (64%) saw a positive increase in satisfaction

Significant differences are those that exceed the 4.0% margin of error

Largest INCREASES in Positive Responses Since 2023

1. Feeling of safety in the City, (+13.4%)
2. The City's efforts to prevent crime, (+12.5%)
3. How quickly police respond to emergencies, (+12%)
4. Frequency of street cleaning services, (+9.7%)
5. Quality of yard waste collection services, (+9.4%)
6. Quality of Trash, Recycling, and Yard Waste Collection, (+7.9%)
7. Quality of the Centennial Commons, (+7.5%)
8. Quality of the City's adult fitness programs, (+7.5%)
9. Quality of the Heman Park Community Center, (+7.1%)
10. Recommending the City as a place to raise children, (+6.9%)
11. Image of the City, (+6.8%)
12. Police Dept. engagement within the community, (+6.8%)
13. Competency of University City Police Department, (+6.5%)
14. Width of sidewalks in business districts, (+6.5%)

Decreases in Positive Responses from 2023

Only 8 of the areas assessed between 2025 and 2023 saw a decrease in satisfaction between 2023 and 2025. Most of the declines were associated with the effectiveness of various communication channels

Significant differences are those that exceed the 4.0% margin of error

Largest Decreases in Positive Responses Since 2023

1. Quality of snow removal on City streets, (-11.2%)
2. Quality of snow removal services, (-11%)
3. Quality of the Ruth Park Golf Course, (-9%)
4. Number of outdoor athletic fields, (-7.3%)
5. Quality of street cleaning services, (-5.1%)
6. Availability of bicycle lanes, (-4.6%)
7. Condition of County roads in the City, (-4.4%)
8. How courteously you were treated by City staff, (-4.2%)

This is very uncommon among communities who have regularly administered surveys between 2020 and 2025. The City of University City has done an exceptional job of increasing satisfaction with some of the most important services to respondents

Benchmarks

How does University City compare to national and regional benchmarking?

National and Regional Benchmarking

A total of 41 items were directly comparable to National and Regional Averages.

University City rated **ABOVE** the National Average in 36 of the 41 areas assessed (88%) – 32 items were significantly higher (78%)

University City rated **ABOVE** the Plains Regional Average in 32 of the 41 areas assessed (78%) – 29 items were significantly higher (71%)

ETC Institute maintains national and regional benchmarking

In 2025, University City's results were compared to two different sources:

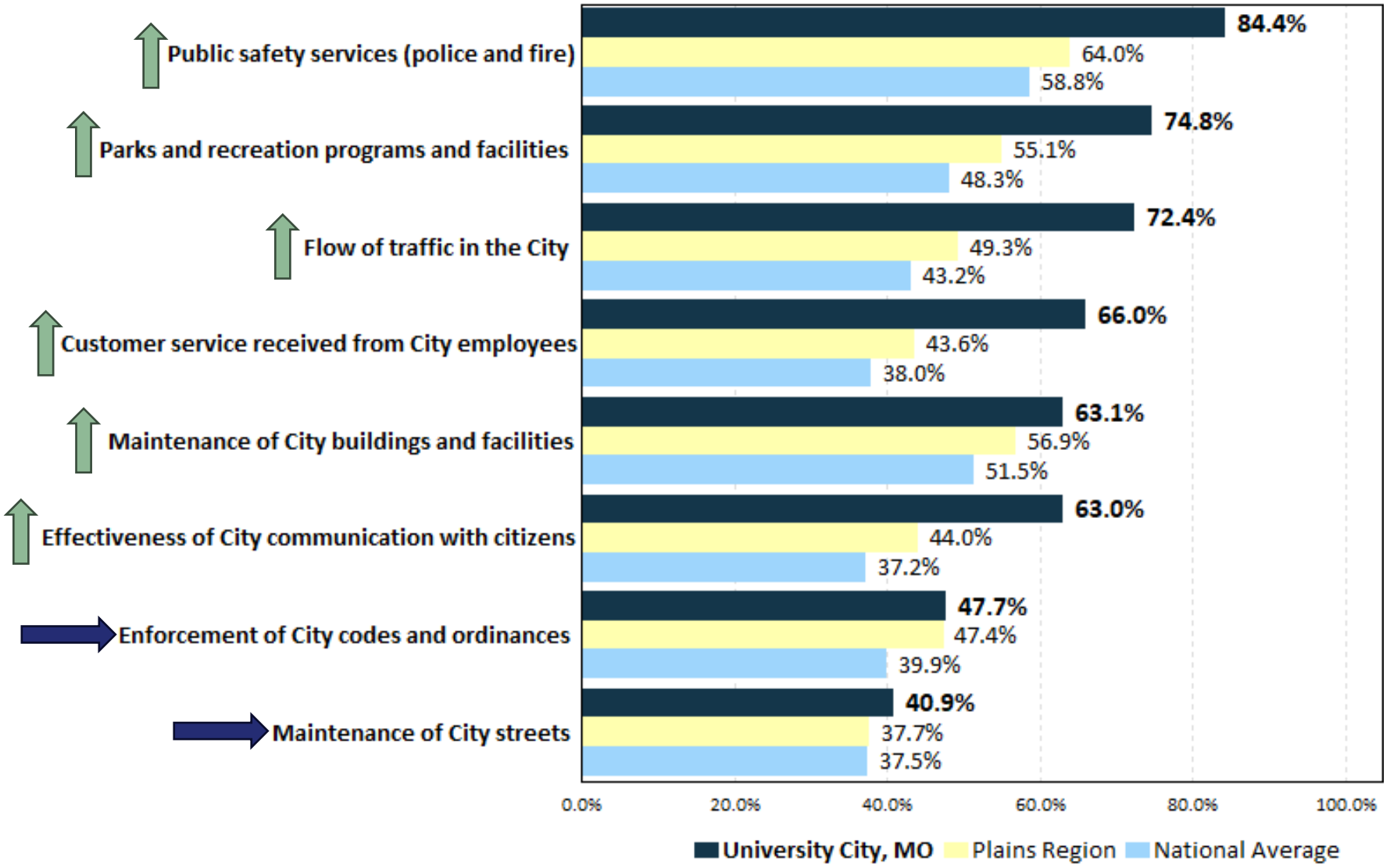
- National Average: a national survey administered during the summer of 2025
- Regional Survey: a survey administered during the summer of 2025 to residents in the Plains regional states: Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska

Significant differences are those that exceed the 4.0% margin of error

Items that were determined to be top priorities in the Importance-Satisfaction Analysis are highlighted with arrows

Overall Satisfaction with Major Categories of City Services

by percentage of respondents (excluding "don't know")



National Benchmarking

Areas University City Rated 20 pts. or Higher Above National Average

- Quality of services provided by the City, (+32.8%)
- Quality of yard waste collection services, (+30.9%)
- Curbside recycling, (+30.3%)
- Flow of traffic in the City, (+29.2%)
- How quickly police respond to emergencies, (+28.1%)
- Customer service received from City employees, (+28%)
- Quality of residential trash collection services, (+27.1%)
- Parks and recreation programs and facilities, (+26.5%)
- Effectiveness of City communication with citizens, (+25.8%)
- Public safety services (police and fire), (+25.6%)
- Drop-off recycling location, (+25.6%)
- Image of the City, (+22.6%)
- Value received for your City taxes & fees, (+20.8%)

Areas Where University City Rated Significantly Below National Average

- Overall snow removal on City streets, (-10.5%)
- Condition of City sidewalks, (-8.2%)

Plains Regional Benchmarking

Areas University City Rated 20 pts. or Higher Above Regional Average

- Curbside recycling, (+30.3%)
- Quality of yard waste collection services, (+30%)
- Quality of residential trash collection services, (+26.9%)
- Drop-off recycling location, (+25.6%)
- Quality of services provided by the City, (+24.2%)
- How quickly police respond to emergencies, (+24.2%)
- Flow of traffic in the City, (+23.1%)
- Customer service received from City employees, (+22.4%)
- Public safety services (police and fire), (+20.4%)
- Image of the City, (+20.4%)
- Parks and recreation programs and facilities, (+19.7%)

Areas Where University City Rated Significantly Below Regional Average

- Snow removal on City streets, (-16.4%)
- Condition of City sidewalks, (-9.6%)
- Adequacy of residential street lighting, (-5%)
- Enforcing the cleanup of litter and debris on private property, (-4.8%)
- Enforcing the maintenance of commercial property, (-4.7%)

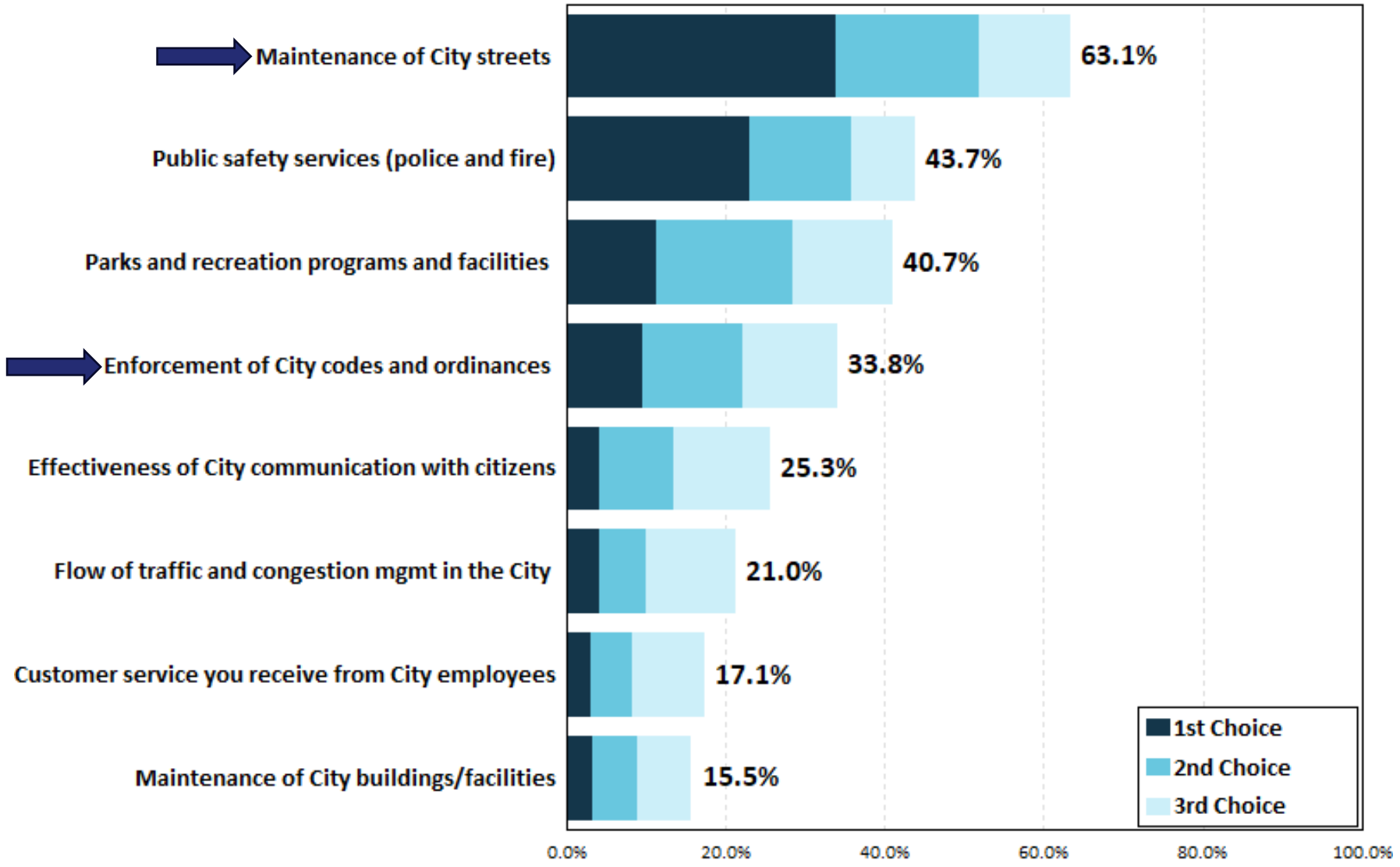
Plains Region Includes: Illinois, Iowa, Kansas, Minnesota, Missouri, and Nebraska

Opportunities

Opportunities for improvement based on the Importance-Satisfaction Analysis

City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



The I-S Analysis pinpoints items with lower than average levels of satisfaction and higher than average levels of emphasis. Public Safety and Parks are outliers in the results

2025 City of University City Community Survey
Importance-Satisfaction Analysis Ratings
Overall Satisfaction with Major City Services
University City, Missouri

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of City streets	63%	1	41%	8	0.3729	1
Enforcement of City codes and ordinances	34%	4	48%	7	0.1768	2
Parks and recreation programs and facilities	41%	3	75%	2	0.1026	3
Effectiveness of City communication with citizens	25%	5	63%	6	0.0936	4
Public safety services (police and fire)	44%	2	84%	1	0.0682	5
Customer service you receive from City employees	17%	7	66%	4	0.0581	6
Flow of traffic and congestion management in the City	21%	6	72%	3	0.0580	7
Maintenance of City buildings/facilities	16%	8	63%	5	0.0572	8

Overall Quality of the Maintenance of City Streets

This area was determined to be the top opportunity for improvement based on the Importance-Satisfaction Analysis

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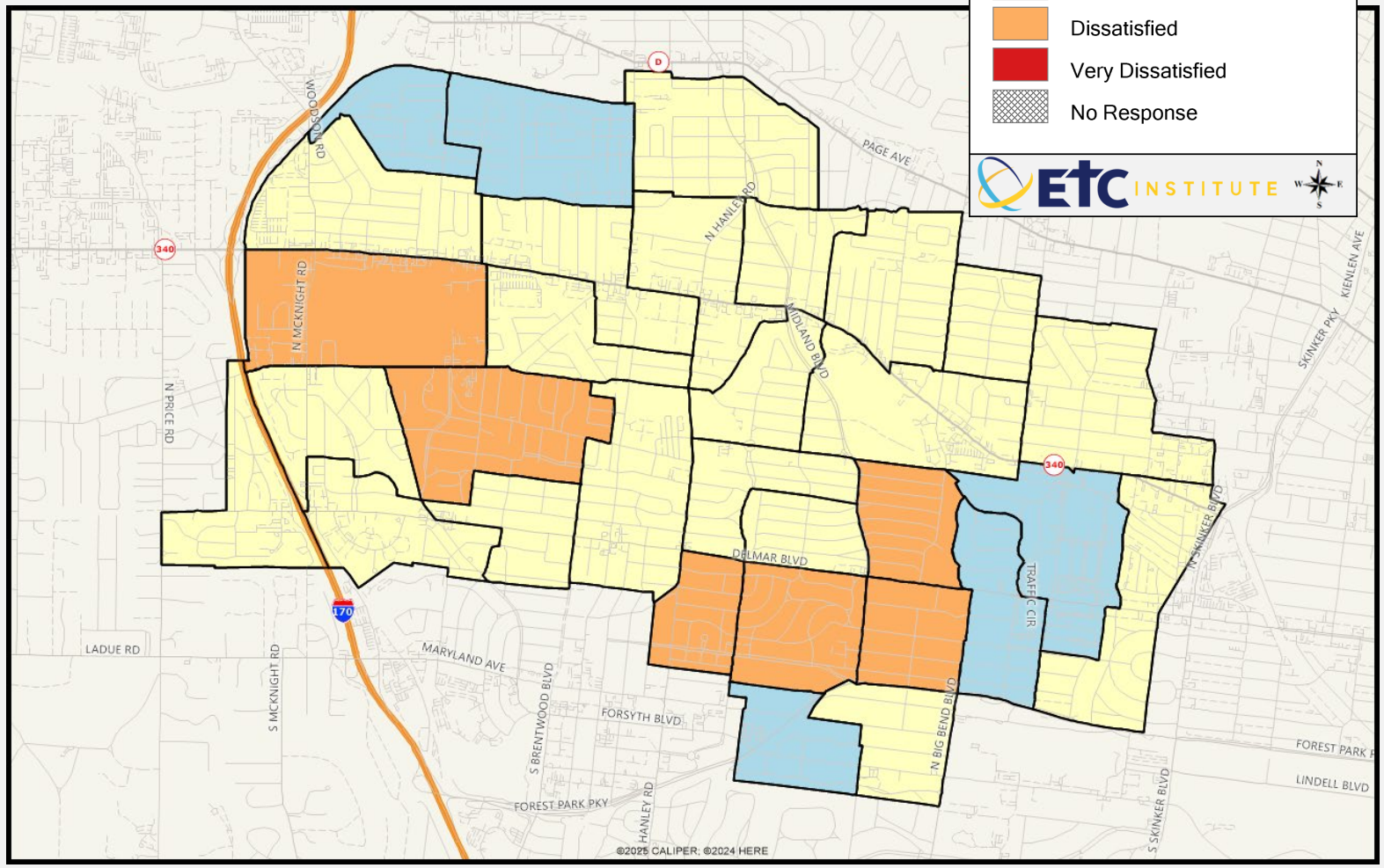

Overall Enforcement of City Codes and Ordinances

This area was determined to be the second highest opportunity for improvement based on the Importance-Satisfaction Analysis

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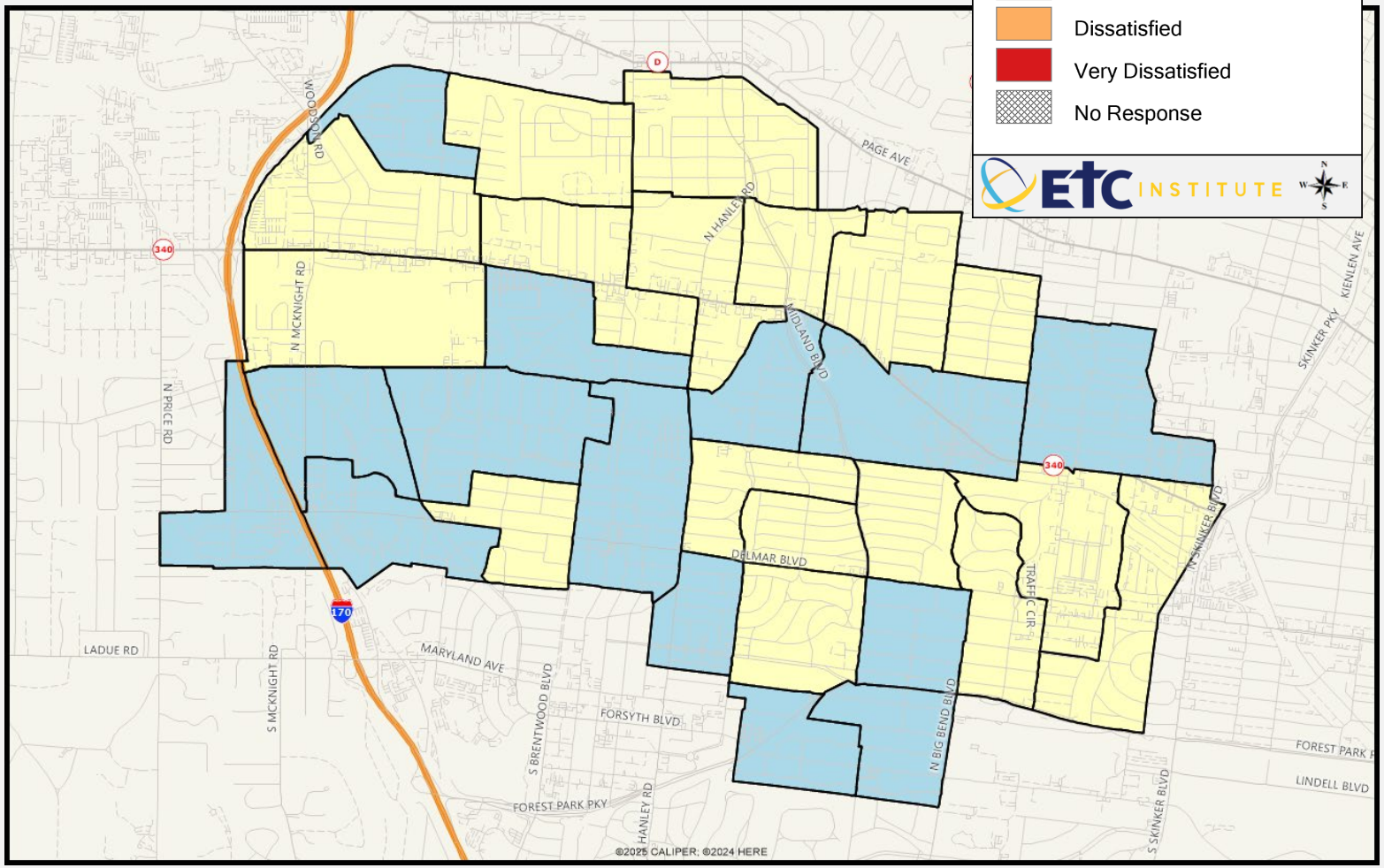

Overall Quality of Parks and Recreation Programs and Facilities

This area was determined to be the third highest opportunity for improvement based on the Importance-Satisfaction Analysis

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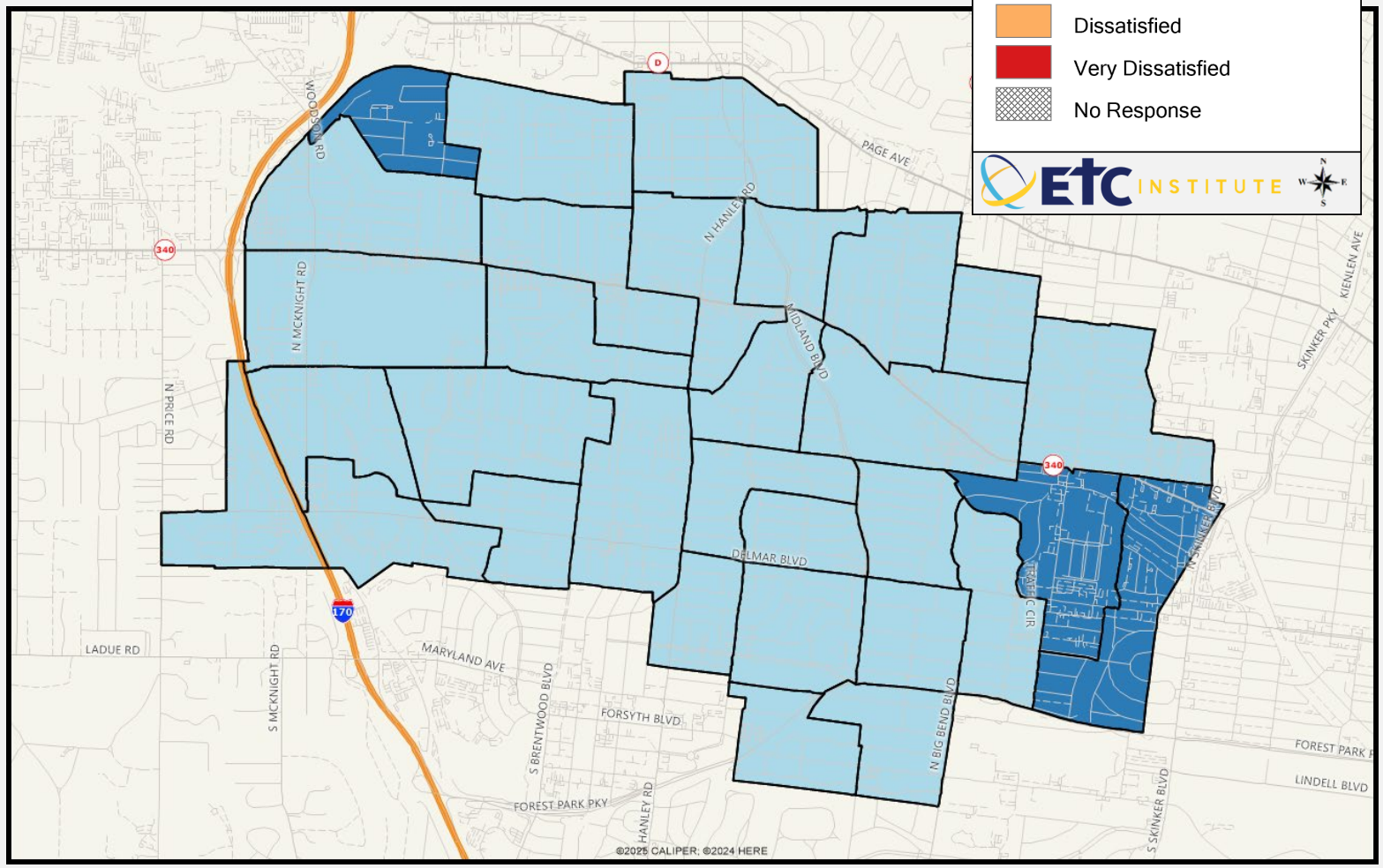

Overall Quality of Public Safety Services

This area was not identified as an opportunity for improvement but had a high level of emphasis placed on it by respondents.

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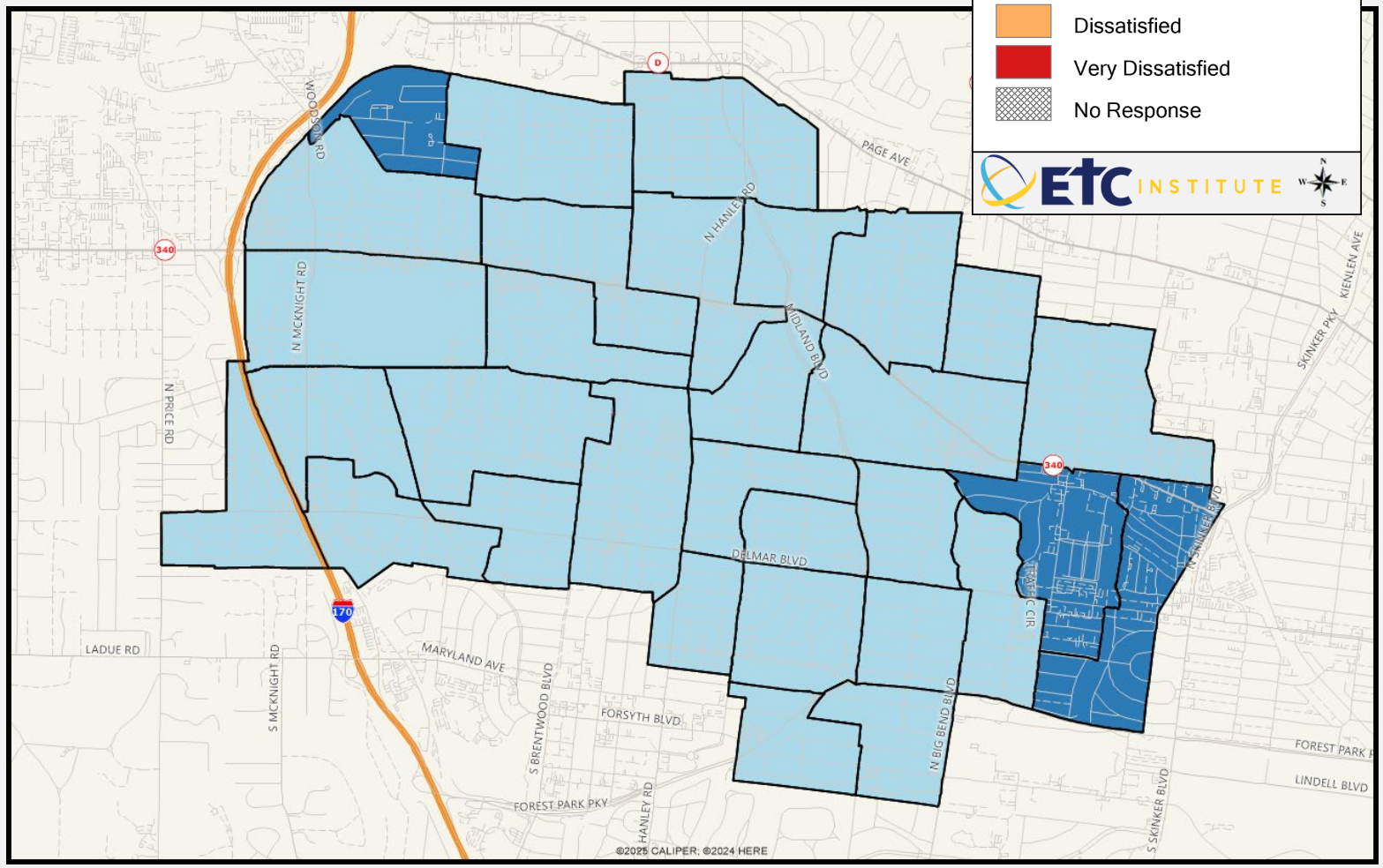
Shades of orange or red indicate negative ratings where general dissatisfaction is higher

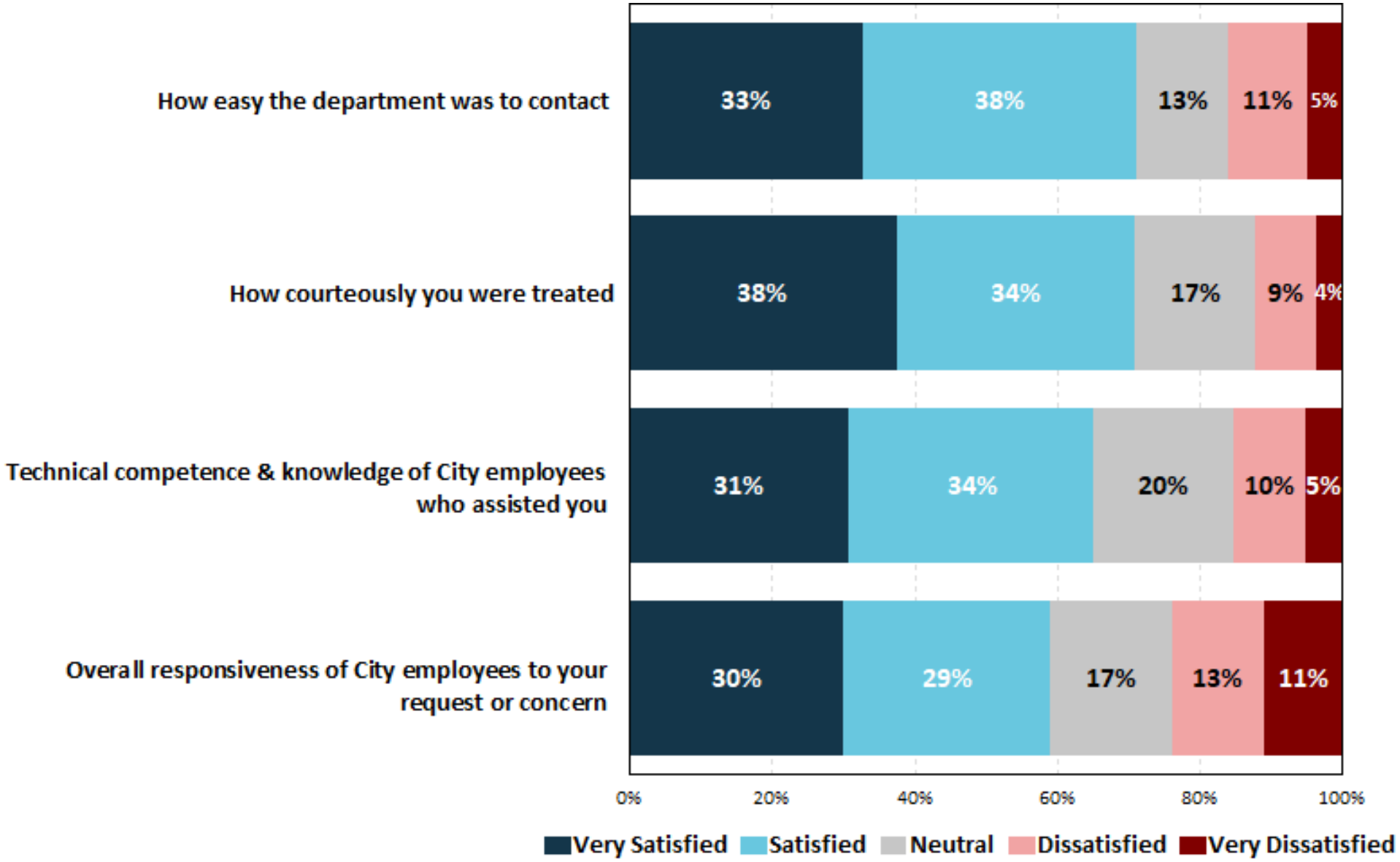


Additional Findings

What else did we learn?

Ways Respondents Learn About University City

by percentage of respondents (excluding don't know responses)

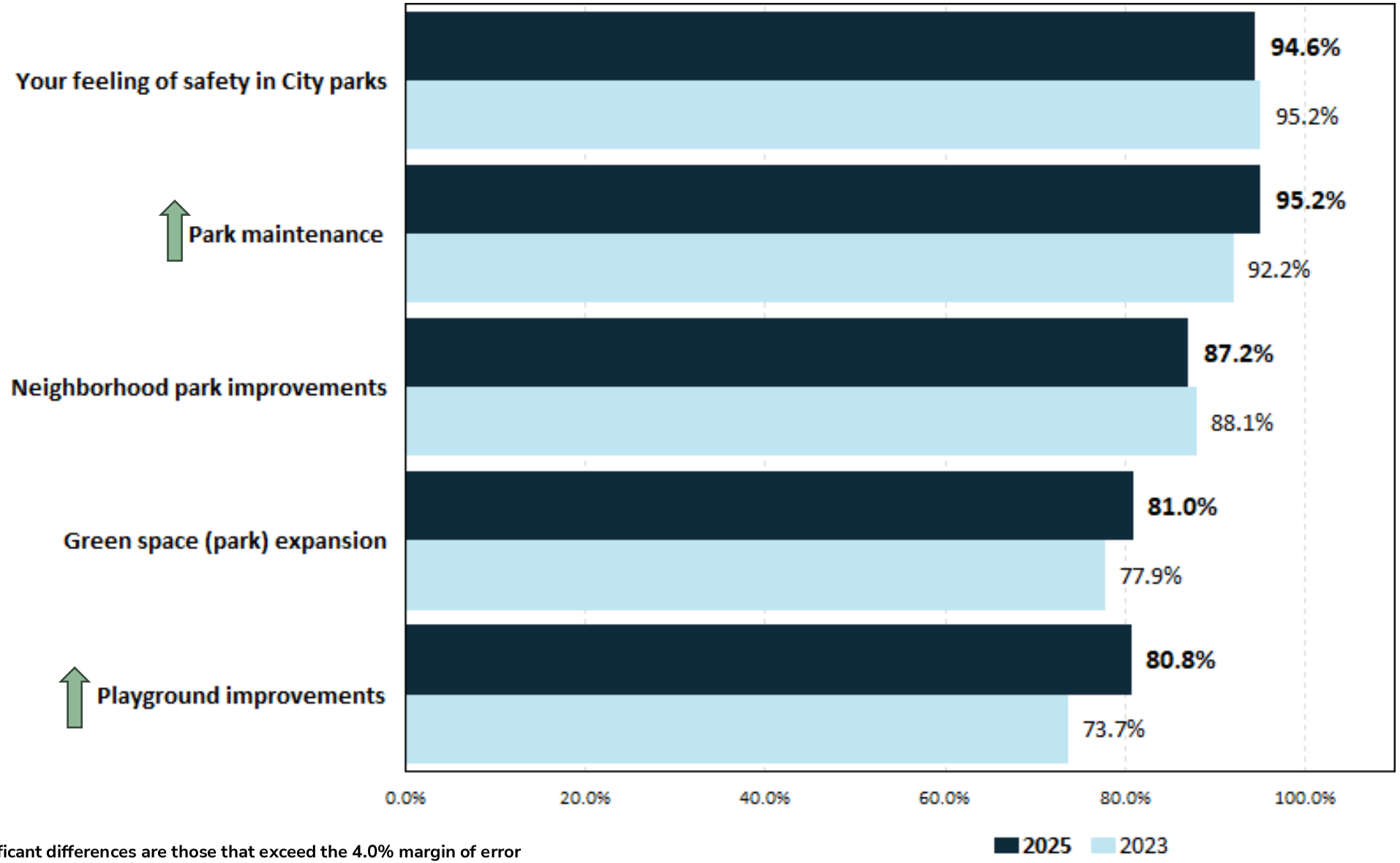


Overall, about 43% of respondents indicated they have contacted the City with a question, problem, or complaint during the past year. Overall results are STRONG and CONSISTENT

Importance of Parks and Recreation Initiatives

by the percentage of respondents who gave either very important or important responses (excluding don't know responses)

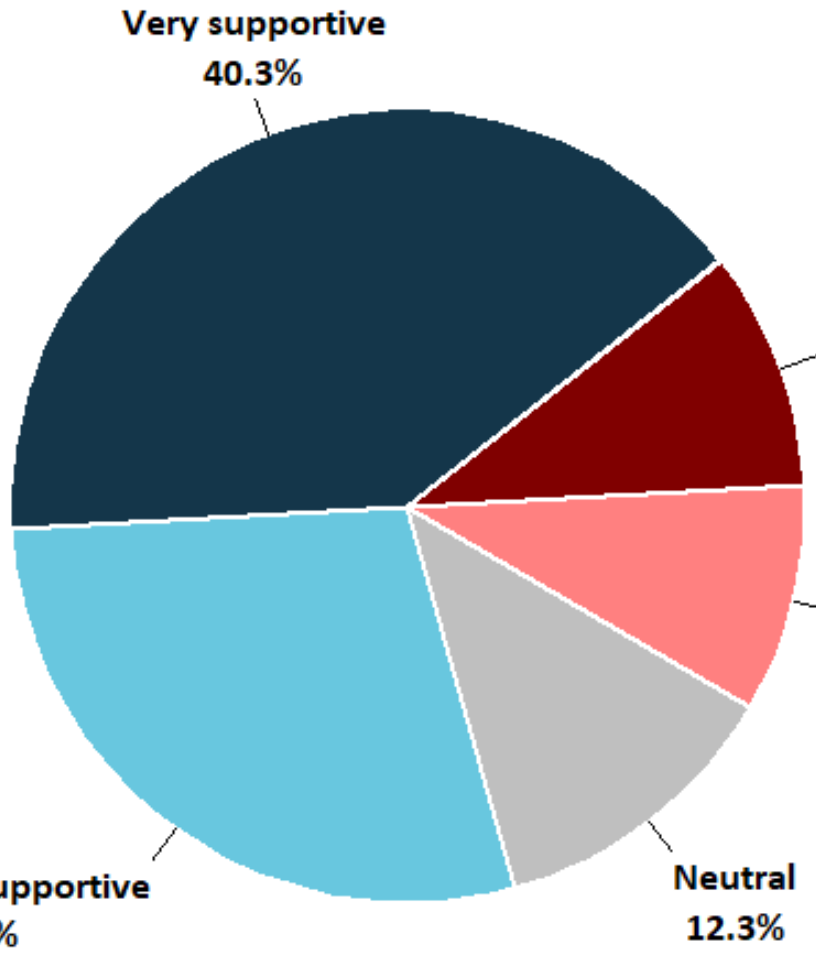
Although Parks and Recreation items were technically an opportunity – it was more about emphasis than satisfaction, but some priorities are emerging in that area



Significant differences are those that exceed the 4.0% margin of error

How supportive would you be of a 1/4-cent increase to the current 0.25% sales tax used for Fire Services for paramedic healthcare services that will help the City expand paramedic services?

by percentage of respondents (excluding don't know responses)



68.7% are generally supportive

31.3% are generally not supportive or are neutral on the topic

Summary

- **Overall satisfaction with City services and quality of life remains exceptionally strong**
- **University City significantly outperforms national and regional benchmarks**
- **Satisfaction has increased across most services since 2023**
- **Public safety remains a core strength and a top resident priority**
- **Maintenance of City streets is the top opportunity for improvement but codes enforcement and park investments remain a key focus area**
- **Overall trajectory is positive** – with data showing both high satisfaction, and clear, actionable areas for strategic investment

Questions?

Thank you!

Get In Touch

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University City Robotics 2026

Presented by Chief Hampton

In efforts to continue to provide effective and innovative methods for protecting our citizens of University City, the University City Police Department (UCPD) is currently in process of evaluating robotics and newer technologies. There are numerous styles and types of robots in the modern technology world, but only a handful have tackled the demand for public safety components. s.

Robots are being used in approximately 15% of the public safety profession. However, the growth of this use is expected to jump to approximately 43% in a matter of single digit years. About 82% of respondents in a recent survey support using robots for high-risk jobs like public safety.

Robotics in Public Safety

Bomb Handling: robots can detect bombs and incendiary devices.

With over 33 religious institutions here in University City, MO., public safety measures are always on high alert. Robots that aid efforts in vetting, tracking, curbing and dismantling threats are always welcomed.

Search and Rescue Capabilities

Many businesses like Dierbergs, Target, COSTCO, etc… have partnered with technology companies that specialize in robots for their respective industries.

Robots can look for spills, clean floors, check inventory, or direct customers, but no robot can do more than one or two of these things.

In public safety, search & rescue is a high priority. Robots and drones provide numerous benefits for disaster response. They often fit into places humans can't, they can operate in environments humans can't, they can operate nonstop without sleep, they can even outperform humans in certain tasks, and most importantly they are replaceable. Robots can be sent places which are too dangerous for human rescue workers, which is often needed in public safety.

More Benefits of Public Safety Robotics

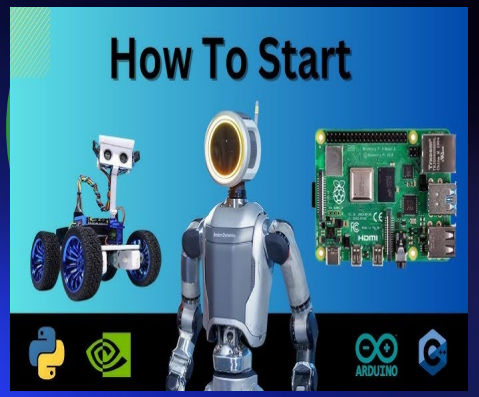
- Robots save workers from performing dangerous tasks.
- Robots work in hazardous conditions, such as poor lighting, toxic chemicals, or tight spaces.
- Robots are capable of lifting heavy loads.
- Robots increase worker safety by preventing accidents.

Different Types of Robots for L. E.

Today’s policing agencies are using robots in a variety of ways — to act as first responders, to assist in pursuits, and even to conduct patrols. Drones and robots undoubtedly can have real public safety value.

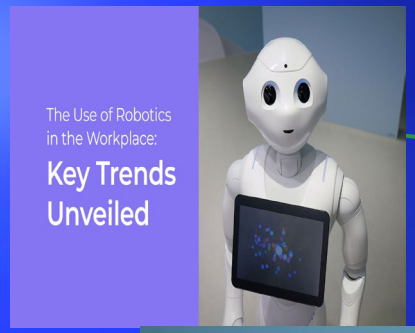
Options for Exploration into Robotics

Identify **problems** within our Technology Uses



Budget – Pinpoint feasible options

Strategic Planning on the technology



Secure all funding sources available to aid in procuring. UCPD secured approx. $135,XXX in grant funding for 2025

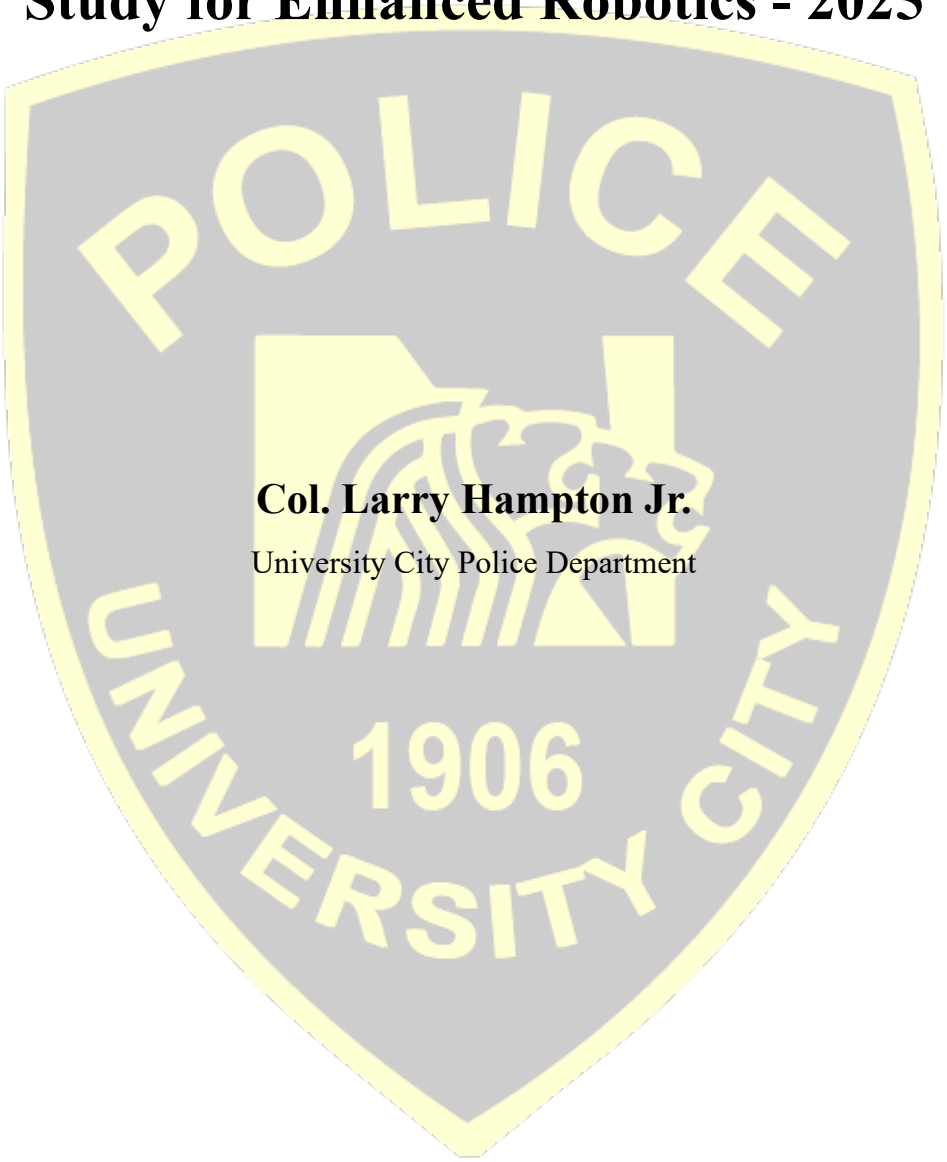
Upskill and Reskill with great training

Fuse the current technology with the new

Communicate and engage

Questions / Comments

The University City Police Department's Case Study for Enhanced Robotics - 2025



Col. Larry Hampton Jr.
University City Police Department

Options for Robotics Being Infused into Everyday Public Safety in University City, MO.

Problem

The University City Police Department (herein referred to as UCPD) has had increased demands for the use of 21st Century policing technology in the form of public safety robotics. There are successful robotic technologies being utilized by public safety organizations throughout America, and UCPD beats or keeps up with trending sustainable technology implementation. Surveillance, search and rescue, efficiency enhancement for safety components and providing real-time intelligence to law enforcement organizations are various ways these robotic technologies are being used throughout the world.

In the Greater St. Louis Area of Missouri, within the past 10 years there has been increased buy-in for technological advancements that significantly increase public safety interactions and community participation in high traffic areas. There are communities that already utilize robotic patrols for everyday interactions to aid their community quality of life. This type of technology could greatly benefit University City.

Assumptions

- UCPD will continue to have high volume traffic of pedestrians in our business districts. The Delmar Loop and the Olive Market Business Districts will continue to flourish.
- UCPD can capitalize technology of robots (various kinds) as a true force multiplier as it relates to surveillance, improved response times, public perception of safety, increased presence for safety in immediate dangerous situations and efficiency.
- Most citizens do not know the true benefits of robots in public safety sectors.
- If modern technology is not kept efficient by UCPD organizational leading standards, then policing in University City, MO, could take a step back.
- Dangerous situations can be explored first with replaceable technology than with precious human lives. Throw Bots have been implemented for some of these purposes.

Facts

- UCPD is comprised of 82 law enforcement officers and another 22+ support staff personnel (Ucitymo., 2024)
- University City is a densely populated city that spans approximately 6.1 square miles and is centrally located in St. Louis County (Ucitymo., 2024).
- St. Louis County and St. Louis Metropolitan Police Departments maintains the largest concentrated pool of commissioned law enforcement personnel in the most local area.
- University City is comprised of three (3) bureaus: Bureau of Field Operations (BFO), Bureau of Services (BOS), and Bureau of Investigations (BOI) (Ucitymo., 2024).
- University City has active mutual aid agreements via the St. Louis County Code 1000 Plan: This plan coordinates law enforcement mutual aid within St. Louis County during crises. Many of these organizations are responding with updated technology to aid our community.

Discussion

Within this wide range community of University City, MO., we are centrally located amongst various different but financially sound jurisdictions. There are large concentrations of religious institutions located in University City. When discussing the use of this robot technology in the law enforcement workplace, it was widely accepted for tactical situations years ago. However, now the conversation has moved towards everyday patrols and commercial district deployment for crime prevention efforts. Law enforcement officers often meet situations where having technological advantages like having eyes and ears on the other side of the doorway, down a hall, up the block and/or even around a corner can be life saving for us.

Traditionally, high costs for the robots and starved law enforcement budgets were incompatible. Studies have shown that technology costs have reduced as expected in the technology world. The University City, MO., annual budgetary process is on a fiscal year of July 1st through June 30th every year. Within this budgetary process, each department director may submit annual capital improvement projects for considerations. The University City, MO., government created a separate fund to be used for special projects via revenue from a one-half cent sales tax known as the Capital Improvement Sales tax passed by voters in April 1996 (Ucitymo., 2024).

Studies into the vendors for this technological specialty support has led to many robotic companies and variety of their specialties. There are robots that save lives

- **Bomb handling**: Robots can detect bombs
- **Search and rescue**: When areas are compromised structurally, some robots can be used to vet the situation
- **Information:** Gathering and conveying data are robots' main tasks within our law enforcement environment.
- **Drones:** This technology can cover vast distance within your jurisdiction(s) and all of the following ways be integral providing public safety: record information and send it back to police stations, monitor events, conduct surveillance, patrol jurisdictional borders, photograph aerial pictures and aid in locating missing children and seniors.

Some businesses like Target, Schnucks, Walmart, etc.... have already been using robots for cleaning and informational components of promotion in their stores. Why robotic technology in law enforcement in University City: *To increase accessibility for UCPD patrols, *To increase UCPD productivity within our community, and *To enhance safety by automating repetitive, time-consuming, or dangerous tasks.

Solutions

The University City Police Department does have the need to brand our commercial districts (Delmar Loop and the Olive Market Business Districts) with modern and futuristic technology. Fusing the need for promoting positive information about these wonderful business communities and having surveillance communications in these areas for bad actors, UCPD proposes small leasing investments into this technology. Investments that not only include **surveillance cameras, digital signage, license plate readers, robots**, and many more trending technology.

Below are a couple of options.

Option 1: The City of University City can look to outsource all robotic operations, equipment, and liability by entering into a mutual agreement or understanding that a vendor, such as Knightscope (one of the leaders in this industry):

- The **K5 Robot** is a Machine-as-a-Service, patrols 24/7 and costs $8.77 per hour. This totals out to $76,836.00 annually (Billed Monthly)

OUTDOOR / INDOOR USE

Securing the places people live, work, study and visit.

- Corporate Campuses
- Shopping Malls
- Hospitals
- Casinos
- Retailers
- Parking Lots and Structures
- Apartment Complexes
- Warehouses
- Logistics Facilities
- College Campuses
- Airports, Bus & Train Stations

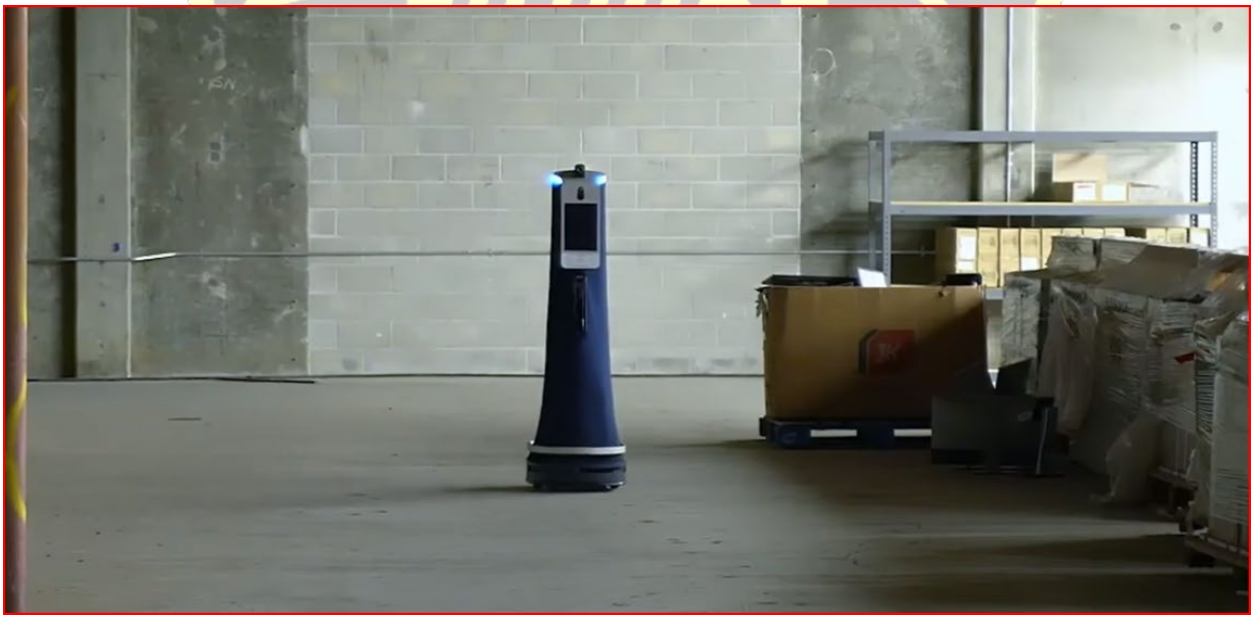
UNIQUE BENEFITS

- Force multiplying mobile physical deterrence
- Workplace violence protection
- Person of Interest or BOLO Alerts
- Crime reduction and/or elimination
- Real-time situational awareness
- Actionable intelligence
- Cost effective Subscription Service

KEY FEATURES

- 360° Eye-level Ultra HD Recording
- Security Call Button
- Live Audio and Two-way Intercom
- Broadcast Messages
- People Detection
- Automatic License Plate Recognition
- Thermal Detection

Option 2: The City of University City Police Department leaders can implement a strategy of utilizing reduced slightly more reserved robotic measures such Cobalt Robotics, SMP Robotics, Asylon, and Indoor Robotics. Below are some of the products from SMP (1st pic), Cobalt (2nd pic) and Asylon (3rd pic).



Conclusion

The University City Police Department has researched multiple options for implementing more robots into our enhanced public safety strategies. Currently, yes, the University City Police Department have small robotic equipment like our “Throw Bot” which is fully capable with audio, video, and 360-degree movability.

This technology is small in nature and allows for UCPD safety protocols to be enhanced when dangerous persons are on hand. Suicides, barricades, missing persons in confined quarters, and many other scenarios allows for this technology to be deployed.

Technology upgrades will continue to increase, and UCPD will continue to explore cost-saving measures for investing into these types of technology. Currently, UCPD is strong in unmanned aerial vehicles (drones), license plate readers (LPR), gun shot detection devices, surveillance platforms, and many other technological endeavors that set our organization apart from many regional efforts in law enforcement.

Recommendation:

The recommendation is to continue exploring suitable options for robotic investments to be fused with public safety measures here in our community. However, understanding policies and procedures that may not condone some robotic technology such Artificial Intelligence (AI) generated documents is very important. Currently, AI generated police reports are not accepted in the Missouri State court system in our county, nor is it allowable for Federal Court proceedings in many cases. Federal acceptance of AI-generated police reports is not uniform, as there have been concerns about accuracy, potential bias, and transparency. Many believe these concerns stem from the risk of AI "hallucinating" information, misinterpreting context from body camera audio, and the potential to undermine an officer's credibility and the ability to cross-examine the document's contents.

Thus, University City's involvement in robotics should be careful but impactful, and focusing on the robotics that aid in surveillance, deterrence, and safety should be our focus for the time ahead.

Submitted by Col. Larry Hampton Jr.

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