



WHERE COMMUNITY AND SPIRIT MEET\*

**City of Kirkwood  
City Council Work Session  
Thursday, April 18, 2019  
5:00 p.m.  
City Hall  
Main Level Conference Room  
139 S. Kirkwood Rd.  
Kirkwood, MO 63122**

*(The following topics are for planning purposes only and should be considered tentative and subject to change. Please confirm with the City Clerk on the work day prior to the meeting that the meeting will actually take place and that the nature of the agenda topics has not changed)*

**Current Topics**

**Thursday, April 18, 2019 – 5:00 p.m.**

- Motion to Close the Meeting pursuant to RSMo Chapter 610.021(3)  
(Performance Review of Chief Administrative Officer) (5:00 p.m. to 6:00 p.m.)
- Motion to Open the Meeting
- Approval of the April 4, 2019 work session minutes
- Multi-Family in B-2 (6:00 p.m. to 6:40 p.m.)
- New FlashVote Survey Tool (6:40 p.m. to 6:50 p.m.)
- Adjournment

**Please note that the time for each of the topics are estimates. When a topic is completed the council will immediately move on to the next item on the agenda.**

THE CITY OF KIRKWOOD IS INTERESTED IN EFFECTIVE COMMUNICATION FOR ALL PERSONS. PERSONS REQUIRING AN ACCOMMODATION TO ATTEND AND PARTICIPATE IN THE MEETING SHOULD CONTACT THE CITY CLERK AT 314-822-5802 AT LEAST 48 HOURS BEFORE THE MEETING. WITH ADVANCE NOTICE OF SEVEN CALENDAR DAYS, THE CITY OF KIRKWOOD WILL PROVIDE INTERPRETER SERVICES AT PUBLIC MEETINGS FOR LANGUAGES OTHER THAN ENGLISH AND FOR THE HEARING IMPAIRED. UPON REQUEST, THE MINUTES FROM THIS MEETING CAN BE MADE AVAILABLE IN AN ALTERNATE FORMAT, SUCH AS CD BY CALLING 314-822-5802.



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## WORK SESSION MINUTES

A work session of the Kirkwood City Council was held on April 4, 2019 at 5:30 p.m. Present were Mayor Griffin, Council Members Duwe, Edman, Luetzow, Ward, Wurtz, and Zimmer. Also in attendance were Assistant Chief Administrative Officer Georgia Ragland, City Clerk Laurie Asche, Public Information Officer Beth von Behren, Public Services Director Bill Bensing, and City Attorney John Hessel.

### MOTION TO CLOSE THE MEETING

Motion was made by Council Member Edman and seconded by Council Member Ward to close the meeting pursuant to RSMo Chapter 610.021(1) (Legal) & (3) (Performance Review Chief Administrative Officer).

Roll Call Vote as Follows:

Mayor Griffin	"Yes"
Council Member Ward	"Yes"
Council Member Wurtz	Absent
Council Member Luetzow	"Yes"
Council Member Duwe	"Yes"
Council Member Edman	"Yes"
Council Member Zimmer	"Yes"

The meeting was closed. Council Member Wurtz joined the meeting.

### MOTION TO OPEN THE MEETING

Motion was made by Council Member Luetzow and seconded by Council Member Zimmer to open the meeting.

Roll Call Vote as Follows:

Mayor Griffin	"Yes"
Council Member Ward	"Yes"
Council Member Wurtz	"Yes"
Council Member Luetzow	"Yes"
Council Member Duwe	"Yes"
Council Member Edman	"Yes"
Council Member Zimmer	"Yes"

The meeting was opened.

### APPROVAL OF MARCH 21, 2019 MEETING MINUTES

Motion was made by Council Member Ward and seconded by Council Member Wurtz to approve the March 21, 2019 minutes. The motion was unanimously approved.

### DISCUSSION OF TABLED BILL 10645

Bill 10645, amending the provisions of the Municipal Code, Appendix A – Zoning, regarding Site Yard Setbacks in the R-3 Single Family Residential District, was tabled in August 2018. At the time the council requested to look at the topic in a broader context since more zoning districts were going to be discussed. A discussion took place. It was

the consensus of the council to have this topic as part of the Zoning Code Comprehensive Review that will be performed by a consultant and a steering committee.

### **TRAIN STATION PUBLICATION**

Chief Administrative Officer Russell Hawes reported that the City of Kirkwood has an opportunity to have a 2-page spread regarding the Kirkwood Train Station in the publication "Across STL", which is published by Trailnet and the Katy Land Trust, for \$4,000. Approximately 20,000-25,000 copies of the publication are printed. Seeing no objection from the council, staff will move forward with having a 2-page spread regarding the Kirkwood Train Station in the "Across STL" publication.

There being no further matters to come before the council, the meeting was adjourned.

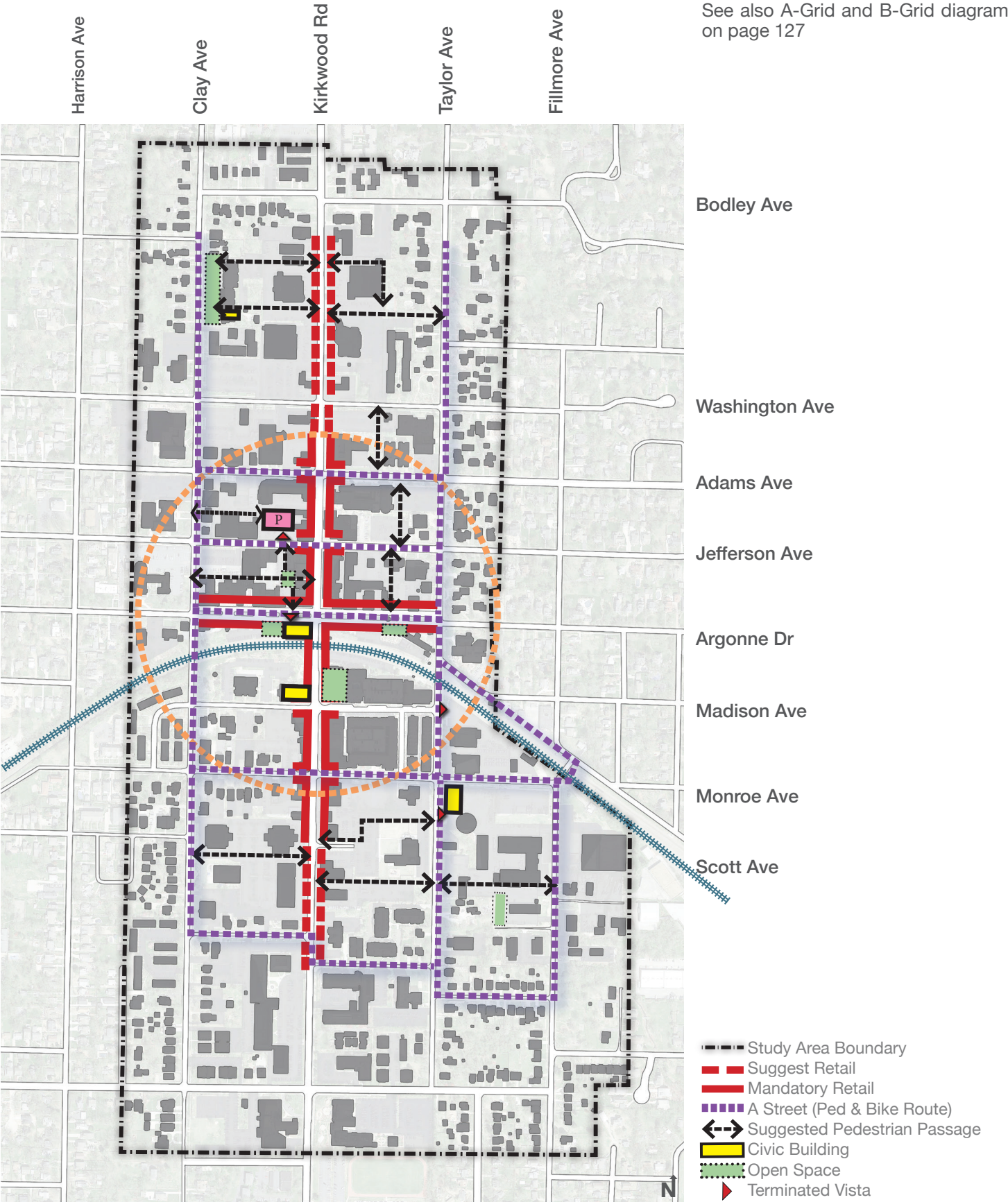
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Laurie Asche, CMC/MRCC  
City Clerk

# FRAMEWORK PLAN

## FRAMING DEVELOPMENT

See also A-Grid and B-Grid diagram on page 127



Bodley Ave

Washington Ave

Adams Ave

Jefferson Ave

Argonne Dr

Madison Ave

Monroe Ave

Scott Ave

- Study Area Boundary
- Suggest Retail
- Mandatory Retail
- A Street (Ped & Bike Route)
- ↔ Suggested Pedestrian Passage
- Civic Building
- Open Space
- ▶ Terminated Vista

# FlashVote

**Hear from the many, not just the noisy**

FlashVote gets large samples of representative citizens to answer professionally designed questions – quickly, frequently and automatically.

Governments use timely and scientific data to deliver more valued services, to save money, and to make citizens much happier.

# What can you do with FlashVote?

- **Survey**
- Get scientific data, 90% faster, cheaper and easier
- **Engage**
- Engage 10x more citizens in productive new ways
- **Inform**
- Inform citizens and find out what they don't know
- **Measure**
- Measure performance and satisfaction automatically

# How often will citizens answer FlashVote surveys?

- How often will citizens answer FlashVote surveys? Here's what they said after using the service:
  - 25.2% once per month
  - 26.8% Twice per month
  - 48.0% Once per week

# You want...

- To reach people who don't use email
- Professionally designed questions
- Help picking topics and questions
- Good surveys for every service you offer
- Automatic data collection and reports

## **FlashVote...**

- Reaches people by email, text, and phone;
- Will write the questions for you;
- Has proven recommendations;
- Has a survey library;
- Does everything after a survey is approved.



# You don't want...

- People taking multiple surveys;
- Outsiders skewing results;
- Survey results that take months;
- To have to calculate and distribute results;
- Confusing data analysis.

## **FlashVote...**

- Is user-based and offers secure log-in;
- Filters results by physical addresses;
- Reports results 48 hours after launch;
- Compiles and sends reports for you;
- Has simple built-in charts and filters.

# How does it work?

People are invited to answer this question, “Do you have 1 minute a month to help make Kirkwood better?”. If that answer is yes, they can take less than a minute and sign up to participate. Once they have signed up they can receive short surveys, never more than 5 questions long, that can be answered in about a minute. They can receive the survey by email, text, or phone call – whichever they choose. Kirkwood will be able to do half a dozen short surveys a year. The survey is open for 48 hours and with enough participation they are statistically valid. The ideal range of response numbers is 250 (+/- 6% margin of error) to 600 responses (+/- 4% margin of error). All surveys include at least one open ended question. A brief email summary of results is sent to everyone that takes a survey.

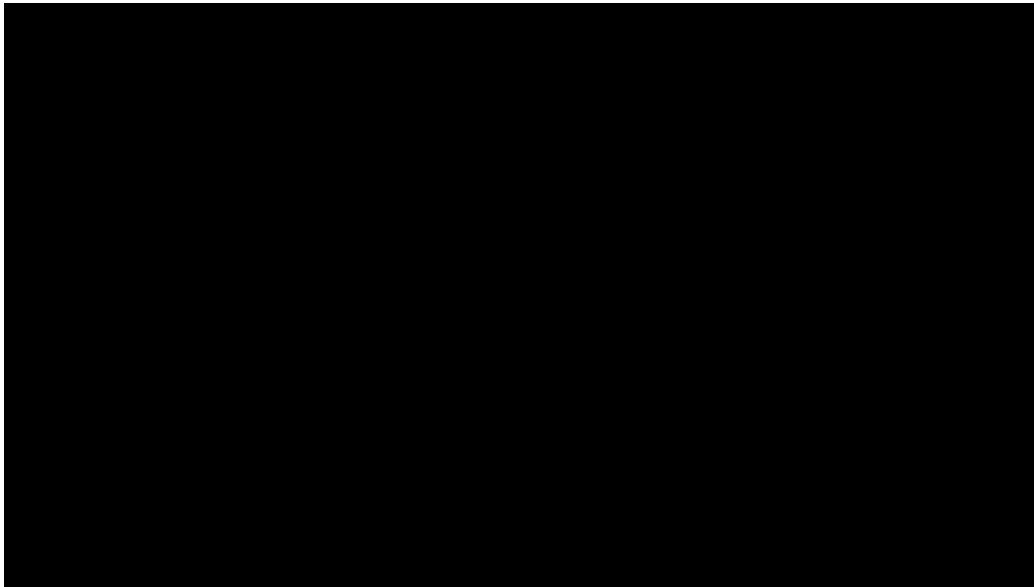
# What do we learn?

We can see results immediately and use filters to drill down for information. The default filter is Locals Only, but we can see all results, results by age, gender, and even geographically since FlashVote has our GIS files and physical addresses of the people who have signed up to participate.

For open-ended questions we can read through each result but FlashVote can also create a wordcloud with the most frequently used words appearing in the largest fonts. We can click on any word in the wordcloud to see just the responses containing the word selected.

# Personalized video

- Let's take a look at a one minute video personalized for us that would tell our community about FlashVote:
- <https://www.youtube.com/watch?v= VtBoYN6IUQ&rel=0>



# What would we use it for?

- Sewer Lateral Program example:
  - Do residents know about the sewer lateral insurance program?
  - Money spent on sewer lateral claims over the past 3 years surpassed the amount of money the sewer lateral property tax brought in, making this unsustainable without changes.
  - Currently, the homeowner pays 25% of a sewer lateral repair and 75% is covered by the insurance program. Would residents prefer that division be 35/65 and no increase in the sewer lateral tax?
  - Would residents like to keep the 25/75 division and raise the property tax from \$28 to \$36 to cover that?
  - Would residents prefer that 100% of the sewer lateral repair be covered with a maximum dollar cap of \$7,500 which would be possible if the property tax went from \$28 to \$50 annually?