



RIVERSIDE

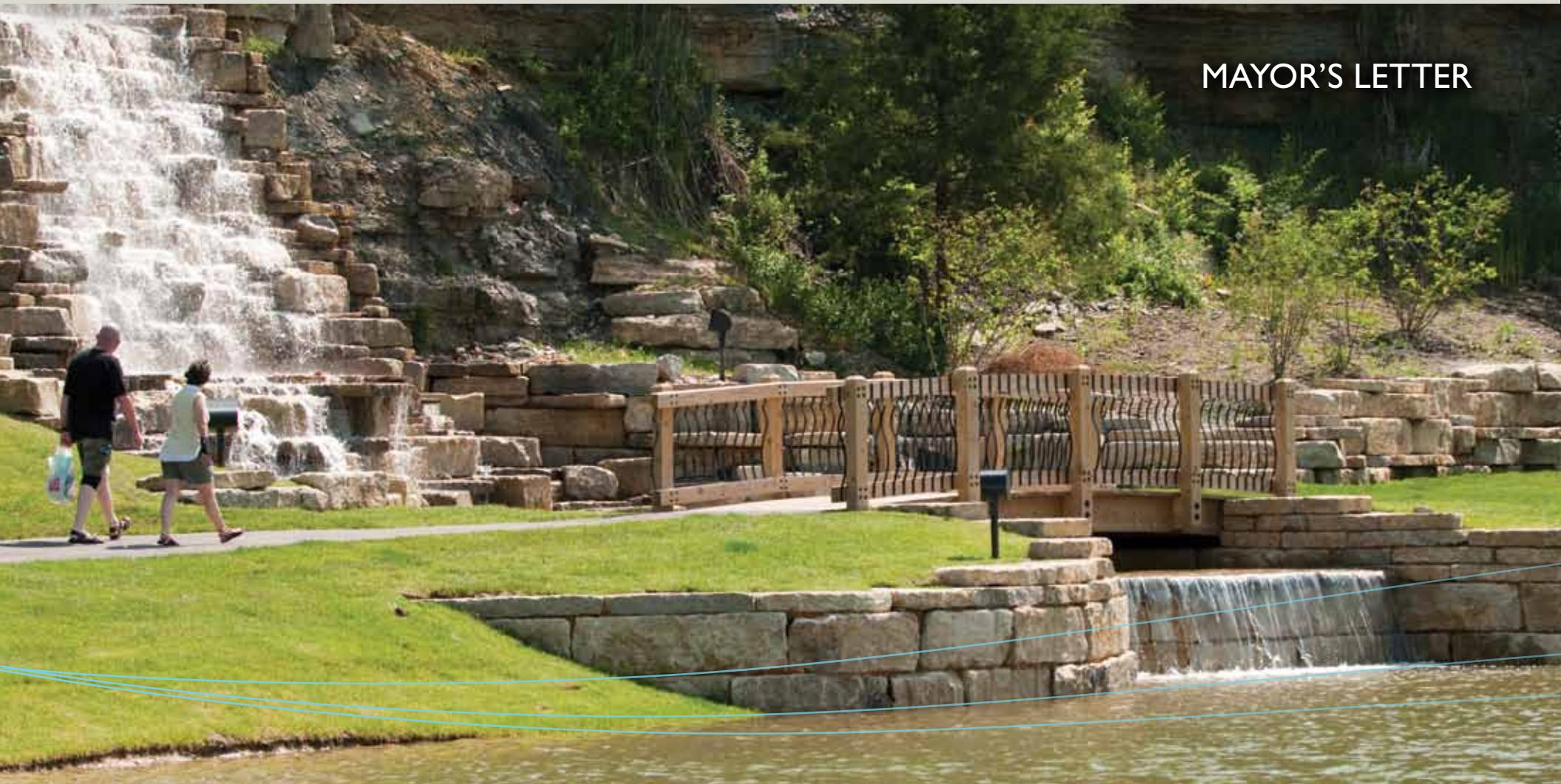
**One year. One community.** Countless signs of progress.

What does progress look like in Riverside? Just look around. It lines the streets of thriving neighborhoods. It's visible in city parks. It's on display in local businesses. And it's taking shape all around in Riverside's new development and infrastructure. Take it all in, and there's no doubt. The year 2010 will go down in Riverside as a year marked by growth, progress and accomplishment.

# BOOM

# ONWARD

MAYOR'S LETTER



# UPWARD

Dear Friends:

As our city, country and world continue to rebound from a struggling economy, I am proud to declare that Riverside residents and businesses “made a difference” in 2010.

We did so by listening, sharing ideas, responding to issues, volunteering to help others and delivering constructive feedback. It’s what separates Riverside from so many other communities: Residents participate in the success of our community. We ensure our city maintains the strong, sustainable values upon which it was founded. We also create initiatives to improve it for generations to come.

City leaders began the year by engaging the community with an update of our Master Plan, helping to determine the direction, projects and programs that will best serve our citizens. In the spring, we followed up by asking each of you for input on levels of satisfaction and priorities in the ETC survey. Your participation in both projects helped create a roadmap to guide our future.

Others are taking notice. This summer, Riverside was selected as an All-America City finalist, the nation’s premier civic recognition award. Residents and business owners supported our journey and helped tell the great story of our community. In fact, it claimed Best Video honors from the AAC judges. The opportunity allowed us to showcase Riverside and how focused, connected and committed we are to making it an even better place to live and work.

I’m proud that we don’t have to look very far to see examples. I point to the many neighborhood-building events and places that help define life in Riverside. Whether it’s exercise classes or senior dances at the Community Center, festivals at our parks, the community theatre or our expanding network of trails, it is refreshing in this digital, virtual world to see residents of all ages taking part in the meaningful, authentic experiences our city provides.

The Board and City staff are working hard to make those experiences more valuable and memorable in the days, months and years ahead.

Sincerely yours,  
Kathy Rose  
Mayor



Kathy Rose

# UPSTREAM

2010 MASTER PLAN UPDATE

**Sometimes planning to evolve means evolving the plan.**

In 2006 the citizens of Riverside helped draft a master plan for the community. It was designed to guide Riverside for decades. By 2010, more than 50 percent of the plan's goals and objectives were either complete or substantially progressing – prompting the City to reopen and revise the road ahead.

# AMBITION



## 2010 MASTER PLAN UPDATE

It takes a village – plus one of the most respected sustainable architecture and planning consultants in the nation.

With input from residents, businesses and other community stakeholders, BNIM Architects helped the City draft the 2010 Update to the Riverside Comprehensive Master Plan. Voices were heard. New

ideas were considered. And a revised plan was born.

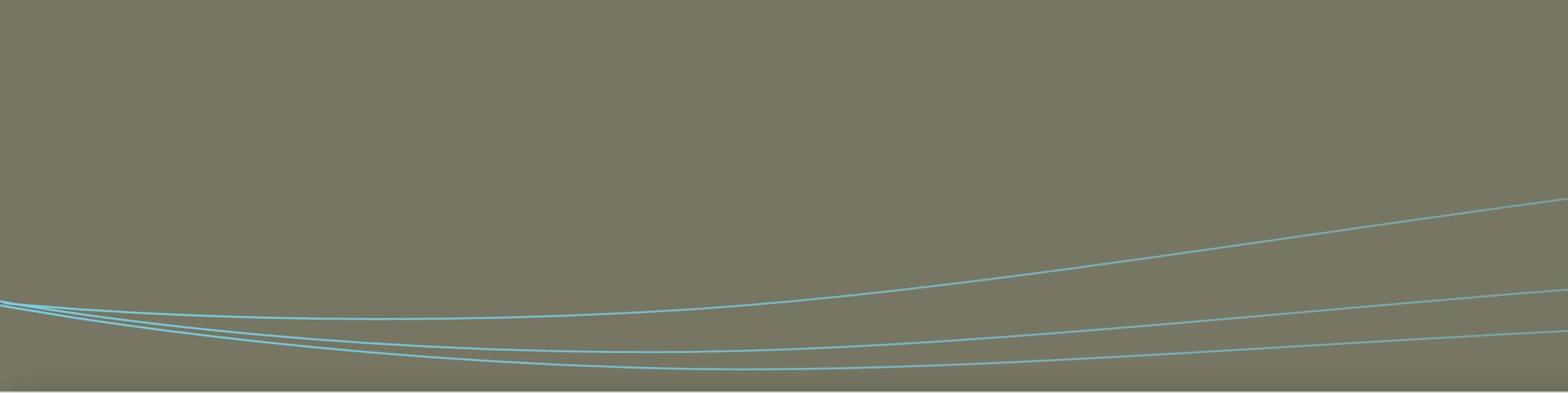
The 2010 Update focuses on three major areas: downtown, Horizons, and sustainability. The plan is intended to help continue the momentum of the last four years and ensure the City is moving in the right direction, today and into the future.

*"The fact that the City of Riverside completed more than half of the projects from their 2006 Comprehensive Plan, and were back in 2010 ready to expand the plan, speaks to their extraordinary spirit and work ethic. The people and leadership of Riverside are on a mission to become an example of a quality community for the entire region."*

**Stephen Hardy**  
Director of Planning for BNIM







# INSIDE

2010 ETC SURVEY



# OUTLOOK

**Riverside is more than an address.** It's a place to live, work and raise a family. Want proof? Check out the results of our 2010 resident and business survey conducted

by the ETC Institute on behalf of the City. When compared with other communities across the country and around the Kansas City Metro, Riverside was rated significantly above average for

quality of life and major city service areas. Every household and business had the opportunity to respond. And more than 400 residents and 50 businesses took part.

# 2010 ETC SURVEY

## Importance Satisfaction Rating

There are two key criteria for making decisions in Riverside. One: Target resources toward services of the highest importance to citizens.

Two: Target resources toward services where citizens are least satisfied.

The Importance Satisfaction Rating is an analysis of the data collected through the survey. It combines these two criteria to develop a list of the top priorities for the City in the coming years. Results are reflected below.

Top future priorities:

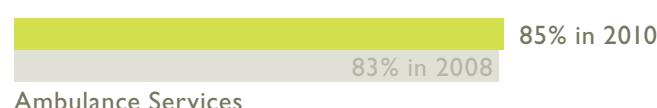
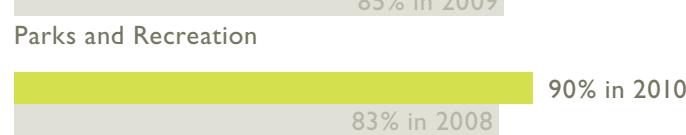
1. Enforcement of codes and ordinances
2. Overall flow of traffic and congestion management
3. Effectiveness of community planning/development
4. Maintenance of City streets/buildings/facilities
5. Overall quality of water/sewer utilities

## Major Findings

### Quality of Life:

Eighty-nine percent of Riverside residents were satisfied with their overall quality of life. This significantly exceeds the national average of 80 percent, and is an increase from 85 percent reported in the 2008 Riverside survey.

### Overall Satisfaction:





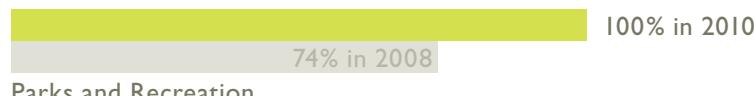
### Nationwide Highs:

Riverside set new national standards in value received for tax dollars, enforcement of local traffic laws, visibility of police in retail areas and City efforts to inform on local issues.

### Areas to Emphasize:

The major areas residents believe are most important for the City to emphasize over the next two years are flow of traffic and congestion management; maintenance of City streets, buildings and facilities; and effectiveness of community planning and development.

### Business Owners' Satisfaction:



Parks and Recreation



Cleanliness of Public Areas



City's Storm Water Runoff and Storm Water Management



Fire Services

*"The extremely positive results of the Riverside surveys are unprecedented in my experience, especially in today's climate where most cities are seeing resident and business satisfaction decrease significantly."*

**Karen Falk**

Senior Project Manager  
for ETC Institute

### Confidence and Precision

The results of a random sample of 400 households and 50 businesses indicate a 95 percent level of confidence with a precision of at least +/- 5 percent. In other words, if the survey was conducted 100 times, 95 times the results would be the same or within 5 percent.

Complete 2006, 2008 and 2010 ETC surveys are available at [RiversideMo.com](http://RiversideMo.com).



# RECOGNIZED

## HIGHLIGHTS AND AWARDS

**Awards are nice. Recognition is appreciated.** But nothing beats knowing citizens are proud to call Riverside home, local businesses are supported and all those who live and work in this city are ready to be part of something much bigger – a stronger community for everyone.



# MOMENTUM



## HIGHLIGHTS AND AWARDS

### All-America Finalist

The City of Riverside was named as one of 27 finalists in the 2010 All-America City Award program, produced by the National Civic League. The City competed with communities throughout the United States for one of 10 All-America City Award designations.

While Riverside was not named to the prestigious list of 10, the City did receive some All-America recognition. The “My Riverside” video won best All-America Story in the program’s multimedia contest. The video featured residents, business owners and city employees sharing the reasons they choose to live and work in Riverside. The video also took

third place in the People’s Choice contest, receiving more than 10,000 votes on YouTube.

### Protect and Serve

Members of Riverside’s emergency radio system advisory committee were awarded the Missouri Municipal League’s 2010 Civic Leadership Award. The committee was formed to evaluate a recommendation by the Department of Public Safety

to replace the City’s aging emergency radio system. The committee learned that the existing radio system was past its serviceable life and provided unreliable communication. The committee agreed that while the fix was expensive, the ability of public safety personnel to communicate is basic to providing a safe environment for those who live and work in Riverside. The committee is comprised of Cy Houston,

Beverly Allen, Jim Dwyer, Bob Bayless, Mary Churchill, Pat Casey and Alderman Aaron Thatcher.

### Clarence M. Kelley Award

Department of Public Safety Director Chief Greg Mills received the 2010 Clarence M. Kelley Award from the Kansas City Chapter of ASIS International. The prestigious award is presented annually to a criminal justice executive who is an excellent administrator, proactive in their approach and dedicated to improving the criminal justice system.

### Officer of the Year

Detective Pete Edlund, who retired from the Riverside Police Department in the summer of 2010, received the Crime Stoppers 2010 Officer of the Year Award.





This award is presented to an outstanding officer with an exemplary work history and ongoing awareness of problems facing the community.

### **Upstream Appeal**

The City of Riverside's Branding Campaign, developed in partnership with Trozzolo Communications Group, received a Silver Award from the PRSA Greater Kansas City Chapter's PRISM gala.

The new brand, which launched in early 2010, was a reflection of the many changes that occurred across the community in the past 10 years and aims to promote Riverside as a vibrant, fresh and progressive place to live, work and visit.

### **Eventful City**

The City kicked off fireworks season with BLAST 2010, a pre-Independence Day celebration at the intersection

of Gateway and Vivion. Through the Tourism Tax Fund, the City continued to provide support to popular annual events including Riverside Riverfest, Kansas City Scottish Highland Games & Celtic Festival, the Midwest All Truck Nationals and a variety of other car shows and festivals. And to carry on a tradition of reaching out to residents during the holiday season, the City hosted Shop with a Cop/Firefighter, the Senior

Holiday Lunch at the Community Center and the Holiday Lighting Ceremony at the Welcome Plaza.

### **Community Centered**

The Community Center launched a series of new programs this year. The Reading Program provides an opportunity for Riverside kids to enhance their reading skills through small group learning. During the summer months, the Summer Science Club gave kids the opportunity to learn how things work by engaging in hands-on activities. Local college professors and high school students taught classes and facilitated student lab activities on various fields of science. And just for fun, game day watch parties and movie nights also kicked off in summer 2010.

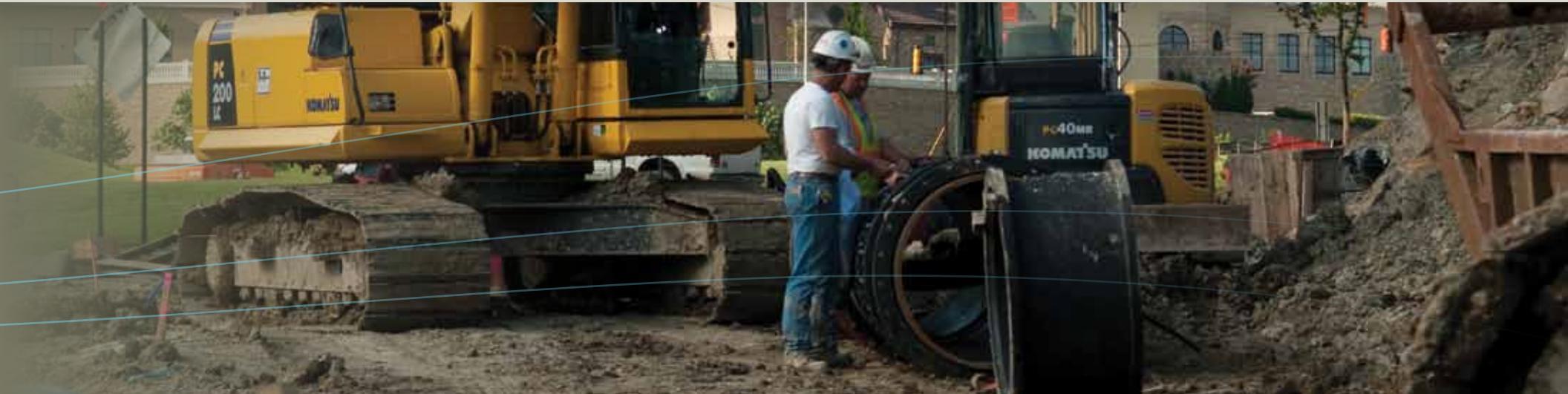


# RECONSTRUCT

CAPITAL IMPROVEMENTS

**As Riverside continues to grow and thrive**, budgeting and forecasting become more important than ever. To assist with planning, a five-year comprehensive capital improvement plan was developed to fund major projects including streets and bridges, infrastructure maintenance, community development, public facilities, parks and equipment – all the things that make Riverside upstream from ordinary.

# REIMAGINE



# CAPITAL IMPROVEMENTS

## Key Projects

### Argosy Casino Parkway North

The second phase of the Argosy Casino Parkway project was completed. The project included adding new roadway, reconstructing existing roadway and adding a bridge over the BNSF railroad. This project improves access to EH Young Park and the Argosy Casino Hotel and Spa.

### Vivion Road West

Vivion Road from QuikTrip to Aspen Drive was reconstructed. As part of the project, a new crossing over Jumping Branch Creek was created and sidewalks were added.

### Annual Street Maintenance Program

The City continued to address and complete needed improvements to streets, sidewalks and trails. This year's projects include curb and gutter work along High Drive, paving the Line Creek trail from Woodland to St. Joe, and curb, gutter and an asphalt overlay in the City Hall parking lot.

### Renner Brenner Park Playground

The new playground opened in Renner Brenner Park. The playground was moved from the bottom level by the skate park up to the main level of the park near the shelter houses.

## Total Amount FYII:..... \$24,958,000

Thoroughfare and Street Projects .....	\$5,380,000
Infrastructure Maintenance .....	\$1,500,000
Community Development.....	\$1,925,000
Public Building Improvements .....	\$400,000
Park Improvements.....	\$1,690,000
Major Equipment.....	\$4,765,000
Horizons Development .....	\$10,789,000





# DOLLAR



# DETAILS

## FINANCE

**The fiscal year 2010-11** budget was created with citizen input plus a five-year capital improvement plan – with an emphasis on funding high-priority programs through a fiscally responsible approach.

For the fourth consecutive year, Riverside was awarded the Certificate of Achievement for Excellence in Reporting for the City's 2009 Comprehensive Annual Financial Report (CAFR), which all cities are required to complete.

More than the recognition it garnered from the Government Finance Officers Association, the report is a testament to how Riverside's strength and stature are viewed by bond-rating entities and the financial markets.

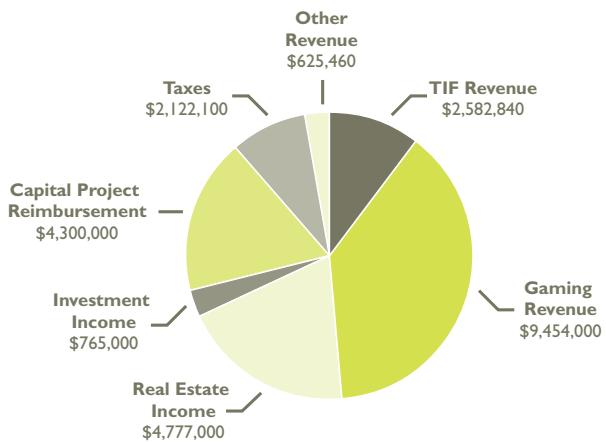


# FINANCE

## Revenue

Total budgeted revenues of \$24,619,400 are \$4,714,200 lower than the 2009-10 budgeted revenues of \$29,333,600. Reimbursements from other entities for construction projects are responsible for the majority of the change in revenues.

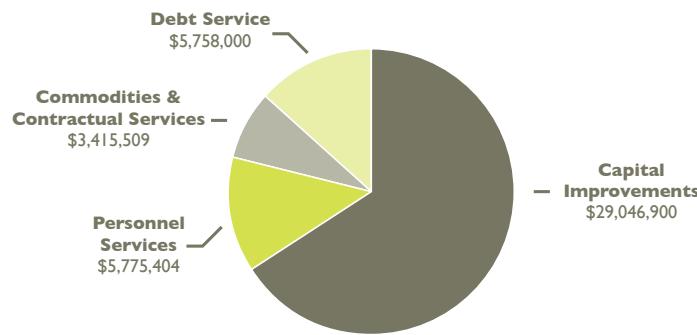
The following graph displays total budgeted revenues, excluding inter-fund transfers.



## Expenditures

After reviewing budgets from each City department, the Board of Aldermen approved expenditures totaling \$43,995,813 for the 2010-11 fiscal year, a nearly 18 percent decrease compared to fiscal year 2009-10.

The following graph displays total expenditures.



## GAMING REPORT

**During the 2009-10 fiscal year, the City of Riverside utilized more than \$15 million in gaming revenues to make a positive impact on the City and to provide assistance to our neighboring communities and organizations.**

# REVENUE

### Assistance to Other Entities

Northland Healthcare Access .....	\$30,000
Miles of Smiles.....	\$15,000
United Community Services.....	\$15,000
Platte Senior Services .....	\$15,000
American Red Cross .....	\$5,000
Synergy.....	\$5,000
MOCSA.....	\$5,000

### Equipment Given to Other Governments

1999 Dodge Truck .....	unknown
1997 Jeep Cherokee.....	unknown
1997 Ford F-350.....	unknown
2001 Ford F-550 Diesel Cab and Chassis .....	unknown

### Major Thoroughfare/Infrastructure

Vivion Road.....	\$3,093,111
Street Maintenance Program .....	\$969,224
Northwood Road.....	\$418,053
Waterline Improvements .....	\$303,022
West Platte Road and Bridge.....	\$116,532



# REVIEW

## Equipment Purchases

Facility Security .....	\$599,542
City Radio System.....	\$502,683
Wayside Horns.....	\$215,630
Public Works Vehicles .....	\$173,866
Computer Equipment.....	\$57,762
Public Safety Vehicles .....	\$55,288
GIS .....	\$26,625
Public Safety Equipment.....	\$24,189
Storm Sirens .....	\$23,530

## Park Improvements

Park/Trail Improvements.....	\$363,896
------------------------------	-----------

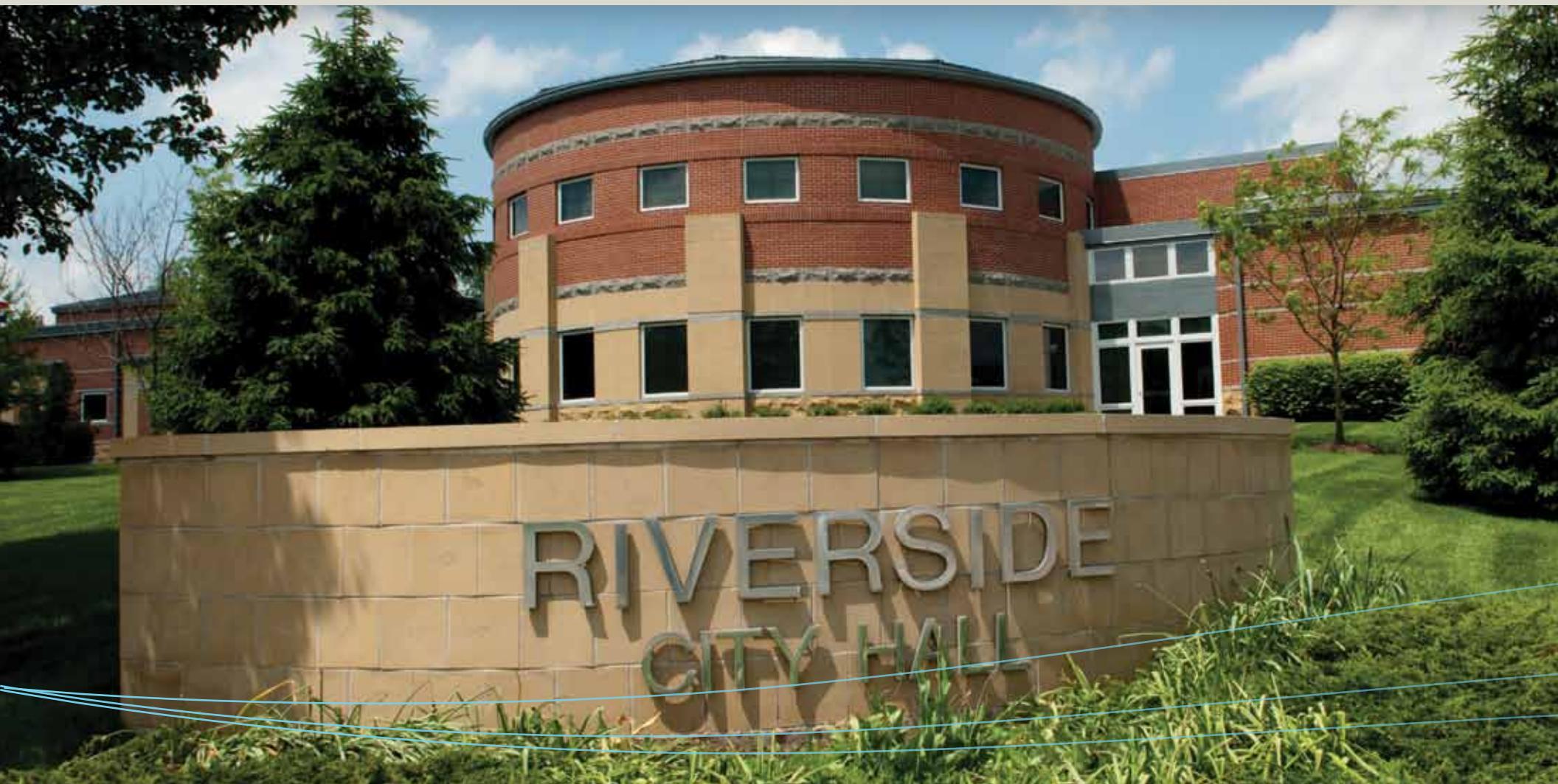
## Community Services

Master Plan Update .....	\$272,183
Healthy Citizens Initiative .....	\$141,322
Citywide Trash Collection.....	\$94,813
Ambulance Services for Residents .....	\$42,963
Transit Services for Residents.....	\$38,062
Fire/Police Athletic League.....	\$10,962

## Horizons Development Commitment

900-Acre Industrial Park.....	\$7,718,632
<b>Total for FY 2009-10 .....</b>	<b>\$15,351,890</b>

# LEADERSHIP



# FACES

## Board of Aldermen



**Kathy Rose**  
Mayor



**Mike Fuller**  
Ward 1



**Ron Super**  
Ward 1



**Bernie Bruns**  
Ward 2



**Aaron Thatcher**  
Ward 2



**David Hurt**  
Ward 3



**Brad Cope**  
Ward 3

## City Administrator

*“With a new brand, an update to our Master Plan and many new projects on the horizon, Riverside is making considerable progress in establishing a strong identity for the community and creating a foundation for the future.”*



**David Blackburn**  
City Administrator

# RIVERSIDE BOARDS AND COMMISSIONS 2010

## Park Board

Jim Frakes, Ward 1  
Ron Carlson, Ward 1  
Norma Parrot, Ward 2  
Terry Dwyer, Ward 2  
Julie Rule, Ward 3  
Deborah Leader, Ward 3  
Mike Fuller, Ward 1  
Kathy Rose, Ward 3

## Board of Zoning Adjustments

Marvin Pool, Ward 1  
Fred Buckley, Ward 1  
Gale Perkins, Ward 2  
Chris Craig, Ward 2  
Dean Lefstad, Ward 3  
Jerry Hackenberg, Ward 3

## Tourism Commission

Deana Winter, Ward 1  
Jerry Pietsch, Ward 1  
Dirk van der Linde, Ward 2  
Jason Rule, Ward 3  
Aaron Thatcher, Ward 2

## Planning and Zoning Commission

Harold Snoderley, Ward 1  
Tyson Spire-Sweet, Ward 1  
Ray Uhl, Ward 1  
Al Bowman, Ward 1  
Evelyn Poe, Ward 2  
Cheryl Melton, Ward 2  
Steve Kaspar, Ward 2  
Stephen King, Ward 3  
Art Homer, Ward 3  
Barbara Snyder, Ward 3  
Brad Cope, Ward 3  
Kathy Rose, Ward 3

## Tax Increment Financing Commission

Leland Finley, *City of Riverside*  
Kip Crawford, *City of Riverside*  
Cy Houston, *City of Riverside*  
David Hurt, *City of Riverside*  
Ron Super, *City of Riverside*  
Kathy Rose, *City of Riverside*  
Betty Knight, *Platte County*  
Kathy Dusenberry, *Platte County*  
Bob Weidt, *Park Hill School District*  
Dennis Fisher, *Park Hill School District*  
Kent Jackson, *Jackson Animal Clinic*

## Industrial Development Authority

Cy Houston, Ward 1  
Leland Finley, Ward 1  
Harold Snoderley, Ward 1  
Pamela Darata, Ward 3  
Wayne Snyder, Ward 3

## City Contact Information

**City Hall**  
816-741-3993

**City Administrator**  
816-741-3993

**Mayor and Board of Aldermen**  
816-741-3993

**Police/Fire Emergency**  
9-1-1

**Police/Fire Non-Emergency**  
816-741-1191

**Community Center**  
816-741-4172

**Public Works**  
816-741-3908

A photograph of a stone wall featuring a water feature. The wall is made of light-colored, rectangular stones and has three vertical openings from which water is spraying upwards. To the right of the wall, the word "RIVERSIDE" is written in large, white, sans-serif capital letters. The background is filled with dense green trees and foliage. In the foreground, there are some low-lying green plants.

RIVERSIDE



*Upstream from ordinary.*