

**2013 MML INNOVATION AWARDS
Nomination Summaries**

Small City Category (population under 2,000)

Slater – Slater Veteran Memorial Park

The Slater Veteran Memorial Park was a final part of our downtown revitalization project. Old buildings were torn down and new buildings constructed that encouraged new businesses to come to Slater. The idea of a downtown park was mentioned in the 1969 Comprehensive Plan, and the City agreed it would be a nice addition to our business district 30+ years later. A lot that was owned by the City after a fire destroyed a building was designed as the location for the park. The goal was to beautify and enhance our shopping district and to attract citizens and visitors to explore our community and businesses. The local VFW, American Legion Posts, students and interested citizens were contacted and enlisted with making the park a reality. Volunteers formed a committee and raised money through donations, personalized brick sales, bake sales, etc. – they raised the necessary funds for the completion of the park. They also did the designing, landscaping and most of the labor. County organizations, school districts, alumni and other community's veteran organizations also made contributions in making the park a reality. Congressman Ike Skelton was keynote speaker at the dedication ceremony attended by hundreds.

Medium City Category (population 2,000 – 15, 000)

Maryville – Campus Town Redevelopment Incentive Program

The Campus Town Redevelopment Incentive Program (CTRIP) is designed to encourage the demolition of sub-standard housing for new construction in an area defined as the Campus Town Overlay. CTRIP aims to incentivize property owners to enhance the appearance of their properties while increasing the assessed value of the area through redevelopment. Approved projects are provided a waiver of tipping fees at the Maryville Transfer Station on demolition debris and a waiver of all redevelopment fees. In FY 2013, the Maryville City Council, city staff and Northwest Missouri State University (NWMSU) officials began analyzing opportunities to encourage redevelopment in a predominately rental district of the community. On Apr. 8, 2013, the Maryville City Council approved CTRIP to attract infill and redevelopment in a distressed corridor. Since the creation of the program only several months ago, two dilapidated homes and six mobile homes have been demolished to make room for three, new two-story duplexes. The redevelopment project will be located less than 150 feet from NWMSU's campus border. Several other applications have already been submitted to CTRIP potentially committing another three dilapidated homes for removal.

Trenton – Cops and Bobbers

The Trenton Police Department's "Cops and Bobbers" program was held on June 1, 2013, at the North Central Missouri College, Barton Farm Campus pond. The program was unique and unusual as it took kids from the community and surrounding region and partnered them with Trenton Police Officers for a day of fishing and outdoor fun. Located in a rural area, the Trenton Police recognized the opportunity to engage kids and their parents with an activity that they would enjoy while building rapport and community involvement. The Objective of the event was to give area children a fun, engaging and safe outdoors event while the kids and parents had an opportunity to get to know officers outside of the standard policing contexts. Utilizing the concept of community cooperation, the Trenton Police Department utilized all available resources, such as: the North Central Missouri College, city of Trenton, Missouri Department of Conservation, National Wild Turkey Federation and area businesses to

provide a fantastic outing for area kids and their parents. On the day of the event, 49 kids and their parents turned out to catch lots of fish and enjoy time spent fishing with the men and women of the Trenton Police Department.

Chillicothe – Chilli Bay Water Park

The Chillicothe City Council wanted to upgrade an existing municipal pool that would be different than a typical remodel. City staff members along with a professional engineering team worked up a first draft of a water park that included numerous activities for all age groups. Working with local citizens at numerous City Hall meetings, they were able to design a modern water park with unique features. Chilli Bay Water Park was born. It was created by ideas from the community and a Pacific Island theme was established for the facility. The City Council wanted the new facility to increase local usage and attract out-of-town visitors. Secondly, they wanted a unique facility that would be an asset to the City and add to the quality of life in Chillicothe. With more than 30 palm trees, surf boards and thatched roofs, Chilli Bay achieved the objectives of the City Council. This unique water park has broken attendance and revenue records; attracted out-of-town visitors; while, adding to the quality of life for the community.

Brookfield – Mailbox for Graduates

In 2005, community leaders formed the Brookfield Area Growth Partnership adopting a HomeTown Competiveness Initiative designed to re-energize rural community development – striving to attract and retain young people emphasizing on strengthening the Brookfield community. The Partnership developed programs with the youth in mind – a workforce development program allowing students to experience simulated community challenges through classroom settings. The “Mailbox” project is a unique approach to engage youth to return to their hometown to live, work and raise a family. For the past six years, Brookfield leaders have made a name for themselves as a community that gives mailboxes to their high school graduates. Yes, a mailbox! Leaders provide a simple, brief presentation to the graduating class and provide each graduate a mailbox with their name on it and a letter inviting them and their families to “come on back home.”

Large City Category (population more than 15,000)

St. Charles – I-70 Blanchette Bridge Partnership Program

In November 2012, the west-bound, I-70 Blanchette Missouri River Bridge was closed for rehabilitation and reconstruction. All traffic was diverted to the east-bound bridge reducing traffic lanes from five to three narrow lanes in each direction. Initial public reaction was extreme concern on the anticipated negative impact the construction would have on the City's businesses. The city of St. Charles formed a special committee with the Missouri Department of Transportation (MoDOT), the local chamber and area businesses to develop a strategy to capitalize on the closure. Its primary objective was to formulate a plan to educate the commuting public about alternative routes to St. Charles. The committee produced special website news update links, developed both electronic and paper maps, and worked with MoDOT to install unique directions signage on secondary highways to inform commuters about alternative routes to reach St. Charles, its businesses, hospitals and government centers. Because of these efforts, traffic is running smoothly on all routes, and the City's 2012 Christmas shopping season enjoyed its most successful season ever. We are pleased to report that the bridge reopened in August, a full-two months before its anticipated completion date.

Springfield – Run. Hide. Fight. An Introduction

In the summer of 2012, the city of Houston, Texas', Office of Public Safety and Homeland Security released a video titled, "Run. Hide. Fight. Surviving an Active Shooter Event." This video was produced in an effort to educate people on how to best handle active shooter situations, and was released with one simple goal in mind – to save lives. After viewing the video, Springfield's City Manager Greg Burris tasked Chief of Police Paul Williams with developing a training program that could be implemented citywide. Burris' overall goal was to expose the video and its message to as many employees as possible so they would be better prepared to deal with active shooter situations. Ultimately, the program that included either a one-hour introduction or a two-hour workshop, used the Run. Hide. Fight video as a launching pad for open and honest discussions about the truths associated with active shooter situations. Thus far, approximately 300 employees from various city departments have been exposed to the training program.

Kansas City – Structured Change Management

Structured Change Management is a new change management model developed by Kansas City, Missouri's, General Services Department. This model is designed to make a large municipal department more efficient and effective through the use of change management components such as strategic planning, combined with such elements as business analyses, performance measurement and workflow mapping. This unique model is helping transform the practices of local government. The objective of this project was to develop a change management model and use it to change a lackluster, fragmented department into one that is cohesive, unified and focused. In less than a year, the General Services Department developed the new change management model and applied it to the department's eight divisions, resulting in strategic business plans identifying 55 goals and 360 objectives, many of which have been met. The department's transformation has not gone unnoticed, and the change management model is being adopted by other departments. The Structured Change Management model has been designed so that any municipal department seeking an innovative approach to transformative change can adapt the program to meet their unique needs and circumstances.

Cape Girardeau – Neighborhood Stabilization Program

The Neighborhood Stabilization Program was to provide and preserve safe and welcoming neighborhoods in targeted areas around the City. These areas were experiencing issues with loud nuisance parties, crowded parking in single-family residential areas, unkempt property, underage drinking, liquor sales to minors and dangerous binge drinking among young adults. Citizens identified specific issues that they wanted the City to solve. These issues were given to the city departments to develop strategies and track their effectiveness. The City partnered with the police department, University of Public Safety, residents in the affected neighborhoods, residents at large with an interest in the issues and local business owners. Two of the City's 12 tangible results are quality of life and a safe and secure community. Resolving these issues was key to maintaining and improving these results for the affected neighborhoods. Measuring the progress in this tangible result and developing improvement strategies led to the Neighborhood Stabilization Program. The data reveals that we have had a significant impact and improvement on our targeted areas. This Neighborhood Stabilization Program can be mirrored in other communities that are experiencing similar problems.

Ferguson – Pedestrian and Bicycle Wayfinding Signs

The pedestrian and bicycle wayfinding signage system in the city of Ferguson is a coordinated set of signs that were created to direct pedestrians and cyclists to parks, trails, shopping and dining districts and other points of interest throughout the City. These signs

display distances in the number of minutes to walk or cycle to each destination. The wayfinding signs encourage active transportation by letting people know that walking and cycling are viable forms of transportation, and offer reassurance to let people know that they are on the right path to reach their destination. The wayfinding signage system was designed through a coordinated effort from Ferguson city staff, the Ferguson Special Business District, the Ferguson City Council, the Live Well Ferguson Taskforce, Metro Transit – St. Louis, the St. Louis County Department of Highways and Traffic, and the Missouri Department of Transportation. Recommendations from the Gateway Bike Plan and the Ferguson Bicycle and Pedestrian Plan were used to identify the connecting bicycle and pedestrian routes. Wayfinding signage systems can be developed for pedestrians and cyclists in other cities and regionally by identifying local points of interest and the best pedestrian and bicycle routes to reach them.

Kirkwood and Webster Groves – “Biggest Loser” Weight-Loss Competition

The cities of Kirkwood and Webster Groves held a two-fold “Biggest Loser” weight-loss competition: 1) Internally, participants would compete against their colleagues to lose weight over a 12-week period. 2) Externally, the two cities would compete against each other to lose weight over the same period. The competition ran from January through April 2012. The city of Kirkwood continued with an internal competition in 2013. There were several objectives to this program: to encourage weight loss among employees through a focus on good nutrition and regular exercise; to develop a “culture of wellness;” help employees who had tried and failed to lose weight; promote the City as a healthy place to work and position the City as a role model on wellness; and to educate employees on the correlation between wellness and health plan costs to both the City and employees.

Sedalia – The Recycle Center

The city of Sedalia and Cooperative Workshops, Inc., entered into an agreement on Jan. 2, 2010, to establish a recycling center located at 2800 B West Main Street. Prior to The Recycle Center’s opening, the residents of Sedalia and Pettis County did not have access to local recycling. The citizens of Sedalia voiced their strong opinion to the Sedalia City Council and the mayor who helped make recycling become a priority. The result was a fully functioning recycle center. The Recycle Center has been open to the public since Jan. 1, 2010, and accepts newspaper, cardboard, colored paper, white paper, all other types of paper, magazines, tin, aluminum, all plastic, glass, Styrofoam, stretch wrap and appliances. Since June 1, 2010, The Recycle Center has collected and processed more than 4,044,925 pounds of material. The building and property are owned by Cooperative Workshops, Inc. The equipment is owned by the city of Sedalia. Any financial loss is covered by the City on a monthly basis up to \$5,000. This agreement has been renewed over the past few years.

For more innovative ideas that may work for your city, visit MML’s website at www.mocities.com.