



## WILDWOOD

# Strategic Plan Update 2021-2025

### Goal #1: Internet Access

- Provide internet access to the unserved and underserved areas within Wildwood
- Reduce cost for residents who currently have internet access

#### 12/31/2021 Update:

1. Negotiated and signed an agreement with Charter Spectrum LLC to extend high-speed internet to over 2,000 households within twenty-four months.
2. Identified other locations within the City in need of high-speed internet service and is working with Spectrum to fulfill those needs.
3. Assisted Bays ET in extending fiber-to-the-premise in the Homestead Estates and Shiloh Subdivisions.
4. Continued to offer solutions to residents with poor internet service while the Spectrum agreement was being completed.

### Goal #2: Financial Resource Development

- Revenue threats/opportunities
- Five-year financial plan for the City
- Monitor Wayfair legislation
- Identify new revenue sources

#### 12/31/2021 Update:

1. Completed a comprehensive five-year strategic plan for the period 2021-2025. Identified the top eight strategic goals as well as the underlying subgoals for each major goal.
2. Completed the application process for the City to receive its first allocation of ARPA (American Rescue Plan Act) funds. Those funds were received in September 2021.
3. Monitored and analyzed the pros and cons of proposing a use tax for the City of Wildwood. The City Council voted to not include this initiative on the City's April 2022 ballot.
4. Continued to explore other revenue sources, including increasing fees for services, placing other tax measures on future municipal ballots, and levying fees to developers when appropriate.

### Goal #3: Erosion Control

- Improvement of watersheds
- Evaluate the ditches and erosion issues on Valley and Strecker Roads

- Flood mitigation
  - Flooding issues on Woods Road and in the area of Strecker and Valley Roads
  - Overflow of water/ice on Orville Road
  - Alt Road flood mitigation

### **12/31/2021 Update:**

The City of Wildwood has completed the following steps, which will assist in addressing the critical locations that have been identified in the City's nine (9) watersheds.

1. Continued the efforts of the task force throughout 2021.
2. Identified a short list of critical locations for immediate project implementations, which were selected by the task force members, through resident and consultant input.
3. Engaged and partially funded the USGS to undertake a two (2) year study of the Caulks Creek Watershed to determine causes, effects, and long-term solutions.
4. Contracted with consultants to begin the pre-permitting process with federal, State, and local agencies for the critical locations needing immediate attention by the City.
5. Collected additional locations of problems within the City's watersheds for submittal to MSD for inclusion on its list for future funding.
6. Developed public information for dissemination to residents living near or by creeks and waterways.
7. Met with Senator Schatz to gain funding from the State of Missouri.

### **Goal #4: Public Works**

- Complete sidewalk on Strecker Road
- Deer management
- Sound mitigation along Highway 100
- Bouquet Road culverts
- Safety issues
  - Highway 100 issues
  - Route 109 and BA South roundabout
  - Pedestrian safety improvements
  - Install a left turn sign at West Glen Farms Drive and Truman Drive
  - Install a right-hand turn lane at Oak Ridge and Garden Valley Drives
  - Install a stoplight on Route 109 at Babler Elementary School
  - Install a stop sign on Fullerton Meadows Drive
  - Median improvements for both Pond-Grover Parkway and Fullerton Meadows
  - Enhance pedestrian safety (lighting on trails)
- Road and Bridge Improvements
  - Extension of Main Street/Crestview Drive to Route 109
  - Old State/Ridge Road roundabout and traffic improvement

- Bridge #386 and #387 (Wild Horse Creek Road)
- Manchester and Taylor Road resurfacing and signal upgrades
- Center Avenue Issues - drainage, erosion and reconstruction
- Roundabout at Clayton Road and Route 109
- Road improvements in Ward 8 (Eatherton Road streetscape)
- Trail and Park Improvement
  - Manchester Road shared use path (SR109 to Pond Road)
  - Bluffview Park improvements
  - New pedestrian trail along Green Pines Park into the Villages of Bright Leaf

### **12/31/2021 Update:**

1. The Board of Public Safety completed a Deer Management Plan which was forwarded to the Administration/Public Works Committee of the City Council for review and approval.
2. A consultant was hired to complete an analysis of noise levels adjacent to State Route 100 and State Route 109.
3. Safety Issues:
  - a. Federal funds were obtained to design and construct the new roundabout at the intersection of State Route 109 and State Route BA South junction (Babler Park Drive). Consultant solicitation for the design work commenced.
  - b. State cost share funds were awarded to the City to design and construct left turn lanes on State Route 100 at Booness Lane, Woodland Meadows Drive, Hencken Road and Hawks Rest Rd./Windy Hollow Ln.
  - c. State cost share funds were awarded to the City to design and construct J-Turns on State Route 100 at State Route T (St. Albans Road) and at Pond Road.
  - d. After review by the Board of Public Safety, the City Council passed an ordinance restricting southbound left turns on Westglen Farms Drive and Truman Road. Also, westbound left turns were restricted from Truman Road onto Westglen Farms Drive.
  - e. Conceptual plans were developed for a northbound right turn lanes on Stater Route 109 at Suzanne Ridge Drive and at State Route 109 and Garden Valley Estates Drive.
  - f. After review by the Board of Public Safety, in lieu of a stop sign, the installation of a radar activated LED speed limit sign was approved and implemented by the Department of Public Works on Fullerton Meadows Drive. Also, the installation of a radar activated LED Stop sign was installed on southbound Forest Leaf Parkway at Fullerton Meadows Drive.
4. Road and Bridge Improvements:
  - a. CDG Engineers is working on the final design of Bridges #386 and #387 on Wild Horse Creek Road.

- b. Lochmueller Group is working on the final design of the Manchester Road/Taylor Road Resurfacing and Signal Project.
  - c. Work continued to acquire property rights from residents to transfer Center Avenue to the City.
5. Trail and Park Improvements:
- a. By action of the City Council, the Manchester Shared Use Path project, from State Route 109 to Pond Road, was postponed from further design and construction.
  - b. Federal funds were awarded to the City to design and construct the Old State Road Shared Use Path project from Nantucket Island Drive to Old State Place.

**Goal #5: Administrative**

- Workforce Planning
- Develop Emergency Contingency/Operations Plan (EOP)
- Develop a qualitative/quantitative Resident Complaint Audit (to record all complaints called into City Hall, to Council Members, etc.)
- Conduct City Council training on Department SOP's (such as protocol for adding positions/employees)
- Portfolio Management
  - Adopt a quantitative method for priority identification of tasks and projects
  - Develop a standardized and cross-committee master matrix format for reporting
  - Develop dashboard/scorecard reporting tools
  - Identify a kinematic and dynamic control plan strategy for avoiding cost overruns and scope creep
- Intergovernmental Relations
  - Develop ongoing "touch base" networking meetings for regional, state, and federal officials and City leadership
  - Work with other West County municipalities regarding common issues (West County drug task force)
- Enhanced Accessibility
  - Add Braille to all information signs in City parks and trails
  - Include an ASL interpreter as a normal budget item (i.e. ramps for wheelchairs) for all City presentations and entertainment

**12/31/2021 Update:**

1. Conducted workforce planning. Hired an Assistant Director of Planning and Parks, a Planner, promoted a Planner to Senior Planner, and replaced the Administrative Assistant to the Prosecuting Attorney.
2. Worked with the Parks Department to begin adding Braille to all information signs in City parks and trails.
3. Included accessibility issues (ASL interpreter, etc.) in the 2022 operating budget.

4. Prepared an RFQ for a Political Consultant for the City. Reviewed responses to the RFQ and conducted interviews with the potential candidates. Executed an agreement with a consultant in January 2022.

#### **Goal # 6: Economic Development**

- Attract and retain new retail and office businesses
- Continue to implement the City's new Business Retention and Expansion program
- Continue to work with other City Departments to improve public infrastructure in the City's Town Center area.
- Develop new veterans programming with the Wildwood business community
- Economic business development - more tax dollars (sales and/or parks tax)
- Continue to assist with management of Crossings Community Improvement District (CID)
- Continue to represent the City of Wildwood with local, regional, state, and national agencies
- Public Outreach
  - Develop a new "Visit Wildwood" tourism campaign
  - Continue to update the Economic Development ("Business") page of the City website
  - Continue to host exhibit booth for the City of Wildwood at regional trade shows and conventions
  - Public education about doing business/shopping in Wildwood
- Economic Development Events
  - Continue efforts to host new special event programming in collaboration with the Wildwood business community
  - Develop a Wildwood Food and Wine festival
  - Develop the first-ever Wildwood independent film festival
- Internet Access
  - Promote the extension of high-speed internet to the City's rural areas

#### **12/31/2021 Update:**

1. Continued to meet with numerous businesses interested in opening a location in Wildwood. Provided guidance on zoning issues, permits required, and other information intended to help with opening the business and being successful once opened.
2. Developed a veterans campaign for businesses that are owned by or employ veterans.
3. Developed a biking/walking campaign to attract visitors to Town Center.
4. Hosted special events, including the holiday tree lighting event in December, in connection with the Wildwood Business Association.
5. Updated the City's website, where appropriate, to provide current information regarding changes to businesses in Wildwood as well as other information regarding tourism.

**Goal #7: Lake Chesterfield**

- Lake Chesterfield
- Copper Lakes retention basin

**12/31/2021 Update:**

The City of Wildwood has completed the following steps to assist in this matter of the lake:

1. Identified a list of potential options for consideration by residents of the subdivision.
2. Met with representatives of the subdivision to discuss options.
3. Studied the potential for the lake's use for improved downstream stormwater management, as part of the Watershed Erosion Task Force's efforts in this regard.

**Goal #8: Enhanced Green Space**

- Develop long-term strategic plan for parks
  - Maintain/enhance existing parks in the near term
  - Reevaluate the need for new parks
  - Belleview Farms (Partnership with MDC and Friends of Belleview)
- Completion of Village Green
- Develop an overall plan regarding the addition, replacement and preservation of trees
- Maintain greenspace overall, and preserve greenspace in development
- Old State Road shared use path
- Increase resident participation

**12/31/2021 Update:**

The City of Wildwood has completed the following steps, which will refocus efforts of the community on enhancements and maintenance of existing facilities and not expansion into new parks:

1. Obtained an extension to grant for improvements to Bluff View Park, which will begin in 2022.
2. Developed Phase One Plan for Village Green, given costs associated with the overall Master Plan's build-out.
3. Submitted grant application to State of Missouri for Village Green improvements, Phase One. Grant amount at \$500,000.00.
4. Developed plan for pickle balls courts in community park, per Committee's direction.
5. Started the pedestrian bridge project within the Manors at the Meadows of Cherry Hills Subdivision and the Enclaves at the Cherry Hills.
6. Resurfaced all major trail corridors, improving safety for users.
7. Continued close monitoring and maintenance of park and trail facilities over the year, given on high level of use by residents and visitors due to the pandemic and its impacts.