



Community Forum

City of Maryland Heights Strategic Plan

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April 21 – 23, 2026

Agenda

1. Welcome and introductions
2. Overview of strategic planning
3. Open discussion question
4. Community profile and benchmarking data
5. Small group discussion/poll question
6. Next steps

Introduction to BerryDunn



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**335+ Consulting
Resources and 38
Years Serving the
Public Sector**

Guidelines for Effective Participation



Speak from your own perspective using “I” statements



Respect others’ viewpoints while listening politely and intently



Stay focused on the discussion at hand



Ask questions



Speak in “we” statements when reporting out from breakout discussions

What is a Strategic Plan?



Strategic Plan: What does it do?



Strategic plans help municipalities:

- Plan for the future
- Set clear goals and priorities to effectively allocate resources
- Maintain focus to make progress on issues of most importance to community members

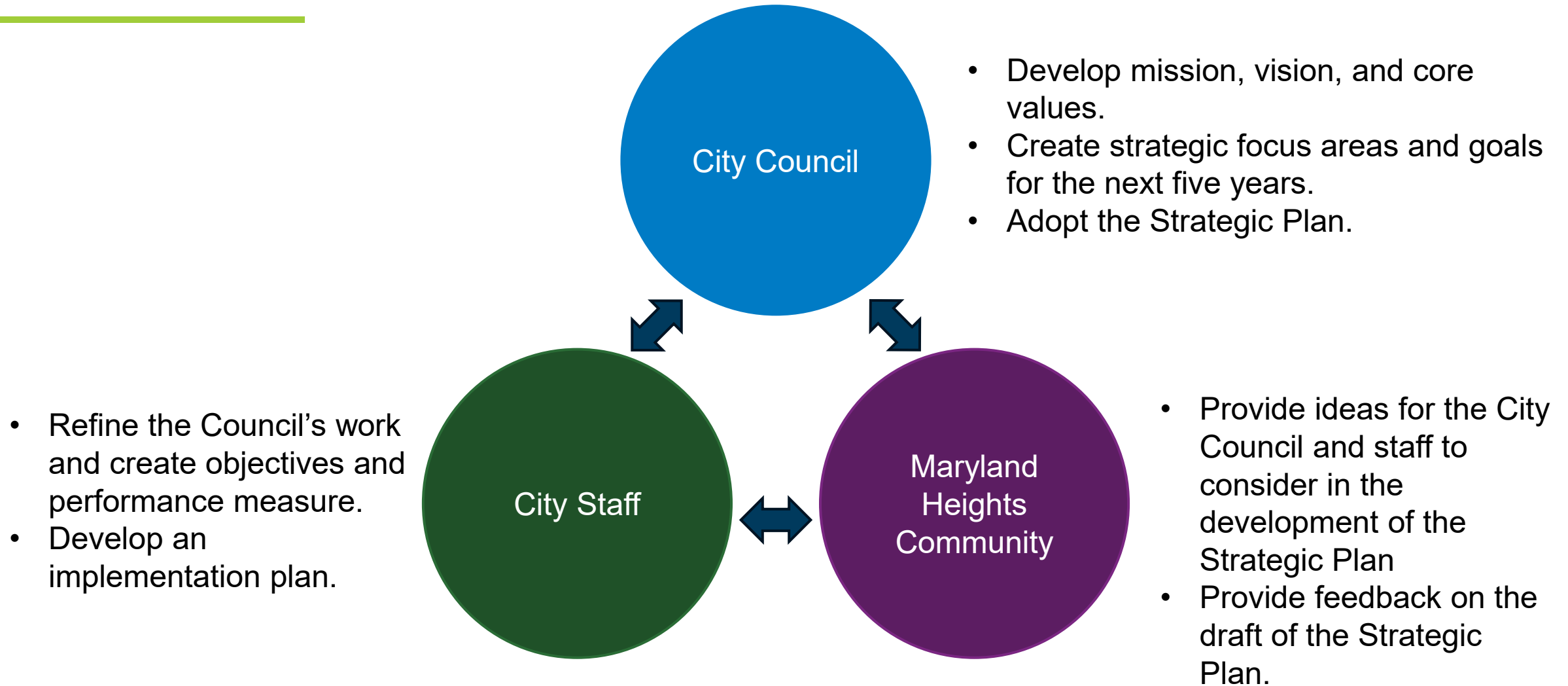
Strategic Plan: Why is it important?



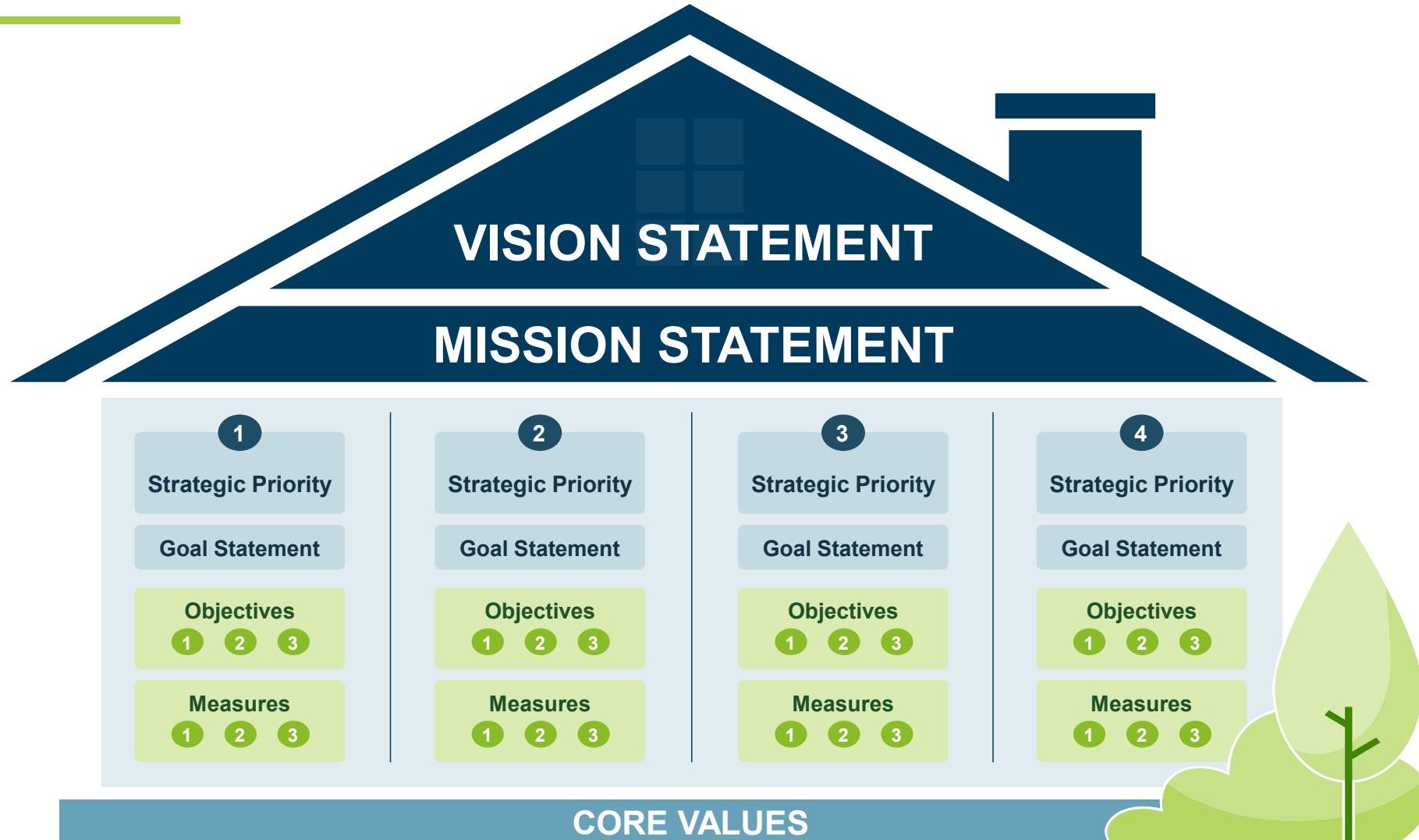
The City's strategic plan will:

- Help set a clear direction for its future by outlining goals and objectives
- Help prioritize use of resources and help ensure resources are allocated to best meet new goals and objectives
- Focus City efforts on the areas identified as most critical to achieving its desired outcomes and adapt its plans as circumstances change

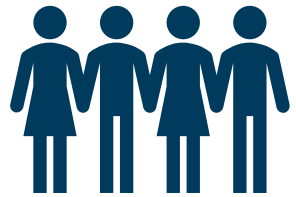
Plan Development



Elements of a Strategic Plan



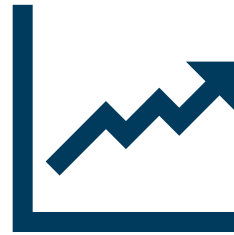
What Sources Inform This Process?



Community and employee input including a survey, individual interviews, group interviews, written responses, and community forums



Social Pinpoint strategic planning website including a survey, ideas wall, and forum



City and regional demographic and economic data



City Council and staff development sessions



Existing City data

Environmental Scan

What is an Environmental Scan?



- Presents current and anticipated events and their relationships within an organization's internal and external environments.
- Serves as a basis of determining the future direction of the organization.

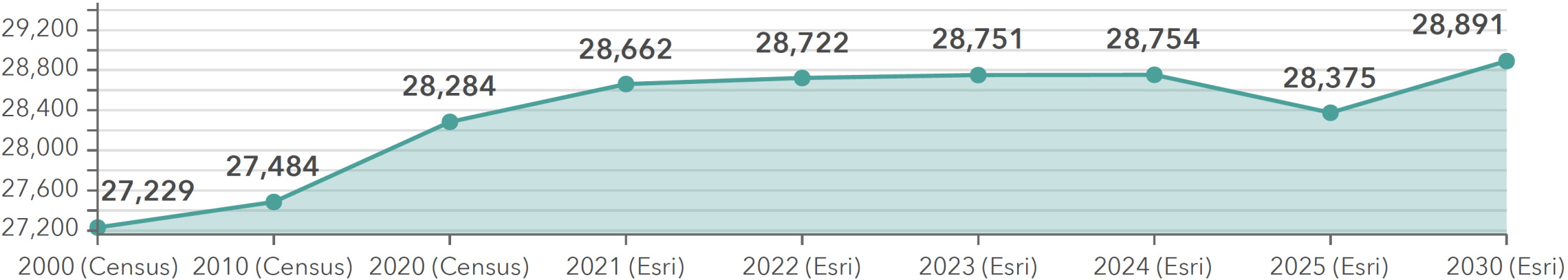
Open Discussion Question

What words best describe Maryland Heights?

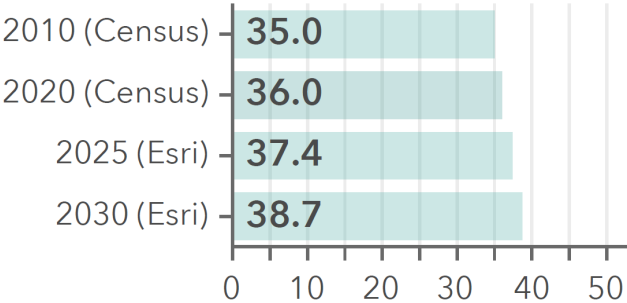
Community Profile

Demographics: Population, Median Age, Average Household Size

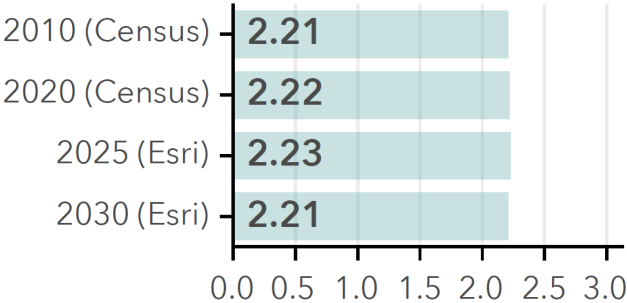
Total Population



Median Age



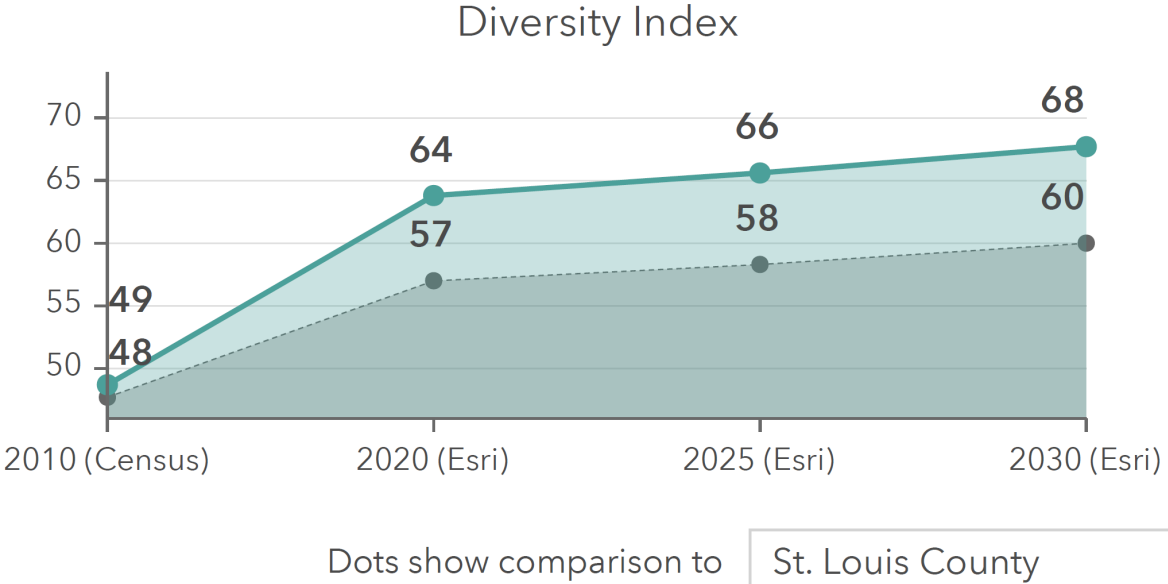
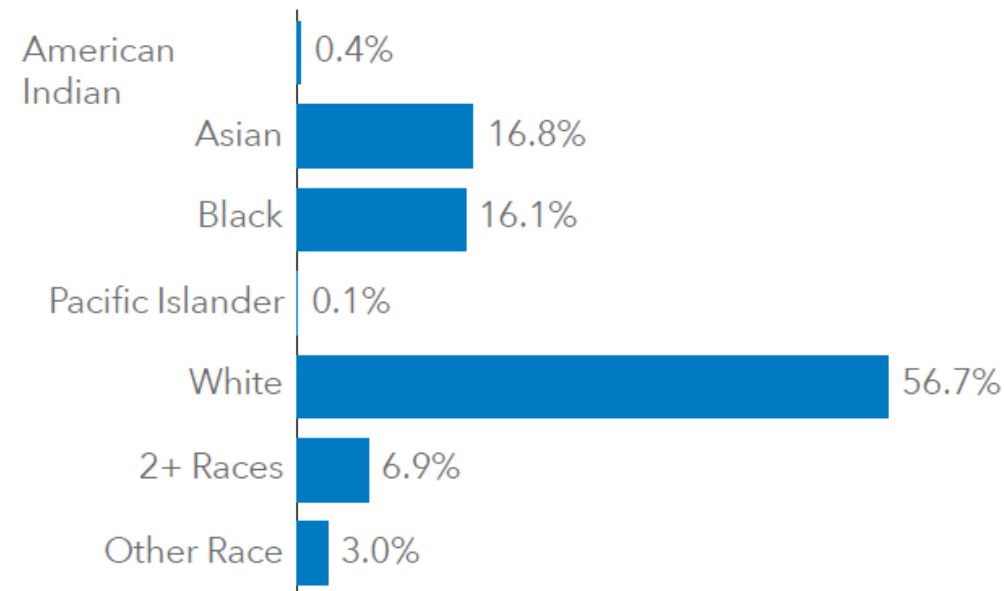
Average Household Size



Source: ESRI

Demographics: Race and Diversity

Population by Race



Demographics: Economics

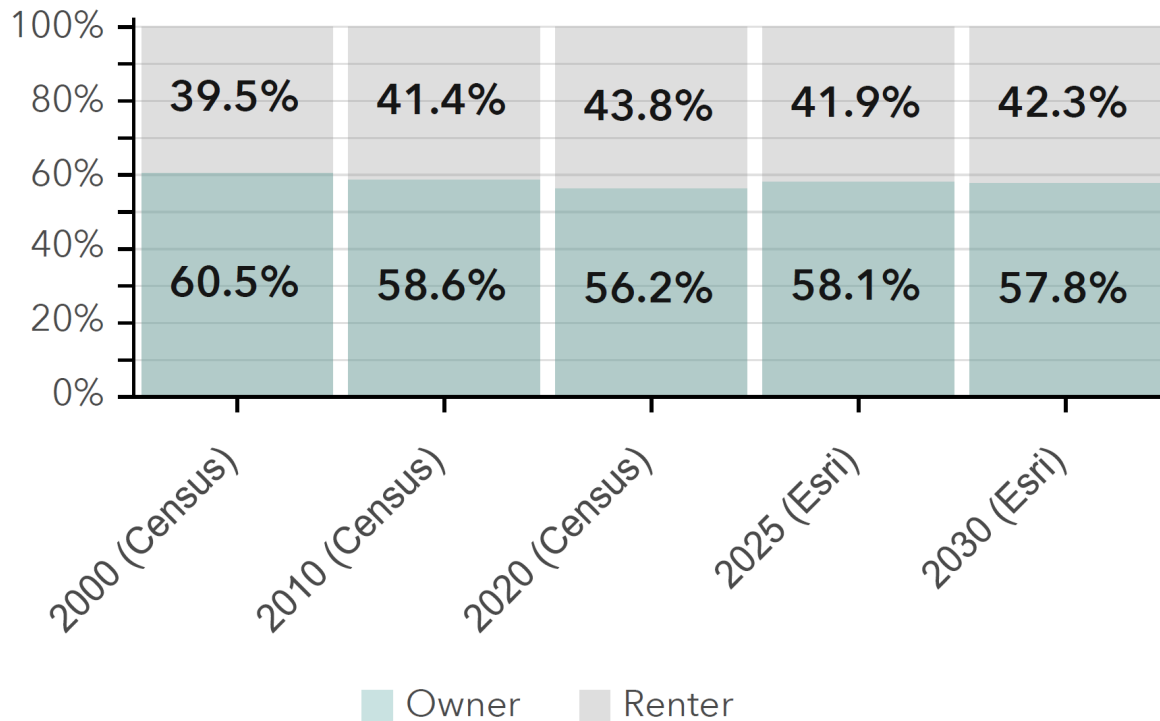


\$90.5K ↑
Median HH Income

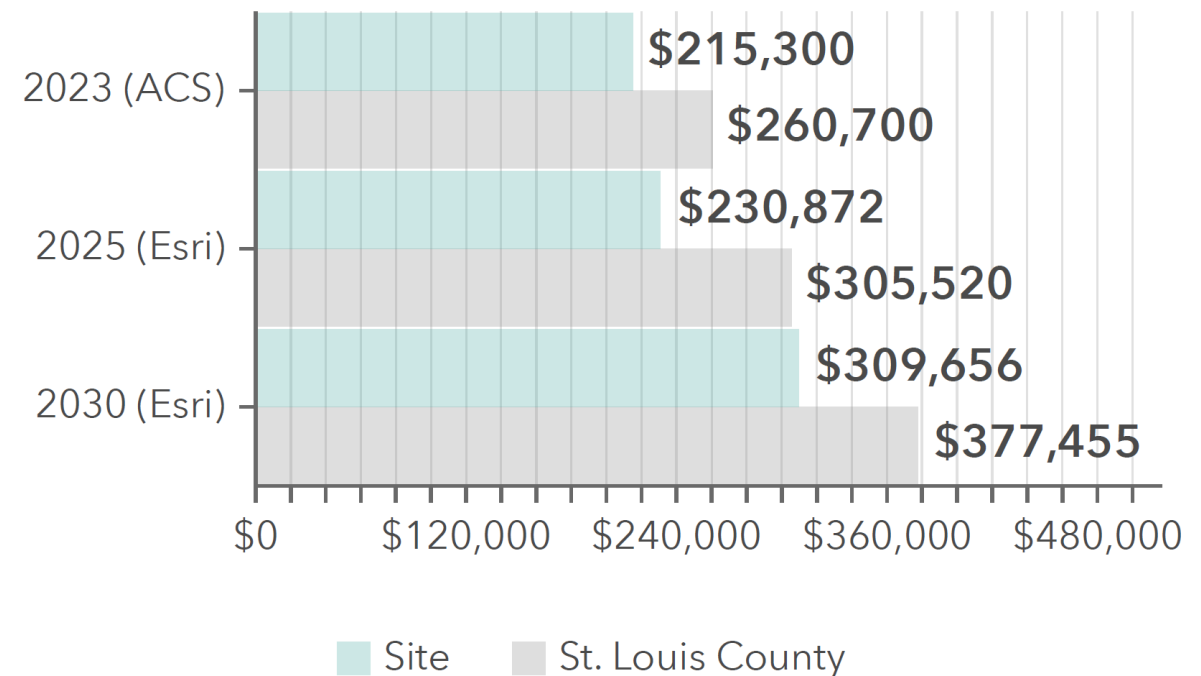
10.8% higher than
United States.

12,519
Total Households

Owner vs Renter Occupied Units



Median Home Value

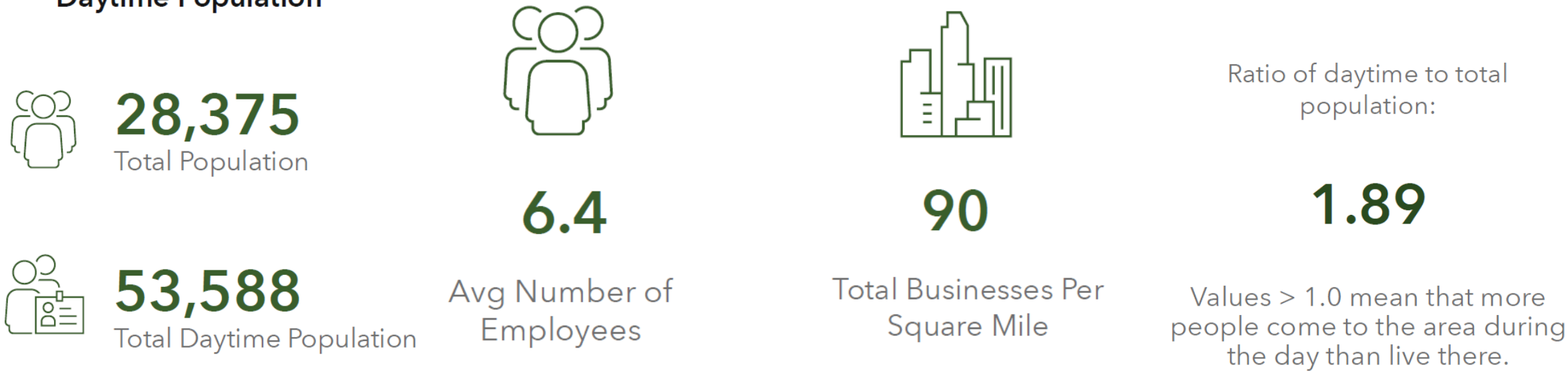


Source: ESRI

Demographics: Economics

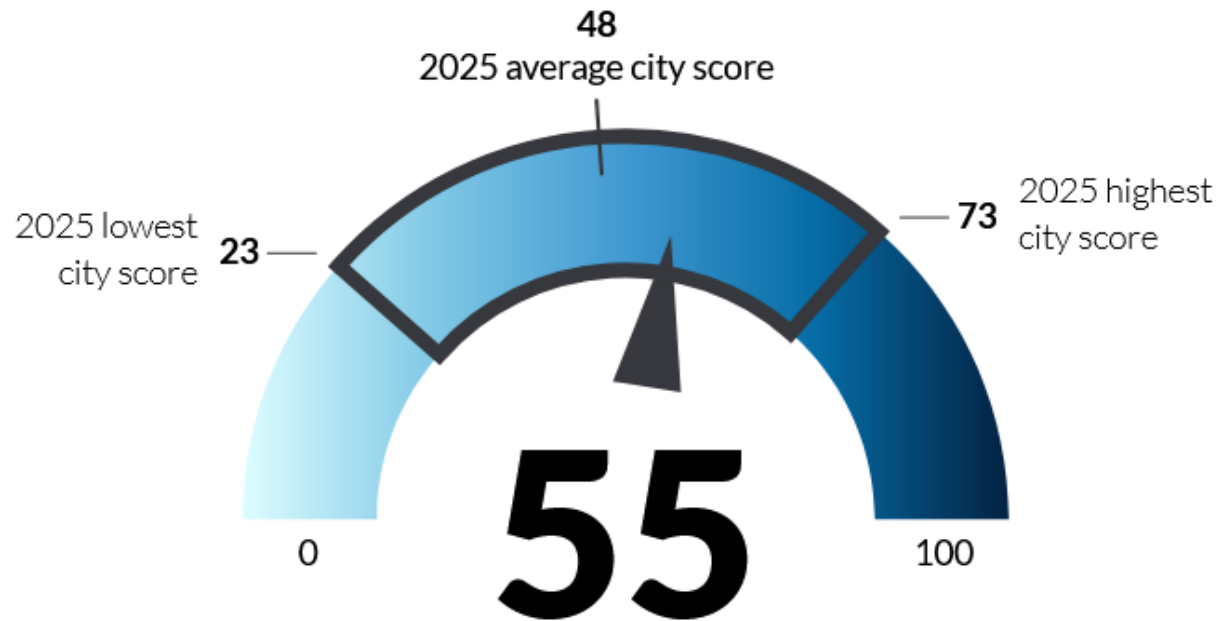


Daytime Population



Source: ESRI

Livability Index

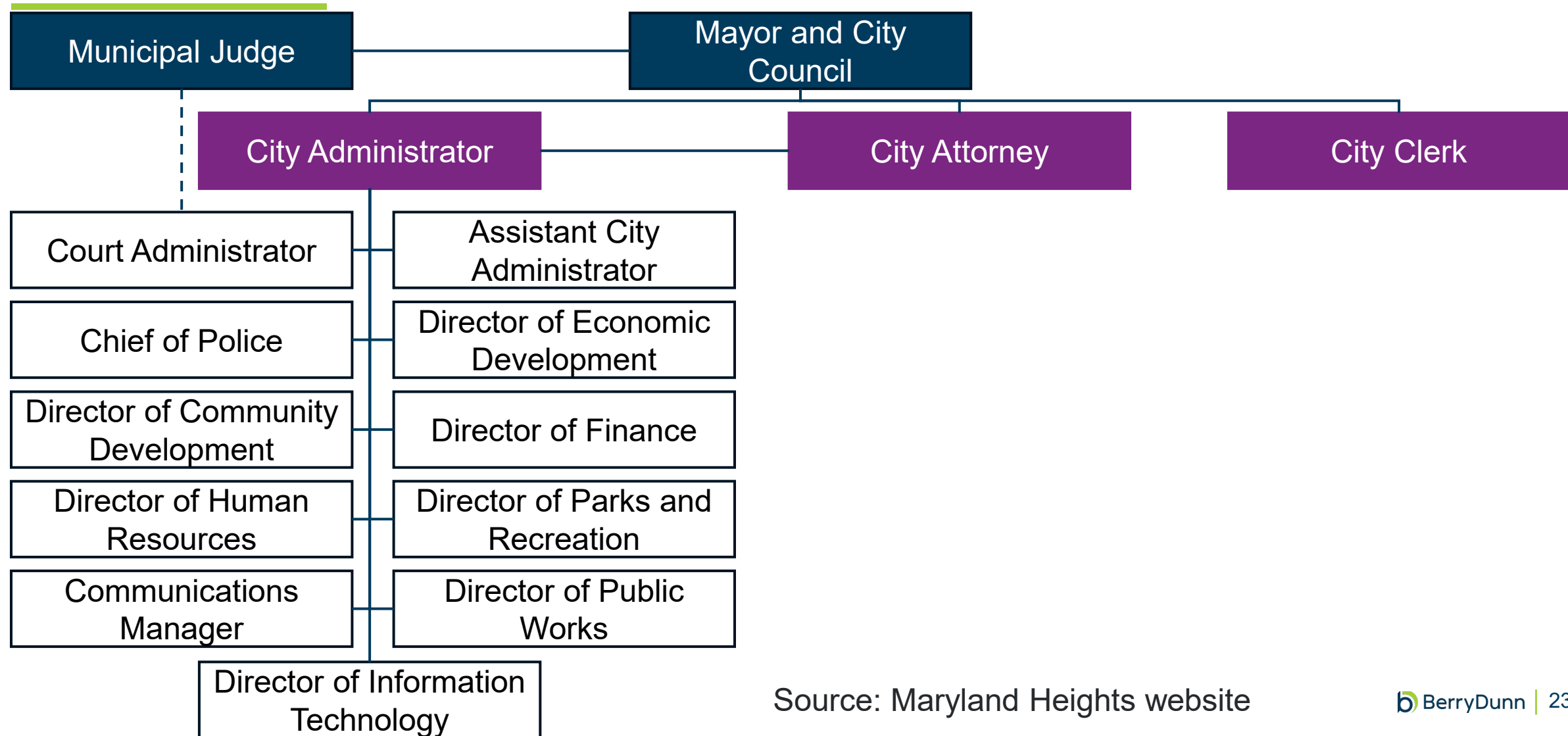


The factors that determine this score include

- Housing – affordability and access (48)
- Neighborhood – proximity and security (58)
- Transportation – safety and convenience (57)
- Environment – clean air and water (52)
- Health – prevention, access, and quality (56)
- Engagement – civic and social involvement (63)
- Opportunity – inclusion and possibilities (49)

City Government

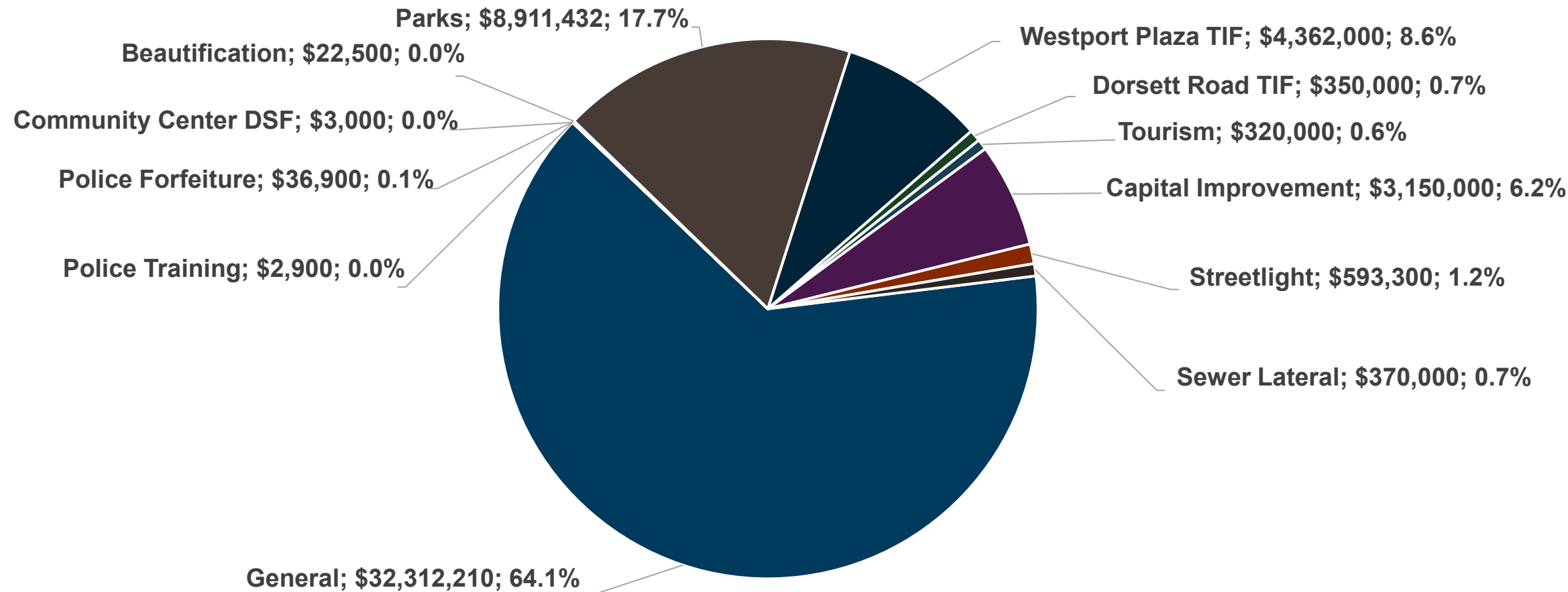
Organizational Chart



Source: Maryland Heights website

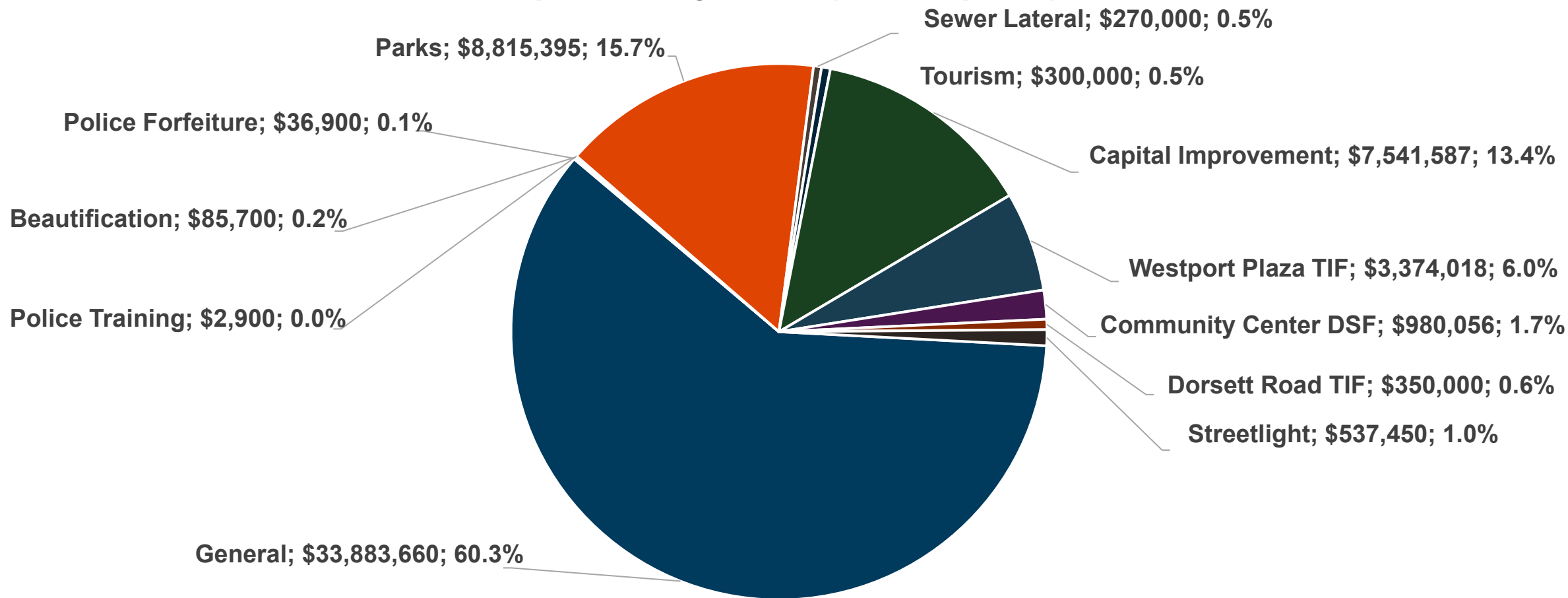
Revenues

Revenue by Source (2026 Proposed)



Expenditures

Expenditure by Source (2026 Proposed)



Discussion

- What did the demographic information reveal to you? What stood out in the presentation?
- Did you learn anything new?
- Which themes are the most important in shaping your thinking about the future direction of the City?

Small Group Discussion

In an ideal world, how do you think the City should look and feel five years from now?

Poll Question

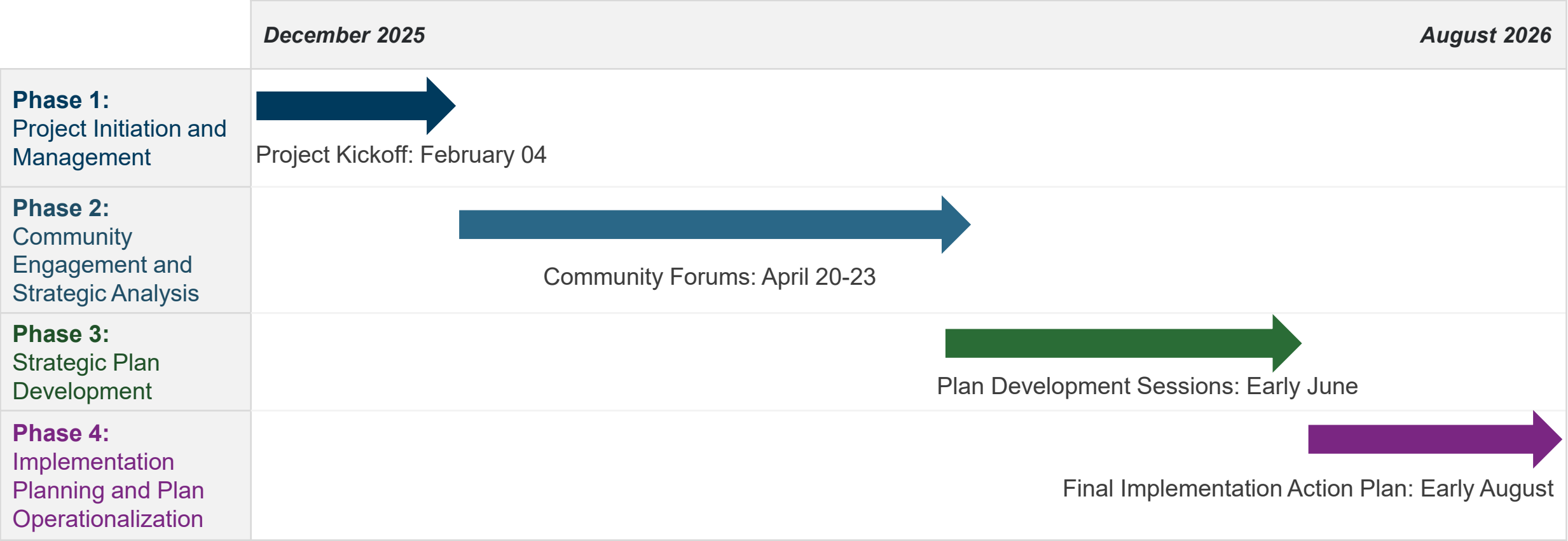
On a scale of 1 to 5, with 1 being very unconfident and 5 being very confident, how confident are you that the City will be an even better place to live five years from now?

Next Steps



1. Update Environmental Scan
2. Conduct plan development sessions with Council and staff
3. Create the draft of the Strategic Plan
4. Final adoption of the Strategic Plan by Council

Anticipated Timeline



Stay Engaged in the Strategic Planning Process!

City of Maryland Heights, MO Strategic Planning

The City wishes to create a five-year plan that will outline priorities and department-level objectives.



Your Vision, Our Future: Help shape the Strategic Plan.

The City is creating a strategic plan that will establish the City's mission, vision, priorities, and goals. The plan will help guide the City over the next five years in its decision making and actions to meet the needs of the community.

This page is an opportunity to engage our community members and stakeholders in defining clear goals and actionable strategies for the City's future. You play a critical role and the City wants to hear your thoughts to incorporate them in the strategic plan. Your input is essential for providing clarity and direction to elected officials, leadership, and staff.

The City is collecting responses through **Friday April 24, 2026**. Please submit your feedback through the various engagement methods below!



Timeline

- ✓ Phase 1: Project Initiation and Management
- ★ Phase 2: Engagement and Strategic Analysis
- ☆ Phase 3: Strategic Plan Development

[See less](#)



<https://engageberrydunn.mysocialpinpoint.com/maryland-heights-strategic-plan>

Thank you!

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