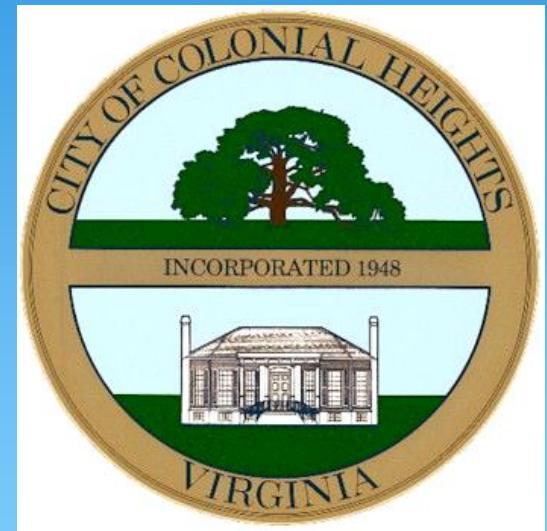


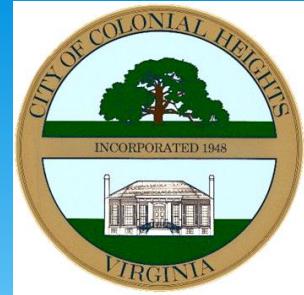
# Colonial Heights City Council Meeting

July 9, 2015



# Colonial Heights City Council Meeting

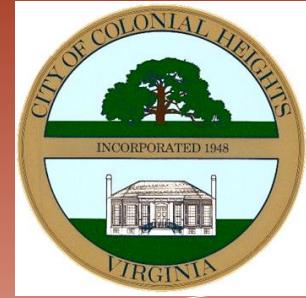
## July 9, 2015



- 1. Call to Order**
- 2. Roll Call**
- 3. Devotion** – Milton E. Freeland, Jr.
- 4. Pledge of Allegiance**
- 5. Adoption of Agenda**
- 6. Declarations of Personal Interest**

# Colonial Heights City Council Meeting

## July 9, 2015

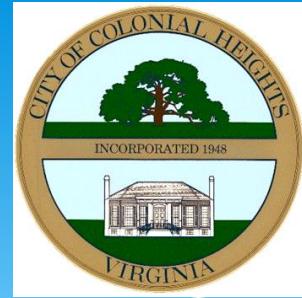


### 7. Commendations and Presentations

***\*None***

# Colonial Heights City Council Meeting

## July 9, 2015

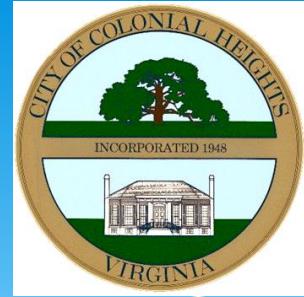


### 8. Reading of Manner Addressing Council

**ANY MEMBER OF THE PUBLIC ADDRESSING THE COUNCIL SHALL APPROACH THE LECTERN, GIVE HIS NAME AND ADDRESS IN AN AUDIBLE TONE OF VOICE FOR THE RECORD, AND ADDRESS THE COUNCIL AS A BODY RATHER THAN SPEAK TO ANY MEMBER. UNLESS FURTHER TIME IS GRANTED BY COUNCIL, ANY MEMBER OF THE PUBLIC SHALL ADDRESS THE COUNCIL FOR A MAXIMUM OF FIVE (5) MINUTES, REGARDLESS OF THE NUMBER OF ISSUES HE DESIRES TO DISCUSS. PROVIDED HOWEVER, THAT THE MAIN PROPONENT OF ANY APPLICATION, PETITION, OR PLAN THAT IS THE SUBJECT OF A PUBLIC HEARING SHALL BE ALLOWED TO ADDRESS THE COUNCIL INITIALLY FOR A MAXIMUM OF TEN (10) MINUTES AND LATER IN REBUTTAL FOR A MAXIMUM OF THREE (3) MINUTES.**

# Colonial Heights City Council Meeting

## July 9, 2015

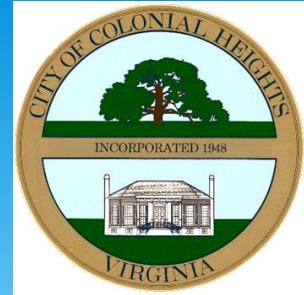


### **9. Written Petitions and Communications**

***A. Jeremy S. Grim, 102 Appomattox Court,  
Selective Zoning Enforcement***

# Colonial Heights City Council Meeting

## July 9, 2015

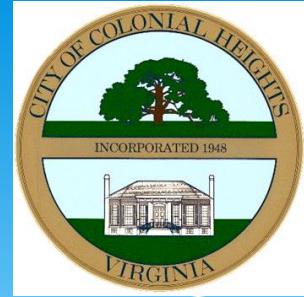


### 10. Advertised Public Hearing

**A. AN ORDINANCE NO 15-23 (First Reading). To adopt a revised General Pay Plan Class and Salary Range that includes the grade assignment and job description for Assistant Director of Planning and Community Development.**

# Colonial Heights City Council Meeting

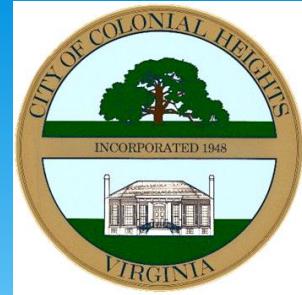
## July 9, 2015



### 11. Hearing of Citizens Generally on Non-Agenda Items

# Colonial Heights City Council Meeting

## July 9, 2015

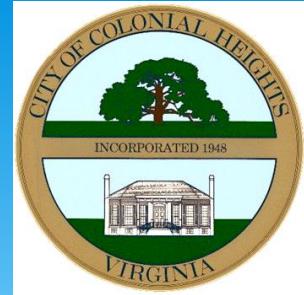


### 12. Consent Agenda

**A. AN ORDINANCE NO 15-FIN-9 (Second Reading) To amend the Capital Projects Fund Budget by transferring \$38,538 to Snead Avenue Storm Line and \$8,747 to Danville/Lafayette Avenue from Utility Infrastructure Repair**

# Colonial Heights City Council Meeting

## July 9, 2015



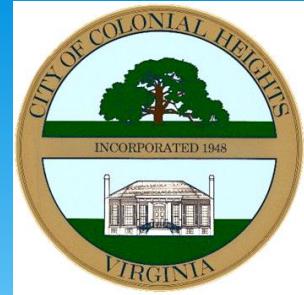
### 12. Consent Agenda

#### ***B. Regular Meeting Minutes***

***April 14, 2015***

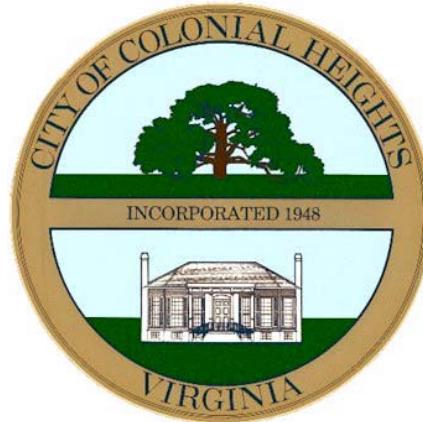
# Colonial Heights City Council Meeting

## July 9, 2015



### **13. Introduction and Consideration of Ordinances and Resolutions**

***A. A RESOLUTION NO. 15-22 Commending  
the Central Virginia Waste  
Management Authority on their 25th  
Anniversary and Presentation of  
Annual Report on Curbside Solid  
Waste and Recycling Collection***

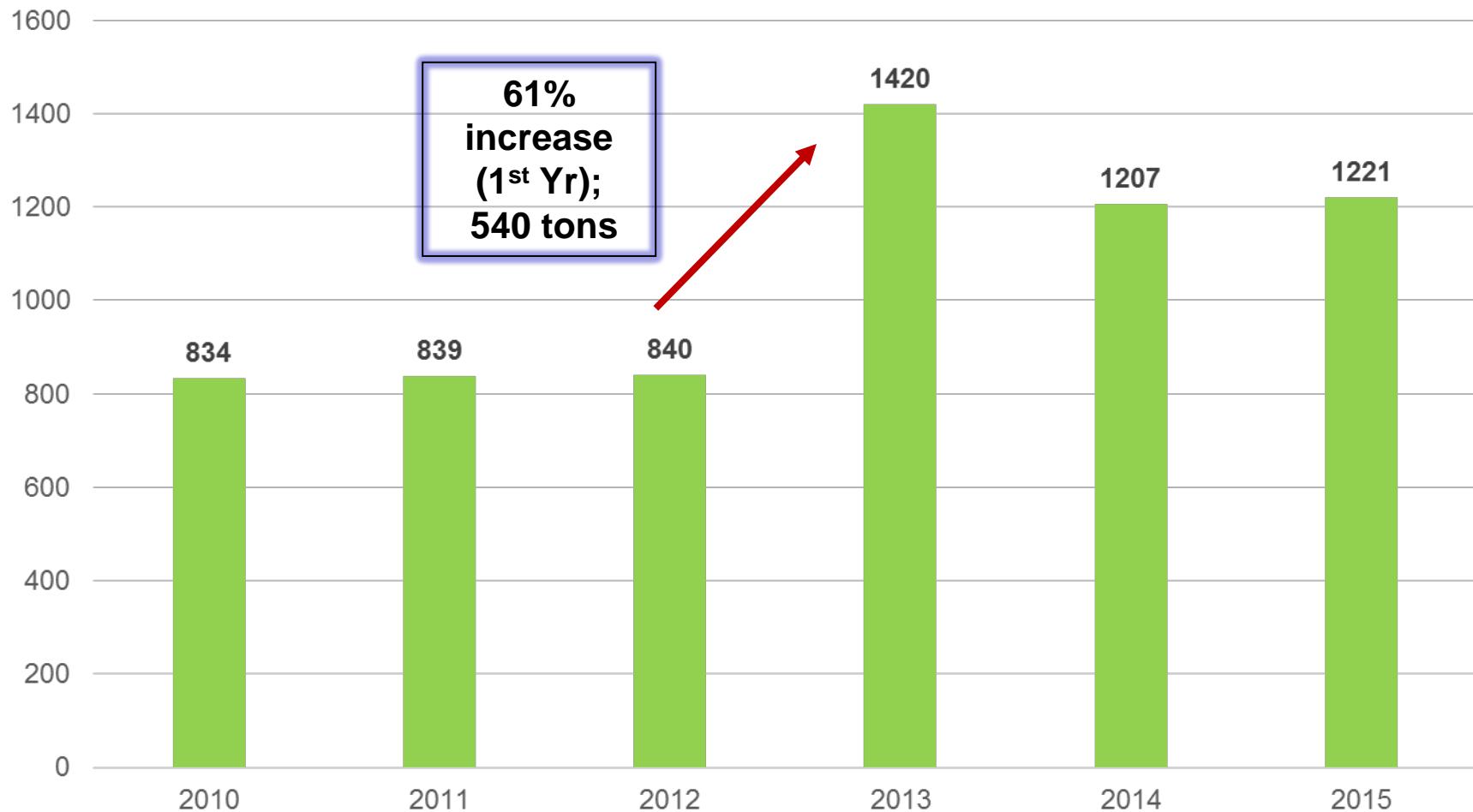


July 9, 2015

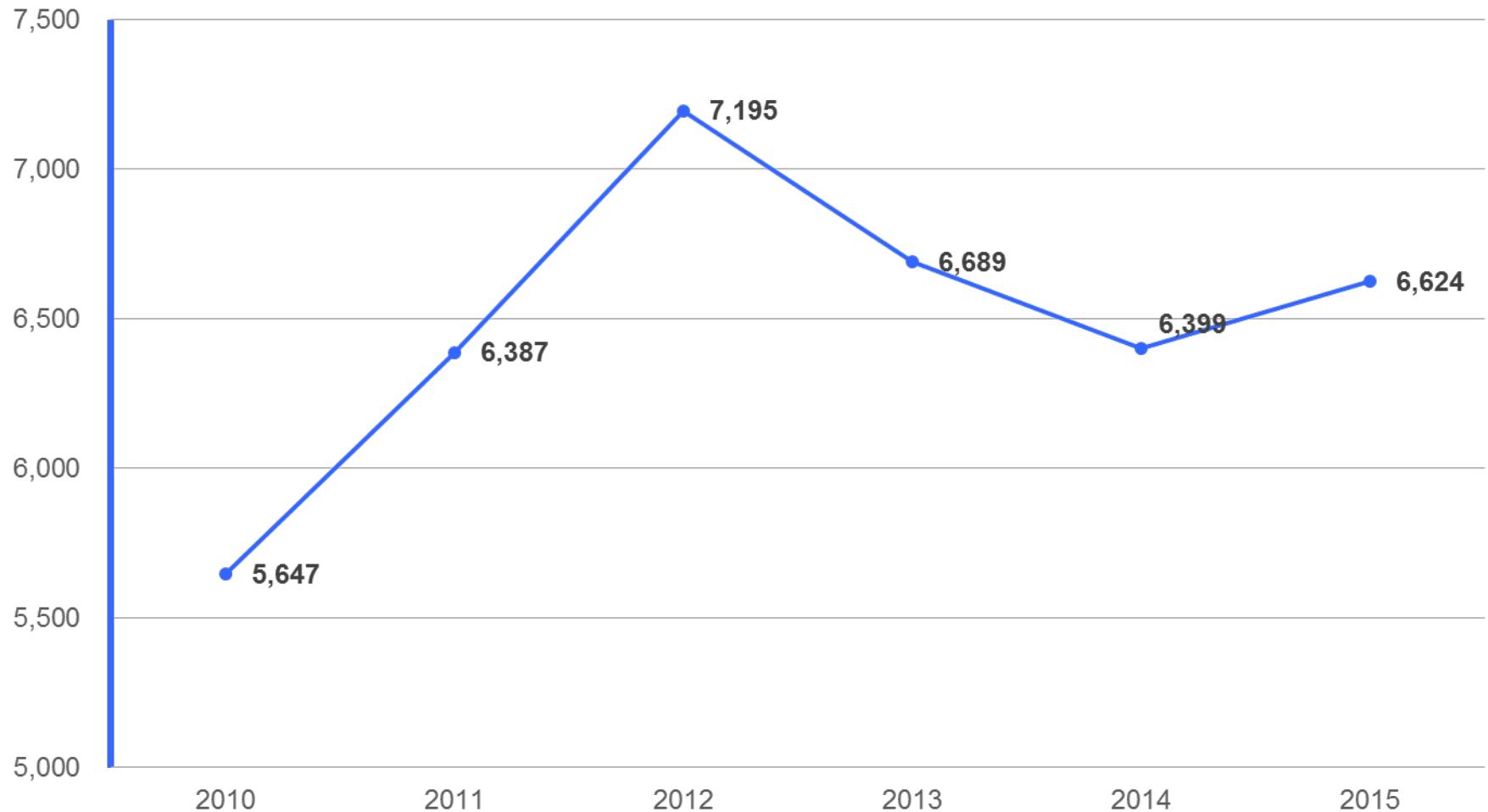
# Trash/Recycling – Annual update 2015



# Annual Recycling Volumes (tons)



# Trash Volumes (tons)



- Reduction of 506 tons of trash disposed in 2013 vs 2012

# Recycling & Trash Comparison

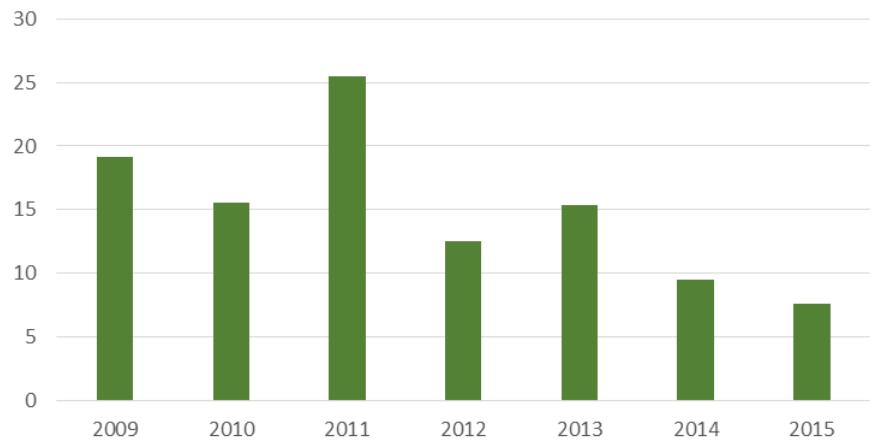


Decline of 503 total tons from 2012 to 2013 – 6.2%

# Contractor Performance

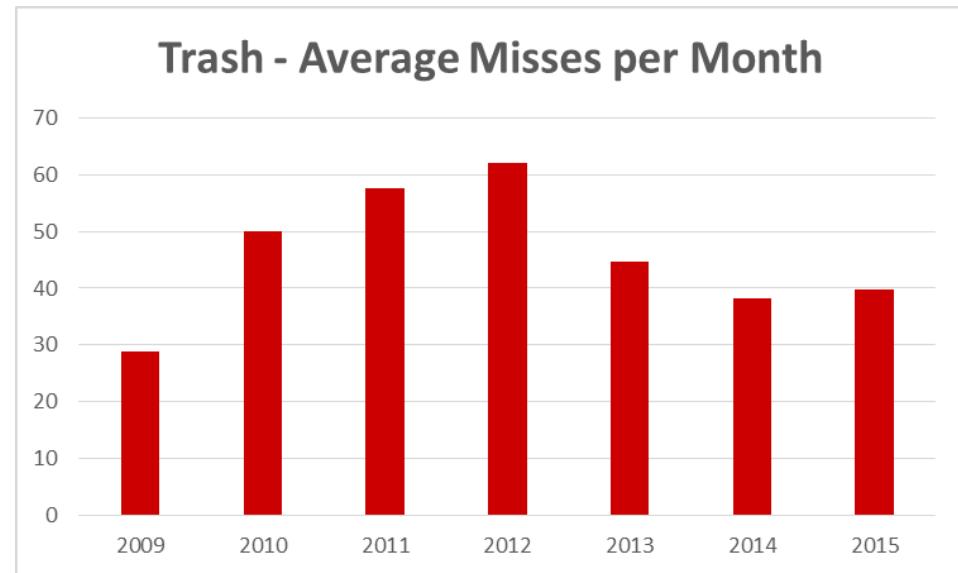
## Average Missed Collections / Month

Recycling - Average Misses per Month



Average 14,500 pickups/month

Trash - Average Misses per Month



Average 29,000 pickups/month

# Recycling Contract Renewal

**Initial Term – Expired June 30, 2016**

**Negotiated Early Renewal – 7 more years**

**Now Expires June 30, 2023**

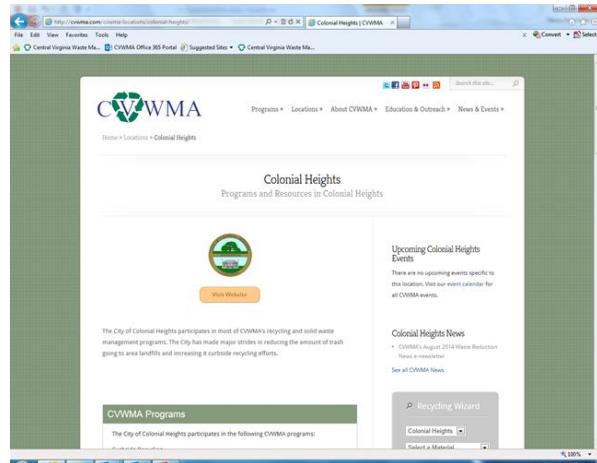


- Reduced cost - \$2.551/HH/Mo (from \$3.045/HH/Mo)
- Rebate of \$20/ton on each ton collected at the curb
- No CPI for 2015 or 2016
- Annual Savings = **~\$60,000**



# Public Education and Outreach Efforts

- CVWMA website (specific page for Colonial Heights)  
----Social Media (daily posts and tweets)
- America Recycles Day
- Annual Collection Schedule, Publications
- School and library outreach programs, educational materials
- Media Coverage  
--- Press Releases, DEQ Coverage, WTVR CBS 6,
- **Email Reminder – every 2 weeks – 238; up from 212**



## Your 2014 CVWMA Curbside Recycling Schedule



Be sure to place your recyclables out by 7:00 am on your collection day.

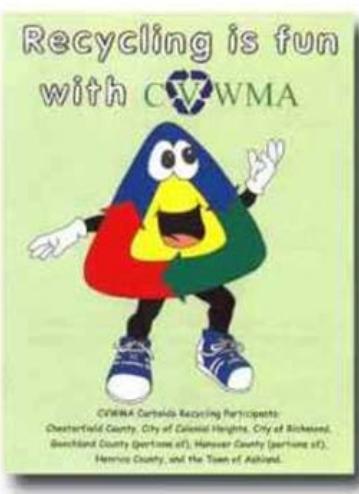
Collections are made once every other week. Your collection day and color are printed on the mailing panel.

Sign up to receive a Free Email Reminder at [www.cvewma.com](http://www.cvewma.com)

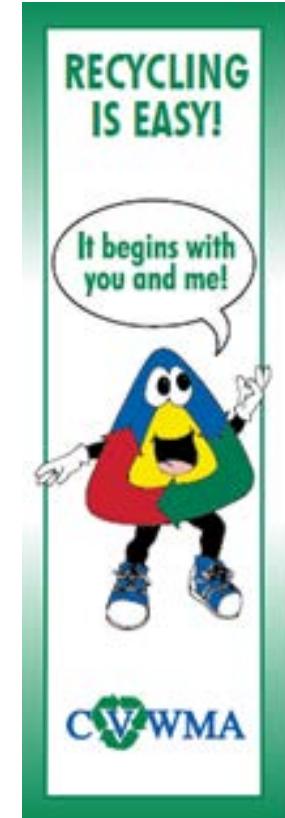
JANUARY	FEBRUARY	MARCH	APRIL
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
MAY	JUNE	JULY	AUGUST
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
JANUARY 2015	KEY	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Red Collection Days Blue Collection Days	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Recycling  
Calendar sponsored by

# Outreach Programs, Educational Materials New Scout Patch Program



**School Presentations**  
**Summer Camps**  
**Bookmarks for Library**  
**Activity Books**  
**Pencils, Pens**  
**Stickers**  
**Posters**  
**Magnets**  
**Eraser tops**  
**Bookmarks for Library**



# Call Volume

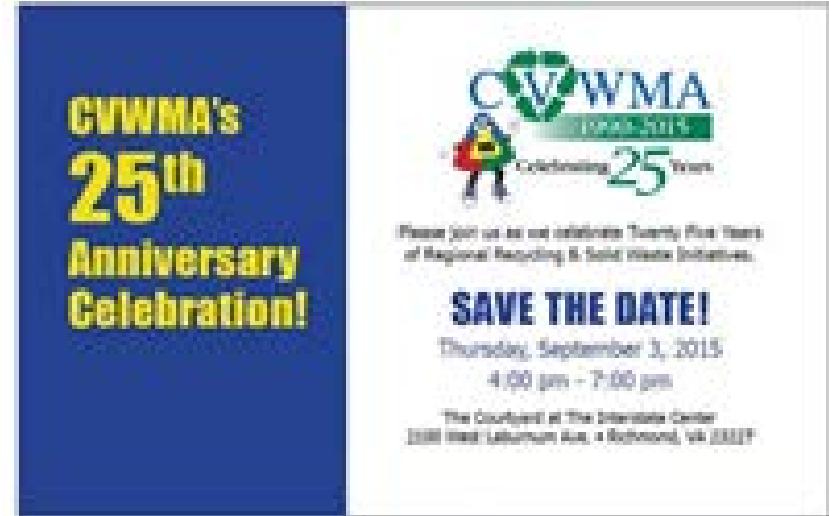


Average 260-300 calls per month



# Questions?

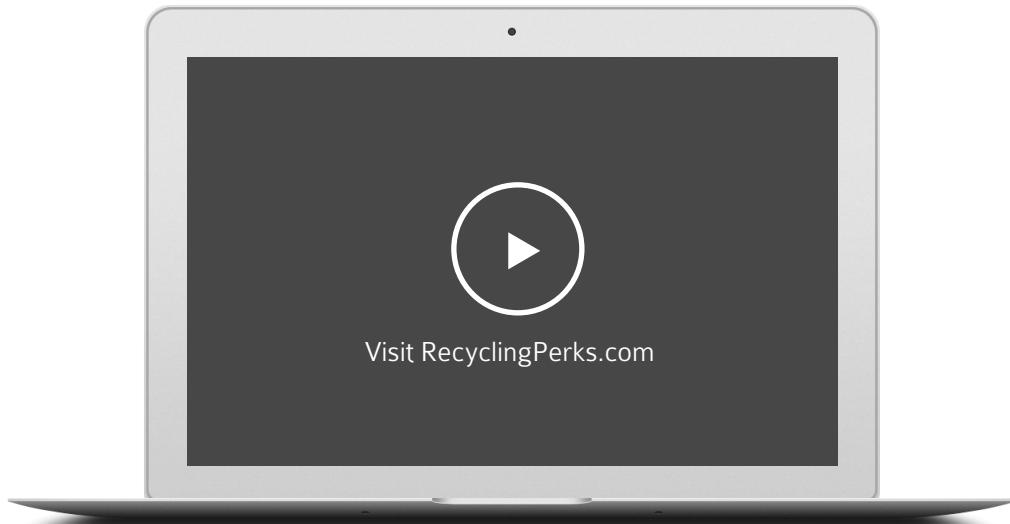
Kim Hynes, Executive Director  
Rich Nolan, Director of Operations  
2100 W Laburnum Ave, Suite 105  
Richmond, VA 23227  
(804) 359-8413  
[khynes@cvwma.com](mailto:khynes@cvwma.com)  
[rnlolan@cvwma.com](mailto:rnlolan@cvwma.com)  
[www.cvwma.com](http://www.cvwma.com)



An introduction to incentivized  
recycling in Colonial Heights, Virginia

# The Product

A look at Recycling Perks online platform



## **RecyclingPerks.com**

An online rewards program incentivizing residents in Colonial Heights, Virginia for their recycling efforts with discounts and freebies from fantastic local businesses.

- Quick, easy sign-up process
- Automatic cart verification + point awards
- Shopping 24/7 for discounts

Recycling Perks works with cities, haulers, residents, and businesses to reward recycling behaviors with discounts for residents valued at \$25 per month. Businesses have reported annual revenue increases as a result of Recycling Perks promotion of their business to its members.

# Recycling Perks Local Staff

Your in-market support for Colonial Heights, Virginia



**BILL DEMPSEY**

President



**AMELIA BAKER**

Vice President



**SHANNON FREEMAN**

Local Market Manager



**CHERYL BOBAN**

Marketing + Communications

# Who We Serve + Support

Our stakeholders determine the success of our program in Colonial Heights

## Members

Colonial Heights curbside recycling is available to approximately 6,500 households.

Recycling Perks has signed up **32%** of the eligible households.

Membership from last July to this July increased **18.5%**.

**106,835**

Points redeemed by Colonial Heights' Perks members

## Businesses

An in-market staff member secures new business partners on an ongoing basis.

Currently, there are **69 unique businesses** in Colonial Heights offering exclusive rewards for recyclers.

**\$50,567**

Colonial Heights Perks members have redeemed rewards that produced over \$50,000 in local spending at local establishments.



**Great Clips®**  
Relax. You're at Great Clips.®



# Key Statistics

Member + Business Metrics for Colonial Heights



## \$7.01 Resident Savings/Reward

On average, each reward redeemed saves Colonial Heights residents \$7 per selected reward.



## 50% Business Partner Growth

To-date businesses added in 2014 have shown a growth rate of 50% over 2013. In 2013, the growth rate was 227% over 2012.



## 32% Membership Base

Colonial Heights has the highest membership base of all other Recycling Perks cities.



## Ongoing Strategic Outreach

Recycling Perks recently executed car give-away campaign, attends monthly Chamber meetings, and works with local non profits on our Give Back campaign.



## Newsletter Engagement

Regular communication to members is nearly double industry rates of engagement and promotes acceptable recycling, new businesses, and green living facts.



## \$1,595 Redemptions Out of Area

Over \$1,500 of redemptions within the last year to local Colonial Heights businesses have come from members outside of the city – bringing spending to the Colonial Heights local business economy.

# Reward Partners

Businesses who believe and support  
recycling efforts in Colonial Heights

A Little Bit of This & That

Above All Carpet and Upholstery Cleaning

Adolfs

ALL-N-1 Kitchen and Floors

Bark Avenue Pet Salon and Spaw

Boulevard Flower Gardens

Candlewood Suites

Carini's Italian Restaurant

Carpet -n- Floors

Celebrate U Salon and Spa

Colonial Heights Lock and Key

Colonial Plumbing and Heating

Colonial Shell

Computer Solutions

Curves in Colonial Heights

Custom Aire Heating & Cooling, Inc.

Dairy Queen

Dance Masters

Dante's Pizzeria

Denny's

Domino's Pizza Colonial Heights

Don Jose Mexican Restaurant

Duck's Locksmithing

Ductz of Richmond Southside

Edible Arrangements in Colonial Heights

Escape Salon

Firehouse Subs

Flagstop Car Wash

Fruit Fixed

Great American Cookies

Great Clips

Gregory Chem Dry

Home Emporium

Hot Spot Electronics

J.E. Perdue Landscaping & Garden Center

Jersey Mike's

Julie Ann's Therapeutic Massage

Keystone Tractor Museum, INC.

Kickstars Martial Arts School

Kim and Kompany Salon

Lone Star Steakhouse

Martin's of Colonial Heights

ModVinTique

MP. Bounce With Me

Noebels Tax Service

Picture Perfect Lawn Maintenance

Plato's Closet Colonial Heights

Pritchett's Flooring America

Sagebrush Steakhouse

Schimmel Art

Sea Breeze Tanning Salon

Sew Lorilee Handbags

Shipps Heating and A/C Inc.

Side Street Gallery

Stories Comics

Subway in Colonial Heights

TAC-Solutions

The Appliance Place

The Awards and Frame Company

The Bowling Alley

Tiffany Held Skin Care

Timeless Beauty

Traylor Dance Academy

Tuffy Auto Service Center

vetXpress

Virginia Auto Glass

Wagging Tails Pet Salon

Wagstaff's Steak House

Waitkus Counseling Group

# Thank you

For being a valued member of the Recycling Perks family



Get in touch with us



2501 Fawn Street  
Norfolk, VA 23504



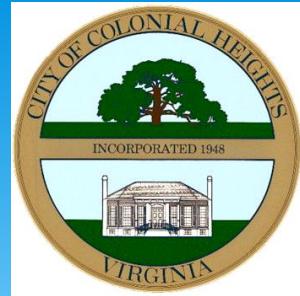
855-813-2154 (toll free)  
757-412-7514



[info@recyclingperks.com](mailto:info@recyclingperks.com)  
[www.recyclingperks.com](http://www.recyclingperks.com)

# Colonial Heights City Council Meeting

## July 9, 2015

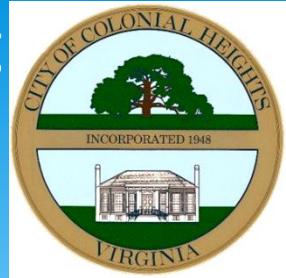


### **13. Introduction and Consideration of Ordinances and Resolutions**

***B. AN ORDINANCE NO 15-FIN-10 (First Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2015, and ending June 30, 2016, to appropriate funds in the aggregate amount of \$42,362, which consists of reappropriation of \$24,362 in reserved funds for the purchase of a fire vehicle; \$6,000 in carryover funding for the Office on Youth Power Program, and \$12,000 in funds from the Department of Conservation & Recreation to the Office on Youth for the Pocahontas State Park work program***

# Colonial Heights City Council Special Meeting

## July 9, 2015

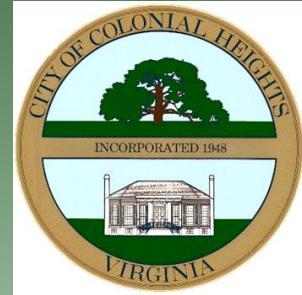


### **14. Unfinished Business, Contested Ordinances and Resolutions, and Items Removed from the Consent Agenda**

**A. AN ORDINANCE NO 15-19 (Second  
Reading) An ordinance amending  
Section 258-16.02 of Chapter 258 of  
the City Code, specifying which  
dwellings qualify for a total real  
estate exemption and which dwellings  
qualify for a partial exemption.**

# Colonial Heights City Council Meeting

## July 9, 2015



### **15. Reports of Officers and Documents Related Thereto**

#### **A. *City Manager***

##### **1. Review of Staff Proposal Regarding New Boulevard Banners, Christmas Decorations, and City Building Signage**



# City Signs

Enhancing Our Corridors and Buildings

# History

- City Council approved the “Proposed Guidelines for Public Signs” document that was recommended by the Boulevard Revitalization Steering Committee in July 2012.
- Goal was to develop guidelines for future permanent public signage in the City of Colonial Heights that would have the following attributes:
  - 1. Attractive- present a positive public image of the City and its people
  - 2. Clear- present sound information in a easily understood fashion
  - 3. Identifiable- anyone looking at any of the signs would immediately know their purpose and function and relationship
  - 4. Have common elements that would include:
    - a. Color and materials
    - b. Shape and forms
    - c. Use of consistent fonts and wordage
    - d. Use of the City Seal
  - 5. Comprehensive usage for all public facilities and related elements
- The guidelines establish the types of signs, materials to be used, and colors.
- Examples of these are the Way Finding at the interstate, City Welcome signs, and the newest City building sign at the Courthouse.

# Proposed Guidelines for Public Signs in the City of Colonial Heights



recommended by

**Boulevard Revitalization Steering  
Committee**

Department of Planning and Community Development

April 2012

## Colors in Plan

### PRIMARY COLORS



### SECONDARY COLORS



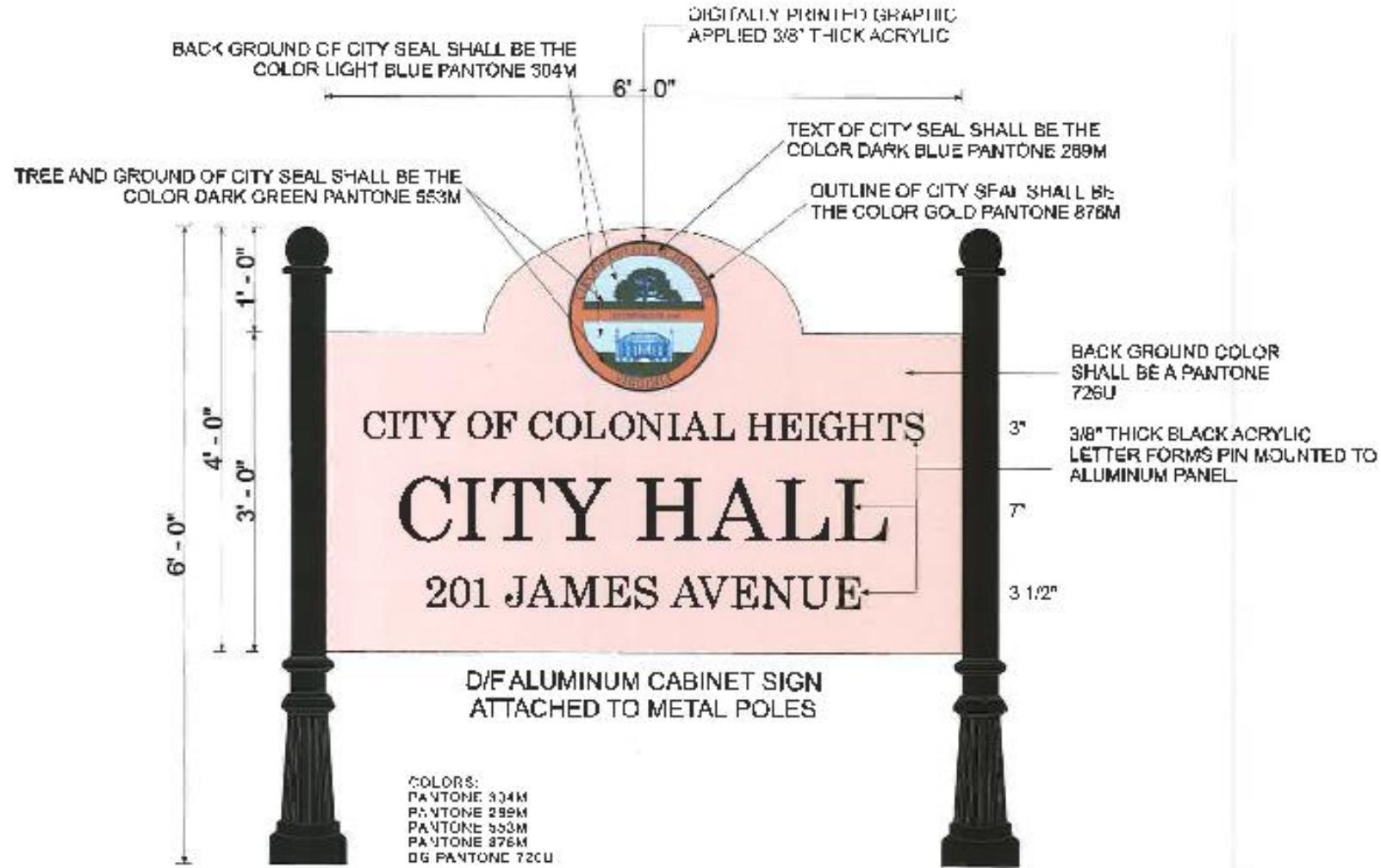
### COLONIAL HEIGHTS SEAL COLORS



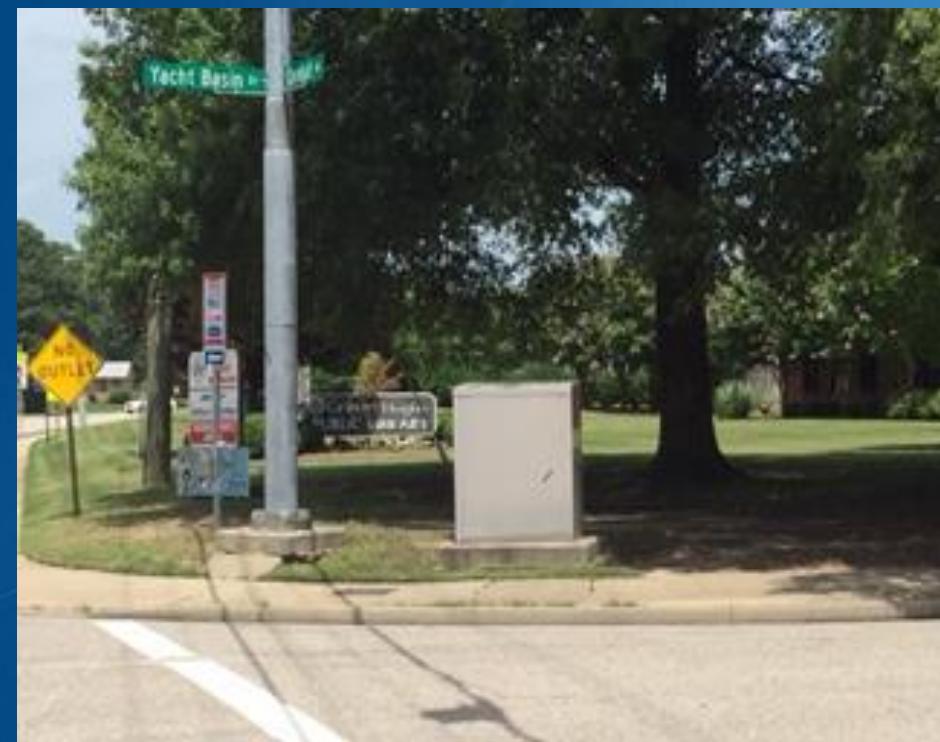
# City Hall Existing Sign



# City Hall Proposed New Sign



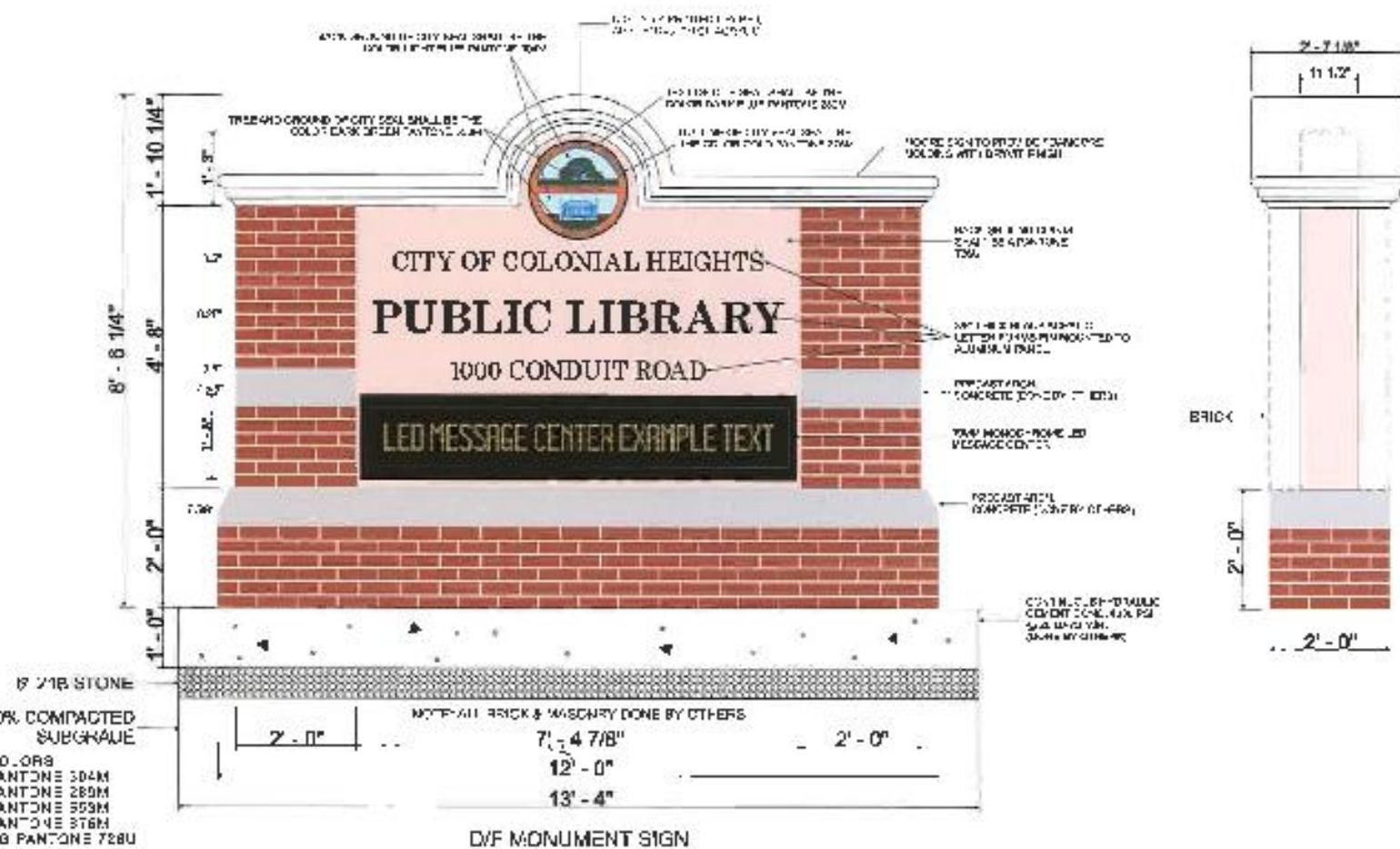
# Library Existing Sign



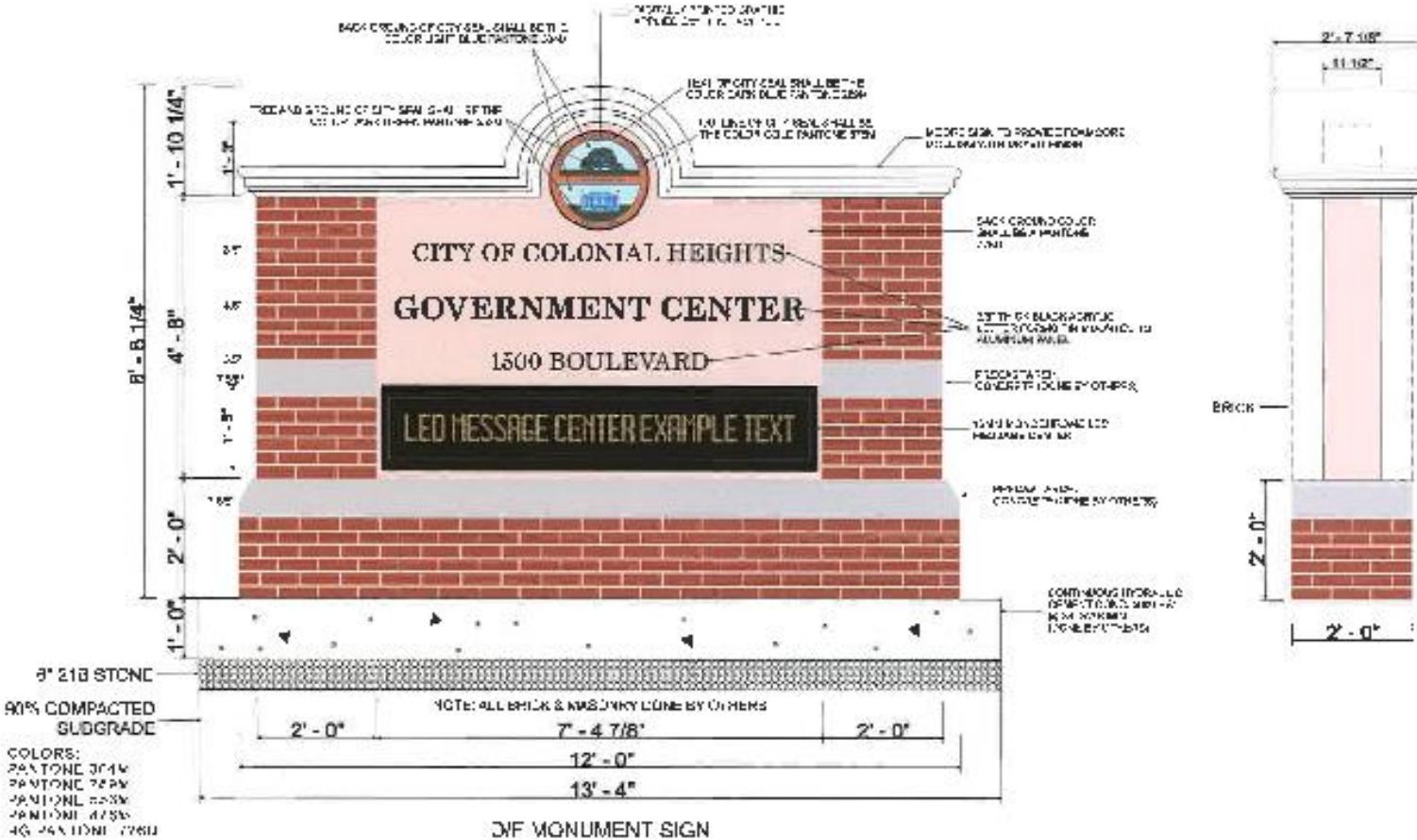
# Library Existing Sign



# Library Proposed New Sign



# Government Center Proposed New Sign



# Cost Estimates

City Hall Sign	\$8,575.00
Library Sign	\$20,835.00
Government Center Sign	\$20,835.00
All Three Signs	\$50,245.00
City Hall and Library	\$29,410.00

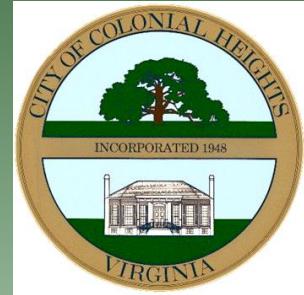
# Banners, Christmas, and Signage Funding Possibilities

Total Proposed Budget - \$50,000

- *Mayors Beautification Project* - \$13,470
- *Redevelopment Project* - \$20,169
- *The General Obligation Bonds of 2012 - Interest Earnings* - \$57,212

# Colonial Heights City Council Meeting

## July 9, 2015



### **15. Reports of Officers and Documents Related Thereto**

#### **A. *City Manager***

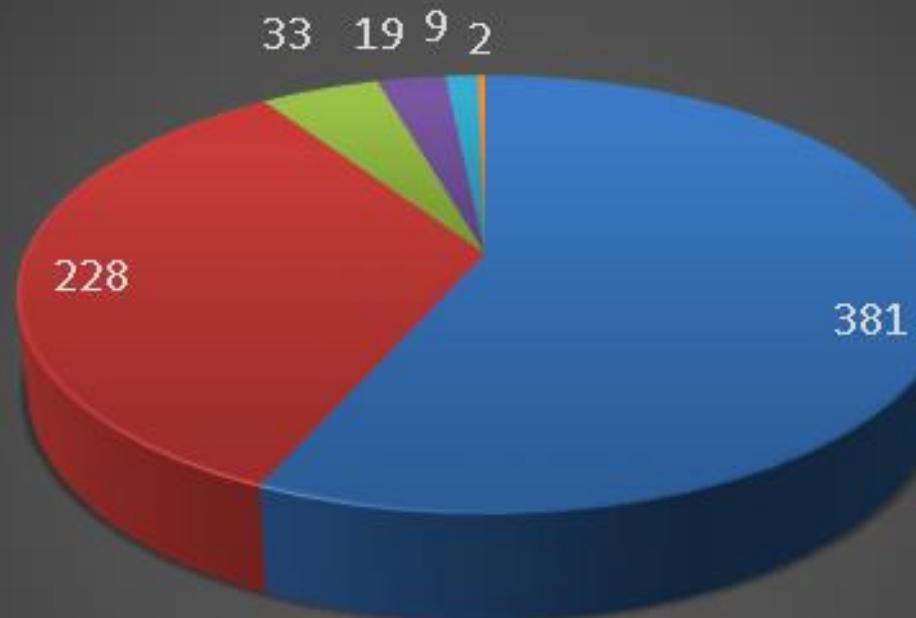
##### **1. Update on Tall Grass and Weeds Code Enforcement**



# Code Enforcement Update

July 9, 2015 City Council Meeting

## Potential Violations Since 1/1/2015



■ Tall Grass

■ Inoperable Vehicle

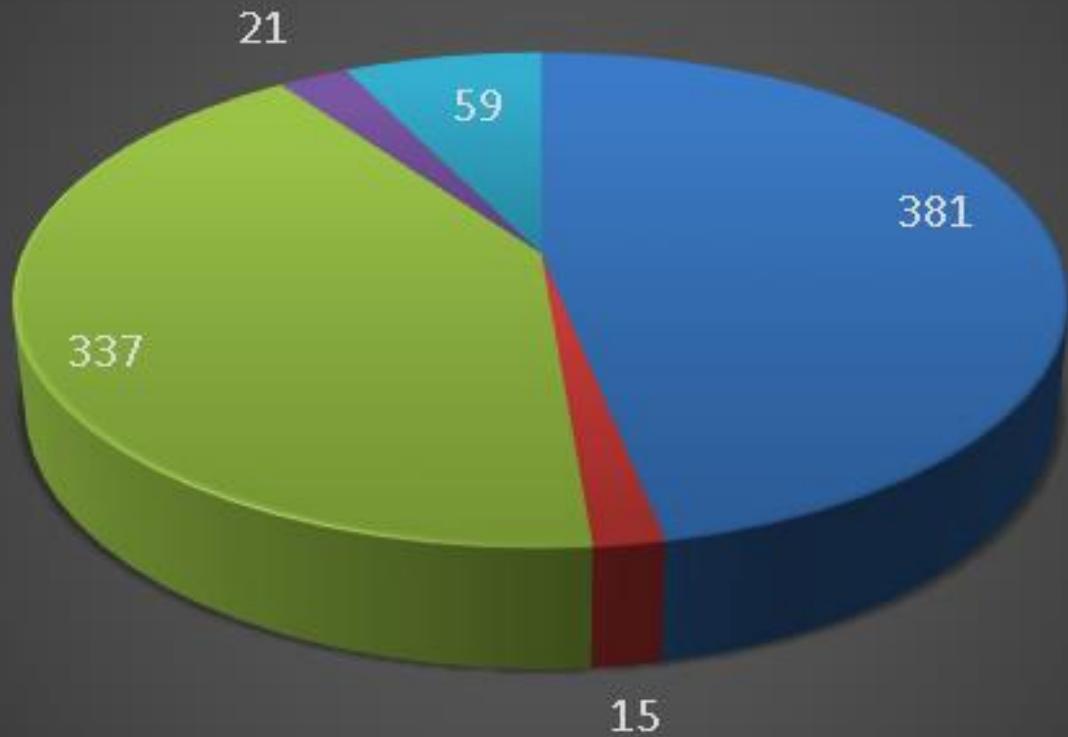
■ Trailer Violations

■ Trash/Debris

■ Exterior Storage

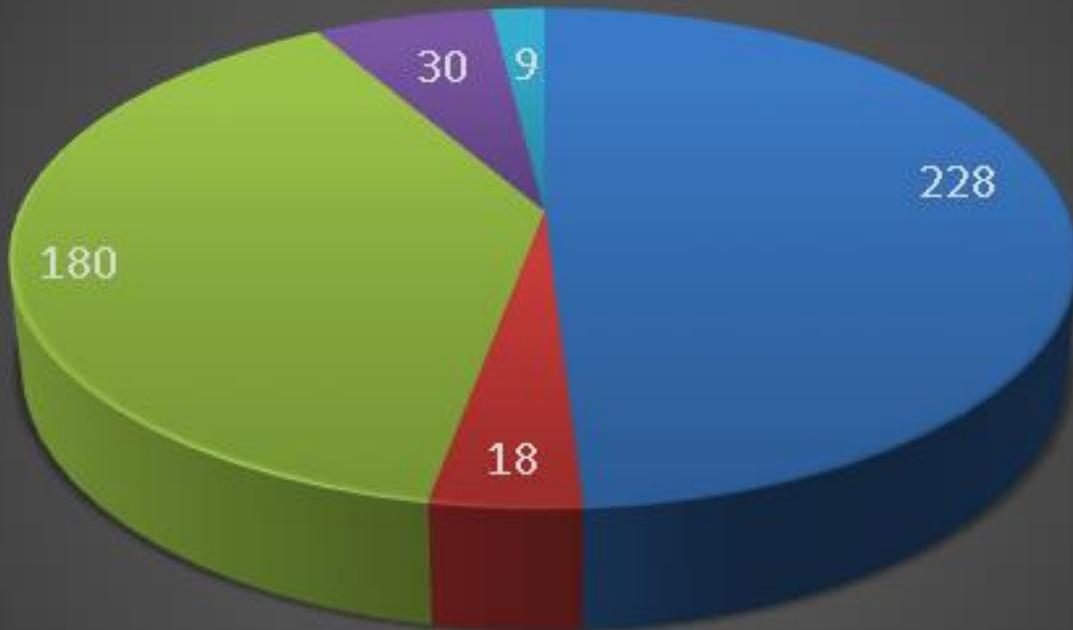
■ Graffiti

## Tall Grass



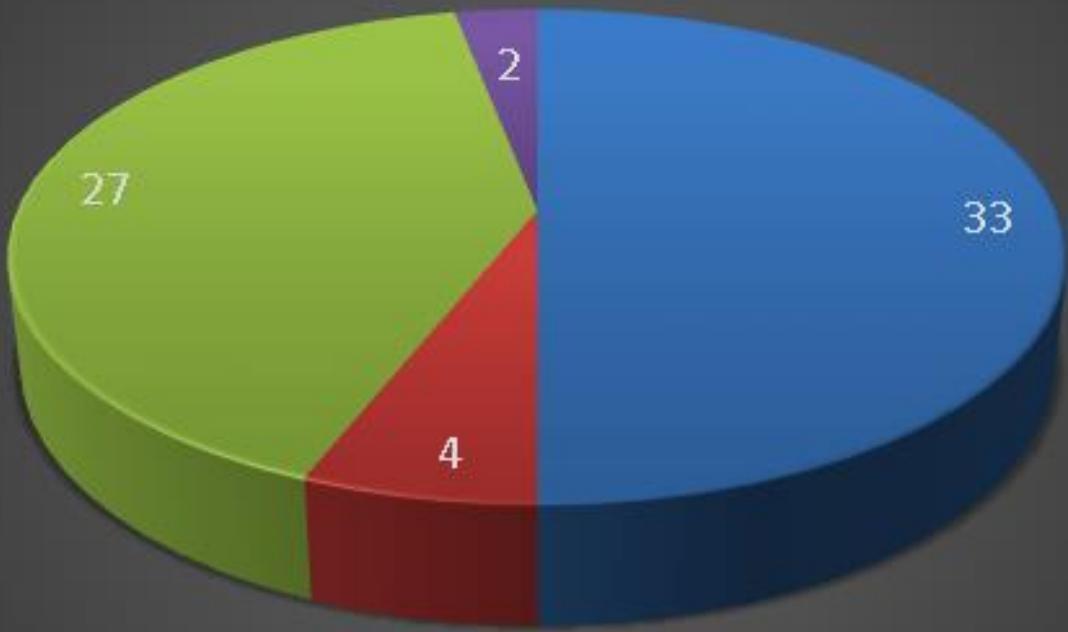
Initial Inspections   No Violation   Compliant   In Progress   City Enforced

## Inoperable Vehicle



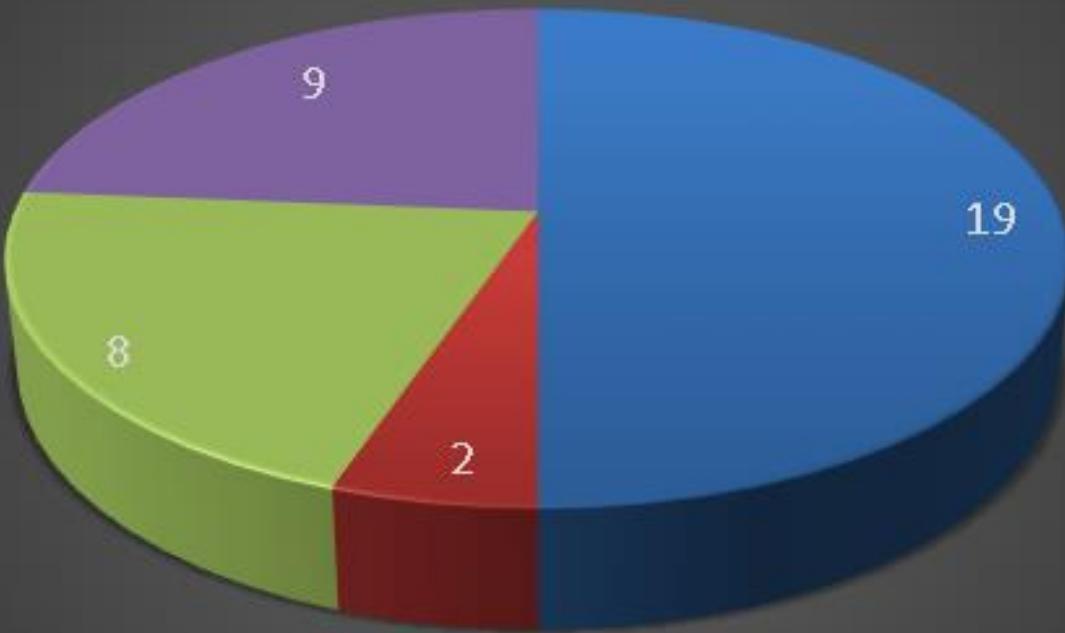
Initial Inspections   No Violation   Compliant   In Progress   City Enforced

## Trailer Violations



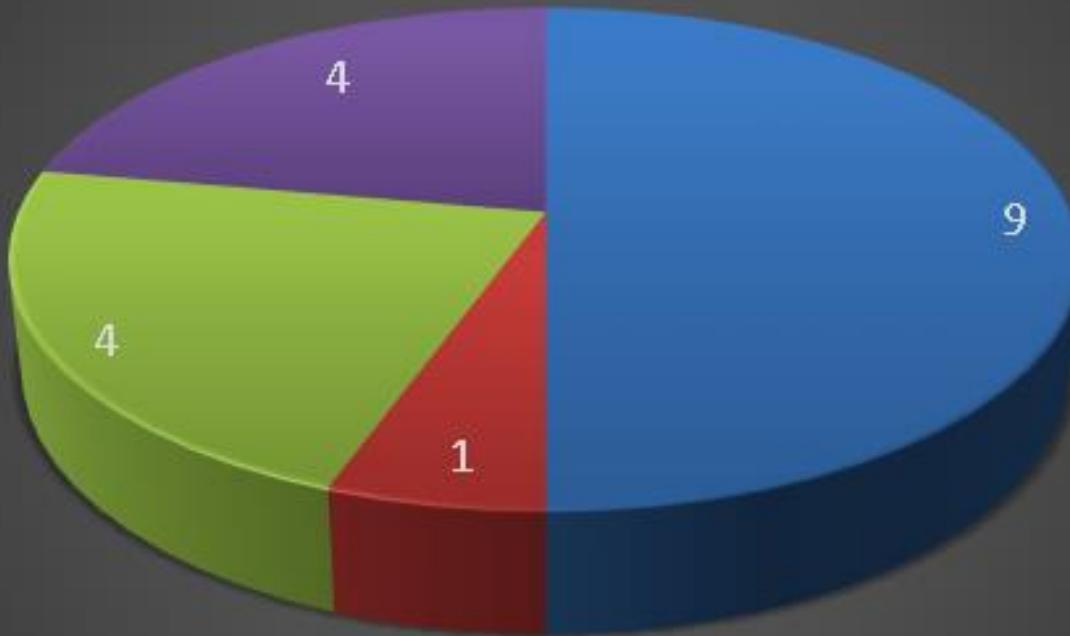
Initial Inspections   No Violation   Compliant   In Progress

## Trash/Debris



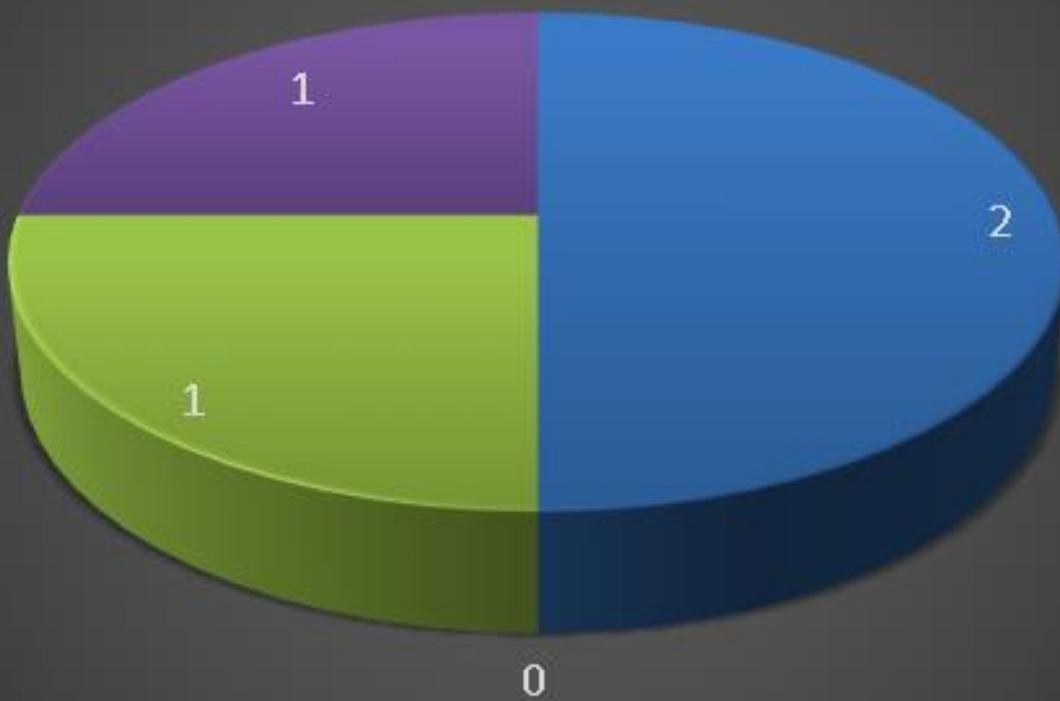
Initial Inspections   No Violation   Compliant   In Progress

## Exterior Storage



Initial Inspections No Violation Compliant In Progress

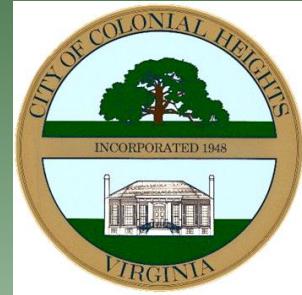
# Graffiti



Initial Inspections   No Violation   Compliant   In Progress

# Colonial Heights City Council Meeting

## July 9, 2015



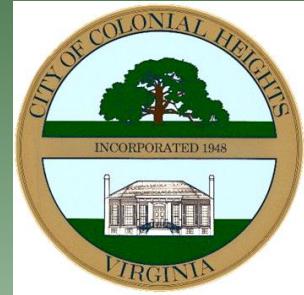
### **15. Reports of Officers and Documents Related Thereto**

#### ***A. City Manager***

##### **3. General Activity Report and/or Project Update**

# Colonial Heights City Council Meeting

## July 9, 2015

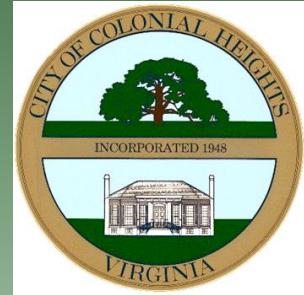


### **15. Reports of Officers and Documents Related Thereto**

#### ***B. City Attorney***

# Colonial Heights City Council Meeting

## July 9, 2015

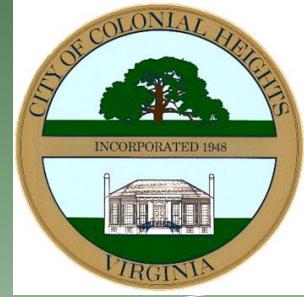


### **15. Reports of Officers and Documents Related Thereto**

#### **C. *Director of Planning and Community Development***

# Colonial Heights City Council Meeting

## July 9, 2015



**16. Consideration of Claims.**

**17. Adjournment**

# Colonial Heights City Council Meeting

July 9, 2015

