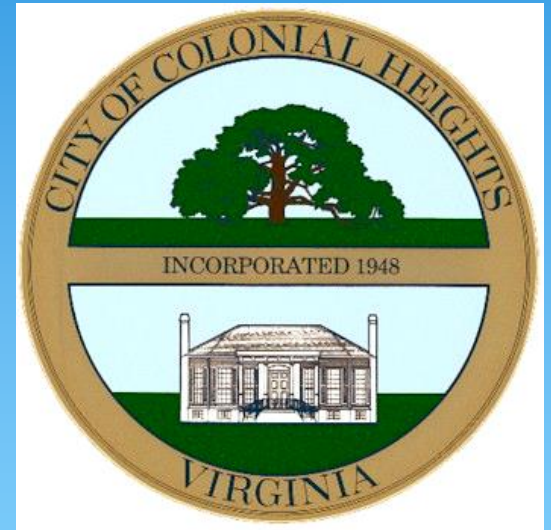


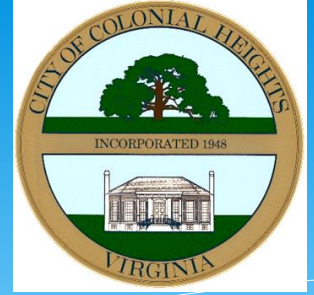
Colonial Heights City Council Meeting

July 9, 2015



Colonial Heights City Council Meeting

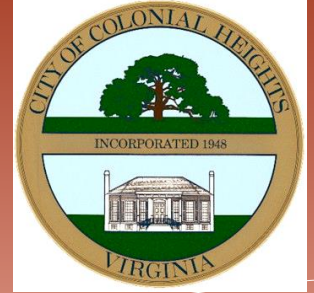
July 9, 2015



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

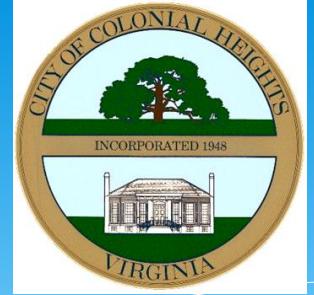


7. Commendations and Presentations

**None*

Colonial Heights City Council Meeting

July 9, 2015

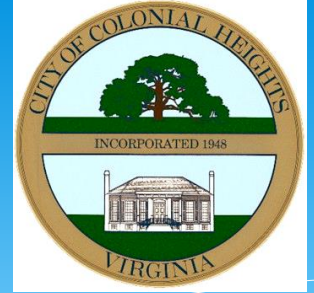


8. Reading of Manner Addressing Council

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

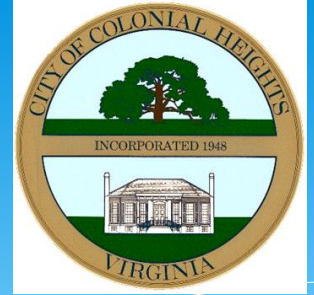


9. Written Petitions and Communications

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

Colonial Heights City Council Meeting

July 9, 2015

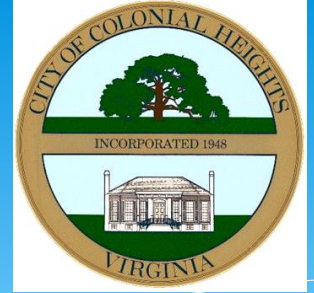


10. Advertised Public Hearing

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

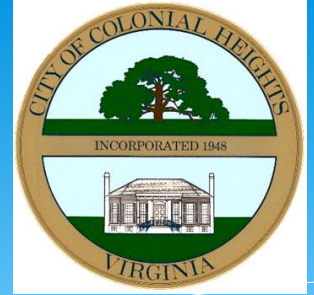
July 9, 2015



11. Hearing of Citizens Generally on Non-Agenda Items

Colonial Heights City Council Meeting

July 9, 2015

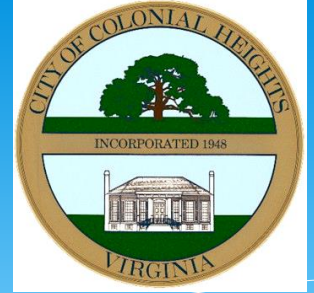


12. Consent Agenda

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

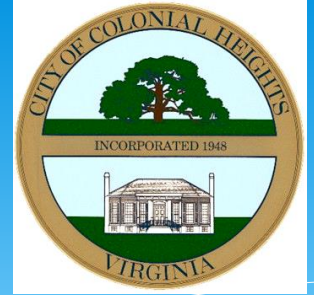


12. Consent Agenda

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***



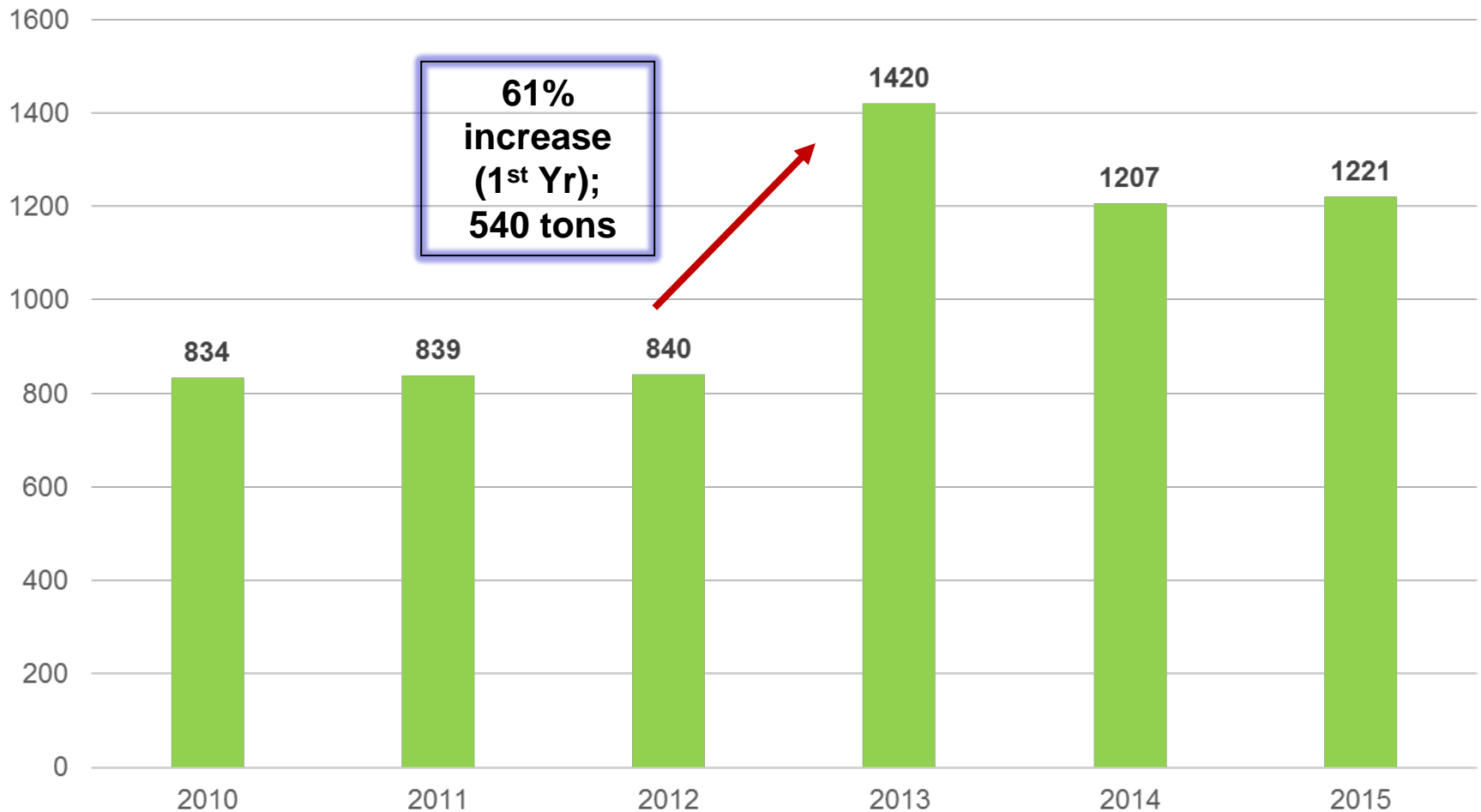
www.tfcrecycling.com

July 9, 2015

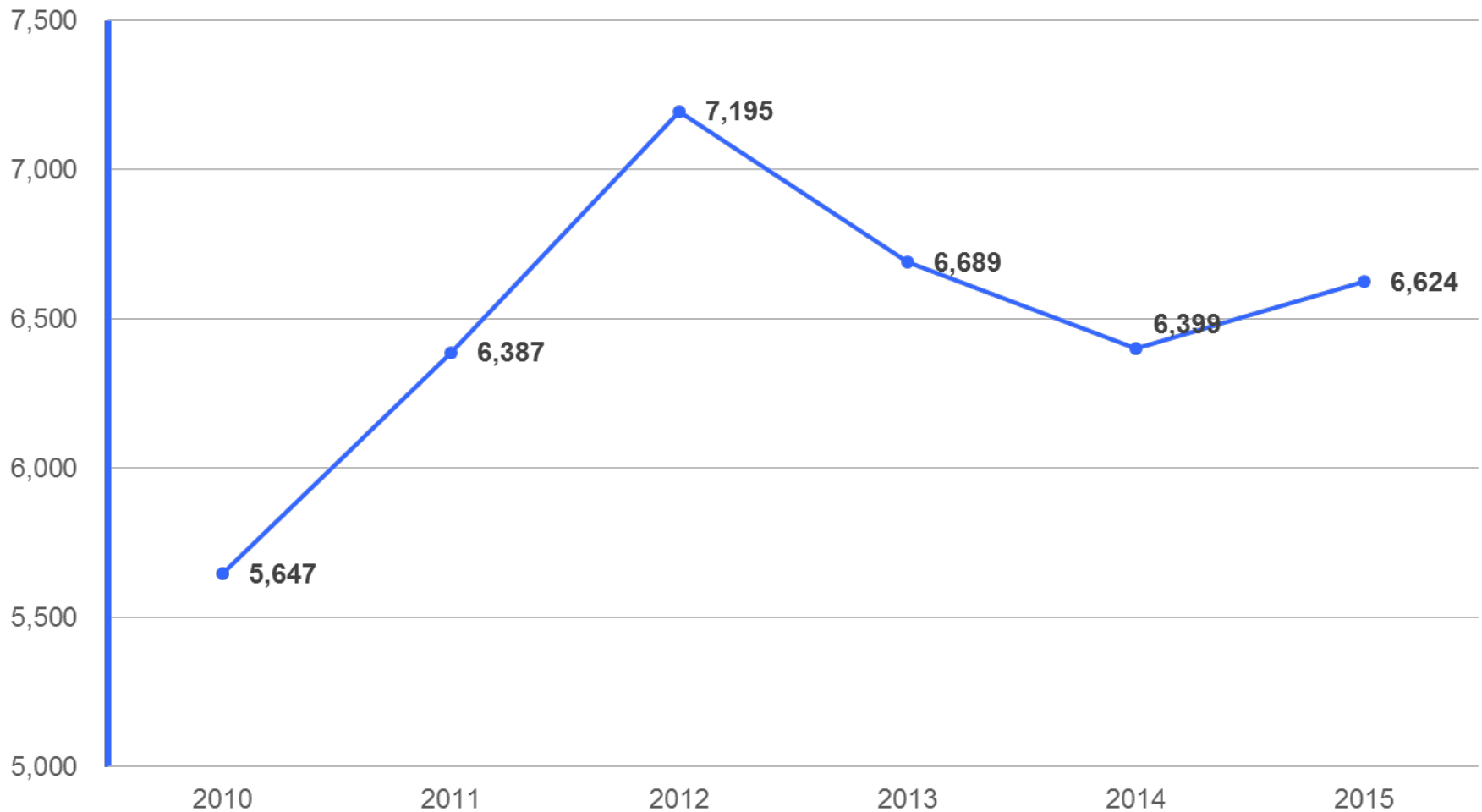
Trash/Recycling – Annual update 2015



Annual Recycling Volumes (tons)



Trash Volumes (tons)



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

Recycling & Trash Comparison



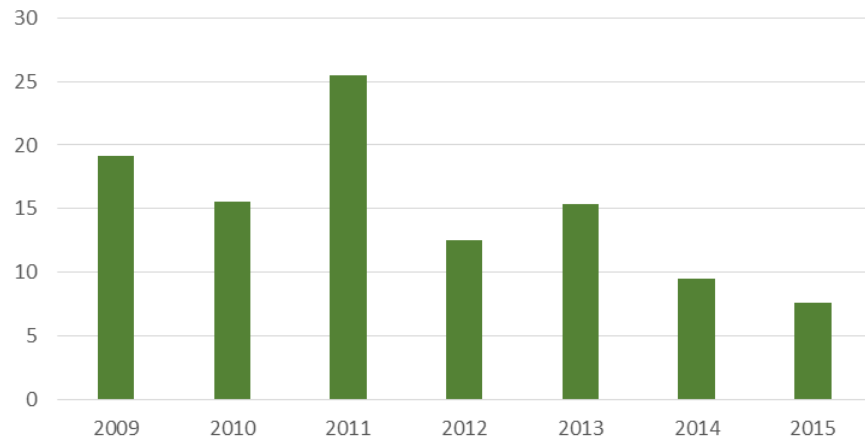
Decline of 503 total tons from 2012 to 2013 – 6.2%



Contractor Performance

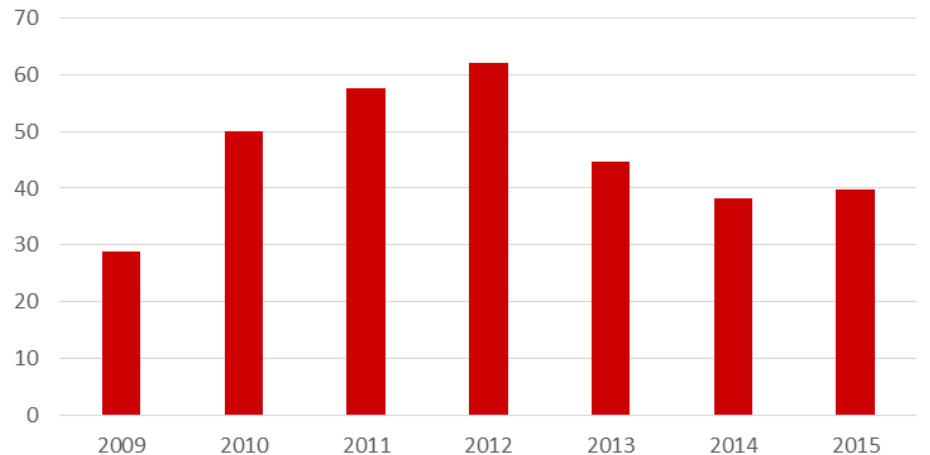
Average Missed Collections / Month

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**



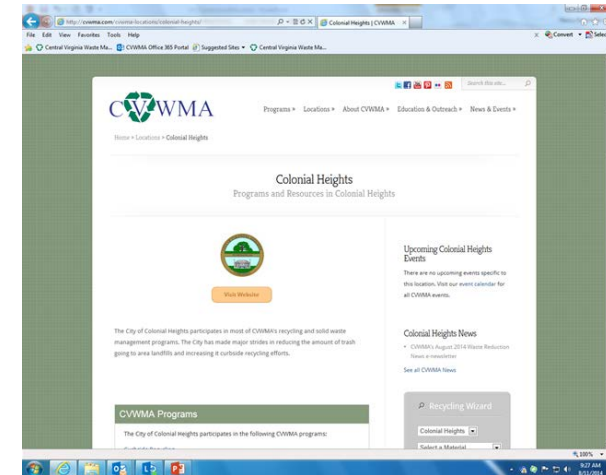
Public Education and Outreach Efforts

- 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

Recycle These Items

Cardboard, Paper, Cans, Bottles, Plastic Bottles #1 & #2

We sure to place your recyclables at the curb 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.cvwma.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	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
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

KEY
Red Collection Days
Blue Collection Days

Calendar sponsored by

Outreach Programs, Educational Materials

New Scout Patch Program



School Presentations

Summer Camps

Bookmarks for Library

Activity Books

Pencils, Pens

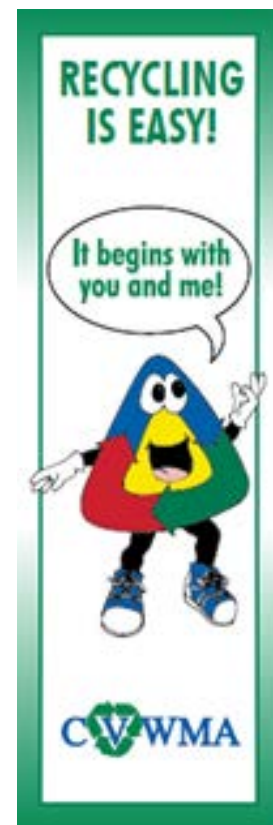
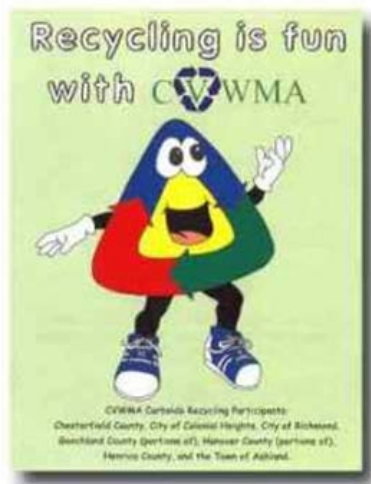
Stickers

Posters

Magnets

Eraser tops

Bookmarks for Library



Call Volume

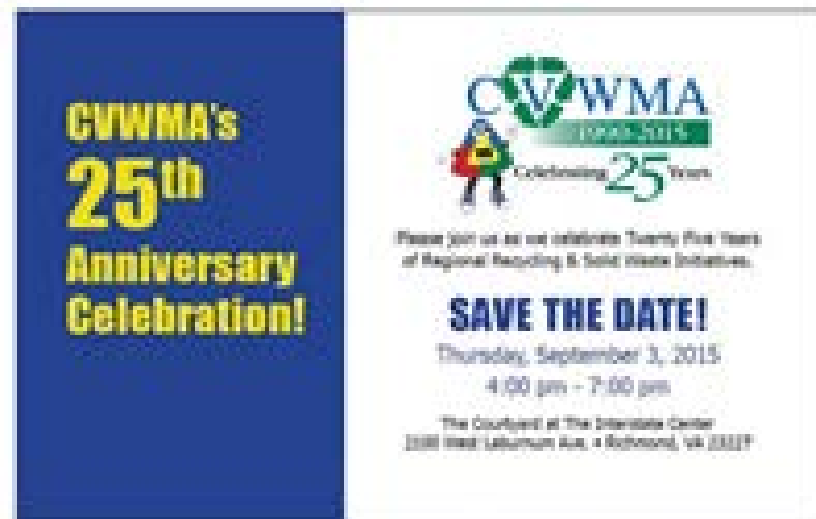


Average 260-300 calls per month



Questions?

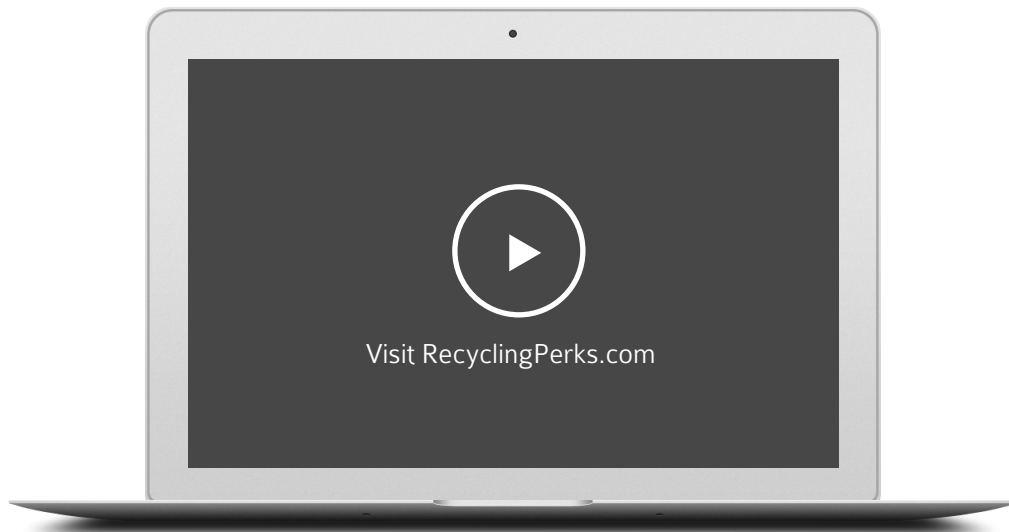
Kim Hynes, Executive Director
Rich Nolan, Director of Operations
2100 W Laburnum Ave, Suite 105
Richmond, VA 23227
(804) 359-8413
khynes@cvwma.com
rnolan@cvwma.com
www.cvwma.com



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.



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.



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.



Newsletter Engagement

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



32% Membership Base

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



\$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
Adolphs
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
Shippo 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



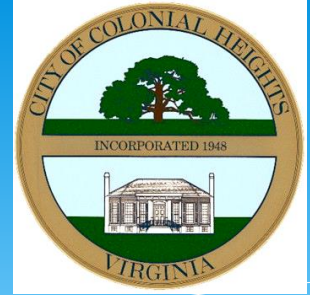
855-813-2154 (toll free)
757-412-7514



info@recyclingperks.com
www.recyclingperks.com

Colonial Heights City Council Meeting

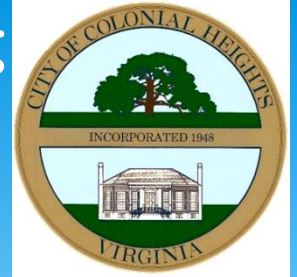
July 9, 2015



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

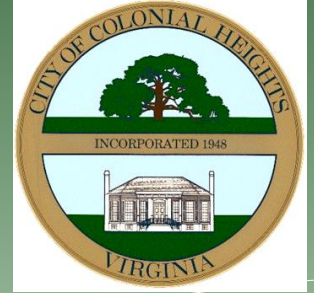


14. Unfinished Business, Contested Ordinances and Resolutions, and Items Removed from the Consent Agenda

- 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

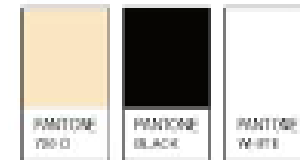
**Boulevard Revitalization Steering
Committee**

Department of Planning and Community Development

April 2012

Colors in Plan

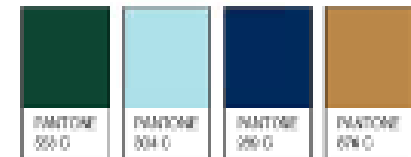
PRIMARY COLORS



SECONDARY COLORS



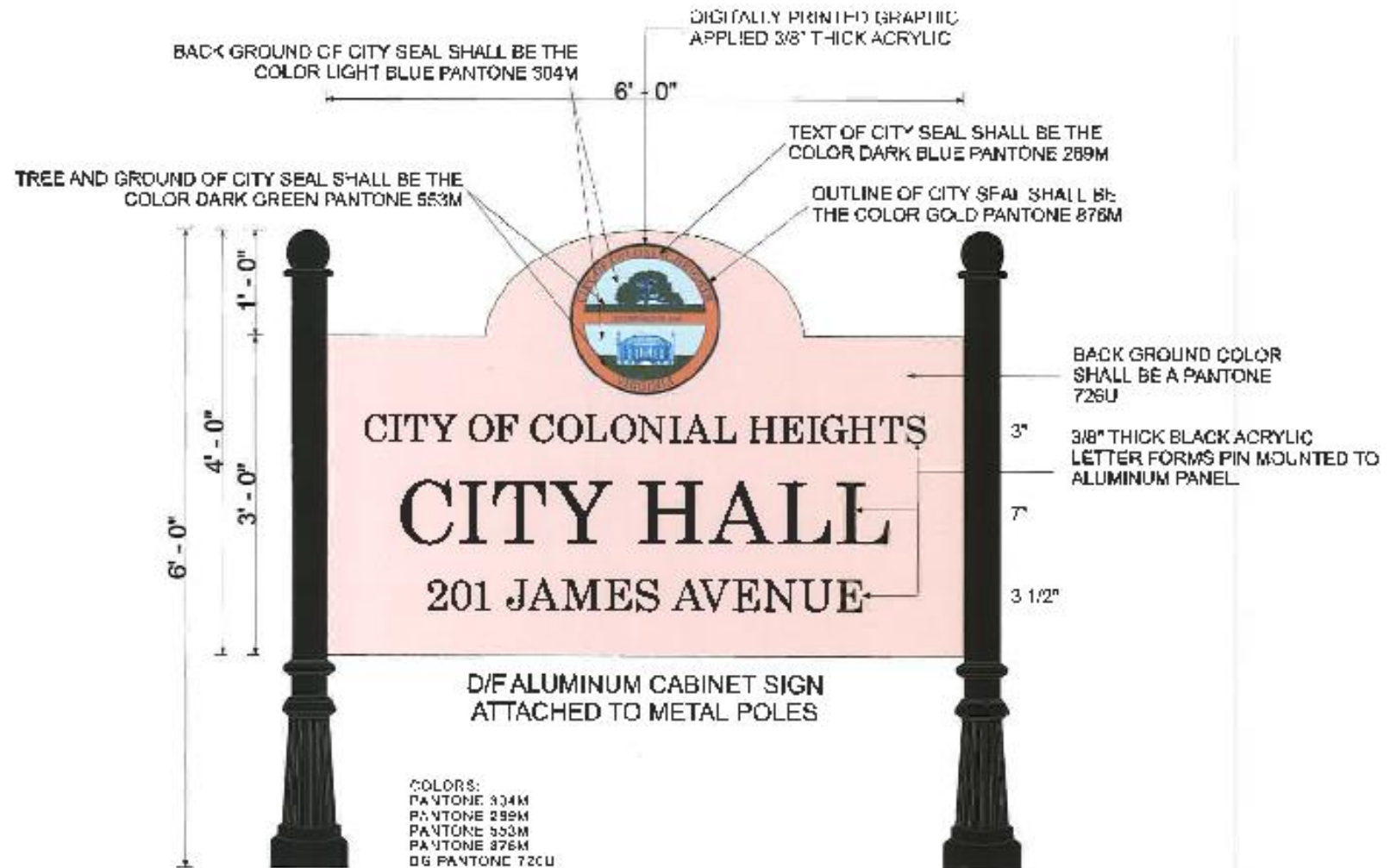
COLONIAL HEIGHTS SEAL COLORS



City Hall Existing Sign



City Hall Proposed New Sign



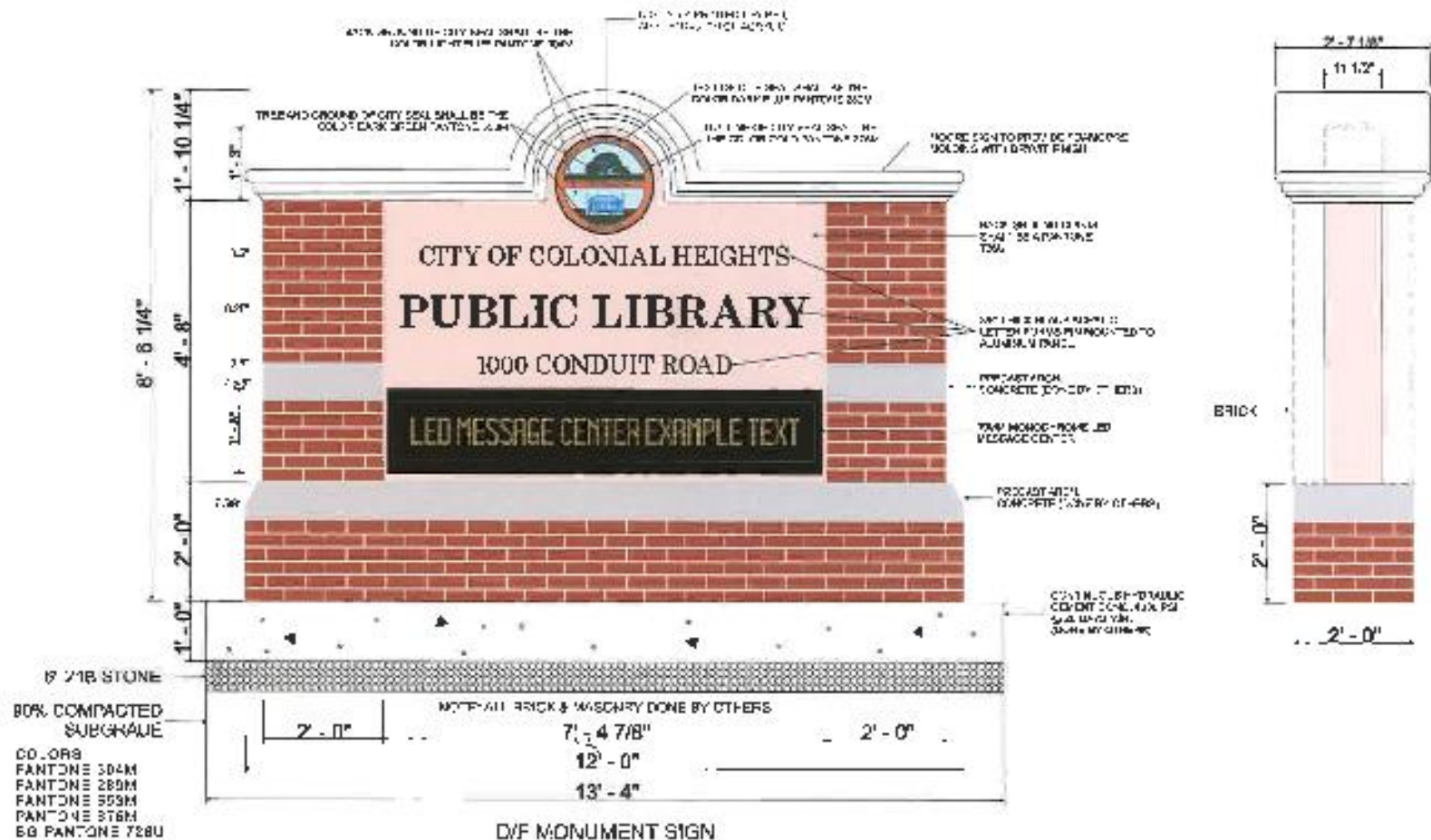
Library Existing Sign



Library Existing Sign



Library Proposed New Sign



Architectural Drawing of a Monument Sign

Dimensions:

- Overall Height: 8' - 8 1/4"
- Overall Width: 13' - 4"
- Top Section Height: 1' - 10 1/4"
- Brick Section Height: 4' - 8"
- LED Message Center Height: 2' - 0"
- Base Section Height: 1' - 0"
- Brick Section Width: 2' - 0"
- LED Message Center Width: 7' - 4 7/8"
- Base Section Width: 2' - 0"

Materials and Colors:

- Brick: Red Brick
- LED Message Center: LED Message Center Example Text
- Base: 8" 21B Stone
- Colors: Pantone 3014, Pantone 7624, Pantone 4498, Pantone 4755, 40 Pantone 7880

Notes:

- NOTE: ALL BRICK & MASONRY DONE BY OTHERS
- NOTE: LED MESSAGE CENTER TO BE PROVIDED BY OTHERS
- NOTE: LED MESSAGE CENTER TO BE PROVIDED BY OTHERS

Sign Text:

CITY OF COLONIAL HEIGHTS
GOVERNMENT CENTER
1500 BOULEVARD
LED MESSAGE CENTER EXAMPLE TEXT

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

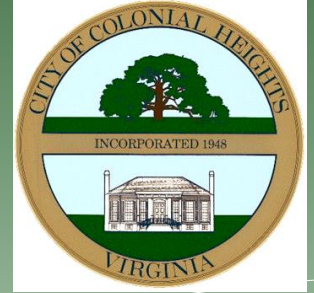
Banners, Christmas, and Signage Funding Possibilities

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*

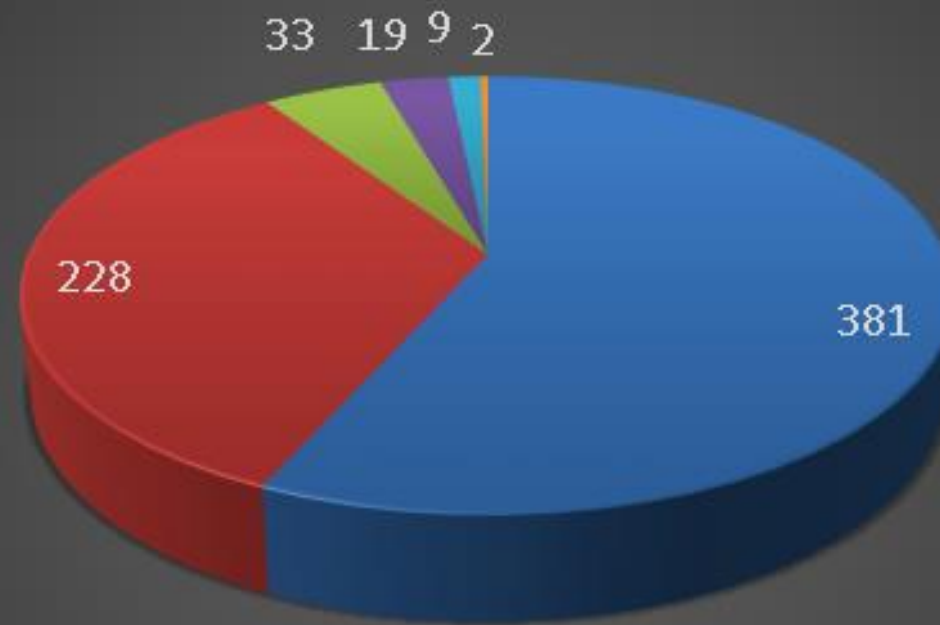
1. Update on Tall Grass and Weeds Code Enforcement



Code Enforcement Update

July 9, 2015 City Council Meeting

Potential Violations Since 1/1/2015



■ Tall Grass

■ Inoperable Vehicle

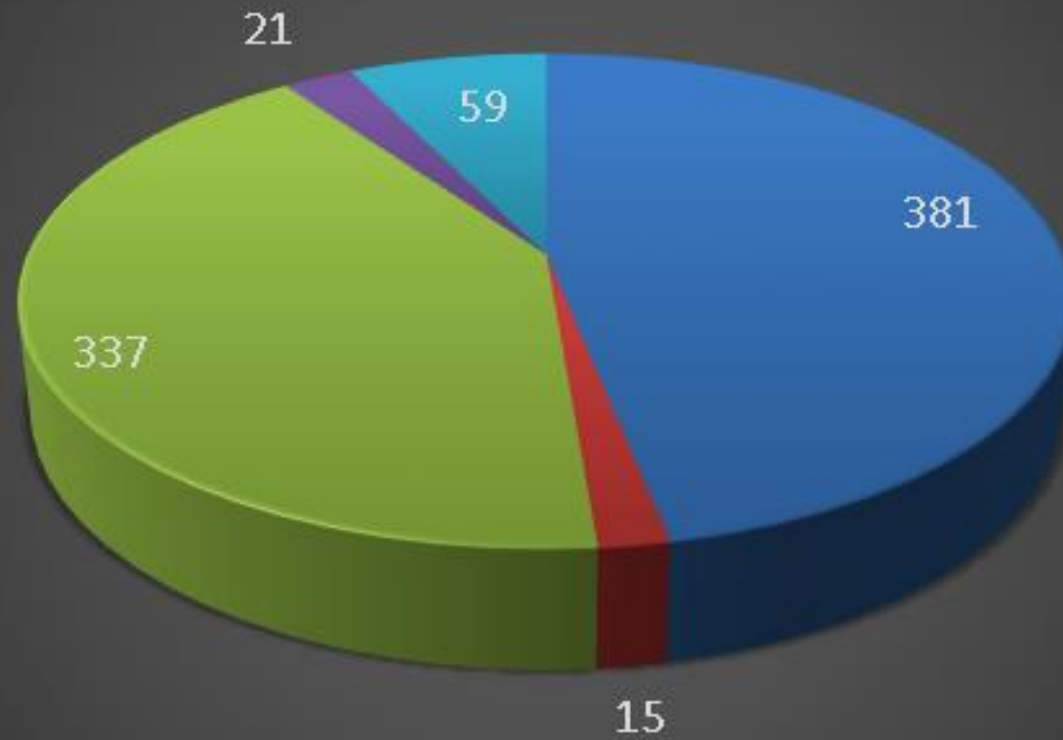
■ Trailer Violations

■ Trash/Debris

■ Exterior Storage

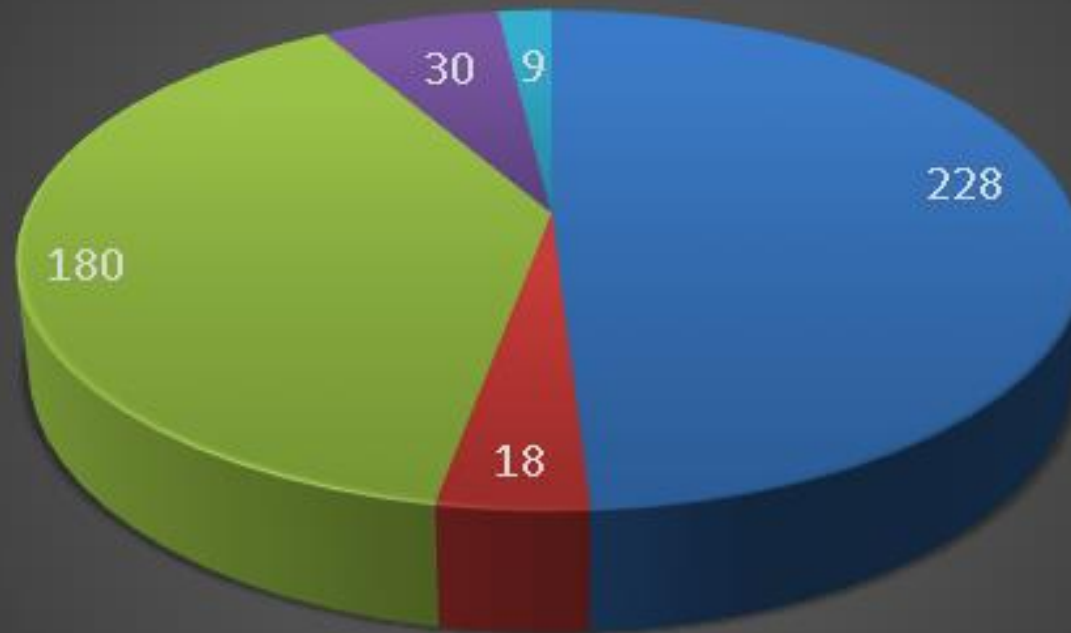
■ Graffiti

Tall Grass



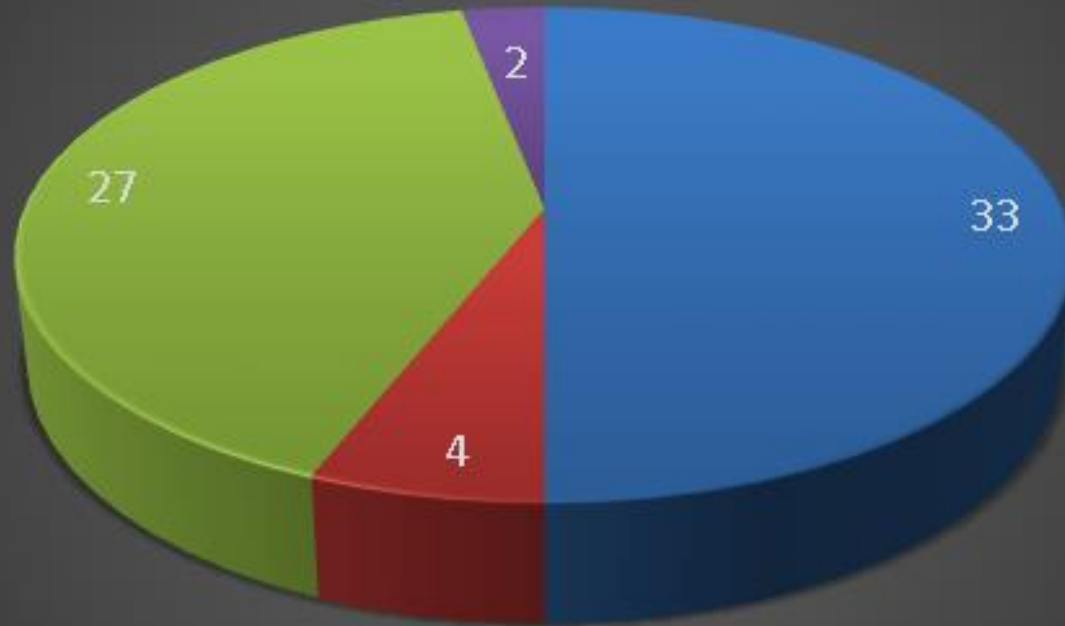
Initial Inspections No Violation Compliant In Progress City Enforced

Inoperable Vehicle



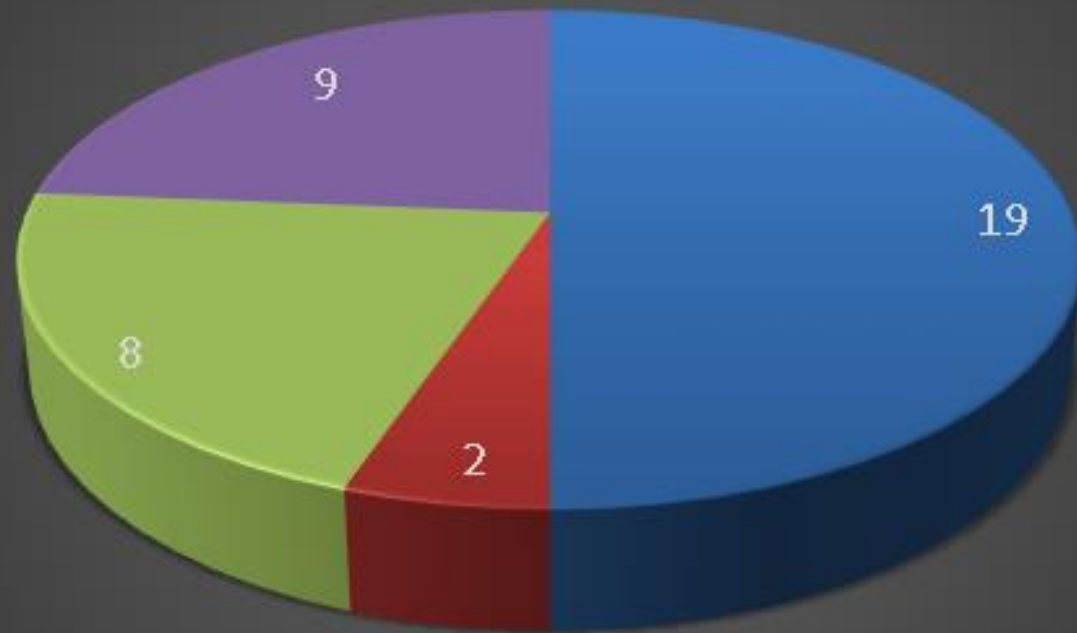
Initial Inspections No Violation Compliant In Progress City Enforced

Trailer Violations



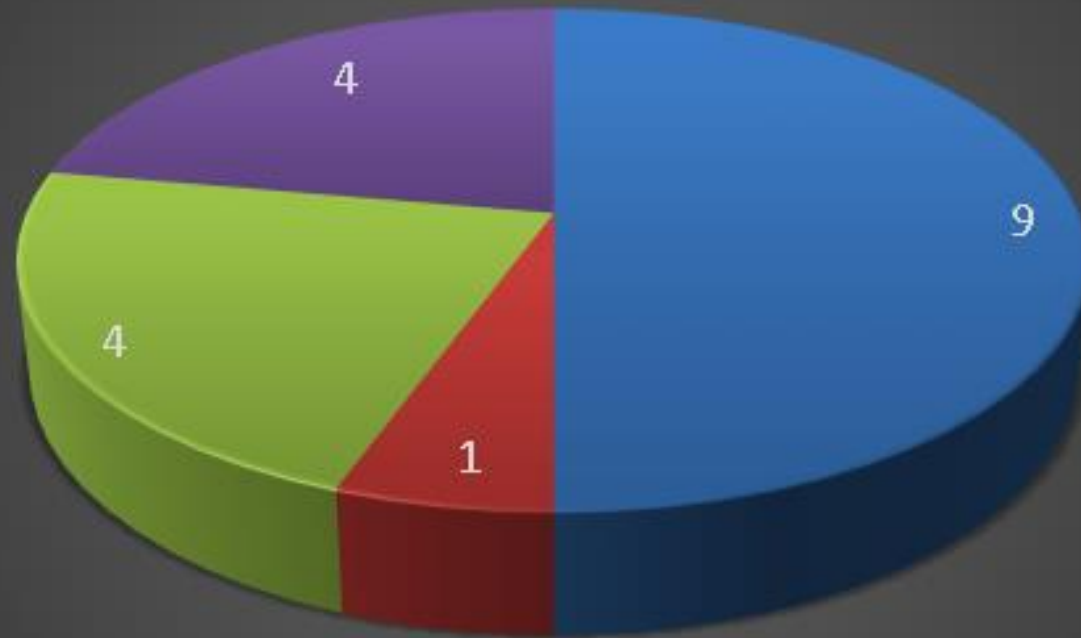
■ Initial Inspections ■ No Violation ■ Compliant ■ In Progress

Trash/Debris



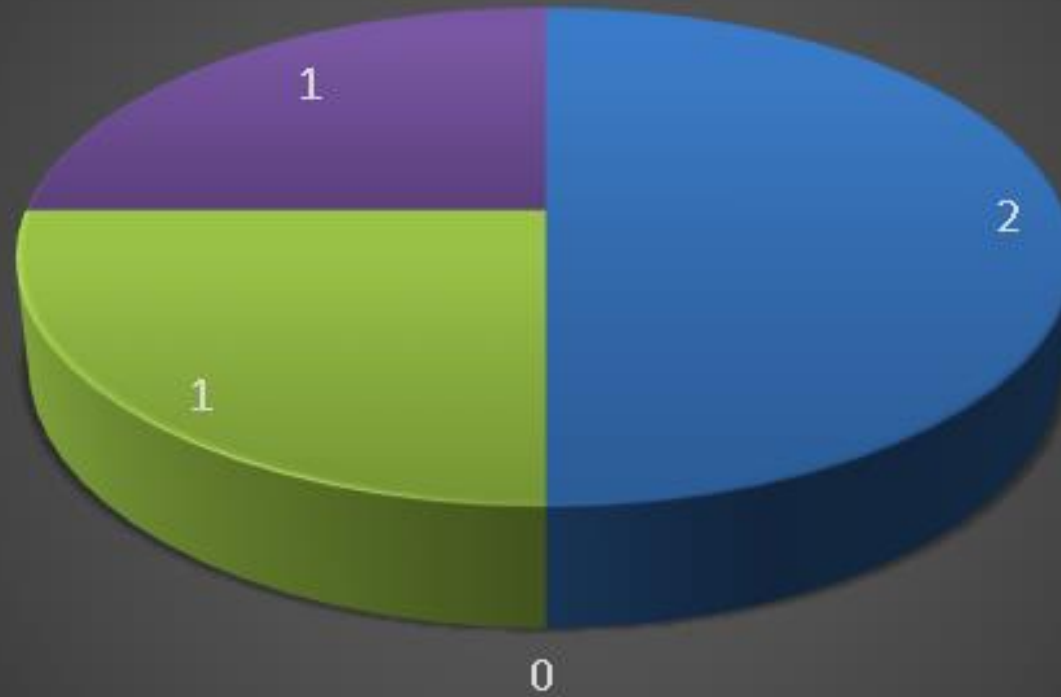
■ Initial Inspections ■ No Violation ■ Compliant ■ In Progress

Exterior Storage



■ Initial Inspections ■ No Violation ■ Compliant ■ In Progress

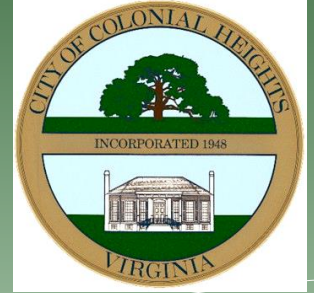
Graffiti



Initial Inspections No Violation Compliant In Progress

Colonial Heights City Council Meeting

July 9, 2015



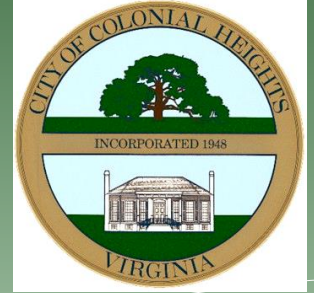
15. Reports of Officers and Documents Related Thereto

A. *City Manager*

3. General Activity Report and/or Project Update

Colonial Heights City Council Meeting

July 9, 2015

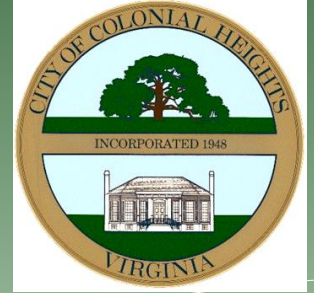


15. Reports of Officers and Documents Related Thereto

B. City Attorney

Colonial Heights City Council Meeting

July 9, 2015

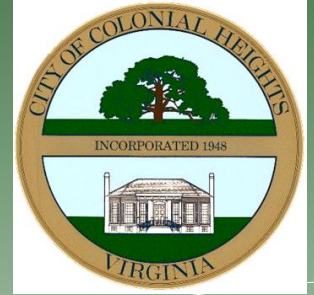


15. Reports of Officers and Documents Related Thereto

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

