



## **MEMORANDUM**

**TO:** Mayor Greenlaw and Members of City Council  
**FROM:** Beverly R. Cameron, City Manager  
**DATE:** September 16, 2014  
**SUBJECT:** City Manager's Update

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Highlights of major activities and other notable developments:

***Governor's Technology Award*** - For the second year in a row, the city was chosen as a finalist for the Governor's Technology Award in the category of "Innovative Use of Technology in Local Government". The recognition was for the city's [HUBZone Business Employment Platform](#), which was developed through the combined efforts of the Departments of Economic Development & Tourism and Information Technology, along with Hirebridge LLC.

Historically Underutilized Business Zones are a part of the U.S. Small Business Administration's programs to promote economic development and employment growth in distressed areas by providing access to more federal contracting opportunities. The entire City of Fredericksburg became a certified HUBZone on October 1, 2012. A HUBZone certified small business receives federal contracting preferences, and the federal government has a goal of awarding 3 percent of all government-wide contracts to HUBZone prime contractors. One of the eligibility requirements for a certified HUBZone business is that a minimum of 35 percent of the business' employees must reside in a HUBZone.

The main concern from certified HUBZone businesses and businesses seeking certification was where to find qualified job applicants. The solution was to create the HUBZone Business Employment Platform website feature. The purpose of the new website feature is to match city HUBZone certified businesses or businesses seeking certification with qualified city residents to meet and maintain the 35 percent employment residence qualification.

Certified HUBZone businesses and businesses seeking certification may register for a secure logon through the EDT office to post open positions and review applicant profiles, resumes and cover letters. Applicants may upload a resume and/or cover letter through the "General Resume Upload" option to a database that is searchable by all of the businesses. The applicants may also search and apply online for "Open Positions" from HUBZone businesses.

***New Gift Cards Will Boost Downtown City Businesses*** - The Fredericksburg Economic Development Authority and Fredericksburg Main Street Initiative are partnering on a downtown gift card program beginning this holiday season. The "Experience Fredericksburg" program, which FMSI is spearheading, will allow customers to buy gift cards that can be used at participating downtown merchants.

The cards will be sold at the Fredericksburg Visitor Center and a few other downtown venues that will be announced soon. Cards will also be available for purchase online. The EDA this month pledged \$10,874 to fund the program, allowing FMSI to pay for an initial inventory of gift cards as well as decals that participating merchants can display on their windows. The EDA has long been interested in a gift card program for downtown Fredericksburg, believing that it will bring in additional shoppers and boost a "Shop Local" effort for the city.

***New City Parks and Trails Map*** - The Department of Economic Development and Tourism and the Department of Parks, Recreation and Public Facilities have been working on a joint marketing project to highlight the city's parks, trails and recreation opportunities with a new *Parks and Trails* map. The map is a colorful reference tool that identifies not only park and trail locations in the City of Fredericksburg but also park features such as picnic tables, playground equipment, fishing opportunities and more. The map will be distributed at the Fredericksburg Visitor Center and the Dorothy Hart Community Center as well as being available for download on the City's website. Future plans for the project involve further developing the map as a centerpiece for a comprehensive City of Fredericksburg Parks and Trails brochure. See attached.

***City Wellness Challenge*** - From October 1 through November 11, the City of Fredericksburg Wellness Warriors will be asking city employees to join a "Get Fit on Route 66" challenge. Teams will be formed for the challenge from each city department, and smaller departments with fewer participants will be allowed to join a team with another department. When employees sign up for the challenge, they will be given a pedometer to track their steps. Each employee will then enter this information, plus time spent on other physical activity, into the challenge website. The website can convert many activities such as bowling, gardening, horseback riding, and other physical pursuits into step equivalents. On the website, the accumulated steps of employees will determine how far each team mascot cruises "virtually" from Chicago to Los Angeles along the Route 66 map.

To encourage participation, there will be weekly drawings for prizes and grand prize drawings for all teams that complete the challenge. The prizes include gift cards, chair massages, consultations with a fitness or nutrition coach, and Fitbits. This friendly challenge has already spurred some wellness excitement among city employees.

***Officers Receive VACP/VPCF Award for Valor*** - On September 9, Lieutenant Bill Hallam and Officer Ryan Merrell were recognized with Lifesaving Awards from the Virginia Association of Chiefs of Police and the Virginia Police Chiefs Foundation for their actions in rescuing a teenager from a house fire a year ago. From the VACP

website: "Arriving first on the scene of a nighttime call for a fire engulfing a Fredericksburg home on September 17, Lieutenant Bill Hallam and Officer Ryan Merrell noticed a teenage female hanging out of a second story window with heavy smoke pouring out around her.

With the sense of urgency mounting and with the Fire Department still on the way, Lieutenant Hallam pulled his patrol SUV under the window but the distance from the vehicle's roof to the window was still too great.

Officer Merrell checked a neighbor's backyard to see if he could find a ladder and fortunately he was able to secure one. Officer Merrell positioned the ladder underneath the window and it was still about three feet short.

The frightened victim refused to climb out of the window to try and reach the ladder. Lieutenant Hallam climbed to the top of the ladder, with Officer Merrell steadying it, and pulled the girl in a bear hug from the window and onto the ladder. The victim was swiftly brought to the ground and safety.

Due to the quick-thinking and bravery of Lieutenant Hallam and Officer Merrell, the girl was rescued and transported to the hospital for smoke inhalation injuries. She made a full recovery."

More information about this award and additional award recipients from Virginia can be found at this [link](#).

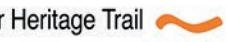
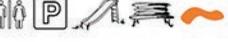
***New City Trail Opening Signal Traffic Alert*** - Motorists, pedestrians, runners and bicyclists are advised to be especially alert when Areas 1 and 2 of Fredericksburg's new Virginia Central Railway Trail open on Saturday, September 20. The traffic signals at Lafayette Boulevard and the Blue & Gray Parkway have recently been modified so that, when users of the trail activate a new crosswalk signal to cross the Blue & Gray Parkway, just west of Lafayette Boulevard, and the "Walk" light is on, all traffic across the crosswalk will be stopped.

The main change is that the right turn lane from Lafayette Boulevard south bound (coming from downtown) to the Blue and Gray Parkway west bound (toward I-95) is now signalized and motorists in that lane are required to stop for a red signal. "No Turn on Red" signs under the signal heads will be illuminated when the pedestrian signal is activated and motorists must wait to turn until the light turns green. See [www.fredtrail.com](http://www.fredtrail.com) for more information.

***Building Construction Report for August 2014*** - A summary of the August building report is attached for review.

# Parks & Trails

## City of Fredericksburg, Virginia

- 1** Canal Path 
- 2** Rappahannock River Heritage Trail 
- 3** Old Mill Park 
- 4** Powhatan Park 
- 5** Fredericksburg Dog Park 
- 6** Memorial Park 
- 7** ★ Dorothy Hart Community Center 
- 8** Alum Spring Park 
- 9** Maury Playground 
- 10** Hurkamp Park 
- 11** ★ Fredericksburg Visitor Center 
- 12** Riverfront Park
- 13** Virginia Central Railway Trail 
- 14** Cobblestone Park
- 15** City Dock 



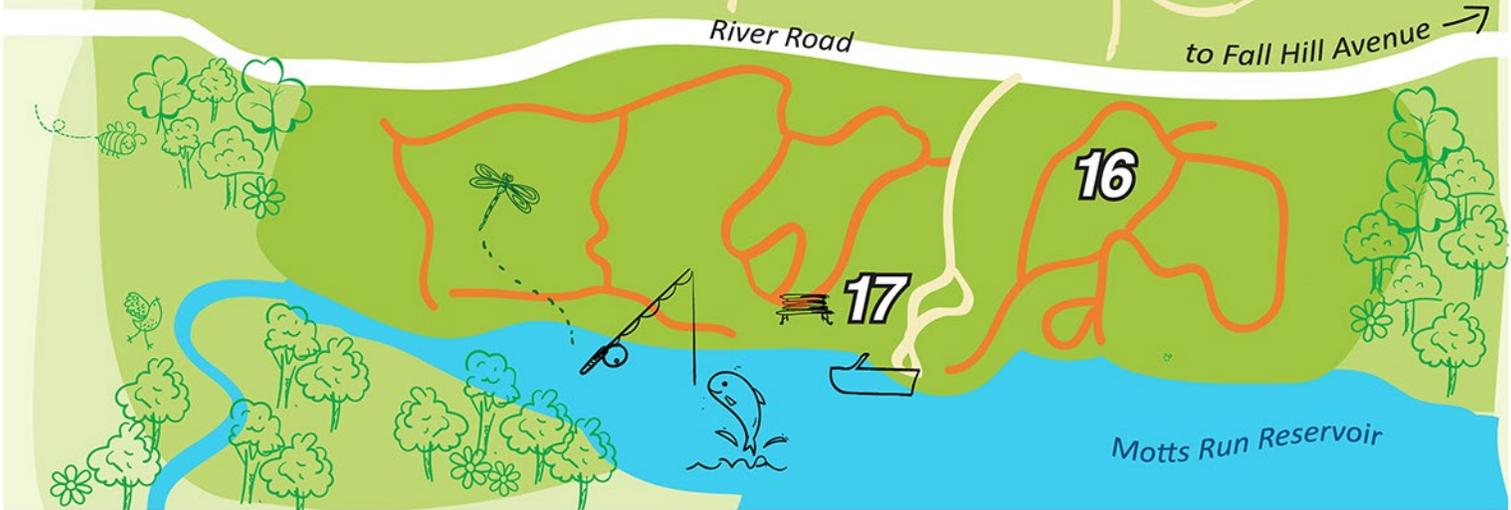
-  Fishing
-  Trail
-  Restrooms
-  Playground
-  Trailhead
-  Parking
-  Picnic Area
-  Farmers Market
-  Boat Access\*

\*Check boating restrictions

- 16** Motts Run Reservoir     
- 17** Motts Run Nature Center 
- 18** Mayfield Farmers Market 
- 19** W. L. Harris Park  
- 20** Dixon Park     
- 21** Dixon Swimming Pool  

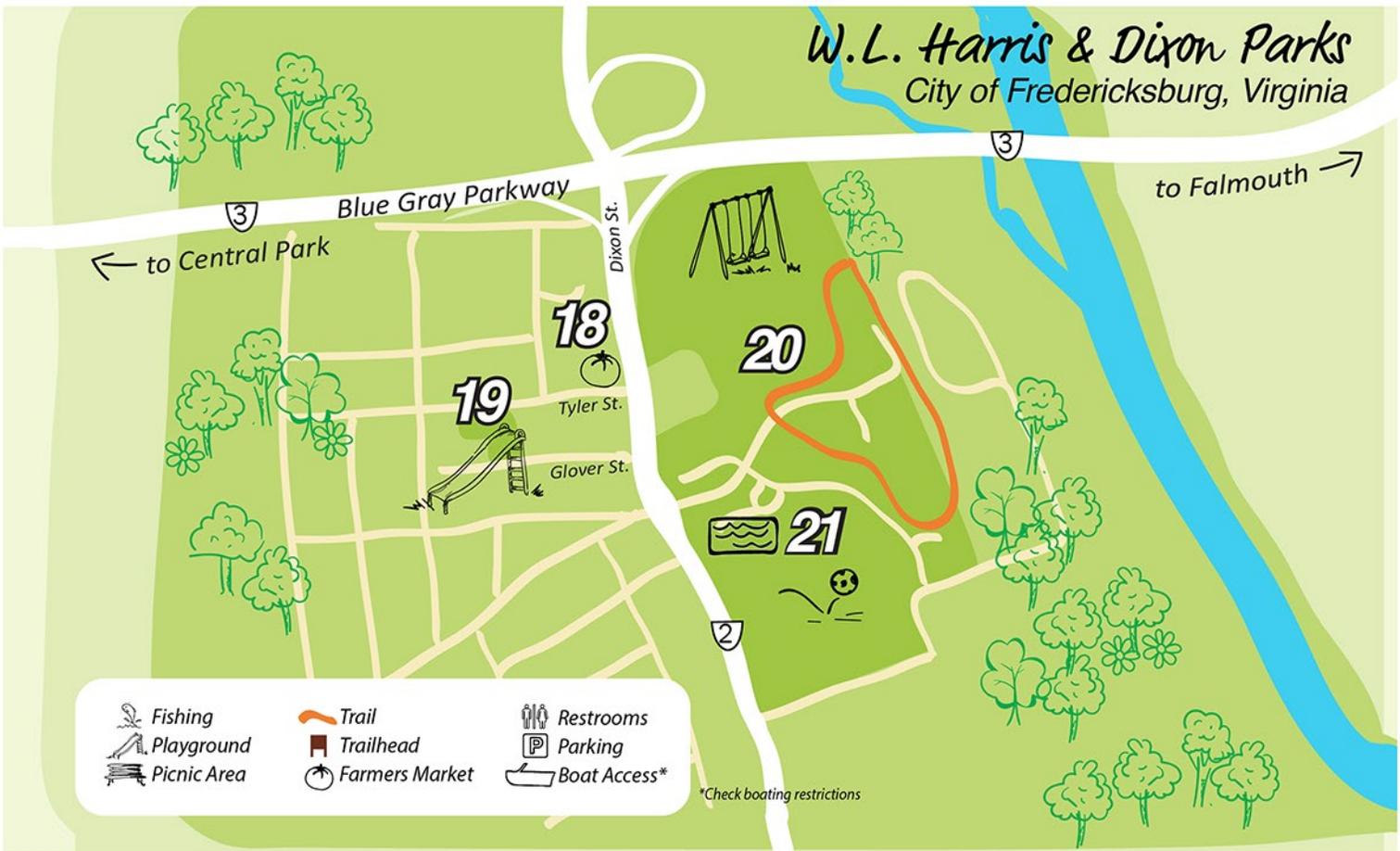
## Motts Run Reservoir

City of Fredericksburg, Virginia



## W.L. Harris & Dixon Parks

City of Fredericksburg, Virginia



-  Fishing
-  Trail
-  Restrooms
-  Playground
-  Trailhead
-  Parking
-  Picnic Area
-  Farmers Market
-  Boat Access\*

\*Check boating restrictions



## MEMORANDUM

**TO:** Beverly R. Cameron, City Manager  
**FROM:** Chuck Johnston, Director of Community Planning & Building  
**DATE:** September 10, 2014  
**SUBJECT:** Building Statistics

The following provides information for building activity in the City. In first 2 months of the fiscal year, the number of new single family homes has declined compared to last year, as well as the number of single family renovations. There is also a decrease in the number of new commercial projects so far when compared to last year, while renovations have increased significantly.

	<u>August 2014</u>	<u>August 2013</u>	<u>FY to Date August 2014</u>	<u>FY to Date August 2013</u>
<b><u>Single Family Residential Permits</u></b>				
<i>New Building</i>	0	6	2	10
<i>New Plumbing/Electrical/Mechanical/Other</i>	1	4	2	5
<i>Certificates of Occupancy</i>	3	5	4	8
Existing Building	15	18	33	31
Existing Plumbing/Electrical/Mechanical/Other	34	41	73	75
<b><u>Multifamily/Commercial Permits</u></b>				
<i>New Building</i>	0	4	1	5
<i>New Plumbing/Electrical/Mechanical/Other</i>	6	22	15	27
<i>Certificates of Occupancy</i>	2	2	4	8
Existing Building	30	2	58	31
Existing Plumbing/Electrical/Mechanical/Other	48	19	150	66
Occupancy Permits for Existing Buildings	15	18	30	24
<b><u>Inspections Performed</u></b> Building and Site	590	592	1250	1213

So far this fiscal year, Water and Sewer Tap fees have increased. In the first two months, Water Availability fees have gone down while Sewer Availability fees are slightly higher.

**UTILITY FEES COLLECTED –**

Water Tap	\$ 0.00	\$ 2,600.00	\$ 4,700.00	\$ 2,600.00
Water Availability	<u>\$ 0.00</u>	<u>\$ 38,300.00</u>	<u>\$ 29,610.00</u>	<u>\$ 51,300.00</u>
<b>SUB TOTAL</b>	\$ 0.00	\$ 40,900.00	\$ 34,310.00	\$ 53,900.00
Sewer Tap	\$ 0.00	\$ 5,100.00	\$ 10,200.00	\$ 5,100.00
Sewer Availability	<u>\$ 0.00</u>	<u>\$ 35,000.00</u>	<u>\$ 58,510.00</u>	<u>\$ 55,000.00</u>
<b>SUB TOTAL</b>	\$ 0.00	\$ 40,100.00	\$ 68,710.00	\$ 60,100.00
<b><u>TOTAL</u></b>	\$ 0.00	\$ 81,000.00	\$ 103,020.00	\$ 114,000.00