



MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: September 2, 2014
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

William Street Sanitary Sewer Improvements - The first phase of the [William Street sewer project](#) is scheduled to begin Tuesday, September 9. The work will be performed on William Street between Kenmore and Caroline Streets. First a video camera inspection of the line will be performed to determine the extent of point repairs needed. The repair work will then begin the following week and is anticipated to take 1-2 weeks, depending on the repairs needed. The work will be performed at night, with one lane of traffic maintained on William Street during the work. Refer to www.fredericksburgva.gov for updates.

Annual Asphalt Rehabilitation Program Begins - The FY15 Asphalt rehabilitation program in the amount of \$2.2M has begun with a combination of VDOT Revenue Sharing funds and City funds. See schedule below. All dates are subject to change due to inclement weather or equipment issues. Refer to www.fredericksburgva.gov for updates.

Street	From	To	Type of Work	Comment
Devonshire Drive	Jeff Davis Highway	Cul de Sac	Reconstruction	COMPLETED
Springwood Drive	Lafayette Boulevard	Cul de Sac	Reconstruction	COMPLETED
Franklin Street	Madison Street	Monument Avenue	Mill/Resurface	COMPLETED
Winchester Street	William Street	Amelia Street	Reconstruction	September 4-5
Charlotte Street	Sophia Street	Caroline Street	Riding Surface	week of September 8
Fall Hill Avenue	Jeff Davis Highway	Canal Bridge	Mill/Resurface	weeks of Sept 8 and Sept 15
Littlepage Street	Brompton Street	Hanover Street	Reconstruction	week of September 15

Street	From	To	Type of	Comment
Central Park Boulevard	Plank Road	Carl D. Silver Parkway	Partial Reconstruct/	September 22 - October 3
Amelia Street	Sophia Street	Washington Avenue	Mill/Resurface	October 6-10
William Street	Kenmore Avenue	Charles Street	Mill/Resurface	late autumn - after sewer work
William Street	Charles Street	Caroline Street	Mill/Resurface	spring 2015 - after sewer work

Opening of Areas 1 and 2 of the Virginia Central Railway Trail - The sections of the VCR Trail between the trailhead at the eastern end of Cobblestone Boulevard just off Lafayette Boulevard, and Jefferson Davis Highway will be opened for public use on Saturday, September 20. There will be a brief ribbon cutting ceremony at the trailhead (at eastern end of Cobblestone Blvd. near the intersection of Lafayette and Jackson Street) at 10:00 a.m. and the trail will then be officially open to pedestrians and cyclists.

Downtown Traffic Signal Improvements - Improvements have recently been performed at three traffic signals downtown at the intersections of Prince Edward Street with Amelia Street, William Street and George Street. Pedestrian activated crossing signals have been added at each of these intersections and various surface improvements, including upgrading of accessibility ramps, have also been completed. These improvements will improve pedestrian safety in these high volume areas, including at both ends of Hurkamp Park on Prince Edward Street.

Fall Hill Avenue Bridge over the Rappahannock Canal - Work continues on the construction of the new Fall Hill Avenue Bridge over the Rappahannock Canal. The project is scheduled for substantial completion and reopening of Fall Hill Avenue to traffic prior to November 27. City staff anticipates announcing a specific date for the reopening of the road by no later than October 1.



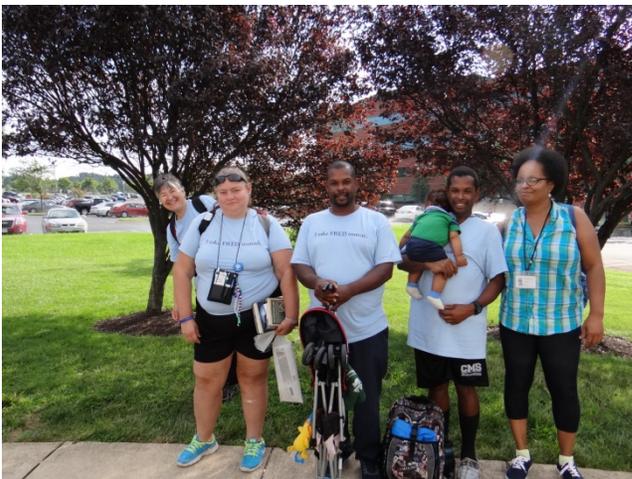
City Helps Introduce Incoming UMW Students to Local Businesses and Non-Profits -

Fredericksburg's Department of Economic Development and Tourism again this year spearheaded an event that helped introduce more than 700 incoming University of Mary Washington students to area businesses. About 40 area businesses and non-profit organizations participated in the Community Welcome Fair on August 23 at UMW's Ball Circle. As the department has been doing annually for more than a decade, EDT staff recruited the businesses that participated and helped manage the event. The event allowed area businesses to introduce their goods and services to incoming university freshmen and student transfers who could become customers, employees and interns. Participating businesses included Applebee's, Sammy T's, Home Team Grill, Planet Fitness, Sweet Reasons, Wells Fargo, PNC, Chick-fil-A and Massage Envy. Attendees received free coupons, giveaways, product samples and pictures from a photo booth.

Summer Restaurant Week and FXBG Sandwich Invitational Boost Downtown Restaurants

- The fourth annual Summer Restaurant Week and inaugural FXBG Sandwich Invitational were hosted by the Department of Economic Development and Tourism this summer. Twelve downtown restaurants vied for the first Sandwich King and People's Choice Awards during the Sandwich Invitational held at Hurkamp Park on July 31. FoodE won the judge's Sandwich King title, and Sprelly, coming soon to a storefront on Caroline Street, won the People's Choice Award. The Summer Restaurant Week, held August 1-10, included 18 local restaurants participating in 2-course dinner specials. Totals are still coming in from the participating restaurants, but so far well over 3,000 meals were accounted for during the 10-day event. Publicity for the two summer programs was at an all-time high in 2014 with media coverage earned in the Free Lance-Star, Fredericksburg.com, Newstalk 1230, FredericksburgToday.com, Northern Virginia Magazine, FXBG TV, several local blogs, and Cox Television out of Northern Virginia.

Annual FRED Customer Appreciation Day - On July 25, FREDericksburg Regional Transit (FRED) held its "Annual Customer Appreciation Day" to show gratitude for the many riders throughout the region. The day began with the first 500 customers being given a free "I take FRED instead" t-shirt. By wearing this t-shirt on Fridays throughout the month of August, FRED customers could ride the bus at no charge. In addition, riders lined up all day at FRED Central on Customer Appreciation Day to play games and win give-a-ways.



Alarm Ordinance Update - In January, City Council approved amendments to the ordinance governing burglar alarms with the expectation of reducing the number of police call responses to false activations. The major changes to the ordinance included the following:

- Civil penalties only. The new ordinance changed all mechanically based false alarms to a civil penalty only.
- False alarms determined over a calendar year. The new ordinance calculates false alarms over a calendar year instead of the previous monthly tabulation.
- Increasing fines for false alarms. The new ordinance has a scale of increasing fines based on continual false alarms.
- Discontinuance of law enforcement response. The new ordinance allows for discontinuance of law enforcement response to burglar alarms when the alarm permit has been revoked or suspended. This does not apply to panic alarms or calls suggesting a crime in progress.

The Police Department tracks data from false alarm responses and has noted an overall 16% reduction in the number of false alarms from January through July of 2014 in comparison to the same time frame in 2013. In addition, a total of \$5800 in revenue has been collected in fines for false alarms through July of this year compared to \$1750 in fines collected the first seven months of the previous year.