



Approved for Distribution
/s/ Beverly R. Cameron

MEMORANDUM

TO: Mayor Tomzak and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: October 4, 2011
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

Rappahannock United Way Day of Caring - On September 15, eight City employees and a former City Council member participated in the 18th Annual Rappahannock United Way Day of Caring. Over 430 volunteers from 25 local businesses, civic organizations, and government agencies assisted 23 non-profit organizations and schools throughout the City of Fredericksburg and Spotsylvania and Stafford Counties. City employees completed a variety of outdoor improvements at the Boys and Girls Club, a local non-profit organization serving Fredericksburg area youth. Participants included Marne Sherman of Planning, Melissa Steiniger of Human Resources, OJ Johnson, Jim Nave and Orlando Davidson of Public Works, Trina Sutton of the Commonwealth Attorney's Office, Amy Peregoy of Economic Development and Tourism, Ed Coe of the Commissioner of the Revenue's Office, and Matt Kelly, former member of City Council.



Earthquake Damage Inspections - Following the earthquake in August, the Office of Building and Development Services (BD&S) sent inspectors into the field to assess the damage to chimneys on historic buildings. Over fifty properties were found to have some level of damage, and many of those also posed a hazard to the public. Knowledgeable property owners quickly contracted with reputable masons, and BD&S implemented a program to waive permit fees for chimney repairs. Though a small gesture, the fee waiver was very much appreciated by contractors and property owners alike.

Natural disasters invariably attract unscrupulous people who present themselves as contractors, but who are not actually qualified as such. To protect the public, BD&S maintained all permitting procedures except for the fee requirement and continued to verify that all contractors for earthquake damage repairs hold a state contractor's license. This requirement may have frustrated some property owners, but the verification protected them from potentially unqualified contractors. Planning staff also expedited review of the applicable permits. As long as the chimneys were to be fully repaired, without alterations, then no review was required from the Architectural Review Board. At least twenty-five of the damaged properties have been granted permits, and repairs on those are either completed or underway. Additional permits are pending, awaiting the availability of qualified masons.

Preservation Virginia Conference - The Virginia Department of Historic Resources invited Senior Planner Erik Nelson to participate in their architectural review board (ARB) training at the Preservation Virginia conference, held in Winchester on September 26-27. Mr. Nelson was part of a panel that discussed due process in ARB proceedings and also moderated a round table session on sustainability/substitute materials in historic districts. Two members of the Fredericksburg ARB also attended the conference.

Hotel Revenue and Occupancy Indicators Lead to Drop in Federal Per Diem Rates - Through June, year-to-date figures from Smith Travel Research reveal that hotel occupancy and revenue per available room in the City of Fredericksburg were both up by seven percent. The average daily rate (ADR) remained flat for the same period. Stafford County saw a drop in occupancy of 6.1 percent and ADR of 5.6 percent. Spotsylvania County experienced a 2.7 percent drop in occupancy and a slight drop in ADR. The drop in ADR by the two counties contributed to the readjustment of the federal per diem rate from \$89 to \$88, effective October 1, 2011. The rate for meals and incidental expenses remains at \$56.

When comparing the month of July 2011 against July 2010, both occupancy and ADR declined in the City, although July 2010 figures include the National Boy Scout Jamboree. Year-to-date occupancy through July 2011 was still up 3.5 percent, but ADR declined by 2 percent.

Chamber of Commerce 2012 Leadership Fredericksburg Program - Amy Peregoy, marketing and information specialist for the Department of Economic Development and Tourism, has been accepted into the Fredericksburg Regional Chamber of Commerce

Leadership Fredericksburg program. The nine-month educational program includes representatives from large and small businesses, government, and non-profit organizations who explore the issues and opportunities facing the Fredericksburg region. In monthly sessions, team action projects, interaction with their matched program mentors, and presentations from various community leaders, the fellows develop leadership skills and a better understanding of the region's economy.

Holiday Storefront Decorating Contest Will Bring Extra Sparkle Downtown - A storefront and window decorating contest called "Window Wonderland", a cooperative effort between the Department of Economic Development, the Fredericksburg Economic Development Authority, and The Free Lance-Star Companies has been designed to increase foot traffic to the downtown and heighten the effect of new holiday decorations for city streets in the commercial district. The effort also continues The Free Lance-Star's long-time support of the annual "Toys for Tots" program. Participating businesses will decorate their windows and facades for the holiday season and in each store window, a toy-related riddle will be displayed. Visitors can solve the riddles displayed in each window and vote for their favorite decorations. Visitors and businesses will have the opportunity to win "Downtown Dollars" gift cards. The contest begins November 12 and 13, during the Downtown Holiday Open House.

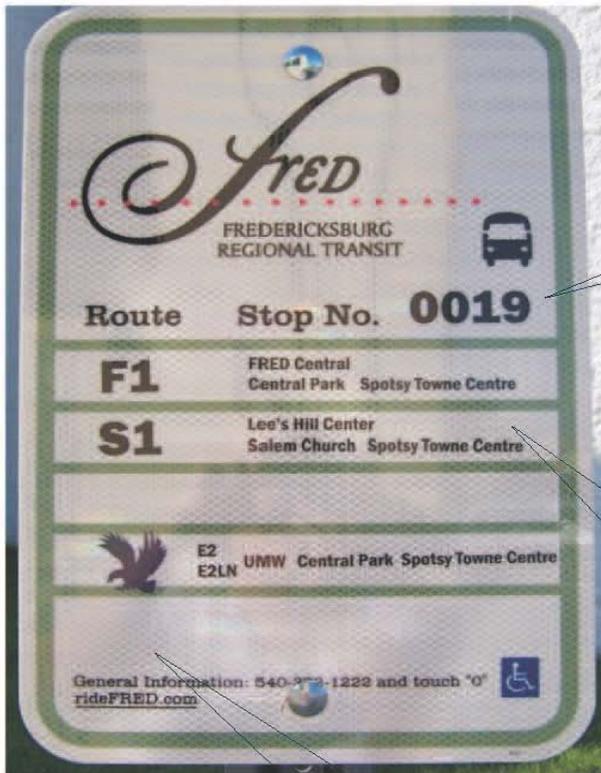
CPR Survival Data - The Fire Department recently completed statistical research for a performance measurement survey which included the tabulation of Cardio Pulmonary Resuscitation (CPR) data. The criteria for inclusion in the CPR data were patients that presented in cardiac arrest (lack of detectable pulse) before, during, or after the arrival of Fire Department personnel and for whom the rescuers started CPR. Cardiac arrests resulting from trauma were excluded from the criteria. The survey revealed a total number of twenty-seven applicable CPR cases for FY 2011. Of those patients, City Fire and EMS personnel were able to achieve a return of spontaneous circulation (a detectable pulse) on 22.2% of those patients by the time of arrival at the hospital emergency department. This represents an increase from the previous fiscal year, which showed a rate of 15.6%. While the exact statistics at the national level vary widely and measure "survival rates" as CPR patients who live to be discharged from the hospital, rather than a return of a detectable pulse in the field, the City's rate as measured by national criteria is still considered to be above average. For example, the average *survival to discharge* rate is 3-6% nationally; in FY 2011, the City's confirmed rate is 14.8%.

Fire Department personnel attribute this upward trend to several factors, including new American Heart Association (AHA) guidelines, more frequent instances of CPR started by bystanders, in-house training, and advanced equipment. In addition to this, the ongoing programs in Fredericksburg to train all City employees in CPR and place additional Automated External Defibrillators in public buildings are expected to contribute to the continuation of this positive trend.

New Bus Stop Signs - All FREDericksburg Regional Transit routes are receiving new updated bus stop signs. These signs have a reflective background that makes the signs easier to see at night. All the routes served by each stop are listed on the sign, as well as

FRED's contact information and a four-digit bus stop number. The four-digit numbers listed on the new signs are preparing FRED for advances in technology which are planned to be in place within eighteen months; these numbers will allow passengers to obtain "real time" bus location information using their telephones or other mobile electronic devices. The original bus stop signs were designed in 1996 and this is the first update since that time.

FRED announces new signs!



Four digit bus stop numbers are preparing us for future advances in technology.

Our new reflective background makes the signs easier to see at night.

All the routes served by each stop are listed on the sign.

Unified Development Ordinance Steering Committee - The sixteen-member Steering Committee met for the first time on September 28 with Planning Department staff and

Roger Waldon of Clarion Associates. Mr. Waldon and staff provided an overview of the project and the schedule to replace the existing Zoning and Subdivision Ordinances with a new ordinance that will contain all of the City's development regulations. In addition, the Steering Committee was asked to comment on issues previously identified during staff and stakeholder meetings regarding the regulations in the current ordinances that are considered effective and those that are considered ineffective. The committee members were also asked to provide their own comments.

The meeting concluded with a preview of a "diagnosis" being conducted by the Clarion consultants on the current Zoning and Subdivision Ordinances. The diagnosis will be used to assist in determining the positive and negative components of the current ordinances, in order to make recommendations for the new ordinance.

New Budget Manager - The City Manager's Office is pleased to announce that Ms. Amanda L. Lickey has been hired as the City's new Budget Manager. Ms. Lickey comes to the City of Fredericksburg from Hanover County, where she served as a Budget Management Analyst focusing on the areas of Public Safety, Community Development, Parks, Recreation and Cultural, Judicial Administration and the Capital Improvements Plan. Amanda is a graduate of Virginia Tech holding a Bachelor's of Science degree in Agriculture and Applied Economics and she has also earned a Master of Public Administration degree from Virginia Commonwealth University.

Farmers Market & Virginia State Fair Partnership - Due in large part to our traffic size and the uniqueness of our market, Siddall, Incorporated, a communications firm employed by the State Fair of Virginia, chose the Fredericksburg Farmers Market as a promotional partner. For our participation, the Farmers Market received bio-degradable, reusable and recyclable shopping bags imprinted with the tagline "Buy Local" as well as State Fair dates and location. In addition, we were provided with two State Fair tickets which were raffled off at the Farmers Market held on Saturday, September 24. Siddall, Inc. wrote "We hope these bags will help strengthen the ties of farmers and vendors and the State Fair as their missions both align so well. *The State Fair of Virginia's mission is to 'Cultivate Virginia' by celebrating our Commonwealth's heritage—to heed our roots in agriculture, advance our youth through scholarships, encourage friendly competition and foster multicultural celebrations in a fun, safe atmosphere.*"

Police Department Conducts Truck Checking Detail - On September 30, a truck checking station was set up at Dixon Park with participating law enforcement agencies that included the City of Fredericksburg Police, Stafford County Sheriff's Office, Stafford County Fire Marshal, Spotsylvania Sheriff's Office, Virginia State Police, and special agents from the Department of Motor Vehicles. The officers targeted areas along the Blue and Gray Parkway, Route 2/17, and Kings Highway, funneling trucks into Dixon Park and the inspection station. A total of fifty-one trucks were screened for safety and eighteen were weighed, with four trucks found that were overweight. A large variety of trucks were inspected, from tankers to mobile cranes to municipal waste haulers.

Twenty-seven trucks were chosen to undergo detailed federal safety inspections. Fifteen of those trucks, including three carrying hazardous materials, were declared out of service under federal criteria due to either unsafe equipment or unqualified drivers. Nine citations were issued for safety or traffic violations.

Parks and Rec Halloween Happenings - To celebrate the Halloween season, "Spooky Stories by the Shore" will be held at Motts Run Reservoir on Friday, October 14. This family friendly event will allow participants to walk the trail of spooks and spiders to the reservoir shore for a bonfire, where spooky tales will be told and hot chocolate and marshmallows will be shared. Participants are encouraged to dress warmly and bring a flashlight and blanket for the amphitheater seating at the park. The rain date is scheduled for October 15.

The next ghoulish event is scheduled for Saturday, October 22, when "Halloween Hullabaloo" casts a giant shadow over the city as children ages four to twelve enjoy games, arts and crafts, and an afternoon of ghosts, goblins, and goodies at the Dorothy Hart Community Center from 11:00 am to 1:30 pm. Everyone is invited, and costumes are encouraged. This event is co-sponsored by the Fredericksburg Optimist Club. To round out the Halloween theme in October, a number of classes are being offered by the instructors during the entire month, ranging from a Halloween Art Contest to the making of goblin cookies.