



**CITY COUNCIL AGENDA
Monday, October 17, 2016**

6:00 p.m. **Closed session as provided by Section 2.2-3712 of the Virginia Code**
Second Floor Conference Room (Boards & Commissions; Property Acquisition)

7:00 p.m. **Regular Meeting - CALL TO ORDER**
Council Chambers

**PLEDGE OF ALLEGIANCE
ROLL CALL**

**AWARDS/RECOGNITIONS
ANNOUNCEMENTS** American Water Works Public Information Award; EPA WaterSense Partner of the Year;
International Society of Arboriculture Gold Leaf Award; Go Green Virginia Platinum Certification;
International City/County Management Association (ICMA) Go Program;
Healthy Eating/Active Living (HEAL) Platinum Designation

**APPOINTMENTS TO BOARDS & COMMISSIONS
CITY MANAGER RESPONSE TO MATTERS BY THE PUBLIC**

MATTERS BY THE PUBLIC Public comment provided for up to 12 speakers publicized at noon the day of the meeting (limit 3 minutes per speaker) and for an unlimited number of speakers at the end of the meeting on any item, provided that a public hearing is not planned or has not previously been held on the matter.

1. CONSENT AGENDA* (Items removed from consent agenda will be considered at the end of the regular agenda.)

- a. Minutes for October 3
- b. APPROPRIATION: Virginia Juvenile Community Crime Control Act Grant – \$452,704 (1st of 2 readings)
- c. APPROPRIATION: Runaway Emergency Shelter Program Grant – \$212,000 (1st of 2 readings)
- d. APPROPRIATION: Edward Byrne Memorial Justice Assistance Grant – \$27,198 (1st of 2 readings)
- e. RESOLUTION: Transportation Alternative Program Grant Application for Rugby Avenue Shared Use Path (1st of 1 reading)
- f. ORDINANCE: Quitclaim Gas Easement to VDOT in 5th Street Station Parkway (1st of 2 readings)

**2. PUBLIC HEARING/
ORDINANCE*** Release Sewer Easement at 324 Oak Street (1st of 2 readings) – **15 mins**

3. RESOLUTION* National Endowment for the Arts Grant Changes Approval (1st of 1 reading) – **15 mins**

4. REPORT Technology Zone Reauthorization – **20 mins**

5. REPORT Major Snow Storms: Responses & Ordinance Review – **30 mins**

6. REPORT Senior Center Grant Request: Belvedere – \$2,000,000 – **20 mins**

**OTHER BUSINESS
MATTERS BY THE PUBLIC** Investigative Detentions Update – **20 mins**

*ACTION NEEDED

GUIDELINES FOR PUBLIC COMMENT

**We welcome public comment;
it is an important part of our meeting.**

Time is reserved near the beginning and at the end of each regular City Council meeting for Matters by the Public.

Please follow these guidelines for public comment:

- If you are here to speak for a **Public Hearing**, please wait to speak on the matter until the report for that item has been presented and the Public Hearing has been opened.
- Each speaker has **3 minutes** to speak. Please give your name and address before beginning your remarks.
- Please **do not interrupt speakers**, whether or not you agree with them.
- Please **refrain from using obscenities**.
- If you cannot follow these guidelines, you will be escorted from City Council Chambers and not permitted to reenter.

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	October 17, 2016
Action Required:	Appropriation
Presenter:	Rory Carpenter, Community Attention
Staff Contacts:	Rory Carpenter, Community Attention Leslie Beauregard, Assistant City Manager
Title:	Virginia Juvenile Community Crime Control Act Grant (V.J.C.C.C.A.) - \$452,704

Background:

In July 2010, the City of Charlottesville became the fiscal agent for the Virginia Juvenile Community Crime Control Act (V.J.C.C.C.A.) funds for both Charlottesville and Albemarle County. This funding stream was established by the 1995 Virginia General Assembly to create balanced, community-based systems of sanctions, programs and services for juvenile offenders. These funds are used to support the Community Attention programs. In FY 2017, \$292,058 in V.J.C.C.C.A. funds will be received from the Virginia Department of Juvenile Justice with a required local maintenance of effort of \$52,231 from Albemarle County, and \$108,415 from the City. The grant period is from July 1, 2016 through June 30, 2017.

Discussion:

The V.J.C.C.C.A. grant funds the delinquency prevention and youth development services provided by Community Attention for Charlottesville/Albemarle youth involved in the juvenile justice system. These services include the following programs: the Attention Home that provides residential treatment services; the Teens GIVE service learning program that provides community service opportunities during both the school year and the summer; the Community Supervision Program that provides pro-social skills training like anger management, individual and group counseling services and case management services for youth on electronic monitoring; the Community Attention Youth Internship Program (CAYIP) paid internship program; and the Juvenile Court Case Manager position providing supervision and case management services for youth identified by the court as truant.

Alignment with City Council's Vision and Strategic Plan:

The V.J.C.C.C.A. grant aligns with the Council Vision Areas including America's Healthiest Cities and a Community of Mutual Respect, and it aligns with Goal 2, Objective 2.1 as follows:

Goal 2: Be a safe, equitable, thriving and beautiful community

Objective 2.1: Provide an effective and equitable public safety system

Community Attention's V.J.C.C.A. funded programs provide residential and community based services that prevent delinquency and promote the healthy development of youth. Expected outcomes include decreased delinquent behavior during and after program participation.

Community Engagement:

The V.J.C.C.A. funded programs engage youth involved in the juvenile justice system and their families by providing delinquency prevention and youth development programs. The programs also engage and coordinate with other local agencies and organizations in the provision of services to the youth.

Budgetary Impact:

There is no impact on the General Fund. The funds will be expensed and reimbursed to the V.J.C.C.A. Fund. The required City contribution has already been appropriated as part of the FY 2017 Council Adopted Budget so no new funds are required to cover the match.

Recommendation:

Staff recommends approval and appropriation of funds.

Alternatives:

If the V.J.C.C.A. funds are not appropriated, Community Attention would have to serve fewer youth and eliminate programs and staff.

Attachments:

Appropriation

APPROPRIATION
Virginia Juvenile Community Crime Control Act Grant (VJCCCA)
\$452,704

WHEREAS, the City of Charlottesville has been awarded \$292,058 from the Virginia Department of Juvenile Justice; and

WHEREAS, this grant requires local maintenance of effort funds in the amount of \$52,231 from Albemarle County and \$108,415 from the City; and

WHEREAS, the grant award covers the period from July 1, 2016 through June 30, 2017.

NOW, THEREFORE BE IT RESOLVED by the Council of the City of Charlottesville, Virginia, that the sum of \$452,704 is hereby appropriated in the following manner:

Revenue – \$452,704

\$292,058	Fund: 220	Cost Center: 3523001000	G/L Account: 430080
\$52,231	Fund: 220	Cost Center: 3523001000	G/L Account: 432030
\$108,415	Fund: 220	Cost Center: 3523001000	G/L Account: 498010

Expenditures - \$452,704

\$ 44,500	Fund: 220	Cost Center: 3523001000	G/L Account: 519999
\$408,204	Fund: 220	Cost Center: 3523001000	G/L Account: 530010

BE IT FURTHER RESOLVED, that this appropriation is conditioned upon the receipt of \$292,058 from Virginia Department of Juvenile Justice, and \$52,231 from Albemarle County.

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**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	October 17, 2016
Action Required:	Appropriation
Presenter:	Rory Carpenter, Juvenile Justice Coordinator
Staff Contacts:	Rory Carpenter, Juvenile Justice Coordinator Maya Kumazawa, Budget & Management Analyst
Title:	Runaway Emergency Shelter Program Grant - \$212,000

Background:

Community Attention, in partnership with Ready Kids, applied for and received a continuation grant from the Department of Health and Human Services Administration for Children and Families in the amount of \$200,000 in federal funds and \$22,222 in local matching funds. The local match will be met with a transfer of \$12,000 from Community Attention for a total appropriation of \$212,000. An in-kind match of \$10,222 from Ready Kids, to provide Runaway Emergency Shelter Program (R.E.S.P.) services will be applied to the grant as well. This is the sixth grant year of the partnership.

Discussion:

The funds support services that provide emergency shelter, counseling and after care services for youth in crisis for the purpose of keeping them safe and off the streets, with a goal of reunification with family. Funded services will include: emergency shelter available 24 hours per day, 7 days a week; individual and family counseling to help resolve conflict and develop new communication skills to facilitate reunification with the family; and additional support services that help youth build meaningful connections with their community and encourage positive youth development.

Alignment with City Council's Vision and Strategic Plan:

Approval of this agenda item aligns directly with Council's vision for Charlottesville to be America's Healthiest City, and it aligns with the goals and objectives of the City's Strategic Plan:

Goal 2: Be a safe, equitable, thriving and beautiful community

2.4. Ensure families and individuals are safe and stable

Community Attention's programs, including the Runaway Emergency Shelter Program, provide residential and community based services that prevent delinquency and promote the healthy development of youth.

Community Engagement:

In order to increase prevention services, R.E.S.P. staff dramatically increased outreach efforts, particularly in area schools. Since September 30, 2011, R.E.S.P. reached 873 youth through a variety of outreach activities including presentations to health classes and tabling's during lunch.

Budgetary Impact:

There is no impact on the General Fund. There is a local match that Community Attention and Ready Kids will provide (cash match of \$12,000 – Community Attention and in-kind match \$10,222 – Ready Kids). This grant will be appropriated into a grants fund.

Recommendation:

Staff recommends approval and appropriation of funds.

Alternatives:

If the funds are not appropriated, the grant would not be received and the Runaway Emergency Shelter Program services would not be provided.

Attachments:

Appropriation

APPROPRIATION
Runaway Emergency Shelter Program
\$212,000

WHEREAS, the City of Charlottesville has been awarded \$200,000 from the Department of Health and Human Services Administration for Children and Families with cash match of \$12,000 provided by Community Attention;

WHEREAS, the funds will be used to operate the Runaway Emergency Shelter Program through a partnership between Community Attention and Children, Youth and Family Services/Ready Kids. The grant award covers the period from September 30, 2016 through September 29, 2017;

NOW, THEREFORE BE IT RESOLVED by the Council of the City of Charlottesville, Virginia, that the sum of \$212,000 is hereby appropriated in the following manner:

Revenue – \$212,000

\$200,000	Fund: 211	Internal Order: 1900272	G/L Account: 431110
\$ 12,000	Fund: 211	Internal Order: 1900272	G/L Account: 498010

Expenditures - \$212,000

\$ 99,026	Fund: 211	Internal Order: 1900272	G/L Account: 519999
\$ 92,000	Fund: 211	Internal Order: 1900272	G/L Account: 530010
\$ 20,974	Fund: 211	Internal Order: 1900272	G/L Account: 599999

Transfer - \$12,000

\$ 12,000	Fund: 213	Cost Center: 3413001000	G/L Account: 561211
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BE IT FURTHER RESOLVED, that this appropriation is conditioned upon the receipt of \$200,000 from the Department of Health and Human Services Administration for Children and Families.

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CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	October 17, 2016
Action Required:	Appropriate Grant Funds
Presenter:	Lt. D.W. Shifflett, Jr., Charlottesville Police Department
Staff Contacts:	Lt. D.W. Shifflett, Jr., Charlottesville Police Department
Title:	2016 Edward Byrne Memorial Justice Assistance Grant (JAG) - \$27,198

Background:

The U.S. Department of Justice, Office of Justice Program's Bureau of Justice Assistance has awarded the City of Charlottesville a 2016 Edward Byrne Memorial Justice Assistance Grant (JAG) in the amount of \$27,198 with no local match required.

Discussion:

The U.S Department of Justice (D.O.J.) provides funding for the Edward Byrne Memorial Justice Assistance Grant to assist state and local law enforcement with a broad range of activities. The Charlottesville Police Department will utilize this funding to purchase needed forensic and personal protection equipment.

Alignment with Council Vision Areas and Strategic Plan:

This funding will support Goal 2 of the Strategic Plan, to be a safe, equitable, thriving, and beautiful community. It specifically supports Objective 2.1, to provide an effective and equitable public safety system.

Community Engagement:

N/A

Budgetary Impact:

There is no impact on the General Fund. The funds will be expensed and reimbursed to a Grants Fund.

Recommendation:

Staff recommends approval and appropriation of grant funds.

Alternatives:

The alternative is to not approve this project and not purchase the equipment.

Attachments:

Appropriation

APPROPRIATION

**2016 Edward Byrne Memorial Justice Assistance Grant (JAG)
Grant # 2016-DJ-BX-0483
\$27,198**

WHEREAS, the City of Charlottesville, through the Police Department, has received the U.S. Department of Justice, Office of Justice Programs’ Bureau of Justice Assistance 2016 Edward Byrne Memorial Justice Assistance Grant (JAG) in the amount of \$27,198 to be used for approved law enforcement equipment.

WHEREAS, the grant award covers the period from period October 1, 2015 through September 30, 2019.

NOW, THEREFORE BE IT RESOLVED by the Council of the City of Charlottesville, Virginia, that the sum of \$27,198, received from the U.S. Department of Justice, Office of Justice Programs’ Bureau of Justice Assistance, is hereby appropriated in the following manner:

<u>Revenue</u>			
\$ 27,198	Fund: 211	I/O: 1900273	G/L: 431110 Federal Grants

<u>Expenditure</u>			
\$ 27,198	Fund: 211	I/O: 1900273	G/L: 520990 Other Supplies

BE IT FURTHER RESOLVED, that this appropriation is conditioned upon the receipt of \$27,198 from the U.S. Department of Justice, Office of Justice Programs’ Bureau of Justice Assistance.

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CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	October 17, 2016
Action Required:	Approve Resolution
Presenter:	Chris Gensic, Parks and Recreation
Staff Contacts:	Chris Gensic, Parks and Recreation
Title:	VDOT Transportation Alternative Set Aside Program (S.T.B.G.) Grant Application Resolution for Rugby Avenue Shared Use Path

Background:

The City of Charlottesville, via the Parks and Recreation Department, is applying for assistance through the Transportation Alternatives Set Aside Program grant fund to supplement local funding for construction of the section of Shared Use path along Rugby Avenue at the entry to McIntire Park. This grant is administrated through the Virginia Department of Transportation. The grant funding being sought is in the amount of \$316,800, with \$79,200 as the required local match for a total project cost of \$396,000. This agenda item is approval of a supporting resolution for the City to apply for the grant. If grant funds are received, an appropriation will be presented to Council to approve the funds.

Discussion:

With the 250 Bypass Trail, Bike/Ped bridge over the railroad, and the Y.M.C.A. soon being completed and the developing botanical garden and skate park about to be under construction, the Rugby Avenue Trail project will connect neighborhoods south of the bypass to these new amenities in McIntire Park. The Rugby Avenue Trail has already been designed and is “shovel-ready” once funding is secured

Alignment with City Council’s Vision and Strategic Plan:

The project supports both City Council’s “Green City” and “Healthy City” visions by creating an outstanding transportation and recreational amenity for many users while enhancing tree canopy in this area of the City. It contributes to Goal 2 of the Strategic Plan, to be a safe, equitable, thriving and beautiful community, and objective 2.5, to provide natural and historic resources stewardship, 2.6, engage in robust and context sensitive urban design, as well as objective 5.3 supporting community engagement.

Community Engagement:

Charlottesville Parks and Recreation as well as Neighborhood Development Services have provided multiple opportunities for the public to provide input into the planning process. The project is listed in the 2003 Bicycle, Pedestrian and Greenways Plan, the 2015 Bicycle/Pedestrian Plan Update, and the City Comprehensive Plan.

Budgetary Impact:

This has no impact on the General Fund. \$79,200 is the required local match and will be allocated from the Bike/Ped fund CP-0831 if the grant is awarded. The match requirement will come from already appropriated funds in the capital budget.

Recommendation:

Staff recommends approval of the resolution to apply for grant funds.

Alternatives:

If grants funds are not pursued, construction of the trail will have to be funded entirely with local funds.

Transportation Alternatives Project Endorsement Resolution

Whereas, in accordance with the Commonwealth Transportation Board construction allocation procedures, it is necessary that a resolution be received from the sponsoring local jurisdiction or agency requesting the Virginia Department of Transportation to establish a Transportation Alternatives project in the City of Charlottesville.

Now, Therefore, Be It Resolved, that the City of Charlottesville, requests the Commonwealth Transportation Board to establish a project for the improvement of the Rugby Avenue Shared Use Path.

Be It Further Resolved, that the City of Charlottesville hereby agrees to provide a minimum 20 percent matching contribution for this project.

Be It Further Resolved, that the City of Charlottesville hereby agrees to enter into a project administration agreement with the Virginia Department of Transportation and provide the necessary oversight to ensure the project is developed in accordance with all state and federal requirements for design, right of way acquisition, and construction of a federally funded transportation project.

Be It Further Resolved, that the City of Charlottesville will be responsible for maintenance and operating costs of any facility constructed with Transportation Alternatives Set Aside Program funds unless other arrangements have been made with the Department.

Be It Further Resolved, that if the City of Charlottesville subsequently elects to cancel this project the City of Charlottesville hereby agrees to reimburse the Virginia Department of Transportation for the total amount of costs expended by the Department through the date the Department is notified of such cancellation. The City of Charlottesville also agrees to repay any funds previously reimbursed that are later deemed ineligible by the Federal Highway Administration.

Adopted this 17th day of October, 2016, Virginia

By: _____

Attest

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CITY OF CHARLOTTESVILLE
CITY COUNCIL AGENDA



Agenda Date:	October 17, 2016
Action Required:	Yes (First Reading of Ordinance)
Staff Contacts:	Craig Brown, City Attorney Ben Hershock, Chief Gas Engineer
Title:	Quitclaim Gas Easement to VDOT (5th Street Station Parkway)

Background: In November 2015, the City acquired a natural gas line easement in 5th Street Station Parkway in Albemarle County, where the 5th Street Station shopping center is now located. The Virginia Department of Transportation is prepared to accept 5th Street Station Parkway into the state highway system. At the request of the Gas Division, we have drafted an ordinance and deed quitclaiming to VDOT that portion of the City's natural gas easement crossing this roadway.

Discussion: The quitclaim deed requires the gas line to remain in its present location, and if the street ceases to be part of the state's highway system, the easement will automatically revert back to the City. The natural gas lines and facilities continue to be owned and maintained by the City even after the easement is quitclaimed to the state.

Alignment with Council Vision Areas and Strategic Plan: Not applicable.

Community Engagement: Not applicable.

Alternatives: If the ordinance is not approved, VDOT will not accept the roadway into its road maintenance system.

Budgetary Impact: None.

Recommendation: Approval of the attached ordinance and quitclaim deed.

Attachments: Ordinance and Deed of Quitclaim (with plats attached).

**AN ORDINANCE
TO QUITCLAIM A NATURAL GAS LINE EASEMENT
WITHIN 5TH STREET STATION PARKWAY
LOCATED IN ALBEMARLE COUNTY
TO THE VIRGINIA DEPARTMENT OF TRANSPORTATION**

WHEREAS, the Virginia Department of Transportation (VDOT) is prepared to take over maintenance of the roadway known as 5th Street Station Parkway in Albemarle County; and

WHEREAS, the City owns natural gas lines located within this roadway, and also owns an easement for such lines, and VDOT has asked that the portion of the foregoing easement crossing 5th Street Station Parkway be released upon VDOT's acceptance of the roadway; now, therefore,

BE IT ORDAINED by the Council of the City of Charlottesville, Virginia that the Mayor is hereby authorized to execute a deed of quitclaim, substantially the same in form as the deed attached hereto, approved by the City Attorney, for release of that portion of the above-described gas line easement crossing the said roadway to the Virginia Department of Transportation conditioned upon receipt by the City of a VDOT permit allowing said lines to continue to be located in said roadway.

*Prepared by S. Craig Brown, City Attorney (VSB #19286)
Charlottesville City Attorney's Office
P.O. Box 911, Charlottesville, VA 22902*

Albemarle County Tax Map Parcel 76M1-00-00-002B (5th Street Station Parkway)

**This deed is exempt from recordation taxes pursuant to
Virginia Code Secs. 58.1-811(A)(3) and 58.1-811(C)(4).**

DEED OF QUITCLAIM

THIS DEED OF QUITCLAIM, made and entered into on this ____ day of _____, 2016, by and between the **CITY OF CHARLOTTESVILLE, VIRGINIA**, a municipal corporation, **GRANTOR**, and the **COMMONWEALTH OF VIRGINIA, DEPARTMENT OF TRANSPORTATION, GRANTEE**, whose address is P. O. Box 671, Culpeper, Virginia 22701.

WITNESSETH:

That for and in consideration of the sum of One Dollar (\$1.00) cash in hand paid, receipt of which is hereby acknowledged, the GRANTOR does hereby QUITCLAIM and RELEASE to the GRANTEE, subject to the reservations hereinafter set forth, an easement and right of way, as shown on the attached plat made by the City of Charlottesville Gas Division dated September 27, 2016, to construct, maintain, operate, alter, repair, inspect, protect, remove, and replace certain improvements in 5th Street Station Parkway in the County of Albemarle, namely: Natural gas lines and related gas facilities upon and across 5th Street Station Parkway, insofar as the land embraced within said easement falls within the boundaries of a public street or highway to be maintained by the Virginia Department of Transportation. Said gas line easement in 5th Street Station Parkway were conveyed to the City by deed from 5th Street Station Ventures, LLC, dated November 11, 2015, recorded in the Clerk's Office of the Circuit Court of Albemarle County, Virginia, in Deed Book 4696 at page 136.

The Grantor reserves unto itself, its successors and assigns, all of the rights and privileges under the aforesaid Deed of Easement until such time as the Virginia Department of Transportation has issued a permit to the GRANTOR subject to the following two conditions which shall also be covenants running with the land:

1. That the above described improvements of the GRANTOR may continue to occupy such streets or highways in the existing condition and location.

2. The GRANTOR shall at all times indemnify and save harmless the Commonwealth of Virginia, Department of Transportation, its employees, agents, and officers from any claim whatsoever arising from GRANTOR'S exercise of rights or privileges stated herein.

The GRANTEE is to have and hold the above-described property for so long as said property is used as part of its public street or highway maintained by the GRANTEE or its successors or assigns charged with the responsibility and obligation to maintain public streets and highways, but upon abandonment of said property's use for such purposes, all rights, privileges, interests and easements in the property herein described under aforesaid Right of Way Easement shall revert to the GRANTOR, its successors and assigns.

Notwithstanding other language contained herein which might appear to the contrary, the parties agree that GRANTOR shall continue to own in fee simple the gas line improvements located within the above described public roadway.

IN WITNESS WHEREOF, the **GRANTOR** has caused its name to be assigned hereto and its seal to be affixed and attested by its appropriate officers, all after due authorization, on the day and year first above written.

CITY OF CHARLOTTESVILLE, VIRGINIA

BY: _____
A. Michael Signer, Mayor

ATTEST:

Clerk of Council

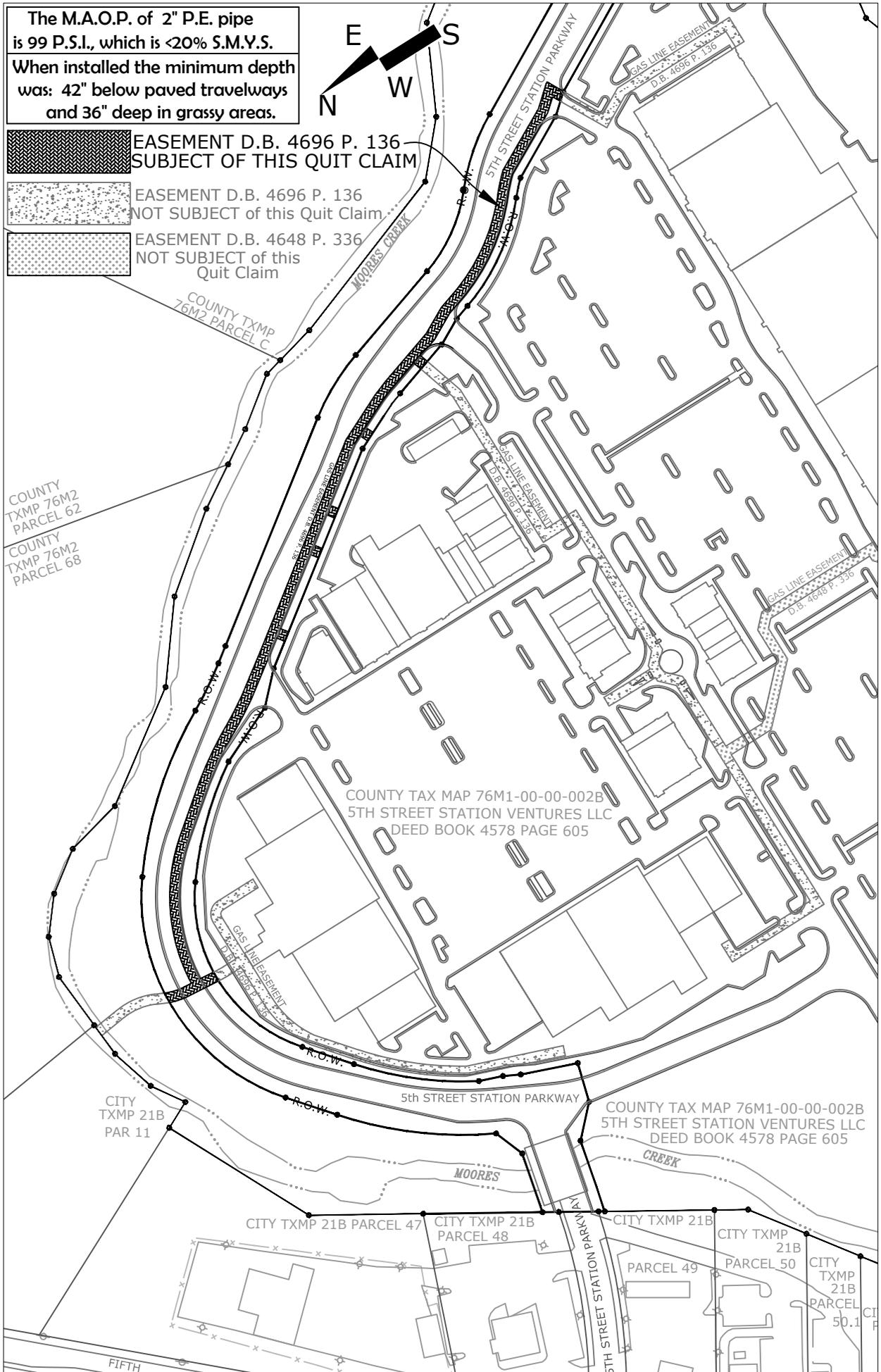
STATE OF VIRGINIA
CITY OF CHARLOTTESVILLE

I, _____, a Notary Public in and for the City of Charlottesville within the State aforesaid, do hereby certify that A. Michael Signer, Mayor of the City of Charlottesville, Virginia, and Paige Rice, its Clerk of Council, whose names are signed to the foregoing writing, bearing date of _____, 2016, have each duly acknowledged the same before me within my City and State aforesaid.

My Commission Expires: _____

Given under my hand this _____ day of _____, 2016.

Notary Public
Registration # _____



**CITY OF CHARLOTTESVILLE PUBLIC UTILITIES: GAS
 PLAT SHOWING
 AN EXISTING FIFTEEN-FOOT WIDE EASEMENT FOR NATURAL GAS FACILITIES
 LOCATED WITHIN THE ROAD RIGHTS OF WAY OF
 "FIFTH STREET STATION PARKWAY"
 EASEMENT RECORDED AT ALBEMARLE COUNTY DEED BOOK 4696 PAGE 136
 TO BE QUIT CLAIMED TO
 THE COMMONWEALTH OF VIRGINIA
 DEPARTMENT OF TRANSPORTATION
 DATE: SEPTEMBER 27, 2016 SCALE: 1" = 200'**

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	October 17, 2016
Action Required:	Yes (Public Hearing and First Reading of Ordinance)
Presenter:	Lauren Hildebrand, Director of Utilities, Public Utilities Division
Staff Contacts:	Lauren Hildebrand, Director of Utilities, Public Utilities Division
Title:	Release of Sewer Easement at 324 Oak Street

Background: In 1894 the City was granted an easement and right-of-way for installation of a sanitary sewer line across the property currently addressed as 324 Oak Street. This property was formerly part of a larger parcel that was subdivided to create a buildable lot, and the lot was acquired by Tree Houses, LLC (“Owner”). In order to build the single family house, a new sanitary sewer line had to be installed, as well as a private storm drain line. The Owner has signed a deed of easement for the new sanitary sewer line, but a certificate of occupancy for the house cannot be granted until the old sewer line easement is released.

Discussion: Attached is a plat showing the location of the easement to be released. If approved, the City Attorney’s Office will draft a quitclaim deed (substantially the same as the attached deed) to release the City’s rights in the original 1894 sewer easement. The Public Utilities Division and Neighborhood Development Services have approved the location and as-built plans for the site, and confirmed that the 1894 sewer easement is no longer needed.

Community Engagement: A public hearing is required by law to give the public an opportunity to comment on the proposed conveyance of a property interest. Notice of such public hearing was advertised in the local newspaper at least 7 days in advance of the public hearing.

Alignment with City Council’s Vision and Priority Areas: Not applicable.

Budgetary Impact: None.

Recommendation: Approve the ordinance abandoning the 1894 sewer easement.

Attachments: Proposed Ordinance; Plat; Quitclaim Deed.

**AN ORDINANCE
AUTHORIZING THE RELEASE OF
A SANITARY SEWER EASEMENT
GRANTED TO THE CITY ACROSS 324 OAK STREET**

WHEREAS, in 1894 the City acquired a permanent easement for installation of a sanitary sewer line (“1894 Sewer Easement”) across the property currently addressed as 324 Oak Street, designated on City Real Estate Tax Map 29 as Parcel 152 (“Subject Property”); and

WHEREAS, in 2015 Tree Houses, LLC acquired the Subject Property and installed a new sanitary sewer line to replace the 1894 sewer line as part of the site development, and granted the City an easement for the new sewer line; and

WHEREAS, the Director of Public Utilities and Neighborhood Development Services have reviewed the request to release the 1894 Sewer Easement after determining that the City no longer has a need for that easement; and

WHEREAS, in accordance with Virginia Code Sec. 15.2-1800(B), a public hearing was held to give the public an opportunity to comment on the release of the 1894 Sewer Easement; now, therefore,

BE IT ORDAINED by the Council of the City of Charlottesville, Virginia that the Mayor is hereby authorized to execute a Quitclaim Deed, in form approved by the City Attorney, to release the above-described sanitary sewer easement granted in 1894 to the City.

Prepared by S. Craig Brown, Esq. (VSB #19286)
City Attorney's Office, P.O. Box 911, Charlottesville, VA 22902
Tax Map Parcel 29-152

This deed is exempt from state recordation taxes imposed by Virginia Code §58.1-802 pursuant to Virginia Code §58.1-811(C)(4).

THIS QUITCLAIM DEED made this _____ day of _____, 2016, from the **CITY OF CHARLOTTESVILLE, VIRGINIA**, a municipal corporation and political subdivision of the Commonwealth of Virginia (hereinafter, the "CITY"), GRANTOR, to **TREE HOUSES, LLC**, a Virginia limited liability company, GRANTEE, whose address is 310 5th Street, S.W., Charlottesville, Virginia 22903.

WITNESSETH:

WHEREAS, GRANTEE is the owner of certain real property in the City of Charlottesville, Virginia, designated on City Real Estate Tax Map 29 as Parcel 152 (the "Property"); and

WHEREAS, by Deed of Easement dated September 29, 2016 from GRANTEE to the CITY, of record in the Charlottesville Circuit Court Clerk's Office as Instrument #2016003907, the CITY was conveyed a permanent easement and right of way (the "2016 Sewer Easement") for the construction and maintenance of sanitary sewer facilities across the Property; and

WHEREAS, the Sewer Easement replaced in part an existing sanitary sewer easement acquired by the City by instrument dated May 8, 1894, of record in the Charlottesville Circuit Court Clerk's Office in Deed Book 5, Page 125 (the "1894 Sewer Easement"), and GRANTEE has requested the City to Quitclaim and Release the 1894 Sewer Easement, which is no longer necessary for access, maintenance, or repair of the new sanitary sewer facilities; and

WHEREAS, the CITY has agreed to Quitclaim the 1894 Sewer Easement as requested by GRANTEE, after holding a public hearing, advertised in accordance with Virginia Code Sec. 15.2-1800(B), and adoption of an Ordinance by the Charlottesville City Council on _____, 2016.

WITNESSETH:

NOW, THEREFORE, in consideration of the sum of ONE DOLLAR (\$1.00), receipt of which is hereby acknowledged, the CITY does hereby RELEASE and forever QUITCLAIM all its right, title and interest in and to certain portions of the 1894 Sewer Easement, as shown on the attached plat dated July 5, 2016, revised September 9, 2016 by Roudabush, Gale & Associates, Inc.

IN WITNESS WHEREOF, the City of Charlottesville has caused this deed to be executed by its Mayor, pursuant to an Ordinance adopted by City Council on _____, 2016.

WITNESS the following signature and seal:

CITY OF CHARLOTTESVILLE, VIRGINIA

By: _____
A. Michael Signer, Mayor

COMMONWEALTH OF VIRGINIA
CITY OF CHARLOTTESVILLE

The foregoing instrument was acknowledged before me this _____ day of _____, 2016 by A. Michael Signer, Mayor, on behalf of the City of Charlottesville, Virginia.

NOTARY PUBLIC
Registration #: _____
My commission expires: _____

Approved As To Form:

S. Craig Brown, City Attorney

4TH ST

OAK STREET

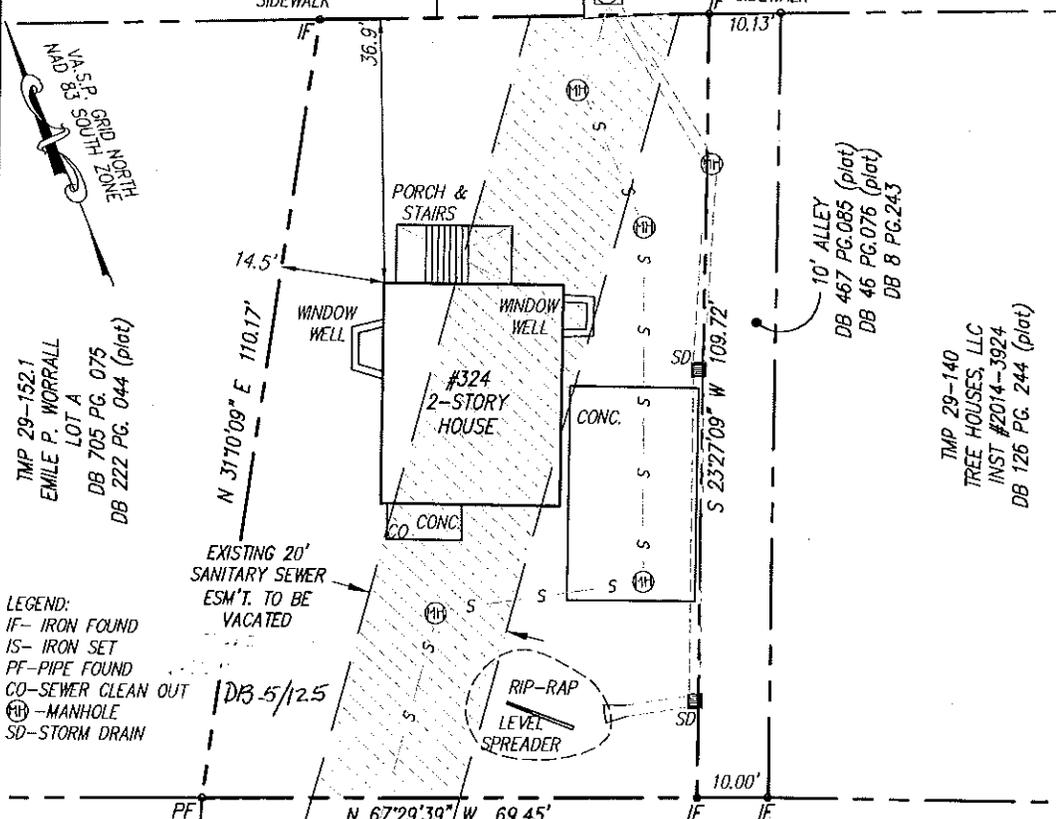
TO RIDGE STREET

SIDEWALK

SIDEWALK



S 68°19'28" E 54.67'



TMP 29-152
EMILE P. WORRALL
LOT A
DB 705 PG. 075
DB 222 PG. 044 (plat)

10' ALLEY
DB 467 PG.085 (plat)
DB 46 PG.076 (plat)
DB 8 PG.243

TMP 29-140
TREE HOUSES, LLC
INST #2014-3924
DB 126 PG. 244 (plat)

LEGEND:
IF- IRON FOUND
IS- IRON SET
PF-PIPE FOUND
CO-SEWER CLEAN OUT
⊕-MANHOLE
SD-STORM DRAIN

EXISTING 20'
SANITARY SEWER
ESM'T. TO BE
VACATED



N 31°10'09" E 110.17'
N 67°29'39" W 69.45'

TMP 29-141
CLAYTON D. & KIMBERLY D.
LAUTER
INST #2009-3335
DB 467 PG.085 (plat)



SEE NEW SANITARY SEWER EASEMENT PLAT BEING
CREATED FOR RELOCATED SANITARY SEWER,
PRESENTLY UNDER REVIEW.

ZONED: R-3
SETBACKS:
FRONT - 25'
SIDE - 10'
REAR - 25'

*(REFER TO CITY ORDINANCE FOR ALLOWANCES)

LEGAL INFORMATION:

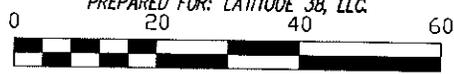
TAX MAP PARCEL 29 - 152
PRESENT OWNER: TREE HOUSES, LLC.
310 5TH STREET SW
CHARLOTTESVILLE, VA 22903

SEE INSTRUMENT# 2015-003740 FOR TITLE REFERENCE.
SEE DB 126 PG 244 FOR PLAT.

THIS IS TO CERTIFY THAT ON JUNE 14, & JUNE 30, 2016
I SURVEYED THE PROPERTY SHOWN HEREON, AND THE
BOUNDARY LINES, BUILDING WALLS AND NEW SANITARY
AND STORM SEWER STRUCTURES ARE AS SHOWN.
THIS BOUNDARY SURVEY RELIES IN PART ON A FIELD RUN
SURVEY BY THIS OFFICE IN AUGUST 2013.
THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF A
TITLE REPORT, EASEMENTS OR OTHER ENCUMBRANCES MAY
OR MAY NOT EXIST, WHICH ARE NOT SHOWN HEREON.

**PLAT TO VACATE A
PORTION OF AN EXISTING
SANITARY SEWER
EASEMENT ACROSS
TMP 29-152
LOCATED ON OAK STREET
CHARLOTTESVILLE, VIRGINIA**

PREPARED FOR: LATITUDE 38, LLC



ROUDABUSH, GALE & ASSOCIATES, INC.
ENGINEERS, SURVEYORS AND LAND PLANNERS

A PROFESSIONAL CORPORATION
SERVING VIRGINIA SINCE 1968
814 MONTICELLO ROAD - CHARLOTTESVILLE, VIRGINIA 22902
PHONE 434-977-0205 - FAX 434-296-5220 - EMAIL INFO@ROUDABUSH.COM

JULY 5, 2016
REVISED: SEPTEMBER 9, 2016
SCALE: 1" = 20'

FILE: 8546

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**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	October 17, 2016
Action Required:	Approval of Change
Presenter:	Tierra Howard, Grants Coordinator, NDS
Staff Contacts:	Tierra Howard, Grants Coordinator, NDS
Title:	National Endowment for the Arts (NEA) Our Town Grant – “Our Town” Grant – Partner Change

Background:

In January 2014, the City of Charlottesville and the Bridge Progressive Arts Initiative along with partners Piedmont Council for the Arts (PCA), the University of Virginia School of Architecture, and other community partners, applied for funding through the National Endowment for the Arts (NEA) “Our Town” grant for a project known as “Play the City”. The NEA “Our Town” grant supports creative placemaking projects that contribute to the livability of communities and place the arts at their core.

The NEA selected the City of Charlottesville as one of the 66 2014 Our Town grant winners for “Play the City”. The project received \$50,000 towards the \$200,000 project focused on activating Charlottesville’s Strategic Investment Area (SIA) through a series of workshops, public art installations, and festivals. On March 7, 2016, Council approved the appropriation of the NEA Our Town cash match of \$30,000 to contribute to the Artist-in-Residency Project and the Be Cville Project.

Discussion:

On July 11, 2016, The Bridge Progressive Arts Initiative informed City staff that the Bridge no longer had the capacity to continue to partner with the City on carrying out/completing the NEA grant project. As a result, the Bridge reimbursed the City’s match funds of \$25,000 (\$5,000 was utilized on the artist-in residency project).

The Pauselab and the Thomas Jefferson Planning District Commission (TJPDC) have come forth to serve as new partners with the City to complete the NEA grant project by August 2017. Pauselab is a fiscally sponsored program of the TJPDC. The TJPDC has a non-profit 501c3 arm, the TJPDC Corporation, which will serve as the fiscal agent. The TJPDC and the Pauselab would like to request approval from City Council to partner with the City to complete the Be Cville project. As outlined in the attached proposal, City match funds will be used to support the costs for the art projects and community engagement activities (see attachment for a detailed budget).

Alignment with Council Vision Areas and Strategic Plan:

“Play the City” aligns directly with Council’s vision for **C’ville Arts and Culture**. Expected outcomes include improved services provided to Charlottesville residents as well as enhanced local quality of life and creative economic development initiatives. The project also will help realize the following Strategic Plan objectives: *2.6. Engage in robust and context sensitive urban planning; 5.1. Respect and nourish diversity; 5.2. Build collaborative partnerships’ and 5.3. Promote community engagement.*

Community Engagement:

A large component of “Play the City” involves engaging with the residents of the SIA area through a series of workshops and resident directed art installations. “Play the City” is the first time that residents not only participate in a planning effort, but also get to see their vision realized and developed into something tangible.

Budgetary Impact:

This will have no impact on the General Fund if approved. The match funds have already been committed by Council on March 7, 2016. If not approved, the City will have to reimburse \$25,000 to NEA.

Recommendation:

Staff recommends approval of program partner change.

Alternatives:

If the partnership is not approved, the project will not be completed to meet grant requirements. As a result, the City will have to reimburse NEA \$25,000 reflecting the 1:1 match that was originally submitted in the proposal (1:1 decrease from NEA allocation).

Attachments:

The Bridge Letter
TJPDC and Pause Lab Agreement
BeCville Project Proposal
List/Update of Completed Events



July 11, 2016

Alex C. Ikefuna, Director- Neighborhood Development Services
ikefuna@charlottesville.org
P.O. Box 911 – City Hall
610 East Market Street
Charlottesville, VA 22902

Dear Alex,

It was with much excitement that The Bridge Progressive Arts Initiative was chosen to partner with the City of Charlottesville on the NEA grant. With the Play the City program, we have heard and responded to the residents that live within the SIA district for the last year and a half. That work continues with BeCville, which has been under development since early 2016. We have great momentum and partners for BeCville!

It is unfortunate however, that our final work of BeCville and it's \$25,000 funding from the NEA grant exceeds our core competencies. With that realization and with the fulfillment of the other areas of the grant, we intend to return \$25,000 to the city, per the invoice from Tierra Howard. To keep BeCville moving forward we highly suggest that it's work be transferred to the work of Matthew Slaats' new project called Pause Lab or transferred to Chip Boyles at TJPDC as the fiscal sponsor of Matthew's work. Matthew Slaats has left the staff of The Bridge PAI to pursue this project, but will continue to work from The Bridge through August, fulfilling our summer intern program and building the BeCville project. So as we continue to work together, I am happy to field any questions regarding the work.

Thank you to the work of the city to work creatively with our community in Charlottesville. Our mission "bridging diverse communities through the arts" could not be more important than in 2016 and we intend to do just that! In the meantime, it has been an honor to work with the National Endowment of the Arts and be the initial incubator of the BeCville project. I look forward to seeing it's impact on our fellow citizens.

Respectfully,

Carrie A. Worrell, Board Chair
The Bridge Progressive Arts Initiative

FISCAL SPONSORSHIP AGREEMENT

This Fiscal Sponsorship Agreement (“Agreement”) is made on October 7, 2016, by and between the TJPDC Corporation (referred to herein as “the Sponsor”) and Matthew Slaats dba “PauseLab” (referred to herein as “the Project”).

The Sponsor: The Sponsor is a nonprofit corporation, exempt from federal tax under section 501(c)(3) of the Internal Revenue Code, as amended (the “Code”). It is formed for purposes which, according to its bylaws, shall be organized and operated generally, to educate, facilitate or carry out programs or services in the areas of housing, environment, community development, transportation, workforce development, economic development, and universal design, which support the mission of the Thomas Jefferson Planning District Commission, in the City of Charlottesville and the Counties of Albemarle, Fluvanna, Greene, Louisa and Nelson, Virginia.

The Project: The Project is an unincorporated organization established in 2010 under the leadership of Matthew Slaats and has recently begun efforts in Charlottesville focused on community engagement, place-making, and design thinking. Previous efforts have consisted of developing master plans for urban waterways, a series of arts residencies to revitalize local neighborhoods, and design of publications that address community needs.

The Agreement: The Sponsor is willing to receive tax-deductible charitable contributions and non-tax-deductible contributions on behalf of the Project. The Project, with the fiscal and administrative assistance of the Sponsor, desires to use these funds to implement the Project's purposes.

By entering into this Agreement, the parties agree to the following terms and conditions:

1. **Roles of the Sponsor:**

- Serve as the grantee, grant administrator and fiscal sponsor for the Project’s developmental period prior to the Project’s receipt of its own non-profit tax status. TJPDC will maintain financial records, provide reports of such financial activity on a regular basis, and include funds for the Project’s programs in the annual independent audit. TJPDC Corporation will provide written tax receipts for donations over \$250.
- TJPDC Corporation shall have the opportunity to review and comment on all funding proposals pursued collaboratively under this MOA, and all related agreements before submission or execution.
- Provide general oversight of the Project’s activities funded through the TJPDC Corporation by conducting reviews, jointly preparing regular reports on activities, milestones and benchmarks, and other established performance measures, and presenting summary reports to the TJPDC Corporation Board.
- Provide summary financial reports and copies of any progress reports required by the funder to the Project.

2. **Roles of the Project:**

- Appoint and maintain an active Steering Committee to provide governance of the Project, to include organizational development, project applications, project development, fiscal matters and other developmental, funding and managerial matters. Provide a current list of Steering Committee members whenever the composition of the group changes.
- Enter into specific Memorandum of Understandings (MOU’s) with TJPDC Corporation for each activity or program for which TJPDC Corporation serves as the grantee.

- Pay a fee for service equal to two percent (2%) of funds managed on behalf of the Project for fiscal management and grant administration in the role of Sponsor
 - Pay for TJPDC staff providing direct work on the Project projects through TJPDC Corporation based on specific project agreements.
 - Work cooperatively with TJPDC Corporation on grant proposals, and provide narrative, data, and information for those proposals for review and approval by the TJPDC Corporation Board prior to submittal.
 - Secure appropriate and adequate insurance prior to commencing services to cover any liability incurred by the Directors and Officers and volunteers. Provide a certificate of insurance to TJPDC Corporation prior to providing direct services.
 - Provide information on activities and accomplishments funded through TJPDC Corporation grants or related to grant-funded projects for inclusion in reports presented for review by the TJPDC Corporation Board.
 - Include a representative of TJPDC Corporation in the decision-making process for the procurement of goods or services. Review and approve all invoices in accordance with applicable grants and/or other financial requirements prior to submitting them to TJPDC Corporation for payment.
3. **Receipt of Funds**: The Sponsor agrees to receive contributions and gifts, including but not limited to grant funding if awarded, to be used for the Project, and to distribute those funds on behalf of and as directed by the Project.
 4. **Reporting Charitable Donations**: The Sponsor agrees that all contributions it receives for the Project will be reported as contributions to the Sponsor as required by law. The Sponsor agrees to notify the Project of any change in its tax-exempt status.
 5. **Protection of Tax-Exempt Status**: The Project agrees not to use funds in any way that would jeopardize the tax-exempt status of the Sponsor. The Project agrees to immediately comply with any written request by the Sponsor that it cease activities which, in Sponsor's sole opinion, might jeopardize the Sponsor's tax status, and further agrees that the Sponsor may suspend its obligation to make funds available or terminate this Agreement in the event that the Project fails to comply with any such request. Any changes in the purpose for which contributions are used must be approved in writing by the Sponsor before implementation. The Sponsor retains the right, if the Project breaches this Agreement, or if the Project jeopardizes the Sponsor's legal or tax status, to immediately return funds to the Project or the donor, or to withhold the funds.
 6. **Use of Funds**: The Sponsor also authorizes the Project to make expenditures, which do not exceed total contributions for the Project, on its behalf for use in the Project. The Project agrees to use any and all funds received from the Sponsor solely for legitimate expenses of the Project and to account fully to the Sponsor for the disbursement of these funds. The Sponsor will pay for the Project's direct expenses, such as contractual obligations and grant expenses, out of contributions received on behalf of the Project. No Project staff will be employed by the Sponsor or the Sponsor's administrative partner, the Thomas Jefferson Planning District Commission.
 7. **Financial Accounting and Reporting**: The Sponsor will maintain books and financial records for the Project in accordance with generally accepted accounting principles. The Project's revenue and expenses shall be separately recorded in the books of the Sponsor. The Sponsor will provide the Project with reports reflecting revenue and expenses to the Project on a monthly basis. The Sponsor

will also provide the Project with an annual report, within three months following the end of the fiscal year of the Sponsor. TJPDC Corporation's fiscal year ends on June 30.

8. **Sponsor Supervision, Control and Governance**: The Project will provide the Sponsor with copies of all grant applications, recommendations regarding grant awards and other documentation reasonably required by the Sponsor to enable it to fulfill its obligations as a fiscal sponsor. Authority to manage the programmatic activities of the Project is delegated to the Project's Steering Committee, subject at all times to the ultimate direction and control of the Sponsor's Board of Directors.
9. **Fundraising**: The Project may solicit contributions that are earmarked for the activities of the Project. The Sponsor shall be responsible for the processing and acknowledgment of all monies received for the Project, which shall be reported as the income of the Sponsor for both tax purposes and for purposes of the Sponsor's financial statements. The Sponsor's Executive Director must co-sign all original letters of inquiry.
10. **Grants**: The Project may also solicit grants on behalf of the Sponsor that are earmarked for the activities of the Project. The Project's sources of funding for grants and the text of the Project's grant applications are subject to approval by the Sponsor. The Sponsor's Executive Director must approve all grant applications or proposals intended to be subject to this agreement. All grant agreements, pledges, or other commitments with funding sources to support the Project shall be executed by the Sponsor. The Sponsor must be copied, via its Executive Director, at least one week in advance on all report submissions. Advance approval by the Sponsor is required for any application for government or public agency grants. As with other fundraising, the Sponsor shall be responsible for the processing and acknowledgment of all grant monies received for the Project, which shall be reported as the income of the Sponsor for both tax purposes and for purposes of the Sponsor's financial statements.
11. **Managerial Support** In addition to serving as fiscal sponsor for the Project, the Sponsor will provide managerial support to the Project. Other than managerial and fiscal support, no administrative support shall be provided to the Project.
12. **Communications and Brand Identity**: The Project agrees to use the letterhead and other brand identity items provided by the Sponsor. The Project shall not create new logos, signs, or other marks, or grant others the right to use such logos, signs or other marks, without the approval of the Sponsor.
13. **Term of Agreement/Renewal**: This Agreement will remain in force until June 30, 2017 or until terminated with 30 days' written notice by either the Sponsor or the Project, whichever date is sooner. This agreement may be amended or renewed in writing, signed by both parties.
14. **Termination**: Either party may terminate this Agreement by giving 30 days' written notice to the other party. The foregoing notwithstanding, if the Sponsor reasonably determines that its continued fiscal sponsorship of the Project may jeopardize the Sponsor's tax-exempt status, the Sponsor may terminate this Agreement immediately upon notice to the Project.
15. **Successor Sponsor**: If the Project will continue to exist but Sponsor terminates the Sponsor's fiscal sponsorship of the Project, the Project may identify another nonprofit corporation that is tax-exempt under IRC Section 501(c)(3), is not classified as a private foundation under Section 509(a), and that is willing and able to sponsor the Project (the "Successor"). If a Successor is found, the balance of assets held by the Sponsor for the Project, together with any other assets held or liabilities incurred by the Sponsor in connection with the Project, shall be transferred to the Successor as soon as

administratively practicable, subject to the approval of any third parties (including funding sources) that may be required. If the Project has formed a new organization qualified to be a Successor as set forth in this Paragraph, such organization shall be eligible to receive all such assets and liabilities so long as such organization has received a determination letter from the Internal Revenue Service which states the new organization is exempt from federal tax under section 501(c)(3) of the Internal Revenue Code. If no Successor is found, the Sponsor may allocate the Project's assets and liabilities in any manner consistent with applicable tax and charitable trust laws and other obligations.

16. **Employment:** Unless otherwise agreed, and subject to the terms and conditions of any Employment Agreement, all personnel to be compensated for working at the Project shall be contractors by agreement of the Project.
17. **Waiver and Acknowledgment:** The Project acknowledges that the Sponsor will devote such time to management of the Project's funds and to general supervision of the Project as it sees fit and in its sole discretion. The Project hereby waives and releases the Sponsor from any and all claims, loss, damage, liability and expense, including without limitation attorney's fees and costs (collectively "Claims"), known or unknown, arising out of or in any way related to the Project, except damages arising solely from the Sponsor's gross negligence or willful misconduct.
18. **Severability:** Each provision of this Agreement shall be separately enforceable, and the invalidity of one provision shall not affect the validity or enforceability of any other provision. This Agreement shall be interpreted and construed in accordance with the laws of the State of Virginia.
19. **Entire Agreement:** This Agreement constitutes the only agreement, and supersedes all prior agreements and understandings, both written and oral, among the parties with respect to the subject matter hereof. This Agreement may not be amended or modified, except in a writing signed by all parties to this Agreement.
20. **Nature of Relationship:** This is a relationship between parties as contractors. This agreement does not create a partnership or joint venture.

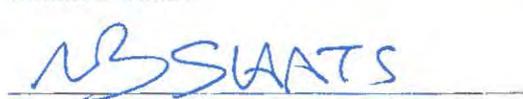
By signing below, both parties agree to execute this Agreement on the day and year first written above.

TJPDC Corporation (Sponsor)
Billie Campbell, Executive Director


Signature

Date: 10/7/2016

Matthew Slaats dba "PauseLab" (Project)
Matthew Slaats


Signature

Date: 10/6/2016



BeCville

Project Description

Focused on Charlottesville's Strategic Investment Area (SIA), BeCville allows local residents living the neighborhood to decide how \$15,000 will be spent on arts projects and programs in 2016/2017. It does this by listening to the needs of local residents, inviting artists/residents to respond with proposals for creative projects that activate the neighborhood, and then allowing residents to have a direct voice in deciding which projects get funded through a democratic voting process. BeCville engages residents in a candid discussion about the needs of our local neighborhoods and then make informed decisions about how to allocate resources for public art projects that address those needs.

Goals - As Defined in the Original NEA Grant

1. Build trust and relationships within the community.
2. Amplify the voices of and empower SIA residents to take an active role in planned SIA developments.
3. Activate public space in ways that are meaningful to residents.
4. Bring awareness to resources so that residents can gain greater knowledge of their community.
5. Increase access to arts and culture for broader audiences.
6. Foster a sense of place and neighborhood identity in concert with SIA residents.

Metrics

- Community Participation - Tracking those submitting ideas and voting
- Events - Documenting events hosted/attended and those involved
- Interactions - Residents, City Officials, and City Staff
- Economic Impact - Financial impact on artists and local businesses
- Workforce Development - Professional development of artists
- Social Connectedness

Timeline - Brief (See Appendix A for full timeline)

Spring 2016 - Project Planning and Metrics

Summer 2016 - Steering Committee, Community Engagement and Surveying

Fall 2016 - Project Implementation - Community idea collection/Review

Winter 2017 - Artist Proposals Development/Collection/Review

Spring 2017 - Community Engagement/Voting on Projects

Summer 2017 - Project Implementation and Post Survey



Report to Charlottesville City Council

Partnerships - Established and Evolving

TJPDC Corporation - Fiscal and Advisory
Residents living in Belmont and Ridge Street
Neighborhood Associations - Belmont Carlton and Ridge Street
IX Art Park
Computers4Kids
Social Entrepreneurship at UVA
Public Housing Association of Residents
Churches - Sojourners, Mt. Zion
UVA Sustainability
Charlottesville Housing and Redevelopment Authority
Piedmont Housing Authority
Look3 Festival of the Photograph
Local Businesses
Charlottesville City Schools - Clark Elementary, Jackson-Via Elementary, CHS

Funding

As a part of the original NEA grant agreement, The City of Charlottesville provided \$30000 in matching funding for the project. \$5000 of this was spent earlier in the year to support artist Jen Tidwell and the NO Wake project, a community artist partnership. The remaining \$25000 will be used to support BeCville, supporting a year long community engagement process and the creation of public art.

More specifics about how the funding will be used can be seen in the attached budget - Appendix B

Steering Committee Members

Deborah Bansmeyer – Ridge St.
Darrick Brown – Business Owner
Donna Carty – 6th St.
Shymora Cooper – Elliot St.
Holly Edwards – 6th St.
Stephen Johnson – Ridge St.
Vaiana Morgan – Belmont / Teen
Patrick O’Shea – Ridge St. / Teen
Megan Renfro – Belmont
Emma Terry – Belmont



Metrics

Short-term

The Be-Cville will demonstrate the impact of using a participatory processes to fund the arts in Charlottesville by **building relationships within the community, activate public space in ways that are meaningful to residents, increase access to arts and culture for broader audiences, and creating beauty in our neighborhoods through the arts.**

The success in the first year of BeCville will be measured by documenting the following :

- # of people attending BeCville events
- % of SIA participating
- # of businesses participating in BeCville
- # of ideas submitted
- # of proposals received
- # of votes received
- % of SIA voting

A pre- and post- survey of resident attitudes, taking place in the summer of 2016 and 2017, will allow a comparison of the effect of participatory processes on resident engagement and perceptions of their neighborhood.

At each event, a simple card will be distributed to participants collecting feedback and contact information, as well as if this is their first time taking part in BeCville or not. This allows the total number of residents that participated in BeCville to be tracked over time.

The survey, administered using multi-stage cluster sampling, will collect simple demographic statistics on gender, race, and income, and collect information on the following questions, inspired by the National Citizen Survey:

Long-term

BeCville seeks to **activate economic activity using the arts and improve community participation.** Long-term data on voter participation in local elections will demonstrate the effect of the participatory process on community participation. As for economic impact, BeCville will initially interview our business partners to gauge their experience and then connect with them once again upon completion to understand the impact of the project.



Metrics Breakdown by Timeline

PRE-ASSESSMENT - Summer 2016

Survey - Distribute and Collect Surveys that will provide a baseline for perceptions about the SIA neighborhood, residents civic participation, and creative skills

IDEA COLLECTION - September/October 2016

Description - Collect as many ideas from the community about improvements that can be made in the SIA. Ideas should be tangible and as specific as possible.

Goals - board community participation, collect as many responses as possible, engage biz/orgs

Audience - Primary - SIA resident, Public Housing Broader - entire city

Metrics/Eval

- -where, what <- responses
- -attendance
- -newsletter #
- -track location
- -participation survey: high/lo, 2-3 ?'s, incite question

REVIEW - November/December 2016

Description - Once all the ideas have been gathered, The Bridge will tell the community what we heard.

Goal - Get further feedback from the community, make sure what we heard resonated, show stats

Audience - SIA residents

Metrics

- compare SIA/to ideas, bass line
- # of meetings
- attendance



PROPOSALS - ARTISTS - December 2016 - February 2017

Description - Work with artists and residents to submit proposals

Goals - Build relationships with artistic community, explain project

Audience - local and regional artist (need to reach out beyond cville)

Metrics:

- # artists: where (neighborhood or not), diversity
- # proposals
- # hits online/shares
- popularity, alignment w/ ideas

VOTING - April/May

Description - Distribute ballots and engage residents to vote for the projects they would like to see implemented

Goals - Participation

Audience - SIA residents/City

Metrics:

- # responses
- review of voters for projects
- code areas on hangers/ballot
- comparison with idea collection

POST-ASSESSMENT - Summer 2016

Survey - Distribute and Collect surveys that will provide a baseline for perceptions about the SIA neighborhood, residents civic participation, and creative skills



Report to Charlottesville City Council

Appendix 1 - Timeline



Report to Charlottesville City Council

SUMMER 2016

Steering Committee - Assemble and Create Rulebook

Survey - Do a sampling survey of the neighborhood targeting various sections.

IDEA COLLECTION - September/October 2016

Description - Collect ideas from the community about improvements that can be made in the neighborhood. Ideas should be tangible and as specific as possible.

Goals - Broad community participation, collect as many responses as possible, engage biz/orgs

Audience - Primary - SIA resident, Public Housing Broader - Entire city

Important Questions -

How do we prepare people for being able to think about ideas for improving their neighborhood?

How do we create a space for people to feel comfortable and build trust?

How are we getting residents involved in the project?

Events -

- Kick Off Event - Cville Galaxy - Cardboard Sculpture - September 10th
- Cookout at Steering Committee/CRHA/PHA/Etc
- Show up at other partner events

Engagement - Door Hangers, Response Cards, Posters, Banners, T-shirts

Collection - Boxes placed at businesses and Online

Marketing - Social Media, TV, Newspaper, Radio

Volunteers - Madison House, General Public - 20+



Report to Charlottesville City Council

REVIEW - November - December 2016

Description - Once all the ideas have been gathered, engage the community about what was heard via a newspaper and art installations.

Goal - Get further feedback from the community, make sure what we heard resonated, show statistics

Audience - SIA residents

Important Questions -

How do we keep people involved?

How do we get people excited about these ideas and sharing them with others?

To Do -

- Gather and Organize responses in DB
- Review all the responses with Steering Committee

Marketing/Communicate Results

- TV/newspaper
- Social Media
- Meet once again with community groups
- Buses and Bus Stops

Event - Press event

Engagement

- Community Newspaper - Designer
- Installs - Chalk wall paintings - What we heard
- Present info at various meetings



Report to Charlottesville City Council

PROPOSALS - ARTISTS - January - March 2017

Description - Work with artists and residents to develop proposals (including description, budget, and feasibility)

Goals - Build relationships with artistic community and further explain project artistic sector

Audience - Local/Regional artist and residents

Important Questions -

How do we keep community engaged and excited?

How does the project incentivise artists/designers to participate?

To Do

- Meet with various artist and resident groups to present project and ask to submit proposals
- Organize - Artist Proposal workshop
- Develop - Proposal Form and FAQ guidelines

Printing - Posters - newsletter/social media

Marketing - Social Media, Newsletter, and emails

Steering committee review - March 2017

VOTING - April/May

Description - Distribute ballots and engage residents in voting for the projects they would like to see implemented

Goals - Participation

Audience - Primary - SIA residents - Secondary - City/State

Events - Artist Pitch Night/Voting Kick off, Final Results Celebration, Go to various meetings

Marketing - online presentation, Social Media, TV/Newspaper, Posters/Banners

Printing/Supplies - Boxes, Ballots, Community Newspaper with Proposals



Report to Charlottesville City Council

IMPLEMENTATION - June - Dec 2017

Description - Artists will implement their projects

Goals - Increased vibrancy of neighborhood

To Do:

- Artist Contracts
- Partner agreements
- Pay Artists (half and half)
- Follow Projects as they develop - Artist/Community interviews/blog

Survey

Re-implement survey from 2016 and compare results



Report to Charlottesville City Council

Appendix B - Budget

(All City funding will support the highlighted sections)

Expenses					
Category	Expense	Detail	Cost	Total/Category	City Support
Admin/Personnel					
	Project Director	\$50,000/yr @ 20%	\$10,000.00		
	Project Coordinator	\$25,000/yr @ 20%	\$5,000.00		
	Interns	2 @ \$2000	\$4,000.00		
	Volunteer Coordinator	1 @ \$2000	\$2,000.00		
				\$21,000.00	
Public Art					
	Projects	3 @ \$5000	\$15,000.00		
				\$15,000.00	\$15,000.00
Community Engagement/Idea Collection					
	Kick Off Event	1 @ \$5000	\$5,000.00		
	Community BBQs	8 @ \$250	\$2,000.00		\$2,000.00
	Printing	Idea Cards (5000 @ \$.10)	\$500.00		\$500.00
		Door Hangers (5000 @ \$.10)	\$500.00		\$500.00
		11x17 Posters (100@ \$2)	\$200.00		\$200.00
		T-Shirts (200@\$7/shirt)	\$1,400.00		
		Banners (2 @ \$100)	\$200.00		\$200.00
		Newspaper (1000 @ \$1.50)	\$1,500.00		\$1,500.00
	Collection Boxes	20 @ \$5/box	\$100.00		\$100.00
	Temporary Art Installations	3 @ \$500	\$1,500.00		\$1,500.00
	Marketing	Radio, Print, Online, Video	\$1,500.00		
	Documentation	Video and Photo	\$500.00		
	Graphic Design	20 hours @ \$25/hr	\$500.00		
	Assessment	20 hours @ \$15/hr	\$300.00		
Total				\$15,700.00	\$6,500.00
Proposal Development					
	Workshops	4 @ \$250	\$1,000.00		
	Printing	Posters (100 @ \$1)	\$100.00		
		Newspaper	\$1,500.00		
	Marketing	Radio, Print, Online	\$500.00		
	Assessment	20 hours @ \$15/hr	\$300.00		
				\$3,400.00	
Voting					

Expenses					
Category	Expense	Detail	Cost	Total/Category	City Support
	Events (Pitch/Announcement)	1 @ \$1000	\$1,000.00		\$1,000.00
	Printing	Door Hangers (5000 @ \$.10)	\$500.00		\$500.00
		11x17 Posters (200 @ \$1)	\$200.00		\$200.00
		Banners (3 @ \$100)	\$300.00		\$300.00
		Newspaper (1000 @ \$1.50)	\$1,500.00		\$1,500.00
	Marketing	Radio, Print, Online, Video	\$1,500.00		
	Documentation	Video and Photo	\$500.00		
	Assessment	20 hours @ \$15/hr	\$300.00		
				\$5,800.00	\$3,500.00
Other					
	Steering Committee		\$1,000		
	PBP Consulting Fee		\$1,000		
	Office Supplies		\$1,500.00		
	Insurance		\$500.00		
	Training and Travel		\$1,200.00		
	Survey (Pre/Post)		\$2,500.00		
				\$7,700.00	
			Total	\$68,600.00	\$25,000.00

Income	
Details	
City	25000
CACF	10000
Enterprise Community Partners	5000
Donors	10000
Grants	15000
Earned	3600
Total Income	68600

List of NEA “Our Town” events/projects that have been completed since March 2016:

No Wake - March/April

Jennifer Tidwell - Residency

15 performances - with over 800 people in attendance

8 workshops - with over 200 elementary and middle school kids

35 artists involved in the project

Ruddy Roye - When Living is a Protest - June

In partnership with Look3 Festival of the Photograph

Exhibition - 300 people

Workshops - Worked with 60 students at 6th St. and the Boys and Girls Club to document their city through photography

Waterwise Mural - June

Mural painted on 6th St

Partnered with Dan Frisbee, 6th St kids, Thomas Jefferson Soil and Water Conservation, Aaron Eichorst, and the Center for Urban Habitats

Pollocks Branch Walkable Watershed event - July

Partnered with Dan Frisbee and others to engage residents at 1st St. about the watershed

Created a series of temporary storm drain murals with 20 local children.

BeCville - Survey - July/August

Working with CAYIP interns and UVA interns, we developed survey and interviewed residents living in the SIA

BeCville Kick off Event - Cville Galaxy - September

In partnership with the IX Art Park, the TJPDC, local youth, and artists, we built a 10' by 30' cardboard rocket to dream about the future of our local neighborhoods.

Event took place in partnership with the WTJU concert series.

Project was supported through a grant from Enterprise Community Partners.

40 people participated and had over 800 in attendance for the unveiling.

BeCville - Idea Collection - September - November

Idea Cards and Door Hangers distributed to neighborhood to collect ideas

20 Businesses and Organization

2000 door hangers

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date: October 17, 2016

Action Required: Provide Direction

Presenter: Chris Engel, CEcD, Director of Economic Development

Staff Contacts: Chris Engel, CEcD, Director of Economic Development
Jason Ness, Business Development Manager

Title: **Technology Zone Reauthorization Discussion**

Background & Discussion: In 2001, the City of Charlottesville, through the Office of Economic Development (OED), created a citywide Technology Zone. The purposes of the Technology Zone were to broaden the City's commercial tax base and encourage growth in technology related businesses that produce high-paying technology-based jobs for community residents. At the time, Charlottesville was one of only a few jurisdictions to create such a zone, and the only to designate the entire city. As of September 2016, there are 39 designated technology zones in Virginia.

The Charlottesville technology zone ordinance allows qualifying businesses a reduction in their Business Professional and Occupational License or BPOL tax. The state code permits a maximum of 10 years of eligibility for this type of incentive but allows each locality to determine the period of eligibility. Upon the first reauthorization in 2006, the ordinance was amended to limit eligibility to 3 years for qualifying businesses. In 2011, the second reauthorization extended the limit of eligibility to 5 years for qualifying business. The ordinance expires December 31, 2016 unless reauthorized.

On average, 78 qualified firms have applied for and received credits during each of the past 16 years. While the benefit per company varies widely based on revenues, the current average credit received is \$2,400 per year. The program is promoted by the Office of Economic Development and administered by the Commissioner of Revenue's office. According to data compiled by the Commissioner of Revenue, business credits have steadily increased since the ordinance was first passed. This would indicate businesses have utilized the credit to maximize resources to grow sales, a direct indicator of the BPOL tax.

The Technology Zone has been an excellent way for the City to signal its commitment to be an attractive location for start-ups and growing technology businesses that have a minimal impact on the environment while having a significant positive impact on the economy.

A fact sheet outlining the history and impact of the Charlottesville zone including survey results and testimonials from participants is included as an attachment to this memo.

In anticipation of the upcoming sunset of the current ordinance, the Mayor's Advisory Council on Innovation and Technology has been discussing the Technology Zone. At the September meeting, the Fredericksburg, Virginia Technology Zone model was discussed as a possible option for the City of Charlottesville. The City of Fredericksburg's Technology Zone was created in 2007. The Technology Zone boundaries and qualifications were modified in 2010 and 2011. Currently, there are five distinct Technology Zone boundaries in Fredericksburg, comprising 1.4 square miles or about 13% of the City. A business can qualify for the Fredericksburg program in two ways: 1) a relocating business must create ten new jobs or make a capital investment of at least \$250,000; or 2) an existing technology business must add five new jobs or make a new capital investment of at least \$100,000.

Technology businesses that meet the above criteria will then enter a performance agreement with the City. The grants are based on tax revenue generated and offer a BPOL reduction of up to 100% in years 1-3 and up to a 50% reduction in years 4-5. Businesses are also eligible for a reduction in the Business Machinery and Tools tax, up to 100% in years 1-3 and up to 50% in years 4-5, and a reduction in Business Personal Property tax, up to 30% in years 1-2, up to 50% in years 3-4, and up to 70% in year 5.

Fredericksburg has the additional benefit of the entire City limits being designated as a HUBZone. A historically underutilized business zone (HUBZone) is a federal designation to certain areas, showing signs of continued economic distress. The goal of the HUBZone program is to create business and jobs in these areas. HUBZone-certified businesses gain preferential access to federal procurement opportunities.

According to Fredericksburg's Director of Economic Development and Tourism, there are four active companies that are currently in the Fredericksburg Technology Zone program, receiving an estimated \$77,000/year combined. All four of these companies specialize in federal government contracting, utilizing the Fredericksburg HUBZone designation, combined with the Technology Zone.

Fredericksburg is located on the I-95 corridor, 60 miles north of Richmond and 50 miles south of Washington, D.C. The City is surrounded by two Counties: Stafford and Spotsylvania. Fredericksburg is also located within the DC-VA-MD-WV Metropolitan Statistical Area (MSA), the sixth largest MSA in the Country with six million residents. There are eight localities in this large MSA, including Spotsylvania and Stafford, which offer Technology Zones. By comparison, the Charlottesville MSA is ranked as the 196th largest MSA with 230,000 residents and there are not any other localities within the Charlottesville MSA offering Technology Zones.

Technology Zones, by design, are created to enhance business opportunities in the individual locality. The City of Charlottesville Technology Zone criteria were designed to engage all levels of business, but particularly the start-up and growth phases, and promote the City as a place for technology-related businesses. It is important to note that the Technology Zone incentive is just one program that OED uses to promote the City as a business friendly location. Other major tools include:

- **Performance Agreements** - the City has entered into performance agreements with businesses that make significant capital investment and create a large number of jobs with above average wages. The incentive consists of a grant equal to a portion of the incremental increase in real estate taxes generated by the project following completion.

These are used on a limited basis and are individually reviewed and approved by the City Council.

- **Virginia Jobs Investment Program (VJIP) & City Match** – this state program assists eligible businesses projecting to make a \$125,000 capital investment and create at least five new positions during a three year period. With the City Match, benefits are doubled for rapidly growing businesses located in the City. Since 2013, the OED has enrolled 11 city-based businesses in this program. The nine currently active businesses project to hire 284 new positions, create nearly \$20 million in payroll and invest \$8.5 million in new capital investment. Since the Match Program was created, 88% of enrolled businesses have expanded operations within the City and 184 jobs have been created, averaging an hourly rate of \$31.97.

Community Engagement: A survey was sent to businesses that had received the Technology Zone credit and the survey was distributed through the Charlottesville Business Innovation Council email listserv. Also, staff presented Technology Zone information at the Mayor’s Advisory Council on Innovation and Technology.

Alignment with City Council’s Vision and Priority Areas: This agenda item aligns with Council’s vision for Economic Sustainability. It also addresses one of the goals in the City’s Strategic Plan that were recently adopted by Council: Goal 3: Have a Strong, Diversified Economy.

Budgetary Impact: This program impacts the general fund. Over the past ten years the credits have resulted in an average reduction of \$75,000 in revenue to the Business Professional and Occupational License. Total BPOL revenue generally ranges from \$6.7-\$7.1 million annually.

Recommendation: Before providing a formal recommendation and bringing this item to council for action, staff would like to receive direction from the council. There are essentially four options at this point:

1. Reauthorize a similar ordinance, to preserve remaining eligibility for existing businesses, with enhancements such as additional incentives for specific targeted areas (e.g. the Strategic Investment Area).
2. Reauthorize the ordinance as is with no changes for another term of five years.
3. Do nothing and let the ordinance expire on December 31, 2016. Any remaining years of eligibility for qualifying businesses would be lost.
4. Create a new ordinance under the state enabling legislation guidelines for technology zones using different criteria and different incentives for qualifying businesses. Any remaining years of eligibility under the current ordinance for qualifying businesses would be lost.

Attachments: Charlottesville Technology Zone Fact Sheet

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City of Charlottesville

TECHNOLOGY ZONE

PROGRAM BACKGROUND

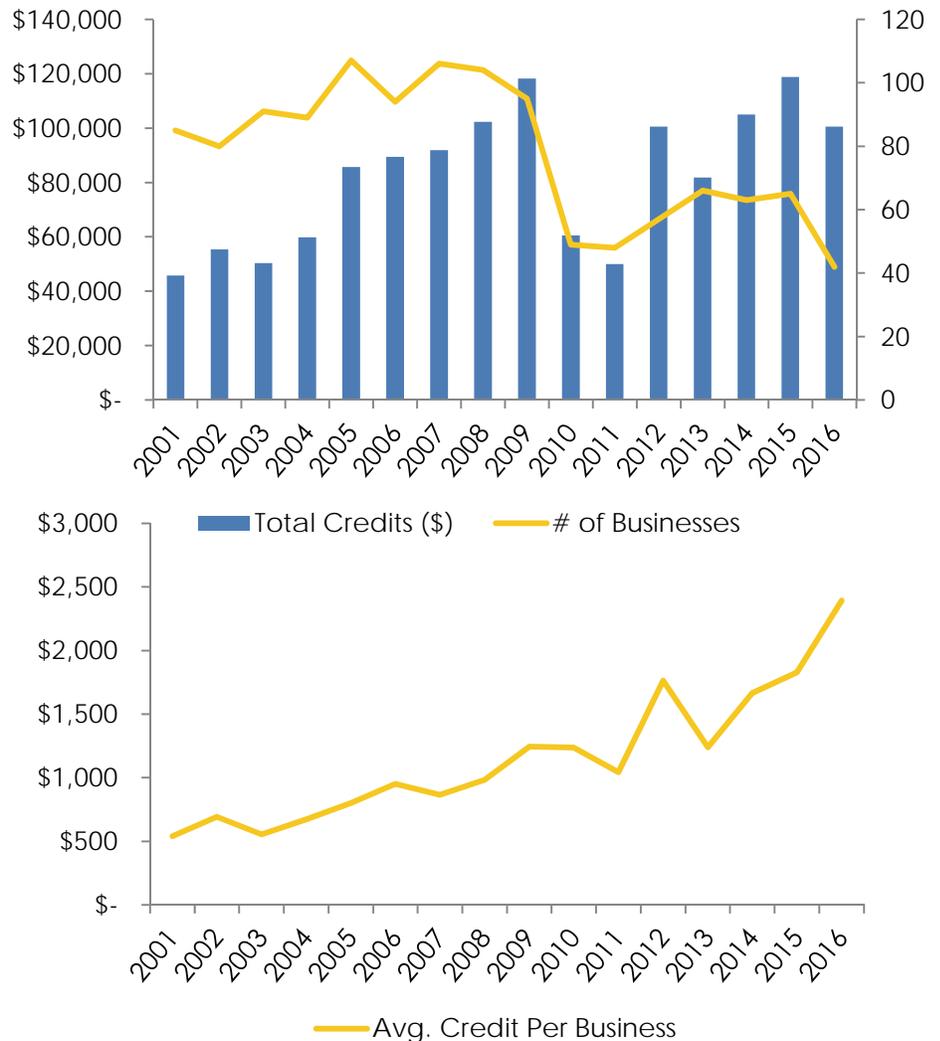
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PROGRAM IMPACT

On average, 78 qualified firms have applied for and received credits during the past 16 years. These companies have received an average credit of \$1,154 per year. The program is promoted by the Office of Economic Development and administered by the Commissioner of Revenue's office.

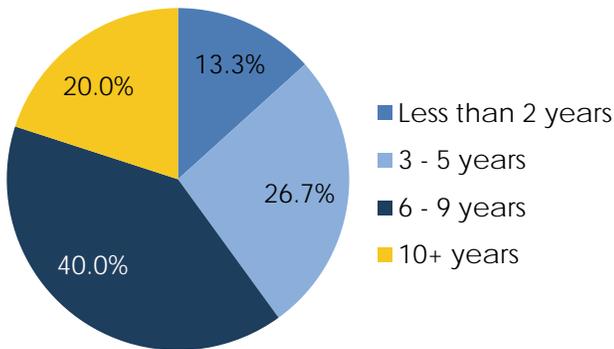
The Technology Zone continues to be an excellent way for Charlottesville to market itself as an attractive location for entrepreneurs, technology start-ups and medium sized businesses that have a minimal impact on the environment, while having a significant positive impact on the economy.



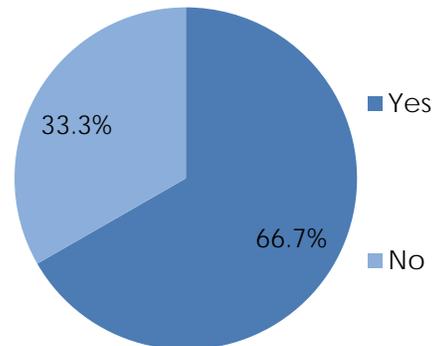
City of Charlottesville TECHNOLOGY ZONE

In 2016, the OED surveyed City businesses that had utilized the Technology Zone program to understand the effect of this incentive. Overwhelmingly, business owners stated the incentive had a positive impact on their business and all respondents felt the incentive should be reauthorized. Below are survey highlights:

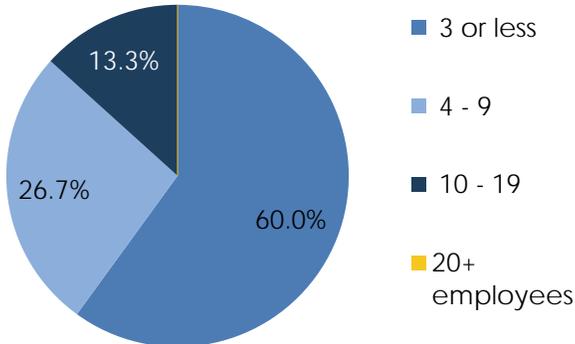
Charlottesville



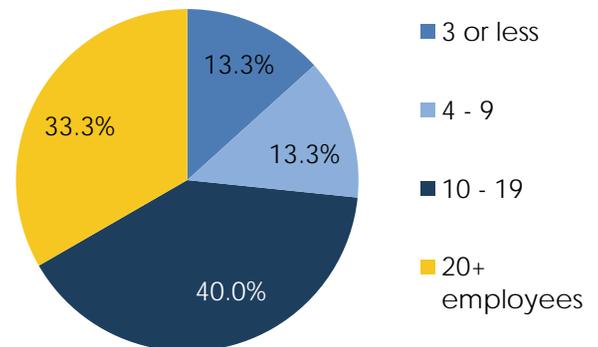
Was The Incentive Influential to Base Your Company in Charlottesville?



of Employees During 1st Year of Receiving the Incentive



of Employees During Last Year of Receiving the Incentive



Respondents Comments about the Technology Zone:

"Cash is critical to success in a startup when cash is always very limited. Tax relief is a big help until the startup can get established. While the cash help is important, the fact that the City understands and cares about startups, and offers tangible support, sends a powerful message to prospective employers that C'ville is a place to locate or to stay."

"It should be permanent. Otherwise companies will leave eventually."

"We've recently relocated to the city from the county and more than doubled our staff based here. Incentives such as this one, as well as the overall growth and health of the technology sector in Charlottesville, are critical to us."

"For a technology startup with scarce resources, the technology credit signals to the tech community that the City supports technology companies. I sincerely hope it is reauthorized."

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	October 17, 2016
Action Required:	Report
Presenter:	Alex Ikefuna, NDS Director Lance Stewart, Public Works
Staff Contacts:	Patricia Carrington, Property Maintenance Code Official
Title:	Major Snow Storm Responses, Ordinance

Background:

In response to an apparent increase in the severity and frequency of major winter storms, citizens and members of Council expressed interest in alternatives to the existing City Code ordinance defining the responsibility of property owners for removal of snow from sidewalks, and in exploring improvements in service to return City streets to a passable and safe condition more quickly.

Ordinance –

On October 4, 2010, City Code section 28-25 (Removal of snow, sleet and ice from sidewalks) and Section 28-26 (Deposit of ice and snow on public rights-of-way) were amended to decriminalize non-compliance with code and transferred enforcement responsibility to the Neighborhood Development Services (NDS) department. These codes were given to the Property Maintenance (PM) division of NDS to enforce. The PM division is currently staffed by two Property Maintenance Inspectors and the Property Maintenance Code Official. Also included in this code amendment was an extension of the minimum time after the end of a winter weather event sidewalks are required to be cleared, from 12 hours to the current 24 hours.

Snow Removal Service Improvements –

Following a major winter storm, the community's expectation is that all transportation facilities be returned to first a navigable, then a fully passable condition within a reasonable period of time. Emergency responders must be able to provide service without significant delays. Public schools must be opened as soon as can be safely achieved, requiring that streets, street crossings and sidewalks be cleared. Public Works seeks to optimize conditions during and after a snow or ice event to ensure the safest conditions practicable for motorists, pedestrians and bicyclists.

Discussion:

Ordinance –

The City Manager designates the ‘end of snowfall’ and PM inspectors begin enforcement 24 hours after the announcement. After a snowfall, the 3 inspectors are tasked with the inspection of 130 miles of city sidewalks within 24 hours. Because we do not have enough inspectors to cover the entire City at one time, we have developed a priority system of areas where we will move from one day to the next if necessary. The first priority is the Downtown and areas surrounding the Downtown and West Main Street, with the second priority being the Elementary Schools, then the Middle and High Schools and then the rest of the City.

Warning notices are posted on doors of properties that are in violation which gives an additional 24 hours to abate. If not completed by the owner within 24 hours after posting, the PM inspectors utilize the services of an “On-Call Handyman Services” contractor to abate and the owner is invoiced for reimbursement of city abatement cost. The current contractor charges \$24.38/hour for abatement. This does not include the \$75.00 Administrative Fee that is imposed on the accumulation of garbage and overgrowth of weeds city code violations that are enforced by Property Maintenance.

In response to citizen concerns following last winter’s major snow storm, the City Council requested that staff evaluate tiered system alternatives used in other cities. Staff evaluated Cities of Falls Church and Alexandria, and Arlington County, all in Virginia. The summary of the findings is attached.

Snow Removal Service Improvements –

Included with this document is a memorandum which outlines the challenges of winter storm responses, and recommendations to improve service during and following major winter storms. Of these, the benefits and drawbacks of the following potential service improvements may be considered:

- Outsourcing select services to speed response, including clearing of “dead end routes”, major auxiliary routes, and marked crosswalks.
- Designation of select streets with bicycle lanes as Snow Emergency Routes
- The potential benefits and drawbacks of the establishment of School Bus Snow Emergency Routes
- Prioritization of clearing of pedestrian and bicycle facilities based on use

Alignment with City Council’s Vision and Strategic Plan:

Snow removal supports the City Council’s Visions of “A Connected Community” and Economic Sustainability. Delay in snow removal may impact economic activities downtown and around the city, as well as make it difficult for residents to navigate around the city.

Community Engagement:

Ordinance –

There is no formal community engagement as this is a report. However, NDS actively interacts with the residents and community on snow removal through call-in complaints.

Snow Removal Service Improvements –

Citizen engagement may be advisable potential snow removal service improvements related to the prioritization of clearing of pedestrian and bicycle facilities

Budgetary Impact:

This is a report and has no budget implications. However, consideration of upgrade of equipment for NDS Inspectors in the future could have a budget impact, as would recommendations relating to various snow clearing outsourcing strategies.

Recommendation:

Ordinance –

City Council should decide if it wants to implement a tiered system and if so direct staff to recommend amendment to the Ordinance to this effect.

Enlist the assistance of other departments to speed enforcement efforts.

Snow Removal Service Improvements –

Implement recommendations which may be put into effect with existing funds, but with no substantive change to existing service provision priorities.

Include as part of the FY18 budget process any recommendations for service improvements which cannot be accomplished utilizing existing funds for consideration

Staff to conduct further discussion with community stakeholders regarding service prioritization, and with the Charlottesville City Schools regarding the benefits and drawbacks of the establishment of School Bus Snow Emergency Routes

Alternatives:

Ordinance –

If no other departments are available to help with the enforcement of this ordinance during snowfalls, then the City will continue to have delays in inspecting and issuing notices for the 130 miles of snow covered sidewalks.

Shift enforcement to another department with appropriate vehicles (Jeeps, 4 x4's, Trucks, etc.) and sufficient staff to handle the volume of complaints and proactive inspections to abate in the time frame stated in the current code (24 hours).

In addition, Council may consider alternatives such as requiring a varying standard for heavily used pedestrian paths; for example, sidewalks in designated areas might be required to be cleared within 24 hours, while all other areas allowed 48 hours.

Snow Removal Service Improvements –

Elect not to pursue some or all recommendations.

Attachments:

Report - Major Snow Storm Preparedness

Snow Removal Ordinance (Sections 28-25 & 28-26)

Snow Removal Warning Notice

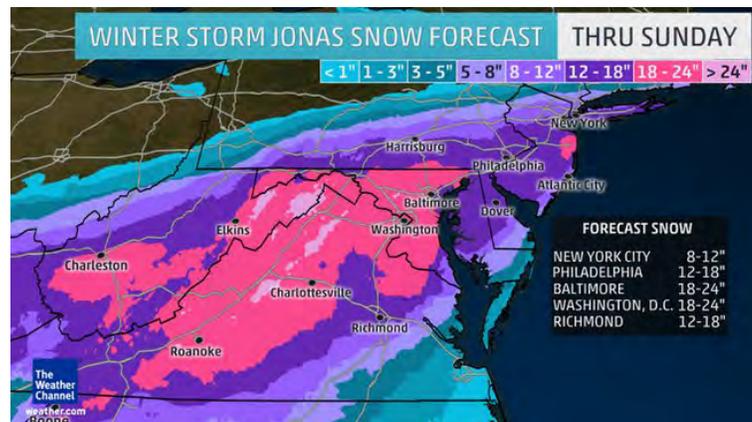
Summary of Snow Removal Program in other Communities

Report - Major Snow Storm Preparedness Charlottesville Public Works, Fall 2016

Introduction

The apparent escalation of the frequency of snow storms of 12" or greater, increased population density, and growing multi-modal transportation network have collectively challenged Charlottesville's conventional approach to snow removal. The challenges presented are many:

- Southern city unaccustomed to and in some ways unequipped for snow events of such magnitude
- Unlike most cities in the northern and central regions of the country, Charlottesville's road network consists primarily of narrow, often hilly streets
- Many neighborhoods consisting of small parcels with little off-street parking
- Expanding university, hospital, multi-family dwelling and commercial corridors within walking distance of each other place a high priority on pedestrian safety
- Expanding network of bicycle lanes, often narrower than desired and abutting either parked cars or privately-maintained sidewalks
- Frequency of storms exacerbated by more instances of temperatures below the point at which salt and salt brine are effective



The community's expectation is that all transportation facilities be returned to first a navigable, then a fully passable condition within a reasonable period. Emergency responders must be able to provide service without significant delays. Public schools must be opened as soon as can be safely achieved, requiring that streets, street crossings and sidewalks be cleared.

This document provides a series of recommendations to improve and hasten service to the community, some simply a matter of refined planning or achievable with current fiscal resources, others of a cost sufficient to warrant a broader discussion. Also included are concepts that could be further explored, but which do not at this time meet the criteria for a recommendation.

General Recommendations And / Or Concepts to Explore

- Driver Training – drivers receive basic training regarding equipment operation, safety, and snow route structure. This is sufficient to a normal snow event. Heavier snow events present unique challenges. On-the-job training is less than ideal, and results in inconsistencies between routes and overall delays in clearing all streets. More advanced training may be provided by use of a simulator and formal curriculum. Public Works is actively pursuing a contract similar to that employed by the Virginia Department of Transportation (VDOT). For details on the training program utilized by VDOT, as provided by L3 D.P. Associates: <http://www.l3training.com/snowfighter>.
- Dead-End Routes – Approximately 120 dead-end streets and cul de sacs require special equipment to clear following a major snow storm. Historically, these roads are cleared only after all other streets have been fully cleared. May elect to formalize these streets into four mapped routes and assign equipment and operators to them, with work to begin as soon after snow has ceased falling as may be arranged. Routes could be cleared within 1.5 days, and would enable clearer messaging to citizens regarding service delivery timeframes.
 - Completing this work in-house may require rental of additional heavy equipment, at an rate of ~\$300/day each. Estimated cost per event \$2,400.
 - Depending upon allocation of limited City-employed equipment operators for other priorities, may engage a local contractor to provide both equipment and an operator, at an estimated rate of \$85/hour. Assuming 1 hour per street, estimated cost of \$10,200.
- Outsource Select Auxiliary Routes – Outsource clearing of auxiliary routes, such as 250 Bypass and Emmet/Hydraulic/Ivy, to allow the City's equipment and drivers to be allocated to other routes. Based on Winter Storm Jonas, estimate 6 tandem dump trucks equipped with plows and with operators, over a period of 36 hours, at \$150/hour, totaling \$32,400.
- Consideration should be given to increasing our bulk salt storage capacity. The existing salt barn located at the Public Works Annex on Avon Street holds 1,200 tons of rock salt. Approximately 600 tons were used to pre-treat streets before winter storm Jonas and to clear them after the event, despite our 77% resource-efficient use of salt brine. Bulk salt is often unavailable when winter storms impact large portions of the country. Had another major storm followed Jonas, or a series of smaller storms, Public Works would have exhausted its salt supply. A FY18 capital budget request has been submitted.

Bicycle/Pedestrian Facilities

Crosswalks – There are 825 marked crosswalks in Charlottesville. During winter storm Jonas, assigned crews (including flag persons for safety) and the use of our single skid steer loader, averaged 15 minutes per crosswalk including travel time between locations. Clearing typically included ADA-compliant curb ramps in sidewalks. To clear all crosswalks with this skid steer loader, with crews working back-to-back 12 hours shifts, would require an untenable 10 days to complete. There is currently no formal plan to prioritize which crosswalks to clear.

- Option 1: Outsource marked crosswalk clearing – assuming 4 crews of 3 persons (8 total, working days and nights), estimated cost of \$35,000 per event, requiring an estimated 2.5 days to clear.
- Option 2: Replace a subset of standard plows with adjustable wing plows, as shown. (Adjustable wing plows of this type are not manufactured for use with the larger equipment employed on arterial streets.) With training, this would allow most residential street corners – not just those with marked crosswalks – to be kept clear as snow fell. Would be beneficial for all snow events. It can be expected that a more careful, detailed clearing of streets will lead to a moderately prolonged effort. Two adjustable wing plows are being ordered, and will be utilized on neighborhood routes.
- Crosswalk Prioritization – of those remaining crosswalks which could not be cleared utilizing Option 2, or in the event that Option 2 is not pursued, a formal citizen engagement process is recommended to reach a consensus on crosswalk clearing prioritization. Members of the Bicycle-Pedestrian Committee could be engaged, along with stakeholder representatives from neighborhoods.

Snow Plow Options



Standard Plow



Adjustable Wing Plow

Bicycle Lanes – Charlottesville’s network of bicycle lanes is 13.1 miles long and growing. Clearing bicycle lanes presents a difficult challenge following snow storms of any significance. Shown below are bicycle lanes typical of those currently in place, generally either located directly adjacent to car parking areas or to sidewalks and driveway entrances, often over long stretches of road. Except in those few locations where parking has been prohibited due to the declaration of Snow Emergency Routes, plowing the width of the street and a bicycle lane adjacent to parked cars cannot be done without a high risk of damaging those vehicles. Inevitably those parked vehicles would be “plowed in”; the greater the area of street which is plowed, the greater the windrow of snow placed against cars. Similarly, plowing bicycle lanes adjacent to sidewalks places snow on those sidewalks and driveway entrances, removal of which would in most circumstances be the responsibility of the property owner under current City Code.

Typical Charlottesville Bike Lane Installations



West Main Street
Adjacent to Parked Cars



Ivy Road
Adjacent to Sidewalk, Driveways

- Pretreatment of bicycle lanes can be expected to be effective for snowfalls of 1” or less. Extensive treatment with salt brine and/or bulk salt as snow falls may prove effective >1”. This approach will be piloted during the upcoming winter.
- Consideration may be given to expanding the network of streets declared as Snow Emergency Routes, followed by hauling of snow. This practice would present several logistical challenges:
 - In residential neighborhoods, where off-street parking is limited, finding places for residents to park would be difficult. Enforcement by towing would be unpopular.

- Additional storage areas for hauled snow would be required. Snow hauled following Jonas filled the designated storage area at McIntire Park to capacity. As that site was chosen in part due to its proximity to streets designated as Snow Emergency Routes, use of more distant locations would slow the snow hauling process and increase the cost per lane mile.
- Costs for such a practice would be substantial. Costs to haul snow from the West Main Street Snow Emergency Routes following winter storm Jonas, which includes ~1.6 miles of bicycle lanes, was \$8,864 per lane mile. The estimated cost to haul snow from all remaining bicycles lanes (11.5 miles) is estimated at \$101,937. As our bicycle network expands, costs would increase proportionately.
- The Bicycle and Pedestrian committee may be engaged to discuss options and strategies in greater detail. It is recommended that the group be asked to provide input on a strategy to prioritize clearing of bicycle lanes based on use, potential conflicts with heavy vehicular traffic, and the creation of a useable network of bicycle lanes on key streets.
- In future, it would be prudent to include in post-storm media and social-media messaging a plea to the public to ‘share the road’ until bicycle lanes can be returned to a normal condition.

Transportation and Schools

During and after major snow events, the Public Works Transit division (Charlottesville Area Transit and School Pupil Transportation) are challenged to maintain service levels and to return to full service at the earliest safe time. The general condition of streets is the key determining factor, but there are others which limit their ability to meet all community expectations. Both arms of this division must have safe boarding zones at stops. School buses serve many more stops than CAT buses serve, and travel residential streets to a far greater degree.



During the most recent storm, CAT unveiled pre-planned snow emergency routes. This allowed the agency to respond to changing conditions with a greater degree of clarity than before, and to return service to more areas (though not all areas) more quickly. Additionally, during and following the storm, CAT drivers reported locations of bus stops with unsafe boarding zones, which were cleared by CAT mechanics. This resource is limited.

Public Works’ street snow removal team has for several years maintained a mapped list of locations of problem areas for school buses. These are typically unusually narrow or steep streets, and are given special attention after streets in general are cleared. While this work is in progress, Pupil

Transportation management drives all school bus routes, identifying any other problems areas, reporting those as they are found to the PW snow command center. This effort is often done in the early morning, allowing a minimum amount of time to address all areas. A handful of streets not navigable by school buses can result in school closure.

- Replace 2-4 existing Transit division light duty vehicles – SUV’s and sedans – with trucks equipped with snow removal equipment, including salt spreaders – at the end of their expected useful lives. These resources could be shared between work units. This would speed the clearing of CAT bus stops, and enable Pupil Transportation managers to clear identified trouble spots as they see them and to the standards of school bus travel that they well understand. The cost to upgrade this vehicle would approximately double the current replacement cost of sedans and SUV’s.
- A discussion between the Transit division and school system is recommended, to explore the viability of establishing set Snow Emergency Bus Routes. In concept, stops for CAT and school buses could be co-located. As all CAT routes are designated Primary snow routes, and are generally more heavily traveled, wider streets, schools could potentially be opened a day or more in advance of what is currently possible. Although CAT routes are designed to be within ¼ mile of households, concerns about student safety should be carefully weighed. When sidewalks are impassible, students should not be expected to walk in the street to get to school bus stops.

Adopted by City Council on Oct. 4, 2010
AN ORDINANCE
AMENDING AND REORDAINING SECTION 28-26 OF THE CODE
OF THE CITY OF CHARLOTTESVILLE, VIRGINIA, 1990, AS AMENDED,
RELATING TO THE DEPOSIT OF ICE AND SNOW ON PUBLIC RIGHTS-OF-WAY

BE IT ORDAINED by the Council of the City of Charlottesville, Virginia, that Section 28-26 of the Charlottesville City Code, 1990, as amended, is hereby amended and reordained, as follows:

Sec. 28-25. Removal of snow, sleet and ice from sidewalks.

(a) It shall be the duty of every owner and/or occupant of every house or lot which abuts or fronts on, or is otherwise situated on, a paved sidewalk or walkway to have all snow removed from such sidewalk or walkway within twenty-four (24) hours after the same has ceased falling. This requirement shall exist whether or not an unpaved strip of publicly-owned property runs between the paved sidewalk and the private property line and the words "abuts," "fronts on," "otherwise situated on," should be interpreted in accord with such requirement. The duty of snow removal imposed on each owner and/or occupant by this section extends only to that portion of a particular paved sidewalk or walkway which runs in front of that particular owner's or occupant's private property.

(b) The provisions of subsection (a) of this section shall apply to ice or sleet on sidewalks or walkways, except that the same, when it cannot be removed without damage to the sidewalk or walkway, shall be covered, within the period of time specified, with sand, ashes or some other substance which will render it safe for travel.

(c) Whenever any house or lot is unoccupied, it shall be the duty of the owner or the agent of the owner thereof to have the snow or ice removed from the sidewalk or walkway abutting, fronting on, or otherwise situated on such owner's property as is required by this section.

(d) A warning shall be issued for a violation of this section. The warning shall be posted on the property or delivered by hand to the property owner and/or occupant, and shall provide the owner and/or occupant twenty-four (24) hours in which to correct the conditions. If after such warning and the passage of twenty-four (24) hours, the owner or occupant of the property affected by the provisions of this section shall fail to abate or obviate the condition, the Director of Neighborhood Development Services may do so and charge and collect the cost thereof from the owner or occupant of the property affected in any manner provided by law for the collection of Commonwealth or local taxes.

Sec. 28-26. Deposit of ice and snow on public rights-of-way.

(a) It shall be unlawful for any person to deposit in the public rights-of-way accumulations of snow and ice removed from private property, other than pursuant to subsection (b) below.

(b) In the event that an owner and/or occupant of a building which abuts or fronts on, or is otherwise situated on, a paved sidewalk or walkway cannot comply with the provisions of §28-25(a) due to inadequate space upon which to deposit snow that has accumulated on the property's paved sidewalk, walkway or driveway, he or she may deposit excess snow onto the public right-of-way abutting the house, paved sidewalk or walkway, provided that snow is not deposited in or on a travel lane, crosswalk, sidewalk, or designated handicapped parking space.

Any violation of this subsection shall be a Class IV misdemeanor.



CITY OF CHARLOTTESVILLE
"A World Class City"
Department of Neighborhood Development Services
City Hall Post Office Box 911
Charlottesville, Virginia 22902
Telephone 434-970-3182
Fax 434-970-3359
www.charlottesville.org

SNOW REMOVAL WARNING NOTICE

Property Address:	
First Inspection (date and time):	
Second Inspection (date and time):	
Contractor:	

Dear Owner/ Occupant,

This notice is provided as a warning that on the First Inspection date given above, a City inspector observed that accumulated snow and ice had not been removed from the sidewalk(s) abutting or otherwise situated along the above-referenced Property. City Code Sec. 28-25 requires you to remove accumulated snow/ice from the sidewalk(s), or to have it removed by someone else. Your failure to perform this duty will not be prosecuted by the City as a criminal offense, but it may result in financial liability.

You have twenty-four (24) hours from the date on which this warning notice is given to clear snow and ice from the sidewalk. If the sidewalk has not been cleared, then the city may perform the removal, either itself or using a private contractor, and may charge the costs of removal to you. The city may collect those costs in any manner allowed by law for the collection of taxes.

Your prompt attention to this matter is required.

Thank you,

City of Charlottesville

PLEASE BE AWARE: A different local ordinance, City Code Sec. 28-26, prohibits you from depositing any snow or ice that has been removed from your property into or onto the portion of a city street used as a bicycle or vehicle travel lane, a street crosswalk, a paved sidewalk, or a designated handicapped parking space. Violation of Sec. 28-26 is a Class IV misdemeanor offense, so please keep this restriction in mind when removing snow and ice from your property.

Selected Virginia Localities Snow Removal Policies

Jurisdiction	Size	Snow Removal Regulations	Enforcement and Resources
Alexandria, Virginia	15 Sq. Miles	<p>Three levels of snow removal.</p> <p>Level 1: Up to 8 inches or winter weather conditions - 24 hours' notice.</p> <p>Level 2: 8 inches or more of snow, freezing rain with ice accumulation, or combination of ice and snow, hazardous roadway; drivers advised to limit travel to emergency trips – 48 hours' notice.</p> <p>Level 3: Significant snow accumulations, ice, or blizzard conditions are expected; roads closed to non-emergency vehicles – 72 hours' notice.</p> <p>Volunteer system "Snow Buddies" administered through the City Manager's Office for neighbors in need of assistance.</p>	<p>Enforcement is by Department of Transportation and Environmental Services, Infrastructure and Right of Way Division, Construction and Inspection (5 staff).</p> <p>In case of noncompliance, City staff removes the snow/ice and back charges owner of record; may include potential civil penalty in addition to cost of abatement.</p>
City of Falls Church, VA	2.2 Sq. Miles	<p>Enforcement activities/Notice of violation begins 12 hours after snowfall. If the snow falls at night, residents have 12 hours after sunrise to remove it.</p>	<p>Enforcement is accomplished by Police Department (approximately 4 officers at a time).</p> <p>Noncompliance: civil penalty after verbal warning.</p>
Arlington County, VA	26 Sq. Miles	<p>Program is on complaint basis only.</p> <ul style="list-style-type: none"> • Less than 6 inches, 24 hours' notice. • 6 or more inches, 36 hours' notice <p>If another snow event occurs, the clock will reset to the end of the most recent snowfall.</p>	<p>Enforcement by Code Enforcement Division (6 staff).</p> <p>Noncompliance: \$50 civil penalty if less than 200 linear foot; \$100 if 200 linear foot or more. Additionally County can clear the sidewalk of snow and bill owner to recover costs.</p>
Charlottesville, VA	10.2 Sq. Miles	<p>No tier system; 24 hours' notice after snowfall.</p> <p>If property owner fails to clean up the sidewalk, City can abate and recover abatement cost from owner.</p>	<p>NDS Code Inspectors (3); occasional assistance from the Police Department.</p>

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CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	October 17, 2016
Action Requestedd:	Approve capital investment for the construction of The Center at Belvedere facility through a grant totaling \$2,000,000 and distributed as \$500,000 a year for 4 years, beginning in the City's FY2019
Presenter:	Peter M. Thompson, Executive Director, Senior Center
Title:	Healthy Aging is a Community Endeavor: A Grant for The Center at Belvedere; \$2,000,000

Background:

The Center respectfully requests that the City of Charlottesville contribute \$2,000,000 to the construction of the Center at Belvedere, distributed as \$500,000 a year for 4 years, with payments scheduled to begin in the City's FY 2019.

Aging will have a significant impact on Charlottesville.

The number of City residents over 50, who could be served by the Center at Belvedere, is projected to reach 12,000 by 2030 and 13,500 by 2040. Twenty-six percent of City residents will be old enough to use the Center at Belvedere when it opens in 2020. Healthy aging is a community endeavor that requires community support.

An investment of \$2,000,000 from the City of Charlottesville would foster senior independence and wellness to the benefit of all Charlottesville's residents. Support of this magnitude would reinforce the City's commitment to health and wellness for all ages, while advancing several other areas from the City's Vision and Strategic Plan. Significantly, this level of commitment would also leverage the City's resources by inspiring philanthropists who are eager to support a public/private partnership that creates accessible indoor recreational and community gathering spaces. This impetus is needed in order to move the Center at Belvedere project forward in the coming year.

Discussion:

Across the United States of America, the majority of jurisdictions fund not just the construction of their senior centers, but their annual operations as well. From our research, only 3 out of 12,000 senior centers in the country are operationally and financially independent from their localities. For this reason, most City residents do not realize that the Senior Center is an independent non-profit organization that receives no funding from their city, county, state, or federal governments.

Healthy aging means staying active and engaged to the best of one's ability. People who engage with programs at the Senior Center have a more positive outlook on life, stay more connected to the community, and feel better physically and mentally. These outcomes positively affect the aging process. They lower health care costs and long-term health needs. For our community to stay vibrant and world-class, we need more opportunities for healthy aging. To meet this need, the Senior Center purchased a six-acre site and has a preliminary design for a 60,000-square-foot Center at Belvedere. With three times the indoor space of the current facility and nearly an acre of usable outdoor program and event space, the Center at Belvedere will have the necessary capacity to serve our growing senior population.

The Center at Belvedere will be designed for the range of programs that best practice research shows we need to stay healthy. It will serve the broader community through an expanded volunteer center, additional meeting and performance space, and more. Moreover, because healthy aging is a community endeavor, it will include educational, fitness, and health partnerships with local organizations. It will be a vibrant community hub, not an exclusive destination. Charlottesville deserves a model center—one that will actually change the way we age.

Alignment with City Council's Vision and Strategic Plan:

The construction of the Center at Belvedere supports City Council's vision to be "A Connected Community" for citizens of all ages, "America's Healthiest City," "A Center of Lifelong Learning," the cultural and creative capital of Central Virginia via "C'ville Arts & Culture," "A Community of Mutual Respect," a "Green City" and an "Economically Sustainable" city. It contributes to Goal 2 of the Strategic Plan, to "be a safe, equitable, thriving and beautiful community," and Objective 2.2, to "consider health in all policies and programs," as well as Objective 2.4, to "ensure families and individuals are safe and stable." The Center at Belvedere project also contributes to Goal 5 of the Strategic Plan, to "foster strong connections," and Objectives 5.1, to "respect and nourish diversity;" 5.2, to "build collaborative partnerships," as well as 5.3, to "promote community engagement." Once completed and in operation, the Center at Belvedere will make it possible to increase the number of senior residents who are able to experience the following outcomes: (1) remain independent through physical and mental fitness; (2) stay productive and purposeful; and (3) maintain a social support network. Finally, the Center at Belvedere will provide the senior adult programming and recreational facility space identified as gaps in the *2006 City of Charlottesville Parks and Recreation Needs Assessment*.

Community Engagement:

In 2008, the Senior Center commissioned the Southeastern Institute of Research (SIR) to conduct market research with current and prospective participants regarding a possible facility expansion. It focused on the following strategic questions – what aspects of the Center held the most value, how could an expanded Center better serve today's participants, and how could an expanded Center accommodate the needs and expectations of tomorrow's seniors. SIR made use of data ranging from population maps of current and prospective participants, to telephone interviews, to

their extensive research on population growth, demographics, and generational trends.

Ultimately, the research showed that Charlottesville requires a new Center to address its growing and changing needs. The resulting recommendations regarding location, programs, membership model, and satellite delivery motivated the Senior Center to initiate strategic long-term plans for a new Center.

In 2015, the Senior Center commissioned a study by UVA's Weldon Cooper Center for Public Service, which reaffirmed the SIR findings. The study assessed the changing and unmet needs of those aging in our community through demographics, population characteristics, and interviews. The researchers concluded that "Analysis of demographic and membership data, as well as conversations with area seniors highlight the importance of the Senior Center, call for a broader, expansive vision for the Center, and make the case for a modern, vibrant facility as the base for an ambitious outreach plan."

Senior Center participants are a vital and engaged group of citizens. The Center holds regular town hall meetings to provide updates, elicit feedback, and answer questions. Concerns about the current Center and the desire for the Center at Belvedere are always lively topics at these gatherings. Whenever we discuss the Center at Belvedere, one of the hardest things to hear is multiple senior citizens expressing their sadness that they may not live long enough to see the Center at Belvedere completed or be able to benefit from it themselves.

Budgetary Impact:

If funded, the City of Charlottesville will contribute \$500,000 a year for 4 years to total \$2,000,000 for the construction of the Center at Belvedere, with payments scheduled to begin at groundbreaking during the City's FY 2019.

Please note that the Center does not plan to request funding from the City of Charlottesville for current or future operations.

Alternatives:

Alternative 1: Build a City owned and operated senior center with the capacity to serve thousands of residents.

As a public/private nonprofit partnership, the Center at Belvedere is a cost-effective and fiscally responsible investment for the City of Charlottesville. The Senior Center will do 80% of the fundraising and take responsibility for the Center at Belvedere's operating costs for years to come, relieving the City of these potential financial burdens.

Alternative 2: Take no action.

As the senior population of our region increases, a critical question is whether aging will be accompanied by longer periods of good health, social engagement, and productivity or by illness,

disability, and dependency. A recent research project by the California Commission on Aging found that senior centers not only provide helpful resources to older adults, but they serve the entire community with information on aging; support for family caregivers, trained professionals and students; and the development of innovative approaches to aging issues. Clinical studies show that seniors who volunteer are happier, have an increased sense of well-being, enjoy broader social networks, and live longer.

The Senior Center offers programs that encourage seniors to maintain their health and independence. In a 2015 Survey of Senior Center participants, 89% attributed a more positive outlook on life to participation in the Center. The 2015 Program Evaluation indicated that 99% of ALL program participants surveyed have fun – a critical ingredient for wellbeing. Additional results are included in the Activities and Outcomes section of the attached request.

By conservative estimates, the current Senior Center at Pepsi Place serves at least 8,000 individuals 100,000 times a year through 100 monthly programs held in a 20,000 square-foot facility with 100 parking spaces that is open 56 hours a week. The Center at Belvedere will triple the size of the facility to 60,000 square-feet, 300 parking spaces, significantly greater outdoor space, and 90 operating hours a week. At the Center at Belvedere, it will be possible to serve more than 24,000 individuals 300,000 times in a single year.

If the Center at Belvedere is not completed, the City of Charlottesville will lose these benefits.

Attachments:

- I. Request for City Investment in Healthy Aging pgs 1-17
 - Outside and Nonprofit Agencies. Off Budget Program Funding Application Form

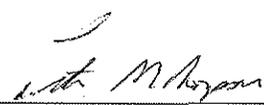
- II. Supporting Materials included in Request
 - A. The Center at Belvedere: Project Budget pg 18
 - B. The Center at Belvedere: Operating Assumptions and Pro Forma pg 19
 - C. The Center at Belvedere: Location on City of Charlottesville Base Map pg 20
 - D. The Center at Belvedere: Preliminary Site Plan pg 21
 - E. Population Data and Calculations pg 22

Charlottesville Conditions of Eligibility Report Form

To submit a funding application, an organization must meet these criteria/answer these questions:

ORGANIZATION NAME: Senior Center, Inc.

1. Is the organization organized, qualified, and recognized as nonprofit and tax-exempt as defined by the Internal Revenue Service under 26 U.S.C. 501(c)(3)? Yes No
If yes, please provide a copy of your IRS status letter
2. Does the organization provide services that directly benefit human beings? Yes No
3. Does the organization have a direct and substantial presence in the City of Charlottesville? Yes No
4. Is the organization incorporated as defined by the State Corporation Commission? Yes No
Date of agency incorporation: 1963 ** *Please include a copy of Articles of Incorporation*
5. Is the organization registered completely with the Virginia Department of Agriculture and Consumer Services, Division of Consumer Affairs, Charitable Solicitation Section? Yes No
6. Is the organization directed by a volunteer Board of Directors that meets at least quarterly? Yes No
7. a. If the organization's annual budget is over \$200,000, is the organization audited by an independent certified public accountant each year? Yes No
b. If the organization's annual budget is under \$200,000, is the organization audited by an independent certified public accountant at least every three years? Yes No
8. Did this organization request funding for this specific program during the budget cycle? Yes No



Signature of Chief Professional Officer

9-30-16

Date

Off Budget Funding Request *City of Charlottesville*

Organization Name: Senior Center, Inc.

Chief Professional Officer: Peter M. Thompson, Executive Director

Address: 1180 Pepsi Place, Charlottesville, VA 22901

Telephone: (434) 974-7756

E-mail: Peter@seniorcenterinc.org

Amount Requested: \$2,000,000 (distributed as \$500,000 a year for 4 years)

Briefly describe the program for which funding is requested (25 words or less).

The construction of the Center at Belvedere will improve accessibility and increase senior programming to make healthy aging possible for our community's expanding senior population.

Briefly state the organization's mission.

To positively impact our community by creating opportunities for healthy aging through social engagement, physical well-being, civic involvement, creativity, and lifelong learning.

Why is this funding needed outside of the City's normal funding cycle?

This is a capital investment program request made by an independent, private 501(c)(3) non-profit organization that has never before received funding from the City and is therefore not part of the City's normal funding cycle. It is also outside of the normal funding cycle because it is a multi-year request for the City of Charlottesville to provide CIP funding of \$500,000 a year for 4 years to total a \$2,000,000 investment in healthy aging, with payments beginning at groundbreaking during the City's FY 2019.

Signatures:



Peter M. Thompson, Executive Director



J. Hiram Ewald, Board Chair

Date Submitted: 9/30/16

Requesting Support for Healthy Aging

Project Summary

According to the Centers for Disease Control and Prevention, the aging U.S. population is one of the most significant public health challenges that we face in the 21st century. Increasing numbers of older adults coupled with longer life expectancies have the potential to strain public and private resources. Research shows that healthy seniors who maintain active lifestyles and positive social connections require less health care, have lower medical costs, and make fewer demands on social service resources.

In this climate, the need for the Senior Center, with its focus on providing the programs, resources, and connections proven to support healthy aging, has never been greater. Unfortunately, the current Center is out of space, unable to keep up with the demand for programs today, much less the growing demand of years to come. The City of Charlottesville not only needs a larger senior center, but also a different kind of senior center – one that aligns with several City Vision Areas and Strategic Goals as we will describe below. While the current Senior Center provides essential programs, it was built primarily for social and recreational activity. Since the Center at Pepsi Place opened in 1991, research has changed our understanding of healthy aging. Studies consistently prove that in order for seniors to age well, they need access to physical fitness, lifelong learning, visual and performing arts, outdoor recreation, and multigenerational interactions. The current Senior Center cannot provide the types of spaces City of Charlottesville citizens need to access these key ingredients of healthy aging.

To meet this need, the Senior Center purchased a six-acre site and has a preliminary design for a 60,000-square-foot Center at Belvedere. With three times the indoor space of the current facility and nearly an acre of usable outdoor program and event space, the Center at Belvedere will have the necessary capacity to serve our growing senior population. The Center at Belvedere will be designed for the range of programs research shows we need to stay healthy. It will serve the broader community through an expanded volunteer center, additional meeting and performance space, and more. Moreover, because healthy aging is a community endeavor, it will include educational, fitness, and health partnerships with local organizations. It will be a vibrant community hub, a welcoming and inclusive center, buzzing with activity. Charlottesville deserves a model center—one that will actually change the way we age.

A Capital Investment in Healthy Aging

An investment from City of Charlottesville would be a ‘down payment’ on healthy aging far into the future. The Senior Center respectfully requests that the City of Charlottesville contribute \$2,000,000 to the construction of the Center at Belvedere, distributed as \$500,000 a year for 4 years, with payments scheduled to begin in the City’s FY 2019. The total estimated project cost for the Center at Belvedere is \$23,000,000. These estimated expenses include calculations for possible construction contingencies and inflation. It also includes start-up capital associated with scaling up the Center’s revenue model to meet its needs for the first three years. Please note that our request of the City is less than 10% of the total funding needed for the Center at Belvedere.

The Senior Center has submitted an identical request for capital investment to Albemarle County. We are researching funding opportunities from the state and federal governments, but while federal policy prioritizes senior center construction, there are no funds allocated to this purpose. The Center will seek the majority of the funding required from private philanthropists.

A Fiscally Responsible Solution for Healthy Aging

The Senior Center receives no government funding and depends on philanthropic support to make its programs available to our community. Individuals, foundations, corporations, and civic groups

fund over 60% of the annual budget. Facility rentals, nominal membership dues, and program fees provide earned income for the remaining 40%. The Senior Center receives unqualified audits annually and is accredited by the National Institute of Senior Centers.

The Center at Belvedere will scale up the Senior Center's longstanding and successful diverse revenue model. The future facility's pro forma projects financial sustainability by applying its historical reliance on diverse revenue streams and philanthropic support to the realities of a larger facility.

Please note that the Center does not plan to request funding from the City of Charlottesville for current or future operations. As a public/private nonprofit partnership, the Center at Belvedere is a cost-effective and fiscally responsible investment for the City of Charlottesville. The Senior Center will do 80% of the fundraising and take responsibility for the Center at Belvedere's operating costs for years to come, relieving the City of these potential financial burdens.

An Opportunity for City-County Collaboration

Ultimately, the Center at Belvedere offers the City and County an opportunity for strategic collaboration. For example, we understand that the City and County contributed equally to the capital campaigns of the YMCA and the Paramount Theater as shared and vital community resources. The Center at Belvedere will also be a community resource whose value will far exceed its physical boundaries. By making a commitment to invest equally, the City and County will demonstrate their willingness to cooperate to meet a growing community need.

The City of Charlottesville and Albemarle County have each set a goal of enhancing collaboration to meet shared strategic priorities. According to estimates drawn from Senior Center data and the *2014 Census Estimate*, 5% of City residents of all ages and 4% of County residents of all ages used the Senior Center in 2014. With a history of nearly equitable usage, the Center at Belvedere is an excellent candidate for joint investment. In fact, while it will be physically located in Albemarle County, the Center at Belvedere is just 0.3 of a mile from the City boundary. With the improved access to the area via the John Warner Parkway and CAT's bus Route 11, the Center at Belvedere will be more accessible for City residents than the current Pepsi Place location. Imagine the impact it would have on the City's health if five – ten – or even fifteen percent of City residents participated in the type of holistic wellness programming that will be available at the Center at Belvedere. (Please see data in Supporting Materials E. on page 22 or narrative explanation on page 11.)

An investment of \$2,000,000 from the City of Charlottesville would foster senior independence and wellness to the benefit of all Charlottesville's residents. Support of this magnitude demonstrates that the City of Charlottesville recognizes the needs of older adults and sees the potential for our aging population to be an asset rather than a burden. Significantly, this level of commitment would also leverage the City's resources by inspiring philanthropists who are eager to support a public/private partnership that creates accessible indoor recreational and community gathering spaces. This is exactly the type of impetus needed to move the Center at Belvedere project forward in the coming year. It is our hope that City of Charlottesville will join us, along with hundreds of participants, donors, and advocates who have invested in this transformational project.

Program Narrative to be completed by all programs requesting operational funding.

- 1. Need: Indicate which Council Vision Area(s) and goal(s) in the City’s Strategic Plan (www.charlottesville.org/strategicplan) the program addresses. Describe the local needs the program addresses. Who are the beneficiaries (include number served and relevant demographic information)**

Alignment with the City of Charlottesville Vision Areas and Strategic Goals

The Charlottesville City Council Vision - 2025 inspires its residents, businesses, and nonprofits to make Charlottesville a great place to live for all of our citizens. The City of Charlottesville’s Strategic Plan focuses the work of City officials on providing the “services and facilities that promote an excellent quality of life for everyone in our community.” The narrative below explains how the Center at Belvedere aligns with the City Vision’s emphasis on Charlottesville’s identity as: A Connected Community for citizens of all ages, America’s Healthiest City, A Center of Lifelong Learning, the cultural and creative capital of Central Virginia (C’ville Arts & Culture), A Community of Mutual Respect, A Green City and an Economically Sustainable city, as well as the Strategic Plan’s goals and objectives for health, connection, and collaboration.

Commitment to Connection and Accessibility

Vision – 2025: A Connected Community

Proximity to the City center and areas with a high density of seniors were essential criteria for selecting a location for the new Senior Center. The Site Selection Committee discussed its options with private developers, UVA, city and county staff, and ultimately reviewed more than 30 properties. At the time, the city’s professional leadership discouraged the Committee from selecting City locations, including the former Martha Jefferson Hospital, and could not identify any viable alternatives inside the City limits.

The Belvedere location is just 3 miles from downtown Charlottesville via the John Warner Parkway, almost 2 miles closer to downtown than the current Senior Center. It was the site closest to city center that also had enough acreage to meet our community’s needs for sufficient parking, square-footage, and outdoor space. It is in good proximity to a critical mass of the Senior Center’s current and future population. It is close to affordable housing including Treesdale Park Apartments and Woods Edge Apartments. The area is flourishing – within a mile of the site, new senior-oriented housing will be built in Belvedere, Dunlora Forest, and Dunlora Gates. The Belvedere neighborhood is vibrant, intergenerational, and multi-use. Its residents share the Senior Center’s values of healthy active lifestyles and creating community for all.

The existence of the “comprehensive, regional transportation system that enables citizens of all ages and incomes to easily navigate our community” cited in Vision – 2025, will make the Center at Belvedere easily accessible for City residents. Charlottesville Area Transit (CAT) public bus Route 11 runs along East Rio Road adjacent to Belvedere, between downtown and Fashion Square Mall. Route 11 has been the fastest growing CAT route for the last two years. CAT projects that it will increase the route’s frequency and number of bus stops. We will continue to advocate that the Center at Belvedere become a location for a future CAT bus stop. JAUNT bus service will continue to provide access to the new Center. Finally, the Center at Belvedere’s covered entrance has been designed for easy and safe bus drop-off.

The John Warner Parkway has significantly improved access to the Center at Belvedere. **The Center at Belvedere will be just 9 minutes from downtown by car**, which is 4 minutes closer than the current Center. In this way, the Center at Belvedere will be more accessible for neighborhoods,

such as Belmont, Ridge, Downtown, Woolen Mills, Fifeville, Locust Grove, Rose Hill, and Starr Hill, than the Senior Center is today. Due to growth in that area, the Virginia Department of Transportation (VDOT) expects to add a traffic light to the Belvedere intersection before we open that will also improve safety and access.

Contributions to Community Health

Vision – 2025: *America’s Healthiest City*

Strategic Plan: *Goal 2: Be a safe, equitable, thriving and beautiful community. Objectives 2.2. Consider health in all policies and programs, and 2.4. Ensure families and individuals are safe and stable*

The future isn’t just for young people. By 2030, one quarter of the Charlottesville’s population will be over 50. Many of them will live another 35 years or more. How many of those years will be healthy? How many older adults will continue contributing to their families and our community?

“A community-wide commitment to personal fitness and wellness” is a commitment to healthy aging. Healthy aging means staying active and engaged to the best of one’s ability. People who engage with programs at the Senior Center have a more positive outlook on life, stay more connected to the community, and feel better physically and mentally. These outcomes positively affect the aging process. They lower health care costs and long-term health needs. For our community to stay vibrant and world-class, we need more opportunities for healthy aging.

While the current Senior Center offers over 30 excellent health and fitness programs each month, the space these programs use does not meet standards for best practice. Groups of seniors exercise on hard tile floors that jar the bones and joints, without mirrors or balance bars to insure proper form and safety. Many seniors cannot participate because it is too difficult and dangerous for them to do so. This affects their physical, mental, social, and emotional health. Having a properly designed and safe environment at the Center at Belvedere would mean that these seniors could continue to receive all of the benefits of exercise, extending their healthy life expectancy. The Center has just one piece of fitness equipment for nearly 8,000 users. There is no place on-site for walking, the best exercise for all ages, and no space for outdoor wellness programs like Tai Chi.

The Center at Belvedere’s design will make rooms with floating floors, mirrored walls, and balance bars available for Group Exercise classes. It will include a Fitness Center designed for seniors, with 20 pieces of aerobic and weight-training equipment, as well as free weight and stretching areas. It will have a critically needed indoor walking track, as well as outdoor walking trails. A Gymnasium will hold courts for sports like basketball, badminton, and the growing demand for pickleball. Finally, there will be designated outdoor space for lawn sports like horseshoes and bocce, as well as Tai Chi and yoga.

Encouraging healthy aging improves the quality of life of seniors and their families, and allows seniors to continue to give back to their fellow citizens. Senior citizens, as a segment of our population, often receive insufficient attention. An investment in the Center at Belvedere will enhance the well-being and quality of life, not just for seniors but also for all citizens who make use of its resources.

Contributions to Lifelong Learning

Vision – 2025: *A Center of Lifelong Learning*

One common misperception is that seniors cannot learn new skills. Not so. Research shows that not only can seniors learn to speak a new language, play a new instrument, or excel in a new artistic craft, doing so is highly beneficial for their mental, emotional, and even physical health. In order for Charlottesville “to create an environment in which all students and indeed all citizens have the

opportunity to reach their full potential,” the senior adults in our community must also have access to intellectually stimulating programming.

While the University of Virginia and Piedmont Virginia Community College are wonderful educational resources, their lifelong learning programs may not feel accessible for many seniors. The Senior Center, with its accessible scholarship program, has provided older City residents with high-quality lifelong learning opportunities for more than five decades. In the Center’s *2015 Survey*, 92% of those surveyed reported that their minds were stimulated by programs they attended at the Senior Center. The *2015 Program Evaluation* showed even greater outcomes. Of those who participated in an intellectual wellness program, 100% reported that they learned something new.

Unfortunately, the Senior Center’s 25-year-old facility has only one room designed for lifelong learning. These vital programs are currently held in rooms that are either too large or too small for many groups, making seniors feel uncomfortable and unwelcomed. The available multi-purpose rooms have poor acoustics due to high ceilings, hard floors and finishes, and inadequate AV and sound systems. This creates real hardship for seniors with hearing loss, hindering their ability to participate. Even using every space available, there simply are not enough rooms for all of the lifelong learning programs seniors want and need at the Senior Center.

The Center at Belvedere will significantly increase our classroom space so we can continue to grow and improve our lifelong learning programs. It has been designed to have a sufficient number of rooms of a variety of sizes to serve the classes, discussion groups, and seminars that contribute to healthy aging. With proper acoustics and technology, these classrooms will also benefit organizations that collaborate with the Senior Center, such as JABA, Osher Lifelong Learning Institute (OLLI), and Senior Statesmen of Virginia (SSV).

If “in Charlottesville... an affordable, quality education is cherished as a fundamental right,” then supporting the Center at Belvedere is one way the City can ensure that seniors are not excluded from that right.

Contributions to Arts and Culture

Vision – 2025: C’ville Arts and Culture

With more than 30 programs in the arts and humanities ranging from the visual and performing arts to writing and crafts, the Senior Center contributes to the “performing, visual, and literary arts reflective of the unique character, culture, and diversity of Charlottesville.” Our programs include: three different bands (The Flashbacks jazz ensemble, The Second-Wind Band, and The First-Wind Band for first time musicians); choral ensembles (Barbershop Belles & Beaux and The Still Sharp Singers); dance groups (ballroom dancing, swing dancing, folk dancing, and line dancing); a drama group (The Encore Players); craft groups (Knit Wits, Sew & Sews, woodcarving, and ceramics), and art classes (watercolors, pastels, and acrylics); writing groups (Writing for Healing and Growth, Writing for Pleasure); and various lifelong learning, travel, entertainment and discussion groups.

Research studies demonstrate the beneficial effects that participation in arts and humanities programs have on older adults and those with disabilities. Findings include improved physical health, decreased anxiety and depression, greater sense of well-being, fewer medications and doctors’ visits, decreased falls and better balance, improved cognitive ability, and less loneliness. Participation in different types of performing arts yields specific benefits. Chorale group participation results in improved physical health, fewer reported health problems, lower depression, and better morale and activity levels. Dance groups improve balance and gait, reducing falls. Drama group participants score significantly higher on recall, problem solving, and psychological well-being. The Senior Center’s arts and humanities programs include activities that improve lives and have successful outcomes. **99% of ALL program participants have fun – a critical ingredient for wellbeing.**

Sadly, the issues with the current Senior Center's arts and performance spaces are the same as those for our lifelong learning programs. That is because, despite their differing needs, arts programs and lifelong learning programs are using the same rooms. Performing arts programs further limit room selection because the noise levels they create make it challenging (or impossible) for other programs to use adjacent spaces. The Center at Belvedere will include an auditorium, arts and crafts studio, as well as gallery space.

The Center at Belvedere Auditorium will also be a vital new venue to our community. Our auditorium, with seating for 200-250, will fill a void in the range of community venues currently available. By offering this resource to our non-profit partners and as a community venue, the Center at Belvedere will help to ensure that all, no matter their age, fame, or wealth, will "have an opportunity to be a part of this thriving arts, cultural, and entertainment scene."

Contributions to Connections and Collaborative Partnerships

Vision – 2025: Community of Mutual Respect

Strategic Plan: Goal 5: Foster Strong Connections.

Objectives 5.1. Respect and nourish diversity, 5.2. Build collaborative partnerships, and 5.3. Promote community engagement

Creating Connections

The Senior Center is passionate about the importance of social engagement and inclusion for all people in our community. Research studies consistently show that social isolation is a powerful predictor of disease, decline, and institutionalization. Socially isolated people are twice as likely to die prematurely as people with many strong social relationships. In keeping with the City of Charlottesville's commitment "to racial and cultural diversity, inclusion, racial reconciliation, economic justice, and equity," the Senior Center is open to all, intentionally serving as a place of inclusion and community building. True diversity also respects and serves citizens of all ages, guarding against institutional ageism that ignores the needs of older adults.

The critical nature of social connection is one of the reasons our community needs the Center at Belvedere. While open to all, the current Senior Center is not well designed for adequate social engagement. The current lobby is narrow and unaccommodating for the large number of daily participants using the Center. This is a significant safety concern for those seniors who do not see as well, have hearing or memory loss, or cannot move out of the way as quickly. The complete separation of the first and second floors inhibits flow and interaction amongst participants and programs. The DeLawter Library and hallways offer limited space for small groups to chat, have an impromptu game, or find quiet space for conversation. The Garden Café is limited in its seating and menu due to space constraints. There is no usable outdoor space for lawn games, sports, dining, social gatherings, or events.

In comparison, The Center at Belvedere is designed for proper flow and interaction between participants and programs. Warm and welcoming with multiple and varied seating arrangements to encourage social interaction, the heart of the Center at Belvedere will be an open, three-story Atrium. There will be access to usable outdoor spaces and gardens for lawn games, physical and social wellness programs, and events. Seating nooks and lounges will be placed strategically throughout the building and grounds to encourage connections.

While the focus of our programming will continue to be healthy aging for adults age 50+, by building the Center at Belvedere, we will be able to meet a broader community need. We envision the Center as a place that celebrates community and reduces social isolation. It will not only be a hub for senior resources, but also a place where all generations can come together to learn with and from one another. It will be open seven days and nearly ninety hours each week, broadening access and

increasing the number of persons served. The Center will continue to provide programming centered on holistic wellness, which research shows promotes longer, healthier, and happier lives. Through the Center at Belvedere, we can revolutionize how our community ages far into the future.

Collaborative Partnerships with JABA and Other Community Organizations

For example, the Senior Center works closely with JABA in a number of ways. JABA's and the Senior Center's programs and services are parallel, not overlapping or competitive. We are collaborating to deliver an Evidence Based Program (EBP) called "Chronic Disease Self-Management" at a variety of locations. Senior Center staff has trained five JABA staff members to become coaches for "A Matter of Balance," another EBP. The Senior Center and JABA will collaborate to deliver "A Matter of Balance" throughout Charlottesville and the surrounding counties. JABA and the Senior Center co-hosted the highly successful and award winning event, "Big Think Breakfast: Is Charlottesville Ready for the Age Shift?" The executive directors, Peter Thompson and Marta Keane, regularly hold joint meetings with other community leaders including PHA, CRHA, and Charlottesville Department of Social Services to explore ways to do more for underserved elders. Most recently, the Senior Center and JABA initiated the formation of the new Charlottesville Area Alliance (CAA).

Other collaborative partnerships include those with the Osher Lifelong Learning Institute at the University of Virginia; Senior Statesmen of Virginia; Chasing Life, a lecture series with UVA Health System; Parkinson's Yoga with UVA's Adult Neurology Department and American Parkinson's Disease Association I&R Center; Senior Golf and Senior Softball with City Parks and Recreation; Water Workout with ACAC; and TOPS (Take Off Pounds Sensibly). Our financial education partners include Merrill Lynch Financial Services, Barrett-Johnson and Associates, Doris Gelbman (an elder law attorney) and Phyllis Paine (a licensed insurance agent who does free consultations on Medicare).

The Center at Belvedere will increase our capacity for collaboration. We are currently pursuing partnership opportunities with other organizations that align with our mission and the needs of our community. Both UVA Health System and Sentara Martha Jefferson Hospital are interested in having a presence at the Center at Belvedere. We are discussing possible partnerships with the YMCA on programs to be held at both the Center at Belvedere and at the Brooks Family YMCA at McIntire Park. We will identify a local business that would be a suitable partner to manage/operate the Center at Belvedere's café. Our goal is to finalize partnership plans by January 2017.

Commitment to Sustainable Design

Vision – 2025: A Green City

We are committed to "sustainably designed and energy efficient" construction for the Center at Belvedere as a reflection of our organizational values and our responsibility as a community-owned, mission-driven nonprofit. Environmental wellness is part of our holistic approach to wellness and aging. The Senior Center selected Belvedere in part because it met these criteria: environmentally friendly neighborhood, centrally located, highly walkable, and accessible via Charlottesville Area Transit (CAT). We have negotiated the right to beautify the detention pond adjacent to our property, which we intend to do through environmentally conscious methods. We had preliminary meetings with members of the Chesapeake Bay Foundation to get their assistance in selecting water-filtering, native plants for the pond. During the Center at Belvedere's final design process, we will evaluate the costs and benefits of the different levels of environmentally responsible construction, including the potential for LEED certification.

Over half of the Center at Belvedere's six acres will be green space. Current conceptual designs integrate one acre of community gardens, a new home for the Senior Center's long-standing rose

garden tended by local Master Gardeners, as well as dedicated outdoor space for lawn games, physical and social wellness programs, and events. Tai Chi, bocce, badminton, community picnics – these are all programs we envision for this park-like space.

Contributions to the Economy and Workforce

Vision – 2025: Economic Sustainability

Since 1960, the Senior Center has been one of the resources that make the City of Charlottesville a great place to live. It was the first nationally accredited senior center in Virginia. Today, it remains one of only 175 nationally accredited senior centers out of more than 12,000 centers nationwide. The Center has been the recipient of many awards and accolades, including the 2009 Pinnacle Award as America's premier community center with excellence in all aspects of senior wellness programs, as well as the 2008 Commonwealth Council on Aging Best Practices in Healthy Aging Award. Locally, the United Way Thomas Jefferson Area selected the Senior Center's Executive Director for the 2010 Excellence in Nonprofit Leadership Award. The Center at Belvedere will be a quality facility in which to continue this history of delivering high-quality services.

Building the Center at Belvedere, a model facility that will meet the needs of our community, is an economic development strategy – it is a critical element of an attractive and vibrant community. Investing in the new Center also supports the success of a growing enterprise that has benefited our community for more than fifty-six years. The Center at Belvedere will add five fulltime equivalent employees while adapting to the changing needs of our aging population.

The Senior Center has a successful track record of volunteer management to keep the costs of our programs and services as low as possible. In fact, with only twelve paid staff members, volunteers provide 65% of the labor required to run the Center's 100+ programs as well as administrative support. In the Center's FY 2016, 489 volunteers contributed 55,116 hours of service at the Center and 53 other local nonprofits, including those located in the City of Charlottesville. The total dollar value of that service to our community is \$1,271,531 (based on rate set by Independent Sector and Virginia Service in 2014). The Center at Belvedere will include an expanded Volunteer Center to grow this aspect of our service to the City of Charlottesville.

Conclusions about Alignment

The construction of the Center at Belvedere will support each of the Vision Areas and Strategic Goals and Objectives above. It will enhance the City of Charlottesville's overall quality of life and community desirability and livability. As a public/private partnership, Charlottesville's investment in the Center at Belvedere would be an innovative and cost-effective financing approach. By working with the Senior Center to build the Center at Belvedere, the City would support a community nonprofit with a 56-year history of local excellence that seeks to benefits all residents.

Charlottesville's Seniors Need the Center at Belvedere

The challenge of an aging population is particularly acute for the Charlottesville-Albemarle region, as the number of older adults living here has nearly doubled in the past twenty-five years. Although it is a college town with a median age under 30, nearly ten percent of City residents are seniors. The number of City residents over 50, who could be served by the Center at Belvedere, is projected to reach 12,000 by 2030 and 13,500 by 2040. Twenty-six percent of City residents will be old enough to use the Center at Belvedere when it opens in 2020.

For fifty-six years, the Senior Center has contributed to the quality of life for Charlottesville's seniors, as well as their friends and families. Take, for example, the 2012 results of the National Citizen Survey of the City of Charlottesville by the International City/County Management Association (ICMA). As a long-standing and well-regarded community resource, the Senior Center

contributed to several of the indicators that had responses ranking “much above” or “above” national benchmarks. In the indicators ranked “much above,” the Senior Center likely contributes to perceptions regarding “Recreation opportunities,” “Recreation programs or classes,” “Educational opportunities,” “Sense of community,” “Charlottesville as a place to retire,” “Opportunities to volunteer,” and “Opportunities to participate in social event and activities.” In the indicators “above” national benchmarks, familiarity with the Center could contribute to perceptions about “Recreation centers or facilities,” as well as “Services to seniors.”

This is especially true in our community because most residents do not realize that the Senior Center is an independent non-profit organization that receives no funding from their city, county, state, or federal governments. This is not the norm across our nation. From our research, only three out of 12,000 senior centers in the country are operationally and financially independent from their localities.

The *2006 City of Charlottesville Parks and Recreation Needs Assessment* found that not all age segments were equitably represented in community programs. Of the seven program types identified as necessary to fill the gap, the Senior Center has decades of experience providing six – senior adult programs; music programs; adult art, dance, and performing arts; adult fitness and wellness programs; trips; and adaptive programs. The Center at Belvedere will expand our programming capacity to meet those identified needs. The *2006 Needs Assessment* also prioritized several facility needs that the Center at Belvedere will provide including indoor fitness and exercise facilities, natural areas, picnic areas, and a large recreation center for all ages.

In 2015, the Senior Center commissioned a study by UVA’s Weldon Cooper Center for Public Service. The study assessed the changing and unmet needs of those aging in our community through demographics, population characteristics, and interviews. The researchers concluded. “Analysis of demographic and membership data, as well as conversations with area seniors highlight the importance of the Senior Center, call for a broader, expansive vision for the Center, and make the case for a modern, vibrant facility as the base for an ambitious outreach plan.”

Senior Center Beneficiaries

While the Senior Center’s mission is to serve older adults, most of our programs are open to the public. Providing programs that are intentionally open to all ages provides participants with valuable multigenerational engagement.

In 2008, the Senior Center commissioned the Southeastern Institute of Research (SIR) to conduct market research with current and prospective participants regarding a possible facility expansion. At that time, SIR estimated that the Senior Center serves 2,000 members and 6,000 participants of all ages each year. Because so many programs are free and open to the public, the Center is unable to account for total participants. For this reason, we continue to use the SIR estimate, although we believe the number of participants could be significantly higher. The Center’s door counter indicates an average of 350 daily entries. In a year, the Center sees at least 100,000 entries.

To estimate the number of City of Charlottesville residents who use the Senior Center, we can look at Senior Center membership data from 2014 alongside the *2014 Census Estimate* for the City of Charlottesville. In 2014, 1,919 individuals held Senior Center memberships. Of those members, 28% or 540 individuals, indicated residency in the City of Charlottesville. That percentage has been consistent for the last few years. The *2014 Census Estimate* for the City of Charlottesville reported 11,185 senior residents out of 47,700. With 540 members at the Senior Center, at least 5% of City seniors benefited from the Senior Center’s holistic wellness programming. This does not include any percentage of the estimated 6,000 annual guest participants who do not report their residency. If we

extrapolate that 28% of those 6,000 guests of all ages were also City residents, then 2,200 or 5% of all City residents participated at the Senior Center in 2014.

Financial Accessibility

All seniors are underserved and at risk. Therefore, the Senior Center's mission is to serve as broad a range of seniors as possible. For this reason, the Center does not track the income levels of participants. Self-reported member surveys indicate that pluralities of participants are retired teachers, nurses, and office workers. These seniors do not have access to expensive private fitness clubs, social groups, arts organizations, and lifelong learning classes.

The Senior Center is committed to keeping participation accessible to all seniors regardless of their ability to pay. To do this, its Mary P. Reese Scholarship Fund offers full and partial scholarships for program fees or annual membership dues to anyone who expresses a financial need. Annual membership costs \$130 for an individual and \$240 for a two-person household, although the actual cost to run the Center is closer to \$500 per member. While these dues are affordable for many, some seniors living on fixed incomes find them cost prohibitive. Anyone who expresses a need can become a member of the Center or attend programs at the Center at no cost to them through the scholarship program. There are no forms to fill out and no questions asked. All are welcome regardless of their ability to support the Center financially through fees and dues.

For those who receive scholarships, participation at the Senior Center can mean the difference between social isolation and a life of purpose and community service. Each year as many as 10% of Senior Center members receive assistance from the Scholarship Fund. Thanks to private philanthropy, the Center gave out \$20,000 worth of scholarships last year. Most people who receive a scholarship for their membership dues also receive program scholarships as requested. This ensures that they can benefit from as many of the Senior Center's programs as possible. There is no limit on the program scholarships a person can receive. Other seniors choose to attend the Center's activities that are free and open to the public without requesting scholarships. We anticipate that the need for scholarships will continue to grow as our population ages, so that need is included in our plans for the Center at Belvedere.

2. Strategies: Explain what strategies the program uses to effectively address the identified needs.

As the senior population of our region increases, a critical question is whether aging will be accompanied by longer periods of good health, social engagement, and productivity, or by illness, disability, and dependency. A recent research project by the California Commission on Aging found that senior centers not only provide helpful resources to older adults, but they serve the entire community with information on aging; support for family caregivers, trained professionals and students; and the development of innovative approaches to aging issues. Clinical studies show that seniors who volunteer are happier, have an increased sense of well-being, enjoy broader social networks, and live longer. The Senior Center offers programs that encourage Charlottesville's seniors to maintain their health and independence.

By conservative estimates, the current Senior Center at Pepsi Place serves at least 8,000 individuals 100,000 times a year through 100 monthly programs. In a 20,000 square-foot facility with 100 parking spaces that is open 56 hours a week, the Senior Center has hit its capacity. Research into church growth offers some insights into the Senior Center's capacity problem. Study after study has shown that when a church's average attendance exceeds 80% of the sanctuary's comfortable seating capacity or 80% of the visibly available parking, the perception of crowding limits a congregation's growth. Therefore, even though our community's need for the Senior Center's healthy aging

resources continues to grow, the Center's current capacity severely limits our ability to meet that need. In order to make healthy aging the future for City residents, we must have a space that is large enough for them to feel welcome.

To do this the Center at Belvedere will triple our current capacity, increasing to 60,000 square-feet, 300 parking spaces, significantly greater outdoor space, and 90 operating hours a week. At the Center at Belvedere, it would be possible to serve more than 24,000 individuals 300,000 times in a single year. By leveraging additional space and staff, the Center at Belvedere will also revolutionize the Senior Center's capacity to provide services at satellite locations in underserved areas such as Jefferson School City Center or the redeveloped Friendship Court. With increased collaborations and satellite programs, the Center at Belvedere will make the positive outcomes of senior center participation available to more people in more areas. This includes neighborhoods, ethnic groups, and age groups who currently do not have easy and reliable access to this type of programming.

3. Evaluation: What specific outcomes are expected as a result of the requested funding? Describe how the program is evaluated.

At the Senior Center, we improve the way people age by promoting a model of active aging to extend healthy life expectancy and quality of life for everyone. The Center has served our community as the number one resource for successful aging for more than 56 years. The goal of our programs is to enable seniors to: (1) remain independent through physical and mental fitness; (2) stay productive and purposeful; and (3) maintain a social support network. This means that elders can continue to give back to the community well into their advanced years.

The Center's strategic planning is driven by input from our participants, volunteers, and community members. To measure the impact the Center has on the lives of our participants, we conduct an annual Participant Survey. To measure program success, we record participation numbers and conduct a yearly Program Evaluation of outcomes by area of holistic wellness (physical, intellectual, social, emotional, vocational). The most recent results are included in the Activities and Outcomes section below. This evaluation is managed by our program director in collaboration with our Senior Council (our participant advisory group), members of our Board of Directors, and local experts on program evaluation. The Board of Directors, Senior Council, and staff review the results as part of our ongoing program planning, evaluation, and development. We also evaluate programs from a fiscal perspective with monthly budget overview and evaluation of revenue and expenses for all programs.

Activities and Outcomes Plan and Report

<p>1. Strategic Plan Alignment www.charlottesville.org/strategicplan</p>	<p><u>Indicate which Council Vision Area(s) and goal(s) of the City's Strategic Plan the program addresses</u></p> <p>Please see narrative explanation above.</p> <p><u>Vision Areas</u> A Connected Community for citizens of all ages, America's Healthiest City, A Center of Lifelong Learning, C'ville Arts & Culture, A Community of Mutual Respect, A Green City, and Economic Sustainability</p> <p><u>Goals & Objectives</u> Goal 2: Be a safe, equitable, thriving, and beautiful community 2.2. Consider health in all policies and programs 2.4. Ensure families and individuals are safe and stable</p> <p>Goal 5: Foster Strong Connections 5.1. Respect and nourish diversity 5.2. Build collaborative partnerships 5.3. Promote community engagement</p>
<p>2. The indicators this project addresses are...</p>	<p><u>Provide at least two meaningful indicators that this project will address.</u></p> <p>The construction of The Center at Belvedere will:</p> <ol style="list-style-type: none"> 1. Increase senior center accessibility (# of scholarships/# of JAUNT drop-offs) 2. Increase programing capacity in all areas of healthy aging (# of programs) 3. Increase senior center participation total (# of participants) 4. Increase senior center participation by City residents (# of participants from the City)
<p>3. The goal of this project is to produce/provide... (products or services, output)</p>	<p><u>Describe what you provide, to whom, how manv, and time frame</u></p> <p>Goal of this project: Build The Center at Belvedere To provide: More senior center programming, volunteer opportunities, and community meeting spaces To whom: Residents of the Charlottesville-Albemarle region How many: 8,000 initially, with capacity for 24,000 Timeframe: Groundbreaking projected for late 2018. Construction projected to take 12-18 months after that. Measure indicators: 1 year after grand opening and annually thereafter</p>
<p>4. To accomplish...</p>	<p><u>Explain what you expect accomplish</u></p>

	<p>To serve more seniors and participants of all ages. Once complete, The Center at Belvedere will serve our community in a 60,000 square-foot facility, have 300 parking spaces, and increase its operations to 90 hours a week, making it possible to serve as many as 24,000 individuals 300,000 times a year.</p>
<p>5. So that participants/beneficiaries can...</p>	<p><u>Describe what changes you expect</u></p> <p>(1) remain independent through physical and mental fitness; (2) stay productive and purposeful; and (3) maintain a social support network.</p>
<p>6. Resulting ultimately in...</p>	<p><u>Describe projected FY 17 outcomes with numbers and percentages, as well as methods of measurement</u></p> <p>The Center at Belvedere will not be complete in the City's FY17. We will continue to measure outcomes both at the Senior Center and eventually at The Center at Belvedere through program and participation numbers, as well as participant surveys and program evaluations.</p>
<p>7. Current outcomes</p>	<p><u>Provide FY 15 or FY 16 actual results</u></p> <p>By conservative estimates, the current Senior Center at Pepsi Place serves 8,000 individuals 100,000 times a year in a 20,000 square-foot facility, with 100 parking spaces, and is open 56 hours a week.</p> <p>In a 2015 Survey of Senior Center participants, 89% attributed a more positive outlook on life to participation in the Center. The 2015 Program Evaluation showed even greater outcomes as indicated below. Of those surveyed who participate in an ...</p> <ul style="list-style-type: none"> • INTELLECTUAL wellness program, 100% have learned something new. • PHYSICAL wellness program, 97% have more energy. • SOCIAL wellness program, 98% have made new friends. • EMOTIONAL wellness program, 100% have met someone with whom they can discuss similar personal experiences. • VOCATIONAL wellness program, 100% feel a sense of accomplishment. <p>99% of ALL program participants surveyed have fun – a critical ingredient for wellbeing.</p>

Agency: Senior Center, Inc.

Program: Construction of the Center at Belvedere

<u>Capital Investment Project Funding Request</u>	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>	<u>FY21</u>	<u>FY22</u>	<u>5 Year Total</u>
Construction of the Center at Belvedere facility	\$0	\$500,000	\$500,000	\$500,000	\$500,000	\$2,000,000

Supporting Materials Included

- | | |
|--|-------|
| A. The Center at Belvedere: Project Budget | pg 18 |
| B. The Center at Belvedere: Operating Assumptions and Pro Forma | pg 19 |
| C. The Center at Belvedere: Location on City of Charlottesville Base Map | pg 20 |
| D. The Center at Belvedere: Preliminary Site Plan | pg 21 |
| E. Population Data and Calculations | pg 22 |

A. The Center at Belvedere: Project Budget

The Center at Belvedere Sources and Uses of Funds Summary

	<u>Total Project</u>	<u>As of 12/31/2015</u>	<u>Balance of Project if Fully Funded Today</u>
SOURCES OF FUNDS			
Donations/Pledge Payments	20,787,000	4,167,000 *	16,620,000
Sale of Existing Building	2,500,000	-	2,500,000
TOTAL SOURCES OF FUNDS	23,287,000	4,167,000	19,120,000
USES OF FUNDS			
Land Purchase	2,423,000	2,423,000	-
Campaign Costs			
Consulting	272,000	272,000	-
Staff	837,000	520,000	317,000
Materials	171,000	71,000	100,000
Pre-Development	216,000	141,000	75,000
Design & Consulting	1,600,000	-	1,600,000
Land Carrying Cost	133,000	71,500	61,500
Building Construction			
Sitework & Gardens	1,400,000	-	1,400,000
Base Building	10,200,000	-	10,200,000
Blvd Parking & Site Walls	400,000	-	400,000
Furniture, Fixtures & Equip	1,000,000	-	1,000,000
Construction Contingency	1,250,000	-	1,250,000
Owners Contingency	1,000,000	-	1,000,000
Inflation	1,000,000	-	1,000,000
Interest	104,100	104,100	-
Taxes, Fees, Legal, Insurance	280,000	-	280,000
Start up Working Capital	1,000,000	-	1,000,000
TOTAL USES OF FUNDS	23,286,100	3,602,600	19,683,500

* Does not include 12/31/15 balance of Pledges Receivable @ \$1,160,000; Total raised \$5,327,600

B. The Center at Belvedere: Operating Assumptions and Pro Forma

Operating Assumptions

Revenues

- New facility, extended hours and expanded programs will offer new value for participants; membership census and guest usage will increase
- The increased and expanded program offerings will increase program revenues
- Enhanced community impact will result in an increase in individual, foundation and corporate philanthropy
- New facility, with its space dedicated to special events and classrooms, will become a more attractive venue for private and community events, resulting in additional rental income

Expenses

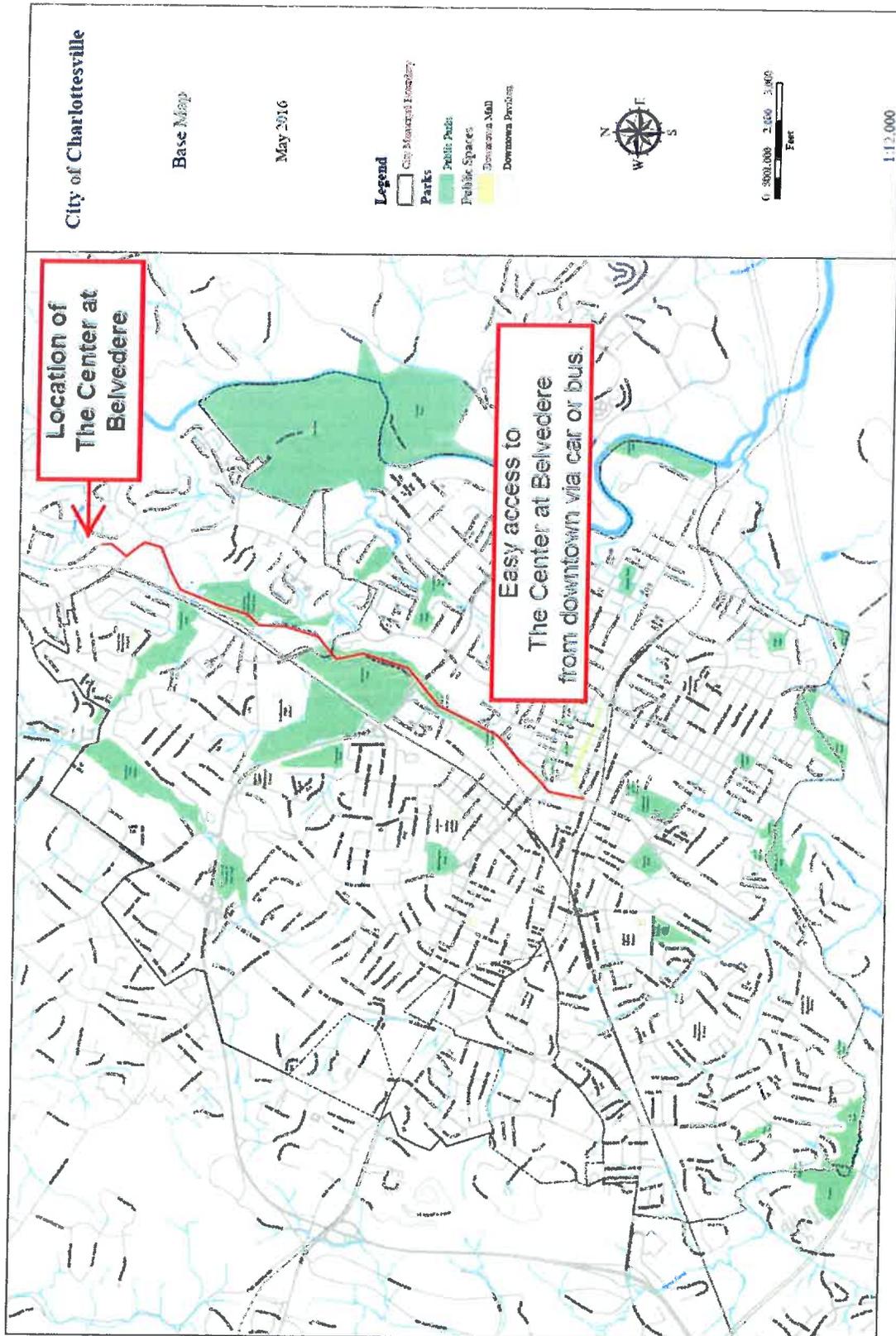
- Building and grounds upkeep, as well as utilities, will increase at a pace consistent with larger footprint but taking into consideration economies of scale and a more efficient facility
- Staffing will increase to accommodate the larger facility, the increase in programming and the extension of hours

C.

Pro Forma Financial Operations

	<u>Actual</u> <u>FYE 3/31/15</u>	<u>Projected</u> <u>Belvedere</u>
Operating Revenues		
Program Fees	107,500	200,000
Development/Philanthropy	532,000	770,000
Membership Dues	155,000	490,000
Rentals	45,000	85,000
Travel Programs	35,000	70,000
Other	19,000	40,000
Total Revenue	<u>893,500</u>	<u>1,655,000</u>
Expenses		
Program Direct Costs	85,500	182,000
Development/Philanthropy	64,000	115,000
Promotion/Marketing	50,000	50,000
Administrative & Indirect Costs	101,500	128,000
Building and Grounds	52,500	117,000
Salaries, wages and benefits	538,000	1,000,000
Total Expenses	<u>891,500</u>	<u>1,592,000</u>
Net Income from Operations	<u>2,000</u>	<u>63,000</u>

C. The Center at Belvedere: Location on City of Charlottesville Base Map



D. The Center at Belvedere: Preliminary Site Plan



E. Population Data and Calculations

	City of Charlottesville Residents	Albemarle County Residents
2014 Population Age 50+	11,185	38,332
2014 Members of Senior Center (Total membership 1,919)	540 (28% of members)	1,130
% Confirmed Senior Participation	5%	3%
2014 Total Population	47,700	105,700
2014 Estimate Use by Guests of All Ages (Total participants est. 8,000)	2,240 (28% of participants)	4,720
% Estimated Total Use of Senior Center	5%	4%

• Population by Age and Sex from 2014 Census Estimates in surrounding localities.

2014 Estimates	50 to 54			55 to 59			60 to 64			65 to 69		
	Total	Male	Female									
Albemarle-Charlottesville Combined	9484	4382	5102	9658	4516	5142	8809	4091	4718	6995	3235	3760
Thomas Jefferson Planning District	17069	8019	9050	16979	8012	8967	15554	7260	8294	13273	6285	6988
Albemarle County, Virginia	7227	3338	3889	7305	3410	3895	6546	3027	3519	5466	2535	2931
Fluvanna County, Virginia	1964	921	1043	1926	873	1053	1646	749	897	1565	737	828
Greene County, Virginia	1517	745	772	1325	649	676	1145	523	622	1133	538	595
Louisa County, Virginia	2979	1434	1545	2808	1384	1424	2576	1258	1318	2280	1141	1139
Nelson County, Virginia	1125	537	588	1262	590	672	1378	639	739	1300	634	666
Charlottesville city, Virginia	2257	1044	1213	2353	1106	1247	2263	1064	1199	1529	700	829

2014 Estimates	70 to 74			75 to 79			80 to 84			85 and over		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Albemarle-Charlottesville Combined	4906	2210	2695	3563	1525	2038	2770	1112	1658	3333	1208	2125
Thomas Jefferson Planning District	9452	4375	5077	6647	2992	3655	4613	1981	2632	4908	1786	3122
Albemarle County, Virginia	3919	1792	2127	2873	1238	1635	2228	886	1342	2768	1024	1744
Fluvanna County, Virginia	1261	586	675	907	433	474	569	270	299	473	203	270
Greene County, Virginia	782	365	417	512	246	266	304	133	171	264	88	176
Louisa County, Virginia	1586	762	824	1045	503	542	613	296	317	514	184	330
Nelson County, Virginia	918	452	466	620	285	335	357	170	187	324	103	221
Charlottesville city, Virginia	986	418	568	690	287	403	542	226	316	565	184	381

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date: October 17, 2016

Action Required: Report

Presenter: Alfred Thomas, Police Chief

Staff Contacts: Alfred Thomas, Police Chief
Mike Murphy, Assistant City Manager

Title: Investigative Detentions Update

Background:

An Investigative Detention is a legal term for the brief detention of an individual by a sworn law enforcement officer in order to investigate reasonable suspicion of criminal activity. The City of Charlottesville became one of the first localities in the Commonwealth of Virginia to begin voluntarily reporting and tracking its Investigative Detentions in July of 2012. This initiative was intended to strengthen the relationship between the department and our community by quantifying the number of stops that occur. The requirement of a police report on all investigatory stops provided police command with additional information to properly review the quality and legality of each stop and administer appropriate employee guidance as needed e.g. training, counseling and or discipline.

Additionally, the police department has provided training for officers on community policing and relationship building.

Discussion:

Police Chief Al Thomas will provide the Council with an update on the number of Investigative Detentions that have occurred in 2016; discuss his assessment of the department's current policy on Investigative Detentions and present strategies he is working on to continue to protect the rights of all of our residents.

For the period of Jan.1, 2016- October 13, 2016, the number of incidents involving individuals' detained for suspicion of criminal activity in the City of Charlottesville totaled 60. 45 incidents did not result in an immediate arrest. Of those 45 incidents, 36 involved African-Americans, 7 Caucasians, 1 race unknown and 1 incident reported different races.

Of the 36 incidents where African-Americans were briefly detained, 23 (64%) were in response to calls for service that were dispatched from calls to the Emergency Communications Center also known as 911. The remaining 13 (36%) incidents were self-initiated by officers in observation of suspicion of criminal activity. Of the 7 incidents involving Caucasians, 3 (43%) were in response to calls for service and 4 (57%) were self-initiated by officers in observation of suspicion of criminal activity.

Chief Thomas has reviewed the data and the department's procedures. He is in the process of

strengthening the City's review process for Investigative Detentions. He plans to present to City Council on his strategy for additional review later this fall.

Alignment with City Council's Vision and Strategic Plan:

This item aligns with Council's vision of a **Smart, Citizen Focused Government** and a **Community of Mutual Respect**; and Strategic Plan Goal #2 to **Be a Safe, Equitable, Beautiful and Thriving Community**.

Community Engagement:

Chief Thomas has met with the Police Citizens' Advisory Panel to discuss the subject of Investigative Detentions.

Budgetary Impact:

None

Recommendation:

None at this time.