



**Colonial Heights**  
**City Council Special Meeting**  
**February 16, 2021**

# Colonial Heights City Council Meeting

## February 16, 2021



- 1. Call to Order**
- 2. Roll Call**
- 3. Declarations of Personal Interest**

## Colonial Heights City Council Meeting February 16, 2021



### **4. Closed Meeting Pursuant To The Code Of Virginia In Accordance With The Following Provisions:**

- *Paragraph A.1 of Section 2.2-3711, to discuss or consider the performance of the City Clerk.*
- *Paragraph A.3 of Section 2.2-3711, to discuss or consider the disposition of publicly held real property - specifically, an approximate 20-acre parcel behind the Colonial Heights Technical Center - where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.*

## Colonial Heights City Council Meeting February 16, 2021



### **5. Vote to Come Back Into Open Meeting:**

*The Council has been in a closed meeting pursuant to the Code of Virginia in accordance with the following provisions:*

- Paragraph A.1 of Section 2.2-3711, to discuss or consider the performance of the City Clerk.*
- Paragraph A.3 of Section 2.2-3711, to discuss or consider the disposition of publicly held real property - specifically, an approximate 20-acre parcel behind the Colonial Heights Technical Center - where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.*

## **5. Vote to Come Back Into Open Meeting continued:**

*Consideration of the following certification:*

*Each member will now certify that to the best of the member's knowledge (i) only public business matters lawfully exempted from open meeting requirements of the act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body. Any member who believes there was a departure from the requirements of clauses (i) and (ii), shall so state prior to the vote, indicating the substance of the departure that, in his judgment, has taken place.*

*Roll Call. An affirmative vote shall constitute certification of compliance.*

# Colonial Heights City Council Meeting February 16, 2021



## 6. A Work Session On The Following Items:

### **A. A RESOLUTION NO 21-9**

*Consenting to and confirming the declaration of a local emergency by the Director of Emergency Services.*

# Colonial Heights City Council Meeting February 16, 2021



## 6. A Work Session On The Following Items:

### **B. AN ORDINANCE NO 21-3**

*Awarding the City Attorney a 2% salary increase and a \$2,000 bonus.*

# Colonial Heights City Council Meeting February 16, 2021



## **6. A Work Session On The Following Items:**

**C. Central Virginia Waste Management Authority  
Update And Presentation**





Kim Hynes, Executive Director  
February 16, 2021

# About CVWMA

- ▶ Public Service Authority  
- Va Water
- ▶ And Waste Authorities  
Act
- ▶ Formed in 1990
- ▶ Legislation in 1988  
requiring solid waste  
planning and 25%  
recycling mandate



**MISSION:** *Fostering regional collaboration to provide planning, resources and education in order to reduce, reuse, recycle and manage solid waste for our 13 jurisdictions.*

# About CVWMA (cont'd)

- 13 Localities
  - urban, suburban and rural
- Population 1.2 million; 2500 sq miles
- 20 member Board of Directors
  - Appointed by local governing bodies - # of members based on population
- Local Government Funded
  - Operating Assessment of \$.48/capita
- 11.5 FTEs



**MISSION:** *Fostering regional collaboration to provide planning, resources and education in order to reduce, reuse, recycle and manage solid waste for our 13 jurisdictions.*

# Board MakeUp

## **Colonial Height Board member**

Doug Smith alt. Todd Flippen

*Term – not less than 1 year, not more than 4*

*Must be a citizen of Colonial Heights*

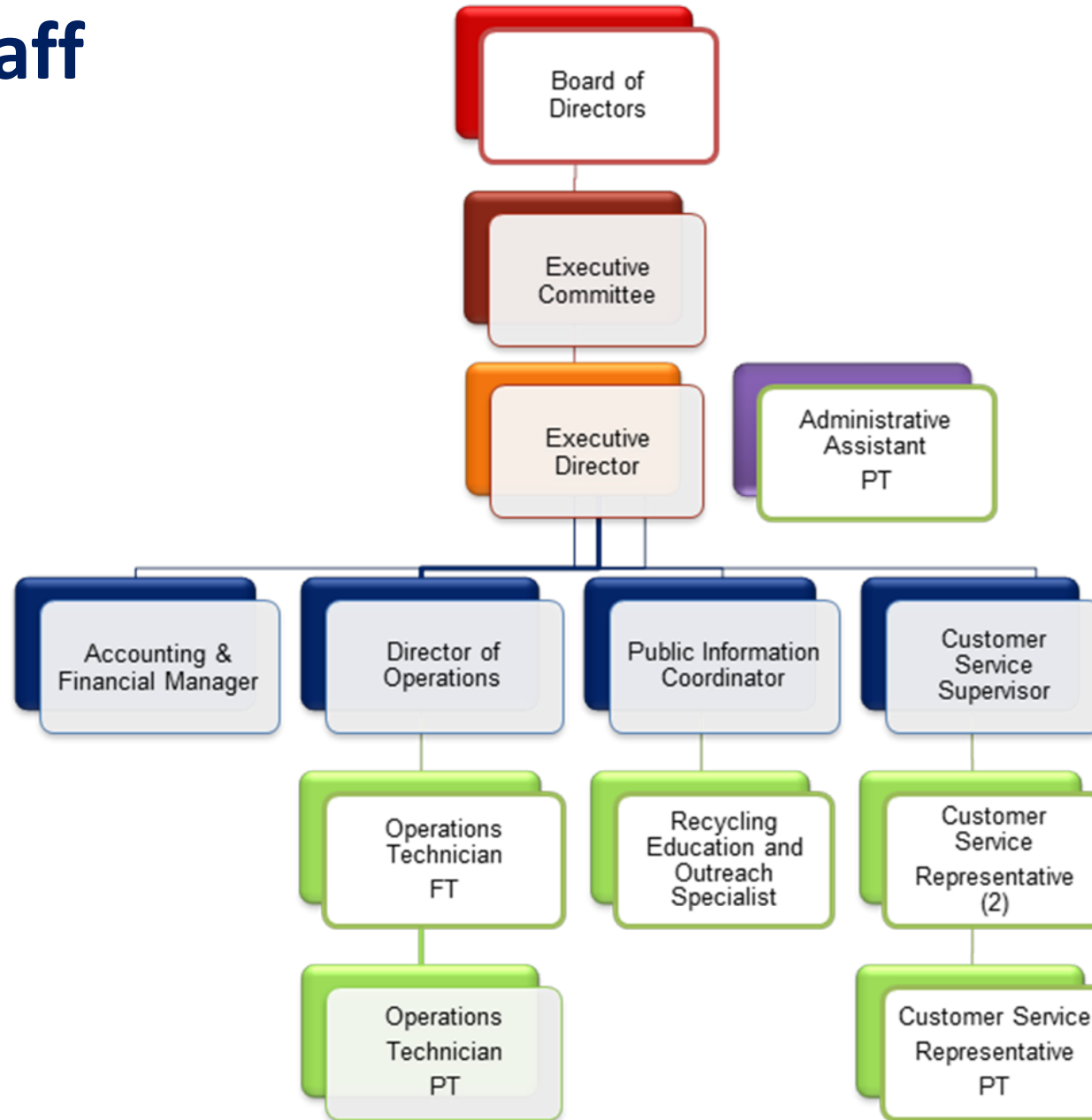
Board membership based on population:

< 75,000 = 1 member (9 localities)

75,001-150,000 = 2 members (1 locality)

150,000+ = 3 members (3 localities)

# Staff



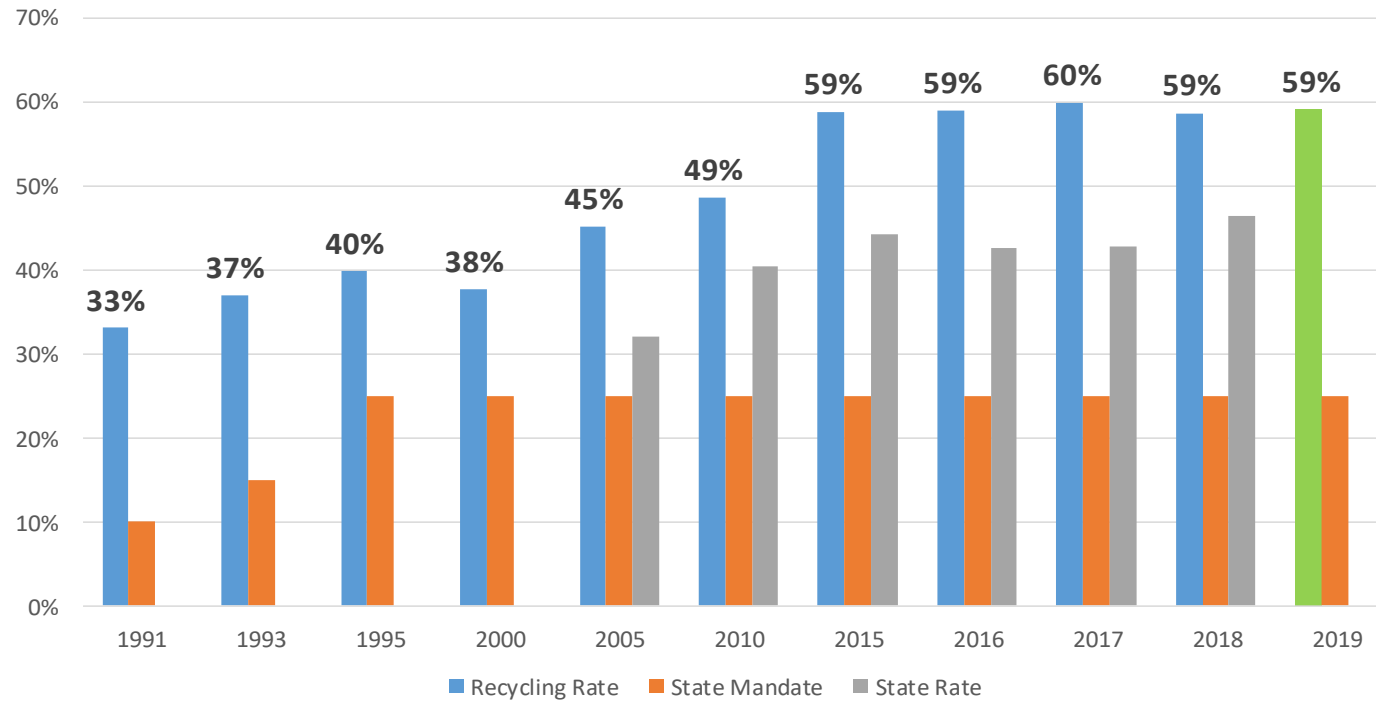
# Key Benefits & Financial Impacts of CVWMA

- ▶ Regional Solid Waste Planning – developed, amend, update and maintain the regional SWMP on behalf of all 13 governments
- ▶ Compile the annual regional recycling rate report
- ▶ Procure, negotiate and administer cost-effective programs to benefit multiple localities
  - ▶ Menu of Services – pick and choose to best fit individual needs
  - ▶ Reduces locality staff time for procurement, contract performance, customer service and education
- ▶ Authority serves as extension of locality staff

# Solid Waste Planning Regulations (9VAC20-130)

- Each planning unit (or individual locality) required to develop and maintain Plan
  - CVWMA is designated plan holder (solid waste planning unit) for the regional Plan
- 20 Year Plan; required updates every 5 years -
  - Last Update 2019
- Addresses Source Reduction, Reuse, Recycling, Resource Recovery, Incineration and Landfilling
- Estimates of Solid Waste Generation based on projected population
- Plans to meet the Recycling Mandate
- Locality Input

# Regional Recycling Rate





# Menu of Services

Programs All Contracted with the Private Sector

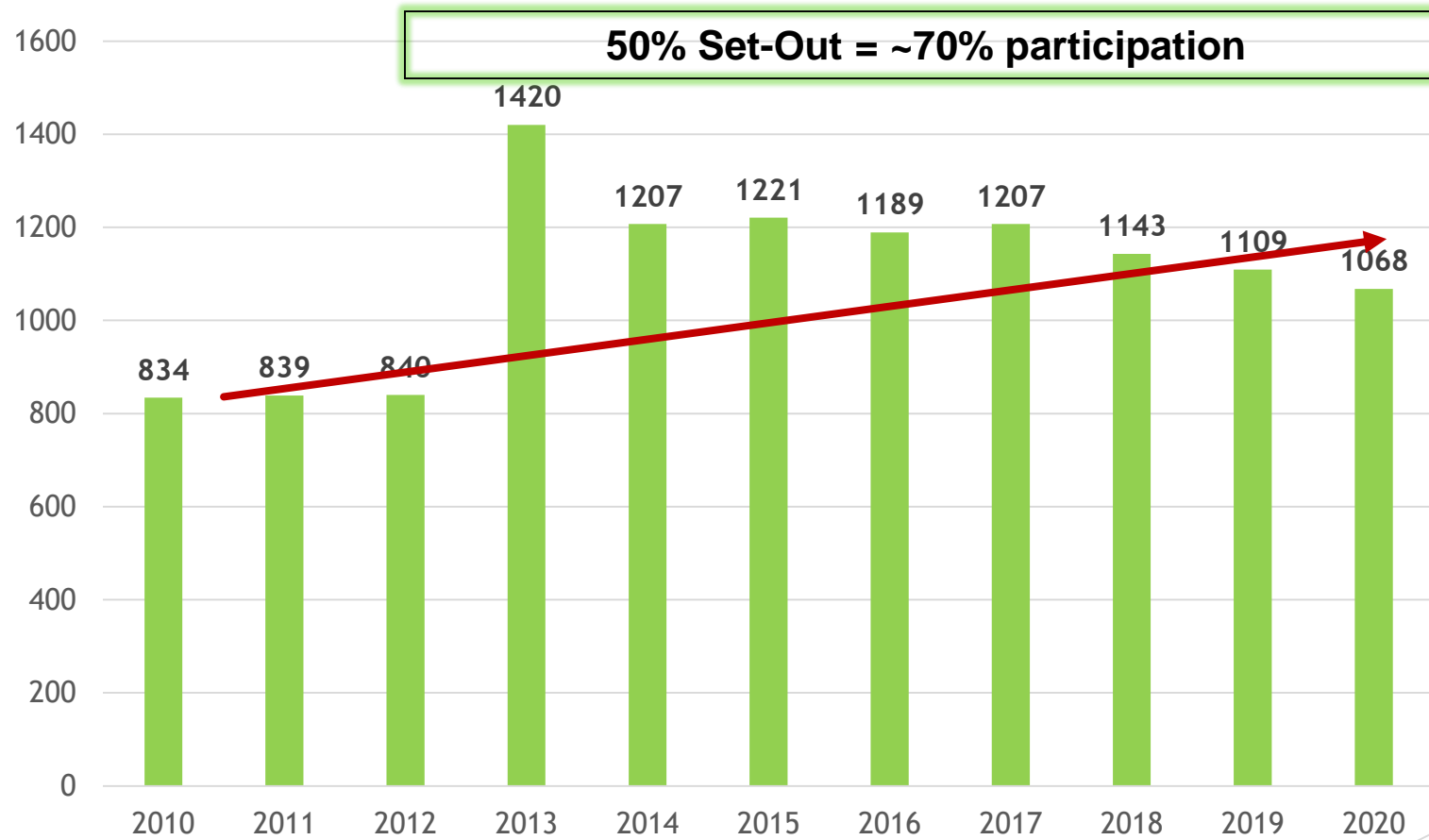
- ▶ Curbside recycling \*
- ▶ Drop-off recycling \*
- ▶ Electronics
- ▶ Paint, used oil, oil filters, antifreeze, etc \*
- ▶ Appliances & metals \*
- ▶ Batteries \*
- ▶ CFC/HCFC Removal
- ▶ Propane tanks
- ▶ Waste Tire Rec
- ▶ Textiles
- ▶ Yard Waste Grinding \*
- ▶ Residential trash collection \*
- ▶ Solid waste convenience centers
- ▶ Disaster recovery \*

\* Programs Colonial Heights Participates in

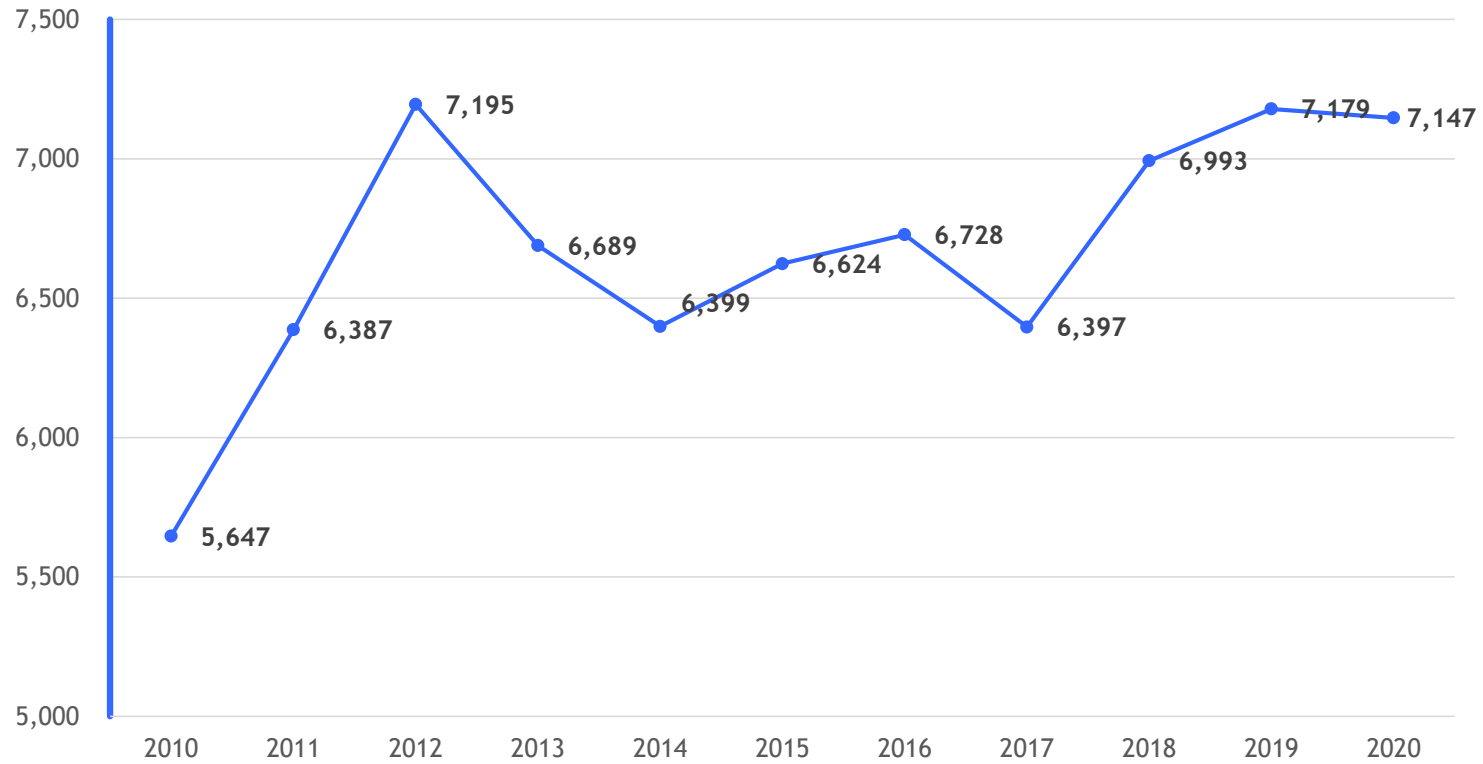
# Trash/Recycling



# Annual Recycling Volumes (tons)

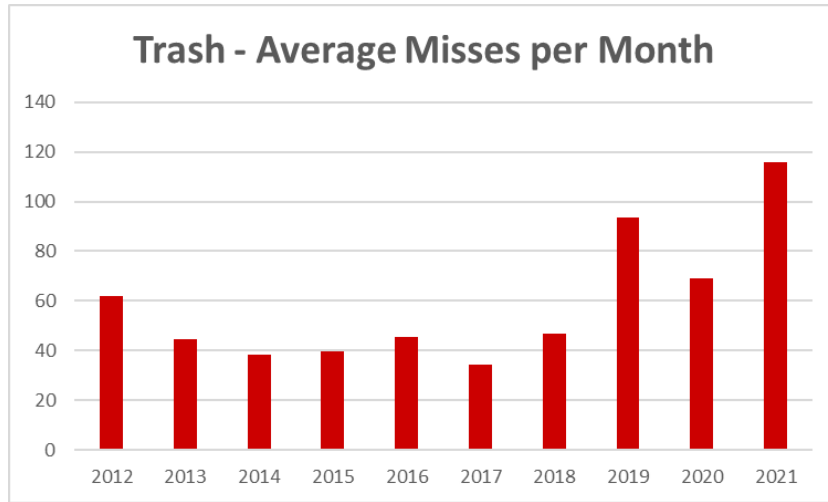


# Trash Volumes (tons)



# Contractor Performance

## Average Missed Collections / Month



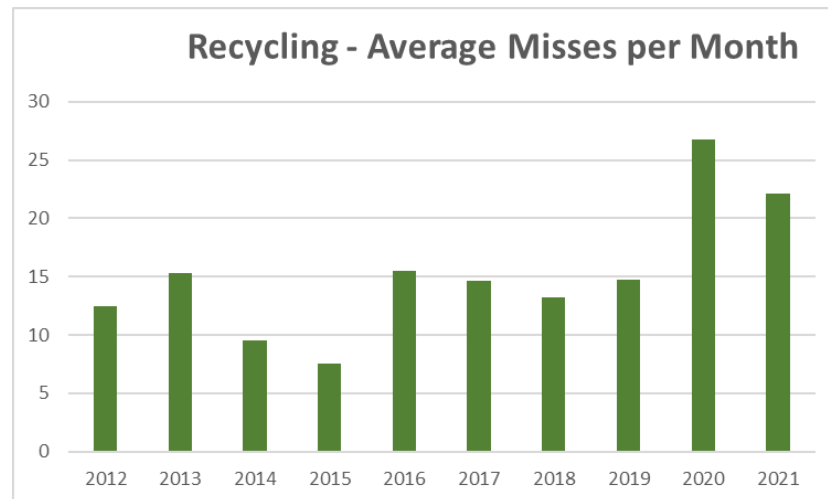
Rob Guidry, no longer President/  
CEO of CFS

Transition to Meridian Waste

Tim Webb - Area President



Average 29,000 pickups/month



Average 14,500 pickups/month



# Recycling Scorecard – 2020

	Region
Drop Off Recycling	10 tons
Curbside Recycling	1,068 tons
Used Oil, AF, Filters	1,211 gallons
Paints & Solvents	330 gallons
Appliance/Scrap Metal	13 tons
Yard Waste Grinding/Rec	489 tons
Trash	7,147 tons



Over 2.8 million tons  
recycled through CVWMA  
- 5.6 billion pounds!!





# Customer and Education Focused

## Recycling and Trash Hotline Call Center

- >100,000 calls / year
- 10,000+ emails
- Distribution of over 12,000
- 3.5 FTEs



Recycling  
You Recycle  
We Reward  
Perks

## Your 2021 CVWMA Recycling Collection Schedule

### IT'S ALL YOU YOUR RECYCLING MATTERS



### YOUR RECYCLING MATTERS



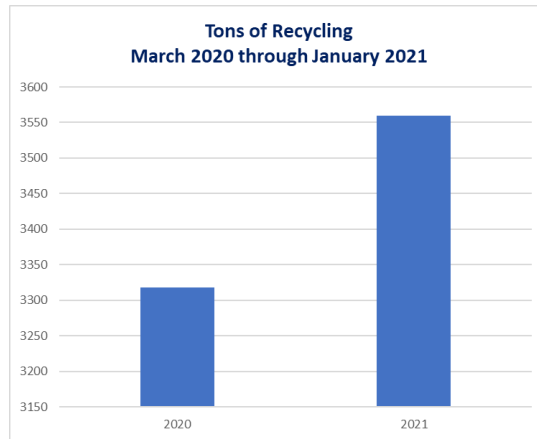
## Education/Outreach

- Annual Collection Schedule – 275,000
- Schools – Students/Staff
- Educational Materials >100,000!
- Website 170,000 visits
- Social Media – Lots of followers!
- Email Lists – ~43,000 emails
- **575 Colonial Heights subscribers**
- Media – TV/Radio
- Presentations/Events/Scouts

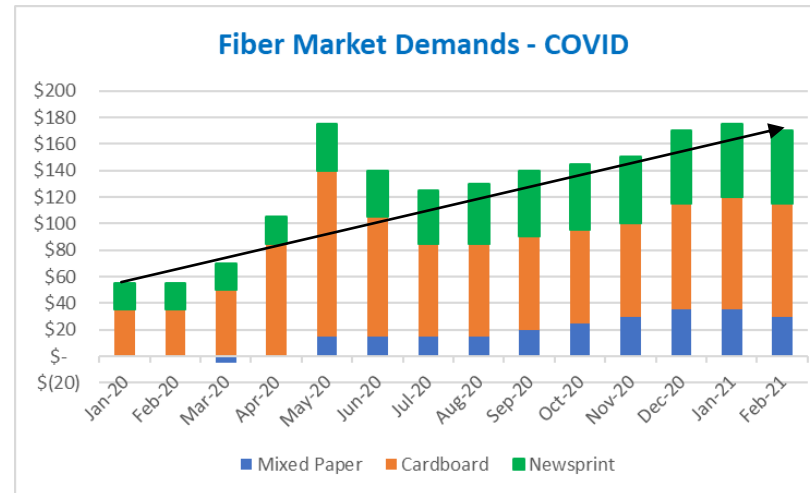


# COVID Impacts

- ▶ COVID-19 increased supply and demand for cardboard and mixed paper
- ▶ COVID-19 increased supply of plastics, demand steady, prices down; markets ebb and flow with oil prices



*Shift to residential – 7.0 - 8.5% increase in tons collected at the curb*



*Curbside Recycling Processing Fee Averaged \$19.50 / ton last 10 mos (down from Max. \$30/ton); ~\$10,000 savings to Colonial Heights*





# Disruption Leads to Innovation

- Less Reliance on China and foreign governments
  - **New Paper Mills in US – Total Fiber Recovery coming to Chesapeake (300,000 tons of mixed paper and other fiber) – 68 jobs**
  - Pratt Industries – 5<sup>th</sup> largest paper co. opens new mill in Ohio (possibly southwest Va)
  - Cascades – former Bear Island newsprint mill in Ashland; reconfigure to recycle other fiber
- Braven Environmental – announces plastics recycling facility coming to Cumberland County (hard to recycle plastics) - 52 new jobs

## Total Fiber Recovery invests in recycled pulp facility

The company is establishing its first recycled pulp production facility in Chesapeake, Virginia.

February 28, 2020



Posted by Megan Smalley

Commodities

Municipal Recycling

Virginia Gov. Ralph Northam has announced that a company called Total Fiber Recovery (TFR) plans to invest \$49 million to establish its first recycled pulp production facility in the city of Chesapeake, Virginia. According to a news release from [Gov. Northam's website](#) on this investment, Virginia had competed with Maryland and South Carolina for this project as well. The facility is expected to create 68 jobs.

TFR plans to begin operations at the recycled pulp facility in 2021 and annually process 300,000 tons of mixed paper and other recovered fiber from material recovery facilities (MRFs) in the mid-Atlantic region, according to Gov. Northam's office. The company will increase the region's capacity to process various grades of recovered fiber. With domestic and international offtake agreements in place, the pulp product created by TFR in Chesapeake will be transported to paper plants to become new products.

TFR, headquartered in Eugene, Oregon, formed as a domestic limited liability company [July 23, 2018](#).

"The paper industry demands recycled pulp to make new products, and North America is home to some of the world's most advanced MRFs that produce high-quality recycled fiber," says Total Fiber Recovery.



Dreamstime.com

## Braven Environmental invests in pyrolysis facility in Virginia

The company has invested \$31.7 million in the new manufacturing operation in Cumberland County, Virginia.

# Finances

Total Operating Budget (2021)	\$17,893,030
Program (pass through)	\$16,690,295
Admin, Call Center & Education	\$1,202,735

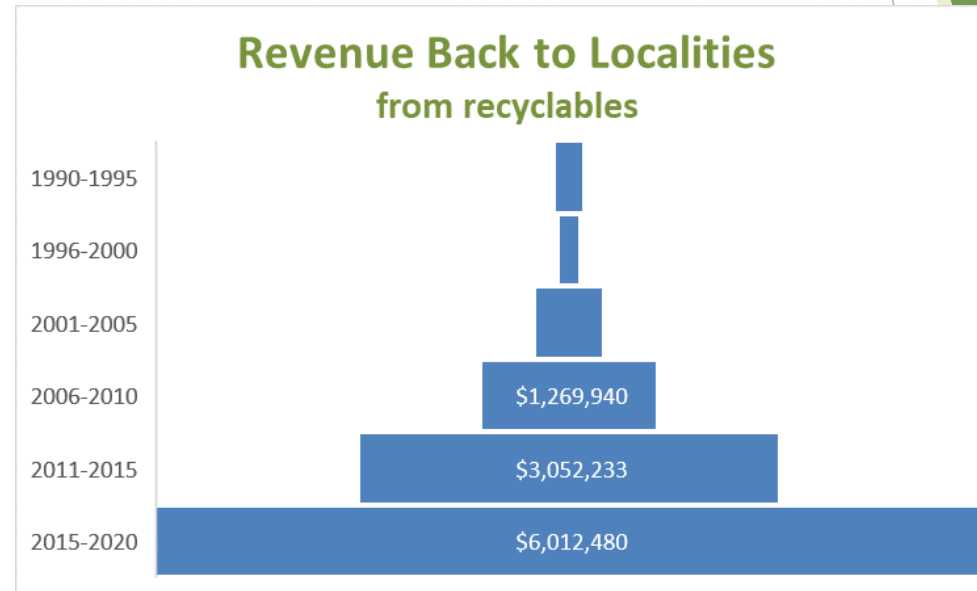
## Revenue Generating Programs

**\$11.2 million** provided back to localities; over \$9 million in the last 10 years

Over **\$110,000** back to Colonial Heights

### Annual Operating Assessment:

- \$.48/capita unchanged since 1997
- \$8,253 in FY 2022



# Coming Soon...

- **Curbside Recycling Procurement - Contract ends 6/30/2023**
  - RFP Issued Nov 2020; Proposal due 3/5/2021
- **Trash Collection Renewal**
  - Initial term ends 6/30/2022
  - Renewal periods 2yrs & 3yrs
- **Strategic Planning**
  - Regional Plan for Waste Management
  - Direction for CVWMA
  - Want to hear from local leadership



**Kim Hynes, Executive Director**

2100 W Laburnum Ave, Suite 105

Richmond, VA 23227

(804) 612-0552

[khynes@cvwma.com](mailto:khynes@cvwma.com)

[www.cvwma.com](http://www.cvwma.com)

# Colonial Heights City Council Meeting February 16, 2021



## **6. A Work Session On The Following Items:**

### **D. Office On Youth Student Survey Presentation**



# Colonial Heights Pride Survey Results: A “Brief” Overview

Presented by the Office of Youth & Human Services  
Marquis D. Mapp, QMHP-C  
Youth Program Coordinator

# Content:

- ▶ The “Why”?
- ▶ Breaking Down The Survey
  - ▶ The Who: Demographics
  - ▶ The What: Survey Content
  - ▶ The When: Then vs Now
  - ▶ The Where: Informing Future Work
  - ▶ The How: Next Steps
- ▶ Wrap Up/Questions

# Why is the Pride Survey Important?

- ▶ Youth Services Commission commitment
- ▶ Snapshot of where we are now.
- ▶ Program evaluation
- ▶ Continued and future programming
- ▶ Rationale for behaviors/challenges



# Limitations

- ▶ As a general note, with any data collection there are limitations:
  - ▶ Self Report- generally, self report is an acceptable and widely used form of data collection, especially when done in an anonymous or confidential manner. However, Things to consider:
    - ▶ Ability to recollect situations or certain information
    - ▶ Who is reporting; i.e., we may be missing data from a small population that does not attend school regularly thus not getting information from the group we actually want to hear from.
    - ▶ Exaggeration
    - ▶ Under reporting for fear of negative consequences
  - ▶ Administration- some surveys were not administered.
    - ▶ Only 2/3 of the selected sample group completed the survey.

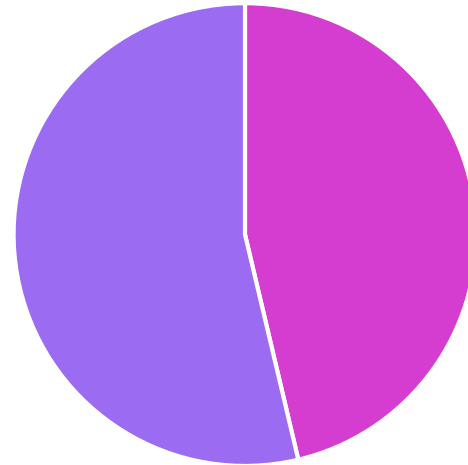
# Breaking Down the Survey: The Who

- ▶ Total 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> grade students for the 2019-2020 School Year: 619
  - ▶ 8<sup>th</sup> graders- 201
  - ▶ 10<sup>th</sup> graders- 211
  - ▶ 12<sup>th</sup> graders- 207
- ▶ Total 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup>, grade students that completed the 2019-2020 survey: 406
  - ▶ 8<sup>th</sup> graders- 150
  - ▶ 10<sup>th</sup> graders- 129
  - ▶ 12<sup>th</sup> graders- 127

# Breaking Down the Survey: The Who

(continued)

Total: Male and Female Students



■ Male ■ Female

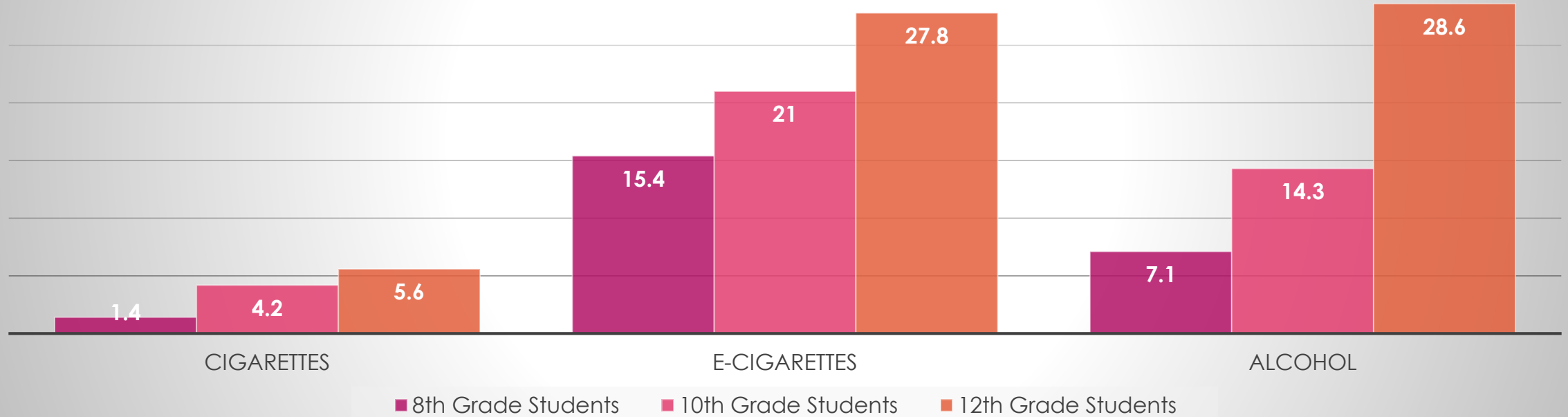
Why are demographic questions like this important?

# Breaking Down the Survey: The What

- ▶ Past 30 Day Drug Use
- ▶ Students' Perception of Risk
- ▶ Students' Perception of Disapproval
- ▶ Age of First Use
- ▶ Students' Perception of Availability
- ▶ Violence Indicators
- ▶ Where Students Use
- ▶ When Students Use
- ▶ School Safety
- ▶ Risk and Protective Factors

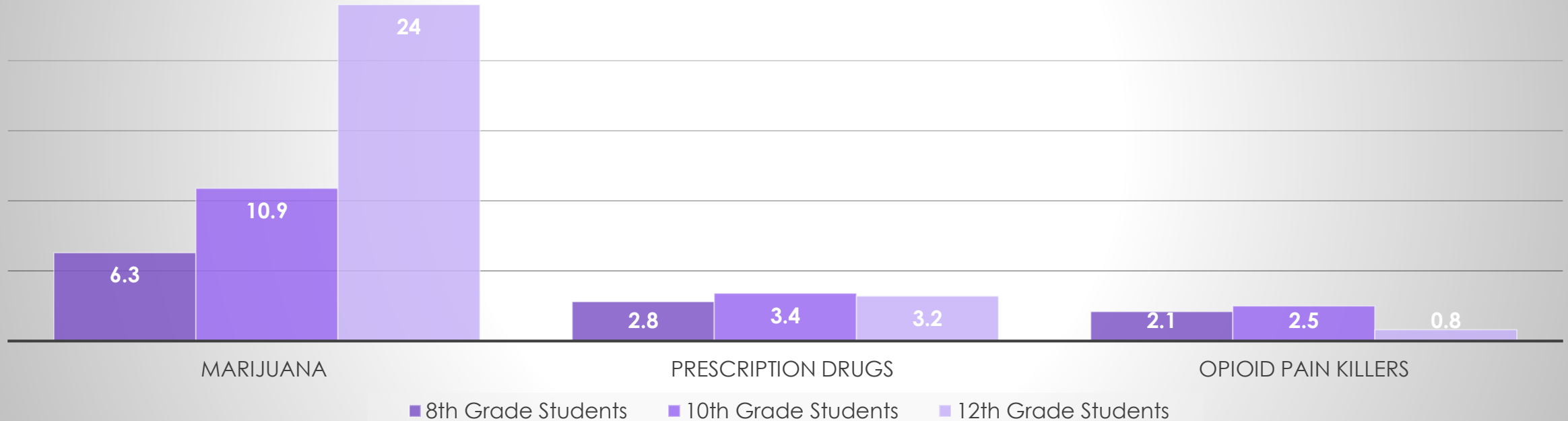
# Past 30 Day Use: Cigarettes, E-cigarettes, and Alcohol

## Past 30 Day Use



# Past 30 Day Use: Marijuana, Prescription Drugs, Opioid Pain Killers

## Past 30 Day Use



# \*Annual Use: A National Comparison\*

Table 1.2: Annual Use – 2019-2020 vs 2018-2019 – DFC Drugs

DRUG/Location	8th	10th	12th
<b>Tobacco</b>			
2019-2020	6.3	13.5	19.8
2018-2019 NS	7.4	15.9	24.5
diff	-1.1	-2.4	-4.7
<b>Alcohol</b>			
2019-2020	24.7	33.9	59.5
2018-2019 NS	16.3	35.4	50.9
diff	8.4	-1.5	8.6
<b>Marijuana</b>			
2019-2020	11.6	19.7	34.1
2018-2019 NS	6.6	20.0	32.1
diff	5.0	-0.3	2.0
<b>Prescription Drugs</b>			
2019-2020	4.7	4.7	4.8
2018-2019 NS	2.2	3.6	6.1
diff	2.5	1.1	-1.3

Alcohol usage higher than national summary for grades 8 & 12

Prescription Drugs higher for grades 8 & 10

Marijuana usage higher than national summary for grades 8 & 12

# \*Annual Use: National Comparison\*

Table 1.3: Annual Use – 2019-2020 vs 2018-2019 – Illicit Drugs

DRUG/Location	8th	10th	12th
<b>Cocaine</b>			
2019-2020	0.7	0.0	0.0
2018-2019 NS	0.7	1.3	2.9
diff	0.0	-1.3	-2.9
<b>Inhalants</b>			
2019-2020	2.7	1.6	0.8
2018-2019 NS	2.2	1.9	2.3
diff	0.5	-0.3	-1.5
<b>Hallucinogens</b>			
2019-2020	2.0	4.7	3.9
2018-2019 NS	0.8	2.3	4.6
diff	1.2	2.4	-0.7
<b>Heroin</b>			
2019-2020	0.0	2.4	0.0
2018-2019 NS	0.4	0.7	1.4
diff	-0.4	1.7	-1.4
<b>Steroids</b>			
2019-2020	2.1	2.4	0.8
2018-2019 NS	1.1	1.4	1.6
diff	1.0	1.0	-0.8

Table 1.4: Annual Use – 2019-2020 vs 2018-2019 – Illicit Drugs (cont.)

DRUG/Location	8th	10th	12th
<b>Ecstasy</b>			
2019-2020	1.4	0.8	2.4
2018-2019 NS	0.7	1.6	2.7
diff	0.7	-0.8	-0.3
<b>Meth</b>			
2019-2020	0.0	0.8	0.0
2018-2019 NS	0.6	0.9	1.4
diff	-0.6	-0.1	-1.4
<b>Over-the-Counter Drugs</b>			
2019-2020	3.4	4.7	0.8
2018-2019 NS	1.8	2.6	3.5
diff	1.6	2.1	-2.7
<b>Illicit Drugs</b>			
2019-2020	20.7	27.1	39.4
2018-2019 NS	10.0	22.7	34.5
diff	10.7	4.4	4.9

Illicit drugs is higher than national summary in all grades.

High monthly alcohol usage across all grades.

High marijuana usage in 12th graders.



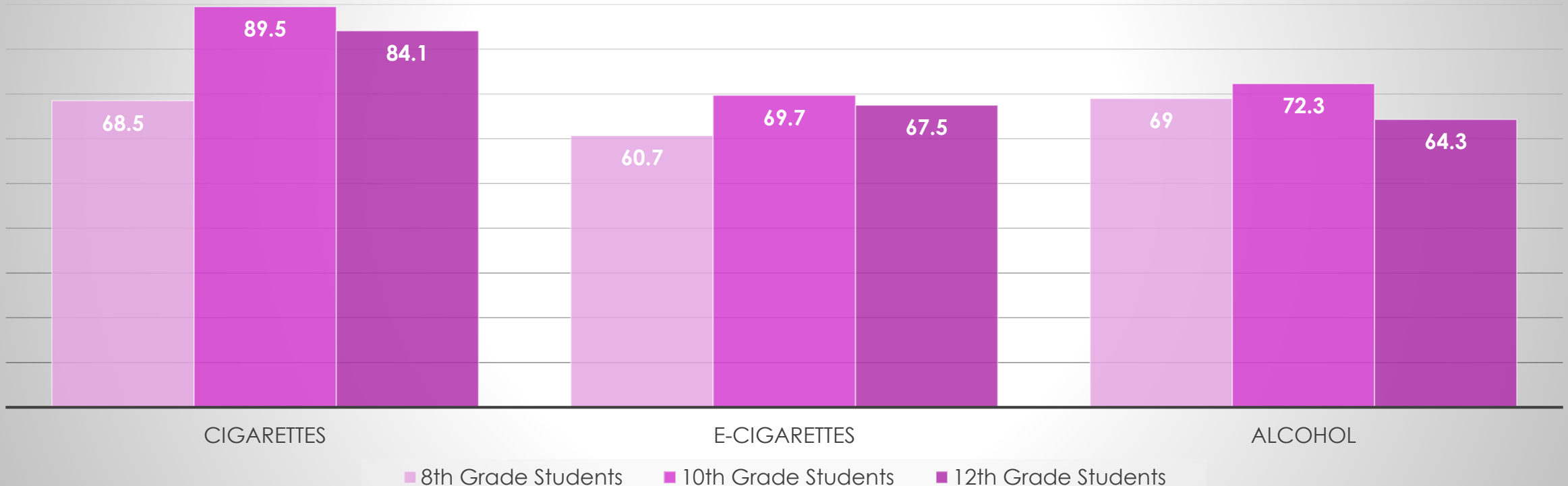
# Student Perception of Risk

- ▶ Students are asked about their perception of risk of regular use with cigarettes, use of e-cigarettes, binge drinking alcohol, regular use of marijuana, use of prescription drugs not prescribed to them and use of opioid pain killers to get high with the possible responses being No Risk, Slight Risk, Moderate Risk or Great Risk (Pride Survey, 2020).
- ▶ Past analysis of national statistics indicates that as students' perception of risk increases, use of substances decreases. It is also typical for the perception of risk (Moderate Risk or Great Risk) to decrease as a child gets older (Pride Survey, 2020).

# Student Perception of Risk:

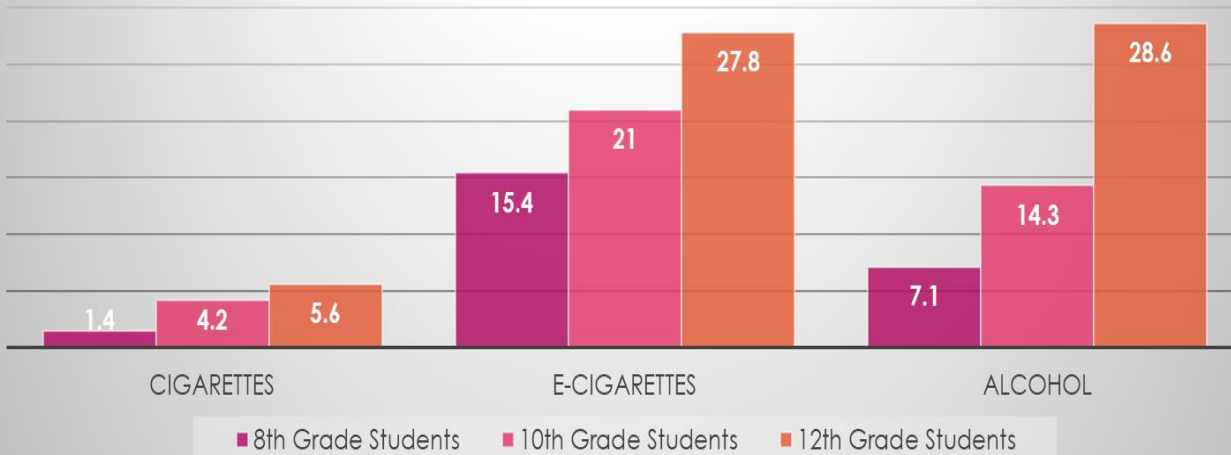
Cigarettes, E-Cigarettes, and Alcohol

**% Of Students That Perceive the Following As  
Moderate Risk or Great Risk**

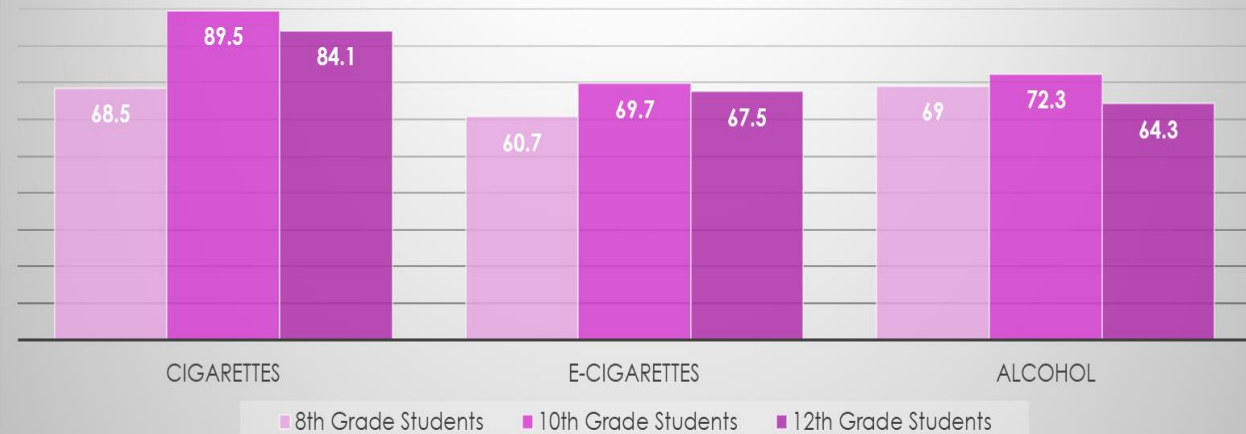


# A Quick Comparison

Past 30 Day Use



% Of Students That Perceive the Following As Moderate Risk or Great Risk

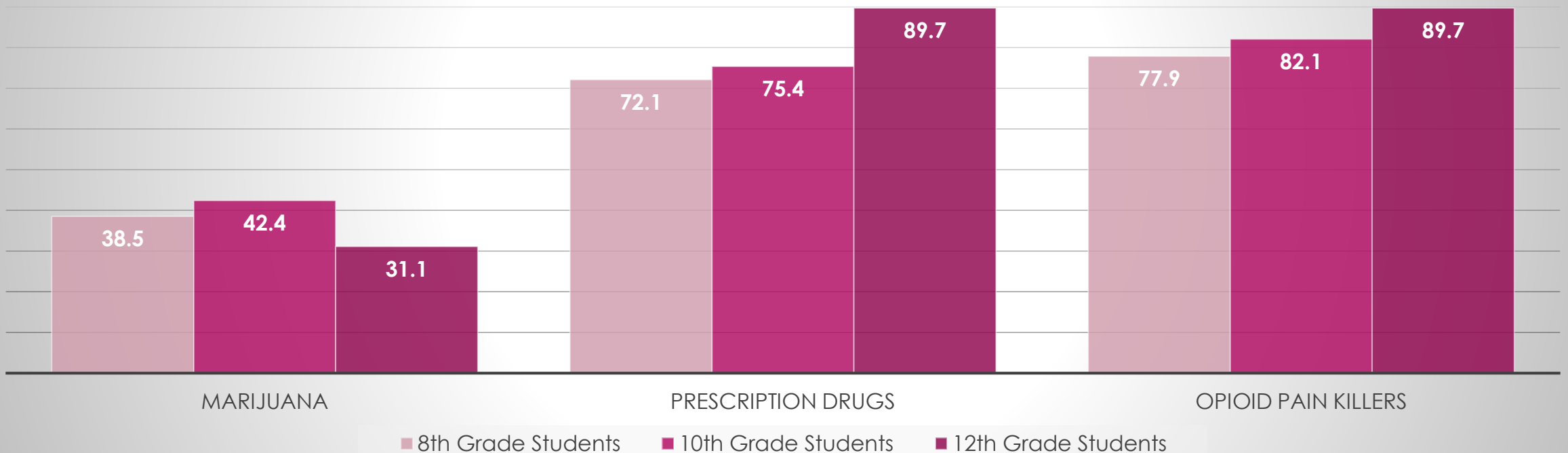


What can we learn from this comparison?

# Student Perception of Risk:

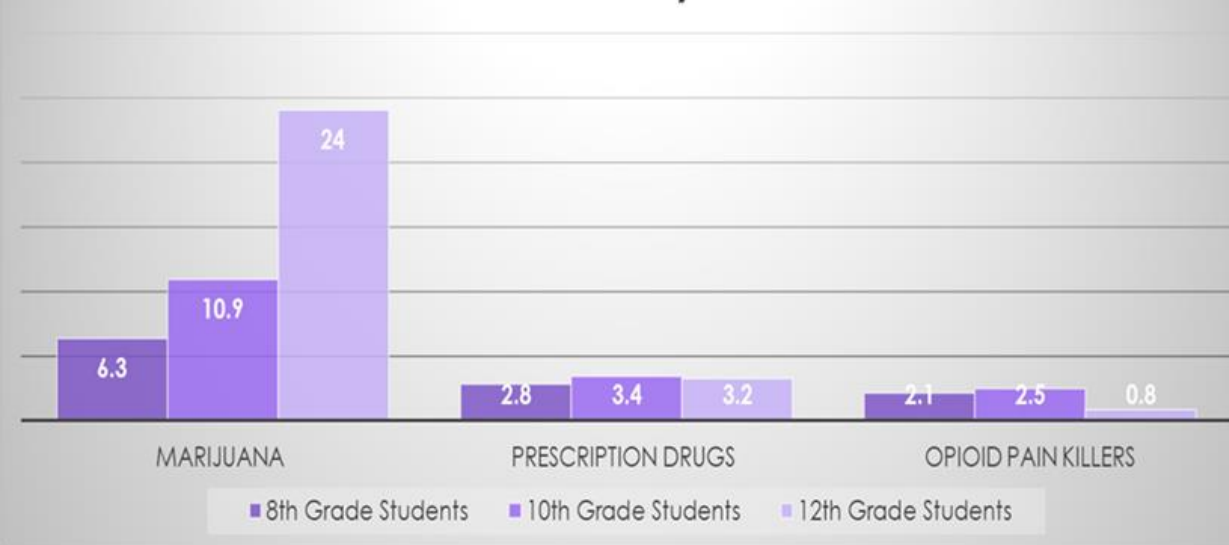
Marijuana, Prescription Drugs, and Opioid Pain Killers

**% Of Students That Perceived The Following As Moderate Risk or Great Risk**

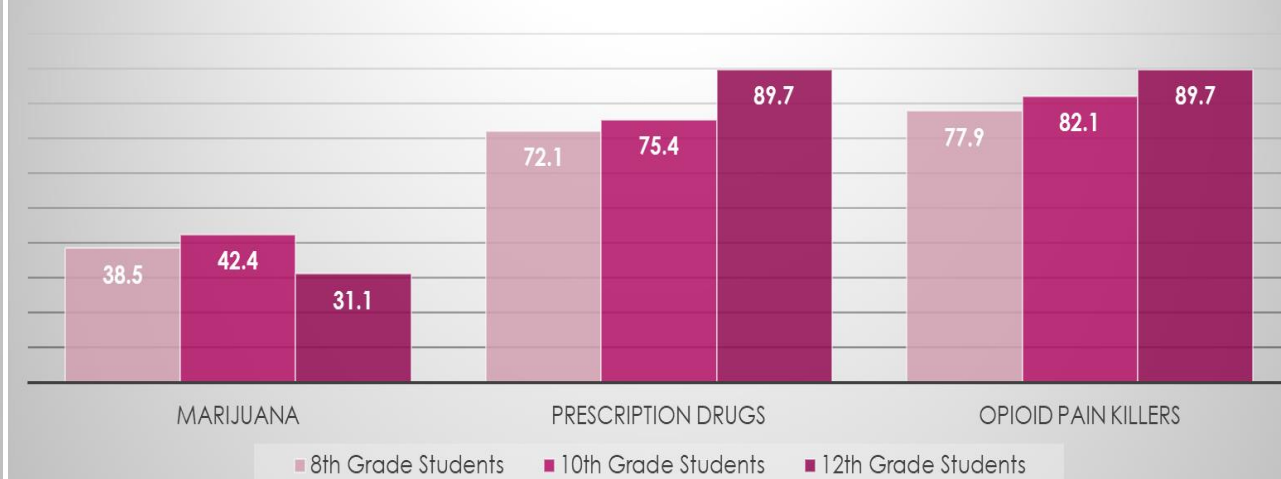


# Another Quick Comparison

Past 30 Day Use



% Of Students That Perceived The Following As Moderate Risk or Great Risk

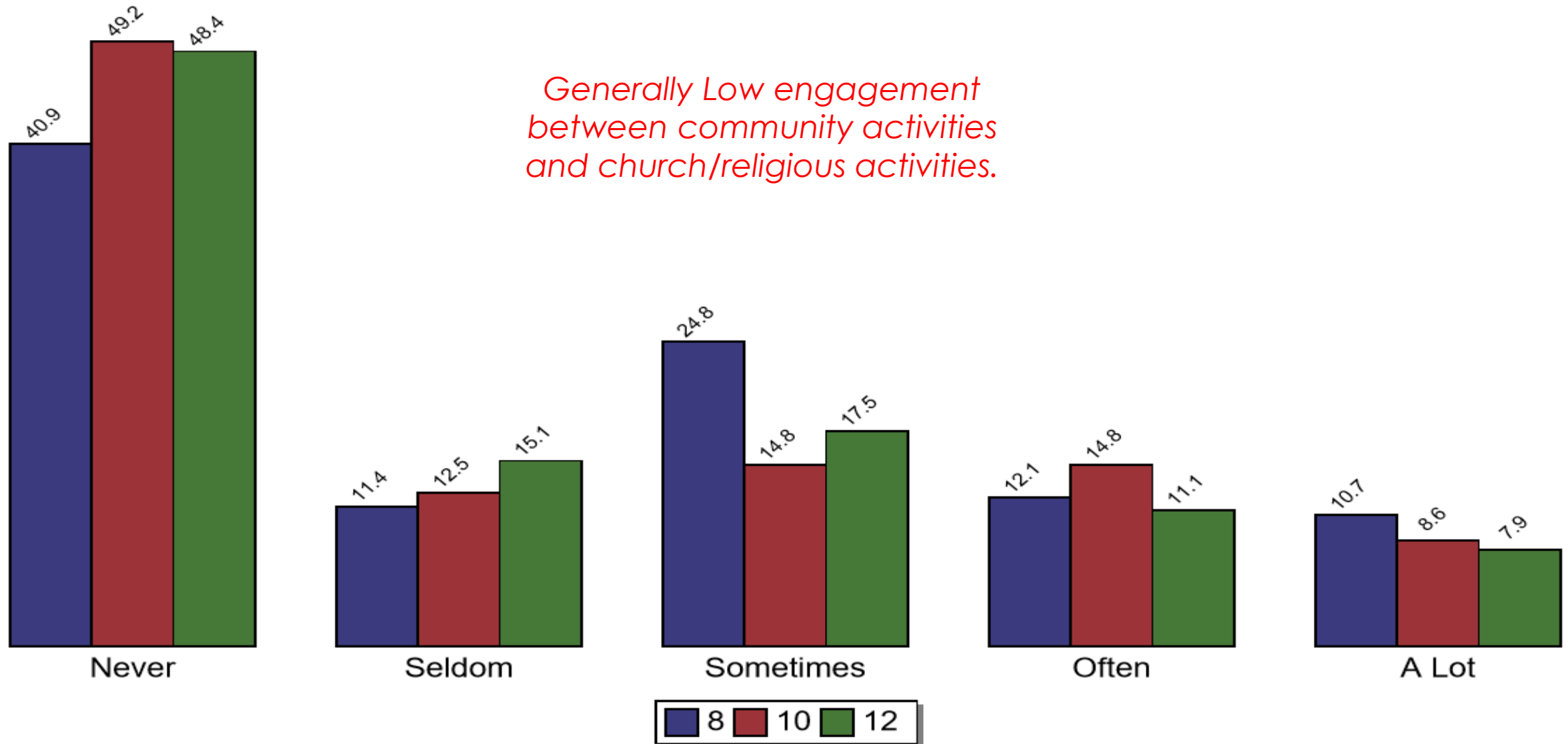


What can we learn from this comparison?

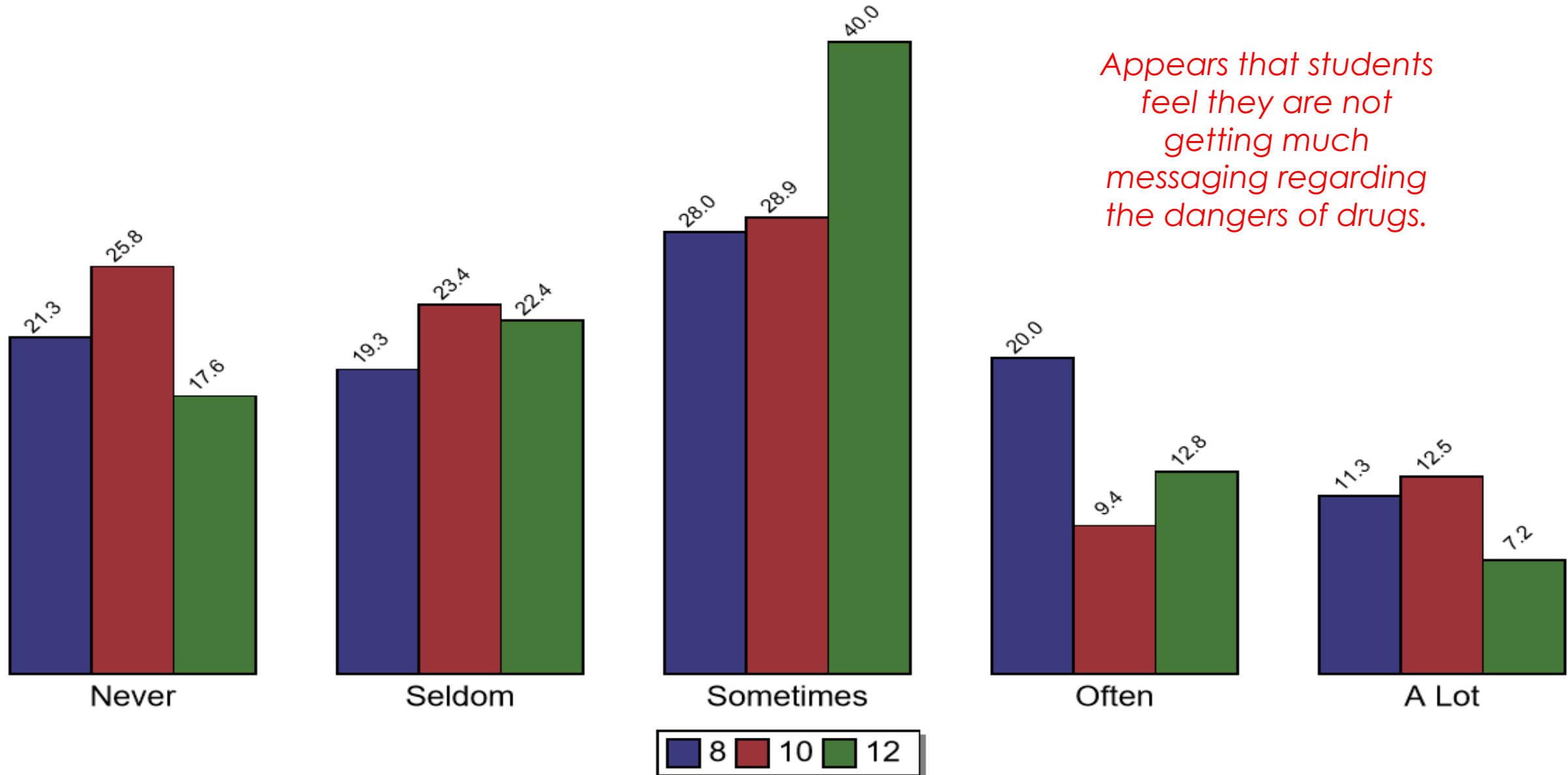
# Risk Factors vs. Protective Factors

- ▶ **Risk factors** are characteristics at the biological, psychological, family, community, or cultural level that precede and are associated with a higher likelihood of negative outcomes (SAMHSA, 2019).
- ▶ **Protective factors** are characteristics associated with a lower likelihood of negative outcomes or that reduce a risk factor's impact. Protective factors may be seen as positive countering events (SAMHSA, 2019).
- ▶ Some risk and protective factors are fixed: they don't change over time. Other risk and protective factors are considered variable and can change over time (SAMHSA, 2019).
- ▶ Examples:
  - ▶ School activities
  - ▶ Good grades
  - ▶ Community activities
  - ▶ Parent discussion on drugs
  - ▶ Parents set clear rules

## Take Part in Community Activities



# Parents Talk About the Dangers of Drugs





# Breaking Down the Survey: The When

- ▶ A quick comparison of “then vs now”
- ▶ During the 2016-2017 school year a Pride Survey was completed
- ▶ It's important to note that with this comparison some new substances were introduced thus we have nothing to compare it to.
  - ▶ E-cigarettes
  - ▶ Opioid Pain Killers

# Breaking Down the Survey: The When (continued)

**2016-  
2017**

Table 1: Past 30 Day Use – **Cigarettes**

Grade Level	N of Valid	N of Miss	30 Day Use
8th	168	23	7.7
10th	142	11	6.3
12th	112	2	8.9
6-8	168	23	7.7
9-12	254	13	7.5
Total	422	36	7.6

Table 2: Past 30 Day Use – **Alcohol**

Grade Level	N of Valid	N of Miss	30 Day Use
8th	167	24	7.8
10th	144	9	12.5
12th	113	1	27.4
6-8	167	24	7.8
9-12	257	10	19.1
Total	424	34	14.6

Table 1: Past 30 Day Use – **Cigarettes**

Grade Level	N of Valid	N of Miss	30 Day Use
8th	142	8	1.4
10th	119	10	4.2
12th	126	1	5.6
6-8	142	8	1.4
9-12	245	11	4.9
Total	387	19	3.6

Table 3: Past 30 Day Use – **Alcohol**

Grade Level	N of Valid	N of Miss	30 Day Use
8th	141	9	7.1
10th	119	10	14.3
12th	126	1	28.6
6-8	141	9	7.1
9-12	245	11	21.6
Total	386	20	16.3

**2019-  
2020**

# Breaking Down the Survey: The When (continued)

**2016-  
2017**

Table 3: Past 30 Day Use – Marijuana

Grade Level	N of Valid	N of Miss	30 Day Use
8th	167	24	5.4
10th	145	8	13.8
12th	113	1	15.9
6-8	167	24	5.4
9-12	258	9	14.7
Total	425	33	11.1

Table 4: Past 30 Day Use – Prescription Drugs

Grade Level	N of Valid	N of Miss	30 Day Use
8th	166	25	2.4
10th	145	8	6.2
12th	113	1	8.0
6-8	166	25	2.4
9-12	258	9	7.0
Total	424	34	5.2

Table 4: Past 30 Day Use – Marijuana

Grade Level	N of Valid	N of Miss	30 Day Use
8th	143	7	6.3
10th	119	10	10.9
12th	125	2	24.0
6-8	143	7	6.3
9-12	244	12	17.6
Total	387	19	13.4

Table 5: Past 30 Day Use – Prescription Drugs

Grade Level	N of Valid	N of Miss	30 Day Use
8th	144	6	2.8
10th	118	11	3.4
12th	126	1	3.2
6-8	144	6	2.8
9-12	244	12	3.3
Total	388	18	3.1

**2019-  
2020**

## Other Mentions: Gender

- ▶ Female students reported higher usage in every grade level regarding tobacco use.
  - ▶ It was significantly higher for 12<sup>th</sup> grade students: Males- 14.5% Females- 20.8%
- ▶ Female students also reported having higher usage than male students for alcohol but more so for 8<sup>th</sup> and 12<sup>th</sup> graders.
  - ▶ In 8<sup>th</sup> grade over a 10% gap.

# Other Mentions: Violence

- ▶ Almost 30% of students reported having attempted suicide within the last 12 months.
  - ▶ Almost 4% of this group reported needing to be treated by a doctor as a result.
- ▶ 11 student(s) reported carrying a gun to school. Of the 11 student(s) who reported carrying a gun to school:
  - ▶ 6 report using alcohol
  - ▶ 5 report using marijuana
  - ▶ 0 report using cocaine
  - ▶ 1 report using Meth
- ▶ 91 students reported being afraid another student will hurt them. Of these 91 students:
  - ▶ 69 students report getting hurt at school. (17.5% of total responding)
    - ▶ Of these 69 students, 3 report carrying a gun to school (4.4%).

# Breaking Down the Survey: The Where

- ▶ Where do we go from here?
  - ▶ Despite perception of risk, use continues.
  - ▶ Targeted programming
    - ▶ E-cigarettes
    - ▶ Violence Prevention
  - ▶ Needs Assessment
    - ▶ Do we have all of the information?

# Breaking Down the Survey: The How

- ▶ Continued Partnerships
- ▶ CADRE
- ▶ YAC
- ▶ Office on Youth Programming

# Wrap-Up

► Questions????



## Citations:

- ▶ Pride Survey- A full copy can be sent to you upon request.
- ▶ <https://www.samhsa.gov/sites/default/files/20190718-samhsa-risk-protective-factors.pdf>

# Colonial Heights City Council Meeting February 16, 2021



## 6. A Work Session On The Following Items:

### **E.** Virginia's Gateway Region Marketing Video

# Colonial Heights City Council Meeting February 16, 2021



## 6. A Work Session On The Following Items:

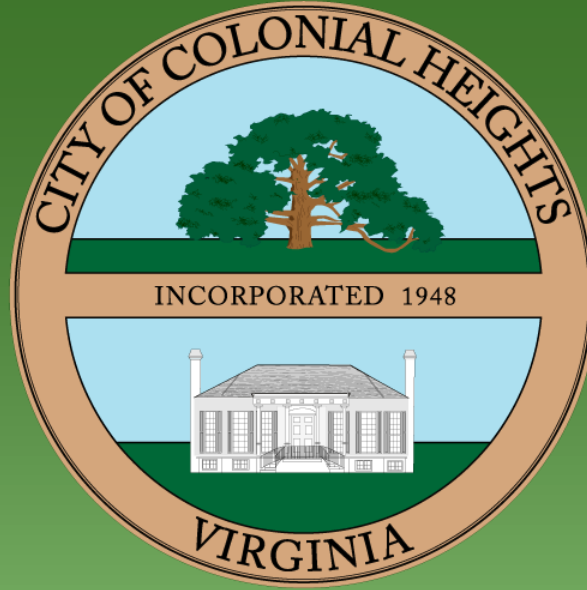
### **F.** City Council Retreat Summary

# Colonial Heights City Council Meeting

## February 16, 2021



## **7. Adjournment**



**Colonial Heights**  
**City Council Special Meeting**  
**February 16, 2021**