



CITY COUNCIL AGENDA March 15, 2021

Members

Nikayah Walker, Mayor
Sena Magill, Vice Mayor
Heather D. Hill
Michael K. Payne
J. Lloyd Snook, III

4:00 p.m. WORK SESSION

Register at www.charlottesville.gov/zoom. Virtual/electronic meeting in accordance with the local ordinance amended and re-enacted February 16, 2021, to ensure continuity of government and prevent the spread of disease. NOTE: Individuals with disabilities who require assistance or special arrangements to participate in the public meeting may call the ADA Coordinator at (434) 970-3182 or submit a request via email to ada@charlottesville.gov. The City of Charlottesville requests that you provide a 48 hour notice so that proper arrangements may be made.

CALL TO ORDER

ROLL CALL

REPORTS

1. Report: Monthly Financial Report
2. Report: Community Risk Reduction Report
3. Report: Open Society Foundation Emma Lazarus Campaign on Cities Grant Final Report

PUBLIC COMMENT

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



Agenda Date:	March 15, 2021
Action Required:	No actions required
Presenter:	Hezedean A. Smith, Fire Chief (Intro); Deputy Chief Powers (Presenter)
Staff Contacts:	Deputy Chief Joe Powers
Title:	Charlottesville Fire Department's Community Risk Reduction Initiatives

Background:

In January 2020, the Charlottesville Fire Department expanded its scope to include an intentional focus on Community Risk Reduction or CRR. Based on risk assessments, data, and outcomes, CRR is a wholesale change from traditional fire service practices. Since January, the CRR efforts in Charlottesville gained regional and national attention within the fire service industry. The presentation provides insight regarding the background of CRR and how the department's efforts and realignment are positively impacting the community.

Discussion:

Deputy Chief Powers will discuss the PowerPoint presentation

Alignment with City Council's Vision and Strategic Plan:

This presentation on Community Risk Reduction exemplifies the fire department's efforts to create efficiency in service delivery, match resources with community needs, and understand better the differences with the city's neighborhoods.

Community Engagement:

Community Risk Reduction within the Charlottesville Fire Department focuses on strategic public engagement through community partnerships. The presentation will outline examples of community outcomes achieved through strategic engagement.

Budgetary Impact:

The model of Community Risk Reduction drives efficiency in service delivery and decreases workload. There is no direct fiscal impact or request for additional resources. However, the presentation outlines the measures the Charlottesville Fire Department takes to improve stewardship of city funds. As the department seeks to solidify its approach to a comprehensive

CRR process, there may be future needs and support necessary to support execution of the vision.

Recommendation:

N/A

Alternatives:

N/A

Attachments:

PowerPoint

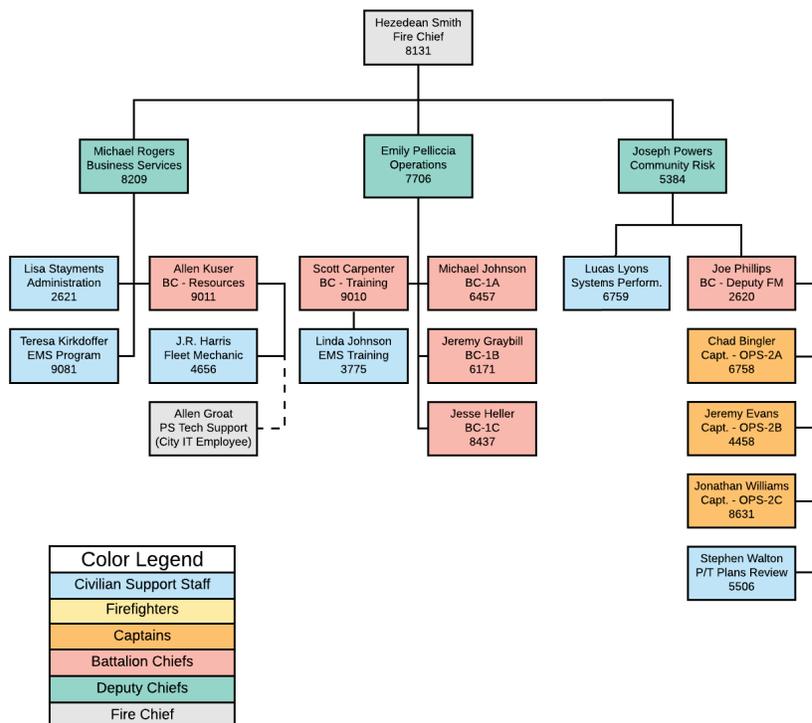


COMMUNITY RISK REDUCTION

Charlottesville Fire Department



Administration



NEIGHBORHOOD RISK ASSESSMENT	PUBLIC INFORMATION OFFICER	STRATEGIC PLAN
PERFORMANCE ANALYSIS	FIRE DEPARTMENT ACCREDITATION	FREQUENT 911 UTILIZERS
FIRE MARSHAL'S OFFICE	ISO RATING	SELF-ASSESSMENT MODEL

WHAT IS COMMUNITY RISK REDUCTION?

COMMUNITY RISK REDUCTION

Fire Prevention



**Community Risk
Reduction**

MINDSET CHANGE

PROCESS vs SECTION

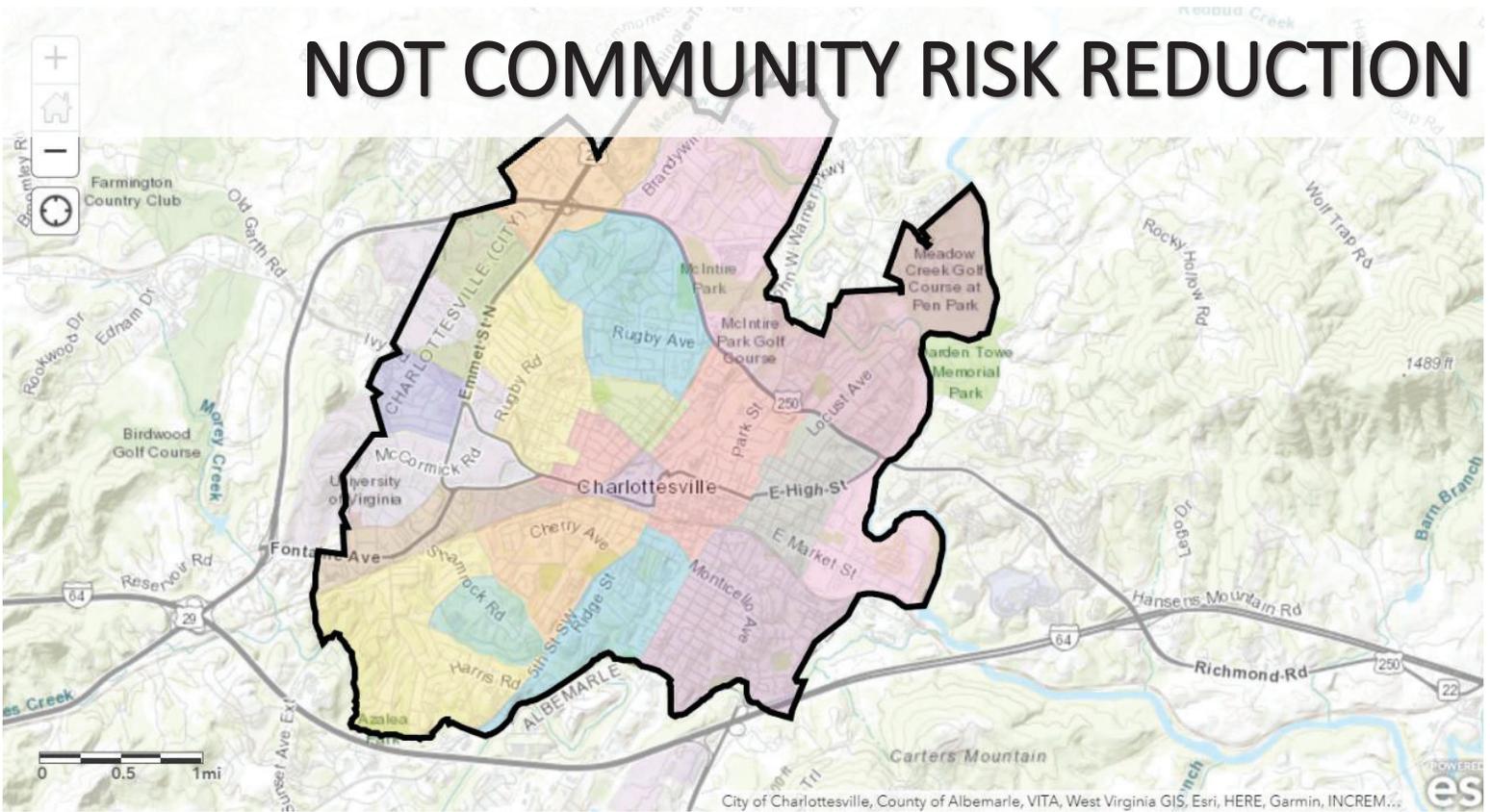
VISION 20/20

COMMUNITY RISK REDUCTION

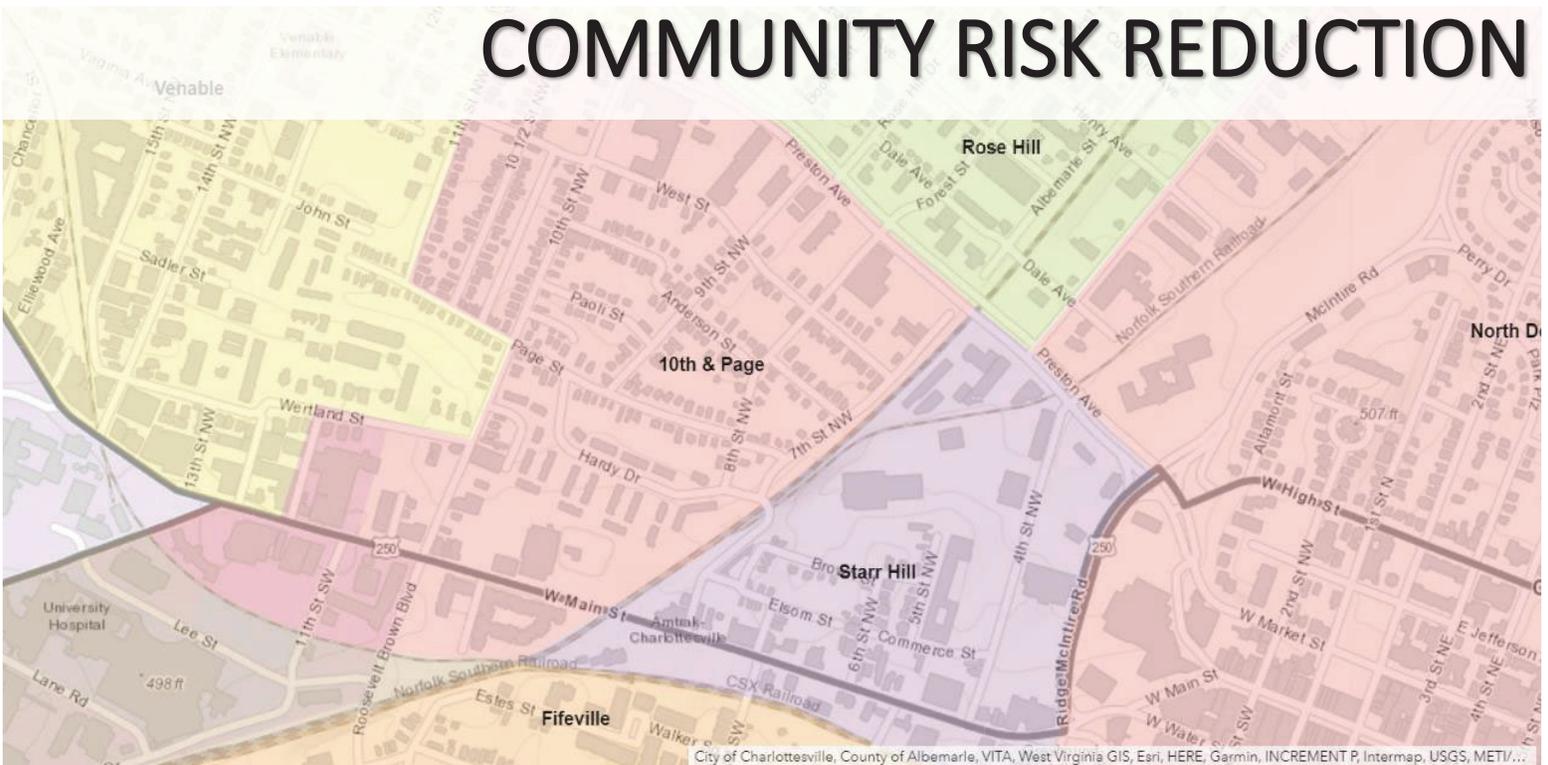
Risk Assessment
Prioritization
Resource Coordination
Mitigation
Evaluation



NOT COMMUNITY RISK REDUCTION

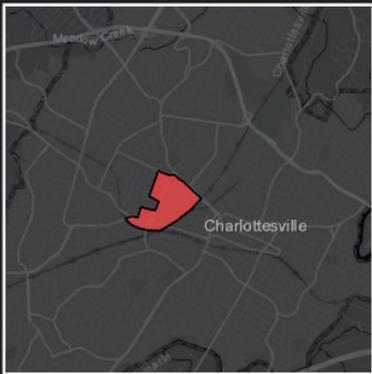


COMMUNITY RISK REDUCTION



NEIGHBORHOOD RISK ASSESSMENT | Community Profile

10th & Page



1,583 Population 2.66 Avg Size Household 594 Households 30.5 Median Age \$35,137 Median Household Income \$234,444 Median Home Value 87 Housing Affordability 74% Internet at Home

POPULATION AND BUSINESSES

1,878 Daytime Population 87 Total Businesses 1,845 Total Employees

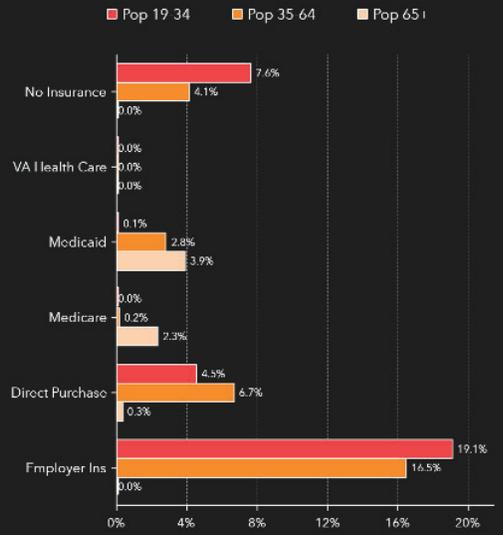
POVERTY

204 Households Below the Poverty Level 156 Households Receiving Food Stamps/SNAP

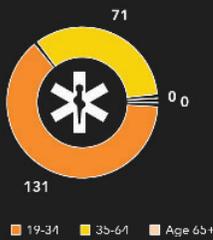
AT RISK POPULATION

125 Households With Disability 198 Population 65+ 192 Households Without Vehicle

HEALTH INSURANCE COVERAGE (ACS)



POPULATION NO HEALTH INSURANCE (ACS)



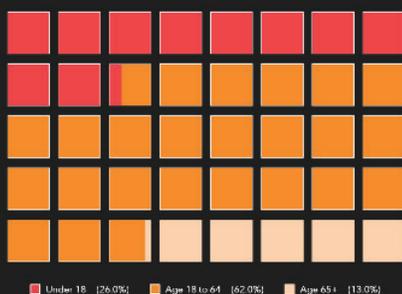
Source: Esri forecasts for 2020, U.S. Census Bureau 2014-2018 American Community Survey (ACS) Data, Businesses counts from InfoGroup

Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source 2014-2018 American Community Survey (ACS) Data.

LANGUAGE (ACS)

Language	Age 5-17	18-64	Age 65+	Total
English Only	76	836	236	1,148
Spanish	0	96	0	96
Spanish & English Well	0	96	0	96
Spanish & English Not Well	0	0	0	0
Indo-European	0	68	0	68
Indo-European & English Well	0	7	0	7
Indo-Euro & English Not Well	0	61	0	61
Asian-Pacific Island	60	98	0	158
Asian-Pacific Isl & English Well	60	39	0	99
Asian-Pacific Isl & English Not Well	0	59	0	59
Other Language	20	46	0	66
Other language & English Well	20	46	0	66
Other Lang. & English Not Well	0	0	0	0

POPULATION BY AGE



KEY INDICATORS: PLANNING

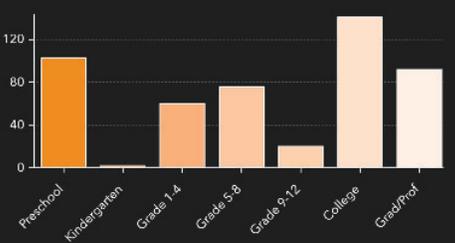
10th & Page

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POPULATION AND POVERTY STATUS (ACS)

Income to Poverty Ratio	Total
Population for whom Poverty Status is Determined	1,717
Income to Poverty Ratio <0.50	477
Income to Poverty Ratio 0.50-0.99	298
Income to Poverty Ratio 1.00-1.24	55
Income to Poverty Ratio 1.25-1.49	68
Income to Poverty Ratio 1.50-1.84	86
Income to Poverty Ratio 1.85-1.99	0
Income to Poverty Ratio 2.00+	788

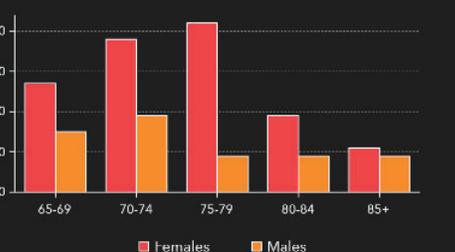
SCHOOL ENROLLMENT (ACS)



POVERTY LEVELS (ACS)

Category	Below	Above	Total
Total	204	409	613
Married Couple Families	57	88	145
Other Families w/Male Householder	61	14	75
Other Families w/Female Householder	0	23	23
Nonfamilies w/Male Householder	37	75	112
Nonfamilies w/Female Householder	49	209	258

SENIOR POPULATION



NO HEALTH INSURANCE COVERAGE (ACS) %

Age Group	(ACS) %	Total
Population <19	0.0%	0
Population Age 19-34	7.6%	131
Population Age 35-64	4.1%	71
Population Age 65+	0.0%	0



Source: Esri forecasts for 2020, U.S. Census Bureau 2014-2018 American Community Survey (ACS) Data, Businesses counts from InfoGroup

Version 1.10
March 24, 2020

COMMUNITY RISK REDUCTION

Population:

- 10,825: Daytime Pop. Density
 - +295 or 18.6%: Daytime Population Shift
- 9,125: Nighttime Pop. Density

Housing Units:

- 56.3%: Renter Occupied
- 5.6% Vacant



COMMUNITY RISK REDUCTION

KEY PLANNING INDICATORS

- 3rd Lowest Median Household Income (Citywide: \$51,332)
- 2nd Highest Density of Families (5,828/sq. mile)
- Of the 594 Households, 34% are Below the Poverty Level
- 35%: Population without a Smartphone

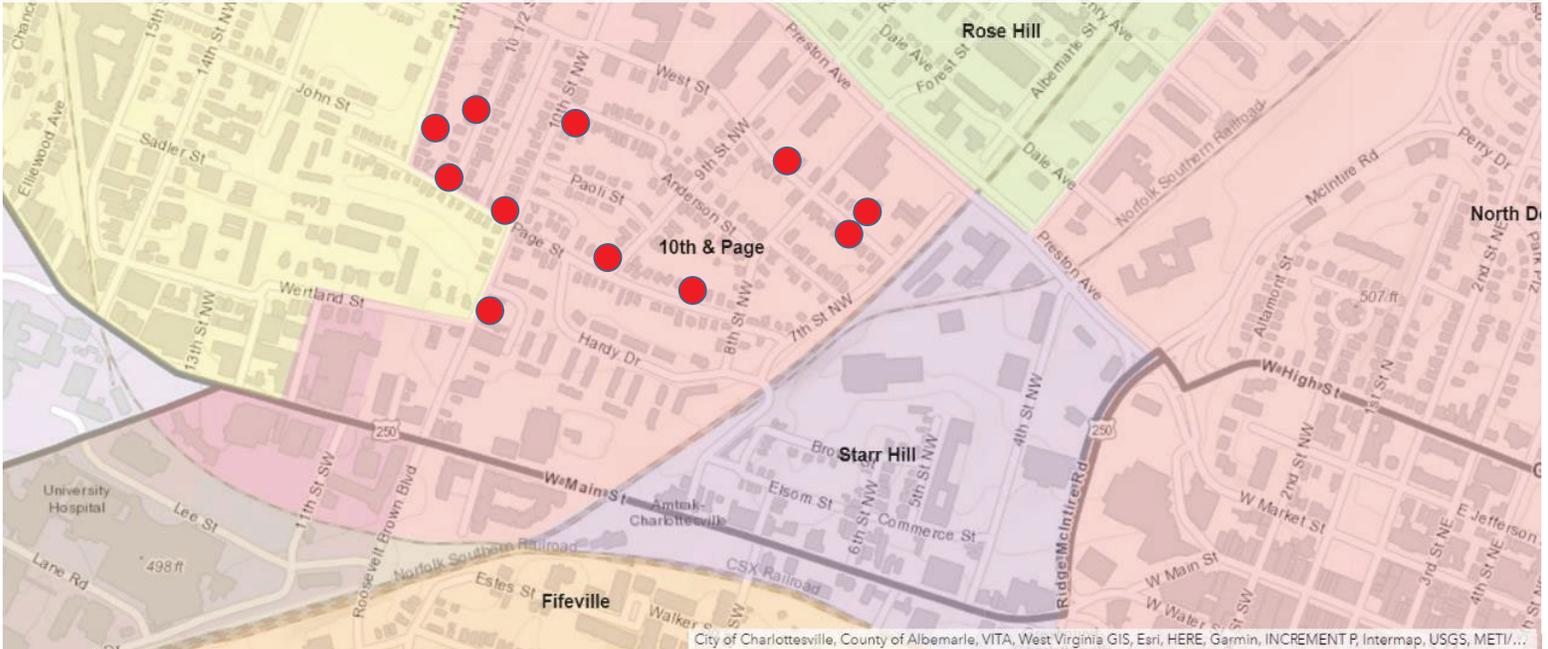
Incident Response:

- 3rd Highest Structure Fire Risk (0.07/person)

Crime:

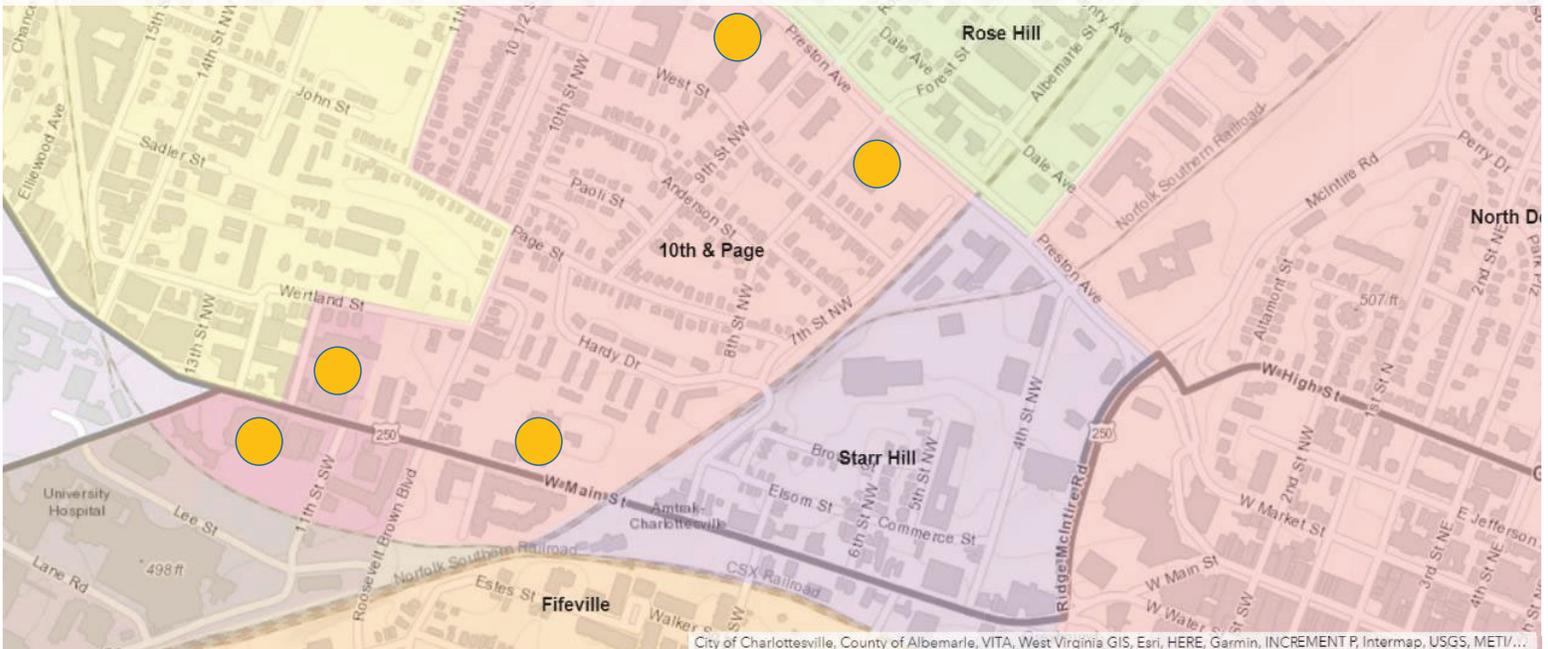
- Total Crime 47% Above National Average
- Highest Murder Index City-wide
- Personal Crime 76% Above National Average
- Property Crime 42% Above National Average

COMMUNITY RISK REDUCTION



Example Only

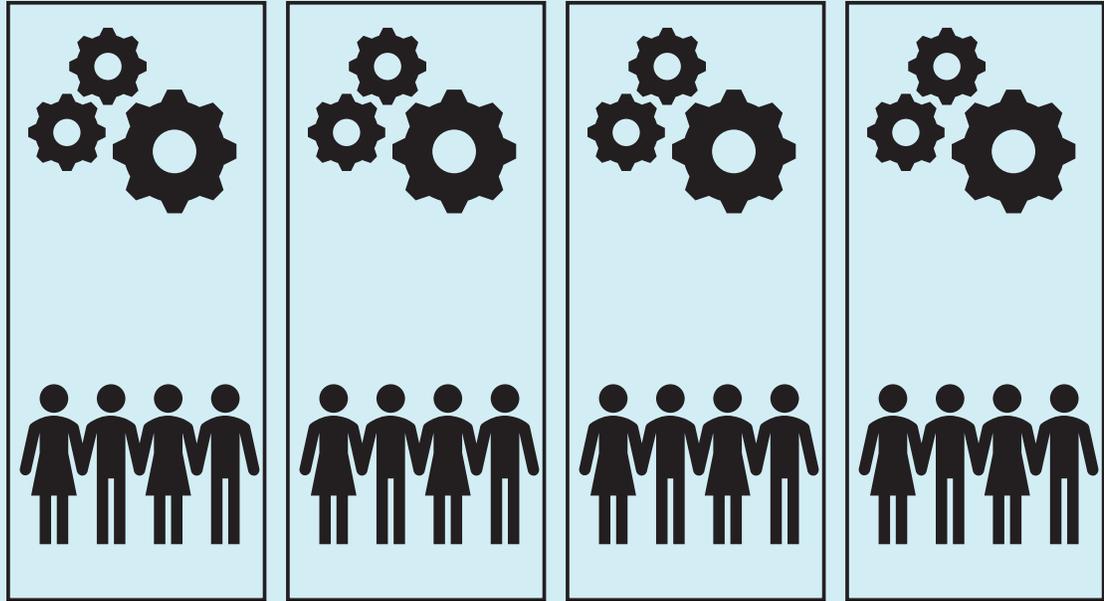
COMMUNITY RISK REDUCTION



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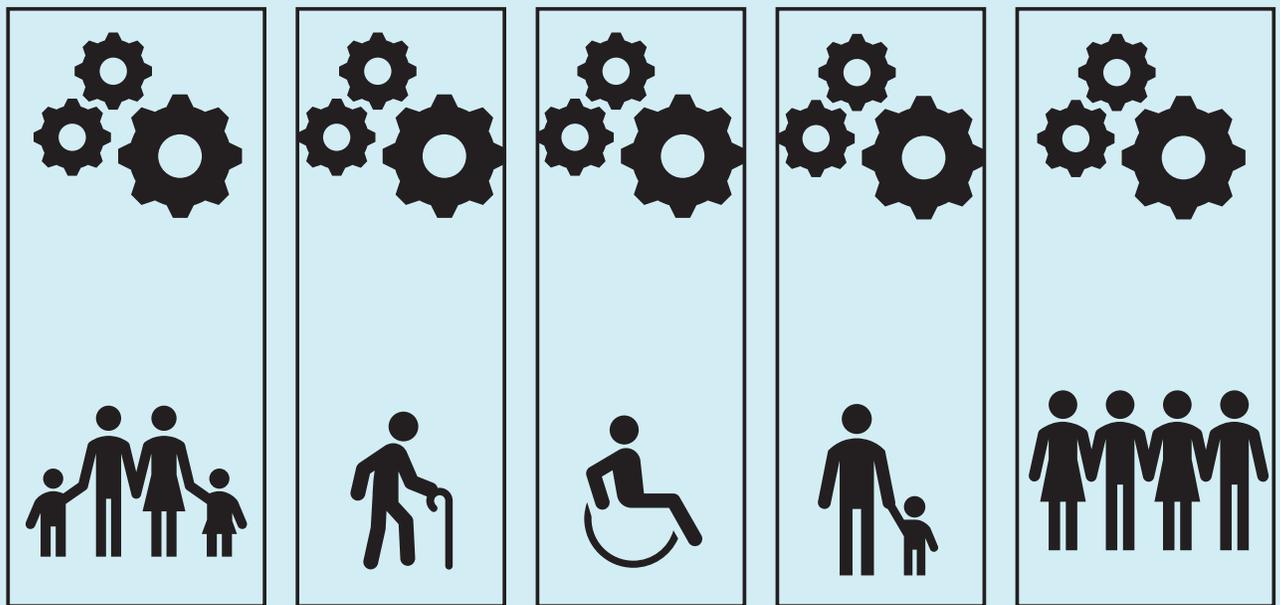
**COMMUNITY ASSESSMENT
FOR RISK REDUCTION**

COMMUNITY-LEVEL PROGRAM DEVELOPMENT



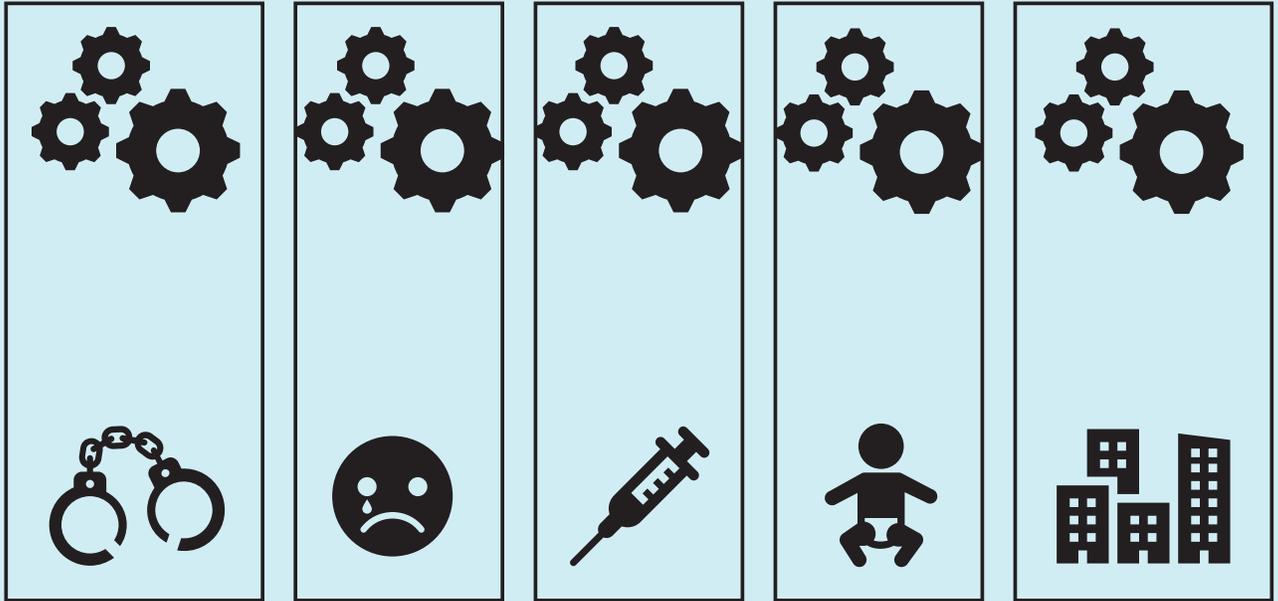
**COMMUNITY ASSESSMENT
FOR RISK REDUCTION**

POPULATIONS IN COMMUNITIES

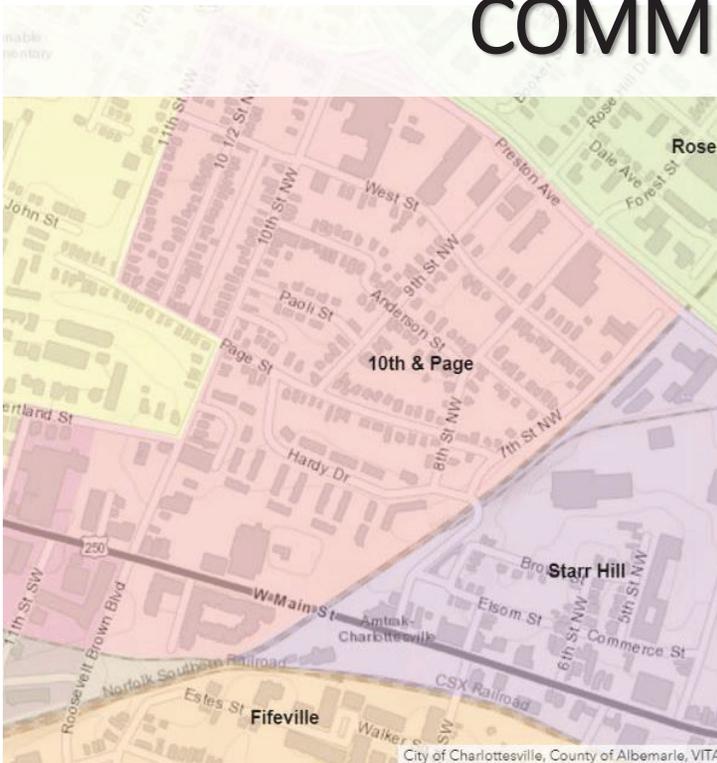


COMMUNITY ASSESSMENT FOR RISK REDUCTION

CHARACTERISTICS OF POPULATIONS WITHIN COMMUNITIES



COMMUNITY RISK REDUCTION



ENGAGEMENT FOCUS:

- Hands-Only CPR
- Smoke Detectors
- Space Heater Safety
- Pedestrian & Street Crossing

TIMING:

- 11:00 AM – 1:30 PM

DELIVERY:

- Door Knocks
- Direct Mail
- Community Integration

Example Only



Neighborhood Risk Assessment

The Charlottesville Fire Dept.'s Neighborhood Risk Assessment provides the framework for community-matched service and program delivery.

Joe Powers | December 29, 2020

THE CITY AREA CHARACTERISTICS THE DEPT. NEIGHBORHOODS: 10TH & PAGE BARRACKS-RUGBY BARRACKS ROAD BELMONT FIFEVILLE FRY'S SPRING GREEN



Neighborhood Risk Assessment



THE CITY AREA CHARACTERISTICS THE DEPT. NEIGHBORHOODS: 10TH & PAGE BARRACKS-RUGBY BARRACKS ROAD BELMONT FIFEVILLE FRY'S SPRING GREEN

THE DEPT.

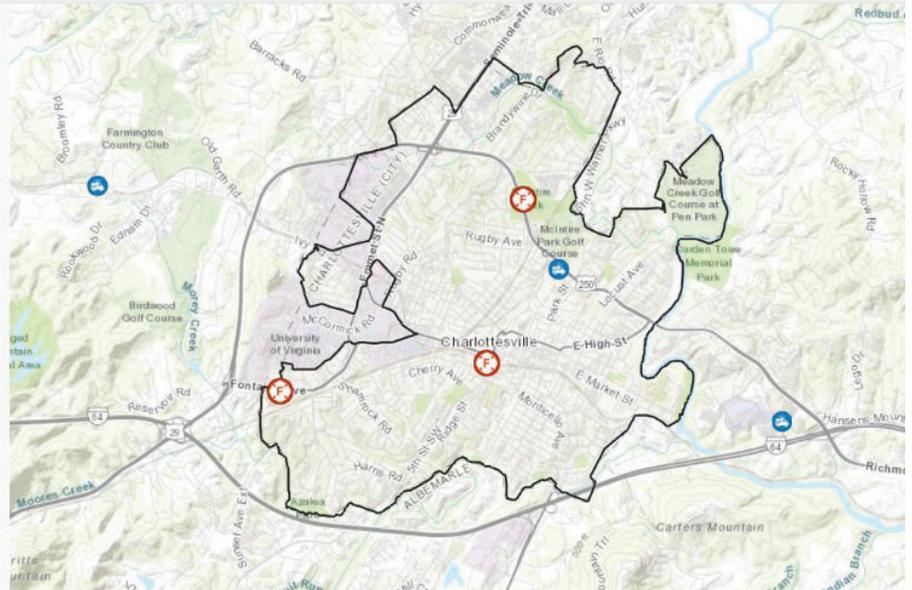
Fire

The Charlottesville Fire Department provides fire protection, emergency response, and fire safety education to the City of...

<https://www.charlottesville.gov>



The Charlottesville Fire Department provides fire and other emergency services to residents and visitors to the City of Charlottesville and the University of Virginia. The department also provides contractual fire and emergency services support to the County of Albemarle.



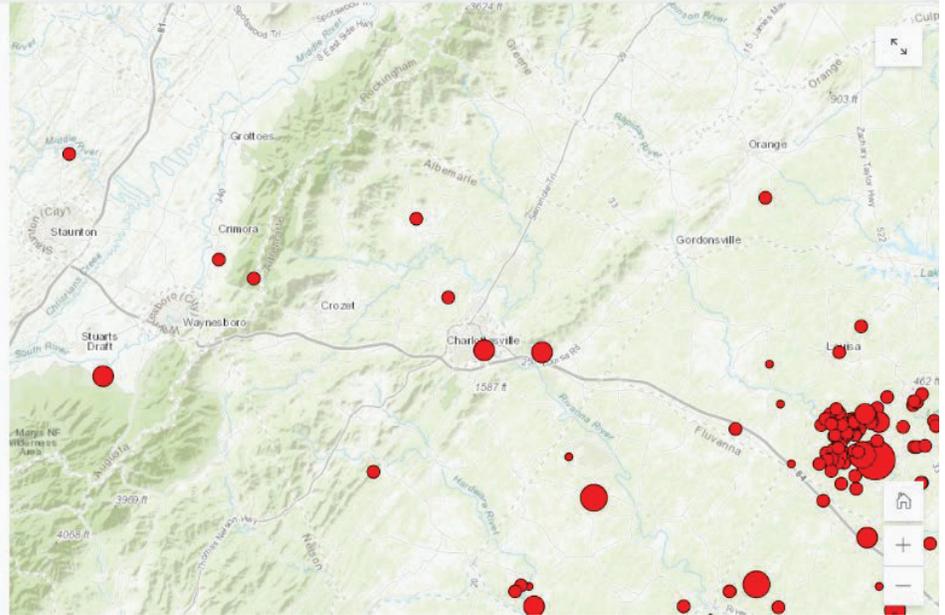


tornadoes have a 27 percent chance of occurring in Central Virginia. Even though the chance is small, tornadoes are still possible. July is the most active month for tornadoes in Virginia. A total of 22 historical tornado events that were the magnitude of two or greater were recorded in or near Charlottesville between 1950 and 2020.

Historical Tornado Data

Earthquakes are rare in the Mid-Atlantic region, but a magnitude 3.2 earthquake occurred just north of Charlottesville in 2001. Nearby Mineral (in Louisa County) was the epicenter of a 5.8-magnitude earthquake on August 23, 2011.

Historical Earthquake Data



Edit story

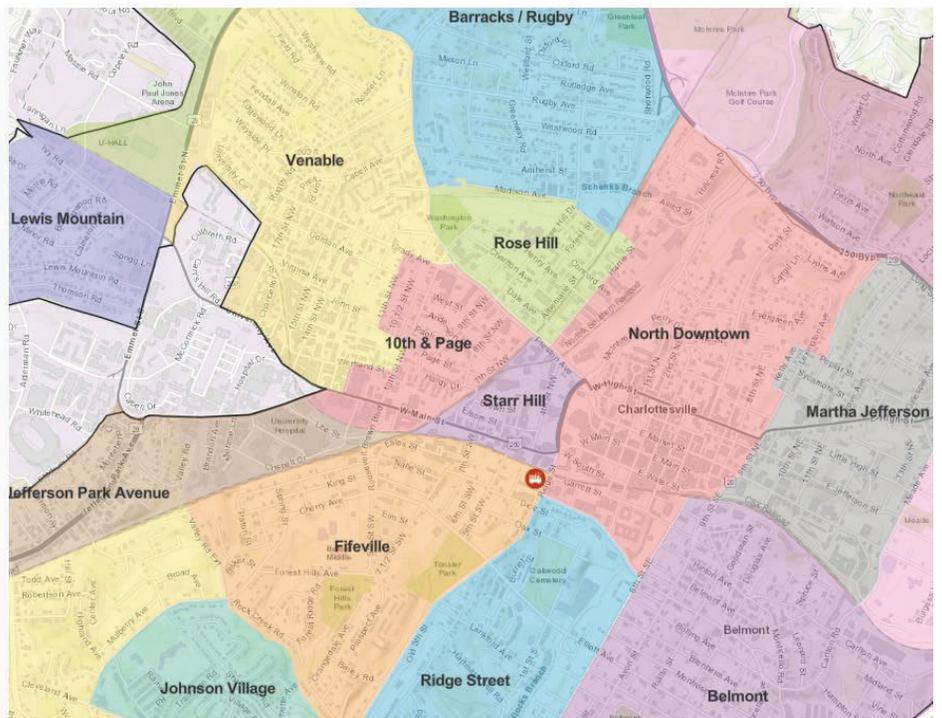


NORTH DOWNTOWN

North Downtown is a city-designated neighborhood extending from McIntire Park south, down Park Street. The neighborhood includes the Charlottesville-Albemarle County Courthouse District. North Downtown is listed as a historic district on the National Register of Historic Places and the Virginia Landmarks Register. At the center of the North Downtown neighborhood is historic Court Square, the oldest portion of the City of Charlottesville. Settled around the Albemarle County Courthouse, some of the buildings date to the early 1800's. Court Square was the first commercial center.

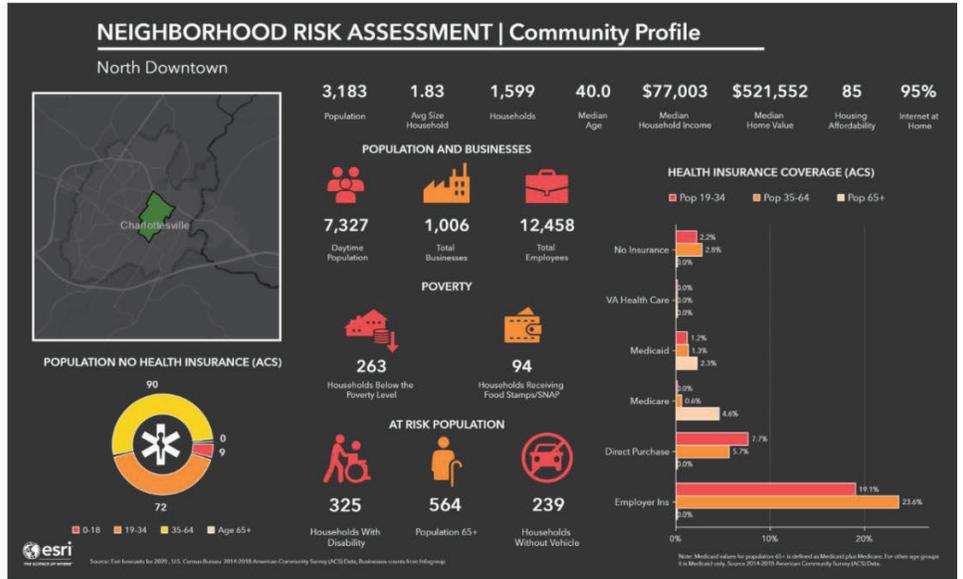
As this neighborhood lies in the heart of Charlottesville, it also contains City Hall, the County Office Building, and all Courts: Federal, City and County Circuit Courts, City and County District Courts, and Juvenile Court. There is a large art gallery (McGuffey Arts Center, a historic building), the main library, the Historical Society a USPS post office branch, the Downtown Transit Center, several churches including the only synagogue, a Catholic Church, the only Greek Orthodox Church and several entertainment venues including a restored historic theater. The central piece after our historic properties is the Downtown Mall.

The neighborhood is pedestrian-oriented, as residents walk to the above venues.



Community Profile:

- 0.67 sq. miles
- Population:**
 - 10,935: Daytime Population Density (sq. mile)
 - +4,144 or 130.2%: Daytime Population Shift
 - 4,751: Nighttime Population Density (sq. mile)
- Housing Units:**
 - 40.7%: Owner Occupied
 - 49.6%: Renter Occupied
 - 9.7% Vacant



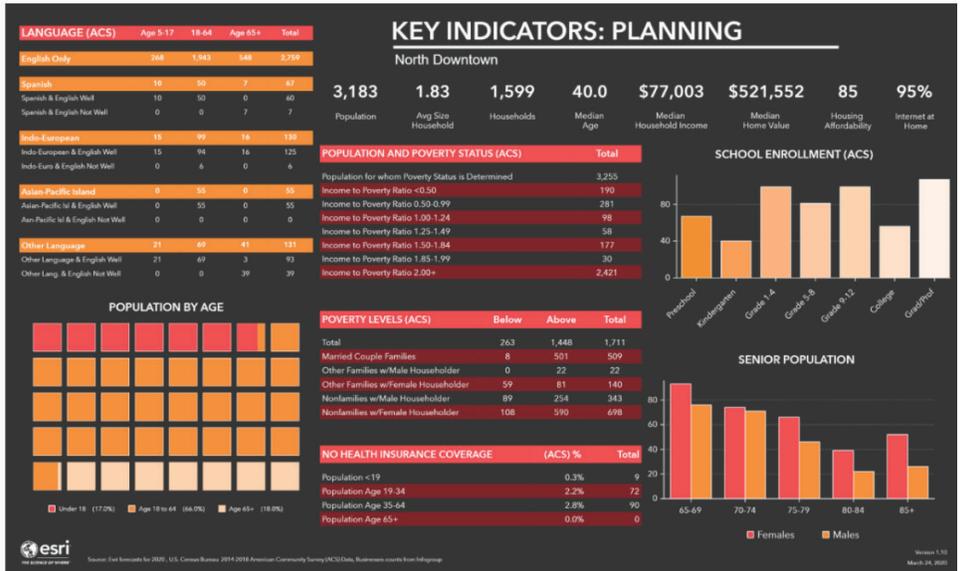
- 2nd Highest Density of Vacant Homes | 332.8 per sq. mile
- 3rd Highest Rate of Vacant Housing Units
- 3rd Highest Daytime Pop. Density

Incident Response Rankings:

- 2nd: Dispatched Falls | 367.2 per sq. mile
- 2nd: Service Calls | 60.3 per 1,000
- 2nd: Illicit Drug Use | 25.5 per 1,000
- 2nd: Alcohol Intoxication | 877.6 per sq. mile & 184.7 per 1,000
- 2nd: Heat-Related Emergency | 23.9 per sq. mile
- 2nd: Cooking Fire Incidents | 11
- Lower Density of Cooking Fires | 3.5 per 1,000
- 3rd: Seizures | 58.8 per 1,000 & all measures
- 3rd: Illicit Drug Use | 120.9 per sq. mile
- 3rd: Vehicle vs. Pedestrian Crashes | 8.8 per 1,000
- 3rd: Asthma | 5.0 per 1,000
- 3rd: Behavioral Emergencies | 373.1 per sq. mile

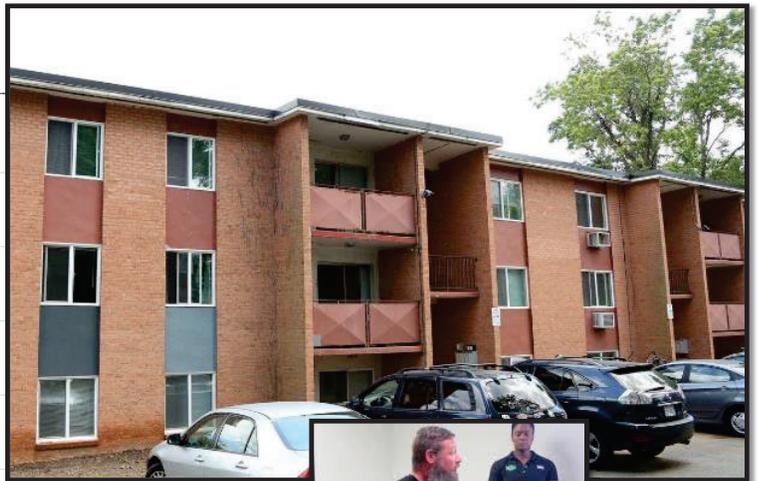
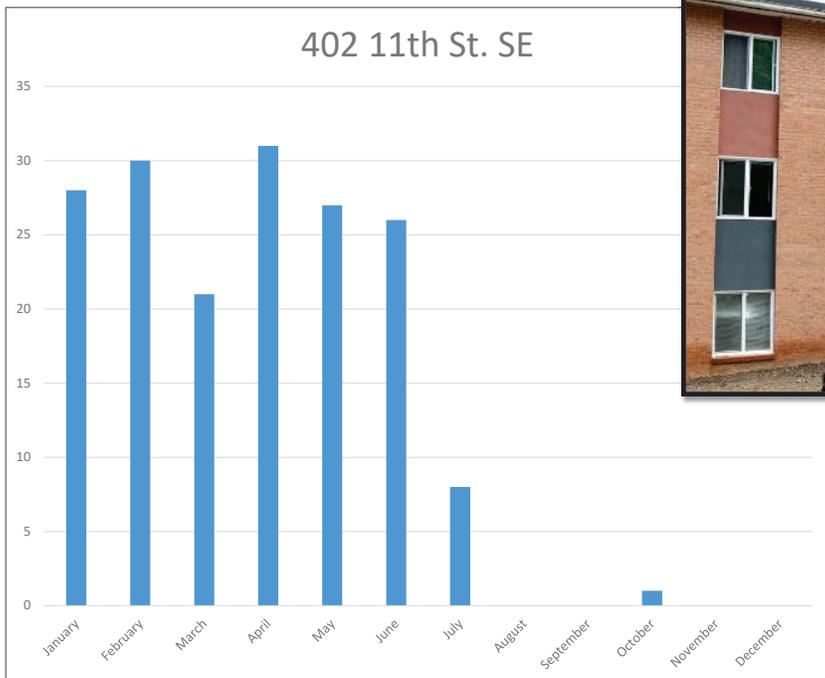
Considerations:

- High Prevalence of Homelessness

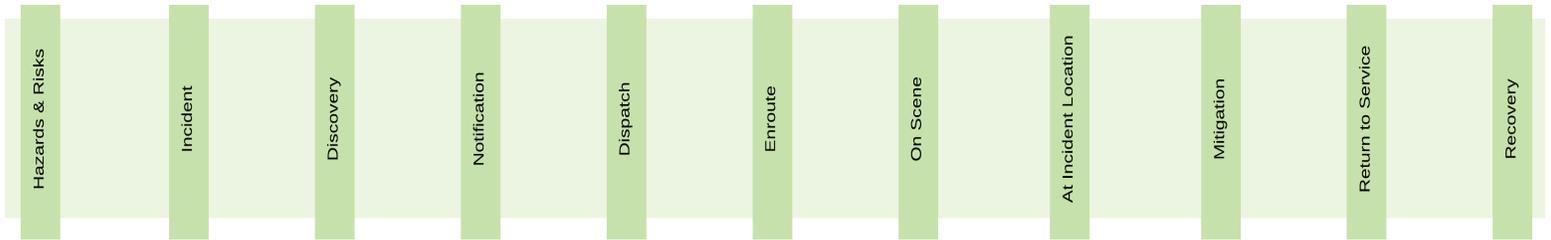


COMMUNITY RISK REDUCTION

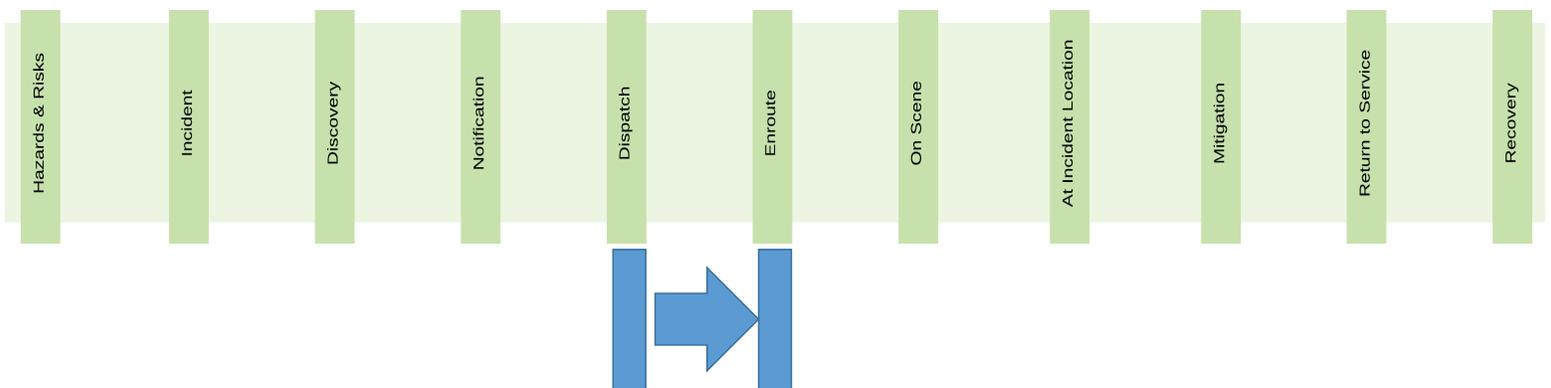
Partners in Charlottesville



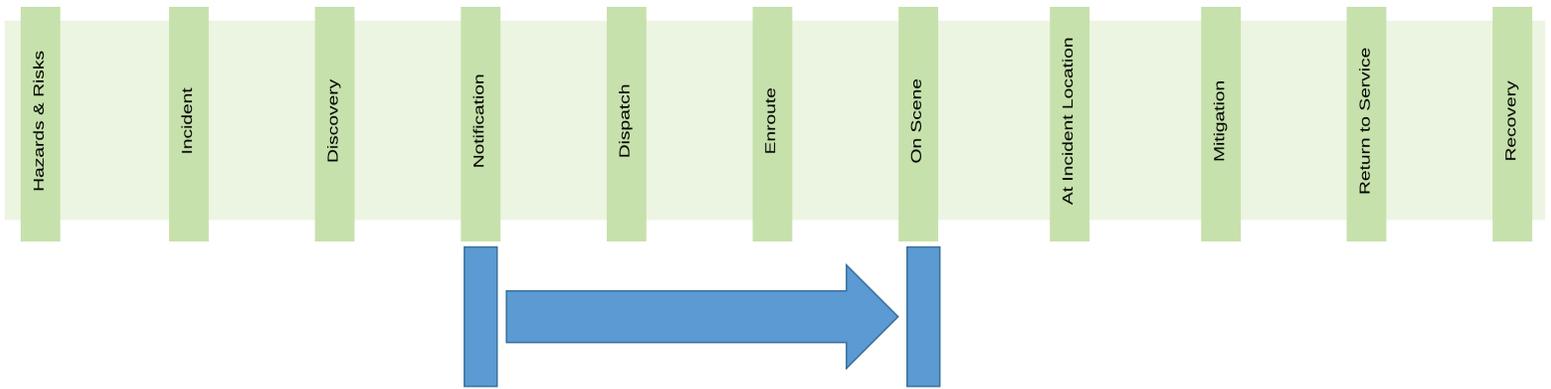
What is Community Risk Reduction?



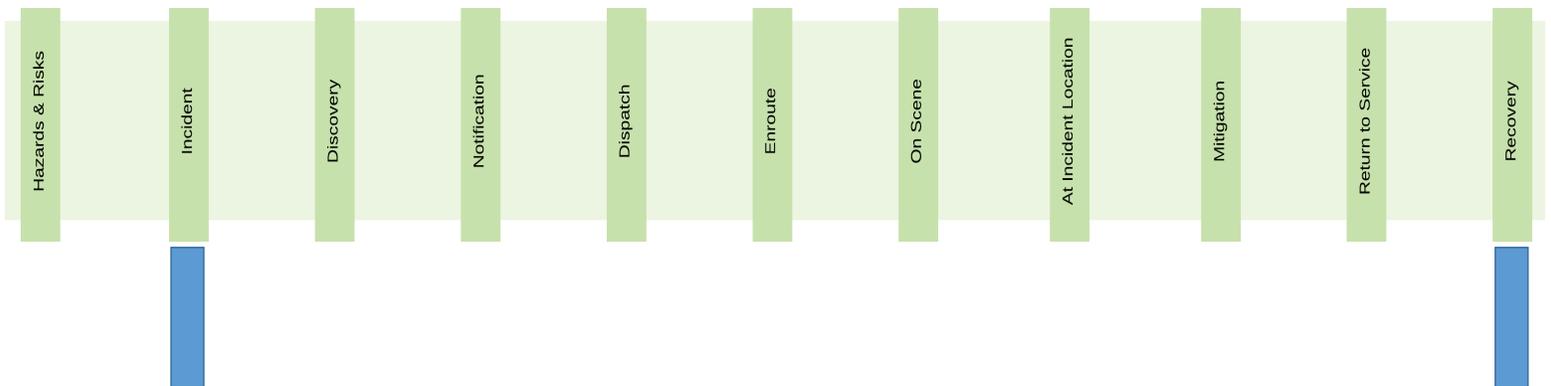
What is Community Risk Reduction?



What is Community Risk Reduction?

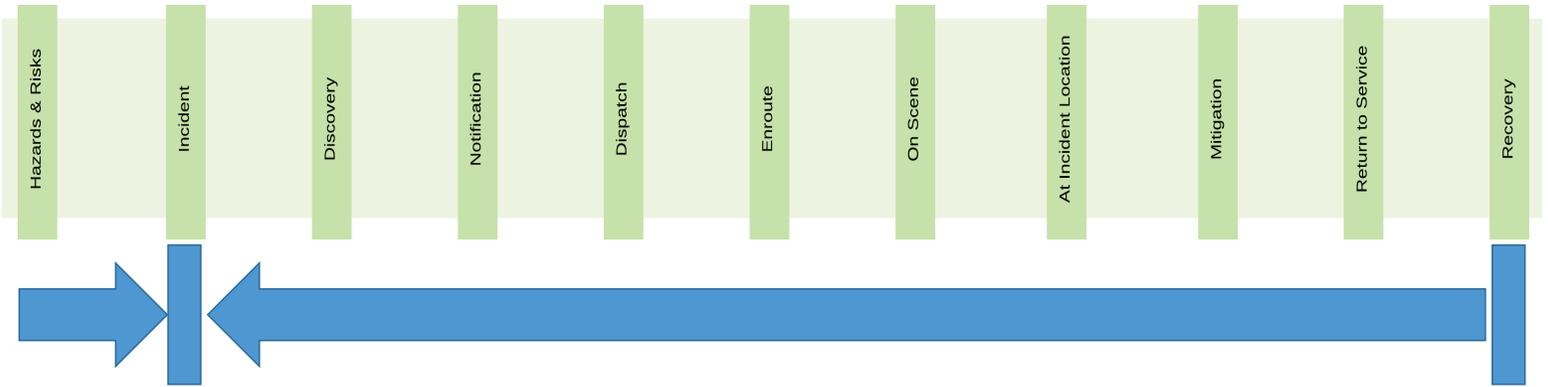


What is Community Risk Reduction?

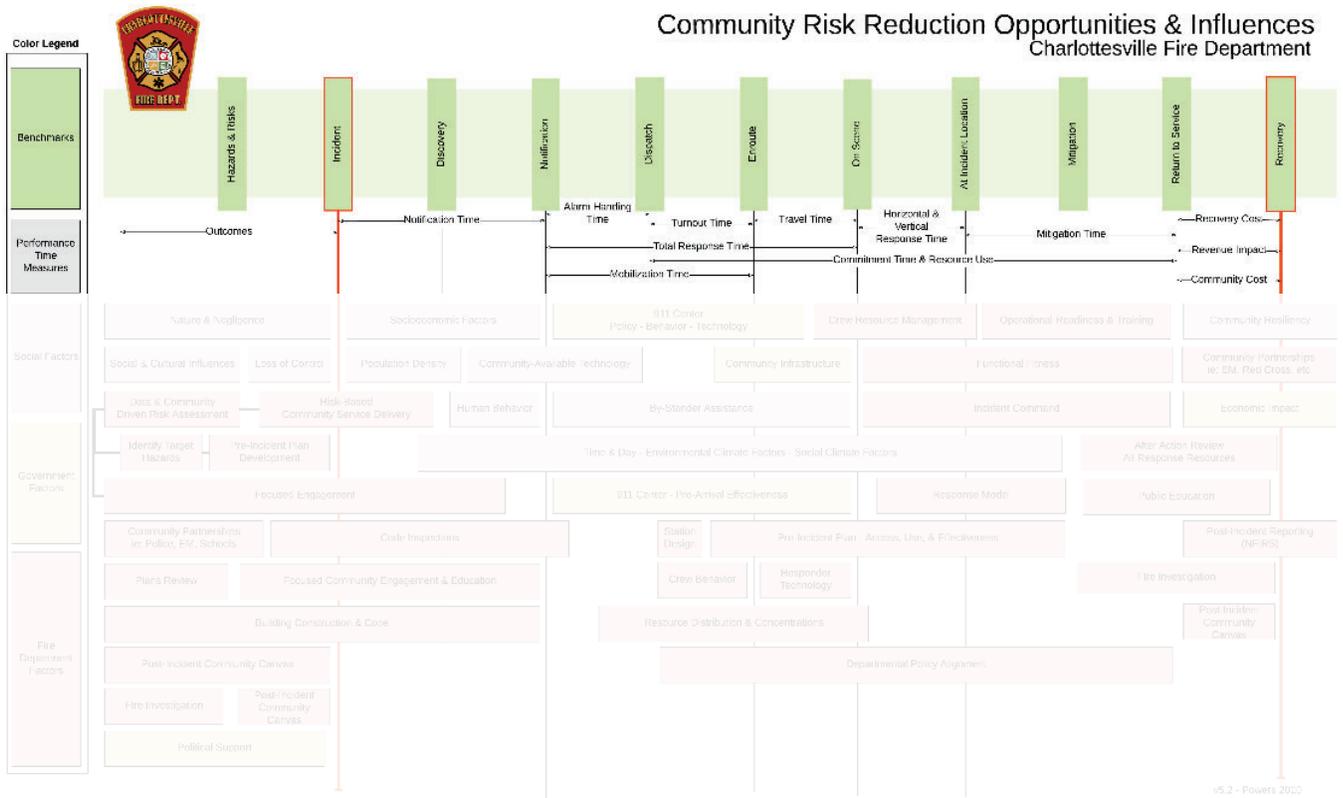


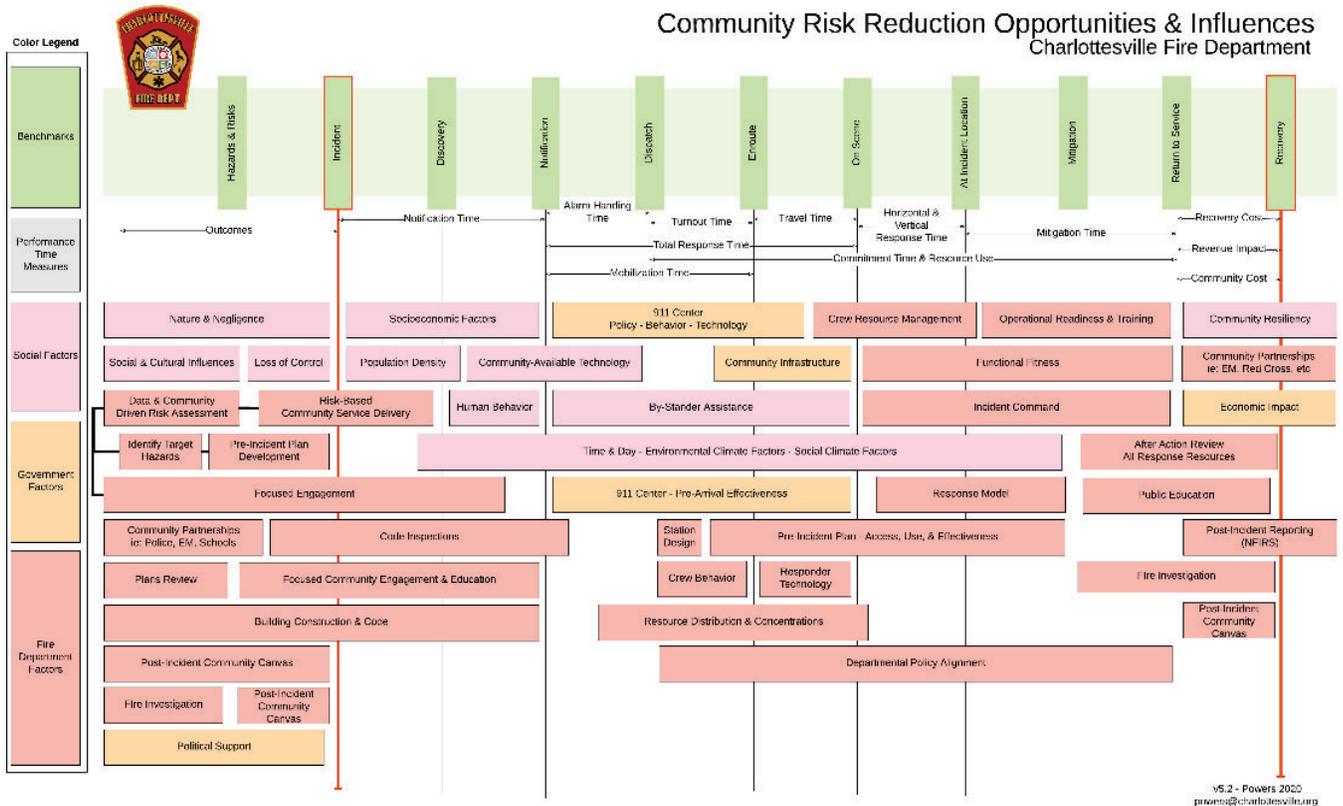
TWO COMMUNITY BENCHMARKS

What is Community Risk Reduction?



TWO COMMUNITY BENCHMARKS





Joe Powers
Deputy Fire Chief
Charlottesville Fire Department



804-517-0564

powers@charlottesville.gov

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



Agenda Date:	March 15, 2021
Action Required:	Report
Presenter:	Kaki Dimock, Director, Human Services
Staff Contacts:	Kaki Dimock, Director, Human Services
Title:	Open Society Foundation Emma Lazarus Campaign on Cities Grant Final Report

Background:

On July 20, 2020, City Council appropriated \$300,000 to use as emergency relief for community members ineligible for the Federal CARES stimulus checks. \$250,000 was appropriated from a grant to the Department of Human Services, in coordination with Albemarle County Office of Equity and Inclusion, from the Emma Lazarus Campaign on Cities, a project of the Open Society Foundation. An additional \$50,000 was previously appropriated from the Department of Human Services fund balance in support of grant activities.

Discussion:

With assistance from the city's finance department and treasurer's office, 600 prepaid VISA cards in the amount of \$500 were purchased for distribution to individuals who were ineligible for the Federal stimulus checks due to their status as migrant, immigrant, undocumented or domestic workers. Recognizing that 600 cards was insufficient to provide relief to all members of the community of our community that would be eligible, individuals were prioritized for relief based on three additional criteria:

- Severe economic need
- Presence of children under 18 years of age in the household
- Medical vulnerability

Community providers with existing relationships with individuals likely to meet eligibility requirements were recruited to distribute cards. These agencies included Sin Barreras, Cville Cares, Piedmont Virginia Community College, International Neighbors, International Rescue Committee, Child Health Partnership, Charlottesville Department of Human Services and Habitat for Humanity.

Community members receiving this financial assistance reported compounded need and medical vulnerabilities. They self identified as:

72.4% - immigrant
37.6% - domestic worker

15.9%- migrant worker
3.8%- undocumented worker

93% of recipient households included children under 18 years of age
74% of recipient households reported severe economic risk
20% of recipient households included someone with medical vulnerability

79% Hispanic/Latinx
7.4% Asian
5.5% Black
3.8% White
3.1% Multiple ethnicities/races
1.2% Native American/Indigenous

Community Engagement:

City and county staff met regularly with service providers focused on improving the well-being of undocumented, immigrant, migrant and domestic workers to ensure that implementation could be achieved in partnership. Decisions around data collection, screening criteria, and government engagement were informed by community service providers with direct knowledge of the needs, conditions, and fears of the targeted population.

Alignment with City Council’s Vision and Strategic Plan:

This grant advances the City of Charlottesville’s Strategic Plan Goal #1 of an inclusive community of self-sufficient residents.

Budgetary Impact:

N/A.

Recommendation:

N/A

Alternatives:

N/A

Attachments:

N/A