



CITY COUNCIL

Committee of the Whole

Monday, September 27, 2021

5:00 pm

Hybrid Meeting

Agenda

Due to COVID-19 the public is prohibited from attending the Committee of the Whole meeting. This meeting can be viewed on Facebook Live @ ReadingCityCouncil, on BCTV MAC Channel 99 or on the City's website while the meeting is taking place or at any time at <https://www.readingpa.gov/content/city-council-video>.

In person attendance to view the meeting is permitted in the Penn Room in City Hall – use the 8th Street doors. To attend the meeting via our virtual app, please log-in using the link or the dial-in phone number below.

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join.

<https://readingpa.zoom.us/j/94746912811?pwd=ZWtlcVlvNjc4V0lrTTVGZ1V5eU90UT09>

Passcode: 637814

Or One tap mobile:

+16465588656,,94746912811#,,,,*637814# US (New York)

+13017158592,,94746912811#,,,,*637814# US (Washington DC)

Or join by phone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 558 8656 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or 888 475 4499 (Toll Free) or 877 853 5257 (Toll Free)

Webinar ID: 947 4691 2811

Passcode: 637814

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|-------------|--|----------------|
| I. | 18th Wonder Update | 20 mins |
| II. | Public Meetings – Ways to Participate and Observe | 20 mins |
| III. | Agenda Review | |

EXECUTIVE SUMMARY FOR THE BEAUTIFICATION OF THE 18TH WARD PROPOSAL

Over the past several years, the 18th Wonder Improvement Association and the City of Reading have invested significantly into the beautification of the 18th Ward. Without maintenance through best management practices, the value of these investments depreciates rapidly.

Furthermore, a study conducted in 2020 by Burns & McDonnell involving nine cities across the commonwealth of Pennsylvania yielded that 89% of the efforts expenditures in Reading related to litter and dumping are allocated to abatement rather than preventative measures.

The 18th Wonder Improvement Association delivers:

A 12-month pilot program that will take place in each neighborhood of the 18th Ward, Millmont, Oakbrook, and Wyomissing Park. Replacing labor with horsepower is the avenue to solving the litter problem and effectively sustain the beautification of the 18th Ward.

Future Sustainability Following the Pilot Program

We have identified local businesses that could be interested in investing in the fully operational and City-supported street sweeping program powered by public-private partnerships. Each share of investment will be \$5,000 with a goal of \$100,000 in total private investment.

ESG Compliance & Benefits

This project will uphold environmental, social, and governance (ESG) criteria. This criterion includes, but are not limited to the evaluation of environmental risks, assessment of the 18th Wonder's relationships to the 18th Ward residents, stakeholders, residents, businesses, and overall community, the display of accurate and transparent accounting methods, and avoidance of conflict of interest, etc.

EXECUTIVE SUMMARY

The environmental benefits of the project encompass improved water quality, enhanced storm drain maintenance, protection of fish & wildlife, and a safer, more united community. Social benefits include increased safety for pedestrians and cyclists, decreased crime, increased property value, and enhanced traffic safety. As for governance, the 18th Wonder Improvement Association declares that there is no conflict of interest regarding benefits from the project or any information regarding the project and that it shall continue to make an impact in the Reading community as a trusted community leader.

Return on Investment

Keeping the 18th Ward clean protects and preserves the invested capital in recent beautification projects. Furthermore, the City of Reading spends \$1,841,800 yearly on litter abatement, through consistent street sweeping, the cost of abatement exponentially decreases. This will yield more net funds to be allocated in other areas the City deems applicable or necessary.

Investment **\$259,500 | \$379,500**

The 18th Wonder Association is asking the City of Reading to support and fund a 12-month street sweeping pilot program.

Diesel Street Sweeper Rental	\$12,500.00 per month
Hybrid Electric Street Sweeper Rental	\$22,500.00 per month
Unit Graphics - phone, email, 18W logo	\$4,500.00
Driver (1)	\$105,000.00 yearly salary

***See page 16 for comprehensive investment breakdown**

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READING EAGLE AD – HARD COPY AND ONLINE & POSTED ON SOCIAL MEDIA

**City of Reading
City Council Meeting
Public Meeting and Comment Update**

Due to the continuation of the COVID-19 pandemic, the City has revised its meeting procedures. In addition to providing the public with the ability to observe the Council meetings virtually using Zoom or Facebook and via telephone, the Committee of the Whole and Regular Meetings will be shown in the Penn Room, in the first floor of City Hall – access the Penn Room using the doors on North 8th Street only. Public comment at regular meetings can occur virtually, via telephone or in-person in the Penn Room through Zoom. Please see the registration instructions below and on all regular meeting agendas.

The COWs begin at 5pm and the Regular Meetings begin at the conclusion of the COW meeting, but no earlier than 6:30pm. The meeting agendas are posted on the City's website and all agendas include the Zoom meeting information (LINK and Dial In) to easily 'click and join' the meeting. Meeting agendas are posted 3 days in advance at: https://www.readingpa.gov/council_minutes_agendas.

Public Comment Instructions:

- To comment at a Regular Business Meeting, citizens can register by calling or emailing the City Clerk's Office by noon on the day of the regular meeting. Instructions to access the virtual meeting app or dial-in will be provided upon registration. Call 610-655-6205 or e-mail council@readingpa.gov
- Public comment for Regular Business meetings will also be accepted in writing by 4pm on the day of the meeting through an e-mail to council@readingpa.gov. The message must clearly be marked as Public Comment. The comment received in writing will be read into the record at the Regular Meeting.
- Those wishing to provide in-person comment at a Regular Meeting in the Penn Room must register with the City Clerk no later than 4 pm on the day of the meeting by calling 610-655-6204 or emailing council@readingpa.gov. The procedure to register to comment by signing a registration sheet before the start of the regular meeting will not be used until the meetings are fully opened with everyone gathering in Council Chambers.
- Public speaking rules adopted by Council allow those speaking on agenda matters to speak for 5 minutes and 3 minutes for non-agenda matters.

Linda A. Kelleher CMC
City Clerk

ON CITY WEBSITE

City Council continues to host its meetings in hybrid form with Council attending in-person at times and others attending virtually. Click here to learn more about how the public can participate

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HOW CAN I SUBMIT CITY COUNCIL MEETING COMMENTS?

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PUBLIC COMMENT

While citizens may not provide public comment at Council's COW sessions, public comment is encouraged at Council's Regular Business Meetings.

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- The comments posted on Facebook and Zoom chat or Zoom Q&A during the meetings may be reviewed but may not receive a response.

ON REGULAR MEETING AGENDAS

The Regular Meetings of City Council are filmed and can be viewed LIVE while the meeting is taking place via the attached Zoom link and dial-in phone number, on Facebook and on BCTV MAC Channel 99 or at your convenience at <https://www.readingpa.gov/content/city-council-video>.

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