



ANNUAL REPORT

'19



City Manager Eden Freeman

The year 2019 was filled with many challenges, but even more successes. This annual report will highlight some of those achievements. I hope you are proud of your city and the quality of services your local government provides. We consistently strive to provide outstanding customer service. We've improved roads and sidewalks, an ongoing effort, and implemented new ways to communicate with the community. We've improved facilities and infrastructure and began planning for more improvements in the near future. We were fiscally responsible with our tax revenue, a priority of ours, and the City's AAA bond rating was reaffirmed. We continued researching ways to enhance our services and improve efficiencies. We've worked hard for our community every day and I'm proud of the advancements we've made over the last year. However, it is with a heavy heart that I say goodbye to a city and organization that I adore as I have accepted the position of Deputy City Manager in Greenville, SC. I wish nothing but the best for the Winchester community and the many dedicated public servants that work hard to serve this beautiful city every day.

Best wishes for continued success!

Table of Contents

- Strategic Plan.....2
- 1 | Development Services**.....3
Economic Development, Tourism, Old Town, Planning, Zoning, Building Services
- 2 | Public Services**.....9
Public Works, Engineering, Utilities
- 3 | Public Safety**.....13
Fire and Rescue, Police, E-911, Emergency Management
- 4 | Human Services**.....17
Parks and Recreation, Social Services
- 5 | Support Services**.....21
Finance, Human Resources, Innovation and Information Services
- 6 | Communications**.....23
Communications, Information Resources
- Winchester's 275th.....26

Winchester City Council

Front Row: Vice President Evan Clark, Mayor/Council President David Smith (at large), Vice Mayor John Hill

Back Row: Councilor Corey Sullivan, Councilor Kim Herbstritt, Councilor John Willingham, Councilor Les Veach, Councilor Bill Wiley, Councilor Judy McKiernan



WARD 1

Councilor Les Veach
Councilor Bill Wiley

WARD 3

Councilor Kim Herbstritt
Councilor Corey Sullivan

WARD 2

Councilor Evan Clark (Vice President)
Councilor John Hill (Vice Mayor)

WARD 4

Councilor Judy McKiernan
Councilor John Willingham



Get to know us!

Scan the code for an introduction to each Council member, links to voting ward and precinct information, and more.



| 2016 | 2020 | 2028 |

STRATEGIC PLAN

Mission: To provide a safe, vibrant, sustainable community while striving to constantly improve the quality of life for our citizens and economic partners.

Vision: To be a beautiful, vibrant city with a historic downtown, growing economy, and great neighborhoods with a range of housing options and easy movement.

GOAL 1



ENCOURAGE

Encourage sustainable economic growth and partnerships through business and workforce development

GOAL 1 OBJECTIVES

- A. Increase effectiveness of workforce development efforts by building on existing collaborative partnerships between the City and local organizations
- B. Increase effectiveness of business retention, attraction, and expansion efforts
- C. Support local businesses through destination branding and marketing to visitors

GOAL 2



PROMOTE

Promote and accelerate revitalization of catalyst sites and other areas throughout the city

GOAL 2 OBJECTIVES

- A. Continue promoting redevelopment or development of previously identified catalyst sites
- B. Identify additional targeted areas and promote redevelopment or development of areas not previously identified as catalyst sites

GOAL 3



ENHANCE

Enhance the quality of life for all Winchester residents by increasing cultural, recreational, and tourism opportunities; enhance and maintain infrastructure; and promote & improve public safety

GOAL 3 OBJECTIVES

- A. Increase cultural, recreational, and tourism related opportunities in Winchester
- B. Develop and maintain Winchester's infrastructure
- C. Promote and improve community safety

GOAL 4



IMPROVE

Improve City services and advance the strategic plan goals by promoting a culture of transparency, efficiency, and innovation

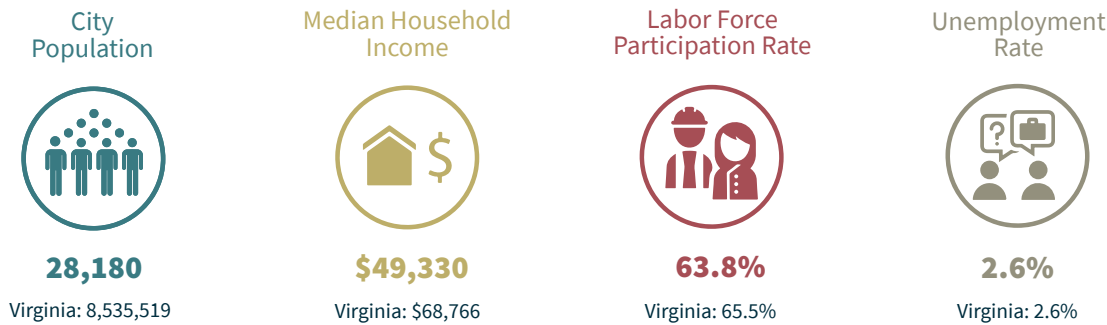
GOAL 4 OBJECTIVES

- A. Implement cost-saving innovative internal strategies to improve efficiency
- B. Increase government transparency and communication capabilities
- C. Enhance service delivery to residents, economic partners and visitors



1

DEVELOPMENT
SERVICES



HIGHLIGHTS

Piccadilly & Kent Street Mixed-Use Project: Demolition of the buildings located at 204-206 N. Kent and 202-214 E. Piccadilly was completed in the fall of 2019. Construction of the 47-unit apartment building, which will include an additional 6,000 square feet of commercial space on the lower level, is estimated to begin in the spring of 2020.

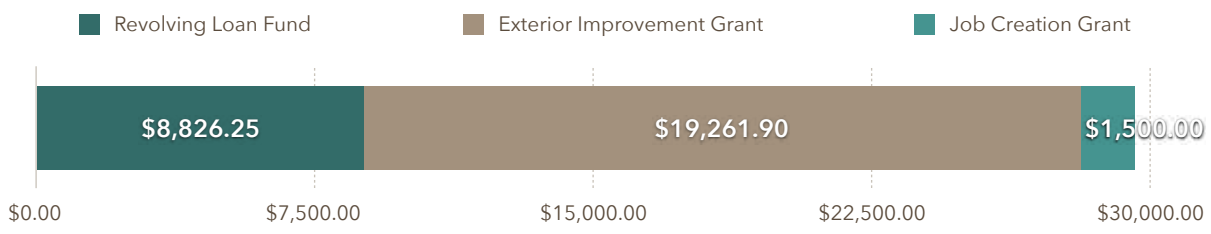
Employer Expo: The second installment of the Employer Expo allowed over 150 citizens to meet with 40 of the region’s employers that are currently hiring for full-time and part-time positions. A variety of industries including finance, healthcare, and manufacturing were represented at the Expo. Attendees were able to participate in résumé building and business etiquette workshops as well as mock interviews.

Manufacturing Week: A total of 26 local manufacturing companies participated in the events surrounding Manufacturing Week, which was held during the first week in October. The events included tours (over 330 high school and middle school students participated), an educational breakfast focused on “Hiring the Untapped Population,” and a celebratory reception. Economic Development also worked with the Communications Department to produce videos that highlight a day behind the company’s doors of three city businesses and one Frederick County business.

Small Business Seminars: The Economic Development Authority offered 9 free Small Business Seminars to local businesses in need of support and resources to get established.

ECONOMIC DEVELOPMENT PROGRAMS

Winchester’s Economic Development Authority awarded a total of \$29,588.15 in incentives to local businesses and new development partners.





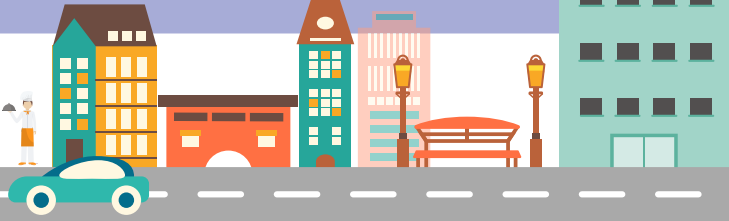
Graduated our **100th Tourism Ambassador** through our custom Tourism Ambassador training program



Each household in Winchester and Frederick County paid **\$494 less** in state and local taxes because of tourist spending, a 5% improvement over the previous year.



Tourism supported **2,496 local jobs** in 2018



City and county lodging revenues alone exceeded **\$46.6 million** in 2019; that's **\$127,728 EVERY DAY.**



Tourism spending in Winchester and Frederick County increased by **\$14.55 million** in 2018.



Our Facebook page organically reached **277,602** people in 2019.

Launched the quarterly **Newcomer's Welcome Events** at the Visitors Center

Welcome



Our website, VisitWinchesterVA.com, had **395,025** pageviews, a **33% increase** over 2018!



Winchester hosted the **Harley Owner's Group Rally** in June 2019, with record attendance topping **2,700** and an economic impact of over **\$3 million.**



Winchester-Frederick County Convention & Visitors Bureau
1400 S. Pleasant Valley Road
www.visitwinchesterva.com



HIGHLIGHTS

Arts & Vitality Office: In July of 2019, the Economic Development Department restructured and absorbed the Old Town Winchester office, creating in its place the Arts & Vitality office. The new division identifies, organizes, and supports local arts groups and cultural nonprofits; advocates for public art in the City of Winchester; seeks resources and opportunities for local artists and foster community partnerships; and provides oversight on event planning and community programming.



To foster a vibrant community and sense of identity through advocacy and creation of public art, events programming, and support for a thriving and communicative downtown environment.

- Arts & Vitality Office mission statement

Increased Old Town Farmers Market Facebook page likes and followers by 52%.

Collected \$17,458.45 in Admissions Tax revenue. Real estate values were assessed at \$34,214,200 for the Primary Assessment District and \$69,524,700 for the Secondary Assessment District.

Increased event ticket revenues \$28,603 over 2018. Parking revenue equaled \$40,141 between the Wine Festival (\$9,855), Apple Blossom Festival (\$25,315), Rockin' Independence Eve (\$2,613), and the Holiday Parade (\$2,358).

Event Days in Old Town



76

46 City-organized

Ticket Sales



\$58,846.97

3,520 tickets sold

Welcome Center Visitors



2,608

1,951 locals
657 tourists

Meals Tax Revenue



\$1,143,161.25

from primary and
secondary districts

WEB ENGAGEMENT



Old Town Winchester Mobile App (July 1-December 31, 2019)

Downloads: 2,963
Active users: 1,414

Website www.EnjoyOTW.com

121,853 unique visitors
160,191 user sessions in 2019

Old Town Winchester Social Media Sites (as of January 2020)



Instagram followers: 3,259
+878 from 2018



Twitter followers: 3,909
+155 from 2018



Facebook followers: 21,835
+2,086 from 2018

Building Permits Issued



1,015

FY19

Residential Construction Value



\$25,873,604

FY19

Commercial Construction Value



\$58,253,507

FY19

Total Zoning Violations



359

2019

BUILDING SERVICES HIGHLIGHTS

Reorganized the Zoning & Inspections Department into two divisions that fall under the Development Services Department, with Inspections now listed as Building Services.

Issued Certificates of Occupancy for the following major projects: Meadow Branch Apartments (144 units), one Shenandoah University Aspirational Village Building, and the Meadow Branch Animal Hospital.

Inspections Activity	Completed FY19	Projected FY20
Graffiti Abatement	5	5
Nuisance	774	625
Overcrowding	15	10
Property Maintenance	355	350
Rental Housing	510	400
Vacant Building Registry	66	60
Total	1,725	1,450



The Inspections Division performed 5,643 building inspections during FY19 (7/1/18-6/31/19).



Want to know more?

Scan the code to view a detailed breakdown of all permits issued throughout the year in the City's Week in Review.

ZONING HIGHLIGHTS

Updated the telecommunications facilities section of the zoning ordinance to address changes in federal law and to allow for the development of 5G networks in the city.

Pulled a total of 379 signs from the public right of way in accordance with the City's sign ordinance.

Issued a total of 37 Zoning Determination letters.

Issued a total of 349 Certificates of Business.

Site Plans



41 cases

Total approvals: 30
Total denials: 0
Total withdrawn: 0

Historic District Certificates of Appropriateness



140 cases

BAR approvals: 71
Administrative approvals: 56
Denials: 1

Corridor Enhancement Applications



73 cases

Total approvals: 65
Total denials: 0
Total Withdrawn: 2

Planning Commission*



48 cases

Total approvals: 39
Total denials: 0
Total Withdrawn: 3

HIGHLIGHTS

Comprehensive Plan Update: Major progress was made in 2019 on the update to the City's Comprehensive Plan that was adopted in 2011 and partially updated in 2014. The City received input from nearly 400 people responding to the *Shaping Winchester* online survey that asked respondents questions such as where increased density and taller buildings should be considered in the future.

Planning Project Review: Major projects reviewed in 2019 include the 70-unit Harrison Plaza mixed use Planned Unit Development, the 45-unit Creekside Condominiums, and the 47-unit Lofts at E. Piccadilly mixed use project.

Proposed Senior Living Facility: A Conditional Use Permit allowing for waivers of height, bulk, and landscaping for the proposed senior living facility at the old hospital on Cork Street was approved by City Council in March of 2019. Planning staff worked with the applicant to seek a balance between what the developer wanted and what the neighbors wanted.



Top left: City residents work together during a Comprehensive Plan Update public input session.

Top right: A view of the newly finished clubhouse and pool at Meadow Branch Apartments (photo by Denise Lac-our).

Bottom: A computer rendering of the proposed senior living center on Cork Street.



Want to know more?

Scan the code to visit the Comprehensive Plan Update progress page and corresponding OpenGov Story.

*Conditional uses, rezonings, text amendments, subdivisions, and right-of-way vacations



2 PUBLIC SERVICES

Leaf Collection Total



435.56 tons

2018: 489.64 tons

Trees Trimmed



581

2018: 1,078

Utility Payments Processed



73,097

2018: 69,198

Water Meters Replaced



3,038

7/1/2018-12/31/2019

HIGHLIGHTS

Recycling Program Changes: Drastic shifts in the global recycling markets led to changes in Winchester’s and surrounding communities’ recycling programs. The Refuse and Recycling Division researched ways to mitigate the changes for residents as the local recycled waste buyer stopped accepting many of the previously accepted materials. For the current fiscal year, Council decided not to create or increase a utility fee that would have otherwise been passed on to residents associated with sending recycled materials to facilities in Northern Virginia and Maryland.

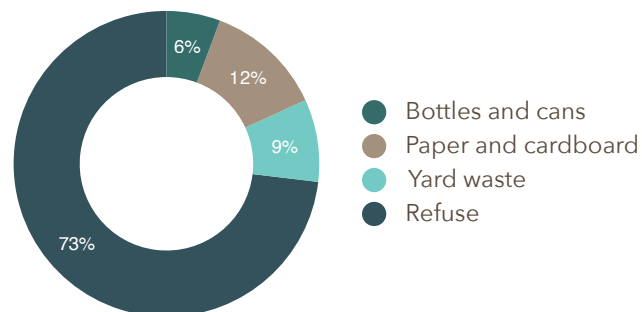
Spotted Lanternfly: The City’s Arborist and Geographic Information Systems specialist teamed up to create a public education campaign titled *Stop the Spotted Lanternfly*. The campaign aims to educate City residents about the invasive insect and how to effectively remove it from their properties. An interactive ArcGIS Hub was created to engage with residents and track the status of the spread in real time.

Service League: Public Services employees served as the inspiration behind the Service League, a public education campaign started by the Communications Department. Heroes that have so far been introduced include Michael Recycle (based on Refuse & Recycling Coordinator Michael Neese) and Snowman (based on Public Works Division Manager Justin Hall).

Public Outreach: Conducted 15 presentations to a total audience of 1,123 people regarding the changes to the recycling program. Collected 2,433.62 tons (26.98% of total refuse collections) during the calendar year of 2019 and continued delivering free recycle bins to residents (total of 697).

REFUSE & RECYCLING PICKUPS

Collected	Tons
Bottles and Cans	512.77
Paper/Cardboard	1,123.55
Yard Waste	787.36
Refuse	6,587.73
	9,011.41



Sidewalks Repaired
or Replaced



159,183 linear feet

7/1/2018-12/31/2019

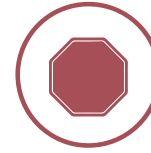
Miles of Streets
Swept



2,667

2018: 2,505

Street Signs Installed
or Replaced



410

2018: 543

Maintenance of
Loudoun Street Mall



1,671 staff hours

2018: 1,629

HIGHLIGHTS

Began the North Cameron Street Drainage Project with completion projected for February 2020.

Installed automated safety bollards at the north and south entrances of the Loudoun Street Mall.

Finished the majority of the City Hall renovation project. The last portion is projected to be completed in 2020.

Began renovations of the Creamery Building at 21 South Kent Street. The Fire and Rescue Department moved its administrative offices to the building in summer 2019.

Continued the FY19 street repaving program with 13.35 lane miles repaved during calendar year 2019.

Held public input sessions and distributed an online survey requesting public opinion about possible scenarios to increase the safety of Boscawen Street. Three options (including full street closure, partial street closure, and no street closure with safety bollard installation) were presented to Council. Council decided to move forward with the most popular option of leaving the street open to traffic and installing safety bollards.

PLANNED 2020 CAPITAL IMPROVEMENTS PROJECTS



- Central Downtown Infrastructure Improvements
- Wentworth Drive Improvements
- Museum of the Shenandoah Valley Trails
- Green Circle Phase III
- Hope Drive Extension
- Valley Avenue Drainage and Sidewalks
- Water Treatment Plant Dam Repairs
- Sewer Lift Station Replacements
- City Yards Maintenance Facility
- Handley Library HVAC System Replacement

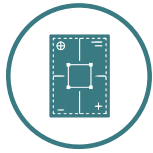
Left: Crews work to install safety bollards at the south entrance to the Loudoun Street Mall during the summer of 2019.



Did you know?

You can view a continuously updated list of City projects online. Scan the code above!

Site Plan Reviews



141

Stormwater Facility Inspections



200

Erosion and Sediment Control Inspections



1,992

Right-of-Way Permits Issued



1,992

ENGINEERING HIGHLIGHTS

Submitted an application to VDOT for \$10 million in state Revenue Sharing funds for the following projects:

- North Cameron Drainage Phase 2
- Millwood Avenue Improvements at Mall Boulevard
- Jubal Early Improvements at Pleasant Valley Road
- Pleasant Valley Improvements at Cork Street
- Middle Road Sidewalks and Bike Lanes
- Boscawen Street Safety Improvements
- Green Circle Trail Widening
- Citywide Street Repaving

Submitted an application to VDOT for \$2 million in federal Transportation Alternative funds for three projects:

- Middle Road Sidewalks and Bike Lanes
- Boscawen Street Safety Improvements
- Green Circle Trail Widening

PARKING HIGHLIGHTS

Converted the Court Square, Loudoun, and George Washington Autoparks to capacity parking and removed reserved parking for renters.

Removed Lee-Jackson Day as a free parking day and added Presidents Day and Columbus Day as free parking days (following Winchester Parking Authority request and City Council resolution adoption).

Created a 72-hour parking policy for all autoparks, in which vehicles parked in the autoparks for longer than 72 consecutive hours may be towed or subject to fines.

COMPLETED PROJECTS

- ✓ **Repaired** waterproof liner at Loudoun Autopark
- ✓ **Added** new security cameras to Loudoun Autopark
- ✓ **Painted** directional arrows in all autoparks
- ✓ **Repaired** waterproofing in Court Square Autopark basement

A goal for 2020 is to replace all automated equipment in each of the autoparks!



Parkmobile App

38,520 transactions in 2019

Download on the iOS App Store or Google Play Store



Parking Stats

153,878 hourly customers

1,141 monthly rentals in Autoparks

\$5,588 worth of validation coupons



3

PUBLIC
SAFETY

POLICE

Total Calls Incoming & Outgoing



120,075

20,370 calls to 911

Average Answering Rate



3.95 seconds

Calls to 911 only

Total Dispatches



49,989

Fire & Police

Mental Health Calls



1,489

13% total Department
man hours

HIGHLIGHTS

Worked with a local landscaping company to create a memorial garden at the Timbrook Public Safety Center that honors the lives of officers and employees.

Hosted multiple community outreach projects and events including the Badges & Batter Pancake Breakfast, Cookies with a Cop, three Junior Academy sessions, two Teen Academy sessions, the North End Summer Kickoff, Coffee With a Cop (two locations), Color with a Cop (two locations), and a Halloween story-time collaboration with Starbucks.

Launched the *Fight the Fraud Inferno* campaign to educate residents about phone and internet scams.

Procured an explosives K-9, Rapherty “Raff” Schraff (handled by Corporal Tim Schraff).

Participated in No Shave November with proceeds donated to the family of the late Officer Hunter Edwards.

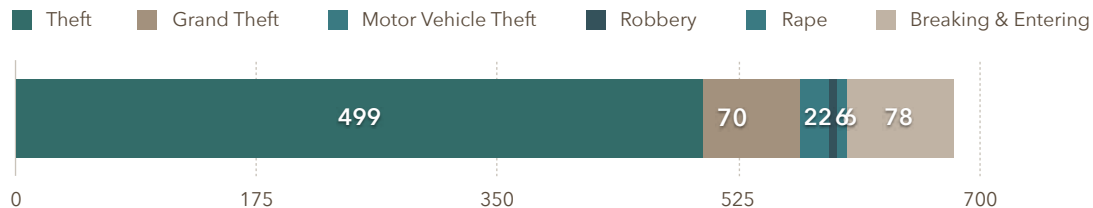
Received an Aetna grant that funded a new Drug Task Force position.

Launched *Text to 911* technology that allows residents and visitors within City limits to text 911 when they are unable to call for help.

2019 Major Crimes



The Winchester Police Department made a total of 2,282 arrests in 2019.



Want to know more?

Scan the code to find monthly crime reports and maps on the Winchester Police Department's website. You'll also find links to daily arrest reports and police blotters, news releases, social media sites, department and recruiting information, and more.

Total Incidents



6,189

EMS: 4,707
Fire: 1,482

Resuscitation Rate



38.10%

29.0% national average
reported in 2016

Average Response Time



4 min. 52 sec.

Dispatch to arrival
on scene

Staff Training Hours



28,669

+1,150.5 hours from 2018

HIGHLIGHTS

Held groundbreaking ceremony for the new live fire training building. The City and Frederick County both supported the project and provided matching funds. The new building was completed in January 2020.

Held the Department's first EMT-Paramedic program funded by the City of Winchester. Winchester Public Schools provided classroom space for the program. Success rate for the completion of the National Registry cognitive and psychomotor examination was 83% of the class.

Completed first-ever cadaver lab in collaboration with Shenandoah University. This enabled Advanced Life Support (ALS) providers to train in skills and gain experience in anatomy and physiology to provide the lifesaving skills needed in an incident.

Purchased a new aerial ladder truck to replace an aging apparatus owned by Rouss Volunteer Fire Company. This apparatus was the first to be purchased by the City of Winchester, relieving the volunteer company of the financial responsibility.

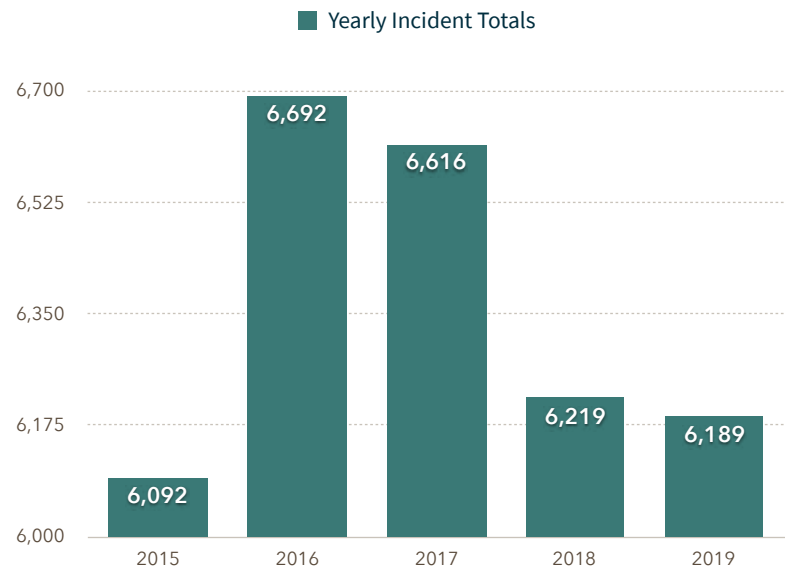


The City's new aerial ladder truck cost about \$1 million and was delivered in July 2019.



Want to know more?

Scan the code to find monthly reports, past and future Department annual reports, and a quick-facts sheet of 2019 statistics.





GET EMERGENCY
ALERTS.

Sign up at www.winchesterva.gov/getalerts

HIGHLIGHTS

Emergency Operations Plan and Essential Support Function: Completed a review of internal planning documents and continued consistent coordination with local, state, and federal partners.

Unmanned Aerial Vehicles: Received grant funding from the State Homeland Security Program (SHSP) for a new unmanned aerial vehicle (drone) to provide local and regional public safety services. In addition, nine employees were trained as Part 107 FAA pilots.

Northern Shenandoah Valley Region Multi-Jurisdictional Hazard Mitigation Plan (NSVRC): Adopted by City Council in early 2019. In a collaborative effort with the NSVRC and the jurisdictions of Frederick, Clarke, Page, Warren and Shenandoah Counties, a comprehensive review of the 2012 Regional Mitigation Plan was conducted. Each jurisdiction must have a current mitigation plan as required by the Virginia Department of Emergency Management's Hazard Mitigation Plan, Support Annex 3 (Volume II).

Mass Care: Worked with Social Services, the American Red Cross, City Police and Fire and Rescue Departments, and the Parks and Recreation Department to continue editing the Emergency Support Functional Annex #6 – Mass Care and Sheltering Plan. The plan ensures that, should the critical need for sheltering be necessary, the proper organization and procedures will be in place to assist the community. A series of staff trainings and exercises are planned for 2020.

92nd Shenandoah Apple Blossom Festival: Organized and hosted National Incident Management System (NIMS) organizational meetings involving key personnel of the Shenandoah Apple Blossom Festival, City and Frederick County departments, state and federal agencies, and private sector businesses. The goals of the meetings are to provide an open forum to discuss overall logistics and create a festival where the safety of the participants, spectators, vendors, and personnel was assured.



Did you know?

In 2019, the City of Winchester trained members of the Streets, Fire, Police, Communications, and Geographic Information Systems Departments in the proper use of drones (sUAS). The City respects the privacy of all residents, and these drones are used only for official missions such as search and rescue, aerial photography, mapping, and infrastructure inspections.



4 HUMAN SERVICES

HIGHLIGHTS

Created a Partnership with Winchester Host Lions Club to Create a Sensory Trail.

Won the 2018 Snapshot Moment Award at the 2019 Virginia Recreation and Parks Service Conference in the 25,001-50,000 population category.

Improved building safety and security by alarming doors and controlling entrance points.

Created a partnership with the Winchester/Clarke Garden Clubs, which submitted a state and national grant application for the preservation, improvement, and promotion of the Abrams Creek Wetlands. The Clubs received a state grant of \$7,000 and a national grant of \$30,000.

Completed construction of a new maintenance building.

Offered a 27.5% discount on new and renewed annual memberships for select weeks during the year in honor of the City's 275th anniversary, which netted 38 of the 738 total new memberships of the year.

Eliminated the Dog Park membership fee to encourage additional utilization by the public.

Conducted ultrasound safety testing of the athletics fields light poles. Replaced four poles at Bridgeforth Field (1), Rotary Field (2), and the Outdoor Pool (1).

Refurbished the Indoor Aquatics Center with new sound tiles, lighting, and paint.

Total Program Registrations



3,079*

*Only programs tracked via RecTrac

Youth Camps and Leagues



559 participants

9 Summer Camps (240)
9 Youth Leagues (319)

Total New Recreation Programs Added



15

2018: 12

Total New Memberships



738

2018: 1,173

COMPLETED PROJECTS

- ✓ **Resurfaced** Russ Potts Basketball Courts
- ✓ **Resurfaced** Lowry Tennis Courts
- ✓ **Replaced** Bridgeforth Field backstop netting
- ✓ **Formed** Ruth Jackson Memorial Park
- ✓ **Replaced** main entrance landscaping

Did you know?



A copy of the Park's quarterly program guide is mailed to all 22601 addresses. In it, you'll find a detailed listing of upcoming and ongoing recreation classes, camps, and more. Scan the code to view online!

BENEFITS EXPLAINED

Supplemental Nutrition Assistance Program (SNAP): Supplements food budgets of low-income households to assure needy persons a nutritionally adequate diet. Eligibility based on financial need and household size.

Medicaid: Makes direct payments to health care service providers for eligible individuals and families who are unable to pay for medical services. Covers prescriptions, doctor visits, nursing facility care, and hospital care.

Energy Assistance: Assists low income households in meeting their immediate home energy needs, including home heating fuel, repair or replacement of cooling equipment, and crisis assistance with emergency heating needs.

Temporary Assistance To Needy Families (TANF): Provides time-limited financial assistance and employment-related services to enable families with children to become self-supporting and promotes economic independence in conjunction with VIEW.

Virginia Initiative for Employment and Work (VIEW): Offers employment-related activities, education, training, and needed support services to TANF recipients.

General Relief: An optional program designed to provide emergency assistance that cannot be provided through other means (for example, burial assistance for qualified low income individuals).

Total TANF Issued



\$221,648

Applications: 301
Recipient Count: 352

Total SNAP Issued



\$4,600,000

Applications: 1,420
Recipient Count: 4,088

Total Medicaid Issued



\$45,300,000

Applications: 2,323
Recipient Count: 7,236

Energy Assistance
Total Expenditures



\$189,324

Fuel applications: 337
Crisis applications: 36
Cooling applications: 197

VIEW	FY2019
Individuals Referred	68
Total Enrolled	53
% Involved in Work Activity	23%
% Employed	45%
Average Hourly Wage	\$12.22
Average Monthly Earnings	\$1,669
Support Services Expenditures	\$49,977

CHILD PROTECTIVE SERVICES	FY2019
Intakes	840
Investigations	103
Founded Cases	34
Ongoing Cases	112
Family Assessments	320
Family Services Cases	11



People helping people triumph over poverty, abuse, and neglect to shape strong futures for themselves, their families, and their communities.

-Social Services Mission Statement

SERVICES EXPLAINED

Child Protective Services: Investigates reports of child abuse and neglect. Provides services to treat and prevent abuse and neglect.

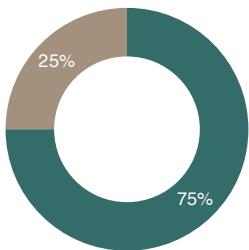
Child Care Services: Provides funding to enhance the quality, affordability, and supply of child care services available to families.

Children’s Services Act (CSA): Provides for the pooling of eight specific funding streams used to purchase services for at-risk youth. Funds are returned to localities with a required state/local match.

Children’s Services Act: Provides for the pooling of eight specific funding streams used to purchase services for at-risk youth. Funds are returned to localities with a required state/local match.

Adult Services: Provides services to adults with disabilities 18 years of age or older and to adults 60 years of age or older. Services are designed to assist the adult in remaining as independent as possible, establish a support system, and arrange services for individuals in emergency situations who lack the capacity to consent to services.

Child Care Services

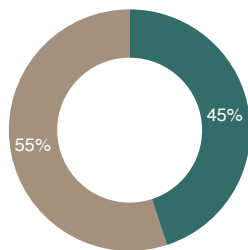


\$505,479

Households Served: 73
Children Served: 125

- Federal funding
- State funding

Children’s Services Act

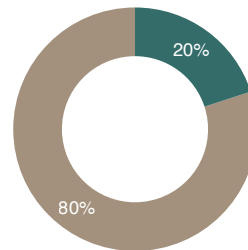


\$3,292,690

FY18: \$3,112,071
FY17: \$2,506,332

- Local Funding
- State Funding

Adult Services
Auxiliary Grants



\$112,381

FY18: \$93,684
FY17: \$2,506,332

- Local Funding
- State funding



Want to know more?

Scan the code to view the full Department of Social Services Annual Report with complete FY2018 statistics and data (FY2019 coming soon).



5 SUPPORT SERVICES

Total City Revenues
(FY20)



\$93,882,000

47.7% from
property tax

Help Desk Requests
Completed



3,238

3,373 submitted

New Hires
Processed



109

Full-time only

Employment
Actions Processed



315

For full-time
employees

FINANCE HIGHLIGHTS

Received the seventh-consecutive Distinguished Budget Presentation Award from the Government Finance Officers Association (GFOA). Also received the 27th consecutive Certificate of Achievement for Excellence in Financial Reporting Award from the GFOA for the FY18 Comprehensive Annual Financial Report (CAFR). This is the highest form of recognition in governmental accounting and financial reporting.

Reaffirmed the City's AAA Bond Rating by Standard & Poors, the highest possible bond rating.



Want to know more?

Take a closer look at the City's financial health with any of the Finance Department's publications! Scan the code to find the Adopted Budget, the Budget in Brief, and the Comprehensive Annual Financial Report from current and past fiscal years.

INFORMATION AND INNOVATION SERVICES HIGHLIGHTS

Completed Council Chamber audio/visual technology upgrades with the installation of new cameras and sound equipment.

Finalized upgrades of City computers and elimination of Windows 7. Converted City email accounts to a cloud-based Exchange server.

Migrated the Percy D. Miller Water Treatment Plant existing technology to the City network infrastructure.



COMMUNICATIONS AND RESOURCES

HIGHLIGHTS

Launched the City's first podcast, *The Rouss Review*. The podcast is released each Thursday following the Tuesday night Council meetings and featured local radio personality Barry Lee as the show host. Segments included the *Council BLUF* (Bottom Line Up Front), a recap of decisions made at the most recent Council meeting; *Winchester 101*, mini history lessons delivered by planning director and local historian Tim Youmans; *Now U Know*, a snippet of interesting facts about City services and more; *Upcoming Events & Programs*, a detailed list of (you guessed it) upcoming events and programs hosted by the City; *Job Talk* and *On the Road with Rose*, each focused on employment opportunities with the City; and a main segment dedicated to a timely subject.

Continued the City's webshow, publiCITY, for a second season. Season 2 included 10 episodes and ran from February to November.

Launched Citibot, a texting tool that connects residents to 311 services.

Attended the City-County Communications and Marketing Association (3CMA) annual conference in Denver, Colorado and **won** the 3CMA's Silver Circle Award for the *Combat the Cat: Lock it Tight or Risk the Swipe!* anti-theft campaign (category - Most Creative Activity with Least Dollars Spent). Campaign was created for the Winchester Police Department.

Conceptualized and launched the Service League as an educational campaign for Public Services. Characters include Michael Recycle (based on Refuse & Recycling Coordinator Michael Neese) and Snowman (based on Public Works Director Justin Hall). The League will be expanded to include more characters in 2020. The Communications team wrote original stories for each character and each were released to coincide with relevant events (i.e., Michael Recycle was introduced to educate residents during the changes in the City's recycling program).

Uploaded 5.42 hours of original content to the City's social media channels, website, and Channel 6 cable access channel (excludes City Council meetings).

City Website
Sessions



441,189

2018: 423,139

Total Social
Media Followers



20,199

Main City pages

FOIA Requests
Handled



416

Excludes WPD
and WDSS

Media Inquires
Handled



462

2018: 240
Excludes WPD

City 311
Service Requests



295

2018: 236



Winchester Alerts

Subscribe to emergency and non-emergency alerts, including refuse and recycling collection changes, snow plan activation, City facility closures, and more via text text, phone, or email.



Mobile App

Download the City's mobile app for easy access to information and submit service requests. Remember to turn on notifications to receive important alerts and reminders! Download in the Apple App Store or Google Play Store.



Comcast Channel 6

The City utilizes its cable channel to promote events and services, make announcements, and broadcast all council meetings. You can also watch new and past episodes of *publicITY*, the City's monthly web show.



Website

The City's award-winning website has all the information you need about City services and more. Visit www.winchesterva.gov.



Annual Information Calendar

This annual information calendar details refuse and recycling collection schedules and changes, public meeting and event dates, and more. Mailed yearly to all 22601 residences.



INSIGHT Citizen's Academy

This annual program, held January-April, exposes participants to a wide range of government services, programs, and operations through interactive discussions and tours.



CitE-News

The City's weekly electronic newsletter, emailed directly to you. Read featured stories about government activities, services, events, programs, and more. Subscribe online.



Week in Review

Every Monday, City Manager Eden Freeman posts this detailed report of each department's activities, accomplishments, and more from the previous week. Find the link on the City's website, Facebook and Twitter.



ActivitE-News

Parks & Recreation's bimonthly newsletter details upcoming programs and events. Subscribe online.



Re:Source

Look for the Public Services quarterly newsletter in your next utility bill. Contains project updates and more.



NEW! The Rouss Review

The City's new bimonthly podcast covers City Council meeting discussions and decisions, timely subjects, upcoming events, Winchester history, and more. Listen on SoundCloud and Apple Podcasts.

WINCHESTER

1744 **275th** 2019



In 2019, the City of Winchester celebrated its 275th birthday (or Bicentennasquigenary). The City, with support from the Winchester-Frederick County Historical Society and community partners, marked the 1744 founding of Winchester with a year of themed events, unique experiences, and informational sessions aimed at honoring and preserving Winchester's rich history.

George Washington's Birthday
 History of Winchester Presentation
 St. Paddy's Celtic Fest*
 Content of James Wood's Ledger Book
 African-American Heritage in the Shenandoah Valley
 Readers Theater: Brown Family - The Science of Our Success
 Historical Society Annual Meeting & History Presentation
 John Kirby Tribute
 Old Town Winchester Guided History Tour
 Old Town Rockin' Independence Eve*
 Museum Open Houses
Hog Wild in Winchester theatrical play
A Prominent Place Artifact Book Publishing and Panel Discussion

Shenandoah Apple Blossom Festival
 Progressive Dinner & Organ Concert
 Old Town Winchester KidzFest*
 Moonlight Ball
 George Washington Election Reenactment
 Civil War History Trolley Tour
 George Washington and the Making of Winchester Lecture
 Oktoberfest*
 George Washington and the Early Years of Winchester
 Abram's Delight Candlelight Tour
 Holiday House Tour
 First Night Winchester
 Winchester History through 275 Years Lecture Series
 French & Indian War History Reading

Mount Hebron Cemetery Historical Tour
 Dunmore's War Presentation
 Sightseeing Express History Trolley Tour
 Classic Movie Night*
 Spottswood Poles Historic Marker Dedication
 Winchester Royals Spottswood Poles Night
 Daniel Morgan Presentation
 Old Town Friday Night Live*
 40th Anniversary of the Handley Archives
 History Trivia Challenge
 Bough & Dough Shop
 Old Town Holly Jolly*
 Patsy Cline Concert
 Bluegrass Music Concert

*Annual Old Town Winchester events

Contact us!

ROUSS CITY HALL | 540-667-1815

City Manager's Office

Constitutional Officers

Commissioner of the Revenue

Treasurer

Communications

Development Services

Arts & Vitality*

Economic Development*

Inspections

Planning

Workforce and Business Development*

Zoning

Public Services

Engineering

Facilities Maintenance

Public Works

Transit

Utilities

Support Services

Finance

Geographic Information Systems

Human Resources

Information and Innovation Services

**Located at Old Town Welcome Center*

TIMBROOK PUBLIC SAFETY CENTER

Emergency Management

540-545-4721

Police

540-662-4131 (Non-emergency)

540-545-4700 (Administration)

VARIOUS LOCATIONS

Joint Judicial Center

540-667-5770

Fire and Rescue (Creamery Building)

540-662-2298

Old Town and Welcome Center

540-535-3660

Parking Authority

540-722-7575

Parks and Recreation

540-662-4946

Social Services

540-662-3807

Tourism and Visitors Center

540-542-1326

Voter Registrar

540-545-7910



Facebook

/winchestervagov
/WinchesterVAPD
/winchesterfireandrescue
/visitwinchesterva
/OldTownWinchesterVA



Twitter

@WincVAgov
@winchesterpd
@WFRDVA
@VisitorsCenter
@WincVa
@WinchesterEda



YouTube

@CityofWinchesterVA



Instagram

@wincvagov
@oldtownwinchesterva



LinkedIn

City of Winchester, Virginia
Local Government



SoundCloud

/roussreview