

CITY OF WINCHESTER  
Annual Report

2016



Winchester  
*Virginia*

540.667.1815  
[WWW.WINCHESTERVA.GOV](http://WWW.WINCHESTERVA.GOV)

# Council



Front Row (L to R): Councilor Evan Clark (2nd), Mayor David Smith (At-Large), Councilor John Hill (2nd)  
Back Row (L to R): Councilor Corey Sullivan (3rd), Vice-President Bill Wiley (1st), President John Willingham (4th),  
Vice-Mayor Les Veach (1st), Councilor Milt McInturff (3rd). Not Pictured: Councilor Kevin McKannan (4th)

# City Manager

Eden Freeman, Winchester City Manager, received the Credentialed Manager designation from the International City/County Management Association (ICMA) in January 2016. Eden is one of over 1,300 local government management professionals currently credentialed through the ICMA Voluntary Credentialing Program.



## From the City Manager:

The year 2016 was both productive and challenging for the City of Winchester. From a historic winter storm in January, with nearly four feet of snow, to multiple large structure fires in subzero temperatures, our employees continue to demonstrate their commitment to serving the community. We also celebrated multiple successful events in Old Town, secured a substantial grant for the purchase of body-worn cameras for the Winchester Police Department and Sheriff's Office, and said farewell to Mayor Elizabeth Minor after 36 years of service. In our quest to be as transparent as possible, the City's website underwent a significant "renovation" and new communication tools, like the Week In Review, were rolled out to keep our community informed. Thanks to our amazing and dedicated staff and elected officials, so much was accomplished last year that it would be impossible to include everything in this annual report. I hope you are proud of the accomplishments your local government has made over the last year. I look forward to another year of advancement, partnership, community and progress in 2017.

*Eden E. Freeman*

The City of Winchester uses a robust strategic planning process to study and endorse broad issues of organizational direction and propose direct tasks that will be implemented to achieve the four adopted strategic plan goals.

**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, great neighborhoods with a range of housing options, and easy movement



**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 Objectives:**

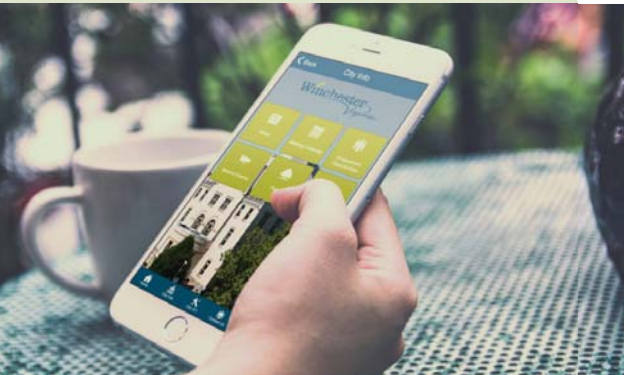
- A. Continue promoting redevelopment/development of previously identified catalyst sites
- B. Identify additional targeted areas and promote redevelopment/development of areas not previously-identified as catalyst sites

**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 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



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## Quality of Life

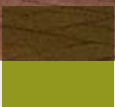
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# Sustainable Economic Growth



# Development Services

The City's Development Services division is charged with facilitating the growth of Winchester's economy by facilitating business and workforce development, neighborhood stabilization and general real estate redevelopment within city limits.



The division, along with the **Winchester Economic Development Authority**, utilizes creative tools such as historic tax credits, the Winchester Enterprise Zone program, loans to leverage real estate and business development, and general business advice to assist with economic development efforts. Programs and actions have been responsible for various historic property restoration and business growth throughout Winchester.

## Workforce Demographics

Area	Civilian Labor Force	Number Employed	Unemployment Rate	Median Household Income
Winchester	13,657	25,990	3.8%	\$45,363
Virginia	4,266,800	4,053,981	4.2%	\$66,792

Source: Unemployment rate data is from the Local Area Unemployment Statistics provided by the Bureau of Labor Statistics and updated through October 2016. Employment data is derived from the Quarterly Census of Employment and Wages provided by the Bureau of Labor Statistics and imputed where necessary. Median household income information is from census.gov (amount in 2015 dollars).



Winchester Towers, Before



Winchester Towers Site, After

### Winchester Towers

In October 2014, the City of Winchester purchased the Winchester Towers property with the intention of securing a partner to assist in the development of the property into a useful and attractive contributor to downtown Winchester. In 2016, the City sold the property to the Economic Development Authority (EDA) for \$795,000. Since the Winchester Towers redevelopment project is located in the enterprise zone, the City made available up to \$400,000 in previously earmarked Enterprise Zone funding for the demolition and building stabilization of the Winchester Towers. After evaluation of the structure and proposals that explored the merits of demolishing or restoring the structure, the EDA opted to pursue the comprehensive demolition of the structure, which was completed in December. The EDA determined that the proposal presented by Glaize Developments, Inc. had the greatest potential to affect positive change in the area. Discussions with Glaize about the development of the property are ongoing, but the EDA is hopeful that the site will eventually be developed into a boutique hotel and conference center.



### Taylor Hotel

The EDA sold their interest in the Taylor Hotel building in Fall 2016 to facilitate the establishment of a Macado's restaurant on the ground floor and basement commercial space inside the structure. To accomplish this transaction, City Council authorized the modification of Taylor Pavilion, LLC's existing Business Development Grant for Vacant Properties incentive so that the Macado's restaurant would receive four years of incentive payments (all net new business taxes generated by the business) that would begin eight months after the issuance of a building permit for the restaurant renovation for the Taylor Hotel property.

# Tourism



The Winchester-Frederick County Convention and Visitors Bureau was founded in 2001 by the City of Winchester and Frederick County for the purpose of promoting tourism-related programs, attractions, businesses, and points of interest for the benefit of the city and county.

Each household in Winchester & Frederick County paid \$444 less in state and local taxes because of tourist spending.



# Old Town Winchester

Old Town Winchester is the department responsible for promoting Winchester's downtown area.



## Good News

The City of Winchester has been designated again as an accredited Main Street America™ city for meeting rigorous performance standards set by the National Main Street Center for Old Town. Winchester has been a Main Street Community over 30 years and has experienced over \$125 million in private investment.

**27 new businesses opened** and four relocated in Old Town

**56 days** of major events held in Old Town

**26 days** of City-organized events held in Old Town

### Farmers Market:


- Second season, 16 local vendors
- 1,000 people attended weekly during the summer
- Added Fall Farmers Market, October-November in 2016



### Followers:

 15,600 Facebook

 736 Instagram

 **Mobile App:**  
3,660 downloads

## 2016 Events

### Added a new event:

St. Paddy's Celtic Fest (*March*)

### Annual Events:

Chocolate Escape (*February*)

KidzFest (*May*)

Friday Night Live (*June, July, August*)

Taylor Pavilion Sunday Concerts

(*June-September*)

Classic Movies at the Taylor Pavilion

(*June-August*)

Rockin' Independence Eve (*July 3*)

OctoBeer Fest (*October*)

Spooktacular (*October*)

Holly Jolly Celebration (*December*)

### Events conducted in partnerships with the Winchester Parks and Recreation Department:

Family Movie Nights (*June-July*)

Old Town Holiday Parade and Tree

Lighting Ceremony (*November*)

Santa's Headquarters (*December*)

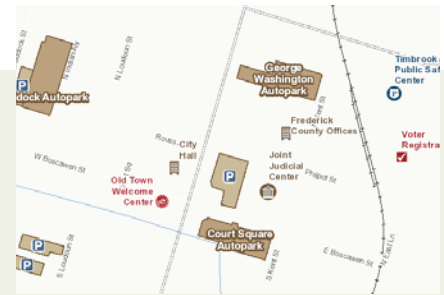


# Parking

The Winchester Parking Authority (WPA) strives to offer adequate parking that is safe, convenient, clean and close to downtown destinations by providing six off-street surface lots, 400 metered on-street parking spaces and four fully-automated autoparks (open 24/7).



Stats	2016	2015
Hourly Customers in Garages	159,166	165,510
Monthly Rentals in Garages	964	952
Parking Validation Coupons Used	4,517	5,288



## New Interactive Map

Launched new interactive parking meter map to assist customers in finding the 2,310 parking spaces downtown. Features: all public parking meters, four garages, loading zones and designated handicap spaces.

<http://gis.winchesterva.gov/parkingauthority>

## Good News

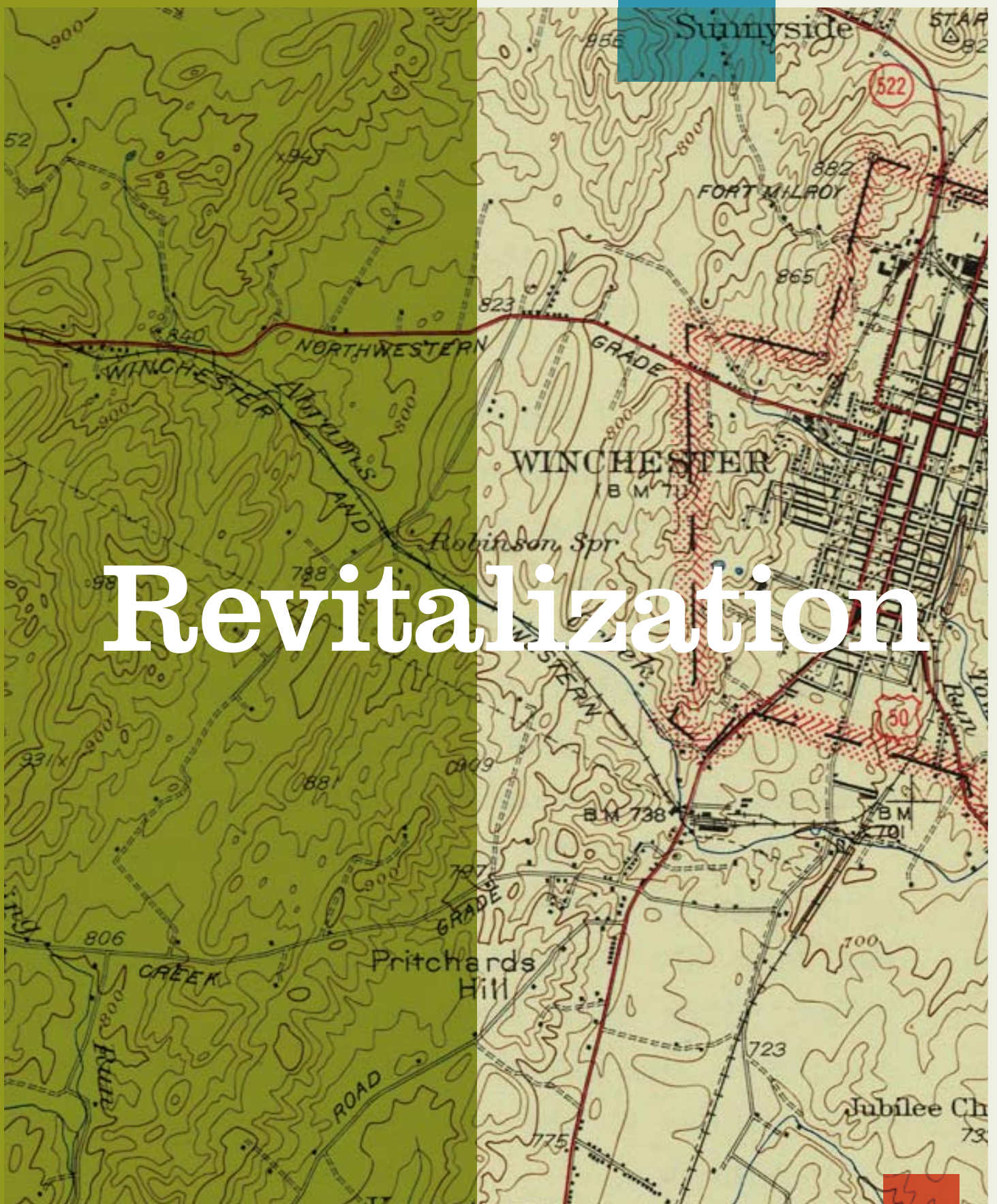
Installed 100 new digital meters to replace 100 mechanical meters. The new digital meters accept dollar coins, quarters, dimes and nickels.

Completed repairs at Braddock Autopark including: repairs to the roof parapet wall, double tee joint repairs and floor west stairwell repairs.

The WPA budgets \$60,000 each year for on-going capital maintenance repair items for the garages.



# Revitalization



# Planning

The Planning Department provides the following key services: long-range planning, development plan review, transportation planning, information services, historic preservation and corridor enhancement review.

2016 Stats	Site Plans	Major Subdivisions	Minor Subdivisions	Rezoning	Conditional Uses	Corridor Enhancements Certificates
Carry Forward from 2015	8	0	2	4	5	8
Applications	39	1	9	4	12	63
Approvals	40	0	11	6	11	71
Denials	0	0	0	0	1	0
Withdrawn	2	0	0	0	1	0
Carry Forward to 2017	5	1	0	2	4	0

## NOTABLE DEVELOPMENT PROJECTS:

### “Big Box” Store Redevelopment

Redevelopment of an old “big box” store into new businesses including The Fresh Market, Planet Fitness and Dick’s Sporting Goods (2015). This also led to additional new development in the area, including Tropical Smoothie Cafe.



Vacant Convenience Store



The Fresh Market



Planet Fitness



Tropical Smoothie Cafe



Old Towne Commons

### Old Towne Commons

**Before:** Vacant convenience store at 715 S. Braddock Street was representative of a 1960s and 1970s attempt to force suburban development into an urban environment.

**After:** Site was transformed into nine Old Towne Commons townhomes, restoring the urban streetscape characterized by structures up close to the sidewalks.



Jubal Square Parcels, Before



The Lofts at Jubal Square, After

## The Lofts at Jubal Square

**Before:** Former vacant industrial and commercial property along the south side of Jubal Early Drive was called out in the Comprehensive Plan for redevelopment.

**After:** Approved through Planned Unit Development zoning, Jubal Square Apartments represents a New Urbanism residential project. It includes construction of a large segment of the Green Circle Trail along the south side of West Jubal Early Drive and The Lofts at Jubal Early Square (140-unit apartment complex with community center).

# Zoning and Inspections

Quality of life in residential neighborhoods is a recurring topic among the citizens of the city of Winchester.

The Department of Zoning and Inspections utilizes a wide array of applicable codes and ordinances, including the Code of Virginia, the Virginia Uniform Statewide Building Code, the Winchester Zoning Ordinance, and the Winchester City Code provisions

to enforce health and safety standards. Through the administration of these adopted codes, the City can better achieve its goals of environmental, social, and economic sustainability.

The Department of Zoning and Inspections provides three major services to the city:

- **Building Inspections and Permitting**
- **Codes Compliance**
- **Zoning Administration and Enforcement**

Stats	2012	2013	2014	2015	2016
Graffiti	35	33	15	23	34
Property Maintenance	259	332	281	243	245
Vacant Buildings	27	28	54	48	70
Zoning Ordinance Violations	51	247	227	350	390
Right of Way Sign Pulls	312	385	463	621	646
Total Code Enforcement Cases	1,950	2,787	2,861	2,862	2,640



Quality  
of Life

# Police

The Winchester Police Department (WPD) is one of only 30 Virginia accredited law enforcement agencies (Virginia Law Enforcement Professional Standards Commission) out of approximately 340 agencies. WPD has 101 employees, 76 of which are sworn law enforcement officers.

## Good News

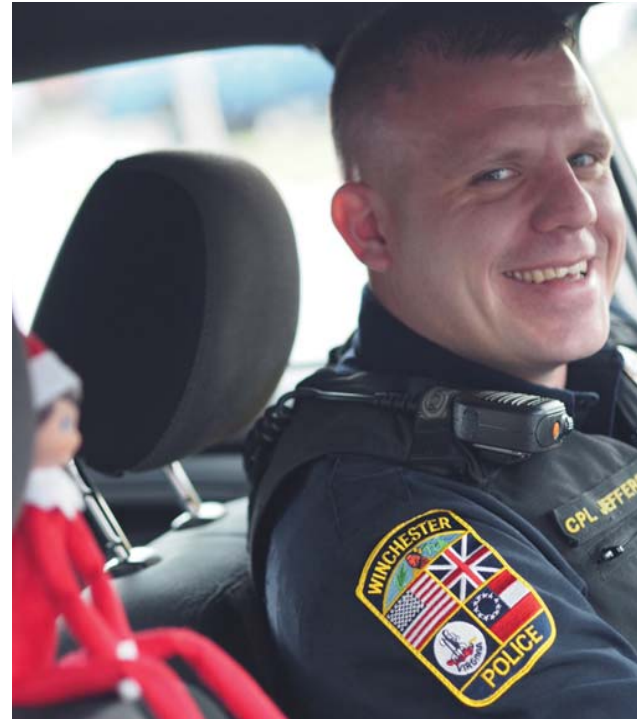
Awarded a competitive grant from the Bureau of Justice Assistance to purchase body-worn cameras (BWC) for the Winchester Police Department, Winchester Sheriff's Office and Frederick County Sheriff's Office. Total for all participating agencies:

- **Number of BWCs** - 195
- **50% match responsibility** - \$104,828 (shared by all three participating agencies)
- **Federal grant award amount** - \$104,828

With the support from the City, Frederick County, Clarke County and Valley Health, established a regional drug court through the Northern Shenandoah Valley Substance Abuse Coalition.

- The City acted as the fiscal agent and applicant on behalf of the recipient, the Northern Shenandoah Valley Substance Abuse Coalition, for a United States Department of Justice, Bureau of Justice Assistance Grant. The Adult Drug Court Discretionary Grant, in the amount of \$350,000 over the next three years, allows the court to expand its capacity to serve additional individuals who have a substance use disorder.
- **The Northwest Regional Adult Drug Treatment Court** began operation on August 16, 2016 and became the 26th operational Adult Drug Treatment Court in the Commonwealth. Drug treatment courts serve as treatment-based alternatives to jail. These courts make extensive use of comprehensive supervision, drug testing, treatment services, immediate sanctions, and incentives.

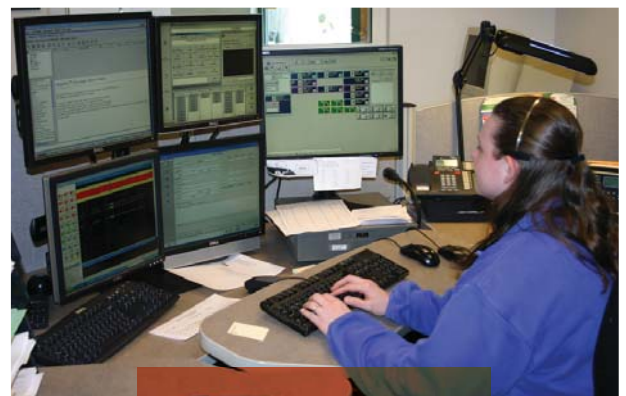
The City's Emergency Communications (9-1-1 Dispatch) Center achieved accreditation from the Communications Committee of the Virginia Office of Emergency Medical Services.



Launched a Teen Night program at the Youth Development Center (YDC) in January 2016 as a way to engage with youth and improve relationships with minorities in the community. Each week, an average of 30 teens attend the event. Activities include basketball, volleyball, movies, pool and ping pong.

- **Received a \$20,000 grant** from Virginia's "Policing in the 21st Century" initiative for this program.

Launched the first Teen Citizen's Academy and had 14 youth participate. The Academy provides students, ages 14-17, with an inside look at local law enforcement operations and challenges and allows them to explore a possible career in law enforcement.





### In Memory of Master Patrol Officer Brunson

The Winchester Police Department lost a veteran Police Officer on September 11, 2016. Master Police Officer Mike Brunson was killed when he crashed his pick-up truck while driving on Highway 50, near his home in Capon Bridge, West Virginia. Brunson, 48, was a 21-year veteran of the Department.

### Winchester Police Department Statistics

	2012	2013	2014	2015	2016
Total Crime	4,495	3,987	4,237	4,071	4,298
Arrests	3,051	2,946	2,958	2,984	2,816
Total Dispatches	43,289	41,493	43,663	44,089	45,943
Avg. Response Time All Calls	7.26 Min	8.65 Min	8.28 Min	7.10 Min	7.69 Min
Avg. Response Emergencies					3.65 Min
Rape/Sex Assault	15	21	16	7	15
Robbery	17	25	15	21	15
Burglary	156	105	110	109	114
Grand Larceny	219	208	171	172	137
Motor Vehicle Theft	22	28	25	17	13
Calls for Service for Persons with Mental Illness*	448	527	448	482	592
Use of Force	71	45	45	42	35
Calls for Persons with Mental Issue and Welfare Checks*	1,080	1,153	1,137	1,145	1,416 calls = 2,478 man-hours
% of Total Man-Hours on Welfare / Persons with Mental Illness Calls	8%	9%	10%	11%	15%

\*Calls for Service for "Persons with Mental Illness" is when the WPD knows the person has a mental illness because the PD has been called to serve or assist with an Emergency Custody Order. The "Calls for Persons with Mental Issue and Welfare Checks" are when the PD is called for persons with unknown but suspected mental health issues.

# Fire and Rescue

The Winchester Fire and Rescue Department (WFRD) is a combination system of volunteer and career firefighters, EMS personnel, and hazardous material responders. The city's volunteer fire companies own all four stations and the apparatus.



## Good News

Completed the third John Handley High School EMT program in partnership with the Lord Fairfax EMS Council as part of Winchester Public School's Career and Technical Education (CTE) program. Eight students participated, several are now volunteers at City fire stations and one former student is now a Winchester Fire and Rescue firefighter.

Received a cost-sharing grant from the Virginia Department of Fire Programs in the amount of \$470,000 to build a new live fire training building. City Council approved an additional \$270,000 as the cost-share portion.

2016 Stuff-A-Truck program yielded 1,600 pounds of food for the Highland Food Pantry, winter gear for Winchester Public Schools, toys and gifts for C-CAP, and the Salvation Army prior to the holidays and funds for the Winchester Police Department's Teen Night at the YDC.

### Number of Calls for Service:

- Responded to 6,692 calls (increase of 600 from total in 2015)
  - 5,081 EMS
  - 1611 Fire
- Average 1 incident every 78.54 minutes (86.27 in 2015)

### EMS Transports:

- 2,458 Advanced Life Support
- 1,530 Basic Life Support

### Cardiac Arrests:

- Cardiac arrests = 31
- Saves = 14
- WFRD survival rate = 45.16%
- National average = 26.30%

### Dollar Loss vs. Saved (Fires):

- \$1,185,654 loss vs. \$5,362,724 value
- Total Saved: \$ 4,177,000



**3:35 MINS**

(fire & EMS responses)

**AVERAGE RESPONSE TIME**



**45.16%**

(up 4.13% from 2015)

**SURVIVAL RATE**



### Mission Lifeline Silver Award

Received the American Heart Association's Mission Lifeline Silver Award for exceptional care of victims experiencing myocardial infarctions (heart attacks).



## Four Major Fires

### Loudoun Street Mall (February)

- Three-alarm fire
- Damaged three structures
- Five residents and two businesses displaced

### Wayne Drive (February)

- Two-alarm fire
- House damaged
- Family displaced

### Salvation Army Thrift Store (March)

- One-alarm fire
- Occurred after hours
- Fire started on loading dock and also damaged inside and nearby box truck



### Braddock Street (April)

- Two-alarm fire
- Three structures affected due to close proximity
- Seven tenants displaced

# Emergency Management

Emergency Management works to ensure the City is prepared to address, respond, and recover from major emergencies and disaster situations that may impact the city.



### Completed the 800Mhz public safety radio communications project:

- Brought online in September after more than a decade of planning, budgeting and installation
- Provides both internal and external interoperability between agencies/departments and establishes dependable radio communications for emergency and non-emergency operations
- Personnel now have the ability to communicate from within major structures to the dispatch center and field units where such communication was not possible with the old system

### Completed a full-scale Active Shooter Exercise at Daniel Morgan Middle School in September:

- Involved the following agencies: Winchester Public Schools, Winchester Police Department, Winchester Sheriff's Office, Frederick County Sheriff's Office, Virginia State Police, Winchester Fire and Rescue, Frederick County Fire and Rescue, Winchester Parks and Recreation, City Manager's Office, and more
- Designed to train response personnel, evaluate response strengths and weaknesses, and to create a planning tool to continue improving



### Conducted Mass Care Exercise in March:

- Involved the following agencies: Winchester Social Services, Red Cross, Salvation Army, Winchester Parks and Recreation (shelter facility), Winchester Police, Fire and Rescue and the City's Community Response Team
- Designed to test the City's operational capabilities of opening a shelter during a disaster and providing needs such as bedding within a dormitory, food and medical assistance in a secure environment for an extended period of time to victims

# Public Services

Public Services is the largest overall division in the City and consists of eight different departments: Utilities, Utility Billing, Engineering, Public Works, Traffic, Facilities Maintenance, Transit, and Equipment Maintenance.



## Pedestrian Safety/Transportation

### Meadow Branch Avenue Extension

In 2014, City Council approved several improvements to Meadow Branch Avenue. The project consisted of building a new extension to connect Merrimans Lane to Buckner Drive and providing access to the new John Kerr Elementary School. The extension, which had been planned since 1958, was opened on June 3, 2016.

### Traffic Signal Removals

A traffic signal warrant analysis showed that the existing traffic signals at five intersections were not necessary. Therefore, the signals were removed and stop signs were installed at the following intersections to ensure adequate safety due to sight distance limitations:

- S. Loudoun Street at Whitlock Boulevard (stop signs on Whitlock)
- S. Loudoun Street at Southwerk Street (all-way stop)
- Weems Lane at Wilson Boulevard (stop sign at Wilson)
- N. Loudoun Street at Wyck Street (all-way stop)
- W. Boscawen Street at Washington Street (all-way stop)

### Green Circle Trail: Town Run Phase II

- Completed and opened to the public in September
- Lighting and emergency call boxes were installed

### Handley Boulevard Improvements

The City's portion of the project between Braddock and Stewart Streets included the following improvements:

- Sidewalk replacement
- Curb and gutter replacement
- Street repaving
- Intersection of Handley and S. Stewart converted to an all-way stop

### Indian Alley Improvements

In an effort to improve pedestrian safety on W. Cork Street near Indian Alley, the City:

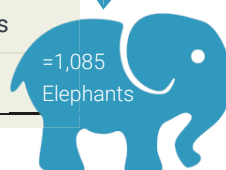
- Permanently closed the parking lot entrance from Cork Street
- Added bus parking on Cork Street
- Added a crosswalk on W. Cork Street
- Reversed the loading zone and travel lane on Indian Alley

### Flashing Signals

To improve pedestrian safety in these high traffic areas downtown:

- Added a flashing stop sign at the intersection of N. Braddock and Amherst
- Added flashing pedestrian crossing signs at the intersections of W. Cork Street and Indian Alley and N. Cameron Street and Rouss Avenue

Refuse and Recycling Stats	2016
Total Refuse Collected	6,508 tons
Recycling Collected (% of Total Refuse)	2,970.21 (31.21%)
FREE Recycling Bins Delivered	1,172
Presentations & Tours (Attendance)	10 (1,708 people)
Bottles & Cans	789.59 tons
Paper/Cardboard	1,251.37 tons
Yard Waste	921.48 tons



## Winter Storm Jonas

City declared a State of Emergency on January 22 in preparation for the storm.

**3,600+**  
**MAN HOURS**  
**12 HOURS SHIFTS**  
for preparation, plowing  
and hauling.

=123  
Elephants  
**740+**  
**TONS OF**  
**SALT/SNOW USED**

**350M**  
**POUNDS OF**  
**SNOW HAULED**  
from downtown streets  
(over 800 dump trucks full).



## Stormwater

### Valley Avenue Drainage Improvements

This improvement project corrected the long-standing flooding problems on Valley Avenue between W. Southwerk Street and Lambden Avenue. The flooding occurred frequently after a large rain event because there was no existing underground storm water drainage system in this area.

## Facilities

### Joint Judicial Center Renovation

This renovation was required to accommodate the additional judges appointed by the Commonwealth and the corresponding new courtrooms needed.

### City Hall and War Memorial Building Brick Façade Improvements

Rouss City Hall was built in 1901 and over time, the mortar between the bricks had worn thin. In an effort to improve the safety of the structure and to reduce moisture leaking inside, the City repointed the bricks for the entire building. The same was done at the War Memorial Building.

## Good News

Received the Water Fluoridation Quality Award from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC) for the third consecutive year.

Held inaugural Spring Greening community cleanup day and Green Expo event in Jim Barnett Park.

## Streets Paved in 2016

Street	From	To	Lane Miles
Baker Lane	Berryville	City Limit	0.55
Fort Collier	Berryville	City Limit	0.33
Handley Blvd	S. Braddock	Handley Ave	0.64
Valley	W. Southwerk	Sheridan	0.36
Mosby	Handley	Lewis	0.35
W. Jubal Early	S. Loudoun	Valley	1.93
Germain	S. Kent	S. Braddock	0.51
Monmouth	S. Kent	S. Cameron	0.17
Clifford	S. Kent	S. Braddock	0.51
W. Clifford	S. Washington	S. Stewart	0.17
E. Cecil	S. Kent	Loudoun	0.51
Cather	Hillman	End	0.09
Armour Dale	Valley	End	0.33
Packer	New Section	South End	0.38
York	Valley	Packer	0.76
Lambden	Valley	S. Braddock	0.36
S. Braddock	Lambden	W. Southwerk	0.42
Henry	Lambden	W. Southwerk	0.52
Overall distance approx.			8.89

# Parks and Recreation

Winchester Parks and Recreation focuses conservation, fitness and sporting activities, and community recreation and programming.



Supported the following Park users and partners:

- Winchester Royals
- Shenandoah University
- Handley High School
- Winchester Baseball
- Blue Ridge Youth Soccer Association
- Winchester-Frederick County Youth Football
- Winchester Swim Team
- Shenandoah Valley Youth Lacrosse
- Winchester Rugby Football Club
- Winchester BMX
- Winchester Horseshoe Club
- Shenandoah Valley Tennis Association

## Maintenance

- Utilizing internal staff, repaired the Jim Barnett Park pavilions including replacement of support beams, siding and electrical equipment
- Completed maintenance at Henkel-Harris Field including: siding and roof replacement at the press box, graded the field and added soil
- Resurfaced the indoor pool and the outdoor wading pool

## New programs at the McCormac Amphitheater:

- Storytelling
- Family Movies
- Bubble Van
- Monster Mash Dance Party & Movie

## New programs introduced in 2016:

- Senior Pickleball
- Ultimate Frisbee Hat Tournament
- Water Yoga
- Children's Sewing Classes
- Ballroom Dancing
- Ladies Night Basketball

## Good News

- Received a competitive grant from the National Recreation and Park Association to support and encourage good nutrition among the after-school and summer camp participants
- Established a Dog Park Liaison Committee to assist staff with making improvements and addressing concerns
- Received a \$12,000 donation from the Elizabeth Clark Foundation specifically for Dog Park projects



**64,000**

**INDIVIDUALS**  
served in programs  
requiring registrations

**390**

**PAVILION RENTALS**

**10,224**

**SWIM CLASS  
PARTICIPATION**

# Social Services

Winchester Department of Social Services (WDSS) is one of 120 local departments of social services in Virginia's state-supervised, locally-administered public social services system. WDSS administers federal, state and local public assistance and social service programs.

## Medicaid

Enables states to provide medical and health-related services for certain individuals and families with low income and/or disabilities.

Funding = 50% Federal, 50% State

	2016	2015
Applications Received	1,630	1,956
Unduplicated Recipient Count	7,281	7,032
Payment Issued	\$41.3M	\$36.8M

## Supplemental Nutritional Assistance Program

Supplements the food budgets of low-income households to help assure needy persons a nutritionally adequate diet. Eligibility is determined by financial need and household size. Funding = 100% Federal

	2016	2015
Applications Received	1,395	1,604
Unduplicated Recipient Count	6,458	7,014
Payment Issued	\$5.5M	\$5.9M

## Temporary Assistance for Needy Families

Provides time-limited financial assistance and employment-related services to enable families with children to become self-supporting.

Funding = 42.5% Federal, 57.5% State

	2016	2015
Applications Received	365	396
Unduplicated Recipient Count	491	483
Payment Issued	\$268,746	\$269,726



Stuff-A-Truck delivery of winter gear to Winchester Public Schools. Stuff-A-Truck was organized by Winchester Fire and Rescue and Social Services staff and volunteers.

## Virginia Initiative for Employment not Welfare

Provides employment-related activities, education, training, and needed support services to TANF recipients to achieve self-sufficiency.

Funding = 12% Federal, 72.5% State, 15.5% Local

	2016	2015
Individuals Referred	73	74
Total Enrolled	83	80
VIEW Program Expenditures	\$53,230	\$73,830
Local Share	\$8,251	\$11,443

## Child Care Assistance

Provides quality child care to families.

Funding = 82.5% Federal, 17.5% State

	2016	2015
Applications Received	154	181
Unduplicated Children Served	140	170
Payment Issued	\$414,799	\$448,959

## Low Income Home Energy Assistance Program

Assists low-income households in meeting their immediate home energy needs. Funding = 100% Federal

	2016	2015
Applications	838	854
Expenditures	\$185,695	\$185,689

## Family Strengthening Services

### Child Protective Services

Investigates reports of child abuse and neglect. Provides services to treat and prevent abuse and neglect.

	2016	2015
Intakes	696	549
Investigations	70	88
Founded Cases	23	32
Ongoing Cases	80	51

### Independent Living Services

Designed to help foster care youth transition to self-sufficiency as they age out of foster care.

**Funding = 80% Federal, 20% State**

	2016	2015
Total Basic Allowance Payments	\$1,883	\$4,012
Education and Training Voucher	\$4,000	\$1,152



### Foster Care

Designed to provide funding to states to ensure proper care for eligible children in foster care.

	2016	2015
Distributed Funds	\$378,221	\$341,741

### Children's Services Act

Available to purchase services for mandated at-risk youth and their families. **Funding = 55.5% State, 44.5%**

	2016	2015
Children Served	151	108
Expenditures	\$1.8M	\$1.7M
Local Share	\$802,719	\$738,532



Winchester Department of Social Services Team



# Transparency, Efficiency, and Innovation



# Support Services

This Division is responsible for supporting internal operations including the Finance, Human Resources, and Information Technology Departments.

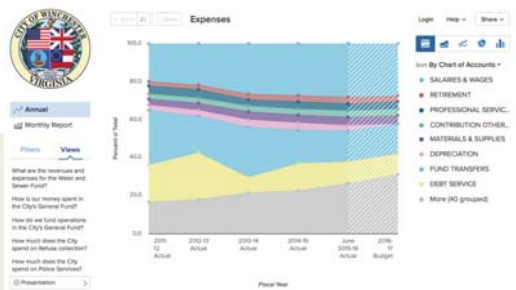
Received fourth consecutive Distinguished Budget Award from Government Finance Officers Association of the United States and Canada (GFOA) – the highest form of recognition in government budgeting.

25th consecutive Certificate of Achievement in Financial Reporting from GFOA – the highest form of recognition in the area of government accounting and financial reporting.

Completed biannual real estate reassessment.

• # of Reassessments: 9,961 parcels

Released the FY17 Budget in Brief – a citizen’s guide to the City’s general fund budget. View it online for detailed FY17 budget information.



The City's online budget transparency tool that allows the public to view the City's budget revenues and expenditures in real time and in an easy-to-understand format. Drill down to the level of detail you seek and track the City's annual budget milestones at every step.



[www.winchesterva.opengov.com](http://www.winchesterva.opengov.com)



## General Fund

The fund where the City has the most discretion is the General Fund. The two major sources of funding for the General Fund are general property taxes and other local taxes combined.

• Number of Financial Transactions Completed in 2016: 29,357

General Fund Revenue	FY17
General Property Taxes	\$39,581,800
Other Local Taxes*	\$30,907,000
Fees, Fines & Permits	\$499,900
Charges for Services	\$1,470,800
Interest & Misc. Revenue	\$2,003,000
State Aid	\$6,021,100
Federal Aid	\$631,000
Transfers & Reserves	\$3,085,400
<b>Total</b>	<b>\$84,200,000</b>

\*State sales, utility, business licenses, franchise, decals, cigarettes, admissions, meals, motel, short-term rental, communications and other.

General Fund Expenditures	FY17
General Government Administration	\$5,933,195
Judicial Administration	\$3,543,700
Public Safety	\$21,255,090
Public Works	\$4,924,100
Health & Welfare	\$3,082,541
Education	\$29,294,292
Parks, Recreation, Cultural	\$3,469,820
Community Development	\$1,933,162
Debt Service – City	\$2,960,000
Debt Service – Schools	\$7,804,100
<b>Total</b>	<b>\$84,200,000</b>



# Communications

## Awards & Recognitions



Winchester was featured with a seven-page spread in *Where to Retire Magazine* (March/April 2016) as a great place to retire.

Deputy Clerk of Council, Kari Van Diest, received the **Virginia Clerk of the Year Award** from the Virginia Municipal Clerks Association.

In November, the Lord Fairfax Soil and Water Conservation District awarded local conservation leaders for their contributions toward improving local soil and water quality. The following City employees were recognized:

- **Outstanding Urban Conservation Award:** Timothy Youmans, Planning Director
- **Outstanding Urban Forestry Leadership Award:** Jennifer L. Jenkins, Arborist
- **Outstanding Conservation Outreach Award:** Kelly B. Henshaw, City Engineer

**Valor Awards** – The Top of Virginia Regional Chamber Valor Awards honor local public safety members and citizens who have gone above and beyond to ensure the safety of others. 2016 award recipients from the City of Winchester include:

- A-Shift Personnel - Winchester Fire and Rescue
- B-Shift Personnel - Winchester Fire and Rescue
- Firefighters Bryant Gochenour, Jeffrey Hartman, Matthew Morris, Kevin Layman - Winchester Fire and Rescue
- Officer Jason Schumer, Officer Thurman and Communications Specialist Kelly Brill - Winchester Police
- Cpl. Keith Nixon - Winchester Police

### 1<sup>st</sup> Place

2016 Annual Information Calendar  
– 3CMA Savvy Award

### 3<sup>rd</sup> Place

2016 City Website after renovation  
– 3CMA Savvy Award of Excellence

### #29 out of 200

Best performing Cities  
– Milken Institute

### 23 Best Cities

for young families  
– Apartment Advisor




## Website Renovation

The City's website, redesigned by City staff and launched in March 2016, received an Award of Excellence (Third Place for Best Overall Website for the 0-55,000 population category) from the City/County Communications and Marketing Association (3CMA).

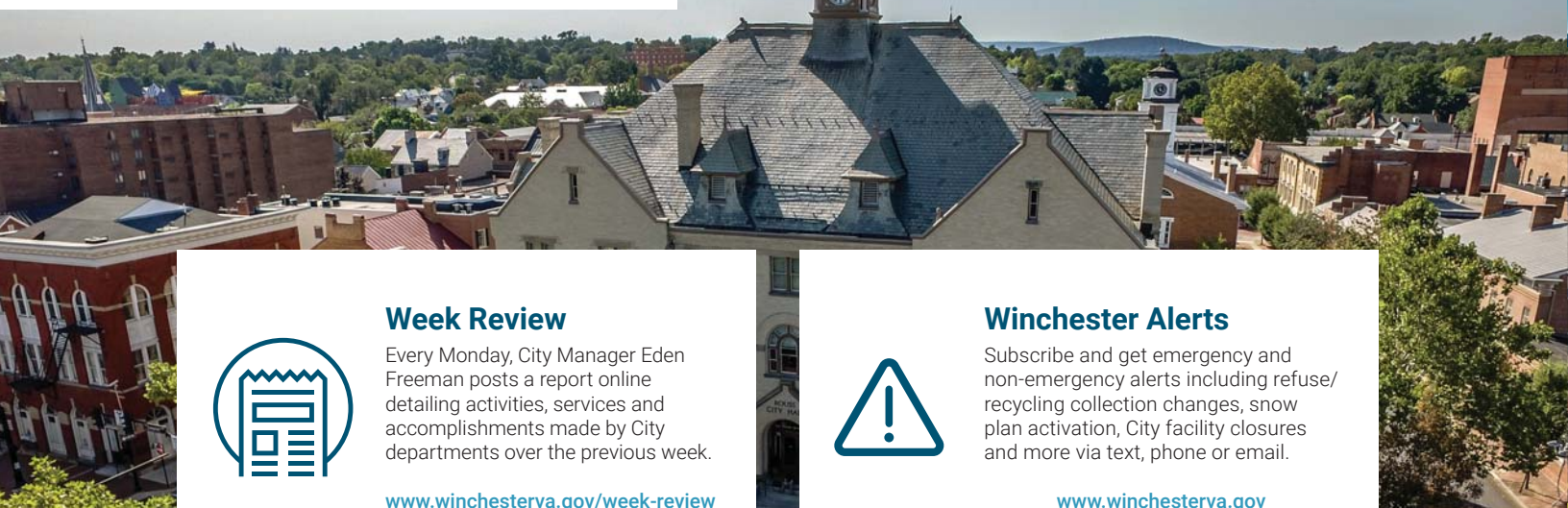
### New Online Functions Added in 2016:

- **OpenGov** – Online budget transparency tool
- **FOIA Request System** – Online Freedom of Information Act request submission and tracking system
- **City 3-1-1** – Submit a service request and track it's progress, search the online Knowledgebase (Q&A database) and submit an innovative idea for enhancing City services and processes
- **Board+ Portal** – Get information about each of the City's boards, the members and apply for a vacancy online
- **Streaming Council Meetings** – In 2016, the City began live streaming City Council meetings online via the agenda management portal. Videos, which are integrated with the agendas and minutes, can also be viewed anytime following the meeting.

 Surpassed 10,000 likes on Facebook

 Increased followers by over 70% on Twitter

# City Information



## Week Review

Every Monday, City Manager Eden Freeman posts a report online detailing activities, services and accomplishments made by City departments over the previous week.

[www.winchesterva.gov/week-review](http://www.winchesterva.gov/week-review)



## Winchester Alerts

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

[www.winchesterva.gov](http://www.winchesterva.gov)



## INSIGHT Citizen's Academy

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

[www.winchesterva.gov/insight](http://www.winchesterva.gov/insight)



## New Website

Visit the City's award-winning website launched in 2016.

[www.winchesterva.gov](http://www.winchesterva.gov)



## CitE-News

City's weekly electronic newsletter. All you need is a valid email address. Subscribe online.

[www.winchesterva.gov/enews](http://www.winchesterva.gov/enews)



## Channel 6

The City utilizes its cable channel to promote announcements and more, as well as broadcast all council meetings.



## New Mobile App

Download the City's new mobile app for easy access to information and to submit a service request. Remember to turn on notifications to receive important alerts and reminders.

Available in the  
[App Store](#) and [Play Store](#)



## ActivitE-News

Parks and Recreation's monthly electronic newsletter. All you need is a valid email address. Subscribe online.

[www.winchesterva.gov/parks](http://www.winchesterva.gov/parks)

**Top 10  
Places to Retire**

Kiplinger's Personal Finance (2015)

**#15 out of 200**

**Best Small Places  
for Business and Careers**

forbes.com (2015)

**Magnet-designated  
Level II Trauma**

Hospital



# Breathe EASY IN THE Valley

Winchester, Virginia is the urban, professional, medical and cultural hub of the Northern Shenandoah Valley with a daytime population of over 70,000.

**Winchester**  
*Virginia*

For information about the city of Winchester, relocation opportunities and business incentives contact:  
Winchester Economic Development Authority | (540) 667-1815 | [info@developwinchesterva.com](mailto:info@developwinchesterva.com)

[WinchesterVA.gov](http://WinchesterVA.gov)

# City Services CONTACT LIST

**(540) 667-1815**

City Manager's Office

Constitutional Officers:

- Commissioner of the Revenue
- Treasurer

Communications

Development Services:

- Economic Development
- Planning
- Workforce and Business Development
- Zoning and Inspections

Public Services:

- Engineering
- Facilities Maintenance
- Public Works
- Transit
- Utilities

Support Services:

- Finance
- Geographic Info. Systems
- Human Resources
- Information Technology

## **Police**

Non-Emergency: (540) 662-4131

Administration: (540) 545-4700

## **Emergency Management**

(540) 545-4721

## **Fire and Rescue Administration**

(540) 662-2298

## **Old Town and Welcome Center**

(540) 535-3660

## **Social Services**

(540) 662-3807

## **Parks and Recreation**

(540) 662-4946

## **Parking**

(540) 722-7575

## **Joint Judicial Center**

(540) 667-5770

- Clerk of Circuit Court
- Commonwealth Attorney
- Sheriff

## **Tourism and Visitors Center**

(540) 542-1326

## **Voter Registrar**

(540) 545-7910

**WWW.WINCHESTERVA.GOV**



**Winchester**  
*Virginia*