

# Looking back with pride...



## 2012 ANNUAL REPORT



# ...Moving forward with purpose

## a look inside



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# Strategic Plan 2013-2014

# ROAD MAP



GOAL 1

## Grow the Economy

ECONOMY

- Wards Plaza
- Conference Center
- Career Training Center
- Meadow Branch Avenue
- South Pleasant Valley Road
- Winchester Towers
- Amphitheater (Jim Barnett Park)
- Major Employer Attraction
- Enterprise Zone

GOAL 2

## Develop a High Performing City Organization

ORGANIZATION

- School Funding
- Community Events Policy
- Fire Facilities Master Plan
- Succession Planning
- Social Services
- Municipal Service Center
- Comprehensive Capital Improvement Plan
- IT Master Plan
- Communications/Marketing Plan
- Student Internship Program

OLD TOWN

- Taylor Hotel
- Gateway Enhancements
- National Historic District Expansion
- Downtown Trolley
- Public Art Policy
- Arts and Cultural District
- Public Safety Strategy
- Community Events
- Branding
- Market Rate Housing
- Parking Garage Maintenance

LIVABLE

- John Kerr Elementary School
- City Gateway Beautification
- North End Redevelopment
- Zoning Ordinance Rewrite
- Sidewalk and Street Master Plan
- Stormwater Management Plan
- Substandard Properties

GOAL 3

## Continue the Revitalization of Historic Old Town

GOAL 4

## Create a more Livable City for All



### Looking Back With Pride...

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## From Your Mayor



January starts another new and challenging year for city government. Not only are we beginning another exciting year with many new goals, projects and ideas, but we also have the opportunity to reflect on what we've accomplished the previous year. It wasn't always easy, but I know that 2012 was a year we should all be proud of as we embark on a new journey together in 2013. The accomplishments mentioned in this report are only a fraction of what the City has achieved over the past year. We could never cover everything, but I am excited about the future and I can't wait to get started on another positive year as we tackle our new strategic plan. It gives me great pleasure to have been your Mayor over the past year and I'm looking forward to working with our community, City Council, and staff to continue moving Winchester forward.

**Elizabeth Minor**  
Mayor

## From Your City Manager

As I round out my first full year with the City of Winchester and look back on all we've accomplished, I couldn't be more proud of the organization we were last year and the high-performing organization we are creating. Our dedicated team has worked hard during tough economic times, stepped out of their routine to help others, and pulled together during emergencies. After I was hired, I challenged our work force to be innovative and calculated risk takers, to work together as a team and to accomplish goals for our community. As you will find in this annual report, they've delivered. From cleaning up after the derecho in June to the utility infrastructure projects, the City has been hard at work improving the quality of life for our residents and to make Winchester a welcoming place to visit. We have an ambitious strategic plan to accomplish over the next 12-18 months, but I have complete faith that significant goals will be achieved and you will see a stronger city as a result. We hope that you make the time to get more involved in your local government this year, and please feel free to contact me any time to talk about our City, our vision and the services we provide.



**Dale Iman**  
City Manager

# YOUR Representatives



## OPEN TO THE PUBLIC:

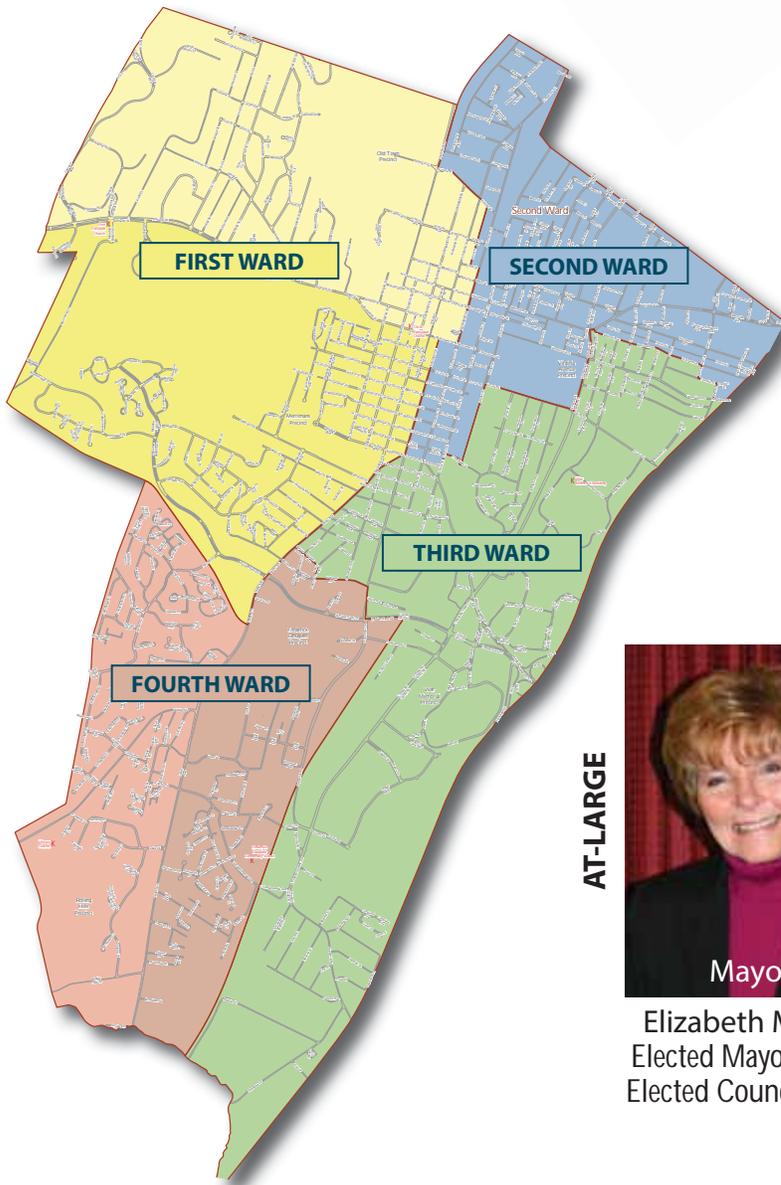
### Regular Council Meetings

2nd Tuesday of each month - 7:00 pm

### Council Work Sessions

3rd & 4th Tuesday of each month - 6:00 pm

Rouss City Hall, Council Chambers



AT-LARGE



**Mayor**  
Elizabeth Minor  
Elected Mayor 2004  
Elected Council 1980

## Watch Council Meetings on TV

As of December 2012, you can watch all Council meetings and Work Sessions live on the City's cable channel 6. Or you can catch the replay at 7:00 pm on the Thursday following each meeting.

## 2012 Council Officers

Mayor	Elizabeth Minor
Vice-Mayor	Milt McInturff
President	Jeff Buettner
Vice-President	John Willingham

## 2013 Council Officers

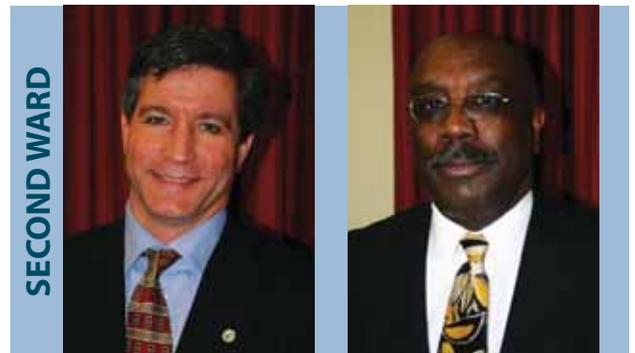
Mayor	Elizabeth Minor
Vice-Mayor	Les Veach
President	John Willingham
Vice-President	Milt McInturff



FIRST WARD

Jeff Buettner  
Elected 1998

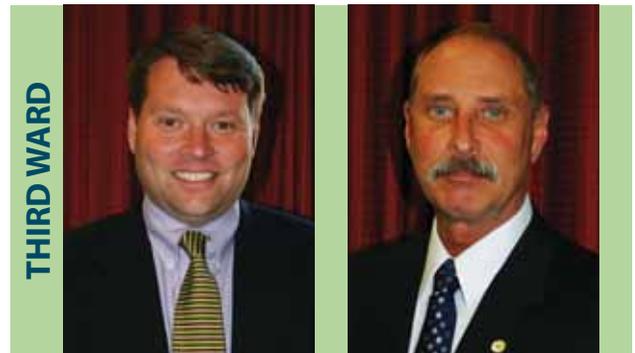
Les Veach  
Elected 2008



SECOND WARD

Evan Clark  
Elected 2006

John Hill  
Elected 2008



THIRD WARD

Ben Weber  
Elected 2012

Milt McInturff  
Elected 2008



FOURTH WARD

John Willingham  
Elected 2008

John Tagnesi  
Elected 2010



# Budget - Being Fiscally Responsible

## FY13 Total General Fund Revenue: \$79,876,000

<b>General Property Taxes</b>	\$36,620,000
<b>Other Local Taxes</b>	26,191,100
Fees, Fines & Permits	579,400
Charges for Services	943,500
Interest & Misc. Revenue	2,041,500
State Aid	5,804,000
Federal Aid	750,500
Transfers & Reserves	6,946,000
<b>Total</b>	<b>\$79,876,000</b>

Percentage of general fund revenue provided by sales tax

# 11.2%

## Total General Fund Expenditures: \$79,876,000

General Government Admin.	\$ 5,358,700
Judicial Administration	3,059,800
Public Safety	17,934,160
Public Works	4,501,500
Health & Welfare	3,293,261
Education	26,689,093
Parks, Recreation, Cultural	3,016,459
Debt	9,529,500
Community Development	2,173,527
Capital Projects	4,320,000
<b>Total</b>	<b>\$79,876,000</b>

**Aa2**  
Moody's

**AA+**  
S&P

The ratings represent the strength of the City's credit and allow the City to borrow from investors at low interest rates.

### Other Local Taxes:

State Sales Tax	\$8,500,000
Utility	1,962,000
Business Licenses	5,659,000
Franchise	770,000
Decals	600,000
Cigarettes	530,000
Admissions	30,000
Meals	5,115,600
Motel	600,000
Short Term Rental	14,500
Communications Tax	2,200,000
Other	210,000
<b>Total</b>	<b>\$26,191,100</b>

## General Fund Balance

Sound fiscal management requires that the City establish healthy fund balances, frequently referred to as "reserves." The City's Fund Balance Policy is to maintain at least 20% of the budget in unrestricted fund balance.

Fiscal Year	Amount	% of GF Expenditures
FY08	\$26,842,432	36.7%
FY09	\$20,577,901	26.7%
FY10	\$17,267,157	26.3%
FY11	\$20,986,321	27.7%
FY12	\$22,339,899	22.3%

## The City's Funds

The accounts of the City are organized into funds. A fund is a group of related accounts used to control money that has been earmarked for specific activities or objectives. By keeping revenue in its appropriate funds, the City is able to obey laws that require certain money to be spent on specific uses. Most of the City's core services are funded by the general fund.

### General Fund

The fund where the City has the most discretion is the General Fund. The two major sources of funding (78.64%) for the General Fund are general property taxes and other local taxes combined.

### Capital Improvement Plan (CIP)

Every year, the City adopts a plan for capital improvements for the next five years. Capital improvements include projects such as street construction, public buildings, traffic systems, park improvements, sewers, water infrastructure, sidewalks, etc.

**Fiscal Year = June 1 - July 31**



# Public Safety - Police

## 2012 Accomplishments

- Promoted first female Deputy Chief: Major Kelly Rice
- The first year of fitness testing declared 100% of WPD's sworn employees are "fit for duty"
- The Community Response Team (CRT) held two alcohol education programs for bar owners and managers, which has reduced the number of calls for service in and around local bars and restaurants
- Thanks to a grant, the WPD was able to create a defensive tactics training room and a fitness room
- The Regional Gang Task Force investigated and arrested a group of gang members responsible for a number of assaults and since the arrests, no further gang-related incidents have occurred



## Volunteers in Policing

The Volunteers in Policing (VIP) program was formed in 1998 to assist the Police Department with the many special activities and community events that request police assistance. With the VIPs helping with or taking over these events it allows officers to perform other duties.

### 1,860 volunteer hours in 2012:

- Attended 37 community events
- Spent 72 hours on patrol
- Fingerprinted many children
- Issued 20 handicap parking tickets
- Participated in several community service activities
- Helped with crowd and traffic control
- Assisted with the WPD's Citizen's Academy
- Answered phones



## 2012 Police Activity

Enforcement	'11	'12
Felony Arrests	348	272
Misdemeanor Arrests	1968	1774
Legal Docs:		
- Felony	300	456
- Misdem.	1610	1824
DUI Arrests	311	249
Incident Reports	3914	4092
Speeding	1770	1002
Traffic Violations	4514	2725
Vehicle Crash Investigations	716	669
Parking Violations	2330	1564

## 2012 Crime Report



### Become a VIP

Sign up for the Winchester Police Department's Citizen's Academy or get more information about the VIPs, please contact Detective William Griffith at (540) 545-7591 or email [wgriffith@ci.winchester.va.us](mailto:wgriffith@ci.winchester.va.us).

Crime	2011	2012
Shoplifting	327	329
Theft	452	489
Grand Theft	182	228
Motor Vehicle Theft	26	24
Felony Assault	40	44
Rape*	2	10
Homicide	0	0
Breaking & Entering	113	168
Robbery	29	17

\* Reported but not all verified

## Emergency

### 9-1-1 Center Calls\*

- **Total # Calls:** 170,780
- **Total 9-1-1 Calls:** 20,684
- **Incoming Administrative Calls:** 105,813
- **Outgoing Calls:** 44,283

\* Reflects 11 months as a computer glitch did not record calls in April '12



Follow WPD on Facebook & Twitter



# Public Safety - Fire & Rescue

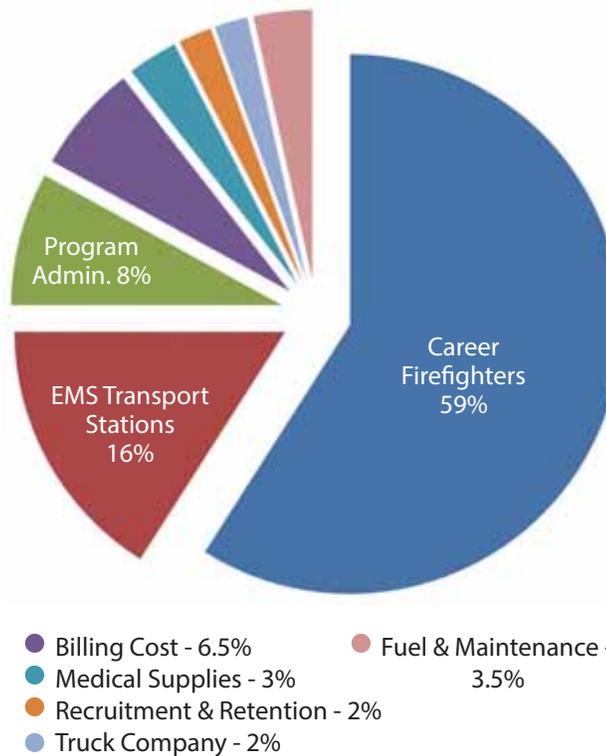
WFRD is a combination system comprised of career and volunteer firefighters and EMS personnel. These brave members respond from our four volunteer stations and provide around-the-clock fire protection, advanced medical life support and hazardous materials services.

## Funding

Funding Source	Amount
Hazmat Grant	\$22,000
"Aid to Locality" Fund	\$70,046
"Four-for-Life" Fund	\$22,812
Assistance for Firefighters Grant (South End)	\$88,500
Revenue from plan reviews & inspections	\$5,358
EMS Revenue Recovery	\$915,530
<b>TOTAL</b>	<b>\$1,124,316</b>

## EMS Fund Allocation

During 2012, Winchester Fire & Rescue utilized the revenue earned from Emergency Management Service (EMS) fees in the following ways:



## 2012 Emergency Activity

	Total
EMS Incidents	4,438
Fire Incidents	1,318
Mutual Aid to Frederick County	449 Calls
Mutual Aid Received from Frederick County	346 Calls
Property Lost	\$575,576
Property Saved	\$2.7 M
Civilian Casualties	4 (2 fatalities)

## 2012 Fundraising Efforts

**\$21,900 for MDA**  
"Fill the Boot" Campaign

**\$2,000 for Wellspring**  
"Give Cancer the Boot" T-shirt Sales

## 2012 ISO Rating

The Winchester Fire & Rescue Department was evaluated by the Insurance Services Office, Inc. (ISO) in 2012 for our fire protection capability. The ISO evaluation looks at three general areas with each area having a maximum credit available, including: 1) receiving and handling fire alarms, 2) fire department suppression capabilities, and 3) city's water supply.

### 1-10 Rating Scale:

**Class 1** = Exemplary fire suppression program  
**Class 10** = Fire suppression program does not meet minimum criteria



PPC = Public Protection Classification





# Public Safety - Emergency Management



## New Communications System Coming Soon

A contract with Motorola Solutions for the design, purchase, construction, and implementation of a new communications system was approved and executed after an RFP process. Expected completion: March 2014



## Responding to Emergencies

The Emergency Operations Center (EOC) was activated on several occasions during 2012 in order to coordinate various events and emergent situations in Winchester:

- Winter Storms
- Derecho (June 29th)
- Hurricane Sandy (October)

Be prepared to help yourself, your family, and your community in an emergency. Visit the Emergency Management section of the City's website for details about becoming a CERT member.



## Hazard Mitigation Plan

The City's Emergency Management division coordinated with the Northern Valley Regional Commission to develop and update the Plan for each jurisdiction. The plan has been reviewed by the VA Department of Emergency Management and is awaiting approval by the Federal government prior to presentation to City Council.

*NOTE: Hazard mitigation is "any action taken to reduce or eliminate the long-term risk to human life and property from natural hazards."  
(As defined in 44 Code of Federal Regulations (CFR), Subpart M, Section 206.401.)*

## Pet Sheltering Grant

The City in conjunction with Frederick and Clarke Counties received a grant in the amount of \$22,000 for the purchase of a 20-trailer and the activation of a pet sheltering program that can be utilized during disasters or emergencies.



## 2012 Public Safety Awards/Recognitions



**Corporal Wayne Monse**  
Exchange Club  
Officer of the Year

### Major David White

Colonel James Wood II Chapter-Sons of the American Revolution Law Enforcement Commendation

### Corporal Andrea Enke

VA Animal Control Association  
Public Service Award



**Officer Patrick Jefferson**  
Rappahannock Regional Criminal Justice Academy  
Sergeant Ricky Timbrook Award

### President Karl Liedke & Shawnee Volunteers

Colonel James Wood II Chapter-Sons of the American Revolution Fire Safety Commendation

### Battalion Chief Donald Whitacre

Colonel James Wood II Chapter-Sons of the American Revolution Emergency Medical Services Commendation



**Erin Elrod**  
9-1-1 Ctr. Director  
Earned prestigious designation of Registered Public Safety Leader



# Development - Economic Redevelopment



## Rubbermaid Commercial Projects

\$67.3 million expansion created 71 new jobs and \$1.2 million in new taxes to the City over the next five years.

## Monticello Street Extension

Thanks to a \$5 million Transportation Opportunity Grant received in 2012, this extension will provide access from Valley Avenue to Battaile Drive (additional east/west connector through city) when complete.



## 150 Commercial Street

Acquired and redeveloped property creating 7,500 square feet of taxable commercial office space.



## 146-148 N. Loudoun Street

Acquired and redeveloped existing building to create a 2,500 square foot restaurant and eight upper level apartments on the Loudoun Street Mall.



## 29-33 Boscawen Street

Acquired and sold to a private developer who will create nine upper level apartments and 1,200 square feet of City office space, including a downtown information center. Estimated completion date: July 2013



## Former Solenberger building

Facilitated the acquisition and rehabilitation of the former Solenberger Building on the Loudoun Street Mall by Shenandoah University. Created a taxable housing center housing approx. 30 graduate students.

## Economic Development Authority (EDA)

The EDA, a non-profit political subdivision of the state of Virginia, is appointed by the City of Winchester to facilitate, encourage and carry out economic development projects while minimizing burdens on taxpayers. The EDA has the authority to acquire and sell property and obtain and provide financing and incentives to other organizations to spur commercial activity.

## Objectives

- Identify properties and areas with underutilized potential
- Identify and facilitate commercial development
- Identify and solicit interest in the community by prospective new businesses
- Make property owners, developers and prospective new businesses aware of financing options available
- Develop property where needed to achieve maximum potential

## Monthly Meetings

Third Tuesday at 8:00 am in Rouss City Hall Council Chambers



# Development - Economic Redevelopment

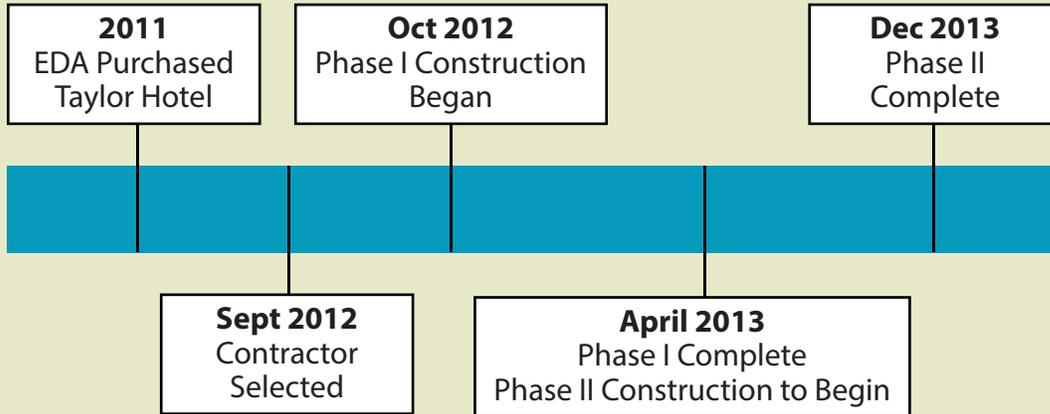
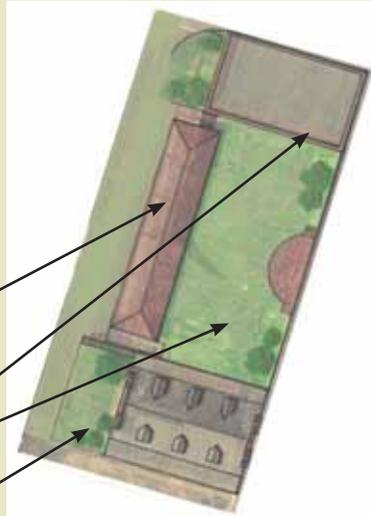
## Taylor Hotel

**Phase I:** Partial demolition of old theatre one-story addition on the south side of the building

- Structural stabilization – Secure the structural integrity of the original hotel (front) and fly tower (rear)
- Improve shell – The Taylor Hotel will receive a new roof and three, first-floor exterior walls
- Recreate English basement – The original building included an English basement which was removed in the 1980s.

**Phase II:** Complete renovation

- 5,000 sq. ft. restaurant
- Five market rate apartments
- Farmer's market area
- 2,000-4,000 sq. ft. of retail space in flytower
- Outside entertainment area (400 people)
- Public pocket park



## Funding Sources

Currently, the Taylor Hotel is owned by the Economic Development Authority.

### Project Cost: \$3.6 million

Community Development Block Grant	\$1 million
EDA	\$650,000
Historic Tax Credits	\$775,000
Private investor contributions	\$225,000
Loans secured by the EDA	\$950,000



## More Information

Get details about the building's history as well as the renovation by visiting the City's website.



# Old Town Winchester, Parking & Tourism



For 2012, Old Town Winchester was hard at work getting ready for the Utility Infrastructure Improvement Project currently underway on the Loudoun Street Mall.  
**Expected completion:** May 2013

Also, a new Downtown Manager was hired as well as an events coordinator to bring more events and activity into the downtown area.



## 2012 Accomplishments - Tourism

- Served 20,000 visitors at the Winchester-Frederick Co. Visitors Center (17% increase)
- Spearheaded improvements to the I-81 signage to better direct travelers off the highway to see local attractions
- Published and distributed 65,000 copies of the 56-page 2012 Winchester-Frederick County Visitors Guide
- Sponsored the Civil War Walking Tours in Old Town Winchester
- Developed an "Apples on Parade" rack card

**Winchester Frederick-County Convention & Visitors Bureau**  
[www.VisitWinchesterVA.com](http://www.VisitWinchesterVA.com)

For City services and information, visit [www.WinchesterVA.gov](http://www.WinchesterVA.gov)

Since its inception as a Main Street Program in 1985, Winchester recognizes more than \$110 million dollars in private investment toward preserving the historic character of downtown Winchester.

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

Follow Old Town on Facebook & Twitter



## Honors

- One of top 4 places to retire in VA (*Wall St. Journal's Smart Money*)
- One of 20 top sites to visit in relation to the Civil War and the Sesquicentennial (*Trail Blazer Magazine*)
- One of top 10 most livable bargain markets in the U.S. (*MSN Real Estate*)

## Winchester Parking Authority (WPA)

The Authority was created in 1964 by the General Assembly of VA. The Authority is authorized and empowered to acquire, construct, reconstruct, equip, improve, extend, enlarge, maintain, repair and operate public off-street parking facilities and issue revenue bonds to pay all or any part of the cost of these parking facilities.

**Mission:** To offer adequate parking that is safe, affordable, convenient, clean and close to your downtown destination by providing four parking garages, six off-street surface lots and 400 metered on-street parking spaces for a fee.

**All four parking garages are open 24/7, 365 days a year with a staff of 6 employees.**





# Public Services - Public Utilities & Transportation

The City's Public Utilities division is responsible for providing water and wastewater services to all City residences and businesses and a portion of Frederick County consumers. Water from the North Fork of the Shenandoah River is collected at the City's water treatment plant in Middletown, Virginia, treated with a six-step process and pumped through 125 miles of pipe to customers.

Wastewater is treated in the Service Authority's water reclamation facility on Route 7. At this location, wastewater is processed and treated water is released into the Opequon Creek.



## Winchester's Water Distribution System



- Consists of over 125 miles of pipeline ranging in size from 2" to 30"
- Over 11,500 connections to the system
- Water plant treats an average of 6.5 million gallons of water per day
- Average person uses 30 to 40 gallons of water per day year-round
- Public Utilities maintains over 1,200 fire hydrants throughout the City and County
- City's Utility Maintenance repairs on average one water main leak and one sewer stoppage per week

## Winchester's Wastewater Collection System



- Consists of over 100 miles of pipeline ranging in size from 4" to 36"
- Opequon Water Reclamation Facility (OWRF) is jointly owned by the City of Winchester and Frederick County
- OWRF removes 99% of the contaminants in the water before returning the treated water to the Opequon Creek (pictured on left)
- Wastewater in the City mainly flows to the treatment plant by gravity
- Approximately 15,000 tons of sludge is hauled to the landfill each year
- OWRF treats on average 6.5 million gallons of water per day

## WinTran

WinTran is the City of Winchester's public transportation system.

**2012 Ridership:** 135,886 passengers

### Accomplishments:

- Installed a visual and audio stop announcement system on all buses (ADA accessibility upgrade)
- Completed installation of new route signs with maps at all stops





# Public Services - Infrastructure Improvements

## Amherst Street Project



- Underground water, sewer and storm infrastructure replacement
- Sidewalk and curb and gutter installation where none existed or replacement where in poor condition
- Existing traffic signal upgrade at Meadow Branch and Westside intersections
- Street repaving
- Fox Drive/Frederick County School entrance reconfiguration and new traffic signal
- Turn restrictions added (right turn only) from Myrtle Avenue for increased safety
- Six new right turn lanes and eight new left turn lanes constructed
- 200 new trees planted
- Winchester Green Circle trail extended from CVS to the Museum of the Shenandoah Valley

Project Cost: \$7 million	
Water & sewer revenue bonds	\$1 million
VDOT	\$1.6 million
Frederick Co. Schools	\$300,000

If you're wondering why the City is replacing such a large amount of water and sewer infrastructure, consider this:

- Winchester has the third oldest water distribution system in the United States
- Many existing pipes are over 180 years old
- The older a pipe, the more likely it is to leak or break causing disruptions in service



Wood pipes discovered during 2004 water main replacement project

## North End Project



- Streets included:
- Highland Avenue
  - Freemont Street
  - Virginia Avenue
  - Smithfield Avenue
  - Fairfax Lane
  - Gray Avenue
  - Baker Street
  - North Kent Street
  - Kern Street
- Improvements:
- 9,600 linear feet of water main replacement
  - 3,190 linear feet of sewer main replacement
  - 8,500 square yards of new sidewalks
  - New paving on all streets within the project

Project Cost: \$6 million	
Water & sewer revenue bonds	\$3 million
Federal grant	\$1.5 million
Federal low interest loan	\$1.5 million

## Mileage

Winchester's water system includes 120 miles of pipe. The City has prioritized infrastructure replacement based on the most need and is currently replacing an average of two miles per year.

## Benefits

- Improved reliability for customers and firefighters
- Increased water pressure
- Reduction in number of main breaks and leaks
- Lower operational costs



## Indian Alley Project

- Underground water and sewer infrastructure replacement
- Stormwater inlet replacement
- New brick sidewalks
- New decorative streetlights
- New trees and streetscaping

**Project Cost:** \$1.2 million

**Funding:** Water and sewer revenue bonds



## Water Plant Upgrade

- New chemical feed systems
- New water storage tanks
- New solids handling system
- New high service pump station
- New raw water pumps
- Upgraded laboratory
- Controls and computer system improvements

**Project Cost:** \$25 million

**Funding:** Water and sewer revenue bonds

Improvements to the Water Plant were necessary to replace much of the original equipment which was over 50 years old. These upgrades will help meet more stringent environmental and water quality regulations, and improve the overall reliability of the facility.

## 15,000 Square Yards of New Sidewalks & New Trees

- Valley Avenue
- South Loudoun Street
- Millwood Avenue
- Purcell Avenue
- Woodstock Lane
- Cork Street
- 85 new trees were planted

**Project Cost:** \$2 million

General Fund	\$1 million
VDOT	\$1 million



BEFORE



AFTER



# Public Services - Public Works

The City's Public Works division serves the community in a variety of ways, including:

- Refuse and recycling collection
- City tree maintenance
- Street maintenance
  - Sidewalk repair
  - Pothole repair
  - Snow removal
  - Street signs maintenance
  - Mowing and yard waste collection
  - Traffic signal management



## 2012 Street Maintenance Totals

Work	Totals
Sidewalks Replaced/Planed	122.5 cubic yards
Concrete Sidewalks Replaced with Rubber	167 cubic yards
Streets Swept	4,417 miles
Medians/Rows Mowed	245 acres
Leaves Collected	1,249 tons
Storm Drains Cleaned	1,032
Potholes Repaired	228

## June 29, 2012 Derecho Cleanup

### Public Works

- 92 = number of downed or damaged trees removed from right-of-way
- 1,320 = tons of debris hauled to the landfill
- 3,100+ = hours employees spent on storm cleanup
- 2,100+ = hours Regional Jail inmates assisted with cleanup

## 2012 Tree Maintenance

133 = Trees planted      149 = Trees removed  
566 = Trees trimmed

In 2012, the City Arborist, Winchester Parks and Recreation and the Winchester Parks Foundation teamed up to create the Adopt-A-Tree, Watch It Grow program to help replant trees lost during the derecho. Visit the City's website for details.



### Parks & Recreation

- 139 = number of downed or damaged trees in the Winchester Parks system (mainly Jim Barnett Park)
- 158 = tons of debris removed from the parks
- 1,185+ = hours Winchester Parks & Recreation staff spent on storm clean up



*In 2012, the City of Winchester celebrated 30 years as a Tree City!*





# Public Services - Refuse & Recycling

## 2012 Refuse & Recycling Totals

Work	Totals
Recycling Collected (Percentage of Total)	3,322 tons (33.77%)
Refuse Collected	6,516 tons
FREE Recycling Bins Delivered	1,303
Presentations/Tours (Attendance)	13 (814 people)
Refuse Collection Services	16,469 miles
Recycling Collection Services	17,281 miles
Yard Waste Collection Services	8,157 miles

Thank you for recycling! Together we can make a difference.



Aluminum Cans

20 Tons



Mixed Paper

1,374 Tons



Plastics

166 Tons

## Recycling Saves!

In 2012, Winchester residents and businesses recycled over 3,320 tons of materials which saved money, landfill space, energy, trees and electricity.

### Recycling 3,322 tons of materials saved:

- Over \$39,840 in landfill costs
- Over 9,960 cubic yards of landfill space

### Did you know?

- Recycling 20 tons of aluminum cans saves energy equivalent to 62,500 gallons of gasoline or over 14 kilowatt hours of electricity
- Recycling 1,374 tons of mixed paper saved over 23,358 trees



### Help us save more. Start recycling today!

Request a free blue bin by contacting Michael Neese, Recycling Coordinator, at (540) 667-1815, ext. 1452.





# Public Information

The City greatly values transparency in government and public communication. To keep the public informed, the City uses several different tools including:

- Website: [www.WinchesterVA.gov](http://www.WinchesterVA.gov)
- Electronic newsletters: CitE-News (weekly) & Parks ActivitE-News (monthly)
- Social Media: Facebook and Twitter
- Informational cable channel 6: Winchester Community Television
- Community Alert System: CodeRed (formerly known as DeltAlert)
- Online job application service: NeoGov
- INSIGHT Citizen's Academy (see page 20)

**Subscribe TODAY!**

City of Winchester's **FREE** weekly electronic newsletter

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

**Winchester**  
parks and recreation *Virginia*

Subscribe to receive Park news, event and program information and valuable coupons.

## Channel 6

Launched in November 2011, Channel 6 is a tool the City uses to promote the following:

- public services
- meetings
- events
- Council meetings
- programs
- deadlines
- Old Town Winchester
- facility closings
- and much more!

For years, Winchester City Council regular meetings were broadcast live on the channel. In 2012, Work Sessions were added to the schedule.

### Live Meeting Schedule:

- Regular Council Meeting 7:00 pm, 2nd Tuesday
- Council Work Sessions 6:00 pm, 3rd & 4th Tuesdays

### Replay Schedule:

As of December 2012, all meetings are replayed at 7:00 pm the following Thursday.



**Community ALERT System**

In 2012, the City of Winchester implemented a community alert system, called DeltAlert. This new system allows the City to send emergency notifications and public service announcements to subscribers via a variety of devices (mobile phone, text, email, landline, etc.). In 2013, the City will switch to the CodeRed system.

**NeoGov**

Job seekers can apply for City of Winchester jobs online as well as monitor the status of their application from any computer with an internet connection. Two computers are also available in City Hall (3rd floor).





# Winchester Department of Social Services

## Child Care Services

Provides funding to enhance the quality, affordability, and supply of child care available to families. Child care programs are child-centered, family-focused services that support the family goals of economic self-sufficiency and child development by providing substitute parental care, protection, guidance and early childhood education.

### Funding:

4% Local • 46% State • 50% Federal

	FY11	FY12
Families Served (Avg. Monthly)	86	75
Children Served (Avg. Monthly)	150	130
Total Childcare Subsidy Provided	\$231,015	\$379,260

## Child Protective Services

Investigates reports and provides services to treat and prevent child abuse and neglect.

	2011	2012
Intakes	622	601
Investigations	60	45
Founded Cases	22	11
Ongoing Cases	19	26
Family Assessments	229	206
Family Services Cases	19	61

## SNAP

Supplements the food budgets of low-income households to help provide a nutritional diet.

### Funding: 100% Federal

	2011	2012
Applications	2,154	2,063
Average Cases/Month	2,176	2,320
\$ Issued	\$6.7 M	\$7.0M

## VIEW

Offers employment-related activities, education, training and needed support services to TANF recipients while providing the opportunity to achieve economic independence, opportunities and work skills necessary for self-sufficiency.

### Funding:

15.5% Local • 34.11% State • 50.39% Federal

	2011	2012
Individuals Referred	150	134
Total Enrolled	178	164
# Involved in Work Activity (% of total)	150 (84%)	144 (88%)
# Employed (% of total)	102 (57%)	99 (60%)
Average Hourly Wage	\$8.04	\$8.16
Average Monthly Earnings	\$1,013	\$1,073
Supportive Services Expenditures	\$91,390	\$102,485



## WINCHESTER DEPARTMENT OF SOCIAL SERVICES MISSION:

People helping people TRIUMPH over poverty, abuse, and neglect; to shape STRONG futures for themselves, their families and communities.



## TANF

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

**Funding:** 100% Federal

	2011	2012
Applications	370	325
Average Cases/Month	170	155
Total Issued	\$569,771	\$476,606

## Energy Assistance

Assists low-income households in meeting their immediate home energy needs. **Fuel Assistance** purchases home heating fuel; **Crisis Assistance** assists with an emergency heating need; and **Cooling Assistance** assists with payment to operate or repair/replace cooling equipment.

**Funding:** 100% Federal (\$238,113)

	2011	2012
Fuel Applications	588	550
Crisis Applications	144	139
Cooling Applications	379	384

## Adoption & Foster Care

**Funding:** 50% State • 50% Federal

	2011	2012
Adoptions	1	5
Adoption Subsidy & Special Needs Adoption (# people/\$)	38/ \$517,503	40/ \$490,467
Children in Foster Care	33	25

## Medicaid

Makes direct payments to health care service providers for eligible individuals and families who are unable to pay for needed medical services such as prescription drugs, doctor visits, nursing facility care, and hospital care.

**Funding:** 50% State • 50% Federal

	2011	2012
Applications	1,237	1,479
Average Monthly	103	123
Average Cases/Month	3,134	3,165
\$ Issued	\$24.4M	\$24.6M

## Adult Services

Provides services to impaired adults age 18+ years and to adults age 60+. These services are designed to assist the adult in remaining in the least restrictive setting and functioning as independently as possible, to establish or strengthen appropriate family and social support systems, and to support the adult in self-determination.

**Funding:** 20% Local • 80% Federal

	2011	2012
Adult Protective Investigations	45	59
Ongoing Cases	54	51
Companion Care	3	3
Companion Care Expenditures	\$9,628	\$4,332
Guardianships	38	42
Auxiliary Grant (pp served)	34	30
Auxiliary Grant Expenditures	\$180,459	\$152,795

## 2012

### Accomplishments

- Selected as a member of the Innovators of Success Council by the Virginia Department of Social Services
- Selected as a community for the Strengthening Families Initiative by the Virginia Department of Social Services
- Expanded Family Services Prevention programs
- Created the Fatherhood Program



### Fundraisers:

- Heater Fund – 30 donated heaters and \$1,631. The funds are to be used to purchase additional heaters or help with primary heat security deposits or alleviate disconnects/no heat situations.
- Food Pantry – \$450 in grocery gift cards were given to individuals/families. This employee supported project was established to provide immediate help to those who have applied for SNAP or are affected by a delay in receiving SNAP benefits.



# Parks & Recreation



## ADA Improvements

Efforts continued to improve access to existing facilities in Winchester's park system to meet ADA requirements. Improvements made in 2012 include accessible routes from handicap park spaces to the fields and accessible seating areas at FOE #824 Eagles Field, the T-ball field and Bridgeforth Field. More improvements at the BMX Track and Bridgeforth Field are planned for 2013.

## Field Renovations

In 2012, the City of Winchester invested \$200,000 toward athletic field improvements at Friendship and Jim Barnett Parks. Improvements include grading, irrigation repairs and new Bermuda grass sod at the soccer field in Friendship Park and Bodie Grim and Rotary baseball fields in Jim Barnett Park. These improvements will result in reduced maintenance costs and better playing surfaces for recreational play.



## Local Youth Receive Free Swim Lessons

Winchester Parks & Recreation teamed up with the Winchester Swim Team to offer free swimming and water safety lessons to youth involved with the local Boys and Girls Club during the summer of 2012.

## Dog Park Upgrades

Thanks to an unsolicited private grant from the Elizabeth C. Clark Foundation to the Winchester Parks Foundation, several upgrades to the Dog Park in Jim Barnett Park were made in 2012. A small dog area, waterline and fountain was added.

The Dog Park continues to be a very popular amenity with 294 members (246 in 2011).

## Obstacle Course Recognized

The Park's World Explorer Obstacle Course held in June 2012 was recognized by a national recreation-related magazine as an innovative way to raise funds to other support park programs and events.

Money raised at the inaugural obstacle course was designated for the 2012 International Children's Festival and the Winchester Parks Foundation's financial aid fund.

International Children's Festival and the Winchester Parks Foundation's financial aid fund.





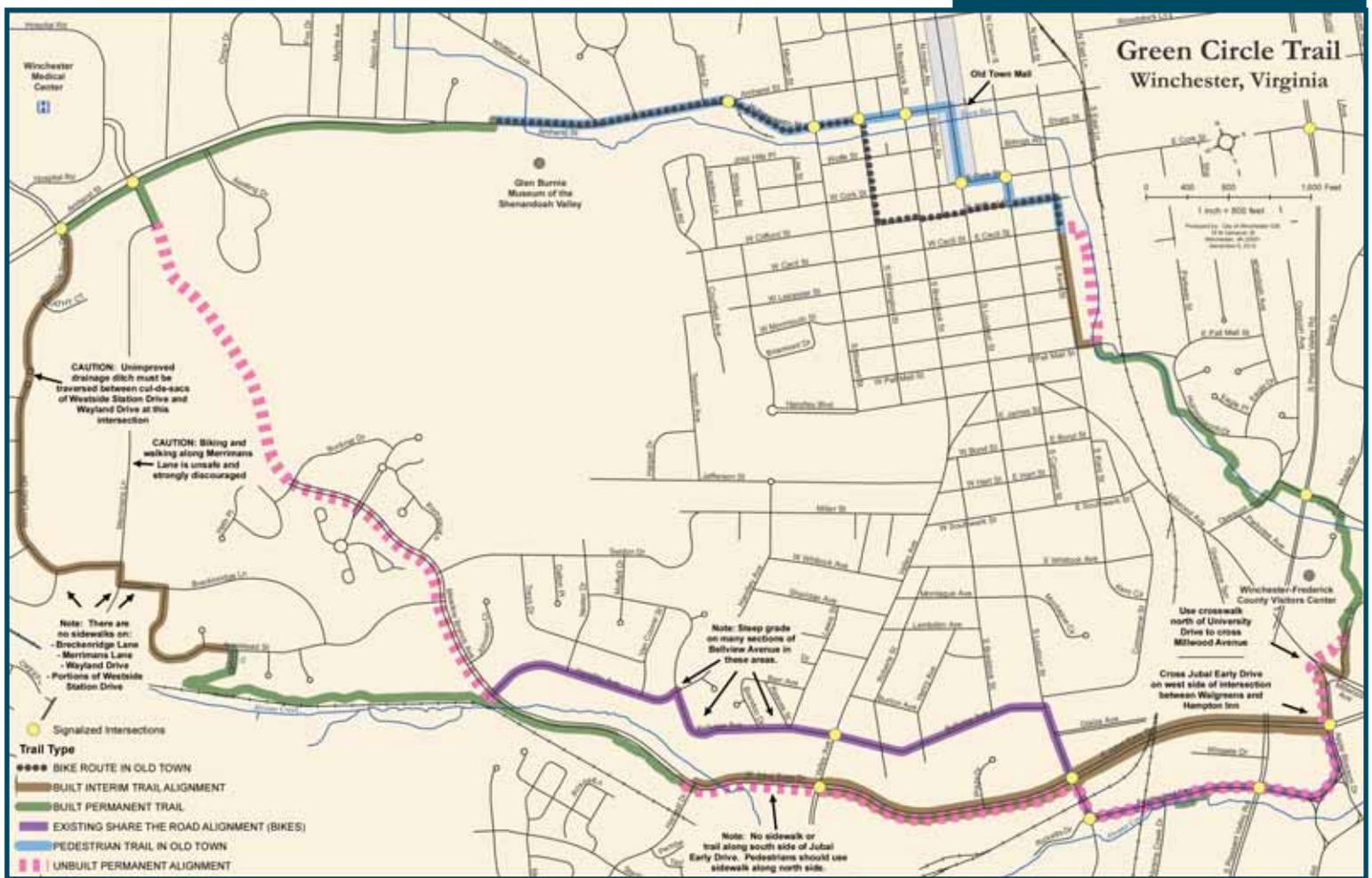
## Winchester Green Circle

The Winchester Green Circle project, when completed, will provide safe facilities and accommodations for both bicyclists and pedestrians, connecting major destinations for citizens and tourists. The circle connects areas of historic, recreational, educational, and natural interest. Some of those attractions include:

- Jim Barnett Park
- Old Town Winchester
- Abrams Creek Wetlands Preserve
- Shenandoah University
- Glen Burnie Historic House & Gardens/Museum of the Shenandoah Valley

**2012 Highlights:**

- A portion of the trail along Amherst Street was completed as part of the City's Utility Infrastructure Improvement Project on Amherst Street
- Design work began on Phase II of the Town Run Linear Park (Pall Mall to Cecil Street).



Review the new Green Circle brochure online or pick up a copy at Winchester Parks & Recreation.



# INSIGHT Citizen's Academy



**“If I were Emperor of Winchester, I’d make this program mandatory.”**

*- INSIGHT Graduate*



The City has offered the INSIGHT Citizen's Academy since 2004. Over 175 people have graduated from the program and many have gone on to serve on an advisory board or Council (i.e. Les Veach, John Tagnesi, Milt McInturff, and John Hill).

The program is offered in the fall each year allowing local residents to get to know how their government operates on a daily basis and why decisions are made through interactive discussions and interesting facility tours.

## Benefits

- Gain a deeper understanding of how local government works from the people in the government who directly serve you
- Get to know government leaders and staff members and visit various government facilities
- Understand how you can become engaged in public affairs
- Participate in dialogues with City staff about successes and challenges, as well as the City's past, present and future
- Serve as a role model for other community residents interested in social change
- Help foster an environment that contributes to the quality of life for all residents
- Gain the knowledge needed to become a member of a City advisory board or commission

## 2013 Schedule

One evening per week  
 6:30 - 6:45 pm - Dinner  
 6:45 - 9:00 pm - Program  
 \$25 per person

- August 1** - Welcome Reception & Guided Historical Tour of Rouss City Hall
- August 8** - City Council & City Manager
- August 13** - Observe Council Meeting
- August 22** - Budget Process
- August 29** - Economic Redevelopment, Old Town Winchester & Parking Authority
- September 5** - Utilities & Tour of Water Treatment Plant
- September 12** - Public Works & Tour of City Yards
- September 17** - Attend Council Work Session & Observe
- September 26** - Planning, Zoning & Inspections
- October 3** - Police, E-9-1-1 & Tour of Timbrook Public Safety Center
- October 10** - Fire & Rescue & Tour of Fire Station
- October 17** - Parks and Recreation & Tourism
- October 24** - Winchester Public Schools & Tour of John Handley High School
- October 29** - Constitutional Officers
- November 7** - Social Services
- November 14** - Graduation

Visit the City's website for details & a registration form.



**We need  
your help!**

The City of  
Winchester's  
various boards and  
commissions have  
vacancies that only  
YOU can fill.

**MAKE A  
DIFFERENCE!  
APPLY  
TODAY!**

For descriptions and to  
download an application, visit  
**WinchesterVA.gov/government**  
or  
call or stop by the  
City Manager's office  
in Rouss City Hall  
(3rd floor)



**Winchester**  
*Virginia*

Rouss City Hall  
15 N. Cameron Street  
Winchester, VA 22601  
(540) 667-1815



(540) 667-1815 • [www.WinchesterVA.gov](http://www.WinchesterVA.gov)



### City Services Contact List

#### Rouss City Hall: (540) 667-1815

- City Manager’s Office
- Commissioner of the Revenue
- Planning & Zoning
- Human Resources
- Economic Redevelopment
- Public Information
- Geographic Info. Systems (GIS)
- Finance
- Permits
- Inspections
- Treasurer
- Public Works
- Transit
- Public Utilities

#### Police

- Non-Emergency: (540) 662-4131
- Administration: (540) 545-4700
- Emergency Management: (540) 545-4721

#### Fire & Rescue

- Non-Emergency/Administration: (540) 662-2298

#### Social Services: (540) 662-3807

#### Parks & Recreation: (540) 662-4946

#### Old Town Winchester & Parking: (540) 722-7575

#### Joint Judicial Center: (540) 667-5770



### VISION 2028

- The City of Winchester is a beautiful, historic city and a hometown for families.
- Winchester has a vibrant downtown, a growing economy, great neighborhoods with a range of housing choices, and easy movement.

### MISSION

The City of Winchester’s mission is to be a financially sound city providing top quality municipal services while focusing on the customer and engaging our community.

### GOALS

- Grow the economy
- Develop a high performing organization
- Continue revitalization of Historic Old Town
- Create a more livable city for all