



TOWN COUNCIL
STRATEGIC PLANNING
SESSION
FY 16/17

Purcellville Train Station

September 9 - 10, 2016



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AGENDA
PURCELLVILLE TOWN COUNCIL
STRATEGIC PLANNING SESSION

September 9 – 10, 2016
Purcellville Train Station

Friday, September 9, 2016

- 12:30 PM – 1:30 PM** - **Lunch** (*provided by Town*)
- 1:30 PM – 4:30 PM** - **Department Heads**
- *Administration/IT 1:30 – 2:00 PM*
 - *Town Attorney 2:00 – 2:30 PM*
 - *Finance 2:30 – 3:00 PM*
 - *Community Development 3:00 – 3:30 PM*
 - *Public Works 3:30 – 4:00 PM*
 - *Police Department 4:00 – 4:30 PM*
- 4:30 PM – 4:45 PM** - **Break**
- 4:45 PM – 5:15 PM** - **Work Session with Mike Chandler**
- 5:15 PM – 6:30 PM** - **Dinner at Magnolia’s** (*provided by Town*)
- 6:30 PM – 7:45 PM** - **Planning Functions**
- *Planning Commission 6:30 – 7:00 PM*
 - *Board of Architectural Review 7:00 – 7:30 PM*
 - *Board of Zoning Appeals 7:30 – 7:45 PM*
- 7:45 PM – 9:15 PM** - **Community Development Functions**
- *Economic Development Advisory Committee 7:45 – 8:15 PM*
 - *Parks and Recreation Advisory Board 8:15 – 8:45 PM*
 - *Purcellville Arts Council 8:45 – 9:15 PM*
- 9:15 PM – 10:00 PM** - **First Day Wrap Up with Mike Chandler and Town Council**
- 10:00 PM** - **Adjournment**



AGENDA
PURCELLVILLE TOWN COUNCIL
STRATEGIC PLANNING SESSION
September 9 – 10, 2016
Purcellville Train Station

Saturday, September 10, 2016

- | | |
|----------------------------|---|
| 7:30 AM – 8:00 AM | - Light Breakfast <i>(provided by Town)</i> |
| 8:00 AM – 8:45 AM | - Presentation by Michael Chandler |
| 8:45 AM – 10:00 AM | - Goals and Proposed Accomplishments for Each Town Council member for FY 16/17
<i>(10 minute presentation allotted to each Member of Town Council)</i> |
| 10:00 AM – 11:30 AM | - Establish Draft of Town Council Top Priorities and Focus <ul style="list-style-type: none">• <i>FY 16/17</i>• <i>FY 17/18</i>• <i>Beyond</i> |
| 11:30 AM – 12:00 PM | - Legislative Agenda for FY 16/17 General Assembly Session |
| 12:00 PM – 1:00 PM | - Lunch <i>(provided by Town)</i> |
| 1:00 PM – 4:00 PM | - Working with Mike Chandler and Staff on Professional Development, Team Building and Critical Projects and Programs Impacting the Town |
| 4:00 PM – 5:00 PM | - Open Session for Town Council to Discuss any Outstanding Items |
| 5:00 PM | - Adjournment |

PURCELLVILLE PLANNING COMMISSION

Annual Report

Fiscal Year 2015-2016

In accordance with §15.2-2221(5) of the Code of Virginia, the Town of Purcellville Planning Commission (“Commission”) hereby submits its Annual Report to the Purcellville Town Council concerning the operation of the Commission and the status of planning within the Commission’s jurisdiction.

The Planning Commission

The following seven citizens currently serve on the Purcellville Planning Commission as of September 1, 2016 (officers noted):

Theresa Stein, Chair	Chip Paciulli, Vice Chair
Britt Adkins	David Estey
EJ Van Istendal	Tip Stinnette
Kelli Grim, Council Liaison	

Three other citizens previously served on the Commission during FY15-16:

Doug McCollum (*former Chair*) – Replaced as Council Liaison by Councilmember Kelli Grim.

Nedim Ogelman – Elected to Town Council; David Estey appointed as replacement.

Chris Bledsoe – Elected to Town Council; Britt Adkins appointed as replacement.

When Chair (and Councilmember) Doug McCollum was replaced by Councilmember Kelli Grim as Council Liaison in July 2016, the Commission elected former Vice Chair Theresa Stein to serve as Chair and Commissioner Paciulli to serve as Vice Chair through the remainder of the terms ending November 2016.

In FY 2015-2016, the Planning Commission held a total of 20 regular meetings, 9 public hearings, and 8 work sessions; most were attended by at least one member of the public.

The Commission’s Staff Liaison was Senior Planner Daniel Galindo. Planning Technician Tucker Keller served as the Commission’s Recorder, and Planning Associate Michele Snyder served as Recorder when Tucker was unavailable. Town Staff was also assisted by three interns:

Heidi Mitter (<i>Summer 2015</i>)	Recent graduate of University of Virginia with a Bachelor of Urban and Environmental Planning;
Megan “MJ” Elliott (<i>Spring 2016</i>)	Student at Patrick Henry College pursuing a Bachelor of Arts in Government; and
Marley Green (<i>Summer 2016</i>)	Student at University of Virginia pursuing a Master of Urban and Environmental Planning.

Legislative Items and Applications

In 2015, the Planning Commission finalized its work on a three-year, comprehensive review of the Zoning Ordinance, holding three public input sessions in July. The resulting text amendment clarified definitions, removed obsolete land uses, reconciled contradictory regulations, and improved the organization of the Zoning Ordinance, among other things. After a formal public hearing in September, the Planning Commission recommended approval, and Town Council approved the text amendment in December.

The Commission also held Public Hearings on the following items, which were recommended for approval by the Commission and subsequently approved by Town Council:

- (1) A text amendment to add “commuter parking lot” as a use allowed by special use permit in the CM-1 zoning district;
- (2) A text amendment to increase in the maximum enrollment of a “residential child care,” require special exception approval by the Board of Zoning Appeals for these larger residential child cares, and add performance standards;
- (3) A text amendment to add “transitional housing” as a use allowed by special use permit in the R-2 zoning district, add performance standards, and add a definition for this use; and
- (4) A rezoning application and associated comprehensive plan amendment for Town-owned property at 781 South 20th Street.

The Commission also considered a text amendment to add “vehicle sales and service” as a permitted use in the C-1 zoning district. This item was not recommended for approval by the Commission and was subsequently denied by the Town Council.

A Planning Commission subcommittee was formed to review Article 14 of the Zoning Ordinance (Stream and Creek Buffers) and suggest amendments.

Comprehensive Plan

The Commission began extensive work on revising the Comprehensive Plan. A consultant was hired in December 2015 to begin work. In order to solicit citizen input on their vision for the Town, six public workshops were held between February and May along with online exercises for those that couldn’t attend in person, and this public engagement has resulted in participation by over 500 people. After public feedback was compiled throughout the summer of 2016, the Commission began weekly work sessions in July to review the existing

Comprehensive Plan and provide input to Staff. These weekly work sessions will continue through at least September 2016.

FY 2016-2017 Priorities and Goals

At the end of the fiscal year, the Planning Commission voted on a list of priorities for the coming year. Completion of the Comprehensive Plan update is the first and most pressing priority for the fiscal year. The Commission also intends to work on revising floodplain regulations, creating civil penalty provisions, revising sign regulations, revising accessory dwelling unit standards, and finalizing the Stream and Creek Buffer text amendment created by a Planning Commission subcommittee. This work will be in addition to processing any legislative applications as required by state law.

Challenges/Issues and Resources

The major challenges and issues for the Planning Commission will be the timely completion of work on the revised Comprehensive Plan while continuing to process legislative applications and work on the Commission's priority items. It is also important to remember that adopting an updated comprehensive plan will assuredly result in numerous additional projects for Staff, the Planning Commission, and Town Council that will be necessary to implement its policies and objectives. The work of the Commission relies heavily upon Staff availability, yet they have numerous other pressing issues such as review of site plans, legislative applications, permits, and enforcement which require time and attention as well. Understanding the limitations of Staff and given the heavy workload foreseen for the next few years, the Commission suggests that Town Council consider the addition of one full-time employee or a part-time employee to support Staff's needs and ensure there are sufficient resources available to move important items forward in a timely fashion. The Commission fully encourages the continued use of interns to assist in these efforts (when available) as well as the use of contract consultants as needed.

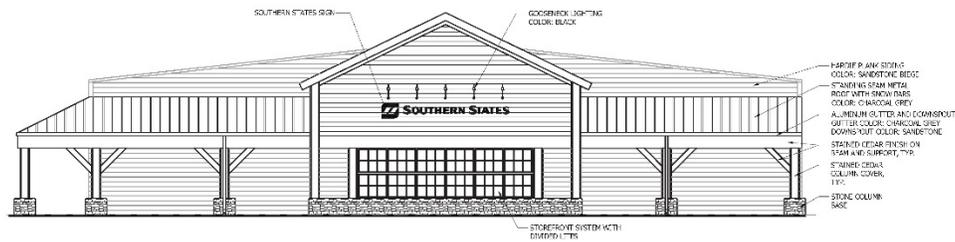
Purcellville Board of Architectural Review (BAR) Annual Report Fiscal Year 2015-2016

Summary: The BAR over the past year has reviewed and approved 23 applications and conducted over ten pre-application meetings at their regular meeting and at the request of prospective applicants (see attachment). These applications have ranged from building additions and alternations to new construction. The majority of the applications were approved with only one meeting, while others which required revisions and/or further design by the applicant were approved after additional meetings and input from the BAR.

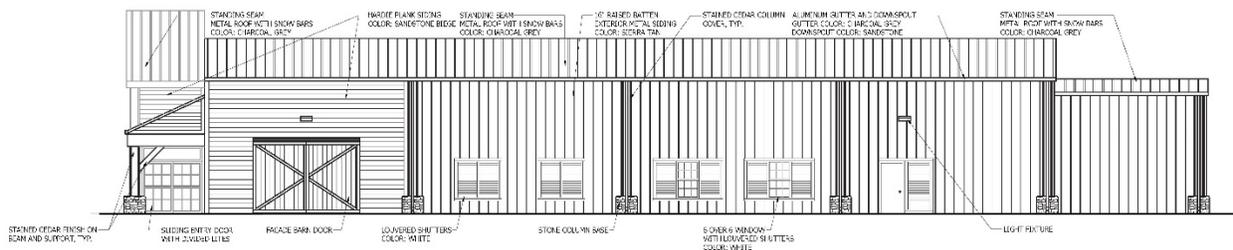
A significant amount of work this year was dedicated to the review of the seven new buildings approved for the Catoctin Corner retail development, located in the northeast quadrant of the intersection of Main Street and Berlin Turnpike. The BAR, working with the project's architect, refined the design of these buildings, which feature neo-traditional architecture similar to the Purcellville Gateway Shopping Center by applying the Town's Design Guidelines. The BAR also worked extensively with the architect and the property owner on the design of the gas station and canopy located in the southeast corner of the property.



The BAR, after several iterations and three years of preliminary work with the applicant, approved the new Southern States building on 21st Street. The building, while setback from the street, adopts many of the vernacular architectural features and materials typical of the industrial buildings in the historic district, including the former rehabilitated produce packing house located next door, as well as the former rehabilitated mill buildings centered around the train station, while the rear elevation that is not visible from the street adopts a more utilitarian functional design and a change in materials.



North Elevation



West Elevation

Priorities for FY17: The BAR in the coming year will continue to support the Town’s efforts in developing the new Comprehensive Plan. As expressed by the citizens, the aesthetics and quality of the built environment are important to maintaining the “small town” character of Purcellville. As such, the BAR has advocated for the inclusion of more generalized policies related to design—whether it’s streetscapes, the design of public spaces and/or the relationship and design of buildings—to guide future development and redevelopment that reflect the traditional architecture and character of the Town.

To that end, the new Comprehensive Plan will provide some direction and enable the future development of professionally prepared Design Guidelines as a next step following the adoption of the Comprehensive Plan. The existing Design Guidelines which were created by the BAR and adopted by Town Council in 2006 have served the committee well over the years, but they are in need of significant revisions to align with the changes in the Town and the complexity of new applications being brought before the BAR. The BAR acknowledges the financial burden as well as the time commitment required by the Town and Town staff to facilitate the public outreach and legislative process required for the adoption of new

Design Guidelines, and recommends that this should be a possible near-term future planning effort (possibly funded in FY18 with adoption in FY19) to implement the Comprehensive Plan.

Top Challenges for FY17: The BAR, which is a five member committee, has functioned over the past year with only four members. In the coming year, the Town Council should solicit qualified professionals with knowledge of architectural principals to fill the vacancy on the BAR.

When founded in 2005, the BAR was tasked with the review of signs and dedicated a significant portion of the Design Guidelines to signs. In 2012, after a change in the Zoning Ordinance facilitated by the Zoning Administrator, the review of signage in the Town and the approval of signs is conducted administratively by the Zoning Administrator without the benefit of BAR review or the application of the standards outlined in the Design Guidelines. Currently, only the performance standards of the Zoning Ordinance dictating the number of signs, maximum size of signage, sign location, and illumination are being considered by the Zoning Administrator. As such, some signs that have been approved by the Town in recent years are oversized and out of scale with the streetscape, not in keeping with the architecture of the buildings, and generally lack the quality design of previous signs reviewed and approved by the BAR. Signs, like buildings, contribute to the visual quality and character of the Town and are important details which deserve additional consideration.

In the creation of new Design Guidelines in the future, the BAR would advocate a hybrid approach where certain signs that meet a minimum standard would be approved administratively by Town staff on a fast-track schedule and those that deviated from the standards would come before the BAR for review at their monthly meeting. In the interim, the BAR would ask that Town staff be directed to apply the existing standards in the Design Guidelines for the review of signs, to ensure design compatibility beyond the basic performance standards outline in the Zoning Ordinance.

TO: Hooper McCann
FM: Daniel Abramson, Chairman EDAC
RE: Report to Town Council with 2016-2017 Top Priority Projects / Recommendations requested by Hooper McCann
CC: Chris Bledsoe, EDAC Members, Danny Davis, Patrick Sullivan, Mayor Fraser

Summary of Accomplishments for July 1, 2015 - June 30, 2016

1. **Brand Survey- EDAC asked citizens for the top 3 words that describe Purcellville (see chart below)**

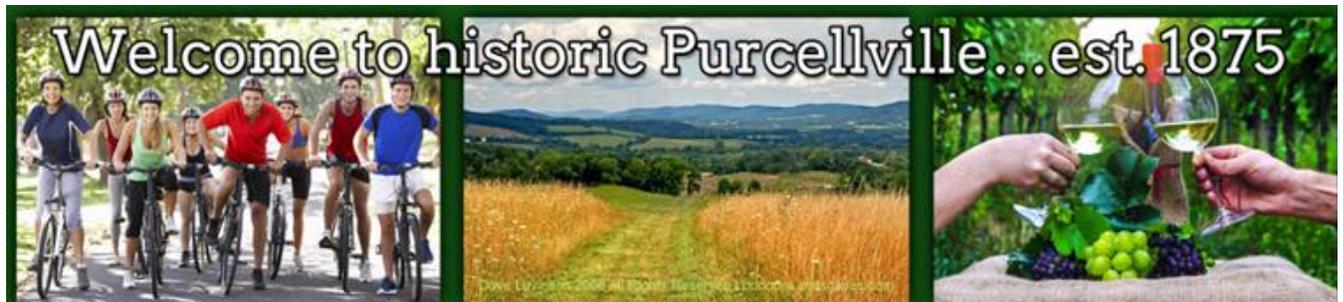


2. **CGI Video Project- 25 sponsoring business owners signed up- Next steps TBD**
3. **Painted Wine Barrel Initiative- (Auction on Saturday, October 8th)**



EDAC Top Priority Tasks for 2016-2017

1. **EDAC Business Sentiment Survey**- Questions TBD and collated by High School students
2. **Train Station Visitor Center**- (in conjunction with Parks and Rec, and Visit Loudoun)
3. **Christmas & Holiday ornament initiative** (36 inch ornament /street light decoration)
4. **Brand Development & slogan**- for Town advertising and collateral
5. **Strategic Merchant Alliance**- Each EDAC members will be assigned 5 business owners to be visited every 2 months to distill issues and listen for new ideas and recommendations. (EDAC members to have business cards)
6. **Welcome Mural** on the wall of Purcellville Restaurant. Corner of West Main and Nursery (part of the EDAC Tourism platform and re-launch) See rendering below.
7. **Vacancy Rates**- We need to collectively get a better understanding of the commercial vacancy rates in Purcellville!



Top challenges or issues that EDAC will be facing in FY17.

1. I recommend that all committees need to pick and choose top priorities and then work together...while executing and holding each other accountable with deadlines.
2. Challenge- Working around the town guidelines of NOT being able to have regular update meetings with more than 3 people at a time. It's difficult to have status update meetings during the month with committee members while staying in compliance to town "meeting mandates".

Resources/support needed from the Town Council to accomplish the goals and objectives.

1. EDAC budget cut 60% YOY without any input or recommendations from EDAC committee members? (\$17,200 to \$6800) Needs further discussion, please!

Budget Comparison breakdown:

2016-2017 Budget:

\$100 travel and training

\$700 general expenses

\$6,000 special projects

Total- \$6800

2015-2016 Budget:

\$900 travel and training

\$1,800 general expenses

\$12,000 special projects

\$2,500 business community support

Total- \$17,200

I look forward to presenting and discussing this information in greater detail at the strategic planning session on Friday and Saturday September 9th and 10th at the train station.

Respectfully submitted,

Daniel Abramson

Chairman- Economic Development Advisory Council

Town of Purcellville, Virginia

540-338-1297

PRAB – Strategic Planning Summary August 31, 2016

1. Narrative summary of the PRAB’s FY16 (July 1, 2015 – June 30, 2016) activity.

In FY16 the Parks and Recreation Advisory Board (PRAB) continued its goal of “enhanc[ing] the residential and business community quality of life” in Purcellville. Specific highlights include the 3rd annual Music and Arts Festival, Christmas in Purcellville, Sports Grants and supporting a number of potential Eagle Scouts whose projects improved trails and open space areas in Purcellville.

2. Bulleted Top 5 (or more) priorities/goals/objectives that the PRAB will be working on in FY17.

Priority: Sustain the current level of Parks and Recreation activity.

Goals:

1. Planning and Development. To promote community, livability, and environmental stewardship by augmenting interconnected open space and a variety of recreation by exploring underutilized Town-owned properties for new opportunities, and revitalizing or maintaining existing Town facilities;
2. Fireman’s Field. Enhance and expand the activities on this important Town asset, which includes the remnants of the historical Dillon's Woods, the Bush Tabernacle, and is also home to the Babe Ruth World Series. Work to build on our involvement and alliance with new uses Purcellville Cannons, and the American Legion Tournament which will bring direct or indirect funds.
3. Strengthen and develop strategic partnerships with local residential and business communities within the Town, Patrick Henry College, Loudoun County Public Schools, Loudoun County Parks, Recreation and Community Services, Northern Virginia Regional Park Authority, Purcellville Business Association, athletic leagues, non-profit organizations, and public/private ventures.
4. Explore new fundraising and programming opportunities.

3. Top challenges or issues that the PRAB will be facing in FY17.

1. Partnership. Critical to the success of the PRAB is the continued coordination and support by Town leadership. In order to overcome this challenge PRAB plans to continue to partner in a unified effort with the new Town Council and demonstrate the history and importance and potential of the Parks and Public Facilities in funding and developing funds for the good of the community and the values of Small Town living;
2. Funding and Revenue Sources. Town growth, both residential and commercial, means an increased demand for recreational programs and services. For example, the success of the Music and Arts Festival is limited by the ability to attract more popular music artists, provide professional stage and sound equipment;
3. Volunteers. Having a large volunteer support base to support Town staff and to act as stewards for the PRAB is a challenge we face every year; and
4. Weather.

4. Resources/support needed from the Town Council to accomplish the goals and objectives.

1. Recognition by Town leadership;
2. Increased funding; and
3. More volunteers and/or consideration of additional membership?

1) Narrative summary of the Purcellville Arts Council's FY16 (July 1, 2015 – June 30, 2016) activity.

The Arts Council was formed in the summer of 2014 with former Town Council member, Jim "Doc" Wiley as the Chairman. In July of 2015, the Arts Council (an ad-hoc committee under Parks and Rec) named Liz Jarvis as the new Chair. Jim Wiley had committed to a year in order to get the committee running and intended to stay on as an active member.

As of August 2015, the now-named Arts Council's activities included: working with the non-profit, Loudoun Valley Arts, to sponsor art shows in the Train Station; local artists were being actively sought to participate in said shows as well as the burgeoning Art in Business idea and exhibits in Town Hall - an outside jury of three members of the community was being formed to jury art for this local artwork; local wineries were being asked to reconsider wine tastings in the Train Station to coincide with art shows (ultimately many wineries thought this exercise to be cost-ineffective); the Arts Council met with schools to coordinate shows - namely the month-long student art show in the Train Station during Youth Art Month in March 2016 as well as their participation in the 2016 Music and Arts festival; a town mural project was discussed with EDAC but did not happen; the Arts Council began to participate in monthly meetings at Visit Loudoun where all county-wide art entities were meeting with the goal of making Loudoun an arts destination - discussions have resulted in Purcellville's participation in the formation of the Loudoun County Artisan Trail. The Arts Council also awarded grant money through the Virginia Commission for the Arts matching funds program (only non-profits who impact arts in the Purcellville area may apply) - funds went to Loudoun Valley Arts and to the Western Loudoun Studio Art Tour.

To date, all of the above have moved forward as well as the continuing discussions on: pursuit of local retail landlord's permission to place local artist's and/or student artwork in empty windows (Arts Council working on a waiver so that property owners are not responsible for damage to artwork exhibited); a new banner project for light poles on 21st St. will feature local artist's work; the painted wine barrels will be auctioned off in October (Arts Council urged many artists to participate in this EDAC/Michael Oaks project); a significant increase in local press covering Arts Council activities and goals (sample article attached); continuing art exhibits in Town Hall with community papers featuring articles with artist profiles; cards going to artists and businesses (each side with bullet points on "how to talk to each other"); mural project back on the table with three spaces available, artists willing and sample of successful process as seen in Leesburg parking garage (community/student participation). Governor McAuliffe also asking for artists to submit designs for ornament (Arts Council will announce call for artwork and design and submit on Town's behalf). Grant monies just awarded to Loudoun Valley Arts, Geronimo Productions, and WLAST (\$1,000 each)

2) Bulleted Top 5 (or more) priorities/goals/objectives that the Arts Council will be working on in FY17.

Objectives are to increase visual/performing arts presence in Purcellville while supporting local artists - student to professional level - all to be enjoyed by residents and visitors:

- * Art Banners on 21st Street which may be expanded to Main Street
- * Pop -Up shows in the Train Station - exhibitions not sales
- * Participation in and launch of Loudoun County Artisan Trail
- * Artwork in empty retail space (panels made and budgeted - used in 2016 M&A Festival)
- * Public art installation such as sculpture
- * Mural - design, artist designation, painting (long term project)
- * Coordination of art for Music and Arts Festival 2017
- * Adding improvements to lighting in halls of Town Hall (FY 2015 budget utilized for lighting in Train Station and hanging system for Train Station and Town Hall)
- * New program: Artist Lecture Series to be held quarterly in the Train Station

3) Top challenges or issues that the Arts Council will be facing in FY17.

- * Need for public hearing to get on TC agenda so that Arts Council can be a Standing Committee - unanimously voted on in early 2016
- * Once member terms are in place - actively seeking members to serve and volunteers to help - Arts Council has been operating with members Jim Wiley, Dave Levinson, Laura Edwards, Liz Jarvis (Melanie Scoggins and Karen Jimmerson as Town liaisons)
- * Important to note that Arts Council has followed all Town meeting guidelines (i.e., public notification of meetings and timely postings of agenda, taking minutes, meeting quorum, not gathering more than two members at a time, etc.) and has therefore conducted all project discussions and reached all accomplishments in approx 20 meetings in two year span

4) Resources/support needed from the Town Council to accomplish the goals and objectives.

Arts Council has the resources - it primarily needs the support from Town Council in the form of recognizing the intrinsic value of increased arts in town. An economic impact study was placed in mailboxes of Town Council, EDAC members, the Town Manager and staff in order to emphasize not only the cultural impact but the positive economic benefits from establishing a flourishing art "scene" here in Purcellville.

ACCOMPLISHMENTS OF TOWN COUNCIL **FOR FY 15/16**

The following accomplishments are not taken in any specific order or priority but identify many of the extensive projects and tasks that the Town Council and staff addressed during FY 15/16. In the development of the document, it is likely that some key items have been overlooked however, the volume of work and accomplishments are clearly identified.

PARKS AND RECREATION / OPEN SPACE:

- Staff liaison provided support to the Parks and Recreation Advisory Board.
- Staff liaison provided support to Purcellville Arts Council and the Art in the Town Hall Program.
- Planned and organized the Christmas in Purcellville events.
- Provided support for another successful season for the Community Garden.
- Hosted 3rd Annual Purcellville Music and Arts Festival which included collaboration with Loudoun Valley Arts to include a juried art show.
- Partnered with Teen Center, Inc. to hold 5th Annual Summer Movie and Skate Nights throughout the summer.
- Held 14th Annual 9/11 Remembrance Ceremony in honor of our local first responders and the memory of all of those who lost their lives in the terrorist attacks on September 11, 2001.
- Continued Annual Sports League Funding for FY 15/16.
- Co-hosted inaugural Hail to the Trail event with the Nature Generation. This also included the annual Arbor Day activities.
- Parks and Recreation Advisory Board assisted with 2 Eagle Scout projects, a bridge for the Chapman DeMary Trail and mulching the trail in the Sue Kane Nature Preserve.
- Worked with Town Council and Loudoun County to extended lease of Fireman's Field until December 31, 2016.
- Worked with Loudoun County and Upper Loudoun Youth Football League to secure an agreement where football could continue at Fireman's Field this fall.

- Purcellville Arts Council with Loudoun Valley Arts sponsored Art in the Train Station.
- With coordination by the Purcellville Arts Council, various artists are displaying artwork in the public areas of Town Hall on a rotating basis.
- Began Event Permitting process and issued 10 permits in FY2016.

ORGANIZATIONAL IMPROVEMENTS:

- Continued an internship program with 2 interns serving in the Community Development Office.
- The Town Manager completed the required training and reporting to maintain his ICMA Credentialed Manager status.
- Received an Unqualified Audit Opinion for FY15.
- Complied with A-133 Audit Requirements for FY14.
- Elizabeth Krens maintained certification as a Master Governmental Treasurer (MGT) by the Treasurer's Association of Virginia.
- Connie LeMarr earned her certification as Master Governmental Assistant Treasurer (MGAT) by the University of Virginia, Weldon Cooper Center for Public Service and School of Continuing and Professional Studies, through the Treasurer's Association of Virginia.
- Continued surplus property sales via online auctions using Public Surplus website.
- Partnered with a local auction firm to sell large scale Town equipment and vehicles through the firm's quarterly live equipment auction resulting in \$3,150 in revenue.
- Continued with a priority goal of allowing all staff members to obtain additional training and professional development with emphasis on leadership opportunities, certifications and safety awareness.
- Worked with staff, Davenport and Fitch to complete a review and maintain current credit rating.
- Coordinated and facilitated a meeting between Verizon and Dominion Power to allow for better coordination/emergency response during utility outages.
- Staff continued use of the Dominion Streetlight Outage Reporting database linked with resident online streetlight outage reporting form available on the Town

website. Reports of streetlight outages are directly reported to Dominion online and in real time and staff has the ability to monitor progress and ensure resolution of all reported issues.

- Staff continues to maintain a newly expanded online form for non-emergency reporting of complaints, issues and outages 24 hours a day, 7 days a week. The form is accessible under the “How Do I” section of the website. This form permits residents to submit reports concerning streetlight outages, street, utility, and other non-emergency issues online. It also provides the ability for the user to uploading pictures as part of the submission. The completed information is then immediately and automatically distributed to the appropriate staff members for action.
- Staff trained and received First Aid Certification, OSHA mandated training and driver training.
- GIS Program:
 - Inspectors and maintenance crew leaders obtained training on the Trimble GPS unit.
 - Continued work with the Trimble GPS unit to integrate new data into the GIS map. This includes water meter locations and sanitary sewer cleanout locations, with data collected by staff.
 - Continued to update base layers for the GIS through downloads of County data.
 - Renumbered fire hydrants according to Grid system
 - Coordinated with consultants to update sanitary sewer, water main, storm sewer and easement layers with data from new development.
 - Created specific and service maps for other departments.
- Title searches conducted on numerous properties to determine Town easements for database.
- Continued development of Public Works employees with emphasis on leadership opportunities, training and certification:
 - Operators received necessary continued education credits for maintaining licensure.
 - 3 operators received higher level licenses.
 - Public Works employees received training on leadership and technical certification.
- Lab certifications and savings:
 - VELAP Approval for Certification.
 - Continued analysis for nitrates and nitrites for permit compliance.
 - TMP analysis of the plants effluent passed with all parameters well below acceptance limits.
 - Passed DCLS Audit.

- Updated Bio-solids Management Plan and permit.
- Continue to utilize technology to better organize resources and reduce paperwork.
- Water Treatment Facility and Water Reclamation Facility Improvements:
 - Produced & delivered 203 million gallons of potable water to water customers.
 - Treated 206 million gallons of wastewater and returned clean effluent back to the environment.
 - Continued training operators for license up-grades and lab certifications.
 - Continued improvements to the plants preventative maintenance program.
 - Process control and automation improvements/upgrades to valves and valve controllers at the water plant and well stations.
 - Made chemical storage and handling improvements at the well stations.
 - Added additional protective screening to 1 million gallon storage tank.
 - After 7 years of operations all 4 membrane trains are operating at 99% efficiency.
- Held annual flu shot clinic for staff and Council.
- Continued semimonthly Department Head Team meetings.
- All staff was required to take sexual harassment training with a specific management version of the training provided for all managers within the organization.
- Hosted annual Employee Award Ceremony and Luncheon.
- All personnel files were updated, organized and reviewed for adherence to state and federal law.
- Continued implementation of new onboarding program for new employees.
- Continued work on update to Personnel Manual.
- Reorganized the IT Department and hired a new full-time Director.
- Adopted the Town's first Events Ordinance to help with special programs and events within the Town.
- Developed a formal Annexation Policy to replace previous PUGAMP documents and annexation process that was repealed by the Town and County several years ago.
- Directed staff to move forward with upgrades to financial software programs.

- Hosted a Pre-Budget Workshop in January to help TC better prepare for the Budget Review Process.
- PD developed 5-Year Staffing Plan.
- PD re-engineered hiring process for new employees.
- PD developed a formalized business process to handle citizen complaints.

PUBLIC INFRASTRUCTURE:

- Changed the zoning, subdivided parcel and completed a text amendment to allow the Town to sell Mary's House of Hope to the Good Shepherd Alliance. This continued the Town Council's initiative of "Fund the Future."
- Replaced HVAC piping and installed a refrigerant alarm system on all Mitsubishi units to address installation issues and to ensure increased safety at Town Hall. Worked with Surety Company for original contractor and Mitsubishi to reimburse the Town and secure an extended warranty.
- Completed major structural repair to the cupola at Town Hall.
- Completed first major repairs and upgrades in over 20 years to the football concession stand at Fireman's Field.
- Provided tour of Town properties to Habitat for Humanity to see if they would be interested in renovating or repurposing any of the Town's tenant properties.
- Developed a trial Bulk Water Sales Program.
- Downtown Streetscape, Phase II:
 - This project includes sidewalks, curb & gutter, storm sewer, street and landscaping work along N. 21st Street from Main Street to the entrance to the Town Parking lot. The project was advertised for bid in October, 2014, with a bid opening on December 11, 2014. Jefferson Asphalt was awarded the project on February 25, 2015. Construction began in May, 2015; the substantial completion certificate was issued November 1, 2015. The contractor is currently working on closeout documentation and punch list items.
 - Primarily funded through VDOT Revenue Sharing, Federal Earmark Allocation and Loudoun County Settlement.
- E. Main Street Sidewalk:
 - Right-of-way acquisition was finalized in fall/winter 2013-2014. The East Main Street Sidewalk project was advertised in April, 2014. Bids were opened on May 13, 2014. The project was awarded to Finley Asphalt and Paving on May 28, 2014. Notice to Proceed (NTP) was issued to the

Contractor on June 30, 2014. The sidewalk installation was completed in September, 2014. All paperwork and punch list items were complete, including internal audit by Town staff. The project was closed October 30, 2015.

- Primarily funded through VDOT Revenue Sharing, NVTA local funds and Loudoun County Settlement.
- J Street Drainage Improvements:
- J Street residents (between Nursery Avenue and 26th Street) have complained of drainage issues, including the lack of a roadside conveyance system. Using the Basic Ordering Agreement with Painter-Lewis PLC, a design for improvements to address the issues was completed. The project was advertised for bid in January 2016 and bids were opened on January 21, 2016. The contract was awarded to TJT Corporation. Construction began in April 2016 and was substantially completed on June 23, 2016.
 - Primarily funded through VDOT Maintenance funds.
- Nursery Avenue Roadway and Drainage Improvements:
- Nursery Avenue, in the Town of Purcellville, is one of the oldest roads within the Town providing access to many residential roadways and is a direct corridor to many major public venues such as Town Hall, Fireman's Field, Bush Tabernacle, Emerick Elementary School, and the Loudoun Valley Community Center. A majority of the elements of the roadway do not meet the current standards, needs, and capacities of the roadway. The Town applied for and received VDOT Revenue Sharing funding for design and construction of the roadway and drainage improvements, from the roadway's north terminus to just north of School Street. The plans are currently at the 30% design stage. Final plans will be completed during FY 2017, and advertisement for construction bids is anticipated in December 2017.
 - Primarily funded through VDOT Revenue Sharing, NVTA local funds and Loudoun County funds.
- North Maple Avenue Water Main Design:
- This project includes the replacement of an aging water main along Maple Avenue from Main Street to north of Loudoun Valley High School. Project design is 100% complete, and the project is on hold awaiting funding.
- 12th Street Drainage Study
- 12th Street is approximately 1,500 feet long and is between E. Main Street and E. G Street. The Town has received numerous complaints regarding the condition of the street, shoulders and drainage along the street and in the general area. Staff worked with the Town's consultant to provide a comprehensive review of the conditions of all infrastructure and proposed solutions. The report was presented to Town Council.

- Due to the cost of the improvements, funding sources need to be identified with possible submission for a Revenue Sharing Grant through VDOT. .
- Development Plan review and approval:
 - Staff reviewed plans for proposed development within the Town, including the following: Mayfair subdivision (both residential and industrial portions), Catoctin Corner (two separate plans for on-site work and off-site utility infrastructure), Morgan Meadow preliminary plat, Dragon Yong In Martial Arts site plan, Valley Energy site plan, Southern States site plan, 130 South 20th Street site plan, Valley Industrial Park Lot 6F site plan and O'Toole property rezone request.
- Development Inspection Program:
 - Town inspectors oversaw the installation of water, sanitary sewer, storm sewer, sidewalk, curb & gutter, and roadways on various projects, including Downtown Streetscape Phase II, J Street Drainage Improvements, Mayfair Residential Subdivision Phase I and parts of Phase II, Mayfair Industrial Subdivision, various residential water/sewer connections, and inspections for certificates of occupancy in coordination with the Community Development Department.
- Searches , Permits for Work in the ROW:
 - Town inspectors' monitored work in the right-of-way at performed by private utilities (Dominion Power, Verizon, and Comcast), private contractors, and private individuals. About twenty (20) permits for work in the right –of-way were reviewed and issued in FY 2016. Several others are pending, waiting on final information from applicants.
 - In response to complaints, engineering staff provides support to maintenance to determine if the Town is responsible for concerns that are raised by residents, or if it needs to be addressed by a private entity. For example, dead or dying trees within the Town ROW must be addressed by the Town.
 - Town staff has researched multiple water, sanitary sewer, and storm sewer easements. The Town has many old utility easements that were recorded with the County Clerk of Courts, but documentation was not retained at Town Hall. In response to complaints, research frequently is required to determine if it is the Town's responsibility to maintain or if it is privately owned and maintained.
- Cross Connection Control Program:
 - Annually, the Town sends out letters to businesses that have active backflow prevention devices. The letter requests that the devices have their annual testing completed with documentation to be submitted to the Town. This program is an essential element to keep the Town's water supply safe from contamination. More than 250 letters were mailed including courtesy letters for locations with non-testable devices that are more than 5 years old, letters to businesses that had previously not been determined as to whether they had backflow prevention devices, and

known locations with backflow devices. More than 200 reports were submitted, which were then reviewed by staff for correctness

- Grease and Grit Policy and Program:
 - Staff continues to review and file submissions from auto and food establishments of grease/grit trap maintenance records.
 - Site visits will be made to the non-responsive establishments.

- IFB's:
 - J Street Drainage Improvements.
 - Project/Construction Management & Related Services Task Order Contract.
 - Water Tank Maintenance & Painting.
 - Forestry/Timber Sales Administration
 - Copier competitive Negotiations

- Operations core duties developed and regular infrastructure inspection, evaluation and maintenance/replacement of infrastructure:
 - Staff updated core duties and schedule of tasks calendar.
 - Staff developed protocol for acceptance of infrastructure into the Town's utility system.

- Sanitary Sewer Maintenance Plan:
 - Developed planning alternatives and rehabilitation and replacement strategy.

- Preventative maintenance on equipment and vehicles:
 - Maintenance staff has conducted preventative maintenance activities for all Town owned vehicles and equipment, including the Police Department, such as changing oil, rotating tires, lubing equipment and vehicles to save money and reduce outsourcing.

- Business Utility Form Review:
 - Whenever a business location is new, has a change of use, or adds fixture units, Town staff reviews the business utility form that is required to be submitted to determine if the proposed or existing meter size is acceptable. In FY 2016, approximately 30 business utility forms were reviewed.

- Unidirectional Flushing (UDF) Program:
 - Engineering and maintenance staff worked together with the Town's consultant to update the UDF Program and to improve upon the previous UDF. Flushing commenced in March/April 2016, performed by Town maintenance staff; approximately 45 miles of waterline was flushed.

- Facilities Standards Manual:
 - Continued revisions of all chapters including Materials Specs booklet.
 - Additional staff review needed for final version.
 - Investigation of other jurisdictions' SWM BMP agreements.

- Fire Hydrant preventative maintenance program:
 - Staff installed over 400 hydrant markers to help with location during the winter season as well as flushing, lubing, and painting the hydrants.
- Maintenance on Town facilities – staff made numerous repairs and addressed issues with Town Hall, Fireman’s Field and Skating Rink/Tabernacle while still maintaining existing level of service and core duties.
- Completed inventory on all signs, crosswalks and conducted traffic counts:
 - Provided information on traffic counts to the Police Department.
 - Replaced and added signs throughout the Town.
 - Thermo-plast crosswalks.
- Implemented monitoring plan for water system:
 - Updated bacti-sampling plan.
 - Prepared for lead and copper testing.
 - E. Coli monitoring of Reservoir.
- Maintenance/Public Works Department Staff:
 - Videoed and inspected 14,284 linear feet of sewer lines.
 - Cleaned 6,022 linear feet of sewer lines.
 - Installed 4 clean-outs.
 - Investigated 126 Customer Complaints.
 - Installed 38 water meters accounts.
 - Bulk water sales of 2,725,800 Gallons
 - Completed 1,395 work orders.
 - Investigated and reported 1,372 Miss Utility tickets.
 - Replaced the water meter vault and installed a new 3 inch compound meter for increased accuracy and to fix water line leaks on the commercial account at Emerick Elementary School.
 - Performed audit on Commercial meter accounts.
 - Installed Beehive, a new work order system, to allow for more efficiency with tracking and completing jobs, scheduling projects, preventive maintenance, and reporting.
 - Started installing and replacing the old wooden fence at Fireman’s Field.
 - Upgraded the football press box at Fireman’s Field.
 - Removed the old Pavilion at Fireman’s Field.
 - Replaced the back-up battery pack to the 2 traffic signals on Main Street.
 - Upgraded the storm drainage and repaved J Street from Nursery Ave to Orchard Street.
 - Conducted sidewalk and concrete repairs throughout the Town.
 - Completed annual paving and patch work throughout the Town.
- Continued to provide emergency services during snow removal and storms.

- Completed annual paving throughout the Town, approximately 7,800 linear feet over a two year period.

PUBLIC SAFETY:

- Purcellville named one of Top 10 Safest Cities in Virginia by SafeWise.
- Hosted 2 drug take back programs in conjunction with other law enforcement organizations resulting in hundreds of pounds of pharmaceutical products being properly received and destroyed.
- Facilitated transfer of the Virginia Fire Funds Program grant to the Purcellville Volunteer Fire Company.
- PD maintained State Accreditation by Virginia Law Enforcement Professional Standards Commission.
- Increased certified CIT (Crisis Intervention Team) training to 44% of Town patrol staff and will continue to strive for 100%.
- PD continued vacation house checks, finger printing and ride-a-long programs.
- PD continued participation in Click it or Ticket Campaign.
- PD participated in a highly successful DWI checkpoint with Loudoun County Sheriff's Office and Virginia State Police.
- PD participated in a multi-jurisdictional Hostile Incident training scenario at Loudoun County High School.
- Members of the Police Department's Bike Patrol Unit earned certification from Bicycle Patrol School and have been active developing community relationships and patrolling.
- Conducted the Annual Purcellville Police Awards Dinner.
- Corporal Costello was selected as the Purcellville Police Department Police Officer of the Year for 2016.
- Maintained the Purcellville Police Citizen's Support Team (PCST).
- Continued Community Engagement Programs
 - Homework Club – 8 sessions per month during the school year
 - Shop with a Cop Program – sponsored 20 children.

- The PD conducted ABC check of retail establishments in Town to determine compliance with ABC laws.
- Corporal Clark McDaniel and Officer Kris Fraley were recognized by Mothers Against Drunk Drivers (MADD) for their efforts in combating impaired driving.
- PD provided support to several special events in Town (5k races, Wine and Food Festival, Music and Arts Festival, 4th of July Parade, Halloween Block Party and Christmas Parade).
- Completion of the International Chiefs of Police, Leadership in Police Organizations by four supervisors (Schroeck, Owens, Dinkins and Vasconi).
- Publically launched the “Police Service Areas” within Town to enhance ownership by the officers for their specific area and improve community engagement.
- Instituted “Coffee with a Cop” program and held every other month in rotating locations.
- Enhanced a culture of safety within the Police Department:
 - Conducted CPTED (Crime Prevention Through Design – a multi-disciplinary approach to deterring criminal behavior through environmental design) survey of the PPD.
 - Integrated safer holster with double retention.
 - Police Department facility locks upgraded and a secure swipe system was installed.
 - Updated ballistic vests for all officers.
- Researched, selected and purchased in-car video systems for all patrol cars.
- Worked with Lowers and Associates to secure a new lease for the Police Department.

LEGISLATIVE/POLICY:

- The Town Council and staff continued to participate on VML Policy Committees that meet twice a year to set up agendas for the upcoming legislative session.
- Represented the Town at monthly meetings of the Northern Virginia Regional Commission at both the Commission level and with the monthly CAO’s meetings.
- Participated in VML Town Section Meetings that are held throughout the state to update towns on issues impacting them as a result of the most recent General Assembly Legislative Session.

- Town Manager hosted and attended quarterly meetings of the Loudoun County Administrator/Town Managers. Our Town organized these meetings over 8 years ago to provide better communications and sharing of resources.
- Held intense one day Strategic Planning Session to review and re-establish Town Council's Vision, Mission, Core Values and Strategic Initiatives for the Town of Purcellville.
- Adopted updated Purcellville's Vision, Mission Statement, Core Values and Strategic Initiatives.
- Town hosted and participated in the Town Association of Northern Virginia (TANV) for peer networking and establishment of legislative agendas beneficial to Towns in our region.
- Town Council teams continued to address the action agendas for the Town of Purcellville's Strategic Initiatives.
- Continued working with Planning Commission to begin the new Comprehensive Plan review.
- Adoption of Town's new BLA/Annexation Process.
- Complied with continuing disclosure requirements for Public Debt Issuance. Staff established an Electronic Municipal Market Access (EMMA) account and filed required financial documents on the website.
- Loan management and arbitrage rebate calculations:
 - Reviewed and documented continuing disclosure and IRS requirements related to the management of tax exempt loans.
- Tax compliance associated with properties/facilities funded with tax exempt debt:
 - Staff worked with the Town's bond counsel and department heads to review any private use of properties/facilities associated with tax exempt loans to ensure compliance with Federal Tax laws.
- Public Works Policy Review & Updates:
 - Town staff developed a listing of the location and function of all Best Management Practices that are currently utilized in the Town for storm water management. This listing was shared with Loudoun County as well.
 - Updated all Utility brochures.
 - Updated Town Safety Manual.
- Interviewed and appointed 16 volunteers to serve on our committees, commissions and boards, 10 of which were appointed.

- Town hosted second annual Appreciation Banquet for Town Committee, Commission and Board members.
- Created and implemented Social Media Policy.

COMMUNITY EVENTS AND OUTREACH:

- Mayor delivered annual State of the Town Address.
- Town Council participated 10 ribbon cuttings and business dedications to support new businesses in our community.
- Launched official Town of Purcellville Facebook page.
- Launched newly created Purcellville Post newsletter. Tri-annually, will be forwarded to citizens via the water/sewer bills, posted on the website and available at Town Hall and other areas throughout Town, such as the library.
- Launched newly developed Town website with a more user-friendly interface and more streamlined structure.
- Kicked-off new Marketing Video for the Town website.
- Issued numerous press releases and updates on the Town website.
- Participated in task forces, subcommittees, community workshops and HOA meetings.
- New Town Hall signage installed with funding from the Purcellville Garden Club.
- Hosted 2016 Community Clean-up.
- Hosted Inova Blood Drive at Town Hall.
- Worked with American Legion to hold the Memorial Day Program.
- Provided support to the Town Treasure Sale (previously Town Wide Tag Sale).
- Helped Purcellville Volunteer Fire Department hold the 4th of July Parade.
- Daily updates to the Town website.
- PD participated in the Fraternal Order of Police Santa Cop Program where twenty local children shopped with officers.
- Town Council, PD and staff participated in Annual National Night Out program.

- Hosted annual Town Shred Event.
- Staff support to Eagle Scout and Girl Scout Gold Award Projects.
- Provided support to Annual Loudoun Grown Expo.
- Hosted 5th Annual Purcellville Wine and Food Festival.
- Hosted multiple visits by the Virginia DMV Mobile Service Center at the Fireman's Field/Tabernacle Parking lot.
- Maintained outreach website with information on WaterSense, rebate program, energy star efficient, rain barrels and drinking water reports, leak detection, grease & grit brochure, and water & sewer rates.
- Provided assistance with organization and clean-up of Halloween Festival.
- Coordinated tours of the Town Hall for Girl Scouts, Boy Scouts, LVCC Summer Camp participants and youth groups.
- Conducted numerous tours of Water Plant and Wastewater Plant for Council members, citizens, Boy Scouts and students from Loudoun County Public Schools.
- Public Works Public Outreach Campaigns:
 - Participated in the Mountain View Elementary Science Olympiad.
 - Issued press releases.
 - Participated in task force, subcommittees, and community workshops.
 - Issued leak check brochure.
- Town Council members and staff participated in the 1st Annual Volleyball Tournament between Woodgrove High School, Loudoun Valley High School and the Town with the proceeds going to the schools.
- Mayor, Town Manager and Police Chief toured Mount Weather with FEMA staff to work together to identify how both operations can help each other.
- The Town recognized 31 individuals (Eagle Scouts, citizens, students, athletes, etc.) and 10 organizations with awards/presentations during FY2016.

ENVIRONMENT:

- Assisted with organizing the Town Wide Cleanup with Keep Loudoun Beautiful.
- Conducted a Rain Barrel Workshop in conjunction with Loudoun Soil and Water Conservation District (SWCD).

- The 64-gallon Recycling Cart Town-wide project continues to increase in participants with 1,198 carts distributed throughout Town at the end of FY16. Benefits include increased recycling rates due to the ease of use and size as well as having lids which reduce the potential for wind-blown debris and litter.
- Worked with American Disposal and residents in Locust Grove to mitigate a trash truck hydraulic line rupture that occurred during trash collections.
- Continued to provide inspection and support for the Chapman DeMary Trail which is located in the conservation easement in Catoctin Creek Stream Corridor.
- Continued rebate program for high-efficiency toilets, clothes washers and rain barrels. Reviewed 22 rebates, 19 approved and 3 ineligible.

COMMUNITY DEVELOPMENT:

- Worked with staff and citizens committee to explore options for extending natural gas to Purcellville.
- Assisted Kelly Partlow in relocating and consolidating the Farmer's Market to the Shoppes at Main and Maple. Staff reached out to the owners and encouraged their donation of the site.
- Worked with Makersmith's Movement to move toward a lease of the old Maintenance building/WWTP site.
- Worked to relocate the Purcellville Cannons to Fireman's Field.
- Assisted in the establishment of 22 new businesses and 21 new home occupations.
- Assisted in the expansion of 5 businesses, 2 of which were accessory uses (food trucks).
- Assisted in the relocation of 5 existing businesses in Purcellville.
- Issued 2 temporary occupancy permits (fireworks sales).
- Comprehensive Plan Update – evaluated proposals in response to RFP, interviewed highest scoring candidates, and hired consultant team lead by McBride Dale Clarion.
 - 513 confirmed (586+ estimated) participants in three rounds of public engagement.
 - Held six public workshops with a signed-in attendance of 190 individuals (total of 229 estimated).
 - Conducted on-line versions of the workshop exercises and received input from at least 268 participants (total of over 302 estimated).

- Sponsored table at the Purcellville Music and Arts Festival on May 21st to inform the public about the comprehensive plan update project and received feedback from 55 individuals on three future development scenarios.
- Public Notification:
 - 13,223+ Individual Notifications
 - Sponsored a table at the Loudoun Grown Expo on February 27th to inform the public about the comprehensive plan update project and handed out 75 paper exercise packets to individuals
 - 8,494+ confirmed views of 13 Facebook posts
 - 2,554 utility account holders received April's Purcellville Post including an article on the comprehensive plan
 - At least seven direct emails to workshop attendees, PlanPurcellville.com sign-ups, members of the Town's committees/commissions/boards, HOA Presidents, and leaders of local organizations & sports leagues (currently 300+ total addresses)
 - Eight Press Releases
 - Six Newspaper Ads (published 14 weeks)
 - 17 Postings on PlanPurcellville.com;
 - Four Signs on Town's Sign Board
 - Three Flyers on Community Boards
- Continued review of land uses in the zoning ordinance with the Planning Commission. Prepared draft amendments for 3 public input sessions culminating in Zoning Ordinance text amendments. These amendments were recommended to clarify and tighten definitions of land uses; remove obsolete land uses and combine land uses that have overlapping definitions; reconcile contradictory regulations; remove the requirement of obtaining a special use permit for certain land uses that do not warrant legislative review; improve and tighten the organization of the ordinance; limit uses allowed in the X-Transitional District; and improve the consistency of cross-references within the Ordinance. Planning Commission recommended approval and Town Council approved the amendment.
- Zoning Ordinance text amendment adding "Vehicle Sales and Service" as a permitted use in the C-1, Office Commercial District and standards for this use. Planning Commission recommended that the application not be approved and Town Council did not approve the amendment.
- Zoning Ordinance text amendment adding "Commuter parking lot" to the list of uses permitted by special use permit in the CM-1 Local Service Industrial District. Planning Commission recommended approval and Town Council approved the amendment.
- Zoning Ordinance text amendment to increase the maximum enrollment of a residential child care and add standards for the use. Amendment requires a Special Exception granted by the Board of Zoning Appeals for a residential child

care serving more than 5 children, exclusive of the provider's own children and any children who reside in the home. Planning Commission recommended approval and Town Council approved the amendment.

- Zoning Ordinance text amendment adding “Transitional housing” to the list of uses permitted by special use permit in the R2 Single-family Residential District, adding standards for this use, and adding a definition for this use. Planning Commission recommended approval and Town Council approved the amendment.
- Planning Commission Subcommittee is reviewing Zoning Ordinance text amendments to Article 14, Stream and Creek Buffers.
- Development Applications approved:
 - 511 A Street Minor Subdivision
 - Catoctin Corner Grading Plan
 - Dragon Yong-In Site/N. 21st Street Plan Amendment
 - Mayfair Industrial Construction Plan Amendment
 - Mayfair Industrial Record Plat
 - Mayfair Residential Construction Plan Amendment
 - Mayfair Residential Record Plat
 - Mary House of Hope/Town of Purcellville Minor Subdivision
 - Mary House of Hope/Town of Purcellville Comprehensive Plan Amendment
 - Mary House of Hope/Town of Purcellville Rezoning from IP to R-2
 - McDonald's Restaurant/N. Maple Avenue Lot Consolidation
 - Southern States Lot Consolidation and Sanitary Sewer Easement
 - Town of Purcellville/Fireman's Field Demo and Rebuild Shelter
 - Town of Purcellville/J Street Storm Sewer Improvements
 - Valley Energy/Bailey Lane Site Plan
 - Vineyard Square Site Plan
- Community Development staff is reviewing the following applications submitted during FY 15/16:
 - 209 J Street Lot Consolidation
 - 7-Eleven, Core States Group Lot Consolidation
 - 7-Eleven, Core States Group Special Use Permit for additional pumps
 - Beckstrom Electric Minor Site Plan
 - Catoctin Corner Site Plan
 - Catoctin Corner Construction Plans
 - Catoctin Corner/Patrick Henry College Boundary Line Adjustment
 - Catoctin Corner 3 Deeds of Easement
 - Catoctin Corner Special Use Permit to relocate restaurant drive through
 - Mayfair Industrial Site Plan Revision
 - McDonald's Restaurant/N. Maple Avenue Site Plan
 - Mini Warehouse, Lot 6F Valley Industrial Park Site Plan
 - Miss Annie's Home Child Care Special Exception Application
 - Morgan Meadows/Bowman Preliminary Subdivision Plat

- O'Toole Property Rezoning and Comprehensive Plan Amendment
 - Purcellville Firehouse Minor Site Plan
 - Southern States Site Plan
 - Virginia Regional Transit Special Use Permit
- Annexation Applications being processed:
 - Purcellville Crossroads
 - Warner Brook
 - Processed the following permits:
 - Zoning – 259
 - Occupancy – 94 (plus 3 temporary occupancies)
 - Sign – 115 (39 permanent and 76 temporary sign permits)
 - Performed 95 occupancy inspections.
 - Removed 316 illegal signs.
 - Performed 42 zoning code violation inspections resulting with a warning.
 - Performed 14 lawn violation inspections resulting in sending formal notices.
 - Issued 16 formal notices of violation.
 - Attached lien to 1 property for lawn maintenance, which was satisfied with the sale of the property.
 - Filed 1 Criminal Complaint on a residence for continuous Town Code violations.
 - Processed or finalized 4 performance bond releases or reductions. Staff conducted the required zoning inspections.
 - Prepared agendas and staff reports for 20 regular meetings, 8 work sessions, and 9 public hearings held by the Planning Commission.
 - Prepared agendas and staff reports for 10 meetings held by the Board of Architectural Review. The Board reviewed 23 applications for Certificate of Design Approval. The BAR also discussed proposed redevelopment of a commercial property.
 - Staff support for 2 meetings of the Board of Zoning Appeals. Prepared agendas and supporting documents for 2 appeals of the Zoning Administrator's determination.
 - Staff provided support to the Economic Development Advisory Committee. Prepared monthly Economic Development Update Reports for the Town Council.

- Initiated quarterly commercial vacancy report.
- The Zoning Ordinance was updated to include Supplement #2 that incorporated all zoning ordinance amendments from December 10, 2013 through April 12, 2016.
- Continued the Shop Purcellville program.
- Utilized GIS to assist with maps for Compressive Plan and use by the Parks and Recreation Department.

GOVERNMENT OPERATIONS/SERVICES:

- Interviewed and hired Danny Davis as new Assistant Town Manager.
- Addressed several major storms during the winter and lead the region in snow removal efforts during the large blizzard in January.
- Assisted with the swearing in and transitioning of four new Town Council members who were elected in May. This included tours and background meetings to help the new Town Council prepare for office.
- The Town maintained AAA rating from Standard and Poors and AA from Fitch and Aa2 from Moody's, all exceptional first time credit ratings. Fitch confirmed the Aa2 rating during a rating review in August 2015
- Standardized the Staff Report format for clarity and consistency.
- After extensive staff research and evaluation of numerous financial software options to address vulnerabilities, inefficiencies and limitations associated with the Town's current financial and tax systems, Town Council approved the purchase of Tyler Technologies Munis system. This includes core financials, purchasing, accounts payable, payroll, HR, tax and utility billing systems. The tax system implementation began in May 2016.
- The Finance Department and HR recruited to fill vacancies for the Budget Specialist, Procurement Specialist and AP/PR Technician positions.
- Procurement Projects:
 - Staff assisted with bidding and contractor for: Water Tank Renovation, Inspections and Preventative Maintenance; J Street Drainage and the Police Department's in-car camera system.
 - A "Procurement 101" training class was developed and delivered to staff involved in the procurement process.
 - In preparation for the implementation of MUNIS financials, staff cleaned up system vendor records eliminating duplication with focus on standardization.

- Staff began development of a comprehensive contract listing.
 - Working with IT, staff developed standards for posting solicitations to the bid-board.
- Staff established an Electronic Municipal Market Access (EMMA) account and filed required financial documents on the website to comply with continuing disclosure requirements for public debt issuance.
- Reviewed/documentated continuing disclosure and IRS requirements related to management of tax exempt loans. Prepared schedule of due dates for arbitrage rebate calculations.
- Staff worked with the Town's bond counsel and department heads to review any private use of properties/facilities associated with tax exempt loans to ensure compliance with Federal tax laws.
- Finance Dept. maintained an excellent collection rate on receivables:
 - Utility Accounts at 99.5% at 60 days out
 - Real Estate Tax at 99% at 365 days
 - Personal Property Tax at 98% at 365 days
- Staff continues to work with our consultants to provide information for updates to the Town's major CIP projects.
- Hosted meeting with Verizon to discuss FiOS options.
- Revised lease to preserve use of Magnolia's parking lot next to Train Station.
- Maintained management and accounting for Grants & Funds Request:
 - Staff applied for VDOT Revenue Sharing Grants, NVTA Funds & Gas Tax funds for the Town.
 - Staff maintained tracking and improved estimation to ensure VDOT funds are properly allocated and used within their respective timeframe.
- Finance staff assisted with procurement projects including vehicle purchases, event management services, vehicle leasing options, telephone services, etc.
- IT continued assisting Town staff and Town Council in the use of new technology.
- Reorganized Finance and Admin. Departments.
- Maintained Bid Board on the Town's website to facilitate bidding on Town projects.
- Achieved and maintain 100% compliance on all water quality parameters regulated by the Virginia Department of Health (VDH) and Virginia Department of Environmental Quality:

- Successfully passed DEQ inspections at Wastewater Facility for plant operations and air compliance permit.
 - Successfully passed VDH inspection at Water Treatment Facility
 - No permit parameter violations for 2015.
- Numerous title searches conducted on properties to determine Town easements for database.
- Staff continued to provide support for Tree Farm and Community Garden by mowing and watering at the Tree Farm and tilling and cleaning the Community Garden.
- Staff continued to provide facility maintenance to all Town owned properties.
- Continued the practice of posting all website documents within one day of receipt by staff.
- Initiated Forestry Management Program – consultant procured to provide selective cut plan and begin timber sales in the spring of 2017.
- Initiated bulk water sales pilot project.
- Most capital projects completed with minimal town taxpayer funds. Each of these projects involved a mix of Federal Grants, VDOT Revenue Sharing, Loudoun County Grants, NVTA Funding, and Loudoun County settlement funds to minimize the cost to our citizens.
- Secured a lease for new plotter/scanner replacing the previous 13 year old plotter. This new equipment enables all departments to complete the printing, copying and scanning of large format documents “in-house” vastly improving efficiency.
- Due to significant changes in the content and format of tax assessment data files produced by the County’s new software systems, staff struggled to prepare and issue spring 2017 real estate and personal property tax bills. In response to these problems, Purcellville staff facilitated discussions between the Loudoun towns and the County Commissioner of the Revenue’s Office to discuss the challenges and improve the exchange of information.
- PW staff worked with Town Manager & Town Attorney to settle the Hirst Farm bonding issues with the developer on behalf of the HOA. PW staff conducted repairs and improvements based on funds available.
- Continued outstanding delivery of Town services in a cost effective manner:
 - Built up internal project management capability.
 - Updated comprehensive system for tracking status and funding of Town projects
 - Completed extensive list of capital projects in a cost effective and timely manner.

- Utilized technology to better organize resources and reduce paperwork.
- Town website updates of weekly water production data given by WTP into master spreadsheet (12 years of data) and update charts to reflect most recent past 12 months; updated charts monthly; updated Facebook and webpage for capital projects and updated rates and departmental information.
- Completed employee benefit revisions.
- Continued Pay for Performance Program.
- Offered staff on-line training options through VML.

LEGAL:

- Litigation:
 - Arthur Construction and VDOT: Reached and drafted agreement regarding correction of defective installation of storm sewer system on 21st street.
 - Reached favorable settlement terms with United States Surety Company on HVAC matter.
 - Sierra – ongoing work.
 - Stover Appeal brought to conclusion.
 - Ramey – progress made as a result of Criminal Prosecution.
- Cell Leases on Water Tower: Developed Template Lease agreement for all new leases on the water tower.
- Conflict of Interest Act:
 - Memo to Council summarizing rules under COIA for accepting gifts.
 - COIA opinion re BZA and Mason appeal of ZA determination.
 - COIA opinion to CM McConville re Kline annexation application.
 - COIA opinion to Chip Paciulli re BZA case.
 -
- Petitioned Court for Special Election upon resignation of Council Member Packard; research regarding the same.
- Master Tax and Fee Schedule Ordinance.
- Contracts Drafted or Reviewed:
 - Public Works Basic Ordering Agreement
 - Police Department Lease
 - License for Public Art display on private buildings
 - Audit Services Agreement
 - Civic Plus Website Design
 - Cleaning Services for Police Department
 - Good Shepherd Alliance, Purchase Agreement

- Town Hall Cleaning Services
 - Event Management Services, with The High Road
 - Seasonair, HVAC pipe replacement contract
 - Remote Parking Agreement at PHC
 - Tyler Software Agreement
 - Water Tower Painting
 - Promotional Video Agreement with CGI
 - Verizon Cell Tower Agreement
 - AT&T Cell Tower Agreement
 - T-Mobile Cell Tower Agreement
 - Sprint Cell Tower Agreement
- Town Council Special Meetings and Emergency Meetings: Prepared Summary of Rules for Town Clerk as to how to call and prepare for each type of meeting.
- Legal Opinions
- Term of Planning Commissioner who also serves on Town Council; ability to serve as PC chair while acting as the Council Member representative
 - Permissibility of a Closed Meeting to discuss the appointment of someone to a vacant seat on Town Council
 - Legality of continuing a Planning Commission public hearing to a new date and time
 - What constitutes a meeting under FOIA; stage-side chats
 - Prayer in Public Meetings
 - What happens to SUP when the use is converted to a By-Right Use?
 - Maryland income tax withholding – is Finance required to withhold Maryland tax?
 - Acceptance of payment by coins in the Finance Department; policy regarding the same
 - Whether a 10-day grace period on meals tax is required by state law
 - Easements not shown on record plats are extinguished – advised requiring plat note to prevent such extinguishment.
 - How to fill vacant seat on Town Council
 - Validity of 2009 conservation easement vote
 - Whether speed cameras are authorized under state law
 - Whether public service corporation is subject to real property tax
 - Effect of 2016 proffer legislation
 - FOIA requests of police records – created “cheat sheet” for staff use
- Proffer legislation review and legal advice; presentation to Town Council
- Discipline of a Public Official - Drafted policy (ongoing)
-
- First Amendment Speech research and memos re personal attacks on public officials; Speech research and memos concerning political speech at public events.

- Interviewed and retained employment lawyer for HR.
- FOIA:
 - Several large FOIA requests.
 - Prepared Key FOIA Rules memo.
 - Reviewed new FOIA laws and brought town website up to date with disclosure requirements.
- Police:
 - Prepare “ride-a-long” waiver for use by police.
 - Research and memo regarding juvenile police records and FOIA.
 - Researched and Prepared FOIA cheat sheet regarding police records.
 - Research and prepare memo regarding pedestrian laws.
 - Research and prepare memo regarding trespassing laws.
- Events – drafted legal release for use of photos taken at public events.
- Prepared Draft Cooperative Procurement Process for updated Procurement Manual.
- Legal Memos:
 - Legal Memo regarding the validity of the easement at Hirst Reservoir; respond to large FOIA requests regarding the same.
 - Legal memo on law regarding video surveillance under the Government Data Collection and Dissemination Practices Act.
 - Legal Memo regarding provision of water to out-of-town residents.
 - Legal Memo to new Council explaining the structure of the government, and the role of the Town Attorney.

AWARDS/GRANTS/FUNDING:

- Applied for and received \$3,000 grant from the Virginia Commission on the Arts FY 2016 Local Government Challenge Grant.
- Received \$5,000 matching grant from Visit Loudoun to support marketing and advertising for the Wine and Food Festival.
- For the 8th consecutive year, the Town received the Virginia Department of Health’s Excellence in Waterworks Operations/ Performance Award for the treatment and distribution of drinking water to the public. Excellence in performance and operations involve setting and achieving goals well beyond the established regulations and making a commitment to customer satisfaction.
- Received VML’s Green Government Challenge, Silver Certification.
- Received Certificate of Excellence for exceeding the standards by the ICMA Center for Performance Measurement.

- Received Town's 8th GFOA Certificate of Achievement for Excellence in Financial Reporting for FY15 CAFR.
- Received Town's 7th GFOA Distinguished Budget Presentation Award.
- Received Byrne Justice Assistance Grant Funding – DOJ – \$500 the Police Department.
- The Town received almost \$178,000 in revenue in FY 2016 from the cellular antenna and cable hub leases at the water tower property. This was an increase of just over \$28,000 over the budgeted amount.
- Administration continued the monitoring and reporting of the Byrne Justice Assistance Grants to the Department of Criminal Justice Services. As of the end of FY 2016 all PPD Byrne grants have been finally reported and closed.
- Received State Litter Grant Funds in the amount of \$3,053. Funds were used to pay towards recycling cart program leases and purchase of educational tools demonstrating the benefits of recycling.
- Fire Funds Grant – Aid to Localities: \$24,490 was applied for and passed through to the Purcellville Volunteer Fire Company.
- Claimed \$166,557 through FEMA/VDEM for expenses related to 2016 Blizzard (awaiting disbursement).
- Grant Revenue /Waiver Applications/Cost Savings:
 - VDOT Revenue Sharing Grant – Nursery Avenue funding: \$ 911,575
 - VDOT Revenue Sharing Grant – Hirst Road Safety Improvements: \$ 497,576
 - VDOT Revenue Sharing Grant – Guardrail Replacement: \$ 52,500
 - Stormwater Local Assistance Fund Grant DEQ- Hirst Farm Pond: \$ 300,000
 - NVTa Local Grants: \$ 408,967
 - Gas Tax Application: \$ 223,147
 - Land Waiver Application:\$ 17,000
 - Reduced Testing Waiver: \$ 6,815
 - Dominion Power Schedule Change: \$ 1,626
 - Bulk Water Pilot Program: \$ 12,313
 - Assisted in Reviewing and Renewing Cell Lease Agreements: \$ 153,812
 - Credit Sales Through Nutrient Exchange: \$ 8,770
 - Reduced Consultant Project Management Costs from Prior FY: \$ 190,000

ACCOMPLISHMENTS OF TOWN COUNCIL **FOR FY 14/15**

The following accomplishments are not taken in any specific order or priority but identify many of the extensive projects and tasks that the Town Council and staff addressed during FY 14/15. In the development of the document, it is likely that some key items have been overlooked however, the volume of work and accomplishments are clearly identified.

PARKS AND RECREATION / OPEN SPACE:

- Staff liaison provided support to the Parks and Recreation Advisory Board.
- Staff liaison provided support to Purcellville Arts Committee and Arts in Businesses Program.
- Instituted Art in the Town Hall Program
- Planned and organized the Christmas in Purcellville events.
- Provided support for another successful season for the Community Garden.
- Hosted 2nd Annual Purcellville Music and Arts Festival which included collaboration with Loudoun Valley Arts to include a juried art show.
- Partnered with Teen Center, Inc. to hold 4th Annual Summer Movie and Skate Nights throughout the summer.
- Held Annual 9/11 Remembrance Ceremony in honor of our local first responders and the memory of all of those who lost their lives in the terrorist attacks on September 11, 2001.
- Continued Annual Sports League Funding for FY 14/15.
- Continued support to Loudoun Visitors Center at the Train Station.
- Parks and Recreation Advisory Board assisted with an Eagle Scout project for benches and tables at Fireman's Field.
- Extended lease of Fireman's Field with Loudoun County.
- Renewed Concessionaire Agreement for the operation and management of Bush Tabernacle and picnic pavilions at Fireman's Field.

- Secured donation of new Christmas tree for Town Hall.
- Developed Special Events Ordinance and public process which is working its way through the public review.
- Dedicated Watershed Property in honor of Former Mayor Robert W. Lazaro, Jr.

ORGANIZATIONAL IMPROVEMENTS:

- Continued an internship program with one intern serving in the Community Development Office.
- Both the Town Manager and Assistant Town Manager completed the required training and reporting to maintain their ICMA Credentialed Manager status.
- Received an Unqualified Audit Opinion for FY14.
- Complied with A-133 Audit Requirements for FY13.
- Elizabeth Krens maintained certification as a Master Governmental Treasurer (MGT) by the Treasurer's Association of Virginia.
- Continued surplus property sales via online auctions using Public Surplus website. This has continued to increase sale efficiency and revenues, expedite property sales and removal and eliminate money collection issues from the Finance Department. This process also allows for national exposure for sales as well as the ability of the buyer to pay with credit card. The buyer pays all vendor fees so the Town is able to retain the full purchase price of the items.
- Partnered with a local auction firm to sell large scale Town equipment and vehicles through the firm's quarterly live equipment auction resulting in \$34,155 in revenue. This is the highest revenue generated for a Town surplus property/equipment sale.
- Continued with a priority goal of allowing all staff members to obtain additional training and professional development with emphasis on leadership opportunities, certifications and safety awareness.
- Staff continued use of the Dominion Streetlight Outage Reporting database linked with resident online streetlight outage reporting form available on the Town website. Reports of streetlight outages are directly reported to Dominion online and in real time and staff has the ability to monitor progress and ensure resolution of all reported issues.

- In conjunction with access to the Dominion Streetlight Outage System database, staff maintains an online streetlight issue reporting form accessible from the top page of the Town website under the “I Want To” section. This form permits residents to submit reports concerning streetlight outages and issues online. The form is then immediately distributed to trained staff for direct entry into the Dominion SORS for repair.
- Maintained support for and use of the online form for reporting of street and utility issues, accessible from the Town website’s main page under the “I Want To” section. This system allows residents to report street and utility issues 24 hours a day directly to Public Work’s staff. The form also permits a resident to upload pictures to assist Town staff with reported problems and issues.
- Staff trained and received First Aid Certification.
- GIS master plan:
 - Continued work with the Trimble GPS unit into our mapping capabilities.
 - Continued to update base layers for the GIS through downloads of County data.
 - Renumbered fire hydrants according to Grid system
 - Updated sanitary sewer, water main, and storm sewer layers with data from new development.
 - Investigated discrepancies between GIS and actual; made revisions to GIS as needed.
 - Added more easement information to easement layer.
- Title searches conducted on numerous properties to determine Town easements for database.
- Operators received necessary continued education credits for licensure.
- Lab certifications and savings:
 - VELAP Approval for Certification.
 - Continued analysis for nitrates and nitrites for permit compliance.
 - TMP analysis of the plants effluent passed with all parameters well below acceptance limits.
 - Passed DCLS Audit.
- Updated Bio-solids Management Plan and permit.
- Continued to improve solids management to reduce hauling charges during cold months.
- Updated comprehensive system for tracking status and funding of Town projects.

- Continue to utilize technology to better organize resources and reduce paperwork.
- Water Treatment Facility and Water Reclamation Facility Improvements:
 - Continued training operators for license up-grades and lab certifications.
 - Continued improvements to the plants preventative maintenance program.
 - Process control and automation improvements/upgrades to valves and valve controllers at the water plant and well stations.
 - Made chemical storage and handling improvements at the well stations.
 - Installed in plant water re-use irrigation system.
- Held annual flu shot clinic for staff and Council.
- Continued semimonthly Department Head Team meetings.
- Staff participated in Active Shooter and Office Safety program.
- Initiated an enhanced management training program by offering over 30 webinars from ICMA that focused on local government management and operations.
- New benefit programs and online systems:
 - HR and Finance staff worked on new online system filings for ICMA/hybrid employee retirement program and VACORP/hybrid employee disability program.
- All personnel files were updated, organized and reviewed for adherence to state and federal law.
- Implemented new Onboarding program.
- Continued work on update to Personnel Manual.
- Replaced Town Hall and Police Department domain servers to increase speed of network and provide for additional storage.
- Awarded a hardware maintenance contact for 13 Town servers which had exhausted Dell warranty service due to age.
- Increased the mobile capabilities at Town Hall by increasing the scope of the mobile network and introducing more wireless printers.
- Upgraded Police Department's email and calendar from Outlook Web Access to Microsoft Office Outlook to enable the PD to take advantage of the full capability of the software.

- Made audio Town Council meeting recordings available on the Town website.

PUBLIC INFRASTRUCTURE:

- Dedicated shared use trail on A Street.
- Dedicated East Main Street Sidewalk Project.
- Extended lease for Good Shepherd Alliance rental of Mary's House of Hope.
- Subdivided and began rezoning request to allow the Town to sell Mary's House of Hope located on 20th Street.
- Downtown Streetscape, Phase II:
 - This project includes sidewalks, curb & gutter, storm sewer, street and landscaping work along N. 21st Street from Main Street to the entrance to the Town Parking lot. The project was advertised for bid in February, 2014, with a bid opening on March 14, 2014. Unfortunately, all bids were rejected because all bids received were deemed excessive and were much higher than the Engineer's estimate. The project was rebid in December, 2014. Jefferson Asphalt was awarded the project on February 25, 2015. Construction began in May, 2015; the substantial completion date for the project is October 30, 2015.
- E. Main Street Sidewalk:
 - Right-of-way acquisition was finalized in fall/winter 2013-2014. The East Main Street Sidewalk project was advertised in April, 2014. Bids were opened on May 13, 2014. The project was awarded to Finley Asphalt and Paving on May 28, 2014. Notice to Proceed (NTP) was issued to the Contractor on June 30, 2014. The sidewalk installation was completed in September, 2014. Some paperwork items, and a handrail (not part of the original contract), remain to be completed before the project can be closed out.
- A Street Shared Use Path:
 - This project includes the installation of an 8 foot wide shared use path along A Street from Orchard Brook Lane to Valley Springs Drive. The existing 6 foot asphalt path from Valley Springs Drive to the crosswalk to Blue Ridge Middle School will also be widened to 8 feet.
 - The project design began in October, 2013, and the project was ready to bid in March, 2014. Bids were opened on April 23, 2014. The project was awarded to Fuog/InterBuild on May 15, 2014, and Notice to Proceed was issued on July 1, 2014. The Certificate of Substantial Completion for the project was issued on November 4, 2014.

- Fireman’s Field Stadium Storage:
 - Phase A of the Fireman’s Field project, which included the ticket booth and electrical kiosk, was completed in August, 2013. Phase B of this project includes the construction of a storage building and dumpster pad on the Fireman’s Field site. Phase B was awarded to Hammerhead Construction on January 29, 2014. The Notice to Proceed was issued June 9, 2014. The Certificate of Substantial Completion for the project was issued on December 19, 2014.

- J Street Drainage Improvements:
 - J Street residents (between Nursery Avenue and 26th Street) have complained of drainage issues, including the lack of a roadside conveyance system. Using the Basic Ordering Agreement with Painter-Lewis PLC, a design for improvements to address the issues has been completed. Next steps are to complete the specifications and bid the project. VDOT maintenance funds are proposed to be used for this project. Estimated date to start construction is Spring 2016.

- North Maple Avenue Water Main Design:
 - This project includes the replacement of an aging water main along Maple Avenue from Main Street to north of Loudoun Valley High School. Project design is 100% complete, and the project is on hold.

- Emergency Generators:
 - Emergency power system added to the Main Street Well complex.
 - New generator added to the water treatment facility.
 - Added emergency generator capabilities to the Marsh well.

- Upgraded chemical delivery system at the raw water building:
 - Chemical feed system has been upgraded to meet with VDH requirements based on previous sanitary survey inspection.

- Development Plan review and approval:
 - Staff reviewed plans for proposed development within the Town, including the following: Mayfair subdivision (both residential and industrial portions), Catoctin Corner, Chick-fil-A site plan amendment (Purcellville Gateway), Morgan Meadow plat, Dragon Yong In.

- Development Inspection Program:
 - Town inspectors oversaw the installation of water, sanitary sewer, storm sewer, sidewalk, curb & gutter, and roadways on various projects, including Purcellville Gateway, Purcellville Green (residential townhouse project N. 21st Street), East Main Street Sidewalk Project, Fireman’s Field Storage Building, A Street Shared Use path, various residential

water/sewer connections.

- Permits for Work in the ROW:
 - Town inspectors' monitored work in the right-of-way at performed by private utilities (Dominion Power, Verizon, and Comcast), private contractors, and private individuals.
- Cross Connection Control Program:
 - Annually, the Town sends out letters to businesses that have active backflow prevention devices. The letter requests that the devices have their annual testing completed with documentation to be submitted to the Town. This program is an essential element to keep the Town's water supply safe from contamination.
- Grease and Grit Policy and Program:
 - Letters were sent to all auto and food service establishments requesting the submission of maintenance records on an annual basis. 16 of 37 establishments have submitted their records. Site visits will be made to the non-responsive establishments.
- Facilities Standards Manual:
 - Revisions of all chapters including Materials Specs booklet.
 - Additional staff review needed for final version.
 - Investigation of other jurisdictions' SWM BMP agreements.
- IFB's:
 - 21st and 23rd Streetscape Improvements: Phase II
 - Emergency Power Generators for Main Street Treatment Facility
- Operations core duties developed and regular infrastructure inspection, evaluation and maintenance/replacement of infrastructure:
 - Staff updated core duties and schedule of tasks calendar.
 - Staff developed protocol for acceptance of infrastructure into the Town's utility system.
- Sanitary Sewer Maintenance Plan:
 - Developed planning alternatives and rehabilitation and replacement strategy.
- Preventative maintenance on equipment and vehicles:

- Maintenance staff has conducted preventative maintenance activities for all Town owned vehicles and equipment, including the Police Department, such as changing oil, rotating tires, lubing equipment and vehicles to save money and reduce outsourcing.
- Fire Hydrant preventative maintenance program:
 - Staff installed over 400 hydrant markers to help with location during the winter season as well as flushing, lubing, and painting.
- Completed inventory on all signs and crosswalks.
- Finance and PW staff completed field audit of commercial water meters to verify utility billing accuracy.
- Implemented monitoring plan for water system:
 - LT2 & DBPs requirements
 - E. Coli monitoring of Reservoir
- Approved Brown settlement agreement for land condemnation to build SCR (A Street).
- Approved regional cooperative approach to addressing Grey storm water drainage issue.
- Conducted sidewalk and concrete repairs throughout the Town.
- Completed annual paving and patch work throughout the Town.
- Completed painting, striping and thermos-plasting of road indicator demarcations throughout Town.

PUBLIC SAFETY:

- Recruited new Police Chief.
- Hosted 2 drug take back programs in conjunction with other County law enforcement organizations resulting in hundreds of pounds of pharmaceutical products being properly received and destroyed.

- Facilitated transfer of the Virginia Fire Funds grant to the Purcellville Volunteer Fire Company.
- PD maintained State Accreditation by Virginia Law Enforcement Professional Standards Commission.
- PD has a certified CIT (Crisis Intervention Team) Instructor. 40% of Town patrol staff is CIT trained, which is much higher than surrounding jurisdictions.
- PD continued vacation house checks, finger printing and ride-a-long programs.
- PD continued participation in Click it or Ticket Campaign.
- PD participated in a highly successful DWI checkpoint with Loudoun County Sheriff's Office and Virginia State Police.
- PD participated in a multi-jurisdictional Active Shooter Rescue training scenario.
- Three members of the PD selected to attend Police Bicycle School training and bicycle patrol will be deployed shortly.
- Conducted the Annual Purcellville Police Awards Dinner.
- Cpl. Paul Kakol was selected as the Purcellville Police Department Police Officer of the Year for 2015.
- Maintained the Purcellville Police Citizen's Support Team (PCST).
- Maintained Purcellville Police Youth Explorer Post 1908.
- Continued Community Engagement Programs (Homework Club and Shop with a Cop Program).
- Held "Save our Youth" Town Hall Program.
- In 2014, the PD had an approximate 30% increase from 2013 in calls for service.
- The PD conducted its first ABC check of retail establishments in Town to determine compliance with ABC laws.
- Sgt. Rob Wagner and Cpl. Ryan McDaniel were recognized by the Fairfax area chapter of Mothers Against Drunk Drivers (MADD) for their efforts in combating impaired driving.

- PD provided support to several special events in Town (5k races, Wine and Food Festival, 4th of July Parade, Halloween Block Party and Christmas Parade).
- Continued to provide emergency services during snow removal and storms.

LEGISLATIVE/POLICY:

- The Town Council and staff continued to participate on VML Policy Committees that meet twice a year to set up agendas for the upcoming legislative session.
- Participated with Northern Virginia Regional Commission.
- Participated in VML Town Section Meetings that are held throughout the state to update towns on issues impacting them as a result of the most recent General Assembly Legislative Session.
- Town Manager participated in the quarterly meetings of the Loudoun County Administrator/Town Managers.
- Held intense two day Strategic Planning Session to set Town Council's Vision for the Town of Purcellville.
- Developed new process for filling vacancies on committees, commissions and boards.
- Adopted new and updated Purcellville's Vision, Mission Statement, Core Values and Strategic Initiatives.
- Established four Town Council teams to address the action agendas for the Town of Purcellville's Strategic Initiatives.
- Adopted Town Council Code of Ethics.
- Adopted Council Norms and Procedures.
- Adopted Public Meeting Conduct Policy.
- Developed Rules for Agenda Development, Public Hearings and Citizen Comments.
- Adopted a Town Council Member's Communication and Activities Disclosure process.

- Adopted a Travel and Training Reimbursement Policy for elected and appointed officials.
- Established new expanded rules for Statements of Economic Interest for staff, committees, commissions and boards.
- Worked with Planning Commission to adopt a process to begin the new Comprehensive Plan review.
- Adoption of Town's new BLA/Annexation Process.
- Complied with continuing disclosure requirements for Public Debt Issuance. Staff established an Electronic Municipal Market Access (EMMA) account and filed required financial documents on the website.
- Loan management and arbitrage rebate calculations:
 - Reviewed and documented continuing disclosure and IRS requirements related to the management of tax exempt loans.
- Tax compliance associated with properties/facilities funded with tax exempt debt:
 - Staff worked with the Town's bond counsel and department heads to review any private use of properties/facilities associated with tax exempt loans to ensure compliance with Federal Tax laws.
- Updates completed to Town's Purchasing and Procurement Manual.
- Public Works Policy Review & Updates:
 - Staff developed a brochure to simplify the Town of Purcellville Grease/Grit Interceptor Policy and Program.
 - Town staff developed a listing of the location and function of all Best Management Practices that are currently utilized in the Town for storm water management. This listing was shared with Loudoun County as well.
 - Updated all Utility brochures.
 - Updated Town Safety Manual.
- Interviewed and appointed 34 volunteers to serve on our committees, commissions and boards.
- Organized committee/task force to review the website.
- Town hosted first Appreciation Banquet for Town Committee, Commission and Board members.
- Hosted Town Association of Northern Virginia's quarterly meeting.

COMMUNITY EVENTS AND OUTREACH:

- Hosted the first general Citizen Feedback Session.
- Mayor delivered State of the Town program to both PBA and the public in a general meeting.
- Developed and implemented new Citizen Survey
- Town Council participated in 7 ribbon cuttings and business dedications.
- Completed second year of the Town of Purcellville/PBA Volunteer of the Year awards program.
- Issued numerous press releases and updates on the Town website.
- Participated in task forces, subcommittees, community workshops and HOA meetings.
- Issued leak check brochure.
- Hosted 2015 Community Clean-up.
- Worked with American Legion to hold the Memorial Day Program.
- Provided support to multiple races within our community.
- Provided support to the Town Wide Tag Sale.
- Helped Purcellville Volunteer Fire Department hold the 4th of July Parade.
- Daily updates to the Town website.
- Hosted “Welcome Summer Picnic” at the Main Street Commons Apartments and Purcellville East Apartments.
- Hosted Annual Health and Public Safety Day.
- PD participated in the Fraternal Order of Police Santa Cop Program where eleven local children shopped with officers.
- PD continued Homework Assistance Program at Main Street Apartments.
- Town Council, PD and staff participated in Annual National Night Out program

- Conducted numerous Police Station tours for Scouts and day care center participants.
- Hosted annual Town Shred Event.
- Staff support to Eagle Scout and Girl Scout Gold Award Projects.
- Hosted 5th Annual Loudoun Grown Expo.
- Hosted 4th Annual Purcellville Wine and Food Festival.
- Conducted tours of Water Treatment Plant and Wastewater Treatment Plant for students from Loudoun Valley High and Woodgrove High.
- Maintained outreach website with information on WaterSense, rebate program, energy star efficient, rain barrels and drinking water reports, leak detection, grease & grit brochure, and water & sewer rates.
- Provided assistance with organization and clean-up of Halloween Festival.
- Coordinated tours of the Town Hall for Girl Scouts, Boy Scouts and youth groups.
- Recognized Loudoun Valley High School Cross Country State Champions.
- Recognized Loudoun Valley High School State Golf Champions.
- Recognized Loudoun Valley High School State Lacrosse Champions.
- Recognized Loudoun Valley High School's DECA Champions.
- Recognized Loudoun Valley High School's Debate Team State Champions.
- Recognized Loudoun Valley High School's Boys Track Team State Champions.
- Recognized Loudoun Valley High School's Theater State Champions.

ENVIRONMENT:

- Assisted with organizing the Town Wide Cleanup with Keep Loudoun Beautiful.
- Received Green Government Challenge, Silver Certification at the VML Conference.

- Conducted a Rain Barrel Workshop.
- 64-gallon Recycling Cart Town-wide project continues to increase in participants with 1,080 carts distributed throughout Town at the end of FY15. Benefits include increased recycling rates due to the ease of use and size. These carts have lids which reduce the potential for wind-blown debris and litter.
- Continued to provide inspection and support for the Chapman DeMary Trail which is located in the conservation easement in Catoctin Creek Stream Corridor.
- Continued rebate program for high-efficiency toilets and clothes washers (15 rebates in FY15) as well as rain barrels (3 rebates in FY15).

COMMUNITY DEVELOPMENT:

- Adopted 2014 EDAC Tourism Plan.
- Assisted in the establishment of 29 new businesses and 27 new home occupations.
- Assisted in the expansion of 5 businesses, 2 of which were accessory uses (food trucks).
- Assisted in the relocation of 12 businesses to Purcellville.
- Issued 2 temporary occupancy permits (1 fireworks sales and 1 Christmas tree sales).
- Zoning Ordinance text amendment adding “Commuter parking lot. Parking lots or structures designed for short term parking of vehicles, the occupants of which transfer to public transit to continue their trips” to the list of uses permitted by special use permit in the IP Institutional and Public Use District.
- Zoning Ordinance text amendment adding “The above ground and below ground storage, distribution, but not refining, of petroleum, propane and other flammable liquids: the parking and storage of vehicles designed to distribute such liquids off site; the fueling of propane fueled vehicles; and the outside or inside storage of propane tanks” to the list of permitted uses in the CM-1 Local Service Industrial District.
- Amended the Town’s 2025 Comprehensive Plan to show that the Brown property and the Town property are planned for “Agricultural/Tourist Commercial” land uses and amended the zoning map to show that the Brown property and the Town property are zoned Agricultural Conservancy/Commercial. The property was previously zoned X Transitional.

- Development Applications approved:
 - Approved the following:
 - Mayfair Residential Construction Plans
 - Mayfair Route 611 Construction Plans
 - Mayfair Industrial Construction Plans
 - Butterfly Gourmet/E. Main Street Minor Site Plan
 - Purcellville Gateway Minor Site Plan Amendment (Chick-fil-A)
 - Wilcott 11th Street Minor Subdivision
 - Purcellville Gateway Minor Subdivision
 - Town of Purcellville/Mary's House of Hope Minor Subdivision

- Community Development staff is reviewing the following applications submitted during FY 14/15:
 - ULYFL Fields/Loudoun County Parks & Rec./Fields Farm Site Plan
 - Southern States Site Plan
 - Catoctin Corner Grading Plan
 - Mayfair Residential Record Plat
 - Mayfair Industrial Record Plat
 - McDonald's Restaurant/N. Maple Avenue Site Plan
 - Vineyard Square Site Plan
 - Morgan Meadows/Bowman Subdivision
 - Dragon Yong-In Site/N. 21st Street Plan Amendment
 - Valley Energy/Bailey Lane Site Plan
 - Mayfair Residential Construction Plan Amendment
 - Mayfair Industrial Construction Plan Amendment
 - Jiffy Lube request for text amendment
 - County request for text amendment for commuter parking in the C1 District

- Issued special use permits to McDonald's Restaurant for an eating establishments in excess of 4000 square feet and a restaurant with a drive thru for redevelopment at their current location on North Maple Avenue.

- Processed the following permits:
 - Zoning – 198
 - Occupancy – 105 (plus 7 temporary occupancies)
 - Sign – 138

- Performed 102 occupancy inspections.

- Performed 186 zoning code violation inspections resulting with a warning.

- Performed 28 lawn violation inspections resulting in sending formal notices.

- Issued 15 formal notices of violation.

- Processed or finalized 19 performance bond releases or reductions. Staff conducted the required zoning inspections.
- Prepared agendas and staff reports for 20 regular meetings, 17 work sessions, and 4 public hearings held by the Planning Commission. Additionally, the Planning Commission held 1 joint public hearing with the Town Council.
- Staff prepared for and attended a special work session conducted by Mike Chandler.
- Continued review of land uses in the zoning ordinance with the Planning Commission. Prepared draft amendments for 3 public input sessions.
- Prepared agendas and staff reports for 6 meetings held by the Board of Architectural Review. The Board reviewed 5 applications for Certificate of Design Approval. The BAR also discussed proposed redevelopment of a commercial property and reviewed the design of a proposed development.
- Staff support for 2 organizational meetings of the Board of Zoning Appeals. Prepared agendas and supporting documents for 2 appeals of the Zoning Administrator's determination.
- Staff provided support to the Economic Development Advisory Committee.
- Updated Town's Official Zoning Map.
- Continued the Shop Purcellville program.
- Approved plan to equalize proffers with Purcellville Volunteer Rescue Squad.

GOVERNMENT OPERATIONS/SERVICES:

- The Town maintained AAA rating from Standard and Poors and AA from Fitch and Aa2 from Moody's, all exceptional first time credit ratings. Fitch confirmed the Aa2 rating during a rating review in August 2015
- Received Unqualified Audit Opinion for FY14
- Recruited new Assistant Town Manager.
- Staff established an Electronic Municipal Market Access (EMMA) account and filed required financial documents on the website to comply with continuing

disclosure requirements for public debt issuance.

- Reviewed/documentated continuing disclosure and IRS requirements related to management of tax exempt loans. Prepared schedule of due dates for arbitrage rebate calculations.
- Staff worked with the Town's bond counsel and department heads to review any private use of properties/facilities associated with tax exempt loans to ensure compliance with Federal tax laws.
- Finance Dept. maintained an excellent collection rate on receivables:
Utility Accounts at 99.8% at 60 days out
Real Estate Tax at 99% at 365 days
Personal Property Tax at 98% at 365 days
- Staff continues to work with our consultants to provide information for updates to the Town's major CIP projects.
- PW staff worked with VDOT to call bond on improvements on Route 690 South and A Street.
- Hosted meeting with Verizon to discuss FiOS options.
- Revised lease to preserve use of Magnolia's parking lot next to Train Station.
- Maintained management and accounting for Grants & Funds Request:
 - Staff applied for VDOT Revenue Sharing Grants, NVTA Funds & Gas Tax funds for the Town.
 - Staff maintained tracking and improved estimation to ensure VDOT funds are properly allocated and used within their respective timeframe.
- Finance staff assisted with procurement projects including vehicle purchases, event management services, vehicle leasing options, telephone services, etc.
- Maintenance staff continued to conduct preventative maintenance activities such as changing oil, rotating tires, lubing equipment on Town owned equipment and vehicles to save money and reduce out sourcing.
- IT Dept. continued assisting Town staff and Town Council in the use of new technology.
- Maintained Bid Board on the Town's website to facilitate bidding on Town projects.

- Achieved and maintain 100% compliance on all water quality parameters regulated by the Virginia Department of Health (VDH) and Virginia Department of Environmental Quality:
 - Successfully passed DEQ inspections at Wastewater Facility for plant operations and air compliance permit
 - Successfully passed VDH inspection at Water Treatment Facility
 - No permit parameter violations for 2014.
- Staff met with Verizon and Dominion Virginia Power management to deal with unnecessary outages that occurred within our community.
- Numerous title searches conducted on properties to determine Town easements for database.
- Staff continued to provide support for Tree Farm and Community Garden by mowing and watering at the Tree Farm and tilling and cleaning the Community Garden.
- Staff continued to provide facility maintenance to all Town owned properties.
- Continued the practice of posting all website documents within one day of receipt by staff.
- Initiated Forestry Management Program – consultant procured to provide selective cut plan for Spring 2016.
- Initiated bulk water sales pilot project.
- Most capital projects completed with minimal town taxpayer funds. Each of these projects involved a mix of Federal Grants, VDOT Revenue Sharing, Loudoun County Grants, NVTA Funding, and Loudoun County settlement funds to minimize the cost to our citizens.

AWARDS/GRANTS/FUNDING:

- Applied for and received \$5,000 grant from the Virginia Commission on the Arts FY 2016 Local Government Challenge Grant.
- Received Visit Loudoun's 2014 Tourism Event of the Year Award.
- Received the Virginia Department of Health's Excellence in Water Award.
- Received VML's Green Government Challenge, Silver Certification.

- Received ICMA's Certificate of Distinction for exceeding the standards by the ICMA Center for Performance Measurement.
- Received Town's 7th GFOA Certificate of Achievement for Excellence in Financial Reporting for FY14 CAFR.
- Received Town's 6th GFOA Distinguished Budget Presentation Award.
- Staff worked with Bank of New York Mellon to prepare the final arbitrage rebate calculation for the tax exempt 2010 Suntrust loan (defeased) following the drawdown of all loan proceeds.
- Received Byrne Justice Assistance Grant Funding – DOJ – \$500 for ammunition for the Police Department.
- The Town received almost \$154,000 in revenue in FY 2015 from the cellular antenna and cable hub leases at the water tower property. This was an increase of almost \$8,000 over the budgeted amount.
- Administration continued the monitoring and reporting of the Byrne Justice Assistance Grants to the Department of Criminal Justice Services. As of the end of FY 2015 all PPD Byrne grants have been finally reported and closed.
- Received State Litter Grant Funds in the amount of \$3,019. Funds used to pay towards recycling cart program leases and purchase of 100 recycled content bags for distribution at Town events as an educational tool demonstrating the benefits of recycling.
- Fire Funds Grant – Aid to Localities: \$24,480 was applied for and passed through to the Purcellville Volunteer Fire Company.
- The Town was awarded \$750 by Keep Virginia Beautiful to start a “green spot” pilot program for trash and recycling collection and education centers to be located at strategic locations during the Town's major community events. The centers have been constructed and were successfully used at the 2015 Wine and Food Festival.
- Awarded \$4,000 matching marketing grant by Visit Loudoun for the Wine and Food Festival.
- The Wine and Food Festival received the People's Choice Award from Virginia Wine Lover Magazine in the category” Best Wine Festival in the Northern Region.”

- The Wine and Food Festival received the People’s Choice Award from Virginia Wine Lover Magazine in the category” Best Wine Themed Getaway.”

ACCOMPLISHMENTS OF TOWN COUNCIL **FOR FY 13/14**

The following accomplishments are not taken in any specific order or priority but identify many of the extensive projects and tasks that the Town Council and staff addressed during FY 13/14. In the development of the document, it is likely that some key items have been overlooked however, the volume of work and accomplishments are clearly identified.

PARKS AND RECREATION / OPEN SPACE:

- Staff provided support at the Parks and Recreation Advisory Board meetings.
- Planned and organized the Christmas in Purcellville events.
- In conjunction with the Committee on the Environment, provided support to the Community Garden with 18 renters for the plots.
- Planned, organized and ran the 4th Annual Loudoun Grown Expo event.
- Planned, organized and ran the 3rd Annual Purcellville Wine and Food Festival.
- Hosted 1st Annual Purcellville Music and Arts Festival.
- Assisted a number of town and outside group events; Painting Purcellville Green, Heritage Day, Rock The Field, Memorial Day Ceremony, Sara Smiles Fundraiser, DEA Drug Takeback.
- Partnered with Teen Center, Inc. to hold 3rd Annual Summer Movie and Skate Nights throughout the summer.
- Held Annual 9/11 Remembrance Ceremony in honor of our local first responders and the memory of all of those who lost their lives in the terrorist attacks on September 11, 2001.
- Hosted Greater Loudoun Babe Ruth 13-15 Year-old World Series at Fireman's Field in late August.
- Dedicated a plaque at Fireman's Field in honor of Donald N. Rose, Sr. for his dedication to youth sports in Loudoun County.
- Continued Annual Sports League Funding in the budget in the amount of \$5,200 and awarded this to groups within our community.
- Hosted Loudoun Vistors Center at the Train Station.

ORGANIZATIONAL IMPROVEMENTS:

- Conducted Senior Staff Retreat at Patrick Henry College on September 12, 2013.
- Continued an internship program with two interns serving in the Administrative Office and several interns serving at field locations.
- Both the Town Manager and Assistant Town Manager completed the required training and reporting to maintain their ICMA Credentialed Manager status.
- Received an Unqualified Audit Opinion for FY13.
- Complied with A-133 Audit Requirements for FY13.
- Elizabeth Krens maintained certification as a Master Governmental Treasurer (MGT) by the Treasurer's Association of Virginia.
- Continued surplus property sales via online auctions using Public Surplus website. This has continued to increase sale efficiency and revenues, expedite property sales and removal and eliminate money collection issues from the Finance Department. This process also allows for national exposure for sales as well as the ability of the buyer to pay with credit card. The buyer pays all vendor fees so the Town is able to retain the full purchase price of the items.
- Continued with a priority goal of allowing all staff members to obtain additional training and professional development.
- Staff continued further training and use of the Dominion Streetlight Outage Reporting database linked with resident online streetlight outage reporting form available on the Town website. Staff worked with Dominion to fine tune the reporting and update the streetlight inventory throughout Town. Reports of streetlight outages may now be directly reported to Dominion online and in real time. Staff has the ability to monitor progress and ensure the issue is resolved.
- In conjunction with access to the Dominion Streetlight Outage System database, staff created an online streetlight issue reporting form accessible from the top page of the Town website under the "I Want To" section. This form permits residents to submit reports concerning streetlight outages and issues online. The form is then immediately distributed to trained staff for direct entry into the Dominion SORS for repair. Staff then follows-up on repair requests daily to ensure they are completed in a timely fashion. The expeditious repair of streetlights is essential as adequate lighting in public areas such as sidewalks and roadways is a matter of public safety and welfare. The Town's response time to repair requests has been significantly expedited and the overall efficiency in Dominion's operations helps ensure inoperable streetlights in Purcellville are repaired quickly so as to minimize outages.

- An online form, accessible from the Town website's main page's "I Want To" section was created to allow residents to report street and utility issues 24 hours a day directly to Public Work's staff. The form also permits a resident to upload pictures to assist Town staff with reported problems and issues.
- Staff trained and received First Aid Certification.
- Operators received necessary continued education credits for licensure.
- Public Works employee received training on Public Works Certification.
- Water and wastewater operators continued training for license up-grades and lab certifications.
- Lab certifications and savings:
 - VELAP Approval for Certification
 - Continued analysis for nitrates and nitrites for permit compliance
 - TMP analysis of the plants effluent passed with all parameters well below acceptance limits
 - Passed DCLS Audit
- Process control and communications enhancements:
 - Automation of system monitoring and control from the plant.
 - Upgraded the security system connectivity at the Wastewater Treatment.
 - SCADA connected to wells and pump stations.
- Continued to improve solids management to reduce hauling charges during cold months.
- Updated comprehensive system for tracking status and funding of Town projects.
- Continue to utilize technology to better organize resources and reduce paperwork.
- Water Treatment Facility and Water Reclamation Facility Improvements:
 - Continued training operators for license up-grades and lab certifications
 - Continued improvements to the plants preventative maintenance program
 - Process control and automation improvements/upgrades to valves and valve controllers at the water plant and well stations
 - Made chemical storage and handling improvements at the well stations.
- Reorganized Administration Department.
- Continued to work with the Town's PIO firm with public communications and outreach programs.
- Held annual flu shot clinic for staff and Council.

- Completed Emergency Response Guide for staff members to follow when dealing with emergency workplace issues.
- Reviewed and helped staff update Tourism Brochure for summer events.
- Developed a process for volunteers to complete projects on public property.
- Continued semimonthly Department Head Team meetings.

PUBLIC INFRASTRUCTURE:

- Drilled two new wells at Nature Park. Installed pipeline from well head to Forbes well treatment facility.
- Design work for new groundwater facility on Short Hill Road is 90% complete.
- Completion of 60% design of Main/Maple Intersection Improvements underway. Project is currently under design but on hold until a funding source can be determined. Staff and the Town's consultant have been seeking external funding sources to minimize the Town's contribution to this investment.
- East Main Street Sidewalk Project:
 - Right-of-way acquisition was finalized in fall/winter 2013-2014. Project was advertised in April, 2014. Bids were opened on May 13, 2014. The project was awarded to Finley Asphalt and Paving on May 28, 2014. Notice to Proceed (NTP) was issued to the Contractor on June 30, 2014.
- 33rd and Country Club Road reconstruction and water main replacement project was substantially completed by November 15, 2013. Audit of project documentation was completed and final requisition was drawn in April 2014.
- A Street Share Use Path project includes the installation of an 8 foot wide shared use path along A Street from Orchard Brook Lane to Valley Springs Drive. The existing 6 foot asphalt path from Valley Springs Drive to the crosswalk to Blue Ridge Middle School will also be widened to 8 feet. The project design began in October, 2013, and the project was ready to bid in March, 2014. Bids were opened on April 23, 2014. The project was awarded to Fuog/InterBuild on May 15, 2014.
- North Maple Avenue Water Main Design project includes the replacement of an aging water main along Maple Avenue from Main Street to north of Loudoun Valley High School. Project design is 100% complete, and the project is on hold.
- Downtown Enhancements project underway, Phase II includes sidewalks, curb & gutter, storm sewer, street and landscaping work along N. 21st Street from Main Street to the entrance to the Town Parking lot. The project was

advertised for bid in February, 2014, with a bid opening on March 14, 2014. Unfortunately, all bids were rejected because all bids received were deemed excessive and were much higher than the Engineer's estimate. Town intends to re-bid at a later date.

- Fireman's Field Stadium Storage and Ticket Booth Facilities Phase A of the project, which included the ticket booth and electrical kiosk, was completed in August, 2013. Phase B of this project includes the construction of a storage building and dumpster pad on the Fireman's Field site. Phase B was awarded to Hammerhead Construction on January 29, 2014. The Notice to Proceed was issued June 9, 2014. The Contractor must reach substantial completion in 90 days and final completion in 105 days.
- Conducted painting, striping and thermo-plasting of road indicator demarcations throughout Town.
- Town Inspectors monitored work in the right-of-way at performed by private utilities (Dominion Power, Verizon, Comcast), private contractors, private individuals.
- Town Inspectors oversaw the installation of water, sanitary sewer, storm sewer, roadways on various projects, including Purcellville Gateway, Purcellville Green (residential townhouse project N. 21st Street), N. 33rd Street and Country Club Drive Roadway Reconstruction and Water Main Replacement Project, various residential water/sewer connections.
- Cross Connection Control Program - annually, the Town sends out letters to businesses that have active backflow prevention devices. The letter requests that the devices have their annual testing completed with documentation to be submitted to the Town. This program is an essential element to keep the Town's water supply safe from contamination.
- Grease and Grit Policy and Program
 - Non-Compliance letters sent to all auto and food services establishments requesting submission of maintenance records on an annual basis.
 - 16 of 37 establishments have submitted their records.
 - Site visits will be made to the non-responsive establishments.
- Staff updated core duties and schedule of tasks calendar for regular infrastructure inspection, evaluation and maintenance/replacement of infrastructure.
- Staff developed protocol for acceptance of infrastructure into the Town's utility system.
- Sanitary sewer rehabilitation work design complete. Pump station drawdown tests were conducted to determine true capacity. Sewer model updates for new

developments.

- Hirst Reservoir operations and maintenance certificate to operate was submitted to DCR and was conditionally approved.
- Implemented a water main maintenance strategy to optimize planned vs. reactive maintenance.
- Developed planning alternatives and rehabilitation and replacement strategy for sanitary sewer maintenance.
- Staff installed over 400 hydrant markers to help locate them during the winter season.
- Conducted fire hydrant preventive maintenance program consisting of flushing, lubing and painting.
- Implemented monitoring plan for water system
 - LT1 & DBPs requirements
 - E. Coli monitoring of Reservoir
- Inventoried all signs, crosswalks and conducted traffic counts. Information on traffic counts provided to the Police Department.
- Completed annual paving and patch work throughout the Town including A Street.
- Conducted sidewalk and concrete repairs throughout the Town.
- Staff reviewed plans for proposed development within the Town proposed development within the Town, including the following: Mayfair subdivision, Catocin Corner, Purcellville Gateway site plan amendment, Loudoun County – Alder School Road project as it affects the Town water line, McDonald’s (N. Maple Ave.), Southern States (N. 21st Street), Upper Loudoun Youth football League fields (Hillsboro Road).
- Revised all chapters of Facilities Standards Manual including Materials Specs booklet. Additional staff review needed for final version.
- IFB’s:
 - 21st and 23rd Streetscape Improvements: Phase II
 - East Main Street Sidewalk Project
 - A Street Shared Use Path
- Public Works conducted the following core duties:
 - Work orders processed: 1,566
 - CCTV Sewer Lines: 14,815 LF

- Emergency Hydrant Repair 1
- Water breaks: 6
- Sewer backups: 6
- Clean outs installed: 11
- Miss Utility Tickets: 1,014
- Meter Re-Reads: 300
- Meters Shut Off: 89
- Meters Turned On: 73
- New Meters installed 25
- Replaced Meters: 3
- Replaced Registers: 41
- Leak Checks: 136
- Replaced MIU (Radios): 45
- Customer Complaints: 100
- Installed storm pipe at Fireman's Field
- Addressed drainage issues on Maple Avenue
- Extended storm drain pipe that was flooding residents back yard
- Addressed storm drain issues on J Street
- Installed a fence at Fireman's Field for children's safety
- Assisted Visit Loudoun with preparation for LOVE sign reveal
- Facility maintenance to all town owned properties, specifically Town Hall
- Preventative maintenance program on heating and cooling systems at the Tabernacle and Train Station
- Continued mowing operations town wide

PUBLIC SAFETY:

- Hosted 2 drug recycling programs (April and September) with DEA which resulted in hundreds of pounds of pharmaceutical products being properly received and destroyed.
- Facilitated transfer of the Virginia Fire Funds grant to the Purcellville Volunteer Fire Company.
- PD maintained State Accreditation by Virginia Law Enforcement Professional Standards Commission.
- PD continued vacation house checks, finger printing and ride-a-long programs.
- PD continued participation in Click it or Ticket Campaign

- PD conducted DUI checkpoints.
- PD responded to 16,610 calls for service.
- PD investigated 116 motor vehicle accidents.
- PD investigated 136 serious crimes.
- PD issued 1,165 traffic violations.
- PD investigated 841 incident reports.
- PD issued 328 parking violations.
- PD placed 3rd in the 2013 Virginia Chief's Traffic Safety Challenge.
- Officer Clark McDaniel was named the American Legion's Police Officer of the Year.
- Conducted the Annual Purcellville Police Awards Dinner.
- MPO Richard Costello maintained his Virginia Forensic Academy Certification.
- Chief Smith on the Virginia Association of Chiefs of Police (VACP) Foundation Board of Directors.
- Chief Smith remained on the ITT Institute Criminal Justice Curriculum Advisory Board.
- Lieutenant Jim Rust remained on the Loudoun Police Directed Towing Advisory Board.
- Sergeant John Kelly attended the "Leadership in Changing Times" training at Virginia Tech.
- Sergeant Robert Wagner and Officer Clark McDaniel received regional MADD awards.
- Chief Darryl Smith received the 2014 Loudoun Jack and Jill Legacy Award.
- Maintained the Purcellville Police Citizen's Support Team (PCST)
- Maintained Purcellville Police Youth Explorer Post 1908.
- Major crimes down 2008 – 220, 2009 – 203, 2010 – 215, 2011 – 161, 2012 – 159, 2013 – 156.

- Purchased one new vehicle for PD fleet.
- Conducted sidewalk and concrete repairs throughout the Town.
- Installed fence at Fireman's Field for children's safety.
- Continued to provide emergency services during snow removal and storms.
- Worked with the Police Department and court system to get full restitution from the juveniles who vandalized Fireman's Field.

LEGISLATIVE/POLICY:

- The Town Council and staff continued to participate on VML Policy Committees that meet twice a year to set up agendas for the upcoming legislative session.
- Mayor Lazaro continued to serve on the Legislative Committee and the VLGMA Executive Committee.
- The Mayor and Town Manager continued to be active in Northern Virginia Regional Commission with the Mayor serving as the Chairman of this Regional Board.
- Council member Priscilla continued to serve on the County appointed Advisory Board dealing with utilities and storm water issues.
- Participated in VML Town Section Meetings that are held throughout the state to update towns on issues impacting them as a result of the most recent General Assembly Legislative Session.
- Mayor Lazaro participated in COLT.
- Expanded the Committee, Commission and Board Code of Conduct to address areas of enhancements requested by Town Council.
- Town Manager participated in the quarterly meetings of the Loudoun County Administrator/Town Managers.
- Continued new meeting process which allowed the Town to implement efficiency recommendations identified by Council. This process involved going from multiple meetings in a committee structure to a Committee as a Whole operation.
- Policy Review & Updates:
 - Grease/Grit Interceptor Policy
 - Staff developed a brochure to simplify the Town of Purcellville Grease/Grit Interceptor Policy and Program.

- Town staff developed a listing of the location and function of all Best Management Practices that are currently utilized in the Town for storm water management. This listing was shared with Loudoun County as well.
 - Updated Emergency Response Plans: Staff developed emergency plans for each division
 - Water Leak Policy
- Created Security Access Policy to better manage key and badge distribution and to ensure that staff understands and adheres to the policy regarding the protection and security of the Town facilities and the information contained therein.
 - Members of Town Council and staff attended a FOIA program hosted by the Town of Leesburg.
 - Town Manager hosted the local JMU Graduates Manager’s Program for Loudoun County which included the Clerk of the Court, County Administrator, Lovettsville Town Manager and previous Town Manager for Round Hill.

COMMUNITY EVENTS AND OUTREACH:

- Hosted 2014 Community Clean-up.
- Worked with American Legion to hold the Memorial Day Program.
- Provided support to three road races within our community.
- Participated in monthly PBA meetings for business networking. Council member Lehr also serves on their board of directors.
- Provided support to the Town Wide Tag Sale.
- Published two *Purcellville Citizen Update* Community Newsletters.
- Helped Purcellville Volunteer Fire Department hold the 4th of July Parade.
- Daily updates to the Town website.
- Hosted “Welcome Summer Picnic” at the Main Street Commons Apartments and Purcellville East Apartments.
- Hosted Annual “Back to School Jam” at Main Street Commons Apartments and Purcellville East Apartments.
- Hosted Annual Health and Public Safety Day.

- PD participated in the Fraternal Order of Police Santa Cop Program where eleven local children shopped with officers.
- PD continued Homework Assistance Program at Main Street Apartments.
- PD participated in annual Senior Caroling Sing-Along Christmas program.
- Town Council, PD and staff participated in Annual National Night Out program.
- Mayor and Town Council members attended Blue and Gold Scouting Events.
- PD Support Team, officers and Town staff served meals at Tree of Life.
- Conducted 2nd Annual Soap Box Derby.
- In conjunction with the Carver Center, provided meals for the homeless.
- Participated in Spring Clean-up at Mary's House of Hope.
- Conducted numerous Police Station tours for Scouts and day care center participants.
- Hosted annual Town Shred Event.
- Staff support to Eagle Scout and Girl Scout Gold Award Projects.
- Hosted 13-15 year old Babe Ruth World Series.
- Hosted 4th Annual Loudoun Grown Expo.
- Hosted 3rd Annual Purcellville Wine and Food Festival.
- Conducted tours of Water Treatment Plant and Wastewater Treatment Plant for students from Loudoun Valley High and Woodgrove High.
- Maintained outreach website with information on WaterSense, rebate program, energy star efficient, rain barrels and drinking water reports, leak detection, grease & grit brochure, and water & sewer rates. .
- Provided assistance with organization and clean-up of Halloween Festival.
- Coordinated four tours of the Town Hall for Girl Scouts, Boy Scouts and youth groups.

ENVIRONMENT:

- Assisted with organizing the Townwide Cleanup with Keep Loudoun Beautiful.
- Received Green Government Challenge, Silver Certification at the VML Conference.
- Conducted a Rain Barrel Workshop.
- Successful 64 gallon Recycling Cart Town-wide project roll-out with 939 carts distributed throughout Town at the end of FY13. Benefits include increased recycling rates due to the ease of use and size. These carts have lids which reduce the potential for wind-blown debris and litter.
- Continued to provide inspection and support for the Chapman DeMary Trail which is located in the conservation easement in Catocin Creek Stream Corridor.
- Maintained E2 status for all 3 divisions as part of the environmental compliance program:
 - Environmental Enterprise status in the environmental compliance program from DEQ.
 - Meeting Environmental Management System regulations for the chemicals that will be used as part of the upgrades.
 - Recycled 998 lbs. of cardboard, plastics and paper.
- Processed rebates for high-efficiency toilets and clothes washers as well as rain barrels. 36 rebates for high-efficiency toilets and clothes washers in FY 2014.

COMMUNITY DEVELOPMENT:

- Assisted in the establishment of 35 new businesses and 21 new home occupations.
- Assisted in the expansion of 5 businesses.
- Assisted in the relocation of 6 businesses to Purcellville.
- Worked closely with the Purcellville Gateway Shopping Center and Shoppes at Main & Maple to support the opening of new businesses.
- Zoning Ordinance text amendment regarding additions and deletions to the parking regulations and text amendments deleting language in Article 7 Section 5 that refers to parking lot landscaping and adding a notation that parking lot landscaping regulations can be found in Article 6 Section 1.
- Zoning Ordinance text amendment adding “Health Club or Fitness Center” to the list of permitted uses in the MC District and deleting it from the list requiring a

special use permit.

- Zoning Ordinance text amendments to uses permitted by-right and uses permitted by special use permit in R-2, R-T, R-8, R-15, and IP zoning districts (Articles 2 and 4) and additional regulations for college and university uses (Article 6).
- Updated the Purcellville Land Development and Subdivision Control Ordinance.
- Approved a revised site plan for the Purcellville Gateway Shopping Center.
- Staff is currently reviewing the following applications submitted during FY13/14:
 - Southern States site plan and boundary line adjustment – 261 N. 21st Street
 - Sun Trust Bank site plan – 160 Purcellville Gateway Drive
 - Loudoun County Parks and Recreation site plan for ULYFL playing fields at Fields Farm
 - Mayfair site plan
 - Wilcott Consulting minor subdivision – 11th Street
- Processed the following rezoning applications:
 - Patrick Henry College – 75.21 acres from Transitional X to Institutional/Public Use
 - Mayfair Residential – 3.98 acres from Transitional X to R-3 duplex
 - Mayfair Industrial – 19.01 Transitional X to M-1
- Issued special use permit amending operating hours at Loudoun Valley Restaurants (Kentucky Fried Chicken/Taco Bell) located at 203 Hirst Road.
- Issued special use permits for 2 eating establishments in excess of 4000 square feet, one with drive thru to be located in the Purcellville Gateway Shopping Center.
- Processed the following permits:
 - Zoning – 213
 - Occupancy – 112
 - Sign – 173
- Performed 102 occupancy inspections.
- Performed 186 zoning code violations resulting in a warning
- Performed 28 lawn violation inspections resulting in formal notices being issued.
- Issued 15 formal notices of violation.

- Processed 12 requests for performance bond release or reduction and conducted the required zoning inspection.
- Support to Town Boards:
 - Prepared agendas and staff reports for 17 regular meetings, 9 work sessions, and 10 public hearings held by the Planning Commission. Additionally, the Planning Commission held 3 joint public hearings with Town Council.
 - Prepared agendas and staff reports for 11 meetings held by the Board of Architectural Review. The Board reviewed 21 applications for Certificate of Design Approval.
 - Staff support to the Economic Development Advisory Committee.
- Provided staff support for Planning Commission, Board of Architectural Review, Economic Development Advisory Committee and Town Council.
- Continued review of land uses in the zoning ordinance with the Planning Commission.
- Updated Town's official Zoning Map.
- Assisted Parks and Recreation Department with maps, upon request.
- Continued to update property files in Laserfiche.
- Provided monthly economic development reports to the Town Council and the Economic Development Advisory Committee.
- Continued the Shop Purcellville program to promote a thriving, economically-viable business community.
- The Virginia Tourism Corporation has selected Purcellville as one of 16 sites across the state to build and promote a giant LOVEwork. The LOVEwork is located outside of the Train Station.
- Hosted the new Loudoun Visitors Center inside the Train Station.
- Worked to secure a location and concept for a state grant submitted by Visit Loudoun under the "LOVE" tourism campaign.

GOVERNMENT OPERATIONS/SERVICES:

- Staff worked with financial advisors to prepare a credit presentation and meetings with the 3 nationally recognized credit rating agencies. The Town received AAA rating from Standard and Poors and AA from Fitch and Aa2 from Moody's, all

exceptional first time credit ratings.

- Received Unqualified Audit Opinion for FY13
- Staff worked with financial advisors and bond council to develop a financing strategy to execute the Town's first public bond sale including preparation of our first Official Statement. This sale enabled the Town to lock in very favorable interest rates, save over \$2 million in the General Fund, reduce further interest rate risk by locking fixed interest rates for balloon payments in the General Fund and Utilities Funds, and free up approximately \$9.5 million in cash flow in the Utility Funds in coming years.
- Staff established an Electronic Municipal Market Access (EMMA) account and filed required financial documents on the website to comply with continuing disclosure requirements for public debt issuance.
- Reviewed/documented continuing disclosure and IRS requirements related to management of tax exempt loans. Prepared schedule of due dates for arbitrage rebate calculations.
- Staff worked with Bank of New York Mellon to prepare the arbitrage rebate calculation for the tax exempt 2010 Suntrust loan (defeased).
- Staff worked with the Town's bond counsel and department heads to review any private use of properties/facilities associated with tax exempt loans to ensure compliance with Federal tax laws.
- The Town Manager and Finance staff held several meetings with the president of Logics to discuss the continued delays associated with the development of the new tax system. As Logics admitted it is unable to deliver the product consistent with the contract and our expectations, the Town Manager negotiated a credit for prior payments against the FY15 Logics support and maintenance invoice. We plan to continue to use Logics for other non-tax products and the Capital Tax software product for real estate and personal property tax billing. Staff is now working to transition business license tax billing to Capital Tax given the unresolved problems with the new Logics tax system. It should be noted the Town transitioned to the Logics financial software and Capital tax software products in 2005 following Manatron's decision to no longer support their legacy products. As the municipal financial software industry has grown during this period, a review of alternative products should be considered as we have identified a number of shortcomings with our current software products and vendors.
- Staff worked with HR to hire a temporary staff during an extended absence planned the Utility Billing position.

- Staff assisted with procurement projects including vehicle purchases, consulting services, PW uniform services, telephone services and Houston-Galveston Area cooperative procurement for PW.
- Finance Dept. maintained an excellent collection rate on receivables:
 - Utility Accounts at 99.8% at 60 days out
 - Real Estate Tax at 99% at + 365 days
 - Personal Property Tax at 98% at + 365 days
- Staff continues to work with our consultants to provide information for updates to the Town's major CIP projects.
- The expense for curbside residential refuse and recycling services was \$8,000 less than budgeted in FY 2014 due to no price increase or surcharges.
- Purchased and mounted holiday wreaths on Main and 21st Streets along with holiday banners for the Town Hall parking lot.
- GIS Master Plan:
 - Added sidewalk layer to map so Parks and Rec committee can update and recommend priority pedestrian connections
 - Started incorporating the Trimble GPS unit into our mapping capabilities
 - Updated computers with County software for continued ability to download County base layers
 - Updating storm sewer layer – first time since 2006.
 - Re-numbering of FH according to Grid system
 - Review numbering of valves, BOs, BOVs, HVs, etc. for errors
 - Listing of dead-end BOs/FHs
 - Investigate discrepancies between GIS and actual; making revisions to GIS as needed
 - ArcReader training for maintenance staff
 - Survey data collection through consultant for updates to sanitary sewer and water mapping. Some items required extensive research including reviewing plans, easement deeds and field verification.
 - Updates to water mapping and to sanitary sewer mapping were added to the GIS
- Improved management and accounting for Grants & Funds Request:
 - Staff applied for VDOT Revenue Sharing Grants, NVTA Funds & Gas Tax funds for the Town.
 - Staff devised tracking and improved estimation to ensure VDOT funds are properly allocated and used within their respective timeframe.
- Hirst Farm Bonding and completion by the developer: PW staff worked with the Town Manager and Town Attorney to address outstanding construction issues with the developer on behalf of the HOA

- Finance staff assisted with procurement projects including vehicle purchases, audit services, event management services, vehicle leasing options, security systems, uniform services, telephone services and utility audit.
- Maintenance staff continued conducted preventative maintenance activities such as changing oil, rotating tires, lubing equipment on Town owned equipment and vehicles to save money and reduce out sourcing.
- Update to Facility Standards Manual:
 - Revisions of all chapters including Materials Specs booklet
 - Additional staff review needed for final version
 - Investigation of other jurisdictions' SWM BMP agreements
- Processed rebates for low flow toilets, clothes washers and rain barrels.
- IT Dept. continued assisting Town staff and Town Council in the use of new technology.
- Maintained Bid Board on the Town's website to facilitate bidding on Town projects.
- IT Staff maintained website for Purcellville Dashboard.
- IT staff continued updates to in-house work order system to eliminate unused fields, add new fields, reorganize the flow of information to increase the ease of use and functionality.
- Achieved and maintain 100% compliance on all water quality parameters regulated by the Virginia Department of Health (VDH) and Virginia Department of Environmental Quality:
 - Successfully passed DEQ inspections at Wastewater Facility for plant operations and air compliance permit
 - Successfully passed VDH inspection at Water Treatment Facility
 - No permit parameter violations for 2013.
- Staff met with Verizon management twice to deal with two unnecessary outages that occurred within our community.
- Numerous title searches conducted on properties to determine Town easements for database.
- Maintenance staff continued program of preventative maintenance activities such as changing oil, rotating tires, lubing equipment on Town owned equipment and vehicles to save money and reduce out sourcing.
- Staff continued to provide support for Tree Farm and Community Garden by mowing and watering at the Tree Farm and tilling and cleaning the Community

Garden.

- Staff continued to provide facility maintenance to all Town owned properties.
- The cleaning services contract for the Town Hall and Train Station was renewed for an additional year with no price increase for service. This permitted the cleaning budget to remain the same from FY 2014 to FY 2015.
- Worked with VDOT and Commonwealth Transportation Board to ensure that the Town's positive track record and successes on our Downtown Improvement Project were relayed during the grant process. This involved meetings with members of the Commonwealth Transportation Board, speaking in Richmond and interacting with regional VDOT staff on a monthly basis.
- Developed a new Holiday Leave Schedule that reduced the amount of work required by the Town Council annually and standardized a schedule a year in advance that would be beneficial to staff's planning.

AWARDS/GRANTS/FUNDING:

- Received VML's Green Government Challenge, Silver Certification for successfully implementing environmental policies and taking practical actions to reduce carbon emissions.
- Received ICMA's Certificate of Distinction for exceeding the standards by the ICMA Center for Performance Measurement.
- Received Town's 6th GFOA Certificate of Achievement for Excellence in Financial Reporting for FY13 CAFR.
- For the sixth consecutive year, the Town received the Virginia Department of Health's Excellence in Waterworks Operations Performance Award in recognition for excellence in performance and operations in the treatment and distribution of drinking water to the public. Excellence in performance and operations involve settling and achieving goals well beyond the established regulations and making a commitment to customer satisfaction.
- Submitted funding request to Loudoun County for A Street Sidewalk project. Received \$730,000.
- Tree City USA and Growth Award.
- Received ICMA Award for Performance Measures.
- Received Department of Justice Body Armor Grant in the amount of \$524.00 to purchase two body armor vests for the Police Department. The Purcellville Police Department initiated a mandatory wear body armor policy permitting the Town to

reactivate our participation in this annual federal program to assist localities with body armor purchases.

- Received Byrne Justice Assistance Grant Funding – DOJ – for ammunition for the Police Department.
- The Town received almost \$148,000 in revenue in FY 2014 from the cellular antenna and cable hub leases at the water tower property. This was an increase of almost \$8,000 over the budgeted amount.
- Administration continued the monitoring and reporting of the Byrne Justice Assistance Grants to the Department of Criminal Justice Services. As of the end of FY 2014 all PPD Byrne grants have been finally reported and closed.
- Received State Litter Grant Funds in the amount of \$3,023.00. Funds used to pay for 5 months of the recycling cart leases in support of the Recycling Cart Program to help defer local cost.
- Surplus property sales 778% over revenue projection of \$2,000. Actual revenue for FY 2014 was \$15,569. This was due in large part to the Town moving to the online surplus site which provides national exposure for sales along with many other benefits.

Champion	Initiative	Value to Citizen	Expected Completion Schedule	Estimated Cost	Description
Chris Bledsoe	Business Survey	Identify and meet the needs of our local businesses.	3-4 Months	\$100	Alignment with EDAC and the marketing departments at Woodgrove and Loudoun Valley High School to conduct annual business survey to understand the needs of our local businesses and ways to foster the optimal working relationship.
Chris Bledsoe	Attracting New Businesses and Grow the Existing Base	Fill the vacant stores and offices, and new business sites, thereby increasing revenue from businesses to lessen tax burden on citizens. Value creation and value preservation consistent with the character of Purcellville.	3-6 Months	\$500	Alignment with EDAC and partnership with the business community, landlords, Chamber of Commerce, Loudoun County Economic Development, and the marketing departments at Woodgrove and Loudoun Valley High School to identify and pursue ways to attract businesses to occupy vacant stores and offices, and new business sites. Engage landlords to determine if vacant storefront can be use to display art work while they try to attract the right tenant.
Chris Bledsoe	Promoting Purcellville	Promote the rich culture, friendliness, and charm of Purcellville to home buyers, businesses, and tourists.	3-6 Months	Staff Time - TBD	Alignment with EDAC to launch and promote the marketing videos of Purcellville; showcasting all we have to offer.
Chris Bledsoe	Town Asset Revenue Optimization	Identify ways to generate revenue, without significant expense, from town owned assets thereby reducing the tax burden on our citizens.	6-12 Months	Staff Time - TBD	Determine which of our underperforming assets can be use to generate more revenue for the town. - How much will an artist pay for exhibits at town hall - What's the advertisement value of our waterbill to an ad agency - how much will a company pay to have an insert in our water bill? - Can the Town Hall or other assets owned by the town be attractive to a film production company
Doug McCollum	Records Management	Effective system to maintain records required by law & records Staff decides should be retained; Citizens will benefit from improved retention procedures & ease of finding relevant documents	Staff has started on this project; I hope it will be completed early in 2017	FY 2017 Budget provides \$5,000	I have worked in the past to develop & implement a corporate records management program; it is hard work requiring attention to detail but the rewards for this effort will be seen in multiple ways. I will add more at the Strategic Planning Session
Doug McCollum	Compensation Study	Citizens benefit from having Staff paid according to local compensation, attracts qualified applicants, and retains dedicated employees.	Staff will have to determine this but I hope this will be completed by early 2017	FY 2017 Budget provides for \$10,000	Our Staff works hard; the quality of their performance has been recognized by ICMA July 2016. I have inquired of the NVRC if that body has conducted a compensation study. NVRC says they have not but will raise the question. I am awaiting an answer.
Doug McCollum	Managed Economic Development	Citizens benefit from having our Town recognized as an ideal, vibrant, and welcoming community in which to locate a business or build residences. This also includes informed consideration of annexation.	Ongoing but this Objective will be substantially advanced with the completion of the Comprehensive Plan review & revision by May 2017	Funding has been approved for the Comp. Plan effort but we may need an Amendment to the Budget	While there are concerns about Town growth, I think Council & Staff can manage the necessary balance. The terms "growth" and "managed economic development" are not synonymous. In my opinion, they complement each other. I will have more to add at the Strategic Planning Session.
Doug McCollum	Quarterly Council Town Hall Forums	Citizens benefit from the opportunity to address the entire Council on issues of importance & from hearing the different views from Council members & their thinking on particular issues.	Throughout 2016 -2017	The cost incurred will be the expense to open the Council Chambers	In the Mayor's 2015 "Key Measures" the Mayor cited the March 16, 2015 Town Hall Forum as an achievement. No further Forums were held in 2015 or 2016 YTD. I believe there were glitches in the format that can be addressed.

Doug McCollum	"In-Fill" Committee	Demonstrate to management of centers & malls & other unoccupied space in Town that the Council has a great deal of interest in filling vacant commercial/office space. We have space that has been vacant for some time. I think the citizens would benefit from knowing why our "in-fill" has not been as successful as I would like.	I believe this effort should start this fall and be completed by early 2017.	Cost will be minimal	I made a proposal to the Mayor in late December 2015 to create a high-level committee to explore the vacancy properties in Town but no action was taken. I note that Fairfax County has created a similar committee to attempt to address that County's high vacancy situation. I proposed a small committee comprised of 2 Council members, 2 Staff (I proposed the Assistant Town Manager & Director of Community Development), and a representative of EDAC to be selected by EDAC members. I will have more on this proposal at the Strategic Planning Session
Doug McCollum	Rename Fireman's Field District Tax to Parks & Recreation Tax	Clarifies how the revenue raised by this tax is actually spent	Before the FY 2018 Budget cycle starts in January 2017	No cost as far as I can identify	There is a fundamental misunderstanding that the funds generated by this tax only apply to the retirement of the debt. This is incorrect. I will have more to say about this at the Strategic Planning Session.
Doug McCollum	Informal outreach with Councils of nearby Towns	Citizens will benefit from informal discussions with decision makers in nearby communities	At the earliest convenience of the governing bodies	No cost as far as I can identify	I believe in effective outreach. I have volunteered to serve on 2 VML Committees and am serving as an Alternate to the NVRC. I will have more to say about outreach efforts at the Strategic Planning Session.
Doug McCollum	Crosswalks	Improving safety & convenience for both pedestrians and drivers	As soon as Staff can identify suitable locations	Minimal cost when considered against improved safety. Our Police Department has just announced Operation Heads-Up.	I walk a lot throughout the Town & am frustrated by sidewalks that end but continue on the opposite side of the street. (3 e.g., 20th Street, Nursery Avenue, and Maple Avenue) I see pedestrians crossing Main Street at the intersection with Ken Culberson Drive & 9th Street. Crossing Main Street even at a marked crosswalk is risky but we should do what we can to enhance safety and the reputation of the Town as pedestrian friendly.
Karen Jimmerson	Broadband Strategy	Ensure our residents and businesses can access the internet at the highest speeds possible for work, school, and leisure activities.	6-8 Months	Staff Time - TBD	Research, recommend, and implement strategies to increase the speed at which our residents and businesses access the internet to 25 Mbps (Mega Bits Per Second) or greater. - Engage Telcos on making Fiber available to each home and business in Purcellville
Karen Jimmerson	Gigaband Small Town and Dark Fiber Ring	Futureproof Purcellville's internet connectivity to ensure our residents and businesses can access the internet at the highest speeds possible for work, school, and leisure activities. Attract investment dollars to Purcellville	6-12 Months	Staff Time - TBD	Submit an RFI to establish a Public Private partnership to make Purcellville a Gigaband Small Town, boosting internet access of 1,000 Mbps with an all-optical network to homes and businesses in Purcellville and Western Loudoun - Feasibility study on laying a Dark Fiber Ring in Purcellville to have it leased to telco providers - Viability of interim Wi-Fi based solution leveraging TLS circuits at the high schools, middle school, or Town Hall (were we able to purchase TLS circuits)

Karen Jimmerson	Technology and Agriculture Advancement	Preparing our citizens for opportunities in the technology and agricultural space and attracting businesses and investment dollars to Purcellville	6-12 Months	Staff Time - TBD	Alignment to complete the Maker Space project. Work with experts in the field of drones science, our local schools, the FAA, and business community to implement a strategy to establish a drone certification program to enable the commercial, recreational, educational use of drones in Purcellville.
Kelli Grim	Comprehensive Plan Review and Revision	Plan Purcellville - Establish the vision of the community for the citizens and by the citizens	8-12 Months	Current Contract \$\$ Staff Time - TBD	Engagement on the Planning Commission and outreach to citizens to ensure completion of the Comprehensive Plan Review and Revision
Kelli Grim	Real Parties in Interest	Increased transparency via disclosure of individual and collective interests in any development application that before the town of Purcellville.	2-3 Months	\$0	Passage of Real Parties of Interest legislation.
Kelli Grim	Purcellville.Care	Engaging concerned citizens and businesses in Purcellville provide essential services to our residents in need. Services will include assistance with utilities, food, prescriptions, home repairs, tutoring, youth league tuition, and employment.	3-4 Months	\$0	Partnership with Loudoun Cares and our charitable organizations for them to create and maintain an online portal that will list the various needs of members of our community and have concerned citizens and businesses find ways to meet those needs.
Kelli Grim	Watershed Property Easement Review	Determine the legitimacy of the process which placed the 1200 acres of the watershed property in a conservation easement with no financial benefit to the town.	3-4 Months	Staff Time	Questions have been raised about the legitimacy of the process by which the watershed property was placed in a conservation easement. We will need to review the process to determine if it was in fact legitimate.
Kelli Grim	Zoning Use Purpose Alignment	Ensure zoning uses and restrictions are consistent with the district purpose and in alignment with the citizens vision of Purcellville as established in the Comprehensive Plan review and revision.	6-12 Months	Staff Time	Alignment with the Planning Commission to start identifying which zoning uses and restrictions needs to be consistent with the purpose of each district and realigned with the Comprehensive Plan Review and Revision.
Kelli Grim	Water and Sewer Legislation for Adjacent County Properties	Fair and just compensation to the town from development on county properties that are in town or adjacent to town properties, when such properties may impact town water source and storm drainage infrastructure.	6-12 Months	Staff Time - TBD	Development on County property that are adjacent to Purcellville property may impact our water source and create storm drainage issues. As such, the citizens of Purcellville should be compensated for future potential impact to our wells and storm drainage infrastructure. Potential I&I impact on wastewater treatment plant.
Kwasi Fraser	Water Reclamation	Increased revenue from our wastewater treatment plant to offset fee increases to citizens and businesses.	6-12 Months	Staff Time - TBD	Increased revenue from our wastewater treatment plant by storage and sale of grey water for irrigation and construction. Continued partnership with DEQ on the application process and engage local experts to support development and implementation of the solution.
Kwasi Fraser	Bulk Water Sale Advancement	Sale of excess capacity of water for additional Utility Enterprise fund revenue to reduce the financial burden on our citizens and businesses.	Ongoing	Staff Time - TBD	Alignment with EDAC, Chamber of Commerce, and businesses to promote the program. Also verify controls remain in place to limit the sale only from our excess capacity of water.

Kwasi Fraser	Reestablishment of Coalition of Loudoun Towns (COLT)	Partnership with Mayors of western Loudoun to work on items of mutual benefit to the citizens we serve.	2-3 Months	Staff Time - TBD	Working with Mayor Zoldos to establish first meeting. Ongoing quarterly meetings will focus on opportunities to market and promote Western Loudoun and potential ways to leverage each town's unique strengths. COLT has a seat on the Loudoun County Economic Development Advisory Commission (EDAC) and the Health Committee. Tony Buffington is the Board of Supervisors appointed liaison to COLT
Kwasi Fraser	Meals Tax Revenue for Utility Enterprise	Identify potential approach to lower water and wastewater fees by having portions of it covered by meals tax revenue.	4-6 Months	Staff Time - TBD	Determine and implement ways by which meals tax revenue can go towards paying down the utility enterprise debt burden and not have to rely on massive growth and increasing fees.
Kwasi Fraser	Veteran Clinic	Attract Veteran Administration Clinic to Purcellville making it convenient for Purcellville's and Western Loudoun's veterans to receive care.	6-12 Months	Staff Time - TBD	Engagement with the Veteran Administration, Local war heroes, state and federal government officials, and business interests to determine need for a Veteran Clinic in Western Loudoun and how may Purcellville meet that need.
Kwasi Fraser	Route 7 / 690 Interchange	Initiate Route 7 / 690 interchange which upon completion with significantly reduce traffic congestion in Purcellville.	12-24 Months	TBD	Continued engagement with Loudoun County Board of Suprvisors to advance the funding for and construction of the Route 6 / 690 Interchange.
Nedim Ogelman	Design Guide	Uniformity and consistency in the architecture dsign of Purcellville to guide the decision of the Board of Architecture Review	6-12 Months	Staff Time - TBD	Alignment with the BAR to established an official design guide for the architecture style and template for all development in Purcellville.
Nedim Ogelman	Online Polling of Citizens	Enable citizens that are not able to attend a town meeting to easily expresss and present their high level opinion on matters coming before council.	2-3 Months	\$1200 Per Year IT Time for Web Implementation	Research, recommend, and implementation of a web based system that will enable citizens to present their views on major issues coming before council.
Nedim Ogelman	OpenGov Transparency Portal	Increased accessibility and availabilty to how our tax dollars are being managed. Enabling citizens to easily access, create, and share charts and graphs of how our tax dollars are being managed.	2-3 Months	\$8700 Per Year + \$2900 Implementation	Research, recommend, and implementation of a web based transparency portal to enable citizens and staff to obtain detail views of our financial state.
Nedim Ogelman	Searchable Meeting Minutes	Enable ease of word and pharse search of meeting minutes to allow citizens to better research major issues and TC positions on such issues.	1-2 Months	Staff Time - TBD	Increased ability to easily access and conduct key words search on previous and future meeting minutes.
Nedim Ogelman	Citizen Survey	Obtain understanding of our communities strenghts, weaknesses, opportunities, and threats from the perspective of those we are charged with serving.	3-6 Months	Staff Time - TBD	Reuse the survey from last year and distribute via survey monkey and in the utility bill. Have events with the HOA to obtain high response rates.
Nedim Ogelman	HOA Alignment and Neighborhood Representation	Understanding of the needs of each HOA and the citizens it represent, and ways for the town to better serve them.	3 Months - Ongoing		0 Alignment and engagement with HOA Presidents and attend meetings to obtain feedback and recommendations. Have each Council Member assigned to one or more neighborhoods in Purcellville to be their representative.
Ryan Cool	Davenport Housing and Commercial Matrix	Provide a view into the number of homes and commercial space that will be needed to enable us to pay down the Utility Enterprise debt to a point where we can lower fees or stop any increases in fees.	2-4 Months	Staff Time - TBD	Work with staff and Davenport to provide a view into the number of homes and commercial space that will be needed to enable us to pay down the Utility Enterprise debt to a point where we can lower fees or stop any increases in fees.

Ryan Cool	Operational Audit	Establish a baseline on current state operations from which improvements in efficiency and cost cutting will be measured. Implement strategic that will result in reduced waste and spending of tax dollars.	2-4 Months	\$0 - \$15k One Time	Identify and remediate operational and financial inefficiencies and waste across town government
Ryan Cool	Fireman's Field Strategic Plan	Retain the great asset for the benefit of current and future residents and enable it to pay for itself and not rely on increasing property based taxes. Increase leasing revenue.	3-6 Months	Staff Time - TBD	Alignment with the town on favorable lease renewal. Evaluation and selection of strategic options to enable Fireman's Field to generate sufficient revenue to reduce the current burden of \$0.035 per \$100 of Assessed Property tax
Ryan Cool	Park Assets Optimization	Lessen the financial burden on citizens by enabling our portfolio of Park and Recreational assets to generate increased revenue and utilization with optimal operational structure	3-6 Months	Staff Time - TBD	Identify and implement ways to increase revenue and utility value of all park assets within town. <ul style="list-style-type: none"> - Sale or leasing of underperforming assets - Alignment with the Arts Council and EDAC on opportunities to integrate Park Assets such as the Train Station into an asset optimization strategy - Linking nature preserves and trails - Wireless Tower Placement and Leasing on town owned properties
Ryan Cool	Town Manager Performance Reviews	Visibility to the performance of our town manager in achieving the management goals and objectives our tax dollars are paying for.	2 Months	\$0 - \$50	Semi annual performance and career development review of Town Manager
Ryan Cool	Personal Property Tax Evaluation	Determine if there are ways to lower this tax burden that many states do not have.	3-6 Months	Staff Time - TBD	Evaluation and assessment of the Town and County Personal property tax to determine its value and merit to our town and citizens.
Ryan Cool	Banking RFP	Lock in the best rates on our debt to insulate us from balloon payments. Enable us to obtain the highest rates on our cash on hand.	3-5 Months	Staff Time - TBD	Continuous marketing of our debt and savings to local, regional, and national banks to obtain the best available rate based on our risk profile



In September 2014, the newly elected Town Council of Purcellville held their first strategic planning session, where they identified a new vision and future initiatives.

The Town Council met again in September 2015 to affirm their strategies, provide updates from activities throughout their first year in office, and refine their anticipated action items.

The Town Council and all others involved in this planning would like to share their strategy for the future of Purcellville with you, its stakeholders and citizens.

Below you will find four Strategic Initiatives that have been identified and the actions that will be taken in order to achieve them. They are explained on the reverse.

1. Foster Community & Economic Well-Being
2. Practice Good Governance
3. Strengthen Community Partnerships
4. Fund the Future

VISION

“Purcellville... Where history and progress intersect and people prosper.”

MISSION

As stewards worthy of community trust, we work to discern, define and implement an agenda to nurture and preserve our residents’ quality of life. Through Town Council policies and leadership, we foster an open, cooperative and admired model government that encourages full public participation and ensures the level of services our citizens expect and deserve.

CORE VALUES

Integrity
Trust
Transparency
Innovation
Accountability
Stewardship

Mayor & Town Council

Mayor Kwasi Fraser
Vice Mayor Ben Packard
Joan Lehr
Patrick McConville II
John Nave
Karen Jimmerson
Doug McCollum

Town of Purcellville

221 South Nursery Avenue, Purcellville, VA 20132
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Town of Purcellville Strategic Initiatives

Foster Community & Economic Well-Being

Capitalize on Purcellville's healthy mix of assets, location and heritage to grow, diversify and strengthen the community and economic well-being of citizens and businesses alike.

Action Agenda

- Initiate the review and update of the Purcellville Comprehensive Plan inclusive of a build-out analysis.
- Develop a Land Use Plan for the unincorporated areas adjacent to Purcellville (included in Comprehensive Plan Update).
- Craft an Economic Development Plan for Purcellville that supports local businesses and entrepreneurs through a business retention and expansion plan and to develop and implement a tourism strategy for Purcellville.
- Foster a partnership with Loudoun County and neighboring towns.

Practice Good Governance

Good governance means focusing on the Town's mission and purpose, performing defined roles and government functions effectively, efficiently and being accountable to the citizens of Purcellville.

Action Agenda

- Have each Town department identify their top 3 needs.
- Create a debt management strategy for the Town.
- Develop a staffing pattern/plan for needed FTE's and part-time employees.
- Conduct an efficiency and effectiveness audit of Town services and programs.
- Incorporate cost of services strategies in order to save money across Town departments.
- Explore alternative high-speed, high-capacity telecommunication/internet capabilities for Town residents and businesses.

Strengthen Community Partnerships

To be successful, the Purcellville Town Council must have a positive and interactive relationship with town citizens and must be committed to helping citizens gain a greater understanding of and connection with their Town government.

Action Agenda

- Enhance the Town's website.
- Establish a Town Message and place on the Town website.
- Continue sponsorship of community surveys.
- Create a Purcellville Post via social media, Facebook and Town newsletter.
- Sponsor Open Houses and Informational Sessions on Town Services to allow citizens to learn about areas important to them.
- Create a Committee, Commissions and Boards Policy Guide inclusive of mission and purpose statement.
- Revise and update the BAR Guidelines.
- Sponsor an Annual Committees, Commissions and Boards Appreciation Dinner.

Fund the Future

To make the future happen in Purcellville will require a commitment to identifying and discussing revenue options and opportunities.

Action Agenda

- Review and revise a Financial/Fiscal Policy for Purcellville.
- Review and revise a Capital Maintenance Program for Town assets.
- Explore new ways to put Town utilities on a path of self-sufficiency.
- Increase non-tax revenue as a percent of Town revenue.
- Expand to a 10 year CIP forecast inclusive of revenue and financing options.
- Maintain and enhance the Town's Credit Rating.
- Explore Capital Facilities for Police Department.