City Council’s 4 Big Things Accomplishments

Portsmouth City Council Retreat
February 1-2, 2019
City Council’s 4 BIG THINGS

• Become a Smart City

• Revitalize the Crawford Gateway (Strategy)

• Be Laser-focused on Education

• Tell the Portsmouth Story
Become A Smart City

• Completed and Implemented a Strategic Fiber Master Plan
• Completed Design & Engineering (includes the following):
  – Municipal Facilities
  – Public Schools
  – Public Safety
  – Economic Improvement Zones
  – PRHA (Low-Income Housing)
  – External Stakeholders
• Issued Construction PPEA (RFP)
• Selected and awarded construction agreement to Danella Construction
• Smart City Citizen Connectivity Study Project Kickoff
• Met with external stakeholders to identify community concerns
• Release community broadband survey
• Implements mobile routers for all public safety vehicles including Automatic Vehicle Locator (AVL)
Crawford Gateway Revitalization

• The five projects identified under the strategy are all underway:
  – Stormwater Park and Civic Center Lot
  – Space needs assessment for Future City Hall
  – Assessment of Civic Center/Jail Site
  – Crawford Street/Parkway Corridor Study
  – Site Selection and Preliminary Engineering for Public Safety Complex

• The city team has identified projects for the next phase of the Crawford Gateway Revitalization Strategy.
Laser-focused on Education

• **Sustained & Increased Funding:** $52.8M
  - State required local match: $23,748,565
  - City’s additional local share: $29,047,480
    This amount includes $396K for nine additional security safety officers

• **Capital Improvement Program:** $7.8M
  - New Middle School: $3M (Design & Engineering)
  - Churchland High School HVAC Replacement: $2M
  - Mount Hermon Pre-School Bus Loop: $350K
  - Churchland Academy Parking Lot: $450K
  - School Bus Fleet Replacement: $1M
Laser-focused on Education (continued)

- School Security Enhancements: $1M
- Indirect Funding: $580,473
  - Includes landscaping services: 192,066
  - School Resource Officers (SRO): $388,407
- Cultural Arts & Educational Programs: $275,418
  - Cultural Arts: $123,900
  - Citywide Educational Programs: $151,518
- Juvenile, Youth and Family Supported Services: $4.7M

Grand Total: $66.2M
Tell the Portsmouth Story: Image

• Increasing strategies to keep citizens informed:
  – Over 150 E-Daily Transmissions/Telling Our Story Features
  – Nearly 25K followers on all Social Media (FaceBook, etc)
  – Direct mail of Program Guides to over 43K households throughout Portsmouth
  – Over 22K attendees to the 2018 Sunset Thursday Weekday Concert Series at High Street Landing
  – Over 46M impressions generated by 2018 paid marketing and promotional advertising
  – Virginia Municipal League’s Town & City Magazine (November 2018) Portsmouth’s historic districts Feature Story: Cradock and Truxtun Centennial Celebrations (The statewide publication is direct mailed and has a readership over 16K and a circulation of over 5K)
  – Spent over $375K in major regional branding campaigns
Tell the Portsmouth Story (continued)

- **$150K** savings in overall marketing and promotional advertising, and over **$100K** received in value-added media
- Continued expansion of marketing to Western Hpt. Rds.
- Maintained designation as a certified Visitor Information Center since 2008 (over 11 years).
- Over 33K received in Virginia Tourism (VCT) grants to augment tourism marketing
- Over **146K** attendees at five city-owned museums
- Over **11K** attendees to the 2018 Coleman Collection Exhibit
- Over **20K** attended the 2018 Umoja Festival
- Over **15K** attended the 2018 Seawall Music Festival
- Over **1K** attended the 2018 Shaggin’ On High
- Nearly **1K** runners in the 2018 Coast Guard 5/10K Run/Walk
- **$108K** generated: 2018 abbreviated season at Union Bank & Trust Pavilion (11 events attracted over 20K attendees)
Tell the Portsmouth Story (continued)

- **City-sponsored/supported Events**
  - **Spring**: Portsmouth Invitational Tournament; State of the City Luncheon; Umoja Festival; Memorial Day Parade; Elizabeth River Run; Seawall Music Festival; Sunset Thursdays; Steeple to Steeple Tour
  - **Summer**: July 4th Stars & Stripes Forever Concert & Fireworks; Cradock Bicycle Parade; Shaggin’ On High; Gospelrama; Seawall Art Show
  - **Fall**: Coast Guard 5/10K; The Schooner Race; Old Car Cruise In; Olde Towne Ghost Walk; Safe Trunk or Treat at Union Bank & Trust Pavilion
  - **Winter**: Grand Illumination Parade; Coleman Collection Exhibit; Snow Wonders & Light Show; Children’s Christmas Parade; Olde Towne Holiday Music Festival; Scottish Walk; Centennial Celebrations: Cradock & Truxtun